# Watching the Watchdog 2.0
NTV7

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
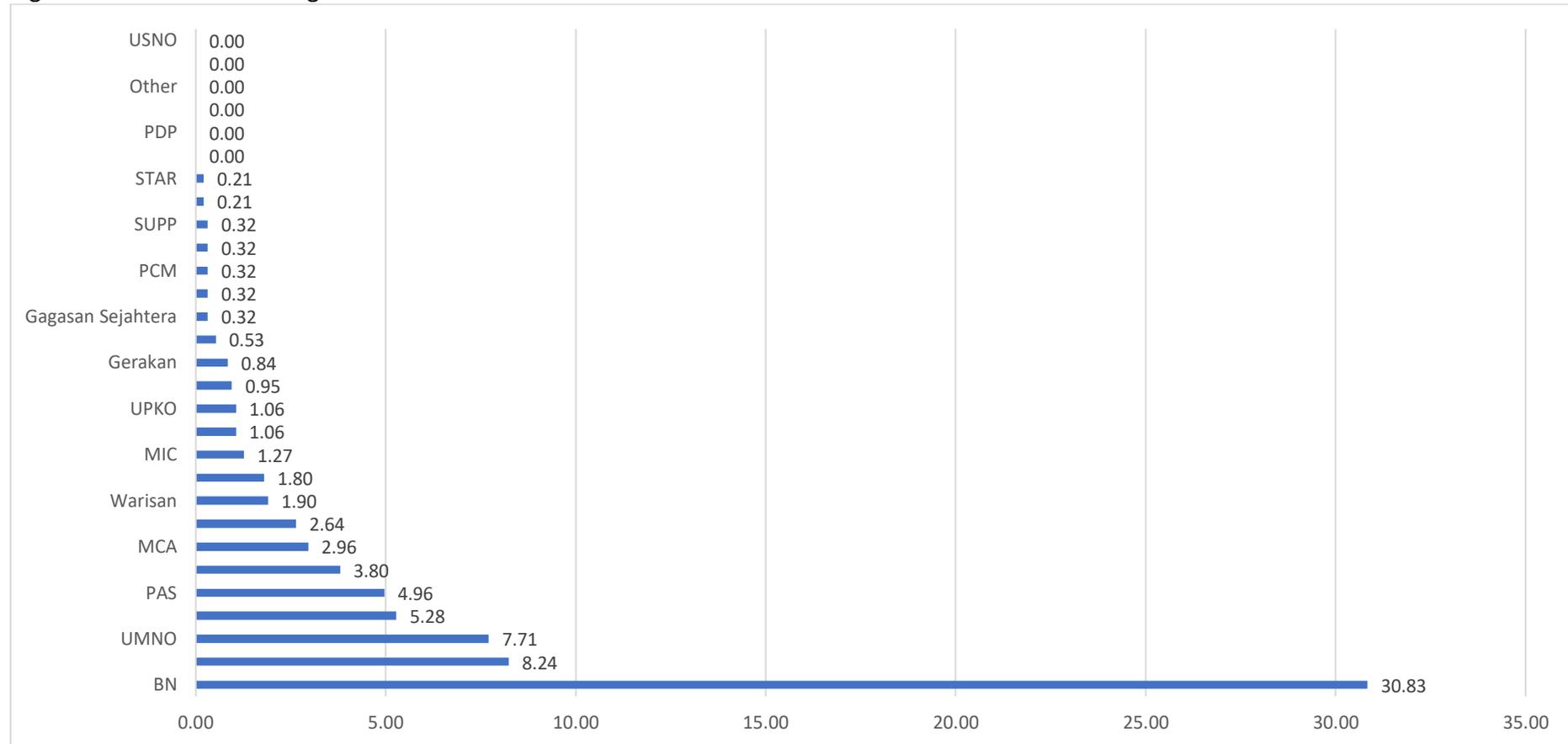
- BN received the most coverage (30.83%), followed by PKR (8.24%) and UMNO (7.71%).

Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other
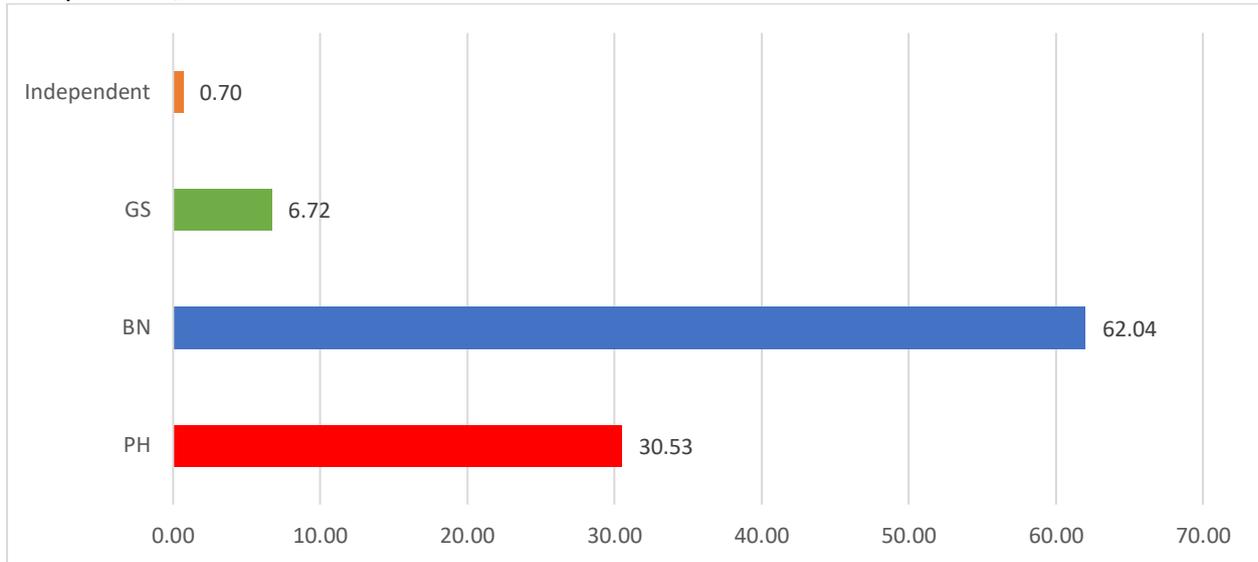
- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (52.98%), followed by PH (30.00%) and GS (15.74 %).

## 1.2 Tone of Coverage of Political Parties & Coalitions

Figure 3: Raw Tonal Coverage Volume of Political Parties & Coalitions
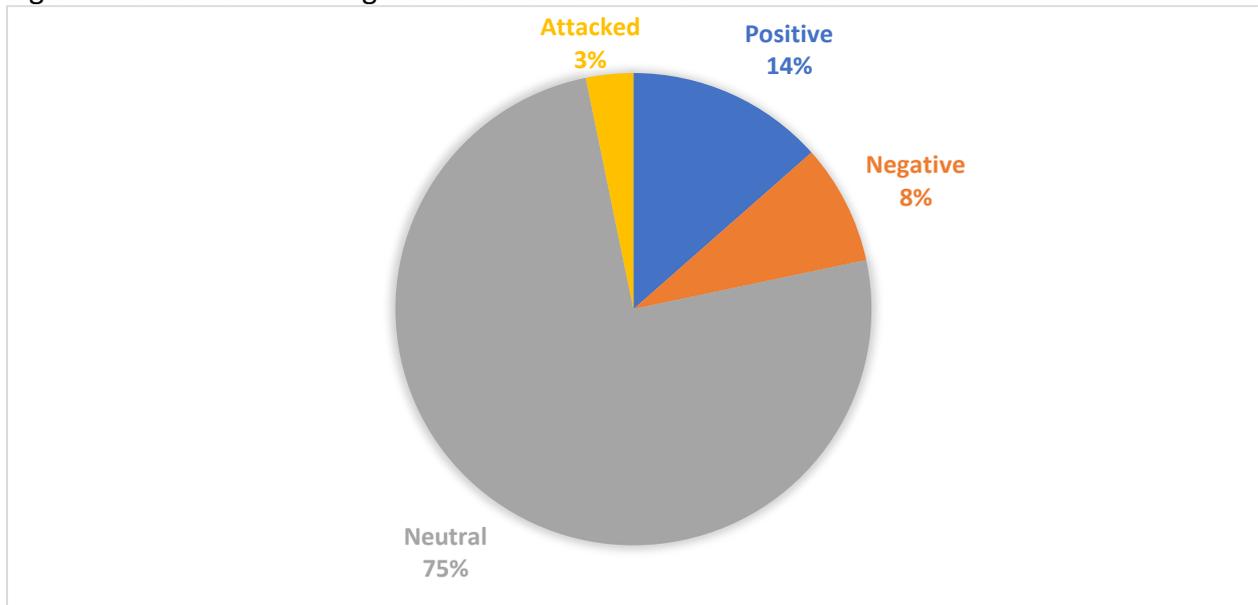
- The Neutral tone was used the most (75%), followed by Positive (14%) and Negative (8%).

