

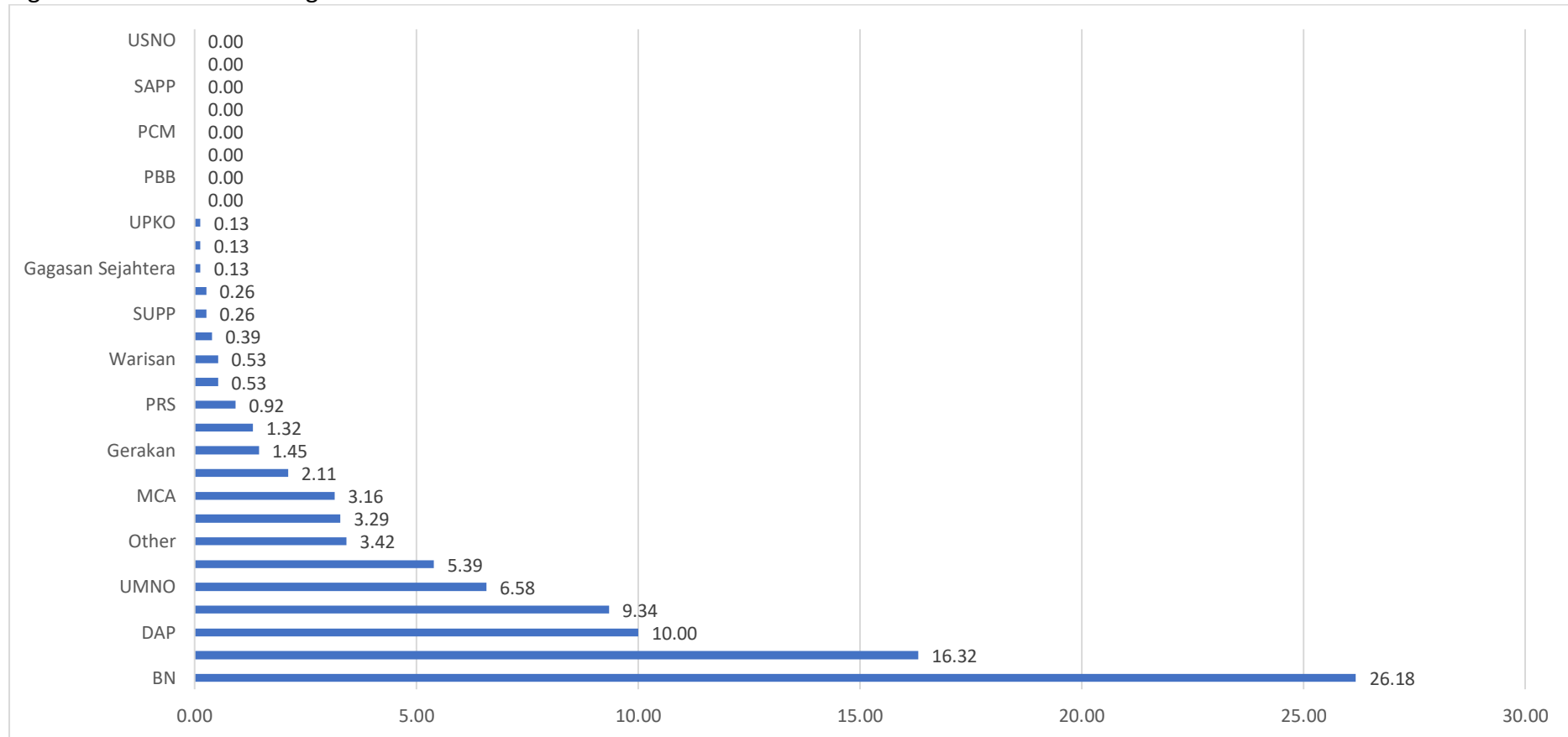
Watching the Watchdog 2.0

The Sun

Section 1: Coverage of Political Parties and Coalitions

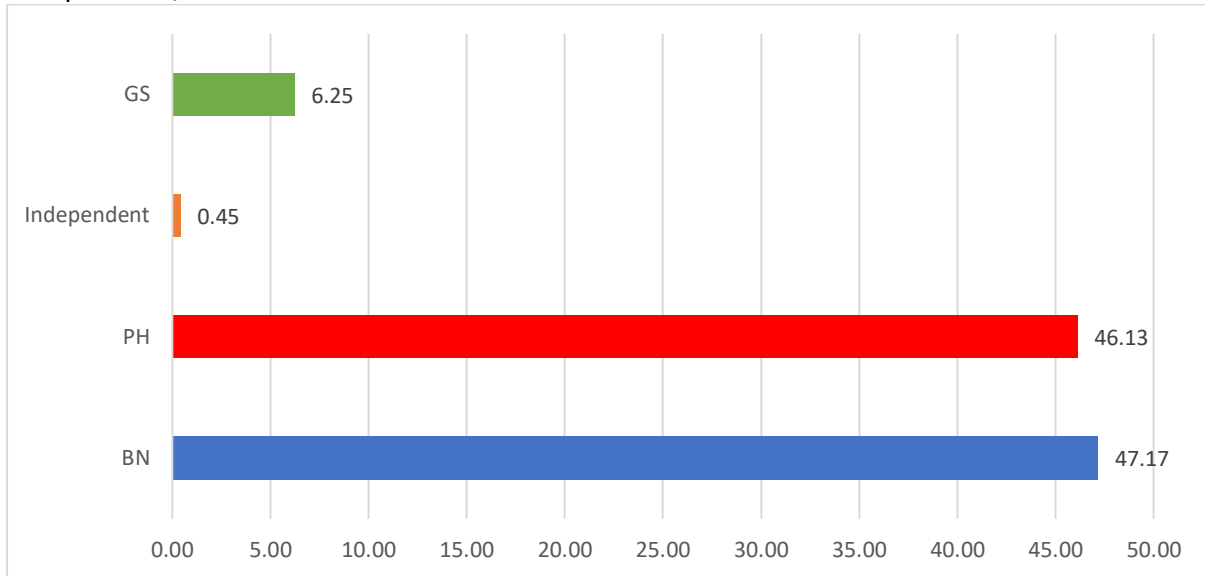
1.1 Volume of Coverage of Parties & Coalitions

Figure 1: Volume of Coverage of Political Parties & Coalitions



- BN received the most coverage (26.18%), followed by PH (16.32%) and DAP (10.00%).

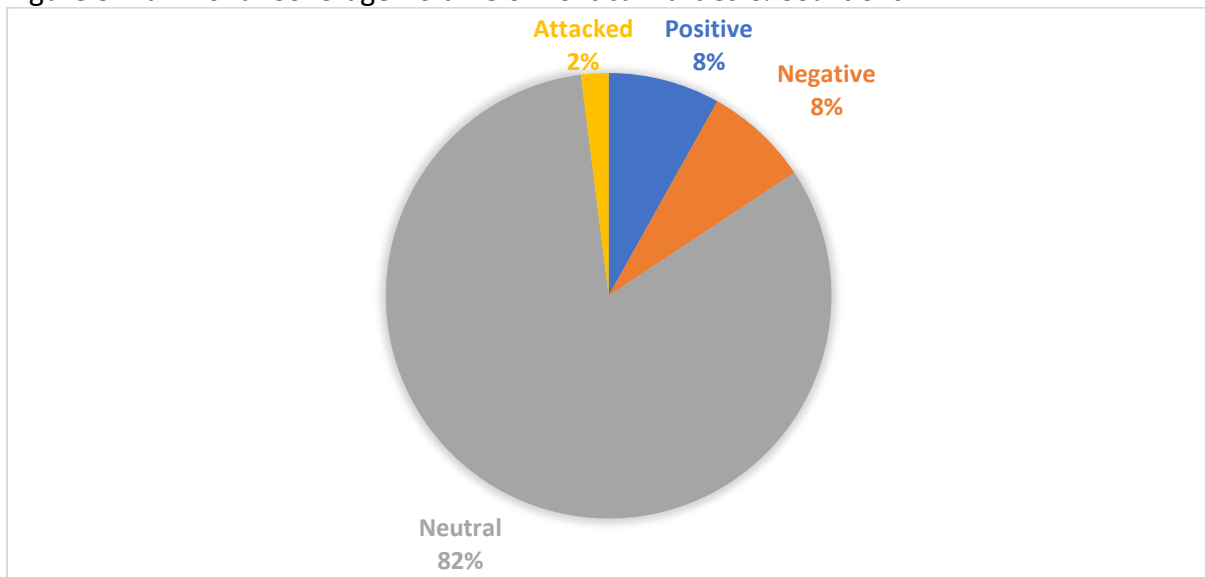
Figure 2: Volume of Coverage of Political Parties & Coalitions: Government vs. Opposition vs. Independent/Other



- Once parties/coalitions' coverage volumes are combined, BN received the highest level of coverage (47.17%), followed by PH (46.13%) and GS (6.25%).

