A Quantitative Content Analysis of Sexual Harassment News: Comparison of Daily Jang and Berita Harian Newspaper

HILAL FATIMA
AKMAR HAYATI AHMAD GHAZALI*
University Putra Malaysia

URWA BUKHARI
Minhaj University Lahore, Pakistan

ABSTRACT

Both Malaysian and Pakistani societies have been reported to have issues with sexual harassment, as indicated by victims and media sources. The media presentation of sexual harassment was observed in Daily Jang and Berita Harian newspaper by using the method of Content Analysis. The portrayal of sexual harassment issues in news coverage is an essential part of bringing awareness. The current study has focused to do a comparison of Sexual harassment news published between a Pakistani and a Malaysia newspaper to understand the differences and similarities in the pattern of news coverage. A total of 194 and 151 sexual harassment news respectively, were selected by defined coders, with the time frame of the year 2016. The chi-square test was applied to understand the significant difference between the amount of news in both newspapers. Inter-coder reliability was done to identify the agreement between coders. In the results of structural attributes Daily Jang and Berita Harian did not give prominence to sexual harassment and did not elevate awareness through news coverage. Even though, the negligence of the media and government is the similarity between the two countries. Both countries have this social problem but they do not have any agenda or policy to handle or control it. According to content attributes, most of the coverage was based on sensitization. However, Berita Harian had published a bit of educational and awareness content as compared to Daily Jang which was good but not enough for the betterment of society.

Keywords: *Sexual harassment, sexual harassment news, content analysis, structural attribute, content attribute.*

INTRODUCTION

Numerous studies on sexual harassment have focused on causes and consequences, intervention programs drawing policies for victim justice, and its effects (Mahmood & Ahmad, 2011). Sexual harassment is an age-old problem (Heise, Pitanguy, & Germain, 1994). In 1993, the World Bank documented that one out of three women had been sexually harassed, assaulted, or attacked, mostly by her family or someone she knows at her workplace (Heise, Pitanguy, & Germain, 1994). Globally, at least one in three women was sexually abused in her lifetime (ILO, n.d.).

Malaysia, a Muslim and economically developed country has been reported as not considered developed (Investopedia, 2019) and one of the leading communication technology countries with almost 89% of its population, which is equivalent to 25.4 million Internet users (Kovalan, Omar, Tang, Ghazali, & Pitchan, 2021), with sexual harassment remaining a problem. Over a third of the women population, or approximately 36%, have

experienced sexual harassment, compared to one in every six men (The Star, 2019). One victim was so traumatized by her experience that she was afraid of picking up calls on her phone or browsing their email, although she did not have a high level of communication (Anumudu, Yasin, Ghazali & Alsagoff, 2020). The effects of sexual harassment not only impacted the victim but also family, friends, and co-workers. The attitude toward sexual harassment has shed light on the situation when it is a matter of personal security, especially mental, physical, and emotional security (AWAM, 2019).

According to Statista (2022) survey on the subject at hand conducted in June 2019, about 59% of respondents reported having experienced sexual harassment. Sexual harassment was still viewed as an issue that affected women more than men, with 40 per cent of Malaysians believing it to be the most stressful. The All Women's Action Society (AWAM) reported that the number of reported rape cases in Malaysia was to be around 3,000 every year (AWAM, 2014). This suggests that, on average, eight women were raped daily in the country. Similarly, the Human Rights of Malaysia reported that there were 2045 rape and 1590 sexual harassment cases that occurred in 2015. Malaysian newspapers have reported that sexual harassment of women was perpetrated by their male colleagues. Many of these cases were not reported to the media because of fear of shame and cultural values. The media have been subject to criticism for their biased and negative reporting on issues surrounding violence against women, often exaggerating news for the sake of ratings. Over a third of Malaysian women faced sexual harassment, compared to one in six men (Babulal, 2019).

The seriousness of the problem prompted the Malaysian government to officially launch the Code of Practice on the Prevention and Eradication of Sexual Harassment in 1999 (Ismail et. al., 2007). Many workshops and guideline seminars have been held to prevent sexual harassment. Likewise, the Human Rights of Malaysia has made amendments to enact stricter laws for punishing perpetrators (Ismail et. al., 2007). Although the Employment Act of 1955 has been implemented, the government was still working on overcoming the sexual harassment problem (Ismail et. al., 2007).

Pakistan is a developing country and has faced similar issues of sexual harassment. Sexual harassment occurs not only in workplaces but everywhere even while crossing a street (Haider & Mashud, 2014). University students were an easier target of sexual harassment (Nauman & Abbasi, 2014). Victims generally knew that they were being sexually harassed but they were not told because they had no confidence to talk in front of their families or other people about any form of sexual harassment (Sadruddin, 2013). The number of sexual harassment cases in the country was recorded to be on the increase by the day even though there are laws against it (Yousaf & Schmiede, 2016). According to the Human Rights Commission of Pakistan report, cases of sexual harassment have been recorded to increase during the last decade, with one woman being raped every two hours (United States Department of State, 2018). An empirical analysis of juvenile crimes in Punjab (a state bordering Pakistan) revealed that 14.5% of criminal acts involved Zina, prohibition, abduction, and rape (Taj, 2005). Similarly, the HRCP reported that in 2003, about 70% of women in Pakistan suffered from some form of violence. More recently, in 2016, the number of cases reported for harassment and female gang rape had increased to 486 and 12,383 respectively. "In Pakistan, harassment is like a white elephant in the room that no one sees," said journalist Shazia Nawaz (Usmani, 2011). The Dawn News reported 176 (58%) sexual harassment cases

from January to April 2013. Similarly, 146 (48.7%) were reported by the Express-News during the same period (Usmani, 2011).

