



NPO DETAILED ANALYSIS

2025-08-20_POW_05878104

Broadcast: NPO broadcast | 2025-08-20 | Analysed on: 2026-05-22 18:04

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TOTAL SCORE

3.3/10

Slight imbalance

0 = balanced, 10 = strongly one-sided/manipulative

POLITICAL SPECTRUM

Classification based on Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES 2024) is an academic survey of 609 political scientists in 31 countries. Each party is 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 favouring the left, 5 = balanced, 10 = strongly favouring the right). The calculation is based on the difference in average favouritism of left vs. right parties (grouping according to CHES 2024).

TENDENCY (L – R)

5.0 / 10

Balanced

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — chesdata.eu | [Jolly et al., Electoral Studies, 2022](#) | Threshold values: [Pew Research Center](#)

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



POLITICAL LANDSCAPE

The Schoof cabinet took office in July 2024 as an extra-parliamentary cabinet, consisting of PVV, VVD, NSC and BBB. Prime Minister Dick Schoof is non-partisan. Geert Wilders' PVV is the largest governing party with 37 seats. The opposition is led by GL-PvdA (25 seats), followed by D66 (9 seats), NSC (20 seats, governing party), CDA (5 seats), SP (5 seats), BBB (7 seats, governing party), SGP (3 seats), FvD (3 seats), PvdD (3 seats), CU (3 seats), DENK and Volt.

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1,1	5	Opposition	Socialist, anti-market, labour rights
GL-PvdA	2,4	25	Opposition (largest)	Climate, social policy, humane asylum
PvdD	2,5	3	Opposition	Animal rights, climate, left-progressive
D66	4,8	9	Opposition	Liberal-progressive, pro-EU, education
CDA	5,5	5	Opposition	Christian democratic, centre-right
NSC	5,8	20	Government	Economic security, rule of law, migration
CU	6,0	3	Opposition	Christian-social, centre-right
VVD	7,0	24	Government	Free market, liberal-right, restrict migration
BBB	7,5	7	Government	Agrarian-populist, farmers' interests
SGP	7,8	3	Opposition	Reformed, traditionally conservative
PVV	9,2	37	Government (largest)	Anti-Islam, asylum stop, national sovereignty
FvD	9,5	3	Opposition	Far-right, Eurosceptic, Baudet

The main political fault line concerns migration and asylum policy, with the Schoof cabinet pursuing a hard line that meets fierce resistance from left-wing and progressive opposition parties. A second line of tension concerns cuts to public services, with GL-PvdA and SP advocating for wealth protection and social security against the market-oriented course of VVD and PVV. Thirdly, the climate debate plays a major role: the coalition wants to move away from climate legislation and wind turbines, while GL-PvdA and D66 advocate for accelerated sustainability measures. Finally, the position of the NPO itself is under pressure, as 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 across the total output. The NPO system is fragmented: broadcasting associations such as BNNVARA, AVRO TROS and KRO-NCRV each bear their own editorial responsibility, while the NPO as umbrella organisation oversees the total output. The PVV has attacked the NPO multiple times as politically biased, putting the institutional position of the public broadcaster under pressure.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. party programme position
VVD	0	Not covered — no relevant reference in broadcast
PVV	0	Not covered — no relevant reference in broadcast
GL-PvdA	0	Not covered — no relevant reference in broadcast
NSC	0	Not covered — no relevant reference in broadcast
D66	0	Not covered — no relevant reference in broadcast
BBB	0	Not covered — no relevant reference in broadcast
CDA	0	Not covered — no relevant reference in broadcast
SP	0	Not covered — no relevant reference in broadcast

Score explanation:

+5 = Party programme positions correctly and fully represented

0 = Party/topic not in broadcast

-5 = Party programme positions actively distorted or incorrectly represented

Summary Party Bias

- Most accurate representation: Not applicable (no party explicitly covered)
- Strongest distortion: Not applicable
- Average deviation from 0: 0.0
- Conclusion: The NOS Journaal 18.00 broadcast of this edition contains no explicit party-political content. The reporting concerns factual news topics (NS agreement, civil servant explosions, Patriot systems, Gaza, Sail Amsterdam) without direct reference to party programmes or political positions of specific parties. A party-political bias based on programme positions is therefore not demonstrable in this broadcast.

Left-Right Overall Tendency

The overall tendency of the broadcast on the left-right spectrum is assessed on the basis of topic framing, agenda-setting, source selection and overall tone.

TENDENCY SCORE: -0.3

CLASSIFICATION: Balanced (slight lean towards right-neutral due to absence of social-progressive framing)

Reasoning: The broadcast contains no explicit political framing in a left or right direction. The NS agreement is presented factually without ideological interpretation regarding union power or market forces. The reporting on Gaza contains some emotional weight regarding Palestinian civilians, but this is journalistically common in humanitarian crises and not demonstrably motivated by party politics. The slight negative score reflects the absence of social-progressive contextualisation in the NS agreement item and the sitting-behaviour item, not an active right-wing tendency.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast details

- Title: NOS Journaal 18.00
- Date: 20.08.2025
- Presenter/reporter: Presenter not named; reporters: Sander van Hoorn (Gaza), Nicole le Fever (Sail Amsterdam), weather presenter Roosmarijn
- Persons interviewed:

