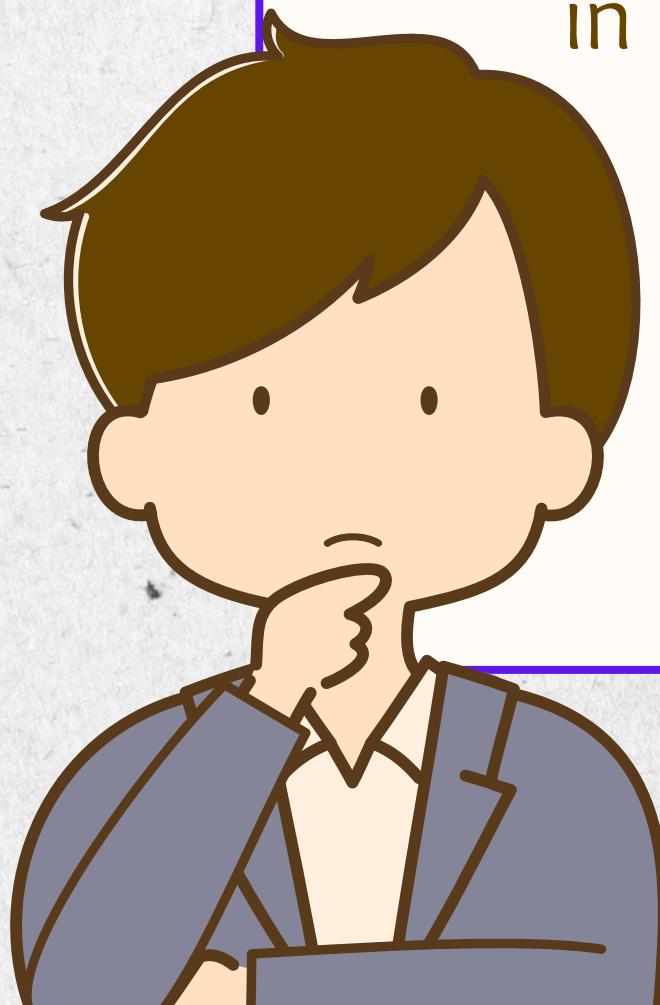


# WHAT IS MEDIA BIAS?



The tendency of journalists or news organizations to report news in a **partial or prejudiced manner**, allowing their own opinions to influence the news they report and how they report it.



# What is Media Bias?

by: CloudTenno

## Kinds of Media Bias:

- **Framing Bias:** Presenting the same event differently across outlets.
- **Coverage Bias:** Favoring certain stories or perspectives over others.



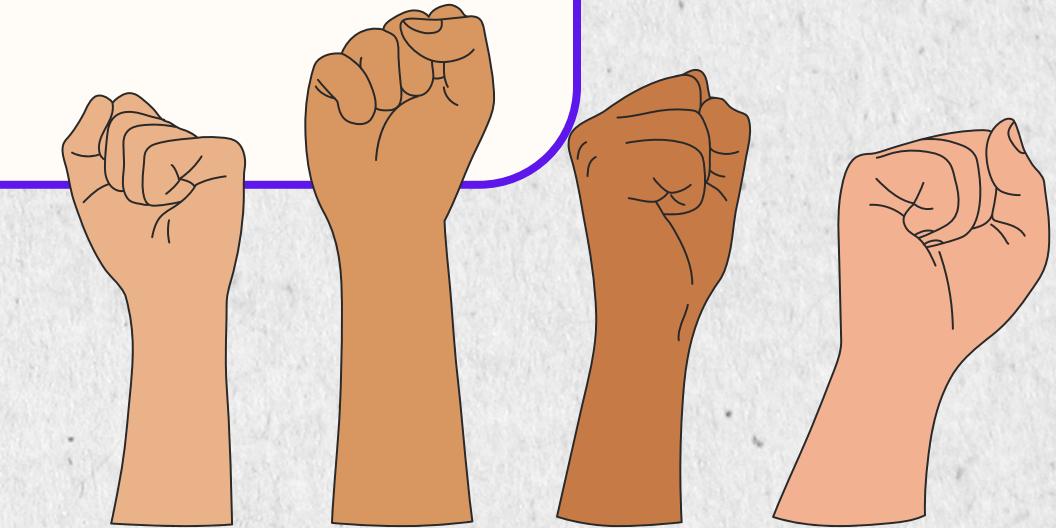
## Potential Impacts:

- **Influence on Public Opinion:** Biased reporting can shape readers' perceptions and beliefs.
- **Misinformation:** Leads to the spread of incorrect or misleading information.
- **Erosion of Trust:** Reduces public trust in media institutions.



## ISSUES WITH NEWS TODAY

- Different countries and organizations **prioritize** different narratives (e.g., China highlighting its success, Western media focusing on China's failures)
- Media sources often have **political or ideological** leanings
- Hard for the public to **identify** bias in news



# Main Goals



- Detect and unlink bias in news articles



*The Indian* EXPRESS



- Identify factual content vs. opinion-based narratives
- Provide users with an unbiased summary

# How the System Works?

## Step 1: Automated Global News Collection

Utilizes web scraping techniques to gather news articles from diverse international sources in multiple languages.

## Step 2: Article Summarization & Search Term Generation

Employs a specialized Language Model (LLM) to distill key points from each article and formulate relevant search terms.

## Step 5: Bias Detection & Analysis

Utilizes a Bias Detection LLM to compare individual articles against the unbiased narrative, identifying and categorizing biases based on tone, framing, and word choice.

## Step 3: Multilingual News Aggregation

Executes additional searches using generated terms to collect a broader spectrum of perspectives, including non-English articles.

## Step 4: Unbiased Article Generation

Integrates information from all sources to craft a comprehensive, unbiased narrative, focusing solely on factual content.



- ◆ Problem: News media is often biased, influenced by national agendas. Different countries frame the same event differently.
- ◆ Solution: Our system **scrapes global news, analyzes bias, and delivers an unbiased version of events using custom-tuned local LLMs.**
- ◆ How It Works:
  - ✓ **Scrapes & translates** news from multiple sources/languages.
  - ✓ **Summarizes & compares** articles to extract facts.
  - ✓ **Identifies & categorizes** bias in word choice, tone, and framing.
  - ✓ **Presents unbiased news + a bias breakdown** showing how media outlets spin the same story.
- ◆ Key Features:
  - ✓ Uses **specialized LLMs** for reasoning, bias detection, summarization & translation.
  - ✓ Runs locally on **high-performance GPUs** (no external AI dependency).
  - ✓ Provides a **clear, factual version** of the news & a **detailed bias analysis**.
  - Outcome: Stay truly informed with **facts, not propaganda.** 



Reply

