

Media Analysis of US Election

Insights from **pressrelations** | Analysis period: **08/01/2020 – 11/04/2020**

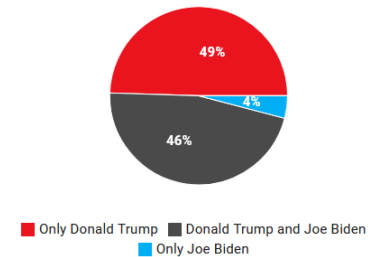
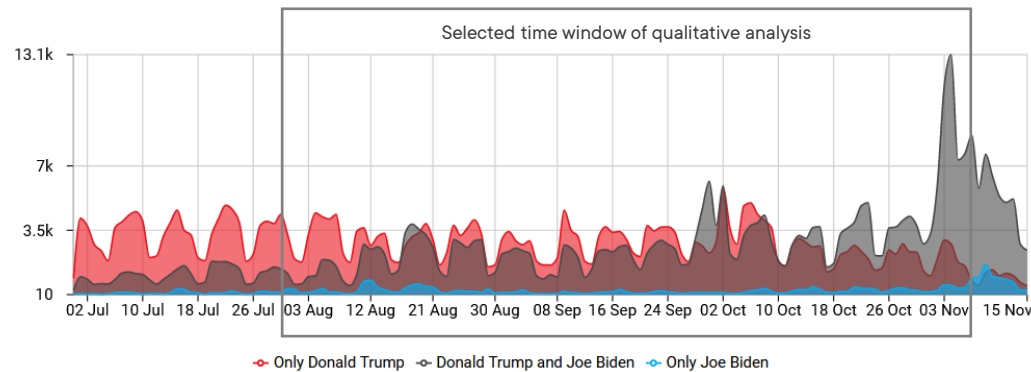
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Introduction and Study Design

In cooperation with the Fraunhofer Institute for Communication, Information Processing and Ergonomics FKIE and NewsGuard, pressrelations is investigating media coverage of the US election campaign. The credibility of the sources and the role of disinformation are particularly in focus. The joint project consists of a qualitative media analysis that combines human and technical intelligence via a hybrid model. In order to follow the reporting in real time, a fully automated quantitative analysis is also available. The results, based on articles from 426 online media sources from five countries, can be accessed online via a real-time information

board (to the InfoBoard). Selected reports from 16 online media sources were coded by pressrelations' analysts according to qualitative criteria. The selected media included eight US media outlets and eight online media channels from Germany, Austria and Switzerland (DACH), which were analyzed for the period from August 1 to November 4, 2020. In addition, TV coverage from CNN, Fox News, and ARD, as well as tweets by Donald Trump and Joe Biden were analyzed.



Introduction and Methodology

This analysis includes **evaluation and mapping of the media landscape from different perspectives** and is based on extensive data collection of media reports made public on the Internet and television. Because while social media plays an important role as a news source for many people in the U.S., according to the *Reuters Digital News Report* study, television remains the most important source for news and political information for about half of the Americans. That is the result of a *Pew Research Center* study.

To deal with the immense amount of news on the US election campaign, the manual analysis was carried out on the basis of a representative sample in a selected media set of **19 media** sources in total. This media set consists of a selection of media from the USA and the DACH region with high and low credibility in order to investigate both qualitative and regional differences. All articles that addressed at least one of the four candidates running for the US presidency and vice presidency were examined. In order to measure the degree of credibility and the share of unreliable information sources in the coverage of the candidates, the **credibility and transparency of the source was defined as an essential analysis criterion** in addition to the sentiment of the reporting. For this purpose, *pressrelations* works with the **NewsGuard Score** - a rating system for news websites. Media outlets are analyzed by trained journalists according to nine credibility and transparency criteria and evaluated according to a point system. A total of 100 points can be achieved. If a media achieves a lower score

than 60, it does not meet the journalistic requirements and is marked red. Pages rated as credible receive a green symbol (see p. 16).

To highlight potential differences in election coverage from trustworthy and untrustworthy sources, four sources evaluated by NewsGuard were selected for both the US media and the DACH media (see p. 29 ff.). Furthermore, in the analysis - whose underlying media set (excluding TV) consists **equally of media with a NewsGuard score above¹ and below² 60** - all articles were analyzed for the presence of disinformation. The definition can be found e.g. at bpb. If it is an (in-)direct quote from a candidate with false information, the code "Disinformation: statement by candidate" was used³.

pressrelations and its partners are politically independent and do not support political parties, platforms, campaigns, or candidates. If you have any questions, please feel free to contact us.

¹ Fox News (US), The New York Times (US), The Washington Post (US), USA Today (US), Der Spiegel (D), Welt (D), Neue Zürcher Zeitung (CH)

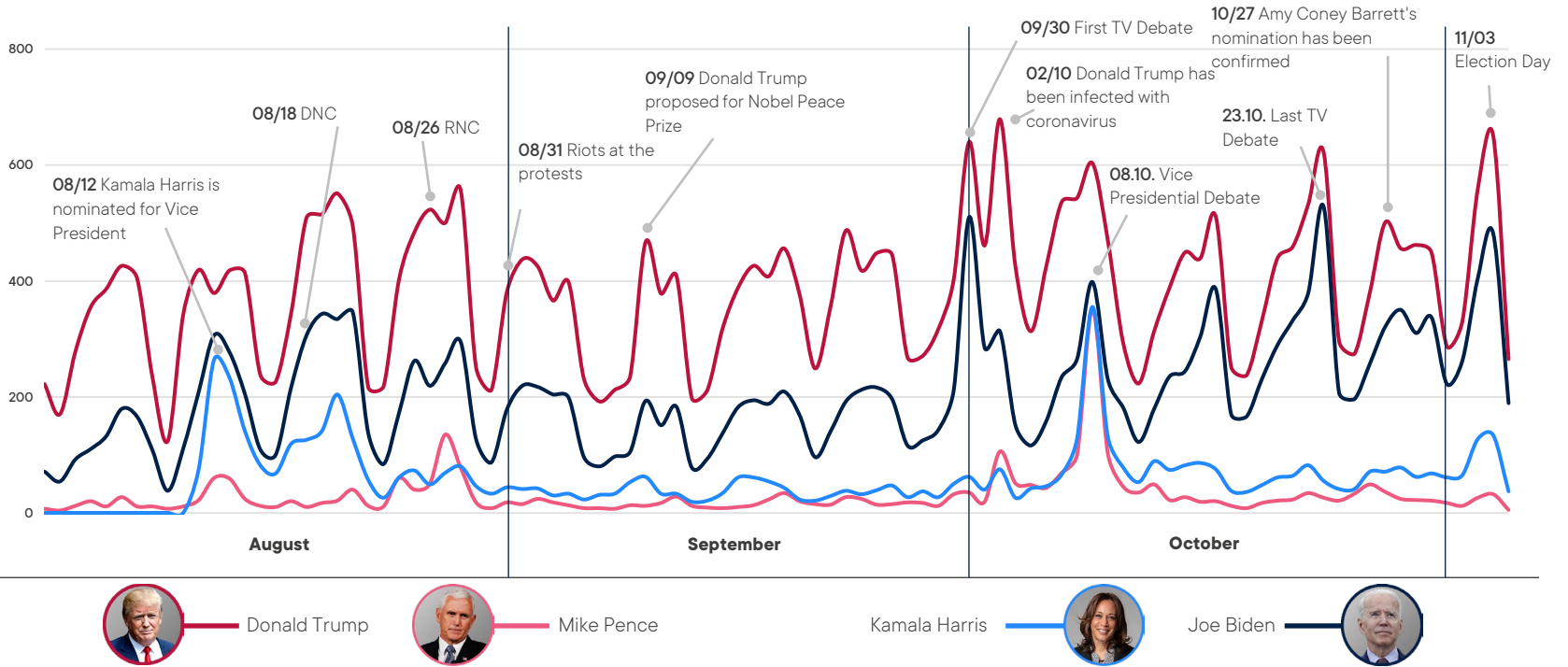
² Breitbart News (US), Daily Wire (US), The Gateway Pundit (US), TMZ (US), RT Deutsch (D), The Epoch Times Deutschland, Kronen Zeitung (AT), jouwatch (D)

³ To check if it is disinformation, several websites have been used which are specialized in detecting, checking, and correcting misinformation (Politifact, FactCheck.org, AP News, CNN).

COVERAGE OVER TIME

The TV Debates and Trump's Coronavirus Infection Generate the Most Attention

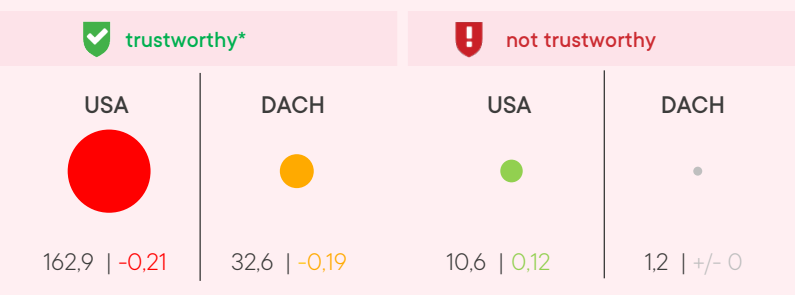
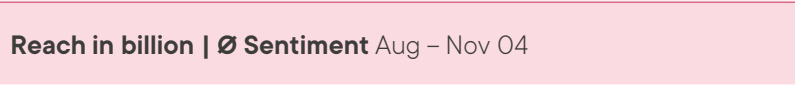
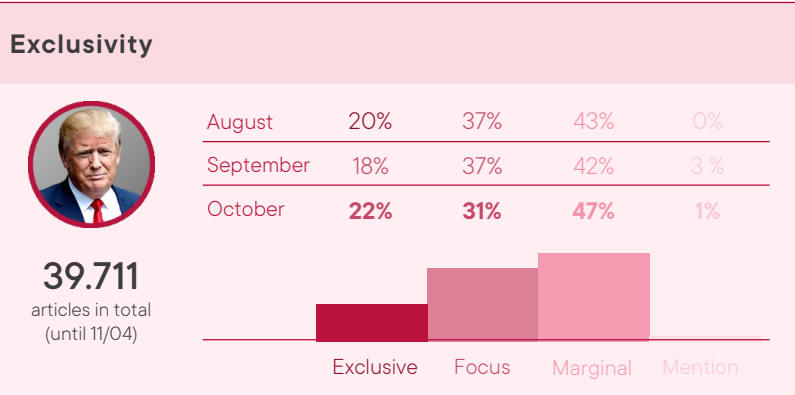
Coverage by number of articles | August 01 – November 04



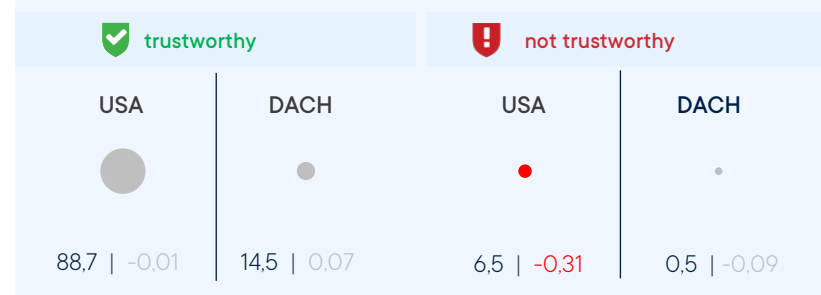
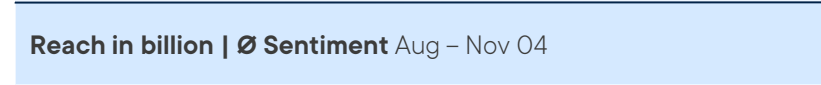
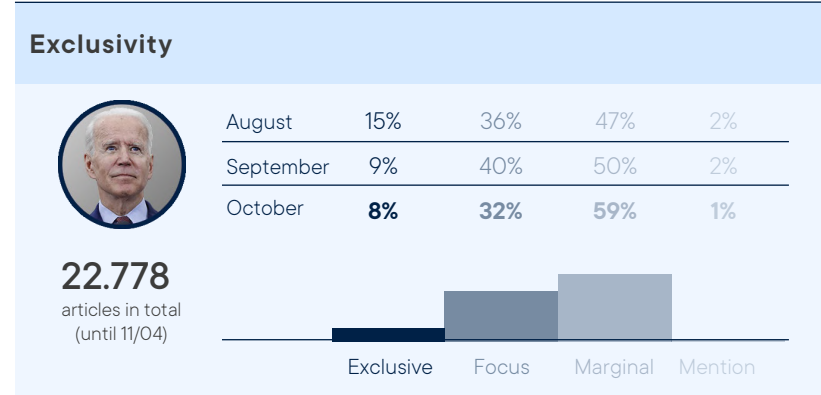
MEDIA RESONANCE

Sharp Polarization of Media Coverage in the USA

Trump



Biden

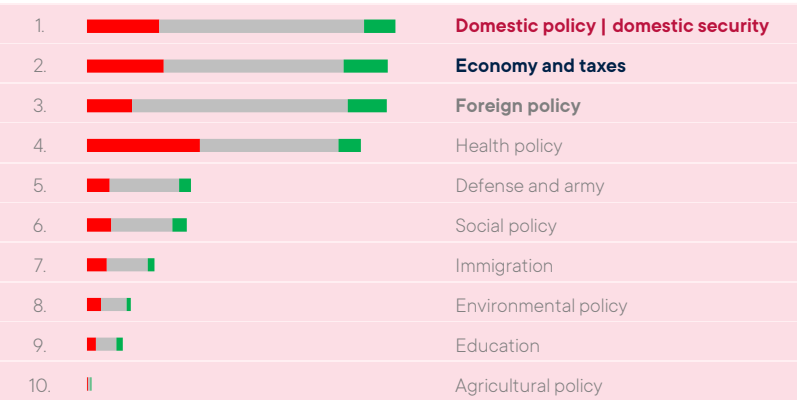
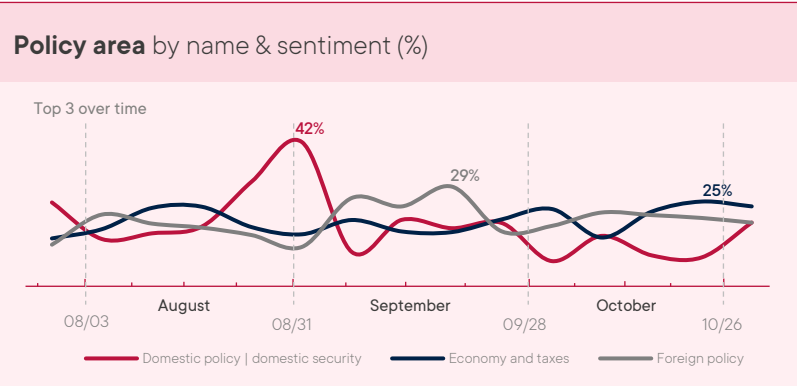


SENTIMENT negative -1 1 positive NEWSGUARD SCORE (SEE APPENDIX) ≥ 60 trustworthy < 60 not trustworthy

