



# TV TALK SHOW ANALYSIS

**GALLUP & GILANI PAKISTAN**

## **TALK SHOWS ANALYSIS REPORT**

**April 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 April 2017

**In the 8 Talk Shows analyzed during April 2017, PTI and PPP had the highest representation (29% and 28% respectively); 'Politics' was the most popular topic under discussion (27%), majority of guests were politicians (63%) and females made up only 11% of the total guests. GALLUP & GILANI PAKISTAN.**

Islamabad, July 5, 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)), PTI and PPP had the highest representation (29 and 28% respectively); 'Politics' was the most popular topic under discussion (27%), majority of guests were politicians (63%) and females made up only 11% of the total guests, during the month of April 2017.

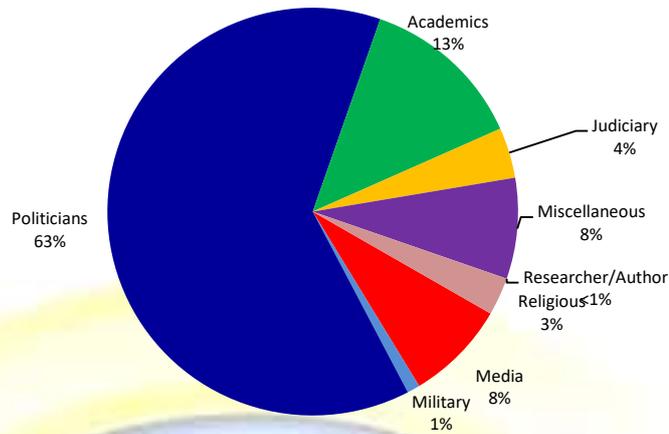
Gallup & Gilani Pakistan's researchers undertook content analysis of **8** popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha), consisting of a total of **104** episodes aired on different cable television networks during April 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 April 2017. While some guests were frequently invited on different talk shows, overall there were **107** unique guests out of a total of **346** guests in the 104 episodes analyzed for April.

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

Furthermore, in April, the majority of guests were politicians (63%), followed by academics and experts like defense analysts and professors (13%) and guests from miscellaneous occupations, such as art, cricket, civil society etc., and media personnel, such as journalists, anchors etc., comprised of 8% of guests each. Shares of the judiciary (4%), religious representatives (3%) and military personnel (1%) were lower.



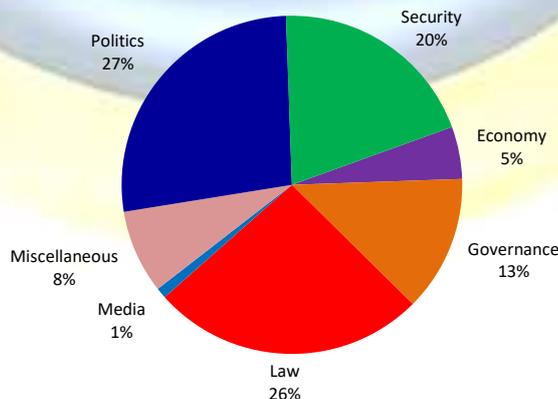
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy ([www.gallup.com.pk](http://www.gallup.com.pk) ; [www.gilanifoundation.com](http://www.gilanifoundation.com))

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

In April 2017, the maximum representation amongst political parties was at 29% for Pakistan Tehreek-e-Insaf (PTI), and 28% for Pakistan People's Party (PPP), followed by Pakistan Muslim League Nawaz (PML-N) at 26%. Muthahida Qaumi Movement occupied fourth place with 5% of airtime, followed by Awami Muslim League and other parties at 3% each. Jamaat-e-Islami had a share of 2%. The remaining airtime was constituted by Awami National Party, the Pakistan Muslim League (Quaid-e-Azam Group) (PML-Q), 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 April, Politics took center stage in talk shows (27%). Politics was followed by discussions on Law (26%) and Security (20%). Governance issues were conversed on 13% of the time on these talk shows. Miscellaneous topics occupied 8% of air time. Economic matters and Media related subjects comprised 5% and 1% 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 Politics: PPP Politics / Reaction of Political Parties on Panama Case**

In April 2017, the most frequently discussed issues under politics were related to PPP politics (28%) and reaction of political parties on the Panama case (21%), followed by general political discussion (14%) and PTI politics (13%). 12% of airtime was given to Imran Khan's allegation that the government offered him Rs. 10 billion to keep quiet on the Panama issue; 8% revolved around election rigging and the voting system in Pakistan; 3% of the airtime was devoted to the Pak Sar Zameen Party and Mustafa Kamal and 1% discussed the Panama case decision and the JIT.

### **Most Discussed Topics within Law: Panama Case Decision/JIT and Death Sentence of Kulbhushan Yadav**

A majority portion of legal discussion focused on the Panama case decision/JIT (65%) and the death sentence of Kulbhushan Yadav (18%). Air Marshal (r) Asghar Khan's case took up 11% of airtime under Law. Lastly, 6% of airtime was given to the Lahore High Court Bar Association demanding the Prime Minister's resignation.

