



## KBS 상세 분석

2026-05-11\_풀영상\_뉴스9 - 청와대\_민간 선박 공격\_강력 규탄\_\_\_이란 연관 여부는\_미지의 영역\_\_

Broadcast: 2026-05-11 | Analyzed: 2026-05-13 13:34

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

### OVERALL SCORE

**4.1/10**

*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)

**3.8 / 10**

*Left-favoring*

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — [chesdata.eu](https://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 inauguration of President Lee Jae-myung (더불어민주당/Democratic Party of Korea, DP) in June 2025, the DP has been the ruling party. The 국민의힘 (People Power Party, PPP) became the opposition following the impeachment of former President Yoon Suk-yeol. Of the 300 National Assembly seats, the DP holds approximately 162, the PPP approximately 107, 조국혁신당 (Rebuilding Korea Party, RKP) 12, 진보당 (Justice Party, JP) 4, and 개혁신당 (Reform Party, RP) 3.

Party	CHES Left-Right	Seats	Ruling/Opposition	Core Position
더불어민주당 (DP)	4.5 (centre-left)	~162	Ruling	Dialogue diplomacy, welfare expansion, prosecution reform
국민의힘 (PPP)	7.5 (right)	~107	Opposition	Hard-line security, economic liberalisation, pro-US
조국혁신당 (RKP)	3.5 (left)	12	Opposition (progressive)	Prosecution reform, media independence
진보당 (JP)	2.0 (far-left)	4	Opposition	Anti-US military, labour rights, reunification
개혁신당 (RP)	6.5 (centre-right)	3	Opposition (conservative)	Pro-market, generational justice

The central conflict in Korean politics following the impeachment of Yoon Suk-yeol is a clash between the "insurrection liquidation" and "political retribution" frames. Real estate policy, prosecutorial authority, North Korea policy, and responses to the Strait of Hormuz have emerged as sharp points of contention between the ruling party and opposition. With the 2025 local elections approaching, both sides are intensifying electorally strategic messaging.

KBS is obligated under Article 6 of the Broadcasting Act to uphold impartiality, public interest, and diversity. The composition of the KBS and MBC boards of directors is linked to the presidential appointment structure, meaning bias controversies recur with every change of government. Following the launch of the Lee Jae-myung administration, a replacement of KBS management is currently underway.



## CHAPTER 1 — PARTY-POLITICAL BIAS

### Assessment of Programme Accuracy in Representing Each Party's Position

Party	Score (-5..+5)	Broadcast Representation vs. Platform Position
더불어민주당 (DP)	+2	30:48 "Promising insurrection liquidation and regional development" — Platform position: pursuing accountability for the martial law incident, regional development — The broadcast introduces the DP's pledges positively but conveys them without critical verification, so it does not constitute complete accuracy.
국민의힘 (PPP)	-1	32:51 "It is the so-called traitor frame that conservative public sentiment reacts sensitively to" — Platform position: hard-line security, economic liberalisation — There is a minor distortion in introducing the opposition's strategy using the negatively connoted expression "traitor frame."
조국혁신당 (RKP)	0	Not mentioned in the broadcast.
진보당 (JP)	0	Not mentioned in the broadcast.
개혁신당 (RP)	0	Not mentioned in the broadcast.

#### Score Legend:

+5 = Platform position accurately and fully represented

0 = Relevant party/topic absent from broadcast

-5 = Platform position actively distorted or misrepresented

#### Party Bias Summary

- Most accurate representation: 더불어민주당 (DP) (score +2)
- Strongest distortion: 국민의힘 (PPP) (score -1)
- Average deviation from 0: 0.6
- Conclusion: The broadcast shows a minor asymmetry in positively introducing DP pledges while expressing PPP strategy using negatively connoted language. 조국혁신당, 진보당, and 개혁신당 are not mentioned at all in the broadcast, meaning multi-party representativeness is lacking.



## CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

### Broadcast Data

- Title: KBS 뉴스9
- Date: No broadcast date specified (estimated mid-June 2025 based on content — KOSPI surpassing the 7,800 level, local election campaign period, immediately after the Namu-ho attack incident)
- Anchors/Reporters: Anchor (name unknown), reporters Son Seo-yeong, Yun Jin, Kim Gyeong-jin, Kim Gye-yeong, Lee Do-yong, Lee Ji-eun, Song Rak-gyu, Lee Jae-hui, Lee Se-hyeon, Kim Su-hyeon, Kim Ji-yong, Lee Hang, Park Eun-yeong, Choe Yu-gyeong, Yeo So-hyeon, Choe Hye-rim, Hyeon Ye-seul, Kim Jun-beom, Kim Hye-jin, Hwang Hyeon-gyu, Park Il-jung, Lee Seung-jun, Park Se-eun, Kim Chae-rin, Lee Che-ri

