



NPO DETAILED ANALYSIS

2024-11-05_VPWON_1353325

Broadcast: NPO broadcast | 2024-11-05 | Analysed on: 2026-05-22 17:35

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

TOTAL SCORE

4.0/10

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 rated 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)

5.0 / 10

Balanced

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — chesdata.eu | [Jolly et al., Electoral Studies, 2022](#) | 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. Geert Wilders' PVV is the largest governing party with 37 seats. The opposition is led by GL-PvdA (25 seats), followed by D66 (9 seats), CDA (5 seats), SP (5 seats), BBB (7 seats, governing party), SGP (3 seats), PvdD (3 seats), CU (3 seats), FvD (3 seats) and DENK.

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, humane asylum policy, fair distribution
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, manageable migration, rule of law
CU	6.0	3	Opposition	Christian-social, centre-right
VVD	7.0	24	Government	Liberal, free market, strict migration policy
BBB	7.5	7	Government	Agrarian-populist, farmer protection
SGP	7.8	3	Opposition	Reformed, traditionally conservative
PVV	9.2	37	Government (largest)	Anti-Islam, asylum stop, national sovereignty
FvD	9.5	3	Opposition	Far-right, Eurosceptic, Baudet

The coalition is under high pressure due to internal disagreements over the implementation of the asylum deal, with PVV wanting more far-reaching measures than NSC and VVD consider acceptable. The departure of State Secretary Idsinga (NSC/Finance) following a tweet by Wilders illustrates the fragile relations within the coalition. The question of whether parts of Syria can be declared safe and whether diplomatic contacts with Assad are desirable forms a dividing line between PVV on the one hand and NSC/VVD on the other. At the same time, the American presidential election (Trump vs. Harris) dominates the international agenda and has direct implications for Dutch and European security and trade policy.

The Dutch public broadcaster (NPO) operates under the Media Act 2008, of which Article 2.1 requires pluriform, balanced and independent reporting across the total output. The NPO is composed of separate broadcasting associations (including BNNVARA, AVRO-TROS, KRO-NCRV) with their own editorial responsibility, whereby pluralism is assessed across the total output and not per individual broadcast. PVV leader Wilders has repeatedly criticised the NPO as a "left-wing broadcaster," which underlines the political sensitivity of the public broadcaster in the current political climate.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. party programme position
VVD	+1	06:51 "These are the people you do want here... who really need us" — Party programme position: strict but fair, regulate labour migration — VVD spokesperson correctly nuances asylum deal; position recognisable but limitedly represented — largely correct, incomplete
PVV	-1	04:02 "Wilders caved on emergency law" / 09:33 "He should have been a big boy" — Party programme position: asylum stop, borders closed, national sovereignty — Wilders receives airtime but is consistently framed as unreliable and crude; his substantive arguments about Syrian safe zones are not seriously examined — slightly distorted by framing
GL-PvdA	0	Not present in broadcast — Party programme position: humane asylum policy, climate, fair distribution — not addressed
NSC	+1	04:52 "That last sentence also feels very uncomfortable for us" — Party programme position: manageable migration, strengthening the rule of law — NSC position correctly represented as distancing from Wilders' furthest steps — correctly represented
D66	0	Not present in broadcast — Party programme position: European asylum policy, pro-EU — not addressed
BBB	0	Not present in broadcast — Party programme position: asylum stop, farmer protection — not addressed
CDA	0	Not present in broadcast — not addressed
SP	0	Not present in broadcast — not addressed

Summary Party Bias

- Most accurate representation: NSC (Score +1) — position correctly represented via Van Vroonhoven quote
- Strongest distortion: PVV (Score -1) — substantive position overshadowed by negative framing
- Average deviation from 0: 0.4
- Conclusion: The broadcast addresses only a limited number of parties directly. PVV positions are cited but consistently surrounded by negative commentary from the reporter ("Wilders caved," "He should have been a big boy"). NSC and VVD come off relatively neutrally. Opposition parties are entirely absent, which puts the pluralism requirement of the Media Act under pressure.

Left-Right Overall Tendency

TENDENCY SCORE: +0.8

CLASSIFICATION: Slightly left-favouring

Reasoning: The broadcast addresses the asylum dossier primarily from a critical perspective on the coalition, with emphasis on internal tensions and Wilders' conduct. The substantive arguments for the asylum policy are not tested against alternative left-wing or progressive positions, but the framing of Wilders as politically unreliable and crude



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("caved," "big boy") indicates a slight left-favouring tendency. The American election segment is predominantly factual and relatively balanced.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast details

- Title: NOS Journaal (evening broadcast, presumably 20:00)
- Date: 05.11.2024
- Length (estimated from transcript):
- Presenter/Reporter: Presenter in studio (name not mentioned in transcript); Arjan Noorlander (The Hague), Rudy Bouma (Washington), Eelco Bosch van Rosenthal (Pennsylvania), Jeroen Wollaars (Amsterdam)

Person	Function	Party/Affiliation	Political Spectrum
Koen Petersen	Americanist, senator	VVD	Right, liberal
Arjan Noorlander	NOS correspondent The Hague	NOS (journalism)	Neutral (journalism)
Rudy Bouma	NOS correspondent Washington	NOS (journalism)	Neutral (journalism)
Eelco Bosch van Rosenthal	NOS reporter Pennsylvania	NOS (journalism)	Neutral (journalism)
Jeroen Wollaars	NOS presenter America Votes	NOS (journalism)	Neutral (journalism)
Geert Wilders	Parliamentary leader PVV	PVV	Far-right (9.2)
VVD spokesperson	Not further identified	VVD	Right (7.0)
NSC parliamentary leader Van Vroonhoven	Parliamentary leader NSC	NSC	Centre-right (5.8)
Stephanie (mother of Marie)	Bereaved, TikTok case	None	Not applicable

Main theme

The broadcast addresses two parallel main themes: the American presidential elections of 5 November 2024 (Trump vs. Harris) and the domestic political tensions surrounding the Dutch asylum deal and the coalition crisis following the departure of State Secretary Idsinga.



