



ČT PODROBNÁ ANALÝZA

20210911_CT - preruseni vysilani 11 zari.cs

Broadcast: ČT-Sendung | Analyzed: 2026-05-26 04:05

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Standard: §2 Zákona o ČT / §31 Zákona č. 231/2001

**OVERALL
SCORE**

3.3/10

Slight imbalance

0 = balanced, 10 = strongly biased/manipulative

POLITICAL SPECTRUM

Classification based on 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	Piráti	STAN	KDU-ČSL	ANO	TOP 09	ODS	Motoristé	SPD
CHES	2.50	4.50	5.50	6.00	6.00	7.00	7.50	8.50
Spectrum	<i>Left</i>	<i>Center</i>	<i>Center</i>	<i>Center-Right</i>	<i>Center-Right</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

The overall tendency is presented on a 0–10 scale (0 = strongly left-favoring, 5 = balanced, 10 = strongly right-favoring). The calculation is based on the difference in average favoritism of left vs. right parties (grouping per CHES 2024).

TENDENCY (L – R)

5.0 / 10

Balanced

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 provides political context and does not contribute to the overall score.



POLITICAL LANDSCAPE

The Czech Republic has been governed since January 2025 by a coalition government composed of the ANO 2011 movement (80 seats, 35.0%), SPD (15 seats, 6.2%) and Motoristé sobě/AUTO (13 seats, 5.5%). The Prime Minister is Andrej Babiš. The opposition consists of ODS (27 seats), STAN (22 seats), Piráti (18 seats), KDU-ČSL (16 seats) and TOP 09 (9 seats). The opposition holds a total of 92 seats out of 200.

Party	CHES L-R	Seats	Government/Opposition	Key position
Piráti	2.5	18	Opposition	Digitalisation, openness, left-wing liberalism
STAN	4.5	22	Opposition	Municipal self-governance, centre, pro-European
KDU-ČSL	5.5	16	Opposition	Christian democracy, centre
TOP 09	6.0	9	Opposition	Fiscal conservatism, pro-European
ANO	6.0	80	Government	Centrist populism, Babiš
ODS	7.0	27	Opposition	Right-wing liberalism, pro-Atlantic
Motoristé	7.5	13	Government	Right-wing, Euroscepticism
SPD	8.5	15	Government	Right-wing populism, anti-immigration

The dominant topics are the stance on the war in Ukraine (ANO and SPD are more reserved than the pro-Ukrainian opposition), migration policy (SPD radically opposed, ANO restrictive), the independence of public media (political pressure from ANO on ČT) and Babiš's controversies (Agrofert, StB past, Čapí hnízdo). The tension between the governing coalition and the opposition manifests itself particularly in questions of democratic standards and media freedom.

Czech Television is a public service broadcaster established by Act No. 483/1991 Coll. and is obliged under §2(2) to provide objective, verified, balanced and comprehensive information. Act No. 231/2001 Coll. in §31 imposes a duty of objectivity, balance and separation of commentary from news reporting. Czech Television is currently facing political pressure from the governing ANO coalition, with the question of the independence of public broadcasting being one of the key political topics.



CHAPTER 1 — PARTY BIAS

Assessment of party representation

The analysed programme is a historical-documentary show on the "Segment A" channel dedicated to the anniversary of 11 September 2001 and media coverage in the Czech Republic on that day. The programme contains no direct political debates, party positions or current political commentary. None of the parties is explicitly represented or evaluated in the programme.

Party	Score (-5..+5)	Portrayal in programme vs. programme position
ANO	0	Party does not appear in the programme — topic is unrelated to party politics — not evaluated
ODS	0	Party does not appear in the programme — not evaluated
STAN	0	Party does not appear in the programme — not evaluated
Piráti	0	Party does not appear in the programme — not evaluated
KDU-ČSL	0	Party does not appear in the programme — not evaluated
TOP 09	0	Party does not appear in the programme — not evaluated
SPD	0	Party does not appear in the programme — not evaluated
Motoristé	0	Party does not appear in the programme — not evaluated

Summary of party bias

- Most accurate portrayal: Not evaluable — no party is represented in the programme
- Strongest distortion: Not evaluable
- Average deviation from 0: 0.0
- Conclusion: The "Segment A" programme is a historical-documentary show dedicated to media coverage on 11 September 2001 in the Czech Republic. It contains no current political positions, party debates or evaluations of political party programmes. Party bias in the classical sense cannot be identified in this programme, as political parties are neither the subject nor the context of the programme.

Overall tendency on the left-right axis

TENDENCY SCORE: 0.0

CLASSIFICATION: Balanced

Reasoning: The programme is devoted to a historical event (11 September 2001) and its media reflection in the Czech Republic. It contains no elements of party framing, selection of sources according to political affiliation, or thematic agenda-setting in favour of the left or right. The only politically relevant moment — a mention of conspiracy theories — is handled neutrally with reference to an academic psychologist. The overall tendency is neutral.



CHAPTER 2 — PROGRAMME INFORMATION AND THEMATIC FRAMEWORK

Programme details

- Title: Segment A — "What did 11 September 2001 look like in the Czech Republic"
- Date (from context): September 2023 (22nd anniversary of the events of 11 September 2001; presenter states "22 years ago")
- Presenter/reporter: Tony (surname not given) — presenter and author of the "Segment A" programme
- Guests/persons in the programme:

Actors	Role	Party/Affiliation	Political spectrum
Tony (presenter)	Author and presenter of the Segment A programme	Independent YouTuber/creator	Not evaluable
Zdeněk Velíšek	ČT presenter (archival footage, 2001)	ČT — public broadcaster	Neutral/professional
Jiří Balvín	Then-director of ČT (quote)	ČT — public broadcaster	Neutral/professional
Pavel Zuna	ČT presenter (archival footage, 2001)	ČT — public broadcaster	Neutral/professional
Pavel Hlava	Czech worker in New York in 2001 (story)	Private individual	Not evaluable
Katherine	Czech-American woman working in WTC (archival footage)	Private individual	Not evaluable
David Ros Check	Boston author of the first conspiracy theory about 9/11 (quote from forum)	Private individual	Not evaluable
Karen Douglas	Psychologist, University of Kent	Academic institution	Neutral/scientific
Witnesses (anonymous)	Czech citizens recalling 11 September	Private individuals	Not evaluable
Former Google employee	Anonymous employee (archival video)	Google	Corporate

Main topic

The programme documents how media coverage unfolded and how Czech citizens and Czech media experienced 11 September 2001, with special emphasis on the technological and media conditions of that era.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard Facts — 9 techniques that are countable and scientifically verifiable

1. SELECTION OF EXPERTS

4/10

1 2 3 4 5 6 7 8 9 10

Expert 1: Karen Douglas, psychologist, University of Kent

Timestamp	13:15
Statement	"the effect of conspiracy theories lies according to Karen Douglas a psychologist from the University of Kent in the fact that people find the official explanation of some major disasters quite mundane and not particularly satisfying simply the reality is too boring"
Classification	Academic psychologist specialising in conspiracy theories; her research is recognised in the field.

