

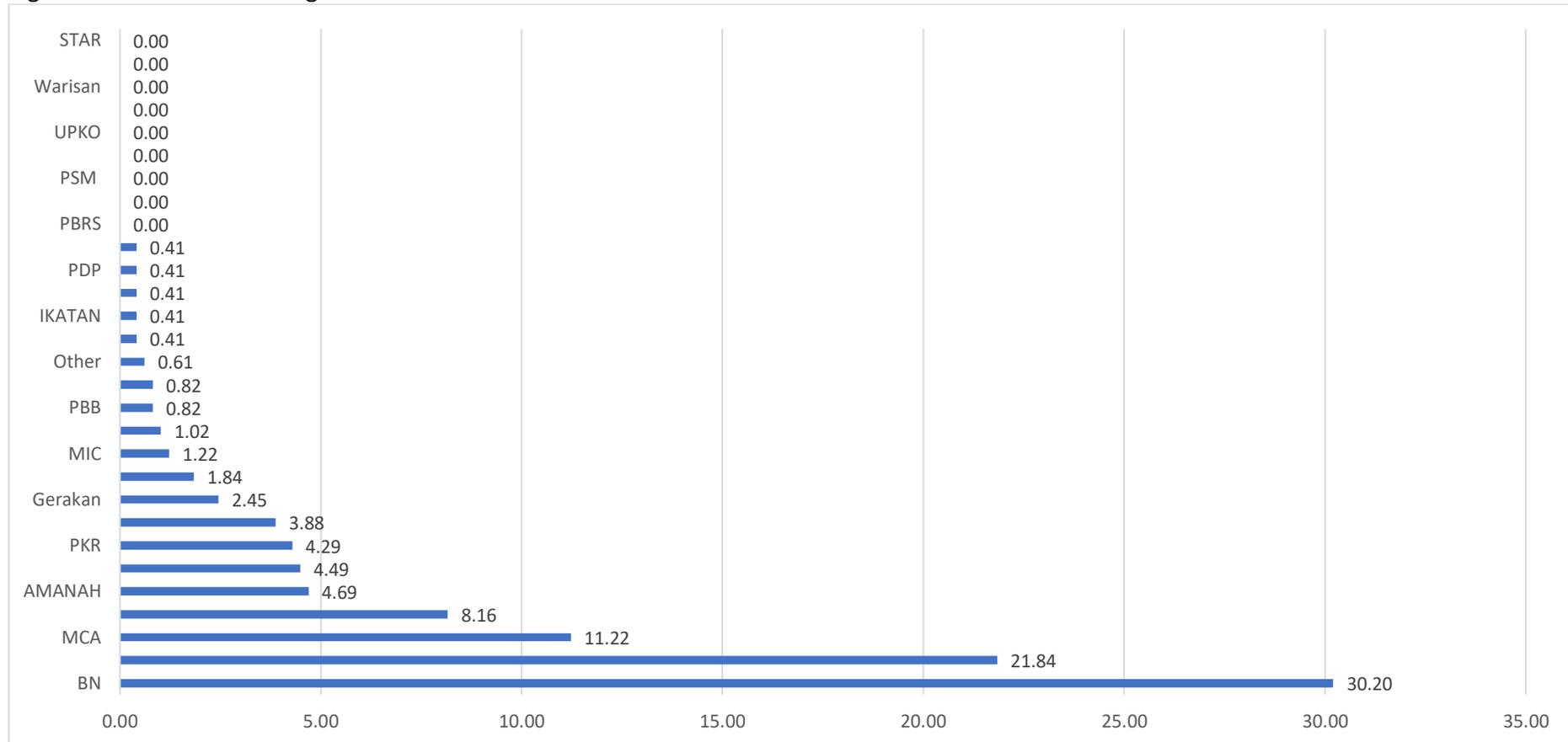
## Watching the Watchdog 2.0

### TV2 Mandarin

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

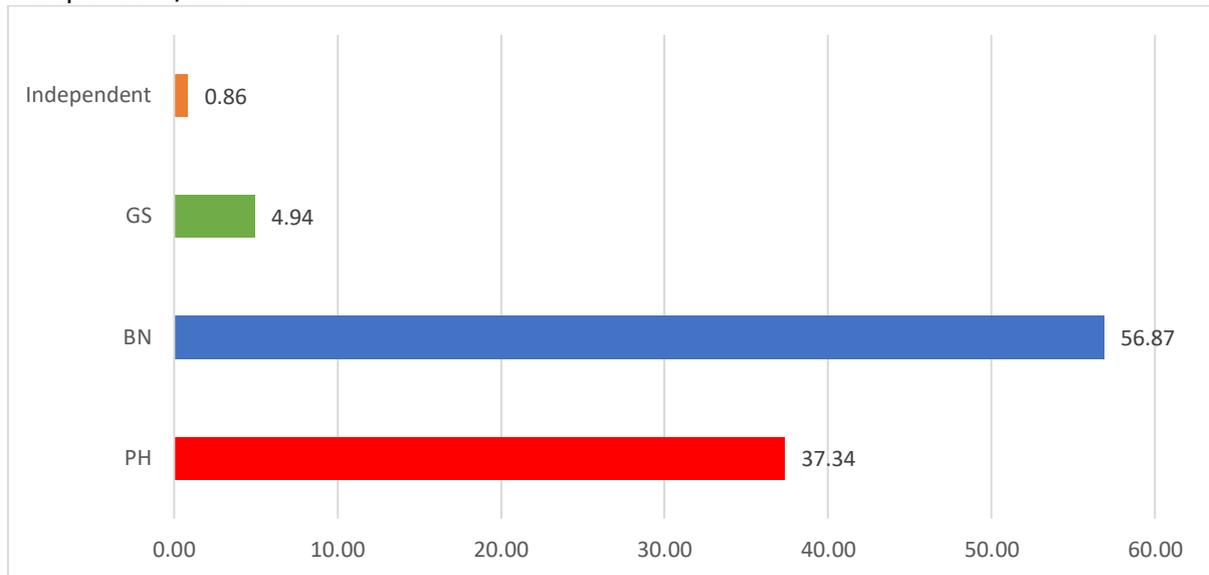
##### 1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (30.20%), followed by PH (21.84%) and MCA (11.22%).

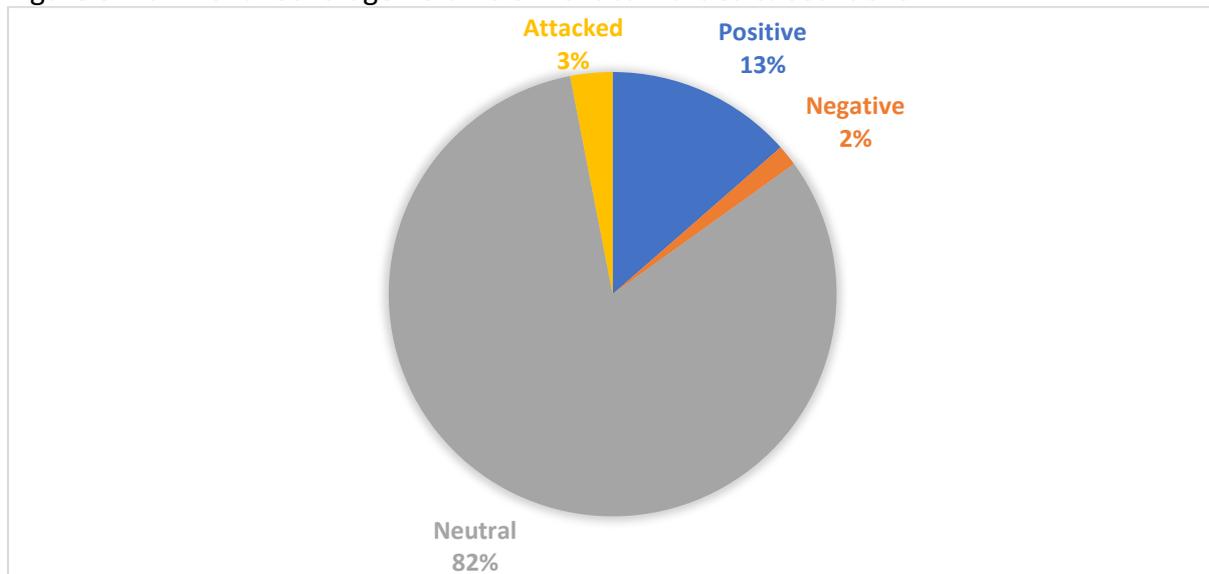
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (58.87%), followed by PH (37.34%) and GS (4.94%).

