



CONTENT ANALYSIS OF TELEVISION TALK SHOWS

For the Month of August, 2014

Prepared by



25th September, 2014

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association, see website: www.gallup-international.com



Table of Contents

INTRODUCTION

EXECUTIVE SUMMARY/ SYNOPSIS

SECTION 1: WHO?

WHO CONDUCTED THE PROGRAMS?

WHO PARTICIPATED IN THE PROGRAMS?

SECTION 2: WHO GETS HOW MUCH TIME?

HOW TALK TIME IS SHARED?

SECTION 3: WHAT TOPICS ARE DISCUSSED?

SECTION 4: HOW DOES THE HOST CONDUCT THE PROGRAM?

METHODOLOGY:

HOW DO WE ANALYZE THE CONTENT?

HOW CAN CONTENT ANALYSIS BE USEFUL?



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 Talk Shows** 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? The question holds particular importance given the current political flux in Pakistan. It is a 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 spokesperson/ 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 5 Television Channels. From this list we have selected 8 Programs. Below is the Statistical Analysis based on monitoring of these **8 TV TALK SHOWS** shown on **5 TV Channels**. We monitored these Programs during August, 2014. A total of **83 Episodes** were monitored in this period.

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

		NUMBER (N)	%
Program	Capital Talk	22	27%
	Tonight with Jasmeen	17	20%
	Off the Record	7	8%
	Aapas Ki Baat	9	11%
	Sawal Ye Hai	5	6%
	To the Point	7	8%
	Meray Mutabiq	6	7%
	News Hour	10	12%
Total		83	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 **83 Episodes** of **8 TV Talk Shows** on **5 Television Channels** were monitored for approximately **4 Weeks** from **August 1st, 2014 to August 31st, 2014**.

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 302 Guests participated in the programs. The majority (68%) were Politicians followed by Academics (16%) and Media persons (9%). Among the politicians share of the major political parties was PML-N (36%), PTI (19%) and PPP (17%).

Among the Hosts in our monitored programs over the specified period, Hamid Mir had the largest share (27%), followed by Jasmeen Manzoor (20%), Meher Abbasi (12%) and Muneeb Farooq (11%). 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 (71%) followed by Law (15%). Other subjects such as Economy (2%), Governance (4%) and Security (3%) got low share. Within politics, the major share is of discussion revolved around Azadi March and Inqilab March and the consequent sit-in in Islamabad (37%) followed by Imran Khan/PTI agenda (19%) and Imran Khan and Tahirul Qadri's demands for PM resignation (10%).

Among law- related issues, the most common discussion was on electoral reforms covering 65% of total followed by FIR Model Town Incident (13%).

HOW MUCH TIME?

The total air time of the 83 talk shows was 3,659 minutes with share of guests as 2,190 minutes (63%) and host as 1,264 minutes (37%). The average talk time of the shows was 41 minutes with average guest and host time as 26 minutes and 15 minutes respectively. Politicians shared 65% of the total air time among all guests followed by academic persons having 19% share among the guests' time. PML-N got the highest air time as their representatives had 36% of the total air time of guests. PPP with 17% of the air time closely followed PTI which grabbed 19% of the talk time among all guests.



HOW THE HOST CONDUCTED THE PROGRAM?

Overall the hosts and programs seemed unbiased except shows of Jasmeen Manzoor who had some biased discussion towards some specific political parties. Overall 64% of the shows were peaceful whereas 43% shows of Kashif Abbassi and Shahzaib Khanzada had disordered discussions.

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



SECTION 1:
WHO?

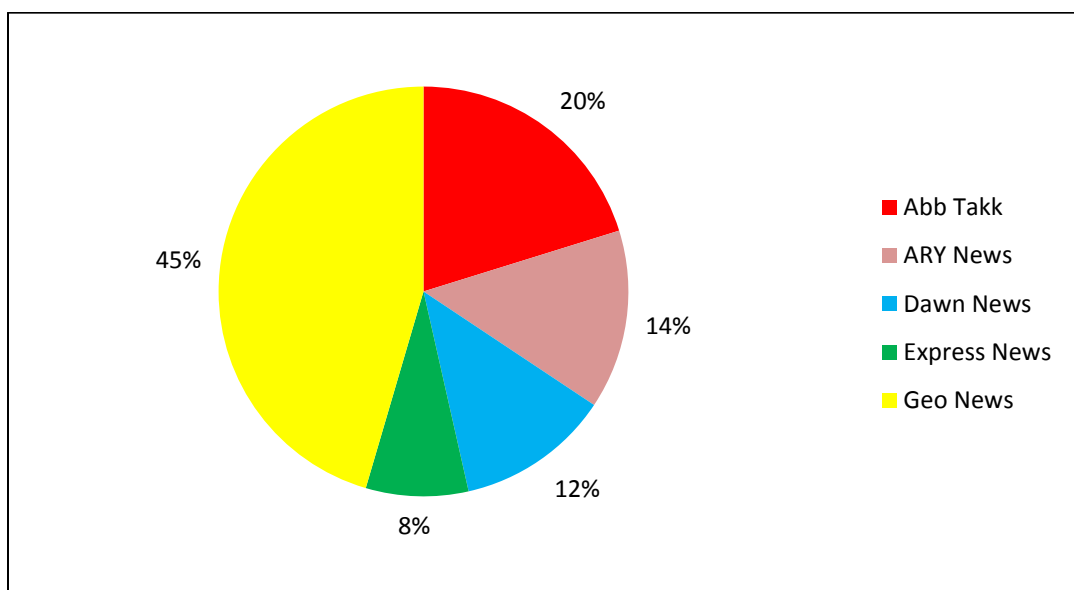


WHO CONDUCTED THE PROGRAMS?