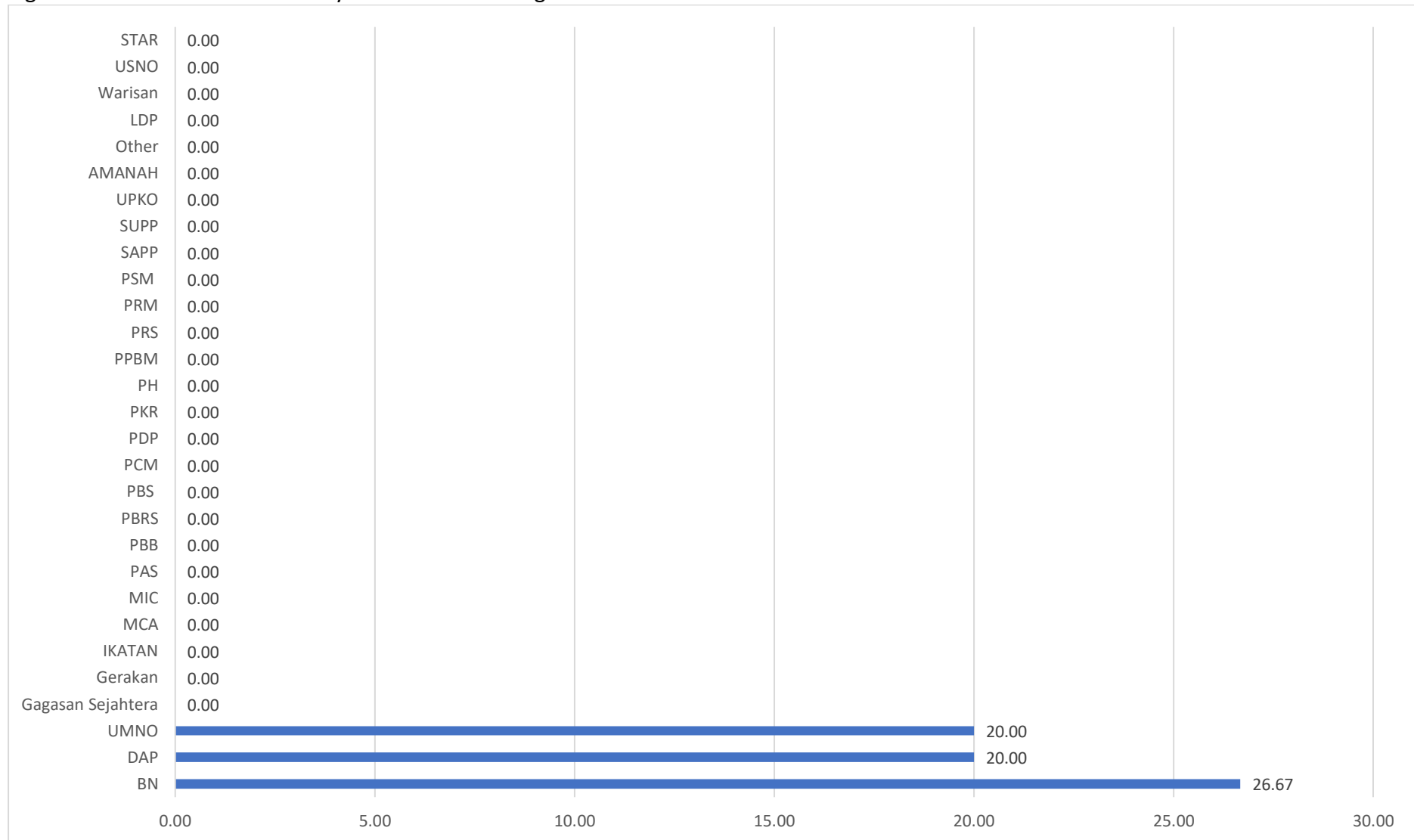
1.2 Tone of Coverage of Political Parties & Coalitions

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



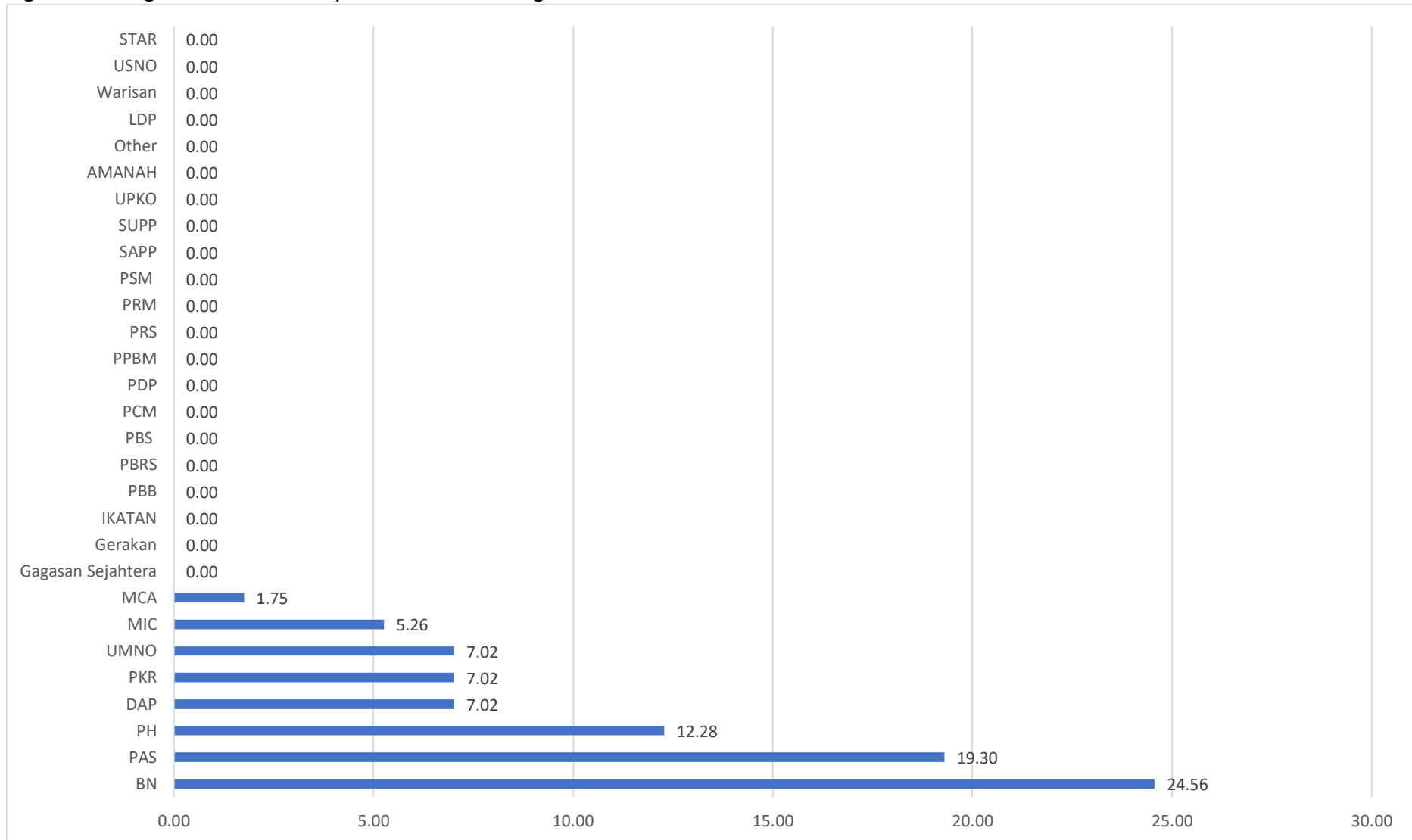
- The Neutral tone was used the most (82%), followed by Positive and Negative (8%).

Figure 4.1: Attacked Political Party & Coalition Coverage



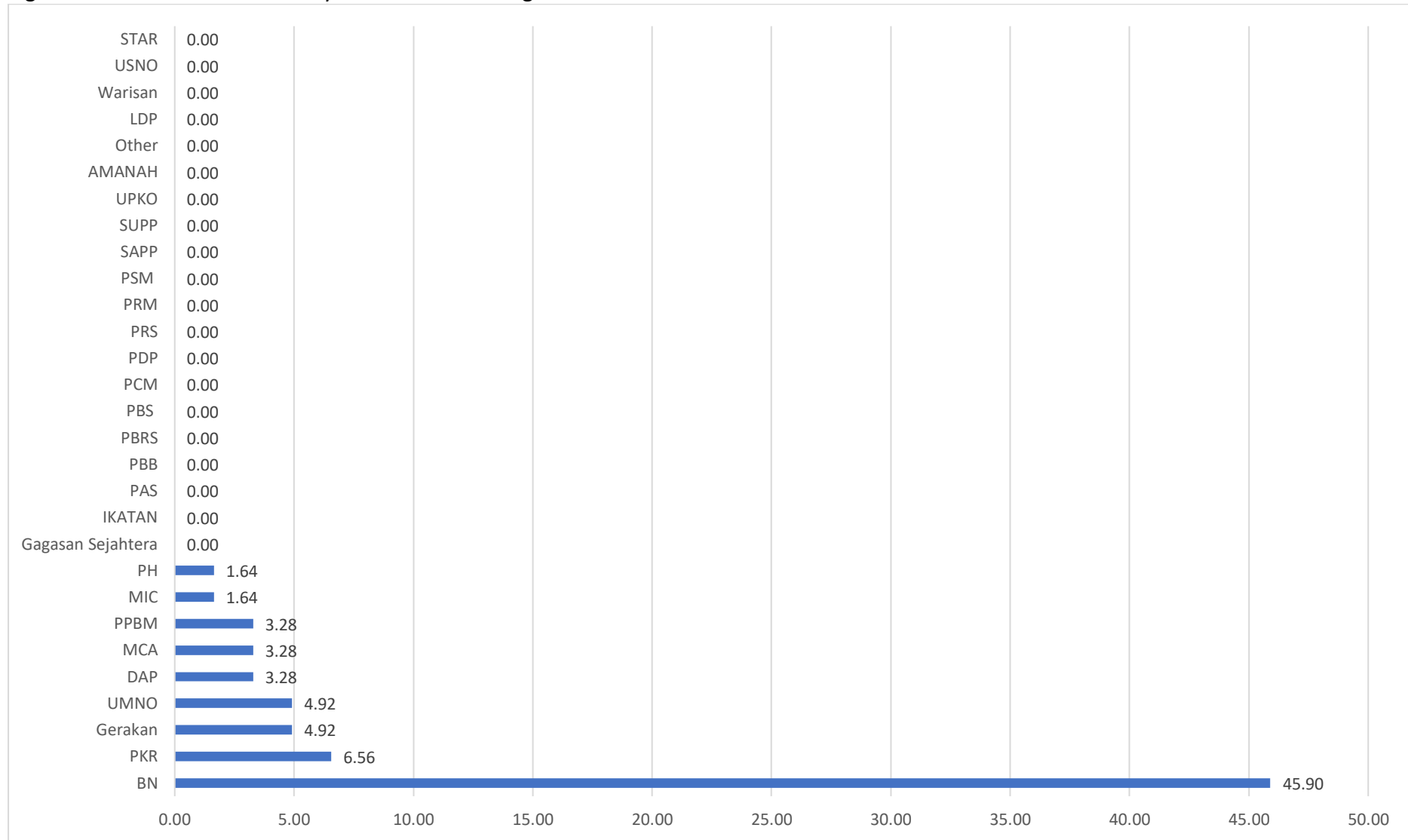
- BN received the highest coverage of Attacked tones (26.67%), with DAP and UMNO sharing the rest of the coverage (20%).

