

Media Bias Workshop

Outcome



"Open Your Eyes"

01.02.2025 - 31.12.2025

Pedro Cachochas



Contents



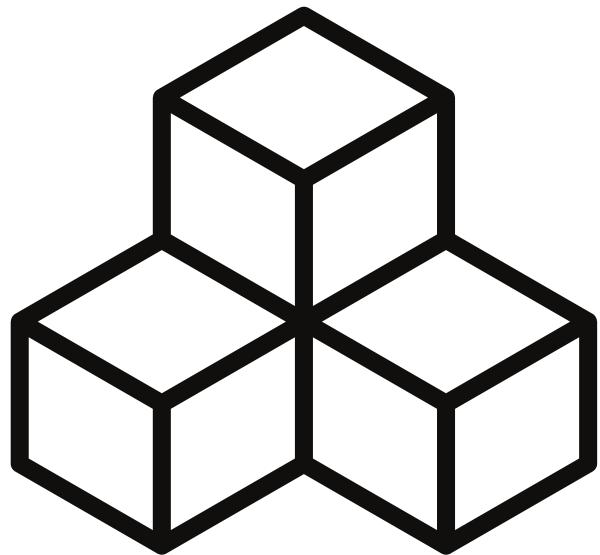
1. Why this



2. Aims and Goals



3. What's needed?



4. Structure



5. Where and when?

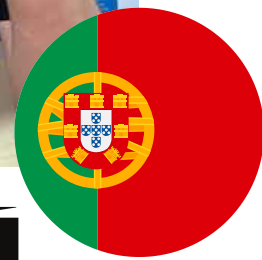
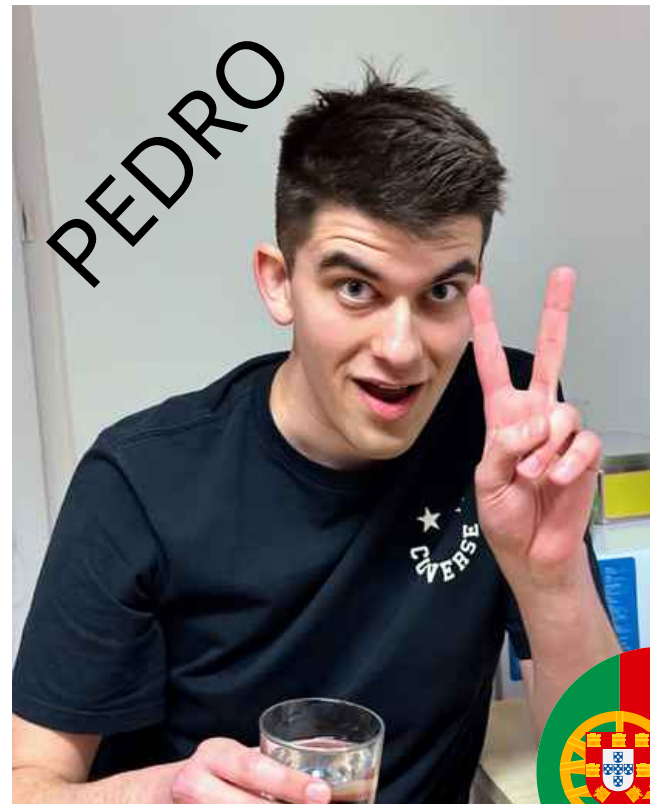


6. Conclusions
and Bibliography

Why this?



As part of my ESC project, I was asked to create a workshop on any subject I liked. It should be between 30 and 45 minutes and tailored for a group of 10 to 30 people. I decided to talk about Media Bias.



The reasons for my choice were: its importance in a time when media outlets compete for audiences by reporting first and in a more “engaging” way, and the lack of awareness that most news consumers demonstrate.

What is Media Bias?

It can be defined in different ways; the following definition, suggested by the Metropolitan Community College, served as a base for the research conducted during the elaboration of the workshop:

“Media bias occurs when journalists or news organisations allow their own opinions to affect the news that they report and the way in which they report them.”



