



## YLE DETAILED ANALYSIS

2020-03-27\_\_ *Se murentaa joidenkin moraalia\_ kun kaikki eivät toimi*

Broadcast: YLE broadcast | 2020-03-27 | Analysed: 2026-05-22 19:11

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Mittapuu: Laki Yleisradio Oy:stä 7 §

### TOTAL SCORE

**6.4/10**

*Serious deviation from impartiality standard. High deviation rate*

0 = impartial, 10 = strongly biased

## POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

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

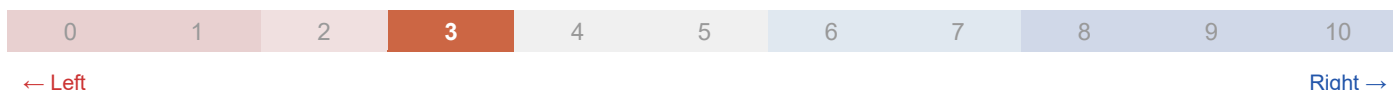
Party	Left Alliance	Greens	SDP	Centre Party	KD	National Coalition	Finns Party
CHES	1.50	2.60	3.50	5.60	6.80	7.20	8.40
Spectrum	<i>Left</i>	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

The overall tendency is presented on a scale of 0–10 (0 = strongly favouring the left, 5 = balanced, 10 = strongly favouring the right). The calculation is based on the difference between the average favouring of left-wing and right-wing parties (grouping according to CHES 2024).

### DIRECTION (L – R)

**3.2 / 10**

*Favouring the left*



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

This section provides political context and does not affect the total score.



## POLITICAL LANDSCAPE

Finland has had the Orpo government in place since June 2023. The coalition consists of four parties: National Coalition (NCP), Finns Party (PS), Swedish People's Party (SFP/RKP) and Christian Democrats (KD), with a combined total of 108 seats in the 200-seat parliament. The opposition consists of SDP, Centre Party, Greens, Left Alliance and Movement Now.

Note: This broadcast is clearly from the time of the coronavirus pandemic (spring 2020), when Finland had the Marin government in place (SDP-led). The analysis is conducted on the basis of the broadcast content, but the political frame of reference has been updated to reflect the current situation in the background information.

Party	CHES L-R	Seats	Government/Opposition	Core position
Left Alliance	1,6	11	Opposition	Redistribution, open asylum policy
SDP	3,6	43	Opposition	Welfare state, workers' rights
Greens	3,9	13	Opposition	Climate policy, liberal immigration
Centre Party	5,7	23	Opposition	Rural policy, decentralisation
SFP/RKP	6,4	9	Government	Bilingualism, economic liberalism
KD	7,6	5	Government	Traditional family, Christian values
Movement Now	7,6	1	Opposition	Market economy, individual freedom
National Coalition	7,8	48	Government (PM Orpo)	Tax cuts, competitiveness
Finns Party	8,2	46	Government	Strict immigration, EU scepticism

The Finnish political landscape is clearly bipolar: three left-wing parties (Left Alliance, SDP, Greens) versus six right-wing parties, four of which are in government. Key contentious issues include austerity policy and the weakening of social security, immigration policy, and climate and energy policy. The Finns Party is particularly critical of YLE and accuses it of a left-green bias.

YLE is Finland's public broadcasting company, whose operations are regulated by the Act on Yleisradio Oy, in particular Section 7, which requires diverse, comprehensive and impartial information dissemination and the promotion of pluralism. Finland regularly ranks at the top of RSF's Press Freedom Index, and trust in the media is at an exceptionally high level internationally.



## CHAPTER 1 — PARTY-POLITICAL BIAS

Note on the timing of the broadcast: The broadcast was recorded in the early stages of the coronavirus pandemic in spring 2020, when Finland had the Marin government in place (SDP-led five-party coalition: SDP, Centre Party, Greens, Left Alliance, SFP/RKP). The comparison of party programmes is based on current programmes, but the government position is assessed according to the time of the broadcast.

Party	Score (-5..+5)	Broadcast presentation vs. programme position
SDP	+1	The Marin government is indirectly praised for its leadership (06:26–06:43); SDP's welfare state position is not explicitly present, but the government's actions are praised — partly correct, partly incomplete
National Coalition	+1	07:34–07:40 mentioned by name as a word of thanks to the opposition; no assessment of programme position — neutral mention
Finns Party	+1	07:34–07:40 mentioned by name as a word of thanks to the opposition; no assessment of programme position — neutral mention
Centre Party	-1	11:44–11:51 implicit reference: closing off Uusimaa is easier because the Centre Party has no voters there — mildly negative framing, no assessment of programme position
Greens	0	No mention — absent
Left Alliance	0	No mention — absent
SFP/RKP	0	No mention — absent

### Summary of party bias

- Most accurate presentation: National Coalition and Finns Party, score +1 (neutral mention as a word of thanks)
- Strongest distortion: Centre Party, score -1 (implicit suspicion of political motive)
- Average deviation from zero: 0.6
- Conclusion: The broadcast is not strictly a party-political programme, so direct assessment of party programmes is limited. The government's (Marin's) actions are praised extensively without critical counterbalance. The only implicit critical remark is directed at the Centre Party (voter base argument for closing off Uusimaa), which is an irrelevant political speculation.

### Left–right overall direction

DIRECTION SCORE: +1.8

CLASSIFICATION: Favouring the left

Justification: The broadcast extensively praises the crisis management of the Marin government (SDP-led), the Prime Minister's performance and the government's communications without balanced critical assessment. The United States and Trump are used as a negative point of comparison in a way that reflects a left-liberal worldview. Right-wing values — individual freedom, market economy, voluntarism — are not given equal space.