Figure 4.2: Negative Political Party & Coalition Coverage



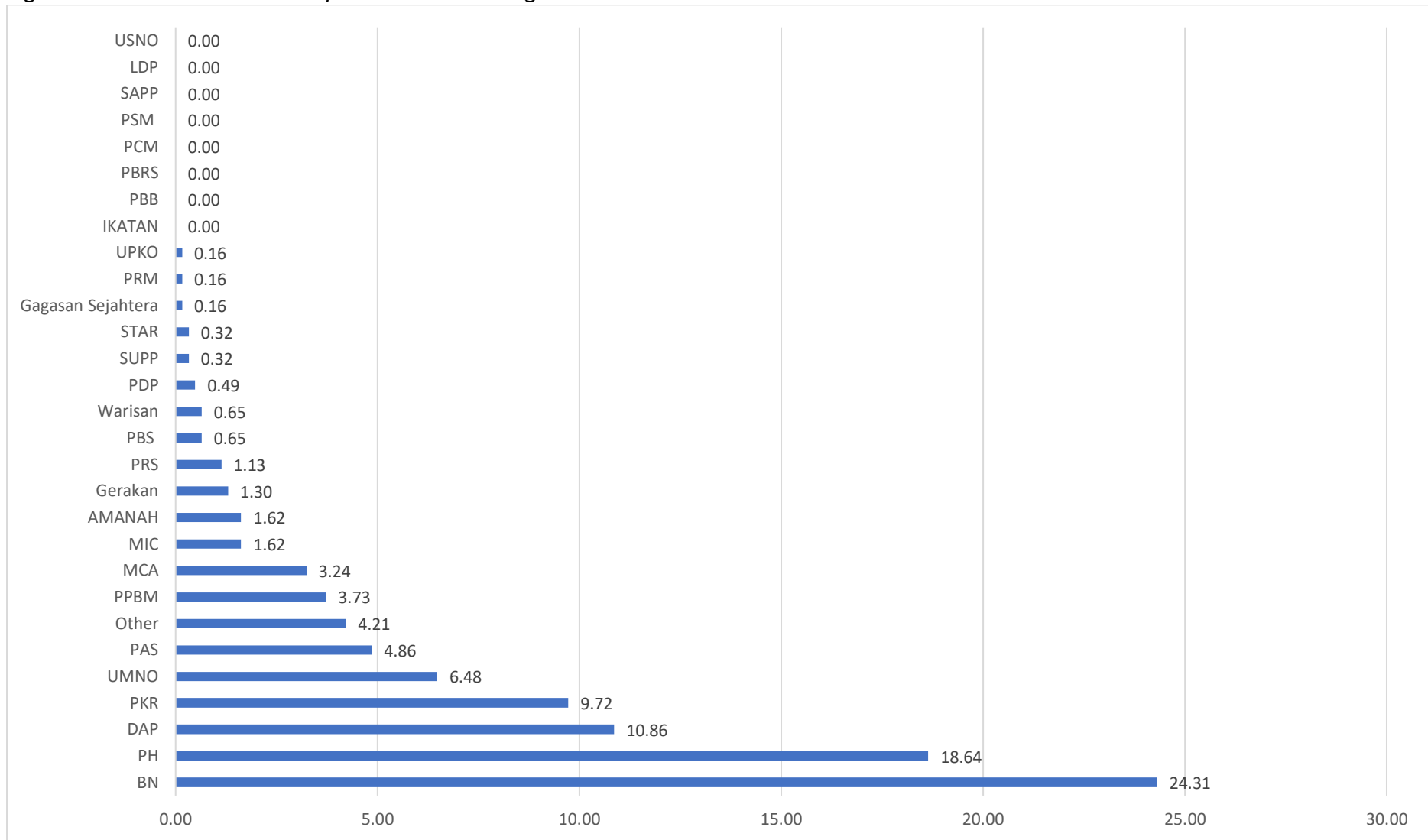
- BN received the most Negative coverage (24.56%), followed by PAS (19.30%) and PH (12.28%).

Figure 5.1: Positive Political Party & Coalition Coverage



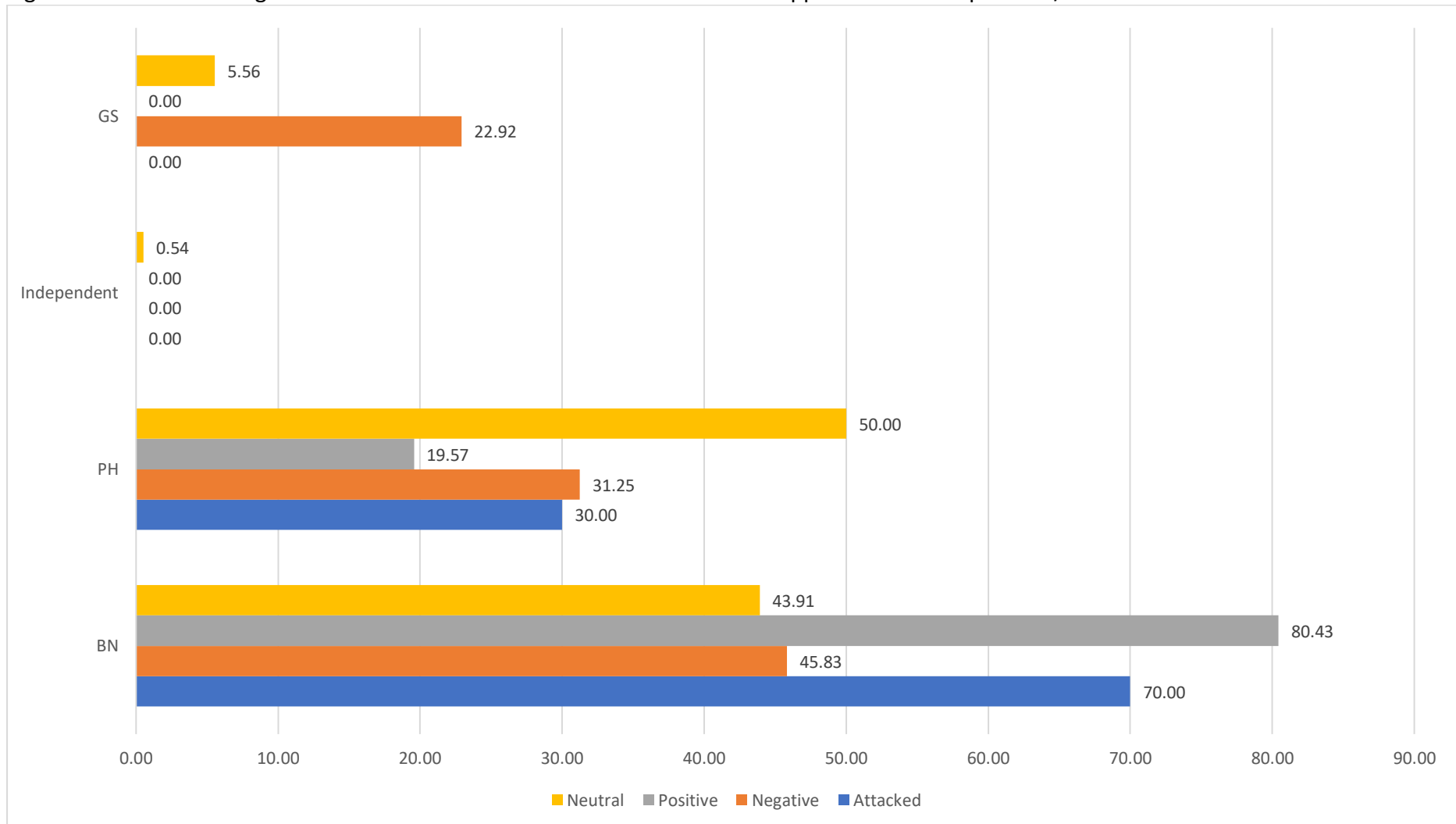
- BN received the highest amount of Positive coverage (45.90%), followed by PKR (6.56 %) and Gerakan and UMNO (4.92%).