Missing countervoice: An expert on structural analysis of buildings, a forensic engineer or a historian is missing who would substantively address the arguments of critics of the official version — instead their position is psychologised.

Assessment of source depth:

(a) FUNDING: University of Kent — a state-funded British public university. No apparent direct conflict of interest in the given context.

(b) MANDATE: Research on conspiracy theories is compatible with neutral assessment of the psychological mechanisms of their spread. The mandate is compatible.

D1 Conflict of interest: +1 — State funding without direct interest in the outcome; mild institutional interest in the relevance of the field

D2 Personal risk: +1 — Academic position is stable; research on conspiracy theories is not a career-risky topic

D3 Expert competence: +2 — Psychology of conspiracy theories is the direct area of her research

D4 Consistency of views: +1 — Her research is published in peer-reviewed journals; the position is consistent

D5 Emotionalisation vs. data: +2 — The statement is analytical, not appellative

D6 Source level: +1 — Secondary source (citation in programme, not a direct interview); original research is primary

TOTAL: +8 → SOURCE TRAFFIC LIGHT: GREEN

(c) PROFESSIONAL EXPERTISE: Karen Douglas's statement is scientifically relevant, but is used selectively — to psychologise critics of the official version, without providing space for substantive analysis of their arguments. This turns a scientific finding into a tool of discrediting (→ technique No. 6, Guilt by Association).

Expert 2: Jiří Balvín, then-director of ČT

Timestamp	04:33
Statement	"I was really furious and ran to the news centre of the control room what I saw there I will never forget as long as I live there was absolute calm some people were sitting with their feet on the table and nobody was doing anything"
Classification	Direct participant in events; his statement has the value of testimony, not expert analysis.

Missing countervoice: The perspective of journalists or technicians of that time is missing, who could provide an alternative explanation of the situation at the time.



Assessment of source depth:

- (a) **FUNDING:** ČT — public broadcaster funded by licence fees. Institutional interest in a positive image of ČT.
(b) **MANDATE:** As the then-director of ČT he has direct relevance to the topic; however, his statement is subjective and institutionally interested.

- D1 Conflict of interest: -1 — Institutional interest in a certain image of ČT
D2 Personal risk: 0 — The statement is retrospective; no current personal risk
D3 Expert competence: +2 — Direct participant in events; relevant to the topic
D4 Consistency of views: +1 — The statement is consistent with publicly available information about ČT's coverage at the time
D5 Emotionalisation vs. data: -1 — The statement is emotionally coloured ("I will never forget as long as I live", "absolute calm")
D6 Source level: +1 — Direct eyewitness testimony

TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW

- (c) **PROFESSIONAL EXPERTISE:** The statement is presented as objective testimony, although it is a subjective retrospective evaluation by an institutionally interested party.

Missing expert groups:

- Forensic engineer or structural expert (for substantive analysis of the collapse of WTC buildings)
- Media scholar (for systematic analysis of the journalistic failure)
- Historian specialising in 9/11 and its consequences

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Karen Douglas, psychologist, University of Kent	+1	+1	+2	+1	+2	+1	+8	GREEN
Jiří Balvín, then-director of ČT	-1	0	+2	+1	-1	+1	+2	YELLOW

Summary (result of matrix as structured overview):

- Karen Douglas: GREEN (+8) — scientifically relevant, but used selectively to psychologise critics
- Jiří Balvín: YELLOW (+2) — relevant witness, but institutionally interested and emotionally coloured



2. SELECTION OF SOURCES

3/10

1

2

3

4

5

6

7

8

9

10

Claims without primary source = penalty points (rumour check)

Source 1: Archival footage of ČT from 11 September 2001

Timestamp

03:47 — Statement: "Good afternoon from the news studio of Czech Television I welcome you to a special broadcast"

- (a) **Funding and founding body:** ČT — public broadcaster; the archival material is the property of ČT.
- (b) **Structural conflict of interest:** ČT as a source about its own coverage has an institutional interest in a certain image of its performance at the time; criticism is present (Balvín's quote), but in the overall tone ČT is portrayed as a medium that ultimately managed the situation.
- (c) **Missing:** Archival footage from Nova or Prima that would enable a comparison; independent evaluation of the coverage at the time.

Source 2: Forum post by David Ros Check (Boston, 2001)

Timestamp

12:20 — Statement: "is it just me or did anyone else notice that it wasn't the impact of the aircraft that blew up the World Trade Center"

- (a) **Funding:** Private individual; post on an internet forum.
- (b) **Structural conflict of interest:** No apparent financial interest; the post is presented as an example of a conspiracy theory.
- (c) **Missing:** Substantive analysis of the arguments; a counter-source (NIST forensic report or other expert study) is not cited by name or reference.

Source 3: Archival Google video (anonymous former employee)

Timestamp

11:01 — Statement: "our users were searching For New York Twin Towers and ours had Nothing relevant"

- (a) **Funding:** Google — private corporation; the video is part of corporate communications.
- (b) **Structural conflict of interest:** Google has an interest in a positive image of its crisis response; the story is presented as an example of innovation (the creation of Google News), not as a failure.
- (c) **Missing:** Independent assessment of Google's role in the spread of disinformation after 9/11.

