

TV news reports during 2018 elections for local public officials
Final Report (simplified)

This research investigates the news reports of 4 hours per day of 11 TV channels in Taiwan from November 10 to November 23, 2018. According to the commissioned research plan, the implementation of this plan is divided into the following projects and stages:

- (1) Planning research framework: According to the needs of your organization's labor procurement case, based on academic theory, academic research results, and the host's research experience, plan a research framework that can effectively respond to research questions.
- (2) Plan and revise the login form: design the login form according to the content analysis items required by this purchase case.
- (3) Determine the criteria for news classification: based on theories, academic research results, and the host's research experience, determine the criteria for news classification as the basis for analysis conclusions. Please refer to the following text for the actual login basis
- (4) Recruitment and training of registrars: 616 hours of TV news were processed within 45 days of this procurement case. According to general TV news production rules, there are approximately 18,500 news items. Twenty-two communication-related college students (including postgraduates in master's degree programs) who are in the third year or above will serve as registrants after passing the training.
- (5) Recruit and train proofreaders: After the aforementioned observation objects are registered, 16 proofreaders will proofread one by one. Proofreaders need to participate in proofreading training and perform reliability testing among coders. In this research, after three coders reliability tests, the final coder reliability Cohen's Kappa Coefficient = 0.82, which is a reliable value.
- (6) Sampling proofreading: After the registrant is logged in, this project will plan two proofreading; the first proofreading will be proofread by the research assistant, and the second proofreading will be conducted by the project host. Sampling proofreading is based on the rule of "one hour per channel per time slot", and the project host will draw lots to determine the sample proofreading objects. A total of 44 hours were spent.
- (7) Research analysis and report writing: Conduct research and analysis of all items in accordance with the regulations of the procurement case, and

write a closing report in accordance with the specified specifications.

Research Result

(1) The total number and time of the hourly news broadcast by each channel during the observation period, the total number of news produced by each channel, the total length of news (seconds), the total number of election news, and the total length of election news (seconds) are shown in Table 1.

Table 1: Total numbers and time of news broadcast content of each channel

| channel | News numbers | News Length(seconds) |
|---------|-----------------|-------------------------|
| TTV | 1,347 | 159,877 |
| CTS | 1,570 | 146,723 |
| CTV | 1,115 | 124,754 |
| PBS | 992 | 121,347 |
| Next | 1,332 | 161,776 |
| Era | 1,001 | 133,375 |
| EBC | 1,370 | 164,483 |
| CTI | 1,358 | 156,918 |
| Formosa | 1,019 | 140,191 |
| SET | 1,150 | 134,951 |
| TVBS | 1,369 | 156,269 |
| total | 13,623 | 1,600,664 |

(2)Table 2 presents the number, time and percentage of election news for each channel.

Table 2: the number, time and percentage of election news for each channel

| channel | news numbers | news length | Election news numbers (%) | Election news length (%) |
|---------|-----------------|----------------|--------------------------------|-------------------------------|
| TTV | 1,347 | 159,877 | 505 (37.49) | 57,981 (36.27) |
| CTS | 1,570 | 146,723 | 489 (31.15) | 54,677 (37.27) |
| CTV | 1,115 | 124,754 | 534 (47.98) | 64,744 (51.90) |
| PBS | 992 | 121,347 | 239 (24.09) | 32,662 (26.92) |
| Next | 1,332 | 161,776 | 797 (59.83) | 106,869 (66.06) |
| Era | 1,001 | 133,375 | 573 (57.24) | 74,154 (55.60) |

| | | | | |
|---------|--------|-----------|-----------------|-------------------|
| EBC | 1,370 | 164,483 | 729 (53.21) | 98,764 (60.05) |
| CTI | 1,358 | 156,918 | 948 (69.81) | 118,808 (75.71) |
| Formosa | 1,019 | 140,191 | 596 (58.49) | 84,965 (60.61) |
| SET | 1,150 | 134,951 | 704 (61.22) | 89,435 (66.27) |
| TVBS | 1,369 | 156,269 | 792 (57.85) | 97,154 (62.17) |
| total | 13,623 | 1,600,664 | 6,906 (50.69) | 880,213 (54.99) |

