Media Bias Project (Anglo American Culture Class version)

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1) Visit https://en.wikipedia.org/wiki/Media to see a list of media types. Create a list of common

media types/platforms in your country, adding any that you, your family, classmates or friends use

regularly.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Kinds | Types | Explanation of each types | Platforms | Uses |
| Means of comunication(tools and channels used to deliver information or data) | Advertising media | various media, content, buying and placement for advertising | electronic display board, computers, phones, etc. | Many people in time square can watch advertisements. |
| Interactive media | media that is interactive | phones, pads, computers, etc. | Some celebrities uses them to interact with their fans. |
| Media adequacy | specific aspects important for a successful transfer of information | electronic display board, radio, etc. | Taxi drivers usually listen to Radio. |
| MEDIA sub-programme of Creative Europe | a European Union initiative to support the European audiovisual sector | Funding & Tenders Portal, etc. | My friends are Korean, so they don’t use it. |
| New media | the combination of traditional media and information and communications technology | telephone, delivery applications, etc. | Many people in dormitory use delivery applications to have dinner. |
| Print media | communications delivered via paper or canvas | Posters, etc. | My friends see many print media when they walk. |
| Recording medium | devices used to store information | USB, hard disk, etc. | One of my friends use hard disk to store his favorite anime. |
| Mass media(the institutions and methods of reaching a large audience) | Broadcast media | communications delivered over mass electronic communication networks | TV, radio, etc. | I see friends use livestreaming to show something. |
| News media | mass media focused on communicating news | TV(BBC, CNN), radio, etc. | Some foreigner friends use to know about celebrity. |
| Published media | any media made available to the public | writing Blog texts, uploading Youtube videos, etc. | Some of my friends like uploading his life and they use it. |
| Electronic media(communications delivered via electronic or electromechanical means) | Digital media | digitized representations of information such as audio, video, images and text | Youtube, Google images, TV programs, etc. | Almost people that have digital media(TV, radio, phones) use. |
| Social media | internet-based ways of communicating with a social network | Blogs, Facebook, Instagram, X, Reddit, etc. | Almost people that have phones use social media. |

What is media bias?

Media bias occurs when journalists and news producers show bias in how they report and cover news. The term "media bias" implies a pervasive or widespread bias contravening of the standards of journalism, rather than the perspective of an individual journalist or article. The direction and degree of media bias in various countries is widely disputed.

2. Allsides bias chart shows the preference of media outlets. Various people can vote their opinion on each media company. By letting audience to vote, people can see the preferences of media company through media bias chart just in one eye. The ratings are only two, it’s either lean right or lean left. Through these ratings, audience can judge and also see political tendency of each media company. These bias chart is a tool for reader to be able to differentiate biased and unbiased news.

3. Media Bias Chart: Australian News Outlets

| **Media Outlet** |  |  |  |  | **Bias Orientation** |
| --- | --- | --- | --- | --- | --- |
| Australian Associated Press (AAP) |  |  |  |  | Least Biased |
| The Sydney Morning Herald |  |  |  |  | Centrist |
| Australian Broadcasting Corporation (ABC) |  |  |  |  | Left-Center |
| The Australian |  |  |  |  | Right-Center |
| Sky News Australia |  |  |  |  | Right-Wing |
| Herald Sun |  |  |  |  | Right-Wing |

Explanation of Chart Design:

1. Categorization of Media Outlets:

Australian Associated Press (AAP): Recognized for minimal bias and high factual reporting, AAP provides news without significant editorializing, making it a reliable source for unbiased information.

The Sydney Morning Herald: Identified as centrist, this publication balances market libertarianism with social liberalism, offering a mix of perspectives without strong leanings.

Australian Broadcasting Corporation (ABC): While maintaining high factual reporting, ABC News is considered left-center biased, with content that moderately favors liberal causes.

The Australian: This national newspaper exhibits right-center bias, with story selection that moderately favors right-leaning perspectives and conservative editorial positions.

Sky News Australia: Known for its conservative, right-wing bias, Sky News features content that supports right-leaning parties and viewpoints.

Herald Sun: This publication holds a right-wing bias, often supporting conservative viewpoints and reflecting News Corp Australia's editorial stance.

​The Australian Associated Press (AAP) is widely regarded as a least biased and highly credible news agency. According to Media Bias/Fact Check, AAP is rated as "Least Biased" due to its minimal editorializing and high factual reporting standards.

The Sydney Morning Herald (SMH) is generally regarded as a left-center or somewhat liberal publication, with a strong reputation for factual accuracy and editorial independence.​

​The Australian Broadcasting Corporation (ABC) is generally regarded as left-center biased in its news coverage, while maintaining a strong reputation for factual accuracy and editorial independence.

​The Australian is widely recognized as a right-leaning newspaper in Australia's media landscape. Owned by News Corp Australia, it holds significant influence in national political discourse.

Sky News Australia is widely recognized as a right-leaning media outlet, particularly in its evening programming. While it maintains a significant presence in Australia's media landscape, its editorial stance and content have attracted both support and criticism.​

​The Herald Sun, a Melbourne-based newspaper owned by News Corp Australia, is generally regarded as right-leaning in its editorial stance. This assessment is based on its story selection, editorial positions, and commentary that often favor conservative perspectives.

Reference

<https://en.wikipedia.org/wiki/Media>

[Media bias - Wikipedia](https://en.wikipedia.org/wiki/Media_bias)

[Media Bias Chart | AllSides](https://www.allsides.com/media-bias/media-bias-chart)

<https://mediabiasfactcheck.com/methodology/>

<https://en.wikipedia.org/wiki/Media_Bias/Fact_Check>