TV TALK SHOW
ANALYSIS

GALLUP & GILANI PAKISTAN

TALK SHOWS ANALYSIS REPORT

September 2018

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

Released On:
23rd November 2018

TELEVISION
Talk Shows During September 2018

In the 8 talk shows analyzed during the month of September 2018, PML-N had the highest representation (36%), closely followed by PTI (35%), and PPP (24%). The topic most discussed was 'Politics' (59%), followed by 'Social' (14%), and 'International Matters' (13%). Majority of the guests were politicians (68%) and females made only 15% of the total guests. GALLUP & GILANI PAKISTAN.

Islamabad, November 23, 2018

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk ; www.gilanifoundation.com), PML-N had the highest representation (36%), closely followed by PTI (35%), and PPP (24%). The topic most discussed was 'Politics' (59%), followed by 'Social' (14%), and 'International Matters' (13%). Majority of the guests were politicians (68%) and females made only 15% of the total guests during the month of September 2018.

Gallup & Gilani Pakistan's researchers undertook content analysis of **8** popular current events talk shows (Off the Record; The Hamid Mir Show; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha), consisting of a total of **96** episodes aired on different cable television networks during September 2018. The topics discussed in these shows were categorized into **6** broad categories: 'Social', 'Politics', 'Electoral Politics', Economy', 'Media', and 'International'.

Average Number of Guests per Episode: 3 Guests per Episode

On average, **3** guests appeared per episode for each show in September 2018. While some guests were frequently invited on different talk shows, overall there were **169** unique guests out of a total of **326** guests in **96** episodes analysed for September 2018.

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

A majority of the guests invited to these talk shows in September were politicians (68%). Educationists, experts and analysts came in next (11%), followed by current or former government servants (7%), and media persons (6%). 4% of the guests were lawyers or judges. The rest of the guests (4%) belonged to variety of different occupations.
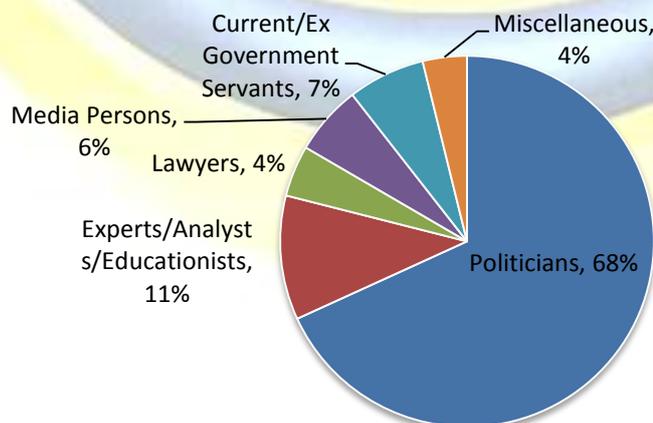
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk ; www.gilanifoundation.com)

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**Political Party Representation: PML-N tops, followed closely by PTI**

Comparison of participation of political parties in talk shows reveals that PML-N, PTI and PPP are the three parties with the highest representation on talk shows during September. PML-N had the highest representation at 36%, PTI's share was 35% and PPP ranked third with 24% representation.
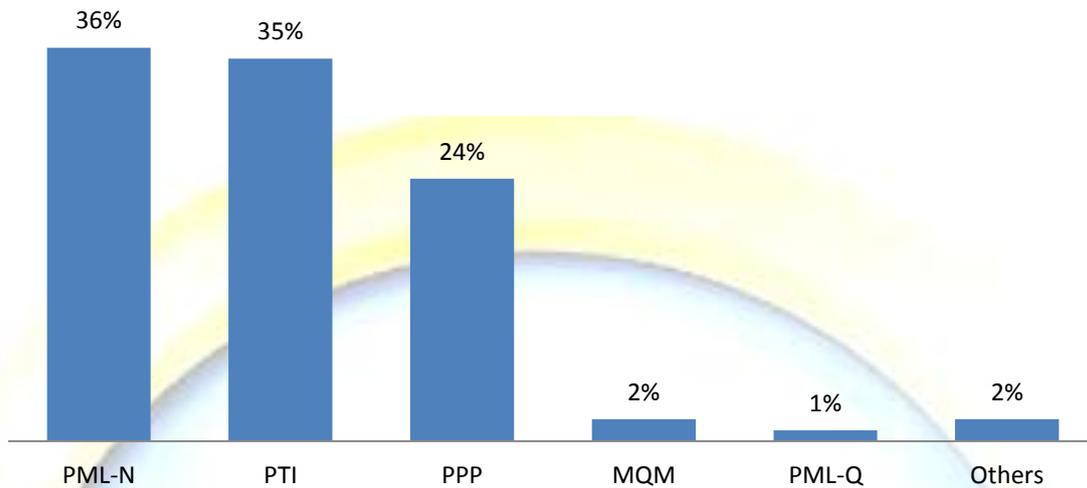
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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Most Discussed Topic in Talk Shows: Politics

