

# Vlogs as Digital Narratives of Psychological War: Unpacking Their Role in Fifth-Generation War in Pakistan

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## Abstract

This study explores the role of v-logs as potential channels for 5GW in Pakistan by analyzing their content and the economic sentiments they convey. In the modern digital era, v-logging platforms have become significant instruments for political and sociological influence, particularly within the framework of Fifth-generation War (5GW). Utilizing purposive sample for prominent political and ideological v-logs on platforms like YouTube and Facebook, this study employs qualitative content analysis and automated sentiment analysis to identify patterns of disinformation, and psychological manipulation. These contents emphasize manipulating public perception and conducting psychological operations without traditional military war. Additionally, this research highlights how v-loggers, often presenting as independent commentators, within broader information war networks, whether deliberately or unwittingly. The findings also reveal that many v-logs feature emotionally charged political rhetoric, conspiracy narratives, and framing. The v logging contents are potentially fostering societal division and undermining trust in state institutions. By examining the nexus of v-logging culture and hybrid information and communication war, this research contributes to the growing body of media studies literature in Pakistan on fifth-generation war as well as hybrid war. The study also emphasizes the critical need for enhanced digital media literacy through social media and robust policy frameworks to counter the effects of fifth-generation war tactics.

**Keywords:** Fifth-generation War, V-Log, Pakistan, Disinformation, Sentiment Analysis, Content Analysis, Social Media, Psychological War, Digital Propaganda, Media Manipulation

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## Introduction

**F**ifth-generation war is characterized by its ambiguity and acts covertly through information transmission, psychological disruption, and narrative manipulation, frequently without clear or recognizable assailant (Krishnan, 2024). Fifth-generation war is the term used to describe this type of non-kinetic war in the twenty-first century; the concept of fifth-generation war has evolved beyond conventional military confrontations to include information, perception, and psychological impact on adversaries. Wars are no longer limited to the battlefield. They are increasingly fought online using social media, digital platforms, and other tools. These tools are designed to sway public opinion and upend established social structures. Public communication in Pakistan has changed dramatically because of the country's extensive access to digital media and growing reliance on social media for news and political information. In this regard, v-logs video blogs created and shared on websites such as YouTube, Facebook, and TikTok have become effective instruments that could intentionally support the goals of the fifth generation of war. Vlogging has developed into prominent digital expression tool that now encompasses issue-based activism, political commentary, and ideological debates (Jasper, 2022).

V-loggers have the power to polarize audiences. They can stimulate public opinion, and shape narratives with little regulation. Some v loggers are helpful in spreading knowledge and encouraging public participation and information. Because of its national narrative, this phenomenon is particularly important in Pakistan. Pakistan is experiences both internal and exterior political instability (Zainal, 2018). Others have been caught spreading conspiracy theories, misinformation, and content that incites war, all of which are in line with the tactical goals of psychological war. In such a situation, the v-log turns into more than just source of entertainment or information. It has the potential to be weapon that may spread dissatisfaction, affect public opinion, and damage the reputation of institutions (McEnaney, 2011). Concerns regarding the psychological impact of such content on the intended audience, its role in fostering national division, and its exploitation by adversarial non-state actors are raised by its unrestricted transmission. There is little scholarly investigation on v-logs' potential to simplify fifth-generation war. Despite vlogs are increasing importance in influencing public opinion in Pakistan. V-log contents could be utilized as "soft war" tools, especially when spreading controversial narratives (Abbas et al., 2024).

Assessing v-logs' impact on Pakistan's internal stability and foreign diplomacy requires an understanding. How they operate within the larger strategic framework of information war. They are an essential part of the contemporary information battle because of their capacity to shape opinions (Zeib & Shahzad, 2025). Vlogs also advance particular ideologies, and produce belief echo chambers. This study intends to determine the degree to which v-logs in Pakistan spread ideologically motivated or emotionally manipulative tales. The nature of war has changed from kinetic, state-led military wars to increasingly clandestine and unconventional tactics in time when information has turned into strategic advantage. The term "fifth-generation war" refers to new kind of war that mostly uses digital disruption, media framing, psychological manipulation, and disinformation (Nasim, 2024). They might be in line with the goals of the fifth-generation war using content and sentiment analysis. This study also investigates digital content that could be used as vehicle for fifth-generation war. V-logs combine personal expression with broad audience, giving them a special place in the digital media ecosystem (Toor et al., 2023). In Pakistan, the media environment has rapidly digitized, and monetized. The v-logs have become essential to the production, dissemination, and internalization of information. However, given the context of fifth-generation war, their influence calls into question how they contribute to informational disorder. With no obvious battlefield or fighters, this type of war is frequently invisible. It also has capacity to polarize populations, destabilize nations, and undermine faith in government institutions. Digital video content, especially v-logs, which blend mass communication with personal commentary, is one of the most powerful channels in this context (Luqman et al., 2025).

