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Sense of Deprivation in Balochistan: Depiction of Instability on Twitter

Abstract

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Keywords: Balochistan, Instability, Twitter, Propaganda, Agenda-Setting, Framing, Digital Activism

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Abstract

This study looks at how Baluchistan's political instability and lack of progress are reflected in tweets. It shows that the majority of these tweets are from activists and non-governmental organisations that use social media to advance their political and ideological objectives. The study carefully looks at content on Twitter to see how stories about Baluchistan are made, shared, and even exaggerated. It also uses important communication theories, such as the Propaganda Model, Agenda-Setting Theory, and Framing Theory, to explain how content is selected and formed online. Despite difficulties, including confirming the veracity of sources, language barriers, and misleading material on the internet, the study underlines the importance of thinking critically about how the media affects our perception of combat zones. By showing how media messages and power influence the narratives surrounding regional instability, this study generally advances the science of mass communication.

Keywords:

[Balochistan](#), [Instability](#), [Twitter](#), [Propaganda](#), [Agenda-Setting](#), [Framing](#), [Digital Activism](#)

Introduction

The widespread portrayal of a "sense of deprivation" and unrest in Balochistan through tweets is, by and large, a story of the local people being oppressed that has been deliberately created by non-state actors, activists, and separatist groups to gain strategic and political advantages. In fact, these groups have been actively involved in

orchestrating the regional deprivation narrative as the main reason for the instability in the region via different social media platforms like Twitter, which is their major tool to reach and influence the masses. Such people selectively choose facts and embellish them to make their version of the story more convincing. They depict the province as the most deprived one in the country so that they can



attract more sympathizers and supporters for their movements.

Militant entities like the Baloch Liberation Army (BLA) and affiliated activists cleverly employ social media to present themselves as a vanguard of the people fighting the state's tyrannical oppression. They indiscriminately disseminate videos, pictures, and stories representing their armed struggle as a just defense against exploitation, thus engaging in digital propaganda perpetually to keep their political and militant-dominated agendas alive. These organizations take advantage of the platforms' viral potential to have access to the global and local audiences; thereby, they are most of the time able to circumvent the restrictions that are imposed on the mainstream media and the censorship in order to put the frame in the narrative they want (GNET Research, 2024).

Simultaneously, the state has intensified its very own digital countermeasures, including creating a couple of social media debts and influencers who push state-backed narratives aimed at discrediting those separatist voices. This digital milieu has hence evolved into a battleground of competing propaganda, with each facet attempting to sway public opinion. Multiple reviews spotlight that what seems as a "people's voice" on Twitter might also frequently be orchestrated propaganda campaigns by those activist corporations, with vested interests that do not always replicate the broader socio-political realities or the genuine sentiments of the wider Baloch populace (The Balochistan Post, 2025).

Understanding the portrayal of instability in Balochistan on Twitter calls for acknowledging this virtual weaponization of social systems by way of non-national actors. These corporations leverage social media to expand discontent and, now and again, foster unrest to strengthen their bargaining position, instead of the instability springing up completely out of socio-economic deprivation. The narrative is selectively built, highlighting grievances even as minimizing or ignoring efforts at improvement and peace to serve their long-term separatist objectives.

Truth vs Propaganda

Balochistan, the biggest province of Pakistan, is often at the center of human rights discussions both nationally and internationally. The vicinity has long been a focus of war because of its strategic significance, economic ability, and ancient grievances among the local populace and the

central government. As a result, human rights violations in Balochistan, particularly issues of enforced disappearances, missing persons, and extrajudicial killings, have frequently made headlines.

