

# Helium Introduces News Bias Wheel for Empirical Media Analysis

*Helium's News Bias Wheel is a tool designed to deliver precise, empirical measurements of news source biases.*

DENVER, CO, USA, August 11, 2023 /EINPresswire.com/ -- Helium unveils its latest innovation: the [News Bias Wheel](#), a [news media bias analysis](#) tool designed to deliver precise, empirical evaluations of news source biases. Powered by artificial intelligence and free from human influence, this instrument utilizes advanced zeroshot learning techniques to dissect the vast landscape of journalistic language and categorize it methodically.

The News Bias Wheel focuses on an array of criteria that have been the subject of discussion among journalism scholars, critics, and readers alike. Central to its analysis is the differentiation between emotionally charged, sensationalist reporting and objective, factual journalism. It evaluates articles for the use of prescriptive language, where opinions are veiled as facts, versus descriptive language that acknowledges the bounds of certainty.

Equally vital, the tool identifies instances of "begging the question", a tactic that subtly pushes a preferred narrative, contrasting it against neutral, truth-seeking reporting. Articles are also analyzed for potential over-reliance on authoritative figures or institutions rather than focusing on primary sources, sound logic, and facts.

Furthermore, the wheel looks at the use of subjective and relativistic language, gauging whether a report acknowledges various perspectives and uncertainties. Other aspects considered include: the presence of opinionated language, usage of fear as a manipulative tool, tendencies to oversimplify complex topics, indulgence in gossip, the maturity of the language used, and the focus on reactions to events as opposed to the events themselves.

The tool also evaluates articles for potential pitfalls like victimization narratives, circular reasoning patterns, and logic flaws, all of which might cloud objective and logical reporting.

Helium's News Bias Wheel promises to be an invaluable resource for those seeking a deeper understanding of media content, enabling them to discern the subtle linguistic cues that indicate bias. With Helium's [AI news bias analysis](#), consumers can make more informed decisions about the sources they trust and the information they consume.

HeliumTrades

+1 8602666376

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/649439631>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.