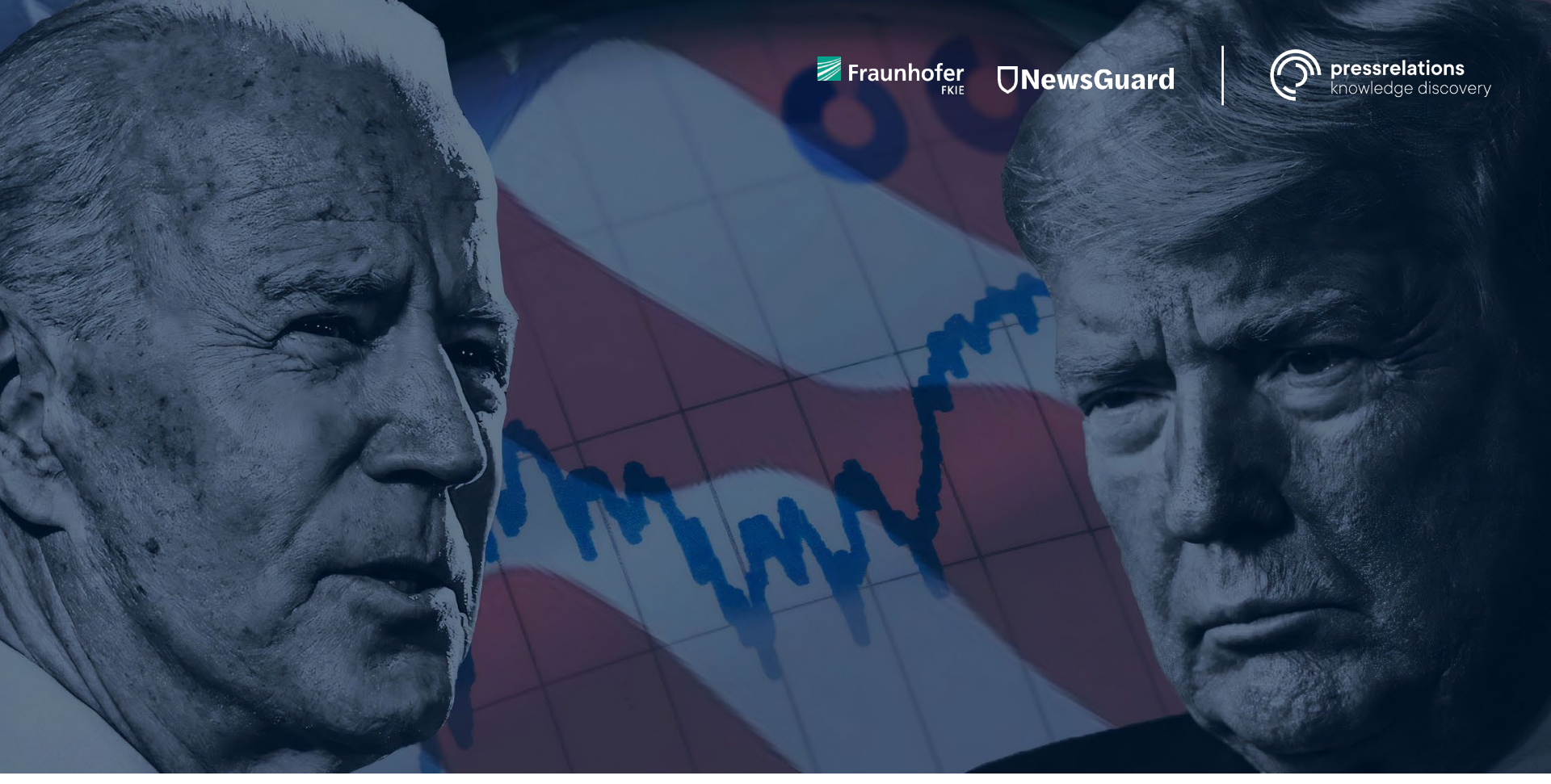
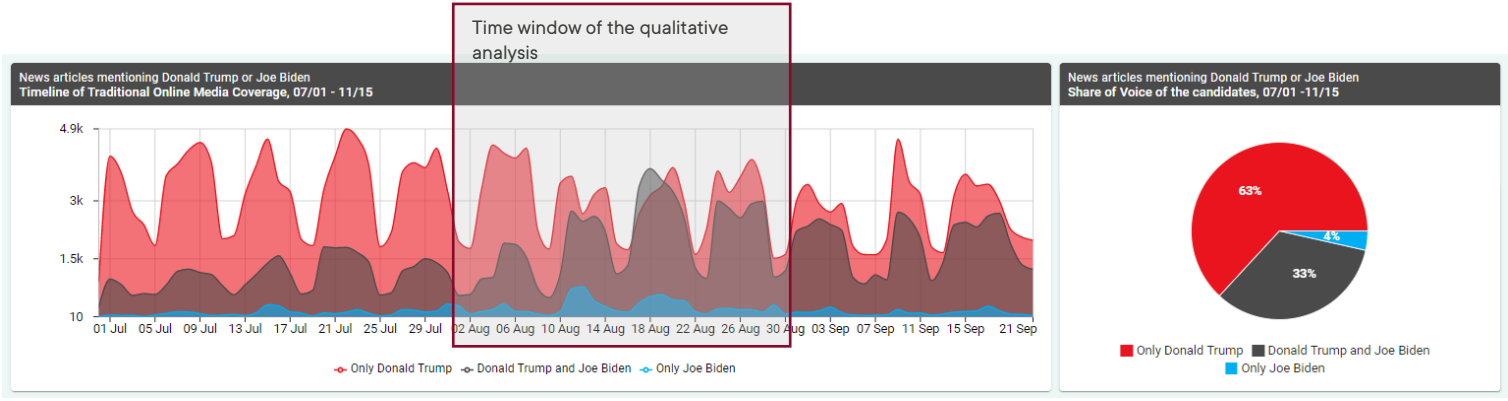


Media Analysis of the US Election: August 2020

Insights from **pressrelations**

Introduction

In cooperation with the **Fraunhofer Institute for Communication, Information Processing and Ergonomics FKIE** and **NewsGuard**, **pressrelations** is conducting am in-depth media analysis that sheds light on the **role of disinformation in the 2020 US election**.



Link to the InfoBoard

The basis for this quantitative, fully automated media analysis is formed by **426 online media sources** from **five countries**.
The data from 16 of those media sources was coded by **pressrelations analysts**, according to **qualitative criteria**. The selected media sources included **eight US media sources** and **eight online media sources from Germany**, **Austria** and **Switzerland** (**D-A-CH**), which were analyzed for the period from August 1 to August 31, 2020.
In addition, **TV coverage** of **CNN**, **FOX News** and **ARD** was examined.

Methodology

This analysis includes the **assessment and mapping of the media landscape** from different perspectives and is based on **extensive data collection from media reports** made public on the Internet or on TV channels.

The amount of news about the 2020 US election campaign is immense. The volume of articles therefore made it necessary to restrict the media set to a few select media sources. The **selection of media** was based on **the potential reach and the volume of contributions** of the respective sources. Despite this restriction, a total of **13,203 posts** were coded in August alone. All articles that addressed at least one of the four candidates running for the American presidency and vice presidency were examined.

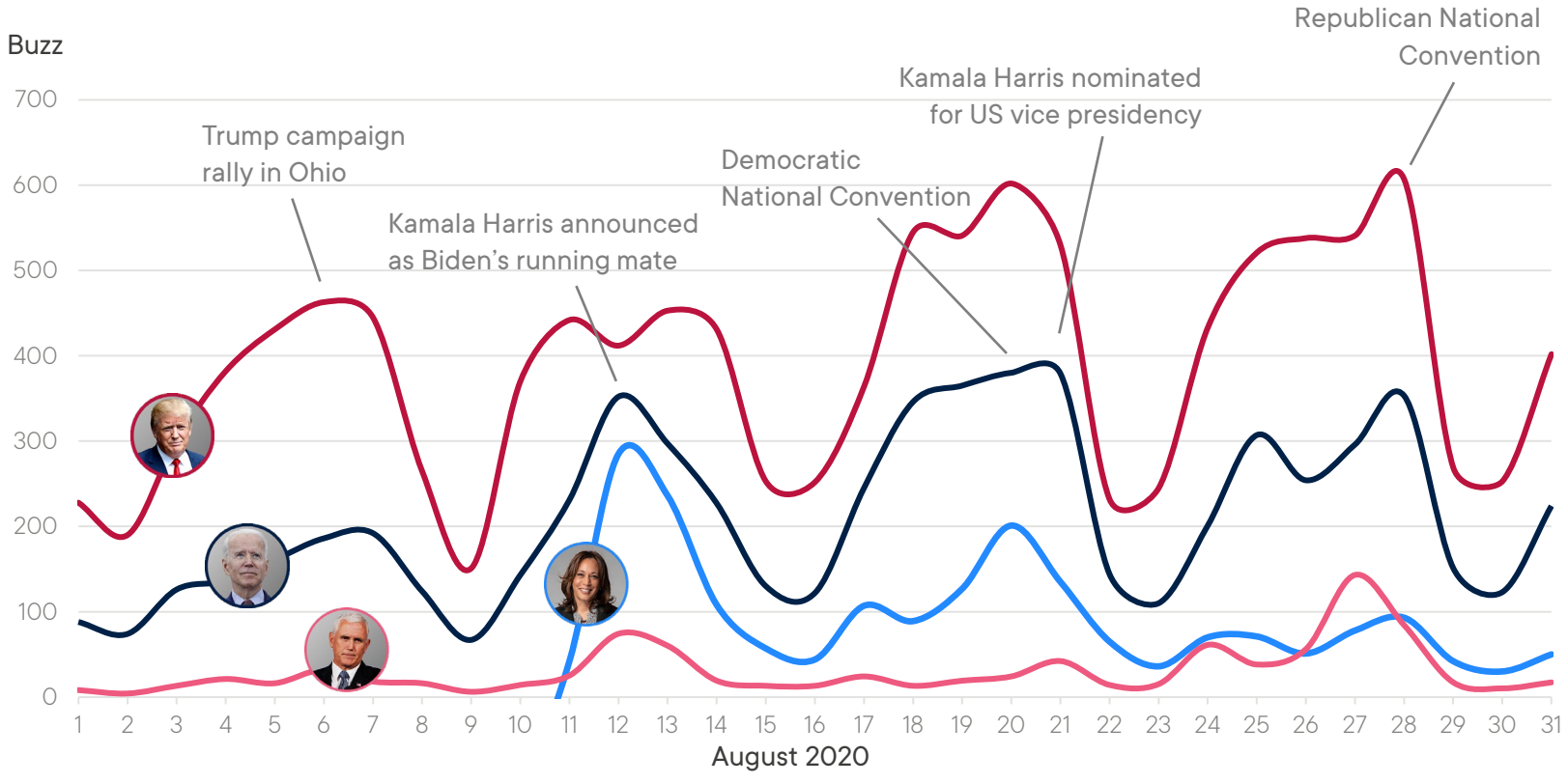
In order to **measure the degree of credibility and disinformation** in the reporting on the candidates, the credibility and transparency of the source were defined as an essential analysis criterion in addition to the tonality of the reporting. For this purpose, **pressrelations** works with the **NewsGuard Score** - a rating system for online news sites. Media sources are analyzed by trained journalists based on nine criteria for credibility and transparency, and rated according to a point system, with the maximum being 100 points. If a media achieves a score lower than 60, it does not meet journalistic standards and is marked in red. Pages classified as credible are given a green icon. (For an explanation of the NewsGuard score, see 29 in the Appendix). In order to show potential differences in election campaign reporting from trustworthy and untrustworthy sources, four sources were selected from both US and D-A-CH media. (Media set see 32 ff. in the Appendix). The analysis - which was based on a media set (excluding TV) consisting equally of media with a Newsguard score above[1] or below[2] 60 - also checked all articles for the presence of disinformation and coded them. The underlying definition can be found e.g. at bpb. In this regard, a distinction was made between two categories of disinformation: If the whole article contains misinformation or if it is an (in-)direct quote of a candidate with misinformation.
Therefore, the code "Disinformation: yes" was divided into two subcodes: "Disinformation: whole article" or "Disinformation: statement by candidate". To assess whether it is disinformation, several websites specialized in detecting, checking and correcting misinformation were used Politifact, FactCheck.org, AP News, CNN.

