



# CONTENT ANALYSIS OF TELEVISION TALK SHOWS

Prepared by



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### INTRODUCTION:

Most of the media research focuses on the viewer ship of the Television Programs in terms of number of Viewers and their Socio-demographic Profile. Survey Researchers do not give analysis of the **Content of the Programs** frequently watched by the Audience.

Here we are providing an innovation in Media research by statistically analyzing the content of TV talk Shows which are amongst the highly watched Programs in Pakistan.

The analysis is done to explore the hypothesis: 'Do all stakeholders especially representatives of all political parties get equal or due chance to express their views in the talk shows?' We have entered in pre-election phase. It is the most important time in conveying political parties' message through press and media especially TV talk shows. Having seen some of the recent programs we have felt there is an urgent need for party spokes person/ representatives who are extremely professional in public speaking and can clearly highlight party agenda to general public.

We have made a list of all the programs that belong to the Genre under study i.e. Current affairs/Talk Shows shown on 6 Television Channels. From this list we have selected 11 Programs. Below is the Statistical Analysis based on monitoring of these **11 TV TALK SHOWS** shown on **6 TV Channels**. We monitored these Programs for duration of 10 Weeks from December 1<sup>st</sup>, 2012 to January 31<sup>st</sup>, 2013. A total of **294 Episodes** were monitored in this period.

**The list of programs and their relative share in our analysis is given below:**

		NUMBER (N)	%
Program	Aaj kamran khan kay sath	41	14%
	Islamabad Tonight	40	14%
	Capital Talk	38	13%
	Tonight with Jasmeen	37	13%
	Off The Record	33	11%
	Live With Tallat	28	10%
	Aapas ki baat	27	9%
	Sawal Yeh Hai	25	9%
	To the point	15	5%
	Meray Mutabiq	6	2%
	News Eye	4	1%
Total		294	100%

This is obviously a result of what was chosen to be monitored by the Research Team.



## How the Analysis is done?

This analysis of the monitored Programs is in terms of four broad components i.e. ***who (host and participants) said what (topics) in how much time and how (characteristics of host)?*** Each of these components is explained below:

**WHO?** This lists and analyzes the participants of each program. We have categorized the participants into different profiles e/g. Politicians, Analysts, Journalists, Subject Experts, Civil Society-NGOs representatives, Serving and Retired Civil-Military Officers etc.

**WHAT?** This tells us the topic of discussion in each program. Again, the topics have been categorized into main topics and subtopics e.g. Domestic and International Politics, Society, Business etc. The Subtopics list the specific issue under discussion e.g. Floods, Budget, Terrorism and other specific socio-political debates.

**HOW MUCH TIME?** This tells us about the time each participant and host got to express their opinions in the program.

**HOW THE HOST CONDUCTED THE PROGRAM?** This tells us about how the host conducted the program, was he/she impartial, did he/she conducted the discussion in a pleasant manner etc.



### EXECUTIVE SUMMARY:

A total of 294 Episodes of 11 TV Talk Shows on 6 Television Channels were monitored for approximately 10 Weeks from December 1st, 2012 to January 31<sup>st</sup>, 2013.

Our Quantitative Analysis to explore the hypothesis, “Do all stakeholders especially representatives of all political parties get equal or due chance to express their views in the talk shows?” using the framework *who (host and participants) said what (topics) in how much time and how (characteristics of host)?* shows following salient features:

#### WHO?

A total of **992 Guests** participated in the programs. **The majority (59%)** were **politicians** followed by **Media Persons** (17%) and **Professionals** (13%). Among the politicians share among the major political parties was PPP (24%), PML-N (22%) and PTI (15%).

Among the Hosts, in our monitored programs over the specified period, Nadeem Malik had the largest share (14%) followed by Hamid Mir, Kamran Khan and Jesmeen Manzoor (13% each) and Talat Hussain and Kashif Abbasi (10% each). Please note that, this depends on the number of time the program of each of these hosts is shown in a Week.

#### WHAT?

Among the topics discussed on Talk shows, **politics** dominates (80%) followed by **social issues** (52%). Other subjects such as economy (6%), international affairs (4%) got low share. Within politics, the major share is of discussion on democracy (61%) followed by political performance/ ratings (50%). Governance issues have 21% share among political discussions.

Among social issues, the most common discussion was on Society and Crime covering 61% of the total.

#### HOW MUCH TIME?

The total air time of the 294 talk shows was 11,320 minutes with share of guests as 7,692 minutes (68%) and host as 3,628 minutes (32%). The average talk time of the shows was 38 minutes with average guest and host time as 26 minutes and 12 minutes respectively. Politicians shared 63% of the total air time among all guests followed by media persons having 16% share among the guests’ time. PPP got the highest air time as their representatives had 25% of the total air time of guests. PTI with 16% of the air time closely followed PML-N which grabbed 20% of the talk time among all guests.

#### HOW THE HOST CONDUCTED THE PROGRAM?

Overall the hosts and programs seemed unbiased except shows of Jasmeen who had some biased discussion towards some specific political parties. Overall 73% of the shows were peaceful whereas 68% shows of Jasmeen Manzoor and 55% of Kashif Abbasi had disordered



discussions. Please note that these findings could be subjective on the perception of the researcher.



