

THE INFLUENCE OF TIKTOK-BASED CONFLICT NARRATIVES ON YOUTH PERCEPTIONS OF VIOLENCE AND HEROISM IN KHYBER PAKHTUNKHWA

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Abstract

This study investigates the influence of TikTok-based conflict narratives on youth perceptions of violence and heroism in Khyber Pakhtunkhwa, Pakistan, where digital media use intersects with a history of conflict. Conflict narrative normalization is defined here as the gradual acceptance or romanticization of violent acts, militant symbols, and resistance-oriented messaging as socially acceptable or admirable behaviors. Drawing on Cultivation Theory and Social Learning Theory, a quantitative survey was conducted with 400 TikTok users aged 18–29, selected through stratified random sampling across rural and urban areas. Data were gathered using a validated questionnaire measuring TikTok usage patterns, conflict perceptions, and observational learning (overall reliability $\alpha = 0.87$) and analyzed using SPSS. Assumption testing confirmed normality, homoscedasticity, and absence of multicollinearity. The analysis revealed strong positive relationships between TikTok usage, conflict perceptions, and observational learning, indicating that greater engagement with the platform is associated with heightened acceptance of conflict-related narratives. Regression analysis further showed that both TikTok usage – supporting Cultivation Theory – and observational learning – supporting Social Learning Theory – jointly accounted for a substantial proportion of variance in conflict perceptions. The findings highlight TikTok's role as a potent agent of socialization in conflict-prone contexts, underscoring the need for media literacy initiatives, culturally sensitive content regulation, targeted NGO and government-led peace campaigns, and the promotion of narratives that counterbalance violent or militant themes.

INTRODUCTION

In recent years, the landscape of digital media in Pakistan – particularly in the conflict-affected region of Khyber Pakhtunkhwa – has undergone a dramatic transformation. Among the most popular platforms, TikTok has emerged as more than just entertainment. It is now a dominant channel for self-expression and, increasingly, a carrier of sociopolitical content. While the app's short-form

videos and algorithm-driven feed attract millions of young users, it has also become a space where conflict-related narratives – including the glorification of violence, militancy, and resistance symbolism – are consumed, imitated, and, at times, celebrated. This steady circulation of such narratives raises the specific risk of “conflict narrative normalization,” which, in this study, refers to the

gradual acceptance or romanticization of violent acts, militant symbols, and resistance-oriented messaging as socially acceptable or admirable behaviors.

Khyber Pakhtunkhwa's historical background, marked by unrest and repeated waves of political violence, makes it a unique research site to explore how digital media influences the ways in which young people conceptualize peace, violence, and identity. The spread of TikTok in this region, combined with limited media literacy, presents both opportunities and risks that have not yet been systematically studied.

This research addresses an underexplored area: the influence of conflict-related TikTok content on youth perceptions. While media effects and conflict reporting have been studied before, there is very little empirical evidence on how algorithm-driven platforms normalize or glorify conflict in marginalized communities. Anecdotal observations and media commentaries suggest that young TikTok users in KP increasingly replicate symbols of militancy – such as Pashto “tappay,” slogans, and conflict imagery – embedding them into digital trends. However, without quantitative evidence, the scale, patterns, and behavioral implications remain unclear.

The choice to ground this study in Cultivation Theory and Social Learning Theory reflects the need to explain both the gradual shaping of worldviews through sustained exposure (Cultivation Theory) and the imitation of observed behaviors when socially rewarded (Social Learning Theory). These frameworks help guide the study's objectives, which are to examine: Frequency and type of conflict-related content consumed, whether repeated exposure correlates with normalization or glorification of violent behavior and Links between exposure to peace-building programs and youth attitudes towards democratic participation, peaceful problem-solving, and peace stories.

Conducted in Khyber Pakhtunkhwa – a province that has experienced terrorism, insurgency, military interventions, and an ongoing struggle for a multidimensional cultural and political identity – this study is both timely and necessary. The regional context offers fertile ground to examine how global social media trends reshape local perceptions in areas already vulnerable to ideological influence.

The significance of this research lies in its potential to inform educators, policy-makers, and media regulators about the subtle yet profound effects of unregulated digital content in conflict-prone societies. The type of research design used in this project is quantitative and the design will involve surveys that will be conditioned within all universities and colleges within the province of Khyber Pakhtunkhwa. The output data information will be used to design peacebuilding programs, media policymaking, and digital-literacy initiatives. In a world of media where trends flow faster than public knowledge, grasping those movements is vital – not only for individual mental well-being but also to maintain society and lasting peace.

