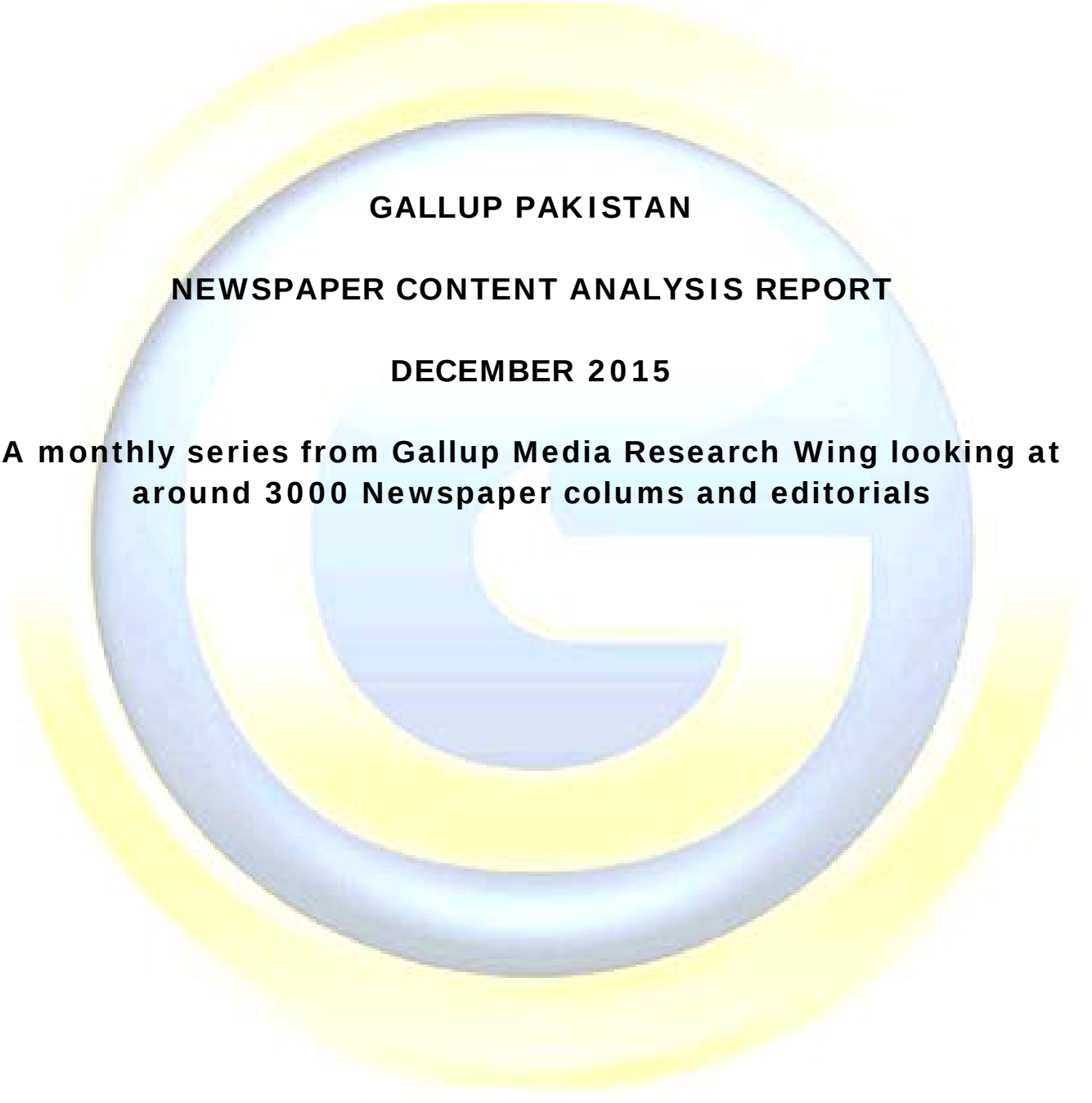




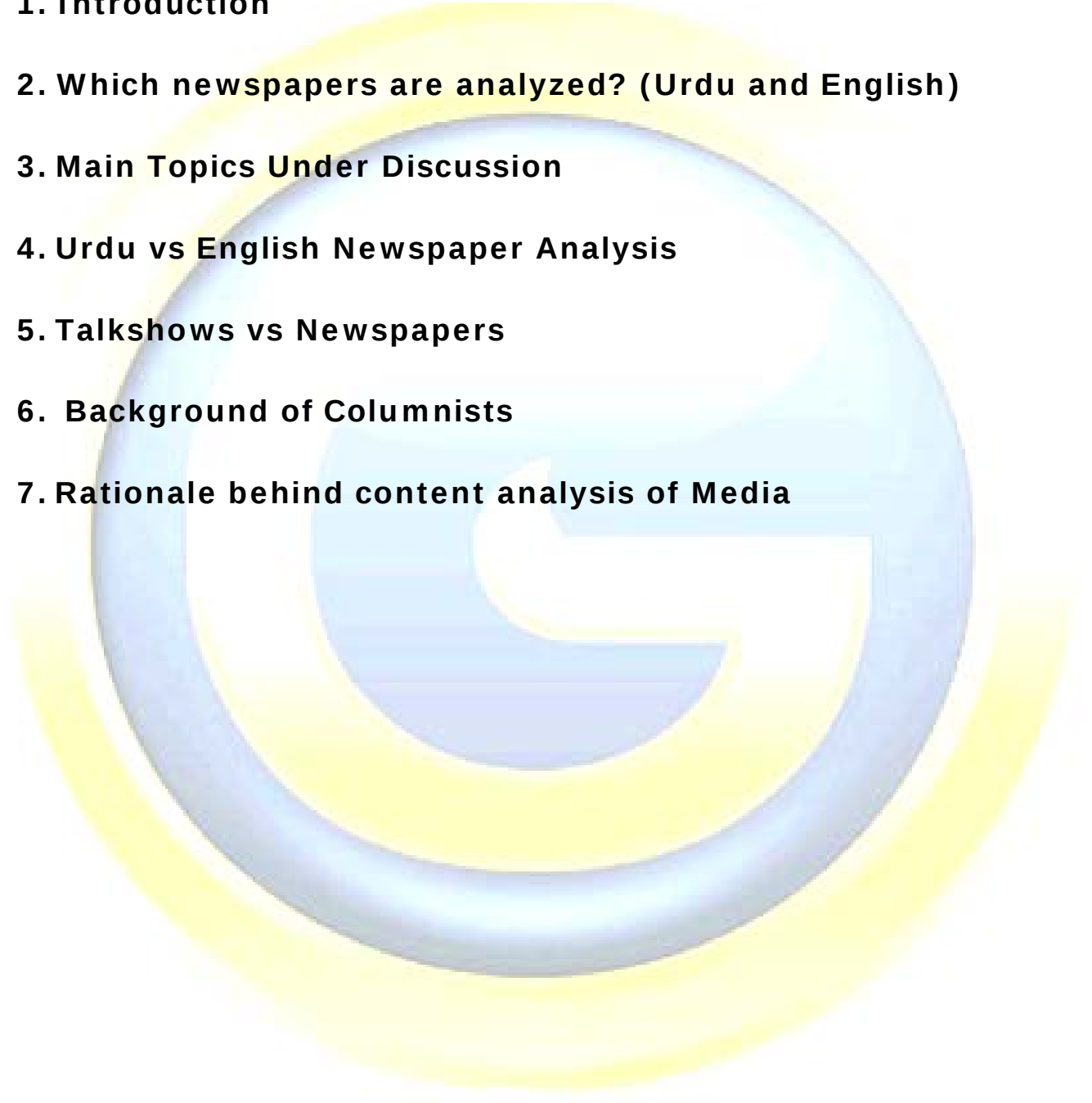
GALLUP PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

DECEMBER 2015

**A monthly series from Gallup Media Research Wing looking at
around 3000 Newspaper columns and editorials**

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NEWSPAPER

Columns during December 2015

In the 12 English and Urdu newspapers analyzed during December 2015, 'Security' was the main issue under discussion (23%) in opinion articles/ columns. GALLUP Pakistan

Islamabad, March 22, 2016

1. 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 December 2015.

