

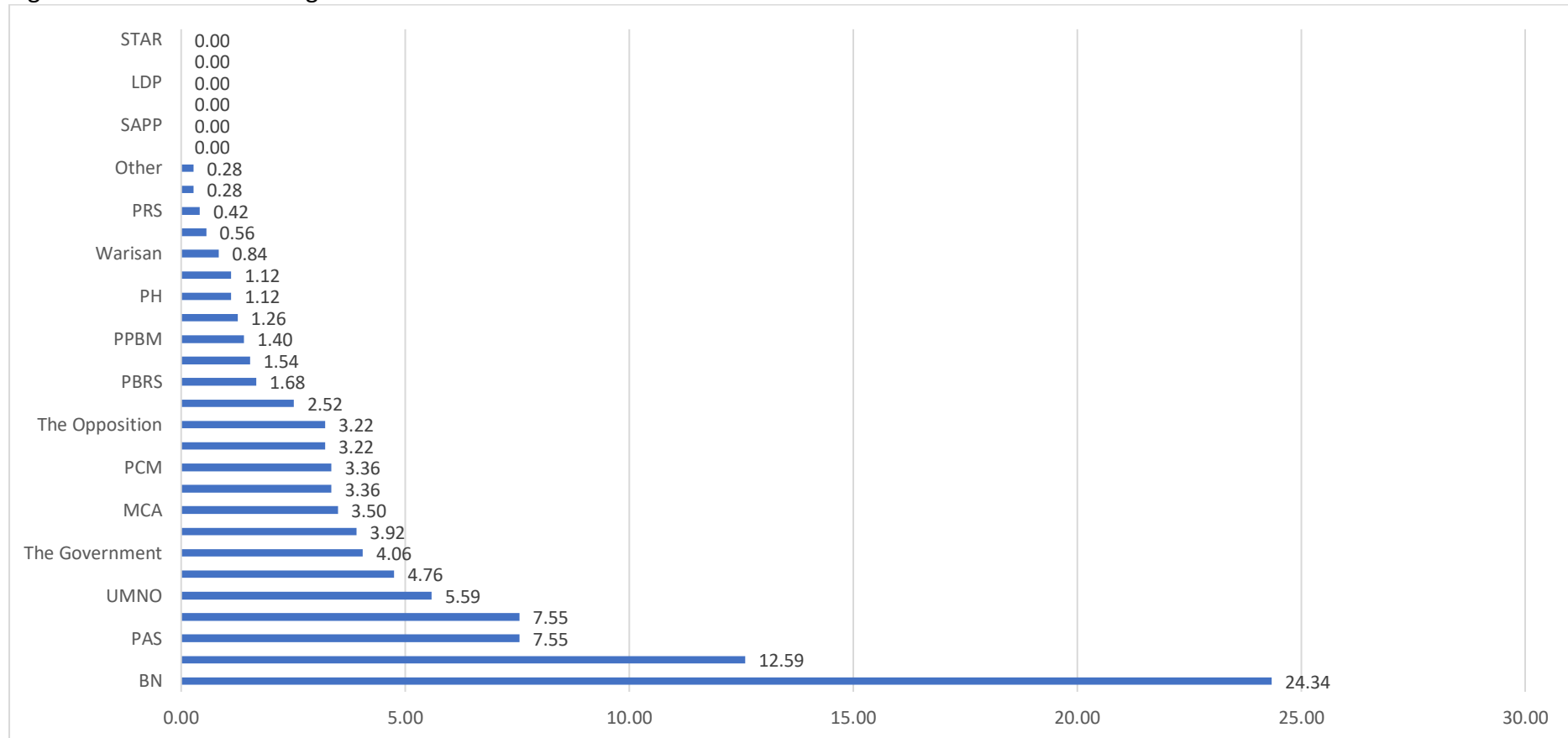
# Watching the Watchdog 2.0

## TV1

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

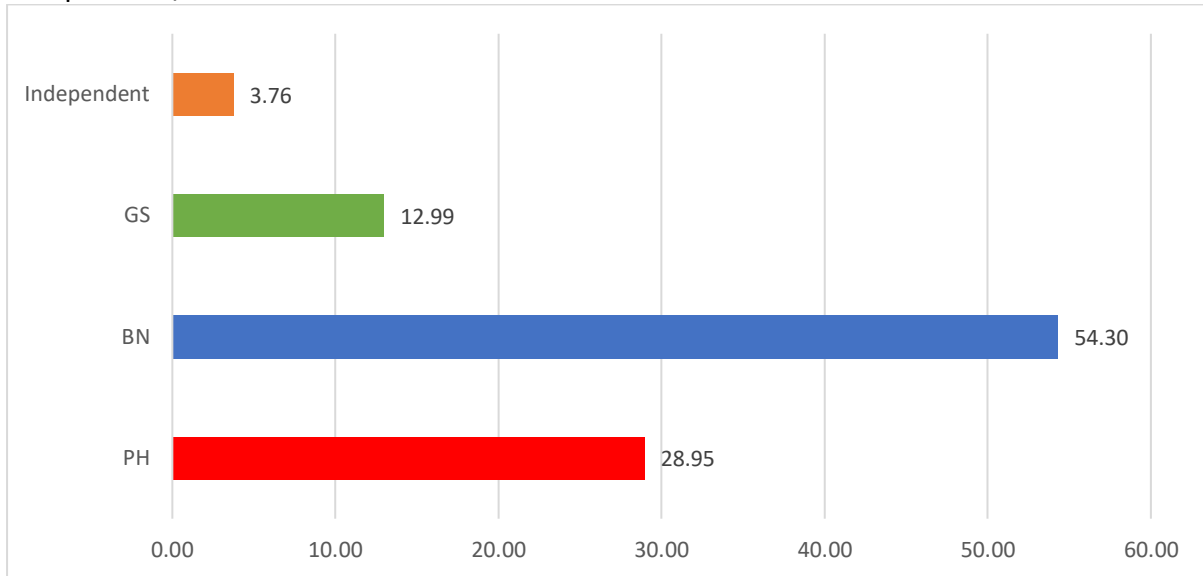
#### 1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (24.34%), followed by PKR (12.59%) and PAS and Amanah (7.55%).

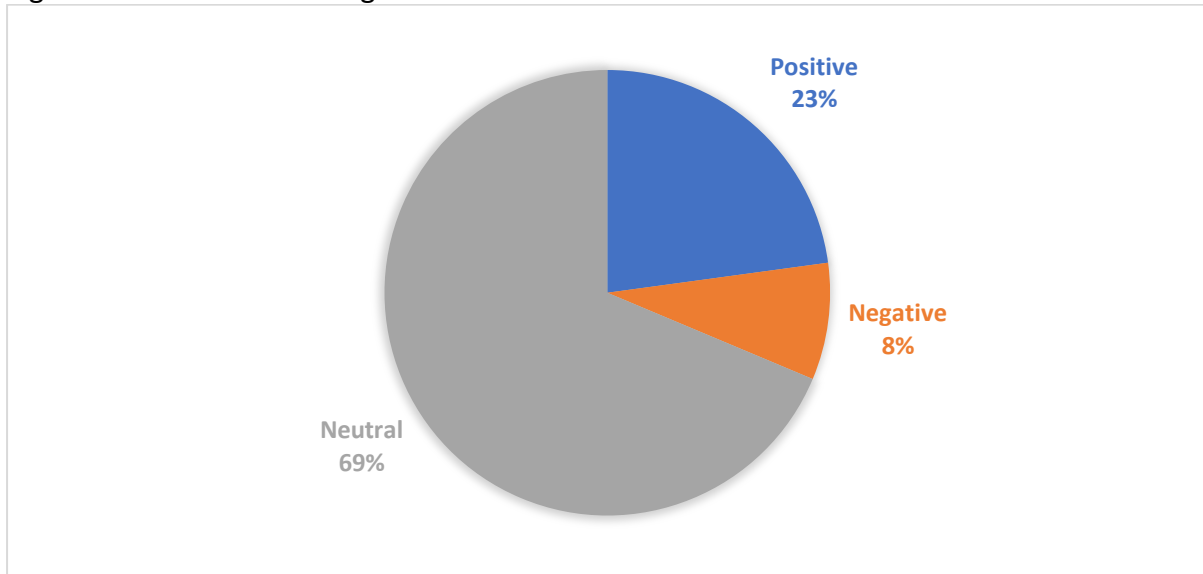
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (54.30%), followed by PH (28.95%) and GS (12.99%).