The Pakistan Penal Code introduced a section 509 on sexual harassment and allegations against perpetrators. Now under section 509 of the Pakistan Penal Code, insulting the modesty of women or sexually harassing them, is a crime. The perpetrator of this crime may be punished with imprisonment, which may extend to 3 years, or a fine up to PKR 500,000 (5 lakh), or both (Paycheck.pk, n.d.).

The former and late President Zia Ahmad Awan of the Karachi-based organization LHRLA (Asjad, 2004) stated that sexual harassment did not just mean an act of physical offence. It comprised any gesture, stare, or remark that made women feel insecure and uncomfortable. The most severe form of sexual harassment includes rape, molestation, and incest. According to the HRCP (Asjad, 2004), incidents of harassment and molestation were being reported at workplaces, public venues, and universities from all over the country. Women were assaulted, raped, and sexually harassed regularly, but they remained silent because of fear, shame, and embarrassment (Anwar, Österman, & Björkqvist, 2019).

In reiteration, sexual harassment victims in both Malaysia (Ismail et. al., 2007) and Pakistan (Anwar, Österman, & Björkqvist, 2019), have remained silent and did not react against sexual harassment. They acquiesced to the situation and chose to remain silent due to societal and victim-blaming pressures. If every victim had come forward to report the incidents, the reporting rates could have been higher. However, no one took a stand against this social issue. The tolerant attitude and lack of reaction actually allowed the problem of sexual harassment to proliferate even further. In both countries, numerous cases of sexual harassment were reported in their daily newspapers.

News media has a particular role to affect the public's opinion in any manner (Happer & Philo, 2013). Regarding sexual harassment, news media exposure can educate the public to fight the sexual harassment problem (Aransay, Passot, & Tong, 2015). Awareness or knowledge about sexual harassment is a key weapon to fight because illiteracy and lack of awareness cause sexual harassment (Naveed, Tharani, & Alwani, 2010).

News media, including national newspapers, can be assumed as development or change agents. The media set the agenda and published framed news to achieve specific goals. Therefore, media or national newspapers can set an agenda to cultivate thinking among people against sexual harassment. In this agenda, awareness of sexual harassment crime, its definition, legal and constitutional information, and prevention measures should be published. Through media agenda-setting, society can be reformed and cultures can be changed. Sexual harassment remains a thorny problem in contemporary society. Society is getting modern day by day, but people still do not have a good understanding of the subject matte.

Research Objective

This study aims to understand the coverage pattern of Sexual Harassment news coverage in both national dailies named Daily Jang and Berita Harian. This study is designed to highlight the media policies, and framing to publish sexual harassment news in most circulated dailies in both countries (Pakistan and Malaysia). The current study has focused on doing a comparison of Sexual harassment news published in Daily Jang, a Pakistani newspaper; Berita

Harian, a Malaysian newspaper to understand the differences and similarities in the pattern of news coverage.

Research Questions

1. The number of SH news articles of Daily Jang is significantly different from the number of SH news articles of Berita Harian.
2. To explore the pattern of sexual harassment news coverage in Daily Jang and Berita Harian.

Content Analysis

Content analysis worked on the assumption that the producer of media content, the audience, and the researcher converged on the same manifest meaning of the content analysed. Quantitative content analysis is the systematic and replicable examination of symbols of communication (Berelson, 2000). It assigns numeric values according to stringent measurement rules, analyses relationships involving those values using statistical methods, and draws inferences about its meaning or infers from the communication to its context, of both production and consumption (Riffe, Lacy, & Fico, 1998).

Content analysis is a quantitative and systematic technique that enables quantifying and examining human communication messages (Krippendroff, 2004). According to Janis (2009), it is a process to classify the messages with possible causes and effects, on their meaning, and measured by their occurrence.

To identify the pattern of sexual harassment news coverage in both Berita Harian and Daily Jang newspapers, this study looked into the patterns of sexual harassment news coverage included news prominence, news placement, tone of news, news direction, and news writing style.

Unit of Analysis

The units of analysis are the whole article whether it was a news story, editorial, and feature on sexual harassment in the Berita Harian and Daily Jang, both newspapers. A hundred and ninety-four stories from Daily Jang and one hundred and fifty-one stories from Berita Harian from 1st January 2016 to December 2016 were the sample.

Table 1: Sexual harassment stories to read

	Daily Jang	Berita Harian
Total stories	194	151

Time Calculation

Content analysis needs proper time management and is assigned to responsible people who can devote their time and attention to these measurements. In this project, there were five members in the assigned team. One is the manager or supervisor who can communicate and train the other 4 coders. Managers divide the workload, coders' roles, and duration for the coders and double-check the work. The supervisor would then check the reliability and validity of the work. Two (2) coders are from Malaysia to code the Malaysian newspaper Berita Harian, two (2) coders are from Pakistan to code the Pakistani newspaper, Daily Jang. Both newspapers are from the year 2016.

