



## **February 2022 Blind Bias Survey**

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# Survey Overview

In February 2022, AllSides conducted a multi-partisan Blind Bias Survey to assess the political bias of five U.S. media outlets: **Newsweek**, **Washington Examiner**, **NPR (Online News)**, **Insider**, and **Newsmax**.

A total of 964 people across the political spectrum took the survey, including 103 respondents with a self-reported Left bias; 182 with a Lean Left bias; 306 with a Center bias; 289 with a Lean Right bias, and 84 with a Right bias.

Respondents self-reported party affiliation. 207 respondents were Democrats, 442 were Independents, 197 were Republicans, and 118 reported being “something else.”

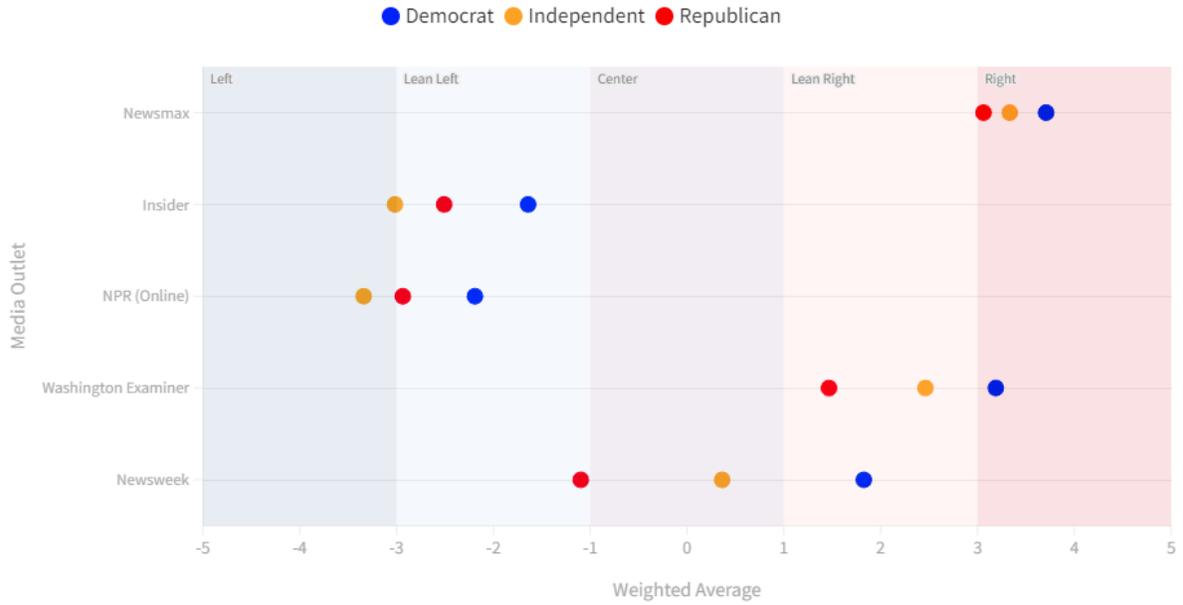
**Participants assessed written, online news content *only* — not video, radio, TV, or broadcast content.** The purpose of this Blind Bias Survey was to gather more data on news source bias and ensure that the AllSides Media Bias Ratings™ for the five news outlets reflect the average judgment of everyday people.

# Results and Conclusions

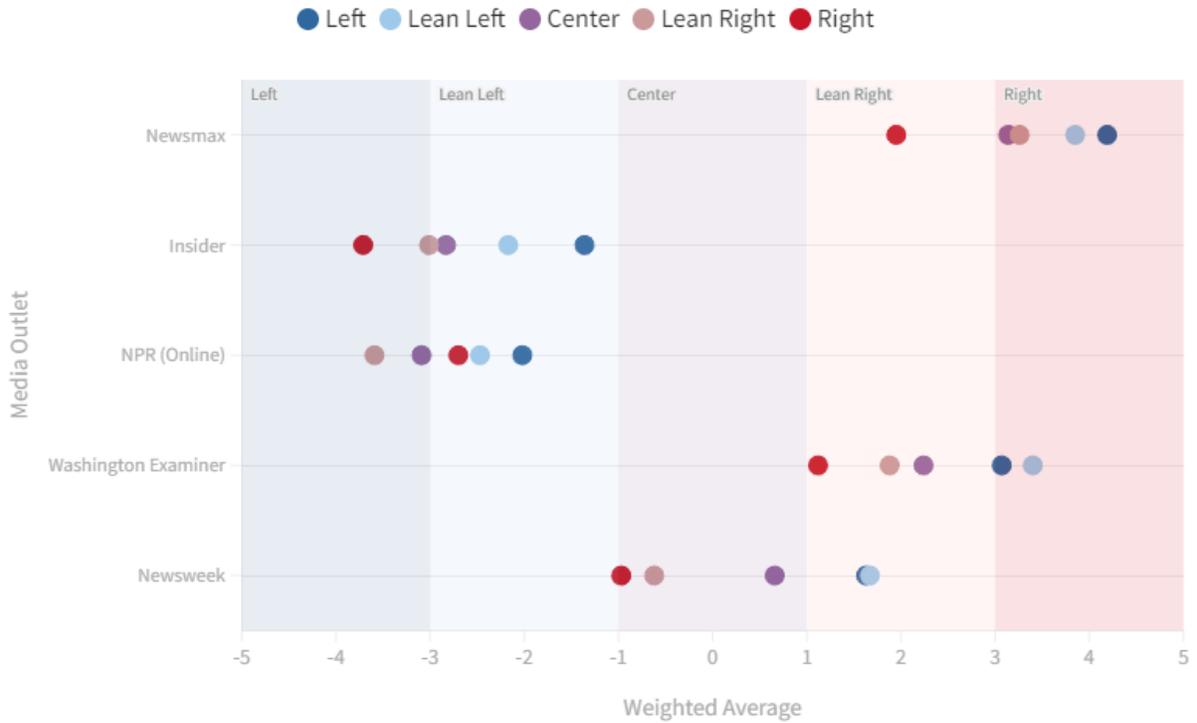
Upon calculating the weighted average for each outlet, AllSides determined the following:

