



GALLUP PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

SEPTEMBER 2015

A MONTHLY SERIES FROM GALLUP MEDIA RESEARCH WING LOOKING
AT AROUND 3000 NEWSPAPER COLUMNS AND EDITORIALS

GALLUP
PAKISTAN



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In the 12 English and Urdu newspapers analyzed during September 2015, 'Security' was the main issue under discussion (18%) in opinion articles/ columns. GALLUP Pakistan

Introduction

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Division, 'Security' was the main issue under discussion in the newspaper opinion articles/ columns published in 12 newspapers of Pakistan. The duration of the analysis is September 2015.

Content analysis of 12 national newspapers consisting of a total of 2864 opinion articles/columns written by various columnists was conducted for September 2015. This is part of Gallup 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/>.

Which newspapers are analyzed?

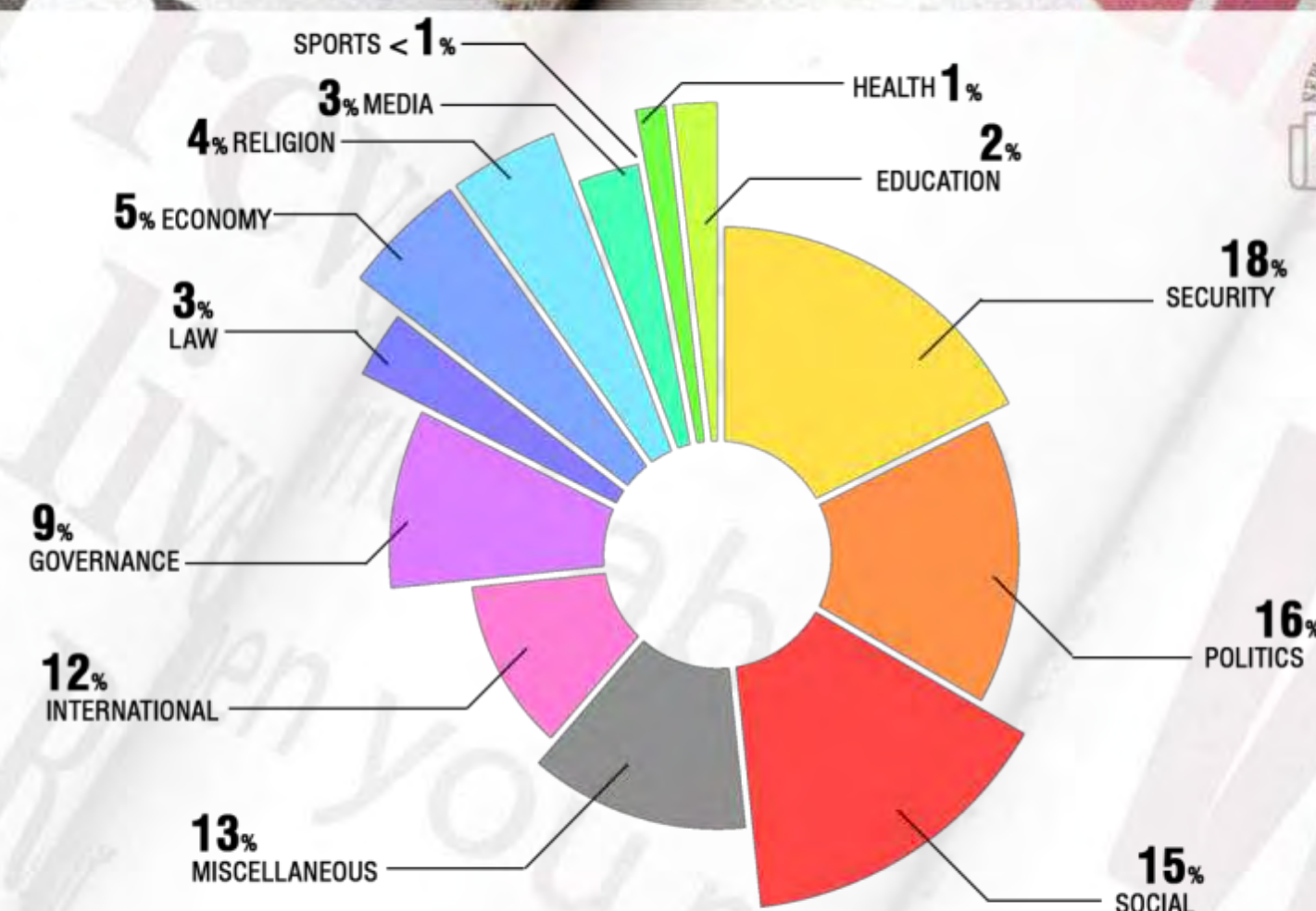
Out of the 12 newspapers, 5 WERE URDU NEWSPAPERS, namely;
Daily Pakistan, Nawaiwaqt, Daily Express, Daily Jang and Daily Khabrain

