



KBS 상세 분석

2026-04-24__full_ 그들만의 리그 - 누구를 위한 청약제도인가_ 추적60분 KBS 260424 방송

Broadcast: 2026-04-24 | Analyzed: 2026-05-13 13:40

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

OVERALL SCORE

5.1/10

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).

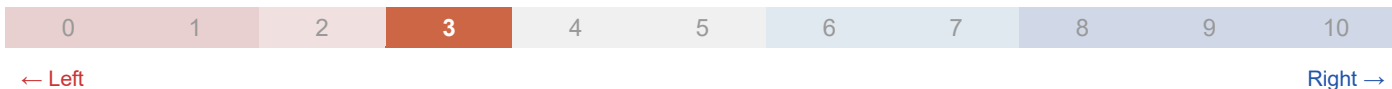
Party	JP	RKP	DPK	RP	PPP
CHES	2.00	3.50	4.50	6.50	7.50
Spectrum	<i>Left</i>	<i>Left</i>	<i>Center</i>	<i>Right</i>	<i>Right</i>

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



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

Since President Lee Jae-myung (Democratic Party of Korea, DP) took office in June 2025, the Democratic Party has been the ruling party. The People Power Party (PPP) fell into opposition following the impeachment of former President Yoon Suk-yeol. Of the 300 seats in the National Assembly, the Democratic Party holds approximately 162, the People Power Party approximately 107, the Rebuilding Korea Party 12, the Justice Party 4, and the Reform Party 3.

Party	CHES Left-Right Score	Seats	Gov/Opp	Core Position
Democratic Party of Korea (DP)	4.5 (centre-left)	~162	Government	Stricter real estate regulation, expanded supply, expanded welfare
People Power Party (PPP)	7.5 (right)	~107	Opposition	Deregulation, market autonomy, tax cuts
Rebuilding Korea Party (RKP)	3.5 (left)	12	Opposition (progressive)	Prosecution reform, media independence, redistribution
Justice Party (JP)	2.0 (far-left)	4	Opposition (progressive)	Labour rights, anti-capital, universal welfare
Reform Party (RP)	6.5 (centre-right)	3	Opposition (conservative)	Pro-market, generational fairness, anti-authoritarianism

The core conflicts in Korean politics are real estate regulation versus market autonomy, prosecution and judicial reform, North Korea policy, and methods of welfare financing. Immediately after its inauguration, the Lee Jae-myung government announced strong real estate regulations, including the end of the suspension of the capital gains tax surcharge on multi-home owners and a cap of 600 million won on mortgage loan limits. The opposition (PPP) criticises this as a market distortion and advocates supply-expansion-centred policies. Reform of the housing subscription (청약) system is an issue where the interests of different generations and social classes clash sharply.

KBS and MBC are public broadcasters subject to obligations of fairness and public interest under Article 6 of the Broadcasting Act. Due to the structural characteristic whereby board composition shifts with changes of government, there is a possibility that a progressively-leaning editorial stance will be reinforced under the current DP administration. Since coverage of the subscription system and real estate is directly linked to evaluations of government policy, scrutiny of bias is particularly important.



CHAPTER 1 — PARTY-POLITICAL BIAS

Evaluation by Party

Party	Score (-5 to +5)	Comparison of Broadcast Portrayal vs. Party Platform
Democratic Party of Korea (DP)	-1	14:34 "Allegations of fraudulent subscription arose ahead of the confirmation hearing for former Representative Lee Hae-hun, who was the inaugural nominee for Minister of Planning and Budget under the Lee Jae-myung government." — Platform: Real estate reform, housing stability for ordinary people — While a DP-affiliated figure was negatively portrayed due to the Lee Hae-hun allegations reporting, President Lee Jae-myung's real estate policy was introduced positively. Overall, the direction aligns with the DP policy direction, but partially penalised due to the Lee Hae-hun allegations.
People Power Party (PPP)	-3	N/A — Platform: Supply expansion, deregulation — The PPP's supply-expansion alternative policy was not introduced at all, resulting in the complete omission of its platform. The omission itself functions as a distortion of the PPP's position.
Rebuilding Korea Party (RKP)	0	N/A — Platform: Prosecution reform, media independence — Not mentioned in the broadcast.
Justice Party (JP)	0	N/A — Platform: Labour rights, universal welfare — Not mentioned in the broadcast.
Reform Party (RP)	0	N/A — Platform: Pro-market, generational fairness — Not mentioned in the broadcast.

Party Bias Summary

- Most accurate portrayal: Democratic Party of Korea (DP), score -1 (partially penalised due to Lee Hae-hun allegations reporting, but overall policy direction is supported)
- Strongest distortion: People Power Party (PPP), score -3 (supply-expansion alternative policy completely omitted)
- Average deviation from 0: 0.8
- Conclusion: The broadcast was effectively structured in a direction supporting the Lee Jae-myung government's (DP) real estate regulation policies, and the PPP's alternative policies were completely excluded. The reporting on the Lee Hae-hun allegations appears to be a criticism of a DP-affiliated figure, but due to the failure to guarantee the right of rebuttal, it has the counterproductive effect of causing the allegations to be perceived as established fact.



CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

Broadcast Data

- Title: 추적 60분 — Report on the Reality of the Housing Subscription System (title not explicitly stated; inferred from content)
- Date: Not provided in filename (inferred from broadcast content as first half of 2025)
- Host/Reporter: PD Kim Mil-ui (mentioned internally), narrator (voice actor)
- Interviewees:

Actors	Role	Party/Affiliation	Political Spectrum
Jae-gyeong	Subscription winner (general supply)	None	N/A
Eun-yeong	Subscription winner (reserve winner)	None	N/A
Choi Min-ho	Repeated subscription applicant, no wins	None	N/A
Yun Sang-su	Middle-aged applicant who failed with maximum score of 69	None	N/A
Jeong Hyeon-gyu	Young person with 30+ failed subscription attempts	None	N/A
Jeong-hae	Single-person household who cancelled subscription account	None	N/A
Kim Myeong-ho	Financial difficulties after winning special supply	None	N/A
Hui-seong	Gave up after winning subscription	None	N/A
Former Rep. Lee Hae-hun	Nominee for inaugural Minister of Planning and Budget under Lee Jae-myung government	DP	Centre-left
Real estate expert A	Subscription lecture instructor	None	N/A
Real estate expert B	Provides opinion on system reform	None	N/A
Broker (anonymous)	Facilitator of illegal subscription account transactions	None	N/A
Gangnam real estate agent	Provides market price information	None	N/A
Gangbuk real estate agent	Provides market price information	None	N/A
President Lee Jae-myung	Incumbent President	DP	Centre-left

Main Themes



The programme examines the structural unfairness of South Korea's housing subscription system, the reality of fraudulent subscriptions, the lottery subscription phenomenon, and the effects of the Lee Jae-myung government's real estate regulation policies from multiple angles.

Perspectives Required for Balanced Broadcasting

- * The historical purpose of the subscription system and the current causes of its distortion (supply shortage vs. speculative demand)
- * The positive effects of the sale price ceiling (accessibility for low-income people) and its side effects (inducing the lottery subscription phenomenon)
- * The specific content of the Lee Jae-myung government's real estate regulations and their expected effects
- * The position of the opposition (PPP) on supply-expansion-centred alternative policies
- * The structure of conflicting interests between middle-aged people without homes, young newlyweds, and single-person households
- * The level of legal punishment for fraudulent subscriptions and institutional loopholes
- * The factual basis and legal assessment of the allegations of fraudulent subscription against nominee Lee Hae-hun
- * The effectiveness and side effects of new policies such as the bond bidding system
- * Alternatives to the subscription system such as expansion of rental housing and public housing
- * Discussion of tax reform for real estate market stabilisation (property holding tax, capital gains tax)

Review: Was Each Perspective Addressed?

[A] Addressed

Timestamp: 32:16 — Quote: "The subscription system, introduced in 1977 and now in its 49th year, was implemented to resolve the housing shortage and eradicate speculation." — Assessment: The historical purpose was mentioned, but the analysis of the causes of supply shortage is superficial.

[B] Partially addressed

Timestamp: 42:00 — Quote: "However, in areas where the sale price ceiling is applied, speculative demand driven by market price differentials is flooding in." — Assessment: The side effects were mentioned, but a balanced analysis of the positive effects is lacking.

[C] Partially addressed

Timestamp: 39:03 — Quote: "The government, which is waging war against real estate speculation" — Assessment: The direction of government policy was introduced, but analysis of the specific policy content and expected effects is insufficient.

[D] Barely addressed

Timestamp: N/A — Quote: None — Assessment: The opposition's supply-expansion alternative policy was not introduced at all.

[E] Addressed

Timestamp: 25:43–30:51 — Quote: "It feels like we've been abandoned now." / "People who fall behind even in the points system competition and receive no policy consideration." — Assessment: The structure of intergenerational conflict was covered in comparatively considerable detail.

[F] Addressed

Timestamp: 17:00–24:19 — Quote: "Under the Housing Act, if acts that disturb the supply order, such as false address registration, are detected, they are subject to imprisonment of up to three years or a fine of up to 30 million won." — Assessment: The level of legal punishment and loopholes were addressed in specific detail.

[G] Partially addressed

Timestamp: 14:34–16:51 — Quote: "Allegations of fraudulent subscription arose ahead of the confirmation hearing for former Representative Lee Hae-hun, who was the inaugural nominee for Minister of Planning and Budget under the Lee Jae-myung government." — Assessment: The allegations were raised, but no rebuttal from Lee Hae-hun's side was included at all.



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[H] Partially addressed

Timestamp: 42:13 — Quote: "The position is that by introducing the bond bidding system, the state will recoup the lottery windfall" — Assessment: The policy was introduced, but the review of its effectiveness is one-sided.

[I] Barely addressed

Timestamp: N/A — Quote: None — Assessment: Alternatives to the subscription system such as expansion of rental housing and public housing were not addressed at all.