<b>Outlet</b>	<b>Weighted Average</b>	<b>Blind Survey Result</b>	<b>Analysis</b>
Newsweek	0.47	<i>Center</i>	<i>Keep Center rating</i>
Washington Examiner	2.34	<i>Lean Right</i>	<i>Keep Lean Right rating</i>
NPR (Online)	-2.77	<i>Lean Left</i>	<i>Move rating from Center to Lean Left</i>
Insider	-2.62	<i>Lean Left</i>	<i>Move rating from Center to Lean Left</i>
Newsmax	3.28	<i>Right</i>	<i>Move rating from Lean Right to Right</i>

## Average Rating of Outlet by Respondent Political Affiliation



## Average Rating of Outlet by Bias of Respondent



## Changes to Bias Ratings Due to Survey Data and Subsequent Analysis

The February 2022 Blind Bias Survey results confirmed our ratings for **Newsweek** and **Washington Examiner** (Center and Lean Right, respectively).

On average, respondents rated **NPR (Online News)** and **Insider** as Lean Left, which differed from our Center ratings for each. This triggered an independent review for both outlets; AllSides decided to move both outlets from Center to Lean Left. **Newsmax** was on average rated as Right, which also triggered an independent review that subsequently resulted in AllSides moving its final bias rating from Lean Right to Right.

## Survey Results

### Newsweek

On average, respondents rated Newsweek as Center, confirming AllSides' current rating.



A total of 673 people from across the political spectrum – people who identified as Left, Lean Left, Center, Lean Right, or Right – rated the bias of Newsweek. The weighted average was **0.47**, which is on the right side of center but still in the Center category. The middle 50% of responses lied between -2.78 and 4.13 – an interquartile range of 6.91.

When normalized, 35% of respondents rated Newsweek as left of center and 50% rated Newsweek as right of center. *The breakdown of results by percentage is as follows:*

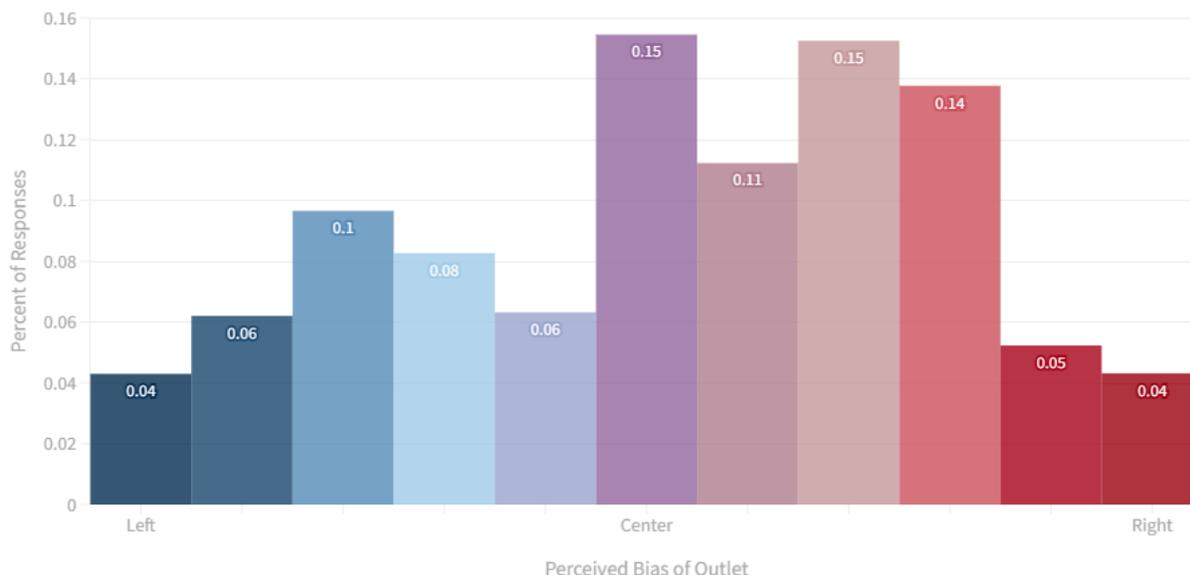
Left					Center					Right
4.3%	6.2%	9.7%	8.3%	6.3%	15.5%	11.2%	15.2%	13.8%	5.2%	4.3%

