

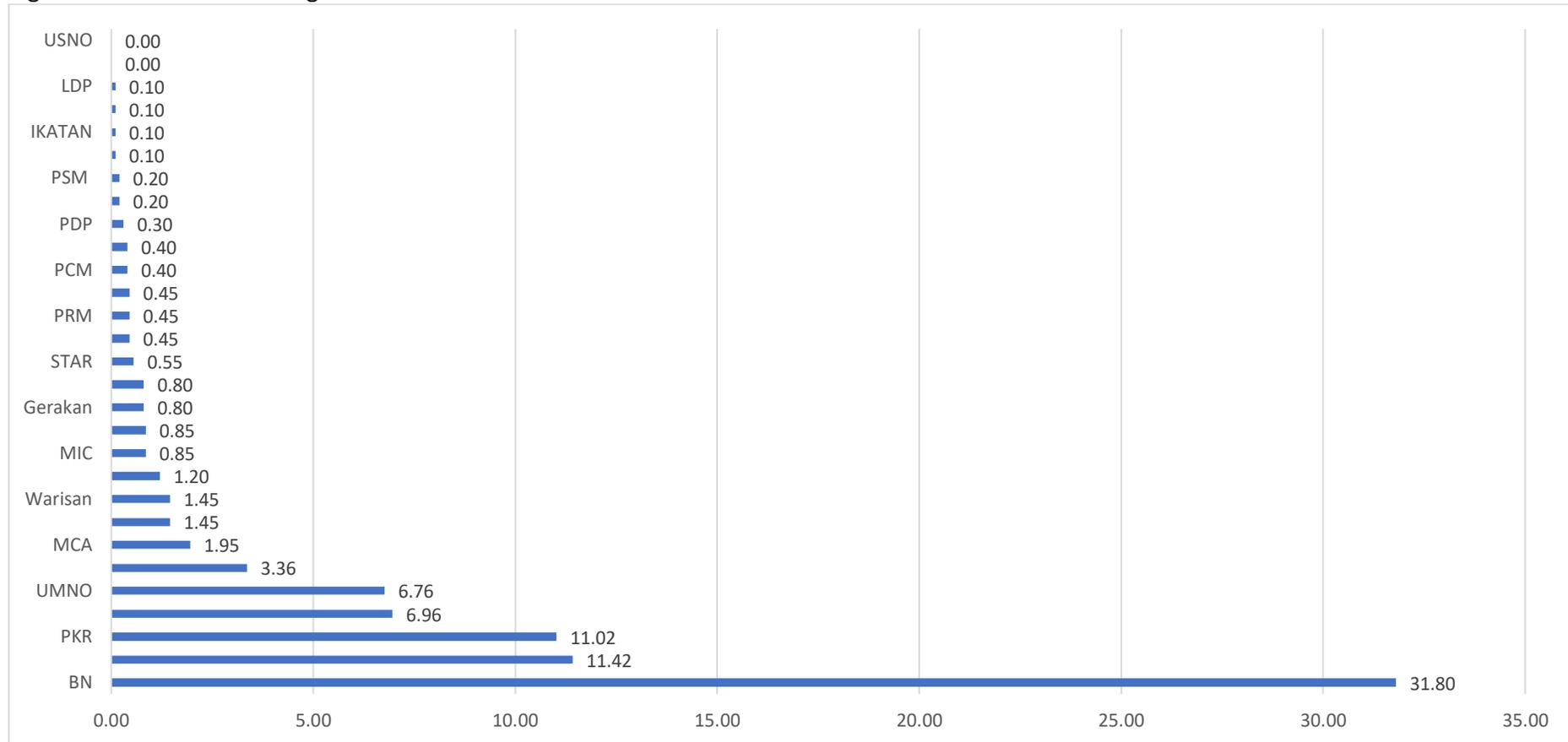
Watching the Watchdog 2.0

TV3

Section 1: Coverage of Political Parties and Coalitions

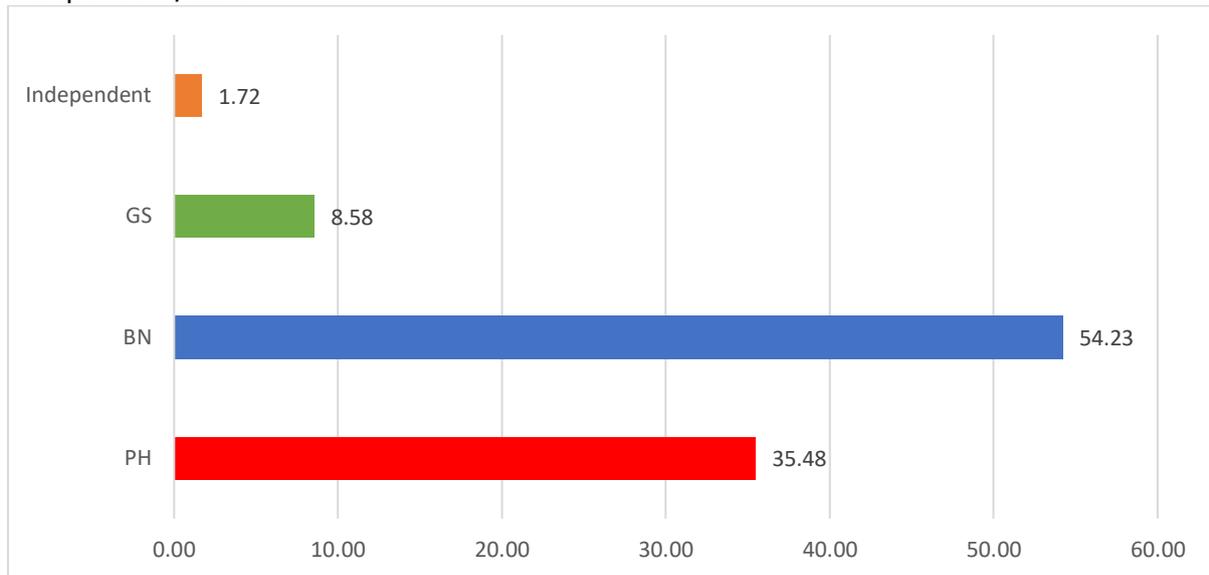
1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (31.80%), followed by DAP (11.42%) and PKR (11.02%).

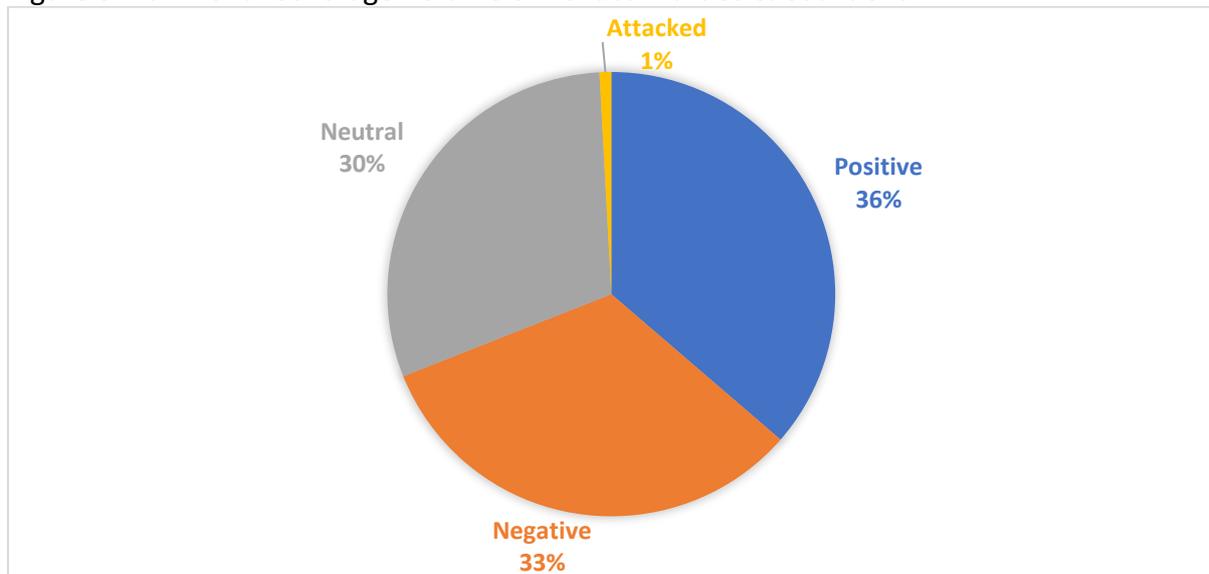
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- 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%).