### **Background of the Study in Pakistani Context**

The previous ten years have seen a rapid acceleration of media digitization in Pakistan. Due to the liberalization of media regulations and the growth of mobile internet, Pakistan is a major target of fifth-generation war because of its geopolitical fragility, internal political unrest, and historical exposure to hybrid war techniques. Pakistan presents distinct information security issue, ranging from internal distribution of contentious narratives to foreign-sponsored disinformation tactics (Nawaz et al., 2023). Although many of these vloggers help promote politically charged and emotionally charged content, they frequently present themselves as independent voices that challenge the status quo. In addition to traditional news organizations, independent content producers many of whom lacked formal

journalism training began influencing public opinion via Facebook live streams, YouTube channels, and other v-logging platforms (Bibi & Meer, 2023). Their stories frequently recite anti-state emotions, religious identity politics, conspiratorial framing, and populist rhetoric. Such information spreads more quickly than official clarifications or fair reporting thanks to its millions of users and quick sharing tools. V-logs that disseminate unverifiable statements, emotionally driven appeals, and planned smear campaigns all traits that are consistent with information war tactics. V-logs have frequently been used to arouse public ire during times of political instability. It raises moral panic, and cast doubt on the reliability of national institutions such as the military, judiciary, and electoral commission. It became increasingly prevalent during Pakistan's 2022–2023 political crisis, especially the rallies around the detention of major political leaders. Furthermore, it has been said that Pakistan's enemies, especially India, use digital channels to spread misinformation campaigns aimed at Pakistani viewers. Anonymous v-logs, bot networks, and fake social media profiles have all been linked to concerted activities meant to exacerbate regional unrest, ethnic grudges, and sectarian divisions (Rubab et al., 2024).

There is a dearth of empirical study analyzing v-logs' content from the perspective of the fifth-generation war, despite their increasing influence on public opinion in Pakistan. Even domestic content producers, whether intentionally or inadvertently, participate in broader strategic narratives intended to splinter national unity in such a dynamic media landscape (Alwan & Muhammad, 2023). The role of print and television journalism in political discourse has been studied by traditional media scholars. Because of this, v-logs are an essential resource for comprehending how Pakistan is using fifth-generation war (Gichki, 2022). However, little is known about the burgeoning v-logging ecosystem, especially with regard to its potential to serve as platform for targeted disinformation, ideological polarization, and psychological manipulation. In order to further identity-based war, spread ideological extremism, and challenge state legitimacy all of which are core goals of fifth-generation war strategies this uncontrolled area is being used more and more. Online narratives are dominated by politically motivated and emotionally manipulative information because. There is no gatekeeping in place when creating digital content. As a result, it becomes essential to critically analyze vlog material for ideological and emotional clues that can point to its involvement in the hybrid and psychological war in Pakistan (Shabbir, 2022).

This study is both relevant and timely. Because of growing reliance of Pakistani youth and politically engaged citizens on social media platforms for information, Vlogs in Urdu and regional languages are highly influential since they target varied linguistic and cultural populations (Khalid & Mat, 2023). These messages may resonate with localized complaints. Additionally, there is an incentive to make sensationalist and emotionally charged content due to the political economics of v logging, which bases revenue on viewer engagement. By combining content and sentiment analysis, this study offers systematic way to assess the emotional tonality and ideological framing embedded in v-logs. It aligns empirical evidence of potential alignment with fifth-generation war tactics. Content that is more in line with virility than veracity is encouraged by this monetization approach (Abbasi, 2020).

Fifth-generation war, which is distinguished by its reliance on psychological operations, deception, and perception management, uses digital technologies. Physical forces erode national unity, erode confidence in government institutions, and polarize populations from within. V logging has become prominent form of mass communication, political commentary, and public expression in Pakistan as quickly changing digital media landscape. Unchecked dissemination of emotionally manipulative and ideologically charged v-logs is a serious threat to social harmony and national security in Pakistan. Nation already beset by sectarian tensions, ethnic divisions, internal political instability, and history of external disinformation campaigns. These days, social media sites like Facebook, YouTube, and TikTok serve as more than just entertainment channels. They are vital forums for political debate, ideological war, and story development. These v-logs are frequently shared by digital audiences, many of whom watch them without critical media literacy, are emotionally charged, and frequently lack verification. In addition to democratizing media access, this shift has created significant weaknesses in the information ecosystem. V-loggers are increasingly creating content with strong partisan biases, conspiracy theories, anti-state narratives, and identity-based appeals, frequently posing as neutral analysts. This digital content might also benefit unfriendly or foreign players looking to use information war to take advantage of Pakistan's internal problems.

The project intends to identify the ways in which v-logs are being utilized as tools of social disruption and psychological manipulation. In order to close this crucial gap, this study examines the emotional tone and content of selected Pakistani vlogs in order to determine whether they could be used as weapons of fifth-generation

war. Empirical evidence regarding the impact of v-log content's emotional tone and ideological framing on viewers' perceptions is scarce. Furthermore, the psychological and national security ramifications of such content are not adequately addressed. Efforts to combat misinformation, encourage digital accountability, and fortify national unity are futile. It is unclear how v-logs fit into the larger context of narrative war. The results will help create well-informed counter-narratives and regulatory plans. It is providing insightful information about the hidden aspects of Pakistan's media and cyber war.