*Weighted averages by Respondent Bias and Respondent Party Identification:*

Left	Lean Left	Center	Lean Right	Right	Dem.	Ind.	Rep.
1.63	1.67	0.66	-0.62	-0.97	1.83	0.36	-1.10

## What's the Bias of Newsweek?

673 respondents rated the bias on an 11-point scale from Left to Right.



Source: AllSides February 2022 Blind Bias Survey  
Data are normalized; equal weight is given to each bias category.

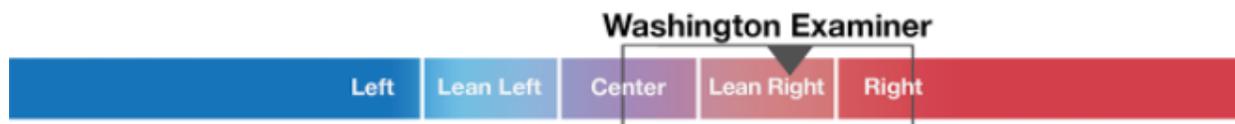


On average, people who self-report as having a Left or Lean Left bias perceived Newsweek as Lean Right, people in the Center perceived Newsweek as Center, and people on the right (Lean Right, Right) perceived Newsweek as Center, though on the left side of center.

A partisan gap is seen when looking at results by respondent political party identification: Democrats perceived Newsweek as Lean Right while Republicans perceived Newsweek as Lean Left, on average. Independents viewed the outlet as Center.

### Washington Examiner

On average, respondents rated the Washington Examiner as Lean Right, confirming AllSides' current rating.



A total of 627 people from across the political spectrum rated the bias of Washington Examiner. The weighted average was **2.34**, which is in the Lean Right category. The middle 50% of responses lied between -0.10 and 4.13 – an interquartile range of 4.23.

When normalized, 15% of respondents rated Washington Examiner as left of center and 66% rated Washington Examiner as right of center. *The breakdown of results by percentage is as follows:*

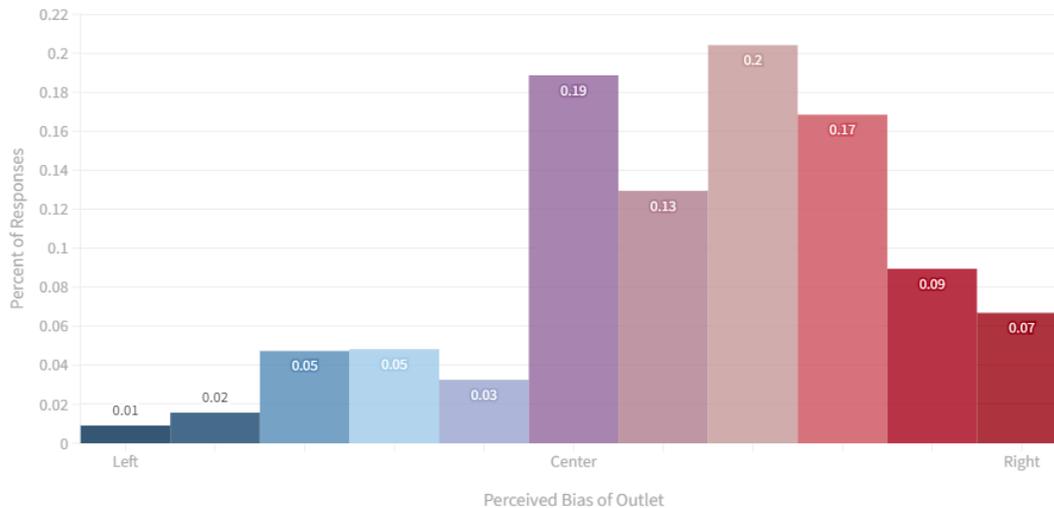
<b>Left</b>					<b>Center</b>					<b>Right</b>
0.9%	1.6%	4.7%	4.8%	3.3%	18.9%	12.9%	20.4%	16.8%	8.9%	6.7%

*Weighted averages by Respondent Bias and Respondent Party Identification:*

Left	Lean Left	Center	Lean Right	Right	Dem.	Ind.	Rep.
3.07	3.40	2.24	1.88	1.12	3.19	2.46	1.47

### What's the Bias of Washington Examiner?

*627 respondents rated the bias on an 11-point scale from Left to Right.*



Source: [AllSides February 2022 Blind Bias Survey](#)  
Data is normalized; equal weight is given to each bias category.

