

GALLUP PAKISTAN DIGITAL ANALYTICS | MEDIA CONTENT REVIEW

PAKISTANI MEDIA AUTHOR PROFESSION REVIEW

Who writes Pakistan's opinion pages?

A byline-based review of professional backgrounds, classification coverage and retired former government officials

CENTRAL FINDING

7.0% of professionally classified writers are retired
former government officials

ARTICLES REVIEWED	NEWSPAPERS	NAMED WRITERS
15,144	12	1,551

Retired-official group: 23 canonical people, 29 byline records and 568 articles. Twenty-one people are source/profile-verified; two are included because their published bylines explicitly identify them as retired officers.

Scope note: the supplied workbook does not contain a publication-date field, so this report does not estimate a time trend.

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Reading the numbers: profession shares in the analytical sections use only writers whose background could be independently classified. The full named-writer universe remains the appropriate base for coverage and completeness metrics.

EXECUTIVE SUMMARY

Retired former government officials in the verified writer universe

KEY RESULT FROM THE REVIEW

CENTRAL FINDING		
7.0% of professionally classified writers are retired former government officials		
CANONICAL WRITERS 23 / 328	CLASSIFIED BYLINE RECORDS 29 / 341	CLASSIFIED ARTICLE OUTPUT 568 / 6,625
WHAT THE 7.0% MEANS This is 23 of the 328 unique writers whose professional background could be independently classified. In plain terms, roughly one in fourteen identified writers is a retired former government official.		ARTICLE PRESENCE These 23 writers produced 568 of 6,625 classified articles: 8.6% of article output in the verified subset. Their article share is therefore slightly higher than their 7.0% share of classified people.
RETIREMENT EVIDENCE Twenty-one of the 23 are supported by public institutional, publisher or professional-profile evidence. Two additional contributors are included because their published bylines explicitly identify them as retired officers.		IMPORTANT LIMIT Across all 1,551 named writers, the group equals 1.5% (23 writers). This is a conservative minimum, not the true all-writer rate, because 1,226 named writers remain professionally unclassified.

Bottom line: retired former government officials are a visible but minority presence among verified writers. The defensible headline is 7.0% of classified people, not a claim about every contributor in the full dataset.

This report analyses professional backgrounds represented in published bylines. It does not assess editorial influence, political orientation, or the institutional position of any newspaper.

1. Key Findings from the Review

- The row-level workbook covers 15,144 articles across 1,617 author/byline records from 12 Pakistani newspapers. After removing editorial/desk, institutional, wire, multi-author and reader-letter material, the named-person analysis base is 13,914 articles by 1,579 byline records.
- Professional backgrounds have now been established for 341 byline records, representing 328 canonical people. This is 21.6% of named-person bylines, but these authors account for 6,625 articles, or 47.6% of named-person article output.
- Among only the professionally classified subset, academics/researchers constitute the largest group of people: 238 canonical authors (72.6%). Journalism/editorial/broadcast professionals account for the largest article volume: 2,021 articles (30.5%).
- The retired-government group comprises 23 canonical people and 568 articles, including two contributors who are explicitly identified as retired in their published bylines. It represents 7.0% of classified people and 8.6% of classified article output; against the full named-person article base, it represents 4.1%.
- The second-pass search classified 31 additional byline records, adding 1,692 articles to the classified base. The remaining unclassified group is still large - 1,238 byline records and 7,289 articles - and should not be assigned without an attributable biographical match.

Interpretation guardrail: classified-only percentages describe the verified subset of authors. They should not be read as a census of the occupation of all contributors because 52.4% of named-person articles remain unclassified.

PART I

Data and method

How the byline-level dataset is structured, what is included, and why classified-only percentages matter.

2. What the Data Represents

The workbook is a byline-level media-content dataset. Each row identifies a cleaned author/byline and reports the number of articles attributed to that name across twelve newspapers. Because author names can appear in title or spelling variants, the workbook also contains a canonical-person field where variants could be safely linked. The report therefore uses three complementary units: article output, author/byline records, and canonical people.

Timeline limitation. The supplied file does not contain a publication-date or month field. Accordingly, this report can describe the overall coverage and distribution by newspaper and language, but cannot produce a defensible month-by-month timeline from the current version of the dataset.

