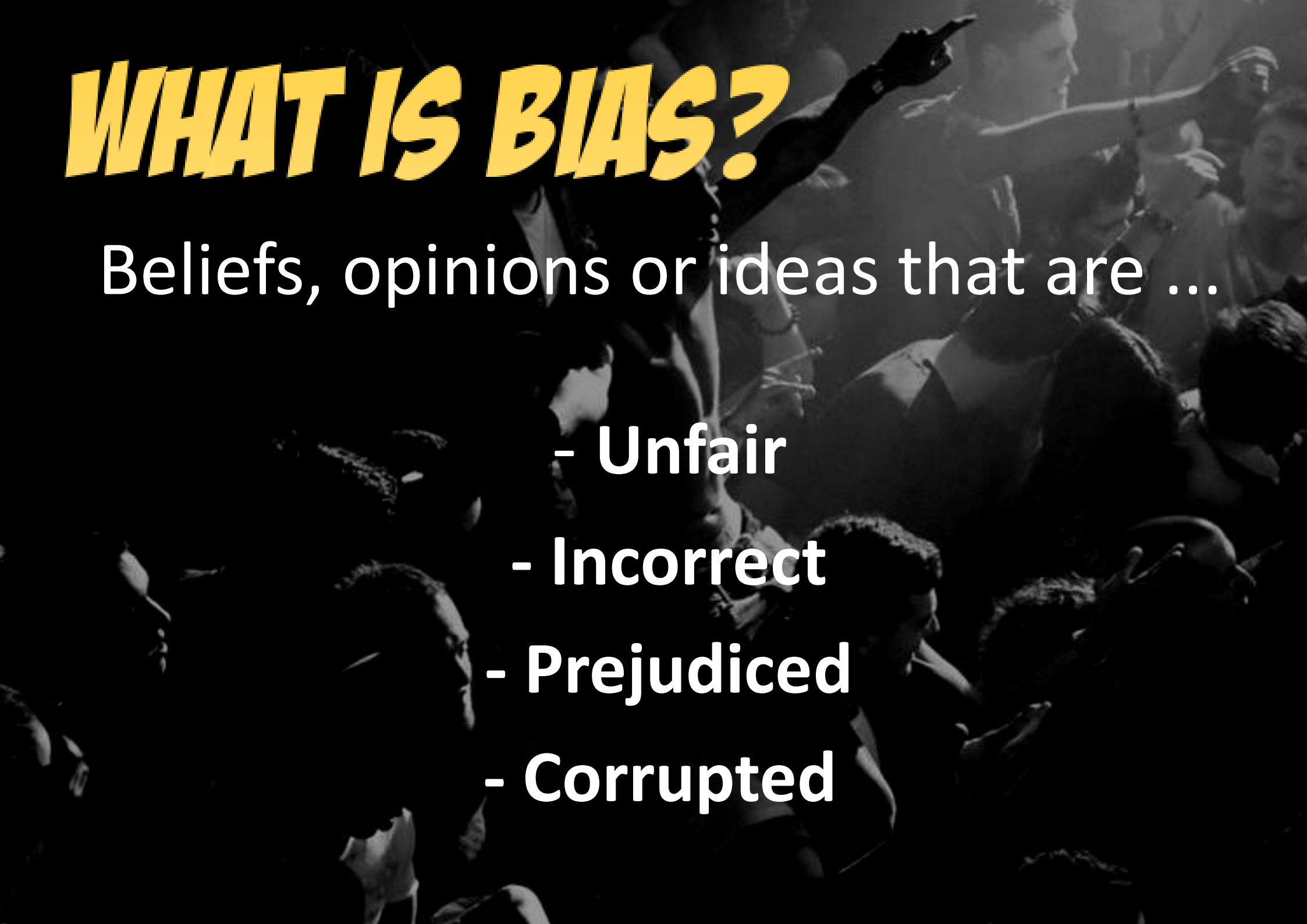
BIAS
JAIL TRUDEAU
THE NEW VARIANT IS CALLED COMMUNISM
WOULD YOU PUT A MASK ON YOUR D
NOT Your Experiment one Neither are my Kids
STOP THE MEDICAL TYRANNY
FREEDOM N*T FORCE
RESEARCH ADVERSE REACTION: MYOCARDITIS
STOP THE EXPERIMENT
LET US CALL OUR OWN SHOTS
iCH



# What is Bias?

Beliefs, opinions or ideas that are …

**- Unfair**

**- Incorrect**

**- Prejudiced**

**- Corrupted**

# GOOD EGG?

All the eggs are organic and free range - each one costs £1. Which egg would you buy?
Take a vote?

