

# INSIDE THE MISINFORMATION AND DISINFORMATION WAR BETWEEN NDA AND PAKISTAN





## CS⊛H

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The Center for the Study of Organized Hate (CSOH) is a nonprofit, nonpartisan think tank based in Washington, D.C. CSOH is strongly driven by its mission to advance research and inform policies that combat hate, violence, extremism, radicalism, and disinformation.

Our research, strategic partnerships, and community engagement programs are guided by the vision of a more inclusive and resilient society against all forms of hate and extremism.

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TABLE OF CONTENTS	
1. INTRODUCTION	1
2. KEY FINDINGS	3
3. METHODOLOGY	4
4. MISINFORMATION AND DISINFORMATION FROM INDIA	5
5. MISINFORMATION AND DISINFORMATION FROM PAKISTAN	29
6. CONCLUSION	41
7. ENDNOTES	43



## **1. Introduction**

n April 22, 2025, four gunmen attacked tourists<sup>1</sup> in Pahalgam, Jammu and Kashmir (J&K), killing 25 Indians and one local resident in one of the region's deadliest terror attacks in recent years. India accused Pakistan of orchestrating the attack, a claim that Pakistan denied<sup>2</sup>, escalating tensions between the two countries.

On May 7, India launched "Operation Sindoor," conducting missile strikes across multiple locations across Pakistan. The strikes resulted in at least 26 deaths, including women and children, according to Pakistan's military spokesperson<sup>3</sup>. The Indian government claimed<sup>4</sup> it had targeted nine sites "hitting terrorist infrastructure." Pakistan retaliated with cross-border strikes, claiming to have shot down Indian fighter jets<sup>5</sup>, though the numbers remain disputed. Over nearly 100 hours<sup>6</sup>, intense military hostilities, including shelling along the Line of Control (LoC) in J&K, claimed numerous lives. The death toll from the strikes remains contested, with Pakistan reporting around 30 fatalities<sup>7</sup>, while India reported 16 deaths in Jammu region<sup>8</sup>.

Parallel to the military conflict, a surge of misinformation and disinformation proliferated online that shaped public perception and heightened tensions between both the countries. False reports of military victories, doctored videos purporting to show successful airstrikes, fabricated images of destroyed infrastructure, and unfounded rumors about the deaths or arrests of high-profile military and political figures proliferated across social media platforms, including X (formerly Twitter), Facebook, Instagram, and YouTube.

The Indian government's Press Information Bureau (PIB) claimed to have countered<sup>9</sup> at least seven major instances of misinformation, including altered images, recycled footage, and false attributions. Fact-checking agencies and independent researchers observed that disinformation exploited emotionally charged content in order to drive engagement, escalate nationalist sentiment and manufacture support for an all out war. Analysis by the Indian news outlet The News Minute, in collaboration with Alt News<sup>10</sup> fact-checker Mohammed Zubair, highlights that disinformation was strategically timed<sup>11</sup> to intensify tensions, legitimize retaliatory military actions, and compel both governments to adopt increasingly belligerent stances. The online disinformation ecosystem fed into real-world escalation, shaping public opinion and diplomatic narratives.

The weaponization of misinformation and disinformation during this conflict is not an isolated phenomenon, but part of a broader global trend in hybrid warfare. A 2022 report by the Organization for Security and Co-operation in Europe (OSCE) Parliamentary Assembly<sup>12</sup> highlighted similar tactics during the Russia-Ukraine conflict, where state and non-state actors systematically deployed propaganda and misinformation to polarize audiences, justify military operations, and manipulate international perceptions. The India-Pakistan conflict of May 2025 highlights the evolving role of digital platforms as battlegrounds for narrative control, where emotionally charged content is leveraged to drive engagement, escalate tensions, and shape strategic outcomes. This report offers a comprehensive analysis of the misinformation and disinformation trends that emerged after the conflict between India and Pakistan began on May 7.

## 2. Key Findings

- Coordinated misinformation and disinformation campaigns were evident on both sides, with Indian pro-government influencers openly framing it as "electronic warfare."
- Indian mainstream media outlets played a significant role in amplifying false claims, with major channels broadcasting unverified information as "breaking news," lending credibility to fabricated stories.
- Video game footage was weaponized as "evidence" of military victories, particularly in the context of airstrikes and military engagements. Footage from pre-existing games were edited with text overlays, patriotic soundtracks, and strategic commentary to create battlefield narratives that generated millions of views.
- A large portion of misinformation came from old or unrelated visuals, such as recycled footage from unrelated conflicts or incidents. These were recontextualized to suggest ongoing military actions.
- Al generated content represented a significant evolution in misinformation tactics. Fabricated stories about Pakistani military figures supported by Algenerated visuals were widely circulated in India. Similarly, Al-generated videos and images falsely depicted Indian military losses and humiliations.
- Social media platforms served as primary vectors for cross-border information warfare. Platforms including X, Facebook, Instagram, and YouTube played a crucial role in spreading this content. Despite efforts by fact-checking organizations, a significant amount of misleading content went unchecked, amplifying its reach and impact.
- X emerged as the primary hub for both misinformation and disinformation. Of the 437 posts we examined, 179 originated from verified accounts and only 73 were flagged with Community Notes.

