

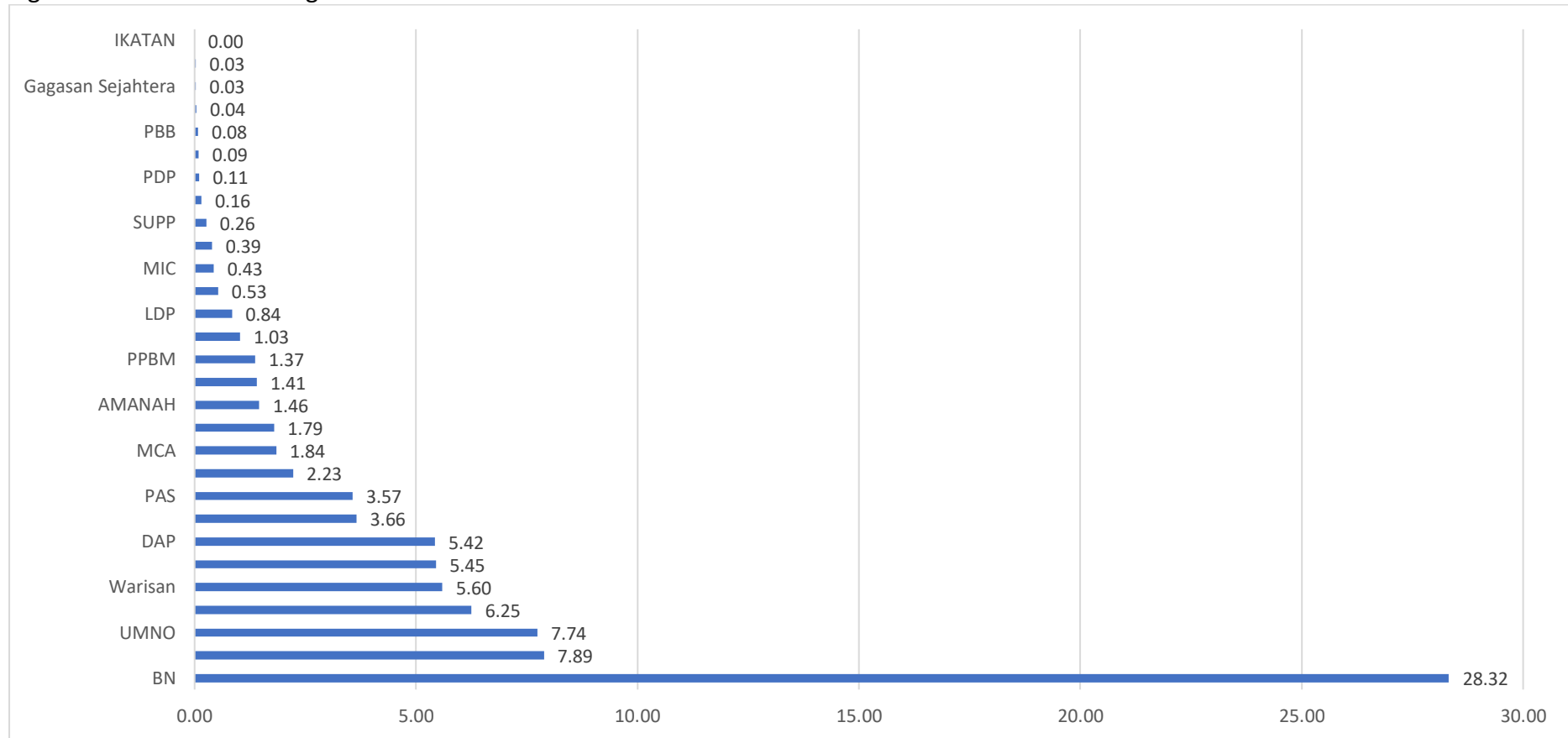
Watching the Watchdog 2.0

Daily Express

Section 1: Coverage of Political Parties and Coalitions

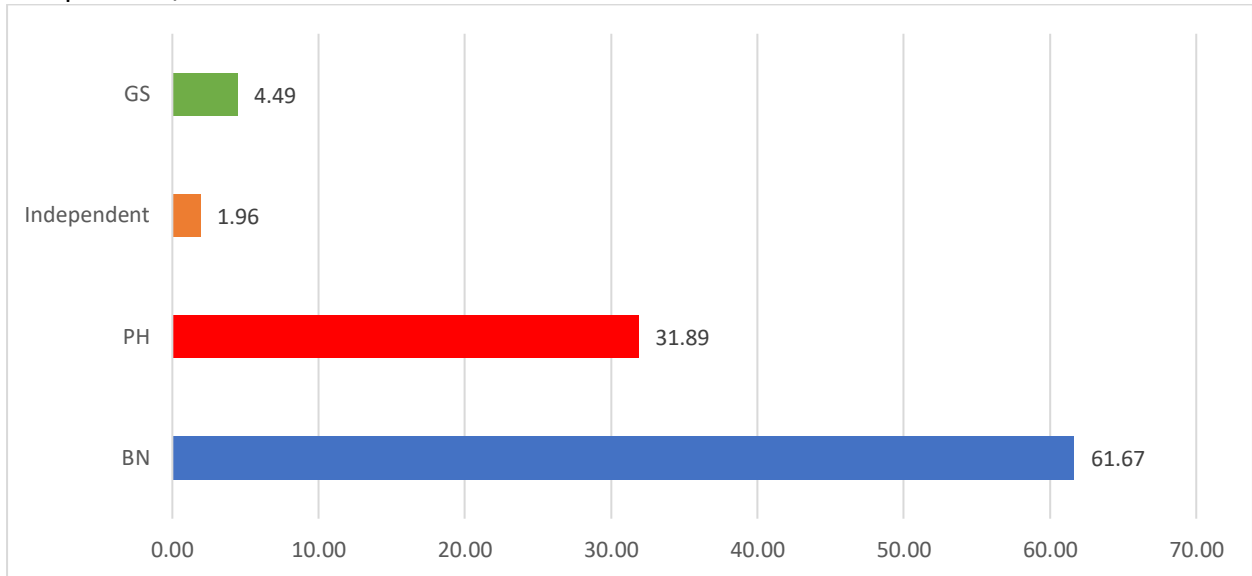
1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (28.32%), followed by UMNO (7.74%) and PH (6.25%).

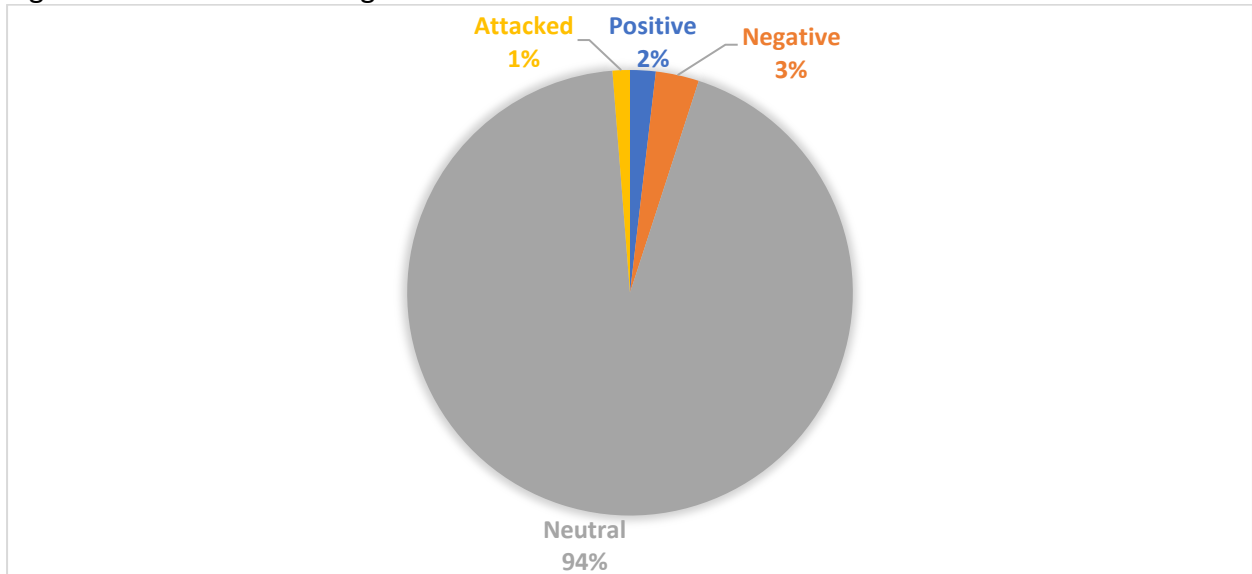
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (61.67%), followed by PH (31.89%) and GS (4.49%).

