

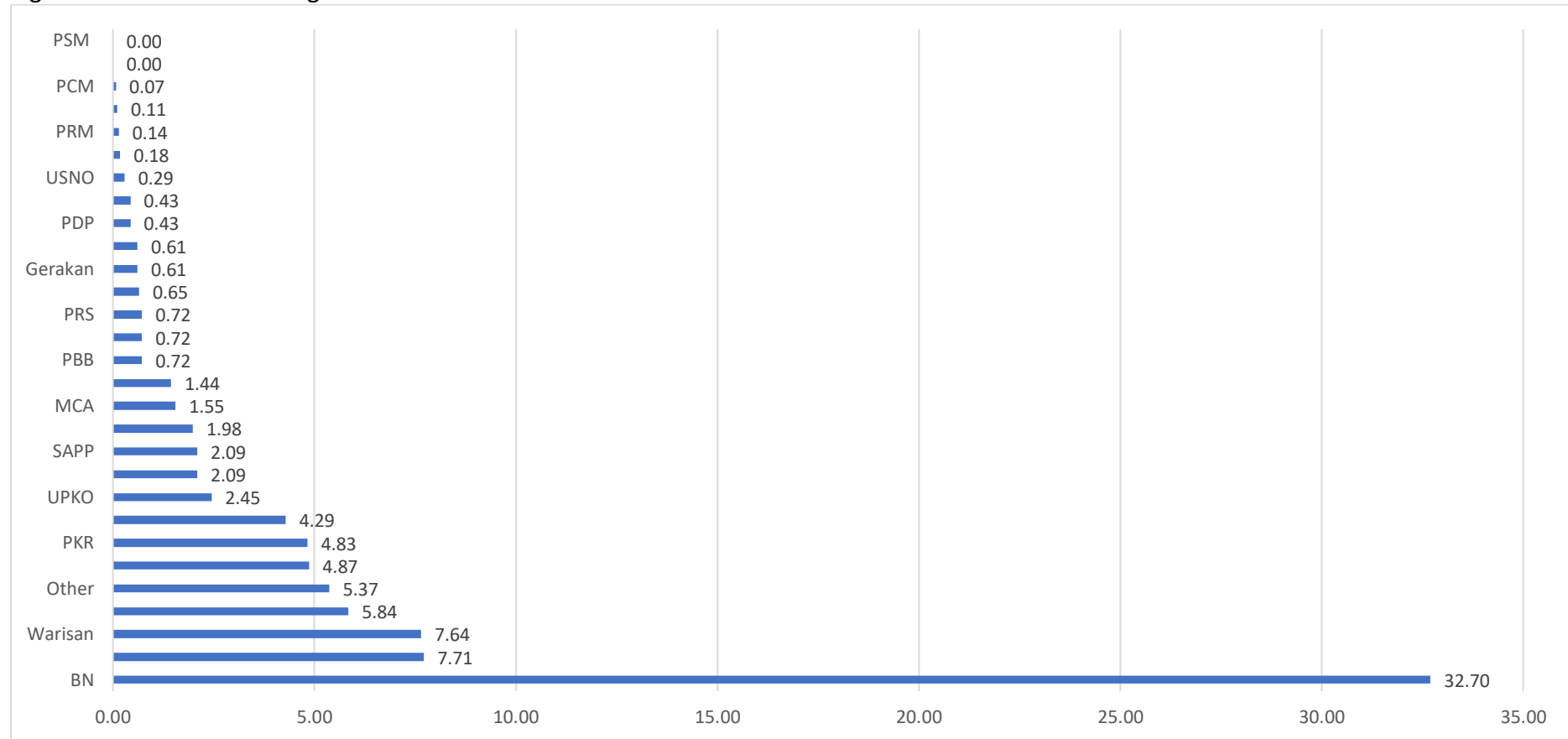
Watching the Watchdog 2.0

Borneo Post

Section 1: Coverage of Political Parties and Coalitions

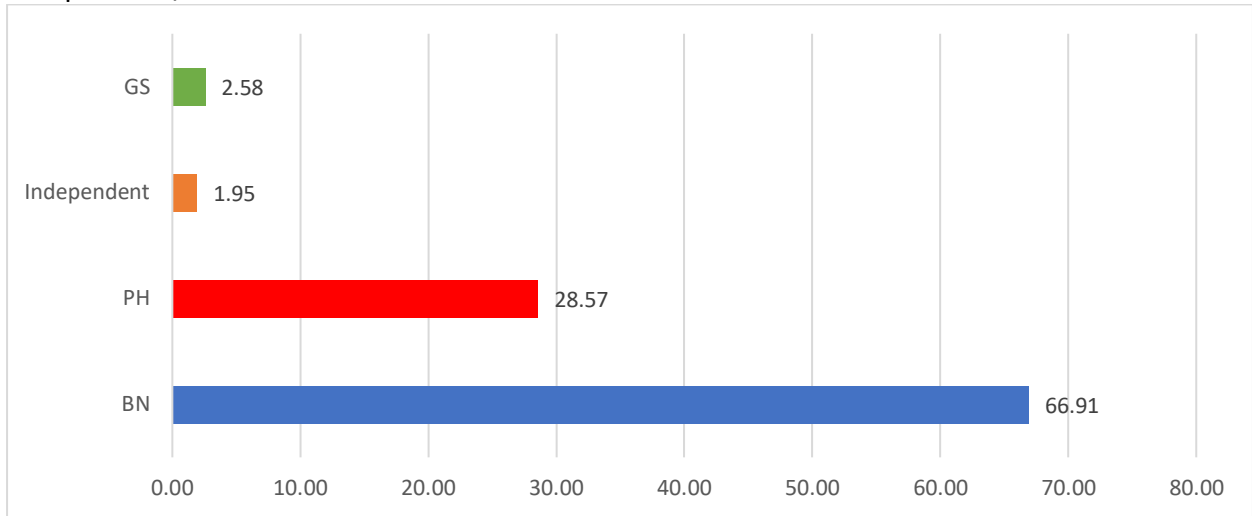
1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (32.70%), followed by UMNO (7.71%) and Warisan (7.64%).

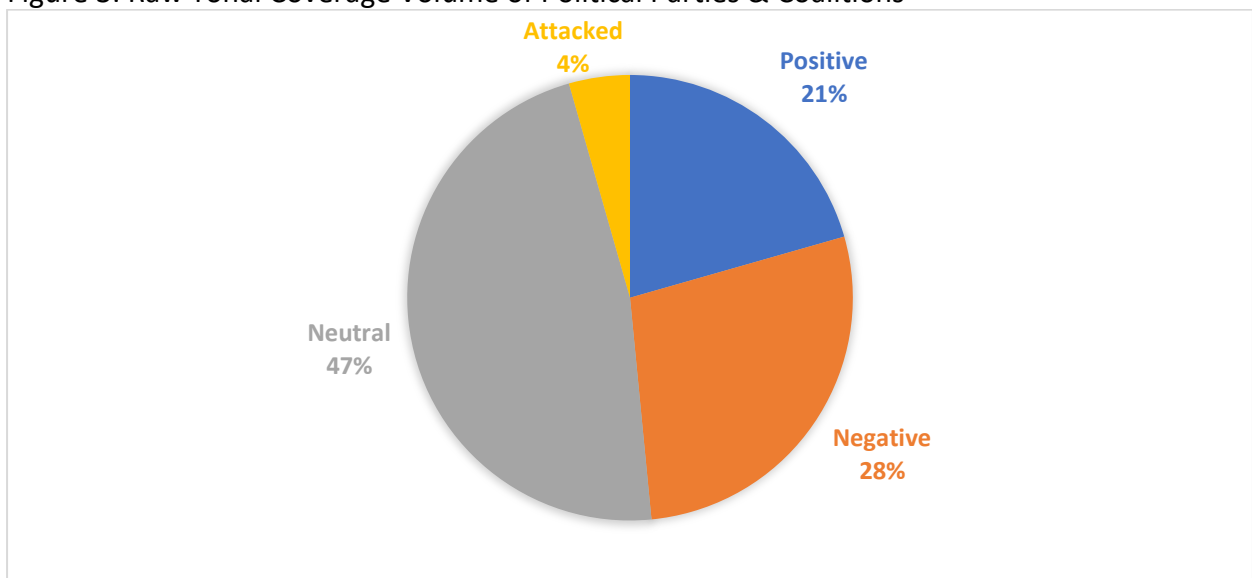
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (66.91%), followed by PH (28.57%) and GS (2.58%).

