

Objectivity & False Balance

Communications & Media

Method, not neutrality: balance between claims is not the same as accuracy about them.

Objectivity as method

- Transparent about evidence and gaps
- Tests every claim the same way
- Weight follows evidence
- Discloses interests and funding
- Corrects publicly and promptly

Balance as ritual

- One quote from each side
- Weight split evenly regardless
- Disputed claim left unresolved
- Reader left to arbitrate
- Fringe view given parity

THE DIFFERENCE THAT MATTERS

Report the disagreement and the weight of evidence behind each side. Even-handed framing of unequal evidence misleads.

Where evidence is genuinely mixed, say that plainly. False balance and false certainty are both accuracy failures.