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go to the source

The Media Bias Chart

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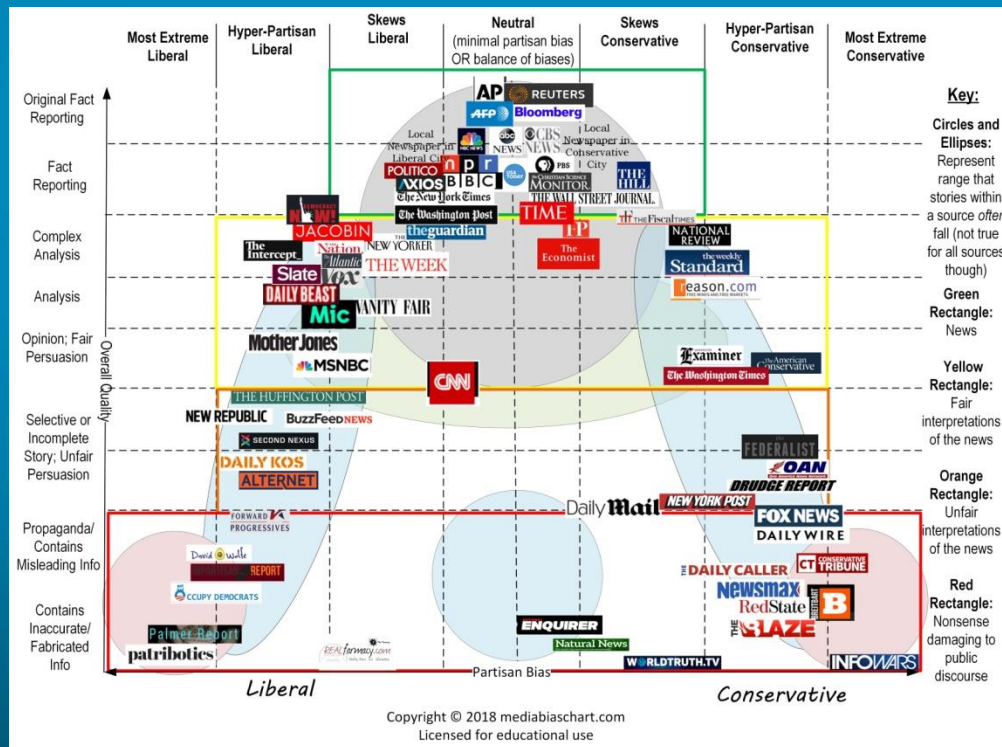Licensed for educational use
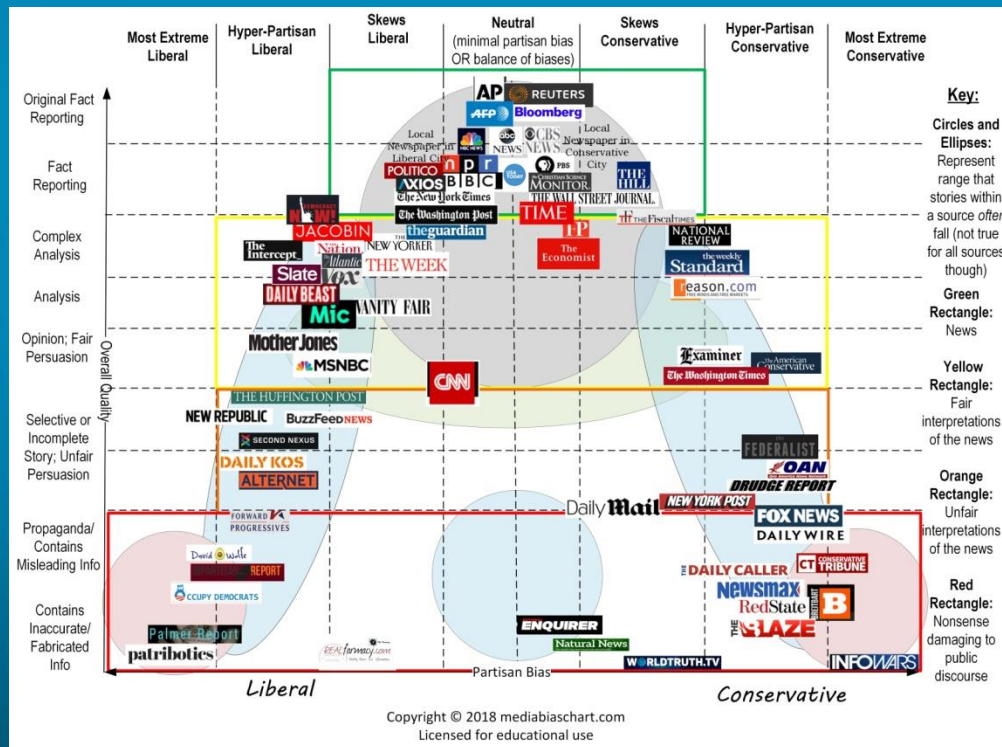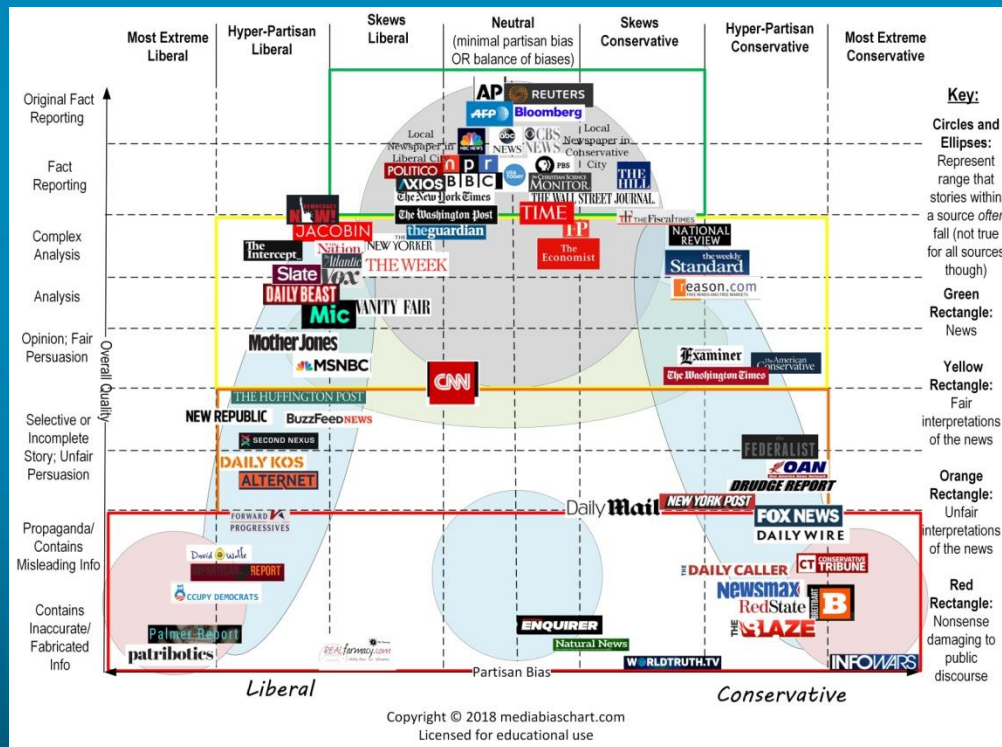
The Media Bias Chart

