

# TELEVISION

## Talk Shows During July 2016

In the 8 Talk Shows analyzed during July 2016, PPP had the highest airtime representation amongst political parties (26%); only 9% of guests invited to talk shows were women; 'Governance' was the main topic under discussion (31%); and majority of the guests were politicians (57%). GALLUP Pakistan

Islamabad, September 30, 2016

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Governance' was the main topic under discussion (31%) in the analyzed talk shows, while majority of the guests were politicians (57%) and PPP was the political party with the most airtime representation (26%). The duration of the analysis is June 2016.

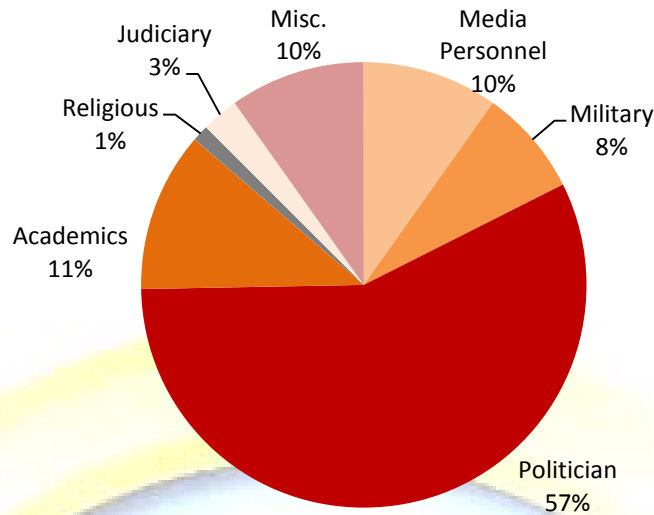
Content analysis of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) consisting of a total of 102 episodes aired on different cable television networks was conducted for May 2016. The topics discussed in these shows were distilled into 7 broad categories: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security' and 'Miscellaneous'. Issues that were discussed less frequently, for example sports and socio-cultural subjects, have been included in the 'Miscellaneous' category.

### Average Number of Guests: 3 Guests per Episode

On average 3 guests appeared per episode for each show. While some guests were frequently invited on different talk shows, overall there were 139 unique guests out of a total of 336 guests in the 102 episodes analyzed. The figure of repeat appearances by same guests signifies the limited availability and rudimentary capacity of talk shows in attracting fresh faces. There had been no increase in the average number of guests since December, when the average number of guests was 4, which may imply that talk shows have a hard time attracting diverse opinions. As the number remains at an average of 3 guests in January, March, May, June and now July 2016, the restricted nature of fresh ideas on this media channel is underlined. The number of new faces on these talk shows in July was only 54 out of the 336 guests invited, which again highlights the lack of innovative and different opinions on the country's situation and how to address the problems at hand.

### Background of Guests Invited: Politicians Continue to Dominate

Furthermore, majority of the guests were Politicians (57%), followed by academics with 11%. 10% of the guests were journalists, anchors and other media personnel, while 8% of the guests were members of the military. Judges and Lawyers were represented 3% of the time, while approximately 1% of the time was taken by religious scholars. 10% of the guests belonged to miscellaneous occupations such as art, cricket, civil society and bureaucracy.



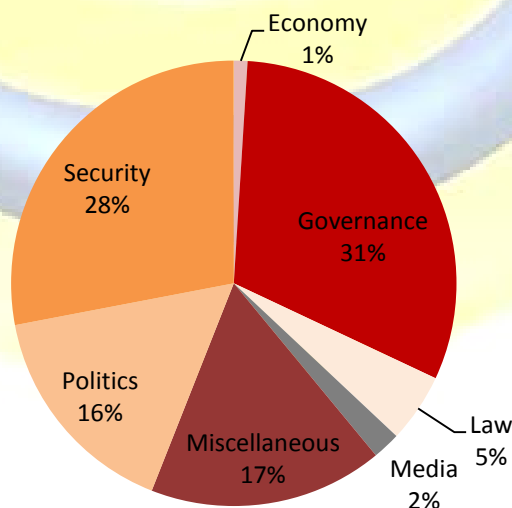
Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

