

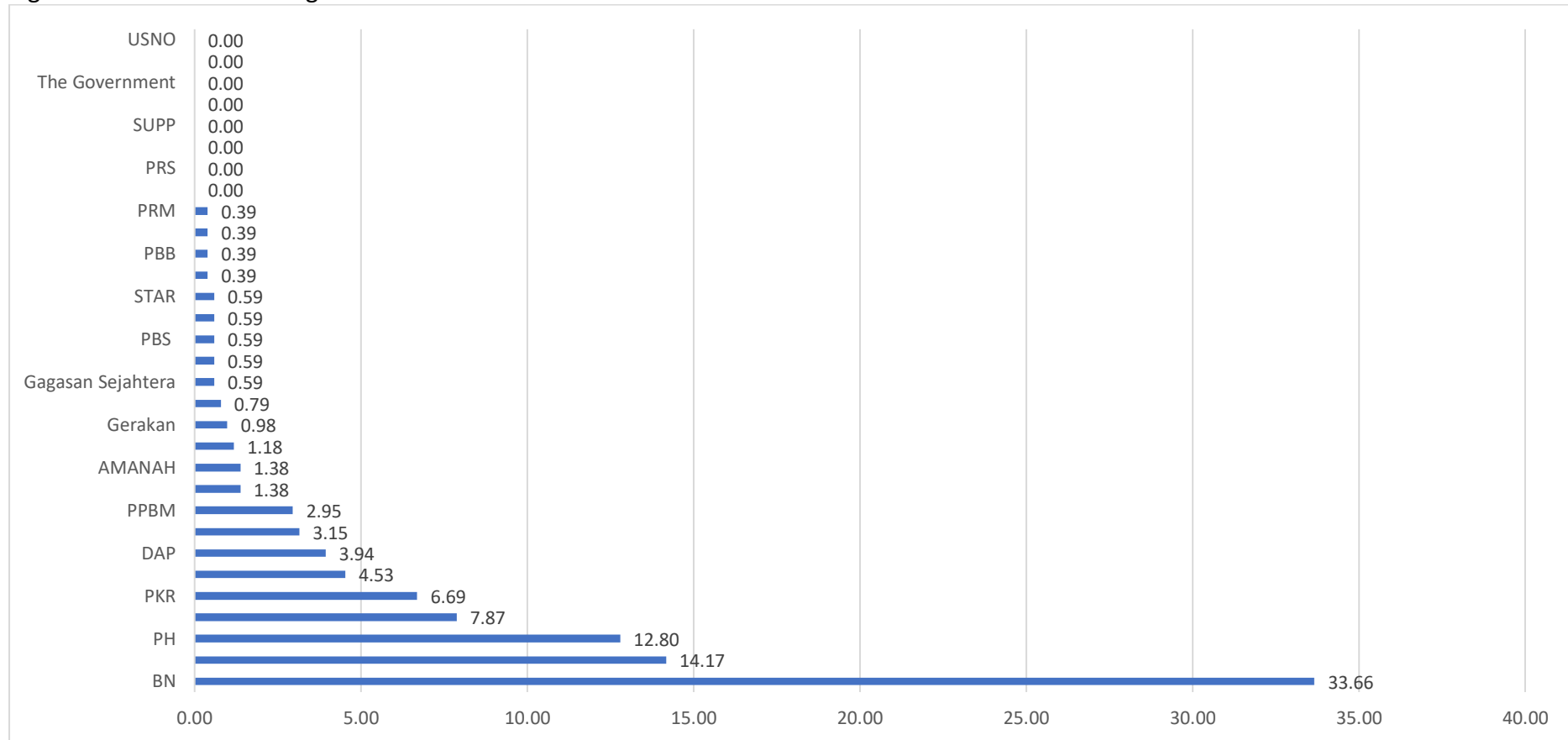
# Watching the Watchdog 2.0

## Astro Awani

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

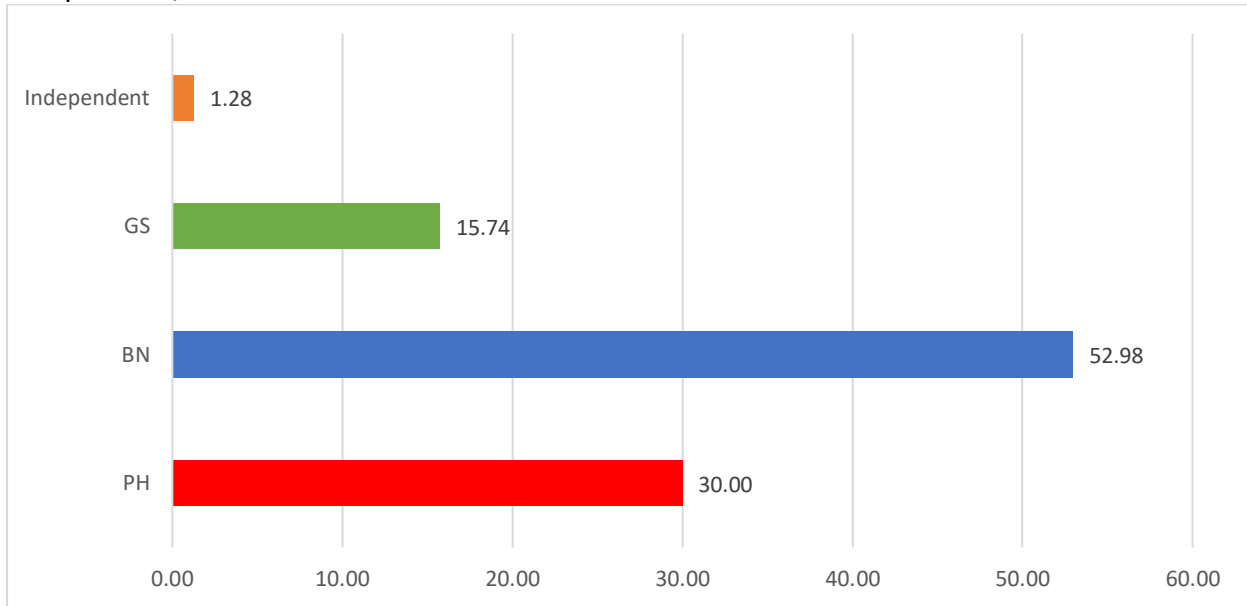
#### 1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (25.90%), followed by DAP (14.19%) and PH (13.63%).

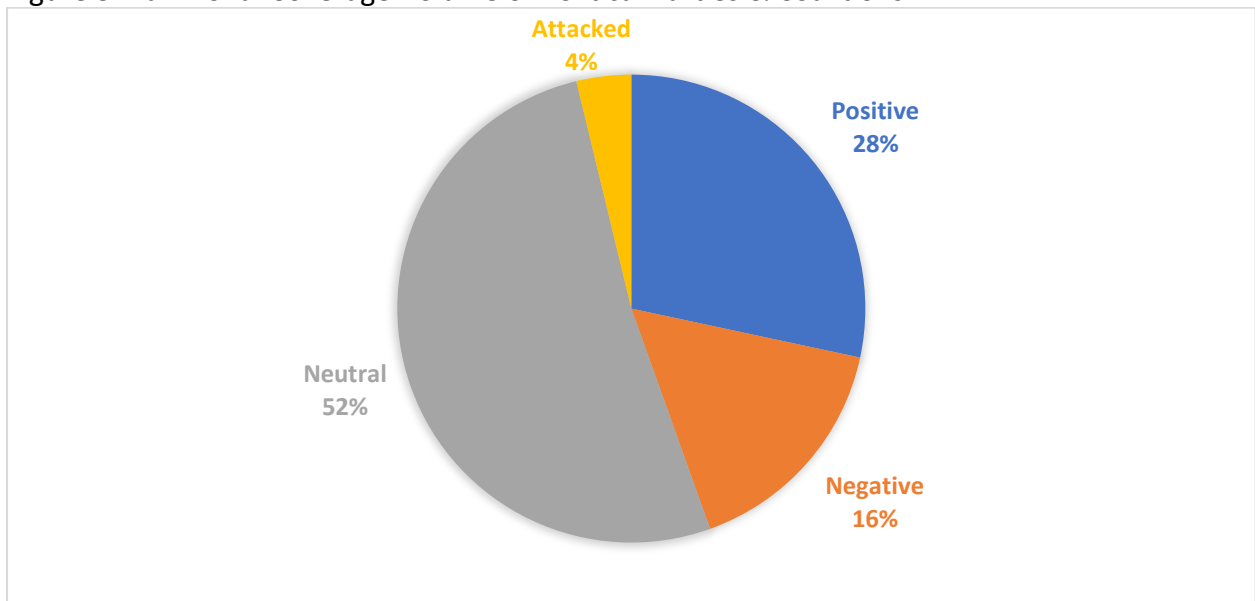
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- 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 %).

