



Observation Report

Election News Monitoring Report:

**Examining the Principle of Fairness
during Taiwan's Presidential Election in 2024**

2024 MAY





Taiwan Media Watch Foundation is a NPO in Taiwan. We devote ourselves to monitoring media performance, advocating communication policies, and promoting media literacy education.

We invite you to join us in safeguarding and improving Taiwan's media environment. You can stay updated via our website and SNS or support us through donations!

Website <https://www.mediawatch.org.tw/>
FB Page <https://www.facebook.com/mediawatch>
Instagram twmediawatch
Podcast 媒觀析 - 媒觀陪你聊媒體
<https://open.firstory.me/user/mediawatch/platforms>

Donate Information

- 銀行匯款或 ATM 轉帳
台北富邦銀行仁愛分行（代碼：012-7048）
帳號：704120002179
戶名：財團法人台灣媒體觀察教育基金會
- 線上信用卡捐款
請至本會捐款頁面選擇「線上刷卡捐款」
<https://www.mediawatch.org.tw/donate>

Good
Media Watch
Good
Media
Good
Society



財團法人
台灣媒體觀察教育基金會
Taiwan Media Watch Foundation

Election News Monitoring Report: Examining the Principle of Fairness during Taiwan's Presidential Election in 2024

TAIWAN Media Watch Foundation

- **Problematics**

By calculating the quantity and proportion of news coverage dedicated to political parties and candidates by media companies during the election period, this research discussed how media companies implement the principle of fairness as stipulated by regulations.

- **Targeted Media Companies**

13 television news broadcasters and 3 newspapers are examined. The thirteen television news broadcasters include: PTS(公視), CTV(中視), TTV(台視), CTS(華視), FTV(民視), ERA News(年代), NEXT TV news(壹電視), EBC News(東森), SET News(三立), TVBS News(TVBS), Global News(寰宇新聞), mnews(鏡新聞), and CTi News(中天). The three newspapers are China Times(中國時報), United Daily(聯合報), and Liberty Times(自由時報).

- **Observation Period:**

The observation period was set from 12/19 to 12/24, because the first policy debate for presidential candidates was held in the period. For television media, content from the following time slots was examined: 12/19 noon, 12/19 evening, 12/20 noon, 12/21 noon, 12/21 evening, 12/22 noon, 12/23 noon, 12/23 evening, 12/24 noon, and 12/24 evening, with each time slot consisting of one hour of news content. For newspapers, the Taipei editions from 12/19 to 12/25 were reviewed.

- **Research Methods:**

The method of quantitative content analysis was adopted. 13 coders were employed. Each coder was responsible for collecting news content and coding for one television news media outlet. News content collection for newspapers was managed by one person, and coding was performed by four volunteers from the 13 coders. The inter-coder reliability among all coders ranged between 0.7 and 0.8, indicating satisfactory reliability.

■ Results

1. For TV broadcasters, election news accounts for between 7.69%(PTS) to 52.4%(FTV). For newspapers, election news accounts for between 24.34% to 29.08%. The media coverage that presents larger proportion of election news are FTV news, CTI news, SET news, ERA news, mnews (in sequence).
2. All media companies are likely to narrate election news by candidates' statements or activities statement or activities. Election news narrated by policies, issues, or election affairs accounted for relatively small proportion. United Daily, EBC news, China Times, ERA news, and Global news produce larger proportion of election news concerning policies, issues, or election affairs.
3. Comparing to broadcasters, newspapers are more likely to present different candidates or political parties in an unbalanced proportion.
4. Besides three major political parties, other small political parties are nearly extinct in media presentation.
5. Apart from PTS, media companies may not perfectly allocate news coverage to three pairs of presidential candidates. Three major political parties are not evenly presented by media companies during observation period. However, in respect of press freedom, such situations are permissible.
6. Apart from PTS, media companies failed to achieve juxtaposition of more than one source or opinion. ERA news (71%), TVBS news(70%) and EBC news(56%) are the companies achieve larger proportion of juxtaposition.

Introduction

TAIWAN Media Watch Foundation (TMWF) dedicates itself to the preservation of press freedom, the enforcement of media justice, the promotion of media self-discipline, and the safeguarding of the public's right to know. During 2024 presidential election campaign, TMWF aligned with Reporters Without Borders (RSF) and initiated the "Media News Ethics Pledge and Five Principles", advocating for balanced coverage of election activities and equal opportunities for all parties and candidates to present their policies.

Balanced coverage of media presentation is commonly known as the principle of fairness, which is clearly addressed in Taiwan's regulations. For example, the Presidential and Vice-Presidential Election and Recall Act as well as the Public Officials Election and Recall Act mention the requirement for broadcasters engaging in election-related issues to handle political discussions, news coverage, or invitations to candidates, recall proposers, or recall subjects in a fair and impartial manner without unjustified discrimination.

Despite the fact that principle of fairness is well addressed in Taiwan's law, ethical issues regarding election news have been seen in recent years. During the campaign period for the local elections in 2018, it was more than obvious that certain candidate occupied media outlets in an unbalanced proportion. In a report issued by National Communications Commission (NCC), the coverage of Kaohsiung City accounted for 42% among the observed election news, following by Taipei City for 15%, New Taipei City for 7%, Taichung City for 5%, and other cities combined for only 7%. Regarding the coverage of the two main mayoral candidates in Kaohsiung City, Kuo-yu Han accumulated 242,254 seconds of coverage, while Chi-mai Chen accumulated 117,624 seconds. It was incredible that coverage of Kuo-yu Han was more than twice of that for Chi-mai Chen.

