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|  | **Criteria** | **Popular** | **Scholarly** | **Trade** |  |
|  | **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 |  |
|  | **Audience** | General public | Scholars, researchers, and students of specific discipline or field | Practitioners of a particular field, trade, or industry |  |
|  | **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 |  |
|  | **Language (Tone)** | Entertaining, non-technical language | Specialized terminology or jargon from the specific discipline or field | Specialized terminology or jargon in the field or industry |  |
|  | **Reference** | Sources rarely cited | Sources always cited | Sources occasionally, but not usually 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 |  |
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