

# How Have Major Media News Outlets in America Facilitated the Spread of Bias Regarding the Israel-Palestine Conflict Beginning October 7, 2023?

Soumya Bodhanapu<sup>1</sup> and Nicole DeRosa<sup>#</sup>

<sup>1</sup>Seminole High School, USA

<sup>#</sup>Advisor

## ABSTRACT

Media coverage of the infamous Israeli-Palestinian conflict spiked exponentially in light of the October 2023 attack by Hamas. As the tension broiled into war, many international news outlets faced controversy for their biased representation of the conflict, yet no research was officially conducted into American outlets and their impact on American beliefs. This research aims to explore bias detected in articles published by major American news outlets, and the global significance of these findings in relation to their impact on audiences. The paper delves into the proven influence of media outlets on the beliefs of their audiences and government policy, the characteristics which contribute to susceptibility to bias, and academically proven indicators of bias in written text. The paper further recounts the detailed set of indicators coded for in each of the thirty two articles from four major American news outlets total. After compiling all necessary data, the outlets were assigned a ranking in terms of severity of bias for each characteristic, which led to key revelations regarding the degree and quality of bias present in each outlet. The paper ultimately found that all American news outlets fail to provide the critical historical context necessary to properly comprehend the conflict, regardless of whether they displayed bias towards a side or not. The large variety of bias detected in the outlets analyzed reveals the involuted nature of America's political landscape, and the role that media outlets play in feeding cultural division and government stagnation in times of need for effective policymaking.

## Introduction

As news regarding the Israel-Palestine conflict sweeps across the globe, it is important to note that this issue dates back to the beginning of the 20th century with the British Mandate in Palestine (Imtiaz et al., 2022). After seizing Palestine from the Ottoman Empire in 1917, Britain retained rule of Palestine through the mandate issued by the League of Nations, claiming to act on behalf of native Palestinians. Due to British intervention on behalf of Jewish populations looking to establish a national homeland after the events of World War II, the state of Israel was formed and Britain ceded the mandate in 1948 (GCHQ, 2023). The novel Jewish population, as a result of trauma and displacement from the Holocaust, refused to allow native Arabs to reside in their land to reinforce it as a strictly Jewish homeland. Millions of Palestinians were forced to flee and settle in neighboring areas and overcrowded the Gaza Strip and the West Bank, the two territories which currently belong to Palestine. As yet another partition of a home without its people's input by European powers, this decision resulted in multiple violent confrontations between Jews and Arabs, accumulating over time into the conflict occurring today.

On the morning of October 7, 2023, Hamas, the "Islamic militant movement" governing the Gaza Strip, launched a surprise military offensive on southern Israel, killing over what is estimated to be around 1,200 people. The result was a declaration of war on Hamas by Israel and plans to "wipe [the Gaza Strip] out entirely" (Robinson, 2023). A little over a month later, and the death toll in Gaza has surpassed 11,000 civilians, making all eyes turn to

the media to educate them on the status of this conflict. The vital role media outlets play in educating American audiences, such as myself, encouraged me to research how they impact policies and their viewers.

## Literature Review

### Influence Of Media News Outlets on Their Respective Audiences

In order to fully understand the importance and context of this topic, one must understand the impact of media news outlets on policies enacted and American people, which in turn impacts those directly harmed by this conflict as well. An article written by Itzhak Yanovitzky, an expert in public policy making at the Rutgers School of Communication and Information, delves into the relationship between media coverage and public policy making, and how one influences the other and vice-versa. Yanovitzky used a trend analysis method and followed a specific issue that was prioritized by the media and the policies enacted by the American government which followed that coverage. It finds that heightened media attention towards a topic leads to increased policy making regarding the subject and quicker, short-term solutions. On the other hand, as media coverage dies down, the policy making regarding that event becomes slower and focuses on long-term solutions. The pre-existing research on this issue, while minimal, remains important to my topic because the government's involvement in this conflict and the sides they take may correlate with the information the media puts out, signifying a cyclical relationship where one influences the other. If the trend in this paper is present in the coverage of the Israel-Palestine conflict as well, then it is vital to acknowledge that as one of the impacts of this research.

