



KBS 상세 분석

2026-05-03__풀영상_ 뉴스9 - 지방선거 한 달 앞_ 본격 경쟁 돌입_ 주요 격전지와 관전 포인트는__ 202

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OVERALL SCORE

4.4/10

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).

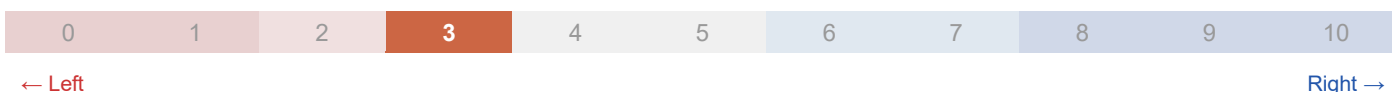
Party	JP	RKP	DPK	RP	PPP
CHES	2.00	3.50	4.50	6.50	7.50
Spectrum	<i>Left</i>	<i>Left</i>	<i>Center</i>	<i>Right</i>	<i>Right</i>

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)

3.8 / 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 the June 2025 presidential election (vote share 49.4%), the Democratic Party of Korea (DP) led by President Lee Jae-myung has been the ruling party. The People Power Party (PPP) has been operating as the main opposition party following the impeachment of former President Yoon Suk-yeol. In the National Assembly (300 seats), the DP holds approximately 162 seats and the PPP approximately 107 seats, with the Rebuilding Korea Party (RKP) (12 seats), the Justice Party (JP) (4 seats), and the Reform Party (RP) (3 seats) also represented.

Party	Left-Right Score (Expert Estimate)	Seats	Ruling/Opposition	Core Position
Democratic Party of Korea (DP)	4.5 (Centre-Left)	approx. 162	Ruling	Dialogue diplomacy, welfare expansion, prosecution reform
People Power Party (PPP)	7.5 (Right)	approx. 107	Opposition	Hard-line North Korea policy, economic liberalisation, strengthening ROK-US alliance
Rebuilding Korea Party (RKP)	3.5 (Left)	12	Opposition (Progressive)	Prosecution reform, media independence
Justice Party (JP)	2.0 (Far-Left)	4	Opposition	Anti-US military, labour rights, peaceful reunification
Reform Party (RP)	6.5 (Centre-Right)	3	Opposition (Conservative)	Pro-market, anti-authoritarianism, criticism of PPP

The core conflicts in current Korean politics can be summarised as: ① the ruling-opposition confrontation over the fabricated indictment special counsel bill, ② the direction of the conservative camp's rebuilding following Yoon Suk-yeol's impeachment, ③ the competition for dominance in the Seoul metropolitan area and Yeongnam region ahead of the local elections, and ④ the debate over reducing prosecution authority versus judicial independence. The upcoming nationwide simultaneous local elections are the first national-level elections since the Lee Jae-myung government took office, and carry the character of a midterm evaluation gauging whether the administration can secure policy momentum.

KBS and MBC are public broadcasters obligated to uphold fairness and public interest under Article 6 of the Broadcasting Act. However, given the structural characteristic whereby board composition is influenced by the ruling power, controversies over bias recur with every change of government. The 2025 revision of the Broadcasting Act led by the DP expanded the size of the board, potentially strengthening the current ruling power's influence.



CHAPTER 1 — PARTY POLITICAL BIAS

Party	Score (-5~+5)	Comparison of Broadcast Representation vs. Party Platform
Democratic Party of Korea (DP)	+2	02:43 "made a surprise appearance to boost the candidate and provided support" — Party platform: local election strategy centred on regional issues — The broadcast portrays the DP's Yeongnam offensive positively but does not cover policy content, making it partially accurate but incomplete
People Power Party (PPP)	-2	04:32 "Representative Jang Dong-hyeok, who visited Daegu where nomination controversy had been causing a stir, started by apologising" — Party platform: defending liberal democracy, hard-line North Korea policy — The broadcast highlights the PPP's internal conflict and focuses on nomination issues rather than policy positions, distorting the positive aspects of the party platform
Rebuilding Korea Party (RKP)	0	N/A — Party platform: prosecution reform, media independence — Not mentioned at all in the broadcast, assessment not possible (0 = not appearing in broadcast)
Justice Party (JP)	0	N/A — Party platform: labour rights, peaceful reunification — Not mentioned at all in the broadcast, assessment not possible (0 = not appearing in broadcast)
Reform Party (RP)	-1	05:46 "Reform Party candidate Jo Heung-cheon for Gyeonggi Governor proposed a joint response" — Party platform: pro-market, anti-authoritarianism, criticism of PPP — Mentioned only briefly in the context of cooperation with the PPP, with its independent identity not expressed

Score legend:

+5 = Party platform accurately and fully represented

0 = Not appearing in broadcast

-5 = Party platform actively distorted or falsely represented

Party Bias Summary

- Most accurate representation: Democratic Party of Korea (+2) — Activities portrayed positively but policy content absent
- Strongest distortion: People Power Party (-2) — Internal conflict highlighted, policy positions minimised
- Average deviation from 0: 1.0
- Conclusion: The broadcast provides relatively favourable representation to the DP and establishes an unfavourable context for the PPP, while minor parties (RKP, JP) are completely excluded. The RP is represented only as an auxiliary force of the PPP, with its independent identity erased.



CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

Broadcast Data

- Title: KBS 9 O'Clock News
- Date (based on filename): No specific date indicated (estimated early May 2025 based on content — one month before local elections, based on the launch date of the Next-Generation Medium Satellite 2)
- Presenters/Reporters: Anchor (name not stated), Reporter Lee Ji-yun, Reporter Woo Wan-so, Reporter Hyeon Ye-se, Correspondent Kim Dae-hyeong (Dubai), Reporter Yu Jae-hyeon, Reporter Ryu Hyeon (Oman), Correspondent Kim Ji-suk (Washington), Reporter Kim Gyeong-jin, Reporter Jeon Dong-hun, Reporter Seok Hye-won, Reporter Lee Hwa-yeong, Reporter Lee Se-hyeon
- Interviewees:

Actors	Position	Party/Affiliation	Political Spectrum
Jeong Cheong-rae	Representative of the Democratic Party of Korea	DP	Centre-Left (4.5)
Ha Jeong-u	Candidate in the Busan Buk-gu Gap National Assembly by-election	DP	Centre-Left
Jang Dong-hyeok	Representative of the People Power Party	PPP	Right (7.5)
Jo Heung-cheon	Reform Party candidate for Gyeonggi Governor	RP	Centre-Right (6.5)
Anonymous parent	General public	N/A	N/A
Anonymous child	General public	N/A	N/A
Anonymous elderly person (shopping bag production)	General public	N/A	N/A
Anonymous traditional market vendor	General public	N/A	N/A
Satellite-related expert (anonymous)	Presumed aerospace researcher	N/A	N/A
Film critic (anonymous)	Cultural expert	N/A	N/A

Main Topics

This is a comprehensive news broadcast covering the strategies of each party and the status of key battleground areas one month before the nationwide simultaneous local elections, together with international affairs related to Iran and Cuba, the issue of North Korean IT operatives, the launch of the Next-Generation Medium Satellite 2, a school zone traffic accident, a film introduction, and lifestyle information on vinyl bag alternatives.

List of Perspectives Required for Balanced Broadcasting

- [A] In-depth analysis of the specific content of the PPP's candidate nomination controversy and intra-party conflict
- [B] Detailed introduction of the legal issues surrounding the DP's fabricated indictment special counsel bill and the opposition's critical arguments
- [C] Empirical evidence for changes in public sentiment in the Yeongnam region (poll figures, etc.)



[D] The political significance of Han Dong-hoon's independent candidacy and the context of internal division within the PPP

[E] Korea's interests in the Iran nuclear negotiations (crude oil imports, dependence on the Strait of Hormuz)

[F] Independent verification and possibility of rebuttal regarding the North Korean IT operatives issue

[G] Evaluation of the effectiveness of policies to reduce accidents in school zones and discussion of additional measures

[H] The cause of the four-year delay in the Next-Generation Medium Satellite 2 launch and accountability

[I] Local election strategies of minor parties such as the RKP and JP

[J] The structural causes of vinyl bag supply instability and the government's response measures

Review of Whether Each Perspective Was Addressed

[A] Partially addressed

Timestamp: 04:32 — Quote: "Representative Jang Dong-hyeok, who visited Daegu where candidate nomination controversy had been causing a stir, started by apologising." — Assessment: The fact of the nomination controversy was mentioned, but the specific content (the circumstances of Ju Ho-young and Lee Jin-suk being cut) was dealt with only superficially, with no in-depth analysis.

[B] Partially addressed

Timestamp: 03:57 — Quote: "They countered that the special counsel bill is a truth magnifying glass illuminating hidden truths, and that the opposition's criticism is a lowly frame designed to cloud the public's judgment." — Assessment: Only the DP's position was conveyed, and the opposition's legal counter-arguments were dealt with briefly through PPP's remarks (05:35), making the balance insufficient.

[C] Not addressed

Timestamp: N/A — Quote: None — Assessment: Changes in public sentiment in the Yeongnam region were dealt with only through Representative Jeong Cheong-rae's remark that "the atmosphere is different from before," with no empirical polling figures presented whatsoever.

[D] Partially addressed

Timestamp: 02:00 — Quote: "With DP's Ha Jeong-u candidate and independent Han Dong-hoon candidate having entered the race in Busan Buk-gap, the PPP candidate has yet to be confirmed." — Assessment: The fact of Han Dong-hoon's independent candidacy was mentioned, but the context of internal PPP division and its political significance were not analysed.

[E] Partially addressed

Timestamp: 09:08 — Quote: "There are also reports coming in that a Korean tanker passed through the Red Sea." — Assessment: The fact of the Korean tanker's passage was reported, but Korea's dependence on crude oil imports and the economic impact of a Strait of Hormuz blockade were not covered.

[F] Partially addressed

Timestamp: 13:20 — Quote: "North Korea strongly protested, saying the US is conducting groundless public opinion formation." — Assessment: North Korea's reaction was introduced, but the methodological reliability of TRM Labs' analysis or independent verification was not carried out.

