



Shaping The Narrative: What Biased Outlets Focus On Most in News Coverage

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Overview

In April of 2025, AllSides conducted a large-scale analysis of topics that appear in news media outlets across the political spectrum. This analysis examined which issues are most frequently reported, revealing potential [story choice bias](#)—a form of media bias that occurs when media outlets choose to cover stories that align with their political ideology. In doing so, we can gain a deeper understanding of the overall bias in coverage across various media outlets.

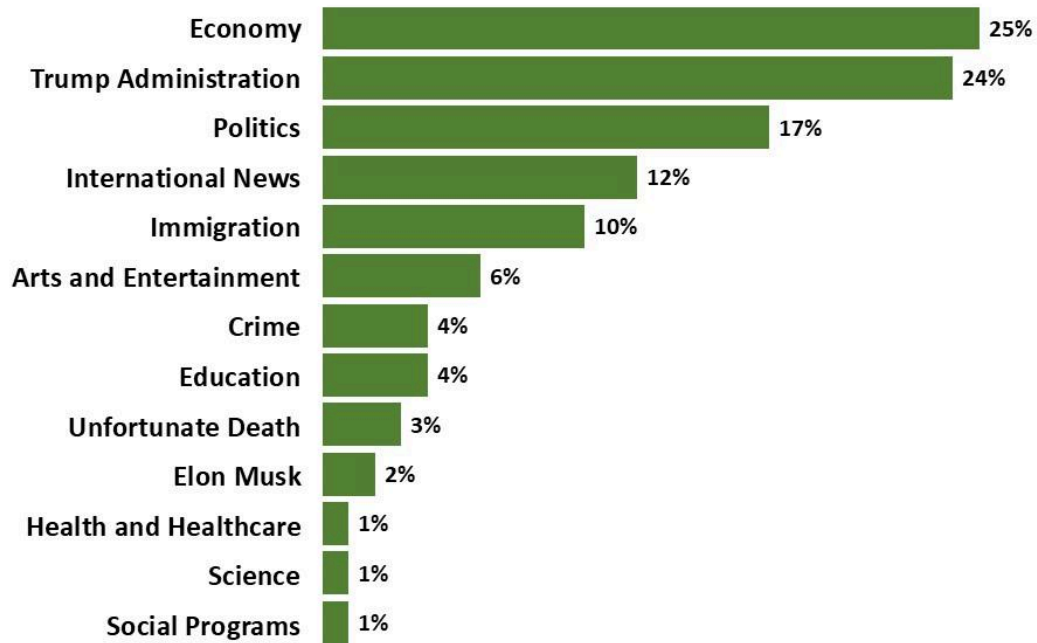
Key Takeaways

- **Outlets on the Left and Lean Left covered *Immigration* more than outlets on the Center, Right and Lean Right.**
- **Outlets on the Left and Lean Left reported on the *Trump Administration* more than outlets on the Center, Right, and Lean Right.**
 - *Left outlets, on average, reported on the Trump Administration more than Lean Left outlets*
 - *Right outlets, on average, reported more on the Trump Administration than Lean Right outlets*
 - *Center outlets reported on the Trump Administration the least out of all political biases*
- ***Economy* was the most discussed topic across the data collection period, with the *Trump Administration* falling just behind in a close second place.**
- ***Abortion*, despite being one of the most salient discussion topics during the 2024 presidential election cycle, has shown a sharp decline in coverage across all media outlets – appearing only once during the data collection period.**

AllSides evaluated 16 news media outlets over a 14-day period from April 9 – 22, 2025. The top 10 articles on each outlets' homepage were pulled each day, leading to 140 articles per outlet, and 2240 articles in total across the entire analysis. [Read more about the methodology.](#)

Each article was assigned between one to three topics, based on our [topic mapping methodology](#). There were 17 topics assigned in total, covering all 2240 articles.

Most Prevalent Topics Appearing Across All Outlets Analyzed



Percentage of times a topic appeared on outlets' homepages, out of 2240 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



Throughout all articles analyzed across the 16 outlets, the three most prevalent topics were *Economy*, *Trump Administration*, and *Politics*. See our [Topic Mapping Methodology](#) and [Topic Definitions Appendix](#) for details on how topics were selected and assigned to articles based on article headlines.

In-Depth Findings By Outlet

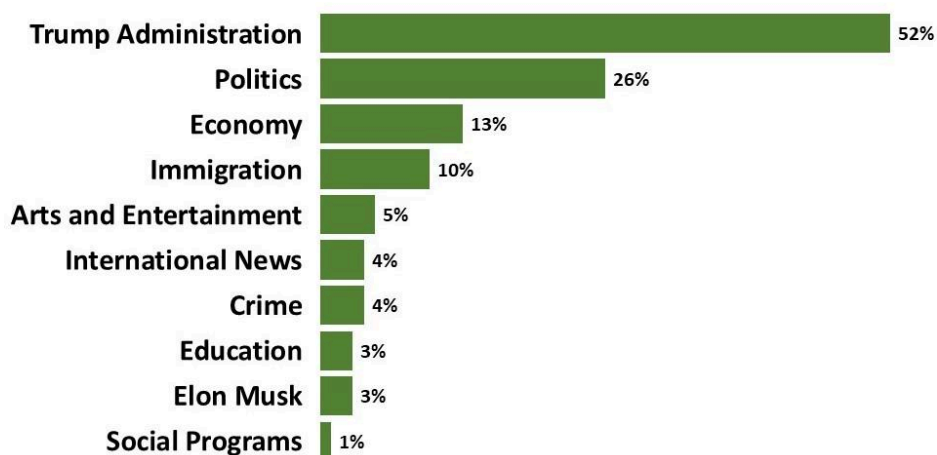
The AllSides analysis grouped all headlines into 17 distinct categories or topics. These categorizations provide insights into what each Media Outlet chooses to cover, as well as what they don't cover.

Important note: AllSides evaluated online, written content from outlets only. All content was pulled from a respective outlet's homepage. Television content was not evaluated.

Left Outlets

MSNBC (Left bias)

Most Prevalent Topics Appearing on MSNBC



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by MSNBC was *Trump Administration*, appearing in 52% of 140 articles analyzed. The next four most prevalent topics were: *Politics* (26%), *Economy* (13%), *Immigration* (10%), and *Arts and Entertainment* (5%).

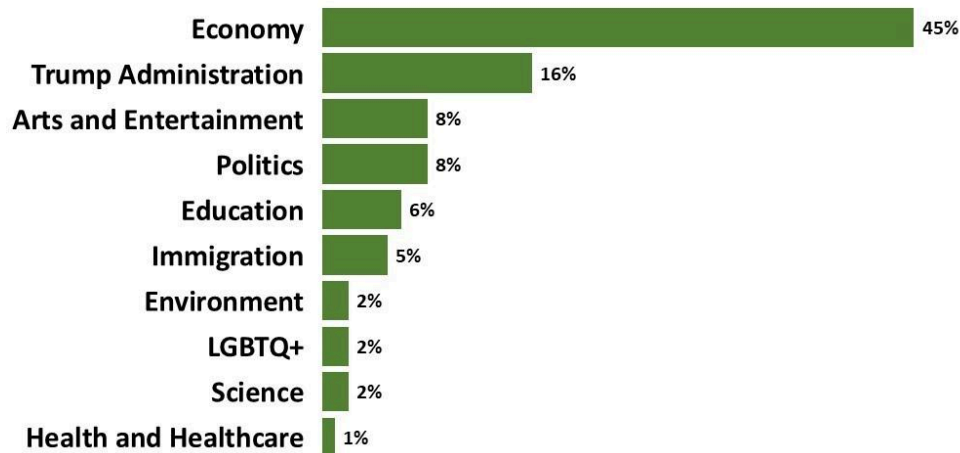
A full breakdown by topic is as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Trump Administration | 73 | 52% |
| Politics | 37 | 26% |
| Economy | 18 | 13% |
| Immigration | 14 | 10% |
| Arts and Entertainment | 7 | 5% |
| International News | 6 | 4% |

| | | |
|-----------------------|---|----|
| Crime | 5 | 4% |
| Education | 4 | 3% |
| Elon Musk | 4 | 3% |
| Social Programs | 2 | 1% |
| LGBTQ+ | 1 | 1% |
| Science | 1 | 1% |
| Unfortunate Death | 1 | 1% |
| Abortion | 0 | 0% |
| Environment | 0 | 0% |
| Health and Healthcare | 0 | 0% |
| Race and Racism | 0 | 0% |
| Other | 8 | 6% |

Vox (Left bias)

Most Prevalent Topics Appearing on Vox



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by Vox was *Economy*, appearing in 45% of 140 articles analyzed. The next four most prevalent topics were: *Trump Administration* (16%), *Arts and Entertainment* (8%), *Politics* (8%), and *Education* (6%).

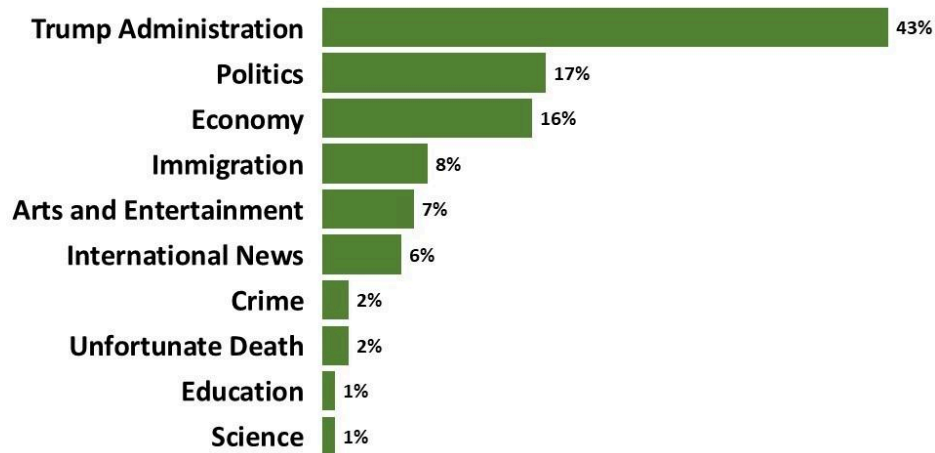
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|----------------------|-----------------|-----------------|
| Economy | 63 | 45% |
| Trump Administration | 22 | 16% |

| | | |
|------------------------|----|-----|
| Arts and Entertainment | 11 | 8% |
| Politics | 11 | 8% |
| Education | 8 | 6% |
| Immigration | 7 | 5% |
| Environment | 3 | 2% |
| LGBTQ+ | 3 | 2% |
| Science | 3 | 2% |
| Health and Healthcare | 2 | 1% |
| International News | 2 | 1% |
| Crime | 1 | 1% |
| Abortion | 0 | 0% |
| Elon Musk | 0 | 0% |
| Race and Racism | 0 | 0% |
| Social Programs | 0 | 0% |
| Unfortunate Death | 0 | 0% |
| Other | 33 | 24% |

HuffPost (Left bias)

Most Prevalent Topics Appearing on HuffPost



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by HuffPost was *Trump Administration*, appearing in 43% of 140 articles analyzed. The next four most prevalent topics were: *Politics* (17%), *Economy* (16%), *Immigration* (8%), and *Arts and Entertainment* (7%).

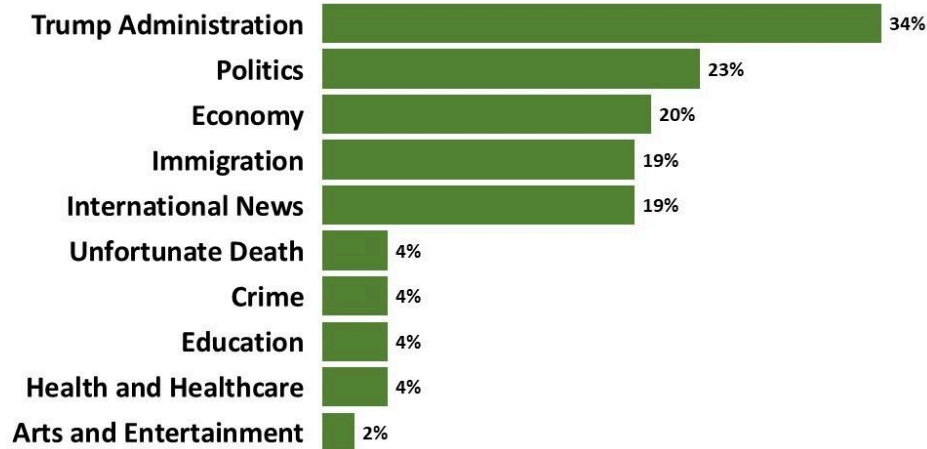
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Trump Administration | 60 | 43% |
| Politics | 24 | 17% |
| Economy | 22 | 16% |
| Immigration | 11 | 8% |
| Arts and Entertainment | 10 | 7% |
| International News | 8 | 6% |
| Crime | 3 | 2% |
| Unfortunate Death | 3 | 2% |
| Education | 2 | 1% |
| Science | 2 | 1% |
| Elon Musk | 1 | 1% |
| Health and Healthcare | 1 | 1% |
| LGBTQ+ | 1 | 1% |
| Race and Racism | 1 | 1% |
| Social Programs | 1 | 1% |
| Abortion | 0 | 0% |

| | | |
|-------------|----|-----|
| Environment | 0 | 0% |
| Other | 18 | 13% |

Associated Press (Left bias)

Most Prevalent Topics Appearing on Associated Press



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by Associated Press was *Trump Administration*, appearing in 34% of 140 articles analyzed. The next four most prevalent topics were: *Politics* (23%), *Economy* (20%), *Immigration* (19%), and *International News* (19%).

A full breakdown by topic was as follows:

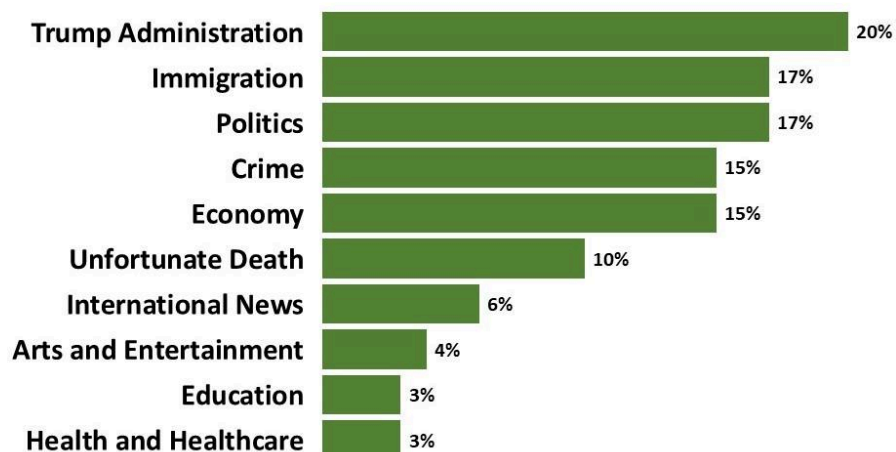
| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Trump Administration | 47 | 34% |
| Politics | 32 | 23% |
| Economy | 28 | 20% |
| Immigration | 26 | 19% |
| International News | 26 | 19% |
| Unfortunate Death | 6 | 4% |
| Crime | 5 | 4% |
| Education | 5 | 4% |
| Health and Healthcare | 5 | 4% |
| Arts and Entertainment | 3 | 2% |
| Elon Musk | 3 | 2% |

| | | |
|-----------------|---|----|
| LGBTQ+ | 3 | 2% |
| Abortion | 1 | 1% |
| Social Programs | 1 | 1% |
| Environment | 0 | 0% |
| Race and Racism | 0 | 0% |
| Science | 0 | 0% |
| Other | 9 | 6% |

Lean Left Outlets

ABC News (Lean Left bias)

Most Prevalent Topics Appearing on ABC News



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by ABC News was *Trump Administration*, appearing in 20% of 140 articles analyzed. The next four most prevalent topics were: *Immigration* (17%), *Politics* (17%), *Crime* (15%), and *Economy* (15%).