A new taxonomy for discussing the media landscape

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A new taxonomy for discussing the media landscape

A methodology for rating quality and bias through content analysis

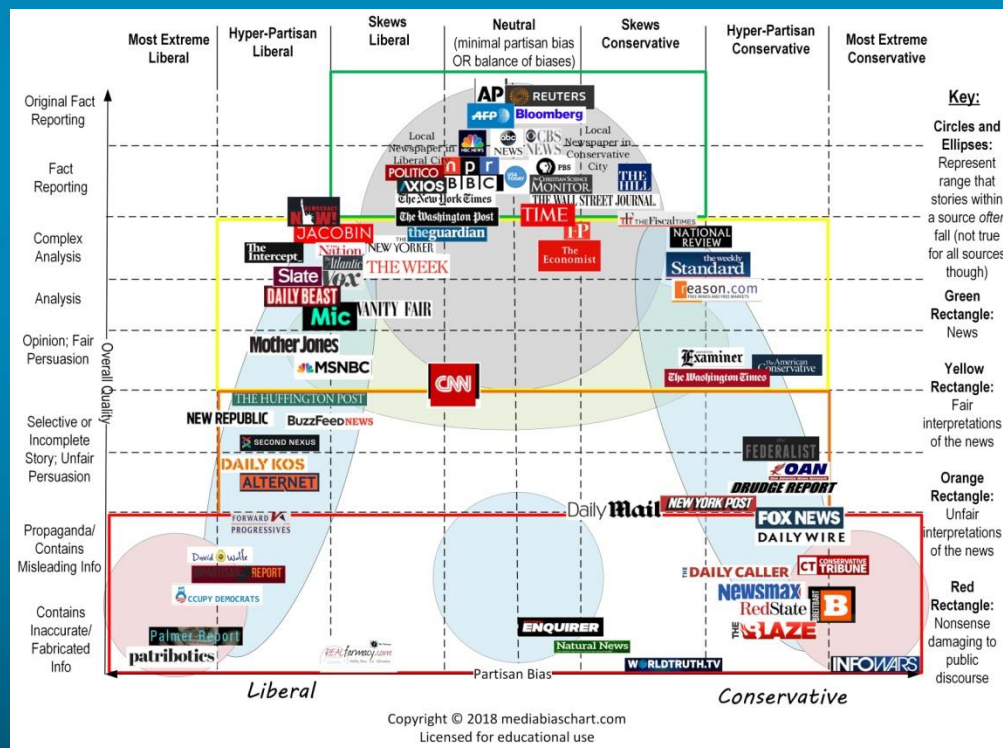# The Media Bias Chart

A new taxonomy for discussing the media landscape

A methodology for rating quality and bias through content analysis

A model for teaching media literacy in a new information environment

Agenda

- Background

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- Taxonomy

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- Taxonomy
  - Why framing the discussion visually, and in two dimensions—quality and bias—is helpful

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- Taxonomy
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    - Defining the categories

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- Questions

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- Patent Attorney from Colorado

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- Patent Attorney from Colorado
    - Not a journalist

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    - Analytical reading and writing training

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- Our current media landscape is new, so the field of analyzing this media landscape is also new
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- There is a need for easy-to-understand "nutrition labels" of media content for media consumers

Taxonomy

- Why framing the discussion in two visual dimensions is helpful

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  - Quality and political bias are distinct measures

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-More General
-Less True
-Easy to Communicate

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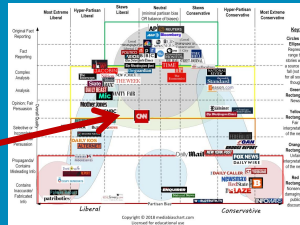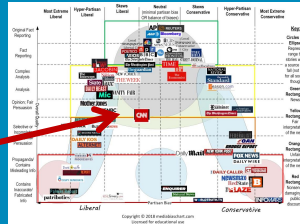-Less True
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Vertical Categories: What makes a news source "good?"

Taxonomy

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Vertical Categories: What makes a news source "good?"

Original Fact Reporting

Fact Reporting

Complex Analysis

Analysis

Opinion; Fair Persuasion

Selective or Incomplete Story; Unfair Persuasion

Propaganda/ Contains Misleading Info

Contains Inaccurate/ Fabricated Info

Overall Quality
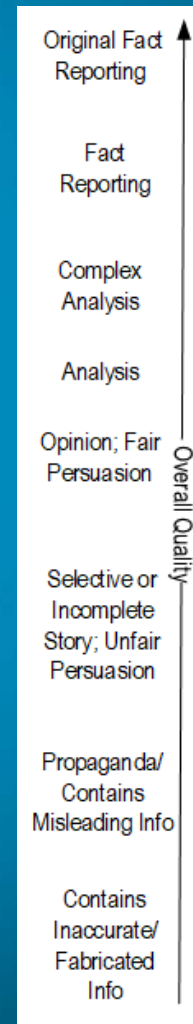
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Horizontal Categories: What makes a source politically biased?

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Most Extreme Liberal	Hyper-Partisan Liberal	Skews Liberal	Neutral (minimal partisan bias OR balance of biases)	Skews Conservative	Hyper-Partisan Conservative	Most Extreme Conservative

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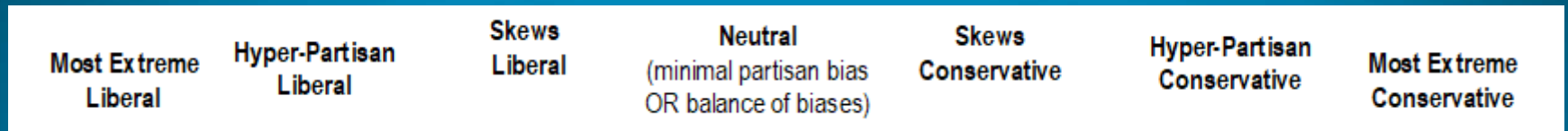| Most Extreme Liberal	Hyper-Partisan Liberal	Skews Liberal	Neutral (minimal partisan bias OR balance of biases)	Skews Conservative	Hyper-Partisan Conservative	Most Extreme Conservative

