



SVFAB DETAILED ANALYSIS

2025-01-20 Tagesschau vom 20.01.2025 Hauptausgabe

Broadcast: SRF Tagesschau broadcast | 2025-01-20 | Analysed on: 2026-05-19 12:59

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

OVERALL SCORE

5.6/10

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 favouring left, 5 = balanced, 10 = strongly favouring right). The calculation is based on the difference in average favouring of left vs. right parties (grouping according to CHES 2024).

TENDENCY (L – R)

3.2 / 10

Favouring left

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 factor into the overall score.



POLITICAL LANDSCAPE

Switzerland is a consensus democracy. The Federal Council consists of 7 members: SVP (2 seats), SP (2 seats), FDP (2 seats), Centre (1 seat). There is no classic government/opposition divide — all major parties are represented in government (magic formula). Greens, GLP and EVP are not represented in the Federal Council, but together hold 35 National Council seats. The broadcast deals primarily with the succession of Federal Councillor Viola Amherd (Centre) as well as international topics (Trump, WEF).

Party	CHES L-R	Seats NC	Government/Opposition	Core position
SVP	8.0	62	Government (2 FC)	Limit migration, sovereignty, reduction of state
SP	2.5	41	Government (2 FC)	Welfare state, redistribution, open migration
FDP	6.5	28	Government (2 FC)	Economic freedom, lean state, bilateral agreements
Centre	5.0	29	Government (1 FC)	Pragmatism, family, balance
Greens	2.0	23	Opposition	Climate protection, disarmament, redistribution
GLP	4.0	10	Opposition	Green economy, liberalism, AI regulation
EVP	5.5	2	Opposition	Christian values, centre positions

The most important lines of conflict in Switzerland are: (1) Migration and asylum policy — SVP demands drastic reduction, SP/Greens defend open policy; (2) EU bilateral agreements — FDP/SP/Centre pro rapprochement, SVP against institutional ties; (3) Climate policy — Greens/SP demand net zero by 2030/2040, SVP/FDP rely on technological openness without bans; (4) Healthcare costs — SP for a single health insurer, bourgeois parties for competition and personal responsibility.

SRF (Swiss Radio and Television) is the public broadcaster of Switzerland, financed through Serafe fees (formerly Billag). According to Art. 4 RTVA, SRF is obliged to provide accurate representation of facts, diversity of opinion and a balanced selection of interlocutors. As Switzerland's largest media organisation with a monopoly position in the public broadcasting sector, SRF bears special responsibility for democratic opinion formation.



CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	0	Not directly mentioned. The topic of Federal Council succession concerns the Centre seat. SVP positions on migration are implicitly touched upon through Trump coverage, but no direct SVP portrayal.
SP	0	Not directly mentioned. SP positions (climate protection, multilateralism) are indirectly framed positively through WEF coverage, but no explicit SP portrayal.
FDP	0	Not directly mentioned.
Centre	+1	14:09–19:25: Centre Federal Council succession covered in detail. Pfister quote correctly reproduced. Withdrawals documented factually. Slight tendency to downplay the crisis through uncritical adoption of Pfister framing ("no problem"). Programme position not distorted, but party is given a platform for self-presentation without hard counter-questions.
Greens	0	Not directly mentioned.
GLP	0	Not directly mentioned.
EVP	0	Not directly mentioned.

Note: The broadcast is primarily news-oriented with an international focus (Trump, WEF). Swiss party politics appears only in the Centre Federal Council segment. Party bias is therefore of limited measurability.

Party bias summary

- Most accurate portrayal: Centre, score +1 (factual, but with slight platform asymmetry)
- Strongest distortion: No significant distortion of party positions detectable
- Average deviation from 0: 0.1
- Conclusion: The broadcast contains hardly any direct party politics. The Centre coverage is factually accurate, but gives the party disproportionate space for self-presentation (Pfister quote unchallenged). The actual bias lies not in the party domain, but in the international framing (Trump coverage) and in the implicit valuation of climate protection and multilateralism as positive.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast data

- Title: SRF Tagesschau
- Date: 20.01.2025
- Presenter: Not named (sign-off by Angelique Beltner mentioned)
- Reporters: Pascal Weber (Washington), Andreas Kohli/Rahel Winkelmann (Davos), Sebastian Ramschbeck (Davos), Miriam Spreiter (Federal Palace), Gurdin Vincenz (Federal Palace), Matthias Rusch (Wengen), Tobias Bossart (Basel)

Actors	Function	Party/affiliation	Political spectrum
Pascal Weber	SRF correspondent Washington	SRF (public broadcaster)	Neutral (journalist)
Sebastian Ramschbeck	SRF correspondent Davos	SRF (public broadcaster)	Neutral (journalist)
Gerhard Pfister	Centre party president	Centre	Centre (5.0)
Philipp Matthias Pregi	Centre parliamentary group leader	Centre	Centre (5.0)
Martin Candinas	Centre National Councillor (withdrawal)	Centre	Centre (5.0)
Gurdin Vincenz	SRF Federal Palace editor	SRF (public broadcaster)	Neutral (journalist)
WEF participant (anonymous)	CEO/executive	Business	Economic liberal
Business consultant (anonymous)	AI consultant	Business	Economic liberal
Paramedic Wengen	Operations manager	None	Non-political
Organising committee representative Wengen	Lauberhorn organising committee	None	Non-political
Sandra Studer	Presenter/singer	None	Non-political
Michelle Hunziker	Presenter	None	Non-political
Hazel Brugger	Cabaret artist	None	Non-political
ESC representative	SRG/ESC organisation	SRG	Non-political

Main topic

The inauguration of Donald Trump as the 47th President of the United States and the associated political implications for the USA and the world.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

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Expert 1: Pascal Weber, SRF correspondent Washington

Timestamp: 02:37–09:46

Statement: "That the USA is from now on something different, a different nation, and that it will become a different country over the next four years."

