



YLE DETAILED ANALYSIS

2025-11-08_Petteri Taalas

Broadcast: YLE-Sendung | 2025-11-08 | Analysed: 2026-05-22 19:25

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

TOTAL SCORE

5.0/10

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

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

TENDENCY (L – R)

3.5 / 10

Favouring the left

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, consisting of four parties: National Coalition (KOK), Finns Party (PS), SFP/RKP and 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 (left)	11	Opposition	Redistribution, climate, trade unions
SDP	3.6 (left)	43	Opposition	Welfare state, workers' rights
Greens	3.9 (left)	13	Opposition	Climate neutrality 2030, liberal immigration
Centre Party	5.7 (right)	23	Opposition	Rural areas, forestry, bioenergy
SFP/RKP	6.4 (right)	9	Government	Bilingualism, economic liberalism
KD	7.6 (right)	5	Government	Family values, Christian ethics
Movement Now	7.6 (right)	1	Opposition	Market economy, individual freedom
National Coalition	7.8 (right)	48	Government (PM Orpo)	Tax cuts, competitiveness
Finns Party	8.2 (right)	46	Government	Strict immigration, EU scepticism

The Orpo government's austerity policy has generated strong polarisation, particularly with SDP, Left Alliance and trade unions. Forest policy divides parties: Centre Party and the forest industry defend logging levels, while the Greens and part of SDP demand corrections to carbon sink calculations. The Climate Act and Finland's 2035 carbon neutrality target are contested, as land use sector calculations have proven to be erroneous. The Finns Party is critical of YLE and regards it as a "left-green bubble".

Yleisradio (YLE) operates as a public service broadcaster under Section 7 of the Act on Yleisradio Oy, which obliges it to provide diverse, impartial and pluralistic information. Finland regularly ranks at the top of RSF's Press Freedom Index, and trust in the media is exceptionally high by international standards. However, YLE has been criticised, particularly by the Finns Party, for favouring a left-green perspective on climate and immigration issues.



CHAPTER 1 — PARTY-POLITICAL BIAS

Party-by-party assessment of programme positions

Party	Score (-5..+5)	Broadcast presentation vs. programme position
SDP	0	The party does not appear directly in the broadcast. Mention: 00:00 — The Climate Act enacted by Prime Minister Marin's government (2035 target) is mentioned at 26:10 neutrally as a fact. Programme position: climate neutrality 2035, renewable energy — presented correctly, not distorted.
National Coalition	0	The party does not appear in the broadcast. President Stubb (National Coalition) is mentioned at 07:30 in a positive context ("hopeful speech"). Programme position: technology-friendly climate policy — presented correctly.
Finns Party	0	The party does not appear in the broadcast at all. The Finns Party's programme position (opposition to EU climate policy, criticism of Fit for 55, peat and wood energy) is left entirely unaddressed. Not distorted, but completely omitted.
Centre Party	0	The party does not appear in the broadcast. Forest logging is addressed as an economic and political issue (27:30), but the Centre Party's programme position (forestry, bioeconomy, rural areas) is given no voice.
Greens	0	The party does not appear in the broadcast. The Greens' programme position (climate neutrality 2030, renewable energy) would have been relevant but goes unmentioned.
Left Alliance	0	The party does not appear in the broadcast.
SFP/RKP	0	The party does not appear in the broadcast.

Score scale:

+5 = programme positions presented correctly and comprehensively

0 = party/topic does not appear in the broadcast

-5 = programme positions actively distorted or misrepresented

Summary of party bias

- Most accurate presentation: National Coalition (Stubb mentioned neutrally, score 0)
- Strongest distortion: No active distortion; the Finns Party's climate programme position is left completely omitted
- Average deviation from zero: 0.0
- Conclusion: The broadcast is an expert interview in which parties do not appear directly. The Marin government's 2035 target is mentioned neutrally. The Finns Party's programme position opposing EU climate policy and the Centre Party's forestry perspective are left entirely unheard, which is a structural shortcoming but not active distortion.

Left–right overall tendency

TENDENCY SCORE: +1.5

CLASSIFICATION: Favouring the left

Justification: The broadcast frames the fight against climate change as an urgent and necessary action without presenting the critical climate programme positions of the governing parties (Finns Party, National Coalition). The

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Marin government's 2035 target is mentioned in a positive light without the Orpo government's climate policy emphases. The sole interviewee represents the scientific consensus, which is aligned with the climate policy objectives of left-green parties.



