References


APPENDIX A

Society of Professional Journalists Code of Ethics
PREAMBLE
Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking the truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice.

SEEK TRUTH AND REPORT IT
Journalists should be honest, fair and courageous in gathering, reporting and interpreting information.

Journalists should:
► Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
► Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
► Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
► Always present sources' motives before promising anonymity. Clarify conditions attached to any promise made in advance for information. Keep promises.
► Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
► Never distort the context of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
► Avoid misleading re-arrangements or staged news events. If re-arrangement is necessary to tell a story, label it.
► Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.
► Never plagiarize.
► Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
► Examine their own cultural values and avoid imposing these values on others.
► Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
► Support the open exchange of views, even views they find repugnant.
► Give voice to the voiceless; official and unofficial sources of information can be equally valid.
► Distill the benefits, advantages or disadvantages of public policies, and public and private institutions.
► Distinguish news from advertising and shun hybrids that blur the lines between the two.
► Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

MINIMIZE HARM
Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.

Journalists should:
► Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
► Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
► Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.
► Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
► Show good taste. Avoid pandering to lurid curiosity.
► Be cautious about identifying juvenile suspects or victims of sex crimes.
► Be judicious about naming criminal suspects before the formal filing of charges.
► Balance a criminal suspect's fair trial rights with the public's right to be informed.

ACT INDEPENDENTLY
Journalists should be free of obligation to any interest other than the public's right to know.

Journalists should:
► Avoid conflicts of interest, real or perceived.
► Remain free of associations and activities that may compromise integrity or damage credibility.
► Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
► Disclose unavoidable conflicts.
► Be vigilant and courageous about holding those with power accountable.
► Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
► Be wary of sources offering information for favors or money; avoid bidding for news.

BE ACCOUNTABLE
Journalists are accountable to their readers, listeners, viewers and each other.

Journalists should:
► Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
► Encourage the public to voice grievances against the news media.
► Admit mistakes and correct them promptly.
► Expose unethical practices of journalists and the news media.
► Abide by the same high standards to which they hold others.

The SPJ Code of Ethics is voluntarily embraced by thousands of journalists, regardless of place or platform, and is widely used in newsrooms and classrooms as a guide for ethical behavior. The code is intended not as a set of "rules" but as a resource for ethical decision-making. It is not — nor can it be under the First Amendment — legally enforceable.

The present version of the code was adopted by the 1996 SPJ Convention, after months of study and debate among the Society's members. Sigma Delta Chi's first Code of Ethics was borrowed from the American Society of Newspaper Editors in 1928. In 1973, Sigma Delta Chi wrote its own code, which was revised in 1984, 1987 and 1996.
APPENDIX B

Handout with Theoretical Basis and Directions for Code of Ethics Homework Assignment
JOUR 160 News Log
Code of Ethics for 21st Century News Audiences

For more than a century, the American press served as the dominant civic, social, and cultural agenda-setter as well as a so-called "watchdog" of those in elected office. However, the influence of an investigative and accurate press adhering, albeit imperfectly at times, to social responsibility theory of the press principles (A free and responsible press should: 1) provide a truthful, comprehensive and intelligent account of the day's events in a context which gives them meaning; 2) serve as a forum for the exchange of comment and criticism; 3) project a representative picture of the constituent groups in the society; 4) present and clarify the goals and values of the society; and, 5) provide full access to the day's intelligence) is eroding due to the fragmentation of advertisers and audiences.

