



Balance

What is balance?

Balance means a thorough and accurate picture—all the crucial facts.

Why is balance important?

Balanced research empowers people to truly understand an issue. The common practice of quoting dueling statements only provides an illusion of balance and can delegitimize a perfectly valid point.

How can you use balance in your research?

1. **Don't present opinions as facts.** No matter how impressive someone's credentials may be, their opinions are not facts.
2. **Don't present facts as opinions.** This can make thorough research seem like baseless assertions.
3. **Don't be lazy.** Read, don't just skim. Many issues have dramatic effects on people's lives.
4. **Be intellectually honest and logically consistent.** Hold everyone and everything to the same standards.



REMEMBER: Genuine balance means getting it right—not just presenting an opposing view.