

## Bias Busters Answer Key

### Q1. Examples of biased/loaded language:

- “clunky, outdated phones”
- “the smartest, sleekest, and most powerful phone ever created”
- “boring models from other companies”
- “make your friends jealous”
- “yesterday’s junk”

### Q2. Explanations:

- “*clunky, outdated phones*” → Makes other phones sound undesirable and worthless.
- “*the smartest, sleekest, and most powerful phone ever created*” → Exaggerates to make the product seem unbeatable, even without proof.
- “*boring models from other companies*” → Dismisses competition with negative wording, showing bias.
- “*make your friends jealous*” → Appeals to social status, suggesting users will be admired.
- “*yesterday’s junk*” → Implies other products are trash, unfairly lowering their value.

### Q3. Overall effect:

- Biased and loaded language makes the product appear superior while making competitors seem weak or undesirable. It appeals to emotions (fear of being left behind, desire for admiration) rather than facts, persuading the audience to buy.

### Teacher Notes:

- Remind students that ads often **exaggerate** to capture attention and influence emotions.
- Highlight that **bias** isn’t always negative; it can be in favor of the product being sold.
- Extension: Ask students to rewrite one exaggerated line in a **neutral, factual tone** (e.g., change “yesterday’s junk” to “older models may not have the same features”).