7 WERE ENGLISH NEWSPAPERS, namely;
Express Tribune, Daily Times, Dawn, Pakistan Today, Pakistan Observer, The Nation and The News.

Which newspapers are analyzed?

The topics discussed in these opinion articles/columns were categorized into 13 broad themes: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security', 'Social', 'International', 'Sports', 'Health', 'Religion', 'Education' and 'Miscellaneous'. Issues that were discussed less frequently have been included in the 'Miscellaneous' category.

18% of the total opinion articles/columns belonged to the 'Security' category which remained the most discussed topic in these 12 newspapers in September, in line with the trend in August. There was also no significant change in the shares accounted by other topics in comparison with August, with the ranking of topics also remaining quite similar to the pattern of the previous month, Security was followed by 'Politics' which accounted for 16% of the total opinion articles/columns. Inspirational/ didactic pieces on renowned figures and books, anecdotes from the past and poetry embedded with morals, viral social media campaigns, various serious social debates and humanitarian issues were classified under the 'Social' category, which had a 15 % share in the total. There were a considerable number of patriotic stories and historical accounts on the dynamics of the subcontinent and the accomplishments of the army in light of 6th September (Defence Day). Less frequently discussed topics were compiled under the category 'Miscellaneous' and made up 13% of the total opinion articles/columns. Articles related to the news or the activities of foreign countries were categorized as 'International' (12%), while 'Governance' related subjects comprised 9% of total opinion articles/ columns. 'Economy' and 'Religion' were discussed 5 % and 4 % respectively in these newspapers while 'Media' accounted for 3 % in the total number of articles. 'Law' and 'Education' were at an equal standing of 2 % each in these columns. 'Health' was rarely discussed in these texts, and contributed a mere 1 % of total opinion articles/ columns. Write-ups on sports were negligible, and constituted a share of less than 1 % overall.



