

# TV TALK SHOW ANALYSIS

**GALLUP & GILANI PAKISTAN**

## **TALK SHOWS ANALYSIS REPORT**

**FEBRUARY 2017**

**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**

**Affiliated with Gallup International**

Pakistan's Foremost Social Research Lab

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# TELEVISION

## Talk Shows During February 2017

**In the 8 Talk Shows analyzed during February 2017, PML-N and PTI had the highest representation (31% each); 'Security' was the most popular topic under discussion (29%), majority of guests were politicians (60%) and females made up only 9% of the total guests. GALLUP & GILANI PAKISTAN.**

Islamabad, June 1, 2017

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Consultancy ([www.gallup.com.pk](http://www.gallup.com.pk) ; [www.gilanifoundation.com](http://www.gilanifoundation.com)), PML-N and PTI had the highest representation (31% each); 'Security' was the most popular topic under discussion (29%), majority of guests were politicians (60%) and females made up only 9% of the total guests, during the month of February 2017.

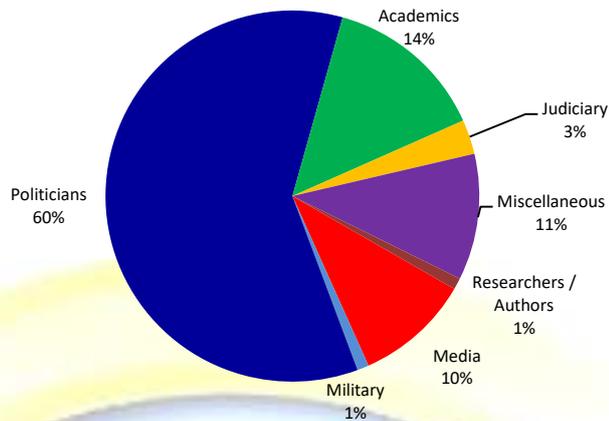
Gallup & Gilani Pakistan's researchers undertook content analysis of **8** popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha), consisting of a total of **100** episodes aired on different cable television networks during February 2017. 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 February 2017. While some guests were frequently invited on different talk shows, overall there were **111** unique guests out of a total of **278** guests in the 100 episodes analyzed for February.

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

Furthermore, in February, the majority of guests were politicians (60%), followed by academics and experts like defense analysts and professors (14%) and guests from miscellaneous occupations such as art, cricket, civil society and bureaucracy (11%). Media personnel: journalists, anchors etc. comprised 10% of total guests, while the shares of the judiciary (3%), military (1%), researchers / authors (1%) were lower and religious representatives had a representation of <1%.



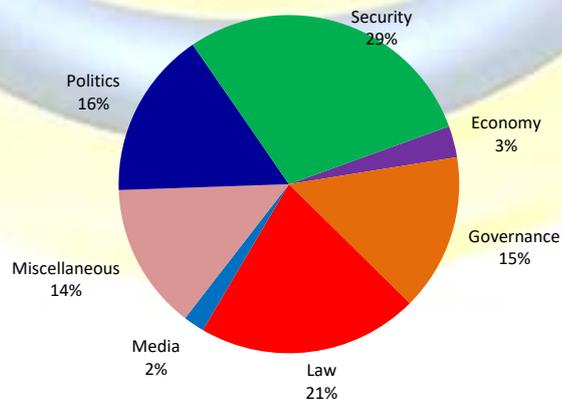
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy ([www.gallup.com.pk](http://www.gallup.com.pk) ; [www.gilanifoundation.com](http://www.gilanifoundation.com))

### Air- time Share of Political Parties: PTI and PML-N at the top

In February 2017, the maximum representation amongst political parties was at 31% for both Pakistan Tehreek-e-Insaf (PTI) and Pakistan Muslim League Nawaz (PML-N), followed by Pakistan People Party (PPP) at 20%. Muthahida Qaumi Movement occupied third place with 4% of airtime, followed by Jamaat - e - Islami and Awami Muslim League at 2% each. The remaining airtime was constituted by the Pakistan Muslim League (Quaid e Azam Group) (PML-Q), 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: Security

In the month of February, Security took center stage in talk shows (29%). Security was followed by discussions on Law (21%) and Politics (16%). Governance issues were conversed on 15% of the time on these talk shows. Miscellaneous topics occupied 14% of air time. Economic matters and Media related subjects comprised 3% and 2% of talk time respectively.



