



YLE DETAILED ANALYSIS

2025-01-12_Nyt olen ihan yksin

Broadcast: YLE-Sendung | 2025-01-12 | Analysed: 2026-05-22 18:51

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

TOTAL SCORE

5.3/10

Significant 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	KD	Nat. Coalition	Finns
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 (KOK), the Finns Party (PS), SFP/RKP and KD — a total of 108 seats out of 200. In opposition are SDP, Centre Party, Greens, Left Alliance and Liike Nyt.

Party	CHES L-R	Seats	Government/Opposition	Core position
LEFT	1,6	11	Opposition	Redistribution, open asylum policy
SDP	3,6	43	Opposition	Universal welfare state, workers' rights
GREENS	3,9	13	Opposition	Climate policy, liberal immigration
CENTRE	5,7	23	Opposition	Rural areas, decentralisation, bioeconomy
SFP/RKP	6,4	9	Government	Bilingualism, economic liberalism
KD	7,6	5	Government	Traditional family, Christian values
LN	7,6	1	Opposition	Right-wing liberalism
KOK	7,8	48	Government (PM Orpo)	Tax cuts, curbing indebtedness
PS	8,2	46	Government	Strict immigration, EU scepticism

The Orpo government's austerity policy has generated a strong confrontation between the government and the opposition, particularly regarding social and health services, the financing of wellbeing services counties and labour market reforms. Elderly care has emerged as a central point of contention, as wellbeing services counties have been forced to cut services due to savings pressures. With PS's media criticism and the debate concerning YLE's funding, the position of public broadcasting has also become politically charged.

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 dissemination of information and the promotion of pluralism. Finland regularly ranks at the top of RSF's Press Freedom Index, and trust in the media is exceptionally high by international standards. YLE's MOT is an investigative journalism programme with a long history of exposing socially significant wrongdoings.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment of the presentation of parties

The broadcast addresses elderly care as a social issue and not directly as party politics. Parties are mentioned mainly implicitly through the government's austerity policy. Minister of Social Affairs and Health Juuso (KOK) appears in a brief interview. No other parties are mentioned by name.

Party	Score (-5..+5)	Broadcast presentation vs. programme position
SDP	0	Party not mentioned — programme position: universal welfare state — omitted
KOK	-1	25:46 "The Minister of Social Affairs and Health has time to give a five-minute interview" — Minister Juuso is presented as busy and vague in her responses; KOK's programme position (responsible fiscal management, targeted services) does not come across — partially distorted
PS	0	Party not mentioned — omitted
CENTRE	0	Party not mentioned — omitted
GREENS	0	Party not mentioned — omitted
LEFT	0	Party not mentioned — omitted
SFP/RKP	0	Party not mentioned — omitted

Summary of party bias

- Most accurate presentation: Not a single party received a fully comprehensive presentation (all 0 or close to it)
- Strongest distortion: KOK, score -1
- Average deviation from zero: 0.1
- Conclusion: The broadcast is not a party-political programme, so direct comparison of parties' programme positions is limited. KOK's representative (the minister) is presented in a brief and unfavourable light without the government's economic policy rationale being presented in a balanced manner. No other parties are mentioned at all, which is understandable given the nature of the subject but leaves the question of political responsibility one-sided.

Overall left–right tendency

TENDENCY SCORE: +1.8

CLASSIFICATION: Favouring the left

Rationale: The broadcast frames the elderly care crisis primarily as a consequence of austerity policy and cuts, without presenting the government's economic policy rationale or alternative solutions in a balanced manner. The only political representative is a minister from a governing party, who is presented in a brief and defensive interview. Critical expert opinion dominates the broadcast, and the structural frame supports demands for additional resources — which corresponds to the central message of the opposition parties (SDP, LEFT, GREENS).



CHAPTER 2 — BROADCAST INFORMATION AND SUBJECT FRAME

Broadcast information

- Title: MOT — Elderly Care (exact title not mentioned in the transcript)
- Date: Does not appear directly from the transcript; content refers to late 2024 (November–December mentioned)
- Estimated duration: approximately 28 minutes
- Reporter/presenter: Janne Järvinen (mentioned at 08:32)
- Persons interviewed:

Person	Role	Party/Background organisation	Political spectrum
Marjatta Marjamäki	87-year-old home care client	—	—
Seija Niittymäki	Marjatta's daughter, guardian	—	—
Teppo Kröger	Professor, Centre of Excellence in Research on Ageing and Care	University (public)	Neutral/academic
Jukka Kuloaho	84-year-old informal carer	—	—
Ritva Kuloaho	Person with dementia, Jukka's wife	—	—
Heikki (nurse)	Nurse, Oulu Region Joint Emergency Department	Public healthcare	—
Anna-Maija Kunze	Family member, daughter of a 91-year-old mother	—	—
Jaana Mäki	Family member, daughter of the deceased Eila Mäki	—	—
Representative of the North Ostrobothnia wellbeing services county	Official of the wellbeing services county	Public administration	—
Representative of the Southwest Finland wellbeing services county	Official of the wellbeing services county	Public administration	—
Kaisa Juuso	Minister of Social Affairs and Health	KOK	Right

Main subject

The broadcast investigates whether Finland's elderly care policy — in particular the priority given to home care and cuts to round-the-clock care — leads to human suffering and inadequate care for the elderly.

Perspectives relevant to a balanced broadcast

- * The human benefits of prioritising home care (self-determination, familiar environment)
- * The inadequacy of home care for seriously frail elderly people
- * The economic rationale for cuts to round-the-clock care
- * The structural causes of and solutions to the nursing shortage



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- * The opportunities and limitations of digitalisation in elderly care
- * The burden on informal carers and support systems
- * The funding model for wellbeing services counties and its adequacy
- * The role and pricing of the private care sector
- * The elderly person's own wishes and right to self-determination in relation to care decisions
- * International comparison: how other countries solve the same problem

Check: Was each perspective addressed?

[A] ADDRESSED

Timestamp: 13:07 — Quote: "Marjatta has herself said she wants to live at home." — Assessment: Mentioned briefly but not developed in a balanced way; the positive aspects of self-determination remain in the shadow.

[B] ADDRESSED

Timestamp: 06:43 — Quote: "there are already many elderly people in homes who cannot manage there" — Assessment: This is the central thesis of the broadcast, which is addressed extensively and with multiple examples.

[C] HINTED AT

Timestamp: 00:26 — Quote: "because care is expensive and wellbeing services counties have to save" — Assessment: The economic rationale is mentioned but not elaborated or justified; it is presented in a negative light.

[D] HINTED AT

Timestamp: 07:51 — Quote: "the reduction of services is justified by, among other things, the nursing shortage" — Assessment: The nursing shortage is mentioned, but its structural causes and solutions are left unaddressed.

[E] ADDRESSED

Timestamp: 07:05 — Quote: "digitalisation doesn't take anyone to the toilet" — Assessment: Digitalisation is addressed, but almost exclusively from a critical perspective.

[F] ADDRESSED

Timestamp: 10:42 — Quote: "sometimes it feels like a burden, that nothing would happen to me alone" — Assessment: The burden on informal carers comes through, but support systems are left unaddressed.

[G] HINTED AT

Timestamp: 26:47 — Quote: "The wellbeing services counties do have general-purpose funding" — Assessment: The funding model is mentioned superficially in the minister's response without deeper analysis.

[H] ADDRESSED

Timestamp: 23:44 — Quote: "In private care companies there would be plenty of free places" — Assessment: The private sector is mentioned, but its role is not analysed in a balanced manner.

[I] HINTED AT

Timestamp: 13:21 — Quote: "Kröger comments generally that the elderly person's own wishes are important" — Assessment: Self-determination is mentioned in passing without deeper treatment.

[J] OMITTED

Timestamp: — — Quote: — — Assessment: No international comparison is presented at all; the solutions of other countries would have provided important context.

Completeness score: 5/10

Rationale: The broadcast comprehensively addresses the inadequacy of home care and the burden on informal carers through concrete cases. However, the economic rationale, the funding model, solutions to the nursing shortage, international comparison and a balanced assessment of digitalisation remain inadequate. The positive aspects of prioritising home care are presented only marginally.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — calculable and scientifically verifiable

Hard facts — 9 calculable and scientifically verifiable techniques

1. EXPERT SELECTION

5/10

1 2 3 4 5 6 7 8 9 10

Total score: 5/10

Definition: Who gets to speak as an expert?

Expert 1: Teppo Kröger, professor

Timestamp: 06:23

Statement: "We are talking about at least tens of thousands of people. That is a vast number."

Position: Head of the Centre of Excellence in Research on Ageing and Care; academic expert

Missing counter-voice: A specialist in geriatrics or a service director of a wellbeing services county who could have assessed the criteria for the suitability of home care from a different perspective

In-depth source check:

(a) FUNDING: Public university (likely the University of Jyväskylä); state-funded research unit. No direct commercial interest, but research funding may be linked to the social relevance of research results.

