

**FACTORS CONTRIBUTING TOWARDS PUBLIC LIKING IN READING
CHINESE NEWSPAPERS: A COMPARATIVE STUDY BETWEEN SIN
CHEW DAILY AND ORIENTAL DAILY NEWS**

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JUNE 2012

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CHEW DAILY AND ORIENTAL DAILY NEWS**

BY

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A dissertation submitted to the Department of Mass Communication, Faculty of
Creative Industries, Universiti Tunku Abdul Rahman, in partial fulfillment of the
requirements for the degree of Master of Communication

June 2012

ABSTRACT

FACTORS CONTRIBUTING TOWARDS PUBLIC LIKING IN READING CHINESE NEWSPAPERS: A COMPARATIVE STUDY BETWEEN SIN CHEW DAILY AND ORIENTAL DAILY NEWS

Lily Yeap

Newspaper is an important element in our daily life where people tend to rely on the newspapers to gain information and basis knowledge. In West Malaysia, there are six major Chinese newspaper publications, which are Sin Chew Daily, Nan Yang Siang Pau, China Press, Guang Ming Daily, Guang Wah Yit Poh and Oriental Daily News. Currently, Sin Chew Daily has the highest readership and circulation in Malaysia and Oriental Daily News has the lowest.

The purpose of this study is to examine the respondents' degree of liking in comparing both the highest and the lowest circulation of Chinese dailies to uncover what are the readers' favors and disfavor reason in selecting reading Sin Chew Daily and Oriental Daily News.

A total of 300 survey questionnaires were distributed to 300 respondents in Klang Valley and the result shows that there is a significant difference in terms of advertisement, brand promotion and the quality of newspapers perceived by readers in comparing the degree of liking for both of the Chinese dailies' readers. The result also revealed that advertisement has a greater impact on readers in

selecting reading the newspapers. Sin Chew Daily has to work hard to maintain or increase its readership and circulation, as for Oriental Daily News, the newspaper has to improve in its advertisement and brand promotion to increase its quality of newspaper, popularity, readership and circulation.

ACKNOWLEDGMENT

This research project is taken up about two years to complete. This study would not have been successfully without the help of many individual and organizations.

My special thanks to my supervisor, En.Satar for guiding me throughout this research study. With his patience and assistance, it smoothed my process to complete this project on time.

Giving this opportunity, I would like to thank my family as well, especially my father who has given me a lot of encouragement and support while pursuing the Master Degree.

I would also like to thank my friends who have always encouraged and help me during the process of doing this research project. Thank you for spending time in helping me to complete my study.

Last but not least, my heartfelt thanks to everyone who has provided me with support and helped in completing this dissertation. Thank you so much for sacrificing valuable time in helping me to complete this study.

THANK YOU EVERYONE.

APPROVAL SHEET

This dissertation entitled “FACTORS CONTRIBUTING TOWARDS PUBLIC LIKING IN READING CHINESE NEWSPAPERS: A COMPARATIVE STUDY BETWEEN SIN CHEW DAILY AND ORIENTAL DAILY NEWS” was prepared by LILY YEAN and submitted as partial fulfillment of the requirements for the degree of Master of Communication at UniversitiTunku Abdul Rahman.

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SUBMISSION OF DISSERTATION

It is hereby certified that LILY YEAN (ID No: 08UJM02002) has completed this dissertation entitled “FACTORS CONTRIBUTING TOWARDS PUBLIC LIKING IN READING CHINESE NEWSPAPERS: A COMPARATIVE STUDY BETWEEN SIN CHEW DAILY AND ORIENTAL DAILY NEWS” under the supervision of ABDUL SATAR BIN ABDULLAH HARUN (Supervisor) from the Department of Mass Communication, Faculty of Creative Industries.

I understand that the university will upload softcopy of my dissertation in PDF format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,

(LILY YEAN)

DECLARATION

I LILY YEAN hereby declare that the dissertation is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UTAR or other institutions.

(LILY YEAN)

Date _____

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Newspapers are important elements in human's daily life where people have access to daily news and keep in track with current affairs and information. People rely on newspapers not only to gain information and update themselves regarding the current issues but also tend to enrich their knowledge and express their views towards certain issues in the society. Therefore, public may perceive newspapers as a daily basis since newspaper act as "food for thought" in their daily life.

Newspapers seem to be a must in our daily life irrespective of who we are: Prime Minister, Ministers, administrators, teachers, businessmen, engineers, doctors, students and so forth. Newspapers play a vital role in our daily life as it functions as a "quencher" to quench our thirst for knowledge. Without newspapers, our life seems to be just like a tree without fruits or a sea without marine life.

As a source of information, newspapers' contents comprise of news on politics, economics, social, religious, entertainment, education, defense, sports,

advertisements, views and so forth. The news reported cover local news and international news from various local and international agencies and prime newspapers deal with the news in a serious way.

Newspapers supply news for those who are “hungry for real, true, and correct” news, especially the "hot news". The latest happenings are the news what the masses are going for, whether it is local or global news.

The newspapers have to play their role to present constructive ideas for the readers in order to help the government to produce human capital with first class and world class thinking. It is not merely to produce or present news or articles for the sake of reporting or presenting the news but it has its social responsibility to fulfill the needs of the readers from all walks of life who need knowledge for self-enrichment to meet the demands of the departments or executing the duties that have to be performed.

On top of that, newspapers are the platform to express views on dissatisfaction, grouses or appreciation. As for students, the newspapers may be their "latest textbooks" to acquire the information that they need in order to possess world class thinking.

The reported news is globalized contemporary news which will benefit its readers. The readers are able to update themselves with the latest development in

all parts of the world in almost every aspect, such as economics, politics and social issues.

The history of newspapers is an often-dramatic chapter of the human experience going back some five centuries (Barber, 2008). Barber (2008) stated that in Renaissance Europe handwritten newsletters circulated privately among merchants, passing along information about everything from wars and economic conditions to social customs and "human interest" features. The first printed forerunners of the newspaper appeared in Germany in the late 1400's in the form of news pamphlets or broadsides, often highly sensationalized in content (Barber, 2008).

Going back to the history, the first newspaper published in Malaysia was the English-language Government Gazette which was later christened as the *Prince of Wales Island Gazette (PWIG)* (Annuar, 2007). According to Annuar (2007), The *PWIG* began its publication on March 1, 1806 on the island of Penang and then in a residency called Prince of Wales Island under the control of the British East India Company. Owned by an Indian entrepreneur, A.B. Bone, the *PWIG* was a commercial newspaper aimed not at the locals but at the colonialists and expatriates.

Today, Malaysia has more than one language newspapers compared to the early 19th century where the country currently has newspapers in English, Malay, Chinese and Indian versions due to the multi-racial society.

According to Audit Bureau of Circulation (2010), the circulation figures of newspapers in West Malaysia Publications for the period ending 31 December 2009, Bahasa Malaysia daily had the highest readership, where 405,506 readers read *Metro Ahad*; second went to Chinese daily, where 402,800 readers read *Sin Chew Daily* (including night version newspaper); and third were English daily, where 295, 815 readers read *Sunday Star*.

For Chinese dailies, in West Malaysia, *Sin Chew Daily* has 124, 744 readers (including night version newspaper), which was the highest readership among the Chinese dailies; as for *Oriental Daily News*, the company has the lowest circulation among the Chinese Dailies, where 76, 472 readers read *Oriental Daily News* (Audit Bureau of Circulation, 2010).

There are six Chinese newspapers subsist in peninsular Malaysia, namely *Sin Chew Daily*, *Guang Ming Daily*, *Nan Yang Siang Pau*, *China Press*, *Kwong Wah Yit Poh* and *Oriental Daily News* (JianDe, 2008).

Sin Chew Daily and *Guang Ming Daily* are owned by Tan Sri Datuk Tiong Hiew King, under the name of “Pemandangan Sinar Sdn. Bhd”; *Nan Yang Siang*

Pau and *China Press* are owned by the Malaysian Chinese Association (MCA), under the name of Huaren Holdings; *Kwong Wah Yit Poh*, is owned by Kwong Wah Yit Poh Press Berhad, where the company is based in Penang; and *Oriental Daily News*, which is owned by KTS Group, a Sarawak timber company founded by late Dato' Seri Lau Hui Kang (JianDe, 2008).

1.2 The Problem and its Context

Through the analysis from Audit Bureau of Circulation regarding the newspaper circulation figures for the year 2009, as afore mentioned, it is obviously shown that there is a big gap of readership between *Sin Chew Daily* and *Oriental Daily News* where one has the highest readership in Malaysia and the other has the lowest, respectively.

Readers' choice is very important because they play the role as the root in determining the sales and circulation of the news organizations. The motivating factors for readers in determining which newspapers to choose can include the style of reporting, content of news, quality, popularity, background of the company and so forth.

To uncover the reasons, this study will examine the factors that contribute towards public liking in reading Chinese newspapers, which is a comparative analysis between *Sin Chew Daily* and *Oriental Daily News*.

1.3 Research Objectives

The goal of this study is aimed to understand how both of these Chinese dailies survive among the other Chinese newspapers in Malaysia.

The objectives of this study are as follows:

1. To examine whether there is a significant difference in degree of liking perceived by readers over published content in comparison between *Sin Chew Daily* and *Oriental Daily News*.
2. To examine whether there is a significant difference in degree of liking perceived by readers over the design of layout in comparison between *Sin Chew Daily* and *Oriental Daily News*.
3. To examine whether there is a significant difference in degree of liking perceived by readers over picture in comparison between *Sin Chew Daily* and *Oriental Daily News*.
4. To examine whether there is a significant difference in degree of liking perceived by readers over advertisement in comparison between *Sin Chew Daily* and *Oriental Daily News*.
5. To examine whether there is a significant difference in degree of liking perceived by readers over brand promotion in comparison between *Sin Chew Daily* and *Oriental Daily News*.

6. To examine whether there is a significant difference in degree of liking perceived by readers over the five independent variables (content, design of layout, picture, advertisement and brand promotion) in comparison between *Sin Chew Daily* and *Oriental Daily News*.
7. To examine whether there is a significant difference in degree of liking perceived by readers over the quality of newspaper in comparison between *Sin Chew Daily* and *Oriental Daily News*.
8. To examine whether the five independent variables (content, design of layout, picture, advertisement and brand promotion) will significantly contribute towards public liking in reading Chinese newspapers in comparison between *Sin Chew Daily* and *Oriental Daily News*.

1.4 Research Questions

From the research objectives, the research questions of this study are as follow:

1. Are there any significant difference in degree of liking perceived by readers over published content in comparison between *Sin Chew Daily* and *Oriental Daily News*?
2. Are there any significant difference in degree of liking perceived by readers over the design of layout in comparison between *Sin Chew Daily* and *Oriental Daily News*?
3. Are there any significant difference in degree of liking perceived by

readers over picture in comparison between *Sin Chew Daily* and *Oriental Daily News*?

4. Are there any significant difference in degree of liking perceived by readers over advertisement in comparison between *Sin Chew Daily* and *Oriental Daily News*?
5. Are there any significant difference in degree of liking perceived by readers over brand promotion in comparison between *Sin Chew Daily* and *Oriental Daily News*?
6. Are there any significant difference in degree of liking perceived by readers over the five independent variables (content, design of layout, picture, advertisement and brand promotion) in comparison between *Sin Chew Daily* and *Oriental Daily News*?
7. Are there any significant difference in degree of liking perceived by readers over the quality of newspaper in comparison between *Sin Chew Daily* and *Oriental Daily News*?
8. Will the five independent variables (content, design of layout, picture, advertisement and brand promotion) significantly contribute towards public liking in reading Chinese newspapers in comparison between *Sin Chew Daily* and *Oriental Daily News*?

1.5 Research Hypotheses

From the research objectives, the hypotheses of this study are as follow:

- H1. There will be a significant difference in degree of liking perceived by readers over published content in comparison between *Sin Chew Daily* and *Oriental Daily News*.
- H2. There will be a significant difference in degree of liking perceived by readers over the design of layout in comparison between *Sin Chew Daily* and *Oriental Daily News*.
- H3. There will be a significant difference in degree of liking perceived by readers over picture in comparison between *Sin Chew Daily* and *Oriental Daily News*.
- H4. There will be a significant difference in degree of liking perceived by readers over advertisement in comparison between *Sin Chew Daily* and *Oriental Daily News*.
- H5. There will be a significant difference in degree of liking perceived by readers over brand promotion in comparison between *Sin Chew Daily* and *Oriental Daily News*.
- H6. There will be a significant difference in degree of liking perceived by readers over the five independent variables in comparison between *Sin Chew Daily* and *Oriental Daily News*.
- H7. There will be a significant difference in degree of liking perceived by readers over the quality of newspaper in comparison between *Sin Chew Daily* and *Oriental Daily News*.

H8. The five independent variables will significantly contribute towards public liking in reading Chinese newspapers in comparison between *Sin Chew Daily* and *Oriental Daily News*.

1.6 Significance of Study

The findings of the study will provide constructive information to the researcher by understanding the root factors that contribute to the differences between *Sin Chew Daily* and *Oriental Daily News* in terms of readership.

The findings will also help the researcher to understand more on public liking, in terms of how, why and what will make people choose or select something to read and at the same time, the results will also explain the reasons why and what will cause public rejection or refusal, or not accepting something to read.

Other than that, it is also hoped that this study can provide helpful information to *Oriental Daily News's* organization so that the organization can identify what are the problems that affect its readership and what should the organization do to improve its readership, sales and popularity.

1.7 Scope of Study

The researcher chooses to study two out of six of the Chinese newspapers - *Sin Chew Daily*, the highest readership among all the Chinese newspapers and *Oriental Daily News*, which has the lowest readership among all the Chinese dailies as mentioned before.

The researcher will study what are the differences between these two Chinese dailies in terms of the content, the design of layout, picture, advertisement and brand promotion, also how these newspapers present their news, writing style, its quality and so forth, which has caused a big gap in terms of readership, popularity and circulation.

Other than that, the researcher will also study what are the main reasons that will affect the public liking and their favorable and unfavorable reason in reading both of these Chinese dailies.

1.8 Conceptual Framework

1.8.1 Active Audience Theory

Baran and Davis (2003) explicate that active audience theory focuses on assessing what people do with media. In a simple way, people put specific media and specific media content to specific use in the hope of having some specific need or set of needs gratified.

Levy and Windahl, 1985 (as cited in West and Turner, 2003) stated the term “audience activity” postulates a voluntaristic and selective orientation by audiences toward the communication process.

Levy and Windahl, 1985, (as cited in West and Turner, 2003) added in brief, it suggests that media use is motivated by needs and goals that are defined by audience members themselves and that active participation in the communication process may facilitate, limit, or otherwise influence the gratifications and effects associated with exposure.

Blumler, 1979 (as cited in West and Turner, 2003) offers several suggestions as to the kinds of audience activity in which media consumers could engage and this include utility, where the media have uses for people and people can put media to those uses; intentionality, occurs when people’s prior

motivations determine their consumption of media content; selectivity, where audience member's use of media may reflect their existing interests and preferences; imperviousness to influence, it is suggests that audience members construct their own meaning from content and that meaning influences what they think and do.

West and Turner (2010) added audiences often actively avoid certain types of media influence. "For example, some people buy products on their basis of quality and value rather than in response to advertising campaigns." (West & Turner, 2010, p. 400)

This theory shows that audience no longer passive and they will actively look for what they want from the media. Readers no longer just accept or read solely from one media but tend to choose the media which can satisfy their need in terms of information. By using this theory in this study, the researcher not only can find out what are the factors that contribute towards public liking in selecting both of these Chinese dailies, on the other hand, the researcher can also discover what are dominant and unfavorable factors that will affect public liking in selecting both *Sin Chew Daily* and *Oriental Daily News*.

1.9 Theoretical Framework

1.9.1 Uses and Gratifications

According to Baran and Davis (2003), uses and gratifications approach to media study focuses on the uses to which people put media and the gratifications they seek from that use. Katz *et al.*, 1974 (as cited in Baran and Davis, 2003) describe five elements, or basic assumptions of the uses and gratifications model: (1) the audience is active and its media use is goal oriented; (2) the initiative in linking his or her need gratification to a specific media choice rests with the audience member; (3) the media compete with other sources for need satisfaction; (4) people are self-aware enough of their own media use; (5) value judgments of the audience's linking its needs to specific media or content should be suspended.

Blumler, 1979 (as cited in Baran and Davis, 2003) claimed that one problem in the development of a strong uses and gratifications tradition is the “extraordinary range of meanings” given to the concept of “activity”.

Blumler, 1979 (as cited in Baran and Davis, 2003) identified several meanings for the term, including utility, which means the media have uses for people and people can put media to those uses; intentionality, which means the consumption of media content can be directed by people's prior motivations; selectivity, means people's use of media might reflect their existing interests and

preferences and imperviousness to influence, which means the audience members are obstinate, they might not want to be controlled by anyone or anything, even mass media. Audience members actively avoid certain types of media influence.

McQuail (2003) stated in the uses and gratifications approach, the idea that media use depends on the perceived satisfactions, needs, wishes or motives of the prospective audience member is almost as old as media research itself.

According to McQuail (2003), audiences are often formed on the basis of similarities of individual need, interest and taste and many of these appear to have a social or psychological origin. Typical of such “needs” are those for information, relaxation, companionship, diversion or “escape”. McQuail (2003) added audiences for particular media and kinds of media content can often be typified according to such broad motivational types.

“People are active in choosing and using particular media to satisfy specific need and the media having a limited effect because users are able to exercise choice and control.” (West and Turner, 2010, p. 397)

According to West and Turner (2010), people are self-aware, able to understand and articulate the reasons they use the media and see media as one way to gratify the needs they have or demand.

This theory indicated that audiences and public are actually know what they want and expect from the news agency. Readers will choose the newspaper which can provide and fulfill their expectation of getting what they want such as content of the news publish by the newspaper. By applying this theory in this study, the researcher can seek out the factors that contribute towards public liking in selecting and reading both *Sin Chew Daily* and *Oriental Daily News*.

1.10 Definition of Terms

1.10.1 Conceptual Definition

Liking

According to Walliman (2005), liking is a positive feeling for another.

Whately (2008) says that when we like an object, we may like its presence but may not necessary care about it or have an affection on it. Thus, people are liked for certain qualities or traits which are very different from qualities or traits which make them loved.

Whately (2008) added that people may “like” certain pursuits (activities), habits and even non-living objects as well.

Oxford English Dictionary (1999) define liking is a fondness. It is to one's liking suiting one's taste.

According to Longman Online Dictionary (2010), liking is when you like someone or something.

Kuik Cheng Kang (2010), Executive Editor-in-chief from *Sin Chew Daily* define liking is depends on personal taste and demand. Newspapers plays the role of reporting and people are tend to seek for the truth. Whether reader like or dislike reading the newspapers, it is depends on whether the content of the newspapers can fulfill their need and agreed on what the newspapers had contributed to the society.

Chye Wei Seng (2010), Head of Graphics from *Oriental Daily News* define liking in terms of newspapers is depends on whether the newspapers can create "visual effect" to attract readers to read it, of course, it also depends on the content. However, liking is more on personal savor for people to choose whether like or dislike an object or thing.

1.10.2 Operational Definition

Liking

The researcher defines liking as humans' preference to choose something they like or optimistic thinking or attitude towards something or a feeling of attraction, pleasure and enjoyment towards others.

In this study, the researcher tend to discover the factors that contribute towards public liking in selecting Chinese dailies comparing *Sin Chew Daily* and *Oriental Daily News* where one is the highest circulation and the other is the lowest among all the Chinese dailies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Cooper (1988) defines that a literature review uses as its database reports of primary or original scholarship and does not report new primary scholarship itself. The primary reports used in the literature may be verbal but in the vast majority of cases reports are written documents. The types of scholarship may be empirical, theoretical, critical/analytic or methodological in nature. Second a literature review seeks to describe summaries, evaluate, clarify and/or integrate the content of primary reports.

In this chapter, the research will illustrate the factors which affect media in publishing their news in news reporting by looking at the way how the news agencies publish their news; it will also affect the public liking in choosing reading the newspapers.

2.2 Literature Review

According to Smith (2008), while it may seem like everyone in this society has ready access to the Internet, there are still many who either do not or

choose not to. Furthermore, the Internet is something people cannot always carry along with them. While wireless has given Internet access to a greater range of places, it still cannot possibly compete with the versatility of a newspaper. People still like to have something they can hold in their hands and more importantly, something they can carry with them.

Smith (2008) added, for instance, when readers see that banner over a website and they have interest and they think they would like to try that out, they will concern about many aspects such as whether they have the time to learn more about it or whether they are willing to spend extra money to print it out and it is very hassle to write everything down. A colorfully printed advertisement in a newspaper can be torn out, placed in their pocket and can be carried along with them. In this aspect, Internet does not provide such convenient to the readers.

Beyond the convenience, newspapers are still a staple in the society, as are newspaper advertisements. Many people use these kinds of advertisements to see when the next sale is coming out, perhaps only looking through the newspaper to find this information. People know it is there and unlike the Internet which is a massive network of various websites, a newspaper is straightforward and easy to find medium. A person does not need to do lengthy search to learn what they want (Smith, 2008).

Stepp (2004) states readers are more likely to read newspaper because the newspaper is providing excellent customers' service; improving editorial and advertising content; building recognition and loyalty through stronger brand promotion; and reforming management and culture.