In light of Pakistan's changing media environment, national security issues, and social cohesiveness, is pertinent. Online content, especially v-logs, has become influential. Pakistan navigates complicated web of external strategic challenges, internal political instability, and rapid digital transition (Sattar, 2024). This study fills critical knowledge gap on the role of v-logs as digital tools. This study could support the larger tactics of the fifth-generation war against Pakistan. This makes it noteworthy. V logging has become potent and widely available platform for social critique, and ideological expression in recent years. Pakistani vloggers are extremely well-known traditional media channels in terms of reach and audience. Nevertheless, this power is not always used responsibly. Emotionally charged language, unreliable information, and content that erodes public trust are all common in v-logs. This digital content frequently avoids official media oversight, the study is critical for determining its psychological and political ramifications (Weber, 2011).

This study is important from a national security standpoint because it puts into context how opposing groups can use v-logs to wage a hybrid and psychological war against Pakistan. Previous studies have demonstrated how hostile organizations use digital platforms to carry out information operations. It takes advantage of Pakistan's social divisions. By examining the potential of v-logs for such hostile narratives, our study adds to the national conversation (Gao et al., 2010). This study is also relevant for informing the work of security experts, media regulators, and policymakers engaged in addressing the challenges of fifth-generation war. Furthermore, the study has wider societal significance related to notion of fifth-generation war. By presenting empirical data on the emotional and ideological structure of v-log material, this study will add the body of knowledge on digital media behavior in Pakistan (Khan, 2025).

This research study provided scientific understanding of how v-logs impact public views. It generates echo chambers of political extremism by utilizing both content and sentiment analysis techniques. Scholars of digital media, communication specialists, and public policy makers who want to comprehend how media technology, narrative war, and national identity are intertwined. This study highlights the need for more robust digital literacy initiatives in Pakistan at the civil society and young people level. Majority of social media users belongs to young community. The study can assist in developing instructional tactics to encourage critical thinking and responsible digital involvement. It operates by revealing how emotionally manipulative content circulates under the guise of free flow of information or independent journalism. It operates by revealing how emotionally manipulative content circulates under the guise of free speech or independent journalism. Overall, this study is highly significant. It offers thorough analysis of the ways in which v-logs, relatively new and powerful communication medium in Pakistan contribute as an easy understandable process of psychological war. It combines knowledge from political communication, psychological war, national security, and media studies to provide a sophisticated understanding of digital narratives.

## **Review of the Literature**

### **❖ Fifth-generation War and the Information war**

The term fifth-generation war refers to strategic change in the nature of battle. It focus on the cognitive domain that targets social cohesiveness, credence systems, and public perception rather than direct military war. Fifth-generation war uses information, disinformation, and psychological manipulation to destabilize nations. It is mostly invisible, complex, and unaccountable in contrast to conventional war (Gillani et al., 2021). The main objective is to incite internal strife, mistrust, and confusion inside state without necessary resorting to physical force. Information operations are key component of hybrid war. To affect attitudes and choices at the individual and societal levels, these operations use digital platforms, and psychological tools (Maisaia, 2024). Everyday communication tools are becoming weapons of influence due to the widespread use of digital and social media. It has extended the battlefield into civilian areas. As a result, independent content producers, social influencers, and non-state actors have become active players in these narrative wars. In fifth-generation war, when winning the "war of stories"

becomes more significant than controlling territory, academics have highlighted that narrative management is a key strategy (Yue et al., 2016).

#### ❖ **V-Logs as Alternative Media and Political Commentary**

Vloggers are powerful advocates of agenda-setting and narrative framing because they can circumvent the usual journalistic checks and balances. As social media platforms have spread over the world, v-logs have emerged as significant alternative media format. V-logs are being utilized more and more for social analysis, political commentary, and ideological debates in addition to entertainment and lifestyle content. V-logs frequently present issues in emotionally charged and frequently divisive ways in politically unstable contexts. Tandoc et al. (2019) claim that digital influencers increasingly take on journalistic tasks, their work is frequently motivated more by audience engagement than factual accuracy. According to scholars, these platforms democratize the production of content, but they also provide avenues for the unchecked dissemination of ideological bias and false information too. In crux, v-logs are customized video blogs that are frequently created by private citizens as opposed to official news organizations. Particularly during elections, and national crises, v logs have the power to create echo chambers, and strengthen political ties (Khan, 2021).

#### ❖ **Disinformation and Emotional Framing in Digital Media**

It referred to as fake news. Digital misinformation is key component of fifth-generation war. It flourishes in settings where sentimental information disseminates more quickly than accurate news. The methodological tool for evaluating the emotional undertones of digital content is sentiment analysis. The emotional mechanics of fifth-generation war are reflected in Pakistan's sentiment-laden v-logs. It also centers on national debates, which frequently display dominant tones of rage, mistrust, and political disappointment. According to research, false information that evokes strong emotions, such as fear, indignation, or moral judgment, is more likely to be spread globally (Krishnan, 2022). They combine ideological framing with personal narrative, which might increase their psychological effect. How vloggers change ideology of peoples is provided by framing theory. V-logs are very good at expressing emotions because of their performative and visual elements. The selection and highlighting of particular elements of perceived reality in communication is known as media framing (Entman, 1993). In v-logs, framing might

involve portraying official institutions as repressive, political opponents as traitors, or national events as conspiracy plans. Repetition, and emotionally charged language are frequently used to reinforce these conspiracy frames. It affects how the audience interprets and forms beliefs. By comparing these patterns to more general trends in social unrest, it assists researchers in determining whether communications express positive, negative, or neutral attitudes.

