



YLE DETAILED ANALYSIS

2025-08-30_Riikka Purra

Broadcast: YLE-Sendung | 2025-08-30 | Analysed: 2026-05-22 18:38

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

TOTAL SCORE

6.8/10

Serious deviation from impartiality standard. High deviation rate

0 = impartial, 10 = strongly biased

POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

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

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

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

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 (PS), the Swedish People's Party (SFP/RKP) and the Christian Democrats (KD). 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 Alliance	1,6	11	Opposition	Redistribution, trade unions, climate
SDP	3,6	43	Opposition	Welfare state, workers' rights
Greens	3,9	13	Opposition	Climate, liberal immigration
Centre Party	5,7	23	Opposition	Rural areas, decentralisation, agriculture
SFP/RKP	6,4	9	Government	Bilingualism, economic liberalism
KD	7,6	5	Government	Family values, conservative ethics
Movement Now	7,6	1	Opposition	Right-wing liberalism
National Coalition	7,8	48	Government (PM Orpo)	Tax cuts, competitiveness
Finns Party	8,2	46	Government	Strict immigration, national sovereignty

The government's austerity measures — cuts of over 10 billion euros — have generated strong confrontation between the government and the opposition, particularly regarding social security, education and municipal funding. The Finns Party's immigration rhetoric has caused ongoing internal tensions within the coalition, especially in relation to the National Coalition and SFP/RKP. A third line of tension is the debt brake and fiscal discipline, on which the opposition parties disagree. Fourth is education policy: the government is cutting at the same time as PISA results are declining.

Yleisradio (YLE) is a public broadcasting company 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 the media enjoys a high level of public trust. However, the Finns Party has repeatedly criticised YLE for a "left-green bubble" and demanded funding reform.



CHAPTER 1 — PARTY-POLITICAL BIAS

Accuracy of party representation

Party	Score (-5..+5)	Broadcast representation vs. programme position
Finns Party	-2	00:45–02:10: Keskisarja's speeches are treated primarily within a criminal investigation frame and in connection with "a conspiracy theory inciting violence" — the Finns Party's programme position is to speak about statistics-based immigration policy, but the broadcast frames this primarily as a language problem rather than a policy issue. Partially distorted.
National Coalition	0	The National Coalition is not addressed as an independent actor; PM Orpo's comments are mentioned briefly (07:20). Not represented.
SDP	0	SDP does not appear in the broadcast. Not represented.
Centre Party	0	Centre Party does not appear in the broadcast. Not represented.
Greens	0	Greens do not appear in the broadcast. Not represented.
Left Alliance	0	Left Alliance does not appear in the broadcast. Not represented.
SFP/RKP	+1	04:05: "immigrants are being scored — even then there is no talk of human dignity when systems are created, which SFP/RKP has just proposed" — SFP/RKP's scoring proposal is mentioned neutrally as a point of reference. Appropriate.

Score explanation:

+5 = Programme positions represented correctly and completely

0 = Party/topic not in broadcast

-5 = Programme positions actively distorted or misrepresented

Summary of party bias

- Most accurate representation: SFP/RKP, score +1
- Strongest distortion: Finns Party, score -2
- Average deviation from zero: 0.4
- Conclusion: The broadcast focuses almost exclusively on the Finns Party and Riikka Purra. The Finns Party's immigration policy programme position — statistics-based analysis — is repeatedly framed as a language problem and through connections to conspiracy theories, which distorts the party's official position. No other parties are addressed at all, so no basis for comparison is established.

Overall left–right tendency

TENDENCY SCORE: +1.8

CLASSIFICATION: Favouring the left

Justification: The broadcast frames the Finns Party's immigration rhetoric primarily in a criminal investigation and conspiracy theory context rather than treating it as a policy issue. The economic section is relatively balanced, but the immigration segment — which takes up approximately 40 % of broadcast time — places the Finns Party in a defensive position without a corresponding critical examination of the opposition parties' positions. This structure favours the left-wing opposition, which criticises the Finns Party's rhetoric.



CHAPTER 2 — BROADCAST DETAILS AND TOPIC FRAMING

Broadcast details

- Title: Ykkösaamu — Riikka Purra interview
- Date: No exact date in transcript; based on context August 2025 (budget negotiations, Finns Party support figures 12.3 %)
- Length (estimated from transcript): approximately 38 minutes 39 seconds
- Journalist/presenter: Unnamed journalist (YLE Ykkösaamu)
- Persons interviewed:

Person	Role	Party/Affiliation	Political spectrum
Riikka Purra	Minister of Finance, chair of the Finns Party	Finns Party	Right (CHES 8.2)

Main topic

The broadcast covers three interrelated topics: the immigration rhetoric of Finns Party deputy chair Teemu Keskinen and the related criminal complaints, the government's budget negotiations with approximately one billion euros in austerity measures, and the question of recognising Palestine and the humanitarian situation in Gaza.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — countable and scientifically reliable

Hard facts — 9 countable and scientifically verifiable techniques

1. EXPERT SELECTION

8/10

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Total score: 8/10

Definition: Who gets to speak as an expert?

