

**ROLE OF SOCIAL MEDIA IN CREATING AWARENESS
ON TERRORISM IN SWAT: A KAP ANALYSIS**

MS Thesis



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This thesis is submitted to the Department of Media and Communication Studies, Faculty of Social Sciences, International Islamic University, Islamabad to fulfill the requirements for degree of MS (Media and Communication Studies).

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DEDICATION:

Researcher dedicates his dissertation work to his family and friends. A special feeling of gratitude to his loving parents, his brothers and sisters who have never left him alone and they are very special to him.

Researcher also dedicates this dissertation to his friends and his university fellows who have supported him throughout the process. He will always appreciate all they have done for him.

Researcher gives special thanks to his supervisor Dr Rooh-ul-Amin Khan for being there for him throughout the entire MS program. Researcher thanks his supervisor for being so cooperative to him. Supervisor has been his best teacher throughout his MS journey.

FORWARDING SHEET

This thesis entitled “**Role of Social Media in Creating Awareness on Terrorism in Swat: A KAP Analysis**”, submitted by ADNAN AHMAD Registration # 500-FSS.MSMC/F21 to fulfill the partial requirements, for the award of degree of MS (Master Studies) in Media and Communication Studies, under my guidance and Supervision is forwarded for the further necessary action.

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Thesis Completion Certificate

This thesis entitled “**Role of Social Media in Creating Awareness on Terrorism in Swat: A KAP Analysis**”, submitted by **ADNAN AHMAD** Registration #**500-FSS.MSMC/F21** in partial fulfillment for the requirement of MS Media and Communication Studies has been completed under our guidance and supervision. We are satisfied with the quality of student research work and allow him to submit this thesis for further process as per IIUI rules and regulations.

Dr. Rooh-ul-Amin Khan

STATEMENT OF UNDERSTANDING

The researcher “**Adnan Ahmad**” having registration number **500- FSS/MSMC/F21/F21** and student of MS Media Communication Studies, Faculty of Social Sciences, International Islamic University Islamabad do declare that thesis entitled “**Role of Social Media in Creating Awareness on Terrorism in Swat: A KAP Analysis**” submitted by me in specific satisfaction of MS degree in the original work except other acknowledgement of text has not been submitted or published earlier nor in future be submitted by me for any degree from this university or institution.

DATE: _____

Signature: _____

Adnan Ahmad

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Abstract

The present study explores the profound role of social media platforms in creating awareness against terrorism in Swat by incorporating a comprehensive Knowledge, Attitudes, and Practices (KAP) framework. The data was collected from a diverse pool of respondents, with variations in age, gender, education, profession, marital status, job, and tehsil of residence. The diverse demographic information was pivotal in a rich understanding of the targeted population. The study is quantitative, and the data was collected from a large and diverse population through a Likert scale questionnaire. The number of respondents was determined through Taro Yamane's formula, and they were selected from all parts of Swat. A great consensus emerged, showing a widespread agreement on social media's effective and efficient role in promoting awareness and facilitating counter-terrorism initiatives. The findings of the study show the unifying potential of social media in Swat. The organization of *Pasoons* (Peace walks) is attributed to the effective social media use. The geographical and demographic variations affirmed the need for comprehensive strategies, and the impact of gender, age, and education. The multi-layered impact of social media on public actions and counter-terrorism initiatives was quite evident, encouraging the survivors to actively participate, share personal tales, and promote community resilience. The study recommends that demographic-specific campaigns and collaboration with influencers and activists should be promoted to curb terrorism. The study also emphasized on education, online safety, and continuous monitoring. The study concluded with a thorough understanding of social media's profound role in awareness against terrorism, guiding policymakers, and local leaders toward well-informed and targeted strategies for a resilient community in Swat.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In the 21st century, the world has been haunted by many evils and one of them is terrorism. Since the 9/11 attacks, terrorism has taken over most parts of the world and it has impacted all parts of the world. During this attack, the world was taken over by horror as a series of well-coordinated and well-planned terrorist attacks. These brutal and ruthless attacks were orchestrated by Al-Qaida, and these attacks resulted in about 3,000 deaths (Ranstorp, 2009). This incident not only sparked a remarkable shift in global geopolitics but also led to the beginning of a new era where the narrative of terrorism and the global war on terrorism would rule the world for the upcoming decades. After these attacks, many countries of the world launched a global “war on terror” inspired by the United States’ initiative of war on terror (Silke, 2004). This war on terror continues to this day and it has become even more hostile and deep than it was many decades ago. Although many countries were already suffering from terrorism, 9/11 has depicted terrorism as one of the biggest issues in the world. With time, this menace has significantly grown in its scope and severity.

To understand terrorism, it demands a thorough understanding of its fluid and often clashing definitions. Over the period, scholars, governments, and international organizations have given many definitions and explanations of terrorism (Cronin, 2002). It is defined differently by different forums and agencies. According to Britannica, terrorism is the calculated use of power and violence to create an environment of fear in people and then bring about a specific political objective (Britannica, 2023). According to the Central

Intelligence Agency (CIA), terrorism means politically motivated violence against peaceful and non-combatant targets by sub-national and non-state actors to create a climate of fear in the audience (Weimann, 2004). Similarly, the United Kingdom's Terrorism Act 2000 defines terrorism as the use or threat of action to influence or intimidate the government or the masses or a portion of them, and these actions are taken to achieve certain political, religious, economic, or racial causes (Nasution, 2018). According to a renowned scholar, Bruce Hoffman, terrorism is the deliberate creation of fear and intimidation through the use of force and violence to pursue a political change (Hoffman 2017). Although they do not agree upon a single definition, however; violence, use of force, fear, and political goals are consistent throughout all definitions.

Some scholars believe that modern terrorism came into the limelight after the French Revolution in 1789; while others believe that modern terrorism began in the Russian empire in 1880s (Akanbi, 2023). Terrorism has always been a major threat to world's peace, and there are four waves of terrorism: religious wave, anarchist wave, new left wave and anti-colonial wave (Rapoport, 2017). However, in spite of all these definitions, terrorism is a very complicated subject to define or understand after studying only one event or incident. Terrorism needs to be thoroughly defined and described in-depth (Kaplan, 2016).

Along with the historical waves of terrorism, the current wave of terrorism is different than the old ones. This wave of terrorism can be termed as the technological terrorism (Clark, 1980). This current wave of terrorism is a global threat. Apart from the conventional ways of creating fear through violence, in the current age and time, terrorism is effortlessly created and enhanced through modern ways of communication – social

media and telecommunication tools (Lans, 2017). Lately, terrorists are now better-equipped to communicate with each other, and to spread their propaganda (Corman et al. 2006). In addition, nowadays terrorist organizations are aware of the fact that they cannot fight a war; therefore, they try to create a climate of fear in common people and even in governments (Stohl 2008). In the modern world, terrorists not only fight with guns and suicide attacks but also with propaganda on media. Similarly, terrorists also take advantage of the lack of awareness of masses regarding terrorism on social media or even mass media (Kimutai & K, 2014).

In the recent era, there are a number of articles written about terrorism; and its linkage with mass media or social media. However, there is very little written about countering terrorism through social media (Ressler, 2006). In the modern world of digitalization, the influence of social media is unbridled in all walks of life (Boler, 2008). The influence of social media is evident in the contemporary world and it has far-reaching implications in human life. The entire world is revolutionized by the rampant spread and popularity of social media in youth across the globe (Breuer, 2012). However, the fruitful use of social media is vividly dependent on digital literacy; and its advantages and disadvantages are deeply associated with digital literacy. Social media, and its use is often associated with abomination, animosity, hatred, bullying and extremism but its positive and educational face is of utmost significance as well (Khalid, Guriro, Lakho, & Shaikh, 2021).

The use of social media is vital for the awareness in youth, especially in the current world which is flooded by intolerance, extremism and terrorism (Amit et al. 2021). Pakistan is also facing these troublesome issues in general; and the north-western territory

of Pakistan in particular. In the province of Khyber Pakhtunkhwa, Malakand division, suffered heavily from the previous wave of terrorism (2008-2010) with great intensity; however, in that era, social media was not that rampant and popular as it is now (Abbasi, 2013). The masses had to rely only on mainstream media which was not able to cater all the needs of the masses related to digital education. In contrast to the previous wave of terrorism, in today's world, the mushroom growth of social media sites and its popularity in the youth have made it possible to respond instantly to the recent wave of terrorism with protests and demonstrations - when the same forces tried to rise again in district Swat.

Awareness is multi-faceted in the context of terrorism. Awareness, in the context of terrorism, can be measured and understood from the knowledge, attitude, and practices of the masses to tackle this specific issue (Choudhury & Fenwick, 2013). The present study shows that how social media is used as a tool to maximize awareness against the resurgence of terrorism in district Swat. The three distinct but interconnected components – knowledge, attitude and practices – are vital to comprehend the depth and breadth awareness against terrorism.

Knowledge contains first-hand information, and facts that masses in district Swat have about terrorism. A number of questions in this study address what the people of Swat know about the core issue of terrorism, its background, key figures, geostrategic, and geopolitical context. Attitude delves deep into the fact that how the people feel about the menace of terrorism, and its impact on their lives. It is imperative to examine the psychological and emotional effects of terrorism on the community. To get a crystal clear picture of the collective psyche of the masses of Swat, it is necessary to analyze the sentiments expressed on social media platforms. In the last, the present study looks into the

actions that have been taken by the masses in response to their knowledge and attitudes. It contains both online activities, such as sharing information, virtual solidarity movements, or online debates along with offline actions triggered by the online world.

The convergence of these three elements gives rise to a holistic view of the awareness against the menace of terrorism in district Swat. By assessing that how masses use social media to enhance their understanding of the issue; build their perception, and take tangible actions; the transformative power of social media platforms is vividly seen in the contemporary era. The understanding of awareness against terrorism in district Swat is essential as it presents a fresh view to curb terrorism in an efficient and effective way. It is a well-known fact that military and political strategies are vital to curb terrorism; however, the battle for ideologies and narratives are equally crucial. The region was once solely dependent on mainstream media, the emergence of social media has democratized the dissemination of information. The people of Swat in general, and the youth in particular have proved that the spread of information can be a potent and crucial weapon against the resurgence of extremist narratives, ideologies and even acts.

This study, *Creating Awareness on Terrorism through Social Media in Swat: A KAP Analysis* is an attempt to highlight the fruitful use of social media in countering the resurgence of terrorism in Swat. The second wave of terrorism in district Swat was strengthening after the United States' exit from Afghanistan in August 2021. However, the youth of Swat not only countered the narrative about also the resurgence of terrorists through the effective use of social media. The youth of district Swat – through the use of social media - even turned to agitation and protested severely against the resurgence of terrorism.

1.2 Statement of the Problem

The terrorist activities in Swat demanded a profound understanding of how social media can effectively raise awareness and mobilize community efforts against terrorism. There is a great influence of social media in modern communication but still there is insufficient comprehension of its potential in combating terrorism in severely affected regions. The present study addresses critical issues, including the extent to which social media raised awareness against terrorism among the people of Swat and the importance of social media as a tool for uniting people against terrorism. Additionally, there is also a need for coordinated and concerted efforts among stakeholders to curb terrorism, and it can enhance collaboration among stakeholders, such as influencers, local leaders, authorities, and the community, to promote a cohesive and proactive counter-terrorism stance. The study investigated the long-term impacts of social media campaigns on public perceptions and attitudes towards terrorism. By addressing these questions, the research provides a nuanced understanding of social media's multi-layered impact on public actions and counter-terrorism initiatives in Swat, guiding policymakers and community stakeholders in crafting targeted strategies for a resilient and united community response against terrorism.

1.3 Research Questions

The researcher answered the following questions:

1. How effectively has social media raised public awareness about terrorism in Swat?
2. How has the public of Swat perceived social media's role in uniting the community against terrorism in Swat?

1.4 Research Objectives

1. To explore that social media has raised awareness against terrorism up-to a great extent in the public of Swat.
2. To examine that social media is an important tool to unite the public against terrorism in district Swat.

1.5 Significance of the Study

Pakistan is suffering from many evils and terrorism is one of the main evils that Pakistan is suffering from. There are many causes of terrorism in Pakistan, and most of the causes are deep-rooted in the unawareness of the people. Most of the masses are actually unaware of the causes of terrorism; therefore, they easily fall prey to those who can ignite the fuel of terrorism. During the first wave of terrorism (2008-2010), district Swat and Malakand division were badly hit by suicide bombing, pay for ransom and violence because educated and well-aware people did not have any platform to raise awareness and to unite the common masses against terrorism. However, in the recent resurgence of terrorism, youth's response was phenomenal to raise awareness against terrorism and terrorists on social media. Therefore, this study analyzes the role of social media in creating awareness on terrorism in district Swat.

This study is an important available literature on creating awareness on terrorism through social media in district Swat. This study will assist other researchers to have studies on the same topic, role of social media in countering terrorism and raising awareness against terrorism.

Chapter 2

LITERATURE REVIEW

2.1 Review of the Relevant Literature

The literature review shows and assesses research evidence. Terrorism and terrorist activities have a significant impact on common people. Similarly, terrorism in the limelight, affects people's minds. With the advent of social media, people follow the events of terrorism from social media and its sources because people believe that it is the most dependable and unbiased place to collect information from; eventually, these news and events shape people's opinion. For instance, the 9/11 attacks have shaped a specific opinion of terrorism in people's minds. Many schools of thought and scholars believe that the coverage of terrorism on social media could have a psychological effect on public. Rubin *et al* (2007) believe that there is a great rise in the level of stress after terrorist attacks which ultimately impact behavioral changes and sense of security. On the contrary side, some scholars have stressed on the physical effects of terrorism on people. Huff and Kertzer focused on the use of language and words' choice that can impact public opinion. The use of hyperbolic language and metaphors in media about terrorism can have deep impact on people's minds about terrorism. The literature review of terrorism and terrorists show fear and pessimism to terrorism and terrorist attacks. Historically, there was a dreadful relation between terrorist activities and public opinion.