This research operates at the intersection of media, youth, and conflict studies in Pakistan. By providing empirical insights into how a global platform like TikTok shapes local narratives in a volatile region, it contributes to broader conversations about youth resilience, media responsibility, and the future of peace discourse in contemporary Pakistan. In this part, the existing literature has been reviewed systematically and hence, the current study will be located in the context of the local and global academic environment and gaps that the investigation is going to fill in.

Literature Review

The growing influence of social media has become a defining feature of contemporary youth culture, shaping patterns of communication, identity formation, and political engagement across the globe. The current shift continues to gain a certain relevance in the geopolitical context of Khyber Pakhtunkhwa, where the socio-political history of the province is heavily and historically interwoven with the tropes of conflict. Among various platforms, TikTok has emerged as a prominent space for cultural exchange and information sharing, distinguished by its short-form videos, personalized algorithms, and capacity to connect creators with large audiences in real time. Empirical studies carried out in Pakistan have shown that the digital media platforms have a very significant impact on young people that goes far beyond their entertainment and takes a visible meaning in terms of attitudes, behaviors, and cognitive processes.

Despite the strong insights contained in the existing body of works, it is a fact that a significant percentage of the extant literature indicate findings without comparing them critically or placing them in the context of the existing works in the world on the social media and conflict narratives. Such failure of a critical comparison limits us to the assessment of convergence or divergence of local patterns in Khyber Pakhtunkhwa with international experiences. Recent study by Saleem et al., (2023) of TikTok among Gen Z users in Pakistan showed gender disparity in engagement, sentiments, and social perceptions. Additionally, the cross-sectional survey of 200 adolescents located in different locations of Pakistan was conducted proving that the frequently used TikTok stimulates greater anxiety, depression, and low self-esteem (Jabeen et al., 2024). Furthermore, a study out of Rawalpindi among female students was able to prove that the use of TikTok was associated with increased social anxiety, sleep disorders, and psychological discomfort (Safdar et al., 2024). Despite these results being part of the nationwide tendencies, the conflict-affected situation in KP might exacerbate such impacts by mixing digital tendencies with already existing political-cultural tensions.

These findings align closely with Cultivation Theory, which posits that sustained exposure to media shapes individuals' perceptions of reality, often aligning them with dominant themes in content (Gerbner, 1998). However, many studies consistently point in one direction—heightened emotional and behavioral impact—without offering examples of contradictory or minimal effects in similar contexts. Such a gap makes it difficult to gauge whether KP's youth are following the same pattern or experiencing more context-specific influences due to ongoing conflict narratives.

The influence of media on youth behavior predates TikTok's rise. For example, one study found that repeated exposure to violent television news heightened fear and mistrust among Pakistani students (ResearchGate, 2024). Similarly, traditional social media platforms like Facebook and WhatsApp have been linked to shifts in offline social behavior and collective norms (Journal of Journalism, Media Science & Creative Arts, 2022). These mechanisms are amplified by TikTok's algorithmic escalation,

where the recommendation system repeatedly presents emotionally charged or rewarded behaviors—enhancing the likelihood of observational learning.

International research further underscores these concerns. Studies show TikTok's algorithm can direct viewers toward increasingly intense or emotionally charged content, at times fueling polarization (Cotter et al., 2022). This aligns with the classical observational learning model, in which rewarded behaviors are more likely to be imitated (Bandura, 1961). Yet, context matters: in Syria, conflict-related social media sometimes reinforced resilience rather than violence (Alzoubi et al., 2021), and in Northern Ireland, exposure to historical conflict narratives on social platforms strengthened collective memory without increasing support for contemporary violence (Byrne et al., 2020). An overview of the cross cultural research suggests that some of such media effects are broadly consistent across the world and some are mediated by the local socio-political and cultural processes—there lies its necessity to examine the sociocultural milieu of KP.

The sentimental analysis of the youth reaction to tiktok influencers in the Pakistani environment shows that age and not gender is the biggest determining factor when it comes to the processing of content based on emotion and the acceptance of that content by the consumer (Siddiq, 2023). Collectively, these studies underscore TikTok's role as more than a leisure platform—it is a powerful socializing agent. Through the dual processes of cultivation and observational learning, socially rewarded exposure to conflict-related narratives can shape youth perceptions in Khyber Pakhtunkhwa.