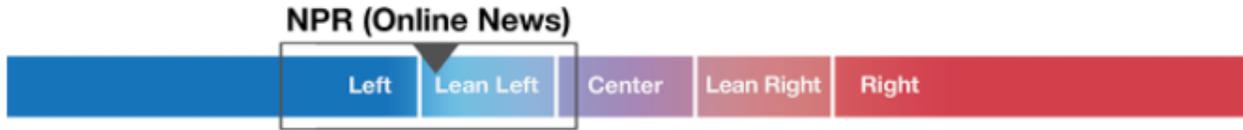


On average, people in all bias categories perceived the Washington Examiner as right of center. People on the left (Left, Lean Left), on average, perceived the Washington Examiner as Right, while people in the Center and on the right (Right, Lean Right) perceived the outlet as Lean Right.

Democrats were also more likely than Independents and Republicans to perceive the Washington Examiner as Right.

## NPR (Online News)

On average, respondents rated NPR (Online News) as Lean Left, contrary to AllSides' rating of Center at the time.



A total of 600 people from across the political spectrum rated the bias of NPR (Online News). The weighted average was **-2.77**, which is in the Lean Left category, and close to Left. The middle 50% of responses lied between -5.03 and -0.71 – an interquartile range of 4.32.

When normalized, 71% of respondents rated NPR as left of center and 9% rated NPR as right of center. *The breakdown of results by percentage is as follows:*

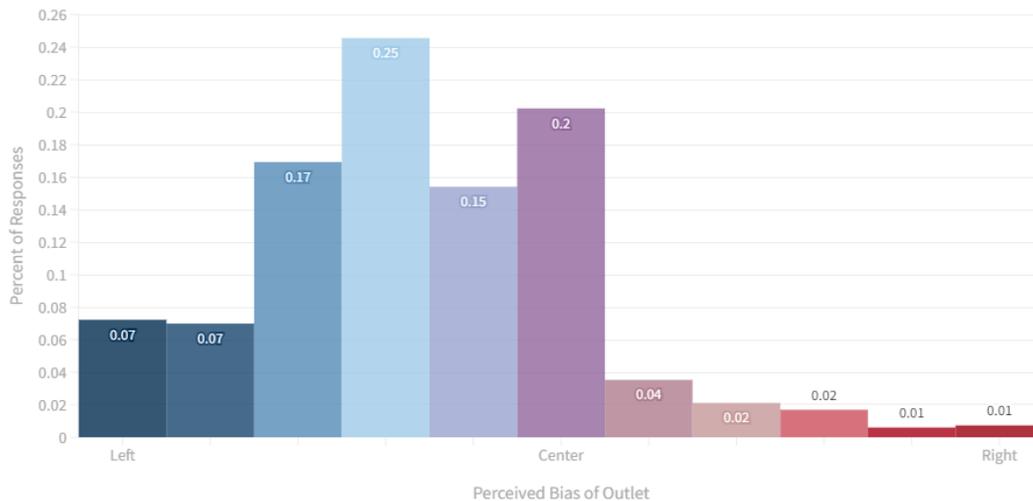
Left					Center					Right
7.2%	7.0%	16.9%	24.6%	15.4%	20.2%	3.5%	2.1%	1.7%	0.6%	0.7%

*Weighted averages by Respondent Bias and Respondent Party Identification:*

Left	Lean Left	Center	Lean Right	Right	Dem.	Ind.	Rep.
-2.02	-2.47	-3.09	-3.59	-2.70	-2.19	-3.34	-2.93

## What's the Bias of NPR (Online News)?

600 respondents rated the bias on an 11-point scale from Left to Right.



Source: AllSides February 2022 Blind Bias Survey  
Data is normalized; equal weight is given to each bias category.

On average, respondents who self-reported as being Left, Lean Left, or Right rated NPR (Online News) as Lean Left. Respondents in the Center and Lean Right, on average, rated the outlet as Left.

Democrats and Republicans, on average, rated NPR (Online News) as Lean Left. Independents rated NPR as Left.

### Insider

On average, respondents rated Insider as Lean Left, contrary to AllSides' rating of Center at the time.



A total of 571 people from across the political spectrum rated the bias of Insider. The weighted average was **-2.62**, which is in the Lean Left category, and close to Left. The middle 50% of responses lied between -5.56 and -1.40 – an interquartile range of 4.16.