Activists, political parties, and human rights organizations raise those worries, and their efforts have been important in bringing attention to the predicament of the human beings inside the province. These campaigns, often amplified through virtual media, spotlight the continuous struggle and suffering of the people of Balochistan. However, even as such efforts are crucial, it's equally critical to evaluate the entire situation impartially. Many aspects of the scenario, especially those related to militant activities and prepared crime, are either underreported or omitted by these identical groups. (Kirmani, 2024)

A main problem with the human rights narrative in Balochistan is its selective awareness, often driven by using anti-kingdom anarchists (ASAs) and their supporters. These people and corporations unfold false information and propaganda designed to incite chaos and public uncertainty, maligning Pakistan and its institutions. Frequently, such factors are running on the behest of antagonistic intelligence corporations, who exploit them to destabilize Pakistan. These ASAs regularly appoint processes aimed at growing confusion, using the human rights discourse as a cover to achieve their political objectives. (Verma, Baloch, & Valle, 2025)

Many of them are college students who have been indoctrinated through participants of proscribed groups like the Baloch Student Organization-Azad (BSO-Azad), whilst others are influenced by means of the false narratives pushed by so-called human rights organizations, including the Human Rights Commission of Balochistan (HRCB). The Human Rights Commission of Balochistan (HRCB) has been recognised for spreading disinformation through its legitimate X (previously Twitter) account. In 2021, HRCB used misleading, zoomed-out photographs to present misinformation approximately mass graves in Balochistan, portraying a few unidentified pics out of context. A comparable photo was later utilized by HRCB member Jamal Baloch in 2024 to once again mislead the public about the use of the social media platform X, projecting the pictures as newly found evidence of the mass graves. (Amnesty International, 2014)

Another great venue in which human rights activists show off selective advocacy is the difficulty of terrorism within the area. Balochistan has been a hotbed of militant sports, with numerous armed companies combating both the Pakistani nation and each other for manipulate. These companies, often classified as “separatists” by means of certain international voices, were responsible for acts of violence that seriously have an effect on the neighborhood’s civilian population. Despite this, human rights businesses focus nearly exclusively on the movements of the country at the same time as largely ignoring the crimes committed by non-state actors. (Human Rights Watch, [2011](#))

Literature Review

Sense of deprivation in Balochistan is extensively traced to long-standing political marginalization, unequal resource distribution, and continual human development deficits, but current scholarship increasingly indicates that those grievances do not translate into the general public sphere “as-is.” Instead, they are selectively packaged, amplified, and contested on Twitter/X via competing frames especially repression, terrorism, and development creating an surroundings where real lawsuits can be weaponized as virtual propaganda for competing political initiatives, along with autonomy-orientated and rebel narratives as well as counter-narratives aligned with kingdom security frames (Ahmed & Siddique, [2022](#); Ali & Muhammad, [2022](#); Centre for Strategic and International Studies, [2022](#); Khan, [2020](#)).

An essential conceptual place to begin in the literature is relative deprivation and is the reason why groups interpret inequality not only through absolute poverty, however through comparisons with different provinces and expectations of truthful citizenship and illustration (Ahmed & Siddique, [2022](#); Bukhari, [2020](#)). What modifications within the digital context are that relative deprivation becomes enormously “potable”: brief, emotionally resonant claims, paired with pictures, selective statistics, and viral hashtags, can compress complicated provincial histories into a moral story of victimhood versus exploitation. Twitter/X thereby functions as a speedy framing tool wherein deprivation is time and again narrated as evidence of systemic denial of rights, whilst alternative money owed interpret the equal occasions as results of safety threats,

insurgency, or overseas interference (Hussain, [2023](#); Khan, [2020](#)).

Historical and political research finds “Baloch alienation” in repeated center–province confrontations, consisting of disputes over political participation, coercive responses, and dismissals of elected governments, producing perceptions of rule via force rather than consent (Bukhari, [2020](#); Khan, [2020](#)). In the Twitter/X environment, those histories become raw cloth for strategic storytelling via non-kingdom actors: older episodes of battle are resurfaced, re-edited, and re-contextualized to construct continuity between beyond confrontations and gift-day claims. This supports a propaganda common sense in which every new incident is framed not as an isolated governance failure but as some other “data factor” in a long arc of structural oppression and a method that could harden attitudes, lessen room for compromise, and accentuate distrust of state establishments (Bukhari, [2020](#); Hussain, [2023](#)).

