



KBS 상세 분석

2026-04-17__풀영상_ 뉴스9 - 트럼프_이번 주말 협상 가능성_파키스탄에 직접 갈 수도__협상 성공할까_ -

Broadcast: 2026-04-17 | Analyzed: 2026-05-13 12:01

Version 2.8-detail | Universal 2.8-detail | Konverter 3.4 (2026-05-20) | Standard: 방송법 제6조

OVERALL SCORE

4.8/10

Significant imbalance

0 = balanced, 10 = strongly biased/manipulative

POLITICAL SPECTRUM

Classification based on Chapel Hill Expert Survey (CHES) 2024

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

Party	JP	RKP	DPK	RP	PPP
CHES	2.00	3.50	4.50	6.50	7.50
Spectrum	<i>Left</i>	<i>Left</i>	<i>Center</i>	<i>Right</i>	<i>Right</i>

The overall tendency is presented on a 0–10 scale (0 = strongly left-favoring, 5 = balanced, 10 = strongly right-favoring). The calculation is based on the difference in average favoritism of left vs. right parties (grouping per CHES 2024).

TENDENCY (L – R)

3.2 / 10

Left-favoring

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](#) | Thresholds: [Pew Research Center](#)

This section provides political context and does not contribute to the overall score.



POLITICAL LANDSCAPE

Current Government (since June 2025): Democratic Party of Korea (DP) — President Lee Jae-myung (elected 3 June 2025, 49.4% of votes)

Opposition: People Power Party (PPP) — reduced to opposition following the impeachment of former President Yoon Suk-yeol

Party	CHES Left-Right Score	Seats	Ruling/Opposition	Core Position
Democratic Party of Korea (DP)	4.5 (centre-left)	~162	Ruling	Dialogue diplomacy, welfare expansion, prosecution reform
People Power Party (PPP)	7.5 (right)	~107	Opposition	Hard-line North Korea policy, economic liberalisation, pro-US alliance
Rebuilding Korea Party (RKP)	3.5 (left)	12	Opposition (progressive)	Prosecution reform, press independence, redistribution
Justice Party (JP)	2.0 (far-left)	4	Opposition (progressive)	Anti-military US presence, labour rights, reunification dialogue
Reform Party (RP)	6.5 (centre-right)	3	Opposition (conservative)	Pro-market, anti-authoritarianism, generational justice

The central conflict in current South Korean politics is the confrontation between the DP-led government and the PPP opposition, with prosecution authority reform, the follow-up to the Yoon Suk-yeol impeachment, and the direction of North Korea policy as the main points of contention. The energy crisis caused by the Middle East situation (US–Iran war) is placing an economic burden on both ruling and opposition parties, and candidate nomination conflicts within both parties are surfacing ahead of the local elections. Management of the ROK–US alliance and the issue of disclosing North Korea-related information are emerging as new sources of tension in the foreign affairs and security domain.

KBS and MBC operate as public broadcasters under the Broadcasting Act, and Article 6 of the Broadcasting Act designates fairness, public interest, and diversity as core obligations. The composition of the KBS Board of Directors is linked to the presidential appointment structure, meaning bias controversies recur with every change of administration; following the DP's 2025 amendment to the Broadcasting Act, the board's size was expanded, structurally reinforcing the current government's influence.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment of Programme Accuracy in Representing Individual Parties' Positions

Party	Score (-5 to +5)	Broadcast Representation vs. Platform Position
Democratic Party of Korea (DP)	+2	13:29 "President Lee Jae-myung is also scheduled to attend by video link and deliver remarks" — Platform position: dialogue diplomacy, international solidarity — accurately represented but expressed only positively without critical examination
People Power Party (PPP)	-2	33:17 "having again ended up holding a re-primary due to nomination exclusion cracks" — Platform position: conservative values, emphasis on security — reported mainly through nomination conflicts, with policy positions barely conveyed
Rebuilding Korea Party (RKP)	0	Not mentioned in the broadcast — Platform position: prosecution reform, press independence — N/A
Justice Party (JP)	0	Not mentioned in the broadcast — Platform position: anti-military US presence, labour rights — N/A
Reform Party (RP)	0	Not mentioned in the broadcast — Platform position: pro-market, anti-authoritarianism — N/A

Score legend:

+5 = Platform position expressed accurately and completely

0 = Relevant party/topic absent from broadcast

-5 = Platform position actively distorted or misrepresented

Party Bias Summary

- Most accurate representation: Democratic Party of Korea (score +2) — the direction of foreign policy was accurately conveyed but critical examination was absent
- Strongest distortion: People Power Party (score -2) — reporting focused on internal conflicts rather than policy positions, resulting in insufficient conveyance of platform positions
- Average deviation from 0: 0.8
- Conclusion: This broadcast conveys the DP's policy direction positively, while the PPP is reported mainly in the context of internal conflicts, resulting in a systematic deficiency in conveying its policy positions. The Rebuilding Korea Party, the Justice Party, and the Reform Party are completely excluded from the broadcast, meaning the diverse political perspectives of a multi-party democracy are not reflected.



CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

Basic Programme Information

- Title: KBS 뉴스9
- Date (per filename): No specific date stated (estimated from content as April–May 2025 — during President Lee Jae-myung's term, in the local election preparation phase, with the Middle East war ongoing)
- Anchors/Reporters: Anchor (name not stated), correspondents and reporters: Ahn Da-young (Paris), Park Il-jong (New York), Kim Kyung (Islamabad), Kim Ji-seok, Yoo Jae-hyun (Oman), Kang Pu-reun, Song Young-seok (Berlin), Heo Yo-jin, Park Chan (Cheongwadae), Han Sol, Park Eun-young, Kim Woo-jun, Lee Hwa-jin, Jo Ji-hyun, Yeo So-yeon, Kang Su-hyun, Shin Su-bin, Choi Ji-hyun, Yun Na-rim, Lee Hae-ji, Hyun Gyeong-hwa, Shin Hyun-wook, Lee Se-jung, Go A-reum
- Interviewees:

Actors	Role	Party/Affiliation	Political Spectrum
President Lee Jae-myung	President (SNS statement cited)	Democratic Party of Korea	Centre-left (4.5)
Minister Jeong Dong-young	Minister of Unification	DP Government	Centre-left
Gu Ja-yeon, Acting Prosecutor General	Acting Prosecutor General	Prosecution (non-partisan)	N/A
Representative Yoo Young-ha	PPP candidate for Daegu Mayor	People Power Party	Right (7.5)
Representative Choo Kyung-ho	PPP candidate for Daegu Mayor	People Power Party	Right (7.5)
Former Prosecutor Kim Sang-min	Defendant (appeal trial)	Non-partisan	N/A
Expert (energy voucher mention)	Anonymous economic expert	Unknown	N/A
Teachers' union representative	Teachers' organisation	Non-partisan	N/A
O World representative	Zoo	Non-partisan	N/A
Delivery driver Jeong Sang-hyun	Self-employed	Non-partisan	N/A
Food truck operator Kang Chan-i	Self-employed	Non-partisan	N/A
Security expert (AI agent)	Developer Jin Pu-reun	Non-partisan	N/A
KBS Viewers' Committee member	Viewers' representative	Non-partisan	N/A

Main Topics



KBS 뉴스9 providing comprehensive coverage of the impact on the South Korean economy of the blockade of the Strait of Hormuz and the resulting energy crisis caused by the Middle East war (US–Iran conflict), together with domestic political and social issues.

World-View Context

This broadcast deals with the situation in which the blockade of the Strait of Hormuz poses a direct threat to South Korea's energy supply, against the backdrop of a fictitious (or actually ongoing) Middle East conflict known as the US–Iran war. South Korea relies on the Middle East for a significant portion of its crude oil imports and occupies a pivotal position in the global supply chain as the world's top exporter of aviation fuel. Domestically, candidate nomination conflicts between the ruling and opposition parties are ongoing ahead of the local elections, and the trial related to First Lady Kim Keon-hee and the issue of a special parliamentary investigation into the prosecution are heightening political tensions. The Lee Jae-myung government is asserting its presence on the international diplomatic stage through participation in the Hormuz Summit.

Perspectives Required for Balanced Coverage

- [A] Critical perspective on US military pressure on Iran (from an international law and civilian harm standpoint)
- [B] Iran's official position and the arguments for the legitimacy of its nuclear negotiation demands
- [C] The South Korean government's specific response strategy to the Hormuz blockade and its limitations
- [D] Analysis of the structural causes of the energy crisis's impact on ordinary people's livelihoods (beyond simple price reporting)
- [E] Adequate conveyance of the defence arguments of the defendant's side in the trial related to First Lady Kim Keon-hee
- [F] The National Assembly's position on the incident in which a witness in the prosecution special investigation made an extreme attempt
- [G] The specific content of the PPP's local election nomination conflicts and the issue of intra-party democracy
- [H] Critical examination of the DP's local election strategy (beyond a simple assessment that things are going smoothly)
- [I] The direction of government regulation of AI agent security issues and international comparisons
- [J] Diverse expert opinions on institutional solutions to the problem of unpaid child support

Review: Whether Each Perspective Was Addressed

[A] Partially mentioned

Timestamp: 09:39 — Quote: "saying that a handful of tyrants are trampling the world, which is in effect a direct attack on President Trump again" — Assessment: Conveyed indirectly through the Pope's criticism, but an independent perspective based on international law and civilian harm is absent.

[B] Almost entirely omitted

Timestamp: 03:42 — Quote: "Iran's official position has not yet emerged" — Assessment: While it is noted that Iran's official position is absent, Iran's negotiation logic or arguments for legitimacy are not addressed at all.

[C] Partially mentioned

Timestamp: 13:29 — Quote: "President Lee Jae-myung is also scheduled to attend by video link and deliver remarks" — Assessment: President Lee Jae-myung's attendance at the summit was reported, but there is no critical examination of the limitations of the specific response strategy.

[D] Partially mentioned

Timestamp: 37:53 — Quote: "With the Middle East situation driving up not only oil prices but also general prices, the burden of meal costs is no small matter" — Assessment: Confined to reporting on the phenomenon; structural cause analysis (energy policy failures, insufficient reserves, etc.) is absent.

[E] Partially mentioned



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Timestamp: 23:06 — Quote: "Prosecutor Kim said he had merely provided a running commentary on the painting and that it had turned out to be a forgery" — Assessment: The defendant's claim was mentioned in a single sentence, but adequate conveyance of the defence argument is insufficient.

[F] Omitted

Timestamp: 24:02 — Quote: "Acting Prosecutor General Gu Ja-yeon said, in relation to the National Assembly's special investigation into the fabricated indictment, that it must not be allowed to influence the trial" — Assessment: Only the prosecution's position is conveyed; the position of the National Assembly (the side leading the special investigation) is completely omitted.

[G] Partially mentioned

Timestamp: 32:17 — Quote: "The PPP's candidates for Daegu Mayor have been narrowed down to two: Yoo Young-ha and Choo Kyung-ho" — Assessment: Only the surface-level facts of the nomination conflict are reported; there is no in-depth analysis of the issue of intra-party democracy.

[H] Omitted

Timestamp: 32:27 — Quote: "The Democratic Party of Korea, having announced its first recruited candidate, presents a relatively smooth picture" — Assessment: The DP's nomination conflict in North Jeolla Province was briefly mentioned, but an overall pro-DP frame is maintained throughout.

[I] Partially mentioned

Timestamp: 35:55 — Quote: "Concerns about information leakage remain a challenge that still needs to be resolved" — Assessment: The problem is raised, but there is no government regulatory direction or international comparison.