Figure 4.1: Attacked Political Party & Coalition Coverage

Party	Coverage (%)
STAR	0.00
USNO	0.00
Warisan	0.00
LDP	0.00
Other	0.00
AMANAH	0.00
UPKO	0.00
UMNO	0.00
SUPP	0.00
SAPP	0.00
PSM	0.00
PRM	0.00
PRS	0.00
PPBM	0.00
PH	0.00
PKR	0.00
PDP	0.00
PCM	0.00
PBS	0.00
PBRS	0.00
PBB	0.00
PAS	0.00
MIC	0.00
IKATAN	0.00
Gagasan Sejahtera	0.00
MCA	6.25
Gerakan	9.38
DAP	15.63
BN	28.13
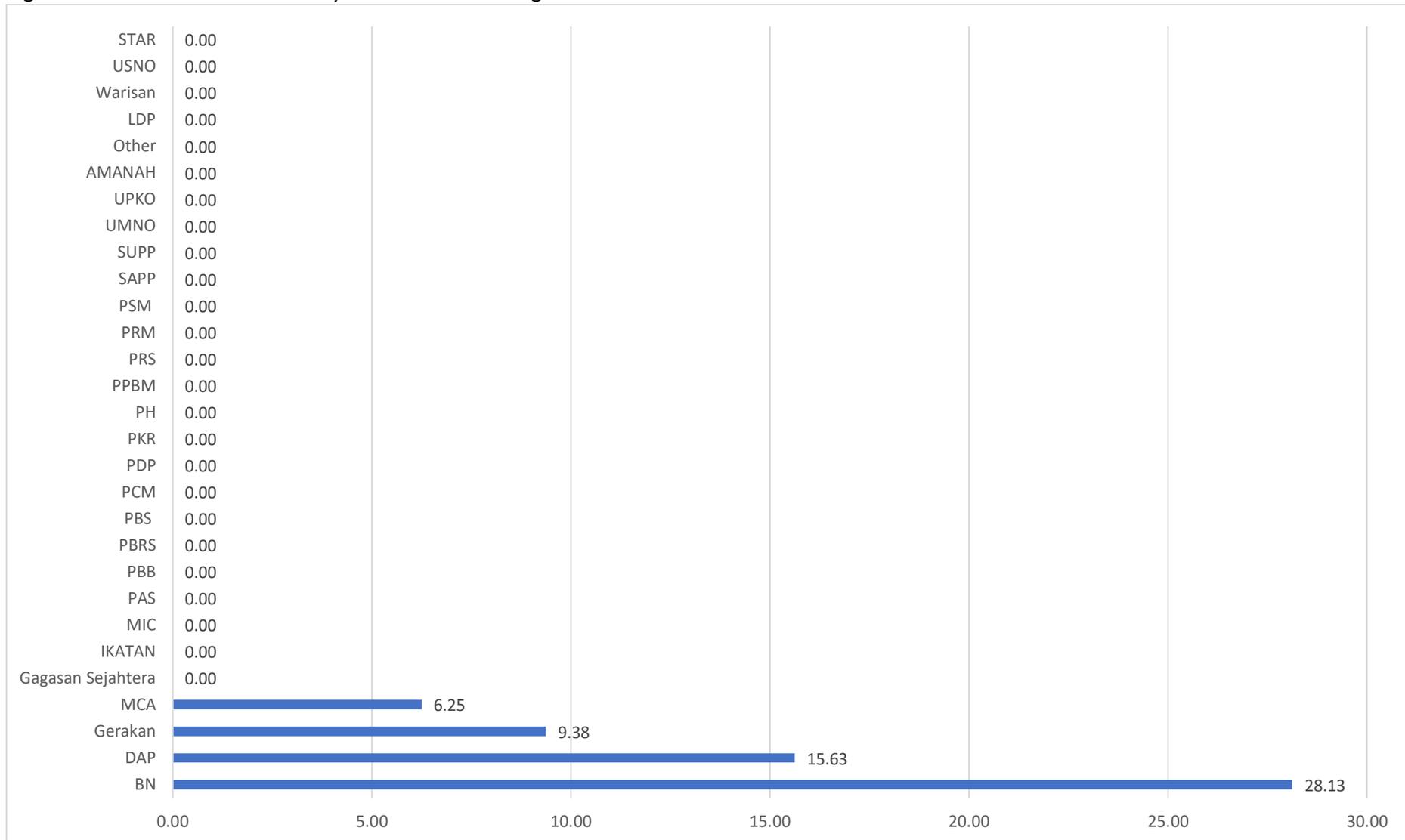
- BN was attacked the most (28.13%), followed by DAP (15.63%) and Gerakan (9.38%).

Figure 4.2: Negative Political Party & Coalition Coverage

Party	Value
STAR	0.00
USNO	0.00
LDP	0.00
Other	0.00
UPKO	0.00
SUPP	0.00
SAPP	0.00
PSM	0.00
PRM	0.00
PRS	0.00
PPBM	0.00
PDP	0.00
PCM	0.00
PBS	0.00
PBRS	0.00
MIC	0.00
IKATAN	0.00
Gagasan Sejahtera	0.00
PBB	2.47
The Government	3.70
Warisan	3.70
PH	3.70
Gerakan	3.70
PAS	4.94
MCA	4.94
AMANAH	6.17
The Opposition	9.88
BN	12.35
DAP	13.58
PKR	14.81
UMNO	16.05
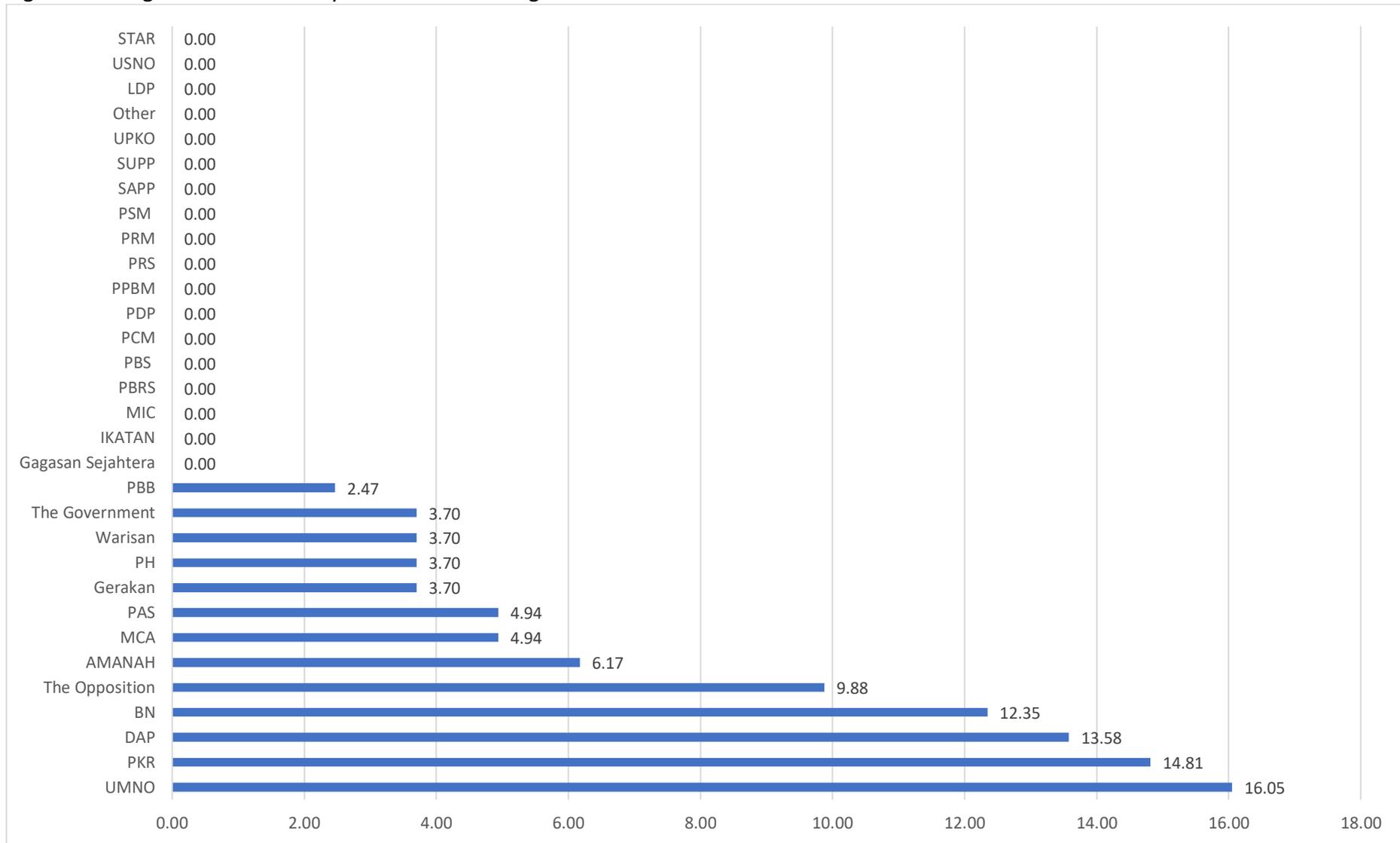
- UMNO received the most negative coverage (16.05%), followed by PKR (14.81%) and DAP (13.58%).

