

TELEVISION

Talk Shows During December 2015

In the 8 Talk Shows analyzed during December 2015, PPP had the most airtime representation (26%); only 10% of guests invited to talk shows were women; 'Security' was the main topic under discussion (36%); and majority of the guests were politicians (67%). GALLUP Pakistan

Islamabad, March 07, 2016

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Security' was the main topic under discussion (36%) in the analyzed talk shows, while majority of the guests were politicians (67%) and PPP was the political party with the most airtime representation (26%). The duration of the analysis is December 2015.

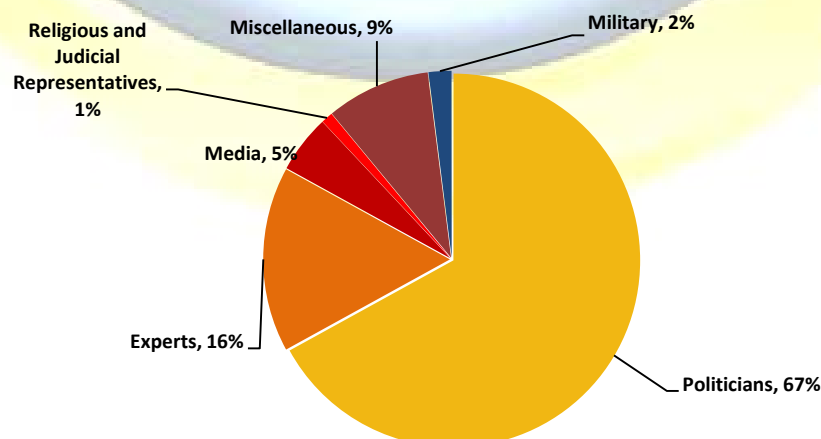
Content analysis of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) consisting of a total of 128 episodes aired on different cable television networks was conducted for December 2015. 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: 4 Guests per Episode

On average 4 guests appeared per episode for each show. While some guests were frequently invited on different talk shows, overall there were 112 unique guests out of a total of 417 guests in the 128 episodes analyzed. The figure of repeat appearances by same guests signifies the limited availability and rudimentary capacity of talk shows in attracting fresh faces. Though this also underlines the limited nature of fresh ideas on this media channel, the increase in the average number of guests from 3 to 4 for the first time in 2015 implies that talk shows may be trying to increase the diversity of opinion that is aired. The number of new faces on these talk shows in December was 44.

Background of Guests Invited: Politicians Continue to Dominate

Furthermore, majority of the guests were Politicians (67%), followed by academics (including professors), defense analysts and senior analysts at 16%. 9% of guests were from miscellaneous occupational categories such as art, cricket, civil society and bureaucracy while 5 % of the total was constituted by Media personnel (anchors, experts, journalists). Guests from the military: army rangers, air force, police and elite forces formed 2% of the total while religious and judicial representatives came last at a standing of 1%.



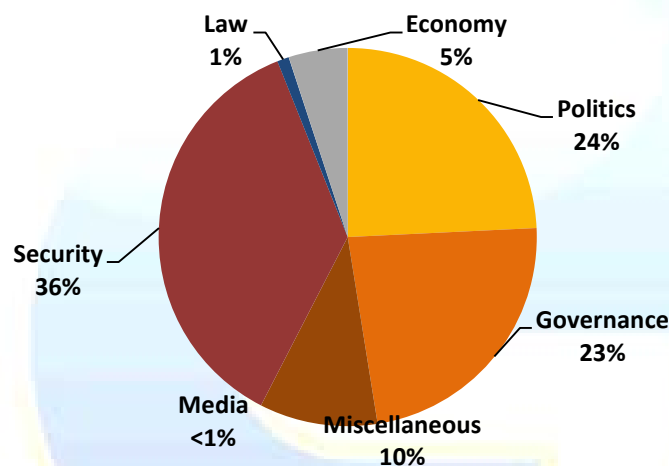
Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

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

In December, the maximum representation amongst political parties was from Pakistan People's Party (26%), followed closely by Pakistan Muslim League Nawaz (PML-N) and the Pakistan Tehreek-e-Insaf at 24 % each. The Muttahida Qaumi Movement (MQM) was in fourth place with a representation of 16%, with the Jamat-e-Islami and other parties constituting the remaining portion of airtime.

Most Discussed Topic in Talk Shows: Security

In the month of December, Security surpassed Politics as the most popular subject of conversation on talk shows. 36% of total airtime in talk shows was dedicated to debating the situation of security in Pakistan. Political issues were next and formed 24% of total discussions, and were closely followed by Governance, which was talked about 23% of the time. Miscellaneous topics constituted the next most significant share at 10%, followed by discussions on economic matters (5%). Discussions on the Law were rare at 1% while the media was almost totally ignored at <1%.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Topic Under Security: Karachi Operation/Presence of Rangers in Karachi

Within Security, an overwhelming portion of talk time constituted debates on the sensitive situation in Karachi, the continued presence of Rangers, and the impact of the Karachi Operation. This along with some scattered discussion on the National Action Plan and other military issues constituted an overwhelming 72% of talk time under the banner of Security. Pakistan's relations with the neighbouring India and Afghanistan were accorded the second highest share (16%). Since this month marked a year since the terrorist attack on the Army Public School in Peshawar, there was considerable discussion on this topic as well (9%).

