



## NPO DETAILED ANALYSIS

2024-08-15\_AT\_300014547

Broadcast: NPO broadcast | 2024-08-15 | Analysed on: 2026-05-22 19:59

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Maatstaf: Mediawet 2008 Art. 2.1

### TOTAL SCORE

**3.3/10**

*Slight imbalance*

0 = balanced, 10 = strongly one-sided/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 assessed on a scale from 0 (far left) to 10 (far right).

Party	SP	GL-PvdA	PvdD	D66	CDA	NSC	CU	VVD	BBB	SGP	PVV	FvD
CHES	1.10	2.40	2.50	4.80	5.50	5.80	6.00	7.00	7.50	7.80	9.20	9.50
Spectrum	Left	Left	Left	Left	Centre	Centre	Right	Right	Right	Right	Right	Right

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

### TENDENCY (L – R)

**4.5 / 10**

*Balanced*

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](#) | Threshold values: [Pew Research Center](#)

This section provides political context and does not count towards the total score.



## POLITICAL LANDSCAPE

The Schoof cabinet (took office July 2024) is an extra-parliamentary cabinet consisting of PVV, VVD, NSC and BBB. Prime Minister Dick Schoof is non-partisan. The PVV is the largest governing party with 37 seats. The opposition is led by GL-PvdA (25 seats), followed by D66, CDA, SP, PvdD, CU, SGP, FvD, DENK and Volt.

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1.1	5	Opposition	Socioeconomically left, anti-market
GL-PvdA	2.4	25	Opposition (largest)	Climate, social justice, humane asylum
PvdD	2.5	3	Opposition	Animal rights, climate, left-progressive
D66	4.8	9	Opposition	Liberal-progressive, pro-EU, education
CDA	5.5	5	Opposition	Christian democratic, centre-right
NSC	5.8	20	Government	Economic security, rule of law, moderate right
CU	6.0	3	Opposition	Christian-social, centre-right
VVD	7.0	24	Government	Liberal-right, free market, strict migration policy
BBB	7.5	7	Government	Agrarian-populist, farmers' interests, EU-critical
SGP	7.8	3	Opposition	Reformed, traditionally conservative
PVV	9.2	37	Government (largest)	Anti-Islam, asylum stop, national-populist
FvD	9.5	3	Opposition	Far right, sovereignty, anti-establishment

The main political fault line concerns migration and asylum policy: the Schoof cabinet is pursuing historic asylum crisis measures, while the opposition (particularly GL-PvdA and D66) advocates for a more humane policy. A second line of tension concerns climate and nitrogen: the coalition wants to move away from strict climate regulations and protects farmers' interests, while left-wing parties demand more far-reaching climate measures. Thirdly, the austerity debate is at play: the cabinet is cutting development cooperation and public services, which is leading to sharp opposition. Finally, the position of the NPO itself is under pressure: PVV has repeatedly labelled the public broadcaster a "left-wing broadcaster".

The Dutch public broadcaster (NPO) operates under the Media Act 2008, of which Article 2.1 requires pluriform, balanced and independent reporting. The NPO system is fragmented: broadcasting associations such as AVROTROS have their own editorial responsibility, but fall under the overarching pluralism requirement. EenVandaag is a current affairs programme by AVROTROS broadcast daily on NPO1.



## CHAPTER 1 — PARTY-POLITICAL BIAS

### Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. party programme position
VVD	0	Not directly addressed; migration policy touched on tangentially (13:20-16:24) without explicit VVD position — not applicable
PVV	-1	13:20 "The Netherlands has become a migration country like never before" — PVV core position (asylum stop, closing borders) not represented; migration growth is framed neutrally-positively without PVV perspective — omitted
GL-PvdA	+1	Humane asylum policy implicitly present via tone on refugees in Sudan (04:48-12:55); no explicit party position but framing aligns with GL-PvdA narrative — partially correct
NSC	0	Not addressed — not applicable
D66	0	Knowledge migrants mentioned positively (15:36) which aligns with D66 position, but without explicit party reference — not applicable
BBB	-1	Agricultural and spatial interests not represented in population discussion; BBB core position on food security above climate completely absent — omitted
CDA	0	Not addressed — not applicable
SP	0	Not addressed — not applicable

### Summary Party Bias

- Most accurate representation: GL-PvdA (Score +1) — tone on refugees and migration implicitly aligns with progressive narrative
- Strongest distortion: PVV (Score -1) and BBB (Score -1) — both governing parties are not quoted or represented in the migration discussion
- Average deviation from 0: 0.3
- Conclusion: The broadcast does not address explicit party-political positions, but the framing of migration as a demographic-economic phenomenon (13:20-16:24) structurally aligns with progressive-liberal perspectives. The core positions of the two largest governing parties (PVV: asylum stop; BBB: food security) are completely absent from the population discussion, while knowledge migration is framed positively in line with the D66/VVD position.

### Left-Right Overall Tendency

TENDENCY SCORE: +0.8

CLASSIFICATION: Slightly left-favouring

Reasoning: The broadcast addresses migration as a demographic-economic issue in which growth is presented as neutral or positive, without naming the political controversy surrounding it. The refugee situation in Sudan is framed empathetically, which aligns with progressive narratives. Right-wing and populist perspectives on migration management are completely absent, while the state commission recommendation for "moderate growth" is presented as self-evident.



## CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

### Broadcast data

- Title: EenVandaag
- Date: 15.08.2024
- Length (estimated from transcript):
- Presenter/Reporter: Two presenters (names not mentioned in transcript; one male, one female voice — "Whitney" mentioned in population segment); photographer Joost Bastmeijer as reporter Sudan
- Persons interviewed:

Person	Function	Party/Affiliation	Political Spectrum
Nick Hendriks	Mpox patient (2022)	None	Neutral/personal
Unnamed doctor/infectiologist	Medical expert mpox	Not stated	Neutral-medical
Derk Segaar	Spokesperson/employee Red Cross	Red Cross Netherlands	Humanitarian-neutral
Joost Bastmeijer	Photographer/journalist	Volkskrant	Left-liberal media context
Unnamed demographer	Demographer	Not stated	Academic-neutral
Unnamed spatial planner	Spatial planner	Not stated	Academic-neutral
Unnamed water expert	Flood defences/safety	Not stated (presumably Deltares or water authority)	Technical-neutral
Paul Smeets	Resident Geul area	None	Neutral/personal
Detlev Hagenars	Relief worker floods 2021	Not stated	Neutral/professional
Hilde Stroot	Resident floodplains Arnhem	Milieudefensie sympathiser	Left-ecological
Geert (surname unknown)	Resident floodplains Arnhem	None	Neutral/personal

### Main theme

The broadcast covers four separate topics: (1) the mpox outbreak and WHO emergency, (2) the humanitarian crisis in Sudan, (3) the Netherlands reaching 18 million inhabitants and the demographic challenges, and (4) water safety and flood risks in the Netherlands.