When normalized, 67% of respondents rated Insider as left of center and 11% rated Insider as right of center. *The breakdown of results by percentage is as follows:*

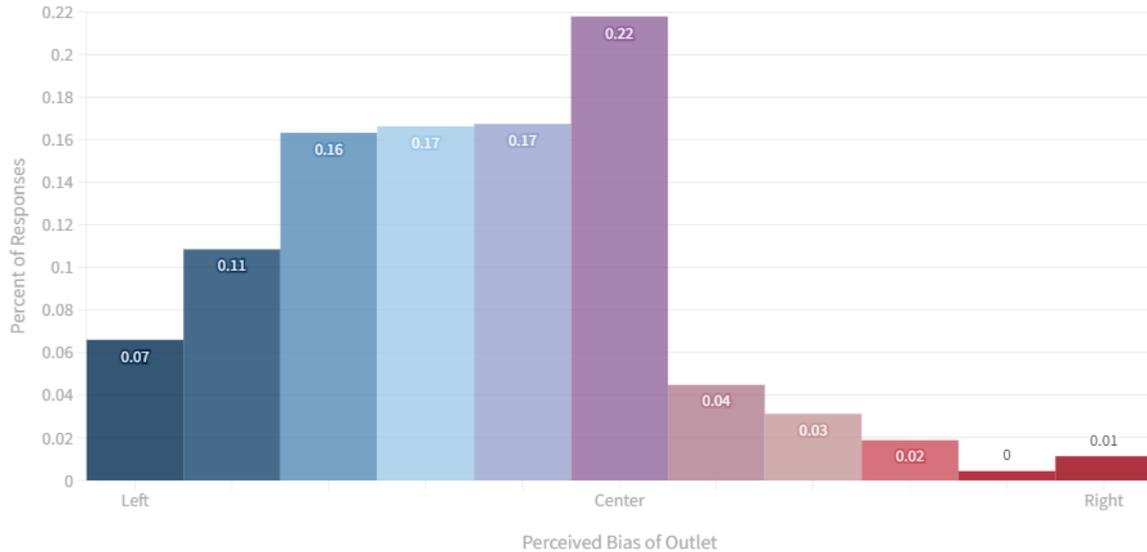
Left					Center					Right
6.6%	10.8%	16.3%	16.6%	16.7%	21.8%	4.5%	3.1%	1.9%	0.4%	1.1%

*Weighted averages by Respondent Bias and Respondent Party Identification:*

Left	Lean Left	Center	Lean Right	Right	Dem.	Ind.	Rep.
-1.36	-2.17	-2.83	-3.01	-3.71	-1.64	-3.02	-2.51

## What's the Bias of Insider?

571 respondents rated the bias on an 11-point scale from Left to Right.



Source: AllSides February 2022 Blind Bias Survey.  
Data is normalized; equal weight is given to each bias category.



There was a wide range of results when breaking down by respondent bias. On average, people who are on the left (Left, Lean Left) and self-report as Center rated Insider as Lean Left, and people on the right (Right, Lean Right) rated the outlet as Left.

Democrats and Republicans, on average, rated Insider as Lean Left. Independents rated Insider as Left, barely.

### Newsmax

On average, respondents rated Newsmax as Right, contrary to AllSides' rating of Lean Right at the time.



A total of 558 people from across the political spectrum rated the bias of Newsmax. The weighted average was **3.28**, which is in the Right category, and close to Lean Right. The middle 50% of responses lied between 1.45 and 4.47 – an interquartile range of 3.02.

When normalized, 67% of respondents rated Newsmax as left of center and 11% rated Newsmax as right of center. *The breakdown of results by percentage is as follows:*

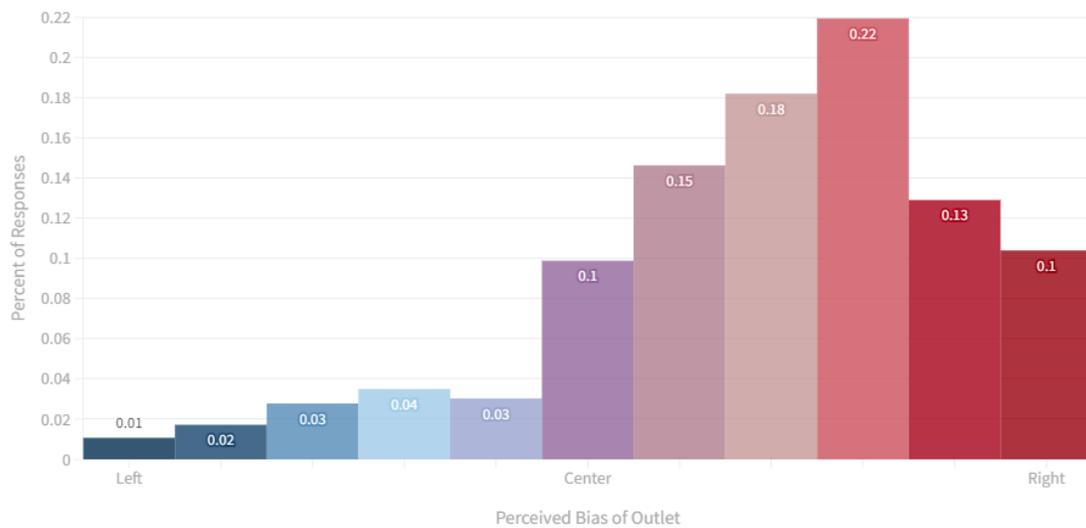
<b>Left</b>					<b>Center</b>					<b>Right</b>
1.1%	1.7%	2.8%	3.5%	3.0%	9.9%	14.6%	18.2%	21.9%	12.9%	10.4%

