



UNATTENDED CHILD IN CAR – A News Analysis

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ASEAN NCAP: FORGOTTEN CHILD IN THE CAR SEMINAR

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MIROS
MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH

**AIMS >> TO ANALYZE NEWS REPORT ON
UNATTENDED CHILD IN CAR**

PREVIOUS EXPERIENCE:

- **NEWS ANALYSIS IN CRASH RECONSTRUCTION**
- **LATEST (2018) – NEWS ANALYSIS ON BIG BIKES CRASHES**

BACKGROUND

- Newspaper reports are the **inexpensive source of information** that normally aid researchers to provide **surveillance data** on injury-related problems including crimes and road crashes.

Injury Prevention 2001;7:339–342

339

Use of Washington State newspapers for submersion injury surveillance

J Baullinger, L Quan, E Bennett, P Cummings, K Williams



Newspapers: A Source for Injury Surveillance?

David Y. Rainey, MD, MPH, and Carol W. Runyan, MPH, PhD

How well does a national newspaper reporting system profile drowning?

PHILIPPE LUNETTA^{*†‡}, KATI TIIRIKAINEN[‡], GORDON S. SMITH[§],
ANTTI PENTTILÄ[†] and ANTTI SAJANTILA[†]

BACKGROUND

- Research on news may be divided into **two main concerns** – the **characteristics and behaviour of reporting** including the study on its validity, and retrieving the **information as a source of data**.



