

The Intermedia Agenda Setting of Interpersonal Violence Cases in the Malaysian Mainstream Online News, Independent News Portal and Social Media

NORIZZATI SAIFUDDIN
HASMAH ZANUDDIN
University of Malaya

ABSTRACT

Media plays an important role in illustrating the issue of interpersonal violence. Online media such as news portals and social media platforms are highly used in spreading the information virtually and digitally. However, the issue of interpersonal violence is still growing and has recently shown a significant spike. There are not many studies analyzing the exchange of information between these platforms digitally due to online news portals, which are operated by traditional media, and social media being treated as different entities. Yet, real-time posting may lead to an exchange of contents as they follow each other's agenda. A study on intermedia agenda-setting (IAS) - through issues published, agenda-setter, and sentiment - will enable us to understand how agenda setting plays a role in illustrating the issue of interpersonal violence. A content analysis study was conducted on six selected online media, consisting of mainstream and independent news portals and social media. A total of 815 samples of online news, articles and social media postings from five distinct issues were extracted to investigate the content and every 40 relevant comments from each news item were selected to identify how public opinion the portrayal of the issue in these selected online media. In-depth interview was conducted to eight field experts to gain clarification of the result from the content analysis study. Chi-square analysis on three hypotheses were significantly associated. Results revealed that public officials played a major role as the agenda setter. *The Star* which represents mainstream online news led in setting the agenda on interpersonal violence issues while Facebook which represents social media followed next in setting the agenda. During the process of intermedia agenda-setting, negative sentiments were hugely expressed and exchanged which indicated the uneasiness, feeling disturbed and dissatisfaction on the interpersonal violence cases, which in the end resulted in the sharing and exchanging of news between mainstream news portals and social media. The agenda on social media was set by the public. This confirmed the effects of the flow of elite--non-elite-elite on IAS. Hence, this study contributed to the understanding of the agenda pattern used that also coexisted in different types of media which were created through the intermedia process.

Keywords: *Intermedia agenda setting, interpersonal violence, mainstream online news, independent news portal, social media.*

INTRODUCTION

This study on intermedia agenda setting is an attempt to look at the relationship between online news and other social networking sites. In particular, it looks at the intermedia process - information that is played through the flow of information in various types of online media (Gilardi, Gessler, Kubli & Müller, 2021).

The mass media function is to inform, educate and entertain people (Karambelkar, 2020). Media companies established online platforms which motivates people to read the news they publish. Online newspapers allow readers to speak up their opinion as most online newspapers also operate on social media to communicate with viewers and encourage discussion. This helps to form the public opinion, for instance, through the comment sections

of the online newspaper's social media pages (Yakim, Mohamed & Manan, 2019). This coexistence of both social media and online news portal, independent or mainstream, will be looked at, by comparing on how they write interpersonal violence cases which happened in Malaysia.

Interpersonal violence by definition is ill-treatment that happens among family, intimate partners, friends and outsiders (World Health Organization, 2020). The five main components of interpersonal violence are youth violence, child maltreatment, intimate partner violence, elder abuse, and sexual violence (World Health Organization, 2006). The number of crimes concerning violence in Malaysia can be seen through the high number of crime index related to violent crimes in Malaysia 2020 was 16,489 (Department of Statistics Malaysia, 2020).

According to Women's Aid Organisation (2020), there is a spike in the domestic violence cases during Movement Control Order (MCO) reported from 18 March to the end of 2020. From the report made through Talian Kasih which is an effort made by the Ministry of Woman, Family, and Community Development (KPWKM), there is an increase of 57 percent of calls which are likely related to domestic violence were made. Especially during the first two months of MCO, WhatsApp and SMS helpline initiated by Women Aids Organisation (WAO) also has received a tremendous spike of 287 percent distress calls and 116 percent enquiries. This study questioned how the issues were portrayed in the media in the effort to inform, educate, entertain and persuade people.

Meanwhile, the portrayal of violence in the media has formed a common view about at-risk youth which is different to reality. According to Abdullah, Ortega, Ahmad and Ghazali (2015), not many young people are portrayed as law-breakers and they also display merely a moderate amount of violent actions. This inaccurate depiction, made this study question how information, with regards to interpersonal violence, have been constructed in the media.

Therefore, it is significant to learn this study by analysing the content of this issue in the Malaysian online media and also explanation through in-depth interviews with the expert of this study. In light of this, the intermedia agenda-setting theory can be utilised to analyse the exchange of information between these online news outlets to see how the issue of interpersonal violence is portrayed in the various news sites. Based on the intermedia agenda-setting context, these three research questions would be answered through this study:

RQ 1: Who set the intermedia agenda of interpersonal violence issue in the Malaysian online media?

RQ 2: Which online media platform carries the issue first in the intermedia agenda-setting?

RQ 3: Which sentiment is mostly shown during the exchange of information during the intermedia process?

LITERATURE REVIEW

To understand this study, a comprehensive understanding of the intermedia agenda-setting theory, Malaysian online media, and interpersonal violence issue is essential.

Intermedia Agenda Setting Theory

The agenda-setting theory, according to McCombs and Shaw (1972), stated that the number of issues placed by the media and how issues were delivered toward the public, reflected their agenda. Meanwhile, intermedia is the diffusion of news processes in which the reporting

of an agenda by a certain media outlet influences how other companies write the story. Thus, intermedia agenda-setting can be defined as the transfer of news content between different types of media (Atwater, Fico & Pizante, 1987). Harder, Sevenans and Aelst (2017) has studied intermedia agenda setting in the social media age and has claimed that to some extent at least all media set and follow each other. There is a strong effect on other media that publish less often. Social media content may be featured from one medium to another medium too.

Majority of intermedia agenda-setting research compared the relationship between general newscast outlets and local media in a nation, and between newspapers and television of a specific region, area, or country (Zoonen, 2017). Many studies also often compared print and their online version for the intermedia agenda-setting studies. Previous studies had suggested intermedia presence in social media (Vonbun, Königslöw & Schoenbach, 2016). Agenda setting concept can be extended to social media such as Facebook and Twitter because it can influence public agenda through public opinion (Salman, Mustaffa, Salleh & Ali, 2016). This study attempted to expand the intermedia study by studying the time interval it appears on social media. Harder, Sevenans and Aelst (2017) stated intermedia agenda setting in the social media can be studied through time intervals which may become an important variable for the media to influence another media. It is believed that both social media and traditional media, depending on the time it occurs, can influence the other agenda (Su & Borah, 2019). Hence, studying intermedia agenda-setting, by measuring both online news and social media is still relevant. The majority of IAS studies confirmed the elite-to-non-elite flow of IAS effects, which is exchanging of coverage and creating media impact in between social media and conventional news. Media and policy makers as the elite agenda setter do not necessarily happen in social media, which is described as non-elite agenda setter (Su & Xiao, 2021).

The role of news media as agenda-setter was analysed to discover the relevancy of the media as the source of news and agenda provider in the process of intermedia agenda setting (Yakim Mohamed & Manan, 2019). The news sources have an influence in setting the agenda as the information created to feed the agenda by the sources, for the audience's interest (Kee, Ibrahim, Ahmad & Kiang, 2012). Different agendas of social media and traditional media were said to be closely tied together (Gilardi, Gessler, Kubli & Müller, 2021). They play an important role and have more influence compared to the press (Dailey & Wanger, 2016). Hence, when analysing the agenda setter, it is important to know who has the biggest influence during the exchange of information in the intermedia agenda-setting process.