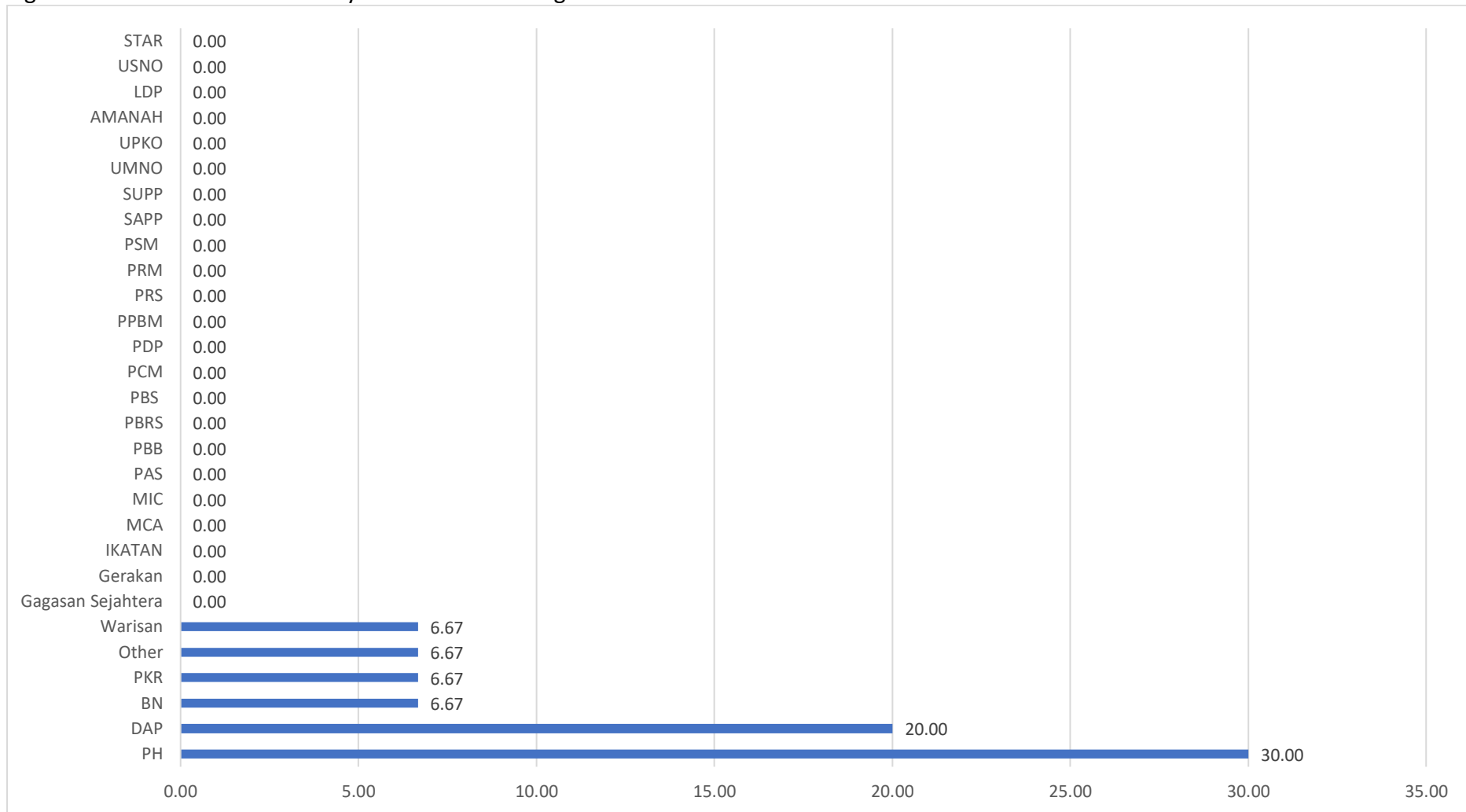
1.2 Tone of Coverage of Political Parties & Coalitions

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



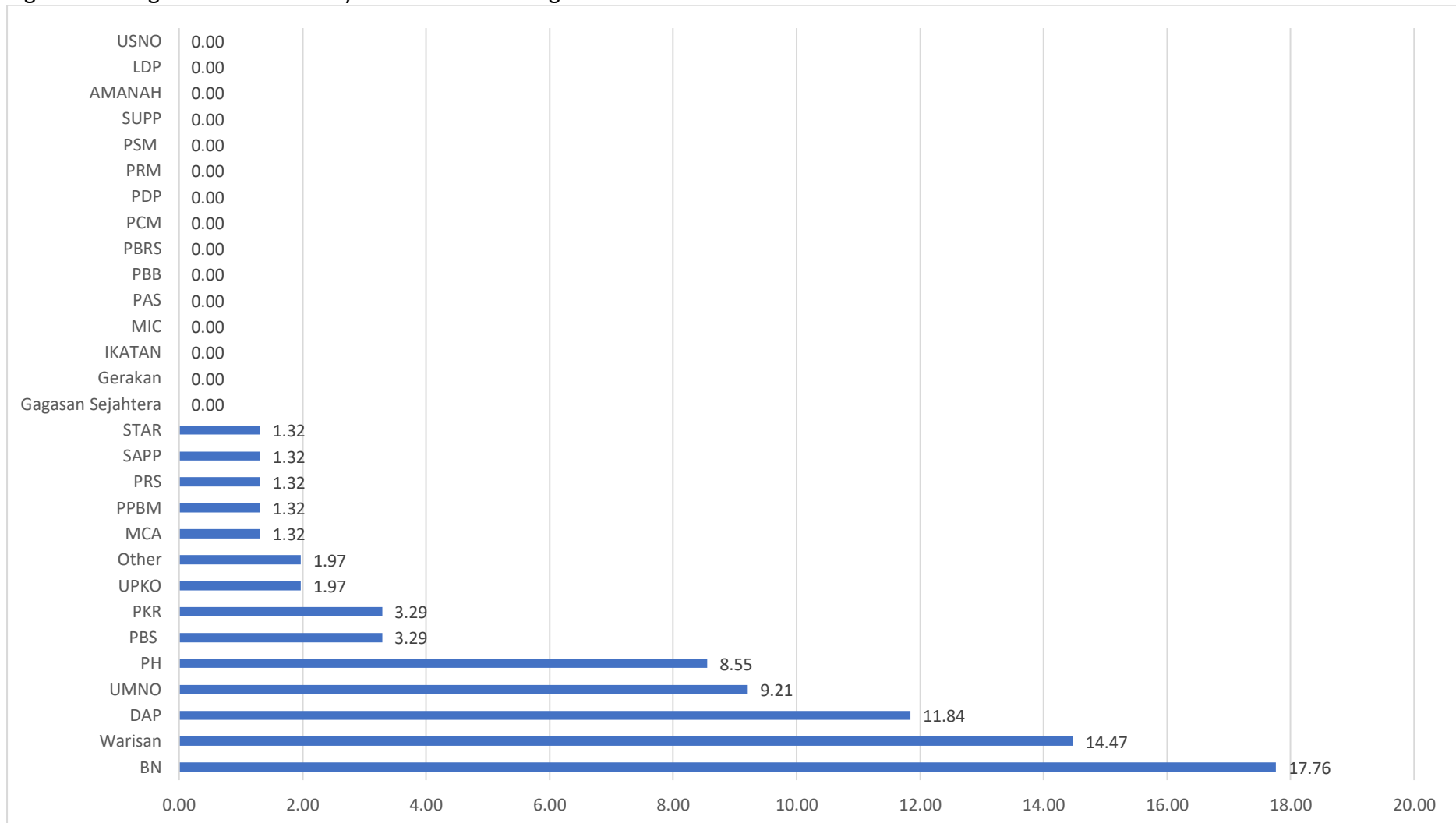
- The Neutral tone was used the most (47%), followed by Negative (28%) and Positive (21%).

Figure 4.1: Attacked Political Party & Coalition Coverage



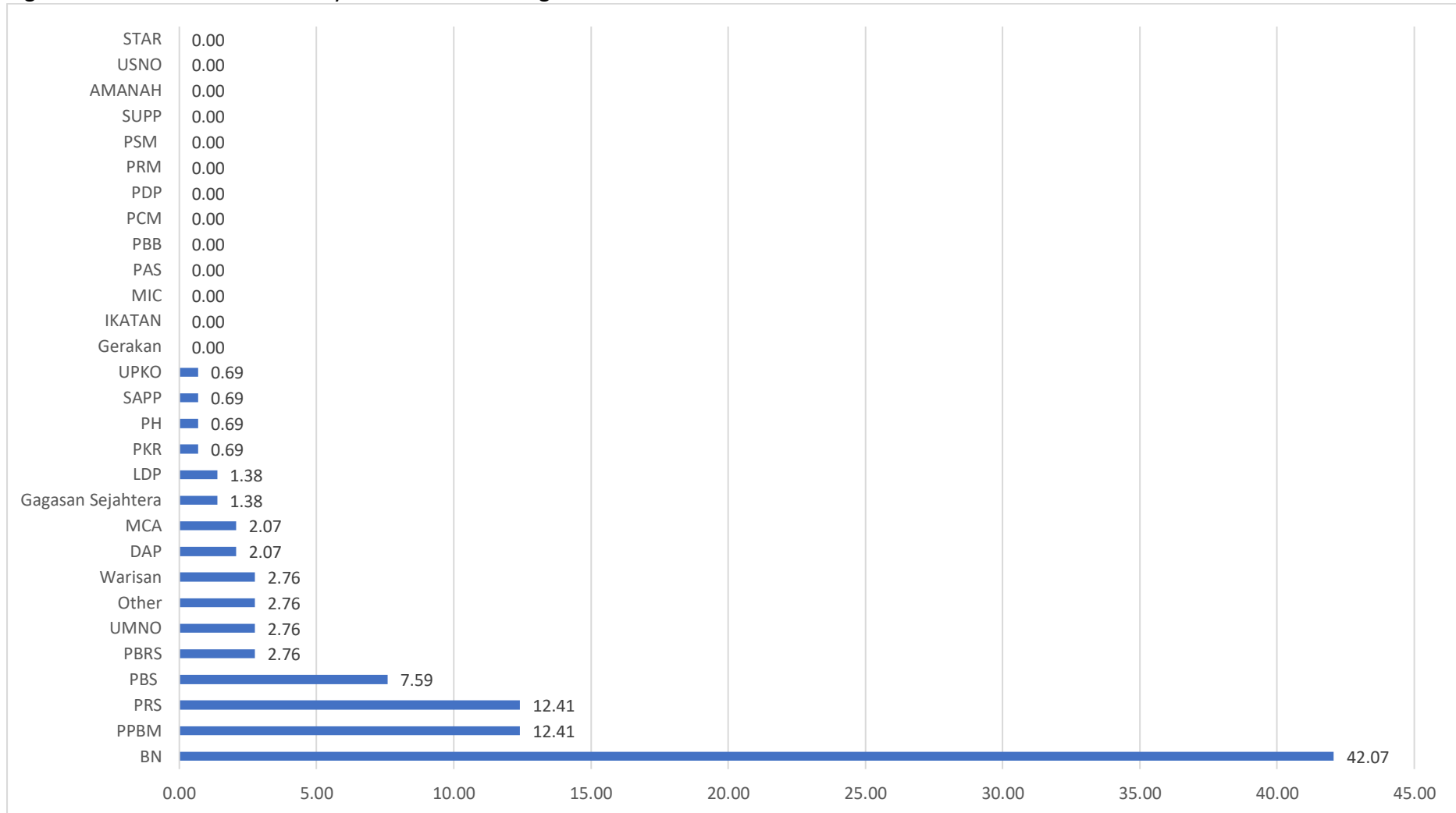
- PH received the most Attacked coverage (30.00%), followed by DAP (20.00%).
- BN, PKR, and Warisan received similar coverage (6.67%).