[G] Addressed

Timestamp: 16:36 — Quote: "School zone accidents decreased by approximately 20% compared to a year ago." — Assessment: Statistics and expert opinion were included, and the topic was covered with relative balance.

[H] Partially addressed

Timestamp: 15:11 — Quote: "The schedule was delayed due to the fallout from the Russia-Ukraine war." — Assessment: The cause of the delay was explained only by external factors (the war), with no mention of domestic management accountability or budget issues.

[I] Not addressed

Timestamp: N/A — Quote: None — Assessment: The local election strategies of the RKP and JP were not covered at all.



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[J] Partially addressed

Timestamp: 22:01 — Quote: "As the Middle East situation continues to be prolonged, anxiety over vinyl supply remains." — Assessment: The phenomenon of vinyl supply instability was mentioned, but there was no analysis of government response measures or structural causes.



CHAPTER 3 — DETAILED ANALYSIS OF 15 CRITERIA

Hard Facts — 9 techniques that are countable and scientifically verifiable

1. Expert Selection

4/10

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10

Total score: 4/10

Expert 1: Anonymous aerospace researcher (related to Next-Generation Medium Satellite 2)

Timestamp	15:37
Statement	"Because two [satellites] orbit, it is planned to be used to the advantage of shortening the revisit time and enabling the quick generation of three-dimensional images using the two satellites in orbit."
Classification	An expert providing technical explanation, with low potential for political bias.

Missing counter-argument: There is no independent audit expert who could evaluate the accountability for the launch delay (4 years) or the efficiency of budget execution.

In-depth source review:

(a) Funding: Presumed to be affiliated with the Korea Aerospace Research Institute (KARI) or a related government-funded research institution. Operates on public funding and has an institutional incentive to promote the success of the satellite project.

(b) Authority: Suitable for technical explanation, but not suitable as a neutral evaluator of project management failures.

D1 Conflict of interest: -1 — Affiliated with an institution that promotes the success of a government-funded project

D2 Personal risk: 0 — No personal loss from the statement

D3 Expertise: +2 — Direct expert in the field of satellite technology

D4 Consistency of opinion: 0 — Past statements unverifiable

D5 Emotionalisation vs. data: +1 — Primarily technical explanation

D6 Source stage: +1 — Primary technical information provider

TOTAL: +3 → Source traffic light: Yellow

(c) PROFESSIONAL EXPERTISE: Framed as a neutral technical expert, but critical perspectives are excluded in the context of promoting project achievements.

Expert 2: Anonymous traffic safety expert (related to school zones)

Timestamp	17:06
Statement	"As school and academy commuting overlap, children's radius of activity expands. Traffic volume increases due to academy vehicles and other factors, and it can be said that accident frequency appears high due to a combination of various factors."
Classification	Presumed expert in the field of traffic safety. Affiliated institution not disclosed.



Missing counter-argument: There are no voices from civic groups or parent groups criticising the effectiveness of school zone policy.

In-depth source review:

- (a) **Funding:** Affiliation unknown. Possibility of being a government-affiliated research institution.
- (b) **Authority:** Suitable for traffic safety analysis, but potential conflict of interest in policy evaluation.

D1 Conflict of interest: -1 — Possible incentive to positively evaluate government policy

D2 Personal risk: 0 — No loss from the statement

D3 Expertise: +2 — Expert in the field of traffic safety

D4 Consistency of opinion: 0 — Unverifiable

D5 Emotionalisation vs. data: +1 — Statistics-based explanation

D6 Source stage: +1 — Primary analysis provider

TOTAL: +3 → Source traffic light: Yellow

- (c) **PROFESSIONAL EXPERTISE:** Framed as a neutral expert, but policy-critical perspectives are excluded.

Missing expert groups:

- Election law/constitutional law expert: Analysis of the legal issues surrounding the fabricated indictment special counsel bill
- Independent political scientist: Empirical analysis of changes in Yeongnam public sentiment
- Energy economics expert: Analysis of the impact of a Strait of Hormuz blockade on the Korean economy

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Anonymous aerospace researcher (related to Next-Generation Medium Satellite 2)	-1	0	+2	0	+1	+1	+3	Yellow
Anonymous traffic safety expert (related to school zones)	-1	0	+2	0	+1	+1	+3	Yellow

Summary (matrix results):

- Aerospace researcher: Yellow (+3) — Technical expertise is high, but critical perspectives are absent in the context of promoting project achievements
- Traffic safety expert: Yellow (+3) — Data-based, but independence in policy evaluation is unclear



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

Claims without primary source = penalty points (rumour check)

Total score: 5/10

Source 1: TRM Labs (US private blockchain analysis firm)

Timestamp	13:07 — Statement: "US analysis firm TRM Labs states that 76% of cryptocurrency theft funds occurring through April this year are linked to North Korea"
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- (a) Funding and operating entity:** A for-profit company receiving private venture capital investment. It sells blockchain analysis services to governments and financial institutions.
- (b) Structural conflict of interest:** There is a structural incentive whereby the greater the emphasis on North Korea's cyber threat, the greater the demand for its own analysis services.
- (c) Absence of counter-source:** There is no verification from independent cybersecurity researchers or academic institutions.