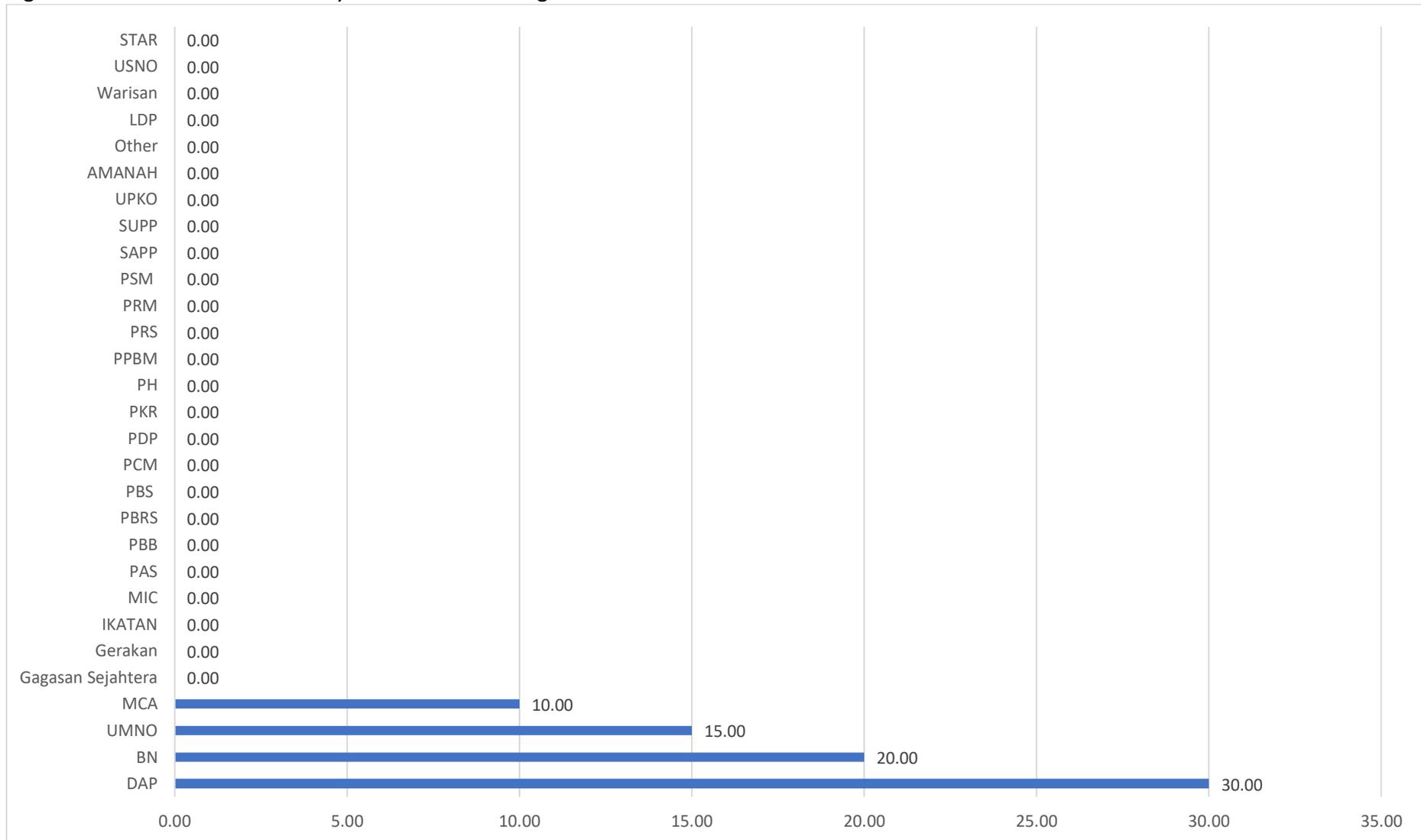
1.2 Tone of Coverage of Political Parties & Coalitions

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



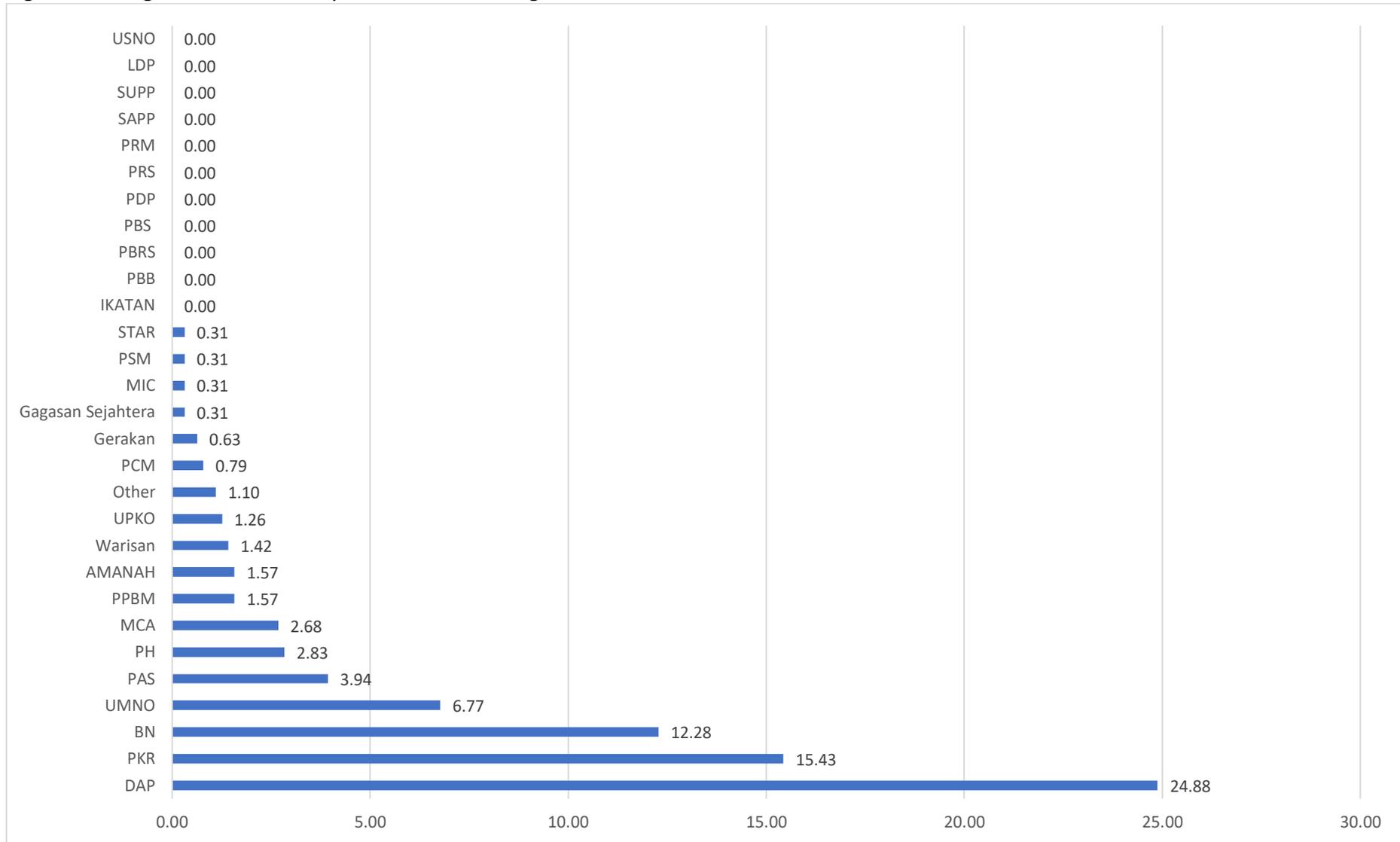
- The Positive tone was used the most (36%), followed by Negative (33%) and Neutral (30%).

Figure 4.1: Attacked Political Party & Coalition Coverage



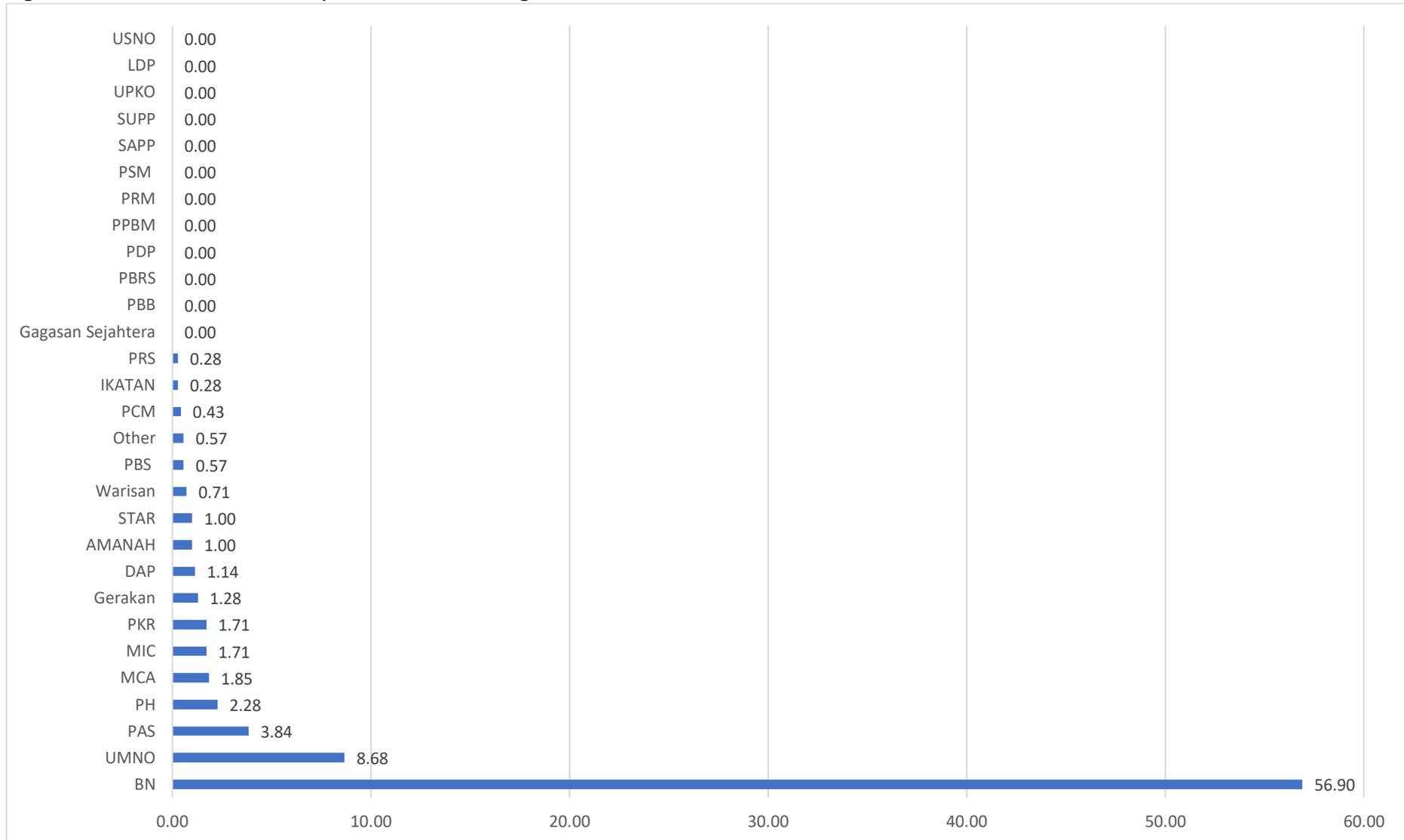
- DAP received the most Attacked coverage (30%), followed by BN (20%).

