



YLE DETAILED ANALYSIS

2024-10-28_Puhelinmyyjät

Broadcast: YLE-Sendung | 2024-10-28 | Analysed: 2026-05-22 19:57

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

TOTAL SCORE

3.5/10

Slight imbalance

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	Green	SDP	Centre	CD	NCP	FP
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 in the average favouring of left-wing and right-wing parties (grouping according to 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](#) | 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 since June 2023, comprising the National Coalition Party (NCP), the Finns Party (FP), the Swedish People's Party (SFP/RKP) and the Christian Democrats (CD). The coalition holds 108 seats in the 200-seat parliament. The opposition consists of SDP, Centre Party, Greens, Left Alliance and Movement Now.

Party	CHES L-R	Seats	Government/Opposition	Core position
LEFT	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	5,7	23	Opposition	Rural areas, decentralisation, bioenergy
SFP/RKP	6,4	9	Government	Bilingualism, economic liberalism
CD	7,6	5	Government	Traditional family, Christian values
MN	7,6	1	Opposition	Right-wing liberalism
NCP	7,8	48	Government (PM Orpo)	Tax cuts, competitiveness
FP	8,2	46	Government	Strict immigration policy, EU scepticism

The Orpo government's austerity policy has generated strong polarisation, particularly with SDP, the Left Alliance and trade unions. The tension between the Finns Party's media criticism and YLE is a permanent structural feature. Immigration and economic policy clearly divide parliament into a left-wing opposition and a right-wing government. In addition, language policy and the SFP/RKP's position in the government occasionally gives rise to disputes.

Yleisradio is a public service broadcaster regulated by the Act on Yleisradio Oy, in particular Section 7, which obliges it to provide diverse, comprehensive and impartial information and to promote pluralism. Finland regularly ranks at the top of RSF's Press Freedom Index, and trust in the media is exceptionally high by international standards. Criticism directed at YLE comes in particular from the Finns Party, which regards the editorial line as left-green.



CHAPTER 1 — PARTY-POLITICAL BIAS

This broadcast deals with telephone sales, consumer protection and data protection. No party appears by name in the broadcast, and no political positions are presented directly. Assessing parties' programme positions in relation to the broadcast's content is therefore largely inapplicable to this material. The assessments below are based on how the broadcast's themes — regulation, consumer protection, business opposition — touch on parties' programmatic emphases.

Party	Score (-5..+5)	Broadcast presentation vs. programme position
SDP	0	Party does not appear in the broadcast — programme position (consumer protection, workers' rights) is touched on structurally but not named — omitted
NCP	0	Party does not appear in the broadcast — omitted
FP	0	Party does not appear in the broadcast — omitted
CENTRE	0	Party does not appear in the broadcast — omitted
GREENS	0	Party does not appear in the broadcast — omitted
LEFT	0	Party does not appear in the broadcast — omitted
SFP/RKP	0	Party does not appear in the broadcast — omitted

Party bias summary

- Most accurate presentation: Not applicable (score 0 for all)
- Strongest distortion: Not applicable
- Average deviation from zero: 0.0
- Conclusion: The broadcast is consumer-themed investigative journalism in which party politics is not addressed directly. The only politically significant reference is the Consumer Ombudsman's statement (19:02) that stricter regulation was defeated by business opposition — this indirectly touches on right-wing parties' deregulation positions, but no party is named.

Left-right overall tendency

TENDENCY SCORE: -0.5

CLASSIFICATION: Slightly favouring the right / practically balanced

Rationale: The broadcast does not take a position on party politics. The only detectable indirect political charge is that business lobbying is mentioned as having prevented stricter regulation (19:02), which can be interpreted as indirect criticism of right-wing parties' deregulation positions — but this is such a weak signal that it does not significantly alter the overall assessment. A score of -0.5 reflects the fact that the broadcast does not systematically challenge business structures nor offer political solutions.



CHAPTER 2 — BROADCAST INFORMATION AND TOPIC FRAMEWORK

Broadcast information

- Title: MOT — Telephone Sales (exact title not mentioned in the transcript)
- Date: Does not appear directly in the transcript
- Estimated duration: approximately 27–28 minutes
- Journalist/presenter: Unnamed MOT journalist (voice and description suggest one primary journalist)
- Persons interviewed:

Person	Role	Party/background organisation	Political spectrum
Neea (anonymous)	Former telephone salesperson, Silent Park	No party affiliation	Neutral / consumer
Katri Väänänen	Consumer Ombudsman, FCCA	Public authority	Neutral / public authority
Miika Vihervuori	Consumer, toothbrush buyer	No party affiliation	Neutral / consumer
Emmi Korhonen	Entrepreneur, age 29	No party affiliation	Neutral / entrepreneur
Scanrian CEO (unnamed)	CEO of a directory services company	No party affiliation	Business
Heljä-Tuulia Pihamaa	Deputy Data Protection Ombudsman	Public authority	Neutral / public authority
Ilpo Pohjola	CEO of A-Lottex Oy	No party affiliation	Business
Loiste Europe representative (unnamed)	Company representative	No party affiliation	Business

Main theme

The MOT programme investigates unethical practices in the Finnish telephone sales industry — aggressive selling, misleading contracts, robocalls and the commercial exploitation of personal data — and assesses the adequacy of the 2023 legislative amendment.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — quantifiable and scientifically reliable

Hardfacts — 9 quantifiable and scientifically verifiable techniques

1. EXPERT SELECTION

3/10

1 2 3 4 5 6 7 8 9 10

Total score: 3/10

Definition: Who gets to speak as an expert?

