

NUCLEUS

Intelligent Social Media Monitoring and Analytics

Social Media Psy-Ops: Pakistan's
Misinformation
Propaganda Against India

May 07 - 12, 2025

AI-Powered Social Media Intelligence &
Risk Assessment

Executive Summary:

On May 7, the Indian Armed Forces carried out a precision airstrike targeting terrorist camps located in Pakistan. According to India's Ministry of External Affairs, the operation was a non-military, preemptive action aimed at neutralising imminent threats posed by non-state actors across the border. The operation's focus was on terror infrastructure, and Indian authorities emphasised its limited scope and accuracy. However, Pakistani media reported that the strike had hit a civilian area, including a school, leading to the death of a 15-year-old girl and injuries to 29 others. These claims, though unverified, reflect a broader narrative shaped by Pakistan's information campaign.

In the aftermath of the strike, social media channels in Pakistan circulated images and videos purportedly showing the damage caused by the Indian attack. Fact-checkers later identified many of these visuals as recycled or unrelated, suggesting a coordinated disinformation effort. This highlights the growing role of psychological warfare and digital influence in modern conflict. India also speculated that Pakistan's restrained response to the strike may be linked to internal unrest, including tensions with Balochistan separatists and dissatisfaction in provinces like Sindh and Balochistan. These domestic challenges may have deterred Pakistan from escalating the conflict. Pakistan's reliance on imported military technology from the U.S., China, and Turkey further complicates its defence posture, while India has significantly modernised its military capabilities. In response, Pakistan has launched a counter-information campaign aimed at undermining India's strategic credibility. The campaign includes unverified claims that Pakistani forces shot down two Indian Rafale jets and that India is concealing the capture of a female Indian pilot.

These narratives seek to influence international opinion, particularly in terms of military procurement, and challenge India's technological superiority. Additionally, Pakistan accuses India of suppressing dissent in Jammu and Kashmir and manipulating media narratives to conceal certain developments, including cross-border exchanges and local support for Pakistan. Both nations have also become engaged in a digital tit-for-tat, with Pakistan claiming to remove Indian profiles spreading anti-Pakistan content in retaliation for India's actions against pro-Pakistan accounts. Furthermore, Pakistan disputes Indian claims of successful airstrikes on its territory, alleging that India's media is spreading doctored imagery and propaganda. This incident underscores the rising importance of information warfare, psychological operations, and digital influence in contemporary conflicts. Pakistan's strategic use of narrative manipulation aims to challenge India's military credibility, sway international opinion, and rally domestic support, while India emphasises precision, responsibility, and a targeted approach to

cross-border terrorism. The need for independent verification, transparency, and diplomatic de-escalation remains critical to preventing further regional instability.

Key Narratives Propagated by Pakistan on Social Media Against India and the May 7 Surgical Strike:

1. Pakistan's Obsession and Misinformation on India's Rafale Aircraft:

One of the dominant narratives circulating on Pakistani social media following the May 7 surgical strike has centred around India's Rafale fighter jets. The Rafale, a modern multi-role aircraft inducted by the Indian Air Force, is perceived in Pakistan as a symbol of India's growing air superiority and technological edge. This has led to a mix of awe and apprehension within Pakistani defence commentary circles and social media influencers.

In response, a misinformation campaign has emerged, with several unverified claims and posts asserting that the Pakistan Army successfully neutralised or damaged India's Rafale jets during the retaliatory exchange. These claims, often unsupported by credible evidence or official confirmation, appear designed to downplay India's strategic advantage and boost domestic morale by projecting Pakistan's military as capable of countering advanced threats.

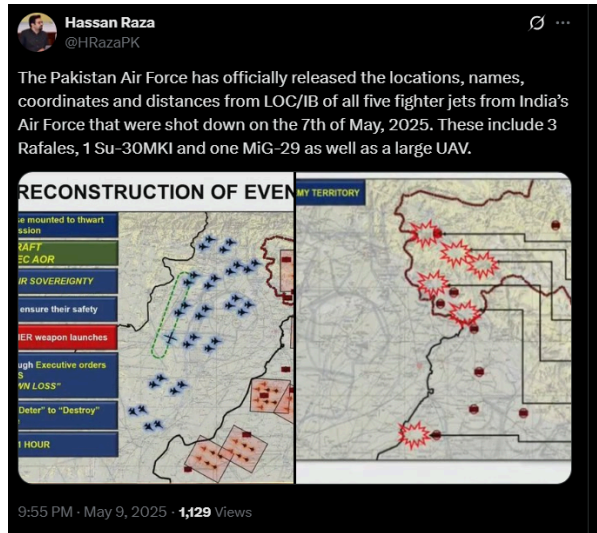
This narrative highlights a broader psychological tactic in Pakistan's information warfare strategy: to challenge India's technological superiority by amplifying exaggerated or false claims about successful defences against India's most advanced military assets.