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

### **Most Discussed Topics within Security: Operation Radd-ul-Fasaad / National Action Plan**

In February 2017, the most frequently discussed issues under security were related to Operation Radd-ul-Fasaad and implementation of the National Action Plan (34%), followed by discussion on domestic terrorism and crime 33%. 9% of airtime under Security focused respectively on military courts and international relations with America and India, 6% revolved around the Karachi Operation and 5% around Hafiz Saeed's arrest. 3% of the airtime was devoted to Islamic Military Alliance and 2% discussed Afghanistan-Pakistan border situation.

### **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 (83%). Article 184(3) of the constitution of Pakistan took up 17% of airtime under Law.

### **Commentary by Gallup & Gilani Pakistan Media Research Consultancy Team:**

The analysis of talk shows during February portrays how there has been a slight shift from the dominance of politics, governance issues and security concerns over the media landscape. Security remains in the limelight but Law has surpassed Politics and Governance 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 Security, Law and Politics bagged the top three positions in terms of airtime on these talk shows. Security issues were at center stage of discussion in February following the recent increase in terrorism activity in the country – notably the blast outside Punjab Assembling claiming 14 lives and suicide attack at the Shrine of Lal Shahbaz Qalandar killing atleast 88 people. As a result of these attacks, Operation Radd-ul-Fasaad was launched to eliminate terrorism and implement on the National Action Plan.

It is important to note that since it was mainly the Panama Leaks case 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 one domain.

Furthermore, a trend that showed slight improvement in December has reversed again in February 2017. Females have always been underrepresented on talk shows (November - Male: 92% Females 8%; December - Male: 88% Females 12%). In February, females have 9% representation. These figures are 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 PML-

N, PTI and PPP were once again the three parties with the highest representation in talk shows during February. Between November and February, PML-N's representation has risen from 29% to 31%, PTI's representation has fallen from 33% to 31% and PPP's share has fallen from 25% to 20%.

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\*  
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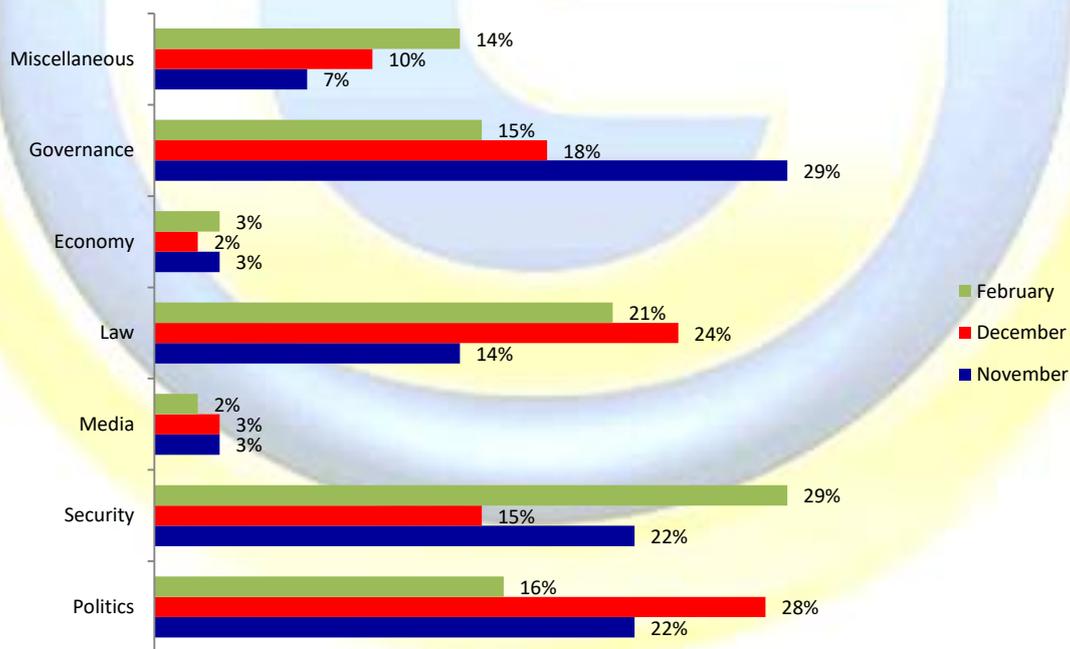
### Trends in Topics Discussed