Figure 4.2: Negative Political Party & Coalition Coverage



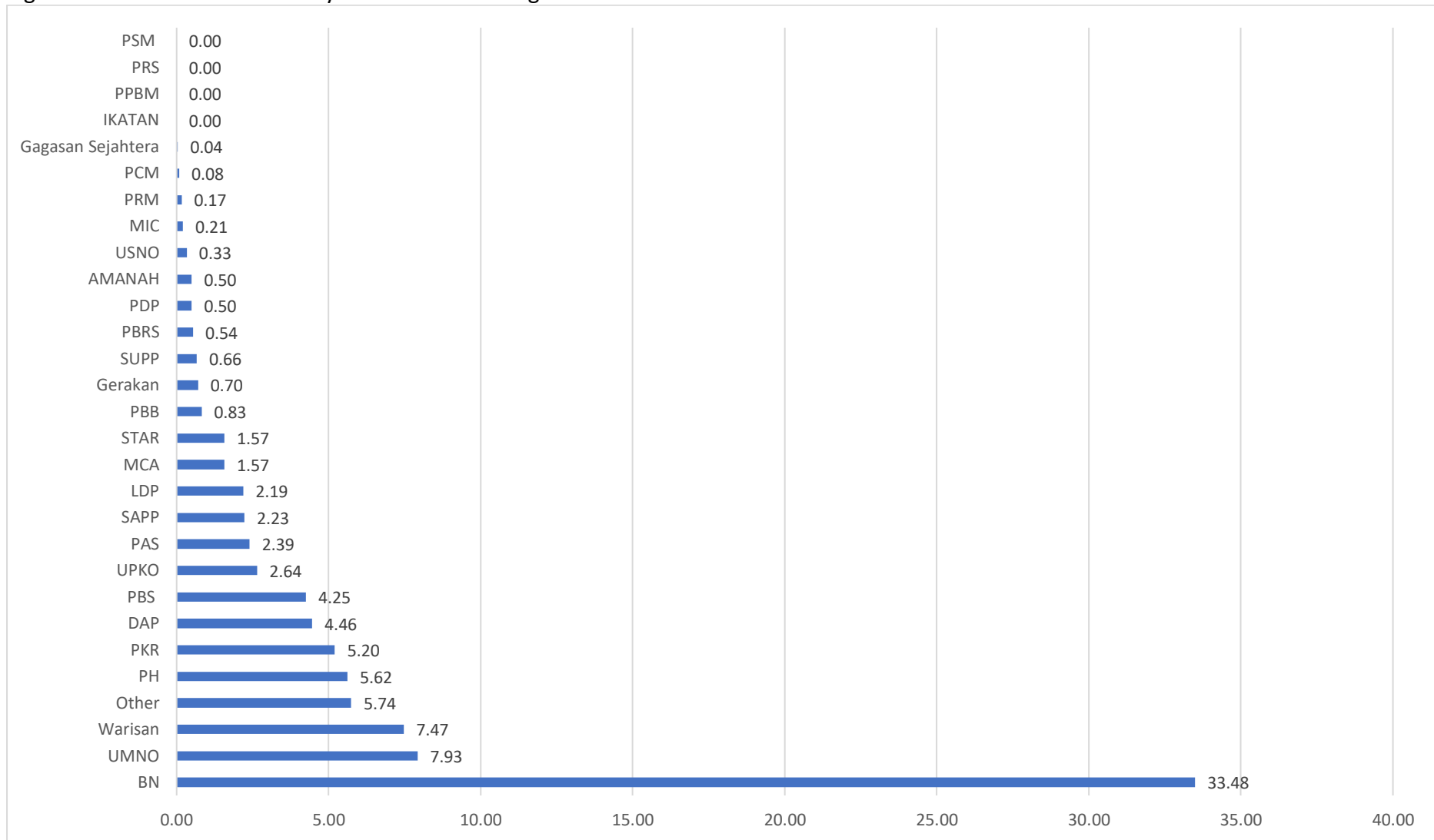
- BN received the most Negative coverage (17.76%), followed by Warisan (14.47%) and DAP (11.84%).

Figure 5.1: Positive Political Party & Coalition Coverage



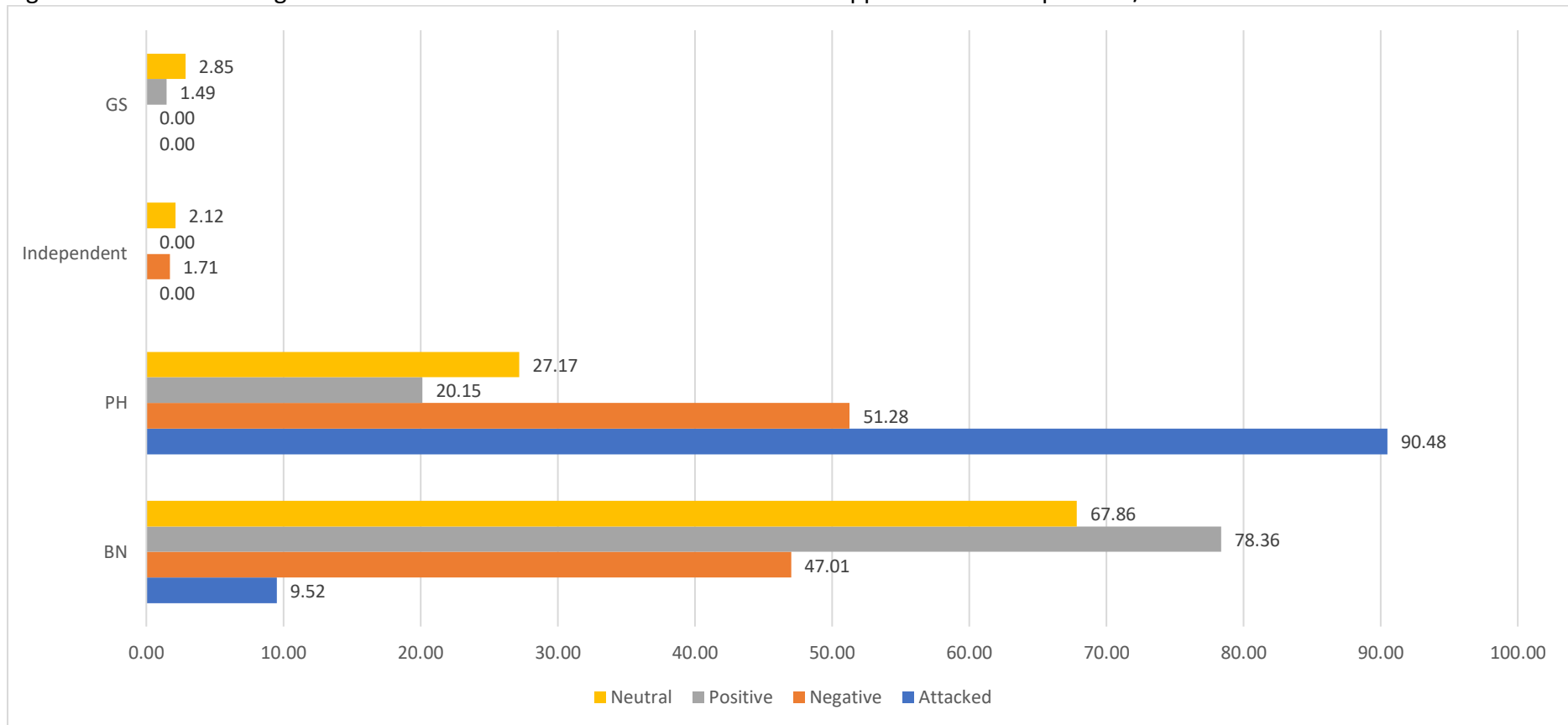
- BN received the most positive coverage (42.07%), followed by PPBM and PRS (12.41%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (33.48%), followed by UMNO (7.93%) and Warisan (7.47%).

