

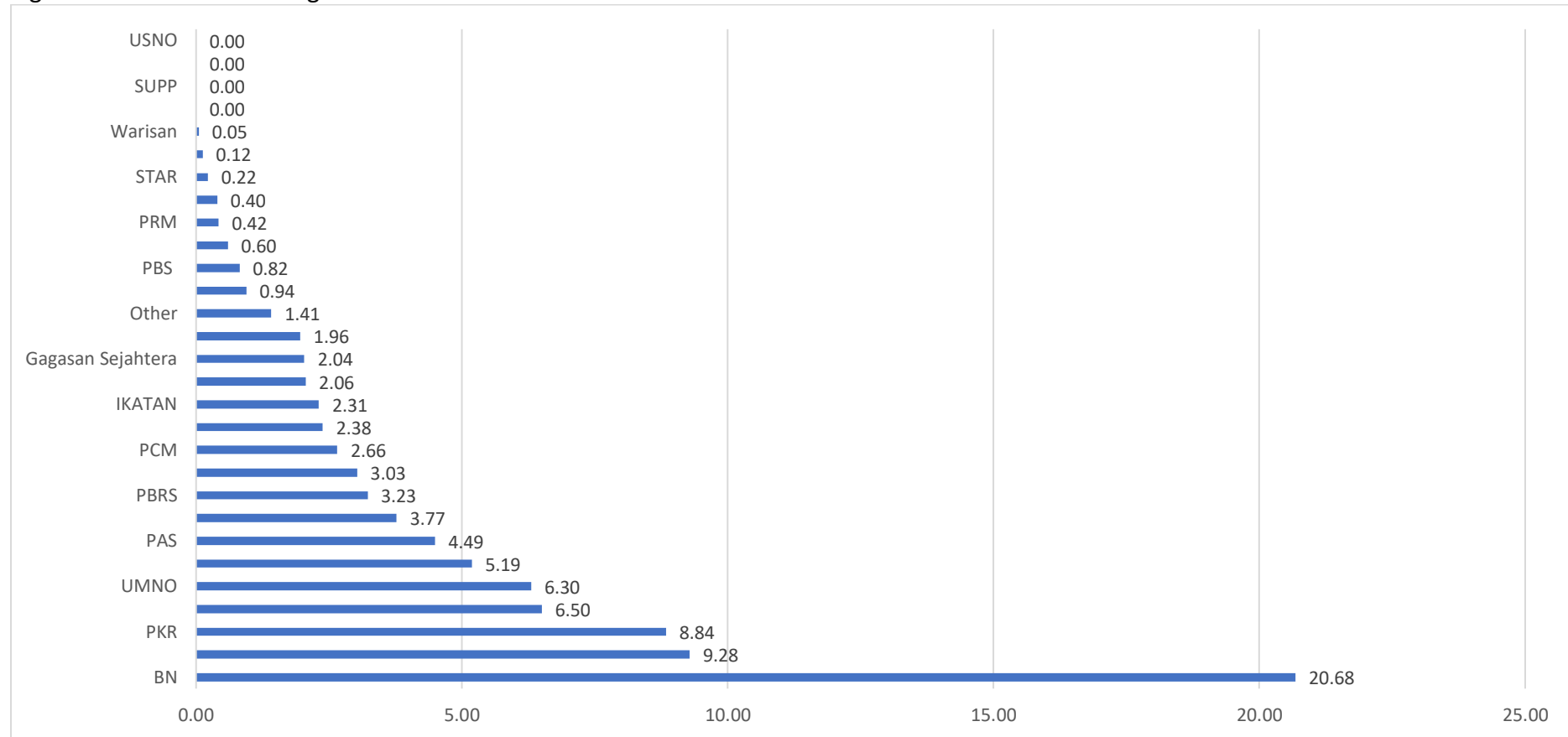
Watching the Watchdog 2.0

Utusan Malaysia

Section 1: Coverage of Political Parties and Coalitions

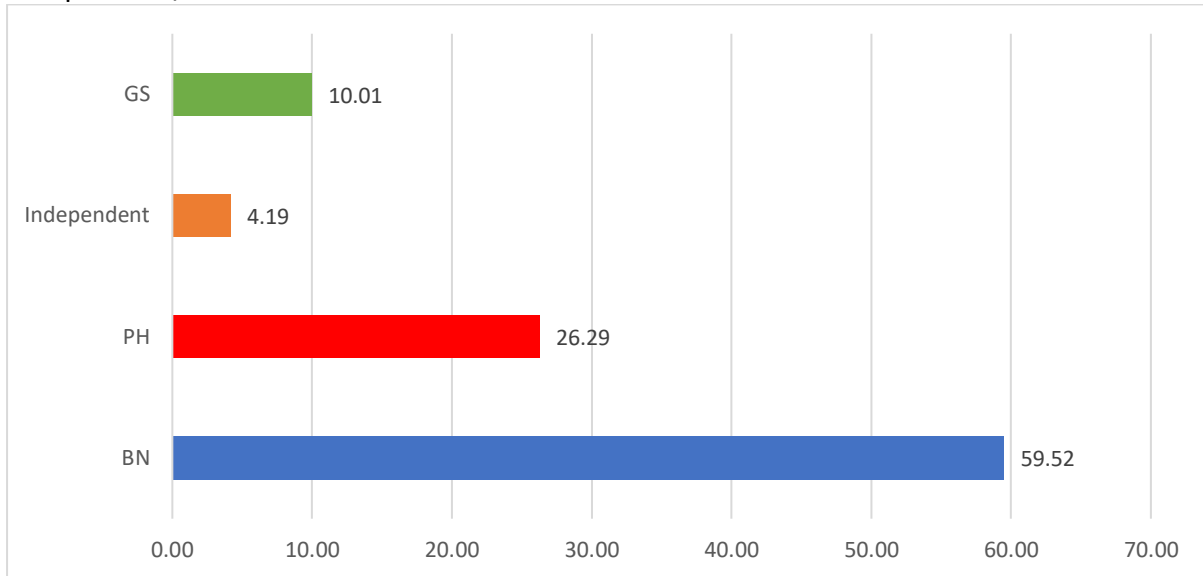
1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (20.68%), followed by DAP (9.28%) and PKR (8.84%).

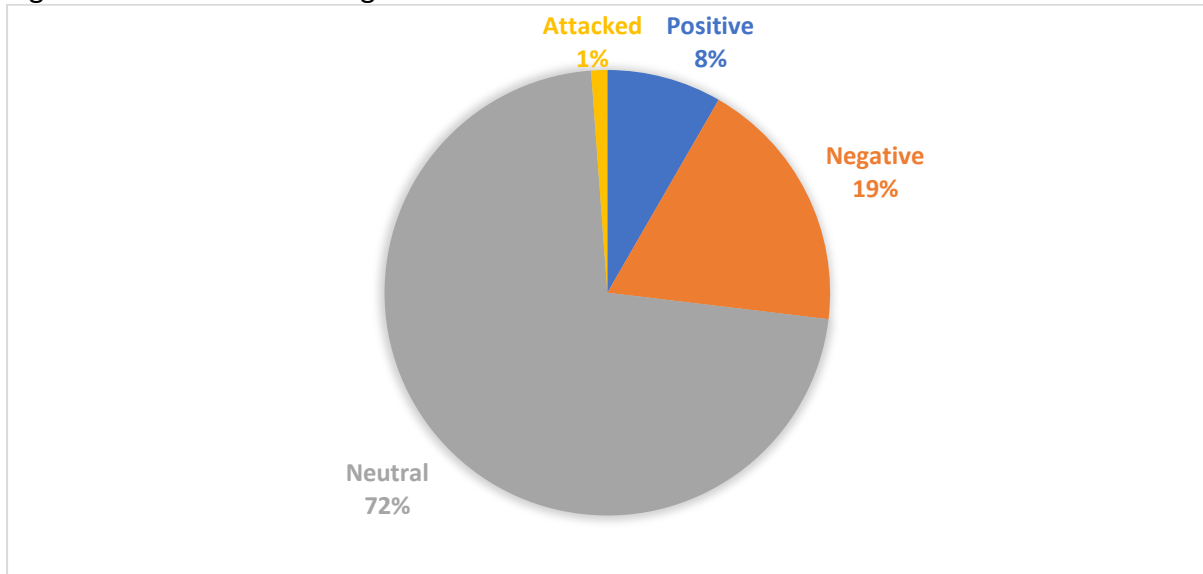
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (59.52%), followed by PH (26.29%) and GS (10.01%).