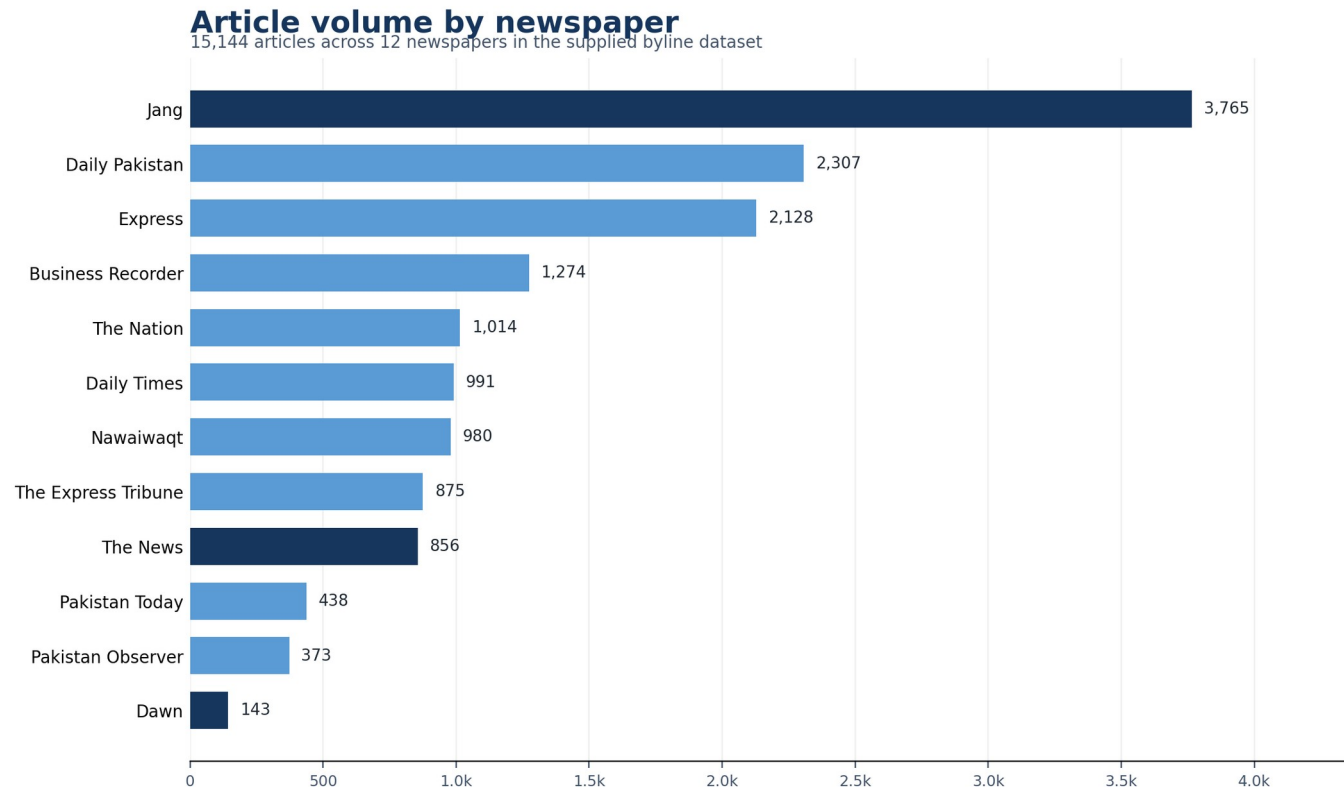


Figure 1. Article volume by newspaper

Source: Calculated from the reviewed author-byline workbook. The chart describes article volume, not editorial orientation.

3. Why Classified-Only Percentages Are Necessary

The initial dataset includes a large number of generic opinion contributors whose primary occupation cannot be established from the byline alone. Treating every contributor as a journalist or commentator would overstate certainty. The revised approach therefore keeps such writers unclassified until a direct, attributable source is found. Percentages in the main findings use the classified universe, while the appendix separately shows classification coverage against the full named-person base.

The classification rate is much higher by article volume than by author count: 47.6% of named-person articles are attached to verified profiles, compared with 21.6% of author/byline records. This indicates that high-output contributors are more likely to have an identifiable public professional presence.

Classification coverage is materially higher by article output than by writer count

