



GALLUP PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

July 2016

**A monthly series from Gallup Pakistan Media Research Wing
looking at around 2500 Newspaper columns and editorials**



14th October 2016



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NEWSPAPERS

Content Analysis of Newspapers during July 2016

In the 11 English and Urdu newspapers analyzed during July 2016, 'Politics' was the main issue under discussion; health, education receive negligible coverage in opinion articles/ columns. GALLUP Pakistan

Islamabad, October 14, 2016

1. Introduction

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Division, 'Politics' was the main issue under discussion; health, education receive negligible coverage in the newspaper opinion articles/ columns published in 11 newspapers of Pakistan. The duration of the analysis is July 2016.

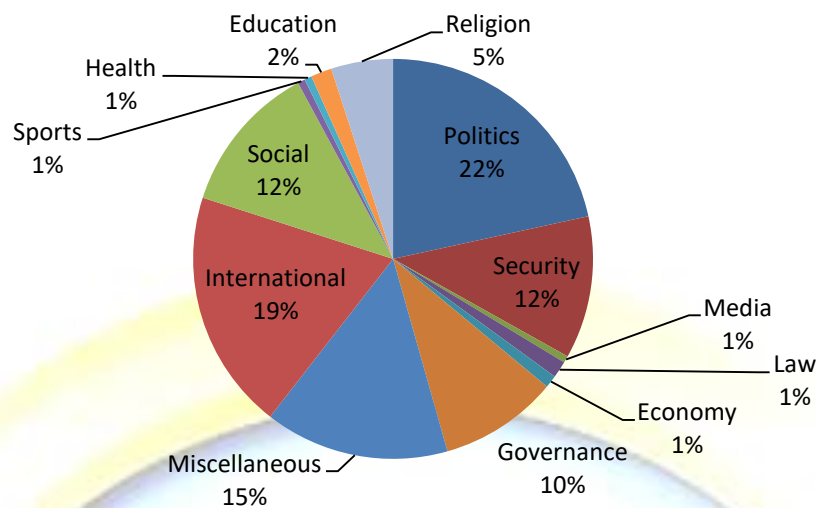
Content analysis of 11 national newspapers consisting of a total of 2359 opinion articles/columns written by various columnists was conducted for July 2016. This is part of Gallup Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national issues. A 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 11 newspapers, 5 were Urdu newspapers, namely Daily Pakistan, Nawaiwaqt, Daily Express, Daily Jang and Daily Khabrain and 6 were English newspapers, namely Express Tribune, Daily Times, Dawn, Pakistan Today, The Nation and The News.

3. Main Topics under discussion: Politics, Security, International issues take the lead; Health, Education etc. receive only marginal coverage.

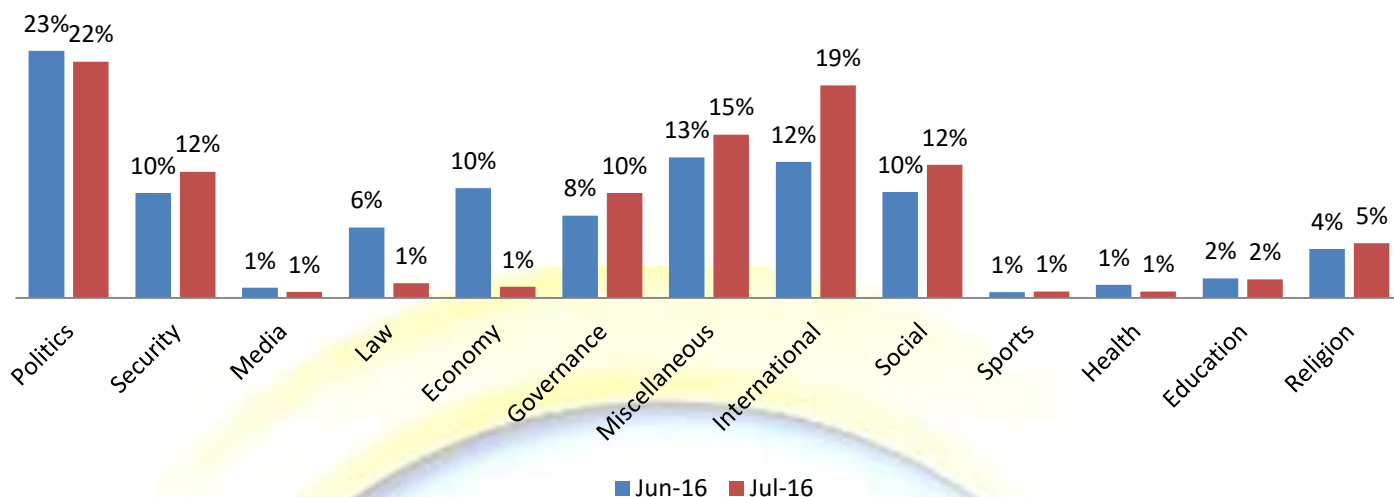
The topics discussed in these opinion articles/columns were categorized into 13 broad themes: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security,' 'Social', 'International', 'Sports', 'Health', 'Religion', 'Education' and 'Miscellaneous'. Issues that were discussed less frequently have been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



