



3 Ways to Be Intentional with Media: Adopt a Skeptical Mindset

This worksheet will help you adopt a skeptical mindset so that you can be intentional with your media consumption. Intentional use of media will allow you to Stay Curious! and Respect Other Points of View!

Test #1 - Who Pays Their Bills?

Determine how the media source is funded: (1) by its audience, (2) by a nonprofit foundation, (3) by advertisers, or (4) by a combination of these.

What do you imagine the funders' motives are?

How might these motives influence the media source's perspective?

Now, identify a media source who seems to be biased in the opposite direction. Determine how this source is funded.

What do you imagine this source's funders' motives are?

How might these motives influence this media source's perspective?

Did you find any overlap in what your original source and the "opposite" source were reporting? Jot those down. There's a good chance these are unbiased facts you can rely on.

Test #2 - How's the Source's Integrity ?

Do they genuinely try to understand other points of view? Jot some examples down.

Pay attention to:

- Their tone of voice or tone of the words used.
- Are their questions meant to bait the interviewee?
- Do they use polarizing language?
- Do they allow other's to finish their thoughts without interrupting them?
- Do they acknowledge the points made by the other party?

Do they admit when they're wrong and make necessary corrections? Jot some examples down.

Do they make their points without name-calling or belittling their "opponent"? Jot some examples down.

Pay attention to:

- How they respond when someone tries to pin them into a corner.
- Their language: Is it polarizing? Do they use loaded words? Words meant to instill fear or illicit a strong emotion?
- Do they acknowledge points made by another party and dispute those points in a civil way?

Test #3 - Can They Back Their "Facts" Up?

What sources have they cited?

Can you trace the media source's "facts" back to the original source? Has the media source put any "spin" on the data presented? Explain why or why not.

Note the sample sizes used to accumulate the data presented and the number of studies performed. What does this information tell you about the validity of the data presented?

Is the media source's message precise? In what ways?

Pay attention to:

- Does the media source choose their words carefully?
- Does their language indicate that they are knowledgeable of the topic at hand?
- Do they provide vague answers?
- Do they keep coming back to the same talking points?

What Can You Conclude from These 3 Tests?

How skeptical do you need to be of this source? And why?



Have you found a source that you can rely on to
STAY CURIOUS?



Name a few other sources you would like to test.