### Relevant Perspectives for a Balanced Broadcast

- [A] Medical-epidemiological perspective on mpox: transmission routes, risk groups, vaccination policy
- [B] Political perspective on mpox vaccination decision: why has the new cabinet not yet made a decision?
- [C] Humanitarian organisations on Sudan: concrete aid needs and funding shortfalls
- [D] Political perspective on Dutch development cooperation: cuts by the Schoof cabinet
- [E] Demographic-economic perspective on population growth: labour market, ageing, housing shortage



[F] Political perspective on migration: both pro-migration and anti-migration positions

[G] Residents and municipalities on water safety: self-reliance vs. government responsibility

[H] Technical-hydrological perspective: flood defence reinforcement programmes, climate adaptation

[I] Legal perspective: Council of State ruling on building in floodplains

[J] Economic perspective: costs of climate adaptation vs. damage from flooding

### **Assessment: Was each perspective addressed?**

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[A] ADDRESSED

Timestamp: 00:08–04:42 — Quote: "You can contract it through handshakes... if someone has pox lesions on the palm of their hand." — Assessment: Transmission routes and risk groups are adequately addressed by a medical expert.

[B] TOUCHED ON

Timestamp: 03:26–03:37 — Quote: "The new cabinet has not yet made a decision on that." — Assessment: The fact is mentioned but no political context or cabinet response is included.

[C] ADDRESSED

Timestamp: 08:45–12:55 — Quote: "Nine of our aid workers have died this year alone." — Assessment: Red Cross employee gives a concrete picture of aid needs and dangers.

[D] TOUCHED ON

Timestamp: 11:24–11:31 — Quote: "The Netherlands has a new cabinet, but the reception of refugees and development cooperation is not really number 1." — Assessment: Political context is touched on but not elaborated further; no response from the cabinet.

[E] ADDRESSED

Timestamp: 13:00–16:24 — Quote: "The challenge that a growing population presents lies more in the ratio." — Assessment: Demographic and spatial planning perspective is addressed extensively.

[F] OMITTED

Timestamp: 13:20–16:24 — Quote: "The Netherlands has become a migration country like never before." — Assessment: Migration is framed exclusively in demographic-economic terms; political controversy over migration restriction (PVV, BBB) completely absent.

[G] ADDRESSED

Timestamp: 19:46–25:15 — Quote: "People need to become self-reliant and take personal responsibility. But as an individual you really cannot cope with that mass of water." — Assessment: The tension between self-reliance and government responsibility is concretely highlighted.

[H] ADDRESSED

Timestamp: 17:27–19:27 — Quote: "This is the Geodesign Barrier. A barrier that you can set up quickly." — Assessment: New flood defence techniques are extensively demonstrated.

[I] TOUCHED ON

Timestamp: 23:04–23:13 — Quote: "The Council of State ruled that building in the floodplains is simply permitted." — Assessment: The ruling is mentioned but the legal reasoning is not explained.

[J] OMITTED

Timestamp: n/a — Quote: n/a — Assessment: Cost-benefit analysis of climate adaptation vs. flood damage is completely absent.

### **Completeness score: 6/10**

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Reasoning: The broadcast adequately addresses most technical and humanitarian perspectives, but largely omits political perspectives on migration and cabinet policy. The absence of an economic analysis of climate adaptation and the complete omission of the political migration debate are significant gaps for a current affairs programme with a pluralism obligation.



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## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS



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

### 1. EXPERT SELECTION

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*Definition: Who speaks as an expert?*

**Expert 1:** Unnamed infectiologist/doctor (mpox segment)

Timestamp: 01:19–04:14

<b>Statement</b>	"You can contract it through handshakes... if someone has pox lesions on the palm of their hand."
<b>Framing</b>	Medical expert, presumably affiliated with GGD or academic hospital; no name or institution mentioned

Missing counter-voice: Virologist with a differing assessment of risk for the general population vs. specific risk groups

#### Source depth check:

**(a) FUNDING:** Unknown — name and institution not stated; presumably publicly funded (GGD/UMC)

What conflict of interest follows from this? Minimal for a publicly funded medical expert

**(b) MANDATE:** Compatible with neutral assessment of transmission risks

- D1 Conflict of interest: +1 — No commercial interest visible
- D2 Personal risk: +1 — Public statement on a sensitive topic
- D3 Competence: +2 — Medical expert on a medical topic
- D4 Opinion consistency: 0 — Unknown, no previous statements available
- D5 Emotionalisation vs. data: +1 — Predominantly factual
- D6 Source level: 0 — Secondary (no primary study cited)

TOTAL: +5 → SOURCE LIGHT: GREEN

**(c) COMPETENCE:** Is the assessment framed as neutral? Yes, adequately — no structurally partisan position visible

**Expert 2:** Derk Segaar (Red Cross)

Timestamp: 08:45–12:55

<b>Statement</b>	"Nine of our aid workers have died this year alone."
<b>Framing</b>	Spokesperson/employee Red Cross Netherlands; humanitarian organisation with its own fundraising interest

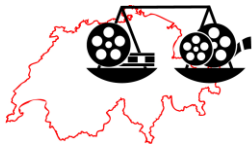
#### Source depth check:

**(a) FUNDING:** Red Cross Netherlands — partly public (Ministry of Foreign Affairs), partly private donations

What conflict of interest follows from this? Red Cross has an institutional interest in emphasising the severity of crises to raise donations; Segaar explicitly mentions giro number 881 (12:33)

**(b) MANDATE:** Not fully compatible with neutral assessment — organisation has a fundraising objective

- D1 Conflict of interest: -1 — Institutional fundraising interest; giro number explicitly mentioned



- D2 Personal risk: +1 — Public statements about dangerous work
- D3 Competence: +1 — Direct field experience in crisis area
- D4 Opinion consistency: +1 — Red Cross position consistent with humanitarian mission
- D5 Emotionalisation vs. data: 0 — Mix of emotional appeals and concrete figures
- D6 Source level: 0 — Secondary (own organisation information)

TOTAL: +2 → SOURCE LIGHT: YELLOW

**(c) COMPETENCE:** Is the assessment framed as neutral? Yes — Segaar is introduced as a "Red Cross" representative, but the fundraising aspect is not critically questioned

**Expert 3: Unnamed demographer (population segment)**

Timestamp: 13:19–13:49

<b>Statement</b>	"I think the Netherlands has become a migration country like never before."
<b>Framing</b>	Demographer, name and institution not stated