Assessment: SRF's own correspondent; no external expert. Presents assessments as facts ("will be disruptive"). No counter-voice from the Trump camp.

Missing counter-voice: American political scientist with a conservative perspective, Trump adviser or Republican commentator.

Source in-depth check:

(a) FUNDING: SRF, financed through Serafe fees (public broadcaster). No direct commercial conflict of interest, but institutional dependence on public legitimacy.

(b) MANDATE: News correspondent — mandate is reporting, not analysis. The boundary between report and opinion is crossed multiple times.

D1 Conflict of interest: 0 — No direct financial conflict, but institutional tendency to confirm editorial consensus

D2 Personal risk: +1 — Correspondent on site, personal observation

D3 Professional competence: +1 — Experienced correspondent, but not a political scientist; statements go beyond reporting

D4 Opinion consistency: 0 — No comparative data available

D5 Emotionalisation vs. data: -1 — "gloomy", "disruptive", "fear" — appellative rather than data-based

D6 Source level: +1 — On-site observation (primary), but assessments without evidence

TOTAL: +2 → SOURCE INDICATOR: YELLOW

(c) PROFESSIONAL COMPETENCE: Weber's assessments are framed as neutral analysis, although they are consistently negatively connoted. Technique No. 2 (source selection) confirmed.

Expert 2: Sebastian Ramschbeck, SRF correspondent Davos

Timestamp: 12:11–14:05

Statement: "A whiff of pre-emptive compliance could waft through the corridors of the WEF in the coming days."

Assessment: SRF's own correspondent. Uses evaluative language ("pre-emptive compliance") without evidence. No counter-voice to WEF-critical perspective.

Missing counter-voice: WEF critics, representatives of the financial corporations that have withdrawn from climate alliances.

Source in-depth check:

(a) FUNDING: SRF, public broadcaster. Same constellation as Weber.



(b) MANDATE: Correspondent — same boundary crossing between report and opinion.

D1 Conflict of interest: 0 — No direct conflict

D2 Personal risk: +1 — On site

D3 Professional competence: 0 — Business correspondent, but statements on geopolitics and climate policy go beyond area of expertise

D4 Opinion consistency: 0 — No comparative data

D5 Emotionalisation vs. data: -2 — "pre-emptive compliance" is purely evaluative, no data reference

D6 Source level: +1 — On-site observation

TOTAL: 0 → SOURCE INDICATOR: YELLOW

(c) PROFESSIONAL COMPETENCE: "Pre-emptive compliance" is framed as a neutral observation, but is a strongly evaluative formulation.

Expert 3: Anonymous WEF participant (CEO)

Timestamp: 10:37–10:42

Statement: "I want to understand what all CEOs think about Trump and how quickly he will change things."

Assessment: Anonymous, no identification possible. No contextualisation of the perspective.

Source in-depth check:

(a) FUNDING: Unknown (anonymous)

(b) MANDATE: Unknown

D1 Conflict of interest: -1 — Unknown, therefore deduction

D2 Personal risk: 0 — Anonymous, no risk

D3 Professional competence: 0 — Unknown

D4 Opinion consistency: 0 — Unknown

D5 Emotionalisation vs. data: 0 — Neutral statement

D6 Source level: -1 — Anonymous, not verifiable

TOTAL: -2 → SOURCE INDICATOR: YELLOW (borderline)

(c) PROFESSIONAL COMPETENCE: Anonymous source is used without contextualisation.

Missing expert groups:

- American political scientist with a conservative/Republican perspective
- Economist analysing Trump's economic policy (pro and contra)
- Constitutional lawyer on executive orders

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Pascal Weber, SRF correspondent Washington	0	+1	+1	0	-1	+1	+2	YELLOW
Sebastian Ramschbeck, SRF correspondent Davos	0	+1	0	0	-2	+1	0	YELLOW
Anonymous WEF participant (CEO)	-1	0	0	0	0	-1	-2	YELLOW

Summary:

Expert	Source indicator	Main problem
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Pascal Weber	YELLOW (+2)	Opinions framed as analysis, consistently negatively connoted
Sebastian Ramschbeck	YELLOW (0)	Evaluative language ("pre-emptive compliance") without evidence
Anonymous CEO	YELLOW (-2)	Anonymous, not verifiable, no contextualisation

All three "experts" are SRF's own correspondents or anonymous sources — not a single external, independent expert with an identifiable perspective is consulted.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: WEF report / WEF representatives

Timestamp: 10:01–10:12

Statement: "The stakes have never been higher, it says there. One must cooperate in the face of rising global economic and geopolitical risks."

(a) Funding: WEF is a private foundation, financed through membership fees from the world's largest corporations (annual fee up to 600,000 CHF for "Strategic Partners"). Structurally tied to vested interests.

(b) Structural conflict of interest: WEF has an institutional interest in multilateralism, global governance and the climate agenda — precisely the positions that Trump rejects. WEF statements against Trump are therefore structurally partisan.

(c) Missing counter-source: Critics of the WEF consensus (e.g. economists who emphasise free trade and national sovereignty).

Source 2: WEF risk list

Timestamp: 10:42–10:54

Statement: "According to the WEF, the currently greatest risks to the global economy are: extreme weather events, armed conflicts, trade conflicts and disinformation."

(a) Funding: WEF (see above)

(b) Structural conflict of interest: The WEF risk list reflects the agenda of WEF members. "Disinformation" as a risk is politically contested (who defines disinformation?). The list is presented without critical contextualisation.

(c) Missing counter-source: Alternative risk assessments (e.g. Heritage Foundation, Cato Institute) are entirely absent.