Expert 1: Riikka Purra (Minister of Finance, chair of the Finns Party)

Timestamp: 00:02–38:35

Statement: "In my own proposal the deficit was 7.7 billion."

Positioning: Government insider; direct interest in defending the budget proposal.

Missing counter-voice: Independent economic expert, opposition representative, representative of the National Audit Office of Finland (VTV).

Source deep-check:

(a) FUNDING: On the state payroll as Minister of Finance; funded by the party as chair of the Finns Party. Interest: defending the budget proposal and advancing the Finns Party's political line.

(b) MANDATE: Not compatible with neutral assessment — Purra is both the author and the defender of the budget proposal.

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

- U1 Conflict of interest: -2 — Direct political and professional interest in defending the budget proposal
- U2 Personal risk: +1 — Bears political responsibility as minister and party chair
- U3 Expertise: +2 — Minister of Finance, background in economics
- U4 Consistency of opinion: +1 — In line with the Finns Party's long-standing position
- U5 Emotion vs. data: +1 — Primarily data-based, some normative claims
- U6 Source level: -1 — Primary political source, not independent
- TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW (-4 – +4)

(c) PROFESSIONAL COMPETENCE: A political actor is framed as a neutral expert.

Missing expert groups:

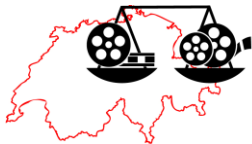
- Independent macroeconomic expert (ETLA, PTT, Bank of Finland)
- Legal expert for assessment of freedom of expression and criminal threshold
- Education researcher for assessment of PISA results and curriculum reforms

Summary (matrix result):



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- Riikka Purra: YELLOW (+2) — Expertise high, but conflict of interest significant; not an independent source for assessing the budget proposal.
- No other experts are heard. The broadcast relies exclusively on one political actor for 38 minutes.



2. SOURCE SELECTION

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

Total score: 7/10

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

Source 1: Statistics Finland

Timestamp: 20:15 — Statement: "In April–June GDP contracted by 0.4 % compared to the previous quarter. This is Statistics Finland's data."

(a) Funding and governance: State agency; funded by the state. No significant conflict of interest regarding statistical data.

(b) Structural conflict of interest: Not significant — statistical data is neutral.

(c) Is a counter-source missing? Not in this context.

Source 2: THL and STM (child poverty estimate)

Timestamp: 36:00 — Statement: "According to THL's and STM's estimate, 27,000 children will fall into poverty in Finland."

(a) Funding: State agencies; funded by the state.

(b) Structural conflict of interest: STM is a ministry under the government; THL is an independent research institute. The figure is presented by the journalist without a representative of THL or STM being heard.

(c) Is a counter-source missing? Yes — Purra questions the estimate ("it is still only an estimate"), but THL's methodology is not explained and no representative of the institute is heard.

Source 3: Unnamed statement from a coalition partner

Timestamp: 07:00 — Statement: "They are unfounded, extremely irresponsible and reprehensible statements."

(a) Funding: Representative of a governing party; not named.

(b) Structural conflict of interest: Anonymous source from a coalition partner; cannot be fully assessed.

(c) Is a counter-source missing? Yes — assessments from opposition parties are absent.

Rumour check (penalty points):

No clear rumours without a primary source. No penalty points.

Summary: The broadcast relies mainly on Purra's own claims and a few state statistical sources. No independent expert sources are used at all, which significantly weakens the broadcast's informational balance.



3. DISTRIBUTION OF SPEAKING TIME

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Total score: 6/10

Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Riikka Purra: approximately 26 min. (67 %)
- Journalist: approximately 11 min. (28 %)
- Unnamed voice of coalition partner (recording): approximately 1 min. (3 %)
- Others: 0 min. (0 %)

Summary: The broadcast is structured as an individual interview in which one political actor dominates almost two thirds of the speaking time. No alternative views are heard directly, which is understandable in an interview format but problematic when the topics are contentious policy issues.



4. OMISSION (Selective omission)

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Total score: 7/10

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

Omission 1:

Context: The views of opposition parties (SDP, Greens, Left Alliance) on Keski-Särjälä's speeches and the budget proposal are entirely absent.

Relevant at: 00:45–08:00 (immigration rhetoric) and 19:00–35:00 (budget)

Effect: The viewer gets the impression that criticism comes only from coalition partners, not from the opposition — which distorts the overall picture of the political landscape.