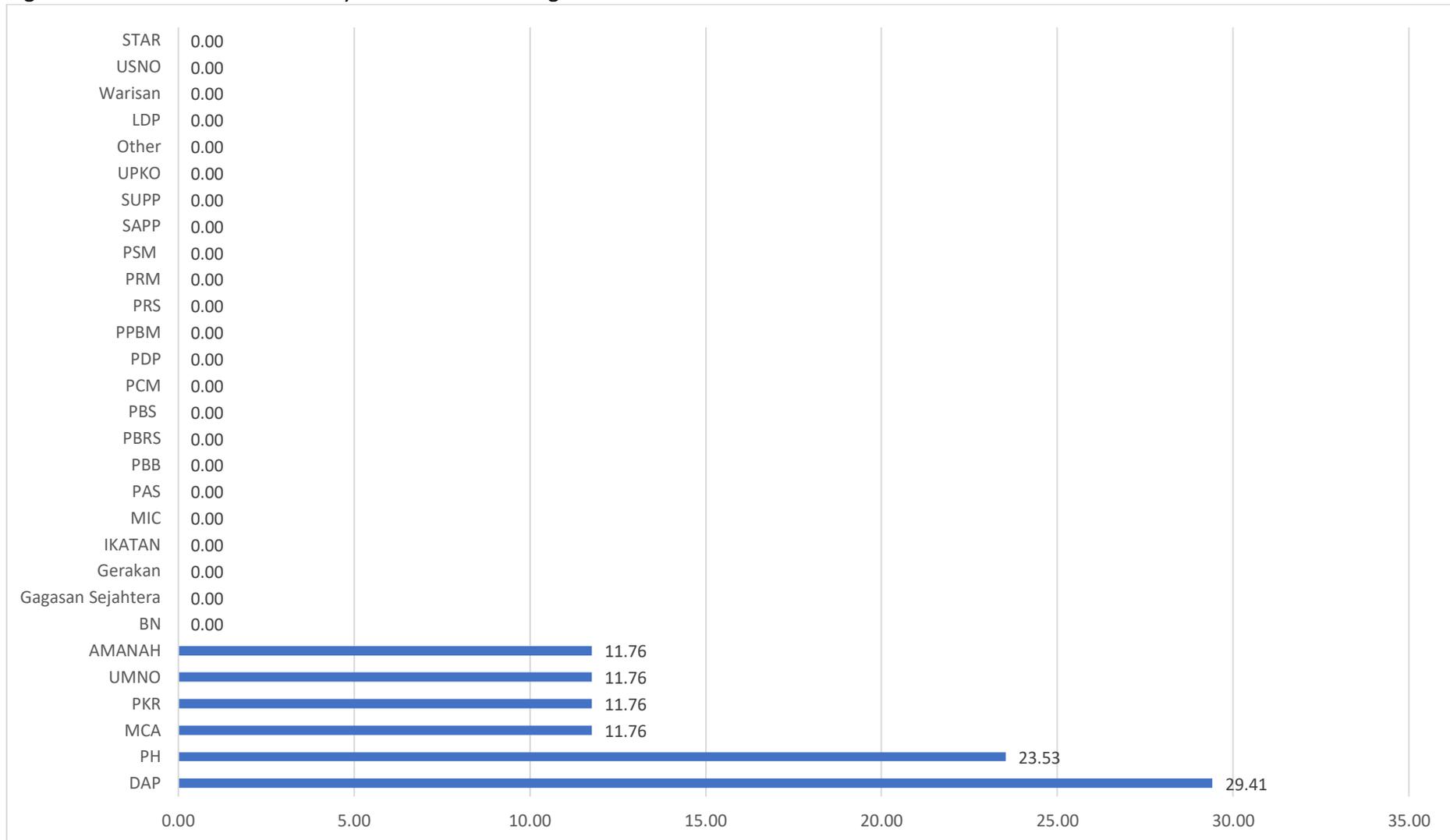
## 1.2 Tone of Coverage of Political Parties & Coalitions

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



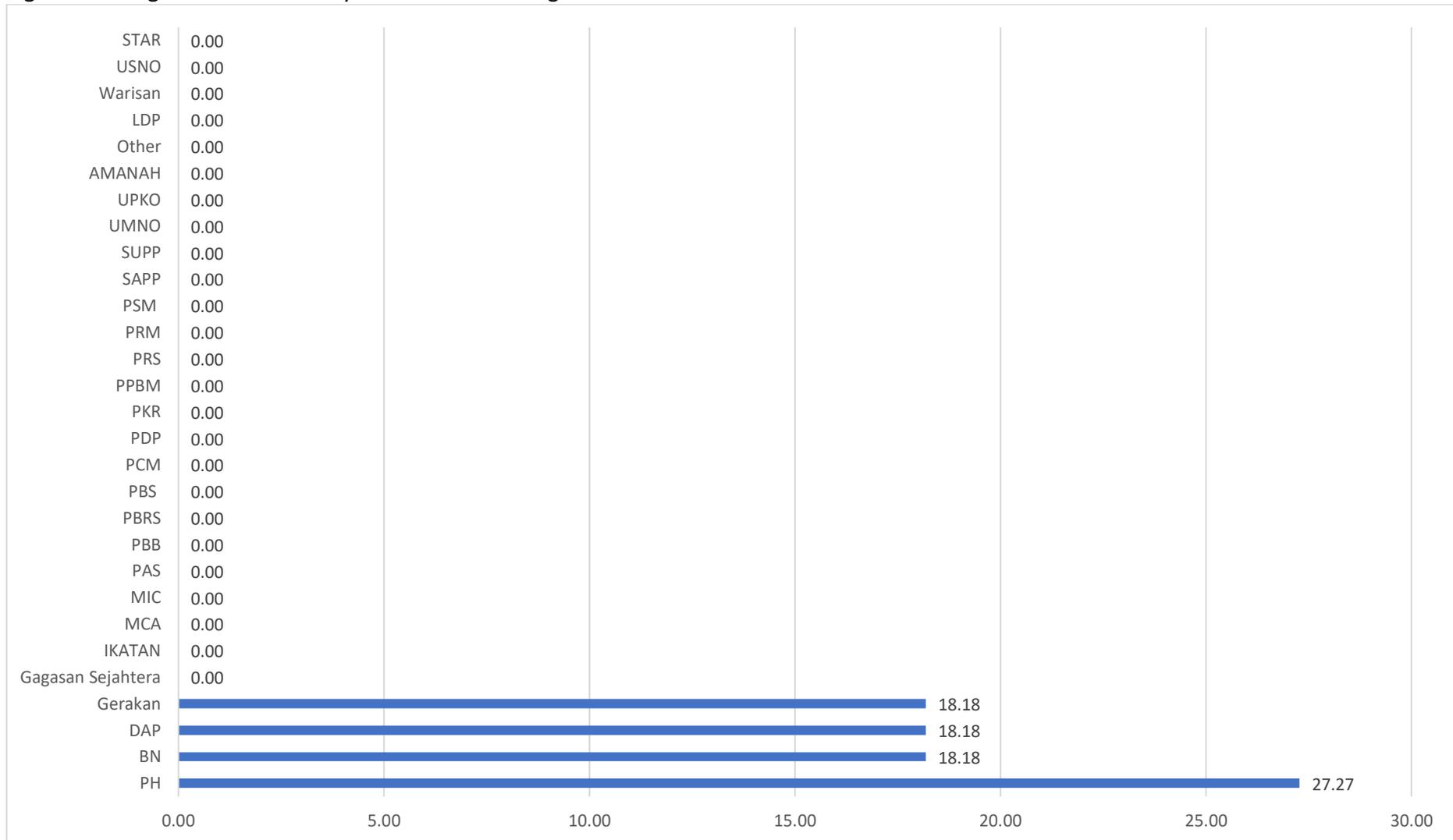
- The Neutral tone was used the most (82%), followed by Positive (13%) and Attacked (3%).

Figure 4.1: Attacked Political Party & Coalition Coverage



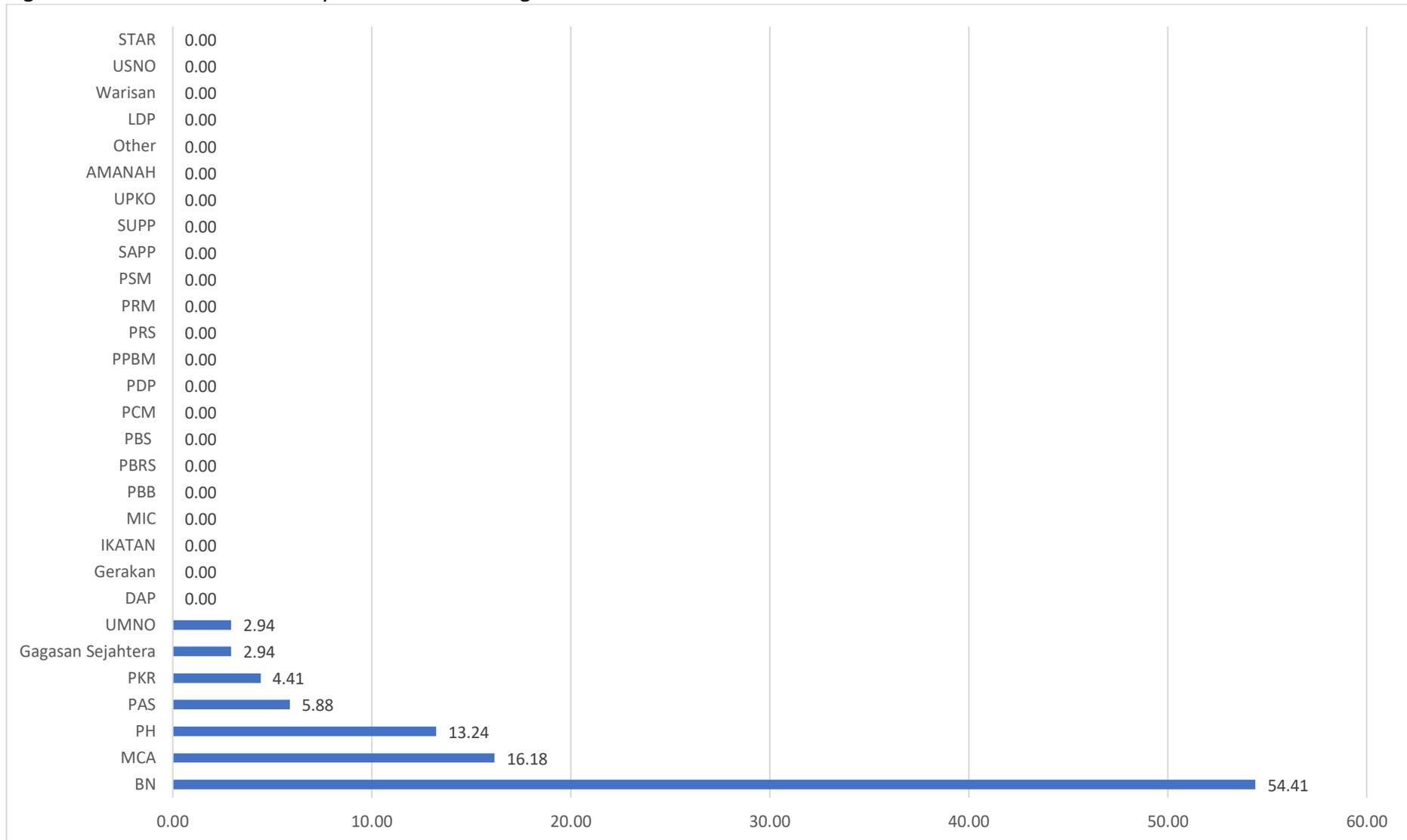
- DAP received the most Attacked coverage (29.41%), followed by PH (23.53%).
- MCA, PKR, UMNO, and AMANAH received equal amounts of Attacked coverage (11.76%)

