

TELEVISION

Talk Shows During January 2016

In the 8 Talk Shows analyzed during January 2016, PML-N had the most airtime representation (30%); only 7% of guests invited to talk shows were women; 'Security' was the main topic under discussion (41%); and majority of the guests were politicians (73%). GALLUP Pakistan

Islamabad, April 20, 2016

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Security' was the main topic under discussion (41%) in the analyzed talk shows, while majority of the guests were politicians (73%) and PML-N was the political party with the most airtime representation (30%). The duration of the analysis is January 2016.

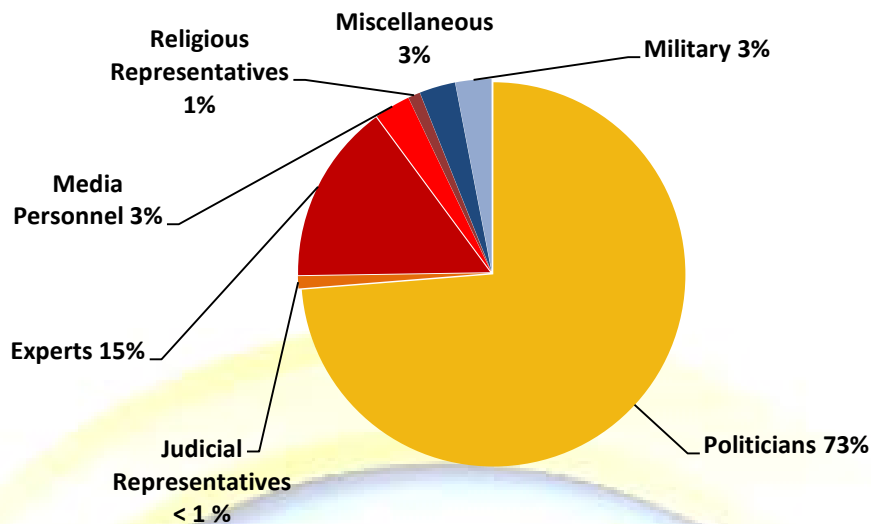
Content analysis of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) consisting of a total of 115 episodes aired on different cable television networks was conducted for January 2016. 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 107 unique guests out of a total of 347 guests in the 115 episodes analyzed. The figure of repeat appearances by same guests signifies the limited availability and rudimentary capacity of talk shows in attracting fresh faces. There had been an increase in the average number of guests from 3 to 4 for the first time in December 2015 which implied that talk shows may have been trying to increase the diversity of opinion that is aired. However the number fell back to 3 average guests in January 2016, which underlies the restricted nature of fresh ideas on this media channel. The number of new faces on these talk shows in January was 32.

Background of Guests Invited: Politicians Continue to Dominate

Furthermore, majority of the guests were Politicians (73%), followed by academics (including professors), defense analysts and senior analysts at 15%. 3% of guests were from miscellaneous occupational categories such as art, cricket, civil society and bureaucracy; another 3 % of the total was constituted by Media personnel (anchors, experts, journalists). Guests from the military: army rangers, air force, police and elite forces also formed 3% of the total while religious and judicial representatives came last at a standing of 1% and <1% respectively.



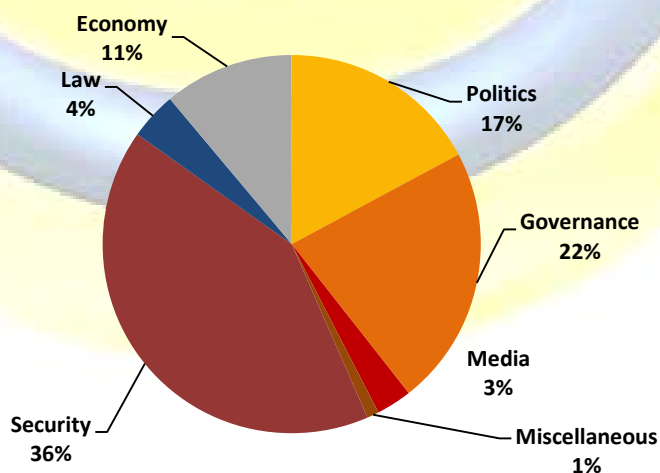
Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Air- time Share of Political Parties: PML-N in the lead

In January, the maximum representation amongst political parties was at 30% from the Pakistan Muslim League (PML-N), followed very closely by the Pakistan Tehreek-e-Insaf (PTI) at 29%. The Pakistan People's Party (PPP) was in third place at 23%, while the Muttahida Qaumi Movement (MQM) occupied fourth place with an airtime of 9%. The PML-Q, ANP and other parties constituted the remaining portion of airtime.

