## Resource Tip Sheet – What kind of resource is this?

<table>
<thead>
<tr>
<th>Resource Type</th>
<th>Tips</th>
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| **Popular Magazine Article (online or in print)** | • Audience: nonprofessional; anyone  
• Appearance: glossy photos, many advertisements  
• Content: general interest articles, no reference lists, simple language  
• Authors: largely staff writers, often unknown  
• Examples: *Sports Illustrated, Chatelaine, National Geographic, The Rolling Stone* |
| **Scholarly Article (online or in print)**         | • Audience: professionals, researchers, academics  
• Appearance: no advertisements, plain, black & white  
• Content: original research, literature reviews, often contain abstracts, academic/professional language, often contain statistics, diagrams, long reference lists, peer-reviewed, academic affiliation  
• Authors: many authors, with many credentials and affiliations  
• Examples: *Journal of Applied Research, Academy of Management* |
| **Trade Magazine Article (online or in print)**    | • Audience: industry professionals, organization/association members  
• Appearance: glossy photos, most advertisements related to the industry  
• Content: current industry trends, new products or techniques, organizational news, articles may have short reference list, may contain professional jargon  
• Authors: industry professionals, organization/association members  
• Available online or in print  
• Examples: *Advertising Age, HR Magazine* |
| **Web Article/Blog (online or in print)**          | • Audience: varies  
• Content: varies  
• Authors: vary in credentials |
| **Government/Association Publication/Information (online or in print)** | • Content: published and written by an association or a government, often includes country-specific data and statistics  
• Authors: government workers, association members  
• Examples: Health Canada, Statistics Canada, Ministry of Natural Resources, Registered Nurses Association of Ontario |
| **Book (online or in print)**                     | • Authors: vary in credentials  
• Content: Varies |
| **Newspaper Article (online or in print)**         | • Audience: nonprofessional; anyone  
• Content: current, journalistic, simple language, no reference list  
• Authors: Writers/Journalists  