



NPO DETAILED ANALYSIS

2025-03-15_AT_300017781

Broadcast: NPO broadcast | 2025-03-15 | Analysed on: 2026-05-22 21:20

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

TOTAL SCORE

4.4/10

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)

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 (since 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 main opposition parties are GL-PvdA (25 seats), D66 (9 seats), NSC (20 seats, governing party), CDA (5 seats), SP (5 seats) and various smaller parties.

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1.1	5	Opposition	Socialist, anti-market, public services
GL-PvdA	2.4	25	Opposition (largest)	Climate, social justice, humane asylum
PvdD	2.5	3	Opposition	Animal rights, climate, anti-intensive farming
D66	4.8	9	Opposition	Liberal-progressive, pro-EU, education
CDA	5.5	5	Opposition	Christian democratic, centre, healthcare
NSC	5.8	20	Government	Economic security, rule of law, manageable migration
CU	6.0	3	Opposition	Christian-social, healthcare, ethics
VVD	7.0	24	Government	Free market, entrepreneurship, strict asylum policy
BBB	7.5	7	Government	Farmers' interests, anti-nitrogen, regional
SGP	7.8	3	Opposition	Reformed, traditional, national
PVV	9.2	37	Government (largest)	Anti-Islam, asylum stop, purchasing power, anti-elite
FvD	9.5	3	Opposition	Far right, sovereignty, anti-establishment

The main political fault line concerns migration and asylum policy, with the coalition pursuing an asylum stop while the opposition advocates a more humane policy. A second line of tension is climate policy: the coalition — particularly PVV and BBB — opposes far-reaching climate measures, while GL-PvdA and D66 pursue ambitious targets. The third line concerns purchasing power and economic security, with left-wing parties advocating higher taxes on wealth and right-wing parties advocating tax relief. Finally, the position of the NPO itself is under pressure: PVV has repeatedly labelled the public broadcaster a "left-wing broadcaster".

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



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. Party programme
VVD	0	Not covered — Party programme: free market, pragmatic climate policy — not represented, not distorted
PVV	0	Not covered — Party programme: stop wind turbines, no climate act — not represented, not distorted
GL-PvdA	0	Not covered — Party programme: climate neutral 2040, fossil-free — not represented, not distorted
NSC	0	Not covered — Party programme: realistic climate policy, economic security — not represented, not distorted
D66	0	Not covered — Party programme: ambitious climate policy, circular economy — not represented, not distorted
BBB	0	Not covered — Party programme: food security above climate, anti-Green Deal — not represented, not distorted
CDA	0	Not covered — Party programme: regional hospitals, centre — not represented, not distorted
SP	0	Not covered — Party programme: public services, anti-market — not represented, not distorted

Summary Party Bias

- Most accurate representation: No party explicitly covered — all scores 0
- Strongest distortion: No direct party-political distortion demonstrable
- Average deviation from 0: 0.0
- Conclusion: The broadcast contains no explicit party-political references and none of the parties is mentioned by name or directly quoted. Nevertheless, implicit policy frames are present — particularly around climate change, government responsibility and collective funds — that substantively align with the programme of left-wing and progressive parties, without right-wing or coalition positions being included.

Left-Right Overall Tendency

TENDENCY SCORES: +1.8

CLASSIFICATION: Left-favouring

Reasoning: The broadcast covers three topics — children's health and nature, geopolitics around Greenland, and climate ghettos — with the climate topic being dominant and framed exclusively from the perspective of the necessity of collective government intervention, funds for vulnerable residents and climate adaptation. Dissenting voices from the coalition position (PVV: no climate act; BBB: food security above climate) are entirely absent. The Greenland segment treats critical earth metals as "indispensable for the energy transition" without critical reflection on the costs or alternatives of that transition.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast details

- Title: EenVandaag
- Date: 15.03.2025
- Length (estimated from transcript):
- Presenter/Reporter: Not named in transcript; correspondent Marcel van der Steen (Serbia segment)
- Persons interviewed:

Person	Function	Party/Affiliation	Political Spectrum
Károly Illy	Director Longfonds	Longfonds (health fund)	Neutral/institutional
Jan van Schaik	Designer of nature playgrounds	Self-employed	Neutral
Researcher (unnamed)	Consortium A World Without Asthma	Scientific consortium	Neutral/academic
Maria Akkren	Professor of political science, University of Nuuk	Academic	Neutral/academic
Jurgen Boassen	Trump supporter, Greenland	Pro-Trump, Greenlandic	Right-populist
Jacob Nitter-Sorensen	Director Air Greenland	Business	Neutral/commercial
Chair of Tanbreeze (unnamed)	Chair of Australian mining company	Commercial	Neutral/commercial
Quintus Visser	Homeowner Rotterdam	Citizen	Neutral
Christel Don	Author "Climate Ghettos"	Publicist/activist	Left-progressive
Rotterdam municipal official (unnamed)	Municipal official	Local government	Neutral/institutional
Insurer (unnamed)	Insurance industry	Commercial	Neutral/commercial
Marcel van der Steen	Correspondent Serbia	AVROTROS	Journalism

Main topic

The broadcast covers three separate subjects: (1) the health benefits of playing in nature for children as prevention of asthma and allergy, (2) the geopolitical struggle over Greenland due to its strategic location and critical earth metals, and (3) the threat of climate ghettos in the Netherlands through loss of property value as a result of climate change.



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

CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS



Hard facts — 9 techniques that are countable and scientifically verifiable

1. EXPERT SELECTION

6/10

1

2

3

4

5

6

7

8

9

10

Definition: Who speaks as an expert?

Expert 1: Károli Illy, director Longfonds

Timestamp: 03:36

Statement: "We have sat together with all kinds of bodies for the first time this week to think about what needs to happen."

Framing: Illy speaks as director of a health fund that co-financed the research. He simultaneously presents himself as research funder, policy advocate and paediatrician.