Expert 1: Katri Väänänen, Consumer Ombudsman (FCCA)

Timestamp: 03:36–04:34

Statement: "There are still problems, but complaints are clearly on a downward trend, which is of course a good thing."

Positioning: A public authority whose role is to supervise consumer protection — structurally impartial in relation to business

Missing countervoice: An industry self-regulatory body or business representative who could have challenged the interpretation of complaint figures

Source deep-check:

(a) FUNDING: FCCA is a state authority, funded from public funds. No commercial interests.

(b) MANDATE: Supervision of consumer protection — fully compatible with a neutral assessment on this topic.

(c) CREDIBILITY MATRIX (Source Traffic Light, 6 dimensions, -2 – +2):

- U1 Conflict of interest: +2 — No commercial interest, public authority
- U2 Personal risk: +1 — Public authority whose statements are public and verifiable
- U3 Expertise: +2 — Direct competence in consumer protection matters
- U4 Opinion consistency: +1 — Official statements generally consistent
- U5 Emotion vs. data: +2 — Statements based on complaint statistics
- U6 Source level: +2 — Primary source (authority with access to data)
- TOTAL: +10 → SOURCE TRAFFIC LIGHT: GREEN

(c) PROFESSIONAL COMPETENCE: The position is transparently that of a public authority.

Expert 2: Heljä-Tuulia Pihamaa, Deputy Data Protection Ombudsman

Timestamp: 15:42–18:38

Statement: "Perhaps the risk can be precisely that one easily loses control of one's own data."

Positioning: Public authority, data protection supervisor — structurally impartial

Source deep-check:

(a) FUNDING: State authority, public funding.

(b) MANDATE: Supervision of data protection — fully compatible.

Puheenjohtaja: Schläpfer, David-**Yhteystiedot:** kontakt@SVFAB.ch -**Osoite:** SVFAB, Postfach, CH-8021 Zürich 1



(c) CREDIBILITY MATRIX:

- U1 Conflict of interest: +2 — No commercial interest
- U2 Personal risk: +1 — Public authority
- U3 Expertise: +2 — Direct competence in data protection matters
- U4 Opinion consistency: +1 — Official statements consistent
- U5 Emotion vs. data: +1 — Mostly factual, but "perhaps the risk can be" is cautious
- U6 Source level: +2 — Primary source
- TOTAL: +9 → SOURCE TRAFFIC LIGHT: GREEN

(c) PROFESSIONAL COMPETENCE: No structural bias.

Expert 3: Ilpo Pohjola, CEO of A-Lottex Oy

Timestamp: 24:28–26:57

Statement: "This is not the quality we require from our subcontractors."

Positioning: Business representative whose company has itself been subject to FCCA proceedings — clear conflict of interest

Source deep-check:

(a) FUNDING: Private company, fundraising company for sports organisations.

(b) MANDATE: Not compatible with a neutral assessment — defends own operations.

(c) CREDIBILITY MATRIX:

- U1 Conflict of interest: -2 — Defends own company and business model
- U2 Personal risk: -1 — Statements may harm the company, but also protect it
- U3 Expertise: +1 — Familiar with industry practices
- U4 Opinion consistency: 0 — No information on previous statements
- U5 Emotion vs. data: 0 — Mix of facts and defensive argument
- U6 Source level: +1 — Primary source regarding own operations
- TOTAL: -1 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Subject to proceedings.

Missing expert groups:

- Industry self-regulatory body (Finnish Direct Marketing Association or equivalent)
- Legal expert on the legal status of robocalls
- Psychologist or behavioural researcher on the effects of aggressive selling

Summary (matrix result):

- Katri Väänänen (FCCA): GREEN (+10) — reliable official source
- Heljä-Tuulia Pihamaa (Data Protection Ombudsman): GREEN (+9) — reliable official source
- Ilpo Pohjola (A-Lottex): YELLOW (-1) — conflict of interest, defends own operations



2. SOURCE SELECTION

3/10

1

2

3

4

5

6

7

8

9

10

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

Total score: 3/10

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

Source 1: Contacts made to FCCA (over 70 regarding Loiste brushes)

Timestamp: 20:31–20:38

Statement: "I am reading over 70 contacts made to the FCCA this year regarding the sale of Loiste brushes."

