GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

January 2019

A bi-quarterly series from Gallup & Gilani Pakistan Media Research Wing looking at around 3000 Newspaper colums and editorials

19th March 2019

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NEWSPAPERS
Content Analysis of Newspapers during January 2019

In the 12 English and Urdu newspapers analyzed during January 2019, covering around 3000 opinion articles, 'Political', 'Social' and 'International Country-Wise' issues were the main topics under discussion while issues related to the Economy and Media were largely overlooked in the articles/columns. GALLUP & GILANI PAKISTAN

Islamabad, March 19, 2019

1. Introduction

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Division, 'Social', 'Security' and 'Politics' issues were the main topics under discussion; Health, Media, Religion and Sports receive negligible coverage in opinion articles/ columns published in 12 newspapers of Pakistan. The duration of the analysis is January 2019.

Content analysis of **12** national newspapers consisting of a total of **2911** opinion articles/columns written by various columnists was conducted for January 2019. This is part of Gallup & Gilani Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national issues. A similar analysis is already being conducted for the top 8 talk shows in the country on a monthly basis. The latest findings can be accessed at http://gallup.com.pk/polls/gallup-pakistan-media-research/tv-talk-shows-analysis/.
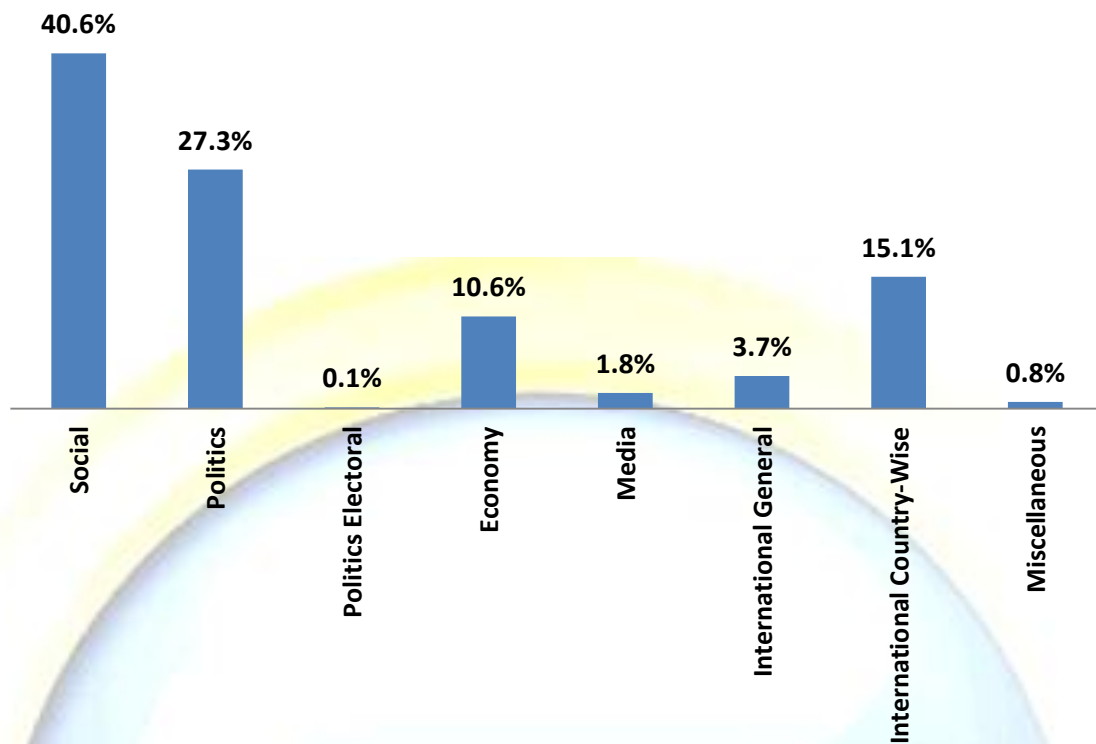
2. Which newspapers are analyzed?

Out of the 12 newspapers, **5** were **Urdu** newspapers, namely Daily Pakistan, Nawa-i-waqt, Daily Express, Daily Jang and Daily Khabrain and **7** were **English** newspapers, namely Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation and The News.

3. Main Topics under discussion: Social, Politics and International Country-Wise take priority while Media, Economy etc. receive negligible attention.

