

TELEVISION

Talk Shows During May 2016

In the 8 Talk Shows analyzed during May 2016, PML-N, PTI and PPP had almost equal representation; only 7% of guests invited to talk shows were women; 'Governance' was the main topic under discussion (58%); and majority of the guests were politicians (62%). GALLUP Pakistan

Islamabad, April 20, 2016

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Governance' was the main topic under discussion (58%) in the analyzed talk shows, while majority of the guests were politicians (62%) and PTI was the political party with the most airtime representation (30%), but PMLN and PPP were close seconds with 28% and 26% respectively. The duration of the analysis is May 2016.

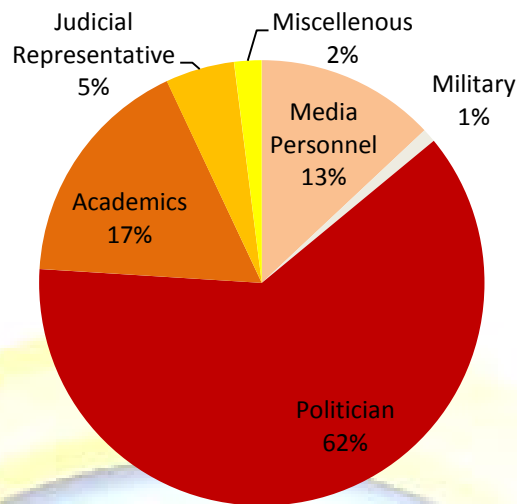
Content analysis of **8** popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) consisting of a total of **118** episodes aired on different cable television networks was conducted for May 2016. 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 **84** unique guests out of a total of **321** guests in the 118 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 no increase in the average number of guests since December, when the average number of guests was **4**, which may imply that talk shows have a hard time attracting diverse opinions. As the number remains at an average of 3 guests in January, March and May 2016, the restricted nature of fresh ideas on this media channel is underlined. The number of new faces on these talk shows in May was only **14** out of the 321 guests invited, which again highlights the lack of innovative and different opinions on the country's situation and how to address the problems at hand.

Background of Guests Invited: Politicians Continue to Dominate

Furthermore, majority of the guests were Politicians (62%), followed by academics including professors, defense analysts and senior analysts at 17%. 13% of the guests were media personnel such as anchors, experts and journalists, while 5% of the guests were members of the judiciary or lawyers. Guests from the military: army rangers, air force, police and elite forces formed 1% of the total, while another 2% were from miscellaneous occupations such as art, cricket, civil society and bureaucracy. There was negligible religious representation in the month of May.



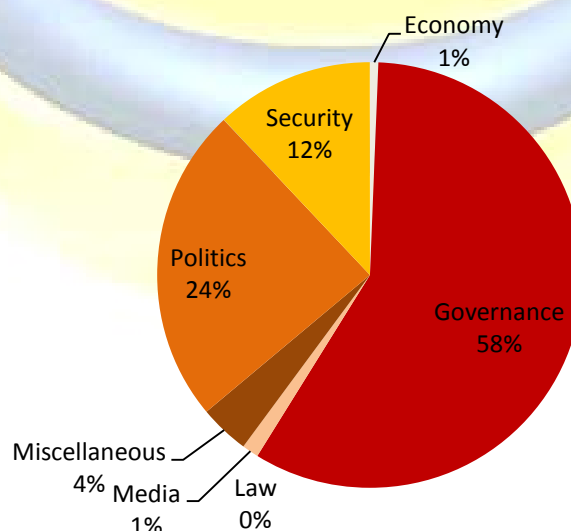
Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

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

In May, the maximum representation amongst political parties was at 30% from the Pakistan Tehreek-e-Insaf (PTI), followed very closely by the Pakistan Muslim League (PML-N) at 28%. The Pakistan People's Party (PPP) was in third place at 26%, while the Muttahida Qaumi Movement (MQM) occupied fourth place with an airtime of 6%. The newly established Pak Sar Zameen Party also got 4% of the airtime, while PML-Q, ANP and other parties constituted the remaining portion of airtime.

Most Discussed Topic in Talk Shows: Governance

In the month of May, Governance was the most popular subject of conversation on talk shows. 58% of total airtime in talk shows was dedicated to debating governance issues in the country. Issues linked to Politics followed at 24%. Security subjects were next and formed 12% of the total. The rest of the airtime was divided between issues related to the Economy, Law, Media and other Miscellaneous issues.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Topic Under Governance: Panama Leaks/Judicial Commission

Governance was the most frequently discussed domain. Concerns over widespread corruption raised by the Panama Leaks and the formation of a Judicial Commission to investigate allegations of the Panama Leaks occupied 53% of the airtime dedicated to governance issues.

This was followed by matters relating to general corruption in the country (11%), and the Army Chief on corruption (9%). Issues related to the NAB/FBR/others came at 8%, PM's visit to London was discussed 6% of the time, and discussions over the PM, general governance issues and other issues occupied the rest of the time.