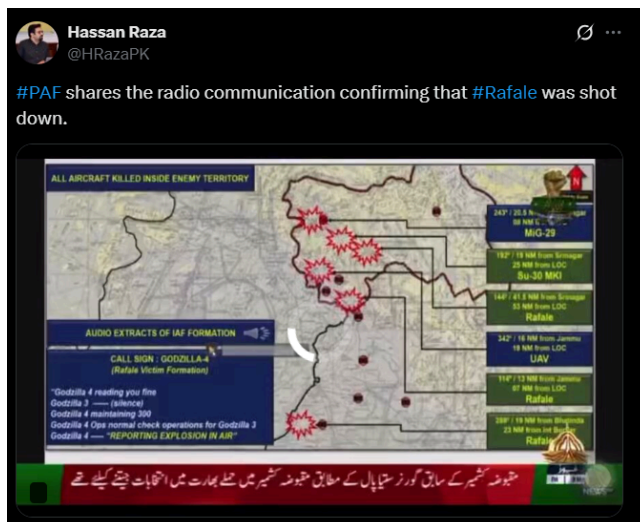
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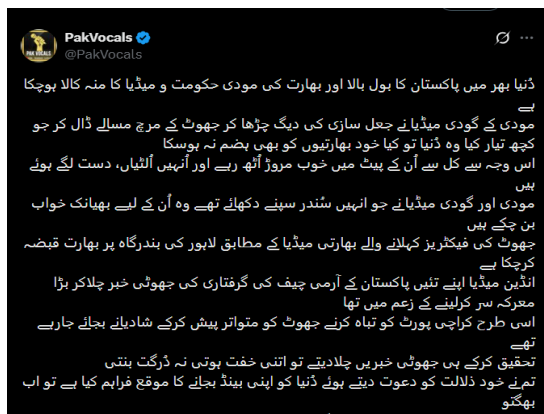
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2. Pakistan Media's Counter-accusation Against Indian Media:

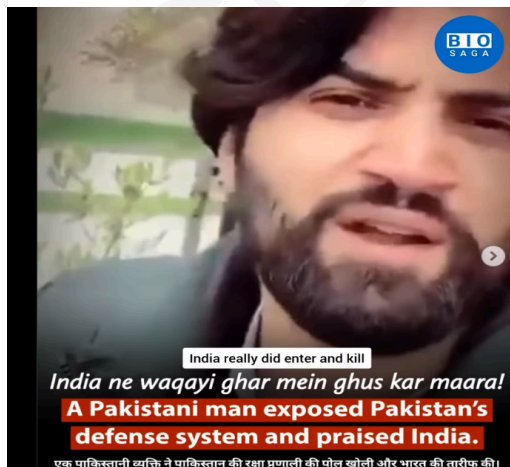
In the aftermath of the May 7 surgical strike, Pakistan's mainstream and social media platforms launched a strong counter-narrative targeting Indian media outlets. The core of this narrative accuses Indian media of disseminating exaggerated or false information regarding the effectiveness and reach of the Indian Air Force's strike.

Specifically, Pakistani media have claimed that Indian reports falsely suggest a major blow to key targets, including high-security areas and locations near government installations such as the Prime Minister's residence. In contrast, Pakistani sources insist that no significant damage was inflicted, and that the strike either missed its intended targets or hit remote, non-critical areas. This narrative aims to discredit Indian media reporting, frame India's operation as a propaganda-driven act, and reassure the Pakistani public of their military's readiness and the limited impact of the Indian action. It reflects a broader strategy to control domestic perception and counter India's narrative on the international stage.

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3. Alleged Indian Drone Strike on a School Zone:

Pakistan media and social platforms widely circulated claims that an Indian drone attack targeted a civilian area, specifically alleging that a school zone was hit, resulting in the death of a 15-year-old girl and injuries to 29 others. These accounts emphasise civilian suffering and the destruction of non-military infrastructure.

