

TELEVISION

Talk Shows During November 2015

In the 8 Talk Shows analyzed during November 2015, PTI had the most airtime representation (27%); only 9% of guests invited to talk shows were women and 'Politics' was the main topic under discussion (35%). GALLUP Pakistan

Islamabad, January 25, 2016

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Politics' was the main topic under discussion (35%) in the analyzed talk shows and PTI was the political party with the most airtime representation (27%). The duration of the analysis is November 2015.

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 109 episodes aired on different cable television networks was conducted for November 2015. The topics discussed in these shows were distilled 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

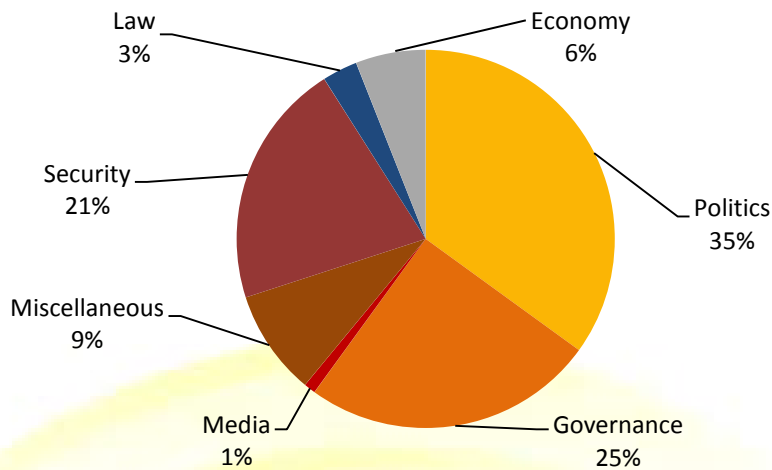
On average 3 guests appeared per episode for each show. While some guests were frequently invited on different talk shows, overall there were 118 unique guests out of a total of 360 guests in the 109 episodes analyzed. The figure of repeat appearances by same guests signifies the limited availability and rudimentary capacity of talk shows in attracting fresh faces. It also underlies the limited nature of fresh ideas and lack of diversity of opinion in talk shows. The number of unique guests as a percentage of the total number of guests invited did rise by 2% between August and September (33% in August; 35% in September), but fell to 33% again in October and November, depicting how there has been little improvement in this regard.

Air- time Share of Political Parties: PTI in the lead

In November, the maximum representation amongst political parties was from Pakistan Tehreek-e-Insaf (PTI) at 27%, followed very closely by Pakistan Muslim League Nawaz (PML-N) at 26%. Pakistan People's Party (PPP) was in third place at 21%, followed by the Muttahida Qaumi Movement (MQM) with a share of 11%, while other parties constituted the remaining portion of airtime.

Most Discussed Topic in Talk Shows: Politics

In the month of November, politics retained its position as the most popular subject of conversation on talk shows. 35% of total airtime in talk shows was dedicated to debating the political situation in Pakistan. Governance was next and formed 25% of total discussions. Security concerns constituted the next most significant share at 21%, followed by Miscellaneous topics, which were talked about 9% of the time. Discussions on Economic matters formed 6% of the total, while Law and Media were relatively infrequently discussed at 3% and 1% respectively.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Topic Under Politics: Local Body Elections & Election Results

Politics was the most frequently discussed topic. Debates on elections (specifically local body elections) and election results were recurrent, forming 43% of total airtime under politics. Party specific dynamics had great importance in November talk show debates, with PTI, PPP, MQM and PML-N politics constituting 14%, 13%, 11% and 8% of political airtime respectively.

Most Discussed Topic Under Governance: Good Governance & Corruption

Within Governance, an overwhelming portion of talk time constituted debates on the performance of the government, good governance and corruption (47%). Prime Minister Nawaz Sharif was also often in the spotlight at 17%, while 13% of discussions revolved around the National Assembly and the Opposition. Implications of Dr. Asim in corruption were talked about 8% of the time, while 6% airtime was devoted to the issues affecting FATA and Balochistan.