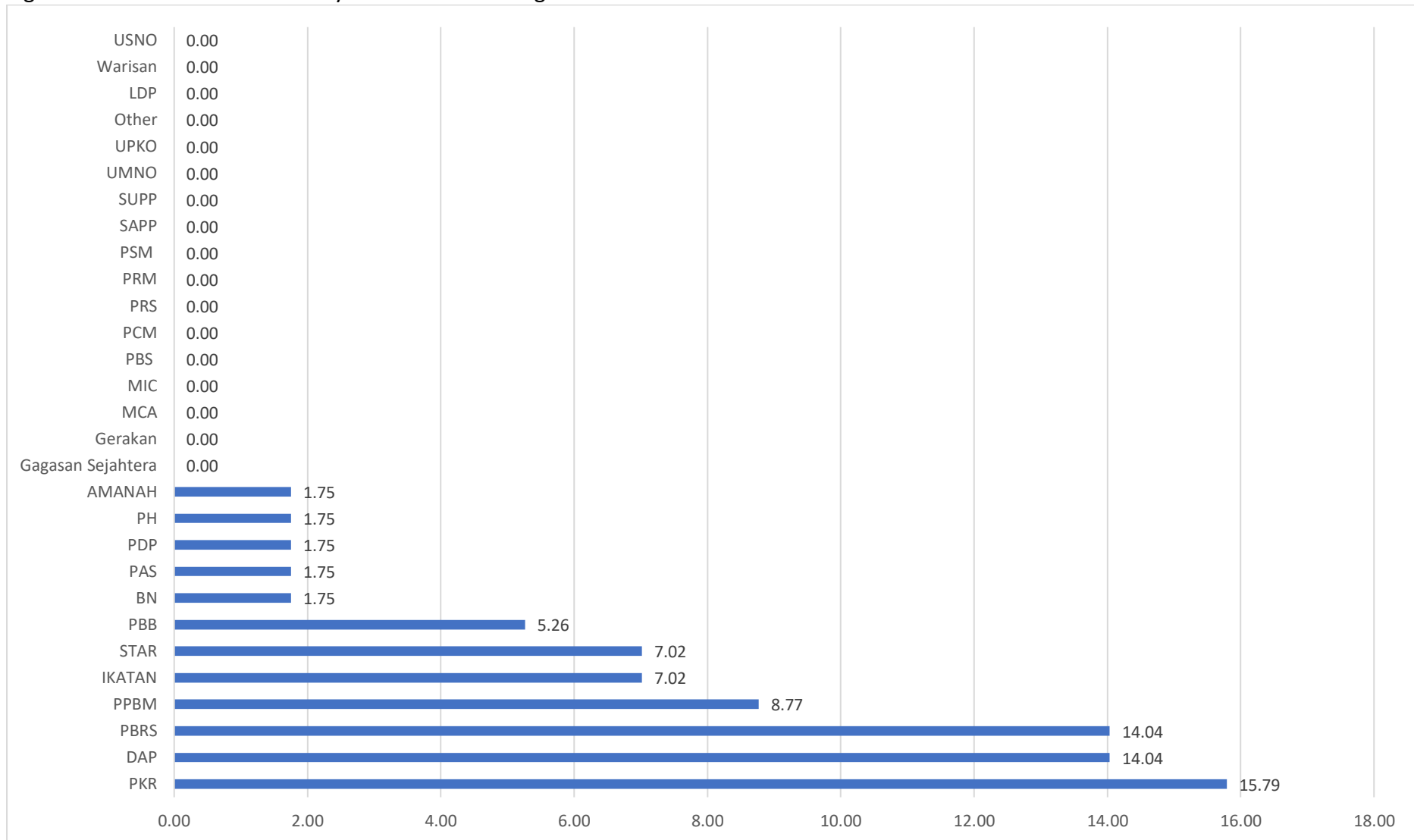
1.2 Tone of Coverage of Political Parties & Coalitions

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



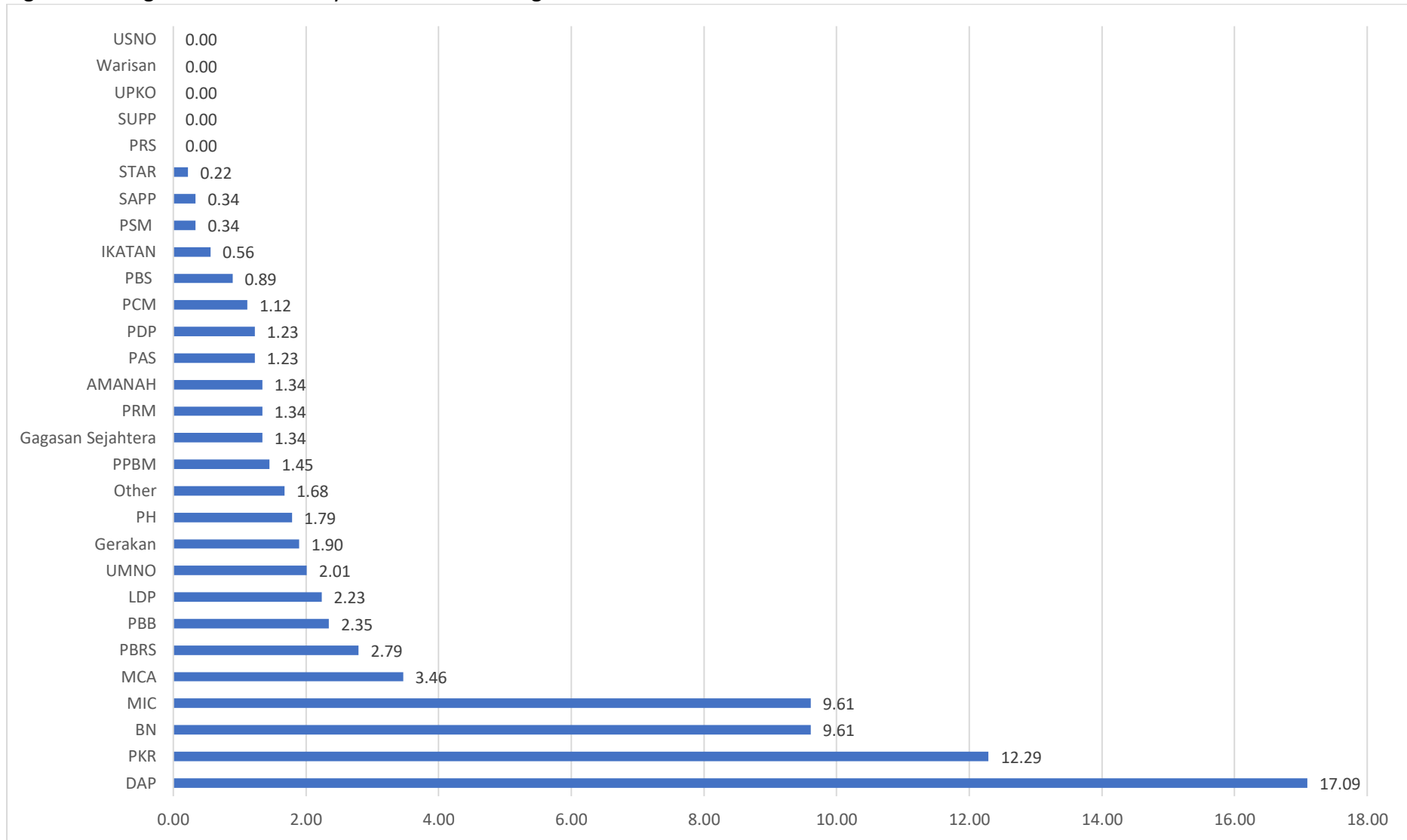
- The Neutral tone was used the most (72%), followed by Negative (19%) and Positive (8%).

Figure 4.1: Attacked Political Party & Coalition Coverage



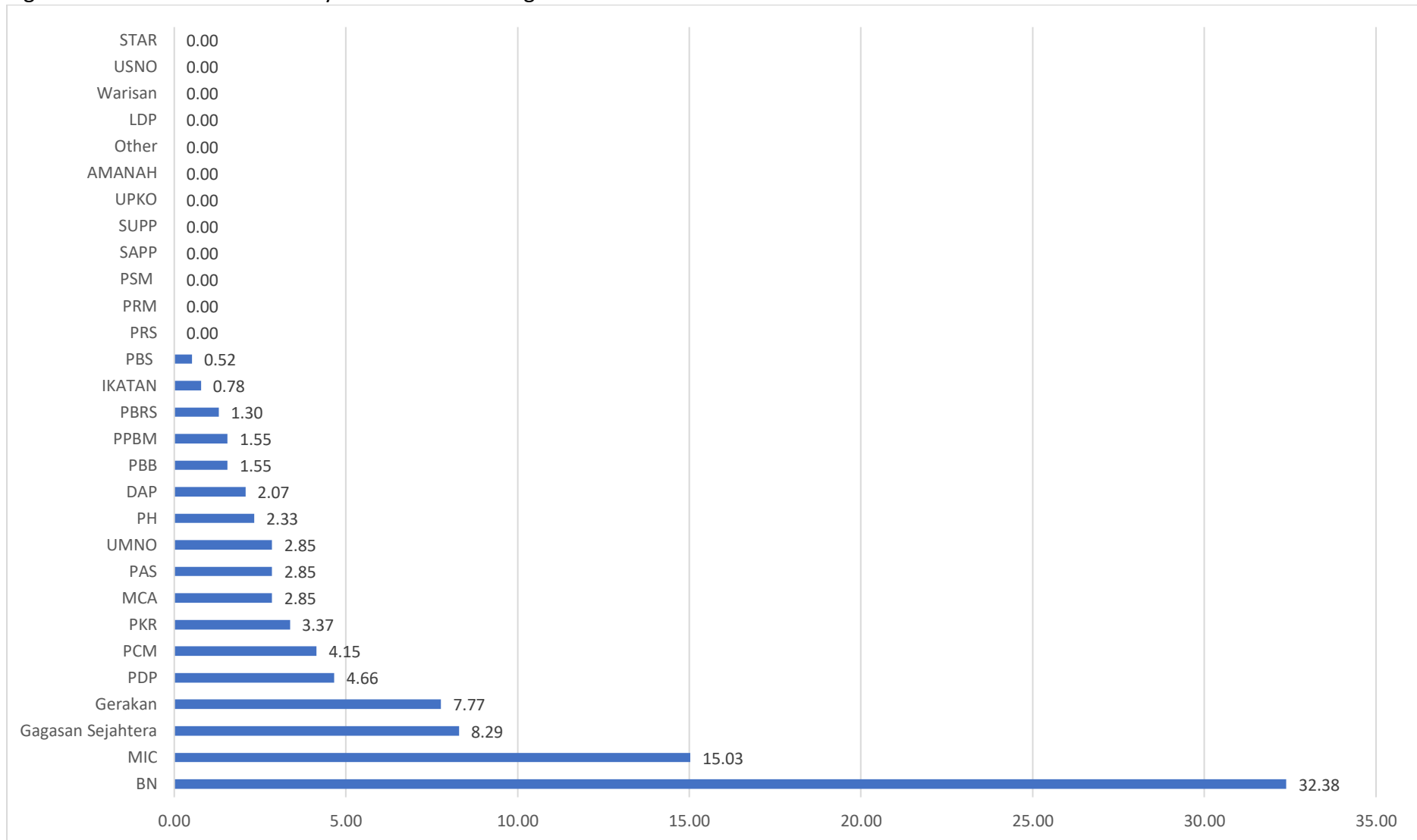
- PKR received the highest coverage of Attacked tones (15.79%), with DAP and PBRs receiving (14.04%) respectively.