Omission 2:

Context: The concrete effects of the government's cuts on municipalities and schools are left unaddressed; the position of the Association of Finnish Local and Regional Authorities is mentioned in one sentence (31:30) without elaboration.

Relevant at: 31:00–33:00

Effect: The viewer does not receive information about what the 150 million euro municipal cuts mean in practice.

Omission 3:

Context: The 120 million euro cuts to vocational education are mentioned (35:50), but the journalist interrupts the topic: "I'm getting word in my ear that we need to move on to employment."

Relevant at: 35:50

Effect: A significant education policy issue is left unaddressed due to an editorial scheduling decision.

Summary: The broadcast systematically omits opposition voices, independent experts and the concrete effects of the cuts. This creates a one-sided picture of the political situation.

Missing voices

- Independent economic expert (e.g. ETLA, PTT): Could have assessed the realism of the budget proposal and the effects of alternative adjustment paths.
- Legal expert (criminal law/freedom of expression): Could have assessed whether Keski-Särjälä's speeches exceed the criminal threshold and where the limits of freedom of expression lie.
- Representative of THL or STM: Could have clarified the estimate of 27,000 children in poverty and its methodology.
- Representative of municipalities or schools: Could have made the effects of the cuts on primary schools concrete.
- Representative of an opposition party (SDP or Greens): Would have offered an alternative budget perspective and an assessment of the immigration rhetoric.
- Humanitarian organisation (e.g. Red Cross, UNHCR Finland): Could have commented on the situation in Gaza and the practical possibilities of admitting children for treatment.
- Hospital representative: Could have clarified the capacity to admit Gazan children for treatment.
- Immigration researcher: Could have assessed the accuracy and context of the statistics presented by Purra.



5. NUMBER MANIPULATION

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

Total score: 4/10

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 08:30

Figure: "The Finns Party's support is now 12.3 %. In the last parliamentary elections support was 20.1 %."

Dimensions: (a) absolute value ✓ (b) share ✓ (c) trend ✓ — all three presented

Missing context: No mention of the time period over which the decline has occurred, nor comparison with support changes of other governing parties.

Effect: The figure is presented as implicit evidence that hard rhetoric has been a failed strategy — without comparative context.

Finding 2:

Timestamp: 20:15

Figure: "In April–June GDP contracted by 0.4 % compared to the previous quarter."

Dimensions: (a) absolute value ✓ (b) share ✓ (c) trend — longer time period missing

Missing context: No mention of whether the decline is exceptional or part of a longer trend; no comparison with other Nordic countries.

Effect: A single quarterly figure can give a misleading picture of the severity or mildness of the economic situation.

Finding 3:

Timestamp: 36:00

Figure: "According to THL's and STM's estimate, 27,000 children will fall into poverty in Finland. That is twice as many as has been estimated."

Dimensions: (a) absolute value ✓ (b) share — missing (% of children) (c) trend — missing

Missing context: No mention of what the overall child poverty rate is, nor comparison with previous years or other Nordic countries.

Effect: The figure sounds large without contextualisation; on the other hand, Purra's comment "it is still only an estimate" is left without a methodological explanation.

Summary: Figures are used argumentatively without sufficient contextualisation. In particular, the child poverty figure and the support figure are presented without comparative context, which can be misleading.



6. GUILT BY ASSOCIATION (Contact guilt)

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Total score: 7/10

Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 09:45

Quote: "Are you aware that part of the terminology is connected to a conspiracy theory inciting violence?"

Technique: The journalist directly connects the immigration terminology used by the Finns Party to "a conspiracy theory inciting violence" without the connection being substantiated with sources or examples.

Effect: The viewer gets the impression that the Finns Party's immigration policy is connected to violent far-right extremism.

Association 2:

Timestamp: 10:05

Quote: "Are you aware that the terminology you use is close to a far-right conspiracy theory that condones violence? Are you aware or are you not?"

Technique: The question is asked twice in succession, which reinforces the association and places Purra in a defensive position.

Effect: The rhetorical structure "are you aware or are you not" implies that awareness would be reprehensible and ignorance naive — both options are unfavourable for Purra.

Association 3:

Timestamp: 10:20

Quote: "One cannot be aware of it, since even Yleisradio reports that the population replacement theory is a conspiracy theory."

Technique: The journalist refers to YLE's own previous reporting as an authority that defines the theory as a conspiracy theory — this is circular reasoning (YLE defines, YLE reports).

Effect: YLE's own previous framing is used as evidence in the current broadcast.

