

AllSides Report on Google News Bias

Analysis of political bias of Google News and Google News search results

*This study analyzes web pages on Google.com
and the bias of the content that Google.com links to
utilizing the patented AllSides Bias Rating™ system*

Released on October 16, 2018



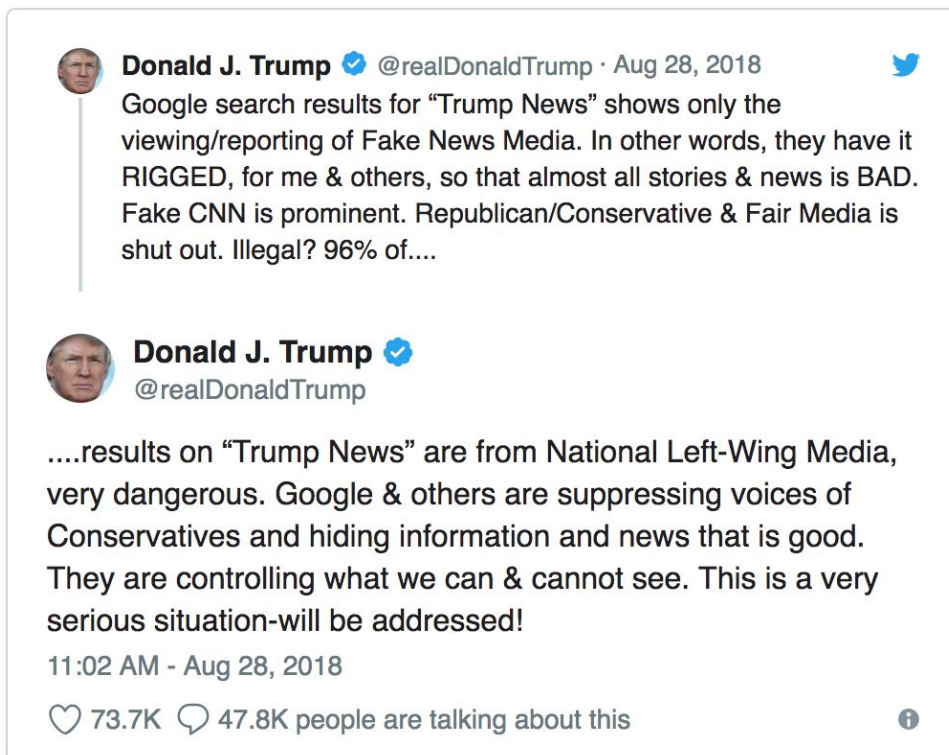
Prepared by AllSides

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Introduction to Research

At 8:02 am PST on Tuesday, August 28th, 2018, President Donald Trump tweeted that Google search results are rigged against him and others. This initiated a great deal of online pronouncements and debates that, for the most part, are not founded on significant analysis, data or research. This prompted us to do additional analysis of two weeks which incorporates years of research.



Is Google biased?

To answer that question, we must first answer another question: What qualifies as left or right bias? Someone who considers HuffPo and The New York Times to be centrist will have a very different viewpoint of Google’s bias than someone who considers Fox and The Washington Examiner centrist.

This analysis applies the AllSides Bias Ratings™, a robust evaluation of media source bias that utilizes a patented methodology with blind surveys, editorial reviews, secondary research and over 100,000 user ratings. Rather than rely on the judgements of journalists or an algorithm based on keywords, both of which are subject to significant bias themselves, this system is specifically designed to reveal the average judgement of Americans across the political spectrum.

See the Appendix for more information about AllSides Bias Ratings.

Is it rigged?

Being “rigged” by Google suggests that Google intentionally set up or altered its search results in such a way that it would show links to content or sources that are generally more left or anti-Trump in perspective *than the search results would have been otherwise*.

If the analysis shows that Google results are biased, that does not necessarily mean they are rigged. It is quite possible that any bias is an unintentional outcome of how the news search algorithm currently works or a reflection of the overall state of online news media.

If it’s biased but not intentionally rigged, should Google make a change?

That is a question beyond the realm of this report. It goes to the core philosophy of Google. Should Google simply reflect the overall Internet even if that means that search results are biased, promote tribalism or institutionalize a mob mentality? Or should Google work to refine its system to provide more breadth and balance of perspective that would enable and empower people to be better informed, think more independently, and appreciate a greater diversity of viewpoints and people?

This is not only a question for Google about news, but about all of Google search results. It is a fundamental question about the value and role that Google plays in our society, and its aspirations.

Key Findings

Google News and Google News search results have a strong preference for media outlets that have a perspective that is from the left of the US political spectrum.

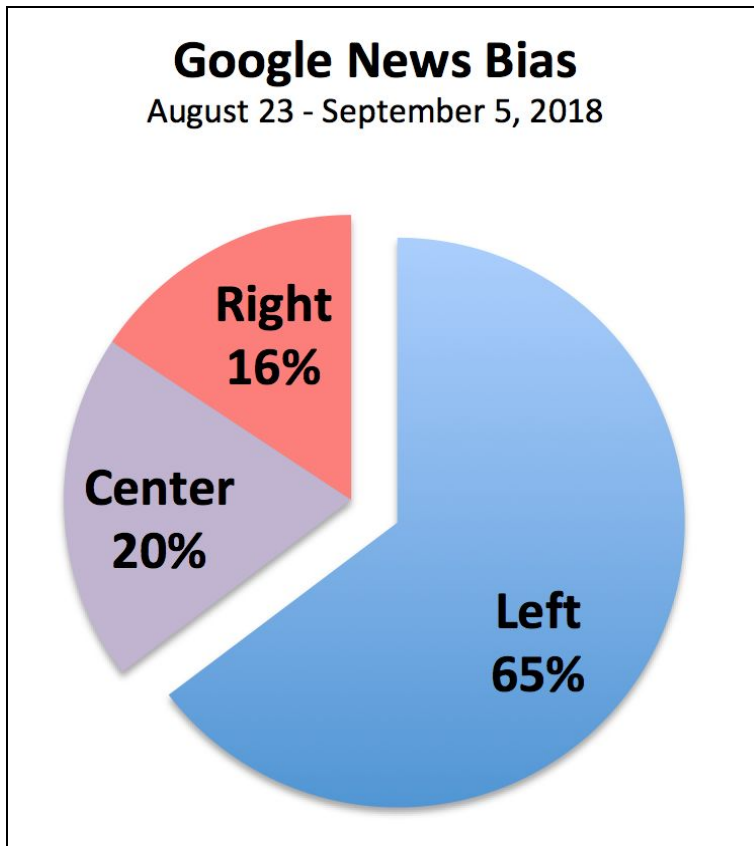
This study completed 123 different measurements of the political bias of Google News and Google News search results over 14 days from August 23 to September 5, 2018. This produced three summary views of the political bias of Google News:

- An overall bias score for Google News.
- The average position of the first Google News result from left, center and right sources.
- The frequency that Google News is biased toward one political slant over another.

Overall Bias of Google News

88 of those measurements looked at the number of links that pointed to left or center or right media sources. This analysis also considered the location of these links, giving the top 5 links more weight than others lower on the page.

The aggregate result indicates that the overall bias of Google News is 65% left, 20% center, 16% right.



Average Position of News from the Left, Center and Right

Because the [majority of traffic goes to the very first links displayed on Google](#), with an estimated one-third going to the first result, the position of a link on a page is extremely important.