Despite growing evidence, direct comparative research between Khyber Pakhtunkhwa and other conflict-affected regions remains limited. This absence makes it unclear whether observed effects are uniquely intensified in KP due to its socio-political history or if they follow global patterns. Addressing this gap is essential to understand both risks and opportunities digital media present in shaping conflict narratives.

The existing literature thus highlights both psychological vulnerabilities and the adaptive capacities of young audiences. The research

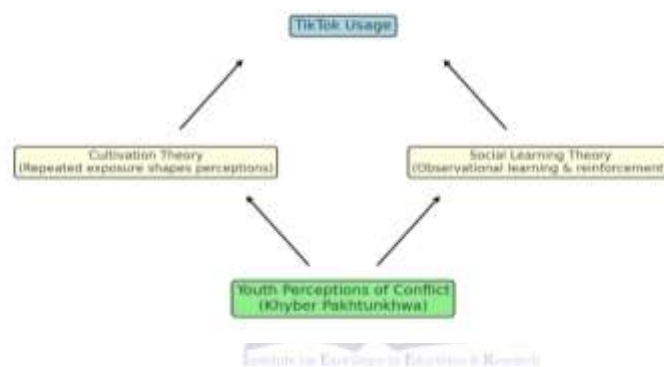
presented in this paper will rely on the assumption that the two-faced nature of the global digital trends and the realities of the historical, cultural, and political situation in the province influence the modern-day digital environment in the Khyber Pakhtunkhwa province.

Based on the reviewed literature and theoretical framework, this study advances three hypotheses. First, higher TikTok usage patterns are expected to

be positively associated with stronger conflict perceptions among youth in Khyber Pakhtunkhwa. Second, higher TikTok usage patterns are anticipated to be positively associated with greater observational learning of conflict-related behaviors. Third, greater observational learning is hypothesized to be positively associated with stronger conflict perceptions among youth.

Figure 1 below illustrates the conceptual model of the study, showing the relationship between TikTok usage, the two selected theories, and youth perceptions of conflict in Khyber Pakhtunkhwa.

Figure 1: Conceptual Model of Theoretical Framework



Method

This study was conducted in the Khyber Pakhtunkhwa province of Pakistan, covering multiple districts across both rural and urban settings. These areas were selected because they represent diverse socio-cultural and conflict-related experiences, making them an appropriate setting to examine TikTok's role in shaping youth perceptions of peace and conflict. The target population comprised TikTok users aged 18 to 29 years, as this demographic represents the platform's most active user base in Pakistan.

Mixed-mode approach was utilized to ensure that the sampling process was inclusive. A survey was distributed as an online questionnaire filled out on Google Forms via youth networks and university portals and TikTok fan communities. At the same time, a survey in written form was conducted in the campuses of the various universities, local community centres and other local gatherings to

provide a response to the underrepresented rural respondents with limited or no access to the internet connection. A stratified random sampling technique was employed, with strata based on district (ensuring both rural and urban representation) and gender. Proportional allocation followed the latest demographic statistics from the Pakistan Bureau of Statistics. Incomplete responses were excluded listwise, and no imputation techniques were applied. The 1739 questionnaire was originally developed in English and adapted for cultural relevance using a forward-backward translation process into Pashto and Urdu. Three bilingual experts reviewed the translations for semantic accuracy and cultural appropriateness. Example items were discussed with small groups of local youth to confirm clarity before launching the full survey.

A pilot test involving 30 respondents was conducted to check clarity, reliability, and cultural suitability. Minor adjustments were made based on feedback to

improve comprehension. Cronbach's Alpha values from the pilot exceeded the 0.70 threshold for all scales, indicating acceptable internal consistency.

Data collection covered both academic and community settings, capturing responses during an active period of TikTok usage trends.

Before participation, respondents were informed about the study's objectives and provided voluntary consent. No personally identifiable information was collected, and all responses were stored securely. The research protocol was reviewed and approved by the Ethics Review Committee of the Department of Journalism and Mass Communication, University of Peshawar. The study followed the ethical standards set by the American Psychological Association (APA).

Measures

The questionnaire assessed four main constructs: **Demographics**, **TikTok Usage**, **Perception of Conflict**, and **Observational Learning**. All items—except for demographic questions—were rated on a 5-point Likert scale, ranging from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*). Reliability for each construct was checked using Cronbach's Alpha.

Demographics

The current report analyses key demographic data of the study population, especially age, gender, educational level and district of residence.