Furthermore, a 2011 study by the Glasgow Media Group on the BBC's coverage of Israel and Palestine found that the gaps in knowledge present in the media were reflected in their audiences (Philo & Berry, 2011). TV news reported "almost nothing" regarding the origins of the conflict, and this gap in information was "closely paralleled" by the gaps in the viewer's knowledge when interviewed. (Philo & Berry, 2011). Multiple viewers reported that they viewed the conflict as a mere "border dispute," and that their understanding of the conflict had changed once they had realized this was incorrect. If there is a clear relationship between the information media news outlets display and the knowledge that viewers hold, then analyzing the biases and gaps in knowledge present in American news outlets is essential to understanding its impact on American people.

### Characteristics Which Influence Susceptibility to Biased News

There are specific groups of people who are more susceptible to believing biased news than others, and understanding which factors influence this is vital to understanding how this issue has impacted America as a whole. Scholars seem to come to the same conclusion regarding the role of individual values in susceptibility to misinformation: increased levels of conservatism, or commitment to traditional values and individual freedoms, and collectivism, commitment to a group over oneself, tend to be associated with higher rates of susceptibility to misinformation.

Gupta et al. analyzes the relationship between fake news believability, political beliefs, and cultural values through a repeated-measures design, which exposes the test subjects to multiple instances of fake news rather than just one (2023). They used 17 fake news scenarios and tested the reliability of the conservatism and collectivism measures to analyze the correlation between conservatism and cultural values on susceptibility to fake news. This study found that increased levels of conservatism and collectivism increase fake news believability, which makes these characteristics important to consider when evaluating the audience of the news outlets in question.

This finding was further affirmed by researchers from the School of Psychological Science at the University of Bristol and Western Australia, and from Departments of Psychology and Communication and universities such as Harvard and Purdue (Ecker et al., 2022). This study examines the psychological reasoning behind susceptibility to misinformation, and why it is a difficult pattern to break. It discusses how personal values influence the beliefs of a

person through a content analysis of the theoretical models that have been proposed to explain misinformation's resistance to correction. This study found that specific cultural values and social factors contribute to susceptibility to misinformation, and that people tend to lean towards information which aligns with their beliefs.

The pre-existing research on this subtopic demonstrates the importance of the audience of media outlets when considering the impact of media outlets bias on American communities. When proceeding with research, it is pertinent to evaluate all the narratives each source presents and how that may correlate to the audience they are attempting to attract or maintain.

## Measurements/Indicators of Bias in Media News Outlets

Previous research measuring bias in media news outlets is relevant to this topic, as it provides a guide for which methodology will produce optimal results which accurately reflect the bias present in American news outlets during this conflict. Nguyen et al. evaluates the correlation between racial sentiment expressed on Twitter and hate crimes and physical racial prejudice in their paper by recording millions of tweets between a set time period in a set location and using racial bias indicators and questions from specific websites to determine the degree of racial prejudice present. This paper prioritizes key words in tweets which correlate with racial prejudice, and this method is further affirmed by an article written by multiple researchers for the Department of Public Health at William Paterson University, regarding bias present in TikTok videos during the COVID-19 pandemic towards Asian-Americans. Jacques et al. conducted a "cross-sectional, descriptive study" by using the platform's search feature to detect a specific set of hashtags in online posts and use it to prove bias in a time of crisis, which in this instance was the COVID-19 crisis (2022). Both studies affirm the content analysis method of determining specific key words which indicate bias and organizing media-related content based on that criterion, which will play a role in the method of collecting data for this research paper.

