



## NPO DETAILED ANALYSIS

2025-03-10\_AT\_300017776

Broadcast: NPO broadcast | 2025-03-10 | Analysed on: 2026-05-22 22:50

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

### TOTAL SCORE

**5.3/10**

*Considerable 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)

**4.7 / 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 current Schoof cabinet (since July 2024) is an extra-parliamentary cabinet consisting of PVV (37 seats), VVD (24 seats), NSC (20 seats) and BBB (7 seats). Prime Minister Dick Schoof is non-partisan. The largest opposition party is GL-PvdA with 25 seats, followed by D66 (9 seats), CDA (5 seats), SP (5 seats), PvdD (3 seats), CU (3 seats), SGP (3 seats), FvD (3 seats), DENK and Volt.

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1.1	5	Opposition	Socialist, anti-austerity
GL-PvdA	2.4	25	Opposition (largest)	Climate, humane asylum policy, fair sharing
PvdD	2.5	3	Opposition	Animal rights, climate, left
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, manageable migration
CU	6.0	3	Opposition	Christian-social, centre-right
VVD	7.0	24	Government	Free market, entrepreneurship, strict migration policy
BBB	7.5	7	Government	Agrarian-populist, farmer protection, EU-critical
SGP	7.8	3	Opposition	Reformed, traditional, right
PVV	9.2	37	Government (largest)	Anti-Islam, asylum stop, Nexit debate, Wilders
FvD	9.5	3	Opposition	Far right, Baudet, sovereignty

The most important political fault line in the Netherlands concerns migration policy: the coalition is pursuing a historically strict asylum policy, while the opposition (particularly GL-PvdA and D66) advocates for a more humane policy. A second line of tension concerns the relationship with NATO and the US: Trump's pro-Russian stance is forcing the Netherlands to reconsider its defence and intelligence cooperation, with parties such as PVV having historically shown sympathy for Putin. Thirdly, the climate debate is at play: the coalition (particularly PVV and BBB) wants to move away from climate legislation, while GL-PvdA and D66 pursue ambitious climate targets. Finally, the rule of law is under pressure from the PVV agenda around de-Islamisation and criticism of the judiciary.

The Dutch public broadcaster (NPO) operates under the Media Act 2008, whereby Article 2.1 requires pluriform, balanced and independent reporting across the total output. The NPO system is fragmented: broadcasting associations such as AVRO/TROS (EenVandaag) have their own editorial responsibility, but must collectively meet the pluralism obligation. PVV leader Wilders has repeatedly criticised the NPO as a "left-wing broadcaster", which increases the political sensitivity of balanced reporting.



## CHAPTER 1 — PARTY-POLITICAL BIAS

### Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. Party programme
VVD	0	Not covered — Party position: strict but fair migration policy, pro-NATO — not addressed
PVV	-2	00:38 "Putin is his great friend. And Europe is done for." — Party position PVV: Next debate, national sovereignty — the broadcast indirectly implies that pro-Russian sympathies (associated with Trump, but also relevant to PVV's background) are dangerous, without representing or nuancing the PVV's position — distorted by omission
GL-PvdA	0	Not explicitly covered — Party position: humane asylum policy, pro-EU — not addressed
NSC	0	Not covered — Party position: manageable migration, rule of law — not addressed
D66	0	Not covered — Party position: strongly pro-European, more EU integration — thematically relevant but not cited
BBB	0	Not covered — Party position: EU-critical, national sovereignty — not addressed
CDA	0	Not covered — not addressed
SP	0	Not covered — not addressed

Score explanation: Score 0 = party/topic not featured in broadcast; score -2 = party position indirectly distorted or omitted while relevant.

### Summary Party Bias

- Most accurate representation: No party was explicitly and fully represented (all score 0 or lower)
- Strongest distortion: PVV (score -2) — Trump's pro-Russian stance is prominently framed as dangerous, while PVV has historically shown sympathy for Putin; this connection is not made but the implicit association is present
- Average deviation from 0: 0.25
- Conclusion: The broadcast does not explicitly address party-political positions. However, the topic of intelligence cooperation with the US indirectly touches on PVV positions (pro-Russia, Next debate, national sovereignty), without these being named or nuanced. The absence of political context from a coalition or opposition perspective is in itself a form of selective omission.

### Left-Right Overall Tendency

TENDENCY SCORE: +1.4

CLASSIFICATION: Left-favouring

Rationale: The broadcast frames Trump's pro-Russian stance as inherently dangerous and untrustworthy, without offering space to perspectives that defend American sovereignty or scepticism towards European intelligence integration. The advocacy for a "European Five Eyes" and more intensive EU cooperation aligns with progressive-liberal and pro-European party positions (GL-PvdA, D66), while EU-critical or sovereignty-oriented perspectives (PVV, BBB, FvD) are entirely absent. The choice of experts reinforces this picture: both interviewees share the premise that Trump poses a danger.



## CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

### Broadcast details

- Title: EenVandaag (AVRO/TROS)
- Date: 10.03.2025
- Length (estimated from transcript):
- Presenter/Reporter: Not named in transcript; reporters Whitney and Nienke Edelenbosch (Lebanon correspondent) are mentioned
- Persons interviewed:

Person	Function	Party/Affiliation	Political Spectrum
Ben de Jong	Intelligence services researcher (decades of experience)	Independent academic	Neutral-left framed
Pieter Cobelens	Former director MIVD	Former government/military	Institutionally neutral
Sharon Dijksma	Mayor of Utrecht, head of Safety Region	PvdA (GL-PvdA)	Left
Biographer Greet Hofmans (name not mentioned)	Biographer	Independent	Not political
Next of kin Joost Wolters (name not mentioned)	Brother of metro victim 2017	Citizen	Not political
Nienke Edelenbosch	NPO correspondent Lebanon	NPO	Journalism

### Main topic

The broadcast covers three separate subjects: (1) the reliability of American intelligence services under Trump and the consequences for European security cooperation; (2) the violence in Syria following the fall of Assad; (3) the problem of psychiatric patients with dangerous behaviour in the Netherlands and the lack of political action.