## 3. Methodology

o examine the dynamics of misinformation and disinformation during the India-Pakistan conflict, the Center for the Study of Organized Hate (CSOH) employed a rigorous and multifaceted methodology to identify, track, and analyze misinformation and disinformation across social media digital platforms. This approach centered on detecting prevalent misinformation trends, monitoring the dissemination of specific hashtags and keywords, and systematically collecting and evaluating posts from widely used social media ecosystems.

CSOH began by pinpointing dominant misinformation narratives and associated hashtags linked to the conflict. To establish a robust foundation, the team leveraged insights from reputable fact-checking organizations, including Alt News, BOOM Live<sup>13</sup>, AFP Fact Check<sup>14</sup>, and BBC Verify<sup>15</sup>, which specialize in tracking misleading narratives and verifying viral content. Using reports from these organizations as reference points, CSOH identified the most salient hashtags and keywords driving misinformation and disinformation in the aftermath of Operation Sindoor. These included notable terms such as #KarachiPort. #IndiaPakistanWar2025. #OperationSindoor, as well as the terms Pakistan, India, Nuclear Radiation, Asim Munir, Shahbaz Sharif, Imran Khan, Lahore, Karachi, Sialkot, Rawalpindi, Amritsar, Jammu, and Srinagar. To ensure comprehensive coverage, CSOH also incorporated Hindi and Urdu translations of these keywords, reflecting the linguistic diversity of the discourse.

We collected 1,200 posts across platforms and categorized them by whether they contained misinformation or disinformation, as well as by thematic content and dissemination patterns. These include recycled or misleading content or visuals repurposed from unrelated contexts, Al-generated images and videos, video game footage misrepresented as real combat and false claims amplified by media outlets.

## 4. Misinformation and Disinformation from India

SOH observed a marked surge in misinformation and disinformation originating from India across X, Facebook, YouTube, and Instagram since the start of the conflict between India and Pakistan. Verified Indian X users deliberately deployed coordinated disinformation as a strategic tool, framing their efforts as an "electronic warfare arm of the motherland" and a form of "information warfare" to advance India's narrative.

On May 8, Hindu nationalist influencer Abhijit Iyer-Mitra (286.7k followers on X) explicitly praised users<sup>16</sup> who spread unverified claims such as a coup in Pakistan, planes fleeing the country, a captured pilot, and attacks on Karachi and Lahore, asserting that these actions turned X users into a digital force supporting India's military objectives. Similarly, posts from accounts like Jaipur Dialogues (462.7k followers on X) and Vijay Gajera<sup>17</sup> (272k followers on X) encouraged disinformation, with the former writing<sup>18</sup> "If the news damages Pakistan — true or false — amplify it. Post it. Share it. Make it viral. Let panic spread across the border. If the news harms India — even if true — bury it. Suppress it. Disarm it before it spreads. This is not journalism. This is war. Psychological warfare matters."

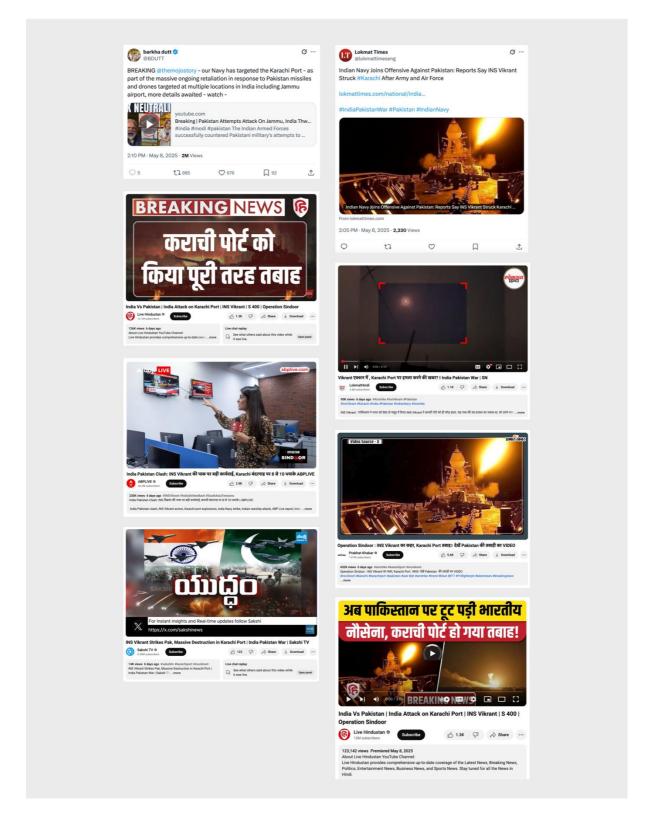
The impact of this disinformation campaign extended beyond social media, as numerous Indian journalists and mainstream Indian news channels picked up these unverified claims, amplifying their reach and lending them an impression of credibility.

