



Don't be fooled by media bias & misinformation.

How to Spot 16 Types of Media Bias

Journalism is tied to a set of ethical standards and values, including truth and accuracy, fairness and impartiality, and accountability. However, journalism today often strays from objective fact, resulting in biased news and endless examples of media bias.

Media bias isn't necessarily a bad thing. But hidden bias misleads, manipulates and divides us. This is why AllSides provides hundreds of media bias ratings, a balanced newsfeed, the AllSides Media Bias Chart™, and the AllSides Fact Check Bias Chart™.

72 percent of Americans believe traditional news sources report fake news, falsehoods, or content that is purposely misleading. With trust in media declining, media consumers must learn how to spot different types of media bias.

This page outlines 16 types of media bias, along with examples of the different types of bias being used in popular media outlets. Download this page as a PDF.

Related: [14 Types of Ideological Bias](#)

31.2k
Shares

16 Types of Media Bias

and how to spot them

1. Spin
2. Unsubstantiated Claims
3. Opinion Statements Presented as Facts
4. Sensationalism/Emotionalism
5. Mudslinging/Ad Hominem
6. Mind Reading
7. Slant
8. Flawed Logic
9. Bias by Omission
10. Omission of Source Attribution
11. Bias by Story Choice and Placement
12. Subjective Qualifying Adjectives
13. Word Choice
14. Negativity Bias

[15. Photo Bias](#)[16. Elite v. Populist Bias](#)[17. Some Final Notes on Bias](#)

1. Spin

Spin is a type of media bias that means vague, dramatic or sensational language. When journalists put a “spin” on a story, they stray from objective, measurable facts. Spin is a form of media bias that clouds a reader’s view, preventing them from getting a precise take on what happened.

In the early 20th century, Public Relations and Advertising executives were referred to as “spin doctors.” They would use vague language and make unsupportable claims in order to promote a product, service or idea, downplaying any alternative views in order to make a sale. Increasingly, these tactics are appearing in journalism.

Examples of Spin Words and Phrases:

- Emerge
- Serious
- Refuse
- Crucial
- High-stakes
- Tirade
- Landmark
- Latest in a string of...
- Major
- Turn up the heat
- Critical
- Decrying
- Offend
- Stern talks
- Offensive
- Facing calls to...
- Meaningful
- Even though
- Monumental
- Significant

Sometimes the media uses spin words and phrases to **imply bad behavior**. These words are often used without providing hard facts, direct quotes, or witnessed behavior:

- Finally
- Surfaced
- Acknowledged
- Emerged
- Refusing to say
- Conceded
- Dodged
- Admission
- Came to light
- Admit to

To stir emotions, reports often include **colored, dramatic, or sensational words as a substitute for the word “said.”** For example:

- Mocked
- Raged
- Bragged
- Fumed
- Lashed out
- Incensed
- Scoffed
- Frustration
- Erupted
- Rant
- Boasted
- Gloated

Examples of Spin Media Bias:

President Donald Trump gloated over mass layoffs at multiple news outlets on Saturday, tweeting that "many others will follow" and attributing the loss to "Fake News."

"Fake News and bad journalism have caused a big downturn. Sadly, many others will follow. The people want the Truth!" he tweeted.

"Gloat" means "contemplate or dwell on one's own success or another's misfortune with smugness or malignant pleasure." Is there evidence in Trump's tweet to show he is being smug or taking pleasure in the layoffs, or is this a subjective interpretation?

[Source article](#)

[Business Insider Bias Rating](#)

The Washington Post

As he jetted to Paris last Friday, President Trump received a congratulatory phone call aboard Air Force One. British Prime Minister Theresa May was calling to celebrate the Republican Party's wins in the midterm elections — never mind that Democrats seized control of the House — but her appeal to the American president's vanity was met with an ornery outburst.

Trump berated May for Britain not doing enough, in his assessment, to contain Iran. He questioned her over Brexit and complained about the trade deals he sees as unfair with European countries. May has endured Trump's churlish temper before, but still her aides were shaken by his especially foul mood, according to U.S. and European officials briefed on the conversation.

In this example of spin media bias, the Washington Post uses a variety of dramatic, sensationalist words to spin the story to make Trump appear emotional and unhinged. They also refer to the president's "vanity" without providing supporting evidence.

[Source article](#)

[Washington Post Bias Rating](#)

[Top of Page](#)

2. Unsubstantiated Claims

Journalists sometimes make claims in their reporting without including evidence to back them up. This can occur in the headline of an article, or in the body.

Statements that appear to be fact, but do not include specific evidence, are a key indication of this type of media bias.

Sometimes, websites or media outlets publish stories that are totally made up. This is often referred to as a type of fake news.

Examples of Unsubstantiated Claims Media Bias



Socialist Rep. Alexandria Ocasio-Cortez (D-NY) continued her longstanding pattern of not understanding how things work on Thursday, this time indicating that she does not know the difference between a media company and a political party.

In this media bias instance, The Daily Wire references a "longstanding pattern," but does not back this up with evidence.

Source article

The Daily Wire Bias Rating



Sen. Kamala Harris (D-Calif.) condemned the violent attack on actor Jussie Smollett, calling it "an attempted modern day lynching."

"[Smollett] is one of the kindest, most gentle human beings I know. I'm praying for his quick recovery," the 2020 presidential candidate tweeted.

"This was an attempted modern day lynching. No one should have to fear for their life because of their sexuality or color of their skin. We must confront this hate."

In late January 2019, actor Jussie Smollett claimed he was attacked by two men who hurled racial and homophobic slurs. The Hill refers to "the violent attack" without using the word "alleged" or "allegations." The incident was revealed to be a hoax created by Smollett himself.