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

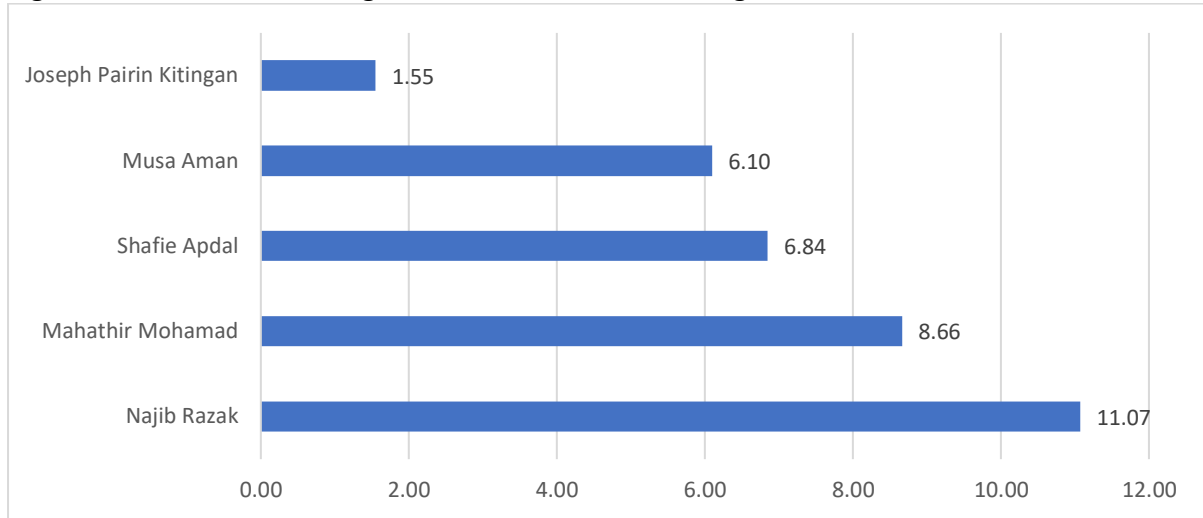


- PH received the most Negative and Attacked coverage, while BN received the most Neutral and Positive coverage.

Section 2: Coverage of Politicians and Political Figures

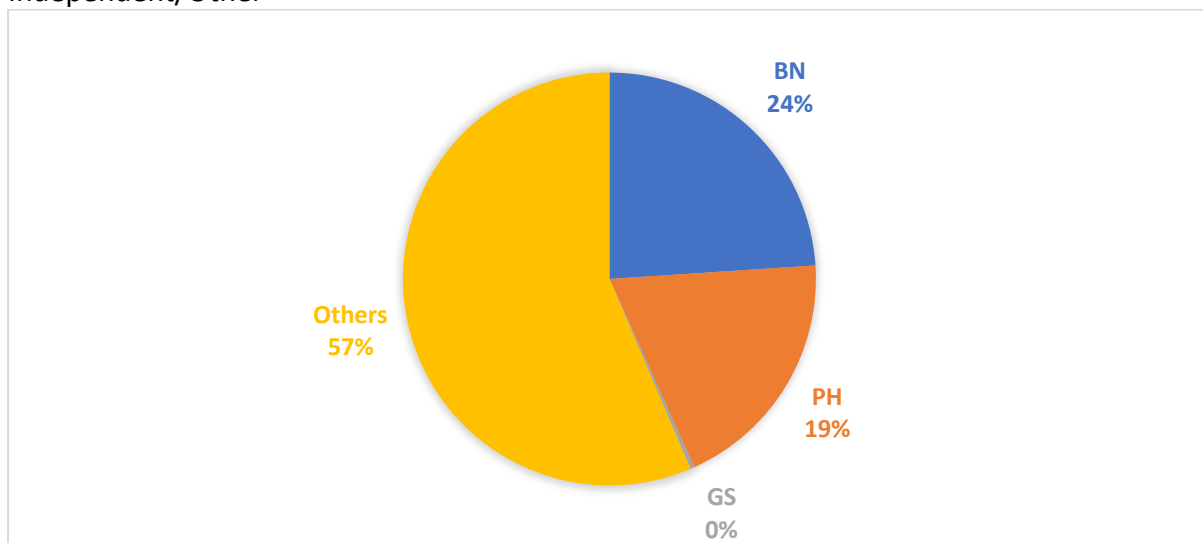
2.1 Volume of Coverage of Politicians & Political Figures

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 (11.07%), followed by Mahathir Mohamad (8.66%).

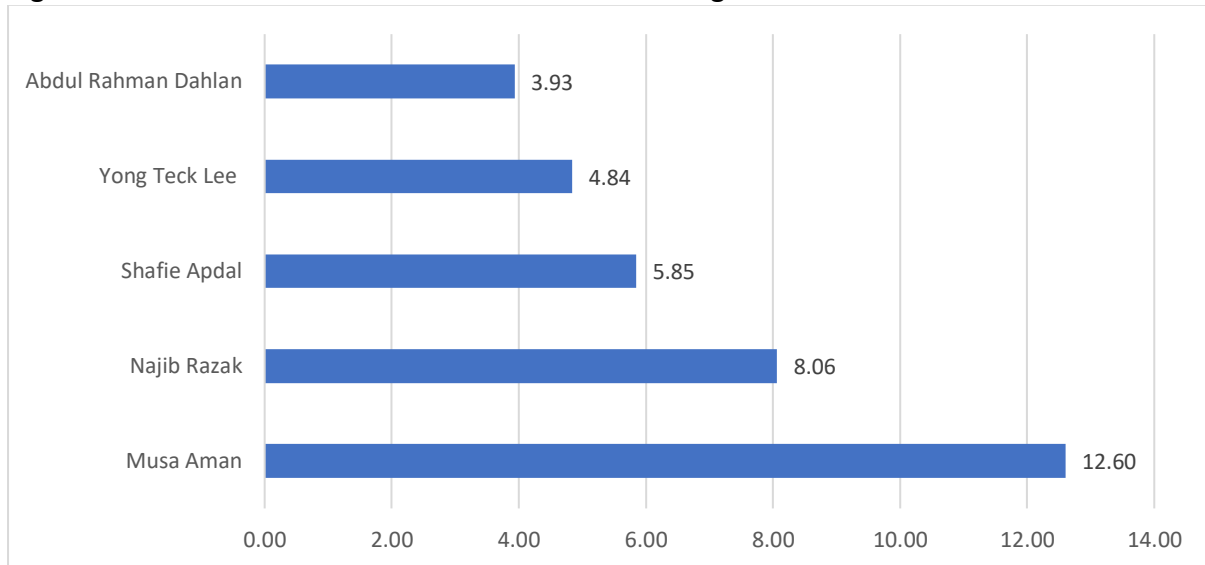
Figure 8: Volume of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures is skewed towards Independent/ Others (57%).
- There was more coverage of BN compared to PH.

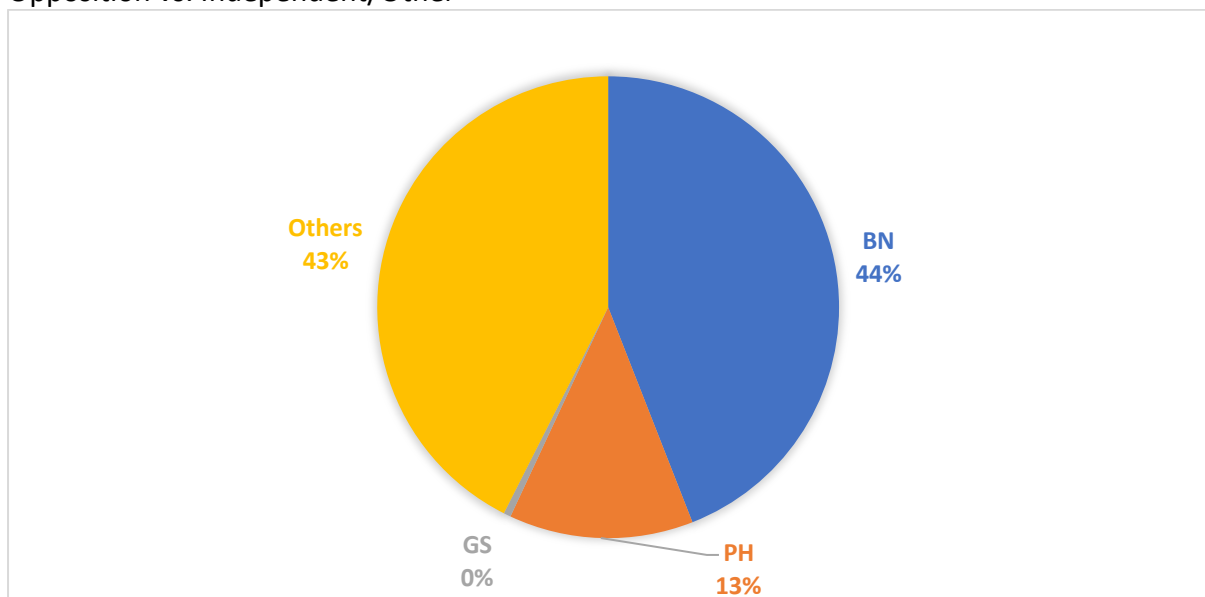
2.2 Volume of the Use of Politicians & Political Figures as Sources

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, Musa Aman received the most coverage (12.60%), followed by Najib Razak (8.06%).