That is, advertisers have migrated en masse away from newspapers to digital "news" sources such as Google in pursuit of audiences scattered across the Internet. At the same time, news audiences, young people in particular, are not only turning to non-traditional sources such as The Daily Show with Jon Stewart to satisfy their information needs, they are also creating and disseminating content many interpret as news through Facebook posts, YouTube videos, Tweets, Instagram images, and discussion forums such as Reddit. In other words, the "power" of a professional press corps committed to producing verified, independent, and accountable information in the public interest is being replaced by the power of an audience armed with the ability to choose, create, comment on, and pass along digital content at whim. These changes in the digital "news chamber" are reflected in Mihailidis' Concentric Model for 21st Century News.²

Even as the agenda-setting power of the press is decreasing, discussions of media ethics remain focused on professional news providers. Therefore, the purpose of this news log is to explore the ethical and civic responsibilities, if any, of news audiences in the digital age. Your task is to create a Code of Ethics for young news audiences in the 21st century. You can use the Society of Professional Journalists' Code of Ethics as a conceptual model. Feel free to create new categories based on your own experiences and ideas. Some possible questions to consider when designing your code:

1) What are the responsibilities of citizens in a democracy?
2) What does it mean to be a responsible news audience member?
3) What moral duties, if any, should news audiences have to ensure civil, informed, and diverse dialogue, which is, in theory, at the heart of the American democratic experience?

APPENDIX C

Examples of Codes of Ethics for News Audiences Created by Students in spring 2014
Preamble: Young adults in our society are more and more becoming the agenda setters of today's news media coverage. There is a lot of power and influence in the hands of democracy. It is our moral duty as citizens of this society to take action to reduce bias, gather news from a variety of sources in order to have a well-rounded perspective, keep news media accountable, and provide a safe environment for debate and discussion.

INDEPENDENT MOTIVES
In a society divided in half by partisan political news outlets, young adults often seek news sources that correlate with their beliefs and opinions. This habit encourages news sources to thrive in their closed-mindedness.

Young adults should:

- Obtain their news from non-bias sources of news when possible. (i.e.: Associated Press)
- Seek information based on their interests and curiosities — not based solely on a news source being labeled "left" or "right".
- Keep their political interests separate from their news gathering (on world events, local events, weather, sports).
- Consider/identify the biases they do encounter when choosing to watch biased news sources.

BALANCE YOUR SOURCES
As more and more non-traditional sources of news are emerging, young adults seem to flock to these entertainment hybrid sources — leaving behind traditional sources altogether.

Young adults should:

- Gather their news information from a variety of sources — both traditional and non-traditional.

- Support traditional news by gathering news from their outlets in order to play the watchdog role that should be played by the citizens of our society.

KEEP NEWS MEDIA ACCOUNTABLE (WATCHDOG)
In today's generation, our "watchdog" (the news media) over government and world events is becoming either extremely biased or extremely swayed by entertainment motives.

Young adults should:

- Seek clarity and explanation of news coverage and invite dialogue with fellow citizens over news media conduct.
- Voice their grievances against the news media.
- Identify mistakes and report them.
- Expose unethical practices.

RESPECT OTHERS
Living in a partisan world can create a very tense and competitive environment for the discussion and spreading of news information via the internet and social websites.

Young adults should:

- Keep an open mind when discussing topics presented by news media.
- Avoid debate over political affiliation and encourage healthy debate about clear topics and facts.
- Respect other opinions and perspectives.
Preamble
Members of a healthy and fully functional democracy believe that an actively informed public base is the cornerstone of debate and vital to a country's continued freedom and prosperity. The duty of citizens, therefore, is to become actively engaged in their country's political and social processes in order to best maintain their system of government. Democracy depends upon its adherents to seek out true and relevant information, validate their findings before sharing them, and participate in the public discourse to better the country's understandings of issues as a whole. It is the responsibility of citizens to breathe life into their government and use their voices to act as one and facilitate the betterment of all.