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

22% of the total opinion articles/columns belonged to the ‘Politics’ category which remained the most discussed topic in these 11 newspapers in July, similar to June where ‘Politics’ was the trending topic as well. This was followed by articles related to the news or the activities of foreign countries categorized as ‘International’ at (**19%**). Less frequently discussed topics were compiled under the category of ‘Miscellaneous’ and collectively constituted **15%** of total opinion articles/columns. Miscellaneous was followed by ‘Security’ and ‘Social’ which accounted for **12%** each of total opinion articles/columns. ‘Governance’ was at a standing of **10%**, followed by ‘Religion’ at **5%**. ‘Education’ was discussed in these texts at **2%**. Write-ups on ‘Media’, ‘Law’, ‘Economy’, ‘Health’ and ‘Sports’ were relatively rare at **1%** each.

Under politics, Azad Kashmir election, PPP and PTI’s approach on Panama Leaks and democracy were the main topics under discussion. More general political subjects constituted the rest of the articles under this domain. International topics constituted the second highest share of articles focusing on Brexit, coup in Turkey and President Erdogan’s future and upcoming US Presidential elections. Additionally, there were articles on China, India, Afghanistan and Bangladesh due to the importance of Pakistan’s relationship with these countries. Similar to June, columnists in July seem to have diversified the range of subjects on which they write under the Miscellaneous category constituting the third highest share of articles. Topics on security highlighted terrorism, the National Action Plan and the Karachi situation. 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 were also a multitude of articles written on Abdul Sattar Edhi featuring his life and philanthropic work. This category also encompassed discussions on ethnicity and heritage as well as on ethical issues/crimes like honour killing. There were also a number of articles that focused on women and the need to make education more accessible and inclusive for all.