## 1.2 Tone of Coverage of Political Parties & Coalitions

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

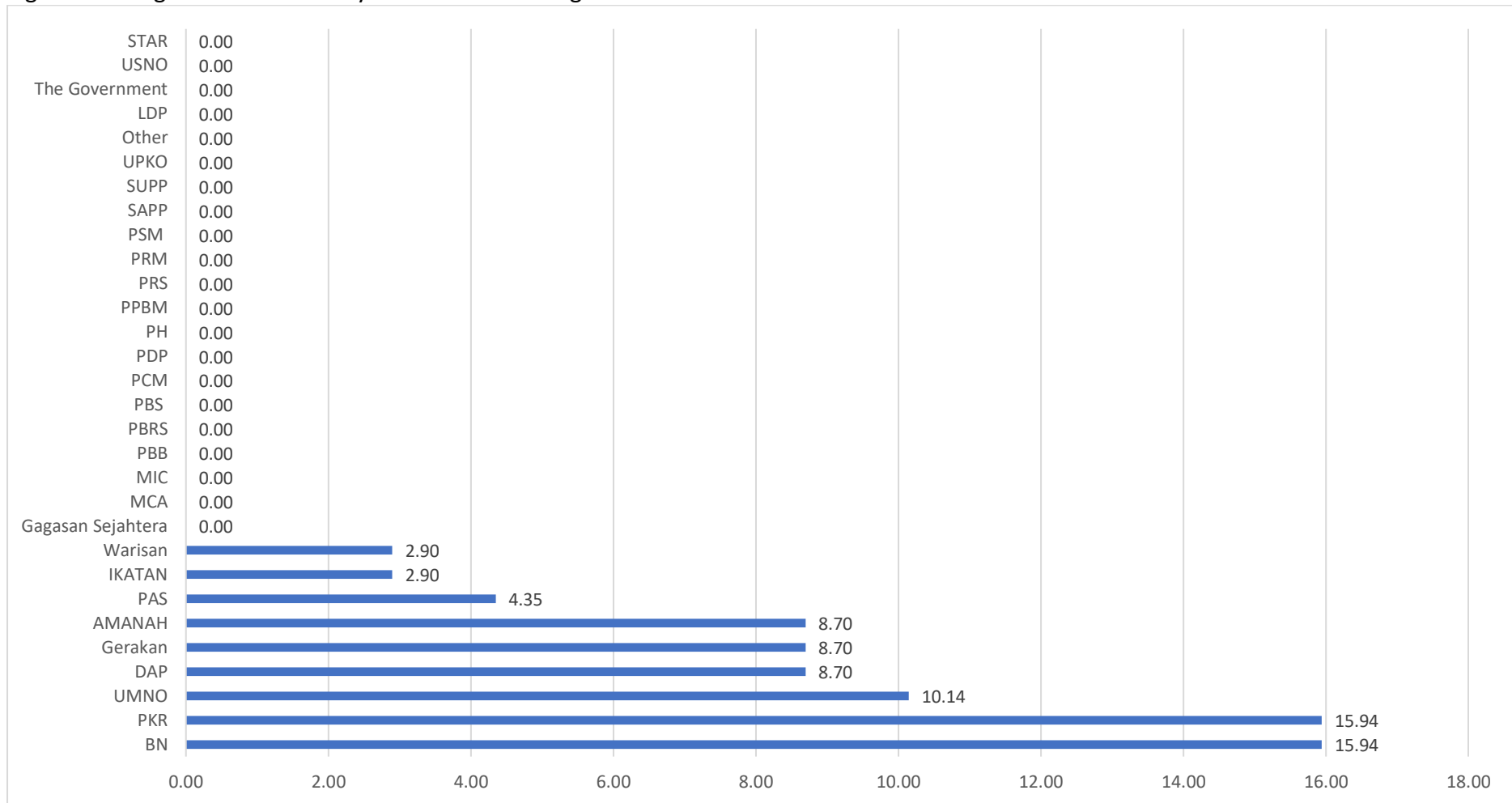


- The Neutral tone was used the most (69%), followed by Positive (23%) and Negative (8%).

Figure 4.1: Attacked Political Party & Coalition Coverage

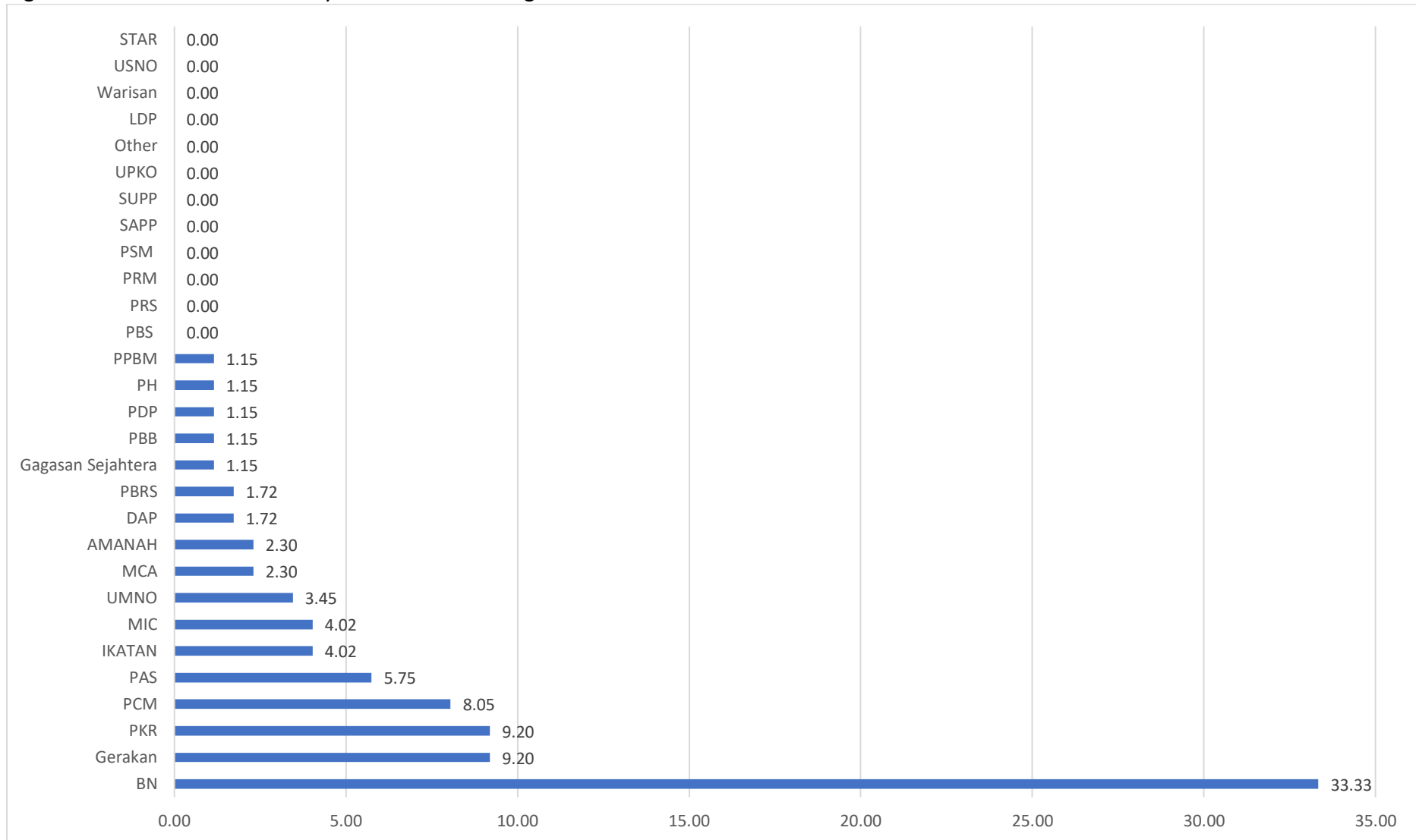
- Note: There was no data regarding attacked coverage by TV1 Berita Nasional.

