About the Research Guide

7D VARIETY provides the latest, science-backed content on eating healthy and living better.

This guide is for the research and development, editorial, and marketing team members. It contains the reference types, steps, tips, examples, and a digital list of approved sources.
Researchers ideally follow the search process from left to right. Only Tertiary, Secondary and Primary sources can be publicly accessible on the brand’s platforms.

**Preliminary**
- Starting point only, used internally
- NEVER cited and published on 7D VARIETY platforms
- Search engines (e.g. Google, Google Scholar, other browsers)
- Examples may contain links to credible sources
  - Wikipedia
  - Science News and Magazines (e.g. Scientific American, ScienceDaily)
  - Competitor websites (e.g. Healthline, WebMD, Very Well Health)

**Tertiary**
- Contains Secondary and Primary sources
- Not all dot org sites are acceptable
- Narrow down search, type in browser “<keywords/phrase> site:<edu/gov>”
- Educational institutions (dot edu)
- Government (dot gov)
- Professional Standards Organizations (dot org)
- Databases (i.e. PubMed, NCBI, EBSCO)
- Expert Interviews (with standardized survey)

**Secondary**
- Describes, analyzes, and/or interprets Primary sources
- Interchangeable with Primary depending on field being researched
- Books, textbooks, dissertations
- Dictionaries, encyclopedias
- Newspaper editorial, political commentary

**Primary**
- Original written research papers published on peer-reviewed journals
- Materials in other languages are acceptable following proper translation and credibility criteria
- Literary and creative art works, transcripts, raw data, biographies
- Paid access on journals via sci-hub.se

Primary and Secondary references are cited in APA format.
What makes a 7D VARIETY reference credible?

To be considered as a credible reference, researchers must meet all three criteria below. These particularly apply to Primary and Secondary references.

**Peer-Reviewed**
- Gold standard for credibility
- Alternately known as refereed or scholarly
- Reviewed by other experts in a field
- Primary sources published on peer-reviewed journals
- Verify the journal’s peer-review status [here](#)
- Not all info on a peer-reviewed journal is refereed, some are editorials, opinions or reviews
- Not all articles with DOI are peer-reviewed

**Professionally Written**
- By academics and other relevant professionals
- Published in a journal or other tertiary websites
- Cited by credible secondary or tertiary sources
- Properly sectioned with abstract, background, review of related literature, methodology, results, discussion and conclusion
- Reviewed by and/or written with a Master’s or Doctorate adviser or mentor
- [Researchgate.net](#) indicates no. of publications, reads and citations of a researcher

**Updated**
- *Science News* - sites and magazines feature latest published research
- *Journal articles* - how recent should they be published to be valid

### Journal Field | Years Valid
---|---
Arts, Humanities, Literature, History | 10
Science | 5
Current Trends, Discoveries, Theories, Processes, Best Practices | 2-3

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