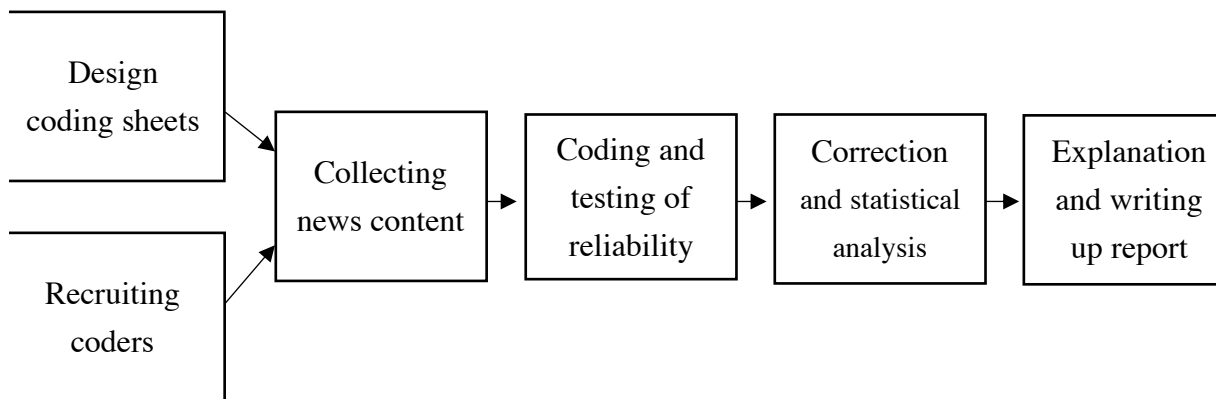
After the 2018 local elections, Taiwanese society witnessed a surge in discussions heavily focused on specific candidates, with certain TV channel even ridiculed for their biased coverage resembling religious worship. This illustrates how election news can contribute to social turmoil. Despite the diverse channels in the digital age, television media still holds significant influence.

Given the recent media chaos in Taiwanese society, focusing on the practice of fairness principles in observation holds significance. Under the sponsorship of the Westminster Foundation for Democracy (WFD) in the UK, TMWF launched a research plan focusing on monitoring the practice of fairness principles in election news during 2024's presidential election.

Research Design

Drawing from similar monitoring report issued by NCC, the present research will employ quantitative content analysis to conduct data statistics. Quantitative content analysis is a common method in social science research, known for its ability to describe attributes of large datasets and perform cumulative analysis by quantifying these attributes. In the analysis of election news, quantitative content analysis can simplify vast amounts of news content and eliminate subjective judgments through reliability testing. The present research aims to clarify media performance by quantifying news contents provided by various media companies.

The present research outlines six steps. The first step involves selecting the scope of observation and designing coding sheets. The second step involves recruiting coders according to research needs. The third step involves news content collection. The fourth step involves coding and reliability calculation. Once reliability is confirmed, formal coding begins. The fifth step entails correction and statistical analysis after coders turned in coding sheets. The sixth step involves writing observation reports. The following are explanations in detail.



▲ Figure 1. The Flowchart of Research Process

Scope of Observation

In the 2024 presidential election in Taiwan, candidates were ultimately nominated by the Democratic Progressive Party (DPP), the Kuomintang (KMT), and the Taiwan People's Party (TPP). Since the legislative elections were held on the same day, the campaign activities of various parties were mostly organized in a "mother hen and chicks (母雞帶小雞)" manner, with presidential candidates rallying support for legislator candidates. Considering budget constraints, this study primarily focuses on the presidential election, aiming to statistically analyze the duration and number of each news segment, classify the proportion of election-related news versus non-

election-related news, and observe the types of elections covered, narrative themes, involved political parties, involved candidates, and narrative performances.

According to WFD standards, the observation should include at least 10 media outlets spanning different political spectrum, including newspapers and broadcasting media. After extensive and repeated viewing of televised news and newspaper content, this study plans to observe 13 television news outlets and 3 newspapers. The 3 newspapers are the China Times, United Daily, and Liberty Times. The 13 television news outlets consist of 5 terrestrial television (PTS, CTV, TTV, CTS, and FTV), and 7 satellite broadcasting television news (ERA News, NEXT TV News, EBC News, SET News TVBS News, Global News, mnews), as well as CTi News, which has transitioned into an online news content provider. The inclusion of CTi News is to compare differences in holding a satellite news channel license.

Regarding the selection of observation time frames, each television news station will be observed for ten hours, while newspapers will be observed for seven days of the Taipei edition's front page. The observation period is set around the first television policy debate which was on the evening of December 20(held for presidential candidates) and on the evening of December 22(held for vice-presidential candidates). Therefore, the observation period is set from December 19 to December 24.

At the beginning of research, researchers closely observed the news contents in order to understand the patterns of them. As the contents that may involve regulatory judgments is the contents broadcasted via cable television systems, the contents observed of television news must be the actual broadcast content of cable television systems. Confirmed by the researcher, there are contents that are identical with contents broadcasted via cable television systems on online platform. As a result, most of news content is collected by coders using recording software on their smartphones, tablets, or computers. Those contents that cannot be collected through online platform were purchased from polling company.

Media company	program list noon	program list evening	Target period noon	Target period evening	Source
TTV	1158-1300	1858-2000	1158-1258	1858-1958	Online Platform
CTV	1158-1300	1800-2000	1158-1258	1800-1900	Online Platform
CTS	1158-1300	1653-2000	1158-1258	1653-1753	Online Platform
FTV	1200-1305	1755-1955	1200-1300	1755-1855	Online Platform
PTS	1200-1255	1900-2000	1200-1255	1900-2000	Online Platform
SET news	1140-1255	1740-1955	1140-1240	1740-1940	Cable system
EBC news	1100-1300	1700-2000	1200-1300	1900-2000	Online Platform
TVBS news	1200-1400	1800-2000	1200-1300	1800-1900	Online Platform
ERA news	1100-1300	1900-2000	1200-1300	1900-2000	Cable system

NEXT TV news	1200-1400	1830-2000	1200-1300	1830-1930	Cable system
mnews	1155-1400	1800-2000	1155-1255	1800-1900	Online Platform
Global news	1155-1255	1855-1955	1155-1255	1855-1955	Online Platform
CTi news	1200-1400	1800-2000	1200-1300	1800-1900	Online Platform

▲ Table 1. Target period for broadcasters and its sources

The collection of newspaper content is carried out by a person, who visits a convenience store daily to buy newspapers. After buying, he records the title of each news article on the coding sheets and searches for the full textual content online using the news headlines. All textual content of news articles published in newspapers can be found on their websites.

Coding sheet design

The design of the coding sheet adopts a funnel approach, gradually filtering content attributes. The unit of analysis for news content is "a piece of news," defined as "from the start of the anchor's speech to the end of the anchor or reporter's report" for television news, with the length calculated in seconds. For newspaper news, "a piece of news" is defined as "between the previous main headline and the next main headline," with the length calculated by area. After segmenting each news piece, it proceeds to category judgment. Each category judgment is conducted in a binary manner (yes or no), with five categories in total, and each variable within a category may be subject to multiple selections.

