

Leading politicians framing balochistan in the social media: a study of facebook

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Balochistan remains one of Pakistan's least developed and most neglected provinces despite its significant potential to contribute to national growth. While the region faces persistent challenges ranging from law and order to socioeconomic underdevelopment, political discourse plays a critical role in shaping public perception and policy responses. This study examines the engagement of prominent politicians on Facebook, the most widely used social media platform in Pakistan, to analyze their discourse on Balochistan's development and challenges. Guided by agenda-setting theory and employing content analysis, the study systematically investigates posts from the official Facebook accounts of 65 provincial politicians alongside three widely followed Facebook pages from January 1 to April 30, 2022. A total of 1,978 posts were analyzed, revealing that government-affiliated politicians predominantly highlighted development projects, portraying Balochistan as progressing rapidly. In contrast, opposition politicians focused on issues such as terrorism, smuggling, and political violence. Meanwhile, popular Facebook pages voiced concerns over political corruption. The findings suggest that political discourse on social media reflects partisan priorities rather than a comprehensive representation of the province's realities. The study recommends extending future research to incorporate multiple social media platforms and a broader timeframe for a more nuanced understanding of political narratives on Balochistan.

Keywords: Balochistan; political discourse; Facebook; agenda-setting; social media analysis; development, corruption

Introduction

Within the past decade, Facebook has evolved into a medium for political discussion, according to the study. It is undeniable that social media framing and agenda setting are used to achieve some goals. Since technology improvement, most of the social media platforms are being in use for political campaigning around the world. Facebook as a platform is no exception

in Pakistan, where it is widely used. In Pakistan, unlike many other nations, Facebook is mostly utilized by politicians to establish agendas, rather than being used to promote beneficial debates, education, or information that keeps people informed about everyday events. Balochistan, Pakistan's southern region is at the core of our study. The posts that have been utilized to evaluate

the pattern of social media usage to set agendas—mostly defensively and to beg maximal mass political support, speak volumes.

Balochistan, Pakistan's largest but least populated province, is strategically significant due to its vast natural resources, including minerals, gas, and petroleum. Despite its economic potential, the province remains underdeveloped, facing persistent issues such as poor infrastructure, political marginalization, and economic deprivation. Development initiatives, including the Public Sector Development Program (PSDP) and federally supported "mega projects" such as the Gwadar Port and the China-Pakistan Economic Corridor (CPEC), have sought to improve socio-economic conditions. However, these efforts have often been met with skepticism due to limited local representation in decision-making processes and inadequate resource allocation to Balochistan's population.

Political instability and external interference further complicate governance in Balochistan. The region has experienced frequent disruptions in provincial administrations, with leaders often removed before completing their terms. Additionally, insurgency, security challenges, and allegations of foreign intervention exacerbate socio-political tensions. Economic deprivation, including low employment opportunities and inadequate access to basic amenities such as education and healthcare, fuels grievances among the local population. Despite contributing significantly to Pakistan's energy supply, Balochistan remains economically marginalized, with much of its revenue directed to

the federal government rather than reinvested in the province.

In this context, media, particularly social media, plays a crucial role in shaping public discourse. Facebook has emerged as a key platform for political engagement and activism, enabling politicians, activists, and citizens to voice concerns and mobilize support. Unlike traditional media, which has limited reach in Balochistan's rural areas, social media offers an accessible space for discussing political issues, development policies, and regional grievances. The increasing reliance on Facebook for political communication underscores its significance in influencing public opinion and governance in Balochistan.

Statement of Problem

Despite being Pakistan's economic hub, Balochistan has faced persistent challenges, including economic underdevelopment, governance issues, and security concerns, since the country's independence. While political leadership plays a crucial role in addressing these issues, political discourse often reflects personal or party agendas rather than the province's actual needs. Social media, particularly Facebook, has emerged as a key platform for political communication, shaping public perception and policy discussions. However, existing literature on social media in Pakistan lacks a focused examination of politicians' roles in informing and engaging the public on Balochistan's critical issues. This study seeks to analyze the discourse of key politicians on Facebook to understand how they highlight Balochistan's pressing challenges—such as missing persons, infrastructure deficits, education, health policies, smuggling, development,

and terrorism—through the lens of agenda-setting theory. By examining politicians' posts, this research aims to identify the extent to which their narratives contribute to public awareness and policy engagement regarding Balochistan's development and security concerns.

Objectives of the Study

1. To examine how leading politicians portray Balochistan on Facebook.
2. To investigate the Balochistan-related issues raised by leading politicians on Facebook.
3. To investigate the most popular Balochistan-related Facebook topics.

Research Questions

The research is designed to answer the following questions:

What percentage of Facebook posts from leading provincial leaders mention Balochistan?