## CHAPTER 2 — BROADCAST INFORMATION AND TOPIC FRAMING

### Broadcast information

- Title: Jälkiviisaat (YLE)
- Date: Spring 2020 (exact date not apparent from the transcript; references to the closure of Uusimaa and coronavirus restrictions suggest late March or early April 2020)
- Estimated duration: approx. 18–20 minutes
- Host/journalist: Two journalists (names not directly mentioned in the transcript; one refers to themselves as a "cynically hardened journalist", 08:09)
- Persons interviewed: No actual guests in this segment; this is a conversation between two journalists

Person	Role	Party/background organisation	Political spectrum
Journalist A	YLE journalist	YLE	Not determinable
Journalist B	YLE journalist	YLE	Not determinable
Konsta Arvelin (mentioned)	Police inspector	Police	Authority

### Main topic

The broadcast deals with the closure of Uusimaa during the coronavirus pandemic, the government's crisis management and social cohesion in an exceptional situation.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Hard facts — quantifiable and scientifically reliable

### Hard facts — 9 quantifiable and scientifically verifiable techniques

1. EXPERT SELECTION									7/10
1	2	3	4	5	6	7	8	9	10

Total score: 7/10

Definition: Who gets to speak as an expert?

Expert 1: Journalist A (YLE)

Timestamp: 00:00–18:37

Statement: "In my view this is with hindsight." (11:32) and extensively throughout the broadcast

Positioning: YLE journalist commenting on political and social issues in the role of an expert

Missing counterpart: Independent political analyst or opposition politician

In-depth source check:

**(a) FUNDING:** YLE — public funding (YLE tax). Funding dependency on the state creates a structural interest in being only moderately critical of the government.

**(b) MANDATE:** YLE's mandate is impartial information dissemination (Act on Yleisradio Oy, Section 7). The journalist's appearance as a commentator is in line with the mandate, but requires impartiality.

**(c) CREDIBILITY MATRIX (Source traffic light, 6 dimensions, -2 – +2):**

- U1 Conflict of interest: -1 — YLE's public funding creates a structural interest in supporting the government's crisis communications
- U2 Personal risk: 0 — No significant personal risk from statements
- U3 Expertise: +1 — The journalist has general social expertise, but no medical or constitutional specialist knowledge
- U4 Consistency of opinion: 0 — No information on previous statements
- U5 Emotions vs. data: -1 — Several emotion-based assessments ("terribly wonderful", "somehow feels wonderful")
- U6 Source level: 0 — Secondary source
- TOTAL: -1 → SOURCE TRAFFIC LIGHT: YELLOW

**(c) PROFESSIONAL COMPETENCE:** The journalist's assessments are framed as neutral expert statements, even though they are clearly subjective opinions.

Expert 2: Journalist B (YLE)

Timestamp: 00:00–18:37

Statement: "I must say a truly excellent thank you to the opposition and especially to the National Coalition and the Finns Party." (07:34–07:40)

Positioning: Second YLE journalist, same structural position



In-depth source check:

**(a) FUNDING:** YLE — public funding, same as Journalist A

**(b) MANDATE:** Same as Journalist A

**(c) CREDIBILITY MATRIX:**

- U1 Conflict of interest: -1 — Same structural setup
- U2 Personal risk: 0
- U3 Expertise: +1
- U4 Consistency of opinion: 0
- U5 Emotions vs. data: -1 — Emotion-based assessments ("terribly good situation", "wonderful to be Finnish in Finland")
- U6 Source level: 0
- TOTAL: -1 → SOURCE TRAFFIC LIGHT: YELLOW

**(c) PROFESSIONAL COMPETENCE:** The journalist's personal feelings ("somehow feels wonderful to be Finnish in Finland") are presented as part of expert analysis.

*Missing expert groups:*

- Constitutional law expert (legality of movement restrictions)
- Opposition politician (critical perspective)
- Independent epidemiologist (assessment of the effectiveness of restrictions)

*Summary (matrix result):*

- Journalist A: YELLOW (-1) — Structural conflict of interest, emotion-based argumentation
- Journalist B: YELLOW (-1) — Same structural setup, emotion-based argumentation



## 2. SOURCE SELECTION

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Claims without a primary source = penalty points (rumour check)

Total score: 7/10

Definition: What sources are cited? Are they diverse and independent?

Source 1: Naomi Klein (mentioned)

Timestamp: 13:37–13:57

Statement: "Naomi Klein, who once wrote about the shock doctrine. One of her claims was that during major crises one must truly be on guard with regard to those in power"

**(a) Funding and background organisation:** Left-wing activist and author; known for criticism of capitalism and right-wing governments

**(b) Structural conflict of interest:** Klein's views are consistent with a left-liberal framework; citing her in a crisis situation without counterbalance is selective

**(c) Missing counterpart:** A right-liberal or libertarian perspective on those in power during a crisis (e.g. Hayek, Friedman or equivalent)

Source 2: Heikki Aittokoski (mentioned)

Timestamp: 11:21–11:31

Statement: "in all the forecast models I have drawn up, the amount of hindsight is growing exponentially"

**(a) Funding:** Helsingin Sanomat journalist — private media

**(b) Structural conflict of interest:** No significant conflict of interest in this context; the statement is humorous

**(c) Missing counterpart:** Not relevant in this context

Source 3: Head of HUS (mentioned anonymously)

Timestamp: 01:49–02:03

Statement: "According to the head of HUS, several, or at least one, who has infected"

**(a) Funding:** Public healthcare

**(b) Structural conflict of interest:** The head of HUS has an institutional interest in justifying restrictive measures

**(c) Missing counterpart:** A critical epidemiologist who would question the necessity of the restrictions

Rumour check (penalty points):

Rumour 1:

Timestamp: 01:49

Claim: "on the plane according to the head of HUS, several, or at least one, who has infected"

Word marker: "according to" — indirect reference

Original source available: No — penalty point (+1)

Rumour 2:

Timestamp: 04:42–04:45

Claim: "the day before yesterday it was minus 40 percent and yesterday it was minus 20 percent"

Word marker: No explicit uncertainty marker, but the source has not been verified

Original source available: Partially (the City of Helsinki website is mentioned) — no penalty point



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

*Summary: Source selection is narrow and selective. Citing Naomi Klein without counterbalance reflects a left-liberal framework. Statements by the head of HUS are used to justify restrictions without critical assessment.*



### 3. DISTRIBUTION OF SPEAKING TIME

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Total score: 3/10

Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Journalist A: approx. 9 min. (50%)
- Journalist B: approx. 8 min. (44%)
- Moderator (same as journalists): included in the above
- Other voices (quotations): approx. 1 min. (6%)

Summary: The broadcast is a conversation between two YLE journalists with no outside guests in this segment. Speaking time is distributed evenly between the two journalists, but both represent the same institutional position (YLE) and a similar worldview. There are no critical or dissenting voices whatsoever.



