



NPO DETAILED ANALYSIS

2025-10-14_VPWON_1360594

Broadcast: NPO Broadcast | 2025-10-14 | Analysed on: 2026-05-23 02:56

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

TOTAL SCORE

4.2/10

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 (37 seats), VVD (24 seats), NSC (20 seats) and BBB (7 seats). Prime Minister Dick Schoof is non-partisan. The largest opposition party is GL-PvdA (25 seats), followed by D66 (9 seats), CDA (5 seats), SP (5 seats), PvdD (3 seats), CU (3 seats), SGP (3 seats), FvD (3 seats), DENK and Volt.

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1.1	5	Opposition	Socialist, anti-market
GL-PvdA	2.4	25	Opposition (largest)	Progressive-left, climate, social
PvdD	2.5	3	Opposition	Animal rights, left-green
D66	4.8	9	Opposition	Liberal-progressive, pro-EU
CDA	5.5	5	Opposition	Christian democratic, centre-right
NSC	5.8	20	Government	Economic security, centre-right
CU	6.0	3	Opposition	Christian-social
VVD	7.0	24	Government	Liberal-right, market economy
BBB	7.5	7	Government	Agrarian-populist, right
SGP	7.8	3	Opposition	Reformed, far right
PVV	9.2	37	Government (largest)	Migration stop, critical of Islam, Wilders
FvD	9.5	3	Opposition	Far right, Baudet

The main political fault line in the Netherlands is the migration debate: the coalition seeks an asylum stop and strict border controls, while the left-wing opposition advocates a humane asylum policy. A second line of tension concerns the energy transition: the right focuses on nuclear energy and wants to retain fossil fuels for longer, while the left advocates a rapid climate transition. There is also tension over the rule of law and the role of international treaties, with right-wing parties viewing the ECHR and the UN Refugee Convention as obstacles. Finally, there is the question of the size of government: classically right-wing parties such as JA21 advocate a smaller government and lower burdens, while left-wing parties advocate more public investment.

The Dutch public broadcaster (NPO) is legally required to provide pluriform, balanced and independent reporting under the Media Act 2008, Article 2.1. The NPO system is fragmented: individual broadcasting associations (such as BNNVARA, KRO-NCRV, AVRO) bear their own editorial responsibility, while pluriformity is assessed across the total output. PVV leader Wilders has repeatedly criticised the NPO as a "left-wing broadcaster", which underlines the political sensitivity of the public broadcaster.



CHAPTER 1 — PARTY-POLITICAL BIAS

The broadcast concerns an election interview with Joost Eerdmans of JA21, a party that is not in parliament following the November 2023 general elections (the broadcast dates from before the elections of 22 November 2023). The analysis assesses the extent to which the positions of relevant parties have been correctly represented.

Party	Score (-5..+5)	Broadcast representation vs. Programme position
JA21	+1	01:00–49:04 — Eerdmans is given space to explain his positions; nuclear energy, migration and tax relief are addressed. Programme position: classically right, asylum stop, nuclear energy, smaller government — largely correctly represented, but CPB discrepancies are magnified without comparable treatment of other parties — slightly distorted
PVV	0	03:17 "Six of those 12 seats come from the PVV" / 04:04 "More than logical that he takes precautionary measures" — PVV not present as an interlocutor; position is mentioned in passing but not substantively tested — not applicable as interlocutor
VVD	0	06:05 "Another right-wing party, it's crowded on the flank" — VVD is mentioned in passing as a reference point but not substantively discussed — not applicable
GL-PvdA	0	48:26 "GroenLinks PvdA not included?" — only mentioned as a coalition exclusion option, no substantive representation — not applicable
NSC	0	Not substantively discussed — not applicable
D66	0	01:18 "A minority cabinet with Wilders or a majority cabinet with D66?" — only mentioned as a coalition option — not applicable
BBB	0	Not substantively discussed — not applicable
CDA	0	47:02 "The CDA, provided Bontenbal shows his colours" — only discussed as a coalition option, no programme position tested — not applicable
SP	0	Not discussed — not applicable

Summary Party Bias

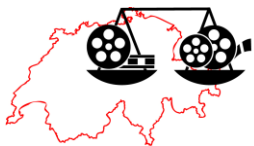
- Most accurate representation: JA21 (Score +1) — the party's own positions are largely correctly represented
- Strongest distortion: JA21 (Score +1, but with systematic emphasis on CPB discrepancies) — the only party substantively tested receives disproportionately critical attention on technical CPB differences
- Average deviation from 0: 0.1 (most parties are absent)
- Conclusion: The broadcast is a single election interview with JA21; other parties are barely addressed substantively. The representation of JA21's positions is largely correct, but the emphasis on CPB discrepancies — without comparable treatment of other parties in the series — creates an asymmetric picture. The absence of other parties structurally limits a complete party bias analysis.