Source article

The Hill Bias Rating

The Washington Post

First, Sanders's complaint isn't that millionaires exist *per se*. After all, if America's household wealth were distributed evenly across the population, then every family of four would have a net worth of \$1.2 million. Sanders's critique is that the United States' super-rich are symptomatic of a system that churns out a small class of extremely wealthy people who rule over the vast remainder. Key

This Washington Post columnist makes a claim about wealth distribution without noting where it came from. Who determined this number and how?

Source article

Washington Post Bias Rating

[Top of Page](#)

3. Opinion Statements Presented as Fact

Sometimes journalists use subjective language or statements under the guise of reporting objectively. Even when a media outlet presents an article as a factual and objective news piece, it may employ subjective statements or language.

A subjective statement is one that is based on **personal opinions, assumptions, beliefs, tastes, preferences, or interpretations**. It reflects how the writer views reality, what they presuppose to be the truth. It is a statement colored by their specific perspective or lens and cannot be verified using concrete facts and figures within the article.

There are objective modifiers — “blue” “old” “single-handedly” “statistically” “domestic” — for which the meaning can be verified. On the other hand, there are subjective modifiers — “suspicious,” “dangerous,” “extreme,” “dismissively,” “apparently” — which are a matter of interpretation.

Interpretation can present the same events as two very different incidents. For instance, a political protest in which people sat down in the middle of a street blocking traffic to draw attention to their cause can be described as “peaceful” and “productive,” or, others may describe it as “aggressive” and “disruptive.”

Examples of Words Signaling **Subjective statements**:

- Good/Better/Best
- Is considered to be
- Seemingly
- Extreme

- May mean that
- Could
- Apparently
- Bad/Worse/Worst
- It's likely that
- Dangerous
- Suggests
- Would seem
- Decrying
- Possibly

Source: *Butte College Critical Thinking Tipsheet*

An objective statement, on the other hand, is an observation of **observable facts**. It is not based on emotions or personal opinion and is based on empirical evidence — what is quantifiable and measurable.

It's important to note that an objective statement may not actually be true. The following statements are objective statements, but can be verified as true or false:

Taipei 101 is the world's tallest building.

Five plus four equals ten.

There are nine planets in our solar system.

Now, the first statement of fact is true (as of this writing); the other two are false. It is possible to verify the height of buildings and determine that Taipei 101 tops them all. It is possible to devise an experiment to demonstrate that five plus four does not equal ten or to use established criteria to determine whether Pluto is a planet.

Source: *Butte College Critical Thinking Tipsheet*

Editorial reviews by AllSides found that some media outlets blur the line between subjective statements and objective statements, leading to potential confusion for readers, in two key ways that fall under this type of media bias:

- Including subjective statements in their writing and not attributing them to a source. (see Omission of Source Attribution)
- Placing opinion or editorial content on the homepage next to hard news, or otherwise not clearly marking opinion content as “opinion.”

Explore logical fallacies that are often used by opinion writers.

Examples of Opinion Statements Presented as Fact



The EPA is lifting greenhouse gas limits on coal power plants

The latest proposal won't stop the steady decline of the coal industry.

The sub-headline Vox uses is an opinion statement — some people likely believe the lifting of the gas limit will strengthen the coal industry — but Vox included this statement in a piece not labeled "Opinion."

[Source article](#)

[Vox Bias Rating](#)



Twitter banned or suspended several high-profile journalists Thursday evening, a move that further reveals the seemingly arbitrary decision-making of Elon Musk, a self-avowed "free speech absolutist."

In this article about Twitter CEO Elon Musk banning reporters, we can detect that the journalist is providing their personal opinion that Musk is making "arbitrary" decisions by making note of the word "seemingly." Whether or not Musk's decisions are arbitrary is a matter of personal opinion and should be reserved for the opinion pages.

[Source article](#)

[SFGate Rating](#)



Clinton was asked if she'd make a prediction on the 2020 election and said she joked, saying she'd save that insight for her upcoming book, "What Will Happen: A Book of Predictions: Hillary Clinton and Paul the Psychic Octopus."

Her appearance on the friendly show may be another sign that she intends on staying relevant prior to 2020.

In this article about Hillary Clinton's appearance on "The Late Show With Stephen Colbert," the author makes an assumption about Clinton's motives and jumps to a subjective conclusion.

[Source article](#)

[Fox News Bias Rating](#)

[Top of Page](#)

4. Sensationalism/Emotionalism

Sensationalism is a type of media bias in which information is presented in a way that gives a shock or makes a deep impression. Often it gives readers a false sense of culmination, that all previous reporting has led to this ultimate story.

Sensationalist language is often dramatic, yet vague. It often involves hyperbole — at the expense of accuracy — or warping reality to mislead or provoke a strong reaction in the reader.

In recent years, some media outlets have been criticized for overusing the term “breaking” or “breaking news,” which historically was reserved for stories of deep impact or wide-scale importance.

With this type of media bias, reporters often increase the readability of their pieces using vivid verbs. But there are many verbs that are heavy with implications that can’t be objectively corroborated: “blast” “slam” “bury” “abuse” “destroy” “worry.”

Examples of Words and Phrases Used by the Media that Signal Sensationalism and Emotionalism:

- Shocking
- Remarkable
- Rips
- Chaotic
- Lashed out
- Onslaught
- Scathing
- Showdown
- Explosive
- Slams
- Forcing
- Warning
- Embroiled in...
- Torrent of tweets
- Desperate

Examples of Sensationalism/Emotionalism Media Bias



GOYANG, South Korea (AP) — There will be plenty to gawk at Friday when North Korean leader Kim Jong Un walks south across the world's most heavily armed border and stands face-to-face with South Korean President Moon Jae-in. Two men who seemed on the verge of war months ago will take a pleasant walk, plant a commemorative tree, inspect an honor guard and belly-up to a lavish banquet.