Missing countervoice: An independent epidemiologist or a scientist without financial ties to the Longfonds could have critically tested the findings.

Source depth check:

(a) FUNDING: The Longfonds is a Dutch charitable organisation funded by donations, lotteries and subsidies. The fund itself financed the cited research (04:12: "with money also from the Longfonds"). This creates a structural conflict of interest: the funder of the research is also the advocate of the policy recommendations arising from that research.

(b) MANDATE: The mandate of the Longfonds is to combat lung diseases. This mandate is not compatible with a fully neutral assessment of research that the fund itself has financed and whose outcomes reinforce the organisation's raison d'être and fundraising.

D1 Conflict of interest: -2 — Longfonds financed the research and advocates for policy that increases its own relevance

D2 Personal risk: 0 — No demonstrable personal risk with these statements

D3 Professional competence: +1 — Illy is a trained paediatrician, but also speaks as a policy lobbyist outside his direct field

D4 Opinion consistency: +1 — Longfonds has consistently advocated for greater attention to lung diseases in children

D5 Emotionalisation vs. data: -1 — Combines personal anecdotes ("I am a paediatrician, have seen many children with asthma") with policy recommendations without full data substantiation

D6 Source level: -1 — Cites own funded research; no independent peer-reviewed source mentioned

• TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Illy is introduced as "director of the Longfonds" without mention of his role as research funder. The presenter does not ask about possible conflicts of interest. The statements are presented as authoritative without critical distance.

Expert 2: Maria Akkren, professor of political science, University of Nuuk

Timestamp: 09:54

Statement: (not literally quoted in transcript; introduced as researcher into the geopolitical role of Greenland)

Framing: Akkren is affiliated with the Greenlandic university and researches the geopolitical role of Greenland. Her institutional position is not neutral with respect to Greenlandic independence aspirations.

Missing countervoice: A Danish or European geopolitical expert could have offered a different perspective on the strategic interests in the region.

Voorzitter: Schläpfer, David - **Contact:** kontakt@SVFAB.ch - **Adres:** SVFAB, Postfach, CH-8021 Zürich 1



Source depth check:

(a) FUNDING: University of Nuuk is a public institution funded by the Greenlandic government, which itself has an interest in international recognition of Greenland's strategic importance.

(b) MANDATE: Research into the geopolitical role of Greenland is compatible with neutral analysis, but the institutional embedding in a Greenlandic university creates a potential interest in emphasising Greenland's strategic weight.

D1 Conflict of interest: -1 — Institutional interest in emphasising Greenland's strategic importance

D2 Personal risk: 0 — No demonstrable personal risk

D3 Professional competence: +2 — Political scientist specialising in Greenland geopolitics; direct professional competence

D4 Opinion consistency: 0 — Unknown

D5 Emotionalisation vs. data: +1 — Academic context suggests data-driven approach

D6 Source level: +1 — Primary researcher in the field

• TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Akkren is presented as a neutral academic expert without mention of her institutional context.

Expert 3: Christel Don, author "Climate Ghettos"

Timestamp: 22:08

Statement: "There is now research on climate disasters in the US and in Indonesia. And what it shows is that there are places where after these kinds of disasters a sort of division arises."

Framing: Don is the author of a book about climate ghettos. She has a direct commercial and reputational interest in confirming the thesis of her book.

Missing countervoice: An independent housing market researcher or an economist who critically tests the thesis of climate ghettos in the Dutch context.

Source depth check:

(a) FUNDING: Independent publicist/author; commercial interest in sales of book "Climate Ghettos".

(b) MANDATE: Not compatible with neutral assessment; Don has a direct interest in confirming the thesis of her book.

D1 Conflict of interest: -2 — Direct commercial interest in confirmation of book thesis

D2 Personal risk: 0 — No demonstrable personal risk

D3 Professional competence: -1 — Publicist, not an academic climate researcher or housing market expert

D4 Opinion consistency: +1 — Consistent with book publication

D5 Emotionalisation vs. data: -1 — Combines personal story (own relocation) with policy recommendations

D6 Source level: -1 — Cites research from the US and Indonesia without specific source reference

• TOTAL: -4 → SOURCE TRAFFIC LIGHT: YELLOW/RED

(c) PROFESSIONAL COMPETENCE: Don is presented as the author of a book, which makes her commercial interest implicitly visible, but her statements are not critically questioned.

Missing expert groups:

- Independent epidemiologist without financial ties to the Longfonds
- Coalition spokesperson or policy adviser with a critical view of climate funds
- Danish or European geopolitical expert on Greenland

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Károli Illy, director Longfonds	-2	0	+1	+1	-1	-1	-2	YELLOW



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

Maria Akkren, professor of political science, University of Nuuk	-1	0	+2	0	+1	+1	+3	YELLOW
Christel Don, author "Climate Ghettos"	-2	0	-1	+1	-1	-1	-4	YELLOW/RED

Summary (Matrix result):

- Károi Illy (Longfonds): **YELLOW** — Structural conflict of interest as research funder and policy advocate
- Maria Akkren (University of Nuuk): **YELLOW** — Institutional interest, but professionally competent
- Christel Don (author): **YELLOW/RED** — Commercial interest in confirmation of book thesis, no academic expertise



2. SOURCE SELECTION

5/10

1

2

3

4

5

6

7

8

9

10

Claims without primary source = penalty points (rumour check)

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

Source 1: Consortium "A World Without Asthma"

Timestamp: 00:49

Statement: "from the consortium A World Without Asthma, so a world without asthma, in which we have researched how it is possible that in some places you have almost no allergy and asthma"

- (a) Funding and management:** The consortium is co-financed by the Longfonds (04:12). The exact composition and other funding sources are not mentioned.
- (b) Structural conflict of interest:** A consortium funded by a fund that has an interest in demonstrating the effectiveness of its interventions has a structural interest in positive research results.
- (c) Missing counter-source:** An independent peer-reviewed meta-analysis or a critical response from an epidemiologist without financial ties to the Longfonds is absent.

