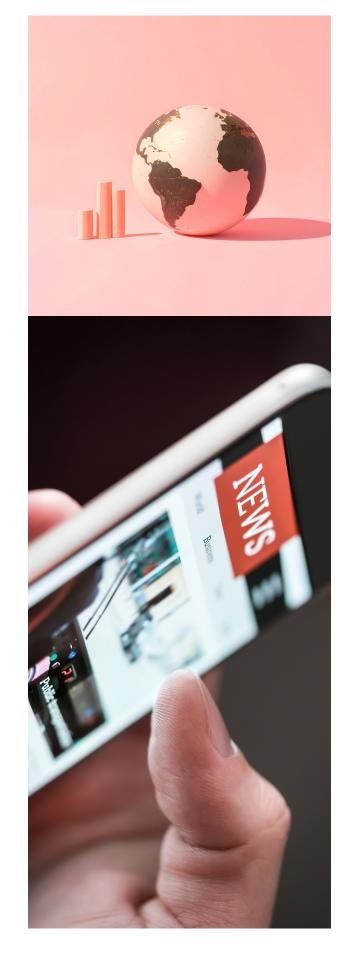
# What the News Leaves Out

Insights from more than 100 UK news stories



# 62.8 percent of UK news articles tell only one side of the story.

A review of more than 100 UK news stories shows a clear pattern. Readers get the headline and the event, but not the full picture. Key context is missing.

Opposing views get little space. Emotional cues shape how stories feel.

Impact News-Lens analysed a broad set of UK articles. The result: 62.8 percent were one sided. One viewpoint gets detail. The rest fades into the background.

This matters. When people make decisions based on incomplete stories, they miss what drives an issue, who is involved, and what the bigger picture looks like.

Other patterns stood out. Many articles do not explain scale or frequency. Emotional framing shows up often. And overall credibility across sources averaged 3.6 out of 5.

Impact News-Lens is a free browser tool for Chrome and Edge that highlights what is missing: context, balance, and clear sourcing.

#### **▶** Mini Report Summary

# What the news leaves out: insights from more than 100 UK stories.

More than 100 UK news articles were reviewed across major outlets. Two patterns were clear:

- 62.8 percent were one sided.
- The average credibility score was 3.6 out of 5.

One sided framing means readers get a story shaped by one angle. Missing context changes how events are understood.

#### **▶ METHOD**

# How the review worked

Articles from BBC, The Guardian, Daily Mail, The Financial Times, City A.M., The Register, and Press Gazette were analysed.

Each article was checked for:

- balance
- emotional framing
- missing context
- stakeholder voices
- credibility

#### **▶ KEY FINDINGS**

# One sided storytelling

One viewpoint is detailed. Others stay vague. Important voices are missing. Emotion fills the gaps.

# **Credibility score**

An average score of 3.6 shows that many stories lack depth, evidence, or clear explanation.

#### Patterns across the articles

- Missing background: events without the "why".
- Missing scale: readers cannot see how big or common an issue is.
- Emotional framing: one side humanised, others reduced to numbers.
- Missing perspectives: key people mentioned but not heard.

# Why this matters

People rely on news for decisions in work, politics, and daily life. When stories lack context, decisions rest on incomplete information.

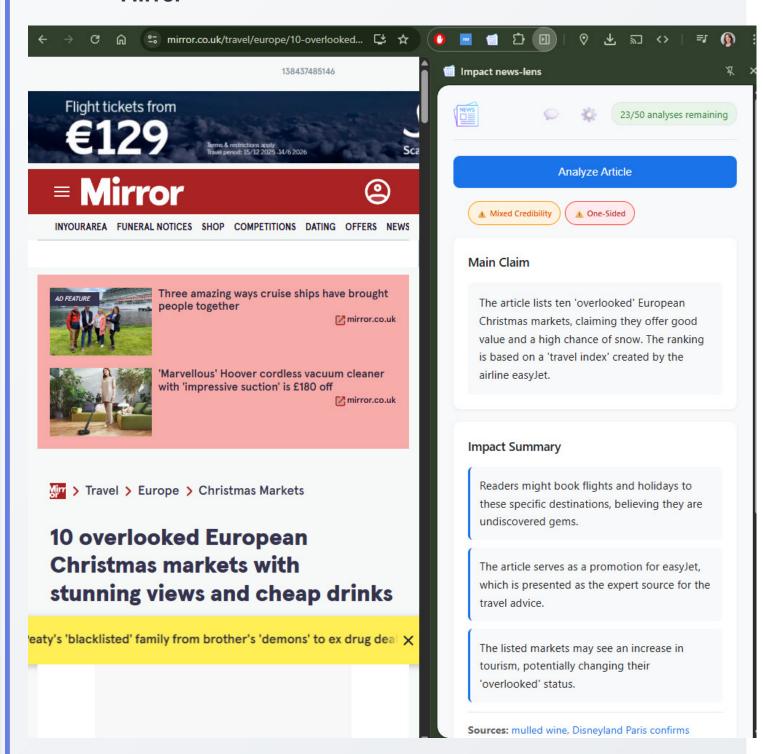
Want to analyse any article yourself? Get the free browser add-on for Chrome or Edge.