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

[1] Fox News (U.S), The New York Times (U.S), The Washington Post (U.S), USA Today (U.S), Der Spiegel (D), Welt (GER), Neue Zürcher Zeitung (CH)
[2] Breitbart News (U.S), Daily Wire (U.S), The Gateway Pundit (U.S), TMZ (U.S), RT Deutsch (GER), The Epoch Times Deutschland, Kronen Zeitung (CH), jouwatch (GER)

Coverage Over Time

Highs and lows in the media coverage of the candidates



Media Coverage

High levels of exclusive coverage of Trump

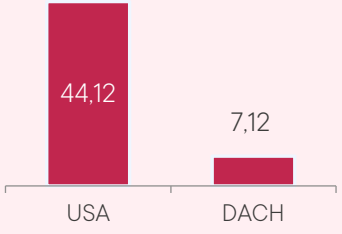
Trump

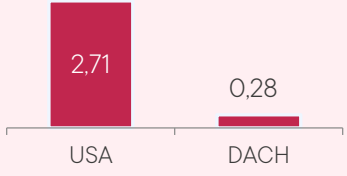
Articles Exclusive Focus Marginal

2359	4271	5015

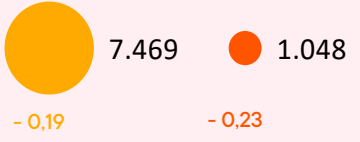
trustworthy	not trustworthy

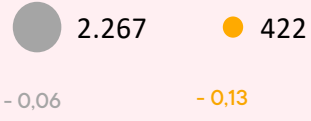
Reach in billions





Articles and Ø Tonality



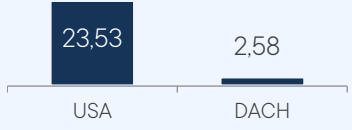


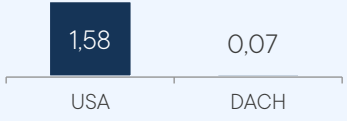
Articles Exclusive Focus Marginal Mention

974	2373	3037	152

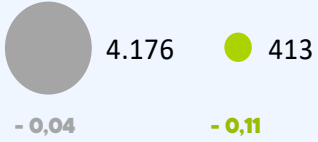
trustworthy	not trustworthy

Reach in billions





Articles and Ø Tonality



Biden

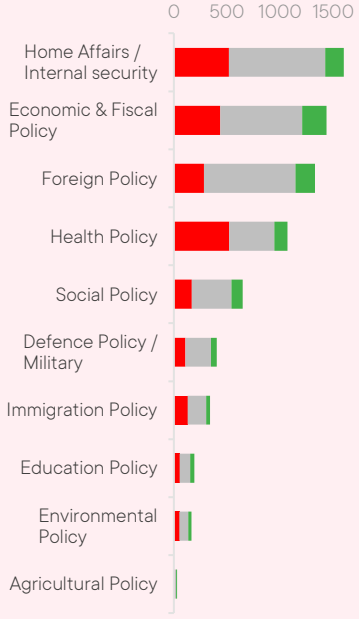
negative positive
-1 1

Policy Areas & Topics

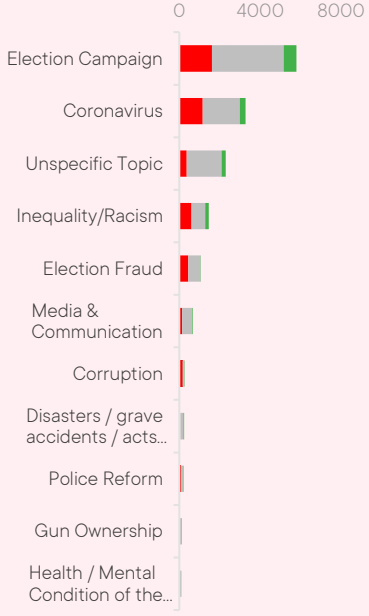
Similar priorities for both candidates

Trump

Policy Areas by mention & tonality

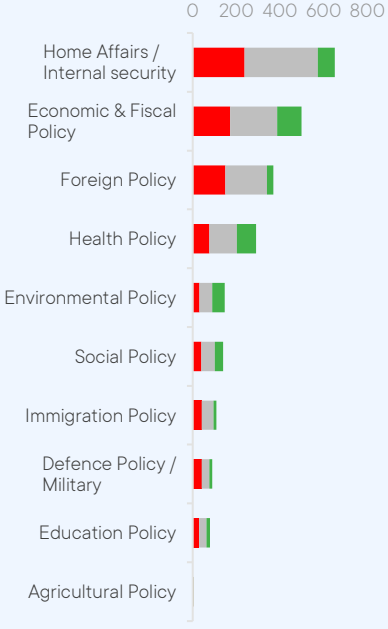


Topics by mention & tonality

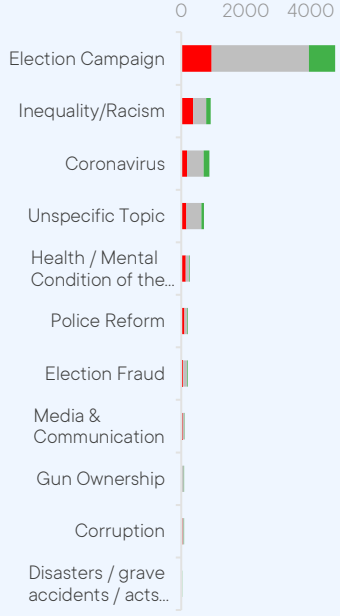


Biden

Policy Areas by mention & tonality

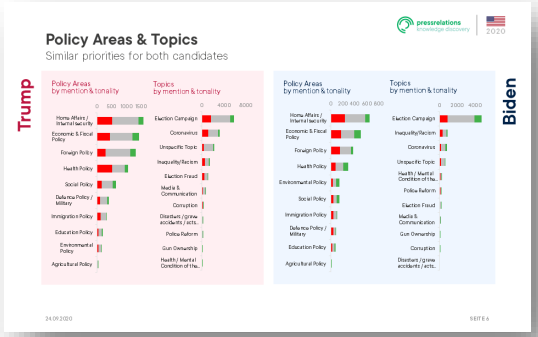


Topics by mention & tonality



Policy Areas & Topics

Comments and remarks



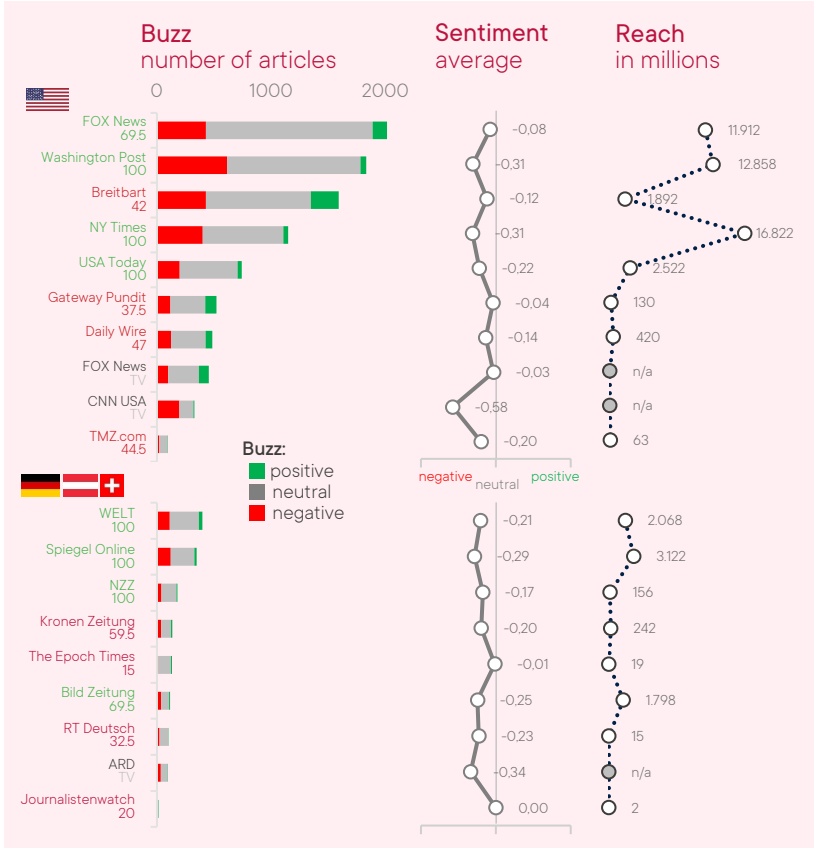
The ranking of the **policy areas** is identical for both candidates with regard to the first four positions. This is not surprising as Biden appears in only **four percent** of all posts without a mention of Trump. However, based on the relative distribution in the policy areas **Home Affairs / Internal Security** and **Environmental Policy**, the challenger was able to position himself stronger by 5.2 and 4.0 percentage points respectively. When it comes to Environmental Policy, Biden also benefits from Kamala Harris and her commitment to the “Green New Deal”. Trump, on the other hand, dominates the political areas of **Social Policy** and **Foreign Policy**. The reporting is mostly neutral for both. Reports tend to be negative in the areas of Health Policy (Trump) and Defense Policy (Biden). In **Agricultural Policy**, both have the highest proportion of positive reporting.

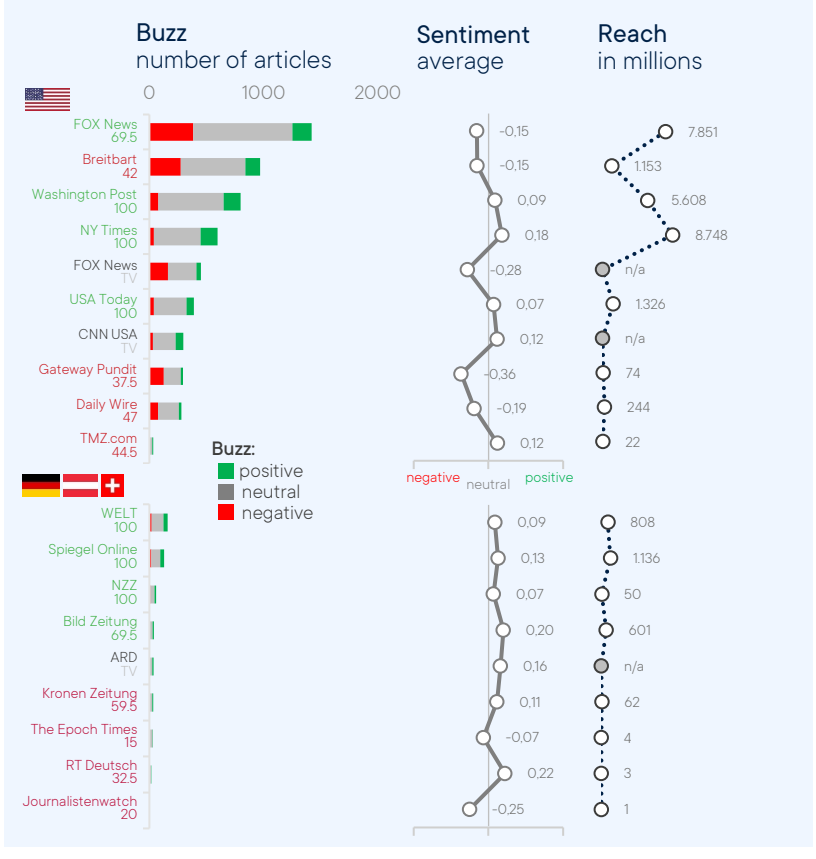
For Trump, the topic “**Corruption**” (61%) harbors the greatest proportion of **negative reporting**. 41% also reported in a negative light about Trump regarding the subjects of "Inequality / Racism" and "Election Fraud".
The main topic regarding Joe Biden is the election campaign - 58% of the articles refer to it. These are **mostly neutral** in sentiment. Most of the **negative** reports are related to his **mental health** (52%). On the other hand, Trump receives a huge amount of coverage in connection with the coronavirus pandemic. The pandemic only comes third for Biden, after the topic of equality and racism.

Media Sources & NewsGuard Score

Fox News, Washington Post, and New York Times dominate in terms of coverage

Trump





Biden

For an explanation of the NewsGuard Score, see Appendix | trustworthy not trustworthy

Media Attention & Tonality

US and D-A-CH media in comparison

negative neutral positive

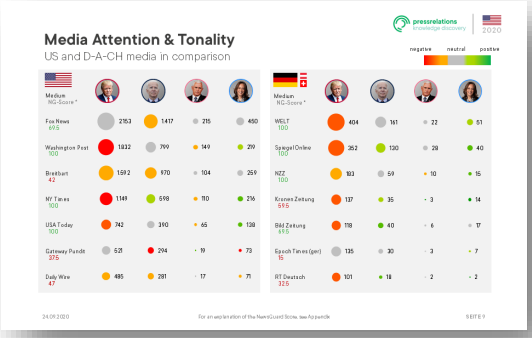
Medium NG-Score *				
Fox News 69.5	2.153	1.417	215	450
Washington Post 100	1.832	799	149	219
Breitbart 42	1.592	970	104	259
NY Times 100	1.149	598	110	216
USA Today 100	742	390	65	138
Gateway Pundit 37.5	521	294	19	73
Daily Wire 47	485	281	17	71

Medium NG-Score *				
WELT 100	404	161	22	51
Spiegel Online 100	352	130	28	40
NZZ 100	183	59	10	15
Kronen Zeitung 59.5	137	35	3	14
Bild Zeitung 69.5	118	40	6	17
Epoch Times (ger) 15	135	30	3	7
RT Deutsch 32.5	101	18	2	2

For an explanation of the NewsGuard Score, see Appendix

Media Attention & Tonality

Comments and remarks

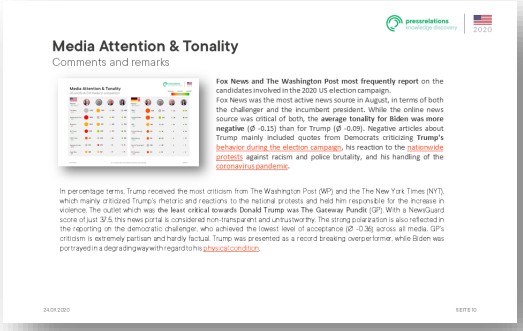


Fox News and The Washington Post most frequently report on the candidates involved in the 2020 US election campaign.
Fox News was the most active news source in August, in terms of both the challenger and the incumbent president. While the online news source was critical of both, the **average tonality for Biden was more negative** (Ø -0.15) than for Trump (Ø -0.09). Negative articles about Trump mainly included quotes from Democrats criticizing **Trump's** behavior during the election campaign, his reaction to the nationwide protests against racism and police brutality, and his handling of the coronavirus pandemic.

In percentage terms, Trump received the most criticism from The Washington Post (WP) and the The New York Times (NYT), which mainly criticized Trump's rhetoric and reactions to the national protests and held him responsible for the increase in violence. The outlet which was **the least critical towards Donald Trump was The Gateway Pundit** (GP). With a NewsGuard score of just 37.5, this news portal is considered non-transparent and untrustworthy. The strong polarization is also reflected in the reporting on the democratic challenger, who achieved the lowest level of acceptance (Ø -0.36) across all media. GP's criticism is extremely partisan and hardly factual. Trump was presented as a record breaking overperformer, while Biden was portrayed in a degrading way with regard to his physical condition.