(a) Funding and governance: FCCA is a state authority — reliable source

(b) Structural conflict of interest: No — the FCCA's role is consumer protection

(c) Is a corresponding source missing? Loiste Europe's own customer satisfaction data or complaint statistics are absent

Source 2: District court cases (over 1,300 customers)

Timestamp: 08:31–08:39

Statement: "In the three years of its existence, the toothbrush company has pursued the debts of over 1,300 customers through the courts."

(a) Funding: Public court register — reliable

(b) Structural conflict of interest: No

(c) Is a corresponding source missing? The company's own explanation for the district court cases is inadequate (representative declined to be interviewed)

Source 3: Chinese factory (Google search)

Timestamp: 08:56–09:40

Statement: "Using children's toothbrushes, I find a Chinese factory on Google."

(a) Funding: Commercial website — not an official source

(b) Structural conflict of interest: No direct conflict, but the source is unofficial

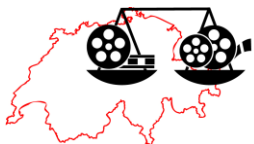
(c) Is a corresponding source missing? A product safety authority's assessment of the quality of the brushes is absent

Note: The journalist himself states (09:22–09:40): "But it must be said immediately in this context that we cannot assess how high-quality these brushes are." — This is an appropriate caveat.

Rumour check (penalty points):

No clear claims based on rumour without a primary source are detected in the transcript. No penalty points.

Summary: Sources are mainly reliable (public authorities, court registers), but the business side is underrepresented — Loiste Europe's refusal to be interviewed leaves a significant gap.



3. DISTRIBUTION OF AIRTIME

3/10

1

2

3

4

5

6

7

8

9

10

Total score: 3/10

Definition: Distribution of airtime between different positions.

Estimated airtime:

- Journalist (narration, questions, explanations): approximately 10 min. (37%)
- Consumers/victims (Neea, Miika Vihervuori, Emmi Korhonen): approximately 8 min. (30%)
- Public authorities (Väänänen, Pihamaa): approximately 5 min. (19%)
- Business (Pohjola, Scanrian CEO, Loiste representative): approximately 4 min. (15%)

Summary: The distribution of airtime favours the perspectives of consumers and public authorities relative to business. Loiste Europe's refusal to be interviewed partly explains the imbalance, but no industry self-regulatory bodies or other business representatives were sought to balance the overall picture. The imbalance is, however, understandable in the context of investigative journalism.



4. OMISSION (Selective omission)

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

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

Omission 1:

Context: The perspective of industry self-regulatory bodies (e.g. the Finnish Direct Marketing Association) is entirely absent

Relevant at: Entire broadcast, especially 03:00–03:36

Effect: The viewer gets the impression that the industry does not self-regulate at all, even though such bodies exist

Omission 2:

Context: International comparison is absent — for example, stricter opt-in regulation in Germany or Sweden

Relevant at: 18:44–19:12 (adequacy of the legislative amendment)

Effect: The viewer does not receive information about the fact that stricter regulation has worked elsewhere

Omission 3:

Context: Successful telephone sales cases or satisfied customers are absent

Relevant at: Entire broadcast

Effect: The broadcast gives a one-sided picture of the industry — all telephone sales appear problematic

Summary: The most significant omissions relate to industry self-regulation and international comparison. These do not distort the core message, but weaken the balance of the overall picture.

Missing voices

- Industry self-regulatory body (e.g. Finnish Direct Marketing Association): Could have described the industry's own ethical guidelines and their observance
- Legal expert: Could have analysed the legal status of robocalls in greater depth
- Swedish or German consumer authority: Would have provided an international comparative context for stricter regulation
- Telephone salespeople's trade union or representative: Could have described the perspective of industry workers more broadly
- Data protection expert from the private sector: Could have assessed the extent and risks of personal data trading more broadly
- Member of parliament dealing with consumer affairs: Could have commented on the need to develop legislation
- Psychologist or behavioural researcher: Could have explained why consumers agree to aggressive selling



5. MANIPULATION OF FIGURES									2/10
1	2	3	4	5	6	7	8	9	10

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

Total score: 2/10

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 08:31–08:39

Figure: "In the three years of its existence, the toothbrush company has pursued the debts of over 1,300 customers through the courts."

Dimensions: (a) Absolute value presented ✓ — (b) Relative proportion missing X — (c) Trend missing X

Missing context: The company states it has sold "hundreds of thousands of brushes" (05:43–05:50) — 1,300 district court cases relative to, for example, 500,000 sales would be 0.26%, which would significantly change the interpretation

Effect: The absolute figure "1,300" sounds large without a relation to total sales

Finding 2:

Timestamp: 17:01–17:08

Figure: "135 pages" (combined length of privacy notices)

Dimensions: (a) Absolute value ✓ — (b) Relative significance ✓ (illustrated) — (c) Trend not relevant

Missing context: No significant gap — the figure is illustrative, not argumentative

Effect: Illustrative use, not manipulative

Summary: The most significant problem relating to the use of figures is the presentation of the absolute number of district court cases without a relation to total sales. This is not a serious manipulation, but weakens statistical accuracy.



