

Is the Media Really Left Wing: An Informed Perspective

I asked myself how we would rate and communicate 'political' bias in the various media channels. Thankfully, there is a ton of good sources out there. Each has strengths and weaknesses, but I'll try to assemble these here so you can explore further.

That said, I'll acknowledge that my beliefs, training, and philosophies skew left. However, I also think that framing scientific facts as political is anathema to my core being! I think that this issue can be central to any information fluency training in the library or classroom.

So here goes.

Twitter is owned by a Republican.

Fox News is owned by a Republican.

CNN is owned by a Republican.

OANN is owned by a Republican.

Parler is owned by a Republican.

Newsmax is owned by a Republican.

Daily Wire is owned by a Republican

**THE "LIBERAL MEDIA"
IS A MYTH.**



Robert Reich ✓

@rbreich.bsky.social

The richest man on earth owns X.

The second richest man on earth is about to be a major owner of TikTok.

The third richest man owns Facebook, Instagram, and WhatsApp.

The fourth richest man owns The Washington Post.

See the problem here?

Economic Policy Institute

@rbreich

References

Poynter Institute

Poynter is a nonprofit media institute and newsroom that provides fact-checking, media literacy and journalism ethics training to citizens and journalists in service to democracy. It also runs PolitiFact

<https://www.poynter.org/>

<https://www.politifact.com/>

Pew Research Center

Pew Research Center is a **nonpartisan, nonadvocacy fact tank** that informs the public about the issues, attitudes and trends shaping the world.

<https://www.pewresearch.org/>

Nieman Journalism Lab

The **Nieman** Foundation for Journalism is the primary journalism institution at Harvard University.

<https://www.niemanlab.org/>

Ad Fontes Media

Ad Fontes Media is the home of the Media Bias Chart®. We rate the news and news-like sources for bias and reliability.

<https://adfontesmedia.com/>

Here's a summary of what the **Poynter Institute** says (based on its reports, ethics/trust pieces, and media literacy work) about media bias — left-leaning, right-leaning — plus some of the complexities they highlight. If you want, I can also pull up direct quotes.

What Poynter Says about Media Bias (Via ChatGPT)

1. 'Bias is real but complex

- Poynter argues that *everyone has bias*, including news organizations and journalists. Bias is not necessarily sinister; what matters is whether bias is *hidden*, whether conflicts of interest are disclosed, how language is used, what stories are selected or omitted, and how rigorously facts are checked. [Poynter Institute+2Poynter Institute+2](#)
- They caution against assuming any media outlet is entirely “neutral.” True impartiality is difficult or impossible; transparency, fairness, and accountability are more achievable goals. [Poynter Institute+2Poynter Institute+2](#)

2. Perception of bias

- Poynter discusses the “hostile media effect”: people who feel strongly about something often perceive neutral or moderate coverage as biased against them. So claims of bias are sometimes more about audience perspective than objective imbalance. [Poynter Institute](#)
- The belief that media are biased has become widespread; Poynter's reporting shows that many in the public think media are biased against their side. [Poynter Institute+1](#)

3. Media bias charts are tools, not the final word

- Poynter has critically examined media bias charts (like those by AllSides, Ad Fontes) and acknowledges they are useful, but limited. The charts simplify a spectrum into boxes or ratings, which can hide nuance. [Poynter Institute+1](#)
- They emphasize that bias charts often focus solely on political bias and don't always capture reliability, fact checking, source transparency, or editorial ethics — all of which are also important. [Poynter Institute+2Poynter Institute+2](#)

4. Problems with “unreliable news” designation and methodology

- Poynter has made efforts to identify unreliable news sources, but those attempts have drawn criticism. For example, they published a list of 515 “unreliable” news websites, but later pulled it back after criticism over methodology and inclusion/exclusion criteria. <https://newsbusters.org/>
- Their response admitted methodological weaknesses and committed to more rigorous criteria before making such designations. <https://newsbusters.org/>

5. Media selection / omission matters

- One of the ways bias shows up is in *which stories are covered, what voices are amplified, and what is left unsaid*. Poynter highlights that even subtle decisions (e.g. headlines, framing, imagery, what questions are asked) contribute to bias. [Poynter Institute+2Poynter Institute+2](#)
- They also note that media often adhere to cultural norms or institutional assumptions that align with dominant political or social views, which may lead to excluding more radical or marginalized perspectives. [Poynter Institute](#)

6. Balance vs. fairness vs. objectivity

- Poynter distinguishes between “balance” (giving both sides a voice), “fairness” (treating the issues and sources with integrity), and “objectivity” (striving to let facts lead rather than ideology). It suggests that balance alone is not always enough if one side's facts are less credible or if there is unequal access/power. [Poynter Institute](#)
- Objectivity remains a guiding ideal but is frequently aspirational; media ethics and editorial standards are crucial in moving toward it. [Poynter Institute+1](#)

Key Takeaways / Their Position

- **Media bias exists**, but it isn't always easy to quantify cleanly. It manifests in many ways: choice of topics, tone, framing, what is included or omitted, language, etc.
- **Charts and ratings** (bias-charts, unreliable news lists etc.) are helpful tools, but they need to be used with awareness of their limitations — especially around reliability, methodology, transparency.

- **Perception plays a big role:** people tend to see bias especially when they disagree with coverage. That means accusing media of bias can be as much about personal/political identity as about journalistic practice.
- **Transparency, fact-checking, editorial standards, accountability** are as important (or more so) than purely “balancing” left-vs-right.”

“I checked recent Poynter Institute work and found a few things from 2024-2025 that relate to media bias, plus commentary on how Poynter sees “bias” tools (charts, etc.). Here’s a summary of the latest and what Poynter is saying now:

Recent / 2024-25 Findings & Reports

1. “OnPoynt Report”

- This is Poynter’s own take on the state of journalism/media. It mentions *news fatigue* — people feel overwhelmed by constant crisis coverage etc., even while actual consumption of news is up. [Poynter Institute](#)
- It also notes trust in media varies: local news tends to be more trusted than national outlets, a large majority of people (83%) say local news is “at least somewhat important” to community wellbeing. [Poynter Institute](#)
- It emphasizes the ethical use of new technology (e.g. AI) in newsrooms, and that fact-checking remains important. [Poynter Institute](#)

2. Study with Minnesota Journalism Center on AI & Audiences

- Survey done in early 2025 of U.S. adults about how they feel about AI use in news: many are skeptical or distrustful. [Hubbard School of Journalism+1](#)
- Only a minority regularly use AI tools; many want more transparency when newsrooms use AI. Ethical guidelines are called for. [Hubbard School of Journalism+1](#)

3. Fact-Checking Landscape

- In 2024, there were about 439 active fact-checking projects in 111 countries (slight drop from previous years). [Poynter Institute](#)
- Growth has slowed; some fact-checkers are closing, and funding and sustainability remain challenges. [Poynter Institute](#)

What Poynter Says Recently About Bias Tools and “Bias Charts”

- Poynter continues to be critical of *oversimplified media bias charts*. They argue that bias is more than just simple left/right placement; tools must consider reliability, editorial principles, transparency, etc. [Poynter Institute+2Poynter Institute+2](#)

- For example, in a letter to the editor (2023) regarding the Ad Fontes Media Bias Chart, Poynter questioned some of the placements (e.g. “why New York Times is left of some podcasts” etc.), pointing out that visually placing sources left or right doesn’t always capture nuances like reliability, mix of content, etc. [Poynter Institute+1](#)
 - Poynter stresses tools and charts should be used *with caution* and as part of media literacy toolkit. Bias charts are helpful when methodology is transparent and when they’re paired with assessment of how trustworthy the outlet is (fact-checking, track record, etc.). [Poynter Institute+1](#)
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Key Takeaways from the Latest

- Public skepticism: People are increasingly concerned about bias, misinformation, AI, and want more disclosure from media organizations.
- Local media tends to enjoy more trust than national media.
- Tools (bias charts, reliability ratings etc.) are useful, but Poynter highlights their limits: they can mislead if not carefully read (bias vs reliability, opinion vs news, context, etc.).
- The media environment remains strained: financial pressures, information overload, and ethical challenges from new tech (AI, for example) are big parts of the conversation.”

“Here are direct sources (from Poynter and related) that address media bias charts, how Poynter critiques or interacts with them, and their methodology. I’ll include key passages/quotes as well, so you can see their views in their own words.

Key Poynter Articles & Documents

1. **“Should you trust media bias charts?”** (Dec 2020) [Poynter Institute+1](#)
This is a foundational Poynter article that examines what media bias charts do well and where they fall short.
2. **“Letter to the editor: What Poynter’s critique misses about the Media Bias Chart”** by Vanessa Otero (Aug 2023) [Poynter Institute](#)
This is from Ad Fontes Media, responding to Poynter’s concerns; but it also reveals Poynter’s critique and how Ad Fontes defends their methodology. Good for seeing both sides. [Poynter Institute](#)
3. **“Why I decided to rate the news”** by Vanessa Otero (Aug 2023) [Poynter Institute](#)
This article explains Ad Fontes’ methodology, how it developed, what they measure (bias, reliability), how content is coded, etc. Useful for understanding what charts are based on. [Poynter Institute](#)
4. **“OnPoynt Report”** (2024-25) by [Poynter Institute](#)
While not exclusively about bias charts, this report includes chapters on trust, media

literacy, and how institutions can build trust (which includes being transparent about bias and source reliability). [Poynter Institute](#)

Selected Quotes & Excerpts

Here are passages from those sources that are especially relevant to bias tools / bias charts.

From “Should you trust media bias charts?”

“Media bias charts with transparent, rigorous methodologies can offer insight into sources’ biases. ... But use them with caution. Political bias isn’t the only thing news consumers should look out for. Reliability is critical, too, and the accuracy and editorial standards of organizations play an important role in sharing informative, useful news.” [Poynter Institute+1](#)

“Media bias charts are a media literacy tool. They offer well-researched appraisals on the bias of certain sources. But to best inform yourself, you need a full toolbox. ...” [Poynter Institute](#)

From “Letter to the editor: What Poynter’s critique misses about the Media Bias Chart”

“On the Media Bias Chart, sources on the far left side ... have been rated to have a ‘most extreme left’ bias ... moving closer to the middle of the bias axis, sources are indicated to have increasingly less specifically left or right political bias ...” [Poynter Institute](#)

“But although The Wall Street Journal appears slightly farther right on the chart, it also rates much, much higher on the reliability (vertical axis) score than the Rogan podcast, making it a more reliable source of information overall. ‘Middle’ does not mean ‘reliable.’” [Poynter Institute](#)

“Our methodology rates content granularly at the article level to capture as much nuance and complexity as possible.” [Poynter Institute](#)

From “Why I decided to rate the news”

Vanessa Otero (founder of Ad Fontes) describes how she built the rating system:

“I developed a methodology based on analysis of the actual content, looking at how headlines, graphics, leads and sentences were rhetorically structured to present facts, analysis, opinion, and misleading or inaccurate information.” [Poynter Institute](#)

“I printed out articles and hand-coded individual sentences to identify how each of them contributed to measures of reliability ... and veracity ... vocabulary and rhetorical structures ... give articles ... varying, measurable degrees of left, center, and right bias.” [Poynter Institute](#)

“... all our articles and episodes have been rated by three-person (left-right-center) panels of Ad Fontes-trained analysts ... over 60 analysts on staff ... who have collectively manually rated over 60,000 pieces of news and informational content.” [Poynter Institute](#)

Poynter’s Position Summarized (Per Recent Sources)

From what I gathered looking at those articles, Poynter (and related contributors) believe:

- Bias charts **can be useful**, especially when their methodology is transparent, detailed, and when they distinguish bias from reliability.
- Users should not treat media bias charts as definitive or the only measure of trustworthiness; reliability (accuracy, fact-checking, editorial independence, corrections, etc.) matters a lot.
- Bias is multi-dimensional: there's political slant (left/right), but also how reliably sources publish, how opinion vs. fact is separated, how rhetorically loaded the language is, etc.
- Visualizations are shortcuts for literacy, tools for probing media ecosystems, not replacements for critical reading of individual stories.
- There is concern about misuse or misunderstanding of bias charts — e.g. people assuming “center = unbiased” or equating bias only with reliability (which conflates separate dimensions).”

