



SVFAB DETAILED ANALYSIS

2007-07-25 Rundschau vom 25.07.2007

Broadcast: SRF Tagesschau broadcast | 2007-07-25 | Analysed on: 2026-05-19 14:19

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Massstab: Art. 4 RTVG

OVERALL SCORE

5.4/10

Significant imbalance

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

POLITICAL SPECTRUM

Classification according to 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	Greens	SP	GLP	Centre	EVP	FDP	SVP
CHES	1.13	1.67	3.60	5.47	5.64	7.67	9.00
Spectrum	<i>Left</i>	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

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 the average favouring of left vs. right parties (grouping according to CHES 2024).

TENDENCY (L – R)

3.8 / 10

Left-favouring

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](#) | Thresholds: [Pew Research Center](#)

This section serves for political classification and does not feed into the overall score.



POLITICAL LANDSCAPE

Switzerland is a consensus democracy. The Federal Council (7 seats) is filled according to the magic formula: SVP 2, SP 2, FDP 2, Centre 1. There is no classic government/opposition divide — all major parties are represented in the executive. Parties without a Federal Council seat (Greens, GLP, EVP) form a de facto parliamentary opposition, without formal opposition status.

Party	CHES L-R	Seats NC	Government/Opposition	Core position
SVP	8.0	62	Government (2 FC)	Limit migration, sovereignty, against EU rapprochement
SP	2.5	41	Government (2 FC)	Expand welfare state, climate protection, single health insurer
FDP	6.5	28	Government (2 FC)	Lean state, economic freedom, bilateral path
Centre	5.0	29	Government (1 FC)	Pragmatism, family relief, net zero 2050
Greens	2.0	23	Opposition	Net zero 2030, disarmament, solidarity-based migration
GLP	4.0	10	Opposition	Green investments, CO2 steering levy, liberal
EVP	5.5	2	Opposition	Christian-social, centre values

The broadcast is clearly from the year 2007 (context: G8 summit Heiligendamm, Al Gore Rundschau appearance, Romania/Bulgaria EU accession 1 January 2007). The tensions of that time included the emerging climate debate with scientific consensus still open in the public sphere, EU enlargement policy and its social consequences, as well as the question of state regulation vs. personal responsibility. Climate change was still more politically contested in 2007 than today — the IPCC Fourth Assessment Report appeared in the same year.

SRF (then SF/SRF) is the public broadcaster of Switzerland, financed through reception fees (today the Serafe levy). Art. 4 RTVG obliges accurate representation of facts, diversity of opinion on contested topics and balanced selection of interlocutors. As the largest party, the SVP is particularly relevant for balance checks, as it is frequently underrepresented or negatively framed in the media.



CHAPTER 1 — PARTY-POLITICAL BIAS

Preliminary note: The broadcast deals primarily with climate change (scientific debate), Romania (EU reportage) and Einsiedeln (local history). Party-political positions are not explicitly addressed. The assessment is therefore based on implicit framings that touch on party positions.

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	-1	13:35 "However, there are some scientists who totally contradict you" — climate sceptics are framed as a fringe group; the SVP position (technological openness, scepticism towards CO2 bans) is not presented as a legitimate political position, but as a scientific outsider position — slightly distorted
SP	+1	Climate protection measures and state steering are implicitly presented as scientifically mandated (13:15ff, 22:07ff) — the SP position (strong state climate policy) is supported by the choice of experts — slightly favouring
FDP	0	Not explicitly addressed — omitted
Centre	0	Not explicitly addressed — omitted
Greens	+1	12:59 "Hardly anyone doubts any longer that humans are the cause" — the Greens' core position (human-caused climate change as the basis for action) is framed as societal consensus — slightly favouring
GLP	0	Not explicitly addressed — omitted
EVP	0	Not explicitly addressed — omitted

Party bias summary

- Most accurate portrayal: FDP/Centre/GLP/EVP (Score 0 — not addressed, no distortion)
- Strongest distortion: SVP (Score -1) — climate scepticism is framed as a scientific outsider position, not as a legitimate political stance
- Average deviation from 0: 0.4
- Conclusion: The party-political bias in this broadcast is minor, as no parties are directly addressed. The implicit framing of climate change as established consensus tends to favour left and green positions, while sceptical positions (corresponding to SVP-leaning voters) are presented as scientifically marginal. This is a structural, not an explicit, taking of sides.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMING

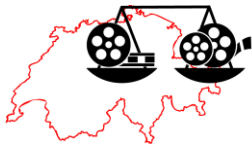
Broadcast data

- Title: SRF Rundschau (SF Rundschau)
- Date: 25.07.2007
- Presenter: Hansjörg Brennwald
- Reporters: Christine Brandt (far-right), Sonja Hasler (Romania)

Actors	Function	Party/affiliation	Political spectrum
Thomas Stocker	Climate researcher, University of Bern, IPCC	Science/state-funded	Neutral (scientific)
Hermann Bösch	Glaciologist, ETH Zurich	Science	Sceptical/neutral
Paul Bossart	Civil engineer, climate sceptic	Private individual	Right-libertarian
Ernst Beck	Biologist, Germany	Climate sceptic group	Sceptical
Augusto Mancini	Environmental physicist, University of Heidelberg	Science	Sceptical-neutral
Hans Matthias Käßplinger	Communication researcher, University of Mainz	Science	Neutral
Al Gore	Former US Vice President	Democrats USA	Left-liberal
Robert Toczescu	Political journalist, Realitatea TV	Romanian media	Neutral
Monika Makovei	Former Minister of Justice, Romania	Romanian politics	Pro-rule of law
Ivana	Human trafficking victim	Anonymous	—
Ramon Schursch	Wildlife biologist	Science	Neutral
Hermann Kehlin	Ski jump project initiator	Private individual/Einsiedeln	Local
Simon Ammann	Ski jumper	Sport	Neutral
Beat Bisig	Craftsman/creditor	Private individual	Local
Helmut Fuchs	Sponsoring head, ski jump	Business	Neutral

Main topic

The broadcast covers in three main segments the scientific controversy surrounding human-caused climate change, the social reality of Romania after EU accession, and the financial crisis of the Einsiedeln ski jump facility.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

6/10

1 2 3 4 5 6 7 8 9 10

Expert 1: Thomas Stocker, climate researcher, University of Bern

Timestamp	13:06
Statement	"Humans are responsible for the largest part of the warming we have observed over the last 50 years."
Classification	IPCC lead author, state-funded, leading representative of the climate consensus. No conflicts of interest in the sense of private funding, but structural dependence on research funding that prioritises climate change research.
Missing countervoice	A climate researcher of equal standing with a differing assessment of causality (e.g. Henrik Svensmark, DMI) would have depicted a genuine scientific controversy.

Source deep-check Thomas Stocker:

(a) FUNDING: University of Bern (state), Swiss National Science Foundation (state), IPCC (UN mandate). Structural conflict of interest: research funding flows primarily into climate change research; results that demonstrate the need for action secure follow-on funding.