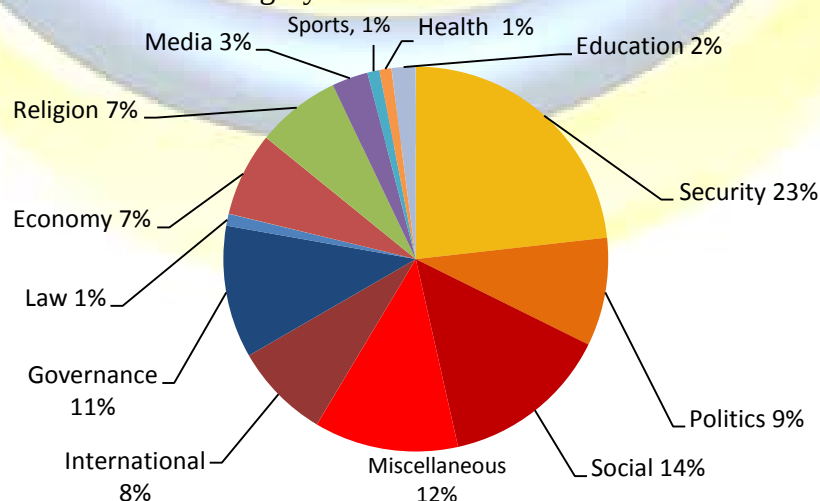
Content analysis of 12 national newspapers consisting of a total of 2957 opinion articles/columns written by various columnists was conducted for December 2015. This is part of Gallup Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national issues. 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/>.

2. Which newspapers are analyzed?

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

3. Main Topics under discussion : Security takes the Lead

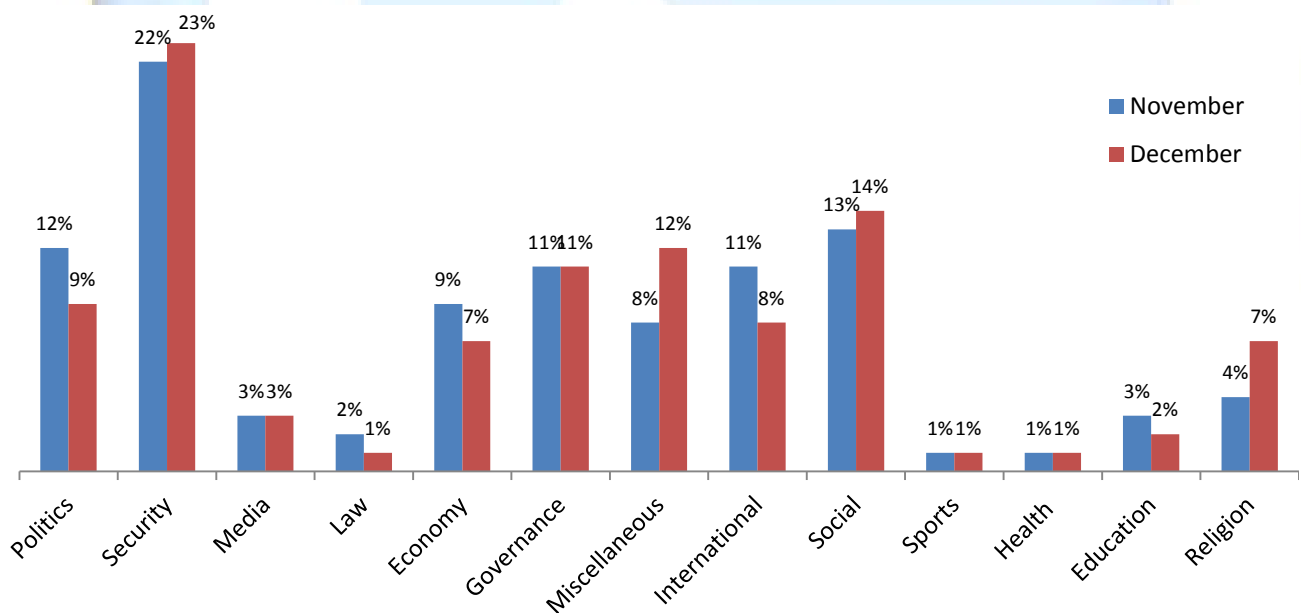
The topics discussed in these opinion articles/columns were categorized into 13 broad themes: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security,' 'Social', 'International', 'Sports', 'Health', 'Religion', 'Education' and 'Miscellaneous'. Issues that were discussed less frequently have been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



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

23% of the total opinion articles/columns belonged to the ‘Security’ category which remained the most discussed topic in these 12 newspapers in December, in line with the trend that had been prevailing since August. Security was followed by ‘Social’, which accounted for **14%** of total opinion articles/columns. Less frequently discussed topics were compiled under the category of ‘Miscellaneous’ and collectively constituted **12%** of total opinion articles/columns. ‘Governance’ was at a standing of **11%**, followed by ‘Politics’ at **9%**. Articles related to the news or the activities of foreign countries were categorized as ‘International’ (**8%**). ‘Religion’ and ‘Economy’ were both discussed in these texts equally (**7%** each). ‘Media’ contributed a share of **3%** to the total, followed by ‘Education’ that was represented at **2%**. Write-ups on ‘Health’, ‘Sports’ and ‘Law’ were relatively rare at **1%** each.