**SECTION 1:**  
**WHO?**

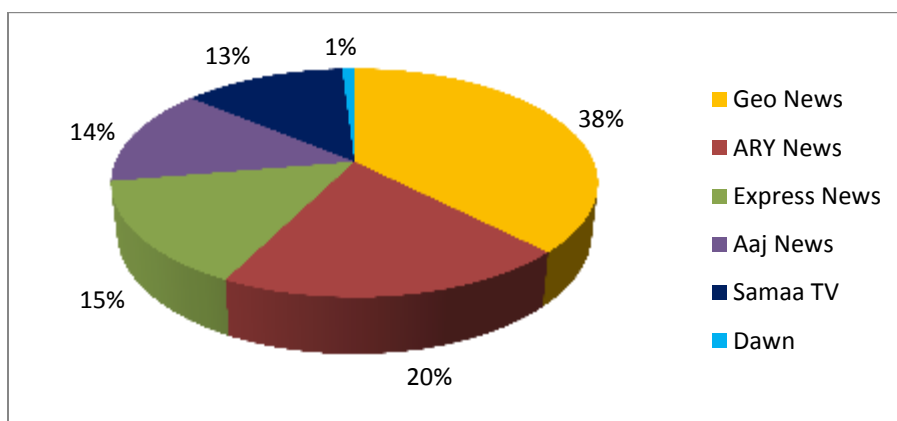


## WHO CONDUCTED THE PROGRAMS?

Table 1: Share of hosts in the monitored programs <sup>1</sup>

Name of Host	TV channel on which program aired	Share %
Nadeem Malik	Aaj News	14%
Hamid Mir	Geo News	13%
Kamran Khan <sup>2</sup>	Geo News	13%
Jasmeen Manzoor	Samaa TV	13%
Kashif Abbasi	ARY News	10%
Talat Hussain	Express News	10%
Munib Farooq	Geo News	8%
Dr. Danish	ARY News	7%
Shahzeb Khanzada	Express News	5%
Servat William	Geo News	2%
Meher Abbasi	Dawn News	1%
Adil Abbasi	ARY News	1%
Najam Sethi	Geo News	1%
Qurat ul Ain Hassan	ARY News	1%
Masood Raza	Geo News	1%

Figure 1: Share of channels in monitored TV talk shows



<sup>1</sup> This depends on the number of time the Program of each of these hosts is shown in a Week.

<sup>2</sup> The format of Kamran Khan show is of one man show which is different from others



Nadeem Malik of Aaj News got the highest share (14%) in hosting the talk shows during December-January 2012-13. Kamran Khan, Hamid Mir and Jasmeen Manzoor were also among the top 5 hosts in terms of total number of programs monitored.

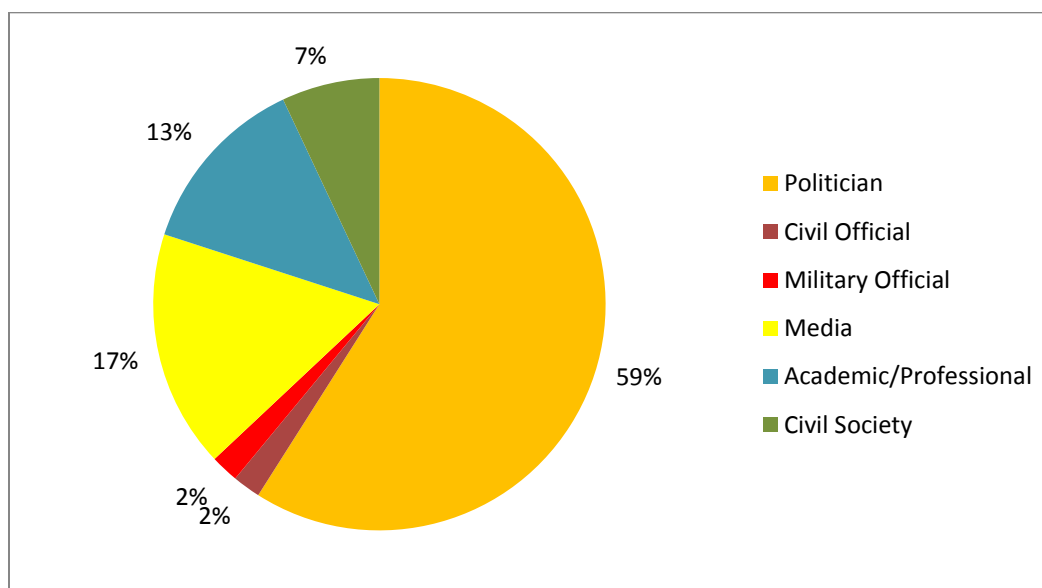
### WHO PARTICIPATED IN THE PROGRAMS?

#### TYPES OF GUEST SPEAKERS IN THE PROGRAMS

A total of **992 Guests** appeared in these Programs during the Study Period.

The Distribution of type of Guest Speaker is as follows: *(More than one Guest might participate in one Program)*

**Figure 2: Type of guest speakers who participated in TV talk shows (N=992)**



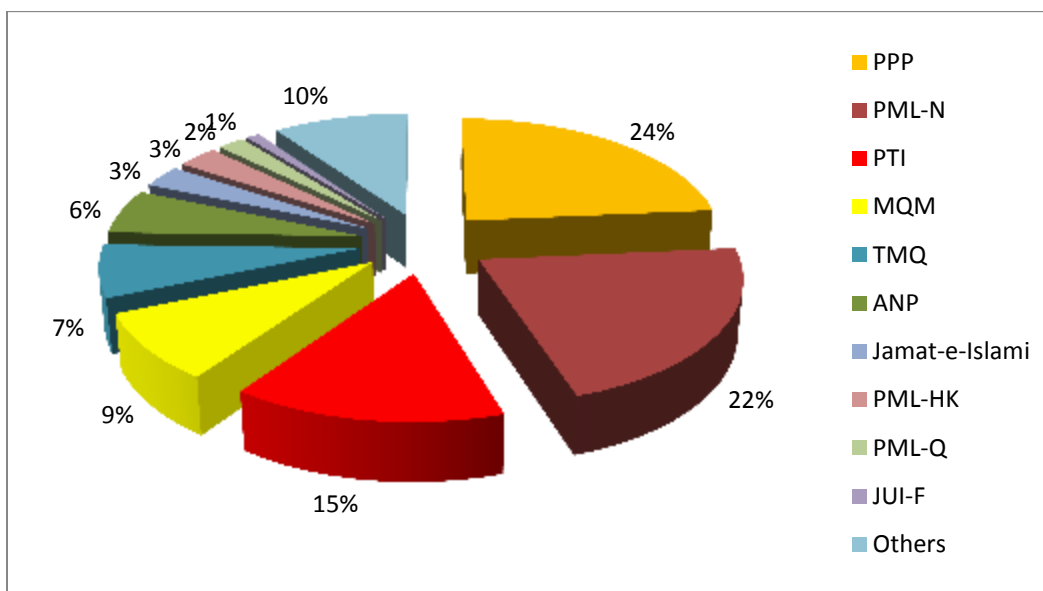
A total of 992 Guests participated in the programs. The majority (59%) were politicians followed by Media Persons (17%) and Professionals (13%). Military & Civil Officials and civil society representatives got the lowest shares as 4% and 7% respectively.

