

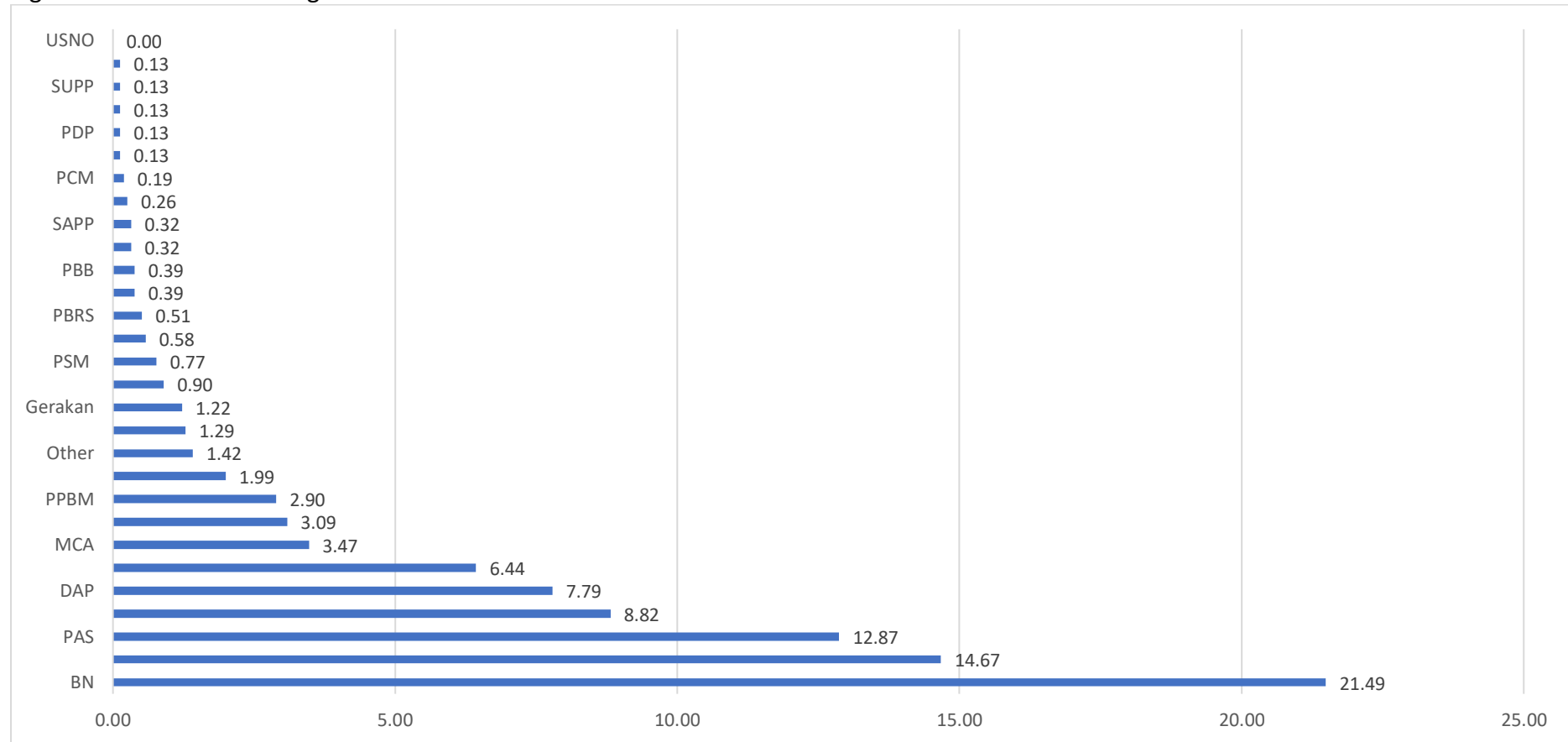
# Watching the Watchdog 2.0

## Malay Mail

### Section 1: Coverage of Political Parties and Coalitions

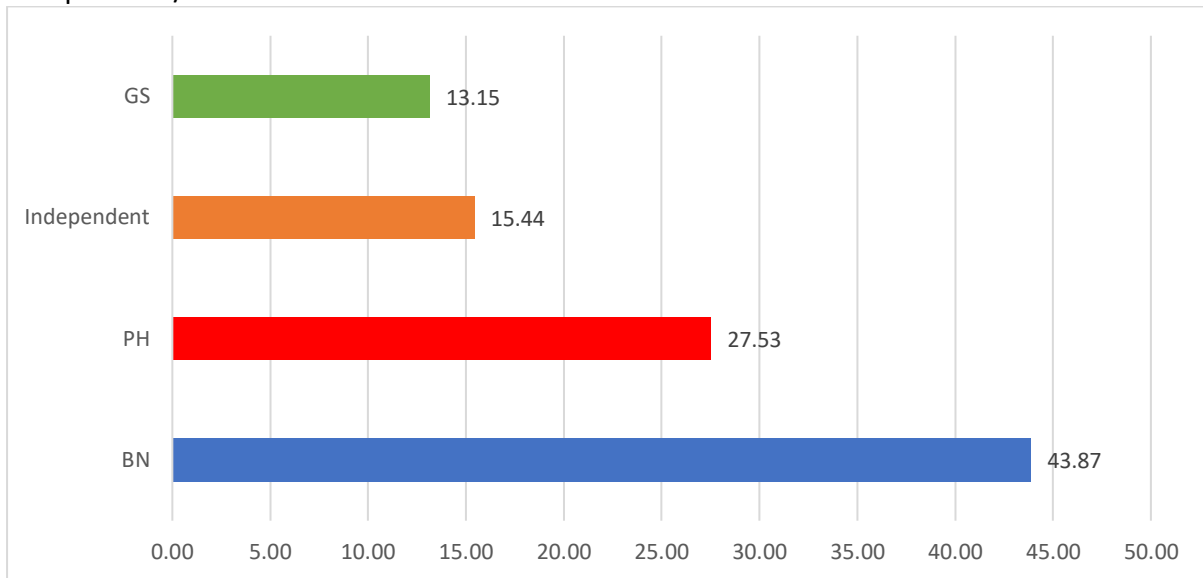
#### 1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (21.49%), followed by PH (14.67%) and PAS (12.87%).

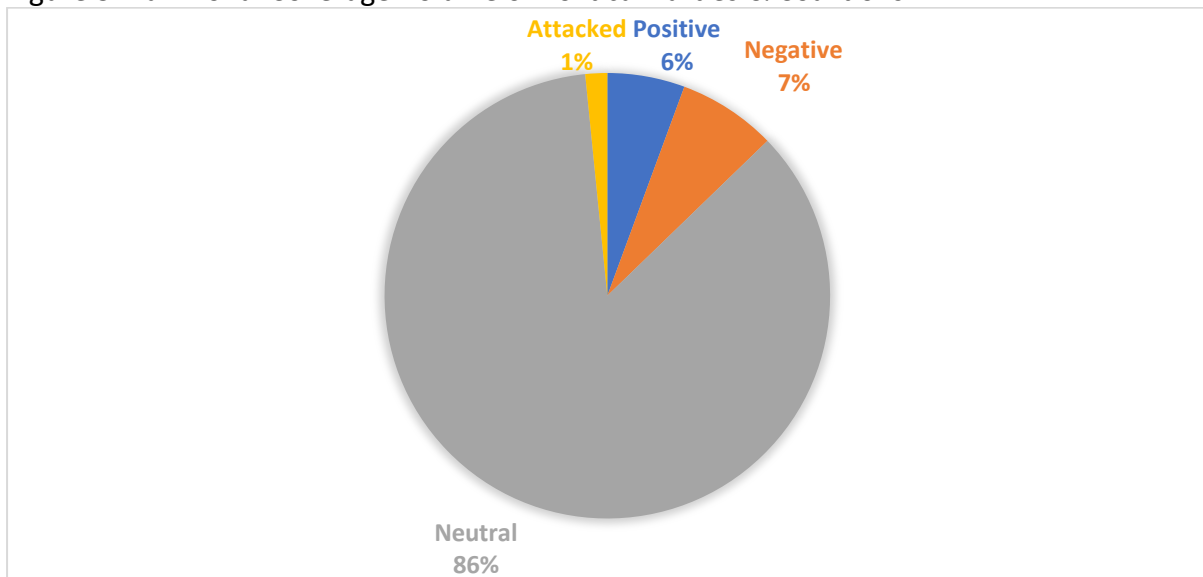
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, PH received the highest level of coverage (42.99%), followed by BN (40.31%) and GS (14.66%).