The time needed to analyse a newspaper's content depends on the size of the newspaper. The more stories, the more time is required. For news searching and scanning 3 weeks are required. Scan all the stories and save them in a soft copy. Coding speed also increases with the experience, so a coder gave 5 days and 8 hours per day and then completed eight (8) news per hour.

Table 2: Hours needed for content analysis

No.	Working steps	Berita Harian 2016	Daily Jang 2016
1	Preparing newspapers for analysis	2 hours	2 hours
2	Training	2 hours	2 hours
3	Examining stories	40 hours	40 hours
4	Data entry to code sheet	10 hours	10 hours
5	Total time	54 hours	54 hours
6	Time per group (2 persons)	27 hours	27 hours

*Total time excludes the time of data analysis, news searching, and scanning.

First, allow two hours to prepare each edition of the newspaper for the analysis. This is a very important part and step which can make ways easy for coders. Coders will estimate the total number of stories from newspapers. The story analysis is a very difficult task and time consuming but coding speed after story analysis is also very particular for this process. A reasonable coding speed is 8 stories per hour. The coders will continue this routine for 5 days regularly and spend a total of 40 hours on the content analysis. The coders will be allowed to work 8 hours per day according to time management.

Time for initial training is also important. The supervisor will train the coders in all aspects of the study. He will convey essential points about the study and content analysis methodology. This training part will be in further detail in this code book. Please note that estimated time excludes general work and analysis of results, which varies by newspaper. Basic analysis can be completed in approximately 15 hours but detailed analysis with the result can take maximum time, which cannot be mentioned before. The next step is to assign stories to each coder and divide the workload. Stories will be divided equally among the coders. Each coder should check every section and every paper because if any single person has misconnected then this analysis can make the wrong data, so each person gets each paper to remove the chance of mistakes.

Table 3: Manage and divide the workload

	Daily Jang	Berita Harian
Total news	285	153
One coder	142	76
Second coder	143	77

Newspapers Selection

The newspapers Daily Jang and Berita Harian were selected for this quantitative and comparative study. The unit of analysis for this study is the sexual harassment news article. These are daily newspapers and are widely circulated in Pakistan and Malaysia, respectively.

The Daily Jang newspapers of the 2016 year were bought from the main office in Lahore. The coders did their analyses in Lahore, using hard copies of the newspapers. The

trainer received all selected and scanned news via email. On the other hand, the Malaysian newspaper, Berita Harian, was found and searched through the data of newspapers at the UPM Library.

The question of the study is to identify the pattern of sexual harassment news coverage in both dailies. News stories, feature articles, and editorials were included in this research. Before continuing the whole procedure of content analysis, the newspaper must be studied first to have a better impact on the research. Afterwards, the collection of all documents and highlighting of the sexual harassment story can be done.

Inclusion and Exclusion Criteria of News Stories

The main inclusion criterion for a story to be included in the analysis was that it must be a sexual harassment news article. The coders were able to identify the various forms of sexual harassment using the codebook as a guide. Each coder was given news articles, and a codebook describing the categories and descriptions on how to make a judgment regarding the type of sexual harassment. Each coder was provided with a coding sheet to code. Coders needed to familiarise themselves with the categories and fully understand how to apply the coding rules. As such, the coders were trained on how to implement the coding procedures.

The following types of news were not included in the criteria for sexual harassment news: Promotional content, Paid advertisement, Domestic violence, Murder, Standalone photographs, and graphics. These certain criteria are excluded because the advertisement is not news. The definition of sexual harassment from the Equal Employment Opportunity Commission (2009) does not include murder or domestic violence as sexual harassment.

Index Search Words/ Phrases

The main keyword of this content analysis research was sexual harassment. Pakistani coders searched sexual harassment keywords in their national language, 'Urdu'. Specifically, the coders looked for the words '*jinsiharasa*', '*jinsi ziyadti/*, and '*ismatdari*' which means sexual harassment. Similarly, Malaysian coders search the keywords for sexual harassment in their national language 'Malay'. In particular, the search terms '*gangguan seksual*', '*rogol*', and '*nikmatseksual*' for sexual harassment.

Coder's Selection

Coders were nationals and native speakers of Urdu and Malay languages. Coders graduated in journalism and mass communication fields. Two coders were from Pakistan and the other two were from Malaysia. The contact between the Pakistani coders and trainer was via Skype and mobile phone, video calls. On the other hand, face-to-face contact is between Malaysian coders and trainers.

Coders' Training and Duties

Before the content analyses, the trainer met with the coders and trained and guided them about all procedures, duties, details, and definitions of variables, went over the codebook and coding sheet, and discussed it. The trainer talked about everything about the instructions and questions. They practice on the first ten news articles and do the coding procedure in front of the trainer.

Additionally, it was ensured that everyone involved had his coding sheet and practised how to go about coding first. Coders must go through every single story and try to understand everything and remove all confusion, avoiding personal statements, and biases for good judgement. The first duty of the coder was to learn to select all news items and count them. The second responsibility was to study and understand the coding procedure clearly. Finally, the coders must start coding independently.