### 4.1 Misinformation by Mainstream News Outlets in India

Mainstream Indian news channels played a significant role in amplifying misinformation throughout the conflict. Their position as established brands lent undue credibility to fabricated stories, which were packaged with "Breaking News" banners, militaristic graphics, and loud siren effects. In numerous instances, these outlets aired unverified claims or repackaged unrelated footage to portray Pakistani aggression or Indian military successes and then further propagated those false narratives through their social media accounts.

#### Naval Drill Framed as Attack on Karachi, Pakistan

Multiple outlets such as Prabhat Khabar, Lokmat Times, Live Hindustan, The Mojo Story and ABP News misused a 2023 naval drill image, claiming the Indian Navy had attacked Karachi Port as part of the "Operation Sindoor." Union Minister Kiren Rijiju tweeted the post.



#### False Claims of a Coup and the Takeover of Islamabad, Pakistan

News outlets, including Zee News, News Ganga, TV5, and News18 India falsely reported that Pakistani Army Chief General Asim Munir had been arrested, that a military coup had taken place in Pakistan, and that Indian forces had seized control of Islamabad.



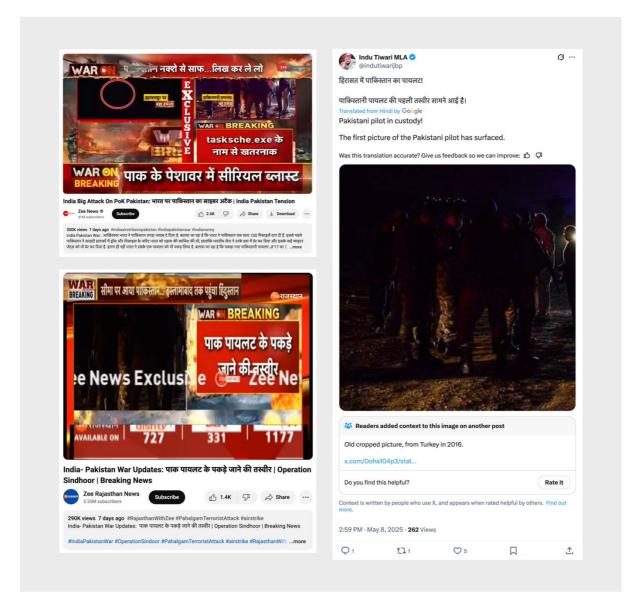
#### Gaza Footage Falsely Presented as Indian Strikes

Outlets such as Aaj Tak, Business Today and News18 Bangla, along with journalists Rubika Liyaquat and Aditya Raj Kaul, circulated visuals from the 2023 Israeli airstrikes on Gaza, falsely representing them as footage of recent Indian strikes on Pakistan.

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#### Turkish Military Footage Falsely Labeled as Capture of a Pakistani Pilot

Zee News, Zee Rajasthan, and Inkhabar circulated a video from Turkey while claiming it showed a Pakistani pilot captured by Indian forces. Bharatiya Janata Party (BJP) legislator Indu Tiwari from Panagar Jabalpur, Madhya Pradesh also posted the clip, boosting its reach.



#### Fabricated Suicide Attack in Rajouri, Jammu and Kashmir

News channels such as Aaj Tak, ABP News, News18 Rajasthan and First India News reported that "terrorists from Pakistan" had carried out a suicide bombing in Rajouri. However, Indian authorities did not confirm any such attack, and no credible source substantiated the claim.

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#### False Identification of a Civilian as a Terrorist

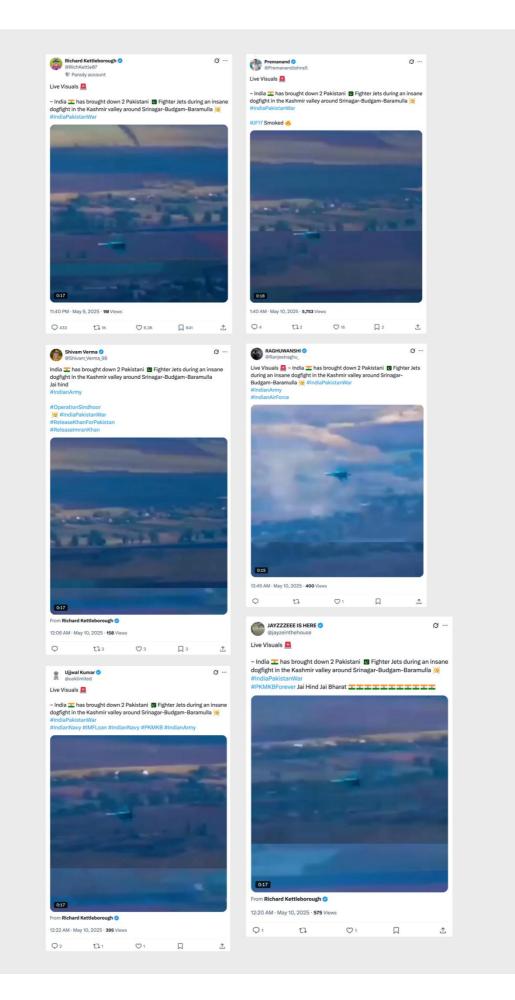
Prominent outlets, including ABP News, ABP Majha, Republic World, News18, and Zee News, falsely reported that a "terrorist" from Pakistan named Qari Mohammad Iqbal had been neutralized in Poonch district of J&K. In reality, Iqbal was a 46-year-old local resident and seminary teacher who was killed in cross-border shelling. The police in Poonch promptly dismissed<sup>19</sup> these reports as "baseless and misleading."