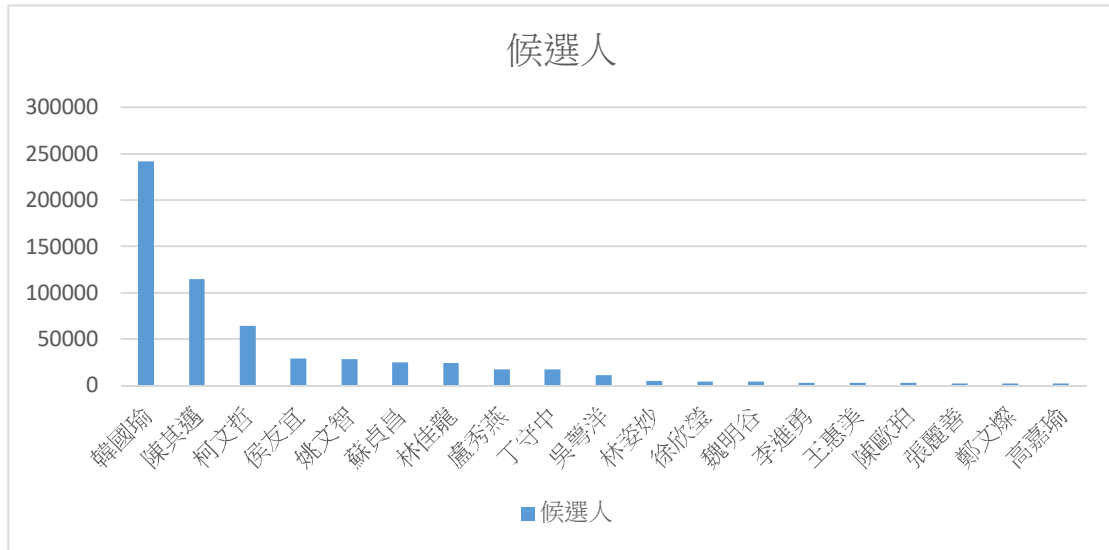
(3) The number, time and area of daily reports in each constituency is presented in Table 3.

Table 3: daily reports in each constituency

| constituency | Week 1 | | Week 2 | | Total | |
|------------------|--------|--------|--------|--------|--------|--------|
| | news | Length | news | length | news | length |
| News Institution | 668 | 89936 | 864 | 114982 | 1532 | 204918 |
| | 21.90% | 23.00% | 23.61% | 24.59% | 22.83% | 23.87% |
| KeeLung | 1 | 104 | 4 | 362 | 5 | 466 |
| | 0.03% | 0.03% | 0.11% | 0.08% | 0.07% | 0.05% |
| Taipei City | 495 | 62875 | 540 | 65984 | 1035 | 128859 |
| | 16.23% | 16.08% | 14.75% | 14.11% | 15.42% | 15.01% |
| New Taipei City | 196 | 24349 | 327 | 38724 | 523 | 63073 |
| | 6.43% | 6.23% | 8.93% | 8.28% | 7.79% | 7.35% |
| TaoYuan City | 28 | 2864 | 8 | 672 | 36 | 3536 |
| | 0.92% | 0.73% | 0.22% | 0.14% | 0.54% | 0.41% |
| HsinChu City | 20 | 2171 | 17 | 1552 | 37 | 3723 |
| | 0.66% | 0.56% | 0.46% | 0.33% | 0.55% | 0.43% |
| HsinChu County | 24 | 2551 | 19 | 2033 | 43 | 4584 |
| | 0.79% | 0.65% | 0.52% | 0.43% | 0.64% | 0.53% |
| MioLi County | 3 | 370 | 4 | 446 | 7 | 816 |
| | 0.10% | 0.09% | 0.11% | 0.10% | 0.10% | 0.10% |
| TaiChung City | 115 | 13262 | 239 | 29684 | 345 | 42946 |
| | 3.77% | 3.39% | 6.53% | 6.35% | 5.28% | 5.00% |
| ChangHua County | 23 | 2527 | 48 | 5133 | 71 | 7660 |
| | 0.75% | 0.65% | 1.31% | 1.10% | 1.06% | 0.89% |
| YunLin County | 34 | 4055 | 19 | 1979 | 53 | 6034 |