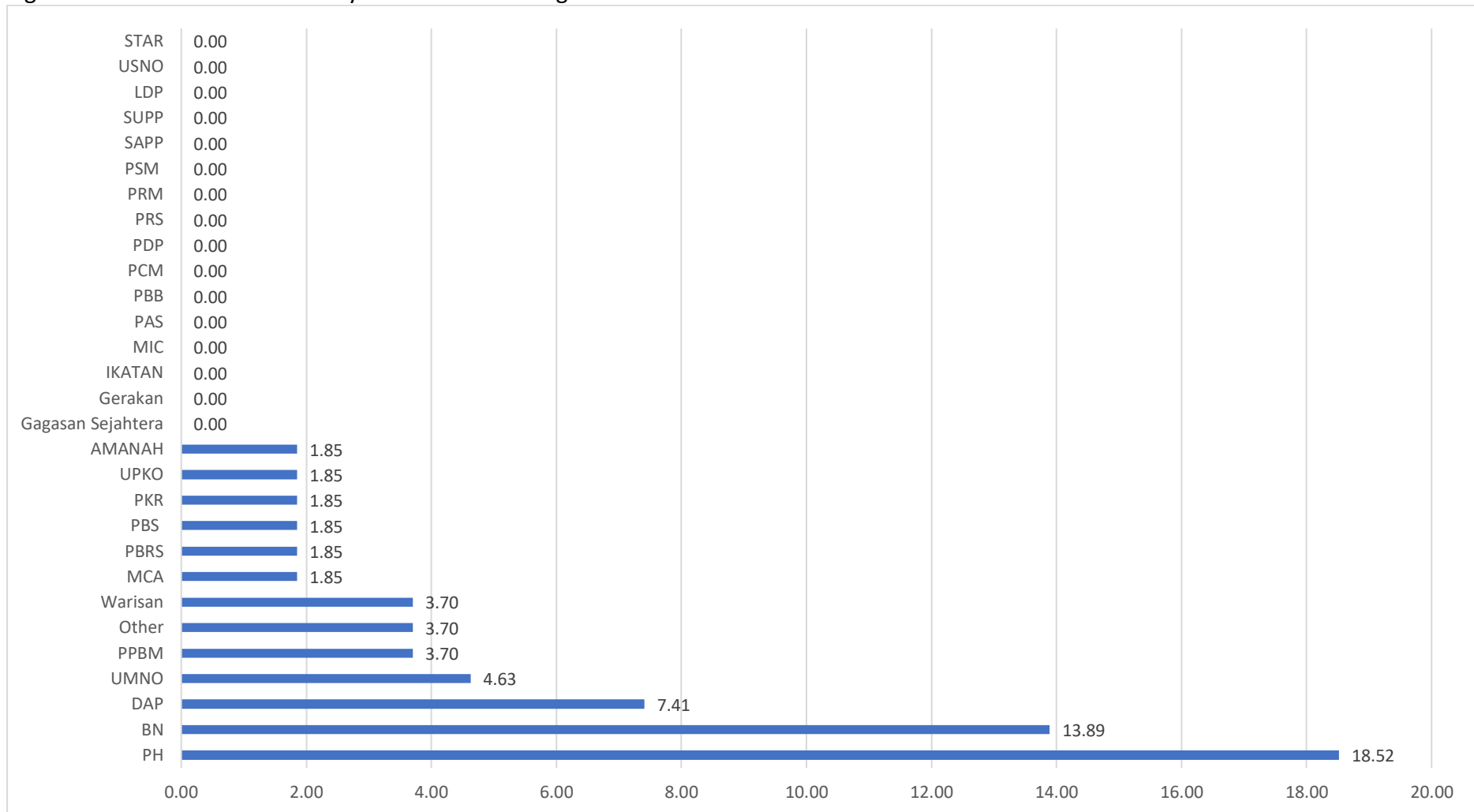
1.2 Tone of Coverage of Political Parties & Coalitions

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



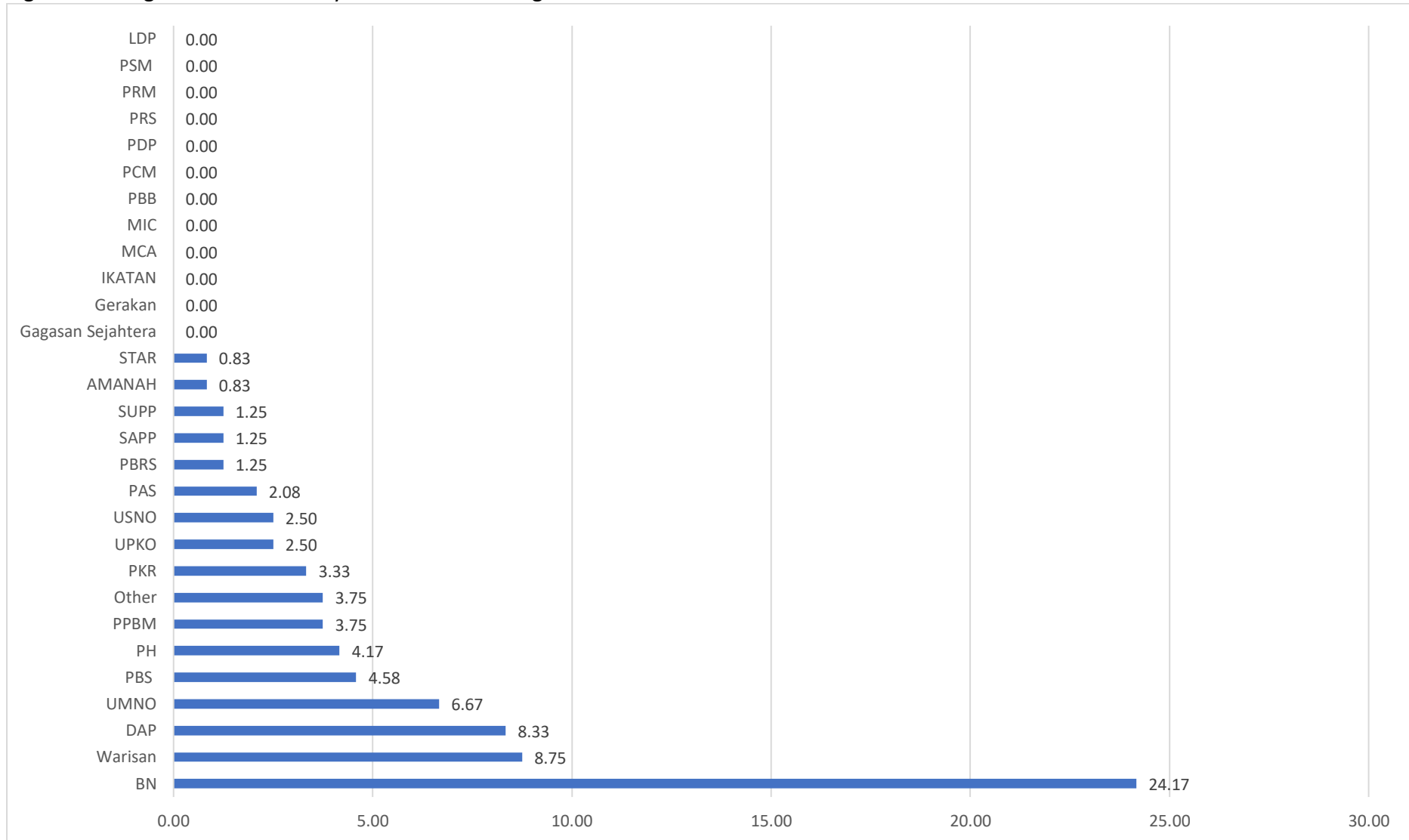
- The Neutral tone was used the most (94%), followed by Negative (3%) and Positive (2%).

Figure 4.1: Attacked Political Party & Coalition Coverage



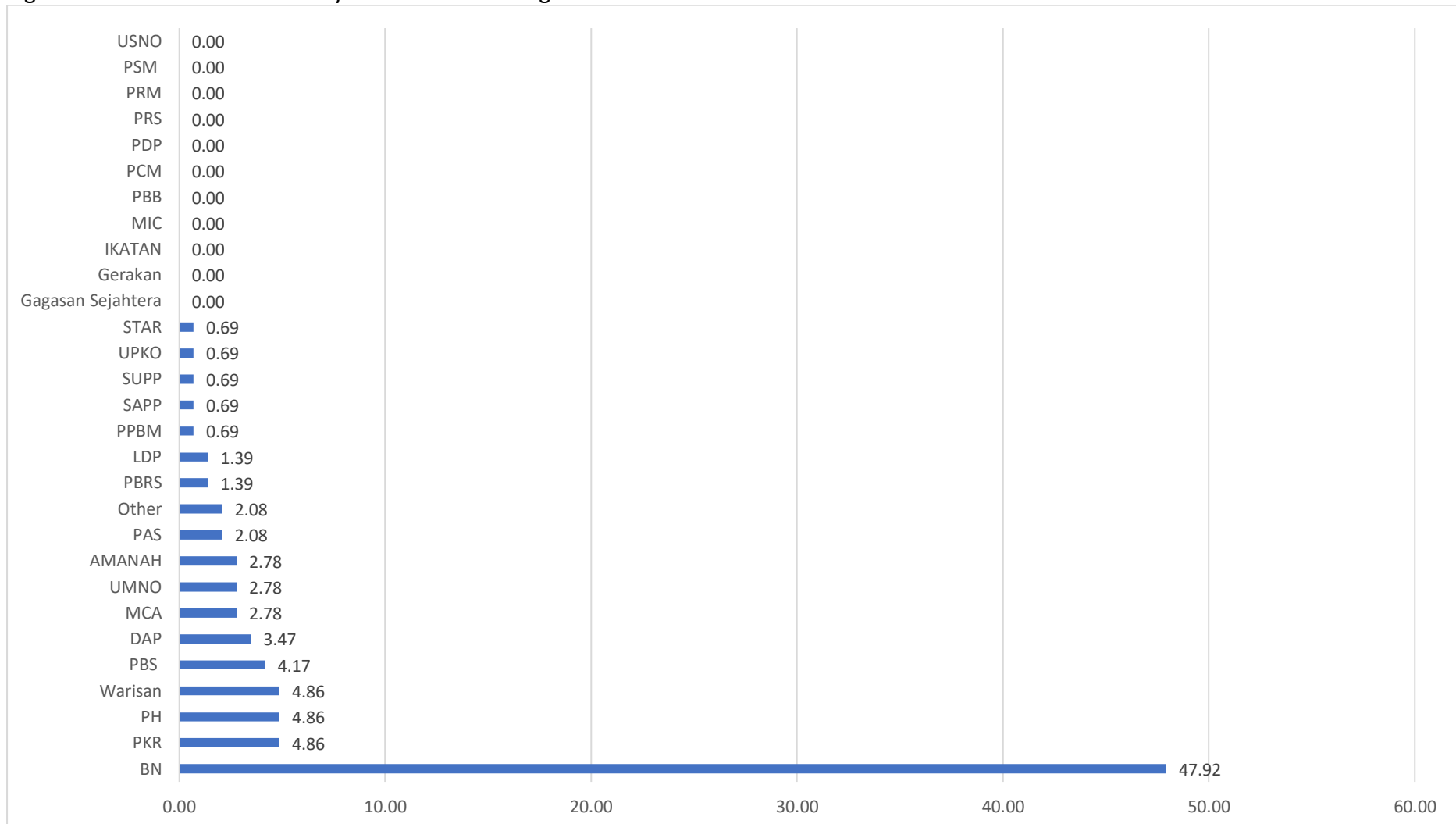
- PH received the most Attacked coverage (18.52%), followed by BN (13.89%) and DAP (7.41%).