**Source depth check:**

- (a) FUNDING:** Unknown — presumably university or CBS-affiliated
- (b) MANDATE:** Compatible with demographic analysis; political interpretation falls outside mandate
  - D1 Conflict of interest: +1 — No visible commercial interest
  - D2 Personal risk: 0 — Neutral academic statement
  - D3 Competence: +2 — Demographer on a demographic topic
  - D4 Opinion consistency: 0 — Unknown
  - D5 Emotionalisation vs. data: +1 — Factual, numerical
  - D6 Source level: +1 — References CBS data

TOTAL: +5 → SOURCE LIGHT: GREEN

**(c) COMPETENCE:** Is the assessment framed as neutral? Yes — but the political implications of the statement are not questioned

Missing expert groups:

- Infectiologist with a differing risk analysis for the general population (mpox)
- Political scientist or migration expert with a critical perspective on population growth
- Hydrologist with a long-term perspective on sea level rise and dyke financing

**Source traffic lights for participants:**

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Unnamed infectiologist/doctor (mpox segment)	+1	+1	+2	0	+1	0	+5	GREEN
Derk Segaar (Red Cross)	-1	+1	+1	+1	0	0	+2	YELLOW
Unnamed demographer (population segment)	+1	0	+2	0	+1	+1	+5	GREEN

*Summary: The expert selection is predominantly technical-humanitarian in nature and lacks political and critical counter-voices. The Red Cross expert has an undisclosed fundraising interest (YELLOW), while medical and demographic experts are adequately selected (GREEN).*



## 2. SOURCE SELECTION

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

*Definition: Which sources are cited? Are they diverse and independent?*

### Source 1: WHO (World Health Organization)

Timestamp: 00:13 — Statement: "is called an international emergency by the World Health Organization."

**(a) Funding and governance:** UN body, funded by member states and private donors (including Bill & Melinda Gates Foundation)

**(b) Structural conflict of interest:** WHO has an institutional interest in its own emergency declarations being taken seriously; no commercial interest

**(c) Is a source missing that would support an opposing position?** Yes — no critical epidemiologist questioning the proportionality of the WHO declaration for Europe

### Source 2: Red Cross (via Derk Segaar)

Timestamp: 08:45 — Statement: "We are one of the few organisations still active in all provinces within Sudan."

**(a) Funding:** Partly Ministry of Foreign Affairs, partly private donations

**(b) Structural conflict of interest:** Fundraising interest — giro number 881 explicitly mentioned (12:33); organisation benefits from public attention to crises

**(c) Is an opposing source missing?** Yes — no independent evaluation of Red Cross effectiveness in Sudan

### Source 3: State commission on population growth

Timestamp: 14:41–15:06 — Statement: "Choose politically for moderate growth."

**(a) Funding:** Established by the House of Representatives, publicly funded

**(b) Structural conflict of interest:** Commission recommendations are presented as self-evident without political context

**(c) Is an opposing source missing?** Yes — no economist defending the economic necessity of higher population growth

Rumour check (penalty points): No explicit rumours without a primary source were found in the transcript. However, regarding mpox it is stated: "But there are probably many more cases that have never been registered" (01:53) — this is a plausible epidemiological assumption but is not supported by a primary study.

Rumour 1 (limited):

Timestamp: 01:53

Claim: "But there are probably many more cases that have never been registered."

Word marker: "probably"

Primary source present: No — no study or report cited; +0.5 penalty point (plausible assumption, not a hard claim)



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*Summary: The source selection is limited to humanitarian organisations, government commissions and anonymous experts. The fundraising interest of the Red Cross is not critically questioned, and alternative perspectives on WHO declarations and population growth are absent.*



### 3. TIME ALLOCATION

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*Definition: Distribution of speaking time between different positions.*

Estimated speaking time:

- Mpox segment (total approx. 4:42): Medical expert approx. 2 min. (43%), patient Nick Hendriks approx. 1.5 min. (32%), presenter approx. 1 min. (21%), other approx. 0.2 min. (4%)
- Sudan segment (total approx. 8:10): Derk Segaar (Red Cross) approx. 3.5 min. (43%), Joost Bastmeijer (voice-over/quotes) approx. 2.5 min. (31%), presenter approx. 1.5 min. (18%), refugee quotes approx. 0.7 min. (8%)
- Population segment (total approx. 3:25): Demographer approx. 0.5 min. (15%), spatial planner approx. 1 min. (29%), company spokesperson approx. 0.5 min. (15%), presenter/voice-over approx. 1.4 min. (41%)
- Water safety segment (total approx. 8:30): Water expert approx. 2 min. (24%), residents (Smeets, Stroot, Geert) approx. 3 min. (35%), relief worker Hagenaars approx. 1 min. (12%), presenter/voice-over approx. 2.5 min. (29%)

*Summary: The time allocation is reasonably balanced per segment between experts and experiential witnesses. However, in the population segment a political voice is completely absent, leaving the demographic analysis one-sidedly academic. The Sudan segment is dominated by the Red Cross spokesperson with a fundraising interest.*



#### 4. OMISSION (Selective Omission)

5/10

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*Definition: What is not shown, even though it is relevant?*

##### Omission 1:

###### Context

The political debate on the mpox vaccination decision of the Schoof cabinet

Relevant at: 03:26–03:37

Effect: The statement "The new cabinet has not yet made a decision on that" is presented without political context. Why has the cabinet not yet made a decision? What political considerations are at play? A response from the Ministry of Health, Welfare and Sport or a political interpretation is completely absent.

##### Omission 2:

###### Context

Political controversy over migration in the population segment

Relevant at: 13:00–16:24

Effect: Population growth through migration is framed exclusively in demographic-economic terms. The political controversy — the fact that the largest governing party (PVV) advocates an asylum stop and that the Schoof cabinet has announced historic asylum measures — is completely omitted. This suggests that migration is a neutral-technical issue, while it is the most polarised political topic in the Netherlands.

##### Omission 3:

###### Context

Cuts to development cooperation by the Schoof cabinet

Relevant at: 11:24–11:31

Effect: The remark that "reception of refugees and development cooperation is not really number 1" for the new cabinet is not elaborated further. Concrete budget cut figures, cabinet response or political context are absent, leaving an implicit criticism of the cabinet unchallenged.