6. GUILT BY ASSOCIATION (Contact guilt)

2/10

1

2

3

4

5

6

7

8

9

10

Total score: 2/10

Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 09:01–09:22

Quote: "There you can also find the adult Loiste brush. Haha, here it seems to be. It says here that you can get this kind of bulk stuff from here."

Technique: Chinese origin is indirectly associated with poor quality through the word "bulk stuff"

Effect: The viewer may interpret Chinese manufacture negatively, even though the journalist himself corrects this immediately (09:22–09:40)

Note: The journalist corrects the association immediately: "That doesn't mean the product is low quality." This significantly mitigates the finding.

Summary: A single, self-corrected association between Chinese manufacture and poor quality. No systematic guilt-by-association technique. A score of 2/10 reflects the original word choice "bulk stuff", which is value-laden.



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

Total score: 2/10

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

Finding 1:

Location: 00:25–00:33 (beginning)

Content: "If you couldn't make two sales an hour, you were, frankly, a complete piece of shit and a loser."

Timing effect: The broadcast begins with a powerful, emotionally charged quote that sets a negative frame for the entire broadcast before any contextualisation whatsoever

Finding 2:

Location: 27:14–27:30 (end)

Content: "What was the takeaway? The telephone sales industry has been cleaned up, but the biggest mess is still to be cleared."

Timing effect: The broadcast ends with the journalist's own conclusion, which reinforces the negative overall picture — no balancing closing comment

Summary: The opening and closing structure reinforces the negative frame, but this is typical of investigative journalism and not particularly manipulative.



8. SELECTIVE INDIGNATION

1/10

1

2

3

4

5

6

7

8

9

10

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

Total score: 1/10

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 a corresponding reaction.

Finding 1:

Timestamp: 27:07–27:14

Triggering event: Journalist's summary at the end of the broadcast

Reaction: "The telephone sales industry has been cleaned up, but the biggest mess is still to be cleared."

Comparison: The journalist does not use correspondingly value-laden language about the actions of public authorities or legislators, even though FCCA supervision has been slow

Asymmetry: Weak — the journalist's conclusion is directed at the industry in general, not at a specific political position

Degree of indignation: 1/5

Selectivity: 1/5

Summary: No significant selective indignation is detected in the broadcast. The journalist's critical tone is directed evenly at different actors (companies, legislators, business). A score of 1/10 reflects a slight value-ladenness in the closing summary.



9. COMPLETENESS (Selective omission — overall picture)

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

Definition: How comprehensively does the broadcast cover the topic?

Finding 1:

Timestamp: 18:44–19:12

Missing perspective/fact: International comparison of stricter opt-in regulation

Relevance: The Consumer Ombudsman mentions that stricter regulation was defeated by business opposition — an international example would have shown whether stricter regulation has worked

Effect: The viewer does not receive information about the fact that alternative models exist and work

Finding 2:

Timestamp: Entire broadcast

Missing perspective/fact: The activities and effectiveness of industry self-regulatory bodies

Relevance: The broadcast gives the impression that the industry does not self-regulate — in reality, the Finnish Direct Marketing Association exists

Effect: The overall picture of the industry is more one-sided than reality

Finding 3:

Timestamp: Entire broadcast

Missing perspective/fact: Successful telephone sales cases or satisfied customers

Relevance: A balanced picture of the industry would also require positive examples

Effect: All telephone sales appear problematic

Summary: The broadcast is investigative journalism in which a certain one-sidedness is to be expected. The most significant gaps relate to international comparison and industry self-regulation.

Soft facts — negotiable, not purely quantifiable



Softfacts — 6 qualitative techniques

10. FRAMING (Setting the frame of reference)

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

Definition: How is the topic fundamentally framed?

Finding 1:

Timestamp: 00:10–00:22

Quote: "We are investigating telephone sales and have found several companies operating unethically."

Manipulation: The broadcast is framed from the outset as finding "unethical companies" — not as a neutral investigation into the state of the industry

Why problematic: The frame excludes the possibility that the broadcast could reach a positive or neutral conclusion

Finding 2:

Timestamp: 02:53–03:02

Quote: "The profession of telephone salesperson is one of the least respected professions in Finland. The industry has been subject to attempts to clean it up of aggressive selling and fraud."

Manipulation: "Fraud" is presented as an established feature of the industry, not an exception

Why problematic: The frame stigmatises the entire industry before individual cases have been presented

Finding 3:

Timestamp: 27:07–27:14

Quote: "The telephone sales industry has been cleaned up, but the biggest mess is still to be cleared."

Manipulation: The journalist's conclusion uses the metaphor "mess", which is value-laden

Why problematic: The conclusion is presented as the journalist's own assessment, not as a statement by interviewees

Summary: The broadcast is framed as investigative journalism that seeks out problems — this is typical of the genre, but the frame excludes the possibility of a more balanced overall picture.



