The Portrayal of Interpersonal Violence in Malaysian Independent Online Media

Norizzati Saifuddin AVA and Hasmah Zanuddin

Abstract--- Malaysians have been shocked with the trending cases of interpersonal violence happened in Malaysia. This interpersonal violence may involves and commits to a person or family members whom they have relationship with. Five components of interpersonal violence is comprising of youth violence, child maltreatment, intimate violence, elder abuse and sexual violence. Unfortunately, it is difficult to make Malaysian society aware of these risks and dangers that may influence the way people behave and act towards each other. In media perspective, the attention to the issue decline when journalists and editors moved on from this reporting this issue. There is a need to supply more information regarding this behaviours to generate attention on this issue. The purpose of conducting a study on this issue is to determine the way Malaysian independent online media portraying interpersonal violence cases. The objectives of this study are to study the media agenda, public agenda and policy agenda used in interpersonal violence reporting in Malaysian independent online news. This study used quantitative content analysis by analysing 140 news articles from two selected independent online news as the sample of this study. Two independent online news used in this study which includes Malaysiakini.com and Free Malaysia Today.com. From this study, media plays an important role as the agenda setter in addressing the criticality of interpersonal violence issues to the Malaysian society. The portrayal of interpersonal violence news is important to shape the pattern of Malaysians in viewing on the seriousness of this matter. This result can be used to plan strategies by increasing the public knowledge on the criticality of interpersonal violence so that public aware of the issue.

Keywords--- Interpersonal Violence, Independent Online News, Agenda-Setting.

I. INTRODUCTION

Interpersonal violence is a violence that has increasingly occurred in our society and reported in the news. Such violence may involves and commits to a person or family members whom they have relationship with. World Health (Organization, 2006) has described the interpersonal violence is the act with the purpose of committing physical force, with or without intention to injure another person, which may lead to death, psychological torture or cause of damage. There are five components of interpersonal violence which is comprising of youth violence, child maltreatment, intimate violence, elder abuse and sexual violence. According to (Elliott, 2003), the interpersonal violence can be also referring to abusive behaviour that has become a common concern in our community. Such behaviours often happened with someone they know with includes such as the domestic violence, childhood physical and sexual abuse, and others types of violence. It is often become the caused to long-term health disturbance, physical and mental effect, and often involved with health care services.

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Malaysians also were triggered by the growing of life-threatening violence involving the juvenile. Recently, in the same year, the issue of burning a religious school in Kuala Lumpur which killing 23 people has become a debated topic on the cruelty and violence behaviours among Malaysians. It was described as a horror case where these victims from Darul Quran Ittifaqiyah was killed as they were trapped in the hostel building after the fire started from poured petrol and two poked gas cylinders. This incident was caused by the revenge arson attack by a group of local teens which leads to a tragic fire. It was reported that the suspects mostly were tested positive for drugs, with two of them previously had criminal records(Jastin, 2017). This case reflected on the level of violence committed by Malaysian teenagers.

Ironically, Malaysia also showed an increasing number of domestic violence in Malaysia. Based on the statistic by the Royal Police of Malaysia (PDRM), there was 15,617 cases of violence in marriage were reported from 2014 to 2016. Shockingly, according to a statistic by Ministry of Women, Family and Development, 26 percent of these victims, equal to numbers of 4,029 victims, are male (Asyraf, 2017)). Referring to Federal Police Sexual, Women and Child Investigation Division Assistant Principal Director, Assistant Commissioner Ong Chin Lan, as reported by (Zarinah, 2017), said that the highest abuses occurred between 2014 to 2017, were involving physical acts such as beating, slapping, kicking, hitting with materials as iron rods and golf stick, damaging things such as furniture and car, throwing acids to vehicles, stabbing, biting, as well as splashing acids and hot water to body. With these cases, interpersonal violence has become a critical issue and major concern to our society

In media perspective, the attention to the issue decline when journalists and editors moved on from this reporting this issue. (Sutherland, 2017) found in their study that the key factors lead to the reporting on violence issue is the availability and attitude of sources and newsroom awareness to show the reality that violence issue was a significant social problem.

The attention of this problem reduce when less media reporting on this issue. This interpersonal violence has become a concern in our society which needs to be addressed to the community. Online news is the platform that best to deliver information pertaining this issue. This is supported by (Wunsch-Vincent & Vickery, 2009) in a study stated that audience received information effectively through online news. It allows reaching an extensive coverage and consumption by people.