Stepp (2004) added better content, especially community news can bring in readers and the service can greatly affects readership because people are not likely to subscribe if the paper does not arrive or shows up late or wet. Of course, newspapers need to improve how they run and become more open to change.

However, contemporary touches such as more attractive design, extensive use of color and informational graphics matter less than heavy promotion. Advertising and service sometimes outrank editorial content in luring readers. Readers want shorter stories in some cases, such as about the weather but longer ones in others, for instance, about science and technology; fewer stories on some topics such as crime but more on others such as community activities, lifestyles, global relations and how we are governed (Stepp, 2004).

Brandt, the editor of the Journal Times in Racine, Wisconsin believes fervently in applying the readership research. He agrees there is a danger of going soft in news. However, he adds, there are lots to recommend the watchdog role and public-service journalism in the Readership Institute's findings (Stepp, 2004).

According to Brandt, (as cited in Stepp, 2004), for example, research showing that civic involvement is a brand factor related to increased readership. Readers say they want a paper that looks out for their interests. The reports also relate higher readership to the belief that a paper is a leader in the community that make they think and one that keeps readers informed about the world and the nation (Stepp, 2004).

McIntyre (2001) states there are two key responses emerge from the latest research on what is the most important reason why people read or subscribe to a newspaper. First, people enjoy the medium's portability because they can take it wherever they go, and second, they say the medium contains information they cannot get from another source-information and McIntyre presume they must deem essential because they often devote precious time to retrieving it.

McIntyre (2001) added those who expressed a preference for the portability factor tended to be younger, less well educated and less affluent. As for older users, they looked in newspapers for community, regional, general and business news for obituaries. Those with very high Web access frequency (10 or more times per day) tend to prefer the Web as their source for all information. The fact that these respondents cite the exclusiveness of newspaper information means that respondents are turning to newspapers because they cannot get some types of information or content from the Web. Fewer readers like to read newspaper due to the newspaper writing and reporting style.

According to Lent (1982), in Asia, newspapers cost five or six times more, relative to the people's incomes, than they do in Western nations. Asian newspapers are expensive because 85 per cent of what it takes to produce a newspaper must be imported from countries whose cost of living is five times higher than that of Asia. Thus, the Asian newspaper industry is caught in a vicious cycle: circulations are low because newspapers are priced too high; newspapers are priced too high because they do not have adequate circulations and advertising to meet production costs escalated because of the need to import raw materials.

Lent (1982) states one of the problems that has been related to limited circulation growth is that of low literacy, especially in rural areas and most of Asia has low literacy rates. Lent (1982) adds people of high literacy and having purchasing power do not necessary will read newspapers. Motivation to read is dependent upon relevant contents and in Asia; many parts of the Third World, newspapers often lack this ingredient. Many newspapers use unattractive, bombastic writing while the majority orients their news to urban elites, rather than rural peoples.

Vittachi, 1976 (as cited in Lent, 1982) says that too many newspaper editors are writing for their proprietors' generation of readers and not for the news readership looming up before them. Their format and ideas of display are not sufficiently bright to attract and hold the new literate. Their writing is dull, heavy and unintelligible.

Vittachi, 1976 (as cited in Lent, 1982) added government's philosophy of what the government says is news is news have, in some instances, affected the public's credibility and willingness to purchase newspapers.

Morley, 1978 (as cited in Moores, 2000) explored the degree to which actual social subjects accepted or rejected the program's preferred reading of events and issues and the extent to which they were "hailed" by identifications on offer.

Moores (2000) clarifies that reactions to the program's presentational style and mode of address have more to do with patterns of taste and cultural disposition than with degrees of distance from a preferred meaning.

Audience ethnographies, for Morley, 1981 (as cited in Moores, 2000), had to start plotting the purchase of media genres on various categories of readers. This was to inquire who likes what to supplement his previous cultural diagram of decoding so as to show and organized what the public like. The diversity of tastes and competences is an organized one that it is social patterned.

Morley, 1980 (as cited in Moores, 2000) realized that the issues of taste and distinction were taken up in relation to an additional shift in the research agenda, which is a new concern with how the media are consumed in the natural settings of daily social life.

As for Hall, 1973 (as cited in Moores, 2000) active consumption depends on media sounds and images. Hall (1973) recognizes that media language is not a straight forward tool for transmitting ideas, or a transparent window on the social world but necessarily refractive sign system. For instance, in TV news and current affairs, events and issues have to be made to mean.

Lipschultz, 1987 (as cited in Wanta *et al.*, 1995) found out that newspaper's utility, readability and credibility will affect readers in reading a newspaper.

Poindexter, 1979 (as cited in Wanta *et al.*, 1995) found that some readers avoid to read the newspaper because of the newspaper content, poor eyesight and bias.

Wanta *et al.* (1995) findings shows that there are readers that looking for items other than news in the newspaper, which are the non-news items such as syndicated features or advice columns that might help to increase the perceived utility of the newspaper.

Holmqvist and Wartenberg (2005) stated the design of the newspaper, such as colors and fact boxes, is one of a factor for newspaper reading behavior. Both of these researcher emphasizes the importance of eye-tracking such as does the colors can magnetize reader's attention in reading the newspaper.

Holmqvist and Wartenberg (2005) added for instance, positioning an object at the top of a spread, could lead to readers seeing it earlier; the drop quotes (short pieces of a text that are inserted in between columns and given a bold format) are introduced into texts for the very reason to attract attention during scanning and fact boxes (short background texts that complement a longer text on a specific topic) may be used for another purpose.

Lundqvist and Holmqvist, 2001(as cited in Holmqvist and Wartenberg, 2005), finding shows that larger advertisement are more likely to be seen and looked at for a longer time. Larger object – advertisements, pictures and texts may be more attractive because of their size. But merely by virtue of their size, the probability of the eye looking there is higher. Both of them added pictures often in combination with headlines offer a good insight into the contents of the text.

Widman and Polansky, 1990 (as cited in Holmqvist and Wartenberg, 2005) affirm that newspaper advertisement also one of the factor which attract readers in reading newspaper. The bigger the advertisement, the more likely that it is seen and the more likely to remembered.

According to Garcia and Stark, 1991 (as cited in Holmqvist and Wartenberg, 2005), pictures and graphics were identified as the main entry points, followed by front-page promotion boxes. Readers usually enter the page through the dominant photo and then move to a prominent headline or another dominant

photo. Readers devote more time to photo groupings when they are in color. Size will also increase the attraction to a photo.

In reading newspapers, Hansen, 1994 (as cited in Holmqvist and Wartenberg, 2005) found that pictures are seen first, then icons and graphics, followed by headlines of different sizes and text, with form items being observed last.

Hansen, 1994 (as cited in Holmqvist and Wartenberg, 2005) also investigated readers' priorities with respect to the length of articles, their placement and genre. The finding shows the longer the article, the smaller the proportion of it will be read.

Hansen, 1994 (as cited in Holmqvist and Wartenberg, 2005) stresses the importance of designing the newspaper layout so that it helps the reader to prioritize among all the information on the spread. Hansen, 1994 (as cited in Holmqvist and Wartenberg, 2005) added stories on the left-hand side of the spread were seen significantly earlier than stories on the right hand side.

According to Hansen, 1994 (as cited in Holmqvist and Wartenberg, 2005), this is because the first look at the right-page is a consequence of page-turning. When the readers are turning the pages, the reader monitors the hand holding and turning the page. As the turned page moves to the left, the next right page appears

first to the eyes. When the turned page descends on the left, the eyes move over to that side. The reader then continues over the entire spread. When regarding the opened spread, the average reading direction is from the upper left corner to the lower right corner. This means, objects in the upper left are seen earlier than objects in the lower right. In short, the arrangement of articles is very important in attracting readers in reading the newspaper.

Josephsson, 1996 (as cited in Holmqvist and Wartenberg, 2005) research shows that position of the photo on the page is more important than the color or grayscale factor. The subjects in the research looked at the top of pages earlier than at the bottom, and the earliest position was the upper left, regardless of color.

Holmqvist, 2003 (as cited in Holmqvist and Wartenberg, 2005) clarify that readers significantly spent more time on broadsheet than on tabloid since broadsheet spreads are twice as large, and have more text. In other words, broadsheet spreads receive more attention in virtue of their size, but tabloid spreads get more attention per unit of paper surface. Tabloids in this sense make more efficient use of paper than broadsheet.

Holmqvist and Wartenberg (2005) explain data indicate that objects with an axis are seen significantly earlier than objects with no axis. Also, objects with an axis are observed for a longer time than objects without an axis. Both of these researchers added there is no difference between horizontally and vertically

directed texts. Their findings result indicates quite clearly that readers have no problem with texts arranged with a clear axis.

According to Tronbacke (1996), it is important that newspapers provide easy-to-read text so that those who are illiterate can access to information and literature as well. Tronbacke (1996) defines easy-to-read as easy to understand, where not only because difficult words are avoided, but also because the presentation as such is made specific and easy to follow.

Text has to be writing concretely where abstractions and transferred concepts have to be avoided; the text have to be logical where the action should follow a common thread with logical continuity; action should be direct and simple which is without long introductions and without too many characters involved; avoid symbolical language (metaphors) that may be misunderstood by the reader; be concise which is do not place several actions in a single sentence; avoid difficult words but attempt to use a language that is adult and dignified. If unusual words have to be used, it should be explained by context clues (Tronbacke, 1996).

Tronbacke (1996) explained that pictures play the important role as well because a picture can say more than a thousand words. A picture which concretely portrays that which is described in the text improves understanding and clarifies the message of the text. A good picture can strengthen the readers' feeling.

However, the picture must agree with the text. A picture which leads in the wrong direction or does not communicate the same feeling as the text can instead confuse, making reading even harder for people with serious reading difficulties.

Tronbacke (1996) added layout is almost as important as content where layout has to be clear and comfortable. Wide margins and generous spacing make a text more accessible. Text should be in blocks with a limited number of lines per page and the words of the same phrase has to be place on the same line so that it is more comfortable for readers in reading the text.

According to Maney (1997), the press must be good in the minds of the audience's overall image. This image is the audience for the systematic review of the news media, including the quality, reliability of information dissemination, social responsibility and public attitudes, and so on. Therefore, the news media to expand awareness and improve the reputation of a shortcut is to take the initiative to plan, organize beneficial to society, social activities beneficial to the people and make it a news event widespread concern which can be widely disseminated.

Maney (1997) added that the press must be for the audience to provide convenient and diversified services such as take the audience prize quiz, the core of its service is friendly, convenient, efficient, in a sense, the role of feeling of accomplishment. The way the news media changed over the past superior attitude, causing close to the audience, reliable feeling of equality, which won the

audience's psychological identification of the media, to narrow the distance between the audience and the media. In short, media planning for these activities provide a real service to the audience, but also won the audience's trust and establish its own brand image.

Zixue (2005) stated Central News Agency from Taiwan is mainland focuses on domestic politics and natural disasters, where Xinhua News Agency from mainland China are mainly emphasizes on finance and economy, as well as domestic politics which clearly shown the domestic news are concerned.

According to Ni (2012), in China, by the end of 1994, one-fourth of all newspapers in the country had weekend editions because weekend editions sell well as they are usually more interesting than their daily editions, with more critical and analytical pieces on pressing social issues, as well as various entertainment components.

Ni (2012) added, to increase the readership and seeking a share of the human-interest market, Chinese newspapers are divided into several distinct categories such as party newspapers, trade or professional newspapers, business publications, service papers and army papers.

Hays (2008) explained Xinmin Evening from China has found success with a wide variety of short articles of social interest which report on scandals and controversies that local newspapers are too afraid to report on.

In Singapore, according to Prabha Unnithan (2012), the modern and efficient in its setup, which is operations and layout play the important role in attracting readers to read the newspaper.

Alex (1998) stated Hong Kong people are sensitive to social topics and usually concern about incidents involving public interests. Hong Kong people like to talk to others and share their opinions and are not willing to lag behind others about the consequences of the event and that is why they usually need to get the first-hand information through the media, including newspapers (Alex, 1998).

For instance, mistakes made by a hospital, fault medical treatments and outbreak of certain diseases can all arouse public interest since they can influenced all of the people in Hong Kong. In short, the incidents concerning public interests can easily become social topics (Alex, 1998).

Alex (1998) added people are often curious about others' privacy, especially those of famous people, pop stars, film stars and once the mass media discloses an incident, say, dating of a pop star with someone or family dispute of a famous person, people would like to know what happens and talk with others.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter explains the major methodology that applied and used to generate the result. It includes the sampling design, questionnaire design, measurement scale and data analysis method.

This study applies quantitative research method, which comprises of survey questionnaire to acquire the factors that contribute towards public liking in reading *Sin Chew Daily* and *Oriental Daily News*. Other than that, the researcher also did content analysis to show the differences in terms of content of the newspaper for both of these Chinese dailies (Refer to Appendix C and D).

According to Groves (2004), a "survey" is a systematic method for gathering information from entities for the purposes of constructing quantitative descriptors of the attributes of the larger population of which the entities are members.

Groves (2004) states that almost every country in the world uses surveys to estimate their rate of unemployment, basic prevalence of immunization against

disease, opinions about the central government, intentions to vote in an upcoming election and people's satisfaction with services and products that they buy. Surveys grew to be popular tools because of the evolution of methods to collect systematic data cheaply and quickly.

Sapsford (2007) defines a survey to describe a population and it counts and describes what is happening out there.

Louis and Richard (2005) noted that surveys have become a widely used and acknowledged research tool in most of the developed countries of the world since surveys have broad appeal, particularly in democratic cultures because they are perceived as a reflection of the attitudes, preferences and opinions of the very people from whom the society's policymakers derive their mandate.

Survey is one of the most commonly used methods in the social sciences to understand the way societies work and to test theories of behavior and in a very real way, a survey is a crucial building block in a modern information-based society (Groves, 2004).

According to Converse, 1987 (as cited in Groves, 2004), there are four perspectives on surveys that are worth describing: the purposes to which surveys are put, the development of question design, the development of sampling methods and the development of data collection methods.

3.2 Sampling Design

3.2.1 Population of Study

Groves (2004) defined population as the set of units to be studied.

Sapsford (2007) stated the word “population”, in statistical terminology and when used in survey research, means the entire set of objects about which we wish to speak. In ordinary language, populations are usually made up of individual people.

The target respondents for this research will be the Chinese readers who read *Sin Chew Daily* and *Oriental Daily News* from Klang Valley.

3.2.2 Sample and Sampling Frame

According to Groves (2004), a sample is selected from a sampling frame. This sample is the group from which measurements will be sought. In many cases, the sample will be only a very small fraction of the sampling frame.

Sapsford (2007) defined a sample is a subset of the population; where usually with the implication that the subset resembles the population closely on key characteristics (is representative of the population). If the sample is

representative of the population, then what is true of the sample will also be true of the population (within a calculable margin of error).

Sapsford (2007) added sampling is about getting a group to survey, which is enough like the population under investigation that valid generalizations can be made about the population on the basis of the sample.

There are 1, 869, 2000 Chinese in Klang Valley, 124, 744 of them are *Sin Chew Daily*'s readers and 76, 472 of them are *Oriental Daily News*' readers (Department Of Statistics Malaysia, 2010). In this study, 150 Chinese readers who read *Sin Chew Daily* is chosen from 124, 744 (including night papers) readers, and 150 Chinese readers who read *Oriental Daily News* is chosen from 76, 472 readers from the sampling frame gained from Audit Bureau of Circulation (2010). The total number of respondents is therefore 300.

3.2.3 Sampling Method

The researcher uses non-probability sampling method in the form of purposive sampling where the researcher will choose the readers who read *Sin Chew Daily* and *Oriental Daily News* to answer the survey questionnaire.

Non-probability methods can also yield acceptable approximations to random sample, in the case of the more elaborate forms of cluster sampling, for

example. Many other sampling forms exist which share far less with random sampling even than cluster methods, however, and yet they are in common use as research tools (Sapsford, 2007).

According to Trochim (2006), there are two types of non-probability sampling method, which is convenience sampling method and purposive sampling method. Convenience sampling method means the researcher can distribute the survey questionnaire to anybody, as for purposive sampling method, the researcher can only distribute the survey questionnaire to the selected group of people.

Trochim (2006) states in purposive sampling, the researcher does the sampling with a *purpose* in mind and usually would have one or more specific predefined groups. Trochim (2006) adds purposive sampling can be very useful for situations where the researcher needs to reach a targeted sample quickly and where sampling for proportionality is not the primary concern. With a purposive sample, the researcher is likely to get the opinions of his or her target population but they are also likely to overweight subgroups in their population that are more readily accessible.

According to Susan *et al.* (2010), non-probability sampling are more flexible, less costly, less time consuming and judgmentally representative sample may be preferred when small numbers of elements are to be chosen, however, it

might lead to greater risk of bias and may not be possible to generalize to program target population, at the same time, subjectivity can make it difficult to measure changes in indicators over time and no way to assess precision or reliability of data.

The researcher chooses to apply the non-probability sampling method because in conducting the research, the researcher cannot obtain the entire list of all members of the research population. In this study, to obtain a full list in the form of sampling frame of *Sin Chew Daily* and *Oriental Daily News* readers is impossible. Hence, the researcher chooses the option of conducting a non-probability sampling, which is purposive sampling method instead of probability sampling method.

However, the researcher can apply convenience sampling to gain more comprehensive sampling that reflects a more accurate range of data if the purposive sampling method is to be rejected.

3.2.4 Research Method

The researcher will use primary data, which is through survey questionnaire to collect the require data. The researcher chooses to distribute the survey questionnaires to the target respondents in certain dynamic locations such as places like café where people are more comfortable in filling the survey form.

The researcher makes sure the target respondents are the readers for either one of these Chinese dailies before giving out the survey questionnaires.

3.3 Research Instrument

3.3.1 Research Design

According to Sapsford (2007), a researcher must ask questions of every survey to test and involve the validity of measurement, which means the extent to which the data constitute accurate measurements of what is supposed to be being measured; population validity, which means the extent to which the sample gives an accurate representation of the population which it is supposed to represent; and validity of design, which means the extent to which the comparisons being made are appropriate to establish the arguments which rest on them.

Sapsford (2007) states the most important part of the survey project is prior analysis of the “questions”. Survey research tends on the whole to require a higher degree of prior planning than other approaches.

In the research questionnaires, the researcher divides the questions into parts, including the demographic, psychographic, with likert scale and rating questions to obtain the information regarding public liking.

The researcher focuses on the relevancy and accuracy of the questions, design the questions as specific as possible, straight to the point and make sure the respondents understand all the questions.

In this study, the researcher use Statistical Package for the Social Sciences (SPSS) to analyze the data. T-test and Multiple Regression is use to examine the data from the answered survey. T-test is use on H1, H2, H3, H4, H5, H6 and H7; and Multiple Regression is use on hypotheses H8.

3.3.2 Questionnaire Design

The research instrument of this study is survey questionnaire. The reason why the researcher chooses to use this method is because it does not require much effort from the respondents if compared to face to face interview where the respondents need to think of many aspects before answering the questions which was asked by the researcher. Through survey questionnaire, it also provides consistent answers that make it easier for the researcher to accumulate the data.

3.3.3 Scale

According to Becker (1999), Scales of measurement are commonly broken down into four types which are nominal, also known as categorical; ordinal; interval and ratio. The purpose of this set of notes is to briefly summarize several

aspects of scales of measurement including the measurement principle involved for each scale; examples of the measurement scales; permissible arithmetic operations for each scale and examples of statistics that are appropriate for each scale (Becker, 1999).

Table 3.1: The Measurement Principles

Nominal	Ordinal	Interval	Ratio
<p>People or objects with the same scale value are the same on some attribute. The values of the scale have no 'numeric' meaning in the way that you usually think about numbers.</p>	<p>People or objects with a higher scale value have more of some attribute.</p> <p>The intervals between adjacent scale values are indeterminate.</p> <p>Scale assignment is by the property of "greater than," "equal to," or "less than."</p>	<p>Intervals between adjacent scale values are equal with respect the attribute being measured.</p> <p>E.g., the difference between 8 and 9 is the same as the difference between 76 and 77.</p>	<p>There is a rationale zero point for the scale.</p> <p>Ratios are equivalent, e.g., the ratio of 2 to 1 is the same as the ratio of 8 to 4.</p>

Source: Becker, 1999

In the questionnaire, nominal scale and interval scale were used (Please refer to Table 4.2 until Table 4.13). Nominal scale was used to determine the gender, profession, education level, monthly income, age of the respondents and how long have they read their choice of newspaper. As for interval scale, it was used to indicate the responses of the subjects to each of the items. Respondents will indicate the extent to which they agree or disagree with the statement as related to the degree of liking of the newspaper. Five-point scale were used in this survey questionnaire for the respondents to rate an attribute from very like to very dislike.

3.3.4 Survey Instrument

The survey questionnaire was developed based on the literature review. The variables were included in the study that used in previous studies as shown in Table 3.2.