### ❖ **Pakistan's Vulnerability to Fifth-generation War**

V-logs were crucial in forming narratives during political crises, due to political unrest around Prime Minister Imran Khan's removal in 2022–2023. Pakistan's complicated political environment, sectarian diversity, and changing media landscape make it especially susceptible to fifth-generation war. These content producers frequently put engagement over accuracy since they are motivated by popularity and revenue measures. It is consistent with the fifth-generation war's misinformation theory. Strategic disinformation campaigns have been launched by external players using digital platforms. The situation is made worse by an unregulated digital media landscape. Although there is little oversight of Pakistan's mainstream media, v-logs are still mainly unregulated. Independent vloggers frequently portray themselves as anti-establishment voices. Furthermore, Pakistan's youth, who comprise more than 60% of the population, consume lot of content online. They are especially vulnerable to digital narratives that are emotionally charged (Mehta et al., 2020). Due to their lack of critical thinking, skills and media literacy, youth is particularly vulnerable to psychological manipulation by v-logs. The nation has traditionally been the focus of hybrid war strategies. These strategies are discrediting official institutions and splintering national unity through media operations. In many of these tales, accusations of institutional betrayal, foreign meddling, and conspiracy were made using language that was divisive and emotionally charged.

For many Pakistanis, social media is becoming their main source of news and opinions. It is important to comprehend how v-log content supports the psychological goals of the fifth generation of war. In order to address that research gap and provide insights with consequences for media control, this study examines story structure, ideological framing, and emotional response. Given the growing popularity of vloggers and their capacity to influence public opinion in real time, this disparity and research work is especially noteworthy. The majority of the

literature ignores the impact of independent digital content makers in favor of concentrating on institutional propaganda (Lu et al., 2025). Few studies evaluate how v-logs contribute to political polarization, psychological manipulation, and public disenchantment. This method is using empirical techniques like sentiment and content analysis. Research on hybrid war and deception is expanding internationally. There is still little scholarly investigation of v-logs as narrative war instruments in Pakistan.

## **Theoretical framework**

### **❖ Agenda-Setting Theory and Fifth-generation War through V-Logs in Pakistan**

V-logs have become a powerful tool for establishing the public and political agenda in Pakistan. According to the agenda-setting theory, which was first put forth by McCombs and Shaw in 1972. The mass media has significant impact on people's thoughts. It does not explicitly tell them what to think, how to think and where to work out. According to this hypothesis, audiences' perceptions of the importance of topics are influenced by their location, and frequency in the media. Particularly in cultures with polarized media environments, this impact in digital context goes beyond traditional news channels to encompass decentralized content. V-loggers also act as unofficial opinion leaders. The public's interests and comprehension of societal concerns are shaped over time by the media's persistent focus on particular subjects. Regardless of their factual correctness, these themes gain increased resonance among the public. They are repeated often and presented with urgency. Despite institutional norms, these digital contents have enormous public followings and sway because of sites like Facebook, YouTube, and TikTok. Setting the agenda becomes a strategic instrument of fifth-generation war. Recurring topics including religious identity, civil-military ties, and political corruption, are frequently the center of its material. Emotional conditioning, public perception manipulation, and breakdown of institutional trust are all major components of this non-kinetic war. Vloggers help to create a particular mental environment for their audience. They frequently bring attention to particular topics. These topics include political persecution, judicial bias, and foreign conspiracies. By doing this, they shape the agenda in such a way that supports disillusionment, mistrust, and division. These all are the psychological and informational goals of the fifth generation of war.

Numerous structural variables, like lax media regulation, high youth internet usage, and the expanding impact of populations, amplify this agenda setting in the Pakistani environment. V-logs that frequently depict the military as meddling in politics may not offer evidence-based analysis. However, their regularity in addressing these subjects raises the tales' perceived significance. The public grows more dubious of national institutions and more open to populist and extremist alternatives as these subjects take center stage in internet discourse. This dynamic illustrates the second-level agenda-setting impact. Mass media influence shapes not only issues but also particular characteristics and discussion tones (McCombs, 2005). Media capacity to portray some subjects as taboo directly contributes to fifth-generation war strategies. These strategies use weapon narratives to widen internal divisions. This theoretical framework makes it possible for the current study to investigate how agenda setting in Pakistani v-logs contributes to an information environment, which encourages psychological instability. Therefore, agenda-setting theory offers crucial framework for comprehending the strategic impact of digital information. Research study also investigates how emotional tone affects interpretation, and how public perception is impacted by repeated exposure to particular narratives using content and sentiment analysis. In their groundbreaking 1972 study of the U.S. presidential elections, Maxwell McCombs and Donald Shaw developed the Agenda-Setting Theory. This theory highlights how the media can influence how important the topic is to the general population. This hypothesis grasps that the media has a significant impact on what audiences think about, even though it may not directly control their thoughts.

The current digital environment amplifies their influence. Platforms such as Facebook, YouTube, and TikTok enable the rapid circulation of alternative narratives. These narratives are often unregulated and emotionally charged. This stands in contrast to traditional journalists, who's reporting typically follows established formats and timelines. Vloggers increasingly deliver immediate responses to emerging political events. They often blend commentary, speculation, and selectively curated information to steer issues toward ideological narratives. Their ability to communicate with emotion, and urgency, harm them at the vanguard of opinion formation. In Pakistan, institutional mistrust and political polarization are rapidly increasing. In this environment, vloggers have emerged as influential yet informal agenda-setters. As a result, traditional media no longer retains exclusive authority over shaping public dissertation. This makes the

conceptual perspective on vloggers critically significant in understanding the dynamics of political communication today.