A

adidas

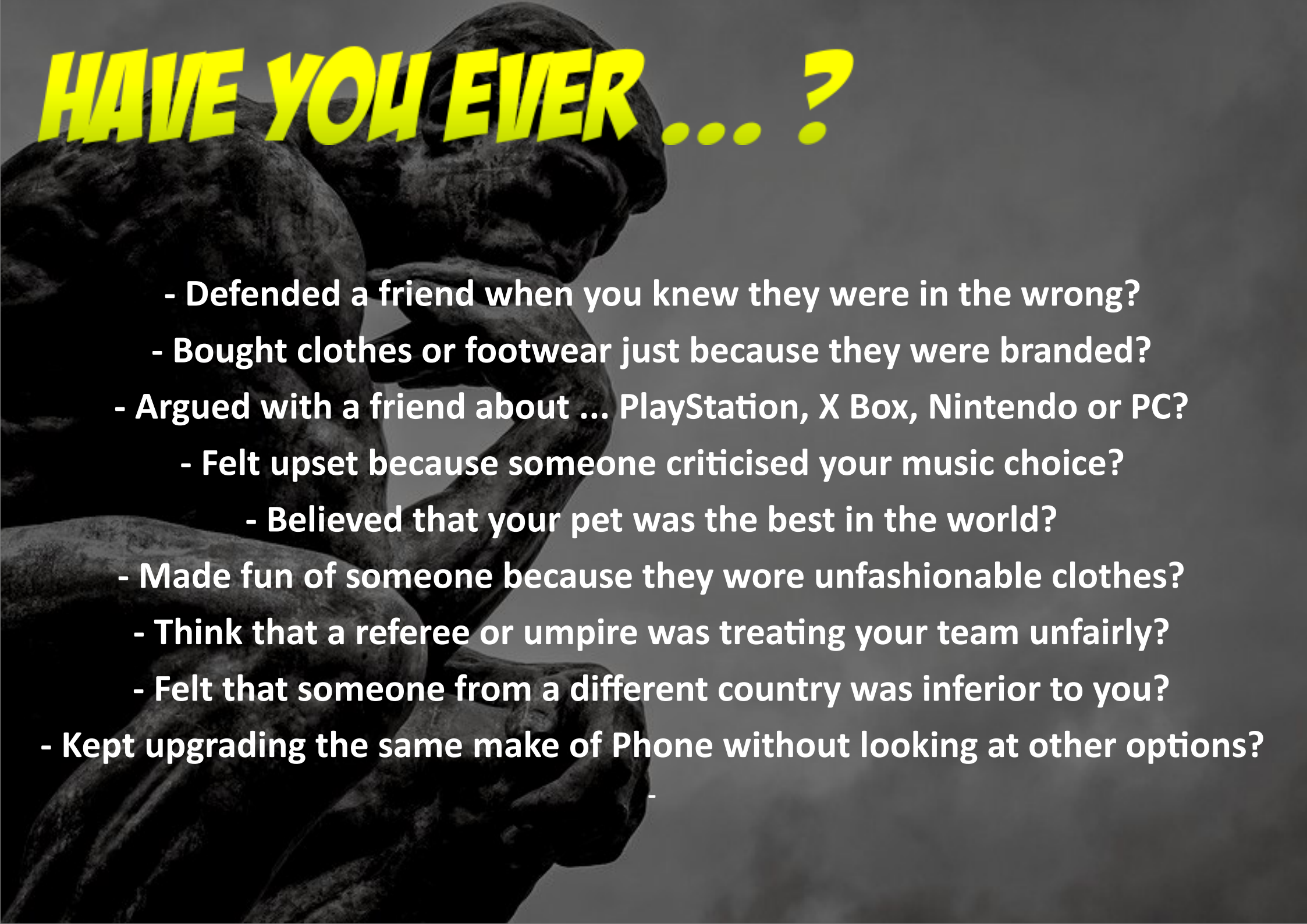
SKECHERS FOOTWEAR

00% OFF

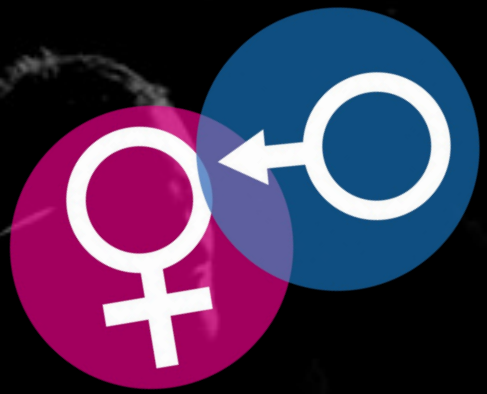
ORGANIC

NIKE

Did the logo or picture influence your choice of egg??


HAVE YOU EVER ... ?
- Defended a friend when you knew they were in the wrong?
- Bought clothes or footwear just because they were branded?
- Argued with a friend about ... PlayStation, X Box, Nintendo or PC?
- Felt upset because someone criticised your music choice?
- Believed that your pet was the best in the world?
- Made fun of someone because they wore unfashionable clothes?
- Think that a referee or umpire was treating your team unfairly?
- Felt that someone from a different country was inferior to you?
- Kept upgrading the same make of Phone without looking at other options?

# COMMON AREAS OF POS OR NEG BIAS



adidas

# WHERE ELSE CAN WE SEE BIAS?

# BIAS + HISTORY

One of the roles of a historian ( or student of history ) is to get the closest understanding about the truth as possible. To do this we must realise that history is often riddled with bias.

**Primary information** often contains bias - those who experienced events likely had strong feelings and opinions about what was happening around them. Those 'making' events would be thinking about their reputation and legacy - and have motive to give their version of events.

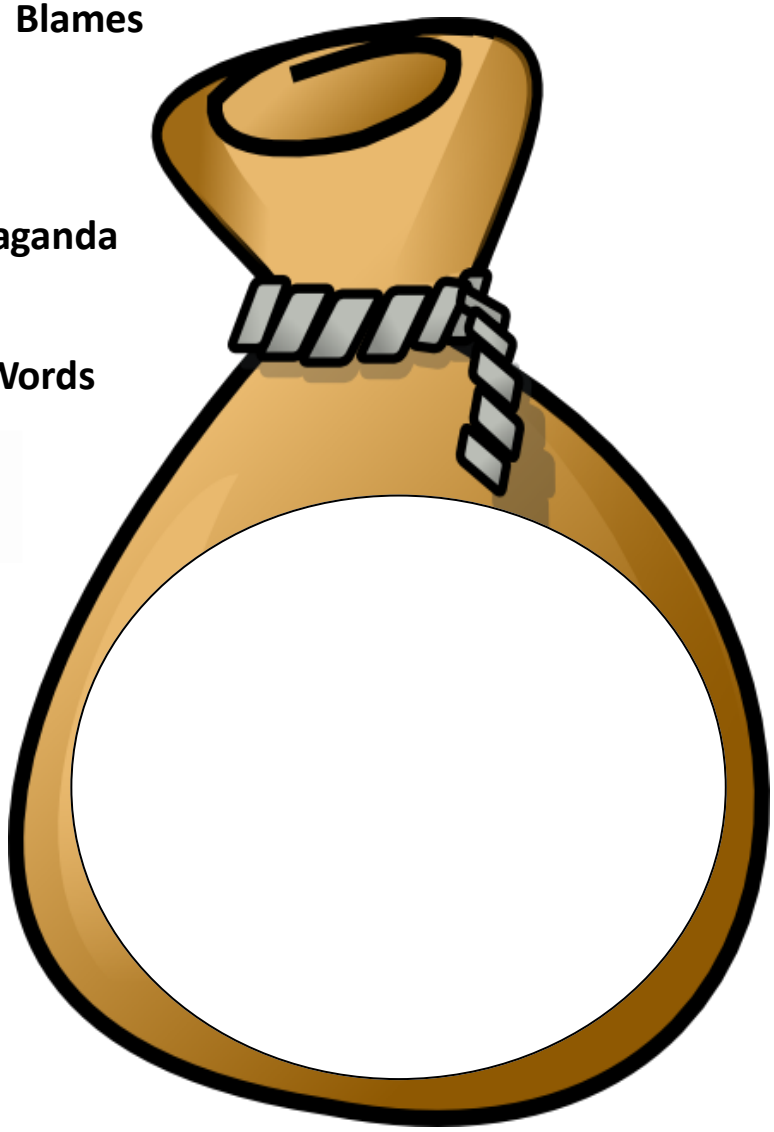
**Secondary information** can be influenced by things such as nationality, race and even gender of those studying and writing history.
How much of history is written by white men ?

# Sorting Unreliable + Reliable

| |
|---|
| Reliable is ... |
| Unreliable is ... |
| Bias is ... |

Unreliable

Reliable



Fact

Balanced

Blames

Evi-

Opinion

Emotion

Bias

Propaganda

Proof

Trust

Honest

Soft Words

## Word Bags

Lies

Exaggeration

Objective

True

Anger

Strong Words

Gossip

Fake

One Sided

Subjective

# Identifying Bias

## Unreliable

Uses opinions.
Uses strong words .. E.g. ''Never''
Emotional / confused.
Lies - dishonest.
One sided - only positive or negative.
Boasts or shows off.
Not corroborated or backed up.
Exaggerates, embellishes, dramatic.