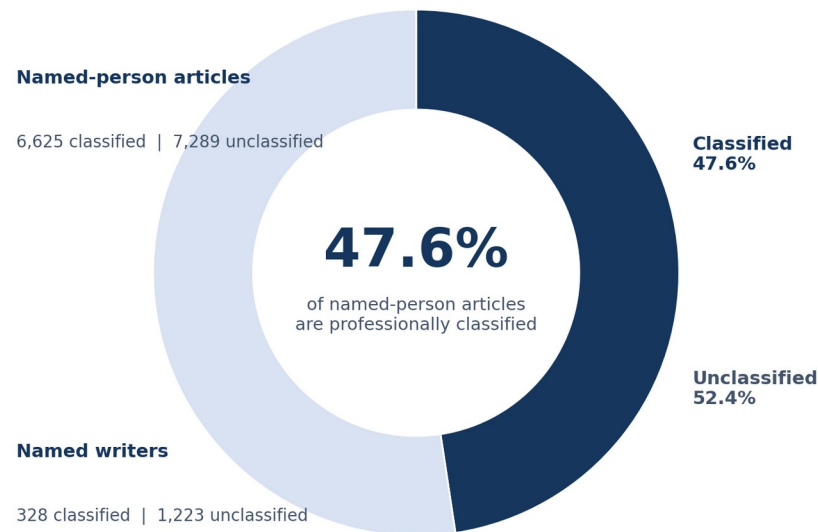


Figure 2. Classification coverage among named-person articles

The classification rate is 47.6% by named-person article output and 21.1% by canonical writers. This distinction is central to interpreting the report.

PART II

Who writes?

A visual account of the verified author universe, with focused attention on retired former government officials.

4. Professional Composition of Classified Authors

The composition differs depending on whether the focus is people or article output. Academics/researchers are the largest group by number of classified people, while journalists/editors/broadcasters generate the most classified articles. Writers, poets and health professionals also have a sizeable article share because a small number of prolific contributors publish frequently.

The language comparison is also important. Urdu newspapers account for 4,519 classified articles (68.2% of the classified article base), while English newspapers account for 2,106 (31.8%). Journalism/media and creative-writing output is more concentrated in the Urdu group, whereas retired-government, policy-analysis, business/economics and legal-profession output is more prominent in the English group. Detailed counts are provided in Appendix Tables A5-A7.

