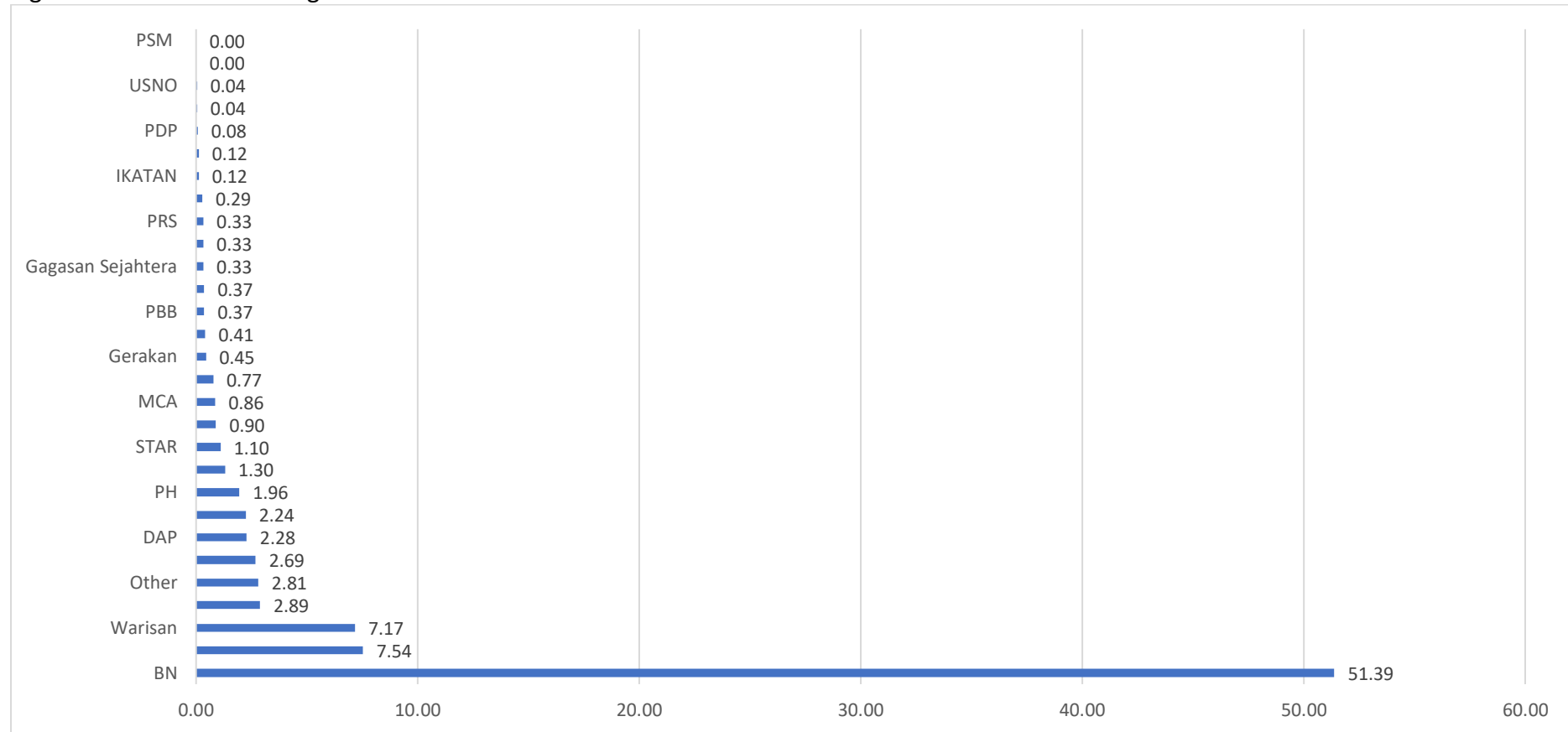


Watching the Watchdog 2.0 Utusan Borneo

Section 1: Coverage of Political Parties and Coalitions

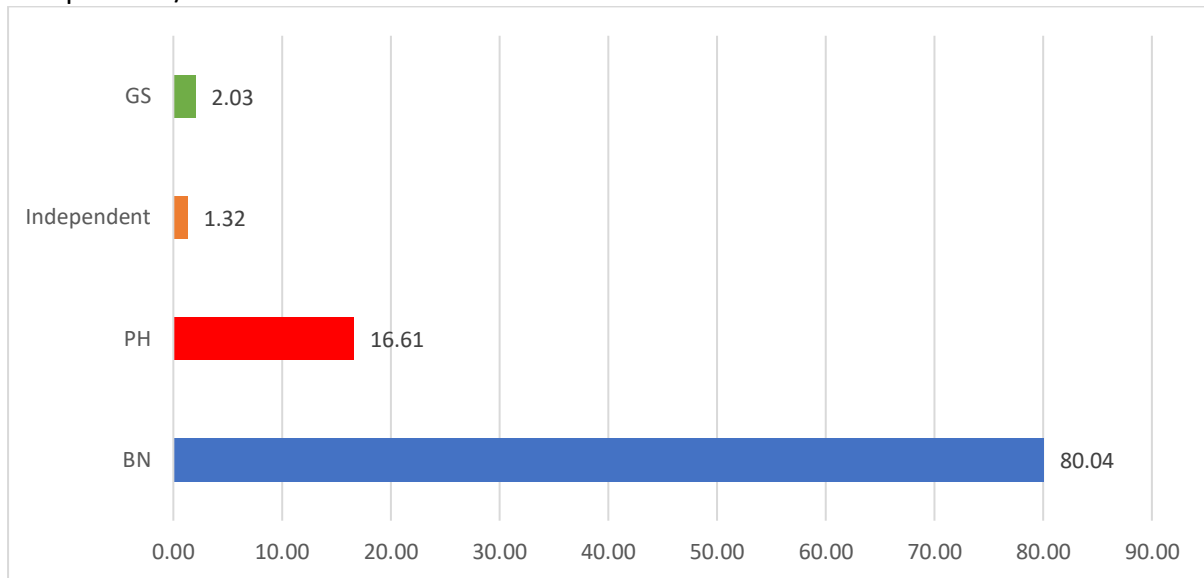
1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (51.39%), followed by UMNO (7.54%) and Warisan (7.17%).

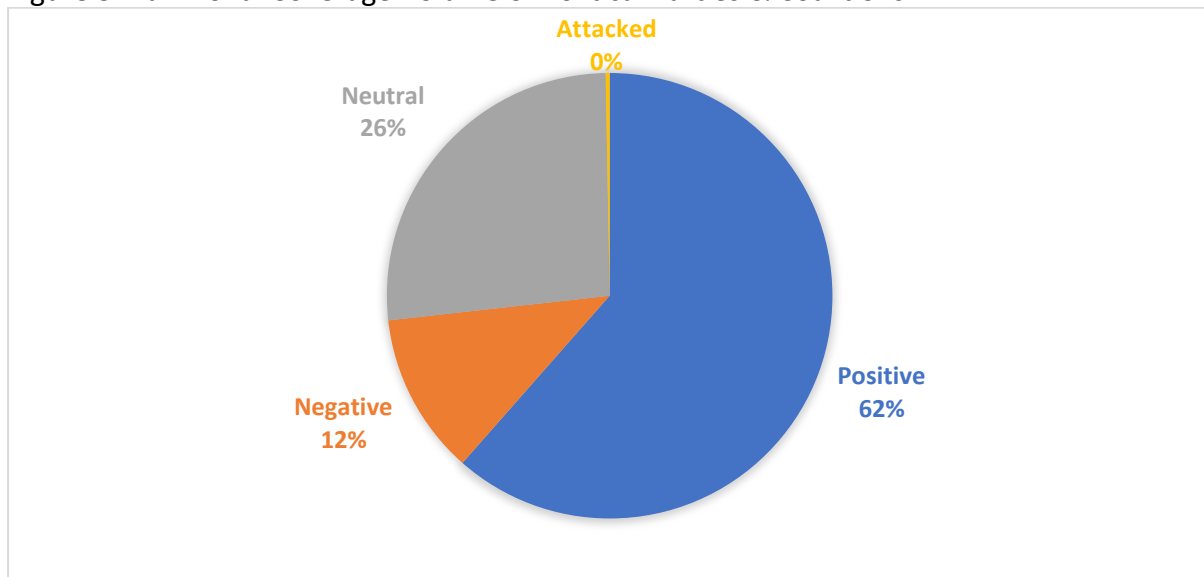
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (80.04%), followed by PH (16.61%) and GS (2.03%).