Most Discussed Topics Under Politics: Debates on elections/ Election Results & Rigging

Debates on the various constituencies, local elections, election results, the Election Commission and rigging were recurrent, forming 38% of total airtime under politics. General political issues and the dynamics of the relationships between and amongst the four main parties: PML-N, PTI, PPP and MQM were discussed 20% of the time. The rest of the airtime under politics was devoted to party-specific politics, with the PTI and its leader, Imran Khan talked about the most at 15% of the time.

Most Discussed Topic Under Governance: Governance in Sindh/ General Governance/ Corruption

Governance was the third most frequently discussed domain. General issues related to governance and corruption occupied 28% of the air time on this area. Another 28% was constituted by specific issues in Sindh, with a focus on the Sindh Apex Committee and its discussions on the situation in Karachi. The case of Dr. Asim and his implications in corruption formed the second highest share at 23%, followed by Nawaz Shareef who was talked about 11% of the time. The problem of the prevailing VIP culture in Pakistan was also accorded importance following the death of an ailing infant due to Bilawal Bhutto's security protocol (8%).

A large proportion of talk time under the wider banner of Miscellaneous was devoted to the general conditions and progress of Pakistan (52%). This was followed by airtime dedicated to the Pakistan Super League specifically and cricket generally (26%). General issues that did not fit into other categories as well as interviews of key personnel formed the remaining 22% of total miscellaneous airtime.

The main topic debated within the category of the Economy was the economic relationship between Pakistan and China (46%), with an emphasis on the CPEC (China Pakistan Economic Corridor). This was followed by talk time on taxes as well as the privatization of the PIA, which together constituted 31% of the total airtime devoted to the Economy. Discussions under the umbrella of Law were quite general in nature, while the Media was almost absent from the picture.

Commentary by Gallup Pakistan Media Research Consultancy Team:

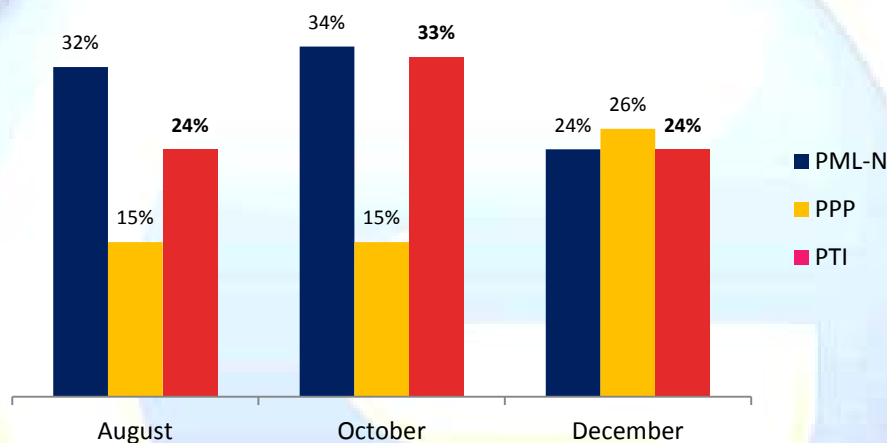
The analysis of talk shows during December portrays how politics has fallen in terms of its influence over the media landscape. Politics had been the most dominant domain over the past months, with the exception of September, in which political discussions (21%) had fallen below security and governance related debates (29% and 28% respectively). In December, politics had been overtaken by security, which had the lion's share of the representation at 36%, as concerns increase over the security situation in Karachi. Governance had also shown a steady increase in its share since August (11% in August, 15% in October, and 23% in December).

This pattern is welcome in terms of endeavours to improve peace as well as the transparency of the authorities but it is also alarming considering the poor representation of economy, 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 Security. 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 has illustrated some improvement in talk shows aired during December 2015. Data reveals that though gender-wise representation of guests was still quite skewed in these leading talk shows, there has been a slight rise in the representation of females in December. 90% of the guests invited were males while 10% were females. Though there is obvious gender bias, this is the highest representation that females have received in 2015. The representation for females had temporarily risen to 9% in July and November, but had otherwise remained quite low in the other months (6% in September, 7% in October). The generally low representation of females on talk shows can also be due to the lesser participation of women in the political sphere in general.