Figure 4.2: Negative Political Party & Coalition Coverage



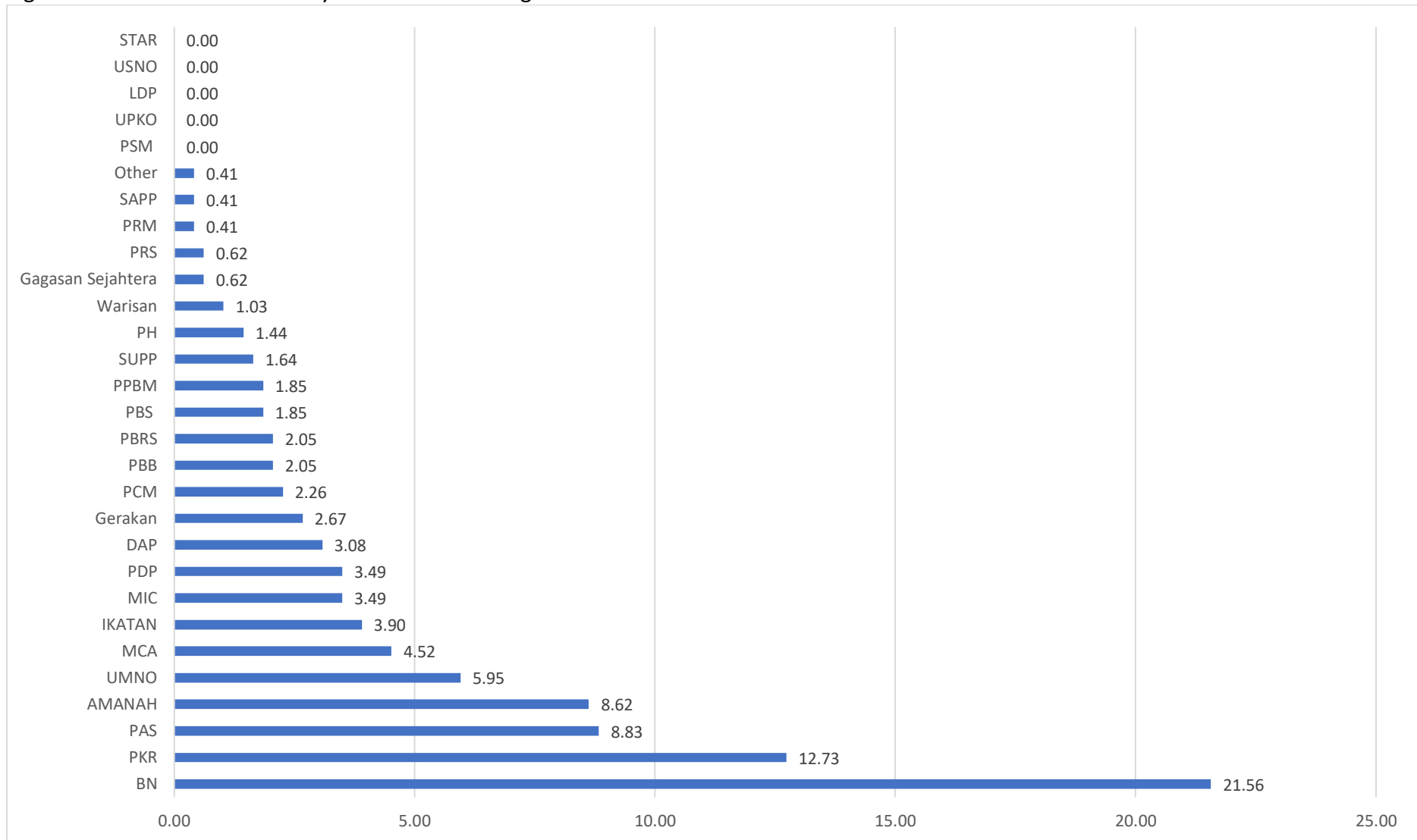
- BN and PKR received the most negative (15.94%), followed by UMNO (10.14%).

Figure 5.1: Positive Political Party & Coalition Coverage



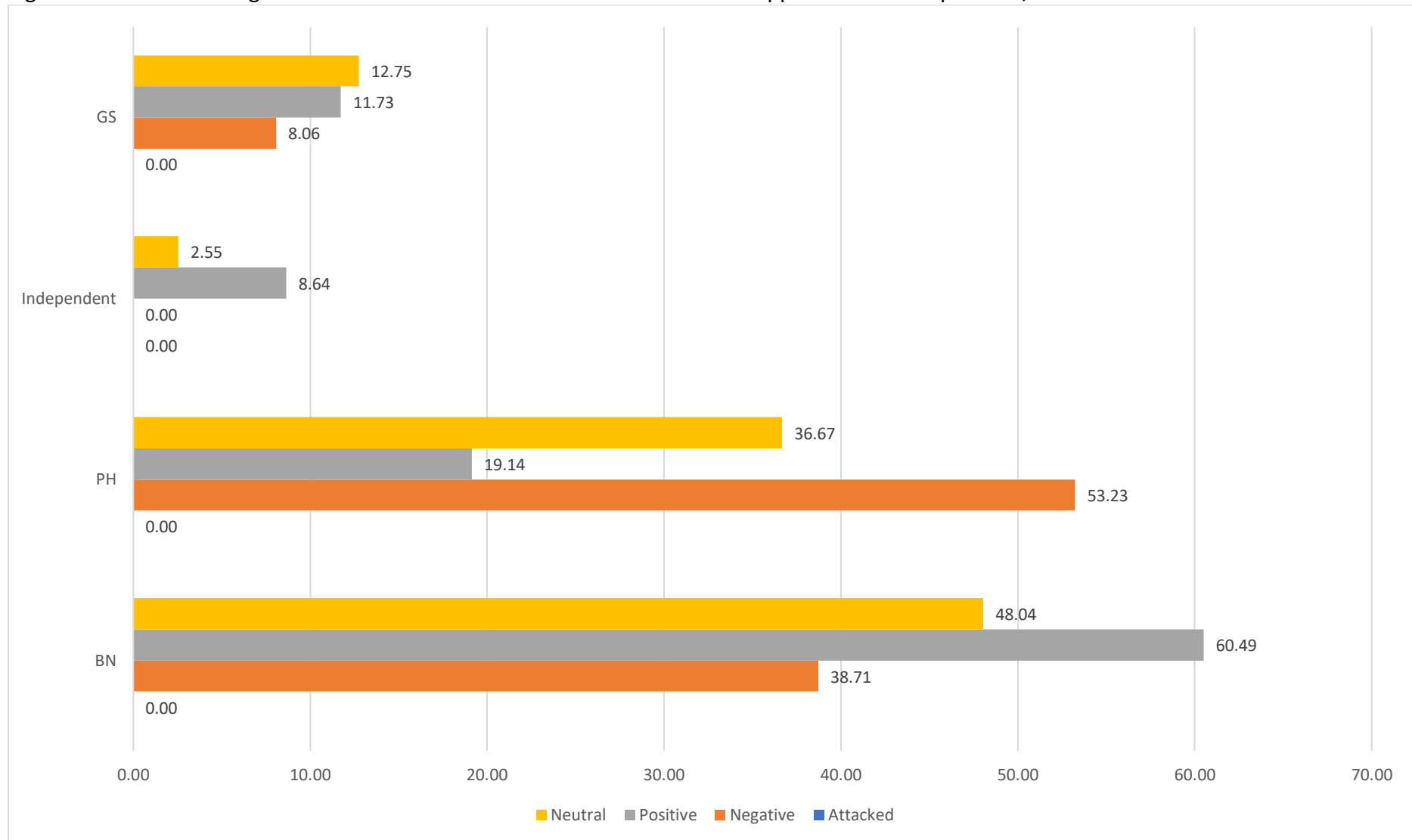
- BN received the most positive coverage (33.33%), followed by Gerakan and PKR (9.20%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (21.56%), followed by PKR (12.73%) and PAS (8.83%).

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

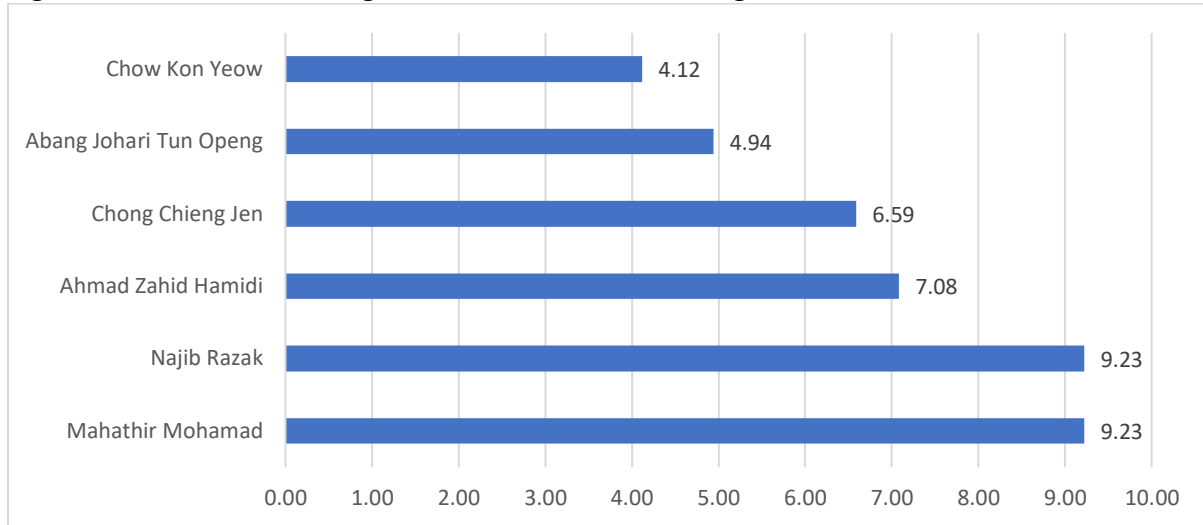


- PH received the most Negative coverage, while BN received the most coverage for Positive and Neutral.