Most Discussed Topics Under Politics: Inter Party Relations

Political discussions mostly revolved around inter party relations (27%), while the newly formed Pak Sar Zameen party under Mustafa Kamal was spoken of about 15% of the time. PTI's politics were discussed 16% of the time, while discussions on PML-N, and PPP and party specific politics each got 10% and 8% of the time respectively. There was also protest against Panama leaks 8% of the total time.

Most Discussed Topic Under Security: Punjab Security

Within Security, a significant chunk of the talk time constituted debates on the security situation in Punjab (32%). Another 14% of talk time under this category was dedicated to discussions relating to the Indian RAW agent, arrested from Karachi, and Pakistan India relations. Security situation in Karachi covered another 14% of the time in this category, while the army, Pakistan's atomic program and other foreign policy issues, were each discussed 7% of the time respectively. The remaining time under this category was cut up by civil military relations (4%) and other miscellaneous internal security issues (14%).

Commentary by Gallup Pakistan Media Research Consultancy Team:

The analysis of talk shows during May portrays how politics and security have fallen in terms of their influence over the media landscape. Over the past months political humdrum and security concerns occupied the most airtime, while other issues were mostly neglected. However, with the Panama Leaks, governance issues have come under greater scrutiny so that issues relating to corruption and the PM's activities, such as his visit to London are given more discussion time on the talk shows. This is very different from previous months where governance mostly got less than 20% of the airtime. This is important because this drives the conversation towards more meaningful topics and allows the media and the public to scrutinize the performance of the government more closely. Thus such issues are somewhat important in driving conversation away from political issues which mostly revolve around political rivalries and a quest for power.

However, it can be said that the spike in the discussion on governance issues is just that: a spike. It does not indicate a movement towards performance related issues of government, and away from politics and security. Politics was still discussed 24% of the time, which is a fall from 37% in March. Security was the most discussed topic in January, taking up 32% of the airtime, but it has dropped since to 23% in March and 12% in May as most of the talk time this month has been dedicated to Panama Leaks.

Yet, with the Panama leaks, general conversation on corruption, which is one of the most rampant issues in the country and especially tax evasion has been brought forward, which is a positive change. As the media scrutinizes politicians and other prominent figures and questions their wealth accumulation it formulates a move towards a more accountable society. It also shows to the public that acts such as tax evasion are illegal, and helps in the moral schooling of the nation.

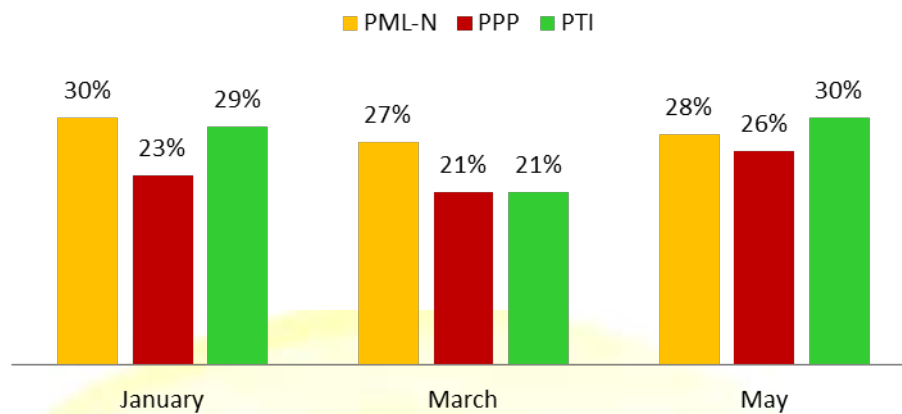
This pattern is welcome in terms of endeavors to improve accountability as well as the transparency of the authorities but it is also alarming considering the continued poor representation of economy, law and media in talk shows. The reduced airtime devoted to Politics has not meant a great shift to more intellectual debates on progress in real terms and other substantial, pressing issues, but is reflected in more engagement with Governance. 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 May 2016. Data reveals that gender-wise representation of guests has remained skewed in these leading talk shows. In May, 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 March to 9%, from January when it was 7%. However, it has dropped yet again to 7% in May, indicating the lack of actual progress. 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.

Trends in Political Representation

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 May, with the PTI leading at 30%, followed closely by the PML-N at 28%. The PPP is in third place at 26%. PML-N representation has remained fairly stable, averaging at 28% over January, March and May. PTI representation decreased by 8% between January and March, however, it was again at 30% in May. PPP representation, which has lagged behind PML-N and PTI in January, has risen to 26% in May, but remains slightly behind PML-N and PTI still.

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.