Politics was the most discussed topic on talk shows in September (59%), followed by discussions on Social topics (14%) and International Matters (13%). Economy was under discussion 9% of the time, and Electoral Politics was the subject of discussion 4% of the time. Media comprised only 1% of the discussion.
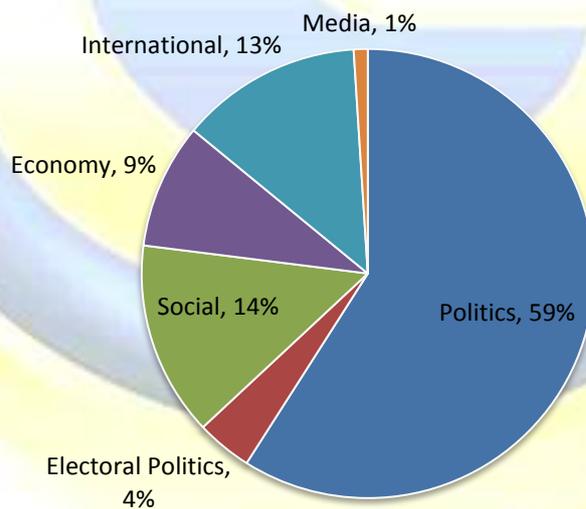
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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Most Discussed Topics Within Politics: Current political events and debates came under the most discussion. Among these, performance of the new government came under much scrutiny.

In September 2018, discussions under politics mostly encompassed discussions about the current political events (59%) followed by debates on political performance of the new government (15%). Next, performance of National Institutions specially that of judiciary and NAB was a much discussed topic (9%).General discussion on governance also took up 9% of the discussion time.
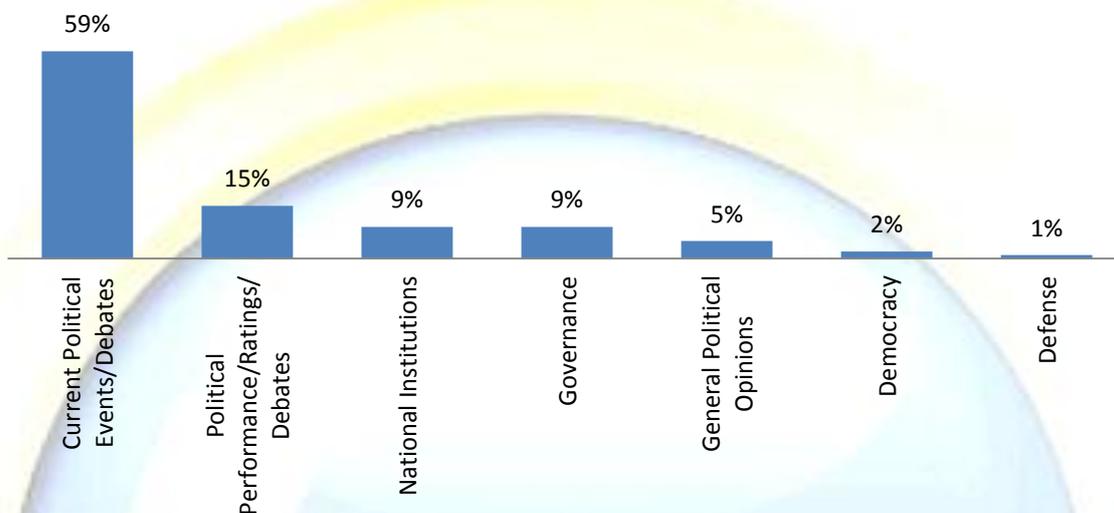
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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Most Discussed Topics Within Social Issues: Law and Justice. This included the rise in crimes committed due to religious extremism and the moral degradation of the society. Private schools and their 'money making' was also a much discussed issue.