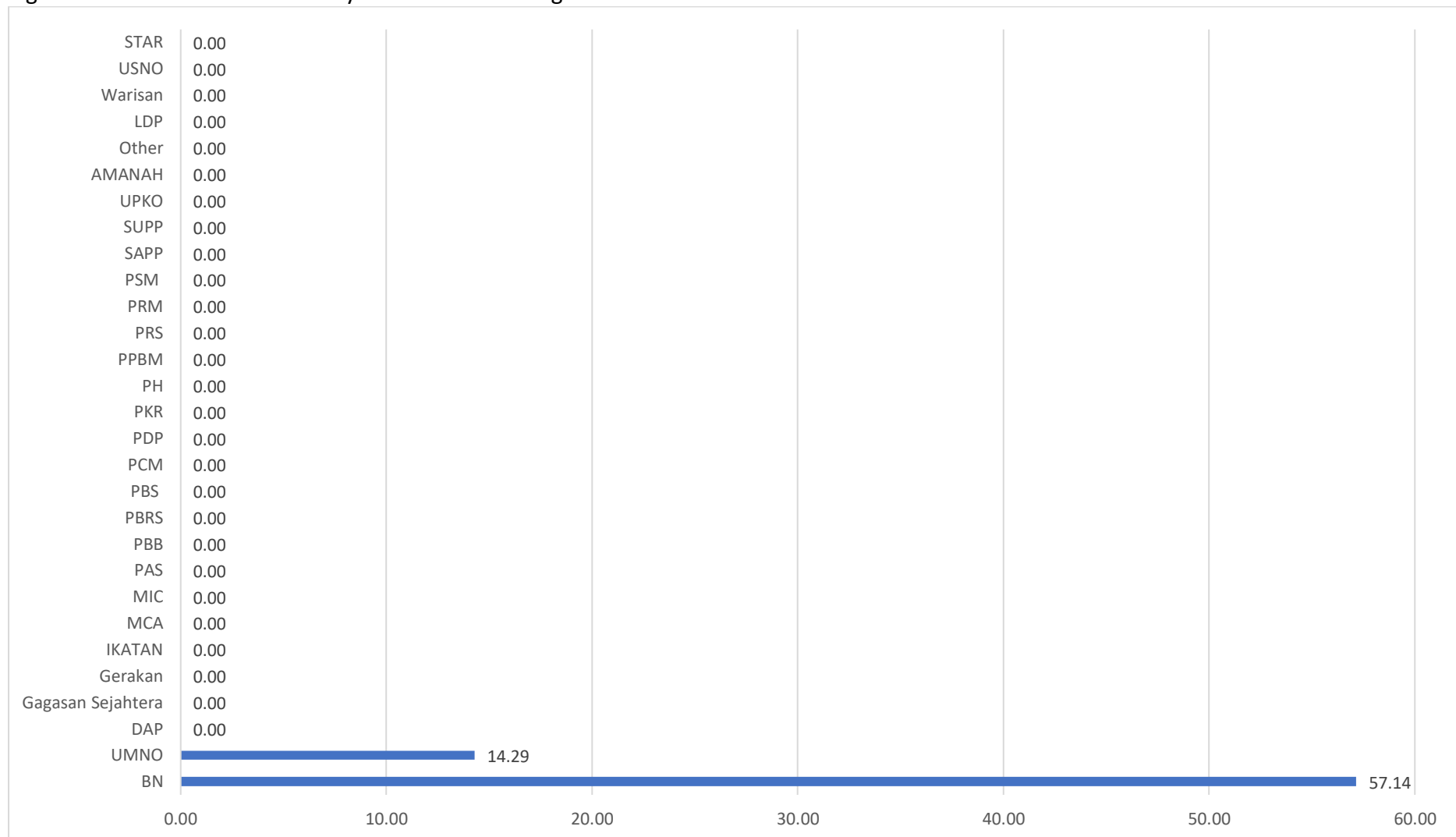
1.2 Tone of Coverage of Political Parties & Coalitions

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



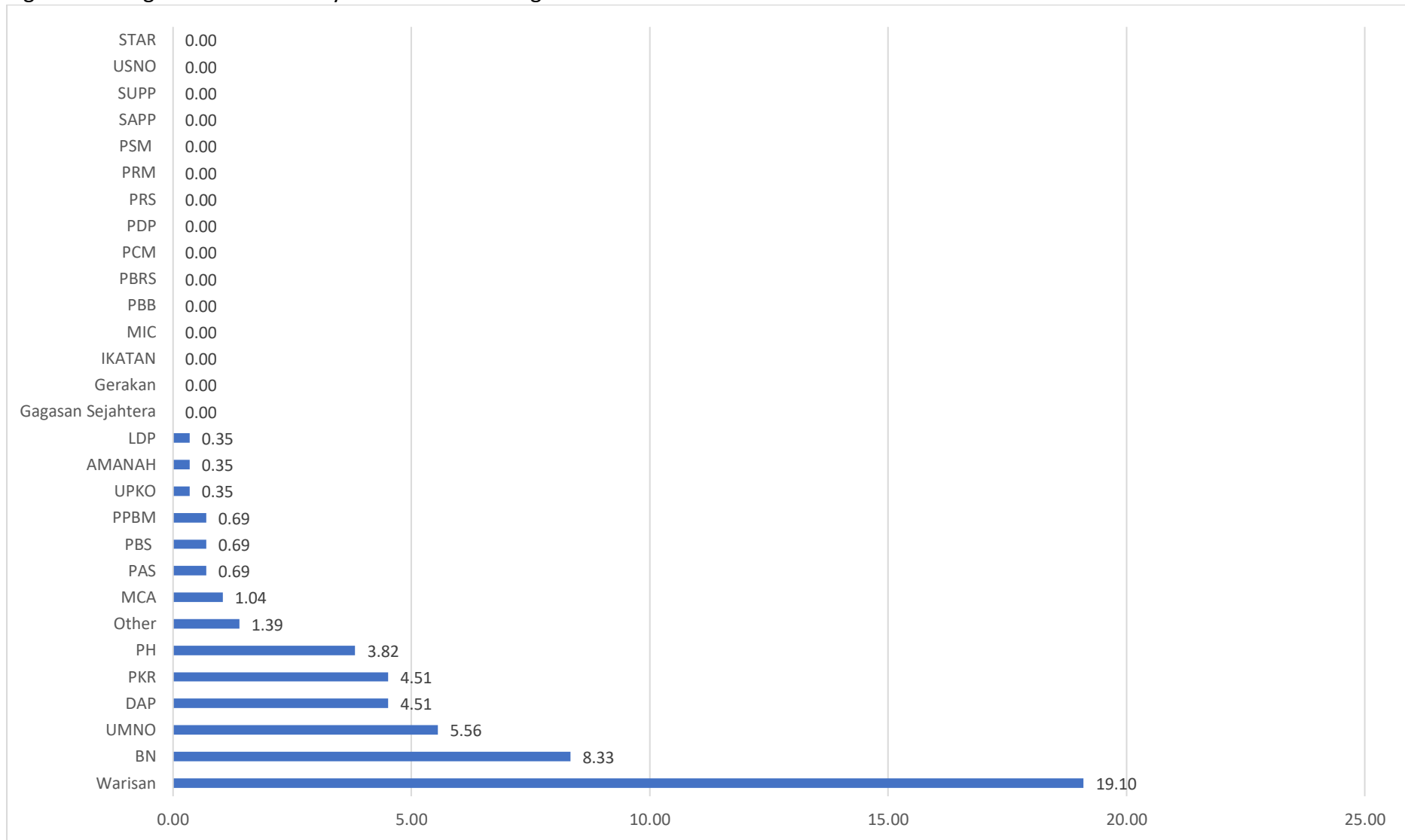
- The Positive tone was used the most (62%), followed by Neutral (26%) and Negative (12%).

Figure 4.1: Attacked Political Party & Coalition Coverage



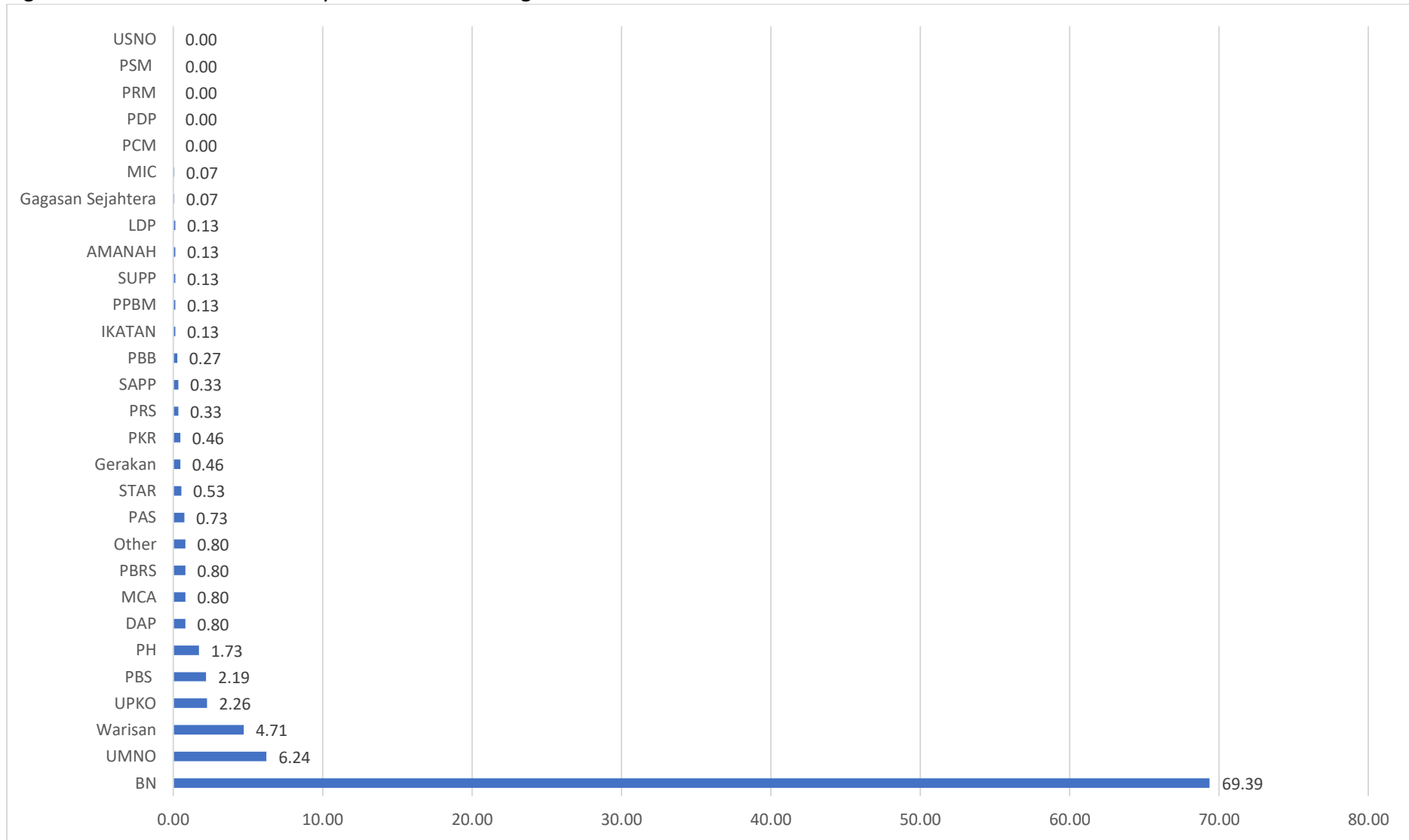
- BN received the highest coverage of Attacked tones (57.14%), with UMNO sharing the rest of the coverage (14.29%).
- Note: Some data was lost due to coding difficulties (e.g. “The Opposition”).