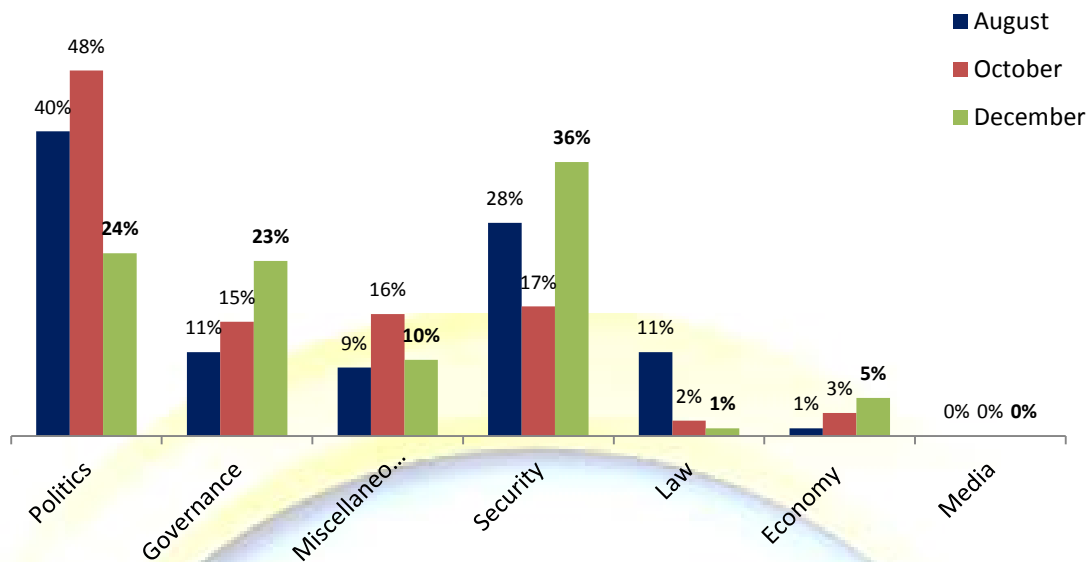
This study is part of a longer project hence a comparison of current trends with past ones is helpful in detecting new developments. Comparison of participation of political parties in talk shows reveals that PML-N, PTI and PPP were once again the three parties with the highest representation in talk shows during December, with the PPP leading at 26%, followed closely by the PML-N and PTI at 24% each. The PPP was stable in terms of its representation between August and October (15%) but has exhibited a sharp increase to 26% in December. The PML-N has shown a gradual decrease in representation over the past few months, initially rising from 32% to 34% between August and October, but falling from 34% to 24% between October and December. The PTI has stabilized in its share of airtime between August and December (24%), although its share had risen from 24% to 33% between August and October.

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.



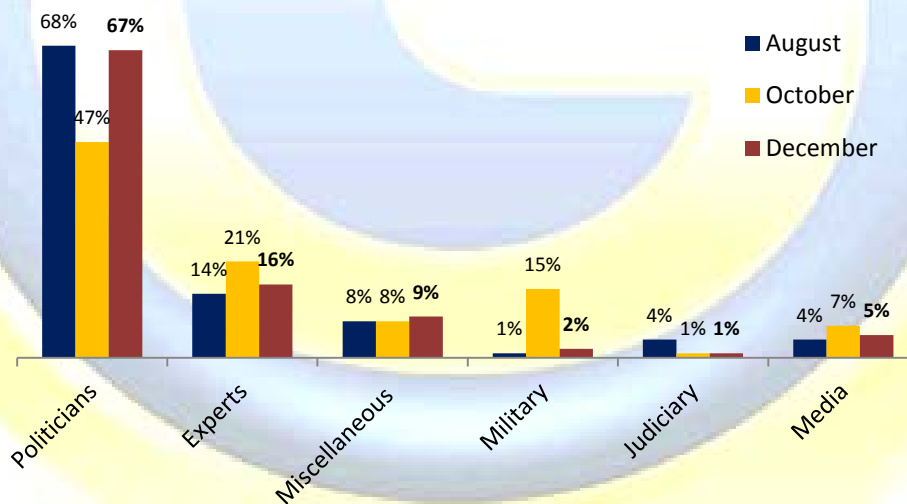
Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

A topic-wise comparison between the August, October and December 2015 Analysis reveals that relative to other topics, talk shows accord the greatest significance to Politics, Security and Governance, even though the ranking amongst these three may fluctuate from time to time. This may also be due to how these three domains are often interlinked to each other and it may not always be possible to clearly demarcate the boundaries. The steady rise in share exhibited by Governance implies that there has been increased emphasis on the need to eradicate incompetent and dishonest authorities. This month, the shift in attention from Politics to not only Security but also Governance may also be attributed to the involvement and decisions of the state in the military activities underway. Economy, Law and Media continue to be 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 promising trend for the future of this nation. However, the representation of Law has fallen considerably, a phenomenon that needs special attention if justice is to be served effectively. Discussions on the media are also almost absent from the scene, a phenomenon 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

A comparison of the background of guests between August, October and December illustrates that politicians dominate the scene, with them acquiring the highest representation in all three months (August 68%, October 47%, December 67%). They have a share greater than 2/3rds of the total in both August and December, with the share falling a little below half in October, when the share of the military and experts from various fields rose. The shares for the rest of the professions have remained relatively stable, showing an increase or decrease of only a few points over these months.



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 December 2015. This data was obtained after reviewing over 77 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 128 episodes.

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.

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

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

For any queries please contact:

Ms. Misha Raza
Research Executive

Phone: +92-51-2655630
E-mail: misha.raza@gallup.com.pk