*Summary: The most significant omission concerns the complete absence of the political migration debate in the population segment, whereby one of the most controversial political topics in the Netherlands is presented as technically neutral.*

#### Missing voices

- Spokesperson Ministry of Health, Welfare and Sport/Schoof cabinet: Could have explained why no decision has yet been made on the mpox vaccination programme
- PVV or BBB spokesperson: Could have represented the political perspective on migration as a demographic phenomenon
- Municipality of Arnhem spokesperson: Could have responded to criticism about building in floodplains despite negative ministerial advice
- Labour market economist: Could have quantified and nuanced the economic necessity of labour migration
- Sudanese refugee themselves: Direct testimony is absent; only Western aid workers and journalists speak



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- Critical voice on WHO emergency declaration: Could have nuanced whether the WHO declaration is proportionate for the Dutch situation
- Water authority administrator: Could have explained what political choices are being made in dyke reinforcement programmes and financing
- Insurer or property developer: Could have represented the economic perspective on building in flood-prone areas



## 5. NUMERICAL MANIPULATION

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Complete figures include: absolute number, share (%) and trend

*Definition: Selective or misleading use of statistics.*

### Finding 1:

Timestamp: 01:47

Figure: "14,000 registered cases and 524 deaths the WHO now reports."

Dimensions: (a) Absolute value ✓ — (b) Share X — (c) Trend X

#### Missing context

The mortality rate ( $524/14,000 = \text{approx. } 3.7\%$ ) is not compared with earlier mpox variants or other infectious diseases. The trend (rising/falling?) is absent. The share relative to the total population of Congo (approx. 100 million) is absent.

Effect: The absolute figures create an impression of severity without the relative scale or trend becoming clear.

### Finding 2:

Timestamp: 08:06–08:10

Figure: "So far only 20% of the money that the UN needs to help all those refugees has come in."

Dimensions: (a) Absolute value X (no absolute amount) — (b) Share ✓ — (c) Trend X

#### Missing context

The absolute amount the UN needs is absent. The trend (is this better or worse than last year?) is absent. Comparison with other crises (Ukraine, Gaza) is verbally touched on but not quantified.

Effect: The percentage of 20% sounds alarming but cannot be assessed without an absolute amount and historical comparison.

### Finding 3:

Timestamp: 13:49–14:07

Figure: "That is why it only took eight years to go from 17 million to 18 million. But that is NOT a record. There was a record at the end of the 1950s."

Dimensions: (a) Absolute value ✓ — (b) Share X — (c) Trend ✓

#### Missing context

The comparison with the 1950s (baby boom) is correct but the causes are fundamentally different (natural increase vs. migration). The percentage growth rate is not compared.

Effect: The relativisation ("not a record") downplays the political sensitivity of the migration component.

*Summary: Figures are used to illustrate severity (mpox, Sudan) or to relativise (population growth), but consistently lack the three-dimensional context (absolute/share/trend). The most significant omission is the absence of the absolute UN funding shortfall for Sudan.*



## 6. GUILT BY ASSOCIATION

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*Definition: Discrediting through association with negative groups/ideas.*

### Finding 1:

Timestamp: 02:26–02:41

#### Quote

*"And furthermore it is also a stigmatising name. And a heavily loaded racist name. That is how it has also been used on the internet. The connection between Africa and monkeys and black people."*

Technique: The term "monkeypox" is associated with racism and stigmatisation. People who use the popular name are implicitly associated with racist internet use.

Effect: Legitimate language use (the popular name was officially used for years) is framed as potentially racist, which can have a chilling effect on neutral discussion.

*No persons are framed as "conspiracy theorists" or similar in this broadcast.*

*Summary: Guilt by association is limitedly present in the naming discussion around mpox, where the use of the popular name is implicitly associated with racist internet behaviour. This is a mild but noticeable framing technique.*



## 7. TIMING

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

### Finding 1:

Position: 00:08 (beginning)

Content: "The outbreak of a new variant of the mpox virus... is called an international emergency by the World Health Organization."

#### Timing effect

The broadcast opens with a WHO emergency declaration, which immediately creates a sense of urgency and alarm. The nuance that there are only two cases per month in the Netherlands (03:45) and that no transmission within the Netherlands is taking place (03:56) comes only later.

### Finding 2:

Position: 12:57 (middle — transition to population segment)

Content: "Yes, as of today we are 18 million people in the Netherlands."

#### Timing effect

The transition from the humanitarian Sudan crisis to the population segment on migration is abrupt. The emotional charge of the Sudan segment (refugees, hunger, death) colours the reception of the migration segment, implicitly placing migration in a humanitarian-positive light.

*Summary: The timing effects are limited but noticeable: alarming information is placed at the front, nuance follows later. The transition from Sudan to population growth creates an implicit emotional association.*



## 8. SELECTIVE INDIGNATION

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Indignation = bias. Selective indignation reinforces the finding. Score = degree of indignation (0–5) + selectivity (0–5)

*Definition: Indignation at certain positions, but not at comparable others.*

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

### Finding 1:

Timestamp: 11:24–11:31

Triggering event: Journalist/presenter states that the new cabinet does not prioritise development cooperation and refugee reception

Reaction: "The Netherlands has a new cabinet, but the reception of refugees and development cooperation is not really number 1." — implicit critical tone

### Comparison

There is no comparable moment in the broadcast where policy of a progressive cabinet is critically questioned

Asymmetry: Limitedly demonstrable — the remark is factual but the tone is implicitly critical towards the current cabinet; a comparable critical tone towards progressive policy is absent

Degree of indignation: 1/5

Selectivity: 1/5

*Summary: Selective indignation is limitedly present. The implicit criticism of the Schoof cabinet in the Sudan segment is not balanced by a comparable critical tone towards other political positions. The score remains low because the broadcast is predominantly factual in tone.*



## 9. COMPLETENESS (Selective Omission — Overall Picture)

5/10

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*Definition: How completely does the broadcast portray the topic?*

### Finding 1:

Timestamp: 13:00–16:24

Missing perspective/fact: The political debate on migration restriction in the context of population growth

Relevance: At the time of broadcast, the Netherlands is pursuing the most restrictive migration policy in decades; the largest governing party advocates an asylum stop

Consequence: Omitting this perspective presents population growth through migration as a neutral-technical issue, while it is the most polarised political topic

### Finding 2:

Timestamp: 03:26–03:37

Missing perspective/fact: The cabinet's reasoning for the absence of an mpox vaccination decision

Relevance: The Health Council advised in May to invest in vaccination; the cabinet has not followed this advice; the reason is unknown

Consequence: The impression arises that the cabinet is negligent, without the cabinet's position being represented

### Finding 3:

Timestamp: 04:48–12:55

Missing perspective/fact: Direct voice of Sudanese refugees (not via Western intermediaries)

Relevance: All information about the Sudan crisis is filtered through Western journalists and aid workers

Consequence: The agency of refugees is reduced to a victim role; their own political analysis of the crisis is absent

*Summary: The broadcast systematically lacks political perspectives on both the migration debate and cabinet policy, and filters the Sudan crisis exclusively through Western intermediaries. This leads to a structurally incomplete picture on the most politically sensitive topics.*



## Soft facts — 6 qualitative techniques

### 10. FRAMING (Setting the frame)

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*Definition: How is the topic fundamentally framed?*

#### Finding 1:

Timestamp: 02:58–03:22

##### Quote

*"You can just contract that disease in general, right. You can also get it if you hug someone intimately at a festival."*

##### Manipulation

Mpox is framed as a general disease that anyone can get, while epidemiological data from 2022 showed that the outbreak in the Netherlands almost exclusively affected men who have sex with men (MSM). The framing "not an STI" is technically correct but epidemiologically misleading for the Dutch context.