Source traffic light (6 dimensions):

- D1 Conflict of interest: -2 — Business profits increase when threats are exaggerated
- D2 Personal risk: 0 — Institutional-level statement
- D3 Expertise: +2 — Specialised blockchain analysis firm
- D4 Consistency of opinion: 0 — Unverifiable
- D5 Emotionalisation vs. data: +1 — Figures presented
- D6 Source stage: 0 — Secondary analysis
- TOTAL: +1 → Source traffic light: Yellow**

Source 2: Bloomberg

Timestamp	08:38 — Statement: "Bloomberg News, citing a senior Iranian official, reports that they have entered into current oil production cuts"
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- (a) Funding:** Private financial media. Subscription-based revenue model.
- (b) Structural conflict of interest:** As an information provider with influence over financial markets, relatively high credibility.
- (c) Counter-source:** Presented alongside Iran's official government statement, relatively balanced.

Source traffic light (6 dimensions):

- D1 Conflict of interest: 0 — Neutral financial media
- D2 Personal risk: 0 — Institutional level
- D3 Expertise: +2 — International finance and energy specialised media
- D4 Consistency of opinion: +1 — Consistent reporting standards
- D5 Emotionalisation vs. data: +2 — Data-based
- D6 Source stage: 0 — Secondary reporting
- TOTAL: +5 → Source traffic light: Green**

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
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TRM Labs (US private blockchain analysis firm)	-2	0	+2	0	+1	0	+1	Yellow
Bloomberg	0	0	+2	+1	+2	0	+5	Green

Summary: Relatively credible sources such as Bloomberg are used in international news, but the citation of TRM Labs in North Korea cyber threat coverage presents a source with potential conflicts of interest as neutral factual information.



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

Total score: 5/10

Estimated speaking time:

- DP-related coverage (including Representative Jeong Cheong-rae's remarks): Approximately 3 minutes 30 seconds (approximately 16% of total)
- PPP-related coverage (including Representative Jang Dong-hyeok's remarks): Approximately 2 minutes (approximately 9% of total)
- RP-related coverage: Approximately 20 seconds (approximately 1.5% of total)
- RKP and JP: 0 seconds (0%)
- International news (Iran, Cuba, North Korea): Approximately 8 minutes (approximately 36% of total)
- Social/lifestyle news (satellite, school zone, film, vinyl): Approximately 7 minutes (approximately 32% of total)
- Anchor presenting: Approximately 1 minute 30 seconds (approximately 7% of total)

Summary: In election coverage, the time allocated to DP-related reporting is approximately 1.75 times greater than that for the PPP, and the RKP and JP are completely excluded. The RP is mentioned only briefly in the context of cooperation with the PPP.



4. SELECTIVE OMISSION

6/10

1 2 3 4 5 6 7 8 9 10

Total score: 6/10

Omission 1:

Context

Absence of in-depth analysis of the political significance of Han Dong-hoon's independent candidacy and internal PPP division

Relevant timestamp: 02:00

Effect

By conveying Han Dong-hoon's candidacy merely as a fact and concealing the structure of internal PPP conflict, the situation of the opposition's division is not conveyed to viewers.

Omission 2:

Context

Complete omission of local election strategies of progressive minor parties such as the RKP and JP

Relevant timestamp: Entire election coverage period (00:01~06:04)

Effect

The RKP with 12 assembly seats is not mentioned at all, erasing the diversity within the progressive bloc and simplifying the election landscape into a two-party contest between the DP and the PPP.

Omission 3:

Context

Absence of empirical polling data supporting changes in Yeongnam public sentiment

Relevant timestamp: 03:13

Effect

Only the subjective statement of Representative Jeong Cheong-rae that "the atmosphere is different from before" is conveyed, providing no basis for viewers to objectively judge actual changes in public sentiment.

Summary: Minor party perspectives and empirical data are systematically omitted from the election coverage, which reinforces the two-party structure and limits viewers' awareness of diverse political choices.

Missing Voices

- PPP policy expert: Could have presented specific arguments regarding the legal problems and unconstitutionality of the fabricated indictment special counsel bill.
- Independent election expert/political scientist: Could have provided a neutral perspective analysing changes in Yeongnam public sentiment with empirical data and predicting election results.
- Energy economics expert: Could have explained the specific impact of a Strait of Hormuz blockade on the Korean economy (share of crude oil imports, alternative supply sources, etc.).
- Independent cybersecurity researcher: Could have verified the methodological reliability of TRM Labs' analysis and evaluated the technical basis for attributing responsibility to North Korea.



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- Representatives of the RKP and JP: Could have conveyed the strategies and positions of progressive minor parties in the local elections.
- Han Dong-hoon's spokesperson or the independent candidate himself: Could have stated a direct position on the background of the independent candidacy and the relationship with the PPP.
- Government official in charge of school zone traffic safety policy: Could have specifically explained the limitations of current policy and the direction of future improvements.
- Private sector aerospace industry representative: Could have discussed the domestic management aspects of the Next-Generation Medium Satellite 2 launch delay and the challenges facing the private-led satellite industry.