Figure 5.2: Neutral Political Party & Coalition Coverage



- BN received the most Neutral coverage (24.31%) followed by PH (18.64%) and DAP (10.86%).

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

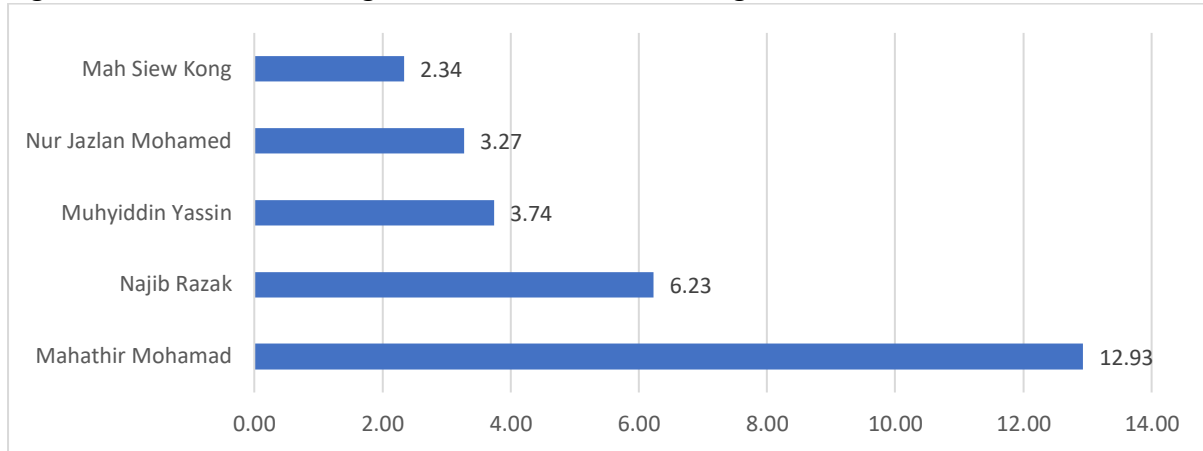


- PH the highest coverage for Neutral coverage.
- BN received the highest coverage for Positive, Negative, and Attacked tones.

Section 2: Coverage of Politicians and Political Figures

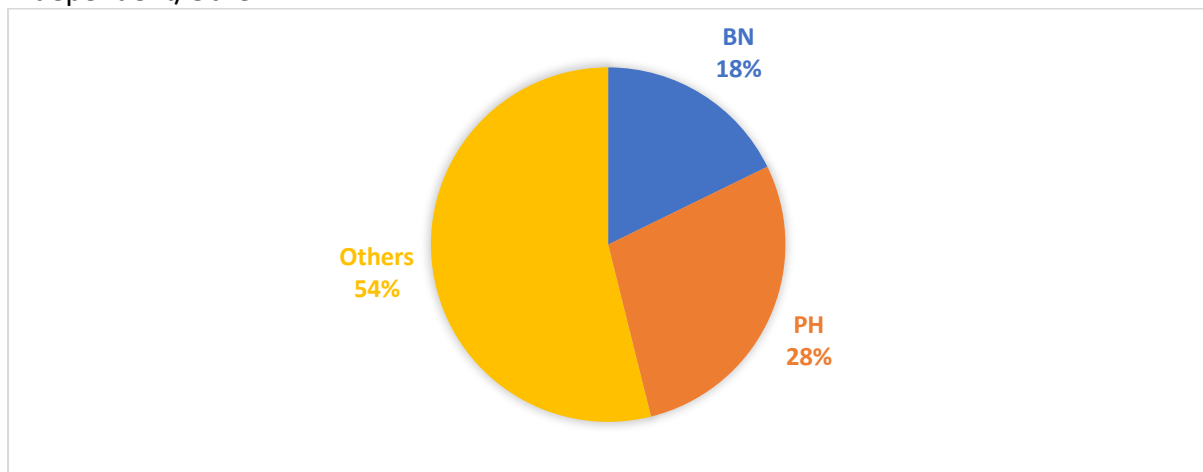
2.1 Volume of Coverage of Politicians & Political Figures

Figure 7: Volume of Coverage of Politicians & Political Figures



- Only politicians with a coverage weightage of more than 4% are shown on this graph.
- Out of those selected, Mahathir Mohamad received the most mentions by a significant proportion (12.93%), followed by Najib Razak (6.23%).

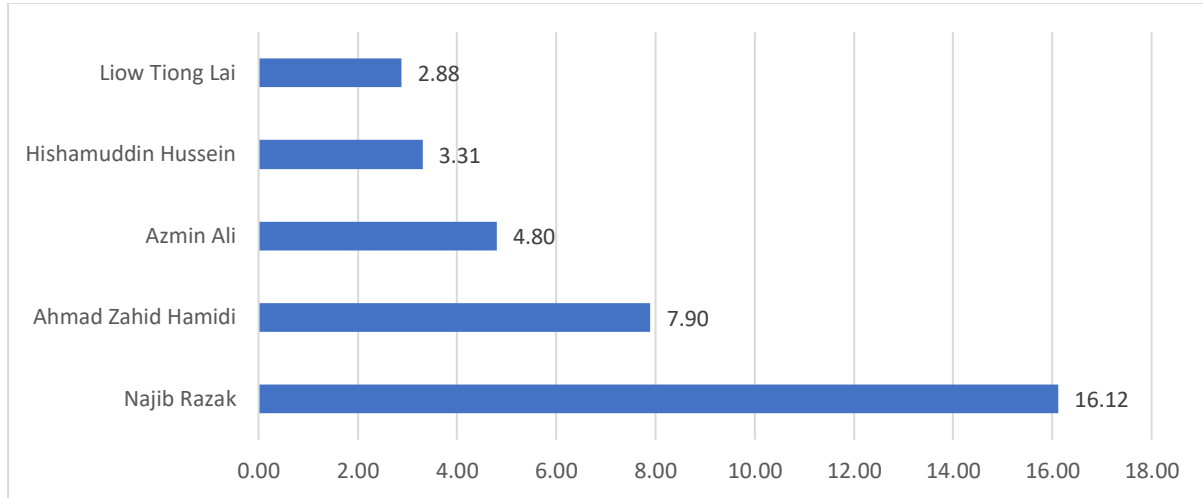
Figure 8: Volume of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



- 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 (54%).
- There was more coverage of PH compared to BN.

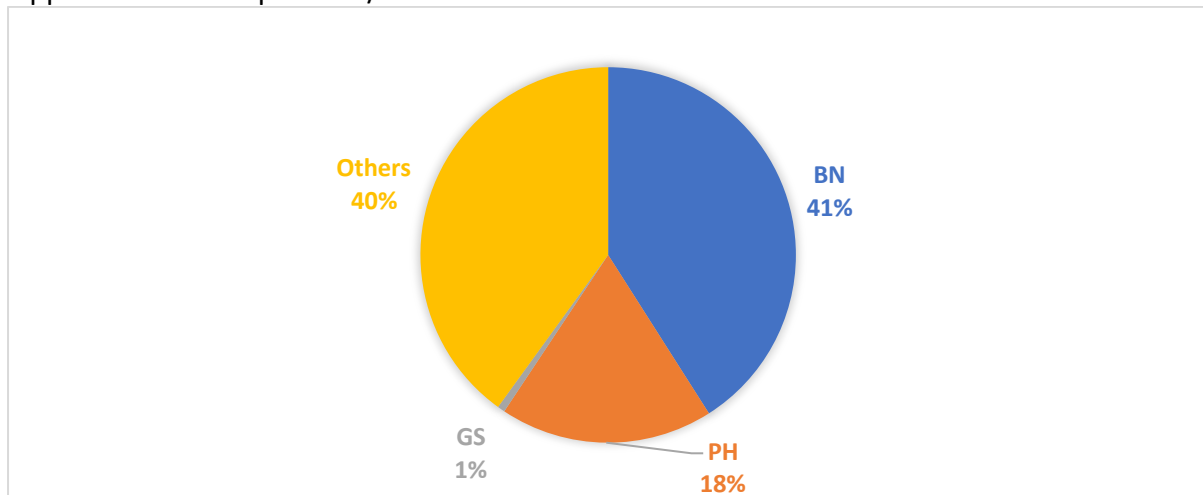
2.2 Volume of the Use of Politicians & Political Figures as Sources

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



- Only the top 5 most mentioned politicians/those who have a weightage of more than 4% are shown on this graph.
- Out of these 5, Najib Razak received the most coverage (16.12%), followed by Ahmad Zahid Hamidi (7.90%).

