



ORF DETAILED ANALYSIS

2026-05-03_ZIB 9-00 vom 03.05.2026

Programme: ORF broadcast | 2026-05-03 | Analysed on: 2026-05-21 11:12

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Masstab: §4 ORF-G

OVERALL SCORE

4.7/10

Significant bias

0 = balanced, 10 = strongly one-sided/manipulative

POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES 2024) is an academic survey of 609 political scientists in 31 countries. Each party is rated on a scale from 0 (far left) to 10 (far right).

Party	Greens	SPÖ	NEOS	ÖVP	FPÖ
CHES	2.13	3.08	5.40	6.73	8.83
Spectrum	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>

The overall tendency is represented on a 0–10 scale (0 = strongly favouring the left, 5 = balanced, 10 = strongly favouring the right). The calculation is based on the difference in the average favourability of left vs. right parties (grouping according to CHES 2024).

TENDENCY (L – R)

3.2 / 10

Left-leaning

0 1 2 **3** 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — chesdata.eu | [Jolly et al., Electoral Studies, 2022](#) | Thresholds: [Pew Research Center](#)

This section serves for political classification and does not factor into the overall score.



POLITICAL LANDSCAPE

Since February 2025, Austria has been governed by a coalition of FPÖ (57 seats, chancellor's party under Herbert Kickl) and ÖVP (51 seats). The opposition consists of SPÖ (41 seats), NEOS (18 seats) and Greens (16 seats). The FPÖ achieved the strongest result at the 2024 National Council election with 29.2%.

Party	CHES L-R	Seats	Government/Opposition	Core position
FPÖ	8.5	57	Government (Chancellor)	Remigration, EU scepticism, neutrality
ÖVP	6.0	51	Government (Junior)	Business location, strict asylum policy
SPÖ	3.0	41	Opposition	Wealth tax, workers' rights
NEOS	5.5	18	Opposition	Liberal economy, pro-EU
Greens	2.5	16	Opposition	Climate neutrality, humane asylum policy

The dominant lines of conflict are: (1) migration policy between the government's restrictive course and opposition integration approaches; (2) economic policy between FPÖ/ÖVP tax cuts and SPÖ/Greens redistribution demands; (3) security policy and the neutrality debate in light of the Ukraine war; (4) ORF reform as an institutional conflict between the government and public broadcasting.

The ORF is Austria's public broadcaster and is subject to the requirements of objectivity, impartiality and diversity of opinion pursuant to §4 of the ORF Act. §10 para. 7 ORF-G requires adequate consideration of all National Council parties. The FPÖ-led government has announced an ORF reform and has historically accused the broadcaster of a left-wing bias.



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
ÖVP	0	Party/topic not in broadcast
SPÖ	0	Party/topic not in broadcast
FPÖ	0	Party/topic not in broadcast
Greens	0	Party/topic not in broadcast
NEOS	0	Party/topic not in broadcast

Party bias summary

- Most accurate portrayal: No party explicitly covered (score 0)
- Strongest distortion: No party explicitly covered (score 0)
- Average deviation from 0: 0.0
- Conclusion: This short edition of the ZIB contains no explicit party positions or party representatives. Domestic political topics are entirely absent. A direct party bias assessment is methodologically not possible. Indirect bias effects are captured in criteria 10–15 (soft facts), particularly in the book segment (03:01–04:33).



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast data

- Title: Zeit im Bild (ZIB) — Sunday short edition
- Date: 03.05.2026
- Presenter / Reporter: Not named (subtitles: D. Kapfer and B. Bäuml)
- Persons interviewed: Nicole List (book presentation, no live interview — insert)

Actors	Function	Party/affiliation	Political spectrum
Nicole List	Bookseller, author, TV book expert	No party; book with feminist-progressive content	Left-progressive
Donald Trump	US President	Republican Party USA	Right-conservative (quoted, not interviewed)

Main topic

A Sunday short edition of the ZIB with five topic segments: Iran diplomacy, forest fire in the Czech Republic, Hipp baby food poisoning, power nap contest South Korea and book presentation "Fear of Men".



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

7/10

1 2 3 4 5 6 7 8 9 10

Expert 1: Nicole List — bookseller, author, TV book expert

Timestamp: 03:01–04:33

Statement: "My fear is not individual, it is structural." / "Walking through an alley in the evening, perhaps holding the key in your hand..."

Assessment: Nicole List is a bookseller and TV book expert, not a scientist, not a criminologist, not a sociologist. She presents a non-fiction book with a political-feminist thesis. She has a direct commercial interest in book sales.

Missing countervoice: criminologist, social psychologist, men's researcher, conservative social critic

Source in-depth check:

(a) FUNDING: Self-employed bookseller, author with book contract. Direct commercial interest in book sales. TV presence as "book expert" is part of her marketing strategy.

(b) MANDATE: Not compatible with a neutral assessment of social structures. She is an activist and author with a thesis, not a neutral researcher.