What does the Pew research say about media left or right-wing bias? (Via ChatGPT)

“Here’s a summary of what *Pew Research Center* has found about left/right bias in the media — including how people perceive media bias, how media audiences are polarized, and what the content looks like. I’ll include both findings and what Pew says about limitations / methodology. If you like, I can also pull specific quotes or latest data.

Key Findings from Pew on Media Bias, Consumption, and Audiences

1. Perception of Bias

- A large share of Americans believe the media is politically biased. For example, in a 2003 Pew “People & the Press” survey, **53%** of U.S. adults said news organizations are “politically biased,” with a majority of those saying the tilt is **to the left**. [Media Research Center](#)

- As of 2012, a record **67%** of Americans said there is a “great deal” or “fair amount” of political bias in the media. [Media Research Center](#)

2. Audience Differences by Ideology

- Pew has found that **liberals and conservatives tend to use different sets of news sources**, especially when it comes to political and election news. These information streams often have limited overlap. [Pew Research Center+1](#)
- In their 2025 report “*The Political Gap in Americans’ News Sources*”, Pew found that Republicans are much more likely to rely on certain outlets (Fox News, Newsmax, The Daily Wire, etc.), while Democrats tend to get news from a wider range of sources including ABC, NBC, CNN, The New York Times, etc. [Pew Research Center](#)

3. Trust in Media

- Trust in specific media sources also differs sharply by political ideology. In the 2025 Pew survey, Republicans trust fewer outlets, often those with conservative or right-leaning reputations, while Democrats trust a broader range of outlets. [Pew Research Center](#)
- Some outlets are trusted by both sides, but those are relatively few. Forbes and The Wall Street Journal are examples of outlets that both parties tend to trust more than distrust. [Pew Research Center](#)

4. Differences in Media Content / Sourcing

- Pew has found measurable differences in how media outlets with different audience ideologies use sources. For instance, outlets with right-leaning audiences tend to use **fewer types of sources** in their news stories: fewer experts/issue groups, fewer varied voices, etc., compared to left-leaning or mixed audience outlets. [Pew Research Center](#)
- Specifically, in stories about the early Biden administration, outlets with right-leaning audiences had fewer stories that included multiple source types, fewer stories with experts or issue groups, etc. [Pew Research Center](#)

5. Influencers & Social Media

- More recently, Pew (in conjunction with others, e.g. Pew-Knight Initiative) has looked at “news influencers” (people with large followings who regularly post about current events). They found that in many platforms, there are **more influencers who explicitly identify with the political right** than the left. For example, on Facebook and X (formerly Twitter), a larger share of conservative-leaning influencers than liberal ones. TikTok was somewhat of an exception in one report. [Engadget](#)

Pew is fairly rigorous and open about what their findings mean — here are some things they caution about or how they define things, relevant to interpreting results.

- When Pew talks about outlets being “left-leaning,” “right-leaning,” or “mixed audience,” that **reflects the ideology of the audience**, not necessarily that the content is biased or that the outlet officially identifies that way. The audience-based classification comes from survey responses about what respondents say they consume and how they self-identify ideologically (liberal Democrat, conservative Republican, etc.). [Pew Research Center+1](#)
- Pew does *not* in many of its reports make direct claims about the political content or editorial bias of outlets themselves, except insofar as they can infer from audience behavior, source usage, etc. They often try to distinguish between perception, audience, and content. [Pew Research Center](#)
- Pew’s measures often include “political and election-related news” and focus on national outlets. This means findings may not generalize to local media, non-political content, or outlets outside those surveyed.

Bottom Line from Pew

Putting together what Pew finds:

- The public **strongly perceives** media bias, often believing the media to lean left overall, but those perceptions are heavily shaped by political identity.
- There *are* measurable differences in consumption: what sources people use, trust, how diverse are the sources and voices in those outlets, that vary by ideology.
- Right-leaning audience outlets tend to show less variety in types of sources and voices in stories (at least in certain contexts). Left-leaning / mixed audience media appear to use more sources/types in many studies.
- Influencers and newer media channels are a growing part of the ecosystem, and those also show ideological skew.”

“Here are some of the **most recent Pew Research Center findings (2024-2025)** about media bias, trust, and how Americans perceive or use media across political divides — plus what the data says.

Key Recent Pew Findings (2024-2025)

1. “The Political Gap in Americans’ News Sources” (June 10, 2025)

This is a major report where Pew asked U.S. adults about their use of and trust in 30 specific news sources, including newspapers, TV networks, podcasts, etc. [Pew Research Center](#)

Some highlights:

- Democrats and Democratic-leaning independents tend to both use and trust a broader range of news sources than Republicans and Republican-leaning independents. This includes outlets such as ABC, CBS, NBC, CNN, MSNBC, NPR, PBS, and The New York Times. [Pew Research Center](#)
 - Republicans are more likely to distrust many of these outlets. The outlets more trusted (or more commonly used/trusted) by Republicans include Fox News, The Joe Rogan Experience, Newsmax, The Daily Wire, Tucker Carlson Network, and Breitbart. [Pew Research Center](#)
 - Even when a source is used by both parties, the levels of trust/distrust differ sharply. For example, many Republicans say they distrust CNN, while many Democrats trust CNN. Vice versa for Fox News, etc. [Pew Research Center](#)
2. **“Republicans have become more likely since 2024 to trust information from news outlets, social media” (May 8, 2025)**
- This report shows a shift: Republicans’ trust in national news organizations and in social media has increased somewhat since 2024. [Pew Research Center](#)
- Still, even with the increase, Republicans remain less likely than Democrats to trust information coming from national news outlets. [Pew Research Center](#)
 - Trust in local news remains higher across the board. Democrats report very high trust in local news; although lower among Republicans, still moderately high. [Pew Research Center](#)
3. **“Views of 2024 Election News” (Oct 2024)**
- Pew’s survey around election coverage finds large shares of U.S. adults believe they’ve seen inaccurate or misleading news about the election. [Pew Research Center](#)
- ~73% say they’ve seen inaccurate election news at least “somewhat often,” with 37% saying “very or extremely often.” [Pew Research Center](#)
 - ~52% say it’s difficult to know what’s true vs. false when following news about the election. [Pew Research Center](#)
 - Partisans differ in how well they think the media are doing covering the election: a much higher percentage of Democrats say the media are doing “very or somewhat well” than do Republicans. [Pew Research Center](#)
4. **Trust in National vs. Local News / Social Media (Recent Trends)**
- Pew finds that overall, trust in national news organizations ticked up in 2025 (for many people, particularly Republicans). [Pew Research Center](#)
 - Local news outlets continue to enjoy higher trust than national outlets among all political groups. [Pew Research Center](#)
 - Among Republicans, though trust is increasing in some national outlets and social media, the levels remain lower than for Democrats. [Pew Research Center](#)

5. “How Americans Get Local Political News” (July 2024)

While not strictly about media bias, this relates to where people are getting political information (which influences perceptions of bias). [Pew Research Center+1](#)

- Many use friends/family/neighbors, local news outlets, and social media for local political news. [Pew Research Center+1](#)
- Younger adults are more likely to get local political news via social media; older adults rely more on local outlets. [Pew Research Center+1](#)

What These Findings Say About Media Bias & Perception

Putting these together, here’s what the recent data suggests about left vs. right wing media bias *perceptions, trust, and consumption patterns*:

- **High partisan gap:** Democrats and Republicans differ substantially in which sources they trust, which they consume, and how they view election/ news coverage.
- **Echo chambers and selective trust:** People often trust outlets that align with their political/ideological leaning, distrust those that don’t.
- **Growing distrust / concern about misinformation:** Many people believe election news is often inaccurate; many find it difficult to tell what’s true or not.
- **Different perceptions of performance:** Democrats are more likely to say the media is doing a decent job (particularly election coverage), whereas Republicans are less likely.
- **Varied trust by source:** Local media remains more trusted across the board; national media and social media have more political polarization in trust levels.
- **Trend shifts:** Some shifts over time, particularly among Republicans, toward more trust in certain news outlets and social media.

Who Owns Major U.S. News Media

“Here’s a breakdown of what’s known/observed about **news media ownership**: who owns what (especially in the U.S.), how ownership concentration works, and what empirical research says about its effects. If you want, I can also pull up data specific to Canada or other countries.

Some of the big players and major ownership groups include:

Owner / Parent Company	Major Properties / Outlets Owned
News Corp (Murdoch family)	<i>The Wall Street Journal, New York Post, The Sun (UK), The Times (UK), HarperCollins</i> , etc. Wikipedia+2Wikipedia+2
Fox Corporation	<i>Fox News, Fox Broadcasting Company, Fox Business</i> . Wikipedia+2Wikipedia+2
Hearst Communications	Newspapers (e.g. <i>San Francisco Chronicle, Houston Chronicle</i>), magazines (<i>Cosmopolitan, Esquire</i>), TV stations, etc. Wikipedia
Advance Publications (Newhouse family)	<i>Condé Nast</i> (with magazines like <i>Vogue, The New Yorker, Wired</i>), many newspapers via Advance Local, etc. Wikipedia
Nexstar Media Group	The largest U.S. television station owner (many local TV stations), also owns The CW etc. Wikipedia

Also important: many media companies are **publicly traded** (so owned by shareholders, institutional investors, etc.), while some are **privately held** (family ownership, etc.).