Figure 5.1: Positive Political Party & Coalition Coverage

Party/Coalition	Value
STAR	0.00
USNO	0.00
Warisan	0.00
LDP	0.00
Other	0.00
AMANAH	0.00
SUPP	0.00
SAPP	0.00
PSM	0.00
PRM	0.00
PRS	0.00
PPBM	0.00
PDP	0.00
PCM	0.00
PBRS	0.00
PBB	0.00
MIC	0.00
MCA	0.00
IKATAN	0.00
Gerakan	0.00
Gagasan Sejahtera	0.00
PBS	1.64
DAP	1.64
UPKO	2.46
PH	2.46
PAS	3.28
PKR	4.92
UMNO	5.74
BN	58.20
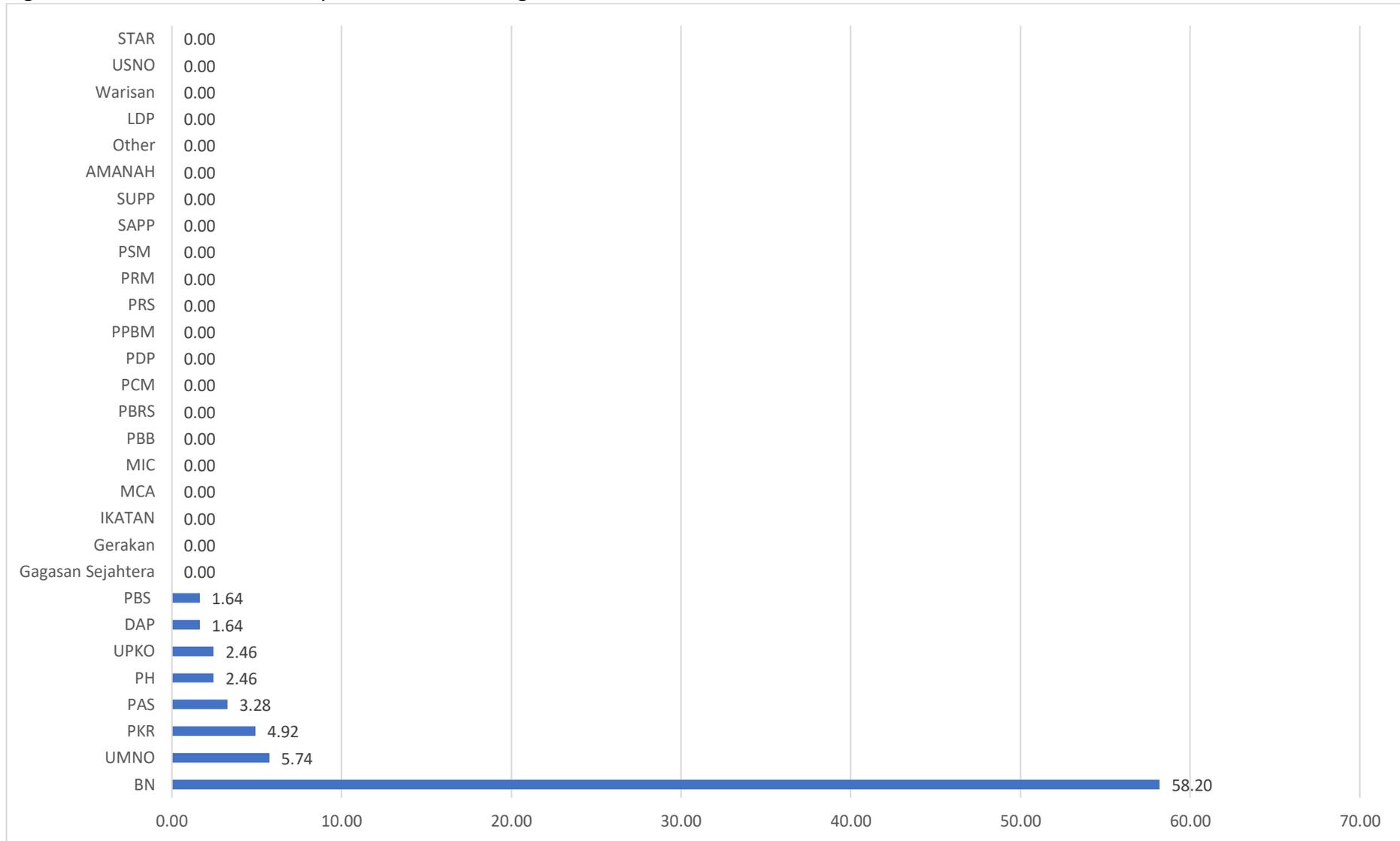
- BN received the most positive coverage (58.20%), followed by UMNO (5.74%) and PKR (4.92%).

Figure 5.2: Neutral Political Party & Coalition Coverage

Party	Value
USNO	0.00
LDP	0.00
Other	0.00
PSM	0.00
PDP	0.00
PBB	0.00
IKATAN	0.00
STAR	0.31
PRS	0.31
PCM	0.31
SUPP	0.46
PRM	0.46
Gagasan Sejahtera	0.46
Gerakan	0.61
SAPP	0.76
UPKO	1.22
PBS	1.22
PBRS	1.38
MIC	1.68
Warisan	2.45
PPBM	2.45
AMANAH	3.21
MCA	3.67
DAP	3.98
PH	4.28
PAS	5.66
UMNO	7.34
PKR	8.87
BN	28.75
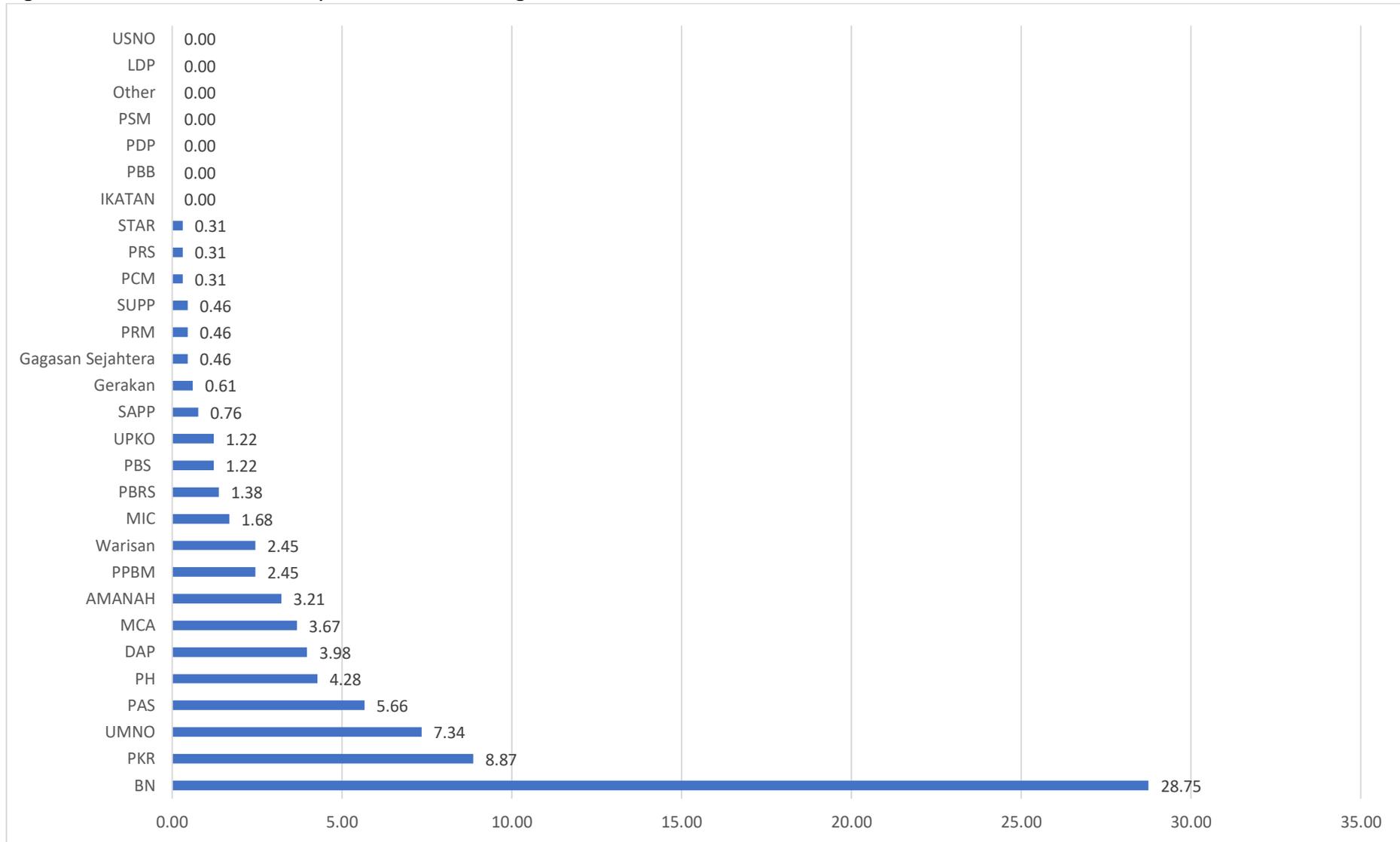
- BN received the most Neutral coverage (28.75%), followed by PKR (8.87%) and UMNO (7.34%).