Media Attention & Tonality

Comments and remarks



Posts about **Joe Biden in The New York Times** have a wide reach and a positive tone. The Washington Post's coverage of Joe Biden is neutral. Both news outlets are clearly **negative in their assessment of Donald Trump**. **Kamala Harris** is reported on more frequently and more positively in the analyzed US media than Mike Pence.

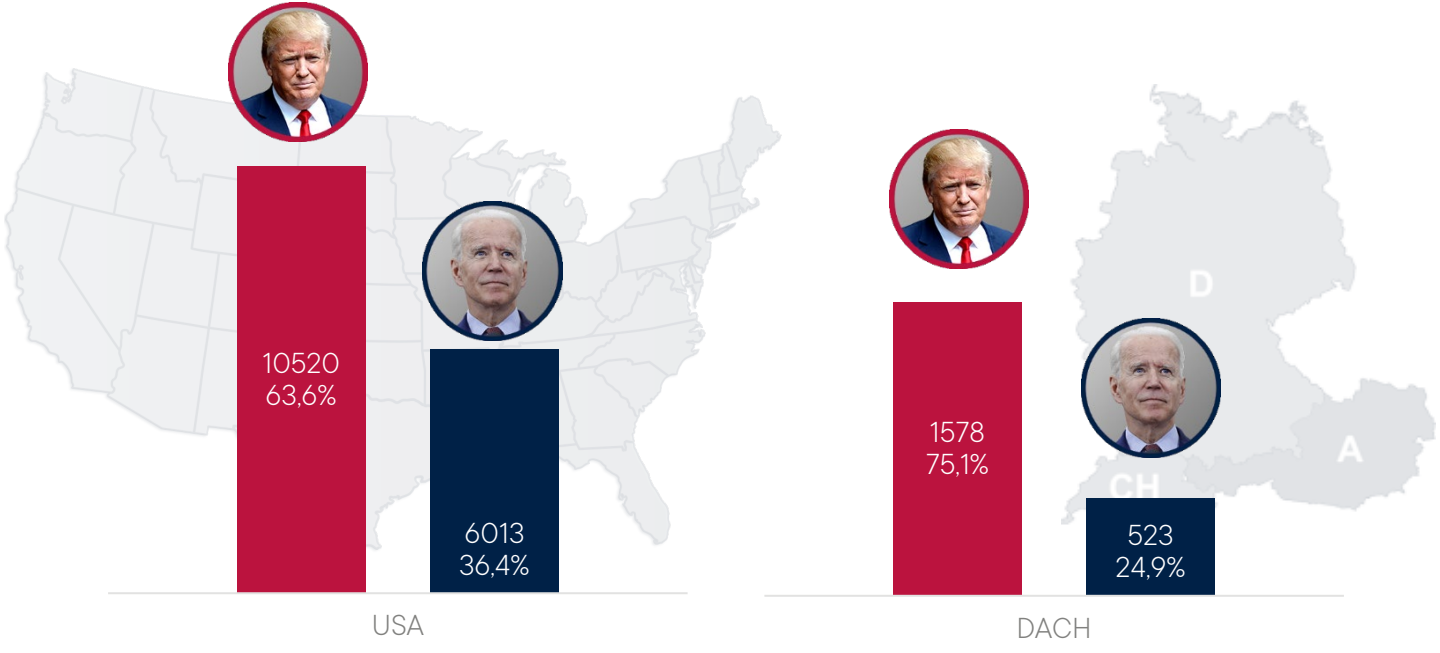
US media with an **NG score below 60 are neutral to critical of Trump and Biden**, but they are critical of Harris and **positive of Mike Pence**. The number of articles and the range are limited here.

The selected media sources from **German-speaking countries** are predominantly characterized by **critical reporting on Trump**. The two media outlets with the highest reach (WELT and Spiegel Online) **rate Joe Biden neutral to slightly positive** and are rather negative when it comes to Trump. The newspaper Bild writes comparatively little about Joe Biden, but very positively. The **NZZ** is the least critical media outlet towards the incumbent president from those with an NG score of 100. As in US media, **Mike Pence hardly receives any media attention here as well**. The German-language media set reports mostly positive about **Kamala Harris**.

USA vs. D-A-CH

Trump receives much higher media attention globally

Trump achieved significantly **higher media coverage** than his challenger Biden in both European and US media. However, **European media's interest** in the 2020 US election is lower and more focused on the incumbent Trump.

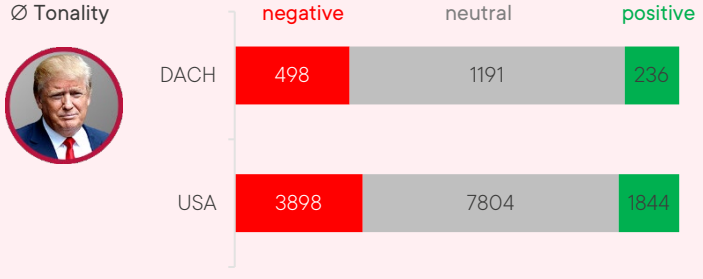


USA vs. D-A-CH

Biden is portrayed more positively in German-language media sources

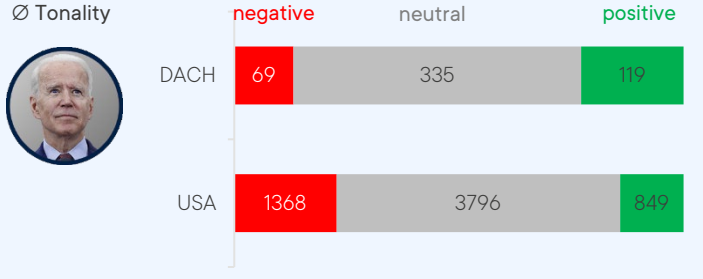
Trump

Trump's tonality distribution in US and German-language media is similar, but **German-language media reports are even more critical** of the US president on average. In both regions, Trump had an average negative tonality of -0.16 (USA) and -0.20 (DACH).



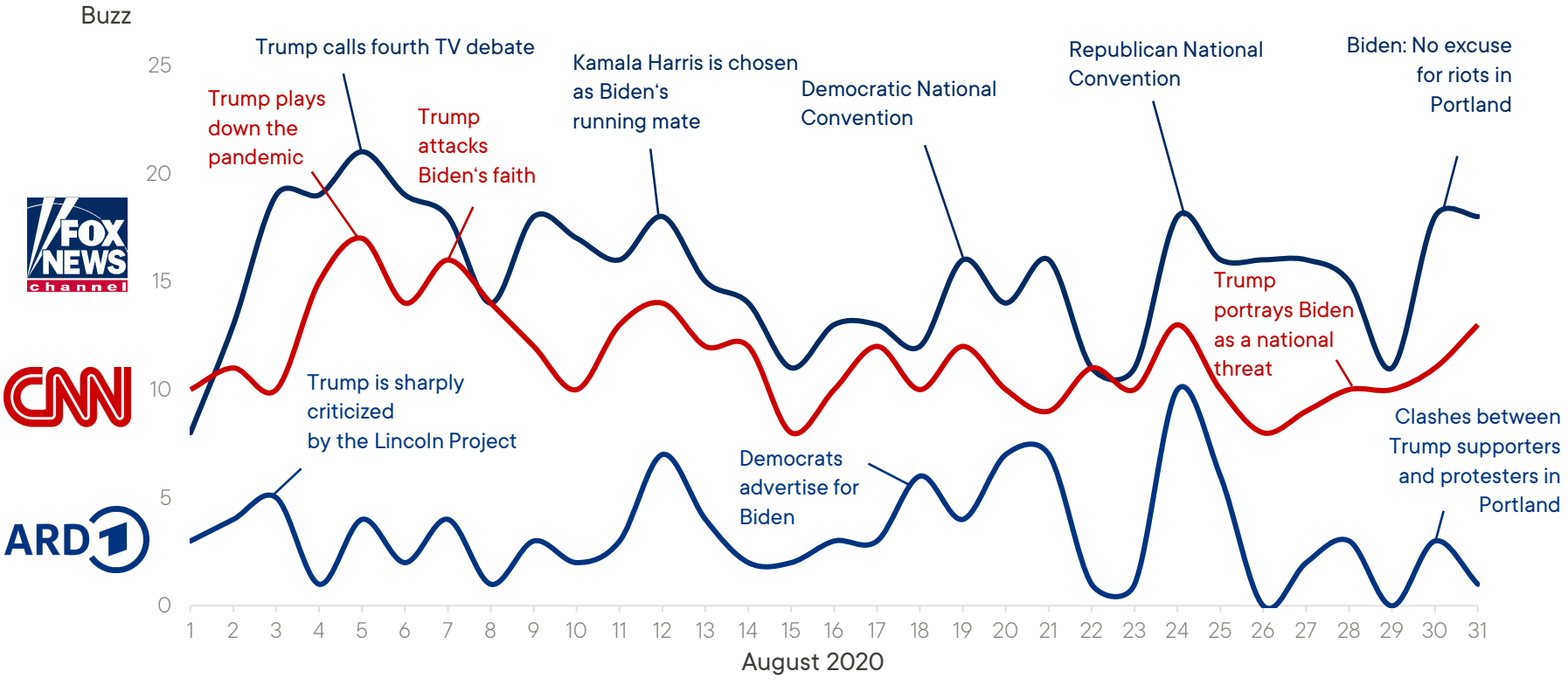
In contrast to Trump, **Biden** received a **positive tonality average** (+0.09) in German-speaking countries and a less negative one (-0.08) in the USA. In German-speaking media, Biden has often been portrayed as the **challenger** who is supposed to restore order to international relations, constant protests, and violent incidents in the USA, which have been damaged by Trump.

Biden



TV Coverage Over Time

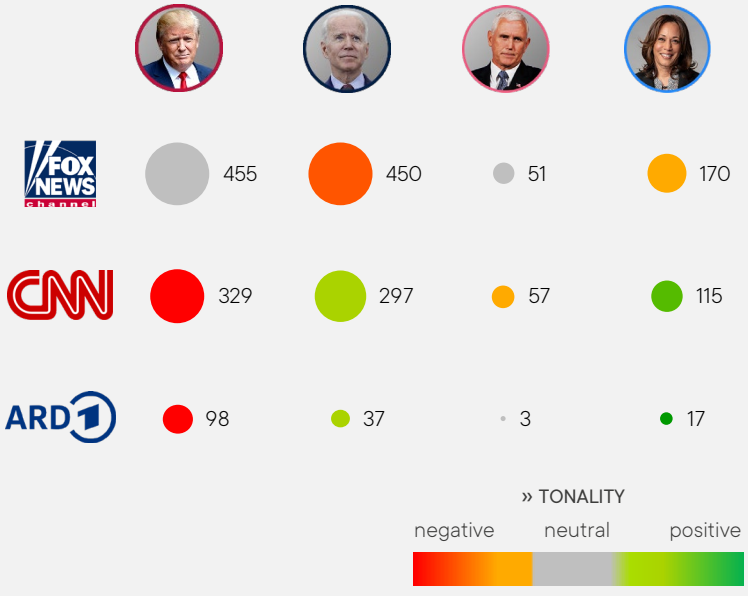
Highs and lows in the TV coverage of the candidates



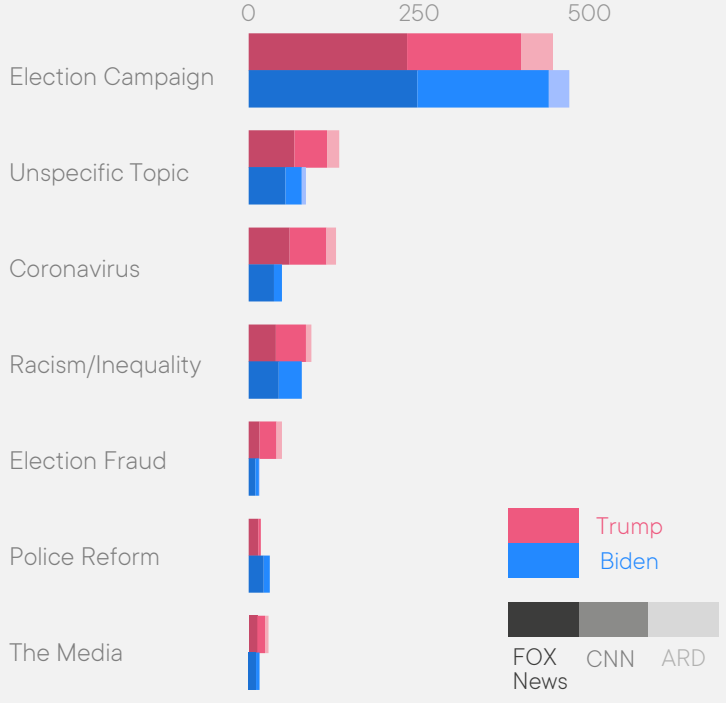
TV Coverage

Media exposure and Tonality

TV media buzz
of candidates

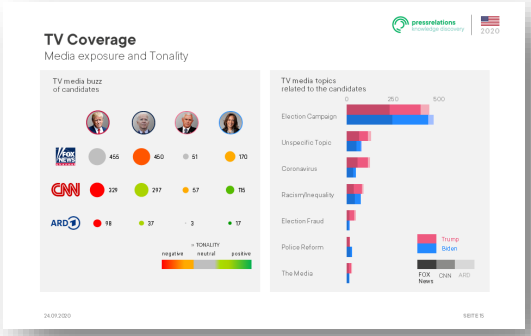


TV media topics
related to the candidates



TV Coverage

Comments and remarks



FOX News shows stronger rejection of Biden on TV than on the website. On **FOX News Channel**, Biden is subjected to the most criticism (Ø -0.28) on TV formats such as „*FOX and friends*“ and similar programs that feature conservative influencers.