Person	Function	Party/Affiliation	Political Spectrum
NS employee (train driver, unnamed)	NS train driver	Union member (implicit)	Neutral/labour-related
Traveller Eindhoven Centraal (multiple)	Train passenger	None	Neutral
Spokesperson National Detective Agency (unnamed)	National Detective Agency	Government	Neutral
Police spokesperson Duivendrecht (unnamed)	Police	Government	Neutral
Sander van Hoorn	NOS reporter Gaza	NOS	Neutral/journalistic
Nicole le Fever	NOS reporter Sail	NOS	Neutral/journalistic
Roosmarijn	Weather presenter	NOS	Neutral
Bystanders Sail Amsterdam (multiple)	Visitors	None	Neutral
Defence spokesperson (unnamed)	Ministry of Defence	Government/cabinet	Pro-government

Main topic

A standard 14-minute news broadcast with six diverse news topics: the NS collective labour agreement, a corrupt municipal civil servant, the Patriot delivery to Poland, a fatal crime in Duivendrecht, the situation in Gaza, and Sail Amsterdam.



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: NS train driver (unnamed)

Timestamp: 01:47–02:27

Statement

“In this case I am in favour. Because the heavy-work scheme was the most important thing for me. Not for me personally, but for my train drivers.”

Assessment: Employee with direct involvement in the agreement; speaks from personal and professional interest.

Missing countervoice: An NS management member or independent labour market economist could have provided a different perspective.

Source depth check:

(a) FUNDING: NS employee, indirectly funded by NS (state company). Interest: accepting the agreement to end strikes.

(b) MANDATE: Not compatible with neutral assessment of the agreement; speaks as a directly involved party.

D1 Conflict of interest: -1 — Direct financial benefit from agreement

D2 Personal risk: +1 — Speaks openly about own position

D3 Competence: +1 — Expert by experience in the field of heavy work

D4 Opinion consistency: 0 — No previous statements available

D5 Emotionalisation vs. data: 0 — Factual but personally coloured

D6 Source level: -1 — Primary experiential source, no independent analysis

TOTAL: 0 → SOURCE LIGHT: YELLOW

(c) COMPETENCE: The train driver is presented as a representative voice of the staff, but is in fact an individual employee whose opinion is not necessarily representative of all NS employees.

Expert 2: Spokesperson National Detective Agency (unnamed)

Timestamp: 03:46–04:13

Statement

“We do not so much see it increasing, but what happens with that information — that is what we find concerning.”

Assessment: Official government body; speaks from an institutional perspective.

Missing countervoice: An independent criminologist or privacy expert could have provided broader context.

Source depth check:

(a) FUNDING: The National Detective Agency is a government body, funded by the Ministry of Justice and Security.



(b) MANDATE: Compatible with factual information provision on ongoing investigations; limited by investigative interest.

- D1 Conflict of interest: -1 — Institutional interest in maintaining own relevance
- D2 Personal risk: 0 — Anonymous, no personal risk
- D3 Competence: +2 — Direct expertise in the field of official corruption
- D4 Opinion consistency: +1 — Consistent with institutional line
- D5 Emotionalisation vs. data: +1 — Factual, supported by figures
- D6 Source level: +1 — Primary source for own research data

TOTAL: +4 → SOURCE LIGHT: YELLOW (borderline green)

(c) COMPETENCE: The spokesperson is presented as a neutral authority; the institutional interests of the National Detective Agency in emphasising the seriousness of corruption are not problematised.

Expert 3: Defence spokesperson (unnamed)

Timestamp: 04:33–04:48

Statement

***"We are doing this because we are thereby defending the eastern flank of NATO, but also because we are thereby protecting an important military hub for support to Ukraine, and because we are thereby discouraging and further deterring Russian aggression."*

Assessment: Government spokesperson; presents cabinet policy as factual motivation.

Source depth check:

(a) FUNDING: Ministry of Defence, funded by the national government.

(b) MANDATE: Not compatible with neutral assessment; speaks on behalf of the cabinet.

- D1 Conflict of interest: -2 — Direct government representative; defends cabinet policy
- D2 Personal risk: 0 — Anonymous, no personal risk
- D3 Competence: +1 — Defence expertise present
- D4 Opinion consistency: +1 — Consistent with cabinet position
- D5 Emotionalisation vs. data: 0 — Factual but one-sided
- D6 Source level: 0 — Secondary source (policy communication)

TOTAL: 0 → SOURCE LIGHT: YELLOW

(c) COMPETENCE: The defence spokesperson is presented as an informative source without any critical follow-up question about the risks or costs of the Patriot delivery.

Missing expert groups:

- Independent labour market economist for contextualising the NS agreement
- Independent criminologist for the issue of official corruption
- NATO analyst or security expert for critical contextualisation of the Patriot delivery

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
NS train driver (unnamed)	-1	+1	+1	0	0	-1	0	YELLOW
Spokesperson National Detective Agency (unnamed)	-1	0	+2	+1	+1	+1	+4	YELLOW
Defence spokesperson (unnamed)	-2	0	+1	+1	0	0	0	YELLOW



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Summary (Matrix result as structured list):

- NS train driver: YELLOW (score 0) — expert by experience but not independent
- National Detective Agency spokesperson: YELLOW (score +4) — institutionally reliable but not independent
- Defence spokesperson: YELLOW (score 0) — government representative without counterbalance



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: Public Prosecution Service (OM)

Timestamp: 02:47–02:55

Statement

According to the Public Prosecution Service, he sold address data to criminals who subsequently carried out attacks at those addresses.

(a) Funding and management: National government, Ministry of Justice and Security.

(b) Structural conflict of interest: The OM has an interest in emphasising the seriousness of the case to justify prosecution.