[J] Partially mentioned

Timestamp: 30:26 — Quote: "The family court explained that it plans to begin revising the guidelines once the Ministry of Gender Equality and Family's research on child support guidelines is complete" — Assessment: An institutional solution is mentioned in passing, but diverse expert opinions are absent.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard Facts — 9 techniques that are countable and scientifically verifiable

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

Expert 1: Anonymous energy/economic expert	
Timestamp	41:39
Statement	"Now, by providing energy vouchers or paid coupons, providing targeted support to low-income earners and small self-employed business owners in this way"
Classification	An expert proposing a 'targeted support' approach that aligns with the government's policy direction. Affiliated institution and research background not disclosed.

Missing counter-argument: Absent is the perspective of a market economy expert arguing for the market-distorting effects of price ceilings or an energy supply diversification strategy.

In-depth source review:

(a) Funding: Affiliated institution not disclosed — conflict of interest cannot be verified

(b) Mandate: Unclear whether this is an energy policy expert or a general economist — compatibility with neutral assessment uncertain

D1 Conflict of interest: 0 — cannot be assessed as affiliation undisclosed

D2 Personal risk: 0 — anonymous statement, no risk burden

D3 Expertise: +1 — statements relate to energy policy but area of specialisation unclear

D4 Consistency of opinion: 0 — past statements cannot be verified

D5 Emotionalisation vs. data: +1 — statement takes the form of a specific policy proposal

D6 Source stage: -1 — secondary source (broadcast interview)

TOTAL: +1 → Source traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Only the 'targeted support' approach, which aligns with the government's policy direction, is presented, raising the possibility of a structurally biased expert selection.

Expert 2: Teachers' union representative	
Timestamp	28:30
Statement	"There needs to be a precise manual for how to manage safety, and that manual must not become a burden on teachers"
Classification	A teachers' union is a stakeholder representing teachers' interests, and is in a structural conflict of interest with the perspectives of student safety and parents.

Missing counter-argument: Absent is the perspective of parent groups or child safety experts.

In-depth source review:

(a) Funding: Teachers' union — an organisation representing teachers' interests

President: Schlaepfer, David - **Contact:** kontakt@SVFAB.ch - **Address:** SVFAB, P/O-Box, CH-8021 Zurich 1



(b) Mandate: Primary purpose is protecting teachers' rights — incompatible with neutral assessment from a student safety-first perspective

- D1 Conflict of interest: -2 — reducing teacher burdens directly linked to organisational interests
- D2 Personal risk: 0 — no risk as organisational spokesperson
- D3 Expertise: +1 — has experience in the educational field
- D4 Consistency of opinion: +1 — consistent position of the teachers' union
- D5 Emotionalisation vs. data: +1 — presents specific demands
- D6 Source stage: -1 — secondary source

TOTAL: 0 → Source traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Risk that the bias inherent to being a stakeholder may be framed as that of a neutral expert.

Missing expert groups:

- International law expert (assessment of the legality of the US Hormuz blockade)
- Child safety expert or parent group (balanced perspective on the issue of reduced school trips)
- Legal scholar opposed to prosecution reform (balance on the special investigation issue)

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Anonymous energy/economic expert	0	0	+1	0	+1	-1	+1	Yellow
Teachers' union representative	-2	0	+1	+1	+1	-1	0	Yellow

Summary (matrix results):

- Anonymous energy expert: Yellow (affiliation undisclosed, aligns with government policy direction)
- Teachers' union representative: Yellow (stakeholder, limited neutrality)



2. Source Selection						6/10			
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Claims without primary source = penalty points (rumour check)

Source 1: Reuters

Timestamp 03:24 — Statement: "Reuters also reported, citing Pakistani and Iranian sources, that the US and Iran are pursuing a memorandum of understanding and an interim agreement rather than a final negotiated settlement"

- (a) Funding and operating entity:** Private international news agency, part of the Western media ecosystem
- (b) Structural conflict of interest:** Tendency to report on Middle East conflicts from a Western perspective — absence of sources from Iran's official channels
- (c) Missing counter-sources:** No non-Western perspective sources such as Iran's state news agency (IRNA) or Al Jazeera

Credibility matrix:

- D1 Conflict of interest: -1 — possibility of Western media bias
 - D2 Personal risk: +1 — practice of source protection
 - D3 Expertise: +2 — expertise as an international news agency
 - D4 Consistency of opinion: +1 — consistent reporting standards
 - D5 Emotionalisation vs. data: +2 — fact-based reporting
 - D6 Source stage: 0 — secondary source (citing sources)
- TOTAL: +5 → Source traffic light: Green**

Source 2: International Energy Agency (IEA)

Timestamp 12:40 — Statement: "The International Energy Agency also identified Asian countries such as South Korea, for which the Strait of Hormuz is the main crude oil import route, as being at the frontline of the energy crisis"

- (a) Funding and operating entity:** International organisation under the OECD, primarily coordinating energy policy among developed countries
- (b) Structural conflict of interest:** Tendency to represent the interests of Western energy-consuming countries — structural difference from the perspectives of oil-producing countries such as Iran
- (c) Missing counter-sources:** No perspective from OPEC or the Iranian Ministry of Energy

Credibility matrix:

- D1 Conflict of interest: -1 — bias towards Western consuming countries
 - D2 Personal risk: +2 — independence as an international organisation
 - D3 Expertise: +2 — highest-level specialist institution in the energy field
 - D4 Consistency of opinion: +2 — consistent analytical standards
 - D5 Emotionalisation vs. data: +2 — data-based analysis
 - D6 Source stage: +1 — specialist institution close to a primary source
- TOTAL: +8 → Source traffic light: Green**

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Reuters	-1	+1	+2	+1	+2	0	+5	Green



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Summary: The cited sources are largely concentrated on international institutions and news agencies with a Western perspective, while sources from Iran's official channels or non-Western perspectives are systematically omitted.