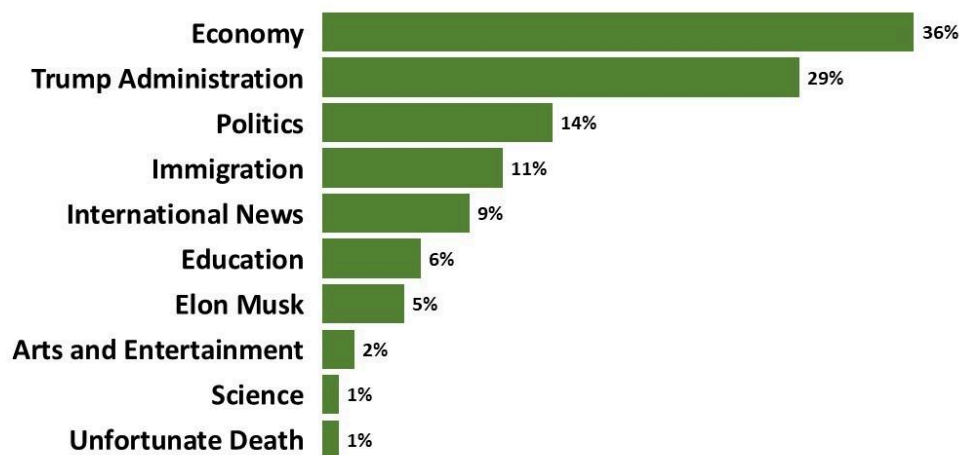
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Trump Administration | 28 | 20% |
| Immigration | 24 | 17% |
| Politics | 24 | 17% |
| Crime | 21 | 15% |
| Economy | 21 | 15% |
| Unfortunate Death | 14 | 10% |
| International News | 9 | 6% |
| Arts and Entertainment | 5 | 4% |
| Education | 4 | 3% |
| Health and Healthcare | 4 | 3% |
| Science | 3 | 2% |
| Elon Musk | 2 | 1% |
| Environment | 2 | 1% |

| | | |
|-----------------|---|----|
| LGBTQ+ | 2 | 1% |
| Social Programs | 2 | 1% |
| Abortion | 0 | 0% |
| Race and Racism | 0 | 0% |
| Other | 8 | 6% |

The New York Times (Lean Left bias)

Most Prevalent Topics Appearing on The New York Times



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by the New York Times was *Economy*, appearing in 36% of 140 articles analyzed. The next four most prevalent topics were: *Trump Administration* (29%), *Politics* (14%), *Immigration* (11%), and *International News* (9%).

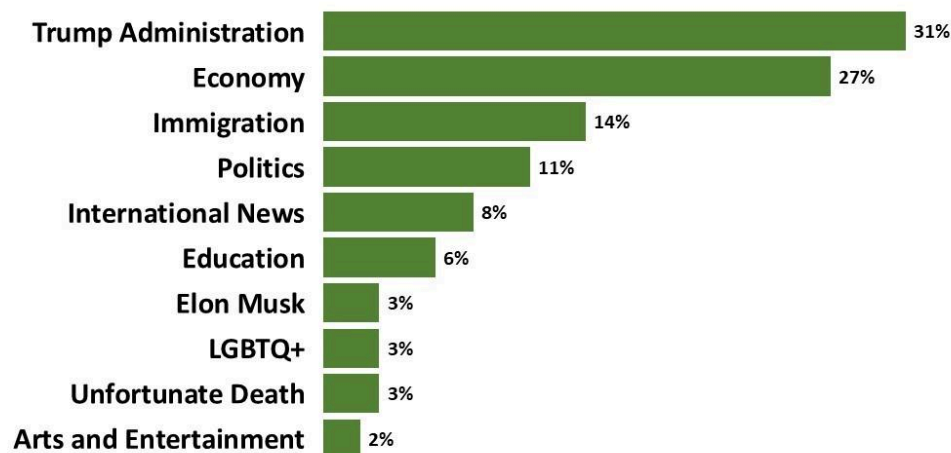
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Economy | 50 | 36% |
| Trump Administration | 41 | 29% |
| Politics | 19 | 14% |
| Immigration | 16 | 11% |
| International News | 12 | 9% |
| Education | 9 | 6% |
| Elon Musk | 7 | 5% |
| Arts and Entertainment | 3 | 2% |
| Science | 1 | 1% |

| | | |
|-----------------------|----|-----|
| Unfortunate Death | 1 | 1% |
| Abortion | 0 | 0% |
| Crime | 0 | 0% |
| Environment | 0 | 0% |
| Health and Healthcare | 0 | 0% |
| LGBTQ+ | 0 | 0% |
| Race and Racism | 0 | 0% |
| Social Programs | 0 | 0% |
| Other | 15 | 11% |

The Washington Post (Lean Left bias)

Most Prevalent Topics Appearing on The Washington Post



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by the Washington Post was *Trump Administration*, appearing in 31% of 140 articles analyzed. The next four most prevalent topics were: *Economy* (27%), *Immigration* (14%), *Politics* (11%), and *International News* (8%).

A full breakdown by topic was as follows:

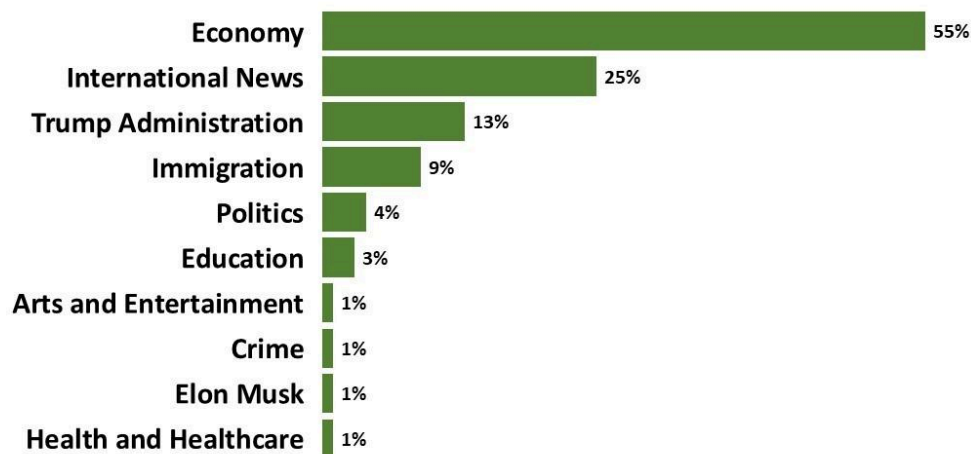
| Topic | Number of times | Percent of time |
|----------------------|-----------------|-----------------|
| Trump Administration | 43 | 31% |
| Economy | 38 | 27% |
| Immigration | 19 | 14% |
| Politics | 15 | 11% |
| International News | 11 | 8% |

| | | |
|------------------------|----|-----|
| Education | 9 | 6% |
| Elon Musk | 4 | 3% |
| LGBTQ+ | 4 | 3% |
| Unfortunate Death | 4 | 3% |
| Arts and Entertainment | 3 | 2% |
| Environment | 2 | 1% |
| Health and Healthcare | 2 | 1% |
| Race and Racism | 2 | 1% |
| Science | 2 | 1% |
| Social Programs | 2 | 1% |
| Crime | 1 | 1% |
| Abortion | 0 | 0% |
| Other | 14 | 10% |

Center Outlets

Reuters (Center bias)

Most Prevalent Topics Appearing on Reuters



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by Reuters was *Economy*, appearing in 55% of 140 articles analyzed. The next four most prevalent topics were: *International News* (25%), *Trump Administration* (13%), *Immigration* (9%), and *Politics* (4%).

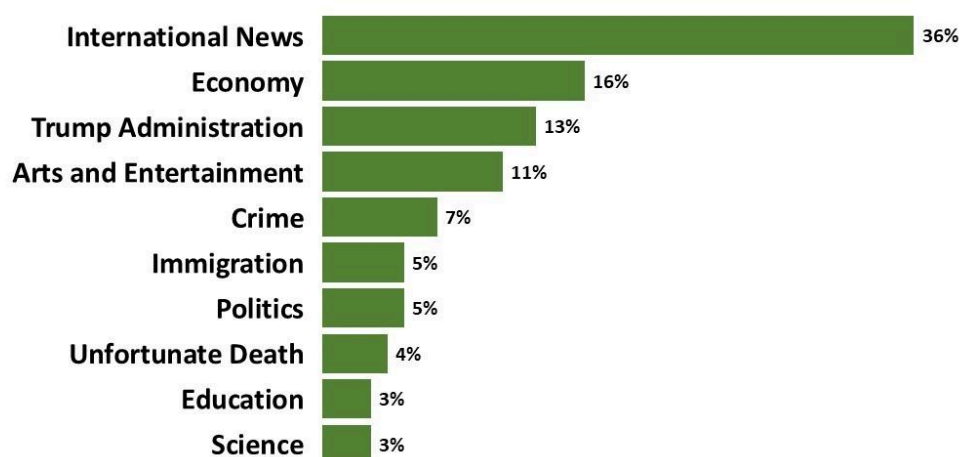
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Economy | 77 | 55% |
| International News | 35 | 25% |
| Trump Administration | 18 | 13% |
| Immigration | 12 | 9% |
| Politics | 5 | 4% |
| Education | 4 | 3% |
| Arts and Entertainment | 2 | 1% |
| Crime | 1 | 1% |
| Elon Musk | 1 | 1% |
| Health and Healthcare | 1 | 1% |
| LGBTQ+ | 1 | 1% |
| Science | 1 | 1% |

| | | |
|-------------------|---|----|
| Unfortunate Death | 1 | 1% |
| Abortion | 0 | 0% |
| Environment | 0 | 0% |
| Race and Racism | 0 | 0% |
| Social Programs | 0 | 0% |
| Other | 6 | 4% |

BBC News (Center bias)

Most Prevalent Topics Appearing on BBC News



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by BBC News was *International News*, appearing in 36% of 140 articles analyzed. The next four most prevalent topics were: *Economy* (16%), *Trump Administration* (13%), *Arts and Entertainment* (11%), and *Crime* (7%).

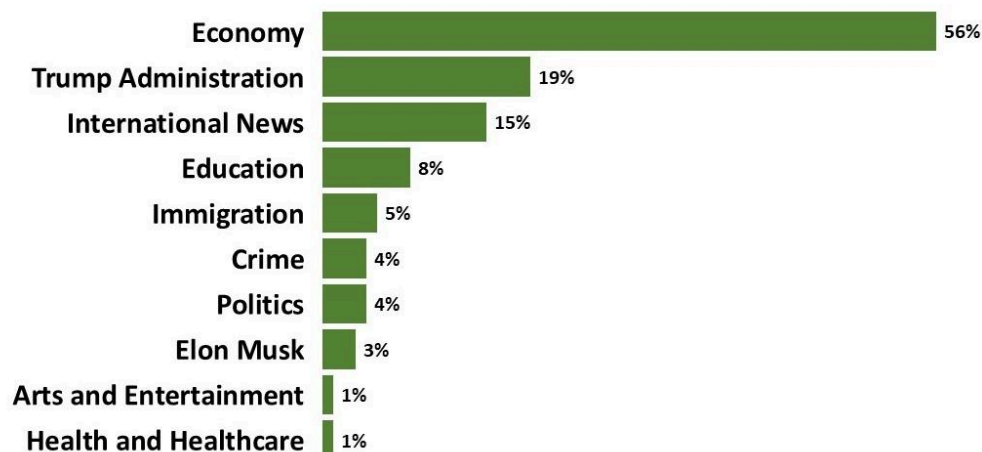
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| International News | 50 | 36% |
| Economy | 23 | 16% |
| Trump Administration | 18 | 13% |
| Arts and Entertainment | 15 | 11% |
| Crime | 10 | 7% |
| Immigration | 7 | 5% |
| Politics | 7 | 5% |

| | | |
|-----------------------|----|----|
| Unfortunate Death | 6 | 4% |
| Education | 4 | 3% |
| Science | 4 | 3% |
| Elon Musk | 3 | 2% |
| Health and Healthcare | 2 | 1% |
| LGBTQ+ | 2 | 1% |
| Race and Racism | 1 | 1% |
| Abortion | 0 | 0% |
| Environment | 0 | 0% |
| Social Programs | 0 | 0% |
| Other | 13 | 9% |

Wall Street Journal News (Center bias)

Most Prevalent Topics Appearing on The Wall Street Journal



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by Wall Street Journal News was *Economy*, appearing in 56% of 140 articles analyzed. The next four most prevalent topics were: *Trump Administration* (19%), *International News* (15%), *Education* (8%), and *Immigration* (5%).