| | | | | | | |
|-----------------|--------|--------|--------|--------|--------|--------|
| | 1.11% | 1.04% | 0.52% | 0.42% | 0.79% | 0.70% |
| ChiaYi City | 19 | 1666 | 6 | 553 | 25 | 2219 |
| | 0.62% | 0.43% | 0.16% | 0.12% | 0.37% | 0.26% |
| ChiaYi County | 13 | 1458 | 12 | 1327 | 25 | 2785 |
| | 0.43% | 0.37% | 0.33% | 0.28% | 0.37% | 0.32% |
| TaiNan City | 23 | 2524 | 22 | 2267 | 45 | 4791 |
| | 0.75% | 0.65% | 0.60% | 0.48% | 0.67% | 0.56% |
| KaoHsiung City | 1307 | 171575 | 1410 | 187899 | 2717 | 359474 |
| | 42.85% | 43.87% | 38.52% | 40.19% | 40.49% | 41.87% |
| PinTung County | 14 | 1429 | 5 | 1587 | 19 | 3016 |
| | 0.46% | 0.37% | 0.14% | 0.34% | 0.28% | 0.35% |
| Nantou | 0 | 0 | 7 | 590 | 7 | 590 |
| | 0 | 0 | 0.19% | 0.13% | 0.10% | 0.07% |
| TaiTung | 6 | 646 | 7 | 785 | 13 | 1431 |
| | 0.20% | 0.17% | 0.19% | 0.17% | 0.19% | 0.17% |
| YiLan County | 28 | 3508 | 32 | 3713 | 60 | 7221 |
| | 0.92% | 0.90% | 0.87% | 0.79% | 0.89% | 0.84% |
| HuaLian County | 12 | 1393 | 4 | 463 | 16 | 1856 |
| | 0.39% | 0.36% | 0.11% | 0.10% | 0.24% | 0.22% |
| Kinmen County | 2 | 261 | 9 | 1163 | 11 | 1424 |
| | 0.07% | 0.07% | 0.25% | 0.25% | 0.16% | 0.17% |
| PengHu County | 1 | 178 | 1 | 120 | 2 | 298 |
| | 0.03% | 0.05% | 0.03% | 0.03% | 0.03% | 0.03% |
| Election agency | 18 | 1404 | 56 | 5486 | 74 | 6890 |
| | 0.59% | 0.36% | 1.53% | 1.17% | 1.10% | 0.80% |
| total | 3050 | 391106 | 3660 | 467504 | 6710 | 858610 |

(4) Table 4 :Top 19 candidates ranked by exposure time (seconds)