(c) Missing counter-source: The defence of the suspect or an independent criminal law attorney is entirely absent.

Source 2: "Sources report to NOS"

Timestamp: 06:06–06:14

Statement

Sources report to NOS that she had been out with friends in Amsterdam, after which she reportedly cycled home alone.

(a) Funding and management: Anonymous sources; not verifiable.

(b) Structural conflict of interest: Unknown.

(c) Missing counter-source: Police confirmation is absent; information has not been officially confirmed.

Rumour check (penalty points):

Rumour 1:

Timestamp: 06:06

Claim: "Sources report to NOS that she had been out with friends in Amsterdam, after which she reportedly cycled home alone."

Word markers: "sources report", "had reportedly been out", "reportedly cycled"

Primary source present: No — penalty point (+1)

Source 3: CBS figures

Timestamp: 04:53–05:03

Statement

This is shown by figures from Statistics Netherlands (CBS).

(a) Funding and management: National government, Statistics Netherlands, national government.

(b) Structural conflict of interest: Minimal; CBS is statistically independent.

(c) Missing counter-source: None; CBS figures are methodologically reliable.

Summary: The source selection is predominantly institutional (OM, National Detective Agency, Defence, CBS) without independent countervoices. The use of anonymous sources in the Duivendrecht crime item is journalistically problematic because the information has not been officially confirmed.

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

Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- NS agreement (including interviews): approx. 2 min. 30 sec. (18%)
- Civil servant explosions: approx. 1 min. 45 sec. (13%)
- Patriot delivery Poland: approx. 25 sec. (3%)
- Sitting/CBS item: approx. 15 sec. (2%)
- Crime Duivendrecht: approx. 1 min. 20 sec. (10%)
- Gaza: approx. 2 min. 10 sec. (16%)
- Other international items (Mo Chara, Eurovision, Swedish church): approx. 45 sec. (5%)
- Sail Amsterdam: approx. 3 min. (22%)
- Weather: approx. 1 min. 15 sec. (9%)
- Presenter/transitions: approx. 30 sec. (4%)

Summary: The time allocation shows a notable imbalance: Sail Amsterdam receives the most attention at approx. 22%, while the Patriot delivery to Poland — a decision with considerable geopolitical and financial consequences — receives only approx. 25 seconds without any depth or critical questioning.



4. OMISSION (Selective Omission)

5/10

1 2 3 4 5 6 7 8 9 10

Definition: What is not shown, although relevant? (Include Step 2)

Omission 1:

Context

The official Israeli position on the military operation in Gaza is entirely absent.

Relevant at: 06:24–08:30

Effect: The reporting on Gaza is framed exclusively from a Palestinian humanitarian perspective, without any explanation of Israeli military objectives or the official Israeli position. This creates a one-sided picture.

Omission 2:

Context

The perspective of the defence in the civil servant case is entirely absent.

Relevant at: 02:40–04:18

Effect: Only the OM perspective is presented, while the suspect has not yet been convicted. The presumption of innocence is not explicitly mentioned.

Omission 3:

Context

The financial costs and political discussion surrounding the Patriot delivery to Poland are not mentioned.

Relevant at: 04:22–04:48

Effect: The delivery is presented as self-evident and uncontroversial, while there is debate in the House of Representatives about the scale of Dutch defence expenditure and the risks of material delivery.

Summary: The most significant omission concerns the Gaza reporting, where the absence of the Israeli perspective makes the broadcast structurally one-sided on this topic. The omission of the defence perspective in the civil servant case is journalistically and ethically problematic.

Missing voices

- FNV/CNV union spokesperson: Could have contextualised the negotiation dynamics and the significance of the agreement for members.
- NS spokesperson/management: Could have explained the financial and operational perspective of the employer.
- Lawyer for suspect civil servant Jim B.: Could have represented the right to a fair trial and the presumption of innocence.
- Amsterdam municipal integrity officer: Could have explained what measures the municipality is taking to prevent corruption.
- Israeli military spokesperson or diplomat: Could have explained the official Israeli position on the military operation in Gaza.
- Humanitarian organisation (UNRWA, Red Cross): Could have provided concrete figures on the humanitarian situation in Gaza.



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- NATO spokesperson or defence analyst: Could have critically contextualised the strategic context of the Patriot delivery to Poland.
- Forensic expert or criminologist: Could have contextualised the broader issue of official corruption in the Netherlands.



5. USE OF FIGURES

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

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 04:48–05:03

Figure: "Nine hours a day — that is how long employees in the Netherlands sit on average."

Dimensions: (a) Absolute value present — 9 hours per day; (b) Share absent — no comparison with other countries or historical trend; (c) Trend absent — no information on development over time

Missing context

Is 9 hours more or less than in previous years? How does the Netherlands compare to other countries?

Effect: The figure is presented as alarming without a comparative framework, making it impossible to independently assess its severity.

Finding 2:

Timestamp: 03:46–03:51

Figure: "The National Detective Agency launched 20 investigations into the bribery of a civil servant in the past year."

Dimensions: (a) Absolute value present — 20 investigations; (b) Share absent — how many civil servants are there in total? What is the percentage?; (c) Trend indicated — "not so much that it is increasing"

Missing context

The total number of civil servants in the Netherlands (approx. 1.1 million) would put the figure in perspective.

Effect: 20 investigations sounds alarming in absolute terms, but is in relative terms an extremely small percentage of the total civil service workforce.