Additionally, the 2011 study conducted by the Glasgow Media Group regarding bias in the BBC evaluated not just the outlet's videos and interviews, but also the knowledge of ordinary viewers to provide an understanding of the impact of the bias in this outlet. Researchers took note of factors such as sourcing and its frequency, provided context, and emphasis on specific aspects in order to determine if bias was present in the outlet's coverage of the previous Israel-Palestine conflict. They found that Israelis were quoted or spoke in interviews "over twice as much as Palestinians" and that evidence and events were only properly contextualized when Israeli people were the victims, ultimately leading researchers to the conclusion that the outlets displayed clear bias towards the Israeli side (Philo & Berry, 2011). This study introduces a new aspect of content analysis which I can incorporate into my method because I want to evaluate media outlets and not social media platforms. While taking note of key words can be one of my indicators of bias, I will also make sure to take note of whether historical context is provided, which sources the outlets tend to cite or rely on, and what events they explain in depth in comparison to others.

## Gap in the Research

The pre-existing research on this issue indicates a major difference in social media bias versus media outlet bias. Research regarding social media bias pertaining to the Israel-Palestine conflict in 2021, specifically on Twitter, indicates a greater number of pro-Palestinian tweets versus pro-Israel sentiment by recording specific hashtags and terminology (Imtiaz et al., 2022). While this may be the trend on social media platforms, where people express their own views, some media outlets are proven to display different tendencies regarding bias. Articles on websites such as the Washington Post and The Wire have previously delved into the language used by major outlets such as the British Broadcasting Corporation (BBC), and they found that the BBC tended to describe Palestinians with the word "terrorist" and downplayed the death of Palestinian civilians in comparison to Israeli people (İnceoğlu, 2023). While this information is useful in developing a hypothesis regarding media bias in coverage of recent events, the lack of official research into the bias present in multiple American news outlets to reference highlights the gap in research that this

paper intends to fill. I have found a variety of research analyzing the written content posted on social media, the visual footage posted to media outlets such as the BBC, but none addressing the written articles produced by media outlets. As a consumer of brief snippets of news articles to educate myself on issues, I find it vital that there be research breaking down the indicators of bias in these articles to fully understand the levels of bias present in audiences, and that area of research is currently lacking. This information would allow the audiences of these outlets to consume information with caution, therefore decreasing levels of bias and misinformation surrounding the issue. To properly decode levels of bias in American media coverage of the Israel-Palestine conflict, the guiding research question is: How have major media news outlets in America facilitated the spread of bias regarding the Israel-Palestine conflict beginning October 7, 2023?

## Summary

There have been multiple studies conducted in this field of misinformation and media bias, but none pertain to the specific Israel-Palestine conflict which began in October 2023, and specifically centering around American outlets. Based on the high levels of bias towards the Israeli side as observed with the BBC, however, and considering the United States' positive relationship with Israel, however, the starting hypothesis for this research is that media news outlets tend to portray information which steers their audience towards perceiving Israel as the sole victim in the situation, despite the true complexity of the conflict.

## Method Section

This research paper relies on a content analysis, primarily focused on collecting qualitative data to evaluate the research question at hand- “How have media news outlets in America facilitated the spread of bias regarding the Israel-Palestinian conflict occurring recently?”

Considering the fact that the focus of this paper is on the specific words and framing of articles which contributes to bias, simply relying on quantitative data, or a count of every time a specific word or phrase appeared in an article, would be insufficient in evaluating this question because it fails to account for the context of the event the article is describing, or the true content in general. This led me to adopt a method which is highly up to personal interpretation, but still follows a set of guidelines in order to ensure that objectivity is maintained and this research can be replicated in the future by my fellow peers. I will conduct a conceptual content analysis, centered around finding specific concepts and themes in news articles which indicate bias.

I used online secure databases to determine areas of focus in my codebook. I referred to the Anti-Defamation League and other resources to understand what could be recorded as signs of bias, and to compile a list of common indicators on all platforms (see Works Cited page). After reviewing these articles, I have concluded that the following characteristics listed below are the most common indicators of bias in articles.