Most Discussed Topic Under Security: Security Situation in Pakistan/ National Action Plan

Under the banner of Security, local security concerns and the enforcement of the National Action Plan occupied 31% of airtime. The international security scenario and Karachi Operation each constituted 17% of security-related discussions, while the role of the military in governance was discussed 15% of the time. Pakistan's relationship with India formed 13% of discussions in this domain.

The main topics debated within the Miscellaneous category were connected to Sports (33%), especially cricket, followed by Iqbal Day at 17%. Under the umbrella of the economy, a majority of talk show airtime focused on local economic developments, with specific emphasis on rising taxes, Metro and the Orange Line (92%). Law-related discussions were general and highlighted legal boundaries, while discussions on the Media were negligible.

Commentary by Gallup Pakistan Media Research Consultancy Team:

The analysis of talk shows during November portrays how Politics has maintained its influence over the media landscape. Politics had been the most dominant domain over the past months, with the exception of September, in which political discussions (21%) had fallen

below Security and Governance related debates (29% and 28% respectively). In October, politics acquired the lion's share of representation, as discussions on security concerns were reduced. However, in November, the representation of politics fell as discussions on security and governance rose. Within politics, discussions on election related subjects rose slightly (41% in October to 43% in November), while security showed a spike due to the sensitive security situation worldwide in the aftermath of the November 13th terrorist attacks in Paris. However, within Security, there has been a massive drop in discussions on the relationship between Pakistan and India from 53% in October to 13% in November.

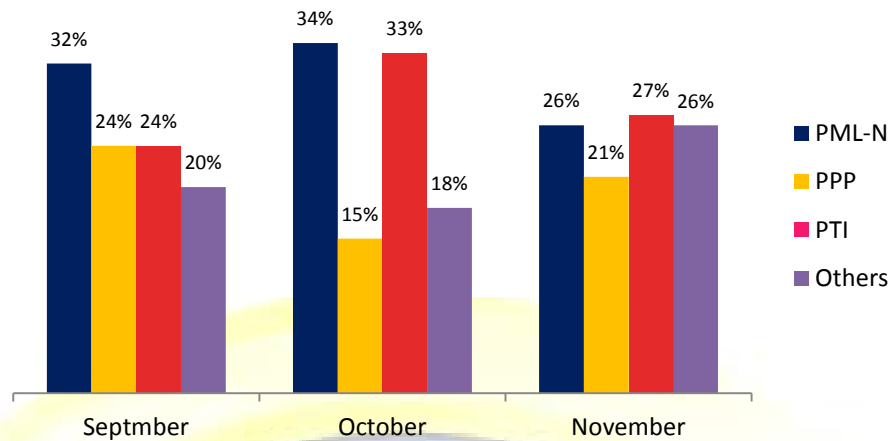
This pattern is welcome in terms of endeavours to enhance peace/order and improve the transparency of the authorities but it is also alarming considering the poor representation of the law and media in talk shows. The reduced airtime devoted to politics has not meant a shift to more intellectual debates on progress in real terms and other substantial, pressing issues, but is reflected in more engagement with topics connected to governance and security. The rise in discourse on economic matters is promising; nonetheless, this area needs to receive more attention in the media. This trend also illustrates the tendency of Pakistani talk shows to discuss the immediate, short- term issues facing the country, while more concrete, long- term debates such as those on development and energy crisis are neglected and relegated to the sidelines.

Furthermore, a trend that has been persistent over the past months yet again surfaced in November 2015 talk shows. Data reveals that gender- wise representation of guests is very unbalanced in these leading talk shows. 91% of the guests invited were males while only 9% were females. This figure is consistent with July but fell in the succeeding months (7% in August, 6 % in September, 7% in October), confirming gender bias in terms of guest participation. This low representation of females on talk shows can also be due to the lesser participation of women in the political sphere in general.