Figure 6: Tone of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other
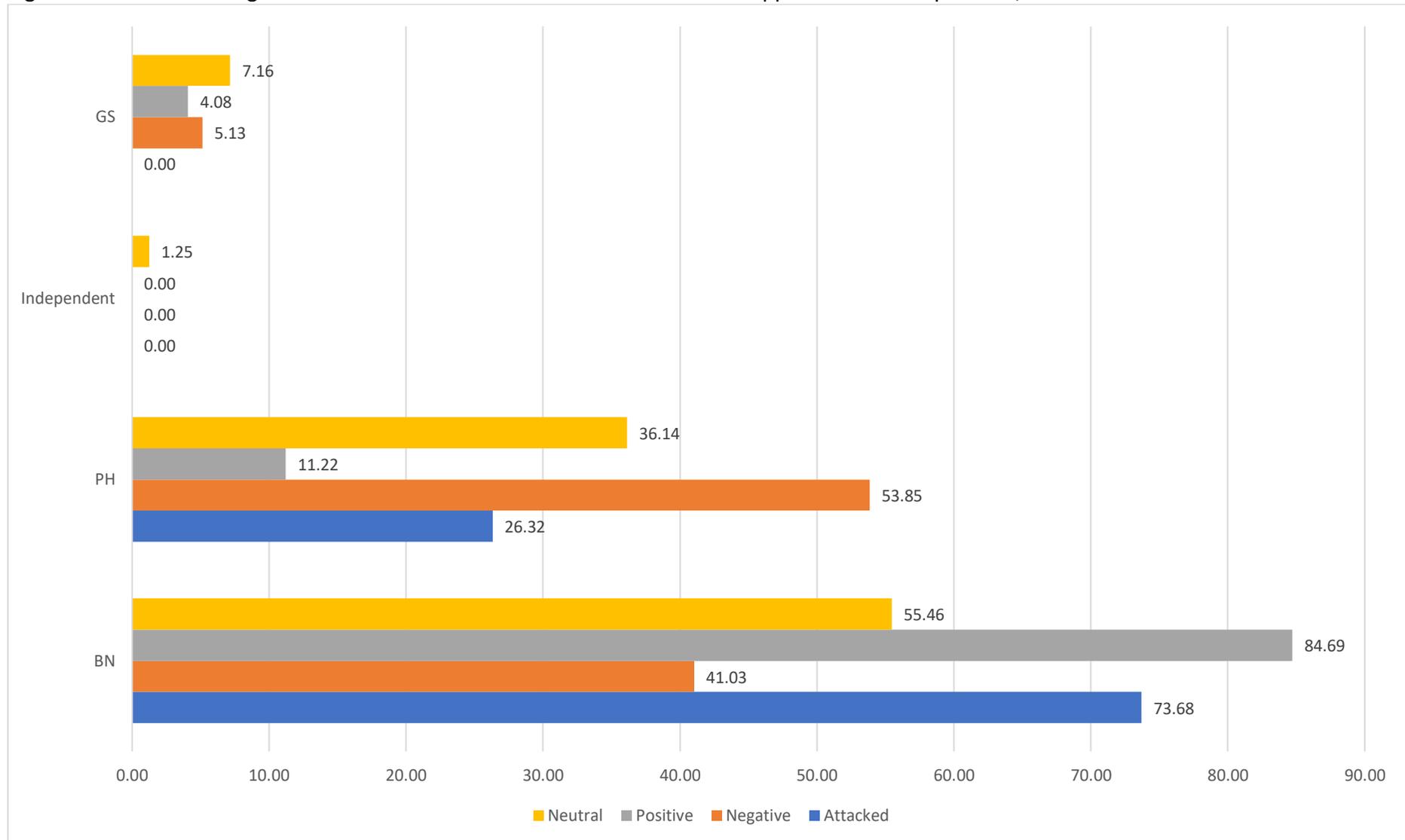
- PH received the most Negative coverage, while BN received the most coverage for Neutral, Positive, and Attacked.

2.1 Volume of Coverage of Politicians & Political Figures

Figure 7: Volume of Coverage of Politicians & Political Figures
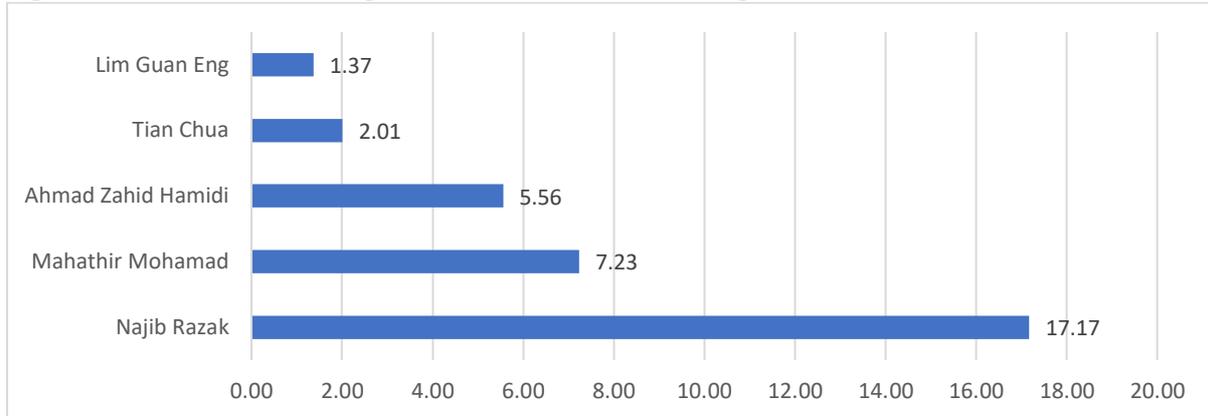
- Only the top 5 most mentioned politicians are shown on this graph.
- Out of these 5, Najib Razak received the most mentions by a significant proportion (17.17%), followed by Mahathir Mohamad (7.23%).

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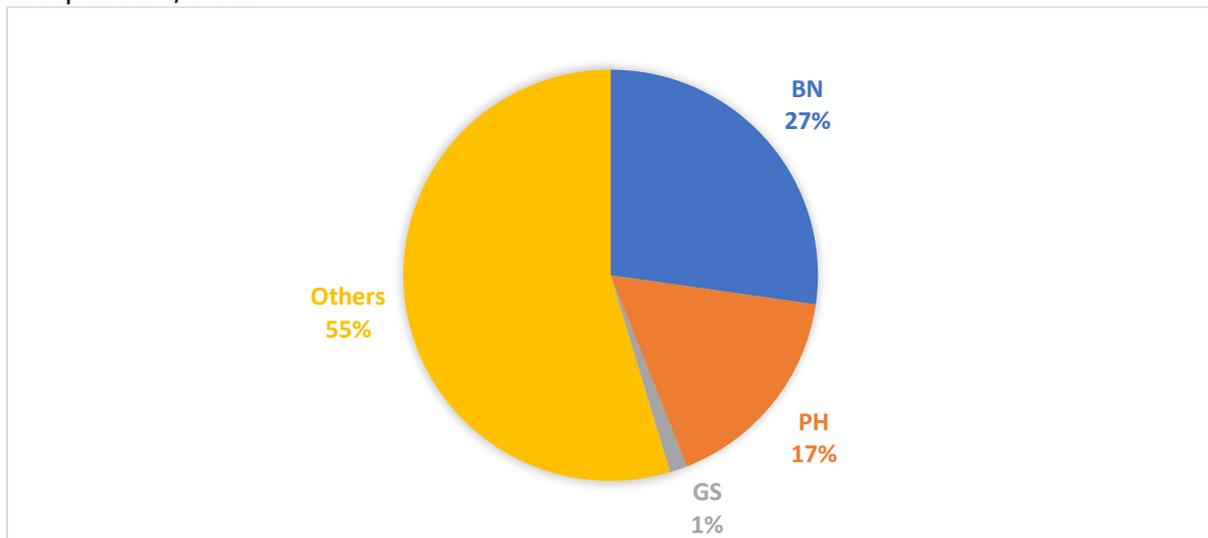

- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures from both major coalitions is skewed towards Independent/ Others parties (55%).

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

Figure 9: Volume of the Use of Politicians & Political Figures as Sources
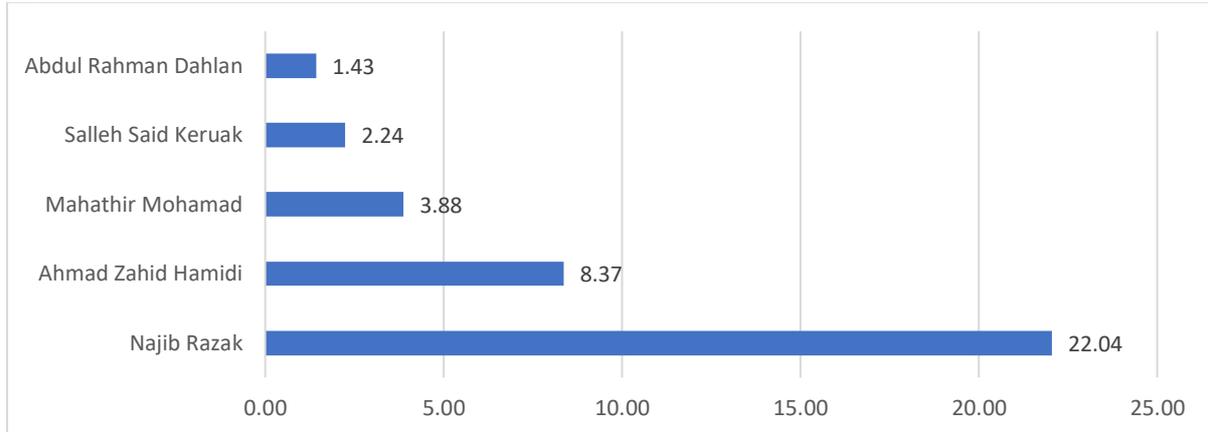
- Only the top 5 most mentioned politicians are shown on this graph.
- Out of these 5, Najib Razak received the most mentions by a significant proportion (22.04%), followed by Ahmad Zahid Hamidi (8.37%).

Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other
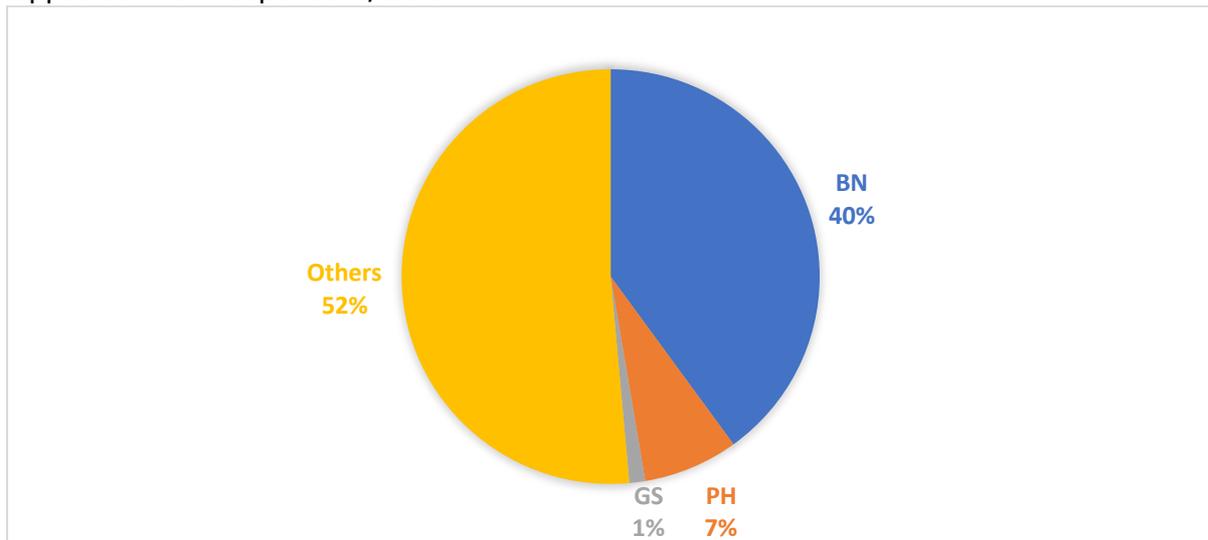
- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures from both major coalitions is skewed towards Independent/ Others parties (52%).

2.3 Tone of Coverage of Politicians & Political Figures

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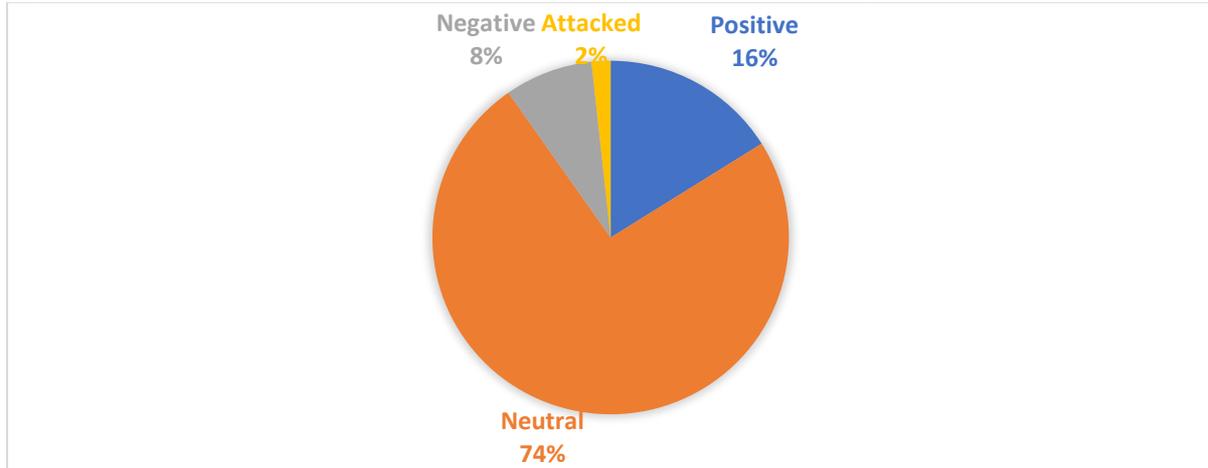

- Of all the tonal categories used in the coverage of politicians and political figures, the neutral category was used the most often (74%), followed by the positive category (16%).

Figure 12.1: Negative Coverage of Politicians & Political Figures
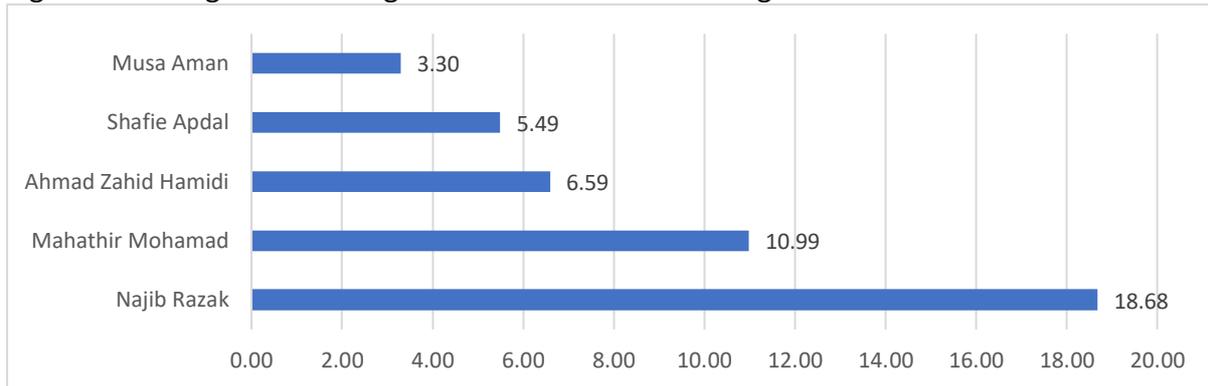
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most negative coverage (18.68%), followed by Mahathir Mohamad (10.99%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures
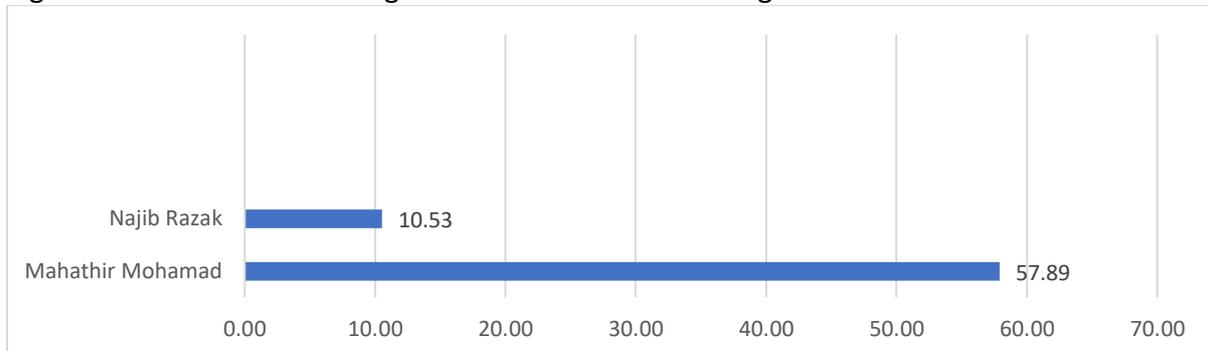
- Mahathir Mohamad was the most attacked (57.89%), followed by Najib Razak (10.53%).

10

Figure 13.1: Positive Coverage of Politicians & Political Figures
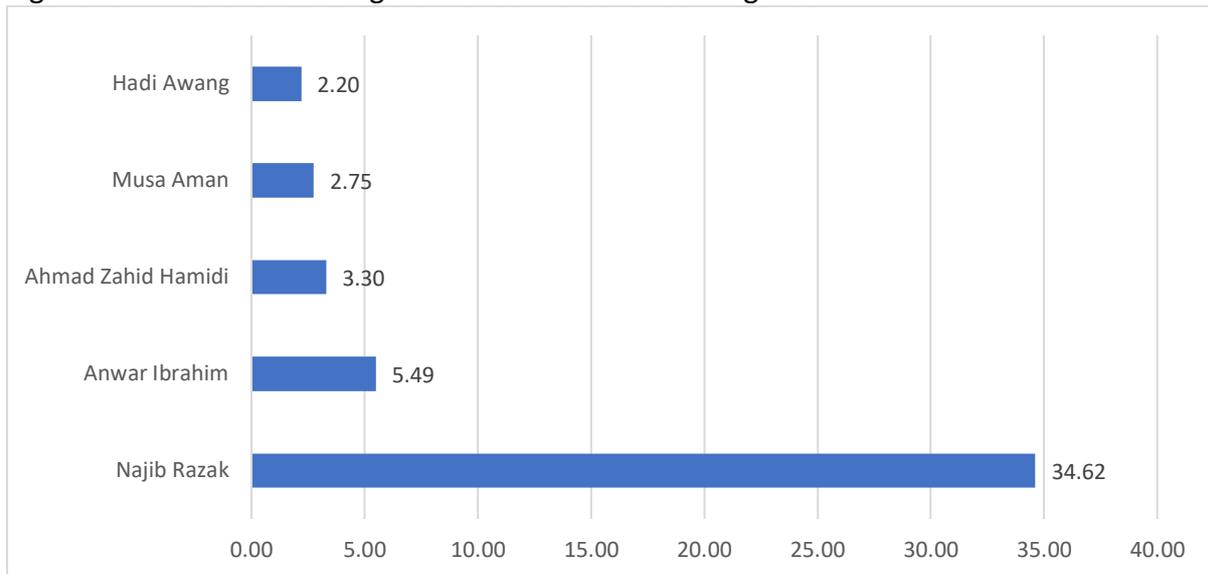
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most positive coverage (34.62%) followed by Anwar Ibrahim (5.49%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures
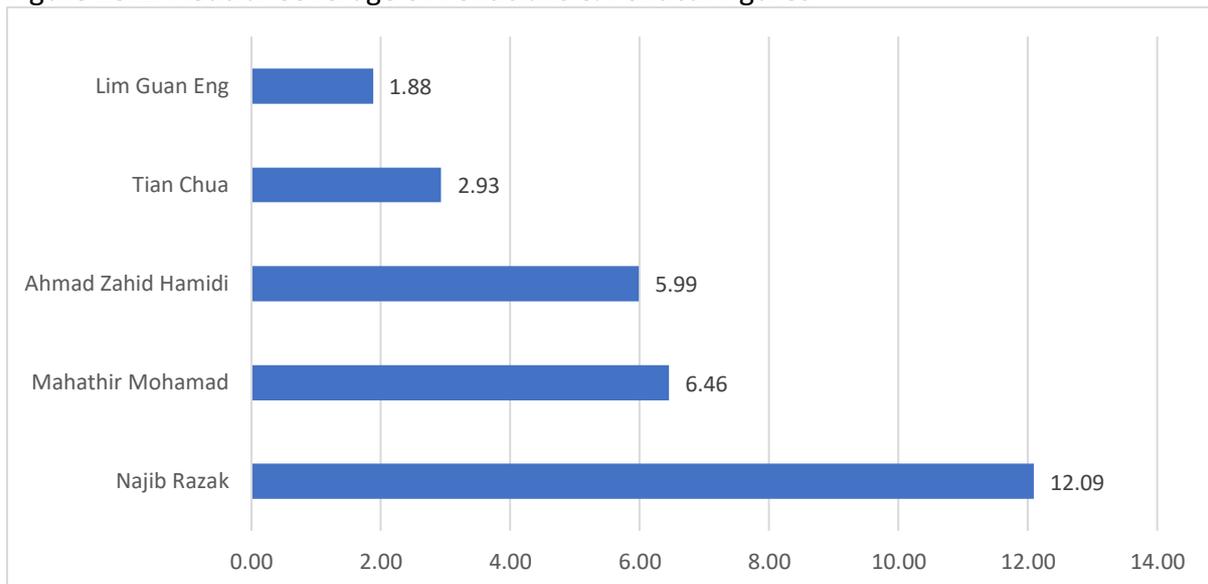
- Najib Razak received the most neutral coverage (12.09%), followed by Mahathir Mohamad (6.46%).

Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other
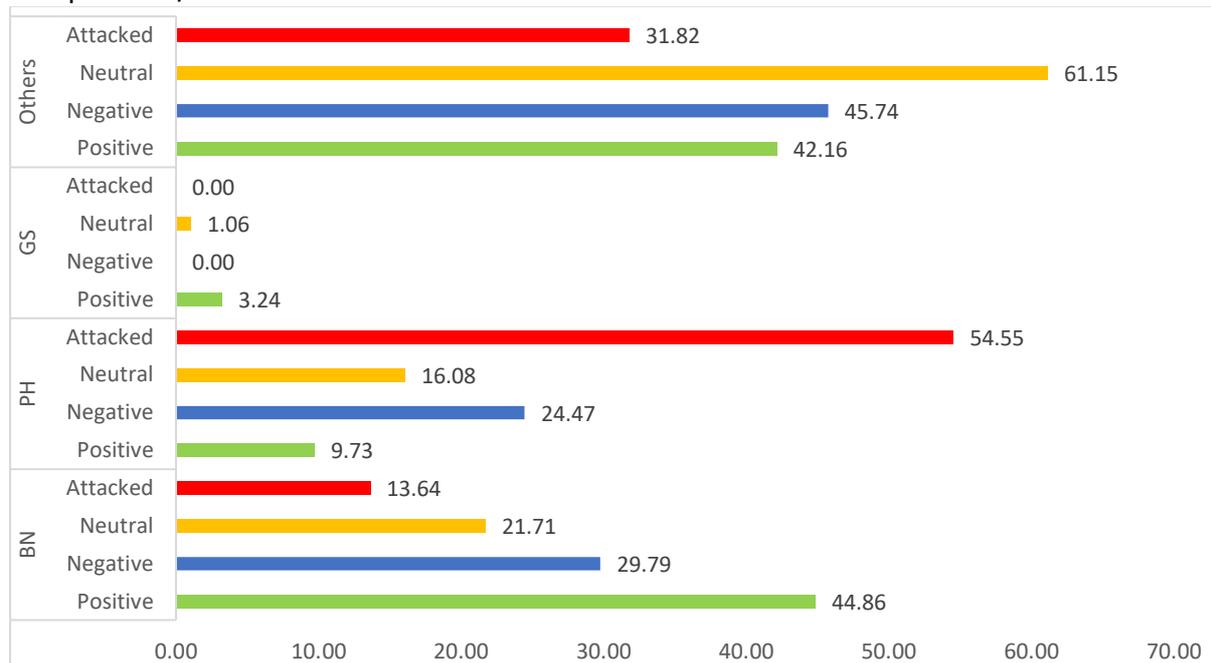
Overall, Independent/ Others received the most neutral coverage whereas BN received the most positive coverage. PH received the most attacked coverage.

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?
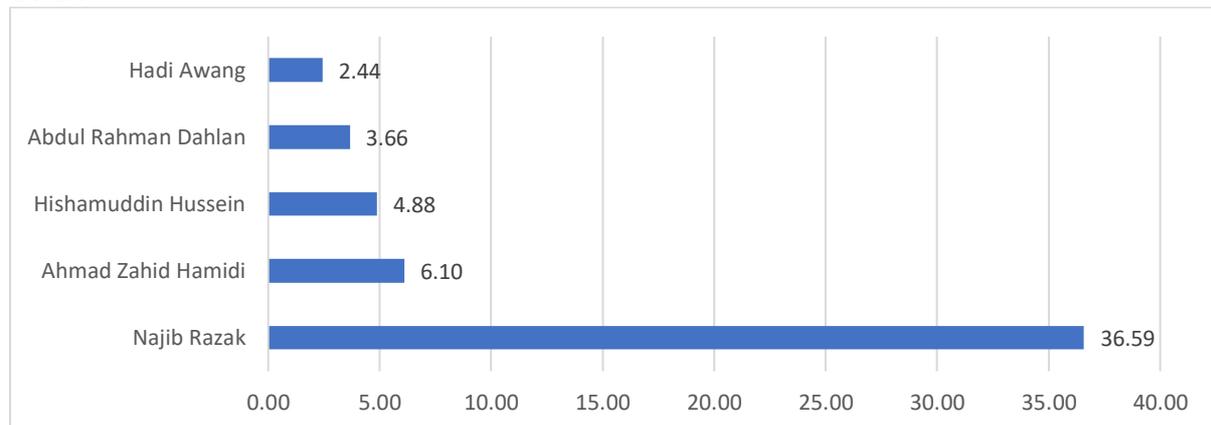
- This graph is weighted to show attack politics as a proportion of overall use as source.
- Najib Razak was the politicians most likely to engage in attack politics (36.59%), followed by Ahmad Zahid Hamidi (6.10%) and Hishamuddin Hussein (4.88%).

Figure 16: Attack Politics: Which Coalition Employs Attack Politics Most Often?
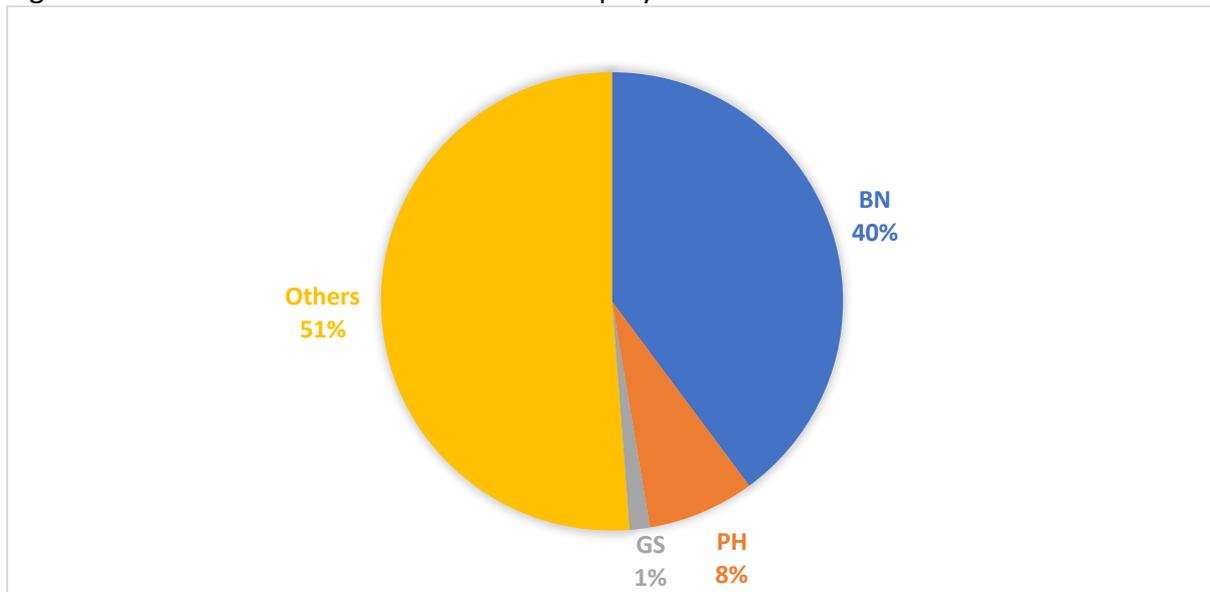
- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/Other parties (51%) coalition politicians engaged in attack politics more often than BN (40%) and PH (8%).