(b) MANDATE: IPCC mandate is explicitly oriented towards synthesis of climate change research — not towards neutral assessment of the causality question. Compatibility with neutral assessment: limited.

D1 Conflict of interest: 0 — State funding, no private client, but structural funding dependency

D2 Personal risk: +1 — Consensus position carries little personal risk; deviation would be more career-damaging

D3 Professional competence: +2 — Leading climate researcher, IPCC lead author, field of expertise directly relevant

D4 Consistency of opinion: +2 — 27:52: "our statements have been consistent over the last 20 years"

D5 Emotionalisation vs. data: +1 — Predominantly data-based, occasionally simplifying (concert analogy 28:17)

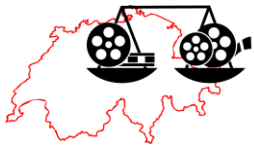
D6 Source level: +1 — Primary researcher, but IPCC synthesis is secondary

TOTAL: +7 → SOURCE INDICATOR: GREEN

(c) PROFESSIONAL COMPETENCE: 06) — this superlative framing is a social attribution, not a factual qualification. It prejudices credibility before the first statement.

Expert 2: Paul Bossart, civil engineer and climate sceptic

Timestamp	14:27
Statement	"He considers the CO2 greenhouse effect to be an invention."
Classification	Not a climate researcher, civil engineer. Presented as a lay sceptic, not as a scientist.
Missing countervoice	A trained climate researcher with a sceptical position (e.g. Richard Lindzen, MIT) would have represented the sceptic side on an equal scientific footing.



Source deep-check Paul Bossart:

(a) **FUNDING:** Private individual, no discernible external funding

(b) **MANDATE:** No scientific mandate — lay position

D1 Conflict of interest: +1 — No discernible financial dependency

D2 Personal risk: +2 — Public sceptic position in 2007 was socially risky

D3 Professional competence: -2 — Civil engineer, not a climate researcher; area of statement far outside field of expertise

D4 Consistency of opinion: 0 — No comparative data

D5 Emotionalisation vs. data: -1 — Appellative ("presumption beyond compare", 14:58), little data

D6 Source level: -2 — Lay position, no primary research

TOTAL: -2 → SOURCE INDICATOR: YELLOW

(c) **PROFESSIONAL COMPETENCE:** Bossart is presented as a layperson, which implicitly discredits his statements — in contrast to Stocker as "the most renowned climate researcher". The juxtaposition is structurally unequal.

Expert 3: Augusto Mancini, environmental physicist, University of Heidelberg

Timestamp	18:54
Statement	"To my knowledge, or from what we have here, it is not even certain in which direction climate variation will go."
Classification	Trained scientist with primary research (stalagmites), cautiously sceptical position.

Source deep-check Augusto Mancini:

(a) **FUNDING:** University of Heidelberg (state)

(b) **MANDATE:** Palaeoclimatology — directly relevant for historical climate variability

D1 Conflict of interest: +1 — State-funded, no private client

D2 Personal risk: +2 — Sceptical position in 2007 was career-technically risky

D3 Professional competence: +2 — Environmental physicist, palaeoclimatology, directly relevant

D4 Consistency of opinion: 0 — No comparative data

D5 Emotionalisation vs. data: +2 — Exclusively data-based, acknowledges uncertainties

D6 Source level: +2 — Primary researcher with own measurement data

TOTAL: +9 → SOURCE INDICATOR: GREEN

(c) **PROFESSIONAL COMPETENCE:** 17: "young and complicated climate archive") — without Mancini being given the opportunity to reply.

Expert 4: Hans Matthias Käpplinger, communication researcher, University of Mainz

Timestamp	20:13
Statement	"The groups are roughly equal in size. There are the alarmists, there are the sceptics, and there is a middle group."
Classification	Communication researcher, not a climate researcher — assesses communication behaviour, not climate science.

Source deep-check Käpplinger:

(a) **FUNDING:** University of Mainz (state)

(b) **MANDATE:** Communication research — relevant for media portrayal, not for climate science

D1 Conflict of interest: +1 — No discernible dependency

D2 Personal risk: +1 — Statement contradicts mainstream narrative, some risk

D3 Professional competence: +1 — Communication research relevant for media question, not for climate question

D4 Consistency of opinion: 0 — No comparative data

D5 Emotionalisation vs. data: +2 — Data-based (survey), factual

D6 Source level: +1 — Primary researcher (own survey)



TOTAL: +6 → SOURCE INDICATOR: GREEN

(c) PROFESSIONAL COMPETENCE: Käßplinger's finding (roughly equal-sized groups) is not confronted with Stocker, who emphasises the consensus — a missed opportunity for genuine controversy.

Missing expert groups:

- Climate researchers with a sceptical position and scientific standing (e.g. Svensmark, Lindzen)
- Economist for cost-benefit analysis of climate protection measures
- Historian of science on the question of the concept of scientific consensus

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Thomas Stocker, climate researcher, University of Bern	0	+1	+2	+2	+1	+1	+7	GREEN
Paul Bossart, civil engineer and climate sceptic	+1	+2	-2	0	-1	-2	-2	YELLOW
Augusto Mancini, environmental physicist, University of Heidelberg	+1	+2	+2	0	+2	+2	+9	GREEN
Hans Matthias Käßplinger, communication researcher, University of Mainz	+1	+1	+1	0	+2	+1	+6	GREEN

Summary:

- Stocker: GREEN (+7), primary researcher, structural funding dependency not addressed
- Bossart: YELLOW (-2), layperson, not professionally qualified for climate statements
- Mancini: GREEN (+9), strongest source in the broadcast, but relativised by Stocker in the studio
- Käßplinger: GREEN (+6), relevant for the communication question, not for climate science

The expert selection is structurally unbalanced: the consensus representative is a recognised climate researcher, while the sceptic side is represented primarily by a layperson (Bossart). Mancini as a qualified sceptical scientist appears only in the film segment, not in the studio.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Al Gore, "An Inconvenient Truth"

Timestamp 17:19 / 17:30

Statement "There is a small group of sceptics, many of whom are on the payroll of the biggest polluters, the oil and coal industry."

- (a) **Funding and sponsorship:** Political activist, Democratic Party USA, commercial film production
- (b) **Structural conflict of interest:** Gore benefits financially and politically from the climate protection agenda; his film is a commercial product
- (c) **Missing counter-source:** The claim that sceptics are on the payroll of the oil industry is not substantiated with primary sources. A counter-statement from sceptics without oil industry connections is absent.

Rumour 1:

Timestamp: 17:35

Claim: "There is a small group of sceptics, many of whom are on the payroll of the biggest polluters"

Word marker: Implicit ("many") — no primary source cited

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

Source 2: "The Great Global Warming Swindle" (Channel 4)

Timestamp 17:55

Statement "On the internet, a film about the alleged climate swindle is causing discussion."

- (a) **Funding:** Channel 4, British public broadcaster
- (b) **Structural conflict of interest:** None discernible
- (c) **Missing counter-source:** The film is discredited by Stocker (27:03: "quite a lot of swindling was done"), without the scientists cited in the film being given a direct voice.