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
International Energy Agency (IEA)	-1	+2	+2	+2	+2	+1	+8	Green



3. Airtime Distribution

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Estimated airtime:

- Middle East war/energy crisis (international): Approximately 10 minutes (21%)
- Domestic impact of energy crisis (prices, self-employed): Approximately 8 minutes (17%)
- Reporting related to the Lee Jae-myung government (positive context): Approximately 5 minutes (11%)
- Reporting related to the PPP (nomination conflicts): Approximately 3 minutes (6%)
- Prosecution/judiciary reporting: Approximately 4 minutes (9%)
- Social issues (wolf, school trips, child support, AI, seasonal workers): Approximately 12 minutes (26%)
- KBS self-promotion (Viewers' Day, US channel): Approximately 5 minutes (11%)
- Anchor presentation: Remainder of approximately 47 minutes

Summary: A disparity in the time ratio exists between reporting related to the Lee Jae-myung government (11%) and reporting related to the PPP (6%); in particular, a relatively large amount of time is devoted to government achievement reporting (crude oil transport success, summit attendance), while PPP-related reporting is confined mainly to nomination conflicts.



4. SELECTIVE OMISSION

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Omission 1:

Context

In the reporting on the extreme attempt made by Prosecutor Lee Ho, who was subpoenaed as a witness in the prosecution special investigation, the position of the National Assembly (the side leading the special investigation) is completely omitted.

Relevant timestamp: 24:02

Effect

Only the Acting Prosecutor General's statement that "it must not be allowed to influence the trial" is conveyed, so the National Assembly's arguments for the legitimacy and necessity of the special investigation are not delivered to viewers. In effect, only the prosecution's one-sided claim is broadcast.

Omission 2:

Context

In the reporting on the painting trial related to First Lady Kim Keon-hee, the special prosecutor's claims are conveyed in detail, but the defence argument of defendant former Prosecutor Kim Sang-min is condensed into a single sentence.

Relevant timestamp: 23:06

Effect

The defendant's claim that "it turned out to be a forgery" is not adequately conveyed, potentially leaving viewers with the impression that the special prosecutor's claims are more credible.

Omission 3:

Context

In the reporting on the Iran nuclear negotiations, Iran's official position and negotiating logic are systematically omitted.

Relevant timestamp: 03:42

Effect

While it is noted that "Iran's official position has not yet emerged," the arguments for the legitimacy of Iran's negotiating demands (five-year suspension of nuclear development, lifting of sanctions, etc.) are not addressed at all, setting the US position as the default.

Summary: The omissions in this broadcast show a systematic pattern, with the National Assembly's position on the prosecution special investigation, the defendant's defence argument, and Iran's negotiating rationale in particular being consistently excluded.

Missing Voices

- Iranian government spokesperson/diplomat: Could have directly conveyed Iran's demands in the nuclear negotiations and the arguments for their legitimacy
- International law expert: Could have analysed the legality under international law of the US Hormuz blockade operation
- Member of the National Assembly leading the special investigation: Could have explained the necessity of summoning the prosecution witness and the purpose of the special investigation



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- Defence counsel for First Lady Kim Keon-hee: Could have adequately conveyed the defence argument against the charge of soliciting bribes
- Energy economist: Could have analysed the failure of South Korea's energy reserve policy and its structural vulnerabilities
- PPP nomination rejection candidates (Joo Ho-young, Lee Jin-sook): Could have directly raised the issue of fairness in the nomination process
- Direct testimony from Filipino seasonal workers who suffered harm: Could have conveyed the reality of broker-related harm in the words of those directly affected
- AI regulation expert/government official: Could have presented the direction of policy responses to AI agent security issues



5. Numerical Manipulation

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

Finding 1:

Timestamp 25:25

Figure: "Even looking at all of Seoul, there are only 15,000 monthly rental apartment listings. That is a 30% decrease compared to the beginning of this year"

Missing context

The ratio relative to the total number of apartments in Seoul, seasonal factors, and the long-term context of the trend from long-term deposit rentals to monthly rentals are absent.

Effect

The expression 'only 15,000' implies an absolute shortage, but without the ratio of supply to actual demand, the severity of the crisis cannot be accurately assessed.

Finding 2:

Timestamp 29:37

Figure: "In the meantime, consumer prices rose by approximately 16%, while private tutoring costs and dining out costs each jumped by approximately 25%"

Missing context

The rate of change in the income of the non-custodial parent with child support payment obligations over the same period is not presented.

Effect

By presenting only the rate of price increases while omitting the rate of income change, the effect is to one-sidedly emphasise the need for a child support increase.

Summary: The level of numerical manipulation is not severe, but there is a tendency for figures presented without context to guide perceptions in a particular direction.



6. Guilt by Association

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Association 1:

Timestamp

09:43

Quote

"which is in effect a direct attack on President Trump again. As the conflict between the American Pope and President Trump deepens"

Technique: The anchor's interpretation directly links the Pope's 'tyrant' statement to President Trump.

Effect

By directly presenting the interpretation that the Pope's statement characterised Trump as a 'tyrant', viewers are guided to perceive Trump as a 'tyrant'.

Association chain (not applicable): No explicit association chain is identified in this broadcast.

Summary: The anchor's interpretation directly linking the Pope's statement to a criticism of Trump produces a guilt-by-association effect, but overall the level of manipulation under this criterion is moderate.



7. Timing

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Finding 1:

Position: 00:02 (beginning)

Content: "Conditions for ending the Middle East war are gradually taking shape. Israel and Lebanon have agreed to a ten-day ceasefire, brokered by the United States"

Timing effect: By placing the advancement of Middle East peace as the first news item, the overall tone of the broadcast is set as 'hope amid crisis'. A context is subsequently formed in which the Lee Jae-myung government's diplomatic role is naturally received positively.

Finding 2:

Position: 13:29 (middle section)

Content: "President Lee Jae-myung is also scheduled to attend by video link and deliver remarks"

Timing effect: By placing President Lee Jae-myung's attendance at the international summit amidst reports covering the severity of the energy crisis, the impression that the President is actively responding to the crisis situation is maximised.

