GK Library A record of knowledge

Why Was Giving Both Sides Equal Time Wrong? False Balance

Article URL
https://www.gklibrarykor.com/en/article/19582/

PDF layout preview - excerpt only

On a news debate show, one seat is taken by a scientist who represents a large body of research, and the other by a commentator who champions a minority view, and both speak for exactly the same amount of time. What if this scene, which looks perfectly fair, actually leads viewers to the wrong conclusion? In journalism studies, this phenomenon is called ‘false balance.’ False balance simply means ‘reporting two claims backed by very different weights of evidence as if they were equal, giving them the same prominence.’ In English it is also called bothsidesism, meaning ‘always telling both side