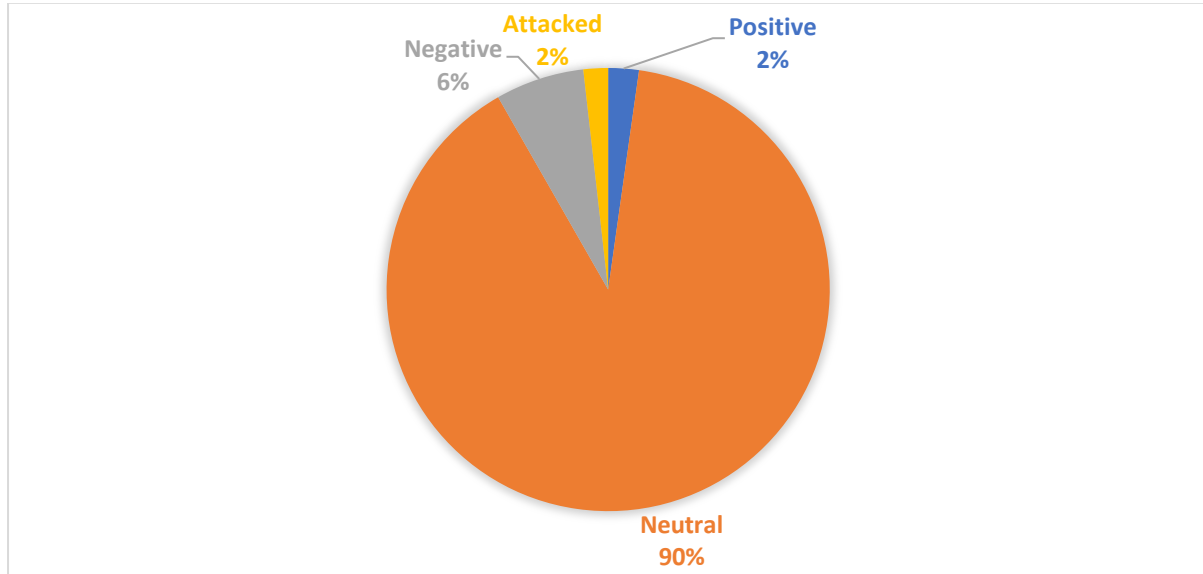
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage is skewed towards Independent/ Others (43%). BN received more coverage than PH and GS.

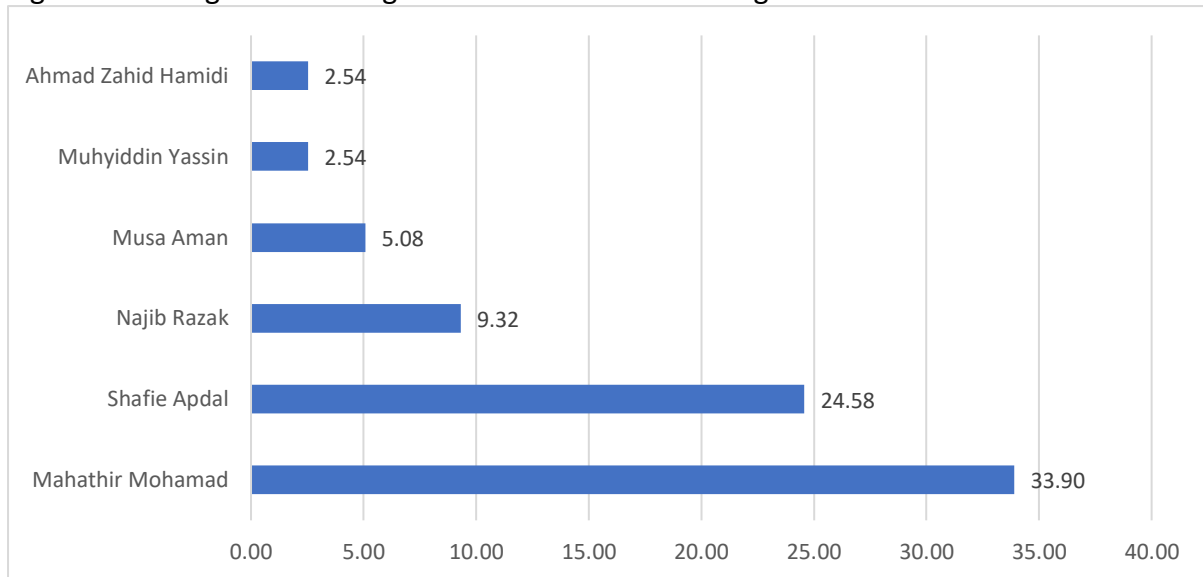
2.3 Tone of Coverage of Politicians & Political Figures

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



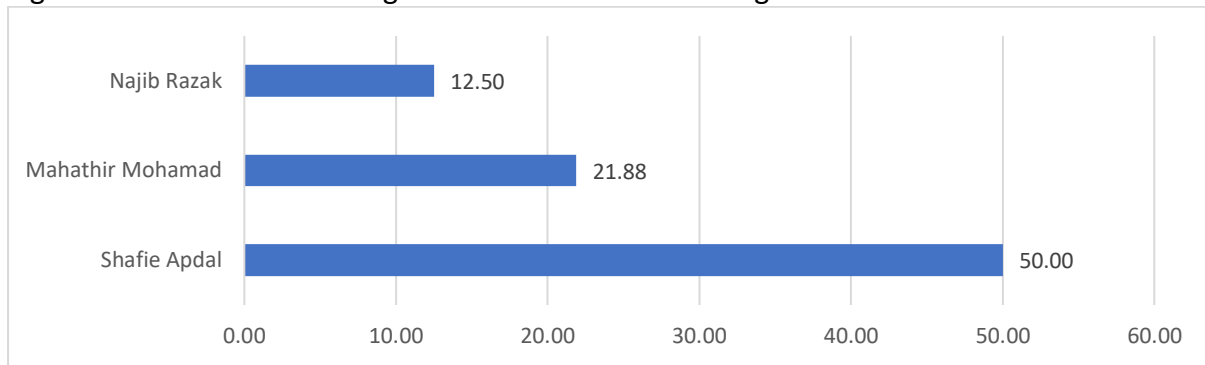
- Of all the tonal categories used in the coverage of politicians and political figures, the neutral category was used the most often (90%), followed by the negative category (6%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



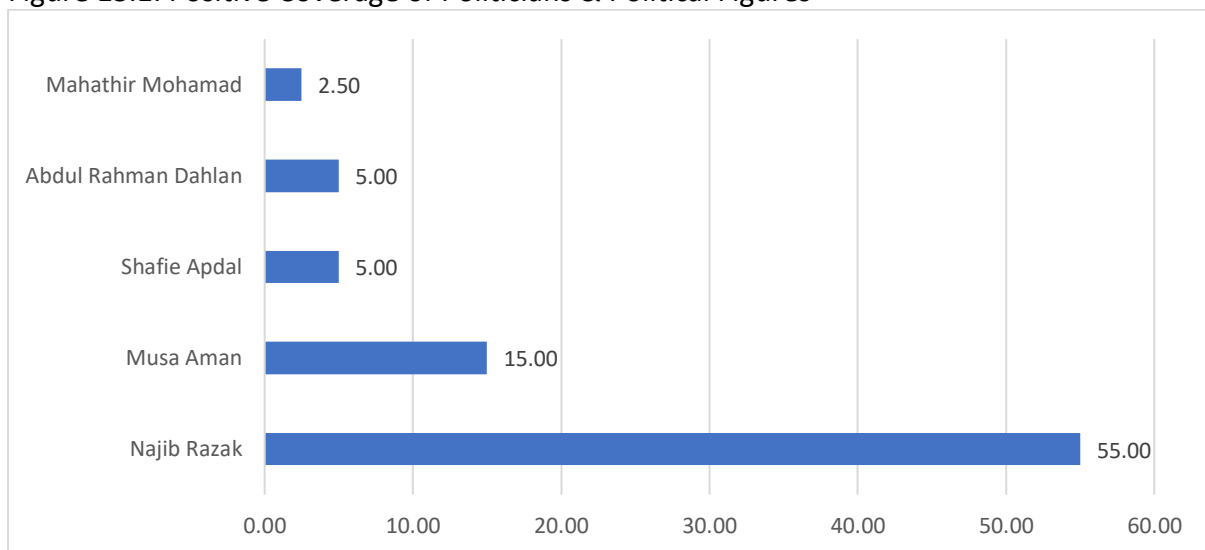
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the highest negative coverage (35.90%), followed by Shafie Apdal (24.58%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



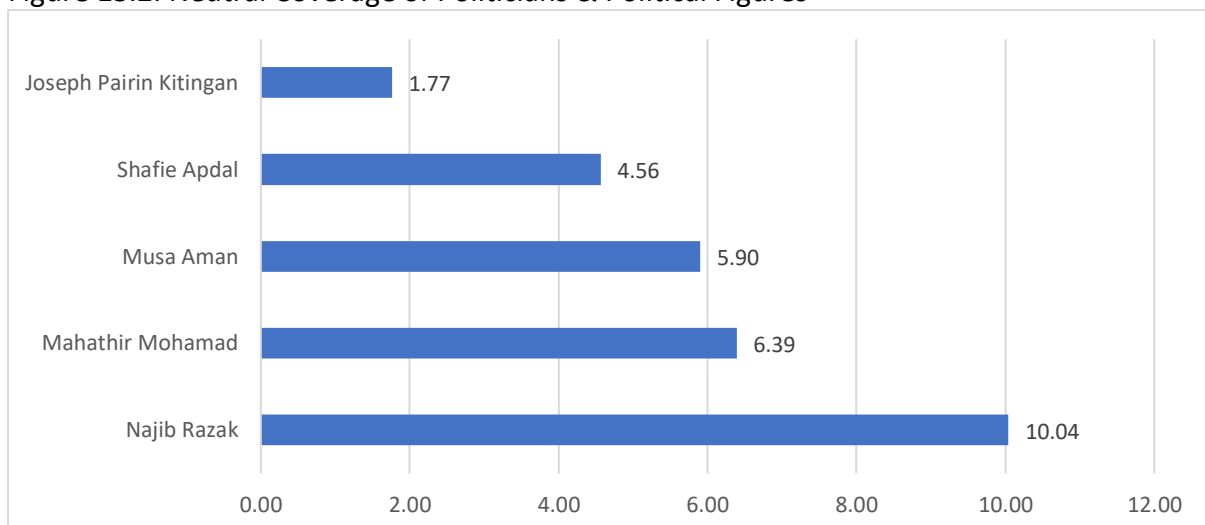
- Shafie Apdal was attacked the most (50%), followed by Mahathir Mohamad (21.88%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



