



## Social Media and Fear of War among Prosumers after Pulwama Incident

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### Abstract

Social media is an accessible tool of information and they can also provide instant news about any aspect of life. This study is aimed to find out the relationship between social media prosumers and fear of war. It is assumed that those presuming more information about the Pulwama incident will have more fear of war. A quantitative research methodology was adopted, while the survey technique was applied for data collection. A purposive sampling method was used and data was collected from 50 prosumers of Twitter and Facebook. Data were analyzed through descriptive and inferential statistics. The findings supported the hypotheses of the study that prosumers having presumed more war information have strong feelings of insecurity. It is also supported that higher-income people feel insecure more than the poor in such kind of situation.

**Keywords:** Pulwama Incident, social media Prosumers, fear of war

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### Introduction

Digital media can play a critical role in enlightening people with reality and the actual outcomes of this incident. This study was focused on determining the fear level of war among hyperactive social media users or active Prosumers. Prosumers refer to the people producing and using the content on social media platforms related to the Pulwama incident. The primary objective of this study is to identify and evaluate the fear level of war on these particular groups of audiences. The cultivation theory states that the media is primarily responsible for forming social reality. Therefore, the role of media in this study will be analyzed through various factors and theories related to it.

This incident resulted in political changes along with the disturbance in the security of Pakistan. However, media on the other hand played an important role in creating fear among the people by giving them news and information (Dar, Parliament, Temple, & Temple, 2019). This can be analyzed that media considered this incident as the opportunity to attract maximum viewers which will help them to increase the profitability. People get information regarding such kind of incidents from one basic source that is "media". Conversely, media often use such kind of incidents as money minting situation and take full advantage out of it. Media often exaggerate the story to attract maximum viewers which leads towards fear of war among civilians. In other words, media cultivated the fear of war and conflict among its viewers and audience. Media used this situation and created hype in order to get more viewers and attention of audience which impacted negatively the security of both of the nation leading towards fear of war among civilians (Siyech, 2019).

The pictures which are censored by the censored board were shown to the people on social media which outbreak the fear among people resulting into rumours and fake news. On the other hand, the conflicting narratives of both of the media resulted in to chaos and confusion among civilians and citizens of both nations. This can be determined, analyzed and examined from the report posted by The Diplomat (March 8,2019), an international magazine in this domain and field of study that Pakistani media proposed various narratives and statements which blamed the responsibility of this incident on each other. Right after the attack, media of both of the nation's came up with flurry of reporting, opinion pieces from journalists, retired armed personals as well as



political commentators. Therefore, media played an important role in framing the idea, concept and base of the Pulwama attack (Sriram, 2019).

### Statement of Problem

This study helps to eliminate the literature gap as by identifying the fear effect on the different type of audience which is heavy Prosumers. Various studies are conducted on fear effect but evolution of fear effect among the audience of social media. This study researches upon the aspects and elements that media uses in order to create fear among the consumers. In addition to that this study also focuses upon the similarities and differences in the perceptions of heavy users of social media regarding the Pulwama attack. For that purpose, this has been identified that fear effect among the Prosumers of social media in order to generated by fabricating the information in order to create hype leading towards attracting maximum viewers.

### Objectives

1. To examine fear caused to Pulwama attack among Prosumers
2. To find out the relationship between fear of war contents among the Prosumers exposure to Pulwama attack
3. To find out factors of fear of war among the media consumers.

### Review of literature

Thus, it can be said that the news media plays a role in the construction of social reality and help public to structure the image of reality, of the long-term social imaginary, to organize new elements of such images, to form new opinions and beliefs such as perception of war. At the centre of the problem of effects is therefore the relationship between the constant action of the mass media and the set of knowledge about social reality, which shapes a particular culture intervening in it dynamically (Sabao& Chingwaramusee, 2019). The fundamental objective of the media is to persuade. The media, when describing and specifying the external reality, present to the public a list of everything around which to have an opinion and discuss. The fundamental premise of cultivation theory is the understanding that people have great part of social reality is modified by the media. The literature points out that the press fails to tell people what they have to think, but it is able to tell the readers themselves about what issues they have to think about (May, 2016).