“Gawk” means to stare or gape stupidly. Does AP’s language treat this event as serious and diplomatic, or as entertainment?

[Source article](#)

[AP Bias Rating](#)



The skinny version: There are more than a hundred Republican-held congressional districts across the country that have a narrower margin than 17. If seats that look like this one in Pennsylvania are toss-ups in November, it's going to be a bloodbath.

Here, BBC uses sensationalism in the form of hyperbole, as the election is unlikely to involve bloodshed in the literal sense.

[Source article](#)

[BBC Bias Rating](#)



Democrats continued to rage at President Trump over his income taxes and criticism of Rep. Ilhan Omar.

The Democrat-controlled House Ways and Means Committee set a 10-day deadline Saturday for Trump to cough up his tax returns—and threatened legal action if the administration refuses.

Omar has come under fire for remarks widely viewed as anti-Semitic, though some Democrats have tried to stand up for her. Ilhan in February suggested that lawmakers and activists who support Israel hold "allegiance to a foreign country."

Pelosi, in Europe as Congress began a two-week recess, attempted to turn the Twitter battle in a patriotic direction, posting a photo of herself with two American service members.

"It is wrong for the President, as Commander-in-Chief, to fan the flames to make anyone less safe," she scolded in a separate tweet.

But Pelosi couldn't keep Rep. Alexandria Ocasio-Cortez (D-N.Y.) from setting off fresh waves of outrage with a defense of Omar that cited a famous quote about the Holocaust.



Trump goes after Ilhan Omar with 9/11 attack montage video

In this piece from the New York Post, the author uses multiple sensationalist phrases and emotional language to dramatize the "Twitter battle."

Source article

[New York Post Bias Rating](#)

[Top of Page](#)

5. Mudslinging/Ad Hominem

Mudslinging is a type of media bias when unfair or insulting things are said about someone in order to damage their reputation. Similarly, ad hominem (Latin for "to the person") attacks are attacks on a person's motive or character traits instead of the content of their argument or idea. Ad hominem attacks can be used overtly, or as a way to subtly discredit someone without having to engage with their argument.

Examples of Mudslinging



CAMPUS FREE SPEECH

Bret Stephens Is Not a Bedbug. He's a Delicate Snowflake.

The *New York Times* columnist emailed a professor to complain about a mean tweet—and cc'd the provost.

A Reason editor calls a New York Times columnist a "snowflake" after the columnist emailed a professor and his provost to complain about a tweet calling him a bedbug.

Source article

Reason Bias Rating



The Economist  @TheEconomist · 3h
Inside the mind of Ben Shapiro, the alt-right sage without the rage

AMERICAN

Inside the mind of Ben Shapiro, the alt-right sage without the rage
economist.com

6,289 236 916

In March 2019, The Economist ran a piece describing political commentator and author Ben Shapiro as "alt-right." Readers pointed out that Shapiro is Jewish (the alt-right is largely anti-Semitic) and has condemned the alt-right. The Economist issued a retraction and instead referred to Shapiro as a "radical conservative."

Source: The Economist Twitter

[Top of Page](#)

6. Mind Reading

Mind reading is a type of media bias that occurs in journalism when a writer assumes they know what another person thinks, or thinks that the way they see the world reflects the way the world really is.

Examples of Mind Reading



(CNN) — Donald Trump's hatred of looking foolish and Democrats' conviction that they have a winning hand is leaving the President with no way out of the stalemate over his border wall.

We can't objectively measure that Trump hates looking foolish, because we can't read his mind or know what he is feeling. There is also no evidence provided to demonstrate that Democrats believe they have a winning hand.

Source article

CNN Bias Rating

NATIONAL REVIEW

Criticizing the president the other day, Joe Scarborough nonetheless conceded, “**Presidents are always working, whether on a golf course or behind a desk.**” But is that actually so? What, exactly, does President Obama do? He seems to learn everything from the papers — from the IRS scandal to the VA scandal to the mobilization of the Missouri National Guard. International events routinely take him by surprise. His professional activities include fundraising — **40 events this year so far** — and perfunctory addresses to the public. He goes through the presidential motions: meeting with officials and foreign dignitaries, holding press conferences, sitting for interviews, shipping MREs to endangered populations, ordering air strikes. But **there is no passion behind these activities, no restless energy, no managerial competence, no sense of purpose or mission or strategy, none of the qualities associated with leadership in business, politics, and culture.**

How do we know that Obama doesn't have passion or sense of purpose? Here, the National Review writer assumes they know what is going on in Obama's head.

Source article

National Review Bias Rating

Vox

One of the most pertinent moments in Neeson's follow-up interview with Roberts came when he confidently asserted that “this was 40 years ago” and stated that he isn't racist.

Despite Neeson also saying that he worked to get rid of his racist feelings, his reminder that decades have passed since this incident might be **interpreted as a declaration that racism and bias are problems that go away with time.** If that were true, racism wouldn't exist today.

Vox is upfront about the fact that they are interpreting what Neeson said. Yet this interpretation ran in a piece labeled objective news — not a piece in the Opinion section. Despite being overt about

interpreting, by drifting away from what Neeson actually said, Vox is mind reading.

Source article

Vox Bias Rating

[Top of Page](#)

7. Slant

Slant is a type of media bias that describes when journalists tell only part of a story, or when they highlight, focus on, or play up one particular angle or piece of information. It can include cherry-picking information or data to support one side, or ignoring another perspective. Slant prevents readers from getting the full story, and narrows the scope of our understanding.