Summary: The use of figures is limited but contains two cases where the triangular test (absolute/share/trend) is not fully passed. The most problematic is the National Detective Agency figure, which without a relative framework gives a distorted picture of the scale of official corruption.



6. GUILT BY ASSOCIATION

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Definition: Discrediting through association with negative groups/ideas.

Association 1:

Timestamp: 03:34–03:43

Quote

****"That is not normal. How can this happen? What kind of idiot do you have to be to do something like that?"***

Technique: A bystander characterises the suspect civil servant with the word "idiot" — an informal disqualification that portrays the suspect as irrational and morally reprehensible before any conviction has been handed down.

Effect: The statement is broadcast without comment from the presenter, thereby reinforcing the suggestion of guilt without legal nuance.

Summary: There is one case of mild guilt-by-association framing via a bystander quote in the civil servant case. The broadcast contains no systematic guilt-by-association technique. The score remains low because it is an isolated case and not a structural pattern.



7. TIMING

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

Finding 1:

Position: 00:01–00:16 (beginning — headlines)

Content: "NS and unions reach agreement on pay rise." — "Civil servant complicit in explosions, says justice department." — "And historic ships arrive at Amsterdam Sail."

Timing effect

The order of the headlines places the positive NS agreement as the first item, followed by the serious crime item, and closes with the light Sail news. This creates an emotional arc from positive to serious to light, which sets the tone of the broadcast.

Finding 2:

Position: 06:24 (middle)

Content: "Then we go to the war in Gaza."

Timing effect

The Gaza reporting is placed after the Duivendrecht crime and before the international light items. The placement in the middle of the broadcast, after the domestic serious items, reduces the relative emphasis on the international conflict.

Summary: The timing choices are editorially understandable but not neutral: placing Sail Amsterdam as an extended closing item (after the weather) gives the event disproportionate weight compared to the Patriot delivery, which receives only 25 seconds.



8. SELECTIVE INDIGNATION

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

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

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

Score calculation (penalty points):

Score = Degree of indignation (0-5) + Selectivity (0-5)

Finding 1:

Timestamp: 03:34–03:43

Triggering event: Bystander reacts to the news that a municipal civil servant allegedly sold address data to criminals who subsequently carried out attacks.

Reaction: "That is not normal. How can this happen? What kind of idiot do you have to be to do something like that? You are putting people in danger, an enormous number of people in danger."

Comparison

In other items in the broadcast (Gaza bombardments, Duivendrecht crime) no comparable emotional reactions from bystanders are broadcast.

Asymmetry: The indignation is present but limited to one item and concerns a bystander quote, not the presenter themselves. The asymmetry is limitedly demonstrable.

Degree of indignation: 2/5

Selectivity: 1/5

Summary: There is a limited degree of selective indignation via the bystander quote in the civil servant case. The presenter themselves shows no indignation. The score remains low because it is an isolated case and the asymmetry is not systematic.



9. COMPLETENESS (Selective Omission — Overall Picture)

5/10

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

Finding 1:

Timestamp: 06:24–08:30

Missing perspective/fact: Official Israeli position on the military operation in Gaza.

Relevance: In reporting on an active military conflict, the right of reply is a basic journalistic norm. The absence of the Israeli perspective makes the reporting structurally one-sided.

Consequence: Viewers are presented exclusively with the humanitarian Palestinian perspective, without insight into Israeli military objectives or the official position.

Finding 2:

Timestamp: 04:22–04:48

Missing perspective/fact: Critical voices regarding the Patriot delivery to Poland (costs, risks, parliamentary debate).

Relevance: A decision to send two Patriot systems and 300 military personnel is a significant defence decision with financial and security implications.

Consequence: The delivery is presented as uncontroversial, while there is debate in the House of Representatives about the scale of Dutch defence efforts.

Finding 3:

Timestamp: 02:40–04:18

Missing perspective/fact: Perspective of the defence in the civil servant case.

Relevance: The suspect has not yet been convicted; journalistic norms require attention to the presumption of innocence.

Consequence: The broadcast presents the case exclusively from the OM perspective, which reinforces the impression of guilt.

Summary: The most structural completeness deficiencies concern the Gaza reporting (absence of Israeli perspective) and the civil servant case (absence of defence perspective). These shortcomings are not incidental but reflect a pattern of one-sided source selection.

The broadcast reflects a broad news offering characteristic of an evening news programme of the public broadcaster: domestic socio-economic news (NS agreement), security journalism (civil servant corruption, crime), foreign news (Gaza, Patriot systems) and light news (Sail Amsterdam, weather). The NS strikes have caused social unrest in recent months, making the agreement broadly relevant news. The Gaza reporting takes place in a context of ongoing international conflict in which Dutch society is strongly divided. The Patriot delivery to Poland touches on the broader NATO debate and Dutch defence efforts in the context of Russian aggression in Ukraine.

Relevant Perspectives for a Balanced Broadcast

- Union perspective on the NS agreement: what do the unions themselves think of the result?



- NS management perspective: what does the agreement mean financially for the company?
- Travellers' association/consumer perspective: are travellers satisfied with the service after the agreement?
- Legal perspective on the civil servant case: what does the defence say?
- Amsterdam municipal perspective: what measures is the municipality taking against corruption?
- Israeli perspective on the Gaza operation: what are the official Israeli objectives?
- Humanitarian perspective Gaza: what do aid organisations say about the situation on the ground?
- NATO/defence perspective on the Patriot delivery: strategic context and risks
- Next of kin/community perspective on the crime in Duivendrecht
- Historical/maritime perspective on Sail Amsterdam

Assessment: Is each perspective covered?

