

	Peer-Reviewed Journals	Trade	Popular	E-book	Government Resources: Reports or Documents
<b>Example</b>	<i>Journal of Fire Sciences</i> <i>Journal of Business Ethics</i>	<i>Fire Engineering</i> <i>TD: Talent Development</i>	<i>Time</i> <i>National Geographic</i>	Various options	U.S. Department of Labor Bureau of Labor Statistics; Occupational Safety and Health Administration
<b>Audience</b>	Scholars (Academics)	Practitioners and Professionals in the industry	General Public	Varies	General Public
<b>Content</b>	<ul style="list-style-type: none"> <li>• Empirical research and other scholarly discourse</li> <li>• Critical analysis of subject area topics</li> <li>• Some limited commentary as well as book reviews* <i>Note: book reviews and conferences proceedings published in peer-reviewed journals, although scholarly in nature, are not always susceptible to the peer-review process, only the editorial board.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Industry related trends, news, and top topics</li> <li>• Can feature case studies but is not the place for empirical research</li> </ul>	<ul style="list-style-type: none"> <li>• Trending news, pop culture, entertainment</li> </ul>	Varies	<ul style="list-style-type: none"> <li>• Statistical reports of government resources, services, and populations</li> <li>• Law, regulations, standards, and educational resources</li> </ul>
<b>Format</b>	<ul style="list-style-type: none"> <li>• Scholarly (Academic) Journal, often plain in appearance</li> <li>• Articles, graphs, charts, and data</li> <li>• Very limited and specific advertising</li> <li>• Academic vocabulary</li> </ul>	<ul style="list-style-type: none"> <li>• Magazine, newspaper, or journal format</li> <li>• Advertising that pertains to the industry</li> <li>• General and industry-specific language</li> </ul>	<ul style="list-style-type: none"> <li>• Magazine, newspaper, or online</li> <li>• Full-on advertising with appealing layout</li> <li>• General language suitable for a broad audience</li> </ul>	<ul style="list-style-type: none"> <li>• E-book format</li> <li>• Language level can vary by publication</li> </ul>	<ul style="list-style-type: none"> <li>• Various reporting formats in print, electronic document files, and online access</li> <li>• Most information compiled in formats accessible for general consumption</li> </ul>

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<b>Article Review</b>	Scholarly peers (blind or formal) and editors review and consider submitted research and other academic manuscripts for publication  <i>Some critical commentary and book reviews in the publication will not be peer-reviewed.</i>	General editorial staff produces content with industry expert contributions	General editorial staff comprised of professional journalists provides content	Not applicable	Not applicable as resources are compiled by an authoritative voice on factual information
<b>Historical Information</b>	Historical content limited; only in the context of the article topic	Sometimes for specific industry-changing events	Overviews are common but from a general public perspective	Depth can vary by topic but is an option for historical information	Can provide some historical content on reported topics
<b>Foundational Information or Definitions</b>	Purpose is to add new knowledge to the discipline, not define known topics	May provide an overview on some topics, but more likely to focus on new concepts for the industry	Generally not the focus	Depth can vary by topic but can be a positive option for foundational information, definitions	For public information, an authoritative option for current statistical information
<b>Biographical Information</b>	Not probable	Prominent persons may be featured in special editions	General persons that appeal to the public	Depends on person being reviewed; may be in-depth information or standard knowledge	Background information on specific high profile government employees (President, Judges, etc.)
<b>Current Statistical Facts</b>	Only in relation to the specifics of published studies	May be overview reporting from government resources	Generalized overview from government resources	Compiled resources in books may feature data but can become outdated	Positive option for specific government-tracked statistical information
<b>Documentation</b>	Bibliographic reference information is provided	Reference information can vary	References generally are not included or may only be website links	Bibliographic reference information is provided	Resource lists are provided but access to primary resources may vary
<b>Sample Topic: History of fire science</b>	May highlight a specific history event, but not apt to provide a historical timeline. Purpose is to provide new knowledge to the discipline	Historic timelines may be provided for paramount topics or special editions	May include a general public overview, but not technical	May be a positive option for a historical review of a profession, but details of technical topics may vary	Possible reviews of historical content; depth may vary
<b>Sample Topic: Current Marketing Strategy for XYZ Company</b>	Not likely to provide information on a specific marketing strategy plan. There may be research studies targeting aspects of marketing.	Possible reviews from industry experts on strategy or even outreach from the company itself, especially if publicly traded	Possible commentary from industry reviewers if applicable to the general population	May provide background information on the topic, but not content specific to a current strategy of the company unless it was an industry changer.	Improbable