Reliable

- Author is well-qualified to speak on the topic
- Information is not tarnished by commercial intent or extreme bias that interferes with the accuracy of the message
- Information went through a reasonable editorial process before becoming accessible to readers

Popular

- Rapid publication process that allows for the quick sharing of information
- Intended to share information to non-experts
- Informal, easy to read and understand

Relevant

- Is specifically concerned with the thesis or research question
- Addresses an aspect of the topic rather than the entire topic
- Adds to the conversation by supporting the claim or providing material to refute

Scholarly

- Rigorous publication process
- Intended to give first-hand report on personal scholarship/report on involvement in scholarly research
- Formal, technical, filled with jargon