V

## Reliable

Uses facts.
Uses soft words.
Calm and clear.
Truthful - honest.
Balanced: -positive and negative.
Self critical.
Corroborated : backed up.
Modest : not dramatic.

| Unreliable / biased because... | | Reliable because... |
|---|---|---|
| 1 2 3 4 5 | 1 ‘ *Explore England’s stunning beaches, Jurassic coastline, rolling hills, fantastic countryside and historic cities.* ‘ **Visit England: UK Tourist Board** | 6 7 8 9 10 |

| Unreliable / biased because... | | Reliable because... |
|---|---|---|
| 1 2 3 4 5 | 2 *‘This film felt special ... seeing the Avengers fight alongside each other will never get old. Exhilarating and smart from beginning to end.’* **Avengers, Age Of Ultron, Movie Review.** | 6 7 8 9 10 |

| Unreliable / biased because... | | Reliable because... |
|---|---|---|
| 1 2 3 4 5 | 3 *“ I'm not trying to be arrogant (showing off ) but when I walk down the street and a girl sees me she looks because I am good looking “* ***Justin Bieber - Superstar?*** | 6 7 8 9 10 |

| Unreliable / biased because... | | Reliable because... |
|---|---|---|
| 1 2 3 4 5 | 4 *“ My players didn't play well today, no excuses. Manchester City were better in almost every position on the park (pitch ).That’s why we lost ”.* **Manchester United Football Team Manager.** | 6 7 8 9 10 |

| Unreliable / biased because... | | Reliable because... |
|---|---|---|
| 1 2 3 4 5 | 5 *“ If only one country allows a Jewish family in it, that family will become the germ centre. Even If one little Jewish boy lives without his family it will still be in his soul ”.* **Adolf Hitler.** | 6 7 8 9 10 |

**Unreliable / biased because...**

1 2 3 4 5

6

'One could still wish for a better story, for more choice and consequence in your actions but for sheer silly mayhem, this is now the action game to beat. '

**Far Cry 5 Game Review.**

**Reliable because...**

6 7 8 9 10

**Unreliable / biased because...**

1 2 3 4 5

7

'Cigarettes may cause lung cancer, heart disease and other health problems, but the evidence is not conclusive / certain.'

**Cigarette Company Owner.**

**Reliable because...**

6 7 8 9 10

**Unreliable / biased because...**

1 2 3 4 5

8

*'Coke adds life'.*

**Coca Cola Company**

**Reliable because...**

6 7 8 9 10

**Unreliable / biased because...**

1 2 3 4 5

9

'Sorry losers and haters but my IQ (intelligence) is one of the highest and you all know it. Please don't feel stupid or insecure, it's not your fault!.'

**American President, Donald Trump - 2017**

**Reliable because...**

6 7 8 9 10

**Unreliable / biased because...**

1 2 3 4 5

10

*' Last week I went fishing and caught a huge fish it was bigger than a shark. But I didn't keep it, I let it go.'*

**By A. Fisherman.**

**Reliable because...**

6 7 8 9 10

**Unreliable / biased because...**

1 2 3 4 5

11

'**Anti-vaxxers** using Ivermectin to prevent covid? Ivermectin... is what us horse people use to DEWORM HORSES. So they won't get the vaccine but they'll poison themselves with HORSE DRUGS?!??! Thats it, i'm leaving this planet.'