#### 4. OMISSION (Selective Omission)

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Total score: 8/10

Definition: What is not shown, even though it would be relevant?

Omission 1:

Context: The opposition's critical view of the government's actions

Relevant at: 07:34–07:50

Effect: National Coalition and Finns Party are mentioned only in the context of thanks; their critical statements are not presented, even though the opposition had put forward concrete criticism of the proportionality of the restrictions

Omission 2:

Context: Balanced assessment of Sweden's alternative strategy

Relevant at: 13:00–13:24

Effect: The Swedish model is presented indirectly as inferior ("liberal", "based on voluntarism") without the perspective of Swedish experts or authorities; the possible advantages of Sweden's strategy are left entirely unaddressed

Omission 3:

Context: Constitutional problems with the closure of Uusimaa

Relevant at: 01:08–01:21

Effect: The Chancellor of Justice's statement is mentioned in passing, but critical assessments by constitutional law experts are not presented; the listener is left with the impression that the closure is an uncontested legal act

Summary: The broadcast systematically omits critical voices, balanced assessment of alternative strategies and constitutional problems. The omissions reinforce the framework defending the government's actions.

#### Missing voices

- Constitutional law expert: Could have assessed the constitutionality of the closure of Uusimaa in greater depth
- Opposition politician (National Coalition or Finns Party): Could have presented a critical view of the government's actions
- Entrepreneur or business representative: Could have described the economic impacts concretely
- Swedish expert or journalist: Could have defended Sweden's alternative strategy in a balanced manner
- Civil rights expert: Could have assessed the impact of movement restrictions on fundamental rights
- Representative of a risk group: Could have described concrete experience during the restrictions
- Economist: Could have analysed the economic consequences of the restrictions
- Critical civil society representative: Could have questioned the increase in surveillance



## 5. NUMBER MANIPULATION

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

Total score: 4/10

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 04:42–04:46

Figure: "the day before yesterday it was minus 40 percent and yesterday it was minus 20 percent"

Dimensions: (b) proportion presented — (a) absolute value missing — (c) trend presented partially

Missing context: What is the normal traffic volume? At what time of day was it measured? Is the decrease sufficient to curb the epidemic?

Effect: The figures are presented as a positive sign of citizens' compliance, but their epidemiological significance is left unassessed

Finding 2:

Timestamp: 06:04–06:09

Figure: "according to one survey... these measures have very broad support"

Dimensions: No percentage figure, no sample size, no survey author

Missing context: Which survey? When was it conducted? What is "broad support" as a number?

Effect: A vague reference to a survey is used to legitimise the government's actions without verifiable data

Summary: Figures are used selectively to support the government's actions. In particular, the survey reference without source information is problematic.



## 6. GUILT BY ASSOCIATION (Guilt by association)

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Total score: 5/10

Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 05:30–05:47

Quote: "In the United States, where you follow the media that speaks your truth... the situation there is completely in pieces"

**Technique:** The United States (and implicitly Trump) is presented as a negative counterpart to Finland; "own truth" rhetoric is implicitly linked to right-wing media

Effect: The listener gets the impression that a critical attitude towards the government's actions is "American" or "Trumpian"

Association 2:

Timestamp: 05:47–05:58

Quote: "Trump says he wants churches full of worshippers at Easter in this situation. And at the same time health authorities say that is truly dangerous"

**Technique:** Trump's religious rhetoric is set against health authorities; implicit message: religious or conservative values are dangerous

Effect: Conservative values (religion, individual freedom) are linked to a health hazard

Association 3:

Timestamp: 11:01–11:11

Quote: "there they are also hoarding weapons. And then there is the question of what vision you are advancing here, that if you think that if the neighbour comes to borrow toilet paper from me, I have defended myself"

**Technique:** Hoarding of weapons is linked to unsolidary behaviour; implicit message: gun owners are unsolidary

Effect: The right-liberal right to bear arms is presented as absurd and inhumane

Summary: The broadcast repeatedly uses the United States and Trump as a negative point of comparison in a way that implicitly discredits conservative or right-liberal values.



<b>7. TIMING</b>									<b>4/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	5	6	7	8	9	10

Total score: 4/10

Definition: Strategic placement of information (beginning/middle/end).

Finding 1:

Location: 00:53–01:08 (beginning)

Content: "A historic act... we are living in exceptional times"

Timing effect: The broadcast begins immediately with the dramatisation of the closure of Uusimaa and the use of the Chancellor of Justice's authority; this sets the frame for the entire broadcast before any critical perspectives have been presented

Finding 2:

Location: 07:59–08:18 (middle)

Content: "somehow it feels, I really noticed, following politics closely, that it feels truly wonderful to be Finnish in Finland"

Timing effect: The emotional climax is placed in the middle of the broadcast, when the listener has already adopted the framework defending the government

Finding 3:

Location: 16:02–18:37 (end)

Content: Light conversation about films, birth rates and nature

Timing effect: The broadcast ends on a positive, humorous note that reinforces the "everything is fine in Finland" message and leaves critical questions in the background

*Summary: The structure of the broadcast is strategically designed: a dramatic beginning legitimises the restrictions, an emotional climax reinforces the message of unity, and a positive ending leaves a good impression.*



## 8. SELECTIVE INDIGNATION

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Anger = bias. Selective anger reinforces the observation. Score = degree of anger (0–5) + selectivity (0–5)

