

# Internet Politics & State Media Control: Candidate Weblogs in Malaysia

Rachel Gong

Stanford University

*CPRsouth4*: ICT for Participation

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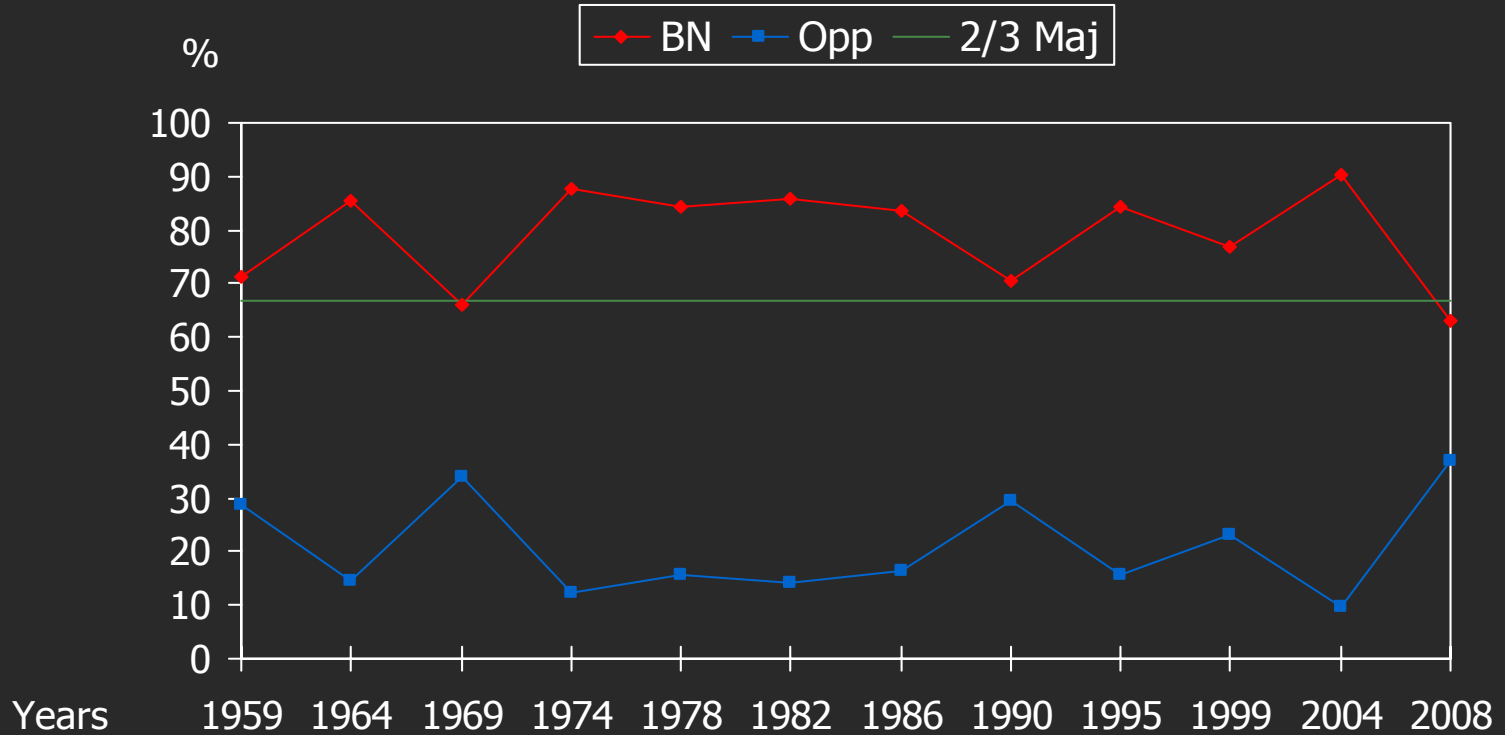
# Presentation Outline

- Malaysia's 2008 General Election
- Research Questions and Theoretical Answers
  - Do blogs matter? Why? How?
- Evidence: Methods, Data, and Findings
- Implications, Limitations, and Conclusions

# Malaysia in Context

- Population: 27mil (2007)
- Demographics: 60% Malay, 25% Chinese, 8% Indian
- Internet penetration: 57% (2007)
- Political coalitions (& component parties):
  - Government: BN (UMNO, MCA, MIC + 10 others)
  - Opposition: PR (PKR, DAP, PAS)

# Elections in Malaysia



# Research Questions and Answers

- Do blogs matter in electoral politics?

Yes! Especially for opposition

- In what context?

State controls other media, but not Internet

- How?

