



## Types of Source Material (Reference)

These different types of source material can often be found online and in print.			
	Reporting Media	Investigative and Researched Media	Academic and Scholarly journals
<b>Frequency</b>	Updated frequently	Published Weekly/Monthly	Published 3-4 times a year
<b>Types of sources</b>	Blogs Newspapers Websites	Popular Magazines Trade/Professional magazines	Articles published for specific fields of research
<b>Authors</b>	Journalists Citizen journalists Companies	Journalists with specific knowledge of a field or topic Experts working in industry	Academics working in a field of knowledge
<b>Type of Information</b>	Summary of and response to immediate news events Amateur commentary on issues and topics Promotion and marketing	In-depth investigation or information about a topic Relies on expert opinion/knowledge Presented for a general audience Usually lacks details of the research background	In-depth investigation or information about a topic Produced by expert in field Presented for academic audience with previous knowledge in field All research is substantiated
<b>When to use in academic writing</b>	If you want to draw attention to a recent event or concern with an issue in the media	If you want expert-level knowledge of an issue, but presented at the level of a general audience for widespread interest; use as quality research when the author's authority is proven	If you require academic level sources, meaning information that is presented for experts in that field of study; use if you are learning the terms and debates in that field and particularly need the expertise/voice of academics in that field
<b>Example</b>	News release about new virtual reality video game device Promotional material available on company websites	Investigative piece on the new virtual reality device; might ask questions like: How does it work? Comparison to previous technologies? What are the industry applications for virtual reality? How will it affect children's thinking? Could it be used in schools?	Academic article about the social implications of virtual reality, examining how it affects our communication and interaction Article may involve primary research in the form of a survey or experiment