Wolton, (2019) argued that the media perspective does not decide what the public has to think or say, but what it has to say. Since the public cannot access direct and first-hand information from the outside world, the media serves as windows of the outside world that is beyond direct experience, determine the cognitive maps, images, which public make of it. Lippmann (cited in Bjørkdahl& Carlsen, 2017), making a contemporary update of the allegory of the Platonic cave, said that how indirectly public knows the environment in which public nevertheless lives; but whatever it is that public takes for a true image, public considers it as public's own environment will be treated. However, the media narrates or informs public about the world and what happens in it, and to which public usually do not have direct access, with the risk that their minds reproduce a world different from the real one, an imaginary world, because the reality is out of reach, of the look and of the mind (Mackey, 2016).

Based on the arguments above, it can be fairly assumed that public, due to lack of access to reality, resorts to public media, and if there were another and better alternate available, the public would most likely resort to the alternate. The digital media emerged as an alternate to traditional news and television media. The fundamental element that makes digital media unique is that the information and experiences do not only come from politicians, journalists, and elites, but general and common public members can also share their experiences through a variety of content (Korstanje, 2019). In addition, digital media also has other features, often considered as strengths of digital media over traditional media, such as the accessibility. Internet has reached almost every home and every individual and thus is more personalised and is more accessible to people as compared to TV and newspapers. Digital media is also more convenient. In addition, digital media offers all types and formats of content, which includes text, pictures, videos, audio, and many other formats of content. General public can use these formats to share their experience and reality. General public can access these experiences as an alternate to those provided by TV and newspapers (Makhortykh& Sydorova, 2017).

The arguments above highlight another important feature of digital media as compared to traditional media. This is the degree of openness or closeness of the media and content. Traditional media is vulnerable to control and manipulation by political elites and government as well as special think tanks and groups that have specific agenda to motivate and shape public opinion. However, the digital media is uncontrollable and cannot be restricted by government and other stakeholders (Makhortykh&Sydorova, 2017). Therefore, the freedom and



openness also attracts the attention of public. This feature may persuade public to assume that digital media (especially those that are provided by public with real time events and experiences is more real and credible as compared to traditional media). Therefore it may have more impact on public perception and in turn public perception about war/peace (Korstanje, 2019).

Therefore, the new technologies based on the Internet and mobile devices became an efficient communication tool during the political campaigns, which allow organizing meeting points and group actions, from the most classic, offline (as marches and rallies), even the latest online, in videos, twitters and profiles on the Internet (Bjørkdahl& Carlsen, 2017). Regardless of their impact on the voting figures, from a qualitative point of view they facilitated an enormous capacity for social organization based on telecommunications technology. They are equally effective in shaping public opinion and fear (Mackey, 2016).

The receivers have become content generators, known as Prosumers, thus enabling self-communication, that is, the communication that the user himself generates and selects, but which has the potential to reach masses and selected recipients (May, 2016). In this way, the breaking of the space and time barriers allowed the development of communication technologies from the eighteenth century onwards, and that came to reorganize or arouse endless commercial, political and social practices, is taken a step further in an important way (Lapa & Cardoso, 2016).

It is proved by the literature that social media is playing a significant role in shaping thoughts of its Prosumers in comparison of the readers, viewers and Prosumers of newspaper, TV Channels and Social Media (Thomas et al., 2018). According to (Swani, *et al.*, 2017) the influence of media especially the digital media plays a significant role as many people are linked with social media and are also aware of the current happenings through this particular digital platform as the viewership of PEMRA justifies it that most of the people are concerned with the perception given by the news channels related to a particular event. As the influence of digital media has risen, many personal opinions and an argumental fight leading towards hatred on social media between the individuals of these two countries can be seen due to pulwamaattack which justify the negative role of media.

#### **Research Hypotheses**

**H1:** Social media promote feeling of insecurity among people who presume more war news than TV Viewers.

**H2:** Fear of war among low income among media user about Pulwama attack is more than higher income(Class).

**H3:** Women will present higher fear than male after exposing to media regarding Pulwama attack.

#### **Theoretical Framework**

In the theory of cultivation, the idea is raised that society is exposed to the mass media in which a reality that does not exist, a fictitious reality, is raised. Large television consumers are exposed to the distortion of reality that results in a distorted perception of reality. A clear example of this can be seen reflected on television screens. When an audience faces a Hollywood film, it only observes exaggerations of reality, those it comes to believe are possible and fair, even if they do not correspond to what happens in daily life (Snook & Walter, 2015).