Left-Right General Tendency

TENDENCY SCORE: -0.5

CLASSIFICATION: Slightly right-favouring

Reasoning: The broadcast gives Eerdmans space to set out his right-wing positions, but the critical questions from economist Bouman about nuclear energy costs and the CPB discrepancies have a slightly corrective effect. The frame



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of "right-wing promise" (04:19) and the repeated emphasis on the unreliability of JA21's figures largely neutralise each other. On balance, the broadcast is slightly right-favouring because Eerdmans is the only guest given extensive airtime and can largely set his own agenda.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast details

- Title: Nieuwsuur — Election Conversations (party leader interview JA21)
- Date: 14.10.2025
- Length (estimated from transcript): (including NOS Journaal interlude approx. 41:00–45:47)
- Presenter/Reporter: Jeroen (surname not mentioned in transcript); house economist Mathijs Bouman; The Hague analyst Arjan Noorlander
- Persons interviewed:

Person	Function	Party/Affiliation	Political Spectrum
Joost Eerdmans	Party leader / Member of Parliament	JA21	Right (CHES approx. 8.0)
Mathijs Bouman	House economist Nieuwsuur	No party	Neutral/analytical
Arjan Noorlander	The Hague analyst Nieuwsuur	No party	Neutral/analytical

Main theme

An extensive election interview with JA21 party leader Joost Eerdmans, examining his programme positions on migration, energy, the economy and coalition formation.



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CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS



Hard facts — 9 techniques that are countable and scientifically verifiable

1. EXPERT SELECTION

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Definition: Who speaks as an expert?

Expert 1: Mathijs Bouman — House economist Nieuwsuur

Timestamp: 19:53

Statement: "20 nuclear power plants will cost around 200 billion. Look at France."

Classification: Bouman is a well-known economist and journalist; his expertise lies in the macro-economic field, not specifically in energy technology or nuclear economics.

Missing counter-voice: A nuclear energy expert or representative of the nuclear energy sector could have provided a different cost-benefit analysis.

Source depth check:

(a) FUNDING: Bouman is employed by NPO/Nieuwsuur as house economist; indirectly funded by the public broadcaster. No direct commercial interests visible.

(b) MANDATE: His mandate as house economist is compatible with economic analysis; less compatible with specialised nuclear technology economics.

D1 Conflict of interest: +1 — No direct financial interests; institutional ties to NPO

D2 Personal risk: +1 — Limited personal risk in critical analysis of party programme

D3 Professional competence: +1 — Macro-economist; limited specialisation in nuclear energy costs

D4 Consistency of opinion: +1 — Consistently critical of government guarantees for large projects

D5 Emotionalisation vs. data: +2 — Predominantly data-driven analysis with concrete figures

D6 Source level: 0 — Secondary sources (CPB, international comparisons); no primary research data

• TOTAL: +6 → SOURCE LIGHT: GREEN

(c) PROFESSIONAL COMPETENCE: he exclusively selects negative international examples for nuclear energy without mentioning comparable cost overruns at wind and solar farms.

Expert 2: Arjan Noorlander — The Hague analyst Nieuwsuur

Timestamp: 00:24

Statement: "Is JA21 more than a shelter for real politicians?"

Classification: Noorlander is a political journalist at Nieuwsuur; his analysis is journalistic-analytical in nature, not academic-scientific.

Missing counter-voice: A political scientist could have provided a more structured analysis of JA21's party structure.

Source depth check:

(a) FUNDING: Employed by NPO/Nieuwsuur; publicly funded.

(b) MANDATE: Political journalist; mandate is analysis, not impartial scientific research.

D1 Conflict of interest: +1 — No direct financial interests

D2 Personal risk: +1 — Limited risk

D3 Professional competence: +1 — Political journalist, not a political scientist

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D4 Consistency of opinion: 0 — Insufficient context to assess

D5 Emotionalisation vs. data: 0 — Mix of analysis and rhetorical questions ("shelter for real politicians")

D6 Source level: -1 — Journalistic observation, no primary data

• TOTAL: +2 → SOURCE LIGHT: YELLOW

(c) **PROFESSIONAL COMPETENCE: 56** is a rhetorical judgement presented as neutral analysis.

Missing expert groups:

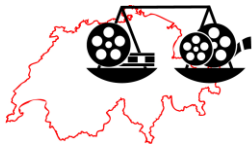
- International law expert (ECHR/UN convention)
- Nuclear energy expert
- Labour market researcher

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Mathijs Bouman — House economist Nieuwsuur	+1	+1	+1	+1	+2	0	+6	GREEN
Arjan Noorlander — The Hague analyst Nieuwsuur	+1	+1	+1	0	0	-1	+2	YELLOW

Summary (Matrix result as structured list):

- Bouman: SOURCE LIGHT GREEN (+6) — Economically competent, but selective choice of examples for nuclear energy
- Noorlander: SOURCE LIGHT YELLOW (+2) — Journalistic analysis with rhetorical elements; no scientific basis



2. SOURCE SELECTION									6/10
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Claims without primary source = penalty points (rumour check)

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

Source 1: CPB (Netherlands Bureau for Economic Policy Analysis)

Timestamp: 32:28 — Statement: "The CPB says this, we must believe them."