Actors	Function	Party/Affiliation	Political Spectrum
Anchor (name unknown)	Presenter	KBS	Not applicable
Senior Cheong Wa Dae official (anonymous)	Government spokesperson	DP government	Centre-left
President Lee Jae-myung (indirect citation)	President	DP	Centre-left
Deputy Prime Minister for Economy Gu Hyeon-cheol (indirect citation)	Deputy Prime Minister for Economy	DP government	Centre-left
Minister of Labour Kim Yeong-hun (indirect citation)	Minister of Labour	DP government	Centre-left
Candidate Jeong Won-ho (Democratic Party)	Seoul mayoral candidate	DP	Centre-left
Candidate Oh Se-hun (PPP)	Seoul mayoral candidate	PPP	Right
PPP leader Jang Dong-hyeok	Party leader	PPP	Right
DP floor leader Han Byeong-do	Floor leader	DP	Centre-left
Candidate U Sang-ho (Democratic Party)	Gangwon Governor candidate	DP	Centre-left
Military/security expert (anonymous)	Expert	Unknown	Not applicable
KDI researcher (anonymous)	State research institution	Government-affiliated	Not applicable
National Labour Relations Commission official	Mediation body	Government-affiliated	Not applicable
Aramco CEO (indirect citation)	Business executive	Saudi state-owned	Not applicable

### Main Topics

This broadcast is a comprehensive news programme rather than a single-topic broadcast. The central topic is the South Korean government's response to the attack on the Namu-ho in the Strait of Hormuz, with subsidiary topics including the semiconductor boom, high oil price relief payments, local election campaigning, Samsung Electronics labour negotiations, HomePlus store closures, US–Iran nuclear negotiations, and the US–China summit.

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



## Perspectives Required for Balanced Reporting

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- Iranian government's official position and counterarguments
- Analysis of the diplomatic costs and benefits of joining the US Freedom of Navigation coalition
- Direct testimony from crew members of vessels detained in the Strait of Hormuz
- Opposition (PPP) arguments criticising the government's response
- Independent military/security expert analysis of the perpetrator
- Background explanation of Iran sanctions and frozen assets issue
- Specific impact of the Middle Eastern war on the South Korean economy (energy import dependency)
- Obligations under international law regarding responses to attacks on civilian vessels
- Analysis of beneficiaries and those excluded from the semiconductor boom (KOSDAQ exclusion, small and medium enterprises)
- Financing method for high oil price relief payments and fiscal soundness concerns

## Review of Whether Each Perspective Was Addressed

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### [A] Partially addressed

Timestamp: 05:44–07:27 — Quote: "The Iranian government has also remained silent for a second day" / "The Iranian embassy in Seoul strongly denied any Iranian military involvement immediately after the Namu explosion" — Assessment: Only Iran's silence and denial were conveyed; Iran's reasoning or counterarguments were not systematically introduced.

### [B] Partially addressed

Timestamp: 01:40–01:46 — Quote: "The possibility of joining the US Freedom of Navigation coalition has not reached the point where it can be connected in that way" — Assessment: Only the position of withholding participation was conveyed; there was no independent analysis of the diplomatic costs and benefits of joining.

### [C] Partially addressed

Timestamp: 07:49–09:15 — Quote: "Over 160 of our crew members are stranded, and they are expressing their frustration" — Assessment: The crew situation was briefly mentioned but no direct testimony was provided.

### [D] Addressed

Timestamp: 33:36–33:57 — Quote: "They claimed the government is downplaying the situation and also moved to seize the initiative on foreign policy and security issues" / "The response is far too relaxed and reductive" — Assessment: The PPP's criticism was briefly introduced but the development of its arguments was insufficient.

### [E] Partially addressed

Timestamp: 02:00–03:52 — Quote: "We believe it is most likely a fast-flying object with the characteristics of a surface-to-ship missile, such as a suicide drone or a concealed missile" — Assessment: An anonymous expert opinion was introduced, but identity and credentials were undisclosed, making verification impossible.

### [F] Not addressed

The background of the frozen Iranian assets dispute (approximately USD 7 billion) and the context of South Korea's relationship with Iran were not explained at all.

### [G] Partially addressed

Timestamp: 17:04–18:53 — Quote: "This year's inflation rate could even reach the upper 3% range" — Assessment: KDI analysis was introduced, but South Korea's structural vulnerability in terms of energy import dependency was not explained.

### [H] Not addressed

The obligations of states under international law (e.g., UNCLOS) in response to attacks on civilian vessels were not addressed at all.

### [I] Partially addressed

Timestamp: 11:18–11:21 — Quote: "The KOSDAQ index, one step removed from the semiconductor fever, fell slightly again today" — Assessment: KOSDAQ's exclusion was mentioned in a single sentence with no in-depth analysis.



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[J] Not addressed

There was no independent critical perspective on the financing method for the high oil price relief payments or the fiscal burden of covering refinery losses.