The engagement of online news with the audience is fast, powerful and significant to news publishers. They have no other option but to follow the trend of this social evolution and growth to support the amount of news consumption by people through this online network.Agenda setting theory by (McCombs, 1972) explained that mass media plays a significant role in connecting people through its information which become interlinkage between media, public and policy. Hence, independent online news can be used in studying about interpersonal violence issue.Below is the summary of the objectives of this research.

RO1: To study the media agenda in the interpersonal violence cases in Malaysian independent online news.

RO2: To determine the public agenda the interpersonal violence cases in Malaysian independent online news.

RO3: To analyse the policy agenda the interpersonal violence cases in Malaysian independent online news.
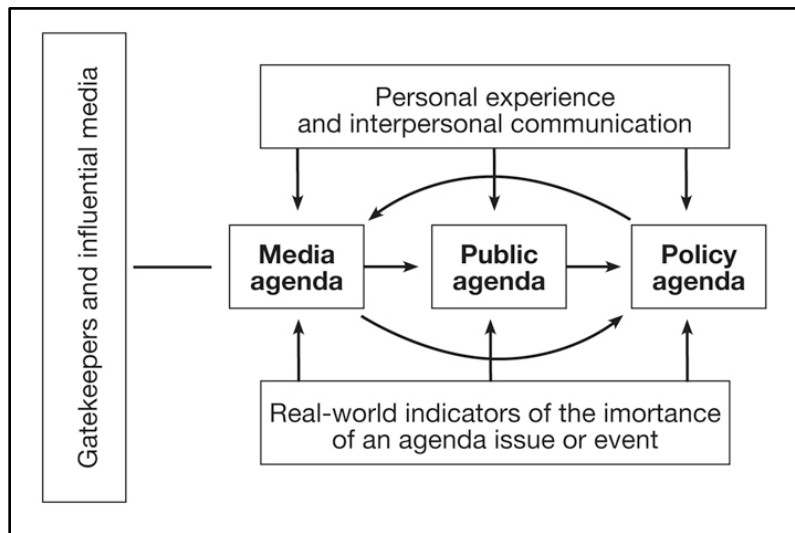
II. LITERATURE REVIEW

2.1 Agenda Setting Theory

McCombs & Shaw (1972) defined the agenda-setting theory as the idea that has a strong association with the number of issues positioned by mass media and the way these issues become significantly attributed to the mass audiences.

The agenda-setting theory was initiated by Walter Lippmann in 1922 in his book named Public Opinion which had mentioned the way mass media has shaped how people perceived the world. Maxwell McCombs and Donald Show in1972 formed the word agenda setting that described the mass media purposes. It explained on how it becomes the link between government and people. The salience of the problems as the media portrayed is the key component in disseminating the media agenda

In a study in 1988 by (Dearing, 1996), they illustrating the concept of agenda setting in a model to give a better understanding of this concept. According to their study, there is three major component of agenda-setting which include media, public and policy agenda setting. The first component which is media agenda is referring to news agenda by the media. The second component is public agenda which is described as the content or topic order that leads to the public agenda. As for the third component which is policy agenda, is described as the policy produced in response to media agenda and public agenda.

Figure 1. Dearing & Rogers's Model

2.2 The Concept of Media Agenda, Public Agenda and Policy Agenda

Media agenda-setting research discusses the matters that form the media agenda. It is a study of those issues decided by the media that will become news (Corral, 2006). (Iyengar, 1991)and (Benjamin, 2007)categorised in a study that there are two distinct frames of news story, which is thematic and episodic news frame. The major difference between victim and episodic is, thematic frame was about general viewpoint which commonly consist of

an in-depth contextual information. Meanwhile, episodic framing highlighted on issues of individual or certain events that being discussed. The other differences between thematic and episodic frame was episodic frame stress on individual, a particular events, isolated area, way to change things, approach to the audience as users and provided with enhanced information. On the other side, thematic frame emphasised on the issue, timeline event, public sphere, problem-solution, approach audience as citizens and demand for amended policies. There five types of framing can be used by media to reach public attention, which includes conflict frame, economic consequences, morality frame, responsibility frame, and human interest frame. The first frame is conflict frame which underlining conflict of individuals, groups, institutions and dissimilarities among and between them. The second frame is economic consequences frame which related to the issue reported in the perspective of financial and economic influence of community or country. The third frame is morality frame which place the issue at the angle of religious beliefs or moral perspectives. The fourth frame is responsibility frame which conveying the sense of duty for an event, issue or problem to public or government. The last types of frame is human interest frame, which emphasised on the humanity, expression or an emotional standpoint to be presented and sensationalised in the news in order to attract the attention of audience (Cozma, 2014).Family, religions, academic institutions, government, elected political, appointed officials, courts of law, and the media will be used as the source of news (Cloete, 1994). Positive, negative, neutral, both positive and negative, not clear are the tone of news (Gunda, 2016).