11. WORD CHOICES AND CONCEPTS

3/10

1

2

3

4

5

6

7

8

9

10

Total score: 3/10

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

Finding 1:

Timestamp: 09:08–09:15

Quote: "It says here that you can get this kind of bulk stuff from here."

Manipulation: "Bulk stuff" is a value-laden expression that associates Chinese manufacture with poor quality

Why problematic: A neutral alternative would be: "mass production" or "standard products"

Finding 2:

Timestamp: 27:07–27:14

Quote: "The biggest mess is still to be cleared."

Manipulation: "Mess" is a value-laden metaphor that reinforces the negative overall picture

Why problematic: A neutral alternative would be: "significant problems remain unresolved"

Finding 3:

Timestamp: 00:25–00:33

Quote: "If you couldn't make two sales an hour, you were, frankly, a complete piece of shit and a loser."

Manipulation: Strong language at the beginning of the broadcast sets the emotional tone

Why problematic: The quote is authentic, but placing it right at the beginning is an editorial choice that reinforces the negative frame

Summary: Word choices are mainly factual, but a few value-laden expressions ("bulk stuff", "mess") weaken neutrality. No serious manipulation is detected.



12. MODERATION BEHAVIOUR

3/10

1

2

3

4

5

6

7

8

9

10

Total score: 3/10

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 a corresponding intervention.

Finding 1:

Timestamp: 13:53–14:04

Triggering event: Scanrian CEO claims it is not a matter of fraud

Quote (journalist): "You are firmly of the opinion that this is not a matter of fraud?"

Comparison: No correspondingly challenging follow-up questions are put to the Consumer Ombudsman about the slowness of authority supervision

Asymmetry: Moderate — the journalist challenges the business representative but not the public authority as directly

Finding 2:

Timestamp: 08:01–08:07

Triggering event: Miika Vihervuori describes his experience

Quote (journalist): "Do you feel you have been defrauded? — Yes. In what way?"

Comparison: The journalist leads the consumer to confirm the "fraud" frame — no correspondingly leading question is put to business representatives

Asymmetry: Moderate — the use of the word "defrauded" is leading

Summary: The journalist is clearly more critical towards business representatives than towards public authorities or consumers. This is typical of investigative journalism, but creates a detectable asymmetry.



13. QUESTION ASYMMETRY

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

Definition: Differences in the toughness of questions put to different individuals.

Asymmetry 1:

To Scanrian CEO, 13:53: "You are firmly of the opinion that this is not a matter of fraud?" — tough

To Katri Väänänen (FCCA), 03:36–04:34: No challenging questions about the slowness of FCCA supervision or resource shortages — soft

Comparison: The business representative is challenged directly, the public authority is not — the asymmetry is clear

Asymmetry 2:

To Ilpo Pohjola (A-Lottex), 24:57–25:11: "Apparently this script was used for some time. We are talking about months." — moderately tough

To Heljä-Tuulia Pihamaa (Data Protection Ombudsman), 15:53–16:22: "When companies organise prize draws, what is the motivation?" — neutral/soft

Comparison: The business representative is challenged indirectly, the public authority not at all

Summary: Question asymmetry is detectable — business representatives are challenged clearly more toughly than public authorities. This is typical of investigative journalism, but weakens balance.



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

Total score: 1/10

Definition: Artificial balance despite real imbalance.

Finding 1:

Timestamp: 09:22–09:40

Structure: "But it must be said immediately in this context that we cannot assess how high-quality these brushes are. A lot of electronics and everyday items come to Finland from China. That doesn't mean the product is low quality."

Analysis: The journalist adds a balancing comment after the Chinese origin — this is an appropriate correction, not false balance

Summary: No significant false balance is detected. The journalist makes appropriate caveats and corrections. A score of 1/10 reflects the fact that the broadcast does not systematically create artificial balance.



15. AGENDA-SETTING

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

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

Finding 1:

Agenda element set: Telephone sales is an inherently problematic industry

Timestamp: 00:10–00:22 — Evidence: "We are investigating telephone sales and have found several companies operating unethically."

Alternative agenda: Telephone sales is a legal sales channel with both good and bad operators — this perspective does not get onto the agenda

Finding 2:

Agenda element set: Stricter regulation is the solution

Timestamp: 18:44–19:12 — Evidence: "The FCCA would have wanted the law to require prior consent from consumers for telephone sales."

Alternative agenda: Self-regulatory mechanisms, consumer education or technological solutions could be alternative or complementary solutions — these are not addressed

Summary: The broadcast implicitly sets the agenda that telephone sales is a problem requiring stricter regulation. Alternative solution models do not get onto the agenda.



