**ABSTRACT**

**Bias Response: The Potter Box, Revised and Reinvented**

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In the humanities and social sciences, the Potter Box is a popular methodological tool for examining ethical dilemmas. In the field of communication and media, it enjoys something close to a monopoly. For example, Clifford Christians’ popular collection of ethical case studies (*Media Ethics: Cases and Moral Reasoning*), now in its 11th edition, introduces the Potter Box in its opening pages and offers the reader no other method for evaluating ethical decision making. Indeed, in our field, the Potter Box is *the* method for ethical analysis. In 2023, Dr. Matthew Reavy, a journalist turned professor, unveiled a newly reworked version of the Potter Box in his posthumously published, *Professional Communication Ethics*. Reavy’s revised Potter Box emphasizes the potential power of personal and professional bias over a broad commitment to generic philosophical principles in a way that is arguably better aligned with current concerns regarding such issues as diversity, equity and inclusion. Reavy’s more nuanced version of the Potter Box embraces bias as an almost inevitable but highly consequential part of the decision-making process, and it does so in a way that might prove useful to discussions of ethics in any academic discipline. This essay begins with a comparative examination of similarities and differences between each version of the Potter Box. We then pivot to the details of a particularly challenging case study about an ethical dilemma faced by Reavy when he was a young journalist. Finally, we conclude by discussing the merits of each tool for instructors teaching ethics all across the curriculum in the era of DEI.