(5) The distribution of Top 10 candidates in the observed channels

Table 5.1: Han Guo-Yu

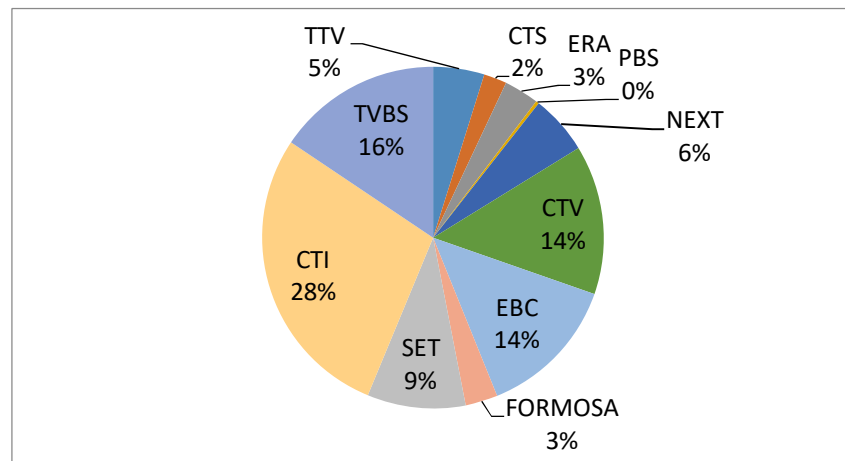


Table 5.2: Chen Chi-Mai

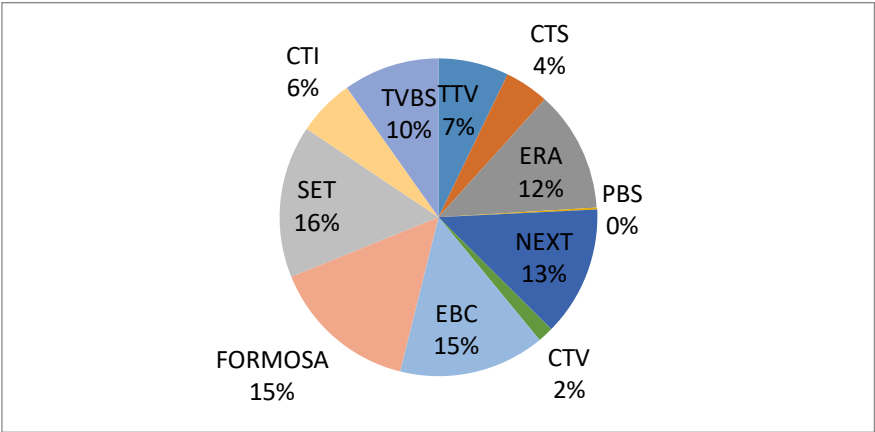


Table 5.3: Ke Wen-Che