Under Security, some popular topics included the presence of Rangers in Karachi, the lessons learnt from the terrorist attack in Peshawar in December 2014 and Pakistan’s relationship with other countries, especially India and Afghanistan. Inspirational/ didactic pieces on renowned figures and books, anecdotes from the past and poetry embedded with morals, patriotic pieces, various serious social debates and humanitarian issues were classified under the ‘Social’ category. There was a continued interest in climate issues, probably due to the awareness created by the recently held Paris Climate Change Conference. This category also encompassed discussions on art and culture as well as ethical issues/crimes like smuggling. There were also a multitude of articles written on Quaid-e-Azam, his ideology and personality as well as on Christmas, especially close to December 25th. The historical dynamics of Pakistan’s relationship with Bangladesh were also especially explored through the domains of ‘Security’, ‘Governance’ and ‘Social’.



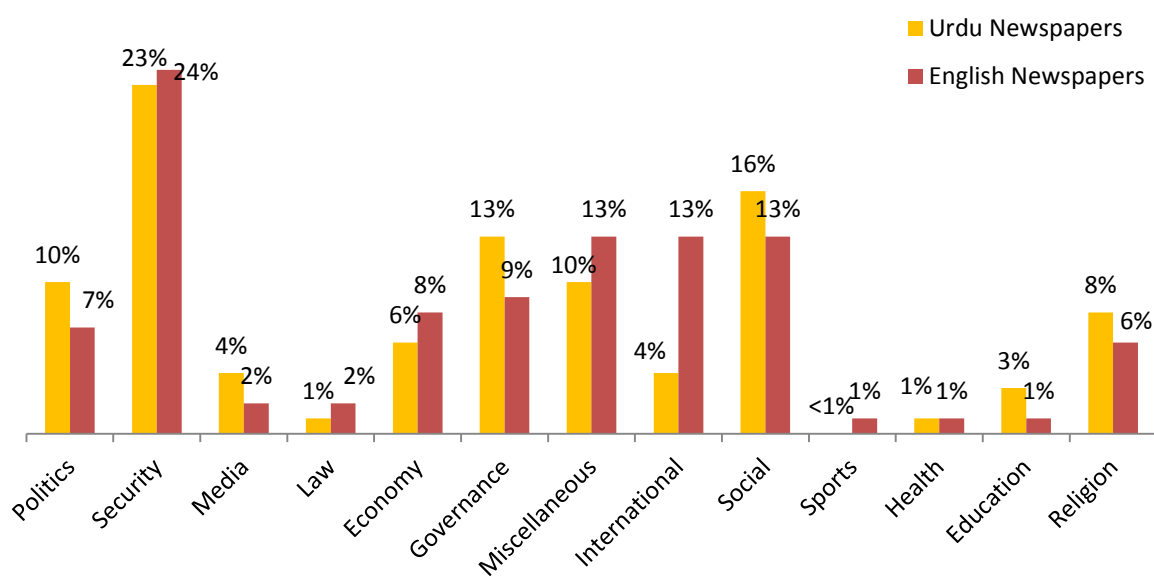
Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

4. Urdu versus English Newspapers: Security Concerns Remain Dominant within Both

Out of a total of **1638** opinion articles/columns that were written in Urdu newspapers in the month of December, the majority were on topics falling under the banner of ‘Security’ (**23%**), followed by **16%** on ‘Social’ Issues. This was in line with the trend in October and November. ‘Governance’ followed ‘Social’ at **13%**, which was in turn succeeded by ‘Politics’ at **10%** and ‘Religion’ at **8%**. Another chunk of columns discussed matters of ‘Economy’ (**6%**). Issues of ‘International’

importance, or relating to the global landscape constituted a share of **4%**, as did textual discussions on the ‘Media’ (**4%**). Urdu writers highlighted ‘Education’ **3%** of the time, while ‘Law’ and ‘Health’ were generally relegated to the sidelines at **1%**. ‘Sports’ was negligibly discussed in Urdu write-ups at **<1%**. The pattern of topic wise representation showed more change between November and December as compared to between October and November. In addition to an altered ranking, apart from ‘Security’ and ‘Social’ that continue to dominate, there have been some small shifts in representation, with the largest being an increase in the share of ‘Security’ by 5%. Other shifts include decreases in the shares of ‘International’ and ‘Politics’ by 4% and an increase in the share of ‘Religion’ by 3%.