Missing counter-source: Cochrane Review or comparable independent systematic review of the evidence for the "hygiene hypothesis" in children.

Source 2: Research from the US and Indonesia (not further specified)

Timestamp: 22:12

Statement: "There is now research on climate disasters in the US and in Indonesia."

- (a) Funding and management:** Not mentioned. No authors, no journal, no year.
- (b) Structural conflict of interest:** Unknown due to lack of source reference.
- (c) Missing counter-source:** No counter-source or critical evaluation of the transferability of this research to the Dutch context whatsoever.

Rumour 1:

Timestamp: 22:12

Claim: "There is now research on climate disasters in the US and in Indonesia. And what it shows is that there are places where after these kinds of disasters a sort of division arises."

Word marking: "now" (suggests established evidence without source reference)

Primary source present: NO — Penalty point (+1)

Source 3: Finnish policy (not further specified)

Timestamp: 00:20

Statement: "Finland has introduced national policy and the number of children with chronic conditions has declined considerably there."

- (a) Funding and management:** No source reference. No study, no government report, no year.
- (b) Structural conflict of interest:** Unknown due to lack of source reference.



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

(c) Missing counter-source: No critical evaluation of causality (is the decline attributable to the policy or to other factors?).

Rumour 2:

Timestamp: 00:20

Claim: "Finland has introduced national policy and the number of children with chronic conditions has declined considerably there."

Word marking: "declined considerably" (quantitative claim without source reference)

Primary source present: NO — Penalty point (+1)

Summary: The broadcast uses three unverified sources without primary source references, two of which contain rumour-like claims. The sources are structurally non-diverse: all experts are advocates for the thesis the broadcast presents.



3. TIME ALLOCATION

4/10

1

2

3

4

5

6

7

8

9

10

Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Károly Illy (Longfonds, pro-nature/climate): approx. 3 min. (approx. 12%)
- Jan van Schaik (designer of nature playgrounds, pro-nature): approx. 1.5 min. (approx. 6%)
- Researcher A World Without Asthma (pro-nature): approx. 1 min. (approx. 4%)
- Maria Akkren (professor, Greenland geopolitics): approx. 1 min. (approx. 4%)
- Jurgen Boassen (Trump supporter Greenland): approx. 0.5 min. (approx. 2%)
- Jacob Nitter-Sorensen (Air Greenland): approx. 0.5 min. (approx. 2%)
- Chair Tanbreeze: approx. 0.5 min. (approx. 2%)
- Quintus Visser (homeowner Rotterdam): approx. 2 min. (approx. 8%)
- Christel Don (author Climate Ghettos): approx. 2.5 min. (approx. 10%)
- Municipal official Rotterdam: approx. 1 min. (approx. 4%)
- Insurer: approx. 0.5 min. (approx. 2%)
- Marcel van der Steen (correspondent): approx. 2 min. (approx. 8%)
- Presenter/voice-over: approx. 8 min. (approx. 32%)
- Other (atmospheric images, music, subtitling): approx. 2 min. (approx. 8%)

Summary: Speaking time is heavily concentrated among advocates of government intervention and climate action (Illy, Don, municipal official). Critical or dissenting voices (coalition positions, market-oriented alternatives) receive no speaking time. The time allocation reflects a structural asymmetry in favour of the pro-intervention frame.



4. OMISSION (Selective Omission)

6/10

1 2 3 4 5 6 7 8 9 10

Definition: What is not shown, even though relevant?

Omission 1:

Context

The coalition position on climate policy (PVV: no climate act; BBB: food security above climate) is entirely absent from the climate ghetto segment.

Relevant at: 19:12 — 26:08 (entire climate ghetto segment)

Effect

The broadcast presents collective government intervention as the only logical solution, without mentioning that the current coalition thinks fundamentally differently about this.

Omission 2:

Context

The historical and technical causes of the subsidence problem in Rotterdam (poor foundations, no piles, historical construction practices) are not distinguished from climate-related causes.

Relevant at: 23:27 — 24:03

Effect

By linking subsidence exclusively to climate change, a causal relationship is suggested that is not fully scientifically substantiated.

Omission 3:

Context

The funding of the Longfonds research and the possible conflict of interest of Károly Illy as research funder and policy advocate are not mentioned.

Relevant at: 03:36 — 06:50

Effect

Illy's statements are presented as independently authoritative, while he speaks as the funder of the research he cites.

Summary: The broadcast systematically omits dissenting voices: the coalition position on climate policy, the historical context of the subsidence problem and the conflict of interest of the main expert. This reinforces the pro-intervention frame without viewers being given the opportunity to test it.

Missing voices

- Climate-sceptical policy adviser or coalition spokesperson (PVV/BBB): Could have explained the coalition's view on climate adaptation and the housing market, including objections to collective funds.
- Independent housing market expert: Could have contextualised the subsidence problem in Rotterdam as a historical-technical problem that is only partly climate-related.
- Greenlandic independence activist: Could have deepened the democratic dimension of the geopolitical struggle over Greenland from a Greenlandic perspective.
- Critical climate economist: Could have weighed the costs of climate adaptation funds against other policy priorities.
- Paediatrician with a dissenting view: Could have questioned the direct translatability of the Finnish research to the Dutch context.



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

- Municipal official with objections: Could have problematised the financial feasibility of large-scale greening of school playgrounds and play areas.
- Serbian government representative or pro-Vučić voice: Could have provided a countervoice to the one-sided framing of the Serbian political situation.
- Private investment fund or market party in the housing market: Could have presented market-oriented solutions for climate-resilient housing as an alternative to government intervention.



5. NUMERICAL MANIPULATION

4/10

1

2

3

4

5

6

7

8

9

10

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

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 04:39

Figure: "Approximately 80,000 [Dutch children suffer from asthma]"

Dimensions: (a) Absolute value shown — (b) Share NOT shown — (c) Trend NOT shown

Missing context

What percentage of all Dutch children is this? Is this increasing or decreasing? How does this compare to other European countries?