Table 1: Share of hosts in the monitored programs ¹

Name of Host	TV channel on which program aired	Share %
Jasmeen Manzoor	Ab tak News	20%
Kashif Abbasi	ARY News	8%
Maria Memon	Geo News	7%
Meher Abbasi	Dawn News	12%
Muneeb Farooq	Geo News	11%
Shahzaib Khanzada	Express News	8%
Dr.Danish	ARY News	6%
Hamid Mir	Geo News	27%

Figure 1: Share of channels in monitored TV talk shows



Hamid Mir of Geo News got the highest share (27%) in hosting the talk shows during August 2014 followed by Jasmeen Manzoor (20%). Muneeb Farooq, Meher Abbasi and Shahzaib Khanzada were also among the top 5 hosts in terms of total number of programs monitored.

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



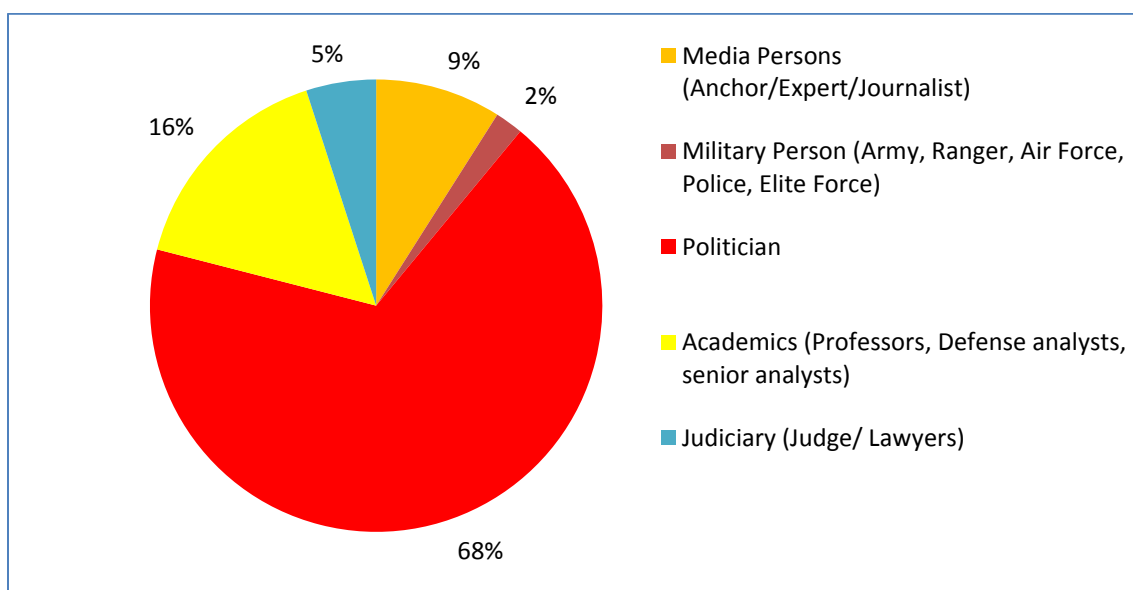
WHO PARTICIPATED IN THE PROGRAMS?

TYPES OF GUEST SPEAKERS IN THE PROGRAMS

A total of **302 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 and one guest might participate in more than one program)*

Figure 2: Type of guest speakers who participated in TV talk shows (N=302)



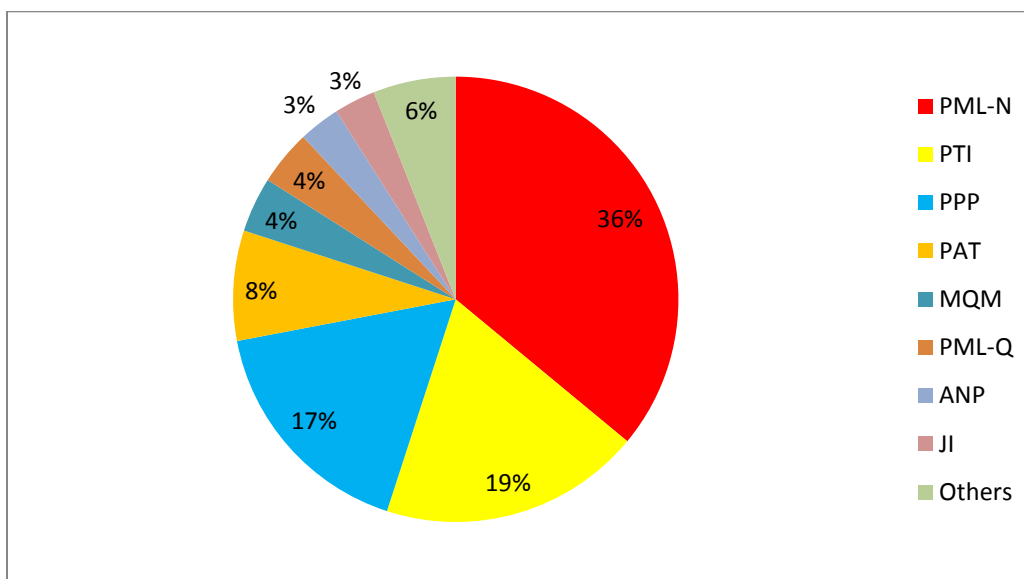
A total of 302 Guests participated in the programs. The majority (68%) were politicians followed by Academics (Professors, Defence Analysts, Senior Analysts) (16%) and Media related guests including Anchors/Experts/Journalists (9%). Military& Civil Officials and Judiciary representatives got the lowest shares as 2% and 5% 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=204**), the break up by Political Party² is as follows:

Figure 3: Type of guest speakers segmented among politicians



Pakistan Muslim League (N) (36%) got the highest share among guest speaker categories followed by Pakistan Tehreek-e-Insaaf (19%) and Pakistan People's Party- Parliamentarian (17%). PAT had 8% of shares followed by MQM & PML-Q (4% each). ANP and JI were the 7th most invited parties with 3% (each) share among the politicians.