The intermedia agenda can affect the public agenda and lead to changes in policy. This is because people's beliefs are influenced by the media (Yakim, & Manan, 2019). The media sentiments reflected the general atmosphere of the newscast reporting (Keong, Naim & Zamri, 2014). Negative sentiments shown by the public reflect unhappiness of the public towards the issue. Yakim and Manan (2019) confirmed that positive and negative perceptions about an issue can be learned by studying the sentiment of the public through the comments, which includes observing the entire opinion, every sentence, and the possibility of the opinion containing positive, negative, or neutral sentiments (Joshi, Prajapati, Shaikh & Vala, 2017). Hence, sentiments that were largely being exchanged between online media platforms during the intermedia agenda-setting process, is an important aspect to be studied. From here it can be deduced that the agenda-setter, issue, and sentiment are the important elements in understanding the intermedia agenda-setting.

Malaysian Online Media

Malaysia's internet network can be accessed by 25.3 million people and is expected to increase to 29.4 million in 2023 (Müller, 2019). Harder, Sevenans and Aelst (2017) in the study stated time intervals for online news are reported on a fixed schedule, meanwhile the same news in social media is reported instantly, which makes time intervals may become an important variable for the media to influence another media. They also added that there is no doubt that traditional media format is more appropriate to the creation of news content for its journalistic gatekeepers, however, social media content is still deemed as newsworthy as it is able to create buzz from citizens through information shared from their observation report or application of citizen journalism. Citizens journalists contributed to news coverage through their participation in the discussions which should be considered into citizen journalism in this social media era (Luo, 2019). The exchange of content in the social media in the form of text, image or video led to the production of news in real time which increased the urgency and importance on the issue (Harder, Sevenans & Aelst 2017).

Online media comments made by the audiences are not passive, can react, discuss, and comment on each news posting in which these comments reflect public expression that can possibly also influence the agenda setting process due to the sentiment of commenters (Mohamed, Ghazali & Manan, 2020). This allows the public to understand the news and public opinion relationship (Yakim & Manan, 2019). From here, the public opinion is observed through their sentiments portrayed through their comments, whether they have negative or positive thoughts towards the issues framed in the news, because their sentiments may influence the intermedia process.

Some mainstream media companies are owned by political parties, hence, the content is strictly controlled by the authorities (Newman, Fletcher, Kalogeropoulos, Levy & Nielsen, 2017). It is different from independent media as they claim to be free from any control and forces of any organisation. However, it cannot be denied the influence to get an advertisement which some strict regulation was made to avoid misconduct (Trappel & Tomaz, 2021). In the Malaysian independent online news portal industry, independent news portal has increased public interest as the penetration rate in Malaysia is increasing (Newman, Fletcher, Kalogeropoulos, Levy & Nielsen, 2017). With the issue of credibility in mainstream media, the idea that claims independent media as a news source spread (Newman, Fletcher, Kalogeropoulos, Levy & Nielsen, 2017). They are at liberty to share opinions of the media industries, activists, journalists, researchers, and regulators; which allowed the media to act independently (Karppinen & Moe, 2016). Online news portal becomes free from control due to no censorship assurance of the internet (Nawang, 2020).

The Internet has caused the increase of citizen journalists, all due to people's need for recent updates. Printed news could not compete with the speed of online news and social media to feed people's needs (Taibi & Yin, 2020). Social networking sites have become news providers as Facebook and Twitter have become the source for audiences to experience news. Youngsters show higher interest in the news through social networking sites (Bergström & Belfrage, 2018). Many incredible news sources are widely available on social media (Noor, 2017). Based on the statistics by the Malaysian Communications and Multimedia Commission, in 2020, 88.7 percent of Malaysians are Internet smartphone users. 74.3% of Malaysian users use it for the purpose of seeking information (Malaysian Communications and Multimedia Commission, 2021). This has made social media become an important online platform for

information exchange. However, if social media is managed improperly or by irresponsible individuals, it could bring a negative impact (Ahmad, 2019).

Interpersonal Violence Issue

Interpersonal violence, as described by the World Health Organization in 2006, is the intended usage of physical force or pressure, endangered or actual, fights, harmed or a massive plausibility of harm, passing, mental abuse, maldevelopment or misfortune. WHO has characterised interpersonal violence in five forms comprising of youth violence, child maltreatment, intimate partner violence, elder abuse, and sexual violence (World Health Organization, 2006).

Child maltreatment is described as the assault or deprivation of kids under the age of eighteen. Child maltreatment covers all forms of physical and emotional violence, sexual harassment, neglect, other forms of harassment, as well as potential damage to the well-being, strength, development, or reputation of a minor in such a position of responsibility, parental rights, or control. Sexual abuse would be another form of child maltreatment that is often mentioned (Mikton, Tanaka, Tomlinson, Streiner, Tonmyr, Lee & MacMillan, 2017).

An intimate partner is like a husband, cohabiting partner, lover, ex-boyfriend, or former partner. WHO (2021) had described intimate partner abuse in every aspect. Other words for intimate partner violence include domestic violence, as well as the harassment of a girlfriend or wife. Intimate partner violence refers to the violence enacted by people in a romantic relationship conducted at different times, at a different severity level.

Meanwhile, both physical or emotional acts of abuse against individuals aged 10 to 29 years are all referred to as youth violence. It is often between acquaintances and strangers, which may appear in the form of physical, bully, mental, emotional, punishment and sexual. This can lead to a permanent disability, depression and serious physical effects. This also may lead them to develop aggressive behavior as they grow up and become an abusive adult (Ferrara, Franceschini, Villani & Corsello, 2019).

Sexual violence or sexual harassment, according to the World Health Organization (2020; World Health Organization Europe, 2020), is a global threat to public health. 1 in 3 women in the world have encountered with sexual violence by their partner, or by any perpetrator in their life. The sexual violence may have impacted their health, caused injuries, physical, mental, sexual diseases and problem with their reproductive health (Allibang, 2020).

Last but not least, elder abuse can be defined as improper behaviour that occurs in almost any relationship based on mutual respect which causes unnecessary pain to the elders, regardless of how often it occurs. There are four forms of elder abuse. The first form involves direct physical, sexual, mental, emotional, financial, and property misconduct on the elderly. The second form is abandonment of the elderly. The third element is ignoring the needs of older people. Finally, the significant loss of dignity and respect towards the elderly is also considered as a form of abuse (Mikton, Tanaka, Tomlinson, Streiner, Tonmyr, Lee & MacMillan, 2017).

METHODOLOGY

This study has applied explanatory research as the research design of this study. Explanatory research allows a precise explanation and answers questions of why the situation is happening (Rosenberry & Vicker, 2021). A content analysis and in-depth interview were applied as the research method in this study. Content analysis was used to learn the

intermedia agenda-setting elements in mainstream online news portal, independent news portal and social media platforms in covering the interpersonal violence cases. In 1980, Krippendorff described the analysis of content as the use of repeatable and legitimate process of making particular content assumptions to many other conditions or resources of its origin (Krippendorff, 2004). Meanwhile, an in-depth interview was used in order to explain the data generated from content analysis. In-depth interview allows researchers to get insight on particular issues through the use of semi-structured interview (Hennink, Hutter & Bailey, 2020). The selected mainstream online news, independent news portal and the selected social media are the unit of analysis. The agenda setter, agenda issue and agenda sentiment are the variables in this study.