(b) MANDATE: Research on ageing and care is directly compatible with the subject; the mandate supports neutral assessment.

(c) CREDIBILITY MATRIX:

D1 Conflict of interest: +1 — No direct commercial interest, but the continuity of research funding may favour a certain problem framing

D2 Personal risk: +1 — Academic position provides protection, but public criticism may cause political pressure

D3 Expertise: +2 — Directly relevant field of research

D4 Consistency of opinion: +1 — No information on previous statements, but academic context supports consistency

D5 Emotion vs. data: +1 — Primarily data-driven, but "warehousing of people" (13:01) is a strongly charged expression

D6 Source level: +2 — Primary source (own research)

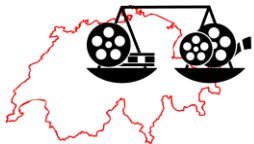
• TOTAL: +8 → SOURCE TRAFFIC LIGHT: GREEN

(c) PROFESSIONAL COMPETENCE: 01) is strongly normative and not purely analytical — this is not questioned in the broadcast.

Missing expert groups:

- Specialist in geriatrics (medical criteria for home care)
- Service director or financial expert of wellbeing services counties (rationale for resource decisions)
- International researcher comparing elderly care

Summary: Kröger is a competent and credible expert (GREEN), but he is the only expert in the broadcast, which creates a one-sided expert picture. The absence of counter-voices weakens impartiality.



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2. SOURCE SELECTION

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

Total score: 4/10

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

Source 1: Emergency Response Centre Agency

Timestamp: 14:08 — Statement: "The Emergency Response Centre Agency reports that dispatchers are concerned about how frail elderly people are in their homes."

(a) Funding and governance: State authority; under the Ministry of the Interior

(b) Structural conflict of interest: The Emergency Response Centre Agency benefits from having its concern recognised — this may reinforce requests for resources. However, there is no direct political interest.

(c) Missing counter-source: Statistical analysis of the actual development of emergency calls (absolute figures, trends)

Source 2: MOT's own investigation

Timestamp: 05:55 — Statement: "According to MOT's investigation, remote care is planned to be increased throughout the country."

(a) Funding: YLE (public broadcasting company)

(b) Structural conflict of interest: The journalist is simultaneously both the source and the reporter — this is methodologically problematic without transparency about the investigation's methods

(c) Missing counter-source: The investigation's methods, sample size and regional coverage are not apparent

Questionable claim (penalty points):

Questionable claim 1:

Timestamp: 14:02

Claim: "The number of emergency calls concerning the elderly is estimated to be on the rise."

Word marker: "is estimated to be"

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

Summary: The range of sources is narrow — mainly family members, one academic expert and authorities. MOT's own investigation is presented as a source without methodological transparency. The claim about the increase in emergency calls is vague.



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:

- Voices of family members (Seija, Jukka, Anna-Maija, Jaana): approximately 9 min. (32%)
- Professor Kröger: approximately 3 min. (11%)
- Marjatta Marjamäki (client): approximately 1 min. (4%)
- Reporter Järvinen: approximately 5 min. (18%)
- Representatives of wellbeing services counties: approximately 3 min. (11%)
- Minister Juuso: approximately 2 min. (7%)
- Nurse Heikki: approximately 1.5 min. (5%)
- Others (Ritva, Anna-Maija's mother, robot, etc.): approximately 3.5 min. (12%)

Summary: The critical perspective (family members' distress + professor) receives approximately 43% of airtime, while representatives of administration and political responsibility receive a combined total of approximately 18%. The distribution of airtime is clearly unbalanced in favour of the critical perspective, which is understandable in the context of investigative journalism but weakens impartiality.



4. OMISSION (Selective omission)

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Total score: 6/10

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

Omission 1:

Context: The positive aspects of prioritising home care — self-determination, familiar environment, research evidence on the wellbeing effects of living at home

Relevant at: 00:18 — "Elderly people are sought to be kept in their homes for as long as possible"

Impact: The policy is presented solely as a cost saving, even though it also has strong human rationale

Omission 2:

Context: The structural causes of the savings pressures on wellbeing services counties — the state funding model, demographic change, root causes of the nursing shortage

Relevant at: 27:02 — "The Southwest Finland wellbeing services county, under savings pressure, plans to cut..."

