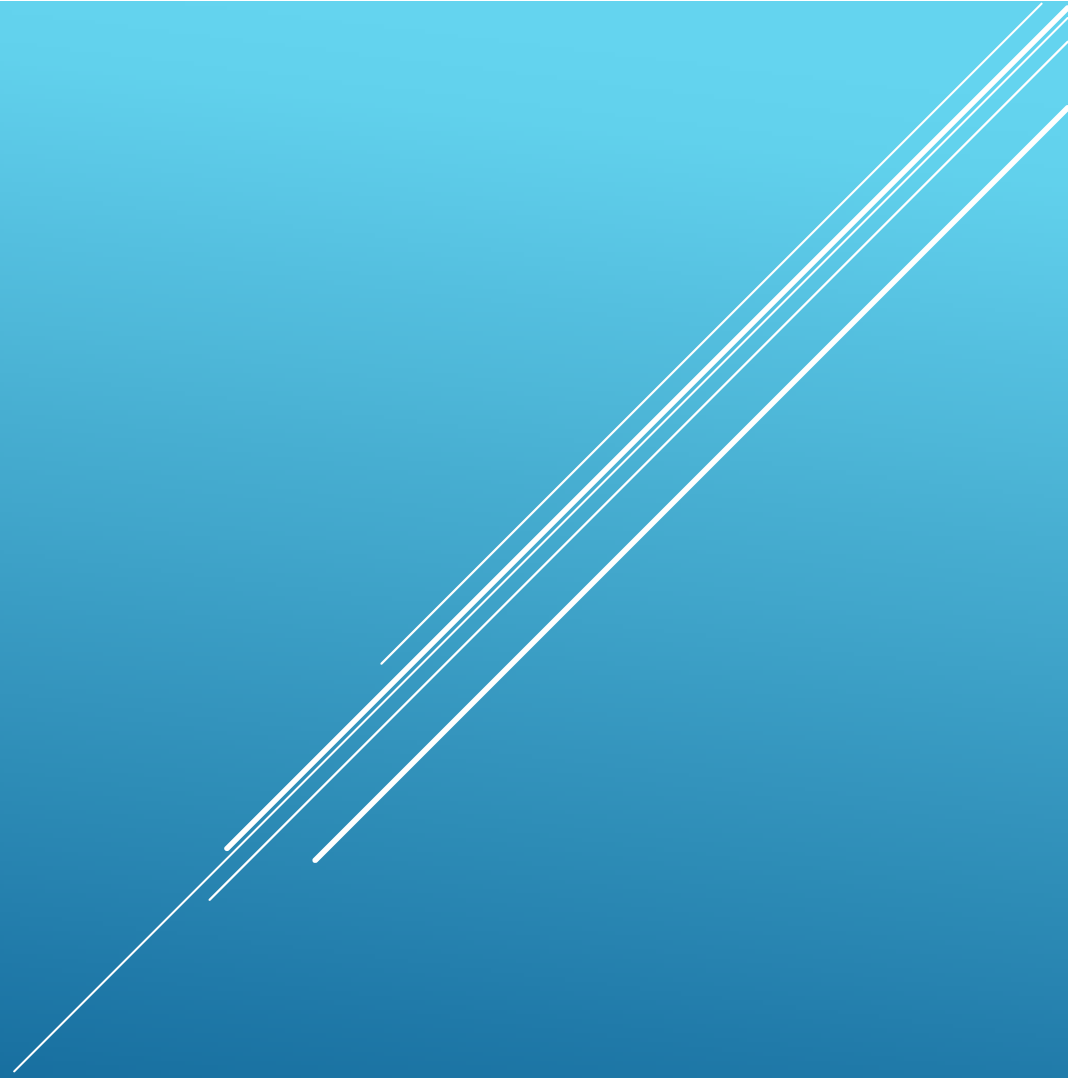


BIAS

Ms. Maurer

7th Grade




- ▶ One's way of thinking based on their experiences and background; one's outlook on life

UNDERSTANDING BIAS

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TYPES OF BIAS

- ▶ Class: bias favoring one social class and bias ignoring social or class divisions
 - ▶ Example: Rich vs. poor
- 
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TYPES OF BIAS (CONTINUED)