Rumour 2:

Timestamp: 27:03

Claim: "there, I believe, quite a lot of swindling was also done in the making of the film"

Word marker: "I believe" — no primary source

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

Source 3: IPCC (UN Intergovernmental Panel on Climate Change)

Timestamp 17:11

Statement "The IPCC established in several reports that humans are to blame for the greenhouse effect."

- (a) **Funding:** UN-funded, state membership contributions
- (b) **Structural conflict of interest:** IPCC mandate is synthesis of climate change research — not neutral assessment of the causality question. Institutional interest in the action-relevance of results.



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(c) Missing counter-source: Scientists who criticise IPCC methodology (e.g. selection of studies, Summary for Policymakers vs. scientific report) are not given a voice.

Summary: The source selection structurally favours the climate consensus: the only studio expert represents the IPCC consensus, Al Gore is cited as an authority without critical contextualisation of his interests, and the sceptic film is discredited by Stocker without a reply from the scientists concerned. Two unsubstantiated claims (oil industry connection, film manipulation) are adopted without a primary source.



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

Estimated speaking time (climate segment):

- Thomas Stocker (consensus): (47%)
- Climate sceptics total (Bösch, Bossart, Beck, Mancini, Kämpf): (29%)
- Presenter Brennwald: (18%)
- Al Gore (consensus support): (6%)

Consensus side total: (53%)

Sceptic side total: (29%)

Moderation: (18%)

Summary: The distribution of speaking time favours the consensus side with approx. 53% compared to 29% for sceptics. Decisive is the qualitative asymmetry: Stocker, as the only expert, has direct access to the studio and can respond to all sceptic arguments, while the sceptics appear only in the film segment and have no opportunity to reply.



4. OMISSION (Selective Omission)									6/10
1	2	3	4	5	6	7	8	9	10

Omission 1:

Context

Economic costs of climate protection measures

Relevant at: Entire climate segment (13:06–30:04)

Effect

The broadcast discusses exclusively the question "Is humanity to blame?" — not "What do measures cost and who bears the burden?" This suggests that, if the causality question is answered affirmatively, measures are automatically required and cost-neutral.

Omission 2:

Context

Funding structures of climate research

Relevant at: 27:28 — presenter asks about National Science Foundation dependency, lets Stocker answer without follow-up

Effect

Stocker claims independence (27:52: "I do not see a dependency there"), without the structural funding dependency of climate research on results that demonstrate the need for action being addressed.

Omission 3:

Context

Käpplinger's survey result (roughly equal-sized groups) is not confronted with Stocker

Relevant at: 20:13 (Käpplinger) vs. 13:31 (Stocker: "That is what the public also thinks today")

Effect

Käpplinger's finding that the sceptic group in German climate research is roughly equal in size to the alarmist group is not taken up in the studio interview — even though it directly contradicts Stocker's consensus claim.

Summary: The most systematic omission is the missing confrontation of Käpplinger's survey result with Stocker's consensus claim. This would have directly addressed the central question of the broadcast — how broad is the scientific consensus really? The omission of this confrontation favours the consensus portrayal.

Missing voices

- Economist/economic researcher: Would have contributed the cost-benefit analysis of climate protection measures and quantified their distributional effects
- Energy policy politician (SVP/FDP): Would have contributed the political dimension of the regulatory question and arguments for personal responsibility
- Representative of industry/SMEs: Would have presented the concrete economic impact of CO2 levies on Swiss companies
- Nuclear energy expert: Would have discussed technological alternatives to fossil fuels without ideological preconceptions
- Kyoto critic: Would have empirically questioned the effectiveness of international climate agreements
- Social scientist on climate communication: Would have analysed the question of "climate hysteria" vs. factual information without taking sides



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- Independent statistician: Would have methodologically contextualised the data and graphics used in the segment
- Representative of developing countries: Would have contributed the perspective of those who suffer from climate change but cause little of it



5. NUMERICAL MANIPULATION

5/10

1 2 3 4 5 6 7 8 9 10

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

Finding 1:

Timestamp 16:14

Figure: "this entire human civilisation, whether you drive a car or burn things, contributes under 1% of CO2 emissions"

Dimensions: (a) Absolute value — not stated; (b) Share — stated (under 1%); (c) Trend — not stated

Missing context

Bossart's statement is later corrected by Stocker (24:24ff), but the correction is complex and difficult for laypeople to follow. The broadcast initially leaves the incorrect figure without comment.

Effect

Viewers who do not fully follow Stocker's later comment might perceive the 1% statement as unrefuted.

Finding 2:

Timestamp 23:46

Figure: "we have already experienced a rise of 80 ppm"

Dimensions: (a) Absolute value — stated (80 ppm); (b) Share — not stated (% of total atmosphere); (c) Trend — indicated

Missing context

80 ppm is presented as significant ("the magnitude of a transition from an ice age to a warm period"), without the time scale of the comparison (ice age transition: millennia vs. industrial period: 150 years) being made explicit.

Effect

The comparison suggests dramatic change without addressing the different time scales — which would be central to contextualising the urgency.

Finding 3:

Timestamp 20:20

Figure: "The groups are roughly equal in size" (Käpplinger on German climate researchers)

Dimensions: (a) Absolute value — not stated; (b) Share — "roughly equal" (vague); (c) Trend — not stated

Missing context

Sample size, methodology and representativeness of the survey are not stated. "German natural scientists" is a very broad category — how many of them are climate researchers in the narrower sense?

Effect

The figure appears more precise than it is and is not taken up in the studio interview.

Summary: The numerical manipulation is moderate: Bossart's 1% claim is corrected, but the correction is difficult for laypeople to access. The ppm comparison without time-scale contextualisation is the most problematic point, as it suggests the urgency of climate change without providing the methodological context.



6. GUILT BY ASSOCIATION									5/10
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Association 1:	
Timestamp	17:35
Quote	"There is a small group of sceptics, many of whom are on the payroll of the biggest polluters, the oil and coal industry."
Technique: Al Gore discredits climate sceptics wholesale through association with the oil industry — without individual case examination. The broadcast adopts this framing without critical contextualisation.	
Effect	All climate sceptics are implicitly portrayed as corruptible or interest-driven, regardless of their actual funding.