Check of persons framed as "conspiracy theorist":

Teemu Keskiarja (deputy chair of the Finns Party, historian):

- Does he work with demonstrably primary sources? YES — historian, refers to statistics
- Are his core claims falsifiable? YES — statistics-based claims are verifiable
- What has he lost due to his position? Criminal complaints, public criticism
- What does he gain? Publicity, internal support within the Finns Party
- Net: Risk > benefit — moderate credibility
- RESULT CLASS: B — Borderline case (partly justified, partly speculative)

IMPORTANT: The broadcast's own framing of Keskiarja is not evidence of class C. The classification is based on the criteria above.

Summary (class determination with matrix basis):



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- Teemu Keskisarja: CLASS B — Borderline case. Statistics-based claims are falsifiable, but the language is colourful and partly speculative. The broadcast's framing as "a conspiracy theory inciting violence" is not based on the evidence presented.



7. TIMING

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Total score: 5/10

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

Finding 1:

Position: 00:45 (beginning)

Content: "Several criminal complaints have been filed with the Helsinki police regarding speeches by Finns Party deputy chair Teemu Keski-sarja."

Timing effect: The broadcast begins with a criminal investigation frame before Purra gets to speak. This places the entire interview in a defensive position from the very start.

Finding 2:

Position: 35:50 (latter part)

Content: "The government cut 120 million from vocational education, but I'm getting word in my ear that we need to move on to employment."

Timing effect: A significant education policy issue is raised only in the latter part of the broadcast and immediately abandoned due to an editorial interruption — the topic does not get to develop.

Finding 3:

Position: 37:00 (end)

Content: Palestine and the children of Gaza are raised in the final minutes.

Timing effect: The humanitarian issue is placed at the end of the broadcast, leaving it only approximately 90 seconds. This reduces the weight of the topic relative to the immigration rhetoric, which takes up the beginning of the broadcast.

Summary: The structure of the broadcast places the Finns Party in a defensive position from the very start (criminal investigation) and leaves significant policy issues (vocational education, Palestine) to the end of the broadcast, where there is insufficient time for them.



8. SELECTIVE INDIGNATION

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

Total score: 5/10

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

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

Finding 1:

Timestamp: 09:45–10:20

Triggering event: Purra defends the immigration terminology used by Keski-sarja as statistics-based.

Reaction: "Are you aware that part of the terminology is connected to a conspiracy theory inciting violence?" — asked twice in succession.

Comparison: No comparable question is put to representatives of opposition parties about the language they use (e.g. use of the term "racism" about the Finns Party). Opposition representatives are not interviewed at all.

Asymmetry: The indignation is directed exclusively at the Finns Party's use of language; comparable critical scrutiny is not applied to other political actors, because they are not in the broadcast.

Degree of indignation: 3/5

Selectivity: 3/5

Finding 2:

Timestamp: 36:00–36:30

Triggering event: The journalist presents THL's/STM's child poverty estimate (27,000 children).

Reaction: "Do you have a pain threshold for how many children and families with children can still fall into poverty?" — the question is repeated twice.

Comparison: No comparable "pain threshold" question is put to representatives of opposition parties about cuts made or debt incurred during their time in government.

Asymmetry: The emotional "pain threshold" question is directed exclusively at a representative of a governing party.

Degree of indignation: 2/5

Selectivity: 3/5

Summary: Selective indignation is moderate — it is directed at the Finns Party's use of language and the human effects of the government's cuts, but comparable critical scrutiny is not applied to the opposition, because no opposition representatives are in the broadcast. The asymmetry is structural, not isolated.



9. COMPLETENESS (Selective omission — overall picture)

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Total score: 7/10

Definition: How completely does the broadcast depict the topic?

Finding 1:

Timestamp: 19:00–35:00

Missing perspective/fact: Independent economic assessment of the budget proposal.

Relevance: Purra presents her budget proposal as the sole expert; an independent assessment would be essential for obtaining a balanced picture.

Effect: The viewer receives a one-sided picture of the realism of the budget proposal and the alternatives.

Finding 2:

Timestamp: 00:45–10:30

Missing perspective/fact: A legal expert's assessment of whether Keskisarja's speeches exceed the criminal threshold.

Relevance: The broadcast addresses criminal complaints and a police investigation, but no legal expert is heard.

Effect: The viewer does not receive information about what the actual legal situation is — only the journalist's framing as "a conspiracy theory inciting violence".

Finding 3:

Timestamp: 37:00–38:35

Missing perspective/fact: The views of representatives of humanitarian organisations or hospitals on admitting children from Gaza for treatment.

Relevance: The broadcast addresses the topic only from Purra's perspective; the hospitals' position is mentioned in one sentence.

Effect: The viewer does not get an overall picture of what admitting patients for treatment would mean in practice.