Sara and Joseph (2019) conducted a study to prevent the spread of radicalization on social media; and its misuse in spreading terrorism titled *Prevention of Radicalization on Social Media and the Internet*. The study depicted the grave concerns of social media

usage in terrorism and during terrorist activities. The study showed that terrorist groups are enjoying the use of social media while communicating with each other including its use in the recruitment of terrorists. The study has given certain examples of ISIS where they upload online videos to Twitter and YouTube to inspire others to join them and to recruit new ones in the cyberspace. The study also focused on the prevention of social media's radicalization in the contemporary digital era. The study first reviewed all the relevant methods and tactics that terrorists adopt to spread their heinous and harmful propaganda online to inspire others and recruit new ones. Secondly, it looked at some of the strategies to prevent cyberspace from such elements. Apart from theoretical foundations, the study also focused on practical areas to handle online radicalization in Southeast Asia, Europe and East Africa. The study recommended that public-private partnership and inclusive approach should be adopted to prevent the enhancement of terrorism. It also focused on the legislative and executive spheres of policies and practical approaches to tackle the problem of digitalization of terrorism. Similarly, it also focused on the prevention of access to contents that are shared by terrorists in the online sphere. The study also suggested the use of “upload filters” to minimize the access to online preaching and glorification of terrorism.

Stuart *et al* (2019) examined the role of social media companies, automation and the rule of law in regulating terrorist content on social media in the study, *Regulating Terrorist Content on Social Media: Automation and the Rule of Law*. The study delineated the role of social media companies in removing and blocking terrorist contents from their online sites and platforms. The study also highlighted the relevance of the rule of law that is related to blocking and removing of the terrorist contents from social media sites. In the

light of the study, it is difficult for social media platforms to filter out the terrorist contents from their platforms while keeping the privacy of all its users secured. The study concluded by asking certain questions regarding the use of social media in terrorist activities and recommended that further work needs to be done in this domain – regulating terrorist contents online and the relevance of the rule of law.

Saif-ur-Rehaman (2021) conducted a study on Tehreek-i-Taliban Pakistan (TTP)'s social media communication and its major themes and propaganda elements entitled, *A Study of Tehreek-e-Taliban Pakistan (TTP) Social Media Communication: Major Trends, Key Themes and Propaganda Appeals*. The study proved that TTP is one of the most dreadful and deadly terrorist organizations in Pakistan. In the past, it used conventional ways to propagate its ideology; however, in the contemporary world of digitalization, it has started using social media for its extensive propaganda. The study analyzed the videos of TTP which were shared on social media 2017-2020. In these videos, the terrorist organization propagated its online presence by adopting certain propaganda techniques. The study delineated several propaganda techniques and themes of TTP that were used by the terrorist organization to emotionally inspire and instigate its followers in joining them by saying: the state of Pakistan is a western puppet; TTP, as the real guardian of Islam; presenting Islam as the solution to all bedlams; Islamic law (Shariah) as the sole remedy to all the chaos in Pakistan; global unity of Muslims to fight the infidels by propagating the narrative of *One Ummah, One Force*; Pakistan is no more an Islamic state and the officials are *Murtad*. The study also suggested various propaganda techniques that can be crucial in countering violent extremism - TTP's adherence to Islam is only in theory and not in practice.

The study portrayed a bright picture by saying that in the contemporary times, only few minds have been deviated due to the illogical narrative of TTP while majority of the young minds do not believe in the violent extremism of TTP. However, the study pictured the grave economic situation in Pakistan might cause the youth to inspire from TTP's narratives as the young population of Pakistan are not only suffering from economic deprivation but also from identity crisis. Ultimately, they may join the terrorist organization. The study recommended that the state must be alarmed of the existing grave situation in the country where discontent masses can easily be inspired by violent forces who blame west for all their bedlams.

Hussain (2015) described that terrorism has become one of the grave concerns across the world in the modern era. Terrorist organizations were successfully using social media for the recruitment, training, propaganda and communication. Terrorists were successful in propagating and spreading their propaganda and narratives through social media. The study underlined the threats and concerns of South Asia and the entire world in wake of terrorism. The study also showed that terrorist groups were using social media platforms for the propagation of their narratives. The article emphasized on India, Pakistan and Bangladesh, and recommended that they require tangible policies that can be useful in curbing terrorism.

Minhaj (2015) described Countering Violent Extremism as the most difficult and hard task not only in Pakistan but also in the global world because of the rapidly changing nature of issues and conflicts in the world. The study investigated the phenomena of violent extremism and the drivers behind this with specific focus on Pakistan in the last two decades. The study also analyzed the steps taken by Pakistan to counter violent extremism;

its implementation in practical shape along with practicality and efficiency. The study also depicted the aggravated repercussions of the drivers of extremism and terrorism and its convergence with international players and foreign agencies to not only weaken Pakistan's security but also its social fabric. Besides, it also disrupts Pakistan's economy and development. The study concluded that poverty and illiteracy plays a significant role in rising violent extremism. The study recommended that Pakistan needs to recognize the importance of introducing sweeping reforms in political, economic and educational fields in order to curb the menace of violent extremism and terrorism in Pakistan. It is a well-established fact that education and socio-economic development can take Pakistan to prosperity and stability. Consequently, it will help Pakistan to achieve a peaceful and harmonious society in the future.

Muhammad and Natasha (2021) conducted a study to counter violent extremism and create a national narrative to terrorism and violent extremism which is a key message of Paigham-e-Pakistan. The study showed that there is a significant rise in the measures to counter terrorism with soft measures rather than hard measures. The study examined counter-narratives and efforts to fight violent extremism initiated by Pakistan, particularly, by coining the concept of Paigham-e-Pakistan. The study delineated the attempts made at Paigham-e-Pakistan to counter violent extremism and terrorism; although, it was a very wholesome and inclusive narrative to counter the extremist narrative coined by the extremists. In Pakistan, the process of violent extremism is very complicated because it mixes the conventional and contemporary beliefs of religion. Hence, it is a difficult and daunting task to counter the extremist elements in Pakistan.

Muhammad (2015) portrayed an appropriate picture of Pakistan's inability to counter terrorism through narrative in the study, *Why Pakistan Does Not Have a Counterterrorism Narrative*. The article argued that Pakistan has not been able to have an immaculate Counterterrorism response; Pakistan's efforts are neither conventional nor according to the needs of the contemporary world. The study resulted in a question of pragmatic approach that how Pakistan can tackle the problem of terrorism within its borders according to the current age and time.

Farhan (2017) discussed the need of Countering Violent Extremism steps to curb Terrorism in Pakistan in the current world in article, *Pakistan's Countering Violent Extremism (CVE) Programme: An Overview of Achievements and Challenges*. The study narrated that Pakistan cannot fight against domestic extremism, violence and terrorism unless effective and efficient Countering Violent Extremism (CVE) steps are taken. The study showed that Pakistan has only taken modest measures in this regard; hence, there is a greater need for rapid progress to be made. In the light of the study, all the countering terrorism steps taken by the civil society and military are yet to be matured from embryonic stage to adolescence.

Pooja and Archana (2020) discussed the rapidly growing influence of social media in the contemporary world which has been revolutionized by digitalization entitled *Analysis of Social Media Based on Terrorism — A Review*. In this article, the plethora growth of social media platforms is profoundly discussed and how it shrinks the world and knowledge-spreading views. In the same way, the propagation of hateful remarks is relatively easier through social media platforms. This study has also elaborated that fruitful use of social media in such situations of crisis. Besides, this paper has reviewed the works

of various authors of last 10 years on the use of social media after terrorist attacks. These works can be a guide for military and police in the emergency situation right after terrorist attacks. In addition, the study can be a guide for future researchers and readers to conduct studies on counter-terrorism as it is the need of the hour.

The US Department of Justice (2017) conducted a study on the negative role of social media in the growth of terrorism and extremism in the United States. As the Americans felt the risk of the rise of terrorism; they linked it to global terrorism that depends on modern communication techniques and a globalized social consciousness to motivate others to join them in terrorist activities. It was debated that social media was used to inspire others to agree with their belief system and radicalize peace-loving people who use social media and have access to internet. The study compared the structure of American terrorism to Hezbollah, and other networks that are allied with Al-Qaida and ISIS. Common people have joined ISIS in the same way as people go for chain migration by following the footsteps of their neighbors or peers etc. In the same way, people follow people on social media and act upon their extremist and radical beliefs. The study has also recommended certain ways to address the misuse of social media and to use it in a fruitful way. The study recommended that community education, duty to report, discourage and disrupt their hubs are essential in curbing terrorism and most importantly to suppress and discourage producers rather than consumers of terrorist propaganda online.

Ali et al. (2020) conducted a study on the role of media in promoting peace and showing the steps taken for peace in the conflict-inflicted district Swat. The study focused on the ways in which the media, institutions and civil society helped each other in the post-conflict era. The study applied both qualitative and quantitative approaches, and the

primary data was collected through semi-structured interviews. Besides, focused group discussions were also held with journalists, media persons, academicians, and representatives from Non-Governmental Organizations (NGOs). Findings of the study showed that media greatly impacted the ongoing peace situation and showed the aspects during the conflict and after the conflict. Similarly, the societal issues related to the conflict and peace were accurately highlighted to build peace, harmony and social fusion. The media also worked with the government and NGOs to encourage the local population to stand against all odds. However, the study revealed that the community's responses depicted that the media played a destructive role and exploited some real situations as well. The study suggested that the problems like lack of reporting training, biasness, and commercialism must be addressed in the post-conflict era. The study concluded that the media broadcasted a number of peace promoting programs in the post-conflict era; however, the media and journalists lacked professionalism and skilled training in reporting. There was weak investigative journalism and only "powerful voices were presented." The locals were found to be averse to media by saying that it was destructive and exploitative.

Rahim et al (2019) stated that terrorism is a major threat in Pakistan since 9/11 attacks. The residents of Malakand division in general, and the people of district Swat in particular uncritically adhered to Mullahs and the Tehreek-i-Taliban Pakistan (TTP) before the conflict in the region. The study was proceeded by mixed method to analyze the effects of terrorism and military operations in district Swat. Initially, Mullah Sofi Mohammad and his organization Tehreek-e-Nafaz-e-Shariat-e-Mohammadi (TNSM) took advantage of the situation by raising the slogan of Islamic Law in Malakand Division to give timely justice to the residents. In addition, Mullah Fazal Ullah and his organization Tehreek-i-Taliban

Pakistan (TTP) exploited the situation even further and left no stone unturned to play with the peace of Swat. The study suggested that the government must take steps for security, tolerance, prosperity, progress and to free the public from all kinds of danger, extremism, terrorism and insurgency.

Khan and Khan (2021) described that terrorism is a globally known concept with different understanding in different parts of the world. The study aimed to unveil the origin of terrorism in Pakistan in general, and district Swat in particular. The study discussed the causes and major reasons behind the evil of terrorism, and the factors that led to the spread of terrorism owing to the prevailing social dilemmas in the region. The evil of terrorism had been globalized after the 9/11 attacks, which led to the global war on terror; however, it badly impacted Pakistan when the United States attacked Afghanistan. The geographic location of Pakistan is so vulnerable that it makes it the central focus of any critical development in the globe. The study was proceeded in descriptive method of analysis which was backed by primary and secondary data to provide more depth and diversity to for broader understanding of the result. The findings of the study stated that there were multiple factors behind the spread of terrorism, such as political instability, economic fragility of the masses, lack of health facilities, illiteracy and poor education and weak judicial system. These all factors contributed heavily to the violence and urge to challenge the writ of the state by the terrorists. Furthermore, the study also debated the losses inflicted to the residents of the valley and mass destruction of the infrastructure. Pakistan also lost heavily in the war against terror and lost 35,000 civilians and more than 7000 security personnel. The study suggested that concrete and tangible steps are necessary to put - the country in general, and Swat in particular – on the right track of socio-economic

development in the region and provide multiple facilities and standard living conditions to the inhabitants.

Shah et al. (2020) discussed the narrative of militancy in district Swat by saying that unlike other conflicts, the militants in Swat seemed unique as they used religion for promoting their agenda and raise popular slogans to address the graveness of deprived and poor people. The study used narrative and narratology as a theoretical framework, and the study is qualitative in nature. It is an effort to thoroughly comprehend the narrative of terrorists in district Swat, and the ways in which they propagated it until it achieved realism. The researchers conducted 73 semi-structured interviews, and the findings showed that it was a planned way of the terrorists to raise popular slogans to gain acceptance in the valley. However, they lost all this support owing to their atrocities to common people. Their narrative was embedded in the social and cultural narrative through radio, and urged the masses to follow their narrative and practical way of Islamic Sharia. The study concluded that the formation and dissemination of a particular narrative play a key role in the success of social movements and conflicts to gain support in the common people that can be used against the country, security personnel and even general public.

Butt et al. (2022) discussed that Swat is a beautiful valley, and it attracts millions of tourists from all over the world. However, Taliban had a stronghold in district Swat, and that was a dry period for tourism in Swat. Similarly, Pakistan military started operations to counter terrorism in district Swat, and to restore peace in the valley. The study underscored the revival of tourism in district Swat in the post-conflict period. Pakistan has got a lot of potential in the field of tourism; however, owing to terrorist activities, the tourism industry has been badly suffered in the last few decades. Swat is often called the Switzerland of

Pakistan because it has a lot of potential in the field of tourism. The study also investigated the revival of tourism industry in district Swat after it was hit hard by terrorism. Besides, it examined government policies and its enforcement to revive tourism in the valley. The study highlighted the areas which were neglected by the government. The study was done in quantitative nature, and the data was collected through structured questionnaires. The sample for the study was 500 people including tourists and residents of Swat. The results showed that the government was working for the revival of tourism industry in the valley; however, there were some areas which were ignored by the government. The study concluded that it is imperative for the government to curb terrorism in a systematic way to open new avenues for the tourism industry in Swat.

Steensen et al. (2018) conducted a study on the role of social media in situation awareness in the backdrop of July 2011 attacks on Norway. The study offered seven recommendations for key communicators in the times of crisis management and response institutions including journalistic institutions, and NGOs etc. The study acknowledged that social media is an important tool in master monitoring and management of features. Besides, it showed that during terrorist attacks, it is important to synchronize communication and establish a standard operating procedure (SOP) for effective and efficient communication. The study suggested that it is necessary to have a joint media strategy to tackle this challenge.