### Air- time Share of Political Parties: PTI in the lead

In July, the maximum representation amongst political parties was at 26% from the Pakistan People’s Party (PPP), followed by the Pakistan Tehreek-e-Insaf (PTI) at 21%. The Pakistan Muslim League Nawaz (PML-N) was in third place with 19%, while the Muttahida Qaumi Movement (MQM) occupied fourth place with an airtime of 12%. Pak Sar Zameen Part also got 5% of the airtime, while PAT, PML-Q, ANP and other parties constituted the remaining portion of airtime.

### Most Discussed Topic in Talk Shows: Governance

In the month of June, Governance was the most popular subject of conversation on talk shows. 31% of total airtime in talk shows was dedicated to debating governance issues in the country. Security subjects were next and formed 28% of the total. Issues linked to Politics followed at 16%. The rest of the airtime was divided between issues related to the Economy, Law, Media and other Miscellaneous issues.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

### **Most Discussed Topic Under Governance: Parliament/Policies/Democracy**

Governance was the most frequently discussed domain. This may be because as the election draws nearer all parties are shaping up their house to return to the public and ask for their votes. Parties in government are under greater scrutiny by the opposition as the opposition tries to make its own case for the upcoming election. Furthermore, the recent elections in Azad Kashmir and the subsequent change in government also invited debate on governance issues.

Conversation about the PML-N in general occupied 24% of the time, followed by talk on local governments/Kashmir (22% of the time), corruption/NAB/FBR/Election Commission/Panama Leaks (17% of the time), and issues related to the PM himself (9% of the time). The rest of the time was divided between discussions on parliament, national issues, and different public responses/queries.

### **Most Discussed Topic Under Security: Domestic Security/Crime**

Within Security, a significant chunk of the talk time constituted debates on domestic security/crime (32%), but even more airtime was dedicated to issues related to the army/rangers (37%). 15% of the airtime was dedicated to the Kashmir issue and terrorism. Civil military relations were discussed 11% of the time. Foreign relation/issues were discussed 5% of the time taken up by this category.

### **Most Discussed Topics Under Politics: Inter Party Relations**

Political discussions mostly revolved around inter party relations (42%). PTI remained in conversation 31% of the time. MQM and PPP each got 11% and 13% of the time respectively as the politics in Sindh becomes more complicated. Pak Sarzameen Party also got 2% of the airtime in this category as the situation in Karachi is thrown into limelight by various incidents and the ongoing ranger's operation.

The analysis of talk shows during July portrays how politics and security have fallen in terms of their influence over the media landscape. Over the past months political humdrum and security concerns occupied the most airtime, while other issues were mostly neglected. However, with the upcoming election and the Panama Leaks issue, governance issues have come under greater scrutiny so that issues relating to corruption and the PM's activities are given more discussion time on the talk shows. This is very different from previous months where governance mostly got less than 20% of the airtime. This is important because this drives the conversation towards more meaningful topics and allows the media and the public to scrutinize the performance of the government more closely. Thus such issues are somewhat important in driving conversation away from political issues which mostly revolve around political rivalries and a quest for power.

Although it seemed before that the discussion on governance was just a spike and not a movement towards discussions based on performance of political parties brought to the forefront due to the Panama Leaks. However we see that over the last few months governance issues have gained importance beyond and above political and security issues. For the last three months governance has remained the most discussed topic, being discussed 58% of the time in May, 34% of the time in June and 31% of the time in July. Politics was discussed 16% of the time in July, and has begun to receive a declining importance since the issues of governance have come to the forefront. This month it was the third most discussed topic. Security was discussed 28% of the time. In May and June politics was discussed 24% of the time, while security was discussed 12% and 23% of the time respectively. Thus we see that lately, security issues, perhaps due to problems of security in Karachi and

over the LOC in Kashmir, and governance issues have gained more importance compared to political issues.