According to Hu et al., (2015), around 1940 and 1950, when television began arriving in US homes, researchers began to have concerns and try to investigate the "effects" of television. The first thing that was done was to compare the behaviors of people who had television at home and people who lived in similar places but who had no contact with this technology. Over the years, television became more common and it became more difficult to find homes that did not have it. Subsequently, they began to experiment with groups of people who were exposed to a stimulus (usually violence) and then had the opportunity to imitate that violence or behave aggressively. Thus groups were compared to reach conclusions.

If there was no change, there was no effect on the part of the medium. In this way, they believed that they could find better ways to campaign both political and commercial, health, education, etc. (Protes& McCombs, 2016) Many resources were destined to change the attitude and behavior of people. Studies of short-term effects at the individual level were not able to produce knowledge that would help to understand the characteristics of television in the cultural system. These are given through massive, long-term and common exposures in large and heterogeneous audiences to centrally produced, massively distributed and widely repetitive story systems. Thus, these investigations began to lose validity and had no powerful arguments to support them. They had no empirical evidence in the world outside the laboratory and it began to be believed that the media had minimal effects and that they were only able to feed previously existing provisions in a human (Graber & Dunaway, 2017).



The investigation of message effects, discussed earlier, assumes that human communication consists mostly of information excesses. Cultivation theory prefers to see humans as involved in transactions where stories are told. The stories of a culture reflect and cultivate its most basic and fundamental assumptions. Those same, mentioned previously, Gerbner considered were monopolized by groups of people. It is important to clarify that when talking about the crop there is no talk about linear, mechanical or hypodermic effects, as it was intended in the beginning. Rather, it is a dialectical process in which the effects of the messages are relatively indirect (Proffess & McCombs, 2016).

**Methodology**

Quantitative method was applied for this research, whereas, survey design has been used for data collection. Due to non-probability sampling procedure, the researchers used purposive sampling technique for data collection. A questionnaire was distributed among 50 social media Prosumers of Facebook and Twitter. Social media users mainly use Facebook and Twitter that are also focused by considering frequency of their usage of social media. Researcher has selected social media users of Facebook and Twitter because the usage of these platforms is frequently higher in Pakistan. According to Statcounter(4 April, 2019), a leading International website that releasing statistical reports about social media usage ranked Facebook on the top with 89.05% and then Twitter with 3.25%. So, this justifies the selection of these social media users in this research. Moreover, the intensity of the fear is also included between heavy and light newspaper reader, viewers and social media users which have been analyzed effectively using the statistical analysis through SPSS in order to meet the research objectives.

**Table 1**

**Reliability Statistics about Social Media related scale**

Cronbach's Alpha	N of Items
.846	9

The data has also been collected from social media users and the above-mentioned table displays that the reliability was 0.864 which indicates that the scale used for survey about social media users has been reliable.

**Results and Findings**

**Table 2**

**Age, gender and marital status of the respondents**

	age			Gender			Status	
	F	%		F	%		F	%
20-25	19	38.0	Male	31	62.0	Single	28	56.0
26-30	13	26.0	Female	19	38.0	Married	21	42.0
31-35	7	14.0	Total	50	100.0	Others	1	2.0
35-40	4	8.0				Total	50	100.0
Above 40	7	14.0						
Total	50	100.0						

Table 2 demonstrates the age of Prosumers that 38% of them were 20 to 25 years, 26% were 26 to 30 years, 14% of 31 to 35 years, 8% of 35 to 40 years, while 14% of the were above 40 years of age. Table also illustrates Prosumers were 62% male and 38% were female respondents. In the case of the social media, around 56% of the consumers are single whereas around 42% of the same are married. 2% may be divorced, deceased or other.



**Table 3**

**Income of the Respondents**

	Newspaper	
	F	%
10,000-15,000	3	6.0
16,000-20,000	5	10.0
21,000-25,000	4	8.0
26,000-30,000	11	22.0
Above 30,000	17	34.0
Jobless	10	20.0
Total	50	100.0

Table elaborates that Prosumers of 6% income ranges from 10,000-15,000, 10% of income range between 16,000-20,000, 8% of income ranges between 21,000-25,000, 22% of respondent's income range between 26,000-30,000, 34% of above 30,000 and 20% of them were jobless.

**Table 4**

**Prosumers of social media**

	Newspaper	
	F	%
Facebook	25	50.0
Twitter	25	50.0

Table 4 explains that 50% respondents of Facebook and 50% of Twitter.