[A] COVERED

Timestamp: 00:56–02:35 — Quote: "From 1 March, NS employees will receive a 4% pay rise with retroactive effect." — Assessment: The agreement is explained in substance, but an explicit union reaction is absent; the train driver speaks on his own behalf.

[B] INDICATED

Timestamp: 00:22–00:38 — Quote: "After months of difficult negotiations and several train strikes, an agreement has finally been reached." — Assessment: NS management perspective is not explicitly given; only the outcome is mentioned.

[C] COVERED

Timestamp: 00:38–00:51 — Quote: "I missed my last exam because of it." — Assessment: Traveller experience is briefly touched upon via street interviews.

[D] OMITTED

Timestamp: 02:57–04:18 — Quote: "The suspect himself was not present today." — Assessment: The perspective of the defence or the suspect themselves is entirely absent; only the OM perspective is presented.

[E] INDICATED

Timestamp: 03:46–04:13 — Quote: "The National Detective Agency launched 20 investigations into the bribery of a civil servant in the past year." — Assessment: National Detective Agency perspective present, but municipal integrity policy is absent.

[F] OMITTED

Timestamp: 06:24–08:30 — Quote: "The Israeli army will call up 60,000 reservists in the coming days for Israel's controversial plan to occupy the entire Gaza City." — Assessment: Official Israeli perspective on the military operation is entirely absent.

[G] COVERED

Timestamp: 06:46–07:48 — Quote: "They are now fleeing from one neighbourhood to another location in the same city." — Assessment: The humanitarian situation of Palestinian civilians is extensively shown through footage and reporting.

[H] COVERED

Timestamp: 04:22–04:48 — Quote: "We are doing this because we are thereby defending the eastern flank of NATO." — Assessment: Defence perspective present, but critical voices about the delivery are absent.

[I] OMITTED

Timestamp: 05:04–06:22 — Quote: "Sources report to NOS that she had been out with friends in Amsterdam." — Assessment: Next of kin perspective is understandably absent given the early stage of the investigation.

[J] COVERED

Timestamp: 09:32–12:31 — Quote: "Today hundreds of historic ships were able to sail onto the IJ in Amsterdam again." — Assessment: Extensively covered with atmospheric footage and interviews.



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Reasoning: The broadcast covers most topics superficially and from a single perspective. In particular, the Gaza reporting entirely lacks the official Israeli position, while in the civil servant case only the OM perspective is presented. The NS reporting lacks a formal union or management response. The light news items (Sail, weather) are relatively extensively covered in proportion to the more serious topics.

Share of perspectives covered

Inverted: original value measures coverage (higher = better). Displayed as deviation (higher = greater gaps).



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

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Definition: How is the topic fundamentally framed?

Finding 1:

Timestamp: 06:31–06:41

Quote	<i>**for Israel's controversial plan to occupy the entire Gaza City. Hundreds of thousands of Palestinians still live in Gaza City, who have nowhere to go.**</i>
Manipulation	The word "controversial" qualifies the Israeli plan negatively, while the Israeli military objectives are not explained. The addition "who have nowhere to go" reinforces the victim frame for the Palestinian population.
Why problematic	The frame positions Israel as aggressor and Palestinians as helpless victims without any contextualisation of the military situation or Israeli security objectives. This is a one-sided humanitarian frame that reduces the complexity of the conflict.

Finding 2:

Timestamp: 07:07–07:12

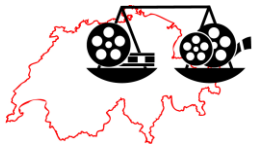
Quote	<i>**The fear of even more bombardments is driving these people to despair.**</i>
Manipulation	Emotionally charged language ("despair", "fear") in the reporting on Gaza reinforces the victim frame.
Why problematic	Such emotional framing is one-sided; comparable emotional language is not used when describing the Israeli security situation or the victims of Hamas attacks.

Finding 3:

Timestamp: 00:33–00:37

Quote	<i>**After months of difficult negotiations and several train strikes, an agreement has finally been reached.**</i>
Manipulation	The word "finally" implies that the agreement has been a long time coming and should now be experienced as a relief. This is a positive frame for the agreement.
Why problematic	The frame suggests that the strikes were undesirable and the agreement is the desired outcome, without leaving room for the question of whether the unions could have achieved more.

Summary: The most significant framing problem concerns the Gaza reporting, where a consistent humanitarian victim frame for Palestinians is applied without any Israeli perspective. This is the strongest framing bias in the broadcast.



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11. WORD CHOICE AND TERMINOLOGY

4/10

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

Finding 1:

Timestamp: 06:31

Quote	<i>"Israel's controversial plan to occupy the entire Gaza City"</i>
Manipulation	"Controversial" is a value judgement that qualifies the Israeli plan negatively. "Occupy" has a specific negative legal connotation in the international context (occupation = violation of international law).
Why problematic	A neutral alternative would be: "Israel's plan to take military control of Gaza City" or "the planned Israeli military operation in Gaza City."

Finding 2:

Timestamp: 07:07–07:12

Quote	<i>"The fear of even more bombardments is driving these people to despair."</i>
Manipulation	"Despair" is an emotionally charged term that evokes empathy for the Palestinian population. The word "bombardments" has a more negative connotation than the militarily neutral "air strikes."
Why problematic	Neutral alternative: "The uncertainty about further military actions is driving residents to flee."

