

# Media Bias

Big Ideas Forum

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How can you tell misinformation and disinformation from the truth?

**What is misinformation?** False or misleading information spread regardless of intent to mislead.

**What is disinformation?** False or misleading information deliberately spread to influence public opinion or obscure the truth.

<https://www.allsides.com/misinformation>

# MEDIA BIAS

- We're all biased, making it impossible to write or curate perfectly objective news. Therefore, readers should not necessarily seek unbiased sources but should instead consume news coverage across the political spectrum.
- Media organizations currently operate on a business model that seeks to make us angry at the "other side" in order to cultivate a partisan customer base, contributing to the increasing polarization seen in society today.

## Satisfaction with Aspects of U.S. Society & Policy, by Party

Nation's laws or policies on guns	56%	12%
Quality of the environment in the nation	62%	23%
The size and power of the federal government	14%	52%
Position of blacks and other racial minorities in the nation	59%	24%
Nation's military strength and preparedness	48%	79%
Role the U.S. plays in world affairs	28%	59%
Level of immigration into the country today	10%	40%
Nation's security from terrorism	38%	67%
State of the nation's economy	12%	41%
Nation's policies regarding the abortion issue	39%	13%
The influence of organized religion	60%	34%
Position of women in the nation	72%	46%
Nation's energy policies	19%	39%
The way income and wealth are distributed in the U.S.	33%	13%
Our system of government and how well it works	23%	42%

Amount Americans pay in federal taxes 14% 33%

Government regulation of businesses and industries 21% 39%

The moral and ethical climate 8% 25%

State of race relations 1% 24%

Quality of public education in the nation 20% 34%

Nation's policies to reduce or control crime 18% 32%

Social Security and Medicare systems 39% 52%

The opportunity for a person in this nation to get ahead by working hard 65%  
53%

The overall quality of life 58% 70%

Nation's efforts to deal with poverty/homelessness 17% 11%

Availability of affordable healthcare 35% 39%

The size and influence of major corporations 29% 26%

Acceptance of gays and lesbians in the nation 52% 51%

Quality of medical care in the nation 52% 52%

# MEDIA BIAS

- By reading a breadth of coverage from Left to Right, readers can more effectively cut through partisanship and get a fuller picture of current events. What's more, exposure to other perspectives is vital to popping filter bubbles, which are the echo chambers that form when we only interact with ideas that we agree with.
- There are several types of media bias, including spin, slant, sensationalism, omission, story choice, word choice, use of adjectives, and others.