Scholarly vs. Popular Infographic – Text Version

Scholarly

- Scholarly articles are written by scholars or researchers.
- The information presented is original research, theory, experimentation, methodology, or application and practice.
- The information is specific to a subject topic or niche field.
- Scholarly articles are peer-reviewed by other professionals within the field.
- The vocabulary and language is specialized to the field.
- Advertisements and graphics are minimal, if there are any at all.
- There are footnotes and a bibliography in reference to the sources used.

Popular

- Popular articles are written by non-specialists.
- Popular articles often present the latest information on general interest topics, such as current events.
- Popular articles can be biased.
- Popular articles are reviewed by an editor.
- Vocabulary is less technical.
- Often there are multiple images and/or advertisements.
- The sources used are not always cited.
- Examples: Time Magazine, National Geographic, People, Vogue