Trend Analysis

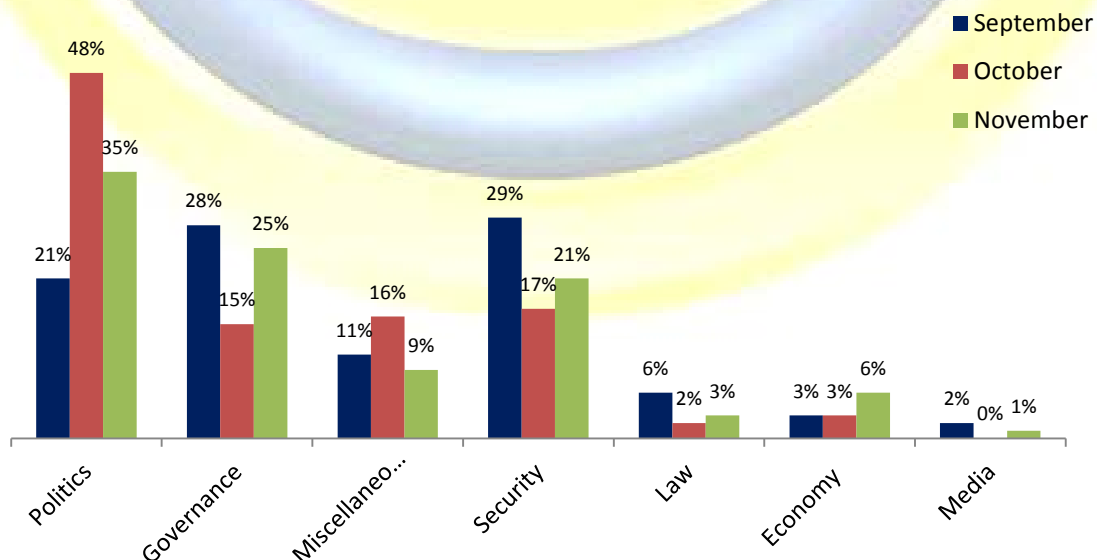
This study is part of a longer project hence a comparison of current trends with past ones is helpful in detecting new developments. Comparison of participation of political parties in talk shows reveals that PML-N, PTI and PPP were once again the three individual parties with the highest representation in talk shows during November. However, there has been a variation in the trend of the previous months. The PTI has replaced the PML-N as the party with the leading representation (27%). The PML-N has fallen in terms of its share of airtime (34% in October to 26% in November), and now occupies second place where party representation on these talk shows is concerned. The PPP has the third highest share at 21%. The share of the PPP has fallen between September and October but has risen between October and November. The share of the PML-N rose very slightly between September and October, but fell between October and November. Similarly, the share of the PTI rose between September and October, but fell between October and November. However, relative to the PML-N and PPP, it had greater representation. Representation across these three prominent parties was also more stable in the month of November. We may be able to attribute these patterns at least partly to the debates sparked off by the Imran Khan-Reham Khan divorce and the corruption Asif Ali Zardari has been blamed for.

This distribution indicates 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. However, the consistent high representation of the same three parties over these months points to limited airtime occupied by other parties.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

A topic-wise comparison between the September, October and November 2015 Analysis reveals that the significance of Politics may fluctuate from time to time, but it will remain the most popular domain of discussion from a holistic perspective. As the graph depicts, Politics, Security and Governance are usually ranked within the most popular three subjects of discussion. The focus on the nexus between civil society, politicians, the government and the security forces (specifically discussed 7% of the time under Politics in November) may be contributing to this relative regularity in ranking. We can note that the directions taken by security and governance are positively related to each other, probably due to the increasing role of the military in governance (15% representation under the banner of Security). Economy, Law and specially Media continue to be relatively 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 governance is a good start to this process of revival. We can also see that the Economy has shown some improvement in terms of representation which is a hopeful development for the future of this nation. However, the representation of Law has fallen, a phenomenon that needs special attention if justice is to be served effectively. Discussions on the media are also almost absent from the scene, an occurrence that should be investigated, since it is one of the most important institutions in Pakistan.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

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 November 2015. This data was obtained after reviewing over 64 hours of video, spread over 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 109 episodes.

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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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