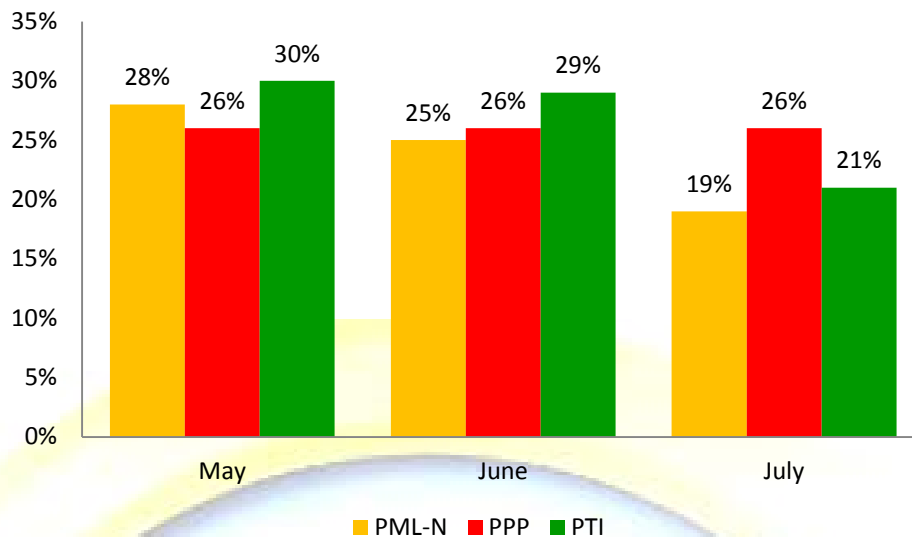
This pattern is welcome in terms of endeavors to improve accountability as well as the transparency of the authorities but it is also alarming considering the continued poor representation of economy, law and media in talk shows. The reduced airtime devoted to Politics has not meant a great shift to more intellectual debates on progress in real terms and other substantial, pressing issues, but is reflected in more engagement with Governance. This trend also illustrates the tendency of Pakistani talk shows to discuss the immediate, short-term issues facing the country, while more concrete, long-term debates such as those on development and energy crisis are neglected and relegated to the sidelines.

Furthermore, a trend that has been persistent over the past months has emerged once again in the talk shows of June 2016. Data reveals that gender-wise representation of guests has remained skewed in these leading talk shows. In June, the representation of females was only 8% while the share of males was 92%. There had been a slight rise in the representation of females in March to 9%, from January when it was 7%. In May it was 7%. It has risen to 9% in July by 1%, indicating the lack of actual progress. The generally low representation of females on talk shows can also be due to the lesser participation of women in the political sphere in general.

### **Trends in Political Representation**

This study is part of a longer project hence a comparison of current trends with past ones is helpful in detecting new developments. Comparison of participation of political parties in talk shows reveals that PML-N, PTI and PPP were once again the three parties with the highest representation in talk shows during July, with the PPP leading at 26%, followed closely by the PTI at 21%. The PML-N is in third place at 19%. PML-N representation has which was fairly stable, averaging at 27% over March, May and June, has dwindled in July. PTI representation decreased by 8% between January and March, however, it was again at 29% in June. It falls again to 21% in July. PPP representation, which has lagged behind PML-N and PTI in January and May, has risen to 26% in June, and has gotten ahead of PML-N in June. It was the highest between political parties, probably because of the shuffling of leadership that is happening in the People's Party as it tries to get its house in order before the 2018 elections. In July there was also a 12% representation for MQM and a 5% representation of PSP because of the situation in Karachi and the changes in leadership of MQM and the formation of the new political party PSP.

This distribution indicates that media in Pakistan is independent to a large extent and there is little, if any, bias towards propagating the views of a single political party. The fluctuations in representation may be linked to the parties' role in or views on the prevailing situation in the nation, their performance, level of activity in the political domain or their own choices in terms of participation in the media. However, the consistently high representation of the same three parties over these months points to limited airtime occupied by other parties. The inclusion of MQM and PSP in this month only points to a general trend in news media to give maximum coverage to the most new newsworthy topics.