Socioeconomic and human development studies add measurable indicators of poverty, unemployment, and multidimensional deprivation indices showing Balochistan’s weak ratings compared to other provinces, and highlighting the anomaly of aid wealth along constrained nearby gain (Ahmed & Siddique, [2022](#); Ali & Muhammad, [2022](#)). Digital propaganda dynamics depend right here because these signs can be selectively curated: non-state actors can also foreground extraction narratives (“sources taken, nothing returned”) while minimizing countervailing data, nearby versions, or incremental reforms, to sustain a steady ethical indictment that serves mobilization and legitimacy-building dreams (Ahmed & Siddique, [2022](#)). Empirical work that hyperlinks deprivation, weak state presence, and conflict also suggests why such messaging can resonate whilst expectations approximately benefits and inclusion are repeatedly annoyed, simplified online narratives can sense greater “genuine” than complex policy accounts, making Twitter/X a fertile platform for manipulation and recruitment-oriented storytelling (Ali & Muhammad, [2022](#)).

Conflict-focused literature describes instability as the made of structural grievances interacting with identity politics and militarized responses, with enforced disappearances, focused killings, and securitization of development projects turning into principal interpretive cues in militant and activist narratives (Bukhari, [2020](#); Khan, [2020](#)). On Twitter/X, these cues are often converted into high-speed content clips, posters, thread

narratives, and hashtag campaigns that can internationalize claims and entice interest from diaspora networks and human rights audiences. This is not handiest advocacy; it can additionally operate as propaganda whilst non-state actors rent selective evidence, emotionally loaded framing, and coordinated amplification to delegitimize the state and portray violence or disruption as justified resistance. At the same time, insurgency studies note fragmentation and rivalry inside militant landscapes, complicating questions about who legitimately speaks for “Baloch deprivation” and allowing a couple of non-national actors to compete for narrative dominance online (Ali & Muhammad, 2022; Khan, 2020).

Media scholarship on Pakistan has long argued that mainstream coverage of Balochistan regularly is based on reputable assets and frames unrest broadly speaking through law-and-order and “overseas hand” narratives, marginalizing local voices and regular grievances (Khan, 2020). Human rights monitoring adds that restrictions on press freedom, intimidation of reporters, and episodic verbal exchange shutdowns limit traditional channels for narration, nudging activists and diaspora networks closer to digital structures that may skip gatekeepers (CIVICUS Monitor, 2025). Yet, the same pathway that enables voice additionally invitations manipulation: whilst Twitter/X turns into a number one venue for contested claims, the records surroundings is effortlessly populated through actors who pursue political ends interest, fundraising, recruitment, impact, and legitimacy through narrative engineering in place of balanced representation (CIVICUS Monitor, 2025; Centre for Strategic and International Studies, 2022).

The emerging Twitter/X-specific literature converges on identifiable narrative clusters. One cluster centers on rights violations, disappearances, protests, and alleged extrajudicial violence, with hashtags functioning as mobilization tools and searchable archives that convert scattered incidents into a collective storyline of repression and deprivation (CIVICUS Monitor, 2025). In a second cluster, state-supportive and pro-military accounts emphasize sovereignty, counterterrorism, and development, portraying Balochistan as a frontline against externally enabled militancy and as a beneficiary of projects such as Gwadar and CPEC; within this framing, online activism can be described as hybrid warfare or information aggression (Centre for Strategic and International Studies, 2022; Khan,

2020). A third cluster involves extremist exploitation of the digital space: research on online propaganda indicates attempts to insert sectarian or transnational jihadist narratives into the Balochistan discourse, contributing to a more crowded and polarized ecosystem even when local resonance is uneven (GNET Research, 2025).

A key concern in the recent literature is the position of inauthentic pastime and coordinated amplification in shaping what appears to be “public opinion” approximately Balochistan (Centre for Strategic and International Studies, 2022). Studies of local information operations highlight coordinated networks that increase preferred frames, assault critics, and push geopolitical storylines, blurring the line between organic discourse and orchestrated messaging. In the Balochistan context, because of this portrayals of deprivation are not most effective expressions of genuine complaint; they can also be merchandise of strategic communication by way of non-kingdom actors in search of to inflame resentment, delegitimize establishments, and normalize separatist or rebel positions as the best morally coherent interpretation of events (Centre for Strategic and International Studies, 2022; GNET Research, 2025). Human rights reporting similarly notes online harassment, doxing, and smear campaigns targeting activists, reporters, and scholar leaders, contributing to self-censorship and mirroring offline intimidation—conditions that shape who can talk, what may be said, and which narratives survive algorithmic competition (CIVICUS Monitor, 2025).