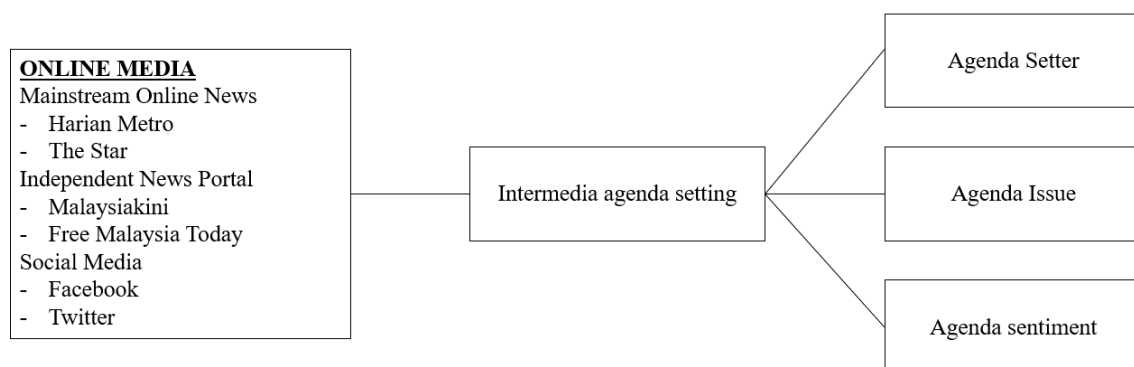


Figure 1: A research framework

Two Malaysian online newspapers, two independent news portals, and two social media platforms were used as the sample of this study. They are *Harian Metro*, *The Star*, *Malaysiakini*, *Free Malaysia Today*, Facebook and Twitter. These samples were selected due to the high consumption in which online newspapers and portals are *The Star*, *Harian Metro*, *Malaysiakini*, while social media is Facebook and Twitter (Nair, 2019). The articles from four online media were studied to analyse its content, along with it, the comments of the same articles shared in its Facebook and Twitter official pages were collected. Meanwhile, social media postings from Facebook and Twitter, posted by other pages and individuals about the same interpersonal violence issue were also collected. The comments of these postings also were collected similarly as the four online news earlier. The reason comments of those articles and postings were collected was because public opinion may influence the portrayal of the agenda. As mentioned earlier, the agenda setting process can be influenced by the sentiment of commenters (Mohamed, Ghazali & Manan, 2020). Data were collected using keywords and hashtags associated with interpersonal violence at the searching bar between the timeframe period. The numbers of reach were important in order to understand the majority of Malaysia's views on interpersonal violence.

For the first method using content analysis, this study collected data pertaining to interpersonal violence cases from August 2017 and October 2018. The rationale for choosing this time frame was because this study focuses on intermedia agenda processes between different online media platforms as well as this study provided both content analysis and in-depth interview data which fit the current trend and situation. Simple random sampling allows all samples to have equal chances to be selected as it has the biggest number of possibilities for each unit to be the sample (Allibang, 2020). 815 samples were selected for

this study, which comprised 420 samples from social media, 255 samples from mainstream online news and 140 samples from independent news portals. Both online news articles and comments were analysed as the sample of this study. From each news and postings, 40 comments were selected to observe the public opinion. The technique used in selecting the comments was adopted and adapted from a study by (Witteman, Fagerlin, Exe, Trottier & Zikmund-Fisher, 2016), by selecting the top 40 comments on each news and postings. The comments with the most likes and replies were more reliable (Yakim & Manan, 2019).

Meanwhile, for in-depth interviews, the interview session was conducted from 3 August 2020 – 16 November 2020. The participants were selected by using purposive sampling technique. Purposive sampling was used in order to select the most accurate sample who can provide extensive information in regards to the research question (Hall & Roussel, 2021). The participants were selected based on their expertise and involvement related to this issue. Total of eight field experts who met the criteria were interviewed. These participants consisted of two media editor representatives from *Malaysiakini* and *Free Malaysia Today*, two government organisations from National Population and Family Development Board Malaysia (LPPKN) and Social Welfare Department (JKM), lawyer, policy department of JKM, police, and victim. From here, we uncovered the perspectives from all areas: media who released the news, the parties who provided them with the information, people who manage such issues and also people involved in the issue. Table 1 shows the area of expertise of the participants.

Table 1: Field expert

Participants	Position	Field Category
Participants 1	News Editor, Free Malaysia Today	Media expert
Participants 2	News Editor, Malaysiakini	Media expert
Participants 3	Psychology Officer/Registered Counsellor, National Population and Family Development Board Malaysia (LPPKN)	Public expert
Participants 4	Community Development Officer, Division of Older Persons, Social Welfare Department (JKM)	Public expert
Participants 5	Lawyer, Advocates & Solicitors, Tetuan Nor Zabetha Chinna & Co	Lawyer
Participants 6	Division of Policy and International Relation, Social Welfare Department (JKM)	Government policy expert
Participants 7	Chief of Jalan Tun Razak Police Station, IPD Wangsa Maju	Police
Participants 8	Principal of Darul Quran Ittifaqiyah & President of National Coalition of Associations of Tahfiz Al-Quran Institutions.	Victim

The research instrument for content analysis used were coding sheets and coding instructions to collect the data. A pilot test was conducted on 10 news randomly selected to test the reliability and validity of the variable. Holsti test was used to test the instrument reliability and was found 97% or 0.97 significantly reliable for this study as Table 2 (Holsti, 1969).

Table 2: Holsti’s reliability test

Sample/Coder	Coder 1	Coder 2	Holsti’s Reliability
Sample 1	166	170	$\frac{2(166)}{166+170} = 0.99$
Sample 2	163	171	$\frac{2(163)}{163+171} = 0.98$
Sample 3	159	168	$\frac{2(159)}{159+168} = 0.97$
Sample 4	146	165	$\frac{2(146)}{146+165} = 0.94$
Total	634	674	0.97

Meanwhile, the instrument used for in-depth interviews was a list of semi-structured questions. A semi-structured interview is based on a predetermined set of questions which allows more flexibility and follow up questions to be asked to gain more explanation on the addressed issue (Brennen, 2021). The questions were adopted from previous study and adapted from the content analysis results earlier as the interview aimed to gain clarification of the content analysis results. For reliability and validity, a pilot test was tested on three people to test whether the instrument can be applied and the final version was used after amendment. The data also were confirmed with the participants.

As for the finding for in-depth interview, thematic analysis was conducted and the data was analysed using Atlas.ti 8. The findings for content analysis were displayed in the form of frequency, percentage and chi-square statistical analysis. Chi-square was used to analyse the hypothesis of this study. Three hypotheses were tested to see the significant relationship between both independent and dependent variables of this study. Data was then analysed using SPSS. The hypothesis tested were as follow:

- H1:** There is a significant role of a public office as the agenda setter of the online media platform in the intermedia agenda-setting.
- H2:** *The Star* has a significant relationship to the agenda issued through intermedia agenda-setting.
- H3:** There is a significant association between Facebook and negative sentiment used in exchanging information through intermedia agenda-setting.

RESULTS AND DISCUSSION

Results and discussion will elaborate about the agenda-setters, the issue, and also the sentiments that were analysed from selected Malaysian mainstream online news, independent news portal, and social media.

