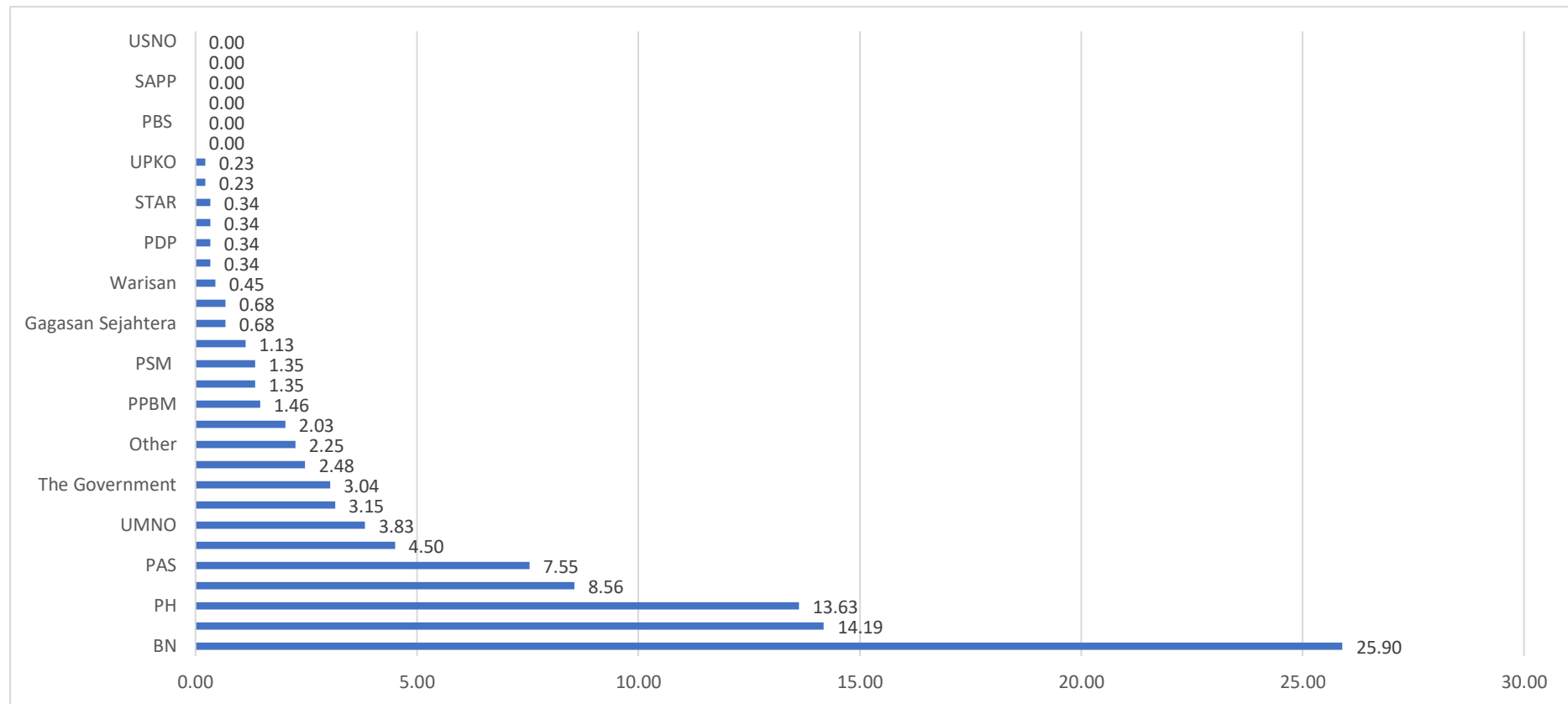


Watching the Watchdog 2.0 8TV

Section 1: Coverage of Political Parties and Coalitions

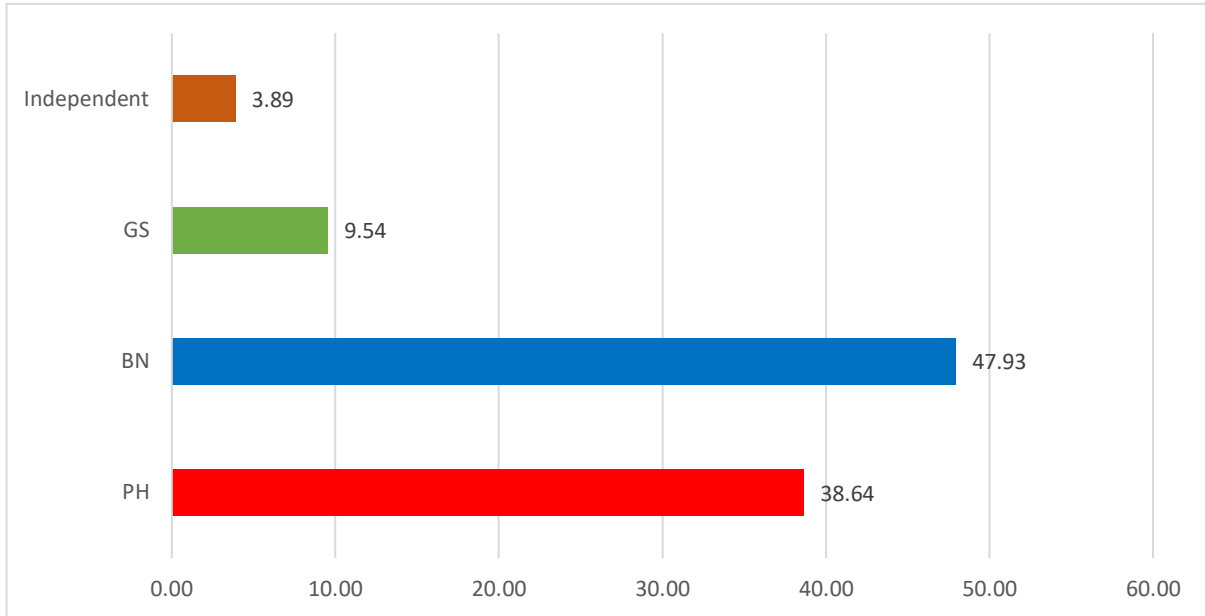
1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (25.90%), followed by DAP (14.19%) and PH (13.63%).

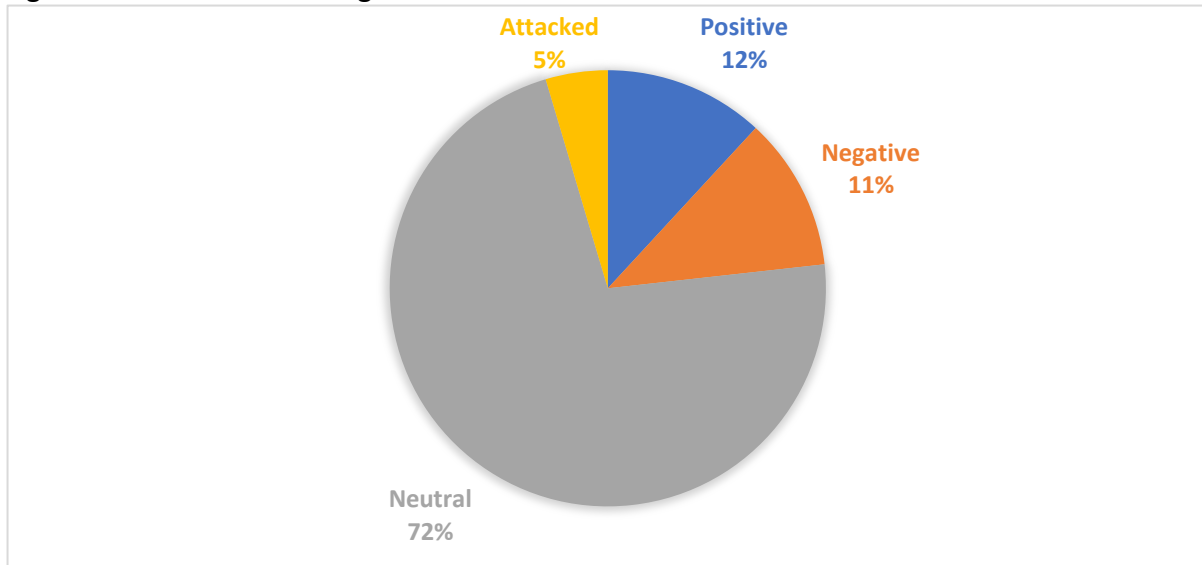
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (47.93%), followed by PH (38.64%) and GS (9.54%).