Table 3.2: Measurement Variables Used in Questionnaire

	Number of Questions	Sources	Scale
Part A – Demographic			
Gender	1		Nominal Scale
Profession	1		Nominal Scale
Highest Education Level	1		Nominal Scale
Monthly Income	1		Nominal Scale
Age	1		Nominal Scale
Year of Reading The Newspaper	1		Nominal Scale
Total Questions (Part A)	6		
Part B - Variables			
Content	24	Stepp (2004) Lent (1982) Wanta <i>et al.</i> (1995) Tronbacke (1996) McIntyre (2001) Zixue (2005)	Interval Scale Five-Point Scale (Very Like – Very Dislike)

		Ni (2012) Alex (1998) Hays (2008)	
Design of Layout	4	Stepp (2004) Holmqvist and Wartenberg (2005) Tronbacke (1996) Prabha Unnithan (2012)	Interval Scale Five-Point Scale (Very Like – Very Dislike)
Picture	5	Holmqvist and Wartenberg (2005) Tronbacke (1996)	Interval Scale Five-Point Scale (Very Like – Very Dislike)
Advertisement	2	Smith (2008) Stepp (2004) Holmqvist and Wartenberg (2005)	Interval Scale Five-Point Scale (Very Like – Very Dislike)
Brand Promotion	4	Stepp (2004) Maney (1997)	Interval Scale Five-Point Scale (Very Like – Very Dislike)

Quality of Newspaper	1		Interval Scale Five-Point Scale (Very Good – Very Bad)
Total Question (Part B)	40		
Total Questions (Part A & Part B)	46		

3.4 Data Analysis

3.4.1 Variables

(1) A variable is a measured quantity. Conventionally people distinguish between descriptive variables, those which are just to be reported on, with no conclusions drawn about influence or causality; (2) dependent variables, those which are caused or influenced by others; (3) independent variables, those which are doing the causing or influencing; (4) extraneous variables, those which might be argued, could provide an alternative causal explanation and so cast doubt on the one which are advancing (Sapsford, 2007).

In this research, the descriptive variables will be the demographic of the target respondents; the independent variables will be both of the Chinese dailies, which is *Sin Chew Daily* and *Oriental Daily News* and the dependent variables will be the degree of liking of target audiences.

3.4.2 Descriptive Statistics

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures; and also used to present quantitative descriptions in a manageable form (Trochim, 2006). In this research, descriptive statistics was used to calculate the percentage of gender, profession, education level, monthly income, age and year of reading the selected Chinese daily.

3.4.3 Cronbach's Alpha Reliability Test

The pretest of questionnaire is meant to discover the potential problems that the researcher might face when conducting the research. A Cronbach's Alpha reliability test is conducted to detect what are the weaknesses in the design and instrumentation and to proxy data for selection of a probability sample (Cooper and Schindler, 2003).

Vaus (2002) stated once a questionnaire has been developed, each question and the questionnaire as a whole must be evaluated rigorously before final administration. Evaluating the questionnaire is called pilot testing or pretesting.

In this process, the researcher will first distribute 30 questionnaires to targeted public for the purpose to refine the questionnaires if there is any problem occurs when conducting the research. This is to make sure the respondents will not have any problems in answering the questionnaire. At the same time, it is also handy for the researcher in recording the data.

The surveys questionnaires are bi-lingual, which is in Mandarin and English version due to the target respondents are Chinese newspaper readers. The researcher does the triangulation to make sure both languages definition are the same, where Dr. Ngeow Yoke Meng, assistant professor from Universiti Malaya will be the editor for Mandarin to English version and Mr. Tan Wei Tee, reporter with eight years' experience from *Sin Chew Daily* will be the editor for the English to Mandarin version.

These 30 copies of questionnaires comprised two sections, which is Section A regarding respondents' demography and Section B regarding the 5 main elements in the newspaper which will affect the public liking. The 5 elements included content, design of layout, picture, advertisement and brand

promotion.

In Section B, there are 24 questions regarding the content of both of these Chinese dailies, four questions regarding the design of layout, five questions regarding picture, two questions regarding advertisement and four questions regarding brand promotion. Each of the elements comes with one open-ended question so that the respondent can inscribe their opinion concerning these Chinese dailies.

After pretesting, the researcher found out there are no any changes need to be made in the questionnaire, hence, the questionnaire was sent out to the target respondents for them to fill the survey questionnaire.

3.4.4 T-test

According to *Miller et al.* (2002), t-test is most commonly used to examine whether the means of two groups of data are significantly different from one another. Hence with a t-test the independent variable is nominal or categorical and the dependent variable is measured at interval or ratio scale of measurement. The populations from which the two groups are drawn can be independent (or unrelated) or matched (related). T-test indicates the sample differences by using means and the distribution of sample scores around the mean.

“There are two main t-tests. The first type of t-test is used with unmatched data and is known under a number of names including “independent-Sample t-test”, “t-test for two independent means”, “independent t-test” and “t-test for unrelated samples” (Miller *et al.*, 2002, p. 119).

Miller *et al.* (2002) added, with this type of t-test there are two distinct categories for the independent variable, such as males and females; and one dependent variable measured at the interval or ratio level, such as number of reading newspaper per day.

“The second t-test is used with matched data and is also known under a number of names include “paired-sample t-test”, “t-test for related measures”, “related t-test”, or “correlated t-test” (Miller *et al.*, 2002, p. 119).

Miller *et al.* (2002) explained the test can be used in a number of circumstances where the question calls for the repeated measurement of responses from the same respondent and data might be collected on a single occasion where individuals are asked to respond to the same or similar questions twice. “For instance, a researcher decides to repeat questions later on in an interview in order to see if respondents will give the same answer if asked a second time.” (Miller *et al.*, 2002, p. 119)

In short, independent-sample t-test is used when the researcher want to compare the mean scores of two different groups of people or conditions, as for paired-sample t-test, it is used when the researcher want to compared the mean scores for the same group of people on two different occasions or matched pairs (Pallant, 2007).

The researcher will apply independent t-tests in this study to test H1 to H7 and answer the research questions 1 to 7 to figure out whether there is a significant difference in the degree of liking between both *Sin Chew Daily* and *Oriental Daily News*' readers.

3.4.5 Multiple Regression Analysis

“Regression is a multivariate statistical technique. The regression equation can be extended to take in more than one independent causal “X” variable. Each independent variable, “X” will explain some of the variance in the dependent variable “Y” (Miller *et al.*, 2002, p. 168).

Miller *et al.* (2002) added to put in another way, multiple regression is testing the extent to which each independent “X” variable will play a part in predicting what the most likely value of the dependent variable “Y” will be and this is a great advantage because true models of social relationships can be tested by quantitative statistical estimation (Miller *et al.*, 2002).

In this study, multiple regression analysis will be used to test H8 and answer the research question 8. It is to pinpoint the major factor that will significantly affect the public liking in reading Chinese newspapers.

CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

This chapter consists of three parts which is Cronbach's Alpha Reliability Test, Descriptive Statistic and Inferential Statistic. In Cronbach's Alpha Reliability Test, the researcher tested the reliability for each of the variable. Descriptive Statistic covers on respondent's characteristic which is gender, profession, education level, monthly income, age and year of reading both of the Chinese newspapers. At the same time, the researcher also includes charts to show the respondents' preference of each of the news element. As for Inferential Statistic, the researcher used Independent T-Test and Multiple Linear Regression to test on the factors contributes towards public liking in selecting reading *Sin Chew Daily* and *Oriental Daily News*. In this research, SPSS (Statistical Package for Social Sciences) Version 16 was used to analyze the data.

4.2 Cronbach's Alpha Reliability Test

Santos (1999) explained reliability comes to the forefront when variables developed from summated scales are used as predictor components in objective models. It is very important to know whether the same set of items would elicit

the same responses if the same questions are recast and re-administered to the same respondents (Santos, 1999).

Santos (1999) added variables derived from test instruments are declared to be reliable only when they provide stable and reliable responses over a repeated administration of the test. Nunnally, 1978 (as cited in Santos, 1999) has indicated 0.7 to be an acceptable reliability coefficient but lower thresholds are sometimes used in the literature.

According to Gliem and Gliem (2003), Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. Gliem and Gliem (2003) stated, the closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale.

George and Mallery, 2003 (as cited in Gliem & Gliem, 2003) provide the following rules of thumb: $\alpha > .9$ – Excellent, $\alpha > .8$ – Good, $\alpha > .7$ – Acceptable, $\alpha > .6$ – Questionable, $\alpha > .5$ – Poor, and $\alpha < .5$ – Unacceptable. George and Mallery, 2003 (as cited in Gliem & Gliem, 2003) added while increasing the value of alpha is partially dependent upon the number of items in the scale and an alpha of 0.8 is probably a reasonable goal.

The results of the Cronbach's alpha retrieved from the SPSS output for the five main element in both of the Chinese dailies which will affect public liking are summarized in Table. 4.1.

Table 4.1: Cronbach's Alpha Reliability Test for Five Main Elements in Both of the Chinese Dailies

Dimansions	Numbers of Item	Cronbach's Alpha		Differences	Description
		Pilot Test	Actual Test		
Content	24	0.911	0.936	0.025	Excellent
Design of Layout	4	0.811	0.880	0.069	Good
Picture	5	0.870	0.897	0.027	Good
Advertisement	2	0.772	0.777	0.005	Acceptable
Brand Promotion	4	0.654	0.754	0.01	Acceptable
Overall Reliability					Good

Note: Source from researcher's Field Data from SPSS.

Alpha Coefficient Range	Strength of Association
< .5	Unacceptable
> .5	Poor
> .6	Questionable
> .7	Acceptable
> .8	Good
> .9	Excellent

Note: George and Mallery, 2003 (as cited in Gliem & Gliem, 2003). *Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability Coefficient for Likert-Type Scales*.

Table 4.1 indicates that the five main elements in both of the Chinese dailies which will affect public liking for pilot test and actual test are high. From the table above, in the pilot test, except brand promotion, each of the elements are fall above 0.7. As for the actual test, the reliability for each of the element is all above 0.7. This means the overall result remained satisfied. Therefore, all the data for each variable can be combined to create a single scale respectively since all of the data are dimensional.

4.3 Descriptive Statistic and Analysis

Descriptive statistics have a number of uses which is to describe the characteristics of the sample in the method section of the report; to check the variables for any violation of the assumptions underlying the statistical techniques

that the researcher will use to address the research questions and to address specific research questions (Pallant, 2007).

Pallant (2007) added in studies involving human subjects, it is useful to collect information on the number of people or cases in the sample, the number and percentage of males and females in the sample, the range and mean of ages, education level and any other relevant background information.

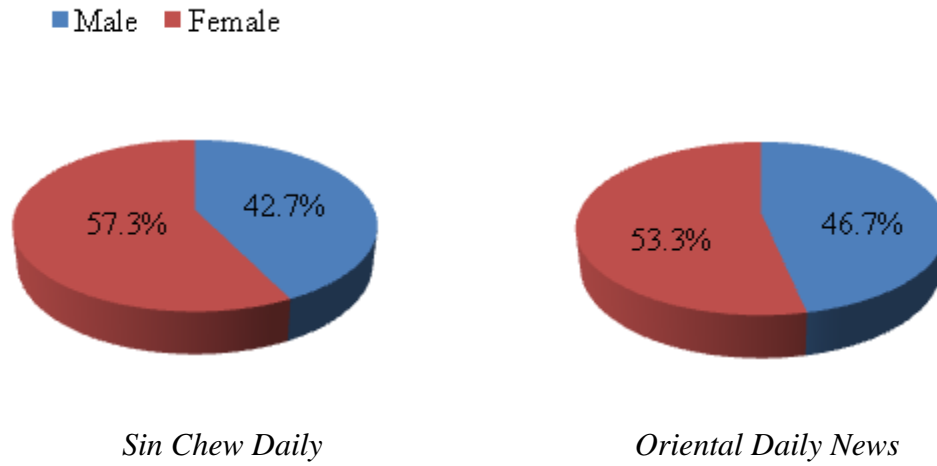
4.3.1 Respondents' Characteristics

Table 4.2: *Sin Chew Daily's* and *Oriental Daily News's* Respondents' Gender

	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Male	64	42.7	70	46.7
Female	86	57.3	80	53.3
Total	150	100.00	150	100.00

Table 4.2 has pointed out the gender of respondents for *Sin Chew Daily* and *Oriental Daily News* and it shown that a total of 150 respondents have completed the questionnaire. 64 male and 86 female had participated in the survey of *Sin Chew Daily* whereas 70 male and 80 female had contributed in the survey of *Oriental Daily News*.

Figure 4.1: *Sin Chew Daily's* and *Oriental Daily News's* Respondents' Gender



According to Figure 4.1, the number of female respondents is more than male respondents for both of these Chinese Dailies which is 57.3 percent compared to 42.7 percent for *Sin Chew Daily* and 53.3 percent compared to 46.7 percent for *Oriental Daily News*.

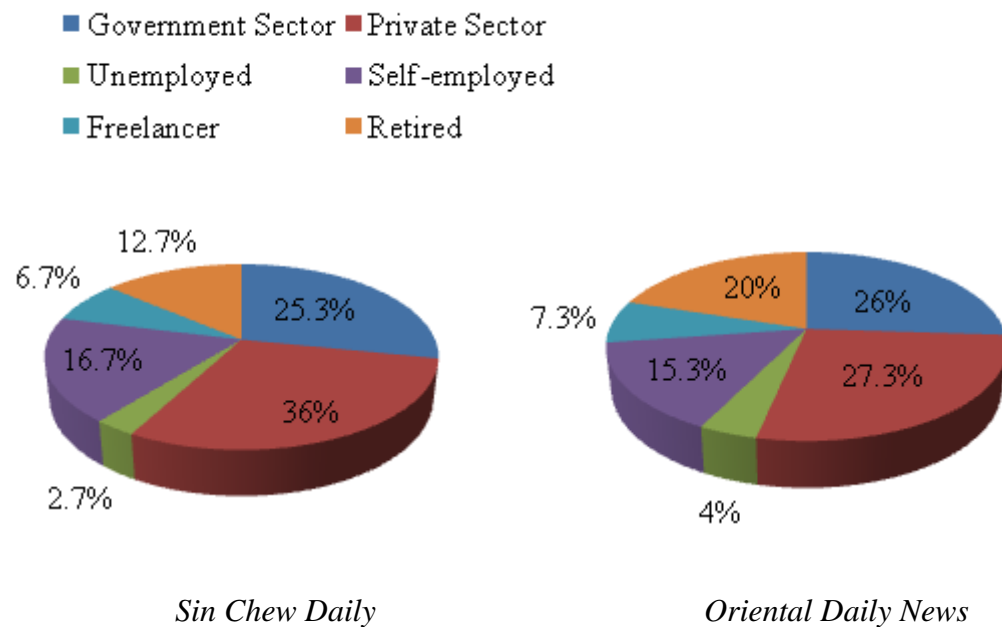
Table 4.3: *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Profession

	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Government Sector	38	25.3	39	26.0
Private Sector	54	36.0	41	27.3
Unemployed	4	2.7	6	4.0
Self-employed	25	16.7	23	15.3
Freelancer	10	6.7	11	7.3
Retired	19	12.7	30	20.0
Total	150	100.0	150	100.0

Table 4.3 shows the respondents' profession which include those who work in government sector, private sector, those were unemployed, self-employed, freelancer and retired. Refer to the table above, 38 of the respondents from *Sin Chew Daily* are those who work in government sector and 54 of them are working in private sector, followed by those who were self-employed which are 25 of them. 19 of the respondents are those who already retired and 10 of them work as freelancer. Merely four of the respondents who participated in the survey of *Sin Chew Daily* are those who were unemployed.

As for *Oriental Daily News*, Most of the respondents are those who working in private sector, which is 41 of them and 39 of the respondents are working in government sector. 11 of the respondents are the people work as freelancer and 30 of the respondents are retiree. Only six of the respondents are unemployed and the remaining 23 respondents are self-employed.

Figure 4.2: *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Profession



Based on Figure 4.2, majority of the respondents for both of these Chinese dailies are working in private sector and the least are those who were unemployed. The second highest falls in government sector which is 25.3 percent for *Sin Chew Daily* and 26 percent for *Oriental Daily News*. *Oriental Daily News* has more respondents who already retired which is 20 percent compared to *Sin Chew Daily* which has 12.7 percent of retiree respondents. As for those who were self-employed, *Sin Chew Daily* has slightly more respondents compared to *Oriental Daily News* which is 16.7 percent equated to 15.3 percent. Nevertheless, *Oriental Daily News* has more respondents who work as freelancer (7.3 percent) compared to *Sin Chew Daily* (6.7 percent).

Table 4.4: *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Education Level

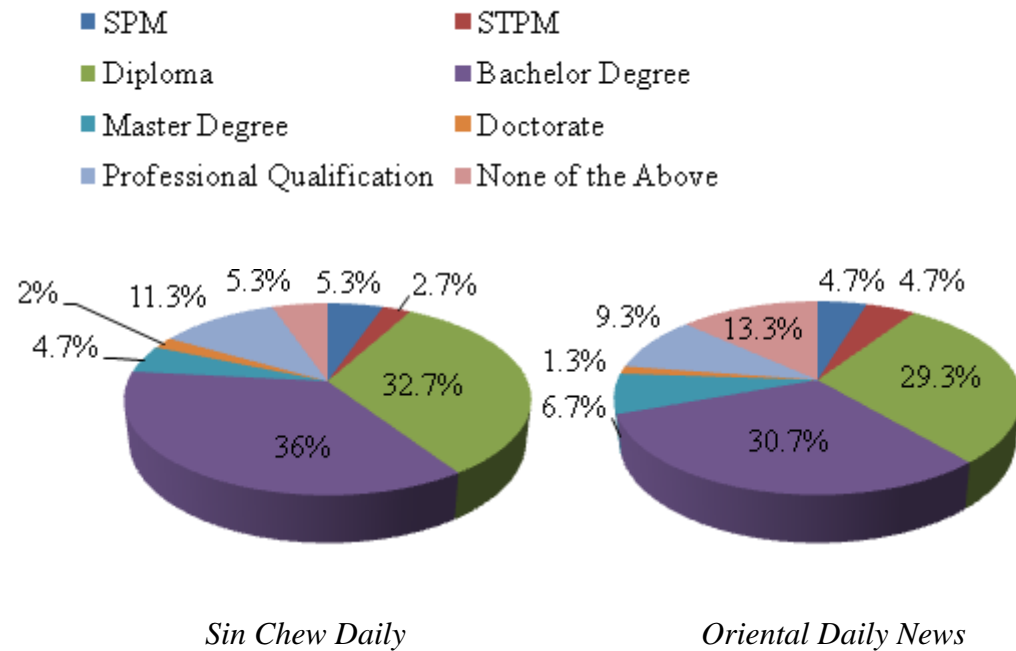
	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
SPM	8	5.3	7	4.7
STPM	4	2.7	7	4.7
Diploma	49	32.7	44	29.3
Bachelor Degree	54	36.0	46	30.7
Master Degree	7	4.7	10	6.7
Doctorate	3	2.0	2	1.3
Professional Qualification	17	11.3	14	9.3
None of the above	8	5.3	20	13.3
Total	150	100.0	150	100.0

Table 4.4 indicated the respondents' education level for both *Sin Chew Daily* and *Oriental Daily News*. Based on the table above, most of the respondents are bachelor degree holder which is 54 respondents for *Sin Chew Daily* and 46 respondents for *Oriental Daily News*. 49 respondents of *Sin Chew Daily* are diploma holder and 17 of the respondents have professional qualification. The numbers of respondents for *SPM* and for those who do not have any certificate

stated above are the same which is eight of them. Only four respondents are *STPM* holder and merely three of the respondents are doctorate holder. The remaining seven respondents are master degree holder.

For *Oriental Daily News*, the number of *SPM and STPM* holder are the same which is seven respondents. 44 of the respondents are diploma holder and 10 of the respondents are master degree holder. Doctorate holders are the least among all which is only two respondents. 14 of the respondents owned professional qualification and the remaining 20 respondents do not have any certificate specified above.

Figure 4.3: *Sin Chew Daily's* and *Oriental Daily News's* Respondents' Education Level



According to Figure 4.3, majority of both *Sin Chew Daily* and *Oriental Daily News* respondents are bachelor degree and diploma holder which is 36 percent and 32.7 percent for *Sin Chew Daily* respondents and 30.7 percent and 29.3 percent for *Oriental Daily News*. For *Oriental Daily News* respondents, those who do not have the above certificate rated 13.3 percent which are the third highest in this category, followed by 9.3 percent of the respondent are those who have the professional qualification. Master degree holder scored 6.7 percent from total respondents while *SPM* and *STPM* holder have the same number of respondents which is 4.7 percent. The minimum respondents are doctorate holders which only score 1.3 percent among all the categories.

As for *Sin Chew Daily* respondents, through the figure above, it showed that 11.3 percent of the respondents have professional qualification, followed by *SPM* holder (5.3 percent), master degree holder (4.7 percent), *STPM* holder (2.7 percent) and doctorate holder (2 percent). For the respondents who do not have the above certificate, the number of respondents is lower than *Oriental Daily News* which is 5.3 percent compared to 13.3 percent.