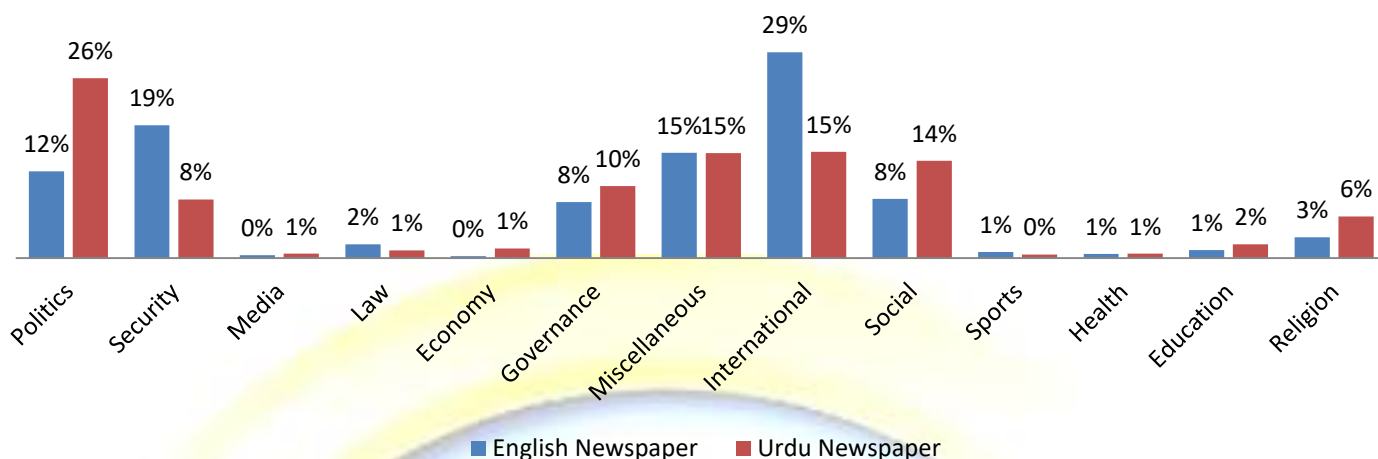


Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

4. Urdu versus English Newspapers: Politics Dominant in Urdu, International Issues Dominant in English

Out of a total of **1642** opinion articles/columns that were written in Urdu newspapers in the month of July, the majority were on topics falling under the banner of ‘Politics’ (**26%**), followed by **15%** each on ‘Miscellaneous’ and ‘International’ issues. This was similar to the trend in June. ‘Social’ followed ‘Miscellaneous’ and ‘International’ at **14%**, which was in turn succeeded by ‘Governance’ at **10%** and ‘Security’ at **8%**. ‘Religion’ constituted a share of **6%**. Urdu writers highlighted ‘Education’ **2%** of the time, while ‘Media’, ‘Law’, ‘Economy’ and ‘Health’ were generally relegated to the sidelines at **1%**. ‘Sports’ was negligibly discussed in Urdu write-ups at **<1%**. The situation in Urdu newspapers has been similar in June and July, with politics retaining its dominant position. The share of politics slightly decreased from **28%** in June 2016 to **26%** in July 2016. Other shifts include decrease in the share of ‘Miscellaneous’ category by **2%**, increase in the share of ‘Social’ category by **5%** and increase in the share of ‘Governance’ category by **2%**.

Out of a total of **714** opinion articles/ columns written in English in July, **29%** were on ‘International’ related concerns, the leading category, followed by ‘Security’ at **19%**, ‘Miscellaneous’ at **15%** and ‘Politics’ at **12%**. ‘Governance’ and ‘Social’ were next in popularity at **8%** each, followed by ‘Religion’ at **3%** and ‘Law’ at **2%**. ‘Sports’, ‘Health’ and ‘Education’ were written at **1%** each while ‘Media’ and ‘Economy’ received relatively negligible attention at **<1%**. The trend for English newspapers in July exhibited greater shifts between June and July, in comparison to their Urdu counterparts. The maximum change in proportion was illustrated by the ‘International’ category, whose share rose by **12%** and ‘Economy’ category, whose share decreased by **12%**; other relatively large shift was decrease of **9%** in the areas of ‘Law’ and increase of **9%** in the ‘Miscellaneous’ category.’



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

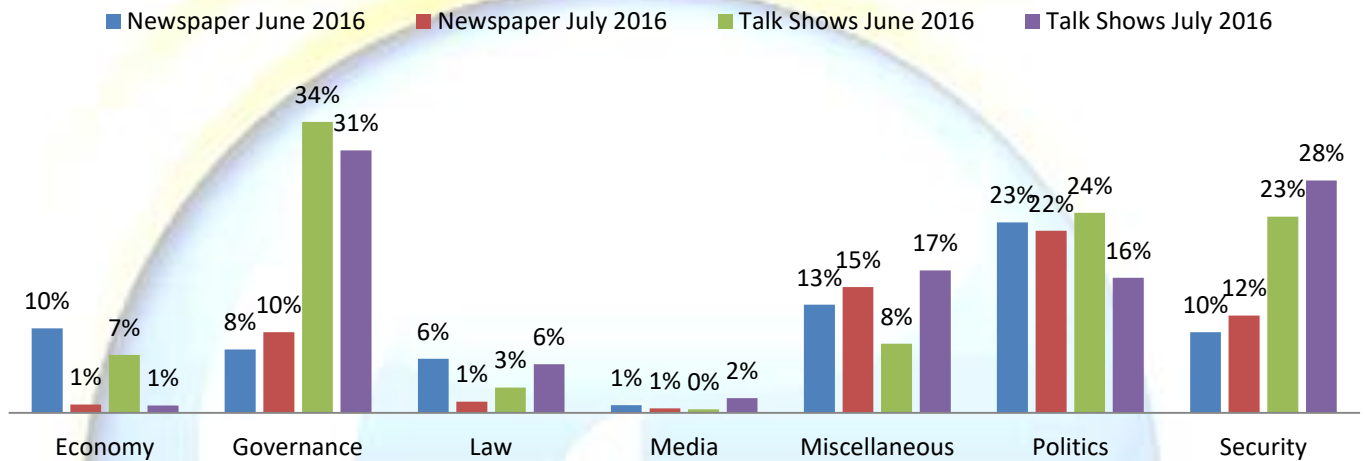
5. Talk Shows vs. Newspapers

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 July, Governance led the debates at 31%. In second place, 28% of the total time in talk shows was dedicated to discussing matters pertaining to Security in Pakistan, followed by topics on Miscellaneous issues that constituted 17% of overall airtime. Discussion on Politics formed the fourth most frequently discussed topic at 16%, succeeded by topics on law and international foreign affairs at 6%. Media and economic discussions constituted a small representation at 2% and 1% respectively.