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

² PPP: Pakistan People's Party Parliamentarians

PML-N: Pakistan Muslim League (Nawaz)

MQM: Muthaheda Qoumi Movement

PTI: Pakistan Tehreek-e-Insaaf

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?

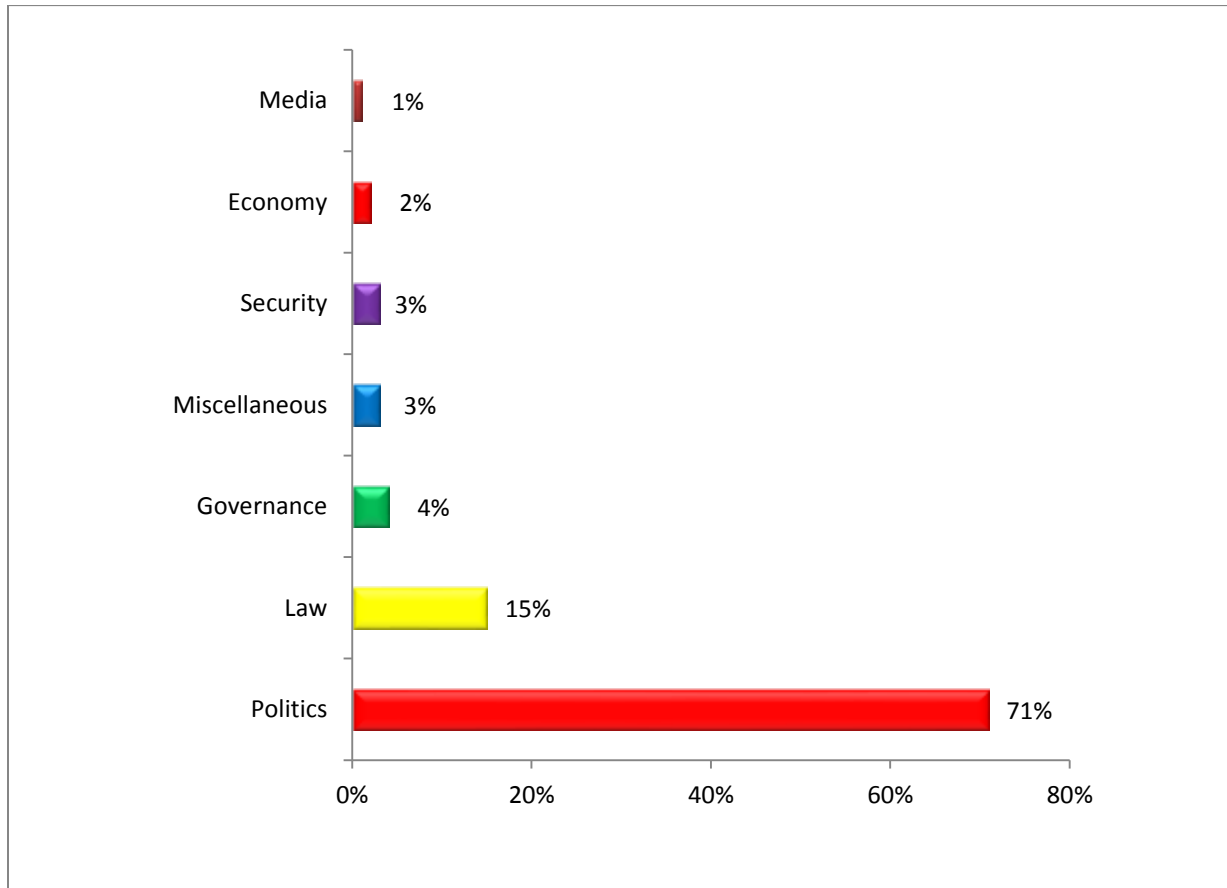


WHAT TOPIC WAS DISCUSSED?

DISTRIBUTION OF TOPICS DISCUSSED IN THESE PROGRAMS DURING STUDY PERIOD

Broadly speaking, more than **6 different topics** were discussed in 83 programs. 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 (71%) followed by **Law** (15%). Economy and Media got the lowest shares.