Figure 4.2: Negative Political Party & Coalition Coverage



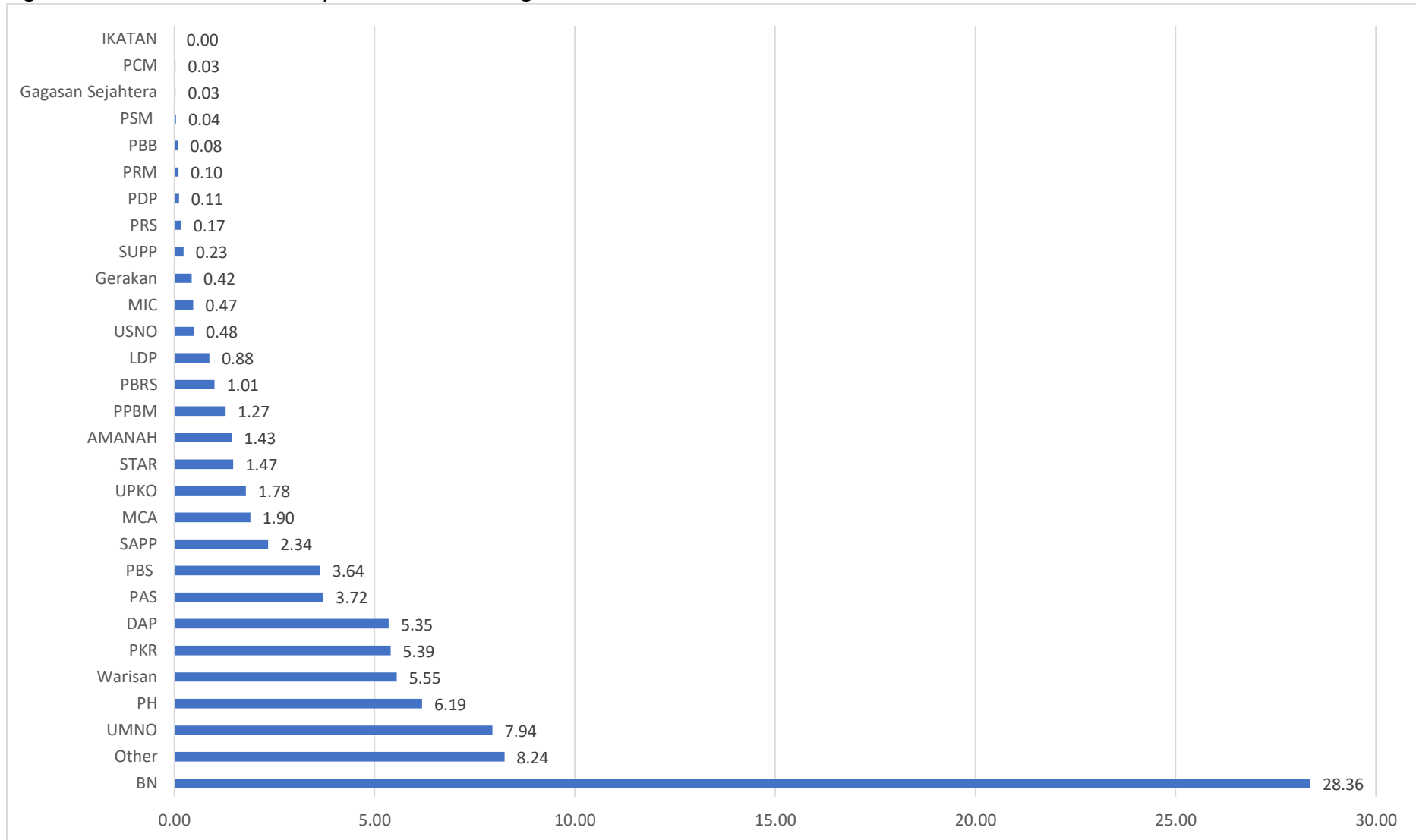
- BN received the most Negative coverage (24.17%), followed by Warisan (8.75%) and DAP (8.33%).

Figure 5.1: Positive Political Party & Coalition Coverage



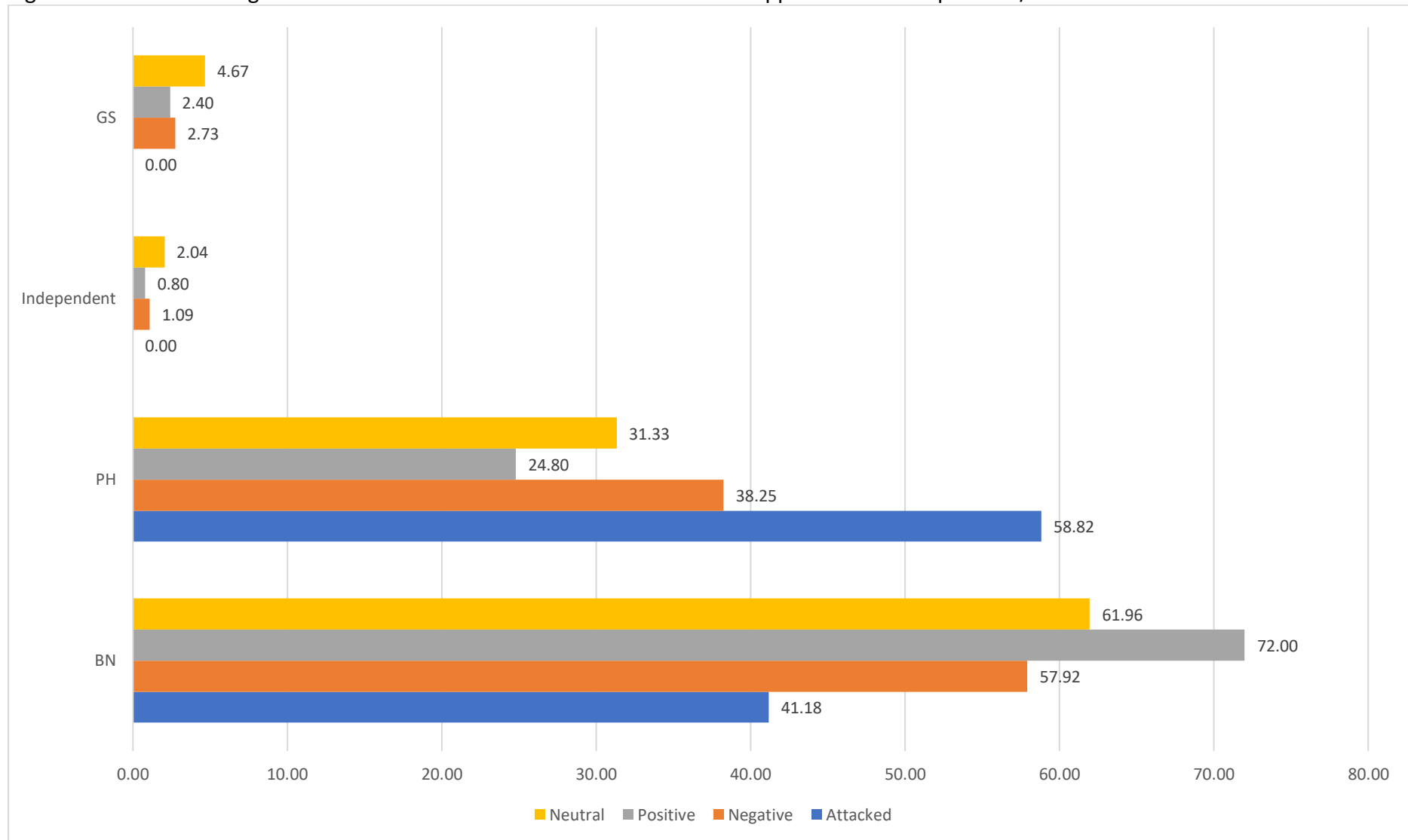
- BN received the most positive coverage (47.92%).
- PKR, PH, and Warisan received the same amount of positive coverage (4.86%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (28.36%) followed by UMNO (7.94%) and PH (6.19%).

