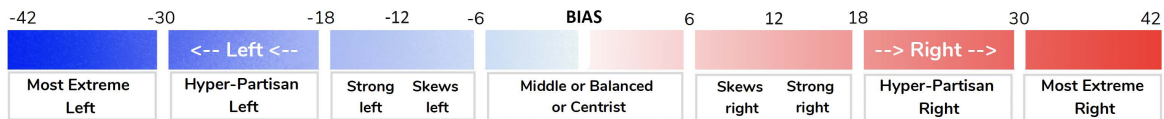


Rating Language

Language is often the easiest factor to rate and can give you a good sense of an article’s bias. Look for politically biased language with opponent characterization and political terminology.



Opponent Characterization

These types of biased words refer to adjectives used for insulting personal attacks on politicians, like mocking how someone walks or other physical features. You should be able to tell whether adjectives are fair and neutral or if they indicate a measure of judgment and bias by using context clues and your personal values.

Use your best judgment to determine the degree of bias. Calling an opponent secretive or cunning would typically put that article into the skews or strong left and right categories; using words like vindictive or lazy would push that article into hyper-partisan left or right.

Political Terminology

There are three main types of terminology to look for: biased words, specific insults or pejorative terms, and bogeymen.

Biased Words include characterizations used for a particular topic by one side of the other (gun control or gun rights, pro-life or pro-choice).

Specific Insults and pejorative terms are those that feature in the current political landscape and have connotations against one side or the other. These include terms like deplorables, snowflakes, leftists, or the mainstream media.

Bogeymen refer to people or groups that may or may not exist but whose names are invoked by politicians in order to incite fear, anger, or loathing among their constituents. These can be real people or groups that have committed bad acts and evolve into “bogeymen” when their names are used as abstractions of these acts. Examples include the Deep State, Big Pharma, or the 1%.

Look for the presence of these words and use what you know about them to determine their bias. Make your rating on whether the language in the article is neutral, skews, strong, hyper-partisan, or most extreme.