1. Mentions of the country's or people's religion (Judaism or Islam)
  - a. Remember the stereotypes these prejudices have root in (Jewish people associated with being untrustworthy and Muslim people accused of being violent), and that by associating the conflict with these stereotypes, the author is exhibiting bias
2. Dehumanizing language, which promotes thinking about “us vs. them.”
  - a. Severe language: “animals, barbarians, savages, vermin, pests, monsters”
  - b. Specific wording implicates one side as the victim and one side as the perpetrator:
    - i. “Killed” vs. “died” or “lives ended”
    - ii. “Attack” vs “explosion”
    - iii. Unconditional language “eliminate Hamas at any cost”
    - iv. “children” vs “people under 18”



- c. Dehumanizing language harms those on the receiving end by devaluing the importance of their struggles or deaths, which works as bias against them.
- 3. Oversimplification through words which represent complex concepts such as “settler colonialism” or “indigenous.” By not providing a proper explanation for complex terms on purpose, authors allow readers to draw conclusions that may not be factually supported but work in their favor.
- 4. Historical context provided in articles to provide an understanding of the conflict, as it was mentioned in every source researched as necessary for objectivity.
- 5. Emotional words – such as “genocide”, “massacre”, “murderer,” or any words that work to evoke a strong reaction from the audience.
- 6. References to the sources of the evidence mentioned in articles, in order to verify the legitimacy of the information. The number of sources an article employs and the frequency at which they refer to a source indicates where an outlet gets the majority of their information from, which determines the narrative they are portraying.

I also created a separate indicator for language in the title specifically. Because the title works as the eye-catcher for articles, it is important to note the language that it uses to summarize the articles as it portrays the main message the outlets seek to convey.

I used these criteria to set up a chart which recorded the signs of each article. I created this chart on Excel and made each indicator a separate column so I could record each instance of each sign individually.

After that, I began compiling news articles to analyze. According to Press Gazette (see Works Cited page), the top five American news outlets currently are as follows:

1. New York Times
2. CNN
3. Fox News
4. People

I collected data from the top four most popular news outlets so I can accurately measure the content that I know American audiences are consuming, rather than smaller outlets with less of an influence on public opinion. This way my data better reflects how media outlets have facilitated the spread of bias in America, not just a localized region. I compiled the top 8 most recent news articles by each source specifically regarding the events of the Israel-Palestine War (not how other countries are impacted, not what other countries are doing for it, but specifically the events in Gaza). I began compiling this data on January 24, 2024, so results may vary if someone replicates this at a later date.

After doing all of this, to analyze each article, I copied the text into a separate document and highlighted the trends listed above which I noticed in them, then summarized them in the research chart I have created of these articles. This gives me the opportunity to annotate the articles I am analyzing and visually take note of what is significant and what is not.

After analyzing all the articles, I will organize the information I gathered based on the level of severity of each theme in the articles.

For the mention of religion section, I will categorize the importance of religion for each article into three main sections (none mentioned, briefly mentioned to provide context for article, and used as a driving force of the argument) and labeled them 1, 2, and 3, 3 being the most severe.

For the language of the title, I will categorize the importance of the title into three main sections as well (no bias detected, some bias possible, and clear bias detected)

For dehumanizing language, I will categorize the importance of it into two obvious sections, whether the article contained it, or whether it did not, labeled as 1 or 2.

For oversimplification of complex concepts, I will categorize the importance of it into two obvious sections, whether the article contained it, or whether it did not, labeled as 1 or 2.

For the historical context, I will categorize its presence for each article into three main sections (accurately and properly provided, briefly mentioned to provide context for the article, and none mentioned) and label them 1, 2, and 3, 3 being the most severe.

For emotional language, I will categorize it into three sections, extremely minimal, some present, and some filled with it.

For sourcing, I will categorize it into three sections, ranging in severity from 1-3 (large and diversified, slightly narrowed, and clearly narrowed).

The numbers indicate the level of bias present. 1 will always be the least amount of bias present, while 3 will always be the most. By organizing the information into quantifiable statistics, the trends noticed in the data can then be displayed in graphs, so they are visually decipherable.