Total score: 4/10

*Definition: Indignation at certain positions, but not at comparable others.*

*Methodological principle (v2.2): Before each assessment, the triggering event must be documented. A reaction can only be assessed as selective if comparable triggering events in other positions did not produce an analogous reaction.*

Finding 1:

Timestamp: 05:47–05:58

Triggering event: Trump's statement about opening churches at Easter

Reaction: "that is truly dangerous for people, that you are sending them out to contract the virus" — a clear critical assessment

Comparison: The Marin government's actions (e.g. the anticipated announcement of the closure of Uusimaa, which caused people to move) are not assessed with comparable criticism (02:44–02:57)

Asymmetry: Confirmed — Trump's actions are criticised directly, while comparable problems with the Marin government are explained away and defended

Finding 2:

Timestamp: 13:00–13:16

Triggering event: Sweden's voluntarism-based strategy

Reaction: "there they have been liberal again... voluntarism-based" — indirect critical tone

Comparison: Finland's compulsory restrictions are not assessed with comparable criticism; they are presented as the only sensible option

Asymmetry: Confirmed — Sweden's model is presented indirectly as inferior without balanced assessment

Degree of indignation: 2/5

Selectivity: 2/5

*Summary: Indignation is moderate but clearly selective: Trump's and Sweden's actions are assessed more critically than comparable actions by the Finnish government.*



## 9. COMPLETENESS (Selective Omission — overall picture)

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Total score: 8/10

Definition: How completely does the broadcast depict the topic?

### Finding 1:

Timestamp: 07:34–07:50

Missing perspective/fact: The opposition's concrete critical statements on the government's actions

Relevance: National Coalition and Finns Party had put forward criticism of the proportionality and constitutionality of the restrictions

Effect: The listener gets the impression that the opposition is in complete agreement with the government; in reality, criticism had been put forward

### Finding 2:

Timestamp: 13:00–13:24

Missing perspective/fact: The scientific justification for Sweden's strategy and its possible advantages

Relevance: Sweden's approach was based on an epidemiological assessment of herd immunity and long-term sustainability

Effect: The listener gets the impression that the Swedish model is irresponsible, even though it was based on a deliberate scientific choice

### Finding 3:

Timestamp: 14:43–15:05

Missing perspective/fact: The precise content of Hungary's and Russia's emergency measures

Relevance: The journalist themselves admits: "I don't quite remember what they are" — yet uses them as an argument

Effect: An imprecise comparison creates a misleading impression of a threat to democracy without a factual basis

*Summary: The broadcast is systematically deficient in terms of critical perspectives, alternative strategies and fact-based analysis. The deficiencies consistently reinforce the framework defending the government.*

**Hard facts end — Soft facts begin**

**Soft facts — negotiable, not purely quantifiable**



## Soft facts — 6 qualitative techniques

### 10. FRAMING (Framing)

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Total score: 8/10

Definition: How is the topic fundamentally framed?

#### Finding 1:

Timestamp: 02:10–02:21

Quote: "this process shows that we truly live in a democratic society, where such restrictions on individuals' freedoms are scrutinised very carefully"

Manipulation: The imposition of restrictions is framed as a sign of democracy rather than a challenge to democracy

Why problematic: The listener gets the impression that criticising the restrictions is anti-democratic; the alternative frame (restrictions as a threat to democracy) is excluded

#### Finding 2:

Timestamp: 05:04–05:15

Quote: "the government, the opposition, our authorities all seem to be speaking the same message. And that this society seems united"

Manipulation: Political consensus is framed as positive unity rather than as an absence of critical debate

Why problematic: In a democratic society, the opposition is meant to put forward criticism; praising consensus undermines the value of critical journalism

#### Finding 3:

Timestamp: 08:34–08:59

Quote: "we are at the threshold of a new situation... we are quite concretely responsible for one another"

Manipulation: The crisis is framed as a builder of community, which requires individuals to submit to community norms

Why problematic: The frame excludes the perspective of individual freedom and creates moral pressure to comply with restrictions without questioning them

Summary: The dominant frame of the broadcast is "united Finland vs. a fragmented world", which excludes critical assessment and balanced treatment of alternative perspectives.



## 11. WORD CHOICES AND CONCEPTS

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Total score: 6/10

Definition: What language is used? What connotations are set?

Finding 1:

Timestamp: 02:57–03:06

Quote: "Those terribly frozen meats and other such important things that absolutely must be brought here inside the borders for the cowards"

Manipulation: Ironic quotation marks ("terribly frozen meats", "cowards") mock people who moved before the closure

Why problematic: A neutral alternative would be: "people who collected their belongings before the closure"; the irony creates a moral judgement without a factual basis

Finding 2:

Timestamp: 13:00–13:06

Quote: "In Sweden they have done it so that they have been liberal again"

Manipulation: "Liberal" is used indirectly in a negative sense (irresponsible, lax)

Why problematic: A neutral alternative would be: "Sweden has chosen a voluntarism-based approach"; "liberal" loads a value-laden connotation

Finding 3:

Timestamp: 07:59–08:09

Quote: "it feels truly wonderful to be Finnish in Finland and to follow this crisis management"

Manipulation: National pride is linked to approval of the government's actions

Why problematic: A neutral alternative would be to assess the government's actions without national emotional loading; the linkage creates an implicit message that criticism is unpatriotic

Summary: Word choices are consistently defensive of the government's actions and contemptuous of critical voices; irony and emotionally loaded language replace neutral analysis.



## 12. MODERATOR BEHAVIOUR

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Total score: 5/10

Definition: Asymmetries in follow-up questions, interruptions, expressions of sympathy.

Methodological principle (v2.2): Before each assessment, the triggering event must be documented. An intervention can only be assessed as asymmetric if comparable triggering events with other guests did not produce an analogous intervention.

Note: The broadcast is a conversation between two journalists with no outside guests in this segment. The assessment of moderator behaviour focuses on the dynamic between the journalists.