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

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

Total score: 3/10

Finding 1:

Timestamp 13:09

Figure: "Analysis results indicating that 76% of cryptocurrency theft funds occurring through April are linked to North Korea, with total damages of 577 million dollars, approximately 850 billion Korean won"

Missing context TRM Labs is a private blockchain analysis firm, and the methodology for calculating this figure (attribution judgment criteria, confidence intervals) is not explained at all.

Effect Estimates from a private company are presented as established facts, potentially exaggerating North Korea's cyber threat.

Finding 2:

Timestamp 16:36

Figure: "School zone accidents decreased by approximately 20% compared to a year ago"

Missing context Absolute figures are not provided, making it difficult to judge the practical significance of the 20% decrease. Furthermore, contradictory information is presented in the same report: "When considering population decline, the number of victims per thousand has actually increased," making the interpretation of figures confusing.

Effect Policy achievements (20% decrease) and actual risk (increase per thousand) are presented simultaneously, but with no explanation of this contradiction, viewers may experience confusion.

Summary: There are no serious cases of numerical manipulation, but there are problems with citing private analysis firm data without methodological explanation and leaving contradictions in statistical interpretation unaddressed.



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

Total score: 4/10

Association 1:

Timestamp	04:57
Quote	<i>"Should we allow a person with a one-year prison sentence suspended for two years for violations of the National Security Act to coil up in Daegu, the heart of conservatism?"</i>
	Technique: Representative Jang Dong-hyeok connects DP candidate Kim Bu-gyeom with a National Security Act violation record, implying he is an 'anti-state force.'
Effect	By this statement being transmitted through KBS broadcasting without filtering, the public broadcaster plays the role of amplifying a political attack that links a specific candidate with a security threat.

Association 2:

Timestamp	02:17
Quote	<i>"In particular, the survival race of the next-generation presidential contenders such as Jo Guk and Han Dong-hoon, who have entered this by-election, is also cited as a point of interest."</i>
	Technique: Jo Guk (RKP) and Han Dong-hoon (independent) are introduced together as 'next-generation presidential contenders.'
Effect	This itself is neutral, but incomplete information is provided by not mentioning that former Minister Jo Guk is a figure with judicial risk.

Source review for each individual:

- Candidate Kim Bu-gyeom: The National Security Act violation record is a fact, but no context is provided regarding subsequent pardons/reinstatements or current legal status, causing viewers to make judgments based on incomplete information.

Summary (category classification):

- National Security Act association with candidate Kim Bu-gyeom: Fact-based but conveyed without context, Grade B (partially grounded, partially speculative) — The problem is that KBS broadcast this without filtering.



7. Timing

4/10

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Total score: 4/10

Finding 1:

Position: 00:03 (beginning)

Content: "The countdown to a fateful month has begun."

Timing effect: Placing the emotional word 'fateful' in the first sentence of the broadcast imprints viewers' first impression with the historical importance of the election. This guides all subsequent election coverage to be interpreted within this emotional frame.

Finding 2:

Position: 02:26~04:09 (DP coverage) → 04:16~06:04 (PPP coverage)

Content: DP coverage is placed first, PPP coverage is placed second.

Timing effect: Positive images (rallying supporters, backing candidates) from the DP coverage are presented first, and the PPP coverage follows with the negative context of 'resolving nomination controversy.' The order advantageous for forming viewers' first impressions is assigned to the ruling party.

Summary: The emotional framing at the start of the broadcast and the prioritised placement of ruling party coverage combine to influence the formation of viewers' initial perceptions.



8. Selective Outrage

3/10

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10

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

Total score: 3/10

Methodological principle (v2.7): The triggering event must be documented before all assessments. A reaction can only be evaluated as selective if a comparable triggering event from another position does not produce a similar reaction.

Finding 1:

Timestamp 04:05

Triggering event: The DP attacks the opposition's criticism of the special counsel bill as "a lowly frame designed to cloud the public's judgment."

Reaction: Handled with the neutral verb "countered." No additional commentary from anchor or reporter.

Comparison

At 05:35, when the PPP attacks the special counsel bill as "a shameless idea," it is also handled with the same neutral verb ("raised their voices").

Asymmetry: Both sides' use of extreme language is handled with the same neutral approach, making selective outrage insufficiently demonstrated.

Finding 2:

Timestamp 04:57

Triggering event: Representative Jang Dong-hyeok attacks a DP candidate with the extreme expression "should we allow them to coil up?"

Reaction: Broadcast as-is without commentary from anchor or reporter.

Comparison

The DP's criticism of the opposition ("lowly frame") was also broadcast without commentary in the same way.

Asymmetry: Both sides' extreme language is broadcast without filtering, making selective outrage insufficiently demonstrated. However, the absence of contextual explanation for the extremity of the 'coil up' expression can be separately evaluated as a matter of public broadcaster responsibility.

Summary: No clear selective outrage is confirmed in this broadcast. Both sides' extreme language was handled in a similar manner, but the obligation of a public broadcaster to provide context for extreme expressions was not fulfilled.