Agreement
The agreement was based on time and work calculations. This agreement was made between each coder and trainer. The payment was about RM2 per the news, and the researcher separately paid for the training time. This agreement, which represents the payment and timelines of work, was made to ensure the sincerity and commitment of the coders.

nter Coder Reliability
According to Neuendrof (2002), it is essential to measure the truthiness or replicability of the data. Intercoder reliability is a measure that determines whether the items classified by the coder are reliable or not. Four coders were assigned for content analysis and were given intensive training as mentioned in the study of Lombard, Snyder-Duch, and Bracken (2004). After the coding training, thirty samples of newspaper sexual harassment stories were given to them to code. Kappa Value is used on SPSS for the interceder reliability test. News frame and awareness variables of Pakistani newspapers have Kappa values of 0.64, and 0.64 respectively. Other variables have values of 1.00, 0.9, and 0.8. Viera and Garrett (2005) discussed that if Kappa values started from 0.8 – 1.00 then it shows almost agreement between coders. Another study by Wang (2011) also discussed that 0.6 - 0.7 values show substantial agreement and 0.8 – 1.00 values show good agreement between coders (McCombs & Shaw, 1972).

Table 4: Cohen's kappa inter coder reliability estimates of variables

Variables		
SH News Placement	1.00	1.00
Page Emphasis	0.83	0.92
Place of story	1.00	1.00
Number of words	0.92	1.00
Geographical Focus	0.91	1.00
Type of News story	1.00	1.00
Age of SH victim	1.00	0.90
Socioeconomic status of SH victim	1.00	1.00
Type of SH Victim	1.00	1.00
Type of Sexual Harassment	1.00	1.00
Negative	1.00	0.87
Positive	0.82	0.88
Educative (Learn something from the story)	0.85	0.85
Emotional story	1.00	0.87
Emphatic	1.00	0.88
Just a crime story	1.00	0.87
Awareness	0.64	0.87

Content Analysis Results and Discussion
Prior to conducting content analysis, a chi-square test was performed to determine if there was a significant difference in the number of SH articles. The Chi-Square test for Independence was used to compare the number of SH news articles between two different newspapers, The Daily Jang and Berita Harian. The Daily Jang had 194 SH news articles, while Berita Harian had 151.

Chi-Square Test
H_0= There is no significant difference between the number of news articles of Daily Jang and Berita Harian
H_a= There is a significant difference between the number of news articles of Daily Jang and Berita Harian

Table 5: Chi-square test

ID	Observed Value	Expected Value
SH news articles in Daily Jang	194	109.1
SH news articles in Berita Harian	151	66.1

Table 5 presents that the calculated value is smaller than the tabular value x2cal < x2tab and accepts the null hypothesis. It is concluded that they are not different and have a relationship between the number of sexual harassment news articles in Daily Jang and Berita Harian. It showed that the number of SH news articles in both newspapers has an association with each other and can be compared in the content analysis procedure. The objective of the study is to identify patterns of sexual harassment (SH) news coverage in a representative national daily of Malaysia and Pakistan -- *Berita Harian* and *Daily Jang*, respectively. The results in a way indicate how prominent and extensive are coverage of SH news is in the two countries. The aspects considered in the analysis included (1) the structural attribute of the SH news coverage, and (2) the content attribute of SH news coverage.

Structural Attribute of the SH News Coverage
In the current study, the structural attribute of SH news coverage is defined in the categories of news placement, page emphasis, and illustration. The importance of news or agendas on any issue can be measured by news placement, page emphasis (Wilkins & Patterson, 1987), and illustration (Granner, Sharpe, Burroughs, Fields, & Hallenbeck, 2010). Here this study depicts the prominence of SH news coverage by content analysis of a total of 194 SH news articles in *Daily Jang* and 151 news articles in *Berita Harian*. Table 6 presents the profile of the SH news coverage in terms of the news placement and page emphasis. Reports on SH are considered important and prominent if they appear on the front page and/or on the first half of the page or the first/second quarter of the page. As shown in Table 6, 88.6% of sexual harassment news articles in *Daily Jang* were not on front-page news, only a few articles were on the first page, suggesting that SH news is not given enough weight as a significant and consequential social problem to be covered. This particular trend seemed to be forming a pattern in the study of Ahmed (2014). The researcher highlighted that the media is not responsible for society. Regarding sexual harassment, the media presents sensationalism with no specific agenda for its prevention.

Additionally, 35.1% of the SH news articles were in the first quarter of the page, 30.9% in the second quarter of the page, and 8.8% in the first half of the page. The pattern of findings suggests that SH news is not prominent news in the *Daily Jang.* The lack of a specific policy regarding coverage of SH news in *Daily Jang* contributed to the poor attention and coverage. The reason behind the poor coverage is that people request reporters not publish details of the victim in a prominent place in the paper just because of embarrassment. The victim or victim's family does not want the incident to catch every reader's eye.

The news articles were also analyzed whether it has accompanying photos (victim and perpetrator). It is assumed that SH news with photos catches the reader's attention and can generate more interest than a news story without a photo (Ulloa, Mora, Pros, & Tarrida, 2015) but the majority (97.9%) of the news articles were without photos in *Daily Jang*. One of the possible reasons for the lack of photos accompanying the SH news is that publishing photos within Pakistani culture would shame and embarrass the victims. This could also relate to the ethical issue. As Ahmed (2014) mentioned in the study, the media should avoid photos of victims and perpetrators because of shame. The survival of their families became difficult after publishing their photos.

