

TV TALK SHOW ANALYSIS

GALLUP & GILANI PAKISTAN

TALK SHOWS ANALYSIS REPORT

DECEMBER 2016

**A monthly series from
Gallup & Gilani Pakistan Media Research Wing looking at
8 Local Talk Shows**

Gallup & Gilani

P A K I S T A N

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Pakistan's Foremost Social Research Lab

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TELEVISION

Talk Shows During December 2016

In the 8 Talk Shows analyzed during December 2016, PPP had the highest representation (32%); 'Politics' was the most popular topic under discussion (28%), the majority of guests were politicians (56%) and females made up only 12% of the total guests. GALLUP & GILANI PAKISTAN.

Islamabad, March 22, 2017

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk ; www.gilanifoundation.com), PPP had the highest representation (of all airtime on monitored talk shows) in December (32%). 'Politics' was the most popular topic in December (28%). The majority of guests were politicians (56%). This press release will present analysis for December 2016.

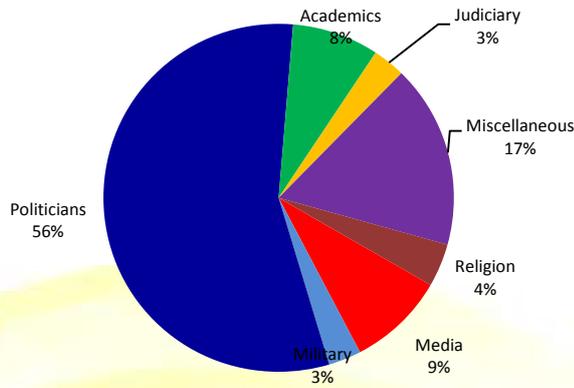
Gallup & Gilani Pakistan's researchers undertook content analysis of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha), consisting of a total of 110 episodes aired on different cable television networks during December 2016. The topics discussed in these shows were categorized 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 in December 2016. While some guests were frequently invited on different talk shows, overall there were 126 unique guests out of a total of 319 guests in the 110 episodes analyzed for December. Moreover, there were 51 new guests during December, compared to only 27 in October and 34 in November. This increased number is promising – continued efforts to attract fresh faces will help sustain public interest and ensure more varied and substantial content.

Background of Guests Invited: Politicians Continue to Dominate

Furthermore, in December, the majority of guests were politicians (56%), followed by guests from miscellaneous occupations such as art, cricket, civil society and bureaucracy (17%) and media personnel: journalists, anchors etc. (9%). Academics and experts like defense analysts and professors comprised 8% of total guests, while the shares of religious representatives (4%), the judiciary (3%) and military (3%) were lower.



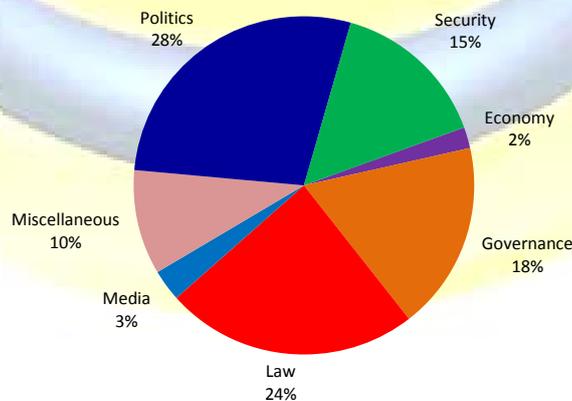
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk ; www.gilanifoundation.com)

Air- time Share of Political Parties: PPP in the Lead

In December 2016, the maximum representation amongst political parties was at 32% from the Pakistan People’s Party (PPP), followed by Pakistan Tehreek-e-Insaf (PTI) at 26% and the Pakistan Muslim League Nawaz (PML-N) at 24% respectively. Independent politicians occupied fourth place with 5% of airtime, followed by Jamaat - e – Islami and Awami Muslim League at 3% each. The remaining airtime was constituted by the Muttahida Qaumi Movement (MQM), Jamiat Ulema –e – Islam and various other parties. The representation in airtime is disproportionate to the votes acquired by these parties in the 2013 Elections.

Most Discussed Topic in Talk Shows: Politics

In the month of December, Politics took center stage in talk shows (28%). Political discourse was followed by discussions on Law (24%) and Governance (18%). Security concerns were conversed on 15% of the time on these talk shows. Miscellaneous topics occupied 10% of air time. Media related subjects and Economic matters comprised 3% and 2% of talk time respectively.



Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk ; www.gilanifoundation.com)

Most Discussed Topics within Politics: Grand Opposition Alliance on the Panama Leaks

In December 2016, the most frequently discussed issues under politics were related to potential emergence of a grand opposition alliance on Panamagate (32%), followed by PPP specific politics at 23% and PTI's boycott of the Panamagate Commission (21%). 15% of airtime under Politics was general in nature, 5% revolved around the 9th death anniversary of Benazir Bhutto and 4% was devoted to MQM specific politics.

Most Discussed Topics within Law: Panama Leaks Case and Supreme Court Decisions

An overwhelming portion of legal discussion focused on the Panama Leaks case and the decisions of the Supreme Court with regards to the case (73%). The Quetta Commission Report took up 21% of airtime under Law, while the Musharraf case was conversed on 6% of the time.

Commentary by Gallup & Gilani Pakistan Media Research Consultancy Team:

The analysis of talk shows during December portrays how there has been a slight shift from the dominance of political humdrum, governance issues and security concerns over the media landscape. Politics remains in the limelight but Law has surpassed Governance and Security in terms of airtime.

The ranking of Politics, Governance and Security may vary from month to month, but it is usually these three domains that remain prominent – this month has been an exception with Politics, Law and Governance bagging the top three positions in terms of airtime on these talk shows. It is important to note that since it was mainly the Panama Leaks scandal being discussed from political, legal and governance perspectives – we cannot ignore the fact that there is sometimes a very fine line between these categories, and most national issues cannot be explored solely through the perspective of a one domain.

It is encouraging to see an overall shift, from Politics towards Governance (depicted through a narrowing gap between the two domains), over these three months, as talk show hosts and guests continue to discuss the Panama Leaks and devote more time to discussing the policies of the state, the rampant problem of corruption in the bureaucracy and measures to tackle it. 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. Such debate is somewhat important in driving conversation away from relatively trivial political issues which mostly revolve around political rivalries and power politics.

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 in talk shows. The reduced airtime devoted to Politics has not really 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 Law and Governance, largely due to the Panamagate scandal. Media, whose dynamics can be constructively deployed to engage the public in pivotal issues from other domains has also been neglected, with discussions on it constituting a mere 2% of the total airtime on talk shows. This trend also illustrates the tendency of Pakistani talk shows to discuss the immediate, short- term issues facing the country, while more

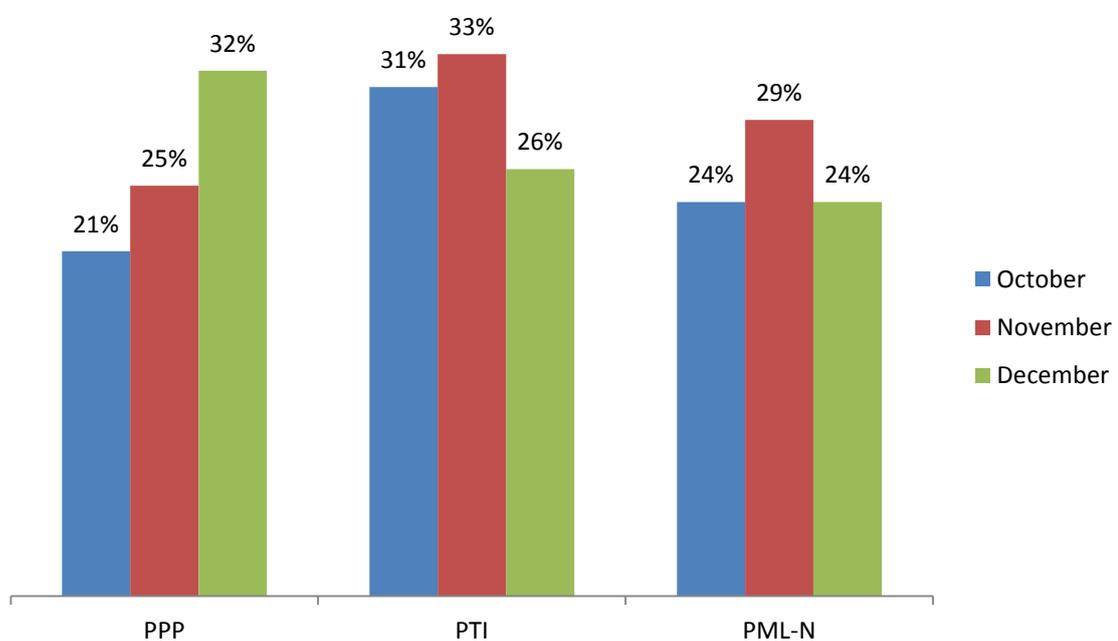
concrete, long- term debates such as those on development and the energy crisis are neglected and relegated to the sidelines.