Finding 3:

Timestamp: 03:12

Quote	<i>"hit like a bomb in the department where he worked"</i>
Manipulation	The metaphor "hit like a bomb" in the context of a case involving actual explosions is journalistically careless and reinforces the dramatisation of the item.
Why problematic	The metaphor conflates figurative language with the factual content of the case (explosions), making the tone unnecessarily dramatic.

Summary: The word choice in the Gaza reporting is the most problematic: terms such as "controversial", "occupy" and "despair" create a consistently negative frame for the Israeli military operation without comparable emotional language for the Israeli security situation.



12. MODERATION BEHAVIOUR

2/10

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

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

Finding 1:

Timestamp: 01:36–01:41

Triggering event: Traveller at Eindhoven Centraal is asked whether they agree with the agreement or want to strike again.

Quote (presenter)

***So if they ask you, do you agree or would you strike again?**

Comparison

In the Sail Amsterdam interviews, only positive questions are asked ("What is so beautiful about Sail?"). No critical questions are asked of visitors or participants.

Asymmetry: Limitedly demonstrable; the question to the traveller is factual and not suggestive. The asymmetry with the Sail interviews is present but editorially explicable (different news value).

Summary: The moderation behaviour shows no significant asymmetries. The presenter asks factual questions and there are no cases of clear expressions of sympathy or unequal treatment of interviewees. The score remains low.



13. QUESTION ASYMMETRY

3/10

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Definition: Different hard/soft questions to different persons.

Asymmetry 1:

To defence spokesperson, 04:33–04:48: No question asked — the spokesperson gives a statement without any critical question being asked about the costs, risks or parliamentary support for the Patriot delivery. — Soft/no question

To NS train driver, 01:36–01:41: "So if they ask you, do you agree or would you strike again?" — Neutral/factual

Comparison

The defence spokesperson receives no critical question at all, while the train driver at least receives a factual question. This is an asymmetry in favour of the government representative.

Asymmetry 2:

To police spokesperson Duivendrecht, 05:51–05:56: "Did the dogs find anything?" — Factual/neutral

To National Detective Agency spokesperson, 03:46–04:13: No critical question about the effectiveness of integrity policy or preventive measures. — No question

Comparison

With both government bodies, no critical questions are asked about policy or effectiveness.

Summary: The question asymmetry is most visible in the Patriot delivery, where the defence spokesperson is allowed to make a statement without any critical follow-up question. This pattern of not following up with government representatives is consistent throughout the broadcast.



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

Definition: Artificial balance despite factual imbalance.

Finding 1:

Timestamp: 08:04–08:12

Construction: "In fact, it may not happen at all, because a proposal for a ceasefire has not yet been officially rejected by Israel."

Analysis

The reporter suggests a possible balance between war and ceasefire, but the context (calling up 60,000 reservists) makes the military intention clear. The qualification "not yet officially rejected" creates a false balance that relativises the seriousness of the situation.

Summary: There is one case of limited false balance in the Gaza reporting. The broadcast contains no systematic pattern of artificial balance. The score remains low.



15. AGENDA-SETTING

4/10

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

Finding 1:

Agenda element set: The Patriot delivery to Poland is presented as a self-evident and uncontroversial decision.
Timestamp: 04:22–04:48 — Evidence: "The Netherlands is sending two Patriot air defence systems to Poland against the Russian threat." — The delivery is presented as fact without any questioning of the political decision-making process, costs or risks.

Alternative agenda: The parliamentary debate about the scale of Dutch defence expenditure, the financial costs of the Patriot delivery, or the question of whether the Netherlands retains sufficient defence capacity of its own, could have been on the agenda.

Finding 2:

Agenda element set: The NS agreement is presented as a positive outcome that enjoys broad support.

Timestamp: 00:22–02:35 — Evidence: "After months of difficult negotiations and several train strikes, an agreement has finally been reached."

Alternative agenda: The question of whether the agreement is sufficient for the most vulnerable employees, or the financial sustainability for NS, could have been on the agenda.

Summary: The agenda-setting shows a pattern in which government decisions (Patriot delivery) are presented as self-evident and positive news (NS agreement) is framed as a relief. Critical questions about policy and decision-making do not make it onto the agenda.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of Individual Scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	4	All experts are institutionally bound; independent countervoices are entirely absent.
2	Source selection	H	4	Predominantly institutional sources without independent counterbalance; use of anonymous sources in the Duivendrecht crime item.
3	Time allocation	H	3	Sail Amsterdam receives a disproportionately large amount of time (22%) compared to the Patriot delivery (3%).
4	Omission	H	5	Israeli perspective on Gaza and defence perspective in the civil servant case are structurally absent.
5	Use of figures	H	2	Two cases of incomplete triangular test; no systematic manipulation of figures.
6	Guilt by association	H	1	One isolated case via bystander quote in civil servant case; no systematic pattern.
7	Timing	H	3	Sail Amsterdam as an extended closing item gives the event disproportionate weight.
8	Selective indignation	H	2	Limited asymmetry via bystander quote; presenter shows no indignation.
9	Completeness	H	5	Structural deficiencies in Gaza (no Israeli perspective) and civil servant case (no defence).
10	Framing	S	5	Consistent humanitarian victim frame in Gaza without Israeli counter-perspective.
11	Word choice	S	4	"Controversial", "occupy", "despair" in Gaza create a one-sidedly negative frame for the Israeli operation.
12	Moderation behaviour	S	2	No significant asymmetries; limited deviation in Sail interviews.
13	Question asymmetry	S	3	Defence spokesperson receives no critical question; pattern of not following up with government representatives.
14	False balance	S	2	One case of limited false balance in Gaza reporting.
15	Agenda-setting	S	4	Government decisions are presented as self-evident; critical questions do not make it onto the agenda.