Effect

The absolute figure of 80,000 sounds large and alarming, but without a percentage (approx. 3-4% of all children) or trend line the urgency cannot be assessed.

Finding 2:

Timestamp: 04:50

Figure: "Approximately 3,000 per year are admitted to hospital"

Dimensions: (a) Absolute value shown — (b) Share NOT shown — (c) Trend NOT shown

Missing context

Is this 3,000 out of 80,000 (3.75%)? Is this increasing or decreasing? What is the comparison with other countries?

Effect

The figure is presented as evidence of urgency without showing the relative magnitude or the trend.

Finding 3:

Timestamp: 23:27

Figure: "Rotterdam has 300,000 homes and 30,000 have no foundation"

Dimensions: (a) Absolute value shown — (b) Share shown (10%) — (c) Trend NOT shown

Missing context

Has this percentage risen or fallen? How many of these 30,000 homes have actually been damaged by climate change versus historical construction problems?

Effect

The figure is presented in the context of climate change, while the foundation problem is largely a historical-technical issue.

Summary: The broadcast consistently uses absolute figures without percentages or trend lines, creating a distorted picture of urgency. In particular, the linking of the Rotterdam foundation problem to climate change is not numerically substantiated.



6. GUILT BY ASSOCIATION

2/10

1

2

3

4

5

6

7

8

9

10

Definition: Discrediting through association with negative groups/ideas.

Association 1:

Timestamp: 08:55

Quote

"Many Greenlanders get the hairs on the back of their neck standing up when you mention Trump. But not Jurgen Boassen. He is such a fan of Trump that last autumn he even flew to the US to campaign for him."

Technique: Boassen is introduced as an exception to the negative norm ("hairs on the back of their neck standing up"). The phrasing "such a fan" has a mildly derogatory connotation.

Effect

Boassen is implicitly positioned as a deviant, somewhat naive figure compared to the "normal" Greenlanders who react negatively to Trump.

Association 2:

Timestamp: 17:00

Quote

"An authoritarian leader who gets along well with Putin but also wants his country to become a member of the EU."

Technique: Vučić is associated with "authoritarian" and "Putin" in one sentence, creating a negative connotation without further substantiation of the "authoritarian" qualification.

Effect

The viewer is steered towards a negative judgement of Vučić without the complexity of the Serbian political situation being explained.

Summary: The guilt-by-association technique is applied in a limited but noticeable way, particularly in the framing of Boassen as a Trump fan and Vučić as an authoritarian Putin friend. The effects are mild but unilaterally directed.



7. TIMING

3/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1:

Position: 00:09 (beginning)

Content: "Asthma and allergies have been increasing in children in recent years."

Timing effect

The broadcast opens with an alarming claim that establishes the urgency of the problem before any nuance or context is provided. The claim is not substantiated with a source reference.

Finding 2:

Position: 25:58 (end)

Content: "For the most vulnerable residents and the most vulnerable neighbourhoods, funds will have to come."

Timing effect

The broadcast closes the climate ghetto segment with an explicit policy recommendation for government intervention, leaving the viewer with the message that collective funds are necessary. A countervoice is absent at this crucial closing moment.

Finding 3:

Position: 06:50 (end of first segment)

Content: "We simply have to massively start sealing tiles in the Netherlands. Absolutely."

Timing effect

The first segment closes with an unqualified policy recommendation ("massively sealing tiles") that is presented as consensus by the presenter's affirmative response ("Absolutely").

Summary: The timing of alarming opening claims and policy recommendations at the end of segments reinforces the pro-intervention frame. The placement of countervoices — of which there are hardly any — is structurally weak.



8. SELECTIVE INDIGNATION

2/10

1

2

3

4

5

6

7

8

9

10

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 at other positions did not produce an analogous reaction.

Finding 1:

Timestamp: 17:00

Triggering event: Description of Vučić as an authoritarian leader who maintains ties with Putin

Reaction: "An authoritarian leader who gets along well with Putin but also wants his country to become a member of the EU."

Comparison

In the description of Jurgen Boassen (Trump supporter, 08:55) no comparable qualification is used; Boassen is described as a "fan", not as someone with problematic political ties.

Asymmetry: Mildly demonstrable — Vučić receives the qualification "authoritarian" and "Putin friend", while Boassen's Trump connection is neutrally described as "fan".

Degree of indignation: 1/5

Selectivity: 2/5

Summary: The selective indignation is limited and mild. The asymmetry in qualifications between Vučić (negatively framed) and Boassen (neutrally framed) is noticeable but not dominant in the broadcast.



9. COMPLETENESS (Selective Omission — Overall Picture)

6/10

1 2 3 4 5 6 7 8 9 10

Definition: How completely does the broadcast portray the topic? Are relevant perspectives, facts or actors systematically omitted?

Finding 1:

Timestamp: 19:12 — 26:08

Missing perspective/fact: The position of the current coalition (PVV, BBB) on climate adaptation and government intervention in the housing market is entirely absent.

Relevance: The coalition has a fundamentally different view on climate policy and the role of government in housing market problems. This is directly relevant to the policy recommendations made in the broadcast.

Effect

The viewer gets the impression that collective government intervention is the only logical solution, while the current government thinks differently about this.

Finding 2:

Timestamp: 23:27 — 24:03

Missing perspective/fact: The historical and technical causes of the Rotterdam foundation problem are not distinguished from climate-related causes.

Relevance: Rotterdam has been dealing with foundation problems for decades due to historical construction practices (no piles). This is a structural problem that is only partly related to climate change.

Effect

By placing the foundation problem exclusively in the context of climate change, a causal relationship is suggested that is not fully scientifically substantiated.

Finding 3:

Timestamp: 00:09 — 06:50

Missing perspective/fact: An independent scientific review of the Finnish policy and the consortium research is absent.