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: Koen Petersen — Americanist and VVD senator

Timestamp: 02:16 / 26:34

Statement: "The Democrats resolved it smoothly... by putting Harris forward. But she had not been tested through primaries. That makes her a weaker candidate."

Framing: Petersen is presented as an "Americanist" — an academic qualification — but is simultaneously an active VVD senator. This dual mandate is not explicitly mentioned in the broadcast at his first introduction (02:16); only at the second introduction (26:34) is "senator for the VVD" added.

Missing countervoice: A Democrat-leaning political scientist or an expert without party-political affiliation could have offered a different perspective.

Source depth check:

(a) FUNDING: Petersen is funded as a VVD senator through the Dutch state (senate salary) and has a party-political tie to the VVD (CHES 7.0, right-liberal). As an academic Americanist he is affiliated with a university (not further specified in transcript). Potential conflict of interest: VVD is a governing party; his analysis of the American elections may implicitly reflect the VVD position on transatlantic relations.

(b) MANDATE: His academic mandate as an Americanist is compatible with neutral analysis of the American elections. His political mandate as a VVD senator is, however, not compatible with fully neutral interpretation when the outcome has implications for the Dutch coalition and foreign policy.

D1 Conflict of interest: -1 — Active VVD senator; party-political tie present, but not directly relevant to American election analysis

D2 Personal risk: +1 — Limited risk; his statements are predominantly factual and not controversial

D3 Competence: +2 — Recognised Americanist; field of expertise aligns with subject

D4 Opinion consistency: +1 — No indications of inconsistency; statements are in line with mainstream political science analysis

D5 Emotionalisation vs. data: +1 — Predominantly analytical, limited emotional appeal

D6 Source level: 0 — Secondary source; no primary research data cited

• TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW

(c) COMPETENCE: The introduction as "Americanist" without direct mention of his VVD senate membership at the first appearance (02:16) suggests a neutral academic authority, while he is an active party politician. This is an application of Technique 2 (source selection as framing).

Expert 2: Arjan Noorlander — NOS correspondent The Hague



Timestamp: 02:53 / 07:17

Statement: "Wilders is therefore saying that we should go and talk to the Syrian dictator Assad."

Framing: Noorlander functions as both analyst and reporter, which blurs the boundary between factual reporting and commentary. The term "dictator" is a value judgement presented as a factual qualification.

Missing countervoice: A correspondent who could have explained the diplomatic arguments in favour of contacts with Assad.

Source depth check:

(a) FUNDING: NOS is publicly funded through the national government. Structural conflict of interest: limited in foreign reporting; potentially present in domestic political reporting about the coalition that determines NPO funding.

(b) MANDATE: Journalistic mandate is compatible with neutral reporting; the boundary is crossed when value judgements are presented as factual qualifications.

D1 Conflict of interest: 0 — Publicly funded; limited direct conflict

D2 Personal risk: +1 — Journalistic reputation at stake

D3 Competence: +2 — Experienced parliamentary correspondent

D4 Opinion consistency: +1 — Consistent in style

D5 Emotionalisation vs. data: -1 — Use of "dictator" and "caved" are emotionally charged

D6 Source level: 0 — Secondary source

• TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

(c) COMPETENCE: Noorlander presents his own interpretation ("Wilders is therefore saying that we should go and talk to the Syrian dictator Assad") as a neutral summary, while it contains a value judgement.

Missing expert groups:

- Asylum law jurist for legal assessment of the return plans
- Independent political scientist without party-political ties for the American election analysis
- Syria expert for the security situation on the ground

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Koen Petersen — Americanist and VVD senator	-1	+1	+2	+1	+1	0	+4	YELLOW
Arjan Noorlander — NOS correspondent The Hague	0	+1	+2	+1	-1	0	+3	YELLOW

Summary (Matrix result):

- Koen Petersen: YELLOW (+4) — Competent but party-politically tied; tie not consistently mentioned
- Arjan Noorlander: YELLOW (+3) — Experienced correspondent but crosses boundary between fact and judgement



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

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

Source 1: FBI warning about bomb threats

Timestamp: 14:17

Statement: "Yes, that concerns a number of bomb threats... the reports appeared to come from Russian domain names."

(a) Funding and management: The FBI is an American government agency. No direct conflict of interest in reporting security threats.

(b) Structural conflict of interest: Limited; the FBI has an interest in elections proceeding in an orderly manner.

(c) Missing counter-source: An independent cybersecurity expert could have examined the claim about "Russian domain names."

Source 2: "Intelligence services and authorities" (anonymous)

Timestamp: 14:57

Statement: "They have been refuted by intelligence services and authorities."

(a) Funding: Not specified — anonymous government sources.

(b) Structural conflict of interest: Government agencies have an interest in maintaining trust in the electoral process.

(c) Missing counter-source: No independent verification of the denial.