A full breakdown by topic was as follows:

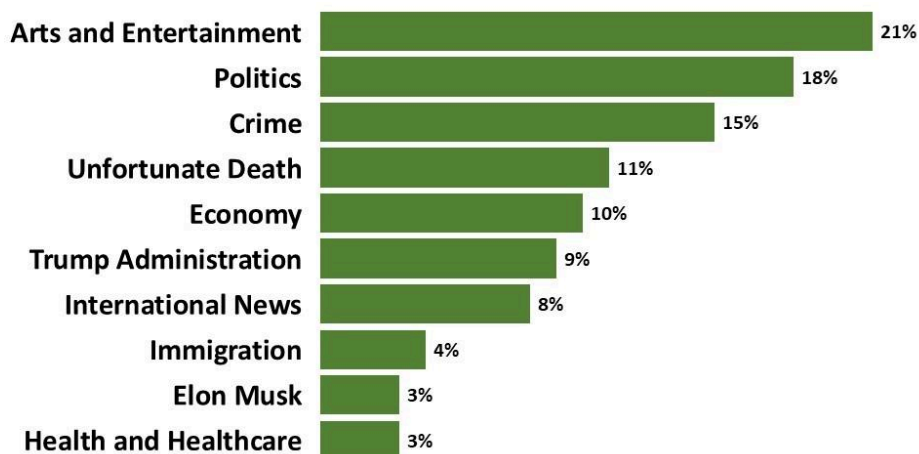
| Topic | Number of times | Percent of time |
|----------------------|-----------------|-----------------|
| Economy | 79 | 56% |
| Trump Administration | 26 | 19% |

| | | |
|------------------------|----|-----|
| International News | 21 | 15% |
| Education | 11 | 8% |
| Immigration | 7 | 5% |
| Crime | 5 | 4% |
| Politics | 5 | 4% |
| Elon Musk | 4 | 3% |
| Arts and Entertainment | 2 | 1% |
| Health and Healthcare | 2 | 1% |
| Social Programs | 2 | 1% |
| Unfortunate Death | 1 | 1% |
| Abortion | 0 | 0% |
| Environment | 0 | 0% |
| LGBTQ+ | 0 | 0% |
| Race and Racism | 0 | 0% |
| Science | 0 | 0% |
| Other | 6 | 4% |

Lean Right Outlets

New York Post (Lean Right bias)

Most Prevalent Topics Appearing on the New York Post



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by the New York Post was *Arts and Entertainment*, appearing in 21% of 140 articles analyzed. The next four most prevalent topics were: *Politics* (18%), *Crime* (15%), *Unfortunate Death* (11%), and *Economy* (10%).

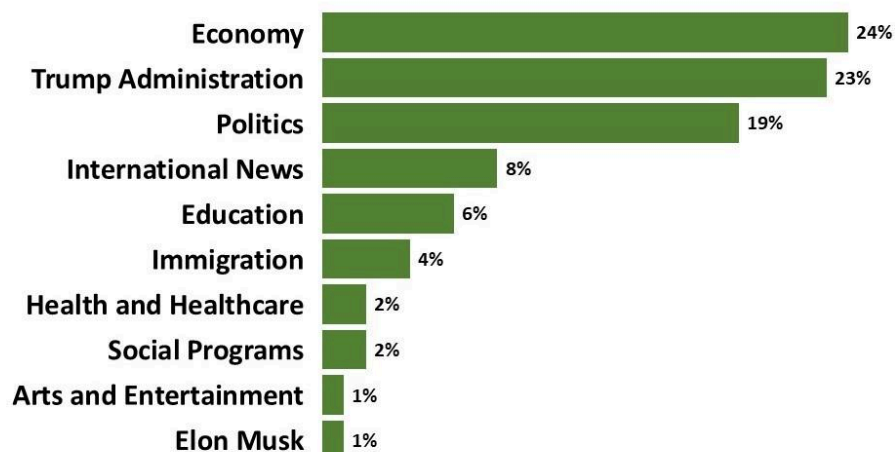
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Arts and Entertainment | 30 | 21% |
| Politics | 25 | 18% |
| Crime | 21 | 15% |
| Unfortunate Death | 15 | 11% |
| Economy | 14 | 10% |
| Trump Administration | 12 | 9% |
| International News | 11 | 8% |
| Immigration | 6 | 4% |
| Elon Musk | 4 | 3% |
| Health and Healthcare | 4 | 3% |
| Education | 3 | 2% |
| LGBTQ+ | 1 | 1% |

| | | |
|-----------------|----|----|
| Abortion | 0 | 0% |
| Environment | 0 | 0% |
| Race and Racism | 0 | 0% |
| Science | 0 | 0% |
| Social Programs | 0 | 0% |
| Other | 12 | 9% |

Wall Street Journal (Opinion) (Lean Right Bias)

Most Prevalent Topics Appearing on The Wall Street Journal - Opinion



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by the Wall Street Journal (Opinion) was *Economy*, appearing in 24% of 140 articles analyzed. The next four most prevalent topics were: *Trump Administration* (23%), *Politics* (19%), *International News* (8%), and *Education* (4%).

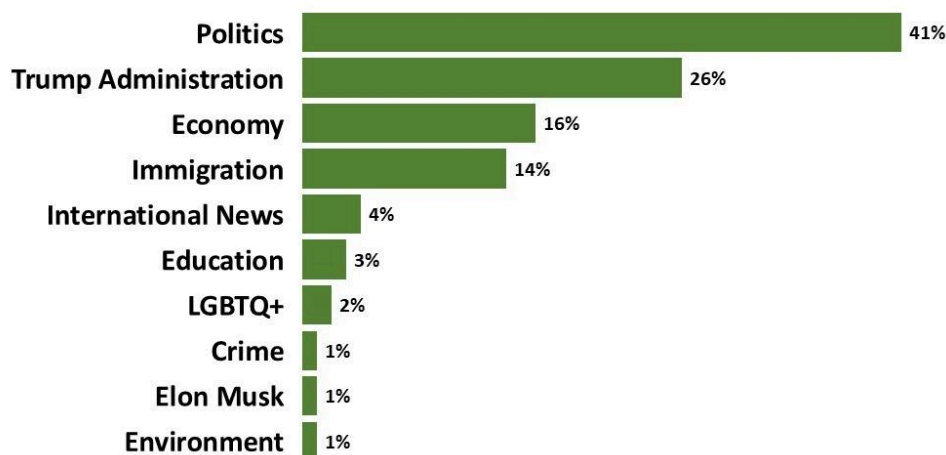
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|-----------------------|-----------------|-----------------|
| Economy | 34 | 24% |
| Trump Administration | 32 | 23% |
| Politics | 26 | 19% |
| International News | 11 | 8% |
| Education | 8 | 6% |
| Immigration | 6 | 4% |
| Health and Healthcare | 3 | 2% |

| | | |
|------------------------|----|-----|
| Social Programs | 3 | 2% |
| Arts and Entertainment | 2 | 1% |
| Elon Musk | 2 | 1% |
| Crime | 1 | 1% |
| Environment | 1 | 1% |
| LGBTQ+ | 1 | 1% |
| Science | 1 | 1% |
| Abortion | 0 | 0% |
| Race and Racism | 0 | 0% |
| Unfortunate Death | 0 | 0% |
| Other | 27 | 19% |

Washington Examiner (Lean Right bias)

Most Prevalent Topics Appearing on Washington Examiner



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by the Washington Examiner was *Politics*, appearing in 41% of 140 articles analyzed. The next four most prevalent topics were: *Trump Administration* (26%), *Economy* (16%), *Immigration* (14%), and *International News* (4%).

A full breakdown by topic was as follows:

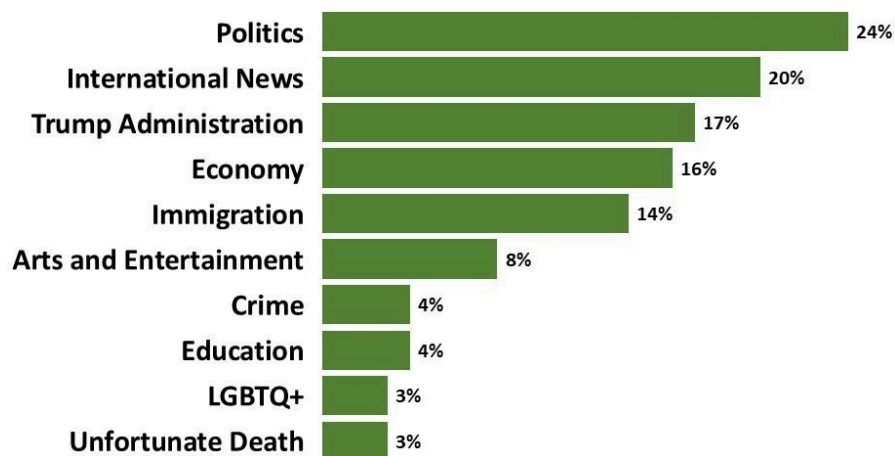
| Topic | Number of times | Percent of time |
|----------------------|-----------------|-----------------|
| Politics | 58 | 41% |
| Trump Administration | 36 | 26% |

| | | |
|------------------------|----|-----|
| Economy | 23 | 16% |
| Immigration | 19 | 14% |
| International News | 6 | 4% |
| Education | 4 | 3% |
| LGBTQ+ | 3 | 2% |
| Crime | 2 | 1% |
| Elon Musk | 2 | 1% |
| Environment | 1 | 1% |
| Health and Healthcare | 1 | 1% |
| Race and Racism | 1 | 1% |
| Social Programs | 1 | 1% |
| Unfortunate Death | 1 | 1% |
| Abortion | 0 | 0% |
| Arts and Entertainment | 0 | 0% |
| Science | 0 | 0% |
| Other | 12 | 9% |

Right Outlets

Breitbart (Right bias)

Most Prevalent Topics Appearing on Breitbart



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by Breitbart was *Politics*, appearing in 24% of 140 articles analyzed. The next four most prevalent topics were: *International News* (20%), *Trump Administration* (17%), *Economy* (16%), and *Immigration* (14%).

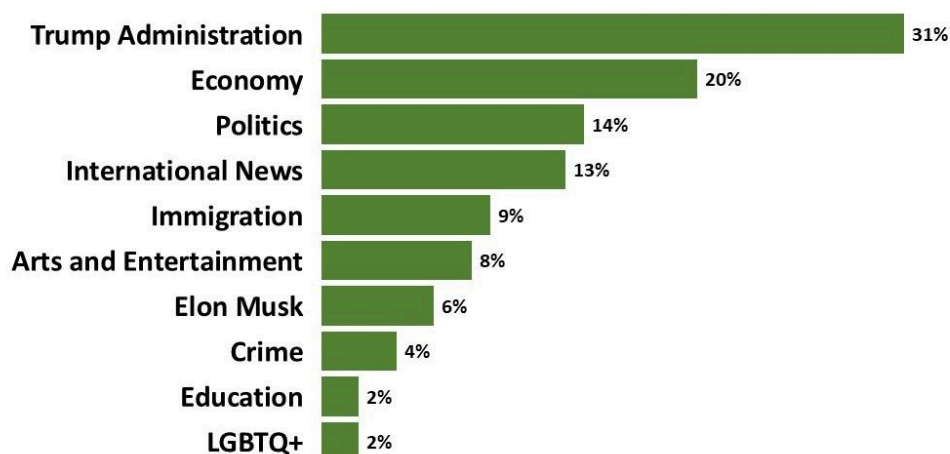
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Politics | 33 | 24% |
| International News | 28 | 20% |
| Trump Administration | 24 | 17% |
| Economy | 23 | 16% |
| Immigration | 19 | 14% |
| Arts and Entertainment | 11 | 8% |
| Crime | 6 | 4% |
| Education | 6 | 4% |
| LGBTQ+ | 4 | 3% |
| Unfortunate Death | 4 | 3% |
| Elon Musk | 2 | 1% |
| Environment | 1 | 1% |

| | | |
|-----------------------|----|----|
| Race and Racism | 1 | 1% |
| Social Programs | 1 | 1% |
| Abortion | 0 | 0% |
| Health and Healthcare | 0 | 0% |
| Science | 0 | 0% |
| Other | 11 | 8% |

Newsmax (Right bias)

Most Prevalent Topics Appearing on Newsmax



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by Newsmax was *Trump Administration*, appearing in 31% of 140 articles analyzed. The next four most prevalent topics were: *Economy* (20%), *Politics* (14%), *International News* (13%), and *Immigration* (9%).

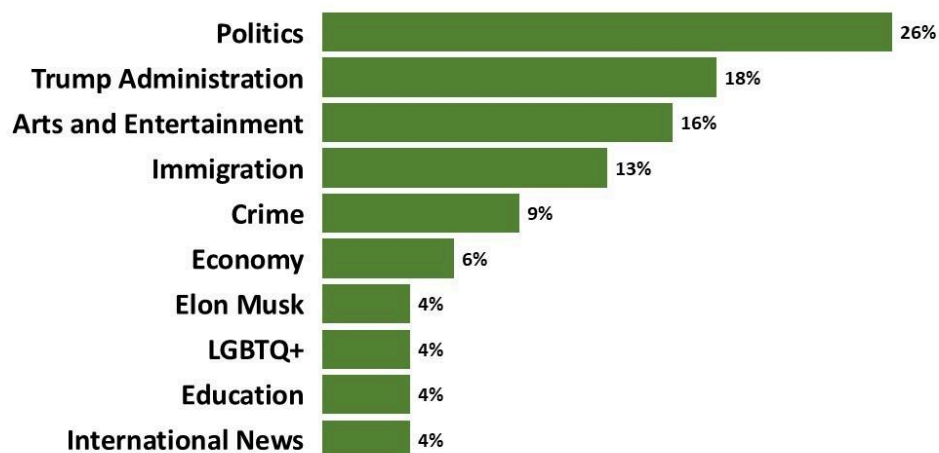
A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Trump Administration | 43 | 31% |
| Economy | 28 | 20% |
| Politics | 19 | 14% |
| International News | 18 | 13% |
| Immigration | 12 | 9% |
| Arts and Entertainment | 11 | 8% |

| | | |
|-----------------------|----|----|
| Elon Musk | 8 | 6% |
| Crime | 5 | 4% |
| Education | 3 | 2% |
| LGBTQ+ | 3 | 2% |
| Unfortunate Death | 2 | 1% |
| Health and Healthcare | 1 | 1% |
| Science | 1 | 1% |
| Social Programs | 1 | 1% |
| Abortion | 0 | 0% |
| Environment | 0 | 0% |
| Race and Racism | 0 | 0% |
| Other | 13 | 9% |

Fox News (Right bias)

Most Prevalent Topics Appearing on Fox News



Percentage of times a topic appeared on the outlet's homepage, out of 140 articles. Showing only top 10 most prevalent topics. Content collected between April 9–22, 2025. See report for details.



The most prevalent topic covered by Fox News was *Politics*, appearing in 26% of 140 articles analyzed. The next four most prevalent topics were: *Trump Administration* (18%), *Arts and Entertainment* (16%), *Immigration* (13%), and *Crime* (9%).