Seek Out Knowledge
Citizens should be willing, active, and open minded in their pursuit of knowledge; citizens should:

- Strive to fully understand issues pertinent to the country's interests
- Access information from credible sources
- Ensure they do not treat the issue with bias
- Remain open to new ideas and new information

Validate Their Information
Citizens must avoid perpetuating false truths to allow for healthy and accurate debate; citizens should:

- Always check the sources of new information
- Search for confirmation by more than one source of information
- Cite their findings to avoid accusations of hearsay
- Make use of credible journalists and news sources

Participate in Public Discourse
Debate and discussion are the essence of democracy; citizens should:

- Think critically
- Treat each other with respect
- Avoid making accusations and judgments
- Back up their arguments with true and verifiable information

"The [CJL] Code of Ethics is voluntarily embraced by thousands of [citizens], regardless of place or platform, and is widely used in [countries] and [communities] as a guide for ethical behavior. The code is intended not as a set of 'rules' but as a resource for ethical decision-making. It is not — nor can it be under the First Amendment — legally enforceable."
Preamble: As citizens and members of the news audience, it is our duty to be accountable and have the responsibility to be united as a nation. The duty to behave in an ethical manner with honesty and logical sense. Providing those around us with useful resources and put into practice this code as a daily standard in life.

Responsibilities as Citizens:
As citizens and news audiences, in a democracy, we have certain responsibilities to meet as society in the 21st century.
Citizens should:

- Have enough logic vote for those running in office.
- Be informed of issues occurring in the government and changes in the law.
- Take in the role as a news audience to gather enough information to be wise and vote for who we want to be represented by.
- Participate in jury duty to help have your opinion, along with others, to decide in a court case.
- Vote to change or support certain laws and propositions.
- Be informed of news about the government not just entertainment.
- Use education as an advantage for the government in the future.
- Help out in the community to become a better nation.
- Use technology as an opportunity to always be informed in the making of a better decision as a citizen, whether its news, voting or community participation.
- Speak for those who cannot and have their opinions be heard.
- Be aware to take in unbiased or biased information and be able to consider it. (Although it may be different from ones beliefs.)

Moral Duties:
Citizens obtain moral duties, even though not stated, as an act of honor for the benefit of others and not themselves.
Citizens should:

- Know how to limit their freedom of speech to some extent.
- Hear and take into consideration others’ opinion not just ones believes.
- Not be bias or prejudice towards others and treat them equal to each other.
- Be honest and sincere when speaking to the public.
- Be trustworthy, as a democracy, the people have a voice and should be able to make ethical decision when being

News Audience Behavior:
News member audiences (some citizens and some not), should be aware of the nation’s issues as it is the public’s right to know what is happening today.

News Audiences should:

- Also be informed, as citizens should as well, the benefits they have to speak their opinion out to others. (If they cannot participate in voting they have those who can to hear what they have to say and be represented by the people.)
- Be accountable for what they say and responsible for their actions.
- Hear others opinion (in news, conversations, etc.) and be unbiased in every situation
Code of Ethics for the 21st Century

Preamble
As members of the news audience in the 21st century, we have more responsibility than ever to attain and spread information with care. News no longer only consists of printed documentation and verbal communication; it has no expanded into all directions. As a society, we are at the rise of the digital age; resulting in news media and news presentation being redefined. With all of the available news mediums, it is our civic duty to follow an ethical code that ensures that news is being interpreted and circulated rightfully and justifiably. This ideally can be done by obliging to the following codes presented.

1) *When information that is considered beneficial to a society is obtained, it should be shared, and done so truthfully*
   - It is a reporter’s duty to inform the people of the latest events and impending information
   - Individuals should constantly be looking for newsworthy knowledge
   - If an individual has apparent knowledge pertaining to a particular subject, this information should be passed along (via verbal communication or written) in the best manner
   - The individual presenting the information should not let it be misconstrued, exaggerated, or un-truthful

2) *Information should be reported in a way that respects all subjects*
   - All people should be equally represented in the news (in reference to including men and women, minority groups, and people of differing sexual orientations, etc)
   - A news presenter should not discriminate or show prejudice when presenting information (i.e. excluding a certain racial group from its news program)
   - As a news reporter, one must respect the privacy requests of all individuals
   - When using mediums that tend to vary in privacy regulations (i.e. internet) an individual most gather information respectively (in reference to “cyber-stalking”)
   - When searching for information, individuals should not resort to harassment or bullying (i.e. interrogating a you-Tuber via rude comments)