In line with the psychological objectives of fifth-generation war, this practice seeks to erode institutional trust and national unity without using force. This framing method creates polarized, skeptical, and frequently hostile public opinion toward state institutions. There is a lot of relevance between this occurrence and agenda-setting theory. McCombs (2004) points out that the media affects people's evaluations of those topics as well as their thoughts. In Pakistan, vloggers who frequently highlight issues like civil-military imbalance, and foreign conspiracy not only choose the subjects that dominate public conversation but also frame these subjects using language that is emotionally charged and loaded with diverse ideologies. According to Shahbaz and Funk (2021), Pakistan ranks among the nations, experiencing decline in digital freedoms and free flow of information. This environment fosters conditions in which alternative narratives regardless of how speculative gain rapid acceptance. For "unfiltered truth," these viewers frequently look to vloggers, oblivious to the possibility of narrative manipulation, and emotional priming. The agenda-setting role of v-logs becomes not just convincing but also politically significant in such scenario. Despite this, official narratives are becoming more varied and skeptical. In Pakistan, structural elements like lax media control, low digital literacy, and heightened political grievances make agenda setting even more relevant and complex. V-logs are especially popular among young people and politically engaged groups who distrust the media.

In fifth-generation war, manipulating population's emotions and perceptions is more successful than dominating their area. This emotionally charged agenda-setting process is crucial in every society. With content that blends local issues with global stories, many Pakistani vloggers who are based abroad, especially in UK, Canada, and UAE, cater to Pakistani viewers. Moreover, v-logs' agenda-setting impact is enhanced by the emotional tone. To incite anger, and terror, vloggers frequently use sensationalist language like dramatic imagery, and emotionally charged words. Furthermore, the agenda-setting environment is further complicated by the global nature of v-log content. These strategies accomplish the combined goals of increasing audience attention and strengthening their emotional attachment to the promoted storylines. Vloggers frequently control online discourse by being the first to react, frame, and interpret events during political crises. These political stunts and crises include the arrest of a prominent political figure, the trial

of civilians in military courts, or large-scale rallies. Supporting fifth-generation war activities, these v-logs may contain viewpoints that support or magnify enemy information operations. Agenda setting in these situations is no longer function of the domestic media but is instead enmeshed with the global information war and cross-border ideological impact. This trend is demonstrated empirically by recent political developments in Pakistan (Anderson & Rainie, 2020).

Vloggers draw the public's attention to specific topics by emphasizing judicial injustice, citizen vulnerability, and foreign intervention. The agenda that the v-loggers first set is further validated as these narratives spread across platforms. These notions influence mainstream news outlets to follow suit. Agenda-setting model is produced by this media feedback loop, which increases the public importance of these narratives. To sum up, agenda-setting theory, it offers strong theoretical framework for comprehending the impact of v-logs in Pakistani media. This study examines how these digital influencers prioritize emotional tones, and ideological frames that fuel psychological manipulation and public divide. In addition to clarifying the method of influence, the theory places v-logs' function within the larger geopolitical and informational struggles (Turner, 2018).

## **Main Variables of the Study**

### **❖ Independent Variable (IV):**

#### **V-Log Content**

This encompasses the v-logs' structural and thematic features. It also includes types of narratives, framing techniques, agenda items, and the frequency of visual and aural signals. This variable indicates the type of talk and information being shared via v-logs.

### **❖ Dependent Variable (DV)**

#### **Fifth-generation War Indicators**

Disinformation tactics, psychological manipulation, national division, deterioration of institutional confidence, political extremism, and opinion polarization are all examples of this. These are seen as results or impacts that exposure to v-log content may cause or reinforce.

### **❖ Audience Engagement**

This might be seen as a contextual element like (views, likes, comments, shares). These elements affect the extent to which the v-log's agenda-setting capacity may

be exerted. High levels of participation can hasten the spread of fifth-generation war-related narratives and frequently increase the effect of the content.

## **Methodology**

The demographic, data collection techniques, analytical tools, sampling strategy, research methodology, and ethical considerations all used in this study are described in this chapter (Aziz et al., 2024). In order to identify patterns of agenda setting, and psychological manipulation, this study will examine how v-logs serve as vehicle for fifth-generation war in the Pakistani media environment.

## **Research Design**

The study uses both qualitative and quantitative techniques in its mixed-methods content analysis approach. V-logs pertaining to fifth-generation war are examined for recurrent motifs and narratives using qualitative thematic coding. To evaluate the emotional tone of the chosen content, quantitative sentiment analysis employing text-mining techniques is used. This design is justified by the need to comprehend not only the concepts being sent. In addition, the manner in which these narratives are conveyed, are aligns with the agenda-setting framework and reflects strategies often associated with fifth-generation warfare (Khan et al., 2024).