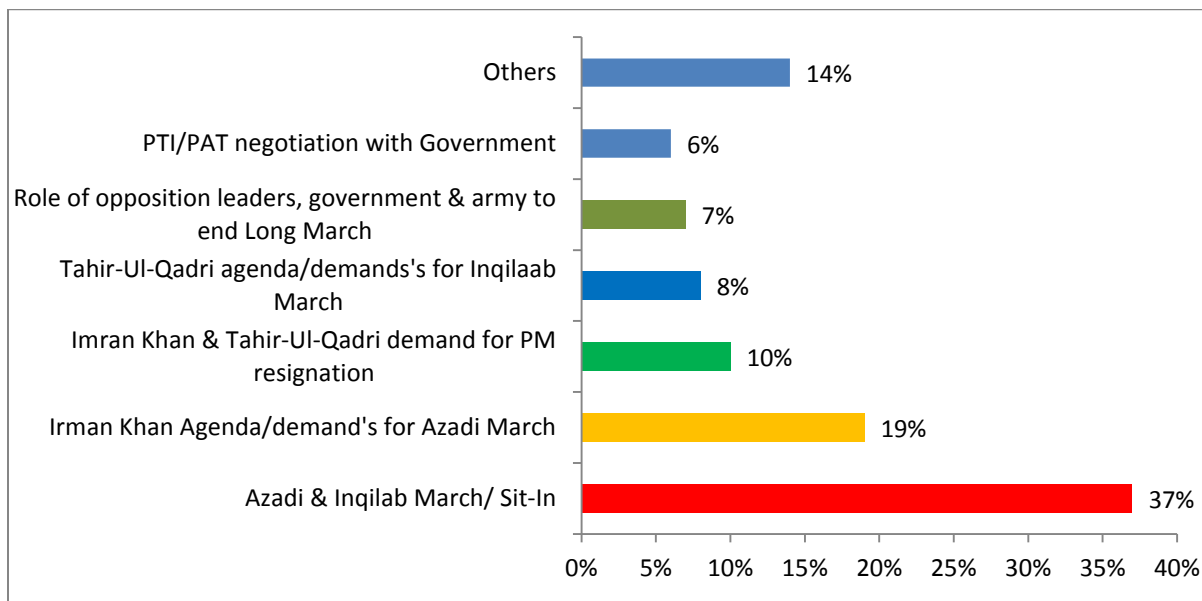


Content Analysis of Television Talk Shows

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:

Figure 5: Type of topics discussed segmented under Politics



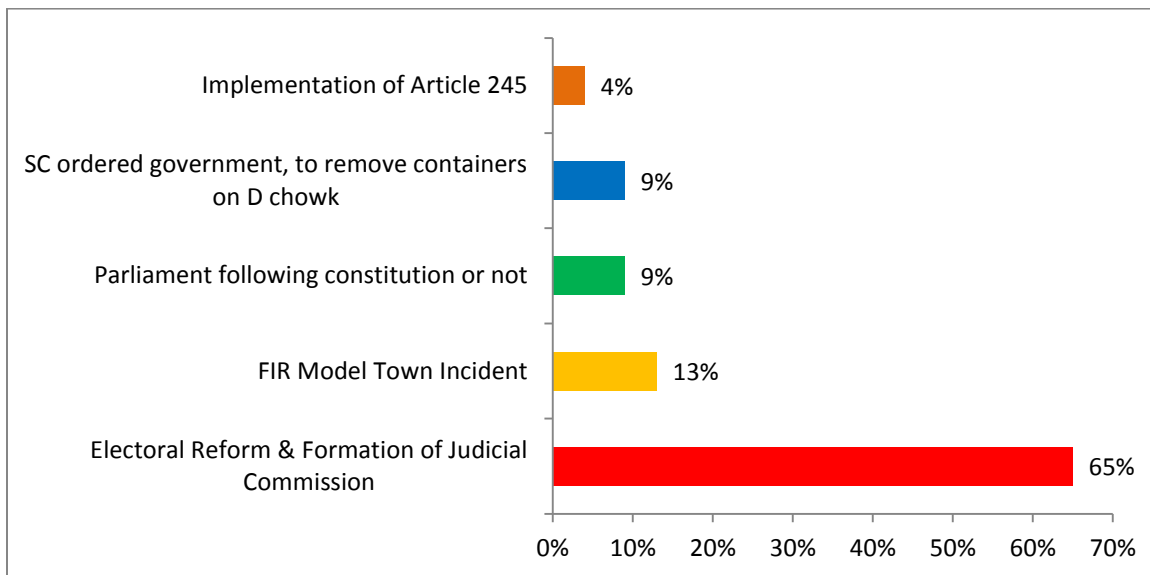
* : Multiple response question therefore sum of percentages may exceed 100

Politics: Among the sub topics under the category of Politics discussed on Talk shows, **Azadi & Inqilab March/Sit-in (37%)** dominates significantly followed by **Imran Khan Agenda / demands (19%)** and **Imran Khan & Tahir UI Qadri's demand for PM resignation (10%)**.



*Similarly from topics that were related to **Law**, the distribution of sub topics is as follows:*

Figure 6: Type of topics discussed segmented under Law



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

65% share of Law category is mostly attributed towards **Electoral Reform & Formation of Judicial Commission** followed by **FIR of Model Town Incident (13%)**.



SECTION 3:
HOW MUCH TIME?

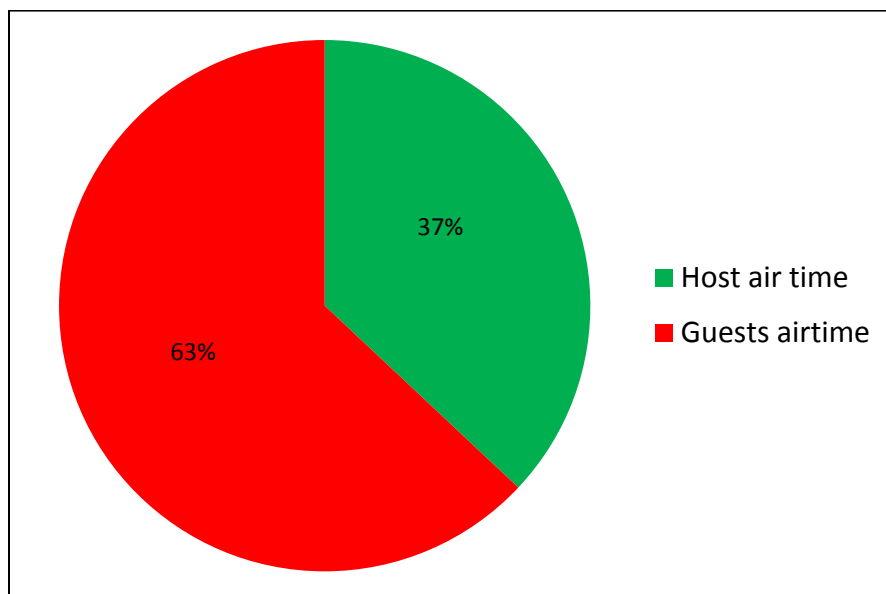


HOW MUCH TIME DO HOST AND PARTICIPANTS GET TO EXPRESS THEIR OPINIONS?