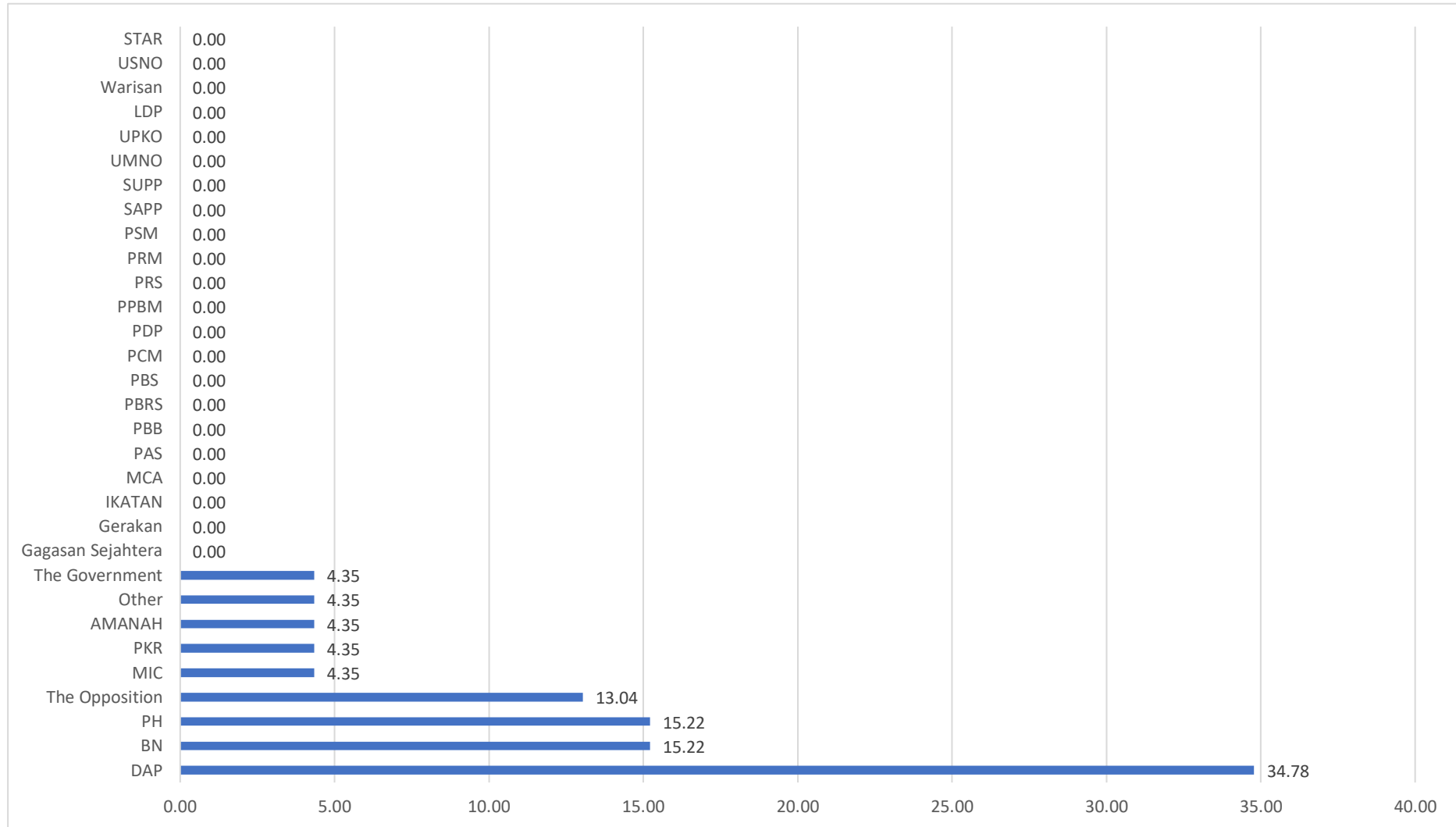
1.2 Tone of Coverage of Political Parties & Coalitions

Figure 3: Raw Tonal Coverage Volume of Political Parties & Coalitions



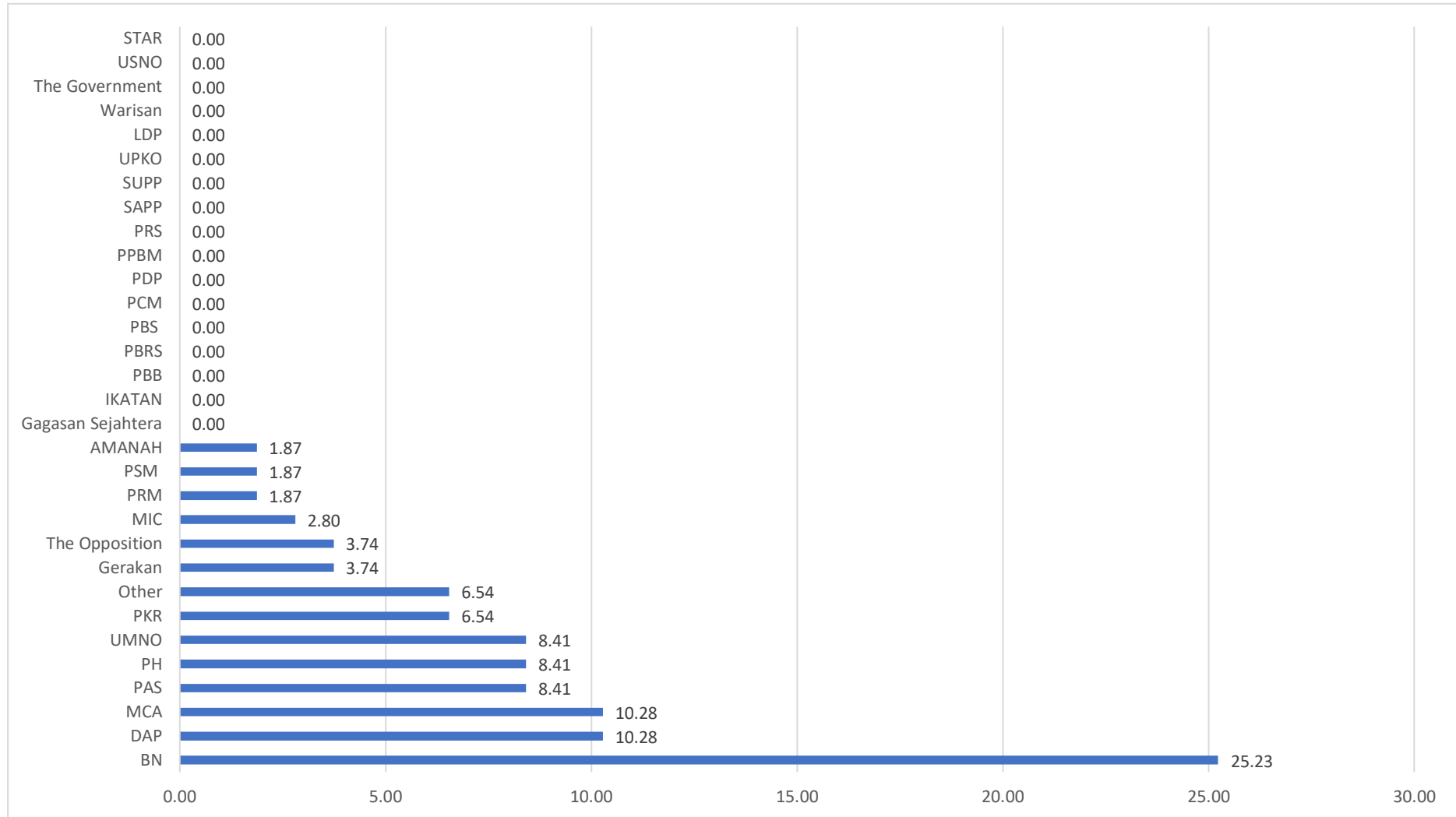
- The Neutral tone was used the most (72%), followed by Positive (12%) and Negative (11%)

Figure 4.1: Attacked Political Party & Coalition Coverage



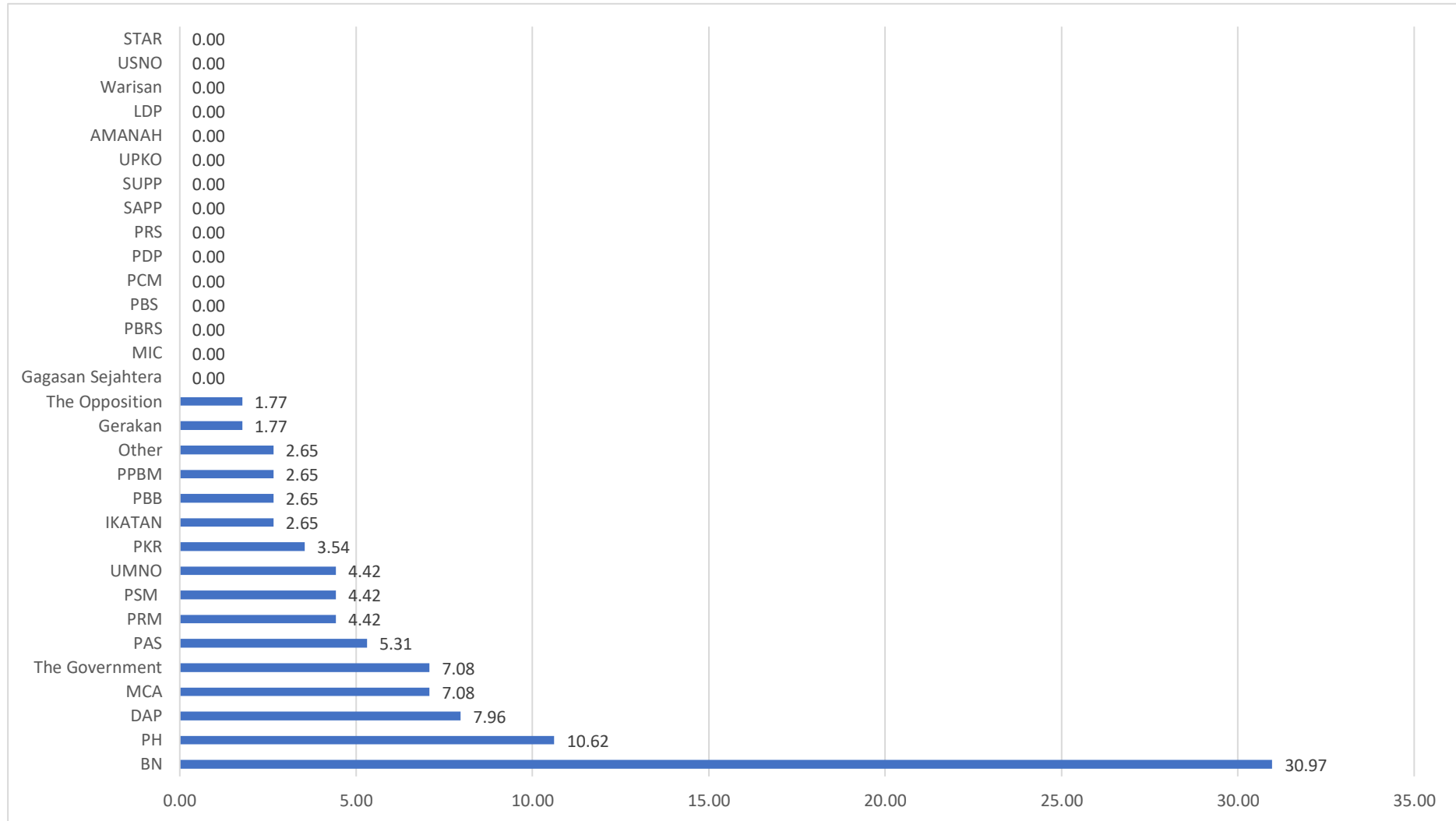
- DAP was attacked the most (34.78%), followed by BN and PH (15.22%).