D1 Conflict of interest: -2 — Direct commercial interest in book sales; thesis is the product

D2 Personal risk: +1 — Public positioning as a feminist in a polarised climate carries risk

D3 Professional competence: -2 — Bookseller/TV expert, no scientific qualification for sociological/criminological theses

D4 Opinion consistency: +1 — Consistent public stance recognisable

D5 Emotionalisation vs. data: -1 — Personal experiences dominate; statistics are mentioned but not substantiated

D6 Source level: -2 — Tertiary: non-fiction book without scientific peer-review basis

TOTAL: -5 → SOURCE INDICATOR: RED

(c) PROFESSIONAL COMPETENCE: structurally partisan source framed as a neutral voice.

Missing expert groups:

- Criminology/victimology (scientific classification of violence statistics)
- Men's research/gender studies with a critical perspective
- Literary studies (methodological book criticism)

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Nicole List — bookseller, author, TV book expert	-2	+1	-2	+1	-1	-2	-5	RED



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

Summary:

- Nicole List: SOURCE INDICATOR RED — commercial interest, no scientific qualification, emotional framing, tertiary source level



2. SOURCE SELECTION

6/10

1

2

3

4

5

6

7

8

9

10

Claims without primary source = penalty points (rumour check)

Source 1: Iranian news agency (not named)

Timestamp

01:04–01:23

Statement

"According to the Iranian news agency, Tehran is demanding the withdrawal of US troops from the region..."

- (a) **Funding and sponsorship:** State Iranian news agency — directly controlled and funded by the Iranian regime
- (b) **Structural conflict of interest:** The Iranian state agency has an institutional interest in presenting Iranian demands in a favourable light. The source is not identified as state-controlled.
- (c) **Missing counter-source:** Independent Middle East experts, European diplomats, Israeli perspective

Source 2: Nicole List — book "Fear of Men"

Timestamp

03:01–04:33

Statement

"Statistics that demonstrate a power imbalance between women and men"

- (a) **Funding:** Book publisher, commercial product
- (b) **Structural conflict of interest:** Author has a direct interest in a positive portrayal of her book; statistics are not named or verified
- (c) **Missing counter-source:** Scientific studies with differing findings, critical reviews

Rumour check:

Rumour 1:

Timestamp: 04:04–04:10

Claim: "Statistics that demonstrate a power imbalance between women and men"

Word markers: No explicit markers, but claim without primary source — which statistics? From where? Which study?

Primary source present: NO — +1 penalty point

Summary: The source selection is one-sided: on the Iran topic, a state-controlled source is used without identification; in the book segment, statistics are claimed but not substantiated or made verifiable.



3. TIME DISTRIBUTION

5/10

1 2 3 4 5 6 7 8 9 10

Estimated speaking time (entire broadcast):

Position/actors	Time	Share
Iran diplomacy (incl. Trump quote)	approx. 60 sec.	~20%
Forest fire Czech Republic	approx. 20 sec.	~7%
Hipp baby food	approx. 25 sec.	~8%
Power nap contest South Korea	approx. 20 sec.	~7%
Book presentation Nicole List	approx. 90 sec.	~30%
Weather	approx. 25 sec.	~8%
Presenter text/transitions	approx. 40 sec.	~13%
Intro/outro	approx. 20 sec.	~7%

Summary: The book segment receives the longest individual airtime at approx. 90 seconds (~30%) — more than the Iran war (60 sec.) and more than all other news topics. This weighting is unusual for a news broadcast and structurally favours the political-feminist book topic.



4. OMISSION (Selective Omission)

7/10

1

2

3

4

5

6

7

8

9

10

Omission 1:

Context

No critical contextualisation of the book "Fear of Men"

Relevant at: 03:01–04:33

Effect

The segment reads like a book advertisement. The absence of criticism suggests that the theses are undisputed and scientifically established.

Omission 2:

Context

No identification of the cited statistics (04:04–04:10: "statistics that demonstrate a power imbalance")

Relevant at: 04:04–04:10

Effect

Statistics are presented as evidence without viewers being able to verify them. Suggests scientific backing without proof.

Omission 3:

Context

European/Austrian foreign policy perspective on the Iran war is entirely absent

Relevant at: 00:18–01:23

Effect

The Iran conflict is framed exclusively as a US-Iranian duel; Austria's neutrality policy and European mediation role remain invisible.

Summary: The most serious omission is the missing critical contextualisation of the book segment — politically controversial theses are presented as fact, without a countervoice or methodological review.

Missing voices

- Literary critic: Would have contextualised the methodological quality of the book, use of sources and argumentative strength
- Criminologist: Would have provided actual frequencies of assaults, perpetrator profiles and statistical context
- Men's rights activist or men's researcher: Would have provided a counter-perspective to the generalisation "fear of men"
- Conservative voice (e.g. family research): Would have contributed alternative explanatory models for gender dynamics
- Austrian foreign policy expert: Would have contextualised Iran diplomacy from a European/Austrian perspective
- Publisher/book market expert: Would have made the commercial dimension of the book presentation transparent
- Psychologist: Would have differentiated fear as a psychological phenomenon — individual vs. structural



5. NUMERICAL MANIPULATION

4/10

1

2

3

4

5

6

7

8

9

10

Complete figures include: absolute value, share (%) and trend

Finding 1:

Timestamp 04:04–04:10

Figure: "Statistics that demonstrate a power imbalance between women and men"

Dimensions:

- (a) Absolute value: MISSING — no concrete figures cited
- (b) Share: MISSING — no percentage values, no ratios
- (c) Trend: MISSING — no temporal development

Missing context

Which statistics? From which source? Which time period? Which country? Which definition of "power imbalance"?