Figure 4.2: Negative Political Party & Coalition Coverage



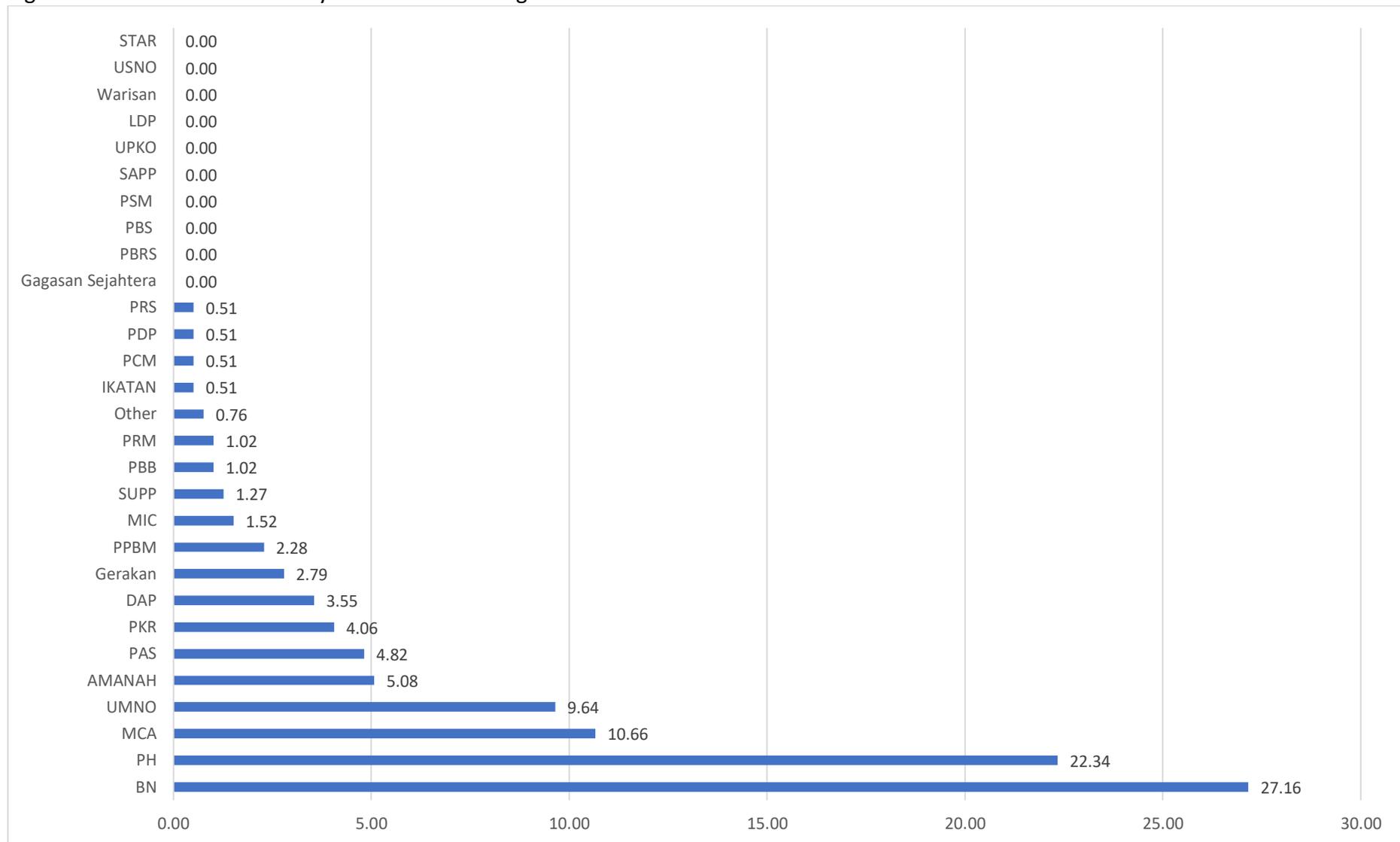
- PH received the most Negative coverage (27.27%).
- BN, DAP, and Gerakan received equal amounts of negative coverage (18.18%).

Figure 5.1: Positive Political Party & Coalition Coverage



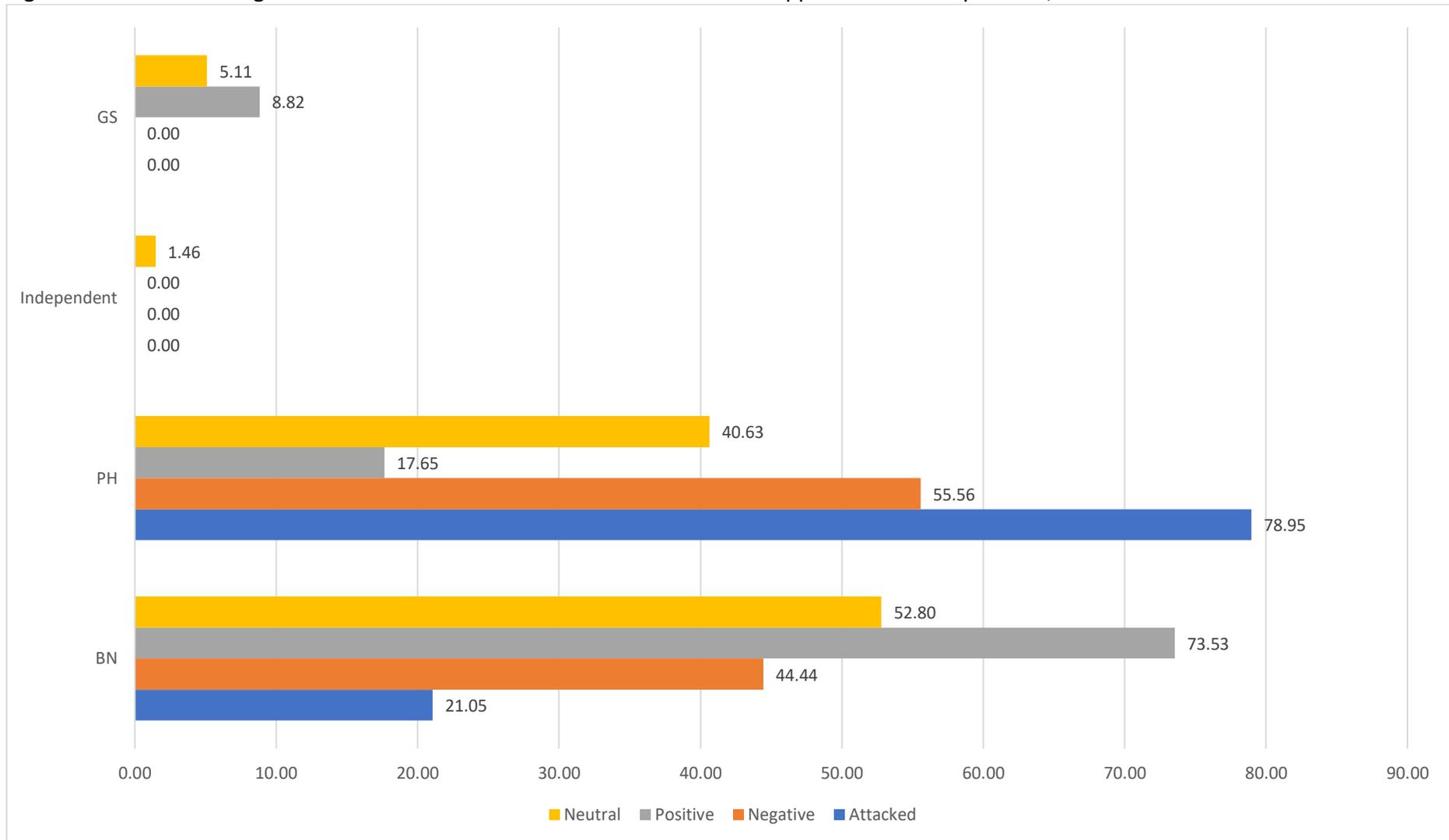
- BN received the most positive coverage (54.41%), followed by MCA (16.18%) and PH (13.24%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (27.16%), followed by PH (22.34%) and MCA (10.66%).