[J] Partially addressed

Timestamp: 39:24 — Quote: "Announcing that after 9 May, the suspension of the capital gains tax surcharge on multi-home owners would be ended" — Assessment: Tax policy is mentioned, but discussion of property holding tax reform is 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

Total score: 6/10

Expert 1: Real estate expert A (subscription lecture instructor)

Timestamp	08:52
Statement	"In new colour [newly designated areas], it's not the points system, so under the same conditions, it's a competition based on number of children."
Classification	Presumed to be a subscription strategy lecturer; a provider of utilisation strategies rather than a critic of the system.

Missing rebuttal: A housing economist who analyses the supply side of the subscription system is needed.

Expert In-depth Review:

(a) Funding: Presumed to be a private business operator funded by subscription lecture fees. Has a vested interest in the activation of the subscription market.

(b) Mandate: No neutral policy evaluation mandate as a subscription strategy provider.

D1 Conflict of interest: -1 — Has a vested interest in subscription market activation

D2 Personal risk: 0 — No risk from statements

D3 Expertise: +1 — Has practical subscription knowledge but policy analysis expertise unclear

D4 Consistency of opinion: 0 — Past statements unverifiable

D5 Emotionalisation vs. data: +1 — Comparatively data-based statements

D6 Source stage: 0 — Secondary information provider

TOTAL: +1 → Source traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Framed as neutral but has a structural conflict of interest as a promoter of subscription market participation.

Expert 2: Real estate expert B (presenter of opinions on system reform)

Timestamp	32:00
Statement	"It was a good system that spread nationwide, where if you diligently put in your subscription savings and reach a certain level, you can receive an apartment through subscription allocation, but to purchase an apartment in Gangnam, the best conditions are actually to be low-income with military savings — in effect, Gangnam district apartments can be seen as a site of intergenerational wealth transfer, and it appears the subscription system needs to be fundamentally overhauled as well."
Classification	Affiliation and credentials not disclosed. Strongly advocates the necessity of system reform.



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Missing rebuttal: A market-oriented economist who advocates abolition or relaxation of the sale price ceiling is needed.

Expert In-depth Review:

(a) Funding: Affiliation unclear. Introduced as an 'expert' without credential verification in the broadcast.

(b) Mandate: Unclear whether neutral policy evaluation mandate exists.

D1 Conflict of interest: -1 — Conflict of interest unverifiable due to unclear affiliation

D2 Personal risk: 0 — No risk from statements

D3 Expertise: 0 — Credentials unverified

D4 Consistency of opinion: 0 — Past statements unverifiable

D5 Emotionalisation vs. data: -1 — Uses emotional language such as 'intergenerational wealth transfer'

D6 Source stage: -1 — Presents opinion without primary data

TOTAL: -3 → Source traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Makes definitive assertions about the necessity of system reform without disclosed affiliation or credentials, and is framed as a neutral expert.

Expert 3: Real estate expert C (advocate of stronger punishment)

Timestamp	15:32
Statement	"If nominee Lee Hae-hun's eldest son had properly registered his marriage and removed his address registration, he would not have won. If someone won a lottery five times through fraudulent means, that is an enormous social problem. Furthermore, someone who wants to become a senior public official winning a lottery subscription through fraudulent means — this must be stopped."
Classification	Affiliation not disclosed. Definitively criticises the allegations against nominee Lee Hae-hun.

Missing rebuttal: A rebuttal from Lee Hae-hun's side or a position reserving legal judgement is needed.

Expert In-depth Review:

(a) Funding: Affiliation unclear.

(b) Mandate: Presents definitive criticism at the stage of allegations, not legal judgement.

D1 Conflict of interest: -1 — Affiliation unclear

D2 Personal risk: 0 — No risk from statements

D3 Expertise: 0 — Credentials unverified

D4 Consistency of opinion: 0 — Unverifiable

D5 Emotionalisation vs. data: -2 — Emotional language such as "enormous social problem"

D6 Source stage: -1 — Statement at the stage of allegations

TOTAL: -4 → Source traffic light: Yellow (borderline)

(c) PROFESSIONAL EXPERTISE: Speaks about a matter at the stage of allegations as if it were confirmed fact, and is framed as a neutral expert.