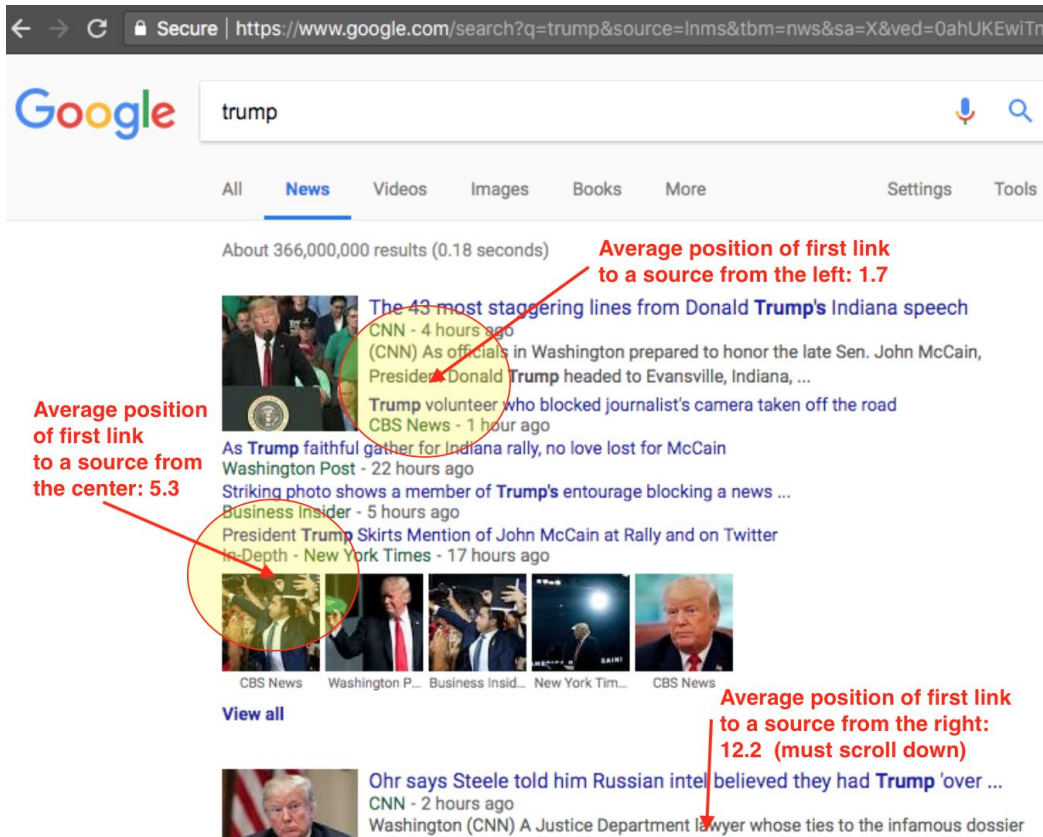
While our overall analysis takes this into account by measuring the bias of just the top 5 results separately from the rest of the first page, it is also important to consider where the first result from a left, center or right source appears. Being in the very first position is extremely impactful.

Here is the average position of the first result from the left, center or right:

- Left: average 1.7 (one of the top 2 results)
- Center: 5.3 (averages to be in the top 5 or 6 results)
- Right: 12.2 (this is below “the fold” meaning that users have to scroll down the window on their computer screen before they see their first news article from the right)

The screenshot shows a Google News search for "John McCain's Casket Reaches Final Resting Place At U.S. Naval Academy". The results are as follows:

- Left Source:** HuffPost • 5 hours ago. Headline: "McCain, like others before, rests in peace with a military academy friend". Source: CNN • 3 hours ago. Average position of first link to a source from the left: 1.7.
- Center Source:** ABC News • one hour ago. Headline: "McCain buried next to his best friend where his decades of public service began". Average position of first link to a source from the center: 5.3.
- Right Source:** The New York Times • today. Headline: "Meghan McCain, Forged in Her Father's Image". Average position of first link to a source from the right: 12.2 (must scroll down).



Frequency of Bias

Each of the 123 measurements indicated if there was bias of one political slant over another in that specific case. Though the preference of one slant over another was sometimes very small:

- 112 (or 91%) of the 123 measurements indicated at least some preference for news media with a left bias over sources with a right bias.
- 99 (or 80%) of the 123 measurements indicated at least some preference for news media with a left bias over sources with a center bias.

Notes and Conclusions

There are many different ways to measure and rate the bias of any news source or service. Simple adjustments will alter the percentages so that left media can be considered as more or less dominant in Google News than our 65% figure. However, the numbers are so significantly strong and consistent in favor of news media sources from the left that the overall conclusion of a leftward bias is well justified.

These results that show a strong bias for left media over right media are also consistent with past research and observations by AllSides. AllSides analyzes the news on a daily basis and have often found it difficult to find perspectives from the right when using Google News.

However, the data that shows a strong preference for left media over center media is a new observation, one that AllSides has not explicitly studied in the past.

These findings in no way speak to whether Google intends for its news to favor one political perspective over the other.

This apparent bias could easily be the natural and unintended consequence of its algorithms and the fact that most news outlets, as well as [most journalists](#), have political views that represent the left side of the US political spectrum. [Online news consumers are younger](#) and [lean farther Left](#) than the average American, and that directly impacts which articles Google's algorithm selects and how high it places them on the page.

This study does not suggest that there is *intentional* favoritism for media sources from the left, nor does this study suggest the opposite. It only demonstrates that the resulting choice of links that Google News provides do have a significant bias in favor of the left.

Methodology

How bias is rated

While it is easy for people to look at Google search results and make individual judgments about bias, AllSides has a much more robust methodology and data that compensates for individual beliefs and more accurately reveals types of media bias.

AllSides patented bias rating system reflects the average judgment of the American people. It is not “accurate” – bias is subjective and therefore there is no strictly accurate measurement – but it reflects the average subjective judgment of Americans across the country.

To understand this process better, see the appendix. You can also view AllSides [media bias](#) ratings and learn how AllSides [rates media bias](#) at AllSides.com.

For this analysis of Google News search result bias, we used these well-established bias ratings to identify the political leanings of the sources of the articles that Google searches provide.

Which Google pages to review, which results to measure

Since this is a question about media bias, we use Google News and searches on Google News, not generic Google searches. This minimizes results from other, non-news media sources which are not as easy to identify on a political bias scale.

Next, we didn’t treat all results the same but gave special attention to the news articles (or search results) nearest the top of the page. News articles listed at the top or near the top of the page get far more clicks and views than others. [Research shows the first Google link gets 33%](#) of all clicks thus, the second gets 18% and down from there. 92% of all traffic comes from the first page. We limited our analysis to the first page of results.

The Google News homepage is one way people get news, so we analyzed the headlines listed on that page. We reviewed the top news headlines and then the headlines under the category “U.S.,” but did not continue our analysis of the home page beyond those results.

People also get news by doing searches on topics. We chose the top 5 news topics of the day by reviewing the news pages of a variety of online news publications from the left to right. We then selected a fairly broad search phrase that captured stories related to that topic. We did a generic Google search using those search phrases and then clicked “News” to get the news results that Google News provides on those topics. We also did a Google News search on “Trump” for each day.

We then reviewed the search results, tagged each result as left, center, right or unknown based on the news source, and recorded the total of each. We recorded the number of each within the top 5 results as well as on the entire first page of results.

We also noted the position of the first result from each political leaning. For example, if the first example of an article from a center source did not appear on the page until the 8th result, we recorded “8.” If a source type never appeared at all on the 1st page results, which happened a few times for right sources and once for center sources, we recorded the position as “25”. In reality, the first result may not have been listed until much later, but we did not want to skew the overall averages with some outliers.

Combining research results for an overall measurement

A single overall measurement is somewhat arbitrary because it relies on the researchers to choose how much to weigh various factors. However, a snapshot of the overall study is helpful, so to determine the overall Google News bias, we combined our data in the following way:

- We used 88 of our 123 measurements of media bias for our overall measurement. These measurements were of the:
 - Top 5 of Google News Homepage
 - Top 5 of Google News Search of Top Stories plus “Trump”
 - First Page of Google News Homepage
 - First Page of Google News Search of Top Stories plus “Trump”
- We did not use 35 of our measurements to directly create a single overall Google News bias rating. Specifically, we did not use our measurements of the positions of the first result for left, center and right. This data is valuable and included in this report but was not integrated into our overall Google News bias scores.
- Our approach emphasized certain factors above others. Specifically:
 - The top 5 results account for 78% of the overall score (for point of reference, [this study](#) measured that the first 5 results get 76% of the traffic from search results)
 - The Google News Homepage results account for 64% of the overall score
 - Google News Search of “Trump” results account for 7% of the overall score

Bias Ratings of Key Media Sources

AllSides rates only the bias of the content that media outlets publish online. The bias of an outlet's television or radio broadcast content is not taken into account. This is all that is relevant for a Google bias analysis, as online content is the only content Google links to — not TV or broadcast.