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

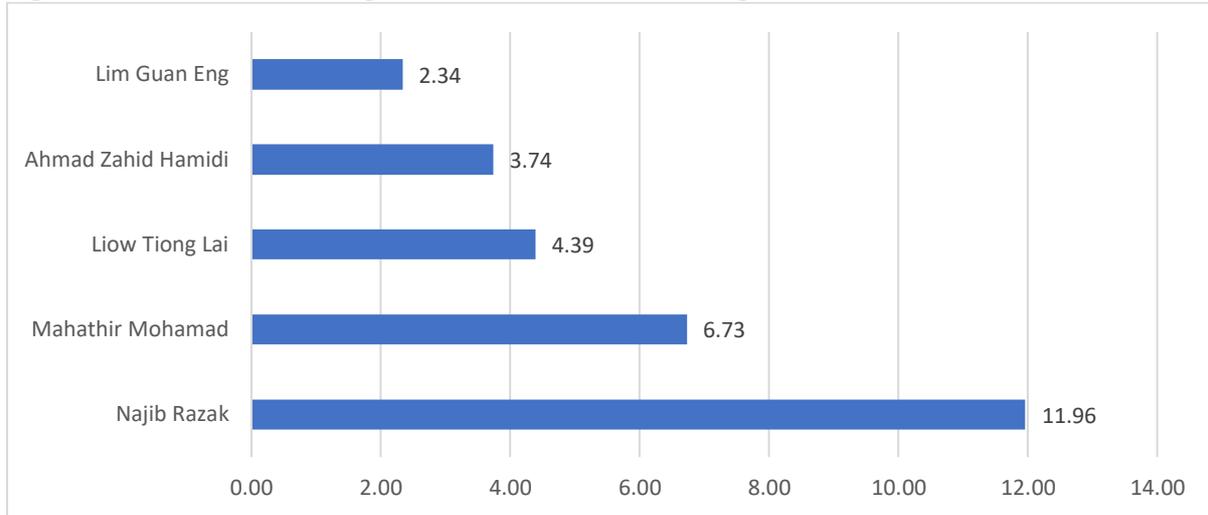


- PH received the most Attacked and Negative coverage, while BN received the most coverage for Positive and Neutral.

## Section 2: Coverage of Politicians and Political Figures

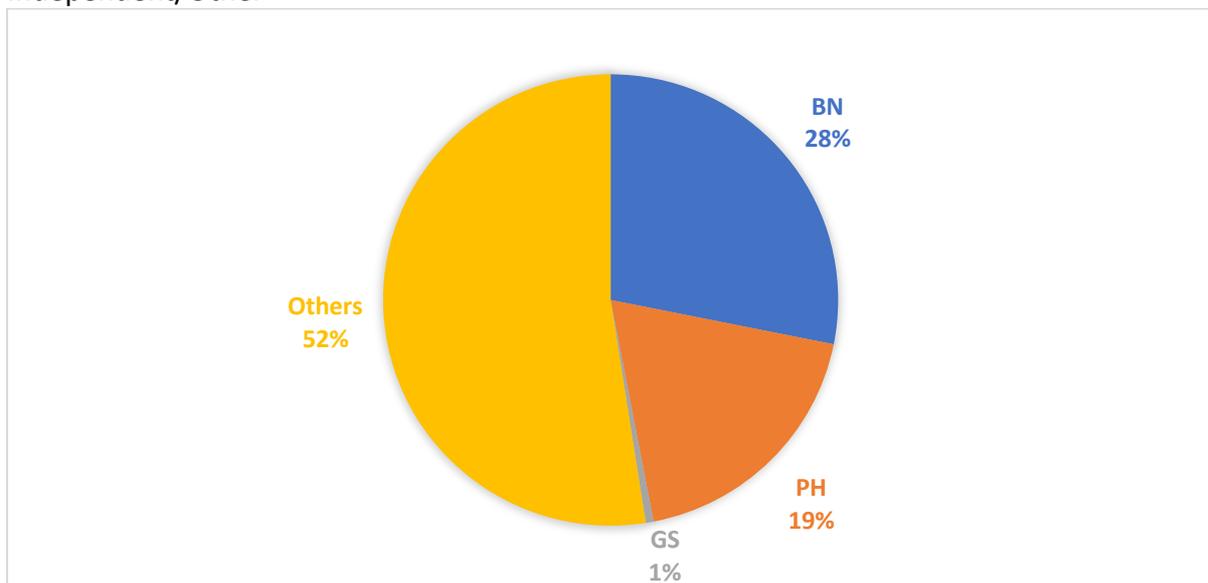
### 2.1 Volume of Coverage of Politicians & Political Figures

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 (11.96%), followed by Mahathir Mohamad (6.73%).

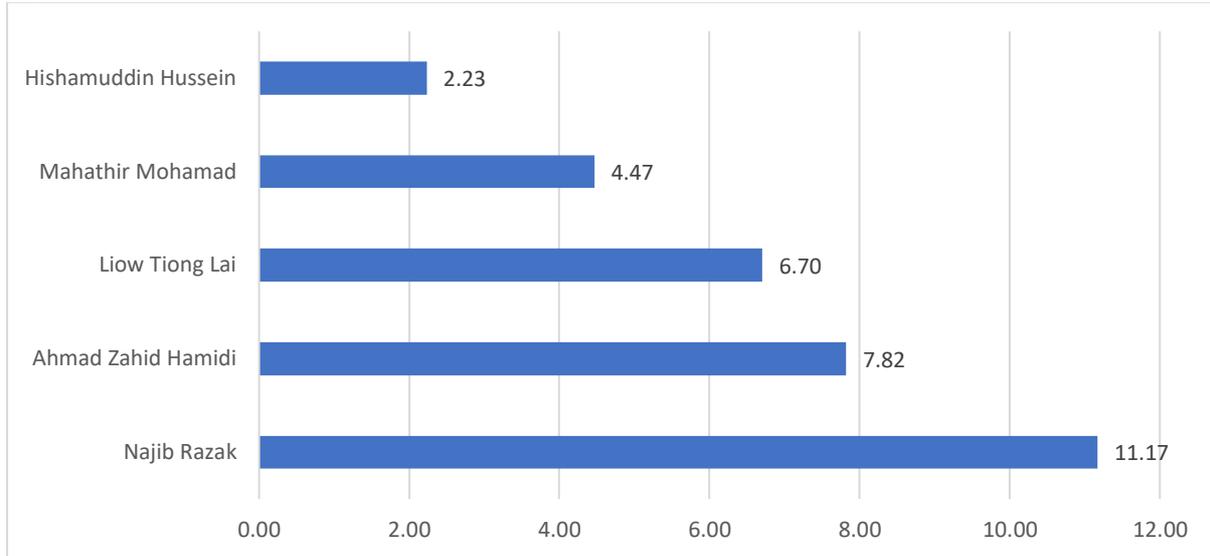
Figure 8: Volume of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- 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 (52%).

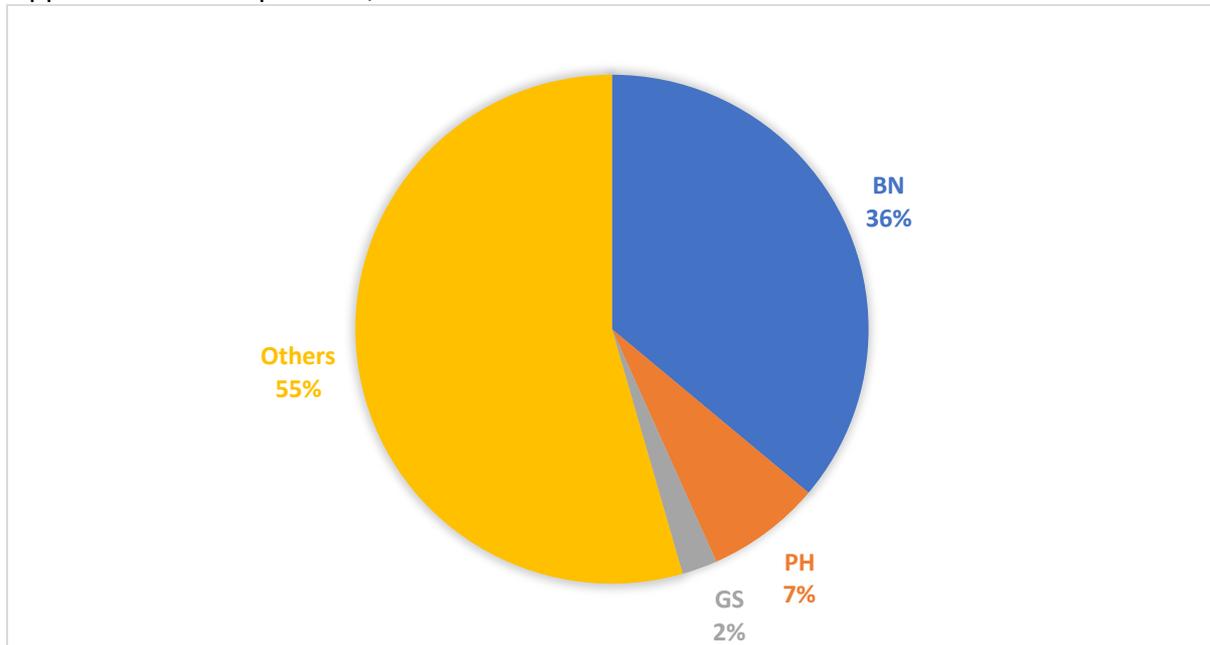
## 2.2 Volume of the Use of Politicians & Political Figures as Sources

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 majority (11.17%), followed by Ahmad Zahid Hamidi (7.82%).