Furthermore, a trend that has been persistent over the past months has shown slight improvement in December 2016. Females have always been underrepresented on talk shows (October - Male: 94% Females 6%; November - Male: 92% Females 8%). In December, females have 12% representation. Though this small increase is promising, it is still highly skewed, and talk show hosts and the management cadre need to put in extra efforts in order to ensure fairer representation for women. However, the generally low representation of females on talk shows can also be due to the lower participation of women in the political sphere in general.

Trends in Political Representation

This study is part of a larger 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 PPP, PTI and PML-N were once again the three parties with the highest representation in talk shows during December. Between October and December, PPP's representation has risen from 21% to 32%, PTI's representation has fallen from 31% to 26% and PML-N's share has become constant at 24%.

This distribution and the changes in rankings over these months, indicate 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 for that particular month. However, the consistently high representation of the same three parties over these months does point to limited airtime occupied by other parties.

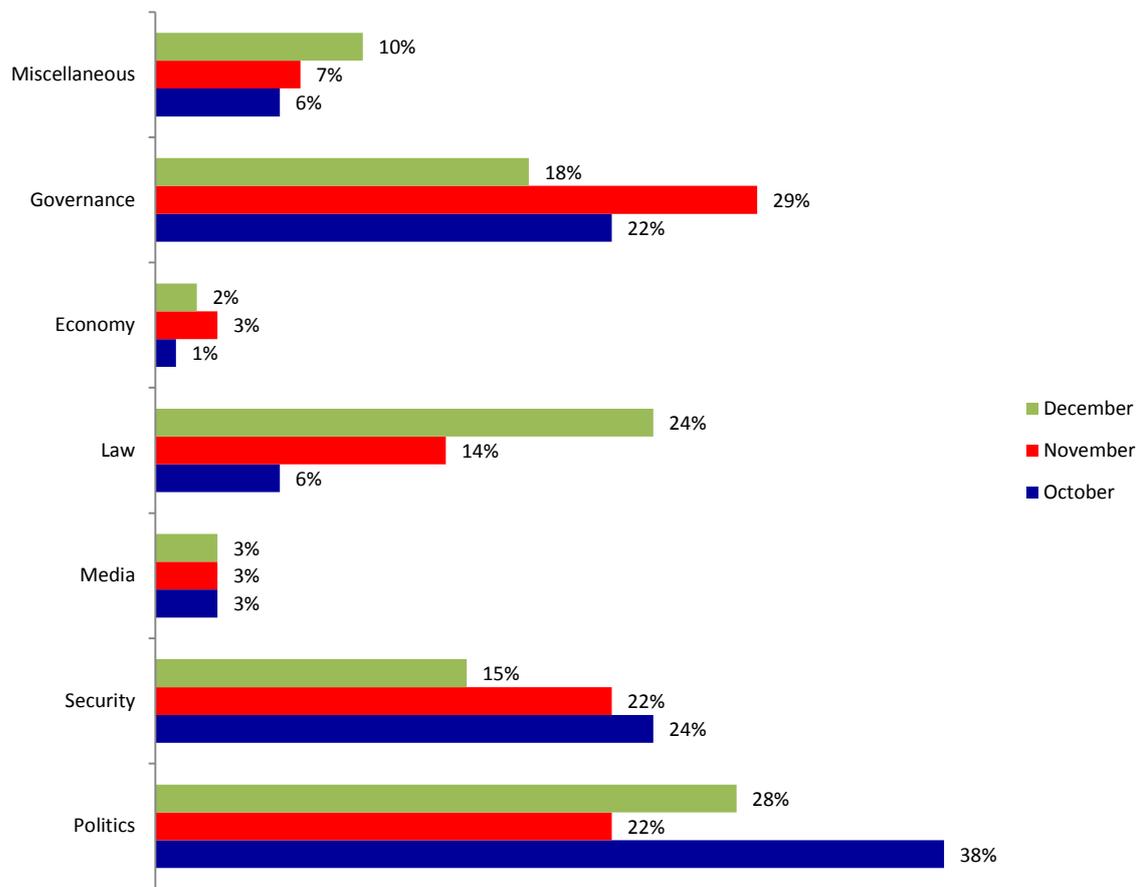


Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy*
(www.gallup.com.pk ; www.gilanifoundation.com)

Trends in Topics Discussed

A topic-wise comparison between October and December 2016 reveals that relative to other topics, talk shows usually accord the greatest significance to Politics, Security and Governance, as in October and November, but have focused on Politics, Law and Governance in December. There has been an overall fall in discussions on Politics, Security and Governance over these months, accounted for by conversations linked to Law. The Panama Leaks has drawn public, legal and political attention, illustrated by a large portion of airtime devoted to the scandal under Politics, Law and Governance. Over half of political discussion revolved around Panama Leaks (32% of conversation under Politics was on the grand opposition alliance and 21% on PTI's boycott of the Panamagate Commission). Moreover, almost three-fourths of talk time under Law and half the conversation under Governance focused on the Panama Leaks.