Finding 1:

Timestamp: 07:34–07:50

Triggering event: Journalist B thanks the opposition (National Coalition, Finns Party)

Quote (journalist A): "That criticism has in my view been quite justified and has in a way also pushed the government forward"

Comparison: The government's actions are not similarly "pushed forward" by criticism; criticism is always framed as constructive

Asymmetry: Confirmed — the opposition's criticism is framed as "pushing forward" (positive), but the government's actions are not assessed with comparable criticism

Finding 2:

Timestamp: 13:06–13:16

Triggering event: Journalist A presents Sweden's strategy in a critical light

Quote (journalist B): "Yes, that too will be interesting to look at in retrospect, but now it does look as though Sweden is turning somewhat towards compulsory measures"

Comparison: Finland's compulsory measures are not similarly questioned

Asymmetry: Confirmed — Sweden's change of strategy is presented as a sign of its failure, but possible problems with Finland's strategy are not similarly analysed

Summary: The dynamic between the journalists is consistently supportive of the government; critical observations are not explored in depth, but arguments defending the government's actions are reinforced.



### 13. QUESTION ASYMMETRY

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Total score: 5/10

Definition: Different levels of difficulty in questions posed to different individuals.

Asymmetry 1:

To journalist A, 02:10: Journalist B concurs: "Yes, so terribly exceptional times" — soft, concurring

To journalist B, 11:44: Journalist A puts forward political speculation about the Centre Party — not challenged

Comparison: Neither journalist challenges the other critically; all statements are accepted concurringly

Asymmetry 2:

To the government (indirectly), 06:55–07:08: "there that political wrangling is going on... press conferences are delayed" — mentioned in passing, not explored

To Trump (indirectly), 05:47–05:58: Trump's statement is analysed critically and in detail

Comparison: The Finnish government's problems are mentioned in passing, Trump's problems are analysed thoroughly — a clear asymmetry

Summary: Question asymmetry is manifested in particular in the fact that the Finnish government's problems are not explored in depth, while foreign (especially Trump's) problems are analysed critically.



<b>14. FALSE BALANCE (Apparent balance)</b>									<b>3/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	4	5	6	7	8	9	10

Total score: 3/10

Definition: Artificial balance despite actual imbalance.

Finding 1:

Timestamp: 07:34–07:50 — Structure: "I must say a truly excellent thank you to the opposition and especially to the National Coalition and the Finns Party"

Analysis: Mentioning the opposition in the context of thanks creates an apparent balance, but the opposition's critical statements are not presented; the balance is formal, not substantive

Summary: False balance is present, but not a dominant technique; it manifests mainly in the formal mention of the opposition without substantive balance.



## 15. AGENDA-SETTING

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Total score: 7/10

Definition: What is normal/self-evident? What does not get onto the agenda?

### Finding 1:

Agenda element set: The government's crisis management is successful and united

Timestamp: 05:04–05:15 — Evidence: "the government, the opposition, our authorities all seem to be speaking the same message"

Alternative agenda: Internal disagreements within the government, the content of opposition criticism, the constitutionality of the restrictions

### Finding 2:

Agenda element set: Compliance with restrictions is a moral obligation

Timestamp: 04:24–04:29 — Evidence: "Not everything would need to be done by force, if people acted voluntarily"

Alternative agenda: The balance between individual freedom and the common good; assessment of the proportionality of the restrictions

### Finding 3:

Agenda element set: Finland is an exemplary democracy compared to other countries

Timestamp: 05:59–06:04 — Evidence: "in a way we have a terribly good situation there. That here the message has been clear"

Alternative agenda: Possible problems with Finland's restrictions; successful strategies in other countries

Summary: Agenda-setting is one of the broadcast's strongest manipulation techniques; the "Finland is doing well, others are doing badly" frame is set as a self-evident truth without critical assessment.



## CHAPTER 4 — OVERALL ASSESSMENT

### Summary of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	7	Only YLE journalists as experts; no independent experts
2	Source selection	H	7	Narrow and selective; Naomi Klein without counterbalance
3	Distribution of speaking time	H	3	Even between two journalists, but no outside critical voices
4	Omission	H	8	Opposition criticism, Swedish model and constitutional problems omitted
5	Number manipulation	H	4	Survey reference without source information; traffic volumes without epidemiological context
6	Guilt by association	H	5	Trump and the United States as a recurring negative point of comparison
7	Timing	H	4	Dramatic beginning, emotional climax, positive ending
8	Selective indignation	H	4	Trump's and Sweden's actions criticised more than the Finnish government's
9	Completeness	H	8	Systematic absence of critical perspectives
10	Framing	S	8	"United Finland vs. fragmented world" excludes critical assessment
11	Word choices	S	6	Irony and emotionally loaded language replace neutral analysis
12	Moderator behaviour	S	5	Consistently government-supporting dynamic
13	Question asymmetry	S	5	Government's problems in passing, Trump's problems thoroughly
14	False balance	S	3	Formal mention of opposition without substantive balance
15	Agenda-setting	S	7	"Finland is doing well" set as self-evident truth

### Results

- HARD FACTS SCORE (Criteria 1–9 average): 5.6 / 10
- SOFT FACTS SCORE (Criteria 10–15 average): 5.7 / 10
- TOTAL SCORE (average of all 15 criteria): 5.7 / 10

### Dominant techniques

The three strongest techniques in this broadcast:

- 1. Omission (Score 8):** The broadcast systematically omits the opposition's critical statements, balanced assessment of Sweden's alternative strategy and constitutional problems. The omissions are consistent and reinforce the framework defending the government in all parts of the broadcast.



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**2. Framing (Score 8):** The "united Finland vs. fragmented world" frame is set as a self-evident truth from the beginning of the broadcast. The frame excludes critical assessment and creates an implicit message that questioning the government's actions is unpatriotic or "American".

**3. Completeness (Score 8):** The broadcast is systematically deficient in terms of critical perspectives, alternative strategies and fact-based analysis. The deficiencies are consistent rather than random, suggesting conscious or unconscious selectivity.