Rumour check (penalty points):

Rumour 1:

Timestamp: 14:38

Claim: "But the reports appeared to come from Russian domain names."

Word marking: "appeared to come" (uncertain formulation, grammatically incomplete — indicates unconfirmed information)

Primary source present: no — no specific source cited for the Russian origin — penalty point +1

Rumour 2:

Timestamp: 35:01

Claim: "In Telegram groups, far-right groups are already preparing for such an election result and organising themselves."

Word marking: no explicit marking, but the claim is undocumented

Primary source present: no — no specific Telegram groups or research cited — penalty point +1

Summary: The source selection is limited and predominantly based on anonymous government sources and unverified claims. Two rumour points increase the score. Independent, non-governmental sources are entirely absent.



3. TIME ALLOCATION									3/10
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Definition: Distribution of airtime between different positions.

Estimated airtime:

- American elections (total): approx. 25 min. (58%)
- Asylum deal/domestic politics: approx. 10 min. (23%)
- Other news (Netanyahu, gambling law, TikTok, etc.): approx. 5 min. (12%)
- Promotion of America Votes broadcast: approx. 2 min. (5%)
- Koen Petersen (VVD senator/Americanist): approx. 8 min. (19%)
- Arjan Noorlander (correspondent): approx. 4 min. (9%)
- Wilders (PVV): approx. 1.5 min. (3.5%)
- Van Vroonhoven (NSC): approx. 0.5 min. (1%)
- VVD spokesperson: approx. 0.5 min. (1%)
- Presenter/moderator: approx. 5 min. (12%)

Summary: The time allocation is unbalanced: Koen Petersen (VVD senator) dominates the analytical segment with nearly one fifth of the total broadcast time. Opposition parties receive no airtime. The asylum deal receives considerably less attention than the American elections, despite its direct relevance to Dutch politics.



4. OMISSION (Selective Omission)

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Definition: What is not shown, although relevant?

Omission 1: Legal framework for asylum return

Context

The 1951 Refugee Convention and the EU Qualification Directive set strict requirements for designating "safe areas" for return.

Relevant at: 04:36 — "What Wilders considers most important is that it is examined whether parts of Syria can be declared safe"

Effect

The suggestion that return is legally straightforward to realise is not corrected by the missing legal framework.

Omission 2: Perspective of asylum seekers

Context

The people being discussed — Syrian asylum seekers — are not given a voice at any point.

Relevant at: 08:19 — "Almost half of the people who are allowed to stay here... come from Syria. 20,000 last year."

Effect

The reporting reduces asylum seekers to a statistical problem without a human face, which reinforces the framing of the asylum dossier as purely a management issue.

Omission 3: Opposition positions on asylum deal

Context

GL-PvdA, D66 and SP have outspoken positions on the asylum deal that are not represented.

Relevant at: 10:27 — "The opposition was willing to discuss this with the coalition. But what happened then? The coalition did not want a debate."

Effect

The opposition is only mentioned as a collective bloc without substantive position, which gives an incomplete picture of the political debate.

Summary: Three structural omissions reinforce each other: the absence of a legal framework, human perspective and opposition positions creates a picture of the asylum deal as primarily a coalition-internal management issue, without broader social and legal context.

Missing voices

- Asylum law jurist: Could have tested the legal feasibility of return to Syria against the Refugee Convention and European law.
- Human rights organisation (Amnesty International/VluchtelingenWerk): Could have substantiated the actual security situation in Syria with independent sources.
- Opposition politician (GL-PvdA or D66): Could have provided substantive counterpoint to the asylum deal from a humanitarian or legal perspective.
- Syrian asylum seeker or representative: Could have illustrated the human impact of the return plans.
- BBB spokesperson: Could have clarified the position of the fourth governing party as a coalition partner.



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- European migration expert: Could have explained the comparative European context and tested Wilders' claim about "a movement in Europe."
- Election expert with a critical perspective on Harris: Could have provided a more balanced picture alongside Koen Petersen's predominantly positive interpretation of the Democratic campaign.



5. USE OF FIGURES

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

Definition: Selective or misleading use of statistics.

Finding 1: "20,000 Syrians" without context

Timestamp: 08:24

Figure: "Almost half of the people who are allowed to stay here, who receive asylum status... come from Syria. 20,000 last year."

Dimensions:

- (a) Absolute value: ✓ shown (20,000)
- (b) Share: ✓ partially shown ("almost half")
- (c) Trend: X not shown — is this more or less than in previous years?

Missing context: Comparison with other EU countries (the Netherlands takes in relatively few asylum seekers compared to Germany or Sweden); trend over multiple years is absent.

Effect: The figure suggests a large and growing problem without providing the relative scale or historical context.

Finding 2: "80 million Americans" voted by post

Timestamp: 15:13

Figure: "80 million Americans... have already cast their vote by post"

Dimensions:

- (a) Absolute value: ✓ shown
- (b) Share: X not shown — of approximately 240 million eligible voters this is approximately 33%
- (c) Trend: X not shown — comparison with 2020 is absent

Missing context: In 2020, an exceptionally large number of people voted by post due to COVID-19; the comparison would clarify the significance of the figure.

Effect: Limitedly misleading; the figure is presented as impressive without relative context.

Summary: Two cases of incomplete presentation of figures, in which the trend component is consistently absent. The most problematic is the "20,000 Syrians" without European comparison or historical trend.



6. GUILT BY ASSOCIATION

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Definition: Discrediting through association with negative groups or ideas.