[Wikipedia+2Wikipedia+2](#)

Concentration & Trends

- There has been a steady movement toward **consolidation**: i.e., large companies acquiring more newspapers, TV stations, etc. This can lead to fewer independent owners, more centralized control. For example, Nexstar recently agreed to acquire Tegna, which will increase its reach over local TV markets. [AP News](#)
- Ownership concentration raises concerns about diversity of viewpoints, localism (how well local issues are covered), and editorial independence. Smaller ownership groups are thought in some studies to produce “higher quality” local news, at least in some respects. [Pew Research Center+1](#)

What Empirical Research (e.g. Pew) Says about Ownership & Quality

Pew has done studies looking at how ownership relates to quality of news (especially local TV newscasts). Key findings:

- In their 2003 study “*Does Ownership Matter in Local Television News?*”, Pew analyzed ~23,000 stories across 172 distinct newscasts over five years. [Pew Research Center+1](#)
- Some of their findings:
 1. **Smaller station groups** (companies owning fewer stations) tended to produce higher-quality newscasts than the largest companies. The “small groups” had a

higher percentage of top (A-grade) newscasts compared to the top 10 largest station groups. [Pew Research Center+1](#)

2. **Network affiliated stations** tended to outperform network-owned & operated stations in some quality metrics. [Pew Research Center+1](#)
 3. Stations with **cross-ownership** (where the parent company also owns a newspaper in the same local market) tended to produce higher quality newscasts. [Pew Research Center](#)
 4. Local ownership (i.e. station owned by a company headquartered in the same region or local market) did *not* necessarily guarantee superior news quality. Conversely, large ownership could produce high quality, but often didn't. [Pew Research Center+1](#)
- On some other metrics, like *diversity of people depicted in news stories*, or *range of topics covered*, ownership type had little correlation. That is, who the owner was didn't strongly predict how many different topics a station covered or how many different demographic groups appeared. [Pew Research Center](#)

Implications & Concerns

From the research and what media analysts observe, there are trade-offs and concerns including:

- **Reduced diversity of viewpoints:** When fewer large companies own more of the media, there can be a risk of homogenization — similar news stories, frames, and less local variation.
- **Editorial influence:** Owners may have political or economic interests that influence what gets covered, how, or what gets avoided.
- **Local news decline:** Smaller, independent local outlets may suffer due to declining revenues, making consolidation more tempting. But this can reduce locally relevant reporting.
- **Regulatory / policy issues:** Rules about media ownership (cross-ownership, number of stations one company may own, limits in specific markets) are often contested, and changes (deregulation) often lead to more consolidation.”

“Here’s what recent data (2024-2025) show about media ownership concentration, its trends, and the impacts. Much of this is U.S., but there’s also info from other places. If you like, I can focus on one country (e.g. Canada) more deeply.

Recent Trends & Key Findings

1. **U.S. Concentration & Big Players**

- Nexstar Media Group is growing—recently it announced a deal to acquire Tegna for **\$6.2 billion**. That’s large: Nexstar already owns over 200 local TV stations in 116 markets, and Tegna controls 64 stations in 51 markets. The deal, when finished, will make Nexstar an even larger local-TV powerhouse. [AP News](#)
- Investment ownership is increasingly a factor. A study (“The New News Barons”) finds that newspapers bought by **investment owners** tend to see **staffing declines** in reporter/editor roles over time (measured after acquisition), especially in political or general-assignment beats. [SAGE Journals](#)

2. Global & Other Country Comparisons

- The *Global Media and Internet Concentration Project* published a report (“Media ownership and concentration in the United States of America, 1984-2023”) that looks at long-term trends including the rise of digital platforms, over-the-top services, and how traditional media (TV, newspapers) interact with tech giants. [gmicp.org](#)
- In Australia, a 2024 report found very high concentration in both traditional media and digital advertising. For example, 4 companies control ~84% of the newspaper market there. Also, Google and Meta dominate internet advertising. [The Guardian](#)
- In the UK, a 2025 report by the Media Reform Coalition (entitled “*Who Owns The UK Media? 2025*”) highlights that ownership of national newspapers is very concentrated: just three companies (DMG Media, News UK, Reach) control **90% of national newspaper circulation**. Also, local newspapers are heavily dominated: two companies (Newsquest and National World) control over half of local newspapers and online local news sites. Big Tech platforms also have outsized influence over how people find/access news and where advertising revenue goes. [mediareform.org.uk](#)

3. Mixed Impacts on Quality and Diversity

- A study in Sweden (Jönköping University) of over two million articles across 108 newspapers (2014-2022) found that, even though ownership concentration increased, the *overall quality of news* improved over time, measured in terms of journalistic content, factual information, objectivity. However, the study also notes that **local coverage weakened** (less diversity in locally-specific reporting) and more content was co-produced or shared across newspapers, which can reduce uniqueness or local flavor. [Jönköping University](#)
- In the U.S., the study of newspapers bought by investment owners shows that after acquisition, these papers had significantly fewer reporters/editors in key beats than similarly situated papers with other kinds of ownership. This suggests ownership changes are having real effects on capacity. [SAGE Journals](#)

4. Regulatory & Policy Context

- Ownership rules in the U.S. have been relaxed in certain areas. For example, in 2021 the U.S. Supreme Court upheld FCC decisions easing limits on cross-ownership (a single company owning both newspaper and broadcast stations in the same market, etc.)—meaning it’s easier now for consolidation to proceed. [PBS](#)
 - Concerns have been raised about how fewer local reporters cover state legislatures and local government functions, especially when media consolidation reduces staffing. FCC commissioners (past and present) have publicly commented on this. [TV Tech](#)
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Some Key Impacts & Concerns

- **Less local coverage:** Consolidation often means local stories get less attention; local beats are cut. People are concerned this weakens accountability in local government.
- **Homogenization of content:** When one company owns many outlets, there’s often more sharing of content, fewer unique voices or editorial independence.
- **Staffing reductions:** Papers bought by private investment owners frequently cut staff; this tends to hit political reporting more harshly, which can affect the public’s information about elections, policies, etc.
- **Advertising & revenue concentration:** Big digital platforms (Google, Meta, etc.) control much of the revenue from online advertising, which shifts where money flows and creates challenges for traditional media.
- **Influence of Big Tech:** Because people often access news through search engines or social media, those platforms have strong gatekeeper power: deciding which news is visible or prioritized.”

What does the Nieman Labs research say about media left or right-wing bias?

“Here’s a summary of what Nieman Lab’s research & articles say about left-/right-wing media bias — what’s been studied, what the findings tend to show, and what caveats they raise. If you want, I can also get you recent studies with specific data points.

What Nieman Lab Has Reported

Nieman Lab is a journalism-studies focused outlet that often reports on empirical studies, trends, and how audiences interact with media. Some of their findings on bias include:

1. **Mainstream vs. Partisan Media Networks**

- In “*Political Polarization and the Press*” (in Nieman Reports) they discuss work (by Benkler et al.) analyzing millions of news stories over time (around the 2016 election). [Nieman Reports](#)
- That research found that *right-wing media* (Fox News, Breitbart, etc.) tend to be more insulated: i.e. they are less embedded in the broad media ecosystem, less likely to have their stories as much checked or corrected by other outlets. [Nieman Reports](#)
- By contrast, centrist and left-wing media are more integrated into networks where fact-checking, corrections, and journalistic norms are more active. [Nieman Reports](#)

2. Readability, Tone, and Style in Partisan vs. Non-Partisan Outlets

- A study (“At the Extremes: Assessing Readability, Grade Level, Sentiment, and Tone in US Media Outlets”) reported via Nieman Lab found that extremely biased media outlets (whether far left or far right) tend to employ simpler language, shorter sentences, and less formal wording, compared to non-partisan or mainstream outlets. [Nieman Lab](#)
- Also, both far-left and far-right outlets had more negative tone in their articles, when compared to the mainstream ones. [Nieman Lab](#)

3. Audience Perception of Bias

- In “*Democrats see most news outlets as unbiased. Republicans think they’re almost all biased.*” (2018), Nieman Lab discusses surveys showing that Democrats (and Democratic-leaning independents) tend to perceive most news outlets as *not biased*, with a few exceptions. Republicans, in contrast, more commonly view many outlets as biased. [Nieman Lab](#)
- In “*Democrats trust more news outlets than Republicans, new Pew tracker shows*” (2025), Nieman Lab reports that Democrats/left-leaning people tend to use and trust a broader range of outlets, whereas Republican/right-leaning people have a more compact media ecosystem and view many established outlets as untrustworthy. [Nieman Lab](#)

4. Exposure and Polarization

- In “*Are partisan news sites to blame for polarization? A massive study suggests they’re not*”, Nieman Lab reports on a study that analyzed browsing data: even though people do visit partisan news sites, those exposures did not strongly correlate with shifts in policy attitudes or increases in inter-party contempt. In other words, partisan news exposure *alone* seemed less powerful in driving polarization than commonly assumed. [Nieman Lab](#)
- Also, TV-based news consumption shows different patterns: audiences for cable TV news (Fox News, MSNBC, etc.) are more likely to stay in ideologically narrow news diets over time compared to online news consumers. [Nieman Lab](#)

5. Trust & Public Media

- Nieman Lab published research about **PBS**, finding that both “extreme conservatives” and “extreme liberals” consider PBS a major source of news, and evaluations of its bias tend to mark it as among the least ideologically biased. That is, trust in PBS is relatively high across ideological spectrums. [Nieman Lab](#)
- Also, Nieman Lab has distinguished “public media” (e.g. PBS) from state-run media, noting differences in audience perception, editorial independence, etc. [Nieman Lab](#)

6. “Hyperpartisan sites as local news”

- Nieman Lab notes the emerging phenomenon of partisan / hyper-partisan outlets posing as local or regional news outlets — especially in swing states. These often have connections to political actors and can blur lines between information for community vs. campaigning / political messaging. [Nieman Lab](#)

What Nieman Lab’s Research Suggests About Bias

Putting together various Nieman Lab findings, here’s what emerges as a more nuanced picture:

- Bias isn’t evenly distributed: outlets differ by how insulated or connected they are to the rest of the media ecosystem. Some right-wing outlets are more isolated.
- Partisan outlets (both left and right) often use simpler, easier-to-read language and more negative tone. That makes them more accessible/lower reading level but possibly less “formal” in style.
- Public media (PBS, etc.) is often perceived as more neutral / trustworthy, compared to many private or partisan outlets.
- Audience perception of bias is strongly partisan: people tend to see bias in outlets that are “not on their side.”
- Exposure to partisan media doesn’t automatically translate to greater polarization or more extreme views, at least in some study contexts, though of course it depends a lot on time, other media consumption, and what else people engage with.

Caveats, Limitations, and Things Nieman Lab (and the research they report) Warn About

- Many studies rely on self-reporting (surveys asking people what outlets they use/trust) which can be biased. [Nieman Lab+2Nieman Lab+2](#)
- Empirical content analysis is often limited to a sample of outlets or time periods; findings may not generalize to *all* media.

- Distinguishing “bias” is complex — different studies define it differently (tone, fact vs opinion, story selection, framing, etc.). Nieman often highlights that “bias” can mean different things to different people.
- There is often selection bias in audiences: people tend to self-select outlets that align with their views, which complicates causation (does biased media change views, or do views lead people to choose biased media?).
- Many studies focus on U.S. media; international comparisons show variation.”

