



Perceptions of Bias in the Media—Results of a National Survey, 2013

The Arab American National Museum, in conjunction with the National Network for Arab American Communities partnered with the National Voices Project to conduct a national survey to measure the portrayal of Arabs and Muslims in the media and its impact on children. This report represents the initial findings of the national survey.

IN A NATIONAL SAMPLE OF ADULTS: PROPORTION WHO RESPONDED THAT THERE IS PERSISTENT NEGATIVE BIAS IN THE MEDIA AGAINST THESE GROUPS	
Muslims	49%
Arabs / Arab Americans	44%
African Americans / Blacks	40%
Hispanics / Latinos	39%
Christians	30%
Jews	23%
Whites	20%
American Indians / Alaska Natives	16%
Asians / Asian Americans	13%
Hawaiian Natives / Pacific Islanders	5%

Over 2,600 adults from 48 states and D.C. that work or volunteer in ways that affect education, healthcare, economic opportunities, or community and civic engagement for children were surveyed.

Respondents were asked:

Do you think there is persistent negative bias in the media against people from the following groups?

- Persistent negative bias in the media is the highest for Muslims and Arabs / Arab Americans compared with eight other racial / ethnic / religious groups.
- Nearly half of adults believe there is persistent negative bias in the media against Muslims.
- 44% of adults believe there is persistent negative bias in the media against Arabs / Arab Americans.



The survey was conducted by researchers from the University of Michigan as part of the National Voices Project, a five-year study commissioned by the W.K. Kellogg Foundation. The National Voices Project is designed to measure community-level opportunities for children and teens in the U.S., according to the perceptions of adults who work and volunteer on behalf of children across the country.

Perceptions of Bias in the Media—Within Specific Subgroups

AMONG THOSE WHO WORK OR VOLUNTEER WITH ARAB / ARAB AMERICAN CHILDREN		AMONG THOSE WHO REPORT THAT THEY HAVE 'SOME' OR 'A LOT' OF ARABS / ARAB AMERICANS IN THE COMMUNITY THEY KNOW BEST	
Muslims	54%	Muslims	50%
Arabs / Arab Americans	48%	Arabs / Arab Americans	47%
Hispanics / Latinos	42%	African Americans / Blacks	45%
African Americans / Blacks	40%	Hispanics / Latinos	44%
Christians	31%	Christians	30%
Jews	25%	Whites	22%
Whites	23%	Jews	22%
American Indians / Alaska Natives	20% ¹	American Indians / Alaska Natives	20%
Asians / Asian Americans	17% ¹	Asians / Asian Americans	16%
Hawaiian Natives / Pacific Islanders	7%	Hawaiian Natives / Pacific Islanders	8% ²

¹ p<.05 for comparison between those that do not work or volunteer with Arab / Arab American children

² p<.05 for comparison between those that do not have 'some' or 'a lot' of Arab / Arab Americans in the community that they know best

- In this study, over 800 respondents work or volunteer with Arab / Arab American children. Among these respondents, over half believe there is persistent negative bias in the media against Muslims and almost half believe there is persistent negative media bias against Arabs / Arab Americans.
- Over 1,400 respondents reported that they have 'some' or 'a lot' of Arabs / Arab Americans in the community they know best (either where they live, work or volunteer). Among these respondents, about half believe there is persistent negative bias in the media against Muslims and Arabs / Arab Americans.

Data Source: Data in this report are based on responses from National Voices Project Survey 3, fielded in December 28, 2012–January 15, 2013. The National Voices Project is conducted in partnership with GfK, an international survey research organization that maintains KnowledgePanel®, a nationally representative web-enabled panel of adult members of households across the United States. Survey respondents included 2,613 adults from 48 states and D.C. that work or volunteer in ways that affect education, healthcare, economic opportunities, or community and civic engagement for children. 839 respondents work or volunteer with Arab / Arab American children. 1,436 respondents reported that they have 'some' or 'a lot' of Arabs / Arab Americans in the community they know best (either where they live, work or volunteer).