AllSides has rated the [online media bias of hundreds of media publications](#). We utilized these bias ratings to determine the bias of Google News results.

The AllSides media bias spectrum is: Left, Lean Left, Center, Lean Right, Right.



Here is a chart featuring the AllSides media bias ratings of a few popular online media outlets:



See more media bias ratings at [AllSides.com](https://www.allsides.com)

**These bias ratings represent the average judgement of Americans based on multi-partisan analysis and tens of thousands of user ratings. Unless otherwise noted as editorial content, all bias ratings are based on online editions of news coverage, not TV, print, or radio content.*

AllSides.com includes a [complete list of AllSides Bias Ratings](#). Each media outlet in our ratings links to a page that provides a more complete description of how that particular rating was achieved.

The bias ratings of some media outlets are particularly controversial — especially outlets that are considered by some to be Center and by others to be Lean Left or Lean Right.

In this report, we are including a bit more detail about the AllSides media bias ratings for a few media outlets that are particularly controversial and critical to our analysis of Google News. These are important because Google News links to these sources frequently and many people would disagree about whether their bias should be rated center or left or right:

- CNN
- The Wall Street Journal
- NPR

AllSides has split each of these outlets into two separate bias ratings: one for the outlet's news content only, and one for the outlet's editorial/opinion content. This decision was made because the bias of each of these outlets' news and editorial content differs significantly.

CNN: Shifted from Center to Lean Left

The [media bias for CNN Web News](#), after years of being rated Center, is currently rated Lean Left. Our [media bias rating for CNN Editorial](#) is Left.

For years, AllSides rated CNN Web News as having a Center bias. This started in October 2013 when AllSides conducted its first “blind” survey of CNN. For this survey, participants from all sides of the political spectrum saw and read headlines from CNN.com, and, not know where they were from (which is what makes this survey “blind”), they rated the overall bias. On a 1 (left) to 5 (right) scale, these participants blindly rated CNN as 2.87, or Center.

We conducted many [blind bias surveys](#) over the years, and while some gave us results closer to Lean Left, they all fell within the range of “Center.”

From day one, there has been disagreement about our bias rating. Of the over 40,000 votes of online feedback we had received over years when we rated it as center, 49% agreed and 51% disagreed. We speculated that much of the user feedback was about the CNN cable network rather than CNN Web News, which is what AllSides rates.

CNN.com and CNN as seen on TV are very different. The TV/Cable version includes a great deal of commentary, and often the commentary and straight news are mixed together. CNN.com online a year or two ago made it easier to distinguish between news and commentary, and the straight news appeared to be more centrist than CNN commentary and opinion online.

So we were comfortable keeping our rating as “Center”.

But then we started to notice things changing.

First, our readers started changing their feedback about CNN. While there continued to be a majority of people who thought CNN should not be “center”, they felt it was farther left than in the past. Let’s just look at those who disagreed with the “center” rating. As recently as November 2016, the majority (57%) thought CNN should be rated as “Lean Left”. Then it switched. 62% in November 2017 and 59% in March 2018 rated CNN as full “Left”, no longer just “Lean Left”.

CNN Bias Feedback: People who disagreed with “Center”		
	Lean Left	Left
November 1-7, 2016	57%	43%
November 1-7, 2017	38%	62%
March 1-8, 2018	41%	59%

Overall, the average rating of those who disagreed with our initial “center” media bias rating was 79.1, which is Lean Left, but just on the cusp of hard Left (which ranges from 80-100).

The average rating of all user feedback over time, including those who thought it should be rated as center, was 64.8, or Lean Left (which ranges 60-80). This is how our numbering system works:

The bias ratings, when broken into 5 categories, are:

Rating	Range	Midpoint
Left (L)	80-100	90
Lean Left (LL)	60-80	70
Center (C)	40-60	50
Lean Right (LR)	20-40	30
Right (R)	0-20	10

However, this user feedback could have been influenced by charges by President Trump about CNN as being biased and fake. By itself, shifts in user feedback are not sufficient for us to change bias ratings.

More importantly, we noticed changes on the web site itself. The redesign of CNN.com’s homepage made it harder to distinguish between news and commentary (which is generally left). Humorous anecdotes from progressive comedians were given prominent placement at the top section of the news page. Pictures, tone and headlines also seemed to shift.

In March 2018, after an extensive editorial review with people across the political spectrum, AllSides shifted CNN Web News bias rating to [Lean Left media bias](#).

During this editorial review, AllSides looked at the stories CNN chose to cover and the prominence certain stories held over others. We found CNN Web News often includes a lot of Opinion and Analysis content on the site without labeling it as such until *after* readers click through to view the full article. This means CNN displays Opinion content alongside hard news on the homepage, making it look like the Opinion pieces are objective, fact-based news.

We found there are Left-leaning and Center articles featured on CNN, but we did not find any cases when CNN published a Right-leaning article or perspective. AllSides assigns a Center rating if we see Center reporting or a balance of biases being represented, which is not the case with CNN.

So while CNN.com Web News has been rated Center in the past, it has clearly changed in the last 2 years. In March 2018, AllSides changed the media bias rating of CNN Web News to Lean Left.

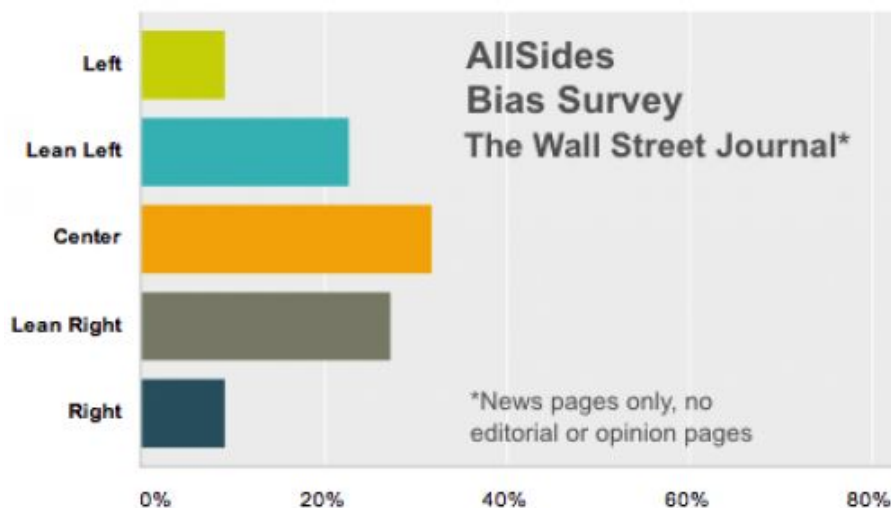
Note, we also concluded that CNN Editorial has a [Left media bias](#).

There is overwhelming agreement with that rating. Of the 1,409 community votes we have received, 71% agree with our rating, and 29% disagree. Among the people who disagreed, the average generally thought Lean Left was a better rating for CNN Opinion/Editorial. Yet when we took the average of all the votes agreeing or disagreeing, the average still comes out to Left by a small margin.

The Wall Street Journal: Center news, Right editorial

[The Wall Street Journal media bias rating](#) for its news is Center. AllSides rates Wall Street Journal's [editorial bias](#) as Right.

In 2013, our first in-depth [media bias survey of The Wall Street Journal](#) found that the majority of people from all ends of the political spectrum who read WSJ's news content blindly — without knowing which outlet the content came from — rated its content as Center. On a 1 (left) to 5 (right) scale, the results put WSJ at 3.05 — a firm Center rating. The distribution of responses visually support “Center” as well.



We have repeated this blind survey research numerous times, and the results reliably repeat with a Center rating.

The AllSides Community initially voted in agreement with our center bias rating for WSJ News. Then it shifted a bit. As of May 15, 2016, the majority disagreed with the “center” rating, but was evenly split on whether WSJ News was Left or Right. The average of those votes was Center, with a raw score of 48.5 (with 50 representing perfect Center). Today, the majority of our nearly 25,000 user ratings disagree with our “center” rating, but continue to be split between lean left and lean right.