This narrative is part of a strategic communication effort by Pakistan to portray India as a violator of international norms, seeking to gain sympathy from the global community and rally domestic support for the Pakistan Army. By highlighting civilian casualties and focusing on the symbolic destruction of a school, the messaging aims to emotionally resonate with both local and international audiences, casting India as an aggressor indifferent to human rights.



Influencers and Their Negative Narratives Against India - May 7 Surgical Strike

S.No	Account Name	Account Link	Narratives Promoted	Engagement	Other Metrics	Links
1	BUNTY. @atang_waddi	https://x.com/atang_waddi	1. Misinformation about a Pakistani soldier captured by the Indian Army	949.4K	Views: 937.8K Replies: 896 Retweets (Reposts): 1.1K Likes: 9.3K Bookmarks: 315	https://x.com/atang_waddi/status/1920778478288281840
2	Talal Hussain Chandio @TalalChandio	https://x.com/TalalChandio	1. Misinformation about the Indian Air Defence System failed to intercept the Pakistan Missiles	947.1K	Views: 918.8K Likes: 20K Retweets (Reposts): 6.8K Bookmarks: 1.1K	https://x.com/TalalChandio/status/1921017109514953141
3	بانکے میاں @bankay_mian62	https://x.com/bankay_mian62	1. Fake news on Indian Drones shot down by the Pakistan Army 2. Misinformation regarding Rafale aircraft 3. Fake information about 22 Indian Soldiers killed in Uri HQ	108K	Views: 102K Likes: 5.7K Retweets (Reposts): 1.07K Bookmarks: 167	https://x.com/bankay_mian62/status/1920551844448751977 https://x.com/bankay_mian62/status/1920845332662866328 https://x.com/bankay_mian62/status/1920588908187775073
4	Hamza @therehmanism	https://x.com/therehmanism	1. Misinformation about the interception of an Indian UAV drone in Gujranwala by the Pakistan Army	64.8K	Views: 64.7K Retweets (Reposts): 19 Likes: 85 Comments: 26 Bookmarks: 20	https://x.com/therehmanism/status/1920294986735616147
5	Hassan Raza @HRazaPK	https://x.com/HRazaPK	1. Misinformation on Pakistan Air Force (PAF) shot down an Indian Rafale fighter jet, along with other Indian Air Force (IAF) assets	1.7K	Views: 1.7K Likes: 9	https://x.com/HRazaPK/status/1920877717718724686 https://x.com/HRazaPK/status/1920875207255794022

Key Narratives Propagated by Pakistan on Social Media Against India Aftermath of the Ceasefire:

1. Pakistan's Narrative Against India: Discrediting the Rafale

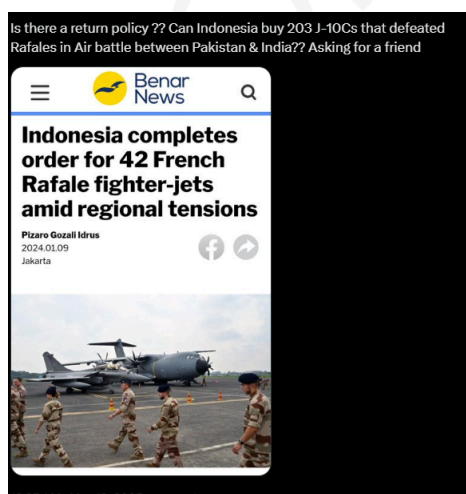
Following the recent India-Pakistan conflict, Pakistan has launched a focused narrative aimed at discrediting India's military capabilities, particularly the effectiveness of the Rafale fighter jets acquired from France. Pakistani sources claim their forces shot down two Indian Rafale jets during the conflict. Although unverified by any independent body, this claim is being actively circulated in Pakistani media and diplomatic circles.

In a strategic move, Pakistan is also reportedly urging countries like Indonesia to reconsider their planned Rafale purchases, portraying the jet as ineffective. The core message being pushed is that even a well-equipped and trained force like India failed to make use of the Rafale successfully in combat, suggesting the platform is overrated and vulnerable.