Finding 3:

Position: 45:46 (end section)

Content: "To mark Viewers' Day on April 17, the KBS Viewers' Committee National Convention was held"

Timing effect: By placing a report of a self-promotional nature for KBS at the end of the broadcast, the effect is to leave viewers with a positive impression of KBS's public interest mission and trustworthiness. In particular, the inclusion of the statement "whatever the licence fee may be, wouldn't it be fitting" raises the possibility of generating public opinion in favour of a licence fee increase.

Summary: Strategic timing is observed whereby positive frames (Middle East peace progress, KBS public interest mission) are placed at the beginning and end of the broadcast respectively, and President Lee Jae-myung's diplomatic role is inserted into the energy crisis context in the middle section.



8. Selective Outrage

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Outrage = bias. Selective outrage amplifies the finding. Score = outrage level (0–5) + selectivity (0–5)

Methodological principle (v2.7): The triggering event must be documented before every assessment. A reaction can only be assessed as selective if a comparable triggering event from a different position did not produce a similar reaction.

Finding 1:

Timestamp 09:39

Triggering event: The Pope's statement effectively referring to President Trump as a 'tyrant'.

Reaction: "which is in effect a direct attack on President Trump again. As the conflict between the American Pope and President Trump deepens"

Comparison

Whether a similarly emphatic expression was used when there were critical statements about President Lee Jae-myung or DP politicians — not verifiable in this broadcast

Asymmetry: The Pope's criticism of Trump was highlighted with the strong expression 'direct attack', while critical statements about the Lee Jae-myung government (such as Acting Prosecutor General Gu Ja-yeon's criticism of the special investigation) were treated at the level of neutral factual delivery. Asymmetry partially confirmed.

Finding 2:

Timestamp 33:17

Triggering event: PPP re-primary held due to Chungbuk Governor candidate nomination conflicts.

Reaction: "having again ended up holding a re-primary due to nomination exclusion cracks"

Comparison

DP's North Jeolla Governor nomination conflict (Representative Ahn Ho-young's hunger strike), 34:03 — Reaction: "Some noise remains for the DP as well"

Asymmetry: Expressions of differing intensity are used for the same nomination conflicts — 'cracks' for the PPP and 'noise' for the DP. Asymmetry confirmed.

Summary: A pattern of selective outrage is observed in which strong negative expressions are used for PPP-related conflicts and relatively mild expressions are used for DP-related conflicts.



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

Share of covered perspectives

Inverted: original value measures coverage (higher = better). Shown as deviation (higher = larger gaps).



Soft Facts — 6 qualitative techniques

10. Framing

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Finding 1:

Timestamp	13:29
Quote	<i>"President Lee Jae-myung is also scheduled to attend by video link and deliver remarks"</i>
Manipulation	The frame is set in a way that naturally highlights President Lee Jae-myung's role at the Hormuz Summit.
Why problematic	While the President's diplomatic role is highlighted positively, any critical perspective on the South Korean government's failure to prepare for the energy crisis or its diplomatic limitations is entirely excluded.

Finding 2:

Timestamp	32:27
Quote	<i>"The Democratic Party of Korea, having announced its first recruited candidate, presents a relatively smooth picture"</i>
Manipulation	The DP's local election preparations are characterised as 'smooth', while the PPP is framed as having 'nomination cracks'.
Why problematic	Although the same nomination conflicts exist in both parties, a positive frame is applied to the DP and a negative one to the PPP, creating an asymmetric effect on viewers' perceptions.

Finding 3:

Timestamp	16:40
Quote	<i>"President Lee Jae-myung also used SNS to describe it as a remarkable achievement produced by the relevant ministries working as one team, and attached significance to it"</i>
Manipulation	The frame connects the success of the crude oil transport detour to President Lee Jae-myung's achievements.
Why problematic	Attributing the results of working-level ministries to the President's personal leadership is not consistent with the neutral reporting standards of a public broadcaster.

Summary: This broadcast tends to consistently highlight the Lee Jae-myung government's role in responding to the Middle East crisis positively, and to apply a frame favourable to the DP in the context of the local elections.



11. Word Choice and Terminology

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Finding 1:

Timestamp 32:27

Quote *"a relatively smooth picture"*

Connotation: The expression 'smooth' contains a positive evaluation of the DP's local election preparations.

Why problematic

A neutral alternative expression would be "The Democratic Party of Korea has finalised its candidates for metropolitan and provincial governors." 'Smooth' is an expression containing a value judgement that falls short of the neutrality standard for a public broadcaster.

Finding 2:

Timestamp 33:17

Quote *"having again ended up holding a re-primary due to nomination exclusion cracks"*

Connotation: 'Again' and 'cracks' carry negative connotations that characterise the PPP's nomination process as chaotic and a predictable failure.

Why problematic

While a relatively mild expression — 'noise' — was used for the DP's nomination conflict in North Jeolla Province (Representative Ahn Ho-young's hunger strike), the strong negative expression 'cracks' was used for the PPP, creating a linguistic asymmetry.

Finding 3:

Timestamp 16:42

Quote *"a remarkable achievement produced by the relevant ministries working as one team"*

Connotation: 'One team' and 'remarkable achievement' directly quote President Lee Jae-myung's SNS phrasing, converting government promotional language into news language.

Why problematic

Using government announcement language as broadcast language without critical examination violates the independent reporting standards of a public broadcaster.

Summary: A linguistic asymmetry is observed whereby expressions with positive connotations are systematically used in reporting related to the DP, while expressions with negative connotations are systematically used in reporting related to the PPP.



12. Anchor Behaviour

3/10

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Methodological principle (v2.7): The triggering event must be documented before every assessment. An intervention can only be assessed as asymmetric if a similar triggering event involving a different guest did not produce a similar intervention.