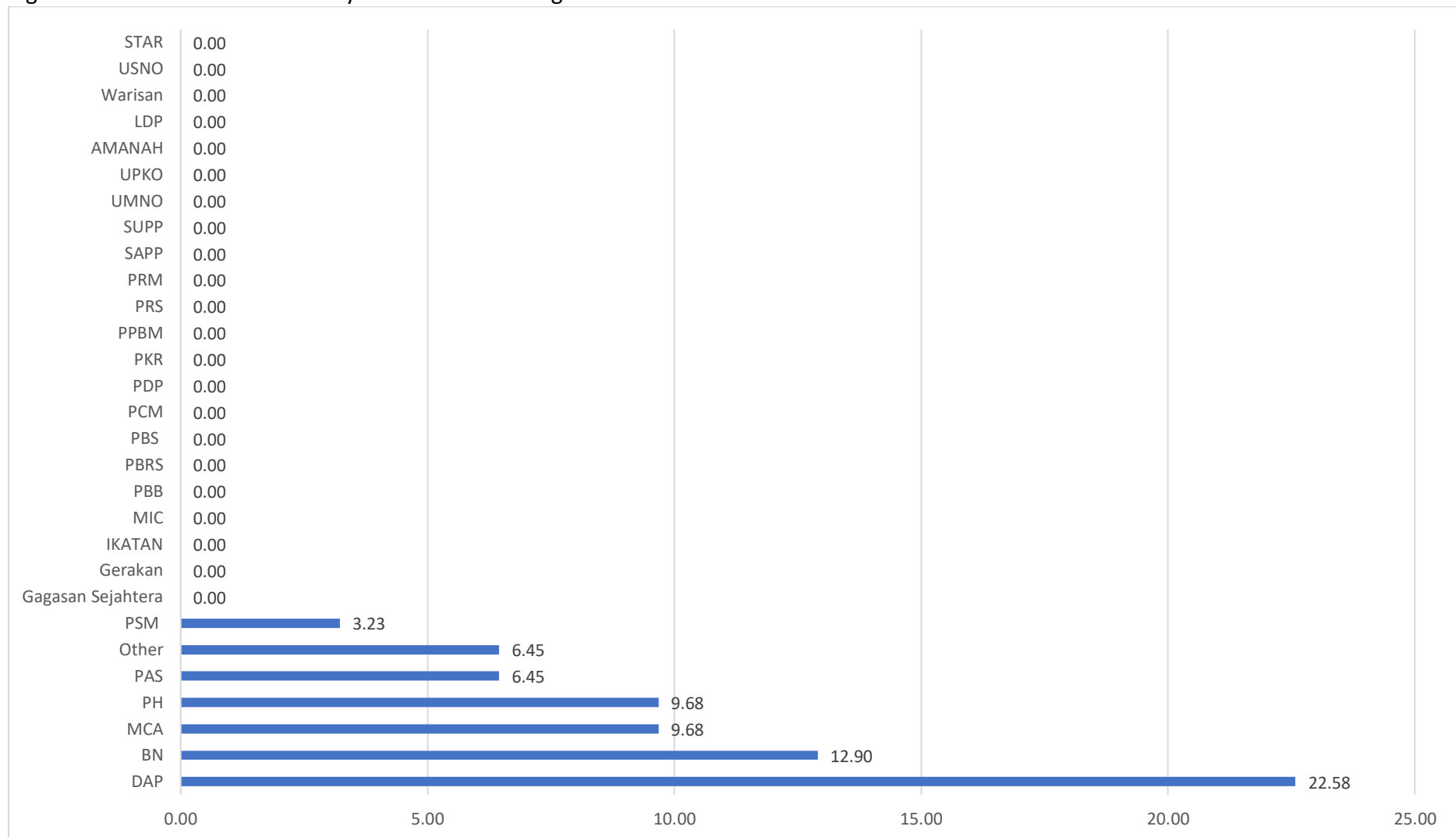
## 1.2 Tone of Coverage of Political Parties & Coalitions

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



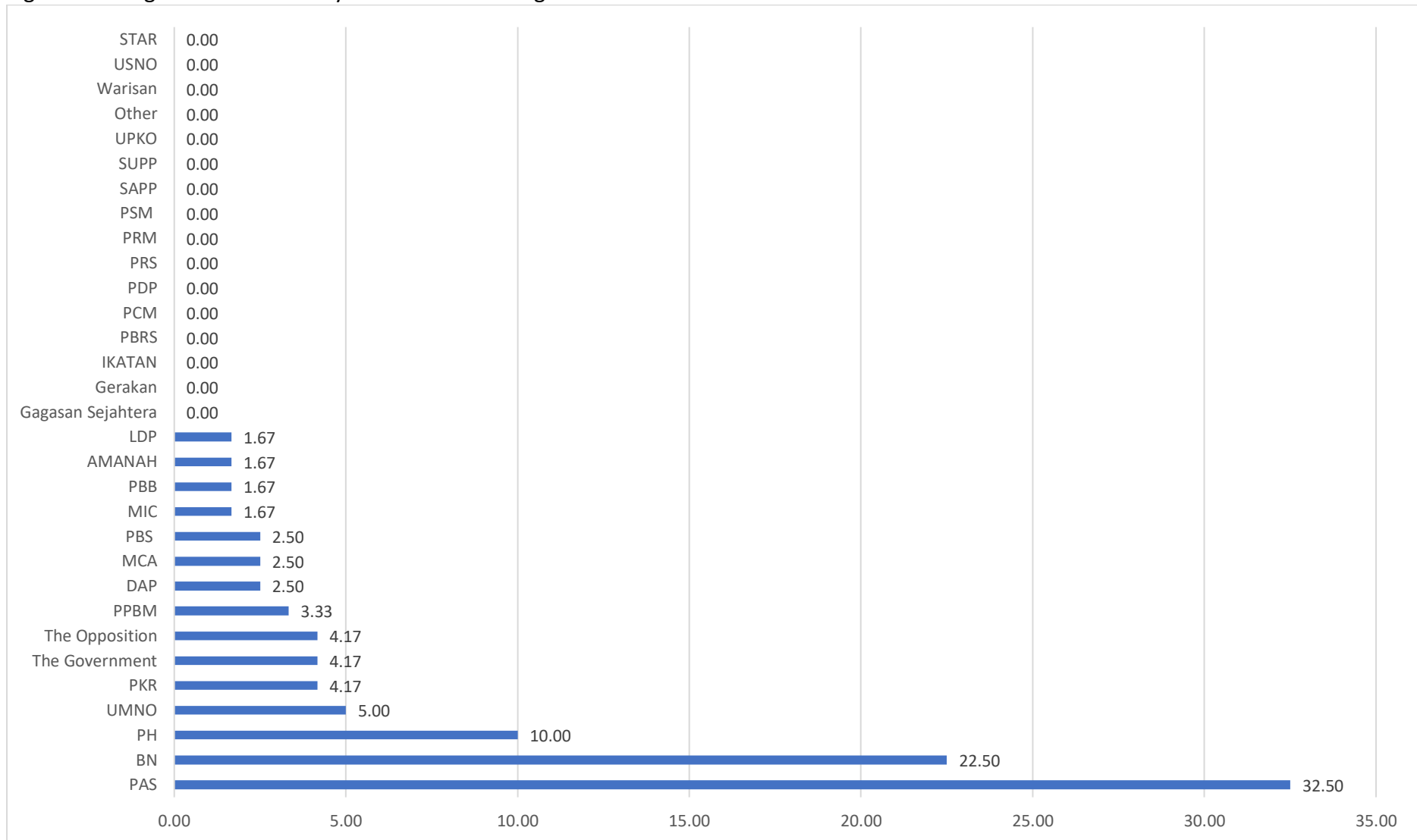
- The Neutral tone was used the most (86%), followed by Negative (7%) and Positive (6%).

Figure 4.1: Attacked Political Party & Coalition Coverage



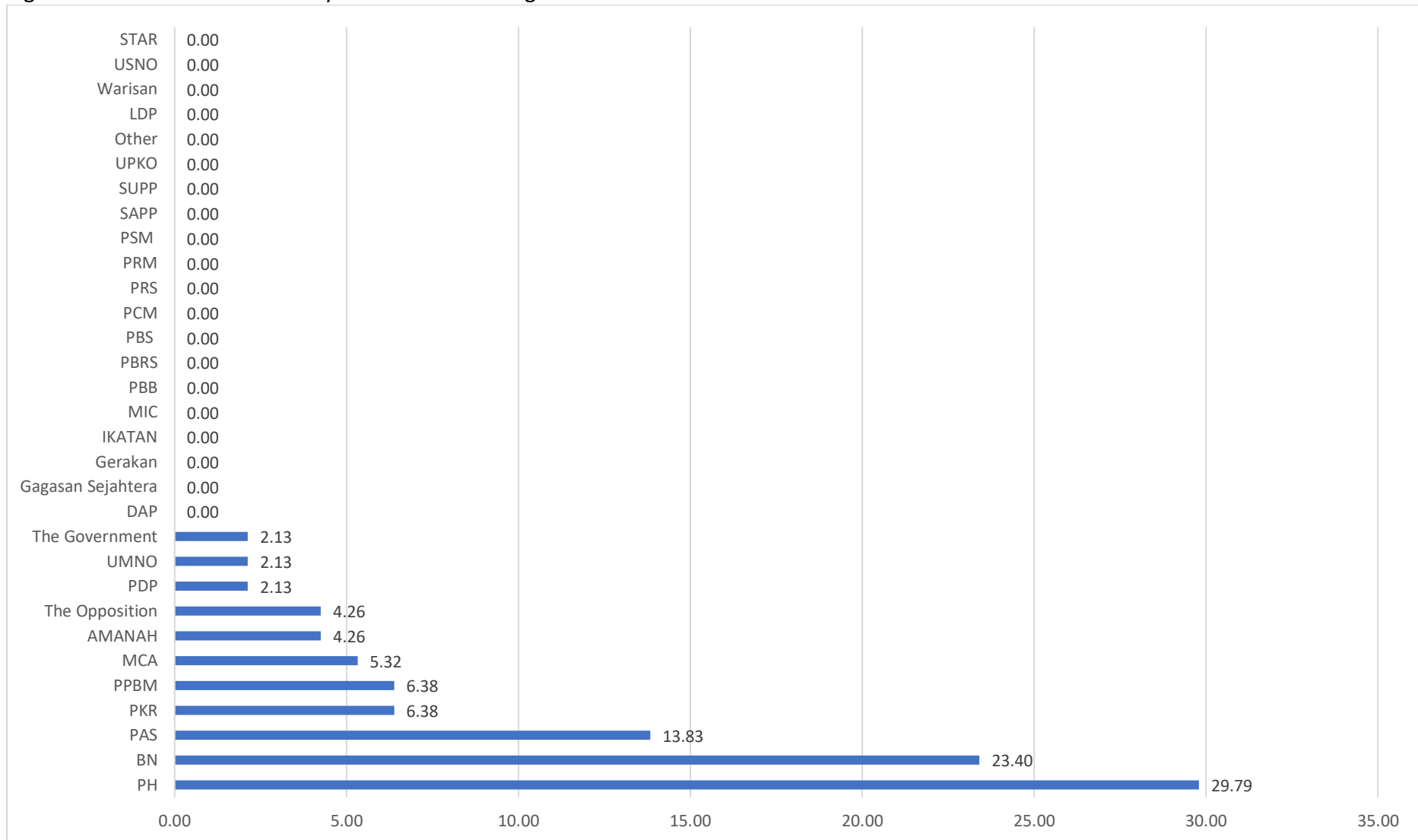
- DAP received the most Attacked coverage (22.58%), followed by BN (12.90%).
- MCA and PH both received equal amounts of Attacked coverage (9.68%).