### Core messages of the broadcast

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**MESSAGE 1 (SUBSTANTIVE):** "The Finnish government is handling the coronavirus crisis in an exemplary manner and citizens should trust its actions without question."

**Technique:** Framing and omission — Evidence: 05:04–05:15, 06:26–06:43

**MESSAGE 2 (PERSONAL):** "Criticism of the government's actions is unsolidary and resembles American polarisation."

**Technique:** Guilt by association — Evidence: 05:30–05:47, 10:22–10:31

**MESSAGE 3 (SOCIETAL):** "Finland is a democratic, united and exemplary society that functions better than other countries."

**Technique:** Agenda-setting and word choices — Evidence: 07:59–08:18, 05:59–06:04

### Classification of degree of manipulation

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Justification: The broadcast receives a total score of 5.7/10, which places it in the "clear one-sidedness" range. The one-sidedness manifests in particular in the uncritical praise of the government's crisis management, the systematic omission of alternative perspectives and the repeated use of the United States/Trump as a negative point of comparison. The pluralism and impartiality required by Section 7 of the Act on Yleisradio Oy are not realised in this broadcast. However, the broadcast does not reach the level of systematic bias, as individual critical observations (internal government wrangling, closure of gaming arcades) do occur.

### CONCLUSION

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The broadcast represents clear one-sidedness, which manifests in the uncritical praise of the Marin government's crisis management, the unbalanced treatment of alternative strategies (in particular the Swedish model) and the systematic omission of the opposition's critical statements. The diverse, comprehensive and impartial information dissemination required by Section 7 of the Act on Yleisradio Oy is not realised: the broadcast consistently conveys a single political frame without balanced counterweight. Particularly problematic is the fact that the journalists appear as experts and present subjective opinions ("feels wonderful to be Finnish in Finland") as part of journalistic analysis. The broadcast does not fulfil YLE's public service obligation to provide citizens with a diverse picture of social reality.



## OVERALL ASSESSMENT OF 15 CRITERIA

### Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	7/10	Clear bias
2	SOURCE SELECTION	7/10	Clear bias
3	DISTRIBUTION OF SPEAKING TIME	3/10	Mild bias
4	OMISSION (Selective Omission)	8/10	Clear bias
5	NUMBER MANIPULATION	4/10	Mild bias
6	GUILT BY ASSOCIATION (Guilt by association)	5/10	Significant bias
7	TIMING	4/10	Mild bias
8	SELECTIVE INDIGNATION	4/10	Mild bias
9	COMPLETENESS (Selective Omission — overall picture)	8/10	Clear bias
10	FRAMING (Framing)	8/10	Clear bias
11	WORD CHOICES AND CONCEPTS	6/10	Significant bias
12	MODERATOR BEHAVIOUR	5/10	Significant bias
13	QUESTION ASYMMETRY	5/10	Significant bias
14	FALSE BALANCE (Apparent balance)	3/10	Mild bias
15	AGENDA-SETTING	7/10	Clear bias

#### HARD FACTS SCORE (1-8)

**7.0/10**

*Serious deviation from impartiality standard. High deviation rate*

#### SOFT FACTS SCORE (9-14)

**5.8/10**

*Significant imbalance*

#### TOTAL SCORE

**6.4/10**

*Serious deviation from impartiality standard. High deviation rate*

*Hard facts and soft facts average*



## LEGEND — Meaning of scores

### Individual scores per criterion (0–10)

<b>0</b>	<b>No finding</b>	No significant deviation observed.
<b>1–2</b>	<b>Weak finding</b>	Mild deviation without material impact on impartiality.
<b>3–4</b>	<b>Mild–moderate finding</b>	Identifiable tendency; materiality of impact minor–moderate.
<b>5</b>	<b>Moderate finding, with impact</b>	Material bias that affects audience opinion formation.
<b>6</b>	<b>Significant finding (threshold)</b>	Scores of 6 and above are classified as significant findings.
<b>7</b>	<b>Significant finding</b>	Clear, well-documented bias with a clear impact.
<b>8–9</b>	<b>Serious finding</b>	Strong bias; multiple documented individual findings in this criterion.
<b>10</b>	<b>Maximum severity</b>	Systematic, cross-cutting bias in this criterion.

### Aggregated deviation index — Interpretation ranges

<b>0.0 – 2.5</b>	<b>Imperceptible</b>	No significant patterns observed; broadcast meets the impartiality requirement.
<b>2.6 – 4.0</b>	<b>Mild bias</b>	Individual deviations; statistically visible, but within the tolerance range.
<b>4.1 – 6.0</b>	<b>Significant bias</b>	Multiple significant findings; material weakening of diversity of perspectives.
<b>6.1 – 8.0</b>	<b>Serious deviation from the impartiality requirement. High deviation rate</b>	Strong patterns crossing broadcast boundaries; high materiality of impact.
<b>8.1 – 10</b>	<b>Fundamental systematic one-sidedness. Extremely high degree of bias</b>	Maximum severity in almost all criteria; systematically one-sided reporting.

### Party-political bias (-5 ... +5)

<b>-5 ... -3</b>	<b>Strongly disadvantaged</b>	Party is significantly under-represented in framing, airtime or presentation.
<b>-2 ... -1</b>	<b>Mildly disadvantaged</b>	Identifiable but mild disadvantaging.
<b>0</b>	<b>Neutral</b>	No discernible favouring or disadvantaging.
<b>+1 ... +2</b>	<b>Mildly favoured</b>	Identifiable but mild favouring.
<b>+3 ... +5</b>	<b>Strongly favoured</b>	Party is significantly over-represented in framing, airtime or presentation.



## CHAPTER 5 — LEGAL ASSESSMENT (Act on Yleisradio Oy, Section 7)

### Assessment pursuant to Section 7 of the Act on Yleisradio Oy

Section 7 of the Act on Yleisradio Oy requires diverse and comprehensive information dissemination, impartiality and the promotion of pluralism.