While **FOX News** presents Trump mostly in a neutral light, the average rating is still slightly negative (-0.04). **CNN**, on the other hand, **criticizes Trump in 60% of their reports**, which leads to a highly negative average tonality of -0.58. The German public television station **ARD** is not as harsh in its reporting as CNN, but with an average tonality of -0.33 and only 3% positive content on Trump, it shows a similar tendency to CNN.

While the FOX News TV channel presents **Biden in a clearly negative way** (-0.28), he achieved positive and similar average sentiments at CNN (+0.12) and also at the public German TV station ARD (+0.16). Here he is portrayed as the more reasonable candidate, who makes the USA a more reliable international partner again.

US Tonality matrix (Journalists)

negative neutral positive

Buzz (number of articles)

Jim Hoft Gateway Pundit 37.5	293	130	6	32
Charlie Spiering Breitbart 52	172	79	14	21
Joel Pollak Breitbart 52	113	99	6	25
Pam Key Breitbart 52	145	66	3	15
Cristina Laila Gateway Pundit 37.5	108	87	6	22
Joseph Wulfsohn Fox News 69.5	103	82	6	25
Paul Steinhauser Fox News 69.5	79	74	22	20
Hannah Bleau Breitbart 52	96	68	8	17
Charles Creitz Fox News 69.5	92	71	5	19
Brooke Singman Fox News 69.5	98	62	7	12

Reacg (in M)

Joseph Wulfsohn Fox News 69.5	570	454	33	138
Jennifer Rubin Washington Post 100	597	421	77	84
Paul Steinhauser Fox News 69.5	437	409	122	111
Charles Creitz Fox News 69.5	509	393	28	105
Brooke Singman Fox News 69.5	542	343	39	66
Philip Bump Washington Post 100	512	260	49	35
Joshua Nelson Fox News 69.5	415	304	33	83
Yael Halon Fox News 69.5	371	315	6	72
Tyler Olson Fox News 69.5	371	210	61	89
Caleb Parke Fox News 69.5	349	243	17	83

For an explanation of the NewsGuard score, see the appendix

D-A-CH-Tonality matrix (Media)

negative neutral positive

Buzz (number of articles)

Daniel F. Sturm WELT 100	20	19	3	6
Hannes Stein WELT 100	15	10		5
Heiko Roloff Bild Zeitung 69.5	10	9	2	6
Astrid Langer NZZ 100	9	9	2	3
Peter Winkler NZZ 100	12	5	1	3
Roland Nelles Spiegel Online 100	10	7	2	2
Reinhard Werner The Epoch Times 15	10	6	1	1
Ralf Neukirch Spiegel Online 100	9	4	2	1
Mathieu von Rohr Spiegel Online 100	6	4	2	2
Marc Pitzke Spiegel Online 100	8	5	1	

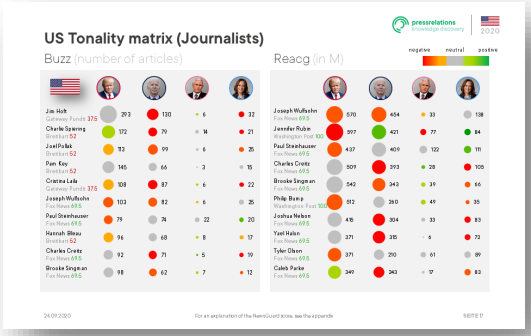
Reach (in M)

Heiko Roloff Bild Zeitung 69.5	154	138	31	92
Daniel F. Sturm WELT 100	100	95	15	31
Roland Nelles Spiegel Online 100	89	63	18	18
Ralf Neukirch Spiegel Online 100	80	36	18	9
Hannes Stein WELT 100	70	48		22
Mathieu von Rohr Spiegel Online 100	54	36	18	18
Marc Pitzke Spiegel Online 100	71	44	9	
Oliver Trenkamp Spiegel Online 100	71	36		
Andreas Evelt Spiegel Online 100	36	27		18
Martin Knobbe Spiegel Online 100	36	36		

For an explanation of the NewsGuard score, see the appendix

US Tonality matrix (Journalists)

Comments and remarks



The top 10 ranks of the most reporting journalists (by the number of contributions) is dominated by people whose medium has an NG score of 37.5 (The Gateway Pundit) to 42 (Breitbart). **Joseph Wulfsohn** of Fox News with an NG score of 62.5 is ranked 6th and is a critical commentator on both candidates.

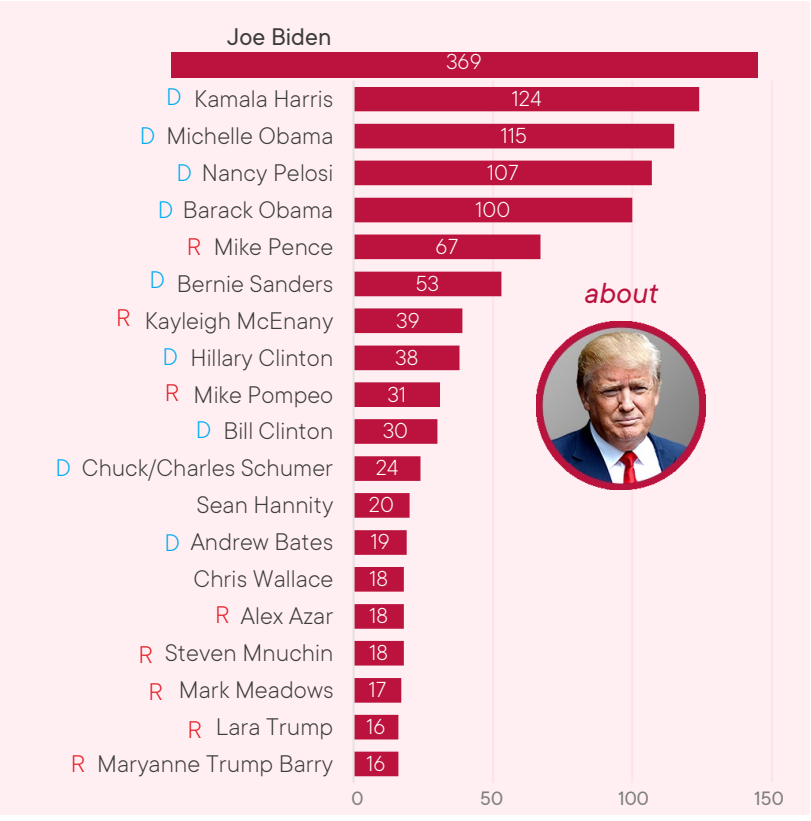
Taking the reach into account - i.e. depending on which medium and how much the respective authors write - it is clear that **FOX News** is far ahead. Accordingly, Joseph Wulfsohn with the highest reach reported most frequently on Trump and Biden.

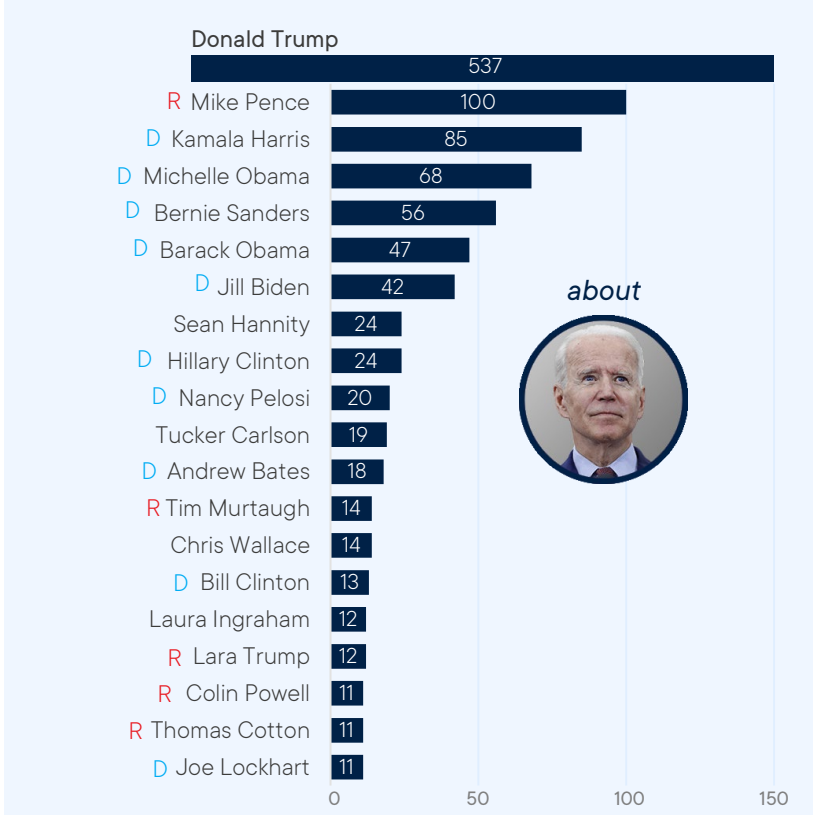
Jennifer Rubin from the Washington Post shows with a high reach a **negative tendency towards Trump** and Pence and a positive evaluation towards Biden and Harris. It is also striking that Mike Pence does not play a major role in the media coverage.

If the reach is also taken into account, there is a clear distinction in the tonality towards both candidates, i.e. **the higher the reach, the more positive the reporting on Biden** and the more negative the reporting on Trump. In German-speaking countries, **Astrid Langer** from the NZZ writes somewhat less negatively about Trump than, for example, her colleague **Peter Winkler**. **Daniel F. Sturm** refers in an article to Republican speakers who criticize Kamala Harris and Joe Biden. **Ralf Neukirch** of Spiegel Online also paints a somewhat less negative picture of Trump than his colleagues **Marc Pitzke** and **Roland Nelles**.

Opinion leaders

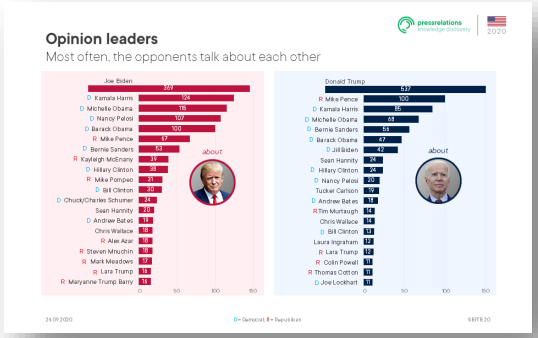
Most often, the opponents talk about each other





Opinion leaders

Comments and remarks



While it is not very surprising that the candidates are each other's biggest opinion leaders there are 3 other aspects that stand out:

The vast majority of opinion leaders for both candidates are **politicians** – only 3 journalists made it into the top opinion leader ranking (Sean Hannity, Chris Wallace, Laura Ingraham and Tucker Carlsson – **all from FOX News/ FOX News Channel**).

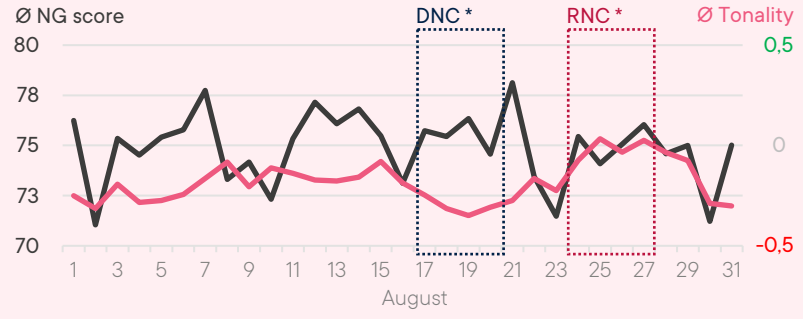
The Democrats are clearly dominating the opinion leader ranking of both candidates – in both rankings there are more Democrats than Republicans and democratic opinion leaders also occupy the first places in both rankings.

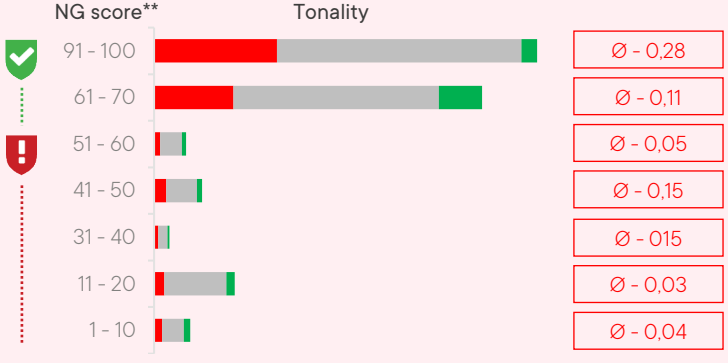
This result is due to the fact that **in the past 4 years Donald Trump consistently tied media attention very much to himself** and referred much less often to his party colleagues. Other Republican politicians were also more reserved in the media. This strategy has not changed in Trump's election campaign. Trump's campaign rhetoric and his controversial statements and actions repeatedly lead to fierce criticism from Democrats, while Republican politicians leave this uncommented much more often.