This, plus the results of multiple blind surveys, all support “Center” for The Wall Street Journal news.

While most user feedback does not appear to separate news from editorial articles in their bias ratings, AllSides does make that distinction. We rate The Wall Street Journal editorial as right, and the AllSides Community agrees with us 53% to 47%. Of our users who disagree, they generally think the editorial content should instead receive a “lean right” rating.

NPR: Center news (just barely), Lean Left editorial

AllSides rates [NPR - News media bias](#) as Center while rating the [media bias of NPR editorial](#) content as Lean Left.

Rating NPR has been a bit tricky. Like CNN, it is mainly known for its offline content, not for its web presence, which is what we rate. Much of what people associate with NPR includes commentary and editorial opinions, making the feedback about the news less reliable.

Our blind media bias rating surveys hide the name of the news organization, so that helps solve that problem. And we have done multiple blind surveys of NPR News. The tough thing is that those ratings generally give results close to the border line between Center and Lean Left. Two of our surveys were in the Center but near Lean Left, and the most recent one was in the Lean Left range.

In December 2017, we then conducted two internal editorial reviews (one blind, one open) with participants spanning the political spectrum from the left to the right. We examined both hard news and op-eds (opinions pieces and editorials). The results were once again on the borderline.

Ultimately we concluded that NPR News maintained a [Center media bias](#), as it consistently showcased multiple sides of each story and refrained from biased language and images in its news articles. A strong 60% of nearly 25,000 ratings from our online community agree with this rating.

We also created a new separate rating to NPR editorial of Lean Left. Our community is split on that with a small majority disagreeing with that rating.

Results of Bias Evaluation of Google News Search

Before sharing the raw results, we should clarify some points.

Biased results do not necessarily mean intentionally rigged

In many ways, the core of the Google search algorithm that determines relevance is essentially a popularity measure. The Google search algorithm is quite impressive and far more than just that, but by every indication it is heavily influenced by the traffic a page gets, the links that go to that page, and people's click behavior. Those are measures of popularity.

There are far more news sources on the left than on the right, and it is well documented that individual journalists (that the Google algorithm might automatically recognize as more credible, and therefore their clicks and linking behavior would have greater-than-average influence on Google's relevancy score) are much more likely to have views on the left, to the left of the average American. This would likely skew search results toward the left.

Considering the fact that online news consumers tend to be younger and lean farther left than the rest of America, that would also likely skew search results toward the left.

So if the results do lean left, that could just be an unintended product of the Google search algorithm in its current state. Which leads to the next point.

The Google search algorithm continues to change and can get better

Technologists recognize that products are not perfect. Google has an excellent track record of continuing to improve their systems and we believe that they will continue to work toward that end. To the extent that they correctly identify the problem and consider the importance their results have on our society, including our ability to understand the world and think for ourselves, Google should be able to continue to innovate and improve. Our ultimate wish is for Google's continued improvement.

One Day in Detail: Results from August 28, 2018

Since this is the day that President Trump tweeted his concerns about Google search results, it is also a particularly interesting and good day to look closely at Google's results.

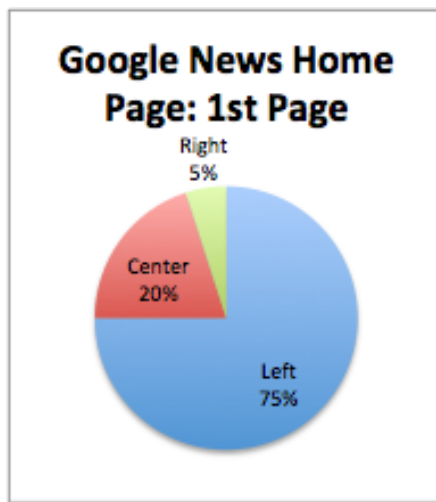
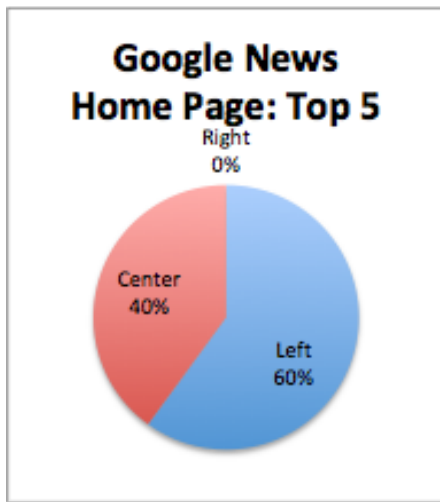
Google News Homepage

The screenshot shows the Google News homepage with the following elements:

- Browser address bar: <https://news.google.com/?hl=en-US&gl=US&ceid=US:en>
- Google News logo and search bar: "Search for topics, locations & sources"
- Section: **Headlines** with a [More Headlines](#) link.
- First headline: **Canada rejoins talks to stay in NAFTA, deal possible this week**
 - Source: Reuters • 5 hours ago
 - Image: A woman speaking at a podium with a Canadian flag.
 - Sub-headline: **Trump announces new US-Mexico trade deal** (CNN • yesterday)
 - Sub-headline: **Trump's Nafta Deal Isn't Worth the Price** (Bloomberg • today)
 - Sub-headline: **It's not a deal, it's not that big, and it's not replacing NAFTA** (The Washington Post • 5 hours ago • Opinion)
 - Sub-headline: **Trump wants to update NAFTA? Great. Kill it? No thanks** (Los Angeles Times • today)
 - Link: [View full coverage](#)
- Second headline: **Trump slams Google search as 'rigged' – but it's not**
 - Source: CNN • 36 minutes ago
 - Image: Donald Trump speaking.
 - Sub-headline: **Trump slams Google for 'RIGGED' results**

This page changes continually, but at this point shortly before noon, here is what we discovered.

- **The first result** was from a source with a center bias rating. The second result was left. The first result that came from a source with a right or right leaning bias was the 15th result of the page.
- **Of the top 5 news articles**, 3 were from sources on the left, 2 center, and 0 from the right.
- **For the rest of the homepage**, including top headlines and US headlines, 15 were from sources on the left, 4 center, 1 right.



Google News Search Results for Top Stories and “Trump”

Google News Search at 8/28/18, 9:50am PST

john mccain

About 48,500,000 results (0.20 seconds)

John McCain's brother remembers him as "my hero"
 CBS News - 3 hours ago
 To many, he will forever be immortalized by his cunning wit, his willingness to differ from his party and his devotion to service. But to his brother, ...

Lindsey Graham weighs in on John McCain and President Trump's ...
 CNBC - 3 hours ago

Did John McCain Launch a Foul-Mouthed Attack on President Trump ...
 Fact Check - Snopes.com - 17 hours ago

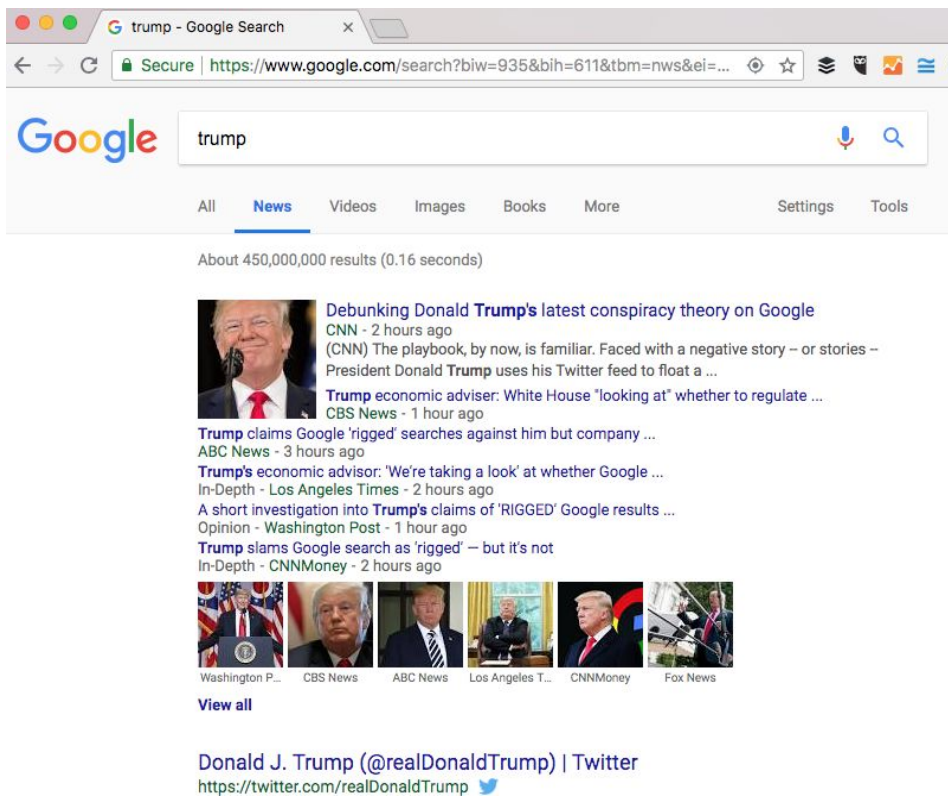
Sen. John McCain's "no ma'am" moment showed his true character
 Opinion - Chicago Tribune - 17 hours ago