#### Violation 1:

Norm: Act on Yleisradio Oy, Section 7 — diverse and comprehensive information dissemination

Facts: The broadcast systematically omits the opposition's critical statements, balanced assessment of alternative strategies and the views of independent experts

Evidence: Timestamp 07:34–07:50 — Quote: "I must say a truly excellent thank you to the opposition and especially to the National Coalition and the Finns Party. There has nonetheless been a strong shared space here, even though criticism has been put forward."

Assessment: The opposition's criticism is mentioned, but its content is not presented; this creates an apparent balance without genuine diversity, which is in conflict with the comprehensiveness requirement of Section 7

#### Violation 2:

Norm: Act on Yleisradio Oy, Section 7 — impartiality

Facts: The journalists present subjective opinions on the superiority of the government's actions instead of journalistic analysis

Evidence: Timestamp 07:59–08:09 — Quote: "somehow it feels, I really noticed, following politics closely, that it feels truly wonderful to be Finnish in Finland and to follow this crisis management"

Assessment: The journalist's personal emotional loading towards the government's actions is in conflict with the impartiality requirement; the statement is not a journalistic assessment but a political stance

#### Violation 3:

Norm: Act on Yleisradio Oy, Section 7 — promotion of pluralism

Facts: Sweden's alternative strategy is presented indirectly as inferior without balanced assessment; the perspective of individual freedom is framed as unsolidary

Evidence: Timestamp 13:00–13:16 — Quote: "In Sweden they have done it so that they have been liberal again as I understand it, that they have been a bit eager. This voluntarism-based social..."

Assessment: Presenting alternative values (individual freedom, voluntarism) indirectly in a negative light is in conflict with the requirement to promote pluralism

#### Violation 4:

Norm: Act on Yleisradio Oy, Section 7 — comprehensive information dissemination

Facts: The journalist uses Hungary and Russia as an argument while admitting that they do not remember the precise content of their measures

Evidence: Timestamp 14:43–14:55 — Quote: "For example in Hungary they are now trying some emergency measures... I don't quite remember what they are, but such measures nonetheless"

Assessment: Using imprecise information as a political argument is in conflict with the requirement for comprehensive and reliable information dissemination

### Overall assessment pursuant to Section 7 of the Act on Yleisradio Oy

The broadcast violates several key requirements of Section 7 of the Act on Yleisradio Oy: diversity is not realised, because critical voices and alternative perspectives are systematically omitted; impartiality is not realised, because the journalists present subjective political opinions instead of journalistic analysis; pluralism is not realised, because



alternative values (individual freedom, voluntarism) are presented indirectly in a negative light. The violations are not isolated errors but a consistent pattern pointing to a structural bias. The broadcast does not fulfil YLE's public service obligation to provide citizens with a balanced and diverse picture of social reality.

## **IN-DEPTH SOURCE CHECK (Mandatory for all cited experts / civil society organisations / advisory bodies)**

Naomi Klein (cited as a source)

- 1. FUNDING:** Private author and activist; funding from book sales and lecture fees; no institutional funding
- 2. MANDATE:** Klein's mandate is left-wing social criticism; not compatible with neutral crisis analysis
- 3. CONFLICT OF INTEREST:** Klein's "shock doctrine" theory is consistent with criticism of those in power during a crisis; she has an institutional interest in reinforcing this narrative
- 4. CREDIBILITY MATRIX:**
  - U1 Conflict of interest: -1 — Clear ideological position
  - U2 Personal risk: +1 — Has taken risks with public statements
  - U3 Expertise: +1 — Economic policy expertise, but not epidemiological
  - U4 Consistency of opinion: +2 — Consistent criticism over decades
  - U5 Emotions vs. data: 0 — Mix of data and ideology
  - U6 Source level: 0 — Secondary source
  - TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW
- 5. COUNTERPART:** A right-liberal or libertarian perspective on those in power during a crisis is entirely absent

Head of HUS (mentioned anonymously)

- 1. FUNDING:** Public healthcare (HUS) — state-funded
- 2. MANDATE:** The head of HUS's mandate is healthcare management; compatible with justifying restrictions
- 3. CONFLICT OF INTEREST:** HUS has an institutional interest in justifying restrictive measures that protect its capacity; this does not mean that the statements are false, but it is relevant context
- 4. CREDIBILITY MATRIX:**
  - U1 Conflict of interest: -1 — Institutional interest in justifying restrictions
  - U2 Personal risk: +1 — Public position creates accountability
  - U3 Expertise: +2 — Direct expertise in healthcare capacity
  - U4 Consistency of opinion: 0 — No information on previous statements
  - U5 Emotions vs. data: +1 — Primarily data-based
  - U6 Source level: +1 — Near-primary source (direct experience)
  - TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW
- 5. COUNTERPART:** A critical epidemiologist who would question the necessity of the restrictions is absent

IMPORTANT NOTE: "Recognised" (acknowledged) is not a substantive qualification. It is a social attribution that is itself open to question. In this broadcast, statements by the head of HUS are used to justify restrictions without critical assessment, which is problematic regardless of the head's expertise.

## **Legal and methodological framework**

<b>Not a verification of facts</b>	The findings presented are not verifications of facts about individual persons, editorial offices or broadcasts. They are the result of standardised operationalisation, not a determination of individual responsibility.
<b>Not a legal assessment</b>	The aggregated deviation index does not replace a legal assessment pursuant to Section 7 of the Act on Yleisradio Oy. The assessment of whether a particular broadcast violates statutory requirements falls exclusively within the competence of the relevant authorities (in particular Traficom).



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**Not proof of  
causality**

Statistical correlations should not be interpreted as evidence of causal connections or editorial intentions. Deviation values may be influenced by topic selection, the news situation, political controversy or format logic.

**Not an assessment  
of intent**

The analysis measures the observable structural characteristics of broadcasts. A score of 7 means that a significant bias was observed — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.