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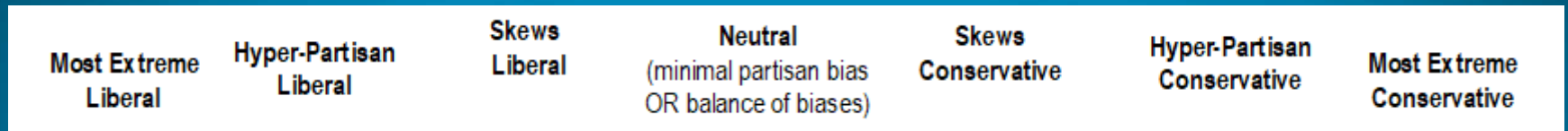
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  - Political position bias

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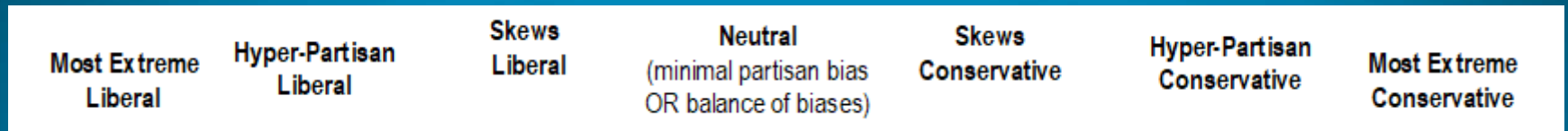
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  - Linguistic bias
- Necessarily a moving target
- People can agree on relativity even if they disagree politically

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    - It is possible to "grade" media content according to a standardized rubric, just like it is possible to grade academic content (e.g., AP exams, Bar exams)
    - It is more important to measure what is in a story than how much people "engage" with a story, but it is more time consuming to do and is therefore rarely done

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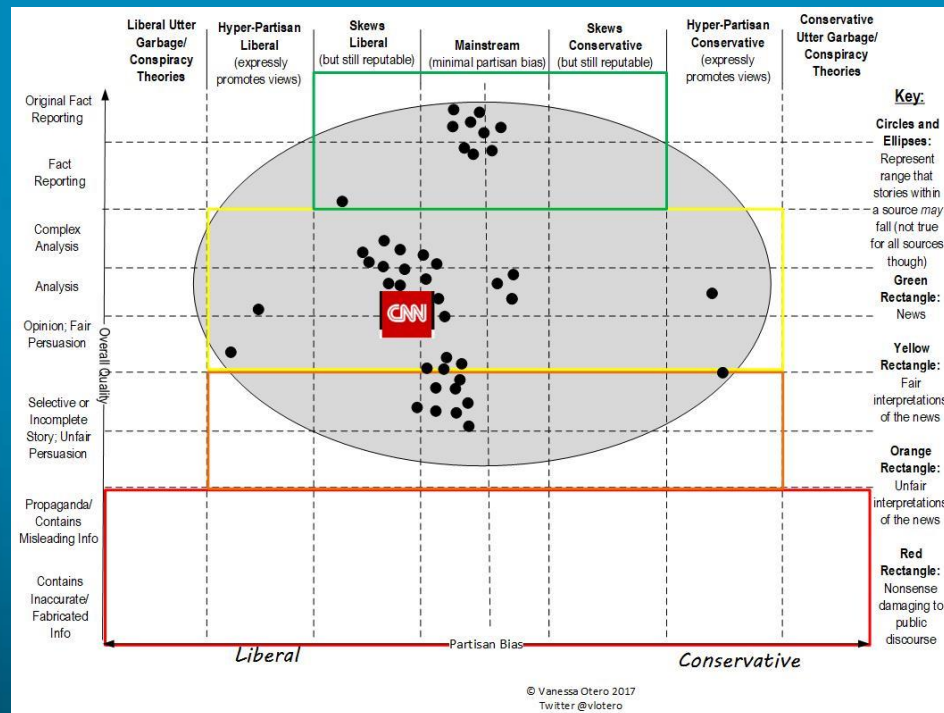
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    - "Quick rankings" are possible
    - Vertical Ranking methodology under refinement and further study

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  - Accounting for any omission of facts that creates bias

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- Horizontal Ranking methodology still undergoing refinement and study, and must be updated periodically

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    - Focus on easiest-to distinguish quality indicators
      - Matching of headline and story

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- For all ages/skill levels, it is important to convey that its greatest value is in how it helps people critically think and distinguish for themselves, rather than its absolute "truth." This helps combat skepticism.