##### Why problematic

Viewers receive an incorrect picture of their personal risk; the specific risk group is downplayed in favour of an inclusive narrative.

#### Finding 2:

Timestamp: 13:20–13:49

##### Quote

*"I think the Netherlands has become a migration country like never before. We actually always were."*

##### Manipulation

Migration is framed as a historically continuous and therefore normal development ("we actually always were"). This normalisation frame ignores the quantitative and qualitative changes in migration patterns.

##### Why problematic

The frame undermines the legitimacy of political concerns about the scale and pace of migration by presenting these as ahistorical.

#### Finding 3:

Timestamp: 22:45–22:58

##### Quote

*"Good news for the housing shortage. No, I understand that we really need to do something about the housing shortage in the Netherlands. But should you then build in a place where it has now actually been stated nationally: this is somewhere we should no longer want to build."*

##### Manipulation

Resident Hilde Stroot is framed as a reasonable voice who both acknowledges the housing shortage and identifies the flood risks. The municipality of Arnhem, which approved the construction, is given no speaking time to defend its decision.

##### Why problematic

The framing suggests that the municipality is acting irresponsibly, without the right of reply.



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*Summary: The most significant framing problem concerns the normalisation frame around migration and the epidemiologically misleading "anyone can get it" frame for mpox. Both frames serve an inclusive-progressive narrative at the expense of factual precision.*



## 11. WORD CHOICE AND TERMINOLOGY

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*Definition: What language is used? What connotations are created?*

### Finding 1:

Timestamp: 02:26–02:33

<b>Quote</b>	<i>"And furthermore it is also a stigmatising name. And a heavily loaded racist name."</i>
<b>Manipulation</b>	The term "monkeypox" is labelled as "racist" without this having been scientifically or legally established. The WHO changed the name to prevent stigmatisation, but did not qualify the term as racist.
<b>Why problematic</b>	A neutral alternative would be: "The WHO changed the name due to concerns about stigmatisation." The label "racist" is a normative judgement presented as fact.

### Finding 2:

Timestamp: 11:24–11:27

<b>Quote</b>	<i>"The Netherlands has a new cabinet, but the reception of refugees and development cooperation is not really number 1."</i>
<b>Manipulation</b>	The word "but" implies a contrast and a negative judgement about cabinet policy. The formulation suggests that the cabinet has set its priorities incorrectly.
<b>Why problematic</b>	Neutral alternative: "The new cabinet has set different priorities in the area of refugee reception and development cooperation."

### Finding 3:

Timestamp: 07:30–07:34

<b>Quote</b>	<i>"Aid organisations have been sounding the alarm for months about the worst hunger crisis in the world and the deadliest in over 40 years."</i>
<b>Manipulation</b>	Superlatives ("worst", "deadliest") are presented as established fact without citing a source. The source of this qualification is not mentioned.
<b>Why problematic</b>	Neutral alternative: "Aid organisations describe the crisis as one of the most serious hunger crises in decades, according to [source]."

*Summary: The word choice contains multiple normative judgements presented as fact, particularly around the term "racist" for mpox naming and the implicit criticism of cabinet policy via the word "but".*



## 12. MODERATION BEHAVIOUR

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

*Methodological principle (v2.2): Before each assessment, the triggering event must be documented.*

### Finding 1:

Timestamp: 09:03–09:10

Triggering event: Derk Segaar (Red Cross) responds hesitantly to the question of whether refugees would rather die by a bullet than by hunger

#### Quote (presenter)

*[no interruption — Segaar is given space to answer]*

#### Comparison

No comparable moment with another guest where more pressing follow-up questions were asked

Asymmetry: Not demonstrable — the presenter gives Segaar adequate space

### Finding 2:

Timestamp: 12:05–12:10

Triggering event: Segaar states that the cooperation with the Ministry of Foreign Affairs is "very generous"

#### Quote (presenter)

*"Do you expect to be able to continue that?" — soft follow-up question*

#### Comparison

There is no comparable moment where a more critical follow-up question was asked to another guest

Asymmetry: Limited — the presenter does not follow up on the fundraising aspect (giro number 881) or the institutional interest of the Red Cross

*Summary: Moderation behaviour is predominantly neutral. The most noticeable omission is the failure to follow up on the fundraising interest of the Red Cross, but this is an omission rather than an active asymmetry.*



### 13. QUESTION ASYMMETRY

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*Definition: Different degrees of hardness/softness of questions to different persons.*

#### Asymmetry 1:

To Derk Segaar (Red Cross), 09:54: "Can you as the Red Cross still do something about that?" — soft/constructive  
To Hilde Stroot (floodplain resident), 23:14: "Isn't it also a bit hypocritical that you are allowed to live here in the floodplains but other people are not?" — harder/confrontational

#### Comparison

The resident receives a confrontational question about her own position, while the institutional representative (Red Cross) receives exclusively constructive questions. This is a noticeable asymmetry.

#### Asymmetry 2:

To medical expert (mpox), 03:38: "Is the alarm that the WHO is now sounding a cause for concern in the Netherlands?" — open/neutral  
To Derk Segaar, 10:34: "The crisis is also referred to as a forgotten war. How does that come about?" — open/neutral

#### Comparison

Both questions are open and neutral; no asymmetry demonstrable here.

*Summary: The most noticeable question asymmetry concerns the confrontational question to resident Hilde Stroot about her "hypocrisy", while institutional representatives receive exclusively soft, constructive questions. This pattern favours institutional voices over individual citizens.*



## 14. FALSE BALANCE

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*Definition: Artificial balance despite factual imbalance.*

### Finding 1:

Timestamp: 13:54–14:07

Construction: "But that is NOT a record. Just look along. There was a record at the end of the 1950s."