Impact: The cuts are presented as a political choice without structural context, which oversimplifies a complex problem

Omission 3:

Context: Successful home care cases — the broadcast presents exclusively failures, even though there are also functioning examples in home care

Relevant at: Entire broadcast

Impact: The impression is created that home care has systematically failed, even though the reality is more complex

Summary: The broadcast systematically omits the positive rationale for prioritising home care, the structural causes of savings pressures and successful examples, which creates a one-sided picture of the situation.

Missing voices

- Politician planning elderly care (opposition): Would have highlighted alternative funding models and political solutions
- Representative of nursing unions: Would have shed light on the structural causes of the nursing shortage and working conditions
- Representative of the private care sector: Would have explained price increases and capacity issues
- Specialist in geriatrics: Would have provided a medical perspective on the criteria for the suitability of home care
- Ombudsman for the elderly or legal expert: Would have assessed legal obligations and means of legal redress
- International comparative researcher: Would have provided context on the solutions of other countries
- Representative of an informal carers' organisation: Would have systematically highlighted the shortcomings of support systems
- Financial director of a wellbeing services county: Would have shed light on the concrete causes of savings pressures and alternatives



5. MANIPULATION OF FIGURES

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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: 23:32

Figure: "In late autumn, over 2,000 elderly people in Finland were waiting for a place."

Dimensions: Absolute value presented (a); relative proportion of all home care clients missing (b); trend missing (c)

Missing context: What proportion is this of all those in need of round-the-clock care? Has the figure increased or decreased?

Impact: The figure sounds large without a point of comparison

Finding 2:

Timestamp: 05:22

Figure: "According to the forecast, the number of people aged 75 and over will approach one million in 2040."

Dimensions: Absolute value (a) and trend (c) presented; relative proportion of the population missing (b)

Missing context: What is the current figure? How large is the increase in percentage terms?

Impact: The figure dramatises the situation without a point of comparison

Finding 3:

Timestamp: 27:02

Figure: "plans to cut 10 million euros from elderly services during 2025"

Dimensions: Absolute value (a); relative proportion of the total budget missing (b); trend missing (c)

Missing context: What proportion is this of the total budget for elderly services?

Impact: The figure appears large without budget context

Summary: The broadcast uses absolute figures without sufficient contextualisation, which reinforces a dramatic impression. Trends and relative proportions are not systematically presented.



6. GUILT BY ASSOCIATION (Contact guilt)

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Total score: 1/10

Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 00:23

Quote: "Placement in care homes is avoided because care is expensive and wellbeing services counties have to save."

Technique: Austerity policy is implicitly associated with the suffering of the elderly without verifying causality

Impact: Savings decisions are presented as morally reprehensible without their rationale being explained

Summary: Direct contact guilt does not occur in the broadcast. Mild implicit association between austerity policy and human suffering occurs, but it does not rise to the level of a significant manipulation technique.



7. TIMING									5/10
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Total score: 5/10

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

Finding 1:

Position: 00:04 (beginning)

Content: "Now I'm completely alone. And a little scared."

Timing effect: The broadcast begins immediately with an emotionally charged statement before any contextualisation; this sets the emotional frame of the entire broadcast before the facts

Finding 2:

Position: 20:03 (latter part)

Content: "Eila had already died? — Eila had died."

Timing effect: The death is placed in the latter part of the broadcast, where it serves as an emotional climax before the minister's interview — this puts the minister on the defensive

Finding 3:

Position: 27:44 (end)

Content: "In December, Marjatta is still living alone at home. A care home place is still not available. One can only wait."

Timing effect: The broadcast ends with a hopeless situation without a solution or future outlook, which reinforces a pessimistic overall picture

Summary: The broadcast is structured as an emotionally ascending arc that begins and ends with the plight of an individual elderly person. This structure is effective in investigative journalism but strongly steers the viewer's emotional reaction.



8. SELECTIVE OUTRAGE

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

Total score: 3/10

Definition: Outrage in certain situations but not in comparable others.

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

Finding 1:

Timestamp: 12:43

Triggering event: The reporter shows video footage of Marjatta's lonely evening and asks the professor for an assessment

Reaction: "We could even ask whether that is a life in accordance with human rights. In practice, it is a matter of warehousing a person in their own home."