Which Balochistan-related topics appear frequently in the chosen posts?

How do Balochistan's leading politicians frame these issues?

Literature Review

Blomberg and Seo (2020) analyzed Facebook posts from 289 global climate nonprofits, revealing that diagnostic framing was the most common, with impact, action, and efficacy as central themes—though efficacy was least emphasized. Their

findings suggest developed-country NGOs focus more on climate action than those in developing countries. Similarly, Etter and Vestergaard (2015) examined crisis framing on Facebook, comparing public discourse with traditional media during the Nestlé Kit Kat crisis. Their analysis of over 5,000 sentences showed that while Facebook users introduced distinct crisis frames, mainstream news media remained the dominant force in framing corporate crises.

Kilgo and Midberry (2020) explored media coverage of drug addiction in the U.S. following the opioid crisis designation as a federal emergency. Their content analysis found that government intervention, rather than the human impact of addiction, shaped coverage, often eliciting outrage on social media. Historically, media narratives criminalized drug use, but recent reporting has shifted toward a public health perspective. Likewise, Mejova and Kilimeri (2020) studied COVID-19-related Facebook advertisements, highlighting how various actors—from public health organizations to businesses—incorporated the pandemic into their messaging, often spreading misinformation.

Several studies examine social media's role in political communication. Ross and Fountaine (2014) found that New Zealand MPs primarily used Facebook as a broadcasting tool rather than engaging in dialogue with voters. Dalen and Fazekas (2015) and Stier and Bleier (2018) studied European elections, revealing that Facebook campaign agendas were often disconnected from public concerns. Munoz and Segarra (2021) found a "more is less" effect, where increased political messaging on Facebook led to decreased user interaction, showing a gap between political actors' goals and audience interests.

Social media's impact on public agenda-setting is also contested. Fezell (2017) argued that while mainstream media historically shaped public opinion, rising audience fragmentation and selective exposure on platforms like Facebook challenge this influence. Cardinal and Galais (2018) found that Facebook news consumption led users to diverge from widely recognized public priorities. Similarly, Nutter (2019) demonstrated that media framing of immigration on Facebook reinforced echo chambers, as users defended their preferred narratives against dissenting views.

Theoretical Framework

This study is grounded in the **agenda-setting theory**, with a partial focus on **framing**, to analyze political discourse on Facebook regarding Balochistan. Agenda-setting theory explains how media and political actors influence public perception by prioritizing specific issues. Given Facebook's widespread use among politicians, this platform serves as a key space where narratives about Balochistan's challenges and development are shaped.

At the **first level of agenda-setting**, this study examines the differing narratives of government and opposition politicians. While government-affiliated politicians highlight development achievements, opposition leaders emphasize governance failures, terrorism, and corruption. At the **second level**, the study explores how these narratives are framed—

Methodology

This study employs a mixed-methods approach, incorporating both quantitative and qualitative techniques, with content analysis as the primary

Finally, studies on social media sentiment and political discourse suggest that online interactions remain polarized. Mor and Kligler (2015) examined Israeli-Jewish teenagers' political discussions on Facebook, revealing careful self-censorship to manage social consequences. Chiu and Hsu (2018) used sentiment analysis on American political Facebook posts, demonstrating that left- and right-wing content exhibited distinct emotional patterns. These findings align with broader concerns about the role of social media in reinforcing ideological divides rather than fostering open discourse

government posts focus on progress, while opposition discourse resonates with public dissatisfaction by highlighting real-life grievances.

The study also distinguishes between **public agenda-setting**, **media agenda-setting**, and **policy agenda-setting**. The findings suggest that policy agenda-setting is dominant, as politicians, rather than media outlets, drive the discourse, using Facebook as a platform to shape public opinion and influence policy debates.

Furthermore, **framing theory** complements the agenda-setting perspective by analyzing how political actors selectively frame issues to shape public perception. Politicians use strategic language, imagery, and contextualization to emphasize either success or failure, influencing how the audience interprets Balochistan's socio-political landscape.

method. Facebook was chosen as the research platform due to its prominence in political discourse. The study examines political posts from 100 selected accounts, including politicians, activists, and senior citizens. These accounts represent both government

supporters and opposition figures, providing a balanced perspective on political narratives related to Balochistan.

Data Collection and Sampling

The study focuses on Facebook posts published between January 1 and April 30, 2022. A purposive sampling technique was used to identify relevant posts, ensuring that the content aligns with the key themes under investigation. The dataset consists of posts discussing terrorism, development, political violence, smuggling, education, and health policy.