Effect

The mere mention of "statistics" without any specifics creates the impression of scientific backing without providing a verifiable basis. This is a classic technique of pseudo-legitimation.

Summary: The only relevant numerical reference in the broadcast is methodologically worthless — "statistics" are claimed as evidence without a single figure being cited. This creates a false impression of scientific grounding.



6. GUILT BY ASSOCIATION

1/10

1

2

3

4

5

6

7

8

9

10

Finding 1 (weak):

Timestamp

00:52–01:00

Quote

"They want a deal again. They are decimated, having difficulty finding a leader."

Technique: Trump's statement about Iran is quoted directly. The phrasing "decimated" and "having difficulty finding a leader" associates Iran with weakness and leaderlessness.

Effect

Moderate — this is a direct quote from a head of state, not an editorial association.

No persons are framed as "conspiracy theorists". No chains of association are discernible.

Summary: No relevant guilt-by-association technique in this broadcast. The weak finding regarding the Trump quote is a direct quote, not an editorial construction.



7. TIMING

4/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Position: 03:01–04:33 (second-to-last segment, shortly before weather and closing)

Content: Book presentation "Fear of Men"

Timing effect

The book segment is placed as the last substantive segment before the weather — a classic "closing position" that remains in the memory. In a short news broadcast, this is the emotionally strongest closing position. The message "structural fear of women towards men" is the last substantive statement of the broadcast.

Finding 2:

Position: 02:28–03:00 (power nap contest as transition)

Content: Light human interest segment from South Korea

Timing effect

The power nap segment functions as an emotional buffer between the serious Hipp poisoning case and the book segment — it reduces the audience's critical attention before the politically charged book segment.

Summary: The placement of the book segment in the closing position maximises its impact; the preceding soft news segment reduces critical receptiveness.



8. SELECTIVE OUTRAGE

3/10

1

2

3

4

5

6

7

8

9

10

Outrage = bias. Selective outrage reinforces the finding. Score = degree of outrage (0–5) + selectivity (0–5)

Finding 1:

Timestamp 03:27–03:31

Triggering event: Author formulates the thesis that her fear "is not individual, it is structural" — a politically controversial generalisation about all men as a potential threat

Reaction: No follow-up question, no critical contextualisation, no distancing by presenter text

Comparison

Would an analogous generalisation about another group (e.g. "My fear of migrants is structural") have been presented without critical contextualisation? — Based on the broadcast pattern: unlikely

Asymmetry: Demonstrable — the generalisation is not questioned, even though it frames an entire population group (men) as a structural threat

Degree of outrage: 1/5 (no explicit outrage, but implicit approval through uncritical presentation)

Selectivity: 2/5 (asymmetry plausible, but not directly comparably demonstrable within this broadcast)

Summary: No explicit outrage in the broadcast, but the uncritical presentation of a generalisation about men as a structural threat would in all likelihood have been treated differently had an analogous statement been made about other groups.



9. COMPLETENESS (Selective Omission — overall picture)

7/10

1 2 3 4 5 6 7 8 9 10

Finding 1:

Timestamp 03:01–04:33

Missing perspective/fact: Countervoice to the book content — male perspective, scientific criticism, alternative explanatory models

Relevance: The book advocates a politically controversial thesis about structural gender relations. In a news broadcast subject to the requirement of diversity of opinion, a one-sided book presentation without a countervoice is problematic.

Impact: Viewers receive the impression that the thesis is undisputed. Alternative perspectives — which are represented across the political spectrum from FPÖ to NEOS — remain entirely invisible.

Finding 2:

Timestamp 00:18–01:23

Missing perspective/fact: Austrian/European foreign policy perspective on the Iran war

Relevance: Austria is neutral and has traditionally played a mediating role in Middle East conflicts. This perspective is entirely absent.

Impact: The conflict is framed as a purely bilateral US-Iran problem; Austria's foreign policy role remains invisible.

Finding 3:

Timestamp 04:04–04:10

Missing perspective/fact: Concrete statistics on the claimed power imbalance

Relevance: Statistics are cited as evidence but not named. Viewers cannot verify the claim.

Impact: Pseudo-legitimisation of a political thesis through an unverifiable numerical reference.

Summary: The broadcast exhibits significant completeness deficiencies — particularly in the book segment, which presents a politically controversial thesis without any counter-perspective, and in the Iran topic, which remains without European contextualisation.

