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A large, high-resolution image of the Earth as seen from space, showing the Western Hemisphere. The Earth is centered in the frame, with the Americas visible. The image is set against a dark, starry background of space. A white rectangular border is superimposed over the Earth, framing the title and author information.

An Analysis of TV News Consumption amongst Malaysians in Peninsular Malaysia

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Results & Trends

Intersection between credibility, censorship and trustworthiness



- (1) to promote national / racial unity among Malaysians,
- (2) to curb fake news ('berita palsu') and provide news objectively;
- (3) to be careful of political bias and propaganda in TV news;
- (4) to provide news on international political, economic, and social situations;
- (5) to educate citizens in different domains of life knowledge

Putrajaya interviewee: "I would say that these news companies doesn't necessary report genuine news. I might be wrong but this kind of scenario is hard to say because they could be manipulating certain contents and it is entirely up to the citizens whether or not should they trust the messages being delivered by the news companies"

Penang interviewee: "Not much [trust]...Heavily influenced and controlled by the govt"

Johor interviewee: "Nowadays there's a lot of fake news."

Do you have additional thoughts on the role(s) of broadcast news in relation to Malaysia's national interests?



Results & Trends

Specific viewing patterns amongst the viewers in Pen Malaysia

Perlis interviewee: “But yeah, I don't have any fixed timings for news. It can be when I'm waiting for something or sitting in a car, day or night”

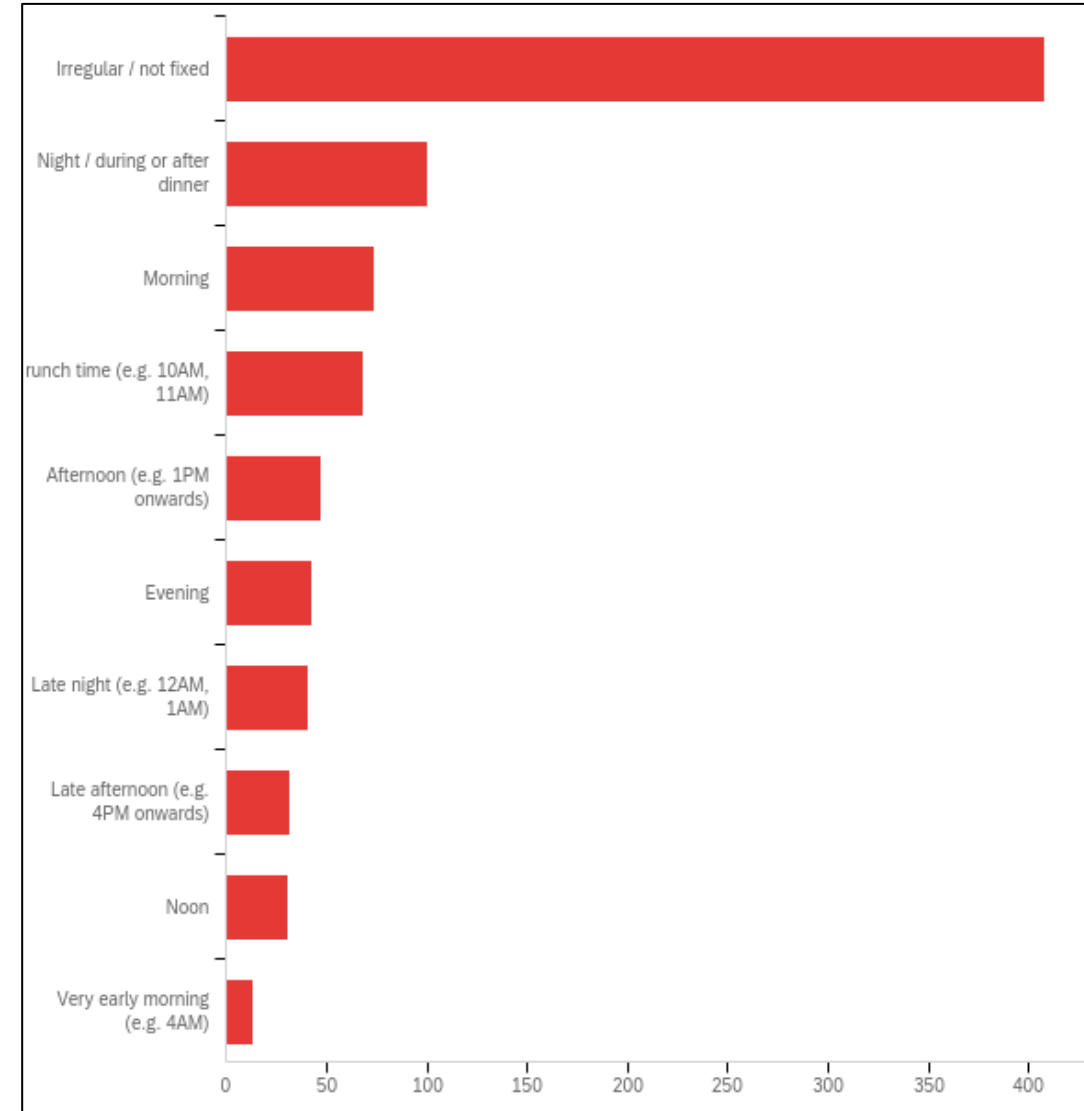
Kuala Lumpur interviewee: “For YouTube, I pick what piques your interest the most (selective consumption), or for Social Media, just read the headline and scroll away/ skim read the caption (which makes headlines and visuals very important)”

Penang interviewee: “I go on all the listed platforms for different types of news... yes I do read news everyday...from social media are mainly entertainment news... Early in the morning and before going to sleep”

Pahang interviewee: “I see from Instagram posts or twitter also got. I seldom watch news on tv because I busy working. When I drive sometimes will listen to news on radio”

Melaka interviewee: “Friends sharing with me, read newspaper, people share to me on WhatsApp or watch from TV”

Johor interviewee: “Follow news page on social media. My FB feed also got news pop out then if I'm interested I'll read”





Results & Trends

Reasons stated by users for changing to online news platforms

Key reasons given for choosing the above alternative platforms as their most preferred are: (1) **common / daily usage**; (2) **user-friendliness** (“mesra pengguna”); and (3) **ease of use or convenience**.

The word cloud illustrates that the most frequently used terms among respondents include: ‘convenient’, ‘common’ (‘biasa’, ‘常’), ‘friendly’, and ‘accessible’.



Why did you choose these alternative platforms?



Results & Trends

Reasons for decline in TV news viewing

Pahang interviewee: “I see from Instagram posts or twitter also got. I seldom watch news on tv because I **busy working**. When I drive sometimes will listen to news on radio”

Selangor interviewee: “It's more instant than waiting for the 8pm news, which I'm not even sure I could watch at that time, and even if I missed it **I just watch the replay**”

Perlis interviewee: “I think with TV news, you just have to put aside some time to watch it and I don't have the time to do that, that's why I opt for the **easier version** that also provides me with the similar information that I want”



What reasons / elements hinder you from watching news on TV?



Results & Trends

Other findings

- 73% of survey participants think that Malaysia's TV news is a more reliable source of news than social networking sites (SNS)
- A total of 62% think that Malaysia's TV news is a highly reliable source of news.
 1. 70% aged **60 and above**
 2. 91% **studied up to Primary School**
 3. 85% from **Putrajaya**
- 90% of respondents in **Malacca**, 86% of respondents in **Negeri Sembilan**, and 94% of respondents in **Putrajaya** shared that they prefer 'Local news outlets' to 'International news outlets'.