SOURCE CHECK for persons framed as "climate sceptics":

<i>Paul Bossart:</i>
<ul style="list-style-type: none">• Works with verifiable primary sources: NO (lay position, no research)• Core statements falsifiable: YES (CO2 greenhouse effect is empirically testable)• Personal risk: Public outsider position, social risk• Gain: No discernible commercial gains• Net: Risk > Gain — increased credibility regarding independence, but lacking professional competence• CATEGORY B — Borderline case: Independent, but not professionally qualified
<i>Ernst Beck:</i>
<ul style="list-style-type: none">• Works with verifiable primary sources: YES (biologist, presents data)• Core statements falsifiable: YES• Personal risk: Outsider position in science• CATEGORY B — Borderline case: Professionally trained, but outside core competence of climate research
<i>Augusto Mancini:</i>
<ul style="list-style-type: none">• Works with verifiable primary sources: YES (stalagmite research)• Core statements falsifiable: YES• Personal risk: Sceptical position in 2007 career-technically risky• CATEGORY A — System-critical researcher with methodology
Chain of association: Oil industry → climate sceptics → Bossart/Beck/Mancini (implicitly)
<i>Summary:</i>
<ul style="list-style-type: none">• Bossart: Category B — independent, but not professionally qualified• Beck: Category B — professionally trained, but outside core competence• Mancini: Category A — qualified primary researcher with legitimate scepticism



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The blanket Gore association (oil industry payroll) is adopted by the broadcast without comment and demonstrably does not apply to Mancini — a clear guilt-by-association finding.



7. TIMING

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Finding 1:

Position: 12:59 (opening of climate segment)

Content: "Climate change. Hardly anyone doubts any longer that humans are the cause."

Timing effect

This statement by the presenter comes before the first expert interview and sets the frame for the entire debate. It prejudices the outcome before sceptics are given a voice — making the subsequent sceptic portrayal appear as a refutation of an already established consensus.

Finding 2:

Position: 30:07 (conclusion of climate segment)

Content: "The climate is changing. The only question is how much humans are to blame and whether we are currently experiencing climate hysteria."

Timing effect

The presenter's closing comment relativises the sceptic position through the term "climate hysteria" — a value-laden term that frames the sceptic side as emotionally exaggerated, even though the broadcast itself showed scientists with legitimate doubts.

Finding 3:

Position: 17:19 (middle of climate segment)

Content: Al Gore quote about oil industry connections of sceptics

Timing effect

The Gore quote appears after the sceptic film sequences and before Stocker's studio responses — it functions as a transition that pre-discredits the sceptic arguments before Stocker refutes them scientifically.

Summary: The timing structure is consistent: consensus framing at the beginning (12:59), discrediting of sceptics in the middle (17:35), relativising conclusion (30:07). This structure leads the viewer from "consensus is clear" via "sceptics are corruptible" to "hysteria accusation is unfounded" — a narrative line that strengthens the consensus position.



8. SELECTIVE OUTRAGE

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

Finding 1:

Timestamp 21:33

Triggering event: Glaciologist Bösch says in the film segment that climate reporting is heading "towards scaremongering"

Reaction: Presenter Brennwald asks Stocker: "Mr Stocker, Mr Bösch says it is heading towards real scaremongering. When you look at all the headlines we have been reading in the papers recently, don't you also have a bit of that feeling?"

Comparison

Al Gore claims at 17:35 that sceptics are on the payroll of the oil industry — a considerably sharper statement. The presenter does not ask Gore for evidence of this claim (Gore's appearance is shown as archive material, 17:28).

Asymmetry: Bösch's "scaremongering" statement is put to the consensus expert for refutation. Gore's unsubstantiated corruption claim is not questioned. This is a demonstrable asymmetry: comparable provocations are treated differently.

Degree of outrage: 2/5 — Presenter shows no strong outrage, but the framing of the question is value-laden ("don't you also have a bit of that feeling?")

Selectivity: 2/5 — Bösch's statement is put forward for refutation, Gore's is not

Finding 2:

Timestamp 27:12

Triggering event: Presenter addresses the propaganda accusation

Reaction: "What is also interesting, if we move a little away from science, towards the question of propaganda. When Al Gore says that those who are critical are connected to the oil industry or the car industry, that is a serious accusation."

Comparison

The presenter calls Gore's accusation "serious" and confronts Stocker with it — but the confrontation ends with Stocker being allowed to assert his own independence without the presenter pressing further.

Asymmetry: The propaganda accusation against sceptics (Gore) is described as "serious" but not pursued further. The propaganda accusation against climate researchers (Bossart: "political ideology", 15:46) is not treated with comparable seriousness.

Degree of outrage: 1/5

Selectivity: 2/5

Summary: The selective outrage is moderately pronounced. The strongest asymmetry lies in the treatment of Bösch's "scaremongering" accusation (put forward for refutation) vs. Gore's corruption claim (not substantiated with primary sources). The overall score of 4/10 reflects a clear but not extreme asymmetry.



9. COMPLETENESS (Selective Omission — Overall picture)

6/10

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Finding 1:

Timestamp 20:13 (Käpplinger) — not taken up in the studio interview

Missing perspective/fact: Käpplinger's finding that alarmists, sceptics and the middle group in German climate research are "roughly equal in size" is not addressed in the studio interview with Stocker

Relevance: This is the central empirical question of the broadcast — how broad is the scientific consensus?

Impact: Viewers do not receive a complete picture of the distribution of scientific opinion; Stocker's consensus claim remains unchallenged.

Finding 2:

Timestamp 26:32 (Stocker on the "climate swindle" film)

Missing perspective/fact: Stocker claims that "old statements" were used in the film and that scientists have distanced themselves (26:55ff). This claim is not substantiated with primary sources.

Relevance: If Stocker describes the film as manipulated, the broadcast should either directly interview the scientists concerned or identify Stocker's claim as unsubstantiated.

Impact: Viewers perceive Stocker's film criticism as fact, even though it is an unsubstantiated claim.

Finding 3:

Timestamp Entire climate segment

Missing perspective/fact: No discussion of the political and economic consequences of climate protection measures

Relevance: The question "What do we do about it?" is inseparably linked to the causality question — anyone who advocates measures must also consider their costs and distributional effects

Impact: The broadcast treats climate protection as a purely scientific question and blanks out the political-economic dimension — which favours the consensus position, as cost arguments from the sceptic side are not addressed.

Summary: The greatest completeness gap is the missing confrontation of Käpplinger's survey result with Stocker's consensus claim. This omission is structurally significant because it leaves the central question of the broadcast — the breadth of the scientific consensus — incompletely answered.

Climate change was a central political topic in 2007: the IPCC Fourth Assessment Report appeared in the same year and for the first time formulated human causation with high certainty. Al Gore's film "An Inconvenient Truth" (2006) had polarised the public debate. At the same time, an active scientific minority of sceptics existed, who found a hearing in media such as "The Great Global Warming Swindle" (Channel 4, 2007). The political question was whether climate protection justified state intervention — a core tension line between left (state steering) and right (personal responsibility, technological openness).

Share of perspectives covered

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

[A] IPCC consensus: Human-caused climate change as a scientifically established finding

[B] Scientific sceptics: Researchers who doubt causality or extent



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- [C] Economic consequences of climate protection measures for households and industry
- [D] Political instrumentalisation of climate change (left and right)
- [E] Funding structures of climate research and possible conflicts of interest
- [F] Funding structures of climate sceptics and their conflicts of interest
- [G] Technological solution approaches (nuclear energy, CCS, renewables)
- [H] International climate policy and its effectiveness (Kyoto Protocol)
- [I] Social distributional effects of CO2 levies
- [J] Historical climate variability and its contextualisation

[A] ADDRESSED

Timestamp: 13:15 — Quote: "Humans are responsible for the largest part of the warming" — Assessment: Clearly and comprehensively presented by Thomas Stocker.