Missing expert groups:

- Opposition (PPP) real estate policy spokesperson (to present supply-expansion alternative)
- Constitutional law scholar (to analyse conflict with property rights and right to equality)
- Official Ministry of Land, Infrastructure and Transport spokesperson (to explain policy position)

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
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Real estate expert A (subscription lecture instructor)	-1	0	+1	0	+1	0	+1	Yellow
Real estate expert B (presenter of opinions on system reform)	-1	0	0	0	-1	-1	-3	Yellow
Real estate expert C (advocate of stronger punishment)	-1	0	0	0	-2	-1	-4	Yellow

Summary (matrix results):

- Expert A: Yellow (+1) — Has practical knowledge but possibility of conflict of interest
- Expert B: Yellow (-3) — Affiliation undisclosed, emotional language, credentials unverified
- Expert C: Yellow (-4 borderline) — Treats allegations as established fact, emotional language



2. Source Selection

6/10

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Claims without primary source = penalty points (rumour check)

Total score: 6/10

Source 1: Ministry of Land, Infrastructure and Transport fraudulent subscription inspection records

Timestamp

15:22 — Statement: "Only the day after the Ministry of Land's fraudulent subscription inspection, he transferred his registered address and subsequently registered his marriage belatedly"

(a) Funding: Ministry of Land, Infrastructure and Transport (government body)

(b) Structural conflict of interest: There is a structural contradiction in using the inspection results of a body under the Lee Jae-myung government to report on allegations concerning a nominee of the Lee Jae-myung government.

(c) Missing rebuttal source: Legal representative or explanatory materials from Lee Hae-hun's side are needed.

Source 2: Gangnam three districts newlywed special supply fund-raising plans ('obtained' material)

Timestamp

30:54 — Statement: "We obtained the fund-raising plans of those who won newlywed special supply allocations at nine apartments distributed in the Gangnam three districts over the past two years."

(a) Funding: Source unclear (only the expression 'obtained' is used)

(b) Structural conflict of interest: The route through which the material was obtained, whether it covers the entire population, and the representativeness of the sample have not been verified.

(c) Missing rebuttal source: Official data from Statistics Korea or the Ministry of Land on the proportion of all subscription winners who used gifts or inheritance is needed.

Summary: Government body materials and materials with unclear sources are used as the main evidence, and diverse and independent sources are lacking.



3. Speaking Time Allocation									4/10
1	2	3	4	5	6	7	8	9	10

Total score: 4/10

Estimated speaking time:

- Subscription victims and failed applicants (negative experiences): Approximately 18 minutes (38%)
- Subscription winners (positive experiences): Approximately 8 minutes (17%)
- Experts (critics of system, advocates of reform): Approximately 8 minutes (17%)
- Broker and fraudulent subscription-related: Approximately 6 minutes (13%)
- Narrator and host: Approximately 7 minutes (15%)
- Statements supporting Lee Jae-myung government policy: Approximately 2 minutes (4%)
- Opposition or rebuttal positions: 0 minutes (0%)

Summary: Voices of subscription victims and system critics account for more than 55% of the total, and no speaking time at all was allocated to opposition alternative policies or positive aspects of the current system.



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

Total score: 7/10

Omission 1:

Context

The opposition (PPP)'s supply-expansion-centred real estate policy alternative was not introduced at all.

Relevant timestamp: 39:03 (point at which government regulation policy is introduced)

Effect

Creates the impression that the Lee Jae-myung government's regulation policy is the only solution.

Omission 2:

Context

No rebuttal or explanation from nominee Lee Hae-hun was included at all.

Relevant timestamp: 14:34–16:51 (segment reporting Lee Hae-hun allegations)

Effect

Creates the impression that the allegations are established fact, contrary to the presumption of innocence.

Omission 3:

Context

Alternatives to the subscription system for housing stability such as expansion of rental housing and public housing were not addressed at all.

Relevant timestamp: 45:14–47:00 (conclusion)

Effect

Forms the impression that the solution to the housing problem is limited solely to reform of the subscription system.

Summary: Three key perspectives — the opposition's alternative policies, the rebuttal from Lee Hae-hun, and housing alternatives outside the subscription system — are systematically omitted, which operates in a direction that one-sidedly supports the Lee Jae-myung government's policy direction.

Missing Voices

- PPP real estate policy spokesperson: Would have presented the position on supply-expansion-centred alternative policies.
- Housing supply expert (construction industry): Would have explained the cost structure of rising sale prices and factors constraining supply.
- Rental housing resident: Would have testified to the reality of housing stability measures outside the subscription system.
- Legal representative for former Representative Lee Hae-hun: Would have presented a rebuttal to the fraudulent subscription allegations.



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- Tax expert (Korea Institute of Public Finance, etc.): Would have analysed the effects and side effects of property holding tax and capital gains tax reform.
- Single-person household housing policy expert: Would have presented the structural causes of and alternatives to the marginalisation of single-person households.
- Constitutional law scholar: Would have legally analysed the conflict between the subscription system and property rights and the right to equality.
- Ministry of Land, Infrastructure and Transport official: Would have explained the official position on current policies and plans for reform.



5. Numerical Manipulation

4/10

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

Total score: 4/10

Finding 1:

Timestamp 14:20

Figure: "The average subscription points of apartment winners is 76.5. However, in a subsequent investigation, it emerged that 14% of winning allocations were fraudulent subscriptions."

Missing context The source, investigating body, investigation method, and period covered by the investigation for the 14% figure were not specified.

Effect By presenting an unverified figure as established fact, it can exaggerate the scale of fraudulent subscriptions.

Finding 2:

Timestamp 31:08

Figure: "More than half of the total — 104 people — raised the subscription funds through gifts or inheritance."