3) *Consumers of news should view it critically*
   - Since it is so simple to construct false information, consumers of news should not rapidly accept what is presented to them as factual
   - A news consumer should question the validity of the news source it is getting information from, whether it be the internet or from a friend

4) *Consumers should handle the information presented to them responsibly*
   - If the individual knows that something it is not true, it is his or her duty to stop the spread of the false information
   - One should not feel superior to others as a result of being aware of more news
   - Upon hearing information that is considered beneficial to society, it is that individual’s civic duty to continue the spread of it

Why do our ethics even matter? As audience members, we are just news consumers!

Why Audience Ethics Matter

- The ethics of audience members in the twenty-first news world matter, if young people would like to be responsible voters and citizens within this democracy.
- If this democracy is to continue to be ruled by the masses and not a select few. Do you like our republican democracy, or would you like an aristocracy or monarchy?
- If you, as a citizen of the United States, expect something of the government.
- If you would like to be knowledgeable of current national and global events.
- If you would like the news media to produce stories that are reliable, verified, and accountable.

Why Audience Ethics May Not Matter

- Law-abiding citizens have the right in the United States to not involve themselves in the democratic process, and therefore may remain ignorant if they desire.
- In general, politicians are professionals, and even if a voter is not knowledgeable, chances are in favor of the voter electing someone competent.

The Audience Member Code of Ethics

❖ Be a Responsible Citizen!
   - If you expect your representatives in the federal and state governments to perform in a certain manner and achieve certain policy goals, equip yourself with knowledge, so you can hold them accountable at the polls!
   - Learn about the issues at the national and global level, so you will better understand what your representatives can achieve—and hold them to their claims!

❖ Review Your Sources!
   - Ask yourself if the source of the story is reliable.
   - Look for an author—who is this person? Is this an independent person who is held accountable for the reliability of his or her stories?
   - Does it matter?
     - If the story is not important (it is a story about puppies, not the president) and you do not care if the information is reliable—not a problem!
     - If the story is an important news story (the Syrian civil war), make sure this is a reliable source. It matters!

❖ Vary Your Sources!
   - Switch it up to make your news experience is more interesting.
   - Humans are inherently biased, so even “objective” news outlets will report the same stories differently. This will give you a better idea of what the “whole picture” is in a situation.
   - Different sources report different stories.
   - Try different mediums when varying sources. Each news medium offers a different outlook on the news due to the way in which the medium conveys the content. As a reader, listener, or viewer, you may expose yourself to something new!
Audience Code of Ethics

Preamble
The audience of new sources has responsibilities much like those of journalists. There are three main responsibilities that the audience must uphold. These are the responsibility to be informed, the responsibility to be independent, and the responsibility to speak.

The Responsibility to be Informed
- Know which sources are credible and which are illegitimate
- Understand the intentions and motives of the authors of the news source
- Gather information from a variety of sources with different views on the subject
- Read articles carefully and understand their messages
- Read a variety of different articles about different topics
- Research information before making a decision

The Responsibility to be Independent
- Read multiple sources
- Be unbiased while reading and making decisions
- Support articles and authors with neutral viewpoints or write for both sides of a topic
- Do not favorite any specific news source
- Do not act in self-interest
- Understand the biases of authors
- Do not let friends, family members, and other external persons influence your point of view
- All prejudices should be negated before reading

The Responsibility to Speak
- Provide journalists with feedback
- Complain when journalists fail to perform their job according to their code of ethics
- Ask for information when it is not provided
- Express needs and wants to journalists
- Create demand for news that the audience deems most important
- Debate topics on all sides of the subject
PREAMBLE: Throughout time, the power of news has been sent out to the people to inform and educate. This operative of sending information also relies on the audience to successfully receive and listen. We are living in a democracy, giving power to the people, therefore it is the people’s job to listen to what needs to be heard in order to understand our community and society in order to give back and make our beliefs heard. By accepting the news given to our society, trusting our reporters and journalist, we can fully understand and make a difference where we feel needed.