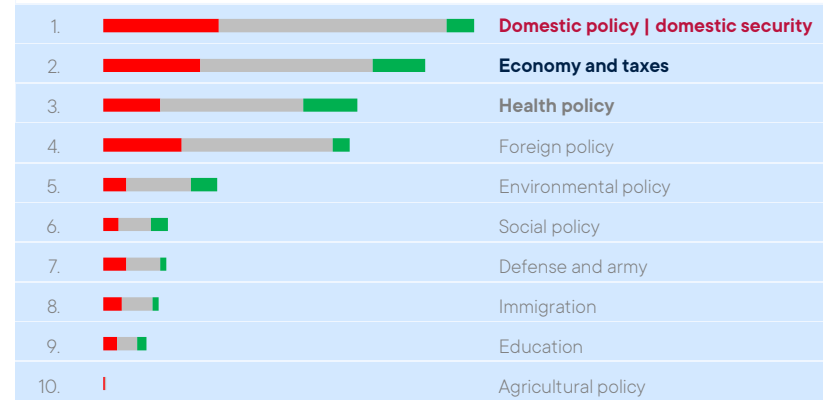
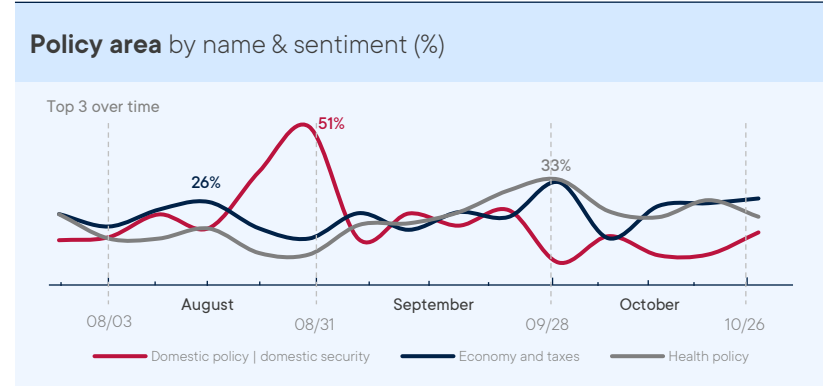
POLICY AREAS AND TOPICS I

Biden Positions Himself More Strongly in Health and Environmental Policy

Trump



Biden

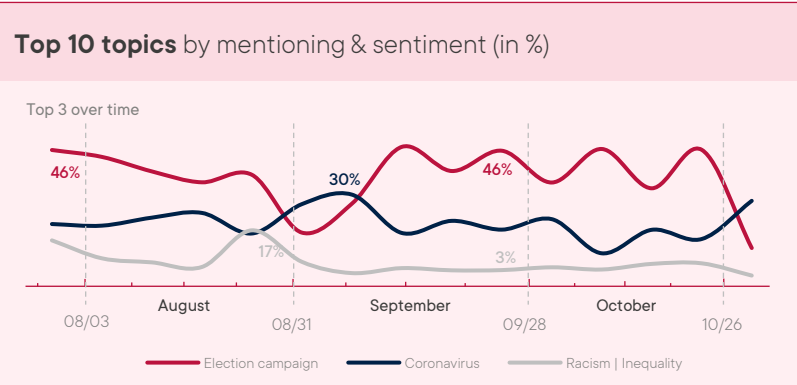


SENTIMENT ■ negative ■ neutral ■ positive

POLICY AREAS AND TOPICS II

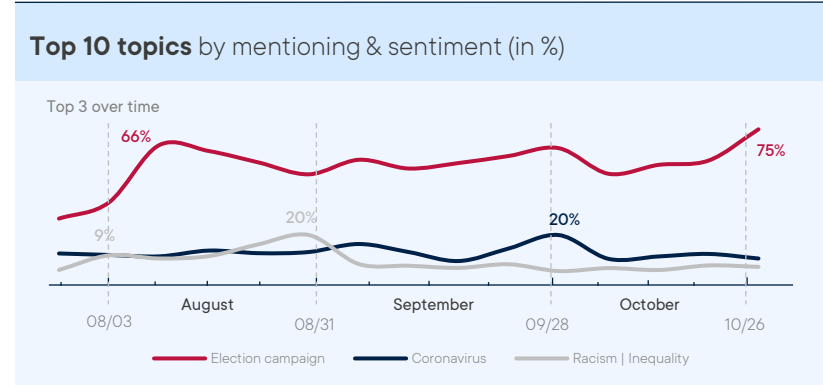
The Election Campaign, Coronavirus and Racism Dominate Media Coverage

Trump



1.		Election campaign
2.		Coronavirus
3.		Racism Inequality
4.		Election fraud
5.		(Mental) Health of the candidates
6.		Media Communication
7.		Supreme Court
8.		Financial Records
9.		Natural disasters management
10.		Police reform

Biden



1.		Election campaign
2.		Coronavirus
3.		Racism Inequality
4.		Financial Records
5.		(Mental) Health of the candidates
6.		Supreme Court
7.		Election fraud
8.		Media Communication
9.		Police reform
10.		Gun ownership

SENTIMENT negative ■ neutral ■ positive ■

POLICY AREAS AND TOPICS

Domestic Political Differences Are Reflected in the Reporting

An analysis of the political areas and issues from August to the day after the election reveals a curious **lack of content-programmatic discourse** for a presidential election. If an issue discussion takes place, it is primarily due to media coups and unforeseeable events, not to the concretely formulated political goals of the candidates. One example is the report in the *New York Times*, according to which Trump 2016 is said to have paid only \$750 in income tax (published in September 2020). Another one is the appointment of Amy Coney Barrett as Supreme Court Justice of the USA - which was only made possible by the passing of Ruth Bader Ginsburg. One more is Trump's **coronavirus infection**, which was staged by the president himself and untrustworthy media as a story of a **victory over the virus**.

Important policy areas such as **education** and **environmental policy** are left far behind in the reporting on Trump - education is hardly an issue in the coverage on Biden, yet the environmental policy is in fifth place. Especially in the reporting on the **forest fires in California**, Biden succeeds in positioning himself in the media on the topic of environmental policy.

The area of **domestic policy | domestic security** is clearly in focus, especially during CW 36, when, as a result of riots at the protests against police violence, both candidates accuse each other of being responsible for the escalation. The dominance of domestic politics is also a reflection of the **social differences in the United States**, which had a decisive influence in this election.

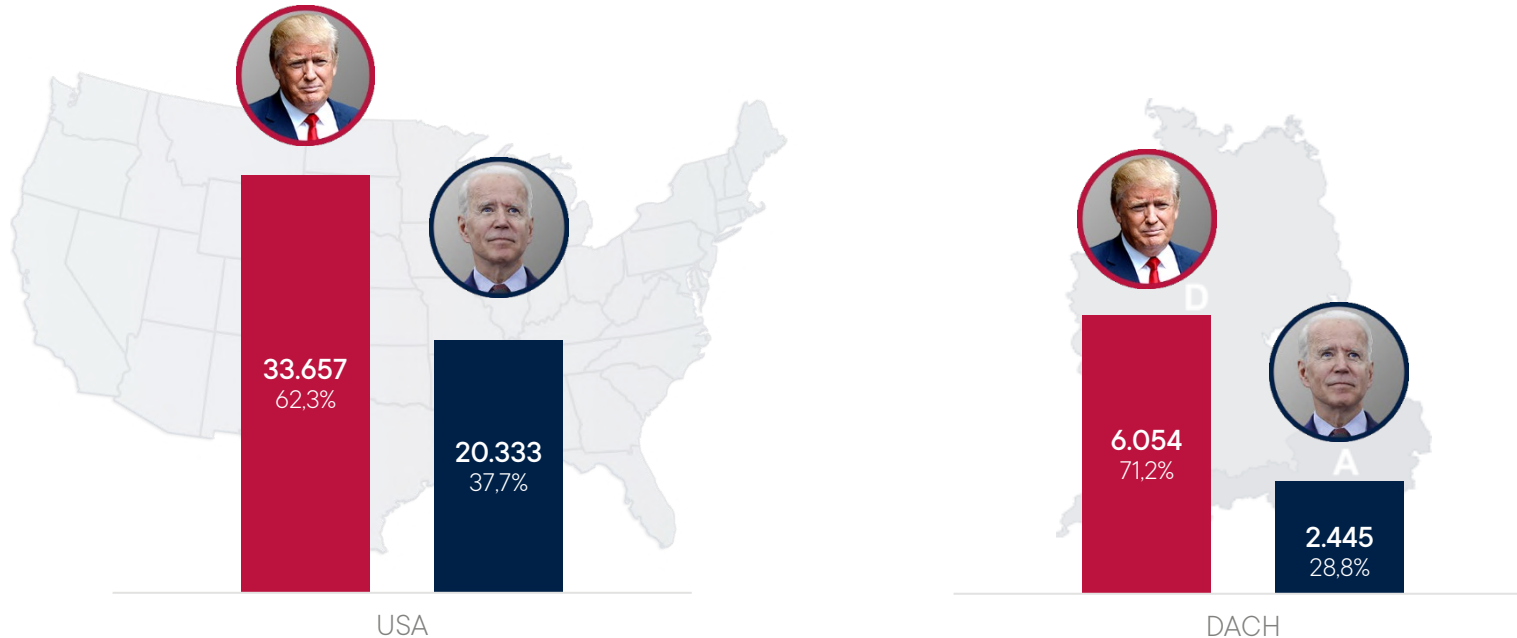
The topic of the **coronavirus** plays a much smaller role for Biden than for Trump - however, as the strength of the **health policy** area in Biden's Top 3 shows, the issue is almost always about how the virus could be contained or also about criticism of the pandemic policy of the incumbent government. Trump's chart clearly shows the high level of negative response, and the measures are also mostly criticized in the media. The same applies to the subsequent handling of his own illness.

The subject of **election fraud** is ranked fifth in Donald Trump's list of topics in terms of media presence. Almost all his tweets about alleged massive election fraud by mail-in ballot are covered by the traditional media so that the accusations remain omnipresent.

USA & DACH

Trump Determines the Media Discourse on Both Sides of the Atlantic

Throughout the entire observation period, Donald Trump can assert his **dominance over the media discourse** - at least when it comes to pure **media presence**. In the USA, for example, he generates almost a quarter more coverage than Joe Biden; in the DACH region, the difference is even **more than 42 percent**.



USA & DACH

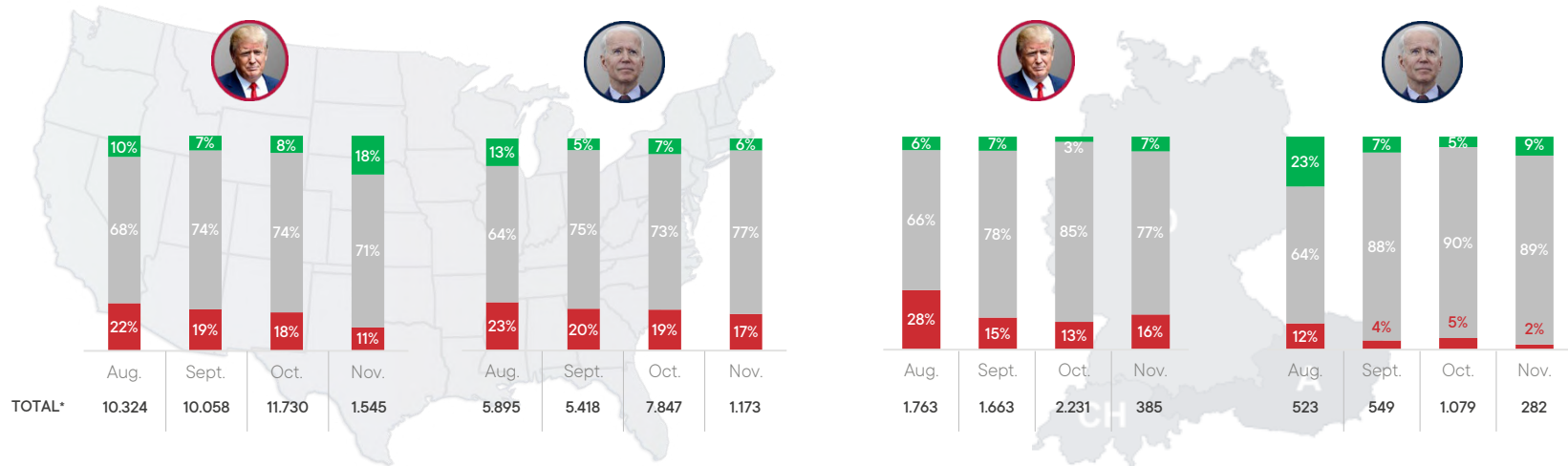
Us Media Show Approximately the Same (Negative) Coverage

Overall, the neutral share of reporting is very high in both regions. Within the examined media set (see appendix), Donald Trump is rated more negatively in the DACH region than in the USA.

The **high level of negative coverage on Joe Biden in the USA** (compared to DACH) should be considered in the context of the selected media. For example, media with an **NG score below 60** (e.g. Daily Wire and Breitbart) often and very negatively write about Joe Biden and positively about Donald

Trump. There is a **clear pro-Trump and anti-Biden attitude** with an equally large number of contributions on both of them (see p. 15). **These media play a subordinate role in the DACH region.**

Joe Biden is rated somewhat more positively in DACH publications. However, the number of contributions is significantly lower for both in the selected German-language media.