**Atessa - Tweet August, 2021.**

**Reliable because...**

6 7 8 9 10

**Unreliable / biased because...**

1 2 3 4 5

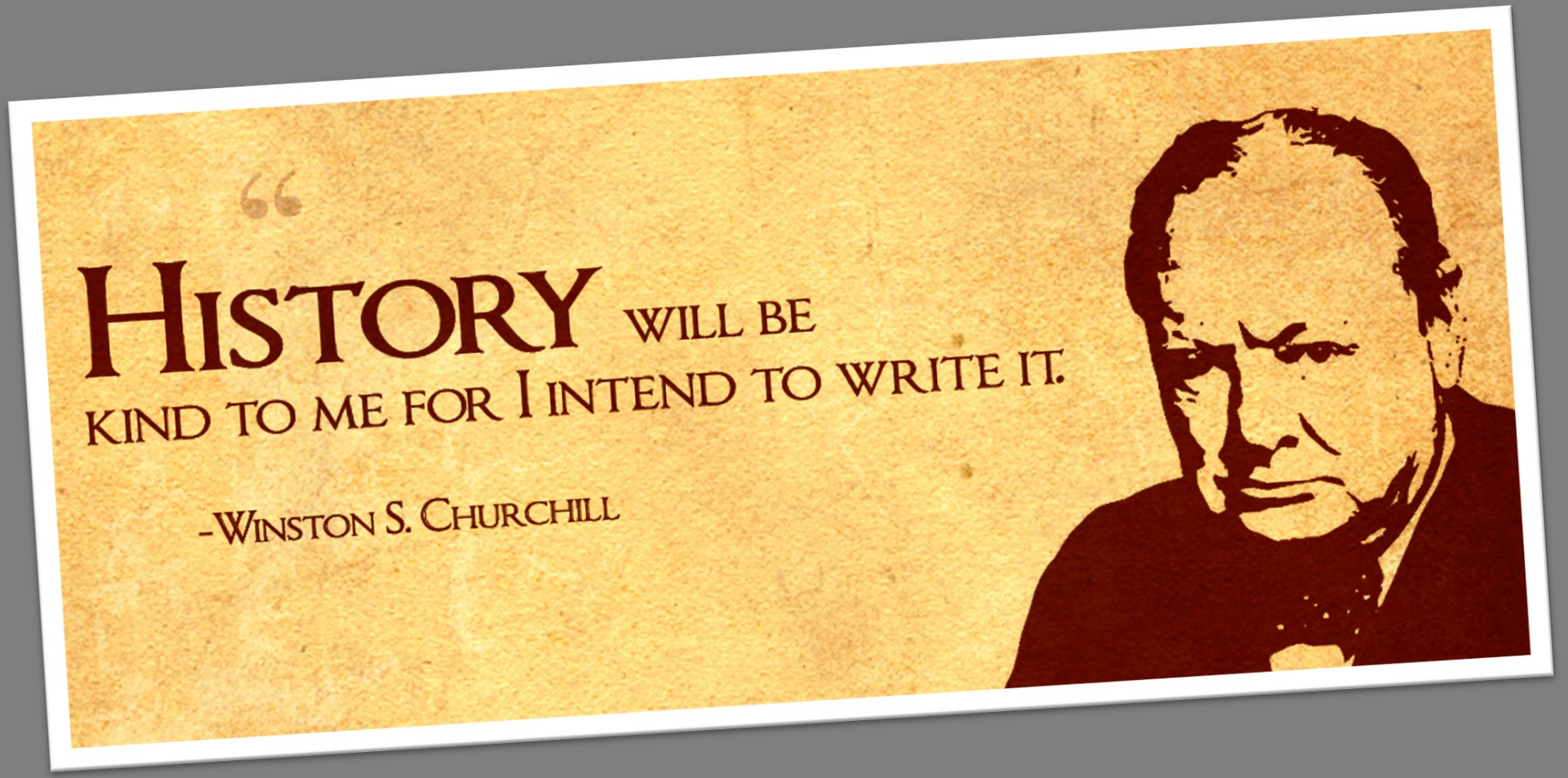
*Add an example of your own?*

**Reliable because...**

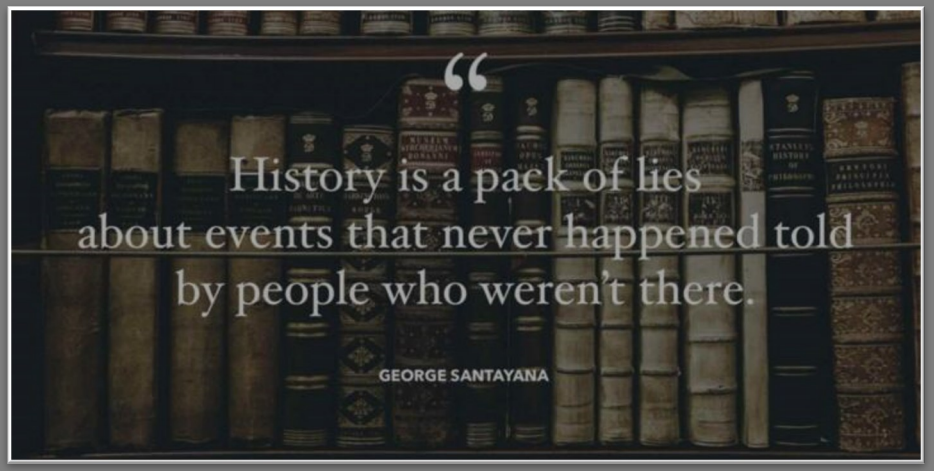
6 7 8 9 10

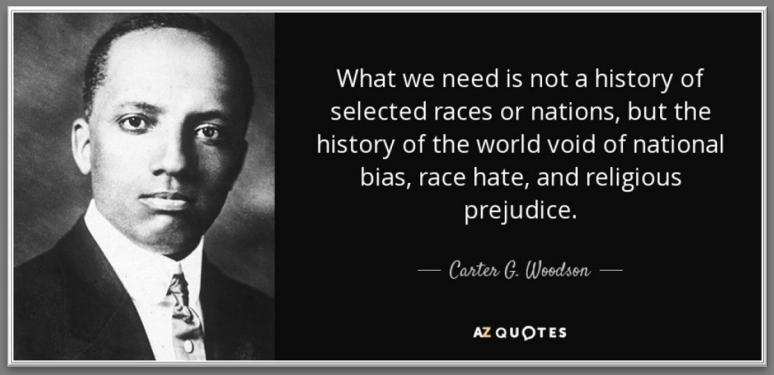
**Discuss ... can you think of an example when you have been biased or when you have experienced bias?**

# SIGNIFICANCE?



No history can be a faithful mirror. If it were, it would be as long and as dull as life itself. It must be a selection, and, being a selection, must inevitably be biased.
~ Author: T. E. Hulme



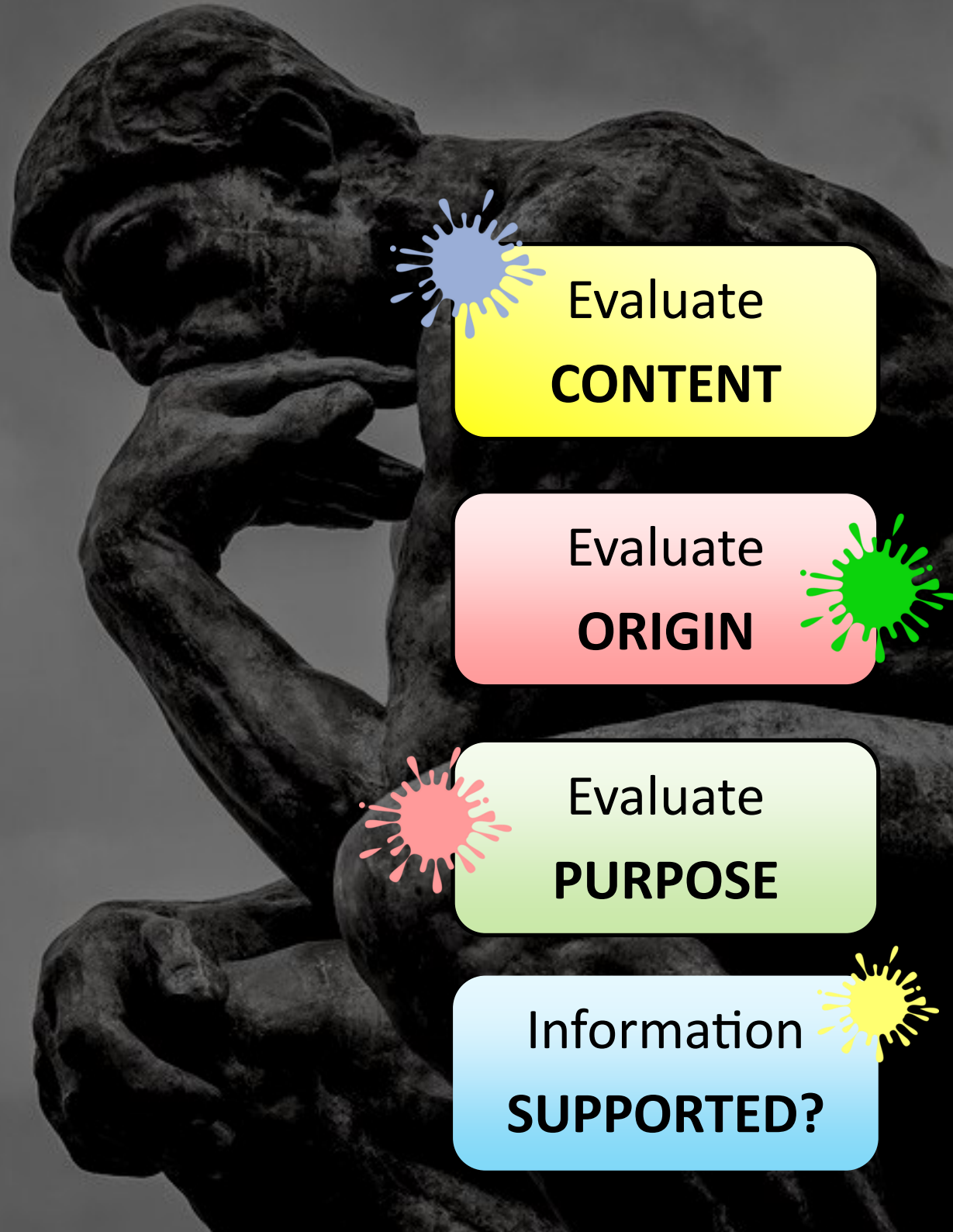




Even in times of war, you can see current events in their historical perspective, provided that your passion for the truth prevails over your bias in favor of your own nation.