## CHAPTER 3 — DETAILED ANALYSIS OF 15 CRITERIA

### Hard Facts — 9 techniques that are countable and scientifically verifiable

#### 1. Expert Selection

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1 2 3 4 5 6 7 8 9 10

#### Expert 1: Anonymous military/security expert

<b>Timestamp</b>	02:53–03:02
<b>Statement</b>	"Given that it entered at a low angle, left a deep hole, and even shows signs of an internal explosion, it is tentatively estimated to be a fast-flying object with the characteristics of a surface-to-ship missile."
<b>Classification</b>	Affiliation and credentials undisclosed. Provides analysis that aligns with the government's position (further investigation required).

Missing counterargument: Opinion from an independent expert sceptical of Iran's or the Houthi rebels' attack capabilities.

Credibility Matrix (source traffic light):

**(a) Funding:** Unknown — cannot rule out possible affiliation with a government research institution

**(b) Mandate:** Introduced as a military analysis expert, but unverifiable

D1 Conflict of interest: 0 (affiliation unknown, judgement not possible)

D2 Personal risk: 0 (anonymous statement, no risk)

D3 Expertise: +1 (military technical analysis statement, expertise can be inferred)

D4 Consistency of opinion: 0 (past statements cannot be confirmed)

D5 Emotionalisation vs. data: +1 (primarily technical analysis)

D6 Source stage: -1 (secondary analysis, not direct on-site investigation)

**TOTAL: +1 → Source traffic light: Yellow**

**(c) PROFESSIONAL EXPERTISE:** Presented as a neutral expert due to anonymity, but the undisclosed affiliation cannot rule out the possibility of structural bias.

#### Expert 2: KDI researcher (anonymous)

<b>Timestamp</b>	18:26–18:34
<b>Statement</b>	"This measurement was conducted with the effect of the maximum price cap excluded; if the oil price factor is taken into account, up to 3..."
<b>Classification</b>	Affiliated with a government-funded research institution. Statement is provided in a direction that positively evaluates the effect of government policy (petroleum maximum price cap).

Missing counterargument: Opinion from an independent economist critical of the market-distorting effects of the petroleum maximum price cap.

Credibility Matrix:



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**(a) Funding:** Government-funded state research institution — structural conflict of interest exists in evaluating government policy

**(b) Mandate:** Economic analysis is mandated, but structural constraints exist when it comes to criticising government policy

D1 Conflict of interest: -1 (government-funded institution, weak incentive to criticise policy)

D2 Personal risk: -1 (anonymous statement, no risk)

D3 Expertise: +2 (specialised economic analysis institution)

D4 Consistency of opinion: 0 (unverifiable)

D5 Emotionalisation vs. data: +2 (numerically based analysis)

D6 Source stage: +1 (based on primary research)

**TOTAL: +3 → Source traffic light: Yellow**

**(c) PROFESSIONAL EXPERTISE:** KDI is a government-funded institution with a structural incentive to provide analysis favourable to government policy. Presented as a neutral institution but no disclosure of conflict of interest.

Missing Expert Groups:

- Independent international law expert (obligations regarding responses to civilian vessel attacks)
- Iran specialist diplomat (internal political dynamics of Iran)
- Independent energy economist (criticism of high oil price policy)

**Source Credibility Overview:**

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Anonymous military/security expert	0	0	+1	0	+1	-1	+1	Yellow
KDI researcher (anonymous)	-1	-1	+2	0	+2	+1	+3	Yellow

*Summary: Expert 1 (military) — Yellow, Expert 2 (KDI) — Yellow. Both experts provided analysis aligned with the government's position, and no counterargument experts were present.*



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

Claims without primary source = penalty points (rumour check)

**Source 1: Senior Cheong Wa Dae official (anonymous)**

**Timestamp** 00:55–01:02 — Statement: "They stated they are in the process of working to identify the perpetrator and will endeavour to make a determination as soon as possible."

- (a) **Funding:** Government — public funding
  - (b) **Structural conflict of interest:** Has an incentive to provide statements that justify the government's response.
  - (c) **Missing counterargument:** An independent diplomatic expert's assessment of the government's response.
- Anonymous source handling: An anonymous government official cannot be verified due to unclear accountability.

**Source 2: KDI (Korea Development Institute)**

**Timestamp** 17:39–18:34 — Statement: "If high oil prices at April levels persist until the end of the year, this could push up this year's inflation rate by a maximum of 1.6 percentage points."

- (a) **Funding:** Government-funded state research institution — under the Ministry of Economy and Finance
- (b) **Structural conflict of interest:** Has a structural incentive to positively evaluate the effect of government policy (petroleum maximum price cap).
- (c) **Missing counterargument:** Independent analysis from private economic research institutes (Hyundai Research Institute, LG Economic Research Institute, etc.).