Units of Analysis and Variables

The units of analysis are Facebook posts addressing Balochistan-related issues. Key variables were conceptualized based on established definitions, including terrorism (acts of violence with political motives), development (infrastructure projects and economic growth), education (academic policies and school construction), political violence (protests, campaigns, and conflicts), health policy (government and non-governmental health initiatives), and smuggling (illegal trade and cross-border activities).

Operationalization

The study categorizes political discourse into agenda-setting frames. The government's messaging emphasizes development and progress, while opposition figures highlight governance failures, security concerns, and corruption. Additionally, public engagement with these narratives is analyzed to assess the impact of political messaging.

Facebook Content Analysis

The research evaluates the volume and thematic framing of political posts to address three key

research questions: (1) the extent of political engagement with Balochistan-related issues, (2) the framing strategies used in political discourse, and (3) public responses to these narratives. The study examines interactions, sentiment, and thematic emphasis to understand how politicians use Facebook to shape public perception and influence policy debates. By employing content analysis, this research offers insights into the role of social media in political communication, specifically in shaping public discourse on Balochistan. Future studies could expand the timeframe and incorporate additional social media platforms for a more comprehensive analysis.

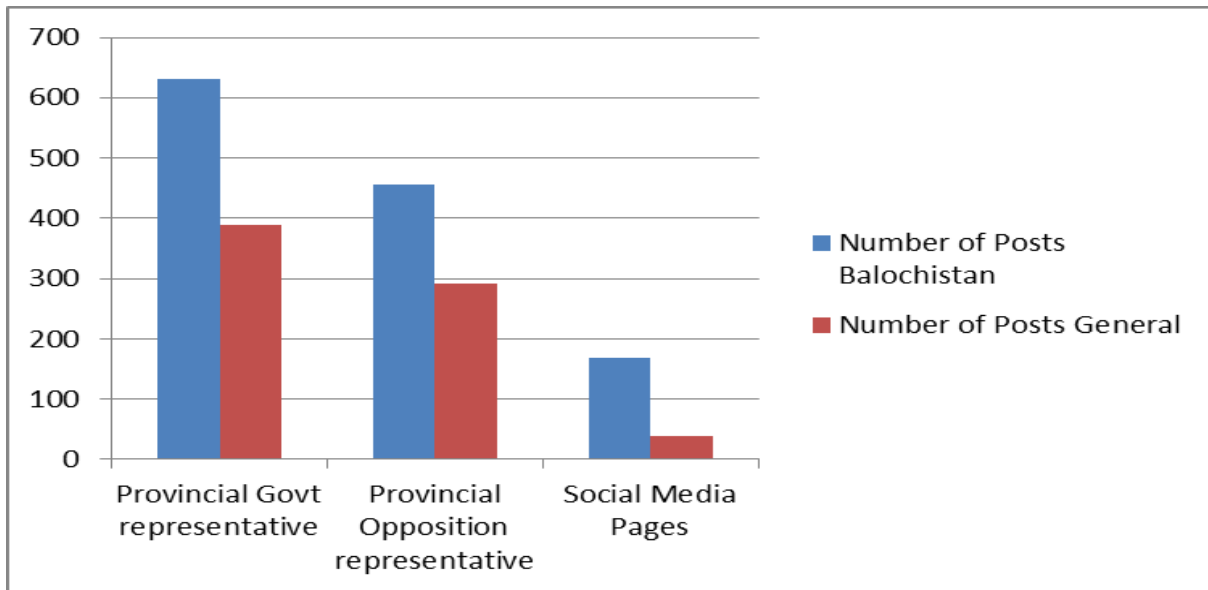
Findings/Results The current study is based on a four-month content analysis of Facebook postings from provincial leaders and well-known social media pages. This research was conducted from January 1, 2022, through April 30, 2022. Overall, there are 1978 relevant posts by Balochistan's leading politicians. The research has been focused down to topics relating to Balochistan that appear in the selected posts. Furthermore, this research examined the content of various types of topics raised by leading politicians in their Facebook posts, as well as the nature and comparability of posts, the total number of posts, and the overall politicians from the provincial assembly, as well as the debate of their Facebook posts. This chapter focuses on presenting the posts' findings and outcomes while keeping the study's main questions in mind. The chapter's first section appears to feature merged results, while the second section covers research issues.

RQ-1: What percentage of Facebook posts from leading provisional leaders mentioned balochistan?