Table 4.5: *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Monthly Income

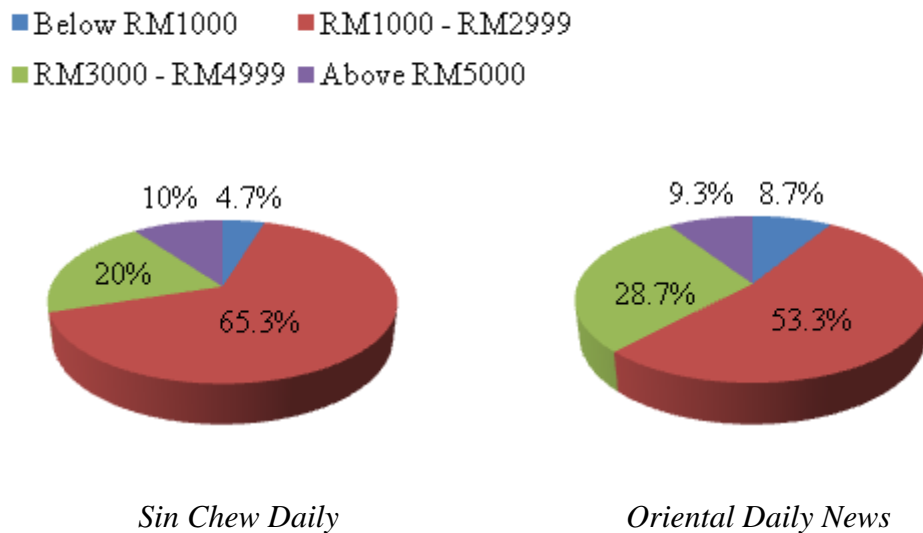
	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Below RM1000	7	4.7	13	8.7
RM1000 - RM2999	98	65.3	80	53.3
RM3000 - RM4999	30	20.0	43	28.7
Above RM5000	15	10.0	14	9.3
Total	150	100.0	150	100.0

Table 4.5 indicated *Sin Chew Daily* and *Oriental Daily News*'s respondents' monthly income. Based on the table above, it clearly shown that 98 respondents for *Sin Chew Daily* earn between RM1000 to RM2999 and *Oriental*

Daily News has 80 respondents who earn the same amount per month. 43 respondents of *Oriental Daily News* earn between RM3000 to RM4999 and 14 of the respondents earn above RM5000. The remaining respondents which are 13 of them are those who earn below RM1000 per month.

For *Sin Chew Daily*, 30 respondents are able to earn between RM3000 to RM4999 every month while 15 of the respondents are earning above RM5000. Merely seven respondents earn below RM1000 per month.

Figure 4.4: *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Monthly Income



Regarding Figure 4.4, it revealed most of respondents for both of these Chinese dailies are earning between RM1000 to RM2999 per month which is 65.3 percent for *Sin Chew Daily* and 53.3 percent for *Oriental Daily News*. 20 percent of the respondents for *Sin Chew Daily* are earning between RM3000 to RM4999 per month and this amount is lesser than *Oriental Daily News* which has 28.7 percent of respondents earning the same amount. However, the number of respondents who earn above RM5000 for both *Sin Chew Daily* and *Oriental Daily News* are almost the same which is 10 percent compared to 9.3 percent. *Oriental Daily News* has more respondents who earn below RM1000 likened to *Sin Chew Daily* which is 8.7 percent compared to 4.7 percent.

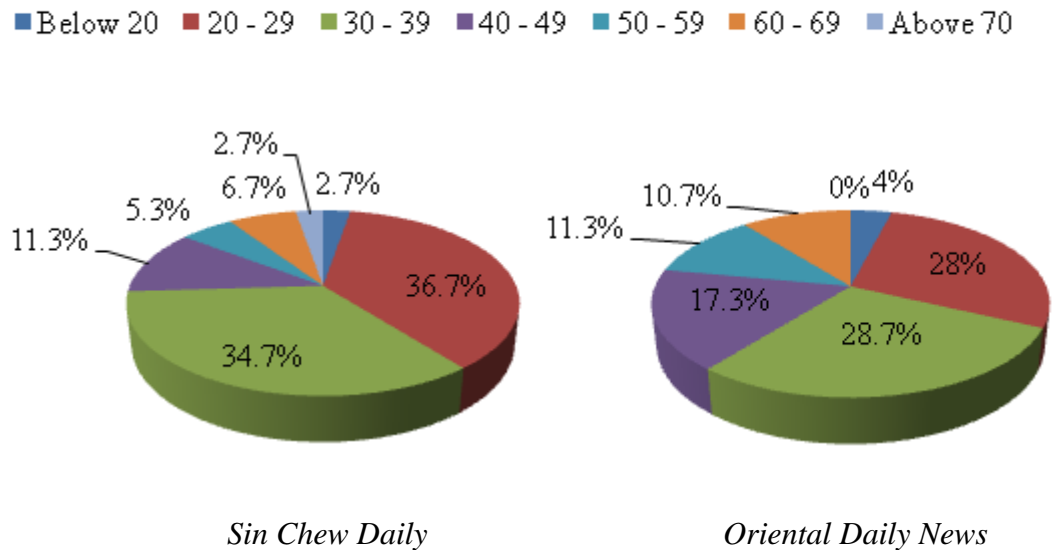
Table 4.6: *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Age Group

	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Below 20	4	2.7	6	4.0
20-29	55	36.7	42	28.0
30-39	52	34.7	43	28.7
40-49	17	11.3	26	17.3
50-59	8	5.3	17	11.3
60-69	10	6.7	16	10.7
Above 70	4	2.7	0	0
Total	150	100.0	150	100.0

For the age group of both of these Chinese dailies, *Sin Chew Daily* has 55 respondents who between age 20 to 29, followed by 52 respondents who between age 30 to 39. 17 of the respondents are between age 40 to 49 and 10 of the respondents between ages 60 to 69. The number of respondents for age below 20 and above 70 is the same which is merely four of them and the lingering eight respondents are those who are 50 to 59 year old.

As for *Oriental Daily News*, most of the respondents are between ages 30 to 39, which are 43 of total respondents, followed by those who are 20 to 29 year old, which are 42 of them. 26 respondents are those who are 40 to 49 year old and simply 6 respondents' age below 20. The numbers of respondents who are 50 to 59 and 60 to 69 year old are almost the same, which is 17 and 16 from total respondents. None of the respondent for *Oriental Daily News* is above 70 year old.

Figure 4.5: *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Age Group



Through the above figure, it shows that *Sin Chew Daily* has more respondents age between 20 to 29 and 30 to 39 compared to *Oriental Daily News* which is 36.7 percent compared to 28 percent and 34.7 percent compare to 28.7 percent. However, for other age group category, *Oriental Daily News* has more respondents compared to *Sin Chew Daily*. For the respondents who are 40 to 49 year old, *Oriental Daily News* has a total of 17.3 percent compared to *Sin Chew Daily* which has 11.3 percent of respondents for this age group. For those who are 50 to 59 year old, *Oriental Daily News* has more respondents in this age category as well compared to *Sin Chew Daily* which is 11.3 percent equated to 5.3 percent. As for the respondents age below 20, *Sin Chew Daily* has slightly lesser respondents in this category compared to *Oriental Daily News* which is 2.7 percent compared to 4 percent. Nevertheless, *Oriental Daily News* does not have

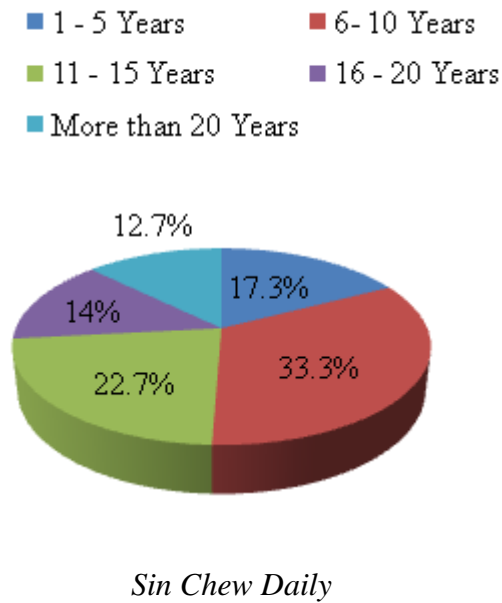
respondents who age above 70 where *Sin Chew Daily* scores 2.7 percent in this category.

Table 4.7: Year of Reading *Sin Chew Daily*

	<i>Sin Chew Daily</i>	
	Frequency	Percent
1-5 Years	26	17.3
6-10 Years	50	33.3
11-15 Years	34	22.7
16-20 Years	21	14.0
More than 20 Years	19	12.7
Total	150	100.0

According to Table 4.7, it shows that 50 of the respondents have read *Sin Chew Daily* between six to 10 years. 34 of the total respondents have read this newspaper between 11 to 15 years and 26 of them have read between one to five years. Lastly, 21 of the total respondents have read *Sin Chew Daily* between 16 to 20 years and the remaining 19 respondents are those who read this newspaper for more than 20 years.

Figure 4.6: Year of Reading *Sin Chew Daily*



Based on Figure 4.6, majority of the respondents have read *Sin Chew Daily* between six to 10 years, which is 33.3 percent, followed by 22.7 percent of the respondents has read between 11 to 15 years. 17.3 percent of the total respondents have read this newspaper between one to five years and for the last two categories, the number of respondents is quite similar which 14 percent of them have read this newspaper between 16 to 20 years and 12.7 percent of the respondents have read *Sin Chew Daily* for more than 20 years.

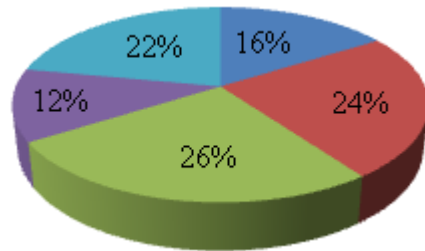
Table 4.8: Year of Reading *Oriental Daily News*

	<i>Oriental Daily News</i>	
	Frequency	Percent
Less than 1 year	24	16.0
1-2 Years	36	24.0
3-4 Years	39	26.0
5-6 Years	18	12.0
More than 6 Years	33	22.0
Total	150	100.0

As for *Oriental Daily News*, through the table above, it obviously shown that 39 of the total respondents have read this newspaper between three to four years and 36 of them has read *Oriental Daily News* between one to two years. 24 of the respondents have read this newspaper for less than one year while 18 of them have read this Chinese daily between five to six years. The continuing respondents are those who read *Oriental Daily News* for more than six years, which are 33 of them.

Figure 4.7: Year of Reading *Oriental Daily News*

■ Less than 1 Year ■ 1 - 2 Years ■ 3 - 4 Years
■ 5 - 6 Years ■ More than 6 Years



Oriental Daily News

Concluded the figure above, it obviously shown that majority of the respondents has read *Oriental Daily News* between three to four years, which is 26 percent of total respondents, followed by 24 percent of them who have read this newspaper between one to two years. From total 150 respondents, 12 percent of the respondents have read this newspaper between five to six years and 16 percent of the respondents have read *Oriental Daily News* for less than 1 year. However, 22 percent of the respondents have read *Oriental Daily News* for more than six years, which is the third highest among all these categories.

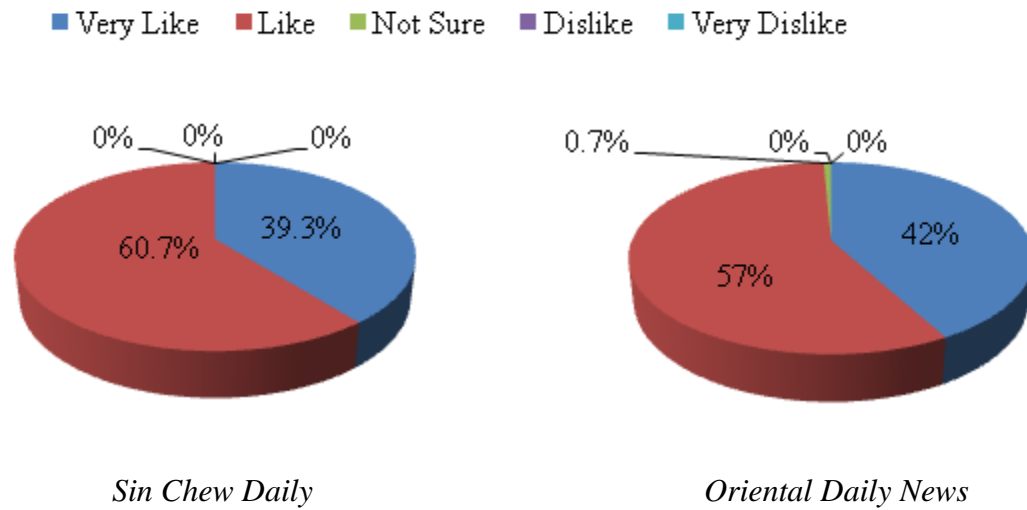
4.3.2 Respondents' Liking of Content

Table 4.9 *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Liking of Content

	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Very like	59	39.3	63	42.0
Like	91	60.7	86	57.3
Not Sure	0	0	1	0.7
Dislike	0	0	0	0
Very dislike	0	0	0	0
Total	150	100.00	150	100.0

Table 4.9 indicated 91 of the respondents like to read the content of *Sin Chew Daily* while 59 of them very like it. As for *Oriental Daily News*, 86 from total respondents like to read the content of this Chinese daily and 63 of them very like it. Merely one of the respondents from *Oriental Daily News* chooses not sure.

Figure 4.8 *Sin Chew Daily*'s and *Oriental Daily News*'s Respondents' Liking of Content



According to Figure 4.8, it evidently shows that *Oriental Daily News* has more reader very like to read its content compared to *Sin Chew Daily*, which is 42 percent compared to 39.3 percent. 60.7 percent of *Sin Chew Daily* respondents like to read its content and this number is slightly higher than *Oriental Daily News* which has 57.3 percent from total respondents. Merely one respondents of *Oriental Daily News* (0.7 percent) choose not sure.

Comparing Differences in Degree of Liking Perceived by Readers over Published Content in Comparison between *Sin Chew Daily* and *Oriental Daily News*

H1A: There will be a significant difference in degree of liking perceived by readers over published content in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.10: Differences in Degree of Liking Perceived by Readers over Published Content in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Group Statistic)

Group Statistics

Type of Newspaper	N	Mean	Std. Deviation	Std. Error Mean
avgcontent				
Sin Chew Daily	150	1.9208	.46725	.03815
Oriental Daily News	150	1.9033	.42646	.03482

Table 4.10 and Table 4.11 showed the differences in degree of liking perceived by readers over published content in comparison between *Sin Chew Daily* and *Oriental Daily News*. Based on Table 4.10, *Sin Chew Daily* score higher mean compared to *Oriental Daily News*, which is 1.9208 compared to 1.9033.

Table 4.11: Differences in Degree of Liking Perceived by Readers over Published Content in Comparison between *Sin Chew Daily* and *Oriental Daily News*

(Independent Sample Test)

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
avgcontent									
Equal variances assumed	2.126	.146	.339	298	.735	.01750	.05165	-.08415	.11915
Equal variances not assumed			.339	295.547	.735	.01750	.05165	-.08415	.11915

H1₀: Sin Chew Daily – Oriental Daily News = 0

H1_A: Sin Chew Daily – Oriental Daily News \neq 0

Rule of thumb

: : If $p < 0.05$, Reject H₀

Confidence interval at 95% ($\alpha = 0.05$)

In the Levene's test (Table 4.11), it shown that the p-value is 0.146 which is above 0.05, therefore, the researcher will be using the "Equal variances assumed". Through Table 4.11, it revealed that the p-value (2 tailed) was 0.735 that is above alpha level (0.05). So the researcher would reject alternate hypothesis and do not reject null hypothesis.

Thus, the researcher conclude that there is no significant difference in degree of liking perceived by readers over published content between *Sin Chew Daily* and *Oriental Daily News*.

4.3.3 Respondents' Liking of Design of Layout

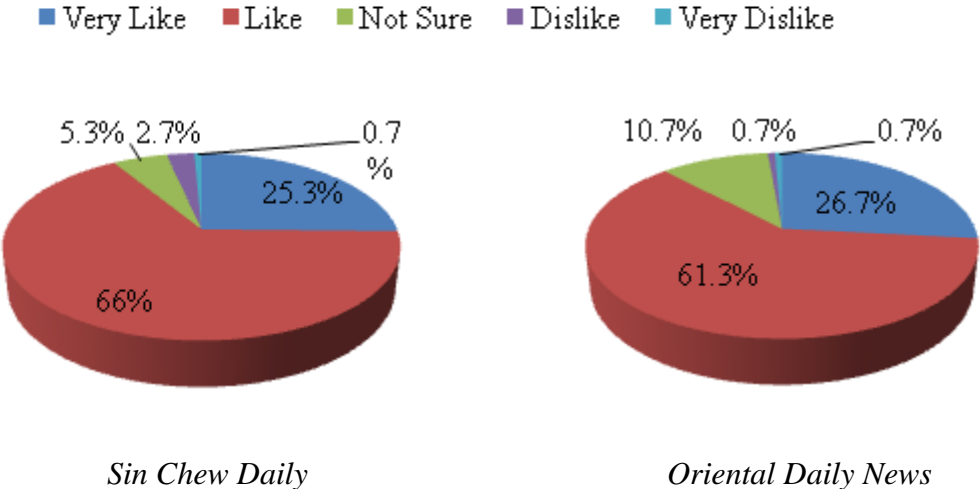
Table 4.12 Sin Chew Daily's and Oriental Daily News's Respondents' Liking of the Design of Layout

	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Very like	38	25.3	40	26.7
Like	99	66.0	92	61.3
Not Sure	8	5.3	16	10.7
Dislike	4	2.7	1	0.7
Very dislike	1	0.7	1	0.7
Total	150	100.0	150	100.0

According to Table 4.12, it explained that 99 respondents of *Sin Chew Daily* like the design of layout of the newspaper and 38 of them very like it. Merely one respondent very dislike the design of layout of *Sin Chew Daily* and eight of them not sure whether they like the design of layout of the newspaper or not. Remaining are those who dislike the design of layout of this Chinese daily which is four from total respondents.

As for *Oriental Daily News*, 40 of the respondents very like the design of layout of this newspaper and 92 of them like it. The numbers of respondents who dislike and dislike the design of layout of this newspaper are the same which is only one respondent and the remaining 16 respondents choose not sure.

Figure 4.9 *Sin Chew Daily's* and *Oriental Daily News's* Respondents' Liking of the Design of Layout



According to Figure 4.9, it certainly presented that more respondents very like the design of layout of *Oriental Daily News* compared to *Sin Chew Daily*, which is 26.7 percent equated to 25.3 percent. However, *Sin Chew Daily* has more respondents like the design of layout of this newspaper compared to *Oriental Daily News*, which is 66 percent compared to 61.3 percent. The numbers of respondents who very dislike the design of layout of both of these Chinese dailies are the same which is only one respondent. As for those who dislike the design of

layout for these Chinese dailies, *Sin Chew Daily* score slightly higher compared to *Oriental Daily News*, which is 2.7 percent compared to 0.7 percent. Nevertheless, *Oriental Daily News* has much more respondents choose not sure compared to *Sin Chew Daily*, which is 10.7 percent compared to 5.3 percent. This number of respondents is twice as many from the respondents of *Sin Chew Daily*.

Comparing Differences in Degree of Liking Perceived by Readers over the Design of Layout in Comparison between *Sin Chew Daily* and *Oriental Daily News*

H2A: There will be a significant difference in degree of liking perceived by readers over the design of layout in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.13 Differences in Degree of Liking Perceived by Readers over the Design of Layout in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Group Statistic)

Group Statistics

Type of Newspaper	N	Mean	Std. Deviation	Std. Error Mean
avgdesign				
Sin Chew Daily	150	1.9700	.68292	.05576
Oriental Daily News	150	1.8883	.61479	.05020

Table 4.13 and Table 4.14 indicated the differences in degree of liking perceived by readers over the design of layout in comparison between *Sin Chew Daily* and *Oriental Daily News*. The table above clearly shows that *Sin Chew Daily* score higher mean compared to *Oriental Daily News*, which is 1.9700 compared to 1.8883.

Table 4.14 Differences in Degree of Liking Perceived by Readers over the Design of Layout in Comparison between *Sin Chew Daily* and *Oriental Daily News*

(Independent Sample Test)

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
avgdesign									
Equal variances assumed	.094	.759	1.089	298	.277	.08167	.07503	-.06598	.22932
Equal variances not assumed			1.089	294.768	.277	.08167	.07503	-.06599	.22932

H2₀: Sin Chew Daily – Oriental Daily News = 0

H2_A: Sin Chew Daily – Oriental Daily News \neq 0

Rule of thumb

: : If $p < 0.05$, Reject H₀

Confidence interval at 95% ($\alpha = 0.05$)

In the Levene's test (Table 4.14), it revealed that the p-value is 0.759 which is above 0.05, therefore, the researcher will be using the "Equal variances assumed". From Table 4.14, it shown that the p-value (2 tailed) was 0.277 which is above the alpha level. So the researcher would reject alternate hypothesis and do not reject null hypothesis.

Consequently, the researcher concludes that there is no significant difference in degree of liking perceived by readers over the design of layout between *Sin Chew Daily* and *Oriental Daily News*.