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

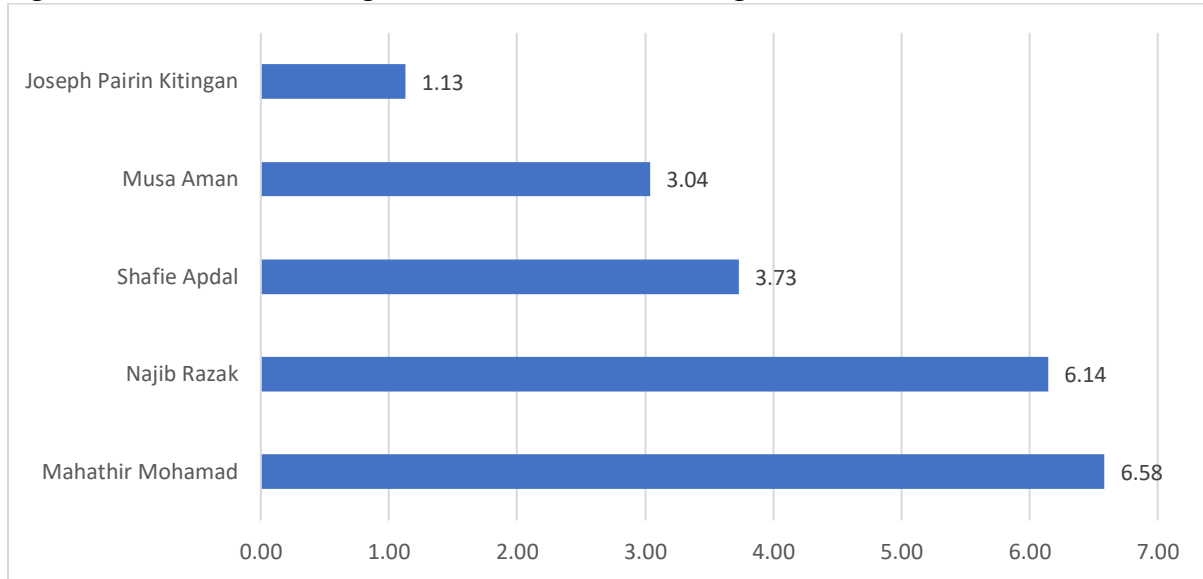


- PH received the most Attacked coverage, while BN received the most Neutral, Positive, and Negative coverage.

Section 2: Coverage of Politicians and Political Figures

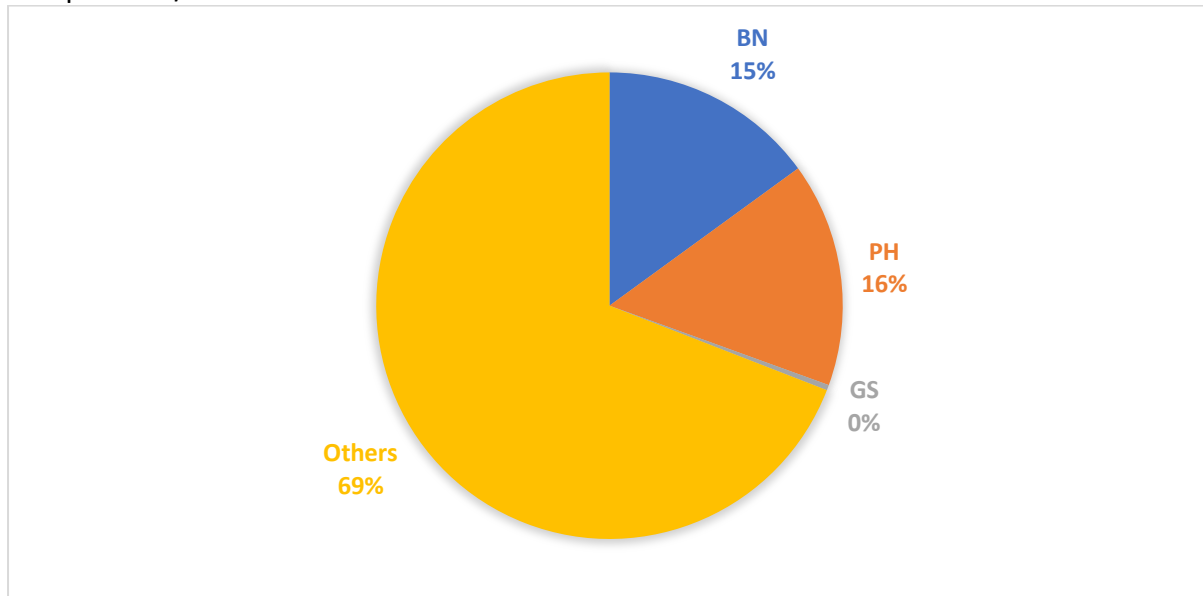
2.1 Volume of Coverage of Politicians & Political Figures

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, Mahathir Mohamad received the most mentions by a significant proportion (6.58%), followed by Najib Razak (6.14%).

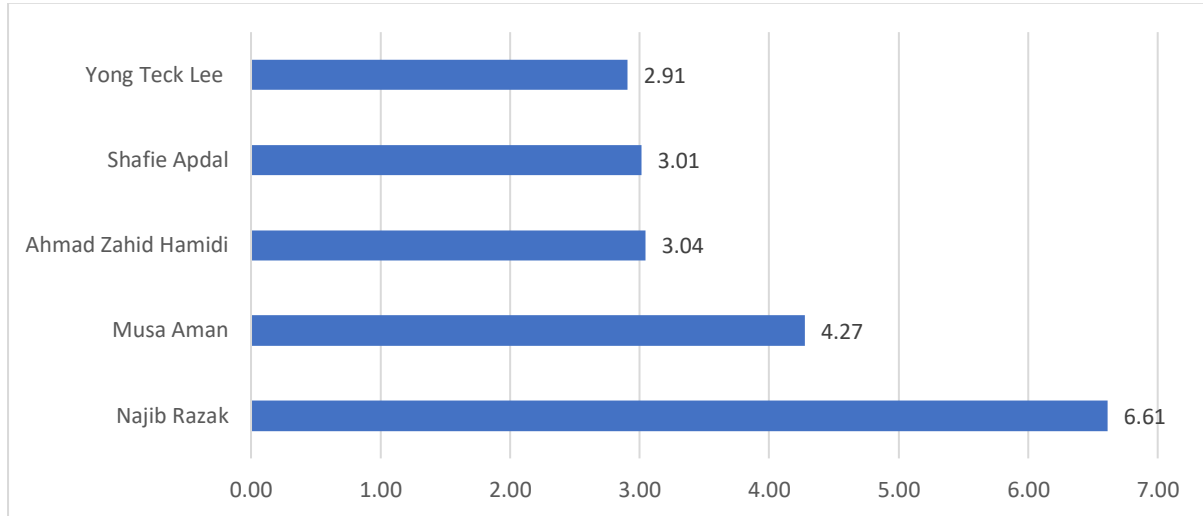
Figure 8: Volume of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures is skewed towards Independent/ Others (69%).
- There was more coverage of PH compared to BN.

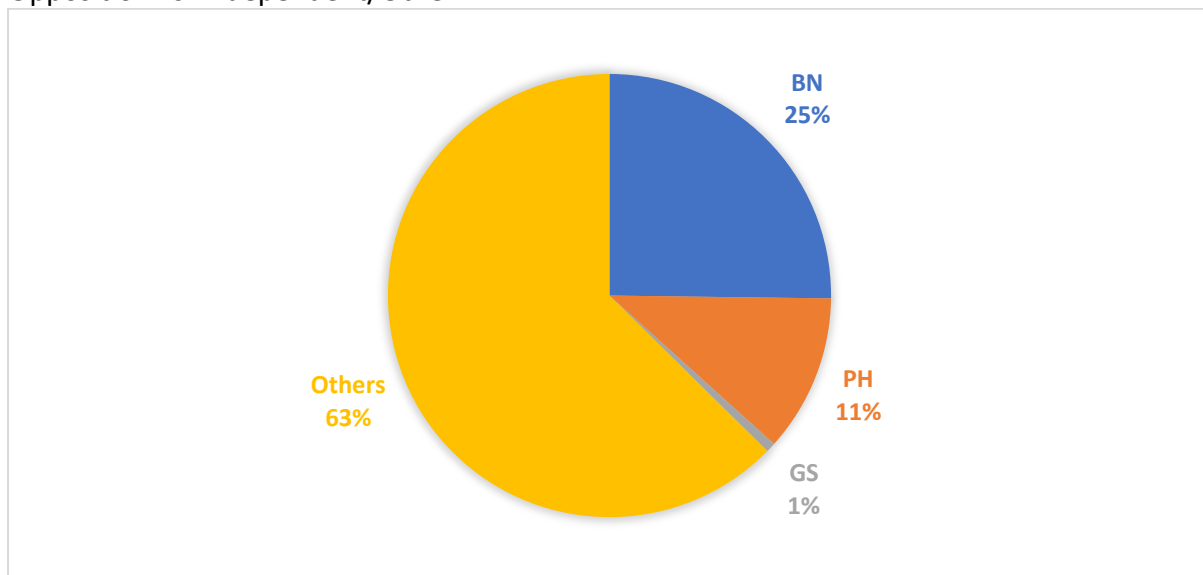
2.2 Volume of the Use of Politicians & Political Figures as Sources

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



- Only the top 5 most mentioned politicians are shown on this graph.
- Out of these 5, Najib Razak received the most coverage (6.61%), followed by Musa Aman (4.27%).

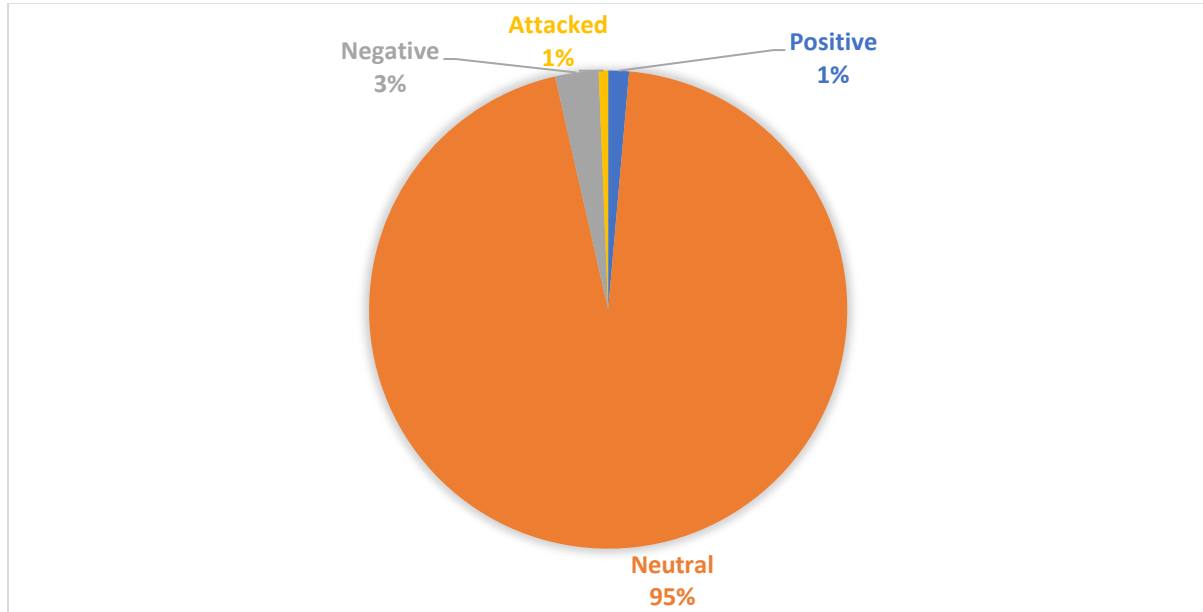
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 and GS.

