



NEWS

FAIRNESS

METER

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Unfortunately, news stories don't come with labels of **fair** or **biased**. But you can develop your own *fairness meter* by evaluating three key components to gauge how straight or slanted a story is.

WORD CHOICE

NEUTRAL LANGUAGE LEADING LANGUAGE

Does the story simply present the facts or lead you to make judgments about them?

Look for:

- Loaded adjectives or verbs
- Patterns of very positive or negative descriptions

CONTEXT

LOTS OF CONTEXT NO CONTEXT

Does the story provide the big picture or just a slice of what is going on?

Look for:

- Historical comparisons
- Explanations about sources
- Related facts or data

COUNTERPOINTS

LOTS OF COUNTERPOINTS NO COUNTERPOINTS

Does the story help you understand multiple perspectives, or only one?

Look for:

- Counterarguments to key claims or conclusions
- Responses to accusations

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