What John McCain's Death Means for Republican Control of the Senate
 In-Depth - The Atlantic - 2 hours ago

No, Arpaio has not been appointed to replace Sen. John McCain
 Fact Check - PolitiFact (blog) - Aug 27, 2018

John McCain's remarkable mother: At 106, Roberta McCain has ...
 Washington Post - 1 hour ago

Google News Search at 8/28/18, 10:07am



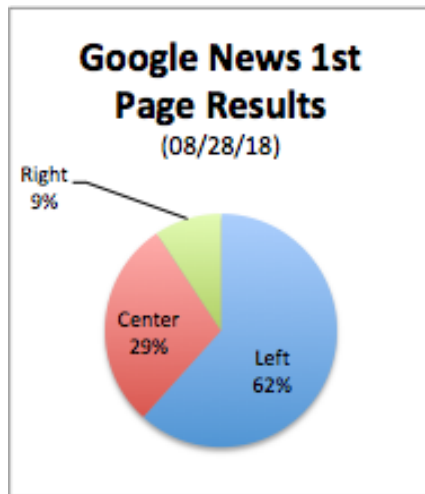
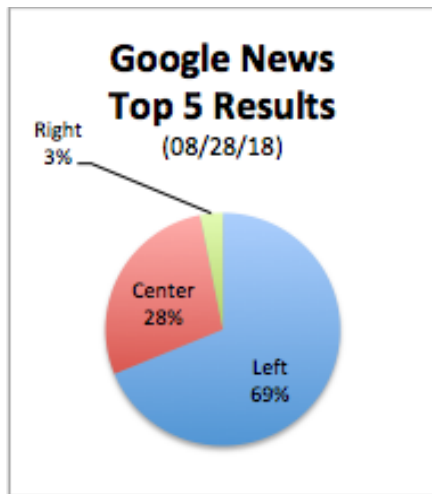
We completed Google news searches for “Trump” and for five other news topics. We manually reviewed the news pages of several news sources across the political spectrum:

- Huffington Post
- The New York Times
- Washington Post
- CNN
- The Wall Street Journal
- NPR
- Fox News
- Washington Times
- Newsmax
- The Blaze

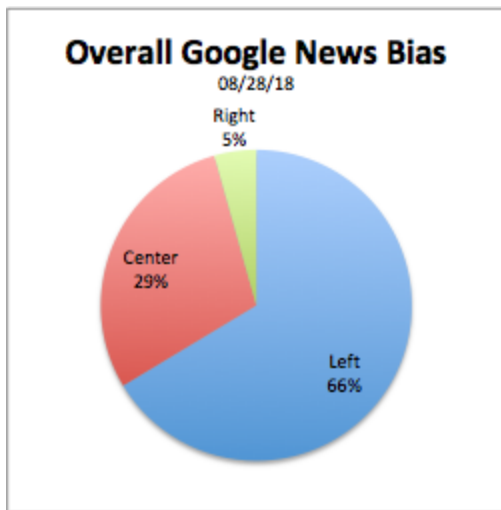
From these, we picked 5 top news stories and picked these broad search terms: “Google search Trump,” “John McCain,” “NAFTA,” “Catholic Church” and “Consumer Confidence.” We combined scores from these searches and the Google News Homepage, and this is what we found.

Search Term	Google Results										
	Top 5				Page One				Position of 1st result from		
	Left	Center	Right	Unknown	Left	Center	Right	Unknown	Left	Center	Right
Top 5 news stories + "Trump" on August 28, 2018											
John McCain	3	1	0	1	11	4	2	3	1	4	13
Trump	5	0	0	0	15	3	2	1	1	11	6
Google search trump	3	2	0	0	4	4	2	4	1	2	6
NAFTA	3	1	0	1	6	6	1	3	2	1	16
Catholic Church	3	1	0	1	10	4	1	12	1	5	14
Consumer Confidence	2	2	1	0	5	6	1	6	1	2	5
News homepage	3	2	0	0	15	4	1	1	2	1	15
Totals	22	9	1	3	66	31	10	30	9	26	75
Percentage	69%	28%	3%		62%	29%	9%				
Average position									1.3	3.7	10.7

- **The average position** on the page for the first left source was 1.3. For the first center article, it was 3.7. For the first right article, it was 10.7.
- **Of the top 5 news articles**, 22 were from sources on the left, 9 center, and 1 from the right.
- **For the first page of news results**, 66 were from sources on the left, 31 center, and 10 right.



Combining the various different measurements and results from throughout the day, this is the overall bias we observed:



Additional Results from Other Days of Analysis

The bias of Google News and Google News search results vary every day and throughout the day.

As it turns out, August 28, the day we chose to use as an example above, appeared to be biased a bit more strongly against the right than the rest of the days for this study. While the overall share of content from the left was about the same at approximately two-thirds, center had a much greater share of the remaining news coverage. But for the larger two week period, right received about 16% of the attention which is much better than the mere 5% it received at that time on August 28.

See the appendix for more screenshots from the other days of the study. Contact John Gable at AllSides for more data, analysis and information about the study.

Conclusions

The data demonstrates that Google News and Google News Search Results are heavily biased toward the left.

However, this does not mean, as indicated above, that Google intentionally favors one political ideology over the other. Although Google has been charged of bias in other practices, such as censorship of YouTube content, these results can quite reasonably be explained as an unintended consequence of the search algorithm in its current state.

Note that while Google may not intentionally skew search results in favor of one political perspective over the other, that does not mean that other organizations and groups online will not attempt to skew Google search results in their own favor. The science and activities behind Search Engine Optimization (SEO) are standard and accepted practices.

Google has a strong track record of continually improving their search algorithms. These results suggest that Google should continue improvement, and consider how important it is to provide multiple perspectives (not just multiple results with potentially the same perspective) to its users.

About AllSides

The AllSides mission is to free people from filter bubbles so they can better understand the world and each other. This strengthens our democracy - both our democratic republic and our democratic society.

To free people from filter bubbles, we must expose them to information and people outside of their own narrow worlds so they can appreciate and listen to people and perspectives that are different than their own. By doing this, we enable all of us to better understand each other and ourselves.

For nearly 6 years, since its first prototype in 2012, AllSides has been analyzing news media bias. We have developed a patent for measuring and displaying bias. We use our patented and proprietary technologies and systems, as well as over 100,000 user ratings, blind surveys, editorial reviews and secondary research to reveal and better understand bias.

AllSides uses its bias ratings to identify different perspectives on the latest news and issues. With this, people can easily get more depth and broader perspectives on news and issues so they can be better informed, think for themselves, and make better decisions for themselves and our society.