Few salient trends:

- **Politics** formed the most significant subject in newspaper articles (22%), while the airtime it constituted on talk shows was 16%. The gap between newspapers and talk shows where political debates were concerned is considerably wide in July at 6%. This gap was reduced to 1% in June.
- **Security** remained a less significant subject in newspaper articles (12%), and had a much higher share of 28% in talk shows during July. The gap between the two media channels in terms of representation of security concerns has significantly widened in July.
- Newspapers emphasized economic issues equivalently to talk shows, 1% of opinion articles/columns talked about the **Economy**. Similarly 1% of talk show airtime highlighted these concerns. The difference between the two media channels was reduced between June and July.
- The importance accorded to **Governance** had slightly increased between June and July from 8% to 10% in newspapers. The representation of this category decreased slightly for talk shows between June and July (34% to 31%). This meant the divergence between talk shows and newspapers in terms of governance related discussions decreased in comparison to June.
- The representation of **Law** decreased within newspaper articles from 6% in June to 1% in July while it slightly increased within talk shows (3% in June, 6% in July).
- There was a small rise in the discussion of **Miscellaneous** issues within newspapers (13% in June to 15% in July). Airtime devoted to this area on talk shows was slightly higher at 17%.
- **Media** constituted a share of 1% in talk shows and 2% 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.



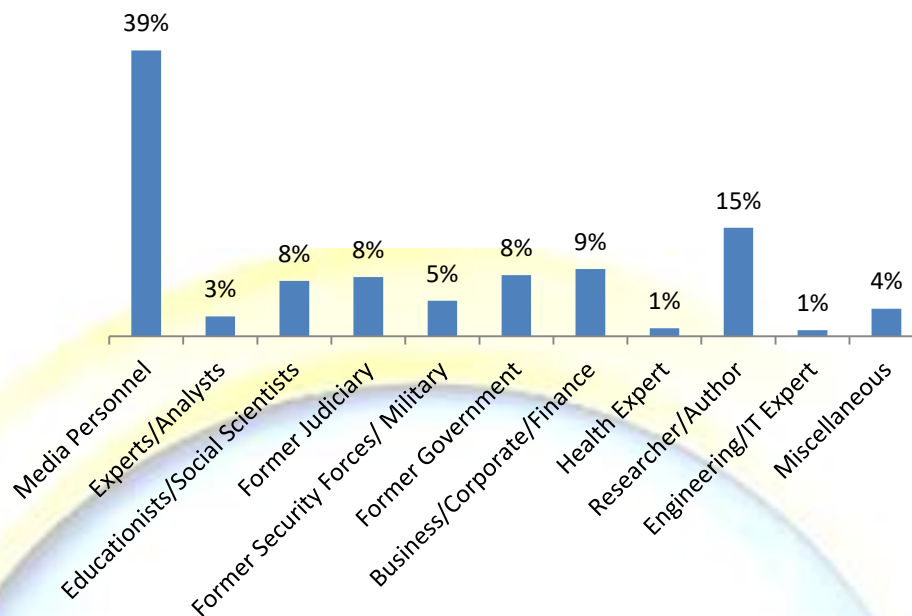
Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

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 **372 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 **39%** of the total columns in these English newspapers. This was followed by researchers/authors at **15 %** and people from the business/ corporate/ finance domains at **9%**. Educationists/ Social Scientists, former government representatives and those from former judiciary had an equal share at **8%** each. Former security forces/military columnists had a representation of 5% and people from miscellaneous professions penned **4%** of the overall columns. Experts/ analysts in the fields of defense/economics/ international relations had a representation of **3%** 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 July 2016. This data was obtained after reviewing 2359 articles, spread over 11 newspapers (mentioned in the third paragraph of this press release).

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About Gilani Research Foundation

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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