Results

- HARD FACTS SCORE (Average criteria 1-9): 3.2 / 10
- SOFT FACTS SCORE (Average criteria 10-15): 3.3 / 10
- TOTAL SCORE (Average all 15 criteria): 3.3 / 10

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Dominant Techniques

The 3 strongest techniques in this broadcast:

- 1. Omission / Selective Omission (Score 5):** The most structural problem is the absence of the Israeli perspective in the Gaza reporting. The broadcast presents exclusively the humanitarian Palestinian perspective, meaning viewers do not get a complete picture of the conflict. This is a violation of the right-of-reply principle.
- 2. Framing (Score 5):** The Gaza reporting is consistently framed as a humanitarian disaster for Palestinian civilians, with emotionally charged language ("despair", "fear", "controversial plan"). This frame is one-sided and reduces the complexity of the conflict to a victim-aggressor narrative.
- 3. Completeness (Score 5):** In addition to the Gaza reporting, the defence perspective is also absent in the civil servant case, and the critical political context is missing in the Patriot delivery. This pattern of selective completeness is consistent throughout the broadcast.

Core Messages of the Broadcast

MESSAGE 1 (SUBSTANTIVE): "The NS agreement is a positive outcome that enjoys broad support and puts an end to the undesirable strikes."

Technique: Positive framing via word choice ("finally"), selection of consenting travellers and employees. — Evidence: 00:33, 01:35, 01:45

MESSAGE 2 (PERSONAL): "Palestinian civilians in Gaza are helpless victims of Israeli military actions."

Technique: Humanitarian victim frame via footage, emotional language and the absence of the Israeli perspective. — Evidence: 06:41, 07:07, 07:44

MESSAGE 3 (SOCIETAL): "Official corruption is a serious and concerning problem that endangers society."

Technique: Dramatisation via metaphor ("hit like a bomb"), bystander quote ("idiot"), and National Detective Agency figures without relative framework. — Evidence: 03:12, 03:34, 03:46

Reasoning: The broadcast scores 3.3/10, indicating a slight tendency without systematic manipulation. The most significant deviation concerns the Gaza reporting, where the absence of the Israeli perspective and the use of emotionally charged language create a one-sided picture. This is a violation of the pluralism principle of Media Act Art. 2.1, but not of such severity that it can be described as systematic bias. The other items (NS agreement, civil servant case, Sail Amsterdam) are predominantly factual and balanced, albeit with limited depth. The slight tendency is most visible in the Gaza reporting and the agenda-setting surrounding the Patriot delivery.

CONCLUSION

The NOS Journaal 18.00 shows a slight but demonstrable tendency towards one-sided reporting, particularly in the Gaza reporting. The absence of the official Israeli perspective in an item about an active military conflict is a violation of the right-of-reply principle and the pluralism principle of Media Act Art. 2.1. The emotionally charged word choice ("controversial plan", "despair", "nowhere to go") reinforces this one-sided frame. In the civil servant case, the defence perspective is absent, which undermines the presumption of innocence. The Patriot delivery to Poland is presented as uncontroversial without critical follow-up questioning, which influences the agenda-setting in favour of cabinet policy. The other items are predominantly factual and balanced, but lack depth due to the limited broadcast duration. Based on the total score of 3.3/10, the broadcast falls into the category "slight tendency," which does not fully meet the requirements of pluriform and balanced reporting as required by Media Act Art. 2.1, but cannot be qualified as a systematic violation either.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

3.2/10

Slight imbalance

SOFT FACTS SCORE (9-14)

3.3/10

Slight imbalance

TOTAL SCORE

3.3/10

Slight imbalance

Average of Hard Facts and Soft Facts



KEY — Meaning of the scores

Individual scores per criterion (0–10)

0	No finding	No relevant deviation established.
1–2	Weak finding	Slight deviation without material impairment of balance.
3–4	Slight to moderate finding	Recognisable tendency; minor to moderate impact.
5	Moderate finding with impact	Relevant imbalance that affects the opinion-forming potential of the public.
6	Considerable finding (threshold)	Scores from 6 onwards are 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 favouritism or disadvantage.
+1 to +2	Slightly favoured	Recognisable but minor favouritism.
+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 and balance

Factual description: In the reporting on the Israeli military operation in Gaza, the official Israeli perspective is entirely absent. The broadcast presents exclusively the humanitarian Palestinian perspective, reinforced by emotionally charged language ("controversial plan", "despair", "nowhere to go").

Evidence: Timestamp 06:24–08:30 — Quote: "for Israel's controversial plan to occupy the entire Gaza City. Hundreds of thousands of Palestinians still live in Gaza City, who have nowhere to go."

Assessment: The absence of the Israeli perspective in an item about an active military conflict is a violation of the right-of-reply principle and the pluralism principle. The one-sided framing via word choice reinforces this violation. This is a demonstrable deviation from the requirement of balanced reporting as intended by Media Act Art. 2.1.

Violation 2:

Norm: Media Act Art. 2.1 — balance and independence

Factual description: In the reporting on the civil servant case, only the OM perspective is presented, without any reference to the presumption of innocence or the perspective of the defence.