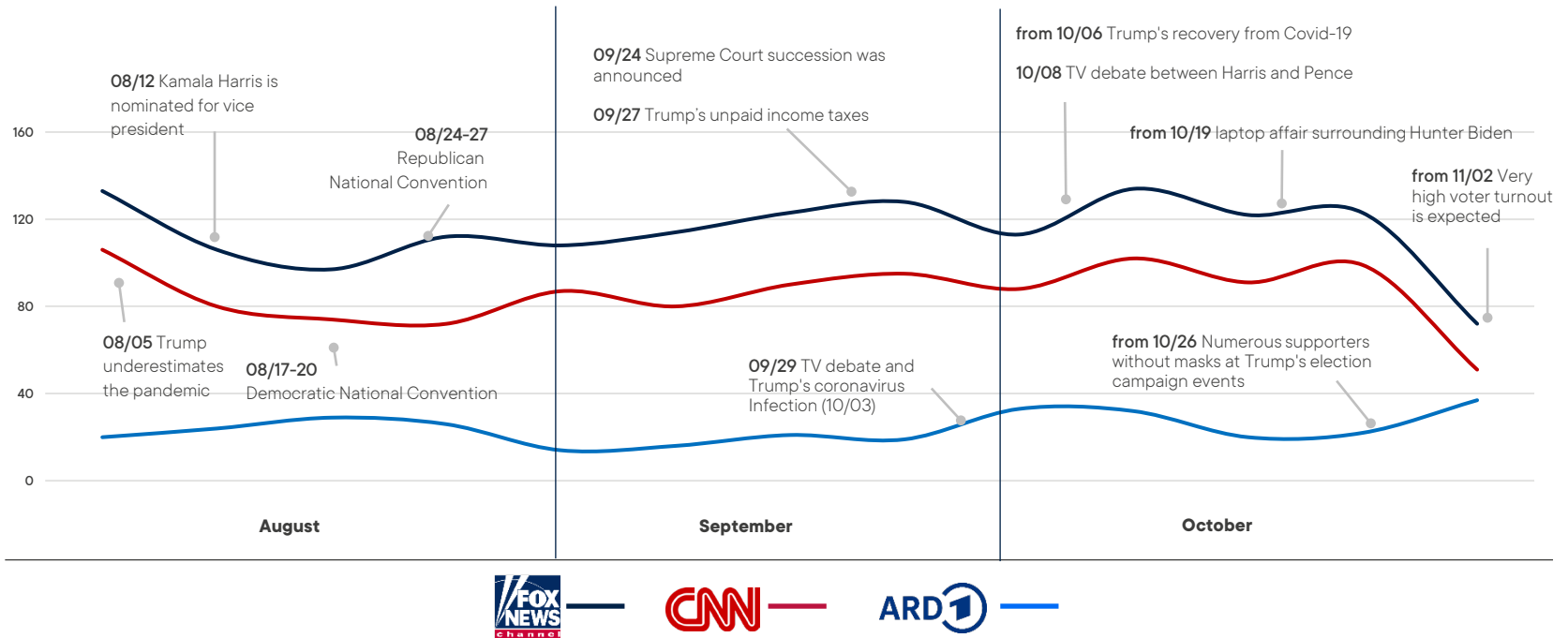


SENTIMENT ■ negative ■ neutral ■ positive

TV COVERAGE OVER TIME

Fox News Reports Most Often About the Candidates

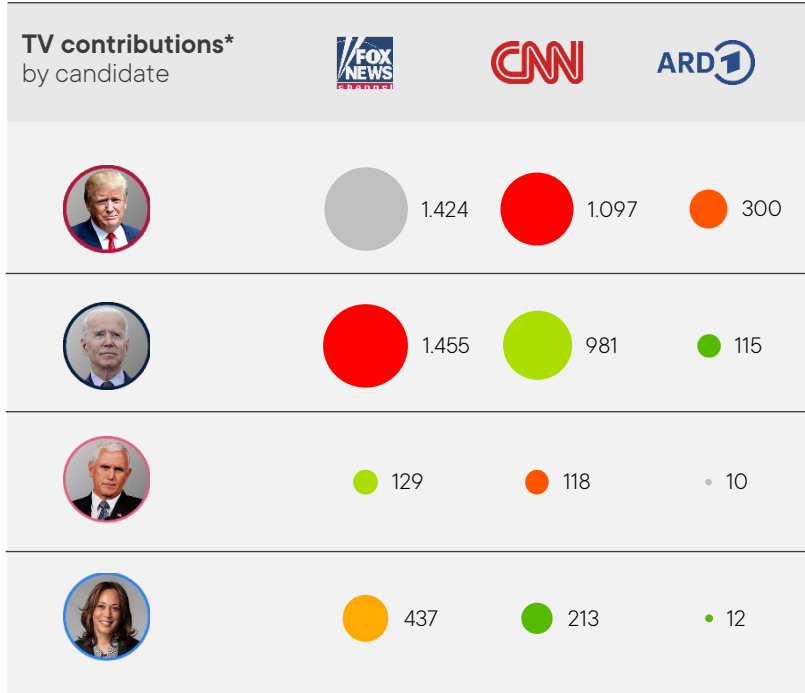
Coverage (TV) | August 03 – November 01 (full Calender weeks: CW 32 to 44*)



* CW 31 (08/01 & 02) not shown. Evaluation until week 45 (01/11).

TV COVERAGE

Fox News Reports on the Candidates Contrary to CNN and ARD



TV contributions by candidate**

Topic	Fox News	CNN	ARD
Election campaign	1,117	1,588	269
Coronavirus	181	480	95
Racism Inequality	190	179	31
Other	144	112	50
(Mental) Health***	56	134	37
Supreme Court	50	82	10
Media Communication	65	35	7
Financial Records	73	21	11
Election fraud	33	52	10

* Number of reports by station - Fox News: 1,544; CNN: 1,158 and ARD: 353. | ** Only Trump and Biden are shown here. | *** of the candidates.

SENTIMENT negative -1 1 positive

TV COVERAGE

Comments and Remarks

Over time, the **number of contributions** from *Fox News* has **increased steadily**. Peaks almost always occur simultaneously on *Fox News* and *CNN* and with a one day delay on *ARD*. The US-American TV stations set different priorities, as can be seen especially in the 43rd calendar week (from 10/19). *Fox News* tries **to discredit Joe Biden or his son** while *CNN* focuses on **Trump's various election campaign appearances**, where numerous supporters come together without a mask and without keeping distance.

Fox News publishes the most articles about the candidates and their running mates. The **sentiment of the TV stations** towards the candidates is **the opposite**: While *Fox News* reports neutrally about Trump and decidedly negatively about Biden, the tone on *CNN* and *ARD* is negative about Trump and positive about Biden. For Kamala Harris and Pence, the situation is the same with a lower number of contributions. It may be surprising that on average *Fox News* has a **neutral position towards Trump**, but in this election campaign, in addition to commentators and close Trump confidants, Sean Hannity, Tucker Carlson, and Laura Ingraham, increasingly **more cautious voices** such as Chris Wallace or Neil Cavuto also had their say.

It should also be emphasized that **Kamala Harris generates considerably more media interest** than Mike Pence, on *Fox News* almost four times as much - generally negative - and on *CNN* around twice as much.

In terms of the dominant topics, Joe Biden is clearly more often associated with the election campaign than Trump. Outside of this thematic area, however, Biden can rarely establish himself. On the issue of **racism | inequality**, both candidates have about the same level of exposure **over the three months**. That may be the result of Biden's visit to the Blake family - a young black man in Kenosha shot by a policeman - but also of the constant defamation by *Fox News*. Commentators at the station blame **Kamala Harris and Joe Biden for the violence on the streets** and the protests. Towards the end of October, the TV stations frequently discuss whether and how Joe Biden can succeed in winning votes from **Black, Indigenous, People of Color** (BiPoC). *Fox News* focuses on the emerging increase in votes for Trump among Hispanics from Cuba. The significant difference between the candidates in terms of **coronavirus** coverage is due in part to Trump's infection, his recovery, and the constant media updates associated with it.

OPINION LEADERS

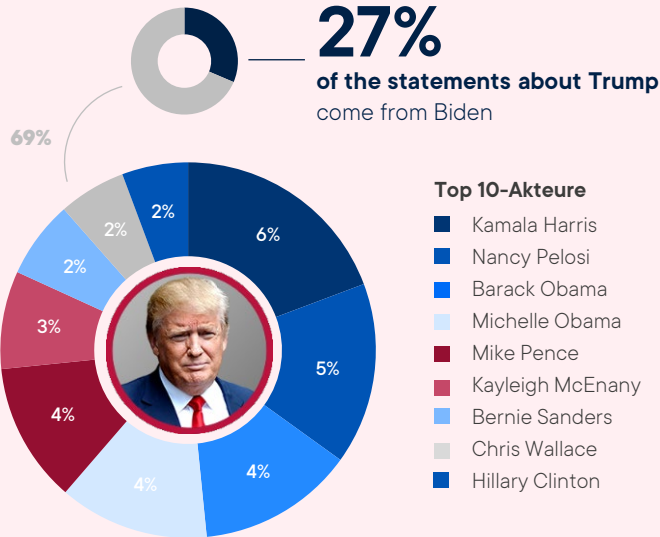
Candidates Most Often Talk About Each Other

Trump

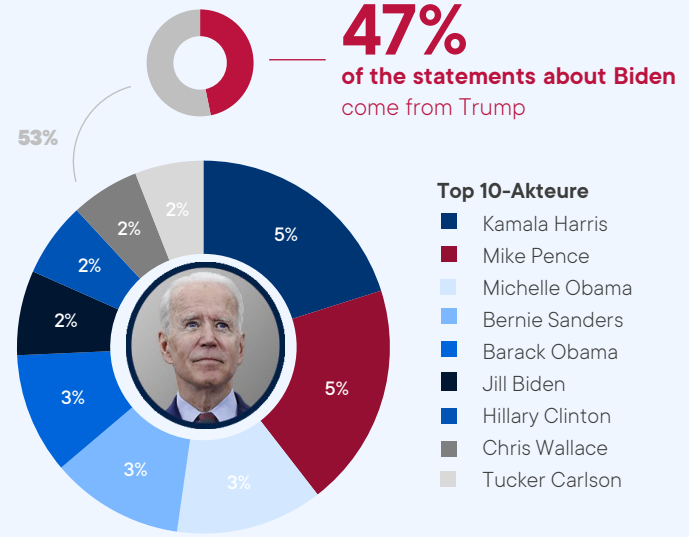
Within the top 10, more Democrats than Republicans comment on both candidates over the entire period. The Democrats express themselves more often about **Donald Trump** than about **Joe Biden**. In addition, **Trump** comments on **Biden** much more often than vice versa.

Biden

Top 10 players for Trump



Top 10 players for Biden



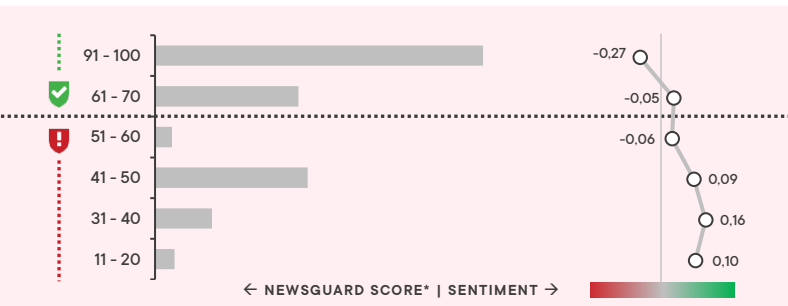
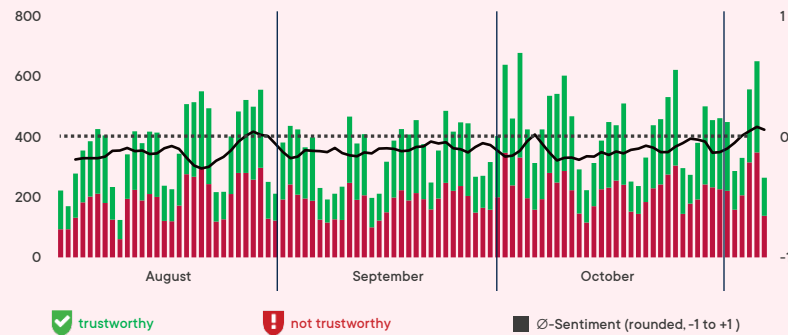
DEMOCRAT REPUBLICAN INDEPENDENT

SENTIMENT AND NEWSGUARD SCORE

The More Trustworthy the Medium, the More Positive Towards Biden.
The Less Trustworthy the Medium, the More Positive Towards Trump.

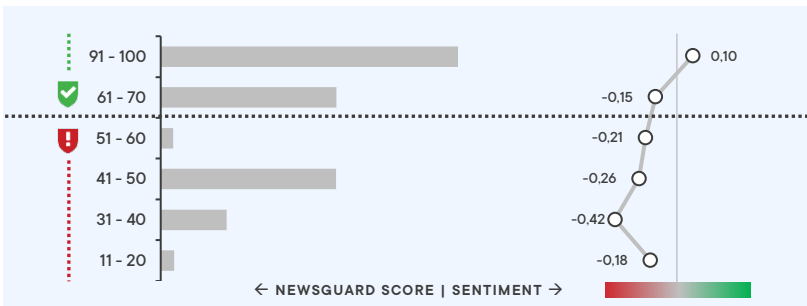
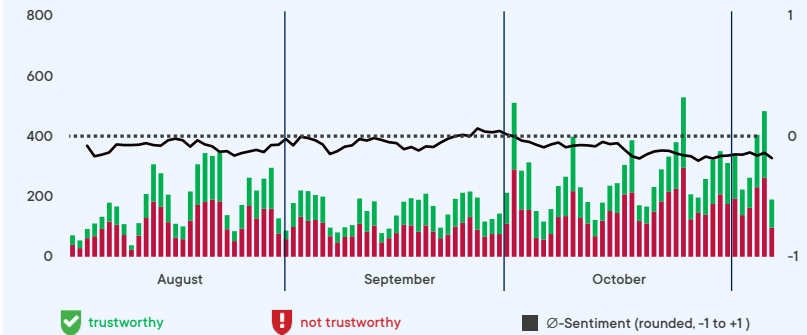
Trump

Reporting on Donald Trump
Ø-NewsGuard Score & Ø-Sentiment



Biden

Reporting on Joe Biden
Ø-NewsGuard Score & Ø-Sentiment



SENTIMENT ■ negative ■ neutral ■ positive NEWSGUARD SCORE (SEE APPENDIX) ✓ ≥ 60 trustworthy ! < 60 not trustworthy

SENTIMENT AND NEWSGUARD SCORE

Media with a high NG score report fact-based and impartial

Overall, **the average sentiment over the three months is negative for both candidates**: Donald Trump is rated slightly more negatively (-0.12) than Joe Biden (-0.09).

For Trump, the following shows: **the higher the proportion of trustworthy media, the more negative the average sentiment** with the lowest value – for example, (-0.3) on August 19. (Questioning the postal voting system and boycott of Goodyear). Also recognizable over time: if on certain days (e.g. 01/02/11) numerous articles are published by untrustworthy media, the average sentiment increases (0.18). [The Gateway Pundit](#), Breitbart, TMZ, Journalistenwatch and [Fox News](#) are all positive about Trump on such days. Some prominent Trump supporters and various campaigns (e.g. [Susan B. Anthony List](#)) are discussed again.

The sentiment and NewsGuard score are the opposite for Biden: the lower the NG score, the more negative the average sentiment. This is mainly due to the very negative reports about Biden in media with an NG score below 60, e.g. [The Gateway Pundit](#) or Epoch Times Deutschland. This **high-contributing** (see p. 20) **undifferentiated reporting** with a clearly positive attitude towards Trump and a **negative one towards Biden** is visible in many

parts of this analysis. The latter is achieved through [discrediting](#) and [unproven insinuations](#). On page 20 it can be seen that untrustworthy media make up a high proportion of the reporting based on the number of articles over the entire analysis period. The average tonality barely exceeds 0. On days with particularly negative tonality (> -0.3), the proportion of reporting by untrustworthy media is very high (e.g. on October 24th and 30th).

The only **slightly positive contributions** (Ø 0.10) from publications with an NG score of 90 or more also contribute to the fact that Joe Biden is perceived only slightly more positively than Donald Trump in the analyzed media set. In November, Trump showed an increase in sentiment, especially on November 1st and 4th. This is based on the one hand on the last, positive election forecasts for the incumbent president, on the other hand on the first counts after the election, which saw Donald Trump ahead.

DISINFORMATION*

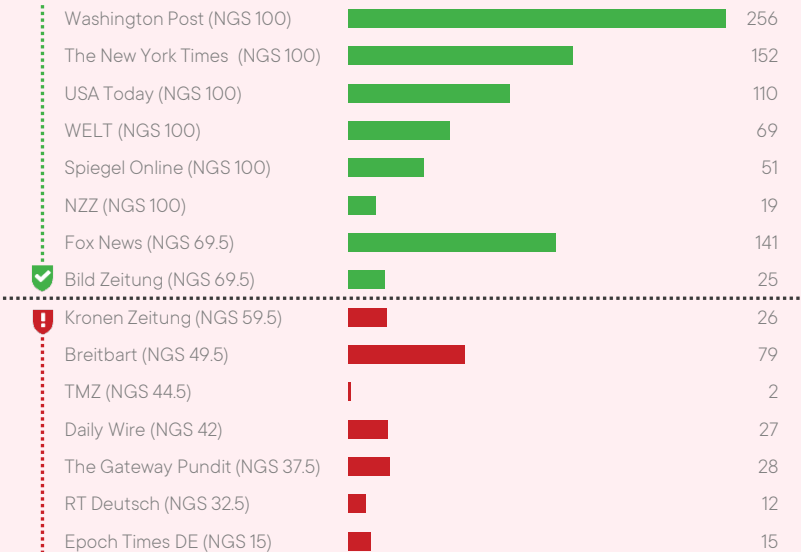
Breitbart & Co accuse Biden of "fake news" and spread disinformation from Trump

Trump

Coverage of Donald Trump



Online media discussing disinformation related to candidates.
Number of articles & NewsGuard score: Sorted in descending order by NGS.