4.3.4 Respondents' Liking of Picture

Table 4.15 *Sin Chew Daily's* and *Oriental Daily News* Respondents' Liking of Picture

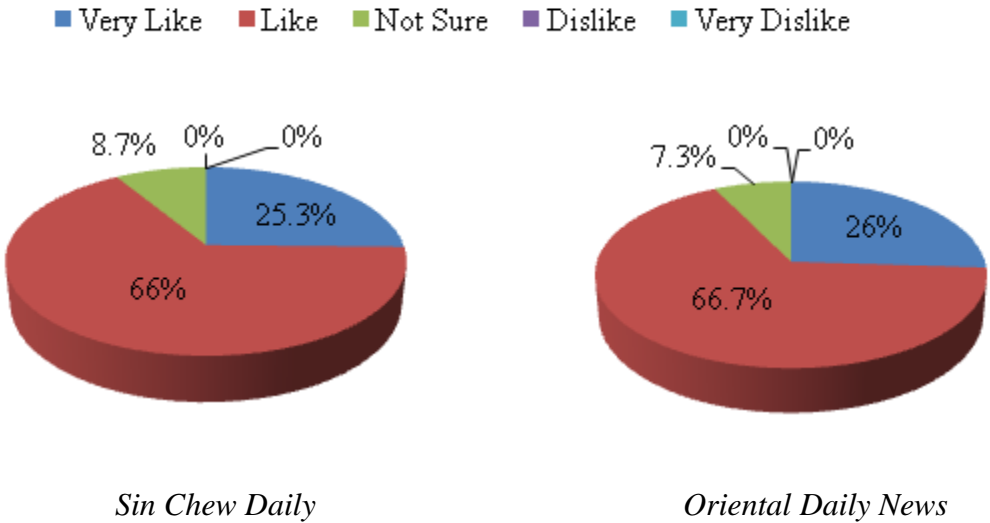
	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Very like	38	25.3	39	26.0
Like	99	66.0	100	66.7
Not Sure	13	8.7	11	7.3
Dislike	0	0	0	0
Very dislike	0	0	0	0
Total	150	100	150	100.0

Refer to Table 4.15, *Oriental Daily News* has slightly more respondents who like the picture of the newspaper compared to *Sin Chew Daily*, which is 100 compared to 99. 39 respondents of *Oriental Daily News* very like the picture of this newspaper and the remaining 11 respondents choose not sure. None of the respondents dislike and very dislike the picture of *Oriental Daily News*.

As for *Sin Chew Daily*, the result are almost the same, which is 38 of the respondents very like the picture of this newspaper and 13 of them choose not

sure. Similar to *Oriental Daily News*, none of the respondents dislike and very dislike the picture of this newspaper.

Figure 4.10 *Sin Chew Daily's* and *Oriental Daily News* Respondents' Liking of Picture



Based on Figure 4.10, the result for both *Sin Chew Daily* and *Oriental Daily News* are almost the same, where none of the respondents dislike and very dislike the picture for both of these Chinese dailies. However, to be more precise, *Oriental Daily News* actually has slightly more respondents who like and very like the picture of this newspaper compared to *Sin Chew Daily* which is 66.7 percent compared to 66 percent and 26 percent compared to 25.3 percent. As for those who choose not sure, *Sin Chew Daily* score higher than *Oriental Daily News*, which is 8.7 percent compared to 7.3 percent.

Comparing Differences in Degree of Liking Perceived by Readers over Picture in Comparison between *Sin Chew Daily* and *Oriental Daily News*

H3A: There will be a significant difference in degree of liking perceived by readers over picture in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.16: Difference in Degree of Liking Perceived by Readers over Picture in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Group Statistic)

Group Statistics

Type of Newspaper	N	Mean	Std. Deviation	Std. Error Mean
avgpicture				
Sin Chew Daily	150	1.8933	.58098	.04744
Oriental Daily News	150	1.8693	.56899	.04646

Table 4.16 and Table 4.17 pointed out the difference in degree of liking perceived by readers over picture in comparison between *Sin Chew Daily* and

Oriental Daily News. Through Table 4.16, it shows that *Sin Chew Daily* scored higher mean compared to *Oriental Daily News*, which is 1.8933 compared to 1.8693.

Table 4.17: Difference in Degree of Liking Perceived by Readers over Picture in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Independent Sample Test)

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
avgpicture									
Equal variances assumed	.037	.847	.361	298	.718	.02400	.06640	-.10667	.15467
Equal variances not assumed			.361	297.871	.718	.02400	.06640	-.10667	.15467

H3o: Sin Chew Daily – Oriental Daily News = 0

H3A: Sin Chew Daily – Oriental Daily News \neq 0

Rule of thumb

: : If $p < 0.05$, Reject H_0

Confidence interval at 95% ($\alpha = 0.05$)

In the Levene's test (Table 4.17), it exposed that the p-value is 0.847 which is above 0.05, hence, the researcher will be using the "Equal variances assumed". From Table 4.17, it shown that the p-value (2 tailed) was 0.718 which is above the alpha level (0.05), therefore the researcher would reject alternate hypothesis and do not reject null hypothesis.

Thus, the researcher concludes that there is no significant difference in degree of liking perceived by readers over picture between *Sin Chew Daily* and *Oriental Daily News*.

4.3.5 Respondents' Liking of Advertisement

Table 4.18 *Sin Chew Daily's* and *Oriental Daily News* Respondents' Liking of Advertisement

	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Very like	37	24.7	16	10.7
Like	79	52.7	78	52.0
Not Sure	26	17.3	48	32.0
Dislike	6	4.0	7	4.7
Very dislike	2	1.3	1	0.7
Total	150	100.0	150	100.0

Talk about Table 4.18, it indicated that 79 respondents from *Sin Chew Daily* like the advertisement of this newspaper, followed by 37 of them very like it, 26 of them not sure and six of them dislike the advertisement of this newspaper. Merely two respondents very dislike the advertisement in *Sin Chew Daily*.

As for *Oriental Daily News*, 78 from total respondents like the advertisement of this newspaper and 16 of them very like it. However, 48 of the

respondents choose not sure and the number of respondents who choose this answer is much higher than those who choose very like the advertisement for this newspaper. Just one respondent very dislike the advertisement in *Oriental Daily News* and remaining seven respondents are those who dislike it.

Figure 4.11 *Sin Chew Daily's* and *Oriental Daily News* Respondents' Liking of Advertisement

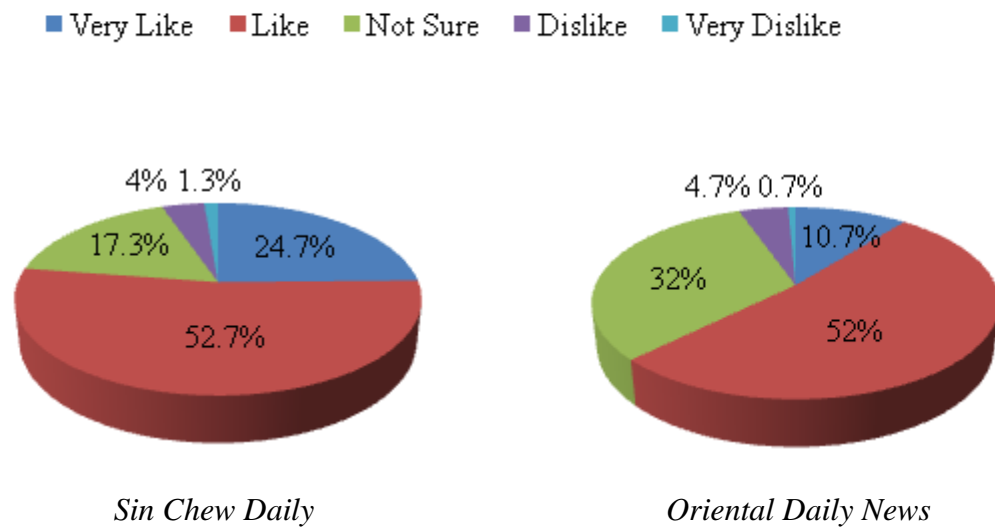


Figure 4.11 undoubtedly shows that *Sin Chew Daily* has more respondents very like the advertisement in the newspaper compared to *Oriental Daily News*, which is 24.7 percent compared to 10.7 percent. As for those who like the advertisement in the newspaper, *Sin Chew Daily* has slightly more respondents than *Oriental Daily News* which is 52.7 percent compared to 52 percent. Yet, *Oriental Daily News* has much more respondents who choose not sure compared to *Sin Chew Daily*, which is 32 percent compared to 17.3 percent. *Oriental Daily*

News has slightly more respondents who dislike the advertisement of this newspaper compared to *Sin Chew Daily*, which is 4.7 percent compared to 4 percent. As for the respondents who very dislike the advertisement of the newspaper, *Sin Chew Daily* scored slightly higher compared to *Oriental Daily News*, which is 1.3 percent compared to 0.7 percent.

Comparing Differences in Degree of Liking Perceived by Readers over Advertisement in Comparison between *Sin Chew Daily* and *Oriental Daily News*

H4A: There will be a significant difference in degree of liking perceived by readers over advertisement in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.19: Difference in Degree of Liking Perceived by Readers over Advertisement in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Group Statistic)

Group Statistics

Type of Newspaper	N	Mean	Std. Deviation	Std. Error Mean
avgadvertisement				
Sin Chew Daily	150	2.0400	.79537	.06494
Oriental Daily News	150	2.3533	.75206	.06141

Table 4.19 and Table 4.20 showed the difference in degree of liking perceived by readers over advertisement in comparison between *Sin Chew Daily* and *Oriental Daily News*. Refer to Table 4.19, it shows that *Oriental Daily News* score higher mean compared to *Sin Chew Daily*, which is 2.3533 compared to 2.0400.

Table 4.20: Difference in Degree of Liking Perceived by Readers over Advertisement in Comparison between *Sin Chew Daily* and *Oriental Daily News*

(Independent Sample Test)

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
avgadvertisment									
Equal variances assumed	.006	.939	-3.506	298	.001	-.31333	.08938	-.48922	-.13745
Equal variances not assumed			-3.506	297.070	.001	-.31333	.08938	-.48922	-.13744

H₀: Sin Chew Daily – Oriental Daily News = 0

H₄: Sin Chew Daily – Oriental Daily News ≠ 0

Rule of thumb

: : If $p < 0.05$, Reject H₀

Confidence interval at 95% ($\alpha = 0.05$)

In the Levene's test (Table 4.20), it shown that the p-value is above 0.05 which is 0.939. Hence, the researcher will be using the "Equal variances assumed". In Table 4.20, it shown that the p-value (2 tailed) was 0.001 which is lower than the alpha level (0.05), therefore the researcher would reject null hypothesis and do not reject alternate hypothesis.

Thus, the researcher concludes that there is a significant difference in degree of liking perceived by readers over advertisement between *Sin Chew Daily* and *Oriental Daily News*.

4.3.6 Respondents' Liking of Brand Promotion

Table 4.21 *Sin Chew Daily's* and *Oriental Daily News* Respondents' Liking of the Newspaper's Brand Promotion

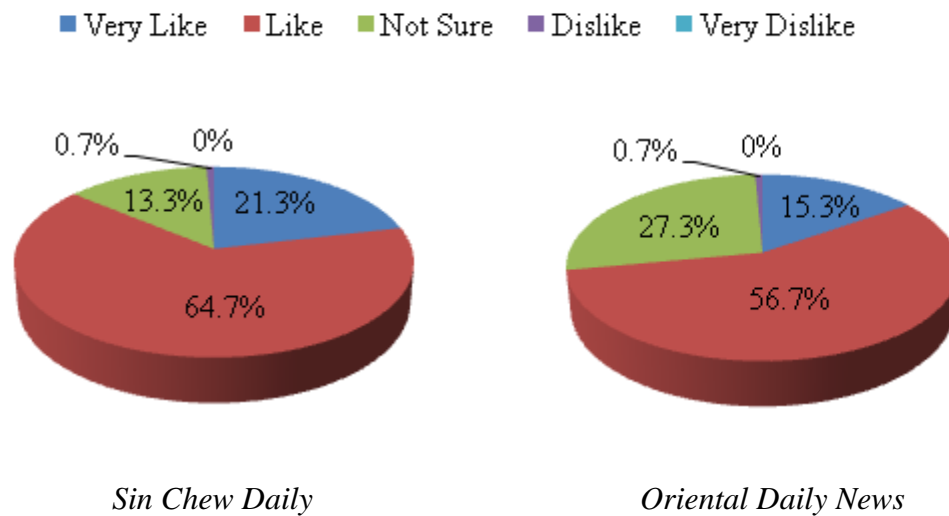
	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Very like	32	21.3	23	15.3
Like	97	64.7	85	56.7
Not Sure	20	13.3	41	27.3
Dislike	1	0.7	1	0.7
Very dislike	0	0	0	0
Total	150	100	150	100.0

According to Table 4.21, it shows that 97 respondents from *Sin Chew Daily* like the brand promotion of this newspaper, followed by 32 of them very like it and 20 of them choose not sure. Simply one respondent choose dislike and none of the respondent very dislike the brand promotion of *Sin Chew Daily*.

As for *Oriental Daily News*, majority of the respondents like the brand promotion of this newspaper which is 85 from total 150 respondents. However, 41 of the respondents choose not sure and the number of respondents who choose this answer is far higher than the respondents who choose very like the brand

promotion of this newspaper which is 23 of them. The number of respondents who choose dislike is comparable to *Sin Chew Daily* which is only one respondent and none of the respondent from *Oriental Daily News* very dislikes the brand promotion of this newspaper.

Figure 4.12 *Sin Chew Daily*'s and *Oriental Daily News* Respondents' Liking of the Newspaper's Brand Promotion



Based on Figure 4.12, *Sin Chew Daily* has more respondents like and very like the brand promotion for its newspaper compared to *Oriental Daily News*, which is 64.7 percent compared to 56.7 percent and 21.3 percent compare to 15.3 percent. Both of these Chinese dailies have same amount of respondent who dislike the brand promotion of these newspaper which is 0.7 percent, however, *Oriental Daily News* has more respondents who choose not sure compared to *Sin Chew Daily* which is 27.3 percent compared to 13.3 percent.

Comparing Differences in Degree of Liking Perceived by Readers over Brand Promotion in Comparison between *Sin Chew Daily* and *Oriental Daily News*

H5A: There will be a significant difference in degree of liking perceived by readers over brand promotion in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.22: Difference in Degree of Liking Perceived by Readers over Brand Promotion in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Group Statistic)

Group Statistics

Type of Newspaper	N	Mean	Std. Deviation	Std. Error Mean
Avgbrandpr omotion				
Sin Chew Daily	150	1.8700	.54781	.04473
Oriental Daily News	150	2.1767	.59960	.04896

Table 4.22 and Table 4.23 display the difference in degree of liking perceived by readers over brand promotion in comparison between *Sin Chew Daily* and *Oriental Daily News*. Through Table 4.16, it shows that *Oriental Daily News* score higher mean compared to *Sin Chew Daily*, which is 2.1767 compared to 1.8700.

Table 4.23: Difference in Degree of Liking Perceived by Readers over Brand Promotion in Comparison between *Sin Chew Daily* and *Oriental Daily News*

(Independent Sample Test)

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
avgbrandpromotion									
Equal variances assumed	1.009	.316	-4.625	298	.000	-.30667	0.6631	-.43717	-.17616
Equal variances not assumed			-4.625	295.601	.000	-.30667	0.6631	-.43717	-.17616

H5₀: Sin Chew Daily – Oriental Daily News = 0

H5_A: Sin Chew Daily – Oriental Daily News \neq 0

Rule of thumb

: : If $p < 0.05$, Reject H₀

Confidence interval at 95% ($\alpha = 0.05$)

In the Levene's test (Table 4.23), it shown that the p-value is 0.316 which is above 0.05. So the researcher will be using the "Equal variances assumed". In Table 4.23, it shown that the p-value (2 tailed) was 0.000 which is lower than the alpha level (0.05), therefore the researcher would reject null hypothesis and do not reject alternate hypothesis.

Hence, the researcher concludes that there is a significant difference in degree of liking perceived by readers over brand promotion between *Sin Chew Daily* and *Oriental Daily News*.

Comparing Differences in Degree of Liking Perceived by Readers over the Five Independent Variables in Comparison between *Sin Chew Daily* and *Oriental Daily News*

H6A: There will be a significant difference in degree of liking perceived by readers over the five Independent variables in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.24: Differences in Degree of Liking Perceived by Readers over the five Independent variables in comparison between *Sin Chew Daily* and *Oriental Daily News* (Group Statistic)

Group Statistics

Type of Newspaper	N	Mean	Std. Deviation	Std. Error Mean
Avglikingele ment				
Sin Chew Daily	150	1.8587	.43011	.03512
Oriental Daily News	150	1.9467	.42893	.03502

Table 4.24 and Table 4.25 pointed out the differences in degree of liking perceived by readers over the five independent variables in comparison between *Sin Chew Daily* and *Oriental Daily News*. Based on Table 4.16, it shows that *Oriental Daily News* score higher mean compared to *Sin Chew Daily*, which is 1.9467 compared to 1.8581.

Table 4.25: Differences in Degree of Liking Perceived by Readers over the five Independent variables in comparison between *Sin Chew Daily* and *Oriental Daily*

News (Independent Sample Test)

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
avglikingelement									
Equal variances assumed	.024	.878	-1.774	298	.077	-.08800	.04960	-.18560	.00960
Equal variances not assumed			-1.774	297.998	.077	-.08800	.04960	-.18560	.00960

H₀: Sin Chew Daily – Oriental Daily News = 0

H₁: Sin Chew Daily – Oriental Daily News ≠ 0

Rule of thumb

: : If $p < 0.05$, Reject H₀

Confidence interval at 95% ($\alpha = 0.05$)

In the Levene's test (Table 4.25), it shown that the p-value is 0.878 which is above 0.05. Thus the researcher will be using the "Equal variances assumed". In Table 4.25, it shown that the p-value (2 tailed) was 0.077 which is above the alpha level (0.05), therefore the researcher would reject alternate hypothesis and do not reject null hypothesis.

Consequently, the researcher concludes that there is no significant difference in degree of liking perceived by readers over the five independent variables between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.26 *Sin Chew Daily*'s and *Oriental Daily News* Respondents' Perception on the Quality of the Newspapers

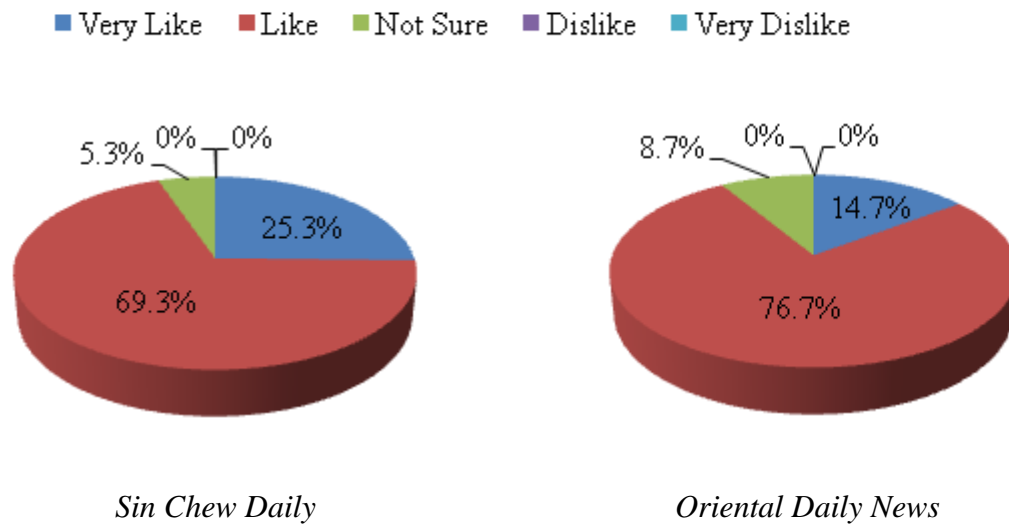
	<i>Sin Chew Daily</i>		<i>Oriental Daily News</i>	
	Frequency	Percent	Frequency	Percent
Very like	38	25.3	22	14.7
Like	104	69.3	115	76.7
Not Sure	8	5.3	13	8.7
Dislike	0	0	0	0
Very dislike	0	0	0	0
Total	150	100	150	100.0

Based on the table above, it clearly proved that more than half of the total respondents from both of these Chinese dailies like the quality of the newspaper which is 104 respondents from *Sin Chew Daily* and 115 respondents from *Oriental Daily News*. 38 respondents from *Sin Chew Daily* very like the quality of the newspaper and this number of respondents are higher compared to *Oriental Daily News* which has 22 respondents who very like the quality of the newspaper.

As for the respondents who choose not sure, *Oriental Daily News* scored higher compared to *Sin Chew Daily* which is 13 compared to 8. None of the

respondents for both of these Chinese dailies dislike and very dislike the quality of the newspaper.

Figure 4.13 *Sin Chew Daily's* and *Oriental Daily News* Respondents' Perception on the Quality of the Newspapers



According to the figure above, it affirmed that *Oriental Daily News* has more respondents like the quality of the newspaper compared to *Sin Chew Daily* which is 76.7 percent compared to 69.3 percent. However, *Sin Chew Daily* has further respondents who very like the quality of the newspaper which is 25.3 percent compared to 14.7 percent of total respondents from *Oriental Daily News*.

As for the respondents who choose not sure, *Oriental Daily News* scored higher as well which is 8.7 percent compared to *Sin Chew Daily* which only

scored 5.3 percent. None of the respondents choose dislike and very dislike the quality for both of these Chinese dailies.