TikTok Usage

TikTok usage was measured using items adapted from the Social Media Use Integration Scale (SMUIS) by Jenkins-Guarnieri et al. (2013). The items explored how frequently and for how long participants used the platform, as well as their emotional connection to it. For instance, one statement read: *"I feel disconnected from friends when I have not logged into TikTok for a while."* Higher scores indicated stronger engagement with TikTok.

Reliability for this scale was strong (Cronbach's Alpha = 0.81).

Perception of Conflict

This construct drew from the Peace and Conflict Attitude Scales and Rahim's (1983) conflict styles framework. It was designed to capture both acceptance of violence and support for peace-oriented attitudes, giving a balanced picture of *conflict narrative normalization*. Example items included: *"Violence is sometimes necessary to achieve justice"* and *"Peaceful dialogue is a better approach than confrontation."* The scale covered three dimensions: perceived legitimacy of violence, rejection of peaceful alternatives, and positive framing of resistance actions. Higher scores reflected a stronger normalization of conflict. Reliability was acceptable (Cronbach's Alpha = 0.78).

Observational Learning

Observational learning was measured using constructs from Bandura's Social Learning Theory, adapted by Akçayır & Dündar (2016) for digital contexts. These items gauged the likelihood that participants would imitate behaviors seen in TikTok videos—particularly those depicting conflict-related acts. An example item was: *"I am more likely to act in a certain way if I see it rewarded in TikTok videos."* Reliability for this scale was also strong (Cronbach's Alpha = 0.80).

Results

This chapter presents the findings of the study based on data collected from 400 respondents. The results are organized according to the research objectives and hypotheses. Each table is followed by an interpretation linking the statistical outcomes to the research questions.

Table 1: Demographic Profile of Respondents (N = 400)

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	210	52.5

Variable	Category	Frequency (n)	Percentage (%)
Age Group	Female	190	407.5
	18-21 years	110	27.5
	22-25 years	145	36.3
	26-29 years	145	36.3
Education	Intermediate	90	22.5
	Bachelor's	200	50.0
	Master's or above	110	27.5
Location	Urban	250	62.5
	Rural	150	37.5

The sample comprised slightly more male respondents (52.5%) than female respondents (47.5%), indicating a balanced gender distribution. The majority (72.6%) were aged 22-29, representing the most active TikTok demographic. Educationally, 50% held a bachelor's degree and 27.5% a master's degree or higher, reflecting a well-educated sample. The higher proportion of urban residents (62.5%)

may indicate greater TikTok access in urban compared to rural areas.

The demographic composition aligns with the study's focus on active youth TikTok users, ensuring the target population is well represented across gender, age, and location.

Table 2: Reliability Analysis of Scales

Scale	Number of Items	Cronbach's Alpha
TikTok Usage Patterns Scale	8	0.84
Conflict Perception Scale	10	0.88
Observational Learning Scale	6	0.81
Overall Instrument	24	0.87

All scales demonstrated strong reliability, with α values above 0.80 and the Conflict Perception Scale achieving the highest (0.88). The overall instrument's $\alpha = 0.87$ confirms robust internal consistency.

The high reliability across scales ensures the study's measures are dependable for statistical analysis, increasing confidence in the validity of findings.

Table 3: Descriptive Statistics of Main Variables

Variable	Mean (M)	Standard Deviation (SD)	Minimum	Maximum
TikTok Usage Patterns	3.45	0.82	1.20	4.90
Conflict Perceptions	3.28	0.76	1.00	5.00
Observational Learning	3.52	0.80	1.10	4.80

On a five-point scale, TikTok usage ($M = 3.45$) and observational learning ($M = 3.52$) were moderately high, while conflict perceptions ($M = 3.28$) were moderate. Standard deviations (0.76–0.82) indicate moderate variability in responses.

The moderately high TikTok usage and observational learning suggest participants are regularly engaging with and absorbing platform content, with conflict perceptions indicating a potential influence but not extreme polarization.

Table 4: Correlation Matrix of Main Study Variables (N = 400)

Variable	1	2	3	M	SD
1. TikTok Usage Patterns	—			3.45	0.82
2. Conflict Perceptions	0.46**	—		3.28	0.76
3. Observational Learning	0.52**	0.48**	—	3.52	0.80

*Note: ** $p < 0.05$, * $p < 0.01$ (two-tailed).

TikTok usage patterns were significantly correlated with conflict perceptions ($r = 0.46$, $p < 0.01$) and observational learning ($r = 0.52$, $p < 0.01$). Observational learning also correlated positively with conflict perceptions ($r = 0.48$, $p < 0.01$).