Biden

Coverage of Joe Biden



Online media discussing disinformation related to candidates.
Number of articles & NewsGuard score: Sorted in descending order by NGS.



* For the present analysis it was analyzed on the one hand whether articles suspect disinformation among the candidates and on the other hand whether articles can be proven to spread disinformation of the candidates. To check whether it is disinformation, various websites were used that specialize in detecting, checking and correcting incorrect information (Politifact, FactCheck.org, AP News, CNN).

NEWSGUARD SCORE (SEE APPENDIX) ✓ ≥ 60 trustworthy ! < 60 not trustworthy

DISINFORMATION

Disinformation as a fighting term and strategy at the same time

What the coverage of the 2020 US election shows above all: Media with a **NewsGuard score of under 60** - i.e. untrustworthy sources - use the term disinformation or fake news as an accusation, while at the same time they act as **disseminators of dubious news** themselves.

It should also be emphasized that over the entire analysis period in the examined media set, almost **1,200 articles** dealt with disinformation in connection with **Donald Trump**. In **Joe Biden's** case, there are only **47 items**. The vast majority of reports on Trump are detailed fact checks by media with a high NewsGuard score, especially in the aftermath of the TV debates and in the context of Trump's **coronavirus policy**. The Washington Post wrote on the day of the election that Trump's coordinator of the pandemic task force, **Deborah Birx, contradicted him on all relevant points** in a report on November 2nd. "We are entering the most troubling and deadly phase of this pandemic ... leading to rising mortality rates," the report said. "This is not about lockdowns - it has not been about lockdowns since March or April. It is about an aggressive, balanced approach that is not being implemented".

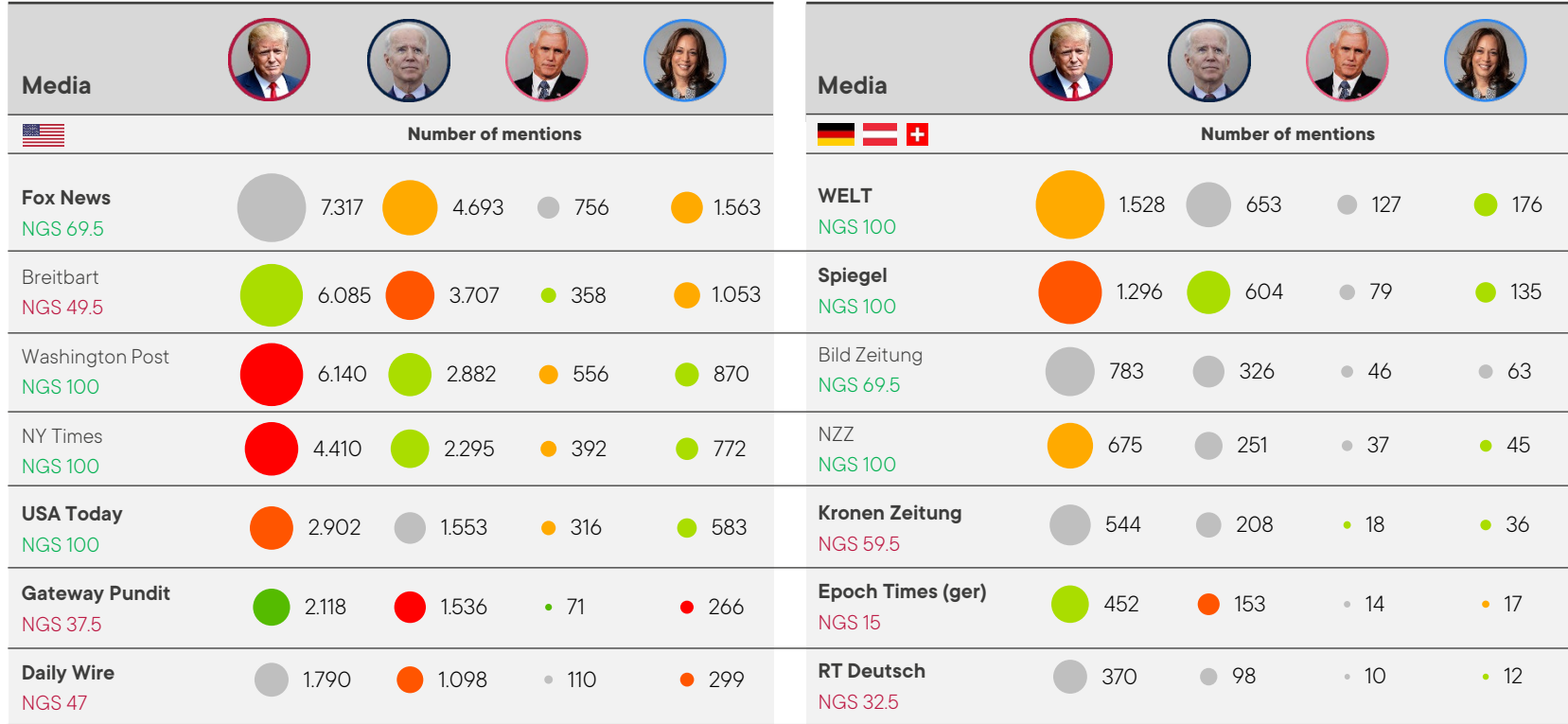
While the president attributes the surge to increased testing, Birx says tests are "flat or declining" in many areas where cases are increasing. Twitter has

also played an important role recently: on the evening of the election, Trump claims that a decision by the Supreme Court to allow **post-election day postal votes in swing state Pennsylvania** would result in "unrestrained fraud" and "violence in the streets ". Twitter flagged this tweet as **potentially misleading**, as did other tweets in the early morning after the election suggesting massive election fraud. In traditional online and TV media, marking the election tweets of an incumbent president as possible disinformation is of course very well received.

Media outlets with a low NewsGuard score carry out their own fact checks on **Biden**, but they are less about political content and more about **rumors**. Biden is thus portrayed as a source of "fake news", particularly in the context of unsubstantiated claims about his son **Hunter Biden** and alleged **dealings with Ukraine**.

MEDIA ATTENTION AND SENTIMENT

Breitbart reports on the candidates more often than the *Washington Post*



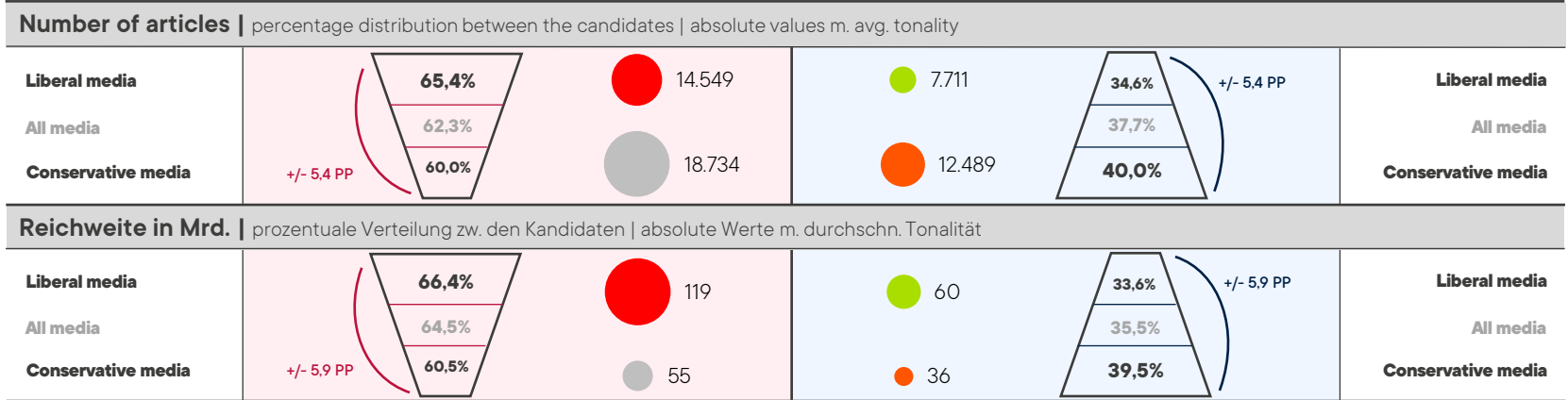
SENTIMENT negative-1 1 positive NEWSGUARD SCORE (SEE APPENDIX) ≥ 60 trustworthy < 60 not trustworthy

US MEDIA ON TRUMP AND BIDEN

Liberal * US media are working hard on Trump

Trump

Biden



In general, **Donald Trump** dominates US coverage. Across all US media, Trump generated 62.3% of the mentions (in terms of number of articles), but Biden only 37.7%.

A **below or above average focus** of the media can, however, be seen in a relative comparison. In the above chart it becomes clear that **Donald Trump** has an above-average number of negative contributions in liberal media (65.4%).

Conversely, liberal media cover **Joe Biden** below average (34.6%), while conservative media above average and negative (40.0%).

The 2020 US election campaign reveals a strong polarization in the US media landscape. Conservative and liberal media report increasingly negative about the respective "opposing candidate"; in relation to the number, however, they report a below-average amount about the candidates they support.

* Liberal US media (the media mentioned can be assigned to the moderately left-liberal to left-liberal spectrum): Washington Post, The New York Times, USA Today, CNN (TV) | Conservative US media (the media mentioned are to be assigned to the right-wing conservative and spectrum of the new rights): foxnews.com, Breitbart.com, thegatewaypundit.com, dailywire.com, Fox News Channel (TV)

SENTIMENT negative-1  1 positive

US SENTIMENT MATRIX

Journalists from untrustworthy media report above average & pro-Trump

Number of posts					Reach (in millions)				
Number of mentions					Number of mentions				
Jim Hoft Gateway Pundit NGS 37.5	1159	759	28	112	Joseph Wulfsohn Fox News NGS 69.5	1903	1515	145	446
Cristina Laila Gateway Pundit NGS 37.5	498	463	19	91	Paul Steinhauser Fox News NGS 69.5	1433	1388	369	463
Joel Pollak Breitbart NGS 49.5	516	397	35	99	Jennifer Rubin Washington Post NGS 100	1720	1306	223	387
Charlie Spiering Breitbart NGS 49.5	616	281	36	68	Philip Bump Washington Post NGS 100	1781	1018	172	93
Hannah Bleau Breitbart NGS 49.5	438	282	42	108	Brooke Singman Fox News NGS 69.5	1507	943	227	316
Pam Key Breitbart NGS 49.5	445	201	13	51	Brian Flood Fox News NGS 69.5	1436	948	103	204
Joseph Wulfsohn Fox News NGS 69.5	326	258	24	77	Charles Creitz Fox News NGS 69.5	1288	1062	57	214
Paul Steinhauser Fox News NGS 69.5	246	238	63	79	Morgan Philips Fox News NGS 69.5	1329	874	139	255
Brooke Singman Fox News NGS 69.5	260	162	38	54	Tyler Olsen Fox News NGS 69.5	1329	874	139	255
Jennifer Rubin Washington Post NGS 100	241	183	31	54	Giovanni Russonello The New York Times NGS 100	990	946	175	335

SENTIMENT negative-1 1 positive NEWSGUARD SCORE (SEE APPENDIX) ≥ 60 trustworthy < 60 not trustworthy

DACH SENTIMENT MATRIX

Journalists from RW media outlets paint a negative image of Trump

Number of posts					Reach (in millions)				
		Number of mentions					Number of mentions		
Daniel Friedrich Sturm WELT NGS 100	62	50	18	20	Herbert Bauernebel BILD NGS 69.5	363	288	77	61
Roland Nelles Spiegel NGS 100	40	30	9	12	Roland Nelles Spiegel NGS 100	346	259	79	104
Peter Winkler NZZ NGS 100	50	25	3	5	Daniel Friedrich Sturm WELT NGS 100	301	247	88	100
Marc Pitzke Spiegel NGS 100	32	23	8	7	Heiko Roloff BILD NGS 69.5	272	226	15	136
Oliver Trenkamp Spiegel NGS 100	38	24	3	4	Marc Pitzke Spiegel NGS 100	276	199	70	60
Reinhard Werner Epoch Times NGS 15	39	25	3	1	Oliver Trenkamp Spiegel NGS 100	330	206	27	35
Andreas Evelt Spiegel NGS 100	24	21	2	10	Andreas Evelt Spiegel NGS 100	206	180	18	86
Herbert Bauernebel BILD NGS 69.5	26	21	5	4	Alexander Sarovic Spiegel NGS 100	201	165	44	35
Alexander Sarovic Spiegel NGS 100	25	20	5	4	Ralf Neukirch Spiegel NGS 100	168	99	18	18
Hannes Stein WELT NGS 100	23	12	2	7	Mathieu von Rohr Spiegel NGS 100	111	93	18	27

SENTIMENT negative-1 1 positive NEWSGUARD SCORE (SEE APPENDIX) ≥ 60 trustworthy < 60 not trustworthy

MEDIA ATTENTION AND SENTIMENT

Comments and remarks

Fox News published the **largest number of articles on all candidates** over the entire observation period. In terms of sentiment, the TV channel's online presence is neutral towards Trump and Pence, while Biden and Harris tend to be viewed critically.

Breitbart is a media outlet with a **NewsGuard Score** in the **untrustworthy range**, and is second in terms of the number of published articles for all four candidates. The online portal reports on average positively about Trump and Pence and negatively or rather negatively about Biden and Harris. Interesting is the very rare mentioning of Mike Pence compared to Kamala Harris. The Washington Post ranks third for the number of articles published across all four candidates. The outlet is extremely critical of Trump (slightly critical of Pence) and tends to be positive about Biden and Harris, as is the New York Times. The graphic on the left on page 20 shows that **Donald Trump is much more present in the New York Times and the Washington Post than Biden** – in untrustworthy media the gap is not as big. As the sentiment shows, this is mainly due to the fact that the New York Times and Washington Post are **working really hard on Trump** (see p. 21).

