



## Subjective vs. Objective

*Objective statements are facts that can be verified by third parties while subjective statements may or may not be entirely true as they are colored by the opinions of the speaker.*

The difference between these two important ideas is the difference between **fact** and **opinion**. Facts are objective and opinions are subjective ideas held by individuals and so are always biased. If unbalanced opinions are presented as if they are facts, they act as propaganda or persuasion, e.g. a newspaper headline might state: "*Youngsters are the prime cause of trouble in this area*". This is presented as an objective fact but is clearly a subjective opinion.

An objective piece of information, therefore, needs either to be the whole truth and at least be unbiased or balanced, whereas a subjective point of view is biased because it is either not the complete picture or it is merely a viewpoint or expression of feelings. It is a statement that is completely unbiased. It is not touched by the speaker's previous experiences or tastes. It is verifiable by looking up facts or performing mathematical calculations.

A subjective statement is a statement that has been coloured by the character of the speaker or writer. It often has a basis in reality, but reflects the perspective through with the speaker views reality. It cannot be verified using concrete facts and figures.

### When to Be Objective and Subjective

**Objective** It is important to be objective when you are making any kind of a rational decision. It might involve purchasing something or deciding which job offer to take. You should also be objective when you are reading, especially news sources. Being objective when you are meeting and having discussions with new people helps you to keep your concentration focused on your goal, rather than on any emotions your meeting might trigger.

**Subjective** It can be used when nothing tangible is at stake. When you are watching a movie or reading a book for pleasure, being subjective and getting caught up in the world of the characters makes your experience more enjoyable. If you are discussing any type of [art](#), you have to keep in mind that everyone's opinions on a particular piece are subjective.

### Easy Ways to Remember Objective and Subjective

**Objective** sounds like the word object. You should be objective whenever you are discussing an object, something concrete that you can hold or touch. The facts that make up your objective statement should also be concrete, solid objects. Scientific facts are objective as are mathematical proofs; essentially anything that can be backed up with solid data.

**Subjective** is just the opposite. You can't point to subjective subjects. They are all in your head and your past experiences. Subjective opinions are ephemeral and subject to any number of factors that can range from facts to emotions. Opinions, interpretations, and any type of marketing presentation are all subjective.

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<sup>i</sup> The Difference Between. Online. <http://www.differencebetween.net>. 2012-09-28  
English Biz. Online. <http://www.englishbiz.co.uk> 2012-09-28