A full breakdown by topic was as follows:

| Topic | Number of times | Percent of time |
|------------------------|-----------------|-----------------|
| Politics | 36 | 26% |
| Trump Administration | 25 | 18% |
| Arts and Entertainment | 22 | 16% |
| Immigration | 18 | 13% |
| Crime | 12 | 9% |
| Economy | 8 | 6% |
| Elon Musk | 6 | 4% |
| LGBTQ+ | 6 | 4% |
| Education | 5 | 4% |
| International News | 5 | 4% |
| Unfortunate Death | 3 | 2% |
| Health and Healthcare | 2 | 1% |
| Environment | 1 | 1% |
| Science | 1 | 1% |
| Social Programs | 1 | 1% |

| | | |
|-----------------|----|-----|
| Abortion | 0 | 0% |
| Race and Racism | 0 | 0% |
| Other | 21 | 15% |

In-Depth Findings by Topic

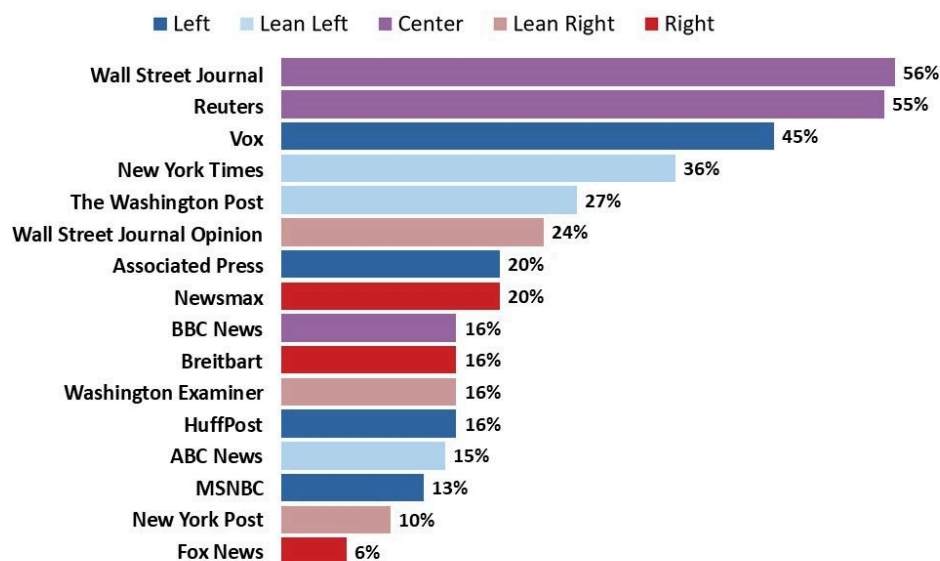
The AllSides analysis grouped all headlines into 17 distinct categories or topics. Articles that were non-political and didn't fit into a category were categorized as *Other*. The *Other* category will not be acknowledged in the report as an individual category, due to it holding several miscellaneous topics that appeared once or twice per outlet. As such, *Other* is a placeholder for extraneous topics that did not have enough prevalence to be taken into account in the overall topic analysis.

Only topics that were found in 60 or more articles throughout the analysis are displayed below. (See [In-Depth Findings By Outlet](#) section for detailed breakdown of all articles by outlet.)

Most Prevalent Topics (>5% Overall)

Topic: Economy

Prevalence of the Topic *Economy* Across Outlets Analyzed



Content collected between April 9–22, 2025. See report for details.



The most prevalent topic across all articles analyzed was *Economy*, appearing in 25% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: Wall Street Journal (56%), Reuters (55%), and Vox (45%); whereas outlets the topic appeared the least in included: MSNBC (13%), New York Post (10%), and Fox News (6%).

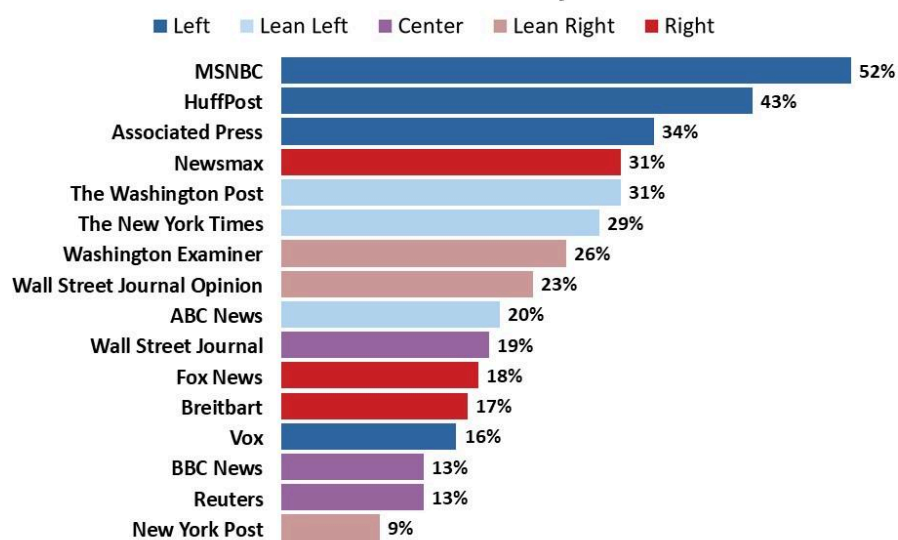
A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|--------|---------|-----------|
| WSJ | 79 | 56% |

| | | |
|---------------------|----|-----|
| Reuters | 77 | 55% |
| Vox | 63 | 45% |
| NY Times | 50 | 36% |
| Washington Post | 38 | 27% |
| WSJ Opinion | 34 | 24% |
| AP News | 28 | 20% |
| Newsmax | 28 | 20% |
| BBC | 23 | 16% |
| Breitbart | 23 | 16% |
| Washington Examiner | 23 | 16% |
| HuffPost | 22 | 16% |
| ABC | 21 | 15% |
| MSNBC | 18 | 13% |
| NY Post | 14 | 10% |
| Fox | 8 | 6% |

Topic: Trump Administration

Prevalence of the Topic *Trump Administration* Across Outlets Analyzed



Content collected between April 9–22, 2025. See report for details.



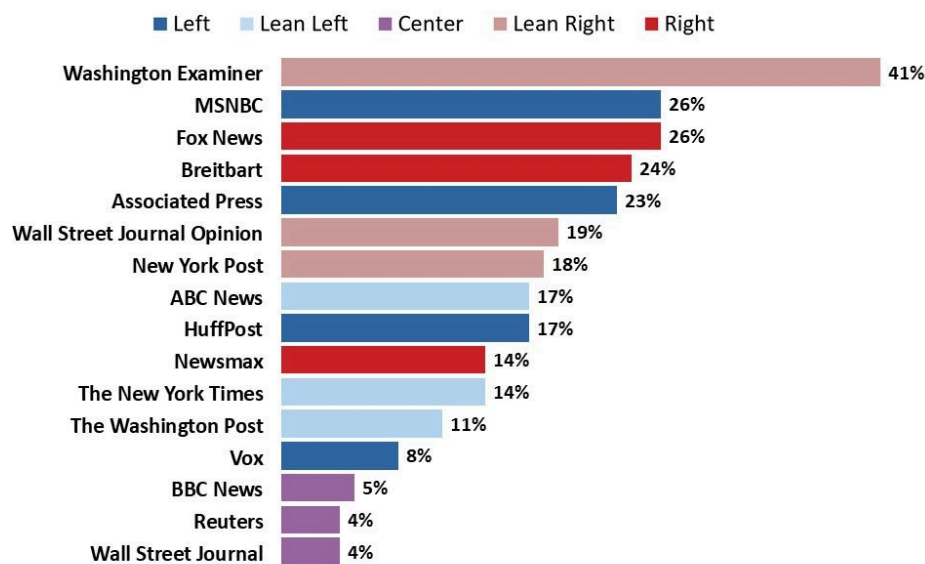
The second most prevalent topic across all articles analyzed was *Trump Administration*, appearing in 24% of 2240 articles analyzed across the political spectrum. Outlets this topic

appeared in the most included: MSNBC (52%), HuffPost (43%), and Associated Press (34%); whereas outlets the topic appeared the least in included: BBC News (13%), Reuters (13%), and New York Post (9%).

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|----------------|------------------|
| MSNBC | 73 | 52% |
| HuffPost | 60 | 43% |
| AP News | 47 | 34% |
| Newsmax | 43 | 31% |
| Washington Post | 43 | 31% |
| NY Times | 41 | 29% |
| Washington Examiner | 36 | 26% |
| WSJ Opinion | 32 | 23% |
| ABC | 28 | 20% |
| WSJ | 26 | 19% |
| Fox | 25 | 18% |
| Breitbart | 24 | 17% |
| Vox | 22 | 16% |
| BBC | 18 | 13% |
| Reuters | 18 | 13% |
| NY Post | 12 | 9% |

Topic: Politics

Prevalence of the Topic *Politics* Across Outlets Analyzed

Content collected between April 9–22, 2025. See report for details.



The third most prevalent topic across all articles analyzed was *Politics*, appearing in 17% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: Washington Examiner (41%), MSNBC (26%), and Fox News (26%); whereas outlets the topic appeared the least in included: BBC News (5%), Reuters (4%), and Wall Street Journal (4%).

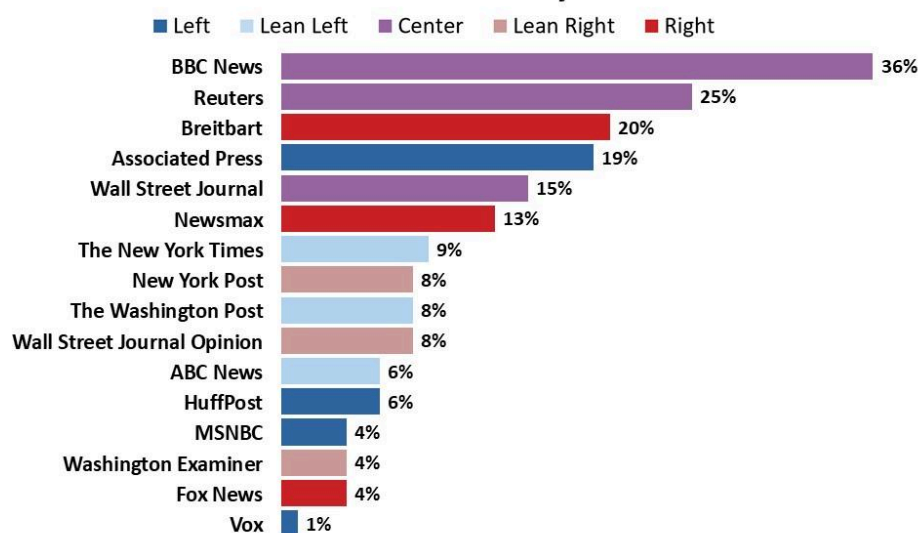
A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|---------|-----------|
| Washington Examiner | 58 | 41% |
| MSNBC | 37 | 26% |
| Fox | 36 | 26% |
| Breitbart | 33 | 24% |
| AP News | 32 | 23% |
| WSJ Opinion | 26 | 19% |
| NY Post | 25 | 18% |
| ABC | 24 | 17% |
| HuffPost | 24 | 17% |
| Newsmax | 19 | 14% |
| NY Times | 19 | 14% |
| Washington Post | 15 | 11% |

| | | |
|---------|----|----|
| Vox | 11 | 8% |
| BBC | 7 | 5% |
| Reuters | 5 | 4% |
| WSJ | 5 | 4% |

Topic: International News

Prevalence of the Topic *International News* Across Outlets Analyzed



Content collected between April 9–22, 2025. See report for details.



The fourth most prevalent topic across all articles analyzed was *International News*, appearing in 12% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: BBC (36%), Reuters (25%), and Breitbart (20%), whereas outlets the topic appeared in the least included: Washington Examiner (4%), MSNBC (4%), and Vox (1%).

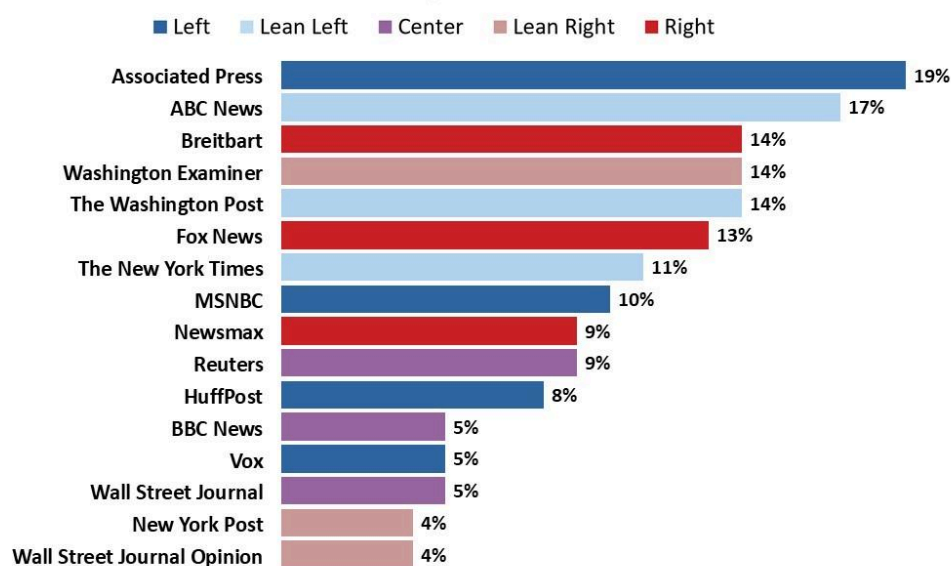
A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|-----------|---------|-----------|
| BBC | 50 | 36% |
| Reuters | 35 | 25% |
| Breitbart | 28 | 20% |
| AP News | 26 | 19% |
| WSJ | 21 | 15% |
| Newsmax | 18 | 13% |
| NY Times | 12 | 9% |

| | | |
|---------------------|----|----|
| Washington Post | 11 | 8% |
| NY Post | 11 | 8% |
| WSJ Opinion | 11 | 8% |
| ABC News | 9 | 6% |
| HuffPost | 8 | 6% |
| MSNBC | 6 | 4% |
| Washington Examiner | 6 | 4% |
| Fox | 5 | 4% |
| Vox | 2 | 1% |

Topic: Immigration

Prevalence of the Topic *Immigration* Across Outlets Analyzed



Content collected between April 9–22, 2025. See report for details.



The fifth most prevalent topic across all articles analyzed was *Immigration*, appearing in 10% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: AP News (19%), ABC News (17%), and Washington Post, Washington Examiner, and Breitbart (14%), whereas outlets the topic appeared in the least included: Vox (5%), BBC News (5%), Wall Street Journal Opinion (4%), and New York Post (4%).

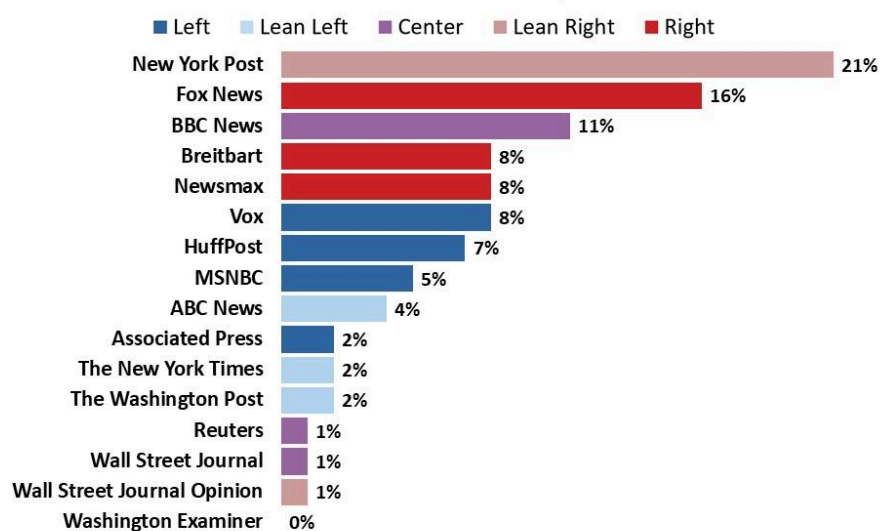
A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------|---------|-----------|
| AP News | 26 | 19% |

| | | |
|---------------------|----|-----|
| ABC | 24 | 17% |
| Breitbart | 19 | 14% |
| Washington Examiner | 19 | 14% |
| Washington Post | 19 | 14% |
| Fox | 18 | 13% |
| NY Times | 16 | 11% |
| MSNBC | 14 | 10% |
| Reuters | 12 | 9% |
| Newsmax | 12 | 9% |
| HuffPost | 11 | 8% |
| BBC | 7 | 5% |
| Vox | 7 | 5% |
| WSJ | 7 | 5% |
| NY Post | 6 | 4% |
| WSJ Opinion | 6 | 4% |

Topic: Arts and Entertainment

Prevalence of the Topic *Arts and Entertainment* Across Outlets Analyzed



Content collected between April 9–22, 2025. See report for details.