Comparing Differences in Degree of Liking Perceived by Readers over the Quality of Newspaper in Comparison between *Sin Chew Daily* and *Oriental Daily News*

H7A: There will be a significant difference in degree of liking perceived by readers over the quality of newspaper in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.27: Difference in Degree of Liking Perceived by Readers over the Quality of Newspaper in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Group Statistic)

Group Statistics

Type of Newspaper	N	Mean	Std. Deviation	Std. Error Mean
avgquality				
Sin Chew Daily	150	1.8000	.51813	.04230
Oriental Daily News	150	1.9400	.48091	.03927

Table 4.26 and Table 4.27 discussed about the difference in degree of liking perceived by readers over the quality of newspaper in comparison between *Sin Chew Daily* and *Oriental Daily News*. Refer to Table 4.26, it clearly shows that *Oriental Daily News* scored higher mean compared to *Sin Chew Daily*, which is 1.9400 compared to 1.8000.

Table 4.28: Difference in Degree of Liking Perceived by Readers over the Quality of Newspaper in Comparison between *Sin Chew Daily* and *Oriental Daily News*

(Independent Sample Test)

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
avgquality									
Equal variances assumed	9.773	.002	-2.426	298	.016	-.14000	.05772	-.25359	-.02641
Equal variances not assumed			-2.426	296.359	.016	-.14000	.05772	-.25359	-.02641

H7₀: Sin Chew Daily – Oriental Daily News = 0

H7_A: Sin Chew Daily – Oriental Daily News \neq 0

Rule of thumb

: : If $p < 0.05$, Reject H₀

Confidence interval at 95% ($\alpha = 0.05$)

In the Levene's test (Table 4.27), it shown that the p-value is 0.002 which is below 0.05. So the researcher will be using the "Equal variances not assumed". Through Table 4.27, it shown that the p-value (2 tailed) was 0.016 which is lower than the alpha level (0.05), therefore the researcher would reject null hypothesis and do not reject alternate hypothesis.

Hence, the researcher concludes that there is a significant difference in degree of liking perceived by readers over the quality of newspaper between *Sin Chew Daily* and *Oriental Daily News*.

The Five Independent Variables that Contribute towards Public Liking in reading Chinese newspapers in Comparison between *Sin Chew Daily* and *Oriental Daily News*

H8A: The five independent variables will significantly contribute towards public liking in reading Chinese newspapers in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Table 4.29: The Five Independent Variables that Contribute towards Public Liking in reading Chinese newspapers in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Model Summary)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 ^a	.862	.860	.16127

a. Predictors: (Constant), avgbrandpromotion, avgdesign, avgadvertisement, avgpicture, avgcontent

According to Lekulana (2006), R square is a statistical measure of how well a regression line approximates real data points, the closer its R square value is to one, the greater the ability of that model to predict a trend.

Based on the model summary above, it shown that the R Square had successfully scored 0.86 which is 86 percent, at the same time, it clearly revealed that this number is very close to one, this means the five main elements does contributed towards public liking in reading both of these Chinese dailies.

Table 4.30: The Five Independent Variables that Contribute towards Public Liking in reading Chinese newspapers in Comparison between *Sin Chew Daily* and *Oriental Daily News* (Coefficients)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error Std. Error	Beta		
(Constant)	.225	.044		5.104	.000
avgcontent	.127	.030	.132	4.166	.000
avgdesign	.217	.021	.328	10.586	.000
avgpicture	.102	.022	.136	4.592	.000
avgadvertisement	.197	.015	.360	13.496	.000
avgbrandpromotion	.193	.019	.266	9.988	.000

a. Dependent Variable: avglikingelement

Rule of thumb

: : If $p < 0.05$, Reject H_0

The smaller the p-value ($p < 0.05$) and larger the value of t-value, the greater contribution of that predictor.

From Table 4.29, it shown that content [$t = 4.166$, p-value = 0.000 ($p < 0.05$)], design of layout [$t = 10.586$, p-value = 0.000 ($p < 0.05$)], picture [$t = 4.592$, p-value = 0.000 ($p < 0.05$)], advertisement [$t = 13.496$, p-value = 0.000 ($p < 0.05$)] and brand promotion [$t = 9.988$, p-value = 0.000 (< 0.05)] are the significant factors that contribute towards public liking in reading both *Sin Chew Daily* and *Oriental Daily News*. It is because the p-value of content, design of layout, picture, advertisement and brand promotion is below the significant level (0.05), so the researcher could reject the null hypothesis in terms of content, design of layout, picture, advertisement and brand promotion. Through the magnitude of the t-statistic, it revealed that advertisement had a greater impact, followed by design of layout, brand promotion, picture and content.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter will summarize the purpose and objectives of the research study including the discussion of research findings and conclusion, explanation of hypothesis results, limitations of this research study and final conclusion for the entire study. Last of all, recommendation for future research will be included in this chapter as well.

5.2 Summary of findings and conclusion

The purpose of this research is to discover the factors that contribute towards public liking in reading Chinese newspapers in Malaysia where the researcher is comparing two Chinese Dailies which are *Sin Chew Daily* and *Oriental Daily News*. A total of 300 respondents were involved in this research where each 150 respondents for *Sin Chew Daily* and *Oriental Daily News*. 42.7% (64) out of 150 respondents from *Sin Chew Daily* are male respondents and 57.3% (86) of total respondents were female respondents, as for *Oriental Daily News*, 46.7% (70) out of 150 respondents are male respondents and 53.3% (80) were female respondents.

From the survey feedback by the respondents, 38 of total respondents from *Sin Chew Daily* work in government sector, 54 of them work in private sector, four of the respondents are unemployed, 25 of them are self-employed and 10 of total respondents are freelancer and 19 of them already retired. For *Oriental Daily News*, 39 out of 150 respondents work in government sector, 41 of them work in private sector, six of them are unemployed, 23 of them are self-employed, 11 of the respondents are freelancer and the remaining 30 are those who already retired.

Majority of the respondents from *Sin Chew Daily* are *Bachelor Degree* holders (54 of them), similarly to *Oriental Daily News*, the majority of the respondents are also *Bachelor Degree* holders (46 respondents). 49 of the respondents from *Sin Chew Daily* are *Diploma* holders and *Oriental Daily News* has 44 of them for this group. For the *SPM* and *STPM* certificate holders for respondents from *Oriental Daily News*, each of this group has seven respondents. As for *Sin Chew Daily* respondents, eight of them are *SPM* certificate holders and four of them are *STPM* certificate holders. 10 of the respondents from *Oriental Daily News* are *Master Degree* holders while *Sin Chew Daily* has seven of them. Merely two respondents from *Oriental Daily News* are *PHD* holders and *Sin Chew Daily* has three respondents for this group where the number of this group of respondents is slightly higher than *Oriental Daily News*. As for *Professional Qualification*, *Sin Chew Daily* has 17 out 150 total respondents who have this certificate and *Oriental Daily News* has 14 of them. Lastly, 20 respondents from *Oriental Daily News* do not have the above mention certificate and *Sin Chew*

Daily has only eight respondents for this group.

For the income group, majority of *Sin Chew Daily* respondents earn between RM1000 to RM2999 which is 65.3%, similarly to *Oriental Daily News*, majority of the respondents also earn in between this amount every month which is 53.3% of total respondents. 4.7% of the respondents from *Sin Chew Daily* earn less than RM1000 per month, 20% earn between RM3000 to RM4999 and 10% earn more than RM5000 monthly. As for the respondents from *Oriental Daily News*, 8.7% of them earn below RM1000 per month, 28.7% from total 150 respondents earn between RM3000 to RM4999 where the number of this group of people is greater than the number of respondents from *Sin Chew Daily* and 9.3% earn more than RM5000 monthly.

Most of the respondents from *Sin Chew Daily* are aged 20 to 29 year old, which is 55 of total respondents, followed by 52 respondents which are aged 30 to 39 year old. 17 from the total of 150 respondents are aged 40 to 49 year old, 10 of them are aged 60 to 69 and eight of the respondents are aged 50 to 59. The numbers of respondents for aged below 20 and above 70 are the same which is each four of them. For the respondents' age group for *Oriental Daily News*, majority of the respondents are aged 30 to 39 year old which is 43 of them, followed by aged 20 to 29 year old which is 42 of them. The number of respondents for this aged group is slightly lesser than the majority aged group for this newspaper. 26 of the respondents are aged 40 to 49, 17 of them are aged 50 –

59 and 16 of the respondents are aged 60 -69 year old. Only six respondents are aged below 20 and none of the respondents are aged above 70 years old.

As for how long the respondents had read both of these newspapers, majority of the readers of *Sin Chew Daily* had read this newspaper between 6 to 10 years which is 50 of them, followed by 34 of them had read *Sin Chew Daily* between 11 to 15 years, 26 of them had read it between 1 to 5 years and 21 of them had read this newspaper between 16 to 20 years. 19 out of 150 respondents had read this newspaper for more than 20 years. For the respondents who read *Oriental Daily News*, majority of them had read this newspaper between 3 to 4 years which is 39 out of 150 total respondents, followed by 36 of them had read it between 1 to 2 years. 18 from total respondents had read it between 5 to 6 years and 24 of them read it less than a year. However, there are still 33 respondents had read *Oriental Daily New* for more than six years.

5.3 Explanation of Hypothesis Results

H10: There is no significant difference in degree of liking perceived by readers over published content in comparison between *Sin Chew Daily* and *Oriental Daily News*.

The study result indicates that the content of both of these Chinese newspapers does not significantly contribute to the difference in the degree of liking for both of these Chinese dailies' readers. The degree of liking for each of the element in the content is almost the same, just slightly different. According to the survey, for instance, in comparing the number of respondents, *Oriental Daily News* has more respondents like its main paper, *Metro*, *Oriental Life*, extra segment, headline, political news, social news, education news, government policy news, automotive information, lifestyle reporting, reporting style, length of the news and credibility of news. As for *Sin Chew Daily*, it has more readers like its *Sin Chew Entertainment*, caption news, comic news, feature news, comics and writing style. For the remaining content elements, the degree of liking for both of these Chinese dailies mostly is the same.

According to the Media Management Center at Northwestern University (2001), what makes reader more satisfied in reading a newspaper is based on story theme, origin, geographic focus, news style, visual complexity, front page diversity, overall counts and content organization.

As mention in the previous chapter, according to Brandt, 2004, (as cited in Stepp, 2004), readers will choose the newspapers according to their interests and look for the newspapers which are able to provide the information they cannot get from other source of information. In short, people will go for the newspapers which can suit their taste in gaining information. For both of these Chinese dailies, each of the newspaper had its own way of presenting the news. The content might be similar, especially national news, but the way of writing and reporting might be different, some news might be reported in straight forward form, some might be inverted pyramid style and some might write it in more feature style. Same as the content, some might heavily focus on political news, some might focus on local development, or some might reported the news fairly without focus more on any specific type of news. This is depends on readers' demand and choice. For instance, if the readers very like or solely like to read political news, they might choose to read *Oriental Daily News*.

Based on some of *Sin Chew Daily* respondents' comment in the survey, most of the readers like to read *Sin Chew Daily* is because of the variety of the content in this newspaper. For them, the news in *Sin Chew Daily* is more compared to some other local Chinese dailies. Some of them like to read it because of the sufficient information, easy to understand its content and high credibility, and some of them like to read its exclusive news because of its in-depth reporting. Other than that, some of the readers also like the extra segment of this newspaper such as in terms of education guideline where the readers can

easily look for education information in that extra segment. As for *Oriental Daily News* readers, most of the readers like to read it because the news reports are neutral without bias. For them, the news angle for this newspaper is different from others. Politic news also one of the reasons why readers choose to read this newspaper because it heavily focuses on this type of news. Some readers prefer to read *Oriental Daily News* because of its interesting content, easy to understand and straight forward.

H20: There is no significant difference in degree of liking perceived by readers over the design of layout in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Through the finding result, it shows that the design of layout does not significantly contribute to the difference in the degree of liking for both of these Chinese dailies' readers. The numbers of respondents in the degree of liking over the design of layout for both of these Chinese dailies are slightly different, however, based on the survey result, if calculated prudently, *Oriental Daily News* has more readers like its way of positioning the news and the size of the newspaper, as for *Sin Chew Daily*, most of its readers like the way of positioning the picture. The numbers of readers for both of these Chinese dailies in degree of liking the way of positioning the advertisement are fair.

Comparing both *Sin Chew Daily* and *Oriental Daily News*, since the size for both of these newspapers are different, the design of newspaper layout is different as well. For instance, *Oriental Daily News* publishes less or smaller picture due to the newspaper space constrain, *Sin Chew Daily* have more news, more picture, more advertisement and well organize since they have larger and more space in the newspaper. The result are quite surprising because the size of *Oriental Daily News* newspaper are smaller, the content might be limited, however more readers prefer this newspaper in terms of its way of positioning the news and size of the newspaper compared to *Sin Chew Daily*.

According to Conner (2001), there are 10 important elements in layout design: contrast, which means contrast the size of the elements on a page. For instance in terms of font so that readers can easily differentiate headline and news; alignment, which mean do not just put graphic anywhere and make sure both graphics and text visually link with other elements; repetition, which means to repeat certain elements for emphasis and be consistent; proximity, which is put the contact information in the same area such as using same type size to make it a single visual unit; neat, which is consider putting a header on each page rather than a footer such as name of the publication, date of issue and page number; put in right position, for example, eye tends to go first to take upper left and lower right corners of a page or spread, by taking advantage of this tendency, important news or information should be put in one or both of that positions; be realistic, put something informative in valuable space such as “turn to page X” when an article

flows from one facing page to the next and avoid more than one jump because readers might feel annoying; include photos, get an action shot and avoid static line-ups of people grinning at the camera and include informative caption.

Cooner (2001) added clip art can be effective if it is tasteful and sized appropriately, if use a graphic, large size will give more impact; consistent design, where readers know where to find what they are looking for, Conner (2001) explained occasional changes is also good because may give the publication a fresh feeling; avoid the gray-page syndrome, wisely apply those sidebars, drop caps, pull quotes bullet etc. because simpler designs impact readers more than distracting and complicated layouts.

As was mention in the earlier chapter, Prabha Unnithan (2012) stated operations and layout play the important role in attracting readers to read the newspaper, Tronbacke (1996) emphasizes the layout of a newspaper is almost as important as content where it has to be clear and comfortable for the readers to continue reading a newspaper while Hansen, 1994 (as cited in Holmqvist and Wartenberg, 2005) stresses the important of designing the newspaper layout will helps the reader to prioritize among all the information on the spread. Though the size and layout for both of these Chinese Dailies are totally different, where *Sin Chew Daily* is in broadsheet form and *Oriental Daily News* is tabloid size, however due to certain reasons, it shows that size and design of layout does not really matter because they have their own reason why they like to read their

choice of newspaper.

Holmqvist, 2003 (as cited in Holmqvist and Wartenberg, 2005) in previous chapter clarify that readers significantly spent more time on broadsheet than on tabloid since broadsheet spreads are twice as large and have more text, the researcher added broadsheet spreads receive more attention in virtue of size but tabloid spreads get more attention per unit of paper surface and tabloid in this sense make more efficient use of paper than broadsheet. Interpreting the survey result, for *Sin Chew Daily* readers, they like to read this newspaper because the content are well organize and comfortable to read, other than that, for them, broadsheet newspaper contain more news. Some of them like the size and layout of the newspaper because they use to read newspaper in broadsheet form. As for *Oriental Daily News* readers, tabloid size newspaper is more easy and convenient to bring and read it everywhere. Furthermore, it is more comfortable to read because less complexity. Some of the readers choose to read this newspaper because they can easily found what they want because the content not as much as other Chinese dailies.

H30: There is no significant difference in degree of liking perceived by readers over picture in comparison between *Sin Chew Daily* and *Oriental Daily News*.

From the responses of the respondents, the result shows that the picture does not significantly contribute to the difference in the degree of liking for both of these Chinese dailies' readers. Basically there is not much different in terms of the degree of liking for both of these Chinese dailies' readers, if analyze cautiously, *Oriental Daily News* have more readers like the attractiveness of the picture from the newspaper compared to *Sin Chew Daily*'s readers, same for the quality of picture's color and comprehensible of the picture. As for the size of the picture and captions of picture, *Sin Chew Daily* has more readers like both of this element compared to *Oriental Daily News*' readers.

According to Kivekas (2006), if a photo is interesting enough, the reader will stop to it and read the caption and if the interest stays there the title of the article is read next. Kivekas (2006) stated people are busy and fundamentally lazy. They seek information via the way which is the most effortless and this cause the photos become primary importance. Moreover, a picture is worth a thousand words where a picture tells a story just as well as a large amount of descriptive text (Martin, 2010).

Comparing the pictures for both of these Chinese Dailies, actually the way of presenting the pictures are almost the same, it mainly depends on the quantity and quality of picture, size and its caption to attract the readers. Based on the content analysis done by the researcher comparing the pictures in both of these Chinese dailies, the researcher found out that the number of picture is actually depends on the newspaper's segment and the day it distributed. For instance, *Oriental Life* has more pictures compared to *Sin Chew Plus* during weekend, *Sin Chew Entertainment* has lesser picture compared to *Entertainment* in *Oriental Daily* during weekend, *Sin Chew Daily* has more pictures in *Sin Chew Sport* and *Sin Chew Business* compared to *Oriental Daily News*, however *Oriental Daily News* has a privilege for its newspaper in terms of its business segment where the newspaper do distribute the business segment in Sunday where *Sin Chew Daily* do not have. Both of these Chinese dailies has more medium picture in each of its newspaper and basically the pictures are clear and printed in color.

Hansen, 1994 (as cited in Holmqvist and Wartenberg, 2005) in earlier chapter indicated pictures are seen first, then icon and graphics, followed by headlines of different sizes and text, with form item being observed last, Tronbacke (1996) mentioned a picture which concretely portrays that which is described in the text improves understanding and clarifies the message of the text, at the same time; a good picture can strengthen the readers' feeling yet must agree with the text. Through the respondents' feedback, majority of *Sin Chew Daily's* respondents like the pictures in the newspaper due to the quantity of the picture.

Some of them like it because the picture was clear enough and was presented in good quality. Some of the respondents like it for the reason that the picture is big enough for them to see. As for *Oriental Daily News*' readers, the respondents like the newspaper's picture because it was clear enough and attractive. Some of them like it due to its caption which is nice description and easy to understand.

H4A: There is a significant difference in degree of liking perceived by readers over advertisement in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Through the findings, it shows that *Sin Chew Daily*'s advertisement contribute much higher degree of liking to its readers compared to *Oriental Daily News*. The differences are obvious in terms of both variety and number of advertisement where *Sin Chew Daily* has 38 respondents who very like and 82 respondents who like the variety of advertisement of its newspaper and *Oriental Daily News* have only 18 respondents who very like and 74 respondents who like the variety of its newspaper. As for the degree of liking for the number of advertisement, there is also a big gap between both of these Chinese dailies where *Sin Chew Daily* has 45 respondents who very like the number of advertisement in its newspaper and *Oriental Daily News* has only 20 respondents who very like it.

Hamlett (2010) explained a newspaper advertisement can be an effective way to increase its sales but must consider two important elements before placing

the advertisements. The most important element is the newspaper's target market. If the newspaper is not read by the people who need the product or service the most, the advertisement will not be effective. The other important consideration is the design of the advertisement. Investing the time and money in designing an effective advertisement will grow the newspaper business in the long run (Hamlett, 2010).

According to Pulse Research Statewide Market Survey (2007), consumers rely on newspaper when they need to make an informed choice of purchasing and servicing. They rely on newspapers nearly 3 times more than the nearest media option such as TV and radio. Furthermore, unlike some media, whose advertising message may be gone in 60-seconds, newspaper has staying power where readers can keep the advertisement information for few days or even longer (Pulse Research Statewide Market Survey, 2007).

Manning (2001) stated advertising contribute 50 per cent to 70 per cent of newspaper profits. This dependency has further exacerbated the trend towards the concentration of ownership because larger newspaper groups with bigger slices of readership are more attractive to advertiser (Humphreys, 1994, as cited in Manning, 2001).

Based on the result of content analysis done by the researcher in terms of the advertisement in both of these Chinese dailies, it shows that *Oriental Daily*

News' advertisements are far lesser than *Sin Chew Daily*, especially the advertisement in main paper and *Metro*. The differences between the total numbers of advertisement in both of these newspapers even reach up to more than 20 advertisements per day for both of these major segments.

Although both of these Chinese dailies has different age group of target audience, however, like what was stated above, readers are rely on advertisements to get information of products and services. Due to the quantity of advertisement in *Oriental Daily News*, it has cause less readers like its advertisement compared to *Sin Chew Daily*. As was stated by Humphreys, 1994 (as cited in Manning, 2001), the concentration of ownership which is *Sin Chew Daily* and other Chinese press has beat *Oriental Daily News* in terms of advertisement. This might affect the newspaper circulation as well.

Widman and Polansky, 1990 (as cited in Holmqvist and Wartenberg, 2005) in preceding chapter insist that newspaper advertisement is one of the factor which attract readers in reading newspaper, the bigger the advertisement, the more likely that it seen and the more likely to remembered. Smith, 2008 in previous chapter also stated many people rely on advertisement to find the information which related to their daily life, such as when the next sale is coming out. Based on the respondents' feedback, the major reason that makes *Sin Chew Daily*'s respondents like its advertisement is because of the variety and number of the advertisements in this newspaper. Some respondents like it by giving the

reason of many color and clear advertisements can be seen in this newspaper and some of them like it due to more job opportunity can be found. As for the feedback from *Oriental Daily News*' respondents, certain respondents like the advertisement of this newspaper because the classified are printed neat and nicely, it is easier and convenient for them to search for what they want. As for some of them, the number and variety of advertisement in *Oriental Daily News* is fair enough.