The Agenda Setter

The result on the agenda-setter below answered the first research objective which is “who set the intermedia agenda of interpersonal violence issue in the Malaysian online media?”. Table 3 below listed the agenda-setters that hugely influenced the intermedia agenda-setting process and the online media platform that they mostly appeared in.

Table 3: Agenda setter and online media type used in intermedia agenda-setting

Agenda setter	Online Media Type	Frequency	Percentage
Public Official	Facebook	187	22.9%
Media	Twitter	145	17.8%
Family	Harian Metro	111	13.6%
Government	The Star	104	12.8%
Courts of Laws	Harian Metro	91	11.2%
Academic Institution	Facebook	73	9.0%
Other	Facebook	31	3.8%
No Sources Mentioned	Twitter	28	3.8%
Occupational Based Organisation	Twitter & The Star	26	3.2%
Religious Expert	Harian Metro	19	2.3%

This study found (Table 3) that the agenda of issues pertaining to interpersonal violence were largely set by public officials. Facebook especially, was heavily used by public officials to carry the agenda during the intermedia agenda-setting process. It is believed the credibility of a public official is more trusted and contributed further to the set of agenda. A previous study mentioned that credibility is a factor that makes the audience engage with content (Keib & Wojdyski, 2018). The interview data explained that public officials are the most reliable sources as they are the authority who confirmed the accurate information and are doing damage control of the issue.

Press conference we don't allow any speculation and let the police do the investigation...we give information to all mass media. Whatever they said, we can counter back and put them under Section 23 Communication and Multimedia Act (Participant 7).

We want to follow the information from reliable resources. Those who didn't have any significant relation. In this case, it is the police because they are the ones who are investigating. Family has their significant relation to them because their family members are involved. They can be a little biased (Participant 2).

We police everyday do preventive measures to inform people and make them aware... We give all information to the people, we put in the mass media as well (Participant 7).

It was revealed that there was dissimilarity of the online media platform chosen by each type of agenda-setter in disseminating information during the intermedia agenda-setting process. As indicated previously, the agenda setters were mostly public officials, however, during the intermedia agenda-setting process, other sources of information were also shared in different online media platforms. For example, most of the source of information in Twitter with regards to interpersonal violence was from postings, videos and

photos published by other media, while the agenda set by *Harian Metro* is influenced by the family. Hence, it can be concluded that each online media platform used a different source of information depending on their house style. Based on the in-depth interview data, it can be assumed that the agenda determined by online news portals depends on the house style of a particular media company, while for social media, it depends on the information available in the media and their intention in spreading the information.

...it depends on the owner of the company. But we are mostly focused on the issue. Some ownership is direct, so it has influence from the owner. It depends on what their wants (Participant 1).

Not all information details can be told. Only necessary for the knowledge of public can be shared such as chronology of the incidents (Participant 7).

Our people mostly don't really care whether the information is certified or not. They don't really care in the social media where the information come from (Participant 5).

All organisation can work together in spreading the information through online media so that it can be a platform for information and a place to take action in protecting the victims (Participant 8).

Good things about social media, it can become the source to help victims and convey information on the violence (Participant 6).

This also means that the agenda set by public officials on Facebook predominantly caught on to other online media platforms. Public officials became the intermedia agenda-setter in determining how the issue of interpersonal violence were framed, particularly on Facebook by other pages and individual accounts who also shared the information made by the public official. This is because the information on the issue was mostly generated from authorities such as public officials who worked as police, doctors, and others.

Previously, it was mentioned that there is also an impact on news sources and news pattern structure (Kee, Ibrahim, Ahmad & Kiang, 2012). In this study, public officials are the authorities that control the agenda which make the content become stricter (Jones, Epp, & Baumgartner, 2019). Hence, it is not a surprise that they became the agenda setter in intermedia agenda-setting due to its strict and controlled contents which is more trusted.

Agenda Issue

Findings on agenda issues answered the second research question "Which online media platform carries the agenda issue first in the intermedia agenda-setting?" Table 4 presented the number of interpersonal violence issues distributed in each online media type during the period of study.

Table 4: Agenda issue and online media type used in intermedia agenda-setting

Online Media Type	Child		Intimate		Youth		Sexual		Elder	
	Maltreatment		violence		Violence		violence		abuse	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Harian Metro	30	3.7%	23	2.8%	75	9.2%	6	0.7%	6	0.7%
The Star	16	2.0%	8	1.0%	70	8.6%	14	1.7%	7	0.9%
Malaysiakini	16	2.0%	7	0.9%	61	7.5%	9	1.1%	4	0.5%
Free Malaysia Today	13	1.6%	1	0.1%	20	2.5%	7	0.9%	2	0.2%
Facebook	23	2.8%	29	3.6%	122	15.0%	20	2.5%	18	2.2%
Twitter	78	9.6%	22	2.7%	67	8.2%	16	2.0%	25	3.1%

It was found that Facebook has the greatest number of posts about interpersonal violence issues compared to all other online media types and other interpersonal violence issues, especially for youth violence. The high number of posts and engagements on Facebook also indicate that the platform circulated the issue widely. This supported previous researcher's statement that Facebook has become the source to experience news especially to the younger generation (Bergström & Belfrage, 2018). This shows that Facebook played a major role in terms of the number of interpersonal violence issues circulated in the online world.

From in-depth interviews, it was found that the information through social media became significant because the issue became viral. Therefore, it increased the circulation about the issue regardless of the types of content published.

The viral information about violence or abuse from online media such as social media sometimes breaking the law, for example spreading the photo of the child victim of the cases without the permission from the court is wrong. The negative side also some of them even exaggerating the story in social media when the issue was still being investigated (Participant 6).

Malaysian people tend to believe anything in social media which is why anything in social media can even reached 20,000 tweets (Participant 2).

Many viral cases in the media allows attention to the authorities to take action to many cases spreading in social media (Participant 6).

However, having such a high number of news postings does not indicate that this online media is the one that carried the issue first. Hence, this study investigated the intermedia process to discover which online media was the first to initiate and played the role in disseminating the issue and consequently setting the agenda. In order to do that, focus was

given on the time and date that the issue was first published online. Figure 2 below displays the first online media type that carried the agenda issue first and which online media type followed the agenda for each type of interpersonal violence.