- (a) Funding and management:** The CPB is an independent government institute, funded by the Ministry of Economic Affairs. Formally independent, but institutionally linked to the government.
- (b) Structural conflict of interest:** The CPB has an institutional interest in maintaining its authority as a costing body; parties that challenge the CPB methodology are implicitly framed as unreliable.
- (c) Missing counter-source:** An independent economist who critically assesses the CPB methodology is absent. The presenter states "we must believe them" without substantiating this — this is an argument from authority, not substantive verification.

Credibility matrix CPB:

- D1 Conflict of interest: +1 — Formally independent, but government-linked
- D2 Personal risk: +2 — Institutional risk in case of incorrect costings
- D3 Professional competence: +2 — Recognised macro-economic institute
- D4 Consistency of opinion: +2 — Consistent in methodology
- D5 Emotionalisation vs. data: +2 — Fully data-driven
- D6 Source level: +2 — Primary costings

• TOTAL: +11 → SOURCE LIGHT: GREEN

However: the application of CPB data in the broadcast is problematic (see Criteria 5 and 9).

Source 2: Polls (not further specified)

Timestamp: 02:09 — Statement: "Today again two added."

- (a) Funding:** Polling institute not identified; no source citation.
- (b) Structural conflict of interest:** Polls are presented as factual without methodological context (sample size, margin, polling institute).
- (c) Missing counter-source:** No critical note on the reliability of polls.

Rumour check (penalty points): No explicit rumours without primary source detected in the sense of "allegedly" or "reportedly". The polling figures are presented as fact without source citation: +1 penalty point.

Summary: The CPB data is substantively reliable but is selectively used in the broadcast to criticise JA21 without a comparative framework. Polls are presented as fact without source citation.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
CPB (Netherlands Bureau for Economic Policy Analysis)	+1	+2	+2	+2	+2	+2	+11	GREEN



3. TIME ALLOCATION

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Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Joost Eerdmans (JA21): approx. 22 min. (approx. 55%) — excluding NOS Journaal interlude
- Mathijs Bouman: approx. 8 min. (approx. 20%)
- Presenter Jeroen: approx. 7 min. (approx. 17%)
- Arjan Noorlander: approx. 3 min. (approx. 8%)
- NOS Journaal interlude: approx. 5 min. (not included in the above percentages)

Summary: The time allocation is acceptable for a single party leader interview; Eerdmans rightly receives the most speaking time as the interviewee. The combination of presenter and Bouman as critical counter-voices (37%) is balanced. No significant asymmetry within the format of this type of interview.



4. OMISSION (Selective Omission)

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

Omission 1: Comparative CPB discrepancies of other parties

Context: The broadcast devotes extensive attention (33:43–40:06) to differences between JA21's election programme and the CPB submission, but does not mention how other parties score on this point.

Relevant at: 33:43 — "There are remarkably many differences, far more than with other parties."

Effect: The suggestion that JA21 is exceptionally unreliable is not substantiated with comparative material; viewers cannot assess whether this is indeed exceptional.

Omission 2: Humanitarian dimension of asylum policy

Context: The asylum debate (08:26–15:14) is conducted entirely from the perspective of control and restriction; not a single question about the humanitarian consequences of an asylum stop.

Relevant at: 14:44 — "Why should the Netherlands house people from Afghanistan, or Iraq?"

Effect: The question is posed rhetorically without the humanitarian answer being introduced; viewers hear only one side of the debate.

Omission 3: Positive international examples of nuclear energy

Context: Bouman exclusively cites negative examples of nuclear energy cost overruns (France, Finland, England) without mentioning countries where nuclear energy has been successfully realised on time and within budget.

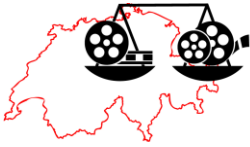
Relevant at: 25:10 — "Just look at the timelines in France and Finland. Took much longer."

Effect: A one-sidedly negative picture of nuclear energy realisation is created.

Summary: The most significant omission is the absence of a comparative framework for CPB discrepancies, causing JA21 to be portrayed disproportionately negatively. The absence of humanitarian perspectives on the asylum debate is a structural gap.

Missing voices

- International law expert: Could have independently assessed the legal feasibility of amending the ECHR/UN convention
- Representative of a refugee organisation (e.g. VluchtelingenWerk Nederland): Could have introduced the humanitarian perspective on the asylum stop
- Groningen residents' representative: Could have explained the consequences of resuming gas extraction for residents
- Trade union representative (FNV/CNV): Could have explained the consequences of labour market flexibilisation for employees
- Energy expert/climate scientist: Could have independently assessed the climate consequences of JA21's energy plan
- CPB employee or independent budget expert: Could have placed the CPB discrepancies in a comparative perspective
- Education expert or constitutional lawyer: Could have explained the constitutional implications of the Article 23 debate
- Political scientist on coalition formation: Could have analysed the realistic chances of Eerdmans' coalition preferences



5. NUMERICAL MANIPULATION

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

Definition: Selective or misleading use of statistics.