The topics discussed in these opinion articles/columns were categorized into **10** broad themes: 'Social', 'Political', 'Electoral Politics', 'Economy', 'Commercial', 'Media', 'Demographics', 'International (General)', 'International (Country-wise) and Miscellaneous. Although 9 categories were outlined, only 8 of them (excluding 'Commercial' and 'Demographics') were given space in the papers.

41% of the articles were devoted to Politics in Pakistan, followed by social issues which rated at **27%**. After these two topics, international issues take over newspaper space: while **15%** of the news focused on specific countries, **4%** of the articles were about international relations in general. Economic issues were not far behind, taking up **11%** of all the articles. Media took up about **2%** of all space, followed by miscellaneous issues comprising of **0.8%**. Despite politics taking up a large share of newspaper space, electoral politics specifically took only **0.1%** of space in newspaper articles.

40.6%

27.3%

15.1%

10.6%

3.7%

1.8%

0.1%

0.8%

Social

Politics

Politics Electoral

Economy

Media

International General

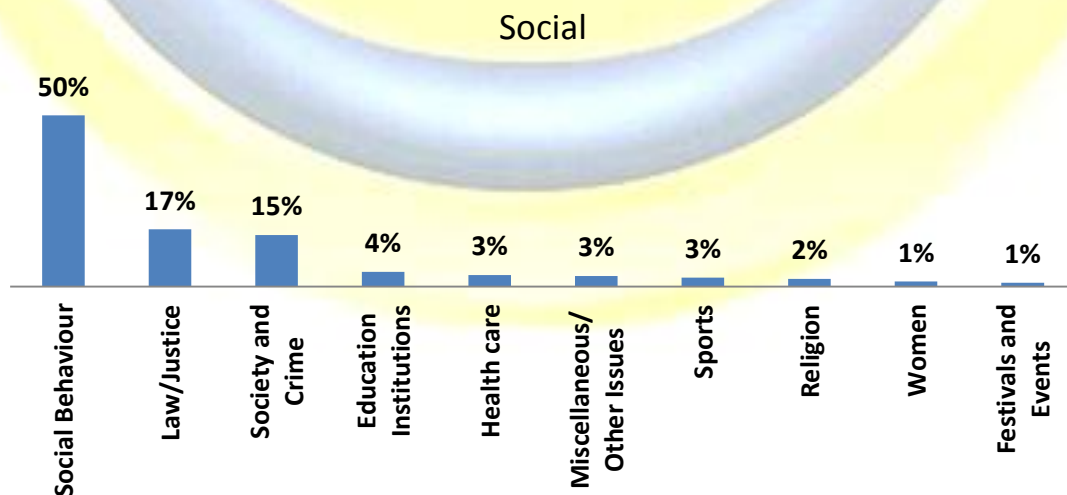International Country-Wise

Miscellaneous

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

4. Sub-topics Within Wider Topics: Social Behavior, Political Opinions and International Issues
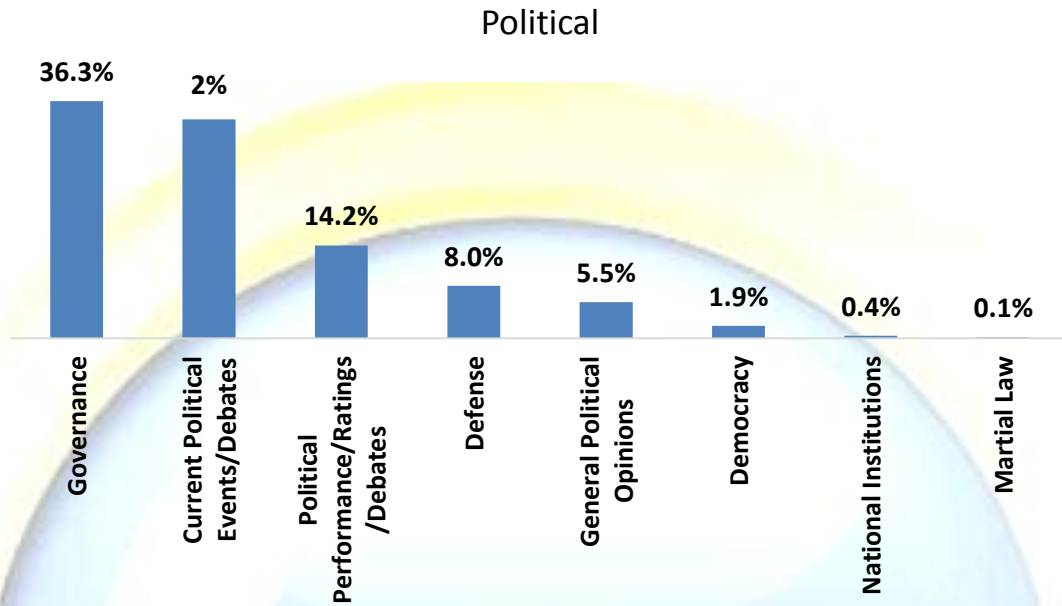
Sub-categories helped further organize broader themes by assessing the proportion.