Figure 4.2: Negative Political Party & Coalition Coverage



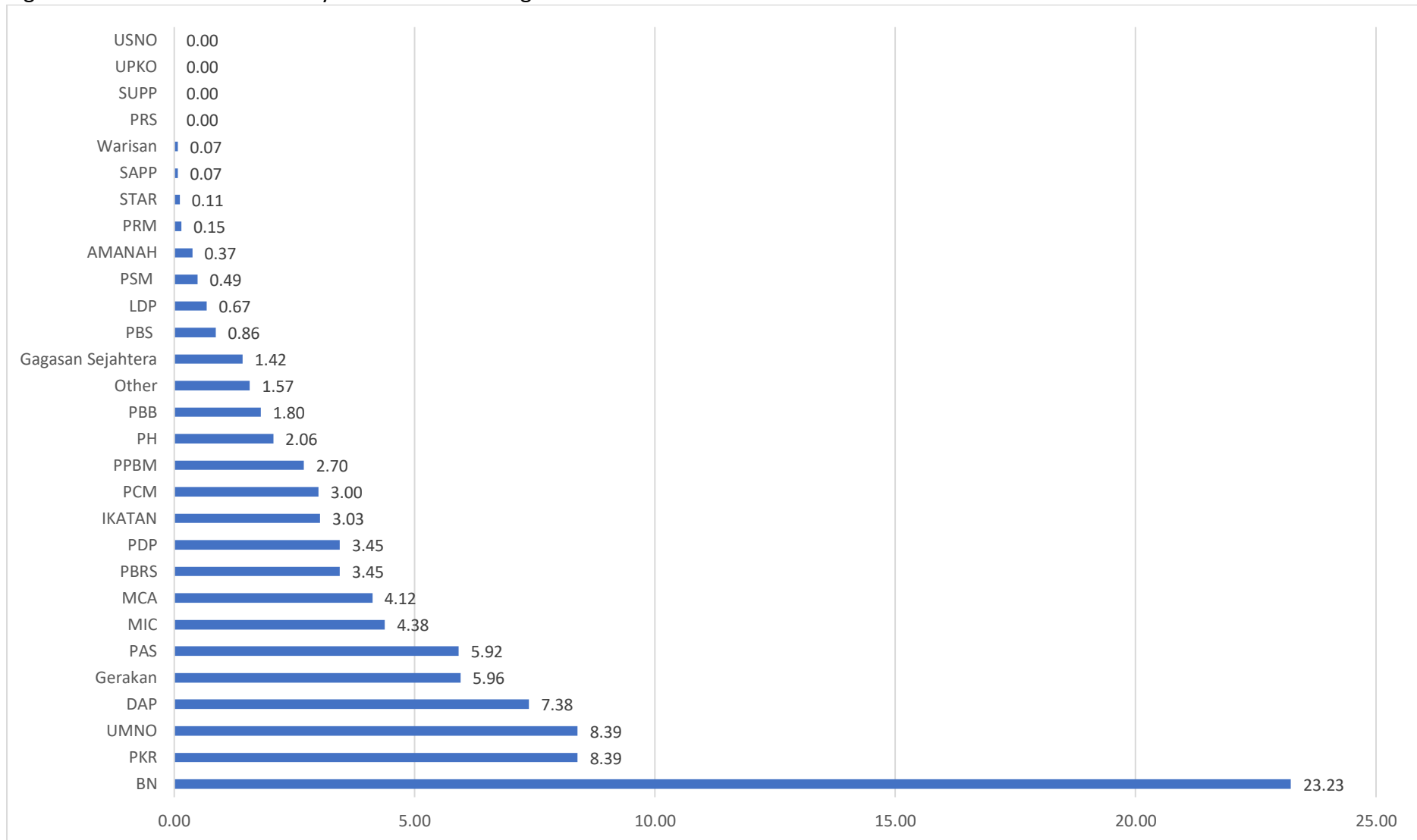
- DAP received the most Negative coverage (17.09%), followed by PKR (12.29%) and BN and MIC (9.61%).

Figure 5.1: Positive Political Party & Coalition Coverage



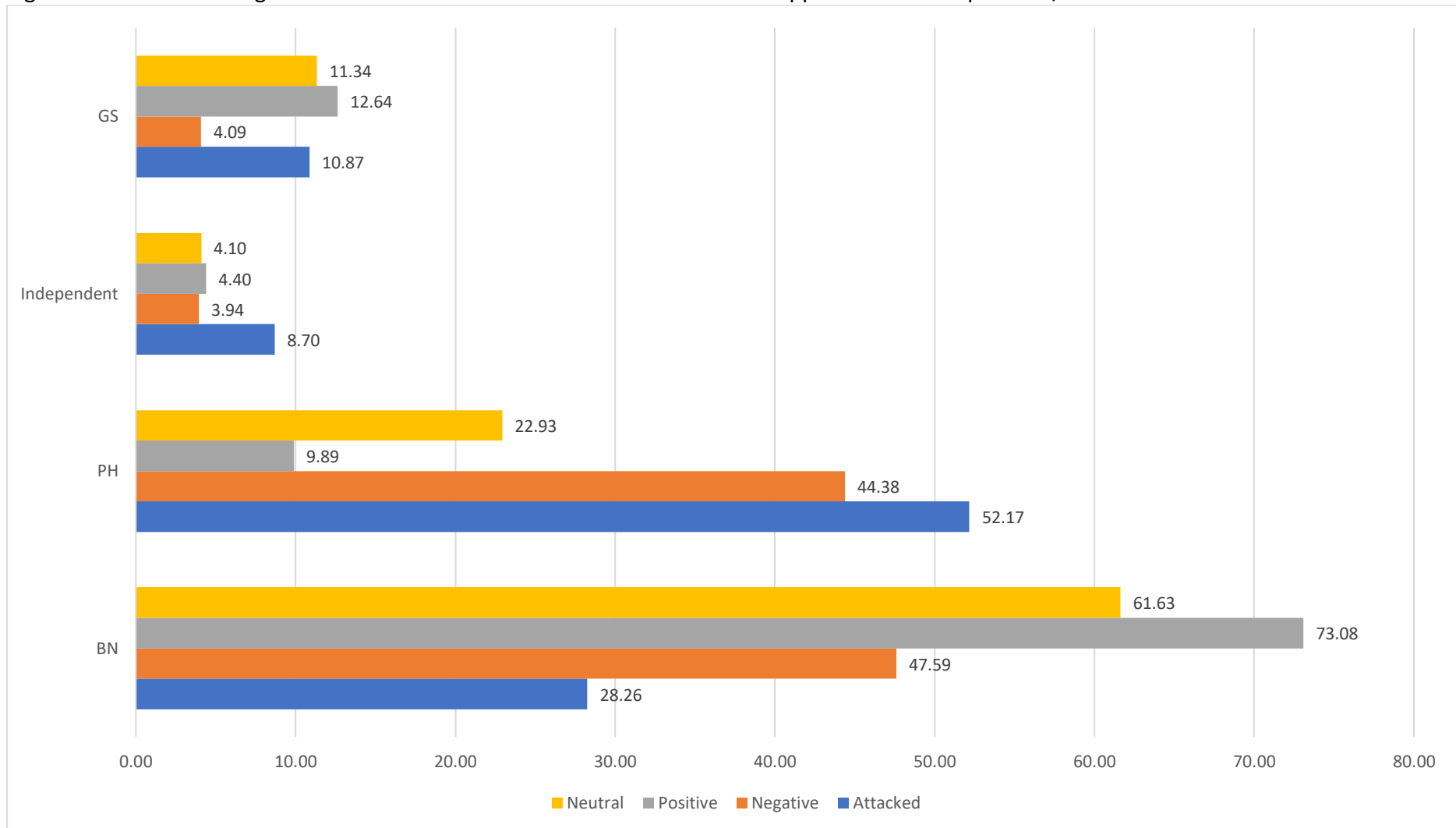
- BN received the highest amount of Positive coverage (32.38%), followed by MIC (15.03%) and GS (8.29%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (23.23%) followed by PKR and UMNO (8.39%).