Figure 4.2: Negative Political Party & Coalition Coverage



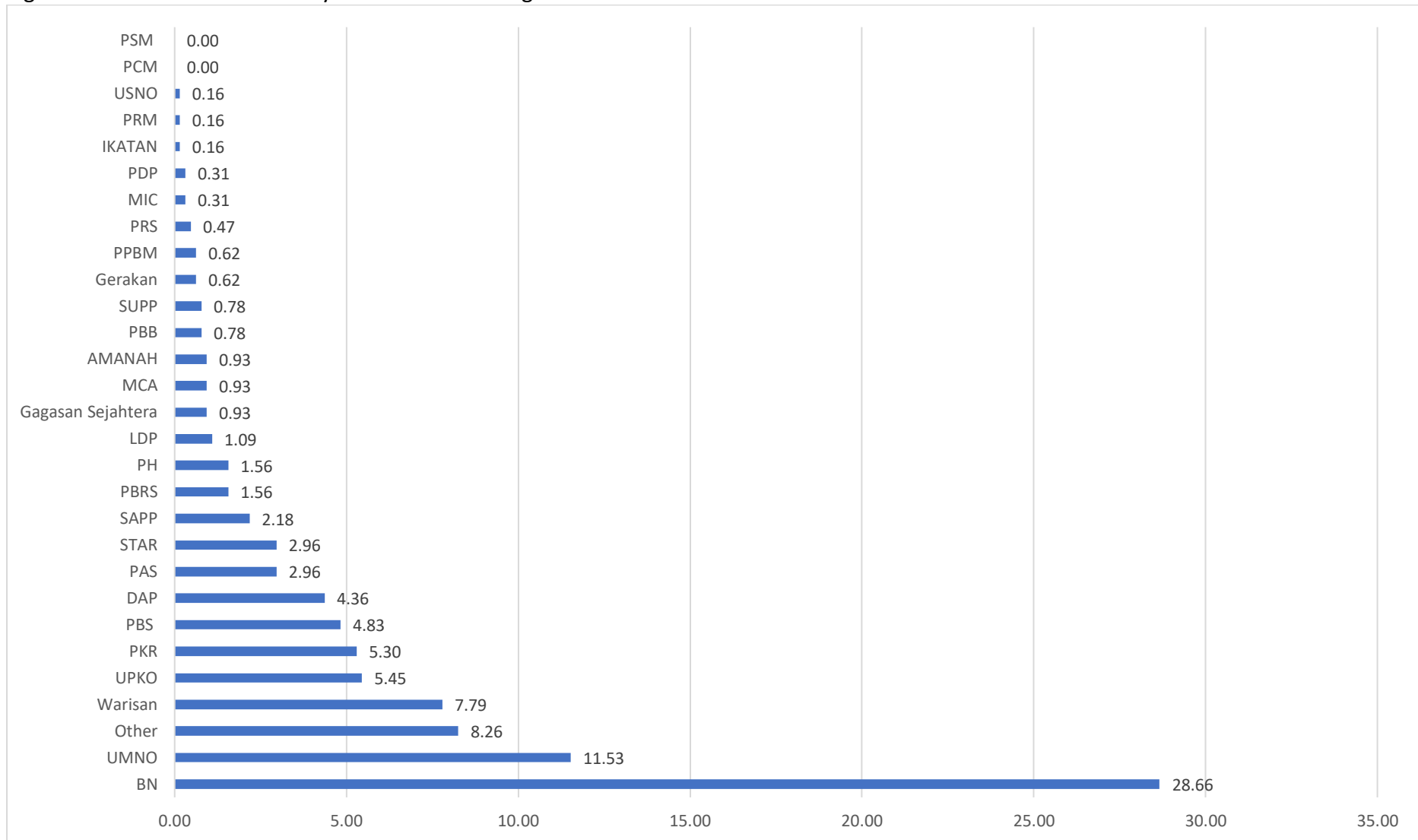
- Warisan received the most Negative coverage (19.10%), followed by BN (8.33%) and UMNO (5.56%).

Figure 5.1: Positive Political Party & Coalition Coverage



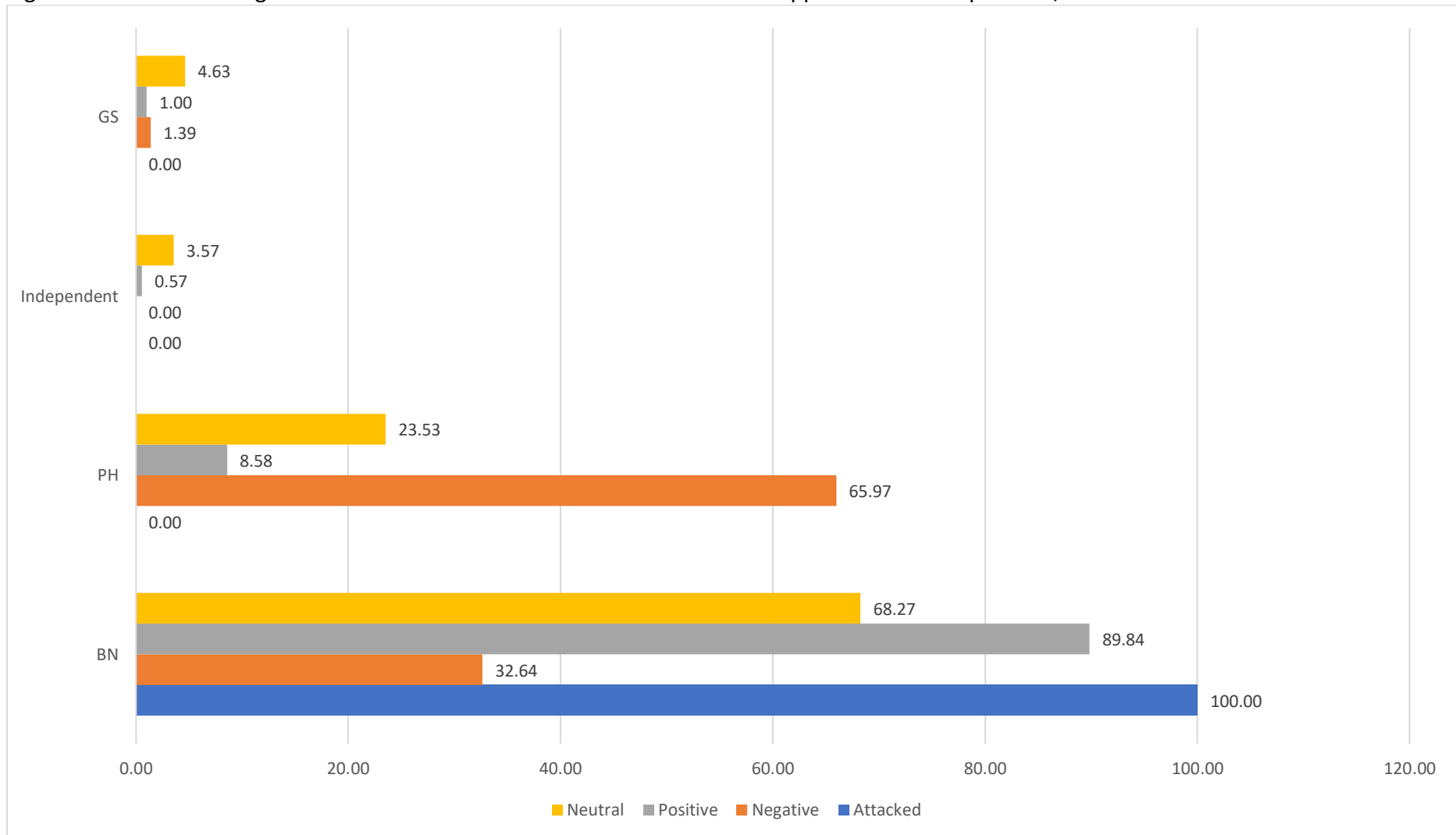
- BN received the highest amount of Positive coverage (69.39%), followed by UMNO (6.24%) and Warisan (4.71%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (28.66%) followed by UMNO (11.53%) and Warisan (7.79%).