SEEK TRUTH AND RECEIVE IT

Our society is a Democracy, so it is our duty to partake in our culture and keep up with the information needed to make us all useful citizens in our society.

We as an audience need to:

- Keep up with sources of news, including radio stations, television, newspapers, articles, and others.
- Explore interests in the current news, exploring what part you wish to partake in and make a change in.
- Keep up with information given; if there is an unanswered story; keep up with it to validate its truthfulness.
- Broaden your spectrum of mediums, using different ways to receive information.
- Expand your sources of information; seek unbiased stories or read both sides to come up with a true opinion of your own.
- Understand a biased story in order to obtain reliable information, especially before spreading the story.
- Understand all sides of the story in order to come up with a politically correct opinion on the subject.
- Pass information or sources to others in order to make sure as many people partake in democracy.

OBTAIN AN OPINION

It’s important to not only be open to receive information but evaluate it in order to come away with an understanding and idea you have on the subject.

The audience should:

- Understand what information the news is actually delivering.
- Understand a biased source in order to receive information from the other side.
- Evaluate what information is given to see if that will affect them.
- Find more reliable sources on the subject of interest in order to fully understand the situation.
- Use all information learned to create an opinion on the matter.

ACT INDEPENDENTLY

- Make your opinions your own; do not follow an opinion just because it is the majority.
- Don’t let others influence you into beliefs you’re not informed on.
- Make your own judgment without pressure of society, family, or others.

BE RESPONSIBLE AND ACT

- If you want something changed, then you need to make an action in your community.
- Know your political leaders in your community in order to voice your opinion; send emails, mail, and even go to their office.
- Ensure others to voice their opinion in order to make sure you and everyone else partakes in the American democracy we deserve to be.
Preamble: As members of society, we the readers must seek news to be better informed. We must seek out information to gain truth and draw our conclusions. Though we will not all have the same views it is our duty to continue to strive for knowledge and keep the world turning by keeping us and others informed.

Educate Yourself
An informed audience should continue to read on and gather information.

A reader must:

- Look into a matter that interests them and gather the information for it.
- Be familiar with how news works.
- Be familiar with their sources.
- Research the matter further if they are confused.
- Look into all sides of the story to get a full view of the matter.
- Use a variety of sources to dive in deeper.
- Draw conclusions based on what they’ve read and any other exterior sources such as personal experience.

Know Your Stuff
An informed reader should know their as well other’s rights regarding free speech and information.

A reader must:

- Know the first amendment and its limitations.
- Recognize the journalist’s right to report news.
- Recognize the journalist’s right to have his or her own view on a matter.
- Recognize one’s own right to protest and disregard what is said.
- Respect their rights and that of others.
- Be informed of the function of news.
- Be aware of the trickery of the media.

Spread the Word
An informed reader should be better informed if they are going to spread the word.

A reader must:

- Be informed on the matter that they plan to pass around.
- Gather information from both sides if they plan to spread it.
- Know their facts.
- Not report the matter to others if missing information and or is confused about the subject.
- Respect the person they’re sharing the news with views.
News Log #6 – Code of Ethics for News Audiences

Responsibilities for News Audiences

Read a variety of sources

➢ Don’t restrict yourself to just one source
➢ Choose sources that may have a liberal and conservative bias
➢ Even if you don’t agree with the contents or the inherent bias that may be associated with that source, reading from different sources helps create a more informed audience that’s exposed to multiple sides of an issue
➢ Reading multiple sources also help in making more informed decisions
➢ Comparing the perspectives of multiple sources can also help in making informed decisions

Let journalists know when they are wrong

➢ Be watchdogs of journalists
➢ Notify them of possible mistakes they make
➢ Providing and listening to feedback helps one see from the journalist’s perspectives and vice versa
➢ This is effective in figuring out the truth