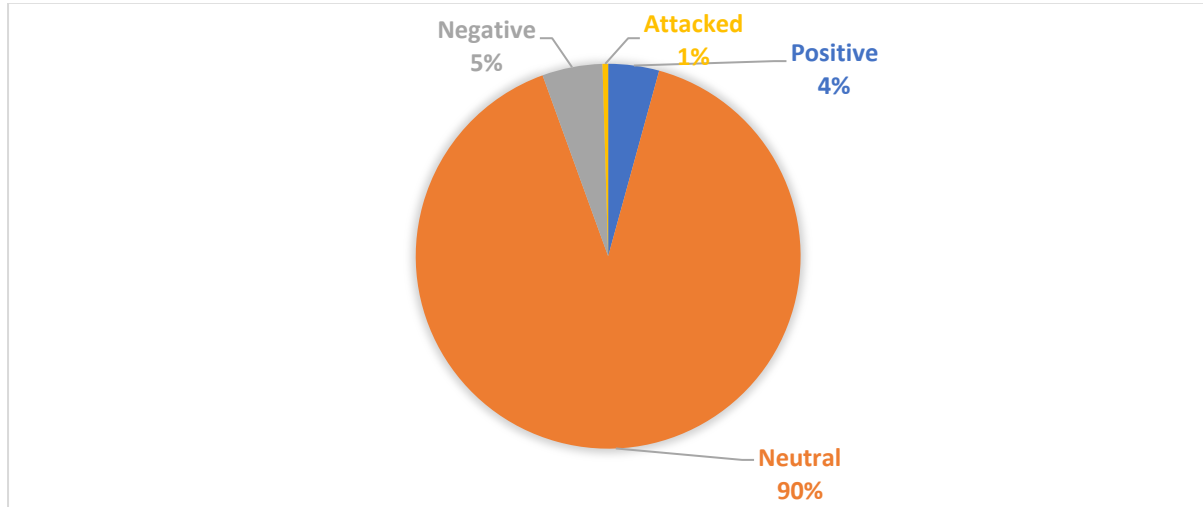
Figure 10: Volume of the Use of Politicians & Political Figures As Sources: Government vs. Opposition vs. Independent/Other



- 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 BN (41%). BN received more coverage than PH.

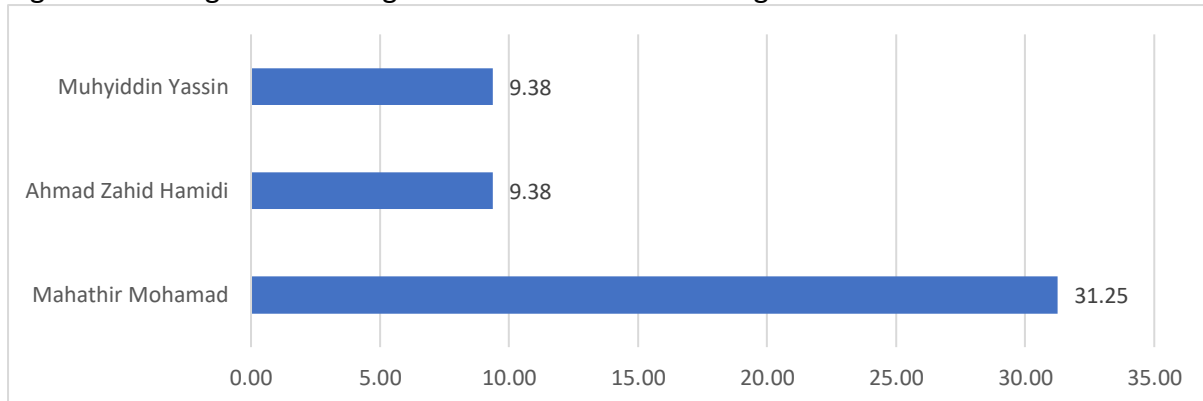
2.3 Tone of Coverage of Politicians & Political Figures

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



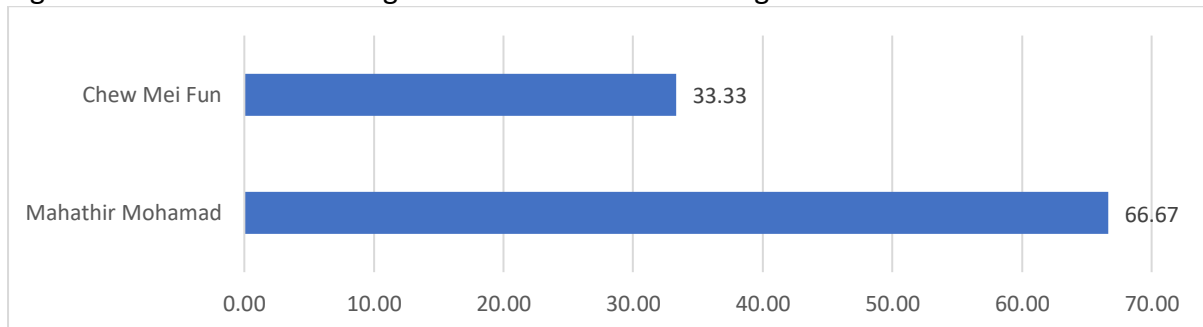
- Of all the tonal categories used in the coverage of politicians and political figures, the Neutral category was used the most often (90%), followed by the Negative category (5%).

Figure 12.1: Negative Coverage of Politicians & Political Figures



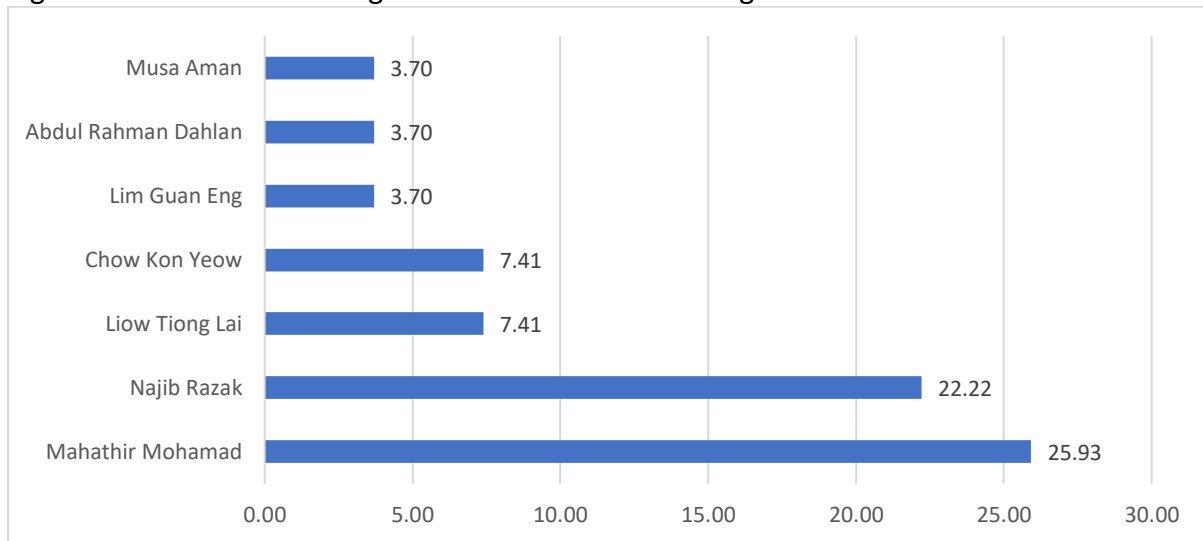
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the highest negative coverage (31.25%), followed by Ahmad Zahid Hamidi and Muhyiddin Yassin (9.38%).

Figure 12.2: Attacked Coverage of Politicians & Political Figures



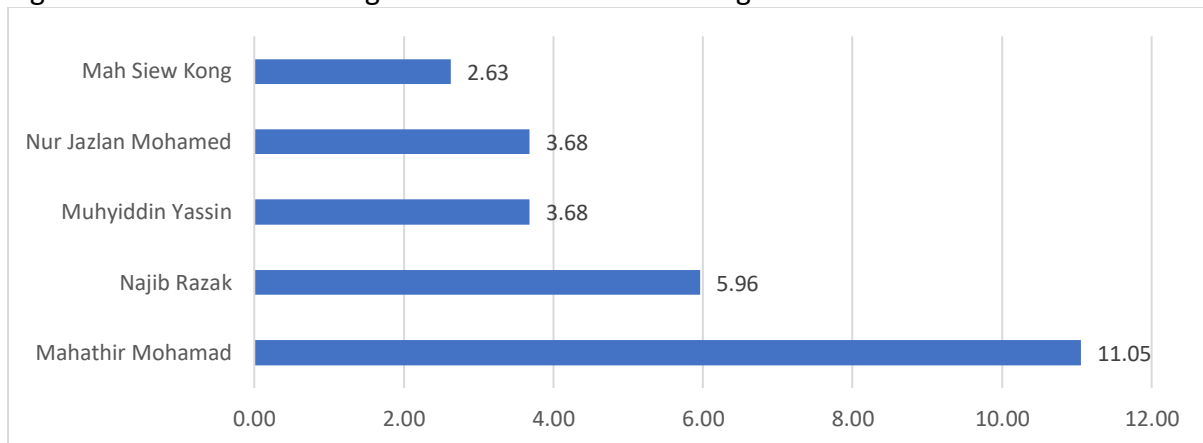
- Mahathir Mohamad was attacked the most (66.67%), followed Chew Mei Fun (33.33%).

