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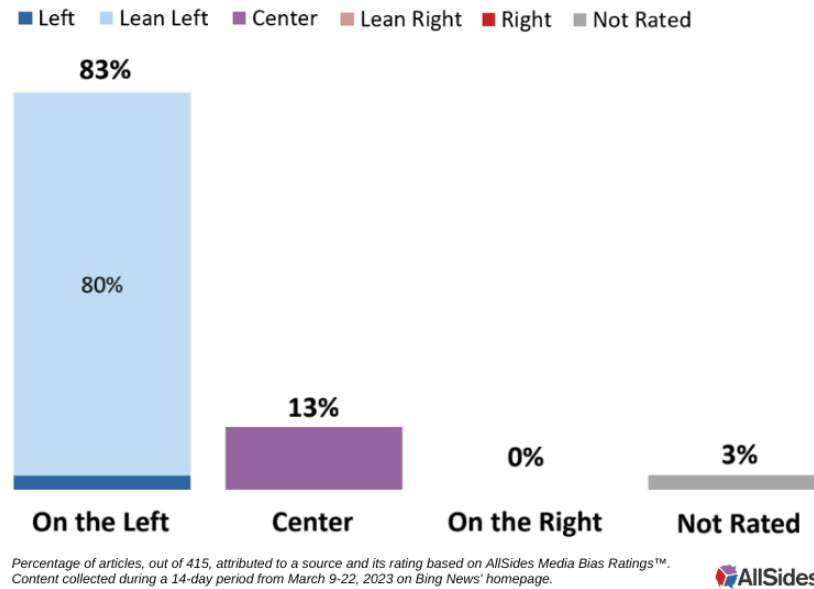
Bing News Primarily Shows Headlines From Lean Left Media Outlets: AllSides Bias Analysis

AllSides, a trusted source of media bias ratings, found severe bias in Bing News' curation algorithm

SAN FRANCISCO, CA — A Bing News media bias analysis found the news aggregator displayed articles from media sources on the left far more often than sources on the right, according to AllSides, a media solutions company that provides over 1,400 media bias ratings. In fact, [over a two-week period, Bing News' homepage displayed zero news sources rated Right or Lean Right by AllSides.](#)

The March 2023 [AllSides Bing News Bias Analysis](#) found 83% of articles on Bing News' homepage were from media outlets with an [AllSides Media Bias Rating](#)™ of Lean Left or Left, 13% were from sources rated Center, and 0% were from sources rated Lean Right or Right.

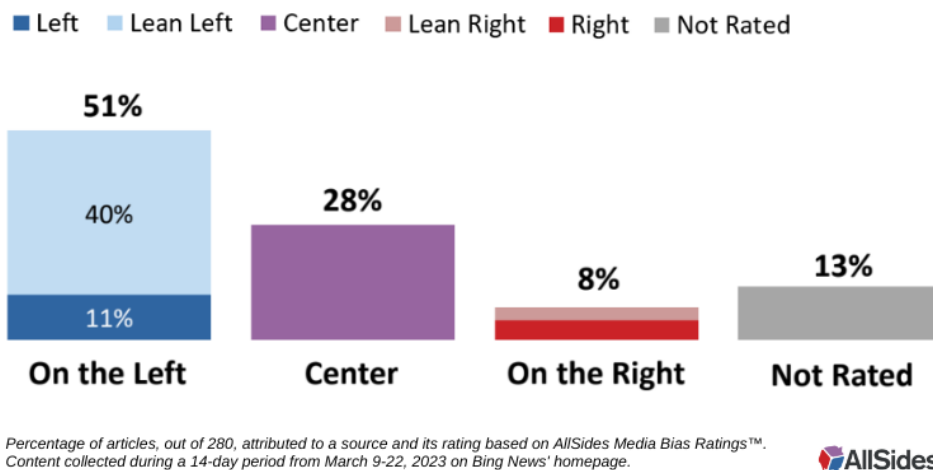
AllSides Media Bias Ratings™ of News Sources Featured on Bing News' Homepage



View the full March 2023 AllSides Bing News Bias Report: [\[Link\]](#)

On Bing News' politics page, **51%** of articles were from outlets on the left, **28%** from the center, and just **8%** on the right.