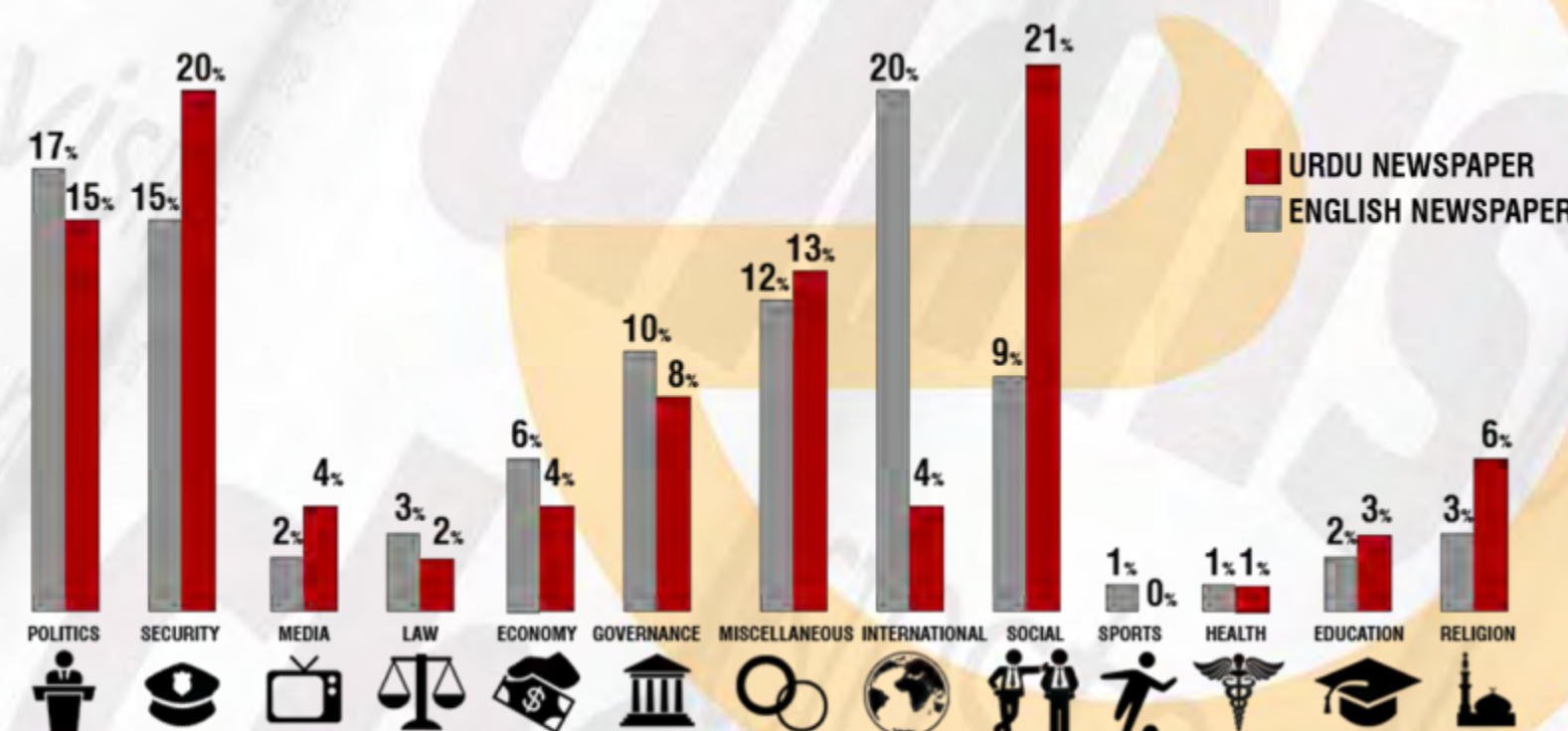
SOURCE: SOURCE: NEWSPAPER CONTENT ANALYSIS BY GALLUP PAKISTAN MEDIA RESEARCH CONSULTANCY

Urdu vs English Newspapers

Local Social Issues and International Subjects Dominant Respectively

Out of a total of 1498 opinion articles/columns that were written in Urdu newspapers in the month of September, 21% were on topics falling under the 'Social' banner, illustrating consistency with August, while 20% belonged to the overall leading category 'Security'. 15% of opinion articles/columns fell under the category of 'Politics'. A large proportion of articles (13%) discussed miscellaneous issues while 8% of the total focused on 'Governance'. Urdu articles on 'Religion' followed up next comprising 6% of the articles while 'Media', 'Economy' and 'International' related issues were each discussed 4% of the time. Other topics on Education (3%), Law (2%) and Health (1%) were discussed much less frequently while articles on 'Sports' were less than 1% of the total articles. In comparison with August, the primary change exhibited by Urdu newspapers is an increase in the category of Security from 16% to 20%, causing it to replace Miscellaneous as the second most popular category in September.

English newspapers portrayed a different trend. Out of a total of 1366 opinion articles/ columns written in English in August, 20 % were on 'International' issues, the leading category, followed by 17% connected to 'Politics'. Articles on 'Security' comprised 15% of the total, while miscellaneous issues were discussed in 12% of the articles. 10% of the articles discussed issues on 'Governance' while 9% discussed 'Social' issues. Writers of English columns also penned their thoughts on economic issues thus 6% of the articles came under the broad category of 'Economy'. Articles on 'Religion' and 'Law' comprised 3% of the total articles each while articles on 'Education' and 'Media' were few at just 2%. Finally, issues pertaining to 'Sports' and 'Health' were discussed the least at just 1% each. The only noticeable change from August was a fall in the share accounted by Security from 21% to 15%, which can be partly accorded to the increase in international debates from 17% to 20%. These changes caused the 'International' category to adopt the lead, as opposed to Security in August, as concerns and discussions on the refugee crisis escalate worldwide.