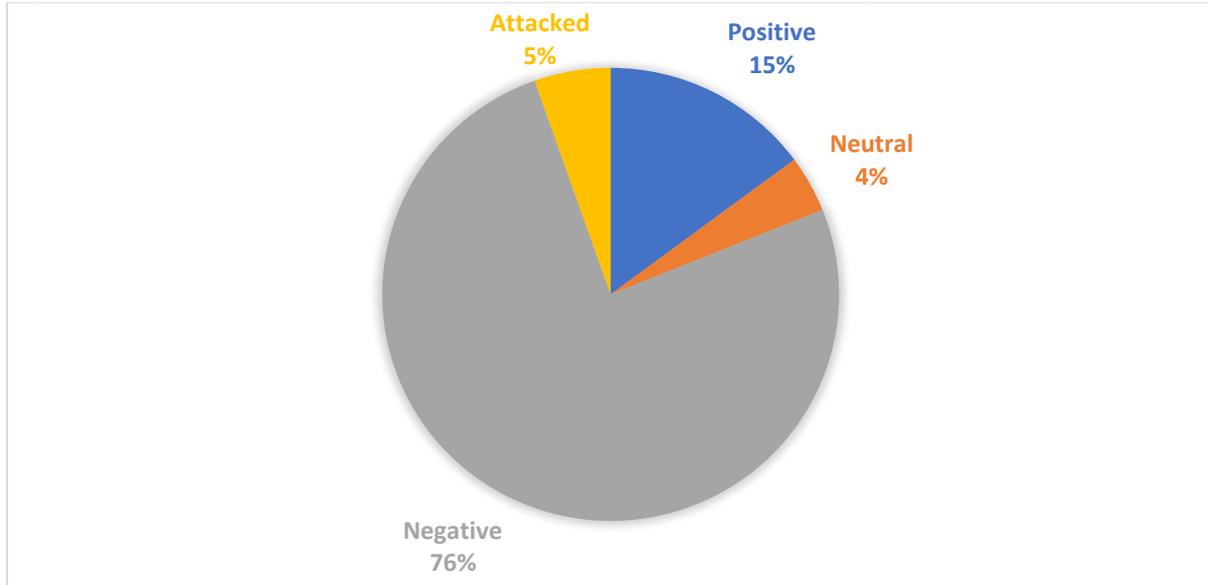
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 Independent/ Others (55%).

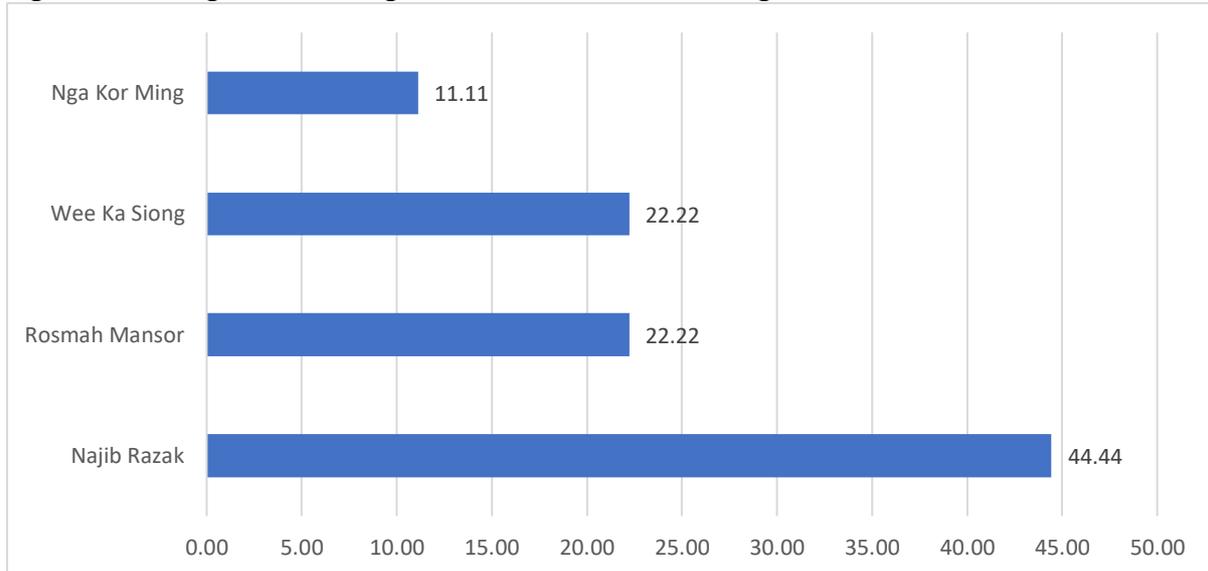
### 2.3 Tone of Coverage of Politicians & Political Figures

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



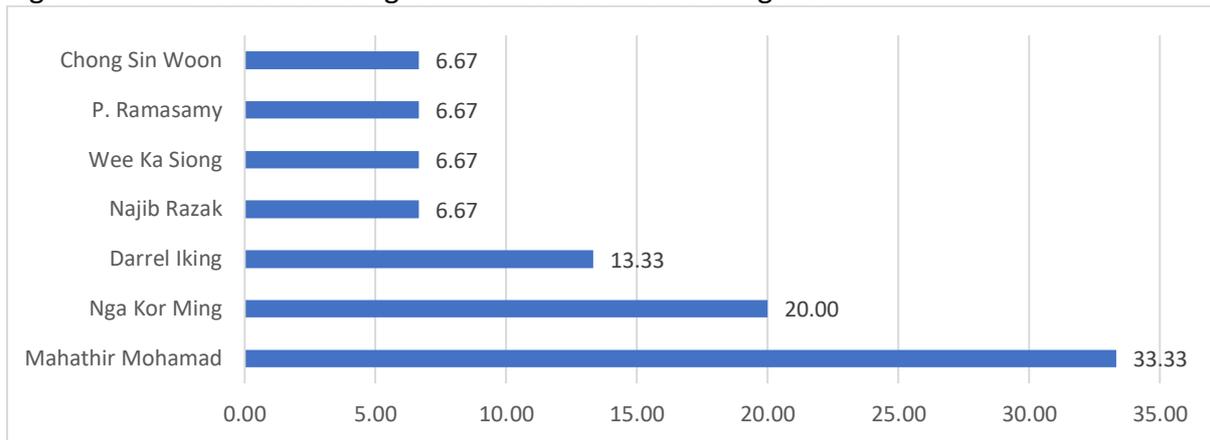
- Of all the tonal categories used in the coverage of politicians and political figures, the negative category was used the most often (76%), followed by the positive category (15%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



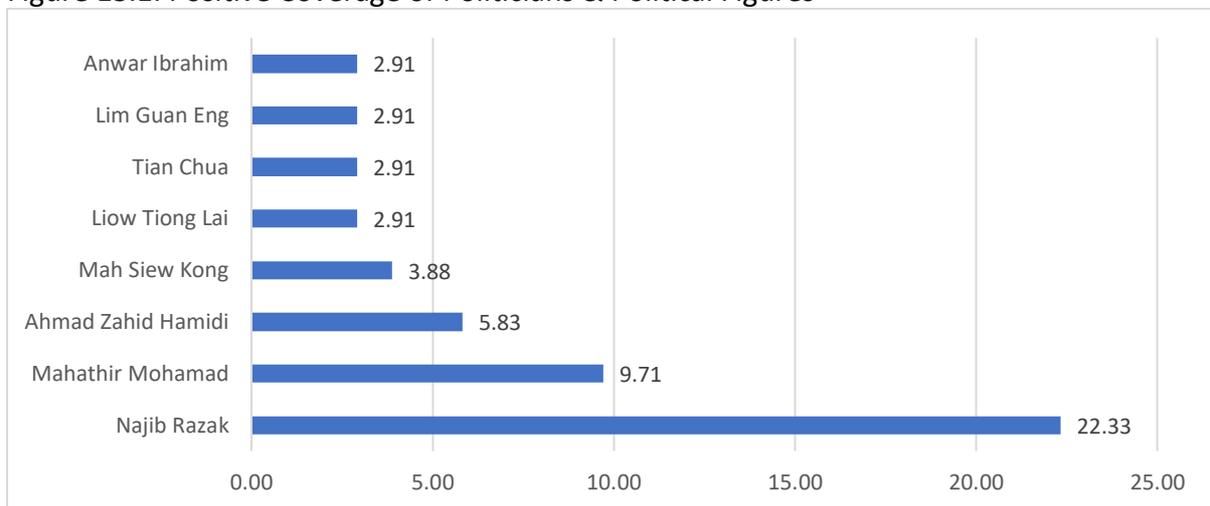
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most negative coverage (44.44%), followed by both Rosmah Mansor and Wee Ka Siong (22.22%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



