**Contact:**
Julie Mastrine, AllSides Director of Marketing and Media Bias Ratings | julie@allsides.com

# AllSides Launches X Influencer Bias Chart, Rates Political Bias of Top Social Media Voices

*AllSides Expands Beyond News Outlets to Rate the Bias of Social Media Powerhouses*

**DENVER, CO** — AllSides, a media technology company known for 2,400 trusted media bias ratings and balanced news, has announced the launch of the **AllSides X Influencer Bias Chart** — a new visual tool that reveals the political bias of the most influential voices on the social media platform X (formerly Twitter).

The AllSides X Influencer Bias Chart brings the same transparency and clarity that millions have come to rely on from the **AllSides Media Bias Chart**, which focuses on legacy news media ratings and has been viewed millions of times.

In an era when viral social media posts often rival or surpass traditional news sources in reach and influence, and legacy media outlets increasingly link to X posts as a primary source for comments from public figures, understanding the political perspective behind these posts is more critical than ever.




**LEARN MORE: [allsides.com/xinfluencers]**

"Influencers are now major sources of news and political commentary for millions of Americans," said Julie Mastrine, AllSides Director of Media Bias Ratings. "As the media landscape fragments and some consumers move away from traditional institutions and toward social media profiles for information, our new chart empowers people to better understand the bias behind the voices they see on social media every day."

According to a 2024 Pew Research Center study, nearly one in five U.S. adults — and 37% of adults under age 30 — regularly get news from influencers on social media platforms. While AllSides has long offered tools to assess and combat the bias of traditional media outlets, this marks the first time the company has applied its methodology to individual influencers.

The AllSides X Influencer Bias Chart features nearly 70 individual influencers who each have over 1 million followers on X and regularly post about current events, politics, and culture. These individuals include independent commentators as well as those affiliated with media organizations, and their voices have a significant impact on shaping public opinion.

Each influencer is rated based on their own political expression. Ratings were determined through AllSides' Small Group Editorial Review process — one of the company's core methodologies — involving a panel of three reviewers from the left, center, and right who are trained to see bias and who analyzed each influencer's posts for signs of political bias. Some influencers explicitly state their political leanings, while others were assessed based on consistent ideological patterns in their commentary around issues such as tariffs, public health policy, abortion, transgender issues, Israel/Gaza, free speech and censorship, taxes, and more.

While the chart displays selected influencers, the full list of ratings is available online at allsides.com/Xinfluencers.

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