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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:** Ben de Jong — Intelligence services researcher

Timestamp: 01:21–04:08

Statement: "I think there is a great deal of reason to be very concerned. And that starts with the reputation of Donald Trump himself."

Framing: Presented as a neutral academic expert ("spent decades researching intelligence services"), but his statements are strongly normative and politically charged ("conspiracy theorists", "unheard of").

Missing counter-voice: An expert who emphasises the continuity of institutional cooperation despite political turbulence, or an American perspective.

#### Source depth check:

**(a) FUNDING:** Not mentioned in the broadcast. Academic researchers are typically funded by universities (public) or research institutes. No demonstrable commercial interest, but also no transparency about institutional affiliation.

**(b) MANDATE:** Research into intelligence services is compatible with analysis, but normative political statements ("they are conspiracy theorists") fall outside a strictly academic mandate.

D1 Conflict of interest: +1 — No demonstrable direct interest, but institutional tendency towards alarmism among intelligence researchers

D2 Personal risk: +1 — Academic faces limited risk from these statements

D3 Competence: +2 — Decades of research into intelligence services; relevant field

D4 Consistency of opinion: 0 — No previous statements available for comparison

D5 Emotionalisation vs. data: -1 — Statements are partly normative ("unheard of", "conspiracy theorists") without empirical substantiation

D6 Source level: +1 — Secondary source (analysis), no primary intelligence access

• TOTAL: +4 → SOURCE LIGHT: YELLOW

**(c) COMPETENCE:** The framing as a neutral expert masks the normative political charge of his statements; this is an application of Technique 2 (source selection as framing).

**Expert 2:** Pieter Cobelens — Former director MIVD

Timestamp: 05:39–08:31

Statement: "If rockets are fired... people will die and that is the fault of President Trump."

Framing: Presented as an institutional authority ("former director of the military intelligence service"), which lends extra weight to his statements.

Missing counter-voice: A former director who emphasises the institutional robustness of NATO cooperation, or an expert who defends the American security position.

#### Source depth check:



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**(a) FUNDING:** Former government official; no current institutional funding mentioned. Possibly active as an adviser or speaker, but not made transparent.

**(b) MANDATE:** As former director of MIVD he has direct operational knowledge; however, his mandate for political statements ("fault of President Trump") is limited.

D1 Conflict of interest: +1 — No demonstrable direct interest; possible reputational interest in alarmist statements

D2 Personal risk: +1 — Retired official faces limited risk

D3 Competence: +2 — Direct operational experience at MIVD; highest relevance

D4 Consistency of opinion: 0 — No previous statements available

D5 Emotionalisation vs. data: -2 — "That is the fault of President Trump" is a strongly normative judgement without empirical substantiation

D6 Source level: +2 — Primary source (direct operational experience)

• TOTAL: +4 → SOURCE LIGHT: YELLOW

**(c) COMPETENCE:** The combination of institutional authority (former director MIVD) with strongly normative statements ("fault of Trump") creates a misleading impression of objective authority for what is in fact a political judgement.

*Missing expert groups:*

- American security expert or former CIA/NSA official
- EU-sceptical security analyst
- Mental health psychiatrist or clinical practitioner (for the third segment)

### Source traffic lights for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Ben de Jong — Intelligence services researcher	+1	+1	+2	0	-1	+1	+4	YELLOW
Pieter Cobelens — Former director MIVD	+1	+1	+2	0	-2	+2	+4	YELLOW

*Summary (matrix result):*

- Ben de Jong: SOURCE LIGHT YELLOW (+4) — Competent but normatively framed as neutral
- Pieter Cobelens: SOURCE LIGHT YELLOW (+4) — High operational credibility, but political statements exceed domain of expertise



## 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: Ben de Jong (academic researcher)

Timestamp: 01:21 — Statement: "They are conspiracy theorists. Conspiracy theorists have been spouting the most outrageous nonsense in recent years."

**(a) Funding and management:** Academic; publicly funded via university (not specified)

**(b) Structural conflict of interest:** Intelligence researchers have an institutional interest in emphasising the relevance and vulnerability of intelligence cooperation

**(c) Missing counter-source:** A source that emphasises the institutional resilience of NATO intelligence cooperation

### Source 2: Pieter Cobelens (former director MIVD)

Timestamp: 05:39 — Statement: "If rockets are fired... people will die and that is the fault of President Trump."

**(a) Funding:** Former government official; current affiliation not mentioned

**(b) Structural conflict of interest:** Former intelligence directors have an institutional interest in emphasising the importance of their former service

**(c) Missing counter-source:** Former American intelligence official

### Source 3: Sharon Dijksma (mayor of Utrecht, GL-PvdA)

Timestamp: 12:14 — Statement: "If you are not willing to open your wallet for these people... then you are waiting for the next incident."