- ▶ Cultural bias- interpreting and judging an observable fact or event in terms of one's own culture
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TYPES OF BIAS (CONTINUED)

- ▶ Ethnic or racial: bias favoring one ethnic or racial group
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TYPES OF BIAS (CONTINUED)

- ▶ Geographical: describing a dispute as it is conducted in one country, when the dispute is framed differently elsewhere
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TYPES OF BIAS (CONTINUED)

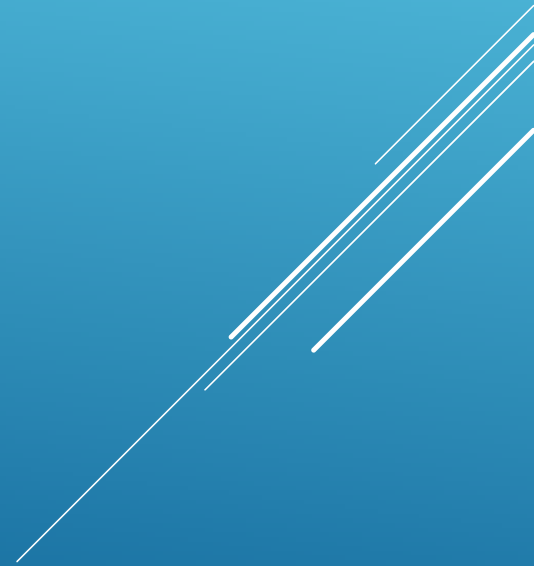
- ▶ Media Bias: real or perceived bias of journalists and news producers within the mass media, in the selection of which events will be reported and how they are covered.

TYPES OF BIAS (CONTINUED)

- ▶ Nationalistic: Favoring or opposing the interests or views of a particular nation
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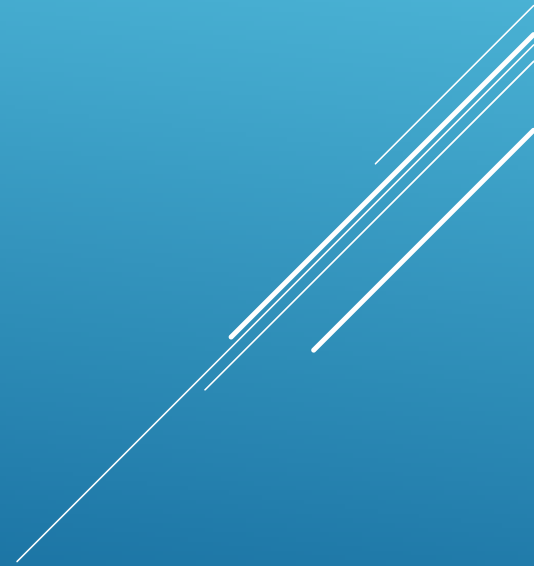
TYPES OF BIAS (CONTINUED)

- ▶ Gender- bias favoring one gender




TYPES OF BIAS (CONTINUED)

- ▶ Linguistic: bias, favoring certain languages




TYPES OF BIAS (CONTINUED)

- ▶ Political: bias in favor of or against a particular political party, philosophy (way of thinking), policy or candidate,
- 
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TYPES OF BIAS (CONTINUED)

- ▶ Religious- bias for or against religion, faith and beliefs
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TYPES OF BIAS (CONTINUED)

- ▶ Sensationalist: favoring the exceptional over the ordinary
 - ▶ This includes emphasizing, distorting or fabricating exceptional news to boost commercial ratings
- 
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When different people read an article they will react differently to it based bias.

For instance think if the following people *read an article about a new strain of the flu* their trains of thoughts might be:

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Mother- What can I do to protect my kids from getting sick?

Doctor- Does the flu shot protect my patients from this strain?


Teacher- How will this affect attendance?

Media person- Is this a deadly strain? Does it require broad coverage (lead story)?

On this thought an upper class person might not even worry about this- they have health insurance and sick time but a lower class (wealth) person that is struggling to make ends meet without health and sick benefits might be worried that this new flu bug will affect them greatly.

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**Bias changes the way
a person thinks and
reacts to things!**

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