“Here are some recent Nieman Lab articles (2024-2025) with data or studies relevant to media bias / trust / perception, along with key findings. These give a picture of how Nieman Lab sees left/right bias issues and related trust/media environment trends.

Selected Recent Nieman Lab Research & Articles

Article	Main Findings / Insights
<p>“Democrats trust more news outlets than Republicans, new Pew tracker shows” (June 2025) Nieman Lab</p>	<ul style="list-style-type: none"> • Based on ~9,482 U.S. adults surveyed in March 2025. Nieman Lab • Democrats and Democrat-leaning independents tend to use and trust a wider variety of news sources than Republicans and their leaning independents. Nieman Lab • Republicans are more likely to rely on a small set of outlets and to distrust many of the more “established” news brands. Nieman Lab • Some overlap in media consumption exists: broadcast networks (ABC, CBS, NBC) are consumed by both sides, even if trust levels differ. Nieman Lab
<p>“Americans still have faith in local news — but few are willing to pay for it” (June 2025) Nieman Lab</p>	<ul style="list-style-type: none"> • Local news continues to enjoy higher trust than national news among U.S. adults. Nieman Lab • In 2023, U.S. “national newspapers, TV, and radio” trust levels hit historic lows — only about 32% said they had “a great deal” or “fair amount” of trust. Nieman Lab • Despite low trust in national outlets, 74% of Americans said they had “a lot” or “some” trust in local news in 2024. Nieman Lab • However, local news outlets face economic pressures: many people won’t pay for them, and many local/regional newspapers have closed in recent years. Nieman Lab
<p>“Americans trust PBS because it’s publicly funded, not in spite of it” (June 2025) Nieman Lab</p>	<ul style="list-style-type: none"> • A poll in July 2025 showed that 53% of likely voters trust public media to report news “fully, accurately and fairly,” compared to only 35% trusting “the media in general.” Nieman Lab+1

Article

Main Findings / Insights

“Republican legislators (but not Democrats) who share low-credibility info get rewarded with more clicks” (April 2025)

[Nieman Lab](#)

“Public media is very different from state-run news. Here’s why.” (July 2025)

[Nieman Lab](#)

- Note: Public media in the U.S. (e.g. PBS, NPR and affiliates) has structural safeguards (mixed funding, local station governance, etc.) that help maintain editorial independence.

[Nieman Lab+1](#)

- Public media is viewed more favorably across political lines compared to more partisan or state-controlled news in other countries. [Nieman Lab](#)

- Study of ~6,500 U.S. state legislators on Facebook and Twitter (2020-21) found: Republican lawmakers who posted low-credibility info (or misinformation) tend to get more “visibility” (likes/shares/comments) than those who don’t. [Nieman Lab](#)

- This pattern was not (or much less) observed among Democratic legislators. [Nieman Lab](#)

- Also, high political tension/campaign periods amplify the effects (i.e. content getting more engagement). [Nieman Lab](#)

- Americans differentiate U.S. public broadcasting from “state-run media” (which are fully controlled by governments). Trust in U.S. public media is relatively high; people view it as more neutral than many other media sources. [Nieman Lab](#)

- Structures: public media in the U.S. gets funding from a mix (federal appropriation, listener/public donations, foundations), and local stations have governing autonomy and local content. These structures are presented as helping reduce bias/prior influence. [Nieman Lab](#)

What This Says about Left/Right Bias According to Nieman Lab

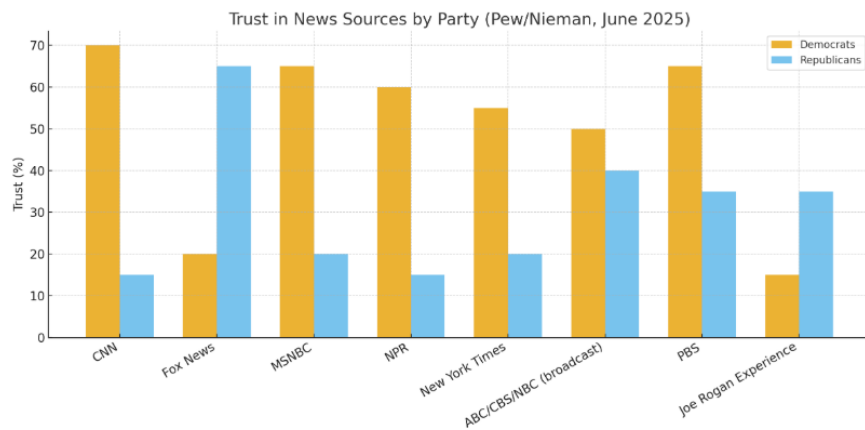
From these articles we can extract some broader patterns Nieman Lab emphasizes:

- **Trust and perception** of bias is heavily differentiated by political affiliation. Republicans are more likely to distrust mainstream or national outlets; Democrats tend to trust more outlets.
- Smaller, more local, or publicly owned or funded outlets tend to enjoy higher cross-ideological trust, or at least less polarized perception.
- When partisan / low-credibility information is shared by politicians (especially those on the right in U.S.), it tends to be rewarded (visibility) more often, which may reinforce polarizing or biased content.

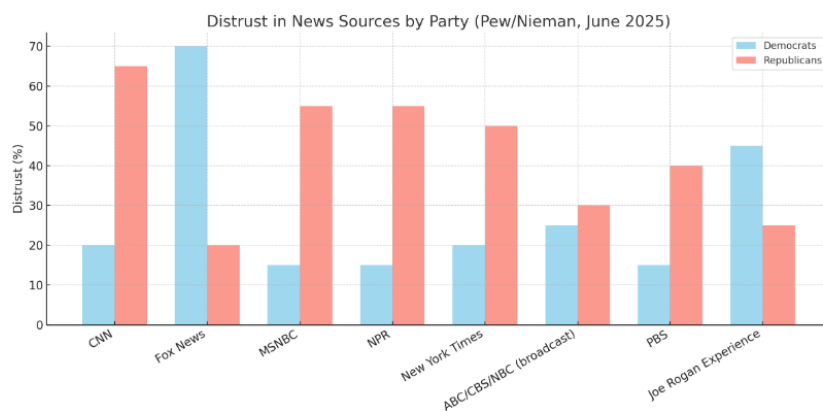
- Partisan media tend to use simpler language, more accessible syntax, perhaps more emotional or negative tone; mainstream outlets usually have higher reading level and more formal style.
- Even among news consumers, perception of what is biased or trustworthy depends a lot on prior beliefs and partisan identity—not just on what outlets are doing.”

Here's a chart showing **trust in major news outlets by U.S. Democrats vs. Republicans (Pew/Nieman, June 2025).**

- It highlights how Democrats tend to trust outlets like **CNN, MSNBC, NPR, PBS, and the New York Times**, while Republicans put much more trust in **Fox News** and somewhat in **Joe Rogan's podcast**. Broadcast networks (ABC, CBS, NBC) and PBS are more “middle ground,” with both parties showing moderate trust.
- Do you want me to also add a “**distrust**” chart (since Pew/Nieman also track which outlets each side actively distrusts)?



Here's a chart showing **trust in major news outlets by U.S. Democrats vs. Republicans (Pew/Nieman, June 2025).**



Here's the **distrust** chart:

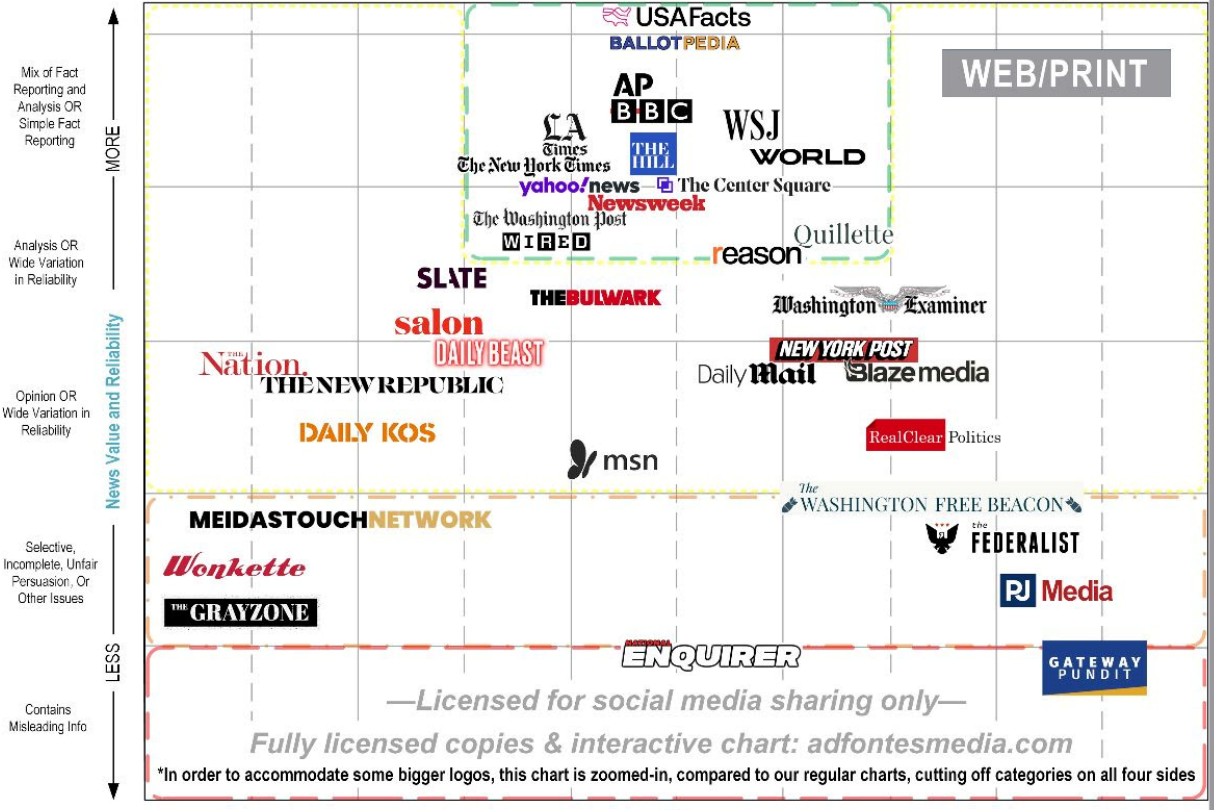
- **Democrats** show the highest distrust toward **Fox News** and, to a lesser extent, **Joe Rogan**.
- **Republicans** show very high distrust toward **CNN, MSNBC, NPR, and the New York Times**.
- Both sides show relatively low distrust of **broadcast TV (ABC, CBS, NBC)** compared to the partisan



The Media Bias Chart ®

Version 13.0 September 2025 Simple, Magnified* Website Edition

ad fontes media Hyper-Partisan Left Strong Left Skews Left Middle Skews Right Strong Right Hyper-Partisan Right