Figure 4.2: Negative Political Party & Coalition Coverage



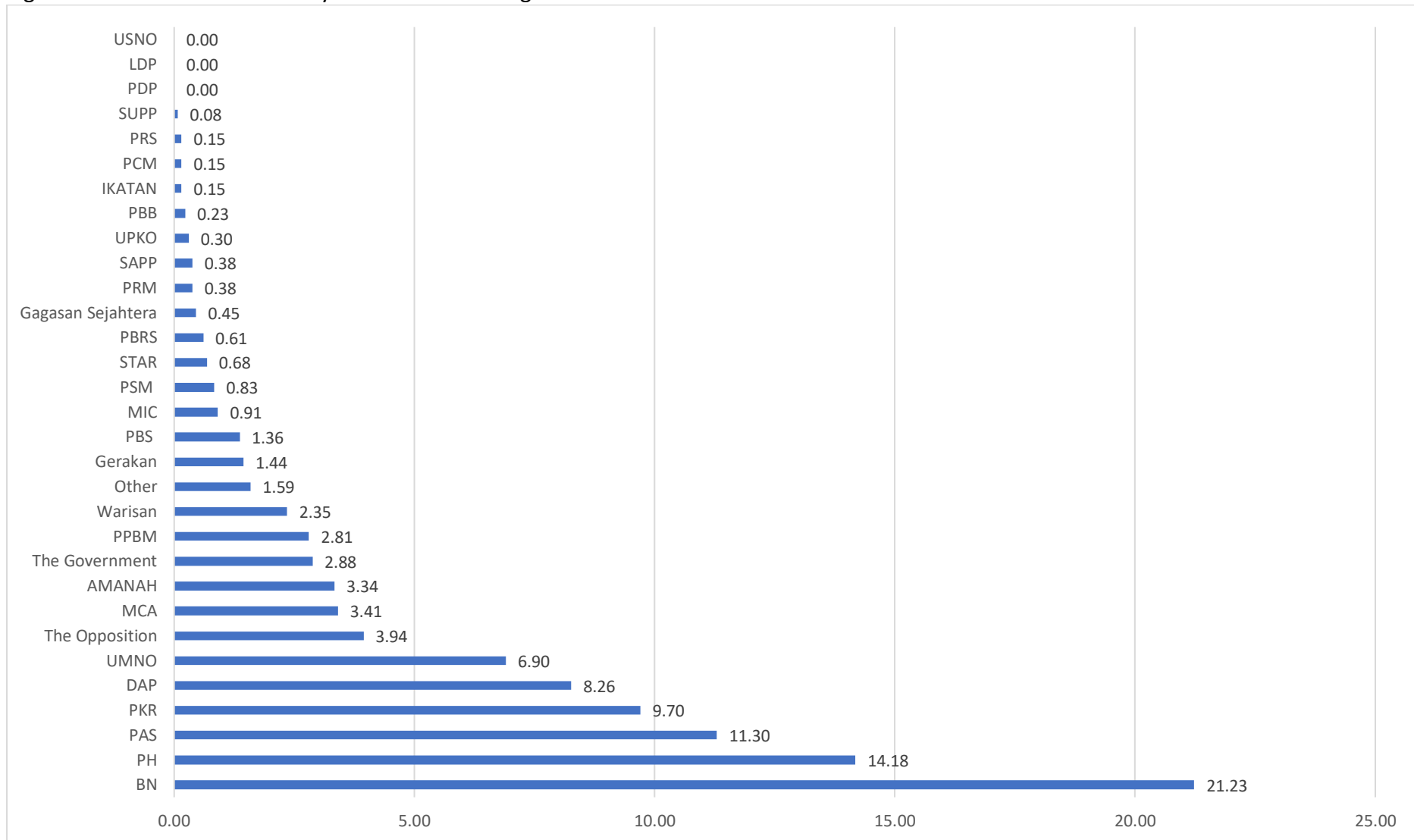
- PAS received the most Negative coverage (32.50%), followed by BN (22.50%) and PH (10.00%).

Figure 5.1: Positive Political Party & Coalition Coverage



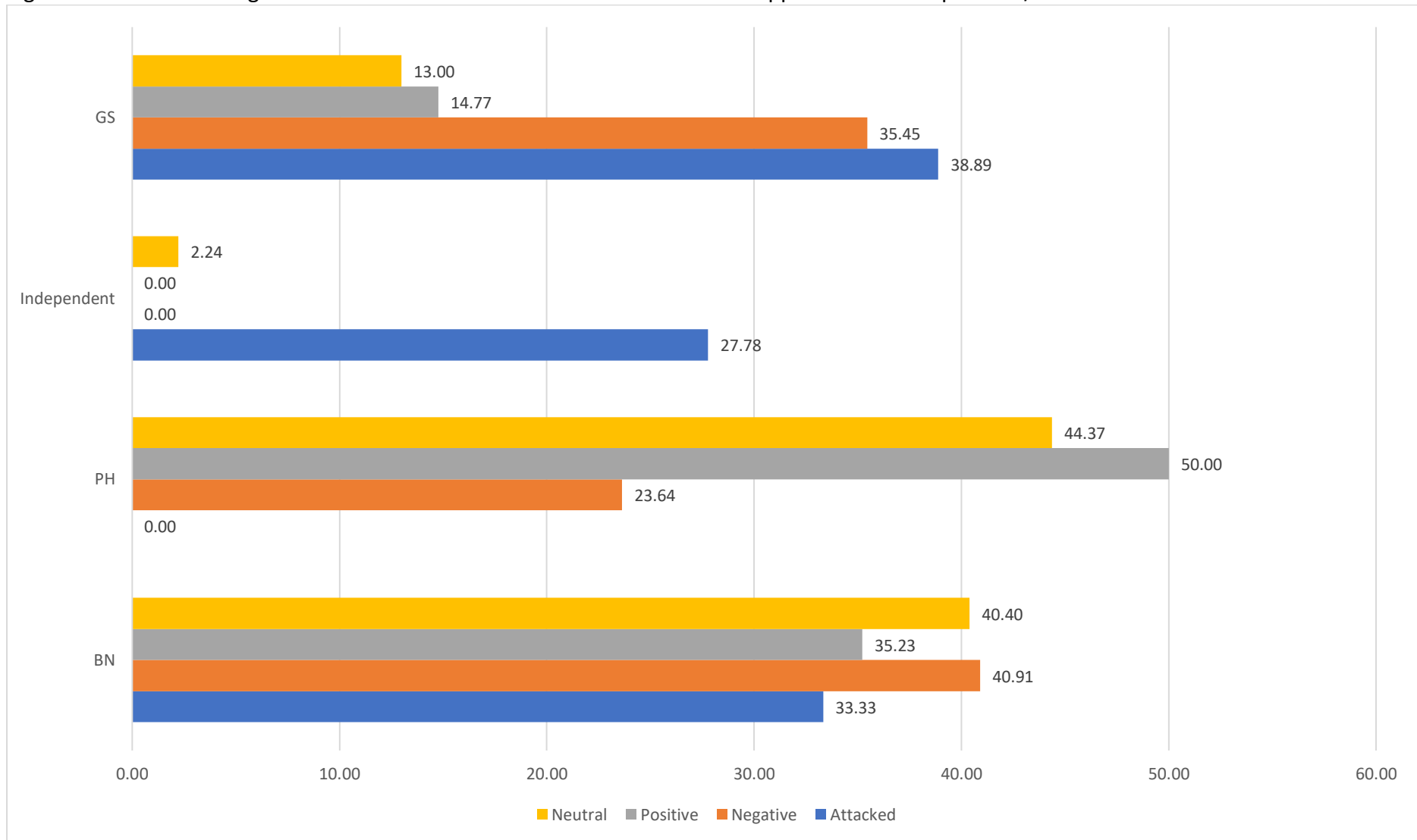
- PH received the most positive coverage (29.79%), followed by BN (23.40%) and PAS (13.83%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (21.23%), followed by PH (14.18%) and PAS (11.30%).