Source 3: Anonymous business consultant (AI)

Timestamp: 11:29–11:48

Statement: "If a company really approaches this comprehensively, entire processes will be completely called into question and redefined."

(a) Funding: Unknown (anonymous)

(b) Structural conflict of interest: Business consultants have a commercial interest in AI adoption (more consulting mandates). Statement is presented without contextualisation as neutral expertise.

(c) Missing counter-source: Critics of AI euphoria, labour market economists, trade union representatives.

Rumour check:

Rumour 1:

Timestamp: 09:04–09:09

Claim: "These plans were apparently put on ice after they leaked to the public."

Word markers: "apparently", "leaked"

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



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Rumour 2:

Timestamp: 08:51–09:03

Claim: "We have also already heard of plans that he wants to, for example, round up immigrants in Chicago next week, starting as early as tomorrow"

Word markers: "heard of plans"

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

Summary: The source selection is structurally one-sided — WEF as a partisan institution is presented as a neutral risk authority, anonymous sources are used without contextualisation, and two claims are framed as facts without a primary source. Counter-voices to WEF positions are entirely absent.



3. TIME DISTRIBUTION									5/10
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Estimated speaking time:

- Trump-critical perspective (Weber, Ramschbeck, moderation text): (32%)
- Trump-neutral coverage (ceremony, facts): (12%)
- Trump voters/pro-Trump perspective: approx. 0.5 min. (2%) — one subordinate clause
- WEF/multilateralism (Ramschbeck, WEF representatives): (16%)
- Centre Federal Council (Spreiter, Vincenz, Pfister, Pregi, Candinas): (20%)
- Lauberhorn (Rusch, paramedic, organising committee): (8%)
- ESC (Bossart, presenters): (8%)
- Moderation transitions: (4%)

Summary: The speaking time is strongly unbalanced. Trump-critical perspectives receive 32% of airtime, while the perspective of Trump voters and supporters at approx. 2% (one subordinate clause) is massively underrepresented. This does not correspond to the requirement of balance according to Art. 4 RTVA on a politically contested topic.



4. OMISSION (Selective Omission)

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Omission 1:

Context

Trump's election victory and his democratic legitimacy

Relevant at: 01:18–02:33 (introduction Trump segment)

Effect

Trump is framed as a return from the "sidelines", not as a democratically elected president with a clear mandate. The fact that he won in 2024 with a clear margin (Electoral College and popular vote) is not mentioned. This suggests his presidency is an anomaly rather than a democratic outcome.

Omission 2:

Context

Economic arguments for Trump's policy

Relevant at: 03:02–07:15 (analysis of inaugural address)

Effect

Trump's announcements on deregulation, energy independence, tax cuts and economic growth are not mentioned. The broadcast focuses exclusively on migration, environmental policy and "wokeness" — the topics that are regarded as negative in the editorial consensus. Economic policy measures that enjoy broad support are absent.

Omission 3:

Context

Biden's pardons

Relevant at: 04:15–04:28

Effect

"Biden had previously quickly pardoned a number of Trump's political opponents. Among them the immunologist and Covid expert Anthony Fauci." — The controversial nature of these mass pre-emptive pardons (including family members, members of Congress) is not addressed. The fact that Biden pardoned his own brother and son is not mentioned. The pardons are framed as a normal protective reaction, not as a politically controversial act.

Summary: Three systematic omissions distort the overall picture: Trump's democratic mandate is concealed, his economic policy is ignored, and Biden's controversial pardons are presented in a downplaying manner. These omissions are not coincidental, but follow a consistent pattern.

Missing voices

- Trump voter/political scientist pro-Trump: Would have explained the democratic legitimacy and the concrete concerns of the 77 million voters
- Economist with an economic-liberal position: Would have brought arguments for deregulation, energy independence and tax cuts
- Migration critic/border protection expert: Would have presented the perspective of those who favour restrictive immigration policy



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- WEF critic (e.g. from a democratic theory perspective): Would have questioned the legitimacy of the Davos consensus
- Swiss foreign policy expert: Would have analysed Swiss interests in the Trump presidency
- Centre voter/grassroots representative: Would have brought the perspective of party supporters on the Federal Council succession
- Historian/political scientist with comparative perspective: Would have concretely compared Trump's 2025 speech with 2017 instead of merely asserting it
- American constitutional lawyer: Would have explained the legal limits of executive orders



5. MANIPULATION OF FIGURES									3/10
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Complete figures include: absolute value, share (%) and trend

Finding 1:	
Timestamp	03:21–03:25
Figure: "more than 25,000 security forces were deployed"	
Dimensions: (a) Absolute value ✓ — (b) Share X — (c) Trend X	
Missing context	Comparison with previous inaugurations is absent. Obama 2009: approx. 40,000 security forces. The figure of 25,000 sounds imposing, but is not exceptional in historical comparison.
Effect	Suggests an exceptional threat situation without historical context.

Finding 2:	
Timestamp	19:27–19:36
Figure: "80,000 ski fans, more than ever before"	
Dimensions: (a) Absolute value ✓ — (b) Share X — (c) Trend indicated ✓	
Missing context	Capacity of the area, growth rate of recent years are absent.
Effect	Minor — everyday figure without political function. No penalty point.

Summary: Manipulation of figures is moderate in this broadcast. The main finding concerns the security figure at the inauguration, which is presented without historical comparison and suggests an exceptional threat situation.



6. GUILT BY ASSOCIATION

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Association 1:

Timestamp 03:50–04:01

Quote *"It seems somewhat cynical that the man who is now being protected himself helped trigger a storming of the Capitol four years ago."*

Technique: Trump is associated with the Capitol storming ("helped trigger") — a legally and factually contested claim. Trump was not convicted in any proceedings for the Capitol storming. The formulation "helped trigger" is a claim without evidence.