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

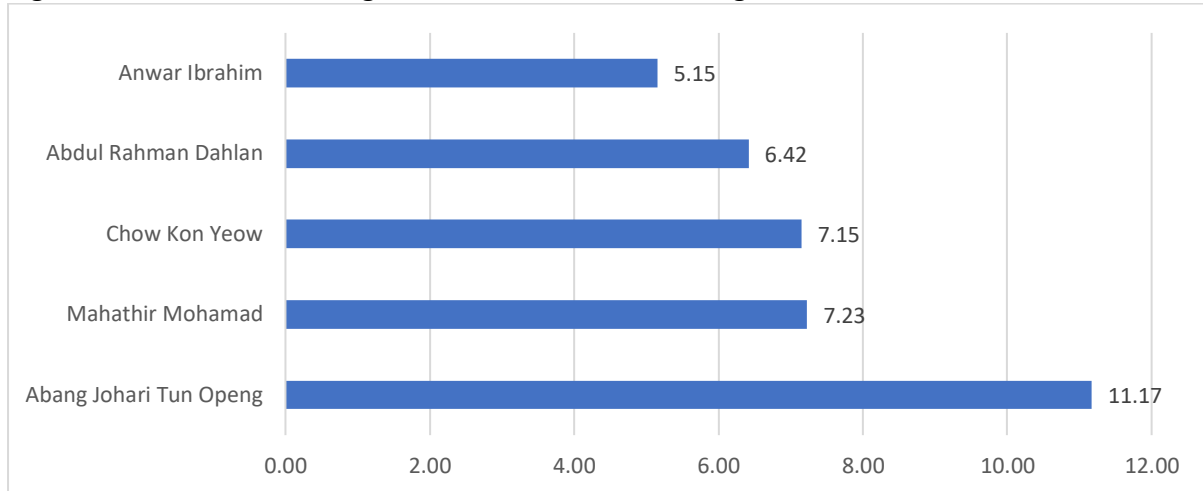


- PH had the highest Attacked coverage.
- BN received the highest coverage for Neutral, Positive, and Negative tones.

Section 2: Coverage of Politicians and Political Figures

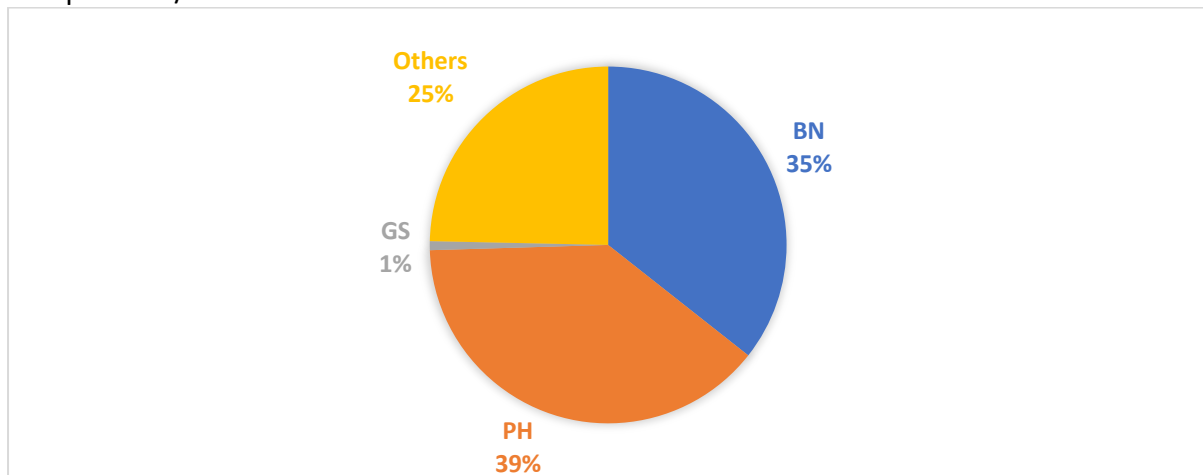
2.1 Volume of Coverage of Politicians & Political Figures

Figure 7: Volume of Coverage of Politicians & Political Figures



- Only the top five politicians are shown on this graph.
- Out of those selected, Abang Johari Tun Openg received the most mentions by a significant proportion (11.17%), followed by Mahathir Mohamad (7.23%).

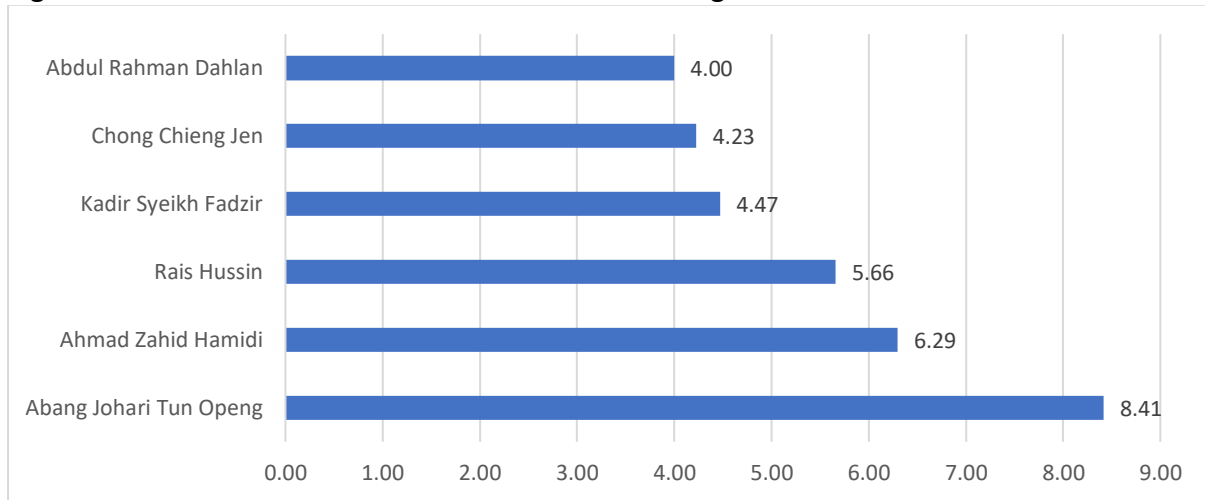
Figure 8: Volume of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- 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 PH (39%).
- There was more coverage of PH compared to BN.

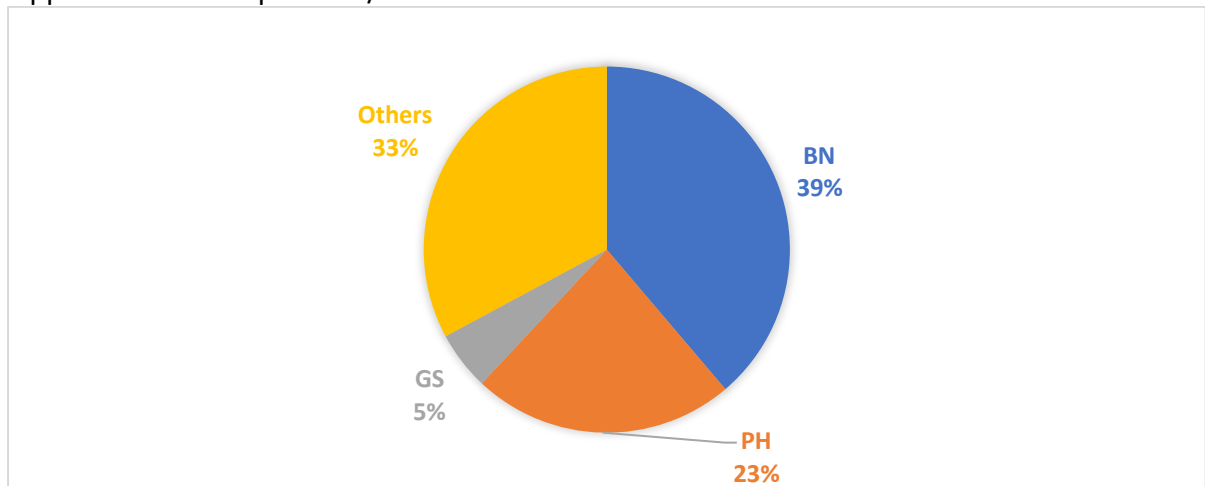
2.2 Volume of the Use of Politicians & Political Figures as Sources

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, Abang Johari Tun Openg received the most coverage (8.41%), followed by Ahmad Zahid Hamidi (6.29%).

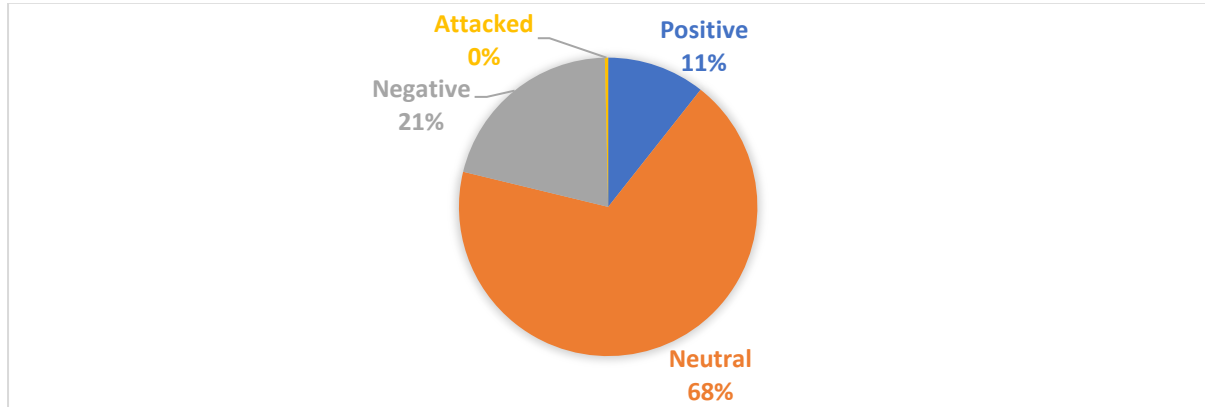
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 BN (39%), which received more coverage than PH.