The most recurring sub-themes in 'Social' (which occupied subject matter of around **27%** opinion pieces) were: Social Behavior (**50%**), Law/ Justice (**17%**), Society and Crime (**15%**) and Educational Institutions (**4%**). The remaining percent were taken up by sports, health care, miscellaneous issues, religion, festivals & events and women.

Social

50%

17%

15%

4%

3%

3%

3%

2%

1%

1%

Social Behaviour

Law/Justice

Society and Crime

Education Institutions

Health care

Miscellaneous/ Other Issues

Sports

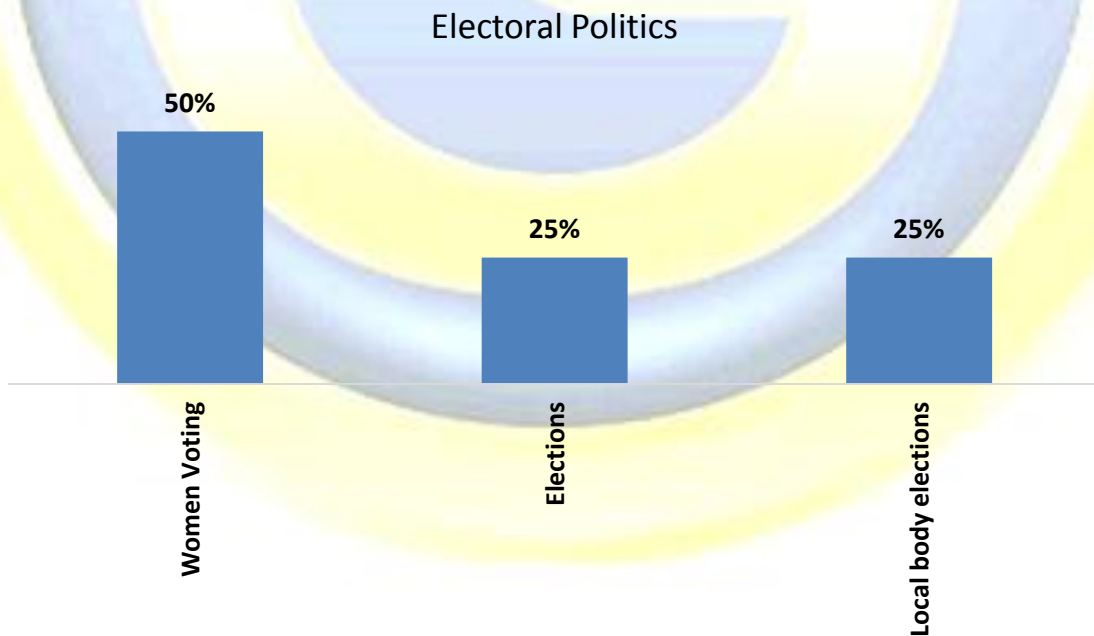Religion

Women

Festivals and Events

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

In 'Politics' (which was a concern for **27%** of articles): Governance (**36%**), Current Political Events/Debates (**34%**) while Political Performance (**14%**),remaining articles were divided into Defense, General Political Opinions, Democracy, National Institutions and Martial Law.