Summary: The broadcast is structured as an individual interview, which explains some of the shortcomings. However, the treatment of three significant topics (budget, criminal threshold, children from Gaza) without independent experts significantly weakens the broadcast's informational level.

Hard facts end — Soft facts begin

Soft facts — negotiable, not purely countable



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame of reference)

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Total score: 7/10

Definition: How is the topic framed fundamentally?

Finding 1:

Timestamp: 00:45

Quote: "Several criminal complaints have been filed with the Helsinki police regarding speeches by Finns Party deputy chair Teemu Keskisarja."

Manipulation: The immigration policy discussion is framed from the very start within a criminal investigation frame — not as a policy issue.

Why problematic: The criminal investigation frame places the Finns Party in a defensive position and implies that speaking about immigration policy is potentially criminal.

Finding 2:

Timestamp: 09:45

Quote: "Are you aware that part of the terminology is connected to a conspiracy theory inciting violence?"

Manipulation: The Finns Party's statistics-based immigration discussion is framed as "a conspiracy theory inciting violence" without the connection being substantiated.

Why problematic: The frame connects lawful political activity to violent far-right extremism without evidence.

Finding 3:

Timestamp: 36:00

Quote: "Do you have a pain threshold for how many children and families with children can still fall into poverty?"

Manipulation: The budget question is framed as a moral "pain threshold" question, implying that the government has an acceptable poverty threshold.

Why problematic: The frame is emotional rather than analytical; it does not give Purra the opportunity to respond to a policy question but forces her to defend her moral position.

Summary: The broadcast's framing is systematically unfavourable to the Finns Party — the immigration discussion is framed as a criminal investigation and conspiracy theory, budget questions as moral "pain threshold" questions.



11. WORD CHOICES AND CONCEPTS

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Total score: 6/10

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

Finding 1:

Timestamp: 09:45

Quote: "a conspiracy theory inciting violence"

Manipulation: "Inciting violence" is a powerful connotation that directly connects the Finns Party's rhetoric to violence.

Why problematic: A neutral alternative would be: "far-right ideology" or "a contested theory". "Inciting violence" is a normative judgement, not a neutral description.

Finding 2:

Timestamp: 00:45

Quote: "with the topic that flared up from the A-studio discussion"

Manipulation: "Flared up" implies that the topic has exploded uncontrollably — not a neutral description of a political discussion.

Why problematic: A neutral alternative would be: "with the topic that arose from the A-studio discussion". "Flared up" creates a dramatic frame.

Finding 3:

Timestamp: 08:30

Quote: "What kind of tool is hard rhetoric for increasing support?"

Manipulation: "Tool" implies that the rhetoric is a calculated strategy rather than a genuine political conviction.

Why problematic: A neutral alternative would be: "How does hard rhetoric affect support?" The word "tool" is implicitly cynical.

Summary: Word choices are systematically unfavourable to the Finns Party — "inciting violence", "flared up" and "tool" create a negative connotation frame without a neutral counterbalance.



12. MODERATION BEHAVIOUR

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Total score: 6/10

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

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

Finding 1:

Timestamp: 09:45–10:20

Triggering event: Purra defends Keskisarja's terminology as statistics-based.

Quote (journalist): "Are you aware that the terminology you use is close to a far-right conspiracy theory that condones violence? Are you aware or are you not?"

Comparison: No comparable "are you aware" question is put to other guests, because there are no other guests.

Asymmetry: Structural — the broadcast is an individual interview, so a basis for comparison is absent. However, the form of the question is exceptionally confrontational.

Finding 2:

Timestamp: 35:50

Triggering event: Purra begins to respond to the cuts in vocational education.

Quote (journalist): "I'm getting word in my ear that we need to move on to employment. A shame."

Comparison: The journalist interrupts Purra's response with an editorial scheduling reference — this is an unusual intervention in the middle of a response.

Asymmetry: The interruption occurs precisely when Purra is responding to a critical question. Asymmetry cannot be proven without a point of comparison, but the timing is noteworthy.

Finding 3:

Timestamp: 36:30

Triggering event: Purra responds to the child poverty question by referring to the overall picture.

Quote (journalist): "I asked about your own pain threshold." — the question is repeated.

Comparison: No point of comparison with other guests.

Asymmetry: A repeated question is a reasonable journalistic technique, but combined with the other findings it reinforces the picture of a confrontational moderation style.

Summary: Moderation behaviour is confrontational towards the Finns Party representative. Since the broadcast is an individual interview, complete asymmetry cannot be proven — but the form of the questions and the interruptions are noteworthy.



13. QUESTION ASYMMETRY

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Total score: 5/10

Definition: Different degrees of hardness/softness in questions put to different persons.

