**Checklist** for Spotting Media Bias

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| Name: |  | Date: |  |

Ask the following questions to check media stories for bias or misleading information. The more times you answer “No,” the less you should trust the source.

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| **Site** | |
|  | 1. Is the Web site reputable? |
|  | 2. Does the Web site include “About Us” information? |
|  | 3. Does the “About Us” page share news-gathering credentials? |
|  | 4. Is the URL recognizable (without strange prefixes or suffixes)? |
| **Author** | |
|  | 5. Does the article include a byline? |
|  | 6. Is the author of the article a trustworthy source? |
| **Headline** | |
|  | 7. Does the headline objectively represent the content? |
|  | 8. Does the headline avoid clickbait (“You’ll never believe . . .”)? |
| **Imagery** | |
|  | 9. Do the images reliably represent the content? |
|  | 10. Does the article avoid altered, inflammatory, or vulgar imagery? |
| **Article** | |
|  | 11. Does the article quote sources qualified to speak on the topic? |
|  | 12. Does the article avoid speculation? |
|  | 13. Are opinion and fact clearly identified as such? |
|  | 14. Does the article avoid inflammatory or one-sided language? |
|  | 15. Do other sources confirm the information in the article? |