Suggested links:

- [AllSides Team Page](#)
- [AllSides Media Bias Ratings](#)
- [TED Talk: Free Yourself from Filter Bubbles](#)
by John Gable (AllSides, formerly Netscape, Microsoft, RNC) and
Joan Blades (Living Room Conversations, formerly co-founder of MoveOn.org)

Appendix: The AllSides Media Bias Rating™

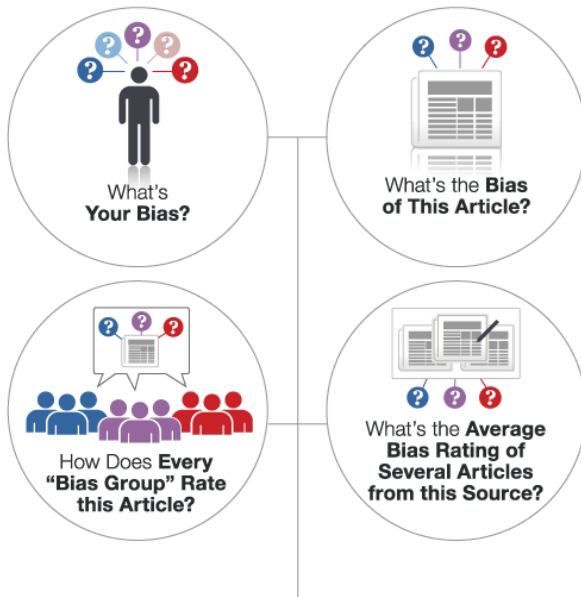
The AllSides Media Bias Rating™ reflects the average judgment of the American people. It was developed with the recognition that there is no such thing as [unbiased news](#). Hidden bias misleads and divides us. The best thing we can do is reveal the bias and balance it. By doing that, people can see multiple perspectives and get a better understanding the world around them.

Every day, AllSides uses bias ratings to quickly and automatically discover different perspectives on the same news story, issue or topic. With that, we curate news from multiple perspectives in order to provide readers a more complete and balanced understanding of news and issues, empowering them to more easily think and decide for themselves.

How AllSides Calculates Bias

The **AllSides patented bias detection and display technology** drives 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 the statistical research and methodologies.

Our system utilizes multiple methods for calculating media bias, and combines them for the best possible results. For each source, we list at AllSides.com which methods we used for that particular rating:



..... AllSides Bias Rating™ is



Blind Survey

AllSides collects and analyzes data from blind bias surveys of media sources. The survey asks readers to rate the bias of news without knowing the news source or author they are rating. AllSides normalizes this data, making sure that the audience accurately reflects the social and political diversity of the nation. This prevents “gaming” (when someone or a group tries to unfairly impact the ratings) or giving too much influence to any one segment of the population.

This provides arguably the most robust evaluation of the political leanings or bias available, and is at the core of the [patented AllSides Bias Ratings™ methodology](#). The nearby graphic depicts the flow of our blind survey bias rating system.

Editorial Review

In general, this is run by the AllSides staff including members from across the political spectrum. Each person in the editorial review board reviews the works of the source and makes an independent evaluation of the bias of the source. Then the group discusses their individual finds, shares their impressions. The group comes to an agreement and chooses a bias rating.

Sometimes we will do "blind" editorial reviews when our editorial staff does not know the source of the content they are rating.

Third Party Data

AllSides is not the only group that evaluates bias. When available, AllSides will review third party data, as well as their methodology and transparency, and will use that data to influence our own ratings. Examples of this include academic research by UCLA and well-sourced articles in Wikipedia. AllSides notes which studies or research it uses in the bias rating for each source.

Community Feedback

Bias ratings submitted by AllSides readers can influence our ultimate ratings, but only to a degree. This feedback is not blind. When people rate sources in this way they see which source they are rating and often see how AllSides has previously rated the source and how other people have voted. Since it is not blind, it is subject to bias itself as users are influenced by their preconceived notions or other people's opinions.

The community feedback is also not normalized. In other words, the raw data has not been balanced to fairly represent the various segments and groups in America. For example, if 100% of the people who rated a source were themselves liberal, the bias ratings they would give would be very biased toward their own point of view. A news outlet that America might on average consider "left" might instead be rated by this left group as "center" because the source more closely reflects their own views. This open-to-anyone voting system can also be "gamed" by a group of people who want to influence the outcome.

Because of these inherent biases, AllSides uses community bias ratings and feedback as a "warning system" that our current bias ratings may be off. This feedback sometimes triggers more robust blind surveys, analysis or other kinds of more robust research to sharpen the bias rating accuracy.

AllSides shows the raw votes by our users, with the first number representing the people who agree with our bias rating, and the second number represent those who disagree. We color code these for easy reference:

Agree



Disagree



It is not unusual for more than half of people to disagree with the AllSides Bias Rating, but the average rating often agrees with the AllSides Bias Rating. For example, AllSides may have rated a source as "lean

left” and the majority of people disagree with that rating. But more than half will rate that source as “left” and the rest will rate it as “center” or “lean right”, and the average will equal “lean left”, thus supporting the original AllSides rating. See notes for each source for more details.

Independent or Secondary Research

Often our initial rating for a news source relies on the independent research of one person. Sometimes, the bias rating is obvious or transparent. Staff may review sample content and investigate what the media and other sources, both partisan and nonpartisan, report about the political leanings of this source. Based on these independent findings and research, AllSides may make its initial bias rating. We generally note our “confidence” level online as “Initial or Low” at first if this is the only method we deploy. If we are unsure of the bias rating, or the AllSides Community disagrees, we will then consider additional methods of rating bias for that source.

Appendix: Sample Screenshots of Google News

September 5:

Headlines [More Headlines](#)

Woodward's revelations raise disturbing questions about Trump
CNN • 2 hours ago

- Bernstein: Trump presidency a national emergency**
CNN • today
- The White House's response to the new Bob Woodward book doesn't exactly strike confidence in one's heart**
Washington Examiner • today
- President Trump is unfit for office. Bob Woodward's 'Fear' confirms it.**
The Washington Post • today • Opinion
- Woodward book shames Trump skills, apologists and enablers | TheHill**
The Hill • today

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Seth Meyers: Brett Kavanaugh's Nomination Is Like Bonnie Picking Clyde To Be Her Judge
HuffPost • today

- Brett Kavanaugh vows to 'keep an open mind in every case,' after chaotic confirmation hearing day**
Fox News • today

[View more](#)

Progressive Ousts Michael Capuano in Dem Primary Shocker
The Daily Beast • today

- Ayanna Pressley, Dem backed by Ocasio-Cortez, upsets Michael Capuano in Massachusetts House primary**
Fox News • today

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Your local weather

Thunderstorms
74° F

Today	Thu	Fri	Sat	Sun
80°F	81°F	78°F	74°F	74°F
69°F	70°F	67°F	63°F	61°F

[C](#) | [F](#) | [K](#) [More on weather.com](#)

Fact check

Trump Distorts Facts on Collins, Hunter Indictments
FactCheck.org

Why Trump's wrong about WTO treating US unfairly
The Conversation US

Russia Protests NATO Drills While Flexing Superpower Muscles with Massive War Games
Polygraph.info

Fact-checking Donald Trump's tweet that Collins, Hunter indictments stem from Obama era
PolitiFact

Is This a Picture of an 'Intense Supercell with a Mass of Tornadoes' in Kansas?
Snopes.com

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Headlines

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Kavanaugh hearings to launch Tuesday amid fresh Democratic calls for a delay

NBCNews.com · 2 hours ago

- **Trump comes out swinging ahead of big political week**
CNN · today

- **Brett Kavanaugh confirmation hearings launch amid partisan fireworks, high stakes for Supreme Court**
Fox News · 2 hours ago

- **Morning Bits: The fight for the Supreme Court is on**
The Washington Post · 2 hours ago · Opinion

- **Brett Kavanaugh's net neutrality views could have a broad impact if he joins the Supreme Court**
NBCNews.com · 4 hours ago

 [View full coverage](#)

Democrats' 2018 Primary Turnout Mirrors Previous Wave Elections

NPR · one hour ago

- **Poll: Democrats regain clear advantage in midterms shaping up as referendum on President Trump**
The Washington Post · 9 minutes ago

[View more](#)

Toobin: Trump tweet attacking Sessions over indictments 'may be an impeachable offense' | TheHill

The Hill · 2 hours ago



- **Trump blasts Sessions over indictments of two of his earliest congressional supporters**
CNN · today

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Doctor: Female physicians don't work as hard

CNN · today



Your local weather

Cloudy

76°F

Today	Wed	Thu	Fri	Sat
80°F 71°F	82°F 69°F	81°F 70°F	77°F 68°F	75°F 65°F

C | F | K [More on weather.com](#)

Fact check

Was John McCain's Body Carried to Washington on Air Force Two?