*Weighted averages by Respondent Bias and Respondent Party Identification:*

Left	Lean Left	Center	Lean Right	Right	Dem.	Ind.	Rep.
4.19	3.85	3.14	3.26	1.95	3.71	3.33	3.06

### What's the Bias of Newsmax?

*558 respondents rated the bias on an 11-point scale from Left to Right.*



Source: AllSides February 2022 Blind Bias Survey.  
Data is normalized; equal weight is given to each bias category.



On average, respondents who self-report being Left, Lean Left, Center, and Lean Right all rated Newsmax as Right. Respondents who are Right rated Newsmax as Lean Right, on average.

Democrats, Independents, and Republicans all rated Newsmax as Right, on average.

## Notes and Limitations

AllSides has conducted Blind Bias Surveys differently in the past; for example, asking participants to rate only headlines for bias. Our process continues to evolve and is subject to change as we continually improve how to evaluate media outlets for bias.

Because the Blind Bias Survey was distributed online, we had to be mindful of participants' time and ensure the survey was not too long. This means respondents only saw a few pieces of content from each outlet over a few days. Bias may be better determined by looking at more articles and headlines from an outlet over a longer period of time; however, making the survey longer would have meant a drop-off in completion rates.

We acknowledge that users could have possibly found ways to “cheat” while taking the survey. Although we trust that the vast majority of respondents completed the survey in good faith and with the intention of contributing to meaningful research, we take many precautions against cheating or gaming the system. These protective measures include but are not limited to using other methods in addition to this one to determine a bias rating.

## Methodology

Content added to the survey was stripped of any clear indications of brand, source, author, etc. No logos, reporter names, photos, media outlet mentions, or other signals of where the content originated from were included. This ensured that the reader was completely “blind” to the content's origins.

### Anchor Outlets

AllSides chose three articles covering the same topic from three “anchor” outlets — [Breitbart \(Right Bias\)](#), [Voice of America \(Center Bias\)](#), and [CNN \(Left Bias\)](#) — which were presented at the beginning of the Blind Bias Survey. AllSides chose content from these outlets because we are very confident in their bias ratings.

Because bias is subjective, the inclusion of content from “anchor outlets” was meant to “anchor” participants to a general idea about the range of bias that appears in media from left to right, and to provide them with a baseline. Because bias is subjective and contextual, providing anchor outlets helps readers to get a sense of the landscape before rating other sources.

AllSides acknowledges that this system is not bulletproof, as bias is still ultimately subjective and there may be people who disagree with the ratings of the anchor outlets. Still, AllSides is confident that these outlets are good representations of Center, Left, and Right political bias in the U.S.

## Selecting Content to Measure Bias

Survey participants assessed 12 pieces of content from each source. AllSides selected content in two ways: 1.) collecting *the top 5 headlines most prominently displayed on the website on two different days*, and 2.) collecting *one article each of the top stories the outlet most prominently displayed around two major national news stories, on two different days*.

### Selecting Top Headlines

AllSides collected the top five headlines on each outlet's homepage on two different days.

AllSides pulled headlines from each outlet on two separate occasions. The first pull was done at 2:45pm ET on January 20, 2022; the second was done at 1:00pm ET on January 21, 2022.

### Selecting Coverage of Major Ongoing Stories

AllSides also took into account how each outlet displayed bias in its coverage of two major, ongoing news stories: **270 Doctors Sign Letter to Spotify Asking Company to Stop Joe Rogan's "False Claims" About COVID-19**, and **Spotify Removes Neil Young's Music After Artist Protests Joe Rogan's Presence on Platform**.

Top headlines were both pulled at 1:30pm ET on February 1, 2022.

In addition to the headline, AllSides included the first approximately 150 words of each article in the survey for respondents to evaluate for bias.

### Minimizing Subjectivity

Each media outlet formats its homepage differently, and determining which stories are "most prominently" displayed is somewhat subjective. In order to determine prominence of a story on a homepage, AllSides took into consideration **photo size, headline font size, and whether or not the story was in the center of the display screen**. Stories that had very large headline fonts and photos and were displayed in the middle or at the top of the page were considered to be "most prominent."