Verification of rumours (penalty points): No significant unsubstantiated claims with typical verbal markers are identified in the programme. Claims are either supported by archival footage or are presented as quotes from specific individuals.

Summary: The selection of sources is narrow and focused predominantly on archival ČT material and personal testimonies; independent expert sources and a comparative perspective from other media are absent.



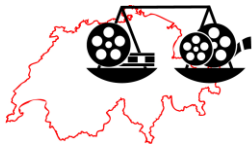
Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

3. TIME ALLOCATION									2/10
1	2	3	4	5	6	7	8	9	10

Estimated speaking time:

- Tony (presenter/author): approx. 10 min. (63%)
- Archival ČT footage (Velíšek, Zuna, news coverage): approx. 2 min. (13%)
- Story of Pavel Hlava: approx. 2 min. (13%)
- Other (Karen Douglas, witnesses, Google, conspiracy theories): approx. 1.5 min. (9%)
- Music/titles: approx. 1.5 min. (9%)

Summary: The programme is authored — the presenter dominates the airtime, which corresponds to the YouTube documentary format. This is not a news programme with multiple guests, so the asymmetry in speaking time is not in itself manipulative, but it reinforces the one-sidedness of the interpretation.



4. SELECTIVE OMISSIONS

6/10

1

2

3

4

5

6

7

8

9

10

Omission 1:

Context

The substantive arguments of critics of the official version of 9/11 are not addressed.

Relevant at: 12:03–13:13

Impact

The programme presents conspiracy theories as a psychological phenomenon (the need for a "proportionate explanation"), without substantively confronting specific arguments of critics — for example, the NIST report, firefighter testimonies about explosions, or questions concerning the collapse of WTC building 7. The viewer thus has no means to assess whether these are substantively grounded doubts or speculation.

Omission 2:

Context

The impact of 9/11 on the Czech Muslim community and the rise of Islamophobia.

Relevant at: 13:41–13:51 (mention of security measures)

Impact

The programme mentions security measures, but completely neglects the social consequences of 9/11 for minorities in the Czech Republic, particularly for Muslims. This omission creates an image of 9/11 as a purely media-technological event without social impacts.

Omission 3:

Context

Geopolitical and security consequences of 9/11 for the Czech Republic (participation in NATO operations, involvement in Afghanistan).

Relevant at: entire programme

Impact

The programme focuses exclusively on the media and technological dimension; there is no reflection on how 9/11 changed Czech foreign and security policy, even though the Czech Republic subsequently participated in the Afghan mission.

Summary: Selective omission is most pronounced in the area of substantive analysis of conspiracy theories and the social consequences of 9/11; the programme thus presents a narrowed picture of the event.

Missing Voices

- Security analyst/historian: Would contribute to the analysis of the long-term consequences of 9/11 for Czech and global security policy
- Media scholar/academic: Would contribute to a systematic analysis of the failures and successes of Czech media in crisis coverage
- Representative of the Muslim community in the Czech Republic: Would contribute to a reflection on the impact of 9/11 on Czech-Muslim relations and Islamophobia
- Direct eyewitness from the WTC or rescue worker: Would contribute to a deeper human dimension of the tragedy
- Critical analyst of conspiracy theories (with substantive argumentation): Would contribute to a substantive confrontation with specific arguments of critics, rather than merely their psychologisation



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

- Czech politician or diplomat of that time: Would contribute to reflection on the state response and diplomatic consequences
- Technology historian: Would contribute to a deeper analysis of the impact of 9/11 on the development of the internet and social networks
- Bereaved person or direct victim with a Czech connection: Would contribute personal testimony with direct Czech relevance



5. MANIPULATION WITH NUMBERS									2/10
1	2	3	4	5	6	7	8	9	10

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

Finding 1:	
Timestamp	03:11
Number: "in the Czech Republic four times fewer people used it than today" Dimension: (a) absolute value — not stated; (b) share — stated relatively ("four times fewer"); (c) trend — not indicated	
Missing context	The actual number of internet users in the Czech Republic in 2001 in absolute terms is not stated; a comparison with other Central European countries is absent.
Impact	The figure is used illustratively and without argumentative function; manipulative intent is not apparent. A minor penalty point for the absence of the absolute value.

Summary: Manipulation with numbers is not a dominant technique in this programme; figures are used illustratively rather than argumentatively. A score of 2/10 reflects minor shortcomings in contextualisation.



6. GUILT BY ASSOCIATION									5/10
1	2	3	4	5	6	7	8	9	10

Association 1:	
Timestamp	12:03–13:13
Quote	<i>"so it is a conspiracy theory even when the rubble of the buildings in New York was still smouldering on those early forums alongside current observations the first conspiracy theories began to seep through curious people started asking themselves what if it is all different from what we are being told"</i>

Technique: Critics of the official version are placed in the category of "conspiracy theories" without substantive analysis of their arguments; their motivation is explained psychologically (the need for a "proportionate explanation"), not substantively.

Impact	The viewer is led to conclude that doubts about the official version are the result of a psychological need, not substantive arguments — whereby any critical analysis is discredited in advance.
---------------	---

Verification for persons framed as "proponents of conspiracy theories":

David Ros Check (Boston):

- Does he work with verifiable primary sources? **PARTIALLY** — he refers to television footage, but without forensic analysis
- Are his key claims falsifiable? **YES** — the claim about controlled demolition is falsifiable (and was refuted by the NIST report)
- What did he lose by his position? No mention of personal losses
- What did he gain? Attention on the forum
- Net result: Gain > Loss → reduced credibility
- Tone: Analytical in the cited text, but without scientific methodology
- **RESULTING CATEGORY: B** — borderline case (partially substantiated, partially speculative)

Association chain: Doubts about 9/11 → "conspiracy theories" → psychological need → irrational thinking

Summary (assignment of categories with matrix reasoning):

- David Ros Check: Category B — borderline case; his arguments are falsifiable, but without scientific methodology; the programme places him in category C without substantive analysis, which is framing, not a substantiated conclusion.