Snopes.com

The Salaries of Men and Women: Where is the Gap Even Greater than in Russia?

Polygraph.info

Old Spin on Health Care Fraud Bust Returns

FactCheck.org

Deceptive Facebook post distorts California proposal on abortion med

PolitiFact

Trump Claims 'We Did a Fantastic Job in Puerto Rico'

New York Times

Spotlight

September 3:

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Headlines

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Graham: Ivanka Trump's 'very nice' comments about McCain 'not unnoticed by the family' | TheHill

The Hill · today

- Graham: Meghan McCain is 'her father's daughter'**
CNN · today
- Trump issues 4-word reply after criticism at McCain, Franklin funerals**
Fox News · yesterday
- The McCain funeral offered a promise of deliverance at a dark moment in American history**
The Washington Post · today · [Opinion](#)

- They Sat in Hypocrisy**
The New York Times · today · [Opinion](#)

[View full coverage](#)

John McCain's Casket Reaches Final Resting Place At U.S. Naval Academy

HuffPost · today

- McCain ends 81-year journey with burial at Naval Academy**
NBCNews.com · today

[View more](#)

Brett Kavanaugh has Democrats in 'nuclear option' regret

Washington Times · today

- Democratic Senator Says Brett Kavanaugh's Confirmation Process Is 'Not Normal'**
HuffPost · today

[View more](#)

Your local weather

Partly cloudy
74° F



Today	Tue	Wed	Thu	Fri
84°F 72°F	79°F 70°F	81°F 69°F	82°F 68°F	79°F 67°F

C | F | K [More on weather.com](#)

Fact check

Beto O'Rourke's 'Reality Check'
Snopes.com

When Putin Visited Depressing Siberian City, Russian TV Showed Footage of Moscow to Beautify its Report
Polygraph.info

Old Spin on Health Care Fraud Bust Returns
FactCheck.org

Fact-checking Republican attack ads in tight House races
Washington Post

Attack ad falsely says Bredesen backed gas, sales tax hikes that never happened
PolitiFact

Spotlight

Headlines

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John McCain's Casket Reaches Final Resting Place At U.S. Naval Academy

HuffPost • 5 hours ago



- **McCain, like others before, rests in peace with a military academy friend**

CNN • 3 hours ago

- **John McCain buried at Naval Academy next to lifelong friend**

Fox News • today

- **A Final Farewell For John McCain At The U.S. Naval Academy | NBC Nightly News**

NBC News • today

- **McCain buried next to his best friend where his decades of public service began**

ABC News • one hour ago

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Meghan McCain, Forged in Her Father's Image

The New York Times • today



Headlines

[More Headlines](#)

Former President Barack Obama's Remarks at McCain Memorial

Wall Street Journal • today

- **Meghan McCain, Obama knock Trump at John McCain's funeral service: 'America was always great'**
Fox News • today
- **McCain tributes mourn the 'fierce conscience of the nation's best self'**
CNN • today
- **'This week he became a legend': A solemn and glorious send-off for John McCain**
The Washington Post • today • **Opinion**
- **If Democrats listen to Joe Biden's eulogy of John McCain, they win in 2020**
Washington Examiner • yesterday



[View full coverage](#)



Issues for Brett Kavanaugh: the president who chose him and the Supreme Court he would change

The Washington Post • 5 hours ago

August 31, 1:12 pm PST:

Secure | https://news.google.com/?hl=en-US&gl=US&ceid=US:en

Google News Search for topics, locations & sources

Headlines

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White House Tells Congress it Aims to Keep Canada in Nafta

The New York Times • 5 hours ago



- **Canada's Freeland says 'we're not there yet' on NAFTA deal following explosive Trump comments on trade talks**

CNBC • 4 hours ago

- **Trump insults Canada, upending NAFTA trade talks**

The Washington Post • 9 minutes ago

- **Trump is confused by trade, as shown by NAFTA and Canada**

Washington Examiner • today

- **Canada left facing a fait accompli in NAFTA negotiations** | [TheHill](#)

The Hill • yesterday

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August 31, 1:16 pm PST:

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Google trump

All **News** Videos Images Books More Settings Tools






About 366,000,000 results (0.18 seconds)

 **The 43 most staggering lines from Donald Trump's Indiana speech**
CNN - 4 hours ago
(CNN) As officials in Washington prepared to honor the late Sen. John McCain, President Donald Trump headed to Evansville, Indiana, ...
Trump volunteer who blocked journalist's camera taken off the road
CBS News - 1 hour ago

As **Trump** faithful gather for Indiana rally, no love lost for McCain
Washington Post - 22 hours ago


Striking photo shows a member of **Trump's** entourage blocking a news ...
Business Insider - 5 hours ago

President **Trump** Skirts Mention of John McCain at Rally and on Twitter
In-Depth - New York Times - 17 hours ago

CBS News Washington P... Business Insid... New York Tim... CBS News

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 **Ohr says Steele told him Russian intel believed they had Trump 'over ...**
CNN - 2 hours ago
Washington (CNN) A Justice Department lawyer whose ties to the infamous dossier

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Headlines

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5 things for August 30: Don McGahn, Syria, duck boat wreck, China, Uber
CNN · 3 hours ago



Michael Cohen is resigned to going to prison to protect his family
CNN · today

- Trump heightens attacks against CNN, Watergate reporter Carl Bernstein over Trump Tower story | TheHill**
The Hill · today

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After surprise primary victory, can Andrew Gillum win the Florida governor's race?
NBCNews.com · 5 hours ago

- GOP candidate under fire for 'monkey this up' comment**
CNN · today

[View more](#)

Google dismantles Donald Trump's State of The Union video
INSIDER · 4 hours ago

- Trump: Google, Facebook and Twitter are trying to silence people**
The Sun · 3 hours ago

[View more](#)

McCain Pallbearers Include Joe Biden, Warren Beatty, Russian Dissident, Professional Athletes
NPR · 4 hours ago


- Cindy McCain kisses husband's casket at Arizona service, daughter Meghan weeps**
NBCNews.com · today






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Your local weather

Partly cloudy
74°F



Today	Fri	Sat	Sun	Mon
				
86°F 72°F	92°F 74°F	92°F 73°F	88°F 72°F	85°F 71°F

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Fact check

Putin's Pension Speech Was Inaccurate and 'Based on Propaganda', Experts Say
Polygraph.info

Trump overstates his job performance ratings: Fact Check
CBS News

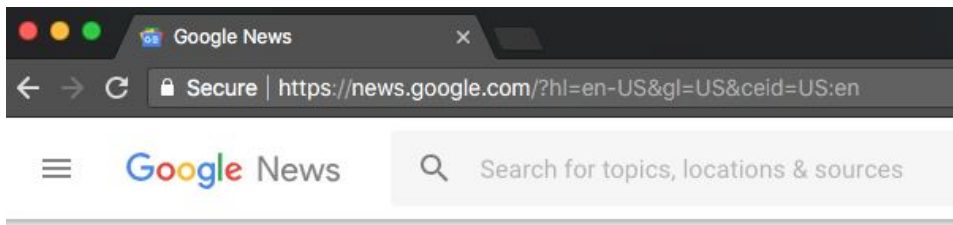
Has Congressman John Carter not held a town hall in five years?
PolitiFact

Did Jimmy Carter Announce That His Cancer Is Spreading?
Snopes.com

After McCain's Death, a False Claim Resurfaces
FactCheck.org

Spotlight

August 29, 5:48 pm PST:



Headlines

[More Headlines](#)

Florida Dem who scored upset primary victory haunted by city's corruption probe

Fox News · 5 hours ago



- **Ron DeSantis Tells Florida Not To 'Monkey This Up' By Electing Andrew Gillum**
HuffPost · today
- **Andrew Gillum, Martha McSally: 5 Takeaways From Florida And Arizona Primaries**
NPR · 5 hours ago · Opinion
- **Ron DeSantis and Andrew Gillum absolutely wallop the Florida political establishment**
Washington Examiner · today
- **Florida governor's election will be Trump's first test of the 2020 White House race**
Fox News · 3 hours ago

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August 27:

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Headlines

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Esports shooting survivors describe mad rush to escape gunman

ABC News · 4 hours ago

- Two killed in shooting at Jacksonville video game tournament**
CNN · today
- Mass Shooting at Florida Esports Event Raises Questions About Security**
TIME · today
- Mass shooting at Madden NFL esports tourney at Jacksonville hot spot: 2 deceased victims, suspect dead**
Yahoo News · today
- Deadly shooting at video game tournament in Jacksonville, Florida**
CNN · today

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John McCain's final message for the President

CNN · today



- It Would Only Take a Single Senator**
The Atlantic · 2 hours ago

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Myanmar Generals Should Face Genocide Charges, U.N. Panel Says

The New York Times · 3 hours ago



- Myanmar military leaders must face genocide charges, says UN**
BBC News · 4 hours ago

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Will Manafort conviction or Cohen pleas really impact Trump?