Figure 4.2: Negative Political Party & Coalition Coverage



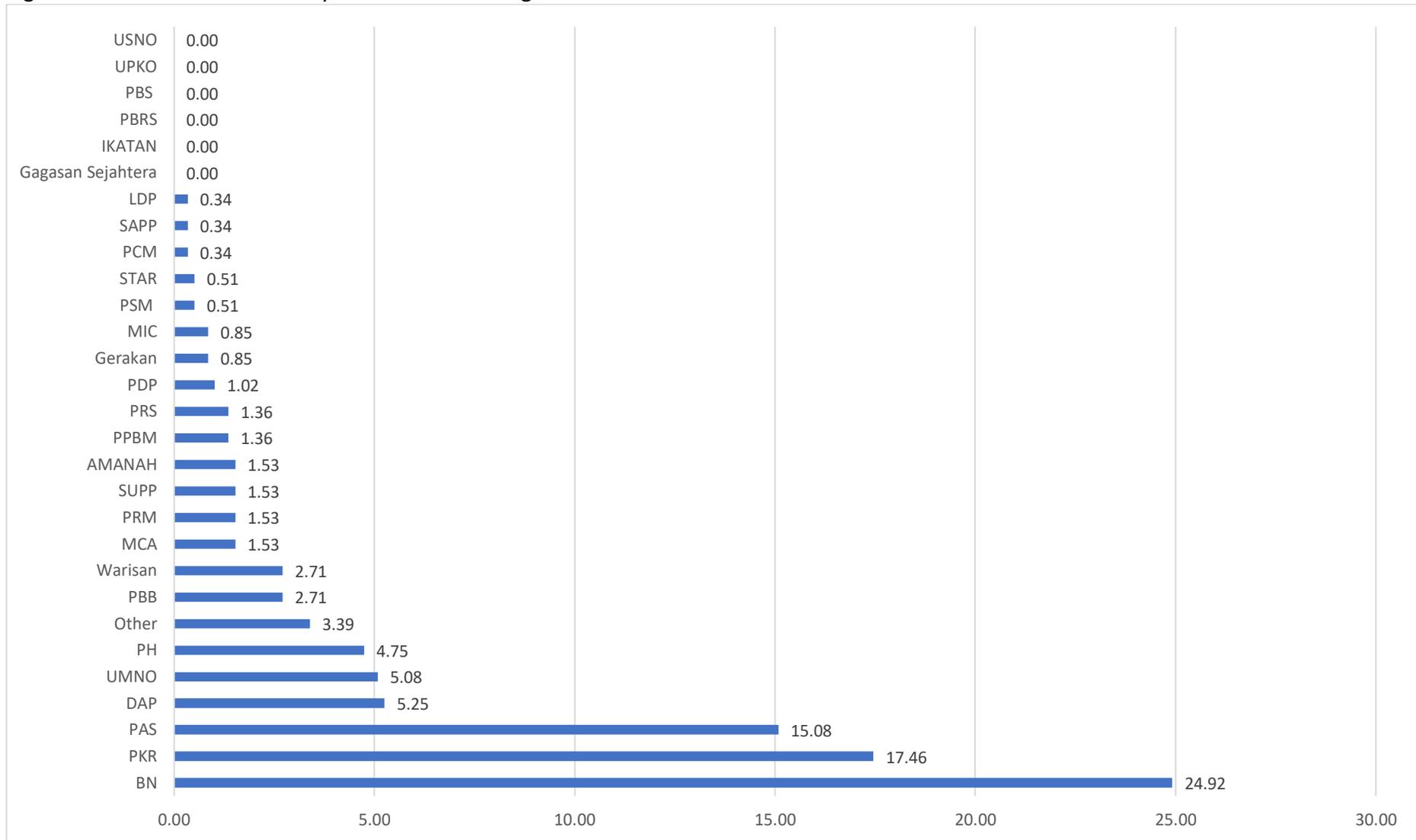
- DAP received the most Negative coverage (24.88%), followed by PKR (15.43%) and BN (12.28%).

Figure 5.1: Positive Political Party & Coalition Coverage



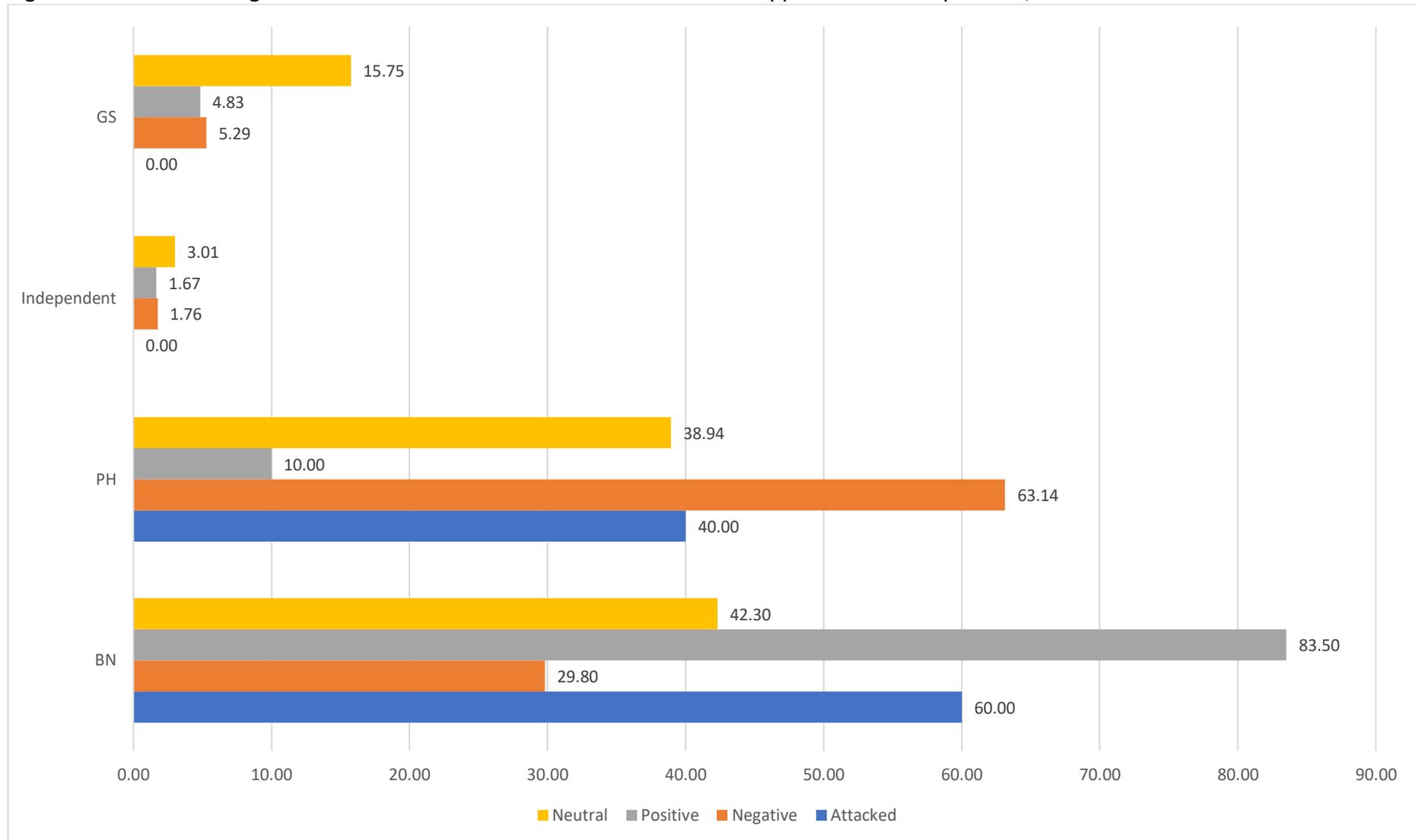
- BN received the most positive coverage (55.90%), followed by MCA UMNO (8.68%) and PAS (3.84%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (24.92%), followed by PKR (17.46 %) and PAS (15.08%).