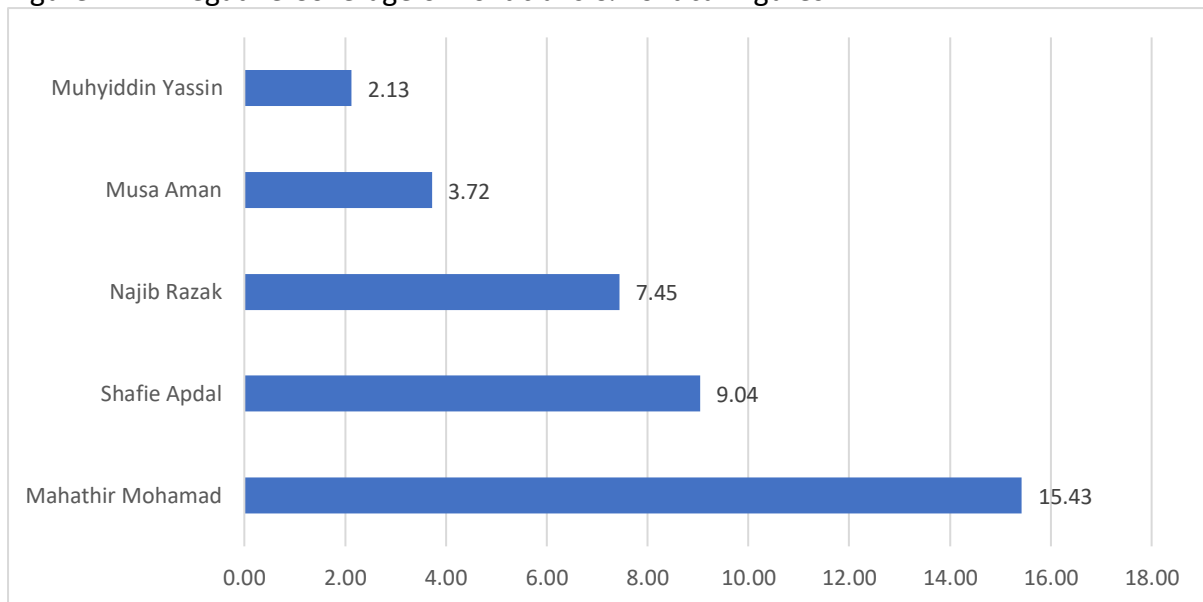
2.3 Tone of Coverage of Politicians & Political Figures

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



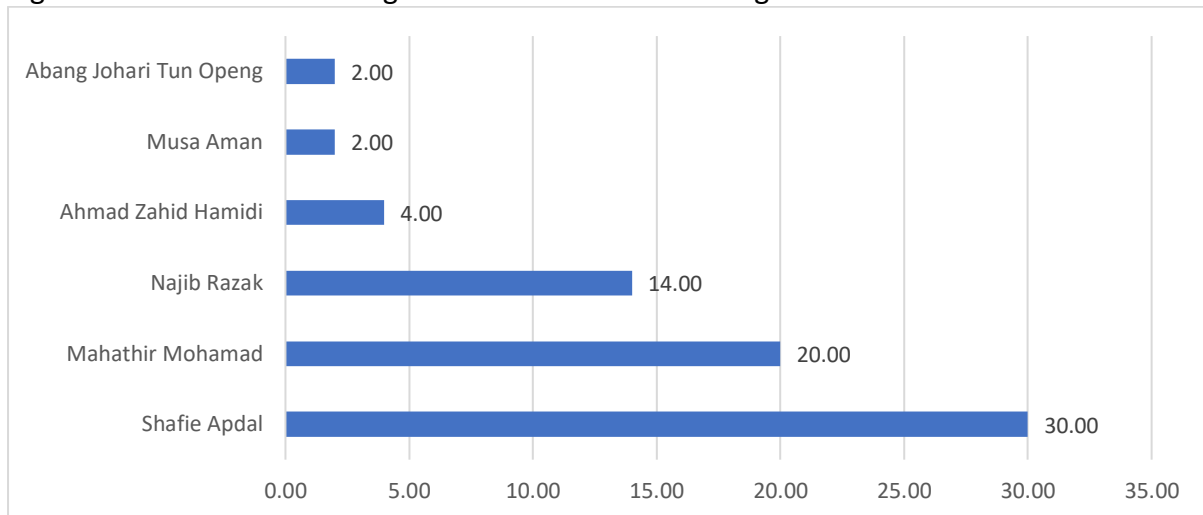
- Of all the tonal categories used in the coverage of politicians and political figures, the neutral category was used the most often (95%), followed by the negative category (3%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



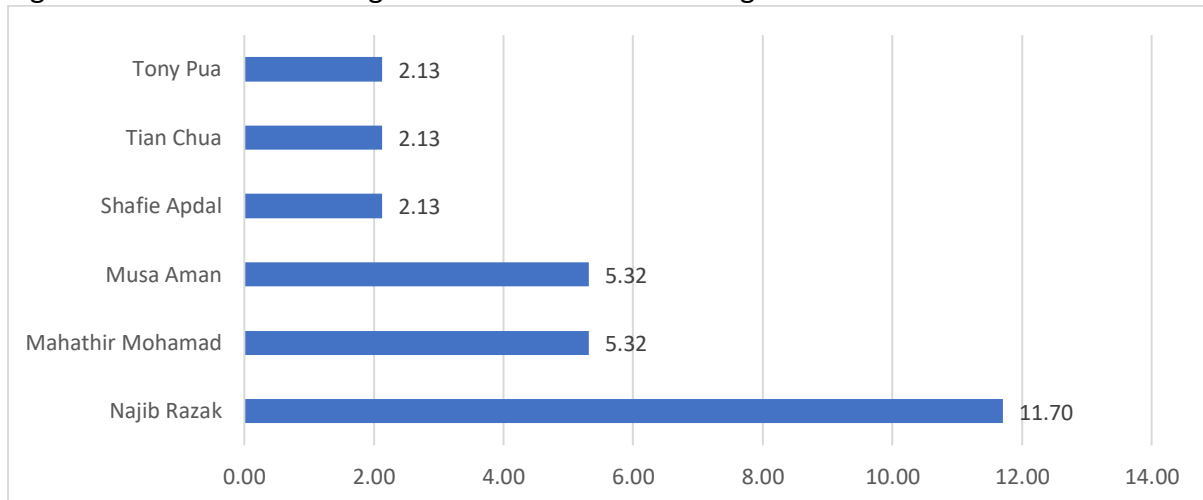
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the highest negative coverage (15.43%), followed by Shafie Apdal (9.04%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



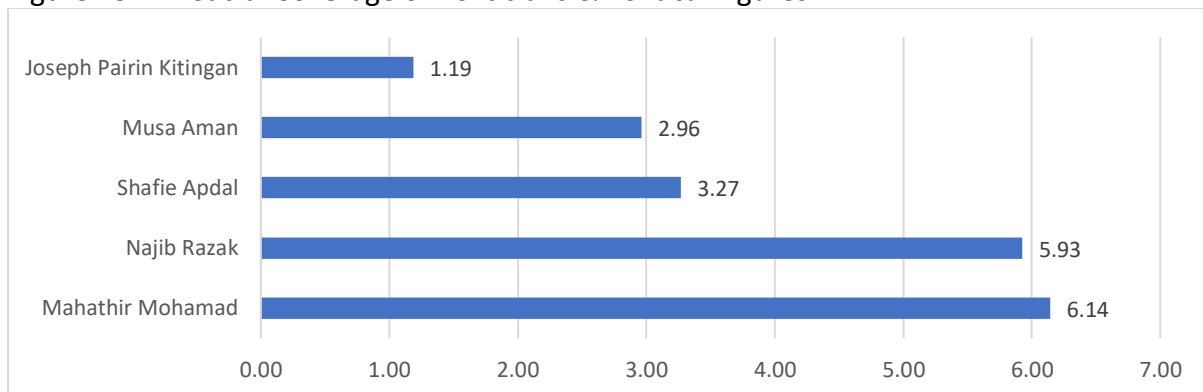
- Shafie Apdal was attacked the most (30%), followed by Mahathir Mohamad (20%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