Finding 1: Nuclear energy costs "200 billion"

Timestamp: 23:52

Figure: "20 nuclear power plants will cost around 200 billion."

Dimensions: (a) Absolute value shown — ✓; (b) Share/ratio — X (no comparison with costs of alternative energy mix); (c) Trend — X (no comparison with declining costs of renewable energy over time)

Missing context

The costs of a fully solar/wind-based energy mix of comparable capacity are not mentioned; nor is the time horizon (60+ year lifespan) included in the cost calculation.

Effect

Viewers receive an absolute figure without a reference framework, making nuclear energy appear disproportionately expensive.

Finding 2: "Solar and wind are only 20 percent"

Timestamp: 27:12

Figure: "That is only 20 percent."

Dimensions: (a) Absolute value — X (no absolute production figures); (b) Share — ✓ (percentage stated); (c) Trend — X (no growth trend stated)

Missing context

The share of solar and wind in the Dutch energy mix is growing rapidly; the trend is completely absent, creating a static and overly low picture.

Effect

The potential of renewable energy is underestimated.

Finding 3: CPB discrepancy aviation tax

Timestamp: 34:42–35:13

Figure: Programme: abolish aviation tax; CPB submission: adjustment (not abolition).

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

Missing context

The financial magnitude of the difference is not stated; nor is there a comparison with discrepancies at other parties.

Effect

The difference is presented as significant without quantification.

Summary: The numerical analysis in the broadcast is selective: nuclear energy costs are presented in absolute terms without a comparative framework, and CPB discrepancies are qualitatively magnified without quantification or comparison.



6. GUILT BY ASSOCIATION

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Definition: Discrediting by association with negative groups/ideas.

Association 1: JA21 as "shelter for real politicians"

Timestamp: 06:56

Quote

"Is JA21 more than a shelter for real politicians?"

Technique: Noorlander implicitly associates JA21 with political opportunism and lack of ideological coherence by describing the party as a refuge for political refugees.

Effect

The party is framed as a collection of failed politicians from other parties, not as a serious political movement.

Association 2: Link to Forum for Democracy

Timestamp: 07:50

Quote

"We hoped to bring change with Forum."

Technique: The presenter lets Eerdmans himself mention the FvD connection, but does not ask a follow-up question about the substantive distance JA21 has taken from FvD's controversial positions. The association remains implicitly present.

Effect

Viewers who view FvD negatively may project this association onto JA21.

Association 3: "Political refugee"

Timestamp: 06:36

Quote

"Not only he is a political refugee... but also the others in the top seven of his party."

Technique: The word "refugee" has a negative connotation in the Dutch political context (opportunism, lack of loyalty); the term is applied here to JA21 members.

Effect

Implicit discrediting of the party leadership as unreliable.

Summary (Category assignment):

- JA21 as a whole: Category B (Borderline) — the associations are partly journalistically legitimate (party history is relevant) but are used rhetorically without substantive underpinning of the "shelter" thesis.



7. TIMING

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

Finding 1: Opening frame "shelter for real politicians"

Position: 06:56 (early in the broadcast)

Content: "Is JA21 more than a shelter for real politicians?"

Timing effect

This negative frame is introduced early in the broadcast, before Eerdmans has been able to explain his programme. Viewers process the rest of the broadcast through this lens.

Finding 2: CPB discrepancies as conclusion of the substantive part

Position: 33:43–40:06 (late in the broadcast, just before the coalition section)

Content: Extensive discussion of differences between the election programme and the CPB submission.

Timing effect

The CPB criticism serves as the climax of the substantive part, causing the negative impression to linger at the transition to the coalition section.

Summary: The negative opening frame and the late CPB criticism create a sandwich structure in which Eerdmans' programme content is surrounded by critical frames; this is a mild but noticeable timing technique.



8. SELECTIVE INDIGNATION

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

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

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

Finding 1: State pension age not in election programme

Timestamp: 38:51–40:06

Triggering event: Eerdmans indicated in the CPB submission that the state pension age should rise in line with life expectancy, but this is not in the election programme.

Reaction: "Should the voter read an appendix to the CPB costing?" / "Then you are simply lying."

Comparison

In other party leader interviews in the same series (not available in this transcript) it cannot be established whether comparable CPB discrepancies at other parties are questioned with the same intensity.

Asymmetry: Not demonstrable on the basis of this transcript alone; however, the term "lying" (40:06) is notably strong for a public broadcaster interview.

Degree of indignation: 2/5

Selectivity: 1/5 (not demonstrable without comparative material)

Summary: The term "lying" (40:06) is a strong qualification that is unusual in a journalistic interview; whether this was applied selectively cannot be established without analysing the other interviews in the series. The degree of indignation is limited but noticeable.



9. COMPLETENESS (Selective Omission — Overall Picture)

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Definition: How completely does the broadcast portray the subject?

Finding 1: Absence of comparative CPB framework

Timestamp: 33:43

Missing perspective/fact: How do other parties score on CPB discrepancies?