Mix of Fact Reporting and Analysis OR Simple Fact Reporting

Analysis OR Wide Variation in Reliability

Opinion OR Wide Variation in Reliability

Selective, Incomplete, Unfair Persuasion, Or Other Issues

Contains Misleading Info

NEWS VALUE AND RELIABILITY

MORE

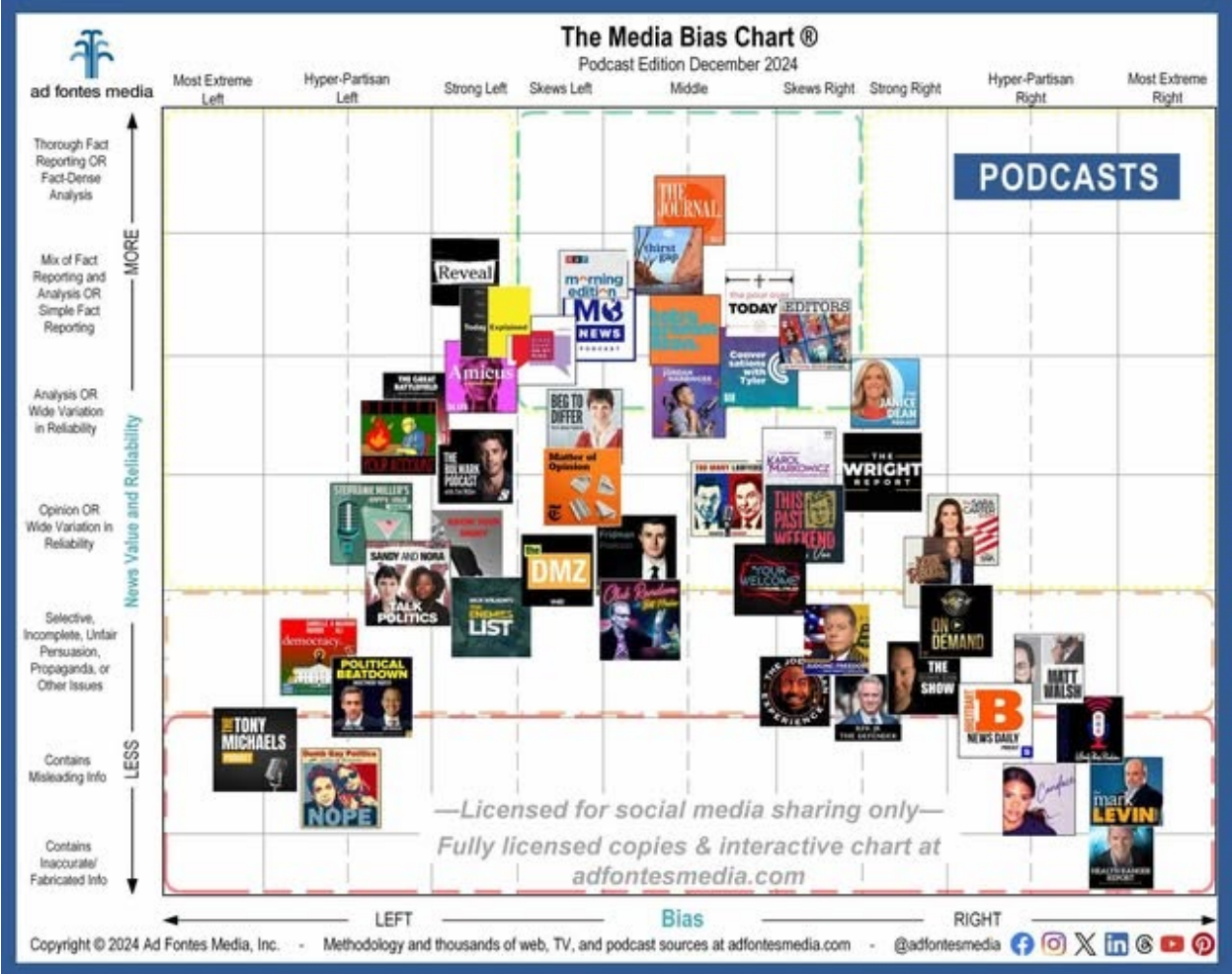
LESS

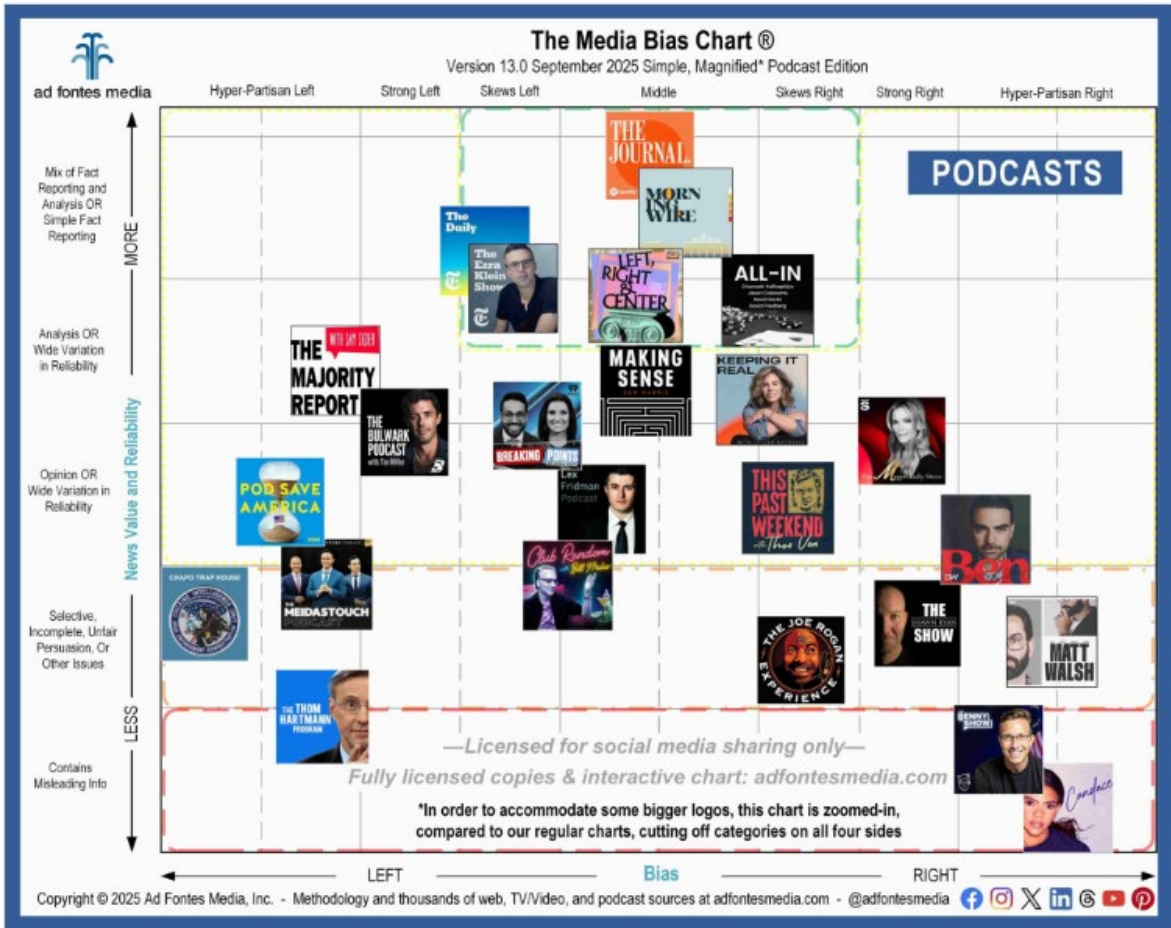
LEFT Bias RIGHT

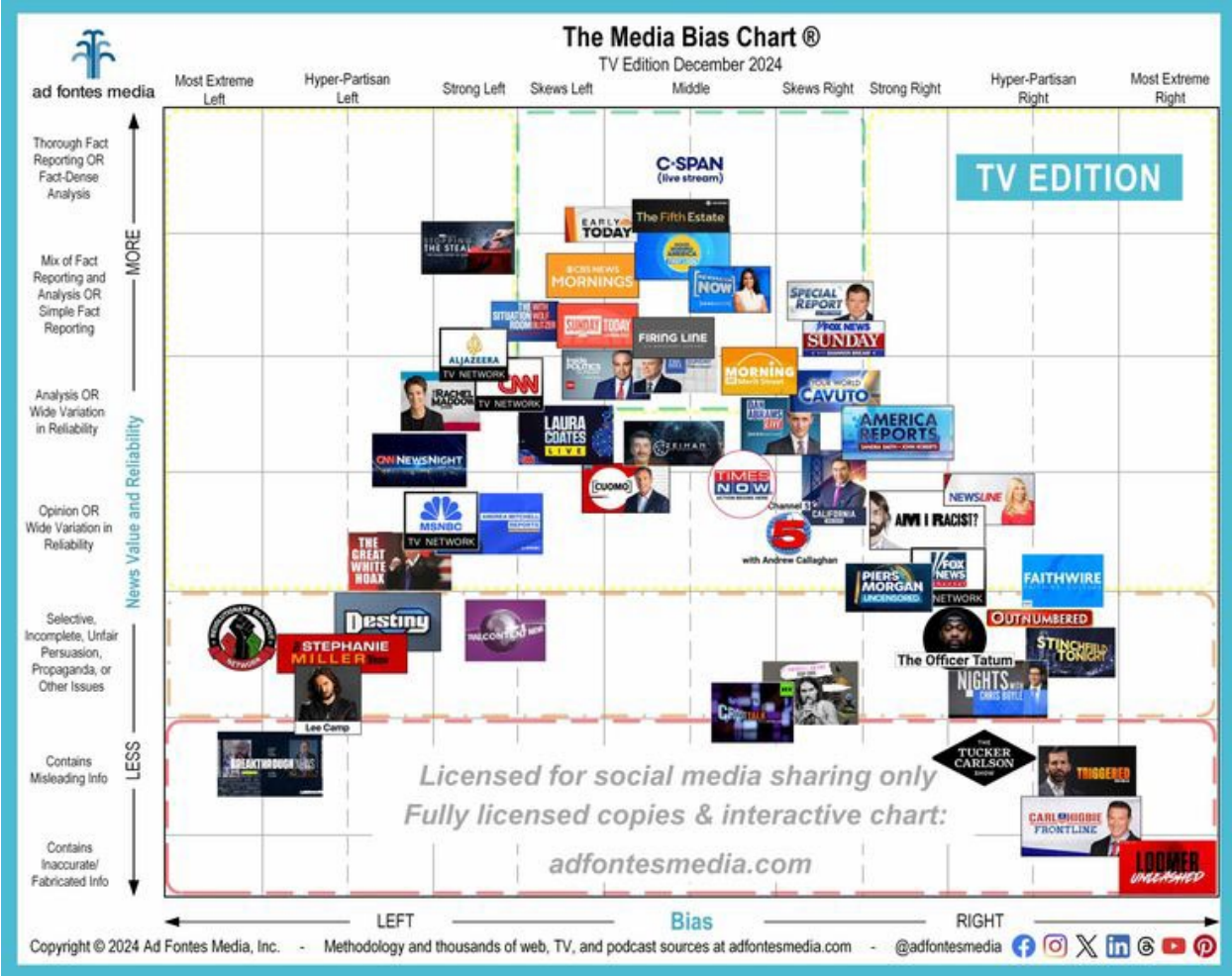
—Licensed for social media sharing only—

Fully licensed copies & interactive chart: adfontesmedia.com

*In order to accommodate some bigger logos, this chart is zoomed-in, compared to our regular charts, cutting off categories on all four sides







AllSides

The AllSides Fact Check Bias Chart™ reveals the [media bias](#) of top fact checkers, such as Snopes, Politifact, FactCheck.org and more.