S.NO	Representative Name	Number of Posts		Percentage of Posts		Total No of Posts
		Balochistan	General	Balochistan	General	
1	Provincial Govt representative	632	390	61.8%	38.2%	1022
2	Provincial Opposition representative	457	291	61.1%	38.9%	748
3	Social Media Pages	169	39	81.3%	18.7%	208
4	Total	1258	720	63.6%	36.4%	1978

Table 4.1 demonstrates that political government representatives utilized Facebook to disseminate information about Balochistan the most (i.e. 61.8 percent). The data for this study have found a vivid explanation to our fundamental question, as the first inquiry aims to dive deeper to assess the coverage given to Balochistan on Facebook. The following are the facts that were discovered in order to answer our inquiry. To begin with, members of the government from the provincial assembly posted a total of 1022 posts. Balochistan was the subject of a considerable number of their tweets (632) and 61.8 percent of their total posts. Only 38.2 percent of the posts were general in nature. Balochistan, on the other hand, has fewer overall posts in opposition. Their total number of postings was 748. There were 457 and 291, respectively, for Balochistan and general. Similarly, for posts in general and posts about Balochistan, their percentages were 38.9% and 61.1 percent, respectively. Both factions have a different percentage of posts. In essence, the opposition had posted less Posts because their numbers in the legislature were lower, and their share of posts about Balochistan was also lower. Figure 4.1 shows the amount of posts on each theme topic as well as Balochistan-related concerns

To summarize, there were 1978 posts from all stakeholders. 1258 of the 1978 messages were about Balochistan, while 720 were about other topics, ranging from condolence messages to social programs in their respective areas on Facebook and news of various(tribal fight) that could not be politicized. Similarly, 63.6 percent of posts on Balochistan were about province and its issues, compared to 36.4 percent that were not about Balochistan and its issues.



Graph: 4.1

The provisional leadership of balochistan has largely followed suit. Since the are large in number, the number of posts is substantially high in number than the posts of opposition members in balochistan assembly. The number of posts from the provisional government members are 1022, in which 632 post are related to the matters of balochistan while the other 390 posts were general in their nature which makes it 61.8% and 38.2% respectively.

While the opposition members who are less in number in the assembly as compared to government members so the amount of their total posts are 748 in which balochistan is under discussion in 457 posts and on the other hand 291 posts are of general nature which includes all other issues. The percentage of their posts about balochistan and general issues are 61.1% and 38.9% respectively.

Apart from the members of the provisional parliament, the famous social media pages of balochistan is also under discussion. Their posts about issues of balochistan is 169 and 39 posts are of general discussion which makes the total number of posts to 208. The percentage of posts are 81.3% and 18.7% respectively.

To summarise, there were 1978 posts held by all stakeholders. 1258 of the 1978 posts were about Balochistan, while 720 were generic, Similarly, 63.6 percent of posts are about Balochistan, compared to 36.6 percent that are not about Balochistan and its issues.

Table 4

.2

Percentage of Posts by Representatives of Provincial Government

S.No	Names	Education	Health	Development	Terrorism	Smuggling	Political Violence	Others
1	Asghar Khan Ach	6.25	0	4.16	10.41	0	16.66	62.5
2	Danesh Kumar	7.40	11.11	22.22	3.70	7.40	0	48.1
3	KhaliqHazara	6.97	0	13.95	4.65	0	23.25	51.2
4	Akbar Askani	0	0	0	0	0	0	0
5	Jam Kamal Khan	15.78	5.26	26.31	0	0	26.31	26.31
6	Khalil	0	9.61	15.38	7.69	0	34.61	51.92
7	Dr. Rubaba	0	0	0	0	0	0	0
8	GohramBugti	0	0	0	0	0	0	0
9	Naeem Bazai	0	5	37.5	0	0	15	42.5
10	Quddus Bezinjo	0	8.69	39.15	0	0	4.34	47.82
11	Mohammad Jamali	0	12.5	33.33	0	0	16.66	37.5
12	Mitha Khan	2.94	11.76	44.11	5.88	0	5.88	29.41
13	Mohammad Arif	0	0	0	0	0	0	0
14	Shahina Kakar	6.66	0	26.66	3.33	0	6.66	56.6
15	Tariq Magsi	0	0	0	0	0	100	0
16	Noor Dummar	5.55	5.55	22.22	9.25	0	12.96	44.44
17	Qadir Nayel	15.38	20.51	20.51	5.12	0	2.56	35.89
18	Saleem Ahmed	0	0	0	0	0	0	0