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

Figure 17: Coverage of Policy vs Non-Policy Issues
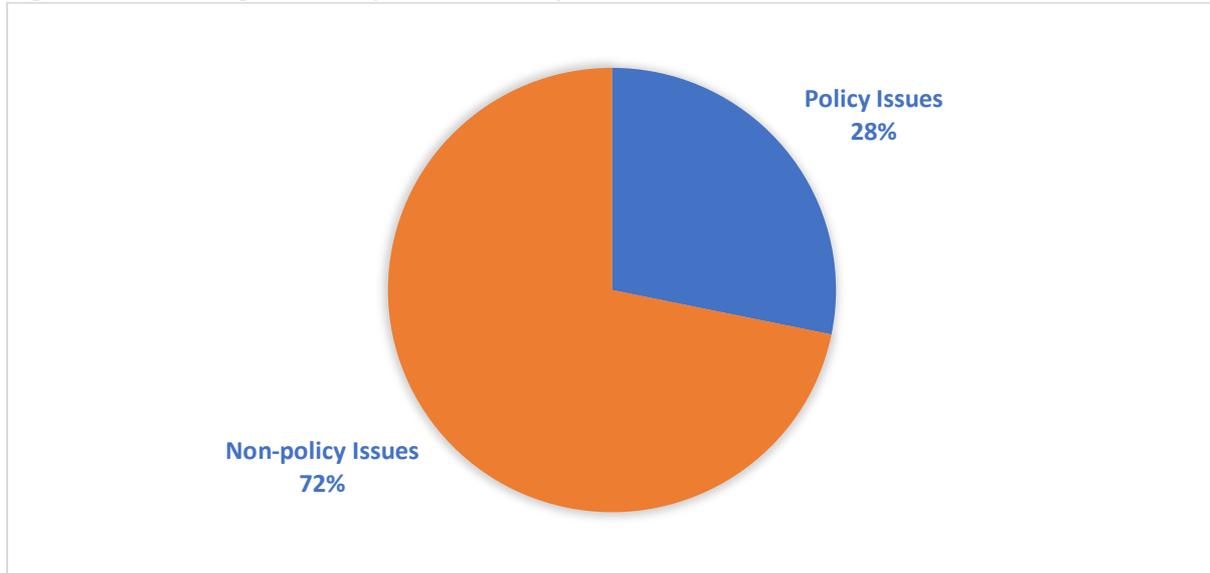
Note: Non-policy issues were far more covered than policy issues.

Figure 18: Policy Issues
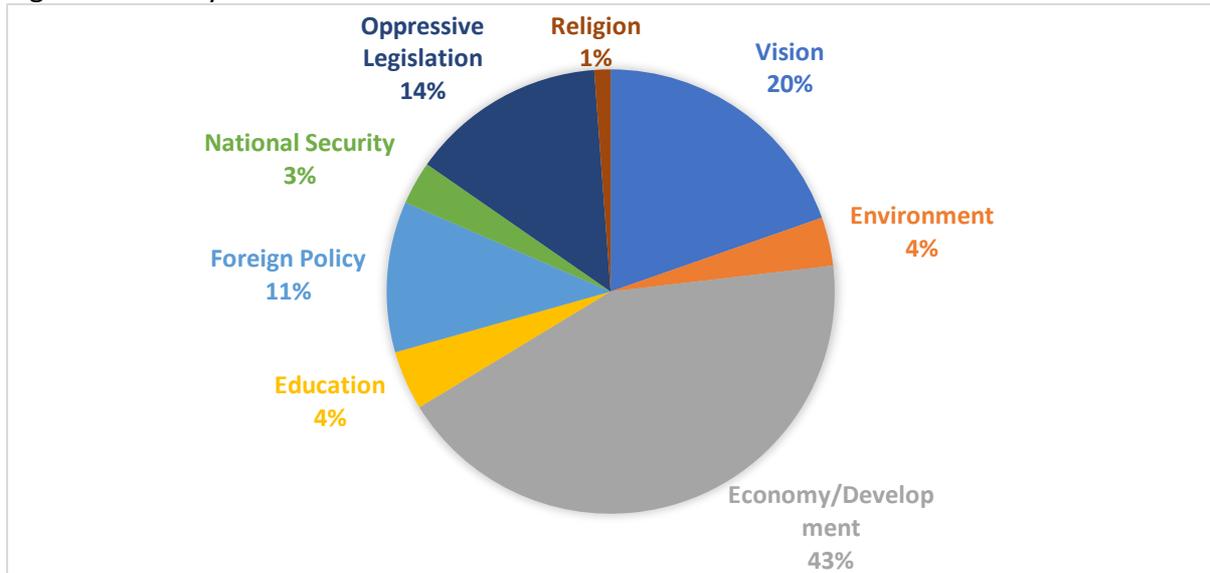
Note: Economy/Development received the most coverage, followed by Vision and Oppressive Legislation.

Figure 18.1: Breakdown of Vision/Policy/Programme
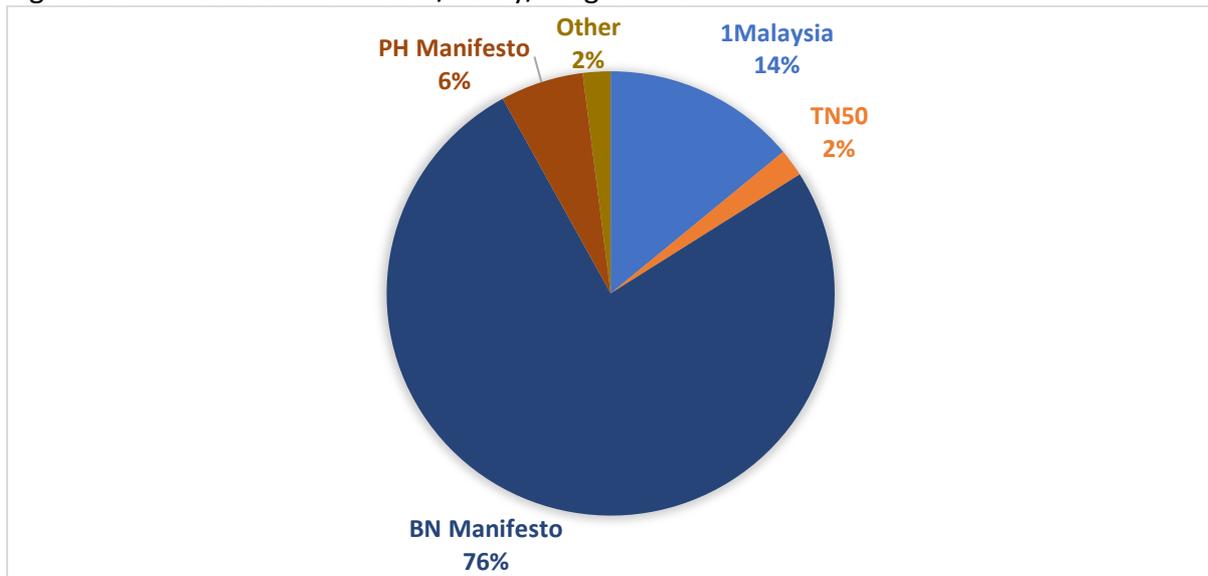
Note: BN Manifesto received the most coverage, while Gagasan received no coverage at all. 1Malaysia and PH Manifesto were the two other most covered topics.

Figure 18.2: breakdown of Economy/Development Issues
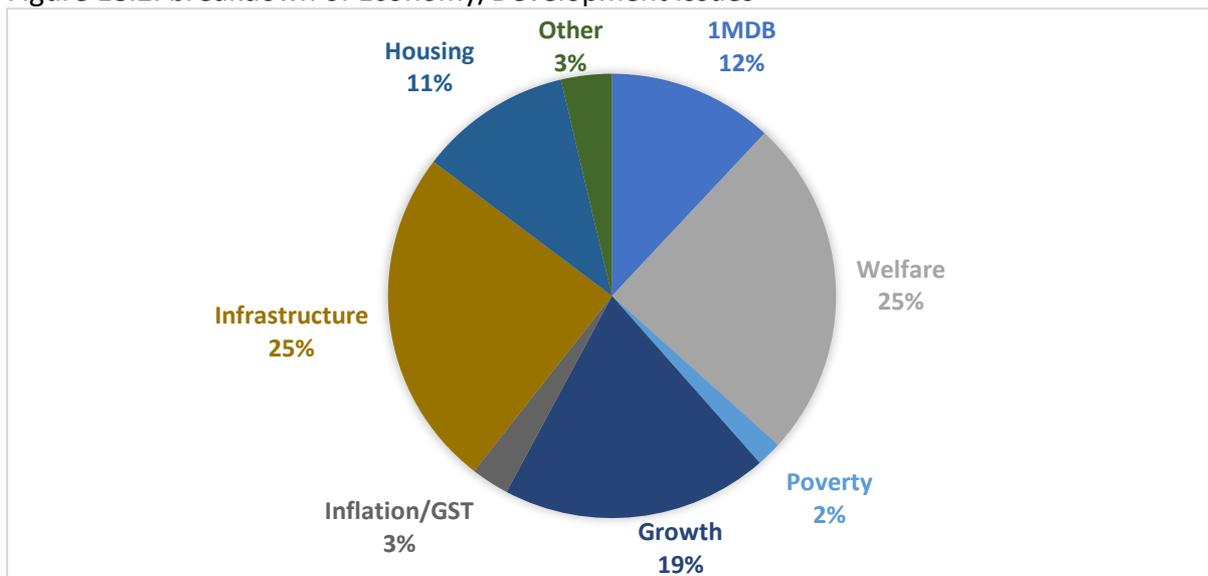
Note: GST only accounted for a small percentage. Welfare and Infrastructure were two of the most covered topics by NTV7.