Examples of Slant



Ocasio-Cortez has been portrayed as one of the leaders of the progressive wing in the Democratic Party. She, along with Sanders, has received intense criticism for policy proposals like the "Green New Deal."

In the above example, Fox News notes that Rep. Alexandria Ocasio-Cortez's policy proposals have received "intense criticism." While this is true, it is only one side of the picture, as the Green New Deal was received well by other groups.

Source article

Fox News Bias Rating



Another piece of important context while exploring how, and under what circumstances, police arrested Floyd in the late 1990s and early 2000s when he lived in Cuney Homes: On multiple occasions, police would make sweeps through the complex and end up detaining a large number of men, including Floyd, a neighborhood friend named Tiffany Cofield told the AP. Additionally, Texas has one of the highest incarceration rates in the country, per the Prison Policy Initiative, and several studies show authorities are way more likely to target Black Texans for arrests than white residents.

Here, Snopes does not indicate or investigate why police made sweeps (did they have evidence criminal activity was occurring in the complex?), nor did Snopes ask police for their justification, giving a one-sided view. In addition, the studies pointed to only show Black Americans are more likely to be arrested for drug possession, not all crimes.

Source article

Snopes Bias Rating

[Top of Page](#)

8. Flawed Logic

Flawed logic or faulty reasoning is a way to misrepresent people's opinions or to arrive at conclusions that are not justified by the given evidence. Flawed logic can involve jumping to conclusions or arriving at a conclusion that doesn't follow from the premise.

Examples of Flawed Logic



Two-time failed Democratic presidential candidate Hillary Clinton snubbed Melania Trump during George H.W. Bush's funeral on Wednesday, refusing to shake her hand or wave at the First Lady after the other former presidents and their wives did.

Melania shook hands with former President Barack Obama, Michelle Obama, and former President Bill Clinton as she then waved in the direction of Hillary and former President Jimmy Carter – only to receive a wave back from Carter and an awkward and bitter nod back from Hillary.

Here, the Daily Wire interprets a video to draw conclusions that aren't clearly supported by the available evidence. The video shows Melania did not extend her hand to shake, but it could be because Clinton

was too far away to reach, or perhaps there was no particular reason at all. By jumping to conclusions that this amounted to a “snub” or was the result of “bitterness” instead of limitations of physical reality or some other reason, The Daily Wire is engaging in flawed logic.

Source article

The Daily Wire Bias Rating

[Top of Page](#)

9. Bias by Omission

Bias by omission is a type of media bias in which media outlets choose not to cover certain stories, omit information that would support an alternative viewpoint, or omit voices and perspectives on the other side.

Media outlets sometimes omit stories in order to serve a political agenda. Sometimes, a story will only be covered by media outlets on a certain side of the political spectrum. Bias by omission also occurs when a reporter does not interview both sides of a story — for instance, interviewing only supporters of a bill, and not including perspectives against it.

Examples of Media Bias by Omission



CNN previously reported on the FBI's hate crime statistics released last November, which showed the number of hate crimes reported to the bureau rose about 17% in 2017 compared to 2016. 2017 is the latest year for which those statistics are available.

It was the third-straight year that hate crime incidents rose.

In a piece titled, "Hate crimes are rising, regardless of Jussie Smollett's case. Here's why," CNN claims that hate crime incidents rose for three years, but omits information that may lead the reader to different conclusions. According to the FBI's website, reports of hate crime incidents rose from previous years, but so did the number of agencies reporting, "with approximately 1,000 additional agencies contributing information." This makes it unclear whether hate crimes are actually on the rise, as the headline claims, or simply appear to be because more agencies are reporting.

Source article

10. Omission of Source Attribution

Omission of source attribution is when a journalist does not back up their claims by linking to the source of that information. An informative, balanced article should provide the background or context of a story, including naming sources (publishing “on-the-record” information).

For example, journalists will often mention “baseless claims,” “debunked theories,” or note someone “incorrectly stated” something without including background information or linking to another article that would reveal how they concluded the statement is false or debunked. Or, reporters will write that “immigration opponents say,” “critics say,” or “supporters of the bill noted” without identifying who these sources are.

It is sometimes useful or necessary to use anonymous sources, because insider information is only available if the reporter agrees to keep their identity secret. But responsible journalists should be aware and make it clear that they are offering second-hand information on sensitive matters. This fact doesn’t necessarily make the statements false, but it does make them less than reliable.

Examples of Media Bias by Omission of Source Attribution

The New York Times

The Journal’s coverage has also drawn criticism from outside. In late November, after Mr. Trump falsely claimed on Twitter that “millions of people” had voted illegally, the paper was derided online for printing a front-page headline that parroted Mr. Trump’s assertion without pointing out that it was inaccurate.

In this paragraph, The New York Times says Trump “falsely claimed” millions had voted illegally; they link to Trump’s tweet, but not to a source of information that would allow the reader to determine Trump’s claim is false.

Source article

[The New York Times Bias Rating](#)



Critics say the Montgomery, Alabama-based SPLC, whose founder, Morris Dees, and president, Richard Cohen, were ousted earlier this year—allegedly for employee abuse—treats all opposition to illegal or legal immigration, open borders, and multiculturalism as hate, and all political expression of those views as hate speech. The SPLC also has a record of promoting hate crime hoaxes, the critics say, as well as ignoring bias incidents against white people and Jews targeted on university campuses by Islamist and anti-Israel groups.

In this paragraph, the Epoch Times repeatedly states "critics say" without attributing the views to anyone specific.