## Section 2: Coverage of Politicians and Political Figures

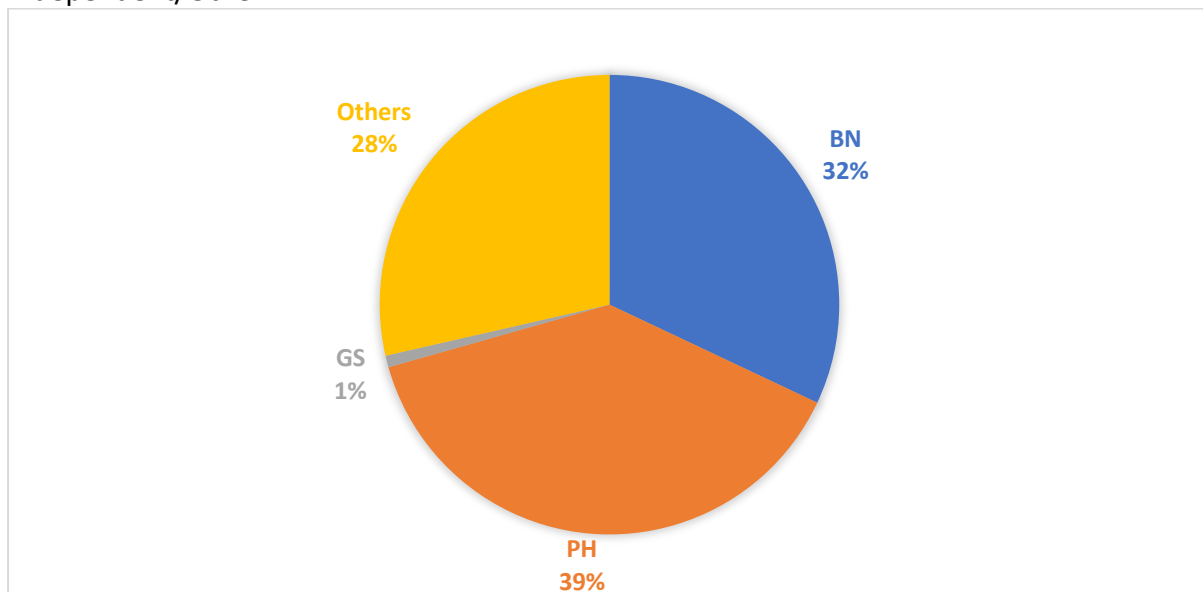
### 2.1 Volume of Coverage of Politicians & Political Figures

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, both Mahathir Mohamad and Najib Razak received the most mentions by a significant proportion (9.23%), followed by Ahmad Zahid Hamidi (7.08%).

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

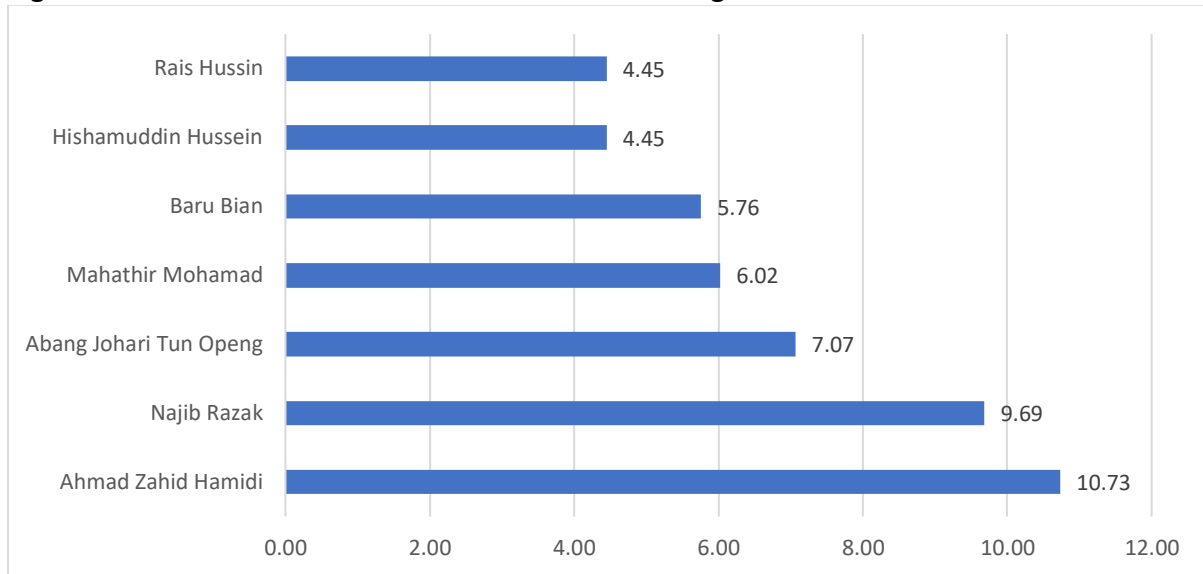


- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures from both major coalitions is skewed towards PH (39%).



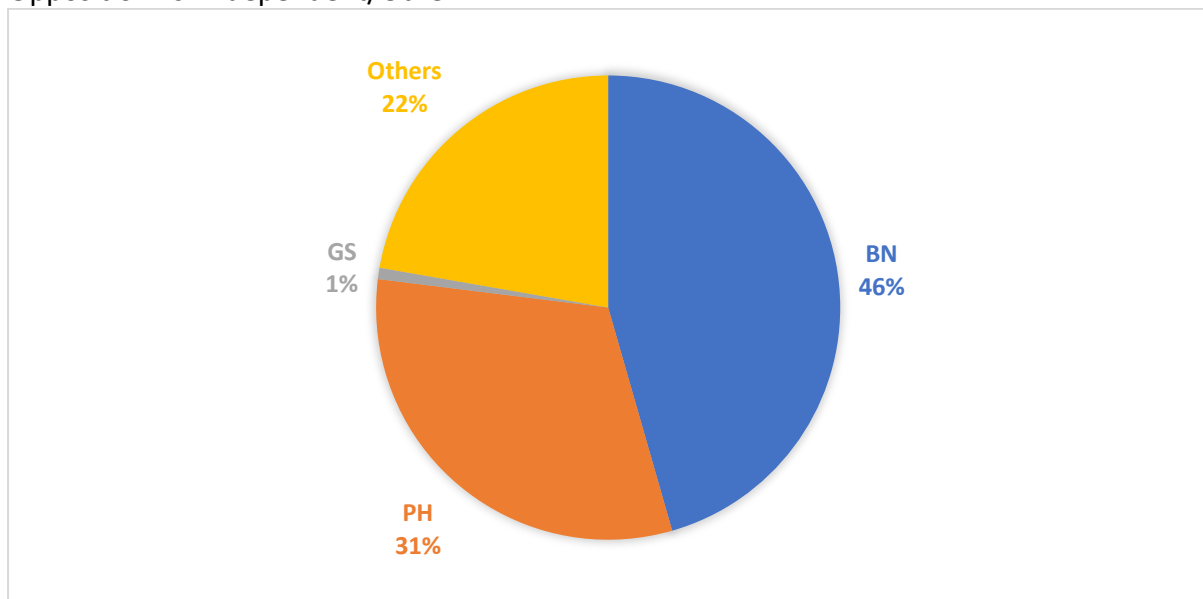
## 2.2 Volume of the Use of Politicians & Political Figures as Sources

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, Ahmad Zahid Hamidi received the most mentions by majority (10.73%), followed by Najib Razak (9.69%).