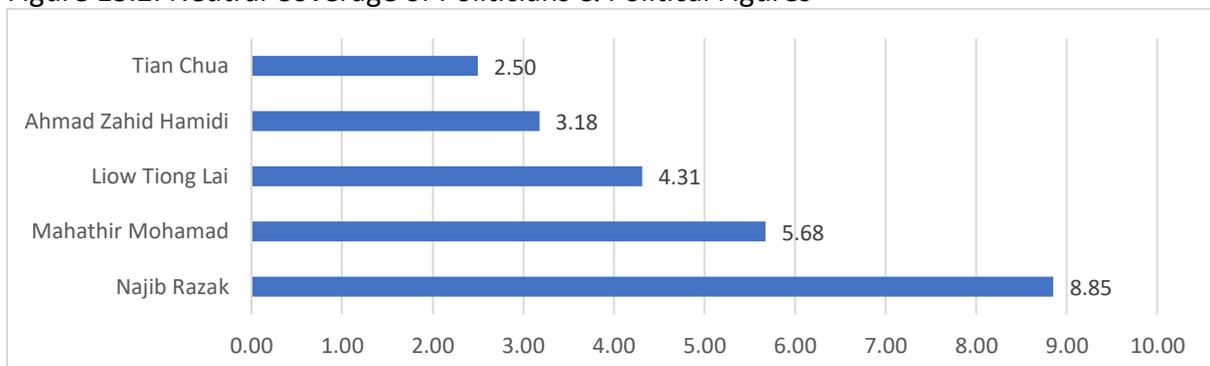
- Mahathir Mohamad received the most attacked coverage (33.33%), followed by Nga Kor Ming (20.00%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



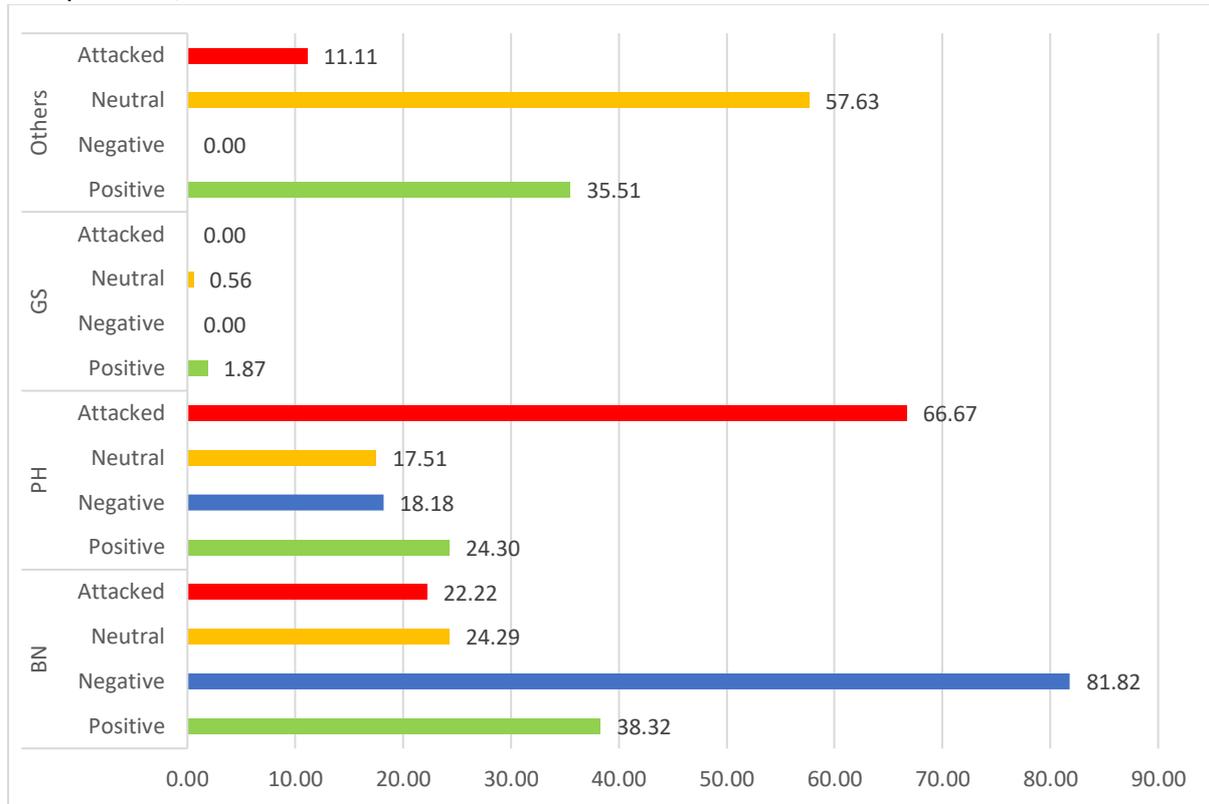
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most positive coverage (22.33%), followed by Mahathir Mohamad (9.71%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Najib Razak received the most neutral coverage (8.85%), followed by Mahathir Mohamad (5.68%).

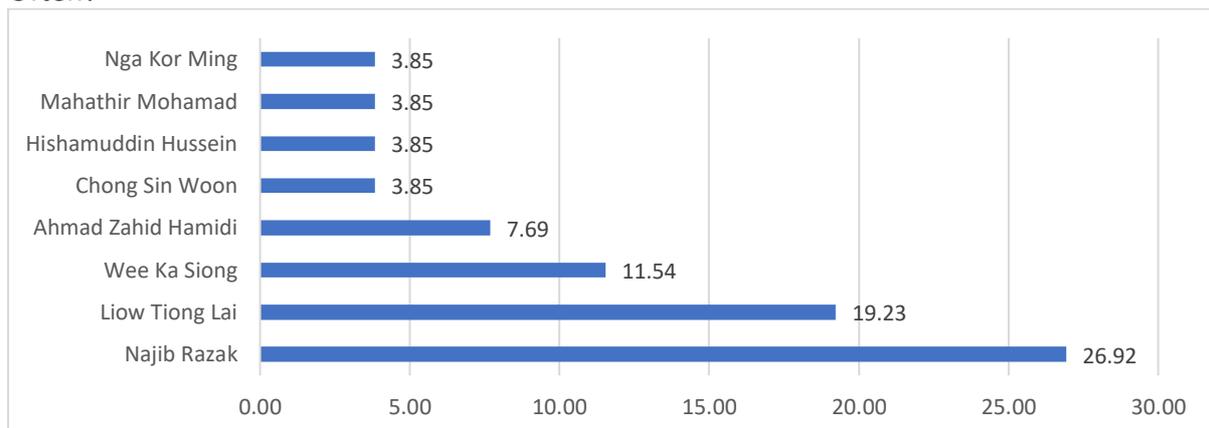
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, BN received the highest positive and negative coverage. PH received the highest attacked coverage, and Independent/ Others received highest neutral coverage.

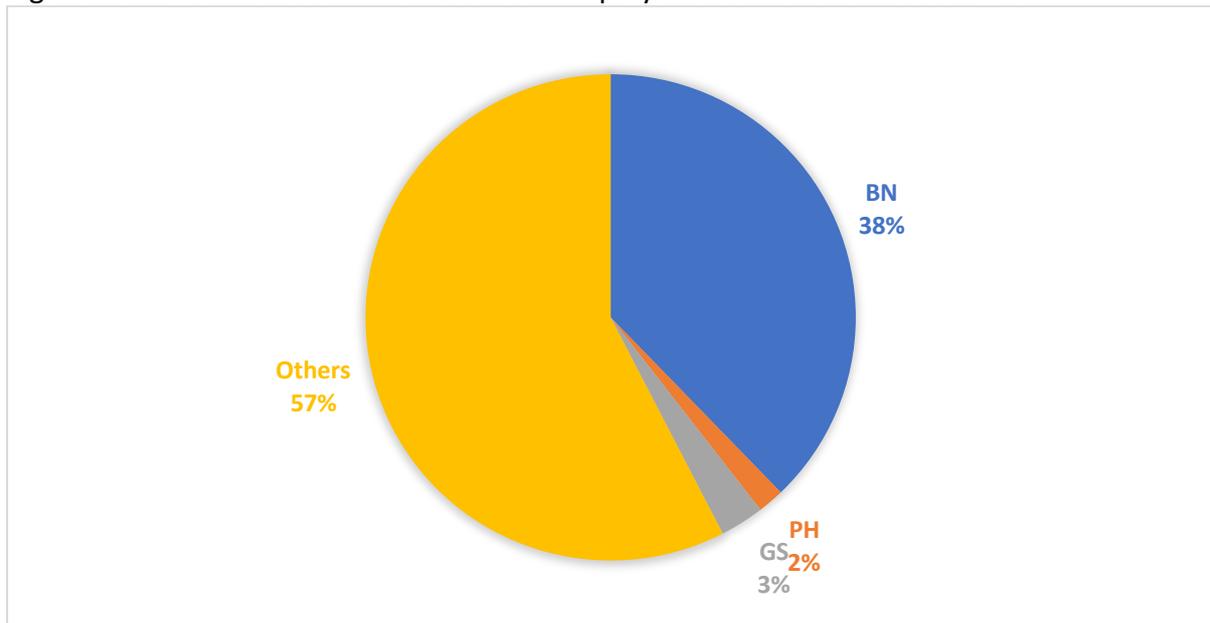
## 2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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 (26.92%), followed by Liow Tiong Lai (19.23%).