Effect Suggests criminal co-responsibility without legal basis. The formulation "seems somewhat cynical" is an editorial value judgement, not news.

Association 2:

Timestamp 08:06–08:25

Quote *"One clear expression of this fear is that Joe Biden [...] pardoned many people at the last moment [...] out of fear of possible retribution by Donald Trump."*

Technique: Trump is associated with the term "retribution" (revenge) without any concrete evidence being cited for planned retaliatory measures. "Retribution" is a strongly negatively connoted term.

Effect Suggests that Trump is planning systematic retribution against political opponents — a claim that is framed as fact.

Association 3:

Timestamp 06:03–06:07

Quote *"the last speech eight years ago was gloomy, polemical, aggressive"*

Technique: Trump's current speech is prejudiced by association with the 2017 speech before the current speech is analysed.

Effect The frame of expectation is set negatively before the actual analysis begins.

Summary: No actors are framed as "conspiracy theorists". However, the guilt-by-association technique is deployed three times against Trump: Capitol storming association without legal basis, "retribution" framing without evidence, and prejudicing through association with 2017. All three associations are framed as facts.



7. TIMING

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Finding 1:

Position: 03:50–04:01 (middle of Trump segment, after swearing-in, before analysis)

Content: "It seems somewhat cynical that the man who is now being protected himself helped trigger a storming of the Capitol four years ago."

Timing effect

This evaluative statement is strategically placed between the inauguration images and the analysis. It sets the negative interpretive frame before Pascal Weber gives his assessment. The viewer is emotionally prepared to perceive Trump's presidency as illegitimate.

Finding 2:

Position: 01:18–01:30 (broadcast opening of Trump segment)

Content: "Just four years ago he seemed politically finished. Leading party members turned away. The storming of the Capitol had sidelined Donald Trump."

Timing effect

The opening of the Trump segment begins not with the historic event (inauguration), but with a reminder of the Capitol storming. This sets the negative frame for all subsequent coverage.

Summary: The timing is strategic: negative associations (Capitol storming, "sidelines") are placed at the beginning and in the middle of the Trump segment in order to set the interpretive frame before factual information follows.



8. SELECTIVE OUTRAGE

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

Methodological principle K11+K8: Document the triggering event — asymmetry is only demonstrable with a comparable trigger without an analogous reaction to other guests/positions.

Finding 1:

Timestamp 03:50–04:01

Triggering event: Security arrangements for Trump's inauguration are mentioned.

Reaction: "It seems somewhat cynical that the man who is now being protected himself helped trigger a storming of the Capitol four years ago."

Comparison

Biden's mass pre-emptive pardons (including his own family members) are mentioned at 04:15–04:28 — reaction: no value judgement, no outrage, factual presentation.

Asymmetry: Demonstrable. Trump's actions trigger an editorial value judgement ("cynical"). Biden's controversial actions (pardoning of family members, mass pre-emptive pardons) trigger no analogous value judgement. Comparable trigger (politically controversial action by a president) — asymmetric reaction.

Degree of outrage: 2/5 (isolated, mild — "somewhat cynical")

Selectivity: 3/5 (clear one-sidedness — only Trump's actions are evaluated)

Finding 2:

Timestamp 06:03–07:15

Triggering event: Trump's inaugural address is analysed.

Reaction: "gloomy", "polemical, aggressive" (2017 reference), "did not sound like it at all", "dark, gloomy picture"

Comparison

Biden's farewell address or 2021 inaugural address — no broadcast analysed, no comparison possible. Within this broadcast: No analogous critical analysis of another political speech.

Asymmetry: Partially demonstrable. Trump's speech is laden with strongly negative adjectives. No comparable case in this broadcast, but the absence of any positive assessment combined with an accumulation of negative adjectives is conspicuous.

Degree of outrage: 3/5 (multiple, clear)

Selectivity: 3/5 (exclusively Trump's speech evaluated)

Summary: Selective outrage is demonstrable: Trump's actions (security arrangements, inaugural address) trigger editorial value judgements, while Biden's controversial actions (mass pre-emptive pardons including family members) are presented without analogous value judgements. The asymmetry is evidenced by the direct comparison at 03:50–04:28.



9. COMPLETENESS (Selective Omission — Overall picture)

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Finding 1:

Timestamp 04:15–04:28

Missing perspective/fact: Biden's pardons also included his brother James Biden and his son Hunter Biden as well as pre-emptive pardons for members of Congress and family members — an unprecedented occurrence in American history.

Relevance: This information is central to contextualising Biden's departure and Trump's reaction to it.

Impact: Without this information, Biden's pardons appear to be a normal protective reaction. With this information, it becomes clear that it was a politically highly controversial act that triggered widespread criticism in the USA.

Finding 2:

Timestamp 05:05–05:16

Missing perspective/fact: "He said he wanted to sign various decrees today, including an order intended to initiate the deportation of millions of people without residence papers." — Missing: The legal limits of executive orders, the role of Congress and the courts, and the fact that many of these measures can be legally challenged.

Relevance: Without this contextualisation, Trump's announcements appear immediately implementable, which exaggerates the sense of threat.

Impact: Viewers receive a distorted picture of the actual power of a US president to act.

Finding 3:

Timestamp 13:43–13:53

Missing perspective/fact: "large American financial corporations [...] have withdrawn from a climate alliance in recent weeks" — Missing: The reasons for the withdrawal (antitrust concerns, investor return expectations, criticism of ESG investments) are not mentioned.

Relevance: The withdrawal is framed as capitulation to Trump, although there are independent economic and legal reasons for it.

Impact: Suggests that economic decisions are motivated exclusively by political pressure (Trump).