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

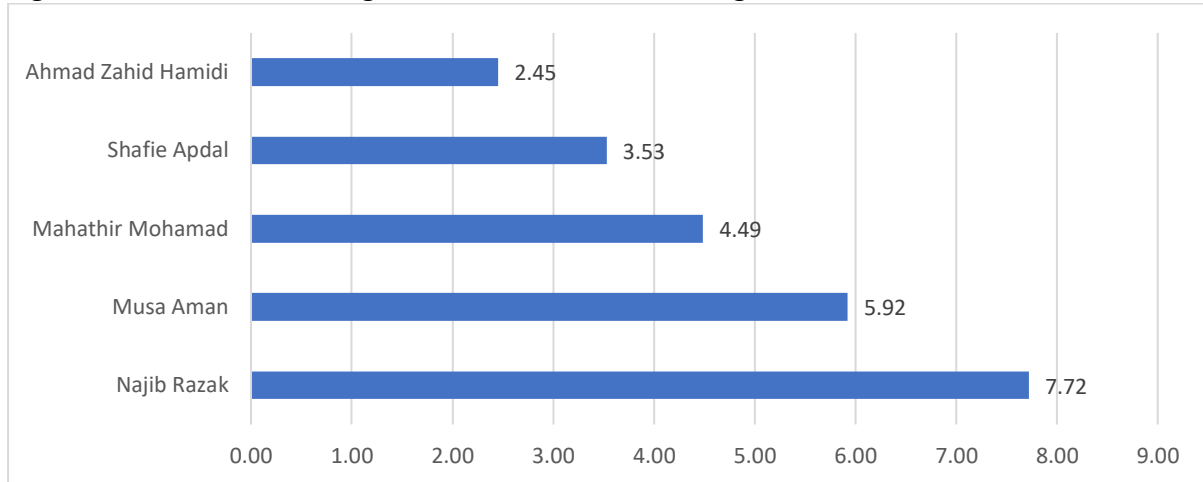


- PH the highest coverage for Negative coverage.
- BN received the highest coverage for Neutral, Positive, and Attacked tones.

Section 2: Coverage of Politicians and Political Figures

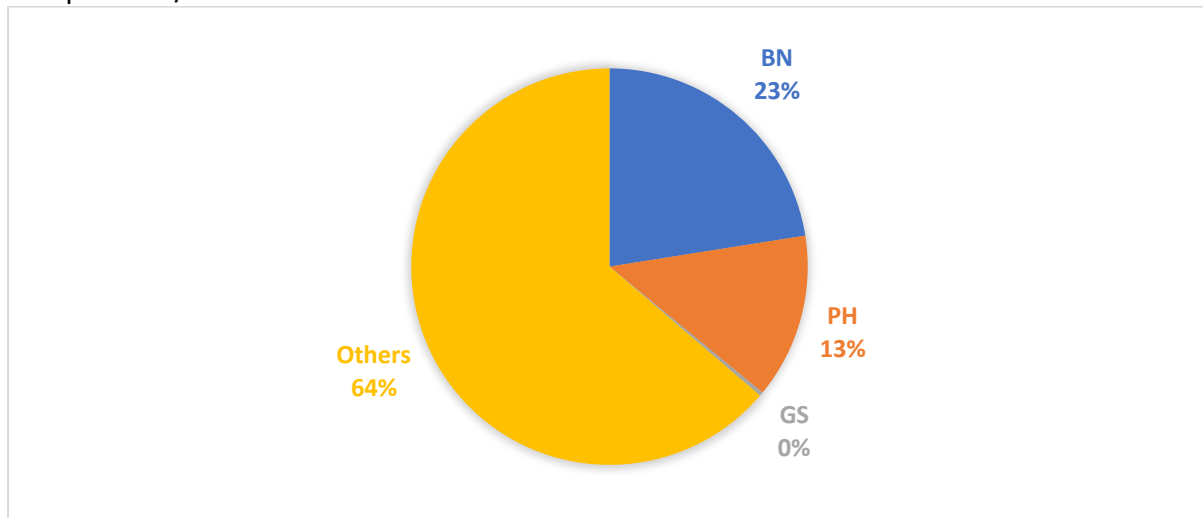
2.1 Volume of Coverage of Politicians & Political Figures

Figure 7: Volume of Coverage of Politicians & Political Figures



- Only politicians with a coverage weightage of more than 4% are shown on this graph.
- Out of those selected, Najib Razak received the most mentions by a significant proportion (7.72%), followed by Musa Aman (5.92%).

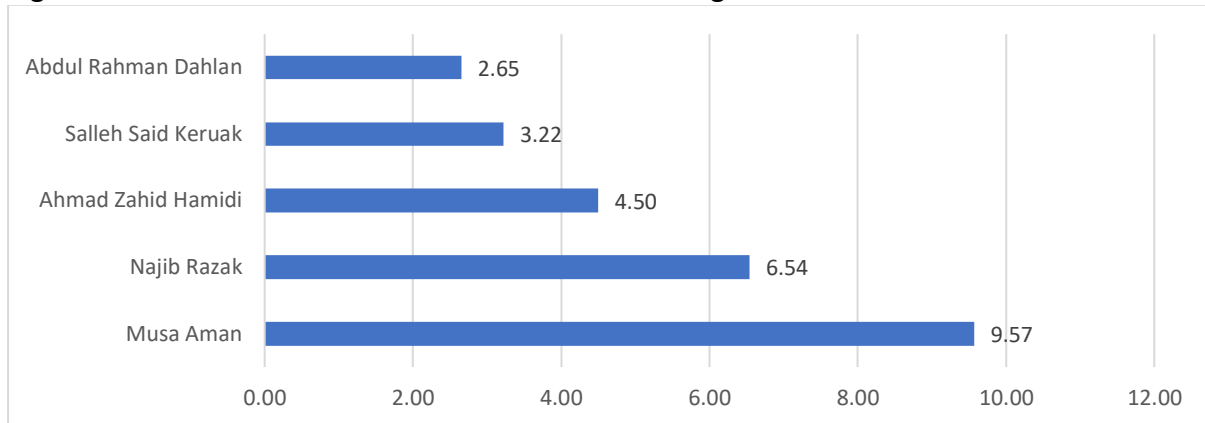
Figure 8: Volume of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- 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 (64%).
- There was more coverage of BN compared to PH.

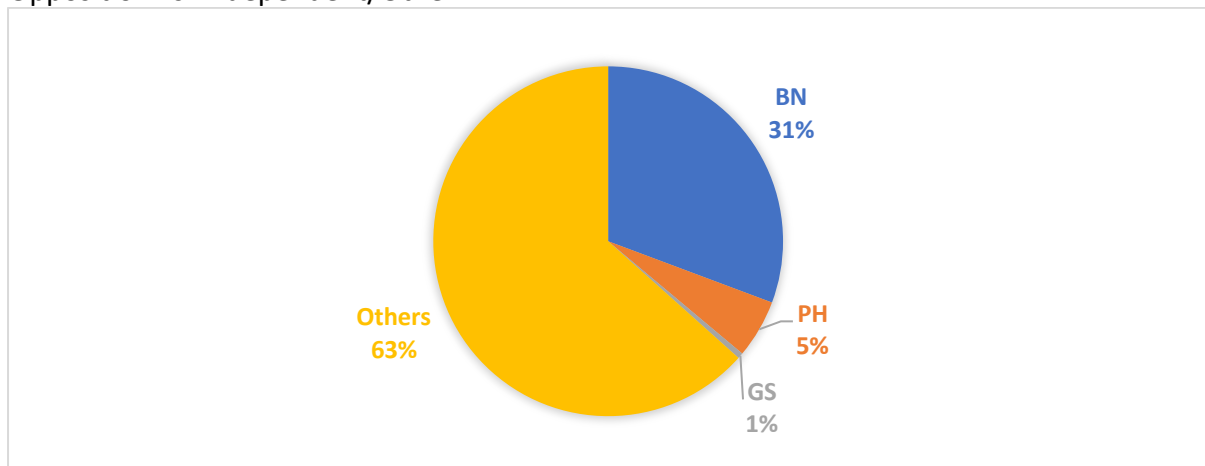
2.2 Volume of the Use of Politicians & Political Figures as Sources

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



- Only the top 5 most mentioned politicians/those who have a weightage of more than 4% are shown on this graph.
- Out of these 5, Musa Aman received the most coverage (9.57%), followed by Najib Razak (6.54%).