## Results

After coding for each of the indicators in all 32 articles and translating my qualitative data into numerical ranks based on the severity of bias, I produced the charts and graphs below. The qualitative charts can be found in the appendix. New York Times:

Article Name	Mention of Religion	Language of the Title	Dehumanizing Language	Oversimplification of Ideas	Context Provided	Emotionally Charged Language	Amount/type of sources referenced
Israeli Soldiers Clearing Buffer Zones Die in Blast:	1	2	1	1	2	3	1
Israel Says Its Military Has Encircled Khan Younis In Gaza:	1	2	1	1	2	2	2
Stripped, Beaten, or Vanished: Israel's Treatment of Gaza Detainees Raises Alarm:	1	3	1	2	2	3	1
Fighting Intensifies in Southern Gaza and Its Main City, Khan Younis:	1	1	1	1	2	3	1
In a sign of the war's shift, daily deaths in Gaza are falling, data shows:	1	1	2	1	2	1	2
Deep Under Gaza, Evidence of Cells and Hostages, Israel Says:	1	1	1	1	2	1	2
Palestinian American Teenager Is Killed in the West Bank:	2	2	1	1	2	3	2
In Strategic Bind, Israel Weighs Freeing Hostages Against Destroying Hamas:	1	2	1	2	2	1	1

## CNN

Article Name	Mention of Religion	Language of the Title	Dehumanizing Language	Oversimplification of Ideas	Context Provided	Emotionally Charged Language	Amount/type of sources referenced
‘We are dying slowly’: Palestinians are eating grass and drinking polluted water as famine looms across Gaza:	1	3	1	1	2	3	1
These Ukrainian teenagers sought refuge from war in Israel. Then they were caught up in the horrors of Hamas’ attack:	3	3	1	1	2	1	2
Our tents were drowned.’ Torrential rain adds to the misery of Gaza’s displaced:	1	3	1	1	2	3	3
‘A sneak peek into hell’: Israel’s war in Gaza has cost this young woman her closest friends:	1	3	1	1	2	3	2
24 soldiers killed on deadliest day for Israeli forces in Gaza combat:	1	1	2	1	2	2	2
Israel says it is exhuming bodies in Gaza to determine if they’re hostages:	1	1	1	1	2	2	2
Gaza communications blackout, the longest of the war, hits one-week mark:	1	1	1	1	2	2	3
Family marks the first birthday of Kfir Bibas, the youngest hostage taken into Gaza	3	2	1	1	2	2	2

## Fox News

Article Name	Mention of Religion	Language of the Title	Dehumanizing Language	Oversimplification of Ideas	Context Provided	Emotionally Charged Language	Amount/type of sources referenced
Israel flooding tunnels in Gaza to drive out Hamas terrorists: IDF:	1	3	2	1	2	1	3
Reporter’s Notebook: Into the heart of the Gaza war with the IDF:	1	2	1	1	3	2	3



Undercover Israeli forces kill 3 Palestinian terrorists in West Bank hospital raid:	2	3	2	1	3	2	3
Israeli forces destroy Hamas tunnel system built under cemetery, IDF says:	3	2	2	1	3	1	3
IDF announces killing of terrorists behind ramming, knife attacks targeting soldiers in 2 locations:	1	3	2	1	3	2	3
Hamas rejects Israeli two-month cease-fire proposal, prisoner swap over demand for leadership's end:	2	1	1	1	2	2	3
Youngest hostage captured by Hamas turns 1; freed captives and families celebrated his birthday Tuesday:	1	2	1	1	2	2	3
Israel's military kills top Hamas intelligence official in charge of investigating 'suspects of espionage':	1	1	2	1	2	2	3