**(a) Funding:** Publicly funded as mayor; member of GL-PvdA

**(b) Structural conflict of interest:** As mayor and GL-PvdA politician she has an interest in more central government funding for mental health care and municipal safety regions; her political affiliation is not explicitly mentioned in the broadcast

**(c) Missing counter-source:** Cabinet minister (VWS), right-wing politician advocating stricter detention

Rumour check (penalty points):

Rumour 1:

Timestamp: 02:28–02:35

Claim: "This is for example Tulsi Gabbard. Known for her pro-Putin stance and the spreading of Russian disinformation."

Word marker: "known for" (implies established fact without source citation)

Primary source present: No — the claim that Gabbard "spreads Russian disinformation" is presented as an established fact without source citation or nuance — +1 penalty point

Rumour 2:

Timestamp: 02:38–02:41

Claim: "And this is Kash Patel. This conspiracy theorist is now head of the FBI."



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Word marker: "conspiracy theorist" as a label without substantiation

Primary source present: No — the qualification "conspiracy theorist" is presented as an established fact without specification of which conspiracy theories — +1 penalty point

Summary: The source selection is structurally one-sided: both main experts share the premise that Trump poses a danger to intelligence cooperation, and the only politician given a voice (Dijksma) is a member of an opposition party. Two claims are presented as established facts without primary source citation (+2 penalty points).



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

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

Estimated speaking time:

- Ben de Jong (intelligence expert, critical of Trump): approx. 3 min. (approx. 12%)
- Pieter Cobelens (former director MIVD, critical of Trump): approx. 2.5 min. (approx. 10%)
- Sharon Dijksma (mayor of Utrecht, GL-PvdA, advocates more mental health funding): approx. 3 min. (approx. 12%)
- Biographer Greet Hofmans: approx. 4 min. (approx. 15%)
- Next of kin Joost Wolters: approx. 1 min. (approx. 4%)
- Correspondent Nienke Edelenbosch (Syria): approx. 1.5 min. (approx. 6%)
- Presenter/voice-over: approx. 11 min. (approx. 42%)
- Coalition government/pro-Trump perspective: 0 min. (0%)
- EU-sceptical perspective: 0 min. (0%)
- Cabinet minister VWS: 0 min. (0%)

Summary: Speaking time is entirely absent for coalition positions, pro-American perspectives and cabinet responses. All interviewed experts and politicians share a critical attitude towards Trump and/or advocate for more government spending; not a single voice represents an opposing viewpoint. This is a significant asymmetry for a public broadcaster.



#### 4. OMISSION (Selective Omission)

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

##### Omission 1:

###### Context

The position of the Dutch coalition government (PVV/VVD/NSC/BBB) on the relationship with the US is entirely absent.

Relevant at: 00:36–05:16 (entire intelligence segment)

###### Effect

The broadcast suggests a broad consensus that Trump is dangerous, while the largest governing party (PVV) has historically shown sympathy for Putin and holds a different view on the relationship with the US.

##### Omission 2:

###### Context

The political affiliation of Sharon Dijksma (GL-PvdA) is not mentioned.

Relevant at: 12:14–17:19

###### Effect

Dijksma is presented as a neutral administrator ("mayor of Utrecht"), while her advocacy for more mental health funding and her criticism of spending cuts aligns seamlessly with the GL-PvdA party programme. Viewers cannot place her statements in a political context.

##### Omission 3:

###### Context

The American motivation for halting intelligence sharing with Ukraine is not investigated.

Relevant at: 03:07–03:36 — Quote: "Last week the US decided to stop sharing intelligence with Ukraine. That decision costs human lives."

###### Effect

The claim that the decision "costs human lives" is presented as an established fact without investigating or refuting the American reasoning.

Summary: Three structural omissions reinforce each other: the absence of coalition positions, the concealment of Dijksma's political affiliation, and the failure to investigate the American motivation together create a one-sided picture in which the critical position is presented as self-evident.

#### Missing voices

- Coalition spokesperson (PVV/VVD/NSC/BBB): Could have clarified the government's view on the relationship with the US and NATO cooperation, including the tension with PVV's historical pro-Russia sympathies
- American perspective (e.g. former CIA analyst or State Department official): Could have explained the American motivation for halting intelligence sharing
- Mental health psychiatrist or practitioner: Could have clarified the clinical reality of treatment capacity and risk assessment, rather than only administrative-political voices
- Minister of VWS or state secretary: Could have defended or clarified the cabinet's position on persons with confused behaviour



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- Alawite community representative: Could have represented the perspective of the persecuted minority in Syria
- EU-sceptical security expert: Could have placed critical notes on the advocacy for a "European Five Eyes"
- Ukrainian diplomat or military spokesperson: Could have concretised the direct consequences of halting intelligence sharing
- Mental health patient association: Could have brought the perspective of psychiatric patients themselves into the debate on detention and treatment



## 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: 12:40–12:51

Figure: "No fewer than 150 thousand incidents involving people displaying 'unexplained or confused behaviour' were registered by the police last year."

Dimensions: (a) Absolute value shown — 150,000 incidents; (b) Share NOT shown — no comparison with total number of police incidents or population size; (c) Trend NOT shown — is this more or less than in previous years?

#### Missing context

The percentage of these incidents that leads to violence or fatalities is absent; the ratio to the total number of police incidents is absent.

#### Effect

The figure "150,000" creates an impression of a massive and growing problem, while without trend and share no valid conclusion is possible.

### Finding 2:

Timestamp: 10:53–10:59

Figure: "The Syrian government estimates that the reconstruction of Syria will cost between 250 and 400 billion dollars."

Dimensions: (a) Absolute value shown; (b) Share NOT shown — no comparison with Syrian GDP or international aid budgets; (c) Trend NOT shown

#### Missing context

The source of this estimate (the Syrian government itself, with an interest in high estimates) is not critically questioned.