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

This broadcast takes place one month before the local elections, with election coverage accounting for approximately 30% of the total broadcast. The ruling DP is attempting to penetrate traditionally conservative regions by targeting the Yeongnam area, while the opposition PPP is focused on resolving candidate nomination controversy and rallying the conservative base. The fabricated indictment special counsel bill is a core issue between the ruling and opposition parties, being used by each party as a primary means of attacking the other. International news covers the stalled US-Iran nuclear negotiations, Trump's military threat against Cuba, and the issue of North Korean IT operatives, all of which are directly linked to Korea's energy security.

Share of covered perspectives

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



Soft Facts — 6 qualitative techniques

10. Framing

5/10

1 2 3 4 5 6 7 8 9 10

Total score: 5/10

Finding 1:

Timestamp	00:03
Quote	"The countdown to a fateful month has begun."
Manipulation	The word 'fateful' is used to dramatically frame the election not as a simple political event but as a historic decisive battle.

Problem: This can induce emotional judgment in viewers by creating an excessive sense of tension that the election result will determine the nation's fate.

Finding 2:

Timestamp	01:12
Quote	"This election is the first national-level election held under the Lee Jae-myung government. Depending on the result, the Lee Jae-myung government's policy momentum could gain traction, or the opposition's argument for keeping the government in check could gain strength."
Manipulation	The election result is framed as a dichotomy between 'strengthening policy momentum' (ruling party victory) and 'checking the government' (opposition victory).

Problem: Rather than framing the local election around its inherent local issues (regional development, welfare, education, etc.), it simplifies the structure into a proxy war for central politics, erasing the diverse concerns of local voters.

Finding 3:

Timestamp	04:32
Quote	"Representative Jang Dong-hyeok, who visited Daegu where candidate nomination controversy had been causing a stir, started by apologising."
Manipulation	The PPP's visit to Daegu is first framed in the negative context of 'resolving nomination controversy.'

Problem: In contrast to the DP's visit to Busan being introduced in the positive context of 'rallying supporters,' this reduces the opposition's activities to the management of internal problems.



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Summary: The election coverage as a whole is subordinated to the central political frame of 'judgment on versus support for the Lee Jae-myung government,' with a tendency for ruling party activities to be framed as active and offensive, and opposition activities as defensive and problem-managing.



11. Word Choice and Terminology									5/10
1	2	3	4	5	6	7	8	9	10

Total score: 5/10

Finding 1:

Timestamp	00:43
Quote	<i>"In Incheon, the face-off between pro-Lee core candidate Park Chan-dae and incumbent mayor candidate Yoo Jeong-bok is heating up."</i>
Manipulation	The DP candidate is labelled with the factional identity label 'pro-Lee core,' while the PPP candidate is labelled with the positional label 'incumbent mayor.'

Problem: The neutral alternative would be "DP candidate Park Chan-dae and PPP candidate Yoo Jeong-bok." The expression 'pro-Lee' implies a relationship of subordination to President Lee Jae-myung, potentially weakening his image as an independent politician.

Finding 2:

Timestamp	04:57
Quote	<i>"Should we allow a person with a one-year prison sentence suspended for two years for violations of the National Security Act to coil up in Daegu, the heart of conservatism?"</i>
Manipulation	The expression 'to coil up' evokes the image of a snake coiling, an extremely negative metaphor.

Problem: Although this is a direct quote from Representative Jang Dong-hyeok, by broadcasting it without filtering, KBS results in a public broadcaster disseminating language that portrays a DP candidate as a dangerous intruder. Neutral reporting should point out the extremity of this expression or provide a balanced context.

Finding 3:

Timestamp	05:35
Quote	<i>"Regarding the fabricated indictment privilege bill promoted by the DP, they raised their voices, saying it was like a thief appointing the police, or a shameless idea to erase President Lee's crimes."</i>
Manipulation	'Fabricated indictment privilege bill' is the PPP's partisan name, while 'fabricated indictment special counsel bill' is the DP's name. Both names are used interchangeably in the broadcast.

Problem: Public broadcasting should use the official name of the bill or present both names side by side. Using a specific party's name as-is amounts to accepting that party's frame.

Summary: In word choice, the labelling methods applied to ruling and opposition candidates are asymmetric, and cases of politically biased terminology being broadcast without filtering are confirmed.



12. Presenter Behaviour

3/10

1

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3

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10

Total score: 3/10

Methodological principle (v2.7): The triggering event must be documented before all assessments. An intervention can only be evaluated as asymmetric if a similar triggering event with a different guest does not produce a similar intervention.

Finding 1:

Timestamp 08:08

Triggering event: The anchor asks about the severity of the Iran oil production cut situation and the impact on international oil prices.

Quote (presenter) "Reporter Yu Jae-hyeon, is the situation serious enough that Iran has to reduce oil production? Won't international oil price volatility amplify?"

Comparison In other international news segments (Cuba, North Korean IT), the anchor's additional questions were absent, with only reporter coverage.

Asymmetry: The fact that the anchor directly posed additional questions only on the Iranian oil issue can be interpreted as being because it is directly linked to Korea's energy security, and appears to be based on a news value judgment rather than bias. Asymmetry insufficiently demonstrated.

Finding 2:

Timestamp 09:39

Triggering event: The anchor poses additional questions about Iran's new rules regarding control of the Strait of Hormuz.

