

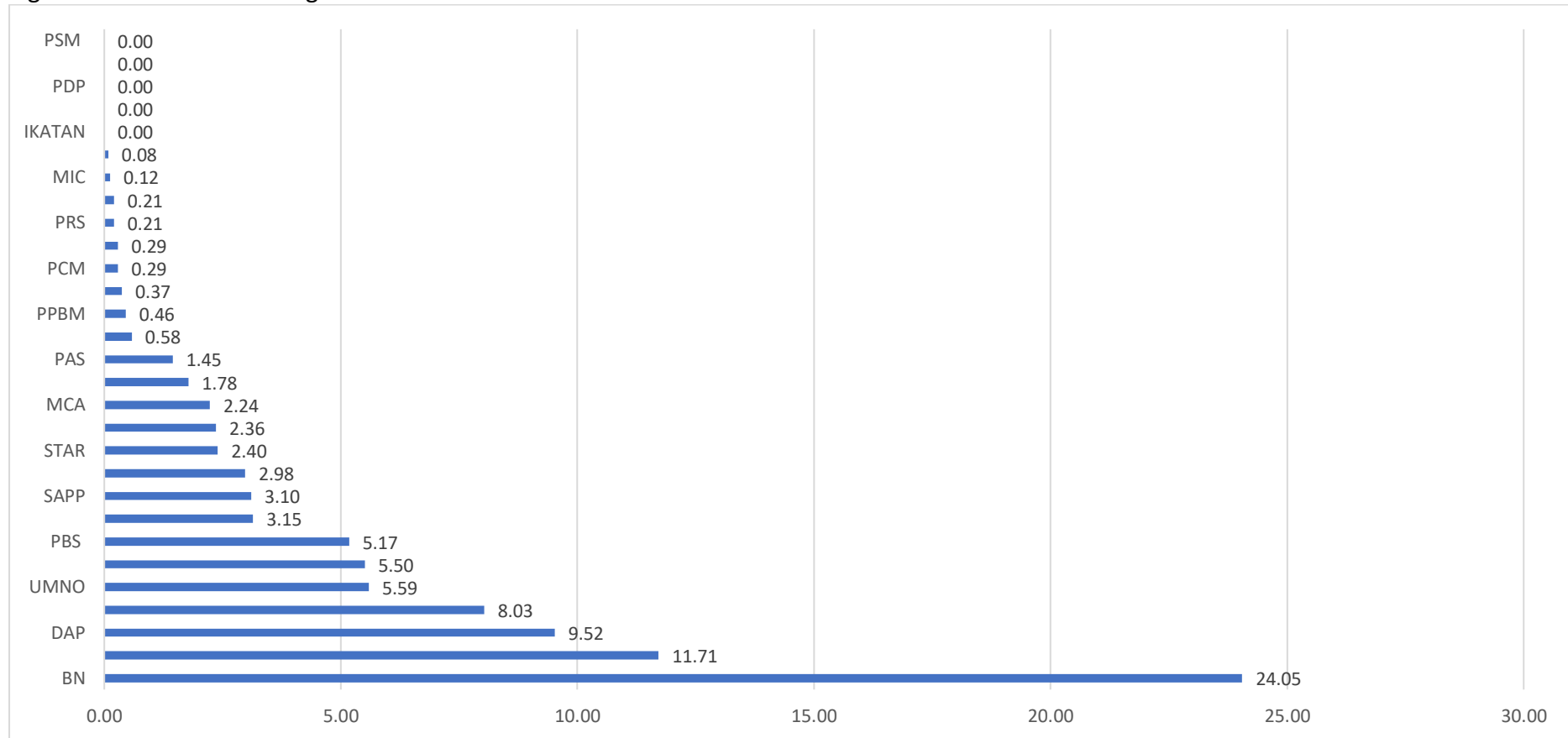
# Watching the Watchdog 2.0

## See Hua Daily

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

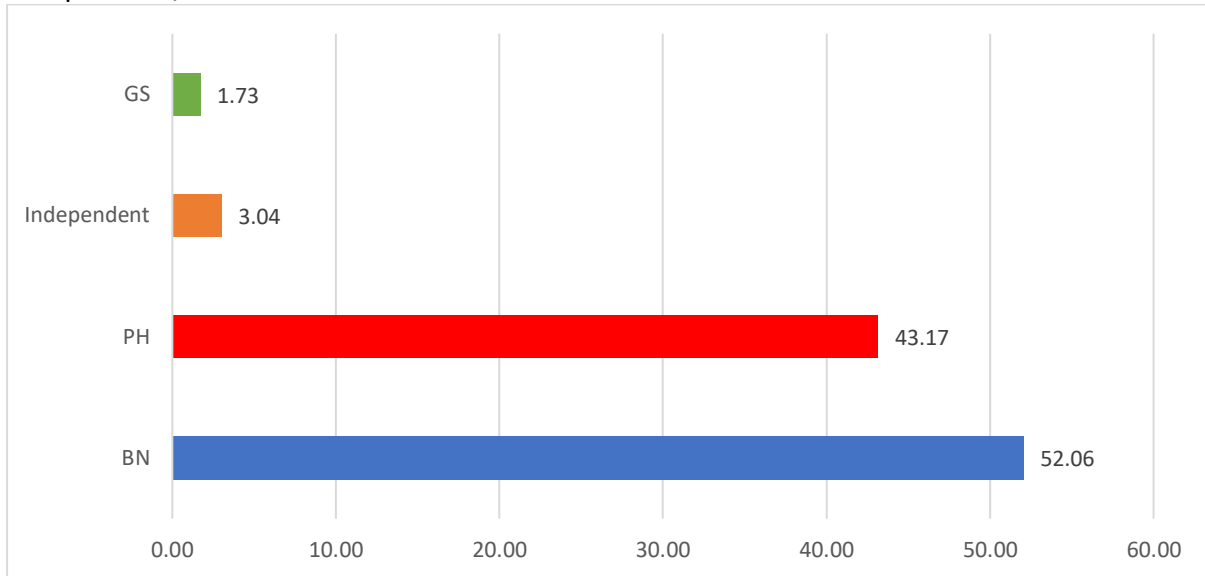
#### 1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (24.05%), followed by Warisan (11.71%) and DAP (9.52%).

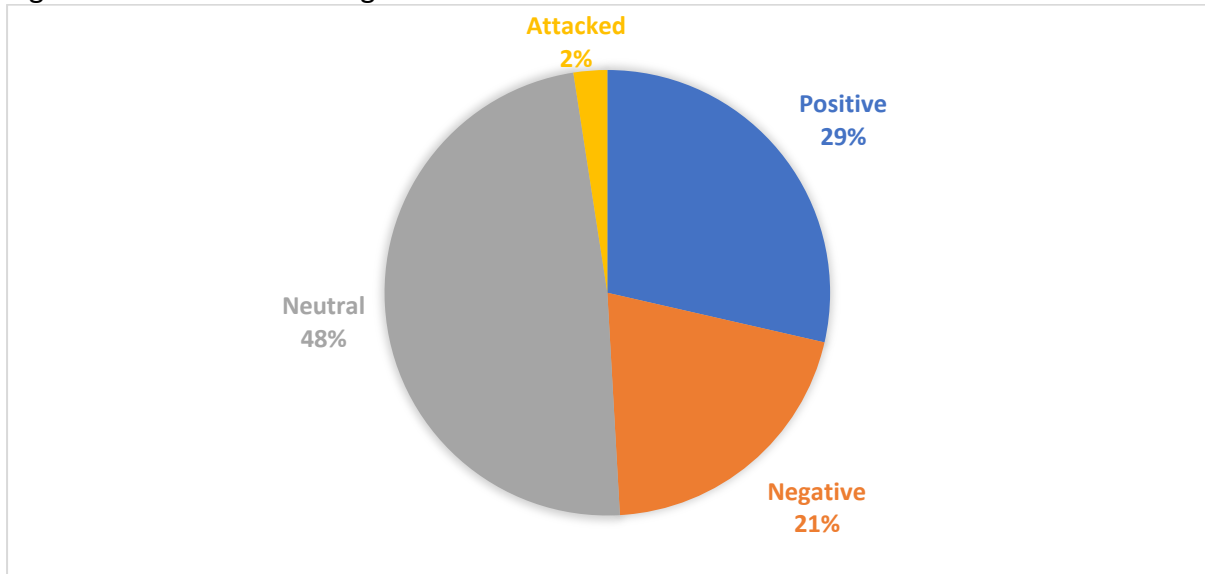
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (52.06%), followed by PH (43.17%) and GS (1.73%).