CHAPTER 4 — OVERALL ASSESSMENT

Individual scores summary

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	3	Official sources reliable, but industry self-regulatory bodies absent
2	Source selection	H	3	Mainly reliable sources, but business side underrepresented
3	Distribution of airtime	H	3	Consumers and public authorities receive more time than business
4	Omission	H	4	International comparison and industry self-regulation absent
5	Manipulation of figures	H	2	Absolute number of district court cases without relation to total sales
6	Guilt by association	H	2	Single, self-corrected association between Chinese manufacture and quality
7	Timing	H	2	Emotionally charged opening and negative closing
8	Selective indignation	H	1	No significant selective indignation
9	Completeness	H	4	International comparison and industry self-regulation absent from overall picture
10	Framing	S	4	Broadcast framed as "finding unethical companies" from the outset
11	Word choices	S	3	A few value-laden expressions ("bulk stuff", "mess")
12	Moderation behaviour	S	3	Business challenged more than public authorities
13	Question asymmetry	S	4	Tougher questions for business than for public authorities
14	False balance	S	1	No significant false balance
15	Agenda-setting	S	4	Stricter regulation implicitly set as the only solution

Results

- HARD FACTS SCORE (Criteria 1–9 average): 2.7 / 10
- SOFT FACTS SCORE (Criteria 10–15 average): 3.2 / 10
- TOTAL SCORE (average of all 15 criteria): 2.9 / 10

Dominant techniques

The three strongest techniques in this broadcast:

- 1. Framing (Score 4):** The broadcast is framed from the outset as "finding unethical companies", which excludes the possibility of a more balanced overall picture. The opening sentence (00:10) and the closing summary (27:07) reinforce this frame.
- 2. Agenda-setting (Score 4):** Stricter regulation is implicitly presented as the only solution, while self-regulatory mechanisms, consumer education and international comparative models are left off the agenda. The Consumer Ombudsman's statement (18:57–19:05) reinforces this one-sidedly.



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

3. Question asymmetry (Score 4): Business representatives are challenged clearly more toughly than public authorities — the Scanian CEO is put a direct challenging question (13:53), but the slowness of FCCA supervision or resource shortages are not questioned at all.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "The telephone sales industry is still full of unethical operators that the legislative amendment has not sufficiently disciplined."

Technique: Framing and agenda-setting — Evidence: 00:10, 27:07

MESSAGE 2 (PERSONAL): "Consumers and entrepreneurs are defenceless against aggressive telephone sales."

Technique: Victim narrative, emotional opening — Evidence: 00:25, 07:04, 12:32

MESSAGE 3 (SOCIETAL): "Business lobbying has prevented adequate consumer protection, and public authorities have too little power."

Technique: Omission (absence of alternative solutions), question asymmetry — Evidence: 18:57, 19:02

Classification of degree of manipulation

Rationale: The broadcast's total score of 2.9/10 falls in the "slight tendency" category. The broadcast is investigative journalism in which a certain one-sidedness is characteristic of the genre and to be expected. The most significant shortcomings relate to the absence of international comparison and industry self-regulatory bodies, and to question asymmetry between public authorities and business. From the perspective of Section 7 of the Act on Yleisradio Oy, the broadcast largely meets the requirement of diverse information provision, but presenting stricter regulation as the only solution without addressing alternative models is a slight shortcoming in the promotion of pluralism.

CONCLUSION

The MOT broadcast on telephone sales is professionally executed investigative journalism that documents real consumer protection problems using reliable sources — public authorities, consumers and court registers. The broadcast's total score of 2.9/10 indicates a slight tendency that is typical of investigative journalism and does not exceed the threshold of serious bias set by Section 7 of the Act on Yleisradio Oy. The most significant shortcomings are the absence of international comparison, the sidelining of industry self-regulatory bodies and question asymmetry between public authorities and business. The broadcast does not address party politics directly, so party-political bias is not a relevant assessment criterion in this case. The requirement of diverse and comprehensive information provision under Section 7 of the Act on Yleisradio Oy is largely met, but presenting stricter regulation implicitly as the only solution without addressing alternative models is a slight shortcoming in the promotion of pluralism.



OVERALL ASSESSMENT OF 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	3/10	<i>Slight skew</i>
2	SOURCE SELECTION	3/10	<i>Slight skew</i>
3	DISTRIBUTION OF AIRTIME	3/10	<i>Slight skew</i>
4	OMISSION (Selective omission)	4/10	<i>Slight skew</i>
5	MANIPULATION OF FIGURES	2/10	<i>Imperceptible</i>
6	GUILT BY ASSOCIATION (Contact guilt)	2/10	<i>Imperceptible</i>
7	TIMING	2/10	<i>Imperceptible</i>
8	SELECTIVE INDIGNATION	1/10	<i>Imperceptible</i>
9	COMPLETENESS (Selective omission — overall picture)	4/10	<i>Slight skew</i>
10	FRAMING (Setting the frame of reference)	4/10	<i>Slight skew</i>
11	WORD CHOICES AND CONCEPTS	3/10	<i>Slight skew</i>
12	MODERATION BEHAVIOUR	3/10	<i>Slight skew</i>
13	QUESTION ASYMMETRY	4/10	<i>Slight skew</i>
14	FALSE BALANCE	1/10	<i>Imperceptible</i>
15	AGENDA-SETTING	4/10	<i>Slight skew</i>

HARDFACTS SCORE (1-8)