The first category concerns the type of election involved, distinguishing between presidential and legislative elections. The second category concerns narrative themes, divided into candidate news, election issue news, and peripheral topic news. Candidate news refers to news narratives primarily centered around candidates' statements or activities, election issue news refers to narratives centered around policies, issues, or election affairs, while peripheral topic news refers to news unrelated to the presidential or legislative elections but still related to election topics. The third category concerns the political parties mentioned in the news. Considering practicality, this category lists only the three major political parties and others, totaling four variables. The fourth category involves the candidates mentioned in the news. Since this study focuses on the presidential election, this category includes the six presidential and vice-presidential candidates. The fifth variable concerns narrative performance, with two variables: juxtaposition and intermingling. Juxtaposition refers to news narratives presenting diverse sources or conflicting viewpoints, while intermingling refers to the reporter's opinions or comments guiding the presentation of news content.

category	Variables	Operational definition
involved elections	presidential elections	news contents contain information about presidential elections
	legislative elections	news contents contain information about legislative elections
narrative themes	candidate news	centered around candidates' statements or activities
	election issue news	narratives centered around policies, issues, or election affairs
	peripheral topic news	news unrelated to the presidential or legislative elections but still related to election topics
involved political parties	DPP	news contents mention DPP or candidates nominated by DPP
	KMT	news contents mention KMT or candidates nominated by KMT
	TPP	news contents mention TPP or candidates nominated by TPP
	Others	news contents mention other parties apart from 3 major parties
involved presidential candidates	Wen-je Ko	news contents mention Wen-je Ko
	Cynthia Wu	news contents mention Cynthia Wu
	William Lai	news contents mention William Lai
	Bi-khim Hsiao	news contents mention Bi-khim Hsiao
	You-yi Hou	news contents mention You-yi Hou
	Shaw-kong Jaw	news contents mention Shaw-kong Jaw
narrative performance	Juxtaposition (正反並陳)	There are multiple sources or different viewpoint in single piece of news
	Intermingling (夾敘帶議)	reporter's opinions or comments obviously guide the presentation of news content.

▲ Table 3. Coding Sheet design

Coder Training and Reliability Test

After recruiting coders, a physical training session was conducted to explain the research objectives in detail and provide practice coding. Once coders began collecting content, researchers used a portion of the material to calculate inter-coder reliability. The reliability was calculated by randomly selecting two coders and

computing the Cohen's Kappa Coefficient. The average of 28 calculations was **0.84**, indicating excellent reliability between different coders.

Correction and Statistical Analysis

After retrieving coding sheets from coders, the researchers conducted two rounds of corrections. The first correction involved preliminary data analysis, addressing any outliers or inconsistencies. The second correction was performed through random sampling. After two rounds of corrections, the data were compiled and tabulated and proceeded to write the observation report.

The statistical data is calculated by a multiple-choice format, which means repeated calculation may happen on condition that multiple variables in a category were positive at the same time.

Statistical Overview

PTS 公視	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	27	23	25	27	22	23	13	13	9	13	195
Total duration of news (secs)	3182	3163	2957	3187	3021	2586	1389	1324	1058	1577	23444
Quantity of election news (pieces)	1	2	3	2	1	0	3	1	1	1	15
Total duration of election news (secs)	130	284	389	308	167	0	419	134	129	146	2106
Proportion of election news (by quantity)	3.70%	8.70%	12.00%	7.41%	4.55%	0.00%	23.08%	7.69%	11.11%	7.69%	7.69%
Proportion of election news (by duration)	4.09%	8.98%	13.16%	9.66%	5.53%	0.00%	30.17%	10.12%	12.19%	9.26%	8.98%

▲ Table 4. Statistical Overview of PTS

TTV news 台視	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	24	22	24	24	21	23	25	26	26	26	241
Total duration of news (secs)	2750	2564	2659	2622	2351	2602	2757	2865	2766	2880	26816
Quantity of election news (pieces)	5	5	2	4	3	3	5	5	6	4	42
Total duration of election news (secs)	629	631	264	429	359	381	621	590	713	521	5138
Proportion of election news (by quantity)	20.83%	22.73%	8.33%	16.67%	14.29%	13.04%	20.00%	19.23%	23.08%	15.38%	17.43%
Proportion of election news (by duration)	22.87%	24.61%	9.93%	16.36%	15.27%	14.64%	22.52%	20.59%	25.78%	18.09%	19.16%

▲ Table 5. Statistical Overview of TTV

CTV news 中視	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	29	26	30	26	28	26	30	28	27	34	284
Total duration of news (secs)	2634	2572	2728	2626	2750	2729	2712	2826	2778	2981	27336
Quantity of election news (pieces)	5	5	6	2	3	5	4	5	4	4	43
Total duration of election news (secs)	633	545	786	306	365	494	474	585	550	326	5064
Proportion of election news (by quantity)	17.24%	19.23%	20.00%	7.69%	10.71%	19.23%	13.33%	17.86%	14.81%	11.76%	15.14%
Proportion of election news (by duration)	24.03%	21.19%	28.81%	11.65%	13.27%	18.10%	17.48%	20.70%	19.80%	10.94%	18.53%

▲ Table 6. Statistical Overview of CTV

CTS News 華視	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	26	25	22	22	24	24	23	23	28	26	243
Total duration of news (secs)	2775	2651	2841	2841	2861	2812	2871	2830	2848	2776	28106
Quantity of election news (pieces)	7	6	8	8	10	4	5	9	8	6	71
Total duration of election news (secs)	981	726	1057	1057	1193	443	684	1162	829	575	8707
Proportion of election news (by quantity)	26.92%	24.00%	36.36%	36.36%	41.67%	16.67%	21.74%	39.13%	28.57%	23.08%	29.22%
Proportion of election news (by duration)	35.35%	27.39%	37.21%	37.21%	41.70%	15.75%	23.82%	41.06%	29.11%	20.71%	30.98%

