

What the News Leaves Out

Insights from more
than 100 UK news
stories

Impact Extensions



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

The screenshot displays the Mirror website's travel section. At the top, a banner advertises flight tickets from €129. Below this, the Mirror logo is prominent, followed by a navigation bar with links like 'INYOURAREA', 'FUNERAL NOTICES', 'SHOP', 'COMPETITIONS', 'DATING', 'OFFERS', and 'NEWS'. The main content area features two sponsored articles: 'Three amazing ways cruise ships have brought people together' and 'Marvellous' Hoover cordless vacuum cleaner with 'impressive suction' is £180 off'. Below these, a breadcrumb trail reads 'Travel > Europe > Christmas Markets'. The main headline is '10 overlooked European Christmas markets with stunning views and cheap drinks'. A yellow banner at the bottom of the article preview mentions 'eaty's 'blacklisted' family from brother's 'demons' to ex drug deal'. Overlaid on the right side of the page is the 'Impact news-lens' interface. It includes a '23/50 analyses remaining' counter, an 'Analyze Article' button, and two status indicators: 'Mixed Credibility' and 'One-Sided'. The 'Main Claim' section states that the article lists ten 'overlooked' European Christmas markets, claiming they offer good value and a high chance of snow, with the ranking based on a 'travel index' created by the airline easyJet. The 'Impact Summary' section contains three points: readers might book flights and holidays to these destinations believing they are undiscovered gems; the article serves as a promotion for easyJet, which is presented as the expert source for travel advice; and the listed markets may see an increase in tourism, potentially changing their 'overlooked' status. At the bottom of the overlay, sources are listed: 'mulled wine, Disneyland Paris confirms'.

138437485146

Flight tickets from
€129
Terms & restrictions apply.
Travel period: 15/12 2025 - 14/6 2026

Mirror

INYOURAREA FUNERAL NOTICES SHOP COMPETITIONS DATING OFFERS NEWS

AD FEATURE

Three amazing ways cruise ships have brought people together
mirror.co.uk

'Marvellous' Hoover cordless vacuum cleaner with 'impressive suction' is £180 off
mirror.co.uk

Mirr > Travel > Europe > Christmas Markets

10 overlooked European Christmas markets with stunning views and cheap drinks

eaty's 'blacklisted' family from brother's 'demons' to ex drug deal X

Impact news-lens

23/50 analyses remaining

Analyze Article

Mixed Credibility One-Sided

Main Claim

The article lists ten 'overlooked' European Christmas markets, claiming they offer good value and a high chance of snow. The ranking is based on a 'travel index' created by the airline easyJet.

Impact Summary

- Readers might book flights and holidays to these specific destinations, believing they are undiscovered gems.
- The article serves as a promotion for easyJet, which is presented as the expert source for the travel advice.
- The listed markets may see an increase in tourism, potentially changing their 'overlooked' status.

Sources: mulled wine, Disneyland Paris confirms

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

Impact Extensions

► EXAMPLES

Sky News

sky news Watch Live

Pro-Palestine activists accused of harassing Labour MP over Israel-Hamas war have convictions thrown out

Ayeshah Behit, 32, and Hiba Ahmed, 26, were found guilty at magistrates' court in June of the offence against Labour MP Alex Davies-Jones. But Judge Tracey Lloyd-Clarke said during a crown court hearing on Wednesday the prosecutions were not necessary.

🕒 Wednesday 19 November 2025 18:23, UK



Hiba Ahmed (left) and Ayeshah Behit (right) outside Cardiff Crown Court. Pic: PA

Impact news-lens 36/50 analyses remaining

The headline highlights the accusation that activists were 'accused of harassing' an MP, but the article's main point is that the court threw out their convictions. This structure is misleading because anyone who only reads the headline will likely remember the accusation of harassment, not the fact that the activists were cleared. It prioritizes the old, overturned charge over the final, correct legal outcome.

Red Flags:

- ⚠️ Misleading headline: The headline emphasizes the 'harassment' accusation, even though the main point of the story is that the activists' convictions were thrown out.
- ⚠️ Emotional language: The article highlights the MP's statement that the interaction was "quite scary" and "confrontational," which frames the cleared activists in a negative light without balancing it with their perspective.
- ⚠️ Missing perspective: No quotes from

This could make people less likely to trust protesters or activists, as the initial accusation gets more attention than the final legal

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

► EXAMPLES

Daily Mail

The screenshot shows a web browser displaying a Daily Mail article. The article title is "Jeremy Corbyn's allies 'could be blocked from speaking' at Your Party conference" with a subtitle "Infighting rages between co-founders". The author is Greg Heffer, a political correspondent. The article text discusses internal conflicts within the 'Your Party' movement, mentioning Zarah Sultana and the tensions between Corbyn and Sultana. To the right of the article is a sidebar tool titled "Impact news-lens". This tool has a status bar at the top showing "35/50 analyses remaining". Below this is a blue button labeled "Analyze Article". Underneath the button are two status indicators: "Mixed Credibility" (with a yellow warning icon) and "One-Sided" (with a red warning icon). The sidebar contains two main sections: "Main Claim" and "Impact Summary". The "Main Claim" section states that a new political party started by Jeremy Corbyn and Zarah Sultana is reportedly experiencing intense internal conflict, which could lead to Sultana being prevented from speaking at its first conference. The "Impact Summary" section contains three bullet points: 1) Voters looking for a new left-wing option might be discouraged by the party's internal drama before it even officially launches. 2) The conflict could damage the public images of both Jeremy Corbyn and Zarah Sultana, making them appear unable to lead or work together. 3) The story suggests that disillusioned Labour voters, the target audience for this new party, may be more likely to support other alternatives like the Green Party instead.