Missing context The total sample size, the selection criteria for the nine apartments surveyed, and the fact that this is data limited to the Gangnam three districts were not sufficiently emphasised.

Effect Creates the impression of generalising a special case in the Gangnam three districts as a problem with the subscription system as a whole.

Summary: The combination of figures with unspecified sources and the generalisation of special cases causes the scale of the fraudulent subscription and intergenerational wealth transfer problem to be perceived as larger than it actually is.



6. Guilt by Association									4/10
1	2	3	4	5	6	7	8	9	10

Total score: 4/10

Association 1:

Timestamp	14:34
Quote	<i>"Allegations of fraudulent subscription arose ahead of the confirmation hearing for former Representative Lee Hae-hun, who was the inaugural nominee for Minister of Planning and Budget under the Lee Jae-myung government."</i>

Technique: Introduces nominee Lee Hae-hun immediately after the fraudulent subscription section, in the same context as general cases of fraudulent subscription.

Effect	Creates the impression that a matter at the stage of allegations is equivalent to confirmed cases of fraudulent subscription.
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Association 2:

Timestamp	15:32
Quote	<i>"If someone won a lottery five times through fraudulent means, that is an enormous social problem. Furthermore, someone who wants to become a senior public official winning a lottery subscription through fraudulent means — this must be stopped."</i>

Technique: Through expert statements, definitively characterises nominee Lee Hae-hun as a 'senior public official who won a lottery subscription through fraudulent means.'

Effect	Has the effect of establishing as fact an allegation for which no legal judgement has been made.
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Review of guilt by association regarding former Representative Lee Hae-hun:

- Whether work is based on primary sources: Partial (some facts confirmed, such as Ministry of Land records and timing of address transfer)
- Falsifiability of the core claim: Possible (facts such as the timing of marriage registration and circumstances of address transfer can be verified)
- Risk-benefit analysis: Political loss from nominee's withdrawal > benefit from raising allegations → the allegations themselves are worth examining
- Tone: Emotional ("enormous social problem," "must be stopped")
- Result classification: B — Borderline case (some facts confirmed, but presented definitively without rebuttal)

Summary: The allegations against nominee Lee Hae-hun are introduced in the same context as general fraudulent subscription cases and criticised definitively without rebuttal, producing a guilt by association effect.



7. Timing

5/10

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Total score: 5/10

Finding 1:

Position: 00:12–00:30 (beginning)

Content: "It's a 34-pyeong unit that sold for 7.2 billion won." / "It was sold at around 45 million won per pyeong. Now it's not less than 100 million won per pyeong."

Timing effect: By placing extreme cases of market price differential at the very first scene of the broadcast, it immediately provokes viewer anger and a sense of deprivation. It then leads all subsequent content to be interpreted within this emotional frame.

Finding 2:

Position: 14:34 (middle, immediately after the fraudulent subscription section)

Content: "Allegations of fraudulent subscription arose ahead of the confirmation hearing for former Representative Lee Hae-hun, who was the inaugural nominee for Minister of Planning and Budget under the Lee Jae-myung government."

Timing effect: By placing the Lee Hae-hun allegations immediately after a sufficient introduction of general fraudulent subscription cases, it leads viewers to project the anger already formed towards fraudulent subscriptions onto nominee Lee Hae-hun.

Finding 3:

Position: 47:03 (end)

Content: "The belief that the dream of owning a home can be achieved through honest effort. The task of correcting that belief lies before us now."

Timing effect: The emotional conclusion imprints on viewers the message that 'the current system is unfair and reform is needed.'

Summary: The strategic placement from beginning to middle to end is structured in the sequence of provoking emotional anger → connecting to a specific individual → imprinting the imperative of reform.



8. Selective Outrage

5/10

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

Total score: 5/10

Methodological principle (v2.2): The triggering event must be documented before all evaluations. A reaction can only be assessed as selective if a similar triggering event did not produce a similar reaction from a different position.

Finding 1:

Timestamp 15:32

Triggering event: The method of calculating subscription points for nominee Lee Hae-hun's family (registering his married eldest son as a dependent)

Reaction: "If someone won a lottery five times through fraudulent means, that is an enormous social problem. Furthermore, someone who wants to become a senior public official winning a lottery subscription through fraudulent means — this must be stopped."

Comparison

No similar critical reaction was present regarding subscription winner Jae-gyeong's 500 million won market price differential gain (03:16) or Eun-yeong's 1.1 billion won market price differential gain (05:40).

Asymmetry: Strong moral criticism was directed at the allegations against the public official nominee, while an empathetic response was provided to ordinary citizens benefiting from the same market price differential. Even accounting for the difference in ethical standards for public officials, the difference in the emotional temperature throughout the broadcast is pronounced.

Finding 2:

Timestamp 38:19

Triggering event: Kim Myeong-ho falling into financial difficulty due to the Lee Jae-myung government's loan limit restrictions.

Reaction: "I don't think I've ever resented being poor like this before." (The subject's statement is broadcast as is)

Comparison

There was no critical commentary or holding of policy accountability regarding the Lee Jae-myung government's policy.