Top headlines were selected either because they were ***the five most prominent stories on the outlet's homepage at the selected time***, or ***the five top stories specifically labeled in an outlet's "Top Stories" section at the selected time***.

The content pulled to reflect coverage of major ongoing stories was ***the most prominent story an outlet displayed on the chosen topic at the selected time.***

AllSides retained screenshots of each site's homepage on the days and times the content was pulled; anyone interested in obtaining them can [contact us](#).

## Understanding the Personal Political Bias of Those Who Formatted and Participated in the Survey

Content was gathered by two AllSides team members, one with a Lean Left bias and one with a Lean Right bias. Having people with different political biases pull the content provided a check and ensured it was conducted in a fair manner.

Each survey respondent was asked to self-determine their bias using the [AllSides Rate Your Bias tool](#) and report their results in the survey. Exactly 103 respondents self-reported a Left bias; 182 reported a Lean Left bias; 306 reported a Center bias; 289 reported a Lean Right bias, and 84 reported a Right bias.

Note that when examining the results, each group was viewed independently and then the data was normalized. In other words, in normalization, the overall results of all participants with a Left bias were given the same weight as the results from those with a Right bias (which may have had fewer participants overall) and from those with a Center bias (which may have had more participants overall). Each group had an equal impact on the survey results.

Using the tool, participants self-rate their bias on social issues, economic issues, foreign policy, the environment, healthcare, education, social security, and welfare. Users are asked to say whether they believe their views are Left, Lean Left, Center, Lean Right, or Right on these issues. They are also asked to rate the importance of these issues to them personally, in order for AllSides to generate an overall bias rating for the individual.

The Rate Your Bias tool does not purport to be definitive, and AllSides acknowledges that political thought is complex and does not fit neatly into the five categories provided.

When people use this tool, they are able to provide an indication of *where they perceive their own views to fall on the political spectrum*. Because bias is "in the eye of the beholder," many people approach news articles with their own bias in mind. For example, someone who believes themselves to be Lean Left on many issues likely filters news articles through the lens of that bias. For this reason, while not perfect nor "accurate," the self-rated bias of AllSides team members and survey participants is a key aspect of our Blind Bias Survey and overall rating system, because it helps us to identify media bias as Americans perceive it.

In a separate question, respondents were asked to identify their political party identification, if they had any. There were four responses allowed in the Blind Bias Survey: Democrat,

Independent, Republican, and “something else”. Exactly 207 respondents identified as Democrats, 442 as Independents, 197 as Republicans, and 118 as “something else.”

## Distribution

Responses were collected between February 10 – February 19, 2022. Of the 964 total respondents, 674 were recruited through an AllSides email campaign and 290 were recruited through the homepage on AllSides’ website.

## How the Survey Was Formatted

Participants were asked to disclose their age, gender, [Rate Your Bias](#) result, political party identification, state or country of residence, how often they read the news, and whether or not they live in a rural, urban or suburban area.

Respondents were then presented with seven pages of survey content (a given media outlet’s content would be displayed on a single page) and were asked to give an overall bias rating for the content.

For each outlet, including anchor outlets, respondents were instructed to rate on an 11-point Likert scale where they believe the bias of the outlet is, based on the content provided.



Before rating content on the Likert scale, respondents were instructed as to the following:

*After reading the content carefully, please indicate on the scale what you believe the political bias of the outlet is. Further away from the center indicates more bias to the left or right, with the furthest points on the scale being the farthest left and right.*

One Likert scale (as shown above) was deployed for each outlet analyzed; the point furthest to the left was labeled “Left”, the point furthest right was labeled “Right”, and the point in the center was labeled “Center”. No instructions were given on how to rate an outlet other than those given in italics identified in the preceding paragraph.

## Data Analysis

AllSides analyzed how people rated outlets in the Blind Bias Survey based on their self-reported bias rating (Left, Lean Left, Center, Lean Right, Right) and political party identification (Democrat, Independent, Republican).

AllSides independently analyzed the responses from each bias group, then calculated an average using an 11-point numeric scale for each bias category. We then calculated an overall arithmetic average, taking an average of responses from all bias groups together, to create an overall weighted average.

Calculating the arithmetic average and overall weighted average was appropriate for analysis given the number of points on the Likert scale, and the fact that three points on the scale were labeled to provide a more interval-like measure of response options.

The weighted average was converted from an 11-point numeric scale to a 19-point numeric scale. The 19-point numeric scale for reporting ranges is from -9 to +9, with 0 in the middle. The purpose of using both positive and negative integers is to allow readers to clearly identify which outlet's rating came out as left of center (denoted as a negative number) and right of center (denoted as a positive number). The bias categories are defined as follows:

**Left:** -9.00 to -3.00

**Lean Left:** -2.99 to -1.00

**Center:** -0.99 to +0.99

**Lean Right:** +1.00 to +2.99

**Right:** +3.00 to +9.00

Data normalization was also conducted on the five bias categories to apply equal weight to each. This is for the purpose of 1.) creating a histogram of results, 2.) assigning qualitative metrics (e.g. AllSides' 5-point Left-Right scale), and 3.) defining what percentage of respondents selected each point on the 11-point Likert scale.