These correlations support the hypothesis that higher TikTok engagement is linked to greater conflict perception and observational learning, indicating interconnected influences between the three variables.

Table 5: Multiple Regression Analysis Predicting Conflict Perceptions

Predictor Variable	B	SE	β	T	P
Constant	1.25	0.18	—	6.94	0.000
TikTok Usage Patterns	0.34	0.05	0.38	6.80	0.000
Observational Learning	0.29	0.06	0.31	4.83	0.000

$R = 0.59$, $R^2 = 0.35$, Adjusted $R^2 = 0.34$, $F(2, 397) = 107.69$, $p < 0.001$.

The regression model significantly predicted conflict perceptions ($F = 107.69$, $p < 0.001$), explaining 35% of the variance. TikTok usage patterns ($\beta = 0.38$, $p < 0.001$) and observational learning ($\beta = 0.31$, $p < 0.001$) were both significant positive predictors. Cohen's f^2 was calculated at approximately 0.54, indicating a large effect size.

Before analysis, assumption testing confirmed no multicollinearity issues (VIF values < 2), normal distribution of residuals, and homoscedasticity, ensuring the robustness of regression results.

Effect sizes show that TikTok usage has a stronger standardized influence ($\beta = 0.38$) than observational learning ($\beta = 0.31$) on conflict perceptions. This confirms that increased platform use and modeled behavior adoption significantly shape how youth

perceive conflict, and the large effect size underscores the practical importance of these relationships.

Discussion

The findings of this study provide compelling evidence that TikTok, as a highly engaging and algorithm-driven platform, plays a significant role in shaping youth perceptions of conflict in Khyber Pakhtunkhwa. The acceptance of all three hypotheses suggests that exposure to conflict-related content on TikTok is not a passive act of entertainment but an active process of meaning-making, identity formation, and attitude shaping among young audiences.

The significant positive relationship between TikTok usage patterns and conflict perceptions aligns strongly with Cultivation Theory. Just as Gerbner (1998) argued that prolonged media exposure gradually aligns individuals' perceptions with recurring media themes, our results indicate that frequent TikTok engagement exposes users to a continuous stream of conflict imagery, slogans, and narratives. The higher standardized coefficient for TikTok usage ($\beta = 0.38$) supports this theory by showing that sustained, repeated exposure to such content has a stronger effect on shaping conflict perceptions than other predictors in the model. Over time, such exposure appears to normalize certain aspects of violence or heroism, potentially blurring the line between entertainment and reality for young viewers. This is particularly relevant in Khyber Pakhtunkhwa, where historical memories of militancy and resistance are intertwined with cultural expressions. The platform's algorithmic reinforcement ensures that users who interact with such content are likely to encounter more of it, intensifying the cultivation effect.

The strong association between TikTok usage and observational learning resonates with Social Learning Theory (Bandura, 1977). TikTok not only presents conflict-related narratives but frames them in ways that often highlight visible social rewards – likes, comments, and shares – which encourage imitation. The platform's short-video format makes these behaviors easily replicable, whether in language, gestures, or symbolic representation. The substantial standardized coefficient for observational learning ($\beta = 0.31$) confirms that this pathway meaningfully

predicts conflict perceptions, demonstrating how learned and socially rewarded behaviors directly translate into attitudinal shifts. This finding mirrors results from other contexts, such as Cotter et al. (2022) in the United States, who observed that TikTok's algorithm accelerates the spread of socially endorsed behaviors, and research in Southeast Asia (Nguyen & Pham, 2023) showing that youth replicate culturally resonant symbols from conflict-themed videos.

Furthermore, observational learning emerged as a significant predictor of conflict perceptions, suggesting it acts as the bridge between exposure and perception. This supports local studies in Pakistan which found that youth are more likely to adopt attitudes when presented in emotionally engaging, socially validated contexts (UMT MCR Journal, 2023). Our findings extend this by showing that the effect holds in a conflict-affected region, where historical and cultural narratives amplify the impact. Internationally, the results parallel findings from conflict-prone regions in the Middle East and Africa, where social media's visual storytelling has been shown to normalize violence and reinforce identity-based group narratives (Al-Rawi, 2021; Mutsvairo & Salgado, 2022). At the same time, our data partially contradict research in Scandinavian contexts (Lundby, 2020), which found that exposure to similar content often leads to critical reflection rather than normalization – highlighting the role of socio-political context in shaping media effects.