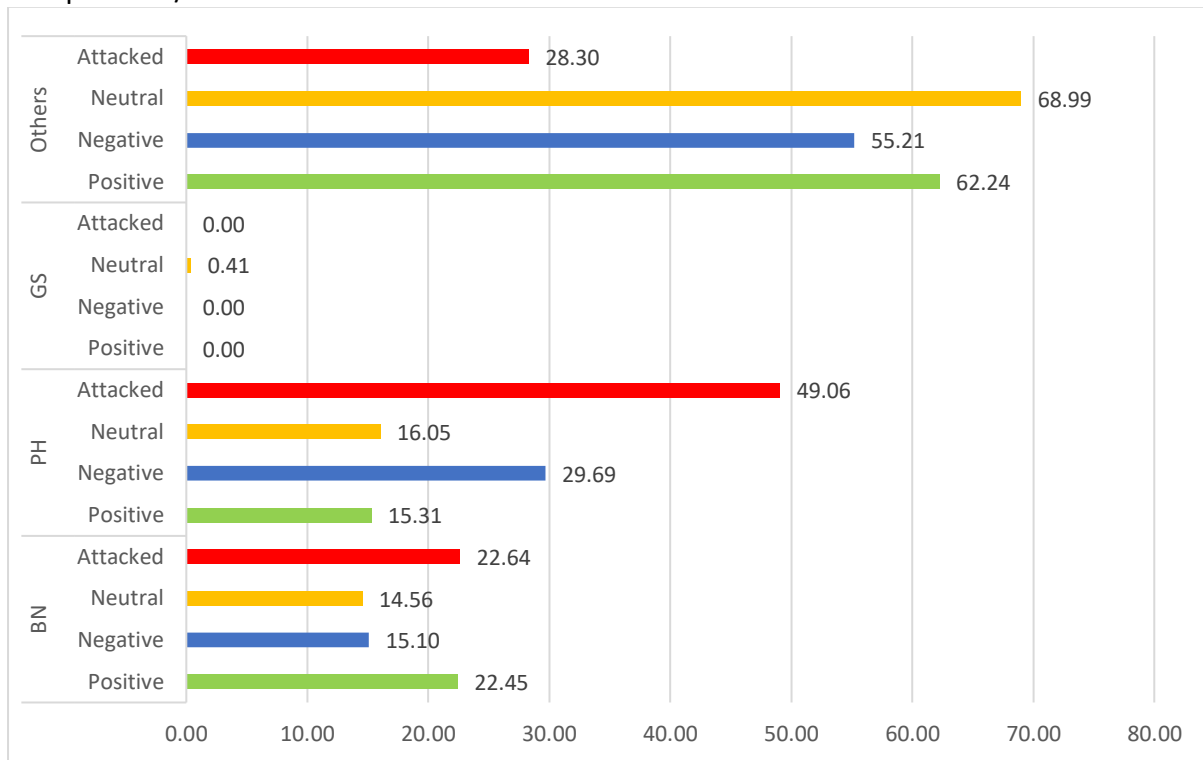
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most positive coverage (11.70%), followed by Mahathir Mohamad and Musa Aman (5.32%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Mahathir Mohamad received the most neutral coverage (6.14%), followed by Najib Razak (5.93%).

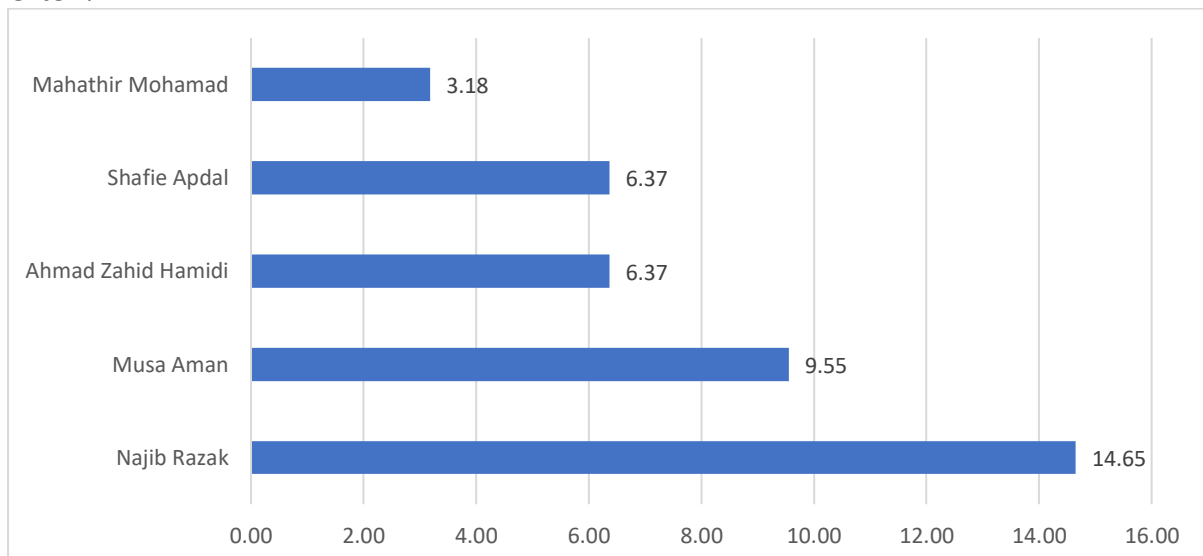
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, Independent/Others received the highest Positive, Negative, and Neutral coverage, while PH received the highest Attacked coverage.

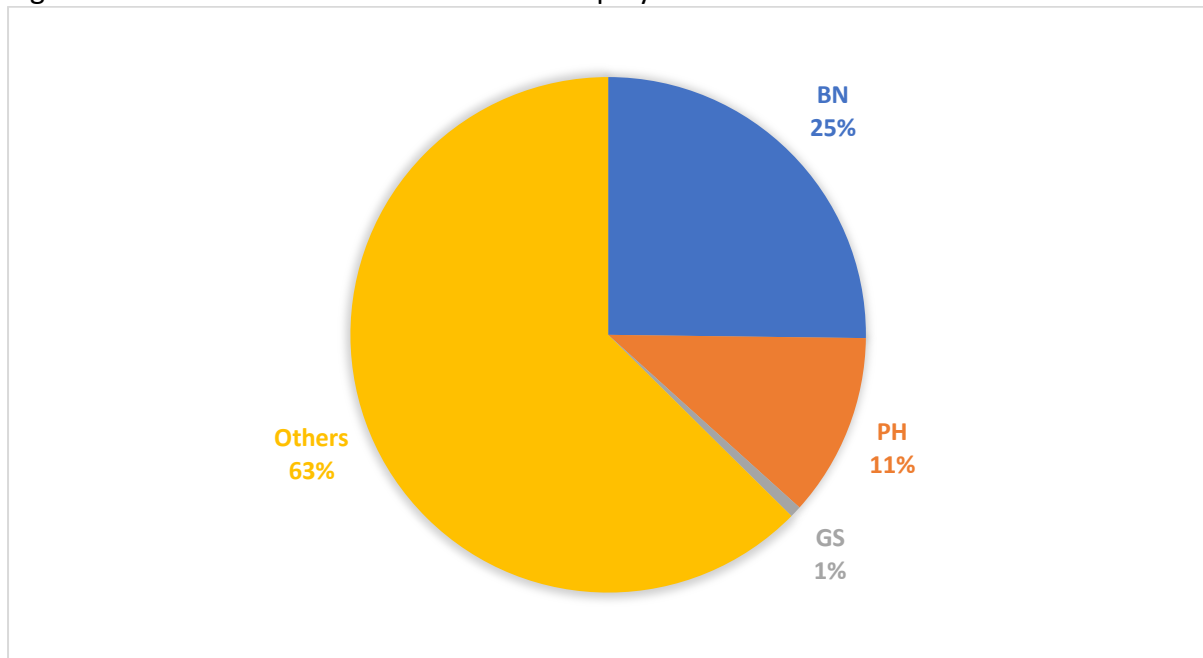
2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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 politician most likely to engage in attack politics (14.65%), followed by Musa Aman (9.55%).

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

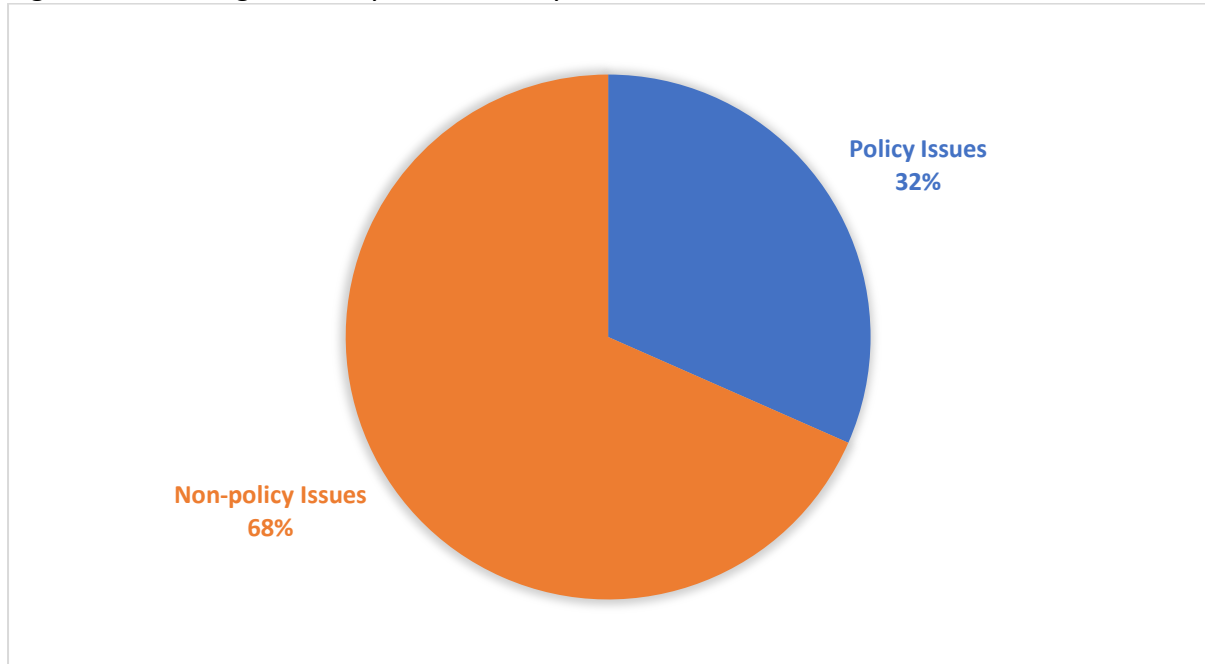


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/ Others party politicians engaged in attack politics most often (63%), followed by BN (25%) and PH (11%).