**A complete List of Guests and the number of times they appeared on these Programs during the Study Period can be provided on request.**



Among the Politicians (n=584), the break up by Party<sup>3</sup> is as follows:

Figure 3: Type of guest speakers segmented among politicians



Pakistan People’s Party- Parliamentary group (24%) got the highest share among guest speaker categories followed by PML –N (22%) and PTI (15%). MQM had 9% of shares followed by TMQ (7%). ANP was the 6<sup>th</sup> most invited party with 6% share among the politicians.

**Note:** Similarly further details on the Categories of other Guest Speakers mentioned before can be provided.

<sup>3</sup> PPPP: Pakistan Peoples Party Parliamentarians  
PML-N: Pakistan Muslim League (Nawaz)  
MQM: Mutaheda Qoumi Movement  
PTI: Pakistan Tehreek-e-Insaf  
PML-Q: Pakistan Muslim League (Quaid-e-Azam)  
ANP: Awami National Party  
TMQ: Tehreek Minhaj ul Quran  
PML-HK: Pakistan Muslim League (Hum Kheyal)  
JUI-F: Jamiat Ulma Islam (Fazal ur Rehman)



**SECTION 2:**

**WHAT?**

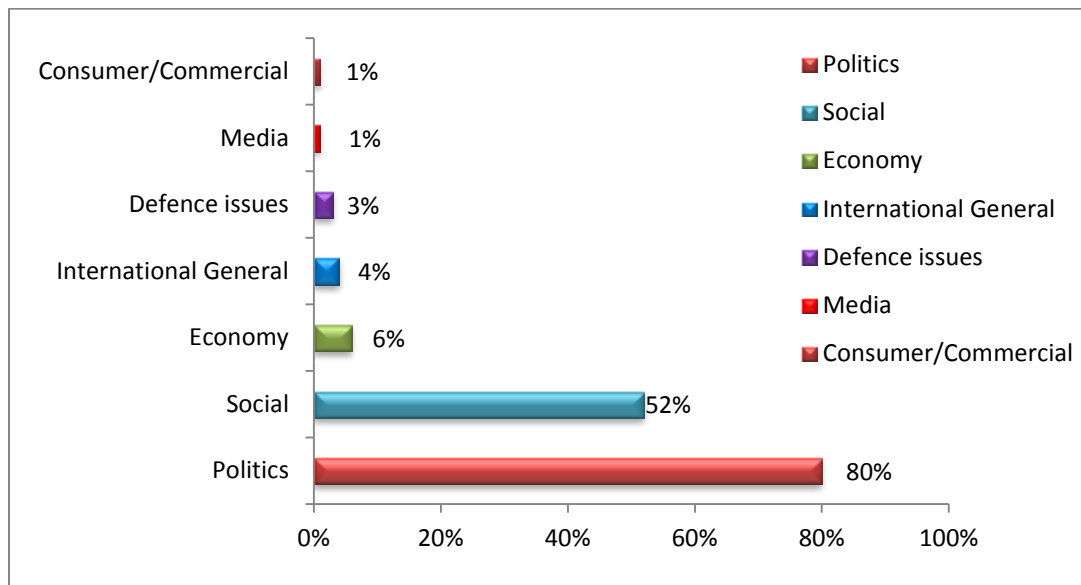


## WHAT TOPIC WAS DISCUSSED?

DISTRIBUTION OF TOPICS DISCUSSED IN THESE PROGRAMS DURING STUDY PERIOD

Broadly speaking, a total of **240 different topics** were discussed. The topics discussed in these programs can be broadly classified as follows

Figure 4: Type of topics discussed in TV talk shows



\* : Multiple response question therefore sum of percentages may exceed 100

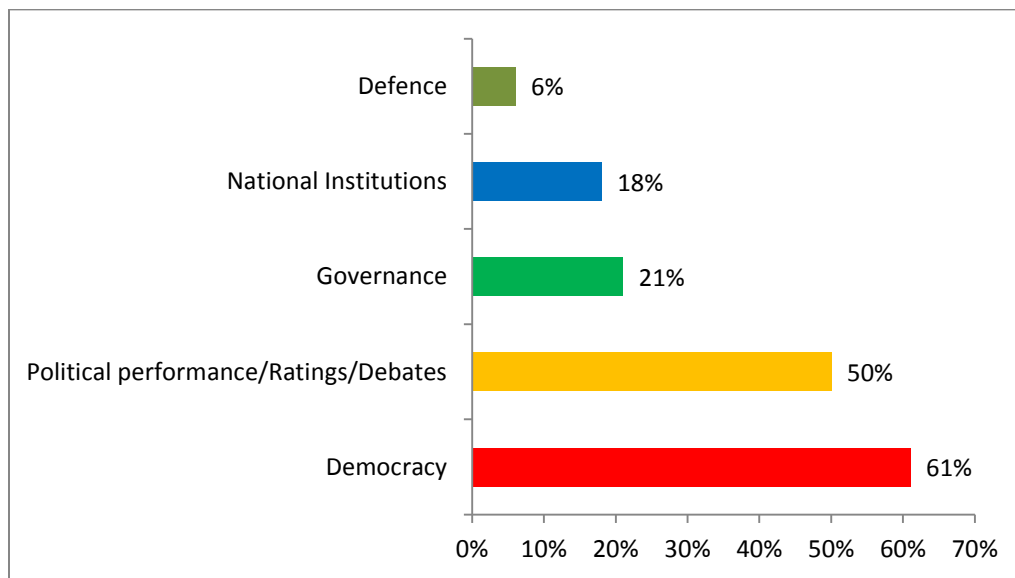
Among the topics discussed on Talk shows, **Politics** dominates (80%) followed by **Social Issues** (52%). Consumer/commercial and media got the lowest shares.