Soft facts

The book "Fear of Men" by Nicole List intervenes in a highly controversial social debate: the question of structural gender inequality, male violence and feminist social criticism. This debate is not politically neutral — it touches on core positions of all Austrian parties (from FPÖ rejection of "gender ideology" to Greens demands for gender equality). The book presentation in a news broadcast — without contextualisation, without a countervoice — is therefore not a purely cultural but a politically relevant decision. At the same time, the topic of violence against women is a legitimate social concern that deserves public attention.

Share of perspectives covered

Inverted: original value measures coverage (higher = better). Displayed as deviation (higher = greater gaps).



On the book segment "Fear of Men":

- [A] **Author's perspective:** Structural fear of women, personal experiences, statistics on the power imbalance
- [B] **Critical literary criticism:** Is the book methodologically sound? Are statistics used correctly?
- [C] **Male perspective / men's rights research:** How do men experience stigmatisation through generalisations?
- [D] **Criminological contextualisation:** Actual frequency of assaults, perpetrator-victim statistics, context
- [E] **Conservative/liberal counter-perspective:** Criticism of structuralist explanatory models
- [F] **Psychological perspective:** Fear as an individual vs. collective phenomenon
- [G] **Political contextualisation:** How do parties position themselves on gender policy?
- [H] **Publishing/commercial perspective:** Is the book presentation advertising or journalism?

On Iran diplomacy:

- [I] Iranian government perspective (conveyed via news agency)
- [J] US government perspective (Trump quote)
- [K] **European/Austrian foreign policy perspective:** Entirely absent

[A] COVERED

Timestamp: 03:46–04:01 — Quote: "Walking through an alley in the evening, perhaps holding the key in your hand in order to defend yourself if necessary." — Assessment: Author is given ample opportunity to speak; her core thesis is presented in full.

[B] OMITTED

Timestamp: 03:01–04:33 — Quote: Not a critical word about the methodology — Assessment: No literary-critical or methodological contextualisation of the book takes place.

[C] OMITTED

Timestamp: entire segment — Quote: — — Assessment: Male perspective or countervoice to the generalisation is entirely absent.

[D] OMITTED

Timestamp: 04:04–04:10 — Quote: "Statistics that demonstrate a power imbalance between women and men" — Assessment: Statistics are mentioned but not named, not verified, not contextualised.

[E] OMITTED

Timestamp: entire segment — Quote: — — Assessment: No conservative, liberal or critical counter-perspective to the structuralist explanatory model.

[F] OMITTED

Timestamp: entire segment — Quote: — — Assessment: Psychological differentiation between individual and collective fear is absent.

[G] OMITTED

Timestamp: entire segment — Quote: — — Assessment: Political contextualisation of the topic is entirely absent.

[H] OMITTED

Timestamp: 03:01–03:07 — Quote: "Nicole List runs a bookshop in Alsergrund in Vienna and is a book expert on television. Now she presents her first non-fiction book." — Assessment: The segment has the character of a book advertisement without journalistic distance.

[I] COVERED

Timestamp: 01:04–01:23 — Quote: "According to the Iranian news agency, Tehran is demanding the withdrawal of US troops..." — Assessment: The Iranian position is reported, however exclusively via the state news agency.



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

[J] COVERED

Timestamp: 00:52–01:03 — Quote: "They want a deal again. They are decimated..." — Assessment: Trump's position is quoted directly.

[K] OMITTED

Timestamp: entire Iran segment — Quote: — — Assessment: Austrian or European foreign policy perspective on the Iran conflict is entirely absent.

Completeness score: 3/10

Rationale: Of ten relevant perspectives, only three are covered. The book segment — which at 90 seconds represents the longest individual segment of the broadcast — presents exclusively the author's perspective without any critical contextualisation. On the Iran topic, the European dimension is entirely absent.



Soft facts — 6 qualitative techniques

10. FRAMING (setting the frame)

7/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Timestamp	03:31–03:45
Quote	<i>"Bookseller Nicole List describes in her debut a feeling that many women know: living in a male-dominated society had taught her to be prepared for potential assaults."</i>
Manipulation	The presenter text adopts the book's core thesis as fact. "Male-dominated society" and "potential assaults" are framed not as the author's interpretation but as descriptive reality.
Why problematic	Viewers cannot distinguish whether this is a substantiated fact or a political thesis. The ORF as a public broadcaster lends the thesis institutional authority through uncritical adoption of the language code.

Finding 2:

Timestamp	03:07–03:10
Quote	<i>"Now she presents her first non-fiction book: 'Fear of Men'."</i>
Manipulation	The genre designation "non-fiction book" frames the work as factually grounded, not as an opinion book or essay. "Non-fiction" implies objectivity and factual accuracy.
Why problematic	A book that combines personal experiences with political theses is not a non-fiction book in the scientific sense. The genre designation is a framing decision with an effect on reception.

Finding 3:

Timestamp	04:27–04:33
Quote	<i>"Nicole List lays bare deeply entrenched social structures."</i>
Manipulation	"Laying bare" implies that these structures are real and were previously hidden — not that List is offering an interpretation. The verb "lays bare" presupposes the thesis as fact.
Why problematic	Journalistic distance would read: "List argues that..." or "List sees...". "Lays bare" is an editorial endorsement of the thesis.