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

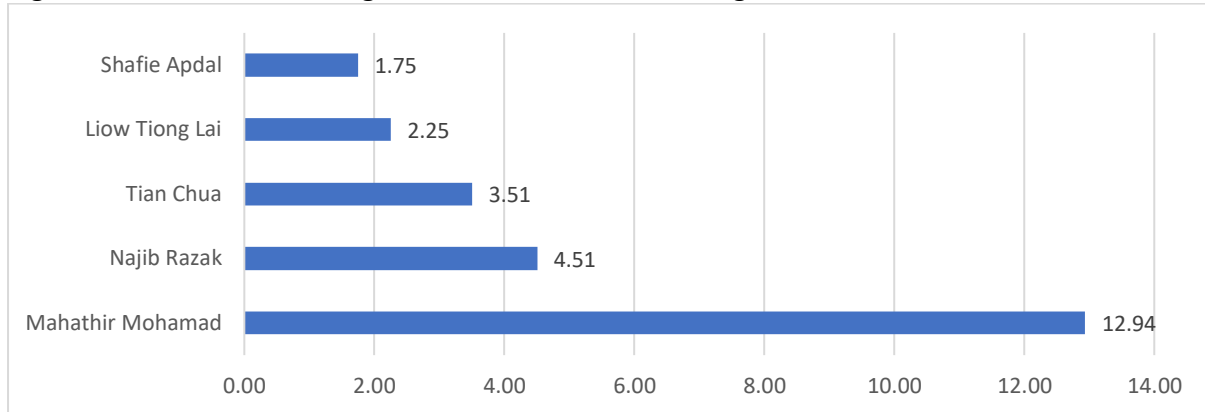


- PH received the most Neutral and Positive coverage, while BN received the most Negative coverage.

## Section 2: Coverage of Politicians and Political Figures

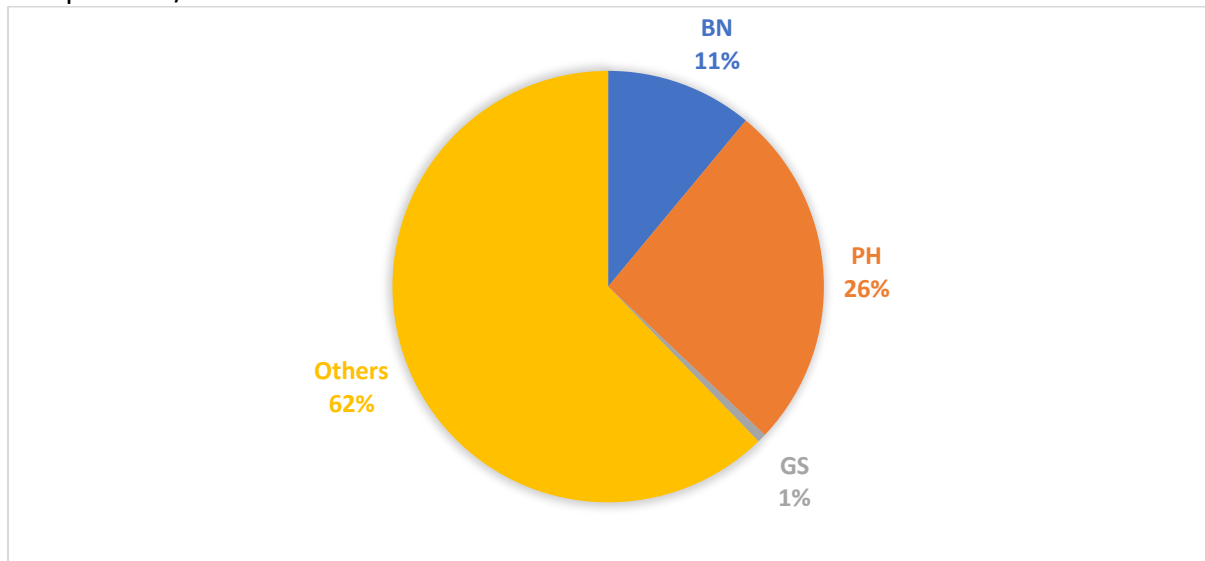
### 2.1 Volume of Coverage of Politicians & Political Figures

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, Mahathir Mohamad received the most mentions by a significant proportion (12.94%), followed by Najib Razak (4.51%).

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



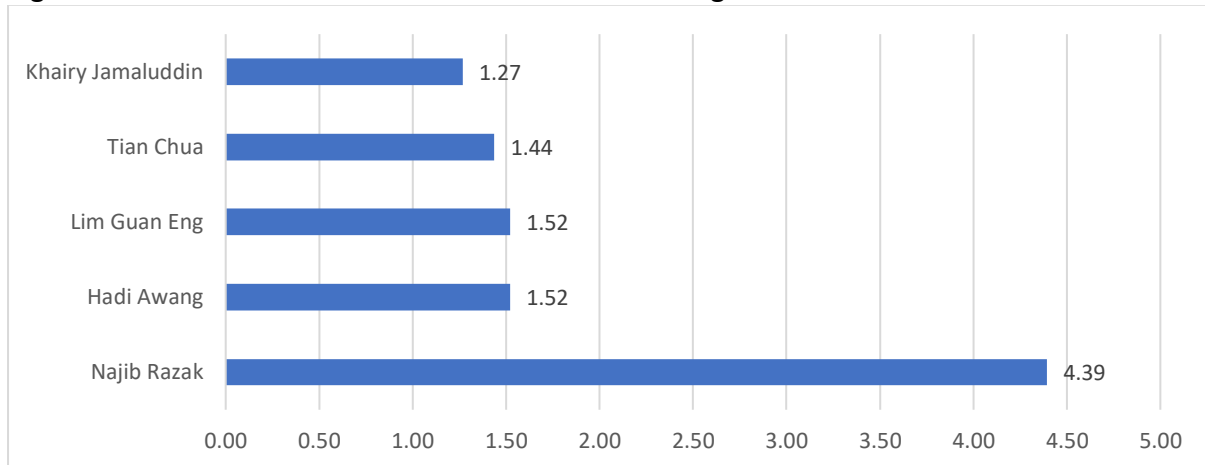
- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures from both major coalitions is skewed towards Independent/ Others (62%).





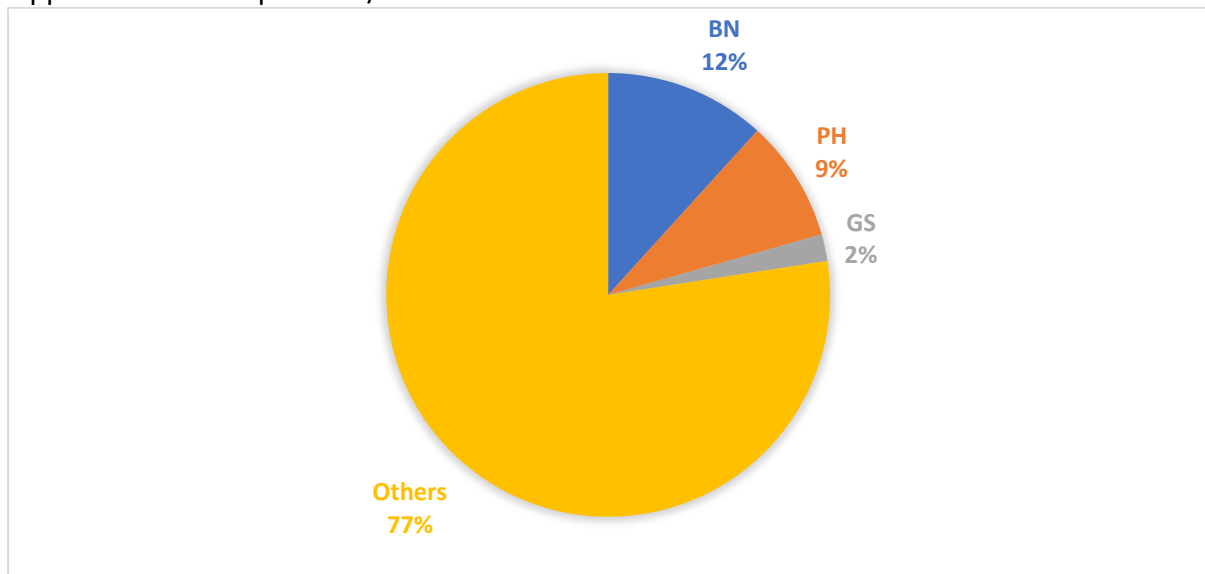
## 2.2 Volume of the Use of Politicians & Political Figures as Sources

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 majority (4.39%), followed by both Hadi Awang and Lim Guan Eng (1.52%).