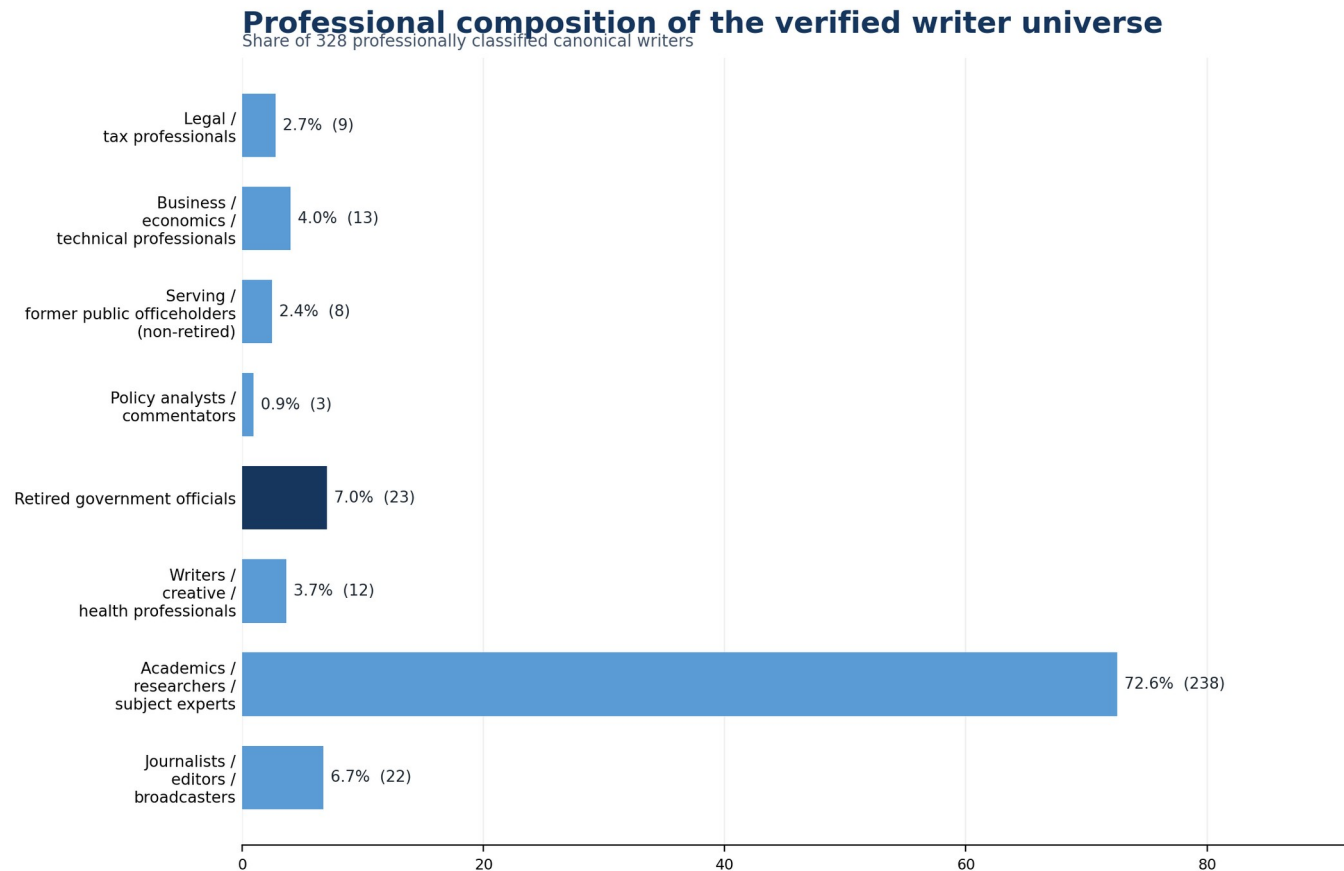


Figure 3. Professional composition of classified canonical writers

Categories are mutually exclusive at the byline-record level. The highlighted bar shows retired former government officials.

Source: reviewed author-byline workbook and Phase 2 public-profile review.

5. Retired Government Officials

Retired government officials form a visible but minority part of the verified author universe. The group includes retired civil servants, police officers, military officers and former diplomats. Twenty-one people are supported by source or profile evidence; two additional retired officers are included because their newspaper bylines explicitly identify them as retired, consistent with the reporting rule adopted for this study.

The retired-official group contributes 568 articles. Its 8.6% share of classified articles is slightly above its 7.0% share of classified people, suggesting that the group is somewhat more prolific than the average verified contributor. This should not be interpreted as a claim that retired officials act on behalf of public institutions or have editorial control. Appendix Tables A4 and A9 provide the full breakdown and roster.