Within each Topic Category, there are many sub-topics that were discussed. Their relative distribution is as follows:

**Sub topics for Politics are given below: (N=234)**

**Figure 5: Type of topics discussed segmented under Politics**



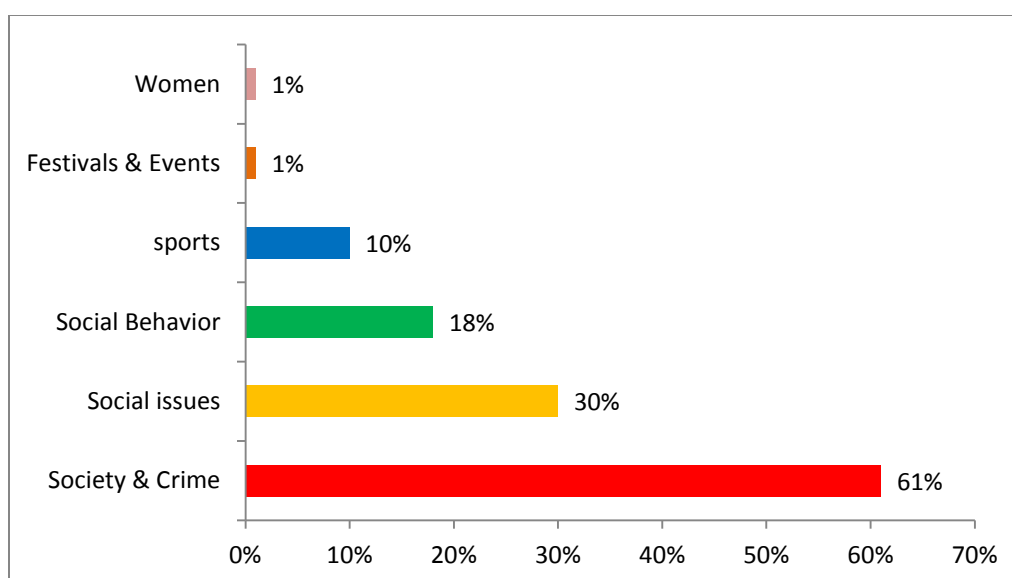
\* : Multiple response question therefore sum of percentages may exceed 100

**Politics:** Among the sub topics under the category of Politics discussed on Talk shows, Democracy (61%) dominates significantly due to the Long March fame followed by Political Performance/Ratings (50%) and Governance (21%).



Similarly among 154 topics that were related to Society and Social issues, the distribution of sub topics is as follows:

**Figure 6: Type of topics discussed segmented under Social issues**



\* : Multiple response question therefore sum of percentages may exceed 100

**Social Issues:** 61% share of social issues is mostly attributed towards Society and Crime. Reason behind this is the extensive target killings and bomb blasts in the months of December 2012 to January 2013.



**SECTION 3:**  
**HOW MUCH TIME?**

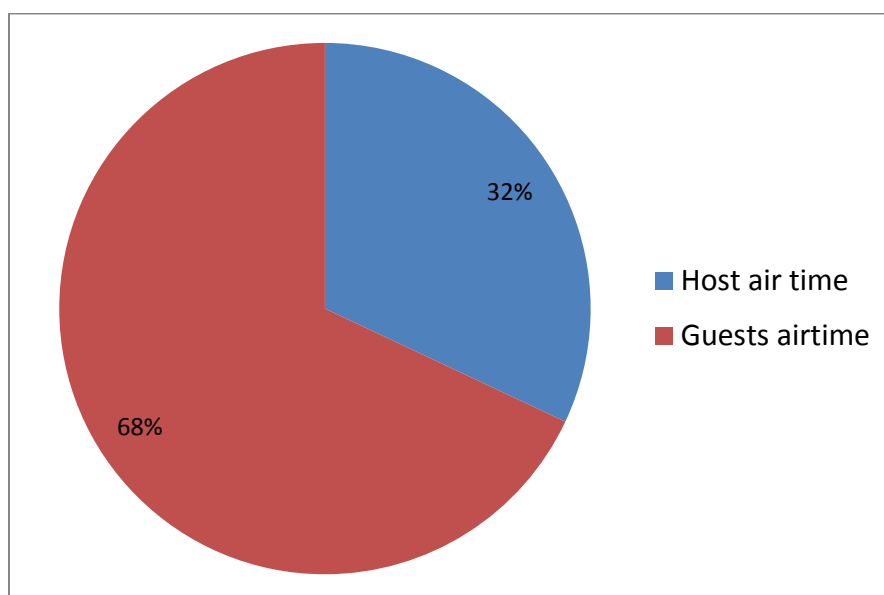


## HOW MUCH TIME DO HOST AND PARTICIPANTS GET TO EXPRESS THEIR OPINIONS?

### A: DISTRIBUTION BETWEEN HOST AND GUESTS

A total airtime of **11,320 minutes** for 294 programs was monitored during the study period. Share among host and participants was:

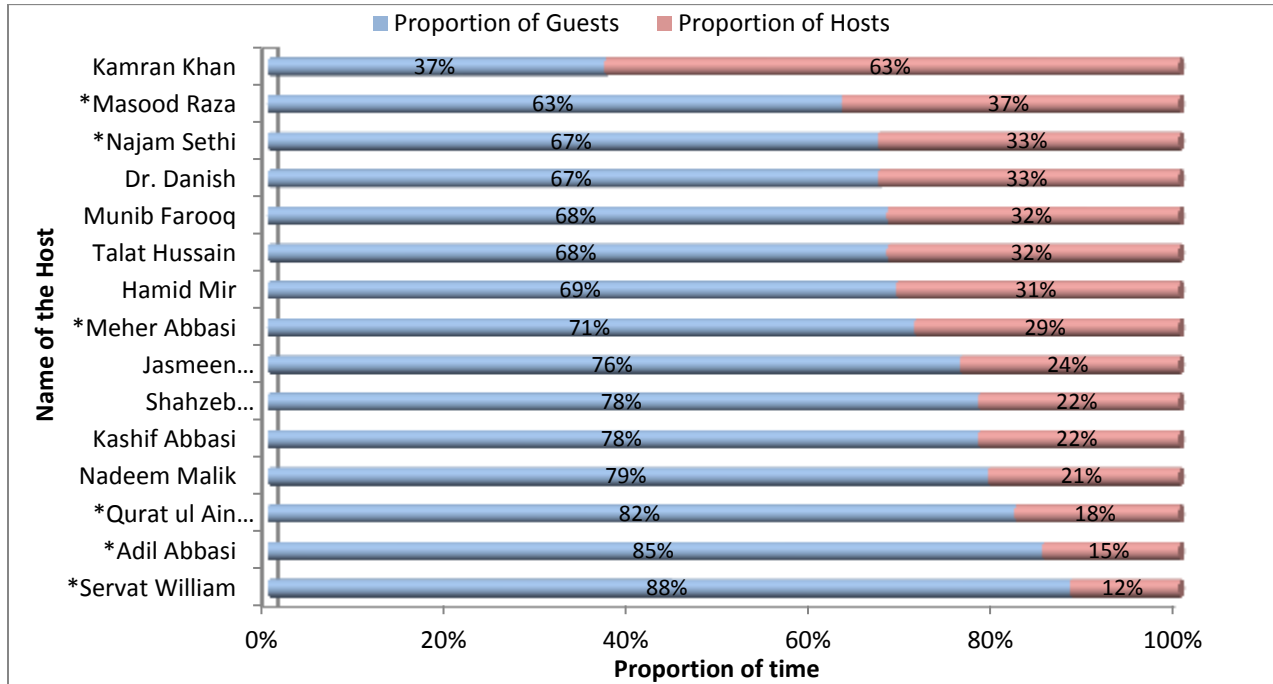
Figure 7: Time distribution between guests and hosts





Does the distribution vary by Host?

Figure 8: Time distribution by hosts



Among the hosts, Kamran Khan is the only one who takes more time to speak than his guests. On average he took 63% of his program duration to speak. One of the reasons of this significant difference with the other programs is the format of the program which is commonly called one-man show.

Nadeem Malik is the most time giving host with 79% of his program's duration given to the guests followed by Kashif Abbasi and Shahzaib Khanzada with 78% each and Jasmeen Manzoor (76%). Hamid Mir and Talat Hussain shared 69% and 68% of their program duration respectively with their guests.



## Content analysis of Television Talk Shows

### Does the distribution vary by Gender of Host?

Figure 9: Time distribution by hosts - Male

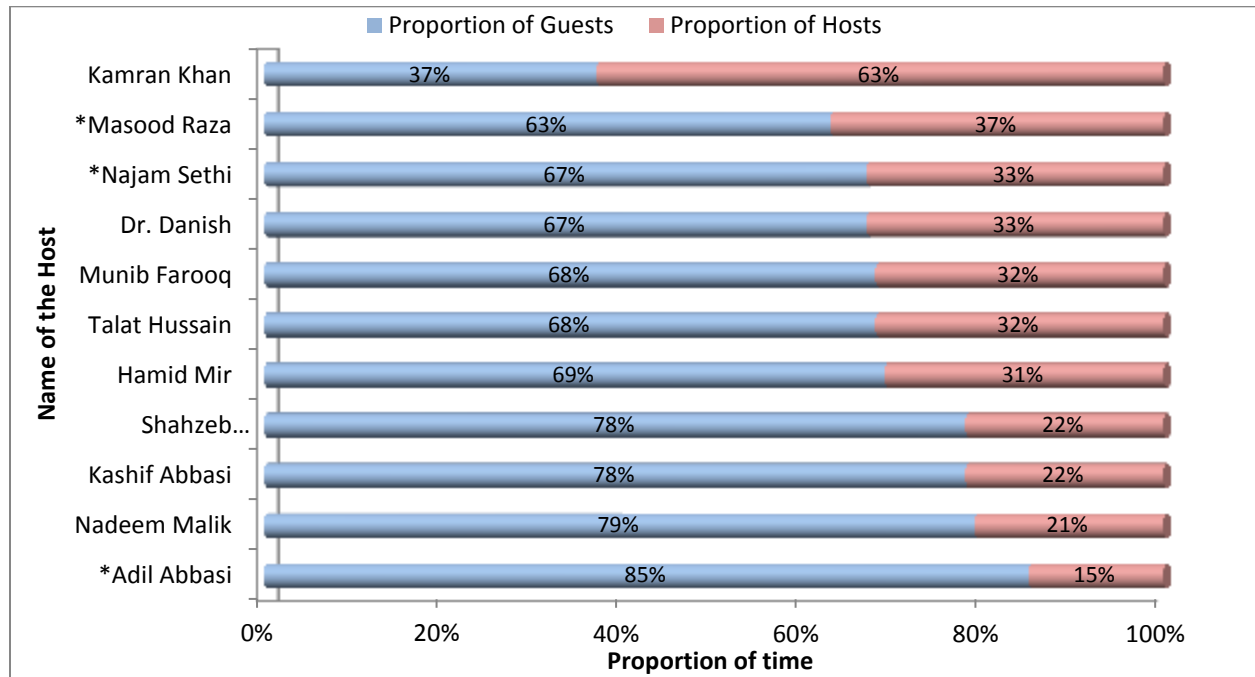
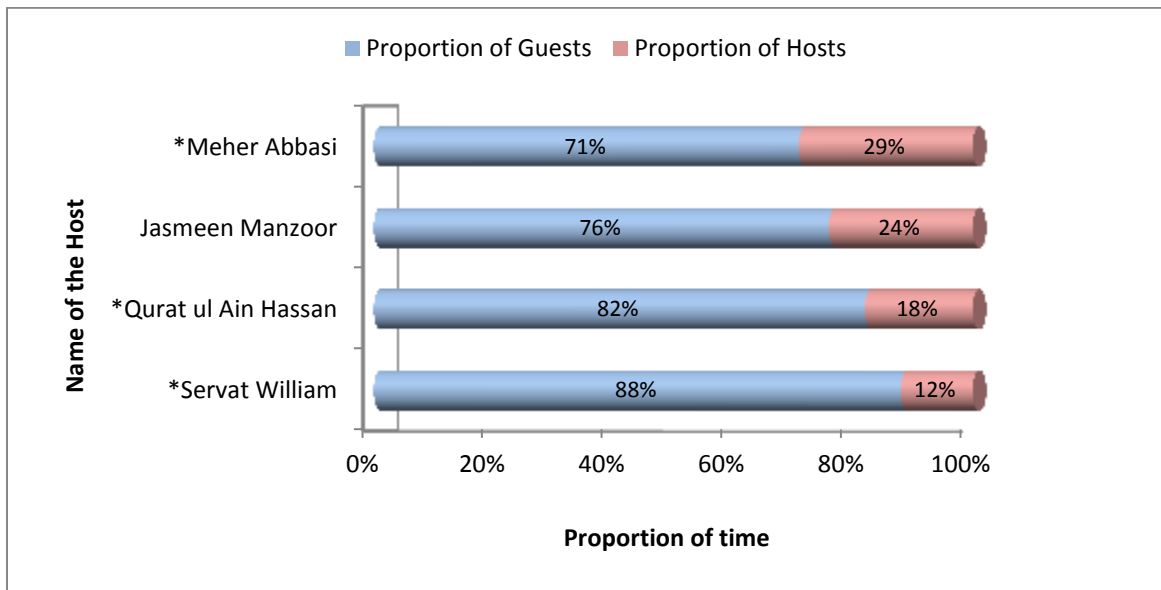