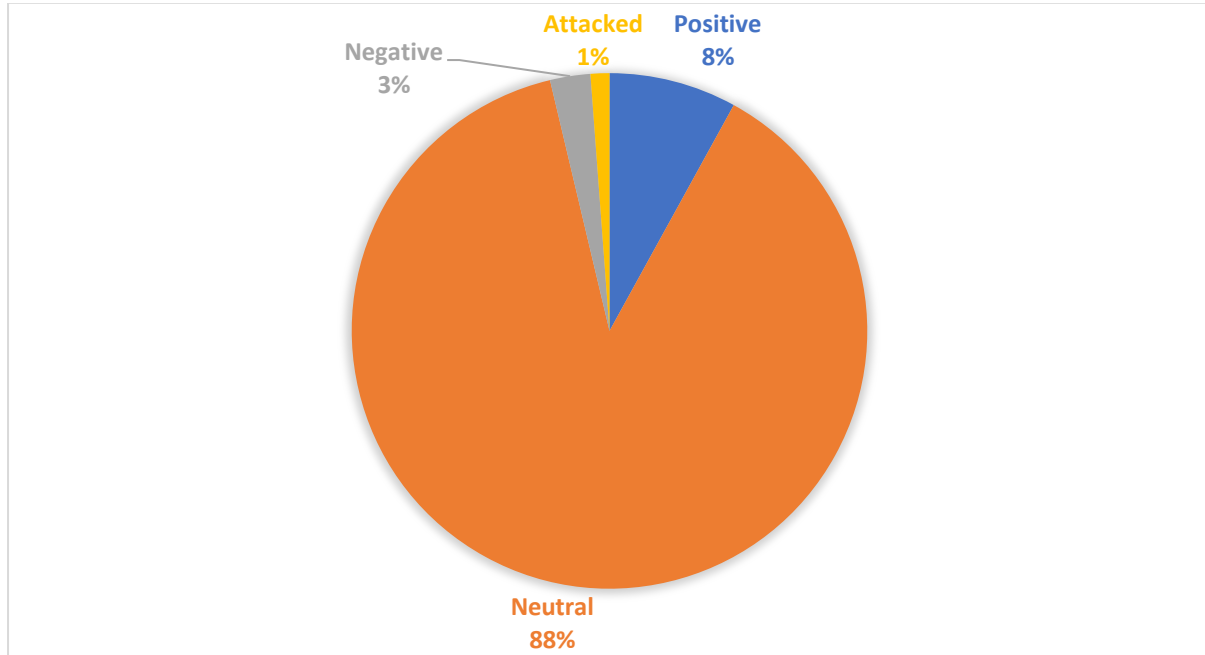
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 Independent/ Others (77%).

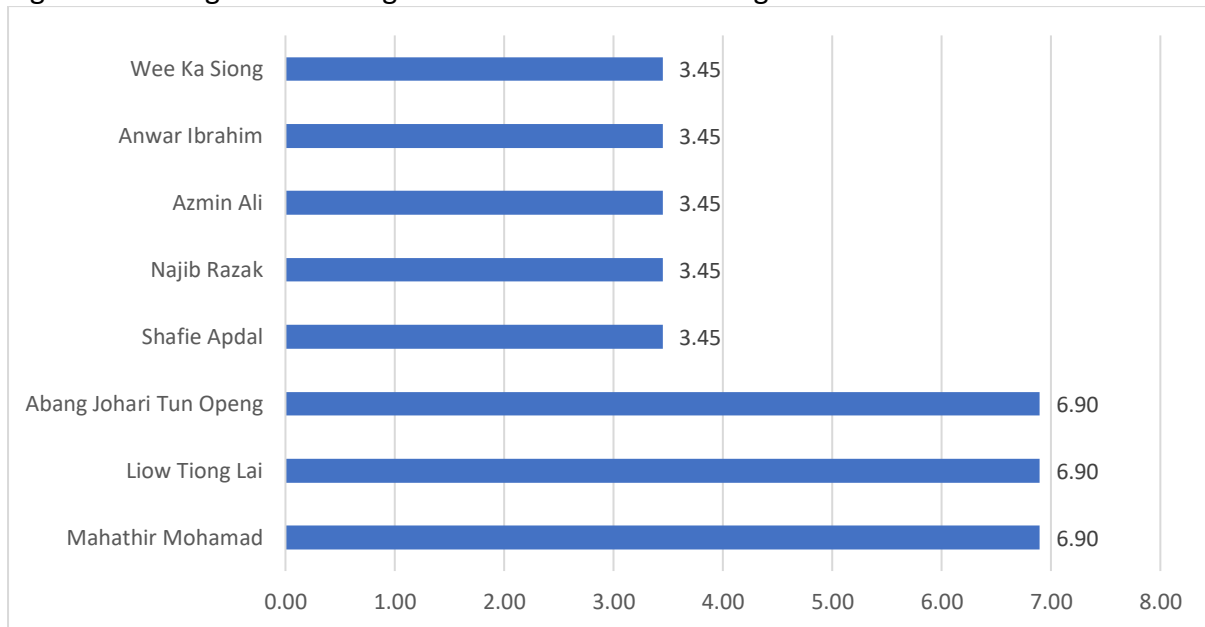
### 2.3 Tone of Coverage of Politicians & Political Figures

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



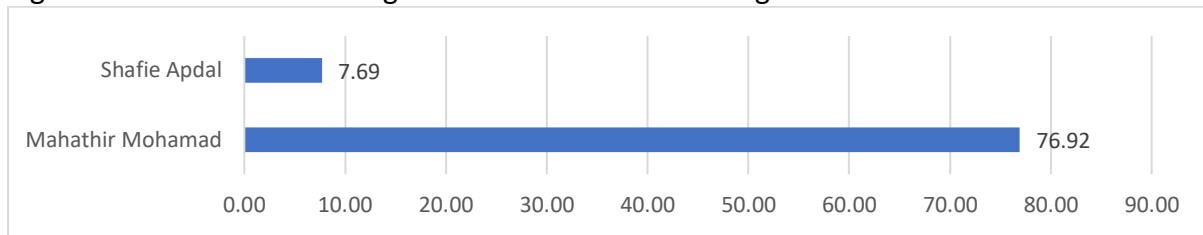
- Of all the tonal categories used in the coverage of politicians and political figures, the neutral category was used the most often (88%), followed by the positive category (8%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



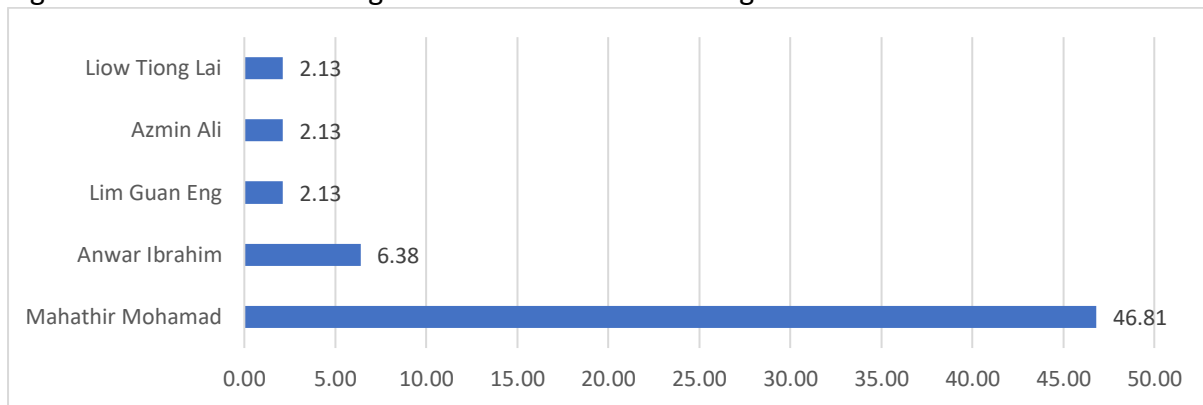
- In terms of the tone of mentions of politicians and political figures, 3 politicians received an equally high shares of negative coverage: Mahathir Mohamad, Liow Tiong Lai, and Abang Johari Tun Openg (6.90%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



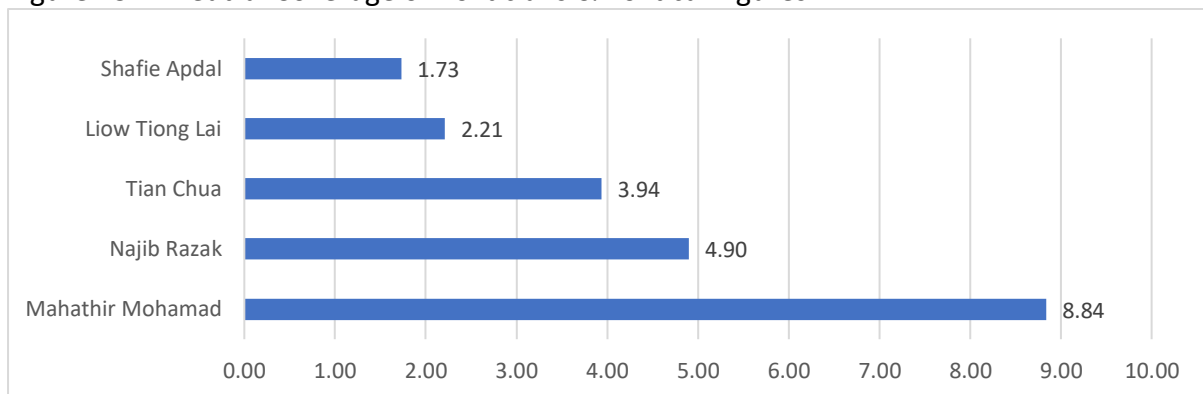
- Mahathir Mohamad received the most attacked coverage (76.92%), followed by Shafie Apdal (7.69%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



