

NPO DETAILED ANALYSIS

2025-10-21_VPWON_1360601

Broadcast: NPO broadcast | 2025-10-21 | Analysed on: 2026-05-23 02:42

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)

4.7 / 10

Balanced

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — chesdata.eu | [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 has been in office since July 2024 as an extra-parliamentary cabinet, supported by PVV (37 seats), VVD (24 seats), NSC (20 seats) and BBB (7 seats). Prime Minister Dick Schoof is non-partisan. The largest opposition party is GL-PvdA with 25 seats, followed by D66 (9 seats), CDA (5 seats), SP (5 seats), PvdD (3 seats), CU (3 seats), SGP (3 seats), FvD (3 seats), DENK and Volt.

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1,1	5	Opposition	Socialist, anti-market, anti-NATO
GL-PvdA	2,4	25	Opposition (largest)	Climate, solidarity, humane asylum policy
PvdD	2,5	3	Opposition	Animal rights, climate, meat tax
D66	4,8	9	Opposition	Pro-EU, liberal-progressive, education
CDA	5,5	5	Opposition	Christian democratic, centre
NSC	5,8	20	Government	Economic security, rule of law, manageable migration
CU	6,0	3	Opposition	Christian-social, centre-right
VVD	7,0	24	Government	Free market, entrepreneurship, strict asylum policy
BBB	7,5	7	Government	Agrarian-populist, farmers' interests
SGP	7,8	3	Opposition	Reformed, traditional
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 coalition pursuing an asylum stop and the opposition (particularly GL-PvdA) advocating for a humane and European-coordinated policy. A second line of tension concerns the climate transition: the coalition wants to slow the pace, while progressive parties adhere to ambitious targets. Thirdly, there is a fundamental debate about purchasing power and income distribution, with left-wing parties advocating for higher minimum wages and wealth taxes, and right-wing parties for tax relief and market mechanisms. Finally, the relationship with the EU plays a role: PVV and FvD are Eurosceptic, while GL-PvdA and D66 are strongly pro-European.

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: broadcasting associations such as BNNVARA (producer of Nieuwsuur) bear their own editorial responsibility, but the pluralism requirement applies to the total output. PVV leader Wilders has repeatedly criticised the NPO as a "left-wing broadcaster", which increases the political sensitivity of the reporting.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. party programme position
GL-PvdA	+2	00:15 "who hopes that there are opportunities on the left for a new cabinet" — Party programme position: solidarity, climate, humane asylum policy — Largely correctly represented; own positions receive ample speaking time. Slight distortion in that climate ambitions are critically questioned as "less green than before" without a comparable critical examination of other parties.
VVD	0	52:11 "Tomorrow Mariëlle will be here again, then with Dilan Yesilgöz of the VVD" — VVD is not substantively covered in this broadcast; only a passing mention. Score 0 due to absence.
PVV	-1	45:54 "There are two parties with whom we could never cooperate: PVV and Forum" — PVV party programme position: asylum stop, national sovereignty — PVV is mentioned solely as an exclusion criterion, without presenting or examining its own positions. Slight distortion through one-sided framing as an unacceptable party.
NSC	0	Not substantively covered in this broadcast. Score 0 due to absence.
D66	0	49:50 passing mention in coalition discussion — No substantive representation of D66 positions. Score 0 due to absence.
BBB	0	Not substantively covered. Score 0 due to absence.
CDA	0	49:49 passing mention in coalition discussion — No substantive representation. Score 0 due to absence.
SP	-1	45:03 "There is grumbling from SP circles. In the past there was occasionally an agreement between the SP and the other left-wing parties. They say it seems as if Frans Timmermans does not need them." — SP party programme position: socialist, anti-market — SP is presented solely as a dissatisfied potential coalition partner, without examining its own positions. Slight distortion.

Summary Party Bias

- Most accurate representation: GL-PvdA (Score +2) — own positions are presented extensively and largely correctly.
- Strongest distortion: PVV (Score -1) and SP (Score -1) — both parties are mentioned solely in a functional capacity without substantive examination of their programme positions.
- Average deviation from 0: 0.5
- Conclusion: The broadcast is structurally centred on one party (GL-PvdA) and its lead candidate. All other parties are only marginally or not at all represented. This is inherent to the format of a lead candidate interview, but leads to a factual imbalance in the representation of party positions. The PVV is the only party explicitly named as an exclusion criterion without its positions being presented or examined.

Left-Right Overall Tendency

TENDENCY SCORE: +1.8

CLASSIFICATION: Left-favouring

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



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Reasoning: The broadcast gives exclusively a GL-PvdA lead candidate an extensive platform of approx. Right-wing and coalition positions are not presented independently but solely as a reference point or counterweight in the questioning of Timmermans. The framing of topics such as climate, minimum wage and solidarity aligns with progressive discourse, while right-wing policy alternatives are only mentioned in passing. The format as a lead candidate interview explains part of the imbalance, but does not fully neutralise it.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast details

- Title: Nieuwsuur — Lead candidate interview Frans Timmermans (GL-PvdA)
- Date: 21.10.2025
- Length (estimated from transcript): (including news segments)
- Presenter/Reporter: Jeroen Wollaars (presenter), Arjan Noorlander (The Hague analyst), Mathijs Bouman (house economist)
- Persons interviewed:

Person	Function	Party/Affiliation	Political Spectrum
Frans Timmermans	Lead candidate GL-PvdA	GL-PvdA	Left (CHES 2.4)
Arjan Noorlander	The Hague analyst Nieuwsuur	NPO/Nieuwsuur	Journalism, no party
Mathijs Bouman	House economist Nieuwsuur	NPO/Nieuwsuur	Journalism, no party

Main topic

An extensive lead candidate interview with Frans Timmermans (GL-PvdA), one week before the House of Representatives elections of November 2023, in which his party programme is examined on topics such as migration, minimum wage, state pension indexation and climate.