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

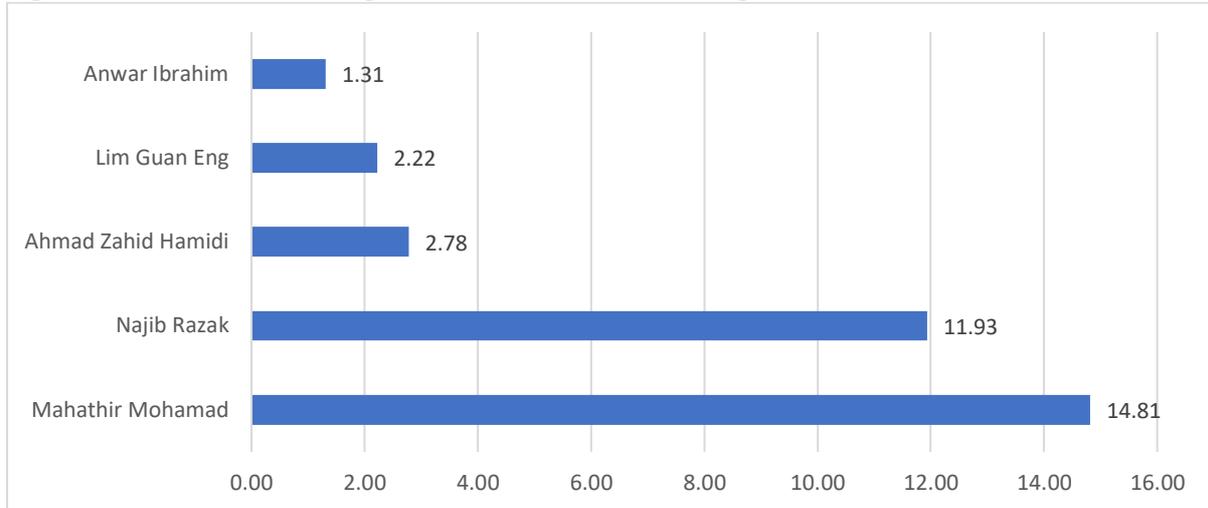


- PH received the most Negative coverage, while BN received the most coverage for Positive, Attacked, and Neutral.

Section 2: Coverage of Politicians and Political Figures

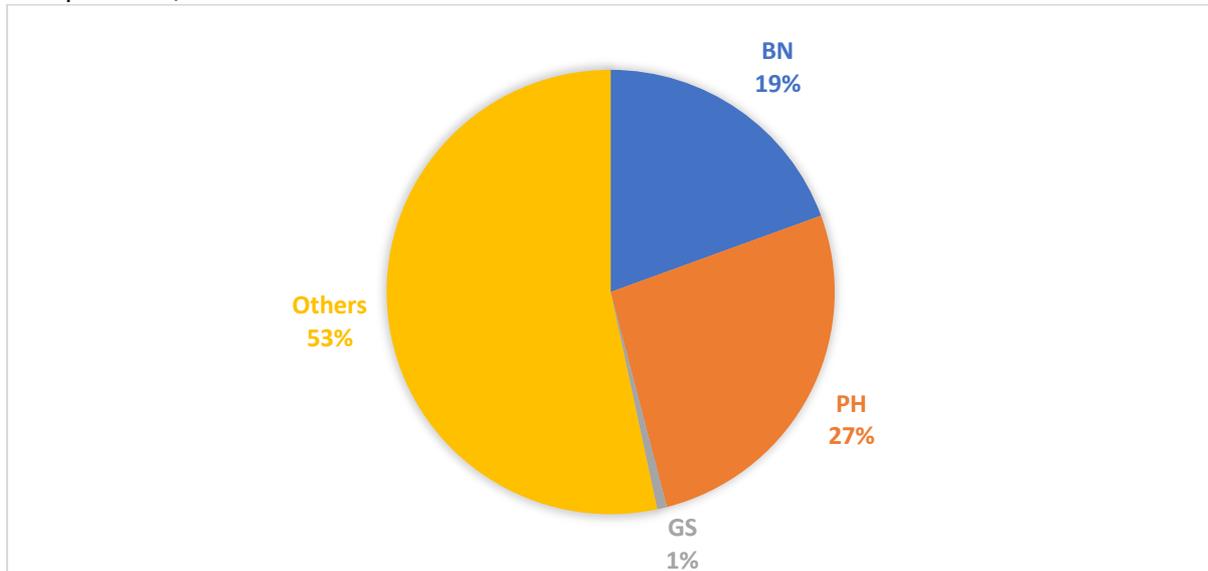
2.1 Volume of Coverage of Politicians & Political Figures

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, Mahathir Mohamad received the most mentions by a significant proportion (14.81%), followed by Najib Razak (11.93%).

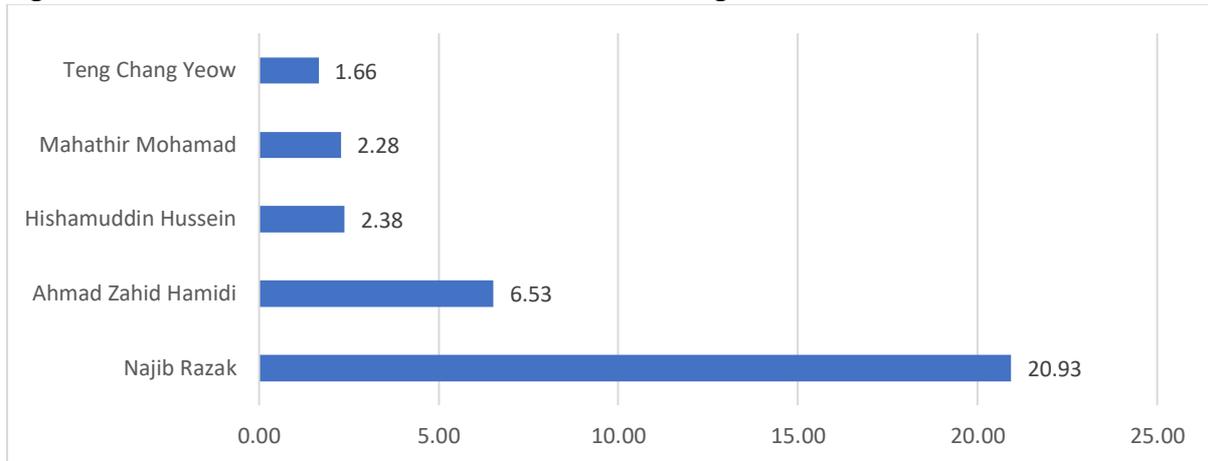
Figure 8: Volume of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- 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 (53%).

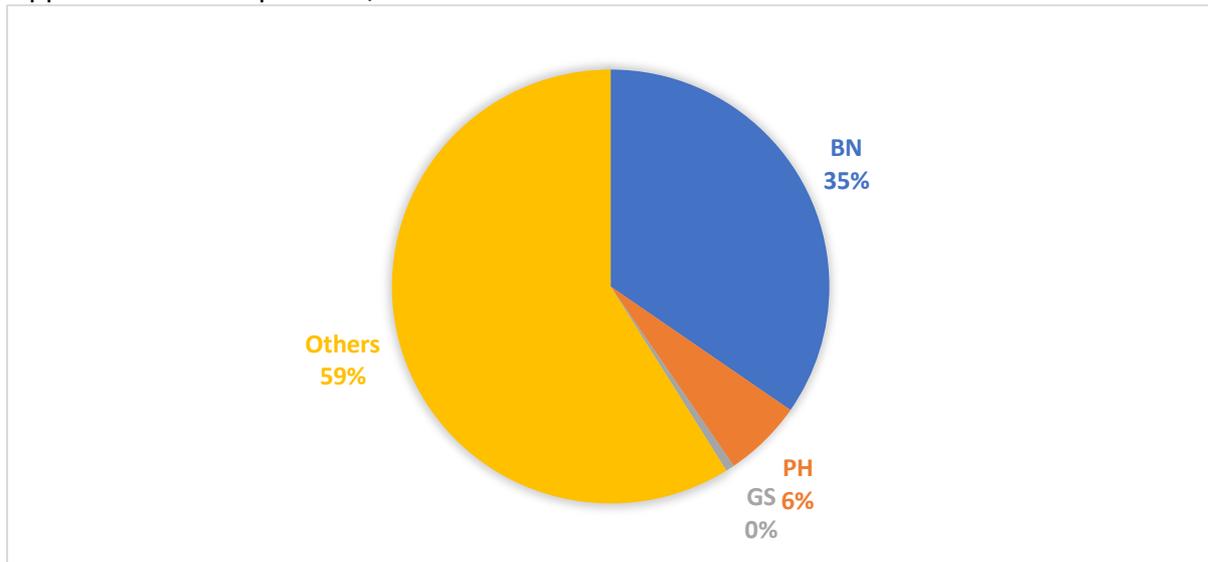
2.2 Volume of the Use of Politicians & Political Figures as Sources

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 (20.93%), followed by Ahmad Zahid Hamidi (6.53%).