Figure 4.2: Negative Political Party & Coalition Coverage



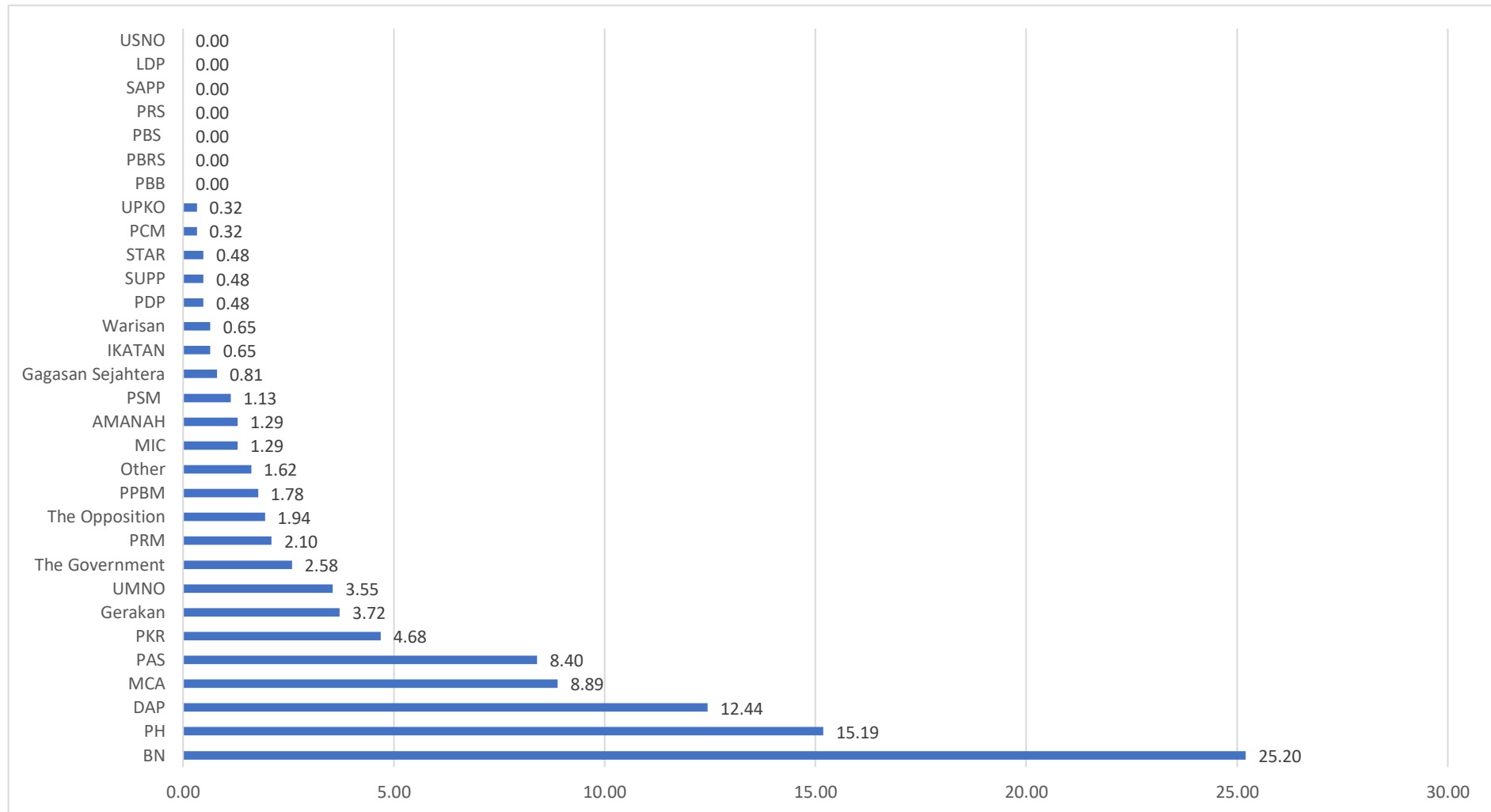
- BN received the most negative coverage (25.23%), followed by DAP and MCA (10.28%) respectively.

Figure 5.1: Positive Political Party & Coalition Coverage



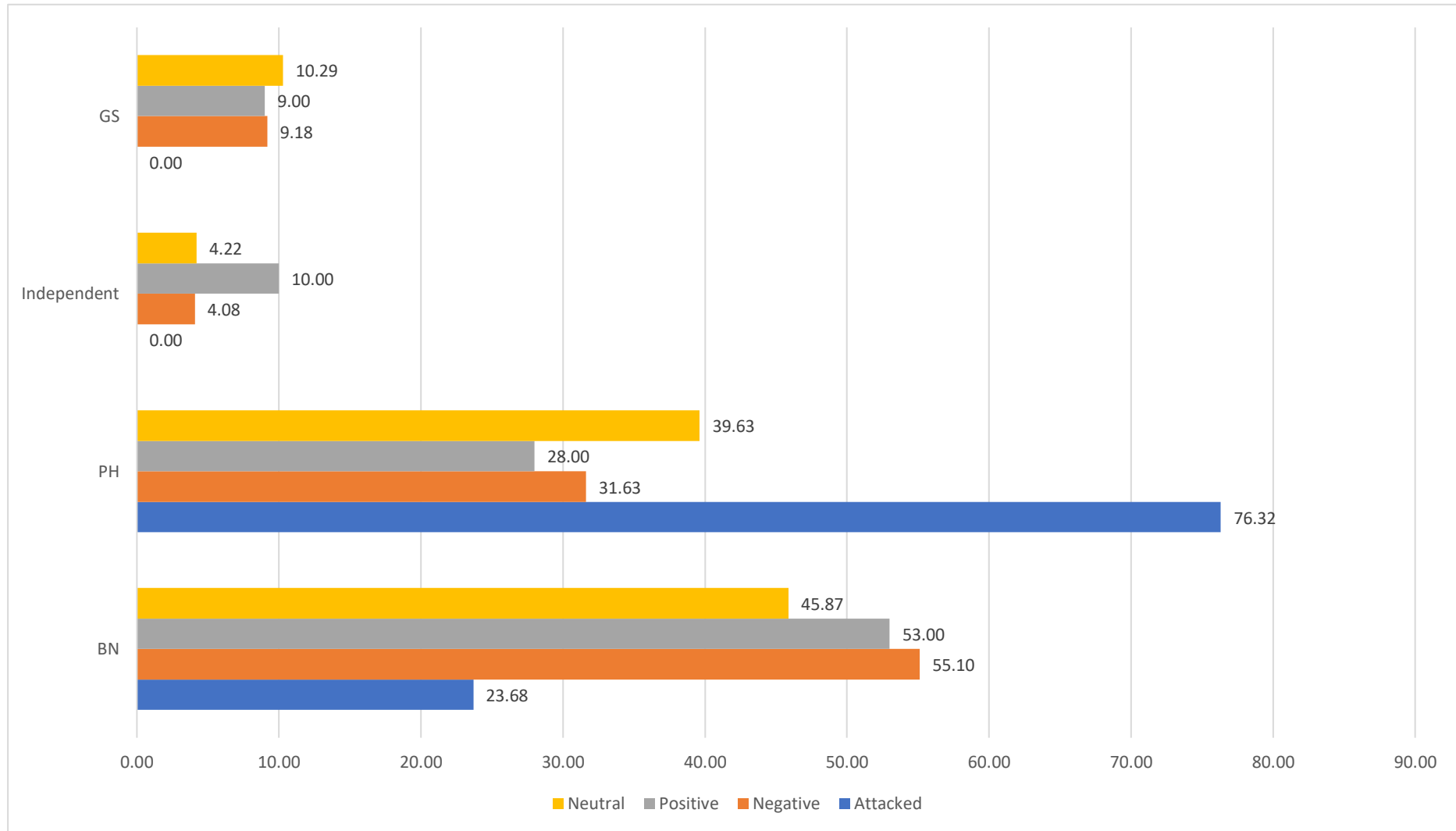
- BN received the most positive coverage (30.97%), followed by PH (10.62%) and DAP (7.96%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (25.20%), followed by PH (15.19%) and DAP (12.44%).