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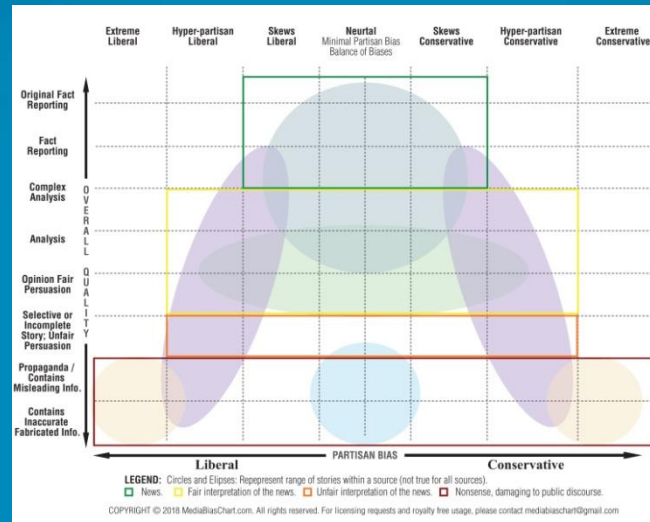# Model for Teaching Media Literacy

Use a blank version

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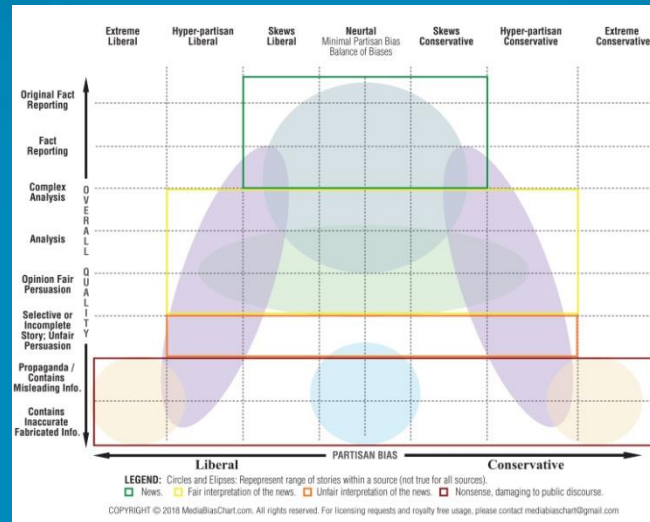
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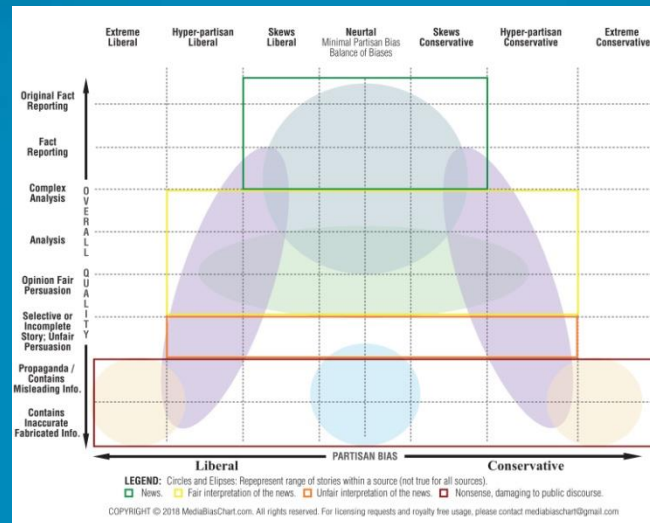# Model for Teaching Media Literacy

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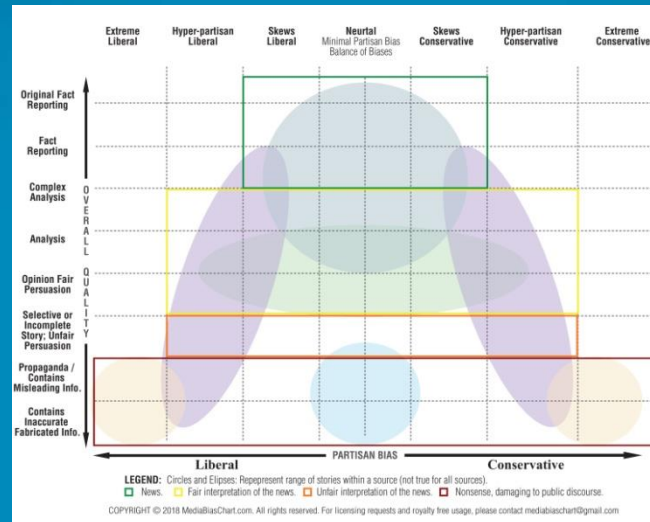# Model for Teaching Media Literacy