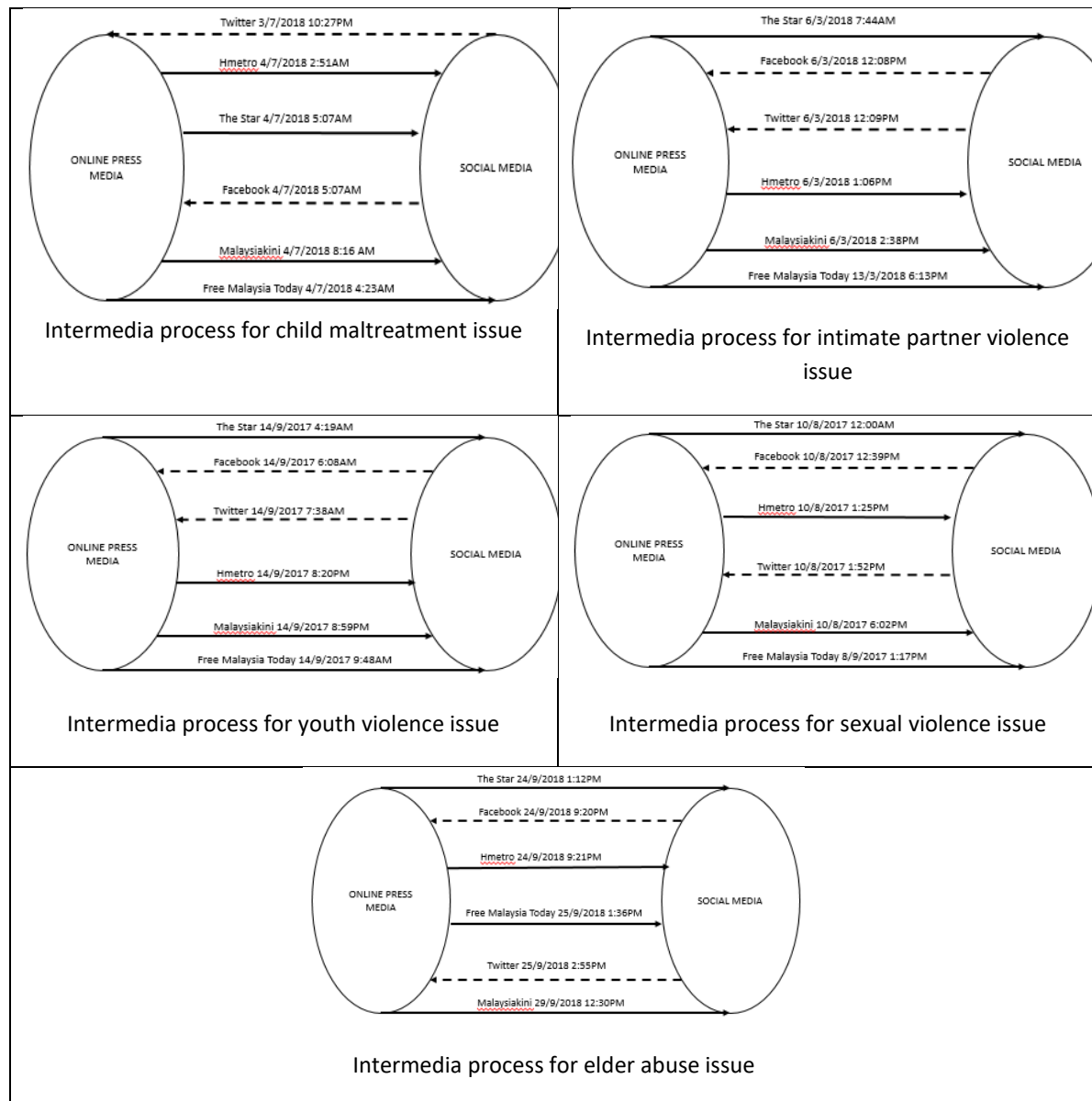


Figure 2: Intermedia process in each interpersonal violence agenda issue

Table 5: The first online media type which carries the agenda issue of each type of interpersonal violence

Agenda Issue	Online Media Type	Date	Time
Child Maltreatment	Twitter	4/7/2018	5:07 AM
Intimate Partner Violence	The Star	6/3/2018	1:06 PM
Youth Violence	The Star	14/9/2017	4:19 AM
Sexual Violence	The Star	10/8/2017	12:00 AM
Elder Abuse	The Star	24/9/2018	1:12 PM

Figure 2 reveals the online media platform that first played the agenda issue in each type of interpersonal violence, while Table 5 summarises the first online media types that carried the agenda issues for each type of interpersonal violence. The issues researchers analysed are the child maltreatment case, a dead body of a baby found in carer's fridge; the intimate partner violence; Malaysian celebrity Ziana Zain abused by her husband; the youth violence, a religious school was set on fire by teenagers; sexual violence, 'Monster dad' who raped his daughter; and lastly the issue of a women murdered by her own son and disposed in a septic tank.

The Star news portal was found to set the agenda first for the interpersonal violence issues analysed, for other platforms to follow. For example, *The Star* published the issue of youth violence - based on religious school which was set on fire - which happened in the middle of the night immediately, while other online media portals only published about it after a few hours. Social media platforms followed suit after the issue was widely circulated. Generally, *The Star* news portal was the main online media platform that set the agenda of the issue followed by Facebook.

However, there is a child maltreatment issue which was first shared on Twitter before being published on *Harian Metro's* news portal. This is because the issue was first tweeted as a missing child report on Twitter before police found the dead body of the child and found abused signs on the body, which led the issue to go through an intermedia process, shared on other sites.

Therefore, it can be said that *The Star* has set the agenda - an issue to be published - which was followed by the other platforms. As mentioned, there is a symbiotic relationship between all news agencies and social media platforms as they rely on each other when deciding the issues to be published (Zoonen, 2017). This indicated that mainstream online news spread the information first which reflected the elite flows of agenda setting before another platform followed the path, known as non-elite flows agenda setting. The in-depth interview explained that these media played the role to inform the public while considering news items that were worth selling.

The story depends as we must look into the current situation. Sometimes, you see people fight with each other and you think you can sell the news, but sometimes it is not...the important is do they want to read this story (Participant 1).

(The) dilemma (in) media (is) when you see hits you can see the pattern of the readers, read the trend, you can see their patterns, but it is not necessarily the same as what they told it is interesting to them... (Participant 2).

The function of the media is to spread the information. Without the knowledge of the accurate information can caused many misunderstanding, wrong assumption and perception in the society (Participant 4).

Meanwhile, Facebook contents have also been known to influence media coverage on an issue, push a certain agenda to the public and influence policy making. This result is supported by a previous study that claimed that the amount of coverage an issue gets may

influence public opinion and policy in agenda setting (Jashinsky, Magnusson, Hanson & Barnes, 2017). During the process of intermedia agenda-setting, results showed that negative sentiments were hugely expressed and exchanged which indicated the uneasiness, feeling disturbed and dissatisfaction on the interpersonal violence cases, which in the end, resulted in the sharing and exchanging of news between mainstream and social media. Thus, it can be said that the agenda setting on social media was set by the public. This confirmed the elite--non-elite-elite flow of IAS effects of agenda setting. The in-depth interview data believed that the discussion in social media has a contribution to society and policy.

We want the discussion to be ongoing. Yes, many people said newspapers has many influence but not so much...it should be the place to discuss ideas...this is because the policy is determined by the politicians in parliaments (Participant 1).

Maybe because he's struggling. You feel so happy to help them. That was true satisfaction as media (Participant 1).

Therefore, the media is believed to hold some power to influence the public and policymaking as people are influenced by the issue played by the media, especially *The Star* who set the agenda issue.

The concept of intermedia creates the interrelation between media, public and policy (Wanta & Alkazemi, 2017). The mainstream online news portal is the biggest online news category that influences an issue, thanks to its in-depth coverage. It was found that the influence of mainstream online news portals on the media agenda was better than news available on social media, especially for *The Star*, a mainstream media that provided inclusive and comprehensive information. Mainstream online news portals also quoted public official statements more than any other online media types.

The reporting is mostly from police press conferences or Bernama. Whatever they said, I will make a report (Participant 1).

When there is a lot, the role of the media is to filter the information with reliable sources such as police, school, parents, etc. We need to be careful with the information, because the effect can be damaging as people are emotional (Participant 2).

A deeper observation also found the independent news portals have the least influence on intermedia agenda-setting. Hence, it was obvious that the independent news portal is the weakest platform in setting the agenda in intermedia agenda-setting.