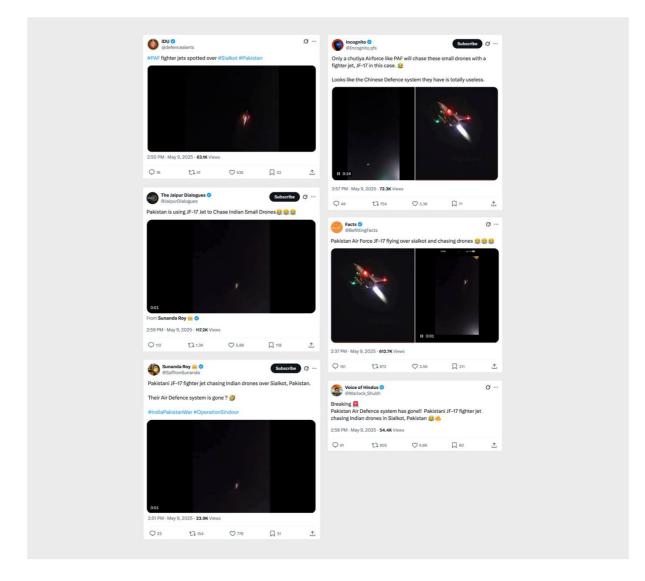
### 4.2 Repurposing of Old or Unrelated Imagery and Video Content

Across various social media platforms, recycled imagery was the most dominant technique for the spread of misinformation during the conflict. Numerous accounts used outdated or unrelated content, some as old as five years, to fabricate and substantiate claims of fresh victories or losses during the conflict.

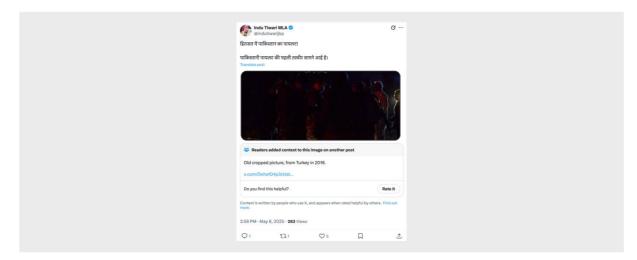
Russia-Ukraine war footage was passed off as Indian Air Force operations in Kashmir.



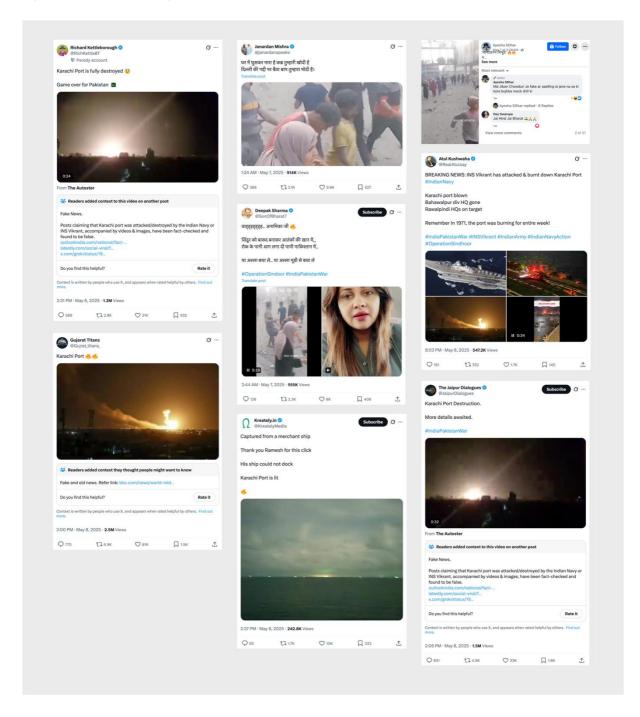
A video from April 2025, showing Pakistani Air Force aircraft in a training exercise, was recirculated with captions, "Pakistan scrambling jets to stop Indian drones over Sialkot."



BJP legislator Indu Tiwari shared a video from Turkey as evidence of a captured Pakistani pilot.



Videos depicting bombings and their aftermath in Gaza were repurposed to claim attacks on Karachi, Sialkot and other places in Pakistan. These were shared by some of the most influential Hindu nationalist X users, including The Jaipur Dialogues, Megh Updates and Kreately Media.



X user @MeghUpdates reshared Gaza bombings as triumphant visuals of India's Operation Sindoor and received over 727k views.