The result for the *Berita Harian* is a bit different. Nevertheless, the findings on the pattern of coverage of SH news in the *Berita Harian* lead to rather a similar conclusion, that the extent of SH news coverage in this national news daily is not prominent. As shown in Table 6, none of the 151 news articles analyzed was front-page news. The reason, why there is no SH news on the front page, is the controlling history of the media. Media was controlled and allowed to cover political persons and political issues (Saodah & Shafizan, 2017), which indicated that biased ownership cannot give importance to any community or public-based issue. The owners had to renew their licenses every year and they had to follow the laws (Saodah & Shafizan, 2017). The SH news is not a political issue which is why all SH news was found inside the newspaper. In terms of page emphasis, 11.9% of news articles were on a full page and only 27.8% of the news articles analyzed were in the first half of the page. The finding is consistent with the finding of the past study by Alagappar and Marican (2014). The author highlighted that SH news was not prominent and not on the front page. It indicated that the pattern of SH news coverage is almost the same and yet the media did not set any specific agenda regarding its prominence. In marked contrast to coverage in the *Daily Jang*, 71.5% of the SH news *Berita Harian* was with photos. It indicated prominence as mentioned in the previous study done by (Ahmad & Lateh, 2016).

Table 6: Structural attribute of the sexual harassment news coverage

Variables	*Daily Jang* % (n= 194)	*Berita Harian* % (n= 151)
News Placement		
Front Page	11.3	-
Not on the Frontpage	88.6	100
Page emphasis		
First Quarter	35.1	5.3
Second Quarter	30.9	10.6
Third Quarter	19.6	4.6
Fourth Quarter	4.6	10.6
First Half	8.8	27.8

Second Half	.5	16.6
First and Third Quarter	.5	6.6
Second and Fourth Quarter	-	6
Full Page	-	11.9
Ilustration with the story		
Story with photos	2	71.5
Story without photo	97.9	28.5

Content Attributes of SH News Coverage

Table 7 presents results on the content attribute of SH news in Daily Jang and Berita Harian. A majority of the SH news articles in the Daily Jang (61%) reported on SH that occurred outside the capital city. Additionally, a majority was national news (81.9%) and only a small percentage (18%) was international news. The findings indicated the Daily Jang focused on the national incidents of sexual harassment over the international.

None of the 194 articles analyzed was a feature or editorial article. All stories were straight news of SH. It indicated that editors, media persons or governments have no interest in the sexual harassment issue. As Ahmed (2014) highlighted that Pakistani media, only cover the incident of SH for the sake of sensitization. That is why no person, even editors, writes a single column to spread awareness regarding SH.

Although a majority of the news articles did not mention the age and socio-economic status of victims, the results show that SH is not a problem confined to a particular age or socioeconomic status group. Nevertheless, 22.2% of the news articles reported victims involving persons 11-20 years age group and 13.1% involving persons of lower socio-economic group. A majority (54.6%) of the victims were women. However, it is alarming to find that 22.2% of the news articles reported the victims were children aged 11 years and below. It shows that less experienced or less educated persons became more victims that are why education and awareness about SH are more important for its prevention (Haider & Mashud, 2014).

In terms of the type of SH reported in the news, a majority (89.2%) were rape and sexual assault cases (a crime report). Other types of SH hardly get substantial coverage in the Daily Jang. This pattern of coverage could undermine a good understanding of what counts as SH in society – the spectrum of harassment considered sexual harassment. Pakistani people do not want to report rape even and do not consider other types of SH. They usually think that staring, stalking, leering, etc. are in nature of boys and girls should cover or hide because nature never changes (Ali, 2015; Haider & Mashud, 2014).

Benedictis, Orgad and Rottenberg (2019) reported that criticism and sensational type of news stories are considered negative directions and media manipulated the news stories (Alivi, Ghazali, Tamam, & Osman, 2018) to achieve their goals towards the specific issue. In this current study, a majority of the news articles (70.6%) were negative which means the majority of SH news is manipulated, only sensational stories, criticism, or only a case report. Despite the negative direction, a majority of the news articles were emotional (82%) and educative (9.8%). Although all the news articles were emphatic (clear and focused) as straight news, the majority (79.4%) were just crime stories. As shown in Table 4, only 8.2% of the articles analyzed were judged able to create or improve awareness of the SH problem.

Maybe the Pakistani conservative culture and social norms (which do not allow debate on sexual topics including sexual harassment) are the reasons that may reflect these results. The trend of findings was consistent with the study done by Ahmed (2014) and Asif (2010). The researchers highlighted the negligence of the media in that it has no agenda to sensitize society toward sexual harassment reporting or prevention measures. The negative and sensualized news coverage does not play a part in educating the public, which is debatable.

The findings for Berita Harian differ in several ways from that of the findings for Daily Jang but there were also similarities. The similarity is in place of the story, geographical focus, and type of news articles. Coverage of SH news in Berita Harian was mostly (69%) about SH occurring outside the capital city. A majority (52.4%) were national news and standard/ordinary news (84.9%). Of the 151 news articles analyzed, only 10.6% were feature articles and none of the articles were editorial articles. Nevertheless, it is slightly better compared to that of the Daily Jang in which none of the articles the Daily Jang was a feature or editorial article. This finding reflects the findings of Alagappar and Marican (2014). The authors highlighted that most SH stories were from the public in the section of the letter to editors; even no editorial article was published by the newspaper. The findings of the current study showed 10.6% of the featured articles that showed a bit of improvement in agenda-setting but that is not enough to sanitize society from sexual harassment. The results showed no policy or specific agenda from the media, even though media analysts did not consider sexual harassment as a serious issue which is why they did not write about it.