Most Discussed Topic in Talk Shows: Security

In the month of January, Security was the most popular subject of conversation on talk shows. 41% of total airtime in talk shows was dedicated to debating the situation of security in Pakistan. Issues linked to Governance followed at 22%. Political subjects were next and formed 17% of the total, and were followed by Economy, which had the next most significant share at 11%. Law and Media related matters were less significant at 4% and 3% respectively while Miscellaneous issues were mostly neglected and had a share of only 1%.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Topic Under Security: General Security Concerns/ National Action Plan

Within Security, a significant chunk of talk time constituted debates on the general security situation of the country, the role of the National Action Plan and the impact of Zarb-e-Azb (21%). Another 20% of talk time under this category was dedicated to dialogue on foreign relations, especially the role of Pakistan in tackling the sensitive situation that was prevailing between Saudi Arabia and Iran. Our relationship with neighbouring India formed 19% of the total share.

Moreover, the terrorist attack on Bacha Khan University on 20th January spurred great discussion on the safety and security of schools and educational institutes and also brought up topics related to the APS attack of December 2014. These matters were discussed 14% of the time under the banner of Security. The Karachi Operation remained an important topic, with participants of talk shows often engaging in debate over whether a similar operation should be launched in the Punjab (10%). Conversation in the domain of Security also revolved around the possible extension of Raheel Sharif's tenure (8%), the extremist organization, ISIS (6%) and Pak-Afghan relations (5%).

Most Discussed Topic Under Governance: Corruption

Governance was the second most frequently discussed domain. Concerns over widespread corruption were dominant at 41%, followed by matters related to general governance at 27%. Provincial and region specific issues occupied 22% of airtime devoted to Governance while the dynamics of the National Assembly were spoken of 10% of the time.

Most Discussed Topics Under Politics: General Political Matters

Political discussions were mostly general in nature (28%) while another 23% of discourse in this domain revolving around the PPP and its leaders, Bilawal Bhutto and Asif Ali Zardari. Imran Khan and the PTI were spoken of 19% of the time. Conversation on electoral matters took up 16% of the time while PML-N and its party-specific politics were focused on for the remaining airtime (14%).

The main topic debated within the category of the Economy was the economic relationship between Pakistan and China (50%), with an emphasis on the CPEC (China Pakistan Economic Corridor). This was followed by talk time on general economic matters like taxation/health provision/insurance schemes/ transport etc (38%) as well as the privatization of the PIA (13%). Discussions under the umbrella of Law and Media were quite general in nature, while Miscellaneous topics were almost absent from the picture.

Commentary by Gallup Pakistan Media Research Consultancy Team:

The analysis of talk shows during January portrays how politics has fallen in terms of its influence over the media landscape. Politics had been the most dominant domain over most of the past months. However its share had fallen below that of Security and Governance in September and December. In January, Politics had again been overtaken by Security, which had the lion's share of the representation at 41%, due to continued concerns over the security situation in Pakistan. Another major factor was the exchange of ideas on the challenges faced by Pakistan with the emergence of the Saudi-Iran conflict. Governance had also shown an increase in its share since July (16% in July, 15% in October, and 22% in January).

In January 2016, under Security, the NAP, Karachi Operation and other general security matters collectively (31%) have fallen in comparison to airtime in December 2015 (72%) while Pakistan's relationship with India attains even more popularity in talk show discussions. Apprehension of the corruption prevailing in the authorities and governing bodies has increased in terms of conversation on talk shows from 28% in December to 41% in January. The CPEC remains an important topic of debate on this media channel, with a rise of 4% in share of airtime under Economy (46% in December; 50% in January).

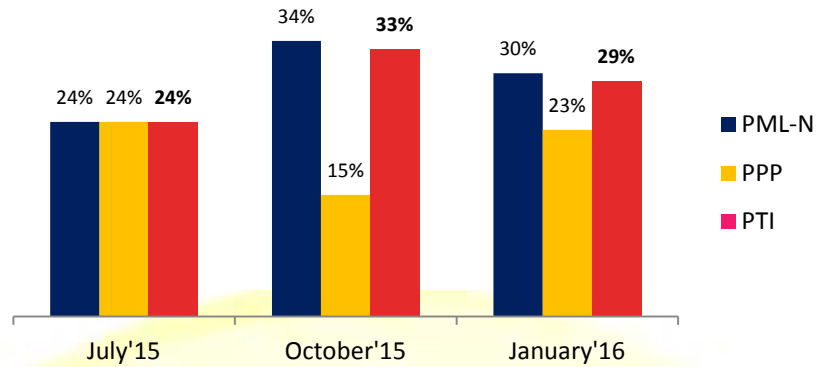
This pattern is welcome in terms of endeavours to improve peace as well as the transparency of the authorities but it is also alarming considering the poor representation of economy, law and media in talk shows. The reduced airtime devoted to politics has not meant a great shift to more intellectual 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 emerged once again in the talk shows of January 2016. Data reveals that gender-wise representation of guests has remained skewed in these leading talk shows. In January, the representation of females was only 7% while the share of males was 93%. There had been a slight rise in the representation of females in December to 10%. The representation for females had also been relatively high at 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.