Association 1: Wilders — Assad — "dictator"

Timestamp: 07:17

Quote: "Wilders is therefore saying that we should go and talk to the Syrian dictator Assad."

Technique: By summarising Wilders' proposal for diplomatic contact together with the qualification "dictator" in the same sentence, Wilders is implicitly associated with legitimising a dictator. Wilders himself did not use the term "dictator" in his own statement (05:26: "Whatever you think of him... and it is not pretty").

Effect: The correspondent's summary adds a moral judgement that was not present in Wilders' own words, thereby framing his diplomatic pragmatism as moral approval of Assad.

Association 2: Far-right extremists — AfD

Timestamp: 39:38

Quote: "One of the arrested persons is a local politician from the far-right radical party AfD."

Technique: The mention of the AfD affiliation of one arrested person in a report about a neo-Nazi terrorist organisation associates the entire AfD with National Socialism, while the AfD is a legal parliamentary party.

Effect: Viewers can get the impression that AfD membership and terrorist activity are structurally connected, while it concerns one individual.

Association 3: Trump — election fraud — violence

Timestamp: 34:07 / 35:01

Quote: "He claimed today that there would have been 600 false ballots... None of that is true." / "In Telegram groups, far-right groups are already preparing for such an election result."

Technique: Trump's fraud claims are directly followed by references to violent far-right extremists on Telegram, which suggests an implicit causal chain: Trump → fraud claims → far-right extremist violence.

Effect: Trump is implicitly held responsible for potential far-right extremist violence, without this causal relationship being explicitly substantiated.

Summary: Three cases of guilt by association, with the most problematic being the Wilders-Assad link (correspondent adds value judgement not present in the original quote) and the Trump-violence chain (undocumented causal suggestion).



7. TIMING									3/10
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Definition: Strategic placement of information (beginning/middle/end).

Finding 1: Opening with "convicted former president"

Position: 01:44 (beginning)

Content: "or a former president convicted of criminal offences"

Timing effect: The very first characterisation of Trump in the broadcast is his criminal conviction. This sets the tone for all Trump reporting that follows. A neutral opening could have begun with his candidacy or political position.

Finding 2: Idsinga incident as conclusion of coalition segment

Position: 08:51 (end of coalition segment)

Content: "A tweet came from Geert Wilders... The State Secretary did not accept that... and he left. Now the cabinet is left with the mess."

Timing effect: The coalition segment ends with the most negative example of Wilders' behaviour (driving out a State Secretary), which determines the last impression viewers take away.

Finding 3: Telegram groups of far-right extremists as conclusion of America segment

Position: 35:01 (just before transition to Amsterdam segment)

Content: "In Telegram groups, far-right groups are already preparing for such an election result."

Timing effect: The America segment ends with a threatening image of far-right extremist violence, which colours the last impression of the American elections as potentially dangerous.

Summary: Three cases of strategic placement in which negative information about Trump and Wilders is consistently placed at the beginning or end of segments, exploiting primacy and recency effects.



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 is documented. A reaction can only be assessed as selective if comparable triggering events involving other positions did not produce an analogous reaction.

Finding 1: Wilders' tweet about Idsinga

Timestamp: 09:35

Triggering event: Wilders posted a tweet calling on State Secretary Idsinga to make his private investments public; Idsinga subsequently resigned.

Reaction: "This also really touches on the standards of conduct in how you treat each other." (Van Vroonhoven) / "Now the cabinet is left with the mess." (Noorlander)

Comparison: There is no comparable case in the broadcast where an opposition politician publicly put pressure on a coalition partner and where standards of conduct were critically discussed.

Asymmetry: Partially demonstrable — the incident is extensively addressed and morally qualified ("standards of conduct"), but there is no comparable case in the broadcast to fully test the selectivity.

Finding 2: Trump's fraud claims

Timestamp: 34:12

Triggering event: Trump claimed that there would have been 600 false ballots in Pennsylvania.

Reaction: "None of that is true." (Bosch van Rosenthal) — direct, explicit denial.

Comparison: When mentioning Democratic concerns about electoral integrity (22:11: "The Republicans fear fraud"), no comparable explicit testing of Democratic claims is carried out.

Asymmetry: Partially demonstrable — Trump's claims are explicitly refuted; Democratic claims are not subjected to the same scrutiny.

Degree of indignation: 2/5

Selectivity: 2/5

Summary: Two cases of mild selective indignation, in which Wilders' conduct and Trump's fraud claims are more explicitly qualified than comparable behaviour of other politicians. The asymmetry is present but not extreme.



9. COMPLETENESS (Selective Omission — Overall Picture)

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Definition: How completely does the broadcast portray the subject?

Finding 1: Missing opposition perspective on asylum deal

Timestamp: 10:27

Missing perspective/fact: Positions of GL-PvdA, D66, SP on the asylum deal

Relevance: The opposition represents more than half of the House of Representatives; their perspective is essential for a complete picture of the political debate.

Effect: The asylum deal is discussed exclusively from a coalition-internal perspective, creating the impression that the only discussion concerns implementation, not desirability.

Finding 2: Missing European context on Syria safety

Timestamp: 04:36

Missing perspective/fact: Which EU countries have designated Syrian areas as safe? What are the legal and humanitarian consequences?

Relevance: Wilders' claim that "an entire movement in Europe" wants contact with Assad is not tested against concrete facts.

Effect: An unverified political claim is presented as factual context.