The sixth most prevalent topic across all articles analyzed was *Arts and Entertainment*, appearing in 6% of 2240 articles analyzed across the political spectrum. Outlets this topic

appeared the most in included: New York Post (21%), Fox (16%), and BBC (11%), whereas outlets the topic appeared in the least included: Wall Street Journal (1%), Wall Street Journal Opinion (1%), and Reuters (1%). It did not appear at all in the Washington Examiner.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|---------|-----------|
| NY Post | 30 | 21% |
| Fox | 22 | 16% |
| BBC | 15 | 11% |
| Breitbart | 11 | 8% |
| Newsmax | 11 | 8% |
| Vox | 11 | 8% |
| HuffPost | 10 | 7% |
| MSNBC | 7 | 5% |
| ABC | 5 | 4% |
| NY Times | 3 | 2% |
| Washington Post | 3 | 2% |
| AP News | 3 | 2% |
| WSJ | 2 | 1% |
| Reuters | 2 | 1% |
| WSJ Opinion | 2 | 1% |
| Washington Examiner | 0 | 0% |

Least Prevalent Topics (<5% Overall)

Topic: Crime

The seventh most prevalent topic across all articles analyzed was *Crime*, appearing in 4% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: ABC News & New York Post (15%), and BBC News (7%), whereas outlets the topic appeared the least in included: Wall Street Journal Opinion (1%), Washington Post (1%), Vox (1%), Reuters (1%), Washington Examiner (1%). It did not appear at all in The New York Times.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------|---------|-----------|
| ABC | 21 | 15% |
| NY Post | 21 | 15% |
| Fox | 12 | 9% |

| | | |
|---------------------|----|----|
| BBC | 10 | 7% |
| Breitbart | 6 | 4% |
| AP News | 5 | 4% |
| MSNBC | 5 | 4% |
| Newsmax | 5 | 4% |
| WSJ | 5 | 4% |
| HuffPost | 3 | 2% |
| Washington Examiner | 2 | 1% |
| Reuters | 1 | 1% |
| Vox | 1 | 1% |
| WSJ Opinion | 1 | 1% |
| Washington Post | 1 | 1% |
| NY Times | 0 | 0% |

Topic: Education

The eighth most prevalent topic across all articles analyzed was *Education*, appearing in 4% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: Wall Street Journal (8%), Wall Street Journal Opinion (6%), Washington Post (6%), Vox (6%), New York Times (6%), whereas outlets the topic appeared the least in included: Newsmax (2%), New York Post (2%), and HuffPost (1%).

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|-----------------|---------|-----------|
| WSJ | 11 | 8% |
| Washington Post | 9 | 6% |
| NY Times | 9 | 6% |
| Vox | 8 | 6% |
| WSJ Opinion | 6 | 4% |
| Breitbart | 6 | 4% |
| AP News | 5 | 4% |
| Fox | 5 | 4% |
| BBC | 4 | 3% |
| Reuters | 4 | 3% |

| | | |
|---------------------|---|----|
| MSNBC | 4 | 3% |
| Washington Examiner | 4 | 3% |
| ABC | 4 | 3% |
| Newsmax | 3 | 2% |
| NY Post | 3 | 2% |
| HuffPost | 2 | 1% |

Topic: Unfortunate Death

The ninth most prevalent topic across all articles analyzed was *Unfortunate Death*, appearing in 3% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: New York Post (11%), ABC News (10%), AP News (4%), and BBC News (4%), whereas outlets the topic appeared the least in included: MSNBC (1%), New York Times (1%), Reuters (1%), Washington Examiner (1%), and Wall Street Journal (1%). It did not appear at all in Vox nor Wall Street Journal Opinion.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|---------|-----------|
| NY Post | 15 | 11% |
| ABC | 14 | 10% |
| AP News | 6 | 4% |
| BBC | 6 | 4% |
| Breitbart | 4 | 3% |
| Washington Post | 4 | 3% |
| HuffPost | 3 | 2% |
| Fox | 3 | 2% |
| NY Times | 1 | 1% |
| Reuters | 1 | 1% |
| Washington Examiner | 1 | 1% |
| WSJ | 1 | 1% |
| Newsmax | 1 | 1% |
| MSNBC | 1 | 1% |
| Vox | 0 | 0% |
| WSJ Opinion | 0 | 0% |

Topic: Elon Musk

The tenth most prevalent topic across all articles analyzed was *Elon Musk*, appearing in 2% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: Newsmax (6%), New York Times (5%), and Fox (4%), whereas outlets the topic appeared the least in included: Reuters (1%), and HuffPost (1%). It did not appear at all in Vox.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|---------|-----------|
| Newsmax | 8 | 6% |
| NY Times | 7 | 5% |
| Fox | 6 | 4% |
| Washington Post | 4 | 3% |
| NY Post | 4 | 3% |
| MSNBC | 4 | 3% |
| WSJ | 4 | 3% |
| AP News | 3 | 2% |
| BBC | 3 | 2% |
| WSJ Opinion | 2 | 1% |
| Washington Examiner | 2 | 1% |
| ABC | 2 | 1% |
| Breitbart | 2 | 1% |
| HuffPost | 1 | 1% |
| Reuters | 1 | 1% |
| Vox | 0 | 0% |

Topic: LGBTQ

The eleventh most prevalent topic across all articles analyzed was *LGBTQ*, appearing in 2% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: Fox (4%), Washington Post (3%), and Breitbart (3%), whereas the topic did not appear at all in Wall Street Journal nor The New York Times.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|--------|---------|-----------|
|--------|---------|-----------|

| | | |
|---------------------|---|----|
| Fox | 6 | 4% |
| Washington Post | 4 | 3% |
| Breitbart | 4 | 3% |
| Vox | 3 | 2% |
| Washington Examiner | 3 | 2% |
| AP News | 3 | 2% |
| Newsmax | 3 | 2% |
| BBC | 2 | 1% |
| ABC | 2 | 1% |
| Reuters | 1 | 1% |
| HuffPost | 1 | 1% |
| MSNBC | 1 | 1% |
| NY Post | 1 | 1% |
| WSJ Opinion | 1 | 1% |
| WSJ | 0 | 0% |
| NY Times | 0 | 0% |

Topic: Health & Healthcare

The twelfth most prevalent topic across all articles analyzed was *Health & Healthcare*, appearing in 1% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: AP News (4%), ABC News (3%), New York Post (3%), Wall Street Journal Opinion (2%), whereas the topic did not appear at all in Breitbart, MSNBC, nor The New York Times.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|-----------------|---------|-----------|
| AP News | 5 | 4% |
| ABC | 4 | 3% |
| NY Post | 4 | 3% |
| WSJ Opinion | 3 | 2% |
| Fox | 2 | 1% |
| BBC | 2 | 1% |
| Vox | 2 | 1% |
| Washington Post | 2 | 1% |
| WSJ | 2 | 1% |

| | | |
|---------------------|---|----|
| Washington Examiner | 1 | 1% |
| Reuters | 1 | 1% |
| HuffPost | 1 | 1% |
| Newsmax | 1 | 1% |
| Breitbart | 0 | 0% |
| MSNBC | 0 | 0% |
| NY Times | 0 | 0% |

Topic: Science

The thirteenth most prevalent topic across all articles analyzed was *Science*, appearing in 1% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: BBC News (3%), Vox (2%), and ABC News (2%), whereas the topic did not appear at all in The Associated Press, Breitbart, New York Post, Washington Examiner, nor Wall Street Journal.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|----------------|------------------|
| BBC | 4 | 3% |
| ABC | 3 | 2% |
| Vox | 3 | 2% |
| Washington Post | 2 | 1% |
| HuffPost | 2 | 1% |
| Fox | 1 | 1% |
| MSNBC | 1 | 1% |
| Newsmax | 1 | 1% |
| NY Times | 1 | 1% |
| Reuters | 1 | 1% |
| WSJ Opinion | 1 | 1% |
| AP News | 0 | 0% |
| Washington Examiner | 0 | 0% |
| Breitbart | 0 | 0% |
| NY Post | 0 | 0% |
| WSJ | 0 | 0% |

Topic: Social Programs

The fourteenth most prevalent topic across all articles analyzed was *Social Programs*, appearing in 1% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: Wall Street Journal Opinion (2%), Washington Post (1%), Wall Street Journal (1%), MSNBC (1%), ABC News (1%), whereas the topic did not appear at all in Reuters, Vox, New York Times, New York Post, nor BBC News.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|---------|-----------|
| WSJ Opinion | 3 | 2% |
| ABC | 2 | 1% |
| MSNBC | 2 | 1% |
| Washington Post | 2 | 1% |
| WSJ | 2 | 1% |
| HuffPost | 1 | 1% |
| AP News | 1 | 1% |
| Newsmax | 1 | 1% |
| Breitbart | 1 | 1% |
| Fox | 1 | 1% |
| Washington Examiner | 1 | 1% |
| BBC | 0 | 0% |
| NY Post | 0 | 0% |
| NY Times | 0 | 0% |
| Reuters | 0 | 0% |
| Vox | 0 | 0% |

Topic: Environment

The fifteenth most prevalent topic across all articles analyzed was *Environment*, appearing in virtually 0% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: Vox (2%), ABC News (1%), and Washington Post (1%), whereas the topic did not appear at all in over half of outlets analyzed.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|----------------|------------------|
| Vox | 3 | 2% |
| ABC | 2 | 1% |
| Washington Post | 2 | 1% |
| Breitbart | 1 | 1% |
| Fox | 1 | 1% |
| Washington Examiner | 1 | 1% |
| WSJ Opinion | 1 | 1% |
| Newsmax | 0 | 0% |
| NY Post | 0 | 0% |
| NY Times | 0 | 0% |
| Reuters | 0 | 0% |
| HuffPost | 0 | 0% |
| MSNBC | 0 | 0% |
| AP News | 0 | 0% |
| BBC | 0 | 0% |
| WSJ | 0 | 0% |

Topic: Race & Racism

The sixteenth most prevalent topic across all articles analyzed was *Race & Racism*, appearing in virtually 0% of 2240 articles analyzed across the political spectrum. Outlets this topic appeared in the most included: Washington Post (1%), Washington Examiner (1%), HuffPost (1%), Breitbart (1%), and BBC News (1%), whereas the topic did not appear at all in over half of outlets analyzed.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|----------------|------------------|
| Washington Post | 2 | 1% |
| Washington Examiner | 1 | 1% |
| BBC | 1 | 1% |
| Breitbart | 1 | 1% |
| HuffPost | 1 | 1% |
| ABC | 0 | 0% |
| AP News | 0 | 0% |
| Newsmax | 0 | 0% |

| | | |
|-------------|---|----|
| NY Post | 0 | 0% |
| NY Times | 0 | 0% |
| Reuters | 0 | 0% |
| Vox | 0 | 0% |
| Fox | 0 | 0% |
| MSNBC | 0 | 0% |
| WSJ | 0 | 0% |
| WSJ Opinion | 0 | 0% |

Topic: Abortion

The seventeenth most prevalent topic across all articles analyzed was *Abortion*, appearing in 0% of 2240 articles analyzed across the political spectrum. This topic only appeared once in AP News, not appearing in the other fifteen outlets.

A full breakdown by outlet is as follows:

| Outlet | # times | % of time |
|---------------------|----------------|------------------|
| AP News | 1 | 1% |
| ABC | 0 | 0% |
| BBC | 0 | 0% |
| Breitbart | 0 | 0% |
| Fox | 0 | 0% |
| HuffPost | 0 | 0% |
| MSNBC | 0 | 0% |
| Newsmax | 0 | 0% |
| NY Post | 0 | 0% |
| NY Times | 0 | 0% |
| Reuters | 0 | 0% |
| Vox | 0 | 0% |
| Washington Examiner | 0 | 0% |
| Washington Post | 0 | 0% |
| WSJ | 0 | 0% |
| WSJ Opinion | 0 | 0% |

Background on Relevant Topics

Throughout the content collection period, several topics surfaced in the news cycle, causing an influx of articles on news outlets to appear about that topic. Below is a list of events causing some topics to rise in popularity across the political spectrum:

- **Economy:** on April 2nd, Donald Trump announced [Liberation Day](#), coupled with a minimum [10% tariff on all US imports](#). Trump later added more tariffs which resulted in [subsequent countries](#) (i.e: the [UK](#) and [China](#)) responding with their own tariffs. A tariff war led to the rise of tariffs in the news, which was captured under the topic: Economy.
- **Immigration:** while the topic of immigration generally receives more scrutiny around the beginning of any Presidential administration, Trump has historically focused on immigration as a primary concern throughout his tenure (i.e: [Border Wall](#) in 2016). What makes this case potentially more salient is that the Trump administration has focused its efforts in [deporting unauthorized immigrants](#), in many cases without due process; as such the media has dedicated significant portions of their coverage to discussing these cases individually as they occur. Immigration stories like that of [Kilmar Abrego Garcia](#) were thus captured under the topic: Immigration.
- **Unfortunate Death:** a topic that would not normally have received much attention. It was originally constructed to capture cases of death that would not fall under crime due to accidents, natural death, or disease. However, with the [death of Pope Francis](#), media coverage exploded over the last few days of data collection, leading to an abnormal amount of [headlines concerned with the Pope's passing](#). This data anomaly is still significant, as at any given moment any of the captured topics could have exploded in popularity, the case of the Pope simply allowed for a usually low priority topic to take center stage near the end of our data collection period.
- **Trump Administration:** the actions of any President are ripe for media coverage, resulting in this topic receiving extensive coverage. It is worth noting that [Donald Trump](#) has been a special case – even among other Presidents – for the sheer attention he has drawn (and continues to draw) since his first term in 2016. As such, every story with an emphasis on Trump or on any of his cabinet members was recorded as the topic: [Trump Administration](#).
 - Note: Tariffs were generally recorded as the primary topic of Economy, with Trump Administration being the secondary topic; as such headlines centered on Tariffs would often bring attention to Trump, and would be categorized as Trump Administration as well.
- **Politics:** this topic is deeply related to the Trump Administration as many politicians spoke out in favor or against Donald Trump during the content collection phase. As such, this topic was quite persistent across the outlets and the days in which the data

collection process occurred. These politicians – who are not part of Trump’s cabinet – would therefore be recorded under the topic: Politics.