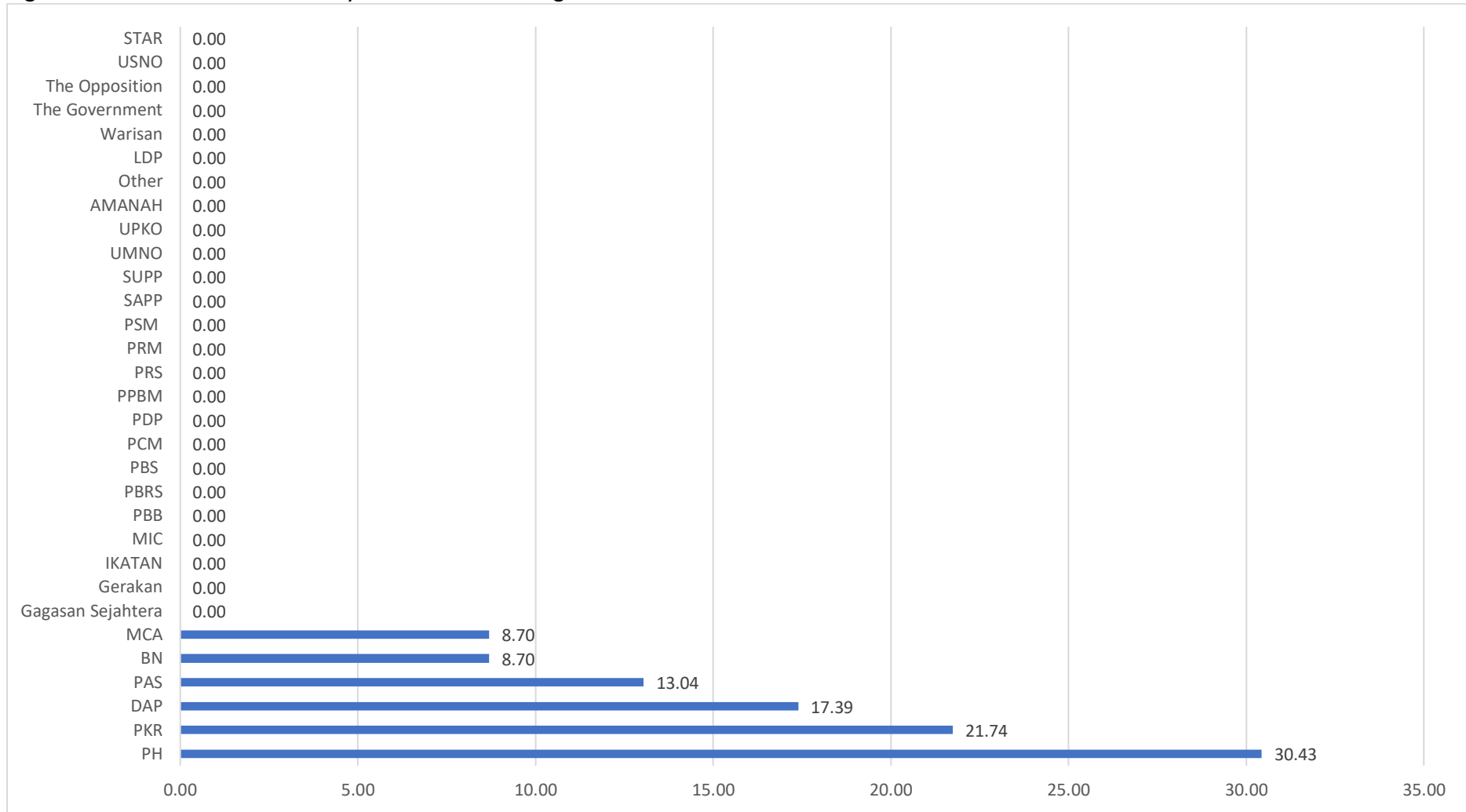
## 1.2 Tone of Coverage of Political Parties & Coalitions

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



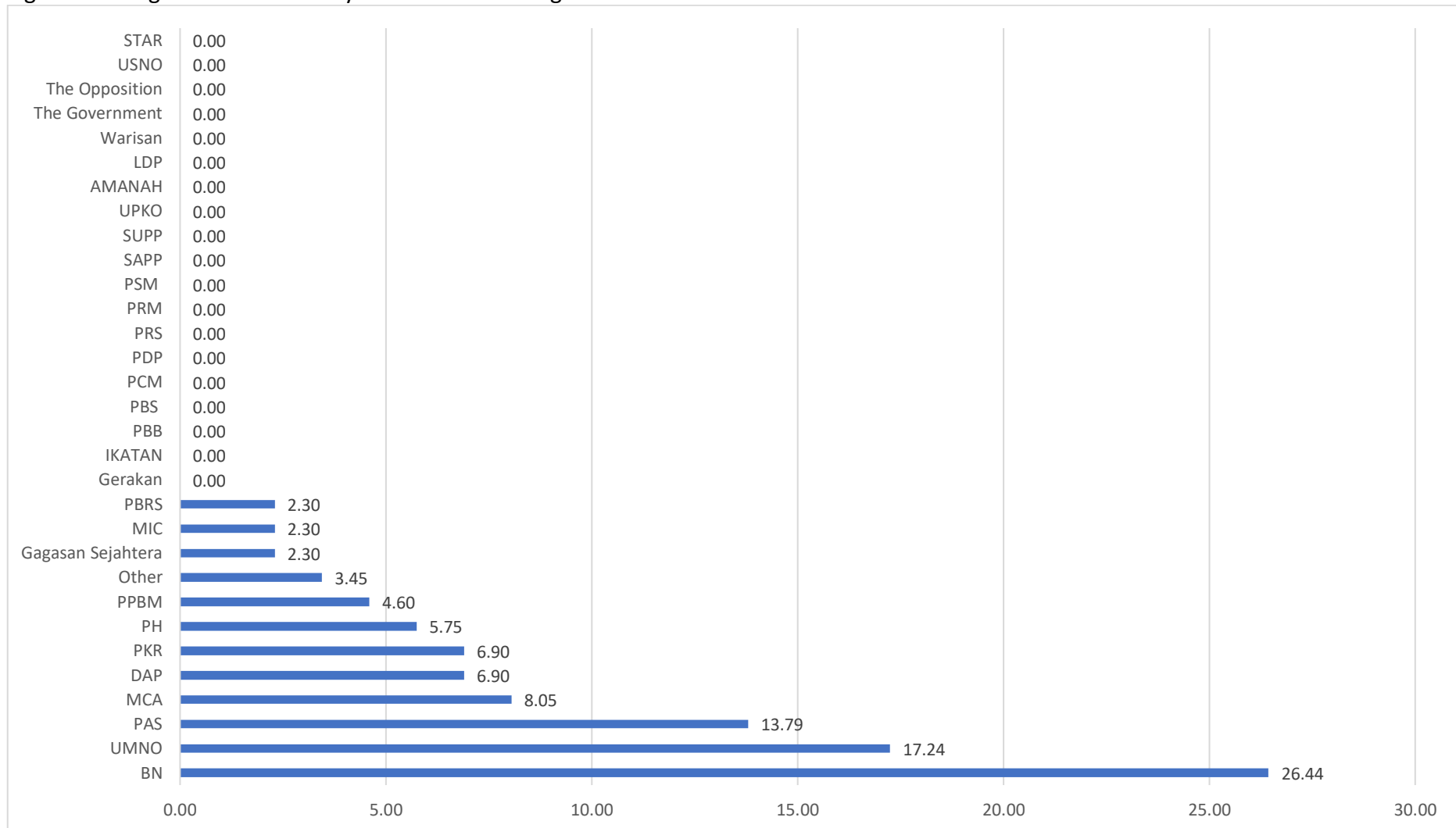
- The Neutral tone was used the most (52%), followed by Positive (24%) and Negative (16%).

Figure 4.1: Attacked Political Party & Coalition Coverage



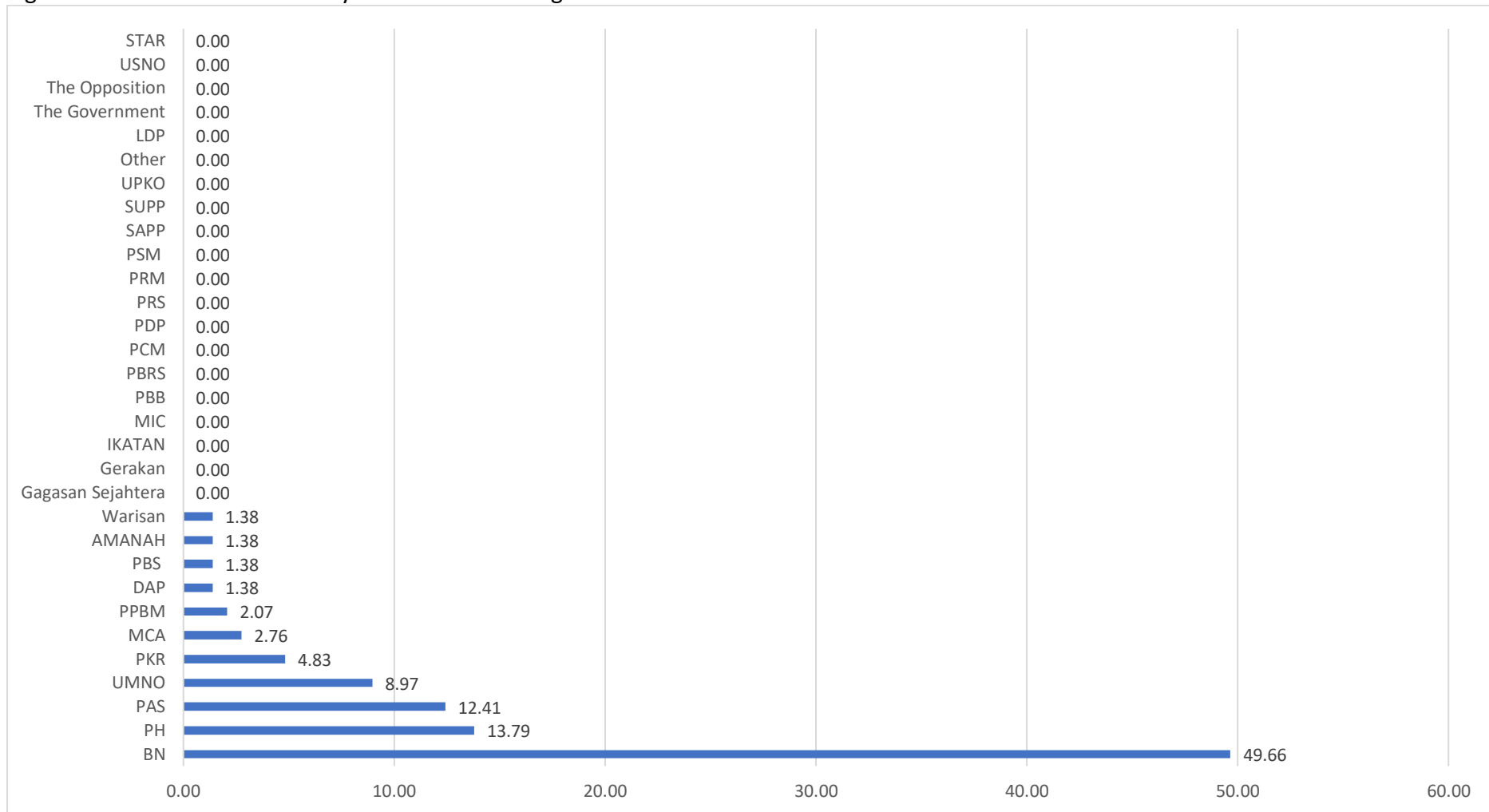
- PH was attacked the most (30.43%), followed by PKR (21.74%) and DAP (17.39%).