We as a media always think about what people find interesting. Of course, the number of likes and shares plays a significant role. So we share as many news as we can (Participant 1).

Some media follow their agenda for example the right information, so they follow their own media agenda and expose everything. For some, may have political agenda, so they got influence by the house style...Sometimes we have dilemma because we want the hit and subscribers which can generate money from advertisements as it influenced our survival, at the same time we have moral responsibility (Participant 2).

Agenda Sentiment

Agenda sentiment that was used during the exchange of information was found in the intermedia process. The finding for agenda sentiment responded to research question 3, which is “Which sentiment is mostly shown during the exchange of information during the intermedia process?”

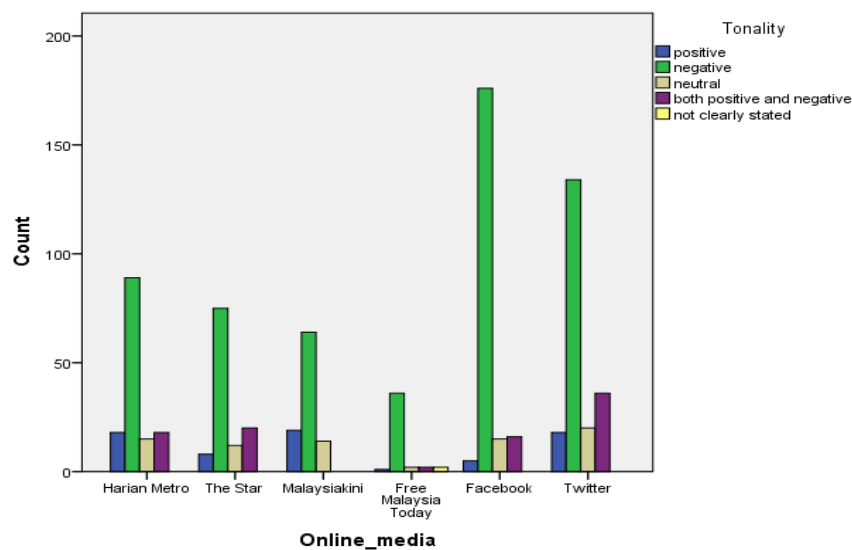


Figure 3: Agenda sentiment

Referring to Figure 3, negative sentiment was found as the sentiment shared most in the Malaysian mainstream online news portals, independent news portals, and social media on the issue of interpersonal violence cases. The negative sentiment was also found to be incredibly high on Facebook followed by Twitter. This indicates that social media was mainly swapping negative sentiments in the intermedia agenda-setting process. This was followed by the mainstream online news and independent news portal. From this result, it can be assumed that negative sentiment was highly circulated when it came to interpersonal violence cases in Malaysia. Negativity allegedly becomes a news popularity factor for its ability to reach extensive potential audiences (Boukes, Jones & Vliegthart, 2020). Therefore, it is believed the high negative sentiments used especially on social media platforms are intended to attract audiences. From a media perspective, the media sentiments reflected the general tone of the newscast reporting (Keong, Naim & Zamri, 2014).

Hence, the negative sentiments in the intermedia agenda indicated the damaging effects of these interpersonal violence cases in Malaysia which leaves an impression on the issue. The negative sentiment was found through public comments and reactions to the cases related to interpersonal violence. Thus, the exchange of the negative sentiments between online media created tension among the public on interpersonal violence issues.

When you see the comment, the narrative is different. So sometimes emotional is important to get the vibes, especially when the story you need to get the right emotion. The emotion can be positive and negative. But, there are also negative emotion that perceived as positive (Participant 1).

Usually sentiment played in public and social media are the same in many aspects. The sentiment in social media represents the sentiment of the public society. If the issue is trending, we can see what the public actually want (Participant 2).

The reaction of public is negative because people want to find bad things from the situation (Participant 8).

Social media can give negative impact when it disturbs the investigation process and causing fight between netizen (Participant 4).

Current issues, if we look at our societies, they love stories about gossip. Our people like gossip. If you look at social media, all news about gossip has many likes. Our people incline towards these issues. They are not educated people, yes, there are many educated people, but not that many who actually interested to read such news (Participant 5).

A previous study mentioned that the effect of negative stories is almost three times greater than positive stories' impact (Hatter, 2020). In this new study, the negative tension is able to trigger the emotion of the public which may push for the public agenda from social media to mainstream online news portals and independent news portals. These negative sentiments also challenge the effort to reduce crime. This is similar to several opinions that it is challenging to generate collaboration to reduce crime (Rahman, Mahdzir, Ismail & Rahim, 2019; Taib & Filzah, 2017; UNICEF Malaysia, 2017). High negative sentiment in the social media, followed by mainstream online news portals and independent news portals can be assumed as the dissatisfaction and unhappiness of the media and public towards the issue of interpersonal violence in Malaysia as negative sentiments that were highly expressed. As a result, mainstream online news portals and independent news portals have lower negative sentiments as they are more careful with the information that they release.

Negative news has different norms. That is why negative news can be seen everywhere and can be sold. If a dog bites a man, it is not a story. But if a man bites a dog, it is a story (Participant 1).

Some information cannot be confirmed but already spread in online media with elements of favouritism when the information may actually invalid (Participant 6).

When emotion is high, we need to be careful because the impact is damaging. Speculation that is not true can lead to further damage because people are still mad. That is why we need to be careful with the info. Some fact has to be hidden such as the details of how the victims were murdered because that is the ethical suggested by Ministry of Health (Participant 2).

Although the intermedia process had revealed a visible amount of negative sentiment especially in social media, there are other types of sentiment that were exchanged during the intermedia agenda-setting process. Other than negative sentiments, there were many who expressed positive and negative sentiments simultaneously. This indicated the mixed feelings about interpersonal violence issue uttered in the social media particularly, mainstream online news and independent news portal during the intermedia process.

Online media is an interesting platform because it allows the information to flow without any limit which causes a huge phenomena. This is interesting because the information has both negatives and positives which can be used and checked thoroughly (Participant 4).

We do something to alleviate the situation through many talks to the public. As time passed, the society also less emotional (Participant 8).

Some people want to help people. It can be positive and negative when they saw the abuse (Participant 3).

The other sentiments that followed were neutral, positive, and not clearly stated. Most Malaysian online media do project many sentiments in their reportage on the issue of interpersonal violence. From here, this study disagrees that sentiments shared in the media cannot influence the public (Kim & Chen, 2020). This is because a huge number of negative sentiments do affect the impression on the issue throughout online media. This study believes that negative sentiment in news is able to raise fear through its negative content. Previously, there was also a statement saying that social media can strongly contribute to the fear of violence (Näsi, Tanskanen, Kivivuori, Haara & Reunanen, 2020). This study also shared the same perspective as the data showed high negative sentiment, especially in social media.

Chi-square Analysis

Chi-square was tested on seven hypotheses to analyse the assumption made in this study. The analysis was conducted, and the result of the chi-square statistical analysis was presented in Table 6 below.