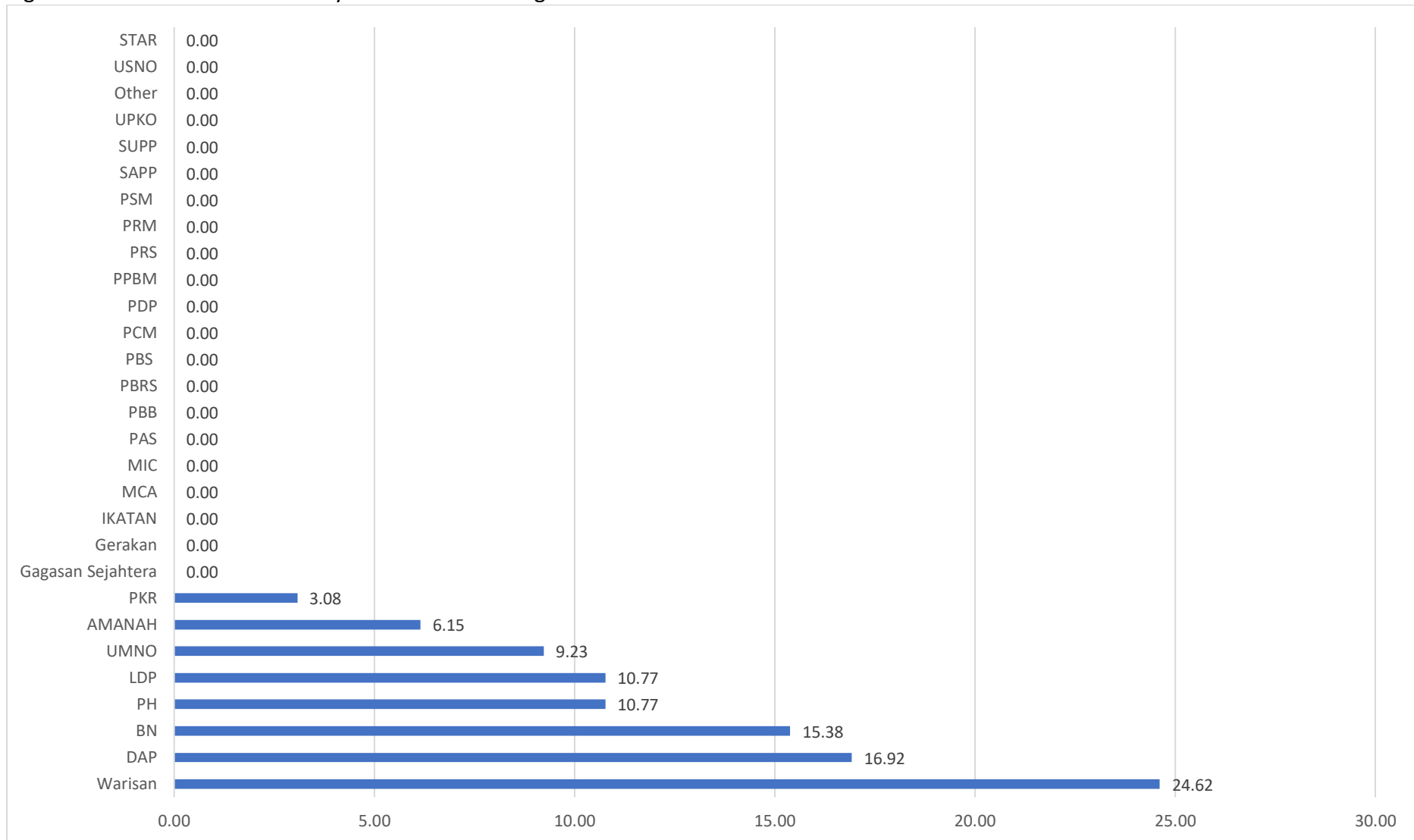
## 1.2 Tone of Coverage of Political Parties & Coalitions

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



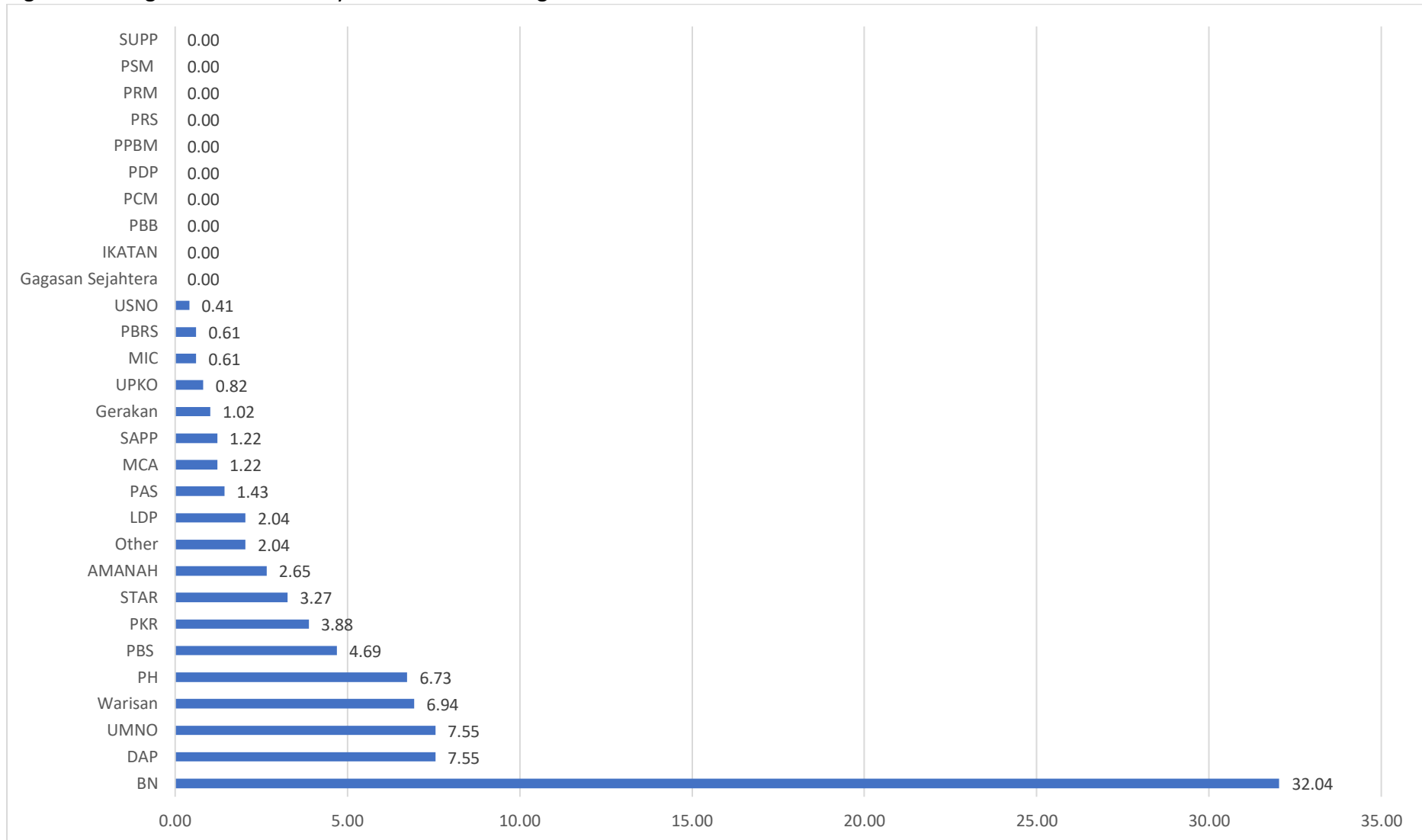
- The Neutral tone was used the most (48%), followed by Positive (29%) and Negative (21%).

Figure 4.1: Attacked Political Party & Coalition Coverage



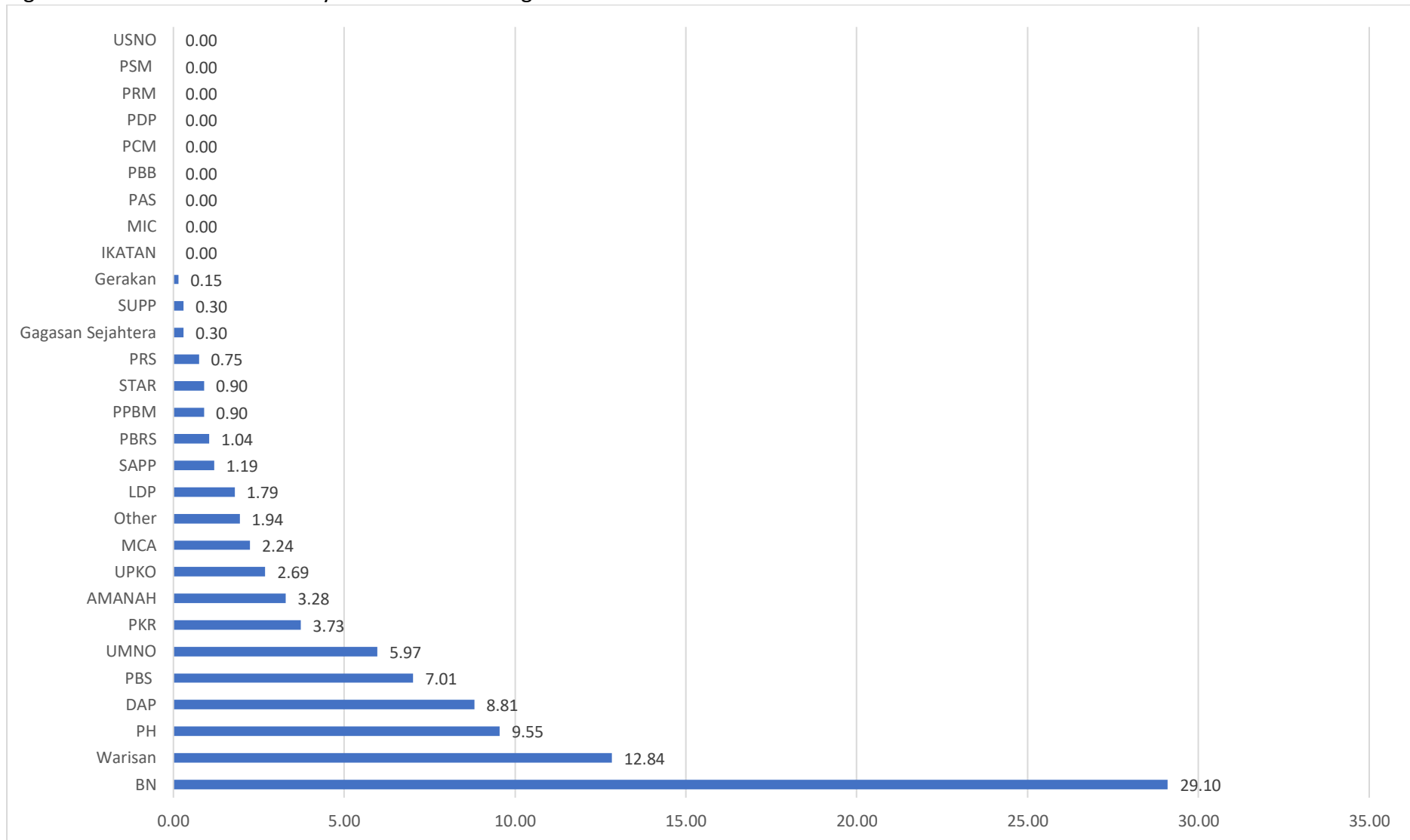
- Warisan received the most Attacked coverage (24.62%), followed by DAP (16.92%) and BN (15.38%).