AllSides™ Media Bias Chart™

Ratings based on online, U.S. political content only — not TV, print, or radio.
Ratings do not reflect accuracy or credibility; they reflect perspective only.



L LEFT
 L LEAN LEFT
 C CENTER
 R LEAN RIGHT
 R RIGHT

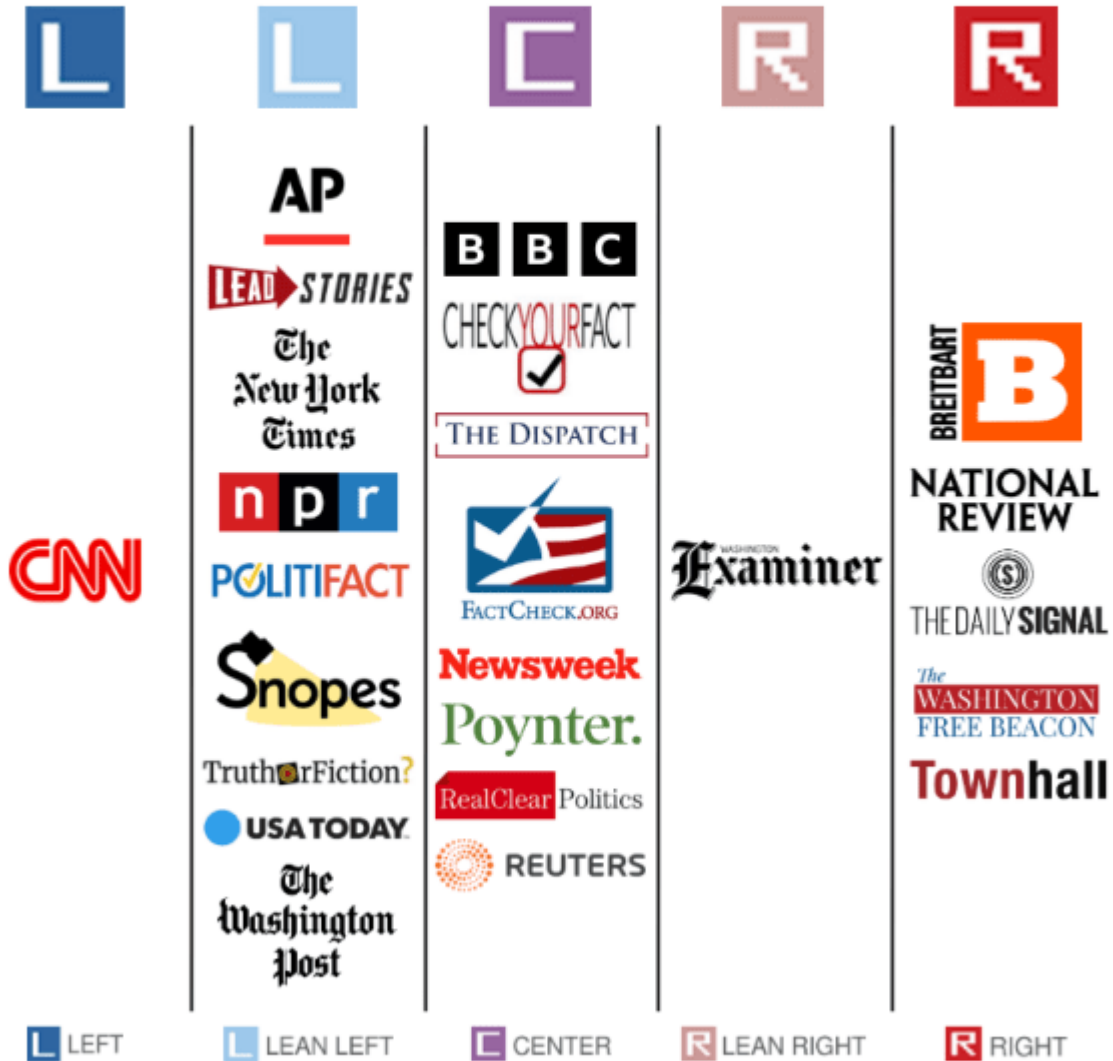
AllSides Media Bias Ratings™ are based on multi-partisan, scientific analysis.

Visit [AllSides.com](https://www.allsides.com) to view hundreds of media bias ratings.

Version 7 | AllSides 2022

AllSides Fact Check Bias Chart™

Ratings do not reflect accuracy or credibility, only a source's perspective as revealed by story choice and how it interprets facts. Ratings are based on online fact checking content only.



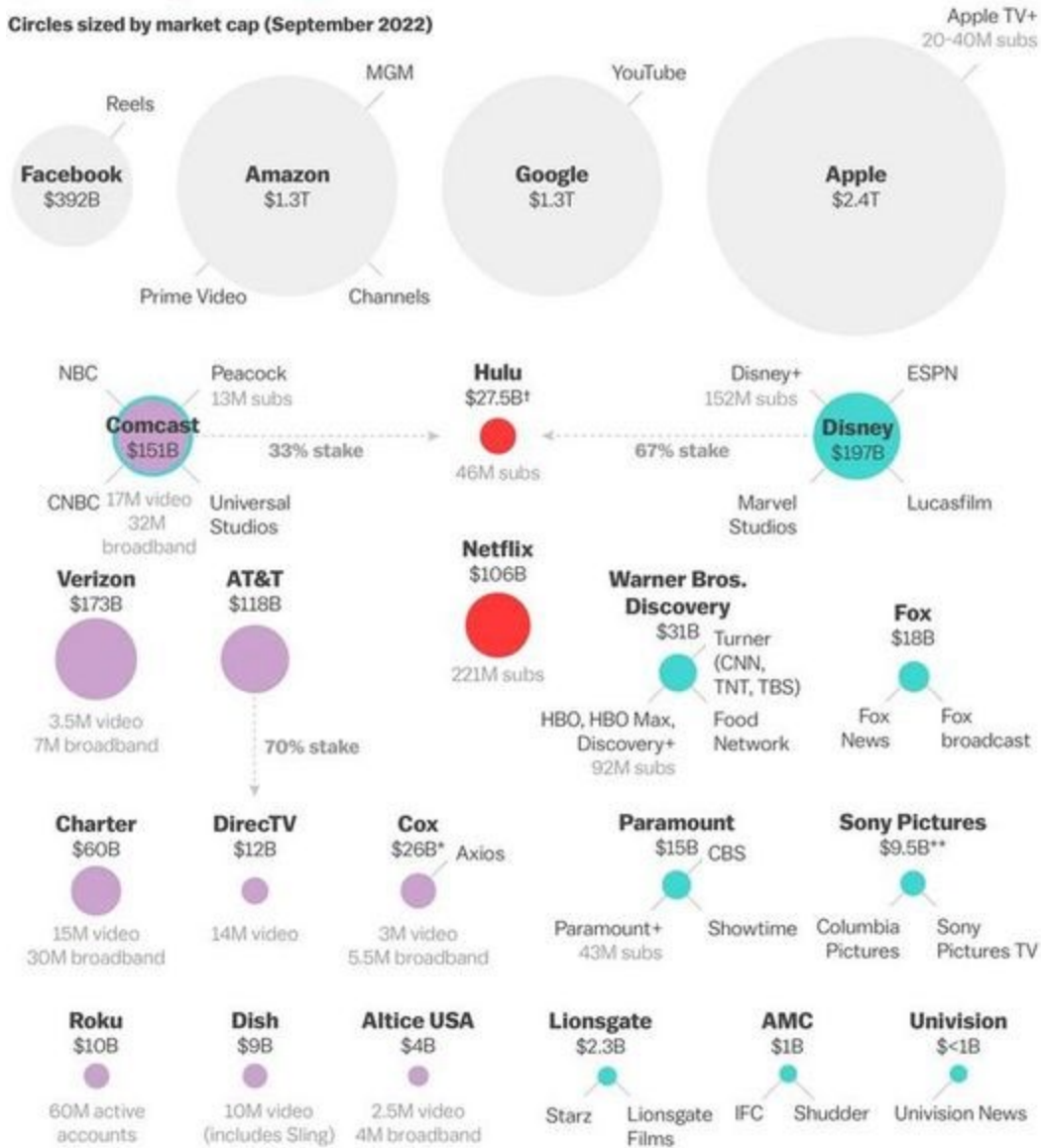
AllSides Media Bias Ratings™ are based on a multi-partisan, scientific analysis.
Visit [AllSides.com](https://www.AllSides.com) for balanced news and to view over 1400 rated sources.

Version 2.0
© AllSides 2023

Media landscape

● Distribution
 ● Streaming
 ● Content
 ● Tech

Circles sized by market cap (September 2022)



†Minimum based on 2019 deal; *assumes 2X revenue multiple;