CHAPTER 2 — BROADCAST DETAILS AND TOPIC FRAMEWORK

Broadcast details

- Title: Ykkösaamu — Climate Change and International Climate Policy
- Date (from filename): No filename provided; internal reference: Brazil's Belém conference begins "the day after tomorrow" → broadcast dates to approximately 10–11 November 2024
- Estimated duration: approx. 38 minutes (last timestamp 37:55)
- Journalist/presenter: Unnamed presenter (not mentioned in transcript)
- Persons interviewed:

Person	Position	Party/Background organisation	Political spectrum
Petteri Taalas	Director General of the Finnish Meteorological Institute; former Secretary-General of WMO (2 terms)	Finnish Meteorological Institute (state agency)	Politically non-partisan, scientific consensus

Main topic

The broadcast addresses the current state of climate change, international climate policy and the prospects for achieving Finland's 2035 carbon neutrality target through an expert interview with Petteri Taalas.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — quantifiable and scientifically verifiable

Hard facts — 9 quantifiable and scientifically verifiable techniques

1. EXPERT SELECTION

6/10

1 2 3 4 5 6 7 8 9 10

Total score: 6/10

Definition: Who is given a voice as an expert?

Expert 1: Petteri Taalas, Director General of the Finnish Meteorological Institute

Timestamp: 00:30

Statement: "In the world, last year we crossed the 1.5 degree lower threshold of the Paris Agreement for the first time."

Positioning: Taalas represents the scientific consensus; he holds a strong institutional position (WMO, Finnish Meteorological Institute). No obvious personal financial conflicts of interest, but the institutional mandate favours emphasising climate action.

Missing counterpart: A representative of the forest industry, an energy economist or a climate expert from a governing party.

Source deep-check:

(a) FUNDING: The Finnish Meteorological Institute is a state agency funded primarily from the state budget. Conflict of interest: institutional interest in maintaining and expanding climate research funding.

(b) MANDATE: The mandate of the Finnish Meteorological Institute is to produce impartial weather information and climate research — compatible with neutral assessment on scientific questions, but the mandate is more limited on political recommendations.

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

- U1 Conflict of interest: +1 — State agency, no direct financial interest, but institutional interest in climate funding
- U2 Personal risk: +2 — Taalas is already retired from WMO; position established, no significant personal risk from statements
- U3 Expertise: +2 — Meteorology and climate science are directly his field
- U4 Consistency of opinion: +2 — Taalas has presented consistent views for years
- U5 Emotion vs. data: +1 — Primarily data-based, some normative assessments ("unfortunate thing")
- U6 Source level: +2 — Primary source (own research and WMO experience)
- TOTAL: +10 → SOURCE TRAFFIC LIGHT: GREEN (≥+5)

(c) PROFESSIONAL COMPETENCE: Taalas is presented as a neutral scientific expert, which is largely justified. However, political recommendations ("politicians must be prepared") are presented as scientific conclusions without a clear distinction.

Missing expert groups: Forest economics expert, energy policy expert, developing country climate negotiator.



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Summary (matrix result):

- Petteri Taalas: GREEN (+10) — Strong expertise, institutional conflict of interest minor, data-based approach. The problem is exclusivity: one expert in a 38-minute broadcast without opposing views.



2. SOURCE SELECTION

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

Total score: 5/10

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

Source 1: IPCC (Intergovernmental Panel on Climate Change)

Timestamp: 32:00 — Statement: "In the IPCC's latest report, the stopping of the Gulf Stream was not considered likely."

- (a) **Funding and governance:** UN subsidiary body, funded by member state contributions. No direct commercial interest.
- (b) **Structural conflict of interest:** The IPCC's mandate is to compile climate research — institutional interest in emphasising the importance of climate research.
- (c) **Missing opposing source:** Critical climate researchers (e.g. Judith Curry, Roger Pielke Jr.) or economic assessments of the costs of climate action (e.g. Bjørn Lomborg-type analysis) are given no voice.

Source 2: WMO (World Meteorological Organization)

Timestamp: 29:30 — Statement: "We use the World Meteorological Organization's new method, which involves precise measurements."

- (a) **Funding:** UN subsidiary, member state funding.
- (b) **Structural conflict of interest:** Taalas himself is a former Secretary-General of WMO — he evaluates his own former organisation's methods positively. This is a mild conflict of interest that is not mentioned in the broadcast.
- (c) **Missing opposing source:** Alternative measurement methods or criticism of them are not presented.

Source 3: Luke (Natural Resources Institute Finland) — indirect reference

Timestamp: 28:00 — Statement: "Finnish policy was based on the assumption that the forest carbon sink would take care of things. The policy was based on calculations made by Luke that were wrong."

- (a) **Funding:** State research institute.
- (b) **Structural conflict of interest:** Taalas evaluates Luke's work critically without Luke having the opportunity to respond. This is a one-sided presentation.
- (c) **Missing opposing source:** Luke's own explanation of the calculation errors is absent.