Aims and Goals



3 goals and 1 aim were defined before starting the research

AIM

Raising awareness about the presence of Media Bias in today's media landscape and the importance of critical thinking to be less affected by it

GOALS

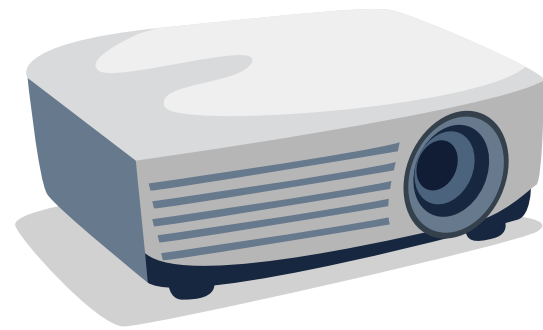
1. Learning what Media Bias is
2. Identifying different types of Media Bias
3. Understand how Media Bias can affect readers' perspectives on different subjects

What's Needed?



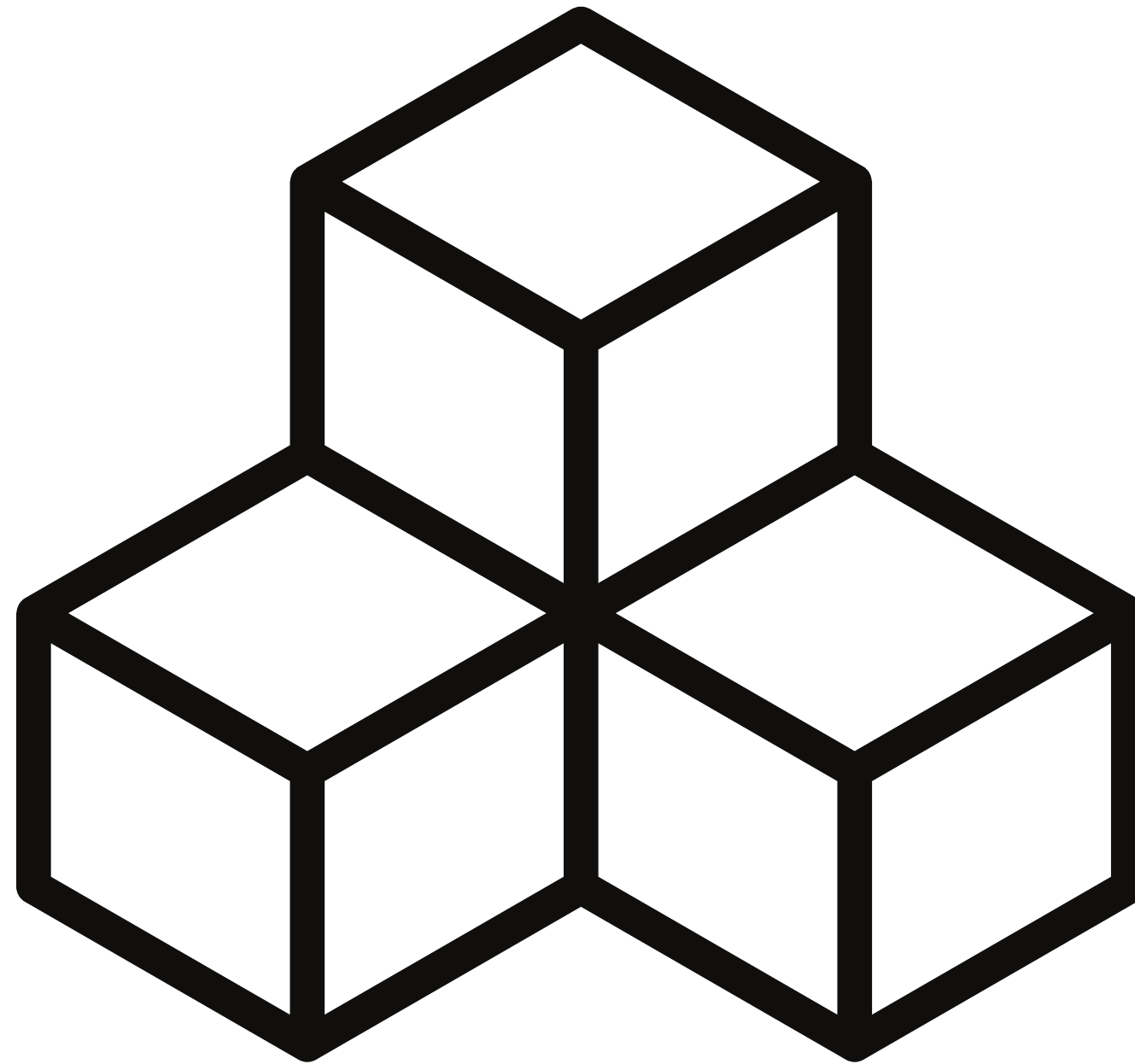
To be able to perform every activity in the workshop, the following materials were needed:

- A laptop and a projector in the room
- Each student required a pen
- Two post-its and the Headline papers were handed out to each student during the workshop



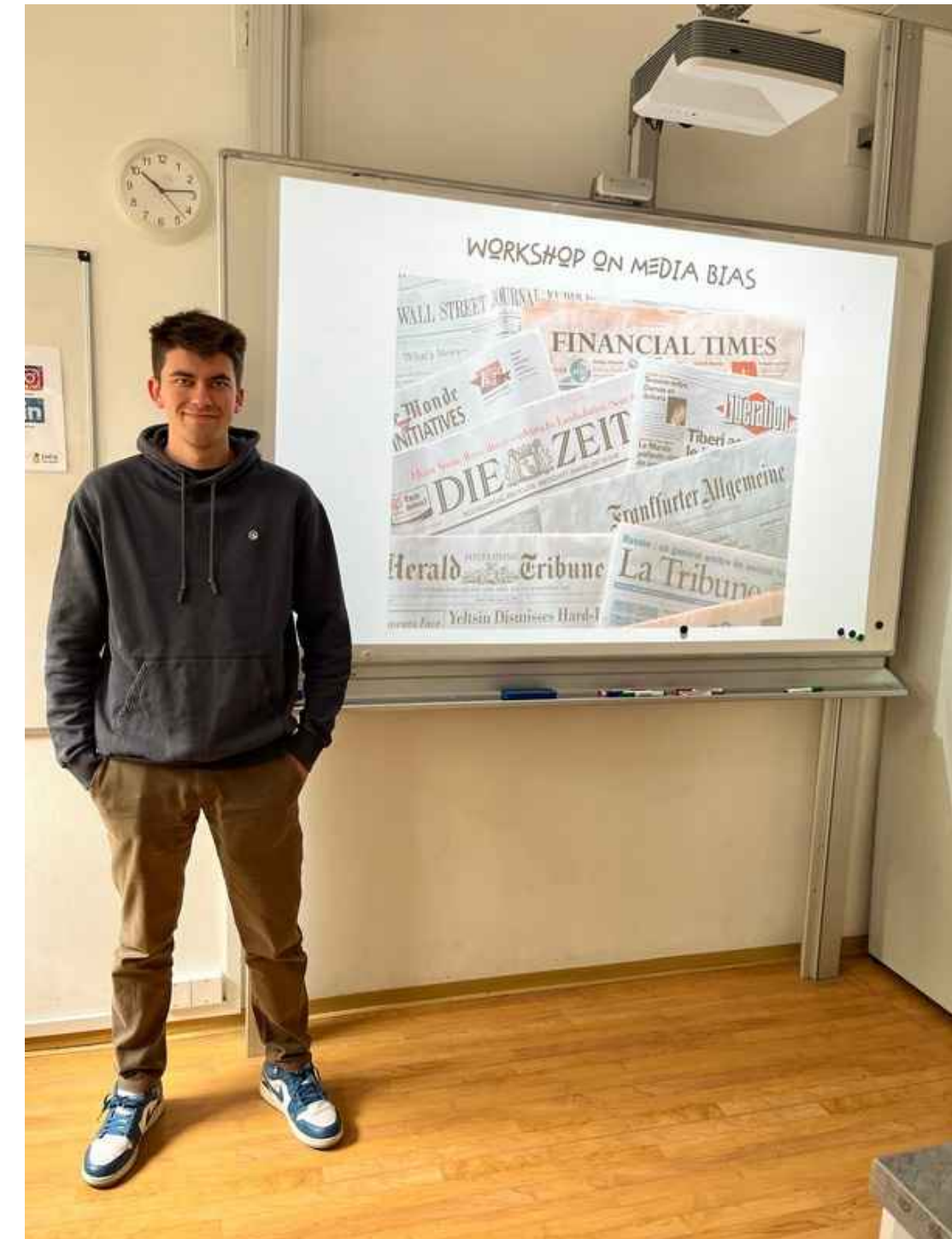
Ideally, the workshop would be presented in a classroom, with between 10 and 20 students