Figure 4.2: Negative Political Party & Coalition Coverage



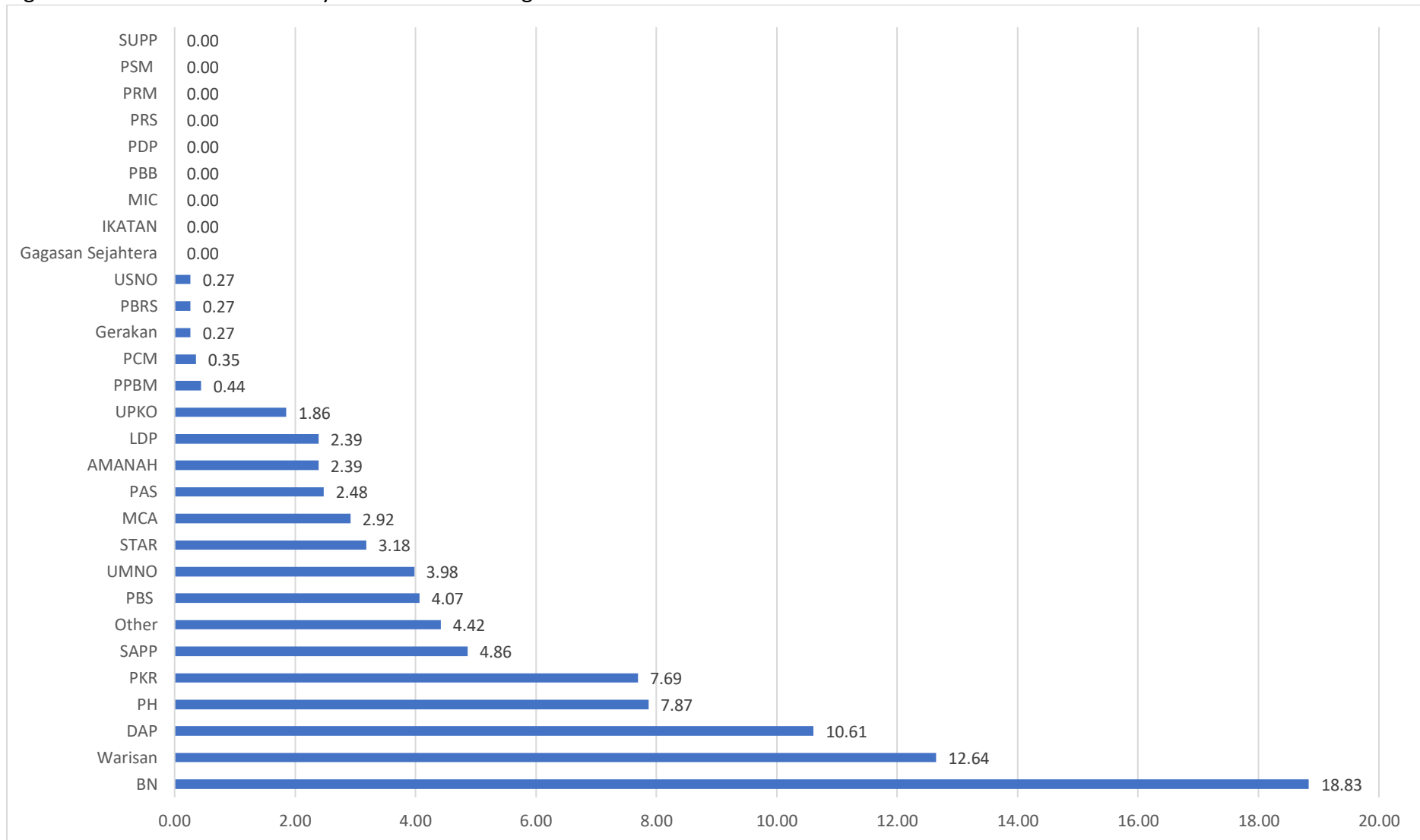
- BN received the most Negative coverage (32.04%), followed by DAP and UMNO (7.55%).

Figure 5.1: Positive Political Party & Coalition Coverage



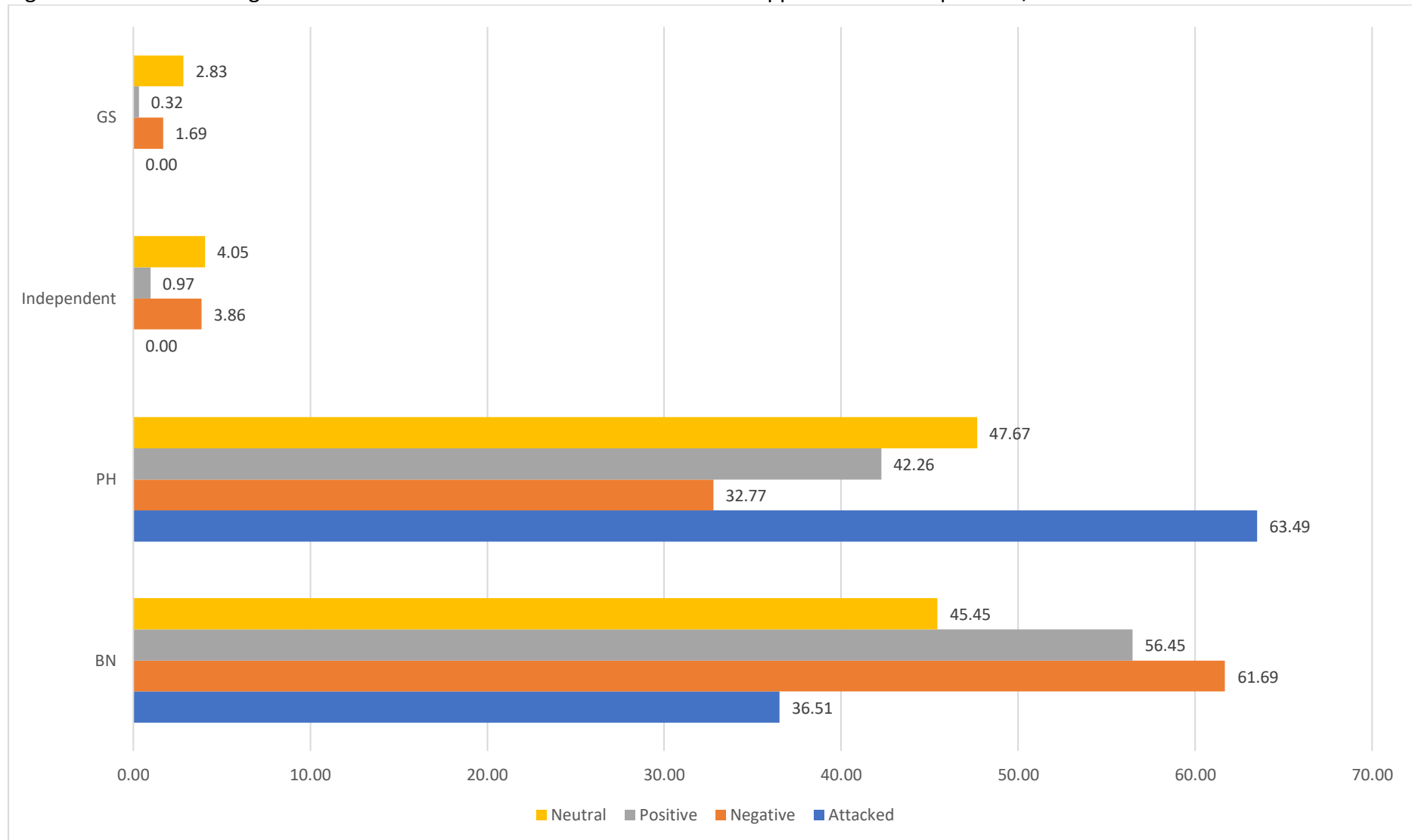
- BN received the most positive coverage (29.10%), followed by Warisan (12.84%) and PH (9.55%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (18.83%) followed by Warisan (12.64%) and DAP (10.61%).