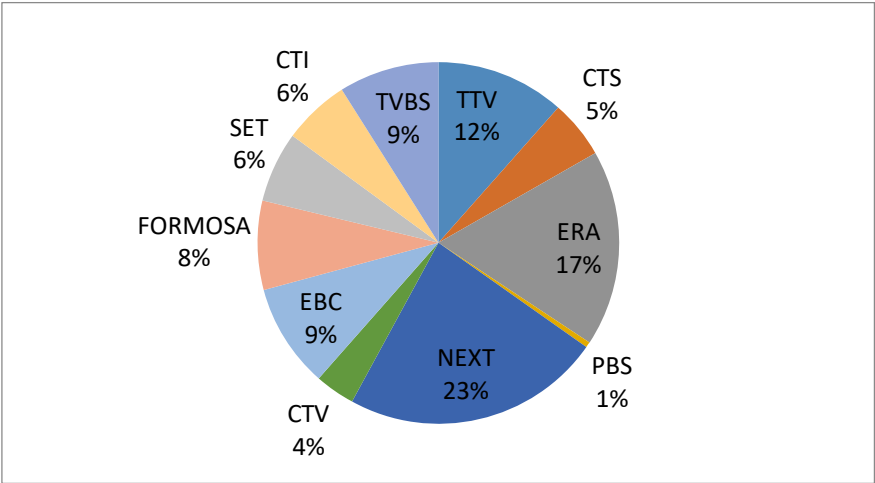


Table 5.4: Hou You-Yi

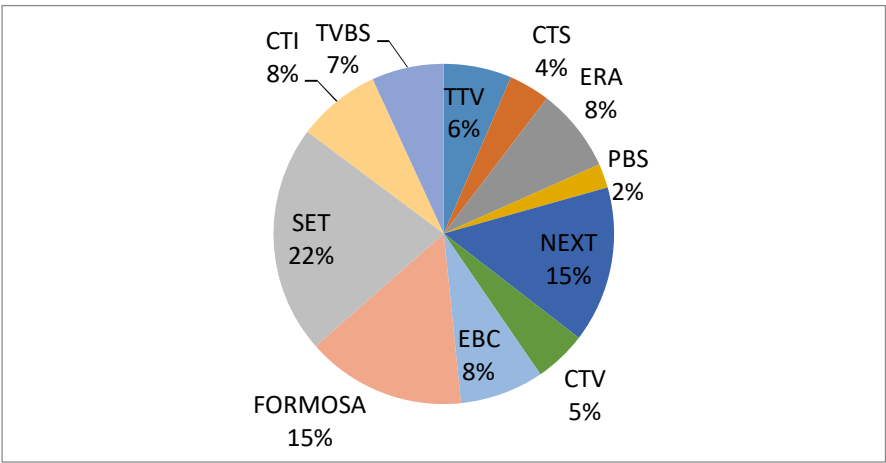


Table 5.5: Yao Wen-Zhi

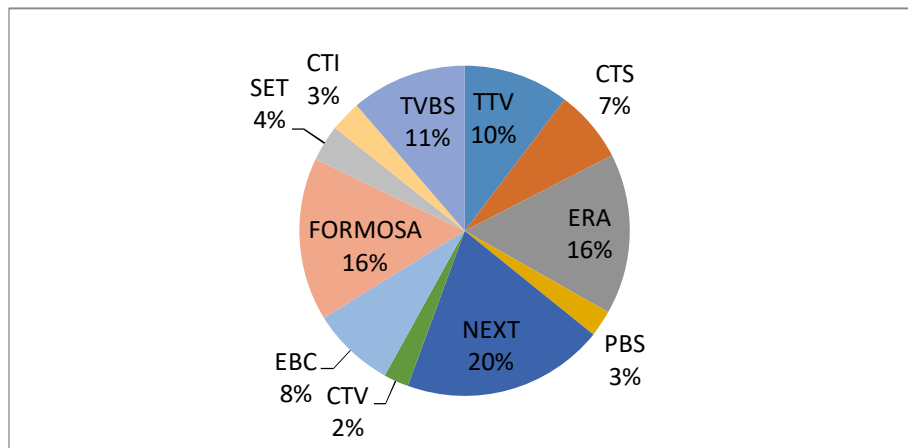


Table 5.6: Su Chen-Chang

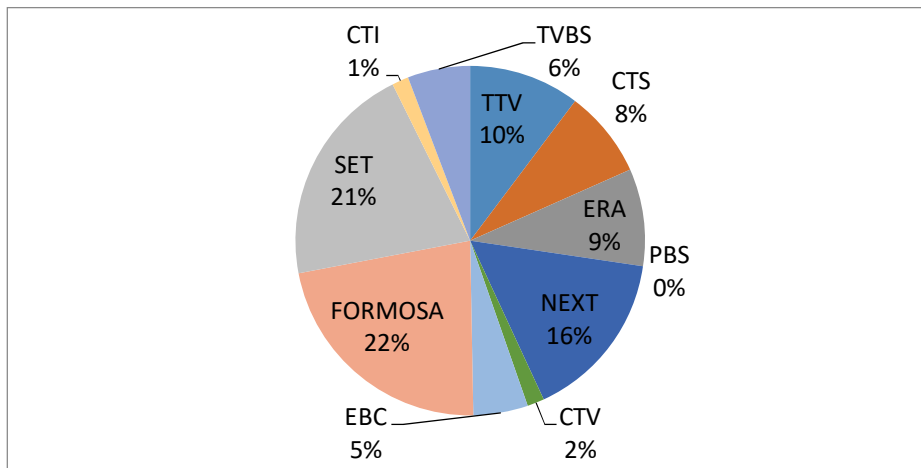