Summary: The framing of the book segment is consistently affirmative — the author's theses are presented as a description of reality, not as a political interpretation. This is one of the strongest manipulation techniques in this broadcast.



11. WORD CHOICE AND TERMINOLOGY

6/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Timestamp

03:39–03:42

Quote

"Living in a male-dominated society"

Manipulation

"Male-dominated" is a politically charged term from feminist discourse (patriarchy concept). It is used as a neutral description.

Why problematic

A neutral alternative would be: "In a society that List describes as male-dominated" or "in a society with existing gender differences". The direct adoption of the activist term without distancing is an editorial positioning.

Finding 2:

Timestamp

04:27–04:33

Quote

"lays bare deeply entrenched social structures"

Manipulation

"Deeply entrenched" and "laying bare" are evaluative terms that suggest depth, concealment and a revelatory character.

Why problematic

A neutral alternative would be: "describes social structures that she regards as deeply entrenched". The editorial formulation adopts the author's perspective as fact.

Finding 3:

Timestamp

00:18–00:21

Quote

"In the war of the USA and Israel against Iran"

Manipulation

"The war of the USA and Israel against Iran" is a framing that positions the USA and Israel as aggressors and Iran as the victim. An alternative would be: "In the conflict between the USA/Israel and Iran" or "In the war against the Iranian nuclear programme".

Why problematic

The formulation implicitly adopts a particular attribution of blame without justifying it. The context (Iranian nuclear programme, rocket attacks) is not mentioned.

Summary: The word choice in the book segment consistently adopts the language code of feminist activism without journalistic distancing; in the Iran topic, the opening formulation establishes a one-sided attribution of blame.



12. PRESENTER CONDUCT									5/10
1	2	3	4	5	6	7	8	9	10

Finding 1:

Timestamp

03:01–04:33

Triggering event: Book presentation with a politically controversial thesis about structural male threat

Quote (presenter text)

"Nicole List lays bare deeply entrenched social structures."

Comparison

No analogous topic in this broadcast in which a conservative or right-wing thesis was presented without critical contextualisation — not demonstrable within this broadcast, but structurally notable

Asymmetry: Plausible, but not directly comparably demonstrable within this broadcast — the broadcast contains no analogous counter-example

Finding 2:

Timestamp

03:20–03:23

Triggering event: Author formulates political goal: "List wants to provide incentives for gender justice."

Quote (presenter text)

No critical follow-up question, no contextualisation as a political goal

Comparison

Would an author who wants to "provide incentives for national sovereignty" or "incentives for meritocracy" have been presented without critical contextualisation? — Based on the broadcast pattern: questionable

Asymmetry: Plausible, but methodologically only demonstrable as a tendency, not as a direct comparison

Summary: The presenter conduct in the book segment is consistently affirmative — no critical distance, no follow-up questions, no contextualisation as a political agenda. This does not correspond to the journalistic standard of a news broadcast.



13. QUESTION ASYMMETRY

2/10

1

2

3

4

5

6

7

8

9

10

Note on methodology: This broadcast contains no live interviews. The book segment is based on an insert with sound bites from the author. Question asymmetry in the classical sense is therefore not directly measurable.

Asymmetry 1 (structural):

**To Nicole List
(implicitly,
through
selection of
sound bites)**

Exclusively affirmative statements are shown — no critical questions discernible

**To no
countervoice**

There is no second person to whom questions are put

Comparison

The selection of sound bites corresponds to an editorial decision that is functionally equivalent to question asymmetry

Summary: Since no live interviews take place, classical question asymmetry is not measurable. However, the selection of sound bites in the book segment is functionally equivalent to one-sided questioning.



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

14. FALSE BALANCE

1/10

1

2

3

4

5

6

7

8

9

10

Finding: In this broadcast there is no false balance — no artificial balance is created. The opposite is the case: in the book segment no countervoice is presented, which is captured under criterion 4 (omission) and criterion 9 (completeness).

Summary: No false balance in this broadcast. The problem is not artificial balance but complete one-sidedness in the book segment.



15. AGENDA-SETTING

6/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Agenda element set: Structural gender inequality as social reality

Timestamp

03:31–04:33 — Evidence: "Living in a male-dominated society" / "deeply entrenched social structures"

Alternative agenda: Equality progress of recent decades, individual responsibility, alternative explanatory models for gender dynamics, men as victims of violence

Finding 2:

Agenda element set: Book presentation as news value

Timestamp

03:01–03:07 — Evidence: "Nicole List runs a bookshop in Alsergrund in Vienna and is a book expert on television. Now she presents her first non-fiction book."

Alternative agenda: Why is this book news? Which relevance criteria were applied? Other books on gender topics (e.g. with a conservative perspective) are not presented.