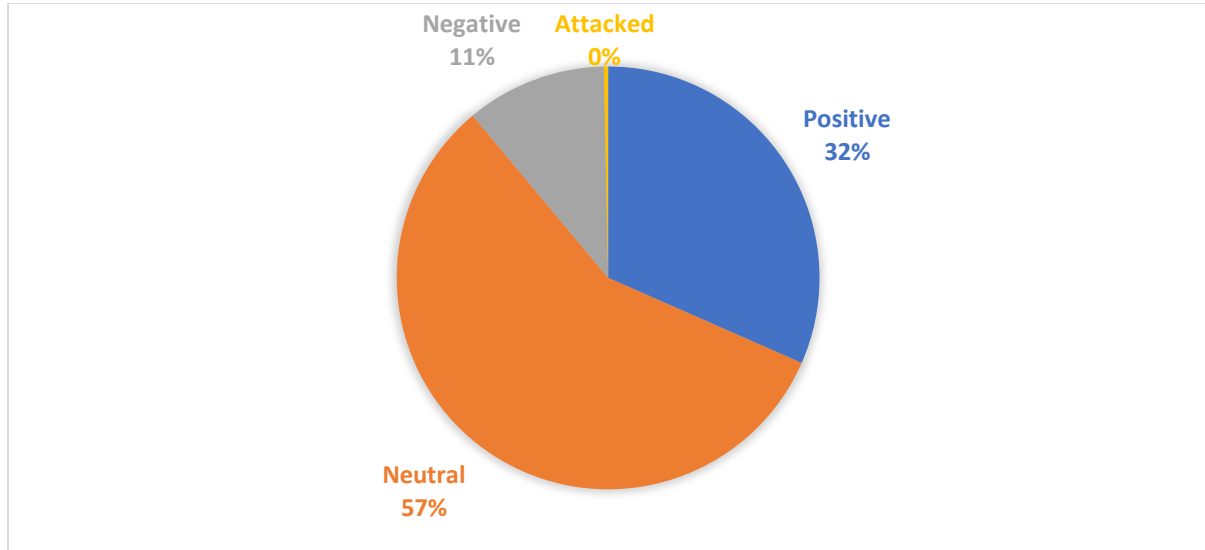
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 BN (46%).

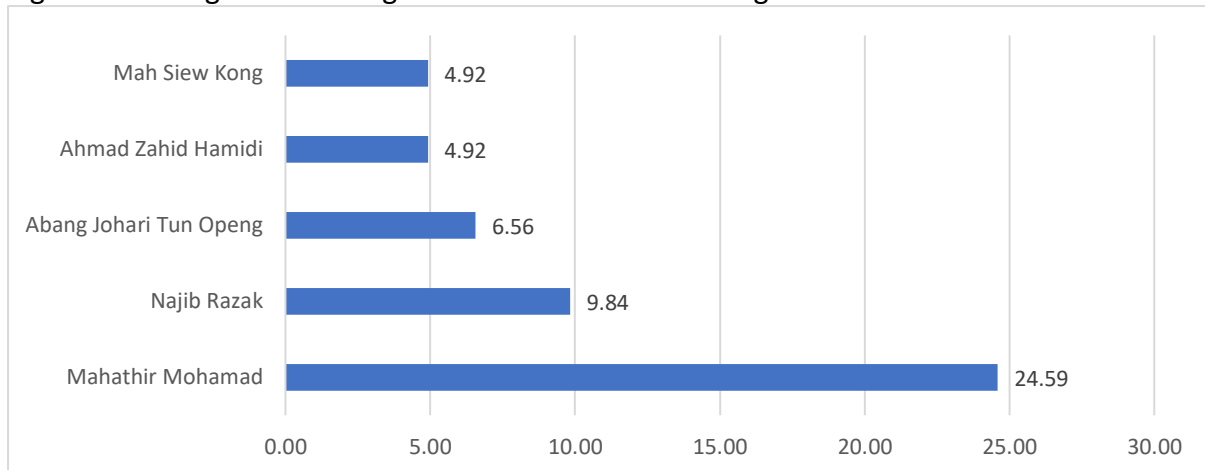
### 2.3 Tone of Coverage of Politicians & Political Figures

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



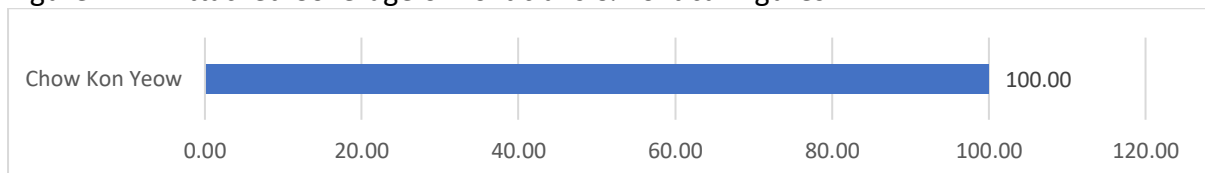
- Of all the tonal categories used in the coverage of politicians and political figures, the neutral category was used the most often (57%), followed by the positive category (32%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



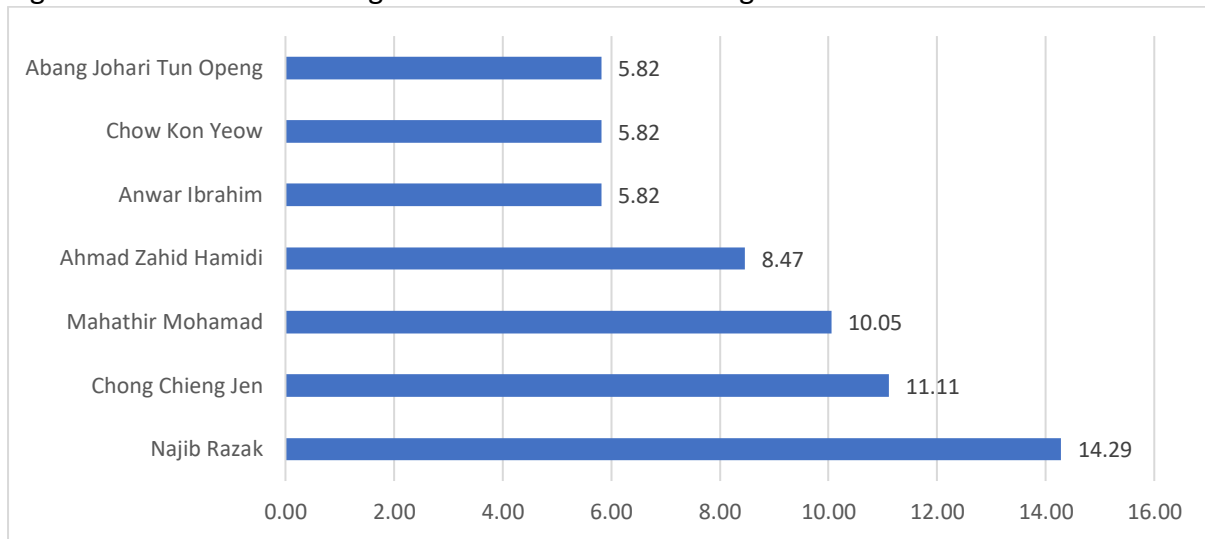
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the most negative coverage (24.59%), followed by Najib Razak (9.84%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



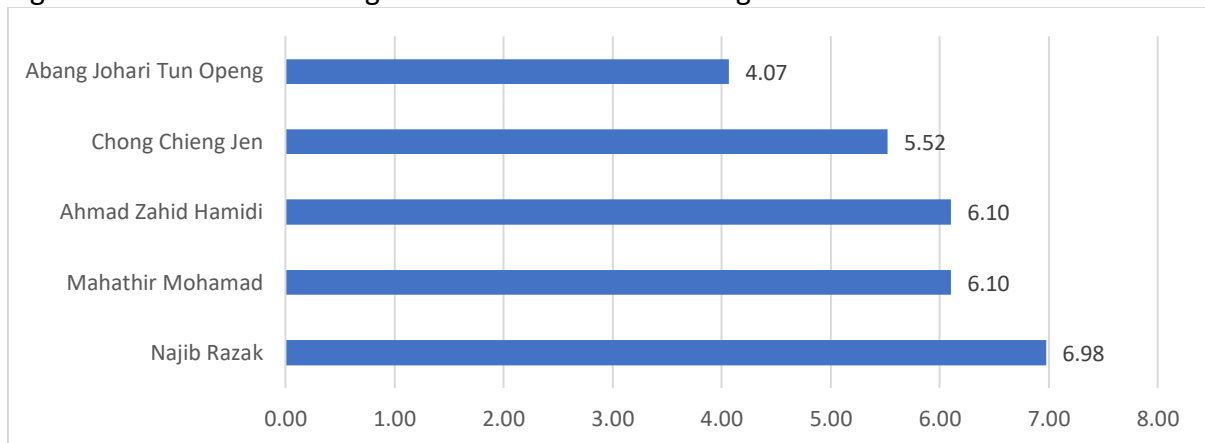
- The only politician who got attacked was Chow Kon Yeow (100%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