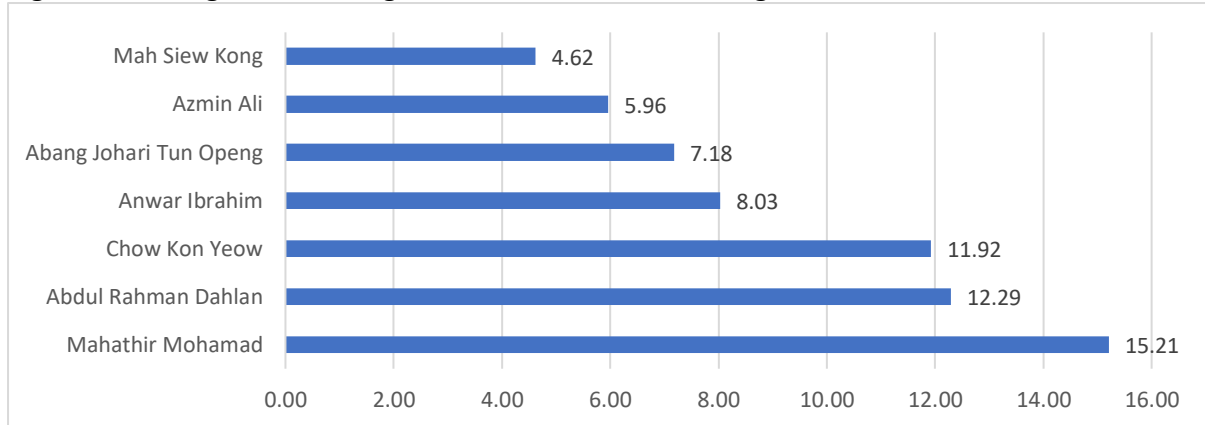
2.3 Tone of Coverage of Politicians & Political Figures

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



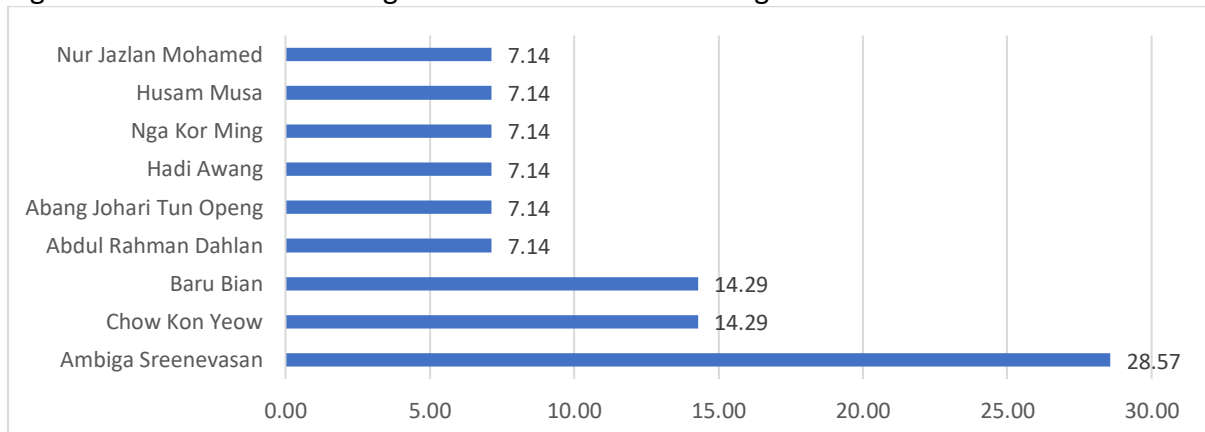
- Of all the tonal categories used in the coverage of politicians and political figures, the Neutral category was used the most often (68%), followed by the Negative category (21%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



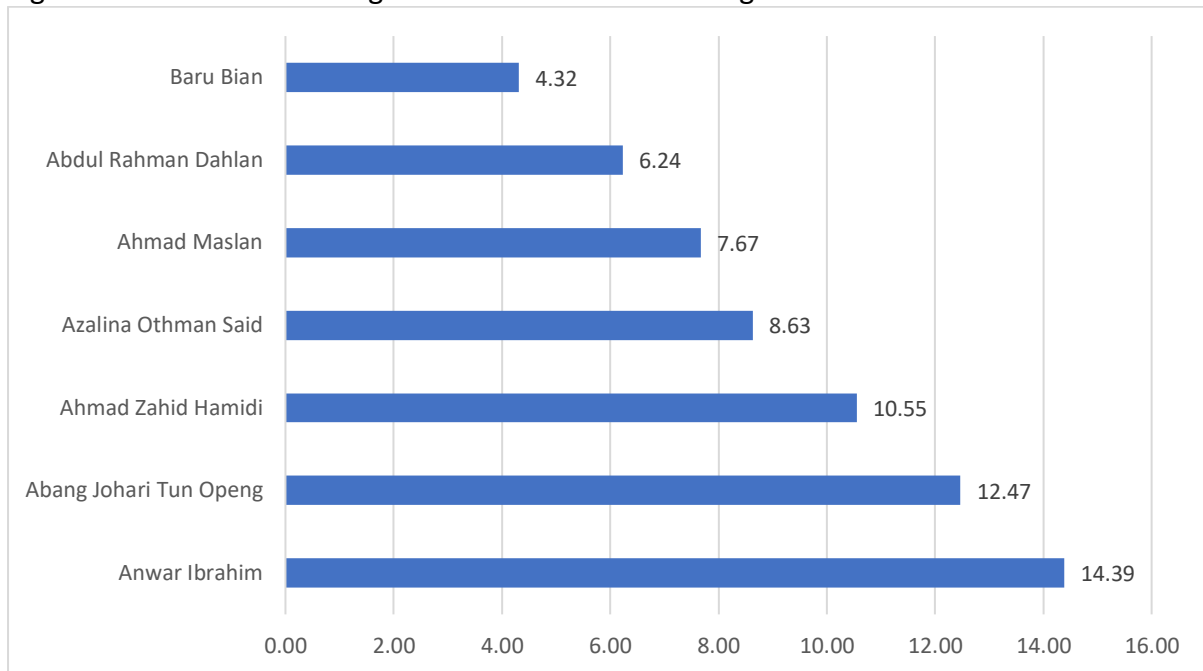
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the highest negative coverage (15.21%), followed by Abdul Rahman Dahlan (12.29%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



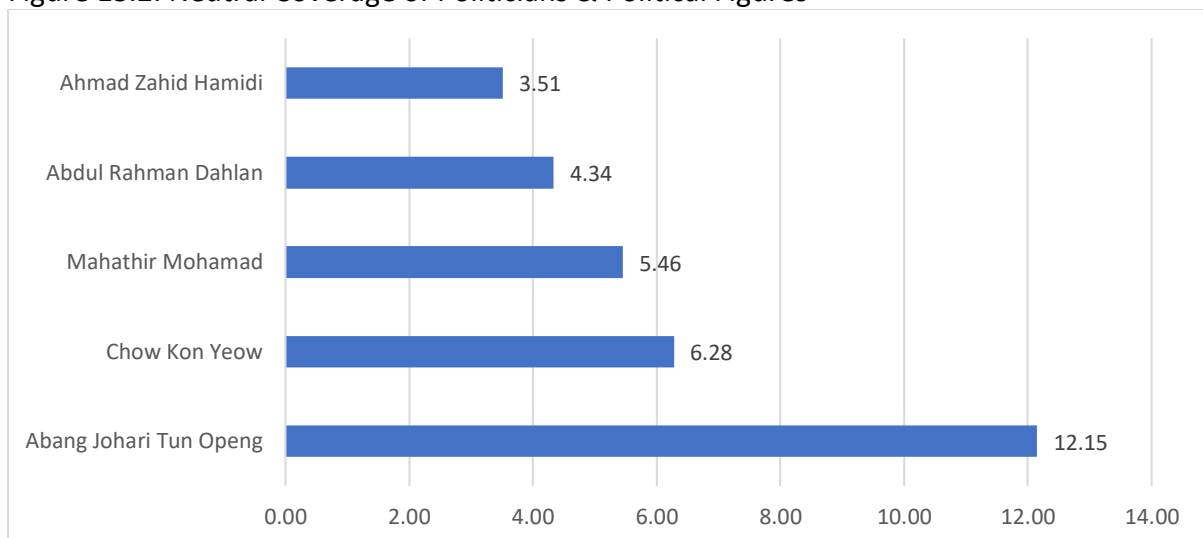
- Ambiga Sreenevasan was attacked the most (28.57%), followed Chow Kon Yeow and Baru Bian (14.29%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