Summary: The broadcast has three systematic completeness gaps: Biden's pardons are presented incompletely, the legal limits of executive orders are absent, and the reasons for withdrawal from climate alliances are not mentioned. All three gaps favour the same direction: Trump appears more threatening, Biden more harmless, climate alliances more sympathetic.

Trump's inauguration marks a historic turning point in American and global politics. Trump won the 2024 election with a clear mandate and represents a broad voter movement that expressed dissatisfaction with the Biden administration, migration policy, inflation and cultural shifts. At the same time, the WEF is taking place in Davos, which traditionally stands for multilateral cooperation, climate protection and global governance — positions that are in direct contrast to Trump's "America First" agenda. The Centre's Federal Council succession is a domestic political topic of limited international relevance.



Share of perspectives covered

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

[A] Trump's voters and their motivations: why 77 million Americans voted for Trump

[B] Critical analysis of the Biden administration: what led to Trump's re-election?

[C] Economic arguments for Trump's policy (deregulation, tax cuts, energy policy)

[D] Migration policy from the perspective of those who favour border control

[E] Critical perspective on WEF and the Davos consensus (legitimacy, democratic deficit)

[F] Swiss interests in the Trump presidency (free trade, neutrality, bilateral agreements)

[G] Perspective of the Centre base and voters on the Federal Council succession

[H] Critical analysis of the withdrawals (structural problems of the Federal Council office)

[I] Security concerns at the Lauberhorn from the perspective of the municipality/population

[J] Historical context: Comparison of Trump's 2017 vs. 2025 speech with concrete quotes

[A] OMITTED

Timestamp: 07:19–08:03 — Quote: "the supporters of Donald Trump, who hope that the complicated, complex times, full of uncertainty, full of what is probably also political over-correctness, that these may give way to clearer, simpler, more structured, more optimistic times." — Assessment: Trump voters are dealt with in a single subordinate clause with a slightly condescending undertone ("simpler"); their concrete concerns (inflation, border protection, cultural values) are not explained.

[B] OMITTED

Timestamp: Entire broadcast — Quote: No evidence available — Assessment: The question of why Biden failed and what enabled Trump's re-election is never posed; the broadcast treats Trump as an anomaly, not as a democratic outcome.

[C] OMITTED

Timestamp: Entire broadcast — Quote: No evidence available — Assessment: Economic arguments for deregulation, energy independence or tax cuts are not mentioned; Trump's economic policy appears exclusively as a threat.

[D] INDICATED

Timestamp: 08:36–09:17 — Quote: "Very seriously. I mean, that is his central election promise." — Assessment: Migration is mentioned as an election promise, but the perspective of those who favour border control is not presented.

[E] OMITTED

Timestamp: 10:15–14:05 — Quote: "Five days of the world's most expensive trade fair" — Assessment: This critical formulation appears briefly but is not elaborated upon; the democratic legitimacy of the WEF and criticism of the Davos consensus are entirely absent.

[F] OMITTED

Timestamp: Entire broadcast — Quote: No evidence available — Assessment: Swiss interests in a Trump presidency (free trade agreements, neutrality policy, financial centre) are not addressed.

[G] OMITTED

Timestamp: 14:09–19:25 — Quote: No evidence available — Assessment: Centre voters and grassroots do not get a say; only party leadership speaks.

[H] INDICATED



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Timestamp: 17:00–18:24 — Quote: "Becoming a Federal Councillor changes your life abruptly." — Assessment: Structural problems of the Federal Council office are addressed, but not analysed in depth.

[I] COVERED

Timestamp: 19:57–21:52 — Quote: "We now need to look carefully at how many there are and where we define what measures." — Assessment: The security issue is presented factually and in a balanced manner.

[J] OMITTED

Timestamp: 06:03–06:07 — Quote: "the last speech eight years ago was gloomy, polemical, aggressive" — Assessment: The comparison is asserted, but no concrete quote from 2017 is juxtaposed; the claim remains unsubstantiated.

Completeness score: 3/10

Reasoning: Of ten relevant perspectives, only two are fully covered (Lauberhorn security, Centre structural problems indicated) and two are indicated. Six perspectives are entirely absent. Particularly serious is the complete absence of the perspective of Trump voters, economic arguments for Trump's policy and Swiss interests in the context of the new US administration. The broadcast presents the Trump topic in a one-sided manner.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

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Finding 1:

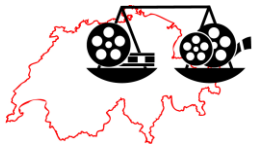
Timestamp	01:18–01:30
Quote	<i>"Just four years ago he seemed politically finished. Leading party members turned away. The storming of the Capitol had sidelined Donald Trump."</i>
Manipulation	The Trump segment does not begin with the historic event (inauguration of the 47th president), but with a reminder of his lowest political point. The frame is: Trump is an anomaly who should actually have been "finished".
Why problematic	A balanced opening would foreground Trump's democratic mandate (2024 election victory). Instead, the viewer is emotionally prepared for the "return of evil".

Finding 2:

Timestamp	10:54–11:01
Quote	<i>"Combating them together appears like a counter-programme to Donald Trump and his law of the strongest."</i>
Manipulation	The WEF agenda is framed as a moral counter-programme to Trump. "Law of the strongest" is a strongly negatively connoted formulation that associates Trump with social Darwinism.
Why problematic	This formulation is an editorial value judgement, not news. It sets WEF = good, Trump = law of the strongest, without this being substantiated.

Finding 3:

Timestamp	07:38–07:56
Quote	<i>"the supporters of Donald Trump, who hope that the complicated, complex times, full of uncertainty, full of what is probably also political over-correctness, that these may give way to clearer, simpler, more structured, more optimistic times."</i>
Manipulation	Trump voters are framed as people who want "simpler" times — a subtly condescending formulation that portrays their concerns as naive or simplistic.
Why problematic	The concrete concerns of Trump voters (inflation, border protection, cultural values, economic uncertainty) are not mentioned. Instead, they are reduced to a desire for "simplicity".