Table 6: Hypothesis result

Hypothesis	X ² Value	df	Asymp. Sig (2-sided)	Relationship
H1: There is a significant role of a public official as the agenda setter of the online media platform in the intermedia agenda-setting.	521.350 ^a	45	.000	Accepted
H2: The Star news has a significant relationship to the agenda issued through intermedia agenda-setting.	91.787 ^a	20	.000	Accepted
H3: There is a significant association between Facebook and negative sentiment used in exchanging information through intermedia agenda-setting.	104.583 ^a	20	.000	Accepted

The chi-square testified that there is an important role of public officials as the agenda setter of the online media platform in the intermedia agenda-setting. With $X^2 = 521.350$ (45) and p -value = .000, H1 is accepted. These results indicated that public officials were assumed to play a dynamic part as the agenda setter in the exchange of information throughout mainstream online news, independent news portal and social media. Hence, H1 is accepted as the chi-square analysis has proved the significant role of public officials as the agenda setter in the intermedia agenda-setting progression.

Chi-square testing on the H2 hypothesis has found that $X^2 = 91.787$ (20), P -value = 0.000. Hence, H2 is accepted as it is statistically proven that *The Star* has a significant relationship to the agenda issued through intermedia agenda-setting. This indicated the assumption that *The Star* has an association to the set of the agenda issue through the intermedia agenda-setting process in the online media platform.

Last but not least, the hypothesis for H3 is accepted due to data found that $X^2 = 104.583$ (20), p -value = .000. This chi-square result has accepted the assumption that there is a significant association between Facebook and negative sentiment used in exchanging information through intermedia agenda-setting. This showed that the negative sentiment in Malaysian online media is significantly related to Facebook. In other words, the negative sentiment of interpersonal violence issues has a relationship to the portrayal of the issue on Facebook during the intermedia agenda-setting process.

CONCLUSION

This study emphasised the use of intermedia agenda-setting through the Malaysian mainstream online news, independent news portal, and social media on interpersonal violence cases. During the process of intermedia agenda-setting, results showed the effects of elite--non-elite-elite flows of IAS. The agenda setter was found by public officials who have the largest influence on the way the issue is addressed in the online media. The public official also largely used Facebook during the exchange of information. Other sources of information have different preferences in which platform they prefer to use in disseminating the information. This makes the agenda setter influence more prominent on Facebook and other sources following the agenda set by the public official.

As for the agenda issued, *The Star* was found to play a major role in the setting of the agenda of interpersonal violence. *The Star* became the first online platform that carried the issues followed closely by Facebook. The observation on the data found that the online newspapers such as *The Star* frequently played agenda issues and it is followed by social media, which in this study is Facebook. In most cases, the independent news portal showed the weakest online platform in setting the agenda as they mostly become the last follower of the issue that was already covered a lot in the mainstream online news portals and social media. Hence, *The Star* as the component of mainstream online news portal was assumed to have a significant relationship to setting the agenda of interpersonal violence during the intermedia agenda-setting process.

As for the agenda sentiment, there are many exchanges of negative sentiment throughout the intermedia agenda-setting progression. Especially in social media, negative sentiment on Facebook was largely exchanged, followed by the mainstream online news portals, and independent news portals. This indicated that Malaysians were not satisfied and were unhappy with the issue related to interpersonal violence. To conclude, mainstream online news especially *The Star* plays a significant role in playing the agenda through the information disseminating to the mass audience. However, there is a need to understand that public officials act as an agenda-setter a lot in social media platforms especially on Facebook to transmit information to the public, and distribute the agenda through the process of intermedia agenda-setting. It is suggested that future researchers analyse the impact of intermedia agenda-setting from the public's perceived reality on this issue.

BIODATA

Norizzati Saifuddin is a PhD student at the Department of Media and Communication Studies, Faculty of Arts & Social Sciences, University of Malaya, Kuala Lumpur, Malaysia. Email: AVA170046@siswa.um.edu.my

Hasmah Zanuddin is an Associate Professor at the Department of Media and Communication Studies, Faculty of Arts & Social Sciences, University of Malaya, Kuala Lumpur, Malaysia. Her expertise includes Public Relations, Media & Communication Policy & Management, Research Method, Content Studies, and Audience Research. Email: hasmahz@um.edu.my

REFERENCES

- Abdullah, H., Ortega, A., Ahmad, N., & Ghazali, S. (2015). Aggressive and delinquent behavior among high risk youth in Malaysia. *Asian Social Science*, 11(16), 63-73. <https://doi.org/10.5539/ass.v11n16p62>
- Ahmad, Z. A. (2019). Embracing social media: The change and disruption to public relations practices in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 35(1), 319-337. <https://doi.org/10.17576/JKMJC-2019-3501-21>
- Allibang, S. (2020). *Research methods: Simple, short, and straightforward way of learning methods of research*. Independently published.
- Atwater, T., Fico, F., & Pizante, G. (1987). Reporting on the state legislature: A case study of inter-media agenda-setting. *Newspaper Research Journal*, 8(2), 53-61. <https://doi.org/10.1177/073953298700800206>
- Bergström, A., & Belfrage, M. J. (2018). News in social media: Incidental consumption and the role of opinion leaders. *Digital Journalism*, 6(5), 583-598. <https://doi.org/gddppk>
- Boukes, M., Jones, N. P., & Vliegthart, R. (2020). Newsworthiness and story prominence: How the presence of news factors relates to upfront position and length of news stories. *Journalism*, 1-19. <https://doi.org/10.1177/1464884919899313>
- Brennen, B. S. (2021). *Qualitative research methods for media studies*. New York: Routledge.
- Dailey, R., & Wenger, D. H. (2016). Source variety, event frequency, and context in newspaper crime reporting. *International Journal of Communication*, 10, 1700-1720. <https://ijoc.org/index.php/ijoc/article/download/4431/1617>
- Department of Statistics Malaysia. (2018). Press release: Crime statistics, Malaysia, 2018. <https://www.dosm.gov.my/v1/index.php?r=column/pdfPrev&id=SnJIWjNGZ3VWajUraDIBcFpMQ3JWUT09>
- Ferrara, P., Franceschini, G., Villani, A., & Corsello, G. (2019). Physical, psychological and social impact of school violence on children. *Italian Journal of Pediatrics volume*, 45(76). <https://doi.org/10.1186/s13052-019-0669-z>
- Gilardi, F., Gessler, T., Kubli, M., & Müller, S. (2021). Social media and political agenda setting. *Political Communication*, 1-22. <https://doi.org/10.1080/10584609.2021.1910390>
- Hall, H. R., & Roussel, L. A. (2021). *Evidence-based practice: An integrative approach to research, administration, and practice*. Massachusetts: Jones & Bartlett Learning.
- Harder, R. A., Sevenans, J., & Aelst, P. V. (2017). Intermedia agenda setting in the social media age: How traditional players dominate the news agenda in election times. *The International Journal of Press Politics*, 22(2), 1-19. <https://doi.org/gbk7cx>
- Hatter, S. C. (2020). *How crime-based media affect perceptions of crime, race, and fear of crime* [Doctoral dissertation, Walden University]. Walden University Scholar Works.
- Hennink, M., Hutter, I., & Bailey, A. (2020). *Qualitative research methods*. London: SAGE Publications.
- Holsti, O. R. (1969). *Content analysis for the social sciences and humanities*. Addison-Wesley Pub. Co.
- Jashinsky, J. M., Magnusson, B., Hanson, C., & Barnes, M. (2017). Media agenda setting regarding gun violence before and after a mass shooting. *Front. Public Health*, 4, 291. <https://doi.org/10.3389/fpubh.2016.00291>
- Jones, B. D., Epp, D. A., & Baumgartner, F. R. (2019). Democracy, authoritarianism, and policy punctuations. *International Review of Public Policy* 1(1), 7-26. <https://doi.org/gijfss>