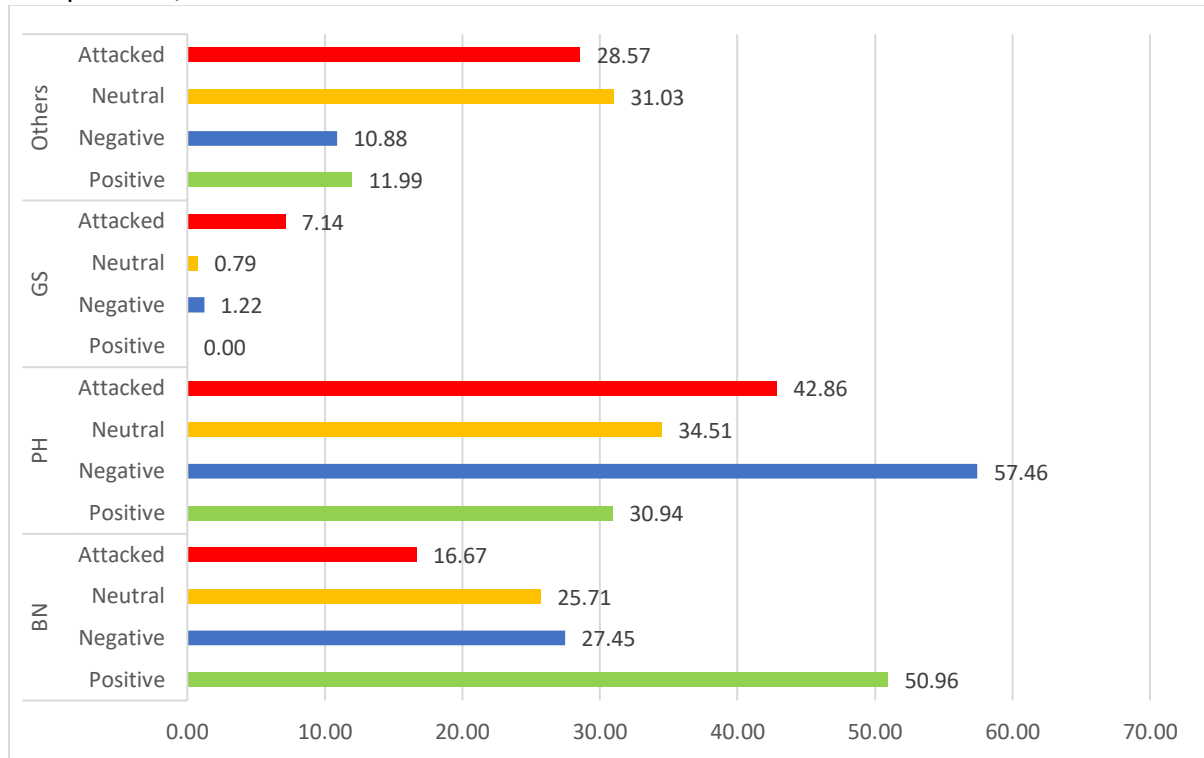
- In terms of the tone of mentions of politicians and political figures, Anwar Ibrahim received the most positive coverage (14.39%), followed by Abang Johari Tun Openg (12.47%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Abang Johari Tun Openg received the most neutral coverage (12.15%), followed by Chow Kon Yeow (6.28%).

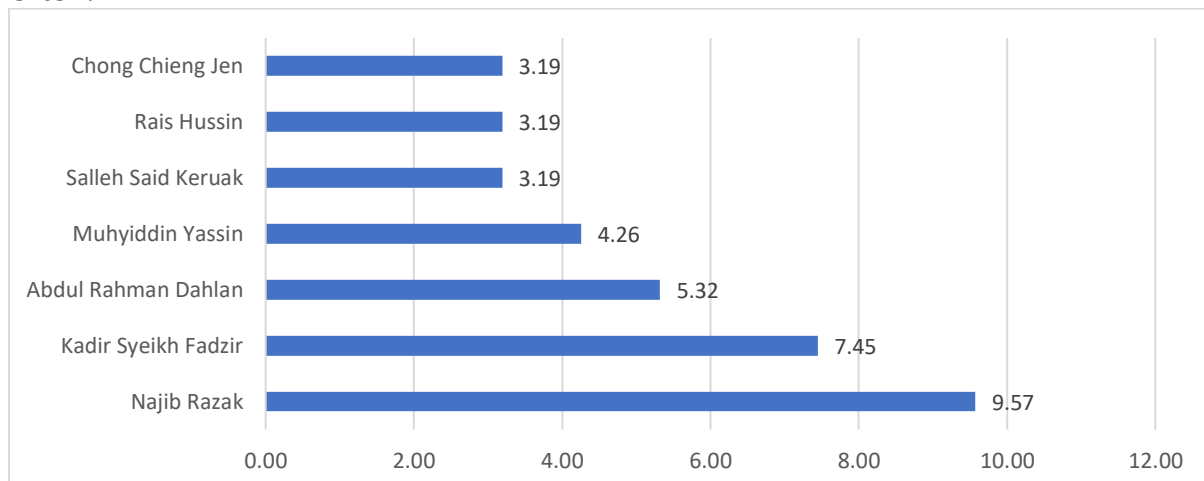
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



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

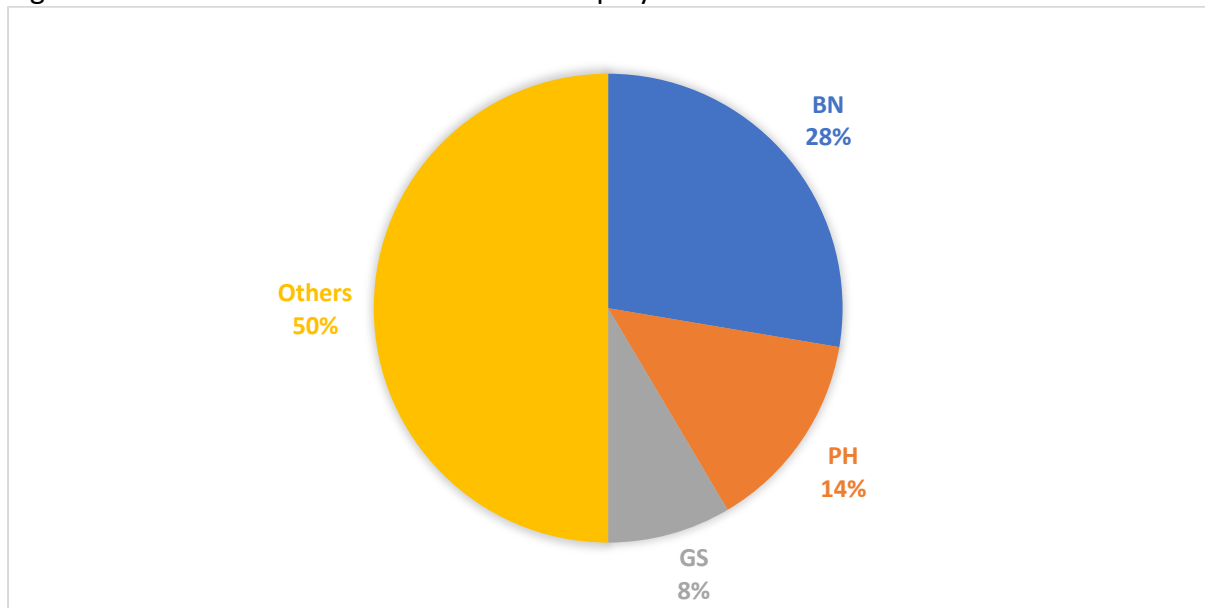
2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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 (9.57%), followed by Kadir Syeikh Fadzir (7.45%).

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

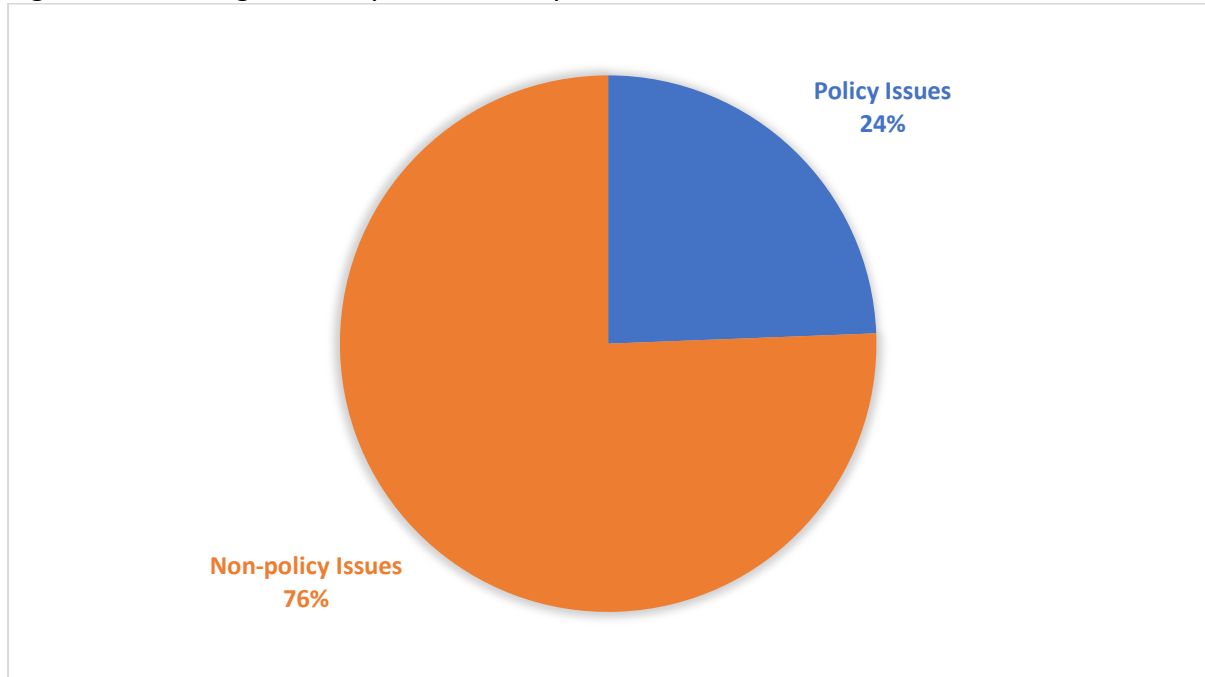


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/Others (50%) party politicians engaged in attack politics more often than others. BN engaged in more attack politics than PH.

