

## Primary and Secondary Sources

Primary sources are the actual works of a writer and include novels, short stories, poems, speeches, documents, eyewitness accounts, diaries, manuscripts, letters, e-mail, autobiographies, interviews, original case studies, pilot studies, survey findings, questionnaires, market research, sampling results, tests and test data, computer data, and the results of original research. The actual words of an author are considered a more valid source of information over what another writer has paraphrased.

Secondary sources are writings about primary sources. Examples are a report on a speech, a review of new scientific findings, analyst reports, journal articles, magazine articles, reviews, biographies, newspaper reports, newsletters, interpretations, and discussions of test data as found in journals and books. You must critically read secondary sources to distinguish between fact and opinion.

### Journals

- Authors are scholars or experts in the field and offer a scholarly, well-researched treatment of a subject. The language can be very technical.
- The author will refer to previous studies; for example, Blumer (1985). The research report can include a hypothesis or research question, collection of data (sampling, surveys, questionnaires), as well as methods of data analysis.
- Sponsoring organizations (college, university, learned society, museum, library, foundation, research institute, government agency) publishing journal articles usually require that an article be reviewed by other specialists in the field before publication. Some journals are not refereed.
- A journal article is well documented.
- The language is formal and technical with discipline-specific jargon
- Authors are not paid, or paid very little, and write to give back to the profession, improve the profession, or secure tenure.
- The journal cover is plain, sometimes with the table of contents displayed on the cover. The editorial board is prominently featured in the front of the journal. The inside pages may include tables or graphs in black and white.
- The word *journal*, quarterly, or *review* may appear in the title, but magazines and newspaper can also use *journal* in the title. The *Wall Street Journal*, for example, is a newspaper.
- Notes and references occur at the end of articles.
- Pages are numbered continuously through all issues for the entire year.
- You can locate the journal article with just the volume number and page numbers.
- Journals are usually published quarterly, but can be bi-monthly

#### Examples:

*American Economic Review*  
*Business Ethics Quarterly*  
*Journal of Finance*  
*Journal of Marketing Research*  
*Journal of Applied Business Research*  
*Journal of Advertising*  
*Journal of Business Research*  
*Journal of Consumer Research*  
*Journal of Consumer Marketing*  
*Journal of International Marketing*  
*Journal of International Consumer Marketing*  
*Journal of Public Policy and Marketing*  
*Review of Economic Studies*

### Magazines

- Authors can be specialists or free-lance writers and offer a more informal, less academic discussion of a subject
- The research in magazine articles is not as extensive as that of journal articles.
- An editor may review the article, but peer review by experts is not required.
- There may be no, or little documentation, of sources used
- The language is casual (high school level or below)
- Authors are paid for writing.
- Cover is colorful and includes graphics. The inside pages will include colorful graphics.
- At the end of the article there usually are no notes or list of references used, or the list will be short.
- Each issue has its own page numbering.
- You can locate a magazine article by month, day, year, and page numbers.
- Magazines are usually published monthly, but can be weekly, and even bi-monthly.

#### Examples:

<i>Advertising Age</i>	<i>Economist</i>
<i>ADWEEK</i>	<i>Entrepreneur</i>
<i>Better Investing</i>	<i>Forbes</i>
<i>Brand Week</i>	<i>Fortune</i>
<i>Bloomberg Businessweek</i>	<i>Information Week</i>
<i>Consumer Reports</i>	<i>Journal of Accountancy</i>
<i>CPA Magazine</i>	<i>Marketing News</i>
<i>Economist</i>	<i>Money</i>
<i>Entrepreneur</i>	<i>New Yorker</i>
<i>Financial Planning</i>	<i>Retail Merchandiser</i>
<i>Forbes</i>	<i>Workforce</i>