Figure 4.2: Negative Political Party & Coalition Coverage



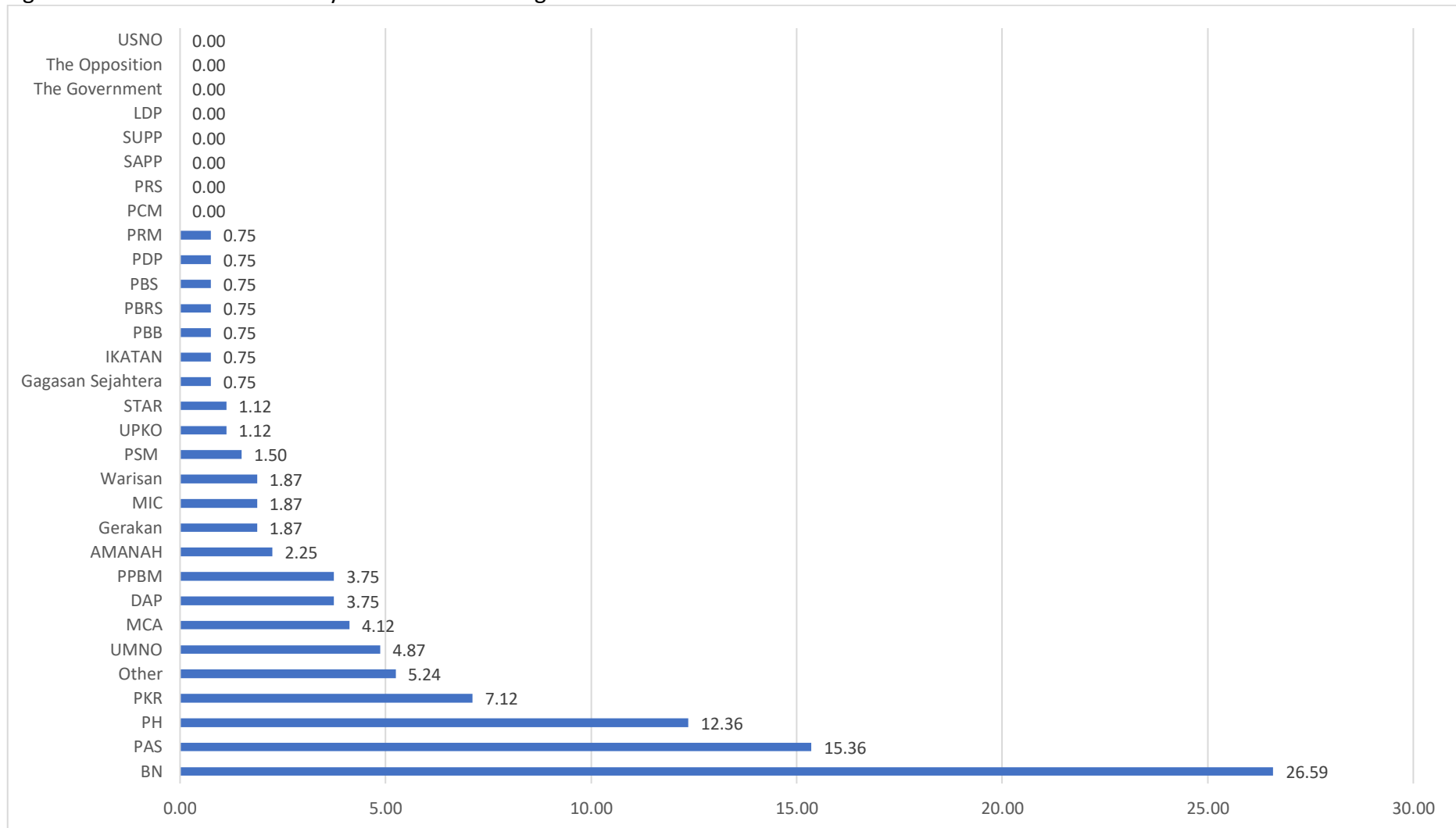
- BN received the most negative coverage (26.44%), followed by UMNO (17.24%) and PAS (13.79%).

Figure 5.1: Positive Political Party & Coalition Coverage



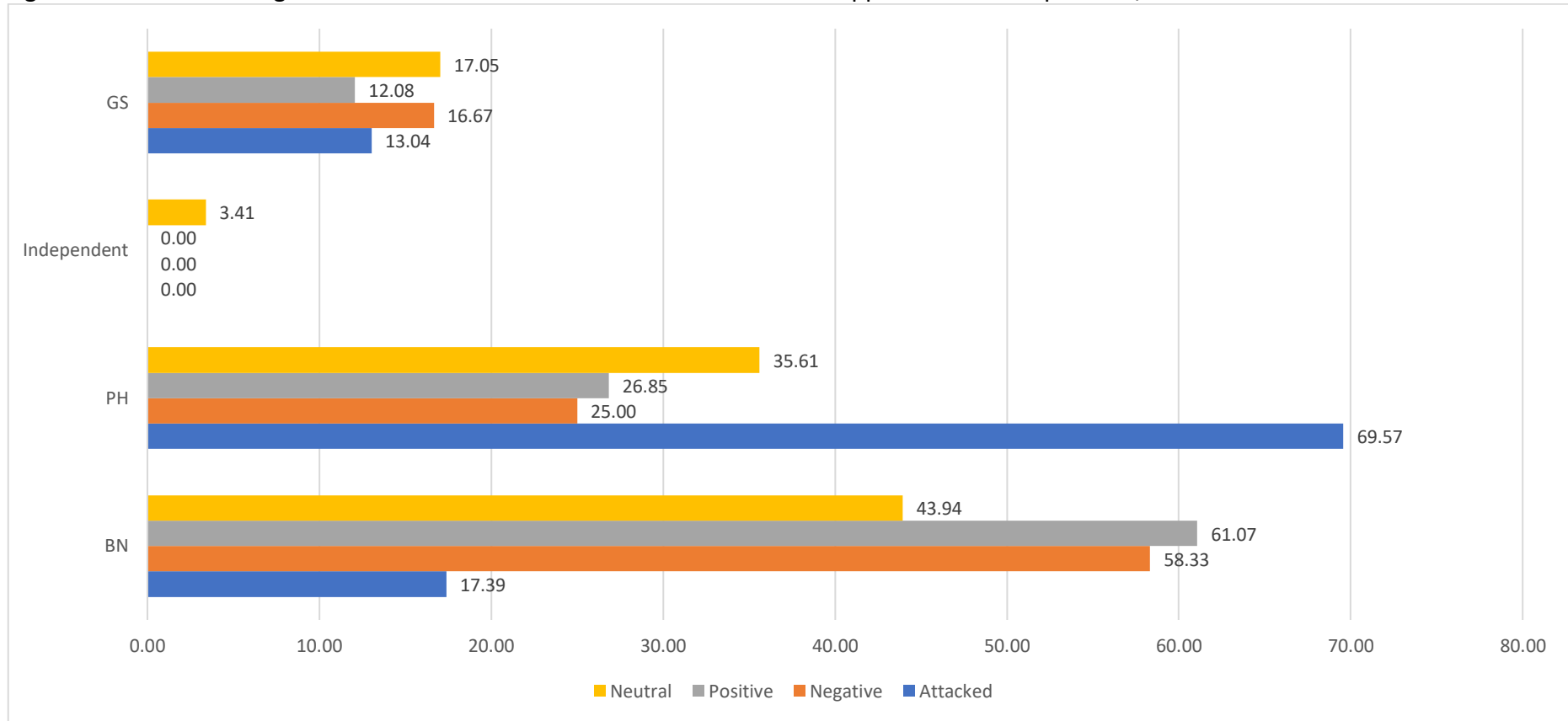
- BN received the most positive coverage (49.66%), followed by PH (13.79%) and PAS (12.41%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (26.59%), followed by PAS (15.36%) and PH (12.36%).