Finding 3: Missing perspective on consequences of austere reception

Timestamp: 05:53

Missing perspective/fact: What are the concrete conditions of the proposed "austere reception"? Does this meet the minimum standards of the EU Reception Directive?

Relevance: The comparison with "construction site cabins for workers" (06:06) raises questions about the dignified treatment of asylum seekers.

Effect: A potentially legally and humanitarily problematic measure is presented without critical scrutiny.

Summary: The broadcast provides a structurally incomplete picture of the asylum dossier through the consistent absence of opposition perspective, legal framework and humanitarian context. This is the most significant shortcoming in terms of the pluralism requirement of the Media Act.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

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Definition: How is the subject fundamentally framed?

Finding 1: Asylum deal as coalition crisis, not as policy content

Timestamp: 03:02

Quote: "That asylum deal came about under high tension. The cabinet was wavering."

Manipulation: The asylum dossier is primarily framed as a story about political instability and coalition conflict, not as a substantive policy debate about migration, human rights or feasibility.

Why problematic: Viewers are steered towards the question "will the coalition survive?" rather than "is this policy desirable and feasible?" — a fundamentally different question that requires different perspectives.

Finding 2: Trump as threat to democracy

Timestamp: 16:16 / 16:53

Quote: "Very big words are being spoken on both sides about the significance if the other wins: The end of democracy." / "The storming of the Capitol."

Manipulation: The "end of democracy" rhetoric is presented as a symmetrical argument ("on both sides"), but the concrete examples that follow (Capitol storming, Telegram groups) are exclusively linked to the Trump side.

Why problematic: The seemingly symmetrical framing ("both sides say it") masks an asymmetrical elaboration in which only the Trump side is illustrated with concrete examples of violence and anti-democratic behaviour.

Finding 3: Wilders as political troublemaker

Timestamp: 04:02 / 09:33

Quote: "Wilders caved on the emergency law." / "He should have been a big boy."

Manipulation: Wilders is consistently framed as someone who makes concessions ("caved"), drives others out and behaves childishly ("big boy"), rather than as a politician implementing his programme.

Why problematic: This frame reduces the largest governing party to a political troublemaker, without testing the substantive legitimacy of his positions.

Summary: Three structural framing choices consistently steer the viewer towards a negative assessment of Wilders and Trump, while the substantive arguments of both politicians remain underexposed.



11. WORD CHOICE AND TERMINOLOGY

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

Finding 1: "Syrian dictator Assad"

Timestamp: 07:17

Quote: "Wilders is therefore saying that we should go and talk to the Syrian dictator Assad."

Manipulation: "Dictator" is a political value judgement, not a neutral description. Assad is formally head of state of Syria; the qualification "dictator" is substantively defensible but belongs in an opinion piece, not in a news summary.

Why problematic: A neutral alternative would be: "the Syrian president Assad" or "the Syrian leader Assad, who is accused of war crimes by Western countries."

Finding 2: "Caving"

Timestamp: 04:02

Quote: "Wilders caved on the emergency law."

Manipulation: "Caving" is an informal expression implying capitulation and loss of face. It is a journalistic judgement, not a neutral description of a political concession.

Why problematic: Neutral alternative: "Wilders made a concession on the emergency law" or "Wilders agreed to an alternative approach to the emergency law."

Finding 3: "Now the cabinet is left with the mess"

Timestamp: 09:20

Quote: "Now the cabinet is left with the mess."

Manipulation: "Being left with the mess" implies that the cabinet itself is responsible for the damage and is now bearing the consequences — a moral judgement packaged as a factual description.

Why problematic: Neutral alternative: "The cabinet now has to find a successor for State Secretary Idsinga."

Summary: Three cases of value judgements packaged as neutral journalistic language, all three aimed at negatively qualifying the coalition and specifically Wilders. The word choice is consistent in its direction.



12. MODERATION BEHAVIOUR

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

Methodological principle (v2.2): Before each assessment, the triggering event is documented. An intervention can only be assessed as asymmetric if comparable triggering events involving other guests did not produce an analogous intervention.

Finding 1: No follow-up question to Koen Petersen about VVD affiliation

Timestamp: 26:34

Triggering event: Petersen is introduced as "senator for the VVD" but then provides political analyses about the American elections.

Quote (presenter): "If you compare this campaign with those of the past 20 years... what stands out?"

Comparison: There is no comparable case in the broadcast where a guest with a left-wing party-political tie was deployed as a neutral expert without a follow-up question about possible bias.

Asymmetry: Partially demonstrable — the VVD tie is mentioned at the second introduction but not discussed as a potential conflict of interest.

Finding 2: No follow-up question on claim about Russian bomb threats

Timestamp: 14:38

Triggering event: Correspondent Bouma claims that bomb threats "came from Russian domain names" without a primary source.

Quote (presenter): no follow-up question — the claim is accepted without a verification question.

Comparison: Trump's fraud claims are explicitly followed up and refuted (34:12).

Asymmetry: Demonstrable — claims identifying Russia as an actor are not subjected to the same verification standard as Trump's claims.

Summary: The moderation behaviour shows two asymmetries: the VVD tie of Petersen is not critically questioned, and the Russian origin claim is not verified while Trump's claims are explicitly refuted.