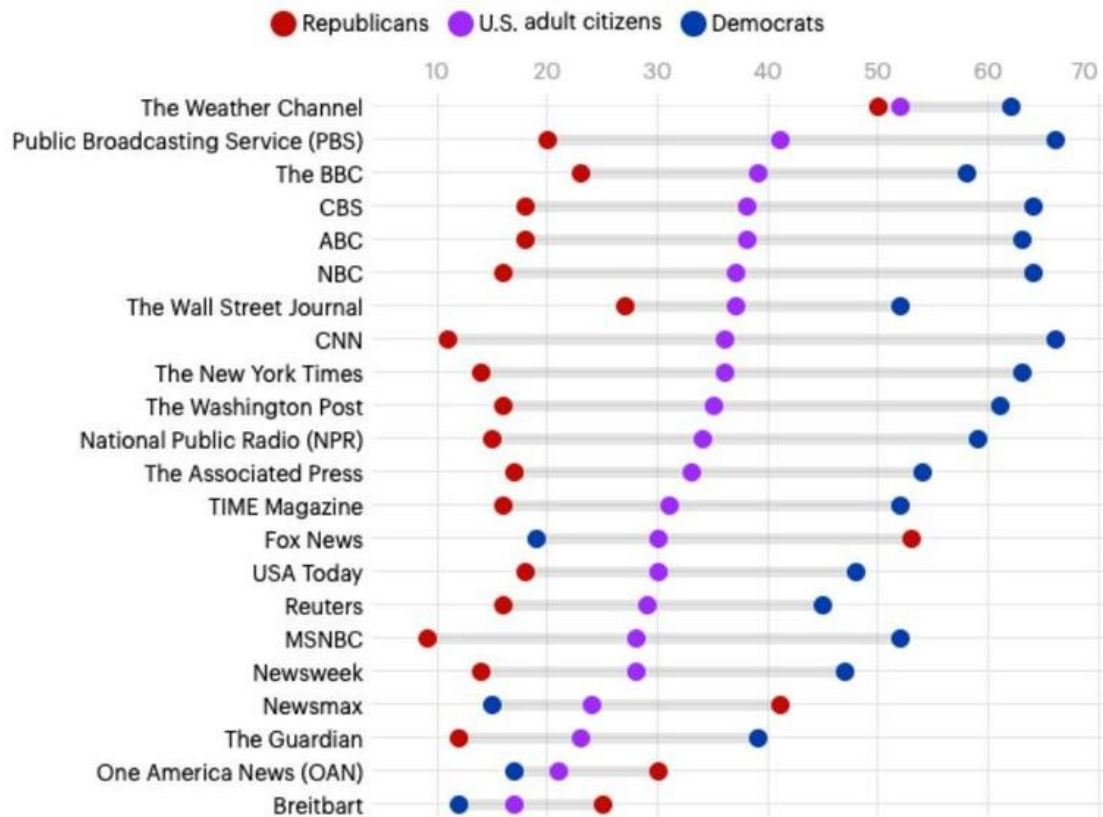
**assumes 1X revenue multiple

Source: The companies, news reports, Leichtman Research Group (cable/ internet subs), Recode reporting

recode BY **Vox**

Which media organizations are trusted more by Democrats and by Republicans

How trustworthy do you rate the news reported by the following [broadcast, print or digital] media organizations? (% who say each organization is very trustworthy or somewhat trustworthy):



News media bias

People across the political spectrum often feel that “the media” is biased against their beliefs and values. But what counts as bias in news? And why do so few people feel that news coverage is slanted in their favor?

Here are **six tips** to help you think clearly about this nuanced and important topic:

1 Differentiate news from opinion

The standards of quality journalism call for news reports — also called “straight news” or “hard news” — to be as free of bias as possible. But opinion columns, editorials and op-eds are not produced to be impartial — they’re supposed to express an opinion.



The Wall Street Journal news division strives to avoid bias, but its opinion section is well-known for its conservative views.

2 Think about bias as a spectrum

Nothing humans produce can be entirely free of potential bias, so it’s more helpful to think about bias in news as a spectrum (more or less biased) rather than a binary (biased and unbiased).



3 Ask yourself: Compared with what?

When you encounter allegations of bias — whether sweeping generalizations about “the mainstream media” or more measured claims about a specific news organization or piece of reporting — **keep these questions in mind:**

- **Biased compared with what?**
- **Can I point to an example of information that is fairer, more accurate and more impartial?**

4 Recognize your own biases

Our own preconceptions can cause us to misperceive elements of news coverage, make assumptions about the motivations of journalists or diligently search for ways to criticize and dismiss coverage as “biased” if it challenges our ideas and beliefs. Though it may seem that bias in news is blatant and deliberate, the reality is that it’s much more often unintentional and open to debate.



5 Be wary of media bias charts and ratings

Bias charts and rating systems seem to provide an easy way to assess bias in news, but they often contain startling shortcomings. Some popular media bias visualizations are based on small samples of coverage that include opinion pieces alongside news reporting. They also rely on comparing credible news organizations to sources that routinely push disinformation, propaganda and conspiracy theories. This falsely implies that journalists, hyperpartisans and conspiracy theorists are all part of the same community of practice. They’re not.

Different types of bias ... can take different forms in coverage

TYPE	FORM
Big story bias: Journalists’ judgment is clouded by their perceptions of an event or development as a major, important story.	Absence of fairness and balance: The failure to present all relevant viewpoints on an event or issue in an accurate and impartial way.
Corporate bias: Business interests of a news outlet — including advertisers and its parent company — influence coverage.	Framing: How a news report is approached and organized.
Demographic bias: Race, gender, ethnicity or other factors — such as culture or economic class — distort news coverage.	Spotting: The extent and perspectives deemed relevant and important enough to be included in a news story.
Neutrality bias: A journalist or news outlet tries so hard to avoid appearing biased that the coverage misrepresents the facts.	Story selection: What a news organization decides is newsworthy enough to cover or feature.
Partisan bias: Journalists’ own political views affect news coverage.	Tone: The words and phrases used to describe the person, issue or event being covered.

6 Think about bias in terms of types and forms

Break through the hyperbole and political rhetoric around the issue of bias by testing your initial perceptions. What type of bias do you think you’re seeing? And what form do you see it taking in coverage?

Public feedback makes journalism better

If your initial perception of bias in news coverage holds up under scrutiny, say something! Share your thoughts with the reporter on social media or write a letter to the editor.

Think you’ve spotted an example of biased news?

Double-check your initial perceptions by asking: What would “unbiased” news about this subject look like? If your perceptions of bias are accurate, you should have concrete ideas for how a news report could be made more impartial.

Misinformation

Misinformation thrives on social media where anyone can share almost anything they choose, and attention spans are short. Here’s a quick guide to help you understand what misinformation is and how to recognize it.

Why do people share misinformation?

Many people share misinformation unknowingly and sometimes with good or altruistic intentions — whether to articulate their perspectives, warn others away from danger or join others in trying to make sense of the world around them.

But some research suggests that some people also knowingly share things they suspect are false — whether to damage “the other side” in a political debate, get social media likes and shares, or conform to their ideological identities.

Bad actors — such as hyperpartisans, trolls and even foreign agents — create and share disinformation to cause division and confusion, to promote political interests and points of view or for financial gain.

Mis- and disinformation are fundamentally exploitative in nature, often targeting our most deeply held values and beliefs to elicit a strong emotional reaction that overrides our more rational thought processes.

Watch out! While the emotions most often elicited by mis- and disinformation are fear, anger and outrage, more agreeable emotions like curiosity and hope are also used to bypass our cognitive defenses.

Misinformation:

Information that is misleading, erroneous or false. Misinformation is generally shared — and sometimes created — by people who are unaware that it’s inaccurate. This is the best term to use when the intent of the creator or sharer is unknown.

VERSUS

Disinformation:

A subset of misinformation that is deliberately created or shared with the intention to misinform and mislead others, usually to achieve a desired ideological, political or financial result.

Remember: The intent behind the creation or amplification of false information is often impossible to determine.

Types

Misinformation can be categorized based on what makes it false or misleading. The following five types are commonly found online.

False context
An image, video, quote or other piece of content is presented in a new, false context that changes its meaning.

Fabricated content
Misinformation that is entirely made up, such as computer-generated imagery or entirely fictional reports presented as “news.”

Stolen satire
A specific type of “false content” misinformation in which all or part of a piece of satire is presented as authentic.

Imposter content
Content — such as a fake tweet from a public figure, or a fake ad — that falsely uses a well-known name, brand or logo to fool people into believing that it is authentic.

Manipulated content
Photos, videos, graphics and other types of content that have been “doctored” in some way, such as having one or more elements artificially added or removed.

Red flags

If you see these common misinformation themes and “rumor cues,” proceed with caution:

Phrases

- “Let that sink in”
- “The media won’t report this!”
- “Make this go viral!”
- “Do your own research!”
- “There are no coincidences!”

Patterns

- Manipulated text on signs or t-shirts
- Doctored “amazing” nature or space photos
- Photos of protests and crowds
- Screenshots of articles with no links

Your best defenses

1. Checking out unfamiliar people and sources
2. Glancing through social media comments for replies that call a post into question
3. A quick internet search using key terms from a questionable post

Key resources

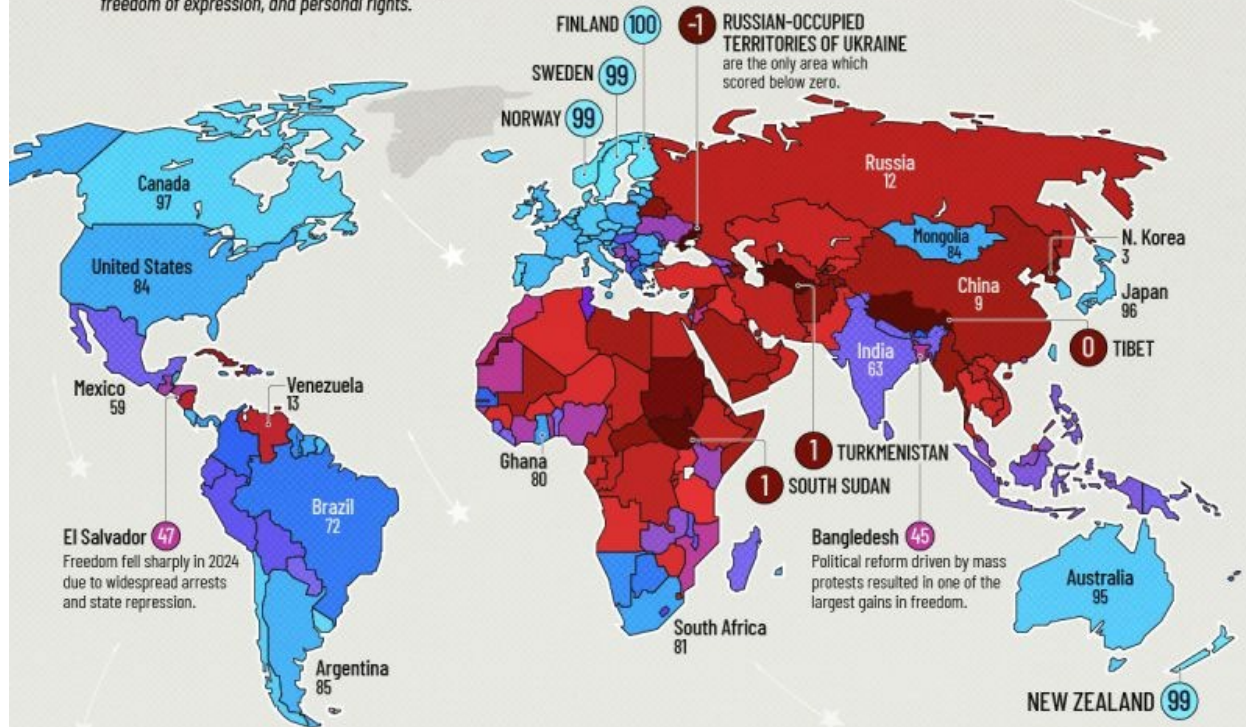
- “Misinformation” lesson from NLP’s Checkology® virtual classroom
- NLP’s weekly email newsletters: *The Shift* (for educators) and *Get Smart About News* (for non-educators)
- NLP’s *Viral Buster* Roundup blog
- First Draft website
- *The Media Manipulation Casebook*

State of Freedom

by Country in 2025



Score is based on factors like electoral integrity, freedom of expression, and personal rights.



