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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.

Key questions when evaluating source material
Is there an author? Date?
Is there evidence? Where is it from? Sourced?
Is there a reference list? And in-text referencing?
Generally, there shouldn't be glossy pictures or advertising.
It should be written in an academic formal style and quite difficult to read.

Is this a credible source?

Source	Yes	No	Not sure	Why?
1. Wikipedia				
2. Newspapers				
3. Government websites				
4. The Economist				
5. Business Source Complete				
6. Financial Times				
7. Office of National Statistics				
8. BBC News website				
9. TED Talks				
10. Harvard Business Review				
11. You Tube				
12. Lecture Notes				
13. Course Books				
14. Business Insider Blog				
15. Chinese Journals				
16. The New Scientist				
17. Google Scholar				
18. Business World.com				
19. Greenpeace Charity				
20. LSE Blog				

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Answers

Source	Yes	No	Not sure	Why?
1. Wikipedia		**X**		*But good for background and reference list*
2. Newspapers		**x**		*Bias but check primary data source*
3. Government websites	**x**			*Peer-reviewed*
4. The Economist	**x**			*Ok, good researched content but neutral language**
5. Business Source Complete / EBSCO	**x**			*This is an academic search engine on university libraries**
6. Financial Times	**x**			*Ok, good researched content but neutral language**
7. Office of National Statistics	**x**			*Usually well-researched raw data*
8. BBC News website		**x**		*Good for background but very bias*
9. TED Talks			**x**	*Yes/no depends on speaker (Harvard professor =yes)*
10. Harvard Business Review	**x**			*Usually ok, again check the author. Are they credible?**
11. You Tube			**x**	*Same as TED Talks (an Oxford Lecture = yes)*
12. Lecture Notes	**x**			*Yes but better to source original source of content (book list)*
13. Course Books	**x**			*Yes, good content for theory*
14. Business Insider Blog			**x**	*NO - Usually the word 'blog' means informal discussion*
15. Chinese Journals			**x**	*Some universities accept this if the Journal has been translated into English and included in the appendix*
16. The New Scientist	**x**			*Same as 4**
17. Google Scholar	**x**			*YES. Academic journal search engine**
18. Business World.com		**x**		*Be careful of .com / .org websites*
19. Greenpeace Charity			**x**	*Depends – it could research by a university*
20. LSC Blog	**x**			*Surprisingly – this blog is the London School of Commerce*

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

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