Structure



The workshop consisted of two main practical activities, preceded and followed by theoretical sections. The full structure is as follows:

1. Introduction
2. Opening Question
3. Introduction to the subject
4. Headline Framing (practical activity)
5. Photographic Bias (practical activity)
6. Questions and Discussion



1.Introduction

The introduction took around 2 to 3 minutes and consisted of brief presentation of myself, INEX Slovakia, the ESC, and the “Open Your Eyes” project in specific.

2. Opening Question

A short question: "What do you think Media Bias is?" was posed to participants. This served to assess the general knowledge of the group about the subject and to actively involve the participants in the workshop for the first time.

3. Introduction to the Subject

After the opening question, a definition of Media Bias was given.

There was also a real-life example of Media Bias, by analysing CNN and FOX News respective reporting of the storming of the Capitol building in the USA.

This phenomenon's linkage with concepts such as "political polarisation", "democratic backsliding", and "extremism".



4. Headline Framing

The first practical activity of the workshop took about 8 minutes.

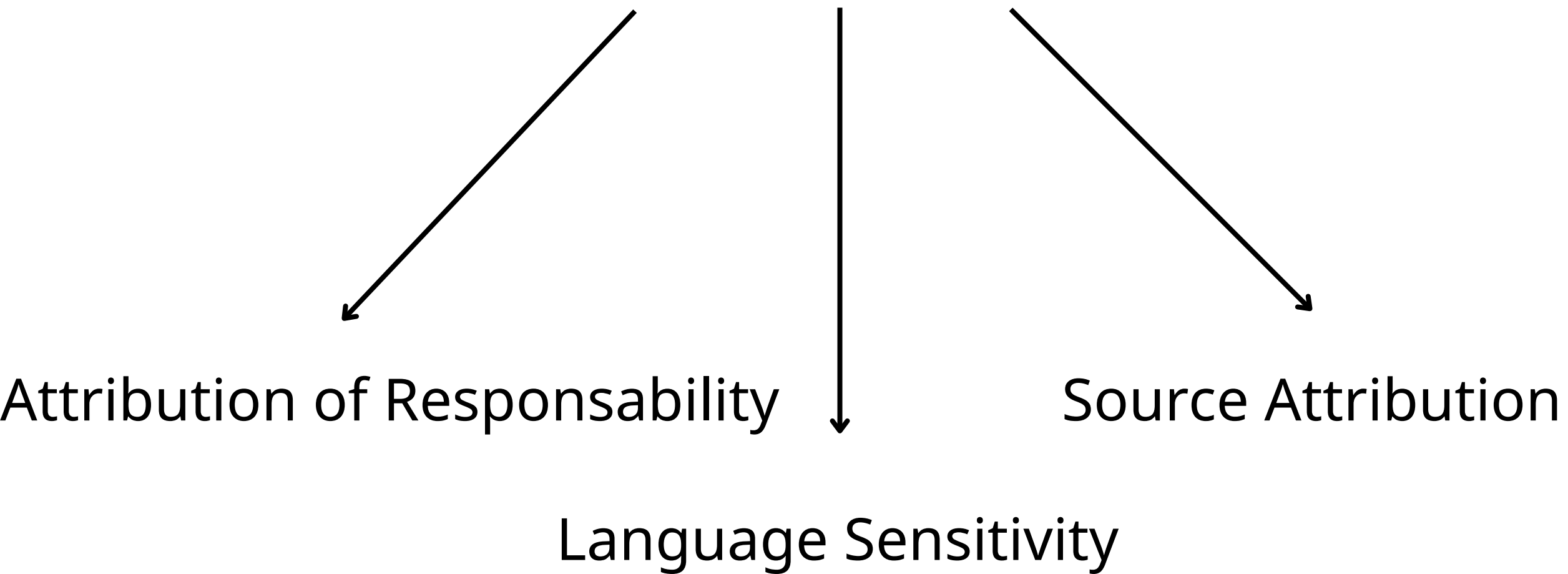
Cutouts with two headlines, one published by *The Independent* and another by the *Australian Financial Review*, were given to students. Both the headlines reported about the publishing of climate charts for 2050 by National Climate Risk Assessment in Australia.