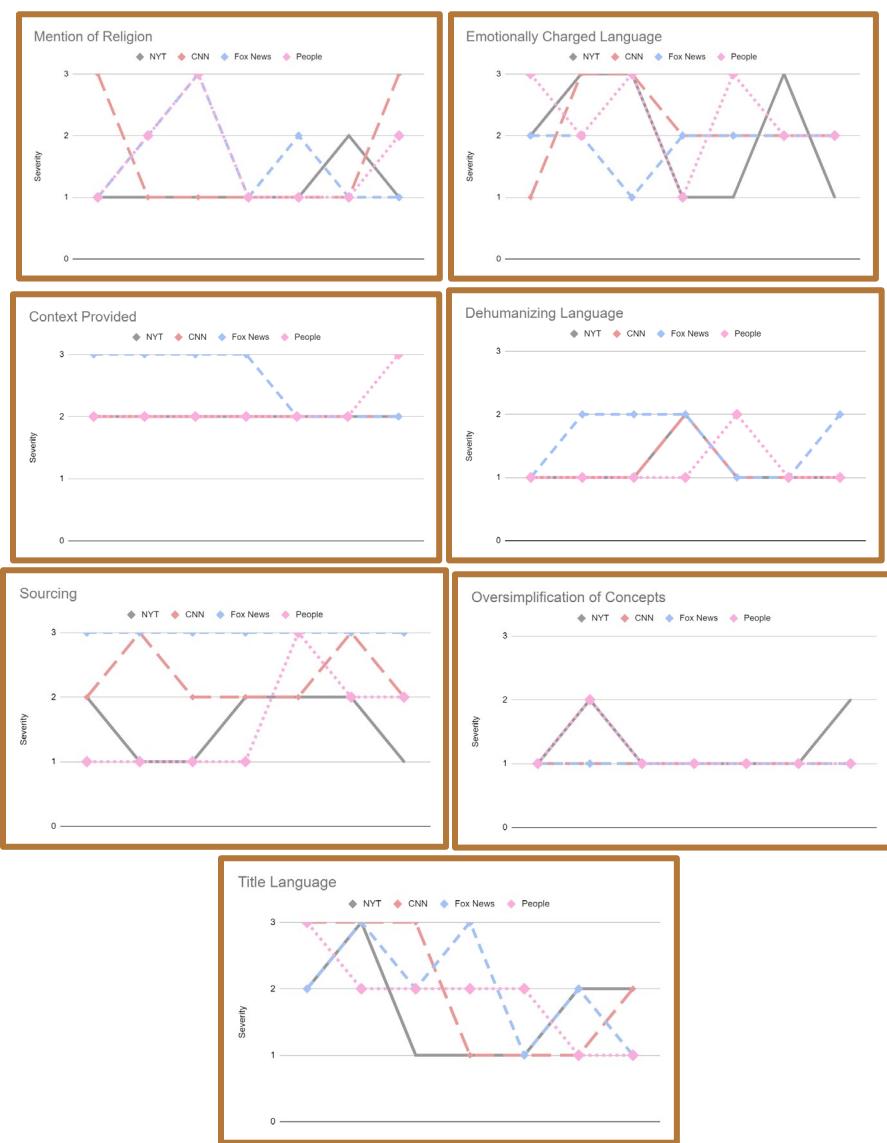
## People Magazine

Article Name	Mention of Religion	Language of the Title	Dehumanizing Language	Oversimplification of Ideas	Context Provided	Emotionally Charged Language	Amount/type of sources referenced
Daughter Reflects on Late Palestinian Father's Dream for Peace in Gaza: 'Hamas Destroyed That Dream' (Exclusive):	3	3	2	1	1	3	3
Gaza Hospitals in 'Complete Chaos' Treating Civilians amid 'Crisis' Situation: Reports:	1	3	1	1	2	3	1
Deadly Gaza Hospital Blast Likely Caused by Palestinian Rocket: U.S. Officials	2	2	1	2	2	2	1
Israel Orders 1.1 Million Palestinians to Leave Gaza City Within 24 Hours: 'For Your Own Safety'	3	2	1	1	2	3	1
3 Babies Die as Gaza's Biggest Hospital Goes 'Out of Service,' Hamas-Ministry Officials Say	1	2	1	1	2	1	1
Family of 6 Freed Israeli Hostages Describe 'Very Tough Moments' for Children	1	2	2	1	2	3	3