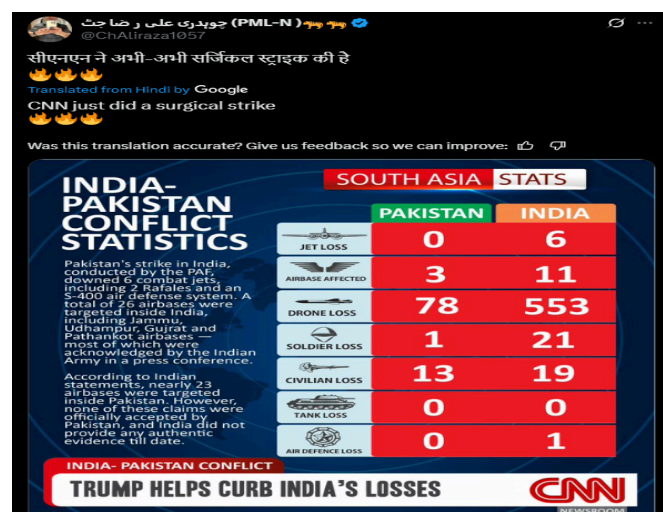
Additionally, Pakistan accuses the Indian government and media of concealing these alleged losses from the public to maintain an illusion of military superiority. This narrative is designed to erode domestic confidence in India's defence leadership while casting doubt internationally on the reliability of the Rafale and India's broader defence preparedness.

This information campaign serves three key objectives for Pakistan:

- **Undermine India's defence credibility** on the global stage.
- **Disrupt India's defence diplomacy**, especially in Southeast Asia.
- **Sow internal dissent** by questioning government transparency in India.



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2. Alleged Capture of an Indian Female Pilot and Diplomatic Fallout

A central and emotionally charged theme in Pakistan's evolving narrative against India is the alleged capture of an Indian female fighter pilot by the Pakistan Armed Forces during the recent conflict. According to unverified but widely circulated claims within Pakistani media and online spaces, the pilot is currently in Pakistani custody. The incident is being portrayed as a major military and psychological triumph for Pakistan.

Adding a geopolitical layer to this narrative, Pakistani sources suggest that Indian Prime Minister Narendra Modi is attempting to suppress the story internationally. The claim asserts that Modi has reached out to the United States, particularly then-President Donald Trump, pleading that Pakistan not reveal the pilot's identity or images in the media. According to the narrative, India fears that publicising her capture would lead to severe embarrassment on the world stage and damage Modi's personal and political credibility.

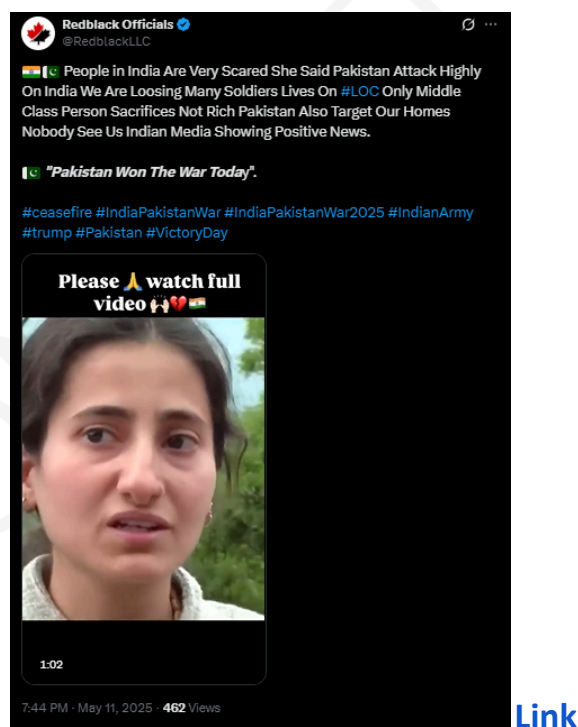
Moreover, it is alleged that this diplomatic pressure also influenced broader conflict dynamics. The narrative claims that Modi requested U.S. intervention not only to prevent media exposure of the captured pilot but also to push for an urgent ceasefire to de-escalate the situation before it spiralled further, highlighting India's vulnerability and lack of strategic control.

Within Pakistan, calls are growing louder for the military to publicly display the captured pilot as a symbol of victory and national pride. Phrases like “war trophy” are deliberately employed to evoke emotional resonance and galvanise public support.



