Understanding Bias

**TYPES**

**Partisan bias**
A type of bias in which a journalist’s political views affect news coverage.

**Corporate bias**
A type of bias in which the business or advertising interests of a news outlet, or its parent company, influence how — or even whether — a story is reported.

**“Big story” bias**
A type of bias in which journalists’ perceptions of an event or development as a major, important story can cause them to miss key details and misrepresent key facts.

**Demographic bias**
A type of bias in which race, gender, ethnicity or other factors — such as culture or economic class — affect news coverage.

**Neutrality bias**
A type of bias in which a journalist or news outlet tries so hard to avoid appearing biased to anyone that the coverage actually misrepresents the facts.

**Forms**

**Absence of fairness and balance**
The failure of a straight news report to present a fair and balanced representation of the event or issue. This is a form that various types of bias can take in news coverage.

**Framing**
The way that journalists approach and organize a story. Various types of news media bias can be expressed in how a story is framed.

**Tone**
In journalism, the use of words and phrases that affect the audience’s perception of the issue or event being covered. This is one form that various types of bias can take in reporting.

**Sourcing**
All of the people, organizations, documents and other providers of information that are used to put together a news report. The use of incomplete or otherwise flawed sourcing is one potential form that various types of news media bias can take.

**Story selection**
The process that news outlets use to decide which issues and events to cover. This is a form that various types of bias can take in news coverage.

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