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

The analysis of talk shows during April shows a return to the dominance of politics in the media landscape. Law remains in the limelight, having originally emerged as a popular issue in February.

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 Politics, Law and Security bagged the top three positions in terms of airtime on these talk shows. Politics was at center stage of discussion in April – specifically PPP politics and its general decline in popularity since 2013 as it prepares to contest in the general elections of 2018. The reaction of political parties to the Panama Papers, as verdict on the Panama case was given and the JIT was formed, were also popular issues that were discussed under this topic.

It is important to note that since the Panama Leaks case being discussed from political, legal and governance perspectives, there is sometimes a very fine line between these categories, and most national issues cannot be explored solely through the perspective of one domain.

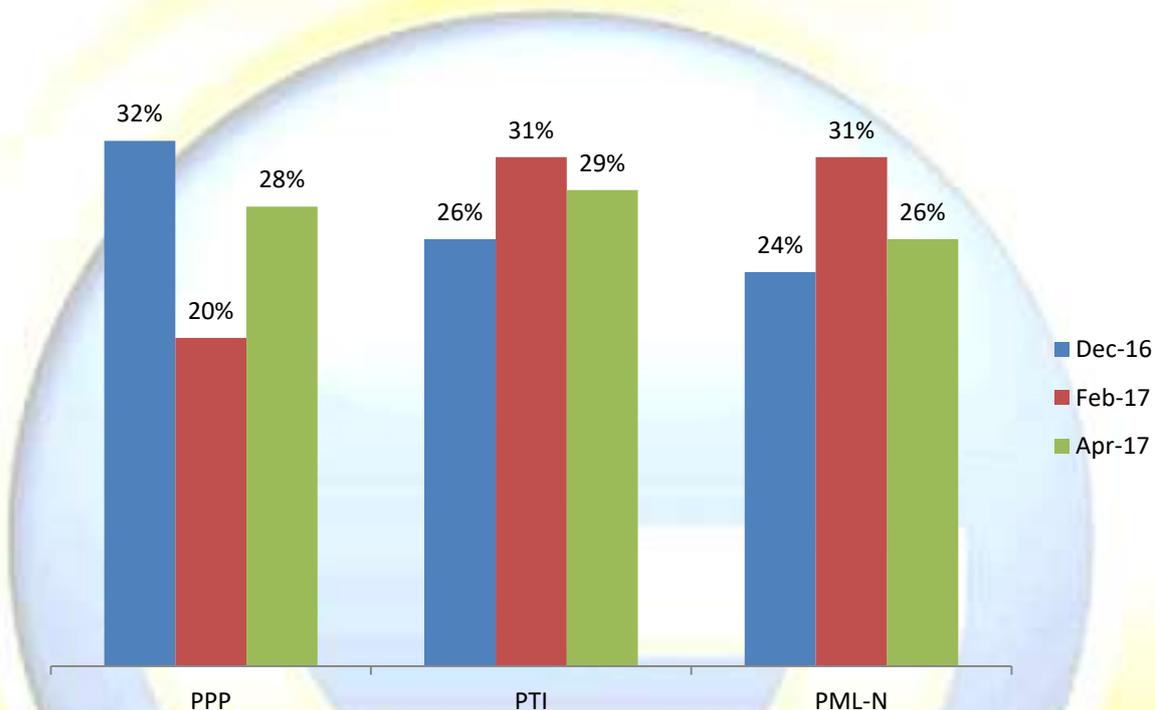
Furthermore, a trend that showed no improvement in February has done so in April 2017. Females have always been underrepresented on talk shows (December - Male: 88% Females 12%; February – Males 91% Females 9%). In April, females have 11% representation. These figures are highly skewed, and talk show 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 on talk shows during April.

Between February and April, PTI's representation has fallen from 31% to 29%; PPP's share has risen from 20% to 28%; and PML-N's representation has fallen from 31% to 26%.