3. Pakistani Fake Victory Claims Target Indian Morale

A concerning narrative has been circulating across several Pakistani social media pages, falsely claiming that "Pakistan Won The War Today," in an attempt to demoralise Indian citizens and undermine the Indian Army and Government. This misinformation is being amplified through emotionally charged posts targeting vulnerable Indian audiences, particularly the middle class and families of soldiers. One such viral message falsely portrays a grim situation on the Line of Control (LoC), stating that India is losing many soldiers and that Pakistani forces are not only attacking military positions but also civilian homes. The message further claims that only middle-class families make sacrifices, while the wealthy remain unaffected, fueling class-based resentment. Additionally, it accuses Indian media of suppressing the truth by showing only positive news, aiming to create distrust in national institutions. This is a deliberate psychological operation intended to spread panic, lower public morale, and erode confidence in India's defence capabilities. Social media intelligence units actively monitor and flag such posts for further verification and countermeasures.



4. Pakistan's Deceptive Narrative on Indian Airbase Strikes

Pakistan is actively pushing a misinformation narrative aimed at falsely portraying damage to Indian military infrastructure. As part of this campaign, Pakistani sources are circulating doctored visuals and unverified satellite imagery, claiming that key Indian airbases, particularly those housing S-400 air defence systems, have been successfully targeted. In reality, these "evidence" images are of empty or unrelated locations, which are being falsely marked and presented as sites of destruction. The goal of this narrative appears to be to fabricate a story of operational success where none exists, in an attempt to mislead the public and international observers. By constructing an illusion of damage through manipulated media, Pakistan is engaging in a deliberate effort to spread falsehoods and distort the actual on-ground situation.



5. Pakistan's Digital Misinformation and Censorship Campaign

Pakistan is executing a targeted digital censorship campaign against Indian military officials and trusted news outlets on social media. Framing this as a defence of its "information sovereignty," Pakistan is restricting or reporting Indian accounts it deems critical of Pakistan or promoting anti-Pakistan narratives. This action is positioned as a retaliatory measure in response to India's supposed digital offensive, which allegedly involved blocking Pakistani accounts. However, the accounts being targeted are legitimate, verified sources, including Indian defence personnel and credible media. Pakistan's narrative casts itself as defending against fake news, while in reality, it is suppressing accurate reporting and silencing voices critical of its actions. This move aims to reshape the digital information battlefield in Pakistan's favour while undermining Indian digital influence.



Influencers and Their Negative Narratives Against India - Aftermath of Ceasefire

S.No	Account Name	Account Link	Narratives Promoted	Engagement	Other Metrics	Links
1	Shehzad Ahmad @imshehzadahmad	https://x.com/imshehzadahmad	Pakistan’s Digital Misinformation and Censorship Campaign	450.8K	Views: 446K Comments: 74 Retweets: 454 Likes: 4.2K Bookmarks: 97	https://x.com/imshehzadahmad/status/1921632375194194081
2	Dr Humma Saif @HummaSaif	https://x.com/HummaSaif	Pakistan's Deceptive Narrative on Indian Airbase Strikes	44.3K	Views: 41.5K Comments: 26 Retweets: 726 Likes: 2K Bookmarks: 83	https://x.com/HummaSaif/status/1921636092714893388 https://x.com/HummaSaif/status/1921642812312838426
3	M A Khan @MAKhan1271	https://x.com/MAKhan1271	Alleged Capture of an Indian Female Pilot and Diplomatic Fallout	7,691	Views: 7,623 Comments: 11 Retweets: 17 Likes: 39 Bookmarks: 1	https://x.com/MAKhan1271/status/1921456652504469756
4	Redblack Officials @RedblackLLC	https://x.com/RedblackLLC	Pakistani Fake Victory Claims Target Indian Morale	465	Views: 458 Retweets: 4 Likes: 3	https://x.com/RedblackLLC/status/1921569613801734246

Keywords and Hashtags:



Talal Hussain Chandio @TalalChandio

الجزیرہ نیوز کے مطابق انڈیا کا انٹرن ڈوم ڈیفنس سسٹم پاکستانی میزائل کو روکنے سے مکمل طور پر ناکام رہا ہے۔

پاکستان کے تمام میزائل اپنے اہداف کو کامیابی سے نشانہ بنا رہے ہیں۔
#sindoor #PakistanArmy #OperationBunyanulMarsoos
#PakistanIndiaWar #PakistanZindabad