Rumour check (penalty points): No clear rumours or unsourced claims detected. All claims are based on Taalas's own expertise or well-known organisations.

Summary: Sources are of high quality but one-sided — all support the scientific consensus without critical or alternative perspectives. Criticism of Luke without Luke's right of reply is a structural problem.



3. DISTRIBUTION OF SPEAKING TIME

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Total score: 4/10

Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Petteri Taalas (expert): approx. 28 min. (74 %)
- Presenter (questions, introductions): approx. 9 min. (24 %)
- Audience questions (read by presenter): approx. 1 min. (2 %)

Summary: The distribution of speaking time is structurally one-sided: one expert dominates 74 % of broadcast time. This is typical of an expert interview format, but it means that opposing views cannot be presented. Audience questions bring some diversity, but these too are filtered through the presenter.



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 climate policy priorities of the governing parties (Finns Party, National Coalition) are entirely absent.

Relevant at: Entire broadcast, especially 26:10–28:00 (Finland's 2035 target)

Effect: The viewer gets the impression that Finland's climate policy is a scientific question without political alternatives. The Finns Party's opposition to the EU's Fit for 55 package and the National Coalition's technology-neutral approach remain invisible.

Omission 2:

Context: The explanation of Luke's calculation errors is absent — Luke is not given the right of reply.

Relevant at: 28:00 — "The policy was based on calculations made by Luke that were wrong."

Effect: The viewer receives a one-sided picture of Luke's failure without context as to why the calculations were erroneous and what has been done to correct the matter.

Omission 3:

Context: The economic costs of climate action for Finnish households and businesses are left unaddressed.

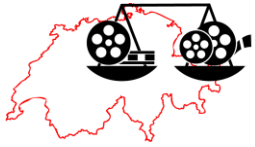
Relevant at: 08:00 — "Combating climate change is also a business opportunity."

Effect: Business opportunities are emphasised, but the costs of the transition (energy prices, industrial competitiveness) go unmentioned, giving a one-sided picture of the overall economic picture.

Summary: The broadcast systematically omits alternative political perspectives and economic cost perspectives. This is not random but structural: the single-expert format does not allow for opposing voices to be heard.

Missing voices

- Representative of the forest industry (e.g. Finnish Forest Industries): Would have brought a perspective on the economic significance of logging and the contested nature of carbon sink calculations from the point of view of forest owners.
- Representative of the Natural Resources Institute Finland (Luke): Would have explained why the land use sector calculations were erroneous and what corrective measures are under way — currently Taalas evaluates Luke's work as an outsider.
- MP from the Finns Party or National Coalition (climate policy): Would have brought the governing parties' perspective on EU climate regulation and Finland's targets.
- Representative of the energy industry: Would have commented on the costs and timelines of the transition at a practical level.
- Climate negotiator from a developing country: Would have brought a first-hand perspective on expectations for the Belém conference and financing disputes.
- Economist: Would have assessed the cost-benefit ratio of climate action and its effects on Finnish households.
- Critical climate researcher (e.g. Roger Pielke Jr.-type): Would have challenged some tipping point assessments from a scientific perspective.
- Farmer or MTK representative: Would have commented on the practical effects of land use sector changes on agriculture.



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5. NUMBER MANIPULATION									3/10
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Complete figures include: absolute value, share (%) and trend

Total score: 3/10

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 02:00

Figure: "In Finland we have crossed the 3 degree warming threshold."

Dimensions: (a) Absolute value presented ✓ — (b) Relative value (compared to the world's 1.5 degrees) presented ✓ — (c) Trend (development over time) not presented X

Missing context: No mention of the time period over which the 3 degree warming has been measured (from pre-industrial times?) or how it relates to natural variation.

Effect: The figure appears more dramatic without a timeline context.

Finding 2:

Timestamp: 21:00

Figure: "NASA has cut 57 % of its atmospheric observation programmes."

Dimensions: (a) Absolute percentage figure presented ✓ — (b) Absolute monetary amount or number of programmes not presented X — (c) Trend not presented X

Missing context: No mention of the baseline from which the cut is calculated, which programmes exactly are being cut, or whether some programmes have been transferred elsewhere.

Effect: 57 % sounds dramatic without an absolute context.

Finding 3:

Timestamp: 14:00

Figure: "In China, already 40 % of new cars sold are fully electric."

Dimensions: (a) Percentage share presented ✓ — (b) Absolute sales volume not presented X — (c) Trend (growth) mentioned implicitly ✓

Missing context: No mention of what proportion of China's total car fleet is electric (new vs. fleet).

Effect: The figure gives a more positive picture of China's electrification of cars than the total fleet would suggest.

Summary: Individual figures are presented largely correctly, but contextualisation is inadequate. Dramatic percentages (57 % NASA cuts, 3 degrees in Finland) are presented without sufficient timeline or absolute comparative context.