Asymmetry 1:

To Purra, 09:45: "Are you aware that the terminology you use is close to a far-right conspiracy theory that condones violence? Are you aware or are you not?" — hard, confrontational

Comparison: No comparable questions about their use of language or political positions are put to representatives of opposition parties — because they are not interviewed.

Comparison: Structural asymmetry — an individual interview only allows questions in one direction.

Asymmetry 2:

To Purra, 36:00: "Do you have a pain threshold for how many children and families with children can still fall into poverty?" — emotional, moral

To Purra, 20:00: "What are the starting points from which the government begins the budget negotiations?" — neutral, open

Comparison: The same interview contains both neutral and strongly emotional questions; the emotional questions are directed at the human effects of the government's cuts.

Summary: Question asymmetry is moderate — the broadcast contains both neutral economic policy questions and strongly framed moral questions. Since the broadcast is an individual interview, complete asymmetry cannot be proven.



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14. FALSE BALANCE

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Total score: 3/10

Definition: Artificial balance despite real imbalance.

Finding 1:

Timestamp: 04:05 — Structure: "Immigrants are being scored. Even then there is no talk of human dignity when systems are created, which SFP/RKP has just proposed."

Analysis: The journalist refers to SFP/RKP's scoring proposal as if to balance the criticism of the Finns Party — but SFP/RKP's proposal is not treated as critically as the Finns Party's rhetoric. This creates an apparent balance.

Summary: False balance is minor in this broadcast — the broadcast does not seek to create artificial balance but is openly confrontational towards the Finns Party. The SFP/RKP reference is the only point where balancing is attempted.



15. AGENDA-SETTING							7/10		
1	2	3	4	5	6	7	8	9	10

Total score: 7/10

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

Finding 1:

Agenda element set: The Finns Party's immigration rhetoric is primarily a language problem, not a policy issue.

Timestamp: 00:45 — Evidence: "We begin with the topic that flared up from the A-studio discussion, namely the table manners of the discussion."

Alternative agenda: The content of immigration policy, the accuracy of statistics, the results of integration.

Finding 2:

Agenda element set: The government's budget cuts are primarily a human problem (child poverty, pain threshold).

Timestamp: 36:00 — Evidence: "Do you have a pain threshold for how many children and families with children can still fall into poverty?"

Alternative agenda: The economic necessity of the cuts, alternative adjustment paths, the opposition's budget alternatives.

Finding 3:

Agenda element set: The decline in the Finns Party's support is a consequence of hard rhetoric.

Timestamp: 08:30 — Evidence: "What kind of tool is hard rhetoric for increasing support? Support has fallen."

Alternative agenda: Other reasons for the decline in support (the effect of government responsibility, the economic situation, coalition conflicts).

Summary: The broadcast's agenda places the Finns Party in a defensive position on three fronts: use of language, the human effects of the cuts and the decline in support. Alternative agendas — the content of policy, economic necessities, criticism of opposition alternatives — are not addressed.



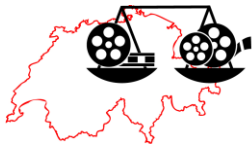
CHAPTER 4 — OVERALL ASSESSMENT

Summary of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	8	The broadcast relies exclusively on one political actor without independent experts.
2	Source selection	H	7	Sources are mainly state statistics and Purra's own claims; no independent sources are used.
3	Distribution of speaking time	H	6	Purra dominates 67 % of speaking time; no alternative views are heard directly.
4	Omission	H	7	Opposition voices, independent experts and the concrete effects of the cuts are absent.
5	Number manipulation	H	4	Figures are used argumentatively without sufficient contextualisation.
6	Guilt by association	H	7	The Finns Party's terminology is connected to "a conspiracy theory inciting violence" without evidence.
7	Timing	H	5	The criminal investigation frame at the beginning of the broadcast places the Finns Party in a defensive position for the entire broadcast.
8	Selective indignation	H	5	Indignation is directed at the Finns Party's use of language and the human effects of the cuts; the opposition is not scrutinised comparably.
9	Completeness	H	7	Three significant topics are addressed without independent experts.
10	Framing	S	7	The immigration discussion is framed as a criminal investigation and conspiracy theory.
11	Word choices	S	6	"Inciting violence", "flared up" and "tool" create a negative connotation frame.
12	Moderation behaviour	S	6	Confrontational moderation style is directed exclusively at the Finns Party representative.
13	Question asymmetry	S	5	Emotional moral questions are directed at the human effects of the government's cuts.
14	False balance	S	3	False balance is minor; the broadcast is openly confrontational.
15	Agenda-setting	S	7	The Finns Party is placed in a defensive position on three fronts without alternative agendas being addressed.