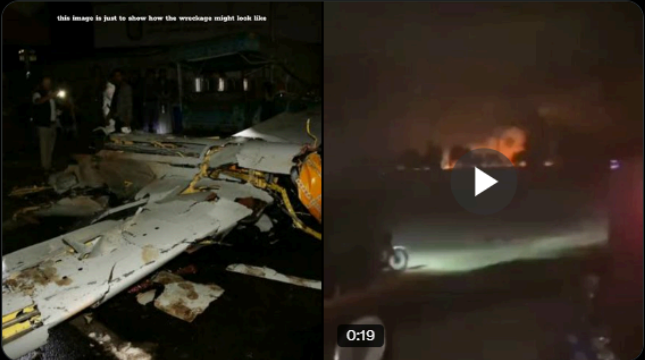
Translate post



7:09 AM · May 10, 2025 · 996.9K Views

Hamza @therehmanism

Breaking News: Pak Army has successfully intercepted an UAV drone in Gujranwala which fell near Dinga Village Jhand Peer, District Gujrat, Punjab, Pakistan.
#IndiaPakistanWar #Pakistan #Gujranwala




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7:19 AM · May 8, 2025 · 64.7K Views

BUNTY. @atang_waddi

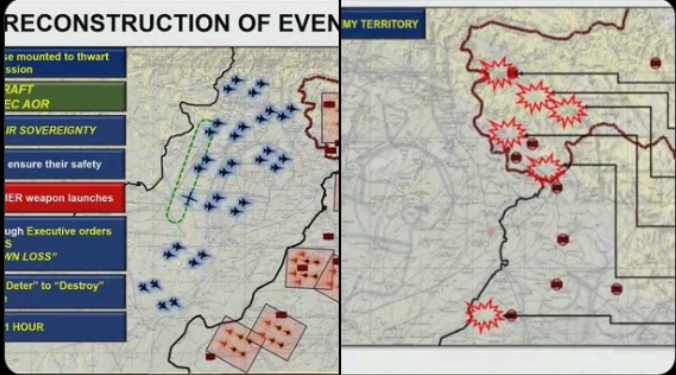
Guys, please pray for the safe return of our captured pilot Shahid Jutt, who is currently in the custody of the Indian Army. 🙏🇵🇰



3:20 PM · May 9, 2025 · 975.8K Views

Hassan Raza @HRazaPK

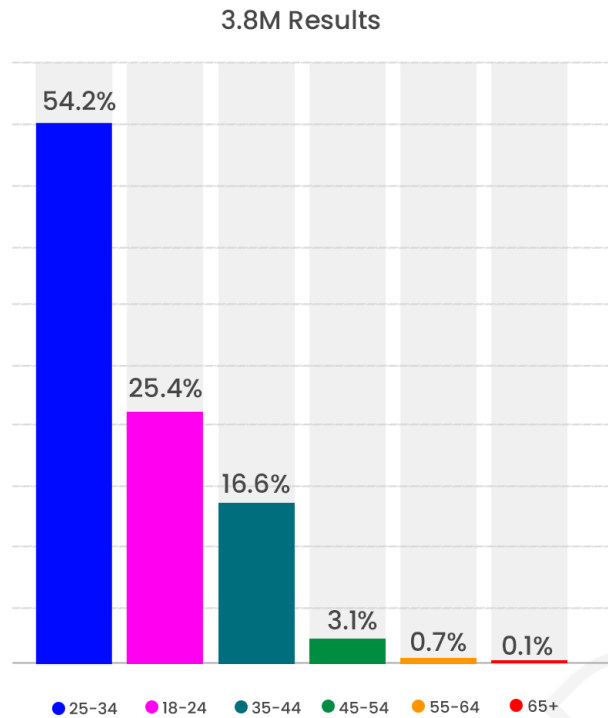
The Pakistan Air Force has officially released the locations, names, coordinates and distances from LOC/IB of all five fighter jets from India's Air Force that were shot down on the 7th of May, 2025. These include 3 Rafales, 1 Su-30MKI and one MiG-29 as well as a large UAV.