A: DISTRIBUTION BETWEEN HOST AND GUESTS

A total airtime of **3,659 minutes or approximately 61 hours** for 83 programs were monitored during the study period. Share among host and participants was:

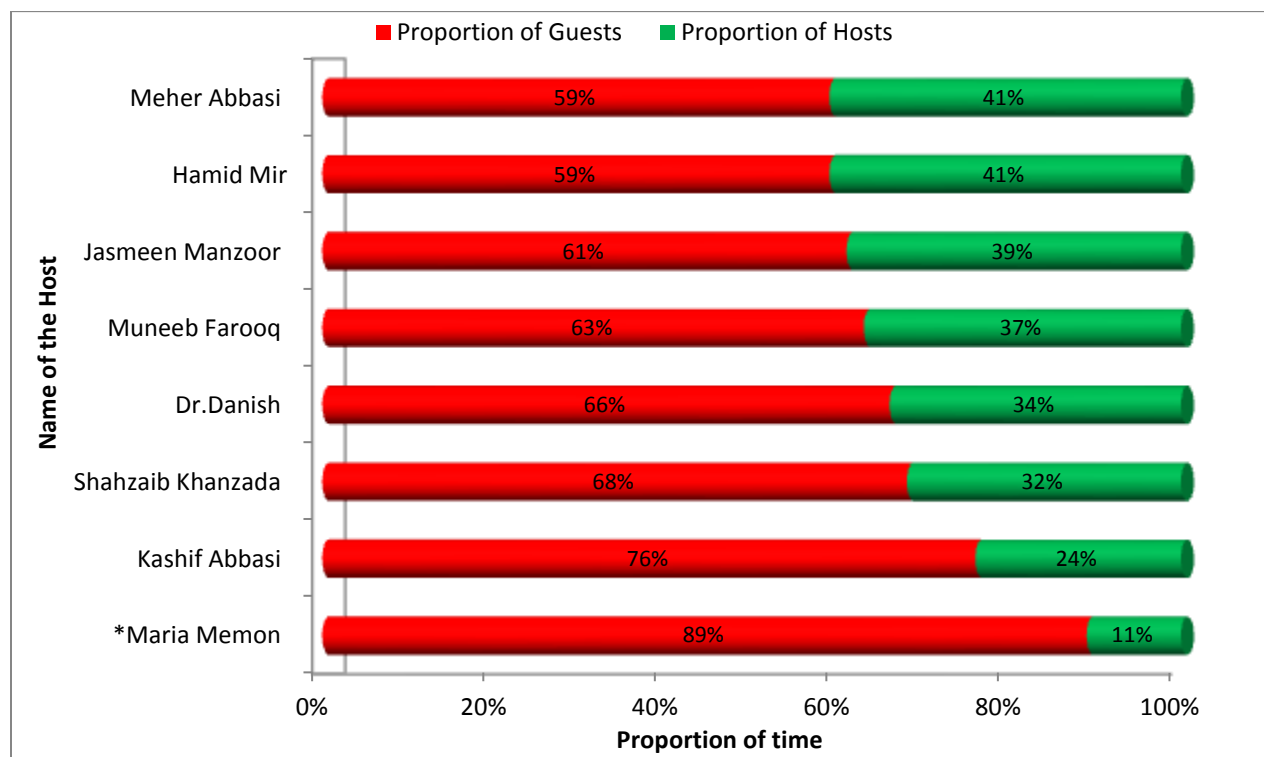
Figure 7: Time distribution between guests and hosts





Does the distribution vary by Host?

Figure 8: Time distribution by hosts



* Program format is different from the other monitored program.

Among the hosts, **Hamid Mir** and **Meher Abbasi** took little more time to speak than other hosts. On average they took **41% (each)** of his program duration to speak. **Jasmeen Manzoor** took **39%** of total program duration followed by **Muneeb Farooq** with **37%**.

Although the figure is showing that Maria Memon is the most time giving host but her program format is different from the other programs therefore we can say that **Kashif Abbasi** is the most time giving host with **76%** of his program's duration given to the guests followed by **Shahzaib Khanzada** with **68%** and **Dr. Danish (66%)**.



Content Analysis of Television Talk Shows

Does the distribution vary by Gender of Host?