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

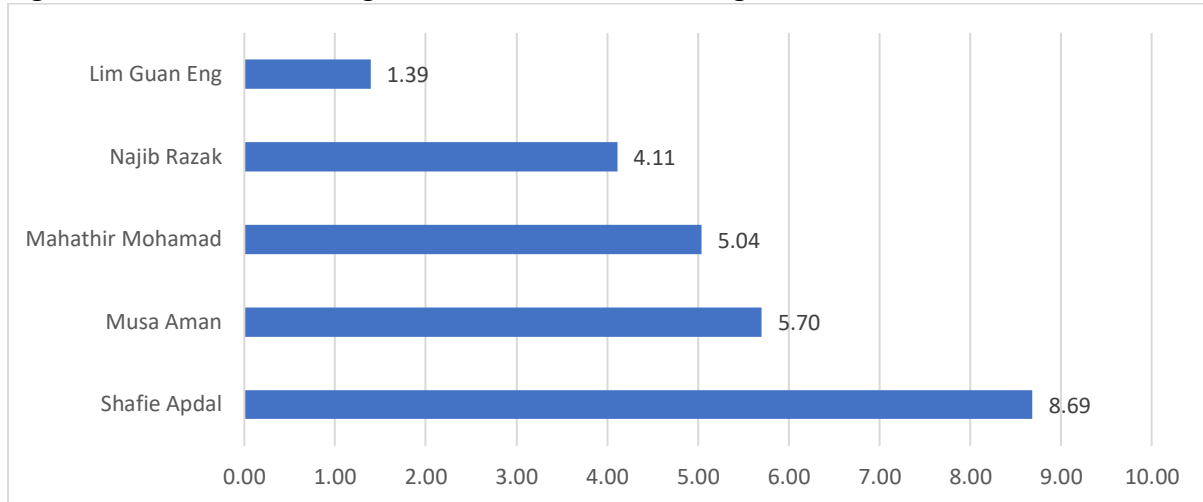


- PH received the most Attacked and Neutral coverage, while BN received the most Positive and Negative coverage.

## Section 2: Coverage of Politicians and Political Figures

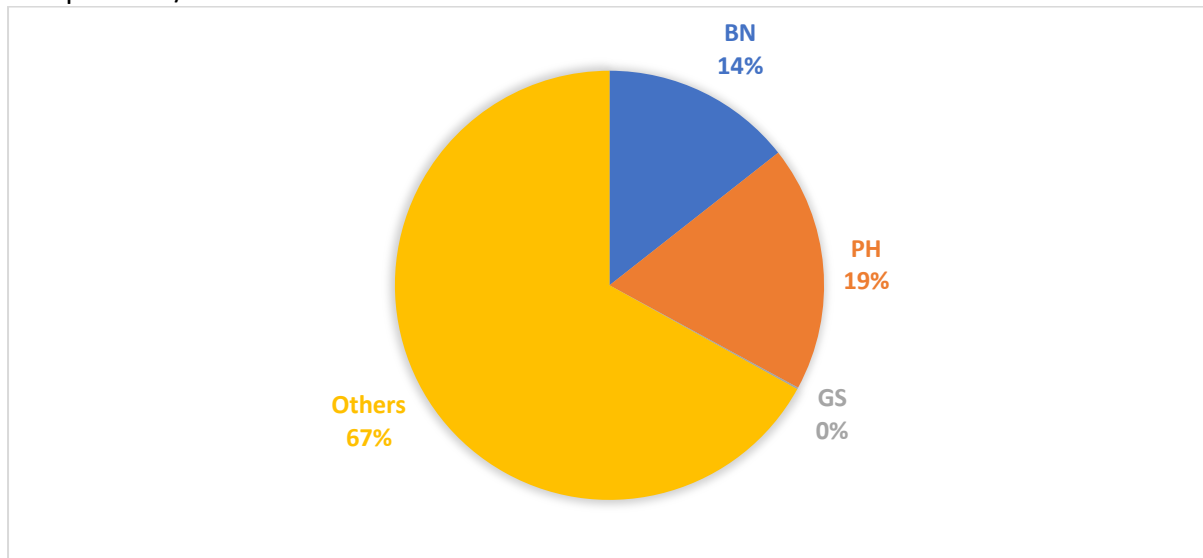
### 2.1 Volume of Coverage of Politicians & Political Figures

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, Shafie Apdal received the most mentions by a significant proportion (8.69%), followed by Musa Aman (5.70%).

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

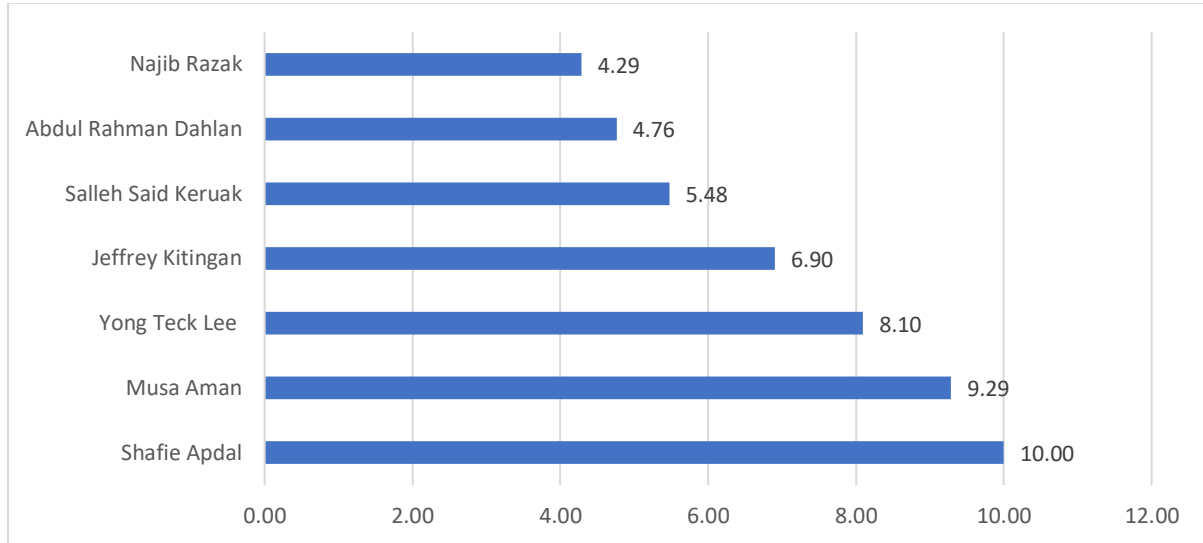


- When the mentions of individual politicians and political figures are combined and merged into their respective coalitions, we can see that coverage of figures is skewed towards Independent/ Others (67%).
- There was more coverage of PH compared to BN.



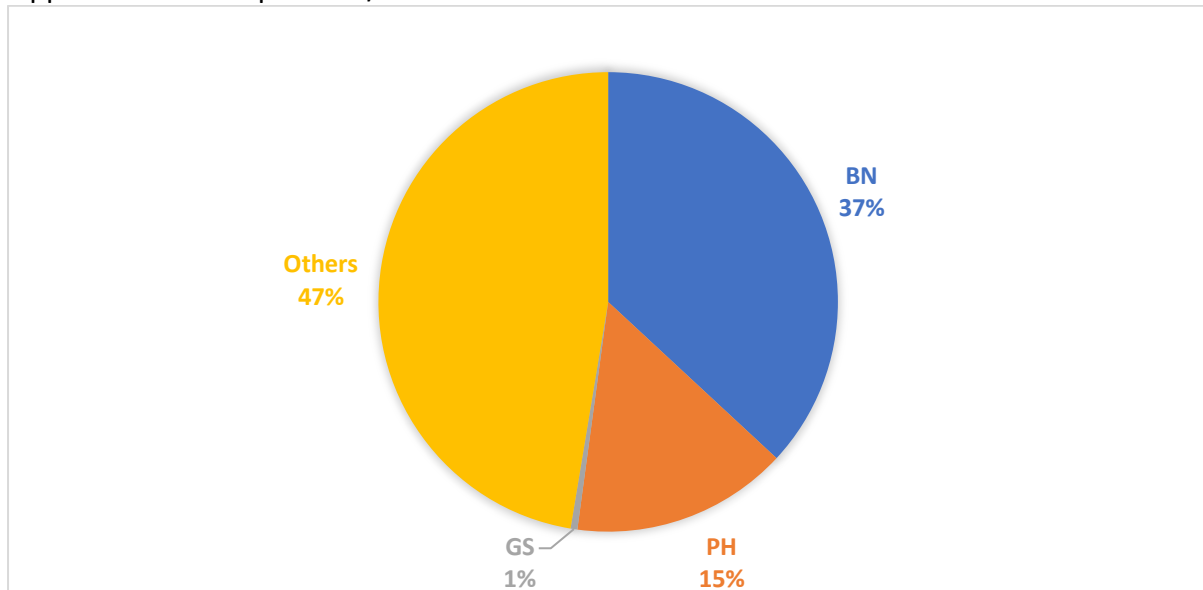
## 2.2 Volume of the Use of Politicians & Political Figures as Sources

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, Shafie Apdal received the most coverage (10.00%), followed by Musa Aman (9.29%).