Shaw & McCombs (1977) asserts that the idea of agenda-setting affirms that media priorities to an issue at some point become the public priorities. It means that media highlight is eventually covered privately and publicly by the media consumers. Mitchell, Agle, & Wood (1997), defining salience as 'The degree to which managers give priority to competing stakeholder claims'. Salience is consisted of power, legitimacy and urgency. Sentiment comment measured by positive, negative and neutral (Gunda&Teratipally, 2016). To analyse the emotional textual analysis, there are 11 group symbol of connotation as stated by Ishak&Rahamad (2012) which includes, insinuations, criticisms, disputes, insults, provocations, communication, enlightenment, advice, suggestions, praise, and others.

Cloete& Meyer (1994) described policy agenda setting as "a deliberate planning process through which policy issues are identified, problems defined and prioritized, support mobilized and decision makers lobbied to take suitable action". Cloete& Meyer (1994) insisted that agenda setting is a planned process through which public policy concern issues are recognized, described, and stressed on action-plan. Some aspects of the public policy problem were influenced by the crisis proportionality, particularity, emotive, impact, the power relationship, and fashionability. Moreover, Mokhaba (2005) stated there are five critical variables of policy implementation. The five critical variables are content, context, commitment, capacity, and client and coalitions. First, content is the ability to shape policy implementation. Brynard& De Coning (2006) claimed that policy content is distributive, regulatory or redistributive in nature. Distributive public policies build public goods for the general well-being, regulatory public policies designate rules of conduct with the penalty for negligence to follow, and redistributive public policies inquire into replacement power shares of any groups. Secondly, context is referring to policy implementation take place under particular political, social, economic and legal context (Mokhaba, 2005). Brynard (2005) agrees that the actors entrusted need to consider the conceptuality is a significant factor. Thirdly, the commitment is bound to the responsibility of people for it is fulfilling to ensuring the implementation (Mokhaba, 2005). Brynard (2005) added

that the structure depends on the two parts which are at all levels the public policy crossings, and the inter-linkages between these five critical variables. All variable content, capacity, context and clients, and coalitions are influenced by the commitment. Next, capacity is the fundamental, functional and cultural competence to execute the goal of policy. Human, economic, material, technological and rational are included on the availability of and access to tangible resources. Last but not least, Mokhaba (2005) stated that the clients and coalitions build interaction between different interest groups, opinion leaders and other people in obtaining productivity, cost-effectiveness, and transparency. The collaboration, discussion, and communication are necessary to achieve the optimum result.

2.3 Interpersonal Violence

Interpersonal violence, as described by World Health Organization (2006), is the intended usage of physical force or pressure, endangered or actual, against another man, injured or a huge possibility of injury, death, psychological abuse, maldevelopment or loss. WHO has characterised five types of interpersonal violence comprises with youth violence, child maltreatment, intimate partner violence, elder abuse and sexual violence. Youth violence is violence engaged by youngsters. Child maltreatment happens when parents and caregivers acted violence and negligence towards children. Meanwhile, intimate partner violence happening in the intimate relationships. As for elder abuse, it happens when family, carers or others trusted people committed violence and neglect towards older people. Lastly, sexual violence usually related to sexual crime, sexual gestures, sexual pressure and sexual trafficking.