Results

- HARD FACTS SCORE (Criteria 1–9 average): 6.2 / 10
- SOFT FACTS SCORE (Criteria 10–15 average): 5.7 / 10
- TOTAL SCORE (average of all 15 criteria): 6.0 / 10



Dominant techniques

The three strongest techniques in this broadcast:

- 1. Expert selection (score 8):** The broadcast relies exclusively on one political actor for 38 minutes without a single independent expert. This allows the journalist's framings to dominate without being challenged by expert knowledge.
- 2. Guilt by association (score 7):** The Finns Party's immigration terminology is repeatedly connected to "a conspiracy theory inciting violence" without the connection being substantiated with sources or examples. The question is asked twice in succession, which reinforces the association.
- 3. Framing (score 7):** The broadcast frames the immigration policy discussion as a criminal investigation and conspiracy theory from the very start, placing the Finns Party in a defensive position for the entire broadcast instead of addressing the content of the policy.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "The Finns Party's immigration rhetoric is connected to violent far-right extremism and is not legitimate policy."

Technique: Framing + guilt by association — Evidence: 00:45, 09:45, 10:05

MESSAGE 2 (PERSONAL): "Riikka Purra is unable or unwilling to respond to the human effects of the government's cuts."

Technique: Emotional moral questions + repeated questions — Evidence: 36:00, 36:30

MESSAGE 3 (SOCIETAL): "The government's policy — both the immigration rhetoric and the budget cuts — is morally questionable."

Technique: Agenda-setting + selective indignation — Evidence: 00:45, 36:00, 08:30

Classification of degree of manipulation

Justification: The broadcast receives a total score of 6.0/10, which falls in the "clear one-sidedness" range. The most significant problems are expert selection (exclusively one political actor), framing (immigration discussion as criminal investigation and conspiracy theory) and omission (opposition voices, independent experts). The pluralism and diversity required by Section 7 of the Act on Yleisradio Oy are not fully realised when the broadcast addresses contentious policy issues without alternative views. The economic section is relatively the most balanced, but the immigration segment — which takes up approximately 40 % of broadcast time — is the most clearly skewed.

CONCLUSION

The Ykkösaamu broadcast of the Riikka Purra interview is structured as an individual interview, which in itself is an acceptable journalistic format. However, the broadcast's framing choices — in particular the framing of the immigration discussion as a criminal investigation and "a conspiracy theory inciting violence" without evidence — exceed the boundaries of neutral journalism and are in conflict with the impartiality required by Section 7 of the Act on Yleisradio Oy. The complete absence of independent experts from a 38-minute broadcast addressing contentious policy issues (budget, immigration, Palestine) weakens the broadcast's informational level and prevents viewers from forming an independent view. The complete absence of opposition parties' views is particularly problematic from the perspective of the pluralism requirement of Section 7 of the Act on Yleisradio Oy. The broadcast does not fulfil YLE's public service obligation to provide comprehensive and diverse information on contentious policy issues.



OVERALL ASSESSMENT OF 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

7.5/10

Serious deviation from impartiality standard. High deviation rate

SOFT FACTS SCORE (9-14)

6.0/10

Significant imbalance

TOTAL SCORE

6.8/10

Serious deviation from impartiality standard. High deviation rate

Hard facts and soft facts average



LEGEND — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No significant deviation observed.
1–2	Weak finding	Slight deviation without material effect on impartiality.
3–4	Slight–moderate finding	Identifiable tendency; relevance of effect minor–moderate.
5	Moderate finding, with effect	Significant bias 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 bias with a clear effect.
8–9	Serious finding	Strong bias; multiple documented individual findings in this criterion.
10	Maximum severity	Systematic, pervasive bias in this criterion.

Aggregated deviation index — Interpretation ranges

0.0 – 2.5	Imperceptible	No significant patterns observed; broadcast meets the impartiality requirement.
2.6 – 4.0	Slight bias	Individual deviations; statistically visible, but within the tolerance range.
4.1 – 6.0	Significant bias	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 relevance of effect.
8.1 – 10	Fundamental systematic one-sidedness. Extremely high degree of bias	Maximum severity in almost all criteria; systematically one-sided reporting.

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

-5 ... -3	Strongly disadvantaged	Party is significantly under-represented in framing, airtime or presentation.
-2 ... -1	Slightly disadvantaged	Identifiable but slight disadvantaging.
0	Neutral	No discernible favouring or disadvantaging.
+1 ... +2	Slightly favoured	Identifiable but slight 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 under Section 7 of the Act on Yleisradio Oy

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

Violation 1:

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

Facts: The broadcast addresses three significant policy issues (immigration rhetoric, budget, Palestine) without a single independent expert or opposition party representative.

Evidence: Timestamp 00:02–38:35 — entire broadcast — "Thank you for the interview, Riikka Purra, chair of the Finns Party." — The broadcast ends without a single alternative view having been heard directly.

