

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)

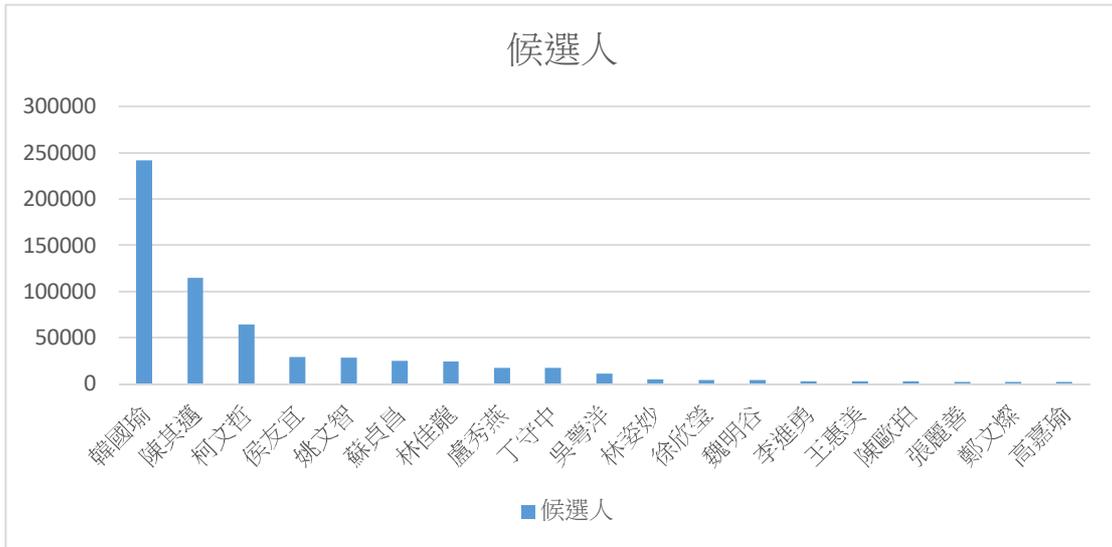
(3) The number, time and area of daily reports in each constituency is presented in Table 3.