According to World Health Organisation (2018) violence against children under 18 years old includes all kinds of violence, whether committed by parents, other caregivers, friends, partners, or strangers. In the previous year, estimation up to 1 billion children aged 2–17 years globally have physical, sexual, or emotional violence or neglect experience. Lifetime health and well-being may be impacted by the childhood violence experience. Violence against children can be stopped based on the evidence from around the world. There are types of maltreatment including punishment involving physical, sexual and psychological or emotional disorder, and infants, children and adolescents negligence by parents, caregivers and other authority figures, which can be happened at home, schools and orphanages. Undesired aggressive behaviours such as bullying and cyber-bullying committed by child or group of children, siblings or romantic partner also considered as child maltreatment. It comprises repeated physical, psychological or social assault, with or without weaponry and may commit gang violence, happened in schools and other places where children gather and online. Other than that, child marriages and early or forced marriages, or unmarried children engaging in violence during dating which is called as dating violence are also a form of maltreatment. Sexual violence including non-consensual or tried to sexual contact and contactless sexual nature behaviour, sexual trafficking behaviour acted against someone without consent or online abuse. Children maltreatment also includes emotional or psychological disturbance involves limiting a child's actions, unfair treatment, mockery, threats and oppression, hatred, denial and other non-physical kinds of hostile manner.

Besides that, Hillis, Mercy, Amobi, & Kress (2016) previously has mentioned it exceeds 1 billion, or half the children in the world exposed to violence. The Asian, African, and Northern American regions for children aged 2 to 17 years were estimated had the highest minimum prevalence. The minimum numbers of children measured

experiencing past-year violence of the Asian population were two times greater than other regions. In the previous year, three to fourths of the children in the world had experienced violence based on sensitivity analyses and moderate physical violence analysis. Urgent action is required as it may threaten a billion children' brain development in every year. Hitting child buttocks or extremities are regarded moderate violence. However, the result recommends that spanking can be considered as violence form, opposes protection rights, can be disabling growth, and is causing behaviour problems.

The violation or neglect of a child below than 18 years old is considered as child maltreatment. All types of physical and emotional ill-treatment, sexual exploitation, negligence, other abuse or possible harm to the well-being, endurance, growth or dignity of a relationship of responsibility, guardianship or power of the child, has been included under child maltreatment. Another kind of child maltreatment sometimes included is exposure to intimate partner violence. Any action that causes physical, sexual or psychological harm by an intimate partner or former partner as intimate partner violence. Physical assault, sexual pressure, psychological harm and controlling actions are considered as intimate partner violence. Youth violence is referring to all physical and emotional types of violence that happening outside to people aged between 10 to 29 years. This serious act may begin from young and remain until adulthood. It may cause harm or death for some violent behaviour such as assault. It caused more emotional harm than physical harm for cases such as bullying, slapping or hitting. The sexual violence as any attempt or action to receive a sexual act. It is included undesired comments or action relating to sexual to an individual for sexual exploitation. Regardless of at home or workplace, and their relationship to the victim, using force against an individual are considered as sexual violence. Physical forced such as rape, forced penetration such as anus using a penis, or another body part, and an object are the example of sexual violence. Elder violence is described as the inappropriate behaviour regardless of the frequency that happens within any relationship with the existence of trust which causes harm or suffering to the elderly. There are four types of elder abuse which is, first, physical, sexual, mental, emotional, economic and material abuse. Second, abandonment. Third is negligence. Lastly, severe damage to dignity and respect (Mikton, et al., 2017).

III. METHODOLOGY / MATERIALS

The researcher used Quantitative Content Analysis to measure the portrayal of interpersonal violence news in the independent online newspapers. Krippendorf (1980) defined the content analysis as "the use of replicable and valid methods for making specific inferences from text to other states or properties of its source". This means that the data gathered offer inferences to the researcher and the research method can be replicated. Wimmer& Dominick (2014) also describe a study by Gerbner on the content analysis stating that content analysis investigated on public belief, attitudes, views and behaviour of the audience to the media, which produced inferences about media effects.

Stratified random sampling in probability sampling will be used as the sampling techniques in generating quantitative content analysis data of this research. One from malaysiakini.com and another one is freemalaysiatoday.com. Newman, Fletcher, Kalogeropoulos, Levy, & Nielsen (2017) added that Malaysiakini and Free Malaysia Today are the raising independent news platform to the public. Unit of analysis of this study was independent online news article.

Article was collected for 15 months between August 2017 and October 2018. 140 news articles were used as the sample of this study. Research instrument for quantitative content analysis consisted of coding sheets and coding instruction. 10 news article was randomly selected to test the variable in the pilot study. Later, data was extracted from the news articles by using coding sheets and coding instructions. Data collected was analysed using SPSS. The analysis was conducted using mean, standard deviation, percentage and frequency. Chi-square was used as the statistical analysis.