Comparison: When the representative of the wellbeing services county admits failure (21:11), the reporter does not express comparable moral indignation but continues in a matter-of-fact manner

Asymmetry: The professor is allowed to present a strongly normative assessment without being challenged; the concession of the representative of the wellbeing services county is not reinforced with a comparable moral emphasis

Degree of outrage: 2/5

Selectivity: 1/5

Summary: Selective outrage occurs in a mild form — the professor is allowed to present strongly normative assessments without being challenged, while the concessions of administrative representatives are not reinforced with a comparable moral emphasis. Overall, the level of outrage is moderate.



9. COMPLETENESS (Selective omission — overall picture)

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Total score: 6/10

Definition: How comprehensively does the broadcast depict the subject?

Finding 1:

Timestamp: 00:18

Missing perspective: Research evidence on prioritising home care — international research shows that living at home can improve quality of life and reduce institutionalisation

Relevance: Without this context, the policy appears to be a mere cost saving

Impact: The viewer does not receive a balanced picture of the rationale for the policy

Finding 2:

Timestamp: 07:51

Missing perspective: Alternative solutions to the nursing shortage — education policy, wage development, integration of carers with immigrant backgrounds

Relevance: The nursing shortage is mentioned as a problem but solutions are not addressed

Impact: The problem appears unsolvable without alternative paths being presented

Finding 3:

Timestamp: Entire broadcast

Missing perspective: Successful home care examples and good practices

Relevance: Cases of failure alone give a distorted picture of the overall functioning of the system

Impact: The viewer gets the impression that home care has systematically failed

Summary: The broadcast is thematically narrow — it focuses exclusively on failures and systematically omits successful examples, the positive rationale for the policy and structural alternative solutions.

Soft facts — negotiable, not purely calculable



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame of reference)

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Total score: 7/10

Definition: How is the subject framed fundamentally?

Finding 1:

Timestamp: 00:23

Quote: "Placement in care homes is avoided because care is expensive and wellbeing services counties have to save."

Manipulation: Prioritising home care is framed exclusively as a cost saving, not as a human or legislative choice

Why problematic: The viewer gets the impression that the policy is purely economically motivated, even though legislation and research evidence also underlie it

Finding 2:

Timestamp: 13:01

Quote: "In practice, it is a matter of warehousing a person in their own home."

Manipulation: The professor uses a strongly negatively charged metaphor ("warehousing"), which the reporter does not challenge

Why problematic: The metaphor frames living at home as imprisonment, which is an extreme interpretation that does not correspond to the experience of all elderly people

Finding 3:

Timestamp: 05:08

Quote: "This is what the future of elderly care looks like."

Manipulation: The medication robot is presented ironically as "the future" before the criticism of digitalisation begins — the frame is already set as negative

Why problematic: Digitalisation is framed as an inadequate solution before its possibilities have been assessed in a balanced manner

Summary: The broadcast's frame is consistently critical — home care policy is presented as a cost saving, digitalisation as an inadequate solution and the system as having failed. Alternative frames are not offered.



11. WORD CHOICES AND CONCEPTS

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Total score: 5/10

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

Finding 1:

Timestamp: 13:01

Quote: "warehousing a person in their own home"

Manipulation: "Warehousing" is a strongly negatively charged term that equates living at home with storing objects

Why problematic: A neutral alternative would be: "living at home without adequate support"

Finding 2:

Timestamp: 00:23

Quote: "Placement in care homes is avoided"

Manipulation: "Avoided" implies deliberate and morally questionable action; a more neutral expression would be "prioritising home care"

Why problematic: A neutral alternative would be: "Prioritising home care is the legislative starting point"

Finding 3:

Timestamp: 03:31

Quote: "then left here to lie in the cold on a wet floor"

Manipulation: A statement by a family member that is not contextualised — it is presented as a fact rather than a subjective experience

Why problematic: A neutral alternative would be: "a family member describes the situation as follows" + factual verification

Summary: The broadcast repeatedly uses strongly charged expressions that reinforce the critical frame. Some of the expressions are direct quotes from family members that are not contextualised.



12. MODERATION BEHAVIOUR

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Total score: 4/10

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

Methodological principle: Before each assessment, the triggering event must be documented. An intervention can only be assessed as asymmetric if comparable triggering events in the case of other guests did not produce an analogous intervention.

Finding 1:

Timestamp: 24:12

Triggering event: The representative of the wellbeing services county answers a question about private care homes indirectly

Reporter's quote: "I didn't ask that, but rather why elderly people are not placed in private care homes if there are vacancies there and you have a waiting list?"