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

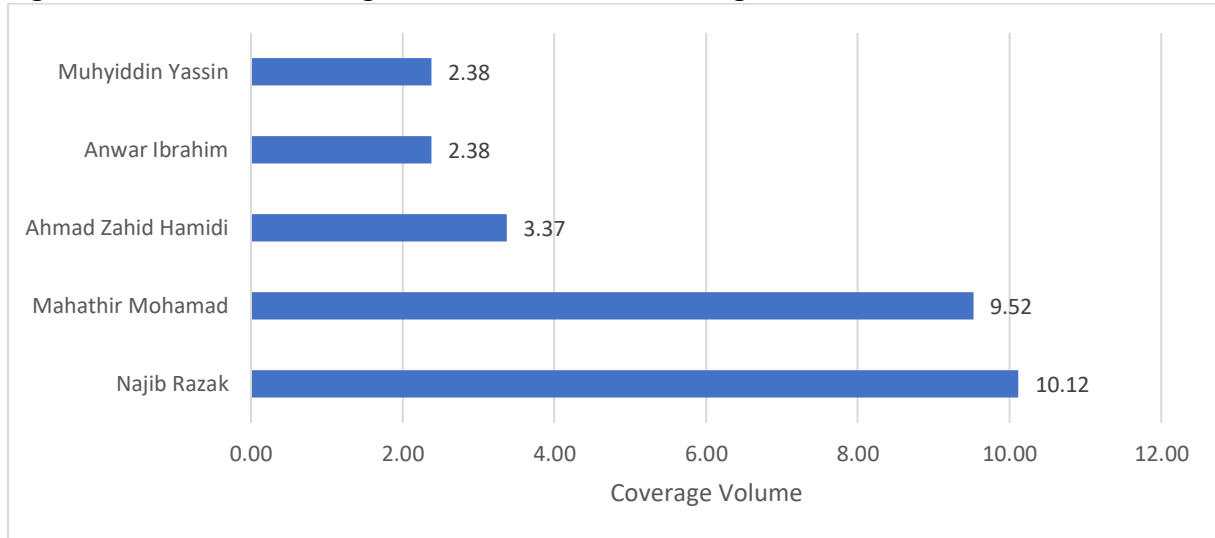


- PH received the most Attacked coverage, while BN received the most coverage for Neutral, Positive, and Negative.

## Section 2: Coverage of Politicians and Political Figures

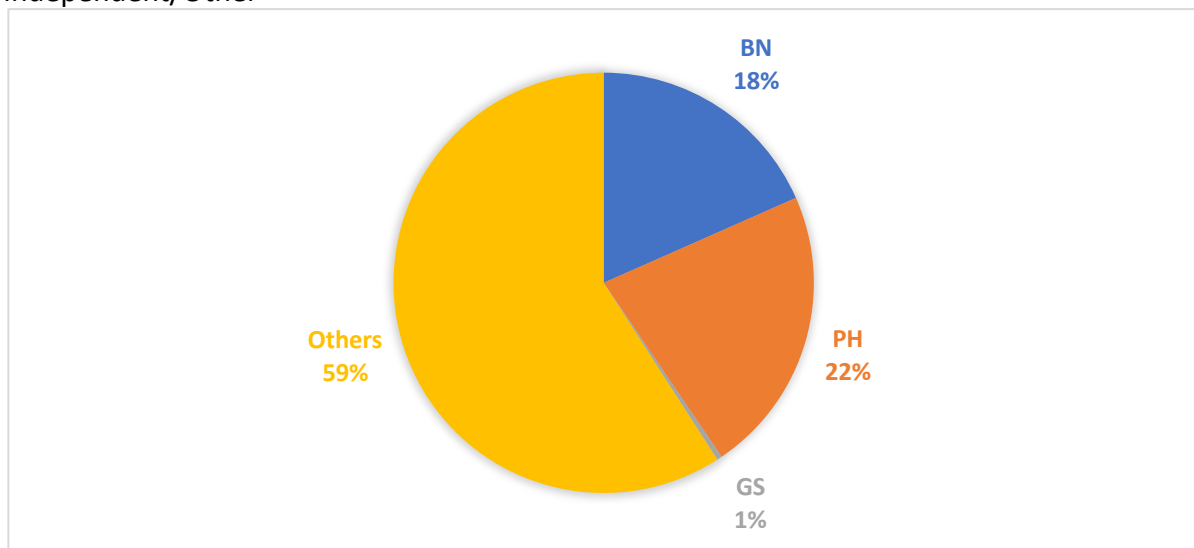
### 2.1 Volume of Coverage of Politicians & Political Figures

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, Najib Razak received the most mentions by a significant proportion (10.12%), followed by Mahathir Mohamad (9.52%).

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

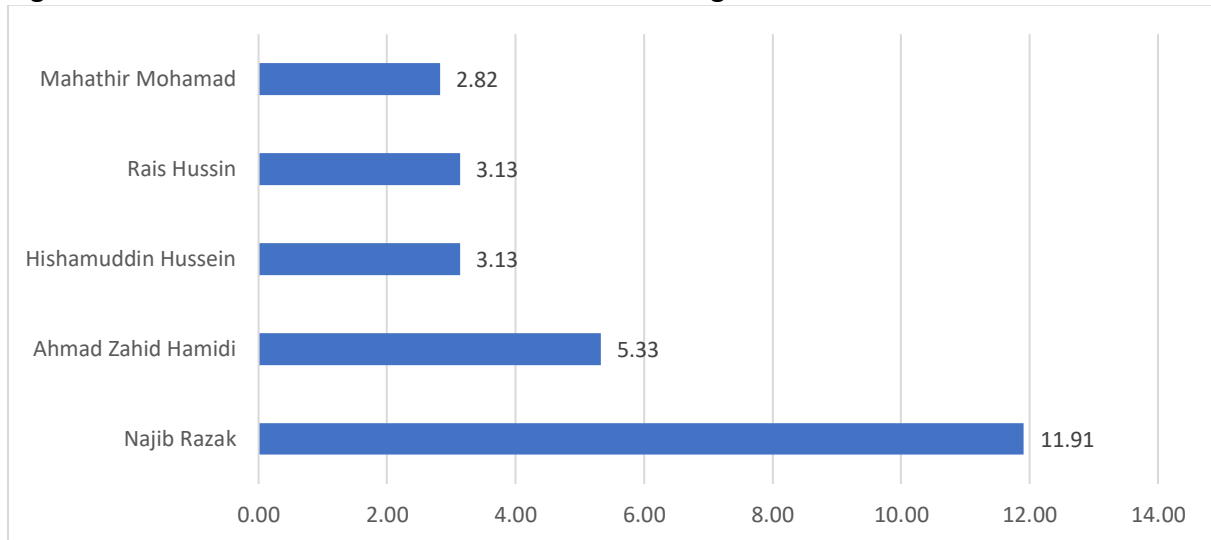


- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures from both major coalitions is skewed towards Others (59%).



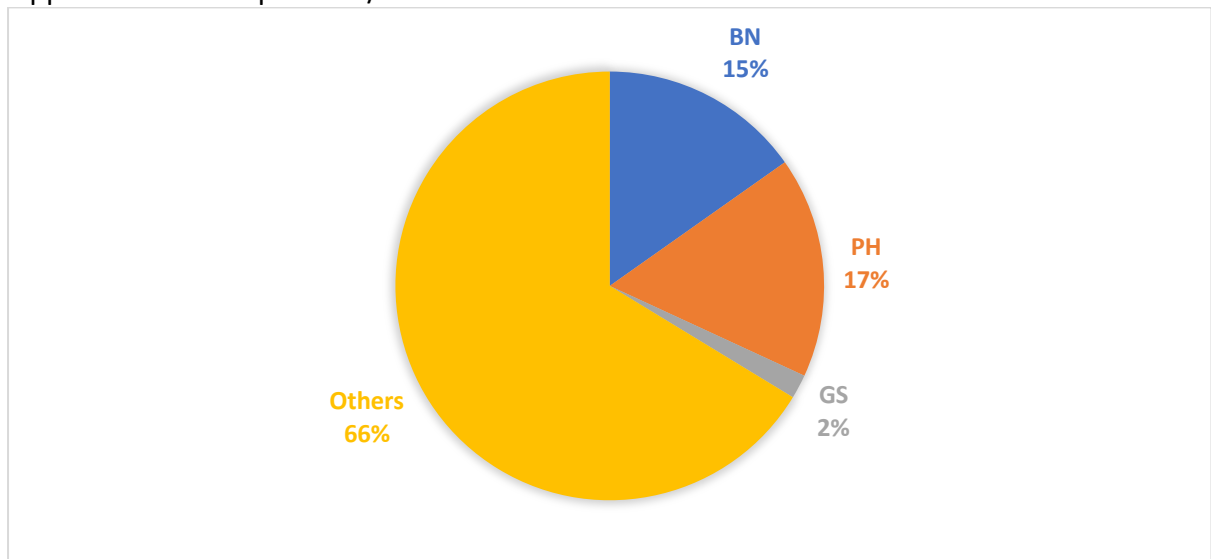
## 2.2 Volume of the Use of Politicians & Political Figures as Sources

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 (11.91%), followed by Ahmad Zahid Hamidi (5.33%).

