

Articles Theme Visualization Analysis of "One Belt One Road" in Sin Chew Daily

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Abstract: This paper presents the results of One Belt One Road articles title analysis of Malaysia Chinese newspaper Sin Chew Daily. The collected 234 commentary articles titles from Sin Chew Daily. Using word frequency, word co-occurrence, and multidimensional scale analysis, cluster analysis, network analysis and so on, use the above method analysis titles keywords and research OBOR Influencing factors in Malaysia. The paper provides a unique opportunity to understand Influencing of OBOR initiative in Malaysia.

Keywords: OBOR; Sin Chew Daily; Articles theme; Visualization Analysis.

I. INTRODUCTION

September 7, 2013, Chinese chairman Xi Jinping visited Kazakhstan and proposed construction of "the Silk Road Economic Belt and the 21st-Century Maritime Silk Road" with related country (Zhang Yue, 2015). November 9, 2013 Communist Party of China "3rd Plenary Session of 18th CPC Central Committee" adopted the "Decision of the CCCPC on Some Major Issues Concerning Comprehensively Deepening the Reform", Formally proposed that financial institutions focusing on development will be established to accelerate infrastructure connections among neighboring countries and regions (Lang Guodong, 2015; Pitlo, L. B., 2015; Hofman, B., 2015). The "One Belt One Road" initiative offers considerable potential in several economic, political, cultural, and strategic realms; it also presents many uncertainties and potential concerns. It has obviously become a major foreign and economic policy hallmark of the Xi Jinping government and is consistently supported as such by all manner of Chinese observers (Michael D. Swaine, 2015). Malaysian Transport Minister Liow Tiong Lai said through the "horse Port Alliance", the strategic advantage in the Malacca Strait, Malaysia can become Chinese pioneering ASEAN, West Asia and South Asia market bridgehead (Keshia Mahmood, 2016). The above analysis shows that OBOR initiative is a positive plan and Malaysia has become one of the most important roles.

II. LITERATURE REVIEW

Social Network Analysis (SNA) tries to understand and exploit the key features of social networks in order to manage their life cycle and predict their evolution (Er t e, G., Gandon, F., Corby, O., & Buffa, M., 2009; Scott, J., 2012; Wasserman, S., & Faust, K., 1994). This study use of Statistical methods and Social Network Analysis exploits the features of each OBOR articles title of Sin Chew Daily, the title is the embodiment of the text comment, through analyze the title element can reveal deep meaning and ideas of text. For example, the words and phrases in the title and represent the general idea of the text (Yang, K & Miller, G.J., 2008; Babbie, 1999).

At present, OBOR relevant research as follows (not including China): China "One Belt One Road" building (Kennedy, S., & Parker, D. A., 2015); New Thinking With Regard To Concepts And Practice (Ze, S., 2014; Minnick, W., 2015). China's "One Belt, One Road" Strategy (Minnick, W., 2015; Pavli ević, D., 2015); Study of China's community of common destiny (Brant, P., 2015); OBOR is a diplomatic offensive, through this initiative to sharing information and achieve multilateral institutions and international cooperation, make China to a "new type of great power", better able to understand the dynamics of a post-Western world (Godement, F., & Kratz, A., 2015; Dollar, D., 2015); The cultural aspects

of the One Belt and Road could forever reshape regional politics and security(Winter, T. ,2016);China's OBOR and the Centre of Global Geopolitics and Geo-economics(Deepak, B. R. ,2014;Hu, Z., & Lu, D. ,2016).Above literature is explained OBOR building, concepts and practice, strategy, destiny community, information and multilateral cooperation, culture impact on political and security, Geopolitics and Geo-economics and so on.

Now OBOR is becoming a global concept and all kinds of community began attention to developing of OBOR. Malaysia is no exception, community also focus on OBOR, so this paper through published articles of OBOR in Sin Chew Daily that analyze effects of OBOR for Malaysian Chinese. At the same time, segment OBOR Strategy influence power and understand which field is important for Malaysian Chinese.

III. DATA AND DISCUSSION

Sin Chew Daily is important Chinese newspaper in Malaysia, from July 2, 2014 to August 14, 2016, there are 234 article in Sin Chew Daily about "One Belt One Road", Sin Chew Daily become an important position for Malaysian Chinese Community discuss policy. This paper collected 234 commentary articles of related OBOR from Sin Chew Daily and through "the social network analysis" analyzes the influence of OBOR plan for Malaysian Chinese Community.