Borelli (2023) discussed the significant role of social media – Facebook, Youtube and Twitter in countering terrorism and extremism. The study was qualitative in nature, and not only investigated mobilizing corporate communications but also conducted a number of interviews with the stakeholders in Europe. The study focused on the understanding that

these firms have been actors in the policy area which is considered high politics as they have to play a fundamental role in enforcing new and nascent governance model about the communication of terrorists. The study quoted the rise and powerful nature of the Islamic State of Iraq and Syria (ISIS), and stated that how these firms have shown creativity in the fulfillment of their new responsibility by going way ahead of what was legally needed from them. The study contextualized their involvement in this grave issue of terrorism, and how their services were exploited by terrorists. The article provided a deep analysis of the firms' commitment to counter terrorism and countering violent extremism by the virtue of formulation of new policies, human resources, content presentation, and vibrant multilateralism.

Reuter et al. (2017) conducted a study on the purposeful uses of social media and internet while discussing the dark sides of it as well – dissemination terrorist ideologies. The study discussed that social media is not only a source for terrorists to propagate their narratives but it is also essential in the fight against terrorism as well. The study contained both measures by the terrorists and countermeasures and methods. In the first part of the study, the state of art was explained while in the second part, an explorative empirical study was given to fight terrorism on social media, particularly on Twitter. The objective of the study was to approach this highly sensible subject with the aim of global peace, safety, and defense against the perspective of information systems. The study concluded in a hope that it will help other researchers to conduct studies in this field.

Khan et al. (2023) discussed the counter terrorism initiatives of Pakistan People Party (PPP) in district Swat in 2008. Following the assassination of its supreme leader, Benazir Bhutto on 27th November 2007 at Rawalpindi, Pakistan People Party (PPP) came to power

in 2008. After her assassination, the public criticized the failure of Pervez Musharraf's counter-terrorism policies. In 2008, when Pakistan was in the middle of a destructive war against Tehreek Taliban Pakistan (TTP) and was part of the United States' war against terror. Meanwhile, Pervez Musharraf's policies of peace talks and military operations were badly failed in countering the destructive war against the terrorists in erstwhile FATA and Khyber Pakhtunkhwa province. Tehreek Taliban Pakistan (TTP) had already occupied Swat and Dir of Khyber Pakhtunkhwa and were marching towards Islamabad. The terrorists attacked the sensitive and most secured places, such as Military General Headquarter (GHQ) and Marriot Hotel Islamabad. The government was clueless in countering terrorism. However, PPP won the election in February 2008, and established a coalition government. The study showed that the new government had a thorough understanding of militancy and terrorism in the country, and specifically in the province of Khyber Pakhtunkhwa. The new coalition government was thoughtful of the vulnerability of the country's narrative as Pakistan is neither located in Europe nor in East Asia or America to have economy centric or people-centric policies on foreign and domestic front. South Asia is a vulnerable terrain which does not permit states to focus on other issue while ignoring the security domain. For that reason, it has always been a top priority of Pakistan and even other South Asian countries to have a solid focus on the security domain. The paper showed all major operations and counter narratives were initiated in Khyber Pakhtunkhwa and erstwhile FATA in the PPP tenure. The paper stated that these steps not only shifted the momentum against Tehreek Taliban Pakistan (TTP) on ground but also defeated their extremist narratives by terming them as an enemy of Islam and Pakistan. The

study concluded that it was one of the most memorable and unforgettable event in the war against terrorism and extremism in Pakistan.

Bertram (2016) conducted a study on the advantages of internet and social media in countering terrorism and violent extremism. In the current and contemporary world, social media is deeply ingrained in the modern life of humans, and provided access to a sea of information in each aspect of human life. These privileges are also available to terrorists across the world. The same features of technology are also used by terrorist organizations to interact with each other without any regard for distance or location. The article also discusses that how the end goal of informing counter-violent extremism can be used, and where the intervention strategies should be applied. Moreover, the study also recommended a framework for future policymakers, and to utilize the digital world as a way proceed counter-terrorism and counter-extremism narratives. Social media has to be in line with its intrinsic position in daily life. However, counter-terrorism, counter-extremism and counter-radicalization strategies must take full advantage of the same technology to efficiently and effectively counter and nullify the existing extremism and extremist organizations to bring a digital solution.

Beduya et al. (2022) discussed the role of digital activism in the context of countering terrorism in Philippine. History is testament to the fruitful use of activism, and it has evolved with the rise of new technologies. In the recent era, individuals and groups can successfully conduct political activities on multiple social media platforms. The study stated that there are existing studies in the western world about hashtag activism that is based on race and gender. The study is limited to online activism related to policymaking

in the Philippine, and emphasizes on online activism on the issue of Anti-Terrorism Bill 2020. The study was inspired from Leidner and George's Hierarchy of Digital Activism (2019), particularly the digital spectator activism. The study was done through data mining approach. The data was gotten by utilizing TWINT, and using Twitter's known and visible features, retweets, likes and replies. The collected data was used to analyze the online activism of Twitter users during the times of Anti-Terrorism Bill.

Shimshi (2007) discussed the role of education, media and public awareness in tackling terrorism. He emphasized that there is a great need of creating a well-informed and well-educated citizenry that is well-prepared to tackle the menace of terrorism. He stated that modern terrorism thrives to achieve political goals through their activities. In order to achieve it, the terrorists initially create an atmosphere of irrational and prolonged anxiety among the people. Through these tactics, they want governments to surrender to their political objectives. The turmoil and disruption of daily life activities results in stagnancy which create a wave of anger in the masses. Consequently, they want their government to heed to the political objectives of terrorists. Ultimately, the terrorists succeed in putting pressure on the policymakers indirectly. Media plays an extremely important role in the modern societies including the strategies of terrorism. Media can influence and impact public opinion; therefore, it can impact the policymaking process as well. Terrorists use media to propagate their views to the global community. However, media's coverage can create fear and anxiety in the public but it can also help the policymakers to legislate against the evil of terrorism and terrorists. It is imperative to deal with the psychological chapter of terrorism by strengthening public opinion and awareness against terrorism. Similarly,

the study discussed the role education, media and public awareness against the menace of terrorism.

Wiener (2008) discussed the European response to terrorism and it sought to find angles for theory-driven research to curb terrorism. The study focused on the historical context of terrorism and border politics. The study also emphasized the “diversity awareness “in the context of law enforcement in beyond-the-state settings which is opposed to conventional warfare to defend national interests.

Urangoo (2019) discussed the complications of globalization and creating awareness against terrorism in Mongolia. In today’s world, terrorism is the most brutal and inhumane kinds of violence by targeting common and innocent masses. In the current world, no single country is completely safe from terrorism and its effects. Similarly, no one is immune from becoming a victim. There has been a growing interest in terrorism as there is a pressing need to tackle the issue of terrorism which is becoming the issue of inhumanity and cruelty. There were legal regulations passed in Mongolia in 2004, and they established a practicable structure and mechanism to prevent terrorist attacks. However, it is important to note that the country’s anti-terrorism policy should be renovated as per global counter-terrorism strategy. Although Mongolia is considered a safe and peaceful country in the region, and people do not consider terrorism a serious threat. The study suggested a number of methods to instantly raise awareness and create a security-centric culture to upgrade Mongolia’s long-standing anti-terrorism policy. The study suggested that legal regulations along with educational measures are necessary raise maximum awareness against terrorism. Ultimately, the study presented a comparative analysis of international legal acts, laws, conventions and the laws, mechanisms and rules in Mongolia related to terrorism.

2.2 KAP Analysis

KAP Analysis technique will be used for the collection of data from the target population. It is a research technique that comprises of three factors: knowledge, attitudes and practices. It is used to assess the behaviors, knowledge and understanding of a specific population related to a specific issue. It is used in several fields of health, market research and social sciences. It has three components:

2.2.1 Knowledge

Knowledge refers to the understanding and information that the specific population have about a particular issue. It can be assessed by asking the target population about the concept and facts related to the specific issue. This section will help the researcher to gain and measure the level of awareness of respondents about terrorism in district Swat. The researcher will ask questions about the nature and definition of terrorism, its background and main causes. The respondents will also be asked about the new wave of terrorism in district Swat; and what sources of information they have and they trust.

2.2.2 Attitudes

Attitudes refer to those beliefs and feelings which the target population have regarding the particular issue. It can either be positive or negative or even neutral and can be assessed by using different scales or asking different questions. The researcher will ask certain questions related to the beliefs, feelings and opinions of the respondents related to the causes of terrorism, the policies of government and counter-terrorism steps taken in order to ensure their security and safety. The individuals will also be asked about the mainstream media's coverage and social media's role in developing their perceptions against terrorism.

2.2.3 Practices

Practices are those steps that the respondents take or have taken related to the specific issue. It can be assessed by asking the population about what they do in response to the issue, or how often they do it and in what circumstances they do it. The researcher will ask the individuals about the practical steps which they have taken to ensure their safety; spread awareness about terrorism in district Swat; and the role of social media in uniting them and tackling the issue of terrorism in Swat. They will also be asked about certain initiatives aimed at spreading awareness about the issue of terrorism.

By conducting KAP analysis on raising awareness on terrorism in district Swat, the researcher will get the level of understanding, feelings and practical steps taken towards the issue of terrorism in district Swat.

Chapter 3

RESEARCH METHODOLOGY

The aim of research methodology is to discuss the method that was used for the current study. It includes data collection, techniques for data analysis, universe of the study, and data analysis etc. Research is a reasonable method in which a researcher thoroughly finds out secrets through a systematic and coordinated process (Walliman, 2011).

The methodology employed was quantitative in nature. The study basically focused on social media users, and the role of social media in creating awareness on terrorism. The data was collected through a questionnaire which was based on KAP framework – Knowledge, Attitude, and Practice. Besides, the sample size was determined through Taro Yamane's formula, while ethical considerations were given also prioritized

The methodology chapter outlines the systematic approach used for gathering and analyzing data, focusing on key insights into the effects of social media in creating awareness on terrorism in Swat. The study was structured around the research problem and then the fruitful role of social media against terrorism was mentioned in an appropriate way.

3.1 Data Collection

The following research methods were used by the researcher in conducting the current study:

- i. Primary Data – original or first-hand data
- ii. Secondary Data – published or available information

Driscoll (2011) observed that primary data means firsthand and original information which are collected directly from people or sources for specific research goals. Primary data is firsthand information collected either by researchers or on their behalf. In the present study, the primary data is collected through questionnaire which was given to social media users in Swat. It is a unique feature of the present research, directly collected from the targeted population in the study.

On the other hand, Vartanian (2010) said that secondary data refers to the information or data that is already available or has already been collected by others for a different purpose. Researchers use secondary data for multiple purposes – to supplement primary data or even analyze it. It is collected from books, articles, reports or online information. In the present study, secondary data is collected from articles, books, social media platforms or even websites related to terrorism in Swat.

3.2 Techniques for Data Analysis

The following research methods were used by the researcher in conducting this study:

3.2.1 Quantitative Research

Quantitative research is the process of mainly collecting data in the form of numerical data. This research method is used to find averages and patterns. It can also be used to predict data and results. It is a way of conducting research by learning and analyzing about a particular group of people which is popularly known as sample population.

Creswell (2002) examined that quantitative research is a way of collecting, discussing, analyzing and finding results of a given study. Bhandari (2020) noted that quantitative research is the way and process of collecting and analyzing data in numerical form. Aliaga and Gunderson (2000) noted that quantitative research is the process of explaining phenomena by collecting data in numerical form which is analyzed in a mathematical way.

The researcher used quantitative research to collect data and processed it in data analysis.

The primary data was collected from selected social media users through questionnaires in district Swat. Questionnaires were prepared and filled through physical interaction with respondents, and online Google Forms, and questions were asked from social media users related to the research problem. Besides, reasons of the emergence of terrorism in Swat were also asked from them. Besides physical interaction, online questions were also asked from social media users regarding terrorism in district Swat and its re-emergence.

3.2.2 Method

According to the census of 2017, the total population of district Swat is 2,309,570. According to Sekaran (2003), the sample size must not be less than 30 respondents, and it must not be more than 500 respondents for getting authentic information. Chaokromthong and Sintao (202) stated that Taro Yamane formula is a simple, straightforward, and very easy-to-use method to determine sample size in any research study. It is simple with quick estimation and calculation, and is therefore beneficial in time constraints studies. Besides, it is also suitable for large populations and heavy crowds. The data was collected on the bases of Yamane's formula from selected respondents who use social media, and have a substantial command of the grave issue of terrorism in district Swat.

The researcher also used content analysis of the various social media sites – Facebook and Twitter. It also included the analysis of various social media contents related to the resurgence of terrorism in Swat.

3.2.3 Time Period of the Study

Social media contents was analyzed in a fixed period of time. The researcher analyzed social media contents from August 2021 – January 2023.

3.2.3 Universe Population

The present study was conducted in district Swat, Pakistan. The researcher undertook the present study by the collection of data – related to the emergence of old waves, and re-emergence of the new wave of terrorism - from selected population: social media users belonging to multiple walks of life in district Swat. It lies in the north-western part of the country in the province Khyber Pakhtunkhwa. The area of Swat is 5,337 km². According to the census of 2017, the total population of district Swat is 2,309,570. According to Gay et al. (2000), the population of a study is a group of people or individuals

with similarities. Klassen et al. (2012) observed that population is the combination of people who have similarities or having a certain background.

Pashto and Kohistani are the native languages. It has seven Tehsils: Babuzai Tehsil, Barikot Tehsil, Bahrain Tehsil, Charbagh Tehsil, Kabal Tehsil, KhwazaKhela Tehsil and Matta Tehsil. It has 170 Village Councils and 44 Neighborhood Councils.

It borders with district Dir Lower and Dir Upper on the West; district Malakand in South; district Buner in the East; and district Shangla is situated to the north of district Swat. The selected number of respondents were taken from Swat belonging to different genders and walks of life for this study. Population is the class or group of phenomena, concepts or subjects (Wimmer and Dominick, 1994). In this study, the researcher selected the people of Swat.

3.3 Sample Size

The researcher analyzed the role of social media in countering terrorism in Swat. The current wave of protests, demonstrations and realization of the issue of terrorism were also analyzed. The researcher analyzed the role of social media in countering terrorism in Swat. The current wave of protests, demonstrations and realization of the issue of terrorism were analyzed. The number of social media users should not have been more than the reach of the researcher; therefore, the researcher took a selected percentage of respondents for this study. The researcher took target population as a sample. The researcher used Taro Yamane's formula, and selected 400 individuals as respondents from district Swat, and distributed questionnaires to them. The researcher categorized the respondents based on education, gender, profession, tehsils, marital status, and age and job status.