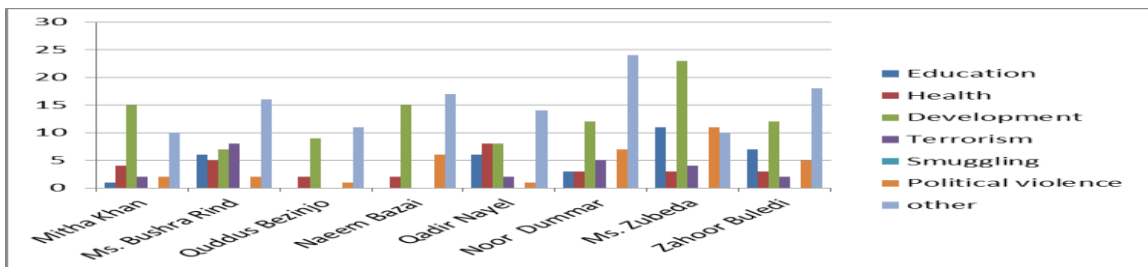
19	Abdul Rasheed	3.37	10.71	16.07	0	0	30.35	39.28
20	Ms. Bushra Rind	13.63	11.36	13.90	18.18	0	4.34	36.36
21	Mahjabeen Sheeran	0	0	0	0	0	100	0
22	Muhammed Khan Lari	0	0	0	0	0	0	0
23	Zai Langa	0	0	0	0	0	0	0
24	Zahoor Buledi	14.89	6.38	23.33	4.23	0	10.63	38.29
25	Masood Ali Khan	0	0	43.43	0	0	27.27	27.27
26	Mr. Aschullah Baloch	0	0	0	0	0	0	0
27	Ms. Zubeda	17.74	4.83	37.09	6.43	0	17.74	16.12
28	Samina Mumtaz Zehri	0	0	10	0	0	70	20
29	Rohman Khetran	0	0	19.04	9.52	0	61.90	47.61
30	Sardar Babar Khan Musakhel	0	0	19.04	9.52	0	38.09	33.33
31	Yar Mohammad Rind	0	9.67	9.67	19.35	0	32.25	29.03
32	Sarfraz Bugti	0	0	0	0	0	0	0
33	Ms. Laila Bibi	0	0	43.43	0	0	36.36	18.18
34	Mubeen Khan Khilji	0	3.26	28.94	2.63	0	36.84	26.31
35	Zamarak Khan	1.72	3.17	6.89	3.62	3.44	20.68	53.44
36	Ms. Mastoorha	0	0	0	0	0	0	0
37	Sardar Sarfraz Chakar Domki	0	3.66	0	9.43	0	47.16	3.73
38	Sardar Muhammad Saleh Bhootani	2.04	8.16	22.44	0	0	36.73	28.57
39	Mir Naseebullah Khan	0	0	22.22	0	0	33.33	44.44
40	Mir Naimatullah Khan Zehri	0	0	0	0	0	0	0
41	Muhammad Khan <u>Toor</u> <u>Utmanikhail</u>	21.21	6.06	27.27	3.03	0	24.24	18.18
	Total	60.41	68.62	65.08	34.71	37.1	50.45	42.73

In a previous study, the researcher merged the posts with opposition members and Treasury's attitudes regarding certain themes. They had previously discussed their numbers in general. Discuss the percentages of their posts on those themes in the following paragraph. Since the researcher previously said that the opposition emphasized the government's failure while the government emphasized its success, the tendency is reflected in the percentage of their posts. The success of ministers and allies was mirrored in a higher percentage of posts. In contrast, a greater proportion of posts from the opposition emphasized the government's failure. To give an example, Mitha Khan, a member of the government and one of the forty-one members of their coalition, reserved a portion of his 44.11 percent posts to emphasize the achievement of their large multi, although his proportion to mention

terrorism and political violence is minimal. Similarly, the Chief Minister of Balochistan talked mega-projects, with his share of 39.15 percent, as compared to his 0% to discuss smuggling-related matters, which is a major problem in the province.

Graph: 4.2

To further understand our study question, the data has been transformed into graphics. According to the survey, most government officials stressed the success of the government, with little or no reference of its inefficiency



on Facebook. This was done in order to avoid any perceptions of failure, which could prevent it from receiving votes in the future elections. The green bar on the graph that symbolizes mega-projects is usually higher than the other bars, demonstrating their tenacity and importance.