In terms of the age of the victim, the majority of the news coverage reported victims were in the 11-20 years age group, as what is found in the Pakistani sample. In terms of the socioeconomic status of victims, 19.9% of Malaysians were from the middle-class group. In terms of the gender of victims, 32.5% reported women, 27.2% reported a child of 11 years old and below, and 21.9% reported teenage girls (12-18 years old). The result showing the proportion of child and teenage girls the victims is relatively substantive (as with the proportion of women), which is alarming. As mentioned in the study of Alagappar and Marican (2013), MOHR does not take SH as a serious problem and does not give an interest in modifying the SH legislation, which can lead Malaysians to face serious crimes. The current findings show that SH cases in children and teenagers are not good for the development of Malaysia because they cause mental stress and health problems. People who are suffering from this problem, cannot give proper turnover to the state (Ismai et al., 2007).

The striking difference in the pattern of news coverage is in the type of SH reported in the news, the direction of the news, and the tone of the news. As shown in Table 7, unlike what was observed for the Daily Jang, the type of SH reported in Berita Harian is not primarily news on actual or attempted rape or sexual assaults. Only 44.4% of the total articles analyzed were on actual or attempted rape or sexual assaults. Nevertheless, other types of SH were also reported daily, although the percentage was very small (for instance, 10.6% was on unwanted pressure for sexual favour). It indicated that very few people knew about other types of SH. Unlike in the Daily Jang, a majority (63.6%) of the news articles in the Berita Harian were positive in news direction, assumed as a news article which has information, awareness about SH, appreciation of prevention steps taken by government or NGOs (Benedictis, Orgad, & Rottenberg, 2019). Additionally, unlike in the Daily Jang, more of the news articles in the Berita Harian were emotional (40.4%) and educative (77.5%). Finally,

unlike in the Daily Jang, more of the news articles in the Berita Harian were coded as having awareness content (40.4%) and not merely crime stories (46.4%). Overall, the pattern of content analysis findings for the Berita Harian implies that relatively the Berita Harian performed better in terms of content quality than the Daily Jang in coverage of SH news. The findings showed that media is spreading bit awareness through news content that is better than previous studies but still, the percentage is not above 50% even. The possible reason for this result is that the public wants to hear and read about sexual harassment as mentioned in the study of Alagappar and Marican (2014) but media organizations are not giving their 100% input to resolve this problem from society. Another reason is that if the Government took a serious step against sexual harassment and announced a tolerance policy against perpetrators then the media would be serious and would give proper coverage with prominence.

There are similarities and differences in the comparison of Pakistani and Malaysian media coverage of sexual harassment. The negligence of the media and government is the similarity between the two countries. Both countries have this social problem but they do not have any agenda or policy to handle or control it. Even though the media is playing a central role in spreading awareness in both countries. Most of the coverage is based on sensitization. However, Berita Harian has published a bit of educative and awareness content as compared to Daily Jang which is good but not enough for the betterment of society.

Table 7: Content attributes of sexual harassment news coverage

Variables	Daily Jang % (n= 194)	Berita Harian % (n= 151)
Place (city/country) of SH story		
Lahore/ Kuala Lumpur (Capital city)	38	31
Outside the city	61	69
Geographical focus		
National	81.9	52.4
International	18	27.2
Location not Mentioned	0	20.5
Type of news story		
News article	100	89.4
Feature article	0	10.6
Editorial article	0	0
Age of victim		
Below 10 years	17	7.9
11-20 years	22.2	24.5
21-30 years	3.6	8.6
31and above	2.5	9.9
Age is not mentioned	54.6	49
Socioeconomic status of the victim		
Upper class	2.1	1.3
Middle class	2.1	19.9
Lower class	13.4	9.9
Not mentioned	82.5	68.9

Gender of victim		
Woman	54.6	32.5
Man	-	.7
Child 11 years and below (girl and boy both)	22.2	27.2
Man to man	0	3.3
Lady to lady	0	.7
A teenage girl (12-18 years)	20.1	21.9
A teenage boy (12-18 years)	2.1	1.3
Not mentioned	1	2.6
Type of sexual harassment		
Physical	89.2	49.8
Psychological	.5	10.6
Verbal	3.1	7.3
Non verbal	.5	0
Visual	5.7	2.7
The direction of SH news coverage		
Negative	70.6	41.7
Positive	15.5	63.6
The tone of the story		
Informative	26.8	60.9
Emotional	82	40.4
Educative	9.8	77.5
News style		
Emphatically (clear and focused)	100	64.9
It is just a crime story	79.4	53.6
The story has awareness content	8.2	40.4

CONCLUSION

It is concluded that sexual harassment awareness become the norm in Malaysian and Pakistani society. Daily Jang has no defined policy to spread awareness about sexual harassment. According to the results, the newspaper is not highlighting this evil issue. Berita Harian followed the same pattern of results. Both newspapers do not give much importance to sexual harassment news which can develop intolerance among the readers. Media houses should make policies to spread information about precautions, tips, and legal information that the public can read and develop an intolerant attitude toward the correct behaviour. Future scholars can do thematic and semiotic analyses of sexual harassment news coverage. This study is limited to the sexual harassment news of the year 2016 published in Daily Jang.