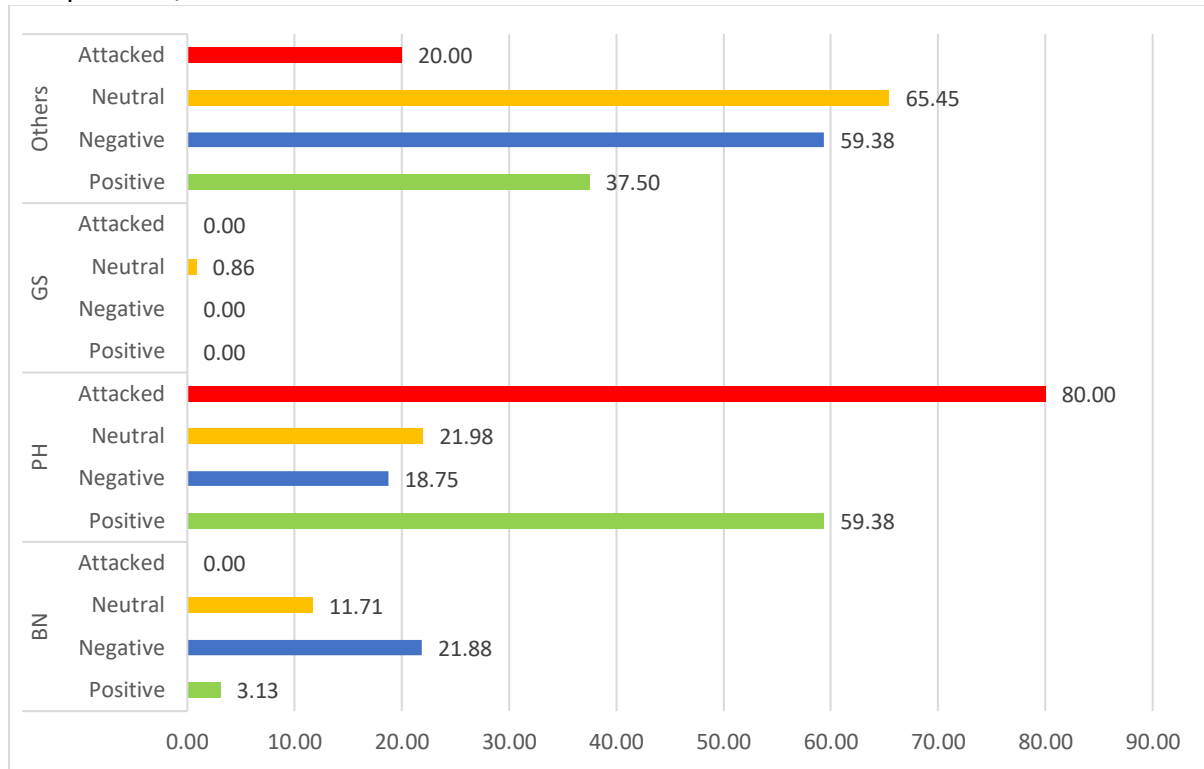
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the most positive coverage (46.81%), followed by Anwar Ibrahim (6.38%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Mahathir Mohamad received the highest neutral coverage (8.84%), followed by Najib Razak (4.90%).

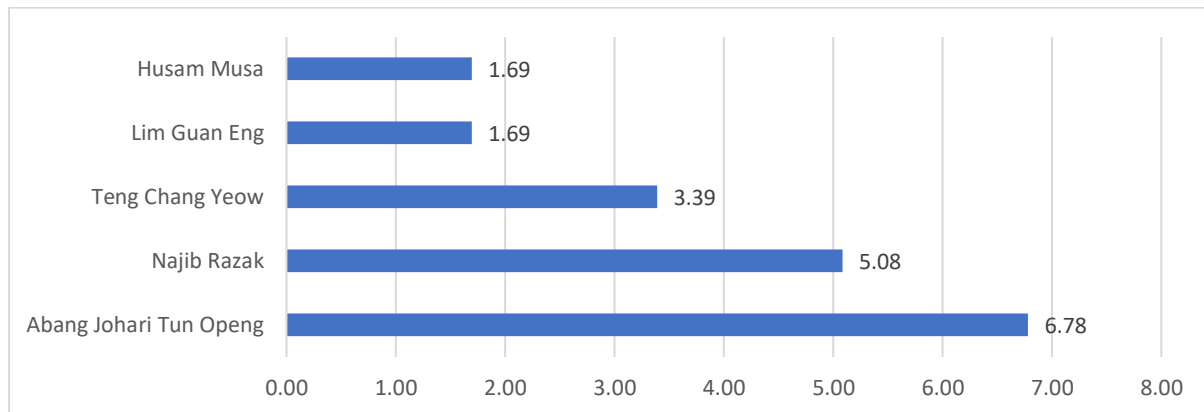
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, PH received the highest attacked and positive coverage. Independent/ Others parties received the highest neutral coverage and negative coverage.

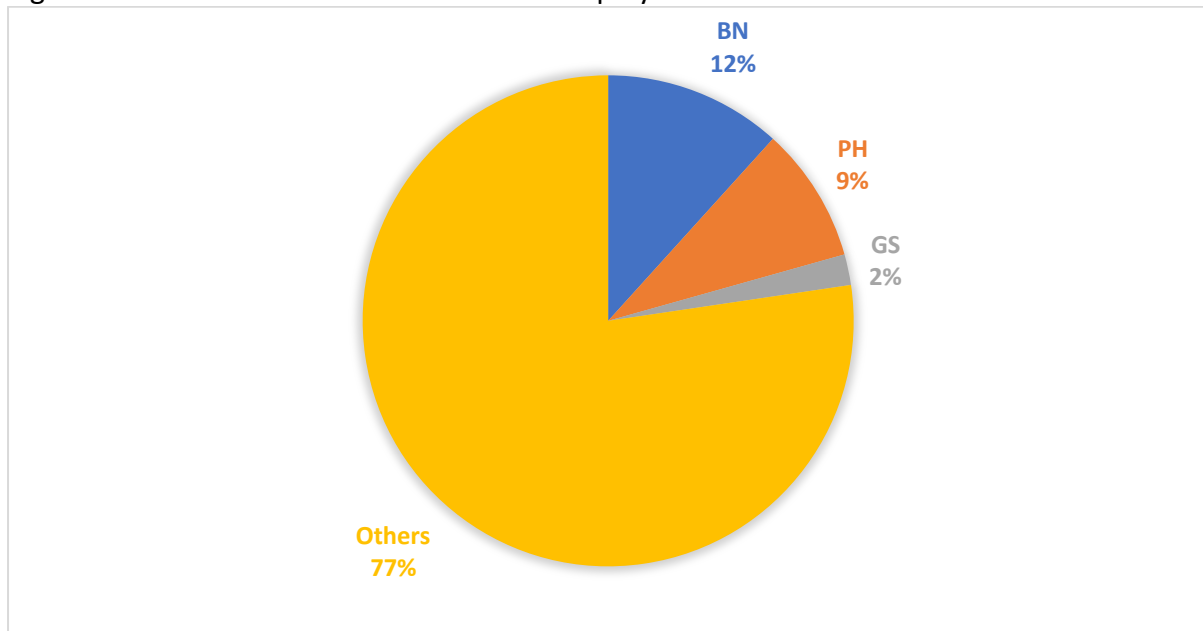
#### 2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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.
- Abang Johari Tun Openg was the politicians most likely to engage in attack politics (6.78%), followed by Najib Razak (5.08%).

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

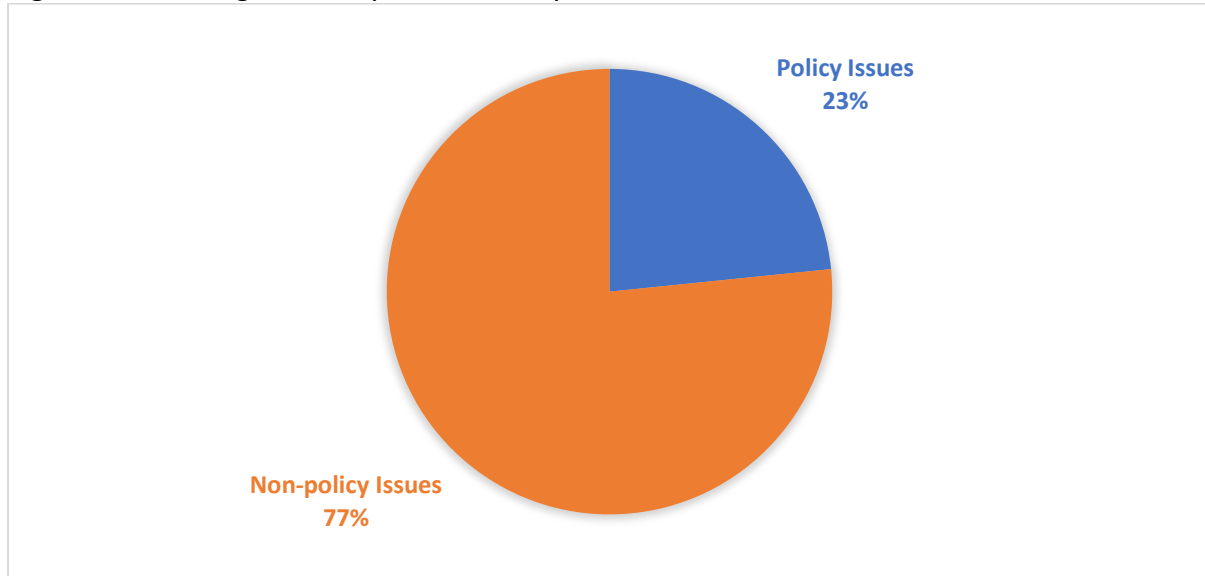


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/Others parties (77%) coalition politicians engaged in attack politics more often than BN (12%).