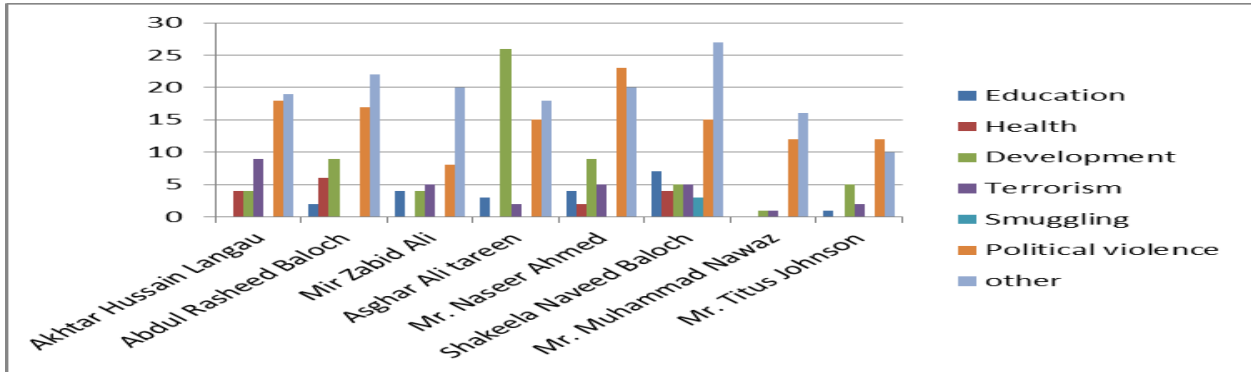
Table 4.4

Percentage of Posts by representatives of Provincial Opposition

S.No	Names	Educati on	Hea lth	Develop me nt	Terrori sm	Smug gling	Politi cal Viole nce	Oth ers
1	Asghar Ali Tareen	4.68	0	40.62	3.12	0	23.43	28.12
2	Mr. Muhammad Nawaz	0	0	3.33	3.33	0	40	53.33
3	Wahid Siddiqui	2.70	8.10	18.91	0	0	10.81	59.45
4	Malik Sikandar	0	3.44	41.37	0	0	6.89	48.27
5	Muhammad Akbar	0	12.5	16	2.5	0	22.5	47.5
6	Maulana Noorullah	12.5	6.25	15.5	0	0	25	43.75
7	Zabid Ali	9.75	0	9.75	12.19	0	19.51	48.78
8	Nasurullah Khan	14.28	10.71	17.85	5.35	0	12.5	39.28
9	Ahmed Nawaz	0	0	0	0	0	0	0
10	Zeenat Shahwani	0	0	0	0	0	60	40
11	Azizullah Agha	5	5	17.5	17.5	0	30	25
12	Sanauallah Baloch	17.14	0	25.71	2.85	0	17.14	37.14
13	Mr. Naseer Ahmed	6.34	3.17	14.28	7.93	0	36.50	31.74
14	Sardar Sanauallah Zehri	0	2.10	5.26	5.16	0	50.52	36.84
15	Mir Hammal	0	0	0	0	0	0	0
16	Ms. Bano	0	0	0	0	0	0	0
18	Mr. Muhammad Rahim	0	0	0	0	0	0	0
19	Aslam Khan Raisani	0	0	0	0	0	0	0
20	Shakeela Naveed Baloch	10.60	6.06	7.57	7.57	4.54	22.72	40.90
21	Mr. Titus Johnson	3.33	0	16.66	6.66	0	40	33.33
22	Mr. Sham Lal	0	3.92	19.60	3.92	0	39.21	33.33
Total		39.58	31.37	34.91	45.28	42.85	49.54	42.73

Members of the opposition, in contrast to the administration, adopted a variety of trends, with the percentage of their total Facebook posts varying dramatically. To put it in context, their overall percentage of Facebook posts and figures were lower than the government's. Because 5 out of the 22 members don't use Facebook at all. Rest of the 17 people use Facebook in major ways. To highlight the distinction, we'll use two members as case studies: SanaUllah Zehri of the PPP and Muhammad Nawaz Khan of the JUI. Because they are both members of the opposition, a large percentage of their anti-government Facebook posts match their opposition to government assertions. The percentage of time they mention and discuss megaprojects is almost zero, whereas the percentage of time they mention terrorism, smuggling, and political violence is substantially higher. Muhammad Nawaz has

a 3.33 and 40 percent chance of discussing these subjects, respectively. The majority of Sanaullah Zehri's posts have also been noteworthy. He has assigned terrorism's afflictions, the government's failure to combat it, and the threat of political violence a share of 5.16 and 50.52 percent, respectively.



Graph 4.3

This graph (4.3), in contrast to the previous one, is based on statistics from the opposition's facebook posts. In this graph, the bars that were the tallest in the previous graph are barely discernible. To explain, in the entire graph, the green denoting large projects is less. The themes that the opposition chooses to discuss, on the other hand, are quite different. Because dissent was the only realistic option for opposition to set an agenda that differed from the government's, they chose and debated themes that could undermine the administration and expose its policy shortcomings.

Table 4.5 Posts of Balochistan by Social Media pages

This table 4.5 demonstrate the issues taken up by the famous social media pages of balochistan which usually keeps a close eye on the major issues. Those issues are discussed as follow in the table.

S.NO	Names	Number of Posts	Education	Health	development	Terrorism	Smuggling	corruption	Others
1	<u>Choti chiria</u>	82	5	11	5	1	2	43	15
2	<u>Badi Chiria</u>	78	13	8	10	25	2	5	15
3	<u>Awami News</u>	48	4	9	2	7	2	16	9
	Total	208	22	28	17	33	6	64	39

The social media pages or activist who keeps a close eye on the situation of Balochistan or monitors the performance of the government. The mainly discusses the major issues, for example Terrorism, Smuggling and corruption these are basically the core issues of Balochistan and the activist or social media pages do posts on such issues on Facebook.