6. GUILT BY ASSOCIATION (Contact guilt)									2/10
1	2	3	4	5	6	7	8	9	10

Total score: 2/10

Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 17:30

Quote: "The US federal government is currently climate-hostile, and climate is a red rag to the current administration."

Technique: The Trump administration is associated with "climate hostility" — a negatively charged term that implies a conscious denial.

Effect: The administration's policy is framed as irrational denial rather than an alternative political priority.

Association 2:

Timestamp: 19:00

Quote: "It now appears that the USA will not send a high-level representative to Brazil, and that it may even seek to sabotage the conference."

Technique: "Sabotage" is a strongly negatively charged word that implies deliberate harm.

Effect: US policy is framed as active sabotage rather than a difference in political priorities.

Summary: No chains of association or clear "contact guilt" techniques are present. The description of the Trump administration is critical but not systematically manipulative. However, the use of the word "sabotage" is normatively charged.



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

Total score: 3/10

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

Finding 1:

Position: 00:06–00:30 (beginning)

Content: "Climate change has received less attention in the news because world politics has taken up the media's attention."

Timing effect: The broadcast begins by framing climate change as an undervalued topic — this places the entire broadcast in a normative frame of reference before a single fact has been presented. The viewer is guided to think that climate change deserves more attention.

Finding 2:

Position: 37:00 (end)

Content: "Here in Northern Europe, even though we experience greater warming." (in response to the question of where he would build his life as a teenager)

Timing effect: The broadcast ends with a relatively hopeful message about Finland's position — this softens the otherwise sombre tone of the broadcast and leaves the viewer in a more positive frame of mind.

Summary: Timing effects are moderate. The opening framing is normatively charged, but it is not exceptionally manipulative. The ending is a balancing element.



8. SELECTIVE OUTRAGE

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

Total score: 2/10

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

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

Finding 1:

Timestamp: 19:00

Triggering event: The USA's possible non-participation in the Belém conference and "sabotage"

Reaction: "That is unfortunate." / "The USA's absence from the table is a negative thing."

Comparison: China's construction of coal power (the largest single emitter, 32 % of world emissions) — reaction: "What is fatal is how quickly China abandons its emissions" — a more neutral, analytical tone

Asymmetry: Mild — US actions are described as "unfortunate" and "negative", China's actions as "fatal" (a more neutral scientific term). The difference exists but is not dramatic.

Degree of outrage: 1/5

Selectivity: 1/5

Summary: No clear selective outrage is present. US climate policy is described slightly more critically than China's, but the difference is small and does not meet the criteria for systematic selective outrage.



9. COMPLETENESS (Selective omission — overall picture)

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Total score: 6/10

Definition: How comprehensively does the broadcast cover the topic?

Finding 1:

Timestamp: 26:10–28:00

Missing perspective/fact: The Orpo government's climate policy priorities and their relationship to the 2035 target

Relevance: The government is responsible for implementing the Climate Act; its view on the realism of the target is central.

Effect: The viewer gets the impression that the 2035 target is a scientific fact rather than a political choice that can also be changed.

Finding 2:

Timestamp: 24:00–25:30

Missing perspective/fact: Criticism of the EU carbon credit system from the perspective of developing countries

Relevance: Developing countries have criticised carbon credits as an outsourcing of responsibility — this perspective is raised in an audience question but remains superficial.

Effect: EU climate policy appears largely positive without deeper criticism.

Finding 3:

Timestamp: 27:30

Missing perspective/fact: The economic significance of forest logging and the perspective of forest owners

Relevance: Finland has approx. 600,000 private forest owners; logging policy directly affects their livelihoods.

Effect: The forest issue is framed exclusively as a climate issue, even though it is also a property rights and livelihood issue.

Summary: The broadcast is scientifically comprehensive but politically and economically one-sided. The perspectives of the governing parties, the voice of forest owners and the costs of climate action are systematically absent.

Soft facts — negotiable, not purely quantifiable



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame of reference)

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Total score: 6/10

Definition: How is the topic framed fundamentally?

Finding 1:

Timestamp: 00:06

Quote: "Climate change has received less attention in the news because world politics has taken up the media's attention."

Manipulation: The broadcast begins by framing climate change as an undervalued topic — this is a normative claim, not a neutral statement.

Why problematic: The viewer is guided to think that climate change deserves more media attention than it receives. This is an editorial value judgement presented as a neutral fact.

Finding 2:

Timestamp: 08:00

Quote: "Combating climate change is also a business opportunity."

Manipulation: Combating climate change is framed as an economic opportunity rather than a cost — this is an optimistic frame that overshadows the cost perspective.