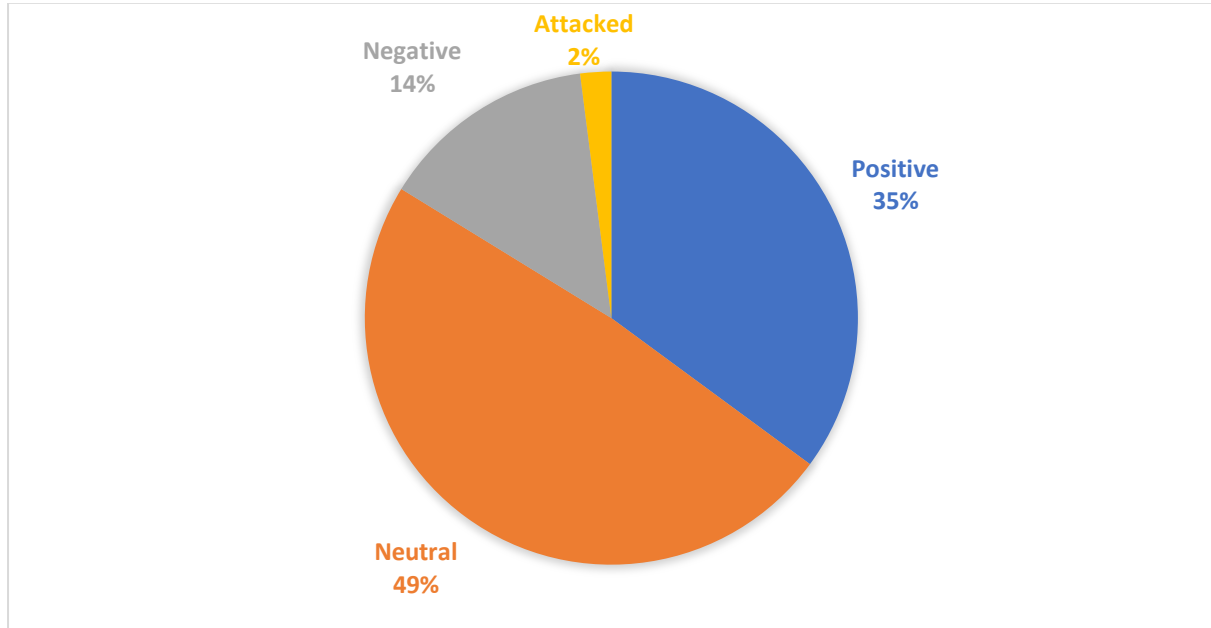
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 Others (66%).

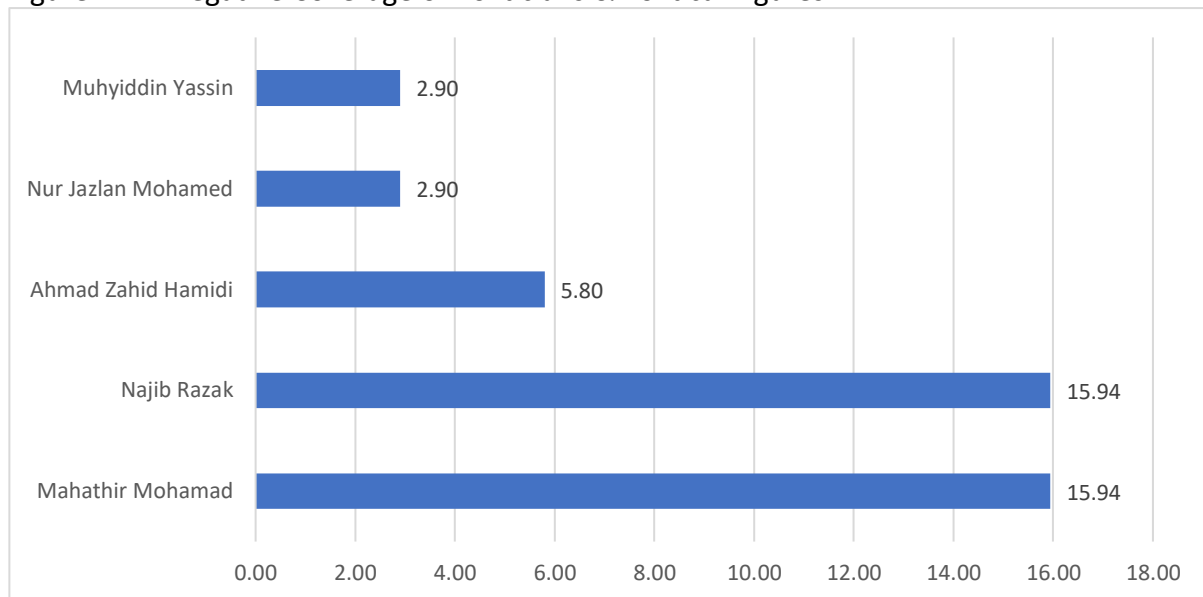
### 2.3 Tone of Coverage of Politicians & Political Figures

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



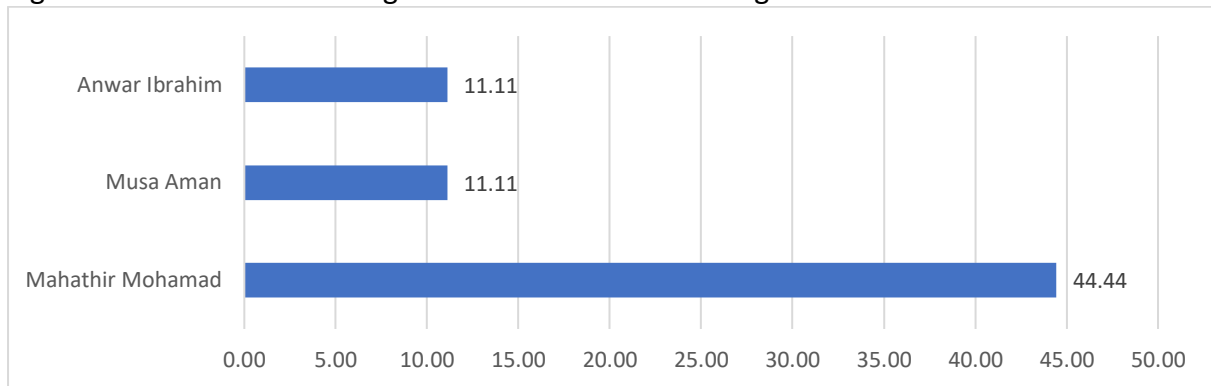
- Of all the tonal categories used in the coverage of politicians and political figures, the neutral category was used the most often (49%), followed by the positive category (35%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



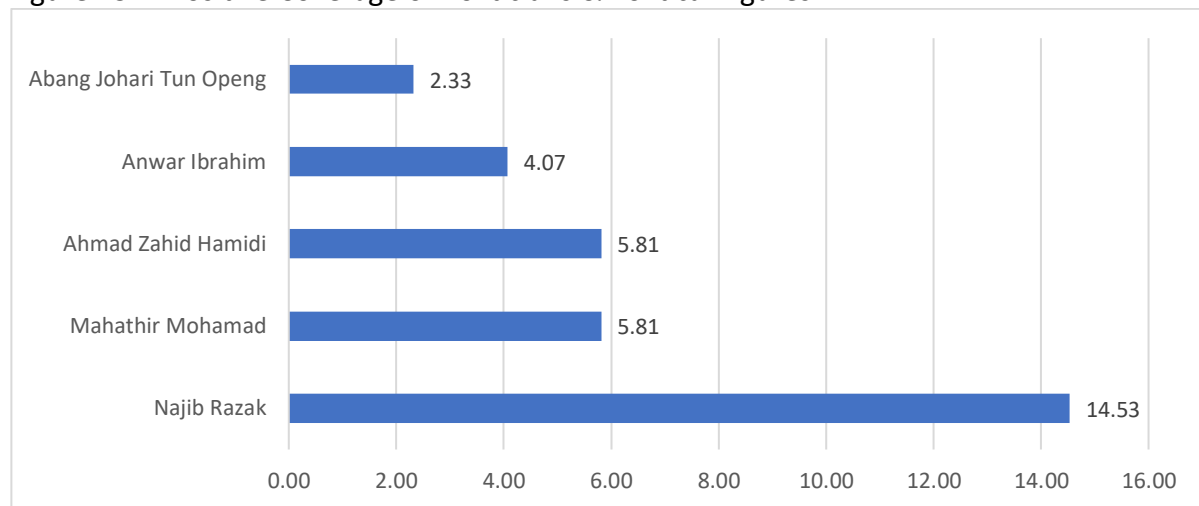
- In terms of the tone of mentions of politicians and political figures, both Mahathir Mohamad and Najib Razak received the most negative coverage (15.94%), followed by Ahmad Zahid Hamidi (5.8%)