Section 3: Coverage of Issues

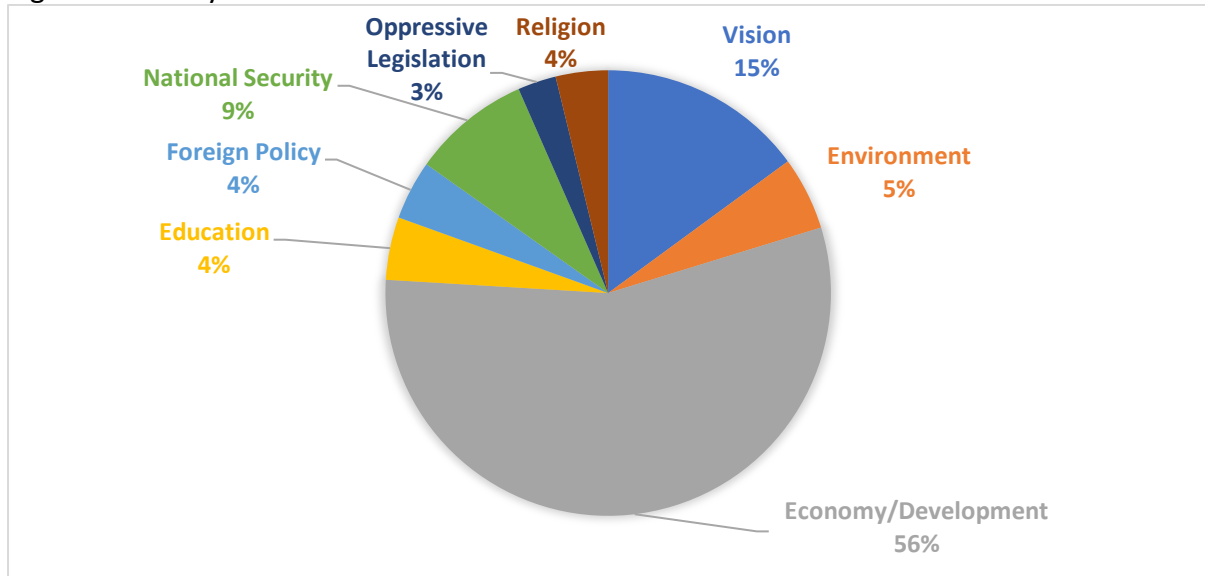
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



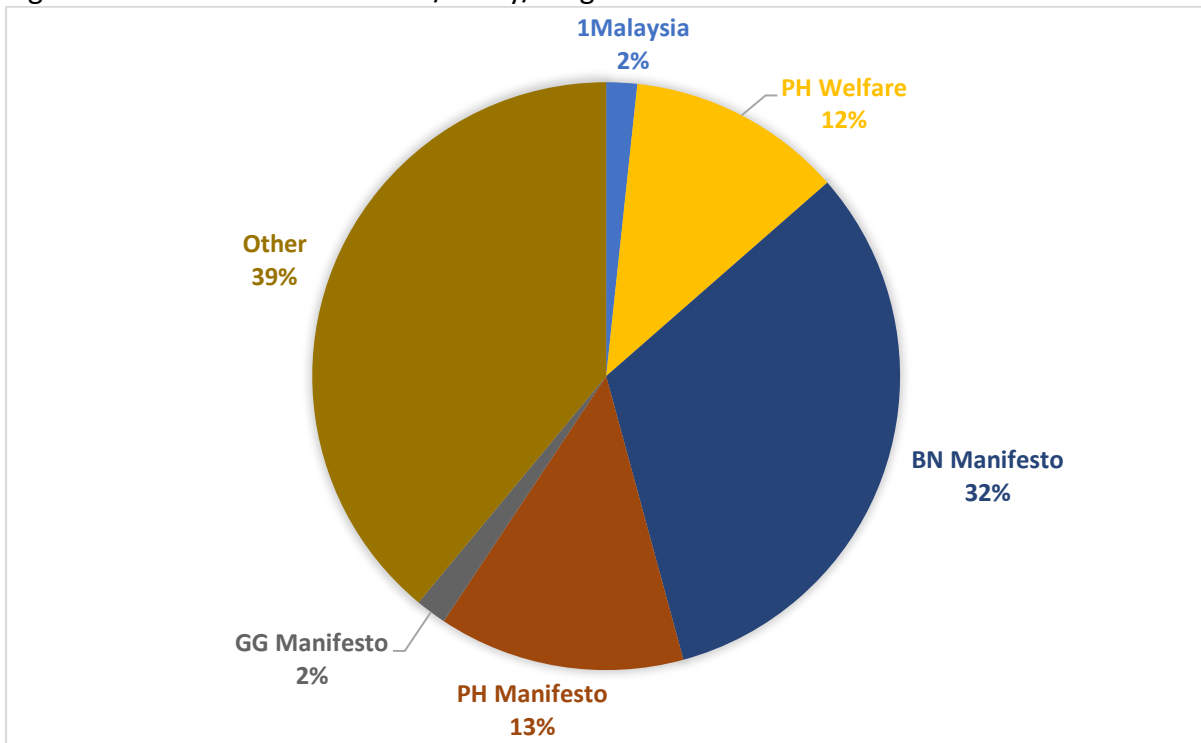
Note: More coverage of non-policy issues than policy issues.

Figure 18: Policy Issues



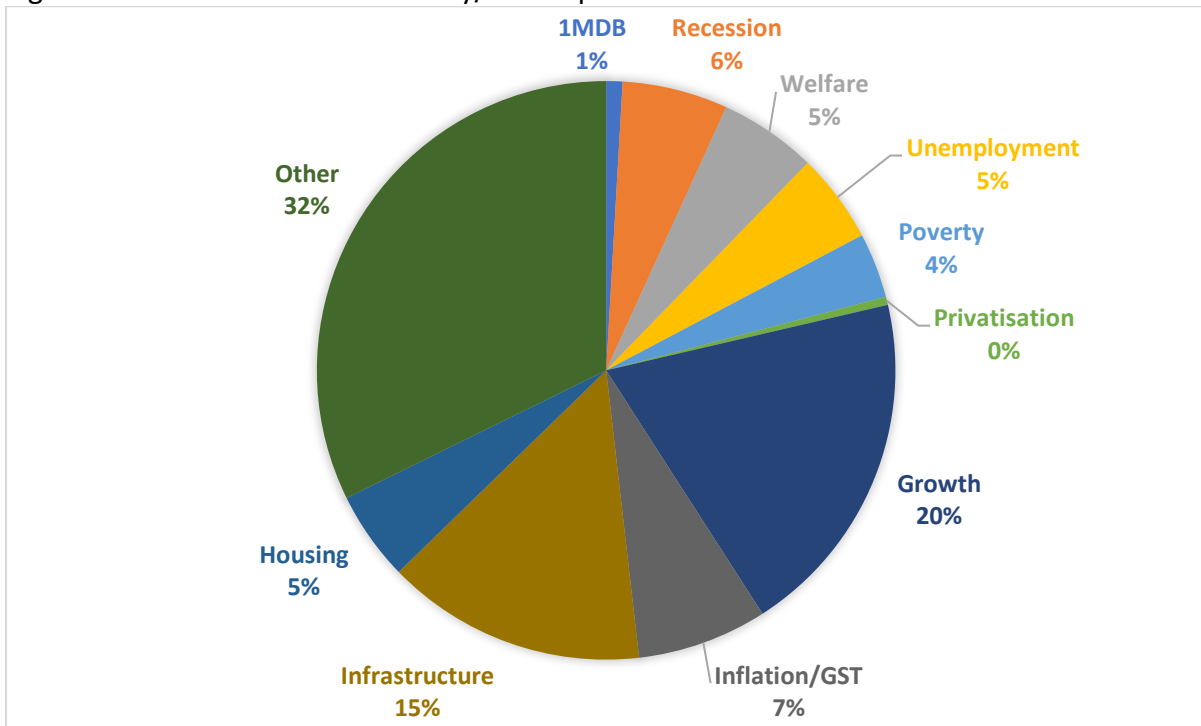
Note: Economy/Development was the most covered policy issue, followed by Vision and National Security.