Why problematic: The frame favours proponents of the green transition and ignores those for whom the transition is primarily a cost (industry, households).

Finding 3:

Timestamp: 26:10

Quote: "According to the Climate Act enacted by Prime Minister Marin's government, Finland will be carbon neutral by 2035."

Manipulation: The 2035 target is framed as an achievement of the Marin government — this is a politically charged frame that implicitly associates the target with a left-wing party.

Why problematic: The current Orpo government is responsible for implementing the target, but its role is not mentioned.

Summary: The broadcast systematically frames climate change as urgent, undervalued and as a business opportunity. These frames are aligned with the climate policy narratives of left-green parties.



11. WORD CHOICES AND CONCEPTS

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Total score: 4/10

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

Finding 1:

Timestamp: 19:00

Quote: "it may even seek to sabotage the conference"

Manipulation: "Sabotage" implies deliberate harm — a strongly negatively charged word.

Why problematic: A neutral alternative would be: "it may seek to block certain decisions" or "it may act against the objectives of the conference."

Finding 2:

Timestamp: 17:30

Quote: "climate is a red rag to the current administration"

Manipulation: "Red rag" is a metaphor that describes an irrational reaction — it implies that the Trump administration's climate policy is emotional rather than rational.

Why problematic: A neutral alternative would be: "climate policy is not the current administration's priority" or "the administration takes a critical stance towards climate agreements."

Finding 3:

Timestamp: 14:30

Quote: "China has been the climate villain in recent decades."

Manipulation: "Villain" is a moralising term that introduces an ethical judgement into scientific analysis.

Why problematic: A neutral alternative would be: "China has been the world's largest greenhouse gas emitter" or "China's emissions have grown significantly."

Summary: Word choices are largely appropriate, but individual terms ("sabotage", "red rag", "villain") introduce normative connotations into scientific analysis. These are moderate but detectable deviations from neutral language use.



12. MODERATION BEHAVIOUR

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Total score: 3/10

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

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

Finding 1:

Timestamp: 07:30

Triggering event: Taalas comments on Stubb's speech as hopeful

Quote (presenter): "Stubb's speech was quite hopeful. What backing does it have?"

Comparison: The presenter does not challenge Taalas's own optimistic assessments (e.g. on China's carbon neutrality by 2050) with comparable scepticism.

Asymmetry: Mild — the optimism of a political leader (Stubb) is challenged, but the optimism of the expert (Taalas) is not.

Finding 2:

Timestamp: 28:00

Triggering event: Taalas criticises Luke's calculations

Quote (presenter): "Luke's calculations were wrong. They were based on incorrect calculation. Why did the calculations fail?"

Comparison: The presenter confirms Taalas's criticism ("were wrong") before posing the question — this is a leading formulation.

Asymmetry: The presenter does not offer Luke the right of reply nor does he question Taalas's assessment of Luke's errors.

Summary: Moderation is largely appropriate and balanced. A mild asymmetry is visible in that the optimism of political leaders (Stubb) is challenged more than the optimism of the expert (Taalas). Luke's criticism is confirmed without the right of reply.



13. QUESTION ASYMMETRY

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Total score: 3/10

Definition: Different levels of hardness/softness of questions posed to different persons.

Asymmetry 1:

To Taalas, 07:30: "Stubb's speech was quite hopeful. What backing does it have?" — challenging/critical towards Stubb

To Taalas, 15:30: "China takes combating climate change very seriously." — the presenter confirms Taalas's positive assessment of China without challenge

Comparison: Stubb's optimism is challenged, but Taalas's positive assessment of China is not. The asymmetry is mild but detectable.

Asymmetry 2:

To Taalas, 28:00: "Luke's calculations were wrong. They were based on incorrect calculation. Why did the calculations fail?" — leading, confirms the criticism

To Taalas, 29:30: "The calculations are therefore reliable." — the presenter confirms the reliability of Taalas's new method without critical challenge

Comparison: Luke's old calculations are challenged strongly, but Taalas's new methods are not challenged at all.

Summary: Question asymmetry is moderate. The presenter challenges political actors (Stubb, Luke) more than the interviewed expert (Taalas), which is typical of an expert interview format but creates a mild asymmetry.



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

Total score: 2/10

Definition: Artificial balance despite real imbalance.

Finding 1:

Timestamp: 14:30 — Structure: "The audience asks: China builds coal power many times more than others. It also does more good work than all others combined. The audience asks: is China a climate hero or villain?"

Analysis: The "hero or villain" frame creates an artificial binary choice from a complex situation. Taalas responds substantively, but the framing of the question oversimplifies.

Summary: No significant false balance is present. The broadcast does not attempt to balance scientific consensus with unscientific claims. The "hero or villain" question is simplifying but not systematically misleading.