Source article

[The Epoch Times Bias Rating](#)

The New York Times

WASHINGTON — Some of Robert S. Mueller III's investigators have told associates that Attorney General William P. Barr failed to adequately portray the findings of their inquiry and that they were more troubling for President Trump than Mr. Barr indicated, according to government officials and others familiar with their simmering frustrations.

In a piece about the Mueller investigation, The New York Times never names the investigators, officials or associates mentioned.

Source article

[The New York Times Bias Rating](#)

[Top of Page](#)

11. Bias by Story Choice and Placement

Story choice, as well as story and viewpoint placement, can reveal media bias by showing which stories

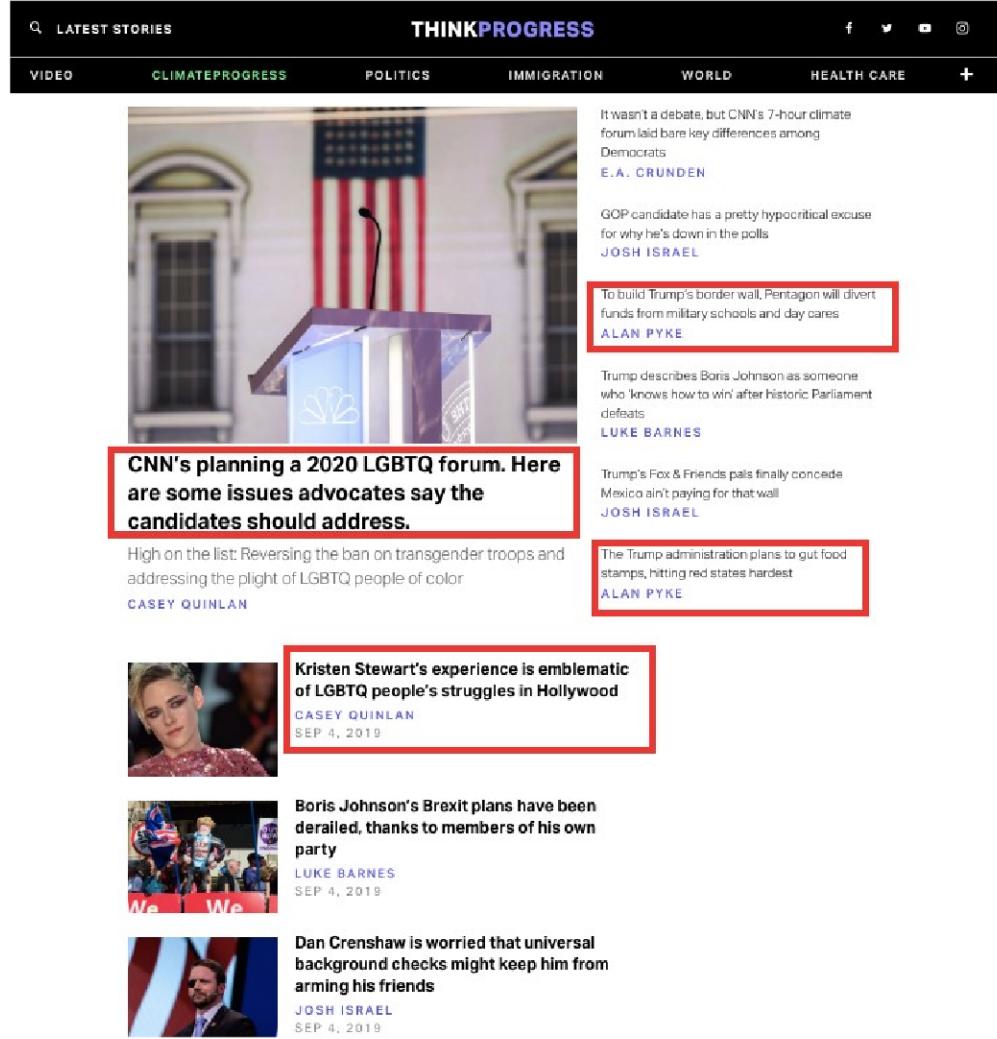
or viewpoints the editor finds most important.

Bias by story choice is when a media outlet's bias is revealed by which stories the outlet chooses to cover or to omit. For example, an outlet that chooses to cover the topic of climate change frequently can reveal a different political leaning than an outlet that chooses to cover stories about gun laws. The implication is that the outlet's editors and writers find certain topics more notable, meaningful, or important than others, which can tune us into the outlet's political bias or partisan agenda. Bias by story choice is closely linked to media bias by omission and slant.

Bias by story placement is one type of bias by placement. The stories that a media outlet features "above the fold" or prominently on its homepage and in print show which stories they really want you to read, even if you read nothing else on the site or in the publication. Many people will quickly scan a homepage or read only a headline, so the stories that are featured first can reveal what the editor hopes you take away or keep top of mind from that day.

Bias by viewpoint placement is a related type of bias by placement. This can often be seen in political stories. A balanced piece of journalism will include perspectives from both the left and the right in equal measure. If a story only features viewpoints from left-leaning sources and commentators, or includes them near the top of the story/in the first few paragraphs, and does not include right-leaning viewpoints, or buries them at the end of a story, this is an example of bias by viewpoint.