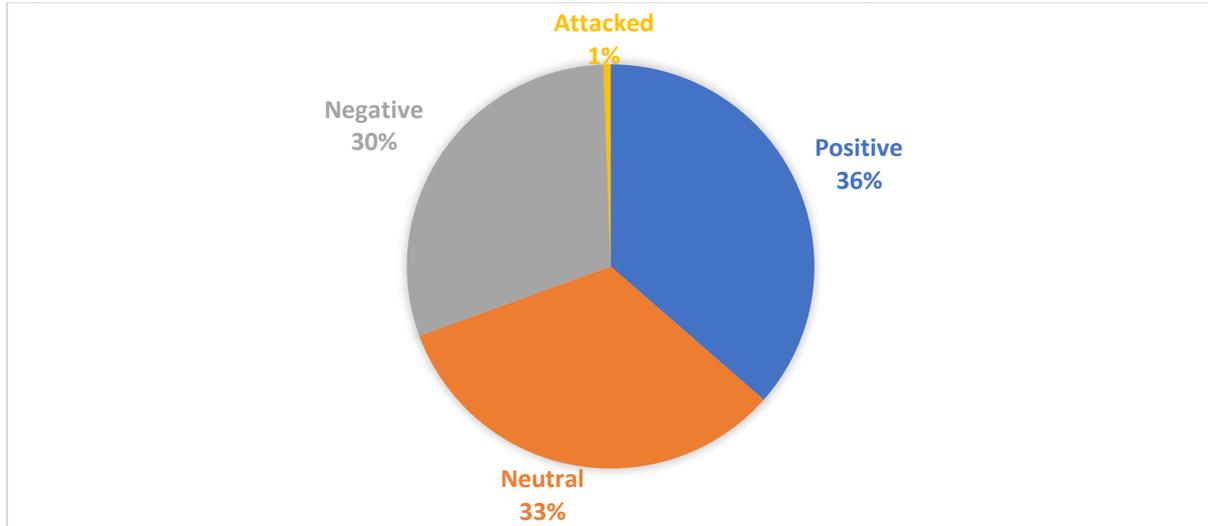
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 (59%).

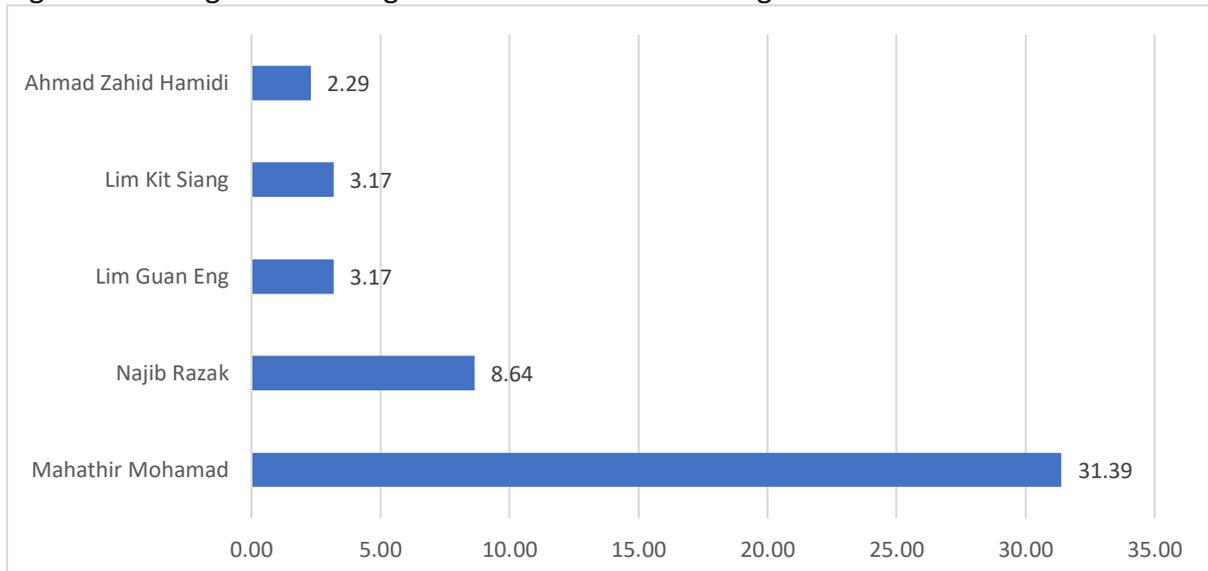
2.3 Tone of Coverage of Politicians & Political Figures

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



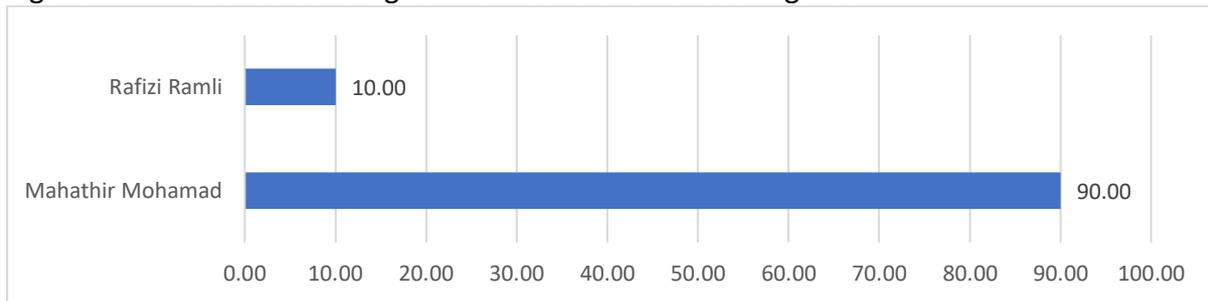
- Of all the tonal categories used in the coverage of politicians and political figures, the positive category was used the most often (36%), followed by the neutral category (33%) and negative category (30%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



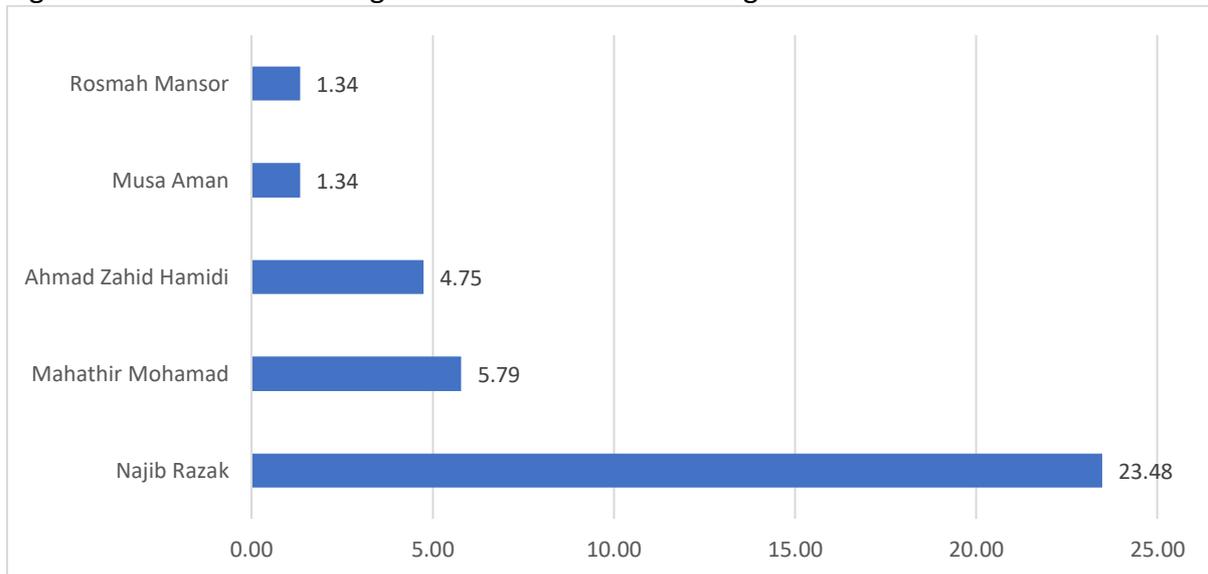
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the most negative coverage (31.39%), followed by Najib Razak (8.64%).

Figure 12.2: Attacked Coverage of Politicians and Political Figures



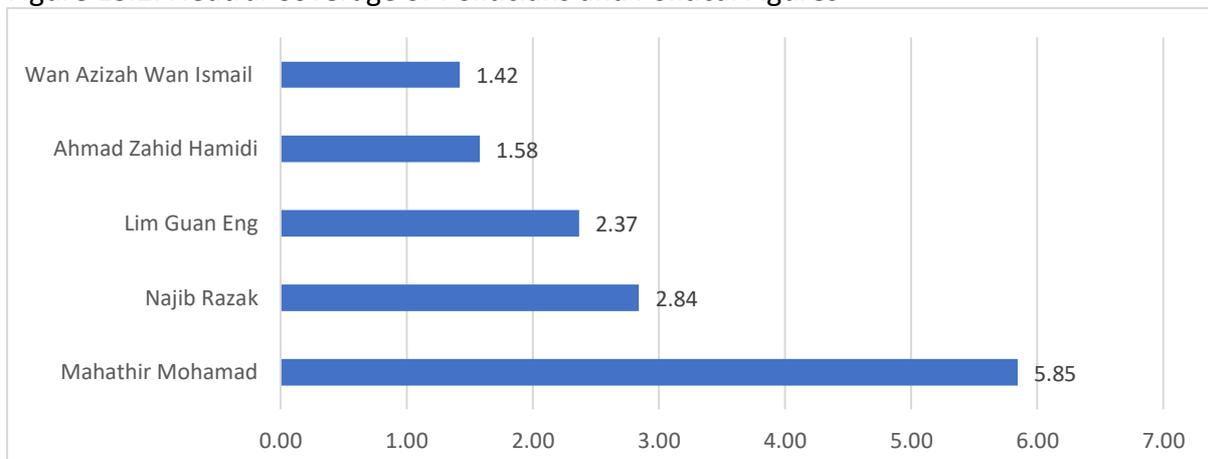
- Mahathir Mohamad received the most attacked coverage (90.00%), followed by Ramli (10.00%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