## **Population and Sampling**

The researcher can purposefully concentrate on content that represents information war patterns. The study's population consists of political and current affairs vloggers who actively create Urdu-language material for YouTube and Facebook. These vloggers belong to both inside and outside of Pakistan. These vloggers frequently cover different topics including national security, corruption, judiciary, and civil-military ties. Fifty high-visibility v-logs created between April and June 2025 are included in the sample. Basic criteria used for selection is the v-logs must have received more than 50,000 views, be relevant to national politics, and offer insightful comments on Pakistani power dynamics and social tensions. Purposive sampling, which is suitable for choosing instances with heavy information in media studies and political communication research, is employed empirically (Saeed et al., 2025).

## Data Collection

Video-based content (v-logs) and comments, captions, and hashtags that goes with it makes up the primary data. The metadata is used to categorize each v-log. To determine the reach and impact of each v-log, additional metadata is also gathered, such as public involvement like, likes, comments, shares. After being obtained with open-source tools, the videos are manually transcribed into Urdu text, which is subsequently partially translated into English for software compatibility. The transcripts are saved in Excel or Python scripts for sentiment analysis and in NVivo software for theme analysis.

## Analytical Framework

### ❖ Thematic Content Analysis

Emergent themes are identified by coding the transcribed material using NVivo 12 software. Both deductive and inductive coding schemes are used. Fifth-generation war indications that are frequently used, such as political dishonesty, civil-military propaganda, emotional manipulation, conspiracy framing, and anti-state rhetoric are included in thematic categories.

## Sentiment Analysis

The VADER model in Python, which was trained on social media data, is used to do simple sentiment analysis. This program determines the polarity and intensity of the emotional language. It is used in the v-logs and it provides sentiment scores to each sentence in the transcript. In order to investigate the relationship between topic salience and emotional tone, two crucial elements of agenda setting in fifth-generation war sentiment outputs are planned against thematic categories. Using a test sample of five v-logs, two independent coders assess the theme framework for the qualitative portion. A manual validation subset is made for the sentiment analysis, in which the accuracy of machine-assigned sentiments is tested. This lessens the linguistic problems that come with informal speaking and Roman Urdu.

## Ethical Considerations

In this research study, the information is not shared for commercial or political reasons. Information gathered for this research study is only utilized for scholarly

research. The study does not directly involve human subjects. It makes use of publicly accessible data from social media platforms. Anonymizing vlogger names in the results presentation and refraining from disclosing private and sensitive information uphold because of ethical research procedures.

### **Limitations**

The sentiment analysis results may also be impacted by code-switching and language difference. Finally, the study's generalizability to reception analysis is limited. It largely focuses on content providers rather than the audience. The study's limited period and platform of Facebook and YouTube are taken into account for collection of vlogs, this information is omitting from TikTok, and Instagram are two of its main limitations.

### **Data Analysis and Interpretation**

The data gathered for the empirical research study "Vlogs as Digital Narratives of Psychological War: Unpacking Their Role in Fifth-Generation War in Pakistan" is thoroughly examined and interpreted in this chapter of research work. The two main sections of analysis are sentiment interpretation and demographic analysis. While qualitative analysis concentrates on themes generated from content, coding based on agenda-setting theory. Fifth-generation war indicators, quantitative elements are examined using sentiment scores and descriptive statistics.

#### **❖ Demographic Profile of the Sample**

The chosen sample consists of 50 v-logs from Facebook and YouTube that are centered on security. All of these vlogs address politically sensitive subjects and have each received a minimum of 50,000 views. Below are the audience engagement numbers and the demographics of the v-log content creators.

**Table 1: Audience Engagement Metrics**

<b>Metric</b>	<b>Mean</b>	<b>Min</b>	<b>Max</b>
Views	142,000	50,123	893,764
Likes	12,400	1,023	49,842
Comments	3,212	212	10,783

Shares	1,890	89	7,423
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*No. of responses (n=50)*

According to above measures, the chosen v-logs have significant audience and level of interaction. It reflects their capacity to influence public opinion. The engagement metrics also reveal substantial audience interaction with the analyzed v-logs. It also reflecting their potential reach and influence within the digital information. On average, individually v-log garnered approximately 142,000 views. The least-viewed recording gathered 50,123 views, while the most-viewed reached an exceptionally high 893,764 views. These figures suggest that the sampled content possesses significant capacity for audience penetration. It amplified through social media algorithms and networked sharing procedures. This level of engagement indicates that substantial proportion of viewers were not merely passive consumers. Audiences are actively expressed approval and resonance with the presented narratives.

In terms of audience reactions, the v-logs received an average of 12,400 likes, ranging from a minimum of 1,023 to a maximum of 49,842 likes. In comments section, Comments averaged 3,212 per v-log, with lower bound of 212 and an upper bound of 10,783. These indicators also reflecting active discourse generation and potential for further narrative dissemination through user interactions. In the share section, although the numbers were lower compared to likes, the v-logs still averaged 1,890 shares each, highlighting their potential for wider dissemination. These indicators also demonstrate that the v-logs extended beyond their original audience. While interpreted alongside the thematic and sentiment analyses, these engagement statistics reinforce the argument that v-logs operate as highly effective tools in the dissemination of fifth-generation war narratives. High viewership guarantees initial exposure. In addition, the considerable number of likes, comments, and shares increases the likelihood of these narratives becoming embedded in broader public discourse. The interplay of emotionally charged themes, mainly negative sentiment, and extensive engagement metrics indicates significant potential to influence political attitudes. Vlogs can also shape perceptions of legitimacy and reinforce socio-political divisions within Pakistan's digital sphere.