Section 3: Coverage of Issues

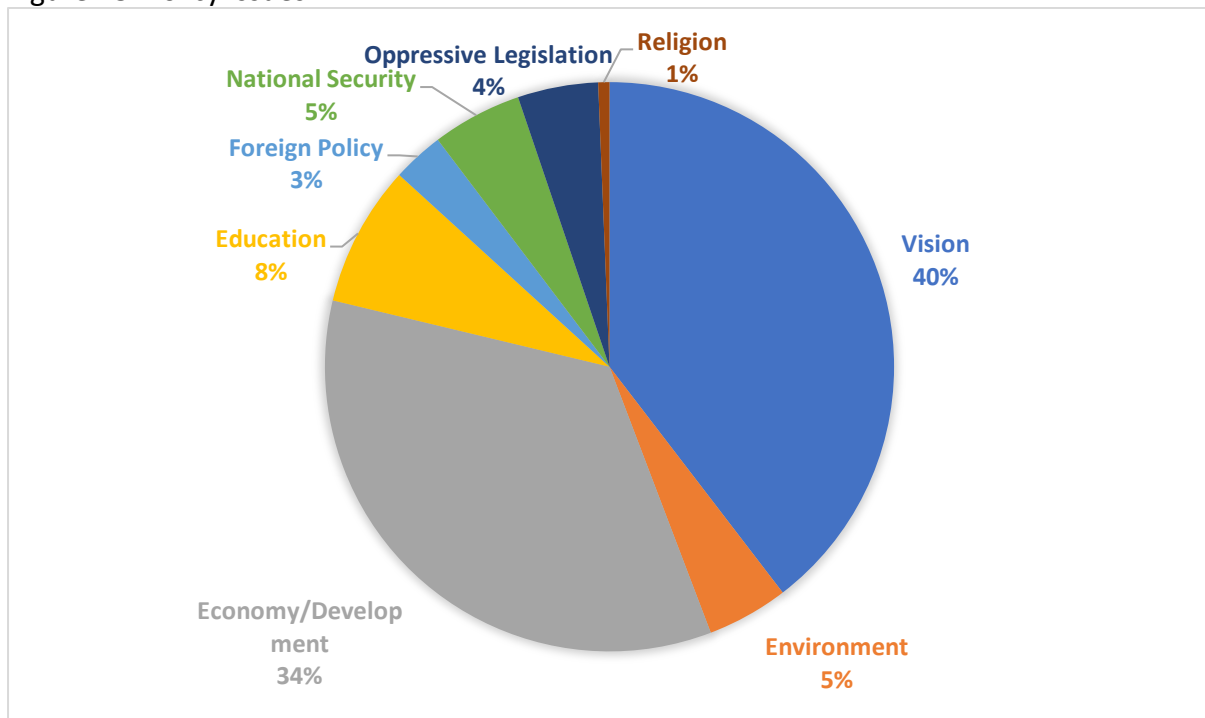
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



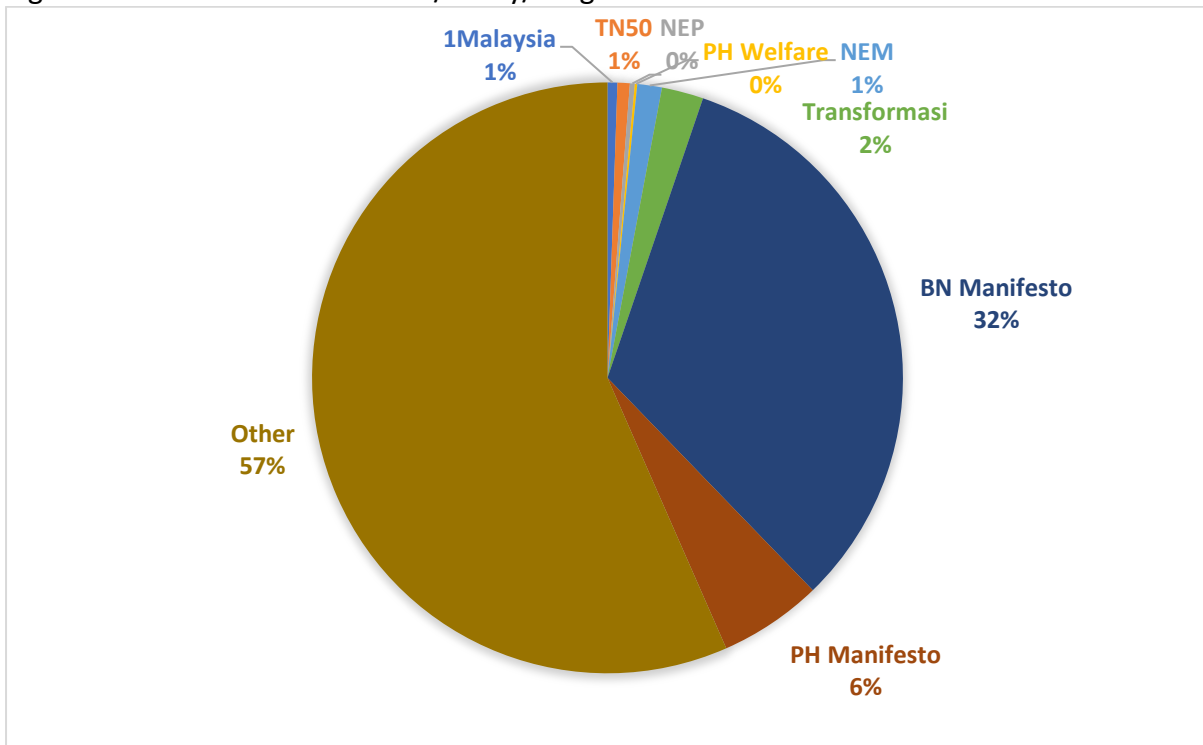
Note: Non-policy issues were covered more than Policy issues.

Figure 18: Policy Issues



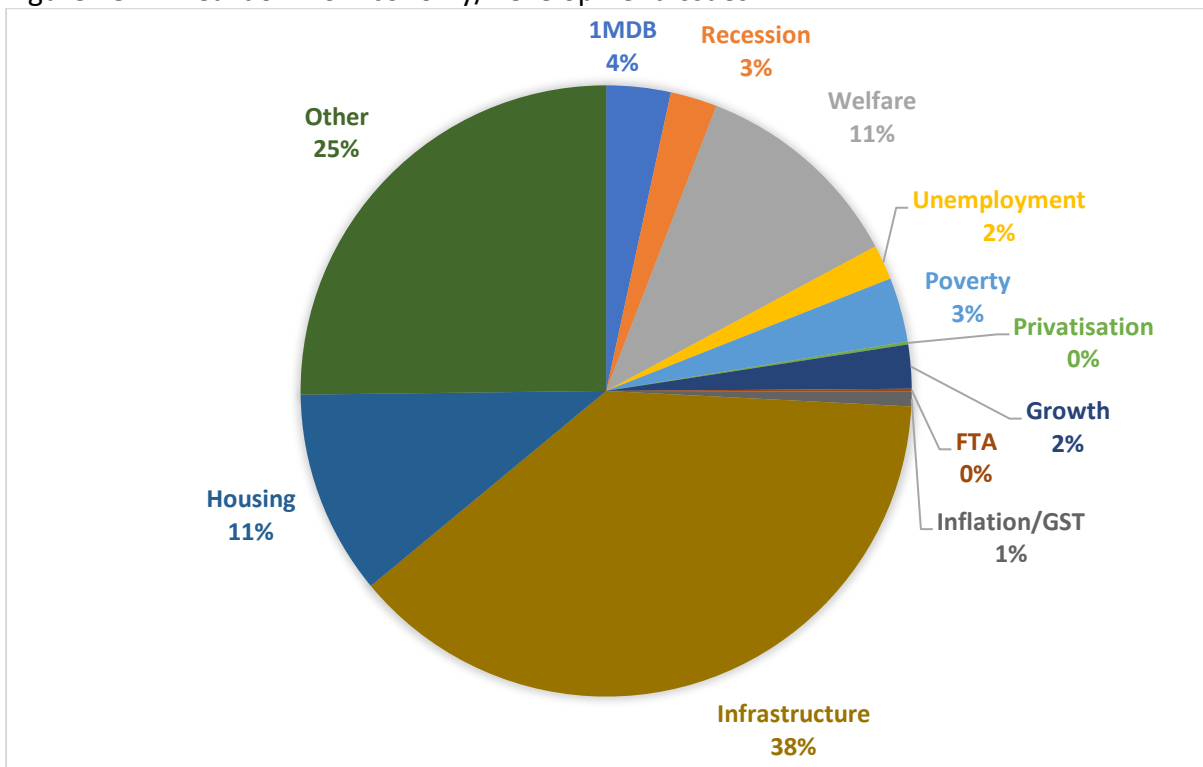
Note: Vision/Policy/Programme was the most covered topic, followed by Economy/Development and Education.