Figure 10: Time distribution by hosts - Female



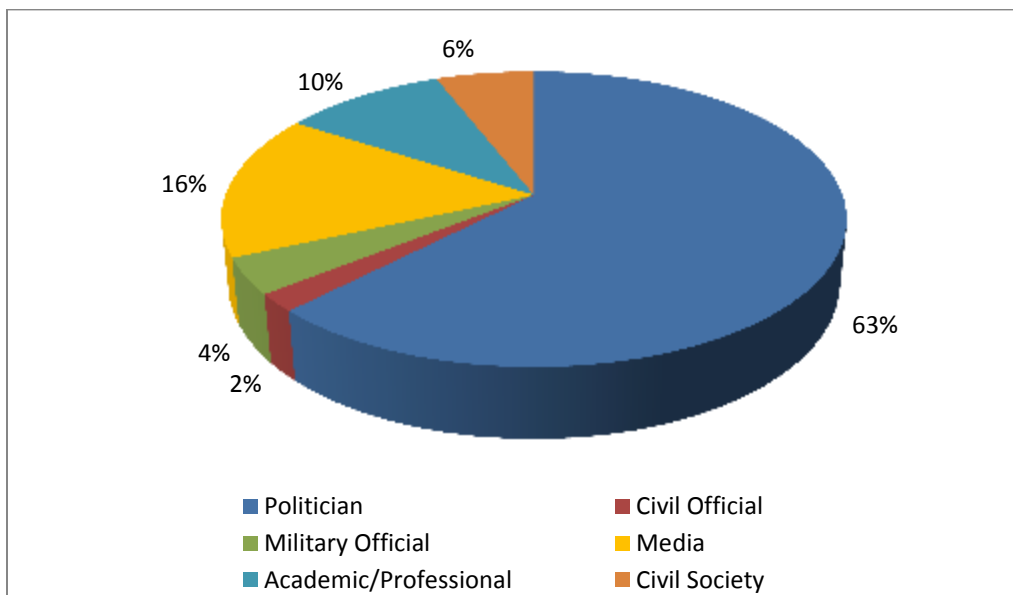
Exploring time distribution of talk shows between host and guests by gender of host showed that female hosts gave relatively more time to their guests compared to male hosts. Keeping the different formats of shows in mind, Dr. Danish in *Sawal yeh hai* actively participated in the programs as he just gave 67% of his program time for participation by guest speakers.



**B. DISTRIBUTION BETWEEN THE GUESTS:**

The total time shared by **guest speakers** was **7692 minutes** during 294 episodes of December-January 2012-13. Among the Guests, time share between politicians and other analysts was as follows:

**Figure 11: Time distribution by guests' type**



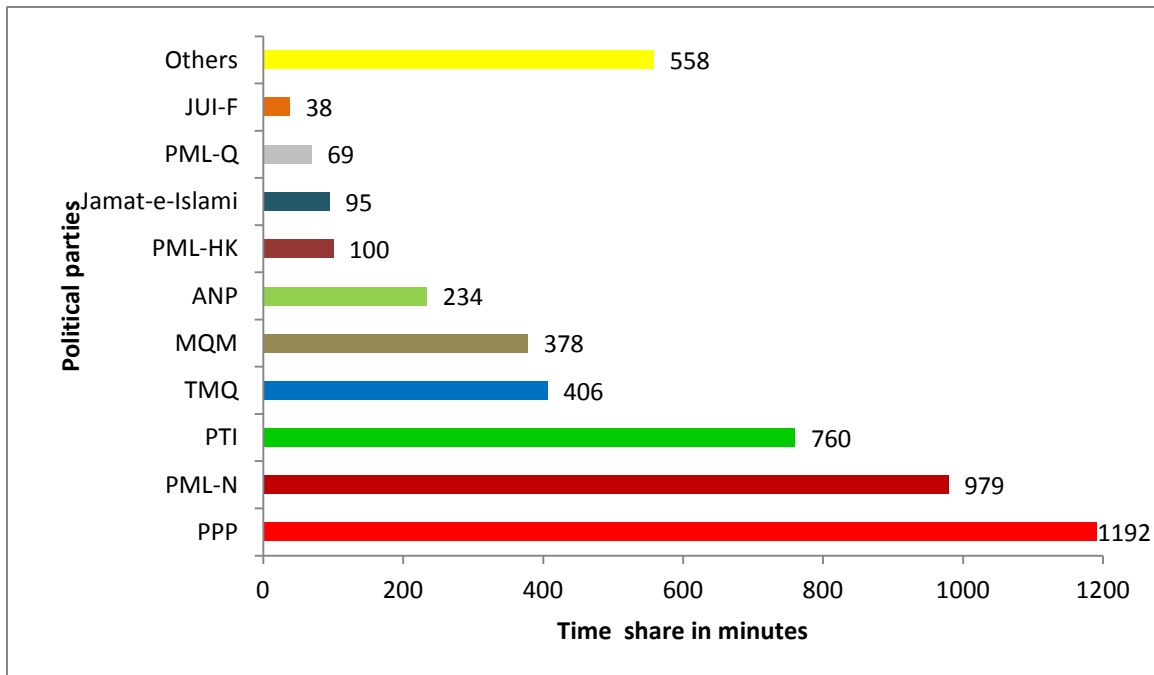
The total time grabbed by Politicians was 4808 minutes which makes their total participation in talk shows' time of 63%. The Media followed with 16% share in the total air time allocated to guests.