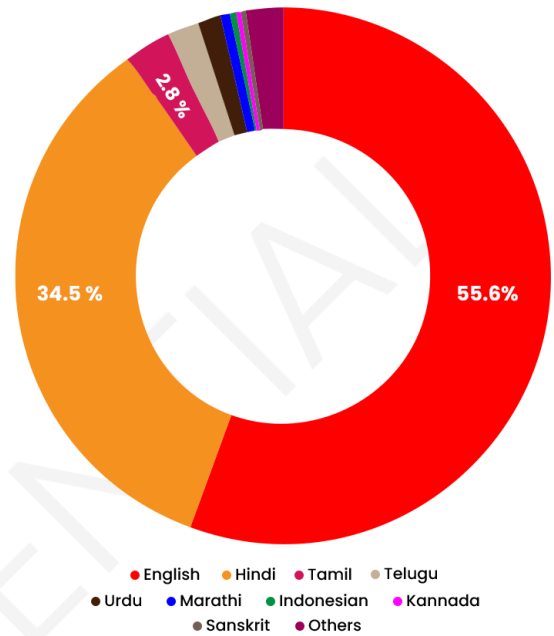
9:55 PM · May 9, 2025 · 1,163 Views

Key Metrics:

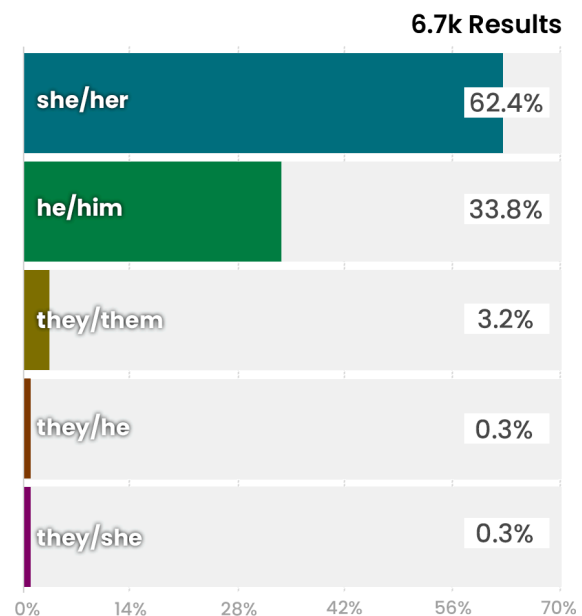
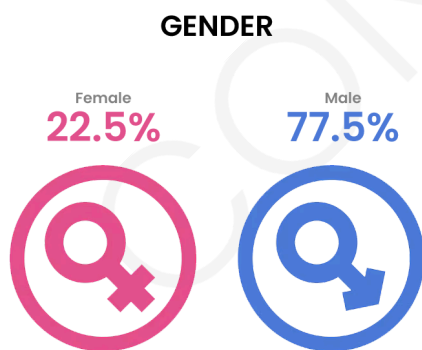
AGE



TOP LANGUAGES



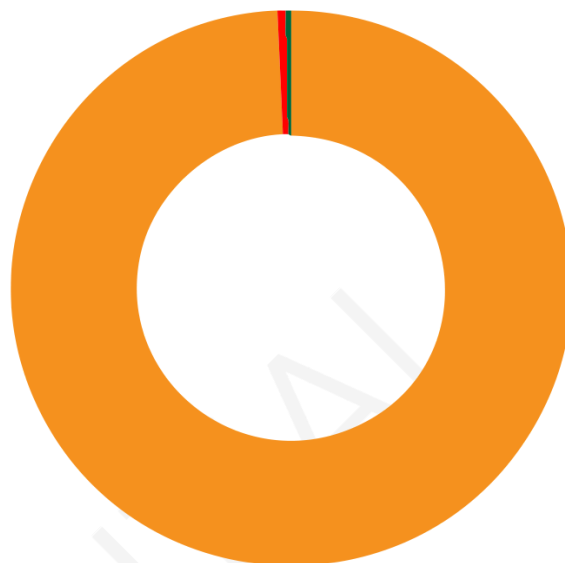
NON-BINARY GENDER



PLATFORM WISE ENGAGEMENT

223.4k

↑ 3.7M%



● Twitter
 ● Facebook
 ● YouTube
● Oline News Other
 ● Blogs
 ● Bluesky
● Newspaper
 ● Reddit
 ● TV/Radio
 ● Other

16.7%
😊 POSITIVE

31.2%
😞 NEGATIVE

252.6B
↑ 31.6M%

NET SENTIMENT OVER TIME



Links Promoting False Propaganda against India

Links
https://x.com/daniawaheed3/status/1920760743026176350
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https://www.facebook.com/chinadaily/posts/pfbid0261jGkv4NFpbAmMkoRfNNYHr u9LLWEQ1EujMVpjS46Fzp1Dg8wHJfj9dShBzX2F2BI
https://www.facebook.com/PakistaniIndex/videos/982369610363687
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