Relevant Perspectives for a Balanced Broadcast

- * Perspective of the coalition negotiator: how realistic are the coalition scenarios of GL-PvdA?
- * Perspective of economists critical of minimum wage increases: effects on employment and small businesses.
- * Perspective of migration experts: are the Spanish return agreements actually effective?
- * Perspective of climate scientists: is the delayed timetable of the Green Deal justifiable?
- * Perspective of employers' organisations (VNO-NCW, MKB-Nederland): consequences of minimum wage increases for business.
- * Perspective of trade unions: do they fully support the GL-PvdA plans?
- * Perspective of right-wing parties (VVD, PVV, NSC): alternative policy visions on the same topics.
- * Perspective of GroenLinks members critical of the merger: is the green agenda sufficiently safeguarded?
- * Perspective of asylum seekers and refugee organisations: consequences of the proposed return policy.
- * Perspective of state pension recipients and elderly organisations: consequences of decoupling the state pension indexation.

Examination: Was each perspective addressed?

[A] INDICATED

Timestamp: 44:35 — Quote: "Arjan Noorlander is standing at the coalition board. With whom do you want to go?" — Assessment: Coalition scenarios are briefly touched upon but not thoroughly examined for feasibility.

[B] OMITTED

Timestamp: n/a — Quote: n/a — Assessment: Critical economic perspectives on the minimum wage increase are absent; Mathijs Bouman presents figures but does not ask fundamentally critical questions from an employer's perspective.



[C] ADDRESSED

Timestamp: 12:03 — Quote: "What good agreements has Spain made?" — Assessment: The Spanish return agreements are critically questioned, including the absence of official figures; this is one of the stronger critical moments in the broadcast.

[D] INDICATED

Timestamp: 31:13 — Quote: "From 2027, suppliers of natural gas, petrol and diesel must purchase emission rights for their CO2 emissions." — Assessment: Climate policy is touched upon but not thoroughly examined from a scientific perspective.

[E] OMITTED

Timestamp: n/a — Quote: n/a — Assessment: Employers' organisations are not represented; their perspective on the minimum wage increase is entirely absent.

[F] OMITTED

Timestamp: n/a — Quote: n/a — Assessment: Trade unions are not cited or questioned.

[G] OMITTED

Timestamp: n/a — Quote: n/a — Assessment: Right-wing parties are not substantively represented; their policy alternatives are not presented.

[H] INDICATED

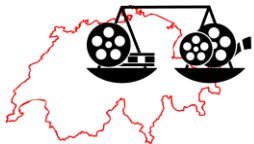
Timestamp: 34:19 — Quote: "I have been calling around within the GroenLinks part of the party. There are concerns that all the medical and activist character that was in GroenLinks... is gradually moving more into the background." — Assessment: Internal criticism from GroenLinks is touched upon via Noorlander, but not deepened with direct voices from critical members.

[I] OMITTED

Timestamp: n/a — Quote: n/a — Assessment: The perspective of asylum seekers or refugee organisations is entirely absent from the discussion of the return policy.

[J] OMITTED

Timestamp: n/a — Quote: n/a — Assessment: Elderly organisations or state pension recipients are not represented in the discussion of state pension indexation.



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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: 21:06

Statement: "Experts say three times as expensive... if you also let the state pension rise in line."

Framing: Bouman presents economic analyses of the GL-PvdA plans. He is a regular contributor to Nieuwsuur and has no direct party affiliation.

Missing counter-voice: An economist who defends the indexation from a solidarity perspective, or a representative of elderly organisations.

Source depth check:

(a) FUNDING: Mathijs Bouman is employed by NPO/BNNVARA as house economist. Funding: public. No direct commercial interests. However, an institutional interest in maintaining his position as an authoritative analyst.

(b) MANDATE: His mandate is economic analysis for a broad audience. Compatible with neutral analysis, but his role is also entertaining and accessible, which can limit depth.

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

D2 Personal risk: +1 — Limited risk; his position is established.

D3 Professional competence: +2 — Economist with broad experience; statements fall within his field.

D4 Consistency of opinion: +1 — No indications of inconsistency.

D5 Emotionalisation vs. data: +1 — Predominantly data-driven, but simplified for TV audience.

D6 Source level: 0 — Secondary source; cites research but presents no primary data.

• TOTAL: +6 → SOURCE TRAFFIC LIGHT: GREEN

(c) PROFESSIONAL COMPETENCE: The framing of Bouman as "house economist" suggests neutrality, but his analyses are selectively focused on the plans of GL-PvdA without comparable examination of other party programmes. This is structurally partisan in the context of a lead candidate interview.

Expert 2: Arjan Noorlander — The Hague analyst Nieuwsuur

Timestamp: 34:19

Statement: "I have been calling around within the GroenLinks part of the party. There are concerns that all the medical and activist character that was in GroenLinks... is gradually moving more into the background."

Framing: Noorlander acts as political analyst and introduces information about internal party dynamics.

Missing counter-voice: A GroenLinks member who views the merger positively, or an independent political scientist.

Source depth check:

(a) FUNDING: Employed by NPO/BNNVARA. Publicly funded. No direct party affiliation.