3.1 Word Frequency:

The article titles of Sin Chew Daily has no explicit word boundary delimiter, so we used open source software "Jieba" to segment Chinese commentary articles title, which is built to be the best Python Chinese word segmentation module(Yang C, Feng S, Wang DL, Yang N, Yu G ,2010). Use "Jieba" extracted adjectives, adverbs, nouns and verbs of article titles, then used bibexcel software analyze keywords of the title. That keyword is crucial elements in evaluative sentences and has demonstrated that these part of speech categories are subjective (Nasukawa & Yi, 2003; Takamura, Inui, & Okumura, 2005). So cleaned the keyword of titles and use the bibexcel software statistic words frequency. The statistics results showed that there are 730 key words, extracted the number of words(41 keywords) appears more than 6 times and making statistical tables(TABLE I).

TABLE I: HIGH FREQUENCY WORDS LIST

Word	Freq.	Word	Freq.	Word	Freq.
一带一路OBOR	136	交流 Exchange	9	经贸Economy and trade	7
中国 China	35	优势 Advantage	8	市场Market	7
马来西亚Malaysia	33	促进Promotion	8	中小企Small businesses	6
合作Cooperation	29	推动Impulse	8	参与Participation	6
经济 Economy	28	亚投行AIIB	8	带动Drive	6
商机Business opportunity	21	中心Center	8	企业enterprise	6
马中Malaysia and China	20	访Visit	7	对话Dialogue	6
开拓Open up	14	配合Coordinate	7	支持Support	6
发展Development	13	战略Strategy	11	马华Malaysian Chinese	6
东盟ASEAN	12	论坛Forum	7	盼Hope	6
投资investment	11	设Establish	7	中总ACCIM	6
文化Culture	10	华社Ethnic Chinese community	7	大会Convention	6
新 New	10	机遇Opportunity	7	大Big	6
世界 World	9	举行Hold	7		

3.2 Keywords co-word matrix:

The title classification statistical method is the main method of article analysis, through the proportion of the title analysis reveal the hot spots and trends in this filed, title classification statistical method is based on the description title statistics and revealing the relatively macroscopic subject structure (Ibekwe-SanJuan F.,2005).Recent years, Co-word occurrences analysis method and visualization analysis method be adopted in article's title analysis, intuitively reveal the microstructure and development of the discipline(Ding, Y., Chowdhury, G C , and Foo, S. ,2000).The end of the 20th century, science literature has increased dramatically, scientists found it is increasingly difficult for the policymaker to understand the complex interrelationship of science in order to achieve effective research planning. So, some quantitative techniques have been developed to ameliorate these problems(He, Q. .1999). Co-word analysis is one of the best

L. ,1965). For example, analysis the keyword of Sin Chew Daily articles title can help us understand the Malaysian's developing trend under OBOR initiative.

Used the spss20.0 Statistics Software does cluster analysis and results as FIG.II,through cluster analysis the 41 words can be divided into five categories, as follows:

First clusters: Small businesses (中小企).

Second clusters: Economy and trade (经贸), Promotion (促进), Culture(文化).

Third clusters: Dialogue (对话), Hold (举行), Forum (论坛), Participation (参与), AIIB (亚投行).

Fourth clusters: enterprise (企业), Hope (盼), Support (支持).

Fifth clusters: OBOR(一带一路), Chin(中国), Malaysia(马来西亚), Cooperation(合作), Economy(经济), Business opportunity(商机), Malaysia and China(马中), Open up(开拓), Development(发展), ASEAN(东盟), investment(投资), New(新), World(世界), Exchange(交流), Advantage(优势), Impulse(推动), Center(中心), Visit(访), Coordinate(配合), Strategy(战略), Establish(设), Ethnic Chinese community(华社), Opportunity(机遇), Market(市场), Drive(带动), Malaysian Chinese(马华), ACCIM(中总), Convention(大会), Big(大).