13. QUESTION ASYMMETRY

3/10

1

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

Asymmetry 1: Petersen on Harris vs. Trump

To Koen Petersen, 31:18: "How would you describe Harris' campaign?" — neutral/open

To Koen Petersen, 32:50: "And that of Trump?" — neutral/open

Comparison: Both questions are formally symmetrical, but the elaboration is asymmetrical: with Harris, follow-up questions are asked about her strong points (young people, enthusiasm), with Trump about his weak points (whipping up his base, ignoring moderate voters). The presenter does not actively steer the analysis, but Petersen's answers are not corrected or supplemented.

Asymmetry 2: Noorlander on Wilders vs. coalition partners

To Noorlander, 07:17: "What stands out: Wilders is therefore saying that we should go and talk to the Syrian dictator Assad. Does the rest of the coalition think the same way?" — critical, with value judgement ("dictator") built in

Comparison: There is no comparable question about the positions of NSC or VVD that contains a comparable value judgement.

Asymmetry: Demonstrable — the question about Wilders contains a built-in value judgement ("dictator") that is absent in questions about other coalition partners.

Summary: Two cases of question asymmetry, with the most significant being the built-in qualification "dictator" in the question about Wilders — a value judgement that the respondent (Noorlander) does not need to justify because it is already built in as a premise.



14. FALSE BALANCE									2/10
1	2	3	4	5	6	7	8	9	10

Definition: Artificial balance despite factual imbalance.

Finding 1: "Big words on both sides"

Timestamp: 17:11

Construction: "Very big words are being spoken on both sides about the significance if the other wins: The end of democracy."

Analysis: The formulation "on both sides" suggests symmetry between Democrats and Republicans in their apocalyptic rhetoric. The concrete examples that follow (Capitol storming, Telegram groups) are, however, exclusively linked to the Trump/Republican side. This is a case of false balance in which the symmetrical framing masks an asymmetrical elaboration.

Summary: One case of false balance, in which the seemingly symmetrical formulation "on both sides" masks an asymmetrical elaboration. The score is low because it concerns an isolated case.



15. AGENDA-SETTING

5/10

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

Finding 1: Asylum deal as coalition-internal problem

Established agenda element: The asylum deal is primarily a matter of coalition-internal tensions and feasibility, not of substantive policy considerations.

Timestamp: 03:02 — Evidence: "That asylum deal came about under high tension. The cabinet was wavering."

Alternative agenda: The asylum deal as a legal, humanitarian and international law question; the question of whether the policy is desirable, not only whether it is feasible.

Finding 2: Trump as inherent threat

Established agenda element: A Trump victory is inherently problematic for democracy and international stability.

Timestamp: 16:53 — Evidence: "The storming of the Capitol." / 35:01 "In Telegram groups, far-right groups are already preparing themselves."

Alternative agenda: The concrete policy positions of Trump (tax cuts, deregulation, energy policy) and their possible positive effects for certain groups of voters; the reasons why millions of Americans consciously choose Trump.

Finding 3: Russian interference as established fact

Established agenda element: Russian interference in the American elections is an established fact that requires no further verification.

Timestamp: 14:38 — Evidence: "the reports appeared to come from Russian domain names"

Alternative agenda: Critical examination of the origin claim; distinction between Russian domain names and proven Russian state interference.

Summary: Three agenda-setting patterns that together construct a coherent worldview: the coalition (particularly Wilders) as politically unstable, Trump as a democratic threat, and Russia as an established enemy. Alternative interpretations do not make it onto the agenda.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of Individual Scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	5	VVD senator Petersen dominates analytical segment without explicit mention of party tie at first introduction
2	Source selection	H	4	Two undocumented claims (Russian domain names, Telegram groups) increase the score; anonymous government sources dominate
3	Time allocation	H	3	VVD senator receives 19% of total broadcast time; opposition receives no airtime
4	Omission	H	6	Legal framework, opposition perspective and human perspective of asylum seekers are entirely absent
5	Use of figures	H	3	"20,000 Syrians" without European comparison or historical trend; limitedly misleading
6	Guilt by association	H	4	Wilders-Assad link via "dictator" qualification; Trump-violence chain without causal substantiation
7	Timing	H	3	Negative information about Trump and Wilders consistently placed at beginning or end of segments
8	Selective indignation	H	4	Wilders' conduct and Trump's fraud claims more explicitly qualified than comparable behaviour of others
9	Completeness	H	6	Structural absence of opposition perspective, legal framework and humanitarian context in asylum dossier
10	Framing	S	5	Asylum deal as coalition crisis; Trump as democratic threat; Wilders as political troublemaker
11	Word choice	S	5	"Dictator", "caved", "left with the mess" — value judgements packaged as neutral journalistic language
12	Moderation behaviour	S	3	VVD tie of Petersen not critically questioned; Russian origin claim not verified while Trump's claims are refuted
13	Question asymmetry	S	3	"Dictator" qualification built into question about Wilders; absent in questions about other coalition partners
14	False balance	S	2	"Big words on both sides" masks asymmetrical elaboration in which only the Trump side is illustrated
15	Agenda-setting	S	5	Three coherent agenda patterns: coalition as unstable, Trump as threat, Russia as established enemy

Results

- HARD FACTS SCORE (Average Criteria 1-9): 4.2 / 10
- SOFT FACTS SCORE (Average Criteria 10-15): 3.8 / 10



- TOTAL SCORE (Average all 15 criteria): 4.1 / 10

Dominant Techniques

- 1. Omission / Selective Omission (Score 6):** The broadcast structurally omits the legal framework, the opposition perspective and the human perspective of asylum seekers in the reporting on the asylum deal. This creates a picture of the asylum deal as purely a coalition-internal management issue, without the broader social and legal context that is necessary for a complete understanding.
- 2. Completeness (Score 6):** Consistent with the selective omission, the broadcast provides a structurally incomplete picture of the asylum dossier. More than half of the House of Representatives (opposition) receives no airtime, and crucial perspectives such as the Refugee Convention and the situation in Syria are not addressed.
- 3. Framing (Score 5) / Word choice (Score 5):** The broadcast consistently uses value judgements packaged as neutral journalistic language ("dictator", "caved", "left with the mess") and frames the asylum dossier primarily as a coalition crisis rather than as a substantive policy debate. This steers the viewer towards a negative assessment of the coalition without testing the substantive arguments.

