



Analysis

1. Accepting the fact bias cannot be removed
2. Whichever 'reality' the journalist is trying to create or message he/she is trying to convey, they must be factually supported.
 - Good, factual argument = high performance
 - Good, non-factual argument = average performance
 - Bad, factual argument = average performance
 - Bad, non-factual argument = bad performance

Transparency in Writing

1. Any claims/arguments not supported by evidence of facts should be noted (clearly) in the article
2. Any contradictions to the arguments made in the article should be noted (clearly) in the article
 - Presence of Bias with disclaimer = good performance
 - Presence of Bias without disclaimer = bad performance
 - No presence of Bias = good performance

Transparency Out of Work

1. Journalists engaging in political discussions outside of work via Social Media (Twitter, Facebook, Instagram, etc) should be noted
 - This does not apply to private conversation or private discussions (privacy)
 - Example : a NYT journalist on his official

Language

1. Flags of emotional language
2. Writing style, tone, and the overall language of the article should be assessed for performance
 - No emotional language = high performance

Example : a TV journalist on his channel
Twitter account engaging in political
discussions on behalf of his/her
organisation should affect performance

performance

- Some emotional language = average performance
- Highly emotional language = bad performance

Images

1. Images have a higher impact on 'distorting reality' than language
2. Obvious mis-representation of reality through use of images should flag the content
 - Obvious mis-representation of reality through images = bad performance
 - No mis-representation = good performance

Diversity

1. Focus on organisation + stories covered by journalists
2. Any organisation that is being over-represented by a single political attitude or showing misrepresented partisanship should be noted
 - No diversity = bad performance
 - Diversity = good performance