Jeremy Corbyn's allies 'could be blocked from speaking' at Your Party conference

Infighting rages between co-founders

By GREG HEFFER, POLITICAL CORRESPONDENT

PUBLISHED: 11:53 GMT, 19 November 2025 | UPDATED: 11:54 GMT, 19 November 2025

The civil war raging within the ranks of **Jeremy Corbyn's** new party has been exposed as its co-founder Zarah Sultana blocked from speaking at its inaugural conference.

Mr Corbyn and Ms Sultana worked together to launch Your Party and have since been engaged in an increasingly bitter dispute.

The tensions between the two Left-wing MPs might see Ms Sultana addressing delegates at the party's first gathering in Liverpool later this month.

And, in a further sign of their strained relationship, it has also been revealed that Corbyn was not invited to an eve-of-conference rally being staged in London.

The Coventry South MP announced in July she was quitting **Labour** to join the new political movement with Mr Corbyn, the Islington North MP and others.

They had hoped Your Party would offer a Left-wing rival to Labour and the movement has been dogged by consistent infighting since its launch.

At the same time, the Green Party under new leader Zack Polanski has won over the disillusioned Labour voters it was hoping to attract.

Last week, Blackburn MP Adnan Hussain pulled out of efforts to set up the party, the hit out at 'damaging internal disputes' over the party's structure.

Impact news-lens

35/50 analyses remaining

Analyze Article

Mixed Credibility One-Sided

Main Claim

A new political party started by Jeremy Corbyn and Zarah Sultana is reportedly experiencing intense internal conflict, which could lead to Sultana being prevented from speaking at its first conference.

Impact Summary

- Voters looking for a new left-wing option might be discouraged by the party's internal drama before it even officially launches.
- The conflict could damage the public images of both Jeremy Corbyn and Zarah Sultana, making them appear unable to lead or work together.
- The story suggests that disillusioned Labour voters, the target audience for this new party, may be more likely to support other alternatives like the Green Party instead.

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

Impact Extensions

► EXAMPLES

Financial Times


ft.com/content/23536bf6-c550-4896-931f-a33...

FINANCIAL TIMES






War in Ukraine + Add to myFT

US and Russian officials draft new peace plan for Ukraine

Proposal envisages major concessions by Kyiv and rollback of American military assistance



The new peace plan was conveyed to Kyiv this week by US President Donald Trump's special envoy Steve Witkoff, seen here with Russian President Vladimir Putin in August © Gavriil Grigorov/AFP/Getty Images

 Share  Save

Christopher Miller in New York, **Anastasia Stognei** in London and **Amy Mackinnon** in Washington

Published NOV 19 2025
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951

Impact news-lens

NEWS 34/50 analyses remaining

Analyze Article

Mixed Credibility

One-Sided

Main Claim

The Trump administration and Russian officials have reportedly drafted a new peace plan for Ukraine that heavily favors Russia, requiring Kyiv to cede territory, cut its military, and abandon key weaponry. The plan has been presented to Ukraine but is viewed by sources as a non-starter and an attempt by Russia to manipulate the US.

Impact Summary

This news could make people think a peace deal is close, even though the terms are described as completely unacceptable to Ukraine.

It suggests the Trump administration might be willing to force Ukraine into a deal that compromises its sovereignty, which could worry Ukraine's supporters.

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

Impact Extensions

► EXAMPLES

BBC


bbc.com/news/articles/cz91dk0l50no

On the front line of Europe's standoff with Russia's sanction-busting shadow fleet

7 days ago

Jessica Parker, Berlin correspondent, Baltic Sea and Ned Davies, BBC Verify

Share Save



The BBC joined coastguards on the front line of Europe's uneasy standoff with Russia's so-called "shadow fleet"

Out on the western Baltic, a coastguard officer radios a

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Impact news-lens



25/50 analyses remaining

Analyze Article

High Credibility

One-Sided

Main Claim

Russia is using a 'shadow fleet' of old, poorly insured tankers to get around Western sanctions on its oil exports. European countries are monitoring these ships but are hesitant to intervene due to maritime law and the risk of military conflict.

Impact Summary

There's a high risk of a massive oil spill from these old tankers, and it would be nearly impossible to find anyone to pay for the cleanup.

Russia is still earning billions from oil sales, which helps fund its war efforts, despite sanctions designed to stop it.

A tense standoff is developing in the Baltic Sea, where European navies watch these ships but are afraid to act, increasing the risk of a

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

Impact Extensions

► 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

Impact Extensions