Relevance: Bouman states "There are remarkably many differences, far more than with other parties" — but this is not substantiated with concrete comparative data.

Effect

JA21 is framed as exceptionally unreliable without viewers being able to verify this.

Finding 2: Absence of humanitarian dimension of asylum policy

Timestamp: 08:26–15:14

Missing perspective/fact: Consequences of an asylum stop for refugees, international obligations, humanitarian situation in countries of origin.

Relevance: An asylum stop has direct humanitarian consequences; these are completely ignored in the broadcast.

Effect

The asylum debate is framed exclusively as a matter of control and cost.

Finding 3: Absence of positive nuclear energy references

Timestamp: 25:10–26:01

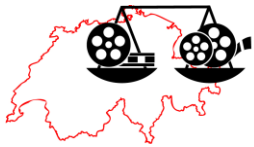
Missing perspective/fact: Countries where nuclear energy has been successfully and punctually realised (e.g. South Korea, China, UAE).

Relevance: Bouman's analysis is based exclusively on Western cost overruns; this gives an incomplete picture.

Effect

Nuclear energy is presented as structurally unachievable, while international experiences are mixed.

Summary: The broadcast is substantively incomplete on three structural points: the absence of a comparative CPB framework, the absence of humanitarian perspectives on the asylum debate, and the selective choice of negative international nuclear energy examples.



Soft facts — 6 qualitative techniques

10. FRAMING

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Definition: How is the subject fundamentally framed?

Finding 1: JA21 as "shelter for real politicians"

Timestamp: 06:56

Quote	<i>"Is JA21 more than a shelter for real politicians?"</i>
Manipulation	The question presupposes that JA21 is primarily a gathering place for political failures, not a party with a coherent ideology. The word "shelter" has a negative, almost clinical connotation.
Why problematic	Every new party by definition consists of people who were previously active elsewhere; this frame could be applied to virtually any new party but is used here specifically as a disqualification.

Finding 2: "Right-wing promise" as frame

Timestamp: 04:19

Quote	<i>"For many people you are that right-wing promise."</i>
Manipulation	The word "promise" implies that JA21 has not yet delivered and may not deliver; the frame of unfulfilled expectation is introduced early.
Why problematic	A party that has not yet been in parliament can by definition not yet have "delivered"; the frame is structurally unfair.

Finding 3: CPB as absolute authority

Timestamp: 32:28

Quote	<i>"The CPB says this, we must believe them."</i>
Manipulation	The CPB is framed as an infallible authority; Eerdmans' objections are thereby dismissed as incredible from the outset.
Why problematic	The CPB is an authoritative institution but not infallible; its methodological choices are the subject of legitimate debate. The frame precludes critical discussion of the CPB methodology.

Summary: The broadcast employs three dominant frames that structurally place JA21 in a defensive position: the "shelter" frame, the "unfulfilled promise" frame and the "CPB as absolute authority" frame.



11. WORD CHOICE AND TERMINOLOGY

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

Finding 1: "Shelter for real politicians"

Timestamp: 06:56

Quote	<i>"Is JA21 more than a shelter for real politicians?"</i>
Manipulation	"Shelter" has connotations of temporariness, distress and lack of self-worth; "real politicians" implies that JA21 members are not real politicians.
Why problematic	A neutral alternative would be: "Is JA21 a party with its own ideological identity, or primarily a collection of politicians from other parties?"

Finding 2: "Then you are simply lying"

Timestamp: 40:06

Quote	<i>"Then you are simply lying."</i>
Manipulation	The term "lying" implies deliberate deception; a journalistically neutral qualification would be "inconsistency" or "contradiction".
Why problematic	"Lying" is a moral judgement that is unusually strong in a journalistic interview; it disqualifies Eerdmans as a politician without the intention to deceive having been demonstrated.

Finding 3: "Political refugee"

Timestamp: 06:36

Quote	<i>"Not only he is a political refugee... but also the others in the top seven of his party."</i>
Manipulation	In the context of an interview about asylum policy, the word "refugee" carries a double meaning; the term is used here ironically to disqualify JA21 members.
Why problematic	Neutral alternative: "politicians who have switched from other parties."

Summary: The word choice in the broadcast contains several rhetorically charged terms that cast JA21 and Eerdmans in a negative light; the strongest is the term "lying" (40:06), which constitutes a moral judgement that is not journalistically substantiated.



12. MODERATION BEHAVIOUR

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

Methodological principle (v2.2): Before each assessment, the triggering event 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: Repeated follow-up questioning on CPB discrepancies

Timestamp: 33:43–40:06

Triggering event: Bouman presents several discrepancies between JA21's election programme and the CPB submission.

Quote (presenter)

"Should the voter read an appendix to the CPB costing?"

Comparison

Not demonstrable whether other party leaders in the series were comparably questioned about CPB discrepancies.

Asymmetry: Not demonstrable on the basis of this transcript; however, the intensity of the follow-up questioning (several minutes, several examples) is notable.