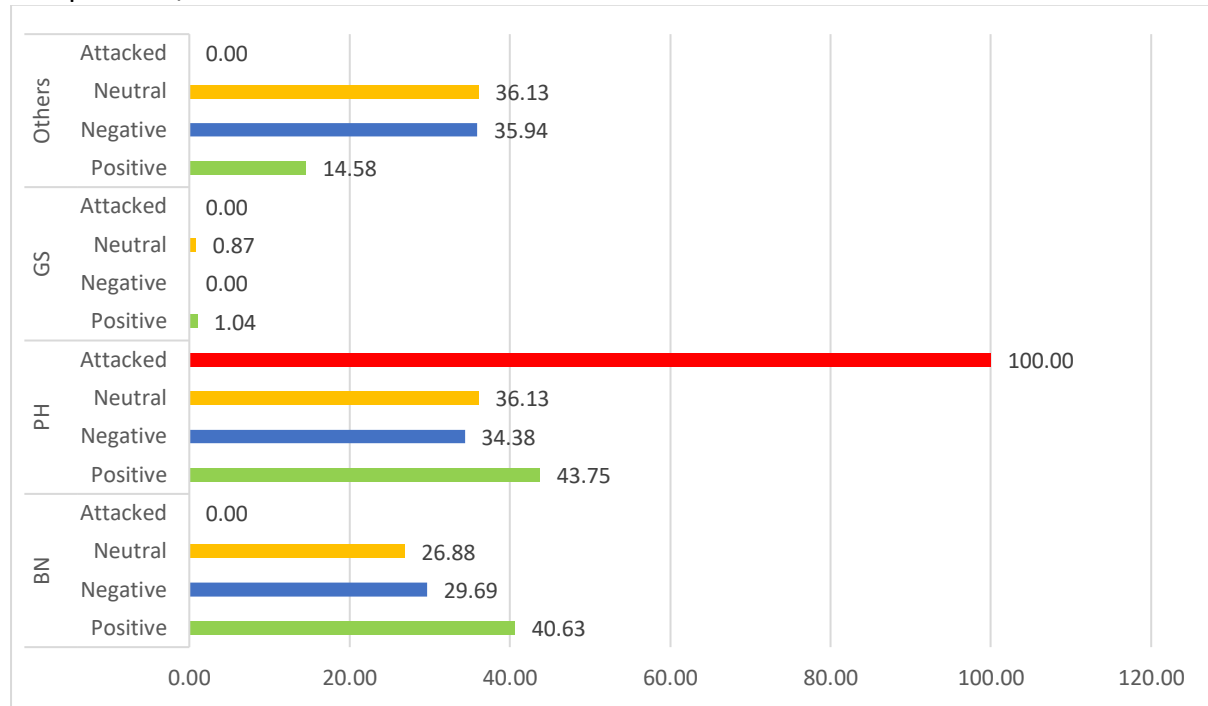
- In terms of the tone of mentions of politicians and political figures, Najib Razak received both the most positive coverage (14.29%), followed by Chong Chieng Jen (11.11%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Najib Razak received the most neutral coverage (6.98%), followed by Mahathir Mohamad and Ahmad Zahid Hamidi (6.10%).

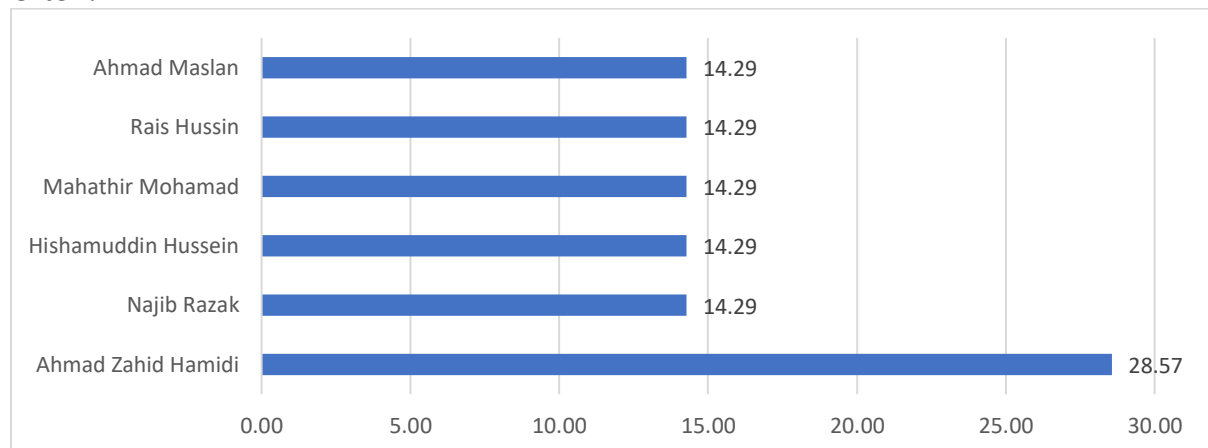
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, Independent/Others and PH received the most negative coverage and positive coverage respectively. Only PH received attacked coverage.

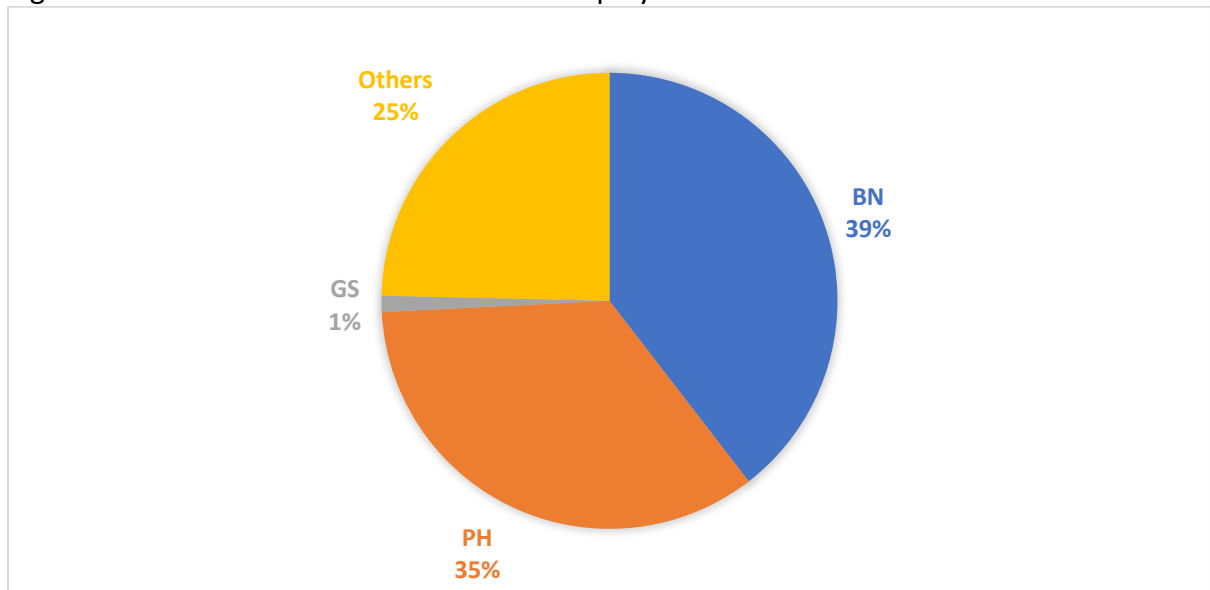
## 2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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.
- Ahmad Zahid Hamidi was the politicians most likely to engage in attack politics (28.57%), followed by 5 politicians namely Najib Razak, Hishamuddin Hussein, Mahathir Mohamad, Rais Hussin, and Ahmad Maslan who equally received 14.29% of coverage.

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

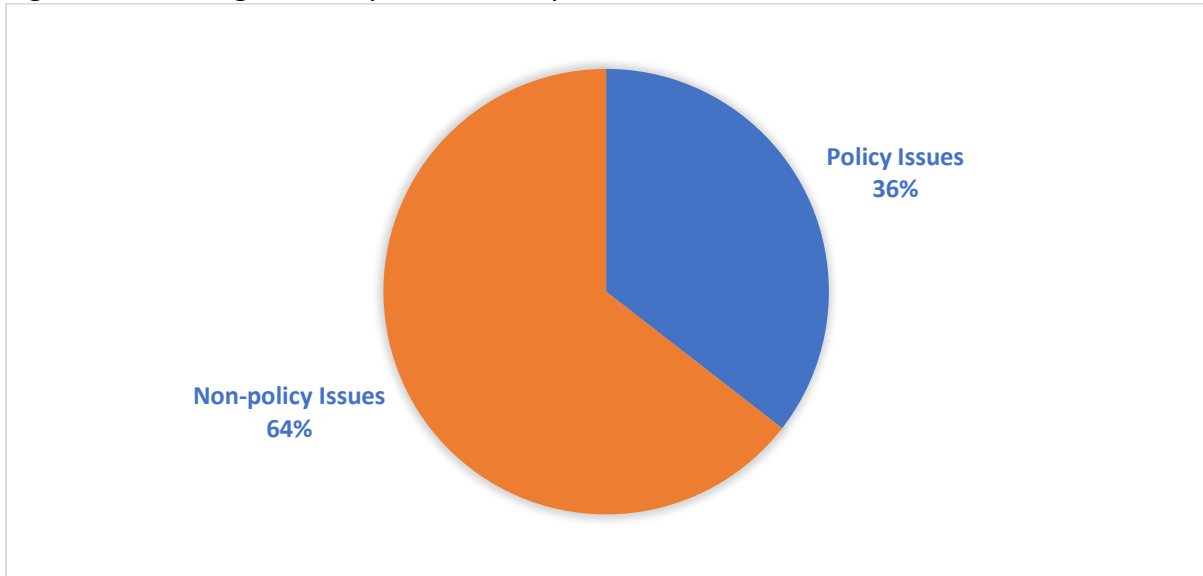


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, BN (39%) coalition politicians engaged in attack politics more often than PH (35%) and Independent/ Others (25%).