Figure 18.1: Breakdown of Vision/Policy/Programme



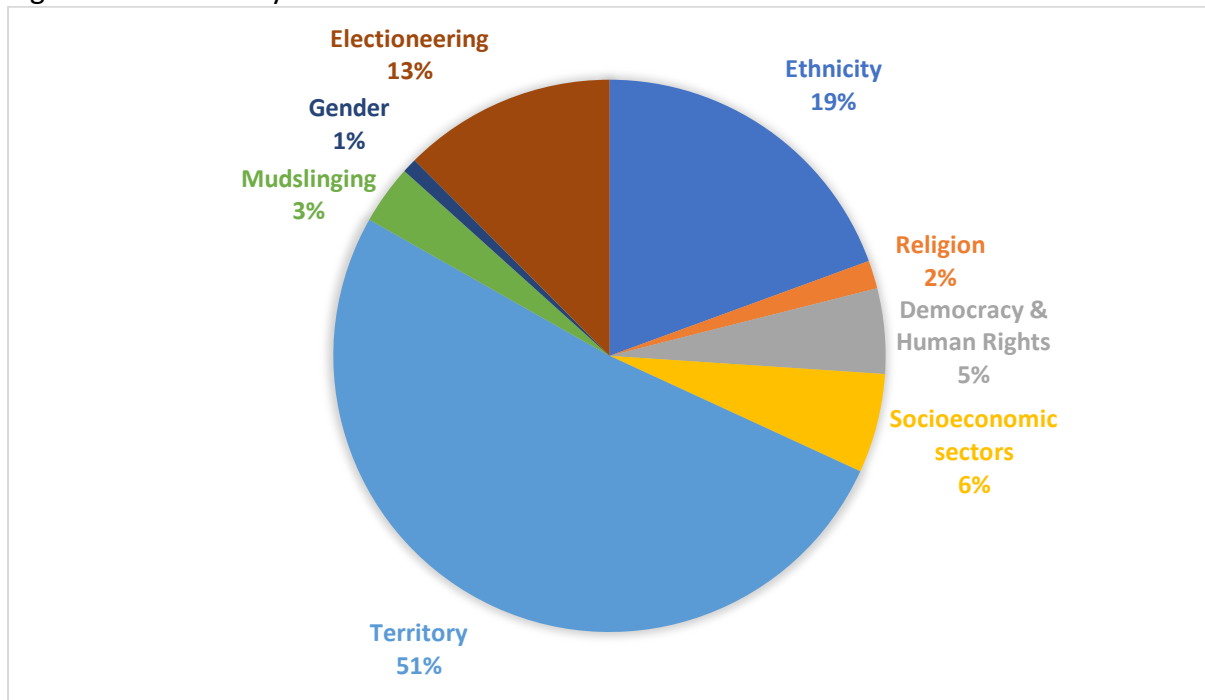
Note: BN manifesto was the most covered, followed by PH Manifesto and Transformasi.

Figure 18.2: Breakdown of Economy/Development Issues



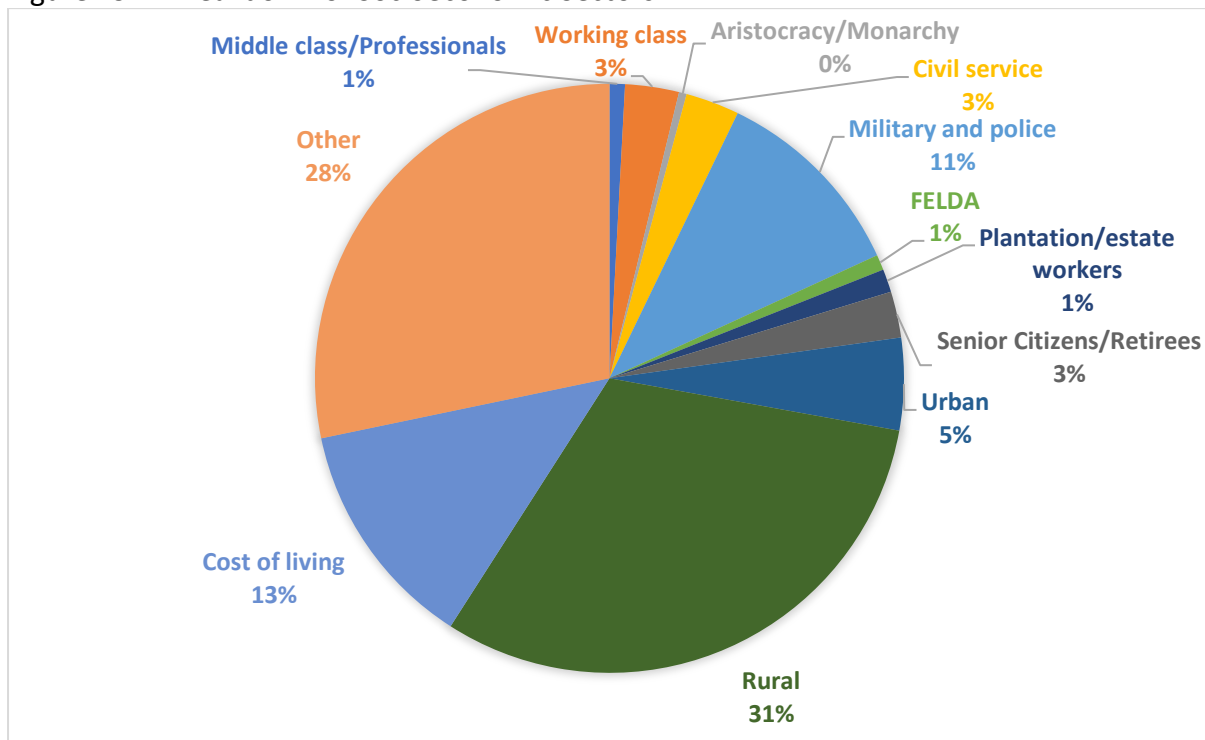
Note: Infrastructure was the most covered topic, followed by Housing and Welfare. Inflation/GST was not covered much, along with very occasional coverage of Privatisation and FTA.

Figure 19: Non-Policy Issues



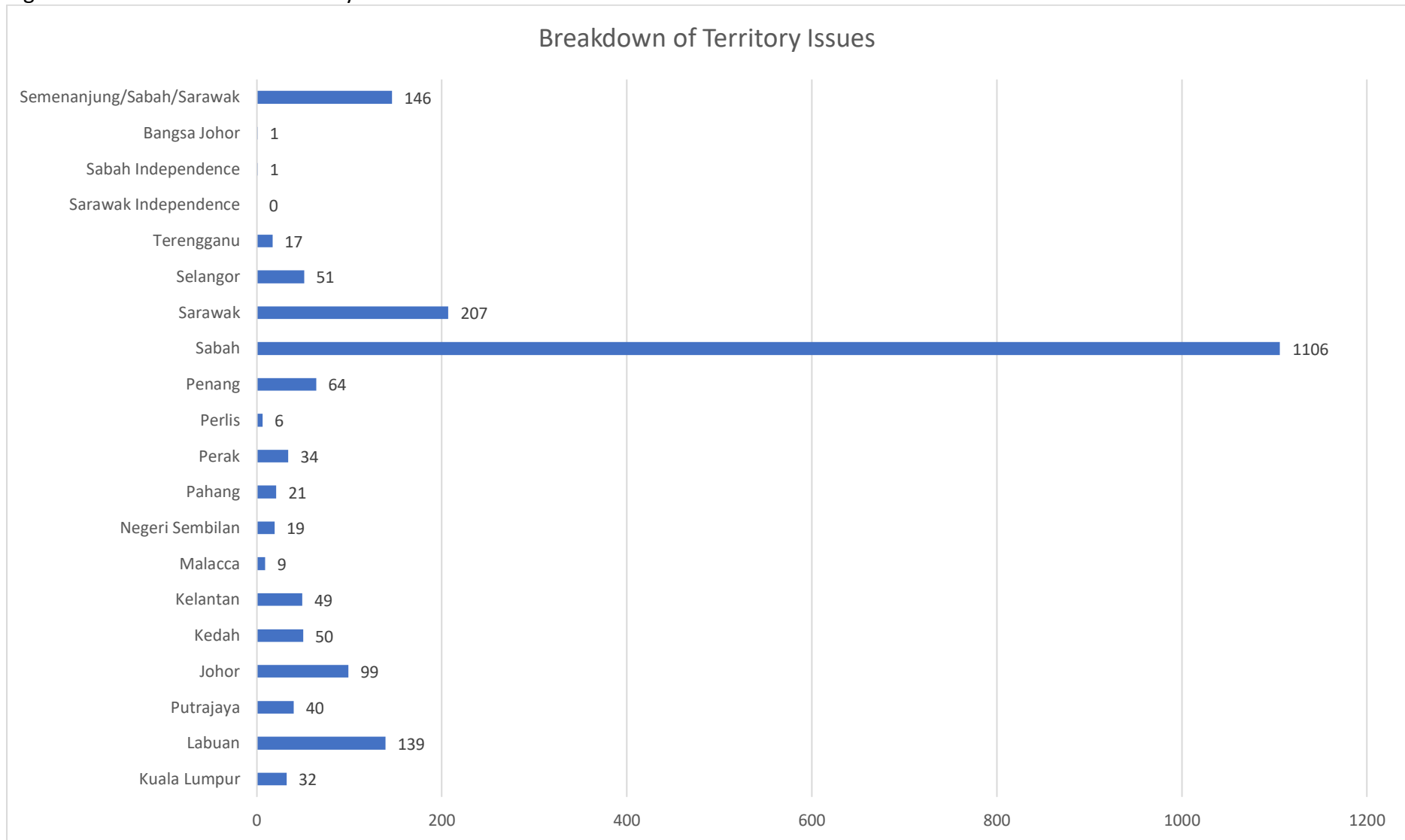
Note: Territory was the most covered topic, followed by Ethnicity and Electioneering.

Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Rural was the most covered socioeconomic sector covered, followed by Cost of living, and Military and Police.

Figure 19.2: Breakdown of Territory Issues



Note: Sabah was the most covered territory, followed by Sarawak and Labuan.