- Joshi, M., Prajapati, P., Shaikh, A., & Vala, V. (2017). A survey on sentiment analysis. *International Journal of Computer Applications*, 163, 34-38. <https://doi.org/gkkw>
- Karambelkar, N. (2020). Role of media in social awareness. *International Research Journal of Engineering and Technology*, 7(12), 1504-1506.
- Kee, C. P., Ibrahim, F., Ahmad, F., & Kiang, C. C. (2012). Frame contention between news sources and news media: Framing the dispute of teaching mathematics and science in English. *Asian Social Science*, 8(5), 16-28. <https://doi.org/10.5539/ass.v8n5p16>
- Keib, K., & Wojdyski, B. (2018). Staying alive: TV news Facebook posts, perceived credibility, and engagement intent. *Electronic News* 13(1), 3-22. <https://doi.org/gkkx>
- Keong, Y. C., Naim, S., & Zamri, N. D. (2014). Online news report headlines of education Malaysia global services. *Jurnal Komunikasi: Malaysian Journal of Communication*, 30(2), 159-182. <https://doi.org/10.17576/JKMJC-2014-3002-09>
- Kim, J. W., & Chen, G. M. (2020). Exploring the influence of comment tone and content in response to misinformation in social media news. *Journalism Practice*, 15(4), 456-470.
- Krippendorff, K. (2004). *Content Analysis: An introduction to its methodology* (2nd ed.). London: SAGE.
- Luo, Y., & Harrison, T. M. (2019). How citizen journalists impact the agendas of traditional media and the government policymaking process in China. *Global Media and China*, 2(1), 72–93. <https://doi.org/10.1177/2059436419835771>
- Malaysian Communications and Multimedia Commission (MCMC). (2017). Internet users survey 2017. <https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/MCMC-Internet-Users-Survey-2017.pdf>
- Mccombs, M., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36, 176–187. <https://doi.org/10.1086/267990>
- Mikton, C. R., Tanaka, M., Tomlinson, M., Streiner, D. L., Tonmyr, L., Lee, B. X., & MacMillan, H. L. (2017). Global research priorities for interpersonal violence prevention: A modified Delphi study. *Bulletin of the World Health Organization*, 95, 36-48. <https://doi.org/10.2471/BLT.16.172965>
- Mohamed, S., Ghazali, W. N. W. M., & Manan, K. A. (2020). Election news and agenda setting on Facebook by Malaysian English newspapers. *e-BANGI: Jurnal Sains Sosial dan Kemanusiaan*, 17(2), 10-24.
- Müller, J. (2019). Number of Internet users in Malaysia from 2015-2025. *Statista*. <https://www.statista.com/statistics/553752/number-of-internet-users-in-malaysia/>
- Nair, J. (2019). Malaysia's 2019 media consumption report. *Vase. ai*. <https://vase.ai/resources/malysias-media-consumption-2019>
- Näsi, M., Tanskanen, M., Kivivuori, J., Haara, P., & Reunanen, E. (2020). Crime news consumption and fear of violence: The role of traditional media, social media, and alternative information sources. *Crime & Delinquency*, 67(4), 1–27. <https://doi.org/10.1177/0011128720922539>
- Nawang, N. I., Mohamed, A. M. T., & Mustaffa, A. (2020). Online news portal in Malaysia - A revisit of the regulatory regime governing the media in the era of media convergence. *UUM Journal of Legal Studies*, 11(1), 117-142. <https://doi.org/gxvr>
- Newman, N., Fletcher, R., Kalogeropoulos, A., Levy, D. A., & Nielsen, R. K. (2017). *Reuters Institute: Digital news report 2017*. Reuters Institute for the Study of Journalism. https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Digital%20News%20Report%202017%20web_0.pdf

- Noor, R. (2017). Citizen journalism vs. mainstream journalism: A study on challenges posed by amateurs. *Athens Journal of Mass Media and Communications*, 3(1), 55-76. <https://doi.org/10.30958/ajmmc.3.1.4>
- Rahman, A. A., Ismail, C. T., Rahim, A. A. & Mahdzir, N. (2019). *Combating domestic violence in Malaysia: Issues and challenges*. *Man in India*, 97(24), 54-64.
- Rosenberry, J., & Vicker, L. A. (2021). *Applied mass communication theory: A guide for media practitioners*. New York: Routledge.
- Salman, A., Mustaffa, N., Salleh, M. A. M., & Ali, M. N. S. (2016). Social media and agenda setting: Implications on political agenda. *Jurnal Komunikasi: Malaysian Journal of Communication*, 32(1), 401-414. <https://doi.org/10.17576/JKMJC-2016-3201-19>
- Su, Y., & Borah, P. (2019). Who is the agenda setter? Examining the intermedia agenda-setting effect between Twitter and newspapers. *Journal of Information Technology & Politics*, 16(3), 236-249. <https://doi.org/10.1080/19331681.2019.1641451>
- Taib, F., & Filzah, Z. (2017). Child abuse in Malaysia: A neglected child health issue. *Malaysian Journal of Paediatrics and Child Health*, 21(1), 1-7.
- Taibi, M., & Yin, N. T. (2020). The changes of media landscape in Malaysia: How citizen journalism poses threats to traditional media. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(1), 369-380. <https://doi.org/10.17576/JKMJC-2020-3601-21>
- Trappel, J., & Tomaz, T. (2021). *The media for democracy monitor 2021: How leading news media survive digital transformation* (Vol. 1). Sweden: Nordicom.
- UNICEF Malaysia. (2017). UNICEF annual report 2017: Malaysia. https://www.unicef.org/about/annualreport/files/Malaysia_2017_COAR.pdf
- Vonbun, R., Königslöw, K., K.-v. & Schöenbach, K. (2016). Intermedia agenda-setting in a multimedia news environment *Journalism*, 17(8), 1054-1073. <https://doi.org/f3s2sk>
- Wanta, W., & Alkazemi, M. F. (2017). Agenda-setting: History and research tradition. In P. Rössler (Ed.), *The international encyclopedia of media effects*. John Wiley & Sons.
- Women's Aid Organisation. (2020). 2020 annual report: Women's aid organisation. https://wao.org.my/wp-content/uploads/2021/05/AGM-Report_2020.pdf
- World Health Organization (WHO). (2006). World Health Organization intimate partner violence and alcohol fact sheet.
- World Health Organisation (WHO). (2020). COVID-19 and violence against women: What the health sector/system can do. <https://apps.who.int/iris/handle/10665/331699>
- World Health Organization Europe. (2020). Violence, health and sustainable development. http://www.euro.who.int/_data/assets/pdf_file/0006/430854/InterpersonalViolenceAcrossTheLife-Course-eng.pdf
- World Health Organization (WHO). (2021, March 9). *Violence against women*. <https://www.who.int/en/news-room/fact-sheets/detail/violence-against-women>
- Yakim, M. M., Mohamed, S., & Manan, K. A. (2019). Agenda setting by the Malay online newspapers during the Semenyih by-election. *International Journal of Law, Government and Communication*. <http://irep.iium.edu.my/id/eprint/77926>
- Zoonen, L. V. (2017). False consciousness and media effects. In, *The international encyclopedia of media effects (Critical theory approaches to media effects)*. Wiley-Blackwell. <http://doi.org/10.1002/9781118783764.wbieme0100>