Figure 6: Tone of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other

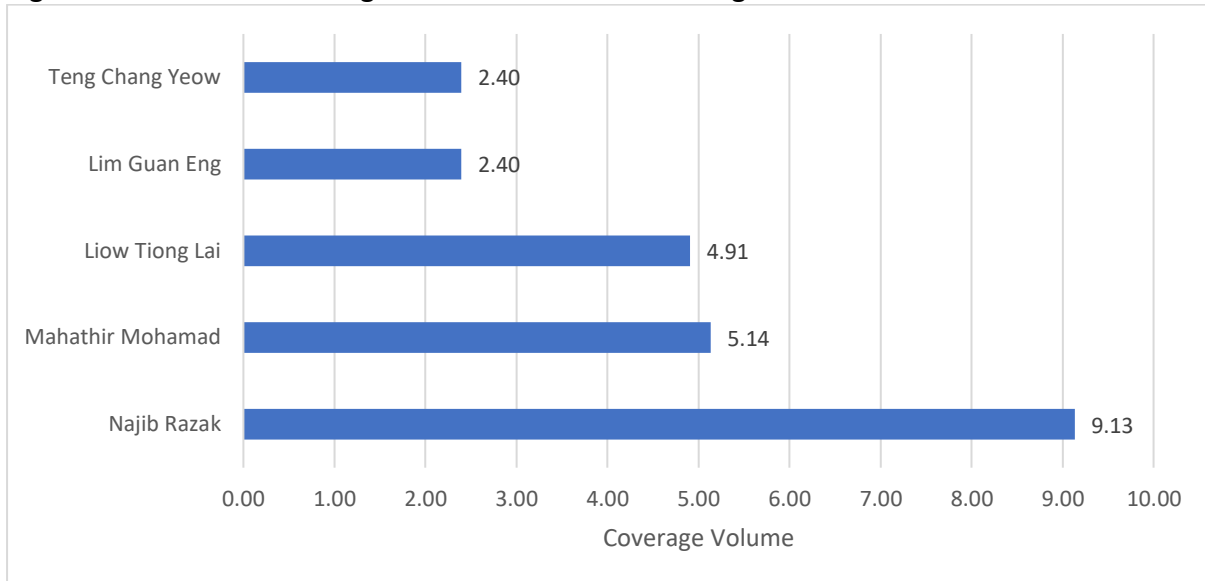


- PH received the most Attacked coverage, while BN received the most coverage for Neutral, Positive, and Negative.

Section 2: Coverage of Politicians and Political Figures

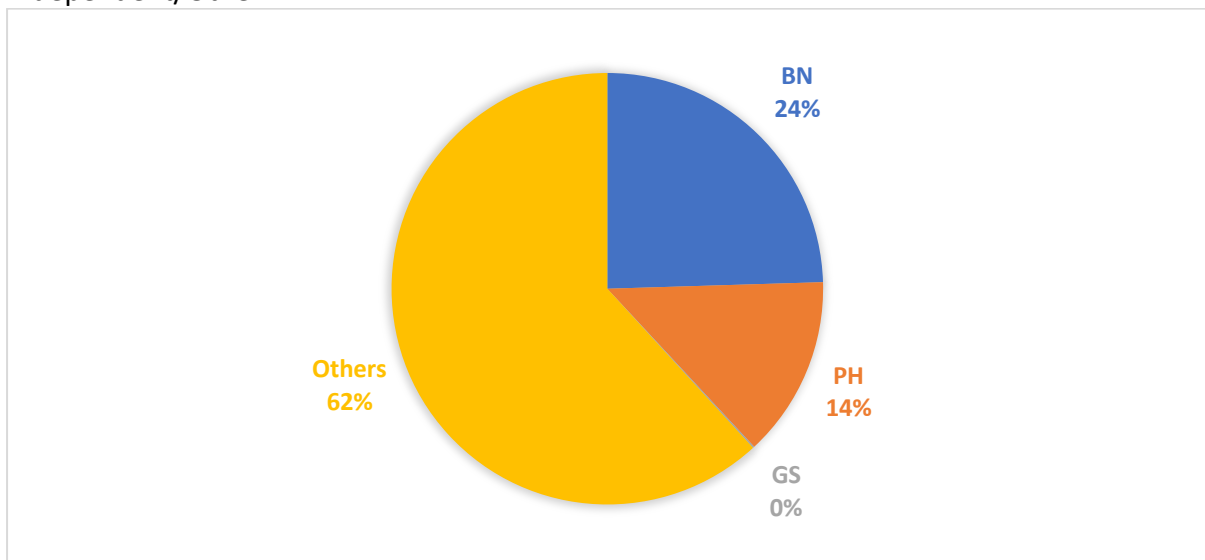
2.1 Volume of Coverage of Politicians & Political Figures

Figure 7: Volume of Coverage of Politicians & Political Figures



- Only the top 5 most mentioned politicians are shown on this graph.
- Out of these 5, Najib Razak received the most mentions by a significant proportion (9.13%), followed by Mahathir Mohamad (5.14%).

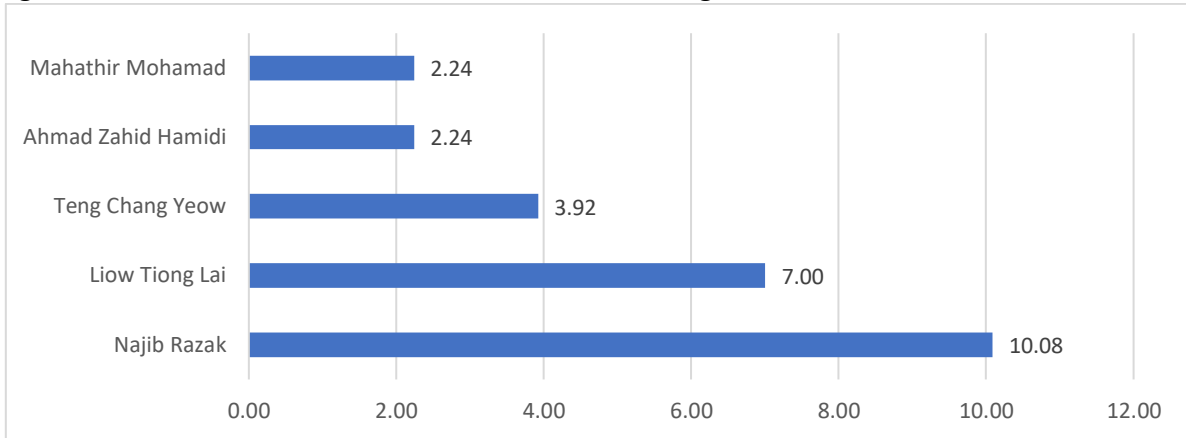
Figure 8: Volume of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures from both major coalitions is skewed towards Others (62%).

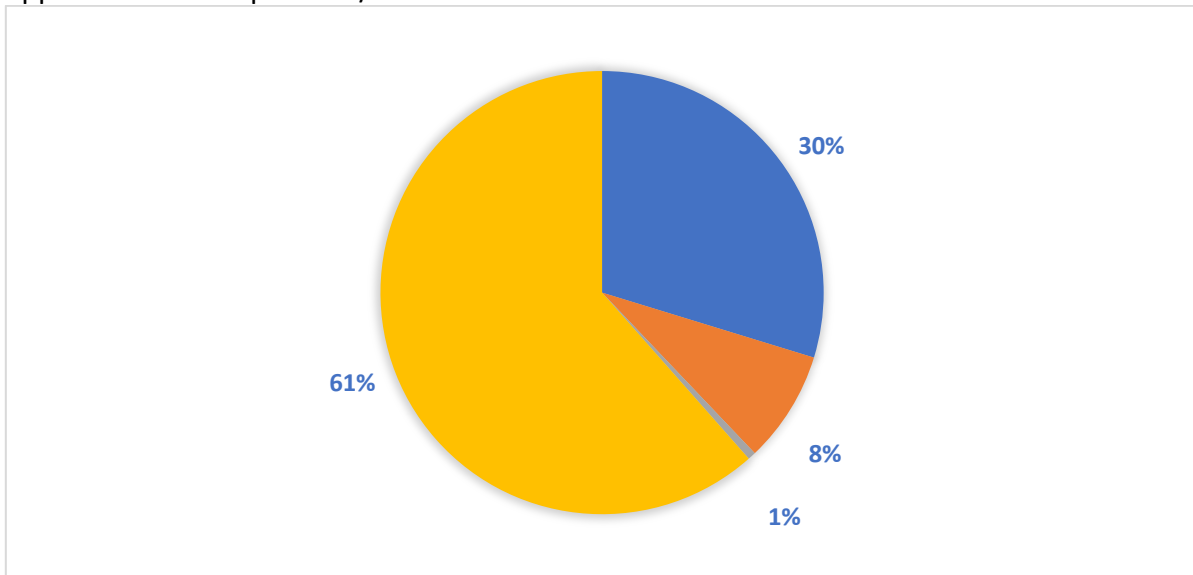
2.2 Volume of the Use of Politicians & Political Figures as Sources

Figure 9: Volume of the Use of Politicians & Political Figures as Sources



- Only the top 5 most mentioned politicians are shown on this graph.
- Out of these 5, Najib Razak received the most mentions by a significant proportion (10.08%), followed by Muhyiddin Yassin (7.00%).