▲ Table 7. Statistical Overview of CTS

FTV news 民視	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	25	26	19	23	24	20	20	25	25	22	229
Total duration of news (secs)	2907	3097	2677	3193	3145	2850	2651	3146	2794	2878	29338
Quantity of election news (pieces)	10	10	11	15	13	13	13	14	11	10	120
Total duration of election news (secs)	1329	1524	1653	2296	1952	1901	1779	1972	1446	1427	17279
Proportion of election news (by quantity)	40.00%	38.46%	57.89%	65.22%	54.17%	65.00%	65.00%	56.00%	44.00%	45.45%	52.40%
Proportion of election news (by duration)	45.72%	49.21%	61.75%	71.91%	62.07%	66.70%	67.11%	62.68%	51.75%	49.58%	58.90%

▲ Table 8. Statistical Overview of FTV

ERA news 年代新聞	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	25	21	24	27	21	27	27	21	29	22	244
Total duration of news (secs)	2816	2880	2775	3099	2772	3167	3098	2787	3190	2602	29186
Quantity of election news (pieces)	6	17	7	6	19	7	7	10	5	6	90
Total duration of election news (secs)	738	2471	1011	899	2568	1057	959	1398	716	764	12581
Proportion of election news (by quantity)	24.00%	80.95%	29.17%	22.22%	90.48%	25.93%	25.93%	47.62%	17.24%	27.27%	36.89%
Proportion of election news (by duration)	26.21%	85.80%	36.43%	29.01%	92.64%	33.38%	30.96%	50.16%	22.45%	29.36%	43.11%

▲ Table 9. Statistical Overview of ERA news

NEXT TV news 壹電視新聞	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	24	26	26	25	22	24	24	22	28	25	246
Total duration of news (secs)	2903	3336	2866	2861	3213	2871	2892	3326	2953	3345	30566
Quantity of election news (pieces)	5	13	7	7	10	6	4	12	3	10	77
Total duration of election news (secs)	707	1790	907	882	1625	779	648	2063	403	1613	11417
Proportion of election news (by quantity)	20.83%	50.00%	26.92%	28.00%	45.45%	25.00%	16.67%	54.55%	10.71%	40.00%	31.30%
Proportion of election news (by duration)	24.35%	53.66%	31.65%	30.83%	50.58%	27.13%	22.41%	62.03%	13.65%	48.22%	37.35%

▲ Table 10. Statistical Overview of NEXT TV news

EBC news 東森新聞	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	31	23	28	26	22	25	26	21	30	26	258
Total duration of news (secs)	3060	3271	3041	3014	3055	3281	2945	2710	2979	3055	30411
Quantity of election news (pieces)	3	4	2	1	2	3	2	3	3	3	26
Total duration of election news (secs)	417	807	249	119	372	403	282	588	356	377	3970
Proportion of election news (by quantity)	9.68%	17.39%	7.14%	3.85%	9.09%	12.00%	7.69%	14.29%	10.00%	11.54%	10.08%
Proportion of election news (by duration)	13.63%	24.67%	8.19%	3.95%	12.18%	12.28%	9.58%	21.70%	11.95%	12.34%	13.05%

▲ Table 11. Statistical Overview of EBC news

SET news 三立新聞	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	34	26	33	36	28	33	31	28	31	26	306
Total duration of news (secs)	3378	3189	3404	3365	3159	3428	3393	3040	3264	3128	32748
Quantity of election news (pieces)	9	8	9	9	10	10	13	9	9	10	96
Total duration of election news (secs)	1117	1043	1222	1125	1289	1309	1687	1043	1195	1238	12268
Proportion of election news (by quantity)	26.47%	30.77%	27.27%	25.00%	35.71%	30.30%	41.94%	32.14%	29.03%	38.46%	31.37%
Proportion of election news (by duration)	33.07%	32.71%	35.90%	33.43%	40.80%	38.19%	49.72%	34.31%	36.61%	39.58%	37.46%

▲ Table 12. Statistical Overview of SET news

TVBS news TVBS 新聞	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	26	23	27	29	26	28	26	26	27	26	264
Total duration of news (secs)	2947	2856	2947	3001	3319	3136	2975	3156	2990	3164	30491
Quantity of election news (pieces)	5	5	6	5	3	4	3	3	6	6	46
Total duration of election news (secs)	608	643	715	584	374	479	353	434	771	712	5673
Proportion of election news (by quantity)	19.23%	21.74%	22.22%	17.24%	11.54%	14.29%	11.54%	11.54%	22.22%	23.08%	17.42%
Proportion of election news (by duration)	20.63%	22.51%	24.26%	19.46%	11.27%	15.27%	11.87%	13.75%	25.79%	22.50%	18.61%

▲ Table 13. Statistical Overview of TVBS news

Global News 寰宇新聞	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	24	22	25	26	25	25	26	20	27	18	238
Total duration of news (secs)	3021	2751	3076	3057	2812	3020	3078	2327	3185	2309	28636
Quantity of election news (pieces)	4	6	3	4	5	4	5	3	5	1	40
Total duration of election news (secs)	539	827	428	477	679	544	568	286	622	135	5105
Proportion of election news (by quantity)	16.67%	27.27%	12.00%	15.38%	20.00%	16.00%	19.23%	15.00%	18.52%	5.56%	16.81%
Proportion of election news (by duration)	17.84%	30.06%	13.91%	15.60%	24.15%	18.01%	18.45%	12.29%	19.53%	5.85%	17.83%

▲ Table 14. Statistical Overview of Global News

mnews 鏡電視新聞	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	29	26	26	26	26	27	26	26	30	27	269
Total duration of news (secs)	3141	3309	2985	3084	3070	3133	2969	3194	3086	3276	31247
Quantity of election news (pieces)	6	11	9	9	5	6	10	8	8	12	84
Total duration of election news (secs)	757	1544	1198	1251	798	835	1370	1099	874	1570	11296
Proportion of election news (by quantity)	20.69%	42.31%	34.62%	34.62%	19.23%	22.22%	38.46%	30.77%	26.67%	44.44%	31.23%
Proportion of election news (by duration)	24.10%	46.66%	40.13%	40.56%	25.99%	26.65%	46.14%	34.41%	28.32%	47.92%	36.15%