Credibility Matrix:

- D1 Conflict of interest: -1 (government-funded institution)
- D2 Personal risk: -1 (institutional announcement, no personal risk)
- D3 Expertise: +2 (specialised economic analysis institution)
- D4 Consistency of opinion: +1 (KDI has a consistent analytical methodology)
- D5 Emotionalisation vs. data: +2 (numerically based)
- D6 Source stage: +1 (primary research)
- TOTAL: +4 → Source traffic light: Yellow**

**Source 3: Aramco CEO (indirect citation)**

**Timestamp** 09:25–09:42 — Statement: "He said that even if trade through the Strait of Hormuz were to resume today, it would take months for the crude oil market to find its balance."

- (a) **Funding:** Saudi state-owned oil company — has an interest in sustained high oil prices.
- (b) **Structural conflict of interest:** Aramco is a company that benefits from high oil prices and has an incentive to emphasise the seriousness of the crisis.
- (c) **Missing counterargument:** Market outlook from an independent energy analysis institution.

**Source Credibility Overview:**

Source	D1	D2	D3	D4	D5	D6	Total	Signal
KDI (Korea Development Institute)	-1	-1	+2	+1	+2	+1	+4	Yellow



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*Summary: Major sources consist of government officials, government-funded institutions, and companies with vested interests, meaning independent sources are absent. All major sources are at the Yellow traffic light level.*



### 3. Airtime Distribution

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#### Estimated airtime:

- Government (DP)-related reports and statements: Approximately 18 minutes (37%)
- Government response to the Namu-ho: Approximately 7 minutes (00:02–05:42)
- High oil price relief payments: Approximately 2 minutes (15:19–17:02)
- Real estate policy / Lee Jae-myung rebuttal: Approximately 2 minutes (24:39–26:23)
- DP election campaign: Approximately 3 minutes (30:32–32:18)
- Samsung labour relations / government pressure: Approximately 2 minutes (34:11–35:47)
- Other government policy: Approximately 2 minutes
- Opposition (PPP)-related reports: Approximately 4 minutes (8%)
- PPP election campaign: Approximately 4 minutes (32:20–34:09)
- Neutral/economic reports: Approximately 15 minutes (31%)
- Semiconductors/KOSPI: Approximately 5 minutes (09:47–15:18)
- Prices/KDI: Approximately 2 minutes (17:04–18:53)
- US–Iran negotiations: Approximately 2 minutes (39:16–40:55)
- US–China summit: Approximately 3 minutes (40:57–42:57)
- Other: Approximately 3 minutes
- Social reports (non-political): Approximately 11 minutes (22%)
- Missing child, cruise ship virus, murder of a female high school student, HomePlus, space debris, etc.
- Anchor presentation: Approximately 2 minutes (4%)

*Summary: Government (DP)-related reports account for approximately 4.5 times more airtime than opposition (PPP)-related reports. However, this also reflects the structural factor that the ruling party generates more policy news, making it difficult to conclude bias solely from a simple time comparison.*



#### 4. SELECTIVE OMISSION

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##### Omission 1:

###### Context

Background of the frozen assets dispute between South Korea and Iran (approximately USD 7 billion in frozen assets)

Relevant timestamp: 01:05–01:08

###### Effect

The specific motive Iran may have had for targeting a South Korean vessel is not explained, causing viewers to understand Iran's actions without context.

##### Omission 2:

###### Context

Balanced analysis of the security benefits South Korea would gain and the diplomatic costs it would incur by joining the US Freedom of Navigation coalition

Relevant timestamp: 01:40–01:46

###### Effect

The government's decision to withhold participation is presented only as rational, while arguments in favour of joining appear only fragmentarily in opposition criticism (33:43–33:50).

##### Omission 3:

###### Context

Critical perspective on the financing method for the high oil price relief payments and fiscal soundness

Relevant timestamp: 15:19–16:59

###### Effect

The relief payment policy is introduced only from the perspective of its beneficiaries, and no questions are raised about fiscal burden or policy efficiency.

*Summary: Background context and critical perspectives on government policy are systematically omitted, producing the effect of making the government's response appear rational and sufficient.*

#### Missing Voices

- Iranian Foreign Ministry official spokesperson: Would have conveyed Iran's official position and the logic of its counterarguments directly.
- Independent international law expert: Would have analysed the obligations and limitations of states under international law in response to attacks on civilian vessels.
- Direct testimony from Hormuz-detained crew members: Would have assessed the actual danger of the on-site situation and the adequacy of the government's response.
- Opposition security specialist: Would have presented specific problems with the government's response along with supporting arguments.
- Independent energy economist: Would have critically assessed the fiscal sustainability of the high oil price relief payment policy.



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- KOSDAQ small and medium enterprise representative: Would have raised the issue of the polarisation between the semiconductor conglomerate boom and the marginalisation of smaller businesses.
- HomePlus trade union representative: Would have conveyed the labour side's position on employee treatment and job security.
- Independent real estate economist: Would have provided a neutral analysis of the controversy over permitting gap investments.



## 5. Numerical Manipulation

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

### Finding 1:

**Timestamp** 17:46–17:52

Figure: "If high oil prices at April levels persist until the end of the year, this could push up this year's inflation rate by a maximum of 1.6 percentage points and next year's by 1.8 percentage points."

