Rating Headline & Graphics

Read the entire article, then ask yourself, do the headline and graphics match the content? A mismatch indicates lower reliability, as headlines and graphics are often used as clickbait. In our methodology, when headlines and graphics score low, the whole article scores low as well.

Graphics

Graphics can be good or bad quality in many ways, but we focus on relevance and fairness on a scale of 1 (most relevant to the story) to 5 (least relevant).

1 - Timely, fair, and relevant to the story.

2 - Timely and fair but slightly less relevant.

3 - Not timely or relevant, or conveys some unfairness (a slightly unflattering picture of a politician or stock photo reflecting stereotypes).

4 - Overtly unfair or misleading (a very unflattering picture of a politician or not related to the story).

5 - Extremely unfair, very misleading, or falsely represents the subject of the story.

Headline

Headlines are rated by taking into account the relevance/fairness scale used for scoring graphics plus the expression and veracity scales used for all text. Headlines are expressed as fact, analysis, or opinion, and should be treated the same as the text in the article.

Combine your graphics rating and your headline rating to form an overall rating for headline and graphics.