Examples of Media Bias by Placement



The screenshot shows the homepage of ThinkProgress. The top navigation bar includes links for LATEST STORIES, VIDEO, CLIMATEPROGRESS, POLITICS, IMMIGRATION, WORLD, HEALTH CARE, and a plus sign for more. Below the navigation is a large image of a podium with an American flag in the background. To the right of the image are several news articles, each with a red box highlighting specific content. The articles include:

- CNN's planning a 2020 LGBTQ forum. Here are some issues advocates say the candidates should address.** (Casey Quinlan, Sep 4, 2019)
- It wasn't a debate, but CNN's 7-hour climate forum laid bare key differences among Democrats** (E.A. Crunden)
- GOP candidate has a pretty hypocritical excuse for why he's down in the polls** (Josh Israel)
- To build Trump's border wall, Pentagon will divert funds from military schools and day cares** (Alan Pyke)
- Trump describes Boris Johnson as someone who 'knows how to win' after historic Parliament defeat** (Luke Barnes)
- Trump's Fox & Friends pals finally concede Mexico ain't paying for that wall** (Josh Israel)
- The Trump administration plans to gut food stamps, hitting red states hardest** (Alan Pyke)
- Kristen Stewart's experience is emblematic of LGBTQ people's struggles in Hollywood** (Casey Quinlan, Sep 4, 2019)
- Boris Johnson's Brexit plans have been derailed, thanks to members of his own party** (Luke Barnes, Sep 4, 2019)
- Dan Crenshaw is worried that universal background checks might keep him from arming his friends** (Josh Israel, Sep 4, 2019)

In this screenshot of ThinkProgress' homepage taken at 1 p.m. ET on Sept. 6, 2019, the media outlet chooses to prominently display coverage of LGBT issues and cuts to welfare and schools programs. In the next screenshot of The Epoch Times homepage taken at the same time on the same day, the outlet privileges very different stories.

The Epoch Times homepage features a prominent "FEATURED VIDEO" section with a thumbnail of a woman and a man. Below it, a large image of a bridge under construction. The main news stories include:

- Hurricane Dorian Makes Landfall in North Carolina** (Headline in red box)
- ICE Arrests Nearly 40 Illegal Immigrants Suspected of Violating Human Rights** (Headline in red box)
- HONG KONG PROTESTS**
- US and EU Officials Speak Out Against Arrests of Hong Kong Activists**
- US Commission on China Warns Hong Kong Government Against Declaring Emergency to Resolve Crisis**
- TOP NEWS**
- Trump Says 'Close to 500 Miles of Wall' Will Be Completed Before End of 2020**
- Trump Says This Map Vindicates His Claim About Hurricane Dorian**
- Flynn Turns Tables on Prosecutors in Major Legal Blitz**
- Colonizing the Mind: How Beijing Snuck Into Africa Through TV and Film**
- Latest Magazine**

Taken at the same time on the same day as the screenshot above, The Epoch Times chooses to prominently feature stories about a hurricane, the arrest of illegal immigrants, Hong Kong activists, and the building of the border wall. Notice that ThinkProgress' headline on the border wall focuses on diverting funds from schools and day cares, while the Epoch Times headline focuses on the wall's completion.

[Top of Page](#)

12. Subjective Qualifying Adjectives

Journalists can reveal bias when they include subjective, qualifying adjectives in front of specific words or phrases. Qualifying adjectives are words that characterize or attribute specific properties to a noun. When a journalist uses qualifying adjectives, they are suggesting a way for you to think about or interpret the issue, instead of just giving you the facts and letting you make judgements for yourself. This can manipulate your view. Subjective qualifiers are closely related to spin words and phrases, because they obscure the objective truth and insert subjectivity.

For example, a journalist who writes that a politician made a "serious allegation" is interpreting the weight of that allegation for you. An unbiased piece of writing would simply tell you what the allegation

is, and allow you to make your own judgement call as to whether it is serious or not.

In opinion pieces, subjective adjectives are okay; they become a problem when they are inserted outside of the opinion pages and into hard news pieces.

Sometimes, the use of an adjective may be warranted, but journalists have to be careful in exercising their judgement. For instance, it may be warranted to call a Supreme Court ruling that overturned a major law a "landmark case." But often, adjectives are included in ways that not everyone may agree with; for instance, people who are in favor of limiting abortion would likely not agree with a journalist who characterizes new laws restricting the act as a "disturbing trend." Therefore, it's important to be aware of subjective qualifiers and adjectives so that you can be on alert and then decide for yourself whether it should be accepted or not. It is important to notice, question and challenge adjectives that journalists use.

Examples of Subjective Qualifying Adjectives

- disturbing rise
- serious accusations
- troubling trend
- sharp rise
- sinister warning
- awkward flaw
- extreme law
- baseless claim
- debunked theory (*this phrase could coincide with bias by omission, if the journalist doesn't include information for you to determine why the theory is false.*)
- critical bill
- offensive statement
- harsh rebuke
- extremist group
- far-right/far-left organization



POLITICS

Rep. Madison Cawthorn Issues Sinister Warning To Anyone Opposing Him

The extremist Republican ranted about liberals trying to make people "sexless," then threatened people who "stand in the way."



By Lee Moran

11/05/2021 05:16am EDT | Updated November 5, 2021

Rep. [Madison Cawthorn](#) (R-N.C.) raised eyebrows with a wild rant about the left and a warning about what will happen to anyone who disagrees with the right's agenda during a frothy interview on the far-right network OAN this week.

HuffPost's headline includes the phrases "sinister warning" and "extremist Republican." It goes on to note the politician's "wild rant" in a "frothy interview" and calls a competing network "far-right." These qualifying adjectives encourage the reader to think a certain way. A more neutral piece would have told the reader what Cawthorn said without telling the reader how to interpret it.

Source article

HuffPost bias rating

[Top of Page](#)

13. Word Choice

Words and phrases are loaded with political implications. The words or phrases a media outlet uses can reveal their perspective or ideology.

Liberals and conservatives often strongly disagree about the best way to describe hot-button issues. For example, a liberal journalist who favors abortion access may call it "*reproductive healthcare*," or refer to supporters as "*pro-choice*." Meanwhile, a conservative journalist would likely not use these terms — to them, this language softens an immoral or unjustifiable act. Instead, they may call people who favor abortion access "*pro-abortion*" rather than "*pro-choice*."