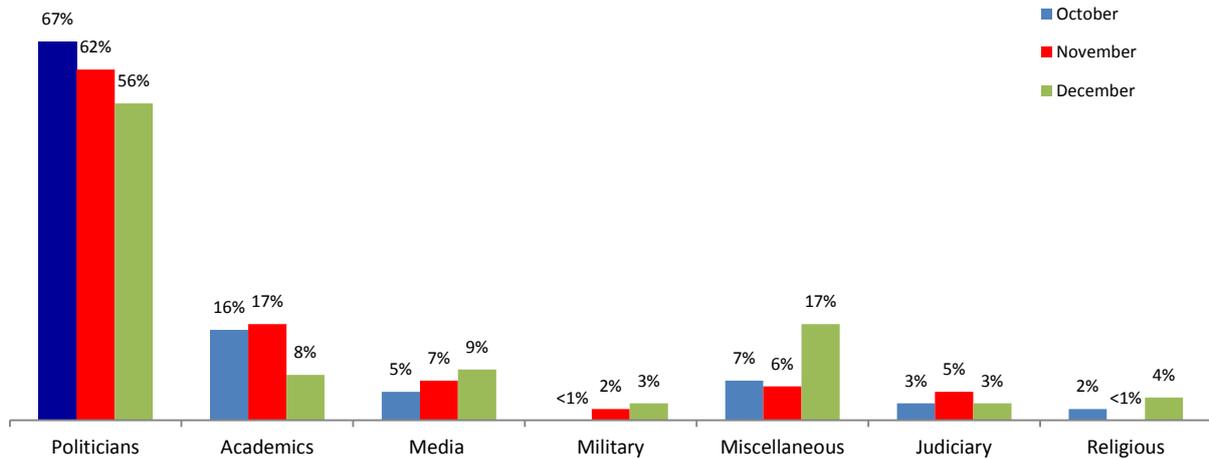
Though internal political, security and governance debates have dropped, other issues continue to be sidelined. Economy and Media continue to be underrepresented. Pakistan is a nation whose economy has a pressing need for revival, where media is an important source of information for the public and where bad governance and discrimination is the cause of frequent discontentment from the masses. The increased focus on law is a good start to this process of revival. But since this change in trend fairly embedded in current affairs, the extent of this good start is fairly exaggerated. We can expect for the discussion on law to fairly reduce as the uproar over Panama Leaks dies down. It cannot be denied that this discussion is good for the accountability of our leaders. However, since the solution to such issues is hardly ever found in the quickly, it means our Economy is often neglected for at least short periods of time, which has more severe consequences in the long-run. The CPEC is already proving to be a propitious project for the local economy and people - almost all economic discussion in October, 58% of economic discussion in November and 67% of economic discussion in December was anchored in topics linked to the initiative. However, the Economy's importance has not been emphasized enough, since it depicts a mere rise of 1% over these three months. For a developing economy like Pakistan with chronic economic issues, it is problematic to see the Economy being neglected within public agenda. Discussions on the media too remain low, a phenomenon that should be investigated, since it is one of the most influential institutions in Pakistan.



Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy*
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Trends in Background of Guests

A comparison of the background of guests between October and December illustrates that politicians dominate the scene throughout these months, (October 67%, November 62% and December 56%). They have a share of around two-thirds in October and November but their representation has fallen in December. Representation of experts/academics shows a decrease over these months while guests from media and miscellaneous categories seem to have increased in terms of share of total guests. Guests from religious and military domains also exhibit a small increase in their shares but their representation still remains relatively low. Share of judicial guests has also become constant over these three months and is quite small as well.



Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy*
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Methodology

The study was released by Gilani Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is December 2016. This data was obtained after reviewing around 63 hours of video, 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 110 episodes. The 8 talk shows have been picked because they have been characteristic of consistently high ratings or the channel they are aired on has a significant share in terms of TV audiences.

*Gallup & Gilani Pakistan conducts media content analysis on a monthly basis. For a more holistic picture, the trend analysis in this particular Press Release has been done for trends over three months, keeping October, November and December in mind.

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

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 & Gilani Pakistan.

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For more survey data on social and other issues see website (www.gallup.com.pk ; www.gilanifoundation.com)

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