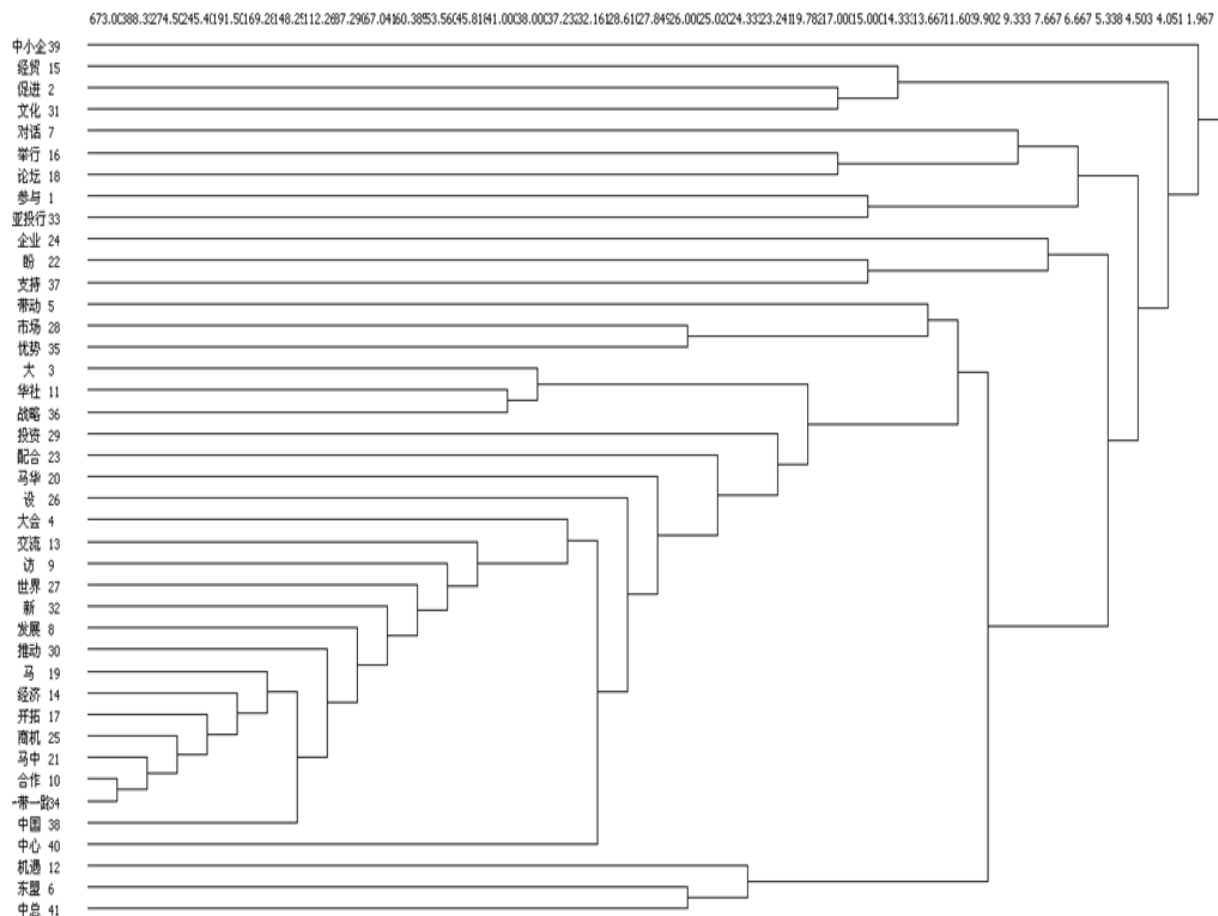


FIG. II: CLUSTER ANALYSIS

3.5 Articles Title keywords Network analysis:

Network analysis help us understand the position of keywords in the whole environment, however, the keywords is represented of key influencing factor in reality. Based on TABLE II co-word matrix data and used Ucinet software done articles title keyword network analysis the result as FIG. III. Network analysis results show about fourteen keywords in an important position in FIG. III. E.g: One belt and one road, Malaysia and China, Business opportunity, Cooperation, Economy, China, Malaysia, Development, Impulse, World, Exchange, Open up, New, Culture.