3.0/10

Slight imbalance

SOFTFACTS SCORE (9-14)

4.0/10

Slight imbalance

TOTAL SCORE

3.5/10

Slight imbalance

Hardfacts and Softfacts average



KEY — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No significant deviation detected.
1–2	Weak finding	Slight deviation without material impact on impartiality.
3–4	Slight–moderate finding	Identifiable tendency; materiality of impact minor–moderate.
5	Moderate finding, with impact	Significant skew affecting audience opinion formation.
6	Significant finding (threshold)	Scores of 6 and above are classified as significant findings.
7	Significant finding	Clear, well-documented skew with a demonstrable impact.
8–9	Serious finding	Strong skew; multiple documented individual findings in this criterion.
10	Maximum severity	Systematic, pervasive skew in this criterion.

Aggregated deviation index — Interpretation ranges

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

Party-political skew (-5 ... +5)

-5 ... -3	Strongly disadvantaged	Party is significantly underrepresented in framing, airtime or presentation.
-2 ... -1	Slightly disadvantaged	Identifiable but slight disadvantaging.
0	Neutral	No detectable favouring or disadvantaging.
+1 ... +2	Slightly favoured	Identifiable but slight favouring.
+3 ... +5	Strongly favoured	Party is significantly overrepresented in framing, airtime or presentation.



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

Assessment under Section 7 of the Act on Yleisradio Oy

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

Violation 1:

Norm: Act on Yleisradio Oy, Section 7 — diverse information provision

Facts: Stricter regulation is implicitly presented as the only solution to the problems of telephone sales; industry self-regulatory bodies, international comparative models or alternative solutions are not addressed

Evidence: Timestamp 18:44–19:12 — Quote: "It was mainly defeated by business opposition. Such strict regulation was not wanted."

Assessment: The Consumer Ombudsman's statement is presented without a corresponding perspective on whether stricter regulation is the only or best solution — this is a slight shortcoming in diverse information provision

Violation 2:

Norm: Act on Yleisradio Oy, Section 7 — impartiality

Facts: Question asymmetry between public authorities and business — business representatives are challenged directly, while the effectiveness of public authority action is not questioned

Evidence: Timestamp 13:53 — Quote: "You are firmly of the opinion that this is not a matter of fraud?" (to business) vs. no corresponding challenge to public authorities

Assessment: The asymmetry is detectable, but does not exceed the threshold of serious bias in the context of investigative journalism

No violation detected:

The broadcast does not address party politics, does not misrepresent parties' positions and does not systematically favour any political line. Official statements are presented appropriately, and business representatives are given the opportunity to respond (even though Loiste Europe's representative declined to be interviewed). The broadcast largely meets the requirements of Section 7 of the Act on Yleisradio Oy.

Overall assessment under Section 7 of the Act on Yleisradio Oy

The MOT broadcast on telephone sales largely meets the requirements of Section 7 of the Act on Yleisradio Oy for diverse, comprehensive and impartial information provision. The shortcomings identified — the absence of international comparison, the sidelining of industry self-regulatory bodies and a slight question asymmetry — are typical of investigative journalism and do not constitute a serious violation. Presenting stricter regulation implicitly as the only solution is a slight shortcoming in the promotion of pluralism, but does not exceed the threshold set by the law. The broadcast is not politically biased and does not systematically favour any party or political position.

SOURCE DEEP-CHECK (Mandatory for all cited expert organisations / civil society organisations / advisory services)

FCCA (Finnish Competition and Consumer Authority) — Katri Väänänen

- 1. FUNDING:** State authority, funded from public funds under the administrative branch of the Ministry of Economic Affairs and Employment. No commercial interests.
- 2. MANDATE:** Supervision and promotion of consumer protection — fully compatible with a neutral assessment on this topic.
- 3. CONFLICT OF INTEREST:** No institutional conflict of interest. The FCCA's interest is in strengthening consumer protection, which is in line with the broadcast's theme.
- 4. CREDIBILITY MATRIX:**



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

- U1 Conflict of interest: +2 — No commercial interest
- U2 Personal risk: +1 — Public authority, statements verifiable
- U3 Expertise: +2 — Direct competence in consumer protection matters
- U4 Consistency: +1 — Official statements generally consistent
- U5 Emotion vs. data: +2 — Based on statistics and supervisory experience
- U6 Source level: +2 — Primary source
- TOTAL: +10 → SOURCE TRAFFIC LIGHT: GREEN

5. COUNTERVOICE: The business perspective on the effectiveness of FCCA supervision is absent — not challenged in the broadcast.