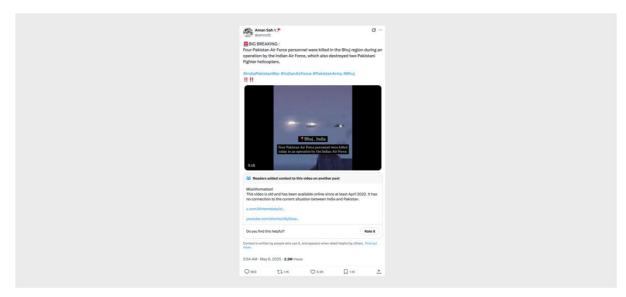
A plane crash in Philadelphia was widely circulated with the caption "INS Vikrant destroys Karachi Port," garnering thousands of shares before being flagged.

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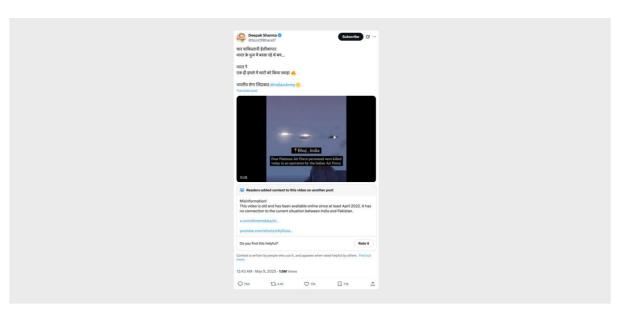
## 4.3 Video Game Footage Misrepresented as Real-world Conflict Imagery

Video game simulations were widely used to mimic real-world warfare. These clips, drawn from military simulators like ARMA or Digital Combat Simulator, were edited with text overlays, patriotic soundtracks, and commentary to fabricate realistic battlefield scenarios.

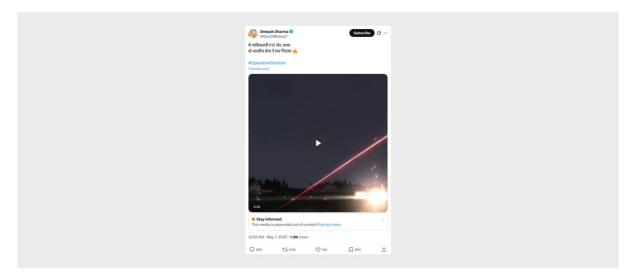
X user @amnofc shared a flight simulator clip showing Pakistani jets being shot down over Bhuj, India. The post received 2.2 million views.



X user @SonOfBharat7 (Deepak Sharma) shared multiple clips. A video depicting Indian forces destroying Pakistani drones received 1.6 million views.



Another gaming video claiming that an Indian jet downed a Pakistani JF-17 fighter aircraft received over 1.3 million views.



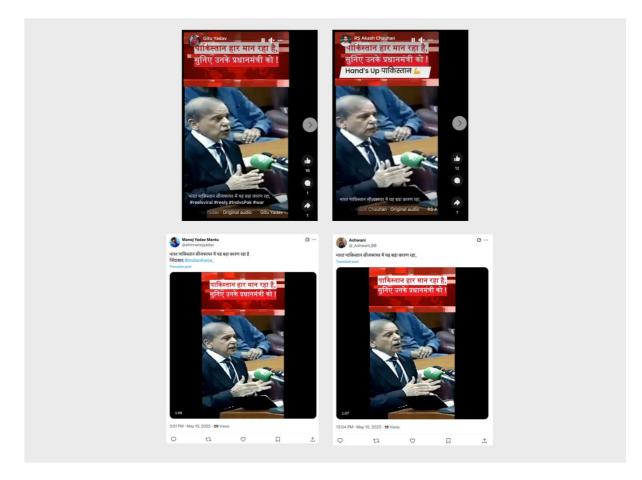
We also found multiple other posts where game-engine footage was repackaged as evidence of real military operations.

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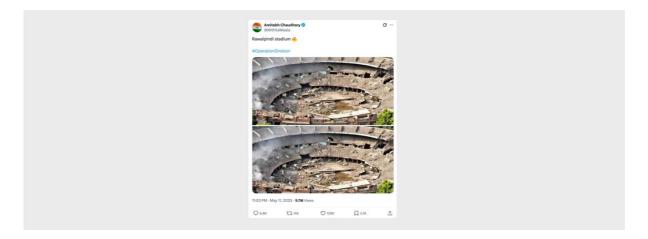
### 4.4 Use of Al-Generated Content

Multiple posts employed Al-generated imagery and video to depict entirely fabricated events. Unlike old videos or gaming clips, these were freshly created synthetic visuals, with no historical source.