Tonality and NewsGuard Score

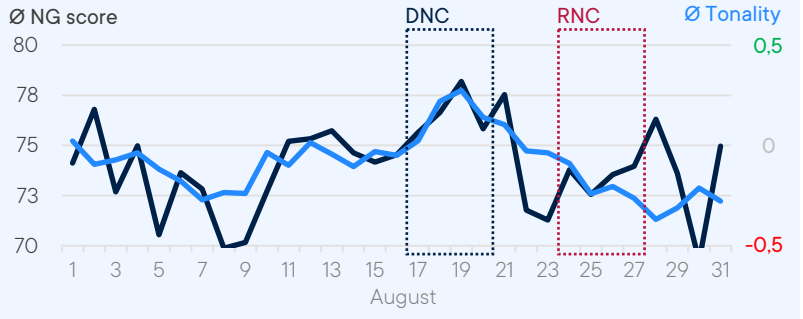
The less reliable the news source, the more positive the coverage of Trump

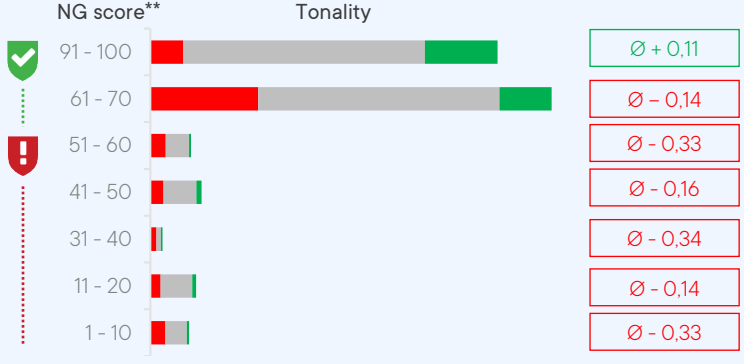
Trump





Biden

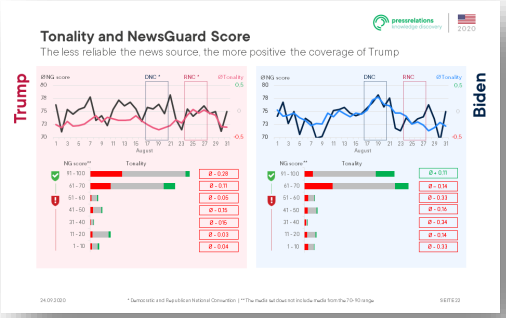




* Democratic and Republican National Convention | ** The media set does not include media from the 70-90 range

Tonality and NewsGuard score

Comments and remarks



With regard to sources that were rated by NewsGuard as **less trustworthy** (NewsGuard-Score ≤60), Trump achieved more media attention than Biden (22% vs. 19%), both in terms of the number of articles and percentage. Within these media, **Trump was criticized less often and overall presented more positively than Biden** (average tonality for media with NG-Score ≤60: Trump: -0.08 vs. Biden -0.26). For media classified as **particularly trustworthy** with an NG score of >91, **Biden also achieved the best average tonality** in clear contrast to Trump, who scored the worst result in this group (+0.11 vs. -0.28).

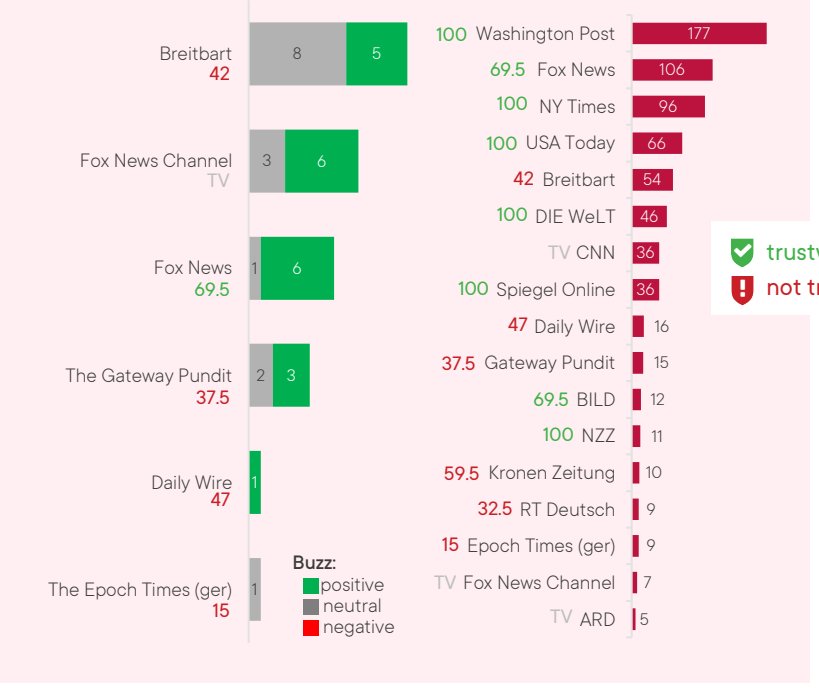
The **average NewsGuard scores** of the two candidates over time (per day) are about the same. For Donald Trump, the NG Scores show alignment with the average tonality over time from August 23rd onwards. Prior to this, a significantly more negative average tonality is seen for media with a higher average NG Score. On 08.08 (new commercials and signing of the 2nd Stimulus Pack) & 08.10. the tonality gets better (but still negative) and the NG Scores get lower.

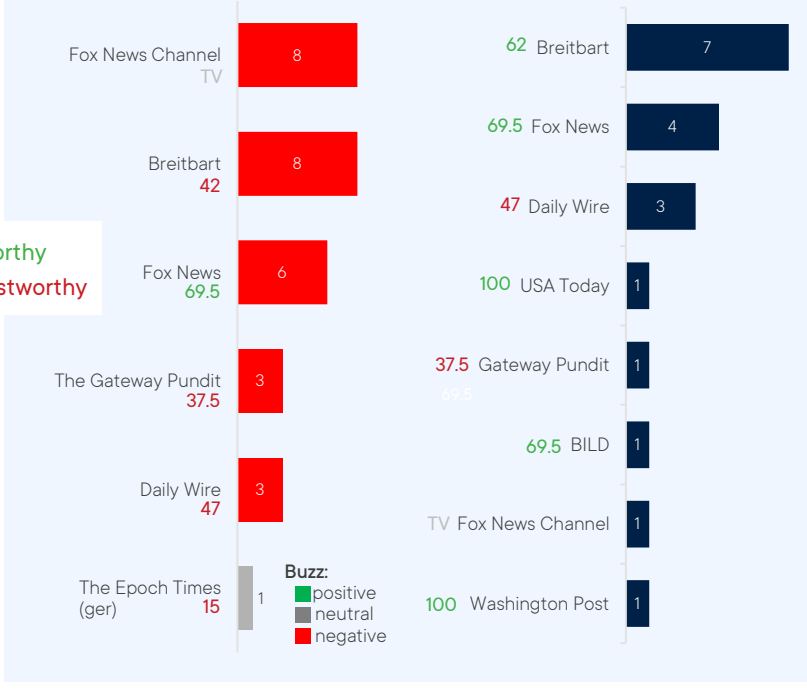
The equivalent chart to Joe Biden (above right) shows slightly **more similar progressions of the average scores**. After the DNC the tonality decreases visibly with the lowest point on 28.08 at a relatively high NG score. The verbal attacks on Biden show effects on the tonality of reporting on Biden, especially during and after the RNC: "*'You won't be safe in Joe Biden's America,' is how Mike Pence put it*" (NYT, 27.08). The opposite is true for Trump and the DNC: Media with higher NG scores write more negatively about Trump.

Disinformation

Disinformation consequently praised Trump and discredited Biden

Trump





Biden

For an explanation of the NewsGuard score, see the appendix

Summary & Conclusion

Media Attention

What is striking is the enormous difference in media attention between the two candidates. Trump was named in almost twice as many articles as Biden (57% vs. 30%). The opposite is true for the running mates - the newly appointed Kamala Harris achieved more than twice as many entries as Mike Pence.

NewsGuard Score and Tonality

The lower the NG score, the more negative the coverage of Biden. The lower the NG score, the more negative the coverage of Biden. As far as the incumbent president is concerned, the average tonality is always negative and becomes more positive the less trustworthy the medium is.

Policy Areas and Topics

In relation to the number of articles, Biden can position himself better in the field of environmental policy (e.g. the "Green New Deal" and related topics). In relative terms, Trump is mentioned more often in connection with social and foreign policy. Within the topics, 85% of Biden's coverage is associated with the election campaign.

This is followed by inequality / racism with 11%. Within the topics analyzed, articles on Trump are primarily devoted to his handling of the coronavirus.

Disinformation

The subject of disinformation (p. 24 f.) hardly takes up any space in relation to the total number of articles[1]. Nevertheless, tendencies can be identified regarding the correctness of information within the media set. In particular, page 24 shows that the Washington Post (WP) most frequently addresses false statements by Trump. Fox News ranks second here. The content focus differs fundamentally, however - while Fox News and Breitbart quickly evade the actual topic, e.g. the WP and New York Times (NYT) fact-check the statements using evidence and sources.

Matrix

While Fox News reports neutrally about Trump and is critical of Biden, the WP and NYT criticize Trump and rate Biden more positively (with fewer articles). Breitbart and The Gateway Pundit (GP) publish many articles on both candidates (twice as many on Trump), although the reach of GP is rather small. Both media sources are clearly more positive about Trump and more negative about Biden. German-speaking journalists, on the other hand, paint a rather negative image of Trump. Compared to Spiegel Online, WELT reports less positively about Joe Biden.

[1] It should be noted that these are specially selected media sources with a low NewsGuard score. Their share of reporting is rather small compared to the established media.

Contact Information

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Appendix

Appendix 1: Media List and Dossiers

Appendix 2: Influencer Dossiers

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.

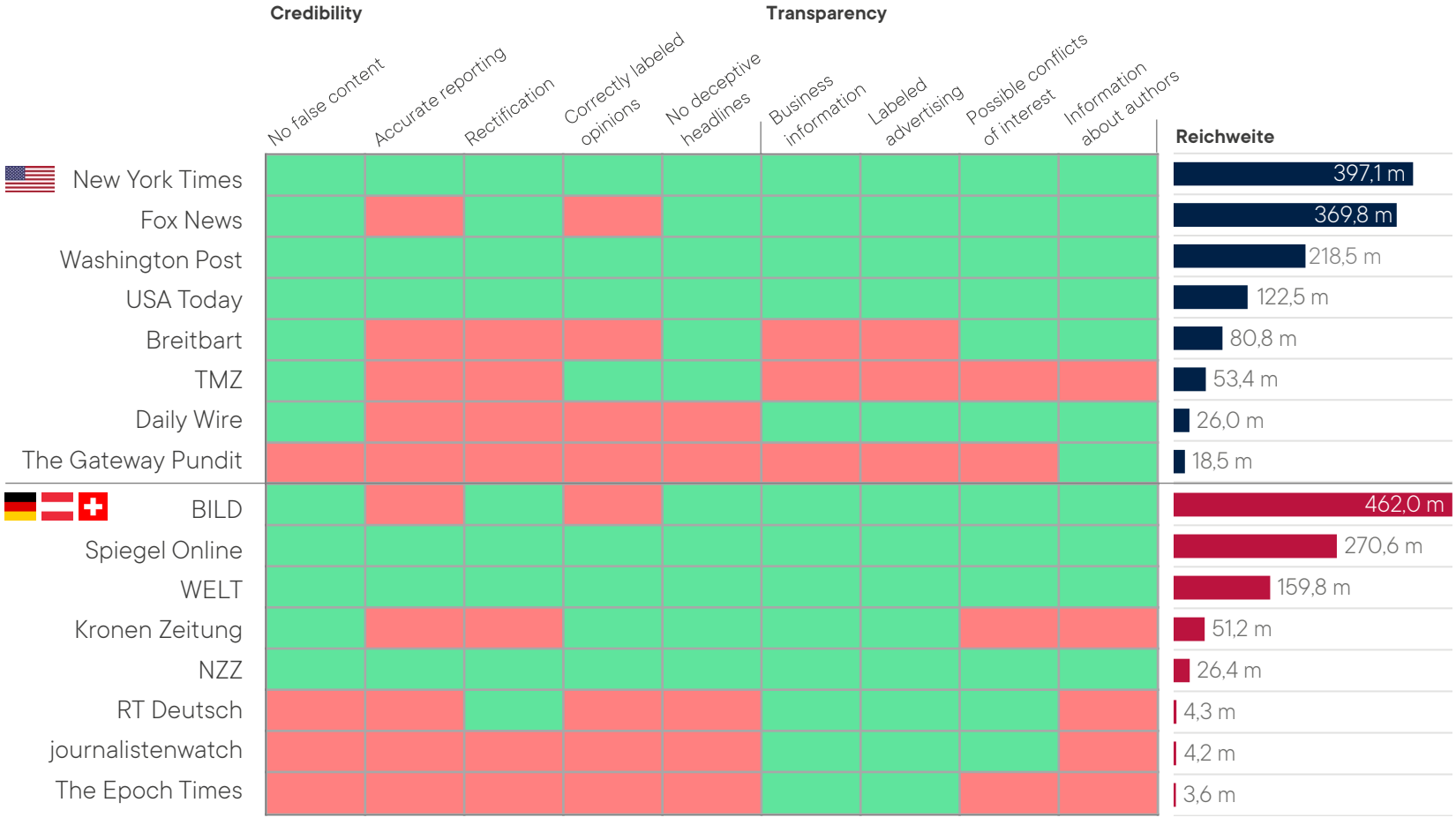
Criteria and their corresponding weighting points:

• 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

US Election 2020

Media dossier

of the qualitative analysis


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

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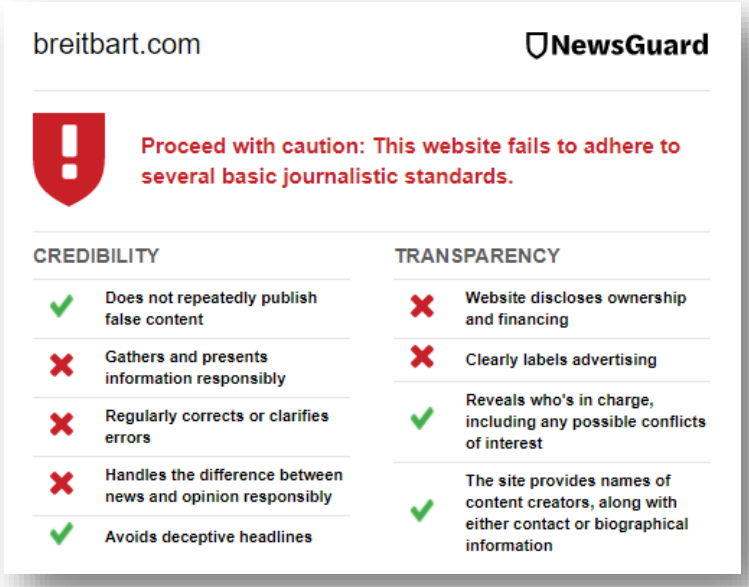
US news portals

Breitbart
Daily Wire
Fox News
The New York Times
The Gateway Pundit
TMZ
USA Today
The Washington Post

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.