Candidates use blogs to share information, start discussions, and mobilize supporters

# Methods: Data Collection

- Candidate data
  - Primary source: Election Commission, corroborated by independent news website *Malaysiakini*
- Blog data
  - Primary source: Google, corroborated by party websites and networked blogs

# Methods: Data Analysis

- Logistical regression predicting election outcomes, i.e. win/lose
- Predictor variable: Blogged prior to election
- Interaction with opposition membership
- Controls: incumbency, number of opponents, sex, race, relation to district race, opponent has a blog

# Data

- 480 candidates total, final sample 471
- Opposition candidates: 210 (45% of sample)
- Bloggers: 57 (12% of sample)
- Opposition bloggers: 44 (77% of bloggers)
- Bloggers who won: 39 (68% of bloggers)

# Findings

- Bloggers are 5x as likely to win an election as non-bloggers, all else being equal
  - This effect is statistically comparable to the effects of incumbency
- The “average” candidate’s chances of winning an election:
  - Opposition bloggers will win 75% of the time
  - Opposition non-bloggers will win 27% of the time
  - Blog effect trivial for non-opposition candidates

# Policy Implications

- Push for greater Internet accessibility and open discussion
- Government post-election backlash against bloggers ineffective
- Engage, not eliminate, opposition bloggers
- Relieve pressure on mainstream media

# Limitations

- Unable to get data on campaign spending
- Socio-political and historical factors
- Cross-sectional case study

# Conclusions

- Blogs matter!
- More research is needed
- Internet trends move quickly; policy-makers must keep up to be effective

Thank you for your time.

For further information  
and/or comments,  
please contact me at:  
[rgong@stanford.edu](mailto:rgong@stanford.edu)



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## Saya disanggh Blogger JB

March 19, 2008 · [Email This Post](#) · [Print This Post](#) · [Post a comment](#)

Maklumlah dunia internet merapatkan jurang komunikasi sesama insan.

Dan google membolehkan kita terus mencari laman-laman yang inginkan iteraksi dua hala.

Lalu saya pun terjumpa blog putermaya (melalui blog Rohanie Ahmad: Kuda Kepang) yang menceritakan tentang seorang 'commentor' bernama PUREHADHARIST yang telah melontar satu tomahan bahawa saya ini salah seorang jurucakap untuk Singapura.

Pada saya, mungkin PUREHADHARIST telah menyalah sangka erti sebenar maksud saya dalam artikel Bemama tersebut.

Saya tidak pernah berkata kita patut "menumpang" kemudahan yang ada di Singapura untuk WPI tetapi saya cadangkan untuk kita **gunakan** kemudahan di Singapura.

Atau dalam erti kata bahasa Inggris: *to use or to leverage*

Saya harap jika PUREHADHARIST atau sesiapa pun mahu penerangan lebih lanjut mengenai pendirian saya, teruskan saja melalui blog ini.

Insyallah saya akan memberi perhatian.

By Jazlan - Filed Under [Straight Up](#)

### Featured Videos

Nur Jazlan vying for Umno No 2



Nur Jazlan on generational change



## CHAMBER OF THOUGHTS

HOME



## Ceramah

Dear Friends, I will be in Mambang Diawan, Jeram and Kampar town for ceramah tonight. Please contact Keong at 012-5032690 for the exact location. Thank you.

POSTED BY PO RUAN ON 02.29.08 @ 4:53 PM | 60 COMMENTS

Dear Friends, DAP Batu Gajah Parliamentary constituency will be having 2 ceramahs :- Batu Gajah town (mei sek fong coffee shop) and Kg Baru Nalla, Tronoh. After the 2 ceramahs, I will be at Pasir Pinji .

You are welcome.

POSTED BY PO RUAN ON 02.28.08 @ 2:39 PM | 11 COMMENTS

### Help Needed For Election Campaign at Batu Gajah Parliamentary Constituency

Dear Friends, I will be grateful if you can assist to polling and counting agent for me on 8.3.2008.



Fong Po Kuan (冯宝君)  
MP for Batu Gajah

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### Makkal Sakthi

Author: Administrator

This 12th General Election has showed the world how Makkal Sakthi ( People's Power ) has changed the political climate of Malaysia.

After tiring 13 days campaign throught out Malaysia and in Padang Serai , I managed to secure 28,774 votes out of 56,882 to beat Datuk Boey Chin Gan (BN-MCA-17,036 votes).

I would like to thank Rakyat for their undying support and their help throught out this 13 days. I'm sure they will continue to give full support for the next 5 years.

And I would like to stress , I will be you YB( Yang BERKERJA ) N.Gobalakrishnan for the next 5 years!

Valghe Makkal Sakthi! Long Live Peoples Power! Reformasi!