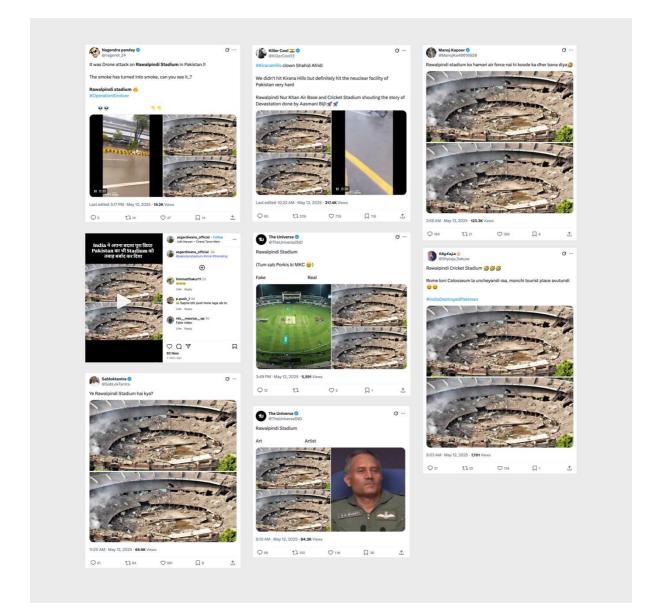
One video showed Pakistan's Prime Minister "conceding defeat," generated using Al facial mapping and voice cloning tools. The video mimicked his speech style and background.



An AI-generated image purporting to show Rawalpindi Stadium in ruins after Indian strikes spread rapidly online. Shared by X user Amitabh Chaudhary, it became one of the most viral pieces of disinformation during the conflict, garnering 9.6 million views, 129k likes, and 12,700 reposts. Despite its reach, it still hasn't been flagged or contextualized with a Community Note.



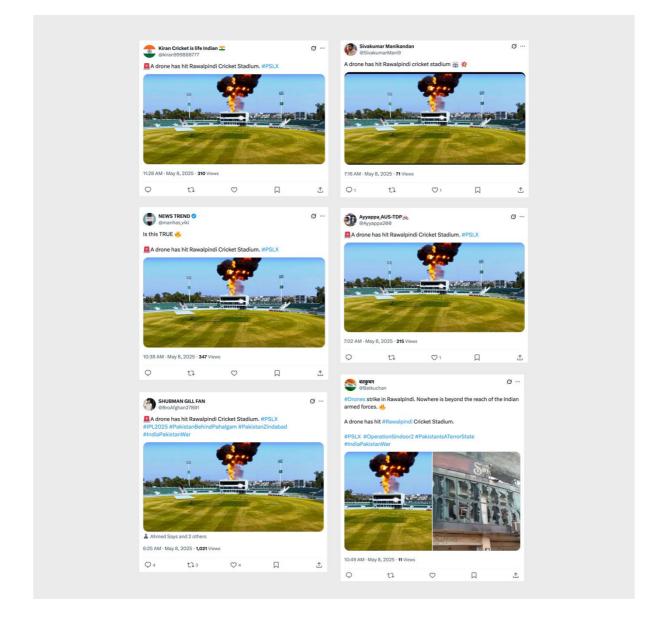
The same image was posted by several other users across multiple social media platforms.

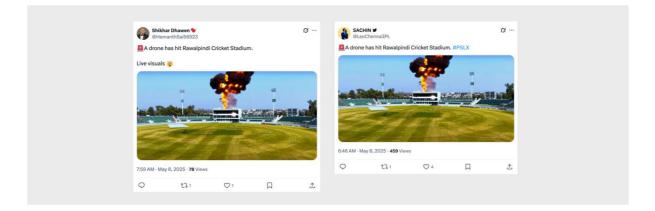


Another AI-generated image shared by X user @IPL2025Auction falsely claimed that a drone had struck Rawalpindi Stadium. The post garnered 1 million views, 18,600 likes, and 800 reposts on X, yet it remains unflagged by a Community Note.

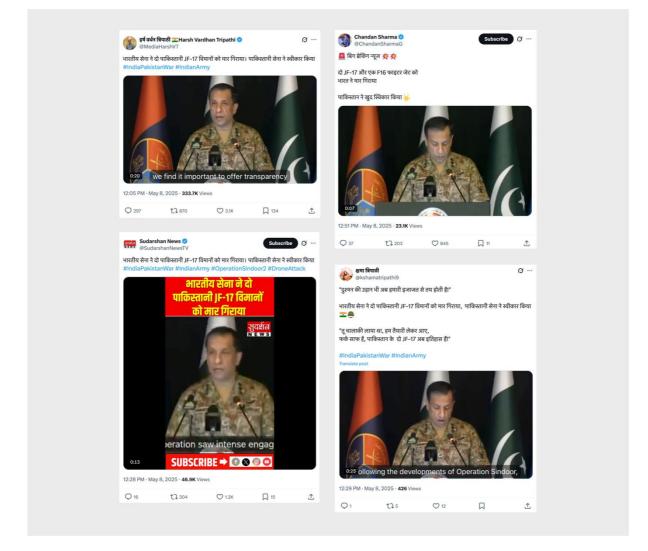


The same image was posted by several other users with the same caption.