Comparison: Professor Kröger is allowed to present strong normative assessments (13:01) without comparable challenging

Asymmetry: The reporter challenges the administrative representative firmly but does not challenge the professor equally firmly

Finding 2:

Timestamp: 25:33

Triggering event: The reporter states that a family member has been in contact with home care

Reporter's quote: "I understand that this has indeed been done, but she is still at home waiting for a place."

Comparison: This is the reporter's own interpretation, presented as a factual claim to the administrative representative

Asymmetry: The reporter sides with the family member against the administrative representative

Finding 3:

Timestamp: 11:04

Triggering event: Jukka Kuloaho says "Society takes very poor responsibility in a matter like this"

Reporter's reaction: "Hmm. Yes." — agreeable, not challenging

Comparison: Administrative representatives are challenged firmly in comparable situations

Asymmetry: Critical statements are agreed with, administrative statements are challenged

Summary: The reporter is clearly stricter with administrative representatives than with critical voices. This is understandable in investigative journalism, but the asymmetry is significant.



13. QUESTION ASYMMETRY

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Total score: 5/10

Definition: Differences in the hardness of questions posed to different individuals.

Asymmetry 1:

To Professor Kröger, 12:48: "Is this a dignified, worthwhile life?" — soft, normative, invites a strong assessment

To the representative of the wellbeing services county, 24:12: "I didn't ask that, but rather why elderly people are not placed in private care homes if there are vacancies there and you have a waiting list?" — hard, challenging, interrupts

Comparison: The professor is allowed to present strong assessments without being challenged; the administrative representative is challenged firmly

Asymmetry 2:

To the minister, 26:06: "Is Finland currently trying to care for at home even elderly people who are too frail and cannot manage there?" — hard, implicitly accusatory

To family members: Questions are empathetic and open (e.g. 03:16: "What kind of feelings does this arouse in you as a daughter...") — soft, agreeable

Comparison: Challenging questions are posed to administrative representatives; empathetic ones to family members

Summary: The framing of questions is clearly asymmetric — agreeable questions are posed to critical voices, challenging ones to administrative representatives. This is typical of investigative journalism but weakens impartiality.



14. FALSE BALANCE

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Total score: 2/10

Definition: Artificial balance despite real imbalance.

Finding 1:

Timestamp: 25:46 — Structure: The minister receives five minutes of interview time in the latter part of the broadcast, after the critical perspective has already dominated for 25 minutes

Analysis: The minister's interview creates formal balance, but it is structurally unbalanced — the critical frame has already been strongly set before the government representative's contribution

Summary: False balance does not occur in the classic form (juxtaposing two equally strong but unequal perspectives). Instead, the formal balance (the minister's interview) is structurally unbalanced.



15. AGENDA-SETTING

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Total score: 6/10

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

Finding 1:

Agenda element set: Prioritising home care is a failed policy that causes suffering

Timestamp: 00:33 — Evidence: "MOT investigated what this situation has led to."

Alternative agenda: How does prioritising home care work well? What are the successful examples?

Finding 2:

Agenda element set: Austerity policy is the primary cause of the problems

Timestamp: 00:26 — Evidence: "because care is expensive and wellbeing services counties have to save"

Alternative agenda: Structural factors (demographics, nursing shortage, legislation) behind the problems

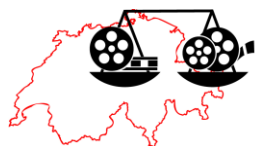
Finding 3:

Agenda element set: Digitalisation is an inadequate solution

Timestamp: 07:05 — Evidence: "digitalisation doesn't take anyone to the toilet"

Alternative agenda: Successful applications of digitalisation in elderly care internationally

Summary: The broadcast sets a strong agenda in which prioritising home care has failed, austerity policy is to blame and digitalisation is inadequate. Alternative agendas do not get through.