▲ Table 15. Statistical Overview of mnews

CTI news 中天新聞	1219 noon	1219 eve.	1220 noon	1221 noon	1221 eve.	1222 noon	1223 noon	1223 eve.	1224 noon	1224 eve.	summation
Total quantity of news (pieces)	42	12	35	30	13	39	35	16	31	5	258
Total duration of news (secs)	2978	2751	2928	2723	2316	3170	2967	3158	3000	3226	29217
Quantity of election news (pieces)	13	2	16	7	9	15	11	12	15	4	104
Total duration of election news (secs)	1332	682	1887	1116	1750	1759	1636	2922	1854	2969	17907
Proportion of election news (by quantity)	30.95%	16.67%	45.71%	23.33%	69.23%	38.46%	31.43%	75.00%	48.39%	80.00%	40.31%
Proportion of election news (by duration)	44.73%	24.79%	64.45%	40.98%	75.56%	55.49%	55.14%	92.53%	61.80%	92.03%	61.29%

▲ Table 16. Statistical Overview of CTI news

	PTS	TTV news	CTV news	CTS News	FTV news	ERA news	NEXT TV news	EBC news	SET news	TVBS news	Global News	mnews	CTI news
Quantity of election news	15	42	43	71	120	90	77	26	96	46	40	84	104
total duration of election news	2106	5138	5064	8707	17279	12581	11417	3970	12268	5673	5105	11296	17907
Mean time of each news piece	140.4	122.33	117.77	122.63	143.99	139.79	148.27	152.69	127.79	123.33	127.63	134.48	172.18
Sequence sorted by Quantity of election news	13	10	9	7	1	4	6	12	3	8	11	5	2

▲ Table 17. Comparison of broadcasters

China Times 中國時報	12/19(tue.)	12/20(wen.)	12/21(tur.)	12/22(fri.)	12/23(sat.)	12/24(sun.)	12/25(mon.)	Summation
Total quantity of news (pieces)	62	58	59	58	60	58	61	416
Total area of news (cm square)	24081.6	24081.6	24081.6	24081.6	24081.6	24081.6	24081.6	168571.2
Quantity of election news (pieces)	13	14	17	20	16	16	16	112
Total duration of election news (cm square)	3367.72	4127.8	4805.52	5499.49	5210.88	5031.89	5014.84	33058.14
Proportion of election news (by quantity)	20.97%	24.14%	28.81%	34.48%	26.67%	27.59%	26.23%	26.92%
Proportion of election news (by area)	13.98%	17.14%	19.96%	22.84%	21.64%	20.90%	20.82%	19.61%

▲ Table 18. Statistical Overview of China Times

United Daily 聯合報	12/19(tue.)	12/20(wen.)	12/21(tur.)	12/22(fri.)	12/23(sat.)	12/24(sun.)	12/25(mon.)	Summation
Total quantity of news (pieces)	72	81	79	69	72	65	71	509
Total area of news (cm square)	21252	21252	21252	21252	21252	21252	21252	148764
Quantity of election news (pieces)	23	21	27	22	21	17	17	148
Total duration of election news (cm square)	6378.73	5651.55	6876.51	5706.09	5519.27	5441.74	4785.51	40359.4
Proportion of election news (by quantity)	31.94%	25.93%	34.18%	31.88%	29.17%	26.15%	23.94%	29.08%
Proportion of election news (by area)	30.01%	26.59%	32.36%	26.85%	25.97%	25.61%	22.52%	27.13%

▲ Table 19. Statistical Overview of United Daily

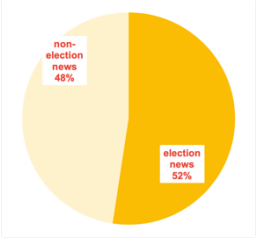
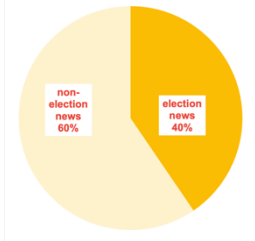
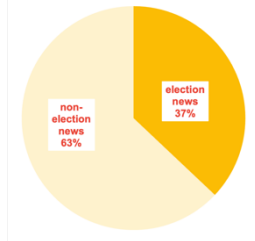
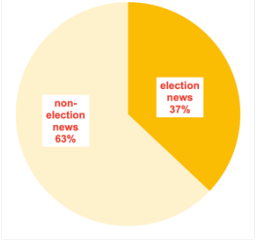
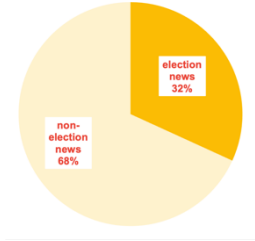
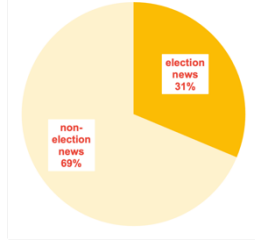
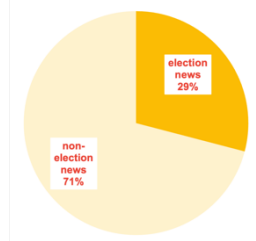
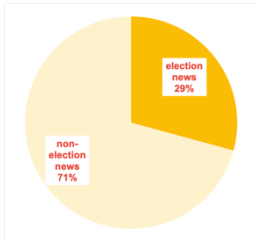
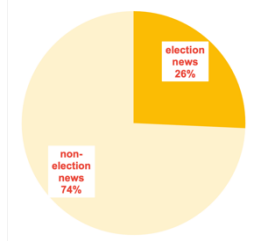
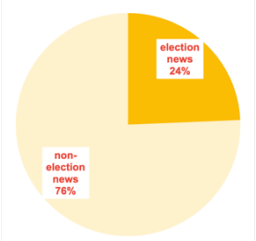
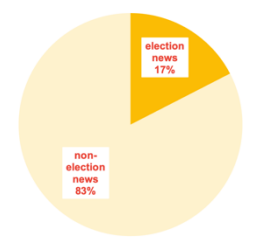
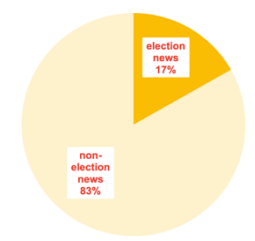
Liberty Times 自由時報	12/19(tue.)	12/20(wen.)	12/21(tur.)	12/22(fri.)	12/23(sat.)	12/24(sun.)	12/25(mon.)	Summation
Total quantity of news (pieces)	80	82	80	78	79	81	91	571
Total area of news (cm square)	26187.6	26187.6	26187.6	26187.6	26187.6	26187.6	26187.6	183313.2
Quantity of election news (pieces)	15	23	23	20	18	21	19	139
Total duration of election news (cm square)	4336.5	6653	6663.42	4826.59	5160.22	7347.69	5433.33	40420.75
Proportion of election news (by quantity)	18.75%	28.05%	28.75%	25.64%	22.78%	25.93%	20.88%	24.34%
Proportion of election news (by area)	16.56%	25.41%	25.44%	18.43%	19.70%	28.06%	20.75%	22.05%

