Election monitoring project

Media Coverage on 1 May 2011

MARUAH

Note: There was no “special edition” of TODAY
Quantitative coverage

* *Bureaucrats refers to apolitical officials announcing good news, e.g., NWC calling for wage increases,
Qualitative coverage

Positive Photos
(e.g. smiling candidates, candidates kissing baby, etc)

Number of pictures

- PAP positive photo
- NSP positive photo
- RP positive photo
- SDA positive photo
- SDP positive photo
- SPP positive photo
- WP positive photo
- Ind positive photo
- Opposition in...

- Straits Times
- TNP
Coverage: Neutral photos

- PAP neutral photo
- NSP neutral photo
- RP neutral photo
- SDA neutral photo
- SDP neutral photo
- SP neutral photo
- WP neutral photo
- Ind neutral photo
- Opposition in general

Number of pictures

- Straits Times
- TNP
Coverage: Negative Photos

(e.g. frowning candidates, candidates in an aggressive posture, etc.)
Qualitative coverage: Placement: How many pages do you need to flip to read about.....

First page party story appears

<table>
<thead>
<tr>
<th>Party</th>
<th>Page Number</th>
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</thead>
<tbody>
<tr>
<td>PAP</td>
<td>1</td>
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<tr>
<td>NSP</td>
<td>9</td>
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<td>RP</td>
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<td>SPP</td>
<td>14</td>
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<td>WP</td>
<td>9</td>
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<td>Independents</td>
<td>9</td>
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