For the research we have taken three Facebook pages and we analyzed their timeline in order to find how much have they posted about the issues mentioned above. The social media pages include choti chiria, badi chiria, and the awami news. These pages posted on various issues including Terrorism and Corruption etc.

Discussion:

The ratio of these issues i.e. Terrorism, Smuggling and Corruption on the timeline of choti chiria is 1.13%, 2.27%, and 52.93% respectively. Similarly on other two pages such as Badi chiria and Awami news the ratio is higher in corruption followed by Terrorism. 32.50%, 2.56%, and 6.41% are the ratios of Terrorism, Smuggling and Corruption respectively whereas the ratio of these issues are 14.58%, 4.16% and 33.33% respectively. These ratios show that there are loopholes in the performance of Govt in the province and these also show the coverage of the issues on social media where corruption and terrorism are core issues. These ratios show us the coverage level on Facebook by these esteemed social media pages.

The primary purpose of this research is to look at how provincial politicians' Facebook accounts and pages address Balochistan issues in their posts. The study also looked at the content of other posts made by leading politicians. The previous chapter presented and examined the research findings based on four months of data from January 1st to April 30th. These studies of issues that emerged in the posts of Balochistan's leading politicians, the overall number of politicians, and well-known Facebook pages. To determine the nature and scope of their posts, these studies are enlarged by dividing the topics into six major categories: education, Health, smuggling, development, terrorism, and political violence. Academic scholar ships, school, colleges, policy making, universities building, children out of school, and education crisis are the seven subcategories within the education category. The development category has been further divided into 7 sub-categories: road construction, federally announced development packages, Gwadar development, CPEC, economic growth, Transportation

system and quality of life improvement. The health category has been further divided into eight subcategories, each of which is identified with the phrase "designed to support possible health care aims." Policies can target individuals, physicians, the pharmaceutical business, and health-care institutions. The tobacco pandemic, the circulation of the Coved vaccination, and guidelines aimed at promoting equal access to health care are just a few examples. Other issues include a lack of understanding The following are the facts that were discovered in order to answer our inquiry. To begin with, members of government from the provincial assembly posted a total of 1022 posts. Balochistan was the subject of a considerable number of their posts (632) or 61.8 percent of their total posts. Only 38.2 percent of the posts were general in nature. on the other hand, the total number of opposition Their total number of postings was 748. There were 457 and 291, respectively, for Balochistan and general. Similarly, their ratios for general and Balochistan- related posts were 38.9% and 61.1 percent, respectively. The proportions of posts

posted by each faction differ. In fact, the opposition had posted less post because their numbers in the legislature were lower, and their share of posts about Balochistan was also lower. In light of the study's research questions, the collected data is analyzed. Because the government had a majority in the assembly, the aggregate results of all posts reveal that it had the most Facebook users, and it promoted its achievements while ignoring its incompetence. The ministers, included the chief minister, who spent most of his time posting about these issues, hailed victory since they were able to carry out their plans to start and finish projects. They did not, however, bring up any points that may make them appear inept. The number of instances involving government mismanagement, terrorism, political violence, smuggling, has increased. These events demonstrate that the government pretends to accomplish more than it actually does.

On the other hand, the opposition's opposition to official assertions is bolstered by a large percentage of their anti-government posts. The number of people who mention and discuss megaprojects is

nearly zero, whereas the percentage of people who mention terrorism, smuggling, and political violence is substantially higher. Sanaullah zehri has a percentage of 5.16, 0 and 50.52 to discuss these concerns, respectively. Muhammad Nawaz's posts have also gotten a lot of attention. He has given terrorism and political violence a 3.33 and 40 percent share of the vote, respectively. Furthermore, our examination of politicians' Facebook usage builds on previous research into the platform's function in defining agendas and framing issues. Our findings back up previous research that claimed to be able to assess the influence of Facebook in agenda formation. We discovered that politicians frequently use selective content shared on their Facebook names to frame issues. To clarify, the researcher discovered that both the opposition and the administration disagreed on every unit of analysis. Their disagreements were more about politics than facts. Both groups had different content for their respective audiences. Some people believed the administration's claims of victory, while others questioned them and

declared the government incompetent.