7. TIMING

3/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Position: 12:03–13:13 (middle/end of programme)

Content: "so it is a conspiracy theory [...] Subsequent investigations showed that the structure of the towers was weakened by the heat from the aircraft and brought down by the weight of the falling floors but even today some people refuse to believe this version of events"

Timing effect: Conspiracy theories are placed immediately before the concluding part of the programme, where they are immediately dismissed with reference to "investigations" (without a specific source) and the psychological explanation of Karen Douglas. The viewer thus comes away with the impression that doubts are irrational — without the possibility of substantive assessment.

Summary: The timing of the conspiracy theory section immediately before the conclusion of the programme, combined with immediate dismissal, reinforces the impression that the question is settled — even though substantive debate on certain aspects of 9/11 continues in academic circles.



8. SELECTIVE INDIGNATION

2/10

1

2

3

4

5

6

7

8

9

10

Outrage = bias. Selective outrage amplifies the finding. Score = outrage level (0–5) + selectivity (0–5)

Methodological principle (v2.2): Before each assessment it is necessary to document the triggering event. A reaction can only be assessed as selective if comparable triggers for other positions did not produce an analogous reaction.

Finding 1:

Timestamp 04:33

Triggering event: Then-ČT director Jiří Balvín describes the inactivity of editors on the day of 9/11.

Reaction: "I was really furious and ran to the news centre of the control room"

Comparison

Analogous situation at other media (Nova, Prima) — reaction: no mention of their failure or inactivity; Nova is mentioned only in the context of refusal of Pavel Hlava's footage (07:55).

Asymmetry: The failure of ČT is explicitly named and dramatised; the failure of commercial media is not treated comparably. However, the programme is primarily focused on ČT as a public broadcaster, so the asymmetry is partly justifiable by thematic focus.

Degree of indignation: 1/5

Selectivity: 1/5

Summary: Selective indignation is not a dominant technique in this programme; a mild asymmetry in the portrayal of ČT's failures vs. commercial media is present, but is partly justifiable by the thematic focus of the programme.



9. SELECTIVE OMISSIONS — OVERALL PICTURE

6/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Timestamp 12:03–13:13

Missing perspective/fact: Substantive analysis of the arguments of critics of the official version of 9/11 (NIST report, collapse of WTC 7, firefighter testimonies).

Relevance: The programme mentions conspiracy theories as a phenomenon, but does not provide the viewer with tools for their substantive assessment; the reference to "investigations" is without a specific source.

Impact

The viewer is led to conclude that doubts are irrational, without being able to assess the substantive arguments.

Finding 2:

Timestamp entire programme

Missing perspective/fact: Geopolitical and security consequences of 9/11 for the Czech Republic (Afghan mission, changes in security policy, impact on Czech-American relations).

Relevance: 9/11 fundamentally influenced Czech foreign policy; this omission creates an image of the event as a purely media-technological matter.

Impact

The programme presents a narrowed and incomplete picture of the historical significance of 9/11.

Finding 3:

Timestamp entire programme

Missing perspective/fact: Impact of 9/11 on the Czech Muslim community and the rise of Islamophobia in the Czech Republic.

Relevance: 9/11 had a demonstrable impact on the perception of Muslims in Czech society; this omission is thematically relevant.

Impact

The programme portrays 9/11 as an event without social impacts on minorities.

Summary: The programme is thematically narrowed to the media and technological dimension of 9/11; it systematically neglects the geopolitical, security and social consequences of the event, thereby presenting an incomplete picture of the historical significance of 9/11.

End of hard facts — Beginning of soft facts

The topic of 11 September 2001 remains, more than two decades later, a subject of historical reflection, media studies and conspiracy debates. In Czech society there are various viewpoints: from mainstream acceptance of the official version of events through critical media analyses to conspiracy theories, which have a non-negligible base in the Czech Republic. The programme moves at the intersection of media history, technological development and collective memory. The topic of conspiracy theories is mentioned in the programme but handled selectively — without deeper analysis of the specific arguments of critics of the official version.

Share of covered perspectives

President: Schlaepfer, David - **Contact:** kontakt@SVFAB.ch - **Address:** 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

Inverted: original value measures coverage (higher = better). Shown as deviation (higher = larger gaps).

- [A] Perspective of direct victims and bereaved:** the human dimension of the tragedy
- [B] Perspective of media experts:** analysis of journalistic failures and successes
- [C] Perspective of technology historians:** development of the internet and social networks
- [D] Perspective of security analysts:** impact of 9/11 on security policy
- [E] Perspective of critics of the official version:** arguments questioning the conclusions of the investigation
- [F] Perspective of psychologists:** collective trauma and processing of shock
- [G] Perspective of journalists and editors:** professional reflection on the coverage of that day
- [H] Perspective of historians:** long-term consequences of 9/11 for the world order
- [I] Perspective of Czech politicians in 2001:** state response and security measures
- [J] Perspective of the Muslim community in the Czech Republic:** impact on the perception of Islam in Czech society

[A] INDICATED

Timestamp: 06:20 — Quote: "I cannot believe it is something terrible I was there every day I am afraid for my family" — Assessment: The human dimension is present through the brief testimony of Katherine, but without deeper treatment.

[B] ADDRESSED

Timestamp: 03:33–05:22 — Quote: "I was really furious and ran to the news centre of the control room what I saw there I will never forget as long as I live there was absolute calm" — Assessment: The perspective of media professionals is represented through the quote from Director Balvín and archival footage.

[C] ADDRESSED

Timestamp: 09:55–11:43 — Quote: "the internet looked exactly like this and about Facebook Twitter and others people could only dream" — Assessment: The technological context is addressed in detail and is one of the main topics of the programme.

[D] OMITTED

Timestamp: — — Quote: — — Assessment: The security and geopolitical consequences of 9/11 for the Czech Republic and the world are not addressed in the programme.

[E] INDICATED, BUT ONE-SIDEDLY

Timestamp: 12:03–13:13 — Quote: "Subsequent investigations showed that the structure of the towers was weakened by the heat from the aircraft and brought down by the weight of the falling floors" — Assessment: Conspiracy theories are mentioned but immediately dismissed without presenting the specific arguments of critics; a substantive confrontation with available evidence is absent.

[F] ADDRESSED

Timestamp: 13:15–13:35 — Quote: "the effect of conspiracy theories lies according to Karen Douglas a psychologist from the University of Kent in the fact that people find the official explanation of some major disasters quite mundane" — Assessment: The psychological perspective is represented, but only in relation to conspiracy theories, not to collective trauma as such.