3.3.1 Taro Yamane's Formula

There are many methods and formulas used to calculate the sample size. The researcher used Yamane's formula in conducting the current study:

$$n = N / (1 + N(e)^2)$$

The total population of district Swat is 2,310,000 as per the 2017 census. Hence by following this formula:

N = Population of the study

K = Constant (1)

e = Degree of the error expected

n = Sample size

$$n = N / (1 + N(e)^2)$$

$$n = 2310000 / 1 + 2310000(0.05)^2$$

$$n = 399.93$$

The sample of the study was 400 respondents belonging to different walks of life, and different regions of district Swat. To retrieve sample, Taro Yamane's formula was used, and size of the sample was 400 respondents.

3.4 Variables

In the present study, social media was independent variable while awareness of the respondents – who belonged to different ages, genders and background – was dependent variable.

3.5 Implications of Research

In order to counter terrorism, it is important to be well-educated and well-informed of the causes of terrorism, and it how it needs to be countered. Countering terrorism in the intellectual way is significantly important in today's world. Besides, nearly all people use social media in the recent times and climes. Countering terrorism through social media's awareness in district Swat was the need of the hour which the present study analyzed in detail. Social media must was used in a fruitful way and countering terrorism through social media was its most significant use. Furthermore, the present study will be a leading material for future researchers who want to conduct studies on the social media, terrorism or the relationship between social media and terrorism.

Similarly, this study will provide a comprehensive literature on terrorism and social media usage in district Swat and its implications on the lives of social media users.

Chapter-4

DATA ANALYSIS AND INTERPRETATION

The researcher wanted to see the role of social media in creating awareness on terrorism in district Swat. The researcher made some tables to see the results of the response of different respondents.

Demographic and geographic information about participants is given at the start of statistical research. The details are given below:

4.1 Respondents of the Questionnaire:

A total number of 400 respondents were selected on the bases of Taro Yamane's formula.

4.2 Respondents of the Questionnaire on the Bases of Gender:

In this study, the researcher observed a predominant representation of male respondents with 359, while female respondents were 41 in number.

Table no. 4.1: Gender of the Respondent

Gender	F	%
Male	359	77.75
Female	41	22.25
Total	400	100

The male participants comprised of 77.75%, while female respondents constituted only 22.25% of the study population in the present study.

The overwhelming dominance of male participants shows that there is a great imbalance in the sample, however, it could not influence the interpretation of the results. Similarly, knowing gender composition of the sample is necessary for evaluating the reliability of the findings of the study, especially in studies where gender can determine the perceptions or behaviors related to the research topic. In addition, future researches could explore strategies to make sure a balanced representation of the study sample which could provide a more complex and even comprehensive understanding of the research problem that is under investigation.

4.3 Respondents of the Questionnaire on the Bases of Age:

The age distribution in the present study is diverse.

Table no. 4.2: Age of the Respondent

Age	F	%
20-30	339	84.8
31-40	41	10.3
41-50	14	3.5
51-60	6	1.5
Total	400	100

The majority of them are in 20-30 age, with 339 respondents, accounting for 84.75% of the total respondents. Then, 31-40 age range make up the great portion with 41 participants and 10.25%. 14 respondents are in 41-50 age range making up 3.5%, while only 6 respondents fall in 50-60 age range, making up 1.5% of the total population.

The majority of the respondents shows the youth-centric dominance. This specific demographic sheds light on the relevance of learning that social media impacts youth's knowledge, actions and practices regarding terrorism in Swat. The whooping engagement of youth with social media shows its key role in shaping their perception regarding terrorism, and it helps in curbing the evil of terrorism. It is aligned with the existing literature that youth is vulnerable to extremist ideologies and terrorist narratives. Therefore, it is necessary to make age-specific preferences and concerns to effectively counter the evils of extremism and terrorism.

4.4 Respondents of the Questionnaire on the Bases of Marital Status:

Table no. 4.3: Marital Status

Status	F	%
Single	316	79
Married	84	21
Total	400	100

The marital status distribution among participants shows a great majority of single population, having 316 respondents, accounting for 79% of the total participants. Conversely, the married segment consists of 84 respondents, accounting for 21% of the study population.

Marital status distribution shows the significant dominance of unmarried individuals in the study sample. It is essential to understand the marital status of respondents in order to contextualize their social status and dynamics, which can greatly impact their relation with social media and their knowledge, attitudes and practices towards the evil of terrorism. It is a widespread belief that young individuals may consume more time on social media platforms than married ones, as married individuals have more responsibilities. Therefore, it is necessary to recognize these differences and take targeted strategies to increase social media's efficiency in working in diverse environments in curbing terrorism.

**4.5 Respondents of the Questionnaire on the Bases of Education:
Table no. 4.4: Education of the Respondent**

Education	F	%
Matric/O-Level	6	1.5
FA/F.sc/A-Level	46	11.5
BA/B.sc	117	29.3
MA/M.sc	179	44.8
M.Phil./Ph.D.	52	13
Total	400	100

The education distribution among participants shows a diverse range of academic qualifications. A minor percentage of 1.5% with Matric/O-Level; 11.5% with FA/F.sc/A-Level; 29.3% with BA/B.sc level; 44.8% with MA/M.sc or BS level; and 13% with M.Phil./Ph.D. level academic qualifications. This diversity in the academic backgrounds enriches the present study.

These findings show the diverse and multidimensional educational backgrounds of the research sample, which reflect a diverse range of academic experiences. Education is one of the main factors in shaping the perception of individuals and developing critical thinking skills, impacting their relation with social media platforms, and understanding of complex issues such as terrorism. Higher education can directly correlate with analytical abilities and even understanding of social and political dynamics related to terrorism.

Moreover, scholars with MS/M.Phil. and Ph.D. degrees may have specialized knowledge and even research skills that can enable them to critically assess the information that are spread through social media. Therefore, it is imperative to recognize the diverse and multidimensional educational backgrounds of the research sample to formulate laws and policies that can effectively curb the evils of terrorism.

**4.6 Respondents of the Questionnaire on the Bases of Degree:
Table no. 4.5: Degree of the Respondent**

Degree	F	%
Mass Communication	71	17.8
Natural Sciences	103	25.8
Social Sciences	148	37
Engineering	28	7
Medical	50	12.5
Total	400	100

The respondents of the study show a diverse array of academic qualifications, with Mass Communication consisting of 17.8%, Natural Sciences with 25.8%, Social Sciences with the highest majority of 37%, Engineering at 7%, and Medical with 12.5%. This difference and variety in academic specializations improves the multidisciplinary nature of the present study.

This variation shows the multidisciplinary range of diverse perspective, and it helps in analyzing these findings in light of the research objectives, people with educational profiles in Mass Communication may have more specific knowledge in media dynamics, impacting their perceptions of social media's effectiveness in curbing terrorism. However, participants from other fields also offer unique perceptions on the interdisciplinary nature of the topic.

It is crucial to recognize the fact in the light of existing literature that participants' backgrounds can impact their knowledge, attitudes and practices regarding social media usage and their relation with terrorism. For example, graduates in the field of Mass Communication may show a high level of awareness of media usage and its manipulation, while graduates in Natural Sciences may prefer a data-driven perception.

**4.7 Respondents of the Questionnaire on the Bases of Profession:
Table no. 4.6: Profession of the Respondent**

Profession	F	%
Journalist	33	8.3
Teacher	140	35
Physician	4	1
IT Expert	19	4.8
Unemployed	26	6.5
Student	178	44.5
Total	400	100

The researcher collected the data from a diverse range of professions, contributing to the richness of the study population. The respondents of the study show a diverse array of professions: Journalists consist of 8.3%, teachers form the majority professional group having 35%, physicians at 1%, IT experts constitute 4.8%, and unemployed participants make up 6.5%. A significant segment of 44.5%, are students. This diverse professional representation calls for a comprehensive exploration of narratives related to the topic.

4.8 Respondents of the Questionnaire on the Bases of Job:
Table no. 4.7: Job of the Respondent

Job	F	%
Government	73	18.3
Private	123	30.8
Contract	21	5.3
None	183	45.8
Total	400	100

The occupational and professional landscape of the participants is quite diverse: 18.3% are serving in government jobs, 30.8% in the private sector jobs, and 5.3% doing contractual jobs. A great portion of 45.8%, having no employment right now. The variety in jobs enriches the collected data with diverse perspectives, conducting insights from individuals having different employment statuses.

**4.9 Respondents of the Questionnaire on the Bases of Tehsil:
Table no. 4.8: Tehsil of the Respondent**

Tehsil	F	%
Babuzai	55	13.8
Matta	50	12.5
Khwazakhela	57	14.2
Barikot	53	13.3
Kabal	72	18
Bahrain	86	21.5
Charbagh	27	6.8
Total	400	100

In order to enrich the present study, the respondents are geographically distributed across various tehsils in Swat. The distribution is given below: Babuzai having 13.8% respondents, Matta with 12.5%, Khwazakhela having 14.2% respondents, Barikot with 13.3%, Kabal having 18% respondents, Bahrain with the majority of 21.5%, and Charbagh having 6.8% respondents. This diverse data collected from various tehsils helps the researcher to get a comprehensive understanding of the variety of narratives and perspectives on the research topic from different regions within district Swat.

In the following section, the researcher presents a number of statements focusing on the perspectives and experiences about the role of social media in creating awareness on terrorism in Swat. These responses heavily contribute to KAP analysis, providing key insights between social media and counter-terrorism awareness in Swat. The insights provided by participants shed light on the multiple aspects related to the role of social media in creating awareness on terrorism in Swat. By analyzing these responses, the researcher aim to distinguish findings that result in a deeper understanding of the dynamic relationship between social media and counter-terrorism initiatives.

4.10 Social Media Has Been a Great Source of Awareness among the Public to Bring Peace in District Swat.

Table no. 4.9

Variables	F	%
Strongly Agree	146	36.5%
Agree	197	49.3%
Neutral	18	4.5%
Disagree	17	4.3%
Strongly Disagree	22	5.5%
Total	400	100%

The statement was exceedingly important in the context of terrorism in district Swat to look at the positive role of social media in bringing awareness among the public to curb terrorism. The whooping majority of 85% of the respondents agreed to the statement that social media was a great source of awareness among the public to bring peace in district Swat after the disastrous first wave of terrorism. However, 4.5% of the respondents remained neutral, 4.3% disagreed and 5.5% strongly disagreed to the statement.

The response shows that the role of social media is central in bringing awareness to curb terrorism and bring peace in district Swat. Prior to the advent of social media, there was not enough knowledge about terrorism in district Swat. However, with the emergence of social media, people were able to gain a significant amount of awareness to curb terrorism.

These findings greatly aligns with the research objective of assessing the effectiveness of social media in creating awareness and even promoting unity against the evil of terrorism. In order to delve deeper into the results, this whooping agreement highlights the importance of social media platforms as the key tools for spreading information and motivating people in terrorism-hit areas like Swat.

These findings align with the research question by promoting the positive perspectives of social media's peace-building ability among the youth of Swat to highlight the platform's ability to empower the research sample, and mobilize holistic actions against the evil of terrorism. Similarly, it is essential to critically assess the limitations and risks related with social media platforms, like the dissemination of misinformation and the potential for online radicalization (Aïmeur et al. 2023). The minimum proportions of neutral and disagree responses can be vital in developing targeted interventions in harnessing social media's potential to tackle the risks related to terrorism.

The findings show that social media serve as a crucial tool for creating awareness and promoting peace in Swat. Nonetheless, a comprehensive understanding of social media's implications with the help of both the research findings and even available literature, it is imperative to maximize its effectiveness in curbing terrorism and promoting durable peace in the district.

4.11 Social Media United the People of Swat to Promote and Maintain Peace in Swat.

Table no. 4.10

Variables	F	%
Strongly Agree	132	33%
Agree	206	51.5%
Neutral	40	10%
Disagree	5	1.3%
Strongly Disagree	17	4.3%
Total	400	100%

The statement was asked to see whether social media united the people of Swat to promote and maintain peace in Swat. Out of the 400 respondents, 132 respondents strongly agreed to the statement, while 206 agreed to the statement. 40 respondents remained neutral, while only 5 participants disagree to the above statement, and 17 individuals strongly disagree to the above mentioned statement. The table depicts that 33% of respondents strongly agreed to the statement while 51.5% of the respondents agreed to the statement. Besides, 10% of the participants stayed neutral, 1.3% disagree and 4.3% strongly disagree to the statement.

These findings align with the research questions and objectives of assessing the efficiency of social media in creating awareness and promoting unity against terrorism. By deeply analyzing the implications of the results, the whooping agreement highlights the scope of

social media in mobilizing communities and fostering durable peace in the valley. The majority of positive perceptions show that social media platforms has the ability to facilitate communication and holistic actions among different stakeholders.

In order to connect these findings to the research questions and the available literature, it is suggested that social media is a powerful tool for movements, even civic engagement, and conflict resolutions (Chon & Park, 2020). Nonetheless, it is also necessary to deeply analyze the limitations and risks which are related with social media: misinformation, online radicalization and fake news. In addition, it is also necessary to examine the small portions of neutral and disagree responses from the participants. The findings suggested that social media played an important role in promoting peace in Swat.

The response shows that social media has played a fruitful role in uniting the people of Swat to promote and maintain peace while curbing terrorism. Before the emergence of social media, the people of Swat did not even have a platform to unite at a single forum against terrorism. However, with the rampant rise of social media, the people of Swat had a platform to unite against the menace of terrorism.

4.12 Social Media United the People of Swat against the Issue of Terrorism.

Table no. 4.11

Variables	F	%
Strongly Agree	121	30.3
Agree	200	50.0
Neutral	31	7.8
Disagree	16	4.0
Strongly Disagree	32	8.0
Total	400	100

The statement was pivotal in the context of terrorism in district Swat as social media not only brought awareness but also united the people of Swat against the issue of terrorism. 121 respondents strongly agreed to the statement, and 200 respondents agreed to the statement, while 31 of them stayed neutral. Besides, 16 respondents disagreed to the statement and 32 respondents strongly disagreed to the statement.