Furthermore, new findings add to prior studies on Facebook and its popularity. Because social media is neither regulated nor censored, several political figures have exploited it to spread their messages. Despite the fact that some of such statements defamed and deceived others, they also weren't prohibited by law or morality. Politicians exploited Twitter to gain unrestricted access to their constituents. Traditional media has been downgraded; social media, on the other hand, has not. Politicians and political strategists used Facebook to discuss freely, according to Stier and Strohmaier (2018)'s research. This free flow of information and open debate made it simpler for politicians to maintain their discussion agendas under discussion. Audiences believed what they had stated as a result of frequent discussions on similar themes and messages. Balochistan's politicians used Facebook in a similar way to increase their reach. Strategies for enhancing their access were also successful. As a result, individuals were split on issues; some believed

the government's statements, while others did not. Assent and disapproval were both the outcome of politicians' polarized views shared on Facebook. Politicians all across the world utilize it to promote their objectives and frame topics that they agree on. The study came to the following conclusion based on the aforementioned discussions:

Conclusion:

To summarize, with the exception of a few political figures, the social media activist has consistently highlighted the province's problems. They slammed the government as well as the opposition. Whereas the former was chastised for failing to govern effectively, the latter was chastised for its inept role in agitating and steering government to address issues that affected ordinary people. All of the data was gathered and examined in order to arrive at a simple reality. Except for a few notables, all politicians in power (government) and members of the opposition framed Balochistan's problems through a partisan lens. Instead of admitting that it had mostly failed the people of

Balochistan, the administration boasted about its pretended success. If the government claims to have started or completed initiatives, it isn't entirely inaccurate.

However, the government has yet to answer the question of whether those programs are effective in resolving people's problems and dissatisfactions. Similarly, rather than attacking the government by proposing alternatives, the opposition should have stood by its side, guided it, and assisted it in resolving people's problems. The opposition, on the other hand, opted for traditional, factional politics.

Statistics are not deceiving. Members of the government defended all they did, as evidenced by our research, without admitting culpability for what they couldn't do. The main reason for discussing development was to brag about the government's achievements. However, the majority of the projects for which the provincial government claimed credit were part of CPEC, which is a national project. Similarly, the political leadership at the center boasted about its ability to launch initiatives without recognizing that

the programs were sluggish and of poor quality. Rather, as the researcher previously stated, it took credit for its partial success in order to increase its electoral weight.

The opposition, on the other hand, slammed the government. It, on the other hand, failed to play a constructive role in assisting the government in resolving people's problems. Members of the opposition were either compromised by their covert support for the administration at times, or they engaged in divisive politics and formed competing agendas. There are numerous situations where it can collaborate with the Treasury Department to develop strategies for common problems. Violence and terrorism, for example, have an impact on every area of the province. There are numerous situations where it can collaborate with the Treasury Department to develop strategies for common problems. Violence and terrorism, for example, have an impact on every area of the province.

Both camps played politics, as our research revealed, with the agenda at the core of their politics. Whereas political leaders and political

figures use social media to create debates and talk about issues of mutual interest regardless of their differences all over the world, politicians in Balochistan use it to create division, further divide already divided society in the province into factions, and feed them their agendas, which do not represent genuine issues faced by people of Balochistan. Balochistan is entangled in a slew of problems. These concerns in Balochistan can be alleviated if parties from all walks of life, including the government and opposition, acknowledge the problems in the province, devise plans, and work together to tackle them.

Opposition's topics, on the other hand, are quite different. Because dissent was the only realistic option for opposition to set an agenda that differed from the government's, they chose and addressed themes that might be used to undermine the government and expose its policy shortcomings. Furthermore, opposition parties frequently choose to focus on problems in education, political violence, and terrorism over other topics. Blue and brown bars, which indicate education and political violence, are, unsurprisingly,

higher than others. To summarize, the opposition chose diverse issues because it knew that taking a different approach would help it develop a different agenda.

In order to complete our study in a timely basis, the researcher only looked at posts on Facebook. However, in order to widen the scope of our study, we also included posts from other social networking networks (Facebook pages). I suggest for future study on similar themes use different forms of social interaction in order to uncover these trends. This will undoubtedly aid in the diversification of findings.

Only a few members of assemblies were discovered to be using facebook to communicate with the general public, according to the study. With the exception of a handful from the Treasury and opposition, many of them did not use any platform. In the digital sphere, no international leader has avoided using social media. It is a source of communication for them, allowing them to freely express themselves, spread information, and raise public

awareness. For some, it has become a source of engagement, while for others, it has become a weapon for promoting populist objectives. As a result, the number of people using social media platforms in assembly should rise, and there are many more difficulties in Balochistan, according to the researcher, who suggested that further research be conducted to identify those issues using the social media platform.

Any extensive studies into social media trends, in my opinion, should also reveal a lack of unanimity and a focus on personalities in the provisional legislature. This will allow us to connect the links and have a better understanding of provisional politics and their impact on local politics

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