#### Effect

The figure is presented as an objective fact while it concerns a partisan estimate.

Summary: Two cases of incomplete presentation of figures: the figure of 150,000 incidents lacks trend and share, creating an alarmist picture; the reconstruction estimate for Syria is not critically questioned regarding source reliability.



## 6. GUILT BY ASSOCIATION

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

### Association 1:

Timestamp: 02:20–02:35

#### Quote

*"They are conspiracy theorists. Conspiracy theorists have been spouting the most outrageous nonsense in recent years. This is for example Tulsi Gabbard. Known for her pro-Putin stance and the spreading of Russian disinformation. She is now the head of the national intelligence services."*

Technique: Tulsi Gabbard is labelled without source citation as a "conspiracy theorist" and spreader of "Russian disinformation"; her appointment as head of the national intelligence services is then presented as inherently dangerous.

#### Effect

Viewers associate the entire American intelligence community under Trump with conspiracy thinking and Russian influence.

Source check Tulsi Gabbard:

- Does she work with demonstrable primary sources? PARTLY — Gabbard has taken controversial positions (e.g. on Syrian chemical attacks), but also regular political positions
- Are her core statements falsifiable? YES — her statements are political and verifiable
- Risk matrix: As a former Democrat and Congresswoman she has lost considerable political capital through her change of course; this increases her credibility as an independent actor
- Tonality: Her public statements are predominantly political-analytical, not apocalyptic
- RESULT CATEGORY: B — Borderline case (partly substantiated, partly speculative); the qualification "spreader of Russian disinformation" is a political judgement, not an established fact

### Association 2:

Timestamp: 02:38–02:41

#### Quote

*"And this is Kash Patel. This conspiracy theorist is now head of the FBI."*

Technique: Kash Patel is labelled without specification as a "conspiracy theorist"; his appointment as FBI director is thereby implicitly presented as dangerous.

#### Effect

The FBI as an institution is associated with conspiracy thinking.

Source check Kash Patel:

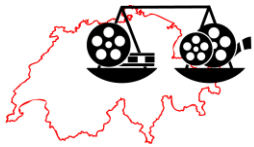
- Does he work with demonstrable primary sources? PARTLY — Patel has made controversial claims about the "deep state", but has also published regular legal and political analyses
- Are his core statements falsifiable? YES — his claims are politically and legally verifiable
- Risk matrix: Patel has a career as a federal prosecutor and congressional staffer; his positions have earned him both supporters and opponents
- RESULT CATEGORY: B — Borderline case; the qualification "conspiracy theorist" is a political label, not an objective qualification



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Association chain: Trump → Gabbard → Patel → "conspiracy theorists" → danger to intelligence cooperation → danger to Europe

Summary: Two persons (Gabbard, Patel) are labelled as "conspiracy theorists" without source citation or specification; both fall into category B (borderline case). The association chain Trump → conspiracy theorists → danger to Europe is a classic guilt-by-association technique that reduces the complexity of political reality to a moral judgement.



## 7. TIMING

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

### Finding 1:

Position: 00:08–00:59 (opening)

Content: "Doubts in Europe. Can we still trust the American intelligence services? [...] Putin is his great friend. And Europe is done for."

#### Timing effect

The broadcast opens with a strongly normative frame ("Putin is his great friend") before any nuance or counter-voice is possible. This anchoring effect determines the interpretation of all subsequent information.

### Finding 2:

Position: 08:06–08:13 (end of intelligence segment)

Content: "If rockets are fired... people will die and that is the fault of President Trump."

#### Timing effect

The intelligence segment closes with the strongest normative statement in the broadcast ("fault of President Trump"), causing this judgement to linger as a conclusion with the viewer.

### Finding 3:

Position: 01:04–01:08 (early in segment)

Content: "I have never seen this in history. Even in the history of the intelligence world this is fairly unique."

#### Timing effect

The qualification "unique in history" is placed early to maximise the gravity of the situation before nuance is addressed.

Summary: The broadcast deliberately uses timing to anchor the alarmist frame: the opening sets the tone with "Putin is his great friend", the segment closes with "fault of President Trump", and the qualification "unique in history" is placed early to maximise the sense of urgency.



## 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): The triggering event must be documented before a reaction can be assessed as selective.*

### Finding 1:

Timestamp: 02:20–02:26

Triggering event: The appointment of Tulsi Gabbard and Kash Patel to key positions in American intelligence services

Reaction: "They are conspiracy theorists. Conspiracy theorists have been spouting the most outrageous nonsense in recent years."

### Comparison

In the discussion of the new Syrian government (HTS, formerly Al Qaeda-affiliated organisation) at 11:09 — Reaction: "That HTS remains ex-Al Qaeda. So how do they treat people?" — the tone is questioning and cautious, not indignant

Asymmetry: Gabbard and Patel are discredited with strong normative language ("conspiracy theorists", "most outrageous nonsense"); the HTS leadership (with a considerably more violent background) is approached with considerably milder language. This is a demonstrable asymmetry in the level of indignation at comparable triggering events (appointment of controversial figures to positions of power).

Degree of indignation: 4/5

Selectivity: 3/5

### Finding 2:

Timestamp: 08:06–08:13

Triggering event: The halting of American intelligence sharing with Ukraine

Reaction: "If rockets are fired... people will die and that is the fault of President Trump. I find that unacceptable."

### Comparison

In the discussion of Russian military actions in Ukraine (implicitly present in the context) — no comparable direct attribution of blame to Putin in the broadcast

Asymmetry: Trump receives direct attribution of blame for deaths; Putin (whose military actions are the direct cause of the war) receives no comparable direct attribution of blame in the broadcast. This is a demonstrable asymmetry.