Word choice can also reveal how journalists see the very same event very differently. For instance, one journalist may call an incident of civil unrest a "*racial justice protest*" to focus the readers' attention on the protesters' policy angles and advocacy; meanwhile, another journalist calls it a "*riot*" to focus readers' attention on looting and property destruction that occurred.

Words and their meanings are often shifting in the political landscape. The very same words and phrases can mean different things to different people. AllSides offers a Red Blue Translator to help readers understand how people on the left and right think and feel differently about the same words and phrases.

Examples of Polarizing Word Choices

- pro-choice | anti-choice
- pro-abortion | anti-abortion
- gun rights | gun control
- riot | protest
- illegal immigrants | migrants
- illegal alien | asylum-seeking migrants
- woman | birthing person

- voting rights | voting security
- sex reassignment surgery | gender-affirming care
- critical race theory | anti-racist education

Examples of Word Choice Bias



As 'Don't Say Gay' and similar bills take hold, LGBTQ youths feel they're 'getting crushed'



EDUCATION · Published March 17, 2022 7:00pm EDT

Polls show Americans support FL education bill after ABC News poll declares unpopular when omitting key detail

An outlet on the left calls Florida's controversial Parental Rights in Education law the "Don't Say Gay" bill, using language favored by opponents, while an outlet on the right calls the same bill the "FL education bill," signaling a supportive view.

USA Today source article

USA TODAY media bias rating

Fox News source article

Fox News media bias rating

[Top of Page](#)

14. Photo Bias

Photos can be used to shape the perception, emotions or takeaway a reader will have regarding a person or event. Sometimes a photo can give a hostile or favorable impression of the subject.

For example, a media outlet may use a photo of an event or rally that was taken at the very beginning of the event to give the impression that attendance was low. Or, they may only publish photos of conflict or a police presence at an event to make it seem violent and chaotic. Reporters may choose an image of a

favored politician looking strong, determined or stately during a speech; if they disfavor him, they may choose a photo of him appearing to yell or look troubled during the same speech.

Examples of Photo Bias

theBlaze

≡ Q News Radio Podcasts BlazeTV

NEWS | DECEMBER 18, 2019

Appeals court rules individual mandate in Obamacare unconstitutional

The ruling likely leaves the fate of the legislation unknown until after the election



Mark Makela/Getty Images

Obama appears stern or angry — with his hand raised, brows furrowed, and mouth wide, it looks like maybe he's yelling. The implication is that the news about the Obamacare ruling is something that would enrage Obama.

Source article

The Blaze bias rating

IMPEACHMENT 23 HOURS AGO

The Nunes Crew Is Neck-Deep in the Ukraine Scandal

Several of the congressman's current and former staffers have surfaced in connection with the controversy.



MATT COHEN

Fellow

[Bio](#)

J. Scott Applewhite/AP

With a tense mouth, shifty eyes and head cocked to one side, Nunes looks guilty. The sensationalism in the headline aids in giving this impression ("neck-deep" in "scandal.")

Source article

Mother Jones bias rating

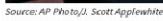
Townhall [COLUMNISTS](#) [TIPSPHET](#) [CARTOONS](#) [PODCASTS](#) [ELECTION](#) [VIP](#) [SECTIONS](#) [SITES](#) [JOIN VIP](#) [LOGIN](#) [SEARCH](#)

Townhall > Tipsheet > Katie Pavlich NANCY PELOSI

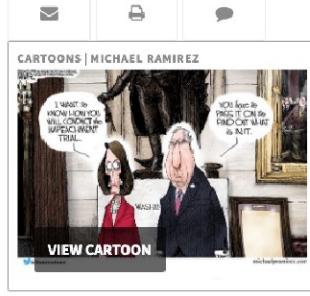
Adam Schiff Got Caught Celebrating Impeachment at a Swanky Steak House

 Katie Pavlich |  @KatiePavlich | Posted: Dec 18, 2019 11:15 AM





 Share (627)  Tweet



CARTOONS | MICHAEL RAMIREZ

VIEW CARTOON

Most Popular



House Votes to (Finally) Release Articles of Impeachment, One Democrat Defects



The Perpetual Intersectional

With his lips pursed and eyes darting to the side, Schiff looks guilty in this photo. The headline stating that he "got caught celebrating" also implies that he was doing something he shouldn't be doing. Whether or not he was actually celebrating impeachment at this dinner is up for debate, but if you judged Townhall's article by the photo, you may conclude he was.

Source article

Townhall bias rating

America's Biggest Children's Hospital To Stop 'Gender-Affirming Therapies' For Kids

By Leif Le Mahieu • Mar 7, 2022 DailyWire.com • [f](#) [t](#) [g](#)