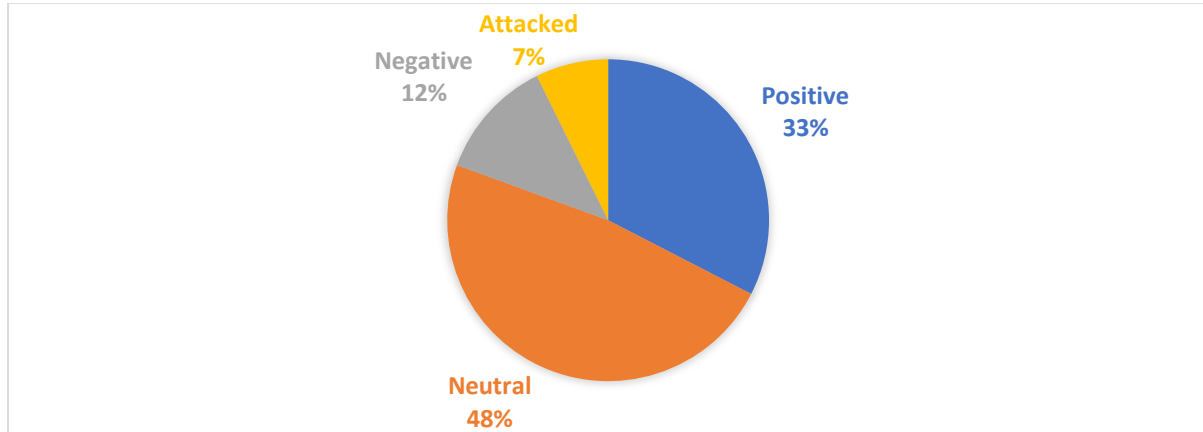
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 Independent/ Others (47%). BN received more coverage than PH and GS.

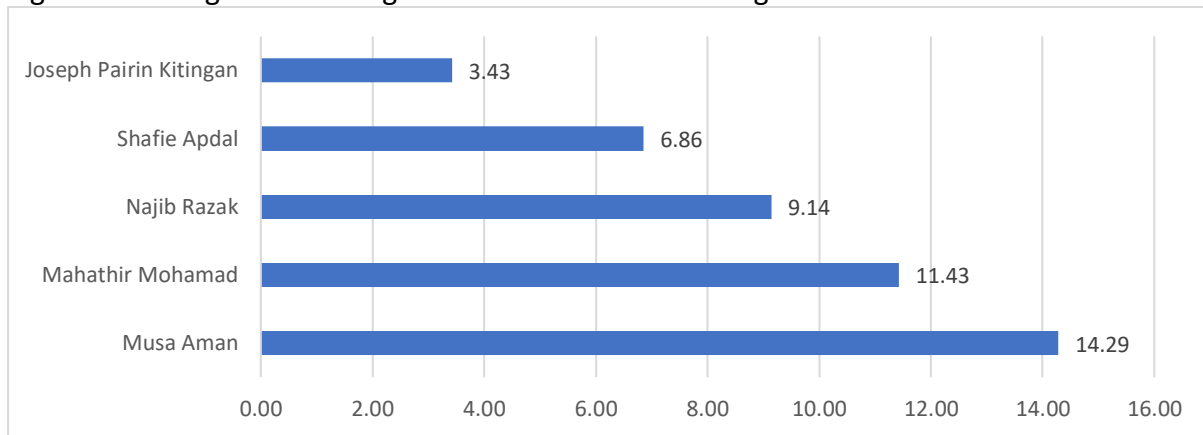
### 2.3 Tone of Coverage of Politicians & Political Figures

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



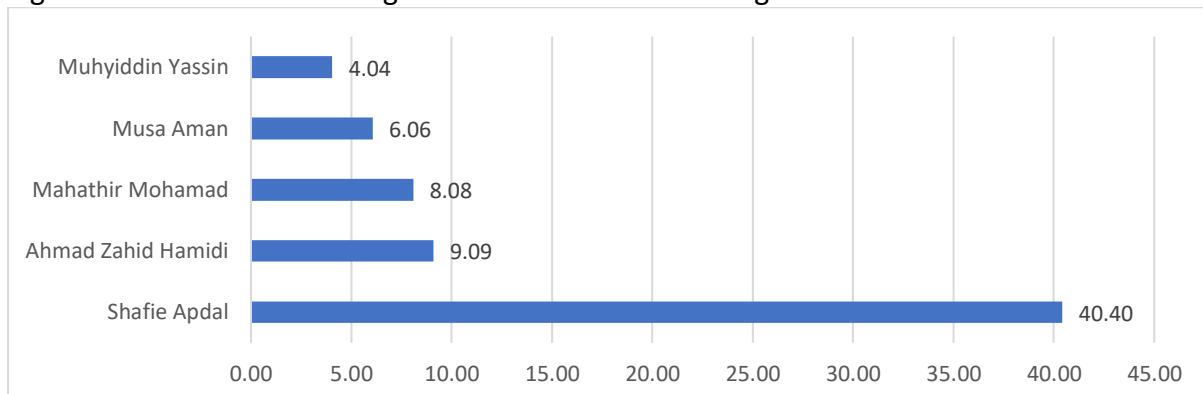
- Of all the tonal categories used in the coverage of politicians and political figures, the neutral category was used the most often (48%), followed by the positive category (33%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



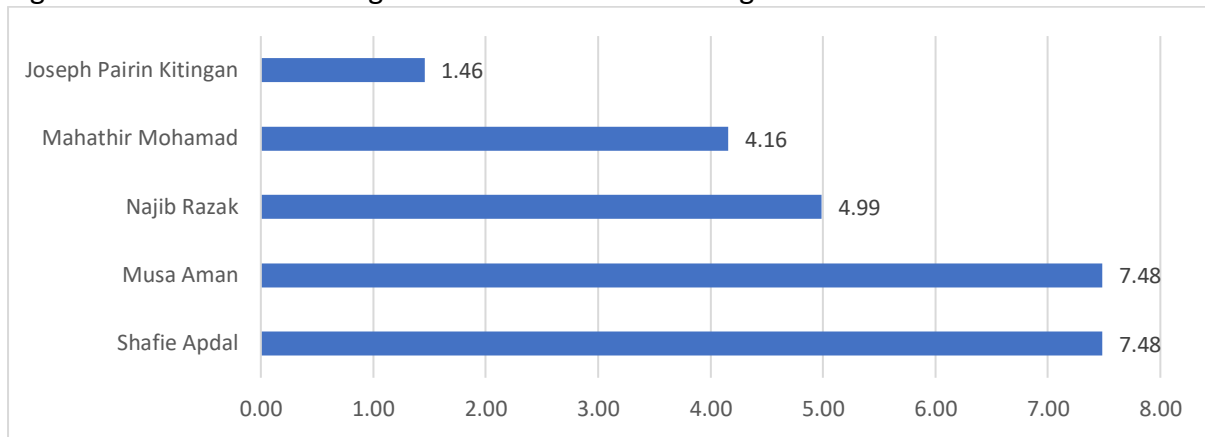
- In terms of the tone of mentions of politicians and political figures, Musa Aman received the highest negative coverage (14.29%), followed by Mahathir Mohamad (11.43%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



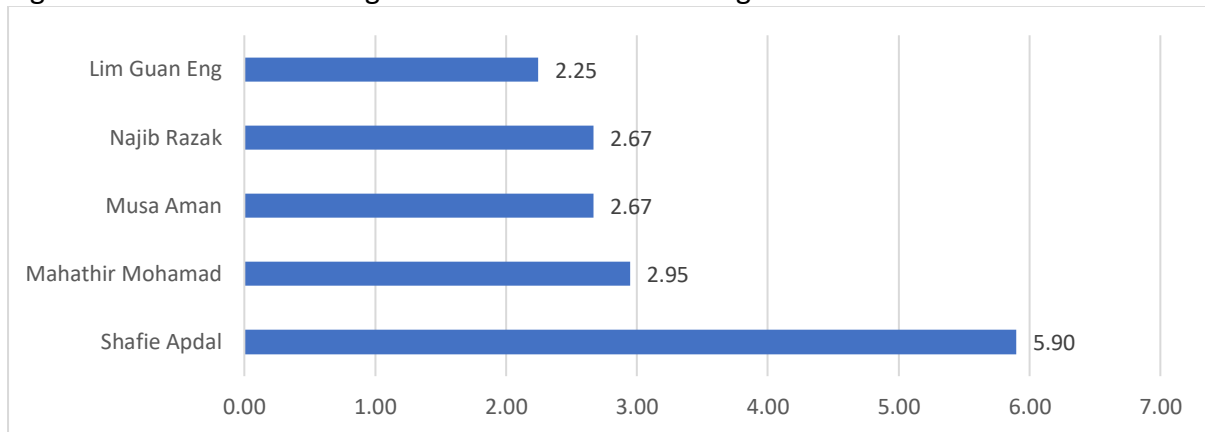
- Shafie Apdal was attacked the most (40.40%), followed by Ahmad Zahid Hamidi (9.09%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