Visits: **80,810,000**

Interactions-Rank: **14**

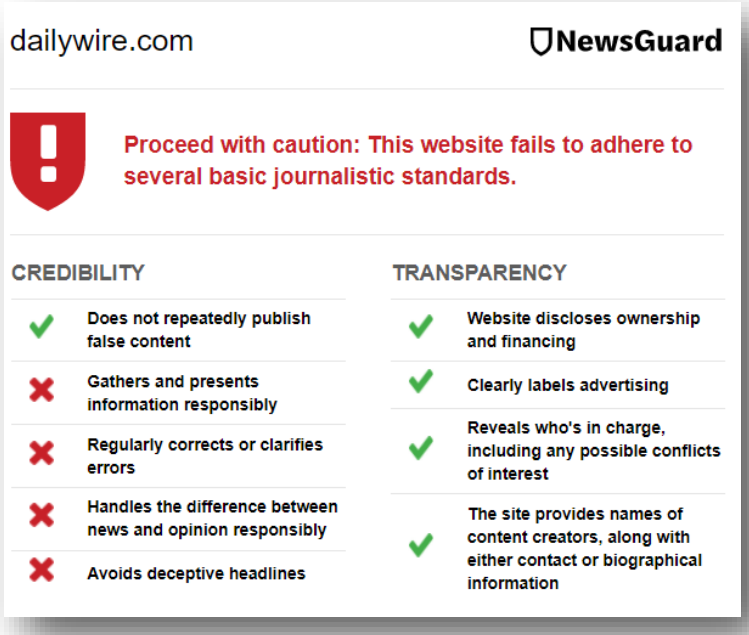
NewsGuard-Bewertung

Score: **42/100**

DW

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.



NewsGuard-Bewertung

Score: **47/100**

Visits: **26,000,000**

Interactions-Rank: **7**

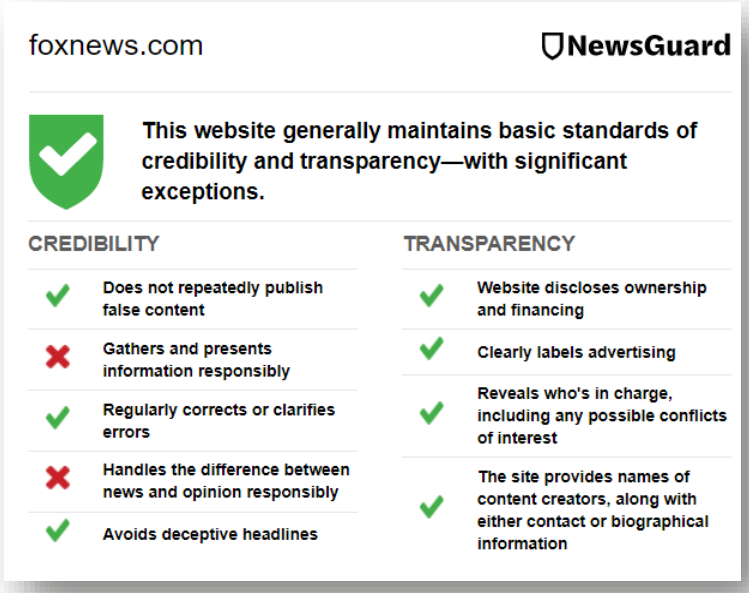
foxnews.com largely reflects breaking news from the news channel Fox News.

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.

Visits: **369,770,000**

Interactions-Rank: 3



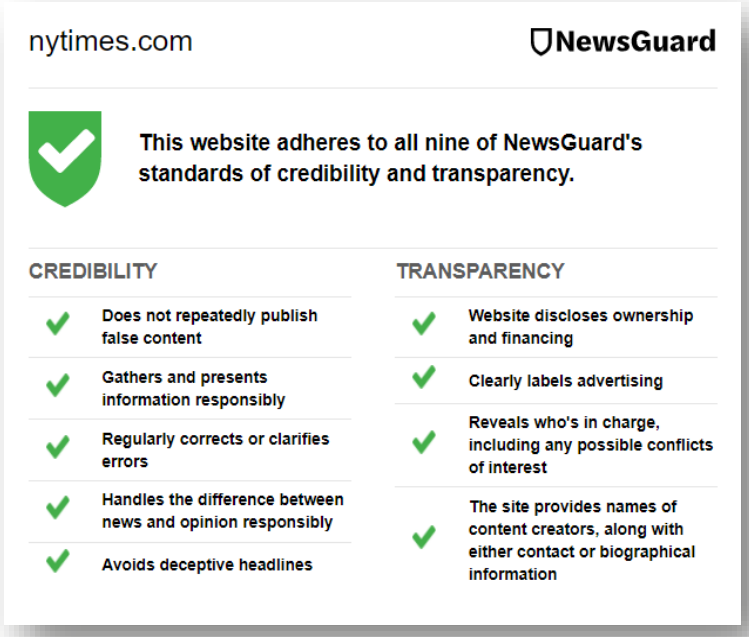
NewsGuard-Bewertung

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.



Visits: **397,100,000**

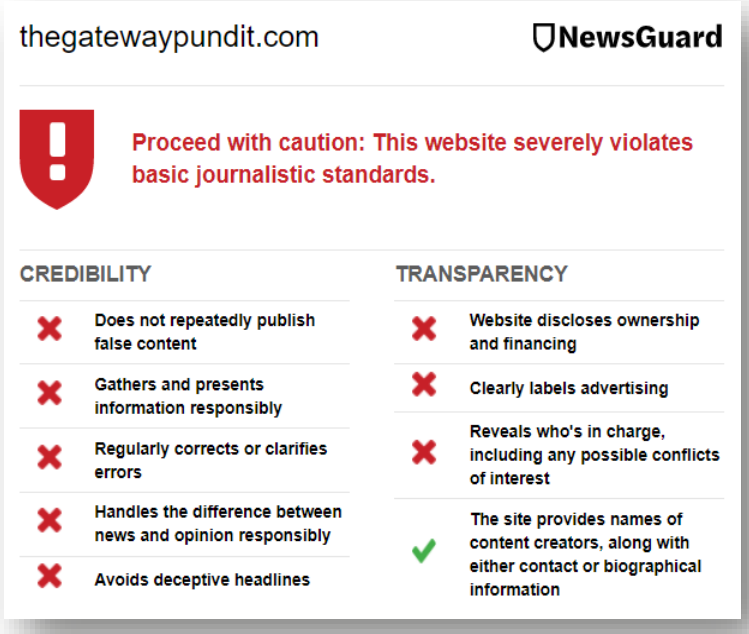
Interactions-Rank: 4

NewsGuard-Bewertung

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.



NewsGuard-Bewertung

Score: **37.5/100**

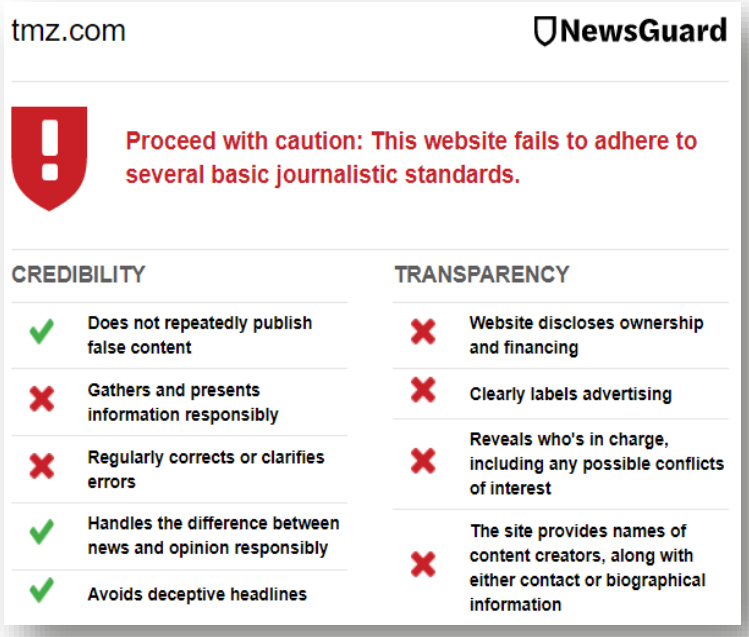
Visits: **18,540,000**

Interactions-Rank: 143

TMZ

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.



NewsGuard-Bewertung

Score: **44.5/100**

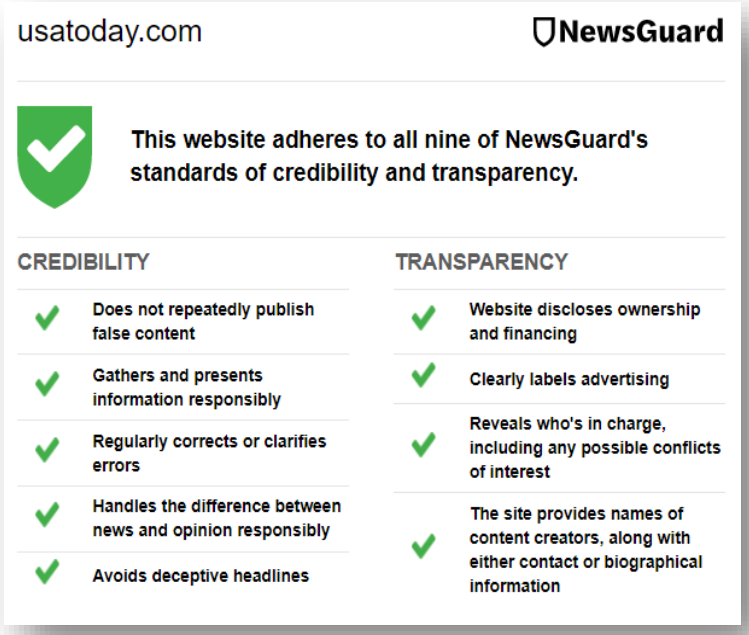
Visits: **53,370,000**

Interactions-Rank: 15

USA TODAY

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.



NewsGuard-Bewertung

Score: **100/100**

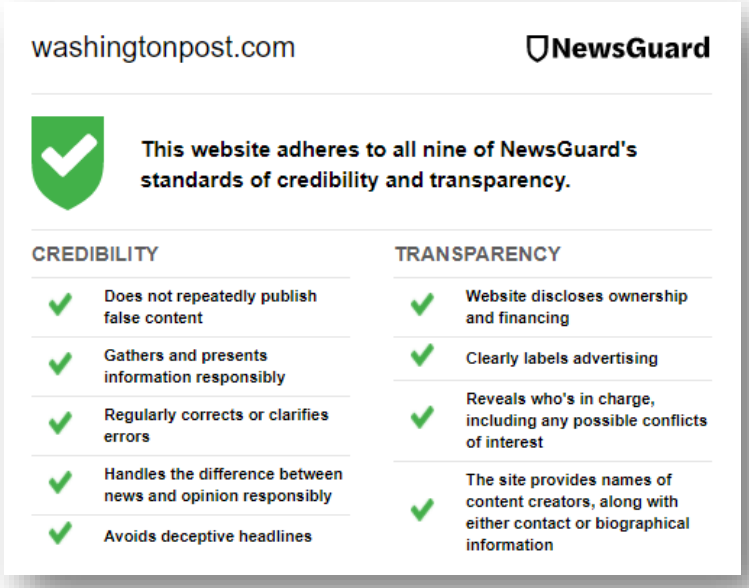
Visits: **122,450,000**

Interactions-Rank: 18

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 Bezoz. 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 Bezoz took over the company. The Post's relationship with the current US President Trump can be described as tense.



Visits: **218,470,000**

Interactions-Rank: **6**

NewsGuard-Bewertung

Score: **100/100**

US Election 2020

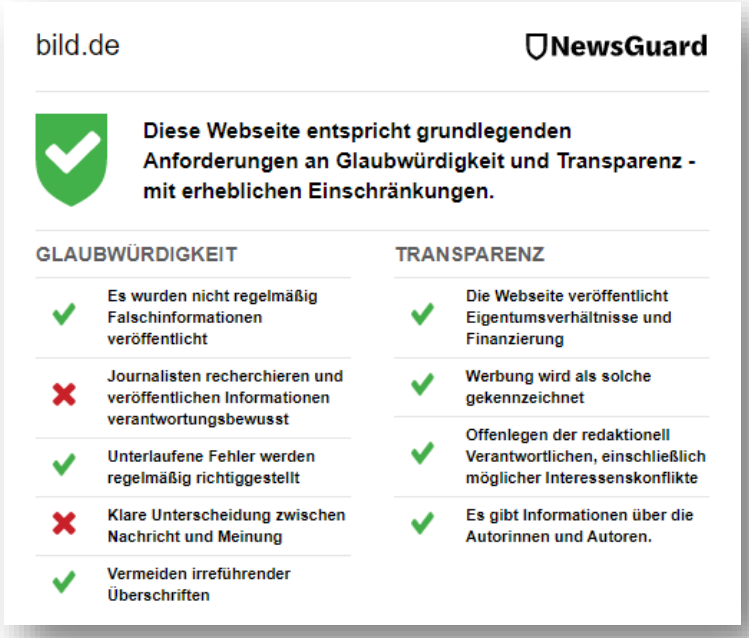
D-A-CH region news portals

BILD
RT Deutsch
Journalistenwatch
Der Spiegel
The Epoch Times
DIE WeLT
Kronen Zeitung
NZZ

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.