Out of a total of **1319** opinion articles/ columns written in English in December, **24%** were on ‘Security’ related concerns, the leading category, followed by ‘Social’, ‘International’ and ‘Miscellaneous’ at **13%** each. Matters relating to ‘Governance’ were next in popularity at **9%**, closely succeeded by ‘Economy’ at **8%**, ‘Politics’ at **7%** and ‘Religion’ at **6%**. ‘Media’ and ‘Law’ were less frequently written on at **2%** each while ‘Health’, ‘Sports’ and ‘Education’ received relatively negligible attention at **1 %** each. The trend for English newspapers in December exhibited greater shifts between November and December, in comparison to their Urdu counterparts. The maximum change in proportion was illustrated by the ‘Miscellaneous’ category, whose share rose by 7%; other relatively large shifts were decreases of 4% in the areas of ‘Politics’ and ‘International.’



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

5. Talk Shows vs. Newspapers

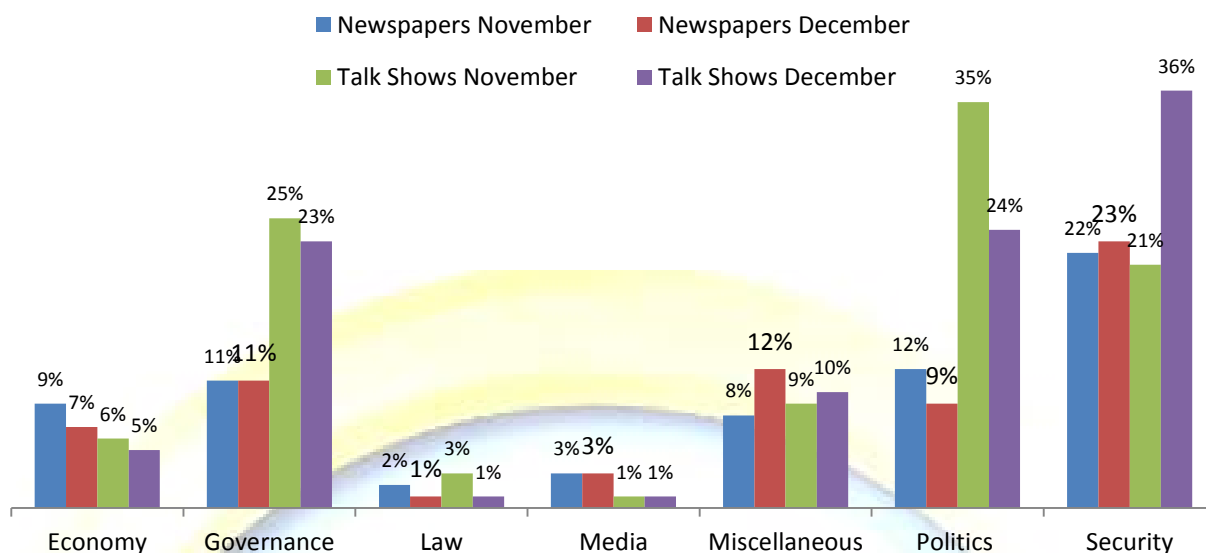
Gallup Pakistan conducts a similar analysis for the top 8 talk shows aired on various TV channels. For this reason, a comparison of the trends occurring in the two mediums of mass communication is highlighted in this report. In the month of December, Security led the debates at 36%. In second place, 24% of the total time in talk shows was dedicated to discussing politics in Pakistan, followed by matters pertaining to Governance that constituted 23% of overall airtime. Miscellaneous issues formed the fourth most frequently discussed topic at 10%, succeeded by economic discussions at 5%. Subjects

connected to the law and media were most neglected with a small representation of 1% of the topics discussed.