(b) MANDATE: Political analysis for a broad audience. Compatible with neutral analysis.

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



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D2 Personal risk: +1 — Established position; limited risk.

D3 Professional competence: +1 — Political journalist; not an academic political scientist.

D4 Consistency of opinion: +1 — No indications of inconsistency.

D5 Emotionalisation vs. data: +1 — Predominantly factual, but based on anonymous sources ("I have been calling around").

D6 Source level: -1 — Anonymous sources within the party; no primary documentation.

• TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Noorlander's information about internal GroenLinks criticism is based on anonymous sources, which limits verifiability. The framing as "The Hague analyst" suggests authority that is not fully substantiated.

Missing expert groups:

- Independent migration expert (e.g. from the WODC or IND) for examination of the Spanish return agreements.
- Climate scientist (e.g. from the PBL or KNMI) for examination of the Green Deal timeline.
- Labour market economist critical of minimum wage increases (e.g. from CPB or employers' organisations).

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Mathijs Bouman — House economist Nieuwsuur	+1	+1	+2	+1	+1	0	+6	GREEN
Arjan Noorlander — The Hague analyst Nieuwsuur	+1	+1	+1	+1	+1	-1	+4	YELLOW

Summary:

- Mathijs Bouman: GREEN (+6) — Competent economist, but selectively deployed on GL-PvdA plans without comparable examination of other parties.
- Arjan Noorlander: YELLOW (+4) — Political journalist with anonymous sources; limited verifiability of internal party information.



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: Vluchtelingenwerk Spain

Timestamp: 14:05

Statement: "We have no official figures on the number of people being deported as a result of these agreements."

- (a) Funding and sponsorship:** Vluchtelingenwerk Spain is an NGO funded by donations, government subsidies and European funds. Has a structural interest in protecting refugee rights.
- (b) Structural conflict of interest:** As a refugee organisation, Vluchtelingenwerk Spain has an institutional interest in criticising return agreements. This makes them a partisan source in this debate.
- (c) Missing counter-source:** The Spanish Ministry of the Interior (which did not respond) or an independent migration research institute.

Source 2: Council of State

Timestamp: 28:35

Statement: "They find indexation expensive. The largest budgetary effect... is the term they use. It is not solidarity between generations. And the elderly have little poverty."

- (a) Funding and sponsorship:** The Council of State is a state body, funded by the Dutch government. Independent adviser to the legislature.
- (b) Structural conflict of interest:** No direct interest in a specific outcome; advises on the basis of legal and financial analysis.
- (c) Missing counter-source:** An economist who defends the indexation from a solidarity perspective.

Source 3: ING and Rabobank (cited in passing)

Timestamp: 31:36

Statement: "All kinds of researchers confirm this. From ING to Rabobank."

- (a) Funding and sponsorship:** Commercial banks with their own economic research departments. Funded by shareholders and customers.
- (b) Structural conflict of interest:** Commercial banks have an interest in stable energy markets and may have a preference for a gradual climate transition. Not neutral on climate policy.
- (c) Missing counter-source:** PBL (Netherlands Environmental Assessment Agency) is mentioned as "still calculating", but their conclusions are not presented.

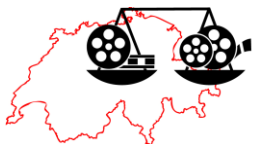
Rumour check (penalty points):

Rumour 1:

Timestamp: 13:05

Claim: "I think two to three times more [asylum seekers returned in Spain than in the Netherlands]."

Word marker: "I think" — speculative, no primary source.



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Primary source present: No — Timmermans refers to written information from staff that he does not have to hand. +1 penalty point.

Rumour 2:

Timestamp: 14:44

Claim: "I did receive them, in writing, from staff. But I cannot say it from memory."

Word marker: No explicit marker, but the source is not verifiable for viewers. +1 penalty point.

Corrected score with penalty points: 4/10 (base assessment 2/10 + 2 penalty points)

Summary: The source selection is limited and one-sided: Vluchtelingenwerk Spain is a partisan source presented as a factual authority, while Timmermans' own figures on Spain are not verifiable. The Council of State is correctly cited but dismissed by Timmermans as merely one opinion.



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

Estimated speaking time:

- Frans Timmermans (GL-PvdA): approx. 28 min. (approx. 60%)
- Jeroen Wollaars (presenter): approx. 10 min. (approx. 21%)
- Mathijs Bouman (house economist): approx. 5 min. (approx. 11%)
- Arjan Noorlander (analyst): approx. 4 min. (approx. 8%)
- News segments (other news): approx. 5 min. (outside interview)

Summary: The time allocation is inherent to the format of a lead candidate interview and gives Timmermans by far the most speaking time. No other political party or opponent receives speaking time. This is explainable in terms of format but leads to a structural imbalance in the overall picture of the broadcast.



4. OMISSION (Selective Omission)

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Definition: What is not shown, although relevant?

Omission 1:

Context: The effectiveness of the Spanish return agreements is not examined with independent migration figures or an independent expert.

Relevant at: 12:03–14:51

Effect: The viewer gets the impression that the Spanish approach either works (Timmermans) or is unknown (Vluchtelingenwerk Spain), without an independent source being able to clarify this. The structural question of whether return agreements are effective at all is not raised.

Omission 2:

Context: The consequences of the minimum wage increase for small and medium-sized enterprises are not addressed.

Relevant at: 20:29–22:35

Effect: The minimum wage increase is presented solely as a benefit for employees and as a brake on labour migration. The possible negative effects on employment or business operations are not discussed.