Figure 13.1: Positive Coverage of Politicians & Political Figures



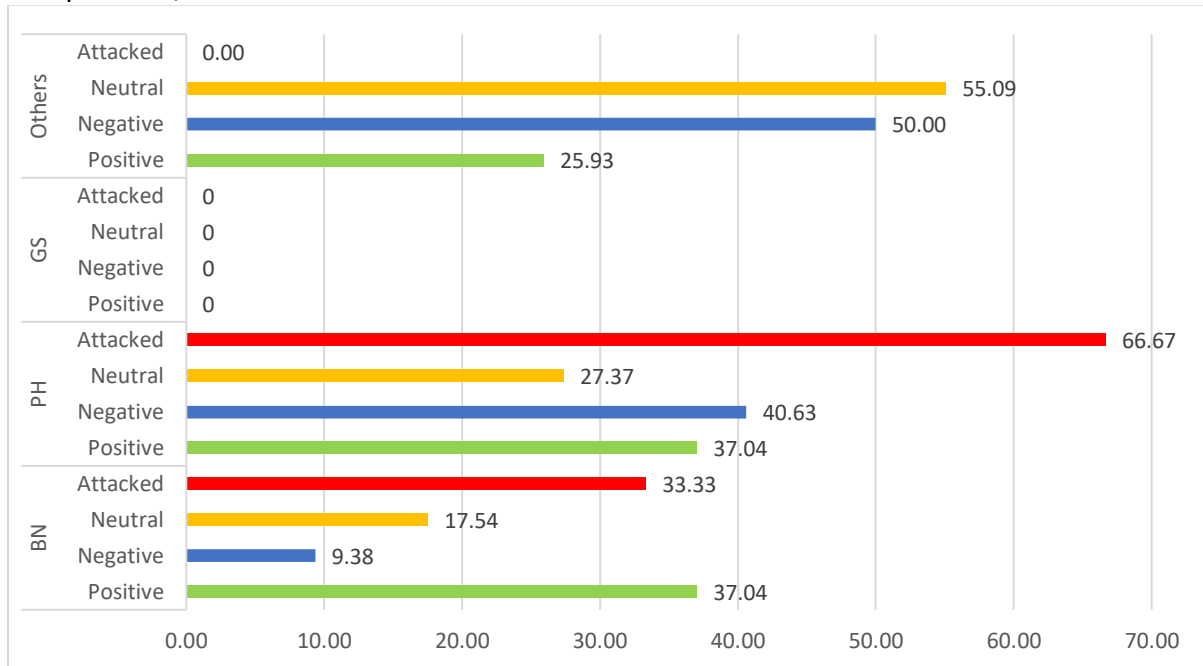
- In terms of the tone of mentions of politicians and political figures, Mahathir Mohamad received the most positive coverage (25.93%), followed by Najib Razak (22.22%).

Figure 13.2: Neutral Coverage of Politicians & Political Figures



- Mahathir Mohamad received the most neutral coverage (11.05%), followed by Najib Razak (5.96%).

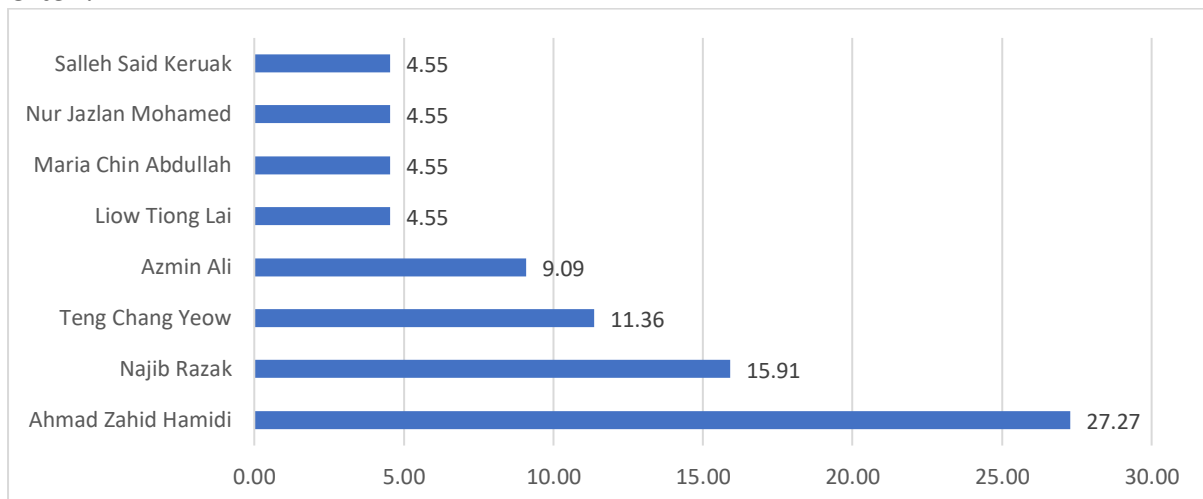
Figure 14: Tone of Coverage of Politicians & Political Figures: Government vs. Opposition vs. Independent/Other



Overall, PH received the highest coverage for Attacked coverage, and had the same coverage for Positive as BN. Others received the highest coverage for Neutral and Negative coverage.

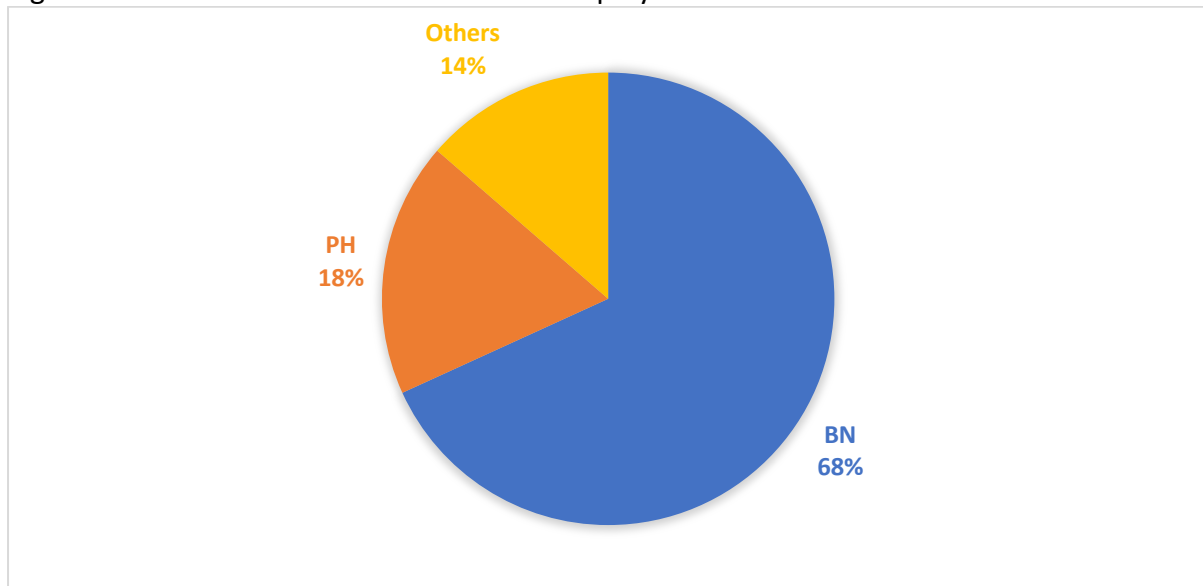
2.4 Tone of the Use of Politicians & Political Figures As Sources: Attack Politics or Negative Campaigning

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.
- Ahmad Zahid Hamidi was the politician most likely to engage in attack politics (27.27%), followed by Najib Razak (15.91%).

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

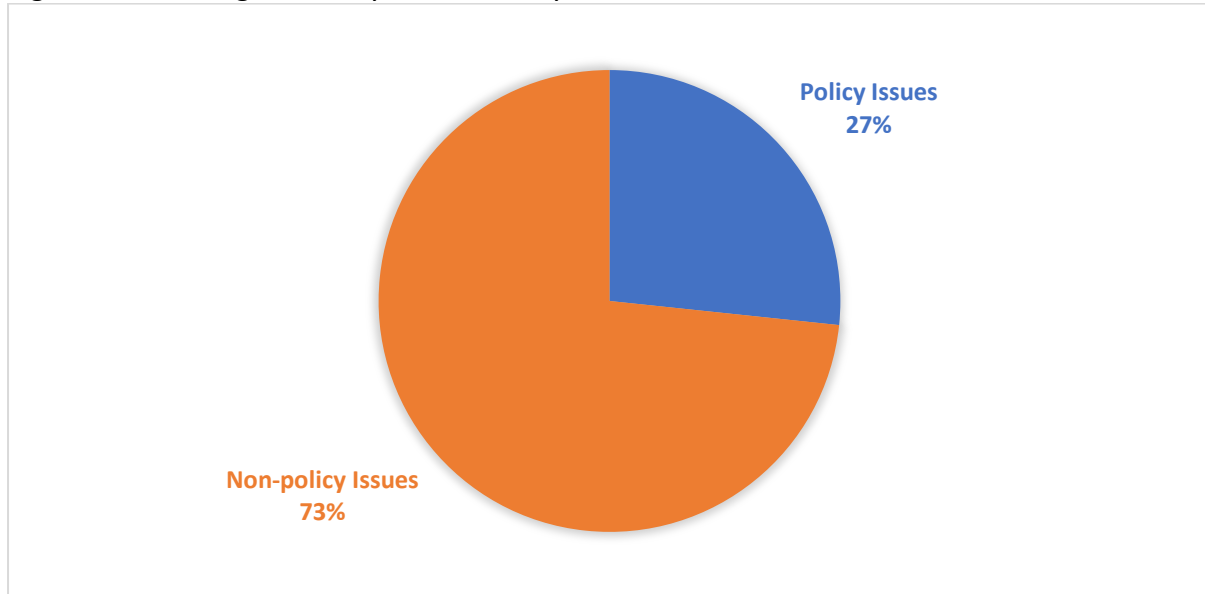


- This graph is weighted to show attack politics as a proportion of overall use as source.
- Overall, BN party politicians engaged in attack politics most often (68%), followed by PH (18%).