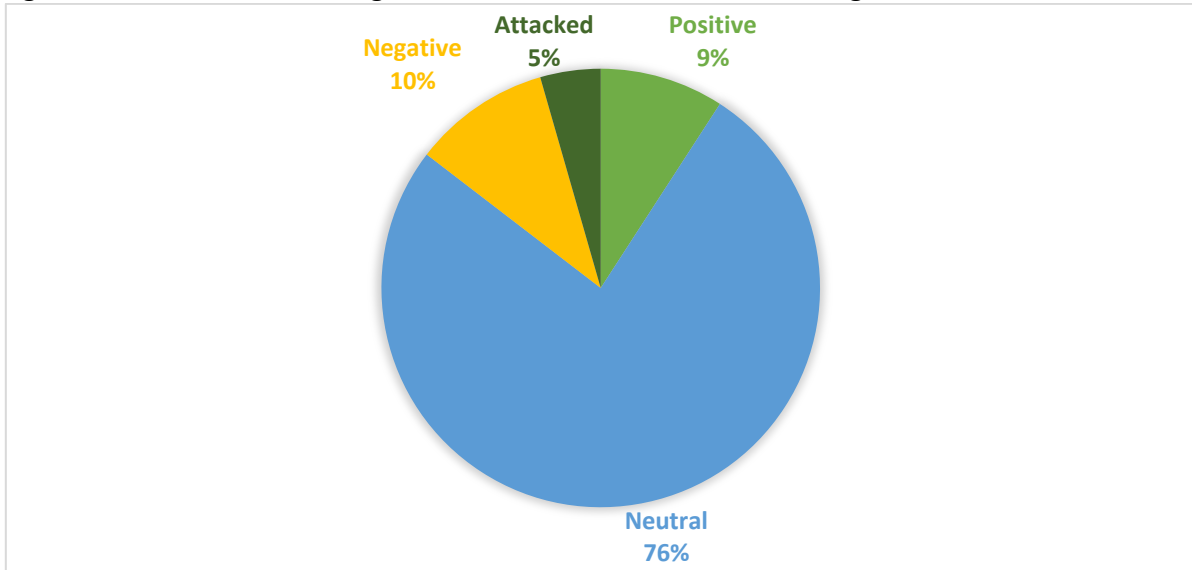
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures from both major coalitions is skewed towards Others (61%).

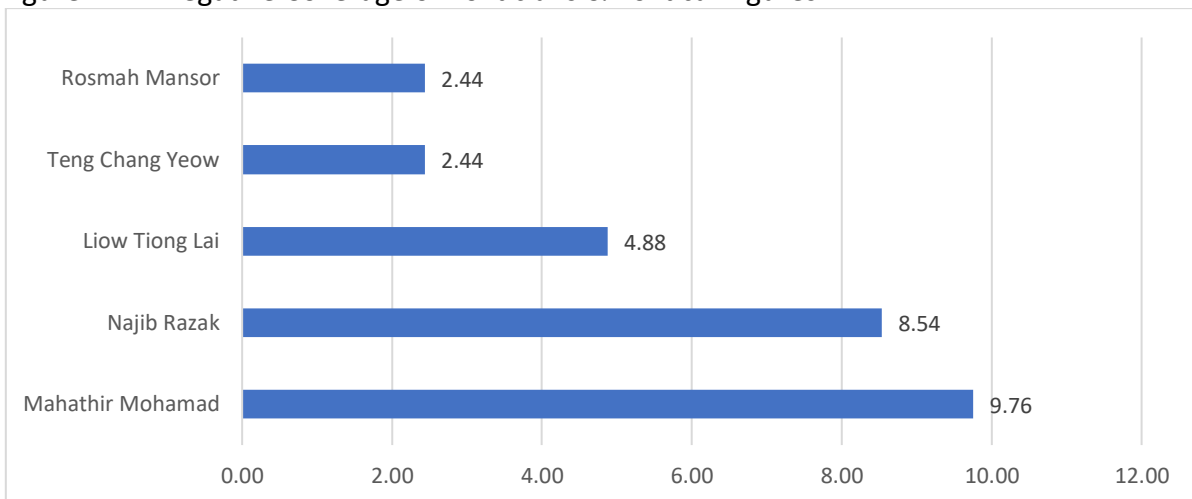
2.3 Tone of Coverage of Politicians & Political Figures

Figure 11: Raw Tonal Coverage Volume of Politicians & Political Figures



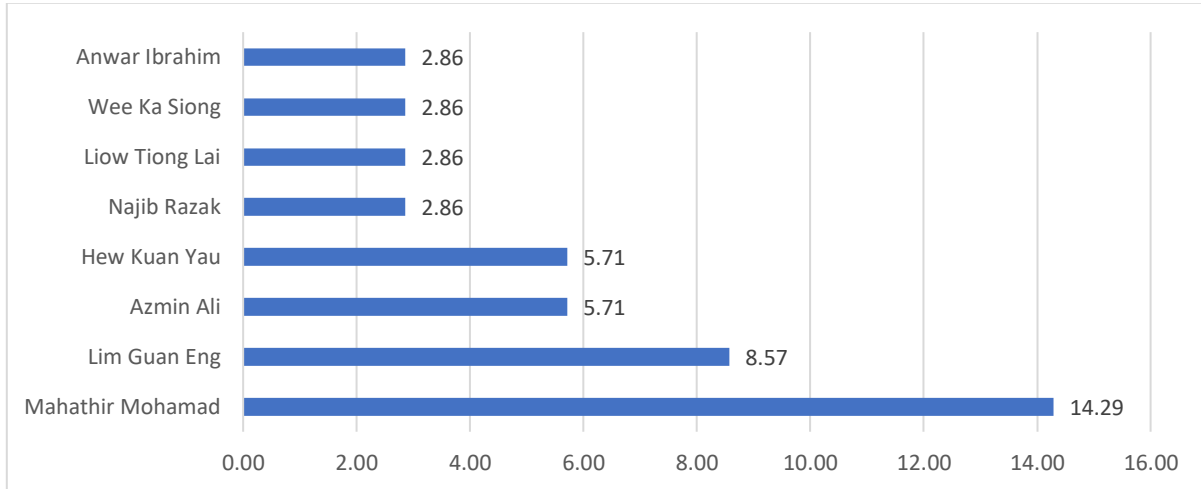
- Of all the tonal categories used in the coverage of politicians and political figures, the neutral category was used the most often (76%), followed by the negative category (10%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



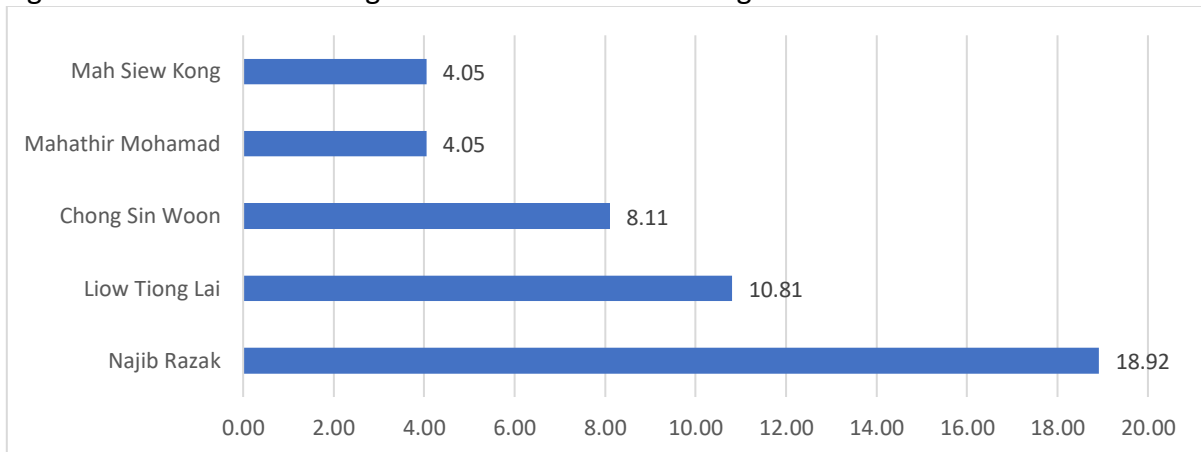
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the most negative (9.76 %) followed by Najib Razak (8.54%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



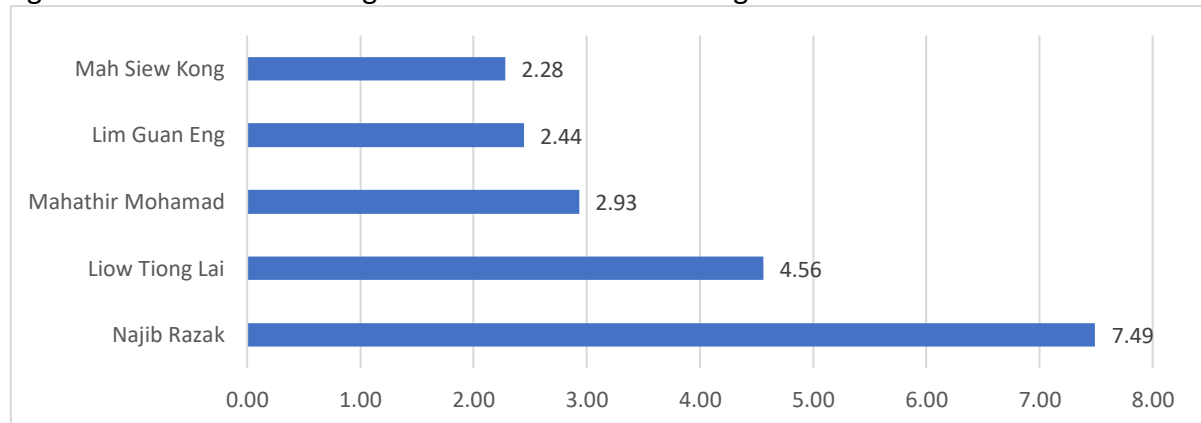
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the most attacked (14.29%) followed by Lim Guan Eng (8.57%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