Finding 1:

Timestamp 04:05

Triggering event: Anchor asks the Islamabad correspondent about the situation at the negotiation venue.

Quote (anchor) *"Now, correspondent Kim Kyung. The place where you are is where the first round of negotiations was held, isn't it? Is it refusing reservations because of the American negotiating team?"*

Comparison Similar factual-verification question to the Cheongwadae correspondent (13:36) — response: neutral question at the same level

Asymmetry: Asymmetry cannot be confirmed in this finding. In both cases, the questions are neutral factual verifications.

Finding 2:

Timestamp 08:01

Triggering event: Anchor asks the Oman correspondent about Oman's response to Iran's position of allowing passage through the Hormuz Strait.

Quote (anchor) *"Now, reporter Yoo Jae-hyun, Iran has stated its position that it will allow passage through the strait on the side of the five-mile zone. What does Oman say about this?"*

Comparison No similar critical question about the US blockade operation — response: US military operations reported through factual delivery, while Iran's position is framed as a 'destabilising factor'

Asymmetry: Questions about Iran's actions are posed in a critical context, while there are no critical questions about the US military blockade. However, this is more a problem of the reporting frame than of anchor intervention, making it difficult to categorise definitively as a directly asymmetric intervention.

Finding 3:

Timestamp 05:00

Triggering event: Anchor asks the Islamabad correspondent for a forecast of the negotiation outcome.

Quote (anchor) *"Yes. How is the outcome of the negotiations currently being forecast?"*

Comparison No similar question about Iran's forecast — response: Only the US-side forecast is asked about in the US–Iran negotiations

Asymmetry: Only the US-side forecast is asked about among the negotiating parties, while Iran's forecast is not. However, given that the Islamabad correspondent is not in a position to convey the Iranian side's view, this could also be seen as a structural limitation, so the asymmetry is 'partially confirmed'.



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Summary: Direct asymmetric intervention by the anchor is limited, but there is a tendency for the direction of questions to set the US perspective as the default. An asymmetry is observed between critical contextual questions about Iran and neutral factual-verification questions about the US side.



13. Question Asymmetry

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Asymmetry 1:

To the Cheongwadae correspondent, 13:30: "Now, reporter Park Chan, when did the meeting begin?" — soft factual-verification question

To the Islamabad correspondent, 05:00: "Yes. How is the outcome of the negotiations currently being forecast?" — neutral forward-looking question

Comparison

There is no critical question to the Cheongwadae correspondent about the actual effectiveness or limitations of President Lee Jae-myung's summit attendance, while a relatively more specific question is raised about the negotiation forecast. However, since critical questions are absent in both cases, the direction of asymmetry is not clear.

Asymmetry 2:

Anchor comment on PPP nomination reporting: "having again ended up holding a re-primary due to nomination exclusion cracks" (33:17) — contains negative evaluation

Anchor comment on DP nomination reporting: "presents a relatively smooth picture" (32:27) — contains positive evaluation

Comparison

When covering the same nomination process, asymmetric language is used — 'cracks' for the PPP and 'smooth' for the DP. Although these are anchor comments rather than questions, they display the same pattern of asymmetry.

Summary: Critical questions are systematically absent in reporting related to the Lee Jae-myung government, while expressions with negative connotations are more frequently used in reporting related to the PPP.



14. False Balance									2/10
1	2	3	4	5	6	7	8	9	10

Finding 1:

Timestamp 23:20

Composition: "The appraisal results are also divided. One side testified that it is genuine based on the scope of use of the artist's signature characteristics and colours. The other side said it was a fake, as the impurities found were the same as in other forgeries"

Analysis

Presenting the genuine/forgery appraisal results equally could be seen as appropriate balance, but the special prosecutor's claims (a quid pro quo for nomination lobbying) are conveyed in detail while the defendant's claims are condensed, so it is not substantive balance.

Summary: The problem of false balance in this broadcast is relatively limited; the more prominent problem is rather the absence of balance (one-sided reporting).



15. Agenda Setting

6/10

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Finding 1:

Agenda element set: US military pressure on Iran is taken for granted as a legitimate strategy for strengthening negotiating power.

Timestamp

05:52 — Basis: "The US is simultaneously strengthening its negotiating leverage through military pressure"

Alternative agenda: The possibility that the US military blockade violates international law or the harm it causes to civilian economies does not make it onto the agenda.

Finding 2:

Agenda element set: President Lee Jae-myung's attendance at the Hormuz Summit is taken for granted as South Korea's active diplomacy.

Timestamp

14:25 — Basis: "It is understood that the President's message was refined to the last, taking even these points into consideration"

Alternative agenda: The failure of the South Korean government's energy reserve policy or the absence of a strategy to reduce dependence on the Middle East does not make it onto the agenda.

Finding 3:

Agenda element set: KBS's establishment of a US terrestrial channel is taken for granted as a positive global advance for South Korean broadcasting.

Timestamp

43:55 — Basis: "A large US broadcasting group and South Korean broadcasters including KBS have begun work in earnest on establishing a K-content channel on US terrestrial television"

Alternative agenda: There is no critical examination of whether KBS's commercial overseas expansion conflicts with the public interest mission of a public broadcaster.

Summary: This broadcast places the US military action, the Lee Jae-myung government's diplomatic role, and KBS's commercial expansion all on the agenda as natural and positive, while critical perspectives on these matters are systematically excluded from the agenda.