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

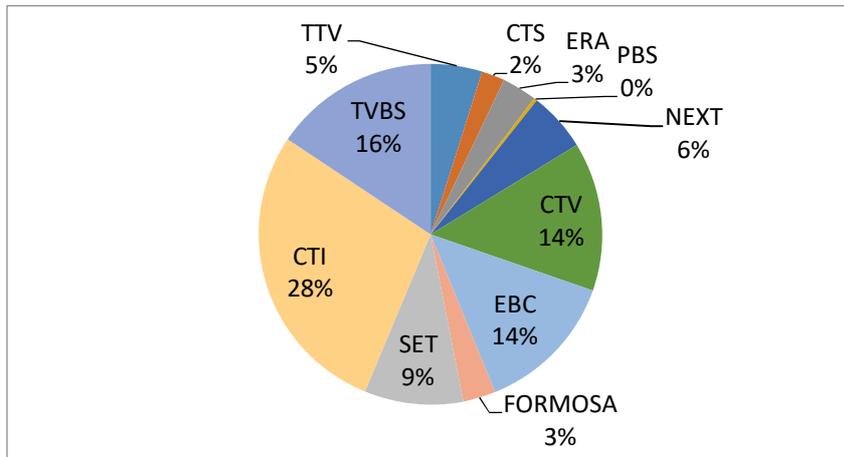


Table 5.2: Chen Chi-Mai

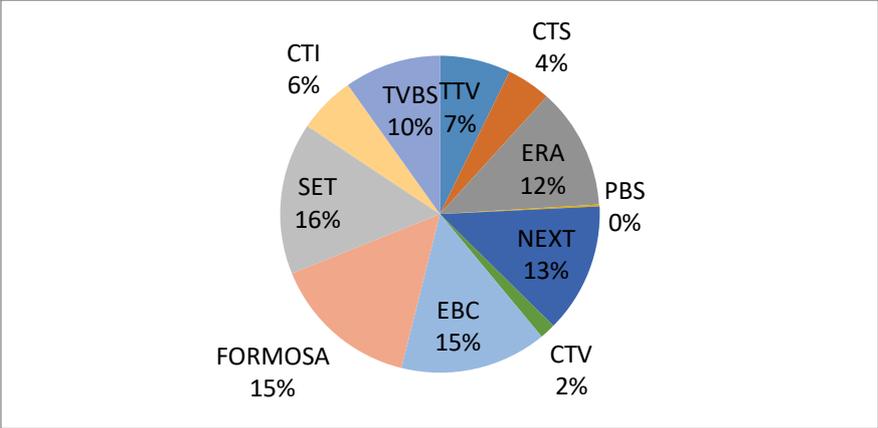


Table 5.3: Ke Wen-Che

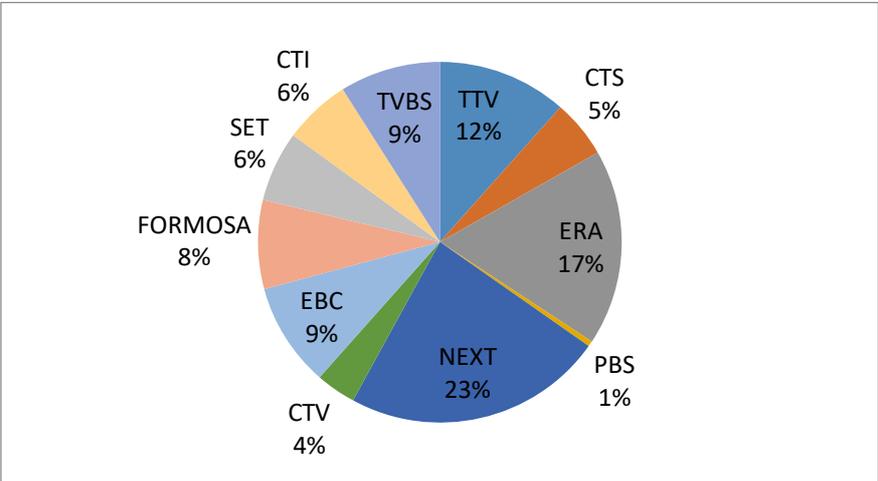


Table 5.4: Hou You-Yi

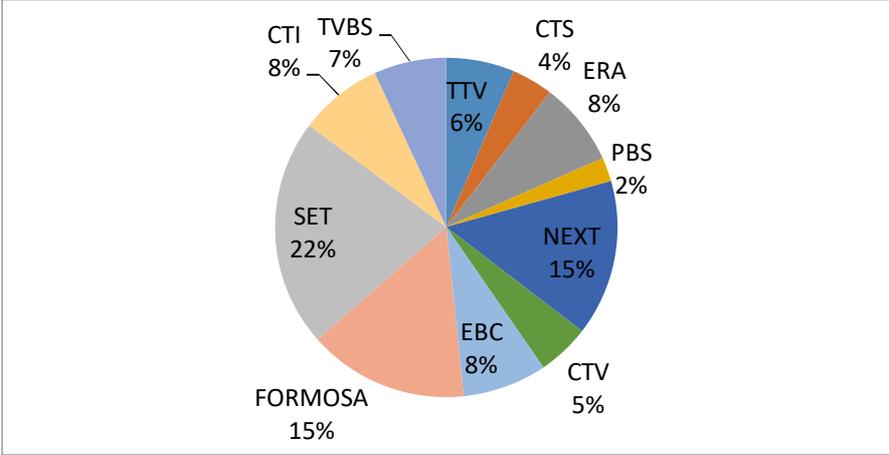


Table 5.5: Yao Wen-Zhi