Taken together, the literature indicates that Twitter/X capabilities as an arena where structural deprivation is reframed and operationalized. Genuine deficits in improvement and illustration provide the complaint base (Ahmed & Siddique, 2022; Hussain, 2023), whilst non-nation actors can convert the ones grievances into political leverage via narrative strategies selective proof, emotional intensification, international tagging, and coordinated diffusion designed to preserve a poor, excessive-salience image of Balochistan as permanently victimized and unreportable, thereby strengthening autonomy-orientated claims and weakening trust in incremental coverage solutions (Ali & Muhammad, 2022; Centre for Strategic and International Studies, 2022). At the same time, counter-frames that equate dissent with terrorism or overseas manipulation also can narrow democratic space and accentuate polarization, producing a cycle wherein every facet’s

propaganda justifies the alternative's escalation (Khan, [2020](#); Centre for Strategic and International Studies, [2022](#)).

Finally, current paintings are of the same opinion on a major studies gap: systematic, information-driven analyses of Balochistan narratives on Twitter/X the usage of big-scale datasets, bot/coordinated-conduct detection, network mapping, and longitudinal hashtag tracking stay confined. The area would gain from integrating social media evidence with deprivation signs and battle occasion facts to differentiate natural grievance articulation from strategic manipulation, and to specify which narrative frames, actors, and coordination methods most strongly power polarization and internationalization of the Balochistan difficulty (Ahmed & Siddique, [2022](#); Hussain, [2023](#); GNET Research, [2025](#)).

Theoretical framework

Key theories of mass communication, such as the Propaganda Model, Agenda-Setting Theory, and Framing Theory, explain how media messages are constructed, shaped, and distributed to shape public opinion and belief. By connecting these to the discussion at "Sense of Deprivation in Balochistan: Depiction of Instability on Twitter," we will be able to identify the processes that underlie how Baluchistan's instability is portrayed.

The Propaganda Model, developed by Herman and Chomsky in 1988, suggests that media content is shaped and controlled by powerful groups like governments, big organizations, and wealthy individuals, in order to support their political and financial interests. According to this model, there are five primary variables that affect media content: how media firms are controlled, how they generate revenue through advertising, how they rely on official or reliable sources, how they handle opposition or criticism, and how they utilise ideas to sway people's opinions. In the case of Balochistan, individuals or organisations outside the nation, such as separatists or even government-backed players, may promote or increase the popularity of articles concerning poverty and unrest on Twitter in order to influence political outcomes. This demonstrates how propaganda is used to sway people's opinions and foster agreement or disagreement in the area.

According to McCombs and Shaw's Agenda-Setting Theory, which was first presented in 1972,

the media highlights certain concerns rather than telling people what to think.

Entman's [1993](#) Framing Theory examines how the media emphasises some parts of a story while omitting others, which influences how people perceive and interpret it. On Twitter, Balochistan is being shown in a way that highlights the instability, injustice, and conflict. All this can be done by using biased hashtags.

Both of these theories demonstrate how Twitter serves as a forum for well-produced stories about poverty and instability in Baluchistan.

Agenda-Setting Theory explains how specific subjects are elevated, Framing Theory shows how these messages are presented to affect people's comprehension and responses, and the Propaganda Model explains who controls the messages and who gains from them.

Objectives of the Study

- I. To examine how non-state actors and other Twitter users/ activists spread misinformation about the instability in Baluchistan.
- II. To understand the Twitter logic that is used by these actors in the accomplishment of their purpose and Twitter's role in the instability of Balochistan.
- III. To analyze the influence of this propaganda on people of Baluchistan and examine the role of government and non-government organizations to combat it.

Significance

The fact that the research is extremely important for understanding the complexities of digital communication in Pakistan, since it focuses on the behavior of social media users regarding Baluchistan on Twitter/X, where tweets are typically crafted and disseminated with specific goals rather than just as facts. The specific messages become apparent and influence people's opinions using concepts like propaganda, timing, and story presentation.