[B] ADDRESSED

Timestamp: 14:00 — Quote: "Hermann Bösch does not want to speak of a climate catastrophe" — Assessment: Sceptical scientists are given a voice, but are relativised by framing.

[C] OMITTED

Timestamp: — — Quote: — — Assessment: Economic costs of climate protection measures for households and SMEs are not addressed.

[D] INDICATED

Timestamp: 27:12 — Quote: "What is also interesting, if we move a little away from science, towards the question of propaganda" — Assessment: Politicisation is mentioned, but only in relation to sceptics, not to climate protection advocates.

[E] INDICATED

Timestamp: 27:28 — Quote: "You are also funded by the federal government, by the National Science Foundation" — Assessment: Presenter raises funding dependency, but lets Stocker answer without genuine follow-up.

[F] ADDRESSED

Timestamp: 17:35 — Quote: "There is a small group of sceptics, many of whom are on the payroll of the biggest polluters" — Assessment: Al Gore quote adopted without source verification.

[G] OMITTED

Timestamp: — — Quote: — — Assessment: Technological solution approaches (nuclear energy, renewables) are not discussed.

[H] OMITTED

Timestamp: 17:05 — Quote: "The heads of state responded to the UN Intergovernmental Panel on Climate Change" — Assessment: G8 resolutions are mentioned, their effectiveness not questioned.

[I] OMITTED

Timestamp: — — Quote: — — Assessment: Social distributional effects of CO2 levies (burden on lower income groups) are entirely absent.

[J] ADDRESSED

Timestamp: 19:02 — Quote: "Stalagmites are wonderful climate archives" — Assessment: Historical climate variability is presented by Mancini.



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Completeness score: 5/10

Rationale: Four of ten relevant perspectives are entirely absent (C, G, H, I), two further are only indicated. The broadcast covers the scientific controversy more broadly than expected, but systematically neglects the economic and political consequential dimensions of climate protection. The omissions predominantly concern perspectives that would critically scrutinise climate protection measures.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

7/10

1 2 3 4 5 6 7 8 9 10

Finding 1:

Timestamp	12:59
Quote	<i>"Climate change. Hardly anyone doubts any longer that humans are the cause."</i>
Manipulation	The presenter sets the frame before the first expert interview: consensus is clear, doubts are a marginal phenomenon. This is a presenter statement, not an expert statement — but it functions as a statement of fact.
Why problematic	The frame "hardly anyone doubts" prejudices the subsequent debate. Kämpf's survey (20:13) shows that this is empirically incorrect — but this contradiction is not resolved.

Finding 2:

Timestamp	13:06
Quote	<i>"In our studio is the most renowned climate researcher in Switzerland."</i>
Manipulation	Superlative framing ("most renowned") as a social attribution of authority before the first statement.
Why problematic	"Most renowned" is an unverifiable claim. It establishes Stocker as an unassailable authority before he has spoken — which implicitly delegitimises critical questions.

Finding 3:

Timestamp	30:07
Quote	<i>"The only question is how much humans are to blame and whether we are currently experiencing climate hysteria."</i>
Manipulation	The term "climate hysteria" frames the sceptic position as emotionally exaggerated, even though the broadcast itself showed qualified scientists with legitimate doubts.
Why problematic	"Hysteria" is a pathologising term. It suggests that the sceptic side is reacting irrationally — which is not substantiated by the broadcast content (Mancini, Kämpf are factual and scientific).

Summary: The framing of the broadcast is consistently consensus-favouring: opening with a consensus statement, superlative introduction of the consensus expert, conclusion with the "hysteria" term for sceptics. These three framing elements form a coherent narrative structure that leads the viewer towards acceptance of the consensus.



11. CHOICE OF WORDS AND TERMS									6/10
1	2	3	4	5	6	7	8	9	10

Finding 1:	
Timestamp	17:55
Quote	"On the internet, a film about the alleged climate swindle is causing discussion."
Manipulation	The word "alleged" before "climate swindle" is an editorial value judgement — it signals that the film title is an unfounded claim.
Why problematic	A neutral alternative would be: "On the internet, the film 'The Great Global Warming Swindle' is causing discussion." The adjective "alleged" is an editorial pre-judgement that relieves the viewer of forming their own assessment.

Finding 2:	
Timestamp	30:10
Quote	"whether we are currently experiencing climate hysteria"
Manipulation	"Hysteria" is a pathologising term with negative connotation (uncontrolled emotion, irrational reaction).
Why problematic	A neutral alternative would be: "whether climate reporting is exaggerated" or "whether the reactions are proportionate". "Hysteria" delegitimises the sceptic position through language, not through arguments.

Finding 3:	
Timestamp	21:07
Quote	Bösch: "It is partly already heading in that direction [scaremongering]"
Context	Bösch's statement is passed on by the presenter to Stocker as a "scaremongering" accusation (21:33), which makes the statement appear sharper than it is ("partly", "heading in that direction").
Manipulation	The presenter's paraphrase "Mr Bösch says it is heading towards real scaremongering" (21:33) amplifies Bösch's cautious formulation ("partly", "heading in that direction") into an absolute statement.
Why problematic	A neutral rendering would be: "Bösch says it is partly heading towards scaremongering." The amplification makes Bösch's position more vulnerable.

Summary: The choice of words shows a consistent tendency: sceptic positions are linguistically delegitimised through terms such as "alleged" and "hysteria", while consensus positions are framed neutrally or positively. The paraphrase amplification in the case of Bösch is a craft error with substantive effect.



12. MODERATION BEHAVIOUR

5/10

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Finding 1:

Timestamp 21:33

Triggering event: Glaciologist Bösch expresses scaremongering accusation in the film segment

Quote (presenter) *"Mr Stocker, Mr Bösch says it is heading towards real scaremongering. When you look at all the headlines we have been reading in the papers recently, don't you also have a bit of that feeling?"*

Comparison Al Gore claims oil industry connections of sceptics at 17:35 — presenter does not ask for evidence (Gore's appearance is archive material, but the statement is adopted without comment)

Asymmetry: Bösch's statement is put to Stocker for refutation. Gore's statement is not treated with comparable scepticism. Demonstrable asymmetry.

Finding 2:

Timestamp 27:28

Triggering event: Presenter confronts Stocker with conflict of interest accusation (National Science Foundation dependency)

Quote (presenter) *"You are also funded by the federal government, by the National Science Foundation, you are at the head of this National Science Foundation study. In that sense you are also an interest representative who lives from it."*

Comparison Climate sceptics are not questioned with comparable directness about their conflicts of interest (Bossart: no question about funding; Beck: no question about funding)

Asymmetry: The conflict of interest question is only put to Stocker, not to sceptics — which paradoxically puts Stocker under more pressure than the sceptics. This is a reverse asymmetry, but one that is offset again by the lack of follow-up on Stocker's answer.