Source: Freedom House. Scores reflect freedom during the 2024 calendar year.

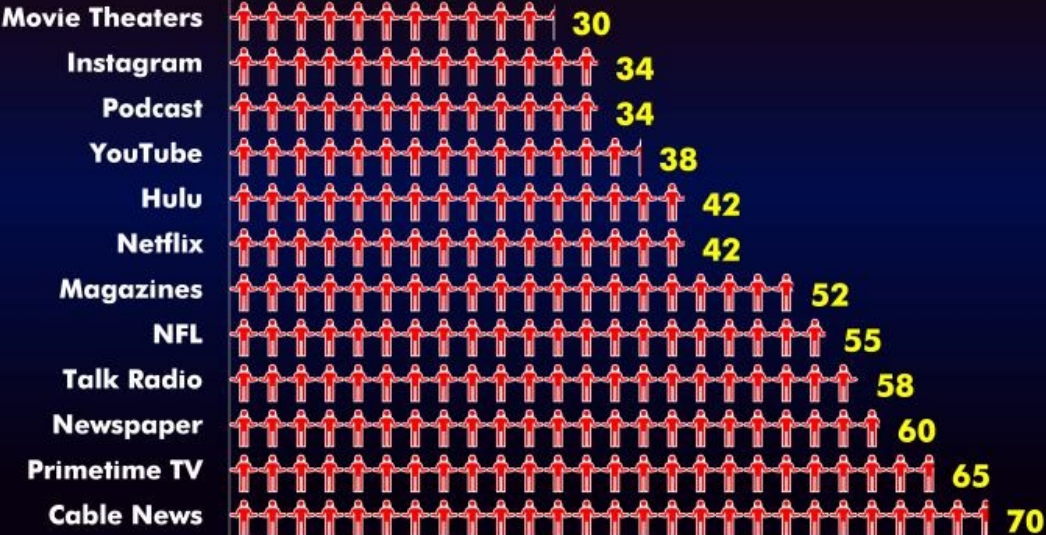


Where Data Tells the Story



MEDIA MEDIAN AGE: BY PLATFORM

SOURCE: NIELSEN NPOWER, MRI, EDISON RESEARCH | CHART: ESHAP



A list of non United States news sources to follow
Facists will always censor so the best way to combat this is to get new from other countries as well

- 1.) The Guardian (UK)**
- 2.) The Irish Times (Ireland)**
- 3.) RTE (Ireland)**
- 4.) The Copenhagen Post (Denmark)**
- 5.) CBC (Canada)**
- 6.) The Globe and Mail (Canada)**
- 7.) NZ Herald (New Zealand)**
- 8.) RNZ (New Zealand)**
- 9.) BBC News (UK)**
- 10.) Sky News (UK)**

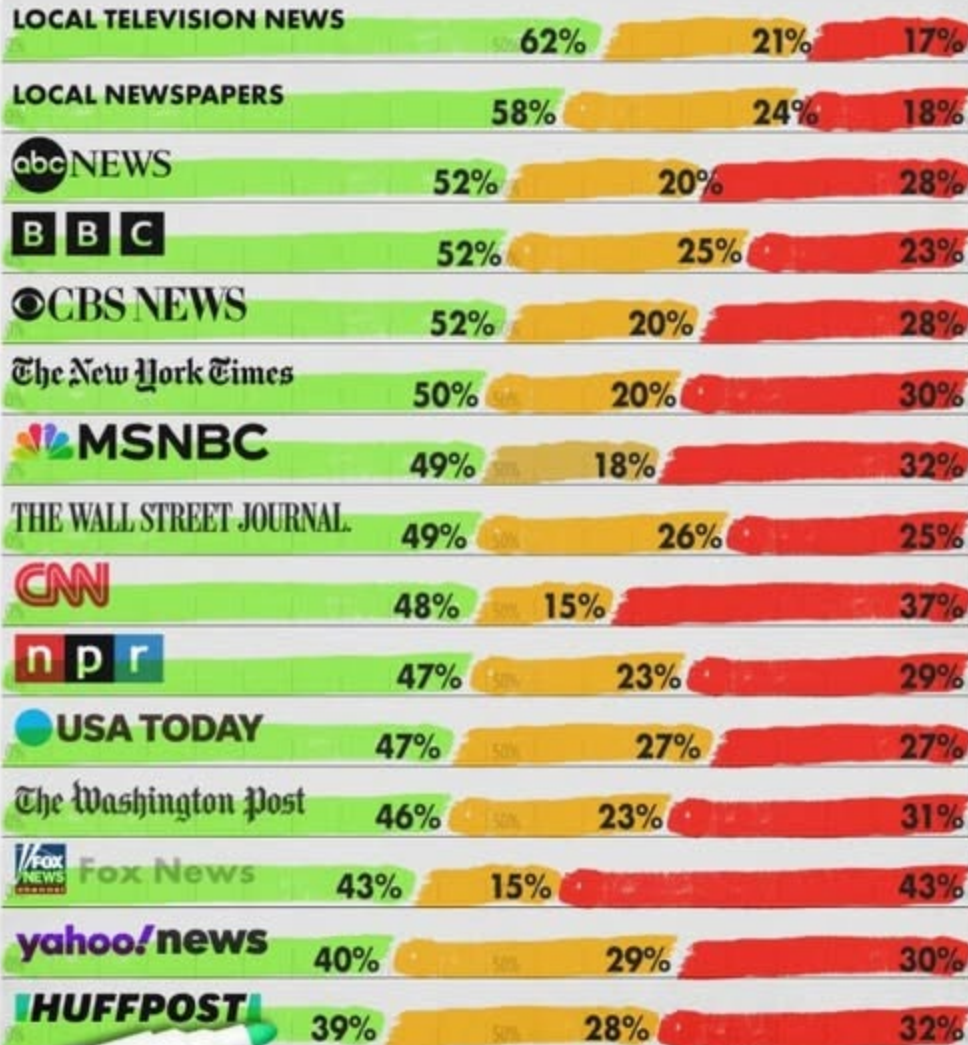


Americans' Trust in Media Brands

Trust

Neither

Don't Trust



Figures may not add up to 100. This list of brands is not exhaustive. Survey samples were assembled using nationally representative quotas for age & gender (n=2,023)
Source: Reuters Institute Digital News Report 2024

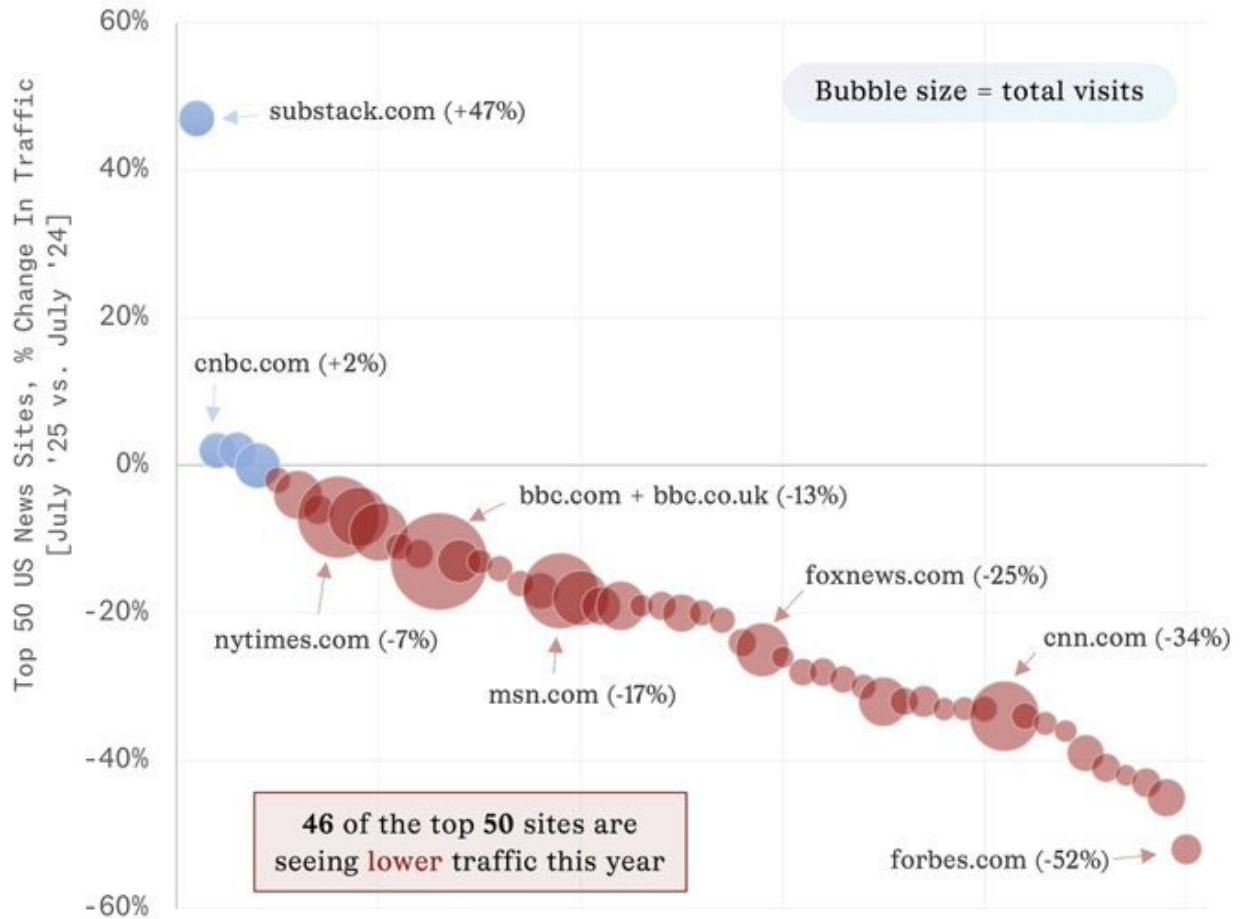


Let the truth be told, let the press be **free**.
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Major News Sites Are Seeing Huge Drops In Traffic

US News Sites, Year-over-Year % Change In Web Traffic [July '25 vs. July '24]





After being in the United States for only one year, Ronald Reagan made this Australian a citizen. Then he had his FCC Chairman scrap the Fairness Doctrine which kept newspapers and television programs from lying to the American people. Ever since, Rupert Murdoch has been brainwashing Americans into believing our legitimate press is lying like he lies. Fox News is not news, it is propaganda that the oligarchs use to poison the minds of Americans. It is time we treated it as such.

HOW DID WE GET HERE?





**THE FAIRNESS
DOCTRINE,
ESTABLISHED IN 1949
BY THE FCC TO
MAINTAIN TRUTH IN
JOURNALISM WAS
REMOVED BY
REAGAN, AND WE
NEED IT BACK.**

**WE ARE WITNESSING
THE TWISTED UGLY
FRUIT OF 20+ YEARS
OF FOX NEWS
WEAPONIZING
IGNORANCE AND HATRED.**