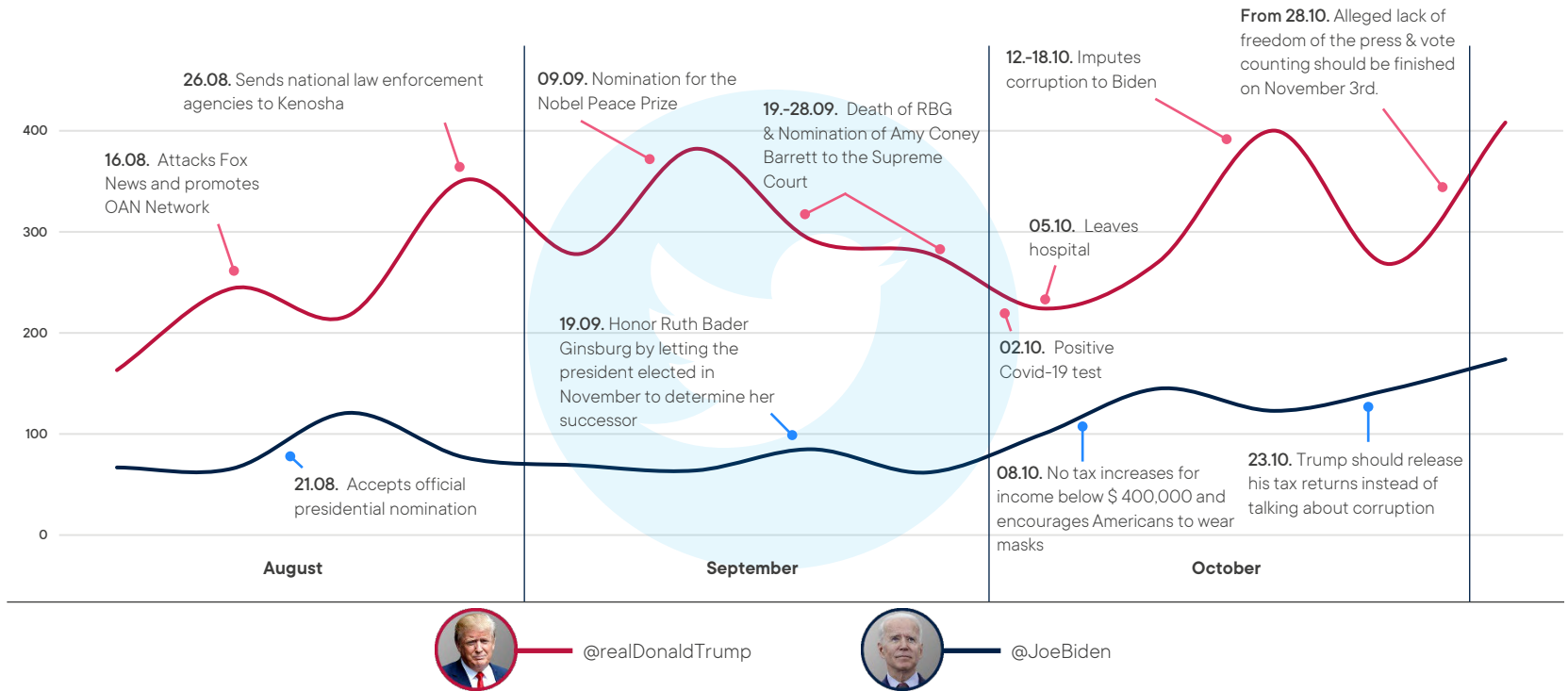
A look at **US journalists** shows that, according to the **number of articles** in the top 10, media with an **NG score below 60** are present in the **first six ranks**, followed by journalists from Fox News and Jennifer Rubin from the Washington Post. If you look at how many readers can potentially be reached, the field is led by Fox journalists **Joseph Wulfsohn** and **Paul Steinhauser**. The sentiment of coverage of the two is fundamentally different when it comes to Joe Biden and Kamala Harris. While Wulfsohn viewed Biden extremely negatively and Harris clearly critically, Steinhauser viewed Biden slightly positive, and Harris even more positively. Both are critical of Trump. **Jennifer Rubin's** view of Trump is very negative, as is **Charles Creitz** (Fox News) regarding Biden and Harris.

In contrast to US media, **in the DACH region** (according to number of articles and reach), with one exception, **only journalists whose media outlets have an NG score of over 60** are in the lead. There are hardly any differences in sentiment – articles on Trump are generally critical to very critical, the only exception being Reinhard Werner from the German Epoch Times. Kamala Harris is consistently covered neutral to positive.

FLOWCHART: TWITTER SUBMISSIONS

Biden calls for transparency, Trump implies corruption

Number of tweets per calendar week | August 03 - November 01 (full calendar weeks: week 32 to 44*)



* CW 31 (01 & 02.08) not shown. Evaluation until week 45 (01.11).

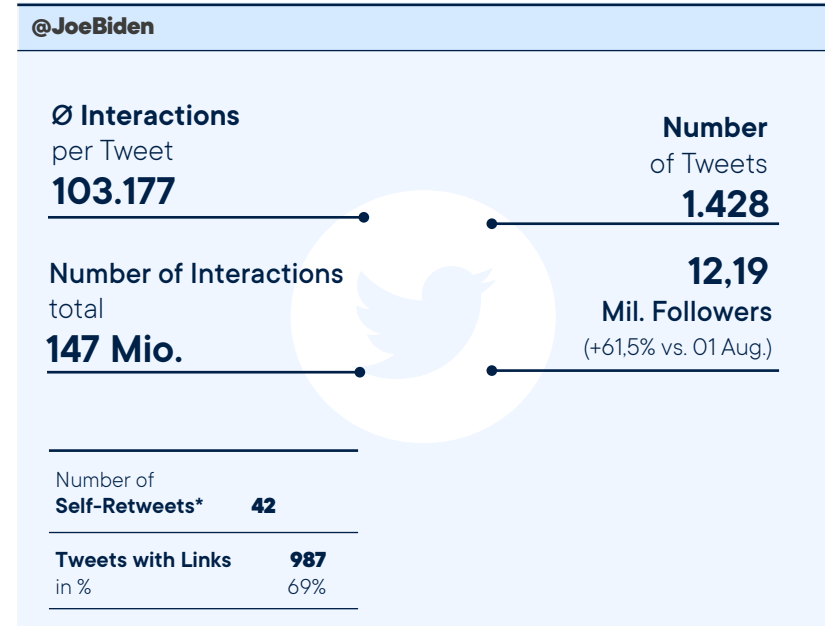
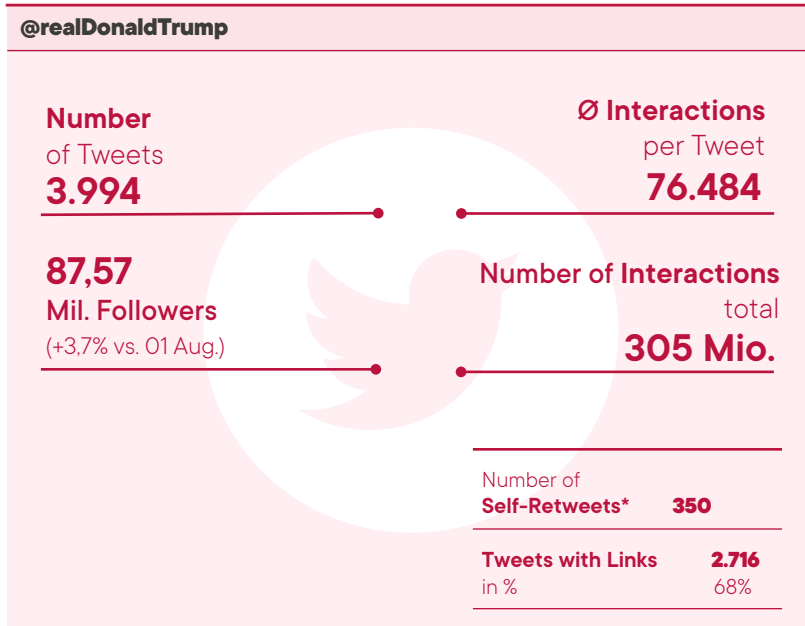
TWITTER

Basic data on tweets in the period of analysis

Trump

With an average of 42 tweets per day, **Donald Trump** tweets almost **3 times as often** as Joe Biden. Trump manages to increase his already very high number of followers by 3.7% by November 4th. Joe Biden can expand his much smaller follower base by almost two thirds compared to August. @realDonaldTrump generates around **76,000 interactions** with every post. @JoeBiden reaches around **103,000 interactions per tweet** with its significantly smaller number of followers.

Biden



* Number of retweets of "own" accounts.

TWITTER

Credibility of linked media

Trump

Most tweets (68% and 69%, respectively) **contain links** - either due to retweets (commented and uncommented) or through direct links to websites. As far as the frequency of the links is concerned, **Donald Trump's** Twitter page is dominated by **content** from *Breitbart* and *Fox News*. Compared to Trump's account, **@JoeBiden** posts significantly less. Accordingly, there are fewer links in his own and shared content; **mostly to media** like *CNN*, *Washington Post*, and *New York Times*.

Biden

Tweets with Link		
Media	Links	NewsGuard Score
Breitbart*	68	49.5
Fox News*	42	69.5
thegregjarrett.com*	24	39.5
New York Post*	24	75
@TVNewsHQ	21	n/a

Tweets with Link		
Media	Links	NewsGuard Score
CNN*	6	87.5
Washington Post*	5	100
@nytimes	3	100**
@thehill	3	80**
@AP (The Associated Press)	3	95**

* Links to the respective Twitter account as well as to the website. | ** NewsGuard Score of the associated website.

TWITTER

Content with most interactions

Trump

The **top 5 tweets on Trump's account** all relate to his and his wife's coronavirus disease as well as the election or election night. Based on the top tweets, the **interaction figures** of both competitors are on a similar level. However, **@JoeBiden** generated about **twice as many interactions** with his tweet after the election ("Keep the faith, guys. We're gonna win this.") than **@realDonaldTrump** with his statement that he won the election ("I will be making a statement tonight. A big WIN! "). Biden's most successful tweets are shorter and more powerful, with a very clear message: "Vote out Donald Trump".

Biden

Top 5-Tweets nach Interaktionen (in Tsd.)

Tonight, @FLOTUS and I tested positive for COVID-19. We will begin our quarantine and recovery process immediately. We will get through this TOGETHER!	2.302
Going well, I think! Thank you to all. LOVE!!!	1.367
VOTE! VOTE! VOTE! (RT: https://t.co/85ySh1KYkh)	1.078
WE ARE LOOKING REALLY GOOD ALL OVER THE COUNTRY. THANK YOU!	1.068
I will be making a statement tonight. A big WIN!	1.060

Top 5-Tweets nach Interaktionen (in Tsd.)

Donald Trump is the worst president we've ever had.	2.208
Keep the faith, guys. We're gonna win this.	2.163
Wear a mask. Wash your hands. Vote out Donald Trump.	1.551
..yes (RT: https://t.co/RzZ3i3zoAL)	1.470
One month until Election Day. Let's do this, America.	1.204

Summary & comparison with 2016

Media attention

The focus of media attention is clearly on Donald Trump, who generates 43 percent more coverage than Joe Biden in the media panel analyzed; 60 percent in the DACH region. A significantly higher number of posts also deals exclusively with Trump.

NewsGuard Score and Sentiment

The higher the NG score, the more critical the coverage of Donald Trump, especially in the US. The contributions to Biden are neutral to slightly positive in very trustworthy media; in untrustworthy media almost consistently negative.

Policy areas and topics

Political content is overlaid by the area of **national security** and the **election campaign**. Other policy areas and topics are usually directly related, e.g. the debates about allegedly ubiquitous **election fraud** through postal voting (Trump), **racism/inequality** in the context of the **Black Lives Matter** protests (both) and **coronavirus**, which became not just a political issue due to Trump's illness.

Disinformation

Disinformation is mainly addressed by **media with a high NG score**. They regularly carry out fact checks with regard to false statements and make them clear. These proven false statements come almost exclusively from Donald Trump throughout the period. Media with an **NG score below 60**, on the other hand, report markedly one-sided and partisan pro-Trump and anti-Biden. Statements from Trump are not checked for truthfulness.

Matrix

The sentiment of the TV stations towards the candidates is opposite: while Fox News reports neutrally about Trump and decidedly negative about Biden, the tenor on CNN and ARD is negative towards Trump and positive towards Biden. In terms of online media, Breitbart, a **media outlet classified as untrustworthy by NewsGuard**, made it to second place in terms of the number of contributions to the candidates. The high-reach Fox News journalists Joseph Wulfsohn and Paul Steinhauser reflect in different ways the **careful distancing of Fox** from Donald Trump.

Summary & comparison with 2016

In 2016, much of the reporting in the established media was negative for both Hillary Clinton and Donald Trump, but was largely based on **Donald Trump's (media) agenda** (see also Berkman Kleiner Center Report *). In the Clinton case, the media focus was primarily on the various scandals surrounding the Clinton Foundation and its emails. In the case of Trump, on the other hand, it was primarily about content-related issues, in particular the issue of immigration. So it worked

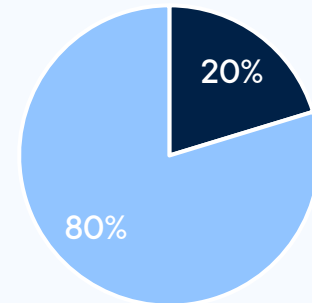
Trump to draw much more attention to his core issues, **while even the two major liberal papers** - the *Washington Post* and the *New York Times* - **continuously reported on Hillary Clinton's so-called e-mail scandal**. This is also made clear by a quantitative special report on the "Hunter Biden disinformation campaign" ([download here](#)) and the associated [InfoBoard](#).

Scandals in comparison | Number of posts



■ HUNTER BIDEN LAPTOP SCANDAL ■ HILLARY CLINTON E-MAIL SCANDAL

Media presence in comparison

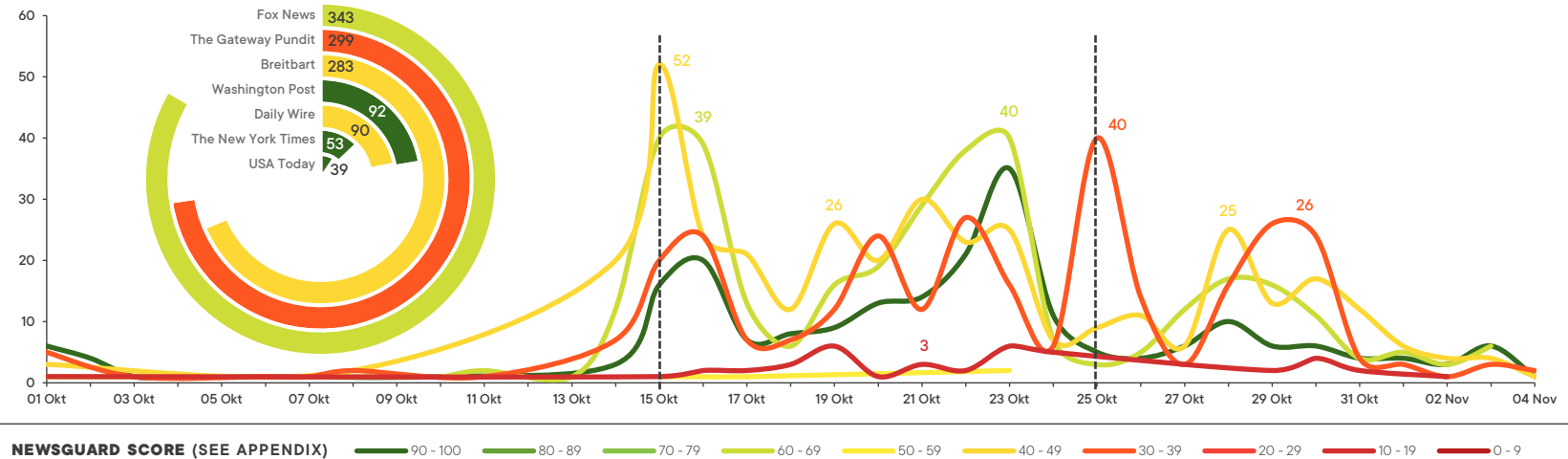


Campaign against Biden fizzles out shortly before the election

A detailed examination of the qualitative media set shows very clearly that the alleged scandal surrounding Biden's son Hunter shortly before the election - unlike the 2016 email affair - hardly found its way into established media. At the center of the allegations is data from a defective laptop that is said to have belonged to Hunter Biden. The attempt to discredit is in the context of the #BidenCrimeFamily narrative initiated by Trump on Twitter months before the election

The allegations against Hunter Biden of evidence found on the laptop for i.a. corrupt dealings in Ukraine and substance abuse were first published in the New York Post (Twitter and Facebook prevented the story from spreading). However, after the first revelations (this time) mostly untrustworthy media like Breitbart and The Gateway Pundit worked on the story.