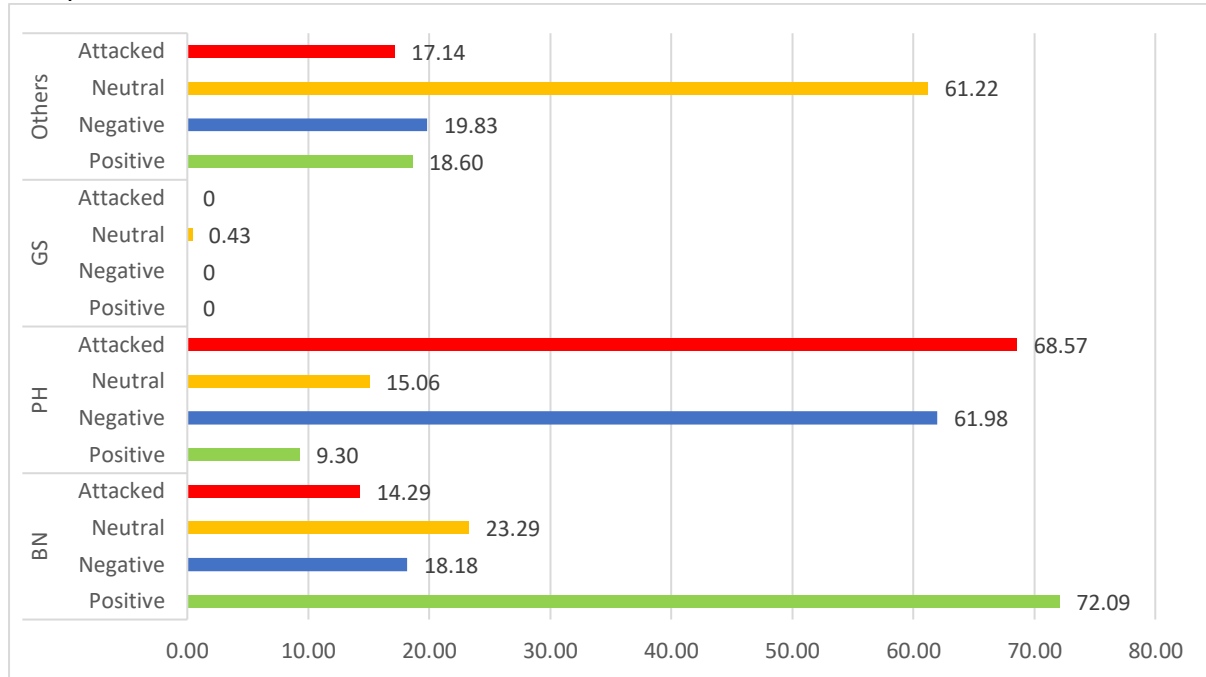
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most positive coverage (55.00%), followed by Musa Aman (15.00%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Najib Razak received the most neutral coverage (10.04%), followed by Mahathir Mohamad (6.39%).

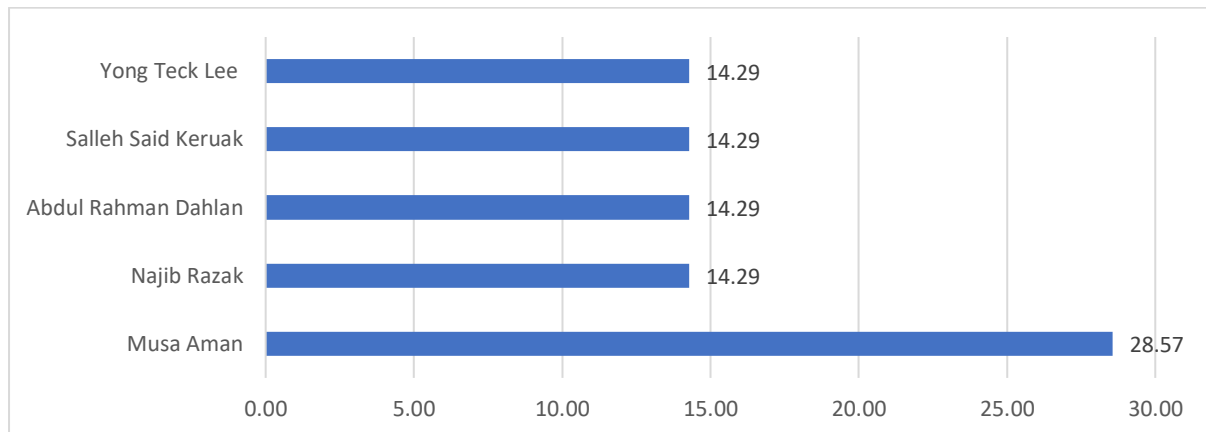
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, BN received the highest Positive coverage, while PH received the highest Attacked and Negative coverage. Independent/Others received the highest Neutral coverage.

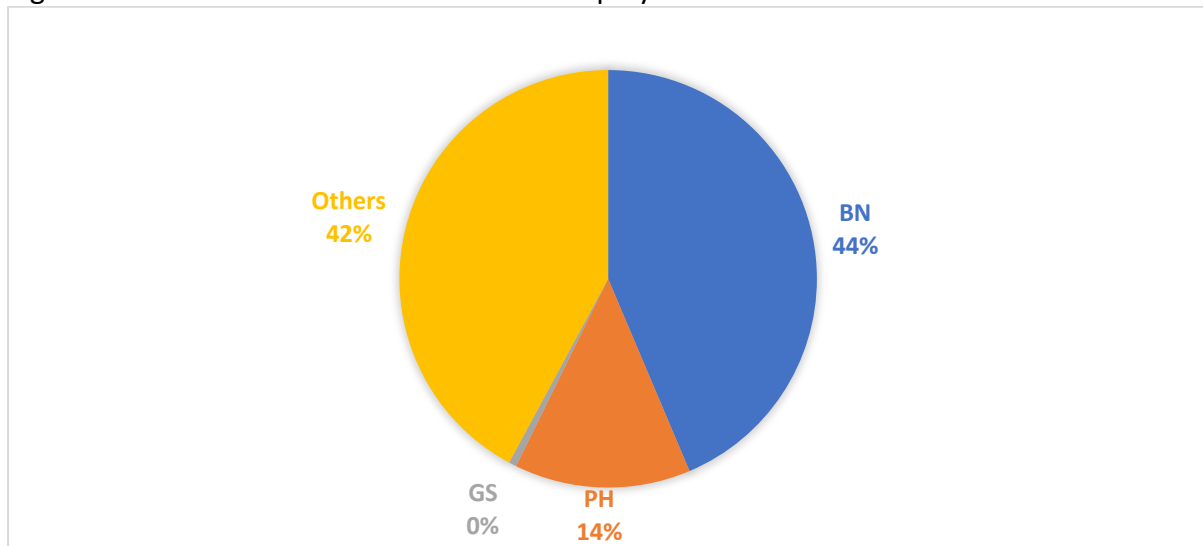
2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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.
- Musa Aman was the politician most likely to engage in attack politics (28.57%), followed by Najib Razak, Abdul Rahman Dahlan, Salleh Said Keruak, and Yong Teck Lee (14.29%).

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

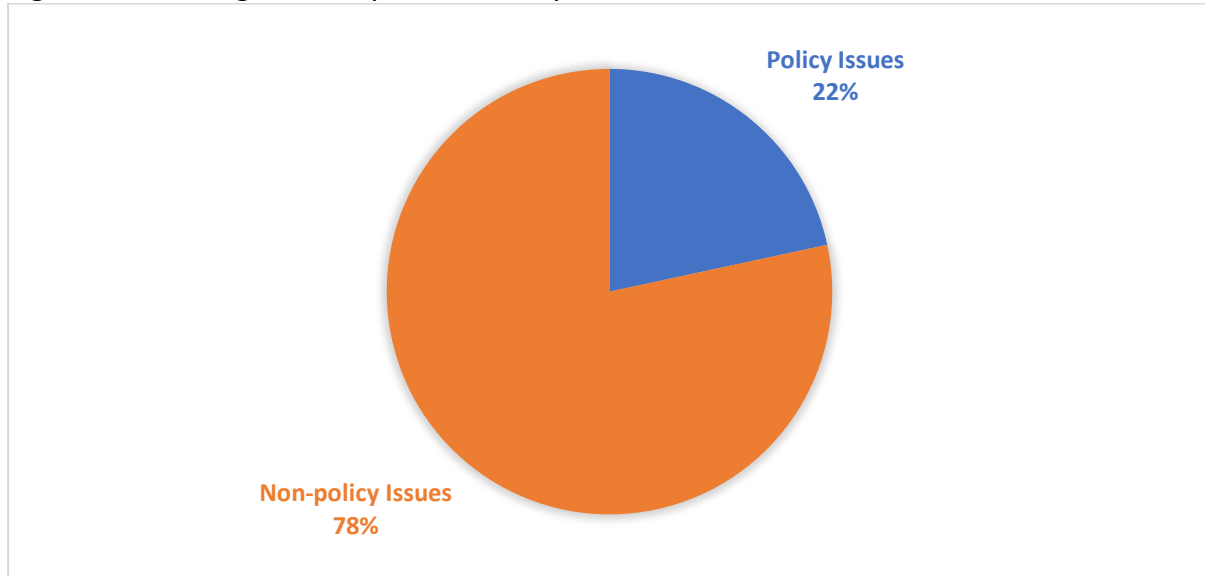


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/ Others party politicians engaged in attack politics most often (42%), followed by BN (17%) and PH (11%).