SOURCE: SOURCE: NEWSPAPER CONTENT ANALYSIS BY GALLUP PAKISTAN MEDIA RESEARCH CONSULTANCY



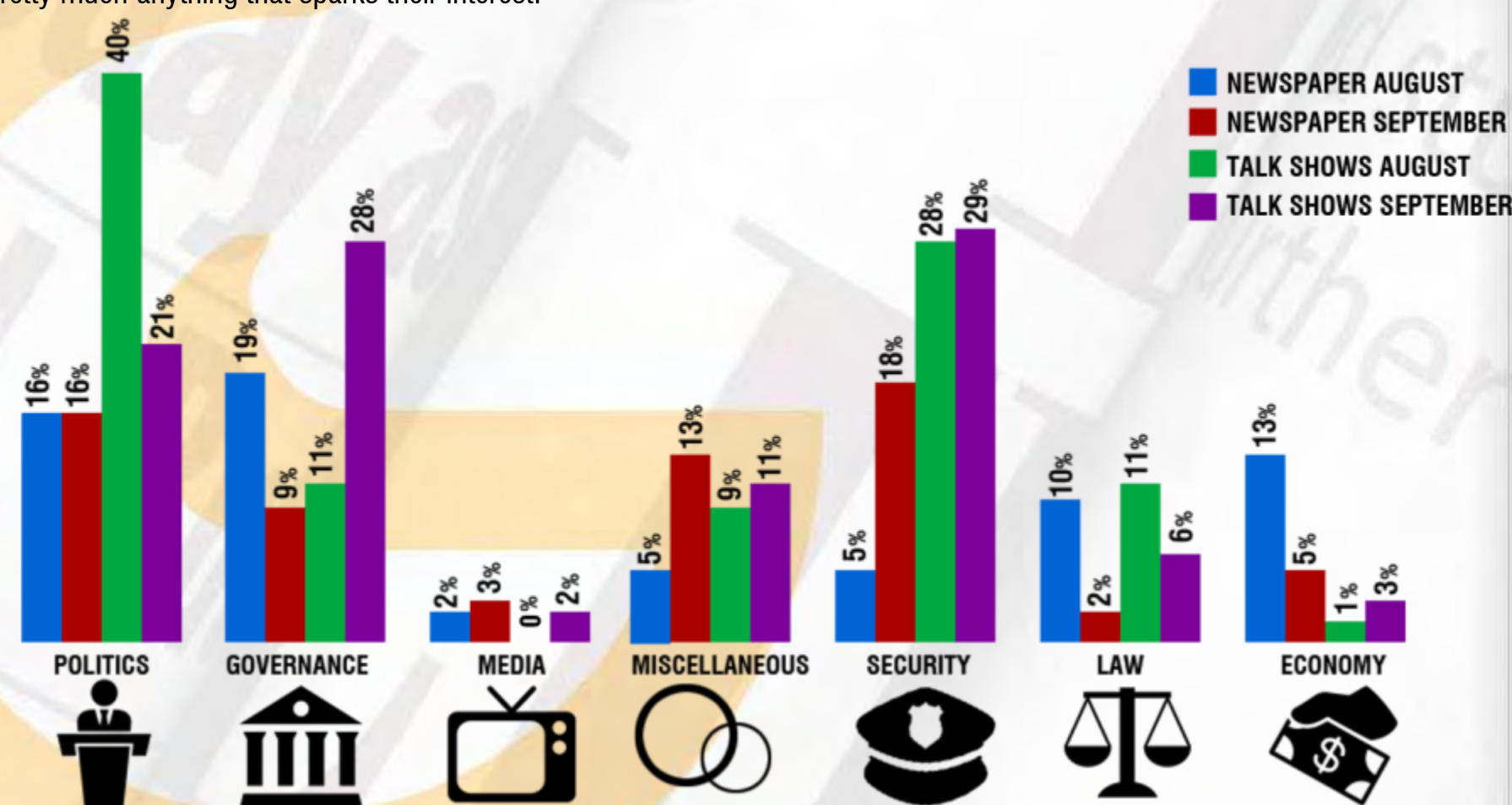
Talk Shows vs. Newspapers

Gallup Pakistan conducts a similar analysis for the top 8 talk shows aired on various TV channels. For this reason, a comparison of the trends occurring in the two mediums of mass communication is highlighted in this report. In the month of August, Security surpassed politics as the most popular area of discussion. 29% of the total time in talk shows was dedicated to discussing the security situation in Pakistan. Issues relating to governance formed the second most frequently discussed topic at 28%, followed by political debates at 21%. Miscellaneous topics and subjects connected to the law had a representation of 11% and 6% respectively. Discussions on economic matters and media-related topics were low at 3% and 2% respectively.

Few salient trends:

- Politics formed 16% of discussion in newspapers, a figure that is lower than the airtime it constituted on talk shows (21%). However the gap between newspapers and talk shows where political debates are concerned has considerably narrowed. In August, the difference between the two was an overwhelming 24% (Newspapers: 16%; Talk shows 40%).
- Security remained the most significant subject in newspaper articles (18%) but still lagged behind talk shows considerably (29%). In contrast to the general pattern, security dominated talk shows as well, making it the most popular topic on both kinds of media.
- Newspapers emphasized economic issues more than talk shows, 5 % of opinion articles/columns talked about the Economy, while 3 % of talk show airtime highlighted these concerns. However, it was still a relatively neglected area.