Article on the Hunter Biden scandal by NG score zum Hunter Biden-Skandal nach NG-Score | 01 October – 04 November



Conclusion - email affair 2016, laptop scandal 2020

For comparison: the **Hillary Clinton email scandal** averaged **four times as many** posts as the laptop scandal surrounding Hunter Biden, both of them happening a few days before the election. At the time, high-reach, trustworthy media dealt extensively with Clinton's emails and especially with Donald Trump's constant attacks on Clinton in the context of this topic. **Even CNN aired the tweets of then-candidate Trump** and turned them into a media event.

In contrast, trustworthy media **did not pick up every detail of the Hunter Biden story** in 2020. Instead, they put possible **manipulation and disinformation** at the center of their reporting, i.e. questions about where the information about the alleged scandal came from and the possible intentions behind it. As a result, the dynamics of the affair have fundamentally changed compared to 2016 - there was **no escalating scandal**, but a discussion of the background in trustworthy sources. The fact that Trump, despite his dominant media presence, was not able to determine the agenda as strongly as four years before, is essentially due to a content-related and a media-immanent reason.

On the one hand, the **coronavirus pandemic was the dominant topic of the election campaign** - it even gained weight due to Trump's own illness - and it had negative coverage in the reporting. At the same time, **Trump could not place his own topics** - such as the corruption allegations against Biden and national security - **strongly enough**. On the other hand, established media did not allow themselves to be involved in **disinformation campaigns** in the 2020 election campaign. **Joe Biden**, on the other hand, did not design the media agenda himself, but he did **benefit** from the **above-average number of negative contributions** from **established liberal media** about the incumbent. Nevertheless, Trump managed to influence the reporting on the election campaign strongly and in the long term, especially through **allegations of election fraud**. The incumbent US President laid the foundation stone for the myth of the "stolen election" about six months before the election, supported by his social media following and by untrustworthy media in the right-wing spectrum, as our special report on the myth of election fraud shows ([download here](#)).

Media Analysis of US Election

Appendix I: Newsguard Score & Media Dossier of the Qualitative Analysis

What is the NewsGuard Score?

NewsGuard assesses the **credibility and transparency** of news websites based on nine journalistic criteria and scores them on a **scale from 0 to 100 points**.

Rating:

-  **Green** ("trustworthy") is a website with a score of **60 points or higher**.
-  **Red** ("not trustworthy") is a website with a score **below 60 points**.

NewsGuard uses nine criteria to assess websites. Each criterion is worth a certain number of points out of 100 and added together they form the NG-Score. For more information visit the [website](#).

Criteria and their corresponding weighting points:

- | | |
|--|------|
| – Does not repeatedly publish false content | 22 |
| – Journalists gather and present information responsibly according to journalistic criteria | 18 |
| – Regularly corrects or clarifies errors | 12.5 |
| – Handles the difference between news and opinion responsibly | 12.5 |
| – Avoids deceptive headlines | 10 |
| – Website discloses ownership and financing | 7.5 |
| – Clearly labels advertising | 7.5 |
| – Reveals who's in charge , including possible conflicts of interest | 5 |
| – The site provides information about the journalists | 5 |

Country	Media Outlet	Credibility				Transparency				Reach
		No false content	Accurate reporting	Rectification	Correctly labeled opinions	No deceptive headlines	Business information	Labeled advertising	Possible conflicts of interest	
USA	New York Times	Green	Green	Green	Green	Green	Green	Green	Green	397,1 m
	Fox News	Green	Red	Green	Red	Green	Green	Green	Green	369,8 m
	Washington Post	Green	Green	Green	Green	Green	Green	Green	Green	218,5 m
	USA Today	Green	Green	Green	Green	Green	Green	Green	Green	122,5 m
	Breitbart	Green	Red	Red	Red	Green	Red	Red	Green	80,8 m
	TMZ	Green	Red	Red	Green	Green	Red	Red	Red	53,4 m
	Daily Wire	Green	Red	Red	Red	Red	Green	Green	Green	26,0 m
	The Gateway Pundit	Red	Red	Red	Red	Red	Red	Red	Green	18,5 m
DACH	BILD	Green	Red	Green	Red	Green	Green	Green	Green	462,0 m
	Spiegel Online	Green	Green	Green	Green	Green	Green	Green	Green	270,6 m
	WELT	Green	Green	Green	Green	Green	Green	Green	Green	159,8 m
	Kronen Zeitung	Green	Red	Red	Green	Green	Green	Red	Red	51,2 m
	NZZ	Green	Green	Green	Green	Green	Green	Green	Green	26,4 m
	RT Deutsch	Red	Red	Green	Red	Red	Green	Green	Red	4,3 m
	journalistenwatch	Red	Red	Red	Red	Red	Green	Green	Red	4,2 m
	The Epoch Times	Red	Red	Red	Red	Red	Green	Green	Red	3,6 m


US news portals


Breitbart	33
Daily Wire	34
Fox News	35
The New York Times	36
The Gateway Pundit	37
TMZ	38
USA Today	39
The Washington Post	40

BREITBART NEWS

Founded in 2007 by *Andrew Breitbart* and *Larry Solov*, the news and opinion website, which now has over 80 million visits, describes itself as a contribution to a better democracy, as it pursues the ideology of free opinion formation and exchange.


However, critics classify the site as exactly the opposite, accusing it of spreading false reports and conspiracy theories.

breitbart.com





Proceed with caution: This website fails to adhere to several basic journalistic standards.


CREDIBILITY	TRANSPARENCY
<div style="display: flex; align-items: center;"> ✓ Does not repeatedly publish false content </div>	<div style="display: flex; align-items: center;"> ✗ Website discloses ownership and financing </div>
<div style="display: flex; align-items: center;"> ✗ Gathers and presents information responsibly </div>	<div style="display: flex; align-items: center;"> ✗ Clearly labels advertising </div>
<div style="display: flex; align-items: center;"> ✗ Regularly corrects or clarifies errors </div>	<div style="display: flex; align-items: center;"> ✓ Reveals who's in charge, including any possible conflicts of interest </div>
<div style="display: flex; align-items: center;"> ✗ Handles the difference between news and opinion responsibly </div>	<div style="display: flex; align-items: center;"> ✓ The site provides names of content creators, along with either contact or biographical information </div>
<div style="display: flex; align-items: center;"> ✓ Avoids deceptive headlines </div>	

Visits	79.790.000	
Interactions Rank	14	Score
		49.5/100

Since its launch in 2007, the conservative news and opinion website *dailywire.com* has been reporting on American politics and culture. It is part of *Bentkey Ventures LCC*, a Texas-based company known for fracking. Its CEO is the pastor and billionaire Farris C. Wilks.


Frequent coverage topics include the Trump administration, immigration, environment, abortion, and LGBT issues. Its news stories regularly rely on third-party sources such as *ABC News* or the *Washington Post*, but it also often distributes texts from untrustworthy sources, so the content must be viewed critically.

dailywire.com




Proceed with caution: This website fails to adhere to several basic journalistic standards.

CREDIBILITY	TRANSPARENCY
<div style="display: flex; align-items: center;"> ✓ Does not repeatedly publish false content </div>	<div style="display: flex; align-items: center;"> ✓ Website discloses ownership and financing </div>
<div style="display: flex; align-items: center;"> ✗ Gathers and presents information responsibly </div>	<div style="display: flex; align-items: center;"> ✓ Clearly labels advertising </div>
<div style="display: flex; align-items: center;"> ✗ Regularly corrects or clarifies errors </div>	<div style="display: flex; align-items: center;"> ✓ Reveals who's in charge, including any possible conflicts of interest </div>
<div style="display: flex; align-items: center;"> ✗ Handles the difference between news and opinion responsibly </div>	<div style="display: flex; align-items: center;"> ✓ The site provides names of content creators, along with either contact or biographical information </div>
<div style="display: flex; align-items: center;"> ✗ Avoids deceptive headlines </div>	

Visits	24.530.000	 NewsGuard Rating
Interactions Rank	7	Score 42/100



foxnews.com largely reflects breaking news from the news channel Fox News.

With an average of 160 million visitors per month, the site is one of the most frequently visited news sites in the USA.

The online portal is a subsidiary of the publicly traded, New York-based media company Fox Corporation.

foxnews.com
 NewsGuard

✓

This website generally maintains basic standards of credibility and transparency—with significant exceptions.


CREDIBILITY	TRANSPARENCY
<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✓ Does not repeatedly publish false content </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✓ Website discloses ownership and financing </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✗ Gathers and presents information responsibly </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✓ Clearly labels advertising </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✓ Regularly corrects or clarifies errors </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✓ Reveals who's in charge, including any possible conflicts of interest </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✗ Handles the difference between news and opinion responsibly </div>	<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✓ The site provides names of content creators, along with either contact or biographical information </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> ✓ Avoids deceptive headlines </div>	


Visits	417.830.000	NewsGuard Rating
Interactions Rank	3	Score 69.5/100

The New York Times










The *New York Times* is one of the best-selling daily national newspapers in the USA. The newspaper's Internet presence is also one of the most frequently visited news sites in the country, with an average of almost 400 million visitors per month.

The *New York Times* and *nytimes.com* belong to the American mass media company *The New York Times Company*. It covers topics from all areas, focusing its reporting on international events. The *New York Times* has won many awards for its reporting, including the world-renowned Pulitzer Prize.

nytimes.com 



This website adheres to all nine of NewsGuard's standards of credibility and transparency.

CREDIBILITY	TRANSPARENCY
<ul style="list-style-type: none">  Does not repeatedly publish false content  Gathers and presents information responsibly  Regularly corrects or clarifies errors  Handles the difference between news and opinion responsibly  Avoids deceptive headlines 	<ul style="list-style-type: none">  Website discloses ownership and financing  Clearly labels advertising  Reveals who's in charge, including any possible conflicts of interest  The site provides names of content creators, along with either contact or biographical information

Visits	427.910.000	NewsGuard Rating
Interactions Rank	4	Score 100/100



The Gateway Pundit is a right-wing extreme US news platform, founded in 2004 by the conservative blogger Jim Hoft. Meanwhile, the site reaches 18.5 million visits per month.

The content publishes national political news focusing on President Donald Trump's policies and administration. The website regularly features false reports, conspiracy theories, and unfounded allegations, with no distinction made between opinions and actual news reports.

thegatewaypundit.com NewsGuard

Proceed with caution: This website severely violates basic journalistic standards.

CREDIBILITY	TRANSPARENCY
<p>✗ Does not repeatedly publish false content</p>	<p>✗ Website discloses ownership and financing</p>
<p>✗ Gathers and presents information responsibly</p>	<p>✗ Clearly labels advertising</p>
<p>✗ Regularly corrects or clarifies errors</p>	<p>✗ Reveals who's in charge, including any possible conflicts of interest</p>
<p>✗ Handles the difference between news and opinion responsibly</p>	<p>✔ The site provides names of content creators, along with either contact or biographical information</p>
<p>✗ Avoids deceptive headlines</p>	

Visits	29.400.000	NewsGuard Rating
Interactions Rank	143	Score
		37.5/100



TMZ (*Thirty Mile Zone*) is a popular US-American tabloid news site. Launched in 2005 by the lawyer and journalist Harvey Levin, the site publishes exclusive news about celebrity scandals and news from the entertainment industry at a rapid pace. For this reason, also respectable media frequently rely on reports by TMZ.

However, their research methods are not transparent, and the lack of source identification makes the news lose credibility. Nevertheless, the website reaches a relatively large audience with over 53 million visits per month.

tmz.com NewsGuard

Proceed with caution: This website fails to adhere to several basic journalistic standards.

CREDIBILITY	TRANSPARENCY
<div style="display: flex; align-items: center;"> ✓ Does not repeatedly publish false content </div>	<div style="display: flex; align-items: center;"> ✗ Website discloses ownership and financing </div>
<div style="display: flex; align-items: center;"> ✗ Gathers and presents information responsibly </div>	<div style="display: flex; align-items: center;"> ✗ Clearly labels advertising </div>
<div style="display: flex; align-items: center;"> ✗ Regularly corrects or clarifies errors </div>	<div style="display: flex; align-items: center;"> ✗ Reveals who's in charge, including any possible conflicts of interest </div>
<div style="display: flex; align-items: center;"> ✓ Handles the difference between news and opinion responsibly </div>	<div style="display: flex; align-items: center;"> ✗ The site provides names of content creators, along with either contact or biographical information </div>
<div style="display: flex; align-items: center;"> ✓ Avoids deceptive headlines </div>	

Visits	46.860.000	 NewsGuard Rating
Interactions Rank	15	Score 44.5/100



USA Today is the best-selling daily newspaper in the USA and is part of the Gannett Company, Inc. based in Virginia. Its website is also one of the most visited news sites in the country, with an average reach of 122 million visits per month.

USA Today won a Pulitzer Prize in 2018 for its work on a multimedia project that critically examined the construction of a wall along the U.S.-Mexican border.

usatoday.com

This website adheres to all nine of NewsGuard's standards of credibility and transparency.


CREDIBILITY	TRANSPARENCY
Does not repeatedly publish false content	Website discloses ownership and financing
Gathers and presents information responsibly	Clearly labels advertising
Regularly corrects or clarifies errors	Reveals who's in charge, including any possible conflicts of interest
Handles the difference between news and opinion responsibly	The site provides names of content creators, along with either contact or biographical information
Avoids deceptive headlines	

Visits	138.370.000	NewsGuard Rating
Interactions Rank	18	Score 100/100

The Washington Post










The Washington Post is one of the ten largest newspapers in the USA. With an average of 220 million visits per month, the website is one of the country's most clicked news sites.


Since 2013 the owner of The Post is Amazon's founder Jeff Bezos. The reporting focuses on exclusive international and national content, which has been awarded the Pulitzer Prize several times and has been steadily expanding on social media platforms since Bezos took over the company. The Post's relationship with the current US President Trump can be described as tense.

washingtonpost.com 



This website adheres to all nine of NewsGuard's standards of credibility and transparency.

CREDIBILITY	TRANSPARENCY
<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>Does not repeatedly publish false content</p> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>Website discloses ownership and financing</p> </div>
<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>Gathers and presents information responsibly</p> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>Clearly labels advertising</p> </div>
<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>Regularly corrects or clarifies errors</p> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>Reveals who's in charge, including any possible conflicts of interest</p> </div>
<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>Handles the difference between news and opinion responsibly</p> </div>	<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>The site provides names of content creators, along with either contact or biographical information</p> </div>
<div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"></div> <p>Avoids deceptive headlines</p> </div>	

Visits	223.880.000	 NewsGuard Rating
Interactions Rank	6	Score 100/100


DACH region news portals


Bild	42
RT Deutsch	43
Journalistenwatch	44
Der Spiegel	45
The Epoch Times	46
WELT	47
Kronen Zeitung	48
NZZ	49

The daily tabloid newspaper *Bild* is the best-selling newspaper in Germany and one of the best-selling newspapers in Europe.

The *Bild* website is also at the top of the German news pages with its reach and an average of 450 million visits.


Bild and *Bild.de* are owned by *Axel Springer SE*, a publicly-traded company headquartered in Berlin and the largest digital publishing house in Europe.

bild.de 



Diese Webseite entspricht grundlegenden Anforderungen an Glaubwürdigkeit und Transparenz - mit erheblichen Einschränkungen.