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

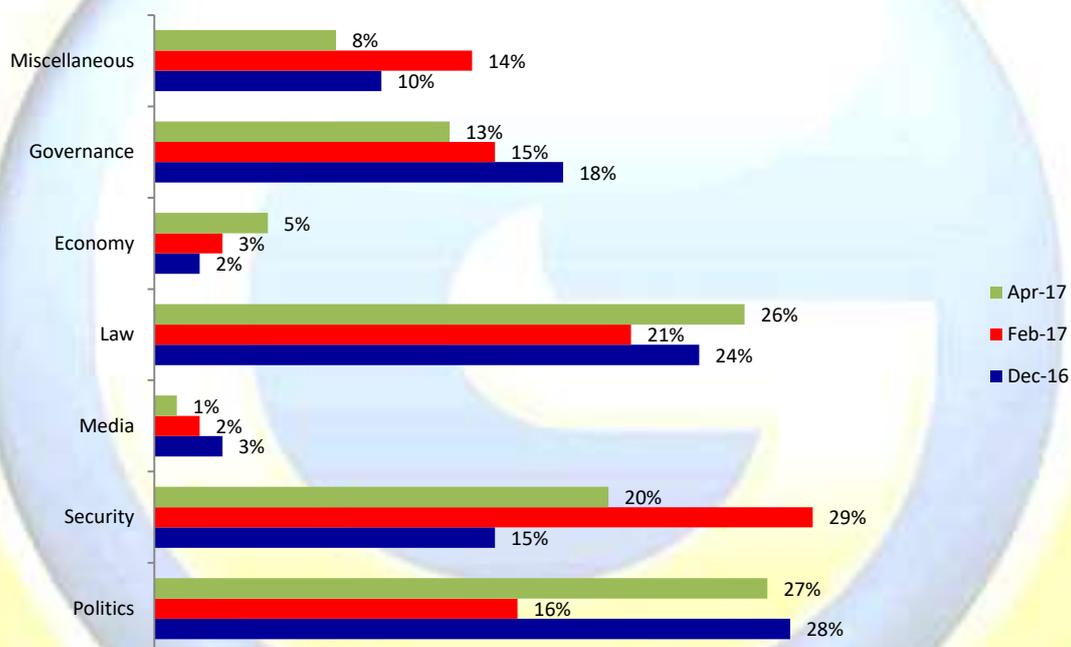
A topic-wise comparison of December 2016, February and April 2017 reveals that relative to other topics, talk shows usually give most airtime to Politics, Security, Law and Governance, as was seen in December and February. However recent focus has been on Politics, Law and Security in April. There has been an 11% increase in discussion on politics between February and April 2017 due recent political turmoil, PPP political moves and issues related to the Panama Papers.

Discussion on Law has risen from 21% to 26% in the month of April. 21% of political discussions and 65% of legal discussions revolved around the Panama leaks that have drawn public, legal and political attention. The issue has been given a large portion of airtime under Politics and Law. Airtime devoted to Security has fallen since February from 29% to 20% due to decrease in terrorist activity, and general stability in the month of April.

While internal political and security debates have continued, 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 has continued this process of revival. However, this change in trend is attributed to Pakistan's current affairs, and focus on legal issues will begin to decrease as uproar over Panama Leaks dies down, but it may continue for another month or two, at least until the JIT releases its report and a concrete decision is reached in the case against Nawaz Sharif. While it cannot be denied that this discussion is good for the accountability of our leaders, solutions to such issues are hardly ever found quickly.

Load shedding dominated economic discussions, with a whopping share of 73% in April. However, the Economy's importance has not been emphasized enough, since it depicts a mere rise of 2% between the months of February and April. 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.

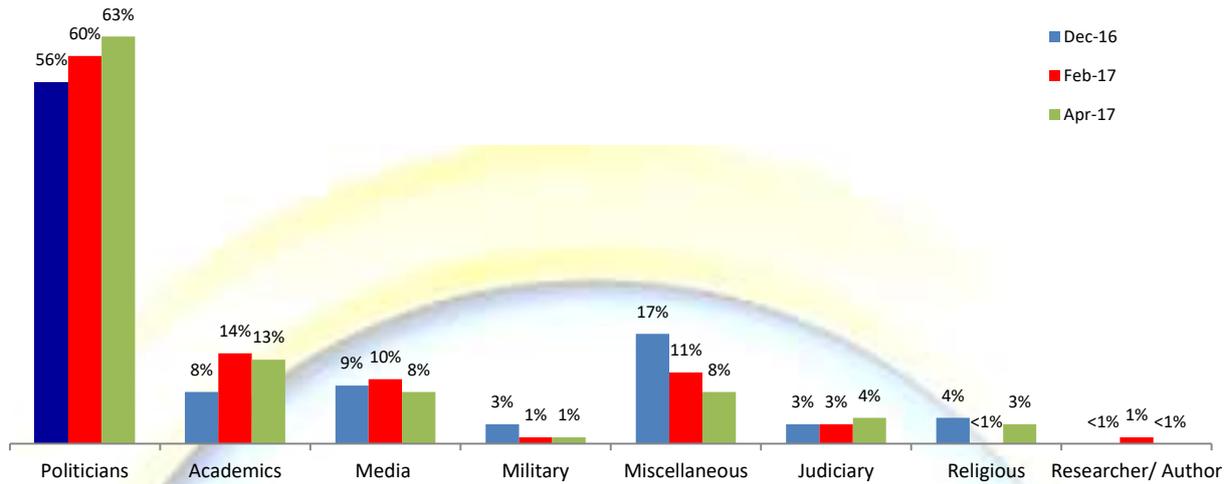


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### Trends in Background of Guests

A comparison of the background of guests between December and April illustrates that politicians dominate the scene throughout these months, (December 56%; February 60%; April 63%). They have a share of over half in December, three-fifths in February and almost two-thirds in April. Representation of experts/academics shows a slight decrease between February and April while guests from media seem to have fallen by 2% and the miscellaneous category has observed a decline in terms of share of total guests. Share of judicial guests has increased by 1% but it is quite small, still. Representation of researchers / authors has exhibited a steady negligible share, and while guests from the religious domain exhibit an increase in

share between February and April, their representation still remains relatively low. Share for military has remained constant between February and April.



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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 April 2017. 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 **104** 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 December, February and April 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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