**C. DISTRIBUTION BETWEEN POLITICAL PARTIES:**

The **politicians’ airtime** for talk shows was **4808 minutes**. Within politicians, share of time by different parties was as follows:

**Figure 12: Time distribution by political parties<sup>4</sup>**



The top 3 political parties whose representatives took the major chunk of 61% of the total air time allocated to politicians were PPP, PML-N and PTI. The highest share was of PPP which being the ruling party dominated most of the discussions during the study period.

<sup>4</sup> PPP: Pakistan Peoples Party Parliamentarians  
PML-N: Pakistan Muslim League (Nawaz)  
MQM: Mutaheda Qoumi Movement  
PTI: Pakistan Tehreek-e-Insaf  
PML-Q: Pakistan Muslim League (Quaid-e-Azam)  
ANP: Awami National Party  
TMQ: Tehreek Minhaj ul Quran  
PML-HK: Pakistan Muslim League (Hum Kheyal)  
JUI-F: Jamiat Ulma Islam (Fazal ur Rehman)



**SECTION 4:**

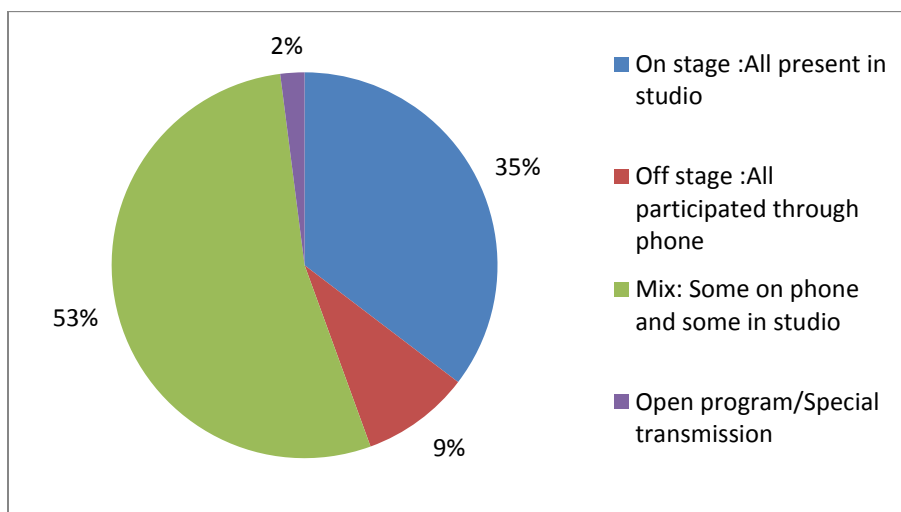
**HOW WAS PROGRAM CONDUCTED?**



## HOW DID THE HOST CONDUCT THE PROGRAM?

### A. MODE OF GUEST APPEARANCE IN THE PROGRAM:

Figure 13: Mode of Guest Participation



For more than half (53%) of the monitored shows during December-January 2012-13 , the guests appeared in the program both on phone and in studio whereas 35% of the programs had all guests present in the studio.



**B. HOST CHARACTERISTICS: WAS THE HOST BIASED TOWARDS ANY SPECIFIC GUEST/PARTY?**

Table 2: Characteristic of hosts (Biased or Non-biased)

		BASE: All Talk Shows	WAS HOST BIASED?	
			Yes	No
	Count	294	15	279
	%	100%	5%	95%
Dr. Danish	Count	22	1	21
	%	100%	5%	95%
Hamid Mir	Count	37	1	36
	%	100%	3%	97%
Kamran Khan	Count	37	0	37
	%	100%	0%	100%
Nadeem Malik	Count	40	0	40
	%	100%	0%	100%
Talat Hussain	Count	28	0	28
	%	100%	0%	100%
Ashar Zaidi	Count	1	0	1
	%	100%	0%	100%
Munib Farooq	Count	24	2	22
	%	100%	8%	92%
Jasmeen Manzoor	Count	37	9	28
	%	100%	24%	76%
Servat William	Count	6	0	6
	%	100%	0%	100%
Meher Abbasi	Count	4	0	4
	%	100%	0%	100%
Kashif Abbasi	Count	29	2	27
	%	100%	7%	93%
Najam Sethi	Count	3	0	3
	%	100%	0%	100%
Shahzeb Khanzada	Count	15	0	15
	%	100%	0%	100%
Adil Abbasi	Count	4	0	4
	%	100%	0%	100%
Qurat ul ain Hasan	Count	3	0	3
	%	100%	0%	100%

Although overall shows run with very little bias but there seemed some kind of biasness towards specific political parties in the shows hosted by Jasmine Manzoor.



**C. HOST CHARACTERISTICS: DID THE HOST TRY TO RECONCILIATE AMONG PARTICIPANTS?**

Table 3: Characteristic of hosts (Trying to reconcile)