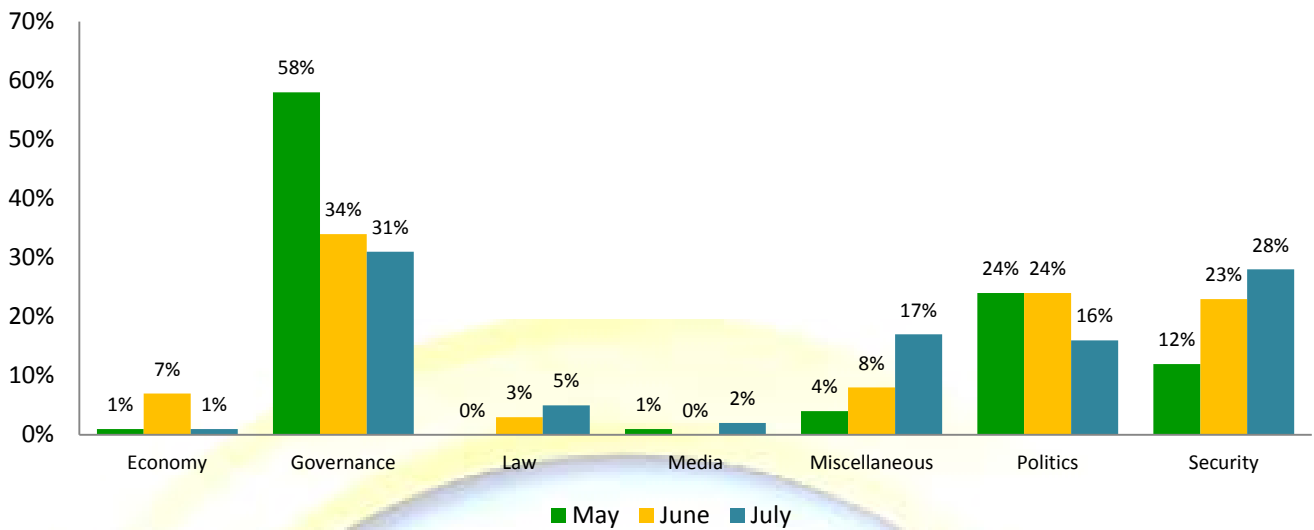


Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy\*

### Trends in Topics Discussed

A topic-wise comparison between the May, June and July 2016 Analysis reveals that relative to other topics, talk shows usually accord the greatest significance to Politics, Security and Governance, even though the ranking amongst these three may fluctuate from time to time. This may also be due to how these three domains are often interlinked to each other and it may not always be possible to clearly demarcate the boundaries. The rise in share exhibited by Governance implies that there has been increased emphasis on the need to eradicate incompetent and dishonest authorities. This month, 31% of airtime dedicated to Governance is in line with the trend of discussing short-term issues, and not addressing long term debates. Panama Leaks and the upcoming elections turned the public's eye towards governance issues so that security issues and political debates were moved to the sideline, or more appropriately, political debates begun to revolve around governance issues especially corruption. As other issues of security and politics come to the news, they are also discussed with equal zeal, which is why the share of governance fell from 58% in May to 34% in June and has fallen further to 31% in July. The drop in this share is taken up by discussions over security as the Karachi situation becomes grave due to high profile kidnappings and target killings and problems within MQM and PPP.