Political

Category	Percentage
Governance	36.3%
Current Political Events/Debates	2%
Political Performance/Ratings/Debates	14.2%
Defense	8.0%
General Political Opinions	5.5%
Democracy	1.9%
National Institutions	0.4%
Martial Law	0.1%

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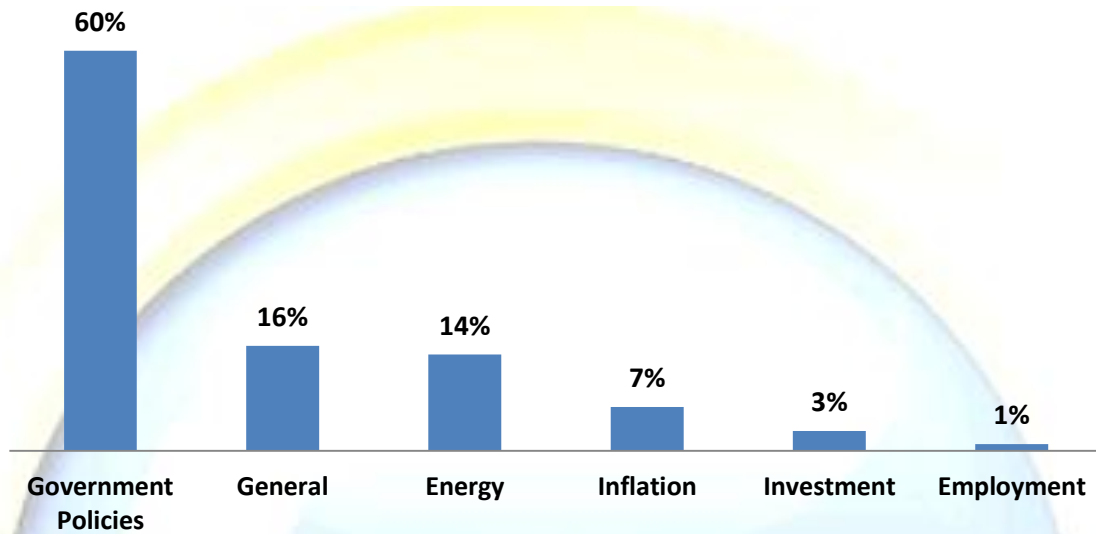(www.gallup.com.pk, www.gilanifoundation.com)

In Electoral Politics: Women Voting (**50%**), Elections and Local body Elections both at 25% each.

Electoral Politics

Category	Percentage
Women Voting	50%
Elections	25%
Local body elections	25%

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

In Economy (which was the subject matter for about **11%** of op-ed pieces): Government Policies (**60%**), General (**16%**) and Energy (**14%**) along with Inflation, Investment and Employment.
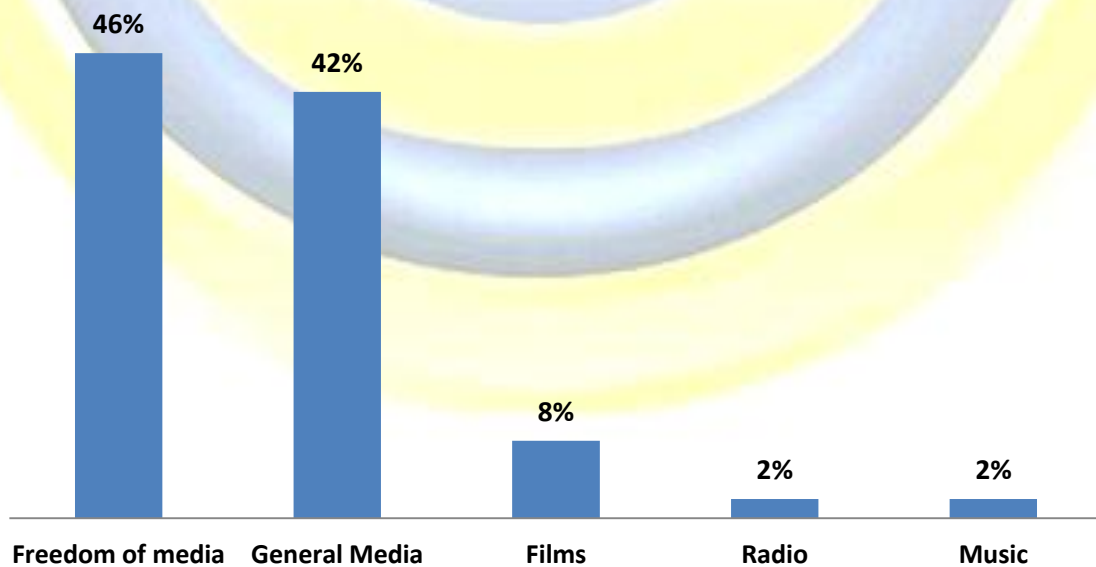
Economy

In Media: Freedom of Media (**46%**), General Media (**42%**), Films (**8%**) along with Radio and Music.

