**Types of Media Bias: Webquest** Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LT: I can define the different types of media bias.

LT: I can analyze various sources and how they portray the same issue in order to understand it from different perspectives, as well as to identify bias.

**Target 1→**

**Step ONE: Define Types of Media Bias**

1. Go to <http://www.studentnewsdaily.com/types-of-media-bias/> to find the definitions of the six types of media bias we will cover. Read the definitions provided and paraphrase their definitions below.

Bias by Omission-

Bias by Source Selection-

Bias by Story Selection-

Bias by Placement-

Bias by Labeling-

Bias by Spin-

**STEP 2: Identify major issues of the day**

Now go to <http://www.studentnewsdaily.com/conservative-vs-liberal-beliefs/> to learn the major difference between Liberal and Conservative views. By understanding the spectrum of point of view, we can better understand and identify bias.

1. Read about Liberal beliefs versus Conservative beliefs and paraphrase below:

|  |  |
| --- | --- |
| **Liberals generally believe…** | **Conservatives generally believe…** |

2. Now choose three major issues provided on this page. Summarize the liberal view on the issue and the conservative. Then provide YOUR position.

Issue #1:

Liberal View-

Conservative View-

My View-

Issue #2:

Liberal View-

Conservative View-

My View-

Issue #3:

Liberal View-

Conservative View-

My View-

3. Now assess your own bias. Does your bias lean towards a conservative view on major issues of today or do you tend to lean towards a more liberal view? Why do you think your bias swings this way? Explain.

**STEP 3: Analyze an Issue**

Now choose ONE of the three major issues you wrote about in the previous step to analyze in further detail. You will be looking into how this issue is presented by various news sources. You may use articles, broadcast news clips, or radio broadcast to analyze the presentation of the issue. Your goal is to better understand the issue and identify bias.

News Sources to Choose from (Select one from each category)

|  |  |  |
| --- | --- | --- |
| Conservative Lean   * FOX * WorldNetDaily * NewsMax | Neutral   * BBC * NPR * PBS NewsHour | Liberal Lean   * CNN * MSNBC * ABC/NBC |

1. Explain how EACH source portrayed the issue you chose. Was there any obvious bias that you noticed?
2. Did you notice any types of bias? For example, did you notice any information in one story that was not presented in another (bias through omission)? Did you notice any labels that contributed to bias (bias through labeling)? How about word choice and it’s contribution to tone (bias through spin)?

**STEP 4: Who owns the media?**

Now that we have looked at some issues, understand how they are portrayed by various sources, now we will take a step back and look at WHO is behind the scenes of all this media. Go to <http://www.businessinsider.com/these-6-corporations-control-90-of-the-media-in-america-2012-6> to learn more!

1. Roughly how many media giants run most of the media we consume here in America?
2. How many executives are responsible for running these media giants?
3. As of 2010, what is the average combined revenue of these corporations?
4. Which of the media giants owns the most consumed newspapers on three continents?
5. In 1995, what was the station limit the FCC put on companies?
6. What is your opinion on media ownership? Should we demand more variety? Should we set limits to media mergers?