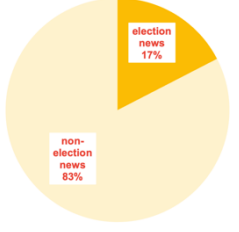
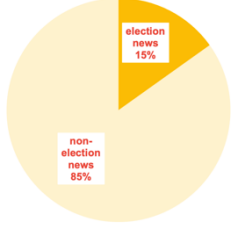
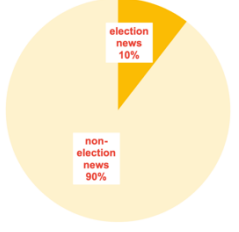
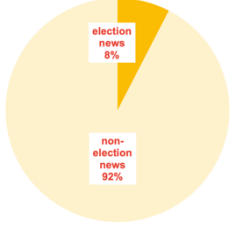
▲ Table 20. Statistical Overview of Liberty Times

Category Analysis

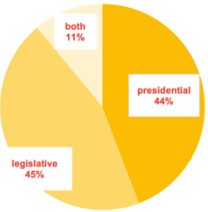
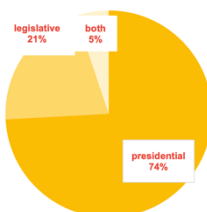
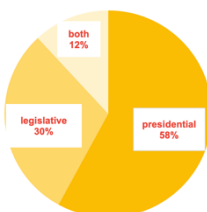
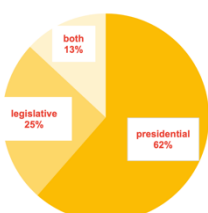
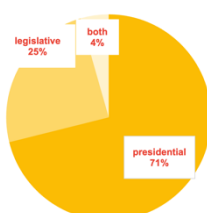
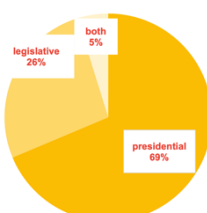
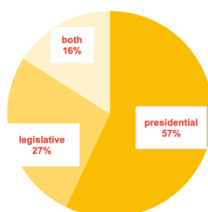
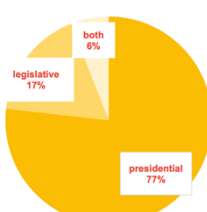
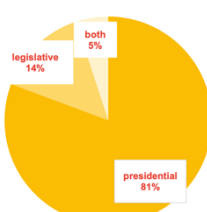
The following passages will present statistics of each category and analyze it by describing its quantified attributes.

■ The ratio of election news

FTV news (52%)	CTi news (40%)	SET news (37%)
		
ERA news (37%)	mnews (32%)	NEXT TV news (31%)
		
CTS (29%)	United Daily (29%)	China Times (26%)
		
Liberty Times (24%)	TTV (17%)	TVBS news (17%)
		
Global news (17%)	CTV (15%)	EBC news (10%)

		
<p>PTS (8%)</p>	<p>Description:</p>	
	<p>For TV broadcasters, election news accounts for between 7.69%(PTS) to 52.4%(FTV). For newspapers, election news accounts for between 24.34% to 29.08%. The media coverage that presents larger proportion of election news are FTV news, CTi news, SET news, ERA news, mnews (in sequence). PTS produced least election news due to its strict neutrality.</p>	

■ Involved election

<p>FTV news</p> 	<p>CTi news</p> 	<p>SET news</p> 
<p>ERA news</p> 	<p>mnews</p> 	<p>NEXT TV news</p> 
<p>CTS</p> 	<p>United Daily</p> 	<p>China Times</p> 
<p>Liberty Times</p>	<p>TTV</p>	<p>TVBS news</p>

Global news	CTV	EBC news
PTS	Description: Most media companies are more likely to involved presidential election in their election news. Comparing to others, FTV news(45%) and SET news(30%) involved more legislator election in their election news, followed by TVBS news(28%), CTS(27%) and NEXT TV news(26%).	

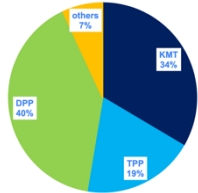
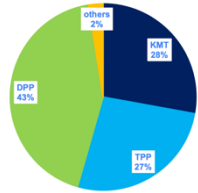
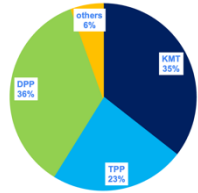
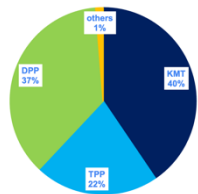
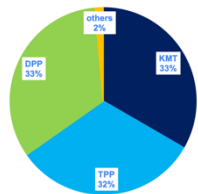
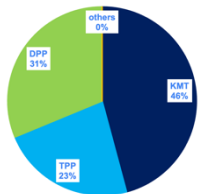
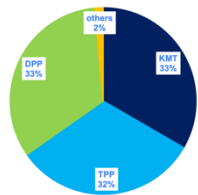
■ narrative themes

FTV news	CTi news	SET news
ERA news	mnews	NEXT TV news
CTS	United Daily	China Times
Liberity Times	TTV	TVBS news

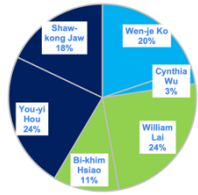
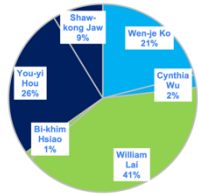
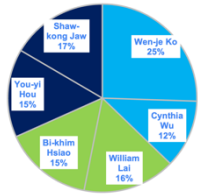
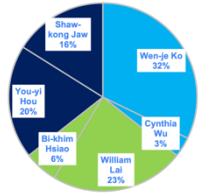
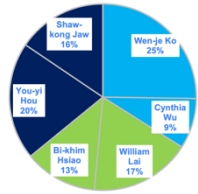
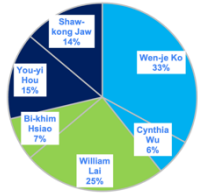
Global news	CTV	EBC news
PTS	Description: Media companies are more likely to narrate election news by candidates' statements or activities. However, the following media produce larger proportion of election news concerning policies, issues or election affairs: United Daily, EBC news, China Times, ERA news, Global news. None of news contents produced by CTi news was issues-related news.	