Section 3: Coverage of Issues

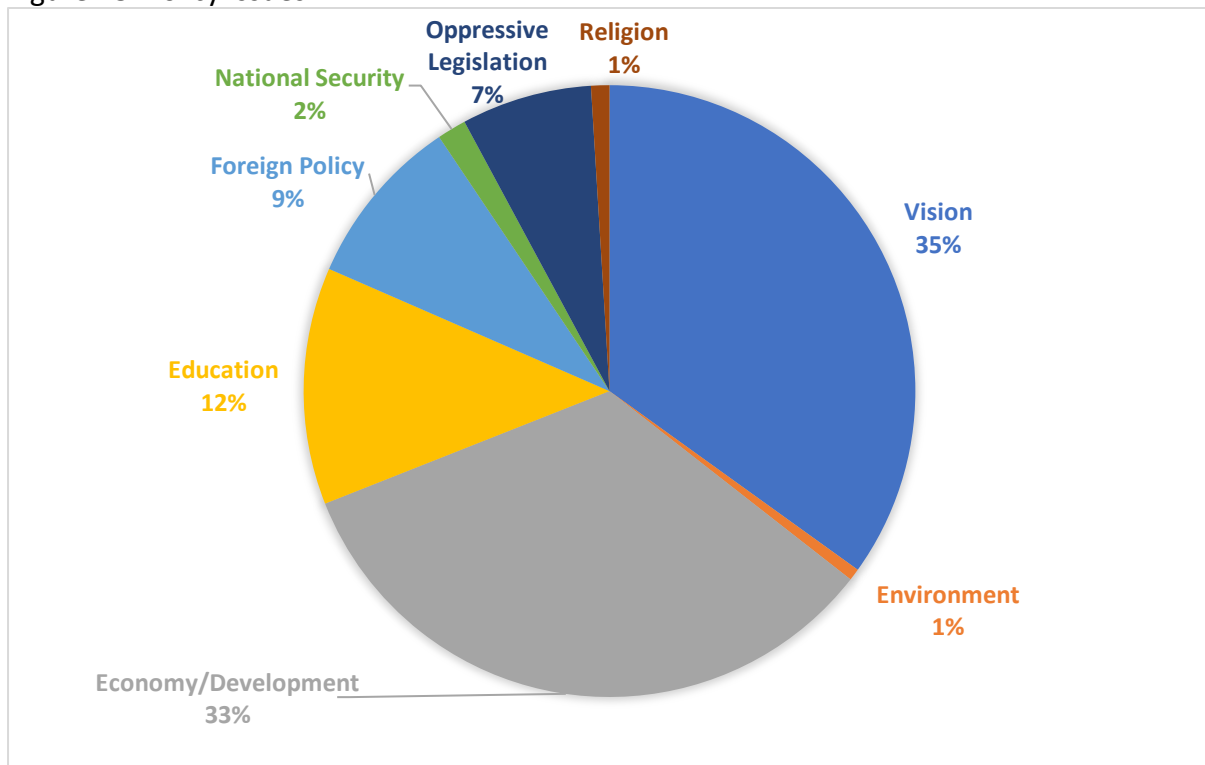
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



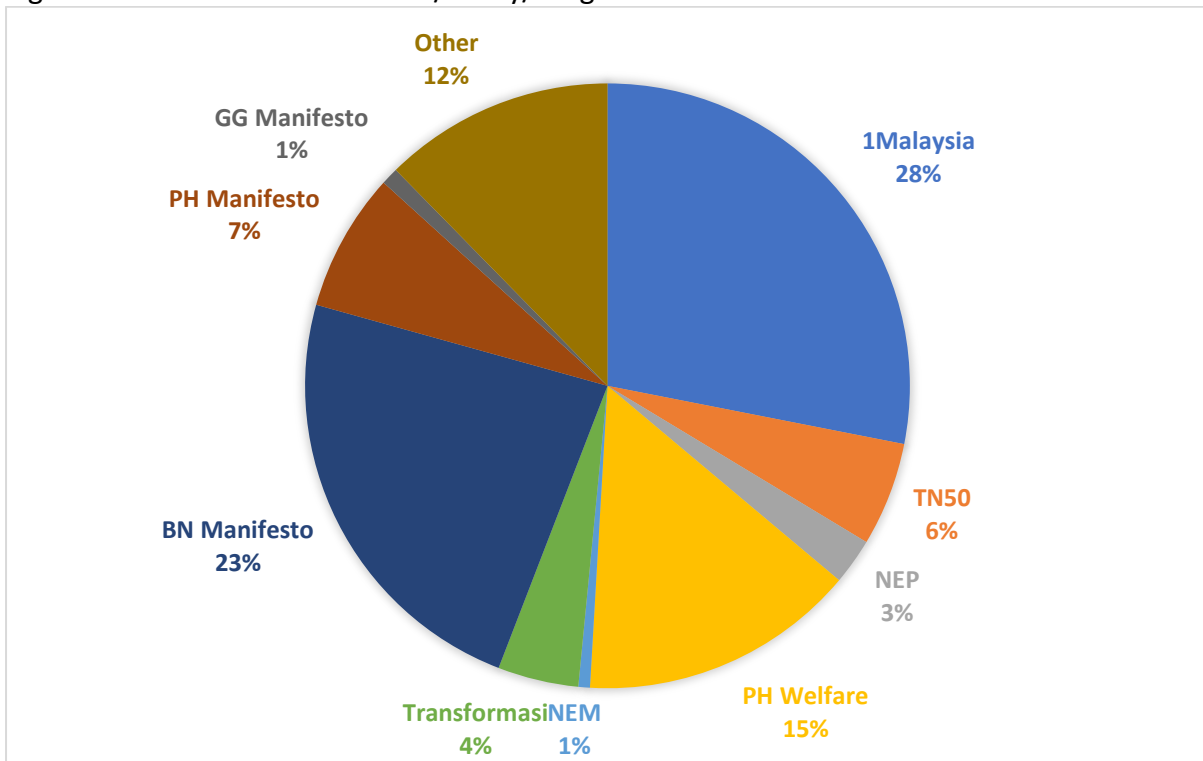
Note: Non-policy issues received more coverage than Policy issues.

Figure 18: Policy Issues



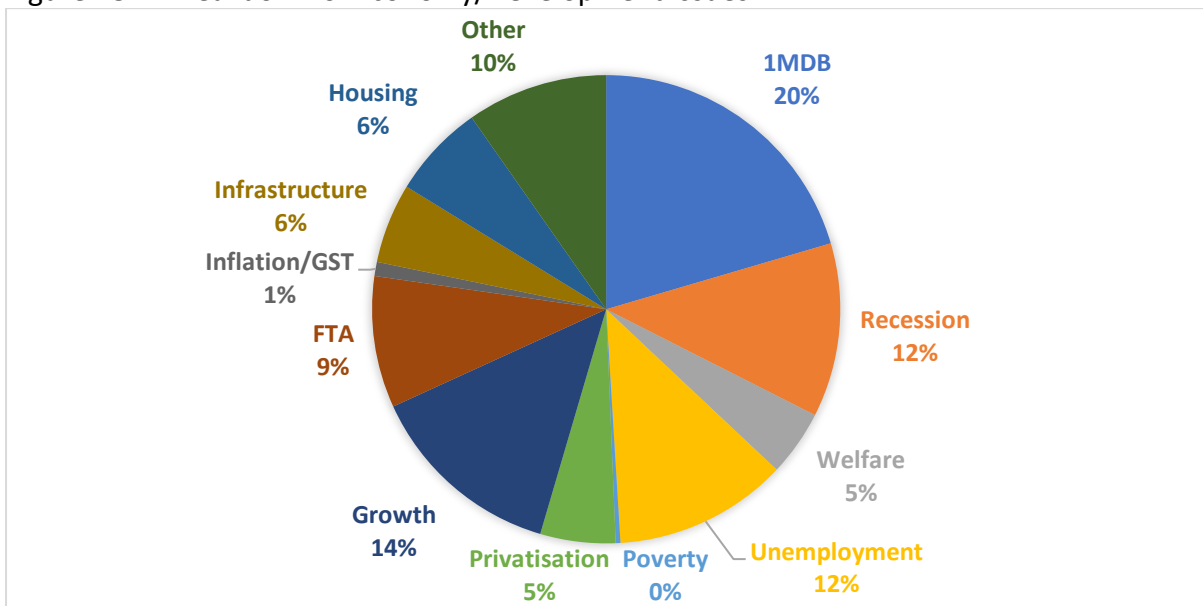
Note: Vision received the most coverage, followed by Economy/Development, and Education.