Quote (presenter) "The standoff over control of the Strait of Hormuz remains, and Iran has created new rules. What are the contents of this?"

Comparison In the coverage of Cuba's military threat (10:27~12:08), there were no additional anchor questions, only a correspondent's report.

Asymmetry: The fact that the anchor posed additional questions twice only in the Iran-related coverage can be interpreted as being due to Korea's direct interests (tanker passage). This appears to be based on news judgment rather than biased intervention. Asymmetry insufficiently demonstrated.

Summary: No clearly asymmetric presenter intervention is confirmed in this broadcast. The anchor's additional questions are focused on matters of direct interest to Korea, and are interpreted as being based on news value judgment.



13. Question Asymmetry

4/10

1

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Total score: 4/10

Asymmetry 1:

DP-related (Representative Jeong Cheong-rae), 02:43~03:46: Representative Jeong Cheong-rae's visit to Busan and her support activities for candidate Ha Jeong-u are introduced in a positive context ("made a surprise appearance to boost the candidate," "golden wedding-like atmosphere") with no critical questions. — Very soft handling

PPP-related (Representative Jang Dong-hyeok), 04:32~06:00: Representative Jang Dong-hyeok's visit begins with the negative context of "where candidate nomination controversy had been causing a stir," with the scene of his apology introduced first. — Relatively critical handling

Comparison

For the same triggering event of 'a party leader's regional visit,' the DP is handled with a positive frame and the PPP with a negative frame, confirming the asymmetry.

Asymmetry 2:

DP's position on the special counsel bill, 03:57: The DP's claim that "the special counsel bill is a truth magnifying glass illuminating hidden truths" is directly quoted with no critical questions or counter-arguments presented. — Soft handling

PPP's position on the special counsel bill, 05:35: The PPP's claims of "like a thief appointing the police" and "a shameless idea" are also directly quoted, but these statements appear in a context already framed as the opposition's 'offensive' after the DP's position was introduced first. — Structurally disadvantageous position

Summary: The narrative frames applied to the ruling party and the opposition for the same issues (regional visits, positions on the special counsel bill) are asymmetric, and this is more prominent in the order of reporting and context-setting than in the question structure.



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

Total score: 3/10

Finding 1:

Timestamp 01:20

Composition: "The Lee Jae-myung government's policy momentum could gain traction, or the opposition's argument for keeping the government in check could gain strength."

Analysis

On the surface this appears to present both possibilities equally, but the actual allocation of broadcast time (DP 3 minutes 30 seconds versus PPP 2 minutes) and framing (ruling party positive, opposition negative) does not correspond to this declaration of balance. This is a typical case of false balance — declaring balance while actually reporting unequally.

Summary: There is a formal declaration of balance in the early part of the broadcast that equally mentions both sides' possibilities, but the actual content and time allocation of the coverage do not support this.



15. Agenda Setting

5/10

1

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Total score: 5/10

Finding 1:

Set agenda element: The local election is taken as a given within the frame of 'judging the Lee Jae-myung government.'

Timestamp

01:12 — Basis: "This election is the first national-level election held under the Lee Jae-myung government."

Alternative agenda: The local election's inherent local issues (regional development, education, welfare, environment) are excluded from the agenda.

Finding 2:

Set agenda element: North Korea's cyber threat is set as an established fact.

Timestamp

12:20 — Basis: "North Korea was also identified as the main culprit behind cryptocurrency hacking."

Alternative agenda: The technical uncertainty of attribution judgment or independent verification of North Korea's rebuttal ("absurd and groundless slander") is excluded from the agenda.

Finding 3:

Set agenda element: The launch of the Next-Generation Medium Satellite 2 is set as a purely national achievement.

Timestamp

14:05 — Basis: "After waiting four years, an important milestone in Korea's space industry has been set."

Alternative agenda: Domestic management accountability for the four-year delay, efficiency of budget execution, and the strategic failure of the Russia-dependent launch plan are excluded from the agenda.

Summary: The agenda is set with the election as a proxy war for central politics, North Korea's cyber threat as an established fact, and the satellite launch as an unconditional achievement, and critical perspectives on these are systematically excluded.



CHAPTER 4 — OVERALL EVALUATION

OVERALL EVALUATION OF THE 15 CRITERIA

Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	Expert Selection	4/10	<i>Slight imbalance</i>
2	Source Selection	5/10	<i>Significant imbalance</i>
3	Allocation of Speaking Time	5/10	<i>Significant imbalance</i>
4	SELECTIVE OMISSION	6/10	<i>Significant imbalance</i>
5	Numerical Manipulation	3/10	<i>Slight imbalance</i>
6	Guilt by Association	4/10	<i>Slight imbalance</i>
7	Timing	4/10	<i>Slight imbalance</i>
8	Selective Outrage	3/10	<i>Slight imbalance</i>
9	COMPLETENESS	6/10	<i>Significant imbalance</i>
10	Framing	5/10	<i>Significant imbalance</i>
11	Word Choice and Terminology	5/10	<i>Significant imbalance</i>
12	Presenter Behaviour	3/10	<i>Slight imbalance</i>
13	Question Asymmetry	4/10	<i>Slight imbalance</i>
14	False Balance	3/10	<i>Slight imbalance</i>
15	Agenda Setting	5/10	<i>Significant imbalance</i>

HARD FACTS SCORE (1-8)

4.4/10

Significant imbalance

SOFT FACTS SCORE (9-14)

4.4/10

Significant imbalance

OVERALL SCORE

4.4/10

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, requiring that reporting be fair and objective, and that diverse opinions be reflected in a balanced manner.