## **Thematic Content Analysis**

Using NVivo 12, the v-log transcripts were subjected to rigorous thematic process of coding. This process was also grounded in agenda-setting theory. Also relates to the conceptual frameworks of fifth-generation warfare. This process also enabled the classification of each v-log into one or more thematic categories. It allowed for nuanced understanding of discourse function within the broader digital information environment. Six major themes emerged from the analysis: Anti-State Narratives, Civil-Military Tensions, Disinformation/Conspiracies, Religious-Emotional Mobilization, Victimhood and Identity Crisis, and Political De-legitimization. These themes were empirically identified through recurrent patterns in the data and supported by prior scholarly research literature. The quantitative combination of these thematic codes further facilitated the assessment of their frequency and sentiment polarity. This step was essential for linking narrative patterns with their potential strategic implications. The coding scheme was developed through an iterative process. It combined deductive theme identification from existing research. Each transcript was examined through discursive frameworks to capture, rhetorical strategies, and framing devices employed by content creators.

### **Dominant Themes Identified**

#### **❖ Conspiracy and Disinformation**

Many v-logs are included modified and encrypted data, conspiracy theories, and unsubstantiated statements. It lacked many times reliable sources. These included suspected covert transactions and foreign meddling.

#### **❖ Civil-Military Tensions**

Several v-loggers emphasized and focused on power struggles between civilian governments and military establishments. These narratives often imply the existence of conspiracies and hidden agendas, which in turn work to undermine democratic processes.

#### **❖ Anti-State Narratives**

The judiciary, military, and intelligence services all are directly and indirectly disparaged in number of vlogs. These institutions were frequently portrayed in various tales as being authoritarian, corrupt, and foreign-aligned.

#### ❖ **Victimhood and Identity Crisis**

Pakistan was frequently portrayed in vlogs as victim of mass media war, foreign intervention, and worldwide injustice by injecting fifth-generation war notion. This framing enhances emotions of alienation and plays into nationalist instincts.

#### ❖ **Religious-Emotional Mobilization**

In certain vlogs, political or military operations were framed as part of a larger ideological war by utilizing religious sensibilities. Particularly effective at promoting divisiveness is this kind of stuff.

#### ❖ **De-legitimization of Political Opponents**

Social media content that ridicules, attacks, are discredits political opponents was popular. These contents are typically fitting with party-based agendas.

**Table 2: Frequency of Themes across 50 V-Logs**

Theme	Frequency	Percentage (%)
Disinformation/Conspiracies	43	86
Civil-Military Tensions	46	92
Anti-State Narratives	42	84
Victimhood/Identity Crisis	33	66
Religious-Emotional Mobilization	39	78
Political DE legitimization	40	80

*No. of responses (n=50)*

Above table 2 findings shows the fifth-generation war indicators. These indicators include political discrediting, anti-state narratives, and disinformation predominate. Disinformation was the most common category, showing up in 86 %

(n = 43) of the examined content. According to the frequency analysis, disinformation and conspiracies of thematic occurrences in the tested v-logs are higher. This research emphasizes how crucial false and misleading narratives are influencing audience opinions and igniting division in online conversation. At 84 % (n = 42) of v-logs, anti-state narratives were also very common, highlighting the occurrence of discourse meant to challenge the authority and legitimacy of state power institutions. Similarly, 80 % (n = 40) of the content material contained the term Political De-legitimization indicating that substantial percentage of these v-logs contain discussions that undermine public confidence in political figures and governance procedures.

Consistent emphasis on portraying the relationship between civilian leadership and the military establishment in an adversarial manner was evident in the 92 % (n = 46) of the selected v-logs that contained civil-military crisis. The prevalence of victimhood and identity crisis was 66 % (n = 33). It suggested that identity-related appeals and grievance-based narratives are still used as persuasive strategies for fifth generation war. The presence of Religious-Emotional Mobilization in half of the sample indicates the strategic use of religious sentiment and emotional framing to organize support. It was relatively less common at 78 % (n = 39). Overall, the high frequency of these themes is consistent with the sentiment distribution. It shows that negative narratives made up over two-thirds of all v-logs. The observed sentiment scores, which showed that negative polarity, are predominated. The prevalence of disinformation and de-legitimization narratives indicates that v-logs are active tools in the informational aspect of fifth-generation war. In addition, vlogs are capable of influencing public opinion, widening social gaps, and undermining institutional trust. In addition, v logs are also serving as platforms for political commentary. These results support academic claims that digital content ecosystems in politically unstable environments frequently favor these contents. These contents are emotionally charged, polarizing, and frequently factually incorrect. Thereby, it also affects public opinion by creating thematic saturation and reinforcing narratives through repeated exposure.

### **Sentiment Analysis Results**

Using the VADER sentiment tool, the emotional tone of the v-logs was empirically measured. On a scale of 0 (neutral) to +1 (strongly positive) to -1 (strongly negative), the emotion scores were assigned. An analysis of the complete transcripts was done.