**Table 5**

**Time Consumption and place of the social media Prosumers**

	Time			Place	
	F	%		F	%
Less than 1 hour	1	2.0	At home	26	52.0
1-2 hour	15	30.0	At office	8	16.0
3-4 hour	16	32.0	At shop	4	8.0
More than 4 hours	18	36.0	Others	12	24.0
Total	50	100.0	Total	50	100.0

Table also elaborates the time spam of Prosumers 2% use less than 1 hour, 30% use 1-2 hour, 32% use 3-4 hour and 36% spend more than 4 hours using social media. 36% of the consumers spending time on a medium for news consumption spend time on the social media (Facebook and Twitter). These results are in a complete alignment with the idea that the social media platforms can be utilized to consume news on the go, which enhances their usage capability (Rao, 2019).

Table also shows that 52% of Prosumers at home, 16% of at office , 8% of at shop and 24% of them were responded as others.

**Table 6**

**Content watched by Respondents of Social Media Users about Pulwama Incident**

	Social media	
	F	%
Pictures	7	14.0
Videos	10	20.0
News stories	13	26.0



Newsfeed/Tweets	19	38.0
Others	1	2.0
Total	50	100.0

Table 6 shows content watched by Prosumers that 14% watched pictures, 20% of videos, 26% of news stories, 38% of news feed/Tweets and 1% of them responds at others. These results are in an alignment with the other cited research studies. For instance, Rao (2019) maintains that the news, using the social media, may be consumed on the go, which has contributed majorly to the rising use of this platform for news consumption.

**Table 7**

**Content produced by users about Pulwama Incident**

Social Media		
	F	%
Statuses/Tweets	13	26.0
Pictures shared	13	26.0
Post sharing/Retweet	19	38.0
Live streaming	1	2.0
Video shared	1	2.0
Others	3	6.0
Total	50	100.0

Table 7 shows content produced by Prosumers that 26% of produced statuses/Tweets, 26% of shared pictures, 38% of post sharing/Retweet, 2% of live streaming, 2% of video sharing and 6% of them were others.

**Table 8**

**Action taken by Prosumers on Social Media after Pulwama Incidence**

Social media		
	F	%
Joined and followed groups	12	24.0
Joined and followed pages	20	40.0
Created lists	10	20.0
Others	8	16.0
Total	50	100.0

Table 8 explains the actions of Prosumers that 24% of joined and followed groups, 40% of joined and followed pages, 20% of created lists and 16% of them took other actions on social media.

**Table 9**

**Triggered direction of Prosumers to Pulwama Incidence**

Social media		
	F	%
Arguments	10	20.0
Negative comments	17	34.0
Hate toward Indians	13	26.0
Negative posts	7	14.0
Others	3	6.0
Total	50	100.0

Table 9 illustrates the triggered direction of Prosumers that 20% of arguments, 34% of negative comments, 26% of hate toward Indians, 14% of negative posts and 6% of them lies on others category.



**Table 10**  
***Fear of war among respondents of newspaper***

	Fear		Fear contents		
	F	%	F	%	
Yes	35	70.0	Yes	36	72.0
No	15	30.0	No	14	28.0
Total	50	100.0	Total	50	100.0

Table 10 also elaborates that 70% of Prosumers responds yes and 30% responded as no. Table also shows that 72% of Prosumers responds to yes and 28% no.

**Table 11**  
***Repetition of news stories, blaming contents and presentation of LOC situation leads towards fear of war***

	Repetition		Blaming		LOC	
	F	%	F	%	F	%
Strongly Disagree	7	14.0	1	2.0	2	4.0
Disagree	11	22.0	9	18.0	6	12.0
Neutral	9	18.0	14	28.0	13	26.0
Agree	19	38.0	18	36.0	16	32.0
Strongly Agree	4	8.0	8	16.0	13	26.0
Total	50	100.0	50	100.0	50	100.0

Table 11 demonstrated that 38% of social media were agreed with notion that the repeatedly presentation of information created fear of war among them, While, 36% of them believed agreed that blaming content in news stories created fear of war. Table also illustrated the opinion of the respondents regarding Line of Control (LOC) situation in news stories creation fear of war that 32% of them agreed with belief that presentation of LOC situation created fear of war.