### Analysis

The comparison between population growth through the baby boom (1950s) and population growth through migration (now) creates an apparent balance that ignores the qualitative and political differences between the two phenomena. The suggestion that "it is not a record" downplays the political sensitivity of the current situation.

Effect: Viewers get the impression that current population growth is historically normal, while the causes are fundamentally different.

*Summary: False balance is limitedly present. The most noticeable instance is the historical comparison that presents qualitatively different phenomena (baby boom vs. migration) as equivalent.*



## 15. AGENDA-SETTING

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

### Finding 1:

Stated agenda element: Migration as a demographic-economic issue that needs to be technically managed

Timestamp: 13:00–16:24 — Evidence: "Choose politically for moderate growth. A moderate growth that does not overburden."

Alternative agenda: The political debate on the desirability of migration, the cultural and social dimensions of population growth, and the democratic legitimacy of migration policy

### Finding 2:

Stated agenda element: Climate change as an established and urgent problem requiring technical solutions

Timestamp: 16:39–25:15 — Evidence: "Because due to climate change and extreme rainfall, the risk of flooding is increasing."

Alternative agenda: Cost-benefit analysis of climate adaptation measures; political discussion on prioritising climate investments vs. other government expenditure

### Finding 3:

Stated agenda element: Humanitarian aid to Sudan as a moral obligation

Timestamp: 04:48–12:55 — Evidence: "881 is the giro number but hardly any money is coming in."

Alternative agenda: Political causes of the Sudan crisis; role of international actors; effectiveness of humanitarian aid vs. political solutions

*Summary: The broadcast sets an agenda in which technical and humanitarian solutions are presented as self-evident, while the political dimensions of migration, climate policy and international aid largely remain out of view. This aligns with a progressive-technocratic worldview.*



## CHAPTER 4 — OVERALL ASSESSMENT

### Overview of Individual Scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	4	Red Cross expert has undisclosed fundraising interest; anonymous experts lack identification
2	Source selection	H	3	Sources are limited to humanitarian organisations and government commissions without critical counter-voices
3	Time allocation	H	3	Time allocation is reasonable per segment but completely lacks political voices
4	Omission	H	5	The political migration debate and cabinet response to mpox advice are structurally absent
5	Numerical manipulation	H	3	Figures consistently lack the three-dimensional context (absolute/share/trend)
6	Guilt by association	H	1	Limited association of "monkeypox" use with racist internet behaviour
7	Timing	H	2	Alarming information at the front, nuance later; emotional transition Sudan→migration
8	Selective indignation	H	2	Implicit criticism of Schoof cabinet without comparable criticism of other positions
9	Completeness	H	5	Political perspectives on migration and cabinet policy systematically absent
10	Framing	S	5	Migration framed as historically normal; mpox framed as a general disease
11	Word choice	S	4	"Racist" presented as fact; "but" as implicit cabinet criticism
12	Moderation behaviour	S	2	Predominantly neutral; fundraising interest of Red Cross not followed up on
13	Question asymmetry	S	3	Resident receives confrontational question; institutional representatives receive soft questions
14	False balance	S	2	Historical comparison downplays political sensitivity of current migration
15	Agenda-setting	S	5	Technical-humanitarian agenda dominates; political dimensions systematically absent

### Results

- HARD FACTS SCORE (average criteria 1-9): 3.1 / 10
- SOFT FACTS SCORE (average criteria 10-15): 3.5 / 10
- TOTAL SCORE (average all 15 criteria): 3.3 / 10



## Dominant Techniques

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- 1. Omission / Selective Omission (Score 5):** The broadcast completely omits the political migration debate in the population segment, whereby the most polarised political topic in the Netherlands is presented as technically neutral. This is the most significant bias technique in this broadcast, because it concerns a structural choice that shapes the viewer's worldview.
- 2. Framing (Score 5):** Migration is framed as a historically continuous and therefore normal development, while mpox is framed as a disease that anyone can get. Both frames serve an inclusive-progressive narrative at the expense of factual precision and political completeness.
- 3. Agenda-setting (Score 5):** The broadcast sets an agenda in which technical and humanitarian solutions are presented as self-evident. Political dimensions of migration, climate policy and international aid remain out of view, which aligns with a progressive-technocratic worldview.

## Core Messages of the Broadcast

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**MESSAGE 1 (SUBSTANTIVE):** "Migration is a historically normal and economically necessary phenomenon that needs to be technically managed, not politically opposed."

**Technique:** Framing + Agenda-setting + Omission — Evidence: 13:20–16:24, 13:54–14:07

**MESSAGE 2 (PERSONAL):** "Everyone is vulnerable to mpox and stigmatisation of risk groups is racist and incorrect."

**Technique:** Framing + Word choice — Evidence: 02:26–02:41, 02:58–03:22

**MESSAGE 3 (SOCIETAL):** "The current cabinet is insufficiently prioritising refugee reception and climate adaptation, while the urgency is great."

**Technique:** Omission + Word choice + Selective indignation — Evidence: 11:24–11:31, 03:26–03:37

## Degree of Manipulation Classification

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Reasoning: The broadcast scores 3.3/10, indicating a slight but consistent tendency. The bias is not the result of active manipulation but of structural choices in topic selection, framing and omission. The complete absence of political perspectives on migration in the population segment is the most significant deviation from the pluralism obligation of Media Act Art. 2.1. The humanitarian framing of the Sudan segment, combined with the implicit cabinet criticism, reinforces a progressive-humanitarian narrative. The technical segments (water safety) are predominantly balanced.

## CONCLUSION

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The EenVandaag broadcast largely meets journalistic standards at a technical-substantive level, but displays a consistent slight tendency towards a progressive-technocratic worldview. The most significant deviation from Media Act Art. 2.1 concerns the population segment (13:00–16:24), in which migration is presented as a demographic-economic issue without any representation of the political perspectives of the two largest governing parties (PVV and BBB). The Sudan segment contains an undisclosed fundraising interest of the Red Cross spokesperson and an implicit cabinet criticism that goes unchallenged. The framing of mpox as "not a gay disease" and the qualification of the popular name as "racist" are normative judgements presented as fact. Although none of these findings individually constitutes a serious violation of Media Act Art. 2.1, together they form a pattern of structural omission of right-wing and populist perspectives that, when repeated across multiple broadcasts, gives rise to a pluralism issue.