Figure 9: Time distribution by hosts - Male

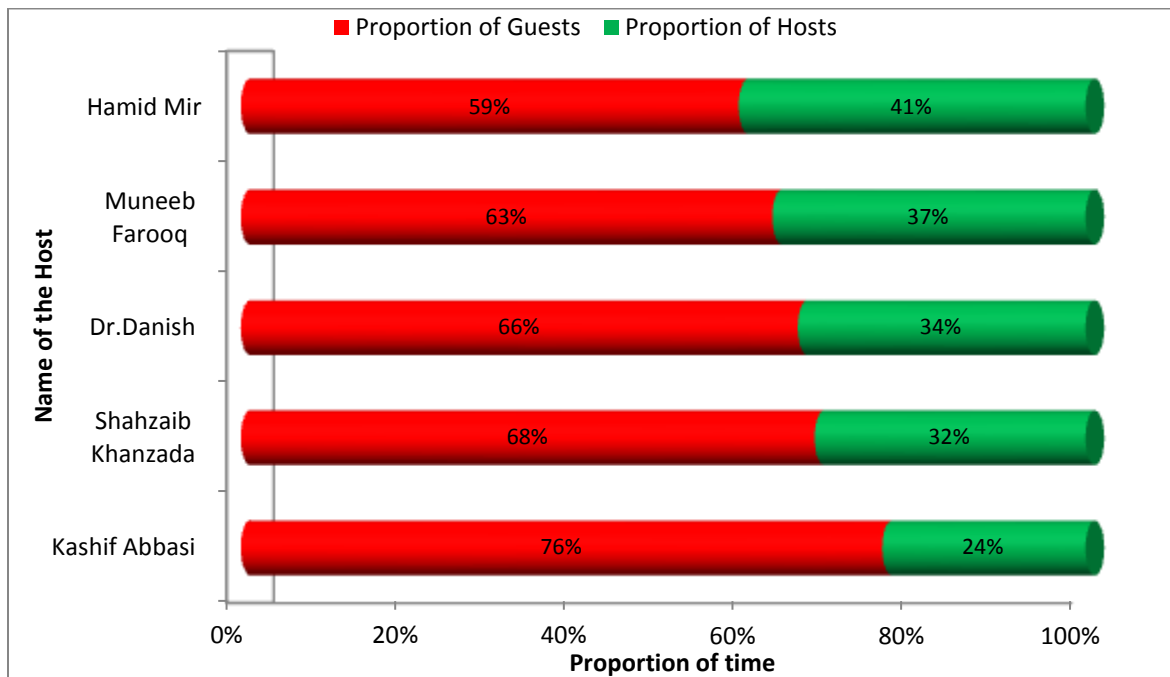
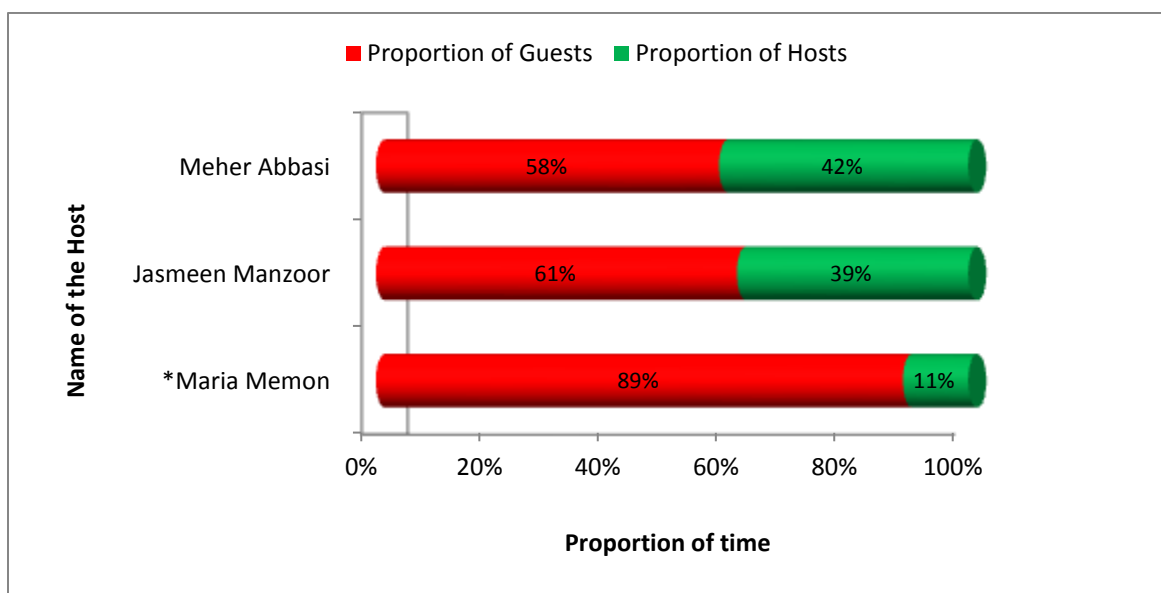


Figure 10: Time distribution by hosts - Female



Exploring time distribution of talk shows between host and guests by gender of host showed that there is no significant difference among male and female hosts about time distribution



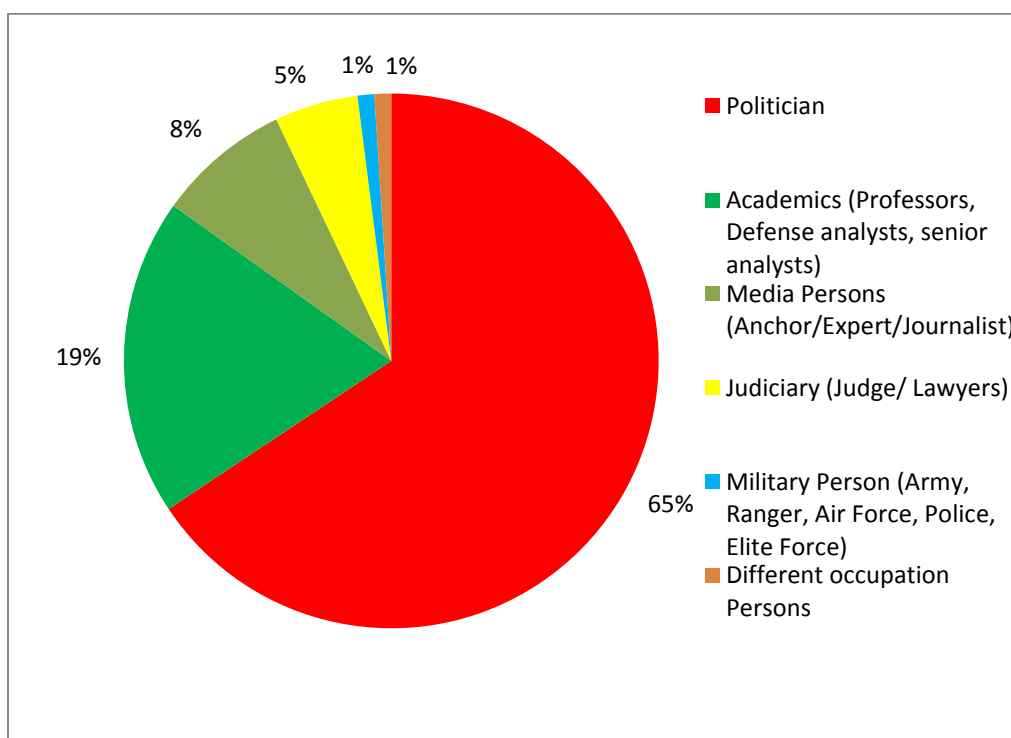
Content Analysis of Television Talk Shows

between host and guests. Keeping the different formats of shows in mind, Maria Memon in ***Mere Mutabiq*** actively participated in the programs as he just took 11% of his program time for participation by guest speakers.