The findings show that young people in Swat strongly agree that social media can effectively combat terrorism. They emphasize how important social media is in bringing awareness among young people in Swat, and many concur that it has the ability to sway minds and disseminate information. This is consistent with other research demonstrating the power of social media to mobilize communities around societal concerns (Jost et al. 2018). After a thorough investigation, it is evident that social media played a critical role in Swat's context by uniting young people against the evil of terrorism. This solidarity

shows the power of social media to bring about change. The results highlight the necessity for policymakers to recognize social media's role in peacebuilding, and it aligns well with previous researches. The study recognizes limitations of social media despite its transformational potential and voices for additional research to fully comprehend the intricate interaction between social media and awareness of terrorism.

It is evident from the positive response - either strongly agreed or agreed - of 80% participants that social media united the people of Swat against the issue of terrorism. It underscores the importance of social media in uniting the people against the issue of terrorism, especially in the aftermath of first wave. However, it is important to note that only a small percentage showed neutrality or disagreement. Looking at future, these findings show that leveraging social media platforms may continue to play a crucial role in uniting people against the issue of terrorism.

**4.13 Social Media Gave a Proper Direction to the Public of Swat
against Terrorism in the Shape of Pasoons (Peace Walks).**

Table no. 4.12

Variables	F	%
Strongly Agree	112	28.0
Agree	213	53.3
Neutral	50	12.5
Disagree	4	1.0
Strongly Disagree	21	5.3
Total	400	100

The statement was based on the compelling narrative behind Pasoons (Peace Walks) and the role of social media in it in district Swat. These Pasoons arranged in the shape of peaceful protests on main roads and routes shaped the narratives of the people of Swat against terrorists and their extremist ideology, while once the residents of Swat were in favor of these ideologies of terrorists. Moreover, these Pasoons were widely covered by different social media networks as the mainstream media was not broadcasting it.

A great majority of 81.3% participants – either strongly agreed or agreed – shows a widespread consensus on the crucial role of social media in promoting Pasoons as peaceful protests. The 12.5% respondents who remained neutral shows a portion of population that needs further knowledge to understand the effectiveness of Pasoons, organized through social media. The low disagreement rate of 6.3% suggests that social media played an instrumental role in guiding the public action against the menace of terrorism.

The findings acknowledge the impact of media, on how young people in Swat perceive terrorism. The findings strongly indicate that social media effectively raises awareness about the dangers posed by terrorism aligning with the study's objectives and highlighting how social media shapes individuals views. The high level of agreement shows the role of media in uniting youth against terrorism by certain initiatives like Peace Walks (Pasoons). These results emphasize the role of media in combating terrorism in Swat and reinforces the link, between its findings and research questions.

The deep impact of Pasoons in shaping public opinion is quite evident, showing the potential of social media to mobilize and organize people for collective peaceful actions. This shows that social media not only serves as a tool for spreading information but also for shaping public opinion (Reisach, 2021), and motivating public actions – organizing Pasoons and protests in Swat. These findings show the positive influence of social media in guiding public action toward counter-terrorism narratives.

**4.14 Social Media is the Platform Which Helped the Public of Swat
in Arranging Pasoons (Peace Walks) against Terrorism.**

Table no. 4.13

Variables	F	%
Strongly Agree	113	28.2
Agree	209	52.3
Neutral	39	9.8
Disagree	20	5.0
Strongly Disagree	19	4.8
Total	400	100.0

The statement and its data show the significant impact of social media as a platform that helped the public of Swat in organizing peaceful protests in the shape Pasoons. A significant majority of the participants, 80.5% - either agreed or strongly agreed – is a great testament to the inevitable role of social media played in planning these peaceful protests. The minor 9.8% segment of population who remained neutral shows that they need further understanding and exploration of the role of social media in orchestrating these Pasoons. The disagreement rate, 9.8%, is a mere minority.

The detailed findings align perfectly with the study’s objectives, showcasing backing, from the younger generation in Swat for the effectiveness of social media in raising awareness about terrorism and uniting people against it. By delving deeper into these findings during our conversation we can see how they integrate into the scope of existing research and literature. We emphasize the role of platforms, like Pasoons played in mobilizing actions

against terrorism, while shedding light on the broader societal impact of social media. Additionally, the present study also emphasized ways of understanding that how social media functions, within district Swat's context. By connecting everything to the existing knowledge, an understanding can be gained of how social media can genuinely contribute to promoting peace and solidarity (Ron et al. 2020).

The data of the respondents aligns with the broader narrative that social media acted as a great mobilization tool, and brought the people of Swat together for peaceful purpose. The successful organization of Pasons implies the idea that social media was not only able to spread information but also to catalyze purposeful and collective responses against the issue of terrorism. These findings are a great testament to the understanding of social media as a dynamic tool in shaping public opinion and activism in district Swat.

**4.15 Social Media Raised Awareness among Masses through
Different Pasoons (Peace Walks).**

Table no. 4.14

Variables	F	%
Strongly Agree	111	27.8
Agree	215	53.8
Neutral	43	10.8
Disagree	11	2.8
Strongly Disagree	20	5.0
Total	400	100.0

The data shows a strong affirmation regarding the crucial role of social media in raising awareness among the public through various Pasoons (Peace Walks) in district Swat.

A great majority of 81.6% respondents – either strongly agreed or agreed – reveals the inevitable impact of social media in leveraging these peaceful protests as a means to spread awareness against terrorism. The 10.8% neutral respondents show that a sizeable portion may require further understanding about the role of social media in awareness through Pasoons. The low disagreement rate of 7.8% suggests a broad consensus on the positive influence of social media in spreading awareness through Pasoons. This response reveals the fact that social media serves as a dynamic tool in mobilizing public action and raising awareness on key and critical issues.

It is noteworthy that nearly 28% of participants strongly agreed to this viewpoint, and the implications of these findings offer a critical analysis that connects them to broader

research questions. By delving into the role of social media platforms like Pasoons in organizing Peace Walks, a rich understanding of how social media acts as a powerful tool for mobilizing public action against terrorism can be gained (Feeney & Porumbescu, 2021). This insightful analysis not only highlights the significant impact of social media but also suggests promising directions for future research, offering avenues to explore the intricate dynamics of social media within Swat's unique context.

4.16 The power of Social Media Has Been Central to Enable the Public of Swat to Organize and Coordinate Pasoons (Peace Walks) by Effectively Bringing their Attention to the Issue of Terrorism.

Table no. 4.15

Variables	F	%
Strongly Agree	82	20.5
Agree	218	54.5
Neutral	49	12.3
Disagree	31	7.8
Strongly Disagree	20	5.0
Total	400	100.0

The data reveals the crucial role of social media in empowering the public of Swat to orchestrate, organize and coordinate peaceful protests by efficiently drawing their attention towards the issue of terrorism.

A significant majority of 75% of the respondents who either agreed or strongly agreed to the statement shows the crucial influence of social media in mobilizing the people of Swat for peaceful protests. The 12.3% neutral respondents show a portion of population that may have reservations or lack of understanding of social media’s impact on arranging Pasoons. The disagreement rate of 12.8% shows a subset of population with opposite narratives on the role of social media in organizing Pasoons.

It delves deep into the implications of these findings, offering a critical analysis that connects them to broader research questions. To explore the power of social media in

enabling the organization and coordination of Pasoons (peace walks), a deeper understanding of social media as a vital tool for mobilizing public action against terrorism can be gained. This insightful analysis not only emphasizes the significant impact of social media but also suggests avenues for future research to explore its nuanced dynamics within the unique context of Swat.

The data shows that social media acted as a powerful tool for the spread of information and mobilization of people. The success of peaceful protests shows the ability of social media to not only bring attention to key issues but also catalyze well-coordinated and well-organized responses against terrorism. The grand success of Pasoons in grabbing public attention underscores the social media's success to not only spread information but also engage and inform the masses, contributing to a more informed and active response against terrorism. The findings show that social media was a dynamic tool in shaping public opinion in Swat against the evil of terrorism.

4.17 Social Media Helped the Public of Swat to Realize the Re-emergence of Terrorism in Swat.

Table no. 4.16

Variables	F	%
Strongly Agree	82	20.5
Agree	198	49.5
Neutral	74	18.5
Disagree	28	7.0
Strongly Disagree	18	4.5
Total	400	100.0

The data, collected from the participants reflects a substantial effect of social media on the public awareness of the re-emergence of terrorism in district Swat. A significant 70% of respondents – either agreed or strongly agreed – show that social media played a crucial role in spreading awareness about the resurgence of terrorism in the region. The 18.5% of neutral population suggests that there is a need for further understanding or investigation into their perspectives. On the contrary, the 11.5% population, who either strongly disagreed or disagreed, presents a dissenting view that might be rooted in skepticism.

The majority of respondents believe in the pivotal role of social media in informing the public about the re-emergence of terrorism in district Swat. This data suggests that a great portion of the respondents perceive social media as an effective tool of spreading information related to the resurgence of terrorism in district Swat.

In the discussion section, while analyzing the implications of the findings, one pertinent insight emerges: Social media platforms play a crucial role in mobilizing public action against terrorism (Breuer, 2012). It shows the significant impact of social media in galvanizing communities to address pressing issues like terrorism. It resonates with the current study's findings, which highlight the instrumental role of social media in Swat's fight against the evil of terrorism. This suggests a continuity in the understanding of social media's power to promote awareness and unite individuals in fighting societal challenges, reinforcing the importance of leveraging digital platforms for social change.

4.18 Social Media Adequately Informed the People of Swat about the Risks of Terrorism in District Swat.

Table no. 4.17

Variables	F	%
Strongly Agree	85	21.3
Agree	246	61.5
Neutral	39	9.8
Disagree	19	4.8
Strongly Disagree	11	2.8
Total	400	100.0

The data suggests that a significant majority of the participants believe that social media effectively informed the public of Swat about the threats and risks of terrorism in the region. A great majority of 82.8% participants – either strongly agreed or agreed – show a prevailing perception that social media has played a pivotal role in spreading information about the risks of terrorism. The 9.8% neutral respondents represent a segment of population that need further understanding of the informative role of social media in addressing the risks of terrorism. On the contrary side, only 7.6% of population – either strongly disagreed or disagreed – pose an interesting contrast.

The majority of participants acknowledge the role of social media in adequately informing the people of Swat about the risks of terrorism. This high level of agreement reflects the perceived effectiveness and efficiency of social media in raising awareness about the risks of terrorism in district Swat.

The findings highlight that social media is central in keeping communities informed and rallying them to tackle ongoing security challenges. Besides, it has been expanded to critically analyze the findings in connection with research questions that social media has raised awareness against terrorism up-to a great extent in the youth of Swat, and social media is an important tool to unite the youth against terrorism in district Swat. It is important to note that platforms like Pasoons are essential for mobilizing public action against terrorism, a sentiment echoed in the present study's findings. This emphasizes that how vital social media was in Swat's battle against terrorism, showing its power to raise awareness and bring people together to address societal issues (Khan & Pratt, 2022). It is also a reminder of the significant role digital platforms play in driving positive change within communities.

4.19 Social Media Emerged as a Crucial Platform for Spreading Information and Creating Awareness against Terrorism in District Swat.

Table no. 4.18

Variables	F	%
Strongly Agree	98	24.5
Agree	203	50.7
Neutral	55	13.8
Disagree	28	7.0
Strongly Disagree	16	4.0
Total	400	100.0

The data collected from the respondents show the crucial role of social media as a platform for spreading information and creating awareness against terrorism in district Swat. A whopping majority off 75.2% respondents, either strongly agree or agree, reflect that social media has emerged as a crucial tool to curb terrorism. The 13.8% of respondents remained neutral, and it depicts a portion of population with uncertainties of reservations about the role of social media in counter-terrorism narratives. Conversely, only 11% of the participants disagreed to the statement.

The majority of positive response shows the pivotal role of social media in spreading crucial information and promoting awareness within Swat's community. It also shows critical analysis that connects the findings to the research questions that social media has raised awareness against terrorism up-to a great extent in the youth of Swat, and social media is an important tool to unite the youth against terrorism in district Swat. It is evident

that social media platforms serve as crucial tools for spreading information and mobilizing public action against terrorism (Borelli, 2023). This resonates with the findings of the present study which highlight the indispensable role of social media in curbing terrorism. It underscores the continuity in understanding social media's power to raise awareness and unite individuals in addressing pressing societal issues, emphasizing the importance of leveraging digital platforms for social change.

A substantial majority of the respondents acknowledge social media's pivotal role in disseminating information and creating awareness on terrorism in Swat. This overwhelming majority of agreement reflects the perceived effectiveness and efficiency of social media as a tool to spread awareness and mobilize public awareness against terrorism.

4.20 Social Media Played a Key Role to Contribute to the Restoration of Peace in District Swat.

Table no. 4.19

Variables	F	%
Strongly Agree	105	26.3
Agree	215	53.8
Neutral	48	12.0
Disagree	19	4.8
Strongly Disagree	13	3.3
Total	400	100.0

The data collected from the respondents affirm that social media played an instrumental role in contributing to the restoration of peace in district Swat. An overwhelming majority of 80.1% of the respondents either agreed or strongly agreed to the statement that social media played a key role in the process of restoration of peace. The 12% of neutral respondents represent a portion of the population with reservations or uncertainties regarding the role of social media in contributing to the restoration of peace process. On the contrary side, only 8.1% of the population, either disagreed or strongly disagreed, pose a contrasting perspective.

It shows the key contribution of social media in spreading crucial information in raising awareness against terrorism. It is aligned with the research questions that social media has raised awareness against terrorism up-to a great extent in the youth of Swat, and social media is an important tool to unite the youth against terrorism in district Swat. Social media

platforms serve as crucial tools for contributing to peace restoration efforts (Hirblinge, 2020). This resonates with the current study's findings, highlighting the indispensable role of social media in Swat's journey towards peace. It underscores the continuity in understanding social media's power to raise awareness and unite individuals in addressing pressing societal issues, emphasizing the importance of leveraging digital platforms for promoting peace and unity within communities affected by conflict.

The overwhelming majority of the respondents - who either agree or strongly agree to the above statement - suggests that social media played a pivotal role in contributing to the restoration of peace process.