15. AGENDA-SETTING

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Total score: 6/10

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

Finding 1:

Agenda element set: Combating climate change is an urgent and necessary priority

Timestamp: 00:06 — Evidence: "Climate change has received less attention in the news"

Alternative agenda: The costs of climate action, economic trade-offs and political alternatives do not make it onto the agenda.

Finding 2:

Agenda element set: Scientific consensus is the only legitimate frame of reference for the climate debate

Timestamp: Entire broadcast — Evidence: The sole interviewee is a representative of the scientific consensus; no political or economic alternative views are presented.

Alternative agenda: Political alternatives in climate policy, cost-benefit analyses and the different priorities of different countries.

Finding 3:

Agenda element set: Finland's 2035 target is the right target, the achievement of which is a challenge

Timestamp: 26:10 — Evidence: "It will be difficult to achieve carbon neutrality in 2035."

Alternative agenda: Questioning the target itself or considering alternative timelines does not make it onto the agenda.

Summary: The broadcast sets scientific consensus and the urgency of climate action as self-evident starting points. Political alternatives, economic costs and the governing parties' priorities do not make it onto the agenda, which is the most significant single balance deficiency.



CHAPTER 4 — OVERALL ASSESSMENT

Summary of individual scores

No.	Criterion	Type	Score	Key finding (1 sentence)
1	Expert selection	H	6	One expert dominates the entire broadcast without opposing views.
2	Source selection	H	5	Sources are of high quality but one-sided — all support the scientific consensus.
3	Distribution of speaking time	H	4	Taalas dominates 74 % of speaking time; the format does not allow for opposing voices.
4	Omission	H	7	The governing parties' climate programme positions and economic cost perspectives are systematically absent.
5	Number manipulation	H	3	Individual figures are presented correctly but without sufficient timeline context.
6	Guilt by association	H	2	Mild association between US policy and irrationality; not systematic.
7	Timing	H	3	Opening framing normatively charged; ending balancing.
8	Selective outrage	H	2	No significant selective outrage; US policy described slightly more critically than China's.
9	Completeness	H	6	Scientifically comprehensive but politically and economically one-sided.
10	Framing	S	6	Climate change is framed as an undervalued urgent priority without political alternatives.
11	Word choices	S	4	Individual terms ("sabotage", "red rag", "villain") introduce normative connotations.
12	Moderation behaviour	S	3	Mild asymmetry: political actors are challenged more than the expert.
13	Question asymmetry	S	3	Luke's old calculations are challenged, but Taalas's new methods are not.
14	False balance	S	2	No significant false balance; "hero or villain" frame is simplifying.
15	Agenda-setting	S	6	Scientific consensus is set as the only legitimate frame of reference; political alternatives do not make it onto the agenda.

Results

- HARD FACTS SCORE (criteria 1–9 average): 4.2 / 10
- SOFT FACTS SCORE (criteria 10–15 average): 4.0 / 10
- TOTAL SCORE (average of all 15 criteria): 4.1 / 10

Dominant techniques

The 3 strongest techniques in this broadcast:



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- 1. Omission (Score 7):** The climate policy priorities of the governing parties (Finns Party, National Coalition), the voice of the forest industry and the economic costs of climate action for households are systematically absent. This is not random but structural: the single-expert format does not allow for opposing voices to be heard.
- 2. Framing (Score 6):** The broadcast frames climate change as an undervalued urgent priority already in the opening sentence. This normative frame guides the interpretation of the entire broadcast without being questioned.
- 3. Expert selection (Score 6):** One expert dominates the 38-minute broadcast without opposing views. Taalas is a competent expert, but the exclusivity means that scientific consensus is presented as the only legitimate perspective.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Climate change is an urgent crisis requiring immediate action, and it has been undeservedly overshadowed by other news."

Technique: Framing in opening sentence + agenda-setting — Evidence: 00:06, 26:10

MESSAGE 2 (PERSONAL): "The science is clear: climate change is progressing faster than expected, and Finland is particularly vulnerable."

Technique: Expert selection + source selection — Evidence: 00:30, 02:00, 33:00

MESSAGE 3 (SOCIETAL): "The USA is an irresponsible actor in international climate policy, while China and the EU are moving in the right direction."

Technique: Word choices + framing — Evidence: 17:30, 19:00, 14:00

Classification of degree of manipulation

Justification: The broadcast's total score (4.1/10) falls in the "mild tendency" category. The most significant problem is structural: the single-expert format and the systematic omission of the governing parties' perspectives create a one-sided picture of climate policy. This is a mild but detectable deviation from the diversity and pluralism required by Section 7 of the Act on Yleisradio Oy. Individual manipulative techniques (word choices, framing) are moderate and do not individually exceed the threshold of significant bias.