#### Missing context

It is only revealed later that this figure excludes the effect of the petroleum maximum price cap. Viewers may initially misunderstand this as the actual inflation rate.

#### Effect

The figure is presented in a way that exaggerates the effect of the government policy (petroleum maximum price cap).

### Finding 2:

**Timestamp** 10:52–10:55

Figure: "The market capitalisation of these two companies continues to grow, approaching 47% of the entire KOSPI market cap."

#### Missing context

The fact that Samsung Electronics and SK Hynix together account for 47% of the KOSPI market cap indicates an extreme degree of concentration, but no analysis of the associated risks is provided.

#### Effect

The semiconductor boom is presented purely as positive news, and market concentration risks are omitted.

*Summary: Numerical manipulation is not at a severe level, but selective presentation in a direction that exaggerates the effect of government policy is observed in the manner in which KDI inflation figures are presented.*



<b>6. CONTAMINATION BY CONTACT</b>									<b>2/10</b>
1	2	3	4	5	6	7	8	9	10

<b>Association 1:</b>	
<b>Timestamp</b>	32:44–32:49
<b>Quote</b>	<i>"He first attacked Kim Sang-uk, the Ulsan mayoral candidate who became a DP candidate after defecting from the PPP — someone who 'ran away alone when the situation got bad.'"</i>
Technique: Directly quoting the PPP leader's statement to associate the DP candidate with being "someone who ran away."	
<b>Effect</b>	However, this is a citation of the opposition leader's statement, and as such it constitutes coverage of an opposition strategy rather than the broadcast itself applying guilt by association.

<b>Association 2:</b>	
<b>Timestamp</b>	31:09–31:17
<b>Quote</b>	<i>"It also emphasised the definitive liquidation of the insurrection, appointing as standing campaign chairman a citizen who had blocked an armoured vehicle during the martial law declaration."</i>
Technique: Connecting the DP's election campaign to "insurrection liquidation" to confer moral legitimacy. This constitutes reverse guilt by association (positive association).	
<b>Effect</b>	This frames the DP as "a force that stood against the insurrection," with the implicit effect of associating the opposition with "insurrection forces."

No instances of guilt by association involving specific individuals: No cases were found in this broadcast where a specific individual was explicitly branded as a "conspiracy theorist" or similar.

*Summary: Explicit guilt by association techniques are limited, but an implicit associative structure via the "insurrection liquidation" frame operates in favour of the DP.*



## 7. Timing

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### Finding 1:

Position: 00:02–05:42 (start of broadcast, approximately 12%)

Content: Cheong Wa Dae's strong condemnation of the Namu-ho attack and announcement of a cautious response

Timing effect: Placing the image of the government's active response at the very beginning of the broadcast shapes viewers' first impressions. The opposition's criticism (33:36–33:57) is placed at the 70% mark of the broadcast, appearing after the government response image has already been established.

### Finding 2:

Position: 30:32–32:18 (63% mark of broadcast)

Content: Coverage of the DP's central election committee launch and campaign

Timing effect: DP election campaign coverage is placed before PPP coverage (32:20–34:09), giving it agenda-setting priority.

### Finding 3:

Position: 24:39–26:23 (51% mark of broadcast)

Content: President Lee Jae-myung's rebuttal of gap investment criticism

Timing effect: Immediately after the real estate policy criticism is raised, the president's rebuttal is placed in immediate succession, weakening the effect of the criticism.

*Summary: A structural pattern is observed in which the government response and ruling party messages are placed in the early and middle sections of the broadcast, while opposition criticism is placed in the latter section.*



## 8. Selective Outrage

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

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

### Finding 1:

**Timestamp** 24:50–24:55

Triggering event: The government's plan to exempt non-resident single-homeowners from the actual residence obligation drew criticism that it amounted to permitting gap investment.

Reaction: "President Lee Jae-myung pushed back, saying it was close to a groundless accusation."

### Comparison

The president's immediate rebuttal was not provided in response to the PPP's criticism of the government (33:43–33:50: "The response is far too relaxed and reductive").

Asymmetry: Criticism of government policy was neutralised by an immediate presidential rebuttal, but criticism of opposition policy was not handled in the same way. However, this also involves the structural factor that the ruling party has more opportunities to rebut in the broadcast structure, so the intensity of the asymmetry is at a medium level.

### Finding 2:

**Timestamp** 27:27–27:30

Triggering event: Candidate Jeong Won-ho attacked candidate Oh Se-hun's lifting of the land transaction permit zone as "impulsive" and a "major mistake."

Reaction: The reporter covered this as if it were a neutral fact.

### Comparison

Oh Se-hun's criticism of the DP policy (27:49–27:54: "Just supply, no discussion") was equally quoted directly.

Asymmetry: In this case, both sides' statements were directly quoted, so asymmetry is not confirmed.