Relevance: The claim that Finland has "considerably" fewer chronic conditions due to its policy is a strong causal claim that requires independent verification.

Effect

The viewer is presented with a policy recommendation ("massively sealing tiles") based on unverified claims.

Summary: The broadcast systematically omits countervoices on all three main topics. Completeness is structurally insufficient, particularly due to the absence of coalition positions, historical context and independent scientific review.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

6/10

1

2

3

4

5

6

7

8

9

10

Definition: How is the topic fundamentally framed?

Finding 1:

Timestamp: 19:17

Quote	<i>"Climate change can cause homes in certain areas to become less valuable."</i>
Manipulation	The climate ghetto segment is opened with climate change as a fixed and primary causal framework for loss of property value, without alternative explanations (historical construction problems, urban shrinkage, economic factors).
Why problematic	Viewers are steered towards a single causal explanation that reduces the complexity of the housing market problem to climate change.

Finding 2:

Timestamp: 25:58

Quote	<i>"For the most vulnerable residents and the most vulnerable neighbourhoods, funds will have to come. Because those people cannot afford to make their homes more climate-resilient themselves."</i>
Manipulation	The solution is framed as a moral necessity ("will have to come") rather than as a policy option. The frame of vulnerability and solidarity structurally excludes market-oriented alternatives.
Why problematic	The viewer is presented with a normative frame (government intervention is morally obligatory) without alternative policy options being discussed.

Finding 3:

Timestamp: 11:49

Quote	<i>"But they are also indispensable for the energy transition. Car batteries and wind turbines cannot do without them either."</i>
Manipulation	The energy transition is presented as a fixed and uncontested given ("indispensable"), while the coalition (PVV: stop wind turbines; BBB: anti-Green Deal) thinks fundamentally differently about this.
Why problematic	The frame of the energy transition as an uncontested necessity implicitly excludes the political debate about it.

Summary: The broadcast consistently employs a frame of climate change as the primary cause of social problems and government intervention as the only logical solution. This frame is not explicitly challenged or nuanced.

Voorzitter: Schläpfer, David - **Contact:** kontakt@SVFAB.ch - **Adres:** SVFAB, Postfach, CH-8021 Zürich 1



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



11. WORD CHOICE AND TERMINOLOGY

5/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1:

Timestamp: 22:55

Quote	<i>"a kind of ghettos arising over time. It is a somewhat unpleasant word, but that is what it is called, in the research."</i>
Manipulation	The word "ghetto" has a strong negative connotation that evokes fear and urgency. The speaker herself acknowledges that it is "an unpleasant word", but uses it anyway — and the broadcast adopts it in the title of the segment.
Why problematic	A neutral alternative would be: "risk neighbourhoods" or "vulnerable neighbourhoods". The use of "ghetto" emotionalises the debate and suggests an irreversible social degradation.

Finding 2:

Timestamp: 17:00

Quote	<i>"An authoritarian leader who gets along well with Putin."</i>
Manipulation	"Authoritarian" is a politically charged qualification that is not further substantiated. The association with Putin reinforces the negative connotation.
Why problematic	A neutral alternative would be: "the controversial president Vučić". The qualification "authoritarian" is a judgement that requires substantiation.

Finding 3:

Timestamp: 00:09

Quote	<i>"Asthma and allergies have been increasing in children in recent years."</i>
Manipulation	"Are increasing" suggests a clear upward trend without source reference or quantification. It creates urgency that justifies the rest of the segment.
Why problematic	A neutral alternative would be: "According to [source] the number of children with asthma has risen from X to Y percent." The unqualified claim "are increasing" is not verifiable.

Summary: The word choice in the broadcast is consistently aimed at creating urgency and emotionalising policy debates. Terms such as "ghetto", "authoritarian" and "are increasing" are used without the nuance that journalistic care requires.



12. MODERATION BEHAVIOUR

4/10

1

2

3

4

5

6

7

8

9

10

Definition: Asymmetries in follow-up questioning, 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 with other guests did not produce an analogous intervention.

Finding 1:

Timestamp: 06:50

Triggering event: Károly Illy makes a broad policy recommendation ("massively start sealing tiles in the Netherlands")

**Quote
(presenter)**

"Absolutely."

Comparison

There is no comparable moment in the broadcast where a guest makes a policy recommendation that is contradicted or critically questioned by the presenter.

Asymmetry: Demonstrable — the presenter actively confirms the expert's policy recommendation instead of asking a critical question.

Finding 2:

Timestamp: 03:42

Triggering event: Presenter introduces the topic of children's health

**Quote
(presenter)**

"Letting children happily rummage in the earth. Sounds like the egg of Columbus?"

Comparison

The question is rhetorical and suggests that the solution is obvious and simple. No critical question is asked about the scientific substantiation or the costs of implementation.

Asymmetry: Mildly demonstrable — the framing of the question steers towards confirmation rather than critical testing.

Finding 3:

Timestamp: 05:28

Triggering event: Illy states that the evidence is "not proven"

**Quote
(presenter)**

"It is not proven, what needs to happen now?"

Comparison

The presenter acknowledges the uncertainty but immediately moves on to policy recommendations, without further exploring the uncertainty or consulting a critical expert.

Asymmetry: Mildly demonstrable — the acknowledgement of uncertainty is not used to nuance the frame but to accelerate the policy agenda.



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

Summary: Moderation behaviour is consistently pro-intervention: the presenter confirms policy recommendations, asks rhetorical questions that elicit confirmation and quickly moves past acknowledged scientific uncertainty. Critical follow-up questioning is absent.



13. QUESTION ASYMMETRY

4/10

1

2

3

4

5

6

7

8

9

10

Definition: Different hard/soft questions to different persons.

Asymmetry 1:

To Károly Illy, 03:42: "Letting children happily rummage in the earth. Sounds like the egg of Columbus?" — soft/rhetorical

To Károly Illy, 05:28: "It is not proven, what needs to happen now?" — mildly critical but immediately directed at policy agenda

Comparison

There is no guest in the broadcast who takes a critical or dissenting position and thereby elicits hard questions. All guests share the pro-intervention frame and receive soft, affirmative questions.