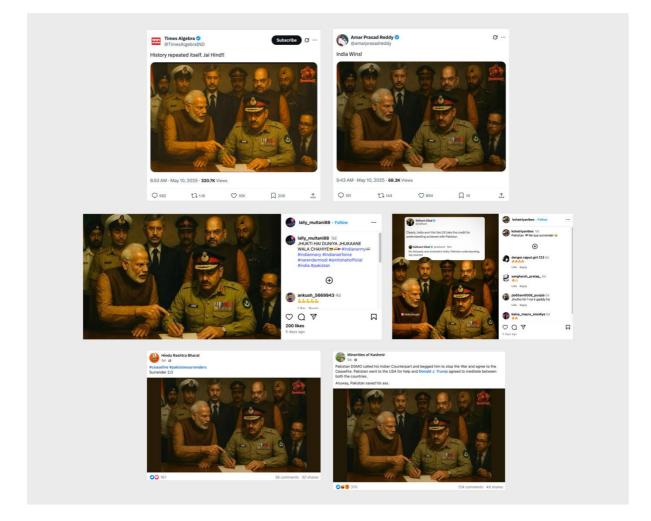




A viral Al-generated video purported to show Pakistan Army Lt. Gen. Ahmed Sharif Chaudhary admitting the loss of two JF-17 fighters in combat. The clip was shared by journalist Harsh Vardhan Tripathi, Sudarshan News, and Hindu nationalist influencer Chandan Sharma, among others, despite being entirely fabricated.



Several X accounts shared a fabricated AI-generated image depicting India's Prime Minister Narendra Modi directing Pakistan Army Chief General Asim Munir to sign the ceasefire agreement.



Another video, posted by X user @jawharsircar, falsely claimed that President Donald Trump had issued a statement supporting a ceasefire because of Indian military success. This video used AI-generated narration and a simulated backdrop to appear legitimate.

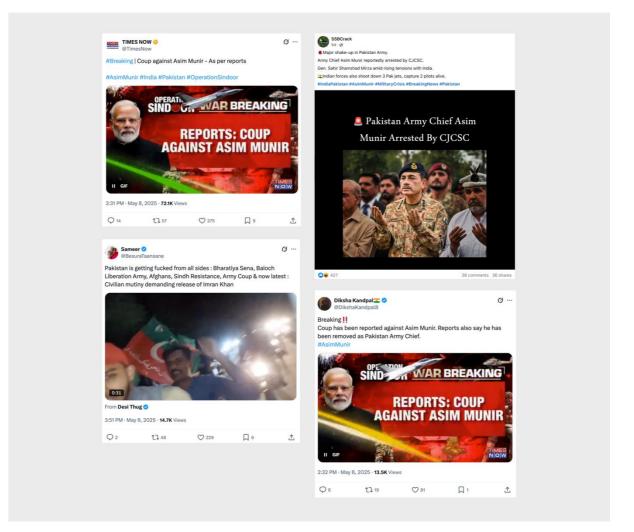


## 4.5 False Claims Targeting Pakistani Political and Military Leaders

This category covers targeted misinformation and disinformation campaigns against Pakistan's senior political and military leadership, employing digital forgeries and coordinated messaging. False reports of General Asim Munir's arrest spread widely on social media, with multiple accounts sharing doctored news tickers and manipulated video clips claiming he had been detained in a military coup.

#### **Coup in Pakistan**

Multiple X accounts, including verified media handles such as Times Now and influencers, circulated unverified claims alleging a military coup in Pakistan on May 7. Various X handles either implied or explicitly stated that Army Chief Asim Munir had been removed or that a power shift was underway.





Is Asim Munir dead? Pakistan appoints new army chief amid escalating India-Pakistan war?

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BIG BREAKING: Chief of #PakistanArmy General Asim Munir removed from his post and arrested, say reports. General Sahir Shamshad Mirza, currently chairman Joint Chiefs of Staff Committee, has led the coup. Munir is accused of leading Pakistan to doom for personal gain.

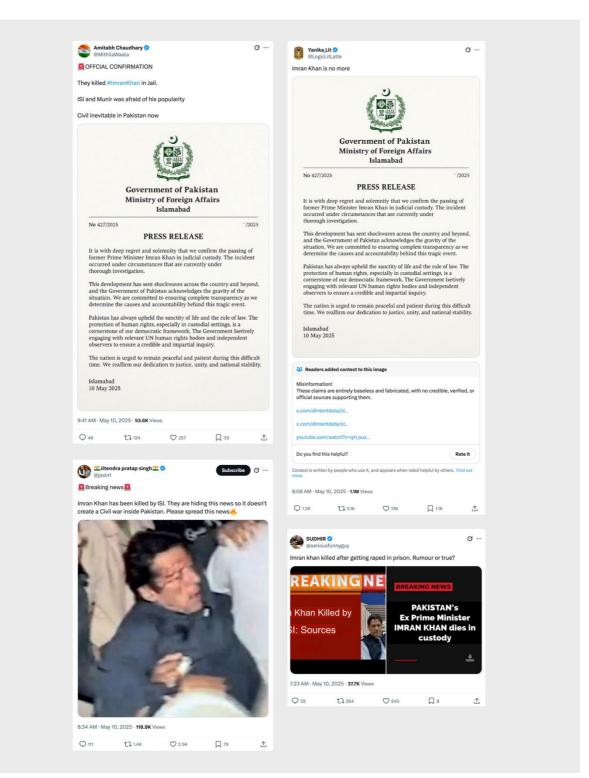




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#### **Rape and Murder of Former Prime Minister Imran Khan**