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Summary: The framing of the broadcast is consistent: Trump = anomaly/threat, WEF/multilateralism = moral counter-programme, Trump voters = desire for simplicity. This framing runs through the entire broadcast and is not limited to individual statements.



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

Finding 1:	
Timestamp	06:37–06:44
Quote	<i>"Donald Trump painted a dark, a gloomy picture of the state of the USA in his speech."</i>
Manipulation	"Dark" and "gloomy" are strongly negatively connoted adjectives. They are used twice ("dark, a gloomy") for rhetorical amplification.
Why problematic	A neutral alternative would be: "Donald Trump painted a critical picture of the state of the USA in his speech." Any politician who identifies grievances paints a "critical" picture — that is not manipulation, but politics. "Gloomy" implies pessimism and threat.

Finding 2:	
Timestamp	13:26–13:32
Quote	<i>"A whiff of pre-emptive compliance could waft through the corridors of the WEF in the coming days."</i>
Manipulation	"Pre-emptive compliance" is a strongly negatively connoted term from the context of collaboration and submission. It implies moral failure on the part of WEF participants.
Why problematic	A neutral alternative would be: "Many WEF participants are likely to factor Trump's policy into their considerations." "Pre-emptive compliance" is a value judgement, not a description.

Finding 3:	
Timestamp	06:54–07:00
Quote	<i>"He announced a reversal of everything that sounds in any way like Woke. So all the programmes for diversity, for equal rights, for inclusion, all of that he wants to reverse."</i>
Manipulation	"Woke" is placed in quotation marks ("sounds in any way like Woke"), marking the term as Trump's language. At the same time, the concrete programmes (DEI — Diversity, Equity, Inclusion) are paraphrased with positively connoted terms ("diversity", "equal rights", "inclusion") that hardly anyone would reject.
Why problematic	Renaming DEI programmes as "diversity, equal rights, inclusion" is a framing technique. A neutral alternative would be: "He announced the abolition of DEI programmes, which he criticises as politically motivated preferential treatment of certain groups."

Summary: The choice of words is consistently negative towards Trump ("dark", "gloomy", "law of the strongest") and positive towards his opponents ("diversity", "equal rights"). This asymmetry in word choice is a clear indicator of editorial bias.



12. MODERATION BEHAVIOUR

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Methodological principle K11+K8: Document the triggering event.

Finding 1:

Timestamp 06:07–06:18

Triggering event: Presenter introduces analysis of Trump's inaugural address.

Quote (presenter) *"Pascal Weber, anyone who had hoped for a more moderate, conciliatory speech from Trump this time was disappointed."*

Comparison In the Centre coverage (14:33–14:37): "Miriam Spreiter reports." — Neutral introduction without value judgement.

Asymmetry: Demonstrable. The question to Weber already contains the answer ("was disappointed") and presupposes that a "more moderate, conciliatory speech" would have been desirable. This is a suggestive question that steers the correspondent towards a particular answer. The Centre coverage is introduced neutrally.

Finding 2:

Timestamp 16:52–16:56

Triggering event: Transition to analysis of the Centre situation.

Quote (presenter/Vincenz) *"Gurdin Vincenz, is it really that simple? Is things going according to plan for the Centre?"*

Comparison No analogous critical follow-up question in the Trump segment ("How seriously is that to be taken?" at 08:35 — but this question is factual, not evaluative).

Asymmetry: Not clearly demonstrable. The question to Vincenz is critical of the Centre portrayal, which is to be viewed positively. However, an analogous critical follow-up question in the Trump segment is absent (e.g. "What arguments are there in favour of Trump's policy?").

Summary: The moderation behaviour shows a demonstrable asymmetry: the introduction to the Trump segment contains a suggestive value judgement ("was disappointed"), while other segments are introduced neutrally. This is a moderate but demonstrable finding.



13. QUESTION ASYMMETRY

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Asymmetry 1:

To Pascal
Weber
(Trump), 06

07–06:18: "Pascal Weber, anyone who had hoped for a more moderate, conciliatory speech from Trump this time was disappointed." — Suggestive/evaluative (already contains the answer)

To Gurdin
Vincenz
(Centre), 16

52–16:56: "Gurdin Vincenz, is it really that simple? Is things going according to plan for the Centre?" — Critical/neutral

Comparison

The question to Weber is suggestive and steers towards a negative answer. The question to Vincenz is critical, but factual. Asymmetry: Trump segment receives suggestive questions, Centre segment receives factual criticism.

Asymmetry 2:

To Pascal
Weber
(Trump), 08

35–08:36: "How seriously is that to be taken?" — Factual/neutral

To Pascal
Weber
(Trump), 07

15–07:19: "What does this appearance, this speech trigger in America?" — Open, but without counter-perspective

Comparison

No question such as "What arguments are there in favour of Trump's migration policy?" or "Why did 77 million Americans vote for Trump?" is posed. The questions are open, but the question frame excludes positive perspectives.

Summary: The question asymmetry is moderate: suggestive questions are used exclusively in the Trump segment, while other segments are questioned more factually. More decisive is the absence of questions that would call for a pro-Trump perspective.



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

Finding 1:

Timestamp 07:19–08:03

Construct: "We have on the one hand [...] the supporters of Donald Trump [...] And the other side of America, which is afraid of what may come."

Analysis

Weber presents an apparent balance ("on the one hand / the other side"), but the portrayal is asymmetric: Trump supporters are dealt with in a subordinate clause with condescending formulations ("simpler times"), while Trump opponents are portrayed with the emotional term "fear" and concrete examples (Biden's pardons). The formal balance ("two sides") conceals the substantive asymmetry.