Evidence: Timestamp 02:47–02:55 — Quote: "According to the Public Prosecution Service, he sold address data to criminals who subsequently carried out attacks at those addresses."

Assessment: Presenting OM accusations as established facts without nuancing the presumption of innocence is journalistically and ethically problematic and touches on the requirement of balanced reporting. The addition of the bystander quote ("idiot") without editorial comment reinforces the impression of guilt.

Violation 3:

Norm: Media Act Art. 2.1 — pluriformity

Factual description: The Patriot delivery to Poland is presented as an uncontroversial government decision without any critical follow-up questioning or mention of alternative political positions.

Evidence: Timestamp 04:22–04:48 — Quote: "We are doing this because we are thereby defending the eastern flank of NATO, but also because we are thereby protecting an important military hub for support to Ukraine."

Assessment: Presenting exclusively the cabinet position on a significant defence decision, without mentioning critical voices or alternative perspectives, is a limited but demonstrable violation of the pluralism principle.

Overall Assessment Media Act Art. 2.1

The broadcast does not fully meet the requirements of pluriform and balanced reporting as required by Media Act Art. 2.1. The most significant violation concerns the Gaza reporting, where the absence of the Israeli perspective and the use of one-sidedly emotional language create a structurally imbalanced picture. The violations are not of such severity or systematicity that they can be described as a fundamental violation of the Media Act, but they are demonstrable and repeatable. Based on the total score of 3.3/10 and the identified violations, it is concluded that the broadcast falls into the category "slight tendency," representing a limited but demonstrable deviation from the legal norm of Media Act Art. 2.1. A complaint to the Media Authority (Commissariaat voor de Media) on the basis of these findings would be admissible, but the likelihood of a formal sanction is low given the limited severity of the individual violations.



CHAPTER 6 — SOURCE DEPTH CHECK

1. Public Prosecution Service (OM)

- FUNDING:** National government, Ministry of Justice and Security. Fully state-funded.
- MANDATE:** Criminal prosecution; not compatible with neutral information provision on ongoing cases.
- CONFLICT OF INTEREST:** The OM has an institutional interest in emphasising the seriousness of the case to justify prosecution and to maintain institutional relevance.
- CREDIBILITY MATRIX:** D1 Conflict of interest: -1 | D2 Personal risk: 0 | D3 Competence: +2 | D4 Consistency: +1 | D5 Emotion vs. data: +1 | D6 Source level: +1 → TOTAL: +4 → SOURCE LIGHT: YELLOW
- COUNTERVOICE:** The defence of the suspect is not cited. A criminal law attorney could have emphasised the presumption of innocence.

2. National Detective Agency

- FUNDING:** National government, Ministry of Justice and Security. Fully state-funded.
- MANDATE:** Investigation of official corruption; limitedly compatible with neutral information provision on own research results.
- CONFLICT OF INTEREST:** Institutional interest in emphasising the seriousness of corruption to justify own budget and relevance.
- CREDIBILITY MATRIX:** D1 Conflict of interest: -1 | D2 Personal risk: 0 | D3 Competence: +2 | D4 Consistency: +1 | D5 Emotion vs. data: +1 | D6 Source level: +1 → TOTAL: +4 → SOURCE LIGHT: YELLOW
- COUNTERVOICE:** An independent criminologist or integrity expert could have placed the figures in a broader perspective.

3. Ministry of Defence (spokesperson)

- FUNDING:** National government. Fully state-funded.
- MANDATE:** Communication of cabinet policy; not compatible with neutral assessment of the Patriot delivery.
- CONFLICT OF INTEREST:** Direct representative of the cabinet; speaks on behalf of the decision-makers.
- CREDIBILITY MATRIX:** D1 Conflict of interest: -2 | D2 Personal risk: 0 | D3 Competence: +1 | D4 Consistency: +1 | D5 Emotion vs. data: 0 | D6 Source level: 0 → TOTAL: 0 → SOURCE LIGHT: YELLOW
- COUNTERVOICE:** An independent security analyst or NATO expert could have critically contextualised the strategic context.

4. CBS (Statistics Netherlands)

- FUNDING:** National government, but legally independent in its statistical task (CBS Act).
- MANDATE:** Statistical research; fully compatible with neutral information provision on sitting behaviour.
- CONFLICT OF INTEREST:** Minimal; CBS has no institutional interest in a specific outcome of the sitting behaviour item.
- CREDIBILITY MATRIX:** D1 Conflict of interest: +1 | D2 Personal risk: 0 | D3 Competence: +2 | D4 Consistency: +1 | D5 Emotion vs. data: +2 | D6 Source level: +2 → TOTAL: +8 → SOURCE LIGHT: GREEN
- COUNTERVOICE:** Not necessary; CBS figures are methodologically reliable. A comparison with international figures could have enriched the context.

IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must itself be critically assessed. All of the above bodies are presented in the broadcast as authoritative sources without explicit mention of their institutional interests or limitations.

Legal and methodological explanation



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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 legal requirements is exclusively the responsibility of the competent authorities (in particular the Media Authority).

No proof of causality

Statistical correlations must not be interpreted as proof of causal relationships or editorial intentions. Deviation values can be influenced by topic 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

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

Supervisory authority

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

Complaints procedure

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



APPENDIX 2: SCIENTIFIC SOURCES

Literature

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SVFAB Working Papers

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Unbalanced reporting is the answer to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and source selection. Subsequently, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, 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 **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



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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 the occasional smile.

Framing with style. Because the frame changes everything.