		BASE: All Talk Shows	DID THE HOST TRY TO RECONCILIATE AMONG PARTICIPANTS		
			Yes, he/she did when needed	No, he/she didn't even when needed	There was Peaceful Discussion
	<b>Count</b>	294	27	51	216
	<b>%</b>	100%	9%	17%	73%
Dr. Danish	<b>Count</b>	22	0	0	22
	<b>%</b>	100%	0%	0%	100%
Hamid Mir	<b>Count</b>	37	3	4	30
	<b>%</b>	100%	8%	11%	81%
Kamran Khan	<b>Count</b>	37	0	5	32
	<b>%</b>	100%	0%	14%	86%
Nadeem Malik	<b>Count</b>	40	1	7	32
	<b>%</b>	100%	3%	18%	80%
Talat Hussain	<b>Count</b>	28	2	1	25
	<b>%</b>	100%	7%	4%	89%
Ashar Zaidi	<b>Count</b>	1	0	0	1
	<b>%</b>	100%	0%	0%	100%
Munib Farooq	<b>Count</b>	24	0	0	24
	<b>%</b>	100%	0%	0%	100%
Jasmeen Manzoor	<b>Count</b>	37	21	4	12
	<b>%</b>	100%	57%	11%	32%
Servat William	<b>Count</b>	6	0	0	6
	<b>%</b>	100%	0%	0%	100%
Meher Abbasi	<b>Count</b>	4	0	1	3
	<b>%</b>	100%	0%	25%	75%
Kashif Abbasi	<b>Count</b>	29	0	16	13
	<b>%</b>	100%	0%	55%	45%
Najam Sethi	<b>Count</b>	3	0	0	3
	<b>%</b>	100%	0%	0%	100%
Shahzeb Khanzada	<b>Count</b>	15	0	7	8
	<b>%</b>	100%	0%	47%	53%
Adil Abbasi	<b>Count</b>	4	0	4	0
	<b>%</b>	100%	0%	100%	0%
Qurat ul ain Hasan	<b>Count</b>	3	0	2	1
	<b>%</b>	100%	0%	67%	33%

Overall more than two third of the monitored programs (December-January 2012-13) had peaceful discussions but it seemed that Kashif Abbasi and Shahzeb Khanzada made less efforts to reconcile between the guest speakers and hence their discussions were not very peaceful.



**D. HOST CHARACTERISTICS: DID THE HOST WRAP UP DISCUSSION WITH CONCLUSIONS?**

**Table 4: Characteristic of hosts (Wrapped up the program with conclusions)**

		BASE: All Talk Shows	DID THE HOST WRAP UP DISCUSSION WITH CONCLUSIONS?	
			Yes	No
	Count	294	165	129
	%	100%	56%	44%
Dr. Danish	Count	22	10	12
	%	100%	45%	55%
Hamid Mir	Count	37	23	14
	%	100%	62%	38%
Kamran Khan	Count	37	35	2
	%	100%	95%	5%
Nadeem Malik	Count	40	7	33
	%	100%	18%	82%
Talat Hussain	Count	28	27	1
	%	100%	96%	4%
Ashar Zaidi	Count	1	1	0
	%	100%	100%	0%
Munib Farooq	Count	24	1	23
	%	100%	4%	96%
Jasmeen Manzoor	Count	37	10	27
	%	100%	27%	73%
Servat William	Count	6	0	6
	%	100%	0%	100%
Meher Abbasi	Count	4	2	2
	%	100%	50%	50%
Kashif Abbasi	Count	29	24	5
	%	100%	83%	17%
Najam Sethi	Count	3	0	3
	%	100%	0%	100%
Shahzeb Khanzada	Count	15	15	0
	%	100%	100%	0%
Adil Abbasi	Count	4	4	0
	%	100%	100%	0%
Qurat ul ain Hasan	Count	3	3	0
	%	100%	100%	0%

The way the hosts wrapped up their shows were equally divided between those with conclusions and without conclusions. Shazeb Khanzada, Qurat u lain, Adil Abbasi and Ashar Zaidi wrapped up all of their monitored shows followed by Talat Hussain (96%), Kamran Khan (95%) and Kashif Abbasi (83%).



## METHODOLOGY

### WHAT ARE WE OFFERING?

#### Methodology:

This Report states a new Methodology of analyzing the most popular Television Programs in terms of their Content e.g. if we talk of Current Affairs Programs and take them as a **Genre of Programs** then How to know that how many different Programs are being shown of this Genre(Current Affairs) on various Television Channels? What these Programs are about i.e. what topics they cover? Who participates in these Programs as analysts, and who hosts these Programs? How the time is distributed among the different types of analysts? Do all political parties get their share?

### HOW DO WE ANALYZE THE CONTENT?

*Please Note: We have presented this method by taking Current Affairs/ Talk Shows Programs as a Genre of Programs since they are amongst highly watched Programs in the Country.*

We have made a list of all the programs that belong to the Genre under study i.e. Current Affairs/ Talk Shows shown on a list of 6 Television Channels in Pakistan. This gives us a comprehensive list of 11 Programs. **Please note that this list has been prepared in consultation with Experts in this field.**

Each New Episode of all these Programs (one or more times every week) is recorded and analyzed in detail according to the following format:

- A Researcher watches the recorded program and records the following features of the program using a structured questionnaire.

This analysis is in terms of four broad components i.e. **who said what, in how much time and how?** Each of these components is explained below:

**WHO?** This lists and analyzes the participants of each program. We have categorized the participants into different profiles e/g. Politicians, Analysts, Journalists, Subject Experts, Civil Society-NGOs representatives, Serving and Retired Civil-Military Officers etc.



## Content analysis of Television Talk Shows

**WHAT?** This tells us the topic of discussion in each program. Again, the topics have been categorized into main topics and subtopics e.g. Domestic and International Politics, Society, Business etc. The Subtopics list the specific issue under discussion e.g. Floods, Budget, Terrorism and other specific socio-political debates.

**HOW MUCH TIME?** This tells us about the time each participant and host got to express their opinions in the program.

**HOW THE HOST CONDUCTED THE PROGRAM?** This tells us about how the host conducted the program, was he/she impartial, did he/she conducted the discussion in a pleasant manner etc.

### HOW CAN CONTENT ANALYSIS BE USEFUL?

This analysis tells us:

1. Which **Topics** have been discussed over past few weeks or months? This gives the trends based on the political/ social circumstances?
2. What is the **mix of Analysts** in these Programs, are they the politicians, Journalists, Subject Experts, Civil Society-NGOs representatives, or Serving and Retired Civil-Military Officers etc?
3. Which political parties are getting a chance to express their opinions?
4. Is there a just allocation of time to all political parties?
5. How good is the host in conducting the discussion?

This in depth analysis can be very useful for **Media Professionals, Social Scientists, Anthropologists, Political analysts, Journalists etc.**



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