**Table 12**  
***Presentation of news in exaggerated form and negative posts leads towards fear of war***

	Exaggeration		Biased information	
	F	%	F	%
Strongly Disagree	4	8.0	3	6.0
Disagree	7	14.0	14	28.0
Neutral	12	24.0	11	22.0



Agree	21	42.0	16	32.0
Strongly Agree	6	12.0	6	12.0
Total	50	100.0	50	100.0

Table 12 exemplify that 42% of the presumers believed that exaggerated form of news presentation created fear of war among them. Table also Pertaining to the case of negative posts that are shared on social media and specifically through tweeting which is presented by exaggeration, it has been found that 32% of the participants are found to be agreeing to the opinion. However, 28% of the respondents aggregately negate the opinion.

**Table 13**

**Manipulation in news stories, propaganda contents and negative portrayal of Pakistan leads toward fear of war**

	Manipulation		Propaganda		Negative portrayal	
	F	%	F	%	F	%
Strongly Disagree	3	6.0	4	8.0	3	6.0
Disagree	12	24.0	4	8.0	5	10.0
Neutral	11	22.0	6	12.0	10	20.0
Agree	18	36.0	28	56.0	26	52.0
Strongly Agree	6	12.0	8	16.0	6	12.0
Total	50	100.0	50	100.0	50	100.0

The table describes that 36% of them agreed to the notion that manipulation in news stories, 56% agreed believed propaganda contents and 52% of them have the opinion that negative portrayal of the country created fear of war among the Prosumers.

**Table 14**

**Comparison of dominancy in terms of military and nuclear power leads toward fear of war**

	F	%
Strongly Disagree	3	6.0
Disagree	3	6.0
Neutral	11	22.0
Agree	21	42.0
Strongly Agree	12	24.0
Total	50	100.0

In the case of the comparison of the dominancy in terms of military personnel or specifically nuclear power, the prospects of fear of war increased. In this case, it has been found that 42% of Prosumers agreement and strongly agreement that it is also a factor of influence among them.

**Hypotheses Testing**

For testing of first hypothesis “Social media promote feeling of insecurity among people who presume more war news than TV Viewers” the researcher has applied one-way ANOVA. The results have been presented as follows:

**Table 15**

**ANOVA Analysis**

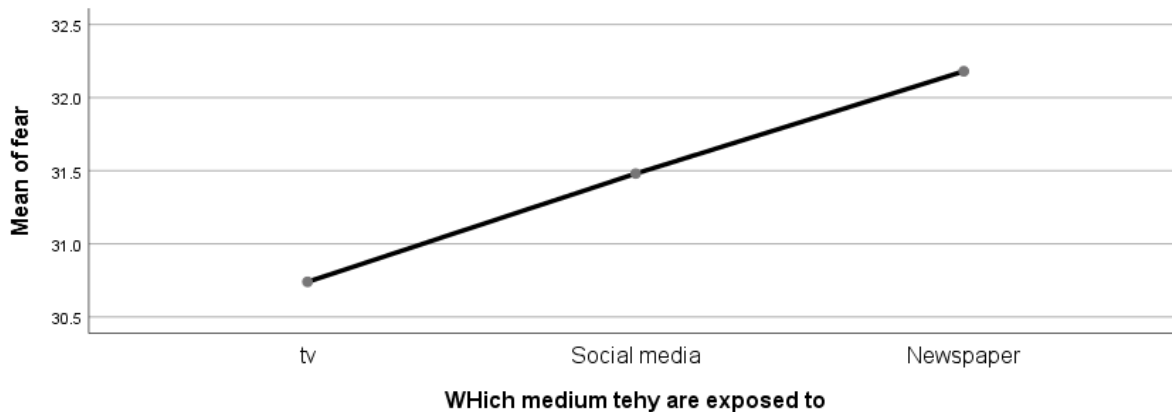
ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.





Between Groups	51.853	2	25.927	.690	.503
Within Groups	5521.480	49	37.561		
Total	5573.333	50			

In accordance with the one-way ANOVA analysis, the f-statistics is computed to be 0.690 with the significance value of 0.503. This infers that the difference in perception is not found amongst the viewers, Prosumers and readers.



**Figure 1: Means Plot of the Data**

The mean results are also depicted by the mean plot where it can be seen that the mean is seemingly high of readers yet it is not significant. Therefore, the hypothesis not supported..