Violation 1:

Standard: Article 6, Paragraph 1 of the Broadcasting Act (fairness and objectivity)

Violation content: The frame-setting for the ruling party (DP) and the opposition (PPP) in election coverage was carried out asymmetrically.

Basis: Timestamp 04:32 — Quote: "Representative Jang Dong-hyeok, who visited Daegu where nomination controversy had been causing a stir, started by apologising." (beginning PPP visit in a negative context) versus Timestamp 02:43 — Quote: "made a surprise appearance to boost the candidate and provided support." (introducing DP visit in a positive context)

Assessment: The narrative frames applied to the ruling party and the opposition for the same event of 'a party leader's regional visit' are clearly different, contravening the obligation to report fairly and objectively.

Violation 2:

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

Violation content: The RKP with 12 assembly seats and the JP with 4 seats were completely excluded from election coverage.

Basis: Timestamp 00:29~06:04 (entire election coverage period) — Statements related to the RKP and JP: 0 seconds

Assessment: The complete exclusion of parliamentary parties from election coverage of the nationwide simultaneous local elections directly contravenes the obligation to reflect diverse opinions in a balanced manner. In particular, the RKP, despite being a party fielding candidates in the local elections, was not even mentioned.

Violation 3:

Standard: Article 6, Paragraph 3 of the Broadcasting Act (factual reporting)

Violation content: TRM Labs' private analysis data was presented as established fact without methodological verification.

Basis: Timestamp 13:07 — Quote: "US analysis firm TRM Labs states that 76% of cryptocurrency theft funds occurring through April this year are linked to North Korea"

Assessment: Presenting the estimates of a for-profit company with potential conflicts of interest as fact without independent verification potentially contravenes the obligation to report objective facts.

Comprehensive Assessment under Article 6 of the Broadcasting Act

This KBS 9 O'Clock News potentially violates Article 6, Paragraph 1 (fairness and objectivity) and Paragraph 2 (balanced reflection of diverse opinions) of the Broadcasting Act in its election coverage section. The asymmetric frame-setting for ruling and opposition party activities and the systematic exclusion of parliamentary parties do not fulfil the legal obligations of public broadcasting. The international news and social news sections are relatively balanced, but presenting unverified private data as fact in North Korea-related coverage may also contravene the factual reporting obligation of Paragraph 3. Overall, this broadcast clearly fails to meet the fairness and balance standards of Article 6 of the Broadcasting Act in its election coverage section, and this may serve as grounds for legal corrective measures.

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

1. TRM Labs (US private blockchain analysis firm)



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Associazione svizzera per un reporting equilibrato

- 1. Funding:** A for-profit company based on private venture capital investment. Major clients include government agencies, financial institutions, and cryptocurrency exchanges.
- 2. Authority:** Specialises in blockchain transaction tracing and attribution analysis. However, national attribution judgments are made through a combination of technical analysis and intelligence agency data, and the independent attribution judgments of private companies have methodological limitations.
- 3. Conflict of interest:** There is a structural incentive whereby the greater the emphasis on North Korea's cyber threat, the greater the demand and price for its own analysis services.
- 4. Credibility matrix (6 dimensions):**
 - D1 Conflict of interest: -2 (business profits increase when threats are exaggerated)
 - D2 Personal risk: 0 (institutional-level statement)
 - D3 Expertise: +2 (blockchain analysis specialist)
 - D4 Consistency of opinion: 0 (unverifiable)
 - D5 Emotionalisation vs. data: +1 (figures presented)
 - D6 Source stage: 0 (secondary analysis)
 - TOTAL: +1 → Source traffic light: Yellow**
- 5. Counter-source:** Verification from independent cybersecurity academic researchers or international organisations (such as the UN Panel of Experts) was not presented alongside.

Important: The expression "US analysis firm" is a social attribution as a neutral specialist institution, and this framing itself must be verified. TRM Labs is a for-profit company with structural conflicts of interest, and citing it without disclosing this potentially contravenes the obligation of objective reporting under Article 6 of the Broadcasting Act.

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
TRM Labs (US private blockchain analysis firm)	-2	0	+2	0	+1	0	+1	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.
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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Unbalanced Reporting is the response to the halving initiative in Switzerland: Manipulation techniques are explained in detail, starting with the selection of staff and sources. Then 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with numerous examples. Additionally, it becomes apparent where we ourselves apply these techniques – fostering not only awareness but also empathy.

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You think you see the world. In reality you see the frame someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It doesn't change the facts – it changes what we make of the facts. How we feel. What we believe. How we decide. And it works – because we all play along. Every day. Unconsciously. You too. This book is not a dry textbook. It is a workbook – playful, direct, full of real-life examples. You don't just learn how others frame you. You learn how you yourself frame – and how you can use it consciously and fairly.

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.