Section 3: Coverage of Issues

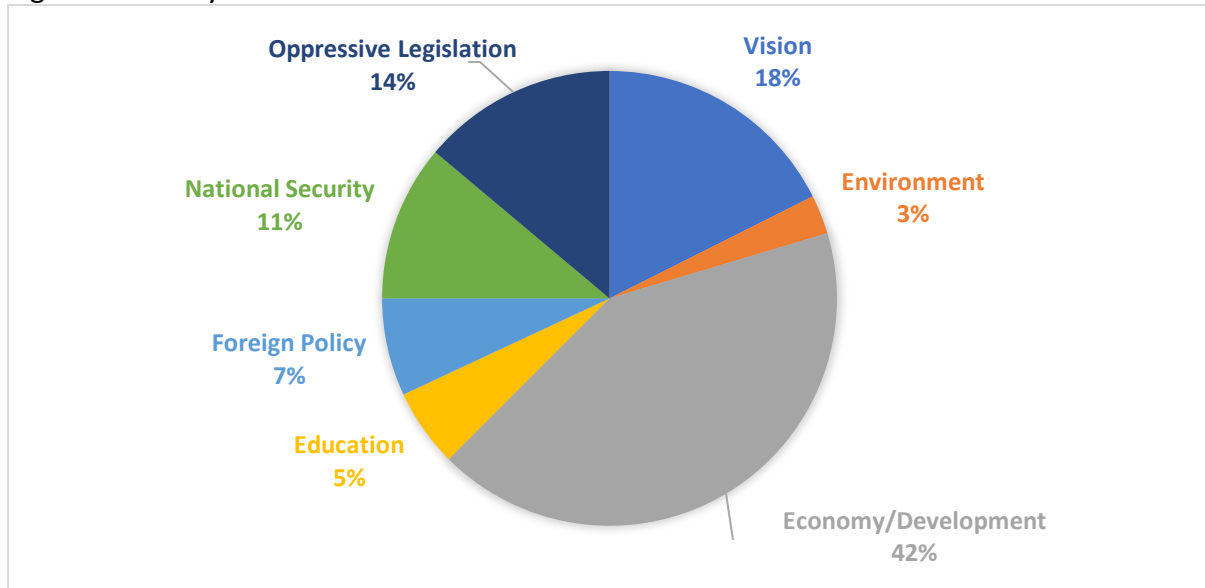
3.1. Volume of Media Coverage of Policy Issues vs Non-Policy Issues

Figure 17: Coverage of Policy vs Non-Policy Issues



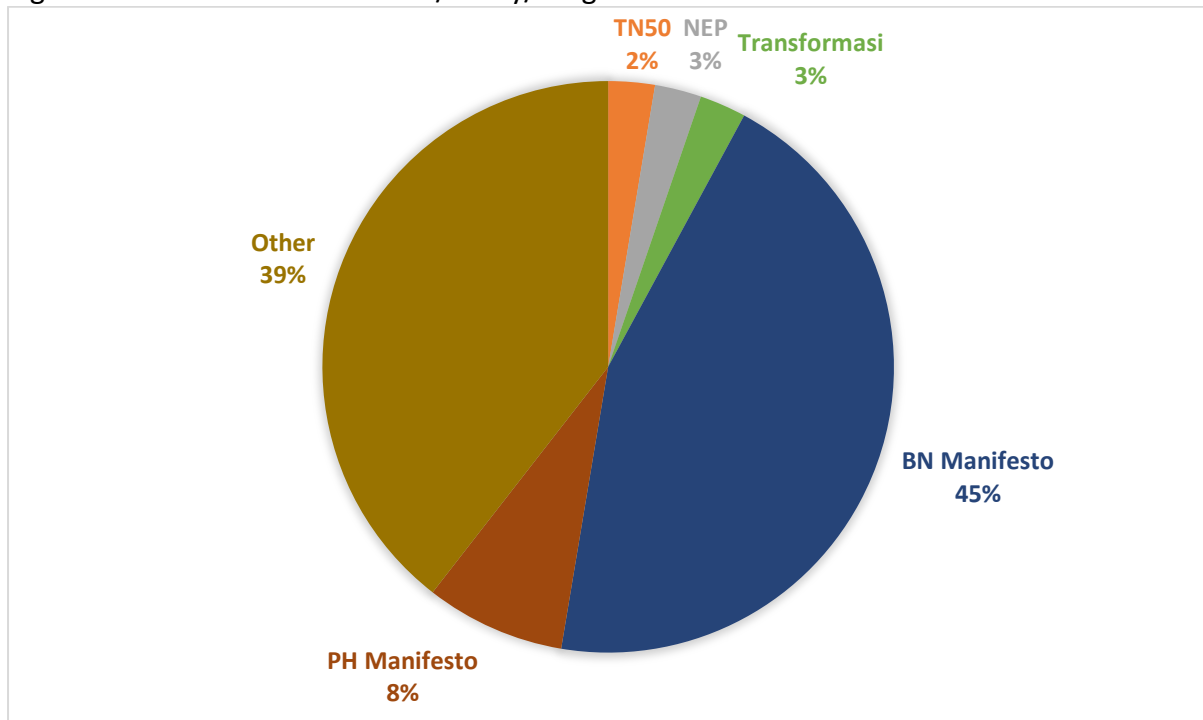
Note: Non-policy issues was covered more than Policy issues.

Figure 18: Policy Issues



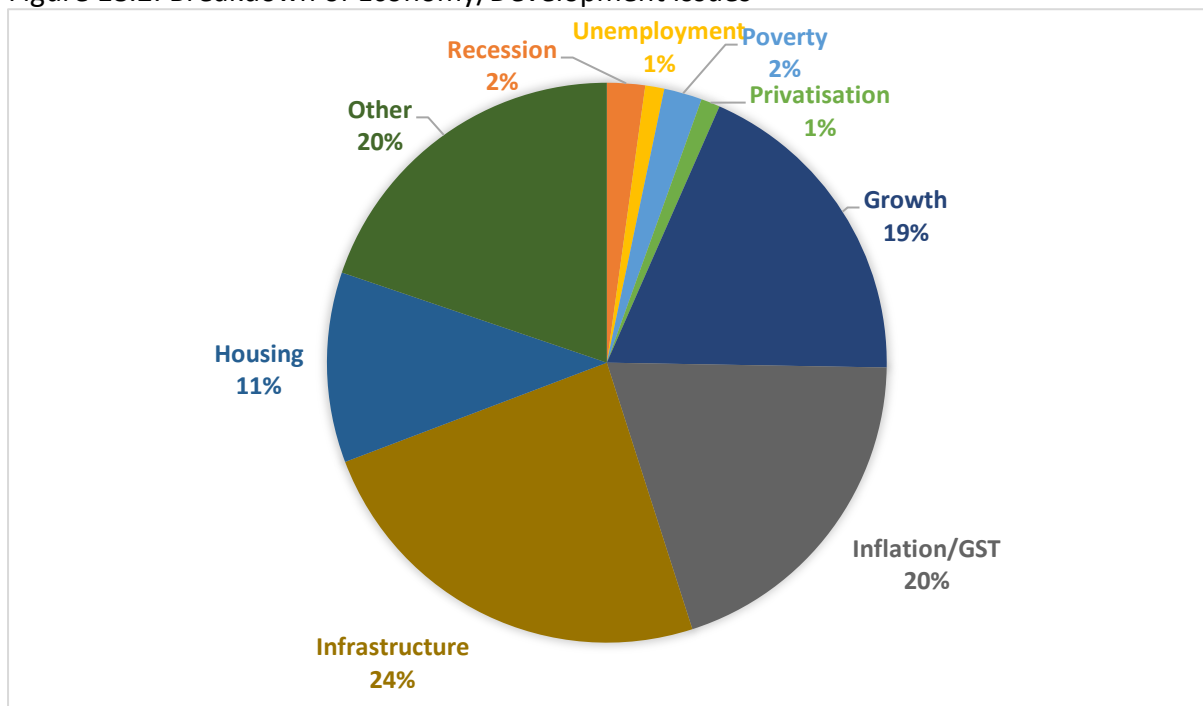
Note: Economy/Development was the most covered issue, followed by Vision and Oppressive Legislation.