In September 2018, discussions under social issues were mostly related to law and justice and the crime prevalent in the society (35%). Social behavior and miscellaneous social issues were both the second most discussed topics (14%). This was followed by discussions on health care, religious issues and educational institutions (8% each). Discourse on women empowerment along with festival and events each took 5% of the time. The rest of the topics discussed under this category were related to sports (3%).
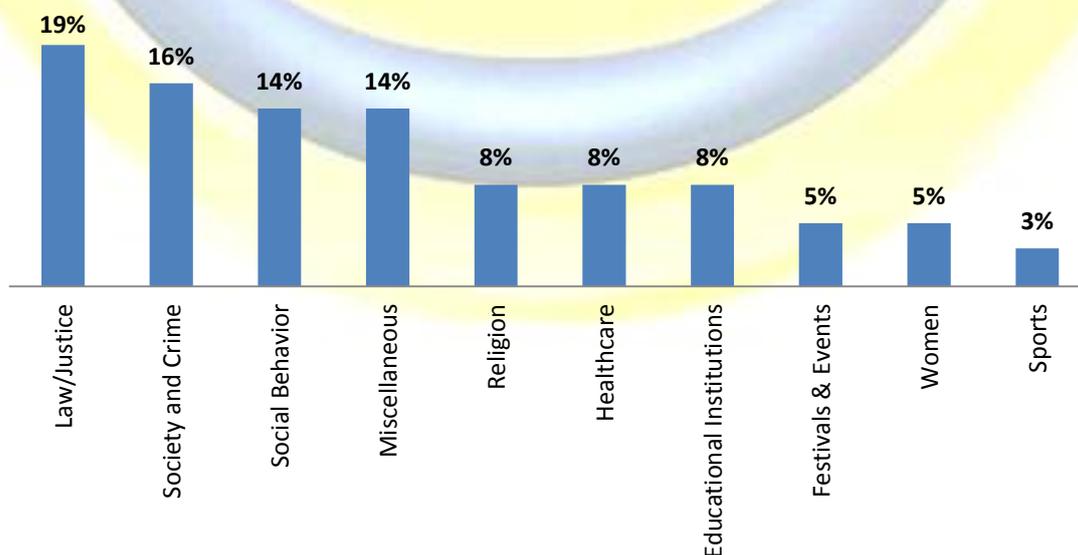
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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Most Discussed Topics Within International Matters: Pakistan's Foreign Policy and its relations with India and USA with the advent of the new government.

The topic most discussed in the International Matters category was Pakistan's foreign policy (32%). In the international matters country-wise relations with India were most discussed (12%) followed by matters related to USA and Afghanistan (9% each). Terrorism (local or international) was also a recurrent topic under discussion.
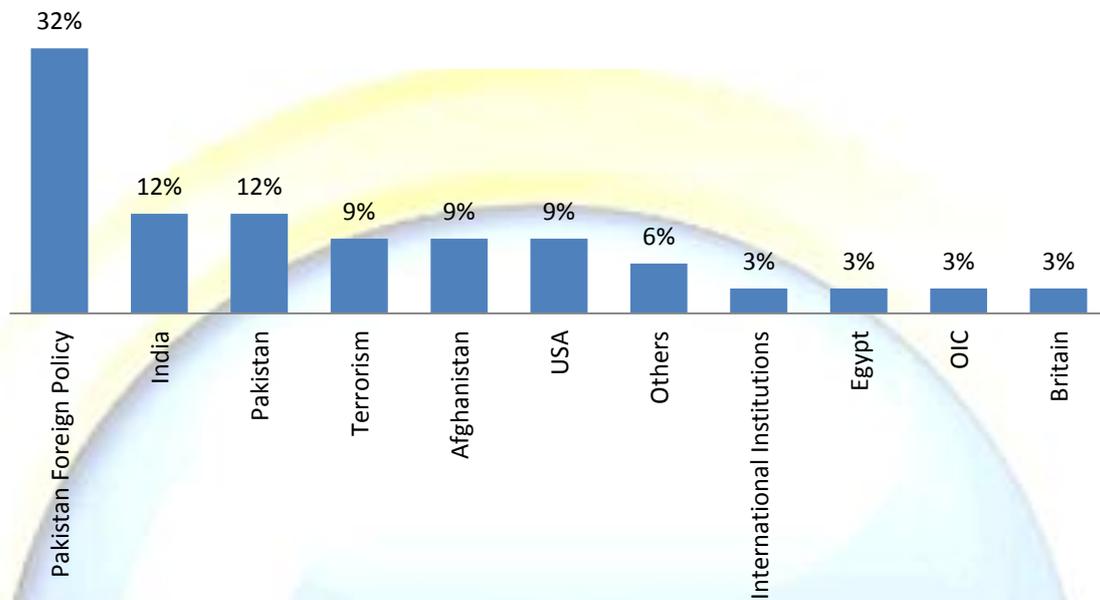
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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Most Discussed Topics Within Economy: Speculation on the current economic state of the country, fund raising for Diamer Bhasha and Mohmand Dams and the increased taxes.