Section 3: Coverage of Issues

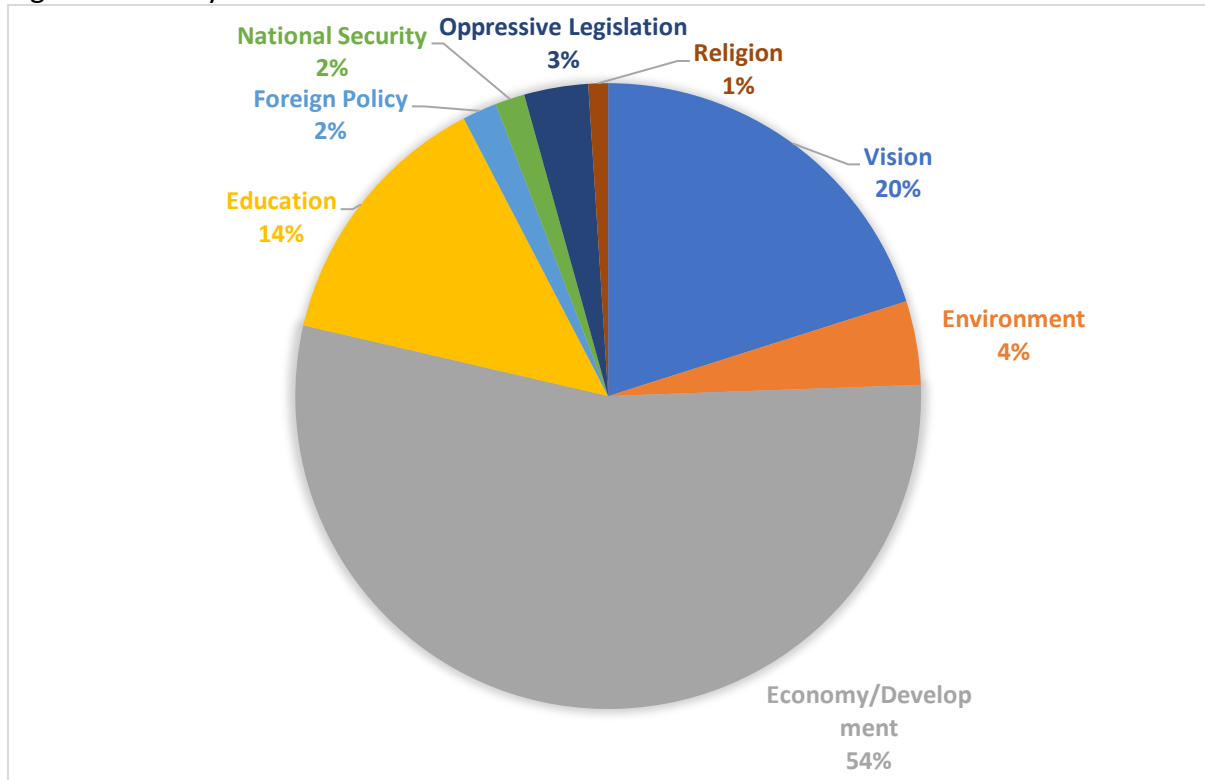
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



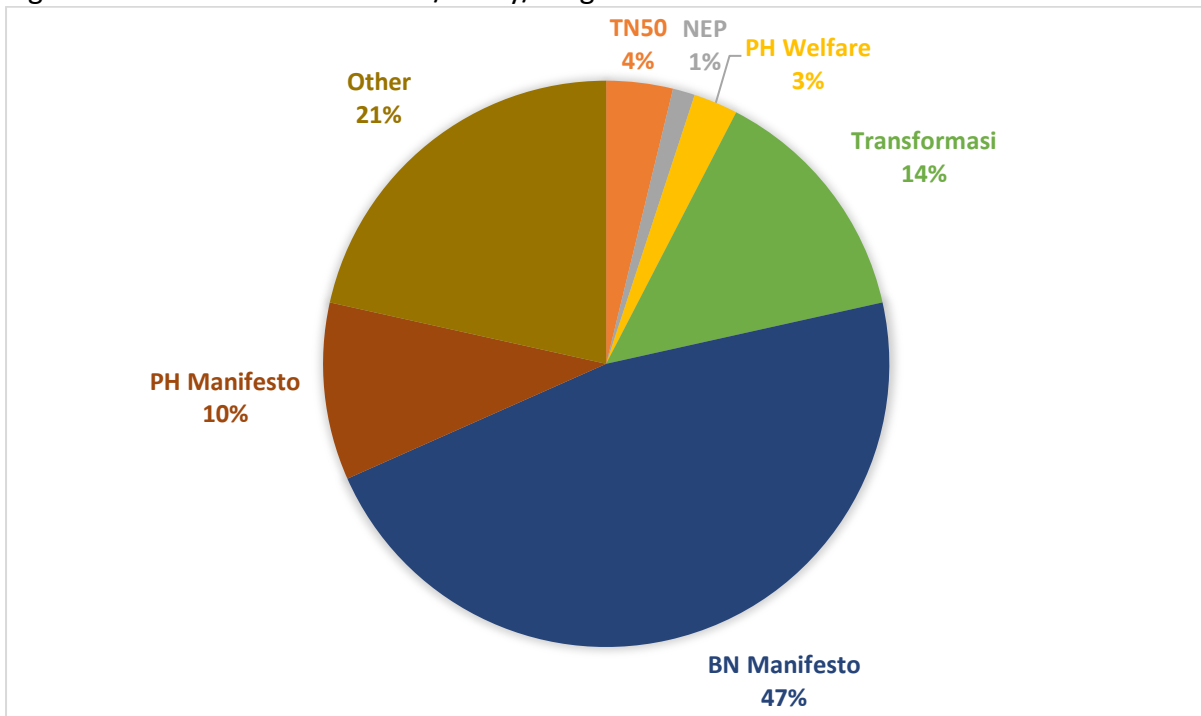
Note: More coverage of Non-policy issues compared to Policy issues

Figure 18: Policy Issues



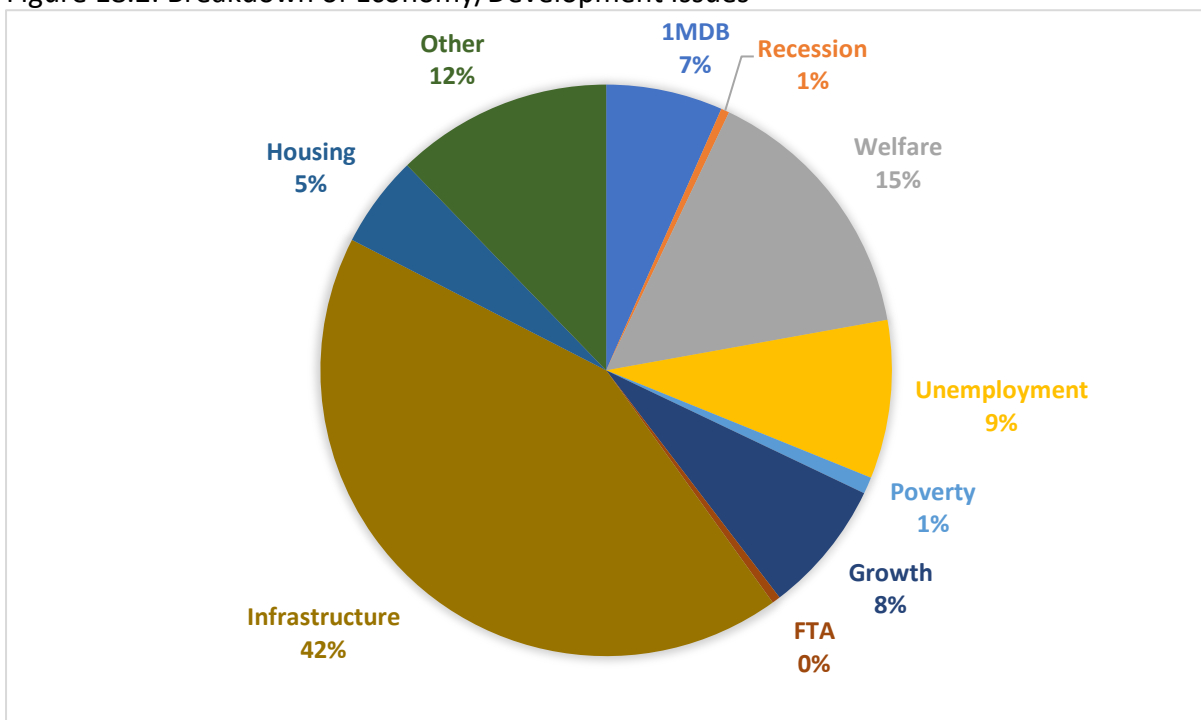
Note: Economy/Development was the most covered issue, followed by Vision and Education.

