Criteria to evaluate bias within content.

- **Omission**: selecting information that reflects credit on only one group, frequently the writer/s group.
- **Defamation**: calling attention to Aboriginal and Torres Strait Islander people's faults rather than their virtues and misrepresenting their nature.
- **Disparagement**: (disparagement: something that lowers a thing or person in worth or importance): denying or belittling the contributions of Aboriginal and Torres Strait Islander people to Australian culture.
- **Cumulative Implication**: constantly creating the impression that only one group is responsible for positive developments.
- **Validity**: failing to ensure that information about issues is always accurate and unambiguous. (Ambiguous: having more than one possible meaning.)
- **Inertia**: perpetuation of myths and half-truths by failure to keep abreast of historical scholarship.
- **Obliteration**: ignoring significant aspects of Aboriginal and Torres Strait Islander histories and cultures.
- **Disembodiment**: referring in a casual and depersonalised way to the Aboriginal and Torres Strait Islander "menace" or representing the annihilation of Aboriginal and Torres Strait Islander cultures as part of the march of progress.
- **Concreteness**: dealing with a race or group in platitudes and generalisations (applying the shortcomings of one individual to a whole group). To be concrete, the material must be factual, objective and realistic.
- **Comprehensiveness**: failing to mention all relevant facts that may help to form the opinion of the student.