Omission 3:

Context: The position of PVV, VVD and NSC on the topics discussed (migration, minimum wage, climate) is not presented as an alternative reference point.

Relevant at: entire broadcast

Effect: The viewer is shown exclusively the GL-PvdA frame. Right-wing policy alternatives are not substantively presented, creating the impression that the GL-PvdA programme is the only serious option.

Summary: Structural omissions concern the absence of independent migration experts, the employer perspective and right-wing policy alternatives. This limits the informative value of the broadcast for viewers who wish to form a complete picture.

Missing voices

- Employers' organisations (VNO-NCW/MKB-Nederland): Could have explained the economic consequences of the minimum wage increase for small and medium-sized enterprises.
- Vluchtelingenwerk Netherlands: Could have introduced the perspective of asylum seekers on the proposed return policy.
- Elderly organisations (ANBO/KBO-PCOB): Could have clarified the consequences of decoupling the state pension indexation for elderly people with only a state pension.
- Climate scientists (PBL/KNMI): Could have examined the scientific basis of the delayed climate timetable.
- GroenLinks members critical of the merger: Could have made the internal tensions over the green agenda more concrete.
- Spanish migration experts or Vluchtelingenwerk Spain (directly in the studio): Could have independently assessed the effectiveness of the Spanish return agreements.
- Representative of a right-wing party (VVD/NSC): Could have presented an alternative policy frame on the same topics.
- Youth organisations: Could have introduced the perspective of young people on intergenerational solidarity (state pension vs. minimum wage).



5. STATISTICAL MANIPULATION

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

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 05:37

Figure: "More than 60 percent are highly educated."

Dimensions: (b) share shown — (a) absolute numbers absent — (c) trend absent.

Missing context

How many voters is this in absolute numbers? Has this share risen or fallen compared to previous elections?

Effect: The figure suggests a structural problem for GL-PvdA without the historical development or comparison with other parties being made.

Finding 2:

Timestamp: 21:40

Figure: "By that time we will automatically be at 16.81 euros [minimum wage]. So it is only 1.20 euros that needs to be added."

Dimensions: (a) absolute value shown — (b) share absent — (c) trend indicated.

Missing context

What are the total costs of this extra 1.20 euros for employers? How many employees receive the minimum wage?

Effect: The framing "only 1.20 euros" minimises the measure for viewers, while the total budgetary impact is not presented.

Finding 3:

Timestamp: 41:52

Figure: "Those amount to 20 billion [for nature restoration]. What does GroenLinks-PvdA spend on nature? In the costing that is 2 billion."

Dimensions: (a) absolute values shown — (b) share of total budget absent — (c) trend absent.

Missing context

What is the time horizon of the 20 billion? Over how many years? What is the ratio to the total GL-PvdA programme budget?

Effect: The contrast between 20 billion and 2 billion suggests a large shortfall without the time horizon or broader policy context being clarified.

Summary: Multiple figures are presented without fully showing all three dimensions (absolute, share, trend). This leads to a distorted picture of the scale and impact of the measures discussed.



6. GUILT BY ASSOCIATION

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Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 04:13

Quote

"Your list-pushers Jan Pron and Hedy d'Ancona sit on the advisory board of The Rights Forum."

Technique: Timmermans is associated with The Rights Forum, which earlier in the broadcast was framed as an organisation that produced a poster linking genocide accusations to politicians.

Effect: The suggestion is that Timmermans is responsible for the actions of an organisation on whose advisory board two of his list-pushers (at positions 79 and 80) sit.

Source check The Rights Forum:

- Does this organisation work with demonstrable primary sources? Partially — The Rights Forum publishes analyses on the Israeli-Palestinian conflict with source references, but the Gaza Voting Guide is a political instrument without scientific pretension.
- Are their core statements falsifiable? Partially — the voting guide is a political judgement, not a scientific claim.

Risk matrix:

- What has the organisation lost through its position? Reputation among pro-Israeli circles.
- What does it gain? Attention, donors from pro-Palestinian circles.
- Net: Limited risk, limited gain — no unambiguous conclusion about credibility.

Tone: Politically activist, not scientific.

Result category: B — Borderline (partly substantiated, partly speculative).

Chain of association: The Rights Forum → Gaza Voting Guide → genocide accusation → Jan Pron/Hedy d'Ancona → Frans Timmermans.

Summary: The chain of association is present but is not explicitly deployed by the presenter as discrediting; Timmermans is given space to distance himself. The technique is present but mildly applied.



7. TIMING

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

Finding 1:

Position: 00:08–01:52 (beginning)

Content: Introductory film with highlights from Timmermans' career, including his role as Minister of Foreign Affairs, his election as lead candidate, his multilingualism and his mention of weekly reports of death threats.

Timing effect

The introductory film positions Timmermans as an experienced, internationally respected statesman who is being threatened. This creates sympathy with the viewer before the substantive interview begins, which can soften the critical questioning that follows.

Finding 2:

Position: 08:43–09:05 (early in interview)

Content: The Solidarity Song is sung, Timmermans sings along, reference to his grandfather as a miner and Joop den Uyl as an example.

Timing effect

The emotional anchoring of Timmermans' political identity in the labour movement takes place early in the interview, framing his later policy positions as authentic and historically rooted.

Finding 3:

Position: 51:58–52:19 (end)

Content: "Good luck with your campaign and thank you for coming."

Timing effect

The closing is warm and personal, without a critical summary or final verdict. This reinforces the positive tone with which the viewer leaves the broadcast.

