

Criteria	Popular	Scholarly	Trade	Grey Literature
Purpose (Intent)	To inform, entertain, or persuade about current events or popular opinion and to make money	To inform, report, or make available original research, promote scholarly communication, or advance knowledge	To provide news, trends, or practical information or examine problems or concerns in a particular field, trade, or industry	To disseminate research quickly or respond to a public issue
Audience	General public	Scholars, researchers, and students of specific discipline or field	Practitioners of a particular field, trade, or industry	Professionals and researchers in the same field or industry and/or policy makers
Creator	Professional writers, journalists, freelance writers or creators that deal with a variety of topics regularly	Scholars or researchers with extensive credentials and experience in the specific discipline or field and usually associated with a university or other organization	Professionals or freelance writers or creators with experience in a particular field, trade, or industry	Individual scholars, government agencies, non-profit organizations and institutions, businesses, and think tanks but not through traditional publishers
Language (Tone)	Entertaining, non-technical language	Specialized terminology or jargon from the specific discipline or field	Specialized terminology or jargon used in the field or industry	Specialized terminology or jargon used in the field or industry
References	Sources rarely cited	Sources always cited	Sources occasionally, but not usually cited. This depends on the publication	Sources are typically, but not always cited
Accountability	Content not evaluated by experts in the field; often published or produced by commercial organizations	Usually reviewed and critically evaluated by a subject expert or board of subject experts (peer review); published or produced by a scholarly organization or society (university, association, commercial enterprise, etc.)	Content may be evaluated by experts in the field; often published or produced by a trade association	Expert review differs for different kinds of grey literature. Many may not be reviewed at all