Figure 18.1: Breakdown of Vision/Policy/Programme



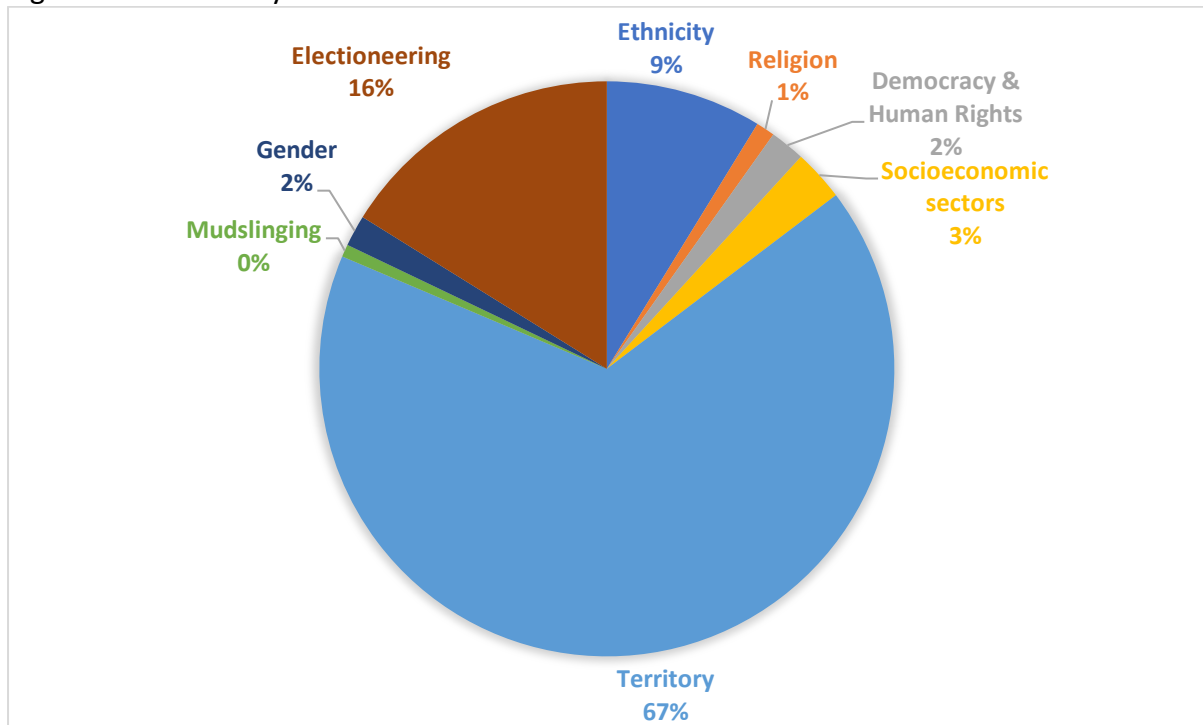
Note: BN manifesto received the most coverage, followed by Transformasi and PH manifesto. Gagasan Manifesto was not covered.

Figure 18.2: Breakdown of Economy/Development Issues



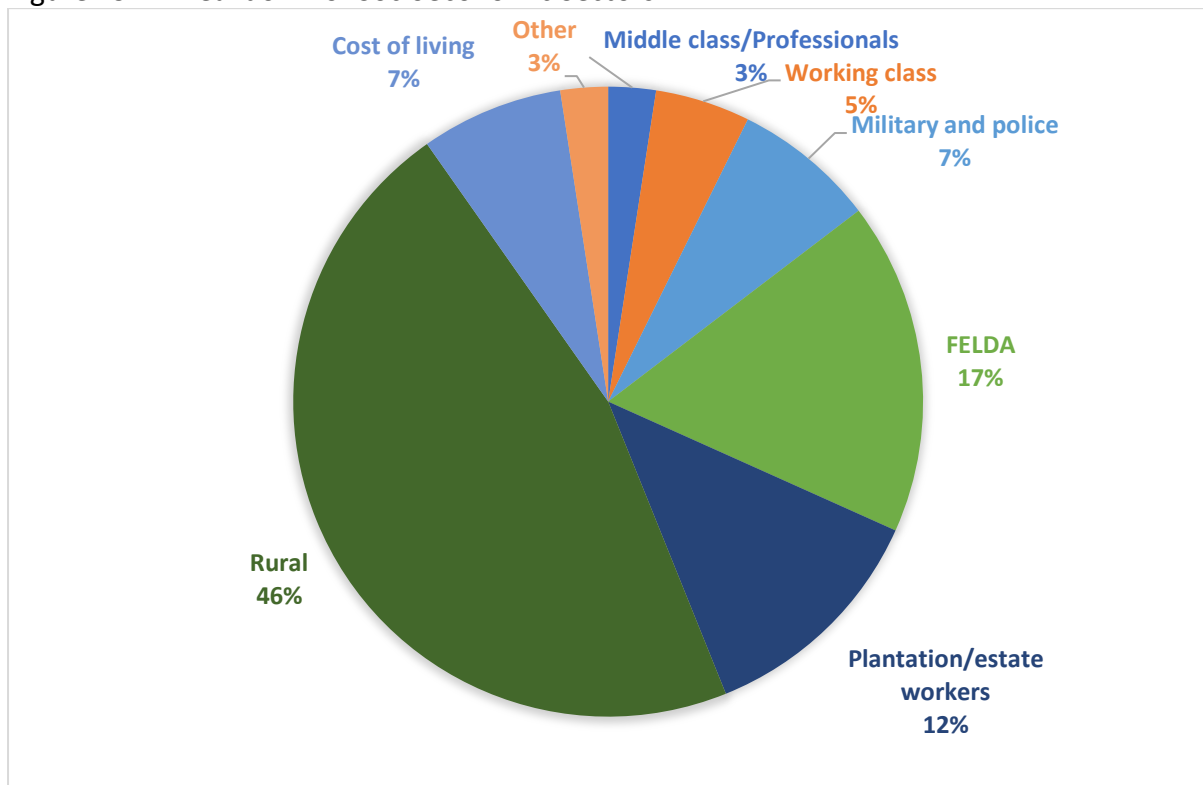
Note: Infrastructure was the most covered issue, followed by Welfare and Growth. Inflation/GST was not covered as initially expected.

Figure 19: Non-Policy Issues



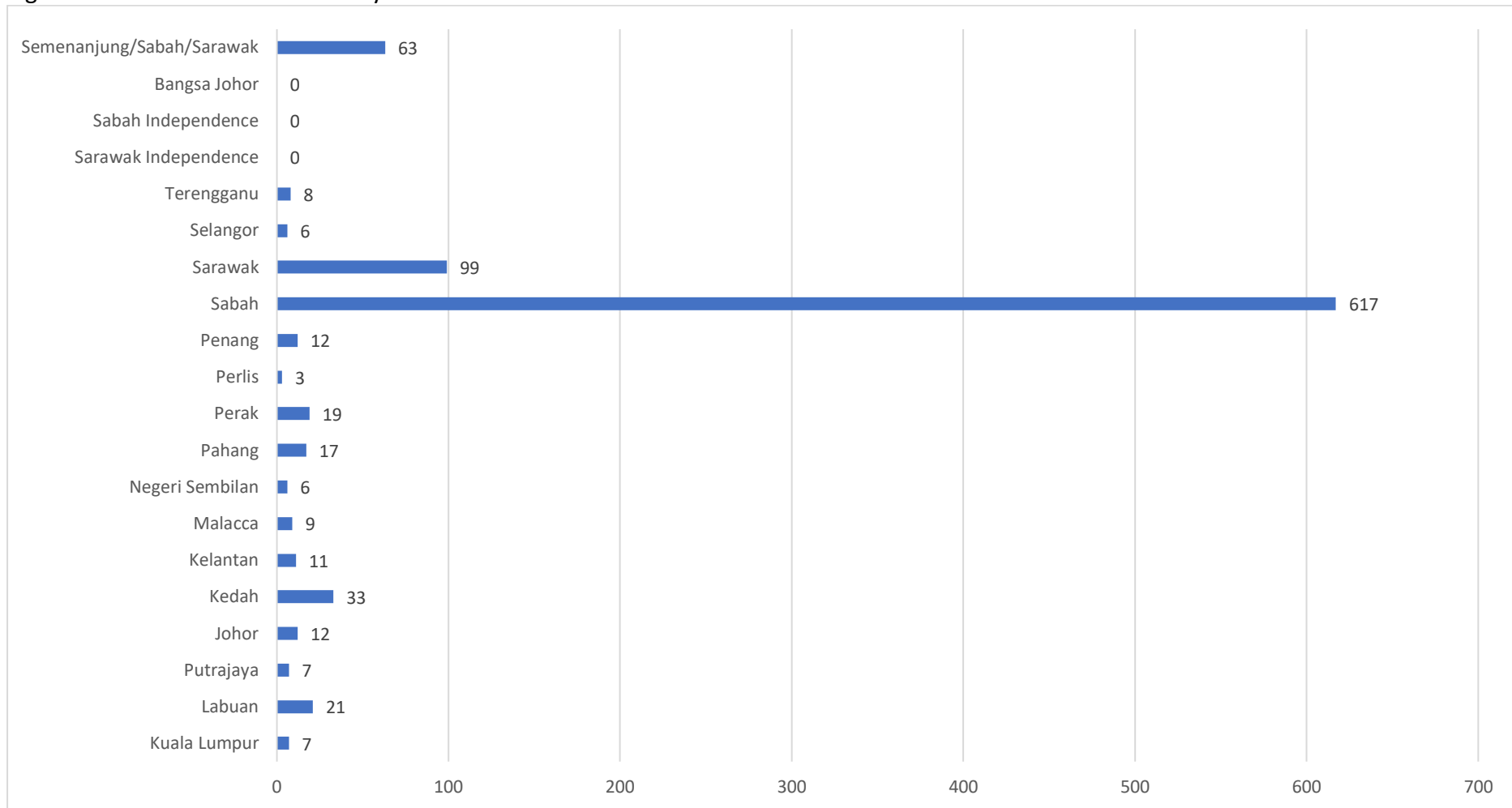
Note: Territory was the largest covered topic, followed by Electioneering and Ethnicity.

Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Rural was the most covered sector, followed by FELDA and Plantation/estate workers.

Figure 19.2: Breakdown of Territory Issues



Note: Sabah was the most covered territory, followed by Sarawak, and Semenanjung/Sabah/Sarawak.