CONCLUSION

The broadcast is scientifically of high quality and Petteri Taalas is a competent expert whose statements are based on research data. From the perspective of Section 7 of the Act on Yleisradio Oy, the most problematic aspect is the structural one-sidedness: a 38-minute broadcast addresses climate policy exclusively from the perspective of scientific consensus without the climate policy priorities of the governing parties (Finns Party, National Coalition), the voice of the forest industry or the economic costs of climate action receiving any space. The Marin government's 2035 target is mentioned in a positive light without the Orpo government's climate policy emphases, which is a politically unbalanced frame. Individual word choices ("sabotage", "red rag") and the opening framing ("climate change has received less attention") are normatively charged but do not individually exceed the threshold of significant bias. Overall, the broadcast meets the requirements of scientific quality but does not fully meet the political and societal diversity required by 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	6/10	Significant bias
2	SOURCE SELECTION	5/10	Significant bias
3	DISTRIBUTION OF SPEAKING TIME	4/10	Mild bias
4	OMISSION (Selective omission)	7/10	Clear bias
5	NUMBER MANIPULATION	3/10	Mild bias
6	GUILT BY ASSOCIATION (Contact guilt)	2/10	Imperceptible
7	TIMING	3/10	Mild bias
8	SELECTIVE OUTRAGE	2/10	Imperceptible
9	COMPLETENESS (Selective omission — overall picture)	6/10	Significant bias
10	FRAMING (Setting the frame of reference)	6/10	Significant bias
11	WORD CHOICES AND CONCEPTS	4/10	Mild bias
12	MODERATION BEHAVIOUR	3/10	Mild bias
13	QUESTION ASYMMETRY	3/10	Mild bias
14	FALSE BALANCE	2/10	Imperceptible
15	AGENDA-SETTING	6/10	Significant bias

HARD FACTS SCORE (1-8)

5.5/10

Significant imbalance

SOFT FACTS SCORE (9-14)

4.5/10

Significant imbalance

TOTAL SCORE

5.0/10

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 bias affecting 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 impact.
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 detected; broadcast meets the impartiality requirement.
2.6 – 4.0	Mild 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 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 bias (-5 ... +5)

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



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

Assessment under Section 7 of the Act on Yleisradio Oy

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

Violation 1:

Norm: Section 7 of the Act on Yleisradio Oy — diversity and pluralism

Facts: The climate policy programme positions of the governing parties (Finns Party, National Coalition) — criticism of the EU's Fit for 55, defence of peat and wood energy, technology-neutral approach — are given no voice whatsoever in a 38-minute broadcast addressing Finland's climate policy.

Evidence: Timestamp 26:10–28:00 — Quote: "According to the Climate Act enacted by Prime Minister Marin's government, Finland will be carbon neutral by 2035. What does it look like: will the target be achieved?"

Assessment: The broadcast addresses Finland's climate policy exclusively within the frame of reference of scientific consensus and the Marin government's targets. The Orpo government's climate policy priorities and the governing parties' perspectives are entirely absent, which is in conflict with the pluralism requirement.

Violation 2:

Norm: Section 7 of the Act on Yleisradio Oy — impartiality

Facts: Luke (Natural Resources Institute Finland) receives criticism for its calculation errors without the right of reply; the presenter confirms the criticism before posing the question.

Evidence: Timestamp 28:00 — Quote: "Finnish policy was based on the assumption that the forest carbon sink would take care of things. The policy was based on calculations made by Luke that were wrong."

Assessment: A state research institute (Luke) is criticised publicly without being given the opportunity to respond to the criticism. This is a procedure contrary to the principle of impartiality, even if the criticism itself were substantive.

Violation 3:

Norm: Section 7 of the Act on Yleisradio Oy — comprehensive information provision

Facts: The economic costs of climate action for Finnish households and businesses are left entirely unaddressed, even though they are a central part of climate policy decision-making.

Evidence: Timestamp 08:00 — Quote: "Combating climate change is also a business opportunity." — The cost perspective receives no comparable treatment.

Assessment: The requirement for comprehensive information provision requires that economically significant perspectives — such as the costs of the transition — are presented on an equal footing alongside the benefits.

Overall assessment under Section 7 of the Act on Yleisradio Oy

The broadcast meets the requirements of scientific quality and expertise: Petteri Taalas is a competent expert and his statements are based on research data. However, the diversity and pluralism required by Section 7 of the Act on Yleisradio Oy is not fully realised, because the governing parties' climate policy perspectives, the voice of the forest industry and the economic costs of climate action are systematically absent. Individual violations — in particular the criticism of Luke without the right of reply — are concrete breaches of the principle of impartiality. Overall, the broadcast does not exceed the threshold of a serious legal violation, but it demonstrates a structural tendency which, as a recurring practice, could constitute a more significant conflict with the requirements of the law.