No account. No tracking. Clear insights in one click.

#### impactnewstoday.com/news-lens.html

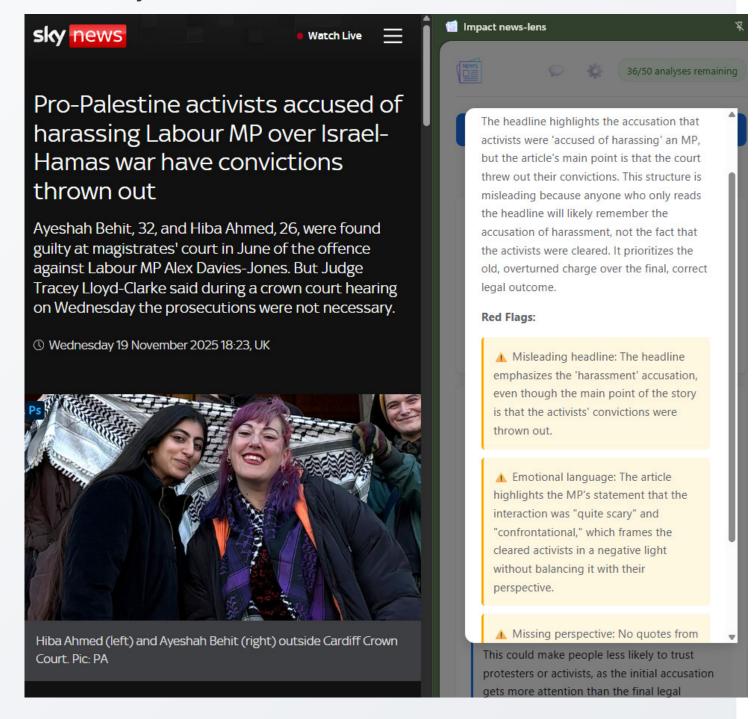
#### **► EXAMPLES**

#### **Mirror**



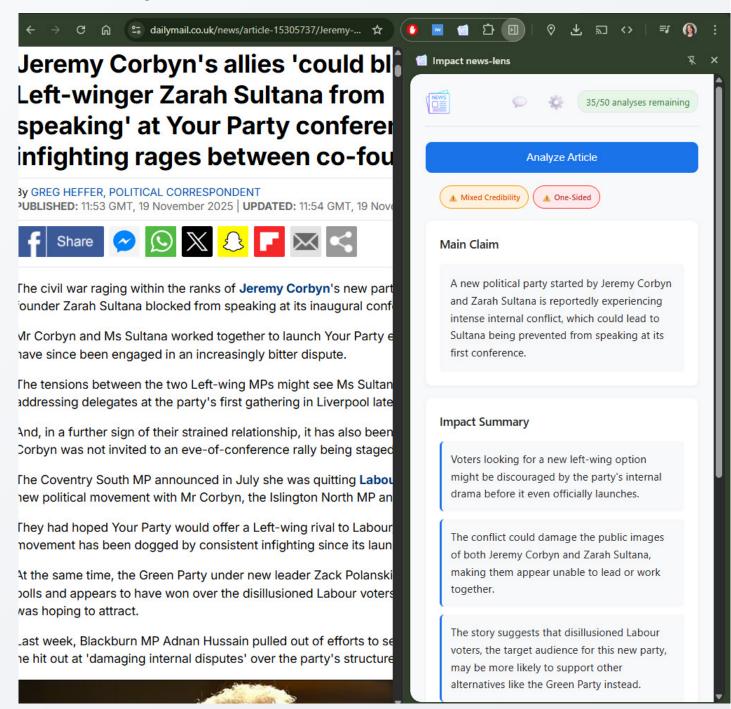
Travel guide presented as neutral journalism but based fully on an easyJet promotion. One sided commercial framing.

## **Sky News**



Headline conflict overshadows the actual outcome. Emotional terms like "scary" set tone without showing the activists' own view.