Summary: The timing of the introductory film and the emotional anchors early in the interview create a sympathetic framework that partially neutralises the critical questioning in the middle of the broadcast.



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:

Timestamp: 03:00

Triggering event: The Gaza Voting Guide of The Rights Forum, which states that Van der Plas "chose genocide".

Reaction: The presenter asks Timmermans for his opinion on the poster and whether he will address his list-pushers on this. The tone is critically investigative.

Comparison

There is no comparable moment in the broadcast where another politician is questioned about the actions of organisations affiliated with them.

Asymmetry: Not fully demonstrable as selective, because the broadcast has only Timmermans as a guest. The question is substantively legitimate.

Degree of indignation: 1/5

Selectivity: 1/5

Summary: No clear selective indignation is demonstrable in this broadcast. The critical questioning about The Rights Forum is substantively justified and is not presented in an emotionally charged manner.



9. COMPLETENESS (Selective Omission — Overall Picture)

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Definition: How completely does the broadcast portray the topic?

Finding 1:

Timestamp: 11:26–14:51

Missing perspective/fact: The effectiveness of return agreements with North African countries is not examined with independent migration figures or an independent expert. Vluchtelingenwerk Spain is a partisan source.

Relevance: Timmermans bases a central policy position on non-verifiable figures. Independent examination is essential for the informative value.

Impact

The viewer cannot assess whether the Spanish model is actually effective, which leaves the credibility of Timmermans' migration plan undeservedly unchallenged.

Finding 2:

Timestamp: 20:29–30:04

Missing perspective/fact: The consequences of the minimum wage increase for employers and the labour market are not addressed. CPB analyses on employment effects are absent.

Relevance: A minimum wage increase from 14 to 18 euros has significant macroeconomic effects that are not discussed.

Impact

The viewer is presented solely with the benefit for employees, without the possible disadvantages for employment or business operations.

Finding 3:

Timestamp: entire broadcast

Missing perspective/fact: Right-wing policy alternatives on migration, climate and purchasing power are not presented as a reference point.

Relevance: In an election campaign it is relevant for viewers to know how the GL-PvdA programme relates to alternatives.

Impact

The broadcast implicitly presents the GL-PvdA programme as the only serious alternative to the "right-wing cluster football".

Summary: The broadcast is structurally incomplete because crucial external perspectives, independent examination of policy positions and right-wing policy alternatives are absent. This limits the informative value for viewers who wish to form a complete picture.

The broadcast takes place in the hot phase of the election campaign for the House of Representatives elections of 22 November 2023. GL-PvdA is at that time second in the polls, behind PVV. Timmermans is positioning himself as an alternative to the "right-wing cluster football" and hopes to be able to form a progressive cabinet. The debate on migration, climate and purchasing power dominates the campaign. The merger between GroenLinks and PvdA is relatively recent and raises internal questions about the balance between social and green agendas.



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Share of perspectives covered

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



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

5/10

1 2 3 4 5 6 7 8 9 10

Definition: How is the topic fundamentally framed?

Finding 1:

Timestamp: 08:11

Quote	<i>"And if you want to get rid of the right-wing cluster football... then you end up with the Labour Party."</i>
Manipulation	The political landscape is framed as a contrast between "right-wing cluster football" (negative) and GL-PvdA (positive alternative). The presenter leaves this framing unchallenged.
Why problematic	Viewers are implicitly invited to regard right-wing parties as one-dimensional and unoriginal, without this frame being challenged or nuanced.

Finding 2:

Timestamp: 00:15

Quote	<i>"who hopes that there are opportunities on the left for a new cabinet."</i>
Manipulation	The introduction frames the broadcast as a story about hope and opportunities for the left, which has a positive connotation.
Why problematic	A neutral introduction would describe Timmermans' political position without the normative charge of "hope" and "opportunities".

Finding 3:

Timestamp: 31:01

Quote	<i>"They have come up with something again at De Telegraaf."</i>
Manipulation	Timmermans discredits De Telegraaf as a source without substantive rebuttal. The presenter leaves this unchallenged.
Why problematic	A neutral presenter would challenge Timmermans to rebut the content of the Telegraaf article rather than discrediting the source.

Summary: The broadcast employs a frame in which GL-PvdA is presented as the progressive alternative to a one-dimensional right. This frame is not challenged by the presenter.



11. WORD CHOICE AND TERMINOLOGY

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

Finding 1:

Timestamp: 08:11

Quote

"the right-wing cluster football"

Manipulation

Pejorative metaphor for right-wing parties that denies cooperation and originality.

Why problematic

A neutral alternative would be: "the right-wing coalition" or "the right-wing parties". The term "cluster football" has a negative connotation of uncoordinated and unoriginal action.

Finding 2:

Timestamp: 19:05

Quote

"no sham solutions"

Manipulation

Timmermans labels the position of other parties (criminalisation of illegal status) as a "sham solution" without the presenter asking for a substantiation of this judgement.

Why problematic

A neutral alternative would be: "a measure whose effectiveness is disputed". The term "sham solution" is a political judgement presented as fact.

Finding 3:

Timestamp: 44:41

Quote

"There are two parties with whom we could never cooperate: PVV and Forum."

Manipulation

PVV and FvD are the only parties explicitly excluded, without the presenter asking for the substantive grounds for this exclusion.

Why problematic

The exclusion of PVV and FvD is presented as self-evident, while PVV is the largest party in the polls. A neutral presenter would ask follow-up questions about the substantive grounds.