Finding 3:

Timestamp 22:07

Triggering event: Presenter expresses surprise at Stocker's calm response

Quote (presenter) *"Well, I am quite surprised at how calmly you are answering now, when one sees how many serious scientists say that. There is no or hardly any connection between CO2 and global warming."*

Comparison No analogous expression of surprise at consensus statements

Asymmetry: The formulation "how many serious scientists" for the sceptic side is an implicit acknowledgement of the sceptic position — but the surprise at Stocker's calm suggests that the sceptic arguments should actually be alarming. Ambivalent asymmetry.

Summary: The moderation behaviour shows a moderate asymmetry: Bösch's statement is put forward for refutation, Gore's is not. The conflict of interest question is only put to Stocker, but without genuine follow-up. The presenter acts overall as a prompter for Stocker, not as an equal challenger of both sides.



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13. QUESTION ASYMMETRY									5/10
1	2	3	4	5	6	7	8	9	10

Asymmetry 1:	
To Stocker, 13	12: "Mr Stocker, is humanity to blame for global warming?" — soft/open (invitation to present position)
To Bossart (in film), 16	05: "Does that mean you have no guilty conscience about driving a car? You also don't feel that one should take a precautionary, careful approach to resources?" — hard/value-laden (moral accusation)
Comparison	Stocker receives an open factual question. Bossart receives a morally charged question that presupposes a guilty conscience as the norm. Clear asymmetry.

Asymmetry 2:	
To Stocker, 27	28: "You are also funded by the federal government, by the National Science Foundation [...] In that sense you are also an interest representative" — confrontational (conflict of interest)
To Bossart/Beck	No comparable question about funding or conflicts of interest
Comparison	The conflict of interest question is only put to Stocker — which at first glance appears balanced, but remains overall asymmetrical due to the lack of follow-up on Stocker's answer and the absence of an analogous question to sceptics.

Asymmetry 3:	
To Stocker, 29	07: "Perhaps one last question now. The film also says things are changing. But it could well be that after a rise we might suddenly experience a cooling again. What do you say to that?" — factual, Stocker can respond
To sceptics	No analogous question in which sceptics could respond to consensus arguments
Comparison	Stocker can respond to all sceptic arguments. Sceptics cannot respond to any of Stocker's arguments (they appear only in the film segment, not in the studio).

Summary: The strongest question asymmetry lies in the moral loading of the Bossart question ("guilty conscience") vs. the factual Stocker question. The structural asymmetry — Stocker in the studio with the opportunity to reply, sceptics only in the film — systematically reinforces the question asymmetry.



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

Finding 1:	
Timestamp	13:35 — Construct: "However, there are some scientists who totally contradict you."
Analysis	The broadcast attempts to establish a balance by giving sceptics a voice. However, this balance is structurally unequal: Stocker is in the studio (primary position), sceptics are in the film (secondary position). Stocker can respond to all sceptic arguments, sceptics cannot respond to Stocker. The apparent balance conceals a structural inequality.

Finding 2:	
Timestamp	20:20 — Construct: Käßplinger's survey shows "roughly equal" groups
Analysis	Käßplinger's finding would justify a genuine balance — but it is not taken up in the studio interview. The broadcast thus on the one hand shows data that would substantiate a genuine balance, but does not use it for an actually balanced portrayal.

Summary: The false balance in this broadcast is inverted: the broadcast suggests more balance than actually exists (sceptics are given a voice), without compensating for the structural inequality (studio vs. film, opportunity to reply). Käßplinger's survey finding, which would substantiate a genuine balance, is not used.



15. AGENDA-SETTING

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Finding 1:

Agenda element set: Human-caused climate change as a scientifically established consensus requiring political action

Timestamp

12:59 — Evidence: "Climate change. Hardly anyone doubts any longer that humans are the cause."

Alternative agenda: The question of which measures are proportionate and effective, and who bears the costs — this political-economic dimension is not placed on the agenda.

Finding 2:

Agenda element set: Climate sceptics as a fringe group or interest representatives

Timestamp

17:35 — Evidence: Al Gore quote about oil industry connections, adopted without comment

Alternative agenda: Käßlinger's finding (20:20) that sceptics are roughly equal in size to the alarmist group would have set a different agenda: climate scepticism as a legitimate scientific minority opinion, not as a fringe phenomenon.

Finding 3:

Agenda element set: Climate change as primarily a scientific, not a political question

Timestamp

Entire climate segment

Evidence: All discussions revolve around causality, not around measures

Alternative agenda: The political question — which state interventions are legitimate and proportionate? — is not posed. This favours positions that regard state climate protection measures as scientifically mandated.

Summary: The agenda-setting of the broadcast is consistent: climate change as established consensus, sceptics as a fringe group, the question of measures as not worth discussing. This agenda structurally favours left and green positions (state climate policy) and disadvantages right and libertarian positions (personal responsibility, proportionality).



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 5.2 / 10
- SOFT FACTS SCORE (average criteria 10-15): 5.5 / 10

Dominant techniques

- 1. Framing (Score 7):** The broadcast sets a narrative frame through three consistent framing elements (consensus opening 12:59, superlative introduction 13:06, "hysteria" conclusion 30:07) that makes sceptic positions appear as a fringe phenomenon. This frame is all the more effective because it is set not through explicit partisanship, but through presenter statements that appear as editorial statements of fact.
- 2. Expert selection (Score 6):** The structural inequality — Stocker in the studio with full opportunity to reply, sceptics only in the film segment — is the most effective manipulation technique in the broadcast. It enables Stocker to respond to all sceptic arguments without sceptics being able to react to Stocker's answers. Mancini as the strongest sceptic source (GREEN, +9) appears only in the film.
- 3. Agenda-setting (Score 6):** The broadcast sets the agenda such that the political-economic dimension of climate protection (costs, proportionality, distributional effects) is not addressed. This structurally favours positions that regard state climate protection measures as scientifically mandated, and disadvantages positions that emphasise proportionality and personal responsibility.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Human-caused climate change is scientifically established — anyone who doubts it is either not professionally qualified or funded by the oil industry."

Technique: Framing (12:59) + Guilt by association (17:35) + Expert selection (studio vs. film) — Evidence: 12:59, 17:35, 13:06

MESSAGE 2 (PERSONAL): "Climate sceptics who drive cars and have no guilty conscience are acting in a morally questionable manner."

Technique: Morally charged question to Bossart (16:05) + Framing through "climate hysteria" term (30:07) — Evidence: 16:05, 30:07

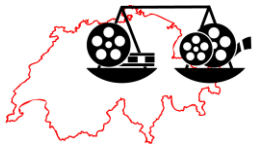
MESSAGE 3 (SOCIETAL): "Climate protection is a scientific necessity, not a political choice — the only question is the extent, not whether."