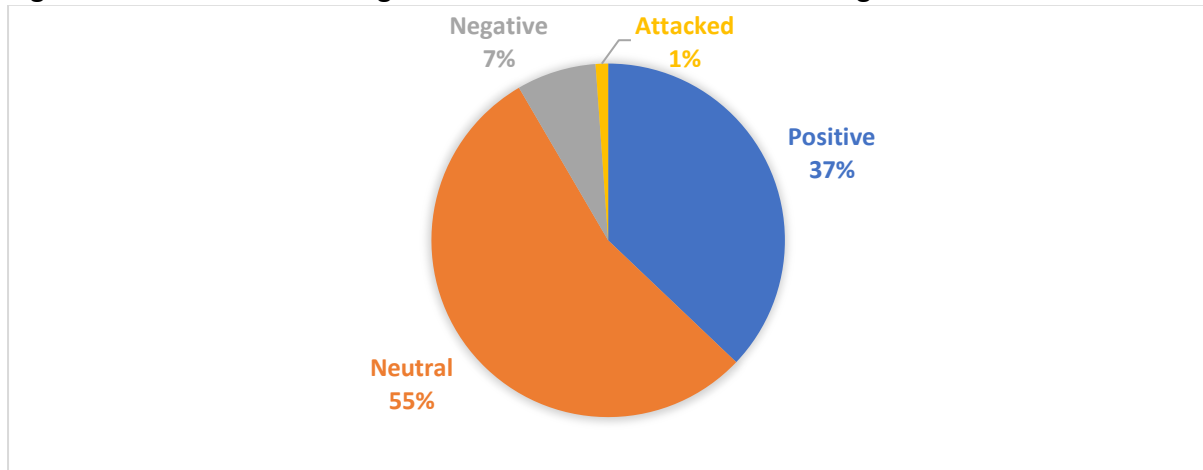
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 (63%). BN received more coverage than PH.

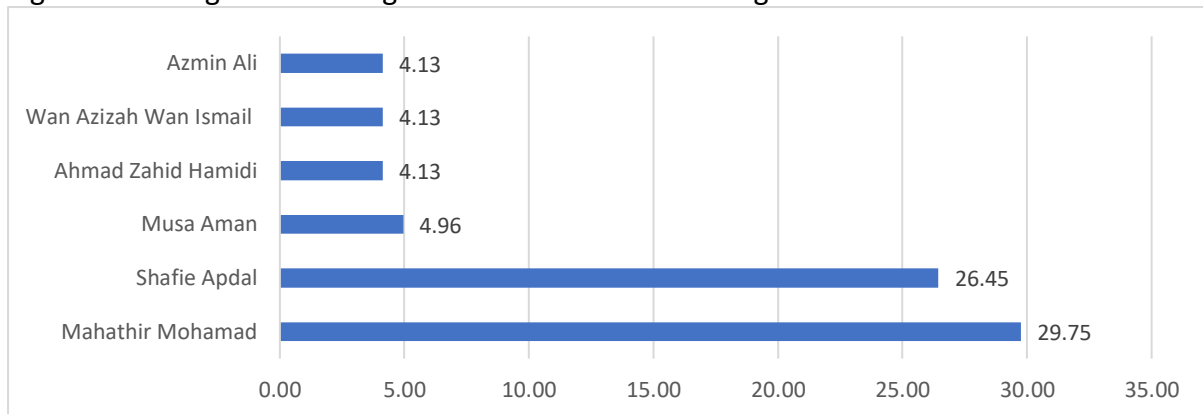
2.3 Tone of Coverage of Politicians & Political Figures

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



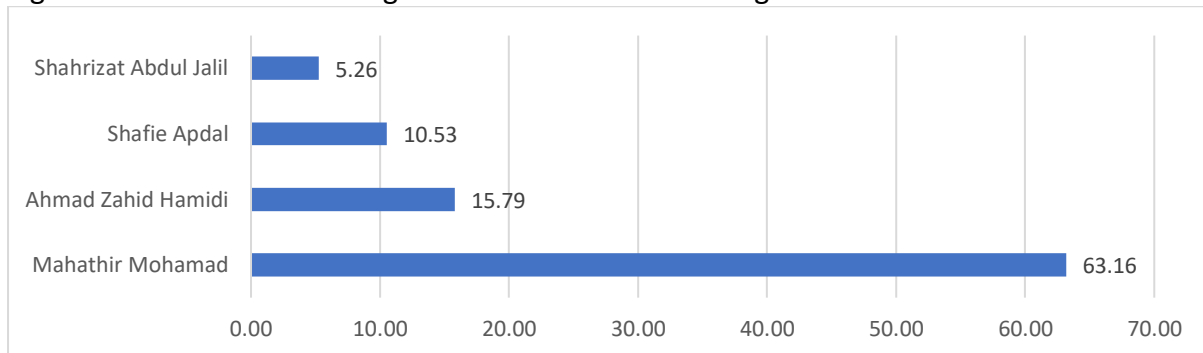
- Of all the tonal categories used in the coverage of politicians and political figures, the Neutral category was used the most often (55%), followed by the Positive category (37%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



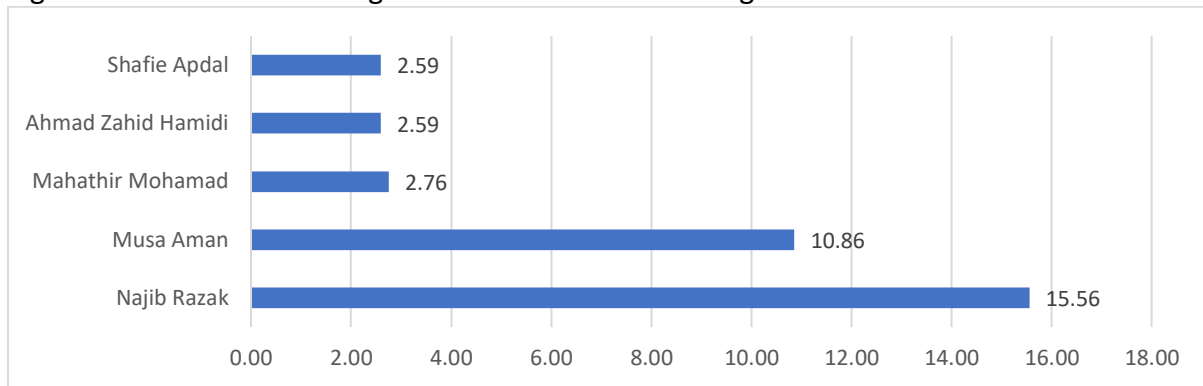
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the highest negative coverage (29.75%), followed by Shafie Apdal (26.45%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



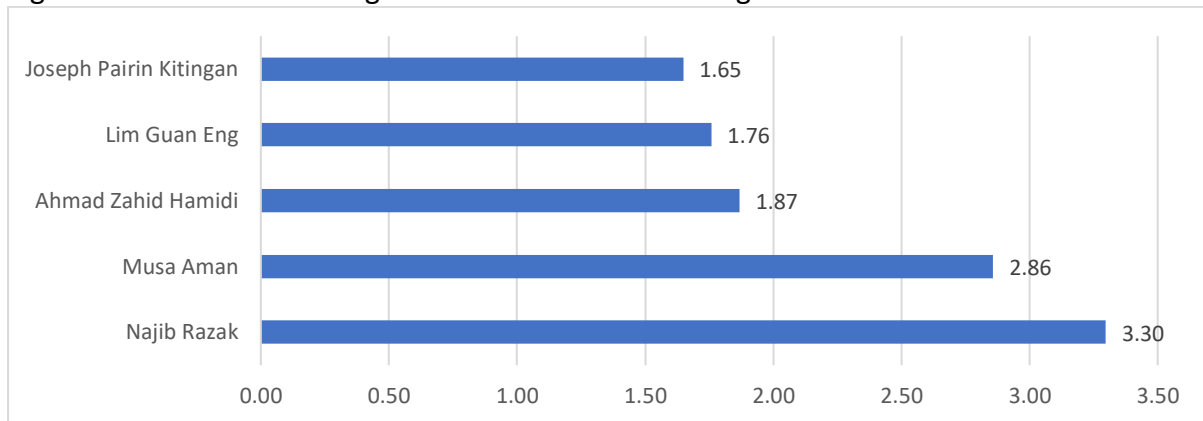
- Mahathir Mohamad was attacked the most (63.16%), followed Ahmad Zahid Hamidi (15.79%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