4.21 The accessibility and reach of social media facilitated the spread of information regarding the re-emergence of terrorism.

Table no. 4.20

Variables	F	%
Strongly Agree	59	14.8
Agree	235	58.8
Neutral	79	19.8
Disagree	16	4.0
Strongly Disagree	11	2.8
Total	400	100.0

The collected data reflects the impact of social media in facilitating the spread of information regarding the re-emergence of terrorism, focusing on the accessibility and vast reach of the platform. A noteworthy of 73.6% of respondents, either strongly agreed or agreed, highlight the key role of social media in disseminating information about the re-emergence of terrorism. The 19.8% of neutral respondents show that a segment of population needs further understanding and investigation of the accessibility and reach of social media in the spread of information regarding the re-emergence of terrorism. On the contrary side, only 6.8% - either strongly disagreed or disagreed to the statement – pose a minor perspective.

However, the great majority of agreement to the statement underscores the effectiveness of social media in reaching out to the public of Swat to spread information about the re-emergence of terrorism.

The findings of the study highlight the pivotal role of social media in providing accessible and widespread information to the youth in Swat. The findings connect the collected data from the respondents to the research questions. Social media's accessibility and reach play a crucial role in disseminating information about terrorism (Borelli, 2023). These findings resonates with the current study's results, emphasizing the importance of leveraging social media platforms to raise awareness and unite youth against terrorism in Swat.

4.22 Social Media Helped the Public of Swat to Understand the Gravity of the Situation and Actively Participate in Counter-Terrorism Efforts.

Table no. 4.21

Variables	F	%
Strongly Agree	77	19.3
Agree	208	52.0
Neutral	72	18.0
Disagree	23	5.8
Strongly Disagree	20	5.0
Total	400	100.0

The analysis of the collected data shows that a majority of participants either strongly agreed or agreed to the statement, and it reveals the positive perception of social media's role in understanding and engaging in counter-terrorism initiatives.

The 18% of respondents selected the neutral option, and it shows that segment of population which remained uncertain of social media's role in this regard. Conversely, only a handful minority of 5.8% express disagreement to the statement. It signifies the notion that social played a constructive role in this context.

The findings highlight the crucial role of social media in informing and engaging the public of Swat in innovative efforts to combat terrorism. The findings are well-connected to the research questions that social media has raised awareness against terrorism up-to a great extent in the youth of Swat, and social media is an important tool to unite the youth against terrorism in district Swat. The findings suggested that social media plays a vital role in

facilitating public understanding and participation in counter-terrorism efforts (Khan & Pratt, 2022). These findings resonate with the current study's results, emphasizing the importance of leveraging social media platforms to raise awareness and mobilize youth against terrorism in Swat. It shows the continuity in understanding social media's power to inform and engage people in addressing pressing societal issues, and reinforcing the need to harness digital platforms for promoting peace.

This perspective reveals the diverse attitudes within the people of Swat regarding the influence of social media on counter-terrorism efforts. The collected data underscores the comprehensive understanding of the dynamics between social media, public awareness, and counter-terrorism initiatives in the context of Swat, and it also shows that there is a prevailing sentiment that social media platforms have been effective in spreading information about the gravity of the situation in district Swat.

4.23 Social Media Provided a Platform for the Residents of Swat to Share their Personal Stories and Experiences Related to Terrorism.

Table no. 4.22

Variables	F	%
Strongly Agree	68	17.0
Agree	213	53.3
Neutral	66	16.5
Disagree	33	8.3
Strongly Disagree	20	5.0
Total	400	100.0

The data collected from the respondents underscores a predominant inclination of the population towards the positive role of social media in providing a platform for the residents of Swat to share their personal stories and experiences related to terrorism.

A substantial majority of 70.3% respondents either strongly agreed or agreed to the statement, and it shows that social media served as a beneficial platform for the inhabitants of Swat to share their personal stories and experiences related to terrorism. The 16.5% of respondents remained neutral, and it shows a segment of population with uncertainty regarding the role of social media in facilitating the public to share their stories.

Conversely, 13.3% of population either strongly disagreed or disagreed to the statement, and it shows a handful segment of the community that does not recognize the fruitful use of social media in this regard.

The findings show the crucial role of social media in allowing individuals to express themselves and contribute to the discourse surrounding terrorism in Swat. The findings of the present study are connected to the research questions that social media has raised awareness against terrorism up-to a great extent in the youth of Swat, and social media is an important tool to unite the youth against terrorism in district Swat. Social media serves as a powerful platform for sharing personal narratives and experiences related to terrorism (Zeiger & Gyte 2020). These findings resonate with the current study's results, emphasizing the continuity in understanding social media's role in facilitating dialogue and promoting empathy within communities affected by conflict.

Although there is a diversity in responses related to the complex nature of individuals' interactions with social media in sharing their personal stories and experiences but a great majority of population recognize the fact that social media provided a platform for the residents of Swat to share their personal stories and experiences related to terrorism which shows the positive impact of social media in this regard.

4.24 Social Media Allowed the Public to Stay Informed and Take Necessary Precautions against Potential Terrorist Threats.

Table no. 4.23

Variables	F	%
Strongly Agree	69	17.3
Agree	231	57.8
Neutral	63	15.8
Disagree	16	4.0
Strongly Disagree	16	4.0
Total	400	100.0

The statement was exceedingly important in the context of terrorism in district Swat to look at the positive role of social media to allow the public to stay informed and take necessary precautions against potential terrorist threats. The whopping majority of 65.1% of the respondents agreed to the statement that social media helped the public to stay informed and take necessary precautions against potential terrorist threats. However, 15.8% of the respondents remained neutral, 4% disagreed, and 4% strongly disagreed to the statement. The response shows that the role of social media in helping the public to stay informed and take necessary precautions against potential terrorist threats. Prior to the advent of social media, there was not enough knowledge about terrorism in district Swat. However, with the emergence of social media, people stay informed and take necessary precautions to curb terrorism.

The findings highlight the crucial role of social media in disseminating timely information and empowering individuals to protect themselves against security risks. The findings of the present study are connected to the research questions that social media has raised awareness against terrorism up-to a great extent in the youth of Swat, and social media is an important tool to unite the youth against terrorism in district Swat. Social media serves as a vital tool for keeping the public informed and prepared in the face of terrorist threats (Mugari & Chisuvi 2021). These finding resonate with the study's results, emphasizing the importance of leveraging social media platforms to enhance public safety and resilience in district Swat.

4.25 Social Media Online Campaigns and Hashtags Were Effective to Raise Awareness about the Impacts of Terrorism in Swat.

Table no. 4.24

Variables	F	%
Strongly Agree	89	22.3
Agree	242	60.5
Neutral	33	8.3
Disagree	17	4.3
Strongly Disagree	19	4.8
Total	400	100.0

The data of the statement shows a predominantly positive response from the targeted population. A substantial majority of 82.8% of respondents - either strongly agree or agree - affirm the effectiveness of online campaigns and hashtags on social media in raising awareness and bringing peace in district Swat. The 8.3% respondents remained neutral. On the hand, only 9.1% express disagreement which represents a small segment of participants who have a skeptical view regarding the impact of online campaigns and hashtags in raising awareness about terrorism and its impacts.

The findings show the effectiveness of social media as a tool for spreading crucial information and mobilizing public opinion against terrorism. Furthermore, the discussion provides a critical analysis that connects the findings to the research questions. It is clear crystal e that social media campaigns and hashtags play a vital role in raising awareness about the impacts of terrorism (Duncombe, 2020). These findings align with the results,

emphasizing the importance of leveraging social media platforms to amplify the voices of those affected by terrorism and foster empathy within communities like Swat. It depicts the continuity in understanding social media's power to mobilize public opinion and drive positive change in addressing the evil of terrorism.

The collected data is a great testament to the positive role of social media in the context of online campaigns and hashtags were effective to raise awareness about the impacts of terrorism in Swat.

4.26 Social Media Encouraged Public Discussions and Promoted a Collective Response on the Issue of Terrorism in District Swat.

Table no. 4.25

Variables	F	%
Strongly Agree	84	21
Agree	248	62
Neutral	28	7
Disagree	23	5.8
Strongly Disagree	17	4.3
Total	400	100

The statement was pivotal in the context of terrorism in district Swat as social media not only brought awareness but also encouraged public discussions and promoted a collective response on the issue of terrorism in district Swat. It is evident from the positive response - either strongly agreed or agreed - of 83% participants that social media encouraged public discussions and promoted a collective response on the issue of terrorism in district Swat. It underscores the importance of social media in uniting the people against the issue of terrorism, especially in the aftermath of first wave. However, it is important to note that only a small percentage of 7% showed neutrality, and 10% showed disagreement. Looking at future, these findings show that leveraging social media platforms may continue to play a crucial role in encouraging public discussions and collective responses on the issue of terrorism in district Swat.

The findings show the role of social media in fostering dialogue and collective action in addressing the evil of terrorism. Social media platforms encourage public discussions and collective responses on issues like terrorism. These findings show that the results emphasize the importance of leveraging social media to facilitate dialogue and mobilize communities in combating terrorism. It shows the continuity in understanding social media's potential to empower individuals and drive positive societal change, reinforcing the need to harness digital platforms for promoting peace and unity within communities affected by conflict.

4.27 Social Media Influencers and Local Leaders Played a Key Role in Spreading Awareness against Terrorism in Swat through Their Online Presence.

Table no. 4.26

Variables	F	%
Strongly Agree	94	23.5
Agree	197	49.3
Neutral	49	12.3
Disagree	37	9.3
Strongly Disagree	23	5.8
Total	400	100

The statement and its data show the significant impact of social media influencers and local leaders played a key role in spreading awareness against terrorism in Swat through their online presence.

A significant majority of the participants, 62.8% - either agreed or strongly agreed – is a great testament to the inevitable role of social media influencers and local leaders in spreading awareness against terrorism in Swat through their online presence. The minor 12.3% segment of population who remained neutral shows that they need further understanding and exploration of the role of social media influencers and local leaders in spreading awareness against terrorism in Swat through their online presence. The disagreement rate, 9.8%, is a mere minority and it shows the portion of population who do

not give credit to social media influencers and local leaders in spreading awareness against terrorism in Swat.

The data of the respondents aligns with the broader narrative that social media acted as a great mobilization tool, and brought the people of Swat together for peaceful purpose. There was a great role of influencers and local leaders in spreading awareness against terrorism in Swat through their online presence. These findings are a testament to the understanding of social media as a dynamic tool in shaping public opinion and activism in district Swat.

4.28 Social Media Also Provided a Safe Platform for Those Who Survived Terrorist Attacks In Swat, and Their Stories Provided a Platform for Solidarity and Healing.

Table no. 4.27

Variables	F	%
Strongly Agree	67	16.8
Agree	213	53.3
Neutral	83	20.8
Disagree	19	4.8
Strongly Disagree	18	4.5
Total	400	100

The data underscores the value and significance of social as a safe platform for those who survived terrorist attacks in Swat; and their stories provided a platform for solidarity and healing. A substantial majority 70.1% of participants, either strongly agree (16.8%) or agree (53.3%) to the statement, and it acknowledges the key role of social media in providing a safe place for survivors of terrorist attacks in district Swat to share their personal stories with others. Besides, this is also seen as contributing to a platform for solidarity and healing. The 20.8% of respondents remained neutral with a degree of uncertainty about the role of social media in giving a secure platform for survivors of terrorist attacks. Conversely, the 9.3% expressing disagreement represent a smaller portion of respondents who do not give credit to social media a secure space for survivors to share their personal stories.

These findings greatly aligns with the research objective of assessing the effectiveness of social media in providing a safe platform for those who survived terrorist attacks in Swat; and their stories provided a platform for solidarity and healing. In order to delve deeper into the results, this whooping agreement highlights the importance of social media platforms as the key tools for spreading information and motivating people in terrorism-hit areas like Swat.

These findings align with the research question by promoting the positive perspectives of social media's peace-building ability among the people of Swat to highlight the platform's ability to empower the research sample, and mobilize those who survived terrorist attacks in Swat. Similarly, it is essential to critically assess the limitations and risks related with social media platforms, like the dissemination of misinformation and the potential for online radicalization (Aimeur et al. 2023). The minimum proportions of neutral and disagree responses can be vital in developing targeted interventions in harnessing social media.

4.29 The Use of Social Media Helped the Public of Swat to Document and Report Suspicious Activities.

Table no. 4.28

Variables	F	%
Strongly Agree	79	19.8
Agree	201	50.2
Neutral	78	19.5
Disagree	25	6.3
Strongly Disagree	17	4.3
Total	400	100

The collected data reveals the crucial role of social media to help the public of Swat to document and report suspicious activities. A significant majority of 70% of the respondents who either agreed or strongly agreed to the statement shows the crucial influence of social media in helping the public of Swat to document and report suspicious activities. The 12.3% neutral respondents show a portion of population that may have reservations or lack of understanding of social media's impact in this regard. The disagreement rate of 12.8% shows a subset of population with opposite narratives on the role of social media in helping the public of Swat to document and report suspicious activities. The data shows that social media acted as a powerful tool for the spread of information and mobilization of people. Besides, the use of social media helped the public of Swat to document and report suspicious activities.

The findings showed that social media serves as a valuable tool for community engagement and public vigilance against terrorism in Swat. The substantial agreement (70%) among respondents who either strongly agreed or agreed indicates the widespread recognition of social media's role in enabling the documentation and reporting of suspicious activities. This aligns with existing literature highlighting the potential of digital platforms to empower citizens in conflict-affected regions to contribute to public safety efforts.

A critical analysis of these findings reveals several implications for future research and policy interventions. For instance, it is essential to explore the factors influencing individuals' perceptions of social media's efficacy in documenting and reporting suspicious activities, including issues related to trust, credibility, and access to technology. While connecting these findings to the research questions, it is evident that social media plays a multifaceted role in shaping public perceptions and behaviors related to terrorism awareness and prevention. Policymakers, practitioners, and researchers should consider these findings when designing and implementing social media strategies for counter-terrorism purposes.

4.30 Social Media Contributed a Lot to the Detection and Prevention of Potential Terrorist Attacks in District Swat by Spreading Awareness against Terrorism.