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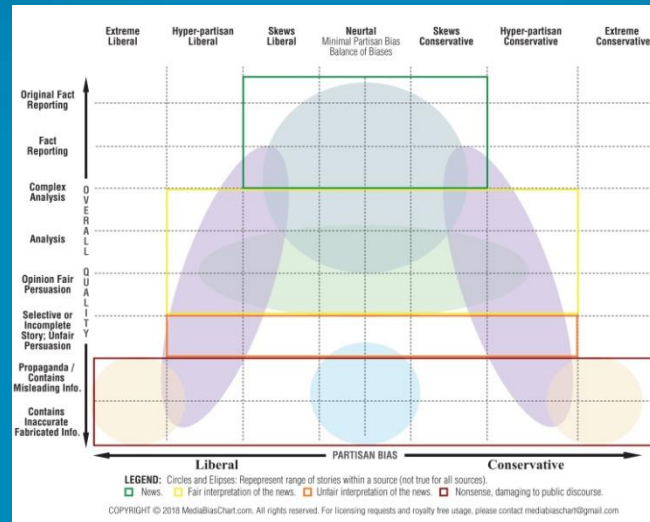
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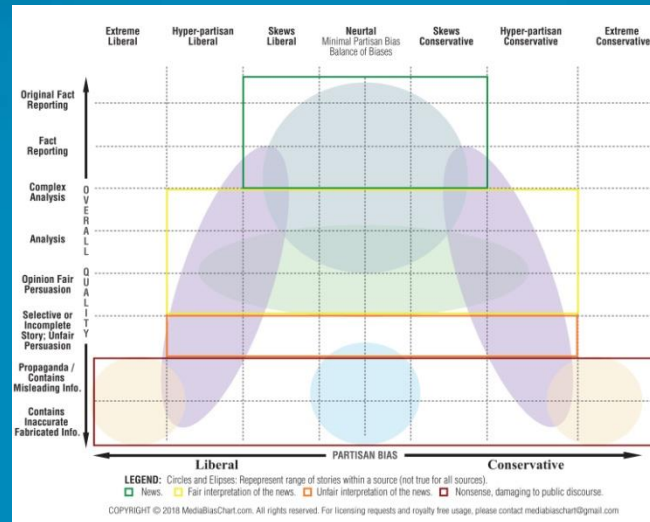
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Model for Teaching Media Literacy

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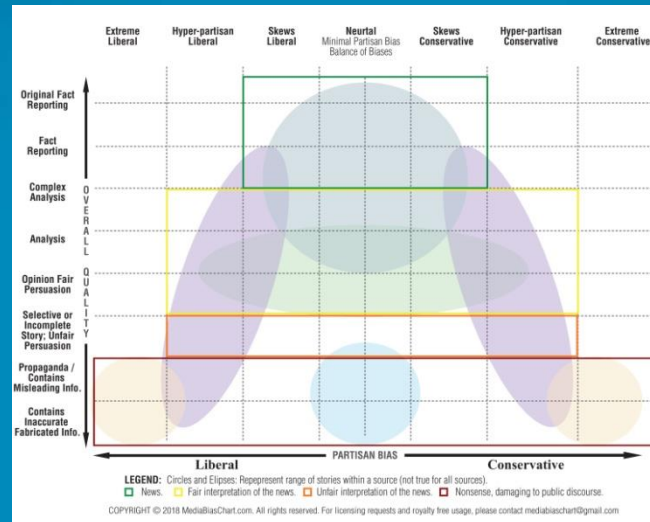

• Intermediate:
- • Have learners read 5-10 articles from sources all over the chart and rank them relative to each other
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- • Discuss quality and bias ranking methodologies

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  - Have learners read 5-10 articles from sources all over the chart and rank them relative to each other
  - Pick a political topic that is relatively well-understood
- Advanced:
  - Discuss quality and bias ranking methodologies
  - Have learners rate any individual article based on methodology

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  - Resource for additional media studies

Feedback and Questions

Contact:
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