

# Quick Guide: Scholarly vs. Popular vs. Trade Publications

	Scholarly	Popular	Trade
<b>Purpose</b>	Reports research and advanced in a field	Informs or Entertains	Reports on the state of a field or profession
<b>Advertisements</b>	Few, if any, ads	Many ads	Ads geared towards professionals
<b>Audience</b>	Professors, Researchers, College Students	General Public	Professionals in the field and/or advanced hobbyists
<b>Author</b>	Scholar within the field	Journalists who may lack subject expertise and field knowledge	Professional in the field or journalists with subject expertise
<b>Language</b>	University/College Level	Non-Technical	Specialized terminology
<b>Peer Review</b>	Yes	No	No – may be reviewed, but not through a formal process
<b>Publisher</b>	University, Research Center, Professional Organization, Scholarly Presses	Commercial	Professional Society; Commercial
<b>Citations</b>	Bibliography cites all of the research	Rarely cites research	May have citations, but not required