GLAUBWÜRDIGKEIT	TRANSPARENZ
<div style="display: flex; align-items: center;"> ✓ <p>Es wurden nicht regelmäßig Falschinformationen veröffentlicht</p> </div>	<div style="display: flex; align-items: center;"> ✓ <p>Die Webseite veröffentlicht Eigentumsverhältnisse und Finanzierung</p> </div>
<div style="display: flex; align-items: center;"> ✗ <p>Journalisten recherchieren und veröffentlichen Informationen verantwortungsbewusst</p> </div>	<div style="display: flex; align-items: center;"> ✓ <p>Werbung wird als solche gekennzeichnet</p> </div>
<div style="display: flex; align-items: center;"> ✓ <p>Unterlaufene Fehler werden regelmäßig richtiggestellt</p> </div>	<div style="display: flex; align-items: center;"> ✓ <p>Offlegen der redaktionell Verantwortlichen, einschließlich möglicher Interessenskonflikte</p> </div>
<div style="display: flex; align-items: center;"> ✗ <p>Klare Unterscheidung zwischen Nachricht und Meinung</p> </div>	<div style="display: flex; align-items: center;"> ✓ <p>Es gibt Informationen über die Autorinnen und Autoren.</p> </div>
<div style="display: flex; align-items: center;"> ✓ <p>Vermeiden irreführender Überschriften</p> </div>	

Visits	495.916.530	
Interactions Rank	2	Score 69.5/100



The German website of *RT Deutsch* is part of the media network *RT* (until 2009 *Russia Today*) - a foreign television station founded and funded by the Russian state, with headquarters in Moscow. The media group is criticized for regularly publishing misinformation and propaganda of the Russian government.

The website itself claims to publish voices with an "alternative, unconventional point of view" to "counter the public narrative and to expose media manipulations."

deutsch.rt.com NewsGuard

NewsGuard empfiehlt Vorsicht bei der Nutzung dieser Webseite: Sie verstößt schwerwiegend gegen grundlegende journalistische Standards.

GLAUBWÜRDIGKEIT	TRANSPARENZ
✗ Es wurden nicht regelmäßig Falschinformationen veröffentlicht	✓ Die Webseite veröffentlicht Eigentumsverhältnisse und Finanzierung
✗ Journalisten recherchieren und veröffentlichen Informationen verantwortungsbewusst	✓ Werbung wird als solche gekennzeichnet
✓ Unterlaufene Fehler werden regelmäßig richtiggestellt	✓ Offenlegen der redaktionell Verantwortlichen, einschließlich möglicher Interessenskonflikte
✗ Klare Unterscheidung zwischen Nachricht und Meinung	✗ Es gibt Informationen über die Autorinnen und Autoren.
✗ Vermeiden irreführender Überschriften	

Visits	5.850.000	NewsGuard Rating
Interactions Rank	24	Score 32.5/100


The website *journalistenwatch.com* is owned by *Journalistenwatch e.V* – Association for Media Criticism and Counter Publicity. The publishers see themselves as a "news extension" that investigates all journalistic directions and reflects the entire spectrum of opinions. The purpose is to educate readers, since "major media no longer report independently".

Critics, however, classify the website as a right-wing populist to right-wing extremist and critical of Islam, and the news it spreads is considered untrustworthy and unfounded.

journalistenwatch.com 

 **NewsGuard empfiehlt Vorsicht bei der Nutzung dieser Webseite: Sie verstößt schwerwiegend gegen grundlegende journalistische Standards.**

GLAUBWÜRDIGKEIT	TRANSPARENZ
 Es wurden nicht regelmäßig Falschinformationen veröffentlicht	 Die Webseite veröffentlicht Eigentumsverhältnisse und Finanzierung
 Journalisten recherchieren und veröffentlichen Informationen verantwortungsbewusst	 Werbung wird als solche gekennzeichnet
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 Klare Unterscheidung zwischen Nachricht und Meinung	 Es gibt Informationen über die Autorinnen und Autoren.
 Vermeiden irreführender Überschriften	

Visits	5.440.000	 NewsGuard Rating
Interactions Rank	40	Score 20/100

DER SPIEGEL



Der Spiegel is a German news portal. It was founded in 1994 by the news magazine *Der Spiegel* as a web portal named *Spiegel Online* and renamed *Der Spiegel* in 2020.

Der Spiegel is one of the five news portals with the widest reach in Germany, with around 270 million monthly visits. It is regarded as an established and trusted medium.

spiegel.de NewsGuard

 **Eine Überprüfung durch NewsGuard hat ergeben, dass diese Webseite allen neun grundlegenden Anforderungen an Glaubwürdigkeit und Transparenz entspricht.**

GLAUBWÜRDIGKEIT	TRANSPARENZ
 Es wurden nicht regelmäßig Falschinformationen veröffentlicht	 Die Webseite veröffentlicht Eigentumsverhältnisse und Finanzierung
 Journalisten recherchieren und veröffentlichen Informationen verantwortungsbewusst	 Werbung wird als solche gekennzeichnet
 Unterlaufene Fehler werden regelmäßig richtiggestellt	 Offenlegen der redaktionell Verantwortlichen, einschließlich möglicher Interessenskonflikte
 Klare Unterscheidung zwischen Nachricht und Meinung	 Es gibt Informationen über die Autorinnen und Autoren.
 Vermeiden irreführender Überschriften	

Visits	303.218.973	NewsGuard Rating	
Interactions Rank	5	Score	100/100

EPOCH TIMES


The Epoch Times is an international, multilingual newspaper with headquarters in New York. It was founded in 2000 by John Tang under the motto "Truth&Tradition" and is published in print and online.

The range of topics covers current world affairs with a special focus on China. The German edition often reports critically on crime in connection to immigration and is generally xenophobic and racist.

epochtimes.de 

 **NewsGuard empfiehlt Vorsicht bei der Nutzung dieser Webseite: Sie verstößt schwerwiegend gegen grundlegende journalistische Standards.**

GLAUBWÜRDIGKEIT	TRANSPARENZ
 Es wurden nicht regelmäßig Falschinformationen veröffentlicht	 Die Webseite veröffentlicht Eigentumsverhältnisse und Finanzierung
 Journalisten recherchieren und veröffentlichen Informationen verantwortungsbewusst	 Werbung wird als solche gekennzeichnet
 Unterlaufene Fehler werden regelmäßig richtiggestellt	 Offenlegen der redaktionell Verantwortlichen, einschließlich möglicher Interessenskonflikte
 Klare Unterscheidung zwischen Nachricht und Meinung	 Es gibt Informationen über die Autorinnen und Autoren.
 Vermeiden irreführender Überschriften	

Visits	4.440.000	 NewsGuard Rating
Interactions Rank	23	Score 15/100



Welt Online is the news portal of the Welt Group, which was launched back in 1995. The news portal delivers national news, that is written by more than 300 journalists and published daily on multiple news sources types.

With almost 160 million monthly visits and 24 million unique users, Welt Online is one of the most visited websites in Germany.

welt.de NewsGuard

Eine Überprüfung durch NewsGuard hat ergeben, dass diese Webseite allen neun grundlegenden Anforderungen an Glaubwürdigkeit und Transparenz entspricht.

GLAUBWÜRDIGKEIT	TRANSPARENZ
Es wurden nicht regelmäßig Falschinformationen veröffentlicht	Die Webseite veröffentlicht Eigentumsverhältnisse und Finanzierung
Journalisten recherchieren und veröffentlichen Informationen verantwortungsbewusst	Werbung wird als solche gekennzeichnet
Unterlaufene Fehler werden regelmäßig richtiggestellt	Offenlegen der redaktionell Verantwortlichen, einschließlich möglicher Interessenskonflikte
Klare Unterscheidung zwischen Nachricht und Meinung	Es gibt Informationen über die Autorinnen und Autoren.
Vermeiden irreführender Überschriften	

Visits	169.985.662	NewsGuard Rating
Interactions Rank	-	Score 100/100

Founded in 1905, the *Kronen Zeitung* is a classic tabloid medium from Austria. The affiliated website generates around 51 million visits per month.

The Krone sees itself as "the Internet portal for all Austrians and Internet users in the German-speaking world". Since false reports make up a big part of their news coverage, the *Kronen Zeitung* is viewed critically.

krone.at NewsGuard

NewsGuard empfiehlt Vorsicht bei der Nutzung dieser Webseite: Sie verfehlt mehrere grundlegende journalistische Standards.

GLAUBWÜRDIGKEIT	TRANSPARENZ
Es wurden nicht regelmäßig Falschinformationen veröffentlicht	Die Webseite veröffentlicht Eigentumsverhältnisse und Finanzierung
Journalisten recherchieren und veröffentlichen Informationen verantwortungsbewusst	Werbung wird als solche gekennzeichnet
Unterlaufene Fehler werden regelmäßig richtiggestellt	Offenlegen der redaktionell Verantwortlichen, einschließlich möglicher Interessenskonflikte
Klare Unterscheidung zwischen Nachricht und Meinung	Es gibt Informationen über die Autorinnen und Autoren.
Vermeiden irreführender Überschriften	

Visits	59.275.482	NewsGuard Rating
Interactions Rank	356	Score 59.5/100

Neue Zürcher Zeitung


Founded in 1780, the *Neue Zürcher Zeitung* is the most important leading medium in Switzerland.

With 26,381,296 visits per month, the *nzz.ch* website is one of the country's most widely spread online presences. With its liberal-conservative political orientation, the *NZZ* covers Swiss national news, and international news, with a focus on politics, business, and finance. Close cooperation with authorities, authors and news agencies make the *NZZ* and its website a transparent and credible primary medium.

nzz.ch 

 **Eine Überprüfung durch NewsGuard hat ergeben, dass diese Webseite allen neun grundlegenden Anforderungen an Glaubwürdigkeit und Transparenz entspricht.**

GLAUBWÜRDIGKEIT	TRANSPARENZ
 Es wurden nicht regelmäßig Falschinformationen veröffentlicht	 Die Webseite veröffentlicht Eigentumsverhältnisse und Finanzierung
 Journalisten recherchieren und veröffentlichen Informationen verantwortungsbewusst	 Werbung wird als solche gekennzeichnet
 Unterlaufene Fehler werden regelmäßig richtiggestellt	 Offenlegen der redaktionell Verantwortlichen, einschließlich möglicher Interessenskonflikte
 Klare Unterscheidung zwischen Nachricht und Meinung	 Es gibt Informationen über die Autorinnen und Autoren.
 Vermeiden irreführender Überschriften	

Visits	28.228.454	 NewsGuard Rating
Interactions Rank	-	Score 100/100

TV stations in the qualitative analysis

ARD	51
CNN	52
Fox News Channel	53



The consortium of the public broadcasters of the Federal Republic of Germany (ARD) was founded in 1950. It is part of the public broadcasting system and currently consists of nine state public service broadcasters and one foreign broadcaster.

The public television station *Das Erste* is a jointly owned by the ARD and the first television channel in Germany. The broadcaster was founded in 1952 as

Northwest German Broadcasting (NWDR), operated since 1954 under the name *Deutsches Fernsehen*, and since 1996 it was known as *Das Erste*. Colloquially, *ARD* is used as a synonym for the TV station.

Following ZDF, *Das Erste* is the station with the widest reach in Germany. Its flagship program, the **Tagesschau**, is the most widely covered news program on German television.



The multiple award-winning news channel *CNN* was founded in 1980 by Ted Turner. The station has several spin-offs and holdings in other television channels.

As the first founded station of this kind, it exclusively broadcasts news and reports on current events in various formats 24 hours a day. *CNN* is the second most popular news channel on the market after *Fox News* in terms of audience ratings.

Its coverage focuses on politics and the upcoming presidential election in the USA. A clear political direction cannot be assigned to *CNN*, but the relationship to the current president Trump is rather tense due to several incidents.



The *Fox News Channel* was founded in 1996 as a subsidiary of the publicly-owned media company *Fox Corporations*. *Fox News Radio* and *Fox Business Network* are spin-offs of the channel.

Since 2002, *Fox News* has been the news channel with the widest reach in the USA. What has significantly contributed to the development of its audience figures was the positive coverage of the second Iraq.

It reports in various formats on current events and its political position is considered conservative. The station is deemed a favorite of the incumbent U.S. President Donald Trump.

Data Information

Interactions Rank

It is determined by *NewsGuard* with the help of the web analytics program *NewsWhip*, which measures the number of interactions (likes, shares, comments) triggered by the social media content of news websites. Included in the ranking are interactions on *Facebook*, *Twitter*, and *Pinterest*.

Visits

Gathered by [IVW](#) and [Similarweb](#) (as of October 2020)

pressrelations and its partners are politically independent and do not support political parties, platforms, campaigns, or candidates. If you have any questions, please feel free to contact us.

Media Analysis of US Election

Appendix II: Top Journalists of the qualitative Analysis

Top 5 DACH Journalists by number of articles

Daniel Friedrich Sturm	WELT Online	61
Peter Winkler	NZZ	62
Roland Nelles	Spiegel Online	63
Oliver Trenkamp	Spiegel Online	64
Marc Pitzke	Spiegel Online	65

Daniel Friedrich Sturm



Bochum-based political scientist and US correspondent for the conservative newspapers *Die Welt* & *Welt am Sonntag* since 2018. Before that, he worked as their politics editor. The 47-year-old journalist previously covered the inner workings of the SPD as a **parliamentary correspondent**, for which he was awarded the

Willy Brandt Prize for the Promotion of Young Scientists.

Sturm has published various books, including biographies on **Sigmar Gabriel** and **Peer Steinbrück**, as well as a critical overview of the SPD. He started using *Twitter* in 2011 and currently has around **5200 followers**.



Number of articles

64

Reach

311 Mio.



Twitter 5.334

WELT (Print) 1.967.800

WELT Online 4.900.000

Peter Winkler



Born in 1956. Since 1991 is a journalist in the foreign affairs editorial board of *NZZ*. He studied English in Zurich. Worked for the *Winterthurer Landbote*, the *Swiss Dispatch Agency*, the radio station *DRS 3* and the *ICRC*.

His articles deal in particular with the upcoming election in the USA and current political developments. Winkler does not have a *Twitter* account and is not otherwise active on social media platforms.



Number of articles

52

Reach

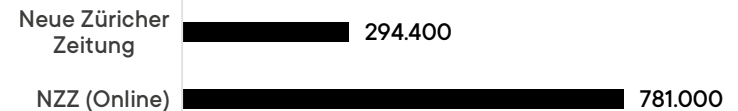
42 Mio.

Neue Zürcher Zeitung

Die Regierung der USA wird zur Requisite in der Trump-Show

Das Prinzip Trump ist der Grund, warum Amerikas Republikaner kein Wahlprogramm nötig haben

Amerikas Tech-Firmen wälzen Notfallpläne für die Wahlen



Roland Nelles



Born in 1971. German journalist and chief correspondent for *SPIEGEL ONLINE* since 2017. Studied political science from 1994 to 1999. He later worked as an editor at *Die Welt*, as head of politics in *Die Woche*, and as a correspondent at *SPIEGEL*.

His articles focus on the US and particularly on President Donald Trump. He extensively covered Mueller's Russia investigation. Nelles also reports on the White House, as well as on domestic and foreign affairs.

Nelles has a *Twitter* account with around 9600 followers.



SPIEGEL ONLINE

Number of articles

40

Reach

346 Mio.

Finale des Republikaner-Parteitags

Trumps Superspreader-Event

Eine Analyse von **Roland Nelles** und **Leonie Voss** (Video)

Das Weiße Haus als Kulisse, ein Feuerwerk zum Finale: Zum Abschluss des Republikaner-Parteitags setzte US-Präsident Trump auf eine Mischung aus Show und Schocktherapie. Vor 1500 Gästen. Corona - war da was?