Following 50 Days of Gaza Captivity	1	1	1	1	2	2	2
Israel and Hamas Agree to Four-Day Ceasefire as Hostages Are Freed, Humanitarian Aid Is Provided	1	1	1	1	2	2	2
Israel Increases Gaza Airstrikes, Bombing Building that Houses Associated Press and Al Jazeera	2	1	1	1	3	2	2

## Graphs of Each Indicator



## Discussion

Media outlets in America have facilitated the spread of bias in relation to their political affiliation, and this is evident through their wording and terminology. News outlets such as the New York Times have clearly shown themselves to contain little to no bias regarding the Israel-Palestinian conflict, but outlets such as CNN and Fox News take a clear stance on which side they support through the facts that they present and the manner in which they present them. On the other hand, People Magazine clearly seems to promote articles regarding the conflict based on the level of drama and flair, rather than accurate reporting, which does not indicate bias towards either side but rather towards controversial stories. However, all outlets fail in providing significant content for the conflict and only briefly cite the October attack as the grounds for this issue, rendering all articles insufficient in educating people on this issue.

I determined which of my results generated by my research method were most important in informing my new understanding by going down each column and noting any outliers or consistent patterns in each box. I noticed that, for example, a consistent pattern throughout my chart in the historical context section was that no news outlets properly explained the century long dispute, so I came to the conclusion that American news outlets are inadequate in properly educating the public on the Israel-Palestine war in this regard. I repeated this step for each column, and then went through each news outlet section to see if these differences occurred randomly or based on the outlet.

When conducting my research, I noticed specific trends which indicated the level of bias in an article in comparison to others. For one, the language in each article seemed to correlate with the level of bias detected in the article. New York Times articles had relatively objective titles, stating the facts of the matter rather than attempting to elicit a specific emotion from the audience. The sources used in the articles are varied- they rely on a plethora of Palestinian and Israeli civilians, organizations, and officials as their sources, as well as the UN. There was not any noticeable dehumanizing language, and the articles all seemed to give a well-rounded view of the situation.

When I moved onto the CNN articles, it was obvious that there was a bias to their articles from the heart-wrenching quotes and language found in their titles alone. There was a lot of emotionally charged language, and the sources of information were largely on the Palestinian side, or from the Israeli military only to provide devil's advocate. The stories they recounted all focused on specific personal experiences during the war to further reel in their audience. However, while they displayed more bias in comparison to the New York Times, the severity of bias present in the sourcing and the language was not significant enough to the point that it could be argued that CNN solely seeks to portray one side of the situation.

In contrast, this phenomenon was significantly more present with the Fox News articles- every article name showed clear bias through its depiction of Palestinians as “terrorists” and constant reference to the IDF as their source of information. They focused on personal experiences with the Hamas militant group to further reel in their audiences to implicate the Palestinian side for causing the war.

I was also able to draw the conclusion that no American news outlet does a good job of really contextualizing this conflict for its consumers, who have only been fed one side of the conflict, or received no information at all, for decades since this issue's origin. I was able to draw this conclusion simply from noting what each article mentions about how the conflict began, and every article only briefly cites the October attack as the source and gives no mention of the long and complicated history between the two nations, not even a sentence.

## Limitations

However, no matter how thorough I was in analyzing the text of these articles, a huge limitation on the extent of my research was that I only analyzed the text and no other aspect of the article. I could have researched the backgrounds of each of the authors to further examine the level of possible bias in the papers and taken note of the specific images used in the articles, because those also play a role in the opinions people make based on these articles. Additionally, because I am only analyzing the impact of these articles through its content, I cannot truly understand how people

interpret this article without asking them about their opinions and which outlets they consume media from. Therefore, my results do not actually measure public opinion, but a prediction of public opinion based on the bias detected in this paper. However, as the 2011 study by Glasgow Media group found, there is a significant correlation between the bias exhibited in media outlets and their audiences, which leads me to the conclusion that American audiences display major differences in opinion in relation to the source they consumer regularly, but all lack the proper historical knowledge of the conflict to decode the events occurring daily properly.