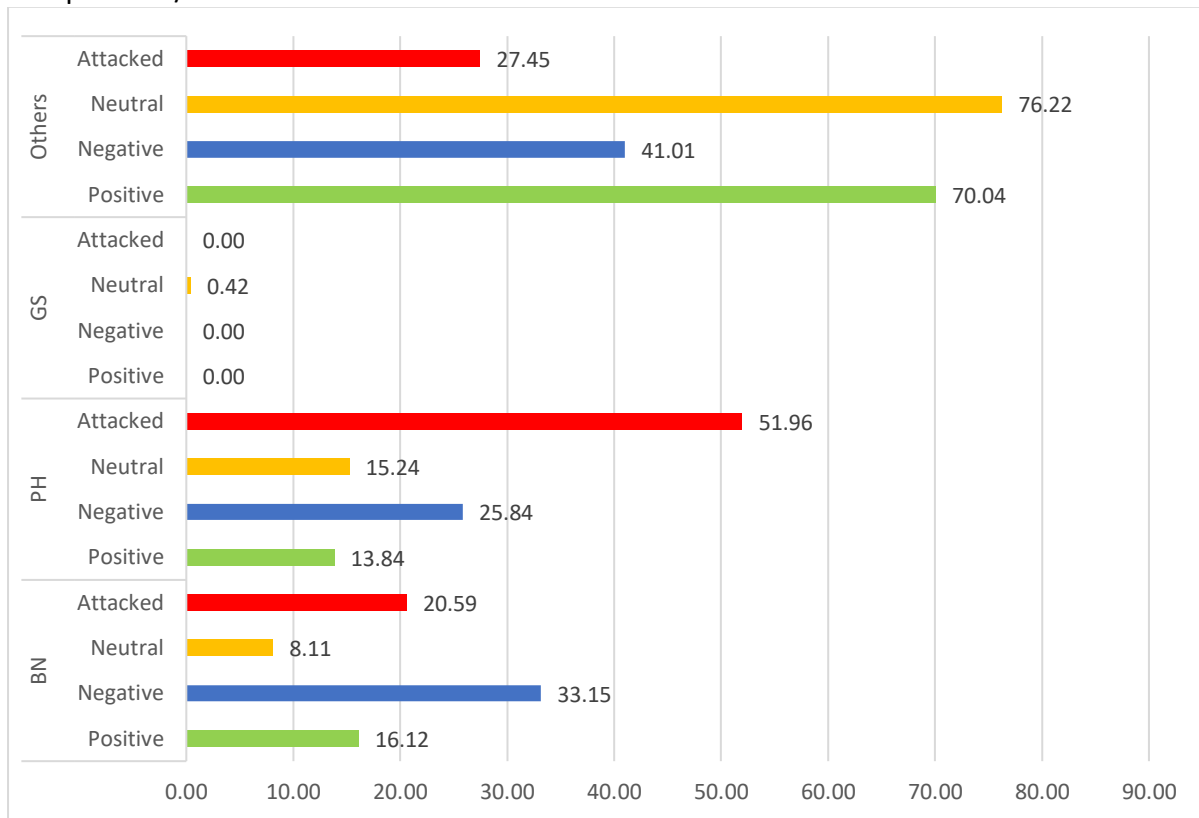
- In terms of the tone of mentions of politicians and political figures, Shafie Apdal and Musa Aman received the most positive coverage (7.48%), followed by Najib Razak (4.99%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Shafie Apdal received the most neutral coverage (5.90%), followed by Mahathir Mohamad (2.95%).

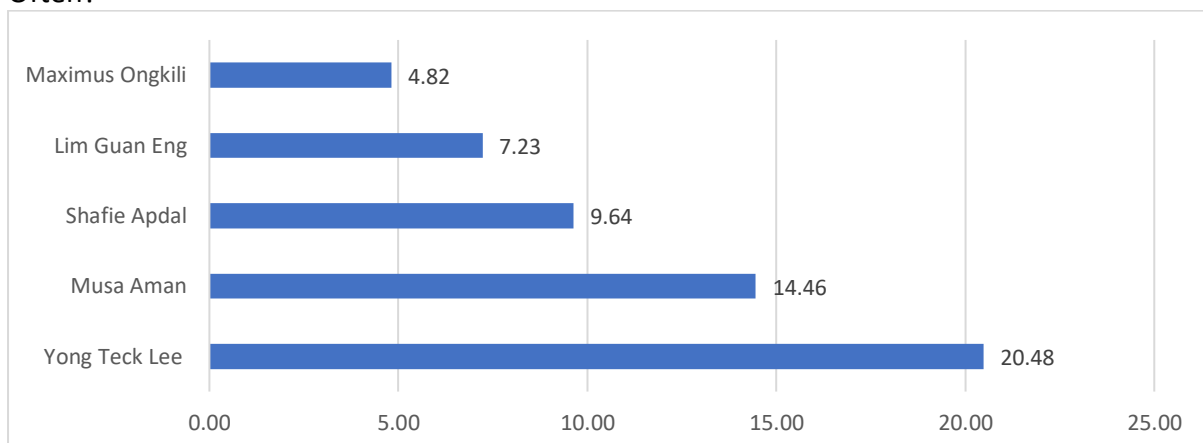
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



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

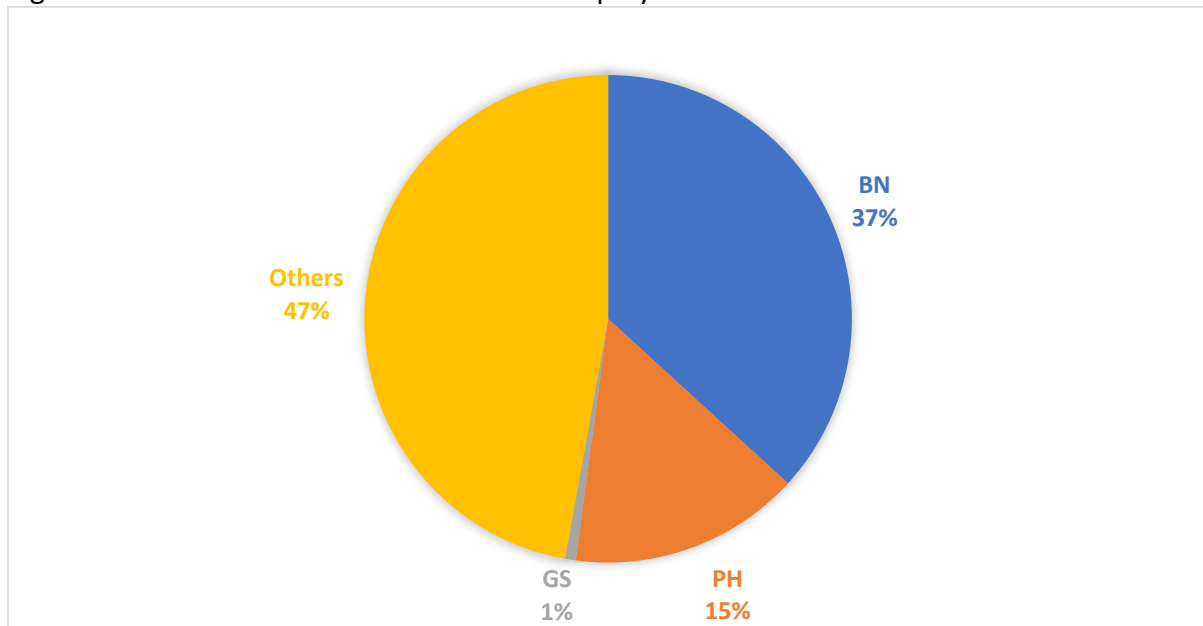
#### 2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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.
- Yong Teck Lee was the politician most likely to engage in attack politics (20.48%), followed by Musa Aman (14.46%).

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

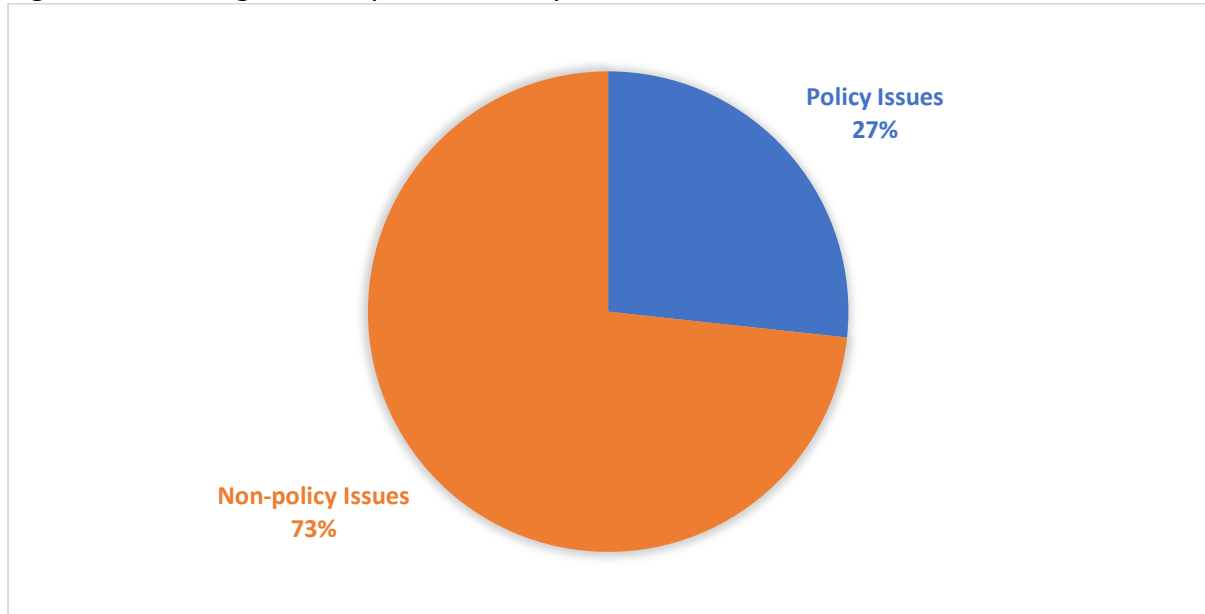


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/ Others party politicians engaged in attack politics most often (47%), followed by BN (37%) and PH (15%).

