<table>
<thead>
<tr>
<th>Resource Type</th>
<th>Common Characteristics</th>
</tr>
</thead>
</table>
| **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, National Geographic, Maclean’s, Men’s Health, Cosmopolitan* |
| **Scholarly, Peer Reviewed Journal 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  
• Authors: many authors, with many credentials and affiliations  
| **Trade Magazine/Journal Article** *(online or in print)* | • Audience: industry professionals, organization/association members  
• Appearance: glossy photos, most advertisements related to industry  
• Content: current industry trends, new products or techniques, organizational news, articles may have short reference list, may contain professional language  
• Authors: industry professionals, organization/association members  
• Examples: *Advertising Age, Women’s Wear Daily, The Police Chief, Canadian Nurse* |
| **Website/Blog** *(online or in print)* | • Audience: varies  
• Content: varies  
• Authors: vary in credentials, sometimes difficult to identify |
| **Government/Association Publication and 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 [eBook] 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  
• Examples: *Toronto Star, The Guardian, the New York Times* |