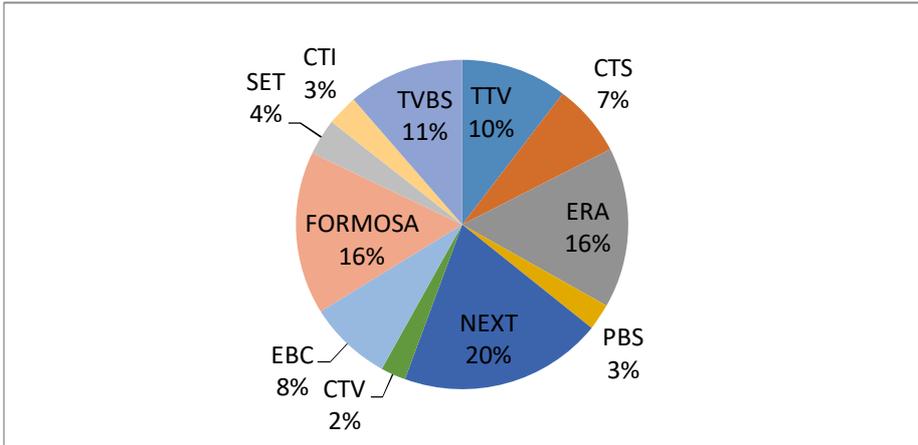


Table 5.6: Su Chen-Chang

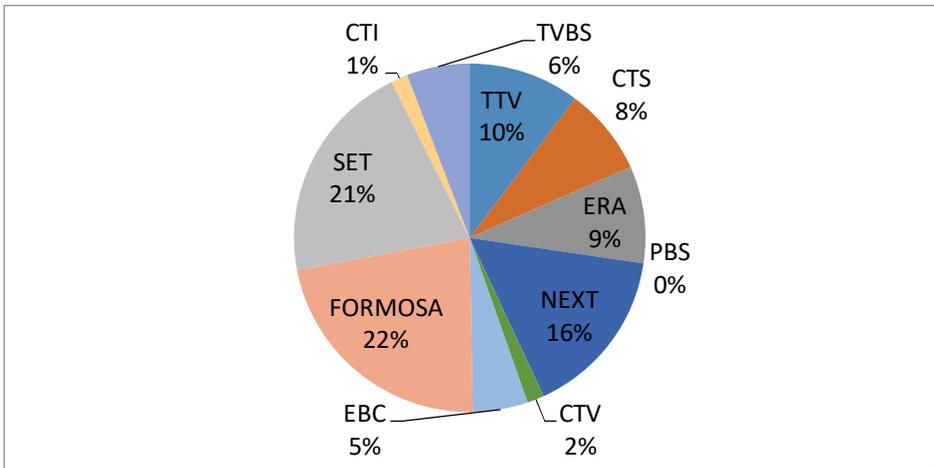


Table 5.7: Lin Chia-Long

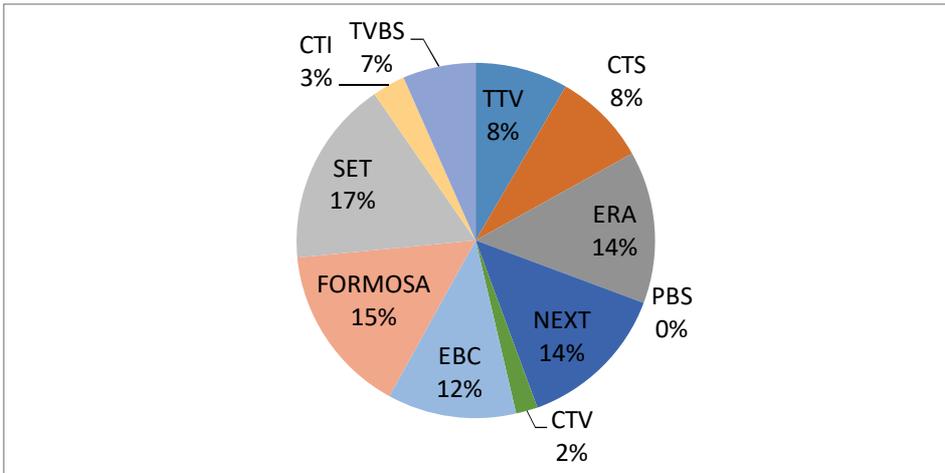


Table 5.8: Lu Sheiu-Yan

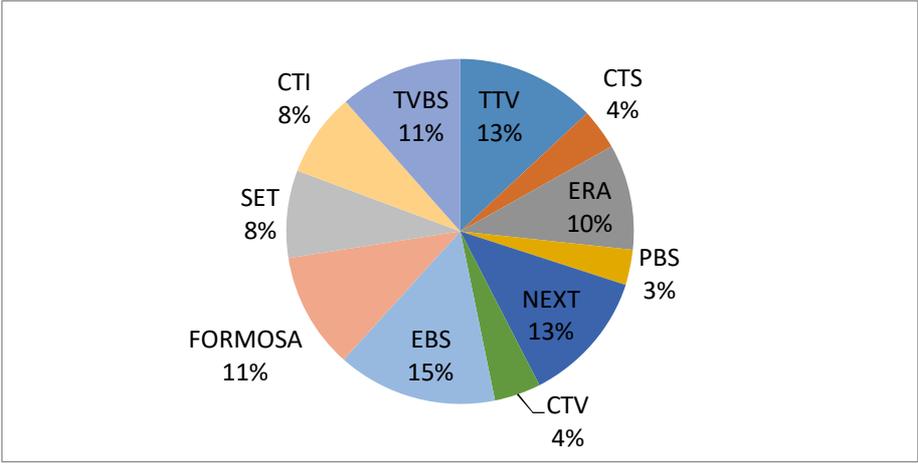


Table 5.9: Ding Shou-Chung

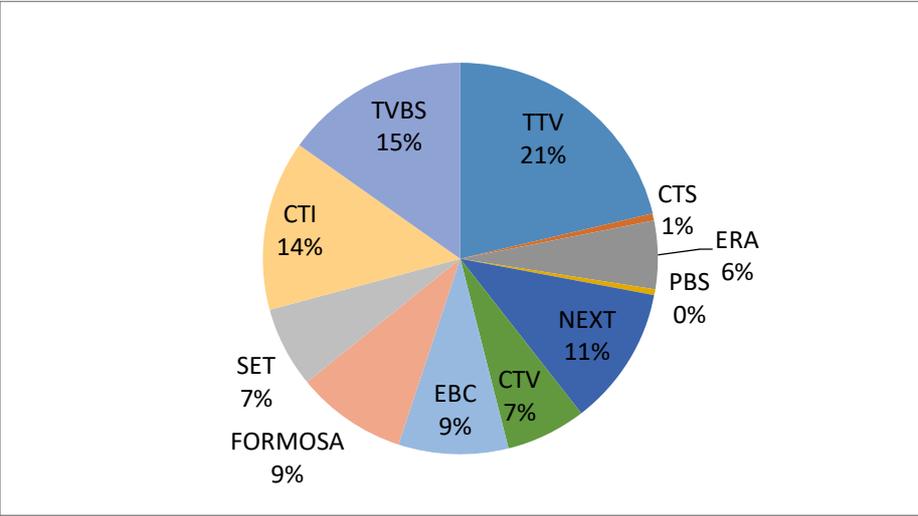


Table 5.10: Wu E-Yang