B. DISTRIBUTION BETWEEN THE GUESTS:

The total time shared by **guest speakers** was **2190 minutes** during 83 episodes of August 2014. Among the Guests, time share between politicians and other analysts was as follows:

Figure 11: Time distribution by guests' type



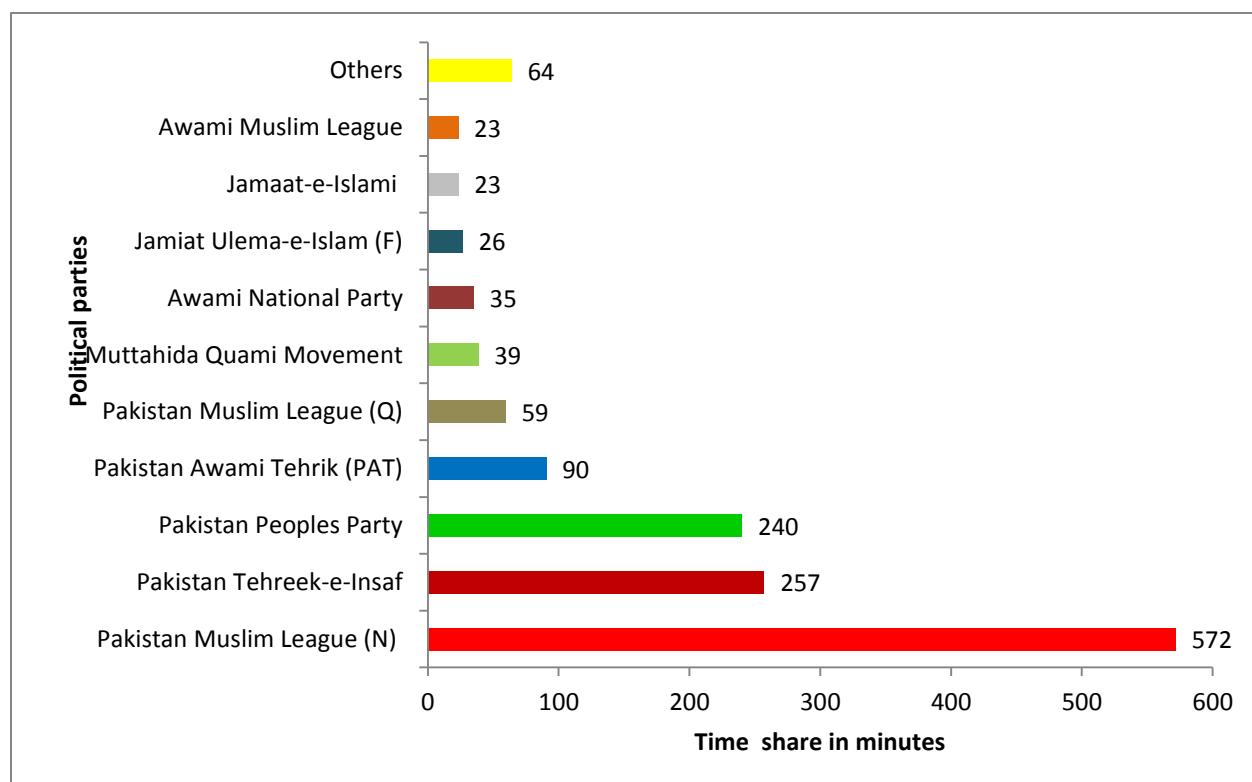
The total time grabbed by Politicians was 1428 minutes which makes their total participation in talk shows' time of 65%. The Academics (Professors, Defense analysts, senior analysts) followed with 19% share in the total air time allocated to guests.



C. DISTRIBUTION BETWEEN POLITICAL PARTIES:

The **politicians' airtime** for talk shows was **1428 minutes**. Within politicians, share of time by different parties was as follows:

Figure 12: Time distribution by political parties³



The top 3 political parties whose representatives took the major chunk of 75% of the total air time allocated to politicians were PML-N, PTI and PPP. The highest share was of PML-N which being the ruling party dominated most of the discussions during the study period.

³PPPP: Pakistan Peoples Party Parliamentarians
PML-N: Pakistan Muslim League (Nawaz)
MQM: Muttahida 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)