Leo Szilard

PICTUREQUOTES.com

# How to Spot Bias Using the COPS Method



Evaluate **CONTENT**

Evaluate **ORIGIN**

Evaluate **PURPOSE**

Information **SUPPORTED?**

# Source Evaluation = ‘COPS’

**C ONTENT**

Study WHAT the source tells you.
Consider, language used + tone.

**O RIGIN**

Consider WHO created the source.
Also the WHERE + WHEN.

**P URPOSE**

Think about the WHY or motive.
The intended ‘audience’?

**S UPPORTED**

Check if the information
is CORROBORATED by other
sources and /or own knowledge.

# Evaluating the **CONTENT** of a source.

**The content is what is said ( e.g. speech) or written (e.g. diary) - there are indicators that can help us decide if information contains bias .**

## Bias indicators

**Uses strong language**

**Exaggerates**

**One sided**

**( all positive OR negative )**

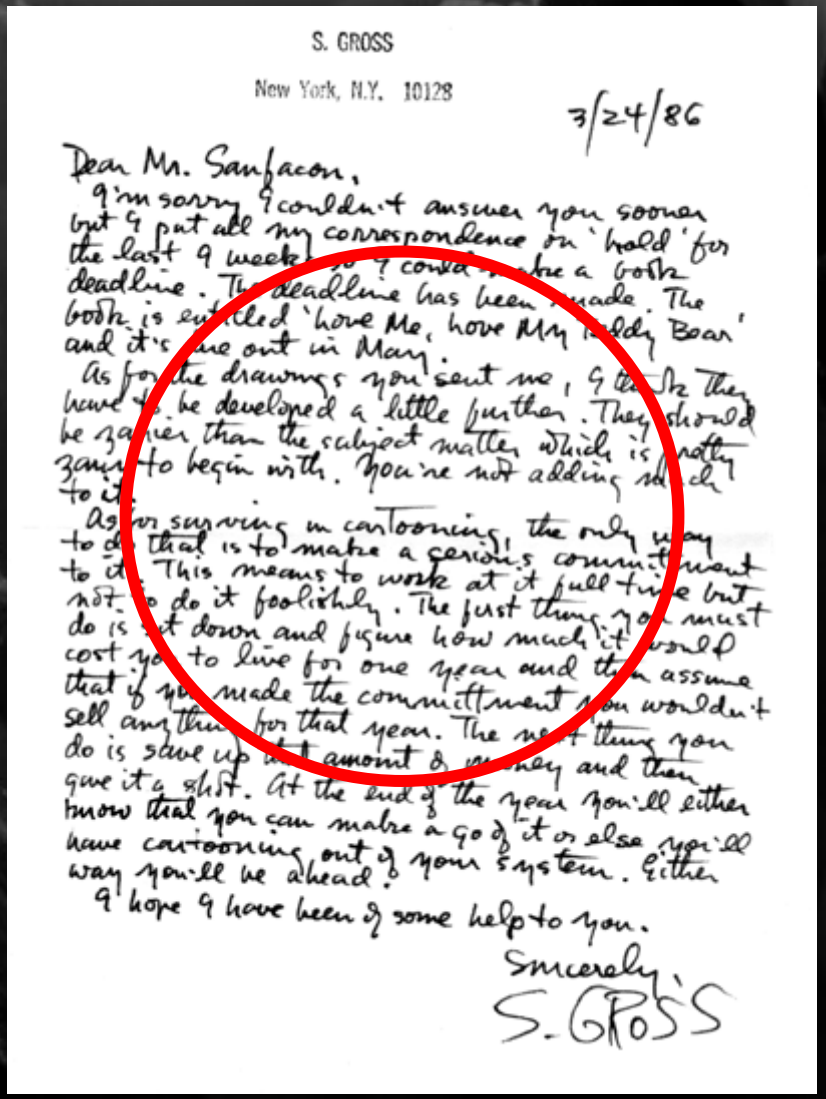
**Boasts**

**Emotional / confused**

**Attacks others / blames**

**Uses CAPITALS**

**Relies on opinions**



S. GROSS

New York, N.Y. 10128

3/24/86

Dear Mr. Sanfacon,

I'm sorry I couldn't answer you sooner but I put all my correspondence on 'hold' for the last 4 weeks as I was working on a book deadline. The deadline has been made. The book is entitled 'How Me, How My Teddy Bear' and it's due out in May.

As for the drawings you sent me, I think they have to be developed a little further. They should be zanier than the subject matter which is pretty zany to begin with. You're not adding much to it.

As for surviving in cartooning, the only way to do that is to make a serious commitment to it. This means to work at it full time but not to do it foolishly. The first thing you must do is sit down and figure how much it would cost you to live for one year and then assume that if you made the commitment you wouldn't sell anything for that year. The next thing you do is save up that amount of money and then give it a shot. At the end of the year you'll either know that you can make a go of it or else you'll have cartooning out of your system. Either way you'll be ahead.

I hope I have been of some help to you.