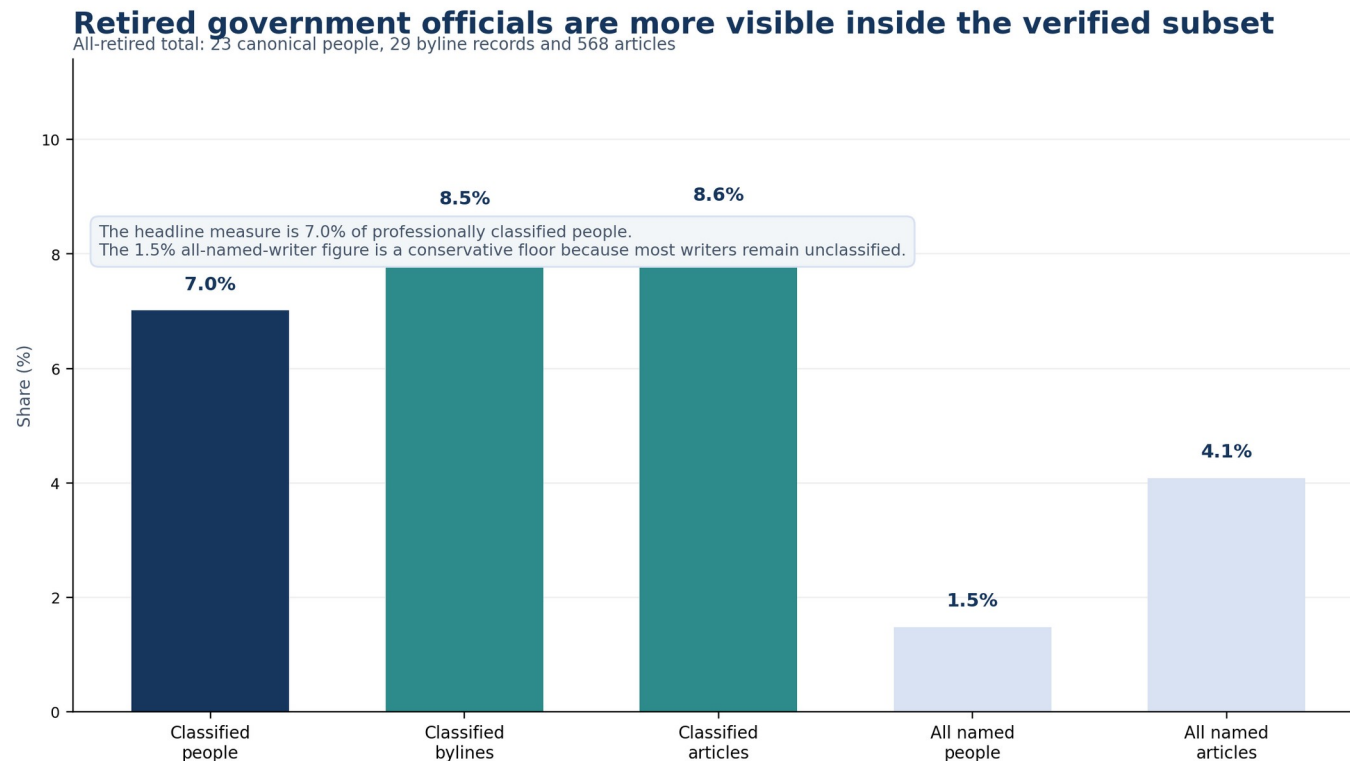


Figure 4. Retired government officials: share of writers and articles

The 7.0% people-based figure is the primary, classified-only measure. All-named-universe figures are reported as conservative floors because most writers remain unclassified.

6. Review of Writers Who Remain Unclassified

The second-pass review used public institutional sites, publisher and newspaper biographies, media-watchdog profiles, university and professional profiles, LinkedIn, and, cautiously, self-described public social profiles. A writer was only transferred into a profession category where the match was sufficiently attributable. Two plausible identity matches were deliberately kept outside the classification denominator because a direct link between the byline and the professional profile could not be established.

The next review stage should start with the originating newspaper: author pages, author photographs, masthead biographies and published role descriptions. Those identifiers should then be matched to professional or social profiles. This sequence is safer than open-web name search alone, particularly for common Urdu names.

7. Conclusion

The revised analysis is more defensible because it distinguishes what is known from what remains unknown. Within the verified subset, academics/researchers are the largest group of people, journalists/media professionals produce the largest share of article output, and retired government officials account for 23 people and 568 articles. The remaining classification gap is substantial, so the figures should be interpreted as a profile of the identified author universe rather than a complete occupational map of all writers.

PART III

Evidence and appendices

Full statistical tables, classification coverage, evidence tiers, reclassification records and the continuing research queue.

Appendix A. Detailed Statistical Tables

The tables below present the full numerical detail underlying the report. Percentages are shown with the denominator stated in each table; article and person counts are shown as N. Tables are formatted for direct reference and can be read independently of the narrative.

Table A1. Dataset universe and analytical denominators

Dataset component	Writer/byline records (N)	Articles (N)	% of all articles	Treatment in analysis
All row-level records	1,617	15,144	100.0%	Starting dataset
Editorial/desk/institutional content	10	1,169	7.7%	Excluded from named-person profession denominator
Multi-author/institutional guest + wire content	19	52	0.3%	Excluded from named-person profession denominator
Reader correspondence	9	9	0.1%	Excluded from named-person profession denominator
Named-person author base	1,579	13,914	91.9%	Base used for classification coverage statistics
Professionally classified named-person records	341	6,625	43.7%	Base used for classified-only profession shares

Note: Editorial/desk, institutional, wire, multi-author and reader-letter content are presented transparently, but excluded from individual-author profession analysis.

Table A2. Classification coverage: original and expanded review

Measure	Byline records (N)	Canonical people (N)	Articles (N)	% of named-person bylines	% of named-person articles	Interpretation
Named-person author base	1,579	1,551	13,914	100.0%	100.0%	All individually attributed writers; editorial, wire, institutional, multi-author and reader-letter records are excluded.
Professionally classified — original reviewed workbook	310	297	4,933	19.6%	35.5%	Strict classification base before the Phase 2 public-profile review.
New Phase 2 reclassifications	31	31	1,692	2.0%	12.2%	Source/profile-supported additions from institutional, publisher, professional and self-described public profiles.
Professionally classified — revised total	341	328	6,625	21.6%	47.6%	The denominator for classified-only profession shares.
Still unclassified / not independently verified	1,238	1,226	7,289	78.4%	52.4%	Includes two plausible but unconfirmed identity matches held outside the classified denominator.

Note: The named-person base comprises 1,579 byline records, 1,551 canonical people and 13,914 articles. The 31 Phase 2 additions are included in the revised classified total.

Table A3. Professional composition among classified authors only

Broad professional group	Byline records (N)	% of classified bylines	Canonical people (N)	% of classified people	Articles (N)	% of classified articles
Journalists / editors / broadcasters	22	6.5%	22	6.7%	2,021	30.5%
Academics / researchers / subject experts	241	70.7%	238	72.6%	1,807	27.3%
Writers / creative / health professionals	12	3.5%	12	3.7%	1,327	20.0%
Retired government officials	29	8.5%	23	7.0%	568	8.6%
Policy analysts / commentators	3	0.9%	3	0.9%	369	5.6%
Serving / former public officeholders (non-retired)	12	3.5%	8	2.4%	275	4.2%
Business / economics / technical professionals	13	3.8%	13	4.0%	169	2.6%
Legal / tax professionals	9	2.6%	9	2.7%	89	1.3%

Note: Denominator: 341 classified byline records, 328 classified canonical people and 6,625 classified articles. The category structure is mutually exclusive at the byline-record level.