Summary: The word choice in the broadcast largely reflects the political vocabulary of GL-PvdA, which is adopted unchallenged by the presenter.



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:

Timestamp: 14:26

Triggering event: Timmermans claims that Spain returns two to three times more asylum seekers than the Netherlands, but cannot produce the figures on the spot.

Quote (presenter)

"So you know more than Vluchtelingenwerk Spain?"

Comparison

There is no comparable moment where another guest is challenged on unsubstantiated figures in this broadcast.

Asymmetry: Not demonstrable as selective, because there are no other guests. The question is substantively legitimate and critical.

Finding 2:

Timestamp: 31:35

Triggering event: Timmermans says he is proud of the ETS2 regulation (emission rights for consumers).

Quote (presenter)

"Why are you so proud of that?"

Comparison

No comparable moment with other guests.

Asymmetry: The question is critical but legitimate. Not demonstrable as selective.

Finding 3:

Timestamp: 43:35

Triggering event: Timmermans begins talking about investments in public transport while the conversation is about nature restoration.

Quote (presenter)

"We are now at nature restoration. Yes, hello."

Comparison

No comparable moment with other guests.

Asymmetry: The interruption is substantively justified but the tone ("Yes, hello") is informal and slightly impatient. Not demonstrable as selective.



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Summary: The moderation behaviour is predominantly critical and substantively focused, but the asymmetry is structural: there is only one guest, making comparison with other positions impossible. The presenter leaves some political frames of Timmermans unchallenged (see Framing, criterion 10).



13. QUESTION ASYMMETRY

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Definition: Different hard/soft questions to different persons.

Asymmetry 1:

To Frans Timmermans, 14:26: "So you know more than Vluchtelingenwerk Spain?" — hard/critical

To Frans Timmermans, 02:23: "Can you keep it up?" — soft/personal

Comparison

The broadcast alternates between hard substantive questions and soft personal questions. This is partly inherent to the format, but the soft questions (about sleep, sport, threats) create a sympathetic framework that softens the hard questions.

Asymmetry 2:

To Frans Timmermans, 44:35: "With whom do you want to go?" (coalition question) — neutral/open

No comparable question to a right-wing guest about their coalition preferences.

Comparison

The coalition question is posed solely from the perspective of GL-PvdA, without right-wing coalition scenarios being discussed.

Summary: The question asymmetry is partly inherent to the format of a lead candidate interview, but the alternation of hard substantive questions with soft personal questions creates a sympathetic framework for Timmermans.



14. FALSE BALANCE

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Definition: Artificial balance despite factual imbalance.

Finding 1:

Timestamp: 34:07

Construction: "How green is this merged party, GroenLinks-PvdA?" — Arjan Noorlander presents internal criticism from GroenLinks as a counterweight to Timmermans' own positive presentation.

Analysis

This is an attempt at balance within the party, but not a real false balance in the classical sense. The internal criticism is real and relevant.

Summary: No significant false balance is demonstrable in this broadcast. The format of a lead candidate interview makes false balance structurally less relevant, because no two equivalent positions are presented.



15. AGENDA-SETTING

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

Finding 1:

Established agenda element: The climate crisis is an established fact that requires political action.
Timestamp: 33:38 — Evidence: "You have to stimulate people and businesses to reduce their CO2 emissions."
Alternative agenda: The question of whether the specific measures (ETS2, Green Deal) are effective and proportionate is not treated as an open question but as a given.

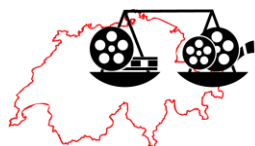
Finding 2:

Established agenda element: PVV and FvD are by definition unsuitable coalition partners.
Timestamp: 45:54 — Evidence: "There are two parties with whom we could never cooperate: PVV and Forum."
Alternative agenda: The question of why the largest party in the polls (PVV) is considered non-negotiable is not substantively examined.

Finding 3:

Established agenda element: Solidarity as a political compass is a positive value.
Timestamp: 20:20 — Evidence: "Everything we stand for is solidarity, our compass."
Alternative agenda: The question of whether solidarity as a political principle also has disadvantages (moral hazard, dependency, affordability) does not make it onto the agenda.

Summary: The agenda-setting of the broadcast closely aligns with the political frame of GL-PvdA: climate crisis as a given, PVV as non-negotiable, solidarity as an uncontested value. Alternative frames are not systematically offered.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of Individual Scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	5	Two regular NPO staff members examine exclusively GL-PvdA plans without external counter-voices.
2	Source selection	H	4	Vluchtelingenwerk Spain presented as a partisan source acting as a neutral authority; Timmermans' own figures not verifiable.
3	Time allocation	H	3	Timmermans receives approx. 60% of speaking time; no other political positions represented.
4	Omission	H	6	Employer perspective, right-wing policy alternatives and independent migration experts entirely absent.
5	Statistical manipulation	H	5	Multiple figures presented without all three dimensions (absolute, share, trend).
6	Guilt by association	H	3	Chain of association The Rights Forum → Timmermans present but mildly applied.
7	Timing	H	4	Introductory film and emotional anchors early in interview create sympathetic framework.
8	Selective indignation	H	2	No demonstrable selective indignation; questioning about The Rights Forum substantively legitimate.
9	Completeness	H	6	Structural omissions: no independent migration examination, no employer perspective, no right-wing alternatives.
10	Framing	S	5	"Right-wing cluster football" frame left unchallenged; GL-PvdA presented as the only serious progressive alternative.
11	Word choice	S	4	Political vocabulary of GL-PvdA largely adopted unchallenged by presenter.
12	Moderation behaviour	S	5	Predominantly critical but structurally asymmetric due to absence of other guests; some frames left unchallenged.
13	Question asymmetry	S	4	Alternation of hard substantive and soft personal questions creates sympathetic framework.
14	False balance	S	2	No significant false balance demonstrable in this format.
15	Agenda-setting	S	5	Climate crisis, PVV exclusion and solidarity presented as uncontested axioms.