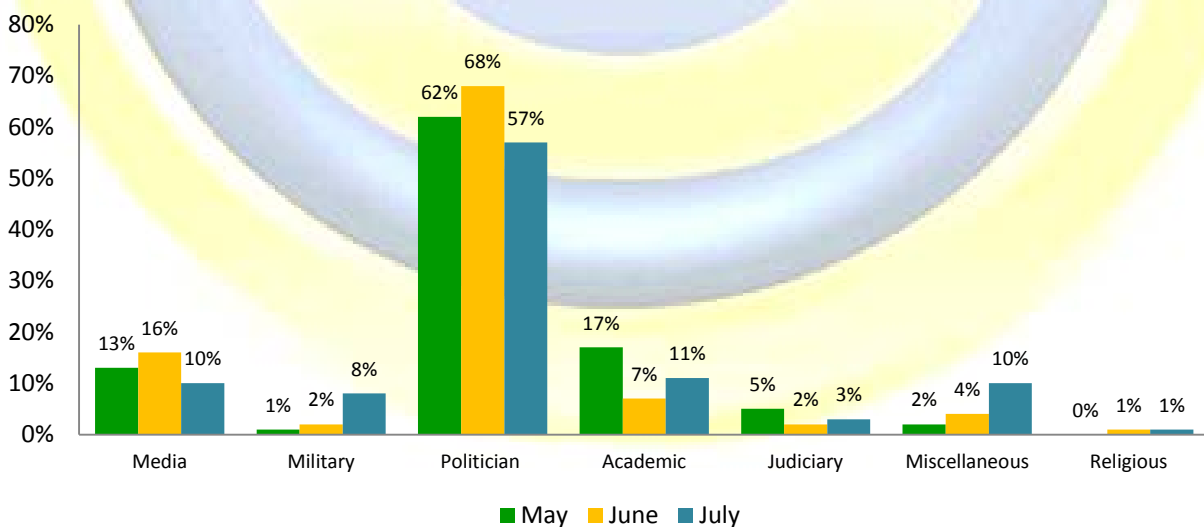
As internal political debates rise, other issues are clearly neglected. Law and Media continue to be underrepresented. Pakistan is a nation whose economy has a pressing need for revival, where media is an important source of information for the public and where bad governance and discrimination is the cause of frequent discontentment from the masses. The increased focus on governance is a good start to this process of revival. But since this change in trend is fairly embedded in current affairs, and so, the extent of this good start is fairly exaggerated. As expected, the discussion on governance reduced fairly as the uproar over Panama Leaks died down. However, it cannot be denied that this discussion is good for the accountability of our leaders. Furthermore, we see that as an issue such as Panama Leaks jostles the nation, it also takes away focus from more prevalent issues such as those of the economy and Law. Economy had shown a significant improvement in the month of January, however its share decreases significantly over the course of March and May, being reduced to just 1% in May. In June however, Economic issues were discussed 7% of the time, which was a favorable trend. However, they fell down again to 1% in July. The representation of Law remains considerably low: a phenomenon that needs special attention if justice is to be served effectively. Discussions on the media too remain low, a phenomenon that should be investigated, since it is one of the most important institutions in Pakistan.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy\*

### Trends in Backgrounds of Guests

A comparison of the background of guests between May, June and July 2016 illustrates that politicians dominate the scene, with them acquiring the highest representation in all three months (May 62%, June 68%, July 57%). They have a share as much as 2/3rds of the total in both May and June. Their representation fell a little in July to 57%, when the share of the miscellaneous categories increased to 10%. Representation of lawyers and judiciary showed a rising trend in May, rising to 5%, perhaps because a legal opinion on the matters relating to the Panama papers was required. However, it fell to 2% again in June and is only 3% in July. Representation of Military remains low in the month of March and June at only 2%. This skewed representation of politicians means that the conversation, more often than not, revolves around politics in any case, while other, more refined, academic opinions are neglected, in favor of juicier, tabloid opinions.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy\*

### Methodology

The study was released by Gilani Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is July 2016. This data

was obtained after reviewing over 62.15 hours of video, spread over 8 talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) and 102 episodes.

*\*Gallup Pakistan conducts TV content analysis on a monthly basis. For a more holistic picture, the trend analysis in this particular Press Release has been done by keeping May 2016, June 2016 and July 2016 in mind; these have been selected on a 1 month interval basis.*

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*Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

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