

MEDIA BIAS ANALYSIS CARDS

Cut apart the cards. Use to identify and discuss bias in any media text.



AUTHORITY

Who created this?
What are their qualifications, role or reputation?



PERSPECTIVE

Whose point of view is presented?
Who might be missing?



PURPOSE

Why was this created?
To inform, persuade, entertain or sell?



AUDIENCE

Who is the intended audience?
How might that influence the content?



BALANCE

Are different sides or perspectives represented fairly and accurately?



LANGUAGE

What words or phrases are used?
Do they carry emotional or loaded meaning?



IMAGERY

What images, photos or graphics are used?
How do they shape your response?



EVIDENCE

What facts, data or sources are used?
Are they reliable and up to date?



TIMING

When was this created or published?
Why might timing be important?



FUNDING & OWNERSHIP

Who funds or owns this media?
Could that influence the content?



WHAT'S MISSING?

What important information or perspectives are left out?



YOUR RESPONSE

What is your overall impression of this media?
Why?