Sincerely,

S. GROSS

## Reliable indicators

**Uses softer language**

**Understates**

**Balanced**

**( gives positive + negative )**

**Modest**

**Calm and clear**

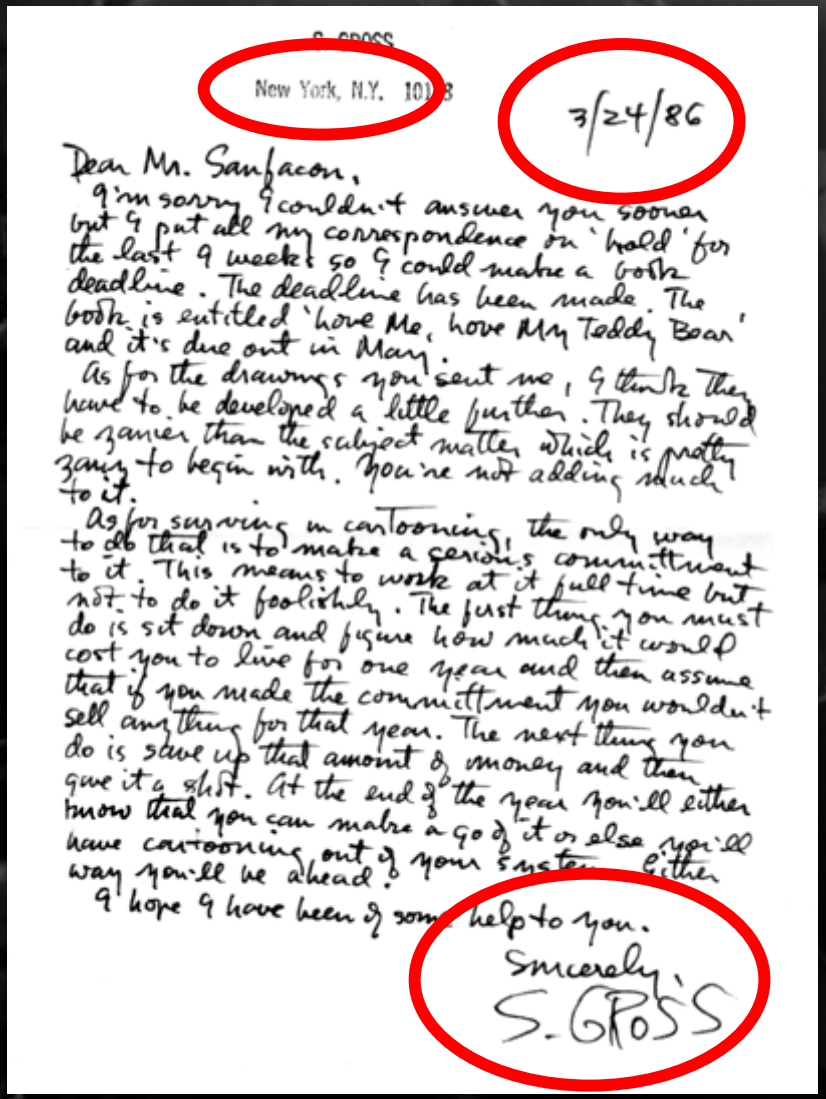
**Accepts responsibility**

**Thoughtfully written**

**Uses facts / evidence**

# Evaluating the **ORIGIN** of a source.

**The origins are the who, when and where of a source. Before studying the content, it is good practise to check who said or wrote it. Also consider the date and context.**



S. GROSS

New York, N.Y. 101[illegible]8

3/24/86

Dear Mr. Sanfacon,

I'm sorry I couldn't answer you sooner but I put all my correspondence on 'hold' for the last 9 weeks so I could make a book deadline. The deadline has been made. The book is entitled 'Love Me, Love My Teddy Bear' and it's due out in May.

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S. GROSS

**Consider the 'author' of the source. Do you know anything about this person already? Does he / she have a good reputation OR known for being deceitful and manipulative?**

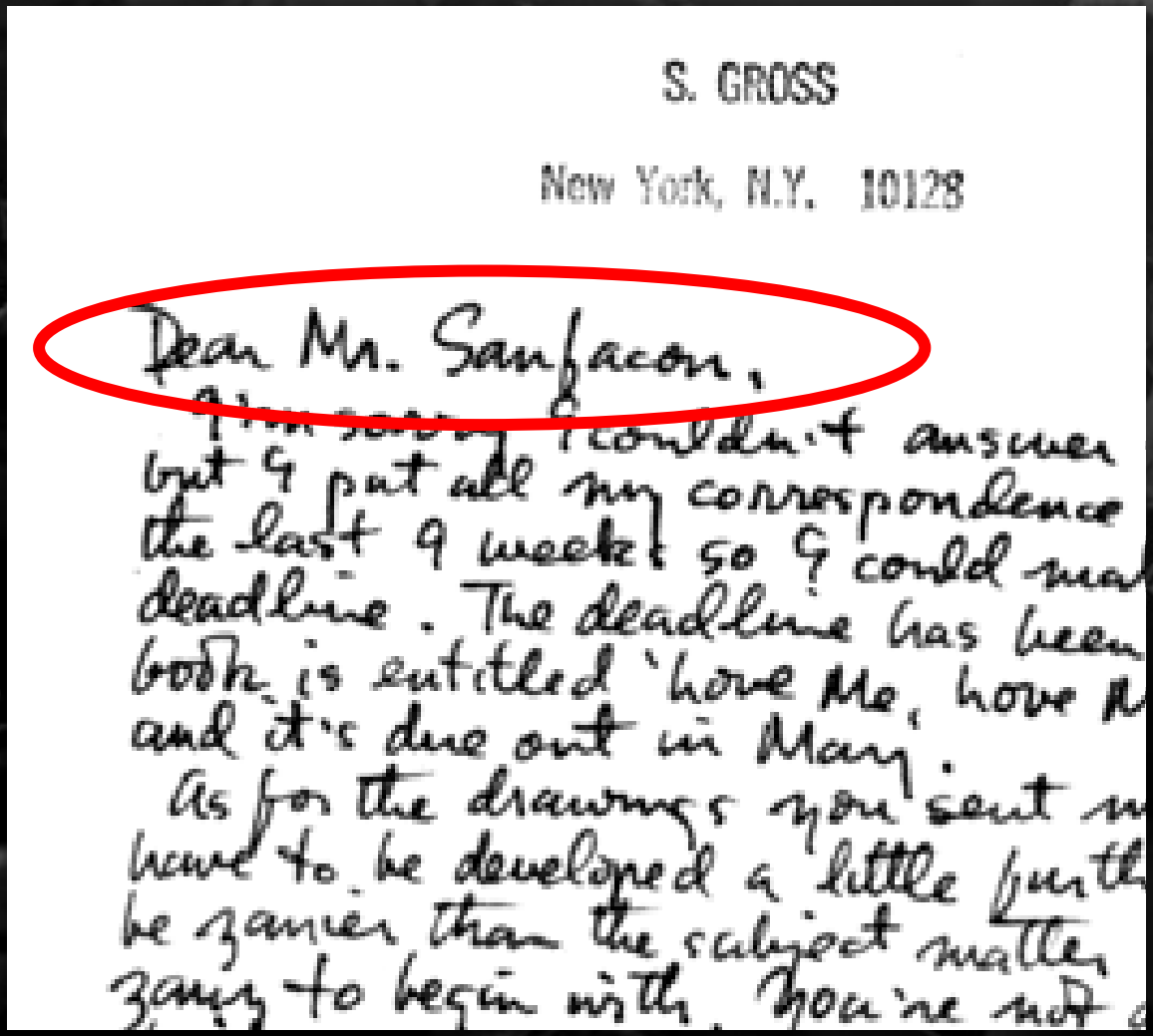
**Could the date impact the reliability of the information? To judge this think about the context - do you know anything more about the time it was recorded? Is it a primary or secondary source? ( Primary sources are NOT automatically more reliable than secondary sources )**

**What about the nationality, location gender of the author - could this influence the source reliability?**

**Is the author in a position to offer special insights?**

# Evaluating the **PURPOSE** of a source.

**The purpose is the reason or motive behind a source of information. Again consider context here but also think about the 'audience'. Who is the source aimed at?**