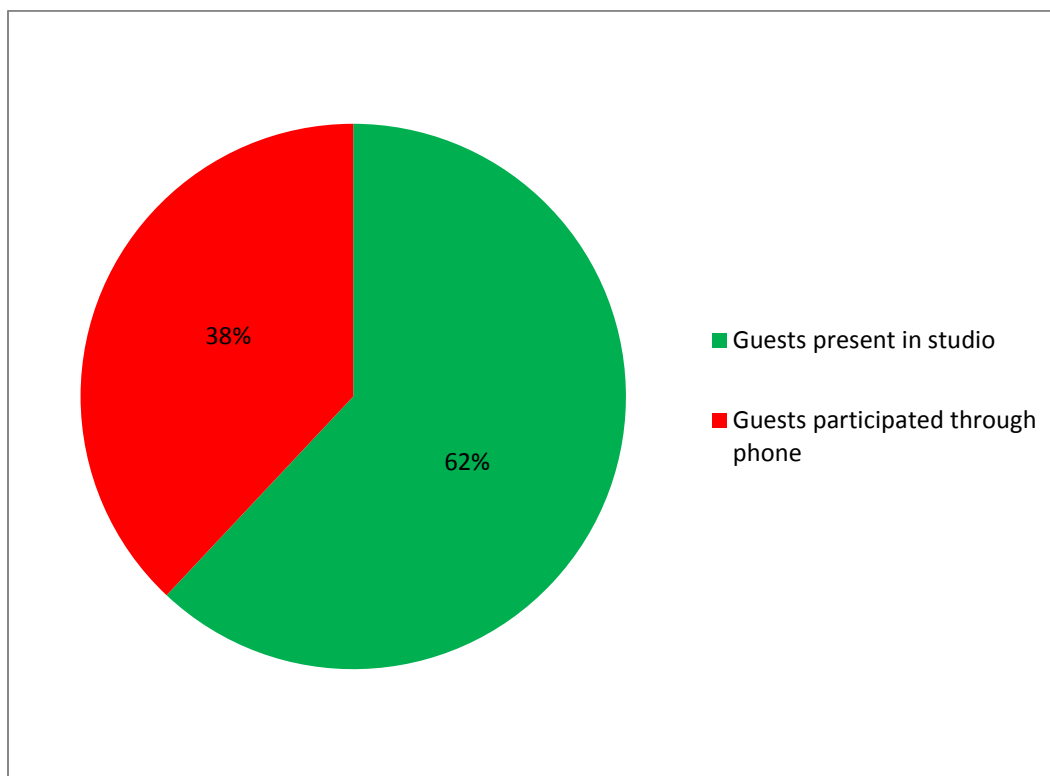
SECTION 4:
HOW WAS THE PROGRAM CONDUCTED?



HOW DID THE HOST CONDUCT THE PROGRAM?

A. MODE OF GUEST APPEARANCE IN THE PROGRAM:

Figure 13: Mode of Guest Participation



During the month of August, there was a mixture of mode of appearances of guests on TV talk shows. The majority which constitutes 62% of the total were guests who were present in the studio during the talk show. The remaining 38% were guests who contributed to the discussion via phone/videophone conversations.



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

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

	All Talk Shows		Was Host Biased?			
			Yes		No	
	Count	Column N %	Count	Row N %	Count	Row N %
All Talk Shows Host	83	100	18	22%	65	78%
Jasmeen Manzoor	17	20%	4	24%	13	76%
Kashif Abbasi	7	8%	3	43%	4	57%
Maria Memon	6	7%	0	0%	6	100%
Meher Abbasi	10	12%	0	0%	10	100%
Muneeb Farooq	9	11%	0	0%	9	100%
Shahzaib Khanzada	7	8%	0	0%	7	100%
Dr.Danish	5	6%	4	80%	1	20%
Hamid Mir	22	27%	7	32%	15	68%

Although overall shows run with very little bias with only 22% hosts showing some form of inclination towards a topic, participant or political party. There seemed some kind of biasness towards specific political parties in the shows hosted by Hamid Mir.



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

Table 3: Characteristic of hosts (Trying to reconcile)

	All Talk Shows		Did the Host try to Reconcile?					
			Yes, He/She did when needed		No, He/She didn't even when needed		There was peaceful discussion	
	Count	Column N %	Count	Row N %	Count	Row N %	Count	Row N %
All Talk Shows Host	83	100	11	13%	19	23%	53	64%
Jasmeen Manzoor	17	20%	5	29%	4	24%	8	47%
Kashif Abbasi	7	8%	1	14%	3	43%	3	43%
Maria Memon	6	7%	0	0%	0	0%	6	100%
Meher Abbasi	10	12%	1	10%	4	40%	5	50%
Muneeb Farooq	9	11%	2	22%	1	11%	6	67%
Shahzaib Khanzada	7	8%	2	29%	3	43%	2	29%
Dr.Danish	5	6%	0	0%	0	0%	5	100%
Hamid Mir	22	27%	0	0%	4	18%	18	82%

Almost two third of the monitored programs in the month of August had peaceful discussions (64%) 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)**

	All Talk Shows		Did the Host Conclude?			
			Yes		No	
	Count	Column N %	Count	Row N %	Count	Row N %
All Talk Shows Host	83	100	43	52%	40	48%
Jasmeen Manzoor	17	20%	5	29%	12	71%
Kashif Abbasi	7	8%	1	14%	6	86%
Maria Memon	6	7%	3	50%	3	50%
Meher Abbasi	10	12%	5	50%	5	50%
Muneeb Farooq	9	11%	5	56%	4	44%
Shahzaib Khanzada	7	8%	1	14%	6	86%
Dr.Danish	5	6%	5	100%	0	0%
Hamid Mir	22	27%	18	82%	4	18%

The way the hosts wrapped up their shows were almost equally divided between those with conclusions and without conclusions. 52% did summarize the discussion while 48% concluded the show very abruptly. Only Dr. Danish conducting the show Meray Mutabiq gave summary and concluding remarks in every one of his shows.



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.



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.**



Contact Details:

Ms. Saima Adnan

Deputy General Manager

Customized Research Division

GallupPakistanKarachi

saima.adnan@gallup.com.pk

Karachi:+92 213 4537569

Lahore:+92 423 5916635

Islamabad:+92 51 2655630

Fax:+92 51 2655632

Email: isb@gallup.com.pk

Disclaimer: GallupPakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as GallupPakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by GallupPakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com