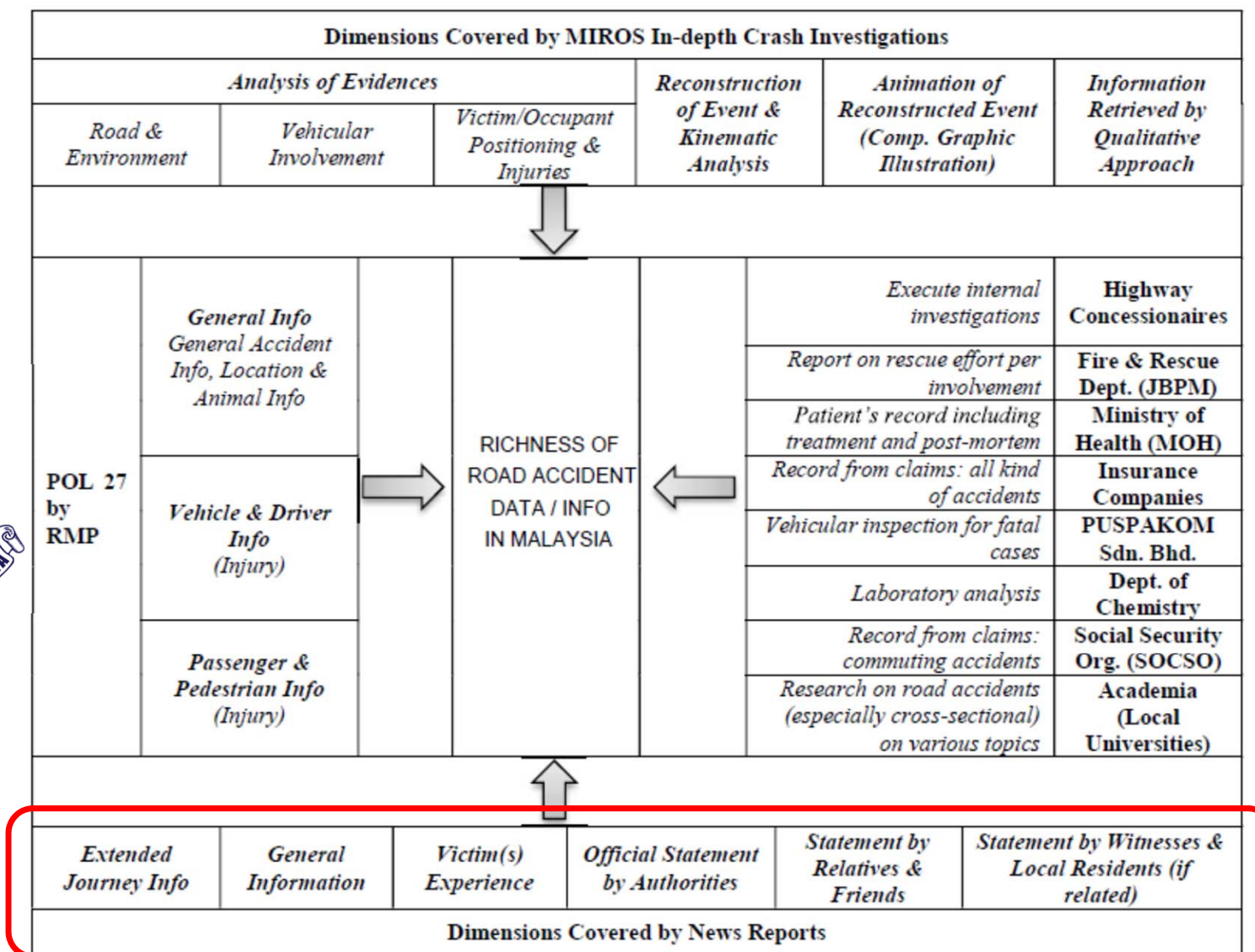


Figure 3: The concept depicting the richness of road accident data/info in Malaysia