**Heuristic  
comparative tool**

The index serves for comparative pattern identification across thousands of broadcasts, not for precise metric measurement of individual segments. The threshold values serve as heuristic orientation, not precise legal classification.



## APPENDIX 1: NATIONAL LEGISLATION

### Legal basis Finland — YLE (Yleisradio Oy)

#### Act

Act on Yleisradio Oy (1380/1993), last amended 27.6.2025/412

#### Relevant articles

- Section 7(2)(1) (Special tasks of public service programming): Public service programming shall in particular support democracy and the participation opportunities of all by providing diverse information, opinions and discussions as well as opportunities for interaction.

*(Die öffentlich-rechtliche Programmtätigkeit soll insbesondere die Demokratie und die Teilhabemöglichkeiten aller unterstützen, indem sie vielfältige Informationen, Meinungen und Debatten sowie Interaktionsmöglichkeiten anbietet.)*

- Section 7(4) (inserted 27.6.2025/412): The company shall through its activities promote freedom of expression, high-quality journalism and media diversity.

*(Das Unternehmen soll durch seine Tätigkeit die Meinungsfreiheit, hochwertigen Journalismus und Medienvielfalt fördern.)*

- Section 7(5) (inserted 27.6.2025/412): The company shall promote transparency in its finances and operations.

*(Das Unternehmen soll die Transparenz seiner Finanzen und seiner Tätigkeit fördern.)*

#### Structural difference from Switzerland

Wichtig: Das finnische Gesetz definiert den öffentlich-rechtlichen AUFTRAG (Demokratie, Kultur, Bildung, Sprachen, Minderheiten), schreibt aber NICHT explizit vor, WIE Journalismus zu betreiben ist. Anders als Art. 4 RTVG (Sachgerechtigkeit, Meinungsvielfalt, Ausgewogenheit) gibt es keine gesetzliche Verpflichtung zu:

- Impartiality (Unparteilichkeit) — self-regulatory only (YSO)
- Factual accuracy (Sachgerechtigkeit) — self-regulatory only (JSN)
- Political balance (Politische Balance) — not mentioned explicitly anywhere

Die Unparteilichkeitspflicht kommt aus YLEs internen Ethikrichtlinien (YSO):

> "We set impartiality as a goal in our overall programme and content production as well as in individual programmes."

> (Wir setzen uns Unparteilichkeit als Ziel in unserer gesamten Programm- und Inhaltsproduktion sowie auch in einzelnen Sendungen.)

#### Core obligations (Act + Self-regulation)

1. **Diversity (Vielfalt):** Vielfältige Informationen, Meinungen und Debatten (Section 7(2)(1))
2. **High-quality journalism (Hochwertiger Journalismus):** Förderung qualitativer Standards (Section 7(4))
3. **Media diversity (Medienvielfalt):** Förderung der Medienvielfalt (Section 7(4))
4. **Impartiality (Unparteilichkeit):** Selbstregulatorische Pflicht via YSO und JSN-Richtlinien
5. **Transparency (Transparenz):** Transparenz über Finanzen und Tätigkeit (Section 7(5))

#### Supervisory authority



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- Parliament's Administrative Council (Parlamentarischer Verwaltungsrat): Max. 21 vom Parlament gewählte Mitglieder. Überwacht die Erfüllung des öffentlich-rechtlichen Auftrags nach 7 §. Erstattet jährlich Bericht ans Parlament.
- TRAFICOM (Finnish Transport and Communications Agency): Regulierungsbehörde. Überwacht NUR wirtschaftliche Aspekte (7c §, 8 §, 12 §) — NICHT den redaktionellen Inhalt.
- JSN (Council for Mass Media in Finland / Press Council): Selbstregulierungsorgan (seit 1968). Behandelt Beschwerden gegen journalistische Inhalte. KEIN gesetzliches Mandat — Entscheide sind nicht rechtsverbindlich, müssen aber publiziert werden. ~700 Beschwerden/Jahr, ~75 Entscheide.

### Complaints procedure

1. YLE customer feedback system (YLE-Publikumsfeedback)
2. JSN (Council for Mass Media in Finland) — Beschwerde innert 3 Monaten, kostenlos
3. Allgemeine Gerichte (keine spezialisierte Beschwerdeinstanz wie die Schweizer UBI)

### Comparison CH — FI

Aspect	Switzerland (Art. 4 RTVG)	Finland (Section 7 Act on Yleisradio Oy)
Sachgerechtigkeit	Gesetzlich	Self-regulatory only (YSO/JSN)
Meinungsvielfalt	Gesetzlich	Implicit ("diverse information, opinions")
Unparteilichkeit	Gesetzlich	Self-regulatory only (JSN)
Politische Balance	Abgeleitet	Not mentioned
Independent complaints body	UBI (gesetzlich)	None (only JSN, self-regulatory)
Content supervision by regulator	BAKOM/UBI	No — TRAFICOM economics only
Redaktioneller Schutz	Via RTVG	Section 6d (new 2025): Schutz vor Entlassung wegen redaktioneller Entscheide



## APPENDIX 2: SCIENTIFIC SOURCES

### Literature

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### SVFAB Working Papers

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- 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](#)

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### Contact details and further information:

[www.SVFAB.ch](http://www.SVFAB.ch) | [Kontakt@SVFAB.ch](mailto:Kontakt@SVFAB.ch)

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

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**You think you are seeing the world.** In reality you are seeing the frame, that someone has placed around it. Framing is the world's oldest and most elegant manipulation technique. It does not change the facts – it changes what, we think about them. What we feel. What we believe. How we decide. And it works – because we all are part of it. Every day. Without being aware of it. You too. This book is not a dry textbook. It is a workbook – playful, straightforward and full of real-life examples. You will learn not only how, others frame you but also, how you, frame others – and how – ja you can use this technique consciously and ja fairly.

For those who understand framing see the world more clearly. Hear the news differently. Engage in conversations more confidently. And no longer allow a frame chosen by someone else to be so easily imposed on them.

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

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