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

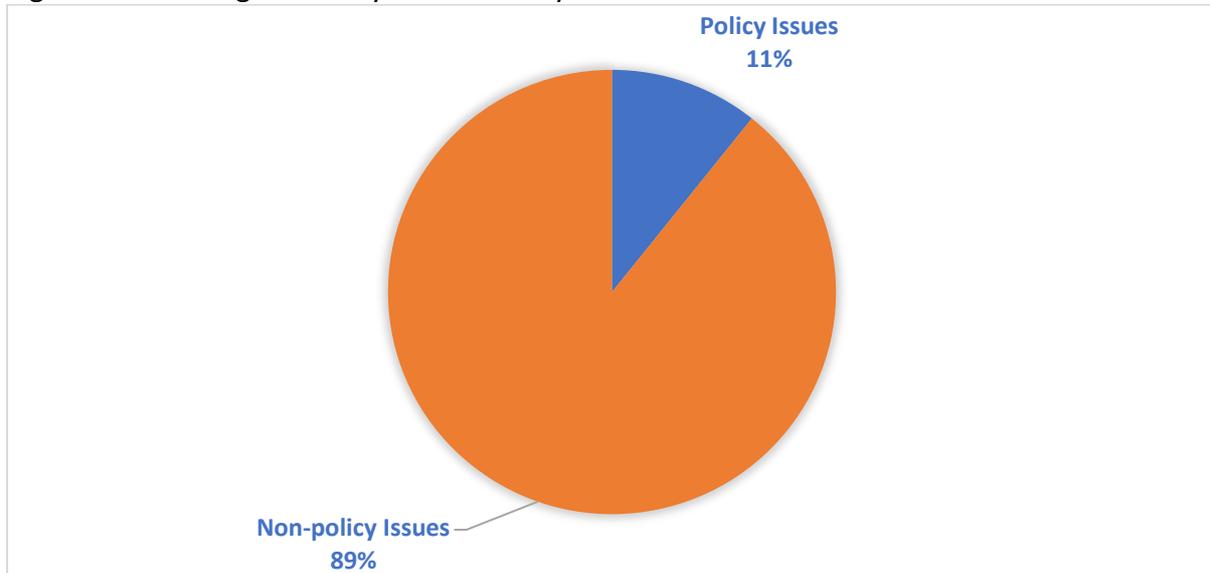


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/ Others (57%) coalition politicians engaged in attack politics more often than BN (38%).

Section 3: Coverage of Issues

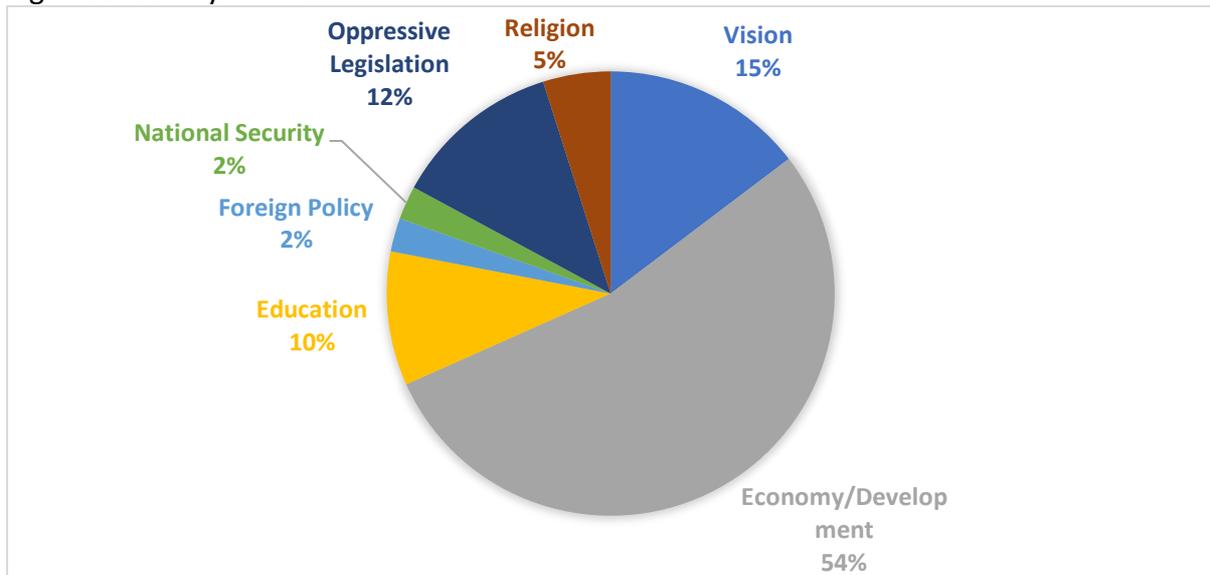
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



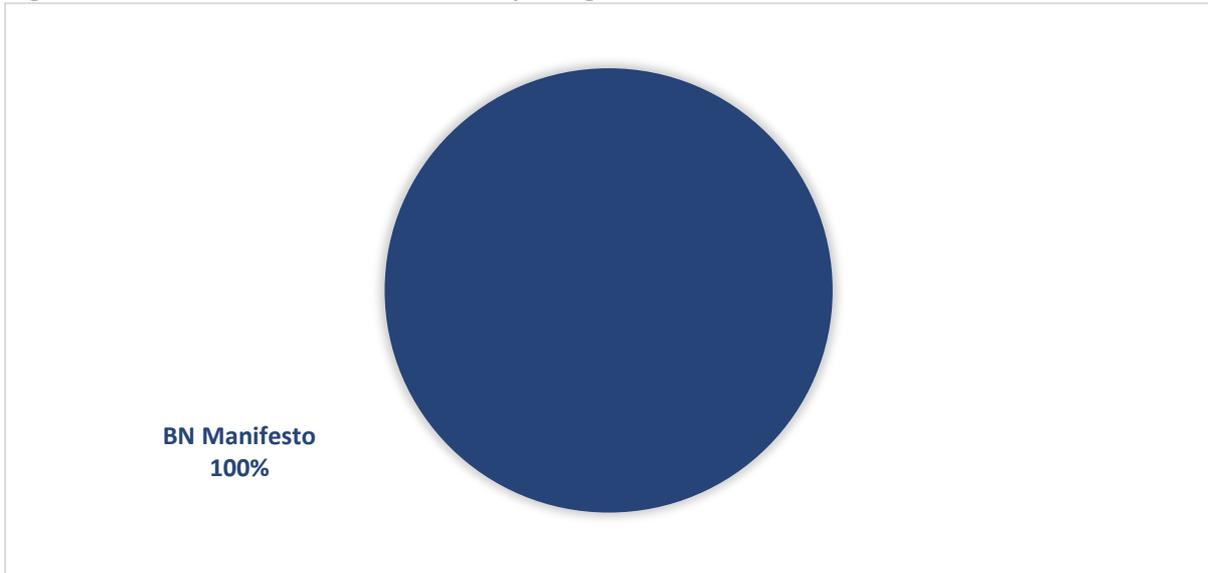
Note: Non-policy issues received an overwhelmingly more coverage than Policy issues.

Figure 18: Policy Issues



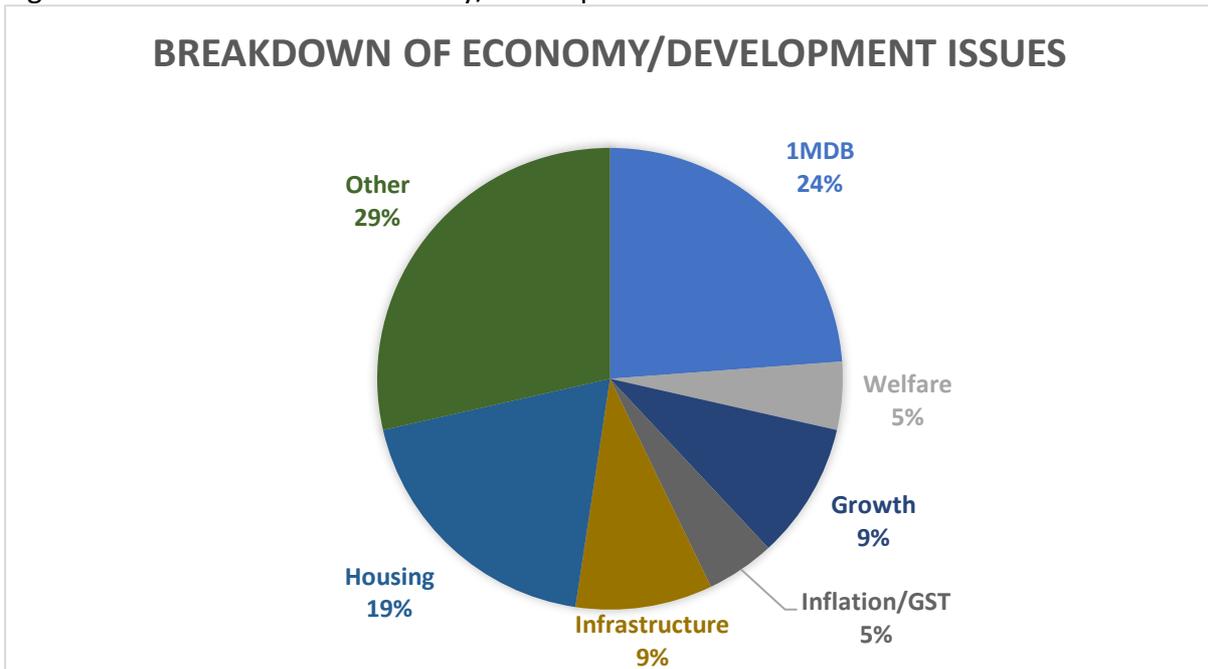
Note: Economy/Development was the most covered issue, followed by Vision and Oppressive Legislation