Media

In International (General): Pakistan's Foreign Policy (**44%**), Terrorism (**31%**) and International Organizations (**25%**).
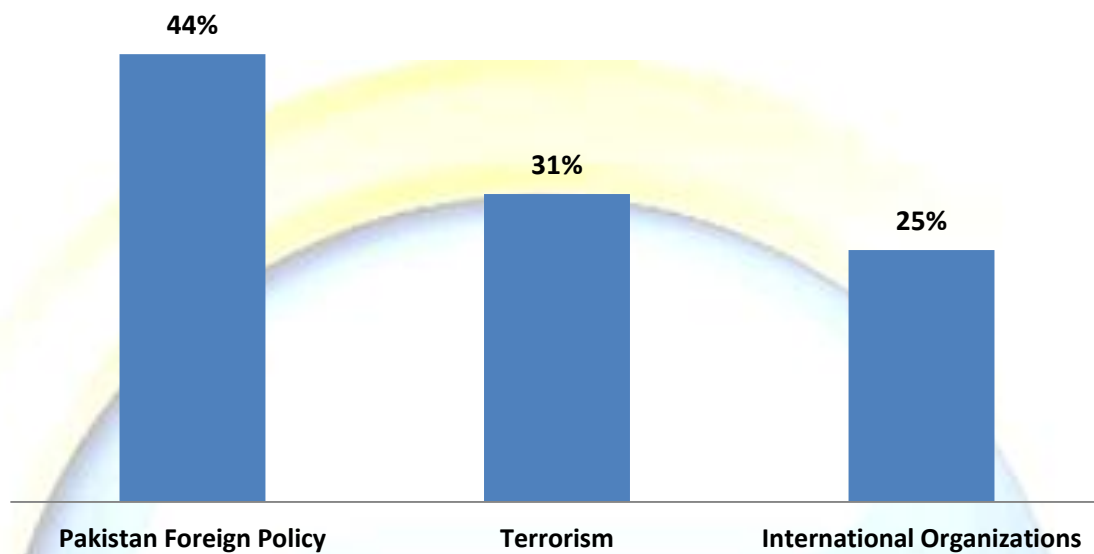
International (General)

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

The countries which received the most attention in International (Country-wise) were: India (**29%**), Afghanistan **(24%),** USA and other countries at **20%** each.
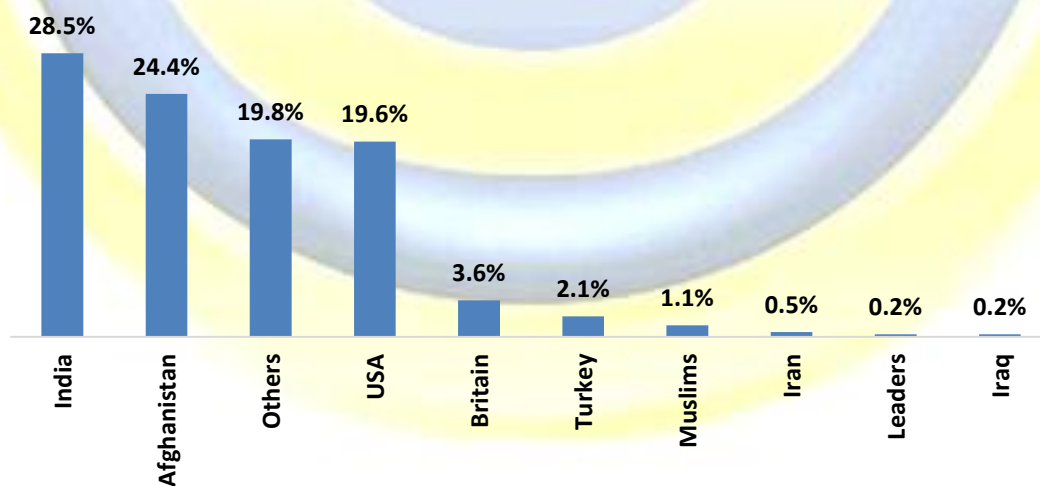
International (Country-wise)

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

In the **Miscellaneous** category (which was a concern for about **0.8%** of the articles), all the articles raised issues regarding environment and climate change.

5. Urdu versus English Newspapers: Social issues almost equally dominant in English and Urdu Newspapers, English Newspapers discuss Politics less; Economy, Foreign Affairs more than Urdu Newspapers.