Table A4. Retired government officials: shares in the classified and full named-person universe

Retired-government measure	Canonical people (N)	Byline records (N)	Articles (N)	% of classified people	% of classified bylines	% of classified articles	% of all named-person articles
Source/profile-verified retired government officials	21	27	495	6.4%	7.9%	7.5%	3.6%
Additional retired officers identified through published byline/title	2	2	73	0.6%	0.6%	1.1%	0.5%
All retired government officials, including byline-identified cases	23	29	568	7.0%	8.5%	8.6%	4.1%

Note: The two byline/title cases are included in the all-retired total as requested. They remain separately labelled because independent retirement profiles were not located.

Table A5. Article coverage by newspaper and language

Newspaper	Language	All articles (N)	% of all articles	Named-person articles (N)	Classified articles (N)	Classification coverage among named-person articles	Retired-official articles (N)
Business Recorder	English	1,274	8.4%	1,260	682	54.1%	148
Daily Pakistan	Urdu	2,307	15.2%	2,307	1,154	50.0%	72
Daily Times	English	991	6.5%	972	329	33.8%	15
Dawn	English	143	0.9%	143	47	32.9%	0
Express	Urdu	2,128	14.1%	1,906	888	46.6%	108
Jang	Urdu	3,765	24.9%	3,677	2,126	57.8%	0
Nawaiwaqt	Urdu	980	6.5%	980	351	35.8%	2
Pakistan Observer	English	373	2.5%	52	18	34.6%	3
Pakistan Today	English	438	2.9%	390	172	44.1%	39
The Nation	English	1,014	6.7%	1,001	509	50.8%	176
The News	English	856	5.7%	365	117	32.1%	0
The Express Tribune	English	875	5.8%	861	232	26.9%	5

Note: Newspaper language grouping: Urdu - Daily Pakistan, Express, Jang and Nawaiwaqt; English - Business Recorder, Daily Times, Dawn, Pakistan Observer, Pakistan Today, The Nation, The News and The Express Tribune.

Table A6. Language grouping: article volume and classification coverage

Language grouping	All articles (N)	% of all articles	Named-person articles (N)	Classified articles (N)	Classification coverage among named-person articles	Unclassified named-person articles (N)	Retired-official articles (N)	% of classified articles
Urdu newspapers	9,180	60.6%	8,870	4,519	50.9%	4,351	182	4.0%
English newspapers	5,964	39.4%	5,044	2,106	41.8%	2,938	386	18.3%

Note: The Urdu group accounts for 4,519 of 6,625 classified articles (68.2%); the English group accounts for 2,106 (31.8%).

Table A7. Professional composition of classified article output by language

Professional group	Urdu articles (N)	% of Urdu classified articles	English articles (N)	% of English classified articles	All classified articles (N)	% of all classified articles
Journalists / editors / broadcasters	1,678	37.1%	343	16.3%	2,021	30.5%
Academics / researchers / subject experts	975	21.6%	832	39.5%	1,807	27.3%
Writers / creative / health professionals	1,327	29.4%	0	0.0%	1,327	20.0%
Retired government officials	182	4.0%	386	18.3%	568	8.6%
Policy analysts / commentators	111	2.5%	258	12.3%	369	5.6%
Serving / former public officeholders (non-retired)	186	4.1%	89	4.2%	275	4.2%
Business / economics / technical professionals	4	0.1%	165	7.8%	169	2.6%
Legal / tax professionals	56	1.2%	33	1.6%	89	1.3%

Note: Denominators: 4,519 classified Urdu-newspaper articles and 2,106 classified English-newspaper articles. Counts are based on the classified-only grouping used in Table A3.