Summary: The broadcast sets a feminist agenda as a self-evident news value through the book presentation, without justifying the selection decision or taking alternative perspectives into account.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1–9): 4.9 / 10
- SOFT FACTS SCORE (average criteria 10–15): 4.5 / 10

Dominant techniques

- 1. Framing (score 7):** The core theses of the book "Fear of Men" are consistently framed as a description of reality — "male-dominated society", "deeply entrenched structures", "lays bare" — without journalistic distancing. The ORF lends a politically activist thesis institutional authority through uncritical adoption of the language code.
- 2. Expert selection / omission (score 7 / 7):** The only person given a voice in the book segment is the author herself — with a direct commercial interest, without scientific qualification for sociological theses, SOURCE INDICATOR RED. No countervoice, no critical contextualisation, no alternative perspective.
- 3. Completeness (score 7):** Seven of ten relevant perspectives are entirely absent. The book segment — the longest individual segment of the broadcast — is a one-sided presentation without any counter-perspective. On the Iran topic, the European/Austrian dimension is entirely absent.

Core messages of the broadcast

****MESSAGE 1 (SUBSTANTIVE):** ** "Women live in structural fear of men — this is a social reality, not an individual perception."

Technique: Framing, word choice, source selection — evidence: 03:27, 03:39, 04:27

****MESSAGE 2 (PERSONAL):** ** "Nicole List is a credible expert whose book reveals important social truths."

Technique: Expert framing, affirmative moderation — evidence: 03:01, 04:27

****MESSAGE 3 (SOCIAL):** ** "Gender inequality is a deeply entrenched structural reality that deserves public attention — alternative perspectives are not relevant."

Technique: Agenda-setting, omission, completeness deficiency — evidence: 03:31, 04:04, 04:27

Rationale: The overall score of 4.7 lies on the boundary between "slight tendency" and "clear one-sidedness". The broadcast is a short news broadcast with limited scope — most topics (Iran, forest fire, Hipp) are reported factually and without discernible manipulation. The one-sidedness is concentrated on the book segment, which however carries disproportionate weight with ~30% airtime and closing position. Pursuant to §4 of the ORF Act, which requires objectivity, impartiality and diversity of opinion, the uncritical presentation of a political-feminist thesis without a countervoice is problematic — particularly since the topic of gender policy directly concerns all Austrian parties and is controversial across the political spectrum.

CONCLUSION

The ZIB short edition is largely factual and without discernible manipulation in its news segments (Iran, forest fire, Hipp, South Korea). However, the book segment "Fear of Men" (03:01–04:33) represents a clear violation of the requirement of diversity of opinion pursuant to §4 of the ORF Act: a political-feminist thesis is framed as a description of reality, the only actor given a voice is the commercial author herself (SOURCE INDICATOR RED), statistics are claimed without a primary source, and not a single counter-perspective is presented. The placement of this segment in the closing position with the longest individual airtime (~30%) amplifies the effect. For a news broadcast subject to the public service mandate, the uncritical book promotion with activist language code — "male-dominated society", "deeply entrenched structures", "lays bare" — without journalistic distancing is not compatible with §4 of the ORF Act. The overall finding is a slight to clear tendency towards a left-progressive agenda-setting, concentrated on a single but weighty segment.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — all 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	7	••••
2	SOURCE SELECTION	6	•••
3	TIME DISTRIBUTION	5	•••
4	OMISSION (Selective Omission)	7	••••
5	NUMERICAL MANIPULATION	4	••
6	GUILT BY ASSOCIATION	1	•
7	TIMING	4	••
8	SELECTIVE OUTRAGE	3	••
9	COMPLETENESS (Selective Omission — overall picture)	7	••••
10	FRAMING (setting the frame)	7	••••
11	WORD CHOICE AND TERMINOLOGY	6	•••
12	PRESENTER CONDUCT	5	•••
13	QUESTION ASYMMETRY	2	•
14	FALSE BALANCE	1	•
15	AGENDA-SETTING	6	•••

HARD FACTS SCORE (1-8)

4.9/10

Significant bias

SOFT FACTS SCORE (9-14)

4.5/10

Significant bias

OVERALL SCORE

4.7/10

Significant bias

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No relevant anomaly identified.
1–2	Weak finding	Slight anomaly without material impairment of balance.
3–4	Slight to moderate finding	Discernible tendency; impact relevance low to moderate.
5	Moderate finding with impact relevance	Relevant bias that influences the opinion-forming potential of the audience.
6	Significant finding (threshold)	Scores from 6 onwards are classified as "significant findings".
7	Significant finding	Clear, well-substantiated bias with marked impact relevance.
8–9	Serious finding	Pronounced bias; multiple substantiable individual findings in this criterion.
10	Maximum severity	Systematic, pervasive bias in this criterion.

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No material patterns discernible; broadcast complies with the requirement of factual accuracy.
2.6 – 4.0	Slight bias	Isolated anomalies; statistically visible, but still within the tolerance range.
4.1 – 6.0	Significant bias	Multiple significant findings; relevant impairment of diversity of perspectives.
6.1 – 8.0	Serious deviation from the requirement of balance. High degree of deviation	Pronounced, broadcast-wide patterns; high impact relevance.
8.1 – 10	Fundamental systemic one-sidedness. Very high degree of bias	Maximum severity across almost all criteria; systematically one-sided reporting.