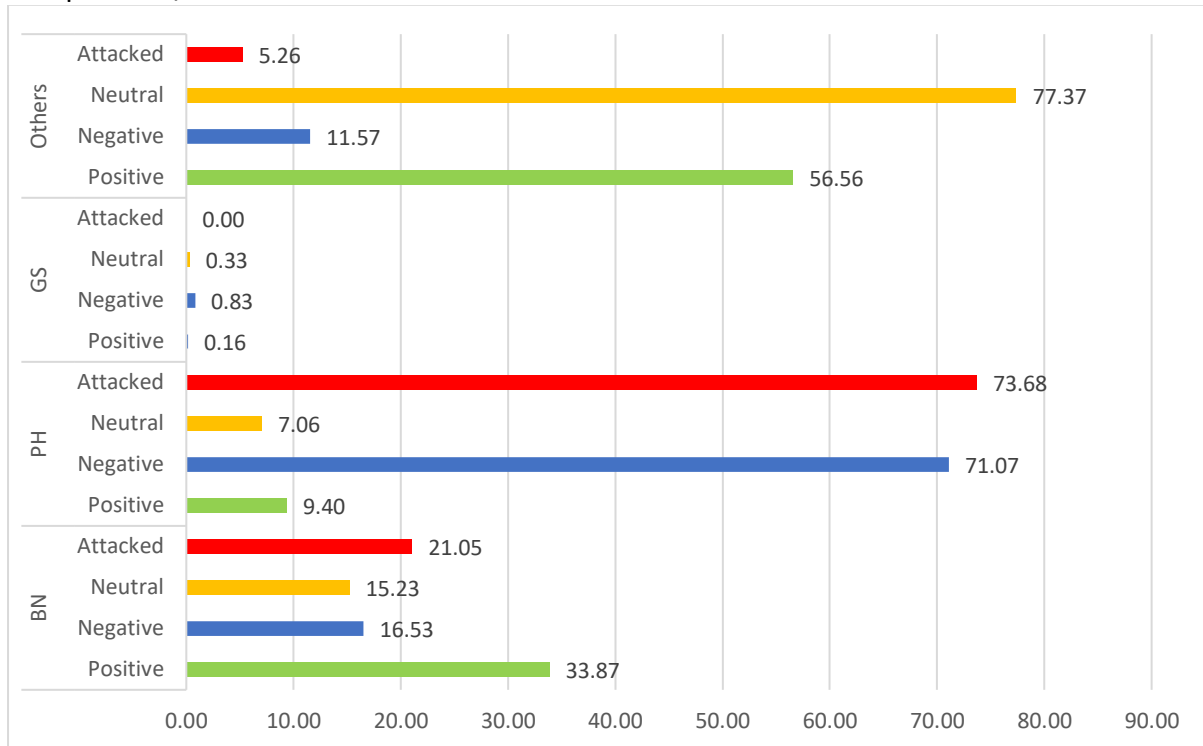
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most positive coverage (15.56%), followed by Musa Aman (10.86%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Najib Razak received the most neutral coverage (3.30%), followed by Musa Aman (2.86%).

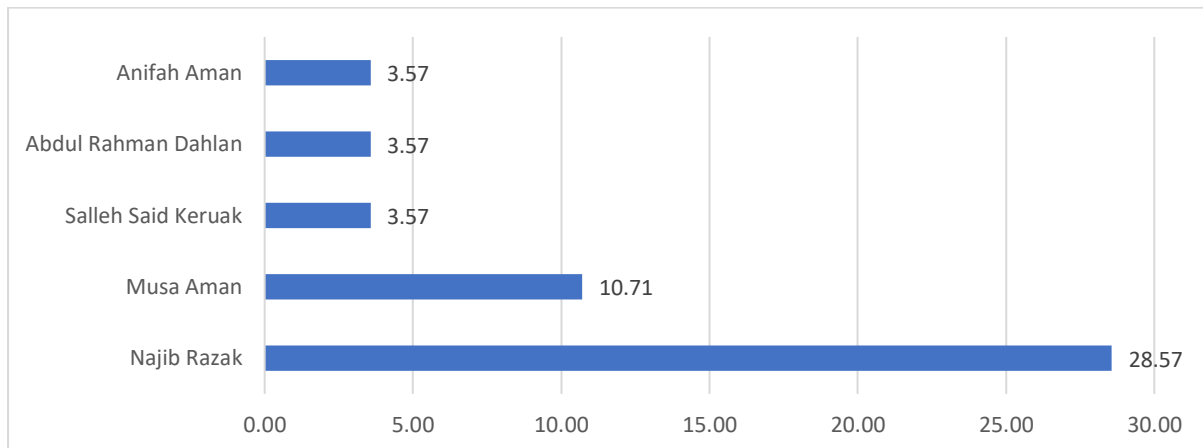
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, PH received the highest coverage for Attacked and Negative coverage. Others received the highest coverage for Neutral and Positive coverage.

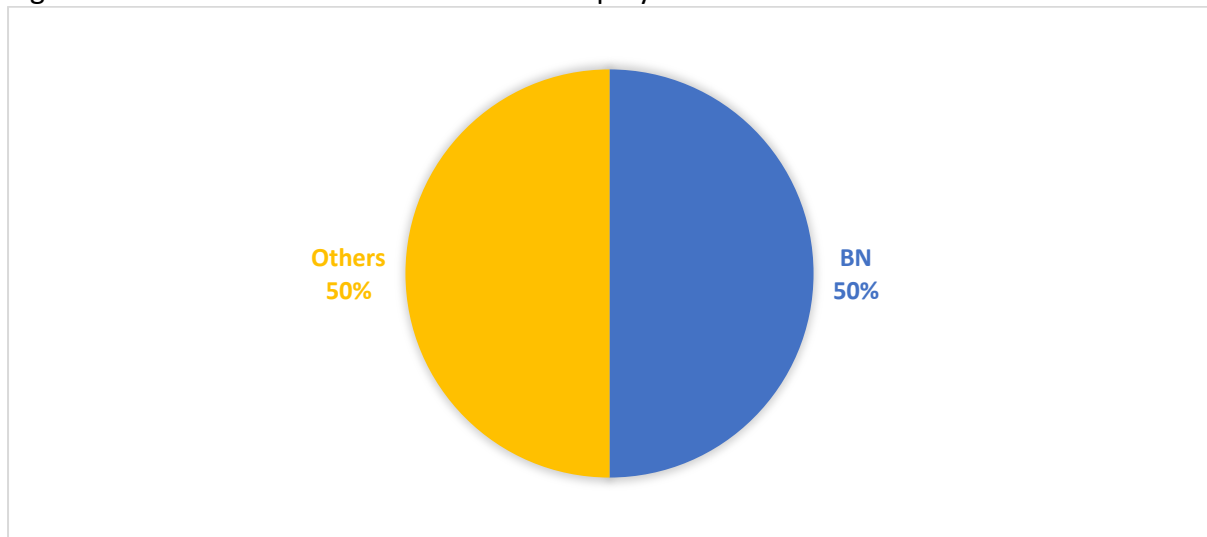
2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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 politician most likely to engage in attack politics (28.57%), followed by Musa Aman (10.71%).

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

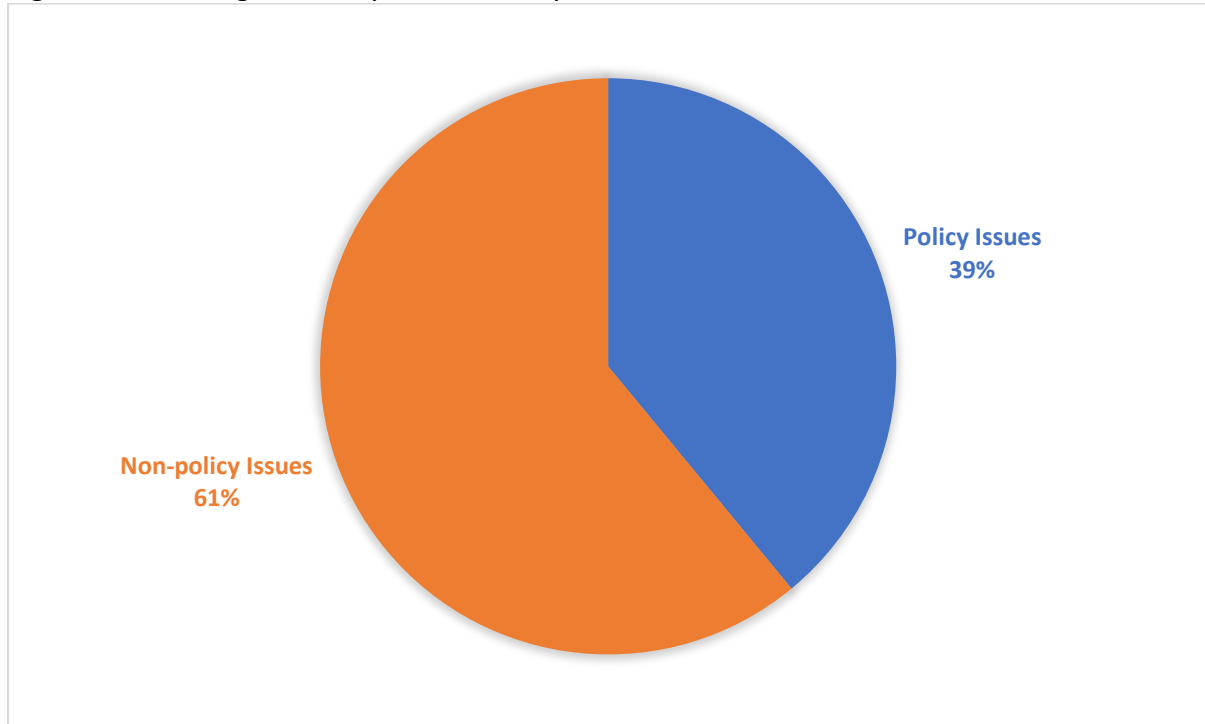


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, BN party politicians engaged in attack politics as often as Independent/Others (50%).