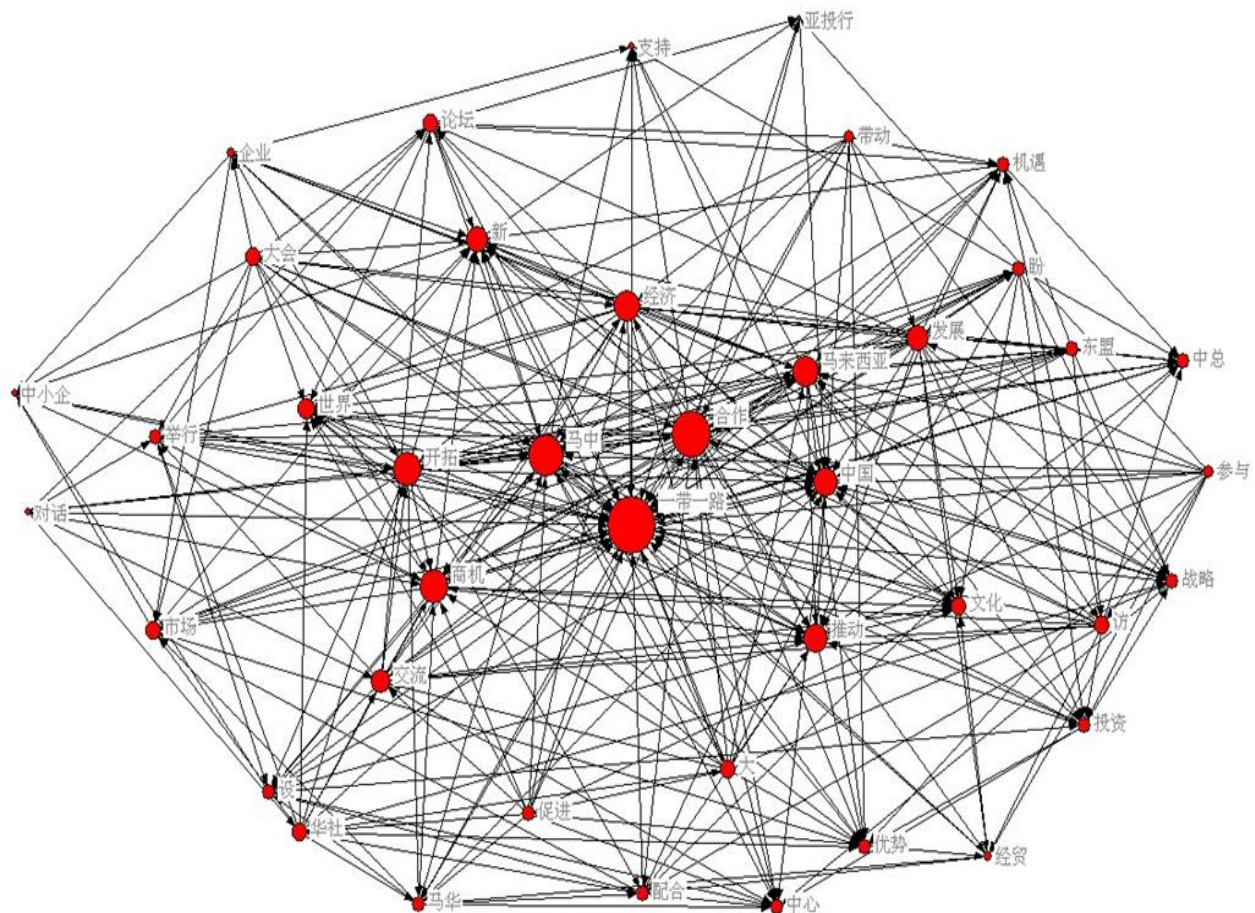


FIG.III: ARTICLES TITLES KEYWORDS NETWORK ANALYSIS

IV. CONCLUSIONS

Depending on above comprehensive data analysis got the following conclusions. Firstly, from TABLE I high frequency words list can find OBOR, China, Malaysia, Cooperation, Economy, Business opportunity, Malaysia and China, Open up, Development and others keywords be attentive in Malaysia Chinese society. In fact, China OBOR initiative mainly question is cooperation, its base of the OBOR initiative implementation, then the ultimate aim of OBOR is construction of “community of common destiny”. In FIG. III articles title keywords network analysis the “cooperation” also very important.

Secondly, cooperation will take to business opportunity for Malaysia and China, so economy and business opportunity is second important information for Malaysian Chinese. In the long run, opportunity will bring economic development and more business opportunities. Malaysian Chinese to discuss this topic in a Chinese newspaper that reflect whose pay attention to OBOR construction.

Thirdly, FIG.II and FIG. III reflect Drive, Forum, Hold, Promotion, Economy and trade, Support, enterprise, AIIB, Participation, Dialogue, Small businesses and other words pay attention to little by Malaysian Chinese, those information of keywords should be notice by China and Malaysian government, because OBOR is a system engineering every sides are important for OBOR developing .

In summary, the findings of this research will help Malaysia and Chinese government and enterprise understand the concerns of all kinds of factors of OBOR developing. We believe that they will enrich Malaysian Chinese thinks in aspects of using OBOR policy developing Malaysian economy. In the future more and more scholar will research OBOR initiative that will extend the current study to globalization. Further work could also be conducted to more refinement factors analysis of OBOR’s reflects in Malaysia and China.

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