- The importance accorded to Governance greatly increased in talk shows from 11 % to 28% between August and September, contributing to the decline in the importance of politics on talk shows. This meant the divergence between talk shows and newspapers in terms of governance related discussions widened, since newspapers focused on this arena only 9% of the time, a slight decrease from the 10% share in August.
- Law was focused on more by talk shows (6%) in comparison to newspapers (2%). The representation of law in both kinds of media fell from 11% and 5% respectively.
- There was a 2 % divergence in the representation of miscellaneous issues (13% in newspapers; 11 % in talk shows).
- The share of media increased for both kinds of media in juxtaposition with August but still remained relatively low at 2 % for talk shows and 3% for newspapers.

These differences in shares of the various common categories may be attributed to the different nature of these two media channels as sources of information and news, and the range of people they reach. Talk shows tend to focus on the more immediate, current affairs facing the country, issues in the local context, while newspapers not only address national social issues, but also feature articles on important global events and trends. This may be due to the newspapers having a more literate target audience, and thus fulfilling their needs through a more diverse range of subjects. Newspaper articles are however, less focused and the reader may identify several different themes within the same article. This may be because talk shows have a host that acts as a moderator and can direct the discussion back to the main idea of the program, while newspapers allow writers a more open platform to pen their thoughts on pretty much anything that sparks their interest.