H5A: There is a significant difference in degree of liking perceived by readers over brand promotion in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Based on the finding result, *Sin Chew Daily*'s brand promotion contribute greater degree of liking to its readers compared to *Oriental Daily News*. The main reason which has caused such a big gap in the degree of liking in comparing both of these Chinese dailies is due to the availability of both of these newspapers. 93 respondents from *Sin Chew Daily* very like the availability of *Sin Chew Daily*, as for *Oriental Daily News*, only 38 of them very like the availability of the newspaper. For the remaining three types of brand promotion, other than the degree of liking of newspaper participate in community services and activities; and the degree of liking of the newspaper organize the competition which has slightly different in terms of the number of respondents, the degree of liking of the newspaper sponsor in community service and activities also shown quite a big

difference in terms of number of respondents in comparing both of these Chinese dailies where *Sin Chew Daily* has 45 respondents very like its newspaper sponsor in community services and activities and *Oriental Daily News* only has 25 of them.

As was mentioned in the previous chapter, according to Maney (1997), the press must be good in the minds of the audience's overall image because this image is the audience for the systematic review of the news media, including the quality, reliability of information dissemination, social responsibility and public attitudes, and so on. That is why the news media need to expand awareness and improve the reputation of a shortcut is to take the initiative to plan, organize beneficial to society, social activities beneficial to the people and make it a news event widespread concern which can be widely disseminated.

Maney (1997) in earlier chapter also added at the same time, the press must be for the audience to provide convenient and diversified services such as take the audience prize quiz, the core of its service is friendly, convenient, efficient, in a sense, the role of feeling of accomplishment. In short, media planning for these activities provide a real service to the audience, but also won the audience's trust and establish its own brand image. Through the result of content analysis did by the researcher and feedback from the respondents, the researcher found out that *Sin Chew Daily* does actively participate and sponsor in community services and activities which has make them more famous among the

Chinese dailies in Malaysia because through the community services and activities, the newspaper are able to provide more news and create awareness among the society.

Other than that, *Sin Chew Daily* also provides many quizzes with fabulous price such as travel to overseas. As for *Oriental Daily News*, most of the times readers will only get product as gift by participate in the competition which was organized by the newspaper. Availability also one of the reason that make *Sin Chew Daily* has higher readership because readers can easily get this newspaper anywhere, but for *Oriental Daily News*, it only available in selected area and store.

Through readers' feedback in the survey, other than the availability of the newspaper, the foremost reason which has caused *Sin Chew Daily* has higher degree of liking in its brand promotion is because of its night version newspaper where *Oriental Daily News* does not have it. Night version newspaper is equal to the next day newspaper; however, it might have certain changes in terms of news and information in the next day. Normally the night version newspaper have lesser news compared to the next day newspaper because the news agency might add more news after publish the night version newspaper (night version newspaper can be sold around 8pm) or changes of information or correction of information. Other than that, free gift from the newspaper and prizes of winning the competition become the reason of readers like *Sin Chew Daily's* brand promotion.

As for *Oriental Daily News*, certain respondents like and support the news agency participate in Chinese community services and activities such as give seminar and talk, some of them like its free gift and for some of them, this newspaper is easy to purchase and sometimes can get it in cheaper price.

H6A: There is no significant difference in degree of liking perceived by readers over the five independent variables in comparison between *Sin Chew Daily* and *Oriental Daily News*.

From the survey results, it shown that there is no significant difference in degree of liking perceived by readers over the five independent variables, which is content, design of layout, picture, advertisement and brand promotion in comparing both *Sin Chew Daily* and *Oriental Daily News*.

Although both of these Chinese dailies has some differences in terms of its content, such as way of presenting the news; different design of layout where *Sin Chew Daily* are in broadsheet and *Oriental Daily News* are in tabloid size; different in terms of quality and quantity of picture where *Sin Chew Daily* has much more pictures compared to *Oriental Daily News*; different in advertisement in terms of quantity and different in terms of its brand promotion where *Sin Chew Daily* has working hard on its brand promotion by contribute more to the society in terms of participate and sponsor in community services and activities including giving out more gifts and prizes to its readers compared to *Oriental Daily News*,

however, both of these Chinese dailies' readers still have their own reason by like to read their favorite newspaper.

Everybody has different degree of liking, as was stated in the Uses and Gratification theory in the previous chapter, audiences tend to seek for what they want and expect from the media. Through this study, for instance, readers might choose to read *Oriental Daily News* if he or she is a readers who is heavily focus on political news, or, a person choose to read *Oriental Daily News* due to its tabloid size newspaper because it is easy for them to bring it everywhere; as for those who tend to look for job opportunity and goods promotion other than want to read the content of the newspaper, he or she might choose to read *Sin Chew Daily*.

In short, it is depends on what the readers want and expect from the newspaper. That is why it is important to know and understand the readers' demand. If the newspaper can tackle and know readers needs and expectation, the newspaper can easily attract more readers and increase its circulation.

H7A: There is a significant difference in degree of liking perceived by readers over the quality of newspaper in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Regarding the quality of newspaper, the result indicates that there is a significant difference in degree of liking perceived by readers over the quality of newspaper in comparing both of these Chinese dailies.

38 respondents from *Sin Chew Daily* very like the quality of this newspaper and *Oriental Daily News* has 22 of them very like the quality of the newspaper. Although there is not much diverse in terms of number of respondents who very like the quality of these newspapers, however this has shown that more respondents from *Sin Chew Daily* are satisfied with the quality of newspaper compared to *Oriental Daily News*.

According to the content analysis's result did by the researcher, *Sin Chew Daily* does have a better quality of newspaper compared to *Oriental Daily News* especially in terms of content, picture and advertisement (refer to appendix C and D).

However, it is undeniable that more respondents very like the quality of *Sin Chew Daily* because there is so many things can be found in this newspaper, not only more news and more advertisement, but also more extra segment.

Although *Sin Chew Daily* has much higher circulation and more readers compared to *Oriental Daily News*, nevertheless, *Oriental Daily News* still have its own market due to its news and angle of reporting which has cause this newspaper still can survive in the society.

H8A: The five independent variables will significantly contribute towards public liking in reading Chinese newspapers in comparison between *Sin Chew Daily* and *Oriental Daily News*.

Through the survey result, it shows that the five independent variables which is content, design of layout, picture, advertisement and brand promotion does significantly contribute towards public liking in reading both *Sin Chew Daily* and *Oriental Daily News*.

As was mention in Chapter Two from various researchers, these five elements play an important role in newspaper to attract its readers. News' content have to be very interesting and fulfill public demand, however, sometimes readers not solely read the news only, they also very particular in looking at the pictures and its caption because a picture is worth a thousand words. A news or story can also become stronger and meaningful if the picture are capture nicely together with it captions.

Baker (2007) stated that until today there is still some people are illiterate, although they could not read well, at least they still can look for the picture and understand what is the story is about. Baker (2007) added by including the pictures, it can actually help the illiterate readers understand what was happening. As the result shows, bigger and colorful pictures also play an important role in attracting readers to read the newspaper, as was mention by Holmqvist and Wartenberg (2005) in the previous chapter.

Other than that, readers will also look at other elements which is advertisement such as what is the new product coming up in the society, what is the latest promotion for the latest product and which company need to hire employee because newspaper has provided so much information for the readers regarding what they want. By reading the news in the newspaper, at the same time readers can also get other extra information they need. As was mention above through Pulse Research Statewide Market Survey (2007), consumer does pay attention on the advertisement in the newspaper to get good stuff for them, which is why advertisement plays an important role in a newspaper to attract the readers.

Of course, the design of layout is also important because the newspaper have to make sure readers are comfortable when reading the newspaper. It is very hard to attract readers to read a newspaper if the layout does not well arrange, such as the news and picture was arrange in massy and complex way. As what was stated by Holmqvist and Wartenberg (2005) in Chapter Two regarding the

eye-tracking perspective, the newspaper have to concern and study regarding how to catch readers eye while they reading the newspaper. Suitable placement and position will make readers more comfortable in reading and when the degree of liking was increase, the popularity and circulation will increase as well.

As for the brand promotion, it is very important for a newspaper to build up its brand name in readers' mind. To achieve this, the newspaper has to put more effort to make sure the community knows that the newspaper do concern about the society. For instance, *Sin Chew* "*Hua Zong (Floral Trail) Literature Award*" which was established in 1991 to encourage the Chinese community to develop a love for its culture and language; and also organized "*Filial Piety Celebration Night/ Song He Zhi Ye*" for over 17 years to embrace and promote the value of elderly care to the public; other than that *Sin Chew Daily* has also launched the "*We Care*" project, a social caring project to provide education opportunities to those in need, targeting local students, from underprivileged background or suffered from disabilities, regardless of their ethnicity.

Kuik Cheng Kang (2010), Executive Editor-in-chief from *Sin Chew Daily* stated that *Sin Chew Daily* not only plays the role of reporting news, but also actively participate in social responsibility activities to serve the public and stands together with the public. As for *Oriental Daily News*, the newspaper also participated in organizing the project to serve the community such as give seminar and course to university students. For instance, since 2006, *Oriental Daily News*

has organized a few seminar and courses in UCSI University regarding education and public awareness.

Through the magnitude of the t-statistic, it revealed that advertisement had a greater impact, followed by design of layout, brand promotion, picture and content. From there, it shows that advertisements plays an important role in newspaper and do affect the readership for both of this newspaper. *Oriental Daily News* was left behind because this research clearly shown that *Sin Chew Daily* has much more advertisement compared to *Oriental Daily News*.

As was mentioned by Hamlett (2010) and Manning (2001), readers tend to look for latest products and services through the advertisement while reading the newspaper because much information can be found. For instance, job opportunity. There are a lot of job opportunity can be found in the newspaper. Of course readers can choose to search it online such as surf in *www.jobstreet.com* since internet are the latest technology and was widely use around the world, however, it is not as convenient as newspaper because if people choose to search job online, computer and internet is needed, what happen to those who do not have computer or internet access? And for those who cannot afford to have the both computer and internet access? Or for those stay in the place or area that do not have the internet coverage?

Although electronic media does bring a lot of convenient to the people in the society, however, printed media still have its own value because there are still people who rely on it. That is why other than advertise in new media, many companies still choose to advertise in newspaper because of newspaper purchasing power.

5.4 Limitations of Study

This research study is constrained by several factors such as respondents and financial budget. The main problem was financial budget which is a barrier for the researcher to distribute hardcopy questionnaire for larger sample size of respondents. Therefore the researcher is unable to reach a larger number of respondents to produce results that gives better representation of readers of *Sin Chew Daily* and *Oriental Daily News*.

Other than that, respondents' age group is also another problem faced by the researcher in this study especially for age group below 20 and above 70. Most of them are not willing to help when the researcher ask them to fill up the survey questionnaire by giving different kind of excuses. This has caused the researcher to have only a small amount of respondent for both of this age group.

As for both of these newspapers' target respondents, the researcher encountered the difficulty to get readers from *Oriental Daily News* compared to

Sin Chew Daily readers. This is because *Sin Chew Daily* has much higher circulation compared to *Oriental Daily News*. The researcher spends two times more effort to distribute the survey questionnaire to *Oriental Daily News*' respondents compared to *Sin Chew Daily*'s respondents.

5.5 Recommendations for Future Research

This study is mainly analyzing the factors that contribute towards public liking in reading both *Sin Chew Daily* and *Oriental Daily News*; also to investigate whether the five independent variables will significantly contribute towards public liking in reading both of these Chinese dailies and which independent variable have greater impact in affecting public liking in reading both *Sin Chew Daily* and *Oriental Daily News*. However, if there is a research that aims to study similar topic to this research in the future, it is recommended that:

1. The researcher should plan and earmark sufficient resources and time frame in conducting the survey by using a combination of “paper and pen” survey and online survey approach to expand the access to every locality within Malaysia.

Since nowadays internet is widely used in the society, so it is encouraged that online survey should be included in the research study. By conducting survey online, it does not only can reach more target audience but at the same time it can also save time and cost where the researcher no longer need to travel around to

distribute the survey, Also, the researcher can save the cost of printing out the survey form. Furthermore, by conducting the survey online, the researcher can send out more survey questionnaires and reach the target audience fast. It is also convenient for the target audience and the researcher in terms of sending and receiving the survey through internet. However, “paper and pen” survey is also important especially for the older or conventional newspaper readers and for those who do not have internet service or stay in the rural area. That is why combination of both type of survey is strongly encouraged.

2. For more in-depth study, the researcher can choose to focus mainly on ONE independent variable to get more accurate result in comparing the degree of liking for both of the newspaper’s readers. For instance, the research can focus solely on the content such as comparing the degree of liking for political news, economy news, social news and so on.

3. The researcher also recommends conducting a research on this topic again once *Oriental Daily News* has more and higher circulation, especially in Selangor and Wilayah Persekutuan area. Currently the newspaper highest circulation range is in Selangor and Wilayah Persekutuan area and the circulations in other states are far lesser. Therefore, a research should be conducted again to investigate the new scenario when *Oriental Daily News* has increased their circulation to every state in Malaysia.

Overall, the researcher expected the result will be more precise if the above measures are taken into consideration and sufficient resources are allocated for future research. Furthermore, *Oriental Daily News* has increased its circulation compared to previous year, so a research should be conducted again to discover the new scenario of the newspaper industry in Malaysia, at the same time can also discover the major factors that actually help in increasing the newspaper circulation.

5.6 Conclusion

The five independent variables are significantly contributed towards public liking in reading Chinese newspapers in comparison between *Sin Chew Daily* and *Oriental Daily News*. Both of these Chinese dailies have different ways and angles in presenting the news, different type of design of layout, different quality of capturing the pictures, different quantity of advertisement and different ways of brand promotion.

Although *Sin Chew Daily* has much more content compared to *Oriental Daily News*, however, there are still some readers who prefer to read *Oriental Daily News* due to certain reasons, such as its political news and its design of layout. Both of these newspapers have their own features which will attract the readers, in short, it depends on reader's demand and whether the newspaper can fulfill what its readers like and expect from the newspaper.

Nevertheless, *Oriental Daily News* has to work more in its advertisements and brand promotion part is because it will affect its overall quality of newspaper. The newspaper should work hard to get more advertisements to be published in the newspaper because nowadays people do not only rely on advertisements to get the best offer of goods for themselves.

As for brand promotion, other than advertisement through electronic and printed media, it is important as well because strong brand promotion, such as by participating and sponsoring in the community services, the newspaper not only can advertise for itself and boost up its popularity, at the same time, it can also creating awareness to people or readers on what the company had contribute to the community and the society. When the newspaper is successfully creating awareness to the public, for those who really concern, they will take part and support the newspaper as they can also participate in contributing their efforts to the society.

For instance, like what *Sin Chew Daily* does, the newspaper will attach or publish a form in the newspaper where readers can cut out the form, fill it and post it back to the news agency to help those who in need, such as in supporting rural area children to study through several ways such as through money order or bank draft. For those readers who are willing to help, they will get the newspaper and get the form because other than gaining information and knowledge through the newspaper, at the same time they also can help those who are in need.

In short, to boost up the newspaper circulation and gain higher popularity, *Oriental Daily News* has to work hard to achieve this target. As for *Sin Chew Daily*, although the newspaper remain as the highest circulation among all the Chinese newspapers, however, it still has to work hard as well as to maintain or increase its quality of newspaper so that readers will keep on supporting and be loyal to the newspaper.

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Appendix A

Sample of Questionnaires (Sin Chew Daily)



您好，我是拉曼大学大众传播学硕士研究生鄢励琍。目前正在进行专案研究，题目为《读者对阅读华文报章选择的偏好因素：星洲日报与东方日报比较分析》。

为了达到完善的研究结果，本研究报告极需您提供宝贵的意见。请依据个人看法在每栏项目仔细作答。所有作答内容纯粹作为学术用途，因此您所提供的个人资料与意见也将完全获得保密。恳切希望得到您的协助，谢谢。

My name is Lily Yean, currently pursuing Master of Communication at Universiti Tunku Abdul Rahman (UTAR). I am conducting a research on “Factors Contribute towards Public Liking in Reading Chinese Newspaper: A comparative Study between Sin Chew Daily and Oriental Daily News”. Kindly fill up the following questionnaire in order to make this research possible. This research is strictly for academic purposes only and the information you provide is kept confidential at all times. Your cooperation is highly appreciated. Thank you.

A/ Section A

请在选项打 (✓) : /Please tick (✓) the following:

1. 性别/Gender

男/Male 女/Female

2. 职业/ Profession

就业/ Employed 政府部门/ Government sector

私营部门/ Private sector

失业/ Unemployed 自雇/ Self-employed

自由职业/ Freelancer

3. 最高学历资格/Highest Education Level

SPM STPM 文凭/Diploma 学士/Bachelor Degree

硕士/Master Degree 博士/ Doctorate 退休人士/Retired

专业技术资格/Professional Qualification 以上皆不是/ None of
the above

4. 每月收入/ Monthly Income

< RM1000 RM1001 – RM3000 RM3001 – RM5000

> RM5000

5. 年龄/ Age

<20 20 - 29 30 - 39 40 - 49 50 - 59 60 - 69

>70

6. 阅读星洲日报年份/Year of reading Sin Chew Daily

1 - 5 年/years 6 - 10 年/years 11 - 15 年/years

16 - 20 年/years

>20 年/years

B/Section B

内容/Content

请在 1 至 5 之间，选择您的喜好等级/ *Select your liking using a 1-5 scale*

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
内容 Content	1	2	3	4	5
7. 主要新闻版 Main paper	1	2	3	4	5
8. 大都会 Metro Edition	1	2	3	4	5
9. 活力副刊 Sin Chew Plus	1	2	3	4	5
10. 娱乐 Sin Chew Entertainment	1	2	3	4	5

11. 特辑 Extra segment	1	2	3	4	5
12. 标题 Headlines	1	2	3	4	5
13. 政治新闻 Political news	1	2	3	4	5
14. 社会新闻 Social news	1	2	3	4	5
15. 教育新闻 Education news	1	2	3	4	5
16. 政府政策新闻 Government policy news	1	2	3	4	5
17. 健康资讯 Health information	1	2	3	4	5

18. 旅游资讯 Travel information	1	2	3	4	5
19. 科技新闻 Technology news	1	2	3	4	5
20. 汽车资讯 Automobile information	1	2	3	4	5
21. 独家新闻 Exclusive news	1	2	3	4	5
22. 图与文 Caption news	1	2	3	4	5
23. 漫画新闻 Comic news	1	2	3	4	5
24. 专题新闻 Feature news	1	2	3	4	5
25. 生活资讯报导 Lifestyle Reporting	1	2	3	4	5

26. 漫画 Comics	1	2	3	4	5
27. 报导方式 Reporting style	1	2	3	4	5
28. 文字使用风格 Writing Style	1	2	3	4	5
29. 新闻长度 Length of the news	1	2	3	4	5
30. 新闻可信度 Credibility of news	1	2	3	4	5

我喜欢阅读星洲日报的内容，因为/ I prefer reading the content of Sin Chew

Daily because

排版设计/Design of layout

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
排版设计 Design of layout	1	2	3	4	5
31. 新闻排版方式 Way of positioning the news	1	2	3	4	5
32. 图片排版方式 Way of positioning the picture	1	2	3	4	5
33. 广告排版方式 Way of positioning the advertisements	1	2	3	4	5

34. 报纸尺寸					
Size of this newspaper	1	2	3	4	5

我觉得星洲日报的排版设计具有吸引力，因为/ I found the layout design of Sin Chew Daily was attractive because

图片/Picture

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
图片 Pictures	1	2	3	4	5
35. 图片的吸引力 Attractiveness of pictures	1	2	3	4	5
36. 图片颜色的质 量 Quality of the pictures' color	1	2	3	4	5
37. 图片的清晰度 Comprehensible (clear) of pictures	1	2	3	4	5

38. 图片尺寸 Size of the pictures	1	2	3	4	5
39. 图说 Captions of the pictures	1	2	3	4	5

我觉得星洲日报的图片吸引我, 因为/ The pictures of Sin Chew Daily attracts me because

广告/Advertisement

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
广告 Advertisements	1	2	3	4	5
40. 广告多样化/ Variety of advertisements	1	2	3	4	5
41. 广告数量/ Number of advertisements	1	2	3	4	5

我喜欢在星洲日报寻找广告，因为/ I like to look for the advertisement in Sin Chew Daily because

品牌推广/Brand promotion

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
品牌推广 Brand promotion	1	2	3	4	5
42. 参与社区服 务与活动 Participates in community services and activities	1	2	3	4	5
43. 赞助许多社 区服务与活 动/ Sponsors community services and activities	1	2	3	4	5

44. 举办很多竞赛 Organizes competitions	1	2	3	4	5
45. 方便购买 Availability	1	2	3	4	5

我喜欢星洲日报的品牌推广，因为/ I like the way Sin Chew Daily works in its brand promotion because

46. 总体而言，你如何看待星洲日报报纸的质量？

Overall, how do you perceive the quality of the newspaper for Sin Chew Daily?