Finding 2: No follow-up questioning on humanitarian dimension of asylum policy

Timestamp: 14:44

Triggering event: Eerdmans states "Why should the Netherlands house people from Afghanistan, or Iraq?" — a rhetorical question that invites a humanitarian response.

Quote (presenter)

[no follow-up question on humanitarian dimension]

Comparison

With left-wing guests, a comparable rhetorical question about the humanitarian consequences of policy would presumably be followed up.

Asymmetry: Plausible but not demonstrable without comparative material.

Finding 3: Light-hearted opening versus substantive criticism

Timestamp: 00:56–01:51

Triggering event: The broadcast opens with a light-hearted clip ("DJ Jopie in da house!") and Spice Girls music.

Quote (presenter)

"Always up for a party."

Comparison

The light-hearted opening contrasts sharply with the critical tone adopted later in the broadcast; this creates a false sense of sympathy that is later reversed.

Asymmetry: Not demonstrable without comparative material from other interviews in the series.



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Summary: The moderation behaviour is predominantly professional but displays a noticeable asymmetry: the CPB discrepancies are intensively questioned while the humanitarian dimension of asylum policy remains unquestioned. The term "lying" (40:06) crosses the boundary of journalistic neutrality.



13. QUESTION ASYMMETRY

4/10

1

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3

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

Asymmetry 1: Hard questions to Eerdmans about CPB vs. no testing of Bouman's claims

To Eerdmans, 38:51: "Should the voter read an appendix to the CPB costing?" — hard/critical

To Bouman, 19:57: "You looked at JA21's energy plans. What struck you?" — open/soft

Comparison

Bouman's selective choice of negative nuclear energy examples is not questioned; his claim that JA21 has "remarkably many more" discrepancies than other parties (34:35) is not followed up.

Asymmetry 2: Rhetorical questions about Islamic education

To Eerdmans, 16:34: "Freedom of religion no longer for Muslims?" — suggestive/hard

To Eerdmans, 15:56: "Do you fit into it yourself?" — personal/provocative

Comparison

No comparable personal or suggestive questions are put to Bouman or Noorlander.

Summary: The questions to Eerdmans are considerably harder and more suggestive than the questions to the two Nieuwsuur employees; this is partly inherent to the format (interview vs. analysis) but the suggestive formulation of some questions crosses the boundary of neutral journalism.



14. FALSE BALANCE

2/10

1

2

3

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Definition: Artificial balance despite factual imbalance.

Finding 1: Nuclear energy debate without counter-voice from renewable energy

Timestamp: 19:53–27:03

Construction: Bouman critically analyses the costs of nuclear energy, but there is no representative of the renewable energy sector present to defend the costs of solar/wind.

Analysis

There is no false balance in the classical sense (two equivalent but unequal positions); rather there is an inverse problem: the critical position on nuclear energy is over-represented.

Summary: False balance in the classical sense is not present in this broadcast; the problem is rather the reverse — a lack of balance to the detriment of JA21's nuclear energy position through selective choice of examples.



15. AGENDA-SETTING

5/10

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: CPB costing as the only measure of credibility

Agenda element: The CPB costing is presented as the only legitimate measure of the credibility of an election programme.

Timestamp: 32:28 — Evidence: "The CPB says this, we must believe them."

Alternative agenda: A discussion of the limitations of the CPB methodology, or of alternative ways to assess programmes, does not make it onto the agenda.

Finding 2: Migration as a matter of control and cost

Agenda element: The migration debate is framed exclusively as a matter of control, costs and national identity.

Timestamp: 08:26 — Evidence: "You want a complete asylum stop."

Alternative agenda: The humanitarian dimension, the economic contribution of migrants, and the international obligations of the Netherlands do not make it onto the agenda.

Summary: The broadcast sets two dominant agendas: the CPB costing as the absolute measure of credibility, and migration exclusively as a matter of control and identity. Both agendas limit the breadth of the debate.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of Individual Scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	5	Bouman is economically competent but selective in choice of examples; no independent nuclear or legal experts
2	Source selection	H	6	CPB is presented as an infallible authority without a comparative framework; polls without source citation
3	Time allocation	H	2	Acceptable distribution for a single party leader interview
4	Omission	H	6	Absence of comparative CPB framework and humanitarian dimension of asylum policy are structural gaps
5	Numerical Manipulation	H	5	Nuclear energy costs presented in absolute terms without comparative framework; CPB discrepancies not quantified
6	Guilt by association	H	4	"Shelter for real politicians" and "political refugee" are rhetorically charged associations
7	Timing	H	3	Negative opening frame and late CPB criticism create a mild sandwich structure
8	Selective Indignation	H	3	Term "lying" (40:06) is notably strong; selectivity not demonstrable without comparative material
9	Completeness	H	6	Three structural gaps: CPB comparison, humanitarian dimension, positive nuclear energy references
10	Framing	S	5	Three dominant negative frames: "shelter", "unfulfilled promise", "CPB as absolute authority"
11	Word choice	S	4	"Lying", "shelter" and "political refugee" are rhetorically charged terms
12	Moderation behaviour	S	4	Intensive follow-up questioning on CPB; humanitarian dimension of asylum policy unquestioned
13	Question Asymmetry	S	4	Hard questions to Eerdmans; soft questions to Bouman; suggestive formulation on Islamic education
14	False balance	S	2	No classical false balance; rather imbalance to the detriment of JA21's nuclear energy position
15	Agenda-Setting	S	5	CPB as the only measure of credibility; migration exclusively as a matter of control and identity