Office of the Data Protection Ombudsman — Heljä-Tuulia Pihamaa

1. FUNDING: State authority, funded from public funds under the administrative branch of the Ministry of Justice.

2. MANDATE: Supervision of data protection — fully compatible.

3. CONFLICT OF INTEREST: No institutional conflict of interest.

4. CREDIBILITY MATRIX:

- U1 Conflict of interest: +2
- U2 Personal risk: +1
- U3 Expertise: +2
- U4 Consistency: +1
- U5 Emotion vs. data: +1 — Cautious language ("perhaps the risk can be")
- U6 Source level: +2
- TOTAL: +9 → SOURCE TRAFFIC LIGHT: GREEN

5. COUNTERVOICE: The perspective of a private sector data protection expert is absent.

A-Lottex Oy — Ilpo Pohjola

1. FUNDING: Private company, fundraising company for sports organisations. Commercial interest.

2. MANDATE: Not compatible with a neutral assessment — defends own business model.

3. CONFLICT OF INTEREST: Clear institutional conflict of interest — the company has itself been subject to FCCA proceedings.

4. CREDIBILITY MATRIX:

- U1 Conflict of interest: -2 — Defends own company
- U2 Personal risk: -1 — Statements may harm the company
- U3 Expertise: +1 — Familiar with industry practices
- U4 Consistency: 0 — No information on previous statements
- U5 Emotion vs. data: 0 — Mix of facts and defensive argument
- U6 Source level: +1 — Primary source regarding own operations
- TOTAL: -1 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: The journalist challenges Pohjola moderately effectively, but the conflict of interest is not explicitly mentioned.

IMPORTANT: "Given" or "acknowledged" is not a substantive qualification. It is a social attribution that is itself to be questioned. All three sources have been assessed on the basis of the above criteria, not on the basis of social status.

Legal and methodological framework

Not a verification of facts

The results presented are not verifications of facts about individual persons, editorial teams or broadcasts. They are the result of standardised operationalisation, not a statement of individual responsibility.



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

**Not a legal
assessment**

The aggregated deviation index does not replace a legal assessment under Section 7 of the Act on Yleisradio Oy. Assessing whether a particular broadcast violates statutory requirements falls exclusively within the competence of the relevant authorities (in particular Traficom).

**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 skew was detected — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.

**Heuristic
comparison tool**

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



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Finland — YLE (Yleisradio Oy)

Act

Act on Yleisradio Oy (1380/1993), zuletzt geändert 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 opportunities for participation 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) — only self-regulatory (YSO)
- Factual accuracy (Sachgerechtigkeit) — only self-regulatory (JSN)
- Political balance (Politische Balance) — nowhere explicitly

Die Unparteilichkeitspflicht kommt aus YLEs internen Ethikrichtlinien (YSO):

> "We set impartiality as a goal in our programme and content production as a whole 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



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

- Parliamentary 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 / Presserat): 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	Nur selbstregulatorisch (YSO/JSN)
Meinungsvielfalt	Gesetzlich	Implizit ("monipuolisia tietoja, mielipiteitä")
Unparteilichkeit	Gesetzlich	Nur selbstregulatorisch (JSN)
Politische Balance	Abgeleitet	Nicht erwähnt
Unabhängige Beschwerdeinstanz	UBI (gesetzlich)	Keine (nur JSN, selbstregulatorisch)
Inhaltsaufsicht durch Regulator	BAKOM/UBI	Nein — TRAFICOM nur Wirtschaft
Redaktioneller Schutz	Via RTVG	6d § (neu 2025): Schutz vor Entlassung wegen redaktioneller Entscheide



APPENDIX 2: SCIENTIFIC SOURCES

Literature

- Bennett, W. L. (1990). Toward a theory of press-state relations in the United States. *Journal of Communication*, 40(2), 103–125.
- Berelson, B. (1952). *Content analysis in communication research*. Free Press.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58.
- fög – 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

Assessments and membership at SVFAB

At SVFAB.ch you can find detailed assessments and you can also order analyses of any broadcast (billed separately).
To ensure the quality of our work we are dependent on membership and supporter fees.

Contact details and further information:

www.SVFAB.ch | Kontakt@SVFAB.ch

Bank details: PostFinance – POFICHBE

IBAN: CH32 0900 0000 1675 6251 1

Payee: 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 at www.svfab.ch or kontakt@svfab.ch



Unbalanced reporting is the response to the Swiss halving initiative: manipulation techniques are explained in detail, from staff selection to source selection. 15 principles are then explained: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context and much more, illustrated with numerous examples. In addition, it becomes visible where we ourselves apply these techniques — which promotes not only awareness but also empathy. Optionally, the book comes with **playing cards**. Also available as an **audiobook**.



An interview is not a conversation. It is a stage – and someone else has written the script. Those who are unaware of this unknowingly deliver material. Good quotes, that are cut wrongly. Correct statements, that end up in the wrong context. Honest answers, that are framed as admissions. This book is not a media criticism book. It is a toolkit – for everyone, who has a microphone in front of them and who want to know, what can be done about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three basic principles of sovereignty – anchoring, reframing, delimiting. Preparation in an 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 that they stop playing along – and start shaping it. In A5 format. Straightforward. As a reference work for preparation, for follow-up and for difficult situations



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



You think you are seeing the world. In reality you are seeing a 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.

Because 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, the media and everyday life – and the occasional smile.

Framing with style. Because the frame changes everything.