Section 3: Coverage of Issues

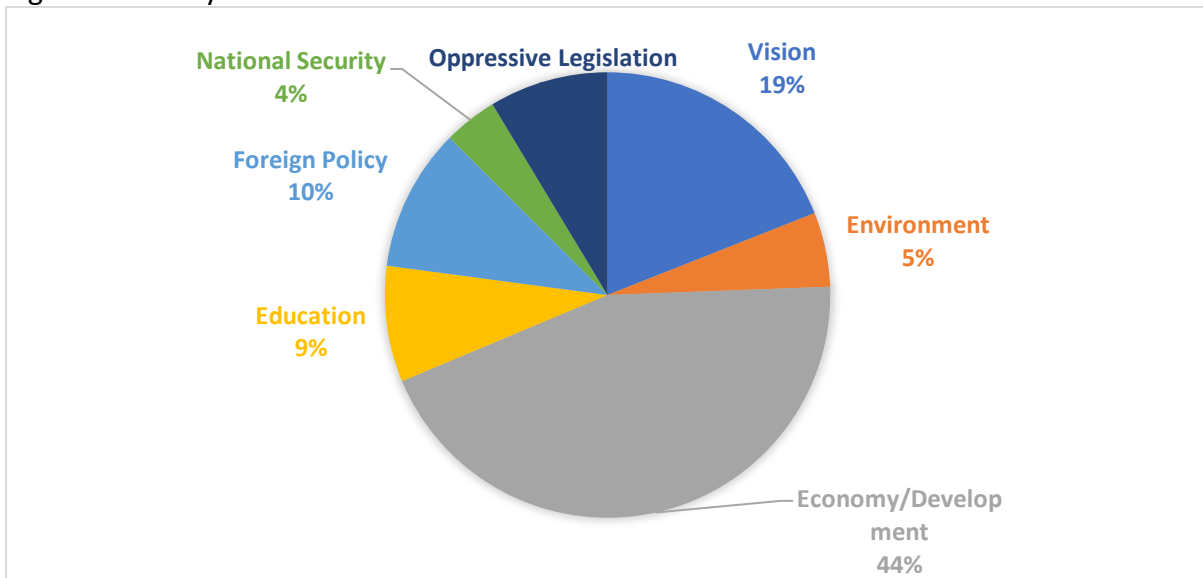
**3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues**

Figure 17: Coverage of Policy vs Non-Policy Issues



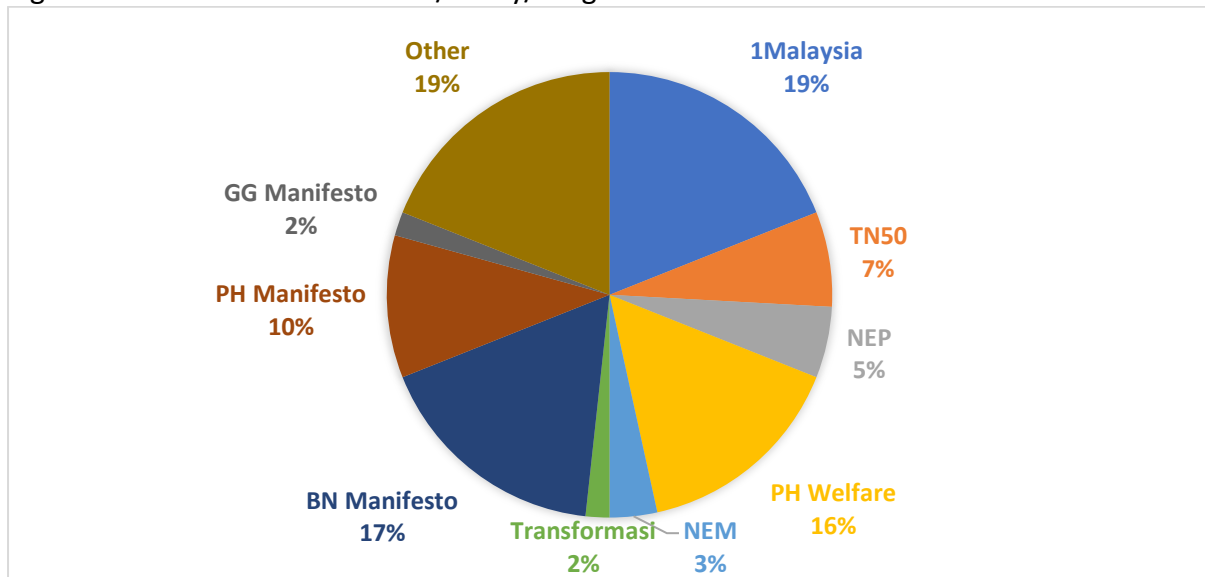
Note: More coverage on Non-policy issues

Figure 18: Policy Issues



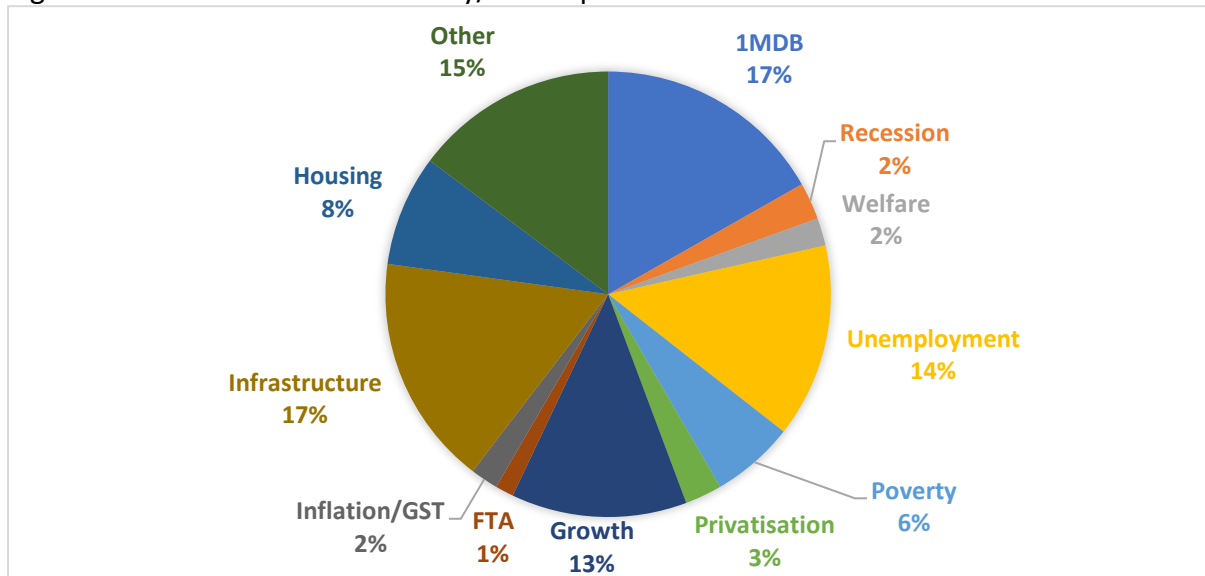
Note: Economy/Development was the most covered, followed by Vision and Foreign Policy.