Assessment: Section 7 of the Act on Yleisradio Oy requires comprehensive information, meaning that on contentious policy issues multiple perspectives must be presented. An interview with exclusively one political actor without alternative voices does not meet this requirement.

Violation 2:

Norm: Act on Yleisradio Oy, Section 7 — impartiality

Facts: The journalist connects the Finns Party's immigration terminology to "a conspiracy theory inciting violence" without the connection being substantiated with sources or examples, and refers to YLE's own previous reporting as an authority.

Evidence: Timestamp 09:45 — "Are you aware that part of the terminology is connected to a conspiracy theory inciting violence?" and 10:20 — "One cannot be aware of it, since even Yleisradio reports that the population replacement theory is a conspiracy theory."

Assessment: The impartiality requirement demands that the journalist does not present their own normative assessments as facts. Using YLE's own previous reporting as evidence in the current broadcast is circular reasoning that violates the principle of impartiality.

Violation 3:

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

Facts: The broadcast systematically omits the views of opposition parties on both the immigration rhetoric and the budget proposal, even though both are central political points of contention.

Evidence: Timestamp 00:02–38:35 — entire broadcast — The views of opposition parties (SDP, Greens, Left Alliance, Centre Party) are not heard a single time.

Assessment: The promotion of pluralism requires that YLE gives voice to different political views. The complete absence of opposition parties from a broadcast addressing government policy violates this principle.

Overall assessment under Section 7 of the Act on Yleisradio Oy

The broadcast violates three key requirements of Section 7 of the Act on Yleisradio Oy: comprehensive information, impartiality and the promotion of pluralism. The most serious violations are the complete absence of independent experts and opposition voices, and the connection of the Finns Party's immigration terminology to "a conspiracy theory inciting violence" without evidence. The broadcast does not meet the impartiality and pluralism requirements set for public service broadcasting in the treatment of contentious policy issues. It should be noted, however, that the individual interview format is in itself an acceptable journalistic choice, and some of the shortcomings are explained by the limitations of the format — but the framing choices and the absence of experts are editorial decisions that cannot be explained by the format.



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

Institutions cited in the broadcast:

1. Statistics Finland

- FUNDING:** State agency; funded by the state. No significant conflict of interest regarding statistical data.
- MANDATE:** Compatible with the production of neutral statistical data.
- CONFLICT OF INTEREST:** No significant institutional interest in favour of a particular political interpretation.
- CREDIBILITY MATRIX:**
 - U1 Conflict of interest: +1 — State agency, but statistical data is neutral
 - U2 Personal risk: +1 — Agency bears responsibility for the accuracy of the data
 - U3 Expertise: +2 — National statistical authority
 - U4 Consistency: +2 — Long history as a reliable statistical source
 - U5 Emotion vs. data: +2 — Purely data-based
 - U6 Source level: +2 — Primary source
- TOTAL:** +10 → SOURCE TRAFFIC LIGHT: GREEN (≥+5)
- COUNTER-VOICE:** Not necessary regarding statistical data.

2. THL (Finnish Institute for Health and Welfare) and STM (Ministry of Social Affairs and Health)

- FUNDING:** THL is a state research institute; STM is a government ministry. Both are funded by the state.
- MANDATE:** THL's mandate is compatible with the production of independent research data. STM's mandate is the implementation of government policy — not fully neutral.
- CONFLICT OF INTEREST:** STM has an institutional interest in defending government policy; THL does not have a comparable interest.
- CREDIBILITY MATRIX (THL):**
 - U1 Conflict of interest: +1 — Independent research institute, but state-funded
 - U2 Personal risk: +1 — Institute bears responsibility for research results
 - U3 Expertise: +2 — National health and welfare research institute
 - U4 Consistency: +1 — Long history as a reliable research source
 - U5 Emotion vs. data: +2 — Research-based
 - U6 Source level: +1 — Primary research source, but an estimate (not a statistic)
- TOTAL:** +8 → SOURCE TRAFFIC LIGHT: GREEN (≥+5)
- COUNTER-VOICE:** Purra questions the estimate ("it is still only an estimate"), but THL's methodology is not explained and no representative of the institute is heard — this is a shortcoming.

IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must be assessed independently.

Legal and methodological framework

Not a verification of facts

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

Not a legal assessment

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



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**Not proof of
causality**

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

**Not an assessment
of intent**

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

**Heuristic
comparison tool**

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



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Finland — YLE (Yleisradio Oy)

Law

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 (Law + 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 economic matters
Redaktioneller Schutz	Via RTVG	Section 6d (new 2025): Protection against dismissal due to editorial decisions



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](#)

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