Core Messages of the Broadcast

MESSAGE 1 (SUBSTANTIVE): "The asylum deal is a politically precarious compromise that is probably not feasible."

Technique: Framing as coalition crisis, emphasis on ambiguities and internal tensions — Evidence: 03:02, 03:48, 08:46

MESSAGE 2 (PERSONAL): "Geert Wilders is a political troublemaker who puts pressure on his coalition partners and makes concessions on his own positions."

Technique: Word choice ("caved", "big boy"), timing (negative information at end of segment) — Evidence: 04:02, 09:33, 09:20

MESSAGE 3 (SOCIETAL): "A Trump victory poses a threat to democracy and international stability."

Technique: Guilt by association (Trump → fraud claims → Capitol storming → Telegram groups), timing (threatening image as conclusion) — Evidence: 01:44, 16:53, 35:01

Reasoning: The broadcast scores 4.1 on the overall scale, which is on the boundary between "slight tendency" and "clear one-sidedness." The hard facts score of 4.2 is higher than the soft facts score of 3.8, meaning that the one-sidedness is also demonstrable in measurable, objective criteria. The structural absence of opposition perspective (Criteria 4, 9), the dominance of a VVD senator as the only political analyst (Criteria 1, 3), and the consistent negative framing of Wilders and Trump (Criteria 10, 11, 15) together form a pattern that puts the pluralism requirement of Media Act Art. 2.1 under pressure. The score justifies the qualification "clear one-sidedness" given the structural nature of the findings.

CONCLUSION

The broadcast of the NOS Journaal of 5 November 2024 shows a pattern of structural one-sidedness that is demonstrable on multiple measurable criteria. The most significant shortcomings are the complete absence of opposition perspective in the reporting on the asylum deal, the dominance of an active VVD senator as the only political analyst, and the consistent use of value judgements packaged as neutral journalistic language in the reporting on Wilders and Trump. These findings are not the result of one isolated editorial choice, but of a coherent pattern that manifests itself across multiple segments and criteria. In light of Media Act Art. 2.1, which requires pluriform, balanced and independent reporting, the absence of opposition perspective and the lack of legal and humanitarian context in the asylum dossier is the most problematic finding. The broadcast does not fully comply with the pluralism requirement of the Media Act, although the shortcomings are not of such severity as to justify the qualification "systematic bias."



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

4.2/10

Considerable imbalance

SOFT FACTS SCORE (9-14)

3.8/10

Slight imbalance

TOTAL SCORE

4.0/10

Slight imbalance

Average of Hard Facts and Soft Facts



KEY — Meaning of the scores

Individual scores per criterion (0–10)

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

Aggregated deviation index — Interpretation ranges

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

Party-political bias (-5 to +5)

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



CHAPTER 5 — LEGAL FRAMEWORK (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: Absence of opposition perspective

Standard: Media Act Art. 2.1 — pluralism requirement

Factual description: In the reporting on the asylum deal and the coalition crisis, only coalition partners (PVV, NSC, VVD) are given a voice. Not a single opposition party — which together represent more than half of the House of Representatives — receives airtime or is substantively quoted.

Evidence: Timestamp 02:43–11:00 — the entire domestic political segment contains no opposition voice.

Assessment: This constitutes a violation of the pluralism requirement: a complete political segment on a controversial policy dossier without any opposition voice does not comply with the requirement of balanced reporting.

Violation 2: Use of value judgements as neutral journalistic language

Standard: Media Act Art. 2.1 — independence requirement

Factual description: The NOS correspondent uses terms such as "Syrian dictator Assad", "caving" and "being left with the mess" as neutral summaries of political facts, while they are value judgements that colour the reporting.

Evidence: Timestamp 07:17 — "Wilders is therefore saying that we should go and talk to the Syrian dictator Assad"; 04:02 — "Wilders caved on the emergency law"; 09:20 — "Now the cabinet is left with the mess."

Assessment: The use of value judgements as neutral journalistic language undermines the independence requirement of the Media Act; the reporting crosses the boundary between factual reporting and commentary.

Violation 3: Deployment of party-politically tied expert without transparency

Standard: Media Act Art. 2.1 — independence requirement

Factual description: Koen Petersen is presented at his first introduction (02:16) exclusively as "Americanist," without mention of his active senate membership for the VVD. Only at the second introduction (26:34) is his party-political tie mentioned.

Evidence: Timestamp 02:16 — "And here in the studio, Americanist Koen Petersen"; 26:34 — "Koen Petersen, Americanist and senator for the VVD."

Assessment: The non-transparent presentation of the party-political tie of an expert at his first appearance undermines the independence requirement; viewers cannot correctly contextualise his analyses.