CHAPTER 4 — OVERALL ASSESSMENT

Summary of individual scores

No.	Criterion	Type	Score	Key finding (1 sentence)
1	Expert selection	H	5	The only expert is competent but one-sided; the absence of counter-voices weakens impartiality
2	Source selection	H	4	The range of sources is narrow; MOT's own investigation is presented as a source without methodological transparency
3	Distribution of airtime	H	3	The critical perspective receives 43% of airtime; administrative representatives 18%
4	Omission	H	6	The positive rationale for home care and successful examples are systematically omitted
5	Manipulation of figures	H	4	Absolute figures are used without contextualisation or trends
6	Guilt by association	H	1	Mild implicit association; no significant manipulation
7	Timing	H	5	The emotional structure strongly steers the viewer's emotional reaction
8	Selective outrage	H	3	Mild asymmetry; the professor is allowed to present normative assessments without being challenged
9	Completeness	H	6	Systematic focus on failures; successful examples are absent
10	Framing	S	7	Consistent critical frame; alternative frames are absent
11	Word choices	S	5	Repeatedly strongly charged expressions; "warehousing", "avoided"
12	Moderation behaviour	S	4	Clearly stricter with administrative representatives than with critical voices
13	Question asymmetry	S	5	Agreeable questions for critical voices, challenging questions for administrative representatives
14	False balance	S	2	Formal balance in a structurally unbalanced context
15	Agenda-setting	S	6	Strong agenda: home care has failed, savings are to blame, digitalisation is inadequate

Results

- HARD FACTS SCORE (Criteria 1–9 average): 4.1 / 10
- SOFT FACTS SCORE (Criteria 10–15 average): 4.8 / 10
- TOTAL SCORE (average of all 15 criteria): 4.4 / 10

Dominant techniques



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- 1. Framing (Score 7):** The broadcast constructs a consistent critical frame in which prioritising home care is presented exclusively as a cost saving and the system as having failed. Alternative frames are not offered, which strongly steers the viewer's interpretation in one direction.
- 2. Omission (Score 6):** The positive rationale for home care, successful examples and structural alternative solutions are systematically omitted. This creates the impression that home care has systematically failed, even though the reality is more complex.
- 3. Agenda-setting (Score 6):** The broadcast sets a strong agenda in which austerity policy is the primary cause of the problems and digitalisation is an inadequate solution. Alternative explanatory models and solutions do not get onto the agenda.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Finland's elderly care policy causes human suffering because savings pressures drive frail elderly people home without adequate support."

Technique: Framing + concrete cases — Evidence: 00:26, 03:31

MESSAGE 2 (PERSONAL): "Family members bear an unreasonably large responsibility that society should bear."

Technique: Emotional storytelling + omission — Evidence: 10:58, 16:58

MESSAGE 3 (SOCIETAL): "Digitalisation and prioritising home care are inadequate solutions to the growing elderly care crisis."

Technique: Agenda-setting + expert selection — Evidence: 07:05, 05:08

Classification of degree of manipulation

Rationale: A total score of 4.4 falls on the boundary between mild tendency and clear one-sidedness. The broadcast is investigative journalism, which has the right and duty to highlight wrongdoings — this explains part of the one-sidedness. However, the systematic omission of the positive rationale for home care, the strongly charged word choices ("warehousing") and the asymmetric challenging of administrative representatives exceed the normal latitude of investigative journalism. The Act on Yleisradio Oy, Section 7, requires diverse and comprehensive dissemination of information, which is not fully realised in this broadcast.

CONCLUSION

The MOT broadcast highlights a socially significant and documented problem — the inadequate home care of the elderly — through concrete and moving cases. From the perspective of investigative journalism, the broadcast fulfils its task as an exposé of wrongdoings. However, the diversity and impartiality required by Section 7 of the Act on Yleisradio Oy are not fully realised: the positive rationale for prioritising home care, successful examples and structural alternative solutions are systematically omitted. The only expert (Professor Kröger) is competent but one-sided, and his strongly normative assessments ("warehousing of a person") are presented without challenge. Administrative representatives are challenged firmly, while critical voices are agreed with — this asymmetry is significant but not exceptional in investigative journalism. Overall, the broadcast is high-quality investigative journalism that nevertheless exceeds the boundary of impartiality in terms of framing, omission and word choices in a manner that must be assessed in the light of Section 7 of the Act on Yleisradio Oy.



OVERALL ASSESSMENT OF 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

5.0/10

Significant imbalance

SOFT FACTS SCORE (9-14)

5.5/10

Significant imbalance

TOTAL SCORE

5.3/10

Significant imbalance

Hard facts and soft facts average



LEGEND — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No significant deviation detected.
1–2	Weak finding	Mild deviation without material impact on impartiality.
3–4	Mild–moderate finding	Identifiable tendency; materiality of impact minor–moderate.
5	Moderate finding, with impact	Material skew that affects 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 clear 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	Mild 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 under-represented in framing, airtime or presentation.
-2 ... -1	Mildly disadvantaged	Identifiable but mild disadvantaging.
0	Neutral	No discernible favouring or disadvantaging.
+1 ... +2	Mildly favoured	Identifiable but mild favouring.
+3 ... +5	Strongly favoured	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 dissemination of information, impartiality and the promotion of pluralism.