[G] ADDRESSED

Timestamp: 03:47–05:22 — Quote: "our programme will be so exceptional that we will improvise at times" — Assessment: The perspective of journalists is represented through archival footage and the quote from the ČT director.

[H] OMITTED

Timestamp: — — Quote: — — Assessment: The historical consequences of 9/11 for the world order are not addressed in the programme; the programme focuses exclusively on the media and technological dimension.



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

[I] INDICATED

Timestamp: 13:41–13:51 — Quote: "American buildings in the Czech Republic or government and parliament buildings received special police protection the police tightened border controls" — Assessment: The response of the Czech state is mentioned only marginally.

[J] OMITTED

Timestamp: — — Quote: — — Assessment: The impact of 9/11 on the perception of the Muslim community in the Czech Republic is not addressed at all in the programme.

Completeness score: 5/10

The programme covers the media and technological dimension of the topic fairly thoroughly, but completely neglects the security, geopolitical, historical and social consequences of 9/11. The perspective of critics of the official version is present only as a negative example, not as a substantively treated alternative interpretation.



Soft Facts — 6 qualitative techniques

10. FRAMING

4/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Timestamp

00:00–00:31

Quote

"22 years ago the worst attack in modern history took place in the USA which permanently changed the face of the world"

Manipulation

The programme accepts as a given assumption that 9/11 was an "attack" (rather than, for example, a series of security service failures or a differently interpretable event); the frame for the entire programme is thereby set without reflection.

Why this is problematic: Accepting this frame without any reflection predetermines the way in which conspiracy theories are treated in the programme — as irrational rejection of "obvious truth", rather than as part of a legitimate historical debate.

Finding 2:

Timestamp

11:43–12:03

Quote

"paradoxically this acceleration further reinforced the horrors of terrorism because the more people it reaches and the sooner it does so the better for its perpetrators because the evil fear and terror will be all the stronger"

Manipulation

The programme accepts as a given assumption that terrorists are the "perpetrators" and their goal is to spread fear through the media — without reflection on alternative interpretations of motivations or actors.

Why this is problematic: This frame reinforces a binary image of "us vs. terrorists" without any analysis of the geopolitical context or the causes of terrorism.

Summary: The programme accepts the dominant narrative about 9/11 as a self-evident frame and provides no space for its reflection or questioning; framing is therefore present, but not aggressively manipulative.



11. CHOICE OF WORDS AND TERMS									3/10
1	2	3	4	5	6	7	8	9	10

Finding 1:

Timestamp	12:03
Quote	<i>"so it is a conspiracy theory"</i>
Manipulation	The term "conspiracy theory" is used as a discrediting label without definition or substantive analysis; in academic discourse this term is itself subject to debate.

Why this is problematic: A neutral alternative would be: "alternative interpretation of events" or "critical analyses of the official version"; the use of the term "conspiracy theory" discredits any doubts in advance.

Finding 2:

Timestamp	12:14
Quote	<i>"curious people started asking themselves what if it is all different from what we are being told"</i>
Manipulation	The word "curious" is used with an ironic undertone — in the context immediately following the discrediting of conspiracy theories it functions as a sarcastic remark.

Why this is problematic: A neutral alternative would be: "some people began to question the official version"; the ironic undertone discredits critical thinking as such.

Summary: The choice of words in the area of conspiracy theories is mildly discrediting; in the remaining parts of the programme the language is neutral and appropriate.



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

Methodological principle (v2.2): Before each assessment it is necessary to document the triggering event. An intervention can only be assessed as asymmetric if comparable triggers for other guests did not produce an analogous intervention.

Finding 1:

Timestamp 09:32–09:41

Triggering event: The presenter interrupts the narrative of Pavel Hlava's story to invite viewers to subscribe to the channel.

Quote (presenter) *"before we continue it will be really great if you subscribe now if you haven't done so yet it is a second's work and it will support Segment"*

Comparison An analogous call to subscribe is repeated at the end of the programme (14:53); this is a standard element of the YouTube format, not an asymmetry in presenting.

Asymmetry: Not demonstrable — the programme has no multiple guests for whom presenter behaviour could be compared.

Summary: The programme is an authored YouTube documentary without live guests; asymmetry in presenting in the classical sense is not demonstrable. A score of 2/10 reflects minor elements of authorial commentary that would be inappropriate in a news programme.



13. ASYMMETRY OF QUESTIONS

1/10

1

2

3

4

5

6

7

8

9

10

The programme does not have the format of an interview with guests; the presenter does not pose questions to live guests. The only "question" is an invitation to viewers:

Asymmetry 1:

To viewers, 14:49: "do you remember what you were doing on 11 September 2001 write it for me in the comments" — neutral/friendly

Comparison

No guest to whom questions of varying difficulty are posed.

Comparison

Asymmetry of questions is not demonstrable in this format.

Summary: Asymmetry of questions is not a relevant criterion for this type of authored documentary programme; a score of 1/10 reflects the absence of this element.



14. FALSE BALANCE									3/10
1	2	3	4	5	6	7	8	9	10

Finding 1:

Timestamp

12:03–13:35

Construct: The programme devotes approximately equal time to presenting the conspiracy theory (quote from David Ros Check) and dismissing it (reference to "investigations" + Karen Douglas) — but this "balance" is false, because:

- The conspiracy theory is presented through an anonymous forum post from 2001
- The dismissal is presented through a reference to "investigations" (without a specific source) and an academic psychologist
- Substantive analysis of the arguments of critics (NIST report, collapse of WTC 7) is absent

Analysis

The apparent balance (theory vs. dismissal) masks actual imbalance in the quality of argumentation; the viewer is led to conclude that the question is settled, although substantive debate continues.

Summary: False balance is present in the conspiracy theory section; in the remaining parts of the programme this element is not relevant.



15. AGENDA-SETTING

4/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Agenda element set: 11 September 2001 is presented as an unambiguously defined historical event with clearly identified perpetrators and causes; this is accepted as a self-evident premise.