For data presentation, a box plot is created to represent the **interquartile range**, or the middle 50% of responses. The larger the interquartile range, the more spread out responses are, on average.

## About AllSides Media Bias Ratings™

AllSides provides over [800 media bias ratings](#) of online media outlets, writers, think tanks, and other sources. We assign each source a bias rating on a 5-point scale: [Left](#), [Lean Left](#), [Center](#), [Lean Right](#), and [Right](#).



The AllSides **patented bias detection and display technology** drives what is arguably the world's most effective and up-to-date bias detection engine. It's powered by a combination of wisdom-of-the-crowd technology and statistical research and methodologies.

Our bias rating system utilizes multiple methodologies for assessing media bias, and combines them for the best possible results. On [our website](#), we list which methods we used to arrive at the bias rating for any given source. Blind Bias Surveys are our most robust methodology; we also employ [Editorial Reviews](#), independent reviews, and third party data. [Learn about these other methods for rating bias at AllSides.com](#).

Our bias ratings are fluid and are subject to change over time as the bias of a source changes or as we acquire new information.

## Subjectivity of Bias Ratings

The AllSides patented media bias rating system reflects the average judgment of the American people. It is not “accurate” – bias is subjective and “in the eye of the beholder,” so there is no strictly accurate measurement of political bias. What is considered a left-wing view to someone on the right may seem like a centrist view to someone on the left, and vice versa.

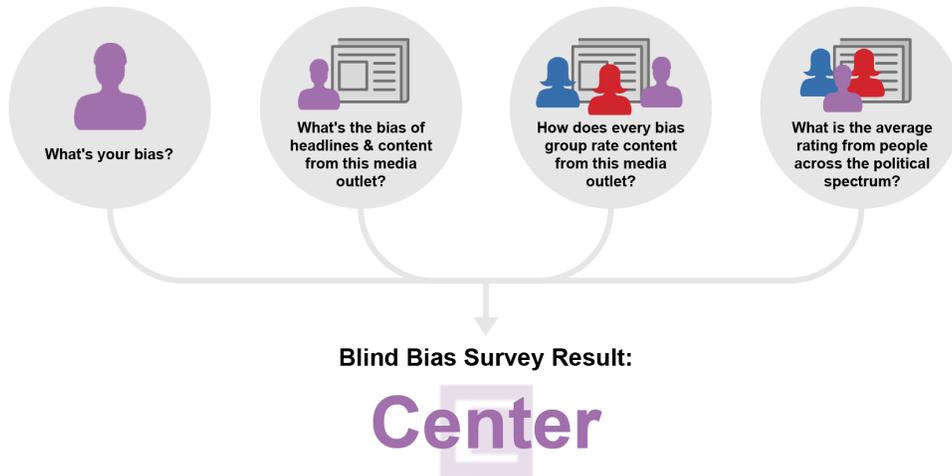
AllSides recognizes that a five-point bias rating scale (Left, Lean Left, Center, Lean Right, Right) cannot capture the multitude of nuance that makes up the landscape of political thought. Far from seeking perfection, our ratings simply serve as a “map” of bias that helps readers to get a general idea of where a media outlet may fall in the modern political landscape, thus helping them to understand which perspectives may be represented or omitted in reading that particular news outlet. Our bias ratings are intended to reflect the average judgment of the American people, who have various views and hail from all points on the political bias spectrum.

## About AllSides Blind Bias Surveys

During an AllSides Blind Bias Survey, participants are asked to rate the bias of online news content “blindly” — with all branding and identifying information removed. This provides a robust bias evaluation because it eliminates respondents’ preconceived notions of that brand’s bias — they assess content *only*. This method is at the core of the patented AllSides Bias Rating™ methodology.

## AllSides Blind Bias Surveys

HOW IT WORKS



### How AllSides Chose Which Sources to Evaluate

AllSides chose outlets analyzed to assess based on multiple factors, including one or a combination of the following:

**Community feedback from readers.** Visitors to the AllSides website are invited to indicate whether they agree or disagree with our media bias ratings. Community feedback does not determine AllSides Media Bias Ratings™, but can trigger a deeper review. Some outlets may be chosen because a significant portion of readers indicated they disagreed with our bias rating for that outlet.

**Traffic to the source page from search engines.** AllSides uses Google Analytics to determine which source pages receive the most traffic from search engines.

**Existing data.** AllSides took into consideration whether or not the outlet had been recently subject to other AllSides media bias rating methodologies, such as past Blind Bias Surveys, Editorial Reviews, independent reviews, or third party data.