Section 3: Coverage of Issues

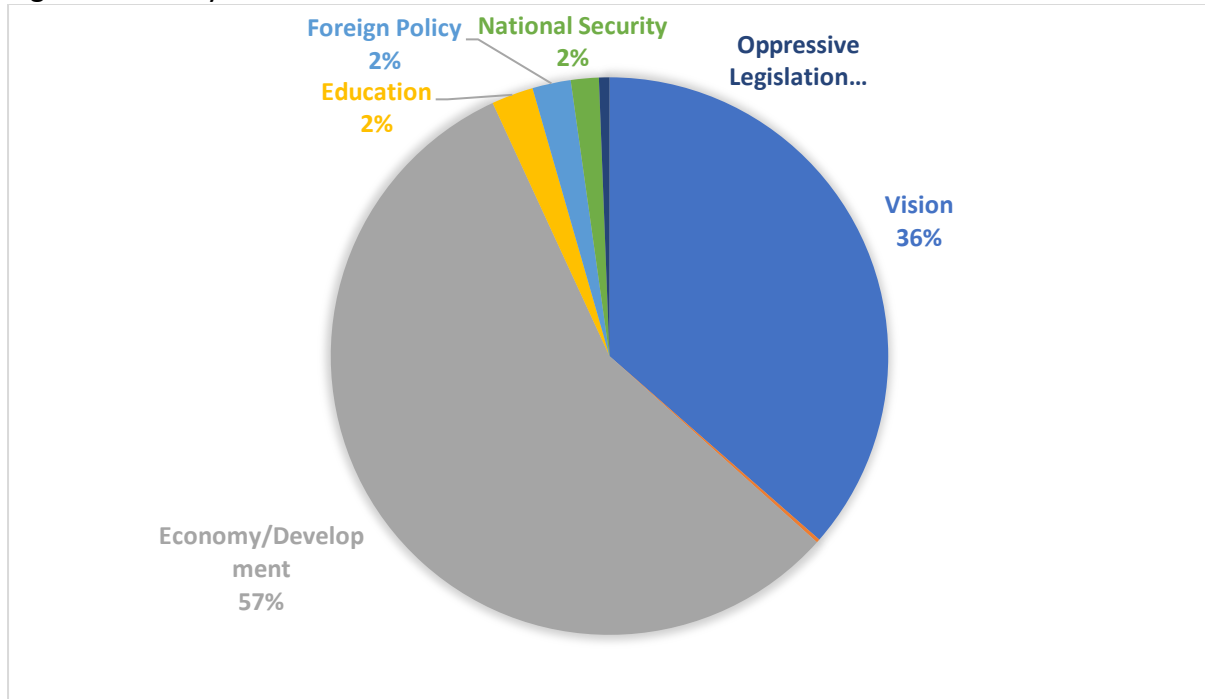
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



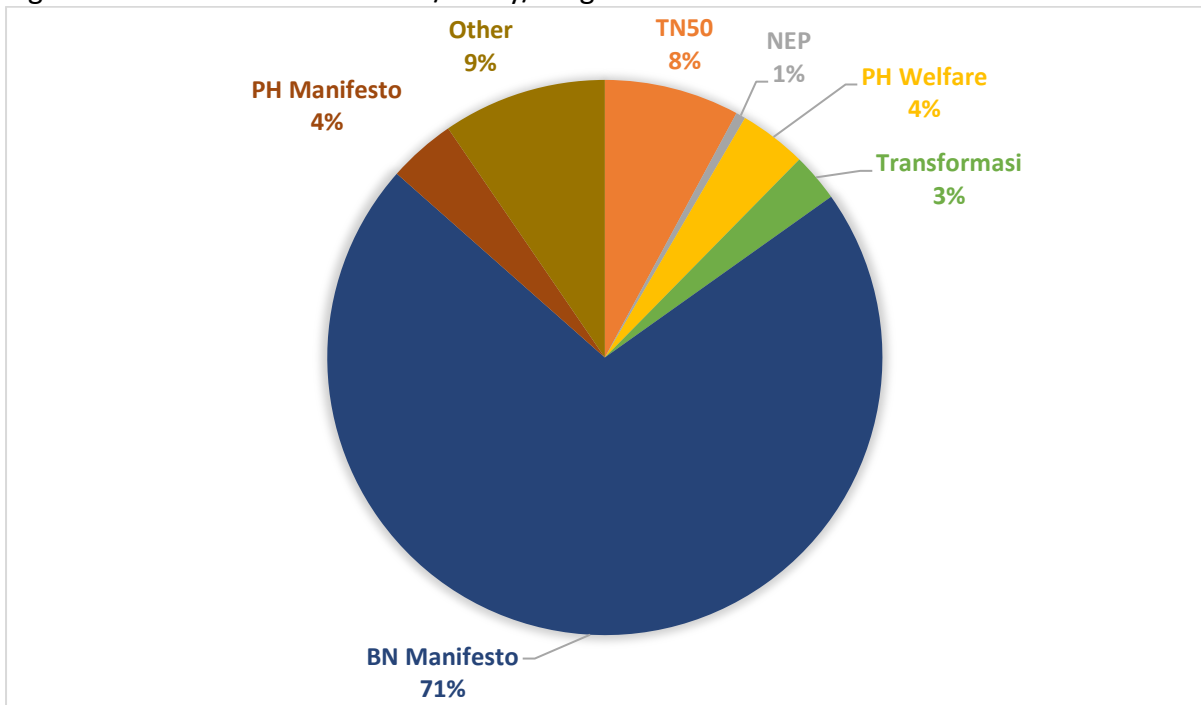
Note: More coverage of Non-policy issues than policy issues.

Figure 18: Policy Issues



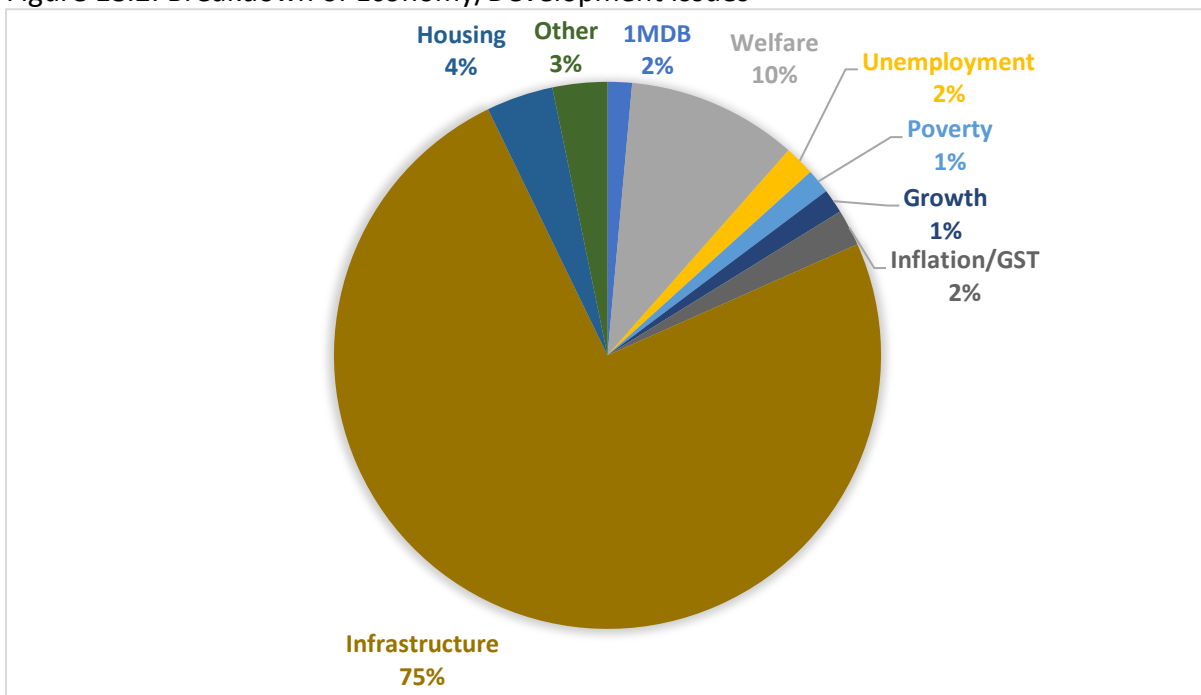
Note: Economy/Development was the most covered, followed by Vision.