Additionally, it highlights how non-state actors can utilize the internet to fabricate news about Baluchistan instability in order to further their political objectives. The findings of this study have the potential to guide and improve tactics to advance digital learning and communication not only in Pakistan but also globally.

Research Problem

Twitter often portrayed Baluchistan as an area of insecurity and instability. However, those images are greatly impacted by narratives that are created and promoted for political purposes with the help of actors and activists from other countries. This study aims to examine how this instability is portrayed on Twitter, as well as the extent to which these depictions either reflect reality or are strategic interests.

Hypothesis

Twitter narratives about Balochistan misrepresent its socioeconomic realities by exaggerating insecurity and instability.

Research Questions

- I. How can non-state actors and activists utilize their narratives on Twitter to fabricate news about Baluchistan instability in order to further their political objectives?
- II. How do government and non-governmental organizations react to these narratives, and how do they affect public opinion?

Methodology

This has a look at follows a qualitative study's design primarily based on content evaluation to examine how Twitter hashtags (X) are misused to flow into virtual propaganda and media manipulation regarding Balochistan. Such a technique is appropriate because qualitative investigation allows micro-stage engagement with that means-making procedures, discursive production, and the framing of deprivation, instability, and conflict in virtual areas (Silverman, 2020). Unlike quantitative strategies, which emphasize numerical indicators, qualitative content analysis highlights the interpretive dimensions of conversation and allows find habitual patterns, thematic consistencies, and rhetorical strategies used by non-state actors to sell unique narratives about Balochistan.

This method lets in the examination to show how digital propaganda networks manufacture, amplify, or distort discourses associated with Baloch political grievances and the way these manipulated narratives shape perceptions of insecurity and marginalization on Twitter.

Data Collection

The data collection is based completely on publicly available

to access Twitter information, accessed both through the Twitter API or institutionally authorised scraping equipment. To ensure a rich know-how of how manipulated discourse evolves, the observer focused on a three-month period marked by using a main protection incident, a high-profile missing persons' case, a separatist hobby, or a controversy involving state institutions.

The following factors are primarily used to choose hashtags:

Relevance of the issue

The hashtag is associated with Balochistan and addresses concerns such as unmet basic requirements, missing persons, inefficient use of resources, or allegations made against the government by unrecognized parties.

Current Trends

The hashtag has become popular, showing that it has been widely shared and promoted through organized groups online.

Volume of Engagements

When each selected hashtag had at least 2,000 tweets, it became possible to identify the main topics and types of propaganda. A focused approach was used to collect 500–800 tweets for each hashtag. Human rights organizations, overseas activists, anonymous propaganda accounts, and maybe bot accounts were among the many origins of these tweets. The posts also featured a range of styles, including simple text posts, memes, old films, and modified photos.

Method of Analysis

We used qualitative methodology in the analysis process.

Preparation

Duplicates, repetitive messages from bots, spam posts, and unnecessary advertising information have all been meticulously removed from the tweets. In order to concentrate more on original user-generated information, particularly that which could be manipulated or disseminated as propaganda, retweets with no new comments have been excluded.

Interpretation

The analysis focuses on how specific concepts, narratives, and language are employed to depict Baluchistan as an insecure, unstable, or oppressed province. Slogans, associated hashtags, prominent memes, chosen narratives, and emotionally charged language that shape people's opinions are all taken into consideration. Understanding how online propaganda transforms actual problems into skillfully crafted statements that promote particular ideological or separatist objectives is the aim.

Ethical Considerations

This study only looks at public tweets on Twitter. Sensitive or potentially harmful language is changed, and usernames are made anonymous, to protect people or communities. Extra caution is used to prevent the research from inadvertently spreading false information or endorsing separatist beliefs. Every action conforms to Twitter's terms of service and ethical guidelines.