Summary: False balance is moderately present in this broadcast. The formal two-sides presentation at 07:19–08:03 conceals a substantive asymmetry in favour of the Trump-critical perspective.



15. AGENDA-SETTING

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Finding 1:

Agenda element set: Climate protection and multilateralism are self-evidently positive; Trump's rejection of them is a threat.

Timestamp

10:54–11:01 — Evidence: "Combating them together appears like a counter-programme to Donald Trump and his law of the strongest."

Alternative agenda: The question of whether the WEF climate agenda and multilateralism are actually the right answers to global problems does not make it onto the agenda. Criticism of the Davos consensus (democratic deficit, conflicts of interest of corporations) is entirely absent.

Finding 2:

Agenda element set: Trump's migration policy is inherently negative and threatening.

Timestamp

05:05–05:16 — Evidence: "an order intended to initiate the deportation of millions of people without residence papers."

Alternative agenda: The question of whether border control and orderly immigration are legitimate political goals does not make it onto the agenda. The perspective of those who favour border control (in Switzerland: SVP with 27.9% voter share) is entirely absent.

Summary: The broadcast sets two implicit agendas: climate protection/multilateralism = good, Trump's policy = threat. This agenda-setting occurs not through explicit statements, but through the selection of topics, sources and formulations. It does not correspond to the requirement of diversity of opinion according to Art. 4 RTVA.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 5.9 / 10
- SOFT FACTS SCORE (average criteria 10-15): 5.3 / 10

Dominant techniques

- 1. Framing (score 7):** The entire Trump segment is held within a consistent negative frame — from the opening with the Capitol storming to the closing assessment "disruptive". This frame is not produced by a single statement, but by the sum of word choice, timing, source selection and agenda-setting.
- 2. Omission/Selective Omission (score 7):** Three systematic omissions (Trump's democratic mandate, his economic policy, Biden's mass pre-emptive pardons) follow a consistent pattern and are not coincidental. Omission is the most effective technique because it is not detectable as long as one only looks at the broadcast itself.
- 3. Expert selection (score 7):** The exclusive use of SRF's own correspondents as "experts" structurally prevents the introduction of counter-perspectives. An external expert with a conservative or Republican perspective would have fundamentally changed the picture — his absence is therefore not coincidental, but a finding.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Trump's return is a threat to the liberal world order based on multilateralism, climate protection and diversity."

Technique: Framing, word choice, agenda-setting — evidence: 10:54, 06:37, 13:43

MESSAGE 2 (PERSONAL): "Trump is a dangerous, unpredictable actor who wants to 'turn America and the world upside down'."

Technique: Guilt by association, timing, word choice — evidence: 03:50, 07:07, 09:38

MESSAGE 3 (SOCIETAL): "Whoever rejects climate protection, diversity and multilateralism follows the 'law of the strongest' — a morally inferior position."

Technique: Framing, agenda-setting, false balance — evidence: 10:54, 06:54, 07:38

Reasoning: With an overall score of 5.7/10, the broadcast falls in the range of "clear one-sidedness". The one-sidedness is not limited to individual statements, but runs through the entire broadcast in the form of consistent framing, asymmetric word choice, selective omissions and one-sided expert selection. According to Art. 4 RTVA, SRF is obliged to ensure diversity of opinion on contested topics — this obligation is not fulfilled in the Trump coverage. The Centre coverage and the Lauberhorn coverage are, by contrast, factual and balanced, which shows that the one-sidedness is topic-specific.

CONCLUSION

The SRF Tagesschau of 20 January 2025 covers the inauguration of Donald Trump with a clear editorial tendency that touches on several criteria of Art. 4 RTVA. The broadcast consistently uses negative language for Trump's policy ("dark", "gloomy", "law of the strongest"), systematically omits the perspective of Trump voters and economic arguments for his policy, and presents the WEF agenda as a neutral risk assessment, although the WEF is a structurally partisan institution. Particularly problematic is the guilt-by-association technique at 03:50–04:01, where Trump is associated with the Capitol storming without legal basis, while Biden's controversial mass pre-emptive pardons are presented without analogous value judgement — a demonstrable asymmetry within the meaning of Art. 4 para. 2 RTVA (accurate representation of facts). The broadcast does not fulfil the statutory mandate of balance in the Trump coverage; the Centre and Lauberhorn segments are, by contrast, factual and balanced.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

5.9/10

Significant imbalance

SOFT FACTS SCORE (9-14)

5.3/10

Significant imbalance

OVERALL SCORE

5.6/10

Significant imbalance

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No relevant irregularity identified.
1–2	Weak finding	Minor irregularity 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-evidenced imbalance with marked impact relevance.
8–9	Serious finding	Pronounced imbalance; multiple evidenced individual findings in this criterion.
10	Maximum manifestation	Systematic, pervasive imbalance in this criterion.

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No material patterns discernible; broadcast corresponds to the requirement of accuracy.
2.6 – 4.0	Slight imbalance	Isolated irregularities; 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 manifestation 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 RTVA)

Assessment according to Art. 4 RTVA

Art. 4 RTVA requires: accurate representation of facts and events, diversity of opinion on contested topics, balanced selection of interlocutors.

Violation 1:

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

Facts: Claim without legal basis that Trump "helped trigger" the Capitol storming

Evidence: Timestamp 03:50–04:01 — Quote: "It seems somewhat cynical that the man who is now being protected himself helped trigger a storming of the Capitol four years ago."