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly treated less favourably in portrayal, airtime or framing.
-2 to -1	Slightly disadvantaged	Discernible but weak disadvantage.
0	Neutral	No discernible favouritism or disadvantage.
+1 to +2	Slightly favoured	Discernible but weak favouritism.
+3 to +5	Strongly favoured	Party is clearly treated more favourably in portrayal, airtime or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (§4 ORF Act)

Assessment pursuant to §4 ORF Act

Violation 1:

Norm: §4 para. 1 ORF Act (objectivity and impartiality)

Facts: Uncritical presentation of a political-feminist thesis as a description of reality without journalistic distancing

Evidence: Timestamp 03:31–03:45 — Quote: "Bookseller Nicole List describes in her debut a feeling that many women know: living in a male-dominated society had taught her to be prepared for potential assaults."

Assessment: The presenter text adopts the author's political thesis as fact. "Male-dominated society" is a politically connoted term that is used as a neutral description without distancing. This violates the requirement of impartiality.

Violation 2:

Norm: §4 para. 5 ORF Act (consideration of diversity of opinion)

Facts: Book segment without any countervoice or alternative perspective on a socio-politically controversial thesis

Evidence: Timestamp 03:01–04:33 — entire book segment without counter-perspective

Assessment: The topic of gender policy is highly controversial across the Austrian party spectrum (FPÖ: rejection of "gender ideology"; ÖVP: performance orientation; SPÖ/Greens: equality policy). The one-sided presentation without a countervoice violates the requirement of diversity of opinion pursuant to §4 para. 5 ORF Act.

Violation 3:

Norm: §4 para. 1 ORF Act (objectivity) in conjunction with journalistic duties of care

Facts: Claim of "statistics" without naming the source, without a verifiable basis

Evidence: Timestamp 04:04–04:10 — Quote: "Statistics that demonstrate a power imbalance between women and men"

Assessment: Relying on unnamed statistics as evidence for a political thesis does not comply with the requirement of objectivity. Viewers cannot verify the claim; the impression of scientific backing is not justified.

Overall assessment §4 ORF Act

The broadcast violates §4 para. 1 (objectivity/impartiality) and §4 para. 5 (diversity of opinion) of the ORF Act in its book segment. The violations are concentrated on a single segment, which however carries disproportionate weight with ~30% airtime and closing position. The remaining news segments are largely unimpeachable. A complaint to the ORF Audience Council or KommAustria would be justifiable on the basis of these findings, but would have limited prospects of success given the limited scope of the broadcast and the concentration on one segment — unless a pattern can be demonstrated across multiple broadcasts.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

Nicole List — author "Fear of Men"

1. FUNDING: Book publisher (not named); self-employed bookseller; TV book expert. Direct commercial interest in book sales. No public or scientific funding discernible.

2. MANDATE: No scientific mandate. Author of an opinion/experience book with a political thesis. Not compatible with a neutral social assessment.

3. CONFLICT OF INTEREST: Direct commercial interest (book sales); ideological interest (feminist agenda); reputational interest (establishing herself as a non-fiction author). Triple conflict of interest.

D1 Conflict of interest: -2 — Triple conflict of interest (commercial, ideological, reputational)

D2 Personal risk: +1 — Public feminist positioning carries risk in a polarised climate

D3 Professional competence: -2 — Bookseller/TV expert; no sociological, criminological or psychological qualification

D4 Opinion consistency: +1 — Consistent public stance recognisable

D5 Emotionalisation vs. data: -1 — Personal experiences dominate; statistics claimed, not substantiated

D6 Source level: -2 — Tertiary: non-fiction book without peer review

TOTAL: -5 → SOURCE INDICATOR: RED

5. COUNTERVOICE: No countervoice in the broadcast. Missing perspectives: criminology, men's research, conservative social criticism, critical literary criticism. None of these perspectives is cited.

IMPORTANT: The designation "book expert on television" is a social attribution, not a substantive qualification for sociological or criminological theses. The framing as an expert by the broadcast is itself part of the framing problem.

Analysis produced in accordance with Methodological Principle K11+K8 (Version 3.0-detail). All findings are based exclusively on the transcript provided. Timestamps refer to the transcript time references.

Legal and methodological classification

No finding of fact

The results presented do not constitute findings of fact about individual persons, editorial teams or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.

No legal ruling

The aggregated deviation index does not replace a legal assessment within the meaning of §4 ORF Act. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular KommAustria).

No proof of causality

Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.

No finding of intent

The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a significant bias has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.

Heuristic comparison instrument

The index serves for comparative pattern recognition across thousands of broadcasts, not for the precise metric measurement of individual segments. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Austria — ORF

Act

ORF Act (ORF-G, BGBl. No. 379/1984 as amended)

Relevant articles

- ORF-G §4 para. 5: Information must be comprehensive, independent, impartial and objective. All news and reports must be carefully checked for truth and origin; news and commentary must be clearly separated from one another.
- ORF-G §4 para. 5a: The totality of programmes must ensure diversity and balance.
- ORF-G §10 para. 7: Adequate consideration of all parties represented in the National Council.
- ORF-G §4 para. 1: Mandate for a differentiated overall programme that is comprehensive, independent, impartial and objective.