*Summary: Clear cases of selective outrage are limited, but a slight asymmetry is observed between the provision of an immediate rebuttal to criticism of government policy and the absence of equivalent treatment for criticism of opposition policy.*



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

The attack on the Namu-ho is suspected to be the work of the Iranian Revolutionary Guard Corps or the Houthi rebels, and the South Korean government is maintaining a cautious stance until the perpetrator can be identified. The United States is pressuring South Korea to join the Freedom of Navigation coalition in the Strait of Hormuz, but the South Korean government is withholding participation out of consideration for diplomatic relations with Iran and the safety of detained vessels. With local elections imminent, both ruling and opposition parties are showing signs of attempting to use this incident as a security issue.

*Share of covered perspectives*

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



## Soft Facts — 6 qualitative techniques

### 10. Framing

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#### Finding 1:

Timestamp	00:03–00:12
Quote	<i>"Cheong Wa Dae has strongly condemned the attack on the Namu-ho. It stated that attacks on civilian vessels cannot be tolerated and that it would take the necessary response measures."</i>
Manipulation	From the very first sentence, the incident is framed around Cheong Wa Dae's reaction, thereby constructing an image of the government as actively responding.
Why problematic	Viewers are directed to focus on the government's response capability rather than the full details of the incident, and critical perspectives on the government are naturally pushed to a lower priority.

#### Finding 2:

Timestamp	03:54–04:05
Quote	<i>"The government has said it still needs to confirm the perpetrator of the Namu-ho attack and is currently only at the level of condemnation. However, if it is ultimately confirmed to be Iran's doing, some form of action appears inevitable."</i>
Manipulation	By juxtaposing a "cautious government" with "inevitable action," the government's currently passive response is framed as a rational procedure.
Why problematic	This has the effect of pre-emptively neutralising the opposition's criticism of a "reductive response."

#### Finding 3:

Timestamp	30:32–30:42
Quote	<i>"The 더불어민주당 (DP), which raised its central election committee, made a new start in Gangwon and Seoul. It appealed for a blue wave to sweep the nation, promising insurrection liquidation and regional development."</i>
Manipulation	The DP's election campaign is introduced under the moral frame of "insurrection liquidation," lending it legitimacy.
Why problematic	Compared to the coverage of the PPP's election campaign (32:20–34:09), a more positive narrative frame is applied to the DP.



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*Summary: Throughout the broadcast, there is an observable tendency to frame the government's (DP's) response as "cautious and rational" and the opposition's criticism as "political offensive."*



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

<b>Finding 1:</b>	
<b>Timestamp</b>	30:37
<b>Quote</b>	<i>"Promising insurrection liquidation and regional development"</i>
<b>Manipulation</b>	"Insurrection liquidation" is used in a manner where the reporter employs the DP's political slogan as if it were a neutral fact.
<b>Why problematic</b>	A neutral alternative expression would be "pursuing political accountability for the martial law incident." "Insurrection" is a political claim, not a legally established fact.

<b>Finding 2:</b>	
<b>Timestamp</b>	32:51–32:53
<b>Quote</b>	<i>"It is the so-called traitor frame that conservative public sentiment reacts sensitively to."</i>
<b>Manipulation</b>	By labelling the PPP's strategy as the "traitor frame," a negative connotation is assigned.
<b>Why problematic</b>	The same meta-commentary was not applied to the DP's "insurrection liquidation frame." This is an asymmetrical use of language.

<b>Finding 3:</b>	
<b>Timestamp</b>	25:19–25:22
<b>Quote</b>	<i>"When the criticism arose that this amounted to permitting gap investment, President Lee Jae-myung pushed back, saying it was close to a groundless accusation."</i>
<b>Manipulation</b>	The reporter directly quotes the president's subjective expression "groundless accusation," producing the effect of disparaging the criticism itself.
<b>Why problematic</b>	Only the president's rebuttal was conveyed without an independent expert judgement on whether gap investment was being permitted.

*Summary: There is a tendency to handle terminology related to the ruling party in a neutral or positive manner, while terminology related to the opposition is processed using expressions with strategic connotations such as "frame" and "offensive."*



## 12. Presenter Behaviour

2/10

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

This broadcast is a report-centred comprehensive news format rather than a studio discussion, with short connecting exchanges between the anchor and field reporters making up the bulk of the programme. There are no scenes of the anchor directly interviewing guests, making it difficult to measure presenter asymmetry in the traditional sense.

### Finding 1:

**Timestamp** 07:40–07:42

Triggering event: Anchor asks the field reporter about the situation of the crew members.

**Quote (anchor)** "Now, reporter Lee Do-yong, please tell us first about the current situation of our crew members."

**Comparison** In reports related to the opposition, the anchor connects to reporters in the same manner. No asymmetry.

Asymmetry: Not confirmed.

### Finding 2:

**Timestamp** 08:23–08:26

Triggering event: Anchor expresses sympathy regarding the crew's anxiety situation.

**Quote (anchor)** "Yes. The anxiety is unavoidable given that ships actually continue to be attacked and warning broadcasts continue."