Timestamp

00:00–00:31 — Evidence: "the worst attack in modern history"

Alternative agenda: Reflection on how the historical assessment of 9/11 is evolving; debate on the role of intelligence services; the question of whether and how media shaped public perception of the event.

Finding 2:

Agenda element set: Technological progress (internet, social networks) is presented as an unambiguously positive development, whose "paradoxical" negative consequence (spread of terrorist fear) is mentioned, but without deeper reflection.

Timestamp

11:43–12:03 — Evidence: "the internet in all its glory showed the future of society as such"

Alternative agenda: Critical reflection on the role of the internet and social networks in the spread of disinformation and radicalisation.

Summary: Agenda-setting is present in the form of uncritical acceptance of the dominant narrative about 9/11 and technological progress; alternative perspectives do not make it onto the agenda.



CHAPTER 4 — OVERALL EVALUATION

Overview of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Selection of experts	T	4	Selection of experts is narrow; Karen Douglas is used to psychologise critics, not for substantive analysis
2	Selection of sources	T	3	Sources are predominantly archival ČT material; independent expert sources are absent
3	Time allocation	T	2	The presenter dominates airtime; corresponds to the authored documentary format
4	Omissions	T	6	Substantive analysis of conspiracy theories and geopolitical consequences of 9/11 are systematically absent
5	Manipulation with numbers	T	2	Figures are used illustratively without significant manipulation
6	Guilt by Association	T	5	Critics of the official version are discredited through psychologisation without substantive analysis of their arguments
7	Timing	T	3	The conspiracy theory section is placed immediately before the conclusion with immediate dismissal
8	Selective indignation	T	2	Mild asymmetry in the portrayal of ČT's failures vs. commercial media
9	Completeness	T	6	The programme systematically neglects the geopolitical, security and social consequences of 9/11
10	Framing	M	4	The dominant narrative about 9/11 is accepted without reflection as a self-evident frame
11	Choice of words	M	3	The term "conspiracy theory" is used in a discrediting manner without definition
12	Presenter behaviour	M	2	Asymmetry in presenting is not demonstrable in an authored format without live guests
13	Asymmetry of questions	M	1	Asymmetry of questions is not relevant for this format without live guests
14	False Balance	M	3	False balance in the conspiracy theory section masks imbalance in the quality of argumentation
15	Agenda-Setting	M	4	The dominant narrative and technological optimism are accepted as self-evident premises

Results

- HARD FACTS SCORE (average of criteria 1–9): 3.7 / 10
- SOFT FACTS SCORE (average of criteria 10–15): 2.8 / 10



Dominant techniques

The three strongest techniques of this programme:

- 1. Omissions / Selective omissions (score 6):** The programme systematically neglects substantive analysis of the arguments of critics of the official version of 9/11 and the geopolitical consequences of the event. The viewer thus obtains a narrowed picture of the historical significance of 9/11, which is reduced to a media-technological phenomenon.
- 2. Guilt by Association (score 5):** Critics of the official version of 9/11 are placed in the category of "conspiracy theories" and their motivation is explained psychologically through the statement of Karen Douglas, without substantive analysis of their specific arguments. Thereby any critical analysis is discredited in advance.
- 3. Framing (score 4):** The programme accepts the dominant narrative about 9/11 as a self-evident frame without reflection; the binary image of "terrorist attack vs. victims" is accepted without any analysis of the geopolitical context or alternative interpretations.

Key messages of the programme

****MESSAGE 1 (CONTENT):** ** "11 September 2001 was an unambiguously defined historical event, the media coverage of which in the Czech Republic was initially chaotic, but ultimately managed."

Technique: Framing + archival footage — Evidence: 00:00–00:31, 03:47–05:22

****MESSAGE 2 (PERSONAL):** ** "Doubts about the official version of 9/11 are the result of a psychological need, not substantive arguments."

Technique: Guilt by Association + selection of experts — Evidence: 12:03–13:35

****MESSAGE 3 (SOCIAL):** ** "Technological progress (internet, social networks) is a positive development, whose negative consequences (spread of fear) are a paradoxical side effect."

Technique: Agenda-Setting + framing — Evidence: 11:43–12:03

Reasoning: The "Segment A" programme is an authored YouTube documentary, not a ČT news programme; its format (single presenter, no live guests, no claim to balance in the sense of §31 of Act No. 231/2001 Coll.) differs from standard news reporting. An overall score of 3.3/10 corresponds to the category "mild tendency", which manifests itself primarily in the selective omission of substantive analysis of conspiracy theories and in the acceptance of the dominant narrative without reflection. These shortcomings would be more serious in the context of a ČT news programme; in the context of an authored documentary format they are less critical, but still worthy of note from the perspective of §2 of the Czech Television Act, should the programme be included in ČT's broadcasting.

CONCLUSION

The "Segment A" programme devoted to media coverage on 11 September 2001 in the Czech Republic is an authored documentary format with a predominantly media-technological perspective. The main weakness of the programme is the selective treatment of the topic of conspiracy theories — critics of the official version are discredited through psychologisation (Karen Douglas) without substantive analysis of their specific arguments, thereby violating the principle of substantive balance within the meaning of §31(3) of Act No. 231/2001 Coll. The programme further systematically neglects the geopolitical, security and social consequences of 9/11, thereby presenting an incomplete picture of the historical significance of the event within the meaning of §2(2) of the Czech Television Act. An overall score of 3.3/10 corresponds to the category "mild tendency"; the programme is not systematically manipulative, but exhibits structural shortcomings in completeness and substantive balance which, in the context of a ČT news programme, would constitute a more serious violation of statutory obligations.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	SELECTION OF EXPERTS	4/10	<i>Slight imbalance</i>
2	SELECTION OF SOURCES	3/10	<i>Slight imbalance</i>
3	TIME ALLOCATION	2/10	<i>Unremarkable</i>
4	SELECTIVE OMISSIONS	6/10	<i>Significant imbalance</i>
5	MANIPULATION WITH NUMBERS	2/10	<i>Unremarkable</i>
6	GUILT BY ASSOCIATION	5/10	<i>Significant imbalance</i>
7	TIMING	3/10	<i>Slight imbalance</i>
8	SELECTIVE INDIGNATION	2/10	<i>Unremarkable</i>
9	SELECTIVE OMISSIONS — OVERALL PICTURE	6/10	<i>Significant imbalance</i>
10	FRAMING	4/10	<i>Slight imbalance</i>
11	CHOICE OF WORDS AND TERMS	3/10	<i>Slight imbalance</i>
12	PRESENTER BEHAVIOUR	2/10	<i>Unremarkable</i>
13	ASYMMETRY OF QUESTIONS	1/10	<i>Unremarkable</i>
14	FALSE BALANCE	3/10	<i>Slight imbalance</i>
15	AGENDA-SETTING	4/10	<i>Slight imbalance</i>