Section 3: Coverage of Issues

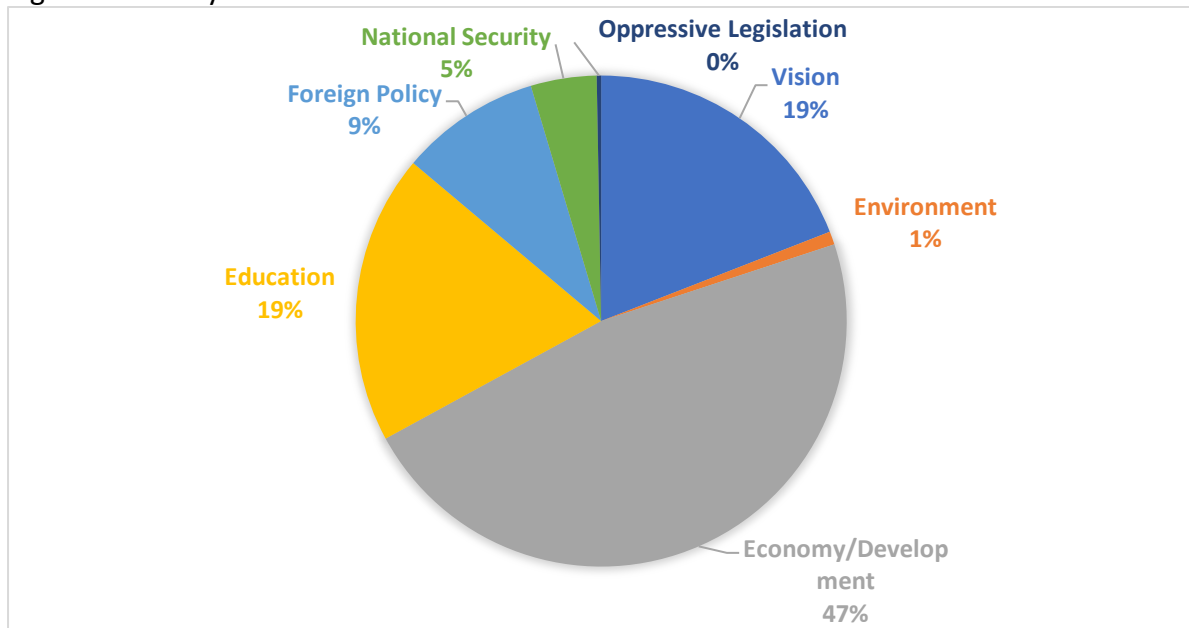
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



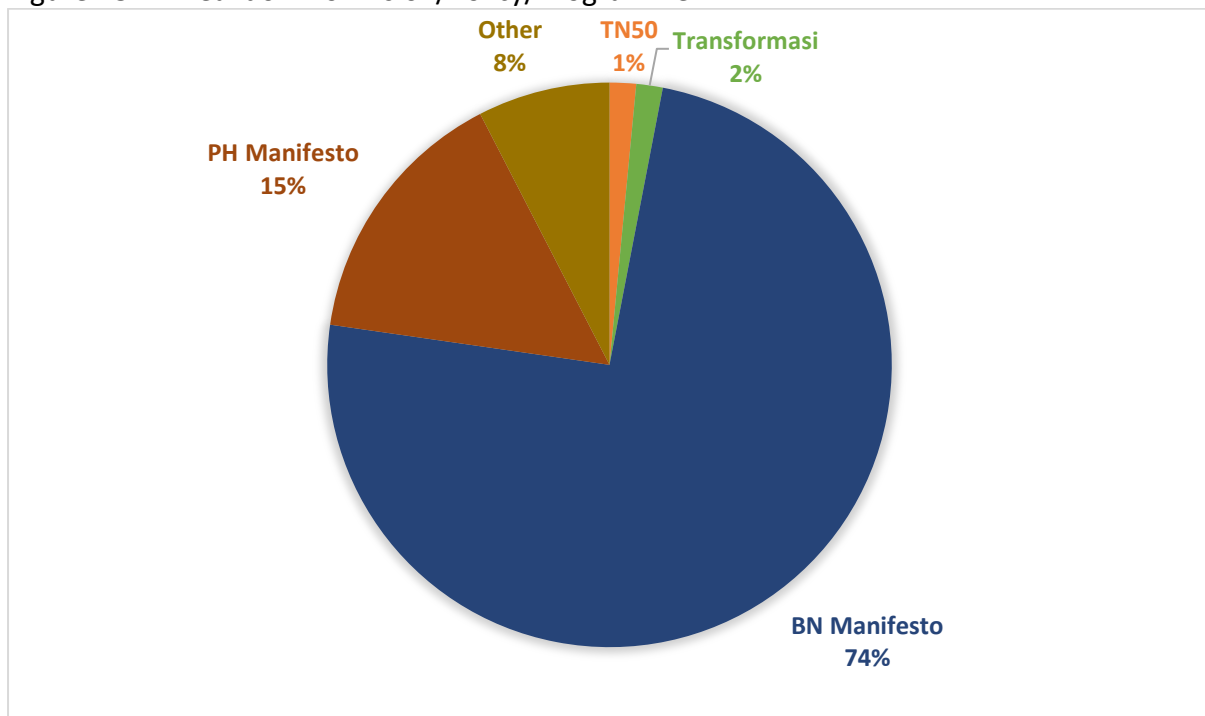
Note: Non-policy issues received more coverage than Policy issues.

Figure 18: Policy Issues



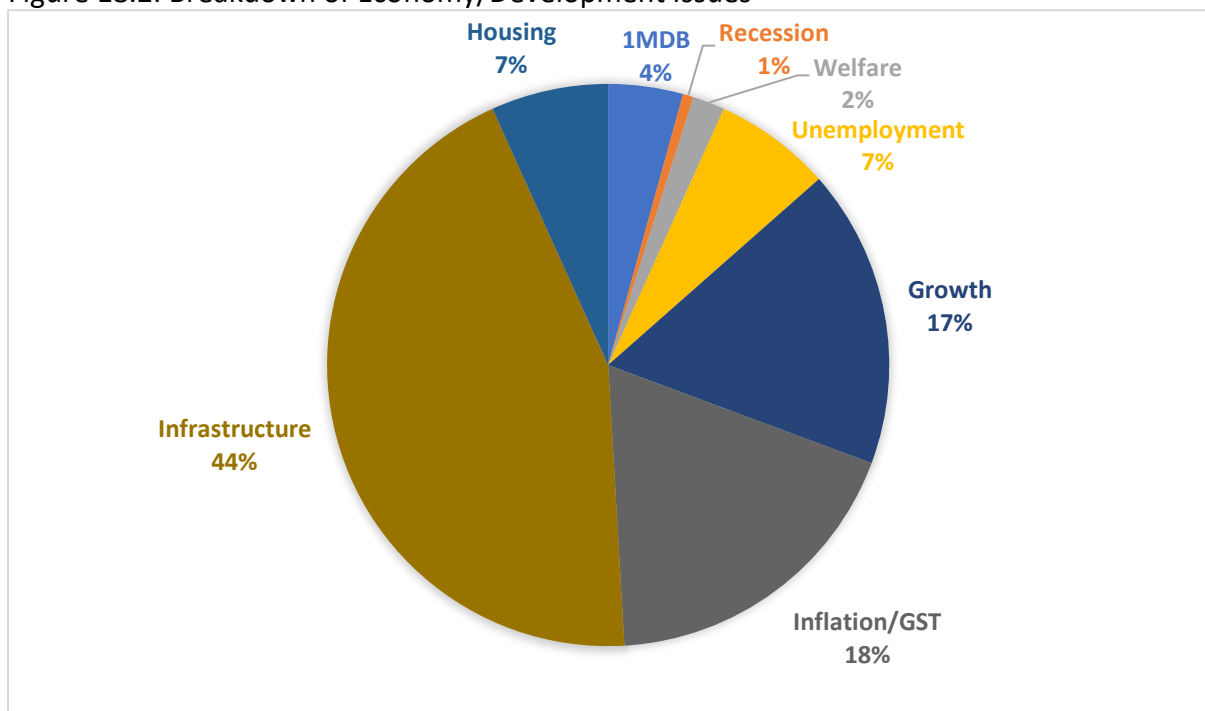
Note: Economy/Development was the most covered issue, followed by Education and Vision.