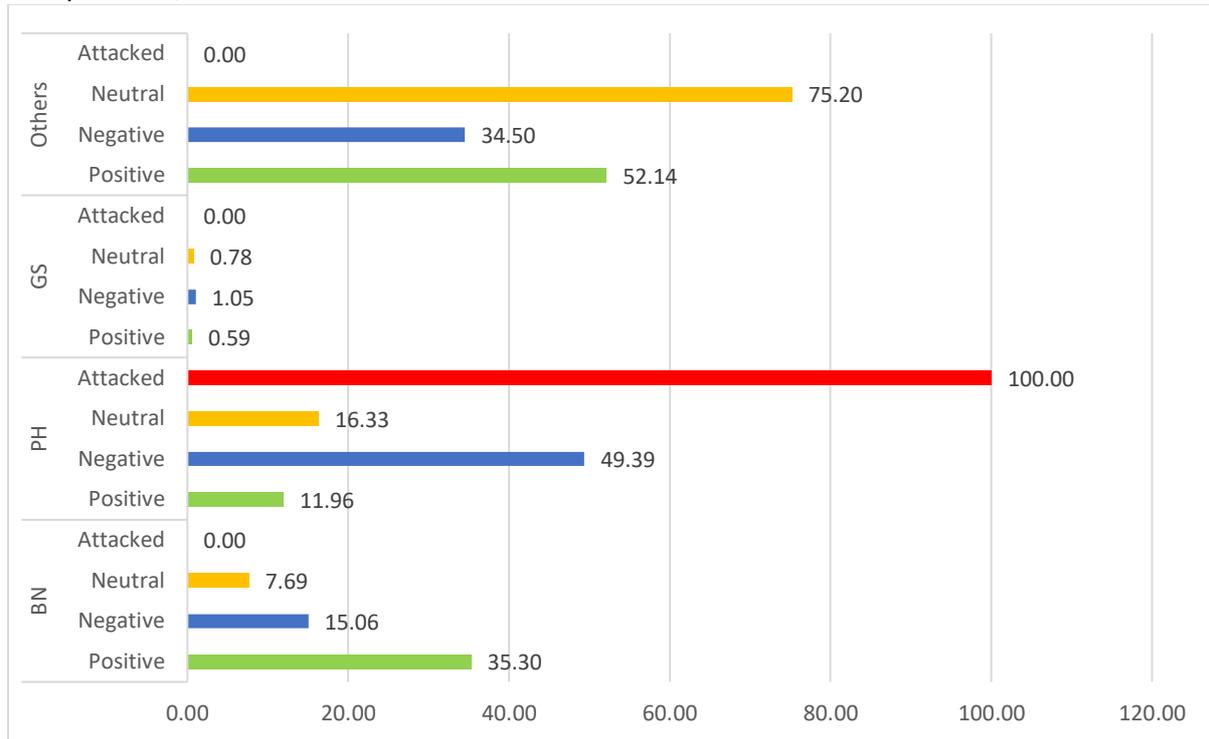
- In terms of the tone of mentions of politicians and political figures, Najib Razak received the most positive coverage (23.48%), followed by Mahathir Mohamad (5.79%).

Figure 13.2: Neutral Coverage of Politicians and Political Figures



- Mahathir Mohamad received the most neutral coverage (5.85%), followed by Najib Razak (2.84%).

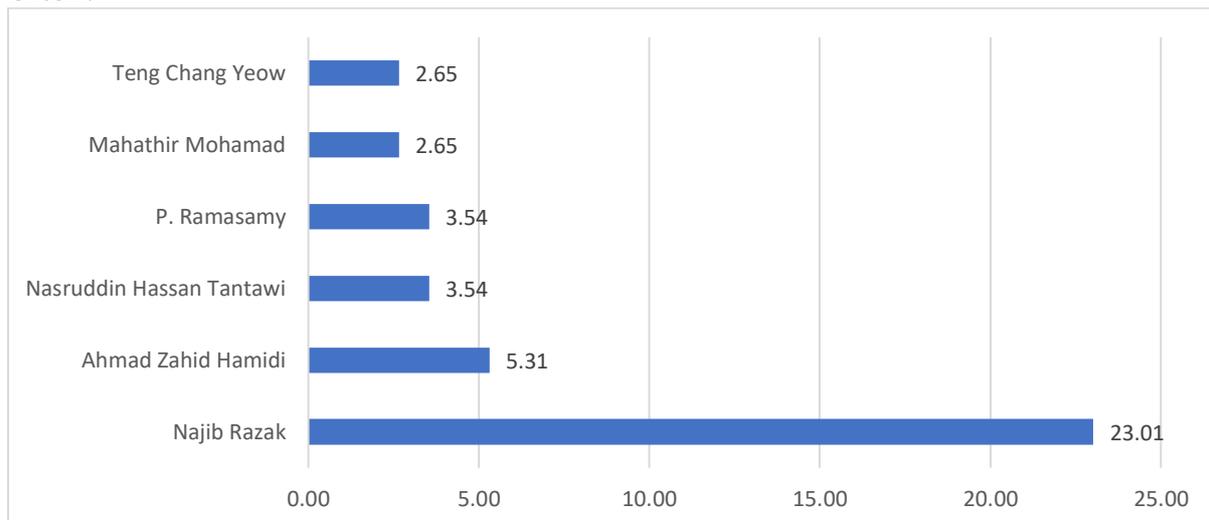
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, PH received the highest attacked and negative coverage. Independent/Other parties received the highest neutral coverage and positive coverage.

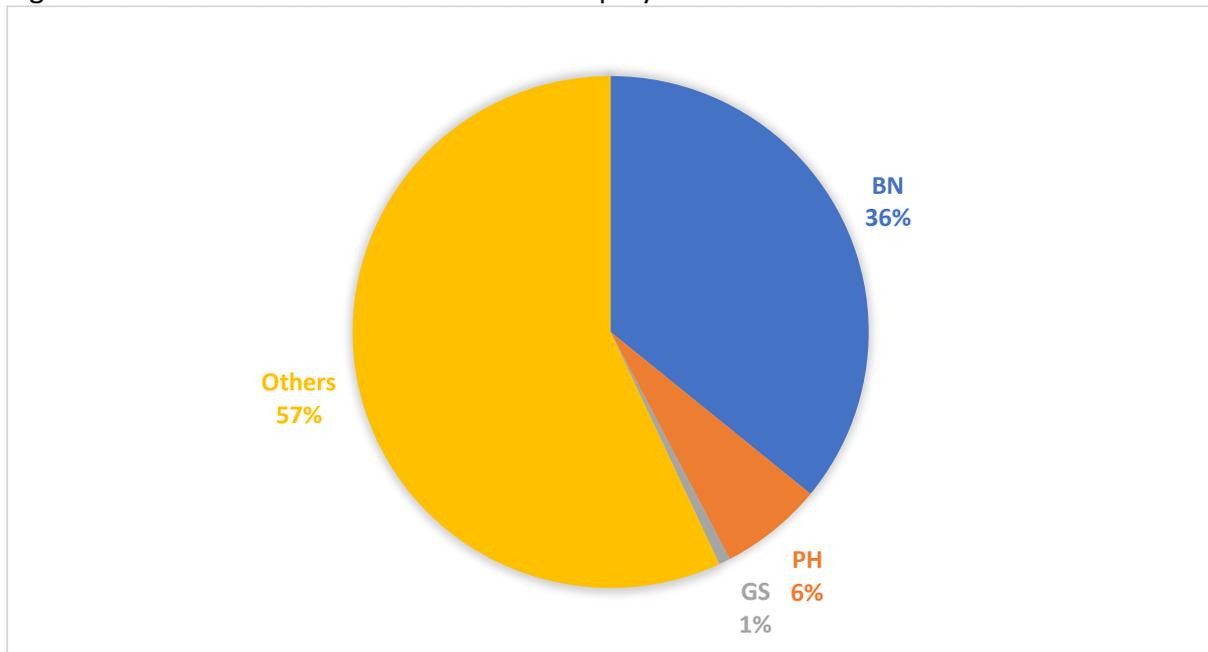
2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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 (23.01%), followed by Ahmad Zahid Hamidi (5.31%).

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

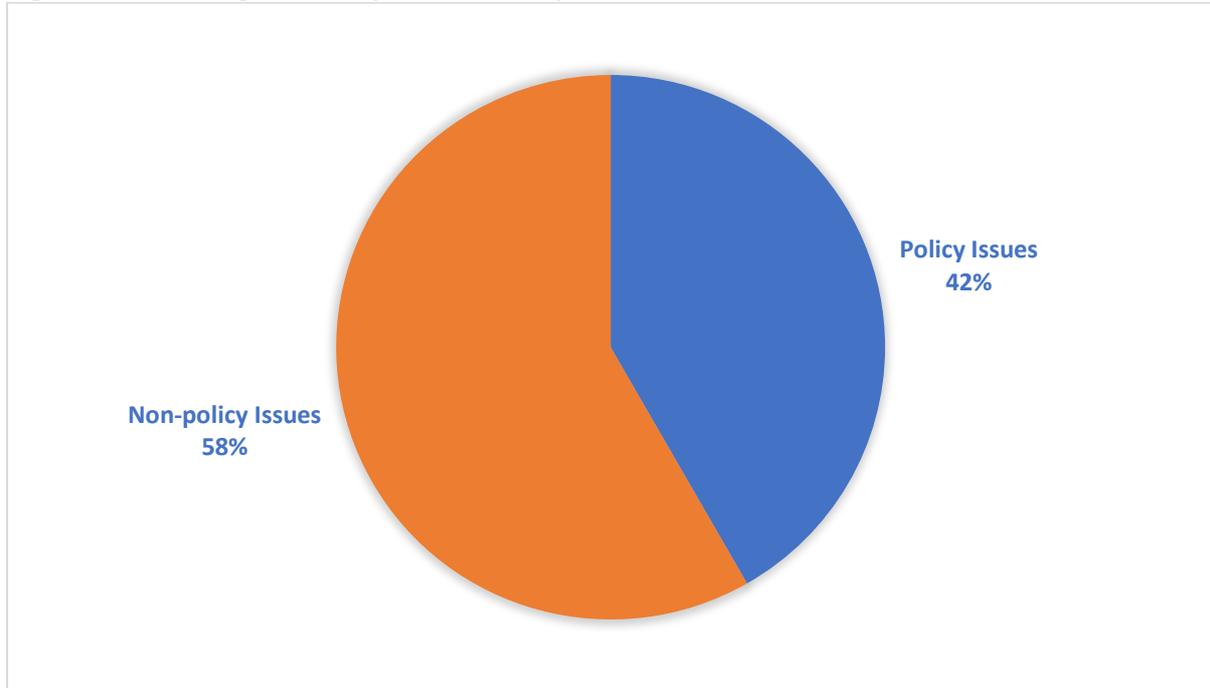


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, Independent/ Others (57%) coalition politicians engaged in attack politics more often than BN (36%).