Degree of indignation: 4/5

Selectivity: 3/5

Summary: Two cases of selective indignation are demonstrable: Gabbard and Patel are discredited with strong normative language while HTS leaders are approached more mildly; Trump receives direct attribution of blame for deaths while Putin receives no comparable treatment. The asymmetry is methodologically substantiated through comparable triggering events.



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

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

### Finding 1:

Timestamp: 00:36–08:31 (intelligence segment)

Missing perspective/fact: The historical context of American intelligence sharing that was also controversial under previous presidents (Obama, Bush) (e.g. NSA mass surveillance, PRISM programme, Snowden revelations)

Relevance: This could nuance the claim "I have never seen this in history"

#### Effect

The broadcast suggests that the current situation is entirely unique, while tensions in intelligence cooperation are a structural feature of international relations

### Finding 2:

Timestamp: 12:14–17:19 (mental health segment)

Missing perspective/fact: The political affiliation of Sharon Dijksma (GL-PvdA) and the fact that her advocacy for more mental health funding is a party-political position

Relevance: Viewers cannot place her statements in a political context

#### Effect

A party-political position is presented as administratively neutral

### Finding 3:

Timestamp: 03:07–03:36

Missing perspective/fact: The American reasoning for halting intelligence sharing with Ukraine (e.g. negotiating tactic, sovereignty considerations, internal political pressure)

Relevance: Without this context, the claim "that decision costs human lives" is a one-sided judgement

#### Effect

The viewer cannot form a balanced judgement about the American decision

Summary: The broadcast structurally lacks historical context, political transparency about interviewed persons, and the perspective of the opposing party (US). This results in an incomplete picture that presents the critical position as self-evident.



## Soft facts — 6 qualitative techniques

### 10. FRAMING (Setting the frame)

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*Definition: How is the topic fundamentally framed?*

#### Finding 1:

Timestamp: 00:36–00:38

<b>Quote</b>	<i>"The inauguration of Donald Trump has changed everything. Putin is his great friend. And Europe is done for."</i>
<b>Manipulation</b>	The frame "everything has changed" and "Putin is his great friend" is presented as an established fact in the voice-over, not as an interpretation or claim.
<b>Why problematic</b>	This frame excludes alternative interpretations (e.g. Trump as a negotiator, continuity of institutional cooperation) from the outset and determines the interpretation of all subsequent information.

#### Finding 2:

Timestamp: 01:04–01:08

<b>Quote</b>	<i>"I have never seen this in history. Even in the history of the intelligence world this is fairly unique."</i>
<b>Manipulation</b>	The qualification "unique in history" is presented as expert consensus, while it is a normative judgement by one expert.
<b>Why problematic</b>	The frame of historical uniqueness prevents comparison with earlier tensions in intelligence cooperation (e.g. Snowden affair, Iraq WMD intelligence) and maximises the sense of urgency.

#### Finding 3:

Timestamp: 03:11

<b>Quote</b>	<i>"That decision costs human lives."</i>
<b>Manipulation</b>	The halting of intelligence sharing is directly linked to human lives, without nuance or source citation.
<b>Why problematic</b>	This frame makes any nuancing of the American decision morally unacceptable; it is an emotional frame that blocks rational analysis.

Summary: The broadcast uses three overlapping frames: "everything has changed" (discontinuity frame), "unique in history" (urgency frame), and "costs human lives" (moral frame). Together they create a framework in which criticism of Trump is presented as a moral obligation and counter-voices are positioned as morally reprehensible.



## 11. WORD CHOICE AND TERMINOLOGY

7/10

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

### Finding 1:

Timestamp: 02:20–02:22

#### Quote

*"They are conspiracy theorists. Conspiracy theorists have been spouting the most outrageous nonsense in recent years."*

#### Manipulation

The word "conspiracy theorists" is a strongly negatively charged label that completely discredits the credibility of persons without substantive justification.

#### Why problematic

A neutral alternative would be: "controversial figures" or "persons with unorthodox positions"; "conspiracy theorists" is a political weapon, not an analytical category.

### Finding 2:

Timestamp: 00:38

#### Quote

*"Putin is his great friend."*

#### Manipulation

The term "great friend" is informal and emotionally charged; it suggests a personal loyalty that supersedes institutional obligations.

#### Why problematic

A neutral alternative would be: "Trump has a pragmatic or cooperative attitude towards Russia"; "great friend" is a characterisation that reduces the complexity of the Trump-Putin relationship.

### Finding 3:

Timestamp: 02:30–02:32

#### Quote

*"Known for her pro-Putin stance and the spreading of Russian disinformation."*

#### Manipulation

"The spreading of Russian disinformation" is a serious accusation presented as an established fact without source citation.

#### Why problematic

A neutral alternative would be: "she has taken positions that critics regard as pro-Russian"; the current formulation implies deliberate cooperation with Russian propaganda.

Summary: The word choice in the broadcast is consistently normative and politically charged: "conspiracy theorists", "great friend", "Russian disinformation" are labels that steer the viewer towards a specific moral judgement without that judgement being empirically substantiated.