Figure 18.1: Breakdown of Vision/Policy/Programme



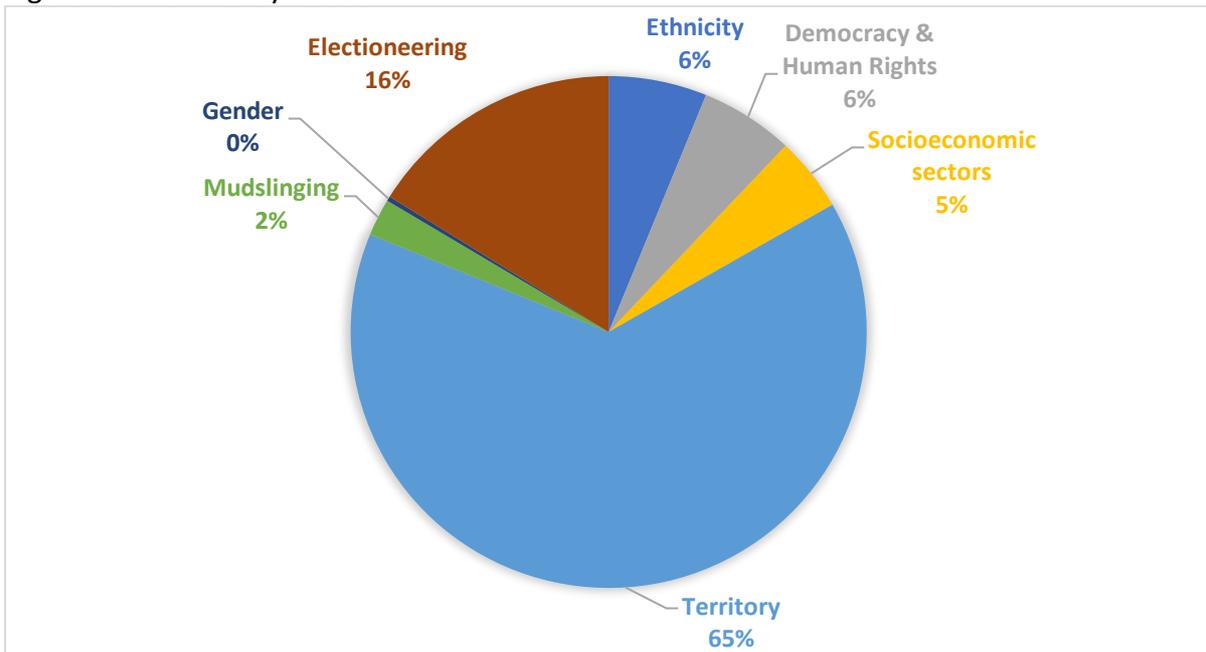
Note: Only the BN Manifesto was covered as part of the Vision/Policy/Programme segment of TV2 Mandarin news.

Figure 18.2: Breakdown of Economy/Development Issues



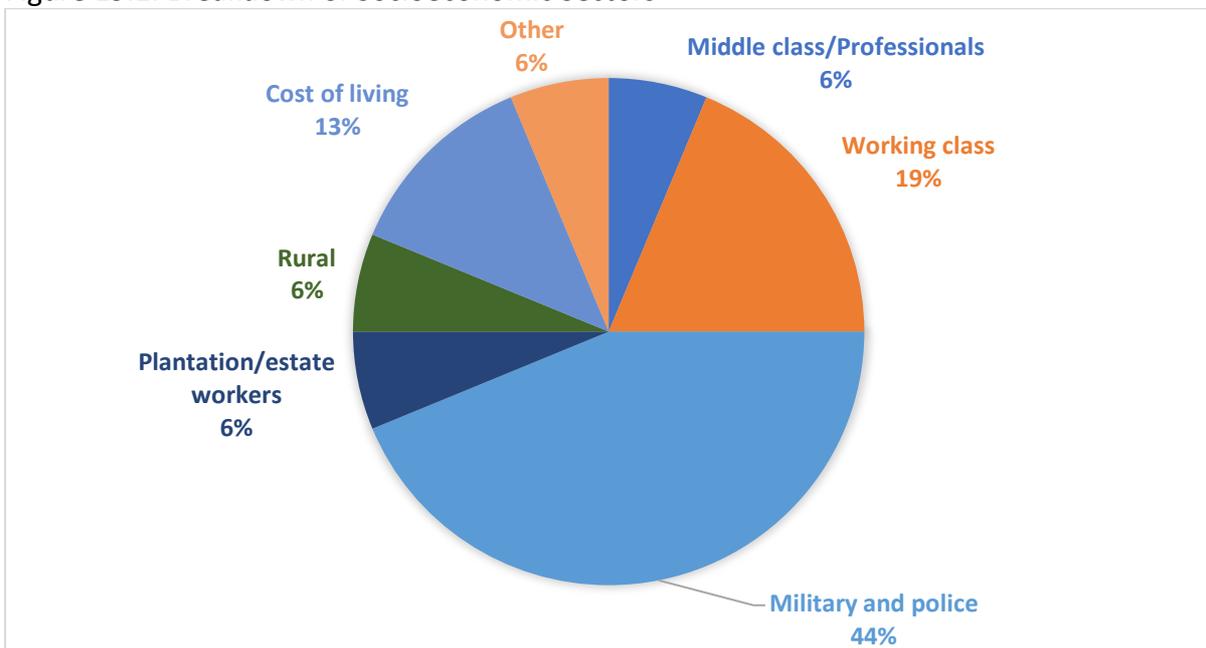
Note: 1MDB was the most covered topic, followed by Housing. GST was not as prominent as expected.

Figure 19: Non-Policy Issues



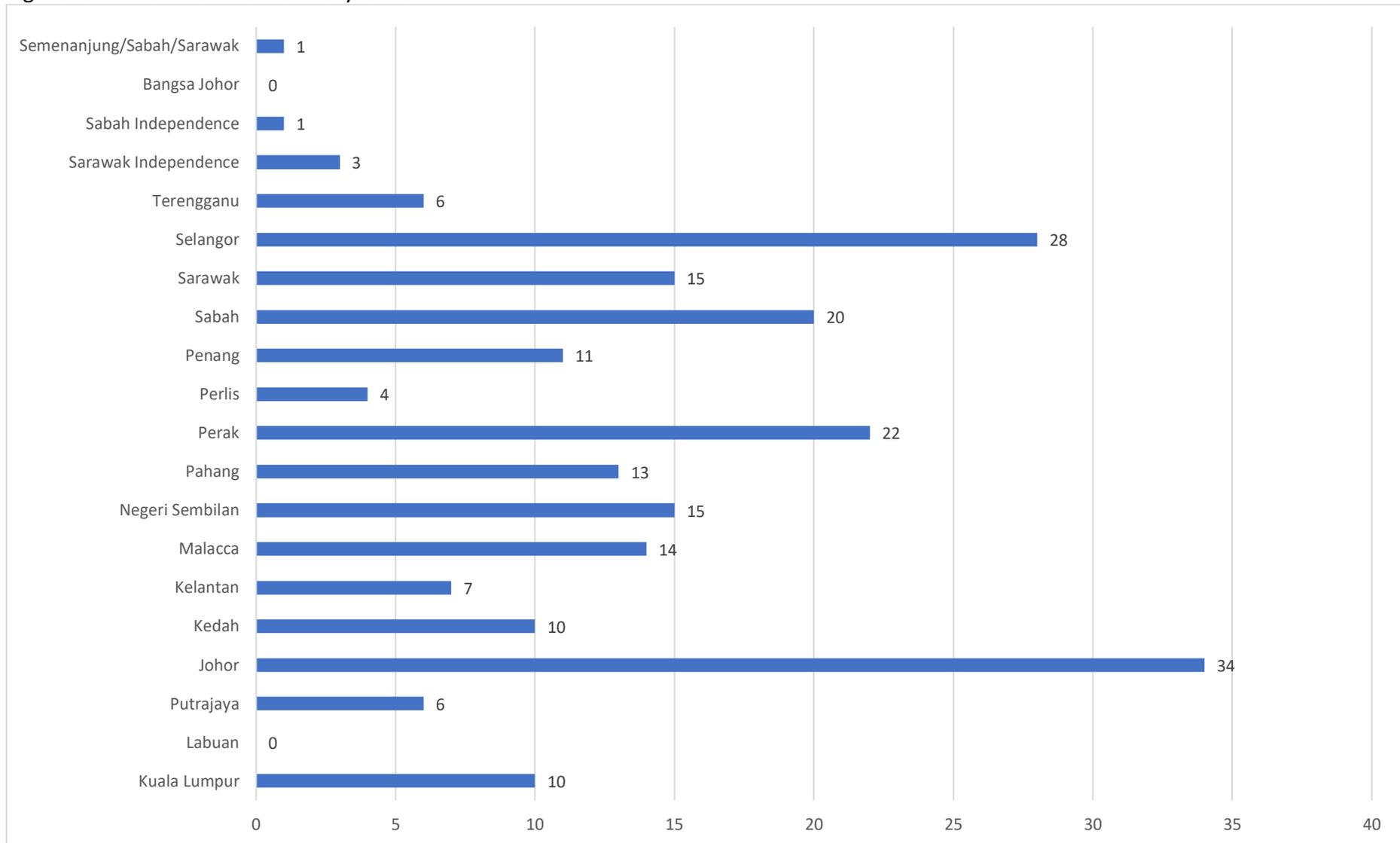
Note: Territory was the largest, but primarily due to the fact that any news piece that mentioned anyone from any territory was tagged with the “Territory” tag – so there may have been overlap of the data with other categories.

Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Military and police were the most covered, followed by Working class and Middle class/Professionals.

Figure 19.2: Breakdown of Territory Issues



Note: Johor received the most coverage, followed by Selangor and Perak. Sabah/Sarawak Independence received very limited coverage.