SOURCE: SOURCE: NEWSPAPER CONTENT ANALYSIS BY GALLUP PAKISTAN MEDIA RESEARCH CONSULTANCY

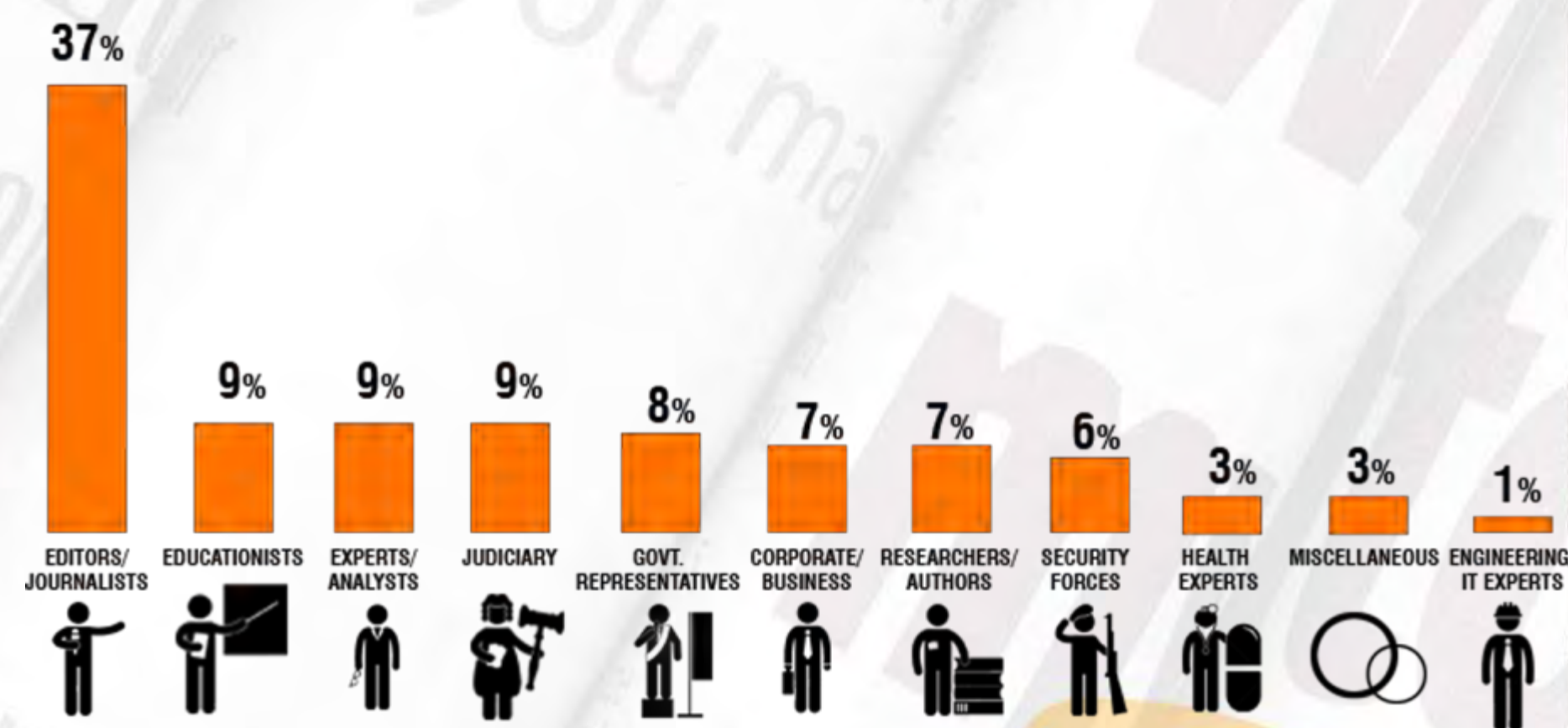
For more details on the talk show analysis, visit <http://gallup.com.pk/polls/gallup-pakistan-media-research/tv-talk-shows-analysis/>



Background of Columnists

Professional Columnists Take Lead in English Papers

An analysis of the columnists' background and profession was conducted for **563 English articles** to determine a relationship between the types of topics discussed to the occupation of the columnists writing them. The same could not be done for the remaining English and all of the Urdu newspaper articles due to the unavailability of relevant information. Professional columnists, TV anchors, editors and freelance journalists wrote an overwhelming **37%** of the total columns in these English newspapers. This was followed by experts/analysts in the fields of defense/economics/ international relations, educationists/social scientists as well as judicial experts each making a contribution of **9%** to the newspaper articles. Government representatives at **8%** came next, followed by corporate professionals/businessmen and independent researchers/authors each contributing **7%** each as well. This was closely followed by those in the Security Forces, with a share of **6 %** in the total. Health Experts and Miscellaneous professions had representation of **3%** each in these newspapers while the views of engineering and IT experts constituted a mere **1%** of total articles.



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disclaimer

It is important to note that the various categories in which the content of the talk shows was divided differ from those in which the content of newspapers was divided. Various topics that have been grouped together under the 'Miscellaneous' category in the talk show analysis (due to their lack of frequency) have been further categorized into many other areas.

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 month wise data collection happens, it is hoped that we would be able to establish a month wise '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 will shed 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 Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is September 2015. This data was obtained after reviewing 2864 articles, spread over 12 newspapers (mentioned in the third paragraph of this press release).



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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 Pakistan.

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For more survey data on social and other issues see website www.gallup.com.pk
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