## 12. MODERATION BEHAVIOUR

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

*Methodological principle (v2.2): The triggering event must be documented before an intervention can be assessed as asymmetric.*

### Finding 1:

Timestamp: 05:47–06:01

Triggering event: Presenter introduces Cobelens after an alarmingly framed pre-recorded item

#### Quote (presenter)

*"This doesn't make you feel good. Can we really not manage anything without the Americans, or can you still reassure us a little?"*

#### Comparison

There is no comparable moment where an expert with a critical attitude towards the EU or in favour of more sovereignty is introduced with a comparable question

Asymmetry: The question "can you still reassure us a little?" steers the expert towards a reassuring answer within the alarmist frame; a neutral question would be: "What is your analysis of the current situation?" The asymmetry is demonstrable because no expert with an opposing frame is introduced in a comparable manner.

### Finding 2:

Timestamp: 03:45–03:48

Triggering event: Expert suggests that intelligence is being used as a means of pressure

#### Quote (presenter)

*"So intelligence as a means of pressure?"*

#### Comparison

The presenter confirms the expert's suggestion without follow-up questioning or nuance; at no point in the broadcast is a claim by an expert critically questioned

Asymmetry: The presenter acts as a confirmer of the alarmist frame, not as a critical interlocutor; this is a structural asymmetry.

Summary: The moderation behaviour reinforces the alarmist frame: the presenter introduces experts with emotionally charged questions ("this doesn't make you feel good") and confirms their claims without follow-up questioning. A comparable critical attitude towards opposing perspectives is entirely absent, but this cannot be assessed as asymmetry because such perspectives do not feature at all.



### 13. QUESTION ASYMMETRY

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

#### Asymmetry 1:

To Ben de Jong, 03:45: "So intelligence as a means of pressure?" — confirmatory/soft

To Pieter Cobelens, 05:47: "This doesn't make you feel good. Can we really not manage anything without the Americans, or can you still reassure us a little?" — emotionally charged, steers towards a reassuring answer within the alarmist frame

#### Comparison

Both questions confirm the alarmist frame; not a single question challenges the experts to substantiate their premises or consider alternative interpretations.

#### Asymmetry 2:

To Sharon Dijksma, 14:26: "How many Sohanis does it take before action is taken?" — emotionally charged, implies that the cabinet is negligent

#### Comparison

There is no comparable question to a cabinet minister or right-wing politician about their vision on the approach; Dijksma's frame (more funding, more capacity) is not challenged with questions about cost-effectiveness, alternative approaches or the responsibility of municipalities.

Summary: The questions are consistently soft for experts and politicians who confirm the alarmist or progressive frame, and no hard questions are posed to opposing perspectives — simply because those perspectives do not feature. The question "How many Sohanis does it take?" is an emotionally charged question that implicitly condemns cabinet responsibility without giving the cabinet the opportunity to respond.



## 14. FALSE BALANCE

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*Definition: Artificial balance despite factual imbalance.*

### Finding 1:

Timestamp: 05:16–05:38

Construction: "You can formulate it as a wish. You can say it is very sensible. [...] But that Europe could equal the United States in the short term, that does not seem very likely to me."

### Analysis

Cobelens nuances the advocacy for a "European Five Eyes" with a cautious caveat, creating the appearance of balance. However: the fundamental premise (that European intelligence integration is desirable) is not contested; only the short-term feasibility is nuanced. This is not a genuine counter-voice but a gradual difference within the same frame.

Summary: The broadcast shows limited false balance: the only nuance offered (Cobelens on the feasibility of a "European Five Eyes") lies within the alarmist frame and does not contest the fundamental premise. Genuine counter-voices (pro-American, EU-sceptical, sovereignty-oriented) are entirely absent, meaning there is no false balance in the classical sense but rather a completely absent counter-voice.



## 15. AGENDA-SETTING

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

### Finding 1:

Agenda item set: European intelligence integration as the logical response to Trump

Timestamp: 04:54–05:16 — Evidence: "That means we need to work together to get our intelligence organisation in Europe in order. [...] Is that a European Five Eyes? Should you see it that way? Certainly."

Alternative agenda: Bilateral cooperation with individual EU member states; strengthening national intelligence capacity without EU integration; reconsideration of the NATO structure; diplomatic solution with the US

### Finding 2:

Agenda item set: More mental health funding as the only solution to the problem of persons with confused behaviour

Timestamp: 17:00–17:11 — Evidence: "If you are not willing to open your wallet for these people... so that we remove them from society and give them the care they need, then you are waiting for the next incident."

Alternative agenda: Stricter detention of dangerous patients; reform of leave policy; better information sharing between institutions; criminal law approach to recidivists

Summary: The broadcast presents two agendas as self-evident: European intelligence integration as a response to Trump, and more mental health funding as a response to persons with confused behaviour. Both agendas align with progressive-liberal party positions (GL-PvdA, D66) and are not challenged by alternative approaches.



## CHAPTER 4 — OVERALL ASSESSMENT

### Overview of Individual Scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	6	Both experts share the alarmist frame; no counter-voice present
2	Source selection	H	5	Two claims without primary source; all sources confirm the same frame
3	Time allocation	H	5	Coalition positions and pro-American perspectives receive 0% speaking time
4	Omission	H	6	Dijkma's political affiliation concealed; American motivation not investigated
5	Numerical Manipulation	H	3	150,000 figure lacks trend and share; reconstruction estimate not critically questioned
6	Guilt by association	H	7	Gabbard and Patel labelled as "conspiracy theorists" without substantiation
7	Timing	H	5	Opening and closing maximally anchor the alarmist frame
8	Selective Indignation	H	5	Trump receives direct attribution of blame; HTS and Putin are treated more mildly
9	Completeness	H	6	Historical context, coalition positions and American perspective are absent
10	Framing	S	7	Three overlapping frames create a moral framework that blocks counter-voices
11	Word choice	S	7	"Conspiracy theorists", "great friend", "Russian disinformation" as unsubstantiated labels
12	Moderation behaviour	S	4	Presenter confirms alarmist frame; no critical follow-up questioning
13	Question Asymmetry	S	5	Emotionally charged questions confirm the frame; no hard questions to opposing positions
14	False balance	S	3	Limited nuance within the same frame; no genuine counter-voices
15	Agenda-Setting	S	6	EU integration and more mental health funding presented as self-evident solutions