H1: There is significant relationship between story frame and types of frame

H2: There is significant relationship between types of frame and source of news

H3: There is significant relationship between source of news and tone of news

H4: There is significant relationship between salience level and sentiment comments

H5: There is significant relationship between sentiment comments and sentiment emotions

H6: There is significant relationship between driving force to public policy problem and policy implementation
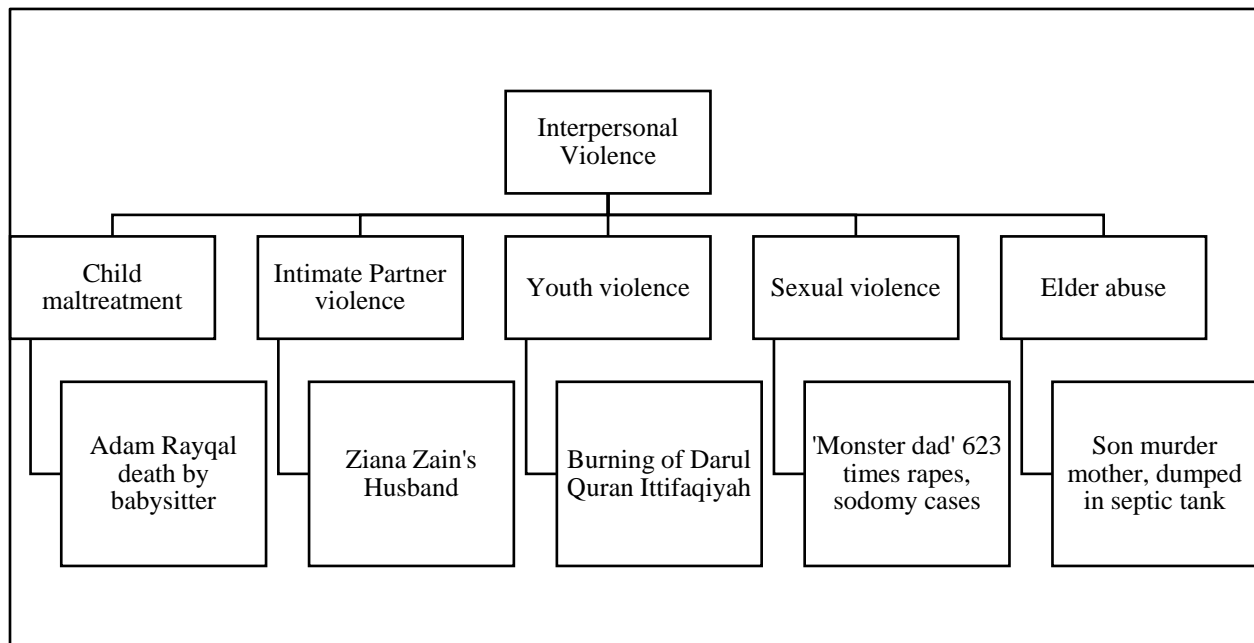
Figure 2: Interpersonal Violence Issues

IV. RESULTS AND FINDINGS

This section discussed on the results and findings of this study. Table 1 presented on the independent online newspapers characteristic. Table 2, Table 3 and Table 4 were presented the results from variables that has been tested. The result was presented in the form of frequency, percentage, mean and standard deviation of the highest ranking in each categories. As for the Table 5, it was the result of hypothesis testing using chi-square as the statistical testing.

4.1 Independent Online Newspaper Characteristics

Table 1: Independent Online Newspapers Characteristic

Online Newspaper Characteristics	Highest ranking	Frequency	Percent%	Mean	Std.Dev
Independent Online Newspaper	Malaysiakini.com	97	69.3	3.31	0.46
Main Issue	Youth Violence	81	57.9	2.73	1.05
Secondary Issue	No secondary issue	134	95.7	5.79	1.02
Main Attachment	Photo	140	100	1.0	0.00
Secondary Attachment	Video	7	5.00	4.67	0.98
News Provider	BERNAMA	68	48.6	2.22	1.00
Location	Urban	131	93.6	1.06	0.25
Purpose of News	To inform	105	75.0	2.19	0.46
Types of Story	News story writing	132	94.3	4.86	0.57
Date	August-December 2017	77	55.0	1.82	0.97
Time	12pm-3pm	45	32.1	4.22	1.23

Table 1 showed the characteristics of independent online newspapers that reported on interpersonal violence in Malaysia. The highest independent online newspapers that reported on interpersonal violence was Malaysiakini.com. It was believed due to the data was highly contributed with the number of 97 news articles on interpersonal violence were published by malaysiakini.com. Therefore, it influenced to the highest percentage of reportage compared to freemalaysiatoday.com.

