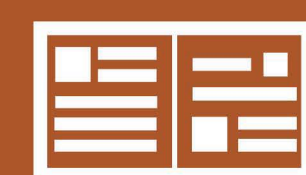




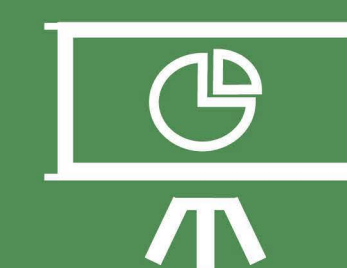
Popular



Scholarly



Trade



Grey

PURPOSE



To inform, entertain, or persuade on current issues, news, and opinions

To share original research, promote scholarly communication, or advance knowledge

To provide in-depth information on a specific field or industry

To release research quickly or respond to a public issue (possibly not for academic purposes)

AUTHOR



Written by journalists, professionals, non-trained writers

Written by scholars/researchers

Written by professionals in the field

Written by scholars, government agencies, nonprofits, think tanks

CITATIONS



Sources not often cited (only in-text)

Sources always cited

Sources are sometimes cited, varies by publication

Sources are typically cited

LENGTH



Generally brief articles

Usually longer than 3-4 pages

Articles are usually brief

Varies in length, can be a poster/presentation

AUDIENCE



Published for the general public

Published for researchers in the field

Published for professionals in the field or industry

Published for professionals, researchers and policymakers in the field

IMAGES



Use graphics liberally

Images are usually research-related, no outside advertisements

Images are used to highlight stories; some industry specific advertisements

Images are based on research

EXAMPLES



Blogs, magazines, newspapers, and other entertainment sources

Scholarly Journals like the *Journal of International Business Studies*

Trade Journals, such as *Onion World* or *Publishers Weekly*

Conference proceedings, white papers, government publications, Dissertations & Theses.