The other hypothesis of the study “Fear of war among media users about Pulwama attack is more than higher income (Class)” has been tested using correlation analysis with statement and results have been presented as follows:

**Table 16**

**Correlation Analysis between Income the respondents and Fear of War**

Correlations			Fear	Income
Spearman's rho	Fear	Correlation Coefficient	1.000	-.077
		Sig. (2-tailed)	.	.002
		N	50	50
	Income	Correlation Coefficient	-.077	1.000
		Sig. (2-tailed)	.002	.
		N	50	50

The correlation between the income groups and the fear of war is computed to be significant statistically because the p-value is 0.002 (p-value< 0.05). On the other hand, the computed coefficient is negative which opines that people earning higher would have lower fear pertaining to war and the ones earning lower are found to be more fearful if the statistics is translated.



The last hypothesis of the study “Women will present higher fear than male after exposing to media regarding Pulwama attack.” has been the associated with the gender based opinion regarding exposure to war. This hypothesis has been evaluated with the help of independent samples t-test.

**Table 17**

**Group Statistics of Exposure to Pulwama Attack's Fear on the basis of Gender**

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Fear	Male	31	31.00	6.360	.630
	Female	19	32.46	5.493	.793

The group statistics is illustrating that females have a relatively higher score of mean in terms of exposure of fear than men. However, to evaluate whether or not the difference is significant, following table has been presented:

**Table 18**

**Evaluation of differences in Perception related Exposure to Pulwama Attack's Fear on the basis of Gender**

Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.614	.435	-1.366	148	.174	-1.458	1.067	-3.568	.651
Equal variances not assumed			-1.440	105.487	.153	-1.458	1.012	-3.466	.549

With respect to the table presented above, it can be seen that the Levene’s test is insignificant. This implies that the error variances are statistically homogenous. On the other hand, the equality test is asserting that the difference in the opinions of men and women is statistically insignificant because the p-value is 0.174 which is greater than 5% or 0.05 (p-value > 0.05). However, the findings of the study are contradictory to the study of Williams, Ghimire and Snedker (2018) where it has been inferred that women are tender therefore, they easily get frightened with the concept of war. Hence, considering the findings, the hypothesis is rejected because the difference is found but it is insignificant.

**Findings and Discussion**

The findings of the study are coherent with the research of Ali (2016) where it has been deduced that Pakistani youth spend most of their time using social media which can be deemed as excessive. The study further asserted that due to inclination towards adoption of new technology, the youth is inclined towards using social media. On the other hand, most of the newspaper readers are found to be young adults in the case of this study



which correlates with the findings of Soroya and Ameen (2016) to some extent yet the mentioned study stressed on the fact that reading habits of Pakistanis have been changed where the newspapers are also read on electronic devices specifically by the millennial generation. In this context, the study conducted by Abbas et al., (2019) also stated that due to inclination towards learning behavior, the youth is using social media platforms more. This correlates with the findings of this study as well.

Based on the gender gap between males and females it was found that the gap can be attributed to the lower literacy rate prevailing in Pakistan of the females. It has been further supported by Rehman, Jingdong and Hussain (2015) where it has been stated that females are restricted to pursue education in Pakistan specifically in rural areas. Hence, the findings of this study are justified where males are found to be using both social media and newspapers more. In addition, the males of Pakistan are also indulged in the labor force than females and this requires regular updates regarding the circumstances, economic and political conditions. Therefore, even in this case, the findings are justified.

While testing the influence of social media on the perception of males and females it was found that the social media is very widely available in Pakistan almost all around the country. In this connection, it may be noted that Facebook and Twitter are the most widely-used social media platforms. However, as indicated in the results obtained by Dar et al. (2019), the fundamental reason as to why these social media networks are used so widely is that in the context of newspapers and television channels, people have to sit and watch or read the news – something which consumes time. On the other hand, the consumption of news on the social media, since it is available on mobile platforms, becomes possible on the go. This too, refers to the degree of mobility of the social media; the social media applications of Facebook and Twitter are very widely installed on almost all the smartphones (Tellis, 2019), which makes the consumers in a very easy position to consume the latest news on the go. This is in alignment with the results of the study conducted by Feyyaz (2019); according to the author, since the consumption of news on the social media is relatively free as compared to the consumption of news on other platforms such as the newspapers and the television; hence the percentage of jobless masses using social media will only naturally be higher as compared to that of the other media.