The main issue of interpersonal violence cases that was highly reported in independent online newspapers in Malaysia was Youth Violence. This was due to the issue of the fire of tahfizDarul Quran Ittifaqiyah that was highly gathered the attention of people and mostly reported in relation to the youth violence in Malaysia. However, there is no secondary issue was reported along with main issue when they covering the interpersonal violence issue. Researcher discovered that reporter only focus to one issue when they covering the issue of interpersonal violence in their reportage. Most of independent online newspapers also used photo as the main attachment in their articles, while secondary attachment that were published to support the main attachment aside of photo was video.

Besides that, researcher assumed that most of the independent online newspapers in Malaysia liaised with BERNAMA as the news provider for the interpersonal violence coverage. Researcher also found that most of the location mentioned in the news article was located in urban area. This showed that most of the interpersonal violence cases happened in urban area in Malaysia. It was revealed that most of the purpose of reporting about interpersonal violence was to inform people in which, it supported Boyles(2016) saying that it allowed reporter to tell people new topic, with a lot of details, and different kind of information. Most of the news about interpersonal violence in interpersonal violence was composed in the form of news story writing. This allowed reader to receive more information as Friedlander (1982) said news story writing was written in inverted pyramid with 5W1H, which added to the seriousness than feature writing.

Researcher also found out that most of the news about interpersonal violence reported in the independent online newspapers was highly reported between Augusts to December 2017. As mentioned previously, the issue of fire at the Tahfiz Darul Quran Ittifaqiyah happened within that period of time. Therefore, the reportage on that issue was extremely high between this periods. Researcher believed the time that mostly suitable to report to audience about interpersonal violence in online newspapers was between 12pm to 3pm.

This could be due to audiences most likely to consume news higher between this time period compared to other time.

4.2 Media Agenda in Interpersonal Violence Reporting

Table 2: Media agenda in interpersonal violence reporting

Media agenda	Highest ranking	Frequency	Percent%	Mean	Std.Dev
Types of Story Frame	Thematic	117	83.6	1.16	0.37
Types of frame	Responsibility frame	57	40.7	3.26	1.44
Secondary types of frame	Conflict frame	57	40.7	2.79	1.69
Source of News	Government	35	25.0	5.41	2.01
Secondary Source of News	Public official	24	17.1	7.58	2.17
Tone of News	Negative	100	71.4	2.04	0.67

Media agenda can be seen through the types of story framing, source of news and tone of news. Thematic frame was highly used as the types of story frame in reporting about interpersonal violence in independent online newspapers in Malaysia. This was because as mentioned by Iyengar (1991), thematic frame offered general viewpoint and also an in-depth contextual information which needed by independent online newspapers to emphasis about interpersonal violence in this country. This finding also supported by Benjamin (2007) that mentioned the thematic frame allowed reporter to highlights on the the issue, timeline event, public sphere, problem-solution, approach audience as citizens and demand for amended policies.

Independent online newspapers were most likely to frame the news in the responsibility frame when they reporting on this issue. This is because it allowed authorities or public to be responsible to the raised of interpersonal violence issue in Malaysia.

This was supported by Cozma, 2014) who stated that it provide the sense of duty for an event, issue or problem to public or government through responsibility frame. Not only responsibility frame, conflict frame also was used as the secondary types of frame when they covering this issue to support the main frame types. Previous researcher said that conflict frame focused on the conflict of individuals, groups, institutions and dissimilarities among and between them Cozma, 2014) which supported this finding.

Additionally, it was found that independent online newspapers mostly used government statement as the main source of news, and also public official report as the secondary source of news in reported on the interpersonal violence in its articles.

This was due to the several ministries and people from government was involved in the issue and provided many information to the independent online newspapers. There was also many reportage from public official after government news source such as police, hospital, lawyers and others. Lastly, researched believed that negative tone of news was the most tonality applied in reporting about interpersonal violence in independent online newspapers in Malaysia. This is because negativity managed to highlight he failure of controlling the interpersonal violence issue in this country.