LIMITATIONS OF THE STUDY

The current study is limited to two national dailies Daily Jang and Berita Harian. Both dailies are published in their national local languages. The current study was done only for 2016-year newspapers.

FURTHER RECOMMENDATION

The future researcher is recommended to do thematic analysis for the sexual harassment news coverage. The survey is also recommended to analyze how media coverage effect the attitudes and behaviors of the public.

BIODATA

Dr. Hilal Fatima, PhD Mass Communication from University Putra Malaysia (UPM), Assistant Professor at Lahore Leads University, Lahore, Pakistan. Additionally, Dr. Hilal Fatima is Chairperson of the Department of Mass Communication and in charge of Lahore Leads University Media Cell. Email: hilalfatima11gmail.com

Dr. Akmar Hayati Ahmad Ghazali is a senior lecturer in the communication department, Faculty of Modern Languages and Communication, University Putra Malaysia. Her specialization is in journalism. Currently, she is a deputy Dean of research and networking. Email: akmar@upm.edu.my

Urwa Bukhari is an M.Phil Mass Communication student at the Minhaj University Lahore, Pakistan. Email: urwabukhari44@gmail.com

REFERENCES

Ahmad, J., & Lateh, H. (2016). Media and the environment in Malaysia: An analysis on news coverage of landslide disaster in Kuala Lumpur. *Journal Kommunikasi: Malaysian Journal of Communication, 32*(2), 525-544.

Ahmed, S. (2014). Violence against women: Media representations of violent issues in the perspective of Pakistan. *Science International, 26*(1), 367-371.

Ali, F. (2015). An exploratory study of sexual harassment in Pakistani organizations. *Asia Pacific Journal of Management, 32*(1), 229–249.

Alivi, M. A., Ghazali, A. H., Tamam, E., & Osman, M. N. (2018). A review of new media in Malaysia: Issues affecting society. *International Journal of Academic Research in Business and Social Sciences, 7*(5), 12-27.

All Women's Action Society (AWAM). (2014). AWAM press statement on sexual assault cases in Malaysia.

Anshar, M., Djamereng, A., & Ilham, M. (2024). Content analysis and audience receptions of online da'wah on YouTube social media. *Journal Kommunikasi: Malaysian Journal of Communication*, *40*(1), 173-187.

Anumudu, C. E., Yasin, M. A. -I., Ghazali, A. H. A., Alsagoff, S. A. S. (2020). Immediacy factors as solutions to email satisfactory communication among South-East Nigerian academic staff: Structural equation modeling and preliminary findings. *Jurnal Komunikasi: Malaysian Journal of Communication*, *36*(2), 212-234.

Anwar, F., Österman, K., & Björkqvist, K. (2019). Three types of sexual harassment of females in public places in Pakistan. *Journal of Contemporary Medicine, 9*(1), 65-73.

Aransay, E. A., Pasoot, M. A., & Tong, S. A. (2015). The relationship of exposure to mass media and knowledge on and attitude towards disaster preparedness among resident of Barngay Makiling, Calamba City. *LPU Laguna Journal of Arts and Sciences Communication Research, 2*(1), 286-307.

Asif, M. (2010). *Violence against women in Pakistan: Role of police and media*. University of the Punjab, Lahore-Pakistan. https://www.coursehero.com/file/39520735/Violence-against-Women-in-Pakistan-Role-of-Police-and-Media-CASTpdf/

Asjad, N. (2004, November 17). Pakistan's taboo on sex abuse. *BBC News*. http://news.bbc.co.uk/2/hi/south_asia/4017441.stm

AWAM. (2019, July 3). AWAM: Cops laughed at sexual harassment complaints. *MalaysiaKini.* https://www.malaysiakini.com/news/482261

Babulal, V. (2019, August 2019). Over a third Malaysian women face sexual harassment. *New Strait Times*. https://www.nst.com.my/news/nation/2019/08/510585/over-third-malaysian-women-face-sexual-harassment

Benedictis, S. D., Orgad, S., & Rottenberg, C. (2019). #MeToo, popular feminism and the news: A content analysis of UK newspaper coverage. *European Journal of Cultural Studies., 22*(5-6), 718-738.

Berelson, B. (2000). *Content analysis in communication research.* Hafner Publication.

EEOC. (2009). *Annual report on the federal work force fiscal year 2009.* U.S. Equal Employment Opportunity Commission. https://www.eeoc.gov/federal-sector/reports/annual-report-federal-work-force-fiscal-year-2009

Fatima, H., Ghazali, A. H. A., Waheed, M., & Sern, T. J. (2021). A conceptual framework of sexual harassments news exposure's relationship with knowledge, attitude, and behavior in Pakistani and Malaysian literature. *International Journal of Academic Research in Business and Social Sciences, 11*(15), 43– 60.

Granner, M. L., Sharpe, P. A., Burroughs, E. L., Fields, R., & Hallenbeck, J. (2010). Newspaper content analysis in evaluation of a community-based participatory project to increase physical activity. *Health Education Research, 25*(4), 656-667.