Usage of news report in crash investigation – **TO TRIGGER**

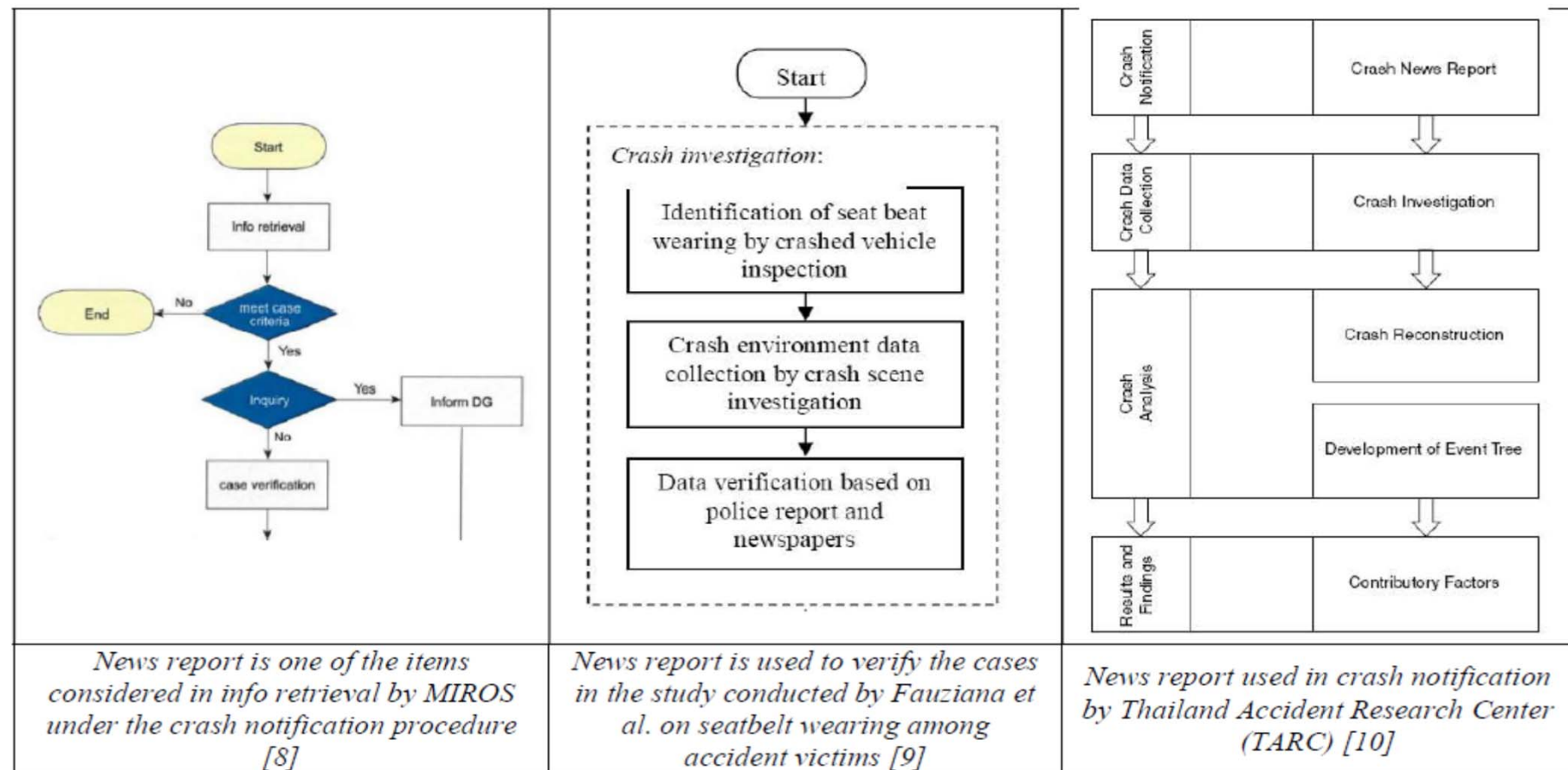


Figure 2: Usage of news reporting in accident investigation

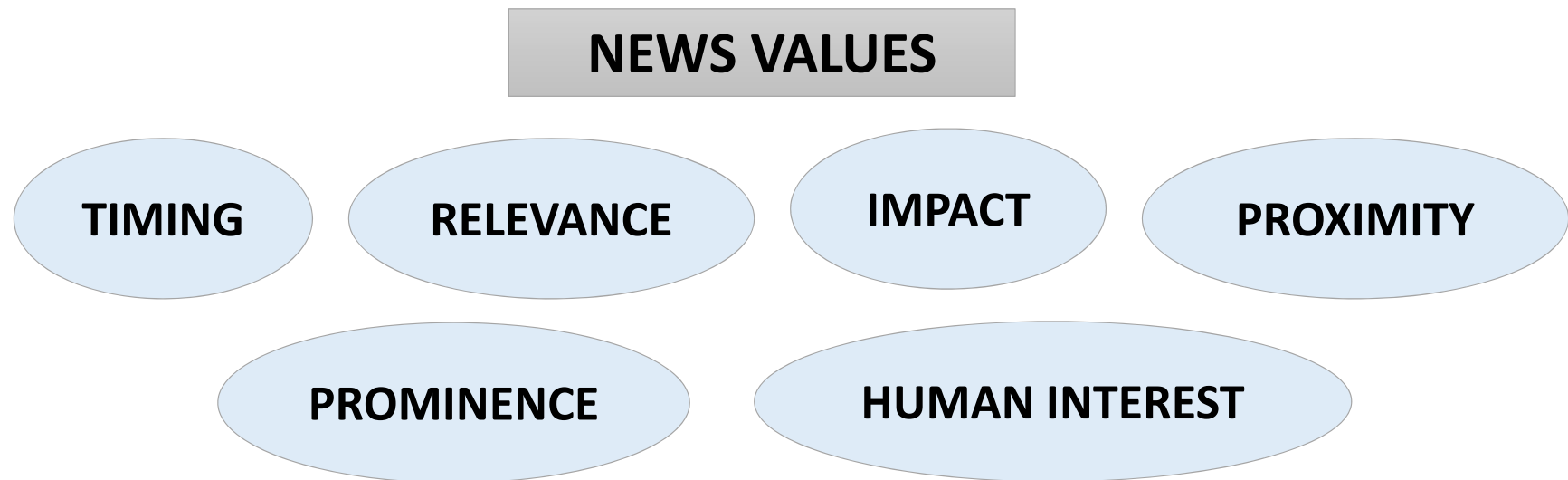
STRENGTH OF NEWS REPORTS

- A **public document** – printed or online
- Can be **accessed rather immediately**, especially online news
- Contain **a lot of statements** – officials, victims, friends, relatives, witnesses, local residents
- **Wider scope of “stories”** e.g. extended journey info
- **A good number may qualify for: qualitative analysis / content analysis**



“NO NEWS IS A GOOD NEWS”

