

Understanding Bias

TYPES

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.

Demographic bias



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

“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.

Neutrality bias



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

The above types of bias can take any number of

FORMS

Absence of fairness and balance

The failure of a straight news report to present all relevant viewpoints on an event or issue in an accurate, impartial way.

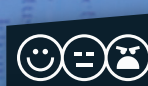
Framing

The way that journalists approach and organize a story, which can affect what it emphasizes.



Tone

The use of words and phrases that affect the audience's perception of the issue or event being covered.



Story selection

The process that news outlets use to decide which issues and events to cover.



Flawed sourcing

A straight news report that neglects to include all of the people, organizations, documents and other providers of information that are needed to make the reporting accurate, fair and comprehensive.