Filed under » [Local News](#) | [No Comments](#) »

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### GIVE US CHANCE!

Author: Administrator

PKR's supreme council member N Gobalakrishnan today challenged the Malaysian voters to vote for the opposition for the better of the nation.

"Don't get cheated by the Election Commission and the BN government," he told Malaysiakini in an interview yesterday.

"I want all Malaysians to go to the ballot boxes and vote for the opposition. I urge everyone to take up the challenge and vote for us," he said.

The 48-year-old Gobalakrishnan, well-known for his numerous police arrests and court appearances for participating in demonstrations, is contesting for the

#### → ABOUT ME

Gobalakrishnan Naggapan is the elected Member of Parliament (P.017).He contested under the PKR ticket.  
Read More about YB.Gobalakrishnan



#### → ANNOUNCEMENTS

##### DANA PARLIMEN PADANG SERAI

##### Mendepani Agenda Kebajikan dan Kesejahteraan

Untuk menyumbang dana, sila salurkan ke :

Nama: Gobalakrishnan a/l Nagapan  
CIMB Bank Acc No : 08210001377527.

Terima Kasih

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## 否决国阵2/3席位，行动党须赢30至40国席，公正党及回教党须赢40至50国席

然而，来届大选的重要性不仅是拿督斯里阿都拉的领导，他透射出任首相首10天时的承诺、梦游施政、羊桶水内期及小拿核心及神学小拿核心在公共领域中日益抬头。

来届大选是我国50年史上的最重要一届大选。

前首相敦马哈迪已警告，国阵及巫统在来届大选大胜的话，将会形同接纳一个以朋党主义及贪污为中心的联盟。

马哈迪不是发出这种预言的理想人选，但重要的是内涵，不是发言的人，因此，马哈迪的警告必须受到严正看待。

马哈迪说，即使巫统输20或30席，国阵依然胜利。

马哈迪说的对，来届大选不是国阵及巫统能否继续执政，而是巫统源自拥有2/3多数席位的政治霸权会否结束，以在大马提供一个有效及具意义制衡的国会民主制度。

在来届大选否决国阵的2/3多数席位并不是易事，因为这必须令国阵在全国222个国席中，失去至少75席。

否决国阵2/3应是所有反对党、公民社会及国人的共同目标。

为达成这个历史创举，行动党必须集中火力赢取30至40个国会议席，而公正党及回教党则应尽力去赢取40至50个议席。如果成功率达85%的话，巫统及国阵的2/3多数位将首次被否决。

SUBSCRIBE



### 关于林吉祥

从1969年开始即中选为马六甲市区国会议员的林吉祥是我国最资深的国会成员之一。



这40年来，除了1999-2004年的间歇期，他在国内四个州属分别担任过九届国会及州议员：【国】马六甲市区(1969-1978); 八打灵再也(1978-1982); 马六甲市区(1982-1988); 丹城(1988-1999); 怡保东区(2004年至今); 【州】：马六甲站务(1974-1982); 檳城甘榜哥南(1986-1990); 及檳城巴当哥打(1990-1995)

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1024:768 - Successful breakfast ceramah in Tawau - Lim Kit Siang

http://blog.lmkitsiang.com/2008/03/02/successful-breakfast-ceramah-in-tawau/

Google search 100%

# Lim Kit Siang for Malaysia

Home Blogdata Publication

The Tale of the Rattlesnake Lim Kit Siang in Sandakan

## Successful breakfast ceramah in Tawau

First of its kind not only in Tawau but in Sabah and Malaysia as well - a breakfast ceramah at 7.30 am.

Turnout at Sin Onn Market, Tawau by Tawau voters and their families for the breakfast ceramah was over-capacity and overwhelmingly supportive and most encouraging - highlighting the reality that the battle in the Sri Tanjong state Assembly contest is between the DAP candidate Jimmy Wong Sze Phin and the Barisan Nasional candidate while the Tawau parliamentary contest is between the DAP candidate Chan Foong Hin and the BN candidate, although there is a third candidate in both constituencies.

If not for the third candidate in Sri Tanjong, Datuk Kong Hong Ming (Keadilan), many Tawau voters would say that "Tiger" Jimmy Wong would have an edge over the BN candidate, a DAP "renegade", especially as Jimmy Wong had done more than the incumbent BN candidate to fight for the rights and welfare of the people of Tawau - especially in his successful espousal of the cause of the people of Tawau to defend their "open spaces" from despoilation by an irresponsible axis of the local government and developer, an issue which affects not only Tawau and Sabah but the whole of Malaysia!


In the circumstances, Datuk Kong cannot win on his own but can only draw votes away

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