Purpose & Methodology

The purpose of this analysis was to evaluate the prevalence of topics covered by select news outlets during a 14-day content collection period, to highlight similarities and differences in coverage across the political spectrum.

Note: Due to rounding, the sum of parts may not always equal 100%.

Content Collection & Analysis

Content was collected from 16 outlets: 4 with a Left bias, 3 Lean Left bias, 3 Center bias, 3 Lean Right bias, and 3 Right bias. Left outlets were overrepresented in this sample study due to the inclusion of the [Associated Press](#), which has largely been recognized as the “gold standard” of objective journalism. Moreover, AP News has undergone [shifts in its bias rating](#), of which this project can provide further insight into AP News’ actual bias rating.

Across the 16 outlets, 10 headlines were collected every day from April 8th to April 22nd – a 14 day period. The total number of headlines collected is as follows: 540 Left headlines, 420 Lean Left headlines, 420 Center headlines, 420 Lean Right headlines, and 420 Right headlines.

It should be noted that some outlets repeated headlines during the data collection process, including: Vox, HuffPost, and Breitbart (which had a continuous stream of repeated headlines for redirection to arts & entertainment coverage). The AllSides team elected to include these repeated headlines in the overall total as the outlets themselves believed that having repeated headlines was acceptable for their overall newsfeed, as such AllSides considered these headlines as intentional and thus representative of the political bias of these outlets.

A grand total of 2240 articles were collected for this analysis, and the AllSides Media Bias Rating™ associated with a news outlet was noted for analysis. The AllSides Media Bias Rating™ assigned to each outlet was based on its rating at the time of content collection.

Each headline was assigned, or *mapped to*, between one to three topics for the analysis.

Topic Mapping Methodology

The Shaping the Narrative project weighted the topics covered by an article headline based on relevance. The weighting percentages indicate the relevance a topic had to each headline, the higher the percentage - the more relevant the topic was to the headline.

- If a headline focused entirely on 1 Topic, then that singular topic was labeled as Topic #1 and received 100% weighting.

- If a headline covered 2 Topics, AllSides determined the most relevant to the headline and labeled it as Topic #1 with 66% relevance weighting, with Topic #2 weighted at 33%.
- If a headline covered 3 Topics, AllSides determined the most relevant headline, labeled it as Topic #1 and weighted it at 50%, with Topic #2 and Topic #3 covering the remaining topics and weighted equally – 25% each.

Note: if a headline is covering more than one topic, then the outlet is purposefully drawing attention to multiple topics and thus each topic individually is less relevant to the overall headline. As a result, more topics covered in a headline results in each topic receiving a smaller percentage (less relevance), always adding up to 100%.

The following details how the weighting process was employed - for headlines with 1, 2, and 3 topics in any given headline:

Topic Weighting: 1 Topic

If a headline was entirely focused on one topic, then only that topic was recorded as **Topic #1 (100% weight)**. An example of this would be [MSNBC \(Left bias\)](#) which wrote: “Texas’ Ken Paxton hopes to parlay multiple scandals into a GOP Senate campaign”, this headline is focused entirely on a – non-Trump related – politician’s goal to become a Senator despite his controversies, falling under the topic: *Politics*.

Topic Weighting: 2 Topics

When a headline appears to be focused on more than one topic, then both topics are recorded. However, there is weighting that is taken into consideration when selecting which topic is **Topic #1**, and which is labeled as **Topic #2**. An example of this comes from [Newsmax \(Right bias\)](#) that published the headline, “Trump: US Reaping \$2 Billion a Day From Tariffs.” This headline concerns itself primarily with Trump – as it quotes him directly – meanwhile the quote’s subject is on tariffs (the economy). As such, AllSides would prioritize labelling **Topic #1 (66%)** as *Trump Administration* and **Topic #2 (33%)** as *Economy*.

Topic Weighting: 3 Topics

There are some cases where a third topic was recorded for a headline. Of the 22 times in which a **Topic #3** was recorded amongst over 2000 headlines, the decision to do so meant that a clear **Topic #1** was present, but the headline addressed two more topics of nearly equal importance. An example of this is from [Vox \(Left bias\)](#) which published the headline, “Trump’s tariffs are an opportunity for China. Can Beijing seize it?”

In Vox’s case, **Topic #1** is the *Trump Administration* as it is centered on a story deeply related to Trump’s actions. However, **Topic #2** could either be *International News* – as this headline is concerned with China – or it could be *Economy* considering how the headline is focused on Trump’s tariffs specifically. This is one of a few rare instances where a media outlet is weighing two topics equally in their headline. In cases like these, a **Topic #3 (25%)** was collected with equal weight to **Topic #2 (25%)** – resulting in a new weighting for **Topic #1 (50%)** as well.

News Outlet Selection

The below Media Outlets were chosen for **Three Primary Reasons**:

- **First:** the media outlets selected are all part of the [Media Bias Chart](#) – which helps ensure that we capture the outlets that the AllSides audience is most interested in
- **Second:** these outlets' were selected based on their degree of [Community Feedback](#) – which helps ensure that we capture the outlets that the AllSides audience is most divided on or supportive of, with regards to bias ratings already in place for the selected outlets
- **Third:** news posting frequency – the data collection process necessitated that the outlets selected could provide enough articles throughout the content collection period in order to have enough data to analyze.
 - If an outlet could not meet the content requirements, then they were excluded from the project analysis despite meeting the other two criteria

[MSNBC \(Left bias\)](#): MSNBC was specifically selected due to its significance in the media cycle as a major representative of legacy media – being a major contributor to NBC which has a near 100 year history in media.

[Vox \(Left bias\)](#): Vox was selected due to its notoriety in online spaces, it represents new age media (being founded around a decade ago), and its new-age perspectives are crucial to take into account when comparing to legacy media (i.e: MSNBC) and determining whether the 'age' of an outlet plays a role in topic coverage.

[HuffPost \(Left bias\)](#): HuffPost was selected due to its tendency to sensationalize stories – it is important to capture the variance within the Left bias group, as a bias group does not have a monolithic tendency shared across all outlets rated Left, Center, Right, etc...

[Associated Press \(Left bias\)](#): AP News is a unique case, as it is on the fringe of being labeled Lean Left, and it is largely seen as the 'standard for journalism' in America. As such, while we were meant to collect three outlets per bias, we made a special exception for AP News, to get a deeper understanding on how their bias affects their reporting by topic.

[Washington Post \(Lean Left bias\)](#): the Washington Post was selected due to its competitive positioning to the Washington Examiner. In selecting these two outlets, it gives an opportunity for analysis that breaks down how their political bias is displayed due to bias or competitiveness with one another.

[ABC News \(Online\) \(Lean Left bias\)](#): ABC, much like MSNBC, is well-ingrained into the public's perception of news reporting itself; analyzing this figure of legacy media is crucial to grasping a deeper understanding of how legacy versus new age media may differentiate on topic coverage.

[New York Times \(Lean Left bias\)](#): The New York Times was selected due to its direct competition with NY Post. Understanding how direct competitors vary (or don't) in topics

covered can provide a better analysis of each outlet's bias, and whether their competitiveness drives topic coverage as well.

[BBC News \(Center bias\)](#): BBC news was selected due to its 'outside perspective' in comparison to many of the other 'America focused' outlets selected. This provides a unique opportunity to understand how topic coverage may shift between Center outlets due to geographic reasons – if any.

[Reuters \(Center bias\)](#): similar to BBC in terms of giving a wider perspective of news coverage, Reuters provides a unique perspective – due to its Canadian affiliation – in an era where America-Canada relations become more complicated.

[Wall Street Journal News \(Center bias\)](#): WSJ News was selected for its Center bias in American politics, where Reuters and BBC may report on international news to appeal to their more international audiences.

[New York Post \(Lean Right bias\)](#): as a direct competitor of the New York Times, this source was included for comparison with the aforementioned outlet and to provide more unique perspectives on overall topic coverage.

[Wall Street Journal \(Opinion\) \(Lean Right bias\)](#): due to its direct relationship with WSJ, this source was selected to analyze how topic coverage may differentiate within a corporate entity.

[Washington Examiner \(Lean Right bias\)](#): the Washington Examiner is a direct competitor with Washington Post, providing an excellent opportunity to analyze how political bias influences topic coverage within similar geographic locations and competing audiences.

[Breitbart \(Right bias\)](#): Breitbart leans a bit more into sensationalism than other outlets, making them a prime target to understand the varying scope of topic selection bias. This provides a more thorough analysis into the Right political bias as a whole.

[Newsmax \(Right bias\)](#): Newsmax was selected due to the source being in between Lean Right and Right, providing a unique opportunity to grasp the entire spectrum of the Right's political bias. Breitbart being the furthest Right, Fox in between, and Newsmax closest to Lean Right.

[FOX News Digital \(Right bias\)](#): FOX News was selected due to its political ties to the Trump administration. For example, Trump selected Fox News' Jeanine Pirro as the Interim US Attorney for the District of Columbia, and Tom Homan (who was a Fox News contributor) as the Border Czar. As such, it is important to capture Fox News' perspective due to the potential of a biased perspective favoring Trump influenced by their individual political ties to Trump's administration.

How AllSides Made This Analysis as Objective as Possible

For breakdowns of topics by media outlet bias, **AllSides only took the bias of the overall media outlet into account – not the content of the article itself.** For example, any article curated from [The New York Times \(Lean Left\)](#) was considered Lean Left, reflecting the outlet's overall AllSides Media Bias Rating at the time of the analysis in 2025. AllSides Media Bias Ratings™ reflect the average judgment of people across the political spectrum, not one individual or group. AllSides' Media Bias Rating Methodology is based on multiple methods, including Blind Bias Surveys of Americans across the political spectrum and expert panel reviews by a multipartisan group. This prevents one elite group or individual from having a disproportionate impact on the ratings.

About AllSides™

AllSides™ is a media solutions company that strengthens our democratic society with [balanced news](#), [media bias ratings](#), [diverse perspectives](#), and [real conversation](#).

AllSides' balanced newsfeed provides news from the left, center, and right and is powered by over 2,400 AllSides Media Bias Ratings™ that reveal the average judgment of Americans, not one elite group. AllSides serves news consumers at AllSides.com and provides patented technologies, tools and services — including media bias audits — to media companies, nonprofits, businesses and other organizations. Visit [AllSides.com/services](#).

AllSides provides a platform for a diverse range of perspectives on current events and political issues. This includes presenting news and analysis from multiple viewpoints, including those that may not be represented in mainstream media. AllSides aims to foster greater understanding and dialogue by providing a space where people can learn about and engage with perspectives that differ from their own.

AllSides' mission is to free people from filter bubbles so they can better understand the world — and each other. AllSides [employs](#) a multipartisan team of editors who review and curate news articles from a variety of outlets. The articles are then presented side-by-side in a balanced newsfeed that reveals the political perspective of the outlet.

Since 2012, AllSides has been analyzing the media bias of news outlets using its patented and proprietary systems, providing over 2,400 [media bias ratings](#) for news sources, writers, fact-check organizations, and think tanks. AllSides believes everyone is biased, and that's okay. But hidden bias can manipulate, mislead, and divide us.

AllSides provides Media Bias Audits to news companies interested in discovering their bias and providing more objective, balanced news. Its patented and proprietary system reveals how average Americans perceive the political bias of news reporting, and its multipartisan panel provides recommendations for achieving more balanced news.

In addition to providing news and analysis, AllSides also offers tools and resources for individuals, schools, and organizations interested in promoting media literacy and understanding. This includes the [AllSides Media Bias Chart™](#), [AllSides for Schools](#), [Red Blue Translator](#), and other [tools](#) and [services](#).

About AllSides Media Bias Ratings™

AllSides empowers you to understand the role media bias plays in the news and information you consume. [AllSides Media Bias Ratings™](#) and the [AllSides Media Bias Chart™](#) help make news bias transparent, allowing you to easily identify different perspectives and political leanings so you can get the full picture and think for yourself.

AllSides Media Bias Ratings™ are based on a scientific, bipartisan analysis, and are meant to reflect the average view of the American public. In other words, they are meant to reflect the average view of people across the political spectrum, not one individual or group.

AllSides believes there is no such thing as [unbiased news](#), and that concealed bias can mislead and divide us. The best approach is to acknowledge and balance this bias, so that people can consider multiple viewpoints and gain a more comprehensive understanding of the world around them.

AllSides assigns a rating of [Left](#), [Lean Left](#), [Center](#), [Lean Right](#), or [Right](#) to each media outlet or writer, as well as a numerical rating using the [AllSides Media Bias Meter™](#), which provides more nuance in each category.

The AllSides patented bias detection and display technology is powered by a combination of the ‘wisdom-of-the-crowd’ technology and statistical research and methodologies. The system utilizes multiple methods for calculating media bias, and combines them for the best results. For each source, the methodology may include:

- **Blind Bias Surveys** — A survey that asks respondents to rate the media bias of a news outlet on a left-right scale without knowing the news source or author they are reviewing. AllSides normalizes these data based on respondent ideology to ensure that the audience reflects the social and political diversity of the nation.
- **Editorial Reviews** — A bipartisan panel conducts in-depth reviews of a media outlet. The Editorial Review Panel includes people from across the political spectrum. During this process, each reviewer independently evaluates and suggests a rating for the source. Then, the group discusses individual findings, shares impressions, and comes to an agreement on the result.
- **Third Party Data** — When available and relevant, data that is conducted by a transparent, credible source may inform AllSides Media Bias Ratings™. AllSides always notes which third-party analyses it has taken to account on the source page for any outlet.

- **Community Feedback** — Visitors to AllSides.com can vote on the rating for any outlet. This feedback does not determine our ratings, but may trigger a deeper review.
- **Independent Reviews** — An AllSides reviewer assesses content and comes to a general conclusion on a source's bias. This is AllSides' lowest level of analysis, usually undertaken to give initial, low-confidence ratings.

For more information about how AllSides rated media bias, visit its [media bias rating methods page](#).

Inquiries

Please [contact AllSides](#) for media or other inquiries about this analysis.