Figure 18.1: Breakdown of Vision/Policy/Programme



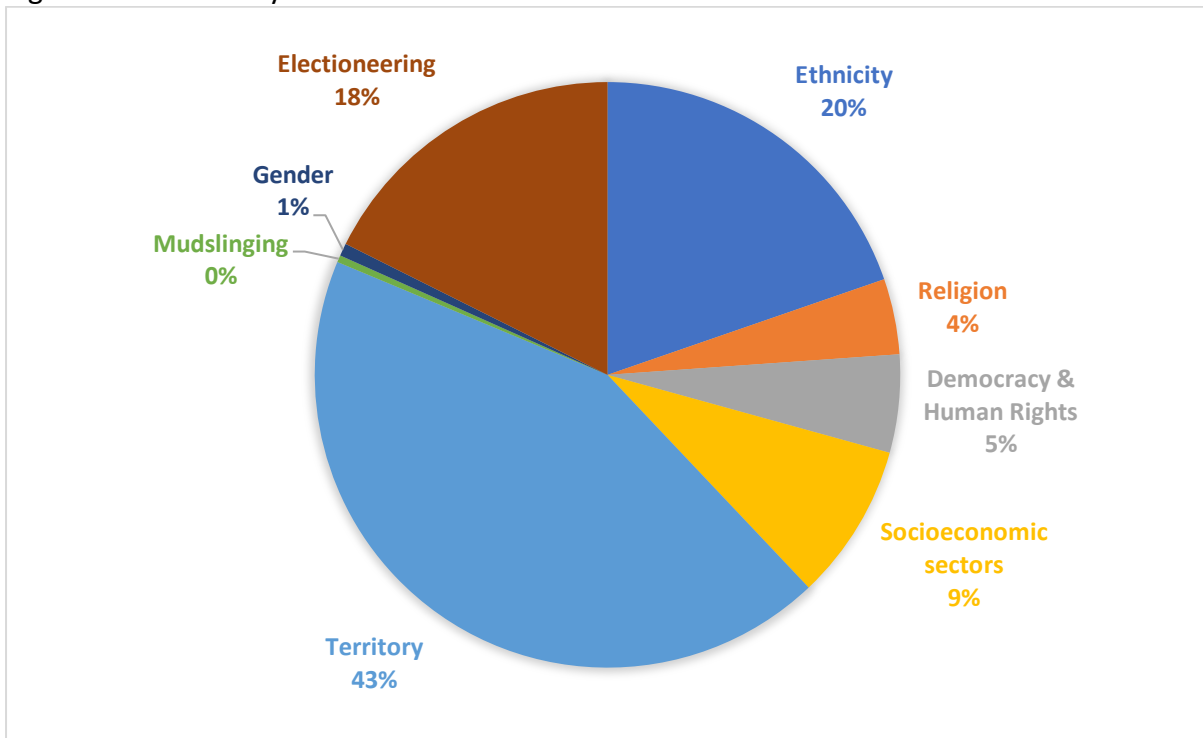
Note: BN Manifesto received the most coverage, followed by the PH Manifesto and PH Welfare Programmes in Selangor. However, Gagasan Manifesto received very little coverage.

Figure 18.2: Breakdown of Economy/Development Issues



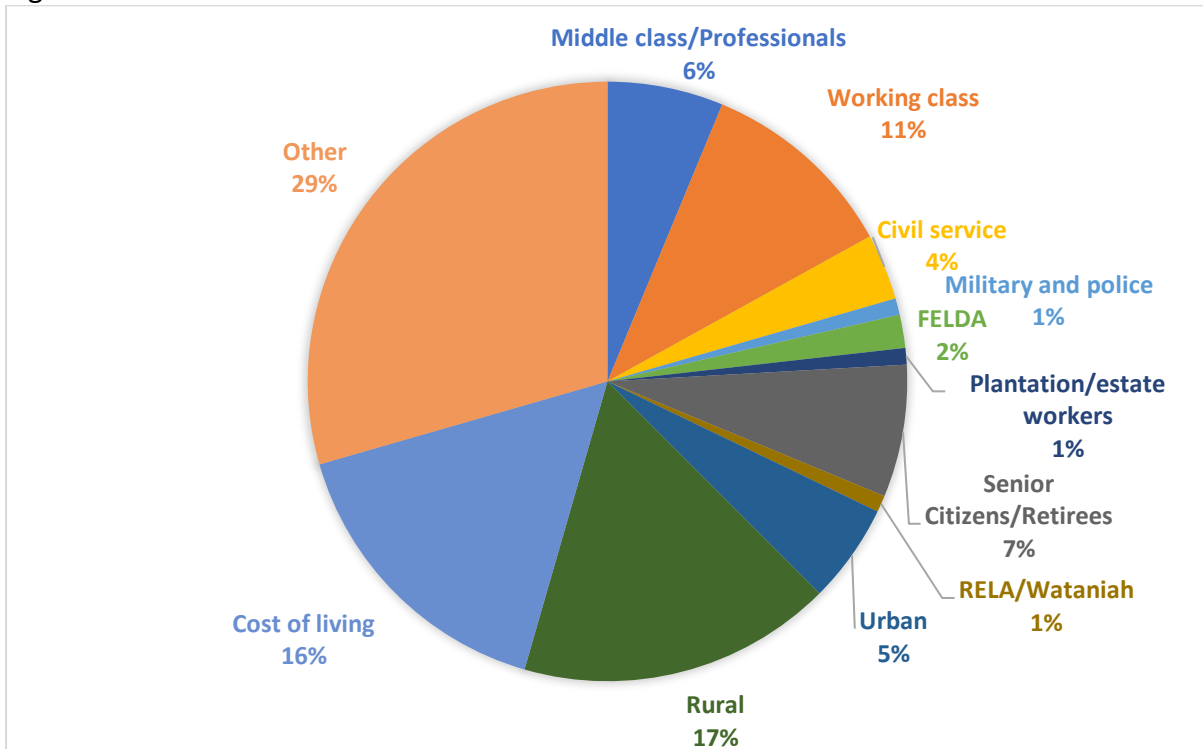
Note: Growth was the most covered topic, followed by Infrastructure. GST was not a major topic as initially expected.

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.

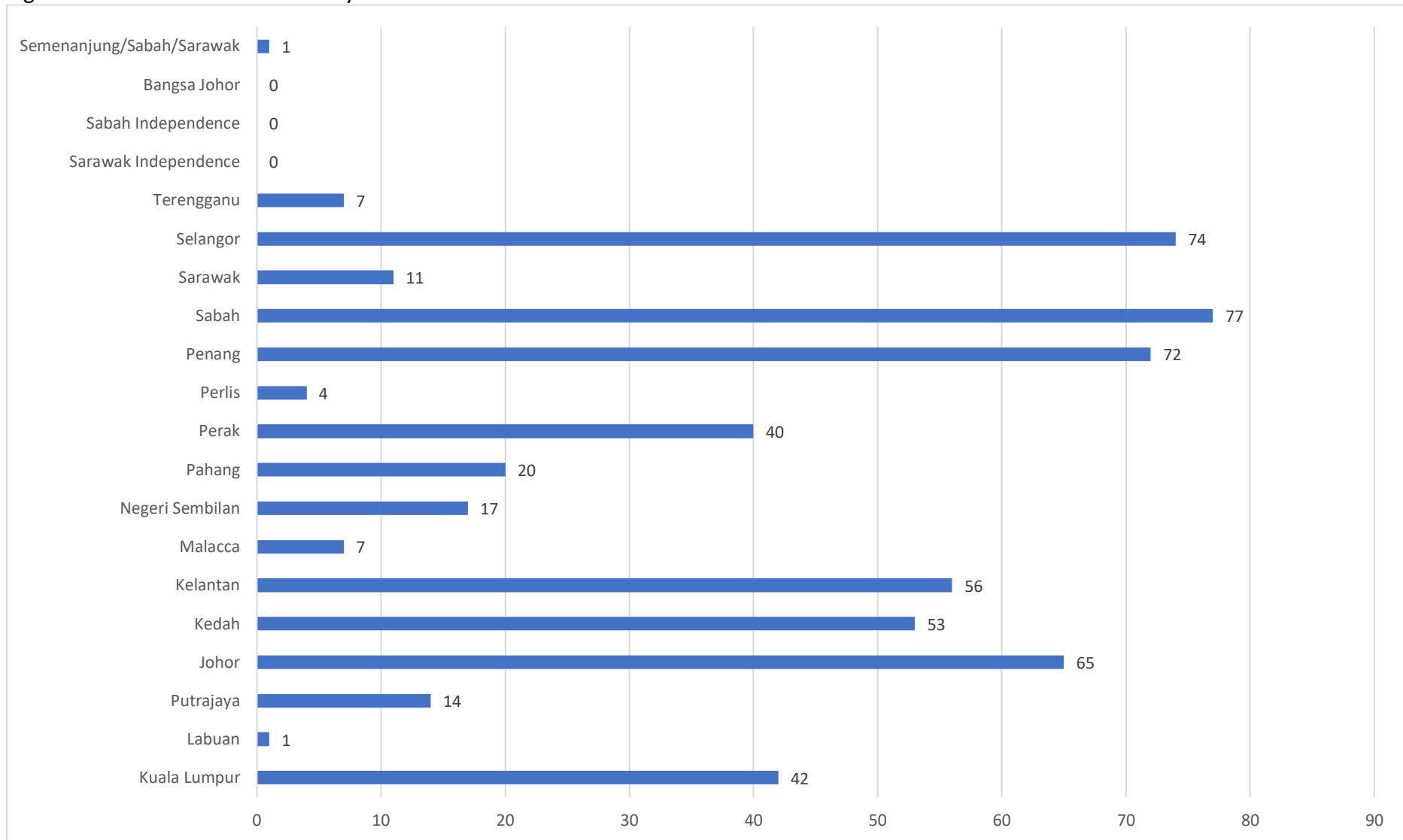
Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Cost of living received the most coverage, followed by Rural and Working-class sectors.



Figure 19.2: Breakdown of Territory Issues



Note: Sabah received the most coverage, followed by Selangor and Penang. Sarawak/Sabah Independence received no coverage at all.