AllSides Media Bias Ratings™ of Bing News' Politics Section

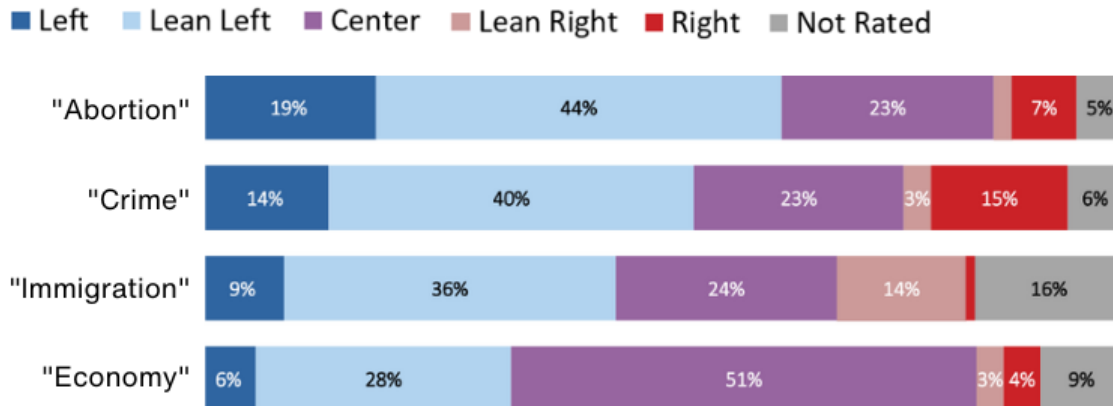


“While news aggregators can appear to give a variety of perspectives, they aren’t always balanced, which can push us further inside harmful filter bubbles that polarize and divide us,” said John Gable, AllSides CEO. “The AllSides balanced newsfeed accounts for this by providing

news from the left, center and right, providing the full picture and allowing you to think for yourself.”

For selected search topics (*abortion, crime, immigration, and economy*), AllSides also found a heavy left bias. Outlets on the right made up between 7-18% of resulting articles, while outlets on the left made up between 34-63% of results.

AllSides Media Bias Rating™ of News Sources Curated in Bing News Search Results, by Topic

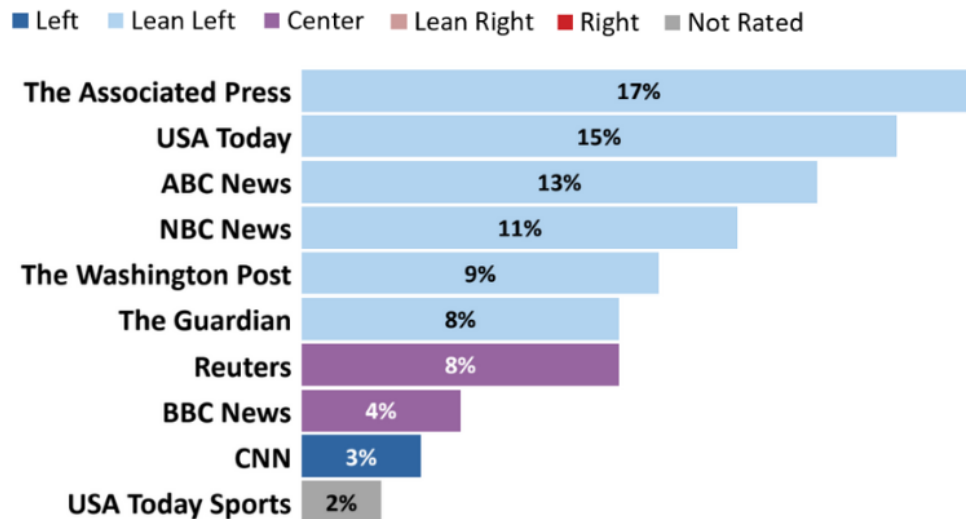


Percentage of articles, out of 140 for each topic, attributed to news sources with respective AllSides Media Bias Rating™. Content collected during a 14-day period from March 9-22, 2023. See report for details.



The top six media outlets Bing curated most commonly are all rated Lean Left by AllSides, and the top two ([Associated Press](#) and [USA Today](#)) made up over 30% of the total content on Bing News.

Top News Sources Curated on Bing News' Homepage with Corresponding AllSides Media Bias Rating™



Percentage of articles, out of 415, attributed to each source and its rating based on AllSides Media Bias Ratings™. Content collected during a 14-day period from March 9-22, 2023 on Bing News' homepage.



[Read our blog post summarizing the Bing News bias analysis](#)

AllSides collected top stories that appeared on Bing News' homepage and politics page over a two-week period from March 9 to March 22, 2023. AllSides also collected the top stories presented for select search terms. AllSides then matched search results with the [AllSides Media Bias Ratings™](#) for the sources. AllSides ensured content collected from Bing News' homepage and in search results was not impacted by personalization nor cookies.

AllSides Media Bias Ratings™ are driven by a balance of input from experts and average Americans across the nation and across the political spectrum and are based on multiple [methodologies](#), including Editorial Reviews and Blind Bias Surveys. Our ratings reveal the average judgment of Americans — both experts and novices.

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 1,400 AllSides Media Bias Ratings™ that reveal the average judgment of Americans.

The [AllSides Media Bias Chart™](#) has earned tens of millions of online impressions and has been published in numerous academic textbooks. AllSides has rated the bias of over 1,400 media outlets using [methods](#) such as Blind Bias Surveys of Americans and Editorial Reviews by a multi-partisan panel. AllSides Media Bias Ratings™ reflect the average view of Americans, not one small or elite group.

AllSides serves news consumers at [AllSides.com](#) and provides patented technologies, tools and services — including bias audits — to media companies, nonprofits, businesses and other organizations at [AllSides.com/services](#).