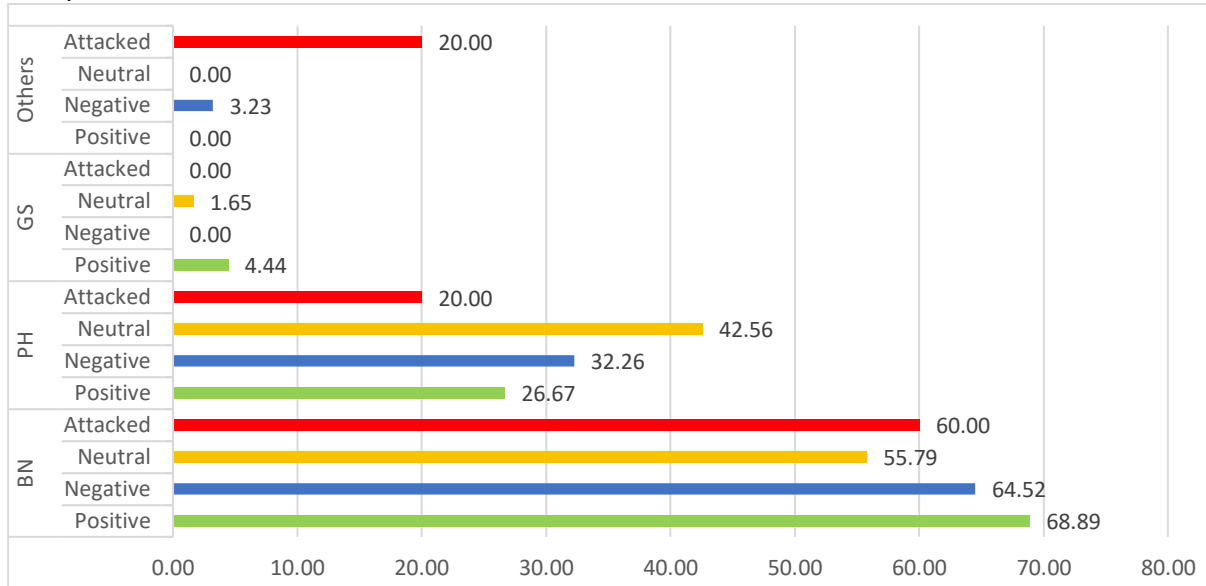
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most positive (18.92%) followed by Liow Tiong Lai (10.81%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most neutral (7.49%) followed by Liow Tiong Lai (4.56%).

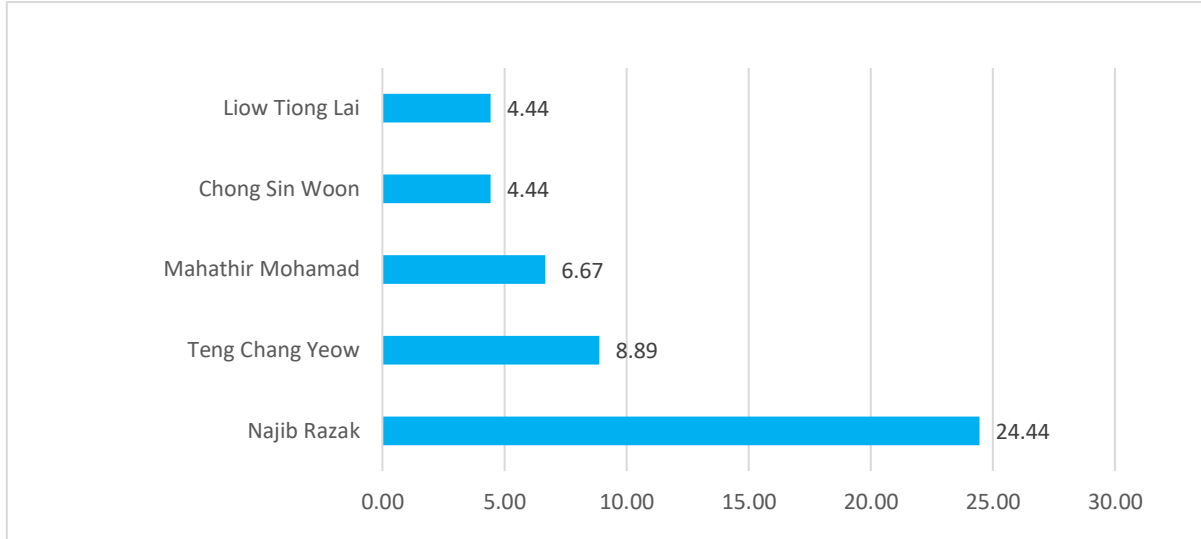
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- Overall, BN received the most attacks, positive, negative, and neutral coverage.

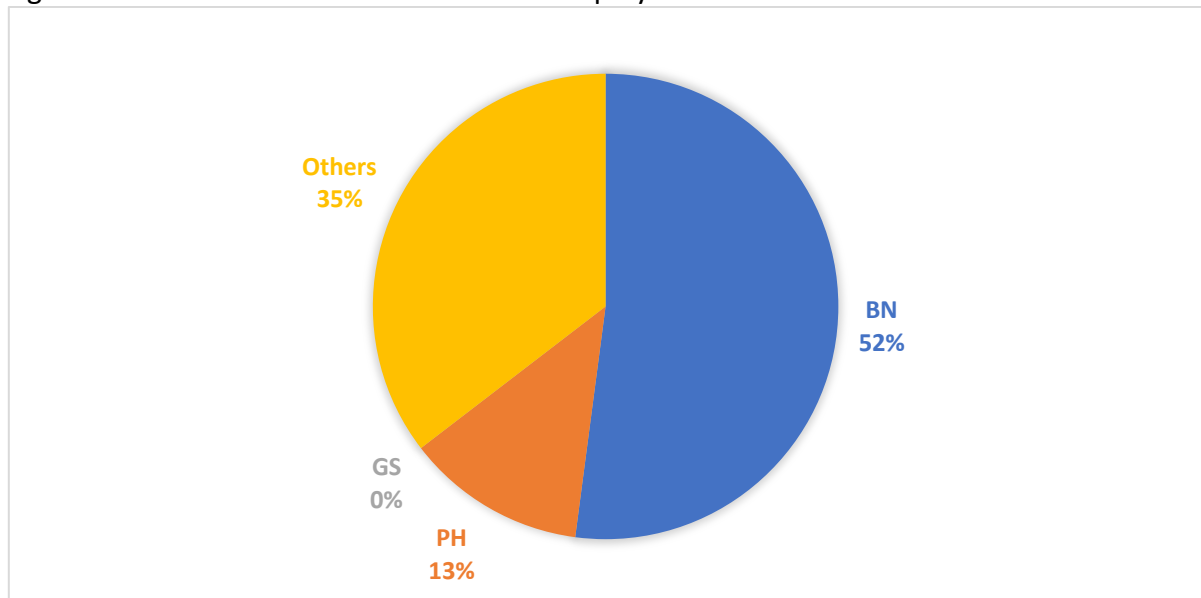
2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

Figure 15: Attack Politics: Which Politicians and Political Figures Employ 'Attack Politics' Most Often?



- This graph is weighted to show attack politics as a proportion of overall use as source.
- Najib Razak was the politicians most likely to engage in attack politics (24.44%), followed by Teng Chang Yeow (8.89%) then Mahathir Mohamad (6.67%).

Figure 16: Attack Politics: Which Coalition Employs Attack Politics Most Often?

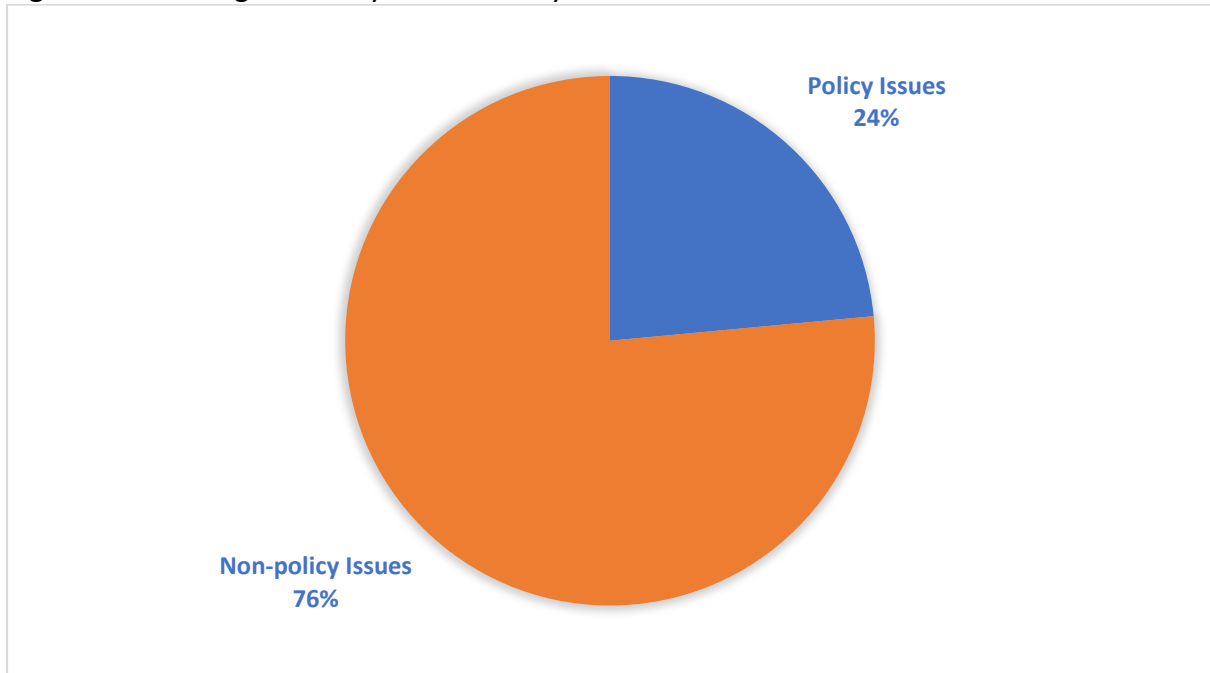


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, BN (52.08%) coalition politicians engaged in attack politics more often than independent/ others (35.42%) and PH (12.5%).