Trend Analysis

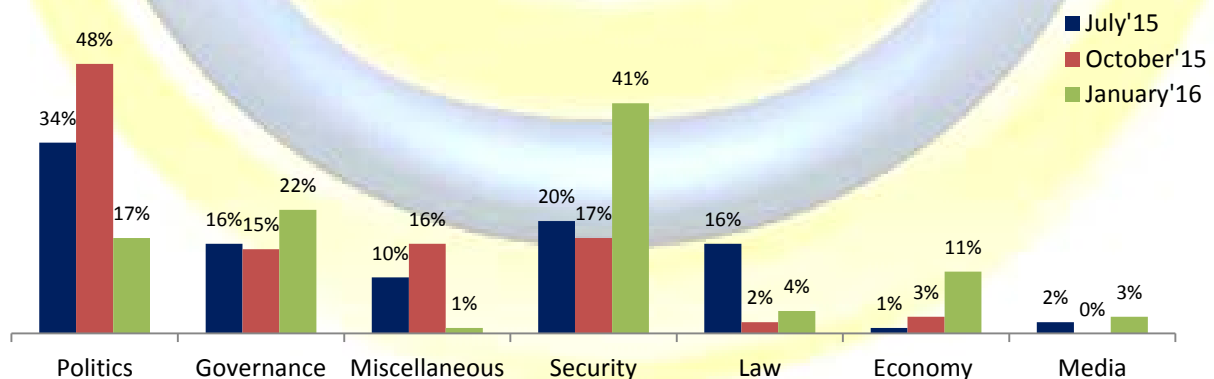
This study is part of a longer project hence a comparison of current trends with past ones is helpful in detecting new developments. Comparison of participation of political parties in talk shows reveals that PML-N, PTI and PPP were once again the three parties with the highest representation in talk shows during January, with the PML-N leading at 30%, followed closely by the PTI at 29%. The PPP is in third place at 23%. The PML-N has shown a gradual decrease in representation over the past six to seven months, initially rising from 24% to 34% between July and October, but falling from 34% to 30% between October and January. The PPP was quite stable in terms of its overall representation between July (24%) and January (23%) but had exhibited a fall to 15% in October. The PTI has on a whole shown an increase in its share of airtime between July (24%) and January (29%), illustrating an even higher share in October (33%).

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 consistently high representation of the same three parties over these months points to limited airtime occupied by other parties.



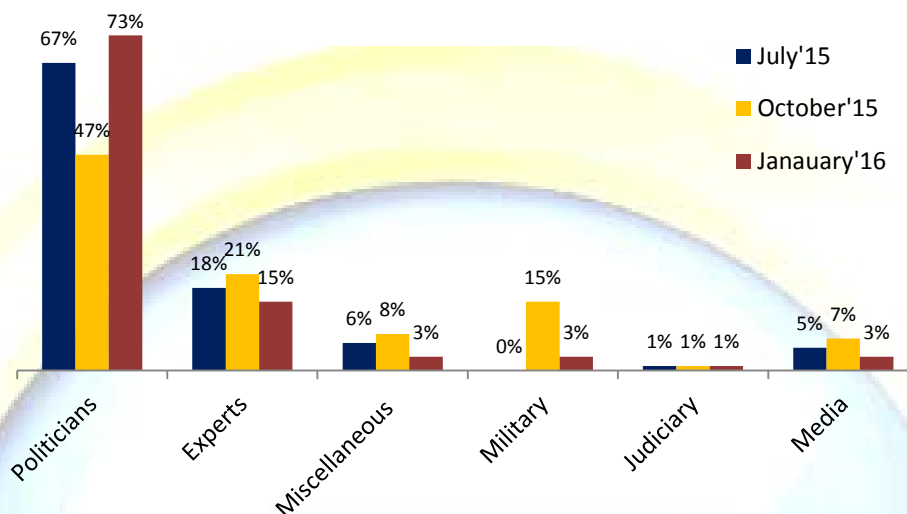
Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy*

A topic-wise comparison between the July 2015, October 2015 and January 2016 Analysis reveals that relative to other topics, talk shows usually 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 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. The increased emphasis on international affairs may also be attributed to reduced discussions on internal political issues. 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 a decent 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 have risen but are still comparatively low, 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 July 2015, October 2015 and January 2016 illustrates that politicians dominate the scene, with them acquiring the highest representation in all three months (July 67%, October 47%, January 73%). They have a share greater than 2/3rds of the total in both July 2015 and January 2016, with their representation falling a little below half in October, when the share of the military and experts from various fields rose. The shares for most of the other 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 January 2016. This data was obtained after reviewing over 69 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 115 episodes.

**Gallup Pakistan conducts TV content analysis on a monthly basis. For a more holistic picture, the trend analysis in this particular Press Release has been done by keeping July 2015, October 2015 and January 2016 in mind; these have been selected on a 2 month interval basis.*

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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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