Asymmetry 2:

To Quintus Visser (homeowner), 20:42: "Because if you want to sell the house, you get considerably less for it because it is a problem house?" — neutral/empathetic

To Rotterdam municipal official, 24:40: "Then I already know the answer: a very large bag of money." — mildly ironic but not critical

Comparison

The municipal official is not asked about the municipality's responsibility for historical construction problems or about the costs of the proposed interventions. The question is empathetic and affirmative.

Summary: The question asymmetry is structural: all guests who support the pro-intervention frame receive soft, affirmative questions. There are no guests with a critical or dissenting position, which means the asymmetry does not become fully visible but is nonetheless structurally present.



14. FALSE BALANCE

2/10

1

2

3

4

5

6

7

8

9

10

Definition: Artificial balance despite factual imbalance.

Finding 1:

Timestamp: 05:28

Construction: "It is not proven, what needs to happen now?"

Analysis

The presenter acknowledges that the scientific evidence is not yet complete, but immediately moves on to policy recommendations. This creates an apparent balance (acknowledgement of uncertainty) while the policy direction is already fixed.

Summary: False balance is present to a limited extent. The broadcast does not use the classic false balance technique (placing two equivalent but unequal positions against each other), but does use a mild variant in which scientific uncertainty is acknowledged but not used to nuance the frame.



15. AGENDA-SETTING

6/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1:

Agenda element: Climate change as the primary cause of housing market problems

Timestamp: 19:17 — Evidence: "Climate change can cause homes in certain areas to become less valuable."

Alternative agenda: Historical construction problems, urban shrinkage and economic factors as causes of loss of property value do not make it onto the agenda.

Finding 2:

Agenda element: Collective government intervention as the only logical solution

Timestamp: 25:58 — Evidence: "For the most vulnerable residents and the most vulnerable neighbourhoods, funds will have to come."

Alternative agenda: Market-oriented solutions, private investments, fiscal incentives and the personal responsibility of homeowners do not make it onto the agenda as fully-fledged alternatives.

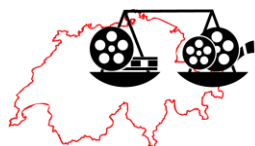
Finding 3:

Agenda element: The energy transition as an uncontested necessity

Timestamp: 11:49 — Evidence: "But they are also indispensable for the energy transition. Car batteries and wind turbines cannot do without them either."

Alternative agenda: The political debate about the energy transition (PVV: stop wind turbines; BBB: anti-Green Deal) does not make it onto the agenda.

Summary: Agenda-setting is consistently aimed at establishing climate change as the primary cause of social problems and government intervention as the only logical solution. Alternative agendas — market-oriented, coalition position, historical-technical — are structurally excluded.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of Individual Scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	6	All experts are advocates for the pro-intervention frame; the main expert has a structural conflict of interest as research funder
2	Source selection	H	5	Two rumour-like claims without primary source reference; sources are structurally non-diverse
3	Time allocation	H	4	Speaking time concentrated among pro-intervention advocates; critical voices receive no time
4	Omission	H	6	Coalition position on climate policy, historical context of subsidence and conflict of interest of expert are systematically omitted
5	Numerical manipulation	H	4	Absolute figures without percentages or trend lines; foundation problem incorrectly linked to climate change
6	Guilt by association	H	2	Limited but noticeable association technique with Vučić and Boassen
7	Timing	H	3	Alarming opening claims and policy recommendations at the end of segments reinforce pro-intervention frame
8	Selective indignation	H	2	Mild asymmetry in qualifications between Vučić and Boassen; not dominant
9	Completeness	H	6	Systematic absence of coalition positions, historical context and independent scientific review
10	Framing	S	6	Climate change and government intervention are consistently presented as uncontested frameworks
11	Word choice	S	5	Emotionalising terms ("ghetto", "authoritarian", "are increasing") without nuance
12	Moderation behaviour	S	4	Presenter actively confirms policy recommendations; critical follow-up questioning is absent
13	Question asymmetry	S	4	All guests receive soft, affirmative questions; critical guests are absent
14	False balance	S	2	Present to a limited extent; mild variant in which uncertainty is acknowledged but not used
15	Agenda-setting	S	6	Climate change and government intervention as self-evident agenda; alternatives structurally excluded

Results

- HARD FACTS SCORE (average criteria 1-9): 4.2 / 10
- SOFT FACTS SCORE (average criteria 10-15): 4.5 / 10
- TOTAL SCORE (average all 15 criteria): 4.3 / 10



Dominant Techniques

- 1. Omission / Selective Omission (Score 6):** The broadcast systematically omits the coalition position on climate policy, the historical context of the subsidence problem and the conflict of interest of the main expert. This creates a structurally one-sided picture in which government intervention is presented as the only logical solution.
- 2. Framing (Score 6):** Climate change is consistently presented as the primary cause of social problems and the energy transition as an uncontested necessity, without the political debate about this — in particular the coalition positions of PVV and BBB — being included. This frame structurally excludes alternative policy visions.
- 3. Expert selection (Score 6):** All experts are advocates for the pro-intervention frame. The main expert (Károli Illy) has a structural conflict of interest as director of the fund that financed the cited research. Independent scientific review is entirely absent.

Core Messages of the Broadcast

MESSAGE 1 (SUBSTANTIVE): "Climate change is the primary cause of social problems in the Netherlands and requires collective government intervention."

Technique: Framing, agenda-setting, omission — Evidence: 19:17, 25:58, 11:49

MESSAGE 2 (PERSONAL): "Vulnerable citizens are victims of climate change and cannot help themselves without government support."