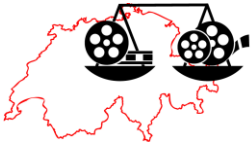
Overall assessment Media Act Art. 2.1

The broadcast of the NOS Journaal of 5 November 2024 does not fully comply with the requirements of Media Act Art. 2.1 on three demonstrable points: the absence of opposition perspective in a complete political segment, the use of value judgements as neutral journalistic language, and the non-transparent presentation of the party-political tie of the only political analyst. These shortcomings are structural in nature and not the result of incidental editorial choices. Although the Media Act assesses pluralism across the total NPO output and not per individual broadcast, the identified patterns — in particular the complete absence of opposition perspective — constitute an indication of a systematic editorial tendency that, if repeated, would be in conflict with the pluralism requirement. A formal complaint to the Media Authority could be admissible on the basis of these findings, whereby the burden of proof would lie in demonstrating a structural pattern across multiple broadcasts.

SOURCE DEPTH CHECK (Mandatory for all cited specialist bodies / NGOs / advisory bodies)

1. FBI (cited in connection with bomb threats)

1. **FUNDING:** American federal government; fully state-funded.



2. **MANDATE:** Enforcement of federal legislation and protection of electoral integrity; mandate is compatible with reporting security threats, but not fully neutral on politically sensitive electoral matters.
 3. **CONFLICT OF INTEREST:** The FBI has an institutional interest in maintaining trust in the electoral process; this can lead to selective provision of information.
 4. **CREDIBILITY MATRIX:**
 - D1 Conflict of interest: -1 — Government agency with institutional interest
 - D2 Personal risk: +1 — Institutional reputation at stake
 - D3 Competence: +2 — Competent authority for electoral security
 - D4 Opinion consistency: +1 — Consistent in electoral security policy
 - D5 Emotionalisation vs. data: +1 — Predominantly factual
 - D6 Source level: 0 — Secondary source (via correspondent)
- TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW
5. **COUNTERVOICE:** An independent cybersecurity expert could have examined the claim about "Russian domain names"; absent from the broadcast.

2. "Intelligence services and authorities" (anonymous, cited in connection with denial of fake news)

1. **FUNDING:** Not specified — anonymous government sources.
 2. **MANDATE:** Not verifiable due to anonymity.
 3. **CONFLICT OF INTEREST:** Government agencies have an interest in maintaining trust in the electoral process; anonymity makes independent verification impossible.
 4. **CREDIBILITY MATRIX:**
 - D1 Conflict of interest: -2 — Anonymous; not verifiable
 - D2 Personal risk: 0 — Anonymous; no personal risk
 - D3 Competence: 0 — Not verifiable
 - D4 Opinion consistency: 0 — Not verifiable
 - D5 Emotionalisation vs. data: 0 — Not verifiable
 - D6 Source level: -2 — Tertiary source (anonymous, via correspondent)
- TOTAL: -4 → SOURCE TRAFFIC LIGHT: RED
5. **COUNTERVOICE:** No independent verification of the denial; the claim is presented as an established fact.

3. "Public prosecutor of Pennsylvania" (cited in connection with election fraud)

1. **FUNDING:** State-funded; elected official in Pennsylvania.
 2. **MANDATE:** Enforcement of electoral legislation; mandate is compatible with statements about election fraud.
 3. **CONFLICT OF INTEREST:** As an elected official, the public prosecutor has political interests; his party-political affiliation is not mentioned in the broadcast.
 4. **CREDIBILITY MATRIX:**
 - D1 Conflict of interest: -1 — Elected official; political interests present
 - D2 Personal risk: +1 — Professional reputation at stake
 - D3 Competence: +2 — Competent authority for electoral legislation
 - D4 Opinion consistency: 0 — Not verifiable from transcript
 - D5 Emotionalisation vs. data: +1 — Predominantly factual
 - D6 Source level: 0 — Secondary source (via correspondent)
- TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW
5. **COUNTERVOICE:** Party-political affiliation of the public prosecutor is not mentioned; this is relevant for the assessment of his statements about election fraud.

IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must itself be critically questioned. None of the three cited sources reaches the green level; two are yellow and one is red. The red source (anonymous intelligence services) is presented in the broadcast as an established fact without any verification question — this is the most problematic source choice in the broadcast.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
--------	----	----	----	----	----	----	-------	--------



FBI (cited in connection with bomb threats)	-1	+1	+2	+1	+1	0	+4	YELLOW
"Intelligence services and authorities" (anonymous, cited in connection with denial of fake news)	-2	0	0	0	0	-2	-4	RED
"Public prosecutor of Pennsylvania" (cited in connection with election fraud)	-1	+1	+2	0	+1	0	+3	YELLOW

Legal and methodological notes

No factual determination	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.
No legal judgement	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 Media Authority).
No proof of causality	Statistical correlations must not be interpreted as proof of causal relationships or editorial intentions. Deviation values can be influenced by subject selection, news environment, political controversiality or format logic.
No judgement on intention	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.
Heuristic comparison instrument	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

Law

Media Act 2008

Relevant articles

- 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

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

Supervisory authority

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

Complaints procedure

1. NPO Ombudsman
2. Media Authority
3. Court (administrative law)



APPENDIX 2: SCIENTIFIC SOURCES

Literature

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- 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 staff and source selection. Subsequently, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context 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.

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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



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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 participate. 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 imposed a frame that someone else has chosen.

With many exercises and concrete examples from politics, media and everyday life — and occasionally a smile.

Framing with style. Because the frame changes everything.