According to the findings carried out for the influence of social media on the fear level of individual that stated these results are in a complete alignment with the idea that the social media platforms can be utilized to consume news on the go, which enhances their usage capability (Rao, 2019). For instance, Rao (2019) maintains that the news, using the social media, may be consumed on the go, which has contributed majorly to the rising use of this platform for news consumption. This tactic may be referred to as the propaganda heuristic of the contemporary media. It must be noted that in the contemporary media setting, each of the news channels has a set agenda (Feyyaz, 2019); biased reporting has become a major hurdle in the field of effective and transparent journalism. The news channels are constantly seen attempting to play manipulation tactics.

In terms of exaggeration of news, the results implied that the exaggeration somewhat affects the citizens negatively which ultimately results in increasing fear related to war. There are various underlying reasons for this kind of behavior. One of the main reasons which links with the Pulwama incident in many ways is that of exaggeration for negative propaganda against a state. This idea has been discussed in the work of (Feyyaz, 2019), while the results obtained in the study are in complete alignment with the results of the study. The researcher further investigated from the respondents whether or not the manipulative content affects their state of mind in terms of fear of war.

The fear of war, according to Robinson et al. (2016), is a natural characteristic of the human kind. In this connection, the Pulwama incident, certainly, ignited some sentiments amongst the Pakistani consumers of news. These sentiments, nevertheless, cannot be primarily attributed to those of fear. Rather, they belonged to the anticipation as to when India shifts the entire burden of the incident on Pakistan. This is, according to Xie and Boyd-Barrett (2015), is a modern military tactic for dominance. Still, the contradiction amongst the research respondents in the form of a significant percentage being in disagreement with the statement reflects faith of the masses in the handling of the situation by the government (Pakistan slams India over Pulwama attack propaganda, 2019). In addition, the idea related to military has been discussed in the work of Ohl (2015); according to Ohl (2015), military leaflets, for instance, instil fear amongst the masses. This makes it only naturally imperative that the desire for dominance in terms of military ignites fear amongst the masses.

The first hypothesis states, *“Social media promote feeling of insecurity among people who presume more war news than TV Viewers”*. This hypothesis has been statistically rejected, which means that it is actually the



television viewers who have a more stirred and strong feeling of insecurity amongst the people who presume war views more. This is particularly because of the factors such as the exaggeration of the news stories related to war, the blame games played by the electronic media and the attempt to manipulate the thinking and the mindset of the countrymen. Although the consumption of the social media is much higher within the country, the core manipulation or exaggeration concerning the news stories is on part of the electronic media rather than the social media (Mohan, 2019).

The second hypothesis states, “*Fear of war among low income media users about Pulwama attack is more than higher income (Class)*”. This is particularly linked with the fear of losing wealth in case the war breaks out, as the poor classes of the Pakistani society do not necessarily have a significant amount of savings. The hypothesis is, therefore, statistically accepted. However, the results of this hypothesis are much limited in that, the fear of losing wealth in case an all-out war breaks out, according to the study conducted by Robinson et al. (2016), must be greater amongst the individuals characterized by a high income level than those characterized by a low income level.

The third hypothesis states, “*Women will present higher fear than male after exposing to media regarding Pulwama attack*.” This hypothesis has been statistically rejected because of significance and there is no difference of perception is found; the results were contradicted with the study of Williams, Ghimire and Snedker, (2018) who found that women have more fear of war than men. This is due to the tender nature of the female gender, and it is also due to her nature of kindness.

### Conclusion

The term fear can be defined as the feeling of anxiety or terror that is commonly developed by the media through fabricating information for attracting maximum viewers. Media has always played an important role towards the society as not only does it create awareness among the people regarding different issues but also led towards negative consequences towards the perception among the youth for instance the recent Pulwama incident. The following research has been mainly conducted for comparative analysis which assesses the fear among the Prosumers on Pulwama incident. The Pulwama attack occurred in the period 14<sup>th</sup> February 2019 when a civilian attempted suicide on a van which was carrying 44 Indian militants. The Pulwama attack resulted in creating fear among the civilians of both India and Pakistan regarding war between the two countries. It is reflected that the major element to create fear of war was mainly due to Media.

Furthermore, the differences on the perception of males and females pertaining Pulwama attack was statistically insignificant. This means that both male and female had the same perception regarding the Pulwama Attack. Lastly, social media is presumed to have less effect on creating fear among the individuals compared to TV. On the basis of the results, the level of exposure of Pulwama incident among the consumers of media was high. The reason is that both India and Pakistan had a bad relationship with another and hence are trying to defame one another in the international community. Due to fear raised by the media, it was anticipated by the Pakistani that India would take some sort of action that would result in creating war between these two countries.

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