Table A8. Source/profile-supported reclassifications added in Phase 2

Author/byline	Articles (N)	Updated classification	Evidence platform	Evidence tier	Confidence
عبدالله طارق سہیل	184	Journalist / columnist / media professional	Public media / biography profile	B — public professional/media profile	Medium
مصطفی کمال پاشا	88	Former government official — civil/public service	University/institutional profile	A — institutional profile	High
محمد بلال غوری	88	Journalist / columnist / media professional	LinkedIn Committee to Protect Journalists	A/B — public professional profile + media watchdog	High
گل نو خیز اختر	86	Author / poet / creative writer	Facebook public profile	C — self-described social profile	Medium
محسن گواریہ	72	Journalist / editor / media analyst	Press/media profile	A/B — media / professional source	High
وجاہت مسعود	72	Journalist / editor / media analyst	University profile	A — institutional profile	High
حامد ولید	70	Journalist / columnist / media professional	LinkedIn Business Recorder	A/B — public professional profile + publisher	High
مزمّل سہروردی	69	Broadcast journalist / TV anchor	LinkedIn	B — public professional profile	High
راؤ منظر حیات	68	Retired government official — civil/public service	Personal professional site Facebook public profile	A/B — professional autobiography + self-described public profile	High
By Eleen Bukhari	57	Journalist / editor / media analyst	LinkedIn	B — public professional profile	High
ناصرہ عتیق	55	Journalist / editor / media analyst	Public professional profile	B — public professional profile	Medium
M A Hossain	52	Policy analyst / commentator	Public professional profile	B — public professional profile	High
مظہر عباس	48	Journalist / editor / media analyst	Centre for Journalism / media institution	A — independent media institution profile	High
کشور ناہید	48	Author / poet / creative writer	Publisher/cultural profile	A/B — publisher/cultural profile	High
منصور آفاق	47	Author / poet / creative writer; former public appointee	LinkedIn	B — public professional profile	High
حفیظ اللہ نیازی	46	Broadcast journalist / TV anchor	Public media biography	B — public professional profile	High
ریاض احمدچودھری	44	Medical professional	Dawn author/profile page	A — publisher profile	High
Atle Hetland	43	Academic / researcher / subject expert	LinkedIn	B — public professional profile	High
مجیب الرحمن شامی	43	Journalist / editor / media analyst	Daily Pakistan profile	A — publisher profile	High
امر جلیل	43	Author / poet / creative writer	Publisher/cultural profile	A/B — publisher/cultural profile	High
حماد غزنوی	43	Author / poet / creative writer	Facebook/X public profile	C — self-described public profile	Medium
Asad Rizvi	41	Business / finance / economist	Business Recorder	A — publisher profile	High
Shahid Javed Burki	36	Business / finance / economist; former public officeholder	Professional biography	A/B — professional biography	High
Andleeb Abbas	36	Former elected government officeholder / politician	National Assembly of Pakistan	A — official institutional profile	High

Source: reviewed author-byline workbook and Phase 2 public-profile review.

Author/byline	Articles (N)	Updated classification	Evidence platform	Evidence tier	Confidence
M A Niazi	36	Journalist / columnist / media professional	Public media profile	B — public media profile	Medium
جاوید قاضی	35	Legal / tax / law professional	Facebook public professional profile	C — public professional/social profile	Medium
Huzaima Bukhari	29	Legal / tax / law professional; former civil service	LUMS / professional profile	A — university/professional profile	High
Omay Aimen	27	Academic / researcher / subject expert	LinkedIn Business Recorder	A/B — public professional profile + publisher	High
Najm us Saqib	28	Retired government official — foreign service	LinkedIn Institute for Policy Studies	A/B — public professional profile + institution	High
Imran Jan	28	Journalist / columnist / media professional	Daily Times / public professional profile	A/B — publisher/public professional profile	High
جاوید چوہدری	30	Journalist / editor / media analyst	Media profile	A/B — media profile	High

Note: These 31 records add 1,692 articles to the classified universe. Detailed roles, retirement signals and source notes remain in the workbook's "Phase 2 Evidence Review" sheet.