**MOST NEWS ARE ABOUT NEGATIVE THINGS, BRING NEGATIVITY,
OR EMERGE FROM NEGATIVE OCCASIONS** — *Pamela Shoemaker, 2006*



NEWS VALUES

TIMING

RELEVANCE

IMPACT

PROXIMITY

PROMINENCE

HUMAN INTEREST



Anak tiga tahun lemas dalam kereta



Ayah terlupa

> Tak sampai sejam selepas mengusung jenazah sepupu, seorang pengawal keselamatan terpaksa pula membawa jenazah anaknya yang lemas akibat 'tertinggal' di dalam kereta, kelmarin. Derita Nor Izzyan Natasya Ishak, 3 tahun, (*gambar kecil*) hanya disedari selepas penduduk terlihat kanak-kanak itu tidak bermaya di dalam kereta bapanya yang berkunci, lapor Mohd Sabran Md Sani

USUAL NEWS >> ROAD CRASHES

Penunggang motosikal berkuasa tinggi maut



Kedudukan motosikal mangsa yang terbabat kemalangan di kilometer 312.4 Lebuhraya Utara Selatan (PLUS) arah utara dekat Tapah, hari ini. FOTO Ihsan Pembaca

Kelalaian bawa padah

Oleh MOHAMMAD SHAHEMY AZMI



MANGSA yang terkunci di dalam kereta dan terdedah di bawah bahang matahari hanya mampu bertahan selama 20 hingga 30 minit sebelum kehabis
Gambar hiasan

Ke Atas



RELATED NEWS – **CONTENT ANALYSIS**

This study analysed **9 CASES** (unique cases)

- **online news** from credible news sites
- for cases that happened between **2011 and 2018**
- **SERIOUS OR FATAL CASES**



CODED IN SPREADSHEET

Tajuk	Sumber	Tarikh Berita	Tarikh insiden	Hari	Masa	Mangsa		Ditinggalkan Oleh		
						Nama	Umur	Nama	Umur	Hubungan
Kanak-kanak mati lemas dalam kereta	Utusan Online	15/3/2018	14/3/2018	Rabu	1300	Nur Awfa Humaisha' Muhammad Ali Riduan	2 tahun	Hasmah Masroh	32	Ibu
Sembilan jam tertinggal berakhir ajal	Harian Metro	23/4/2017	21/4/2017	Jumaat	0800	Muhammad Iqram Danish	6 tahun	n/a	21	Pemandu
Bayi perempuan mati, bapa tertinggal lima jam dalam kereta	Kosmo	13/9/2016	13/6/2016	Selasa	1500	n/a	1 tahun	n/a	n/a	Bapa
Kerana teruja jumpa keluarga, ibu tertinggal anak dalam kereta	FMT	10/5/2016	10/5/2016	Selasa	1300	n/a	2 tahun	n/a	30	Ibu
Kanak-Kanak Dua Tahun Terkunci Dalam Kereta	Metro	22/2/2016	22/2/2016	Isnin	1159	Maisarah Dhia Ameera Mohd Azlan Shah	2 tahun	Hanim Hashim	32	Ibu
Kelalaian bawa padah	Kosmo	2/6/2015	2/6/2015	Ahad	n/a	n/a	1 tahun	n/a	n/a	Ibu

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Kanak-Kanak Dua Tahun Terkunci Dalam Kereta	Metro	22/2/2016	22/2/2016	Isnin	1159	Maisarah Dhia Ameera Mohd Azlan Shah	2 tahun	Hanim Hashim	32	Ibu

NON-SERIOUS

>> NOT CONSIDERED IN FINAL ANALYSIS

Bomba selamatkan kanak-kanak setahun terperangkap dalam kereta



ANGGOTA bomba berjaya membuka pintu kereta menyelamatkan bayi lelaki 21 bulan menggunakan peralatan khas selepas terperangkap di dalam kereta di laluan Taman Klebang Ria pada jam 3.28 petang tadi. - Foto Utusan Bomba