Figure 18.1: Breakdown of Vision/Policy/Programme



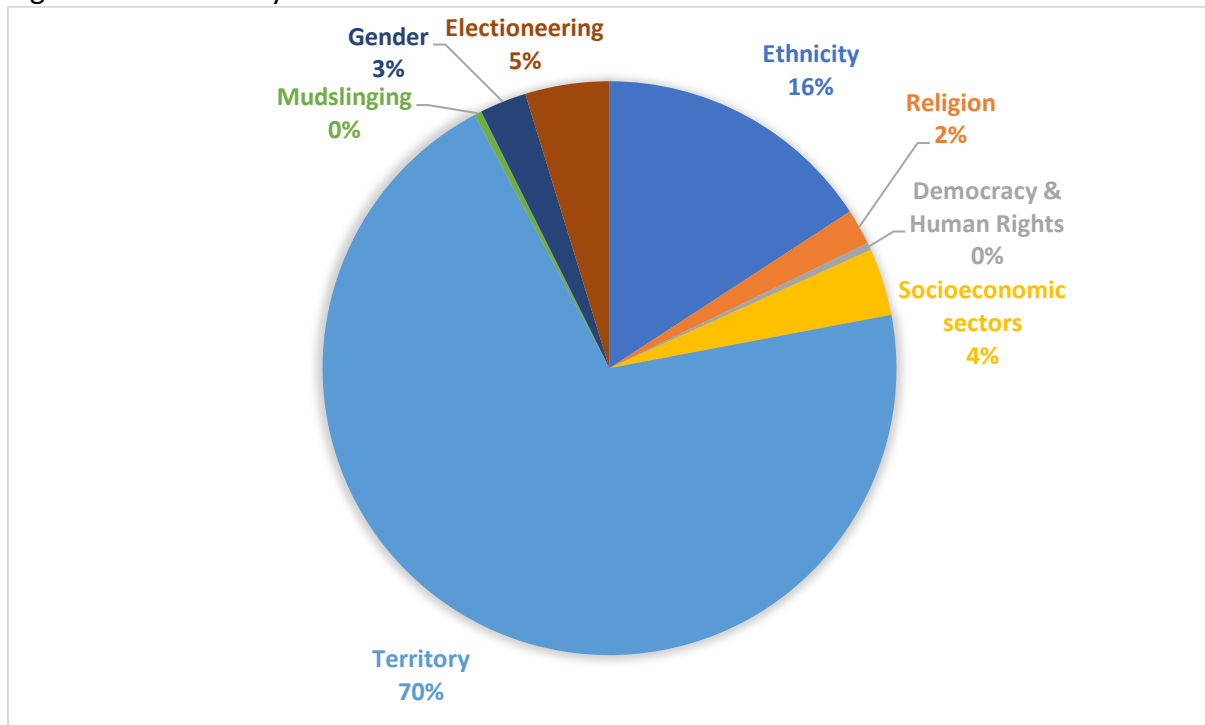
Note: BN manifesto was covered far more than the others, followed by PH manifesto. No coverage of Gagasan Manifesto.

Figure 18.2: Breakdown of Economy/Development Issues



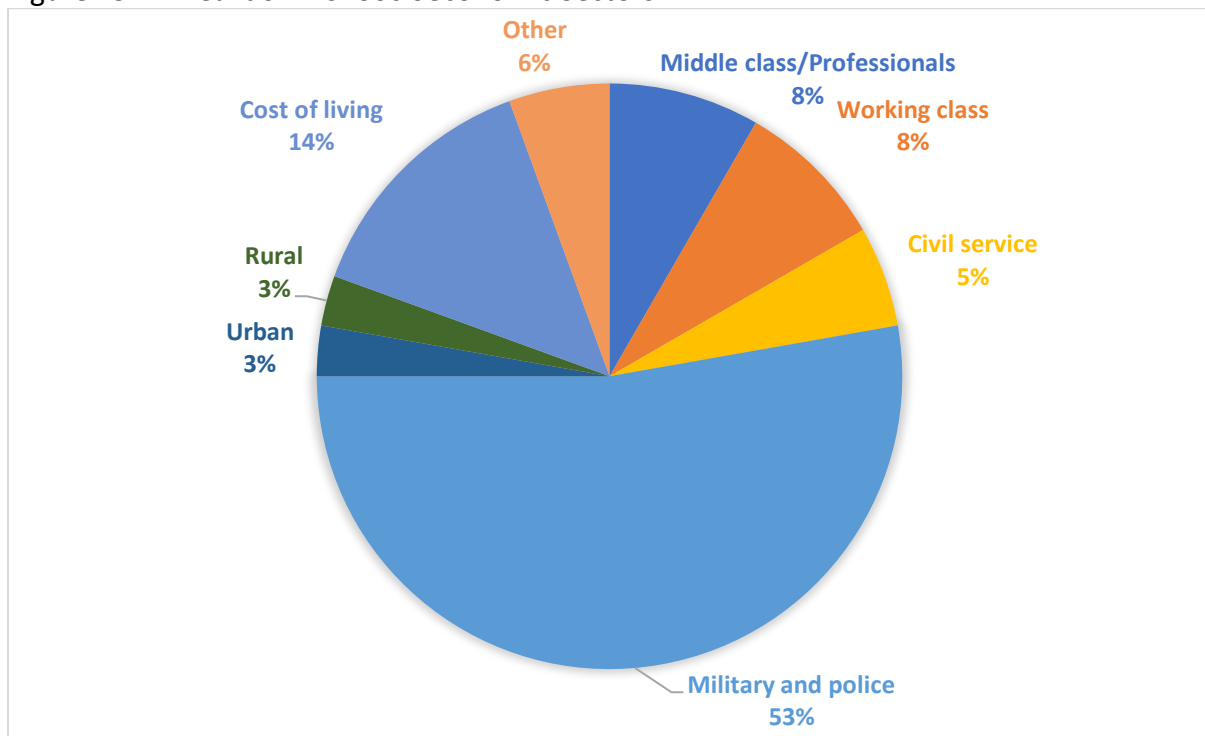
Note: Infrastructure was the most covered topic, followed by Inflation/GST and Growth.

Figure 19: Non-Policy Issues



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

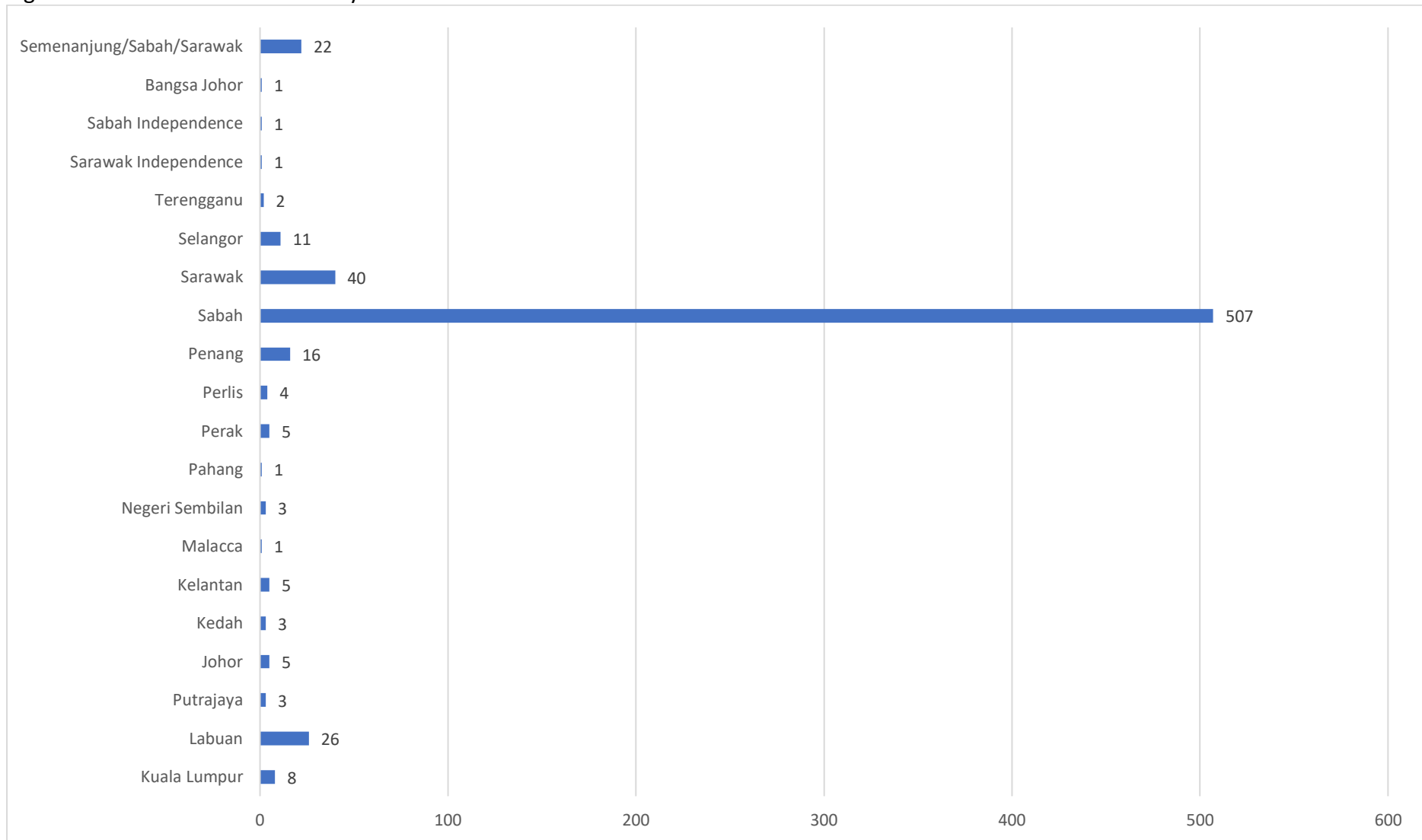
Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Military and police was the most covered issue, followed by Cost of living and Working class/ Middle class/Professionals.



Figure 19.2: Breakdown of Territory Issues



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