Haider, S. I., & Mashud, M. N. (2014). Knowledge, attitude, and practices of violence (A Study of University Students in Pakistan). *Journal of Sociology and Social Work, 2*(1), 123-145. https://jssw.thebrpi.org/vol-2-no-1-march-2014-abstract-8-jssw

Happer, C., & Philo, G. (2013). The role of media in the construction of public belief and social change. *Journal of Social and Political Psychology, 1*(1), 321-336.

Heise, L. L., Pitanguy, J., & Germain, A. (1994). *Violence against women: The hidden health burden.* Washington, D.C. World Bank Group. http://documents.worldbank.org/curated/en/489381468740165817/Violence-against-women-the-hidden-health-burden

International Labour Organization (ILO). (n.d.). *Frequently asked questions: Sexual harassment at the workplace*. Author.

Investopedia. (2019, November 21). Top 25 developed and developing countries. https://www.investopedia.com/updates/top-developing-countries/

Ismail, M. N., Chee, L. K., & Bee, C. F. (2007). Factors infuencing sexual harassment in the Malaysian workplace. *Asian Academy of Management Journal, 12*(2), 15–31.

Janis, I. (2009). The problem of validating content analysis. In K. Krippendorff & M. A. Bock (Eds.), *The content analysis reader*. SAGE.

Kovalan, K., Omar, S.Z., Tang, L., Ghazali, A.H.A., Pitchan, M.A. (2021). A systematic literature review of the types of authentication safety practices among internet users. *International Journal of Advanced Computer Science and Application, 12*(7), 829-837

Krippendroff, K. (2004). *Content analysis: An introduction to its methodology*. SAGE.

Lombard, M., Snyder-Duch, J., & Bracken, C. (2004). A call for standardization in content analysis reliability. *Human Communication Research, 30*(3), 434-437.

Mahmood, Q. K., & Ahmad, I. (2011). Perception of sexual harassment at workplace, knowledge, and attitude of working women towards workplace harassment Act 2010. *Social Sciences Review of Pakistan, 9*(2), 230

McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *The Public Opinion Quarterly, 36*(2), 176-187.

Nauman, B., & Abbasi, A. (2014). Sexual harassment at workplace: A case of banking sector in Lahore. *Middle-East Journal of Scientific Research, 20*(5), 558-566.

Naveed, A., Tharani, A., & Alwani, N. (2010). Sexual harassment at work place: Are you safe? *Journal of Ayub Medical College, 22*(3), 222-224.

Nueuendroff, K. A. (2002). *The content analysis guidebook.* SAGE.

Paycheck.pk. (n.d.). Sexual harassment and Pakistan. https://paycheck.pk/labour-laws/fair-treatment/sexual-harassment-1/sexual-harassment-old

Riffe, D., Lacy, S., & Fico, F. G. (1998). *Analyzing media messages: Using quantitative content analysis in research.* London: Lawrence Erlbaum Associates.

Sadruddin, M. M. (2013). Sexual harassment at workplace in Pakistani-issues and remedies about the global issue at managerial sector. *Journal of Managerial Sciences, 7*(1),113-125.

Saodah Wok, & Shafizan Mohamed. (2017). Internet and social media in Malaysia: Development, challenges and potentials. *InTech.* https://doi.org/gjng69

Statista. (2022, Oct 5). Respondents who have experienced sexual harassment in Malaysia as of June 2019, by gender. https://www.statista.com/statistics/1035709/respondents-who-have-experienced-sexual-harassment-by-gender-malaysia/

Taj, F. (2005). Women representatives in pakistan also face sexual violence and harassment. In, *NIAS nytt Asia Insight* (pp. 22-23). Norden.

The Star. (2019, August 7). Survey finds sexual harassment largely unreported. https://www.thestar.com.my/news/nation/2019/08/07/survey-finds-sexual-harassment-largely-unreported

Ting, S.-H., Lam, K.-C., Si, S.-F., & Chan, K.-W. (2024). Framing of 1Malaysia Development Berhad (1MDB) financial scandal by English and Chinese newspapers published in Malaysia. *Journal Kommunikasi: Malaysian Journal of Communication, 40*(1), 43-60.

Ulloa, L. C., Mora, M.-C. M., Pros, R. C., & Tarrida, A. C. (2015). News photography for Facebook: effects of images on the visual behaviour of readers in three simulated newspaper formats. *Information Research, 20*(1).

United States Department of State. (2018). *Pakistan 2018 human rights report*. Human Rights and Labor, Bureau of Democracy.

Usmani, M. (2011, August 14). Pakistan's sexual harassment problem. *HuffPost*. https://www.huffpost.com/entry/pakistani-women-victims-o_b_875104

Viera, A. J., & Garrett, J. M. (2005). Understanding interobserver agreement: The Kappa statistic. *Family Medicine, 37*(5), 360-363.

Wang, W. (2011). *A content analysis of reliability in advertising content analysis studies* (Master thesis, East Tennessee State University). https://dc.etsu.edu/etd/1375/

Wilkins, L., & Patterson, P. (1987). Risk analysis and the construction of news. *Journal of Communication, 37*(3), 80–92. https://doi.org/10.1111/j.1460-2466.1987.tb00996.x

Yousaf, R., & Schmiede, R. (2016). Harassment act implementation in higher education institutions. *Open Journal of Leadership, 5*, 8-19. https://doi.org/m573