Section 3: Coverage of Issues

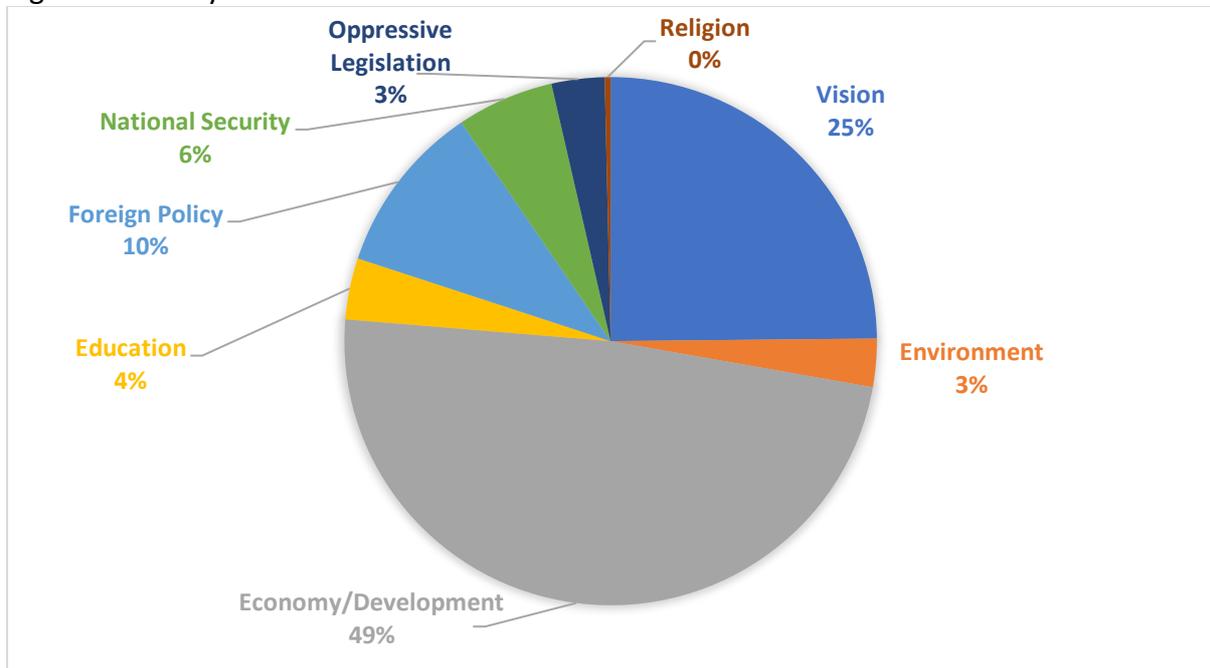
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



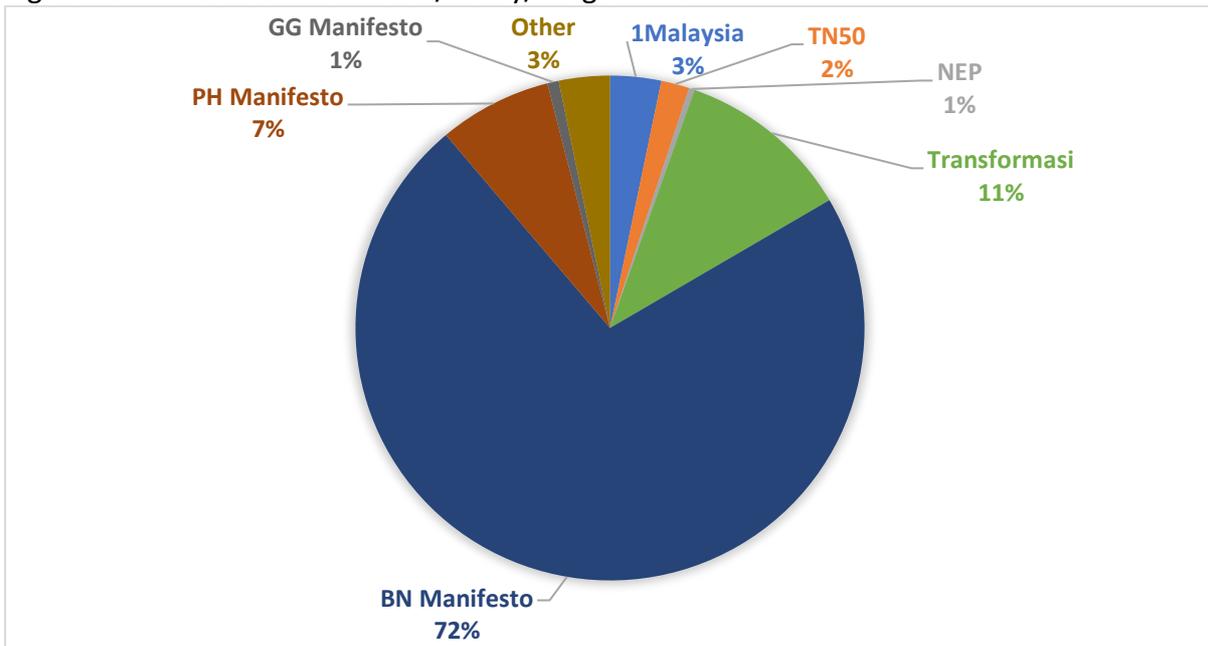
Note: More coverage of non-policy issues than policy issues

Figure 18: Policy Issues



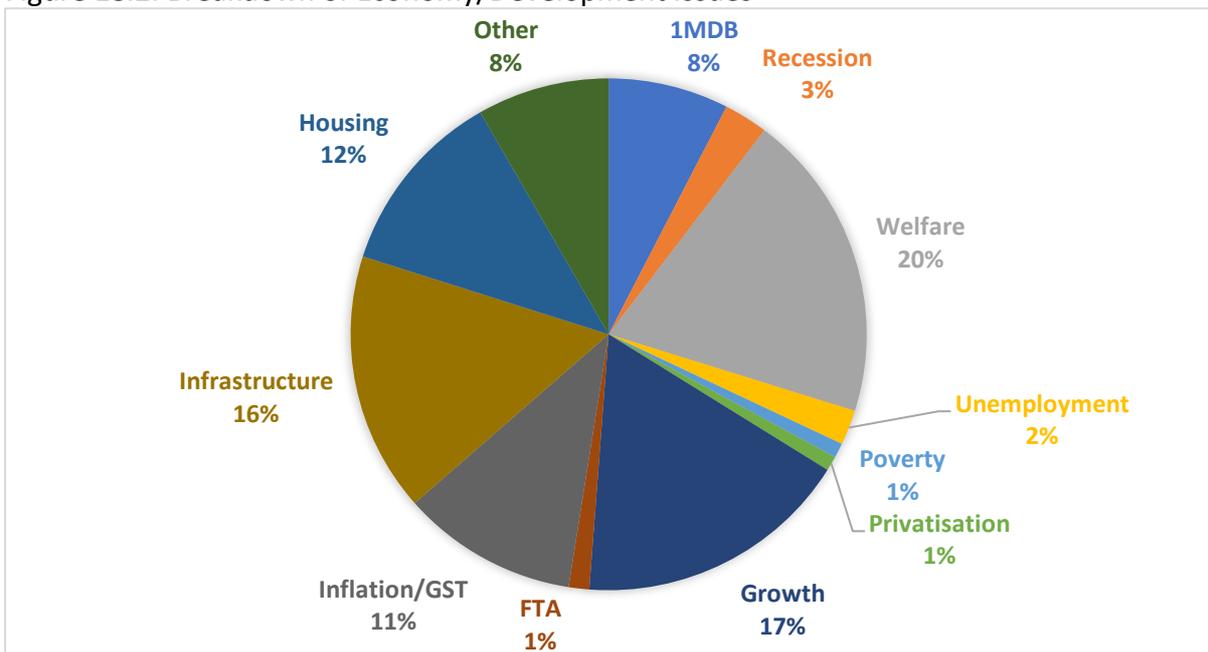
Note: Economy/Development was the most covered, while Religion and Oppressive Legislation was the least.