非常好/Very Good

好/Good

中等 /Neutral

不好/Bad

非常不好/Very Bad

完

End

Appendix B

Sample of Questionnaires (Oriental Daily News)



您好，我是拉曼大学大众传播学硕士研究生鄢励琍。目前正在进行专案研究，题目为《读者对阅读华文报章选择的偏好因素：星洲日报与东方日报比较分析》。

为了达到完善的研究结果，本研究报告极需您提供宝贵的意见。请依据个人看法在每栏项目仔细作答。所有作答内容纯粹作为学术用途，因此您所提供的个人资料与意见也将完全获得保密。恳切希望得到您的协助，谢谢。

My name is Lily Yean, currently pursuing Master of Communication at Universiti Tunku Abdul Rahman (UTAR). I am conducting a research on “Factors Contribute towards Public Liking in Reading Chinese Newspaper: A comparative Study between Sin Chew Daily and Oriental Daily News”. Kindly fill up the following questionnaire in order to make this research possible. This research is strictly for academic purposes only and the information you provide is kept confidential at all times. Your cooperation is highly appreciated. Thank you.

A/ Section A

请在选项打 (√) : /Please tick (√) the following:

6. 性别/Gender

男/Male 女/Female

7. 职业/ Profession

就业/ Employed 政府部门/ Government sector

私营部门/ Private sector

失业/ Unemployed 自雇/ Self-employed

自由职业/ Freelancer

8. 最高学历资格/Highest Education Level

SPM STPM 文凭/Diploma 学士/Bachelor Degree

硕士/Master Degree 博士/ Doctorate 退休人士/Retired

专业技术资格/Professional Qualification 以上皆不是/ None of
the above

9. 每月收入/ Monthly Income

< RM1000 RM1001 – RM3000 RM3001 – RM5000

> RM5000

10. 年龄/ Age

<20 20 - 29 30 - 39 40 - 49 50 - 59 60 - 69

>70

6. 阅读东方日报年份/Year of reading Oriental Daily News

1 - 2 年/years 2 - 3 年/years 3 - 4 年/years 5 - 6 年/years

>6 年/years

B/Section B

内容/Content

请在 1 至 5 之间, 选择您的喜好等级/ *Select your liking using a 1-5 scale*

我喜欢阅读这份报纸是因为: / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
内容 Content	1	2	3	4	5
7. 主要新闻版 Main paper	1	2	3	4	5
8. 东方前线 Metro	1	2	3	4	5
9. 东方生活/ Oriental Life	1	2	3	4	5
10. 娱乐/ Entertainment	1	2	3	4	5
11. 特辑 Extra segment	1	2	3	4	5

12. 标题 Headlines	1	2	3	4	5
13. 政治新闻 Political news	1	2	3	4	5
14. 社会新闻 Social news	1	2	3	4	5
15. 教育新闻 Education news	1	2	3	4	5
16. 政府政策新闻 Government policy news	1	2	3	4	5
17. 健康资讯 Health information	1	2	3	4	5
18. 旅游资讯 Travel information	1	2	3	4	5
19. 科技新闻 Technology News	1	2	3	4	5
20. 汽车资讯					

Automobile information	1	2	3	4	5
21. 独家新闻 Exclusive news	1	2	3	4	5
22. 图与文 Caption news	1	2	3	4	5
23. 漫画新闻 Comic news	1	2	3	4	5
24. 专题新闻 Feature news	1	2	3	4	5
25. 生活资讯报导 Lifestyle Reporting	1	2	3	4	5
26. 漫画 Comics	1	2	3	4	5
27. 报导方式 Reporting style	1	2	3	4	5
28. 文字使用风格 Writing	1	2	3	4	5

Style					
29. 新闻长度 Length of the news	1	2	3	4	5
30. 新闻可信度 Credibility of news	1	2	3	4	5

我喜欢阅读东方日报的内容，因为/ I prefer reading the content of Oriental

Daily News because

排版设计/Design of layout

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
排版设计 Design of layout	1	2	3	4	5
31. 新闻排版方式 Way of positioning the news	1	2	3	4	5
32. 图片排版方式 Way of positioning the picture	1	2	3	4	5
33. 广告排版方式 Way of positioning the advertisements	1	2	3	4	5

34. 报纸尺寸					
Size of this newspaper	1	2	3	4	5

我觉得东方日报的排版设计具有吸引力，因为/ I found the layout design of Oriental Daily News was attractive because

图片/Picture

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1 很喜欢 Very Like	2 喜欢 Like	3 不确定 Not sure	4 不喜欢 Dislike	5 很不喜欢 Very Dislike
图片 Pictures	1	2	3	4	5
35. 图片的吸引力 Attractiveness of pictures	1	2	3	4	5
36. 图片颜色的质 量 Quality of the pictures' color	1	2	3	4	5
37. 图片的清晰度 Comprehensible (clear) of pictures	1	2	3	4	5

38. 图片尺寸 Size of the pictures	1	2	3	4	5
39. 图说 Captions of the pictures	1	2	3	4	5

我觉得东方日报的图片吸引我, 因为/ The pictures of Oriental Daily News
attracts me because

广告/Advertisement

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
广告 Advertisements	1	2	3	4	5
40. 广告多样化/ Variety of advertisements	1	2	3	4	5
41. 广告数量/ Number of advertisements	1	2	3	4	5

我喜欢在东方日报寻找广告，因为/ I like to look for the advertisement in
Oriental Daily News because

品牌推广/Brand promotion

我喜欢阅读这份报纸是因为： / I prefer this newspaper because of the:

	1	2	3	4	5
	很喜欢 Very Like	喜欢 Like	不确定 Not sure	不喜欢 Dislike	很不喜欢 Very Dislike
品牌推广 Brand promotion	1	2	3	4	5
42. 参与社区服 务与活动 Participates in community services and activities	1	2	3	4	5
43. 赞助许多社 区服务与活 动/ Sponsors community services and activities	1	2	3	4	5

44. 举办很多竞赛 Organizes competitions	1	2	3	4	5
45. 方便购买 Availability	1	2	3	4	5

我喜欢东方日报的品牌推广，因为/ I like the way Oriental Daily News works in its brand promotion because

46. 总体而言，你如何看待东方日报报纸的质量？

Overall, how do you perceive the quality of the newspaper for Oriental Daily News?

非常好/Very Good

好/Good

中等 /Neutral

不好/Bad

非常不好/Very Bad

完

End

Appendix C

Main Paper

Content

		Sin Chew Daily				Oriental Daily News			
Size		Broadsheet				Tabloid			
Date		12/3	13/3	14/3	15/3	12/3	13/3	14/3	15/3
Pages		40	40	30	30	42	35	37	36
1. Political news	(L)	12	12	19	24	11	14	12	20
	(I)	2	2	2	0	4	0	6	2
2. Economy news	(L)	6	3	8	2	3	1	2	0
	(I)	0	0	4	2	0	0	0	3
3. Social news	(L)	15	21	22	28	15	13	14	15
	(I)	14	5	16	10	10	8	10	3
4. Education news	(L)	24	9	16	4	9	12	4	3
	(I)	0	0	0	0	0	0	0	0
5. Business news	(L)	2	3	0	0	2	3	0	1
	(I)	0	0	0	0	0	2	0	0
6. Government policy news	(L)	3	1	2	10	0	0	0	0
	(I)	0	0	0	0	0	0	0	1
7. Health information	(L)	1	1	1	0	0	1	1	1
	(I)	0	0	0	1	0	0	0	0
8. Travel information	(L)	3	3	2	0	0	3	0	0
	(I)	1	0	0	0	0	0	0	0

9. Technology news	(L)	0	0	0	0		0	0	0	0
	(I)	0	0	1	0		0	0	0	0
10. Automotive information	(L)	3	0	0	0		0	0	0	0
	(I)	1	0	0	0		1	0	0	1
11. Exclusive news	(L)	1	0	1	4		0	0	0	0
	(I)	0	0	0	0		0	0	0	0
12. Feature news	(L)	5	1	0	0		0	3	0	1
	(I)	1	0	0	0		0	0	0	0
13. Caption news	(L)	0	0	0	0		0	0	0	0
	(I)	9	12	11	14		3	4	1	4
14. Comic news	(L)	1	1	1	1		1	1	0	0
15. Reporters / Editors column	(L)	11	10	9	10		4	0	1	6
16. Others column	(L)	5	0	0	0		4	8	0	10
17. Advertisement	(L)	49	37	46	42		19	11	11	10

* (L) = Local

* (I) = International

Metro Edition

Content

	Sin Chew Daily					Oriental Daily News			
Size	Broadsheet					Tabloid			
Date	12/3	13/3	14/3	15/3		12/3	13/3	14/3	15/3
Pages	36	32	22	24		16	16	12	16
1. Political news	4	4	3	0		2	3	1	4
2. Economy news	1	0	1	2		0	2	1	0
3. Social news	41	46	33	22		16	17	8	14
4. Education news	14	10	10	8		7	8	6	7
5. Business news	0	0	0	0		0	4	0	0
6. Government policy news	0	2	5	4		0	0	5	3
7. Health information	2	1	1	8		1	1	0	1
8. Travel information	3	0	1	0		1	0	1	0
9. Technology news	0	0	1	0		0	0	0	1
10. Sport news	0	1	0	3		0	0	0	2
11. Feature news	2	2	1	1		4	3	7	0
12. Reporter / Editor column	1	1	0	1		0	3	0	1
13. Others column	0	0	0	0		0	0	0	2

14. Letter to editor	0	1	0	2		0	0	0	0
15. Picture news	3	4	9	13		0	0	0	0
16. Classifieds	9 pages	7 pages	4 ½ pages	8 pages		½ page	1 page	1 page	3 pages
17. Sponsor activities	2	1	1	0		0	0	0	0
18. Activities	8	6	26	25		0	0	0	0
19. Novel	1	1	1	1		0	0	0	0
20. Games	4	4	0	0		0	0	0	0
21. Joke	1	1	0	0		0	0	0	0
22. Advertisement	46	56	27	36		18	10	6	6

* Classifieds = Advertisement of job vacancy, loan, sell properties, sell cars etc.

Sin Chew Plus

Content

Size	Tabloid			
	Date	12/3	13/3	14/3
Pages	16	16	-	16
1. Health	12	0	-	4
2. Leisure	11	16	-	11
3. Editor column	1	1	-	0
4. Letter to editor	3	2	-	0
5. English lesson	1	1	-	1
6. Novel	1	1	-	5
7. Horoscope	1	1	-	1
8. Activities (sponsor)	1	1	-	3
9. Advertisement	15	6	-	3

Oriental Life

Content

Size	Tabloid			
	12/3	13/3	14/3	15/3
Date				
Pages	11	11	-	11
1. Health	1	1	-	3
2. Beauty	1	0	-	0
3. Fashion	0	3	-	1
4. Technology	0	0	-	1
5. Advice column	9	4	-	2
6. Picture with caption	0	1	-	0
7. Reporter / Editor column	0	1	-	2
8. Novel	0	2	-	1
9. Games	2	4	-	0
10. Jokes	1	0	-	0
11. Comic	1	0	-	0
12. Horoscope	1	1	-	0
13. Advertisement	0	1	-	1

Entertainment

	Sin Chew Daily					Oriental Daily News			
Size	Broadsheet					Tabloid			
Date	12/3	13/3	14/3	15/3		12/3	13/3	14/3	15/3
Pages	8	8	6	6		9	9	24	9
Advertisement	8	7	5	3		2	1	2	0

* 14/3/10 – Oriental Daily News has a special segment for its entertainment news, which is separate from Oriental Life.

Business

	Sin Chew Daily					Oriental Daily News			
Size	Broadsheet					Tabloid			
Date	12/3	13/3	14/3	15/3		12/3	13/3	14/3	15/3
Pages	12	17	-	32		17	13	12	6
Advertisement	5	6	-	4		1	0	1	1

* Due to the stock market which is not operate on Saturday and Sunday, Sin Chew Daily and Oriental Daily News have special edition of business segment:

- Sin Chew Daily - Fortune Investment Weekly (15/3/10)
- Oriental Daily News - Biz Weekly (14/3/10)
- Investment Weekly (15/3/10)

Sport

	Sin Chew Daily					Oriental Daily News			
Size	Broadsheet					Tabloid			
Date	12/3	13/3	14/3	15/3		12/3	13/3	14/3	15/3
Pages	4	6	6	4		7	7	7	7
1. Football	13	14	13	8		12	10	13	12
2. Badminton	4	8	6	4		6	9	10	8
3. F1	1	2	3	2		2	4	1	2
4. Basketball	1	2	1	1		3	1	1	1
5. Tennis	0	1	2	1		0	0	0	0
6. Athletics	1	1	0	1		0	0	1	1
7. Golf	0	1	0	0		0	0	1	0
8. Ping Pong	0	0	0	0		0	1	0	0
9. Advertisement	3	7	7	1		1	1	1	2
10. Others	3	3	4	2		0	0	0	0

* Others = Expert column for football

= Share experience of watching football games

= Leisure (Football)

= Picture with caption

Main Paper

Picture

Date	Sin Chew Daily				Oriental Daily News			
	12/3	13/3	14/3	15/3	12/3	13/3	14/3	15/3
1. Number of picture	100	80	89	107	55	49	49	60
Color	82	75	81	83	38	36	38	52
Black and white	18	5	8	24	17	13	11	8
2. Clear	98	73	81	101	43	37	42	46
Color	80	69	74	77	27	25	33	41
Black and white	18	4	7	24	16	12	9	5
3. Not clear	2	7	8	6	12	12	7	14
Color	2	6	7	6	11	11	5	11
Black and white	0	1	1	0	1	1	2	3
4. Big	6	3	10	5	7	8	11	6
Color	6	3	10	5	5	6	9	5
Black and white	0	0	0	0	2	2	2	1
5. Medium	61	57	58	78	26	34	24	44
Color	56	53	53	62	15	24	21	39
Black and white	5	4	5	16	11	10	3	5
6. Small	33	20	21	24	22	7	14	10
Color	20	19	18	16	18	6	8	8
Black and white	13	1	3	8	4	1	6	2

Appendix D

Sin Chew Daily

Picture (1)

	Sin Chew Metro					Sin Chew Plus					Sin Chew Entertainment			
Date	12/3	13/3	14/3	15/3		12/3	13/3	14/3	15/3		12/3	13/3	14/3	15/3
Number of picture	94	94	101	89		14	20	-	60		50	63	42	63
Color	84	76	101	82		14	20	-	59		50	63	31	50
Black and white	10	18	0	7		0	0	-	1		0	0	11	13
Clear	89	87	87	78		14	20	-	60		38	59	31	62
Color	79	72	87	71		14	20	-	59		38	59	22	49
Black and white	10	15	0	7		0	0	-	1		0	0	9	13
Not clear	5	7	14	11		0	0	-	0		12	4	11	1
Color	5	4	14	11		0	0	-	0		12	4	9	1
Black and white	0	3	0	0		0	0	-	0		0	0	2	0

Big	6	5	18	9		6	3	-	13		5	4	2	7
Color	5	5	18	9		6	3	-	13		5	4	2	7
Black and white	1	0	0	0		0	0	-	0		0	0	0	0
Medium	49	47	55	60		5	10	-	12		27	25	25	28
Color	40	38	55	55		5	10	-	11		27	25	16	22
Black and white	9	9	0	5		0	0	-	1		0	0	9	6
Small	39	42	28	20		3	7	-	35		18	34	15	28
Color	39	33	28	18		3	7	-	35		18	34	13	21
Black and white	0	9	0	2		0	0	-	0		0	0	2	7

Sin Chew Daily

Picture (2)

	Sin Chew Sport				Sin Chew Business			
Date	12/3	13/3	14/3	15/3	12/3	13/3	14/3	15/3
Number of picture	19	26	23	15	7	13	-	39
Color	19	18	16	15	7	11	-	36
Black and white	0	8	7	0	0	2	-	3
Clear	17	21	22	14	7	12	-	37
Color	17	13	15	14	7	10	-	35
Black and white	0	8	7	0	0	2	-	2
Not clear	2	5	1	1	0	1	-	2
Color	2	5	1	1	0	1	-	1
Black and white	0	0	0	0	0	0	-	1
Big	3	7	9	4	1	0	-	3
Color	3	7	8	4	1	0	-	1
Black and white	0	0	1	0	0	0	-	2
Medium	16	15	13	10	3	7	-	11
Color	16	9	8	10	3	5	-	10
Black and white	0	6	5	0	0	2	-	1
Small	0	4	1	1	3	6	-	25
Color	0	2	0	1	3	6	-	25
Black and white	0	2	1	0	0	0	-	0

Oriental Daily News

Picture (1)

	Metro					Oriental Life					Entertainment			
Date	12/ 3	13/ 3	14/ 3	15/ 3		12/ 3	13/ 3	14/ 3	15/ 3		12/ 3	13/ 3	14/ 3	15/ 3
Number of picture	31	40	33	31		42	30	-	31		28	34	79	30
Color	28	33	32	23		31	26	-	31		20	28	65	24
Black and white	3	7	1	8		11	4	-	0		8	6	14	6
Clear	21	36	25	22		35	26	-	30		22	29	64	24
Color	18	30	24	15		24	22	-	30		15	23	51	18
Black and white	3	6	1	7		11	4	-	0		7	6	13	6
Not clear	10	4	8	9		7	4	-	1		6	5	15	6
Color	10	3	8	8		7	4	-	1		5	5	14	6
Black and white	0	1	0	1		0	0	-	0		1	0	1	0
Big	10	8	9	4		8	10	-	6		6	4	19	8
Color	10	8	8	3		5	10	-	6		5	3	18	7
Black and white	0	0	1	1		3	0	-	0		1	1	1	1

Medium	20	26	16	20		21	17	-	19		14	20	44	14
Color	17	20	16	13		13	13	-	19		11	16	37	10
Black and white	3	6	0	7		8	4	-	0		3	4	7	4
Small	1	6	8	7		13	3	-	6		8	10	16	8
Color	1	5	8	7		13	3	-	6		4	9	10	7
Black and white	0	1	0	0		0	0	-	0		4	1	6	1

Oriental Daily News

Picture (2)

	Sport				Business			
Date	12/3	13/3	14/3	15/3	12/3	13/3	14/3	15/3
Number of picture	18	16	16	13	8	7	3	10
Color	12	12	15	12	6	6	2	7
Black and white	6	4	1	1	2	1	1	3
Clear	13	14	14	12	7	7	2	10
Color	7	10	13	11	5	6	1	7
Black and white	6	4	1	1	2	1	1	3
Not clear	5	2	2	1	1	0	1	0
Color	5	2	2	1	1	0	1	0
Black and white	0	0	0	0	0	0	0	0
Big	0	0	5	1	1	2	1	7
Color	0	0	4	1	1	2	1	4

Black and white	0	0	1	0		0	0	0	3
Medium	13	16	10	12		5	4	2	1
Color	12	12	10	11		4	4	1	1
Black and white	1	4	0	1		1	0	1	0
Small	5	0	1	0		2	1	0	2
Color	0	0	1	0		1	0	0	2
Black and white	5	0	0	0		1	1	0	0

* Picture size (Standard):

- 1 edition = 10 column

- Sin Chew Daily: Small = 3 column x 10cm

Medium = 5 column x 10cm

Big = 10 column x 16cm

- Oriental Daily News: Small = Below 3 column x 5cm

Medium = 3 column x 15.4cm

Big = 5 column x 26cm

* Edition, column and picture's size will change according to the significance of the news.

Appendix E

Dr. Ngeow Yoke Meng

- Master's Degree in Philosophy
- Doctoral Degree (PhD) - Minority in an Islamic State : Responses of the Chinese towards Islamisation policies in Kelantan, 2007/2008
- Past: Lecturer in Universiti Tunku Abdul Rahman
- Present: Freelance feature writer, part time lecturer at Management School in Kuala Lumpur, part time tutor at University Malaya, Associate Professor in Centre For Civilisational Dialogue Universiti of Malaya

Tan Wei Tee

- 2001 – Graduated from University of Malaya, Bachelor Degree of Art and Social Science (Media Study)
- 2002 – Journalist in Sin Chew Daily (General Desk)
- 2004 – MPI-Petronas Journalism Awards, Award winning: The Best of Feature News (Chinese)
- 2005 – World Travel Reporting, Award winning: Excellence Awards
- 2006 – Nomination of Entertainment News Report
- 2011 – NTV7 Chinese News Broadcast Producer

Kuik Cheng Kang

- 1985 – Graduated from Han Chiang College (Journalism)
- 1985 – Journalist in Shin Min Daily
- 1990 – Journalist in Sin Chew Daily
- 1994 – Assistant News Editor in Sin Chew Daily
- 1995 – Deputy New Editor in Sin Chew Daily
- 1999 – News Editor in Sin Chew Daily
- 2000 – Executive Editor in Sin Chew Daily
- 2003 – Deputy Executive Editor-in-chief in Sin Chew Daily
- 2008 until present – Executive Editor-in-chief in Sin Chew Daily

Chye Wei Seng

- Graduated from Central Academy of Art (CAA)
- Past: Work as freelancer in advertising field
- Eight years' experience in Oriental Daily News
- Present: Head of Graphics in Oriental Daily News

: Graphic Design for in-house design and packaging design (Freelance)