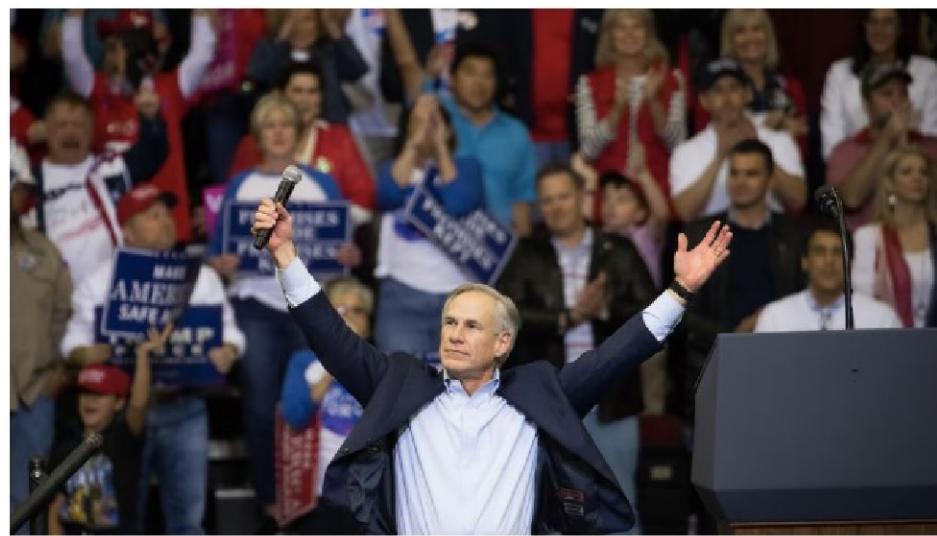


Photo by Loren Elliott/Getty Images.

With his arms outreached and supporters cheering, Texas Gov. Greg Abbott appears triumphant in this photo. The article explains that a pediatric hospital in Texas announced it will stop performing "gender-affirming therapies" for children, following a directive from Abbott for the state to investigate whether such procedures on kids constituted child abuse. The implication of the headline and photo is that this is a victory.

Source article

The Daily Wire bias rating

[Top of Page](#)

15. Negativity Bias

Negativity bias refers to a type of bias in which reporters emphasize bad or negative news, or frame events in a negative light.

"If it bleeds, it leads" is a common media adage referring to negativity bias. Stories about death, violence, turmoil, struggle, and hardship tend to get spotlighted in the press, because these types of stories tend to get more attention and elicit more shock, outrage, fear, and cause us to become glued to the news, wanting to hear more.

Examples of Negativity Bias

'I Had to Go Back': Over 55, and Not Retired After All

After leaving the labor force in unusual numbers early in the pandemic, Americans approaching retirement age are back on the job at previous levels.

This story frames labor force participation as a negative thing. However, if labor force participation remained low for a long time, that would also be written up as bad news.

Source article

New York Times bias rating

[Top of Page](#)

16. Elite v. Populist Bias

Elite bias is when journalists defer to the beliefs, viewpoints, and perspectives of people who are part of society's most prestigious, credentialed institutions — such as academic institutions, government agencies, business executives, or nonprofit organizations. Populist bias, on the other hand, is a bias in which the journalist defers to the perspectives, beliefs, or viewpoints of those who are outside of or dissent from prestigious institutions — such as "man on the street" stories, small business owners, less prestigious institutions, and people who live outside of major urban centers.

Elite/populist bias has a geographic component in the U.S. Because major institutions of power are concentrated in American coastal cities (which tend to vote blue), there can exist conflicting values, perspectives, and ideologies among "coastal elites" and "rural/middle America" (which tends to vote red). The extent to which journalists emphasize the perspectives of urbanites versus people living in small town/rural areas can show elite or populist bias, and thus, political bias.

Examples of Elite v. Populist Bias



The [Centers for Disease Control and Prevention updated its masking guidance](#) Tuesday, recommending that everyone, whether they are vaccinated or not, wear a mask indoors in places where the coronavirus is spreading widely. The change was met with relief from experts who said masking up again is essential to combat the [highly contagious delta variant](#).

"We know masks work, and they work against every variant that this virus has produced," said Ali Mokdad, a professor of global health at the University of Washington. "If we use them, they will save lives, save livelihoods and prevent us from shutting down our economy."

Elite Bias: *This article emphasizes the guidance and perspectives of major government agencies and professors at elite universities.*

Source article

NBC News bias rating

"The FDA turned a blind eye or colluded with unbelievable harms revealed in the Pfizer documents, so the FDA can't be trusted. The CDC can't be trusted. Basically, you can expect more and more disorienting narratives of confusing public events, more and more 'It's monkeypox, it's smallpox, it's tuberculosis,' to make you feel off kilter and panicked right up until November."

Populist Bias: *In this opinion piece, journalist Naomi Wolf pushes back against elite government agencies, saying they can't be trusted.*

Source article

The Epoch Times bias rating

[Top of Page](#)

Some Final Notes on Bias

Everyone is biased. It is part of human nature to have perspectives, preferences, and prejudices. But sometimes, bias — especially media bias — can become invisible to us. This is why AllSides provides hundreds of media bias ratings and a media bias chart.

We are all biased toward things that show us in the right. We are biased toward information that confirms our existing beliefs. We are biased toward the people or information that supports us, makes us look good, and affirms our judgements and virtues. And we are biased toward the more moral choice of action — at least, that which seems moral to us.

Journalism as a profession is biased toward vibrant communication, timeliness, and providing audiences with a sense of the current moment — whether or not that sense is politically slanted. Editors are biased toward strong narrative, stunning photographs, pithy quotes, and powerful prose. Every aspiring journalist has encountered media bias — sometimes the hard way. If they stay in the profession, often it will be because they have incorporated the biases of their editor.

But sometimes, bias can manipulate and blind us. It can put important information and perspectives in the shadows and prevent us from getting the whole view. For this reason, there is not a single type of media bias that can't, and shouldn't occasionally, be isolated and examined. This is just as true for journalists as it is for their audiences.

Good reporting can shed valuable light on our biases — good and bad. By learning how to spot media bias, how it works, and how it might blind us, we can avoid being fooled by media bias and fake news. We can learn to identify and appreciate different perspectives — and ultimately, come to a more wholesome view.

Author

Julie Mastrine | Director of Marketing and Media Bias Ratings, AllSides

Early Contributors and Editors (2018)

Jeff Nilsson | Saturday Evening Post

Sara Alhariri | Stossel TV

Kristine Sowers | Abridge News