Figure 12.2: Attacked Coverage of Politicians & Political Figures



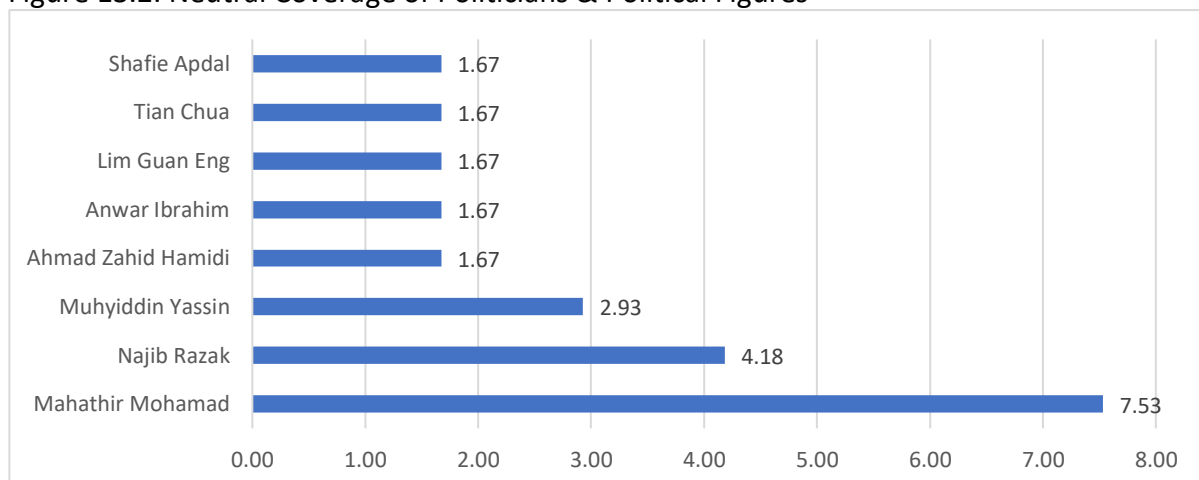
- Mahathir Mohamad was the most attacked (44.44%), followed by both Musa Aman and Anwar Ibrahim (11.11%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



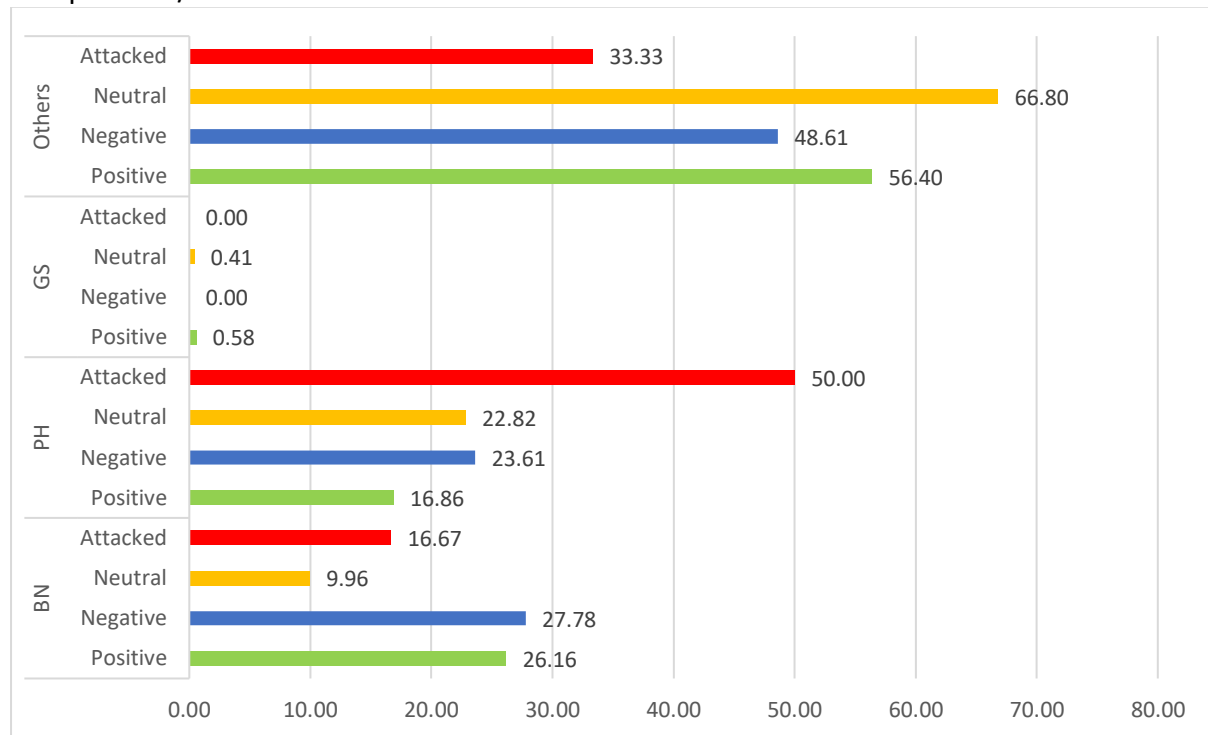
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most positive coverage (14.53%), followed by both Mahathir Mohamad and Ahmad Zahid Hamidi (5.81%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Mahathir Mohamad received the most neutral coverage (7.53%), followed by Najib Razak (4.18%).

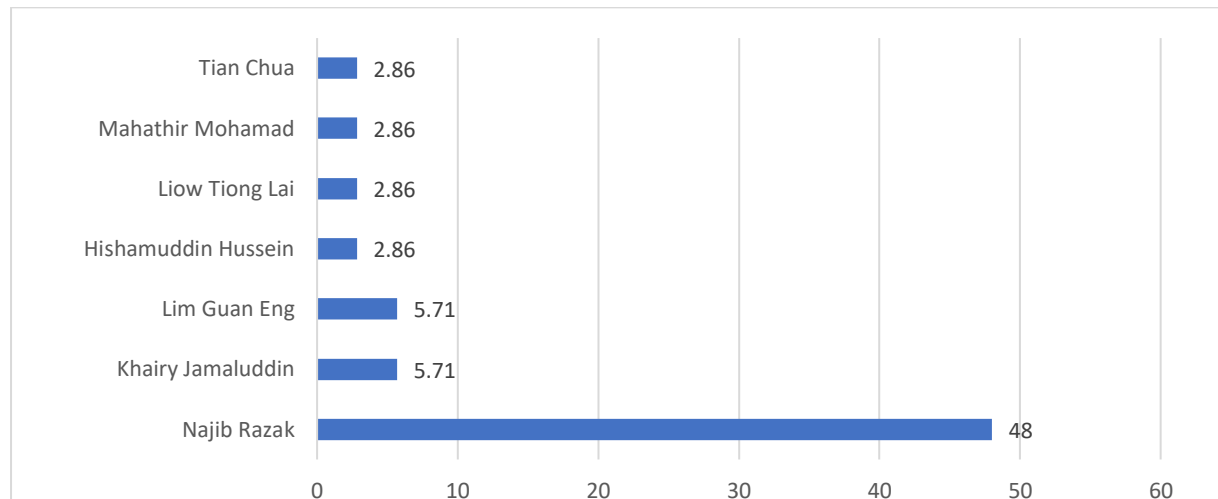
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, Independent/ Others received the most positive, negative, and neutral coverage whereas PH received the most positive coverage.

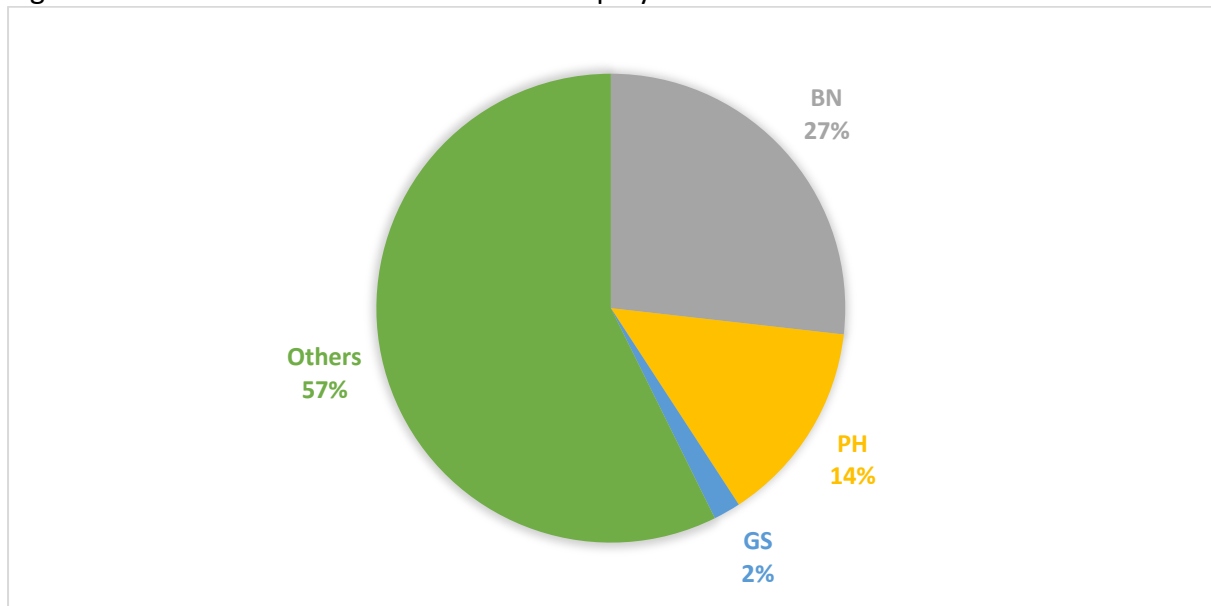
#### 2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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 politicians most likely to engage in attack politics (48%), followed by both Khairy Jamaluddin and Lim Guan Eng (5.71%).