Results

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

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Dominant Techniques

- 1. Omission / Selective Omission (Score 6):** The broadcast structurally omits crucial perspectives: employers, independent migration experts and right-wing policy alternatives are entirely absent. This limits the informative value for viewers who wish to form a complete picture of the policy issues discussed.
- 2. Completeness (Score 6):** The overall picture of the broadcast is structurally incomplete because the topics discussed (migration, minimum wage, climate) are addressed exclusively from the GL-PvdA perspective. Independent examination of policy positions is absent at multiple crucial points.
- 3. Framing (Score 5):** The political landscape is framed as a contrast between "right-wing cluster football" and GL-PvdA as a progressive alternative. This frame is not challenged by the presenter and colours the entire broadcast.

Core Messages of the Broadcast

MESSAGE 1 (SUBSTANTIVE): "GL-PvdA is the only serious progressive alternative to a one-dimensional right-wing political landscape."

Technique: Framing, agenda-setting — Evidence: 08:11, 45:54

MESSAGE 2 (PERSONAL): "Frans Timmermans is an experienced, internationally respected statesman with an authentic working-class background who is being threatened but holds firm."

Technique: Timing (introductory film), emotional anchors — Evidence: 00:08–01:52, 08:43–09:05

MESSAGE 3 (SOCIETAL): "Solidarity, climate action and fair income distribution are uncontested societal values for which GL-PvdA stands."

Technique: Agenda-setting, word choice — Evidence: 20:20, 33:38, 27:54

Reasoning: The total score of 4.2 indicates a slight to moderate tendency. The format of a lead candidate interview explains part of the structural imbalance, but does not fully neutralise it. The combination of selective omissions, unchallenged political frames and the absence of independent external examination leads to a broadcast that is structurally favouring GL-PvdA. This does not conflict with the Media Act if viewed in the context of a series of lead candidate interviews in which all parties are given equal coverage, but the individual broadcast does not meet the pluralism requirement of article 2.1 of the Media Act as a standalone product.

CONCLUSION

The broadcast is a lead candidate interview with Frans Timmermans (GL-PvdA) that is structurally favouring the presented party, primarily due to the format itself but also due to editorial choices. The critical questioning is substantively strong at several points (Spanish return agreements, state pension indexation, climate plans), but is neutralised by the absence of external counter-voices, unchallenged political frames and a sympathetic framework created by timing and word choice. In the context of Media Act article 2.1, the broadcast is not pluriform as a standalone product: only one political position is substantively presented and examined. The pluralism obligation can be met if the series of lead candidate interviews as a whole treats all relevant political positions equally, which is plausible on the basis of the announcement of the VVD interview the following day but is not guaranteed by this broadcast alone.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

4.2/10

Considerable imbalance

SOFT FACTS SCORE (9-14)

4.2/10

Considerable 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 meets the balance requirement.
2.6 – 4.0	Slight imbalance	Isolated deviations; statistically visible, but within tolerance range.
4.1 – 6.0	Considerable imbalance	Multiple considerable findings; relevant impairment of diversity of perspectives.
6.1 – 8.0	Serious deviation from the balance requirement. High degree of deviation	Pronounced patterns across broadcasts; high impact.
8.1 – 10	Fundamental systemic one-sidedness. Very high degree of bias	Maximum severity across almost all criteria; systematically one-sided reporting.

Party-political bias (-5 to +5)

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



CHAPTER 5 — LEGAL QUALIFICATION (Media Act Art. 2.1)

Assessment 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 — pluralism requirement

Factual description: The broadcast presents exclusively the positions of GL-PvdA without other political positions being substantively presented or examined.

Evidence: Timestamp 00:08–52:19 — the entire broadcast is devoted to one party and its lead candidate; right-wing policy alternatives are not covered.

Assessment: As a standalone broadcast this does not meet the pluralism requirement. However, the violation is explainable in terms of format if the series of lead candidate interviews as a whole treats all relevant political positions equally.

Violation 2:

Standard: Media Act Art. 2.1 — balance requirement

Factual description: Political frames of GL-PvdA ("right-wing cluster football", "sham solutions", discrediting of De Telegraaf) are left unchallenged by the presenter, which impairs the balance of the reporting.

Evidence: Timestamp 08:11 — "And if you want to get rid of the right-wing cluster football... then you end up with the Labour Party." — Presenter does not react critically to this framing.

Assessment: Leaving pejorative political frames unchallenged is a violation of the balance requirement, even in the format of a lead candidate interview.

Violation 3:

Standard: Media Act Art. 2.1 — independence requirement

Factual description: The source selection (Vluchtelingenwerk Spain as the only external source on migration) and the absence of independent examination of Timmermans' non-verifiable figures on Spain impair the independence of the reporting.

Evidence: Timestamp 14:05 — Vluchtelingenwerk Spain is cited as the only external source; timestamp 14:44 — Timmermans' own non-verifiable figures are not independently examined.

Assessment: The absence of independent examination of central policy claims is a violation of the independence requirement.