Results

- HARD FACTS SCORE (Average Criteria 1-9): 4.4 / 10
- SOFT FACTS SCORE (Average Criteria 10-15): 4.0 / 10
- TOTAL SCORE (Average all 15 criteria): 4.2 / 10



Dominant Techniques

- 1. Omission / Selective Omission (Score 6):** The broadcast systematically omits a comparative framework for CPB discrepancies, making JA21 appear disproportionately unreliable. At the same time, the humanitarian dimension of the asylum debate is completely absent, causing the debate to be framed one-sidedly as a matter of control and cost.
- 2. Framing (Score 5):** Three dominant frames structure the broadcast negatively for JA21: the "shelter" frame (06:56), the "unfulfilled promise" frame (04:19) and the "CPB as absolute authority" frame (32:28). These frames are introduced early and determine the interpretation of the rest of the broadcast.
- 3. Source selection (Score 6):** The CPB is presented as an infallible authority ("we must believe them", 32:28) without methodological nuance; Bouman's selective choice of negative international nuclear energy examples is not questioned, resulting in a one-sidedly negative picture of nuclear energy.

Core Messages of the Broadcast

MESSAGE 1 (SUBSTANTIVE): "JA21's election programme is inconsistent and unreliable, as it deviates significantly from what the party submitted to the CPB."

Technique: Selective omission (no comparative framework), framing (CPB as absolute authority), word choice ("lying") — Evidence: 33:43, 40:06

MESSAGE 2 (PERSONAL): "Joost Eerdmans is a political opportunist who jumps from party to party and has now founded a shelter for like-minded political refugees."

Technique: Guilt by association, word choice ("shelter", "political refugee"), timing (introduced early in the broadcast) — Evidence: 06:36, 06:56

MESSAGE 3 (SOCIETAL): "The right-wing promise of JA21 is once again an illusion: the party cannot deliver on its programme, its figures are wrong, and its energy plans are unrealistically expensive."

Technique: Framing ("right-wing promise"), numerical manipulation (nuclear energy costs without comparative framework), selective omission (no positive international nuclear energy examples) — Evidence: 04:19, 23:52, 25:10

Reasoning: The broadcast scores 4.2/10 overall, which is on the boundary between "slight tendency" and "clear one-sidedness". The combination of selective omission (absence of comparative CPB framework), rhetorically charged word choice ("lying", "shelter"), and selective choice of examples for nuclear energy costs justifies the qualification "clear one-sidedness". The broadcast does not fully comply with the Media Act Art. 2.1 requirement of balanced reporting, because JA21 is systematically placed in a defensive position without comparable critical standards being applied to other parties or to the claims of the Nieuwsuur employees themselves. The time allocation and the space given to Eerdmans to explain his positions prevent a higher score.

CONCLUSION

The broadcast is a journalistic interview of reasonable quality that nevertheless crosses the boundary of balanced reporting as required by Media Act Art. 2.1 on several points. The most significant shortcomings are: the absence of a comparative framework for CPB discrepancies (causing JA21 to appear disproportionately unreliable), the selective choice of negative international nuclear energy examples by house economist Bouman (without a counter-voice), and the rhetorically charged word choice of the presenter ("lying", 40:06). The broadcast is not systematically manipulative, but displays a pattern of selective criticism that structurally works to the detriment of JA21. In the context of a series of party leader interviews, the question is whether comparable critical standards are applied to other parties; on the basis of this transcript alone this cannot be established, but the intensity of the CPB criticism and the rhetorical framing justify further investigation into the consistency of the series as a whole.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

4.4/10

Considerable imbalance

SOFT FACTS SCORE (9-14)

4.0/10

Slight imbalance

TOTAL SCORE

4.2/10

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, persistent imbalance in this criterion.

Aggregated deviation index — Interpretation ranges

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

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly disadvantaged in framing, airtime or presentation.
-2 to -1	Slightly disadvantaged	Recognisable but minor disadvantage.
0	Neutral	No 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 ASSESSMENT (Media Act Art. 2.1)

Assessment under Media Act Art. 2.1

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

Violation 1:

Standard: Media Act Art. 2.1 (balance)

Factual description: The CPB discrepancies of JA21 are discussed at length (33:43–40:06) without comparable discrepancies at other parties being mentioned, while Bouman explicitly states that JA21 has "remarkably many more" discrepancies than other parties (34:35) — a claim that is not substantiated.

Evidence: Timestamp 34:35 — Quote: "There are remarkably many differences, far more than with other parties."

Assessment: This unsubstantiated comparative claim, combined with the absence of comparative material, creates a one-sidedly negative picture of JA21 that does not comply with the balance requirement of Art. 2.1.