Technique: Emotionalisation, word choice ("ghetto", "vulnerable"), time allocation — Evidence: 22:55, 25:58, 19:30

MESSAGE 3 (SOCIETAL): "The energy transition is uncontested and necessary; critical voices about this are not relevant."

Technique: Agenda-setting, omission of coalition positions — Evidence: 11:49, 06:50

Reasoning: The total score of 4.3/10 places the broadcast in the category "slight tendency". The broadcast does not display gross manipulation techniques but has a structural inclination towards the pro-intervention, climate-conscious frame that aligns with the programme of left-wing and progressive parties. The absence of coalition positions, the selective expert selection and the consistent use of climate change as the primary explanatory framework are the most significant findings. In light of Media Act Art. 2.1, pluriformity is insufficient: relevant political perspectives — in particular those of the current coalition — are structurally excluded.

CONCLUSION

The broadcast of EenVandaag (AVROTROS) displays a consistent but not extreme tendency towards a pro-intervention, climate-conscious frame that substantively aligns with the programme positions of left-wing and progressive parties (GL-PvdA, D66), while the positions of the current coalition (PVV, BBB) are entirely absent. The expert selection is structurally non-diverse: all interviewed experts support the dominant frame, and the main expert (Károli Illy, Longfonds) has a demonstrable conflict of interest as funder of the cited research. The source selection displays two rumour-like claims without primary source reference. In light of Media Act Art. 2.1 — which requires pluriform, balanced and independent reporting — the broadcast is insufficiently pluriform: relevant political perspectives are structurally excluded and the policy recommendations are presented as uncontested consensus. The findings are individually not serious enough for a formal complaint, but together form a pattern of structural one-sidedness that deserves attention in the context of the total NPO output.



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	4	●●
4	OMISSION (Selective Omission)	6	●●●
5	NUMERICAL MANIPULATION	4	●●
6	GUILT BY ASSOCIATION	2	●
7	TIMING	3	●●
8	SELECTIVE INDIGNATION	2	●
9	COMPLETENESS (Selective Omission — Overall Picture)	6	●●●
10	FRAMING (Setting the frame)	6	●●●
11	WORD CHOICE AND TERMINOLOGY	5	●●●
12	MODERATION BEHAVIOUR	4	●●
13	QUESTION ASYMMETRY	4	●●
14	FALSE BALANCE	2	●
15	AGENDA-SETTING	6	●●●

HARD FACTS SCORE (1-8)

4.2/10

Considerable imbalance

SOFT FACTS SCORE (9-14)

4.5/10

Considerable imbalance

TOTAL SCORE

4.4/10

Considerable 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 audience.
6	Considerable finding (threshold)	Scores from 6 onwards are classified 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 discernible; broadcast meets 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 discernible 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 QUALIFICATION (Media Act Art. 2.1)

Assessment on the basis of Media Act Art. 2.1

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

Violation 1:

Norm: Media Act Art. 2.1 — pluriformity

Factual description: The climate ghetto segment (19:12 — 26:08) presents exclusively the position that climate change is the primary cause of housing market problems and that collective government intervention is the only logical solution. The position of the current coalition (PVV: no climate act; BBB: food security above climate) is entirely absent.

Evidence: Timestamp 25:58 — Quote: "For the most vulnerable residents and the most vulnerable neighbourhoods, funds will have to come. Because those people cannot afford to make their homes more climate-resilient themselves."

Assessment: The policy recommendation for collective funds is presented as an uncontested necessity without the political debate about this being included. This is contrary to the pluriformity requirement of Art. 2.1.

Violation 2:

Norm: Media Act Art. 2.1 — independence

Factual description: The main expert Károly Illy (director Longfonds) is presented as an independently authoritative expert, while he is director of the fund that financed the cited research. This conflict of interest is not mentioned.

Evidence: Timestamp 04:12 — Quote: "they have conducted research, with money also from the Longfonds, to demonstrate that if you rummage in the earth as a child... then the chance of allergies and asthma becomes much smaller."

Assessment: Failing to mention the financial relationship between the expert and the cited research undermines the independence of the reporting as required by Art. 2.1.

Violation 3:

Norm: Media Act Art. 2.1 — balance

Factual description: The energy transition is presented in the Greenland segment as an uncontested necessity ("indispensable for the energy transition"), while this is a politically contested subject about which the current coalition thinks fundamentally differently.

Evidence: Timestamp 11:49 — Quote: "But they are also indispensable for the energy transition. Car batteries and wind turbines cannot do without them either."

Assessment: Presenting the energy transition as an uncontested fact in a news broadcast, without mentioning the political debate about it, is contrary to the balance requirement of Art. 2.1.

Overall Assessment Media Act Art. 2.1

The broadcast of EenVandaag does not fully comply with the requirements of Media Act Art. 2.1 on the points of pluriformity, balance and independence. The three identified violations are individually of limited severity but together form a pattern of structural one-sidedness. The most significant shortcoming is the complete absence of coalition positions in segments that directly touch on current political policy (climate adaptation, energy transition). It should be noted that Media Act Art. 2.1 assesses pluriformity across the total NPO output, not per broadcast; the findings are therefore relevant as part of a broader pattern but do not in themselves constitute sufficient grounds for a formal enforcement procedure with the Commissariaat voor de Media.



CHAPTER 6 — SOURCE DEPTH CHECK

1. Longfonds

1. FUNDING: The Longfonds is a Dutch charitable organisation funded by donations from private individuals, contributions from the Nationale Postcode Loterij and subsidies. The fund itself financed the consortium research cited in the broadcast (04:12).

2. MANDATE: The mandate of the Longfonds is to combat lung diseases through research, information and advocacy. This mandate is not compatible with a fully neutral assessment of research that the fund itself has financed.

3. CONFLICT OF INTEREST: The Longfonds has an institutional interest in demonstrating the effectiveness of its interventions (relevance maintenance, fundraising, policy influence). The director speaks simultaneously as research funder, policy advocate and paediatrician.