Figure 19: Non-Policy Issues
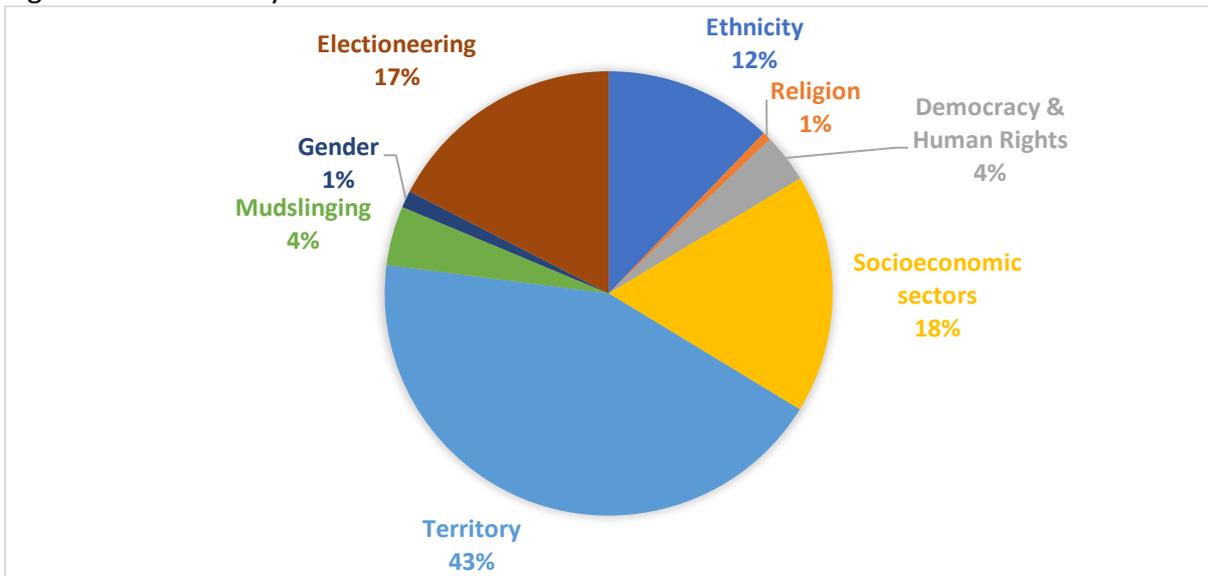
Note: Territory was the largest, but primarily due to the fact that any news piece that mentioned anyone from any territory was tagged with the "Territory" tag – so there may have been overlap of the data with other categories.
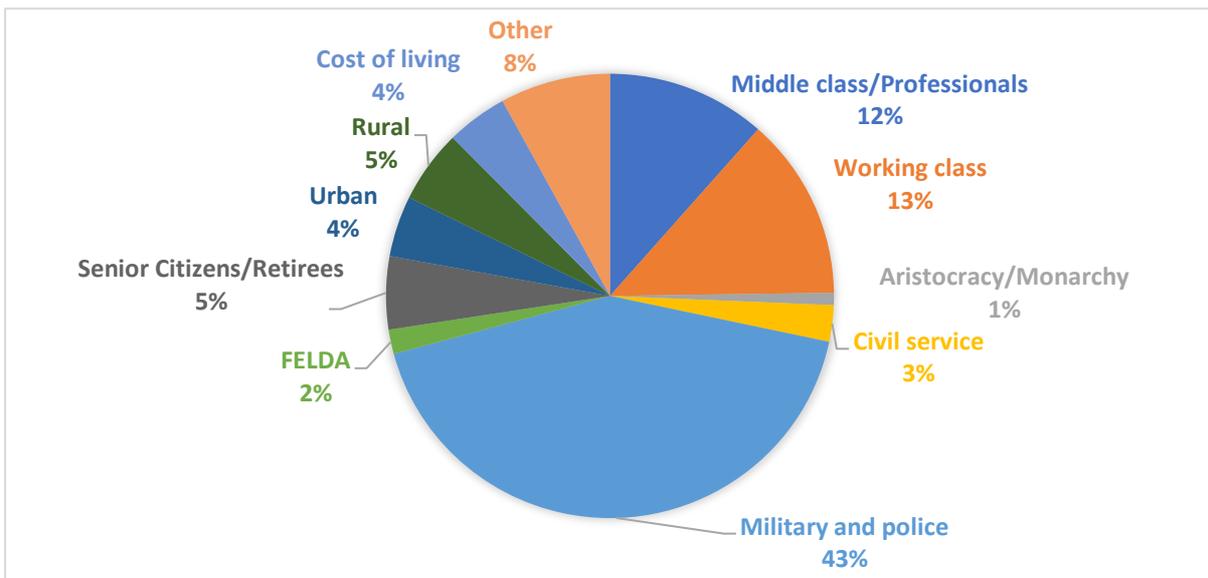

Figure 19.1: Breakdown of Socioeconomic Sectors

Note: Military and police received the most coverage, followed by the Working class and Middle Class/Professionals sector.

Figure 19.2: Breakdown of Territory Issues

Territory	Value
Semenanjung/Sabah/Sarawak	10
Bangsa Johor	4
Sabah Independence	0
Sarawak Independence	0
Terengganu	18
Selangor	21
Sarawak	12
Sabah	57
Penang	31
Perlis	6
Perak	22
Pahang	11
Negeri Sembilan	12
Malacca	3
Kelantan	11
Kedah	19
Johor	21
Putrajaya	2
Labuan	1
Kuala Lumpur	20
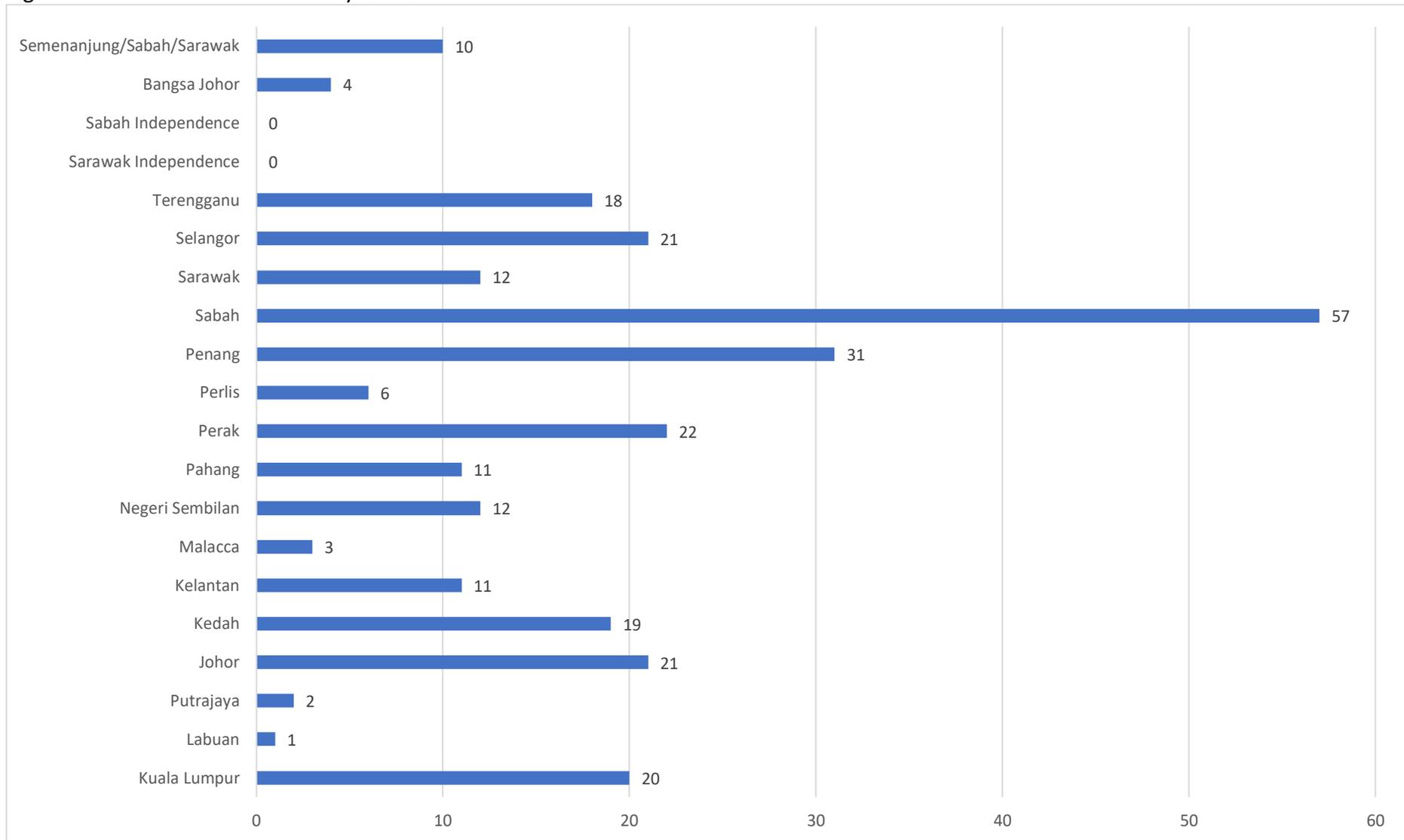
Note: Sabah received the most coverage, followed by Penang and Perak. Sabah/Sarawak Independence did not receive any coverage at all.