Core obligations

- 1. Objectivity and impartiality:** Comprehensive, independent, impartial information
- 2. Separation of news/commentary:** Clear distinction
- 3. Party consideration:** Adequate consideration of all National Council parties
- 4. Overall programme diversity:** Diversity and balance across all programmes

Supervisory authority

- KommAustria (Communications Authority Austria): media regulatory authority
- Federal Communications Senate: appeals body
- Audience Council: representation of listeners and viewers

Complaints procedure

1. ORF Audience Council
2. KommAustria
3. Federal Communications Senate
4. Administrative Court



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

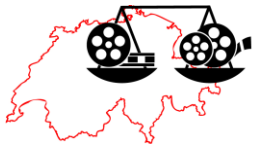
- Bennett, W. L. (1990). Toward a theory of press-state relations in the United States. *Journal of Communication*, 40(2), 103–125.
- Berelson, B. (1952). *Content analysis in communication research*. Free Press.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58.
- fög – Research Centre for the Public Sphere and Society (2024). *Yearbook Quality of the Media 2024*. Schwabe.
- Gilardi, F., Alizadeh, M. & Kubli, M. (2023). ChatGPT outperforms crowd workers for text-annotation tasks. *PNAS*, 120(30).
- Iyengar, S. & Kinder, D. R. (1987). *News that matters: Television and American opinion*. University of Chicago Press.
- Jolly, S. et al. (2022). Chapel Hill Expert Survey trend file, 1999–2019. *Electoral Studies*, 75, 102420.
- Krippendorff, K. (2004). *Content analysis: An introduction to its methodology* (2nd ed.). Sage.
- McCombs, M. E. & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176–187.
- Shoemaker, P. J. & Vos, T. P. (2009). *Gatekeeping theory*. Routledge.
- SVFAB (2026). *Methods report v4.1: Countable criteria and multi-model cross-validation*.
- Törnberg, P. (2023). ChatGPT-4 outperforms experts and crowd workers in annotating political Twitter messages. arXiv:2304.06588.

SVFAB Working Papers

- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

David Schläpfer — ORCID: 0009-0000-5671-9266

SVFAB — Swiss Association for Balanced Reporting | P.O. Box, 8021 Zurich 1 | www.svfab.ch | kontakt@svfab.ch | *Methods report March 2026 | Converter 3.4 (2026-05-20)*



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

Evaluations and membership at SVFAB

At SVFAB.ch you not only receive further detailed evaluations, but can also have them produced for any broadcasts of your choice (we charge for this).

In order to make our work solid, we depend on membership and patron contributions.

Contact and further information:

www.SVFAB.ch | Kontakt@SVFAB.ch

Bank details: PostFinance – POFICHBE

IBAN: CH32 0900 0000 1675 6251 1

Recipient: SVFAB, P.O. Box, CH-8021 Zurich 1



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

The following books are available from SVFAB

Orders via www.svfab.ch or kontakt@svfab.ch



Unbalanced reporting is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and source selection. Subsequently, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with many examples. In addition, it becomes apparent where we ourselves apply these techniques — this promotes not only insight but also empathy.

Optionally the book comes with **playing cards**

Also available as an **audiobook**



The interview is not a conversation. It is a stage — and someone else has written the script.

Those who do not know this provide material. Good quotes that are cut incorrectly. Correct statements that end up in the wrong context. Honest answers that are framed as confessions.

This book is not a media criticism book. It is a toolbox — for all those who have a microphone in front of them and want to know what they can do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three basic principles of sovereignty — anchoring, reframing, setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what counts after the interview.

For politicians, activists, entrepreneurs, whistleblowers — for all those who are exposed and want to understand how the game works. So that they stop playing along — and start shaping it.

In A5. Direct. For preparation, reference, follow-up and in difficult situations



You think you see the world. In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not change the facts — it changes what we make of the facts. How we feel. What we believe. How we decide. And it works — because we all participate. Daily. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of examples from real life. You learn not only how others frame you. You learn how you yourself frame — and how you can use it consciously and fairly.

Because those who understand framing see the world more clearly. Listen to the news differently. Conduct conversations with greater confidence. And can no longer so easily have a frame imposed on them that someone else has chosen.



Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

With many exercises and concrete examples from politics, media and everyday life — and the occasional smile.

Framing with style. Because the frame changes everything.



The SRG collects 1.56 billion francs per year — compulsorily, from every household. Those who feel unfairly treated can lodge a complaint. There is even a body for this: the UBI, the Independent Complaints Authority for Radio and Television.

Only: it is not independent. It has no sanctioning powers. And in 99.6% of all cases it decides: nothing.

This analysis lays bare the system — factually, precisely, without polemic. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the UBI system meets none of the three fundamental criteria — it is not adequate, not based on separation of powers, not market-based. The body that is supposed to protect citizens protects above all the system it was supposed to control.

Essential reading for all those considering a complaint — and for all those who want to understand why genuine media oversight in Switzerland is still outstanding.