Figure 18.1: Breakdown of Vision/Policy/Programme



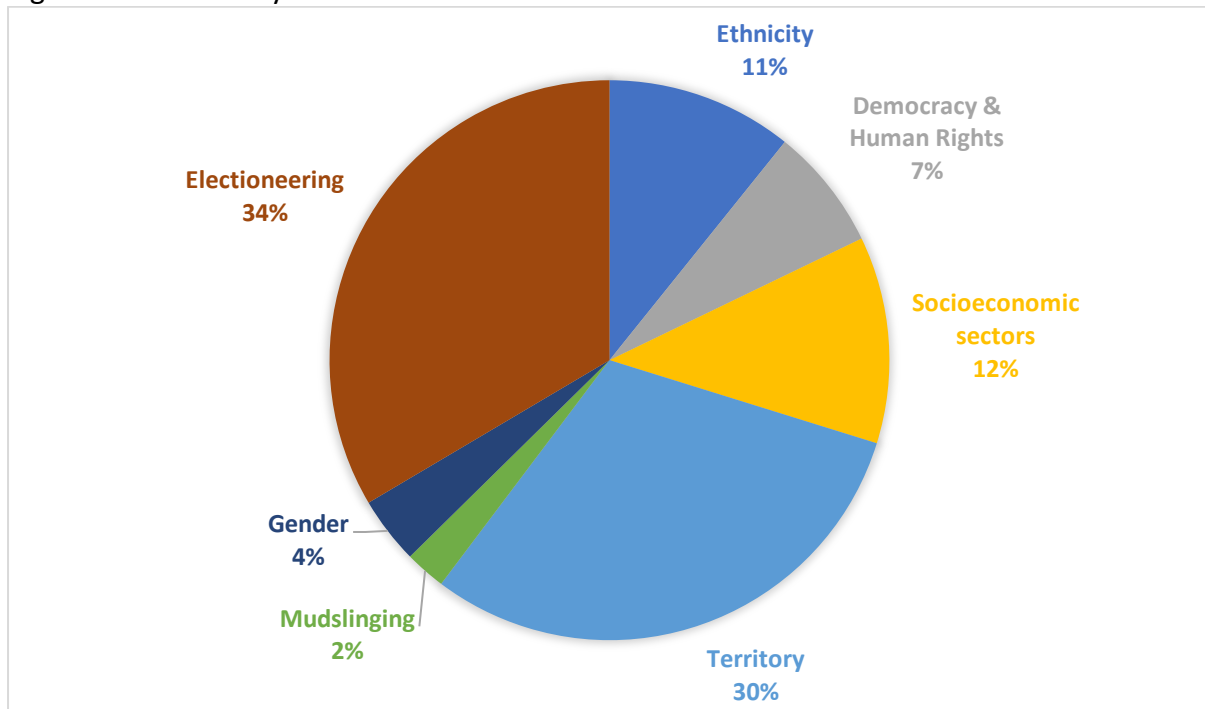
Note: BN Manifesto received the most coverage, followed by PH Manifesto. Gagasan Manifesto received no coverage.

Figure 18.2: Breakdown of Economy/Development Issues



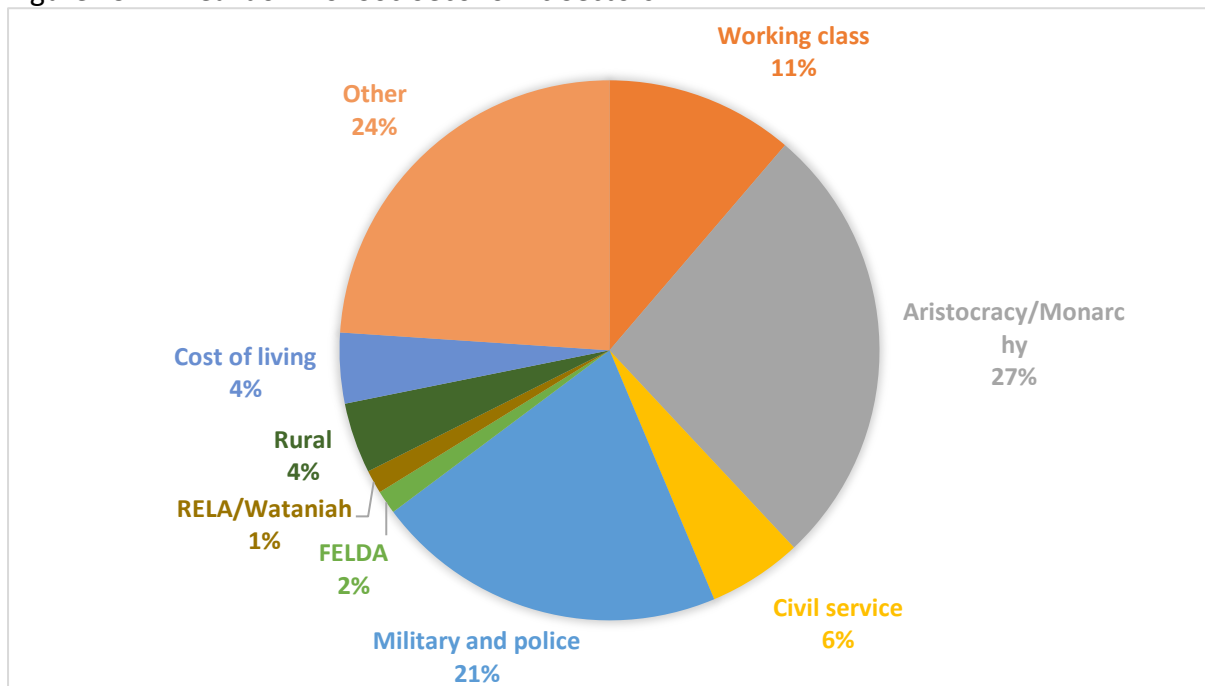
Note: Infrastructure was the most covered topic, followed by Inflation/GST, and Growth.

Figure 19: Non-Policy Issues



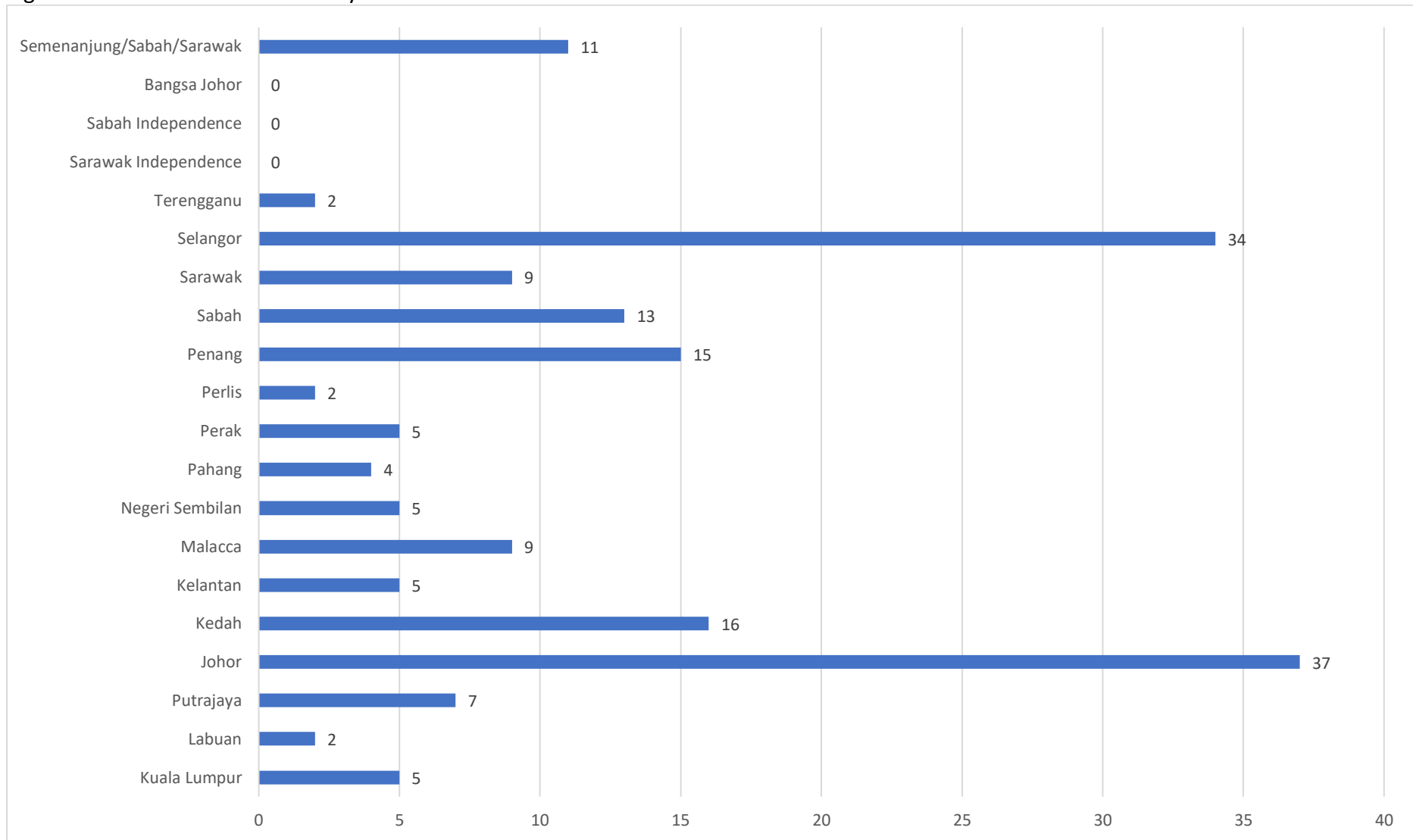
Note: Electioneering was the most covered topic, followed by Territory and Socioeconomic sectors.

Figure 19.1: Breakdown of Socioeconomic Sectors



Note: Aristocracy/Monarchy was the most covered issue, followed by Military and police, and the Working class.

Figure 19.2: Breakdown of Territory Issues



Note: Johor was the territory most covered, followed by Selangor and Kedah.