Table 5.7: Lin Chia-Long

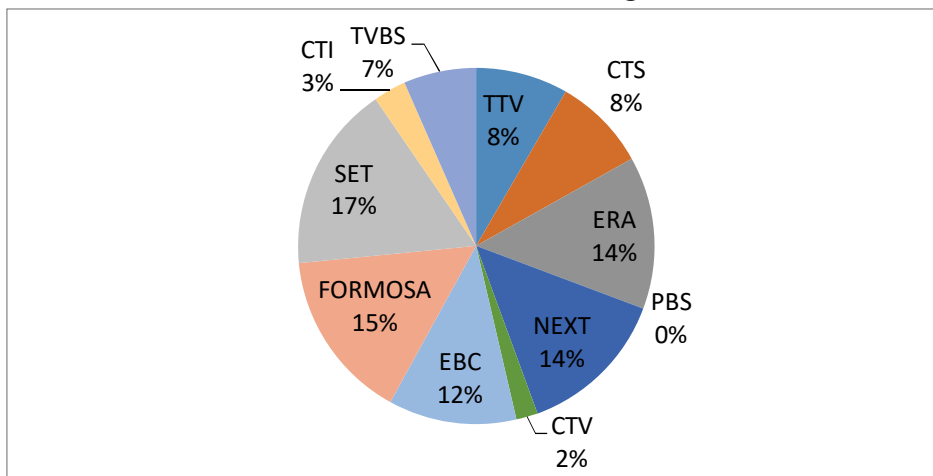


Table 5.8: Lu Sheiu-Yan

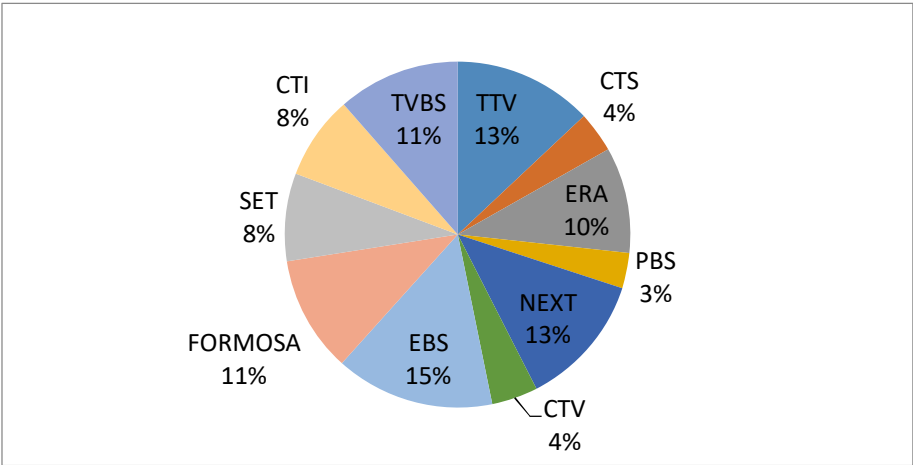


Table 5.9: Ding Shou-Chung

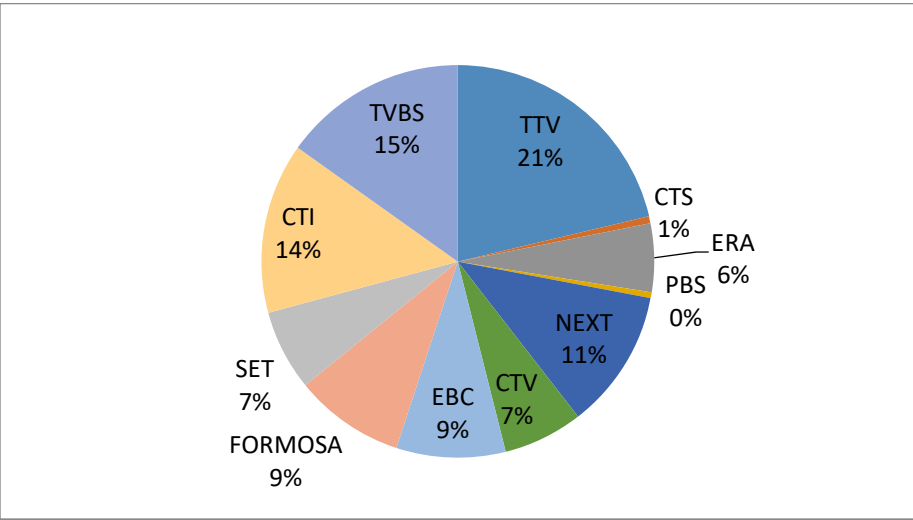


Table 5.10: Wu E-Yang