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	4	••
2	SOURCE SELECTION	3	••
3	TIME ALLOCATION	3	••
4	OMISSION (Selective Omission)	5	•••
5	NUMERICAL MANIPULATION	3	••
6	GUILT BY ASSOCIATION	1	•
7	TIMING	2	•
8	SELECTIVE INDIGNATION	2	•
9	COMPLETENESS (Selective Omission — Overall Picture)	5	•••
10	FRAMING (Setting the frame)	5	•••
11	WORD CHOICE AND TERMINOLOGY	4	••
12	MODERATION BEHAVIOUR	2	•
13	QUESTION ASYMMETRY	3	••
14	FALSE BALANCE	2	•
15	AGENDA-SETTING	5	•••

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

**3.1/10**

*Slight imbalance*

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

**3.5/10**

*Slight imbalance*

#### TOTAL SCORE

**3.3/10**

*Slight imbalance*

*Average of Hard Facts and Soft Facts*



## KEY — Meaning of the scores

### Individual scores per criterion (0–10)

<b>0</b>	<b>No finding</b>	No relevant deviation established.
<b>1–2</b>	<b>Weak finding</b>	Slight deviation without material impairment of balance.
<b>3–4</b>	<b>Slight to moderate finding</b>	Recognisable tendency; minor to moderate impact.
<b>5</b>	<b>Moderate finding with impact</b>	Relevant imbalance that affects the opinion-forming potential of the public.
<b>6</b>	<b>Considerable finding (threshold)</b>	Scores from 6 onwards are classified as 'considerable findings'.
<b>7</b>	<b>Considerable finding</b>	Clear, well-documented imbalance with clear impact.
<b>8–9</b>	<b>Serious finding</b>	Pronounced imbalance; multiple documented individual findings in this criterion.
<b>10</b>	<b>Maximum severity</b>	Systematic, ongoing imbalance in this criterion.

### Aggregated deviation index — Interpretation ranges

<b>0.0 – 2.5</b>	<b>Unremarkable</b>	No material patterns observable; broadcast meets the balance requirement.
<b>2.6 – 4.0</b>	<b>Slight imbalance</b>	Isolated deviations; statistically visible, but within tolerance range.
<b>4.1 – 6.0</b>	<b>Considerable imbalance</b>	Multiple considerable findings; relevant impairment of diversity of perspectives.
<b>6.1 – 8.0</b>	<b>Serious deviation from the balance requirement. High degree of deviation</b>	Pronounced patterns across broadcasts; high impact.
<b>8.1 – 10</b>	<b>Fundamental systemic one-sidedness. Very high degree of bias</b>	Maximum severity across almost all criteria; systematically one-sided reporting.

### Party-political bias (-5 to +5)

<b>-5 to -3</b>	<b>Strongly disadvantaged</b>	Party is clearly disadvantaged in framing, airtime or presentation.
<b>-2 to -1</b>	<b>Slightly disadvantaged</b>	Recognisable but minor disadvantage.
<b>0</b>	<b>Neutral</b>	No observable favouring or disadvantaging.
<b>+1 to +2</b>	<b>Slightly favoured</b>	Recognisable but minor favouring.
<b>+3 to +5</b>	<b>Strongly favoured</b>	Party is clearly favoured in framing, airtime or presentation.



## CHAPTER 5 — LEGAL QUALIFICATION (Media Act Art. 2.1)

### Assessment on the basis of Media Act Art. 2.1

The Media Act requires pluriform, balanced and independent reporting by the public broadcaster.

Violation 1:

Standard: Media Act Art. 2.1 — pluralism requirement

Factual description: The population segment (13:00–16:24) addresses migration as a demographic-economic issue without any representation of the political perspectives of PVV (asylum stop, closing borders) and BBB (food security, national sovereignty), while these parties together hold 44 seats and form part of the governing coalition.

Evidence: 13:20 "I think the Netherlands has become a migration country like never before. We actually always were."  
— no political counter-voice present

Assessment: The complete omission of the political controversy around migration in a segment that explicitly concerns population growth through migration is a demonstrable deviation from the pluralism requirement. The state commission recommendation for "moderate growth" is presented as self-evident without political context.

Violation 2:

Standard: Media Act Art. 2.1 — balance and independence requirement

Factual description: Derk Segaar of the Red Cross is presented as a neutral expert while his organisation has a direct fundraising interest in emphasising the severity of the Sudan crisis. Giro number 881 is explicitly mentioned (12:33) without the presenter identifying this as a fundraising moment or critically questioning it.

Evidence: 12:33 "881 is the giro number but hardly any money is coming in."

Assessment: Presenting a fundraising organisation as a neutral expert without transparency about the institutional interest is a limited but demonstrable deviation from the independence requirement.

Violation 3:

Standard: Media Act Art. 2.1 — balance and right-of-reply requirement

Factual description: The municipality of Arnhem is implicitly criticised for approving housing construction in the floodplains (22:28–23:13) without the municipality being given speaking time to defend its decision. The Council of State ruling is mentioned but not explained.

Evidence: 22:28 "The neighbourhood was therefore surprised when the municipality announced it would build hundreds more houses here in the floodplains. Despite the negative advice from the ministry."

Assessment: The absence of the right of reply for the municipality of Arnhem is a limited but demonstrable deviation from the principle of balance.

### Overall Assessment Media Act Art. 2.1

The EenVandaag broadcast broadly meets the requirements of Media Act Art. 2.1, but displays demonstrable deviations on three points. The most significant deviation concerns the pluralism requirement in the population segment, where the political migration debate is completely absent. The other deviations (fundraising interest Red Cross, absence of right of reply for municipality of Arnhem) are of a more limited nature. On the basis of a single broadcast, no definitive conclusion can be drawn about a structural violation of Media Act Art. 2.1; for that, analysis of a series of broadcasts is required. The findings do, however, justify further investigation into the pattern of topic selection and political representation in EenVandaag broadcasts over a longer period.



## CHAPTER 6 — SOURCE DEPTH CHECK

### 1. Red Cross Netherlands (via Derk Segaar)

- 1. FUNDING:** Partly public (Ministry of Foreign Affairs via emergency aid financing), partly private donations from the public. Segaar confirms the "generous cooperation" with the ministry (11:44–11:56).
- 2. MANDATE:** Humanitarian aid — not compatible with a fully neutral assessment of the severity of crises, because the organisation has an institutional interest in emphasising urgency for fundraising.
- 3. CONFLICT OF INTEREST:** Direct fundraising interest — giro number 881 explicitly mentioned during interview (12:33). The organisation benefits financially from public attention to the Sudan crisis.
- 4. CREDIBILITY MATRIX:**
  - D1 Conflict of interest: -1 — Fundraising interest demonstrable
  - D2 Personal risk: +1 — Aid workers risk their lives in the field
  - D3 Competence: +1 — Direct field experience
  - D4 Consistency: +1 — Red Cross position consistent with humanitarian mission
  - D5 Emotionalisation vs. data: 0 — Mix of emotional appeals and concrete figures
  - D6 Source level: 0 — Own organisation information (secondary)

TOTAL: +2 → SOURCE LIGHT: YELLOW

- 5. COUNTER-VOICE:** No independent evaluation of Red Cross effectiveness in Sudan cited; no alternative humanitarian organisation with a differing assessment consulted.