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

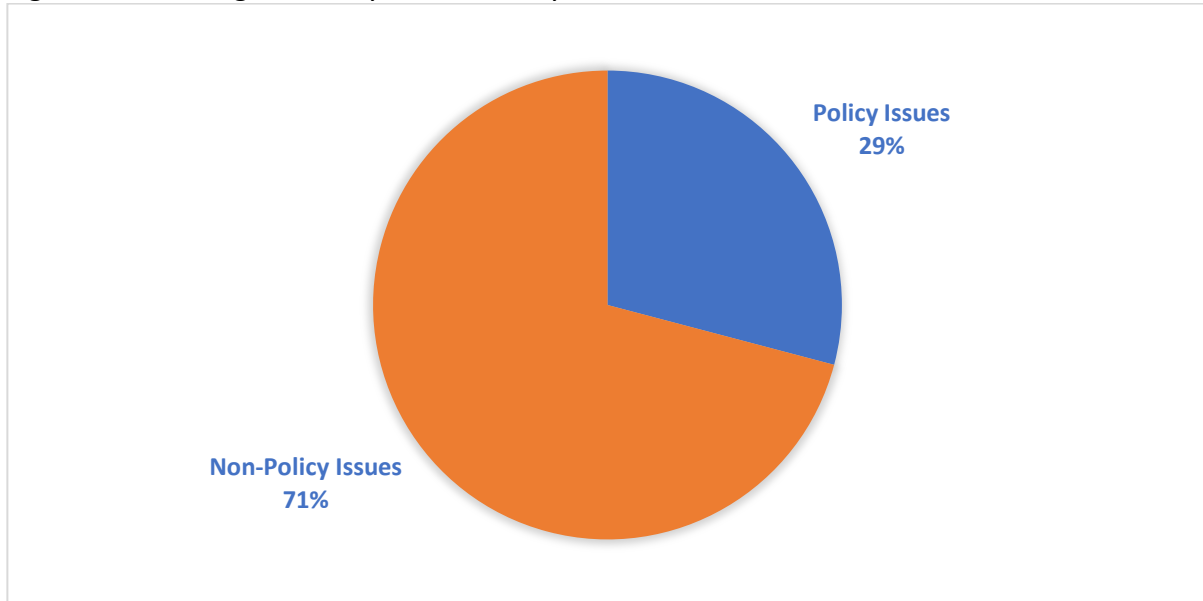


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/ Other parties (57%) coalition politicians engaged in attack politics more often than BN (27%) and PH (14%).

Section 3: Coverage of Issues

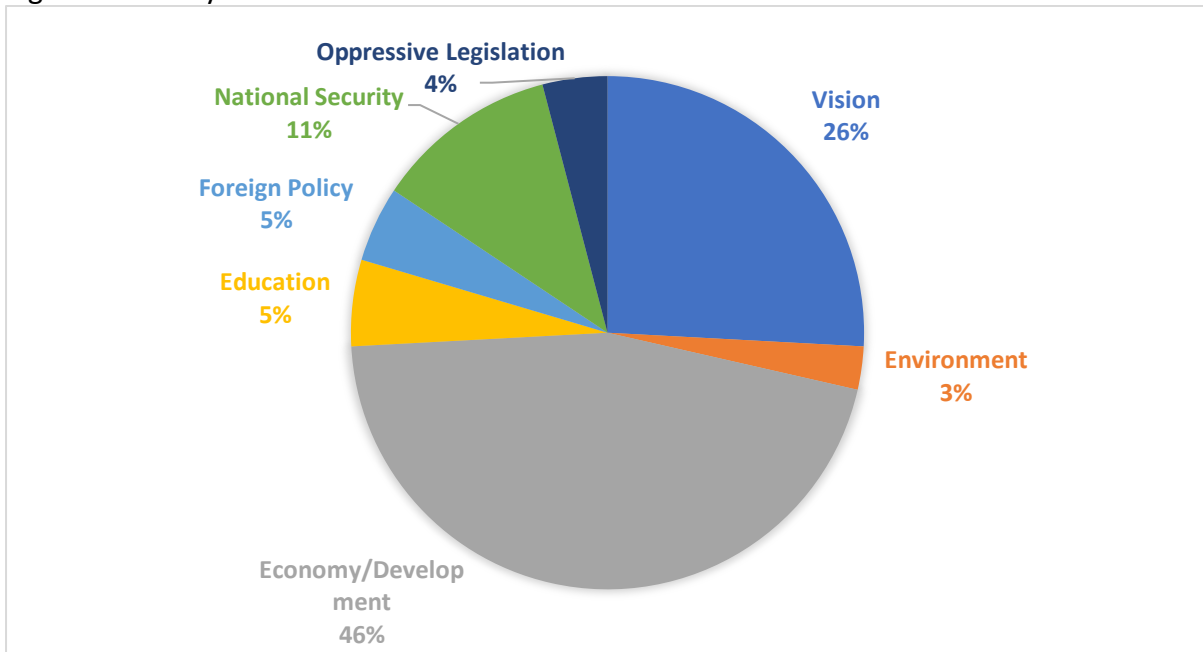
**3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues**

Figure 17: Coverage of Policy vs Non-Policy Issues



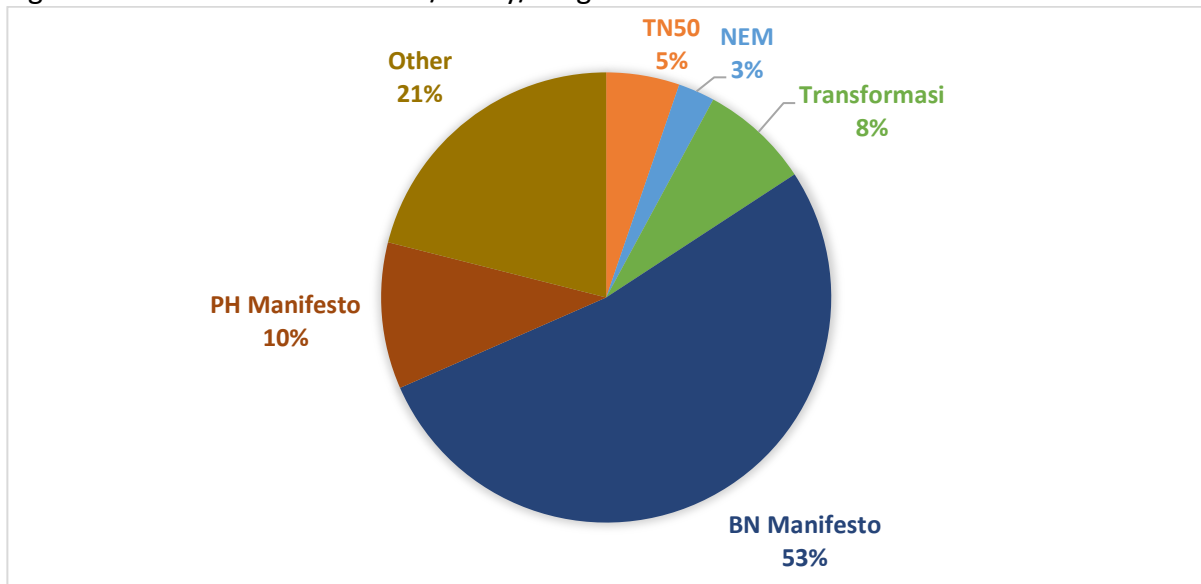
Note: More coverage of non-policy issues than policy issues.

Figure 18: Policy Issues



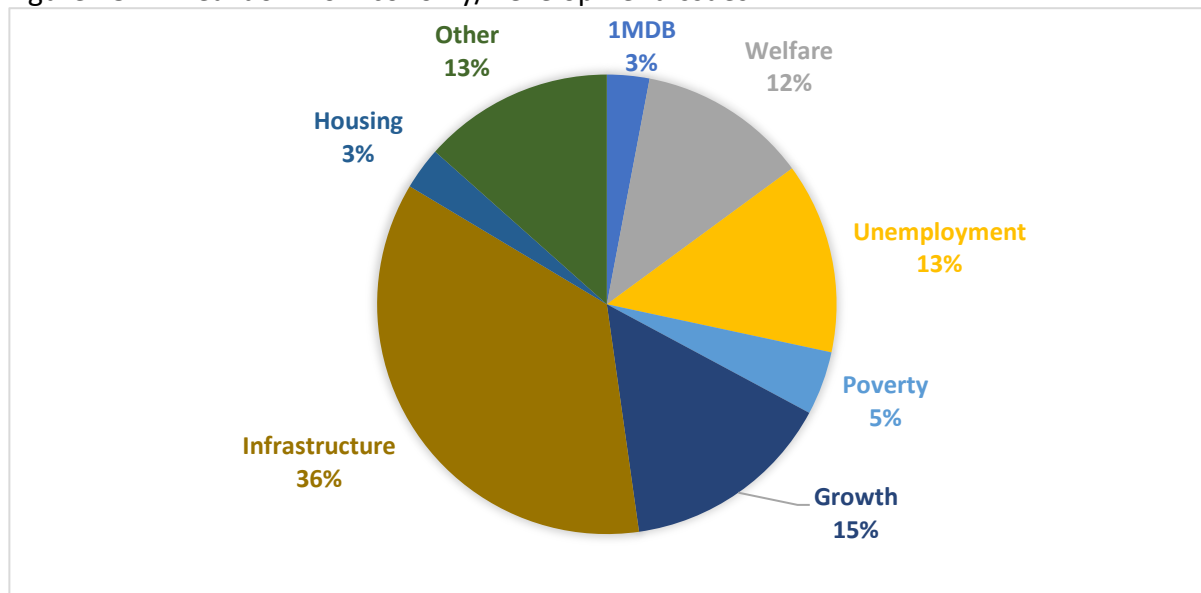
Note: Economy/Development was the most covered, followed by Vision and National Security. No mention at all about Religion.