Figure 18.1: Breakdown of Vision/Policy/Programme



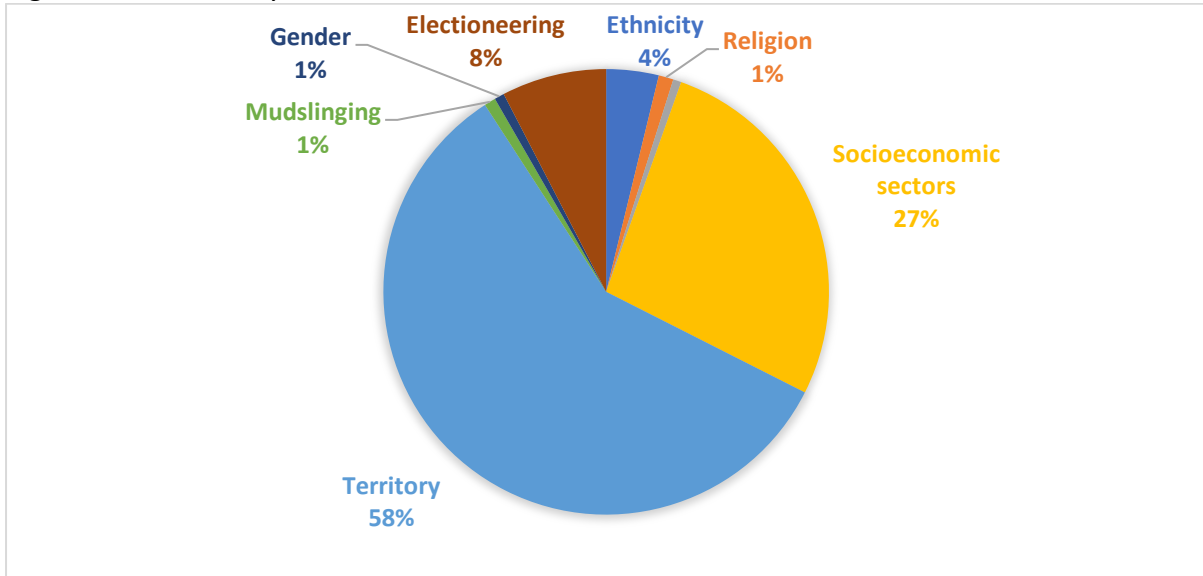
Note: BN manifesto was the most covered, followed by 1Malaysia and PH Welfare Programs in Selangor. Gagasan Manifesto was once again the least covered.

Figure 18.2: Breakdown of Economy/Development Issues



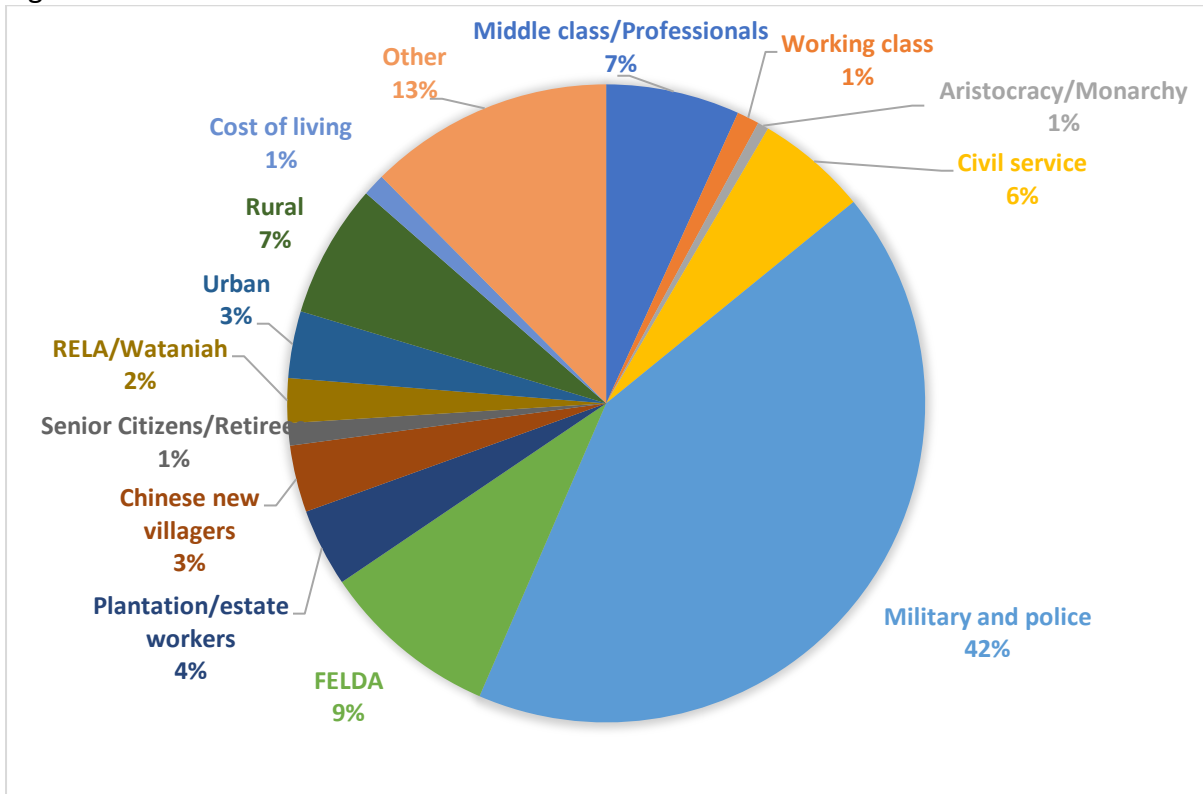
Note: GST was not reported as widely as initially expected. 1MDB and Infrastructure were the most covered issues, followed by Unemployment.

Figure 19: Non-Policy Issues



Note: Territory was the largest, but primarily because 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.

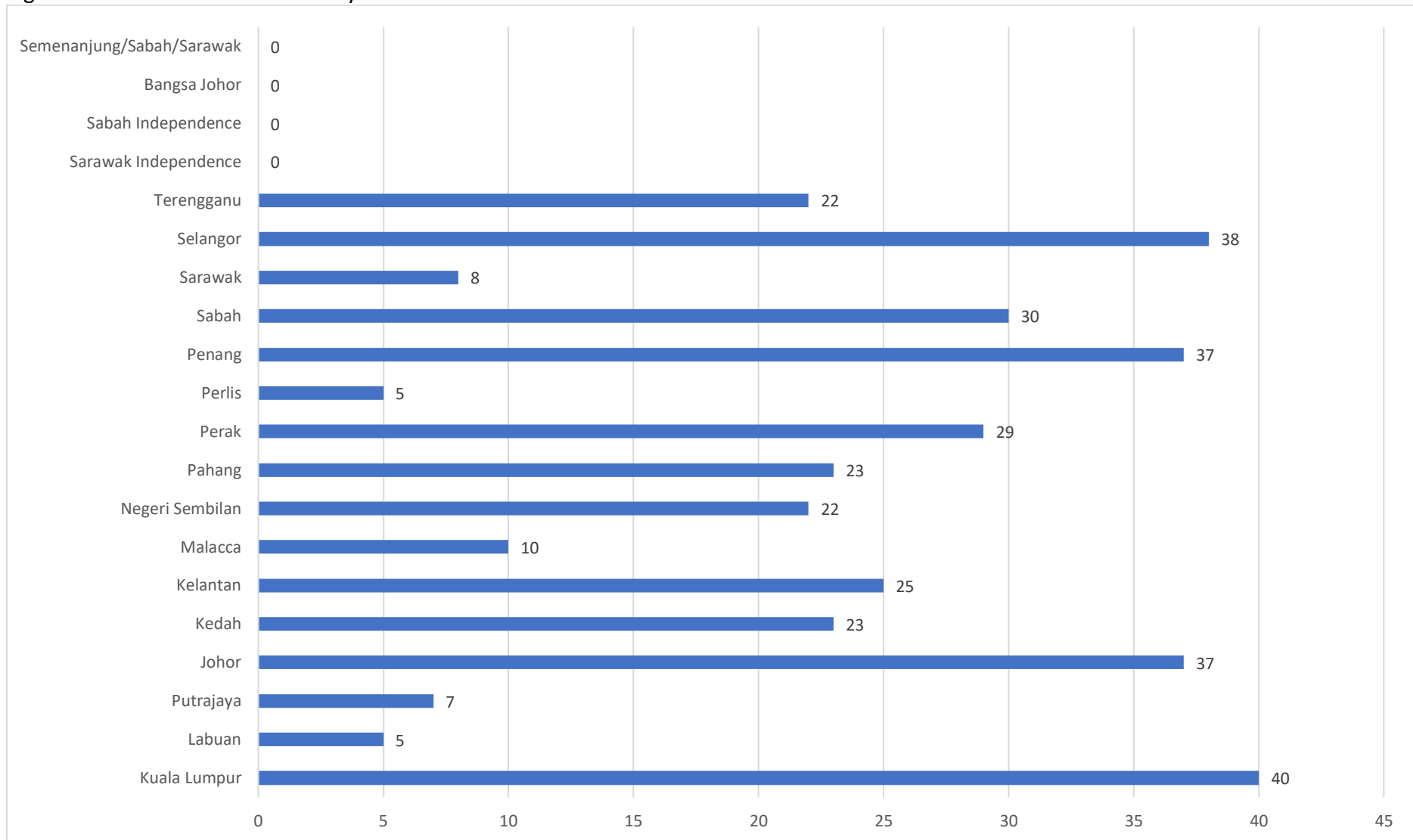
Figure 19.1: Breakdown of Socioeconomic Sectors



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



Figure 19.2: Breakdown of Territory Issues



Note: Kuala Lumpur received the most coverage, followed by Selangor and Penang/Johor. Sarawak/Sabah Independence was not covered.