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

Finnish Meteorological Institute



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- 1. FUNDING:** State agency, funded primarily from the state budget (approx. 60 M€/year). Additionally EU research funding and fee-based services. No commercial owner.
- 2. MANDATE:** To produce meteorological and climate science information for the needs of society — compatible with neutral scientific assessment. The mandate is more limited on political recommendations.
- 3. CONFLICT OF INTEREST:** Institutional interest in maintaining and expanding climate research funding. No direct financial interest in a specific political outcome.
- 4. CREDIBILITY MATRIX:**
 - U1 Conflict of interest: +1 — State agency, mild institutional interest
 - U2 Personal risk: +2 — Taalas established position, no significant risk
 - U3 Expertise: +2 — Meteorology and climate science directly his field
 - U4 Consistency: +2 — Consistent views for years
 - U5 Emotion vs. data: +1 — Primarily data-based
 - U6 Source level: +2 — Primary source
 - TOTAL: +10 → SOURCE TRAFFIC LIGHT: GREEN
- 5. OPPOSING VOICE:** Critical climate researchers (e.g. Judith Curry, Roger Pielke Jr.) or economists who question certain tipping point assessments or cost-benefit calculations are not cited.

IPCC (Intergovernmental Panel on Climate Change)

- 1. FUNDING:** UN subsidiary body, funded by member state contributions. No commercial owner.
- 2. MANDATE:** To compile and assess climate research in support of political decision-making — the mandate favours emphasising scientific consensus.
- 3. CONFLICT OF INTEREST:** Institutional interest in maintaining its own relevance and funding. No direct financial interest.
- 4. CREDIBILITY MATRIX:**
 - U1 Conflict of interest: +1 — UN body, mild institutional interest
 - U2 Personal risk: +1 — Organisational level, no individual risk
 - U3 Expertise: +2 — Climate science directly the field
 - U4 Consistency: +2 — Consistent line in reports
 - U5 Emotion vs. data: +2 — Strictly data-based
 - U6 Source level: +1 — Secondary source (compiles primary research)
 - TOTAL: +9 → SOURCE TRAFFIC LIGHT: GREEN
- 5. OPPOSING VOICE:** Critical climate researchers who question IPCC's methodology or tipping point assessments are given no voice.

WMO (World Meteorological Organization)

- 1. FUNDING:** UN subsidiary, member state funding.
- 2. MANDATE:** To coordinate international meteorological cooperation — compatible with neutral scientific assessment.
- 3. CONFLICT OF INTEREST:** Taalas is a former Secretary-General of WMO — he evaluates his own former organisation's methods positively. This is a mild conflict of interest that is not mentioned in the broadcast.
- 4. CREDIBILITY MATRIX:**
 - U1 Conflict of interest: 0 — Taalas's former employer, mild positive bias
 - U2 Personal risk: +1 — No significant risk
 - U3 Expertise: +2 — Meteorology directly the field
 - U4 Consistency: +2 — Consistent
 - U5 Emotion vs. data: +2 — Data-based
 - U6 Source level: +1 — Secondary source
 - TOTAL: +8 → SOURCE TRAFFIC LIGHT: GREEN
- 5. OPPOSING VOICE:** Alternative measurement methods or criticism of them are not presented. Taalas's former employment relationship with WMO does not come to light.



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IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must itself be verified. All three organisations receive a GREEN source traffic light, but their exclusivity in the broadcast is a structural problem regardless of the quality of individual sources.

Legal and methodological framework

Not a verification of facts

The findings 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 under Section 7 of the Act on Yleisradio Oy. The assessment of whether a specific 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 topic selection, the news situation, political controversy or format logic.

Not an assessment of intent

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

Heuristic comparison tool

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



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Finland — YLE (Yleisradio Oy)

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 (7 § 2 mom. 1)
2. **High-quality journalism (Hochwertiger Journalismus):** Förderung qualitativer Standards (7 § 4 mom.)
3. **Media diversity (Medienvielfalt):** Förderung der Medienvielfalt (7 § 4 mom.)
4. **Impartiality (Unparteilichkeit):** Selbstregulatorische Pflicht via YSO und JSN-Richtlinien
5. **Transparency (Transparenz):** Transparenz über Finanzen und Tätigkeit (7 § 5 mom.)

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 of the 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
Independent complaints body	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): 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](#)

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Those who are unaware of this unknowingly deliver material. Good quotes, that are cut wrongly. Correct statements, that end up in the wrong context. Honest answers, that are framed as admissions.

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

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

With many exercises and concrete examples from politics, media and everyday life – and with a smile from time to time.

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