Figure 18.1: Breakdown of Vision/Policy/Programme



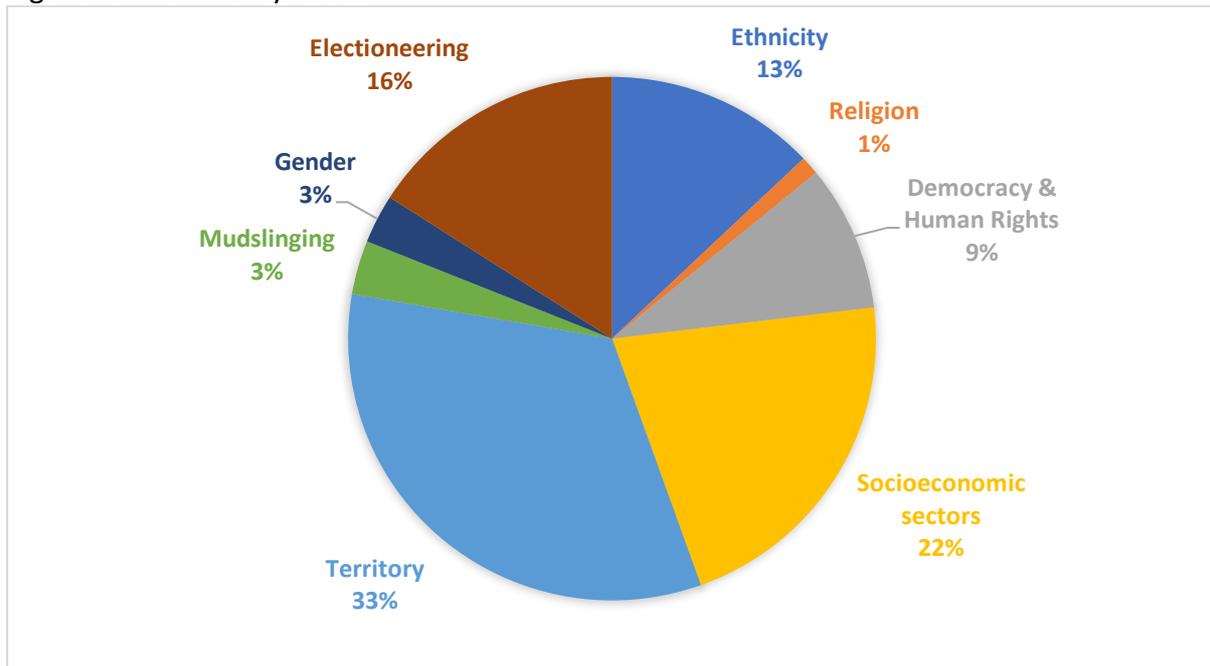
Note: TV3 covered BN Manifesto the most, with limited to no coverage at all about PH and Gagasan Manifestos. Transformasi also accounted for a large amount of coverage.

Figure 18.2: Breakdown of Economy/Development Issues



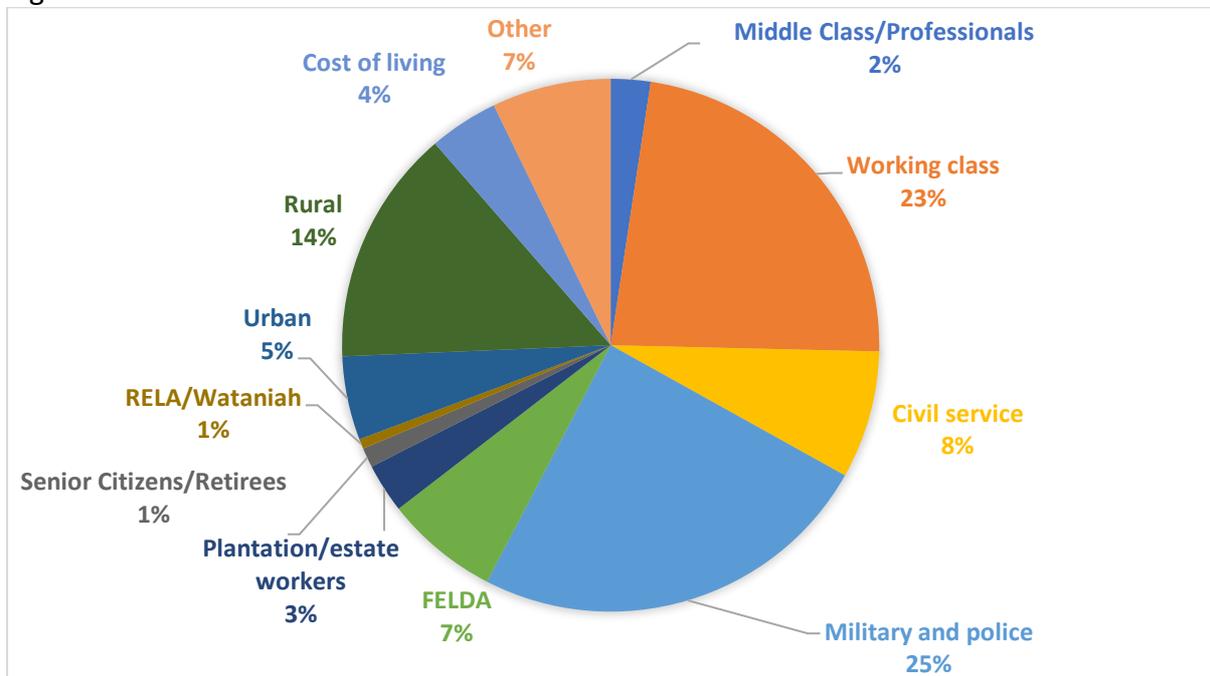
Note: GST was a substantial topic, but not as substantial as Welfare, Growth, or Infrastructure.

Figure 19: Non-Policy Issues



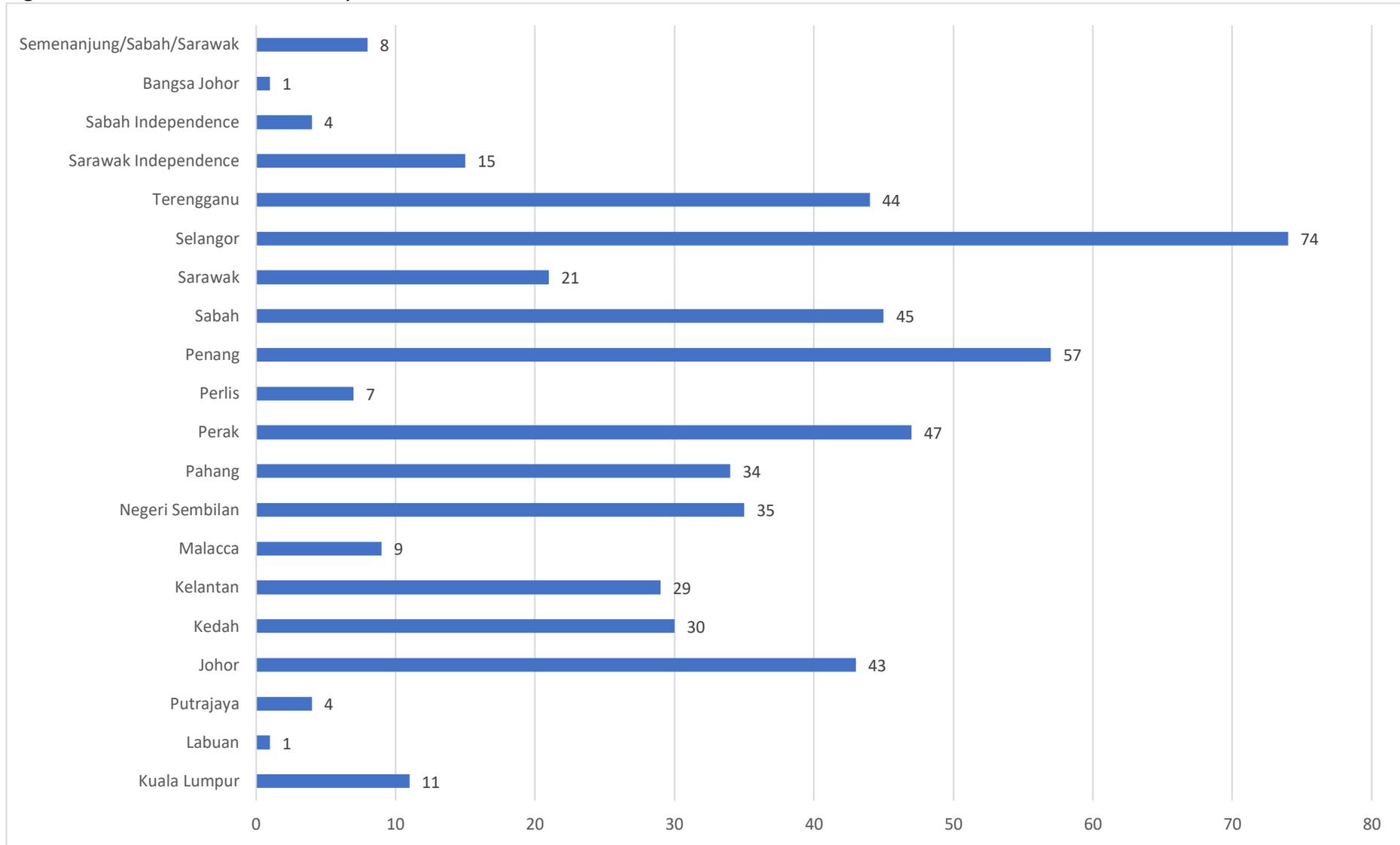
Note: Territory was the largest, but primarily due to the fact that any news piece that mentioned anyone from any territory was tagged with the “Territory” tag – so there may have been overlap of the data with other categories. Socioeconomic sectors were also a substantial topic covered.

Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Military and police, and Working class received the most coverage, followed by the Rural sector.

Figure 19.2: Breakdown of Territory Issues



Note: Selangor, Penang, and Perak received the most coverage. Issues on Sarawak/Sabah Independence were covered, but not substantially.