Asymmetry: While introducing a case of harm caused by Lee Jae-myung government policy, there was no expression of outrage questioning governmental responsibility. This contrasts with the strong criticism of the Lee Hae-hun allegations.

Summary: An asymmetry exists between strong critical outrage directed at nominee Lee Hae-hun (DP) and the uncritical introduction of harm caused by Lee Jae-myung government policy, but given the difference in ethical standards for public officials, it is difficult to definitively characterise this as complete selective outrage.



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

South Korea's housing subscription system, introduced in 1977, was designed as a means for low-income people without homes to achieve homeownership, but in popular areas such as the Gangnam three districts, the combination of the sale price ceiling and market price differentials has transformed it into a "lottery subscription." The expansion of the points system and special supply has deepened intergenerational and interclass conflict, and fraudulent subscriptions such as false address registration and illegal account trading are increasing. Immediately after its inauguration, the Lee Jae-myung government announced strong real estate regulations, but side effects are also occurring in which genuine end-users who had already won subscriptions are suffering due to loan limit restrictions. There is also a view that the situation cannot be resolved by simple regulation alone, as supply shortages, speculative demand, and institutional complexity are intricately intertwined.

Share of covered perspectives

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



Soft Facts — 6 qualitative techniques

10. Framing

6/10

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Total score: 6/10

Finding 1:

Timestamp	12:00
Quote	<i>"The subscription system, which should be the fairest housing ladder and the first step towards owning a home. However, recently, subscriptions to private apartments in the metropolitan area, particularly in the Gangnam three districts, have come to be perceived as a so-called lottery, and are being used as a means of speculation rather than for the purpose of actual residence."</i>
Manipulation	Sets a single frame that defines the entire subscription system as a 'system that has degenerated into a means of speculation.'

Why it is problematic: Despite the fact that the majority of subscription winners are genuine end-users, by reducing the entire system to a problem of speculation, it pre-establishes the justification for strengthened regulation.

Finding 2:

Timestamp	45:14
Quote	<i>"The subscription system, which is becoming a means of intergenerational wealth transfer and speculation — opinions are emerging that the entire system must be examined from scratch so that it can become a hope for ordinary people without homes."</i>
Manipulation	In the conclusion, it defines 'intergenerational wealth transfer' and 'speculation' as the essence of the subscription system and treats the necessity of comprehensive reform as a foregone conclusion.

Why it is problematic: This is a conclusion that aligns with the Lee Jae-myung government's real estate policy direction, functioning as a policy-supporting frame rather than neutral analysis.

Finding 3:

Timestamp	47:03
Quote	<i>"The belief that the dream of owning a home can be achieved through honest effort. The task of correcting that belief lies before us now."</i>
Manipulation	Concludes with moral language of 'honest effort' and 'restoring belief,' ultimately branding the current system as 'unfair.'

Why it is problematic: It leaves viewers with the impression that the current system is fundamentally dishonest, and emotionally reinforces the legitimacy of government intervention.



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Summary: The entire broadcast is structured around the single frame of 'subscription = means of speculation = intergenerational wealth transfer,' which operates in a direction that justifies the Lee Jae-myung government's strong real estate regulation policies.



11. Word Choice and Terminology

5/10

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10

Total score: 5/10

Finding 1:

Timestamp	06:27
Quote	"Because it is called a lottery, as a high market price differential is guaranteed upon winning."
Manipulation	The gambling term 'lottery' is repeatedly used as if it were the official name for the subscription system.

Why it is problematic: A neutral alternative expression would be 'subscription with a market price differential' or 'subscription with sale price ceiling applied.' 'Lottery' carries a negative connotation that associates the entire subscription system with gambling.

Finding 2:

Timestamp	12:28
Quote	"The subscription market, rife with illegality and loopholes. 추적 60분 pursued its true nature."
Manipulation	Criminal investigation language such as 'rife with' and 'pursued its true nature' is used to frame the entire subscription market as a criminal space.

Why it is problematic: Despite the fact that the vast majority of participants in the subscription market are lawful genuine end-users, there is a linguistic excess in defining the whole as a criminal space.

Finding 3:

Timestamp	32:05
Quote	"In effect, Gangnam district apartments can be seen as a site of intergenerational wealth transfer"
Manipulation	The class conflict language of 'intergenerational wealth transfer' is packaged as an expert statement to transform an institutional problem into a discourse of class exploitation.

Why it is problematic: Although the transfer of assets through gifts and inheritance is a lawful act, by defining it with the negative language of 'transfer,' the exercise of property rights itself is morally problematised.

Summary: Emotional and negative language such as 'lottery,' 'rife with,' and 'intergenerational wealth transfer' is repeatedly used, building a negative perception of the subscription system and market participants overall.



12. Host Behaviour

3/10

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Total score: 3/10

Methodological principle (v2.2): The triggering event must be documented before all evaluations. An intervention can only be assessed as asymmetric if a similar triggering event did not produce a similar intervention with another guest.