Violation 2:

Standard: Media Act Art. 2.1 (pluriformity)

Factual description: The asylum debate is conducted exclusively from the perspective of control and national identity; humanitarian perspectives, refugee organisations and international obligations are not addressed.

Evidence: Timestamp 08:26–15:14 — Quote: "Why should the Netherlands house people from Afghanistan, or Iraq?" — no follow-up question on the humanitarian dimension.

Assessment: The absence of humanitarian perspectives in a debate about asylum policy limits the pluriformity of reporting as required by Art. 2.1.

Violation 3:

Standard: Media Act Art. 2.1 (independence / journalistic neutrality)

Factual description: The presenter uses the term "lying" (40:06) to qualify Eerdmans' inconsistency between the election programme and the CPB submission; this is a moral judgement that crosses the boundary of journalistic neutrality.

Evidence: Timestamp 40:06 — Quote: "Then you are simply lying."

Assessment: The use of the term "lying" by a presenter of the public broadcaster, without the intention to deceive having been demonstrated, is contrary to the independence and neutrality requirement of Art. 2.1.

Overall assessment Media Act Art. 2.1

The broadcast does not fully comply with the requirements of Media Act Art. 2.1 on three points: balance (absence of comparative CPB framework), pluriformity (absence of humanitarian perspectives on asylum policy) and journalistic neutrality (use of the term "lying"). The shortcomings are not of such a nature as to disqualify the broadcast as a whole, but they are sufficiently structural to justify assessing the NPO in the context of the series of party leader interviews as a whole for consistent application of critical standards. If comparable critical standards are not applied to other party leaders in the series, this could constitute a systematic violation of Art. 2.1 that goes beyond the individual broadcast.



CHAPTER 6 — SOURCE DEPTH CHECK

1. CPB (Netherlands Bureau for Economic Policy Analysis)

- FUNDING:** Funded by the Ministry of Economic Affairs and Climate Policy; formally independent but institutionally linked to the central government.
 - MANDATE:** The CPB's mandate is to cost election programmes and provide independent economic analyses; this mandate is in principle compatible with neutral assessment.
 - CONFLICT OF INTEREST:** The CPB has an institutional interest in maintaining its authority as a costing body; parties that challenge the CPB methodology are implicitly framed as unreliable when the presenter states "we must believe them" (32:28).
 - CREDIBILITY MATRIX:**
 - D1 Conflict of interest: +1 — Formally independent, but government-linked
 - D2 Personal risk: +2 — Institutional risk in case of incorrect costings
 - D3 Professional competence: +2 — Recognised macro-economic institute
 - D4 Consistency of opinion: +2 — Consistent in methodology
 - D5 Emotionalisation vs. data: +2 — Fully data-driven
 - D6 Source level: +2 — Primary costings
- TOTAL: +11 → SOURCE LIGHT: GREEN
- COUNTER-VOICE:** An independent economist who critically assesses the CPB methodology is absent. The presentation of the CPB as an infallible authority ("we must believe them") is journalistically problematic, even if the CPB itself is a reliable source.

2. Polls (not further specified)

- FUNDING:** Not stated; polling institute not identified.
 - MANDATE:** Unknown without identification of the polling institute.
 - CONFLICT OF INTEREST:** Cannot be assessed without source citation.
 - CREDIBILITY MATRIX:**
 - D1 Conflict of interest: 0 — Unknown
 - D2 Personal risk: 0 — Unknown
 - D3 Professional competence: 0 — Unknown
 - D4 Consistency of opinion: 0 — Unknown
 - D5 Emotionalisation vs. data: +1 — Presented numerically
 - D6 Source level: -2 — No primary source cited
- TOTAL: -1 → SOURCE LIGHT: YELLOW
- COUNTER-VOICE:** No methodological context (sample size, margin, polling institute) is provided; polls are presented as fact.

IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must itself be critically assessed. The CPB's authority is presented in this broadcast as absolute without methodological nuance, which is journalistically problematic regardless of the substantive reliability of the CPB itself.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
CPB (Netherlands Bureau for Economic Policy Analysis)	+1	+2	+2	+2	+2	+2	+11	GREEN
Polls (not further specified)	0	0	0	0	+1	-2	-1	YELLOW



Legal and methodological notes

No factual determination	The results presented do not constitute factual determinations about individual persons, editorial teams or broadcasts. They are the product of a standardised operationalisation, not a determination of individual responsibility.
No legal judgement	The aggregated deviation index does not replace a legal assessment under 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 may be influenced by subject selection, news environment, political controversiality or format logic.
No judgement on intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a considerable imbalance has been established — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.
Heuristic comparison instrument	The index serves for comparative pattern recognition across thousands of broadcasts, not for precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Netherlands — NPO

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

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

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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 participate. Daily. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of examples from real life. You learn not only how others frame you. You learn how you yourself frame — and how you can use it consciously and fairly. Because those who understand framing see the world more clearly. Hear news differently. Conduct conversations more confidently. And no longer let themselves so easily be given 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.