Out of a total of **1469** articles/columns that were written in Urdu newspapers in the month of January, the majority were on topics falling under the banner of 'Social' at **46%.** The second topic which occupied public imagination was Political Issues at **29%**. Following that, International news was featured relatively less at **12%** for different countries and **2%** overall. Economy had a share of **9%.** Media received little attention; only **2%.** Miscellaneous articles which consist of issues related to climate change and environment took up **0.34%** of the space. Electoral politics received little to no importance.

Out of a total of **1442** articles/ columns written in English in January, **35%** focused on Social Issues. Like in the Urdu newspapers, English newspapers devoted the second most attention to political issues, as **25%** of the articles/columns belonged to this category. Next, **19%** of space was used by Country-Wise International Issues and **6%** on general discussions about International Relations. Articles regarding the economy got **12%** coverage whereas discussions around media took up **2%** of newspaper space. Articles on miscellaneous articles received 1.18% of the space and like Urdu newspapers Electoral Politics received took up little to no space at all.
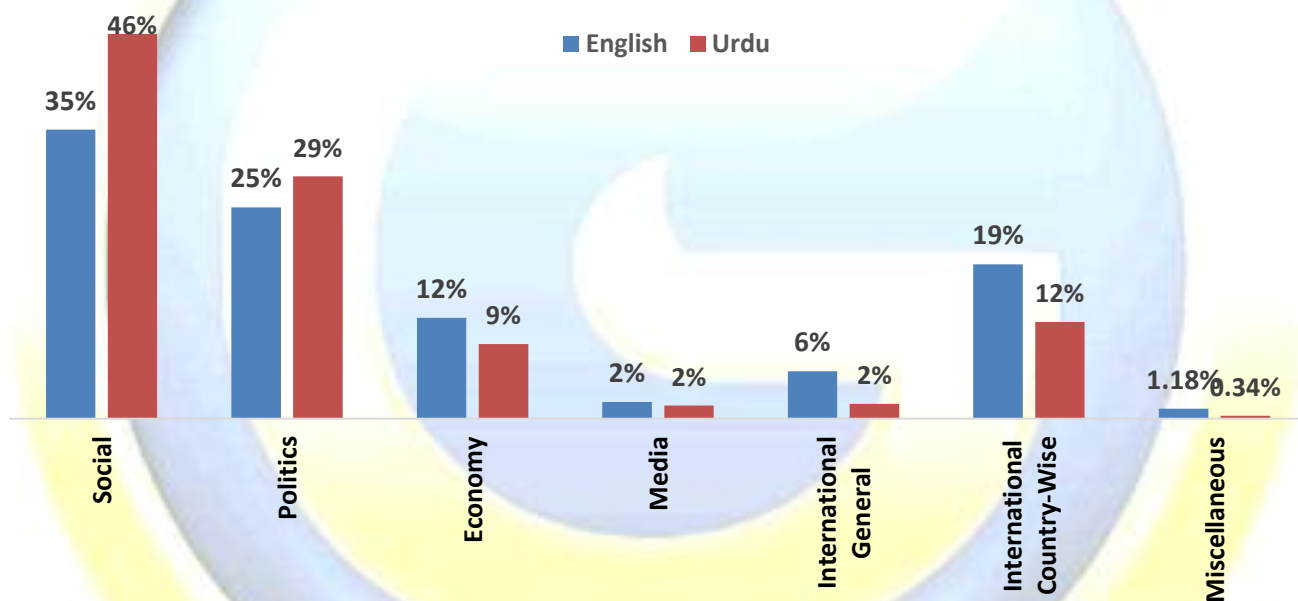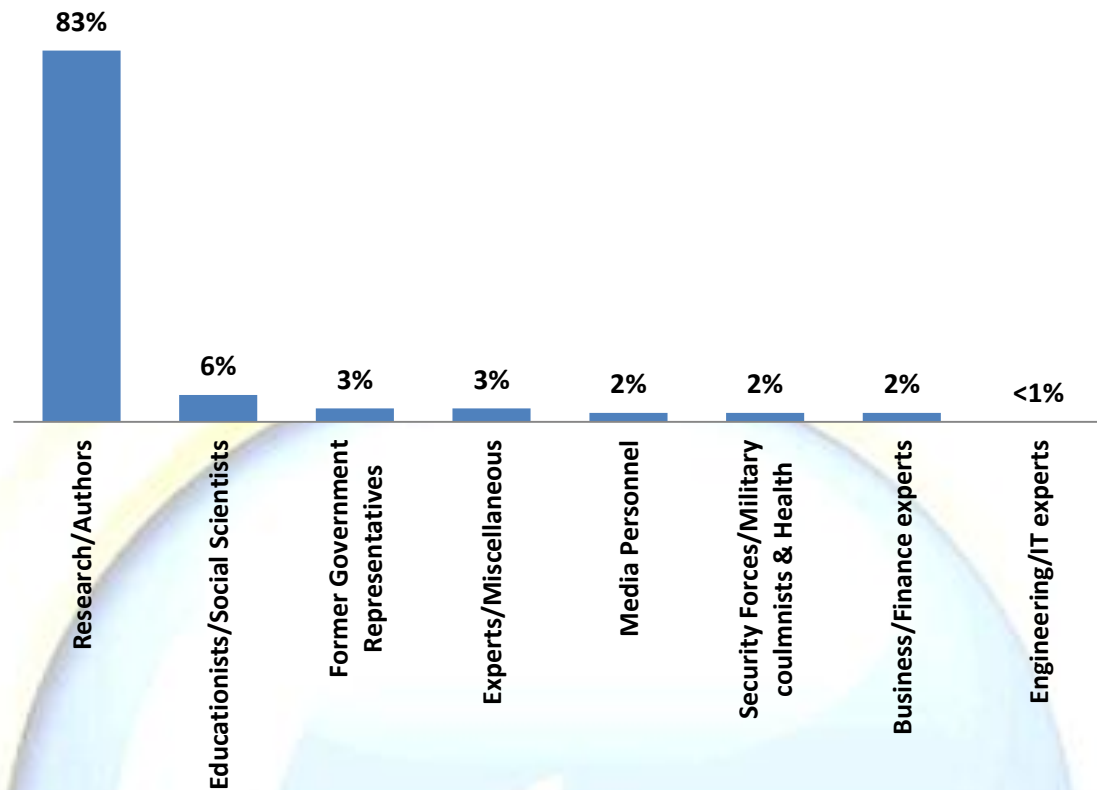

Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

6. Background of Columnists: Professional Columnists Take Lead in Papers in January 2019

An analysis of the columnists' background and profession was conducted for **2866 articles in January 2019** to determine a relationship between the types of topics discussed and the occupation of the columnists writing them. The writers' professions span over a wide range of theoretical and practitioner professions. However, due to the unviability of relevant information, it is difficult to find a comprehensive list of occupations in the remaining English and Urdu newspapers. Professional columnists, editors, freelance journalists, researchers and authors dominate the news, writing **83%** of all articles. They are followed by Educationists/Social Scientists at **6%** and Former Government Representatives and Miscellaneous Experts at **3%** each. Media Personnel, former security forces/Military columnists and health experts and experts from business and finance sector each wrote only **2%** of the articles. Experts in Engineering/IT and business/finance had negligible representation in January 2019.

83%	6%	3%	3%	2%	2%	2%	<1%
Research/Authors	Educationists/Social Scientists	Former Government Representatives	Experts/Miscellaneous	Media Personnel	Security Forces/Military coulmnists & Health	Business/Finance experts	Engineering/IT experts

7. Rationale behind Content Analysis of Media

The aim of this new series of content analysis of mainstream media (newspapers as well as talk shows) is to understand how public disclosure and agenda-setting happens. Among other issues, once significant monthly data collection happens, we hope to establish a monthly 'trend' analysis and see how sensitive Urdu and English newspaper opinion articles/ columns are to changing current issues. It is also hoped that this analysis sheds some light on understanding who sets the agenda and who follows, i.e. whether TV talk shows set the themes for newspaper opinion articles/ columns or vice versa.

Another theme that we hope to explore is to understand who are the opinion leaders/ shapers when it comes to the media. Is there a significant difference in the background of English and Urdu opinion article/ column writers? How does the profile of TV talk show guests vary from newspaper opinion article/ column writers? The overall theme of the research is to empirically understand the Pakistani Media which has undeniably witnessed exponential growth in its numbers, its audience and also improved its legitimacy (and therefore its soft power) in the public sphere.

We hope that these two studies (newspaper as well as talk shows) and their analysis would help shape a healthy and constructive debate among media practitioners on how the media industry can improve its quality and outreach in the future.

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 January 2019. This data was obtained after reviewing 2911 articles, spread over 12 newspapers (mentioned in the third paragraph of this press release).

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*
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