Technique: Agenda-setting (question of measures not posed) + Time distribution (consensus side dominates) — Evidence: 12:59, 22:07, 29:54

Rationale: The Rundschau broadcast from summer 2007 treats the climate change debate with a consistent but not explicit one-sidedness that touches Art. 4 RTVG in several dimensions. The accurate representation of facts is impaired by unsubstantiated claims (Gore oil industry quote, Stocker film criticism) and the missing confrontation of Kämpfing's survey result with Stocker's consensus claim. Diversity of opinion on a topic still contested in 2007 is formally maintained (sceptics are given a voice), but structurally violated (studio vs. film, missing opportunity to reply). The balanced selection of interlocutors is not given: the only studio guest represents the consensus, while the most qualified sceptic voice (Mancini, GREEN +9) appears only in the film and is relativised by Stocker without the opportunity to reply. The overall score of 5.3/10 reflects a clear but not extreme one-sidedness, which must be

CONCLUSION

The Rundschau broadcast from summer 2007 treats the climate change debate with a consistent but not explicit one-sidedness that touches Art. 4 RTVG in several dimensions. The accurate representation of facts is impaired by unsubstantiated claims (Gore oil industry quote, Stocker film criticism) and the missing confrontation of Kämpfing's survey result with Stocker's consensus claim. Diversity of opinion on a topic still contested in 2007 is formally maintained (sceptics are given a voice), but structurally violated (studio vs. film, missing opportunity to reply). The balanced selection of interlocutors is not given: the only studio guest represents the consensus, while the most qualified sceptic voice (Mancini, GREEN +9) appears only in the film and is relativised by Stocker without the opportunity to reply. The overall score of 5.3/10 reflects a clear but not extreme one-sidedness, which must be



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contextualised against the state of knowledge at the time (IPCC Fourth Assessment Report 2007) and the societal debate.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

5.2/10

Significant imbalance

SOFT FACTS SCORE (9-14)

5.5/10

Significant imbalance

OVERALL SCORE

5.4/10

Significant imbalance

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No relevant anomaly identified.
1–2	Weak finding	Minor anomaly without material impairment of balance.
3–4	Slight to moderate finding	Discernible tendency; impact relevance low to moderate.
5	Moderate finding with impact relevance	Relevant imbalance that influences the opinion-forming potential of the audience.
6	Significant finding (threshold)	Scores from 6 onwards are reported as "significant findings".
7	Significant finding	Clear, well-substantiated imbalance with marked impact relevance.
8–9	Serious finding	Pronounced imbalance; multiple substantiable individual findings in this criterion.
10	Maximum severity	Systematic, pervasive imbalance in this criterion.

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No material patterns discernible; broadcast meets the requirement of factual accuracy.
2.6 – 4.0	Slight imbalance	Isolated anomalies; statistically visible, but still within the tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of diversity of perspectives.
6.1 – 8.0	Serious deviation from the requirement of balance. High degree of deviation	Pronounced, broadcast-wide patterns; high impact relevance.
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 portrayal, speaking time or framing.
-2 to -1	Slightly disadvantaged	Discernible but weak disadvantage.
0	Neutral	No discernible preference or disadvantage.
+1 to +2	Slightly favoured	Discernible but weak preference.
+3 to +5	Strongly favoured	Party is clearly favoured in portrayal, speaking time or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVG)

Assessment under Art. 4 RTVG

Violation 1:

Norm: Art. 4 para. 2 RTVG (accurate representation of facts)

Facts: Unsubstantiated claim about oil industry connections of climate sceptics

Evidence: Timestamp 17:35 — Quote: "There is a small group of sceptics, many of whom are on the payroll of the biggest polluters, the oil and coal industry."

Assessment: This statement by Al Gore is adopted without a primary source, without source verification and without a counter-statement. It is a blanket discrediting of a group of persons without individual case examination. The broadcast should either have demanded evidence or identified the statement as an unsubstantiated claim. Violation of the requirement of accurate representation of facts.

Violation 2:

Norm: Art. 4 para. 4 RTVG (diversity of opinion on contested topics)

Facts: Structural inequality between consensus and sceptic portrayal

Evidence: Timestamp 13:06 (Stocker in studio) vs. 14:00ff (sceptics only in film) — Stocker can respond to all sceptic arguments (e.g. 25:17, 26:42, 27:03), sceptics have no opportunity to reply

Assessment: On a topic still contested in 2007 (Käpplinger 20:20: "The groups are roughly equal in size"), Art. 4 para. 4 RTVG requires a balanced selection of interlocutors. The studio-film asymmetry structurally violates this requirement, even if formally both sides are given a voice.

Violation 3:

Norm: Art. 4 para. 2 RTVG (accurate representation of facts)

Facts: Presenter statement as statement of fact without source basis

Evidence: Timestamp 12:59 — Quote: "Climate change. Hardly anyone doubts any longer that humans are the cause."

Assessment: This presenter statement contradicts the Käpplinger finding shown immediately afterwards (20:20: "The groups are roughly equal in size"). An accurate representation of facts would either have confronted the presenter statement with Käpplinger's finding or identified the statement as an opinion, not a fact.

Violation 4:

Norm: Art. 4 para. 4 RTVG (balanced selection of interlocutors)

Facts: Missing confrontation of Käpplinger's survey result with Stocker's consensus claim in the studio interview

Evidence: Timestamp 20:13 (Käpplinger: "The groups are roughly equal in size") — not taken up at 21:33ff (studio interview Stocker)

Assessment: Käpplinger's finding is the strongest empirical argument for genuine balance in the broadcast. Not taking it up in the studio interview is an editorial decision that structurally favours the consensus position and violates Art. 4 para. 4 RTVG.

Overall assessment Art. 4 RTVG

The broadcast violates Art. 4 RTVG in four dimensions: accurate representation of facts (unsubstantiated Gore claim, presenter statement without source basis), diversity of opinion (studio-film asymmetry on a contested topic) and balanced selection of interlocutors (missing confrontation with Käpplinger finding). The violations are structural, not explicit in nature — the broadcast does not violate Art. 4 RTVG through open partisanship, but through editorial decisions (expert selection, framing, agenda-setting) whose overall effect produces a clear one-sidedness. In the



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context of the year 2007, when the scientific consensus on climate change was still more broadly contested than today, the violation of the diversity of opinion requirement is particularly weighty: Käßlinger's survey demonstrates that the sceptic group in German climate research was roughly equal in size to the alarmist group — a finding that would have required genuine balance, which the broadcast structurally refuses.



CHAPTER 6 — SOURCE DEEP-CHECK

1. Thomas Stocker, University of Bern / IPCC

- FUNDING:** University of Bern (state), Swiss National Science Foundation (state), IPCC (UN mandate, state membership contributions)
- MANDATE:** IPCC mandate is synthesis of climate change research — not neutral assessment of the causality question. Limited compatibility with neutral assessment.
- CONFLICT OF INTEREST:** Structural funding dependency: research funding flows primarily into climate change research; results that demonstrate the need for action secure follow-on funding. No private client, but institutional interest in maintaining relevance.
 - D1 Conflict of interest: 0
 - D2 Personal risk: +1
 - D3 Professional competence: +2
 - D4 Consistency of opinion: +2
 - D5 Emotionalisation vs. data: +1
 - D6 Source level: +1**TOTAL: +7 → SOURCE INDICATOR: GREEN**
- COUNTERVOICE:** Svensmark (DMI), Lindzen (MIT) — not cited. Mancini as a qualified countervoice appears only in the film.