Overall Assessment Media Act Art. 2.1

As a standalone product, the broadcast does not fully meet the requirements of Media Act article 2.1 on the points of pluralism, balance and independence. The pluralism violation is explainable in terms of format and can be neutralised if the series of lead candidate interviews as a whole treats all relevant political positions equally. However, the balance violation (leaving political frames unchallenged) and the independence violation (absence of independent examination of central policy claims) are not explainable in terms of format and constitute an independent violation of article 2.1. On the basis of the available information there is no reason for a formal complaint to the Media Authority, but the findings justify a critical editorial evaluation of the journalistic standards applied in this broadcast.

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

1. Vluchtelingenwerk Spain

1. FUNDING: NGO funded by donations, government subsidies and European funds (UNHCR, EU funds). No commercial interests.



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2. MANDATE: Protection of refugee rights. Not compatible with neutral assessment of return agreements, because the organisation has a structural interest in criticising such agreements.

3. CONFLICT OF INTEREST: Institutional interest in criticising return agreements and protecting refugee rights. This makes them a partisan source in this debate.

4. CREDIBILITY MATRIX:

D1 Conflict of interest: -2 — Structural interest in criticising return agreements.

D2 Personal risk: +1 — Organisation risks reputational damage from incorrect statements.

D3 Professional competence: +1 — Expertise in refugee law, not in migration statistics.

D4 Consistency of opinion: +1 — Consistent position on refugee rights.

D5 Emotionalisation vs. data: 0 — Statement is factual ("no official figures") but selective.

D6 Source level: -1 — Secondary source; no primary migration data.

• TOTAL: 0 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTER-VOICE: An independent migration research institute (e.g. WODC, IOM) could have provided a more neutral assessment.

2. Council of State

1. FUNDING: State body, funded by the Dutch government. Independent adviser to the legislature.

2. MANDATE: Legal and financial advice to the legislature. Compatible with neutral assessment of legislative proposals.

3. CONFLICT OF INTEREST: No direct interest in a specific policy outcome. Institutional interest in upholding the rule of law and budgetary discipline.

4. CREDIBILITY MATRIX:

D1 Conflict of interest: +2 — No direct interests in policy outcome.

D2 Personal risk: +1 — Institutional risk from incorrect advice.

D3 Professional competence: +2 — High legal and financial expertise.

D4 Consistency of opinion: +2 — Consistent in application of legal and financial standards.

D5 Emotionalisation vs. data: +2 — Strongly data-driven and legally substantiated.

D6 Source level: +2 — Primary source; own research and analysis.

• TOTAL: +11 → SOURCE TRAFFIC LIGHT: GREEN

5. COUNTER-VOICE: Economists who defend the state pension indexation from a solidarity perspective (e.g. SCP, FNV) could have provided an alternative perspective.

3. ING and Rabobank (cited in passing)

1. FUNDING: Commercial banks with their own economic research departments. Funded by shareholders and customers.

2. MANDATE: Economic research for the benefit of customers and policymakers. Not primarily aimed at independent policy advice.

3. CONFLICT OF INTEREST: Commercial banks have an interest in stable energy markets and may have a preference for a gradual climate transition. Not neutral on climate policy.

4. CREDIBILITY MATRIX:

D1 Conflict of interest: -1 — Commercial interest in stable energy markets.

D2 Personal risk: +1 — Reputational risk from incorrect analyses.

D3 Professional competence: +1 — Economic expertise; limited climate science expertise.

D4 Consistency of opinion: +1 — Consistent in economic analyses.

D5 Emotionalisation vs. data: +1 — Predominantly data-driven.

D6 Source level: 0 — Secondary source; own analyses based on available data.

• TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTER-VOICE: PBL (Netherlands Environmental Assessment Agency) is mentioned as "still calculating", but their conclusions are not presented. This is a missed opportunity for independent examination.

Source traffic light for participants:

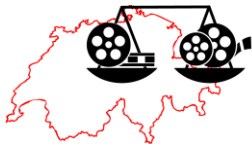
Source	D1	D2	D3	D4	D5	D6	Total	Signal
Vluchtelingenwerk Spain	-2	+1	+1	+1	0	-1	0	YELLOW



Council of State	+2	+1	+2	+2	+2	+2	+11	GREEN
ING and Rabobank (cited in passing)	-1	+1	+1	+1	+1	0	+3	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 Media Authority).
No proof of causality	Statistical correlations must not be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by subject choice, news environment, political controversiality or format logic.
No judgement on intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a considerable imbalance has been established — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.
Heuristic comparison instrument	The index serves for comparative pattern recognition across thousands of broadcasts, not for precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Netherlands — NPO

Act

Media Act 2008

Relevant articles

- Art. 2.1 (Public media remit): The public media service provides independent, pluriform, balanced information of high journalistic quality. The public media service contributes to the democratic, social and cultural needs of Dutch society.
- Art. 2.1 paragraph 2: The public media service reflects the social diversity of the Netherlands.
- Art. 2.88: Editorial independence and journalistic standards are guaranteed. The programmes are made under the editorial responsibility of the broadcasting associations.

Core obligations

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

Supervisory authority

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

Complaints procedure

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



APPENDIX 2: SCIENTIFIC SOURCES

Literature

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SVFAB Working Papers

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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.

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

Also available as an **audiobook**.



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

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

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

For politicians, activists, entrepreneurs, whistleblowers — for everyone who is in the spotlight and wants to understand how the game works. So that they stop playing along — and start shaping it. In A5 format. Direct. For preparation, consultation, 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 be so easily imposed upon by 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.