

Bias Survey

This inventory helps you recognize your reactions to different groups. Rate your feelings about interviewing the people and groups listed below. The scale was developed by Ruth Seymour of Wayne State University for The Poynter Institute. You can adapt it, as we have, to reflect different groups in your community.

Your Attitudes:

1	2	3	4	5	6	7	8	9	10
Nervous				No real feeling			Comfortable		
Fearful				Neutral			Easy		
Dismissive							Endearment		
___ A beauty-pageant winner					___ A white supremacist				
___ An animal-rights activist					___ A male stripper				
___ An atheist					___ A big-city resident				
___ Someone who pickets clinics where abortions are performed					___ A hunter				
___ A female stripper					___ A convicted rapist				
___ A transsexual					___ A drug addict				
___ A cheerleader					___ Someone who's had an abortion and supports abortion rights				
___ A small-town resident					___ A child molester				
___ A homosexual					___ A sorority or fraternity president				

After the survey:

Look back at your list: who received the highest scores? the lowest? How could your scores – both high and low – affect your coverage of those groups?

Now, pick the group that received your lowest score. Imagine having to write a story about that group or a person with those views. How would you go about it? How can you adjust your coverage based on your personal point of view?

Ask the same questions about the group that received your highest score.