HARD FACTS SCORE (1-8)

3.7/10

Slight imbalance

SOFT FACTS SCORE (9-14)

2.8/10

Slight imbalance

OVERALL SCORE

3.3/10

Slight imbalance

Average of Hardfacts and Softfacts



KEY — Score Definitions

Individual Scores per Criterion (0–10)

0	No finding	No relevant anomaly detected.
1–2	Weak finding	Minor anomaly without substantial impact on balance.
3–4	Slight to moderate finding	Recognizable tendency; low to moderate impact relevance.
5	Moderate finding with impact	Relevant imbalance affecting the audience's opinion-forming potential.
6	Significant finding (threshold)	Scores of 6 and above are classified as 'significant findings.'
7	Significant finding	Clear, well-documented imbalance with distinct impact relevance.
8–9	Severe finding	Pronounced imbalance; multiple documented individual findings in this criterion.
10	Maximum severity	Systematic, pervasive imbalance in this criterion.

Aggregated Deviation Index — Interpretation Ranges

0.0 – 2.5	Unremarkable	No significant patterns detected; broadcast meets the impartiality standard.
2.6 – 4.0	Slight imbalance	Isolated anomalies; statistically visible but within tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of perspective diversity.
6.1 – 8.0	Serious deviation from the impartiality standard. High degree of deviation	Pronounced, cross-broadcast patterns; high impact relevance.
8.1 – 10	Fundamental systemic one-sidedness. Very high bias degree	Maximum severity across nearly all criteria; systematically one-sided reporting.

Party-Political Bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is significantly underrepresented in framing, airtime, or presentation.
-2 to -1	Slightly disadvantaged	Recognizable but minor disadvantage.
0	Neutral	No detectable favoritism or disadvantage.
+1 to +2	Slightly favored	Recognizable but minor favoritism.
+3 to +5	Strongly favored	Party is significantly overrepresented in framing, airtime, or presentation.



CHAPTER 5 — LEGAL CLASSIFICATION (§2 of the Czech Television Act / §31 of Act No. 231/2001)

Assessment under §2 of the Czech Television Act / §31 of Act No. 231/2001

The Czech Television Act (No. 483/1991 Coll.) §2(2)(a) requires the provision of objective, verified, in their entirety balanced and comprehensive information for the free formation of opinions. The Act on the Operation of Radio and Television Broadcasting (No. 231/2001 Coll.) §31(2) requires ensuring the objectivity and balance of information content and the separation of evaluative commentary from news reporting. §31(3) requires, for politically and economically controversial topics, balanced representation of opposing views.

Violation 1:

Standard: §31(3) of Act No. 231/2001 Coll. / §2(2)(a) of the Czech Television Act

Facts: The topic of conspiracy theories about 9/11 is a controversial topic for which the law requires balanced representation of opposing views; however, the programme presents only a psychological dismissal of critical viewpoints without substantive analysis of their arguments.

Evidence: Timestamp 12:03–13:35 — Quote: "Subsequent investigations showed that the structure of the towers was weakened by the heat from the aircraft and brought down by the weight of the falling floors but even today some people refuse to believe this version of events the effect of conspiracy theories lies according to Karen Douglas a psychologist from the University of Kent in the fact that people find the official explanation of some major disasters quite mundane"

Assessment: The reference to "investigations" is without a specific source; the substantive arguments of critics are not presented; the psychological explanation of Karen Douglas is used as a substitute for substantive confrontation. This violates the principle of balanced representation of opposing views.

Violation 2:

Standard: §2(2)(a) of the Czech Television Act — comprehensiveness of information

Facts: The programme systematically neglects the geopolitical, security and social consequences of 9/11 for the Czech Republic, thereby presenting an incomplete picture of the historical significance of the event.

Evidence: Entire programme — absence of any mention of Czech participation in the Afghan mission, impact on Czech-Muslim relations or changes in security policy.

Assessment: The programme meets the requirement for verifiability of information, but does not meet the requirement for comprehensiveness; this violates §2(2)(a) of the Czech Television Act in the part concerning the comprehensiveness of information.

Note on format: It must be emphasised that the "Segment A" programme is an authored YouTube documentary, whose inclusion in ČT broadcasting is not apparent from the transcript. If the programme were included in ČT broadcasting, the above violations would be legally relevant. If it is an independent YouTube channel, the statutory obligations of ČT do not apply to it directly; §31 of Act No. 231/2001 Coll. would be relevant only if the operator were a registered broadcaster.

Overall assessment under §2 of the Czech Television Act / §31 of Act No. 231/2001

The programme exhibits structural shortcomings in completeness and substantive balance that are relevant from the perspective of §2(2)(a) of the Czech Television Act and §31(3) of Act No. 231/2001 Coll. The most serious shortcoming is the selective treatment of the topic of conspiracy theories, where critical viewpoints are discredited through psychologisation without substantive analysis of their arguments — thereby violating the principle of balanced representation of opposing views. The programme further fails to meet the requirement for comprehensiveness of information, as it systematically neglects the geopolitical and social consequences of 9/11. Overall it can be stated that the programme would, in the context of ČT news broadcasting, constitute a mild violation of statutory obligations; in the context of an authored documentary format these violations are less serious, but still worthy of note.