2. Al Gore, former US Vice President

- FUNDING:** Democratic Party USA, commercial film production, climate protection investments (Generation Investment Management)
- MANDATE:** Political activist, no scientific mandate. Not compatible with neutral scientific assessment.
- CONFLICT OF INTEREST:** Significant: Gore benefits financially (film revenues, investments in cleantech) and politically from the climate protection agenda. Not identified as an interest representative in the broadcast.
 - D1 Conflict of interest: -2
 - D2 Personal risk: 0
 - D3 Professional competence: -2
 - D4 Consistency of opinion: +1
 - D5 Emotionalisation vs. data: -1
 - D6 Source level: -2**TOTAL: -6 → SOURCE INDICATOR: RED**
- COUNTERVOICE:** Climate researcher with a differing assessment of the oil industry connection — not cited.

3. IPCC (UN Intergovernmental Panel on Climate Change)

- FUNDING:** UN membership contributions, state funding
- MANDATE:** Synthesis of climate change research for political decision-makers — not neutral assessment of the causality question. Limited compatibility.
- CONFLICT OF INTEREST:** Institutional interest in the action-relevance of results (maintaining relevance, securing funding). Summary for Policymakers is co-formulated by government representatives — political influence on communication.
 - D1 Conflict of interest: -1
 - D2 Personal risk: 0
 - D3 Professional competence: +2
 - D4 Consistency of opinion: +1
 - D5 Emotionalisation vs. data: +1
 - D6 Source level: 0**TOTAL: +3 → SOURCE INDICATOR: YELLOW**
- COUNTERVOICE:** Scientists who criticise IPCC methodology (selection of studies, Summary for Policymakers) — not cited.



4. Hans Matthias Käßplinger, University of Mainz

1. **FUNDING:** University of Mainz (state)

2. **MANDATE:** Communication research — relevant for media portrayal, not for climate science. Compatible with neutral assessment of the communication question.

3. **CONFLICT OF INTEREST:** No discernible conflict of interest. Statement contradicts mainstream narrative — increased credibility.

D1 Conflict of interest: +1

D2 Personal risk: +1

D3 Professional competence: +1

D4 Consistency of opinion: 0

D5 Emotionalisation vs. data: +2

D6 Source level: +1

TOTAL: +6 → SOURCE INDICATOR: GREEN

5. **COUNTERVOICE:** None necessary — Käßplinger is himself the countervoice to the consensus narrative. His finding is not sufficiently utilised in the broadcast.

IMPORTANT: "Recognised" is not a factual qualification. The introduction of Stocker as "the most renowned climate researcher in Switzerland" (13:06) is a social attribution that must itself be questioned. It prejudges credibility before the first statement and is a framing technique, not a factual qualification. Stocker's GREEN rating is based on his actual qualifications (primary researcher, IPCC lead author, consistent statements over 20 years) — not on the superlative introduction.

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Thomas Stocker, University of Bern / IPCC	0	+1	+2	+2	+1	+1	+7	GREEN
Al Gore, former US Vice President	-2	0	-2	+1	-1	-2	-6	RED
IPCC (UN Intergovernmental Panel on Climate Change)	-1	0	+2	+1	+1	0	+3	YELLOW
Hans Matthias Käßplinger, University of Mainz	+1	+1	+1	0	+2	+1	+6	GREEN

Legal and methodological classification

No statement of fact	The results presented do not constitute statements of fact about individual persons, editorial teams or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.
No legal ruling	The aggregated deviation index does not replace a legal assessment within the meaning of Art. 4 RTVG. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the AIRC).
No proof of causality	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political contentiousness or format logic.
No judgement of intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a significant imbalance has been identified — not that the editorial team



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intended this. The methodology makes no statements about motives or strategic objectives.

**Heuristic
comparison
instrument**

The index serves the comparative identification of patterns across thousands of broadcasts, not the precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Switzerland — SRG SSR

Law

Federal Act on Radio and Television (RTVG, SR 784.40)

Relevant articles

- Art. 4 para. 1 RTVG: All broadcasts of a radio or television programme must respect fundamental rights. Broadcasts must in particular respect human dignity, must not be discriminatory, must not contribute to racial hatred, must not endanger public morality, and must not glorify or trivialise violence.
- Art. 4 para. 2 RTVG: Editorial broadcasts with informational content must present facts and events accurately, so that the audience can form its own opinion. Opinions and commentary must be recognisable as such.
- Art. 4 para. 4 RTVG: In the totality of editorial broadcasts, the diversity of events and opinions must be adequately expressed (diversity requirement).

Core obligations

1. **Factual accuracy:** Accurate representation of facts and events
2. **Diversity of opinion:** Diversity of views on contested topics
3. **Balance:** Balanced selection of interlocutors

Supervisory authority

- AIRC (Independent Authority for Programme Complaints): Reviews complaints against broadcast programmes for violations of Art. 4 RTVG
- OFCOM (Federal Office of Communications): Regulatory and supervisory authority
- Ombudsman offices of the SRG: First point of contact for programme complaints

Complaints procedure

1. Ombudsman office of the respective business unit (SRF, RTS, RSI, RTR)
2. AIRC (if no agreement)
3. Federal Supreme Court (final instance)



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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SVFAB Working Papers

- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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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. After that, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with many examples. In addition, it becomes apparent where we ourselves apply these techniques — this promotes not only insight but also empathy.

Optionally the book comes 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 all those who have a microphone in front of them and want to know what they can do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. 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 all those who are exposed and want to understand how the game works. So that they stop playing along — and start shaping it.

In A5. Direct. For preparation, for reference, for follow-up and in difficult situations



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Associazione svizzera per un reporting equilibrato



You think you see the world. In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not change the facts — it changes what we make of the facts. How we feel. What we believe. How we decide. And it works — because we all 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. Listen to the news differently. Conduct conversations with greater confidence. And can no longer so easily have a frame imposed on them that someone else has chosen.

With many exercises and concrete examples from politics, media and everyday life — and the occasional smile.

Framing with style. Because the frame changes everything.



The SRG collects 1.56 billion francs per year — compulsorily, from every household. Those who feel unfairly treated can lodge a complaint. There is even an authority for this: the AIRC, the Independent Authority for Programme Complaints.

Only: it is not independent. It has no sanctioning powers. And in 99.6% of all cases it decides: nothing.

This analysis lays the system bare — factually, precisely, without polemic. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the AIRC system meets none of the three fundamental criteria — it is not appropriate, not subject to separation of powers, not market-based. The authority that is supposed to protect citizens primarily protects the system it was supposed to control.

Essential reading for all those considering a complaint — and for all those who want to understand why genuine media oversight in Switzerland is still outstanding.