

Name _____

Bias Breakdown Answer Key

Sample explanations; answers may vary if reasoning is sound.

1. **Credible.** The information comes from a university researcher and is based on academic study, making it reliable.
2. **Biased.** The source is an advertisement whose goal is to sell a product, so its claims may be exaggerated.
3. **Credible.** It is published in a peer-reviewed journal and uses verified national data.
4. **Biased.** The company benefits from promoting its own product, creating a conflict of interest.
5. **Credible.** The librarian cites measurable survey data collected from an entire district.

Teacher's Guide

Purpose of the Skill

- Builds students' ability to evaluate **credibility** and **bias**, a key expectation in high school expository and argumentative writing.
- Strengthens research literacy by training students to examine **source type**, **purpose**, and **evidence quality**.
- Supports critical thinking by distinguishing trustworthy information from promotional or opinion-based claims.

Teaching Tips

- Review common indicators of bias, such as personal gain, emotional language, and lack of evidence.
- Teach students to ask: Who created this? Why? What evidence is provided?
- Model one example and show how to identify conflicting interests.