4.3 Public Agenda in Interpersonal Violence Reporting

Table 3: Public Agenda in Interpersonal Violence Reporting

Public Agenda	Highest ranking	Frequency	Percent%	Mean	Std.Dev
Salience Level: Power	High	83	59.3	1.61	0.81
Salience Level: Legitimacy	High	83	59.3	1.61	0.81
Salience Level: Urgency	High	83	59.3	1.61	0.81
Sentiment Comment	Negative	106	75.7	1.97	0.49
Sentiment Emotion: Satire	Ironic	47	33.6	3.88	4.82
Sentiment Emotion: Criticism	Evaluation	40	28.6	5.40	1.64
Sentiment Emotion: Dispute	Power and independence	43	30.7	4.01	1.10
Sentiment Emotion: Insults	Individual	24	17.1	5.40	2.60
Sentiment Emotion: Provocation	Aggravate	5	3.6	4.84	0.63
Sentiment Emotion: Communication	Commentary	57	40.7	2.76	1.36
Sentiment Emotion: Enlighten	On issue	90	64.3	1.94	0.99
Sentiment Emotion: Advice	Crime	54	38.6	5.51	1.66
Sentiment Emotion: Suggestion	Public order	24	17.1	4.13	1.35
Sentiment Emotion: Praise	Group	2	1.4	5.96	0.45
Sentiment Emotion: Others	URL	16	11.4	5.46	1.34

The salience level, sentiment comments and sentiment emotions able to measure the public agenda in interpersonal violence reporting. The level of salience of interpersonal violence in independent online newspapers was high in the context of power, legitimacy and urgency to the issue. This means that it has high ability to influence decision making process, high people involvement in the process of decision making, as well as extremely important to people. It supported by Mitchell, Agle, & Wood (1997) statement about salience represents the priority of it.

Researcher assumed that the high salience level also was due to high negative comments regarding this issues. When satire sentiment emotion was tested, mostly shown the ironic sentiment emotions toward the issue. This can be seen through the way victims responded to the interpersonal violence happened to them. With bitter words they used, it can be felt to the irony feeling that they went through.

Moreover, it found that criticism sentiment emotion was prone towards evaluation of the issue. Most people reacted to the interpersonal violence by evaluating the whole incident. The criticism sentiment emotion was showed through their statement which measuring the seriousness of this matter. Researcher believed that it was due to dispute in terms of power and independence of certain parties which influenced their sentiment emotion. This is because there are many parties were to blame which caused by excessive independence which can only be reduced by placing some power from authorities to control the situation.

Besides that, the sentiment emotion that was insulting was most likely directed towards certain individuals. Certain individuals were to blame as they are the cause of the unfortunate events happened to victims. These people were certainly aimed due to the anger of public to them. Although, the provocation sentiment emotion was not high as it was only due to the aggravation of the issue. It lasted until the issue started reducing.

Researcher found that commentary of the interpersonal violence issue was the way sentiment emotions was communicate as people majority wanted the enlighten on the issue. This is to ensure public knows about the issues in details and allowed consistent information delivery. Moreover, sentiment emotion by giving advice was mostly touched on the crime happened.

It explained on how people was informed about the issue and educate on the crime happened to avoid this crime to occur in the future. This was spoken by many authorized party, politicians and ministry. Public order was highly suggested when it comes to the interpersonal violence issue in Malaysia. It pushed people to take action for changes and become more careful as well as alarmed on the interpersonal violence risks. There was not many people shows their emotion by giving praises when the issue of interpersonal violence being touched. This supported the previous result that most people showed negativity toward the interpersonal violence issue in Malaysia. There was also less likely to show other sentiment emotions therefore reporter simply provided URL for audience to keep track on the issue.

4.4 Policy Agenda in Interpersonal Violence Reporting

Table 4: Policy Agenda in Interpersonal Violence Reporting

Policy Agenda	Highest ranking	Frequency	Percent%	Mean	Std.Dev
Driving force to public policy problem	Emotive aspect	34	24.3	4.08	1.74
Policy implementation	Commitment	33	23.6	3.62	1.99

Driving force to public policy problem and policy implementation managed to give illustration of policy agenda in interpersonal violence reporting. Researcher believed that emotive aspect was the most expected to be the driving force to public policy problem of the interpersonal violence. It allowed to gain and put the issue into the attention of people. This is supported the description of emotive aspect by Cloete& Meyer (1994) that stated the issues must have a driving force and be attentive. In this context, the interpersonal violence issue directing public attention to the seriousness of the issue which leading to the changes of policy. This can be seen through the several issue such as Adam Rayqal incident as well as Tahfiz fire issue that lead to the discussion of ways to overcome the issue in the future. More authorities, government, and organization started to look into this case further due to the pressure from public about this problem.