Participants were asked to find and discuss, in pairs, three key differences in tone and emotion between them. Finally, each group was invited to share their findings.



4. Headline Framing

Following the discussion, examples of how some features present in each headline can influence readers' perspectives, such as



5. Photographic Bias

The second practical activity of the workshop lasted for no longer than 6 minutes.

A pair of pictures was shown to participants, and they were asked to, individually, come up with 2/3 that they thought of, when seeing those pictures

After this, they were shown a different pair of pictures, and they repeated the process.



First Pair of Pictures



Second Pair of Pictures

5. Photographic Bias

All the pictures, depict illegal immigrants. But they depict them in different contexts.

The following word clouds were made based on the words that participants chose during this activity.



First Pair of Pictures



Second Pair of Pictures

6. Questions & Discussion

At the end, the remaining time was dedicated to students' questions, or to some discussions, that arose from the following questions:

- “Do you think you are affected by Media Bias?”;
- “In, your opinion, what is the best way to avoid Media Bias?”;
- “Do you think Media Bias is heavily present in Slovak media outlets? How so?”,



Where and when?



The workshop was presented on 7 different occasions:

April: First Trial in the office

June: Tea Meeting

July: *Prešporkovo* Workcamp

August: *Barlička* Workcamp

October: *Spojená škola Svätej Rodiny* and *Gymnázium Jura Hronca*

November: *Gymnázium Jura Hronca* and English International School of Bratislava



Conclusions and Bibliography



Most of the 139 participants met the 3 goals set in the beginning. Due to the broadness of the aim, it is hard to assess whether it was met.



Bibliography

Critical thinking in the digital age, The Ethics Centre, <https://ethics.org.au/critical-thinking-in-the-digital-age/>

Media choice and audience perceptions: Evidence from visual framing of immigration in news stories. Olga Gasparyan & Anna Sirotkina (2025) <https://pmc.ncbi.nlm.nih.gov/articles/PMC12435698/>

The Representation Of (Illegal) Migrants In The British News. Silveira, 2016
https://www.researchgate.net/publication/324485533_The_Representation_Of_Illegal_Migrants_In_The_British_News

The Role of Social Media in Shaping Public Opinion: A Comparative Analysis of Traditional vs. Digital Media Platforms. Swastiningsih, Aziz & Dharta (2024).

The Role of Social Media in Shaping Public Opinion: A Contemporary Sociological Perspective. Alimin (2024)