**Comparison** No similar expression of sympathy by the anchor found in reports related to the opposition. However, this is attributable to the difference in the nature of the topics (humanitarian crisis vs. political election campaign), making it difficult to definitively categorise as asymmetry.

Asymmetry: Direct comparison not possible due to the differing nature of the triggering events. Asymmetry not confirmed.

*Summary: This broadcast is structured in a report format rather than interview format, meaning there are insufficient comparable triggering events to measure asymmetry in presenter behaviour. With current evidence, no meaningful asymmetry is confirmed.*



### 13. Question Asymmetry

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This broadcast is in a report format without studio interviews, and the anchor's direct questions are directed only at field reporters. The absence of direct questions to politicians or experts limits the measurement of question asymmetry in the traditional sense.

#### Asymmetry 1:

To DP candidate Jeong Won-ho (27:03–27:13): "AI should be built in a direction that is not for show but can actually improve citizens' lives and quality of life." — Policy announcement format, no verification question.

To PPP candidate Oh Se-hun (27:27–27:30): "You lifted the land transaction permit zone almost impulsively. It was a major mistake not based on data." — Jeong Won-ho's aggressive statement is quoted directly.

#### Comparison

The DP candidate's policy pledge is introduced without verification, while the PPP candidate is introduced through the opposing candidate's attack statements.

#### Asymmetry 2:

DP election campaign report (30:48–32:18): Candidate U Sang-ho's policy pledges and President Lee Jae-myung's supporting statements are introduced positively. No critical questions.

PPP election campaign report (32:38–34:09): Expressions with strategic connotations such as "traitor frame" and "hunting tame rabbits" are used.

#### Comparison

In election campaign coverage of the same type, neutral and positive language is used for the ruling party and strategically and negatively connoted language is used for the opposition.

*Summary: Direct evidence of question asymmetry is limited due to the absence of direct interviews, but asymmetry between ruling party and opposition is observed in the choice of language and citation methods within reports.*



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

#### Finding 1:

##### Timestamp

13:39–13:46

Composition: "There are conflicting views — concerns that this boom could reverse again in 1–2 years, and projections that structural growth will continue as the industrial structure changes due to AI."

##### Analysis

While it appears to present concerns about a semiconductor cycle downturn and structural growth projections equally, subsequent coverage devotes far more time to the growth projections (13:47–15:18). This is a reverse case of false balance, where balance is declared but the coverage is actually skewed to one side.

*Summary: Explicit cases of false balance are limited. A minor instance is observed in semiconductor coverage where balance is declared but the coverage is actually skewed towards optimism.*



## 15. Agenda Setting

5/10

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### Finding 1:

Agenda element set: It is established as a given premise that the government's response to the Namu-ho is "cautious and rational."

#### Timestamp

05:02–05:14 — Basis: "Given that the perpetrator cannot yet be identified, as well as Iran's internal circumstances and the safety of our vessels trapped in the Strait of Hormuz, it appears to be a judgement that maintaining the existing cautious stance is preferable."

Alternative agenda: The view that a cautious response could send the wrong signal to Iran, or arguments that stronger diplomatic measures are needed.

### Finding 2:

Agenda element set: The semiconductor boom is taken for granted as a success for the entire South Korean economy.

#### Timestamp

09:47–09:59 — Basis: "The KOSPI, which has been setting repeated new records, surpassed the 7,800 level today. With the semiconductor top two leading the charge, our stock market's total market capitalisation exceeded 7 trillion won for the first time."

Alternative agenda: Economic polarisation caused by concentration in semiconductor conglomerates, KOSDAQ exclusion, and difficulties for small and medium enterprises.

### Finding 3:

Agenda element set: "Insurrection liquidation" is taken for granted as a legitimate electoral issue in the local elections.

#### Timestamp

30:37–30:40 — Basis: "Promising insurrection liquidation and regional development, it appealed for a blue wave to sweep the nation."

Alternative agenda: The legal debate over the designation of "insurrection," and diverse interpretations of the martial law incident.

*Summary: The rationality of the government's response, the positivity of the semiconductor boom, and the legitimacy of the "insurrection liquidation" frame are established as unverified given premises.*



## 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	5/10	Significant imbalance
3	Airtime Distribution	5/10	Significant imbalance
4	SELECTIVE OMISSION	6/10	Significant imbalance
5	Numerical Manipulation	3/10	Slight imbalance
6	CONTAMINATION BY CONTACT	2/10	Unremarkable
7	Timing	4/10	Slight imbalance
8	Selective Outrage	3/10	Slight imbalance
9	COMPLETENESS	5/10	Significant imbalance
10	Framing	5/10	Significant imbalance
11	Word Choice and Terminology	4/10	Slight imbalance
12	Presenter Behaviour	2/10	Unremarkable
13	Question Asymmetry	3/10	Slight imbalance
14	False Balance	2/10	Unremarkable
15	Agenda Setting	5/10	Significant imbalance