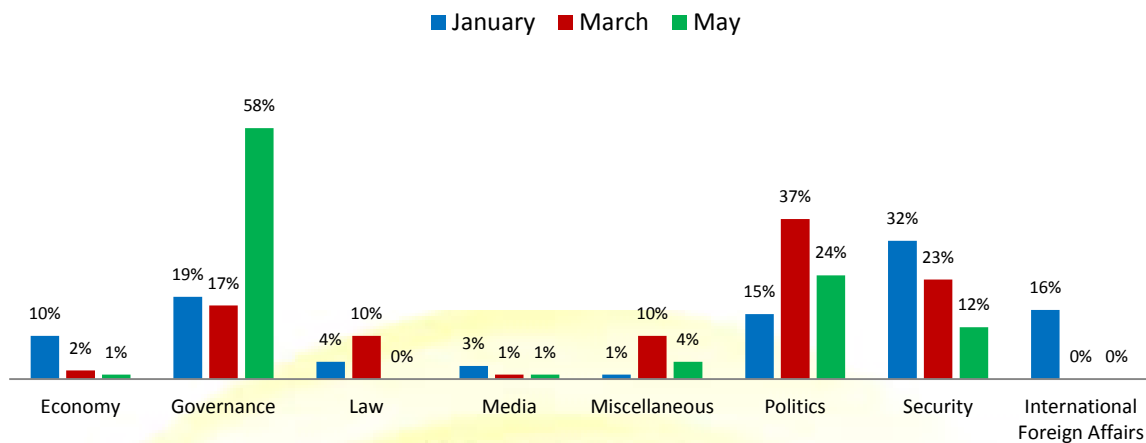


Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy*

Trends in Topics Discussed

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 lion's share (58%) of airtime dedicated to Governance is in line with the trend of discussing short-term issues, and not addressing long term debates. Panama Leaks turned the public's eye towards governance issues so that security issues and political debates were moved to the sideline, or more appropriately, political debates begun to revolve around governance issues especially corruption.

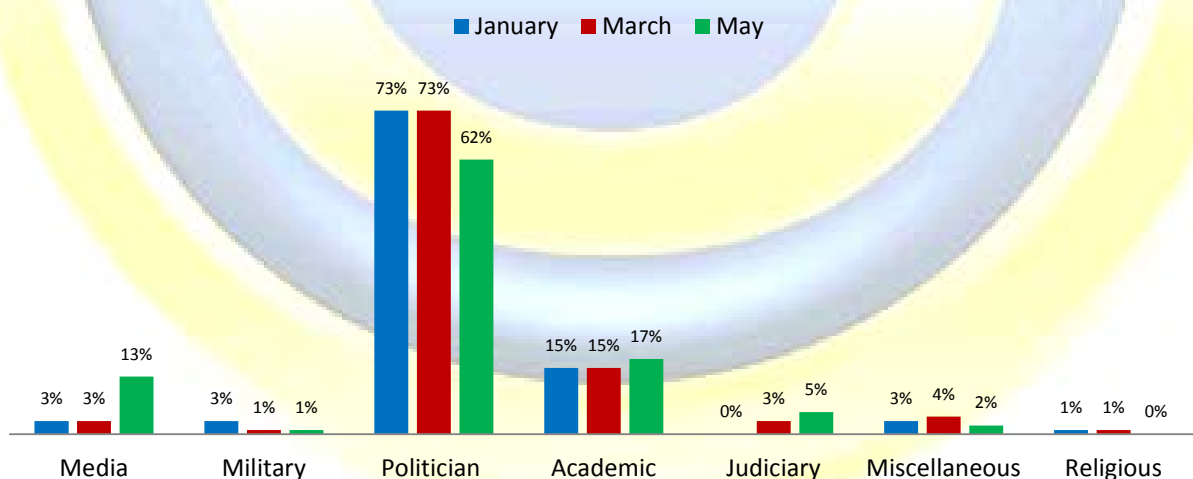
As internal political debates rise, other issues are clearly neglected. Law and Media continue to be underrepresented. Pakistan is a nation whose economy has a pressing need for revival, where media is an important source of information for the public and where bad governance and discrimination is the cause of frequent discontentment from the masses. The increased focus on governance is a good start to this process of revival. But since this change in trend is fairly embedded in current affairs, and so, the extent of this good start is fairly exaggerated. We can expect for the discussion on governance to fairly reduce as the uproar over Panama Leaks dies down. However, it cannot be denied that this discussion is good for the accountability of our leaders. Furthermore, we see that as an issue such as Panama Leaks jostles the nation, it also takes away focus from more prevalent issues such as those of the economy and Law. Economy had shown a significant improvement in the month of January, however its share decreases significantly over the course of March and May, being reduced to just 1% in May. The representation of Law remains considerably low, a phenomenon that needs special attention if justice is to be served effectively. Discussions on the media too remain 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*

Trends in Backgrounds of Guests

A comparison of the background of guests between January 2016, March 2016 and May 2016 illustrates that politicians dominate the scene, with them acquiring the highest representation in all three months (January 73%, March 73%, May 62%). They have a share greater than 2/3rds of the total in January, March, with their representation falling a little below half in May, when the share of the academics, experts and other media personnel from various fields rose. Representation of lawyers and judiciary shows a rising trend in these months, rising to 5% in May, perhaps because a legal opinion on the matters relating to the Panama papers was required. Representation of Military remains low in the month of March and May at only 1%. This skewed representation of politicians means that the conversation, more often than not, revolves around politics in any case, while other, more refined, academic opinions are neglected, in favor of juicier, tabloid opinions.



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

Methodology

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 May 2016. This data was obtained after reviewing over 64.5 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 118 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 January 2016, March 2016 and May 2016 in mind; these have been selected on a 1 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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