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As for the drawings you sent m have to be developed a little furth be zanier than the subject matter zany to begin with. You're not

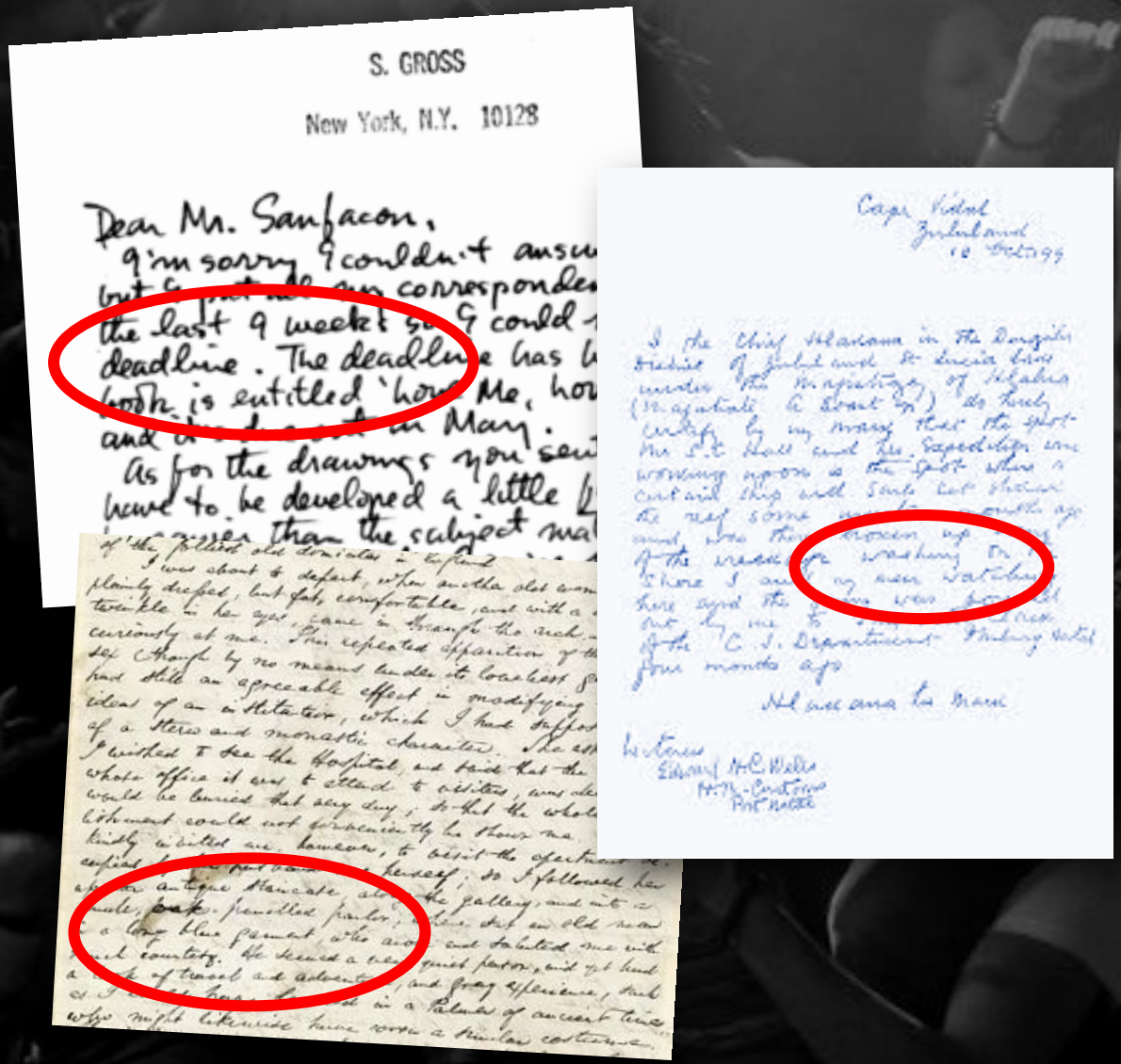
**Almost all sources of information are created with some kind of purpose or motive. And many historical sources are examples of propaganda.**

**Propaganda contains extreme bias and is designed to manipulate the way people think. This is also called brainwashing or indoctrination.**

**Be on the lookout for sources of propaganda in history classes, exams and real life. Adverts are a commercial propaganda.**

# Information **SUPPORTED** / corroborated?

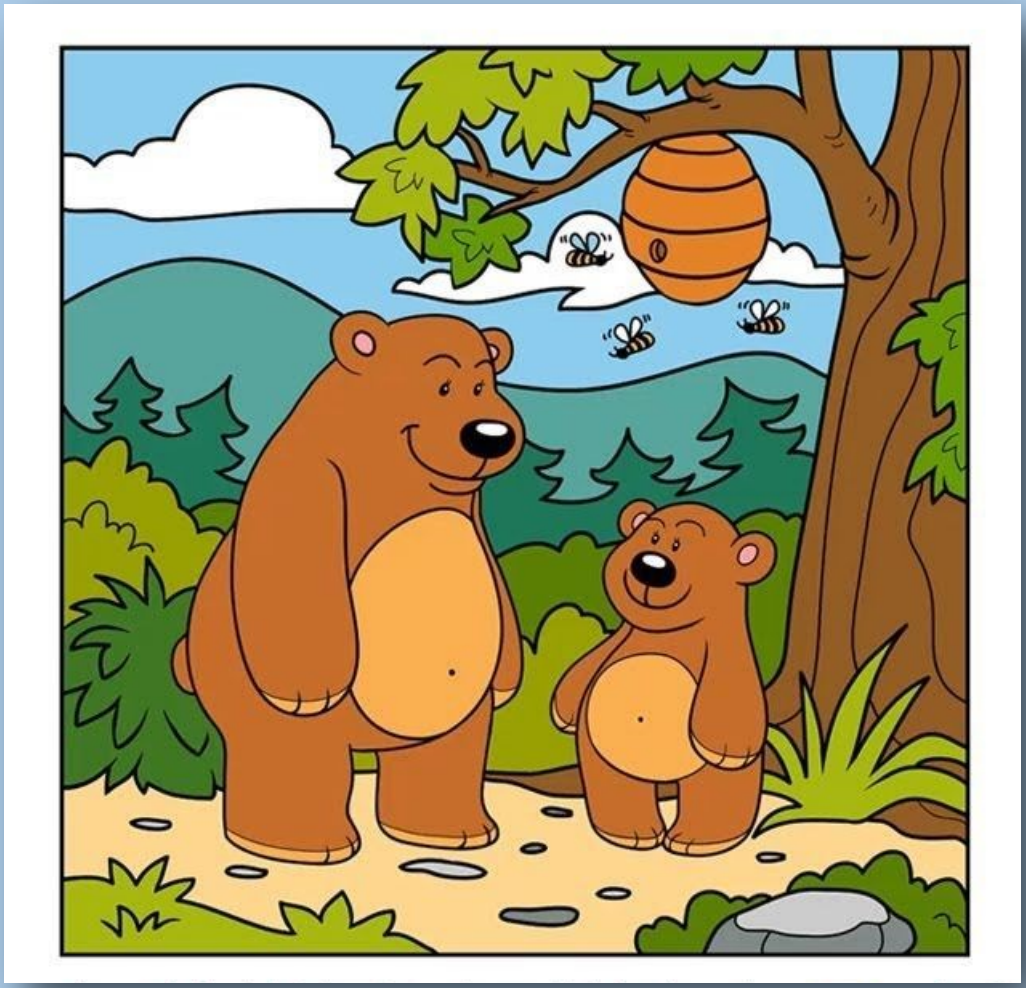
**Finally, when checking the reliability of information - it is very helpful to cross reference or triangulate the source. Is the information backed up anywhere else?**