Finding 1:

Timestamp 08:12

Triggering event: The PD asks a real estate agent how much cash is needed when winning a subscription with a jeonse (lease) arrangement.

Quote (host) "Then it's definitely a gain, isn't it."

Comparison When reporting on the Lee Hae-hun allegations, a critical question was raised rather than using the same 'gain' frame.

Asymmetry: A double standard was applied whereby a general citizen's pursuit of subscription gains is depicted positively, while the same act by a public official nominee is criticised as a fraudulent subscription. However, since there is a difference in the legal obligations of public officials versus ordinary citizens, it is difficult to definitively characterise this as complete asymmetry.

Finding 2:

Timestamp 11:20

Triggering event: Announcement of the PD's own subscription application result.

Quote (host) "That's a shame. Who gets it then?"

Comparison No sympathetic reaction was shown in interviews with failed applicants.

Asymmetry: The host's emotional reaction to their own failed application being included in the broadcast induces emotional identification with the viewer. This departs from the principles of objective reporting.

Summary: Direct intervention asymmetry by the host is limited, but the inclusion in the broadcast of the host's own subscription application experience is an element that undermines objectivity.



13. Question Asymmetry

5/10

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Total score: 5/10

Asymmetry 1:

To Actors A (former Representative Lee Hae-hun), 14:34: "Is the eldest son, who works in Sejong City and has already held a wedding ceremony, truly an unmarried dependent child of the kind that ought to receive benefits as a dependent?" — Intensity: Strong (allegation-raising type)

To Actors B (subscription winner Jae-gyeong), 03:09: "So it's gone up about 50%, which in monetary terms is about 500 million won." — Intensity: Weak (empathetic type)

Comparison

By asking an allegation-raising question of the public official nominee and giving an empathetic response to the ordinary citizen winner, a double standard was applied to the same benefit of a market price differential gain.

Asymmetry 2:

On the Lee Jae-myung government policy, 39:03: "The government, which is waging war against real estate speculation" — Intensity: None (policy introduction type)

On the opposition's alternative policy: No question at all.

Comparison

Government policy was introduced without criticism, and the opposition's alternative was not addressed at all.

Summary: The question asymmetry between the intense raising of allegations against nominee Lee Hae-hun and the uncritical introduction of Lee Jae-myung government policy is pronounced.



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

Total score: 3/10

Finding 1:

Timestamp 35:12–35:21

Structure: "However, complaints are also emerging from middle-aged people who have been without homes for a long time regarding this. The complaint is that the benefits are overly concentrated among young people. Then, are those who are eligible for special supply satisfied with the current subscription system?"

Analysis

While appearing to present the dissatisfaction of middle-aged people and young people equally, in practice both sides are made to converge in the direction of dissatisfaction with the current system, leading to the single conclusion of 'necessity of comprehensive system reform.' This is closer to false diversity than false balance.

Summary: Rather than explicit false balance, the more prominent structure is one of converging diverse voices of dissatisfaction into a single conclusion (necessity of system reform). The false balance score is low, but the technique of leading to a single conclusion beneath the appearance of diversity was used.



15. Agenda Setting

6/10

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Total score: 6/10

Finding 1:

Agenda element set: It was set as a premise that reform of the subscription system is necessary.

Timestamp

12:17 — Basis: "One wonders whether the subscription system is operating in accordance with its purpose."

Alternative agenda: The perspective that the problem could be solved through supply expansion alone without reform of the subscription system was excluded from the agenda.

Finding 2:

Agenda element set: Rising apartment prices in the Gangnam three districts were attributed to the subscription system as its problem.

Timestamp

06:02 — Basis: "The Seoul subscription market, further heated by the addition of supply shortages and a preference for new construction."

Alternative agenda: The structural causes of supply shortages (floor area ratio regulations, reconstruction regulations, land supply limitations, etc.) were excluded from the agenda.

Finding 3:

Agenda element set: The Lee Jae-myung government's real estate regulations were premised as the correct direction.

Timestamp

39:03 — Basis: "The government, which is waging war against real estate speculation"

Alternative agenda: The market-oriented perspective that stronger regulation could suppress supply and raise prices in the long term was excluded from the agenda.

Summary: The necessity of subscription system reform and the legitimacy of the Lee Jae-myung government's regulation policies are established as premises of the agenda, and supply-expansion-centred alternatives and discussion of regulatory side effects 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	Speaking Time Allocation	4/10	Slight imbalance
4	SELECTIVE OMISSION	7/10	Pronounced imbalance
5	Numerical Manipulation	4/10	Slight imbalance
6	Guilt by Association	4/10	Slight imbalance
7	Timing	5/10	Significant imbalance
8	Selective Outrage	5/10	Significant imbalance
9	COMPLETENESS	5/10	Significant imbalance
10	Framing	6/10	Significant imbalance
11	Word Choice and Terminology	5/10	Significant imbalance
12	Host Behaviour	3/10	Slight imbalance
13	Question Asymmetry	5/10	Significant imbalance
14	False Balance	3/10	Slight imbalance
15	Agenda Setting	6/10	Significant imbalance

HARD FACTS SCORE (1-8)

5.2/10

Significant imbalance

SOFT FACTS SCORE (9-14)

5.0/10

Significant imbalance

OVERALL SCORE

5.1/10

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)

Evaluation under Article 6 of the Broadcasting Act

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

Violation 1:

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

Content of violation: In reporting on the allegations of fraudulent subscription against nominee Lee Hae-hun, no rebuttal from the subject was included at all.

