**THINK, PAIR, SHARE:**

**WHAT DOES IT MEAN TO BE OBJECTIVE?**

Look at the list below and keep it in mind when you are doing your research.   
**An Author’s Purpose:**   
**Persuade**  
**Inform**  
**Entertain**  
**Sell**  
  
At times you may want an opinion, such as about a product, service or a topic. Blogs, editorials, letters to the editor, and articles written by critics or product users are examples of where you may find bias on the internet. Usually these are obvious sources of bias, but there are other websites that have a hidden agenda, and you may not be aware of it. These sites may look objective and factual; however, they may **not** be a credible resource.  
  
**Keep in mind the following questions to help you recognize bias:**

* Is the information presented in a fair objective manner?
* Has some information been left out?
* Can the facts be verified with another source? (cross-referencing)
* What is the tone of the language used and is it free of emotion-arousing words?
* Are there pictures and photos which may arouse emotion?
* Is the appearance of the website appealing and colorful with lots of graphics, animation, or celebrities trying to grab your attention
* Does the website contain advertising?

**Here are some important steps you can take to help you recognize bias:**  
  
**1. Notice the domain suffix – .com .edu .org**  
  
**2. Search information about the author or organization creating the website.**  
  
**3. Identify the host domain.** <http://www.awf.org/wildlife-conservation/mountain-gorilla>  
**To do this, shorten the full address to the domain name.**   
**This will help you learn more about the purpose of the website.**   
**You can read the mission statement and find out who owns the website.**

**PRACTICE evaluating bias in websites.**  
With your partner, complete the Internet Bias checklist for three of these websites:  
  
Vitamin and Mineral Supplements  
<http://www.americanheart.org/presenter.jhtml?identifier=4788>  
  
Vitamins/Minerals  
<http://www.nutrasanus.com/vitamins-minerals-category.html>  
  
Sports Drinks Powerade  
<http://us.powerade.com/>  
  
Pocahontas  
<http://www.powhatan.org/pocc.html>