Assessment: Trump was not convicted in any criminal proceedings for the Capitol storming. The impeachment proceedings ended with acquittal in the Senate. The formulation "helped trigger" is a statement of fact without legal basis. Furthermore, "It seems somewhat cynical" is an editorial value judgement that is not permissible in a news broadcast. Violation of the requirement of accurate representation of facts.

Violation 2:

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

Facts: One-sided portrayal of Trump's policy without counter-perspective

Evidence: Timestamp 02:37–09:46 (entire Trump segment) — Quote: "Donald Trump painted a dark, a gloomy picture of the state of the USA in his speech." / "Donald Trump wants to be disruptive and Donald Trump will be disruptive."

Assessment: The inauguration of a democratically elected president is a politically contested topic. Art. 4 para. 4 RTVA requires the presentation of various viewpoints on such topics. The broadcast presents exclusively a critical perspective on Trump's policy, without allowing a single voice to be heard that supports or explains his policy. This violates the requirement of diversity of opinion.

Violation 3:

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

Facts: Exclusive use of SRF's own correspondents without external counter-perspective

Evidence: Timestamp 02:37–14:05 — Not a single external expert with an identifiable perspective is consulted.

Assessment: Art. 4 RTVA requires a balanced selection of interlocutors. The exclusive use of SRF's own correspondents, who all represent the same editorial line, does not fulfil this requirement. A Republican political scientist, a Trump adviser or a conservative commentator would have ensured the legally required diversity of opinion.

Overall assessment Art. 4 RTVA

The SRF Tagesschau of 20 January 2025 violates Art. 4 RTVA in three respects: through a statement of fact without legal basis (Capitol storming association), through one-sided portrayal of a politically contested topic without counter-perspective, and through the exclusive use of like-minded internal sources. The violations are not limited to individual formulations, but follow a consistent pattern that runs through the entire Trump coverage. The Centre and Lauberhorn segments are, by contrast, factual and fulfil the statutory mandate. A complaint to the Independent Complaints Authority for Radio and Television (ICA) would be promising on the basis of the documented findings — in particular violations 1 and 2.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

Organisation 1: World Economic Forum (WEF)

1. FUNDING: The WEF is a private foundation headquartered in Cologne/Geneva. Financed through membership fees from the world's largest corporations (Strategic Partners pay up to 600,000 CHF/year, e.g. BlackRock, Goldman Sachs, Google, McKinsey). Additionally, state support from Switzerland for security costs. Constellation of interests: WEF is structurally dependent on multinational corporations and their interests.

2. MANDATE: The WEF has the mandate to "improve the state of the world" through cooperation between business, politics and civil society. This mandate is not compatible with a neutral assessment of topics in which national sovereignty, protectionism or anti-globalism are discussed as alternatives.

3. CONFLICT OF INTEREST: The WEF has an institutional interest in multilateralism, global governance and the climate agenda — precisely the positions that Trump rejects. WEF statements about "rising risks" and the necessity of "cooperation" are therefore structurally partisan towards Trump's "America First" agenda.

D1 Conflict of interest: -2 — Strong structural conflict of interest (financing by corporations that benefit from multilateralism)

D2 Personal risk: -1 — Institution without personal risk; statements serve self-interest

D3 Professional competence: +1 — Broad network, but not a scientific institution

D4 Opinion consistency: +1 — WEF consistently represents the same positions

D5 Emotionalisation vs. data: -1 — "The stakes have never been higher" is appellative, not data-based

D6 Source level: 0 — Secondary source (own reports)

TOTAL: -2 → SOURCE INDICATOR: YELLOW (borderline, tending towards RED)

5. COUNTER-VOICE: Critics of the WEF consensus (e.g. economists who favour national sovereignty and free trade without multilateral governance) are not cited. The WEF risk list is presented as an objective assessment, although it reflects the agenda of WEF members.

IMPORTANT: The WEF is not a neutral expert authority. It is an advocacy organisation for global governance and multilateral cooperation. Its statements are to be identified as a partisan voice, not as a neutral risk assessment. The broadcast does not do this — a violation of the requirement of accurate representation of facts.

Analysis produced in accordance with Methodological Principle K11+K8 (Version 3.0-detail). All findings are based exclusively on the transcript at hand. Timestamps refer to the time markers indicated in the transcript.

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
World Economic Forum (WEF)	-2	-1	+1	+1	-1	0	-2	YELLOW

Legal and methodological classification

No finding of fact

The results presented do not constitute findings 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 RTVA. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the ICA).



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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 controversy 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 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 items. Threshold values serve heuristic orientation, not sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Switzerland — SRG SSR

Law

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

Relevant articles

- Art. 4 para. 1 RTVA: All broadcasts of a radio or television programme must respect fundamental rights. Broadcasts must in particular respect human dignity, must not be discriminatory or contribute to racial hatred, nor endanger public morality, nor glorify or trivialise violence.
- Art. 4 para. 2 RTVA: Editorial broadcasts with informational content must accurately represent facts and events so that the public can form its own opinion. Views and comments must be recognisable as such.
- Art. 4 para. 4 RTVA: In the totality of editorial broadcasts, the diversity of events and opinions must be adequately expressed (diversity requirement).

Core obligations

1. **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

- ICA (Independent Complaints Authority for Radio and Television): Reviews complaints against broadcast programmes for violation of Art. 4 RTVA
- OFCOM (Federal Office of Communications): Regulatory and supervisory authority
- Ombudsman offices of SRG: First point of contact for programme complaints

Complaints procedure

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



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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- 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](#)
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- 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.

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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.

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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. Anyone who feels treated unfairly can complain. There is even an authority for this: the ICA, the Independent Complaints Authority for Radio and Television.

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. Proceedings, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the ICA system fulfils none of the three fundamental criteria — it is not appropriate, not based on separation of powers, not market-based. The authority that is supposed to protect citizens protects above all the system it was supposed to control.

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