Besides than that, it was also drives to the policy implementation where it forced people to give commitment to make sure that the policy being implemented. Commitment is bound to the responsibility of people for it is fulfilling to ensuring the implementation (Mokhaba, 2005). In this case, when public official, government and authorities developed the idea to change the situation for better future, it requires everyone commitment to engage and obligate to the rule and regulation being made. This can be seen through the several action-taken which being applied to everyone for the security reason and improve the situation. Therefore, it helpful in reducing the interpersonal violence cases in Malaysia.

4.5 Chi-Square Statistical Analysis

H1: There is significant relationship between story frame and types of frame

H2: There is significant relationship between types of frame and source of news

H3: There is significant relationship between source of news and tone of news

H4: There is significant relationship between salience level and sentiment comments

H5: There is significant relationship between sentiment comments and sentiment emotions

H6: There is significant relationship between driving force to public policy problem and policy implementation

Table 5: Chi-square hypothesis testing

Hypothesis	X2 Value	Asymp. Sig (2-sided)	Relationship
H1: Story frame and types of frame	59.649	0.344	Reject H1
H2: types of frame and source of news	124.953	0.025	Accept H2
H3: source of news and tone of news	104.293	0.000	Accept H3
H4: salience level and sentiment comments	10.235	0.037	Accept H4
H5:sentiment comments and sentiment emotions	65.347	0.296	Reject H5
H6:driving force to public policy problem and policy implementation	76.984	0.000	Accept H6

The chi-square revealed that there is no significant relationship between story frame and types of frame of Interpersonal Violence in independent online news in Malaysia with X2 = 59.649 and p-value = 0.344. Hence, H1 is rejected with null hypothesis. The analysis showed that the types of story frame such as thematic frame and episodic frame do not have relationship with types of frame such as responsibility frame and conflict frame that highly ranked in the result. This is could be because the highest types of frame was not as high as the types of story frame which lead to the insignificant data.

The second hypothesis is accepted with X2 = 124.953 and p-value = 0.025. The statistical data showed that the types of frame has connection with source of news such as government and public official. This showed that the frame of news was influenced by the source of news. Hence there is significant relationship between types of frame and source of news.

For the third hypothesis, there is a significant relationship between source of news and tone of news with X2 = 104.293 and p-value = 0.000. H3 is accepted. The result from the analysis displayed that source of news has strong relationship that can influence the tone of news. The tone of news was mostly negative. Therefore, it able to affect people thoughts on the issue.

The fourth hypothesis, there is a significant relationship between salience level and sentiment comment with X2 = 10.235 and p-value = 0.0.37. H4 is also accepted. The analysis showed that the level of salience such as power, legitimacy and urgency have relationship with the sentiment comments. The level of salience is high and the sentiment comments highly negative. Therefore, it showed that the situation is relatively not good and extremely important to the society which need to be taken seriously.

However, as for the fifth hypothesis, there is no significant relationship between sentiment comments and sentiment emotions. H5 is rejected with X2 =65.347 and p-value = 0.296. The statistical data revealed that the sentiment comment do not have any relation with the sentiment emotion. This could be resulted from different emotions feel by them in which in some categories did not have much emotion.

Lastly, there is a significant relationship between driving force to public policy problem and policy implementation with X2 = 76.984 and p-value = 0.000. Therefore, H6 is accepted.The analysis presented the high relation between driving force to public policy problem such as emotive aspect and the policy implementation such as commitment. This showed that public attention to the policy making from the issue and commitment by society to the policy implementation was highly required to reduce the interpersonal violence in Malaysia.

V. CONCLUSION

As for the conclusion, Agenda Setting Theory was used in directing the portrayal of interpersonal violence in independent online newspapers in Malaysia. The three components of agenda setting which is media agenda, public agenda, and policy agenda played an important role in this study. The issue of interpersonal violence has become a serious issue which need to have an action plan to reduce the problem. Media plays an important role in disseminating information about the criticality of the issue and alert the society on this social problem. Media can be the link between the policy and public in the process of changing situation to be a better surrounding.

The portrayal of Interpersonal Violence in independent online newspapers in Malaysia is very significant to the public safety. This study can be used for the reference of future researcher, public, policy makers, media and government to the create a better place to live in.

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