Table no. 4.29

Variables	F	%
Strongly Agree	83	20.8
Agree	200	50
Neutral	73	18.3
Disagree	25	6.3
Strongly Disagree	19	4.8
Total	400	100

The statement was pivotal in the context of terrorism in district Swat as social media contributed a lot to the detection and prevention of potential terrorist attacks in district Swat by spreading awareness against terrorism. 83 respondents strongly agreed to the statement, and 200 respondents agreed to the statement, while 73 of them stayed neutral. Besides, 25 of the respondents disagree to the above mentioned statement. It is evident from the positive response - either strongly agreed or agreed – of 70.8% participants that social media contributed a lot to the detection and prevention of potential terrorist attacks in district Swat by spreading awareness against terrorism. However, it is important to note that only a small percentage showed neutrality or disagreement. These findings show that social media platforms played a key role in the detection, and prevention of potential terrorist attacks in district Swat by spreading awareness against terrorism.

The findings reveal a generally positive perception among the youth of district Swat regarding the role of social media in raising awareness against terrorism. A deeper analysis of these findings reveals the multifaceted nature of social media's influence on terrorism awareness. While the majority of respondents acknowledge its effectiveness, the existence of neutral and dissenting perspectives suggests a degree of skepticism or ambivalence

While connecting these findings to the research questions, it is evident that social media serves as a powerful tool for raising awareness and promoting community engagement in counter-terrorism efforts. Moreover, these findings contribute to existing literature on the role of social media in shaping public discourse and fostering resilience against terrorism. By critically analyzing the implications of these results, this study advances our understanding of the complex interplay between digital technologies, youth perceptions, and counter-terrorism strategies in conflict-affected regions like Swat.

**4.31 Social Media Facilitated the Online Support and Forums
Where the Public of Swat Exchanged Information, Sought
Guidance and Collectively Address the Challenges of Terrorism.**

Table no. 4.30

Variables	F	%
Strongly Agree	78	19.5
Agree	203	50.7
Neutral	75	18.8
Disagree	22	5.5
Strongly Disagree	22	5.5
Total	400	100

The collected data reflects a positive sentiment among the targeted population. A significant 70.2% of respondents - either strongly agree or agree - acknowledge the role of social media in providing a platform for online support and forums. These findings suggest that a majority of the public in Swat takes social media as an effective and efficient tool for exchanging information, seeking guidance, and collectively addressing the challenges posed by terrorism. The 18.8% of respondents remained neutral with a degree of uncertainty related to social media's role in online support and forums. On the other hand, the 11% expressing, and it represents a smaller but noteworthy portion of respondents who question the effectiveness of social media's role online support and forums. The findings show that social media facilitated the online support and forum in Swat.

The findings of the study highlight the key role of social media in providing a platform for community engagement and collaboration in countering terrorism. Social media platforms serve as crucial channels for facilitating online support networks and promoting collective action against terrorism. This finding resonates with the current study's results, emphasizing the importance of social media in fostering community resilience and empowerment. It shows the continuity in understanding social media's potential to unite individuals and communities in addressing complex societal challenges, reinforcing the need to leverage digital platforms for promoting social cohesion and resilience in conflict-affected regions like Swat.

4.32 Social Media Served As an Important Tool for the Law Enforcement Agencies and Local Authorities in Swat to Spread Awareness against Terrorism.

Table no. 4.31

Variables	F	%
Strongly Agree	8	2
Agree	250	62.5
Neutral	85	21.3
Disagree	31	7.8
Strongly Disagree	26	6.5
Total	400	100

In assessing the role of social media related to counter-terrorism initiatives in Swat, the collected data shows that a substantial majority of respondents believe that social media served as an important tool for the law enforcement agencies and local authorities in Swat to spread awareness against terrorism. A whopping majority of 64.5% of the respondents agreed to the statement that social media served as an important tool for the law enforcement agencies and local authorities in Swat to spread awareness against terrorism. The 21.3% respondents remained neutral, while 14.3% of the respondents – either strongly disagreed or disagreed to the statement – is taken as a minor community expressing their opinions about the role of social media in this regard. This shows a noteworthy recognition of social media’s potential in spreading crucial information to the community.

There is a great significance of social media in facilitating communication channels between authorities and the public in addressing the security concerns regarding terrorism. Moreover, the findings provide a critical analysis that connects the findings to the research. Social media platforms serve as valuable tools for law enforcement agencies and authorities to disseminate information and engage with the community in counter-terrorism efforts (Jones et al. 2020). This finding resonates with the current study's results, emphasizing the role of social media in enhancing communication and collaboration between authorities and the public.

4.33 Social Media Allowed the Public of Swat to Participate in Dialogues, Debates and Discussions by Looking into the Root Causes and Solutions of Terrorism in Swat.

Table no. 4.32

Variables	F	%
Strongly Agree	92	23
Agree	196	49
Neutral	66	16.5
Disagree	23	5.8
Strongly Disagree	23	5.8
Total	400	100

The collected data reveals a positive inclination toward the notion that social media gives a platform for the people of Swat to engage in engage in meaningful discussions, debates and dialogues.

A substantial majority of 72% of respondents – either strongly agree or agree to the statement – shows that there is a widespread and prevailing agreement to recognize social media’s potential as a catalyst for public discussion and debate on critical issues. The 16.5% of respondents remained neutral, and it represents that segment of population who are unsure about the role and effectiveness of social media in facilitating such discussions and debates.

While a small portion of 11.6% population expressed either strong disagreement or disagreement regarding the role of social media in dialogues, debates and discussions while looking into the root causes and solutions of terrorism in Swat.

The findings show the importance of social media platforms as spaces for civic engagement and collective action in addressing complex issues like terrorism. Moreover, the discussion now delves deeper into the implications of these findings, providing a critical analysis that connects them to the research questions. Social media has the capacity to foster public discourse, and it contributes significantly to community resilience against terrorism (Patel et al. 2017). These findings resonate with the current study's results, emphasizing the empowering role of social media in enabling communities to explore and address the underlying factors contributing to terrorism.

The majority percentage of respondents in agreement shows that social media is central in fostering dialogues, debates and discussions while looking into the root causes and solutions of terrorism in Swat.

4.34 Social Media Helped its Users in Swat to Engage in Joint Initiatives and Strategies to Combat Terrorism in an Effective Way.

Table no. 4.33

Variables	F	%
Strongly Agree	77	19.3
Agree	210	52.5
Neutral	72	18
Disagree	27	6.8
Strongly Disagree	14	3.5
Total	400	100

The collected data reveals a positive perception about the role of social media in fostering joint efforts among its users in Swat to curb terrorism. A substantial majority of 81.8% respondents, either strongly or agree to statement shows that social media helped its users in Swat to engage in joint initiatives and strategies to combat terrorism in an effective and efficient way.

The 18% of respondents remained neutral which means that they either remained undecided or uncertain about the role of social media in this context. While a mere 10.3% of the respondents - either strongly disagree or disagree to the above mentioned statement that social media helped its users in Swat to engage in joint initiatives and strategies to combat terrorism in an effective way.

This response shows a widespread and prevailing acknowledgment of social media's potential to serve as a unifying tool in Swat to curb terrorism. The significant agreement shows that social media platforms can serve as catalysts for collective and joint action and community mobilization in curbing terrorism.

The findings highlight the collaborative nature of social media platforms, enabling users in Swat to come together and actively engage in efforts to address security challenges within their community. Moreover, the discussion has been enriched to delve deeper into the implications of these findings, providing a critical analysis that connects them to the research questions. (Khan et al.2018) said that social media serves as a catalyst for collective action and community mobilization against terrorism. This aligns with the current study's findings, emphasizing the empowering role of social media in fostering collaboration and solidarity among youth in Swat. It shows the need for policymakers and stakeholders to leverage social media platforms as strategic tools for promoting grassroots activism and enhancing community resilience in the face of security threats.

4.35 The Use of Social Media Helped in Sharing Educational Resources, Articles, Editorials and Expert Opinions on Terrorism to Combat Terrorism.

Table no. 4.34

Variables	F	%
Strongly Agree	87	21.8
Agree	213	53.3
Neutral	57	14.2
Disagree	25	6.3
Strongly Disagree	13	3.3
Total	400	100

The collected data shows a positive consensus among the participants about the role of social media in sharing educational resources, articles, editorials and expert opinions on terrorism to combat terrorism.

A whooping majority of more than three-quarter agreement, 75.1%, acknowledges the role of social media as a tool for educational contents and expert opinions. The extremely high agreement is in line with the global trend of using social media platforms for information dissemination and spreading knowledge. The neutral response of 14.2% shows that a small portion of population remains uncertain about the efficiency of social media in sharing educational resources, articles, editorials and expert opinions on terrorism to combat terrorism. While a small minority of 9.6% population expressed disagreement to the statement.

The findings of this study shed light on the perceptions of youth in district Swat regarding the role of social media in raising awareness against terrorism and uniting communities in the fight against it. While the majority perspective aligns with global trends emphasizing the transformative power of social media in shaping public discourse and fostering community engagement, the dissenting voices underscore the diverse range of attitudes and perceptions within the youth population of Swat.

These findings have important implications for understanding the role of social media in creating awareness and fostering resilience against terrorism. These findings contribute to a deeper understanding of the complex interplay between digital technologies, youth engagement, and counter-terrorism efforts in conflict-affected regions like Swat.

This shows a noteworthy recognition of social media's potential in sharing educational resources, articles, editorials and expert opinions on terrorism to combat terrorism. The significantly high percentage of agreement aligns with the global trend to utilize social media for public safety concerns.

4.36 Social Media Provided a Platform for Community-Led Initiatives and Grassroots Movements against Terrorism in Swat.

Table no. 4.35

Variables	F	%
Strongly Agree	86	21.5
Agree	203	50.7
Neutral	75	18.8
Disagree	20	5
Strongly Disagree	16	4
Total	400	100

In assessing the role of social media related to counter-terrorism initiatives in Swat, the collected data shows that a substantial majority of respondents believe that social media served as an important tool for community-led initiatives and grassroots movements against terrorism in Swat.

A whooping majority of 72.2% of the respondents agreed to the statement that social media served as an important tool for community-led initiatives and grassroots movements against terrorism in Swat. The 18.8% respondents stayed neutral, while 9% of the respondents – either strongly disagree or disagree to the statement – is taken as a minor community expressing their negative opinions about the role of social media in this regard.

This shows a noteworthy recognition of social media's potential in spreading crucial information to the community. The significantly high percentage of agreement aligns with the global trend to utilize social media for public safety concerns.

The findings of this study reveal a widespread recognition among the youth of district Swat regarding the potential of social media as a tool for community-led initiatives and grassroots movements against terrorism. The significant majority (72.2%) expressing agreement with this perspective suggests a prevailing belief in the efficacy of social media in disseminating critical information and mobilizing collective action

This diversity of opinion shows the complexity of the role of social media in addressing terrorism-related concerns and highlights the need for a nuanced understanding of its impact. In order to connect these findings to the research question, it is evident that social media plays a multifaceted role in shaping perceptions and fostering community resilience against terrorism. The implications of these findings extend beyond the immediate context of Swat, resonating with existing literature on the transformative power of social media in facilitating collective action and promoting social change. By delving deeper into the nuances of these findings and critically analyzing their implications, this study contributes to a deeper understanding of the role of social media in creating awareness and fostering resilience against terrorism in Swat and beyond.

4.37 The Visual and Digital Capabilities of Social Media Platforms Allowed the Effective Sharing of Impactful Images, Videos and Visuals Related to Terrorism in Swat.

Table no. 4.36

Variables	F	%
Strongly Agree	84	21
Agree	203	50.7
Neutral	76	19
Disagree	20	5
Strongly Disagree	17	4.3
Total	400	100

The collected data shows a strong consensus among respondents related to the effectiveness of social media for sharing of impactful images, videos and visuals related to terrorism in Swat.

A whopping majority of 71.7% recognizes the positive role of social media for sharing of impactful images, videos and visuals related to terrorism in Swat. This illustrates that the visual and digital elements of social media plays a central role in spreading critical information about terrorism in district Swat. The high agreement is in line with the current and contemporary global trends of visual storytelling and its power to evoke emotions and spread messages effectively and efficiently.

The neutral response of 19% suggests that a portion of population remains uncertain about the role of social media in sharing of impactful images, videos and visuals related to terrorism in Swat. While a minor segment of 9.3% either disagreed or strongly disagreed to the statement.

These findings show the significant influence of visual and digital content on social media platforms, highlighting its effectiveness in disseminating critical information about terrorism within the district. The prevalence of this perspective aligns with contemporary global trends in visual storytelling, which have been recognized for their ability to evoke emotions and effectively convey messages (Roth, 2021). However, it is noteworthy that 19% of respondents expressed a neutral stance on this issue, indicating a degree of uncertainty among a portion of the population.

The findings of this study provide valuable insights into the perception of social media's role in raising awareness about terrorism in Swat among the youth population. The significant majority (71.7%) acknowledging the positive impact of social media in sharing impactful images, videos, and visuals related to terrorism underscores the platform's potential as a tool for disseminating critical information and fostering collective action against terrorism. However, the presence of neutral and dissenting responses (19% and 9.3% respectively) suggests a nuanced landscape of attitudes towards social media's effectiveness in this context. These findings are connected the broader research question, and it is evident that social media holds promise as a means of raising awareness and mobilizing communities against terrorism in Swat.

4.38 Social Media Empowered the Residents of Swat to Voice Their Concerns, Opinions, and Demands Related to Counter-Terrorism Efforts.

Table no. 4.37

Variables	F	%
Strongly Agree	85	21.3
Agree	204	51
Neutral	71	17.8
Disagree	28	7
Strongly Disagree	12	3
Total	400	100

The collected data underscores a strong consensus among respondents with 72.3% of the respondents - either strongly agree, or agree to the statement that social media empowered the residents of Swat to voice their concerns, opinions, and demands related to counter-terrorism efforts. This whooping agreement shows that social is a democratic platform, emphasizing active citizen participation and encouragement of diverse voices in curbing terrorism. The neutral response of 17.7% shows a portion of population who are unsure or uncertain about the role of social media in this regard. While a minority of 10% expressed either strong disagreement or disagreement to the statement. The highly positive perception of social media as an empowering tool for the public of district Swat shows its positive role in promoting civic participation.