4. CREDIBILITY MATRIX:

D1 Conflict of interest: -2 — Funder of cited research

D2 Personal risk: 0 — No demonstrable personal risk

D3 Professional competence: +1 — Trained paediatrician, but also speaks as lobbyist

D4 Consistency: +1 — Consistent advocate for lung health policy

D5 Emotionalisation vs. data: -1 — Combines personal anecdotes with policy recommendations

D6 Source level: -1 — Cites own funded research

• TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: An independent epidemiologist or a Cochrane Review of the hygiene hypothesis in children is not cited. The findings of the consortium are not independently reviewed.

2. Consortium "A World Without Asthma"

1. FUNDING: Co-financed by the Longfonds (04:12). Other funding sources not mentioned in the broadcast.

2. MANDATE: Research into prevention of asthma and allergy. The mandate is compatible with scientific research, but funding by an advocacy organisation creates a potential interest in positive results.

3. CONFLICT OF INTEREST: Structural interest in demonstrating the effectiveness of nature-based interventions, given the funding by the Longfonds.

4. CREDIBILITY MATRIX:

D1 Conflict of interest: -1 — Funded by advocacy organisation

D2 Personal risk: 0 — Unknown

D3 Professional competence: +2 — Scientific consortium, presumably peer-reviewed

D4 Consistency: 0 — Unknown

D5 Emotionalisation vs. data: +1 — Scientific context

D6 Source level: +1 — Primary research

• TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: No independent peer-reviewed review of the findings is cited.

3. Christel Don (author "Climate Ghettos")

1. FUNDING: Independent publicist; commercial interest in sales of book "Climate Ghettos".

2. MANDATE: No scientific or institutional mandate; speaks as publicist and experiential expert.

3. CONFLICT OF INTEREST: Direct commercial and reputational interest in confirming the thesis of her book.

4. CREDIBILITY MATRIX:

D1 Conflict of interest: -2 — Direct commercial interest in confirmation of book thesis

D2 Personal risk: 0 — No demonstrable personal risk

D3 Professional competence: -1 — Publicist, not an academic climate researcher

D4 Consistency: +1 — Consistent with book publication

D5 Emotionalisation vs. data: -1 — Combines personal story with policy recommendations

D6 Source level: -1 — Cites research without specific source reference



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

- TOTAL: -4 → SOURCE TRAFFIC LIGHT: YELLOW/RED

5. COUNTERVOICE: No independent housing market expert or climate economist is cited to test the thesis of climate ghettos in the Dutch context.

IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must itself be critically assessed. None of the three cited sources scores GREEN on the credibility matrix. This does not mean that their statements are incorrect, but it does mean that the broadcast should have ensured independent review and disclosure of possible conflicts of interest.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Longfonds	-2	0	+1	+1	-1	-1	-2	YELLOW
Consortium "A World Without Asthma"	-1	0	+2	0	+1	+1	+3	YELLOW
Christel Don (author "Climate Ghettos")	-2	0	-1	+1	-1	-1	-4	YELLOW/RED

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 Commissariaat voor de Media).
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 choice, 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

Act

Media Act 2008

Relevant articles

- 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

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

Supervisory authority

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

Complaints procedure

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



APPENDIX 2: SCIENTIFIC SOURCES

Literature

- Bennett, W. L. (1990). Toward a theory of press-state relations in the United States. *Journal of Communication*, 40(2), 103–125.
- Berelson, B. (1952). *Content analysis in communication research*. Free Press.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58.
- fög – Forschungszentrum Öffentlichkeit und Gesellschaft (2024). *Jahrbuch Qualität der Medien 2024*. Schwabe.
- Gilardi, F., Alizadeh, M. & Kubli, M. (2023). ChatGPT outperforms crowd workers for text-annotation tasks. *PNAS*, 120(30).
- Iyengar, S. & Kinder, D. R. (1987). *News that matters: Television and American opinion*. University of Chicago Press.
- Jolly, S. et al. (2022). Chapel Hill Expert Survey trend file, 1999–2019. *Electoral Studies*, 75, 102420.
- Krippendorff, K. (2004). *Content analysis: An introduction to its methodology* (2nd ed.). Sage.
- McCombs, M. E. & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176–187.
- Shoemaker, P. J. & Vos, T. P. (2009). *Gatekeeping theory*. Routledge.
- SVFAB (2026). *Methodenbericht v4.1: Zählbare Kriterien und Multi-Modell-Kreuzvalidierung*.
- Törnberg, P. (2023). ChatGPT-4 outperforms experts and crowd workers in annotating political Twitter messages. arXiv:2304.06588.

SVFAB Working Papers

- 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](#)

David Schläpfer — ORCID: 0009-0000-5671-9266

SVFAB — Swiss Association for Balanced Reporting | P.O. Box, 8021 Zurich 1 | www.svfab.ch | kontakt@svfab.ch | *Methods report March 2026* | Converter 3.4 (2026-05-20)



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

Evaluations and membership at SVFAB

On SVFAB.ch you will find detailed evaluations and you can also have analyses carried out for any broadcast of your choice (billed separately).

To ensure the quality of our work, we depend on membership and donor contributions.

Contact and further information:

www.SVFAB.ch | Kontakt@SVFAB.ch

Bank details: PostFinance – POFICHBE

IBAN: CH32 0900 0000 1675 6251 1

Beneficiary: SVFAB, Postfach, CH-8021 Zürich 1



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

The following books are available from SVFAB

Orders via www.svfab.ch or kontakt@svfab.ch



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

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

Also available as an **audiobook**.



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

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

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

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



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



You think you see the world. In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not change the facts — it changes what we make of the facts. How we feel. What we believe. How we decide. And it works — because we all go along with it. Daily. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of examples from real life. You learn not only how others frame you. You learn how you yourself frame — and how you can use it consciously and fairly.

Because those who understand framing see the world more clearly. Hear news differently. Conduct conversations more confidently. And no longer let themselves be so easily imposed 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.