A topic-wise comparison of November, December (2016) and February 2017 reveals that relative to other topics, talk shows usually accord the greatest significance to Politics, Security, Law and Governance, as in November and December but have focused on Security, Law and Politics in February. There has been a 14% increase in discussion on security topics between December 2016 and February 2017 due to recent increase in terrorist attacks in the country and the launch of Operation Radd-ul-Fasaad to counter these attacks and ensure full implementation of the national action plan.

Politics and Governance has exhibited an overall fall in discussions 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. Almost half of political discussion revolved around Panama Leaks (9% of conversation under Politics was on the grand

alliance and 36% on PTI's views on the Panamagate case). Moreover, 83% of talk time under Law and 36% of the conversation under Governance focused on the Panama Leaks.

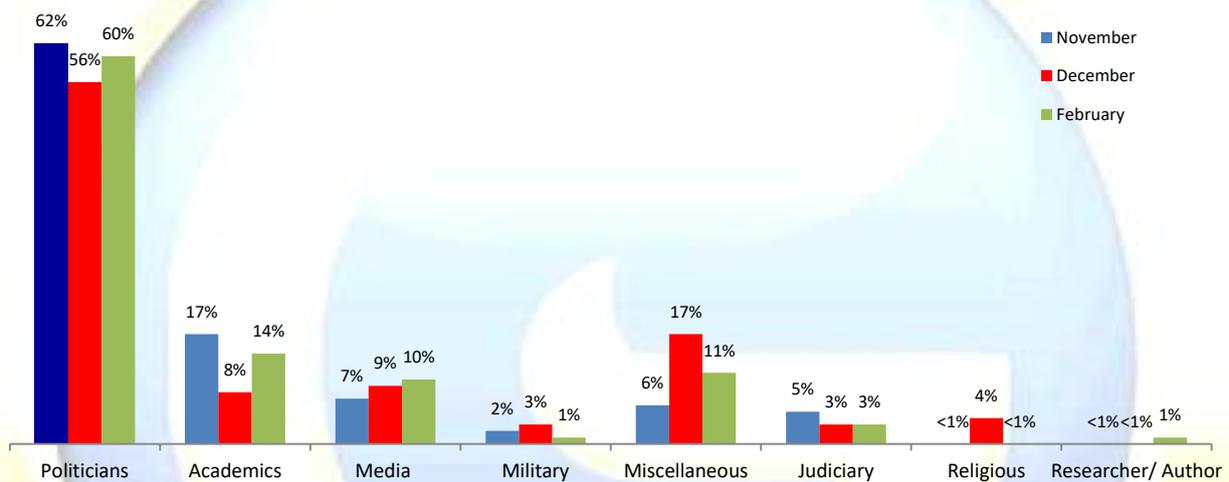
Though internal political and governance debates have dropped, other issues continue to be sidelined. Economy and Media continue to be underrepresented. Pakistan is a nation whose economy has a pressing need for revival, where media is an important source of information for the public and where bad governance 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 - 58% of economic discussion in November, 67% of economic discussion in December and 38% in February 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 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.



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## Trends in Background of Guests

A comparison of the background of guests between November and February illustrates that politicians dominate the scene throughout these months, (November 62%, December 56% and February 60%). They have a share of around two-thirds in November, almost half in December and the representation has risen in February. Representation of experts/academics shows an increase between December and February while guests from media seem to have slightly increased and miscellaneous categories has observed a decline in terms of share of total guests. Share of judicial guests has become constant over these months and is quite small as well. Share of researchers / authors has exhibited a small increase over these months while guests from religious and military domains exhibit a decrease in share and their representation still remains relatively low.



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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 February 2017. This data was obtained after reviewing around 58 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 100 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.

## About Gilani Research Foundation

***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](http://www.gallup.com.pk) ; [www.gilanifoundation.com](http://www.gilanifoundation.com))

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