IN-DEPTH SOURCE CHECK (mandatory for all cited expert institutions / NGOs / advisory bodies)

President: Schlaepfer, David - **Contact:** kontakt@SVFAB.ch - **Address:** SVFAB, P/O-Box, CH-8021 Zurich 1



Karen Douglas, psychologist, University of Kent

- 1. FUNDING:** University of Kent — state-funded British public university; research is funded from public funds and grants. No direct financial interest in the outcome of the evaluation of conspiracy theories.
- 2. MANDATE:** Research on the psychology of conspiracy theories is the direct area of her research; the mandate is compatible with neutral assessment of the psychological mechanisms of their spread. The mandate is not compatible with substantive analysis of specific claims about 9/11 — that is outside her field of expertise.
- 3. CONFLICT OF INTEREST:** Institutional interest in the relevance of the field of psychology of conspiracy theories; no direct financial conflict of interest. Mild institutional interest in conspiracy theories being perceived as a psychological phenomenon, not as substantively grounded doubts.
- 4. CREDIBILITY MATRIX (source traffic light, 6D -2/+2):**
 - D1 Conflict of interest: +1 — State funding without direct interest in the outcome
 - D2 Personal risk: +1 — Academic position is stable
 - D3 Expert competence: +2 — Direct area of research
 - D4 Consistency: +1 — Research published in peer-reviewed journals
 - D5 Emotionalisation vs. data: +2 — Analytical statement
 - D6 Source level: +1 — Secondary citation; original research is primary**TOTAL: +8 → SOURCE TRAFFIC LIGHT: GREEN**
- 5. COUNTERVOICE:** An expert on structural analysis of buildings or a forensic engineer is missing who would substantively analyse the arguments of critics; Karen Douglas is used as a substitute for substantive confrontation, not as a complement to it.

IMPORTANT: "Recognised" is not a substantive qualification. Karen Douglas is a recognised psychologist in the field of conspiracy theories — this does not qualify her to make substantive assessments of physical or forensic arguments about the collapse of WTC buildings. Using her statement as an argument against substantive doubts is a categorical error.

Analysis prepared in accordance with the methodological principles of K11+K8 (version 3.0-detail). All conclusions are supported by direct quotes from the transcript with timestamps. The analysis is intended for internal evaluation; for judicial use it would need to be supplemented with a verified transcript and audiovisual recording.

Legal and Methodological Notes

No factual determination	The results presented do not constitute factual determinations about individual persons, editorial teams, or broadcasts. They are the product of a standardized operationalization, not a finding of individual responsibility.
No legal judgment	The aggregated deviation index does not replace a legal assessment under Zákon o ČT / Zákon č. 231/2001. The determination of whether a specific broadcast violates legal requirements is exclusively the responsibility of the competent authorities (in particular RRTV).
No proof of causation	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intent. Deviation values may be influenced by topic selection, news environment, political controversy, or format logic.
No judgment of intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means a significant imbalance was detected — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.



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

**Heuristic
comparison tool**

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



APPENDIX 1: NATIONAL BROADCASTING LAW

Legal Framework

Czech public television is governed by the Czech Television Act (Zákon o České televizi, č. 483/1991 Sb.) and the Broadcasting Act (Zákon o provozování rozhlasového a televizního vysílání, č. 231/2001 Sb.). These laws mandate that Česká televize provides objective, verified, balanced and comprehensive information for the free formation of opinions. The Broadcasting Act further requires all broadcasters to ensure objectivity and balance in news programming and to clearly separate factual reporting from evaluative commentary.

Key Provisions

- §2 odst. 2 písm. a) Zákona o ČT: "poskytování objektivních, ověřených, ve svém celku vyvážených a všestranných informací pro svobodné vytváření názorů" — Provision of objective, verified, balanced and comprehensive information for free opinion formation.
- §31 odst. 2 Zákona č. 231/2001 Sb.: Broadcasters must ensure objectivity and balance of information content; evaluative commentary must be clearly separated from factual reporting.
- §31 odst. 3: In programmes dealing with political or economic controversies, the broadcaster must ensure balanced representation of competing views.
- §31 odst. 4: The right of reply must be granted to persons or groups whose reputation or rights may have been affected.
- §2 odst. 2 písm. b) Zákona o ČT: ČT must create and broadcast programmes for all population groups, including minorities and disadvantaged groups.

Regulatory Body

Rada pro rozhlasové a televizní vysílání (RRTV) — Council for Radio and Television Broadcasting. 13 members appointed by the Prime Minister on nomination from the Chamber of Deputies. Complaints can be filed via data box, e-mail (info@rrtv.cz), or in person. Response window: 30 days. Limitation period: 3 years.



APPENDIX 2: SCIENTIFIC REFERENCES

References

- 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 – Forschungszentrum Öffentlichkeit und Gesellschaft (2024). *Jahrbuch Qualität der Medien 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). *Methodenbericht v4.1: Zählbare Kriterien und Multi-Modell-Kreuzvalidierung*.
- 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



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

Reports and Membership at SVFAB

At SVFAB.ch you will find detailed reports and can also commission custom analyses for any broadcast (billed separately). To ensure the quality of our work, we depend on membership fees and donations.

Contact and further information:

www.SVFAB.ch | Kontakt@SVFAB.ch

Bank details: PostFinance – POFICHBE

IBAN: CH32 0900 0000 1675 6251 1

Beneficiary: SVFAB, Postfach, CH-8021 Zürich 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: Manipulation techniques are explained in detail, starting with the selection of staff and sources. Then 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with numerous examples. Additionally, it becomes apparent where we ourselves apply these techniques – fostering not only awareness 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 don't know this deliver material. Good quotes that get cut wrong. Correct statements that end up in the wrong context. Honest answers framed as confessions.

This book is not a media criticism book. It is a toolbox – for everyone who faces a microphone and wants to know what to do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three principles of sovereignty – anchoring, reframing, setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what matters after the interview.

For politicians, activists, entrepreneurs, whistleblowers – for everyone who is in the public eye and wants to understand how the game works. So they stop playing along – and start shaping it.

In A5 format. Direct. For preparation, reference, follow-up and when difficulties arise



You think you see the world. In reality you see the frame someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It doesn't 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 play along. Every day. Unconsciously. You too. This book is not a dry textbook. It is a workbook – playful, direct, full of real-life examples. You don't just learn how others frame you. You learn how you yourself frame – and how you can use it consciously and fairly.

Because whoever understands framing sees the world more clearly. Hears news differently. Conducts conversations more confidently. And no longer so easily accepts a frame chosen by someone else.



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.