NewsGuard-Bewertung

Score: **69.5/100**

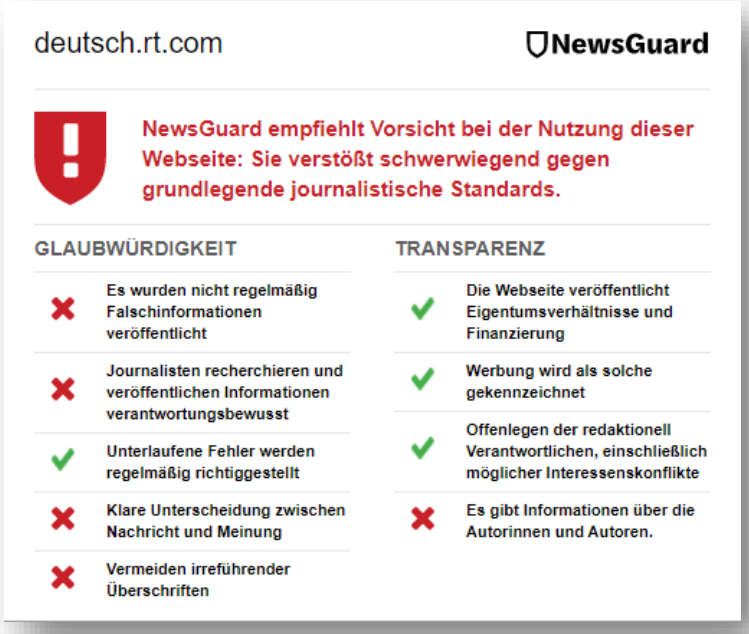
Visits: **462,031,920**

Interactions-Rank: **2**

RT DEUTSCH

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.”



NewsGuard-Bewertung

Score: **32.5/100**

Visits: **4,330,000**

Interactions-Rank: **24**

jouwatch journalistenwatch.com

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.

Visits: 4,210,000

Interactions-Rank: 40

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.

NewsGuard-Bewertung

Score: **100/100**

Visits: **270,582,424**

Interactions-Rank: 5

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.

NewsGuard-Bewertung

Score: **15/100**

Visits: **3,630,000**

Interactions-Rank: **23**

WELT

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.

Visits: **159,753,687**

Interactions-Rank: -

NewsGuard-Bewertung

Score: **100/100**

Kronen Zeitung

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.

NewsGuard-Bewertung

Score: **59.5/100**

Visits: **51,199,745**

Interactions-Rank: **356**

Neue Zürcher Zeitung

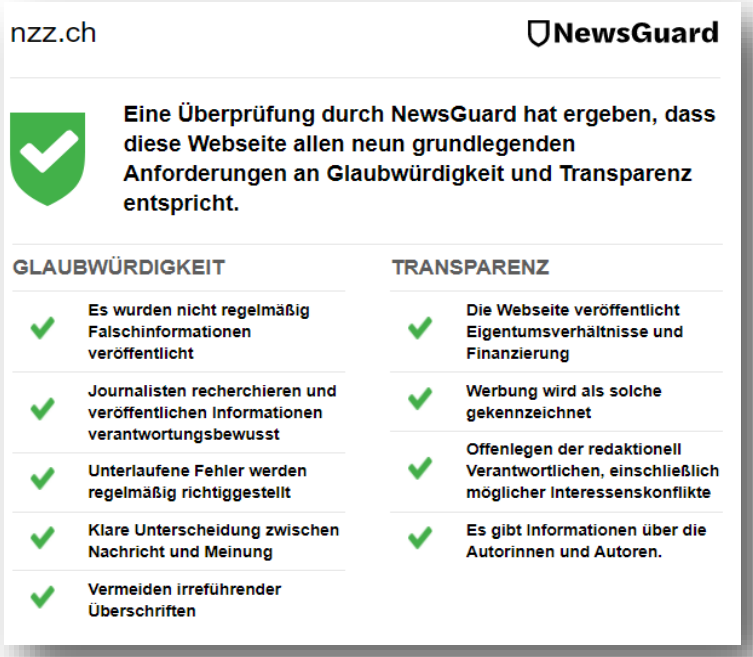
Founded in 1780, the Neue Zürcher Zeitung is the most important leading medium in Switzerland.

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.

Visits: **26,381,296**

Interactions-Rank: **-**



NewsGuard-Bewertung

Score: **100/100**

US Election 2020

TV stations
in the qualitative analysis

ARD
CNN
FOX News Channel

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: 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 June 2020)

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US Election 2020

Journalist dossier

of the qualitative analysis

US Election 2020

Top 5 Journalists by Buzz

United States

Jim Hoft, *Gateway Pundit*
Charlie Spiering, *Breitbart*
Joel Pollak, *Breitbart*
Pam Key, *Breitbart*
Cristina Laila, *Gateway Pundit*

Germany – Switzerland - Austria

Daniel Friedrich Sturm, *WELT*
Hannes Stein, *WELT*
Heiko Roloff, *BILD*
Astrid Langer, *NZZ*
Peter Winkler, *NZZ*

Top 5 Journalists by Reach

United States

Joseph Wulfsohn, *Fox News*
Jennifer Rubin, *Washington Post*
Paul Steinhauser, *Fox News*
Charles Creitz, *Fox News*
Brooke Singman, *Fox News*

Germany – Switzerland - Austria

Heiko Roloff, *BILD*
Daniel Friedrich Sturm, *WELT*
Roland Nelles, *Spiegel Online*
Ralf Neukirch, *Spiegel Online*
Hannes Stein, *WELT*

US Election 2020

Top 5 Journalists by Buzz

United States

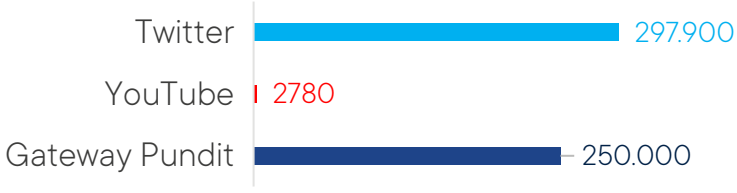
Jim Hoft

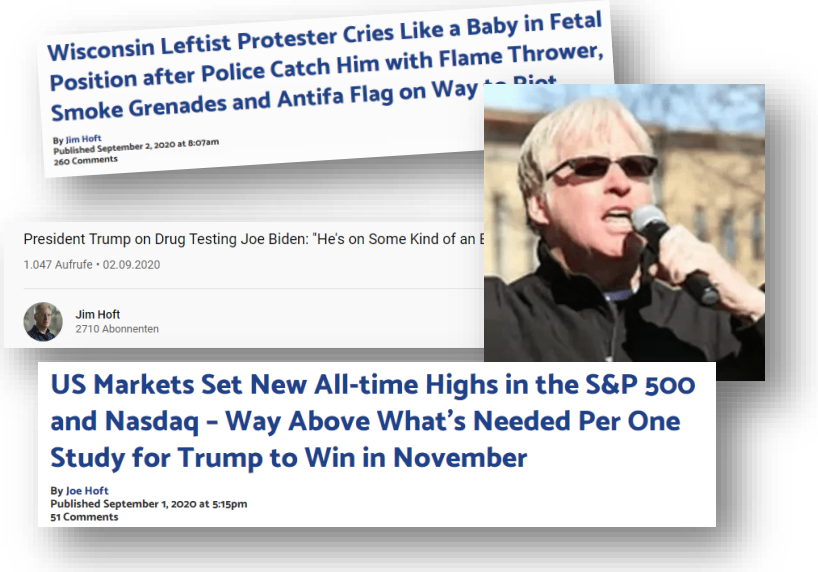
Buzz: 332 **Reach: 83 M**

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.
Hoft worked as a co-producer on the documentary "Hating Breitbart".
The Gateway Pundit continues to spread conspiracy theories and hoaxes. But Hoft himself also receives significant criticism. For example, the left-wing media watchdog Media Matters has repeatedly named him the “dumbest man on the Internet”.

Hoft has a **YouTube channel** with around **2200** subscribers.
His **Twitter** has nearly **298 000** followers.





BREITBART NEWS

Charlie Spiering

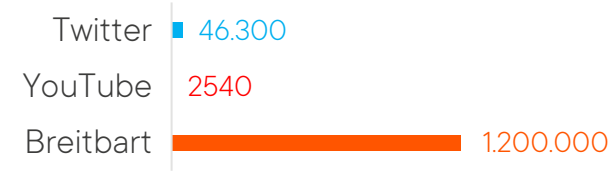
Buzz: 176 **Reach: 209,2 M**

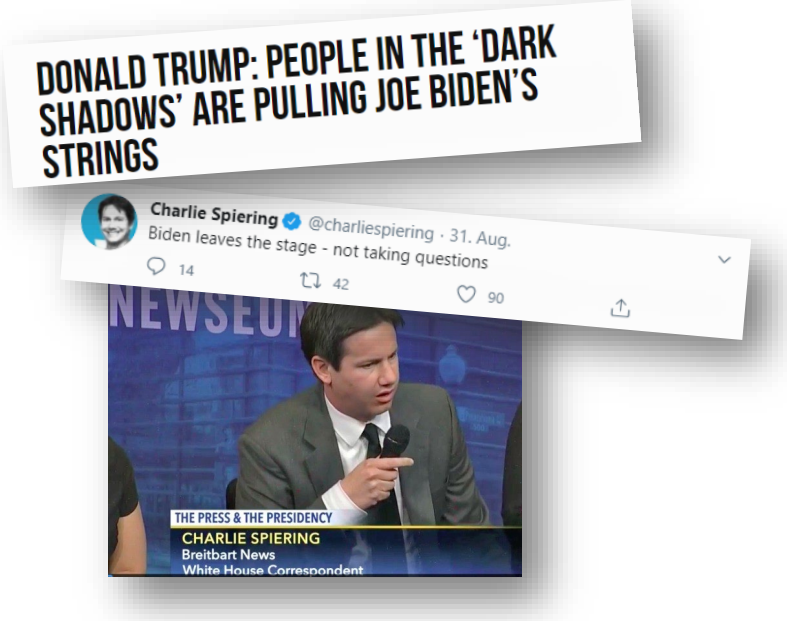
Since 2014 he has been the White House correspondent at news website **Breitbart News.**

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 **2400** subscribers. His **Twitter** account currently has around **46 000** followers.



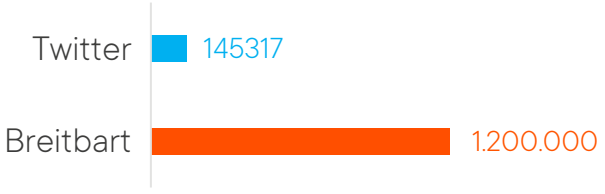


BREITBART NEWS

Joel Pollak

Buzz: 136 **Reach: 161,1 M**

Senior editor at **Breitbart** and author of several books.



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.

From 2002 to 2006 he was employed as a speechwriter for Tony Leon. In 2010 he ran for Congress as a Republican from Illinois.

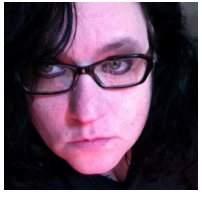
Even though he was quite liberal in his early years, today Pollak calls himself a Tea Party Republican.

Pollak operates a **Twitter** account that has around **146 000** followers.

BREITBART NEWS

Pam Key

Buzz: 158 **Reach: 187,8 M**

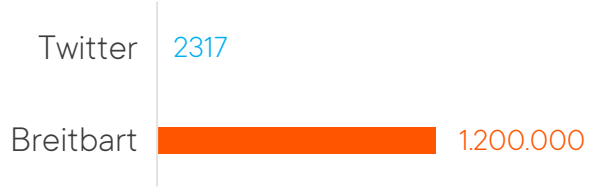


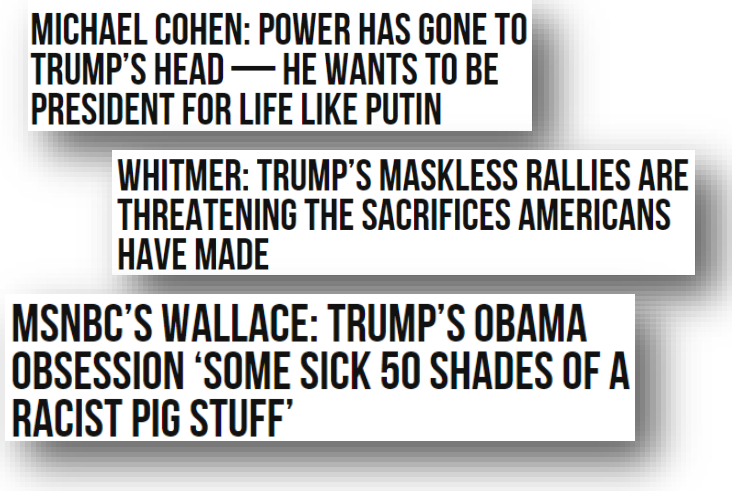
Editor and video producer for **Breitbart.**

Information on education and previous activities is not available.

More than 8000 articles are attributed to the author.

Key operates a **Twitter** account that has around **2300** followers.