CHAPTER 4 — OVERALL EVALUATION

OVERALL EVALUATION OF THE 15 CRITERIA

Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	Expert Selection	6/10	Significant imbalance
2	Source Selection	6/10	Significant imbalance
3	Airtime Distribution	5/10	Significant imbalance
4	SELECTIVE OMISSION	7/10	Pronounced imbalance
5	Numerical Manipulation	3/10	Slight imbalance
6	Guilt by Association	3/10	Slight imbalance
7	Timing	4/10	Slight imbalance
8	Selective Outrage	4/10	Slight imbalance
9	COMPLETENESS	6/10	Significant imbalance
10	Framing	5/10	Significant imbalance
11	Word Choice and Terminology	5/10	Significant imbalance
12	Anchor Behaviour	3/10	Slight imbalance
13	Question Asymmetry	5/10	Significant imbalance
14	False Balance	2/10	Unremarkable
15	Agenda Setting	6/10	Significant imbalance

HARD FACTS SCORE (1-8)

4.9/10

Significant imbalance

SOFT FACTS SCORE (9-14)

4.6/10

Significant imbalance

OVERALL SCORE

4.8/10

Significant imbalance

Average of Hardfacts and Softfacts



KEY — Score Definitions

Individual Scores per Criterion (0–10)

0	No finding	No relevant anomaly detected.
1–2	Weak finding	Minor anomaly without substantial impact on balance.
3–4	Slight to moderate finding	Recognizable tendency; low to moderate impact relevance.
5	Moderate finding with impact	Relevant imbalance affecting the audience's opinion-forming potential.
6	Significant finding (threshold)	Scores of 6 and above are classified as 'significant findings.'
7	Significant finding	Clear, well-documented imbalance with distinct impact relevance.
8–9	Severe finding	Pronounced imbalance; multiple documented individual findings in this criterion.
10	Maximum severity	Systematic, pervasive imbalance in this criterion.

Aggregated Deviation Index — Interpretation Ranges

0.0 – 2.5	Unremarkable	No significant patterns detected; broadcast meets the impartiality standard.
2.6 – 4.0	Slight imbalance	Isolated anomalies; statistically visible but within tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of perspective diversity.
6.1 – 8.0	Serious deviation from the impartiality standard. High degree of deviation	Pronounced, cross-broadcast patterns; high impact relevance.
8.1 – 10	Fundamental systemic one-sidedness. Very high bias degree	Maximum severity across nearly all criteria; systematically one-sided reporting.

Party-Political Bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is significantly underrepresented in framing, airtime, or presentation.
-2 to -1	Slightly disadvantaged	Recognizable but minor disadvantage.
0	Neutral	No detectable favoritism or disadvantage.
+1 to +2	Slightly favored	Recognizable but minor favoritism.
+3 to +5	Strongly favored	Party is significantly overrepresented in framing, airtime, or presentation.



CHAPTER 5 — LEGAL CLASSIFICATION (Broadcasting Act Article 6)

Assessment under Article 6 of the Broadcasting Act

Article 6 of the Broadcasting Act stipulates the fairness and public interest of broadcasting; reporting must be fair and objective, and diverse opinions must be reflected in a balanced manner.

Violation 1:

Standard: Article 6 paragraph 2 of the Broadcasting Act (balanced reflection of diverse opinions)

Violation: In reporting on the prosecution special investigation, only the Acting Prosecutor General's position is conveyed, while the position of the National Assembly leading the special investigation is completely omitted.

Basis: Timestamp 24:02 — Quote: "Acting Prosecutor General Gu Ja-yeon said, in relation to the National Assembly's special investigation into the fabricated indictment, that it must not be allowed to influence the trial"

Assessment: A special investigation is the National Assembly's constitutional prerogative; conveying only the prosecution's criticism of this in a one-sided manner while omitting the National Assembly's position directly violates the balancing obligation under Article 6 paragraph 2 of the Broadcasting Act.

Violation 2:

Standard: Article 6 paragraph 3 of the Broadcasting Act (fairness in election-related reporting)

Violation: Ahead of the local elections, asymmetric language is used — 'smooth' for the DP's nomination process and 'cracks' for the PPP's.

Basis: Timestamp 32:27 — Quote: "The Democratic Party of Korea, having announced its first recruited candidate, presents a relatively smooth picture" / 33:17 — Quote: "having again ended up holding a re-primary due to nomination exclusion cracks"

Assessment: Systematically using language favourable to a particular party in election reporting violates the election reporting fairness standard under Article 6 paragraph 3 of the Broadcasting Act.

Violation 3:

Standard: Article 6 paragraph 1 of the Broadcasting Act (fair and objective reporting)

Violation: President Lee Jae-myung's SNS statement ("a remarkable achievement produced by the relevant ministries working as one team") is conveyed as broadcast language without critical examination.

Basis: Timestamp 16:40 — Quote: "President Lee Jae-myung also used SNS to describe it as a remarkable achievement produced by the relevant ministries working as one team, and attached significance to it"

Assessment: Using government promotional language as broadcast language without critical examination violates the public broadcaster's obligation to report independently, and falls short of the fairness standard under Article 6 paragraph 1 of the Broadcasting Act.

Overall Assessment under Article 6 of the Broadcasting Act

This KBS 뉴스9 broadcast contains multiple elements in violation of the standards of fairness, objectivity, and balanced reflection of diverse opinions required by Article 6 of the Broadcasting Act. In particular, the asymmetric use of language in the context of the local elections and the one-sided reporting on the prosecution special investigation directly violate the explicit obligations of Article 6 paragraphs 2 and 3. The manner of positively conveying the Lee Jae-myung government's policy achievements without critical examination carries the risk that the public broadcaster may function as a promotional tool for a particular political force, which runs counter to the obligation to report fairly and objectively under Article 6 paragraph 1. However, whether this bias rises to the level of deliberate manipulation, or is rather the result of structural bias (board composition, editorial practices), must be judged through additional long-term monitoring.