Section 3: Coverage of Issues

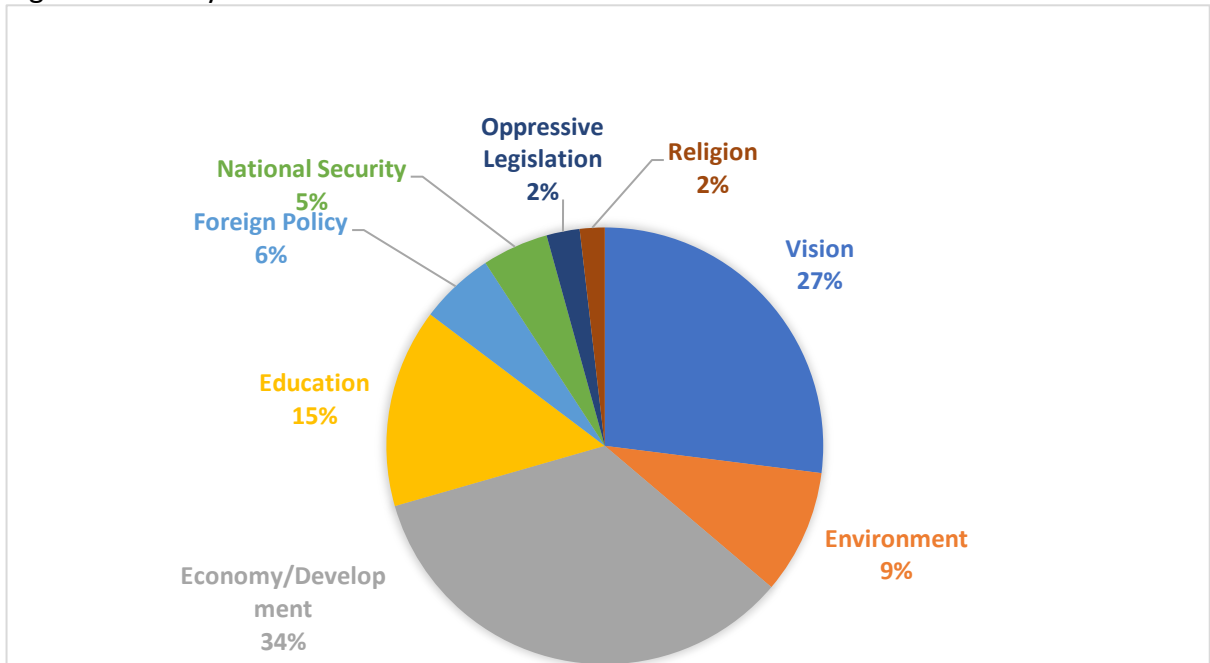
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



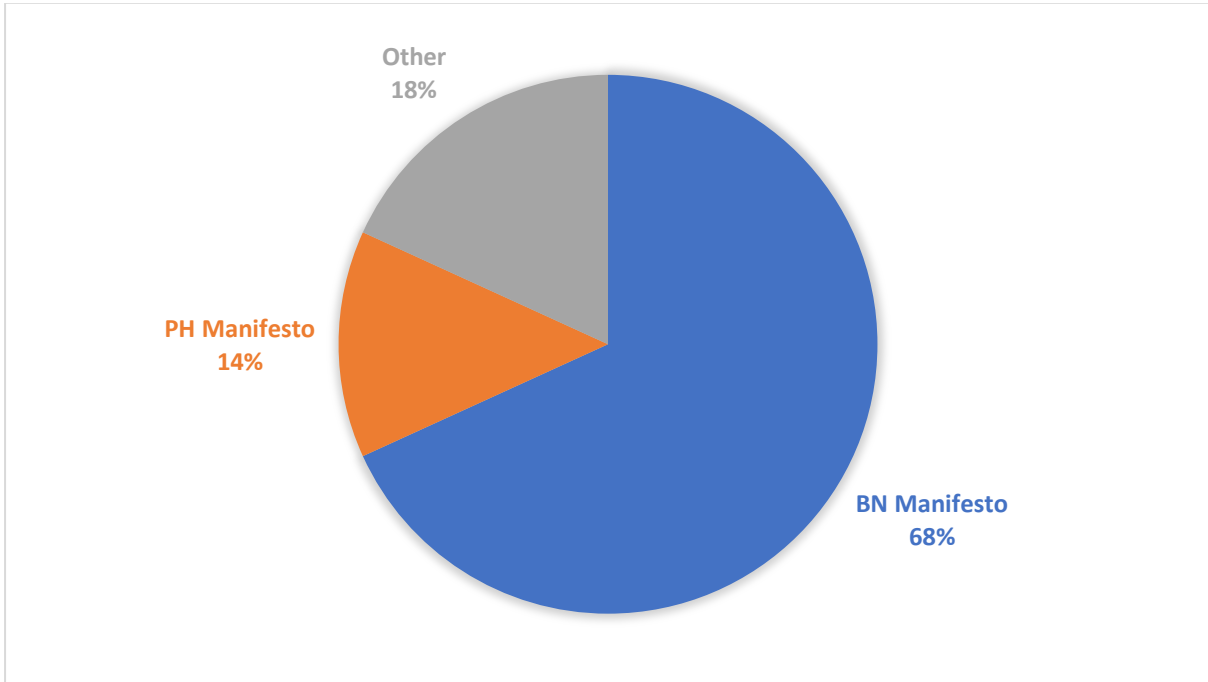
Note: More coverage of non-policy issues than policy issues (more than 3x).

Figure 18: Policy Issues



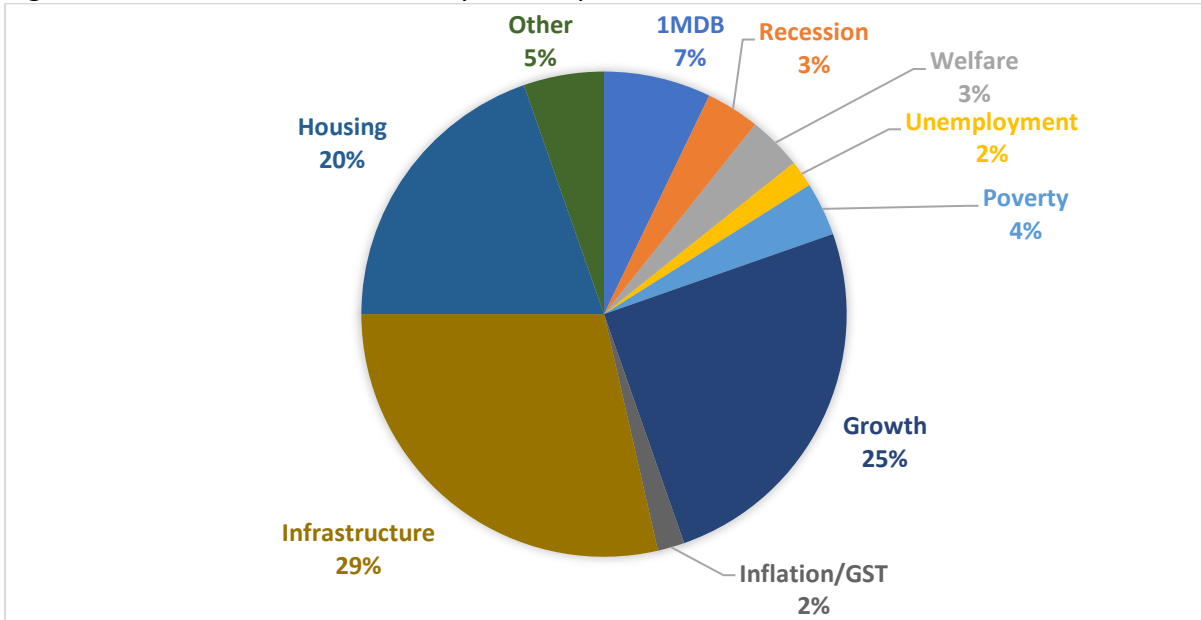
Note: Economy/Development was the most covered, while Religion and Oppressive Legislation was the least.