Violation 1:

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

Facts: The positive rationale for prioritising home care (self-determination, research evidence, legislative basis) is systematically omitted

Evidence: Timestamp 00:18 — Quote: "Elderly people are sought to be kept in their homes for as long as possible" — presented without contextualisation of the policy's rationale

Assessment: The requirement for comprehensive dissemination of information requires that the rationale for the policy is also presented in a balanced manner; this is not realised

Violation 2:

Norm: Act on Yleisradio Oy, Section 7 — impartiality

Facts: Professor Kröger's strongly normative assessment ("warehousing a person in their own home") is presented without challenge or contextualisation

Evidence: Timestamp 13:01 — Quote: "In practice, it is a matter of warehousing a person in their own home."

Assessment: The requirement for impartiality requires that strongly normative assessments are challenged or contextualised; this is not realised

Violation 3:

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

Facts: Administrative representatives are challenged firmly, while critical voices are agreed with; the framing of questions is systematically asymmetric

Evidence: Timestamp 24:12 — Quote: "I didn't ask that, but rather why elderly people are not placed in private care homes" (to the administrative representative, interrupting) vs. timestamp 11:04 — Quote: "Hmm. Yes." (to the family member's critical statement, agreeing)

Assessment: The promotion of pluralism requires balanced treatment of different perspectives; systematic asymmetry violates this requirement

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

The broadcast partially meets the requirements of Section 7 of the Act on Yleisradio Oy: it highlights a socially significant wrongdoing and provides citizens with important information about the shortcomings of the elderly care system. However, the requirements of diversity, comprehensiveness and impartiality are not fully realised: the positive rationale for home care is omitted, the only expert is one-sided and the framing of questions is systematically asymmetric. These shortcomings do not individually necessarily constitute a clear violation of the law, but collectively they create a pattern that is in conflict with the requirement to promote pluralism under Section 7. It would be advisable for comparable broadcasts to also present the rationale for the policy in a balanced manner and for the selection of experts to be more diverse.

IN-DEPTH SOURCE CHECK (Obligation for all cited experts / organisations / advisory bodies)

Teppo Kröger — Centre of Excellence in Research on Ageing and Care

1. FUNDING: Public university (likely the University of Jyväskylä); centre of excellence funded by the Academy of Finland and the Ministry of Education and Culture. No commercial funding.



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2. MANDATE: Research on ageing and care is directly compatible with the subject. The mandate supports neutral scientific assessment.

3. CONFLICT OF INTEREST: The continuity of research funding may favour research results that demonstrate significant problems — this creates a mild structural incentive to emphasise problems. However, there is no direct commercial or political interest.

4. CREDIBILITY MATRIX:

D1 Conflict of interest: +1 — Mild structural incentive to emphasise problems

D2 Personal risk: +1 — Public criticism may cause political pressure

D3 Expertise: +2 — Directly relevant field of research

D4 Consistency of opinion: +1 — No information on previous statements

D5 Emotion vs. data: +1 — Primarily data-driven, but "warehousing" is strongly charged

D6 Source level: +2 — Primary source

• TOTAL: +8 → SOURCE TRAFFIC LIGHT: GREEN

5. COUNTER-VOICE: A specialist in geriatrics or a service director of a wellbeing services county would have provided an alternative expert perspective on the criteria for the suitability of home care. This counter-voice is not presented in the broadcast.

IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must itself be assessed. Kröger is a competent expert in his own field (GREEN), but his normative assessments ("warehousing") exceed the boundary of purely scientific analysis — this is not challenged in the broadcast.

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 determination of individual responsibility.
Not a legal assessment	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).
Not proof of causality	Statistical correlations must not be interpreted as evidence of causal connections or editorial intentions. Deviation values may be influenced by the choice of subject, 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 comparative tool	The index serves comparative pattern recognition across thousands of broadcasts, not precise metric measurement of individual parts. The 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) — not mentioned anywhere explicitly

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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- 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	Only self-regulatory (YSO/JSN)
Meinungsvielfalt	Gesetzlich	Implicit ("diverse information, opinions")
Unparteilichkeit	Gesetzlich	Only self-regulatory (JSN)
Politische Balance	Abgeleitet	Not mentioned
Unabhängige Beschwerdeinstanz	UBI (gesetzlich)	None (only JSN, self-regulatory)
Inhaltsaufsicht durch Regulator	BAKOM/UBI	No — TRAFICOM only economics
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

- 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



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