#### HARD FACTS SCORE (1-8)

**4.3/10**

*Significant imbalance*

#### SOFT FACTS SCORE (9-14)

**3.8/10**

*Slight imbalance*

#### OVERALL SCORE

**4.1/10**

*Significant imbalance*

*Average of Hardfacts and Softfacts*



## KEY — Score Definitions

### Individual Scores per Criterion (0–10)

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

### Aggregated Deviation Index — Interpretation Ranges

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

### Party-Political Bias (-5 to +5)

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

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Article 6 of the Broadcasting Act stipulates the impartiality 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 2 of the Broadcasting Act (obligation to report fairly and objectively)

Content of violation: In coverage of the Namu-ho attack, the Iranian side's official position and counterarguments are systematically omitted, and only the government's response is presented as rational.

Basis: Timestamp 00:03–05:42 — Quote: "Cheong Wa Dae has strongly condemned the attack on the Namu-ho" / "He said whether Iran was involved is 'unknown territory'"

Assessment: With Iran's reasoning and counterarguments systematically omitted, only the government's position is conveyed in detail, failing to meet the obligation to report fairly and objectively.

#### Violation 2:

Standard: Article 6, Paragraph 3 of the Broadcasting Act (obligation to reflect diverse opinions in a balanced manner)

Content of violation: In local election coverage, approximately 3 minutes was devoted to the DP's election campaign and approximately 4 minutes to the PPP's, but positive language ("insurrection liquidation," "blue wave") was used for the DP and language with strategic connotations ("traitor frame," "hunting tame rabbits") for the PPP, resulting in a lack of qualitative balance.

Basis: Timestamp 30:32–34:09 — Quote: "Promising insurrection liquidation and regional development" vs. "It is the so-called traitor frame that conservative public sentiment reacts sensitively to"

Assessment: While airtime distribution is similar, qualitative asymmetry between the ruling party and opposition exists in the choice of language, meaning the obligation to reflect diverse opinions in a balanced manner is not fully met.

#### Violation 3:

Standard: Article 6, Paragraph 1 of the Broadcasting Act (public interest obligation)

Content of violation: In coverage of the high oil price relief payments, only beneficiary-centred positive reporting was conducted, and no critical perspective was offered on the financing method, fiscal soundness, or the long-term fiscal burden of covering refinery losses.

Basis: Timestamp 15:19–16:59 — Quote: "70% of the population is eligible" / "The government stated there are no plans to issue a third round of relief payments"

Assessment: The absence of a critical perspective on public finance policy limits viewers' right to information, falling short of the public interest obligation.

### Comprehensive Assessment under Article 6 of the Broadcasting Act

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This broadcast does not fully meet the standards of impartiality, public interest, and diversity required by Article 6 of the Broadcasting Act. In particular, the systematic absence of counterargument sources in government policy coverage, linguistic asymmetry in coverage of ruling party and opposition election campaigns, and the omission of key policy context are problematic. However, this constitutes structural and linguistic bias rather than explicit misinformation or extreme bias, and the severity of the Broadcasting Act violation is assessed as a medium level. Rather than legal sanctions, self-correction through improvement of editorial guidelines and diversification of sources is recommended as the primary course of action.

### In-Depth Source Review (mandatory — all cited professional institutions/NGOs/advisory bodies)

#### KDI (Korea Development Institute)

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**1. Funding:** Government-funded state research institution under the Ministry of Economy and Finance. The majority of the annual budget consists of government grants.

**2. Mandate:** Economic policy analysis and advisory is mandated, but structural constraints exist when it comes to criticising government policy.

**3. Conflict of interest:** Has a structural incentive to positively evaluate the effects of government policy. In particular, figures supporting government policy were presented in the direction of supporting government policy in the analysis of the petroleum maximum price cap effect.

**4. Credibility Matrix:**

- D1 Conflict of interest: -1 (government-funded institution)
- D2 Personal risk: -1 (institutional announcement)
- D3 Expertise: +2 (specialised economic analysis institution)
- D4 Consistency of opinion: +1 (consistent analytical methodology)
- D5 Emotionalisation vs. data: +2 (numerically based)
- D6 Source stage: +1 (primary research)

**TOTAL: +4 → Source traffic light: Yellow**

**5. Counterargument:** Independent analysis from private economic research institutes (Hyundai Research Institute, LG Economic Research Institute, Samsung Economic Research Institute) was not cited.

Important: "KDI analysis" is a professional credential but also a social attribution. The fact that KDI is a government-funded institution does not in itself negate the credibility of its analysis, but presenting it as a neutral professional institution without disclosing the possibility of a conflict of interest in evaluating government policy falls short of the impartiality standard of Article 6 of the Broadcasting Act.

**Legal and Methodological Notes**

<b>No factual determination</b>	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.
<b>No legal judgment</b>	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).
<b>No proof of causation</b>	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.
<b>No judgment of intent</b>	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.
<b>Heuristic comparison tool</b>	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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- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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