The findings indicate the key role of social media in providing a platform for community engagement and expression. The implications of these findings, offer a critical analysis that connects them to the broader research questions that social media been able to raise awareness against terrorism in the youth of district Swat and youth consider social media an important tool to unite the youth against terrorism in district Swat. Social media platforms serve as essential tools for citizen empowerment against the issues like terrorism (Khan et al., 2019). It also resonates with the current study's findings, and highlight how social media enables residents of Swat to actively engage in discussions and advocate for their interests in the context of counter-terrorism efforts. Social media contributes to a more inclusive and participatory approach to addressing security concerns in Swat.

4.39 Social Media Played a Crucial Role in Mobilizing Resources, Donations, and Volunteers that Took the Initiatives to Spread Awareness against Terrorism in Swat.

Table no. 4.38

Variables	F	%
Strongly Agree	79	19.8
Agree	192	48
Neutral	78	19.5
Disagree	31	7.8
Strongly Disagree	20	5
Total	400	100

The collected data depicts an overwhelmingly positive perception among respondents about the critical role of social media in mobilizing resources, donations and volunteers that took the initiatives to spread awareness against terrorism in Swat. A significant segment of 19.8% strongly agree and 48% agree to the statement, and it acknowledges the central role of social media in helping the mobilization of support. This underscores the platform's potential in galvanizing community-driven efforts to combat terrorism.

The neutral response of 19.5% suggests that a small portion of targeted population remains uncertain or unsure about the effectiveness and efficiency of social media in mobilizing multiple resources, donations and volunteers for anti-terrorism activities. While a minority expressed disagreement of 12.8% showed either disagreement or strong disagreement to the statement.

The findings highlight the instrumental role of social media in facilitating community-led efforts to combat terrorism. The findings explore the implications of these findings in greater depth, offering a critical analysis that connects them to the broader research question that social media been able to raise awareness against terrorism in the youth of district Swat, and youth consider social media an important tool to unite the youth against terrorism in district Swat. According to (Ahmed et al., 2018), it is evident that social media platforms serve as efficient tools for mobilizing holistic actions in addressing the issue of terrorism. This also aligns with the current study's findings, emphasizing the importance of leveraging social media to mobilize resources and volunteers for anti-terrorism drives in Swat.

The overwhelmingly positive perception underscores the role of social media in channelizing resources, donations and volunteers to curb terrorism. This illustrates a noteworthy acknowledgement of social media's potential in mobilizing resources, donations; and volunteers that took the initiatives to spread awareness against terrorism in Swat. The significantly high percentage of agreement aligns with the global trend to utilize social media for public needs. The positive response suggests that the public of Swat acknowledges the role of social media in this regard.

4.40 Social Media Helped the Public of Swat to Engage with Researchers, Experts, and Activists in the Field of Counter-Terrorism and It Helped Them in Creating Awareness on Terrorism.

Table no. 4.39

Variables	F	%
Strongly Agree	79	19.8
Agree	192	48
Neutral	78	19.5
Disagree	31	7.8
Strongly Disagree	20	5
Total	400	100

The collected data shows a positive perception among participants with a great majority of 67.8% either agree or strongly agree to the statement that social media helped the public of Swat to engage with researchers, experts and activists in the field of counter-terrorism and it helped them in creating awareness on terrorism. This shows that social media works like a bridge, connecting the people of Swat with scholarly figures to understand and address the menace of terrorism. The neutral responses of 19.5% shows a population who remains unsure or uncertain about the role of social media to help the public of Swat to engage with researchers, experts and activists in the field of counter-terrorism. While a mere minority of 12.8% expressed either strong disagreement or disagreement to the statement.

The findings in greater depth, offer a critical analysis that connects them to the research questions that social media been able to raise awareness against terrorism in the youth of district Swat. It is evident that social media serves as a valuable platform for fostering dialogue and collaboration among diverse stakeholders in addressing complex issue, such as terrorism (Jones et al., 2020). This aligns with the current study's findings, highlighting the importance of social media in facilitating engagement and knowledge-sharing to raise awareness about terrorism in Swat.

Chapter-5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

In the present study, the key role of social media in raising awareness on terrorism in district Swat was profoundly investigated. The findings of the research show the important impact of social media platforms in engaging the youth and the broader community in discussions about counter-terrorism efforts. Through an in-depth analysis of the data, it has become evident that social media serves as a powerful tool for disseminating information, mobilizing resources, and fostering collaboration among various stakeholders in the fight against terrorism.

The findings of the study were aligned with the research objectives: to assess the level to which social media creates awareness against terrorism among the people of Swat, and to determine the significance of social media as a key tool for uniting the masses of district Swat against the evil of terrorism. The findings suggested that social media has been effective in creating awareness against terrorism among the people of Swat, with a lot of participants exhibiting a strong agreement with the key role of social media in spreading information and news and even promoting discussions on counter-terrorism efforts. The findings also shed light on the key role of social media in uniting the masses against terrorism, promoting collective actions, and solidarity among different stakeholders in district Swat.

These findings have the most important implications for understanding the key role and dynamics of social media's influence in counter-terrorism efforts in terrorism-hit regions like district Swat. With the utilization of the power of social media, stakeholders can increase their messages, and even engage with diverse audiences, and mobilize resources

more efficiently in the fight against terrorism. Moreover, these findings highlight the importance of considering local contexts and community perspectives in designing interventions and strategies to address security challenges.

The main aim of this study was to clarify the profound impact of social media in creating awareness on terrorism in district. The comprehensive analysis done in the study shows the deep impact of social media in creating awareness about terrorism in Swat. The data was conducted in the population with diverse demographic information, such as variations in age, gender, education, marital status, job, profession and even tehsil of residence. In the present study, a quantitative research methodology was applied to collect data from a large population. The study was done in all tehsils of Swat irrespective of time constraints and budget. Demographic and geographic factors played a subtle role in this regard by not only enriching diversity but also showing the perception of wide range of respondents against terrorism.

A notable consensus was seen among respondents, showing a thorough recognition of social media in creating awareness against terrorism in district Swat. Social media has a unifying potential as majority of the respondents agreed that it played a central role in uniting the people of Swat for promoting peace. The influence of social media helped in promoting tangible actions to curb terrorism, with participants agreeing that it provided a purposeful direction and suitable platform for arranging initiatives, like Pasons and protests against terrorism. The collected data showed a widespread agreement that social media efficiently spread information about the re-emergence of terrorism in the valley, associated dangers, and its deadly impacts on Swat. Along with awareness, social media

acted as a collaborative platform, promoting active participation in counter-terrorism efforts through peaceful means – debates, dialogues and joint initiatives.

The study also emphasized on the significant roles played by social media influencers, activists, local leaders, local authorities and law enforcement agencies in disseminating information and awareness against terrorism. Social media not only helped in awareness but also emerged as a platform for educational resources, survivor stories, and fostering community-led initiatives against terrorism. The digital and visual capabilities of social media platforms were acknowledged for their effectiveness in sharing images, videos and visuals related to terrorism. Moreover, social media empowered the inhabitants of Swat to raise their concerns, opinions and demands related to counter-terrorism efforts, enabling community-led movements. Social media platforms also played a key role in mobilizing resources, such as donations, volunteers, and engaging with experts, researchers, and activists in the field of counter-terrorism. The findings of the study reveals that social media continues to be a powerful tool for spreading awareness against terrorism, demonstrating its impactful role on the local community to effectively respond to the issue of terrorism.

The insights garnered from this study offer several recommendations to optimize the impact of social media platforms in enabling awareness and counter-terrorism efforts. The first and foremost thing is to tailor awareness campaigns on social media platforms to raise awareness in diverse group of people belonging to different walks of life. This targeted approach shows that the message particularly resonates with all segments of the audience. Besides, it is also essential to recognize the diversity in district Swat while implementing location-specific strategies is important.

Furthermore, collaboration with social media influencers and local leaders is exceedingly important to promptly spread awareness against terrorism. They play a crucial role in extending the reach of counter-terrorism messages to a greater audience. Similarly, enhancing the cooperation and collaboration between social media platforms and law enforcement agencies promote a proactive presence, facilitating accurate information flow, and fostering security of the people. Likewise, the promotion of educational content through social media should be promoted to enhance public understanding of the multi-layered issue of terrorism.

5.2 Recommendations

With the help of the findings of the present study, there can be several concrete recommendations drawn for future researches to further elaborate the role of social media in curbing terrorism in terrorism-hit areas like district Swat:

To conduct qualitative analysis of social media contents to gain even deeper insights of the specific kinds of contents shared on social media that can work in raising awareness against the evil of terrorism in terrorism-hit areas like district Swat. It can be done by analyzing the themes, narratives, and even visual contents related to counter-terrorism efforts.

To conduct in-depth interviews with social media influencers and local influential people to unveil the strategies and motivations in the promotion of counter-terrorism efforts in terrorism-hit areas like district Swat. Targeted interventions can be vital in this regard to utilize their impact and influence wisely.

To conduct cross-platform analysis through an academic research by extending the analysis to multiple social media platforms to learn that how various social media platforms

contribute to awareness campaigns and drives. By comparing engagement patterns and strategies and the spread of contents across various platforms could provide valuable insights into the effectiveness of various social media strategies.

A longitudinal experimental study can also be conducted by taking help from the findings of the present study. A longitudinal study can be designed by assessing the long-term impact of certain messages on social media platforms. This kind of study can be vital in tracking changes in audience perceptions and attitudes over a long period of time which will monitor into the sustained effectiveness of messaging strategies. With the help of manipulation of emotional messages, certain threats, calls for action, researcher would be able to not only monitor immediate effects but also the long-term influence of different messaging approaches. This kind of study can be crucial in understanding how messaging strategies on social media shape audience attitudes towards terrorism over a long period of time in terrorism-hit areas like district Swat, and it can vital in providing valuable insights for the development of sustainable and impactful counter-terrorism.

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APPENDIX
Questionnaire

Role of Social Media in Creating Awareness on Terrorism in District Swat:

A KAP Analysis

Dear Participant,

I am conducting a study on the “*Role of Social Media in Creating Awareness on Terrorism in Swat: A KAP Analysis*” to find out the role of social media in creating awareness against terrorism in district Swat. Your response would be kept confidential and would be used only for academic purposes. Filling out this questionnaire will cost your 5-10 minutes. I would be grateful to you, if you fill up this questionnaire.

If you face any problem in filling out this questionnaire, you may contact me at adnanehmad455@gmail.com.

Thanks

Researcher,

Adnan Ahmad

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES
FACULTY OF
SOCIAL SCIENCES
INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD

Demographic Variables

Gender

- Male Female

Age

- 20-30 years 31-40 41-50
 51-60 Over 60

Marital Status

- Married Single

Education

- Matric FA/F.sc BA/B.sc
 MA/M.sc MS Other

Types of Degree

- Mass Com. Natural Sciences
 Social Science Engineering Medical
 Other

Profession

- Journalist Teacher Physician
 IT Expert Unemployed Student
 Businessman Other

Tehsil

- Babuzai Matta Khwazakhela
 Barikot Kabal Bahrain
 Charbagh

Job Status

- Government Private Contract
 Other

S/No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Social media has been a great source of awareness among the public to bring peace in district Swat.					
2.	Social media united the people of Swat to promote and maintain peace in Swat.					
3.	Social media united the people of Swat against the issue of terrorism.					
4.	Social media gave a proper direction to the public of Swat against terrorism in the shape of Pasons (peace walks).					
5.	Social media is the platform which helped the public of Swat in arranging Pasons (peace walks) against terrorism.					

6.	Social media raised awareness among masses through different Pasoons (peace walks).					
7.	The power of social media has been central to enable the public of Swat to organize and coordinate Pasoons (peace walks) by effectively bringing their attention to the issue of terrorism					
8.	Social media helped the public of Swat to realize the re-emergence of terrorism in Swat.					
9.	Social media adequately informed the people of Swat about the risks of terrorism in district Swat.					
10.	Social media emerged as a crucial platform for spreading information and					

	creating awareness against terrorism in district Swat.					
11.	Social media played a key role to contribute to the restoration of peace in district Swat.					
12.	The accessibility and reach of social media facilitated the spread of information regarding the re-emergence of terrorism.					
13.	Social media helped the public of Swat to understand the gravity of the situation and actively participate in counter-terrorism efforts.					
14.	Social media provided a platform for the residents of Swat to share their personal stories and					

	experiences related to terrorism.					
15.	Social media allowed the public to stay informed and take necessary precautions against potential terrorist threats.					
16.	Social media online campaigns and hashtags were effective to raise awareness about the impacts of terrorism in Swat.					
17.	Social media encouraged public discussions and promoted a collective response on the issue of terrorism in district Swat.					
18.	Social media influencers and local leaders played a key role in spreading awareness against					

	terrorism in Swat through their online presence.					
19.	Social media also provided a safe platform for those who survived terrorist attacks in Swat; and their stories provided a platform for solidarity and healing.					
20.	The use of social media helped the public of Swat to document and report suspicious activities.					
21.	Social media contributed a lot to the detection and prevention of potential terrorist attacks in district Swat by spreading awareness against terrorism.					
22.	Social media facilitated the online support and forums where the public					

	of Swat exchanged information, sought guidance and collectively address the challenges of terrorism.					
23.	Social media served as an important tool for the law enforcement agencies and local authorities in Swat to spread awareness against terrorism.					
24.	Social media allowed the public of Swat to participate in dialogues, debates and discussions by looking into the root causes and solutions of terrorism in Swat.					
25.	Social media helped its users in Swat to engage in joint initiatives and strategies to combat					

	terrorism in an effective way					
26.	The use of social media helped in sharing of educational resources, articles, editorials and expert opinions on terrorism to combat terrorism.					
27.	Social media provided a platform for community-led initiatives and grassroots movements against terrorism in Swat.					
28.	The visual and digital capabilities of social media platforms allowed the effective sharing of impactful images, videos and visuals related to terrorism in Swat.					

29.	Social media empowered the residents of Swat to voice their concerns, opinions, and demands related to counter-terrorism efforts.					
30.	Social media played a crucial role in mobilizing resources, donations and volunteers that took the initiatives to spread awareness against terrorism in Swat.					
31.	Social media helped the public of Swat to engage with researchers, experts and activists in the field of counter-terrorism and it helped them in creating awareness on terrorism.					