Your local weather

Cloudy

66°F

Today	Tue	Wed	Thu	Fri
73°F 50°F	74°F 49°F	84°F 58°F	70°F 51°F	68°F 48°F

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Fact check

Is California Gov. Jerry Brown Moving a Veterans Cemetery to Make Way for Low-Income Housing?

Snopes.com

Does Ocasio-Cortez Have 'Ties' to Soros?

FactCheck.org

Who Is 'Stuck' in Syria – Russia, the US, or Both?

Polygraph.info

No, Donald Trump isn't sending troops into South Africa

PolitiFact

President Trump's false claim about murders on South African farms

Washington Post

August 26:

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Headlines

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'He can't get rid of any of this': Trump's wall of secrecy erodes amid growing legal challenges
The Washington Post · today

- Trump is latching on to a popular right-wing talking point about Michael Cohen that experts say is 'nonsense'**
Business Insider · today
- We Asked 1000 People What Happened On Tuesday. Here's What Some Of Them Said.**
HuffPost · today
- America is married to the mob: But now the crime boss in the White House is feeling the heat**
Salon · today · Opinion
- Lanny Davis: I have no idea if that story I confirmed about the Trump Tower meeting is true or not**
Washington Examiner · yesterday

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Trump steps up attacks on Sessions and hints his days as attorney general are numbered
Los Angeles Times · today

- Scaramucci: 'Nightmare' if Trump fires Sessions**
CNN · today

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Hawaii faces a flood emergency from Tropical Storm Lane
ABC News · 5 hours ago

- Hurricane Lane, Now a Tropical Storm, Batters Hawaii With Heavy Rain**
The New York Times · today

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Santa Clara

Sunny
59°F

Today	Mon	Tue	Wed	Thu
77°F	77°F	74°F	75°F	72°F
58°F	59°F	59°F	60°F	58°F

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Fact check

- Does Ocasio-Cortez Have 'Ties' to Soros?**
FactCheck.org
- President Trump's false claim about murders on South African farms**
Washington Post
- Who Is 'Stuck' in Syria – Russia, the US, or Both?**
Polygraph.info
- No, Donald Trump isn't sending troops into South Africa**
PolitiFact
- Did Ron Paul Call Congress "A Bunch of Psychopathic Authoritarians"?**
Snopes.com

Spotlight

August 25:

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Headlines

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Why the Allen Weisselberg immunity deal may be the biggest news of this bananas week
CNN · 2 hours ago


- Manhattan DA Eyes Charges Donald Trump Can't Pardon Away: Report**
Newsweek · today
- Trump Org. CFO granted immunity in Cohen case**
CNN · today
- No collusion? We'll see. But what about tax fraud?**
The Washington Post · yesterday · Opinion
- Did federal prosecutors just breach Trump's red line?**
Washington Examiner · today

 [View full coverage](#)

Trump cancels Pompeo's North Korea visit: 'We are not making sufficient progress'

Washington Times · today


- Trump says Pompeo won't go to North Korea, criticizes denuclearization progress**
CNN · 4 hours ago

[View more](#) 

Aides expect Trump to go rogue on Manafort pardon

POLITICO · 5 hours ago

- Donald Trump told 'the countdown to impeachment has already started'**
The Independent · today

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John McCain just ended his cancer treatment. What does that mean?

Your local weather

Rain

56°F



Today	Sun	Mon	Tue	Wed
				
66°F 46°F	69°F 51°F	74°F 50°F	75°F 51°F	84°F 59°F

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Fact check

Sen. Manchin Often Votes with Trump

FactCheck.org

President Trump's false claim about murders on South African farms

Washington Post

Who Is 'Stuck' in Syria – Russia, the US, or Both?

Polygraph.info

Did a Judge Order That a White Woman Be Tried As an African-American?

Snopes.com

Was Omarosa working with the Clintons?

PolitiFact

Spotlight

August 24:

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Headlines

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Republicans return to familiar posture during Trump's week of drama
CNN · 18 minutes ago



- The Forbidden 'I Word'**
The Wall Street Journal · one hour ago

- A reckoning could be coming for Trump**
CNN · today

- Last chance, Republicans**
The Washington Post · one hour ago · [Opinion](#)

- Trump-hating Democrats who pursue impeachment will be punished by the American voter**
Fox News · yesterday

[View full coverage](#)

US Attorney General Jeff Sessions hits back at Trump criticism
Al Jazeera English · one hour ago



- Sessions hits back at Trump: DOJ won't be 'improperly influenced'**
CNN · one hour ago

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Autopsy finds Iowa student died from 'sharp force injuries'
Fox News · 2 hours ago



- Suspect in Mollie Tibbetts murder appears in court**
[ABC News](#) · yesterday

[View more](#)

Manafort jury had lone holdout on deadlocked charges

Your local weather

Partly cloudy
76°F



Today	Fri	Sat	Sun	Mon
81°F	92°F	95°F	95°F	93°F
74°F	77°F	74°F	75°F	75°F

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Fact check

Cohen Plea Deal Exposes Repeated False Claims
FactCheck.org

Picture Does Not Lie -- Russian Claim to Have Captured Javelin Missile System is Wrong
Polygraph.info

Donald Trump and hush money: Is it legal? Is it any worse than jaywalking?
PolitiFact

Did Fox News Discuss the 'War on Christmas' While Other Networks Covered Michael Cohen's Guilty Pleas?
Snopes.com

Rudy Giuliani's Pinocchio-laden interview on NBC's 'Meet the Press'
Washington Post

August 23:

- For you
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Headlines

More Headlines

With House majority at stake, Dems don't want to talk about impeaching Trump

POLITICO · 3 hours ago



Legal experts clash on whether Cohen plea threatens Trump

Fox News · today

Trump takes shot after guilty plea: 'Don't retain the services of Michael Cohen!'

NBCNews.com · today

Trump meets his real enemy

The Washington Post · 2 hours ago · Opinion

Trump likely safe after Cohen guilty plea, but Mueller report will be fodder for foes

Fox News · today

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Mollie Tibbetts investigation: Chevy Malibu seen in surveillance video not registered to suspect Rivera, source says

Fox News · 3 hours ago



Mollie Tibbetts death: Neighbour's security camera leads to police finding body in cornfield

The Independent · 5 hours ago

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Lessons from Paul Manafort: This tax slip-up could cost you a \$100,000 penalty

CNBC · today



Manafort guilty: what's next for Mueller's Trump-Russia investigation

Vox.com · today

Your local weather

Rain
72°F



Today	Thu	Fri	Sat	Sun
76°F 65°F	84°F 74°F	93°F 74°F	94°F 73°F	94°F 74°F

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Fact check

Pelosi Told Democrats to Win, Not Lie

FactCheck.org

Misleading claim by 'Fox & Friends' on California kids meal bill

PolitiFact

Were 'Winnie-the-Pooh' Characters Created to Represent Different Mental Disorders?

Snopes.com

Rudy Giuliani's Pinocchio-laden interview on NBC's 'Meet the Press'

Washington Post

China owns 21.3% of Kenya's external debt – not 70% as reported

Africa Check