■ involved political parties

ERA news	mnews	NEXT TV news
CTS	United Daily	China Times

<p>Liberty Times</p> 	<p>TTV</p> 	<p>TVBS news</p> 
<p>Global news</p> 	<p>CTV</p> 	<p>EBC news</p> 
<p>PTS</p> 	<p>Description: FTV news(48%), CTi news(41%), NEXT TV news(40%), United Daily(43%), China Times(46%), Liberty Times(40%) and TTV(40%) are the media companies mention DPP over 40%. EBC news(46%) and Global news(40%) are the media companies mention KMT over 40%. There was no significant unbalanced coverage observed.</p>	

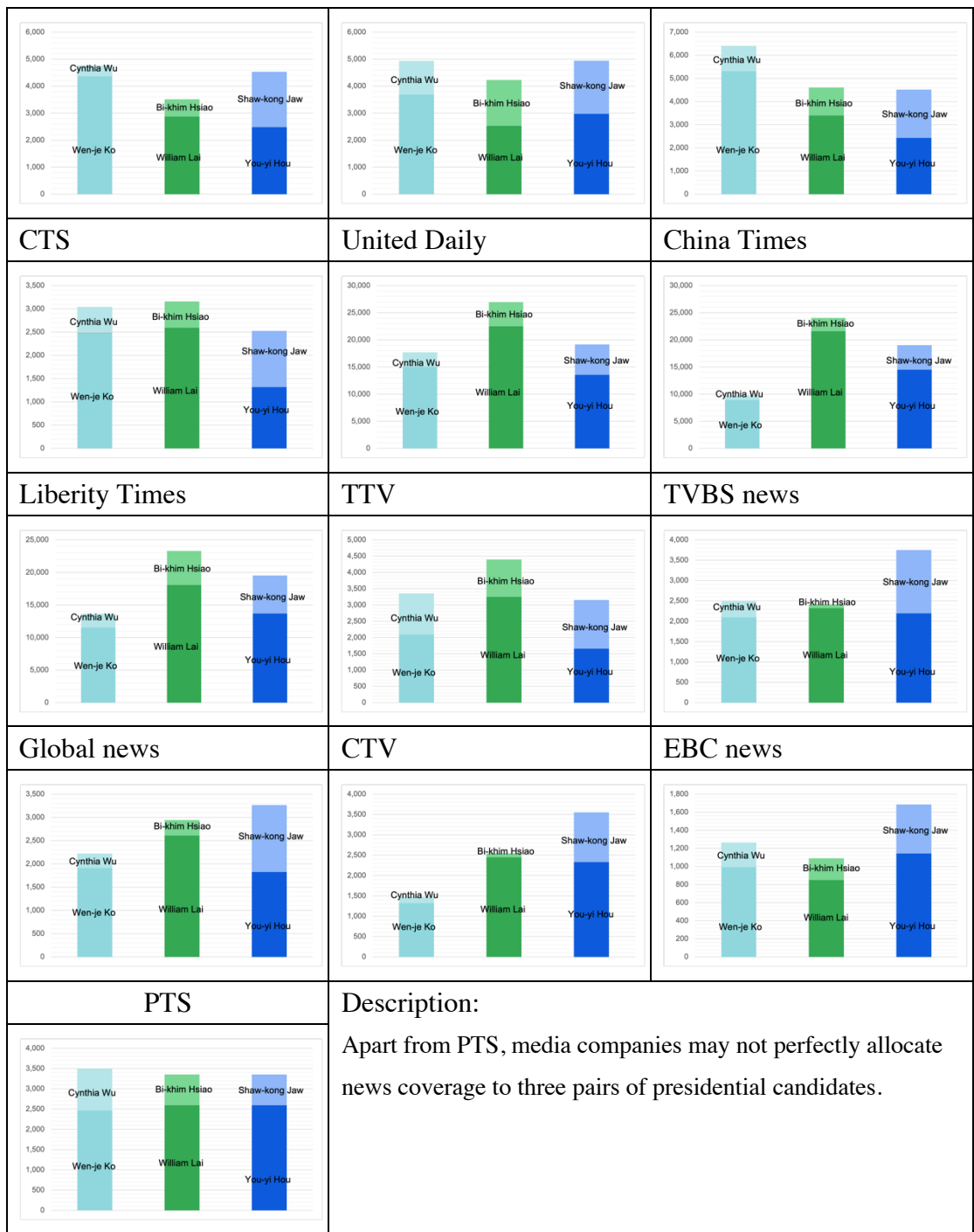
■ involved presidential candidates.

<p>FTV news</p> 	<p>CTi news</p> 	<p>SET news</p> 
<p>ERA news</p> 	<p>mnews</p> 	<p>NEXT TV news</p> 
<p>CTS</p>	<p>United Daily</p>	<p>China Times</p>

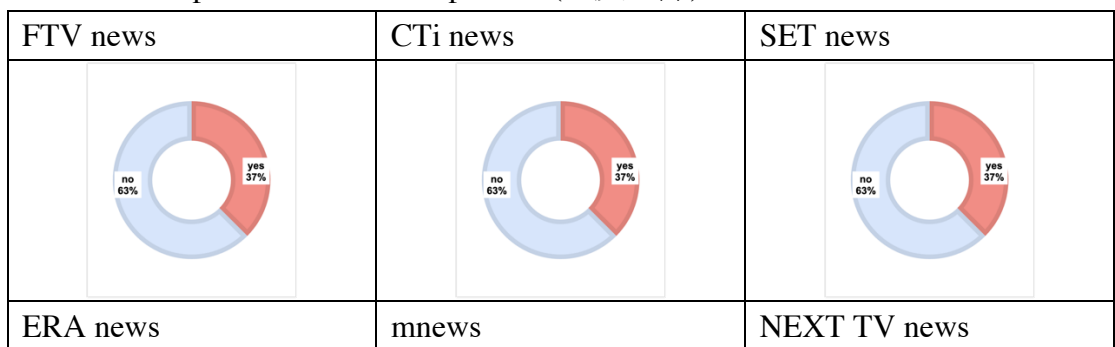
Liberty Times	TTV	TVBS news
Global news	CTV	EBC news
PTS	<p>Description: FTV news(42%), TVBS news(44%), CTV(44%), EBC news(45%) provided more proportion of news coverage for presidential candidates of KMT than those of other parties while CTi news(42%), United Daily(42%), China Times(48%), and TTV(40%) provided more proportion of news coverage for presidential candidates of DPP than those of other parties.</p>	