Be responsible in what you post and upload

➢ Share information that you do know
➢ Don’t post information that you don’t know about
➢ Don’t make inferences on information as it can result in a false conclusion
➢ Don’t exaggerate the facts
➢ Check multiple sources and confirm the facts before sharing information
➢ Guideline: think before you act

Be accountable

➢ Admit when you make a mistake by posting or sharing something that wasn’t factual
➢ False information that you post can be shared, retweeted, etc.
  ➢ people will not know the information was wrong if you just delete your initial post
➢ Provide additional information if you see someone else’s post that is factually incorrect or incomplete
➢ Don’t falsely criticize others
➢ Allow for a forum where others can contribute
➢ Encourage opinion from others
Code of Ethics

PREAMBLE

The duty of the journalist, a journalist citizen, now young adults in the 21st century is to further those ends by seeking truth and opinions and providing a fair information and facts of events and issues, especially on social media (i.e. Facebook, Twitter, Reddit, etc.). In order to capture a journalist's or journalist citizen's credibility can be difficult because one will provide info on what they believe. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice. Here is the Mihailidis' Concentric Model for 21st Century News: A journalist and a citizen has just as much power over the news media than ever before and the world is adapting to this new form of mobile platforms and Spreadability.

RESPONSIBILITIES

The responsibilities of a journalist and a citizen are becoming the same and they are both shaping our future in news media. The responsibilities of a young adult citizen should be to inform peers of what is going on around them by word of mouth or internet access.

- In order to be responsible, one must report true information with a non-biased approach.
- Be passionate about what is being reported or said.

- Be knowledgeable in the topic, ask questions, and do research before spreading what is known.
- Citizens shall not force an opinion on someone.

RELY and REFER

Young adult citizens should rely on multiple news sources and not just one source or medium. Citizen's should refer to other ideas and believes other than their own.

- Citizens should collect information from multiple news sources to ensure that it is true, correct and up to date information.
- One shall refer to news sources that are un-biased.
- Young adult citizens should research and refer to sources to both sides of different stories and debates.
- Citizen's should not rely on just one source to get their news media.
- Citizen's should not rely and refer to to just one news medium. Referring to different types of media gives an overall look on the topic.
- Always make sure the sources you are referring to are legit an reliable.

RESPECT and PROTECT

Young adult citizens should respect other believes and information on different mediums of news sources (i.e. Facebook, Twitter, Reddit, etc.). Citizen's should protect their rights of freedom of speech but without abusing their freedom's online.

- Young adult citizens should respect others on social media and not bully anyone.
- One must not force their believes on anyone.
- Citizens should respect other citizens believe and not harass because they believe something else.
Preamble: As audiences of news of the 21st century, we are responsible for gathering news form not just one, but multiple credible sources in order to get a story understood from both sides. We shall not believe a story in the news, unless it has multiple sources to back up the information that is being broadcasted. When online, we shall check multiple websites, and not just one, in order to avoid the biases created by different sources. We shall use the information we receive in a responsible manner. We shall not spread news that we realize may have been from a false site.

Hear the Truth, and Confirm It

As audiences of multiple mediums of news, we cannot believe everything we see, because news can be molded and twisted in many different ways. As a responsible news receiving citizens, we must remember to:

- Receive news on a daily basis, based on your preference for news.
- Check to make sure that information in the article/broadcast/magazine is true by double checking with other sources.
- Receive news from different news sources to get different sides of the stories.
- Debate stories with friends/family to understand many different point of views.
- Question arguable/controversial stories.
- Spread the word to people that may not have had access to the news
- Don’t discriminate news sources, accept them all, and just make sure to understand their biases.

Remember, as citizens of this country, we are to act as informed, responsible citizens. It is difficult to make decisions when you don’t know what is going on in your own country. Be informed. Be aware. In making decision, such as voting for a new law or president, make sure you know as much as you know, and aren’t basing your vote off of a biased source. As the news audience, we must understand