**Table 3: Sentiment Polarity of V-Logs**

Sentiment Category	Number of V-Logs	Percentage (%)
Negative	26	52
Neutral	13	26
Positive	11	22
<b>Total</b>	<b>50</b>	<b>100</b>

*No. of responses (n=50)*

Above table 3 shows the sentiment polarity of Vlogs. Majority of v-logs inclined to lean substantially toward negative emotion polarity. In addition, it reinforcing a critical and aggressive tone against state actors or national policies. According to the overall sentiment distribution, negativity predominates in the examined v-log material, the bulk of these digital narratives are constructed in way that criticizes, undermines, and challenges political, institutional, and social systems, as seen by the 52% (n = 26) of v-logs in the entire sample that had a negative attitude. 26 % (n = 13) of the selected vlogs material was neutral, indicating that there is not much fair and impartial discussion in the v-log community. The least prevalent mood was positive, making up only 22% (n = 11) of the content examined, highlighting the dearth of narratives that promote agreement, national unity, and productive participation.

This distribution overlaps with the thematic emotion ratings. Most topics contained negative polarity, further showing that the v-logs generally operate within a war-oriented and adversarial communicative framework. From the standpoint of fifth-generation war, the large percentage of negative content advances credence to the claim that these platforms are being used more to spread undermining narratives. These vlogs increase divisions, and cultivate mistrust than to promote political cooperation and reconciliation. Further findings also consistent with previous studies on digital media platforms in politically divided cultures. Algorithmic amplification frequently favors negative and emotionally charged information, escalating the public's sense of crisis and hostility in vlogs analysis.

**Table 4: Sentiment by Theme**

Theme	Avg. Sentiment Score
Anti-State Narratives	-0.48
Civil-Military Tensions	-0.41
Disinformation/Conspiracies	-0.36
Religious-Emotional Mobilization	-0.29
Victimhood/Identity Crisis	-0.34
Political De-legitimization	-0.39

*No. of responses (n=50)*

Above table 4 reveals the findings of the sentiment analysis show that every theme found in the v-log content has largely negative polarity. It also highlights how contentious and combative the vlogs stories are. With an average sentiment score of -0.48, Anti-State Narratives exhibit the highest degree of negativity among collected data. These findings also indicate a strong hostility toward state institutions and their legitimacy. Civil-Military Tensions (-0.41) and Political De-legitimization (-0.39) follow closely behind. These findings are indicating that ongoing conversation is eroding the legitimacy of political players as well as the unity between the military and civilian domains. Penetration and frequency of disinformation and conspiracies (-0.36) indicates strong propensity for stories that misrepresent the truth and spread unsubstantiated assertions. These could lead to increased mistrust and social disintegration among population.

Themes such as Religious-Emotional Mobilization (-0.29) and Victimhood and Identity Crisis (-0.34) shows comparatively less negative sentiment than the other selected categories. However, they still carry polarizing overtones. These themes are powerful instruments for influencing public opinion because they frequently use religious passion, emotional appeal, and perceived grievances to mobilize support. The use of fear, anger, and outrage was especially notable in topics related to conspiracies and civil-military war. The general negativity in all categories is consistent with the fifth-generation war theory. It holds that psychological and informational operations are used to undermine societal trust, topple political systems, and sway identity-based loyalties. The negative scores across these themes show consistent emotional undertone that can reinforce division and distrust. These results support the idea that, within the digital information ecosystem, v-logs act as

both venues for the spread of information and amplifiers of divisive and antagonistic debate.

### **Correlation between Sentiment and Engagement**

The most unfavorable v-logs frequently had the highest levels of involvement. According to additional cross-tabulation, this pattern is particularly pronounced in the metrics for comments and shares. This supports the idea that affective polarization drives agenda setting in digital settings by implying that emotionally charged content. It may propagate more successfully. One v-log, had 893,764 views, more than 10,000 comments, and almost 7,000 shares despite having a sentiment score of -0.62. The focus of the text was the military elite's alleged treachery and foreign intrigue.

### **Discussion**

By consistently drawing attention to specific issues like judicial prejudice, foreign meddling, and military corruption, these vloggers affect how important these subjects are to their audience (Alex, 2024). The findings of selected topic and sentiment analyses support the applicability of agenda-setting theory in comprehending the functioning of v-logs in Pakistan's digital information war environment, which leads to fifth generation war. Themes pertaining to identity politics and conspiracies exhibit high degree of overlap with acknowledged fifth-generation war strategies intended to undermine institutional trust and social cohesiveness (El-Nawawy & Khamis, 2014). The vlogs content's overtly negative emotional tone serves to heighten public dissatisfaction and bewilderment. Furthermore, feedback loop is indicated by the correlation between high engagement and negative sentiment. Vlogs items with stronger emotional content tend to circulate more widely. This may increase their overall impact. This is consistent with the idea of algorithmic reinforcement. These platforms give more prominence to information that is divisive or spectacular (Ong & Lanuza, 2024).

In conclusion, the evidence clearly indicates that v-logs in Pakistan are active spaces where fifth-generation war strategies are used. These are just being forums for opposing views. These v-logs influence how the public perceives national events through agenda-setting, emotional manipulation, and selective framing.

Sometimes, this movement occurs in ways that jeopardize national security and undermine democratic resilience (De Burgh, 2008).

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