For the month of September, discussions in the Economy category mostly revolved around the general economic state of the country (48%). This was followed by discourse on Energy which mostly comprised talks on the collection of funds for the construction of Diamer Bhasha and Mohmand Dams (24%). Inflation also got a sizeable proportion all the discussions (16%). The rest of the discussion in this category was related to government policies and investment (12%).
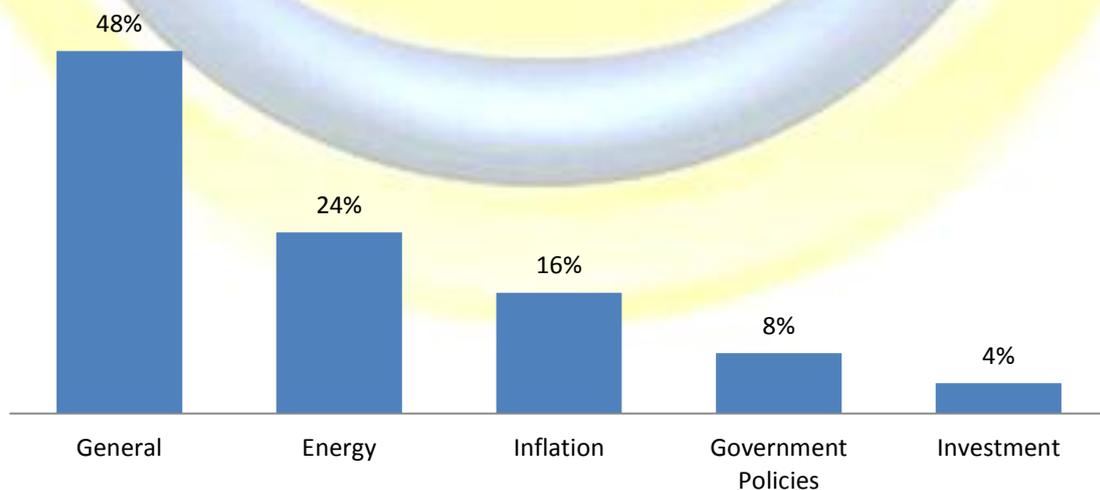
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Most Discussed Topics Within Politics Electoral: Outcome and the way forward from the General Elections 2018.

In the category Politics Electoral, the most talked topic was the outcome and happenings of General Elections 2018 (67%). This was followed by general discussion on the topic (25%) and By-elections were discussed 8% of the times.
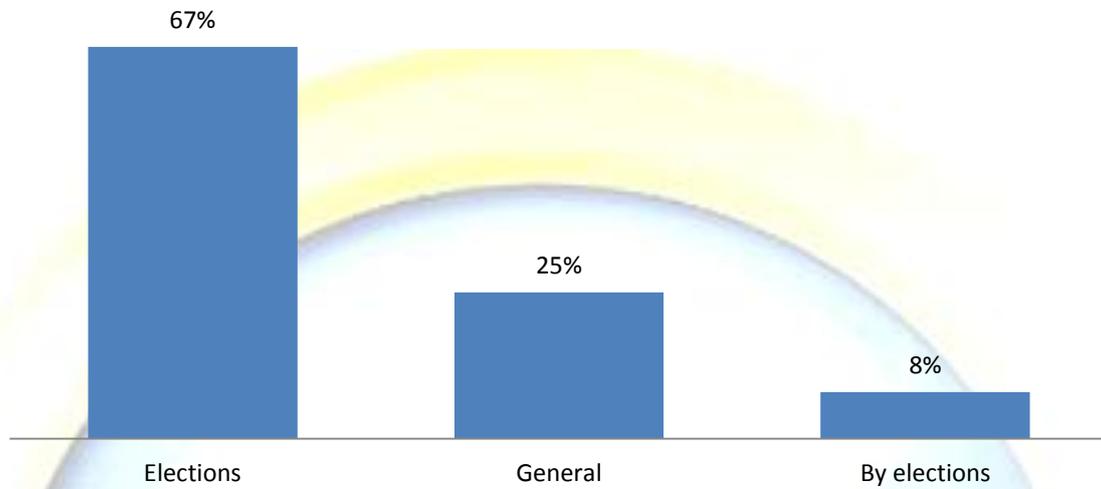
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Methodology

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 September 2018. This data was obtained after reviewing around **65** hours of video, 8 talk shows (Off the Record; The Hamid Mir Show; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) and **96** 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.

Content analysis is the "investigation of communication messages by categorizing message content into classifications in order to measure certain variables.''

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 and Gilani Pakistan.

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