Appendix A: Topic Categorization

*Disclaimer: the words and phrases used to label each headline under a specific topic are **not** exhaustive. They detail trends in the rhetoric used by outlets to discuss select topics and have been used as a guide to label each article under the most fitting topic category.*

Abortion: this topic was captured by articles that included content related to: *abortion, reproductive rights, pro-choice, pro-life, Roe v Wade, women's rights, and bodily autonomy.*

Arts and Entertainment: this topic was captured by articles that included content related to: *music, movies, celebrity drama/dating/divorce, sports, awards shows, and other entertainment news.*

Crime: this topic was captured by articles that included content related to: *crime, gangs, shootings, murder, terrorism, hate-crime, arson, crime syndicates, and cartels.*

Economy: this topic was captured by articles that included content related to: *economy, inflation, tariffs, GDP, stock market, dollar, recession, and Fortune 500 companies (individually).*

Education: this topic was captured by articles that included content related to: *education, Department of Education, book bans, DEI in education, school funds, and individual university names (i.e: Harvard, Columbia, etc...).*

Elon Musk: this topic was captured by articles that included content related to: *Elon Musk, DOGE (in reference to Musk's role), special government employee, "world's richest man", Tesla (in reference to Musk's involvement).*

Environment: this topic was captured by articles that included content related to: *environment, climate change, global warming, fires, and extreme weather (i.e: hurricanes, storms, etc...).*

Health and Healthcare: this topic was captured by articles that included content related to: *healthcare, medicine, vaccines, diseases, viruses, Medicare, COVID, and measles*

- *Abortion* was not included in *Health and Healthcare* due to the potential for articles to only discuss the topic of abortion in reference to civil rights, as opposed to healthcare access.

Immigration: this topic was captured by articles that included content related to: *immigration, immigrants, borders, illegals/aliens, sanctuary city, and cartels.*

- *Cartel* was included under *Immigration* due to the Trump administration's consistent claims that the immigrants they deport have ties to cartels/crime syndicates – resulting in most mentions about immigrants to be intrinsically tied with mentions about cartels

International News: this topic was captured by articles that included content related to: *Middle East, Russia-Ukraine conflict, Israel-Palestine conflict, and foreign nation daily news (i.e: local stories or those centered on foreign nations).*

LGBTQ: this topic was captured by articles that included content related to: *LGBTQ rights, drag, trans athletes, gender-affirming care, and LGBTQ+ books/education.*

Other: this topic captured articles that discussed non-descript miscellaneous topics that did not warrant separate topics due to their insignificance to the research principle of this analysis

- *Ex: surveys, life-style blogs, life-hacks, sponsored content, etc...*

Politics: this topic was captured by articles that included content related to: *Democrats, Republicans, judges, courts, elections, voting, government agencies, and individual politicians (i.e: Alexandra Ocasio-Cortez and Marjorie Taylor Greene).*

- If a politician is in Trump's cabinet, then a headline covering their actions would be labeled under *Trump Administration* rather than *Politics*

Race and Racism: this topic was captured by articles that included content related to: *race, racism, DEI, affirmative action, racial inequality, and police brutality.*

Science: this topic was captured by articles that included content related to: *science (i.e: astronomy, earth sciences, biology, etc...), mental health, climate change, and medicine.*

- Medicine and Mental Health were included under *Science* rather than *Health and Healthcare* due to the proclivity of news outlets to discuss medicine and mental health in relation to scientific discoveries

Social Programs: this topic was captured by articles that included content related to: *Medicare, social welfare, subsidized living, and funding cuts to social services.*

- Medicare was included under *Social Programs* and *Health and Healthcare* as it is an extremely notable social program while also being fundamental to the healthcare system of millions of Americans

Trump Administration: this topic was captured by articles that included content related to: *Donald Trump (as a President and his administration), Trump cabinet members, the White House, JD Vance, January 6, and MAGA.*

Unfortunate Death: this topic was captured by articles that included content related to: *plane crashes, car crashes, and natural death.*

Appendix B: Topic Prevalence Charts

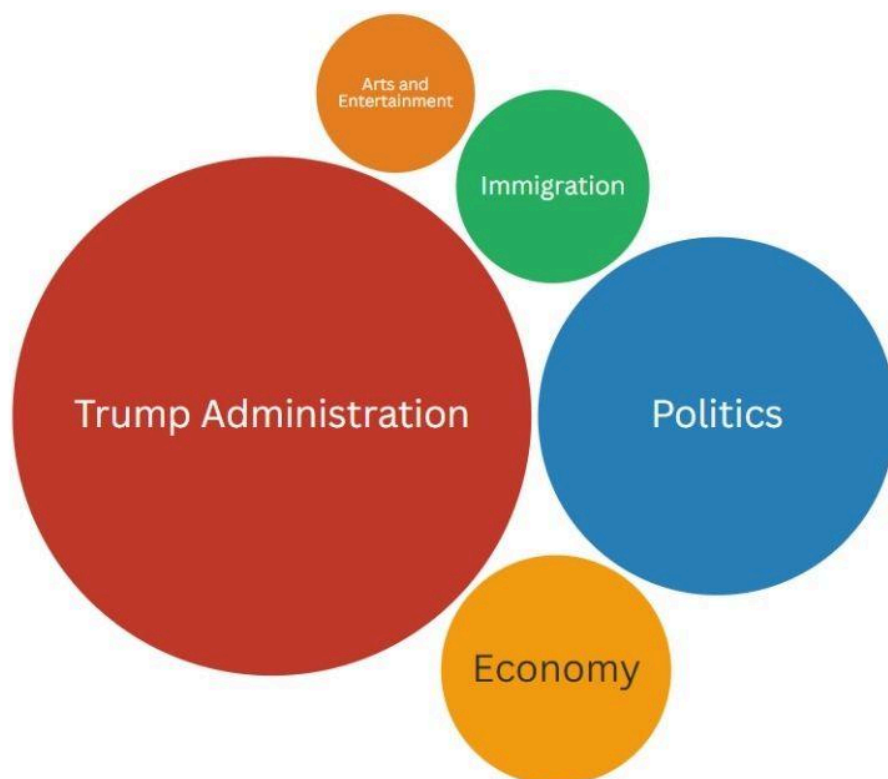
The charts below indicate the top 5 topics covered by all outlets, with each bubble conveying one topic. The size of the bubbles show the prevalence of each individual topic present across the individual media outlets sampled in the Shaping the Narrative project.

Left Outlets

MSNBC (Left bias)



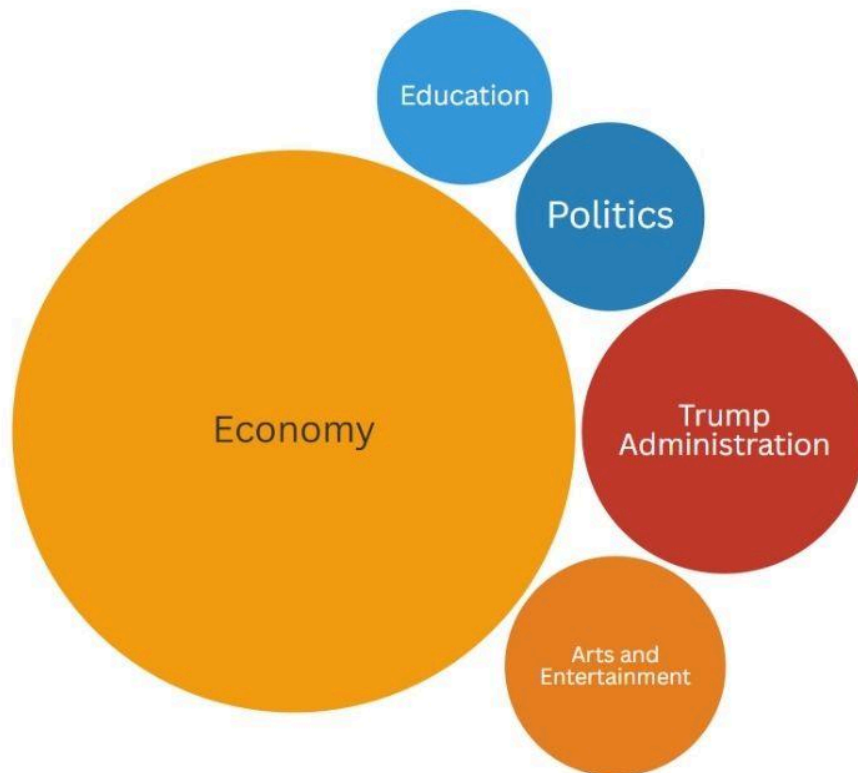
Top 5 Most Prominent Topics Appearing on MSNBC



Vox (Left bias)



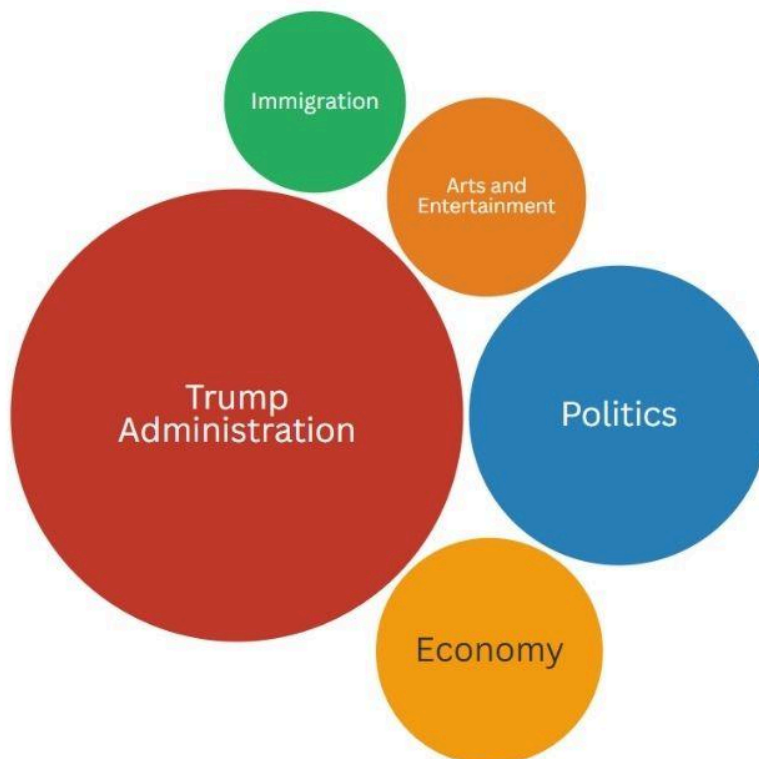
Top 5 Most Prominent Topics Appearing on Vox



HuffPost (Left bias)



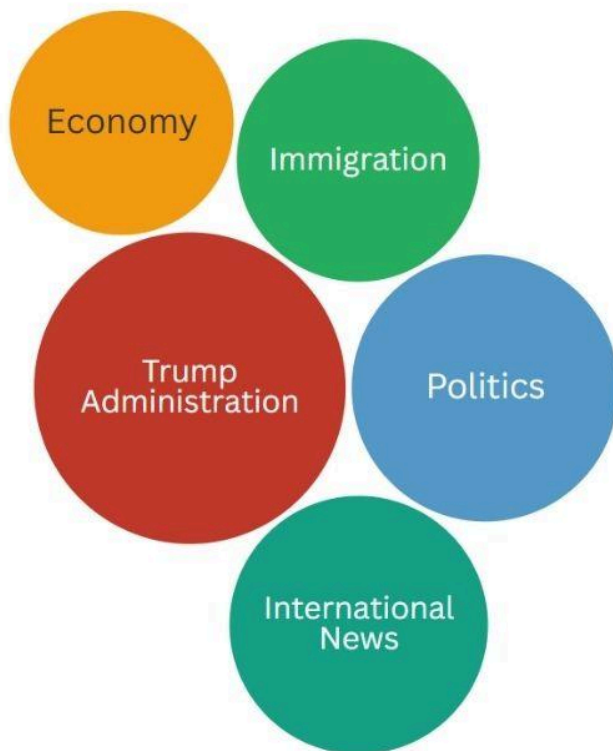
Top 5 Most Prominent Topics Appearing on HuffPost



Associated Press (Left bias)



Top 5 Most Prominent Topics Appearing on Associated Press

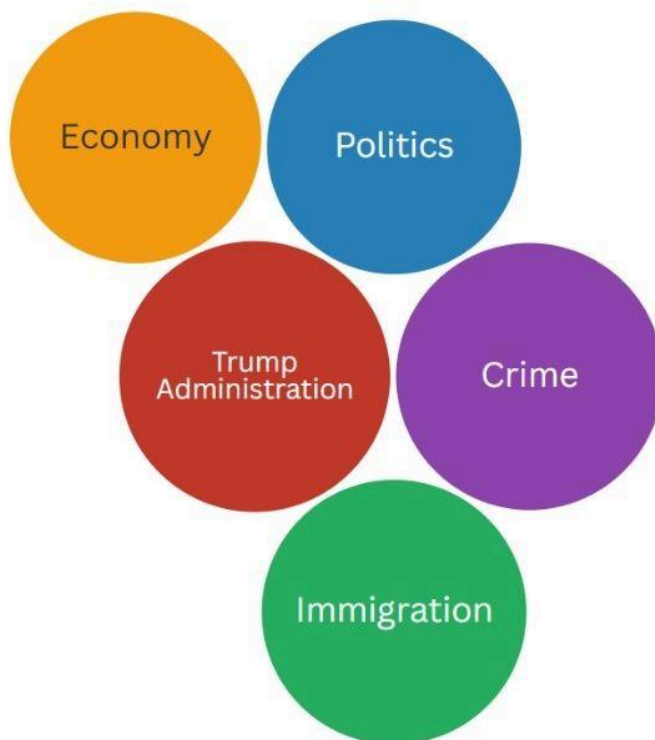


Lean Left Outlets

ABC News (Lean Left bias)



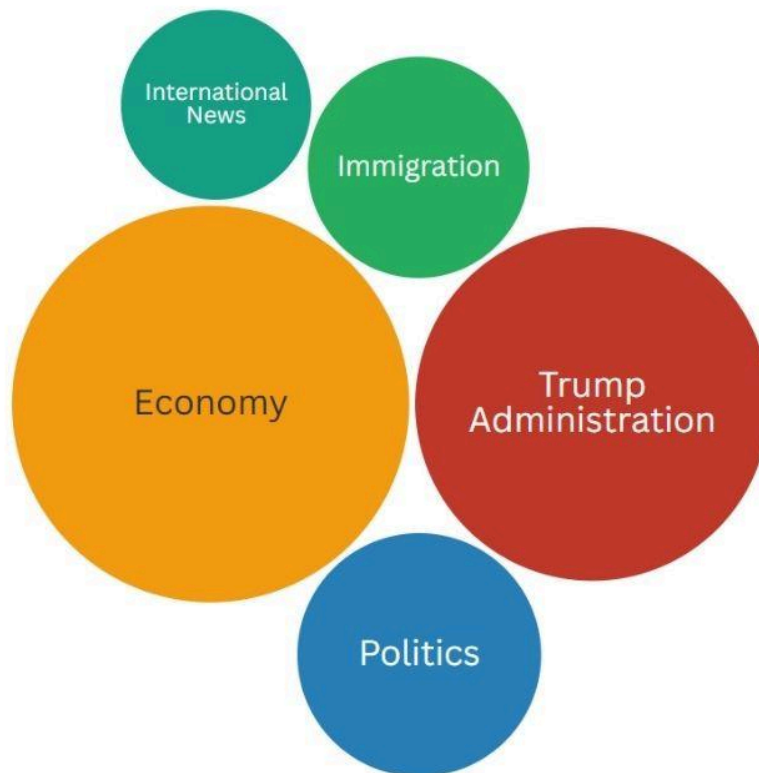
Top 5 Most Prominent Topics Appearing on ABC News



