Credible sources

Credible sources are generally texts that can be trusted and authoritative. These would be texts with support in terms of reliable evidence (facts, data, statistics) and often referring to previous work by academic authors. The most common credible sources are scholarly journals, conference papers and books because these have been peer-reviewed (read and approved for publication by other authors). However, there are good websites that can be used generally ending in .gov / .edu / .ac.

Two types of sources Primary and Secondary. A primary source is main primary source this can be raw data, records and key facts. A secondary source draws on the primary data and analyses it.

<table>
<thead>
<tr>
<th>Source</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
<th>Why?</th>
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<tr>
<td>1. Wikipedia</td>
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<td>2. Newspapers</td>
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<td>3. Government websites</td>
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<td>4. The Economist</td>
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<td>5. Business Source Complete</td>
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<td>6. Financial Times</td>
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<td>7. Office of National Statistics</td>
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<td>8. BBC News website</td>
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<td>9. TED Talks</td>
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<td>11. You Tube</td>
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<td>12. Lecture Notes</td>
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<td>14. Business Insider Blog</td>
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<td>15. Chinese Journals</td>
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<td>16. The New Scientist</td>
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<td>17. Google Scholar</td>
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<td>20. LSE Blog</td>
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<td>Source</td>
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<tr>
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<td>But good for background and reference list</td>
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<td>Bias but check primary data source</td>
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<td>Ok, good researched content but neutral language*</td>
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<tr>
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<td>This is an academic search engine on university libraries*</td>
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<td>8. BBC News website</td>
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<td>Good for background but very bias</td>
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<tr>
<td>9. TED Talks</td>
<td></td>
<td>X</td>
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<td>Yes/no depends on speaker (Harvard professor = yes)</td>
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<tr>
<td>11. You Tube</td>
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<td>X</td>
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<td>Same as TED Talks (an Oxford Lecture = yes)</td>
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<td>12. Lecture Notes</td>
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<td>Yes but better to source original source of content (book list)</td>
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<td>X</td>
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<td>Yes, good content for theory</td>
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<td>14. Business Insider Blog</td>
<td></td>
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<td>NO - Usually the word ‘blog’ means informal discussion</td>
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<td>15. Chinese Journals</td>
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<td>X</td>
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<td>Some universities accept this if the Journal has been translated into English and included in the appendix</td>
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<td>Depends – it could research by a university</td>
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<td>20. LSC Blog</td>
<td>X</td>
<td></td>
<td></td>
<td>Surprisingly – this blog is the London School of Commerce</td>
</tr>
</tbody>
</table>

* These are paid subscription sites. You need to access them through the university intranet / or a university library account.