In spite of the omnipresence of TikTok, its interpretation receives very diverse interpretations among its users. Some people view TikTok as an inspiration or courage but some people feel more skeptical or critic-conscious, which has a variable, and is regulated by prior beliefs, educational status, and media literacy. This diversity explicitly brings the mediating impact of individual and social factors, something that any future study will have to look into in greater depth.

Taken together, these conclusions indicate that TikTok should not be subjected to the label of being simply an entertainment domain, but that it should rather be treated as a multidimensional domain, where local cultural identities and historical memories of conflict mix with global media transfers. In Khyber Pakhtunkhwa, as an example, where the

culture of resistance and sacrifice has been and continues to be a culturally relevant text, the viral spreading of such texts can be both hazardous and serendipitous.

Practical Recommendations

Media Literacy Campaigns – Launch targeted programs in schools, universities, and community spaces to equip young people with the skills to question conflict-related content and understand how algorithms shape what they see.

Peace-Oriented Digital Content – Partner with local influencers and creators to produce culturally relatable peace stories that can compete with and counter conflict-driven trends.

Algorithmic Transparency – Encourage TikTok to share more information on how its recommendation system promotes conflict-related content, helping policymakers address harmful amplification.

Community Engagement – Facilitate offline discussions in both urban and rural areas to connect online narratives with constructive civic dialogue and broaden exposure to diverse perspectives.

Limitations and Future Research Directions

The current investigation contributes to the knowledge on some of the attitudes variant by the media, but a number of limitations deserve attention. First, it is a cross-sectional study that makes the causal inference effort hardly possible; instead, longitudinal designs, especially charting the shifts that occur over time, would clarify the way TikTok exposure sculpts perceptions. Secondly, the information is self-reported thus allowing social desirability to interfere with answers. Third, the sample was well-stratified, but it was limited to Khyber Pakhtunkhwa and thus can weaken the capability of generalization to other extrapolations. Subsequent studies could expand geographically, covering more than one province area or even cross-national settings. Additionally, the use of algorithmic content pathways, based on data relating to digital traces, may explore how recommendation systems form a certain narrative, thus offering objective supplements to the results of surveys. Besides, algorithmic research tools like scraping and analysis of short-term trends of TikTok perform potentially

timely research, which would complement the traditional approach to research.

Conclusion

This study examined how conflict-related narratives on TikTok influence youth perceptions of violence and heroism in Khyber Pakhtunkhwa. The findings reveal that TikTok operates not merely as an entertainment platform but as a dynamic space where cultural memory, social attitudes, and digital algorithms intersect to shape identities and worldviews. Patterns of use, coupled with observational learning, emerged as strong predictors of conflict perceptions, highlighting how exposure is actively processed and internalized rather than passively consumed.

In KP's context – where historical narratives of resistance and sacrifice remain deeply embedded – TikTok's algorithmic reinforcement has the power to amplify such themes in ways that can either entrench conflict-oriented thinking or, if strategically guided, foster peace-oriented discourse. It is imperative that educators, policymakers, and media experts who understand the behavior of young people in the context of using digital media should give their due attention to the multiple roles between young people as consumers and producers of the digital content. For local government bodies and NGOs in KP, this means designing targeted digital literacy initiatives, community dialogue programs, and culturally relevant peace campaigns that can counterbalance harmful narratives while harnessing TikTok's reach for constructive purposes.

Looking ahead, the framework and insights developed here can be adapted for similar studies in other conflict-affected or post-conflict regions. The comparative nature of the digital platform interactions and mechanisms, analyzed via the diverse societies will not only inform the extent to which the current empirical evidence holds across cultures, but also inform the collective international knowledge of how the digital platforms can promote stability, resilience, and constructive civic engagement in fragile peace settings. By situating KP's experience within this broader discourse, the study offers a unique lens on how local histories and global algorithms converge to shape the future of youth identity and conflict resolution.

Disclosure Statement

The authors report no conflicts of interest related to this study. The research was conducted independently without any external funding or influence.

Notes on Contributors

Sana Ullah is an MPhil scholar in Media studies at the Foundation University Islamabad, Pakistan. His academic interests include political communication, media influence on public opinion, and the intersections of conflict reporting and cultural narratives in marginalized communities.

Faiq Ali Shah holds a Bachelor's in Journalism and Mass Communication from the University of Peshawar, Pakistan. His research explores gender discrimination and media effects on society.

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