The New York Times (Lean Left bias)



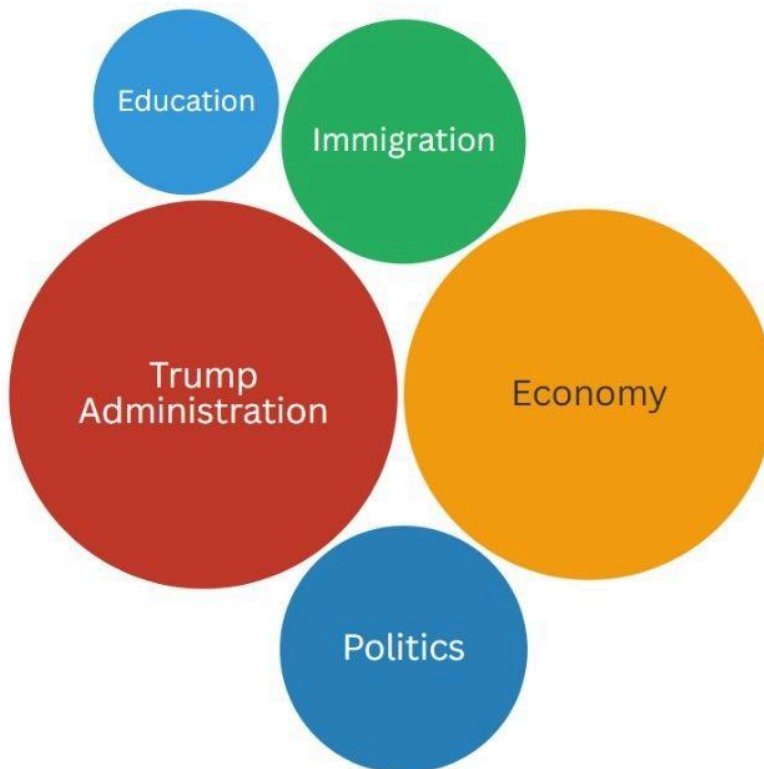
Top 5 Most Prominent Topics Appearing on The New York Times



The Washington Post (Lean Left bias)



Top 5 Most Prominent Topics Appearing on The Washington Post

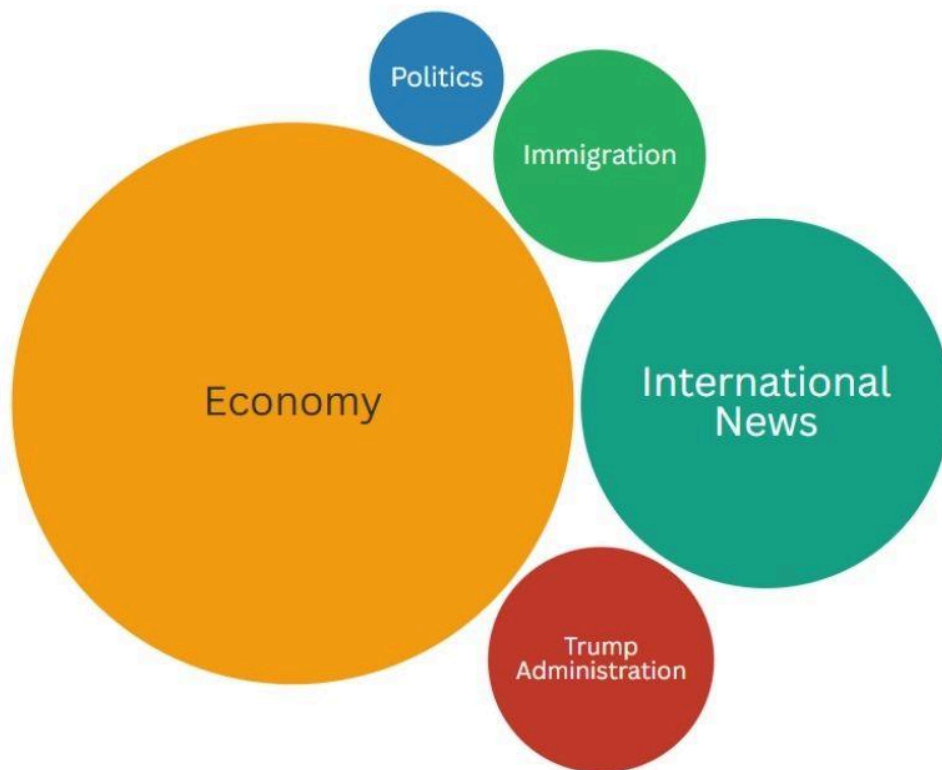


Center Outlets

Reuters (Center bias)



Top 5 Most Prominent Topics Appearing on Reuters



BBC News (Center bias)



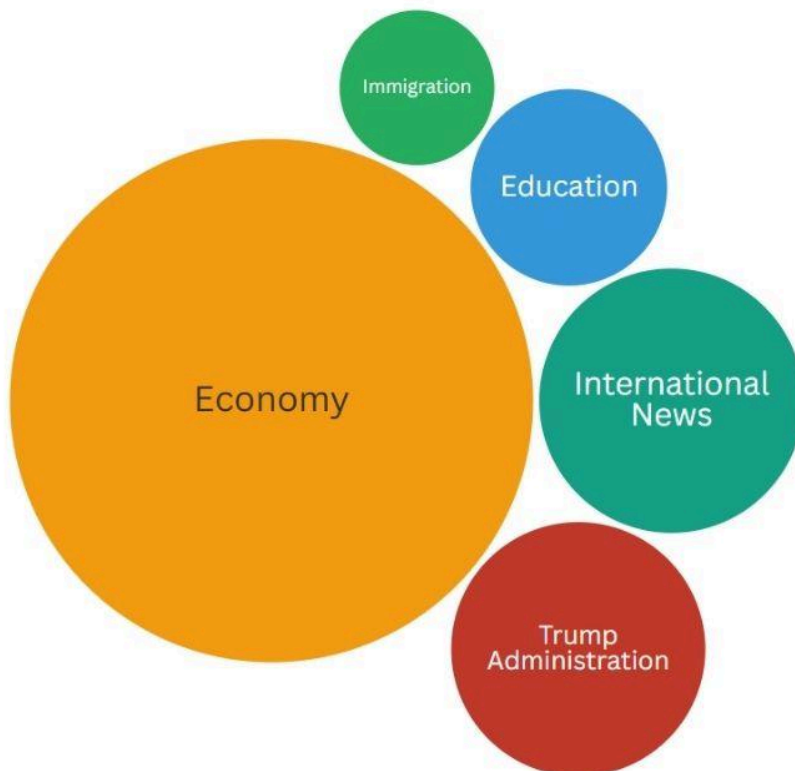
Top 5 Most Prominent Topics Appearing on BBC News



Wall Street Journal News (Center bias)



Top 5 Most Prominent Topics Appearing on The Wall Street Journal (News)

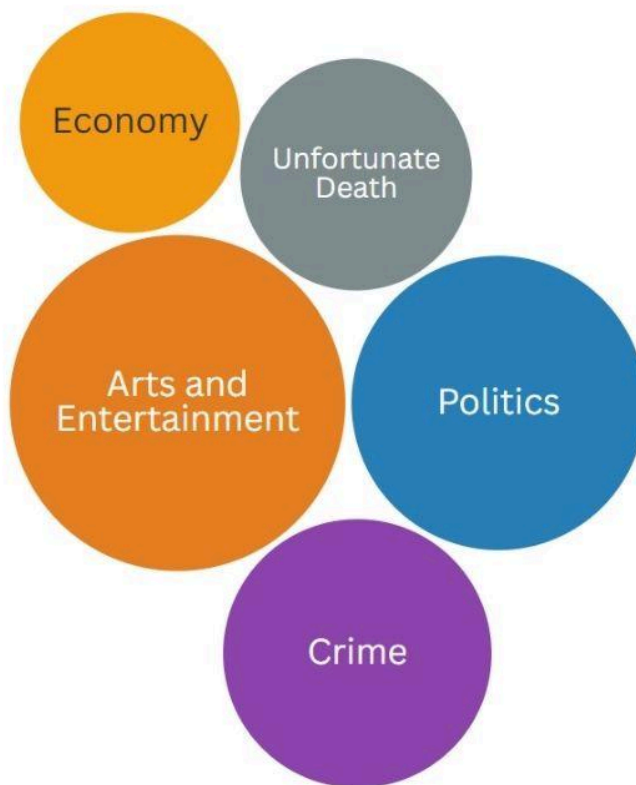


Lean Right Outlets

New York Post (Lean Right bias)



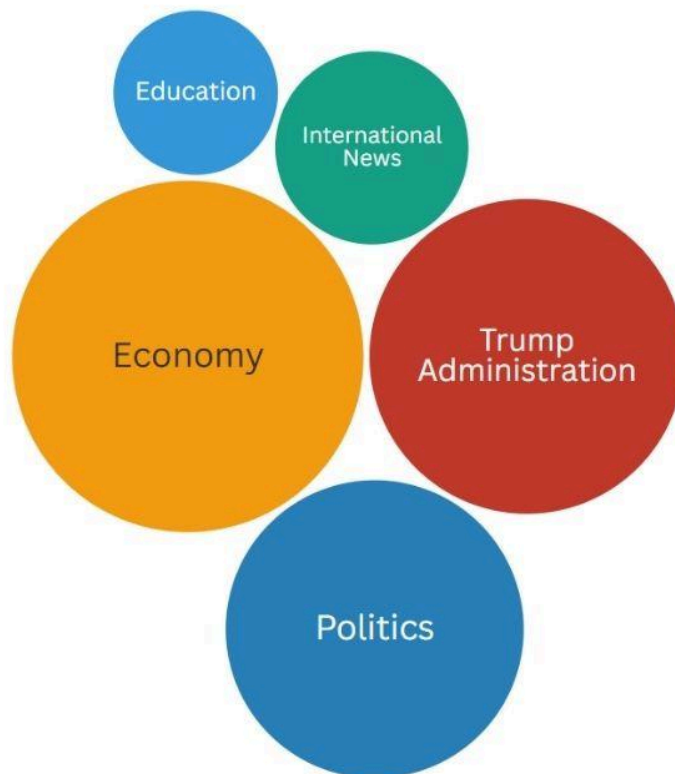
Top 5 Most Prominent Topics Appearing on New York Post



Wall Street Journal (Opinion) (Lean Right Bias)



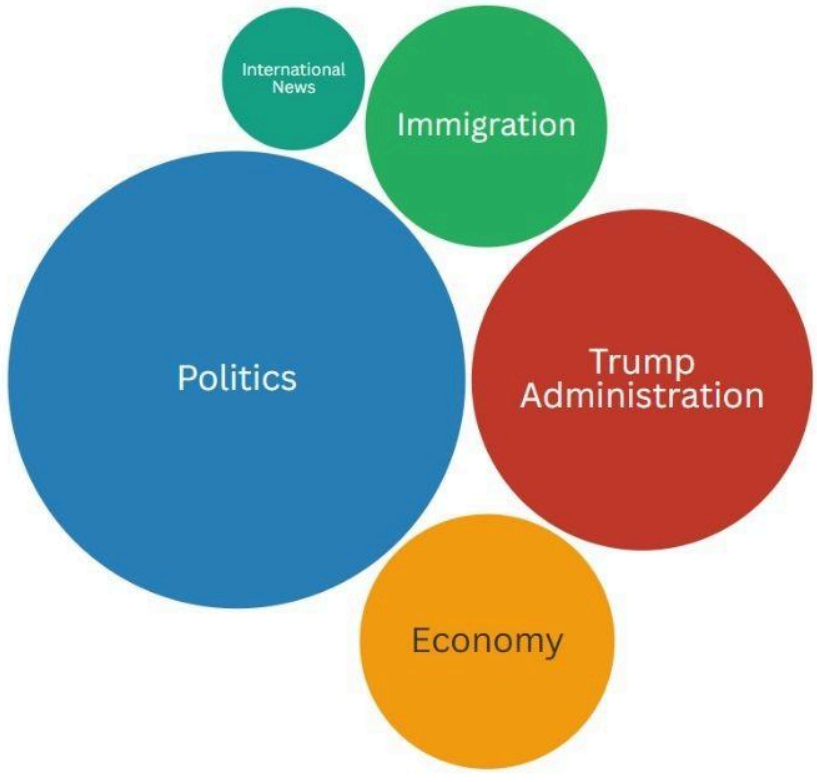
Top 5 Most Prominent Topics Appearing on The Wall Street Journal (Opinion)



Washington Examiner (Lean Right bias)



Top 5 Most Prominent Topics Appearing on Washington Examiner



Right Outlets

Breitbart (Right bias)



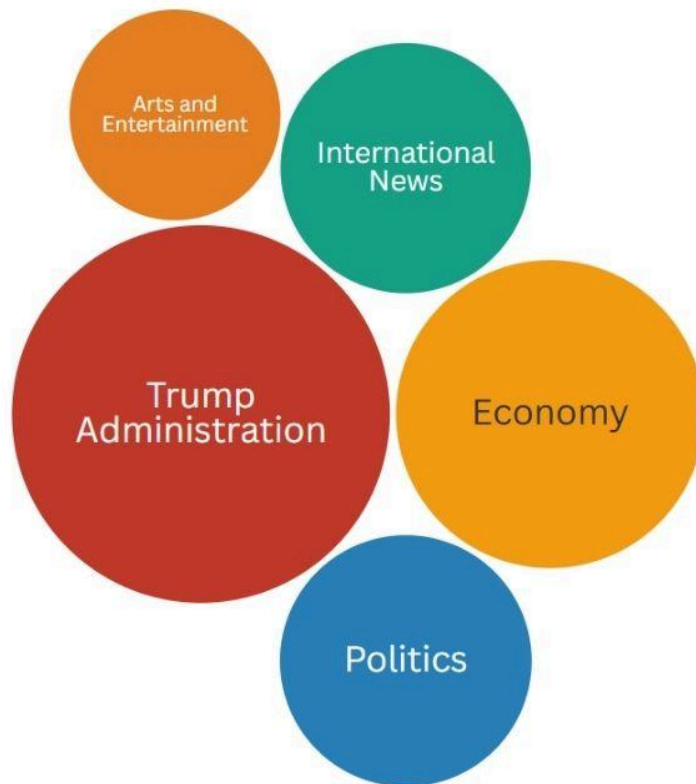
Top 5 Most Prominent Topics Appearing on Breitbart



Newsmax (Right bias)



Top 5 Most Prominent Topics Appearing on Newsmax



Fox News (Right bias)



Top 5 Most Prominent Topics Appearing on Fox News