Figure 18.1: Breakdown of Vision/Policy/Programme



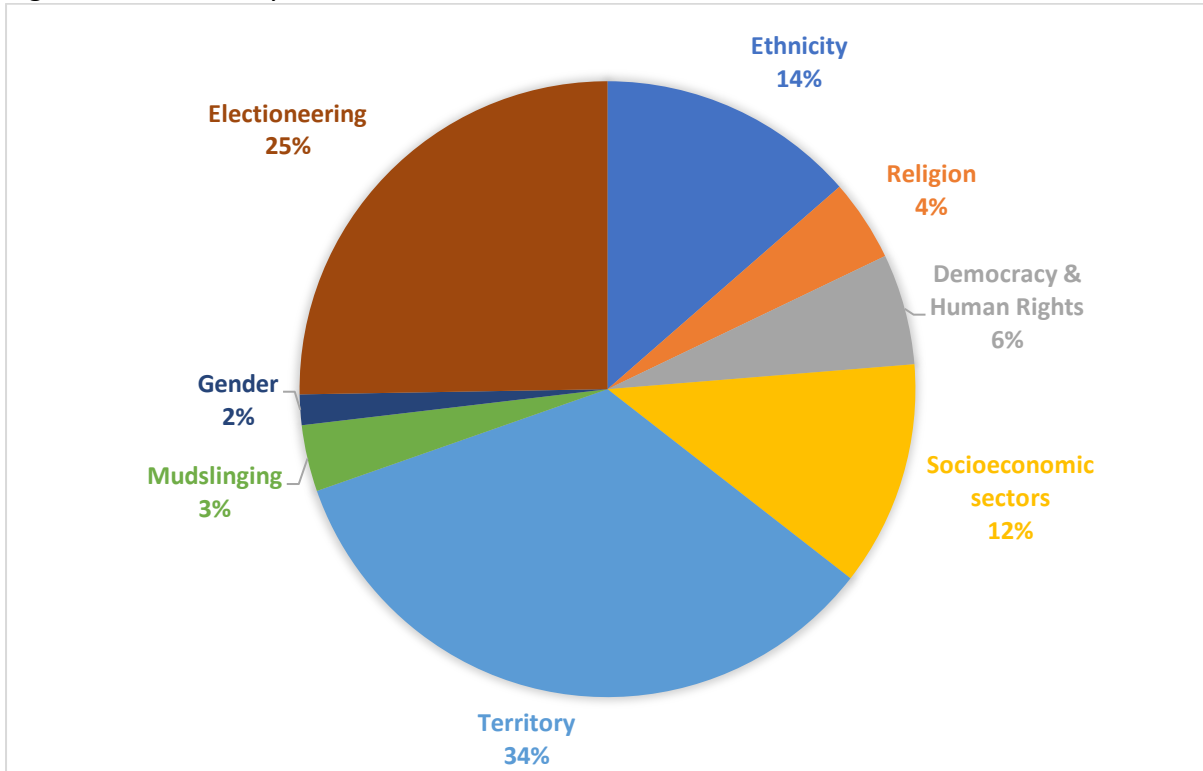
Note: 1Malaysia received the most coverage, followed by BN manifesto and PH welfare.

Figure 18.2: Breakdown of Economy/Development Issues



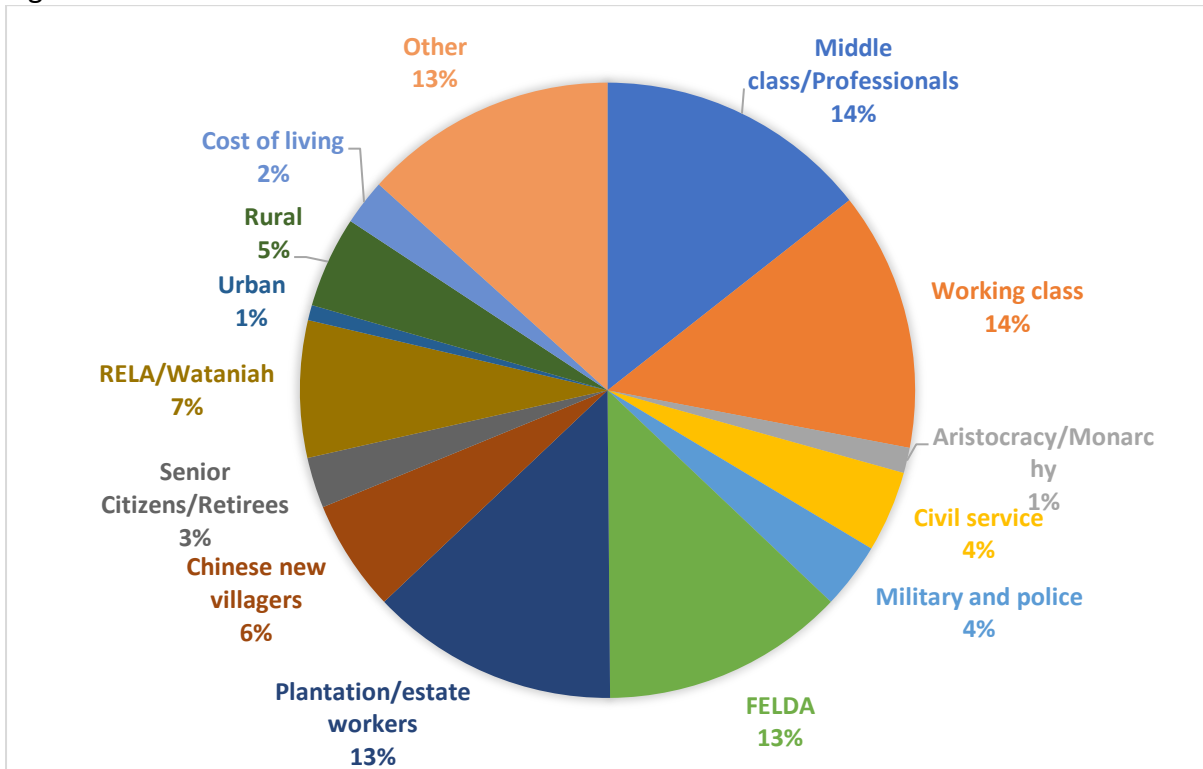
Note: 1MDB received the most coverage, followed by Growth and Unemployment.

Figure 19: Non-Policy Issues



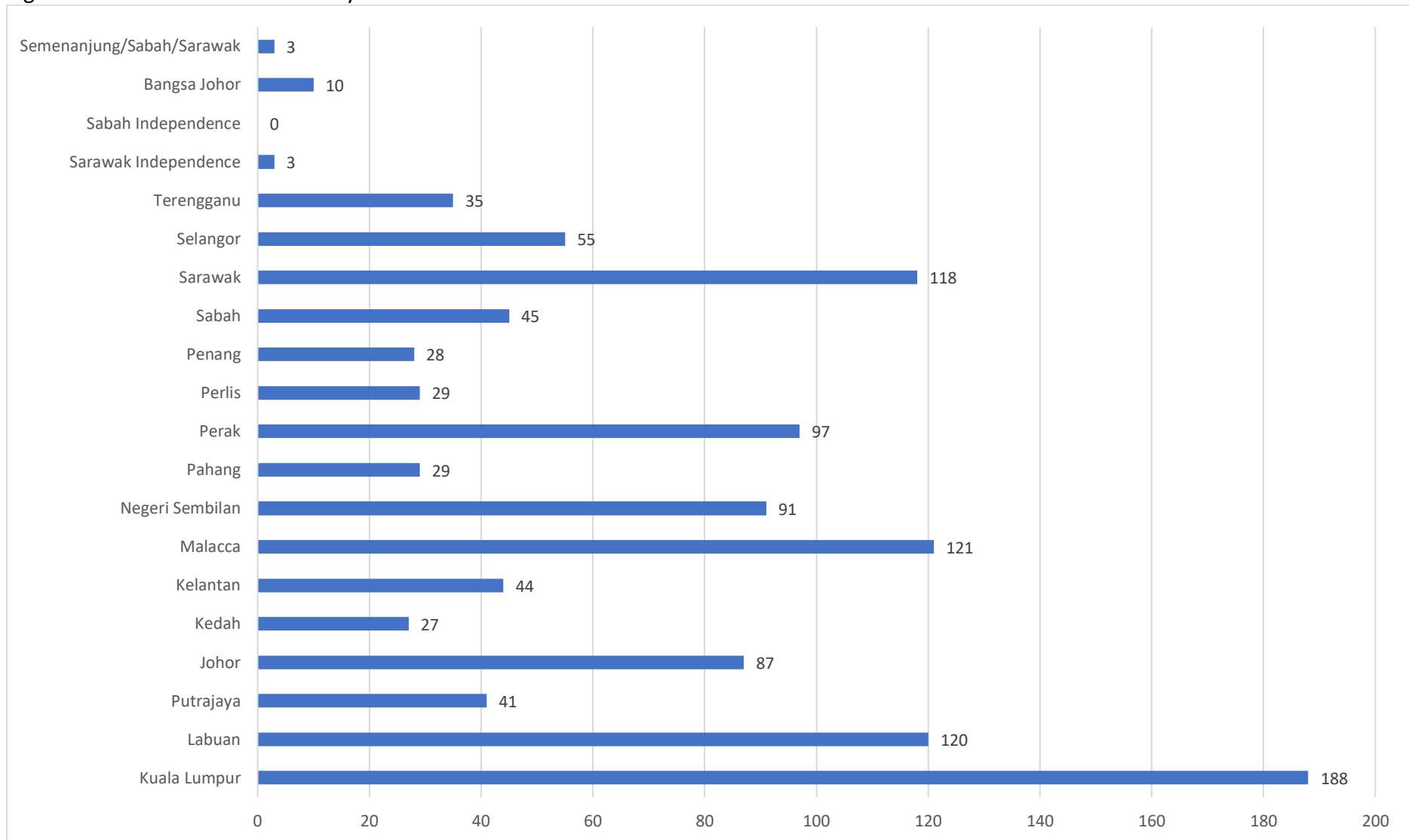
Note: Territory received the most coverage, followed by Electioneering and Ethnicity.

Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Middle class/professionals issues received the most coverage, followed by Plantation/estate workers and FELDA issues.

Figure 19.2: Breakdown of Territory Issues



Note: Kuala Lumpur received the most coverage, followed by Malacca and Labuan.