IMPORTANT: "Red Cross" is not a neutral qualification. It is an institutional affiliation with its own fundraising interest that must itself be critically questioned.

### 2. State commission on population growth (recommendation "moderate growth")

- 1. FUNDING:** Publicly funded — established by the House of Representatives at the request of parliament.
- 2. MANDATE:** Advisory on population policy — compatible with neutral analysis, but recommendations have political implications that are not neutral.
- 3. CONFLICT OF INTEREST:** No direct commercial interest; however, institutional interest in its own recommendations being taken seriously. The recommendation for "moderate growth" implies migration restriction, which is politically controversial.
- 4. CREDIBILITY MATRIX:**
  - D1 Conflict of interest: +1 — No commercial interest
  - D2 Personal risk: +1 — Commission members stand behind public recommendations
  - D3 Competence: +2 — Multidisciplinary commission
  - D4 Consistency: +1 — Recommendations consistent with mandate
  - D5 Emotionalisation vs. data: +2 — Predominantly data-driven
  - D6 Source level: +1 — Primary report (own research)

TOTAL: +8 → SOURCE LIGHT: GREEN

- 5. COUNTER-VOICE:** No economist or demographer with a differing assessment cited; the recommendation for "maximum 20 million inhabitants by 2050" is presented as self-evident.

### 3. WHO (World Health Organization)

- 1. FUNDING:** UN body, funded by member states (mandatory contributions) and voluntary contributions from states and private donors (including Bill & Melinda Gates Foundation, approx. 13% of budget).
- 2. MANDATE:** International public health — compatible with neutral assessment of health risks, but emergency declarations also have political and financial implications for the organisation.
- 3. CONFLICT OF INTEREST:** WHO has an institutional interest in its own emergency declarations being taken seriously (credibility, funding). Criticism of WHO emergency declarations (including after COVID-19) is relevant context that is absent.
- 4. CREDIBILITY MATRIX:**



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- D1 Conflict of interest: 0 — Limited institutional interest in emergency declarations
- D2 Personal risk: +1 — Reputational risk in case of incorrect declarations
- D3 Competence: +2 — International health expertise
- D4 Consistency: +1 — Consistent with previous emergency declarations
- D5 Emotionalisation vs. data: +1 — Predominantly data-driven
- D6 Source level: +2 — Primary source (own surveillance data)

TOTAL: +7 → SOURCE LIGHT: GREEN

**5. COUNTER-VOICE:** No critical epidemiologist questioning the proportionality of the WHO declaration for the European/Dutch context.

**Source traffic lights for participants:**

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Red Cross Netherlands (via Derk Segaar)	-1	+1	+1	+1	0	0	+2	YELLOW
State commission on population growth (recommendation "moderate growth")	+1	+1	+2	+1	+2	+1	+8	GREEN
WHO (World Health Organization)	0	+1	+2	+1	+1	+2	+7	GREEN

**Legal and methodological notes**

<b>No factual determination</b>	The presented results do not constitute factual determinations about individual persons, editorial teams or broadcasts. They are the product of a standardised operationalisation, not a determination of individual responsibility.
<b>No legal judgement</b>	The aggregated deviation index does not replace a legal assessment on the basis of Media Act 2008 Art. 2.1. The assessment of whether a specific broadcast violates statutory requirements is exclusively the responsibility of the competent authorities (in particular the Commissariaat voor de Media).
<b>No proof of causality</b>	Statistical correlations must not be interpreted as proof of causal relationships or editorial intentions. Deviation values can be influenced by topic choice, news environment, political controversiality or format logic.
<b>No judgement on intent</b>	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a considerable imbalance has been established — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.
<b>Heuristic comparison instrument</b>	The index serves for comparative pattern recognition across thousands of broadcasts, not for precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



## APPENDIX 1: NATIONAL LEGISLATION

### Legal basis Netherlands — NPO

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#### Act

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Media Act 2008

#### Relevant articles

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- Art. 2.1 (Public media mandate): The public media service provides independent, pluriform, balanced information of high journalistic quality. The public media service contributes to the democratic, social and cultural needs of Dutch society.
- Art. 2.1 paragraph 2: The public media service reflects the social diversity of the Netherlands.
- Art. 2.88: Editorial independence and journalistic standards are guaranteed. The programmes are made under the editorial responsibility of the broadcasting associations.

#### Core obligations

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1. **Independence:** Independent provision of information
2. **Pluriformity:** Pluriform reporting
3. **Balance:** Balanced information of high journalistic quality
4. **Social diversity:** Reflection of Dutch society

#### Supervisory authority

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- Commissariaat voor de Media (CvdM): Media supervision, compliance with Media Act
- NPO Ombudsman: Internal complaints body

#### Complaints procedure

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1. NPO Ombudsman
2. Commissariaat voor de Media
3. Court (administrative law)



## APPENDIX 2: SCIENTIFIC SOURCES

### Literature

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### SVFAB Working Papers

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- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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**Unbalanced reporting** is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of contributors and source selection. Subsequently, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and much more, illustrated with numerous examples. Moreover, it becomes visible where we ourselves apply these techniques — this promotes not only insight but also empathy.

Optionally the book is supplied with **playing cards**.

Also available as an **audiobook**.



The interview is not a conversation. It is a stage — and someone else has written the script.

Those who do not know this provide material. Good quotes that are cut incorrectly. Correct statements that end up in the wrong context. Honest answers that are framed as confessions.

This book is not a media criticism book. It is a toolbox — for everyone who has a microphone in front of them and wants to know what they can do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common pitfalls. The three basic principles of sovereignty — anchoring, reframing, setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what counts after the interview.

For politicians, activists, entrepreneurs, whistleblowers — for everyone who is in the spotlight and wants to understand how the game works. So that they stop playing along — and start shaping it. In A5 format. Direct. For preparation, for reference, for debriefing and in difficult situations



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato



**You think you see the world.** In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not 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 go along with it. Daily. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of examples from real life. You learn not only how others frame you. You learn how you yourself frame — and how you can use it consciously and fairly.

Because those who understand framing see the world more clearly. Hear news differently. Conduct conversations more confidently. And no longer let themselves be so easily forced into a frame that someone else has chosen.

With many exercises and concrete examples from politics, media and everyday life — and an occasional smile.

**Framing with style. Because the frame changes everything.**