The method I used to conduct my research also creates a huge limitation on the accuracy of my data. Since measuring bias in articles is largely qualitative and reliant upon personal interpretation of content to determine, there is no true standardized set of guidelines for bias, meaning there is significant room for interpretation depending on the researcher, disregarding whether or not they follow the methods I used or the codebook I created.

## Conclusion

The findings from this research fill the gap of knowledge regarding bias in written articles by American news outlets, revealing that while Fox News display clear bias towards the Israeli side, many other outlets display varying degrees of bias either towards the Palestinian side or towards neither, disproving my original conclusion. My findings support the trends present in previous research, such as studies by Philo & Berry 2011, which found that the BBC did not educate its audiences on the historical context of the situation, as a clear pattern in my research was the startling lack of proper context in every article, with none of the 32 papers analyzed ranking 1 for bias. However, my research goes against the previous trends detected in media outlets regarding their bias in reporting the Israel-Palestine conflict. While studies by Inceoglu and Philo and Berry present the narrative that countries with positive relations with Israel display greater signs of bias towards the Israeli side, my research proves that the level of bias in American media relies solely on the source presenting the information.

## Implications

The implications of my findings are indicated through the studies by Gupta et al. and Ecker et al., both of which imply that audiences tend to consume content which align with their beliefs. From the degrees of bias present in each source, my findings indicate that the large audience base of Fox News likely holds anti-Palestinian values which reflect those present in the articles of Fox News, and that the large consumer base of CNN likely holds pro-Palestinian values which reflect those in CNN articles. This holds severe implications for the future of America, as it indicates the extreme polarization present in American citizens due to the biased information they consume, which further confirms their biased beliefs instead of educating them. American people learn about conflicts and push their governments for change based on what they know to be important. American media news outlets determine the knowledge of these people, and my findings prove that currently American audiences do not hold proper knowledge of the conflict, nor do they have the proper objective knowledge to push their governments for change which reflects their values and aid the victims of the conflict on both sides. With my research, audiences can grow more educated on the levels of bias present in the articles they read and grow skilled in decoding the bias present to gain a greater understanding of the conflict. My findings also highlight the pressing need for media outlets to provide historical context of the issue, further supporting the 2011 study by Glasgow Media Group and proving that the issue of context has persisted for longer than a decade with no true change.

## Future Directions

From my analysis, I was able to draw the conclusion that no American news outlet does a good job of really contextualizing this conflict for its consumers, who have only been fed one side of the conflict, or received no information

at all, for decades since this issue's origin. I was able to draw this conclusion simply from noting what each article mentions about how the conflict began, and every article only briefly cites the October attack as the source, and gives no mention of the long and complicated history between the two nations, not even a sentence.

By evaluating the limitations of my method and my data, I was able to understand the extent to which my research truly evaluates the level of bias in these news outlets. By taking note of all the different factors which influence one's perception and therefore can be attributed to bias, I concluded that my paper would do a better job of measuring bias if it accounted for the pictures used in the articles and their captions, as well as the recommended articles on the page. I realized that my research, which did a good job of analyzing the bias of the text, does not account for everything, something that can be improved upon through further research. Additionally, because I am only analyzing the impact of these articles through its content, I cannot truly understand how people interpret this article without asking them about their opinions and which outlets they consume media from. Therefore, my results do not actually measure public opinion, but a prediction of public opinion based on the bias detected in this paper.

This has sparked my curiosity in measuring the actual impact that the bias in these news articles have on their audiences, and who those audiences are made of. While measuring the level of bias is interesting, seeing how that bias translates to real life would be helpful in helping people understand the true impact news outlets have on society. This process has prepared me to explore this avenue because it has given me the context I need to understand why certain outlets may have the audiences they have and why their audiences behave in a specific way. Essentially, it gives me the knowledge I need to properly interpret the results of whatever research I conduct on this topic in the future.

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