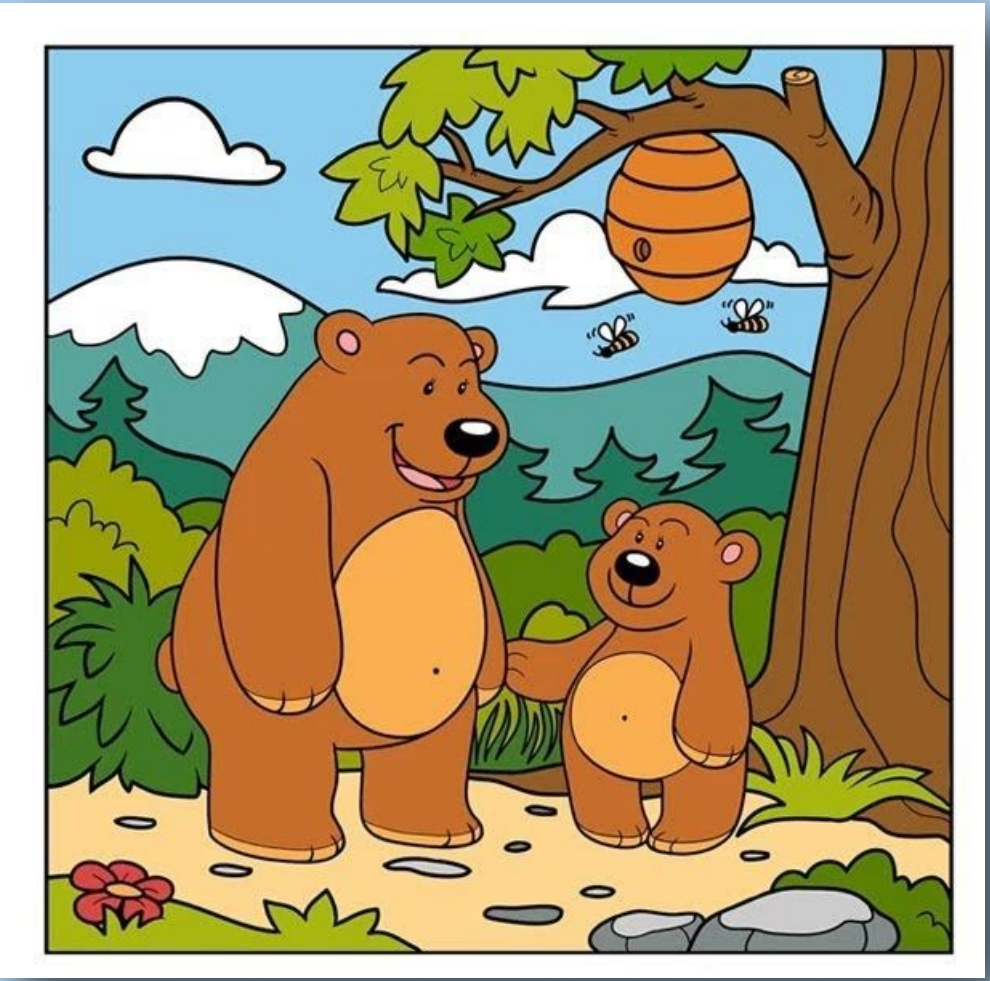

**Information that is supported or corroborated is more likely to be reliable. Check information against other sources of information.**

**Note - in 'real life' social media algorithms, send back the same types of information we have seen already. This is called an 'echo chamber.' This can create a dangerous information bubble where the same ( but wrong ) information is given to you. This explains why some people believe in conspiracy theories - e.g. the earth is flat or that Bill Gates has put microchips in vaccines!**

# SUPPORTED / CORROBORATED?



*5 things that ARE corroborated?*



*5 things NOT corroborated?*

# DONALD J. TRUMP SAVES THE DAY?

2 mins

**Mission -** to evaluate of source A using the COPS method .

- **Content** *What the source says*
- **Origin** *Who, when, where*
- **Purpose** *Why, motive, reason*
- **Supported** *Corroborated?*

**A**

'I always treated the Chinese virus very seriously, and I have done so since the very beginning, including my very early decision to close the "borders" from China - against the wishes of almost all. Many lives were saved. The Fake News narrative (story / description ) is disgraceful and false.'

**President Donald J. Trump tweet**
**March 18, 2020.**

**B**

The world has been staggered by the Americas disjointed (chaotic) response to covid-19, resulting in by far the highest case and death count globally. The die was cast by two awful policy decisions taken by the Trump administration.

**Essay extract by Drew Altman.**

**1. Is the CONTENT reliable?**
**( What the source says )**

The content is / not reliable ...

_____

_____

"Evidence" from the source?

_____

Strong / exaggerated OR Soft language?
One sided view OR more balanced?
Boasts OR more modest?
More emotional, opinion OR calm, facts?
Attacks, blames OR takes responsibility?

**2. Source ORIGIN reliable?**
**( Who , When, Where )**

The origin is / not reliable..

_____

_____

_____

_____

A good reason to trust the 'author' ?
A reason not to trust the 'author'?
Is when created ( context ) important?
Could national / regional bias be a factor?
Gender, race, political belief be a factor?

**3. Source PURPOSE reliable?**
**( Reason for = motive )**

The purpose is / not reliable..

_____

_____

_____

_____

Any special reason to lie?
Any reason to be truthful?
Consider intended recipients / audience
Context important ?
Possible propaganda?

**4. Source A SUPPORTED by B ?**
**( Corroborated )**

Content is / isn't corroborated ...

_____

_____

Compare "evidence" from A + B

_____

Recap the content of source A.
Is it corroborated by source B?
Does your knowledge corroborate A?

**Corroboration is a sign of reliability.**

**Source A Reliability** 1 = Very Unreliable 1 2 3 4 5 6 7 8 9 10 10 = Very Reliable

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