Limitations

Results from a qualitative study cannot be applied to the entire population of Baluchistan. Additionally, the study may overlook minor yet significant conversations because it examines prominent hashtags that are managed. Nonetheless, the results still provide significant insights into how non-state actors utilize social media to generate and disseminate notions about poverty, instability, and unequal treatment in Balochistan, considering the significance of Twitter in forming political opinions, disseminating propaganda, and establishing public opinion.

Ultimately, this system permits a nuanced knowledge of the way digital propaganda networks, separatist-aligned actors, and coordinated online campaigns strategically set up hashtags to shape, distort, and flow into narratives surrounding Balochistan in Pakistan's digital public sphere.

Thematic Analysis Findings/ Discussions

The qualitative content material evaluation of selected Balochistan-associated hashtags identified 4 primary themes that together conceptualize how Twitter (X) is misused as a digital space for building, manipulating, and amplifying politically charged narratives

approximately Balochistan. These patterns display how non-country actors, pressure agencies, and digitally coordinated networks strategically exploit the platform to circulate narratives of deprivation, instability, and marginalization for ideological, political, or separatist targets. The four main subject matters encompass: Narrative Engineering of Marginalization, State Delegitimization, Identity-Driven and Ideological Framing, and Humor/Satire as Subversive Messaging. Although these subject matters appeared throughout more than one trending hashtag, their tone, depth, and engagement varied depending on the triggering occasion, political climate, or safety incident.

Marginalization through Narrative Engineering

The hashtags like #SaveBalochPeople, #BalochLivesMatter, included brutality, prejudice, and biases. These narratives are being built by the use of selected stories, fake claims, altered photos, and outdated visual images. The handlers of these accounts think the province is treated unfairly. They portrayed the social, economic, and political instability in Balochistan through these tweets.

State Delegitimization Campaigns

To undermine Pakistan and its security organizations the hashtags like #StopBalochGenocide and #EndMilitaryOccupation are being used. These tweets showed the state as an oppressor, while ignoring the security and development realities of Balochistan. Most of these tweets came from the diaspora activists. These viral hashtags influence local people and the international community as well.

Identity-Driven and Ideological Framing

To promote their agenda, non-state actors utilized nationalist symbols and concepts like historical injustice or self-determination. They represent the regimes as cruel and promote civil war and global liberation movements. Moreover, the hashtags that carried anti-state or sectarian content became viral and created more tension on the internet.

Subversive Use of Satire, Humour, and Memes

To undermine official organisations and projects like CPEC, the diaspora networks and propagandists' accounts spread satire, humour, and memes. They simplify the complex issues with these humorous posts and grab the attention of

people. And their biased views became viral, which overshadowed the facts.

Cross-Cutting Observations

The narrative about Baluchistan is shaped by systematic posting patterns, heated debate, and strong visual imagery. Many tweets from propaganda groups are biased, and they are using the same pattern and repetitive phrasing. Rather

than objectivity, the narrative was highly emotional, handled more by anger or victimization. It became more prevalent due to the use of edited movies, strong imagery, and narrative. These trends show that Twitter is a rival zone where State and non-state actors engage to influence local, national, and global narratives of insecurity, instability, and resistance in Baluchistan with their own biases, ignoring the factual reality.

Thematic Analysis Findings

Theme	Description	Key Observations from Data	Representative Hashtags/Examples
1. Manipulated Narratives of Deprivation	Twitter (X) was used by non-state actors and coordinated propaganda networks to highlight, exaggerate, or fabricate deprivation and marginalization in Balochistan.	- Narratives are heavily focused on selective incidents and one-sided claims. - Emotional storytelling is used to create global sympathy. - Old or unrelated images are often recirculated to intensify perceived crisis.	#BalochLivesMatter, #SaveBalochPeople, #BalochistanInPain
2. Anti-State Framing & Delegitimization	Propaganda campaigns aimed to present the state, military, and federal institutions as oppressive or illegitimate actors in Balochistan.	There are often claims about "state violence" that are shared a lot but don't have any proof. Groups spread messages at the same time to make people doubt the government. These messages are louder than the official stories that try to tell the truth. They used robot accounts to share the same messages many times. People were paid to spread these	#StopBalochGenocide, #StateViolenceInBalochistan, #EndMilitaryOccupation
3. Hashtag Manipulation & Trend Engineering	Some groups that aren't officially recognized created fake hashtags to make stories about crises appear more popular.	messages, and some campaigns were supported by people living abroad. There was a big increase in how often these topics were used after some security problems happened.	#FreeBalochistan, #VoiceOfBaloch, #BalochMissingPersons