Few salient trends:

- **Politics** formed 9% of discussion in newspapers, a figure that is much lower than the airtime it constituted on talk shows (24%). The gap between newspapers and talk shows where political debates were concerned had been considerably narrow in September. However, the difference had become quite overwhelming in October at 35%. This gap was reduced to 23% in November and 15% in December but is still quite wide.
- **Security** remained the most significant subject in newspaper articles (23%), and had a much higher share of 36% in talk shows during December. The gap between the two media channels in terms of representation of security concerns has significantly widened in December.
- Newspapers emphasized economic issues more than talk shows, 7% of opinion articles/columns talked about the **Economy**, while 5% of talk show airtime highlighted these concerns. The difference between the two media channels was reduced between November and December.
- The importance accorded to **Governance** had fallen between September and October from 28% to 15%. However, its significance increased again in November (25%) after which it slightly decreased to 23% in December. The representation of this category remained the same for newspapers (11% in November and December). This meant the divergence between talk shows and newspapers in terms of governance related discussions decreased in comparison to November.
- The representation of **Law** decreased slightly within newspaper articles from 2% in November to 1% in December as well as within talk shows (3% in November, 1% in December).
- There was a small rise in the discussion of **Miscellaneous** issues within newspapers (8% in November to 12% in December). Airtime devoted to this area on talk shows was slightly lower at 10%.
- **Media** constituted a share of 1% in talk shows and 3% in 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.



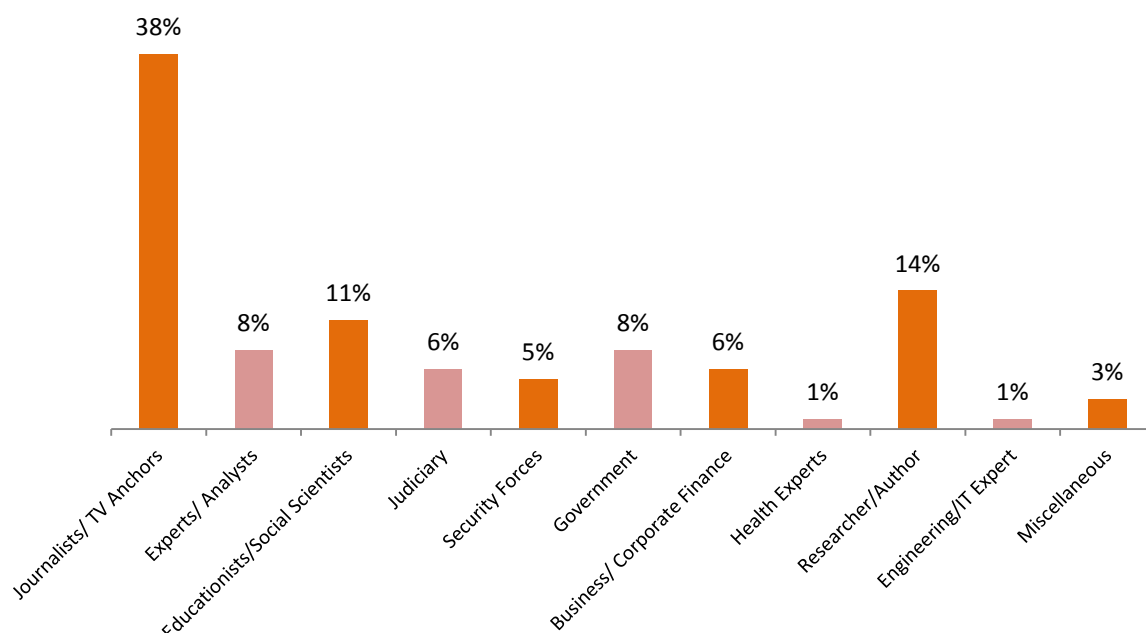
Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

For more details on the talk show analysis, visit

<http://gallup.com.pk/polls/gallup-pakistan-media-research/tv-talk-shows-analysis/>

6. Background of Columnists: Professional Columnists Take Lead in English Papers

An analysis of the columnists' background and profession was conducted for **829 English articles** to determine a relationship between the types of topics discussed and 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 **38%** of the total columns in these English newspapers. This was followed by researchers/authors at **14 %** and educationists/social scientists at **11%**. Experts/ analysts in the fields of defense/economics/ international relations and government representatives had an equal share at **8%** each. People from the business/ corporate/ finance domains as well as those from the judiciary wrote **6%** of the articles each. Security forces had a representation of **5%**, people from miscellaneous professions penned **3%** of the overall columns whilst health experts and engineering/IT experts had the lowest shares at **1%** each.



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

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.

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 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 November 2015. This data was

obtained after reviewing 3035 articles, spread over 12 newspapers (mentioned in the third paragraph of this press release).

If for any reason you wish to unsubscribe please send an email to misha.raza@gallup.com.pk

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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