Figure 18.1: Breakdown of Vision/Policy/Programme



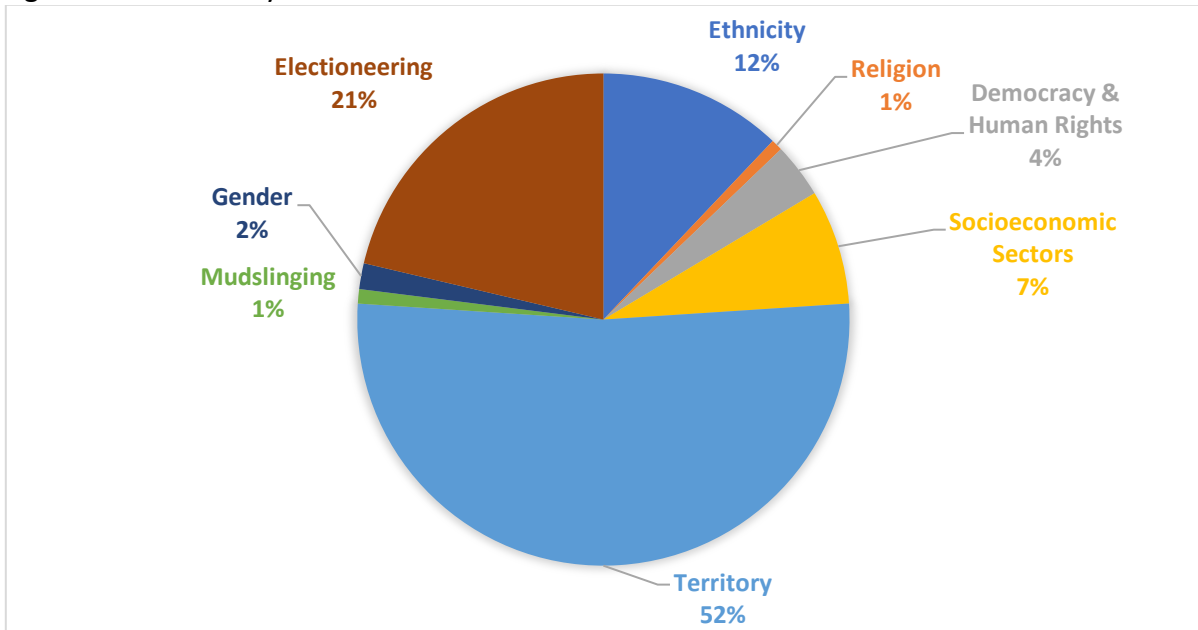
Note: 8TV only covered the BN Manifesto and the PH Manifesto. BN Manifesto received the highest amount of coverage. All the rest were included in the “Others” section. No mention of expected policies/vision such as TN50, 1Malaysia, or NEP/Bumiputeralism.

Figure 18.2: Breakdown of Economy/Development Issues



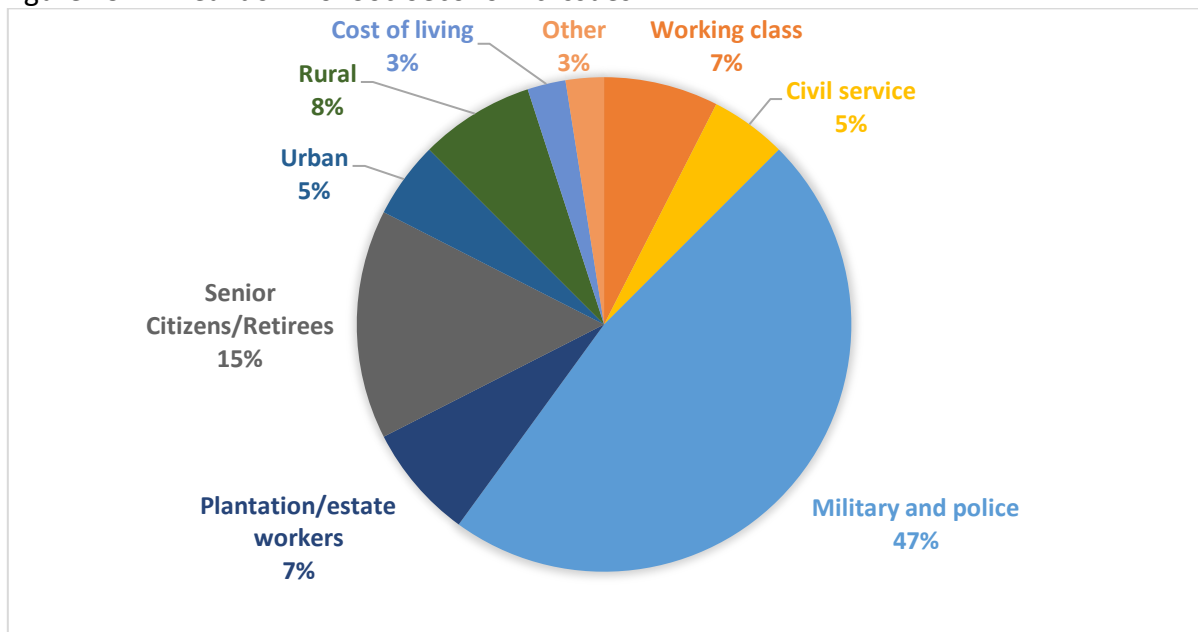
Note: GST was not a major issue as expected. Infrastructure was the highest, followed by Housing and Growth.

Figure 19: Non-Policy Issues



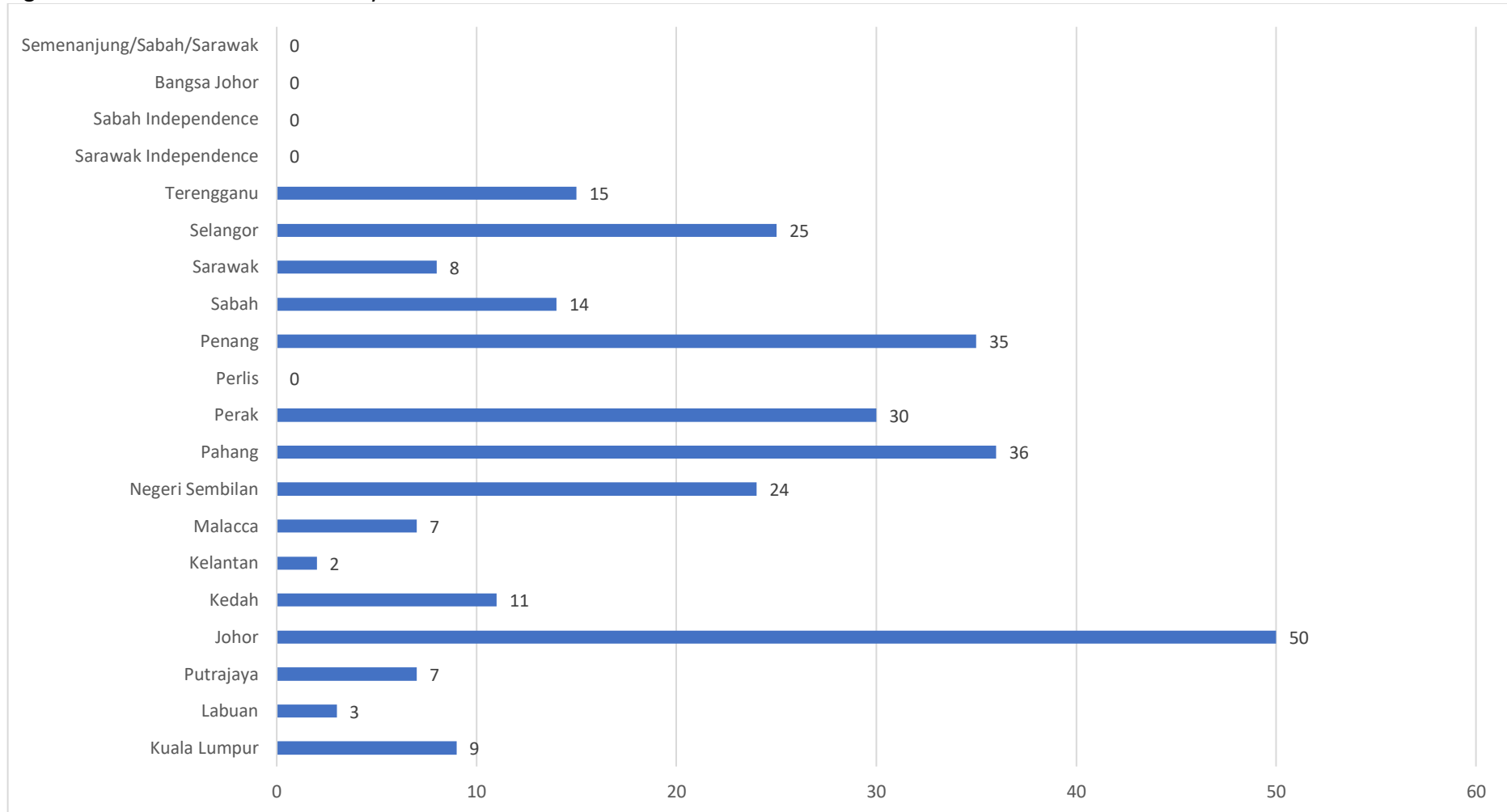
Note: Territory was the largest, but primarily due to the fact that any news piece that mentioned anyone from any territory was tagged with the “Territory” tag – so there may have been overlap of the data with other categories.

Figure 19.1: Breakdown of Socioeconomic Issues



Note: Military and police issues received the most coverage, followed by Senior Citizens/Retirees/

Figure 19.2: Breakdown of Territory Issues



Note: Issues pertaining to the state of Johor, Pahang, and Penang received the most coverage. Sabah/Sarawak Independence received no coverage.