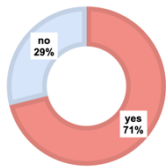
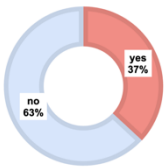
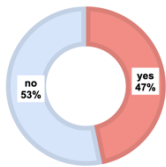
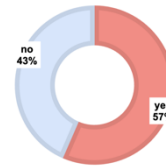
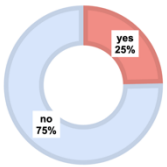
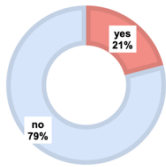
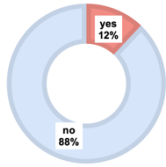
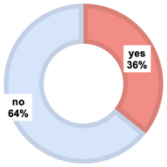
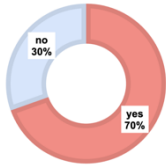
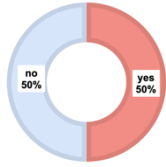
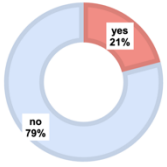
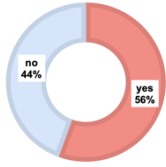
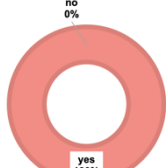
■ cumulative coverage of candidates

<p>FTV news</p>	<p>CTi news</p>	<p>SET news</p>
ERA news	mnews	NEXT TV news

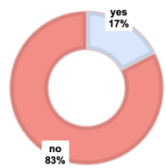
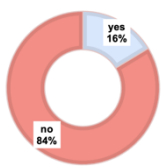
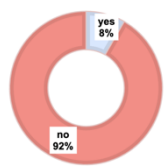

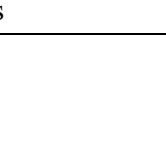



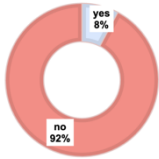
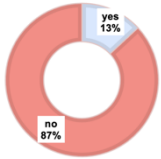
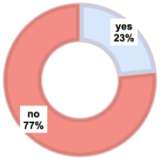
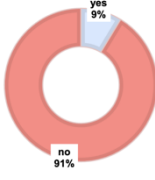
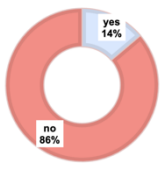
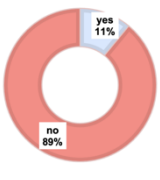
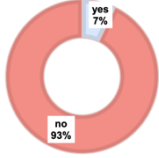

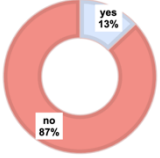
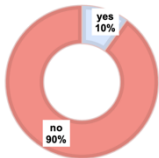
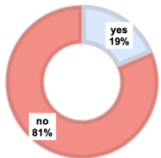
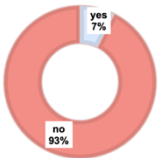
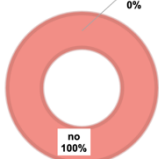
■ narrative performance - Juxtaposition(正反並陳)



		
CTS	United Daily	China Times
		
Liberty Times	TTV	TVBS news
		
Global news	CTV	EBC news
		
PTS	<p>Description: Apart from PTS, media companies failed to achieve juxtaposition of more than one source or opinion. ERA news(71%), TVBS news(70%) and EBC news(56%) are the companies achieve larger porprotion of juxtaposition.</p>	
		

■ narrative performance - Intermingling (夾敘帶議)

		
FTV news	CTi news	SET news
		
ERA news	mnews	NEXT TV news

		
CTS	United Daily	China Times
		
Liberty Times	TTV	TVBS news
		
Global news	CTV	EBC news
		
PTS	Description: Apart from PTS, media companies were identified the circumstance that they intermingled comments with news contents between 7% to 23%.	
		

Results

Overall, Taiwan's 2024 presidential election did not see instances of media violating the principle of fairness as in previous years. The following observations can be identified from the statistical data.

1. For TV broadcasters, election news accounts for between 7.69%(PTS) to 52.4%(FTV). For newspapers, election news accounts for between 24.34% to 29.08%. The media coverage that presents larger proportion of election news are FTV news, CTI news, SET news, ERA news, mnews (in sequence).
2. All media companies are more likely to narrate election news by candidates' statements or activities statement or activities. Election news narrated by policies, issues, or election affairs accounted for relatively small proportion. United Daily, EBC news, China Times, ERA news, and Global news produce larger proportion of election news concerning policies, issues, or election affairs.
3. Comparing to broadcasters, newspapers are more likely to present different candidates or political parties in an unbalanced proportion.
4. Besides three major political parties, other small political parties are nearly extinct in media presentation.
5. Apart from PTS, media companies may not perfectly allocate news coverage to three pairs of presidential candidates. Three major political parties are not evenly presented by media companies during observation period. However, in respect of press freedom, such situations are permissible.
6. Apart from PTS, media companies failed to achieve juxtaposition of more than one source or opinion. ERA news (71%), TVBS news(70%) and EBC news(56%) are the companies achieve larger proportion of juxtaposition.

Good
Media Watch
Good
Media
Good
Society



© Taiwan Media Watch Foundation

This work is licensed under the "Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0)"; when quoting articles or reports, the original intent must be preserved. For commercial use, please contact us for further information.

Publisher Shih-hung Lo
Editor Eva Teng
Advisor Cheng-chung Lee
Researcher Chi-chuan Lai
Coders Ying-ju Lai, Min-hsuan Kuo,
Liang-hsuan Tseng, Ko-chin Chen,
Wen-chi Liao, Shu-ching Ma, Chi-wen Hung,
Pei-yu Shen, Tzu-en Chou, Yen-min Wang,
Ying-ju Lai, Ting-yu Chou, Tzu-hsuan Yu,
Hui-ling Cheng
Design Chen-shu Jao