Basis: Timestamp 14:34–16:51 — Quote: "We left several messages but received no response." — Only the fact of the attempt to make contact was mentioned, and no rebuttal content was included at all.

Assessment: Reporting on a matter at the stage of allegations as if it were established fact and excluding the subject's rebuttal constitutes a violation of the obligation of fair and objective reporting. The formal procedure of 'leaving messages but receiving no response' is insufficient to satisfy the obligation to guarantee the right of rebuttal.

Violation 2:

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

Content of violation: The opposition (PPP)'s supply-expansion-centred real estate policy alternative was not introduced at all.

Basis: Timestamp 39:03–39:21 — Quote: "The government, which is waging war against real estate speculation" — Only the Lee Jae-myung government's policy was introduced, and the opposition alternative was completely excluded.

Assessment: Despite the fact that real estate policy is a core contested issue between the government and opposition, the complete absence of the opposition's position from the broadcast constitutes a violation of the obligation to reflect diverse opinions in a balanced manner.

Violation 3:

Standard: Article 6(3) of the Broadcasting Act (clear distinction between fact and opinion)

Content of violation: Figures with unspecified sources and expert opinions were presented as fact.

Basis: Timestamp 14:20 — Quote: "It emerged that 14% of winning allocations were fraudulent subscriptions." — The source, investigating body, and investigation method were not specified.

Assessment: Presenting unverified figures as established fact constitutes a violation of the obligation to clearly distinguish between fact and opinion.

Comprehensive Assessment under Article 6 of the Broadcasting Act

This broadcast holds public interest value as investigative reporting on the problems of the subscription system, but multiple potential violations are confirmed with respect to the three core obligations required by Article 6 of the Broadcasting Act — fair and objective reporting, balanced reflection of diverse opinions, and clear distinction between fact and opinion. In particular, the failure to guarantee nominee Lee Hae-hun's right of rebuttal and the complete exclusion of the opposition's alternative policies can serve as the core grounds for violation of Article 6 of the Broadcasting Act. The factual presentation of figures with unspecified sources is also a matter requiring legal review. A level of bias that could be subject to deliberation by the Korea Communications Standards Commission is confirmed.

In-depth Source Review (covering all professional bodies, NGOs, and advisory bodies cited)

1. Ministry of Land, Infrastructure and Transport fraudulent subscription inspection records

1. Funding: Government body (under the Lee Jae-myung government)

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



2. Mandate: As the real estate policy enforcement body, it has a vested interest in the necessity of subscription system reform.

3. Conflict of interest: There is a structural contradiction in using the inspection results of a body under the Lee Jae-myung government to report on allegations concerning a nominee of the Lee Jae-myung government.

4. Credibility Matrix:

- D1 Conflict of interest: -1
- D2 Personal risk: +1
- D3 Expertise: +2
- D4 Consistency of opinion: 0
- D5 Emotionalisation vs. data: +1
- D6 Source stage: +2

TOTAL: +5 → Source traffic light: Green (but consideration of conflict of interest context necessary)

5. Rebuttal source: Review by legal representative from Lee Hae-hun's side or an independent legal expert is needed.

2. Gangnam three districts newlywed special supply fund-raising plans ('obtained' material)

1. Funding: Source unclear

2. Mandate: Unclear whether neutral evaluation mandate exists

3. Conflict of interest: Vested interests of the material provider unverifiable

4. Credibility Matrix:

- D1 Conflict of interest: -2
- D2 Personal risk: 0
- D3 Expertise: 0
- D4 Consistency of opinion: 0
- D5 Emotionalisation vs. data: +1
- D6 Source stage: +1

TOTAL: 0 → Source traffic light: Yellow

5. Rebuttal source: Official census data from Statistics Korea or the Ministry of Land on the proportion of all subscription winners who used gifts or inheritance is needed.

Important: The social attribution of 'expert' is not a factual qualification. It is a social attribution that must itself be examined.

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Ministry of Land, Infrastructure and Transport fraudulent subscription inspection records	-1	+1	+2	0	+1	+2	+5	Green
Gangnam three districts newlywed special supply fund-raising plans ('obtained' material)	-2	0	0	0	+1	+1	0	Yellow

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.



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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



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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Because whoever understands framing sees the world more clearly. Hears news differently. Conducts conversations more confidently. And no longer so easily accepts a frame chosen by someone else.



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With many exercises and concrete examples from politics, media and everyday life – and the occasional smile.

Framing with style. Because the frame changes everything.