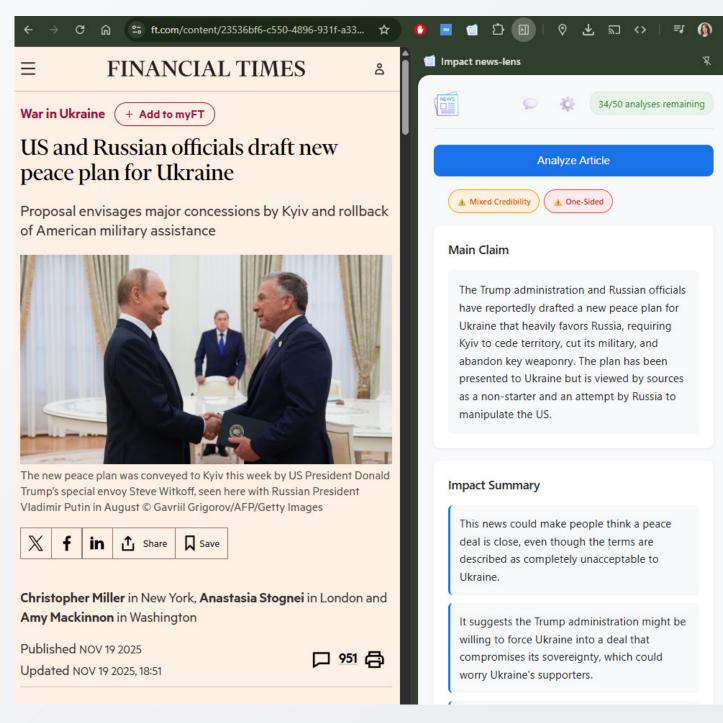
# **Daily Mail**



Strong conflict language and anonymous sources create a one sided and speculative picture.

#### EXAMPLES

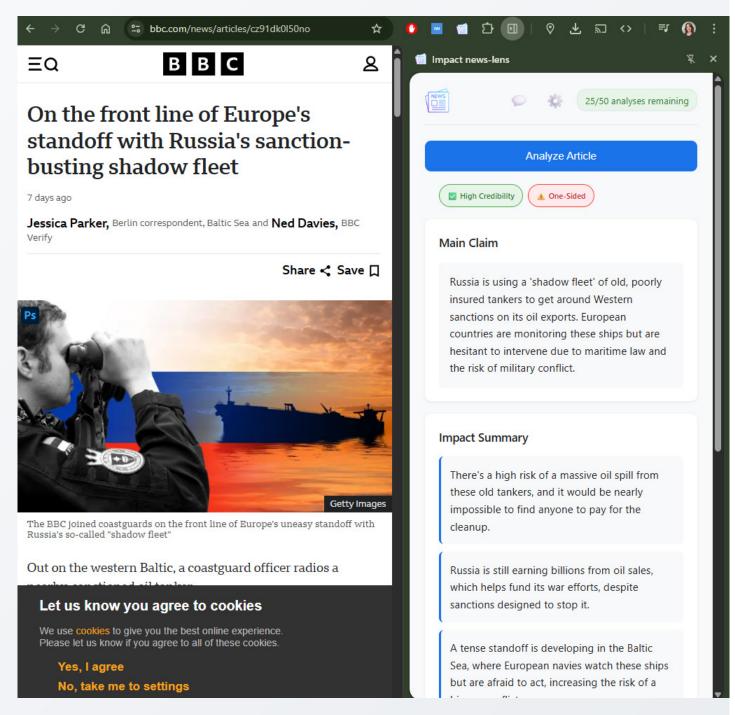
#### **Financial Times**



Major claim based entirely on anonymous sources. No confirmation from main actors. Narrative shaped by leaks.

#### **► EXAMPLES**

#### **BBC**



Multiple official sources quoted, but the framing leans toward one side even with a Russian response included.

## What is Impact News-lens?

Impact News-Lens helps readers see what the news leaves out. The add-on highlights missing context, one-sided framing, emotional cues, and unclear sourcing across online articles.

# Why it's built

Modern news moves fast. Headlines dominate. Context disappears. Many readers feel informed, but the full picture is hard to see.

Impact News-Lens makes this simple: it shows the structure behind a story so people can judge information clearly.

#### **Our mission**

To make critical reading effortless.

To help people understand narratives, not just headlines.

To bring transparency back into everyday news consumption.

# What you can do next

Want to check the framing in your own news feed?
Install Impact News-Lens for Chrome or Edge.
Free. No account. No tracking.
See context, balance and sourcing in one click.
Impact News-Lens impactnewstoday.com/news-lens.html