Table A9. Retired government official roster included in the analysis

Canonical author	Articles (N)	Retired public-service field	Basis for inclusion	Verified role / status
Qamar Bashir	195	Civil/Public Service	Source/profile verified	Former Press Secretary to the President; Information Group civil servant (BS-21); retired in 2023.
Imran Malik	78	Military	Source/profile verified	Retired Brigadier, Pakistan Army; strategic and national-security columnist.
Ghulam Jilani Khan	72	Military	Byline/title only	Retired Lieutenant Colonel; columnist.
Rao Manzar Hayat	68	Civil/Public Service	Source/profile verified	Retired District Management Group officer; former AC/DC/Commissioner/Secretary; retirement expressly stated.
Zulfiqar Ahmad Cheema	40	Police Service	Source/profile verified	Former Inspector General of Police; author and columnist.
Aamir Zulfiqar Khan	33	Police Service	Source/profile verified	Former Inspector General of Islamabad, Motorway Police and Punjab Police; retired from PSP in June 2026.
Najm us Saqib	28	Foreign Service	Source/profile verified	Retired Grade-22 government officer and former ambassador.
Asim Suleiman	10	Military	Source/profile verified	Retired Air Marshal; President, Centre for Aerospace & Security Studies (CASS), Lahore.
Majid Ehsan	7	Military	Source/profile verified	Retired Lieutenant General; President, Islamabad Policy Research Institute (IPRI).
Naveed Safdar	7	Military	Source/profile verified	Retired Colonel; freelance writer.
Faisal Shah	6	Military	Source/profile verified	Retired Rear Admiral; maritime and security commentator.
Irfan Ahmad	5	Military	Source/profile verified	Retired Air Marshal; Director at the Centre for Aerospace and Security Studies (CASS), Lahore.
Tariq Osman Hyder	5	Foreign Service	Source/profile verified	Retired Pakistan Foreign Service officer; former ambassador to Ashgabat and Seoul.
Sayed Ahmad Nadeem Qadri	3	Military	Source/profile verified	Retired Lieutenant Colonel; researcher/writer and media executive.
Mansoor Ahmad Khan	2	Foreign Service	Source/profile verified	Retired Pakistan Foreign Service officer; former ambassador to Afghanistan, Austria and Slovakia; former permanent representative in Vienna.
Raja Shozab Majeed	2	Military	Source/profile verified	Retired Brigadier; former Deputy Director General of International Law for Pakistan Armed Forces; mediator and legal expert.
Aamir Masood	1	Military	Source/profile verified	Retired Air Marshal; defence analyst.
Babar Amin	1	Foreign Service	Source/profile verified	Retired Special Foreign Secretary (BS-22); former High Commissioner to Australia and ambassador to Norway.
M. Masud Akram	1	Military	Source/profile verified	Retired Commodore; Director, National Institute of Maritime Affairs-Karachi.

Source: reviewed author-byline workbook and Phase 2 public-profile review.

Canonical author	Articles (N)	Retired public-service field	Basis for inclusion	Verified role / status
Naeem Khalid Lodhi	1	Military	Source/profile verified	Retired Lieutenant General; former Defence Secretary and defence analyst.
Sajid Masood Sadiq	1	Military	Source/profile verified	Retired Major, Pakistan Army; commentator/columnist.
Tariq Khalil	1	Military	Byline/title only	Brigadier (retired) / defence commentator.
Zahid Mehmood	1	Military	Source/profile verified	Retired Major General, Pakistan Army; strategic-affairs analyst.

Note: Twenty-one people have source/profile evidence. Ghulam Jilani Khan and Tariq Khalil are included because their publication bylines explicitly use a retired military title; their source status is shown separately.

Table A10. Highest-volume remaining unclassified writers: priority research queue

Author/byline	Articles (N)	Current placeholder category	Suggested verification sequence	Research caution
محمد اکرم چوہدری	315	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
محمد سعید آرائیں	171	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
یونس باٹہ	99	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
محمود خان	92	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
انوار احمد	92	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
محمد ابراہیم خلیل	83	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
ایم جے گوہر	83	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
تنویر قیصر شاہد	82	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
محمد محسن اقبال	52	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
محمد عرفان صدیقی	51	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
افضل ریحان	50	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.
پیر فاروق بہاؤ الحق شاہ	48	Opinion columnist — profile not independently verified	Newspaper byline/profile → LinkedIn → Facebook → organisation/association site → author photograph	Do not classify from a name-only search result; require an attributable identity match.

Note: These writers are not treated as journalists, analysts or former officials unless a direct identity match is established. The proposed sequence starts with newspaper bylines and author pages because these are the strongest identity anchors.

Table A11. Evidence tiers and classification decision rules

Tier	Evidence source	Decision rule
A	Official, institutional, university, publisher or independent media-institution page	Strongest basis for assigning a professional category or public-service status.
B	Identifiable public LinkedIn or other professional profile	Used when the identity, professional history and author byline were clearly attributable.
C	Self-described public Facebook/X or equivalent social profile	Used cautiously and labelled as lower-tier evidence. A name-only reference was not enough.

Tier	Evidence source	Decision rule
Hold	Possible same-name match without unique identity confirmation	Kept outside the classified denominator until a direct biography, photo, author page or profile linkage is located.

Note: The tier measures the strength of evidence used for classification; it is not a judgement about the author or the quality of their writing.

END OF REPORT

Evidence-led classification, transparent denominators.

This report distinguishes verified professional backgrounds from unverified or ambiguous bylines. The underlying workbook contains the evidence notes, classification rules and remaining research queue.

Gallup Pakistan Digital Analytics