Ibu beli pisang goreng, bayi terperangkap dalam kereta

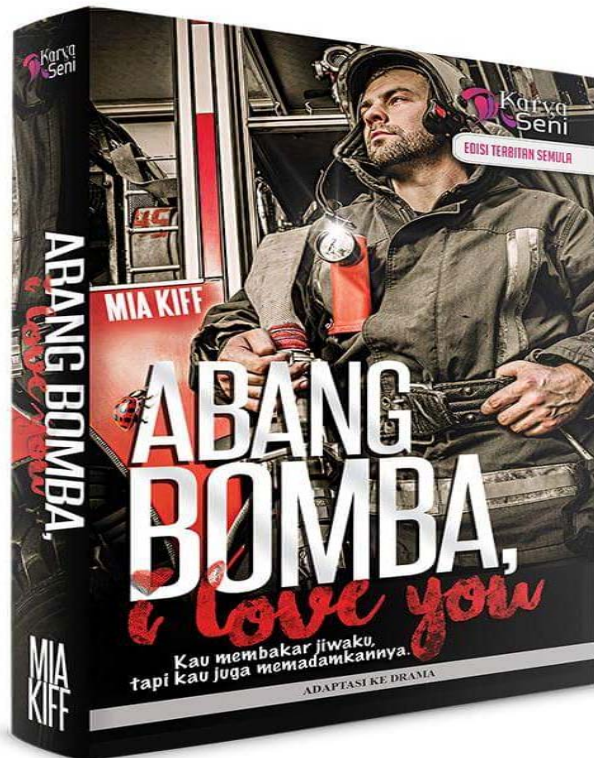
Dua beradik terkunci dalam kereta

WARTAWAN SINAR HARIAN
26 MAC 2018

Facebook Twitter WhatsApp Email More 2.5K



Anggota bomba berusaha membuka pintu kereta yang terkunci bagi menyelamatkan kedua-dua kanak-kanak berkenaan.