### Results

- HARD FACTS SCORE (average criteria 1-9): 5.3 / 10
- SOFT FACTS SCORE (average criteria 10-15): 5.3 / 10
- TOTAL SCORE (average all 15 criteria): 5.3 / 10

### Dominant Techniques



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- 1. Guilt by Association (Score 7):** Tulsi Gabbard and Kash Patel are labelled as "conspiracy theorists" without primary source citation or specification; the association chain Trump → conspiracy theorists → danger to Europe reduces a complex political reality to a moral judgement. This is the most direct manipulation technique in the broadcast.
- 2. Framing (Score 7):** Three overlapping frames ("everything has changed", "unique in history", "costs human lives") create a framework in which criticism of Trump is presented as a moral obligation and counter-voices are positioned as morally reprehensible. This frame is anchored by timing (opening and closing) and word choice.
- 3. Word Choice and Terminology (Score 7):** Consistently normative language ("conspiracy theorists", "great friend", "Russian disinformation") steers the viewer towards a specific moral judgement without empirical substantiation; neutral alternatives are consistently avoided.

## Core Messages of the Broadcast

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**MESSAGE 1 (SUBSTANTIVE):** "Trump is a danger to European security and Europe must make itself independent of the US."

**Technique:** Framing + Expert selection — Evidence: 00:36–00:38, 04:54–05:16

**MESSAGE 2 (PERSONAL):** "Trump and his appointees (Gabbard, Patel) are unreliable conspiracy theorists who have no place in positions of power."

**Technique:** Guilt by Association + Word choice — Evidence: 02:20–02:41, 08:06–08:13

**MESSAGE 3 (SOCIETAL):** "The cabinet is doing too little for psychiatric patients and mental health funding; more money is the only solution."

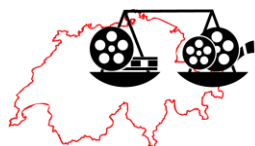
**Technique:** Agenda-Setting + Selective Omission (Dijkma's political affiliation) — Evidence: 14:26, 17:00–17:11

**Rationale:** The broadcast scores 5.3/10, indicating clear one-sidedness. The combination of one-sided expert selection, normative word choice, guilt-by-association techniques and the complete absence of coalition positions and pro-American perspectives exceeds the threshold of incidental tendency. The broadcast does not meet the pluralism requirement of Media Act Art. 2.1 for this specific item: all interviewed experts and politicians share the same frame, and the presenter actively reinforces this frame through his questioning and word choice. The findings are consistent across hard facts and soft facts (both 5.3/10), indicating a structural pattern and not incidental errors.

## CONCLUSION

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The broadcast of EenVandaag (AVRO/TROS) from early 2025 shows a clear one-sidedness in the reporting on the reliability of American intelligence services under Trump. The combination of one-sided expert selection (both experts share the alarmist frame), normative word choice ("conspiracy theorists", "great friend"), guilt-by-association techniques (Gabbard and Patel as "conspiracy theorists" without substantiation), and the complete absence of coalition positions, pro-American perspectives and EU-sceptical voices results in a total score of 5.3/10. The political affiliation of Mayor Dijkma (GL-PvdA) is not mentioned, causing a party-political position to be presented as administratively neutral. The broadcast does not meet the pluralism requirement of Media Act Art. 2.1 for this specific item: the overall picture the viewer receives is that Trump is a danger to European security, that his appointees are unreliable conspiracy theorists, and that European integration and more mental health funding are the self-evident solutions — without any opposing position being featured.



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual scores — All 15 criteria

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

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

**5.3/10**

*Considerable imbalance*

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

**5.3/10**

*Considerable imbalance*

#### TOTAL SCORE

**5.3/10**

*Considerable 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>	Minor 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, persistent imbalance in this criterion.

### Aggregated deviation index — Interpretation ranges

<b>0.0 – 2.5</b>	<b>Unremarkable</b>	No material patterns discernible; 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 discernible 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

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

#### Violation 1:

Standard: Media Act Art. 2.1 — pluralism

Factual description: The broadcast presents exclusively experts and a politician who confirm the alarmist frame about Trump; coalition positions (PVV/VVD/NSC/BBB), pro-American perspectives and EU-sceptical voices are entirely absent.

Evidence: Timestamp 00:36–08:31 — Quote: "The inauguration of Donald Trump has changed everything. Putin is his great friend. And Europe is done for." — followed exclusively by confirming expert voices

Assessment: The pluralism requirement demands that across the total output a broad spectrum of social and political views is featured. In this specific item every counter-voice is absent, which constitutes a demonstrable violation of the pluralism requirement for this broadcast item.

#### Violation 2:

Standard: Media Act Art. 2.1 — balance

Factual description: The political affiliation of Sharon Dijksma (GL-PvdA) is not mentioned, causing a party-political position to be presented as administratively neutral; viewers cannot place her statements in a political context.

Evidence: Timestamp 12:14–17:19 — Quote: "If you are not willing to open your wallet for these people... then you are waiting for the next incident." — presented as a statement by the "mayor of Utrecht", without mention of GL-PvdA membership

Assessment: Balanced reporting requires transparency about the political position of interviewed persons; concealing Dijksma's party membership undermines viewers' ability to critically assess her statements.