In-depth Source Review (Mandatory — all cited specialist institutions/NGOs/advisory bodies)



1. International Energy Agency (IEA)

- 1. Funding:** International organisation under the OECD, operated through member state contributions — primarily advanced energy-consuming countries
- 2. Mandate:** Energy security and policy coordination — tendency to represent consumer country interests, structural difference from oil-producing country perspectives
- 3. Conflict of interest:** Analytical tendency supporting the strengthening of Western consuming countries' energy security
- 4. Credibility matrix:** D1(-1) D2(+2) D3(+2) D4(+2) D5(+2) D6(+1) → Total +8 → Source traffic light: Green
- 5. Counter-sources:** The perspectives of OPEC or the Iranian Ministry of Energy are not cited

2. Reuters (citing Pakistani and Iranian sources)

- 1. Funding:** Private international news agency (Thomson Reuters), Western media ecosystem
- 2. Mandate:** International news reporting — possibility of Western perspective bias
- 3. Conflict of interest:** Tendency to prioritise a Western perspective due to its Western readership base
- 4. Credibility matrix:** D1(-1) D2(+1) D3(+2) D4(+1) D5(+2) D6(0) → Total +5 → Source traffic light: Green
- 5. Counter-sources:** No non-Western perspective sources such as Iran's state news agency (IRNA) or Al Jazeera

3. Anonymous energy/economic expert (proposing measures to support the self-employed)

- 1. Funding:** Affiliated institution not disclosed — conflict of interest cannot be verified
- 2. Mandate:** Unclear whether an energy policy expert or a general economist
- 3. Conflict of interest:** Proposal aligning with the government's policy direction ('targeted support') — possibility of structural bias
- 4. Credibility matrix:** D1(0) D2(0) D3(+1) D4(0) D5(+1) D6(-1) → Total +1 → Source traffic light: Yellow
- 5. Counter-sources:** No expert perspective arguing for the abolition of price ceilings or market liberalisation

Important: The term 'recognised' is not a factual qualification. It is a social attribution that is itself subject to scrutiny.

Legal and Methodological Notes

No factual determination	The results presented do not constitute factual determinations about individual persons, editorial teams, or broadcasts. They are the product of a standardized operationalization, not a finding of individual responsibility.
No legal judgment	The aggregated deviation index does not replace a legal assessment under 방송법 제6조. The determination of whether a specific broadcast violates legal requirements is exclusively the responsibility of the competent authorities (in particular 방송통신위원회).
No proof of causation	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intent. Deviation values may be influenced by topic selection, news environment, political controversy, or format logic.
No judgment of intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means a significant imbalance 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 comparative pattern recognition across thousands of broadcasts, not precise metric measurement of individual segments. Threshold values serve heuristic orientation, not sharp legal qualification.



APPENDIX 1: NATIONAL BROADCASTING LAW

Legal Basis South Korea — KBS / MBC

Legislation

Broadcasting Act (방송법, Act No. 6139, January 28, 2000, last amended 2025)

Constitutional basis: Article 21 of the Constitution of the Republic of Korea (1987) guarantees freedom of expression and press. Paragraph 3: Standards for news services and broadcasting facilities shall be determined by law.

Relevant Provisions

- Art. 3 (Freedom of Broadcasting): Freedom of programming is guaranteed. No one may regulate or influence programming except under the conditions of this Act.
- Art. 5 (Public Responsibility of Broadcasting): Public responsibility of broadcasting. Broadcasting must conform to the democratic constitutional order.
- Art. 6 Para. 1 (Fairness and Public Interest): "Reporting through broadcasting must be fair and objective."
- Art. 6 Para. 2: Broadcasting shall not discriminate in its programming on the basis of gender, age, occupation, religion, belief, class, region, or race.
- Art. 6 Para. 3: Broadcasting must respect the ethical and emotional sensibilities of the people and contribute to the protection of fundamental rights and the promotion of international friendship.
- Art. 6 (further paragraphs): Obligation to promote diversity of opinion and balanced representation of different viewpoints on controversial issues.
- Art. 43 (Establishment of KBS): Establishment of the Korea Broadcasting Corporation (KBS) to create a fair and healthy broadcasting culture.
- Art. 44: Public responsibility of KBS.

Broadcasting Review Regulations

- Art. 9: Fairness/objectivity of reporting — detailed rules for news reporting.
- Art. 14: Objectivity in news reports.
- Art. 100: Sanction levels: Correction recommendation → Warning → Fine → Suspension of broadcasting license.

Regulatory Authorities

- KMCC / KCC (Korea Media and Communications Commission): Broadcasting policy, licensing, investigation and sanctioning of violations. 2025 reform: Renamed, new BMCC as independent buffer between politics and broadcasting governance.
- KCSC (Korea Communications Standards Commission): Content oversight. Reviews whether broadcasting content maintains fairness, public interest, and public responsibility (per Art. 32). 9 commissioners appointed by the President (6 ruling party, 3 opposition).
- Press Arbitration Commission: Complaint pathway for citizens. Right to correction, right of reply, follow-up reporting. Settlement is legally binding.

Public Broadcasters

Broadcaster	Legal Form	Funding
KBS (Korean Broadcasting System)	Public corporation	License fees + state funding + advertising (KBS-2)
MBC (Munhwa Broadcasting Corporation)	Corporation, 70% Foundation for Broadcast Culture	Primarily advertising



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EBS (Educational Broadcasting System)

Public corporation

Textbook sales + advertising

Complaint Procedures

1. KCSC deliberation process (ex-post review)
2. Viewers' Complaint Settlement Committee (Art. 35, at broadcasters)
3. Press Arbitration Commission (correction, right of reply)
4. General courts

Comparison Switzerland — South Korea

Aspect	Switzerland (Art. 4 RTVG)	South Korea (Art. 6 Broadcasting Act)
Factual accuracy	Statutory (Art. 4 Para. 2)	Statutory (Art. 6 Para. 1: fair and objective)
Diversity of opinion	Statutory (Art. 4 Para. 4)	Statutory (Art. 6: diverse viewpoints)
Impartiality	Derived	Statutory (fairness)
Political balance	Derived	Implicit (diversity of opinion)
Independent complaints body	UBI (statutory)	KCSC + Press Arbitration Commission
Content oversight	BAKOM/UBI	KCSC
Structural issue	No direct political control	Government change → leadership change in KBS/MBC



APPENDIX 2: SCIENTIFIC REFERENCES

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