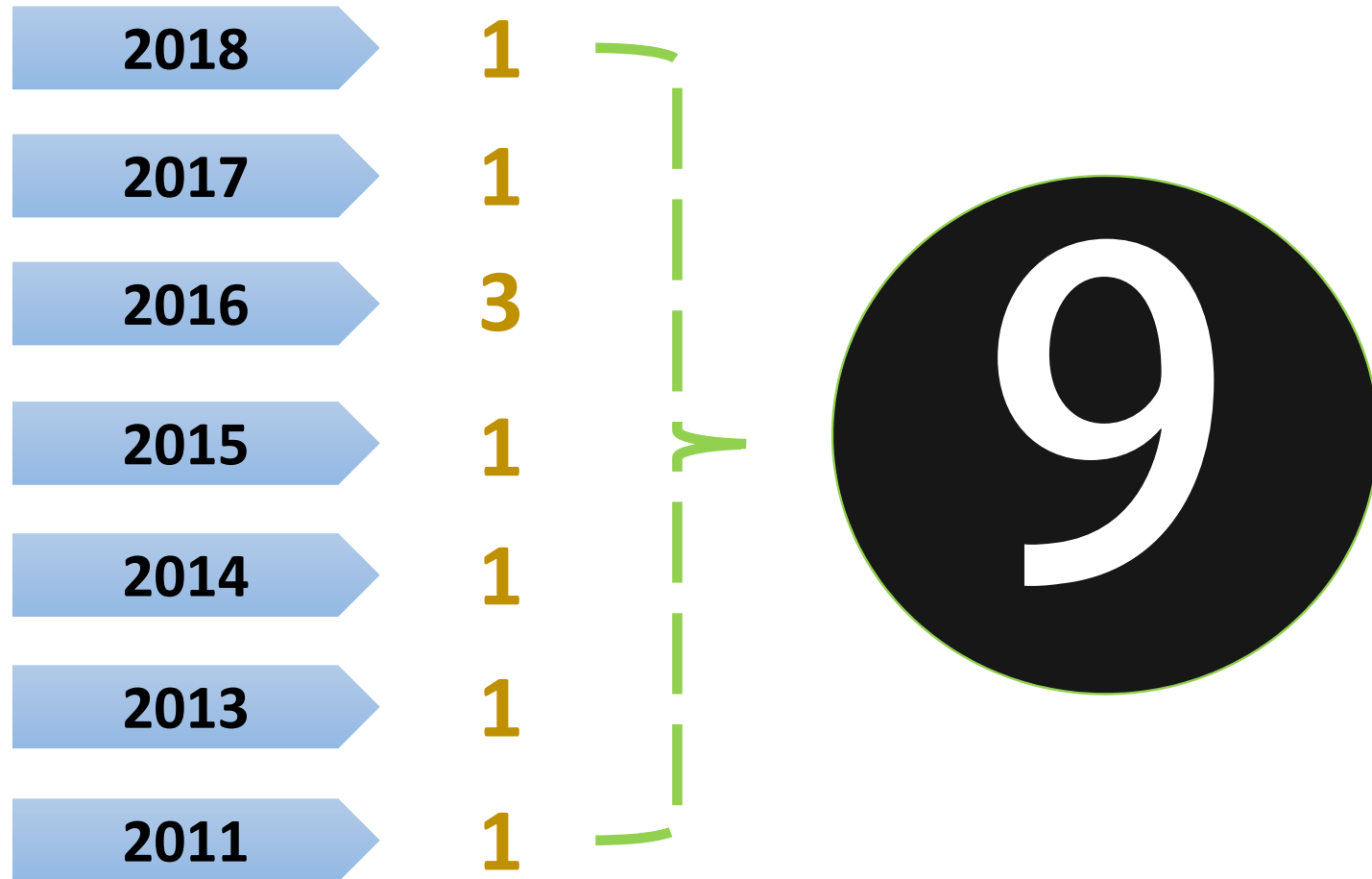


Terima kasih abang bomba

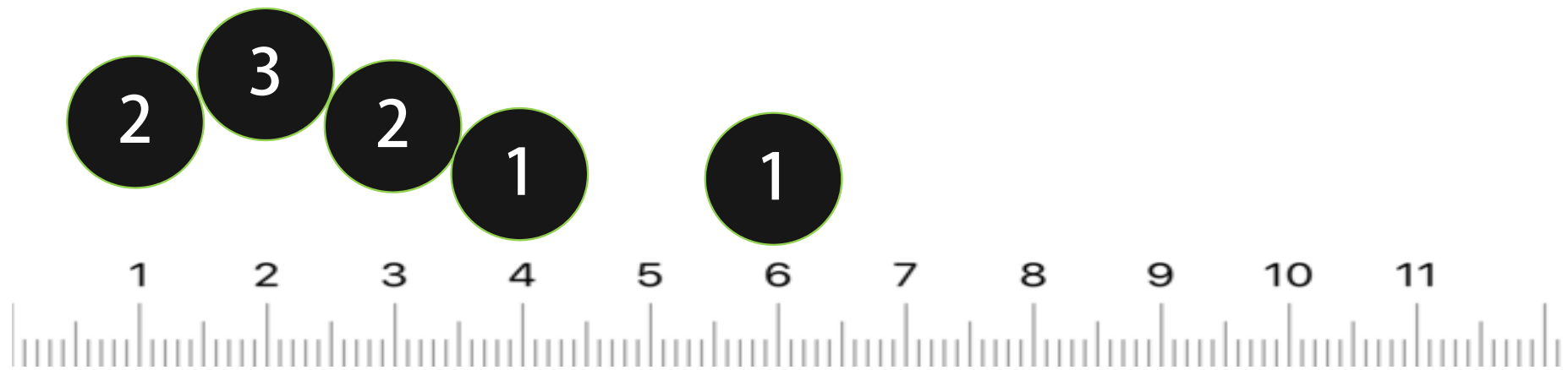
BY ROHAIDA OMAR
JUNE 17, 2018 5:19 PM

AKIBAT masalah tekanan air rendah, pihak Masjid An Nur di Guchil 3, Kuala Krai, terpaksa mendapat khidmat bantuan bomba untuk membekalkan air,

SERIOUS CASE – BY YEAR



THE KIDS



AGE

THE KIDS

2



4

NO
MENTION

3

6 CASES WITH NAMES MENTIONED



HOURS & THE RESULT

SURVIVED:
REPORTED AS "VERY WEAK"