#### Violation 3:

Standard: Media Act Art. 2.1 — independence

Factual description: Two persons (Tulsi Gabbard, Kash Patel) are labelled as "conspiracy theorists" without primary source citation; these are serious qualifications presented as established facts.

Evidence: Timestamp 02:20–02:41 — Quote: "They are conspiracy theorists. [...] This conspiracy theorist is now head of the FBI."

Assessment: Independent reporting requires that serious qualifications be substantiated with sources; presenting political labels as established facts undermines journalistic independence and may be qualified as defamation.

### Overall assessment Media Act Art. 2.1

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The broadcast of EenVandaag shows three demonstrable shortcomings with respect to the requirements of Media Act Art. 2.1: (1) a lack of pluralism in that exclusively experts and politicians with the same frame are featured; (2) a lack of balance in that the political affiliation of an interviewed politician is concealed; and (3) a potential lack of independence in that serious qualifications ("conspiracy theorists", "Russian disinformation") are presented as established facts without primary source citation. It is important to emphasise that Media Act Art. 2.1 requires pluralism across the total NPO output, not per individual broadcast; a definitive judgement on statutory violation requires analysis of the total output of AVRO/TROS and NPO. Nevertheless, the findings in this item are serious enough to be classified as a potential violation of the pluralism and balance requirement.



## CHAPTER 6 — Source Depth Check

### 1. Ben de Jong — Intelligence services researcher

**1. FUNDING:** Academic researcher; presumably publicly funded via university. Institutional affiliation not mentioned in broadcast. No demonstrable commercial interest.

**2. MANDATE:** Research into intelligence services is compatible with analytical statements; normative political judgements ("conspiracy theorists") fall outside a strictly academic mandate.

**3. CONFLICT OF INTEREST:** Intelligence researchers have an institutional interest in emphasising the relevance and vulnerability of intelligence cooperation; this can lead to a structural tendency towards alarmism.

**4. CREDIBILITY MATRIX:** D1 Conflict of interest: +1 / D2 Personal risk: +1 / D3 Competence: +2 / D4 Consistency: 0 / D5 Emotion vs. data: -1 / D6 Source level: +1 → TOTAL: +4 → SOURCE LIGHT: YELLOW

**5. COUNTER-VOICE:** An expert who emphasises the institutional resilience of NATO cooperation, or a former American intelligence official, is not cited.

IMPORTANT: The qualification "decades of research" is a social attribution that does not neutralise the normative charge of his statements.

### 2. Pieter Cobelens — Former director MIVD

**1. FUNDING:** Former government official; current affiliation not mentioned. Possibly active as an adviser or speaker; no transparency.

**2. MANDATE:** Direct operational experience at MIVD gives him authority for analytical statements; political judgements ("fault of President Trump") fall outside his institutional mandate as a former military official.

**3. CONFLICT OF INTEREST:** Former intelligence directors have an institutional interest in emphasising the importance of their former service and the dangers of political interference; this can lead to a structural tendency towards alarmism.

**4. CREDIBILITY MATRIX:** D1 Conflict of interest: +1 / D2 Personal risk: +1 / D3 Competence: +2 / D4 Consistency: 0 / D5 Emotion vs. data: -2 / D6 Source level: +2 → TOTAL: +4 → SOURCE LIGHT: YELLOW

**5. COUNTER-VOICE:** A former American intelligence official or an expert who emphasises the continuity of institutional cooperation is not cited.

IMPORTANT: The qualification "former director MIVD" confers institutional authority but does not neutralise the normative charge of statements such as "fault of President Trump".

### 3. Sharon Dijksma — Mayor of Utrecht / GL-PvdA

**1. FUNDING:** Publicly funded as mayor; member of GL-PvdA. Her advocacy for more mental health funding aligns seamlessly with the GL-PvdA party programme.

**2. MANDATE:** As mayor and head of a safety region she has administrative experience with the problem of persons with confused behaviour; however, her political affiliation means she is not a neutral expert.

**3. CONFLICT OF INTEREST:** As a GL-PvdA politician she has a party-political interest in emphasising the need for more government funding for mental health care; as mayor she has an institutional interest in more central government resources for municipal safety regions.

**4. CREDIBILITY MATRIX:** D1 Conflict of interest: -1 (dual interest: party-political + institutional) / D2 Personal risk: +1 / D3 Competence: +1 (administrative experience, no clinical expertise) / D4 Consistency: +1 (consistent with GL-PvdA programme) / D5 Emotion vs. data: -1 ("How many Sohanis does it take?") / D6 Source level: +1 → TOTAL: +2 → SOURCE LIGHT: YELLOW

**5. COUNTER-VOICE:** A cabinet minister (VWS), a right-wing politician advocating stricter detention, or a mental health professional with a different view on the solution is not cited.

IMPORTANT: Dijksma is presented as "mayor of Utrecht" without mention of her GL-PvdA membership; this is a misleading framing that presents her party-political positions as administratively neutral.

## Legal and methodological clarification



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**No factual determination**

The results presented 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 may be influenced by subject selection, news environment, political controversiality or format logic.

**No judgement on intent**

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

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#### Act

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Media Act 2008

#### Relevant articles

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- Art. 2.1 (Public media remit): 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. **Pluralism:** Pluriform reporting
3. **Balance:** Balanced information of high journalistic quality
4. **Social diversity:** Reflection of Dutch society

#### Supervisory authority

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

#### Complaints procedure

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1. NPO Ombudsman
2. Media Authority
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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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 stands 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  
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**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.**