Figure 18.1: Breakdown of Vision/Policy/Programme



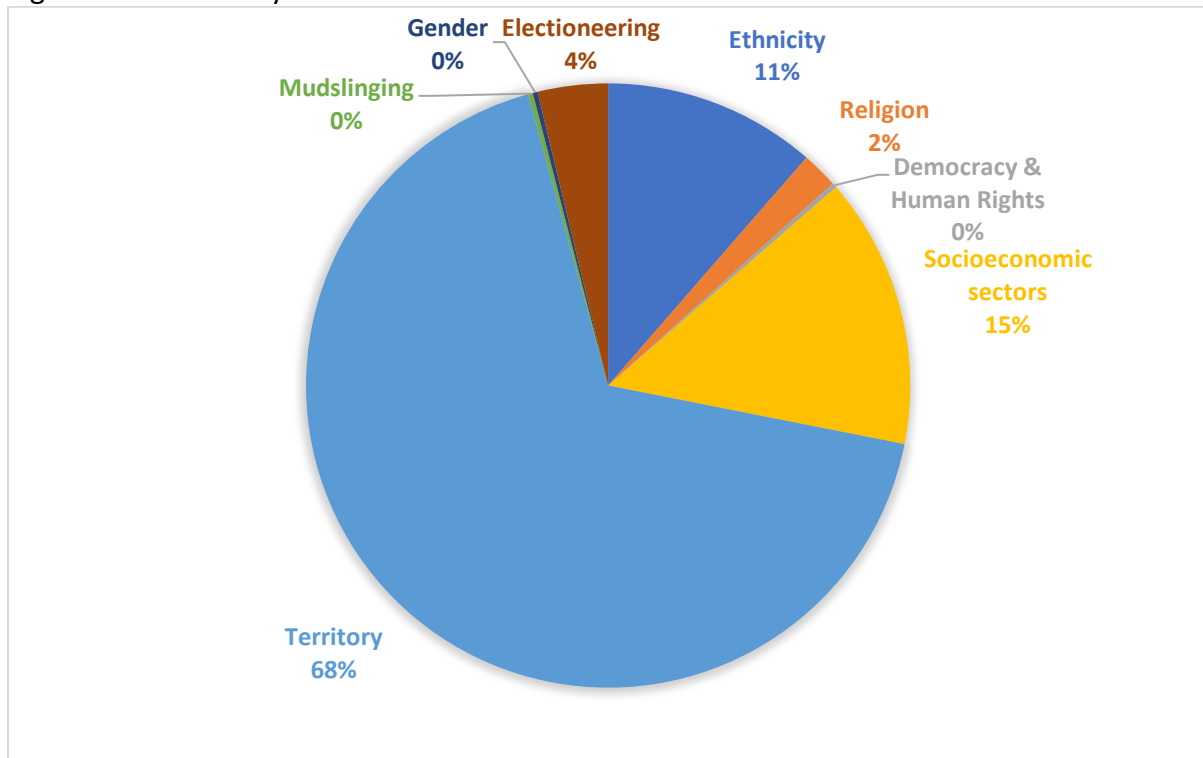
Note: BN Manifesto received a lot more coverage compared to PH manifesto. TN50 received the second highest coverage.

Figure 18.2: Breakdown of Economy/Development Issues



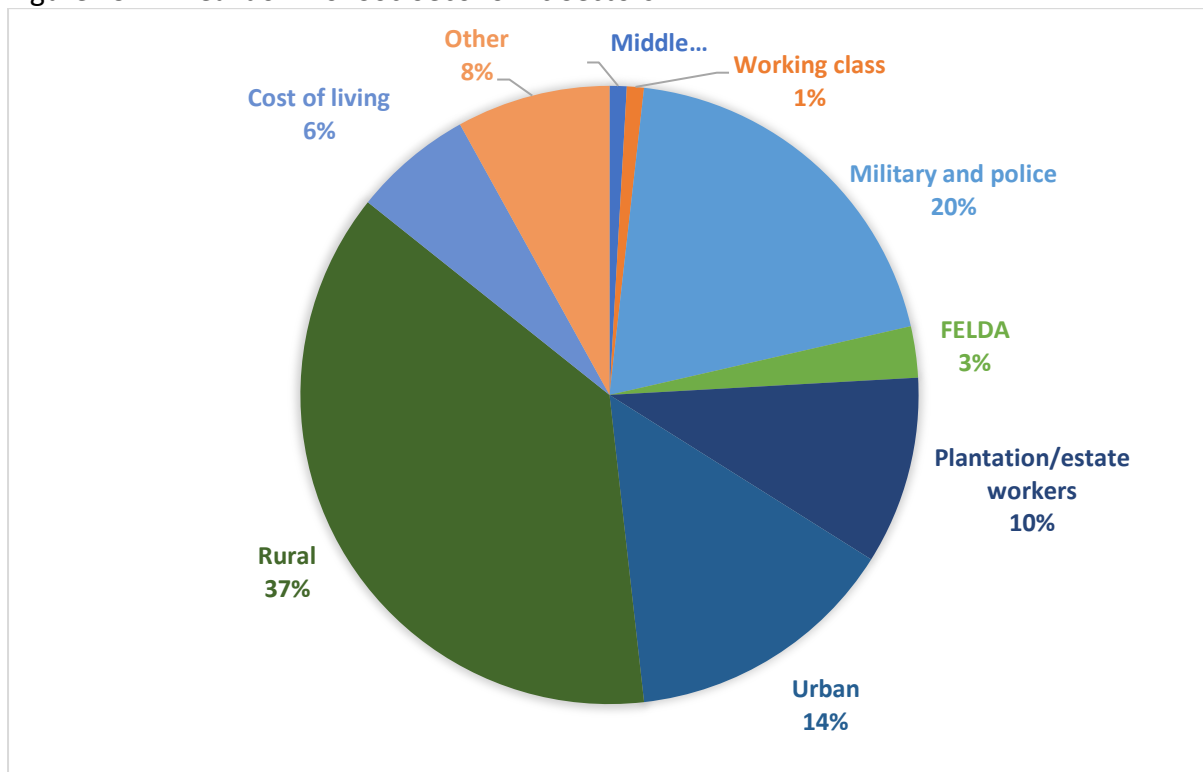
Note: Infrastructure received the most coverage, followed by Welfare.

Figure 19: Non-Policy Issues



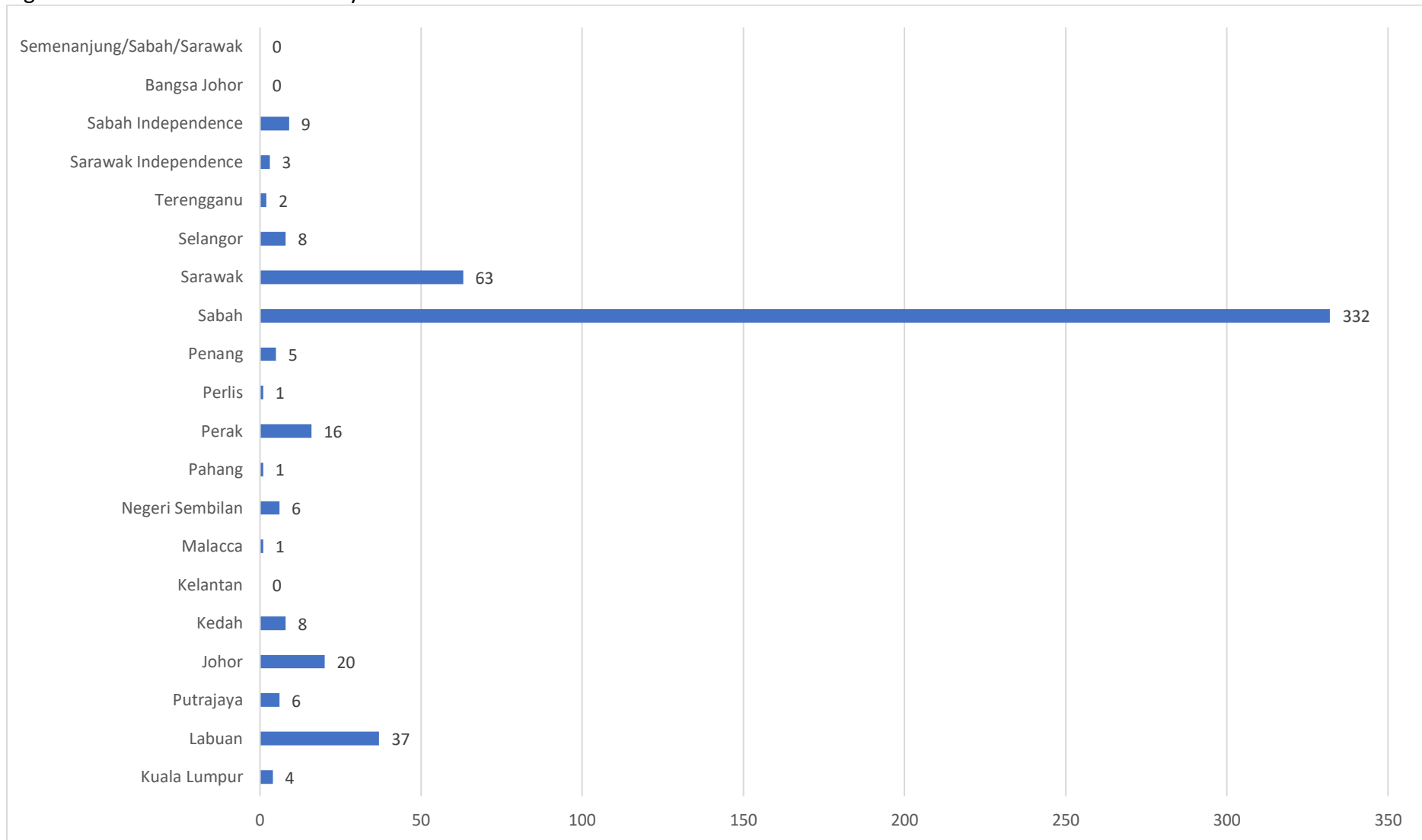
Note: Territory received the most coverage, followed by Socioeconomic sectors and Ethnicity.

Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Rural sectors received the most coverage, followed by Military and police, and Urban sectors.

Figure 19.2: Breakdown of Territory Issues



Note: Sabah received the most coverage, followed by Sarawak and Labuan.