28.08.2020, 11.15 Uhr

US-Wahlkampf

Das Märchen vom erfolgreichen Trump

Eine Analyse von **Roland Nelles**, Washington

Der US-Präsident rühmt sich mit einer hervorragenden Bilanz - so will er Wechselwähler erreichen. Dabei ist er selbst bei sehr freundlicher Betrachtung allenfalls ein durchschnittlicher Regierungschef.

29.08.2020, 09.50 Uhr

Twitter 9.627

Spiegel Online 8.900.000

Oliver Trenkamp



Born in 1979, he trained as a journalist at the *Henri Nannen School*, after studying political science. Trenkamp has been the managing editor of the *Spiegel* since the fall of 2018 and the chief editor since January 2019.

Wrote for *Tagesspiegel*, *Essen & Trinken*, *Frankfurter Allgemeine Zeitung*, from 2008 at *Spiegel*. He teaches at universities and journalism schools and hosts workshops on journalistic writing.



Number of articles

39

Reach

338 Mio.



Twitter 5.100

Spiegel Online 8.900.000

Marc Pitzke



Born in 1963 in Solingen. German journalist and since 2003 US correspondent of *SPIEGEL ONLINE*. Studied at the *Ludwig-Maximilians-University Munich*, the *German School of Journalism (DJS)*, and *Columbia University, School of Journalism*.

Afterwards, in 1995 he worked as a US correspondent for *Die Woche*. Freelancer for media such as *GEO*, *Merian*, *Frankfurter Allgemeine Sonntagszeitung* and *Tagesspiegel*.

In 2006, he published a book titled "*Five after Zero. September 11 and the Rebirth of New York*".

Pitzke runs a *Twitter* account, which has over 6700 followers.

Die Lage: USA 2020

Verbrannte Erde Amerika

Von Marc Pitzke, US-Korrespondent



Während im Westen der USA die Wälder brennen, legt Präsident Trump die politische Kultur in Schutt und Asche - jetzt auch beim Debakel der TV-Debatte. Ob sich das Land davon erholen kann, ist ungewiss.

Trotz Corona-Erkrankung

Die Trump-Show muss weitergehen

Selbst vom Krankenbett aus versucht Donald Trump, sich als starker Mann zu inszenieren. Seinen Aufenthalt im Militärhospital nutzt er für PR und Ablenkungsmanöver. Sein wahrer Zustand bleibt im Dunkeln. Von Marc Pitzke, New York

5. Oktober 2020, 12:49 Uhr



SPIEGEL ONLINE

Number of articles

32

Reach

276 Mio.

Twitter

6.700

Spiegel Online

8.900.000

Top 5 DACH Journalists by Reach

Herbert Bauernebel	BILD	67
Roland Nelles	Spiegel Online	68
Daniel Friedrich Sturm	WELT Online	69
Marc Pitzke	Spiegel Online	70
Heiko Roloff	BILD	71

Herbert Bauernebel



Born in 1965, lives in New York and has worked as a US correspondent since 1999. He currently works for the *Bild Zeitung*, *Oe24 TV*, and *Austria*. He runs the blog *Amerika Report*. It covers analysis and news and politics, with a focus on the White House.

As the author of the book "Und die Luft war voller Asche: 9/11 - der Tag, der mein Leben verändert" ("And the air was full of ashes: 9/11 - the day that changed my life") he processes his experience of 9/11.



Number of articles

26

Reach

363 Mio.



Roland Nelles



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29.08.2020, 09.50 Uhr

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Number of articles

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Twitter 5.334

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Verbrannte Erde Amerika

Von Marc Pitzke, US-Korrespondent



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5. Oktober 2020, 12:49 Uhr



Number of articles

32

Reach

276 Mio.

Twitter 6.700

Spiegel Online 8.900.000

Heiko Roloff



Heiko Roloff is US correspondent for the *Bild Zeitung* with over 600 published articles. There is no information available on his education or previous activities.

Roloff has a *Twitter* account which has 180 followers.

However, he does not use it primarily to distribute his contributions. Since 2009, 737 tweets have been written from his profile.



Number of articles

18

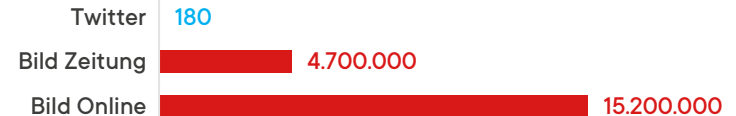
Reach

272 Mio.

TRUMPS KRÖNUNGS-PARTEITAG
Alle Augen auf Melania Trump

BILD-US-REPORTER HEIKO ROLOFF: ICH SAGE VORAUSS
Trump wird stürzen!

US-WAHLKAMPF
Donald Trump rechnet mit Michelle Obama ab
„Ohne ihren Mann wäre ich nicht im Weißen Haus“



Top 5 US Journalists by number of articles

Jim Hoft	The Gateway Pundit	73
Charlie Spiering	Breitbart	74
Cristina Laila	The Gateway Pundit	75
Joel Pollak	Breitbart	76
Hannah Bleau	Breitbart	77

Jim Hoft



Founder and editor-in-chief of the news site *The Gateway Pundit*. Studied biology at *Loras College*, then worked in human relations. In 2013 Hoft received the *Reed Irvine Accuracy in Media Award* and in 2015 the *Breitbart Award*.

In 2013 Hoft received the *Reed Irvine Accuracy in Media Award* and in 2015 the *Breitbart Award*.

Hoft worked as a co-producer on the documentary "*Hating Breitbart*".

Hoft has a YouTube channel with around 3800 subscribers. His *Twitter* has nearly 310 000 followers.

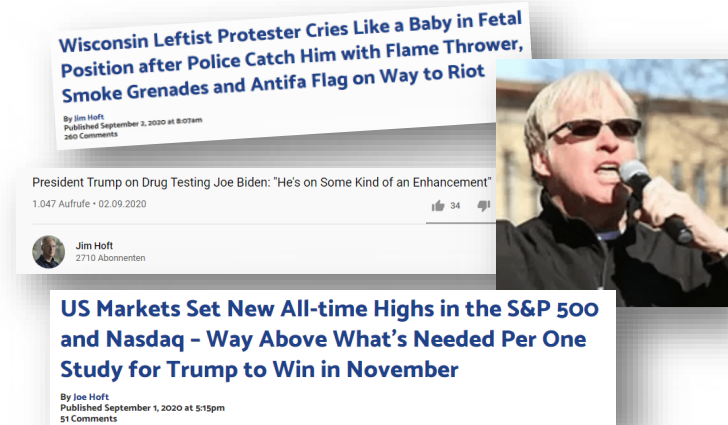


Number of articles

1.376

Reach

344 Mio.



Charlie Spiering



Since 2014 he has been the White House correspondent at news website *Breitbart News*. He studied historical sciences.

Subsequently worked at *Rappahannock News* and as author of opinion articles for the conservative newspaper *Washington Examiner*.

Since 2010, Spiering has had a *YouTube* channel which now has over **2700 subscribers**. His *Twitter* account currently has around 44 000 followers.



Number of articles

630

Reach

833 Mio.

DONALD TRUMP: PEOPLE IN THE 'DARK SHADOWS' ARE PULLING JOE BIDEN'S STRINGS



Charlie Spiering @charliespiering · 31. Aug.
Biden leaves the stage - not taking questions

14

42

90



Twitter 47.500

YouTube 2.700

Breitbart 1.500.000

Cristina Laila



Cristina Laila started writing for the right-wing news website *The Gateway Pundit* in 2016 as Associate Editor. She also writes for the media *Russia Insider*, *Citizens Journal* and *Pace News*. She also gives radio interviews on **conservative broadcasters** like *KTLK*.

During the 2016 presidential election, she was a **leading social media influencer** for Donald Trump. In the same year, she also ran a blog in which she shared articles from other **right-wing** news portals.

Laila runs a *Twitter* account that has around **84 500 followers**.



Number of articles

617

Reach

154 Mio.



Twitter 83.600

Gateway Pundit 250.000

Joel Pollak



Senior editor at *Breitbart* and author of several books. From 2002 to 2006 he was employed as a speechwriter for Tony Leon. In 2010 he ran for Congress as a Republican from Illinois.

Studied social sciences, environmental science, and public policy at *Harvard University*. Graduated magna cum laude. Afterwards got a master's degree in Jewish Studies at the *University of Cape Town*.

Even though he was quite liberal in his early years, today Pollak calls himself a Tea Party Republican. Pollak operates a *Twitter* account that has around 146 000 followers.



Number of articles

556

Reach

746 Mio.



Twitter 147.317

Breitbart 1.500.000

Hannah Bleau



Reporter for *Breitbart*. Information about education, as well as previous activities, is not available.

More than 3000 articles are credited to the author. Bleau owns a *Twitter* account, which has nearly 4000 followers.



Number of articles

479

Reach

643 Mio.

No Spike in Florida Coronavirus Cases Despite No Mask Mandate
By Hannah Bleau
breitbart.com — There has been no spike in cases of the Chinese coronavirus in Florida over the last two weeks, despite Gov. Ron DeSantis (R) lifting key coronavirus restrictions and nixing the enforcement of local mask mandates across the Sunshine State last month. On September 25, Gov. DeSantis took a major step, lifting key coronavirus restrictions at the state level.



TIMELINE: JOE BIDEN'S REPEATED FLIP-FLOPS ON A NATIONWIDE MASK MANDATE

Twitter | 3.800

Breitbart | 1.500.000

Top 5 US Journalists by Reach

Joseph Wulfsohn	Fox News Channel	79
Philip Bump	The Washington Post	80
Jennifer Rubin	The Washington Post	81
Brooke Singman	Fox News Channel	82
Paul Steinhauser	Fox News Channel	83

Joseph Wulfsohn



Joseph Wulfsohn is Media journalist at *Fox News*. He studied cinema arts, science, and screenwriting at *Columbia College Chicago* and graduated with a Bachelor of Arts. He has worked for *Mediaite*, a mainstream political news site, *The Federalist*, a conservative online magazine, and *The Daily*

Caller, an equally conservative right-wing news site.

Wulfsohn operates a *Twitter* account that has around 3600 followers.



Number of articles

354

Reach

2.066 Mio.



Twitter 3.700

Fox News (Online)

6.300.000

Philip Bump



Domestic correspondent for *The Washington Post*. He covers the latest and most important events in the country. Before joining *The Washington Post*, he ran a political column in *Atlantic Wire*. Bump studied at *Ohio State University* and then wrote for many different media and newspapers. He has also worked as a Senior Adobe Designer.

Bump runs a *Twitter* account that has about 140,000 followers.

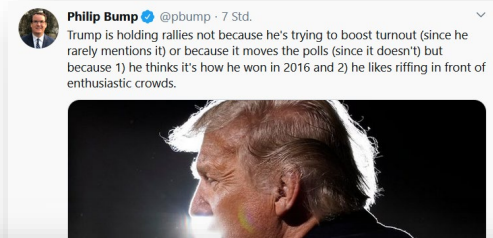


Number of articles

249

Reach

1.781 Mio.



Politics Analysis

Trump's campaign isn't gaining the traction it thinks it is

Nor is there any clear value to his rallies.

Oct 12, 2020

Politics Analysis

Why Trump is losing

A new poll breaks down shifts since 2016 in detail.

Oct 9, 2020



Twitter | 141.700

Washington Post | 7.400.000

Jennifer Rubin



Columnist for *The Washington Post* and a journalist for MSNBC. Despite being a conservative journalist, Rubin has publicly condemned the Trump administration. Juris Doctor of law and history, as well as a Bachelor of Arts at the *University of California* at Berkeley.

Rubin worked as a labor law attorney for 20 years. In 2005 she switched to journalism. This was followed by activities for *Commentary*, *PJ Media*, *Human Events*, *The Weekly Standard*, *Politico*, the *New York Post*, the *New York Daily News*, *National Review* and the *Jerusalem Post*.

Rubin operates a *Twitter* account that has around 490 000 followers.

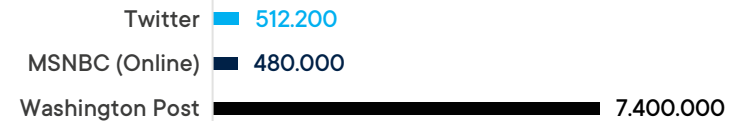


Number of articles

243

Reach

1.735 Mio.



Brooke Singman



Fox News reporter. Her focus is on political issues. Singman studied journalism at the *University of Boston*, where she worked as a reporter for many campus and university associations.

Singman has a *Twitter* account that has almost 33,000 followers. There she mainly shares political contributions.

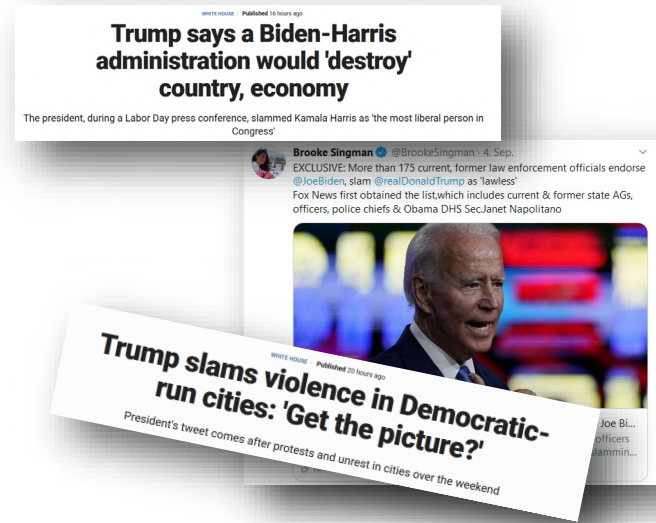


Number of articles

272

Reach

1.580 Mio.



Twitter | 33.600

Fox News (Online) | 5.500.000

Paul Steinhauser



Paul Steinhauser is a **reporter** at *Fox News* who is focused mainly on politics. Studied **journalism** at the *University of Boston*. He previously worked for *NH1* and *CNN*, where he helped win *CNN* an award for his political blog.

Currently, Steinhauser writes a **weekly political newsletter** "*THE 603*"; and he also appears on the news program of *NHTalkRadio.com*, "*New Hampshire Today with Jack Heath*".

It is important to note that Paul Steinhauser is based in **New Hampshire**, which is a critical voting state.

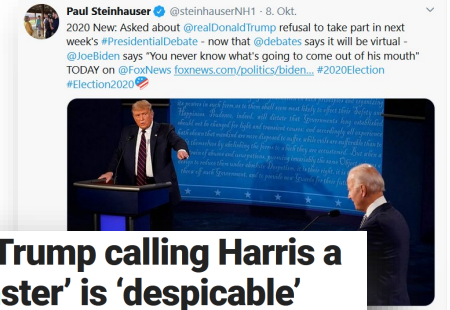


Number of articles

252

Reach

1.467 Mio.



Biden: Trump calling Harris a 'monster' is 'despicable'

Biden takes aim at Trump over alleged plot to kidnap Michigan governor

Vice presidential debate pays off for Biden

Biden reports surge in fundraising surrounding Harris-Pence face-off

Twitter 16.000

Fox News (Online)

6.300.000

Data Information

Number of articles

The number of articles for the period of the analysis (Aug 01 to Nov 04)

Reach

The total reach of all articles added up for the period of the analysis (Aug 01 to Nov 04)

Twitter | YouTube Statistics

As of October 2020

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