Cristina Laila

Buzz: 132 **Reach: 33 M**

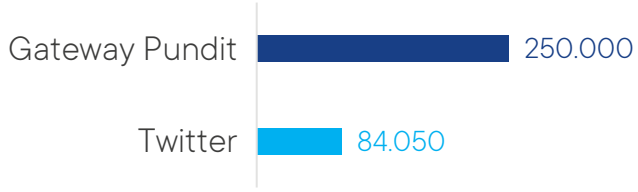
Cristina Laila started writing for the right-wing news website **The Gateway Pundit** in 2016 as **Associate Editor**. She also writes for the media **Russia Insider, Citizens Journal** and **Pace News**.

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 **84 000** followers.



US Election 2020

Top 5 Journalists by Reach

United States

Joseph Wulfsohn

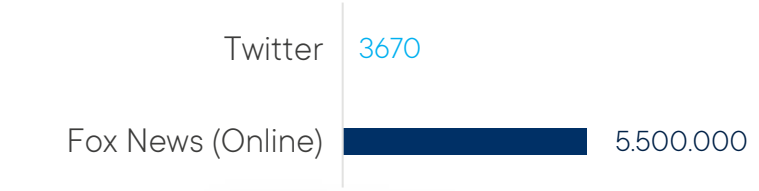
Buzz: 118 **Reach: 652,9 M**

Media journalist at **Fox News**

Studied cinema arts, science, and screenwriting at Columbia College Chicago. Graduated as 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 **3700** followers.



The Washington Post

Jennifer Rubin

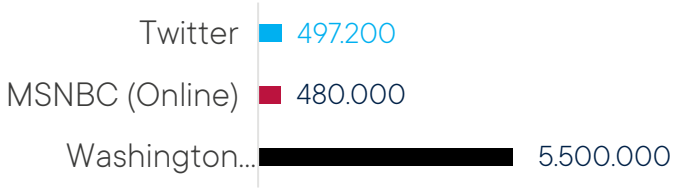
Buzz: 87 **Reach: 610,6 M**

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.

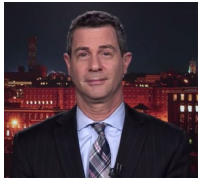
Rubin worked as a labor law attorney for 20 years. In 2005 she switched to journalism. This was followed by activities for **Commentary, PJ Media, Human Events, The Weekly Standard, Politico,** the **New York Post,** the **New York Daily News, National Review** and the **Jerusalem Post**.

Rubin operates a **Twitter** account that has around **497 000** followers.



Paul Steinhauser

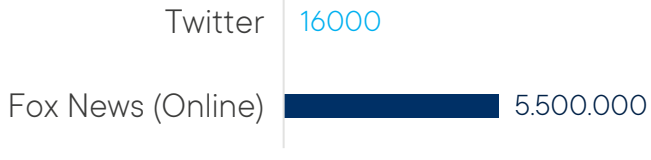
Buzz: 87 **Reach: 481,4 M**



Political reporter for **Fox News** and author of weekly newsletter **THE 603**. Frequently appears on New Hampshire Today with Jack Heath from **NHTalkRadio**. He studied journalism at the University of Boston.

Has worked in various positions, including as an editor for politics and as a producer for **CNN**. In 2014, he was appointed director of policy at **New Hampshire 1 News**. Steinhauser also worked as a special political correspondent for the **Washington Post**.
While working for CNN, he contributed to the 2010 and 2012 Webby Awards which recognized the Political Ticker as the best political blog.

Steinhauser's **Twitter** account has around **16 000** followers.



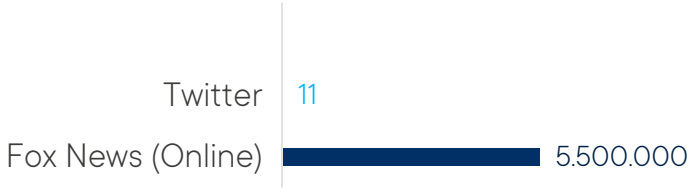
Charles Creitz

Buzz: 108 **Reach: 597,6 M.**

Reporter for **Fox News**.
Studied broadcast journalism at Temple University in Philadelphia.

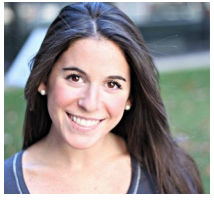
Creitz initially worked for the **International Business Times** and **Radio America**. In 2016 he moved to **The Fox Nation**. There he initially worked as a producer, and from 2019, as a reporter.
Between 2007 and 2012 he was involved in the Republican Party of Pennsylvania. In 2012 he supported the Republican candidate Mitt Romney in the presidential election.

Charles Creitz **Twitter account** has been inactive since 2013 **with only 11** followers.



Brooke Singman

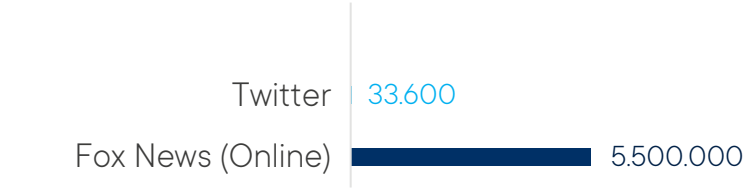
Buzz: 99 **Reach: 547,8 M**



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 **34,000** followers. There she mainly shares political contributions.



US Election 2020

Top 5 Journalists by Buzz

Germany – Switzerland – Austria

WELT

Daniel Friedrich Sturm

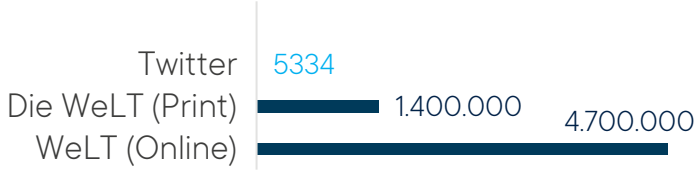
Buzz: 21 **Reach: 105,2 M**

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 **5300 followers**.



WELT

Hannes Stein

Buzz: 15 **Reach: 70,2 M**

New York culture correspondent for **Die Welt,** blogger, and author.

Worked for FAZ, SPIEGEL, Merkur, and Die Literarische Welt.

Graduated in English & American Studies, as well as Philosophy..
He has lived in New York since 2007 and has been an American citizen since 2012. In protest to US President Donald Trump, he resigned from the Republican Party in 2017. He is considered a conservative.

His articles deal in particular with **political developments in the USA and current affairs**. As an author, he has already written a number of **fiction books with utopian scenarios**.

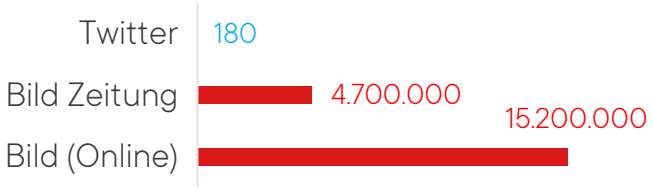
Heiko Roloff

Buzz: 10 **Reach: 153,6 M**

US correspondent for the popular German **newspaper BILD.**

Information on education and previous activities is not available.
Approximately 600 written articles are attributed to the him.

Rolof runs a **Twitter** account that has **180 followers**. However, he does not usually use it to promote his contributions. Since 2009, he has tweeted 737 times.



NZZ

Astrid Langer

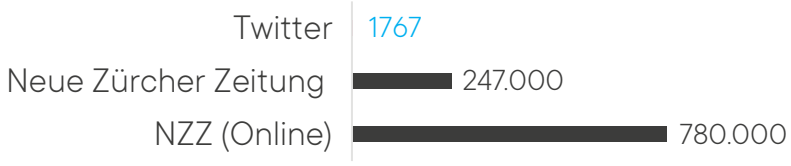
Buzz: 9 **Reach: 7,4 M**

Silicon Valley correspondent for **NZZ.** Studied international business administration in Tübingen and Santiago de Chile. She also attended the Henri Nannen School of Journalism in Hamburg.

She then worked for **ZDF, Zeit Online, UBS**, the **German Embassy in Singapore**, and the business and foreign affairs department of the magazine **Der Spiegel**.

In 2019 she was awarded the Ludwig Erhard Foundation Prize for Economic Journalism for her article **“Uprising in the home of the tech giants”**.

Langer runs a **Twitter** account that has **1767** followers.



NZZ
Peter Winkler

Buzz: 12 **Reach: 10,4 M**

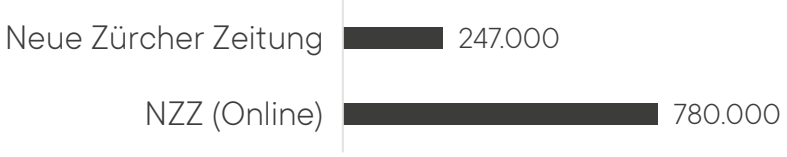
Born in 1956. Since 1991 is a journalist in the foreign affairs editorial board of **NZZ**.

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.



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

US Election 2020

Top 5 Journalists by Reach

Germany – Switzerland – Austria

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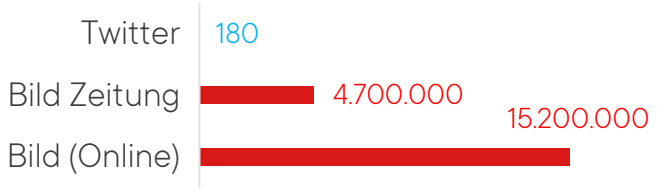

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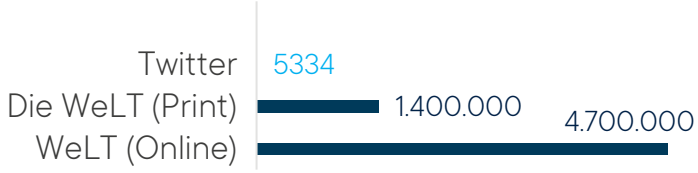
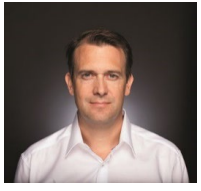
He started using **Twitter** in 2011 and currently has around **5300 followers**.



DER SPIEGEL

Roland Nelles

Buzz: 10 **Reach: 89 M**

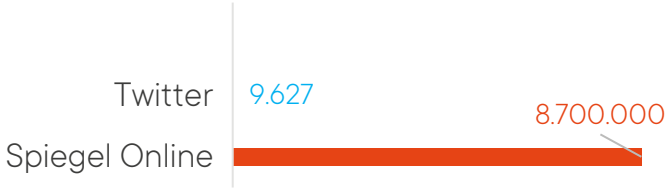


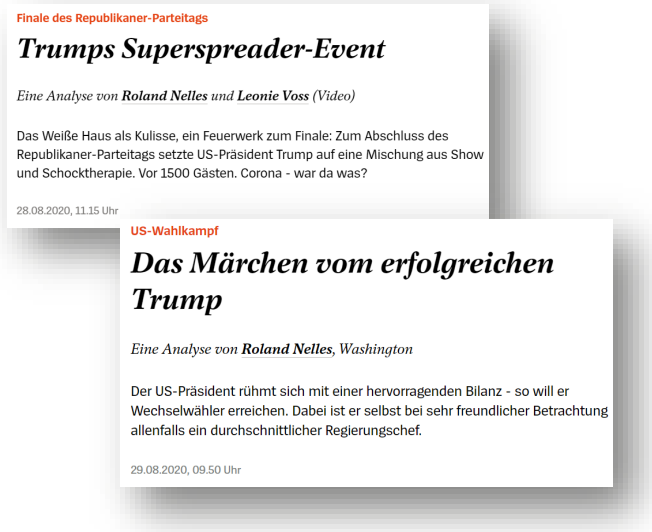
Born in 1971. German journalist and chief correspondent for **SPIEGEL ONLINE** since 2017.
Studied political science from 1994 to 1999.

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** follwers.





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

DER SPIEGEL

Ralf Neukirch

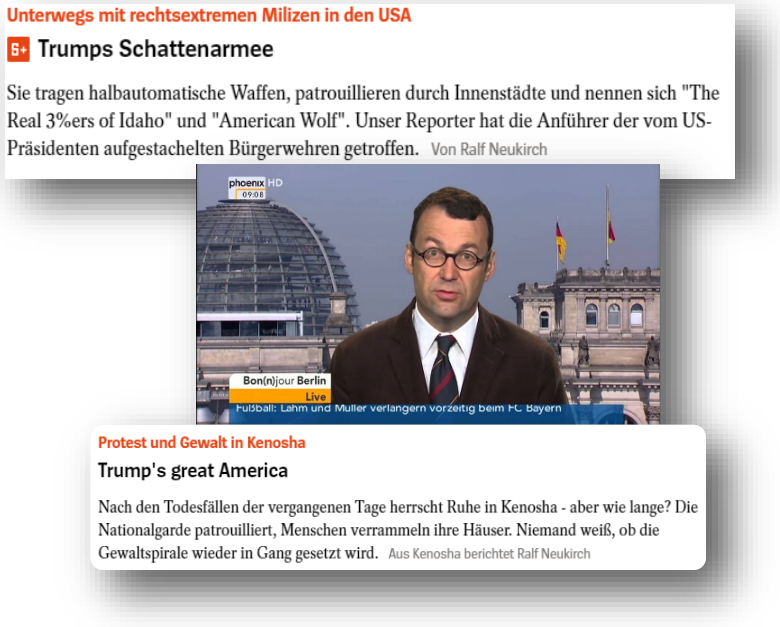
Buzz: 9 **Reach: 80 M**

Editor and correspondent for **Der Spiegel** magazine since 2002.

Neukirch previously worked for the **Associated Press** and **Handelsblatt**.

The Phoenix TV station has interviewed the author several times on political issues.

Neukirch does not have a **Twitter account** and is not otherwise active on social media platforms.



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Information

Buzz: the number of articles for the month of August 2020

Reach: the total reach of all articles added for the month of August 2020

Information is based on the Medien: Reach des Mediums

Twitter/YouTube **statistics**: as of September 2020

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