FATAL

40-MIN



30-MIN



1

2

3

4

5

6

7

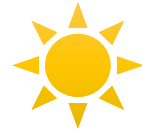
8

9

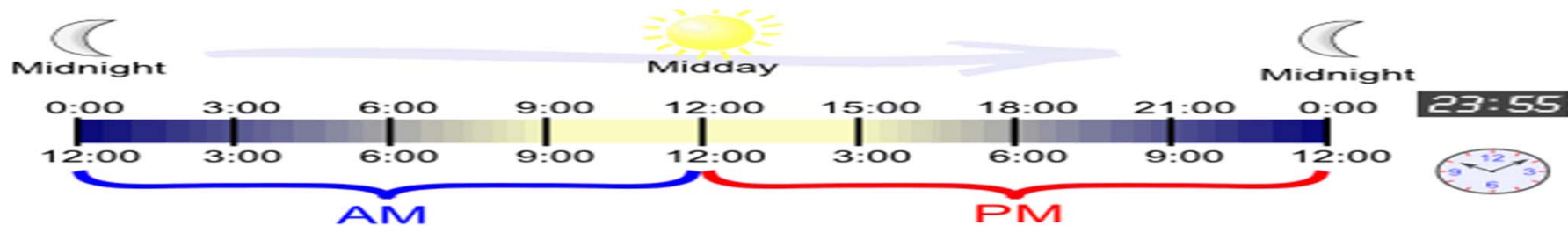
10

11

HOURS



Time of day



0730

1100

1500

0800

1159

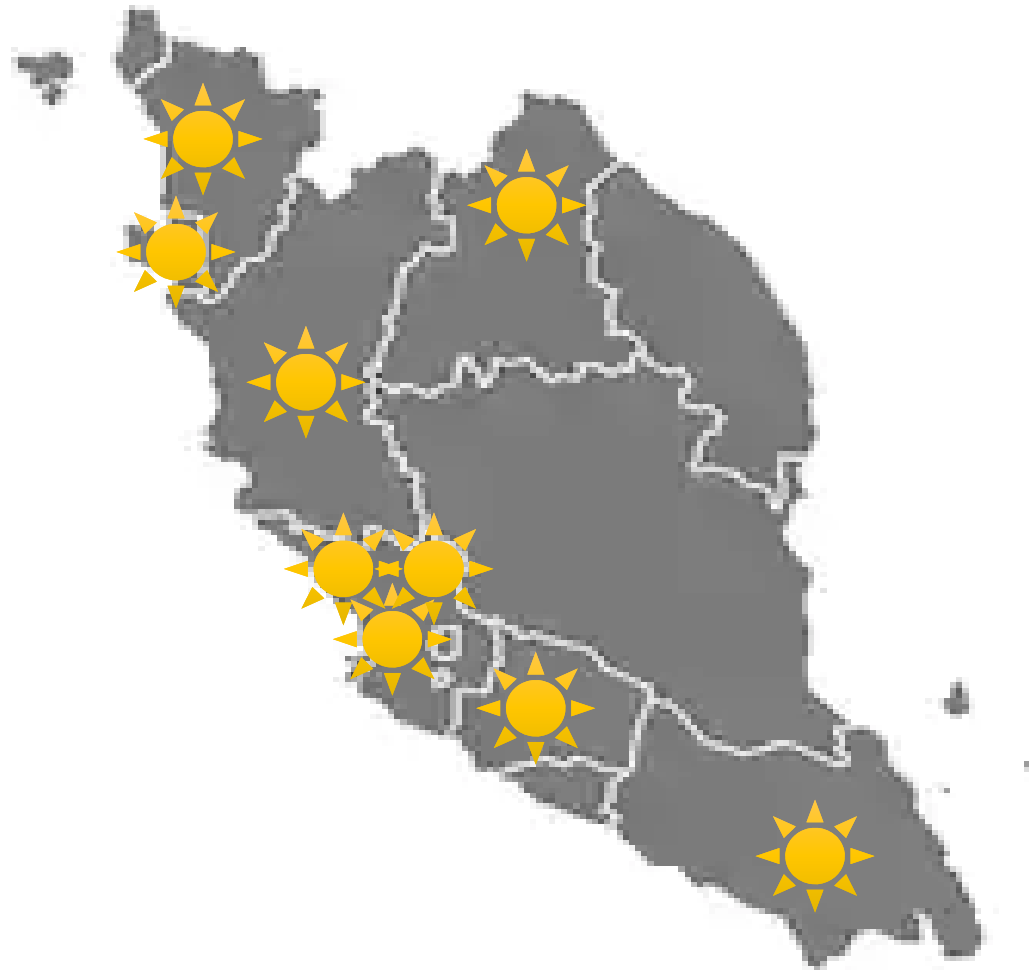
1730

1300

1300

NO
MENTION

1



MAIN REASONS



forgót.

THE ADULT AT FAULT

DADDY

3

MOMMY

5

DRIVER

1

MORE



in/
future

THANKS