Theme	Description	Key Observations from Data	Representative Hashtags/Examples
4. Identity-Based & Separatist Mobilization	Twitter was used to bring up ethnic identity, ideas about separation, and old complaints to get people to support a cause.	The content made it seem like Baloch identity didn't fit with being part of Pakistan. It used history in a way that supported wanting independence or resisting the government. People tried to get international support by using hashtags that show solidarity worldwide.	#RightToSelfDetermination, #FreeBalochMovement, #BalochResistance
5. Emotional Polarization & Public Opinion Manipulation	Those spreading messages used emotional pictures and feelings of anger to make people feel divided and against the government.	They shared strong images to make people upset and helpless. Discussions were not based on facts but were more about emotions and quick reactions. Groups formed around stories of crisis and hardship.	#JusticeForBaloch, #StopAbductions, #CrisisInBalochistan
6. Digital Misinformation & Crisis Amplification	During security situations, Twitter was used to spread false information, exaggerated stories, and crisis-based messages.	False information spread quickly than the government could correct it. Fake videos and made-up stories were shared a lot. Propaganda accounts worked together to change the story after big events happened.	#FakeEncounter, #HumanRightsCrisis, #TruthOfBalochistan

Findings

The qualitative content analysis of Balochistan-related hashtags revealed several dominant patterns and propaganda-driven themes:

Theme	Description	Example Hashtags	Key Insights
1. Propaganda-Driven Issue Promotion	Non-state groups used hashtags on Twitter to show Balochistan as a place that is always in trouble and lacking basic things. These stories about the crisis took over the platform and changed how people saw the region, making them	#BalochLivesMatter, #SaveBalochPeople, #BalochistanBleeds	The hashtags made government groups look bad, unfair, or not caring about Baluchistan.

Theme	Description	Example Hashtags	Key Insights
	ignore real progress or government work.		
2. Anti-State Image Building & Delegitimization	Hashtags framed state institutions as hostile, oppressive, or intentionally negligent towards Balochistan.	#StateAtrocities, #StopBalochGenocide, #MilitaryOutOfBalochistan	Messages against the government became more common, making people split into different sides and not trust official information.
3. Manipulative Misinformation Campaigns	Coordinated groups spread misleading, exaggerated, or fabricated claims to influence local and international opinion.	#MissingPersons, #FakeEncounter, #HumanRightsViolation	False information spread quickly and influenced people's opinions before the truth was known.
4. Digital Mobilization for Separatist Sentiment	Twitter served as a rallying ground for promoting separatist identity, victimhood, and anti-state solidarity.	#FreeBalochistan, #BalochResistance, #RightToSelfDetermination	Hashtags were often used to attract people, which helped spread feelings of anger between different groups and ideas of separation.
5. Emotional & Symbolic Manipulation	Content used graphic visuals, selective tragedies, and emotional appeals to intensify resentment and victimhood narratives.	#JusticeForBaloch, #SaveBalochYouth	Messages that made people feel strong emotions took over discussions, changing how people saw things based on feelings instead of facts.
6. Silencing of Alternative Views (Spiral of Silence)	Dominant propaganda hashtags created an environment where moderate or pro-state voices were intimidated or trolled into silence.	—	People who shared different opinions were bullied, making online conversations unfair and one-sided.

Conclusion

In essence, the narrative about Baluchistan is shaped by systematic posting patterns, heated debate, and strong visual imagery. Many tweets from the propaganda group are biased, and they are using the same pattern and repetitive phrasing. Rather than objectivity, the narrative was highly emotional, handled more by anger or

victimization. It became more prevalent due to the use of edited movies, strong imagery, and narrative. These trends show that Twitter is a rival zone where State and non-state actors engage to influence local, national, and global narratives of insecurity, instability, and resistance in Baluchistan with their own biases, ignoring the factual reality.

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