Figure 18.1: Breakdown of vision/Policy/Programme



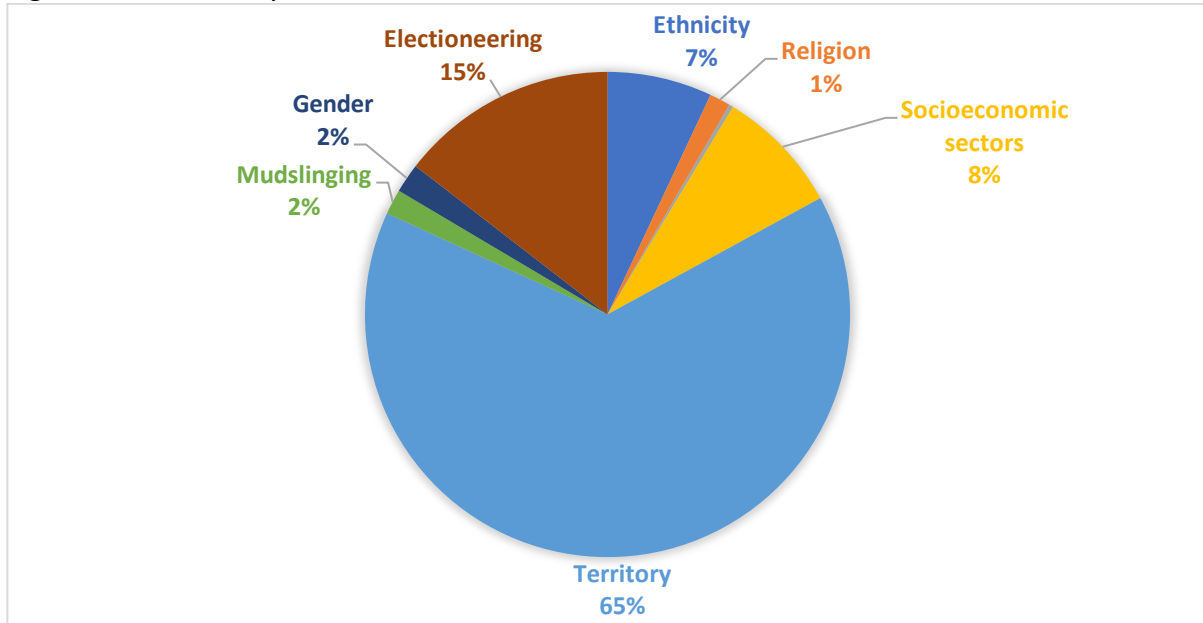
Note: As expected, BN Manifesto got the most coverage, more than 5x the coverage of PH Manifesto. Gagasan Manifesto received no coverage at all.

Figure 18.2: Breakdown of Economy/Development Issues



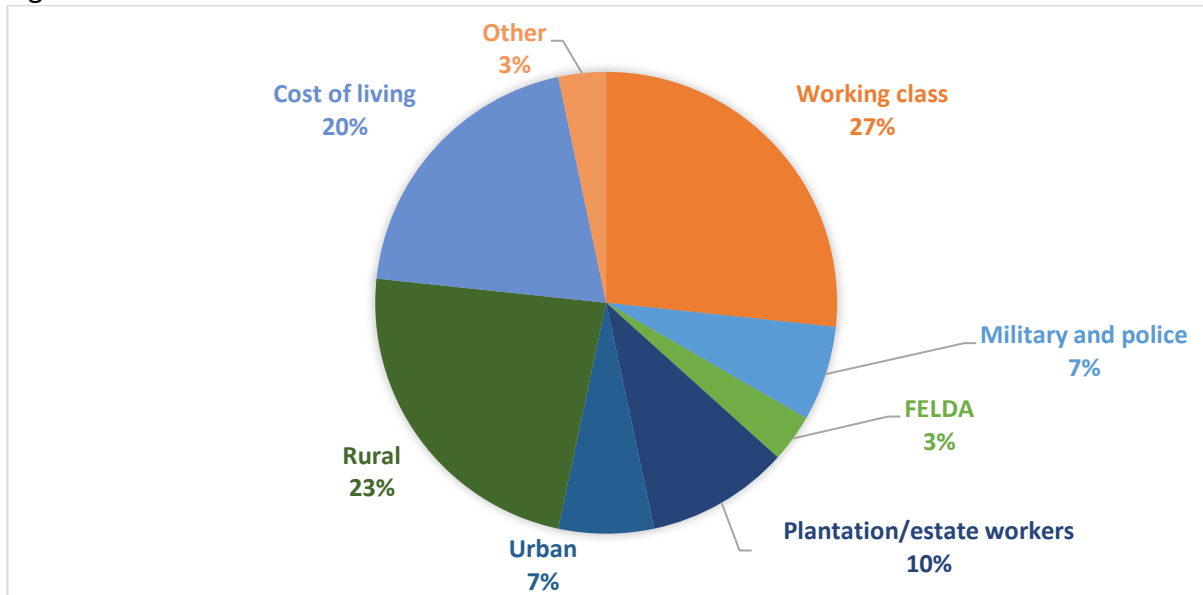
Note: No coverage of GST, contrary to initial expectations. Infrastructure was the highest, followed by Growth and Unemployment

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. Electioneering and Socioeconomic sectors were the next two most covered issues by the Astro Awani.

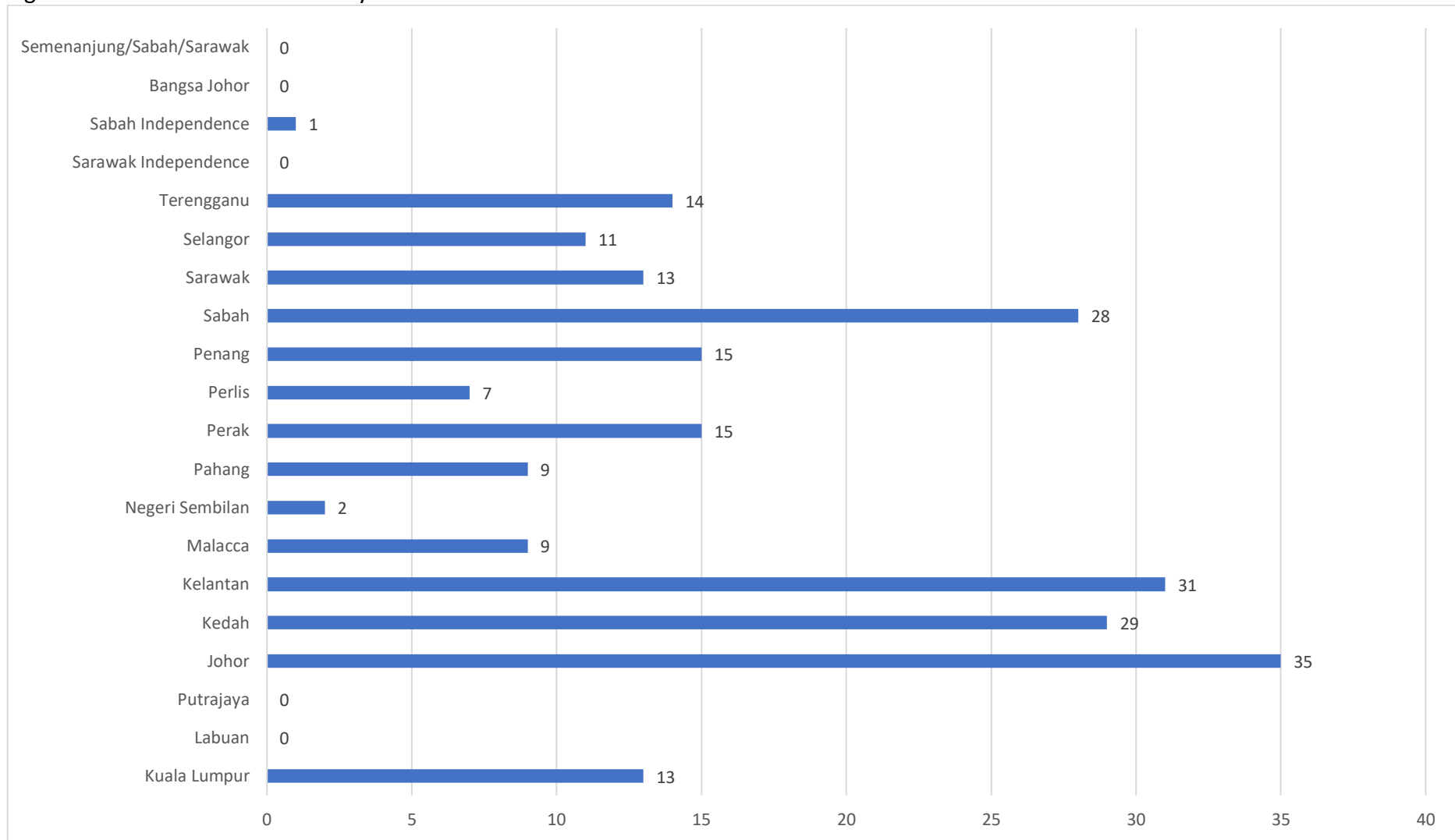
Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Working class and Rural sectors received the most coverage.



Figure 19.2: Breakdown of Territory Issues



Note: Johor, Kelantan, and Sabah were the three most covered states.