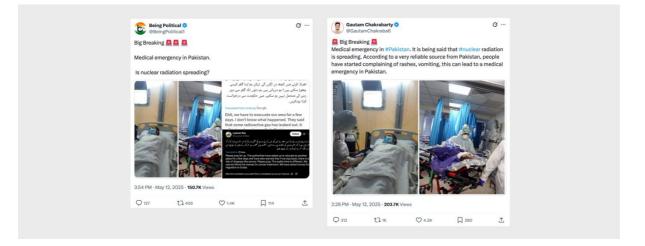
Multiple posts falsely claimed that Imran Khan had been raped and killed in custody by the Inter-Services Intelligence, Pakistan's national intelligence agency, citing a fake government press release, videos and news clips as evidence.

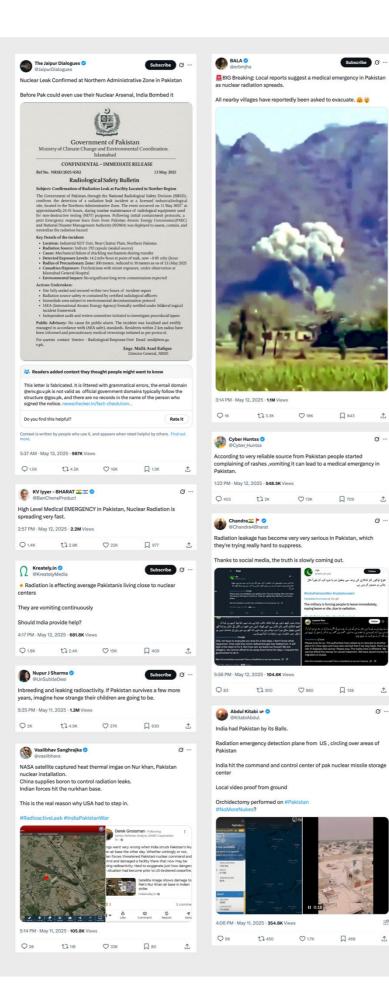


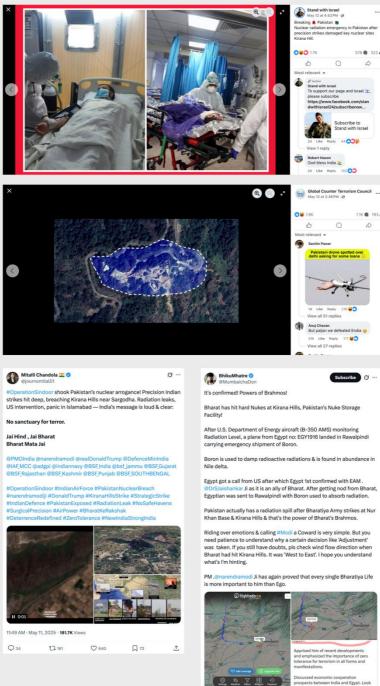


### 4.6 False Claims of Nuclear Radiation Leak in Pakistan

On the night of May 12, CSOH detected a coordinated disinformation campaign across social media alleging a medical emergency in Pakistan caused by radiation leakage. Archived photographs from the COVID-19 period showing patients in hospital settings were repurposed as recent images from Pakistan. Prominent X accounts such as Kreately Media, @erbmjha, Voice of Hindus, The Jaipur Dialogues, and Cyber Hunts amplified these false claims. The Jaipur Dialogues even circulated a fabricated government letter purporting to confirm the radiation leak. A keyword search for "medical emergency in Pakistan" revealed that all of these accounts published near-identical posts at around midnight, indicating a synchronized effort to propagate the narrative.







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Inside the Misinformation and Disinformation War

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## 5. Misinformation and Disinformation from Pakistan

M isinformation and disinformation originating from Pakistan were characterized by extensive use of digital manipulation tools, recycled visuals, and coordinated narratives across platforms. Al-generated media and video-game simulations stood out for their technical sophistication and persuasive impact.

Notably, during this period, the Government of Pakistan lifted its months-long ban on X. According to both Indian and Pakistani media outlets, the move was made explicitly to facilitate a coordinated narrative campaign in response to the ongoing conflict. India Today<sup>20</sup> reported that the ban was lifted to "amplify propaganda" efforts, while Samaa<sup>21</sup> described it as part of a broader strategy to "counter India's narrative."

### 5.1 Misinformation by Mainstream Media Outlets in Pakistan

Pakistani media platforms and journalists actively contributed to the spread of misinformation by amplifying unverified and fabricated claims. Outlets such as Samaa TV, GNN News, Dunya News, and Pakistan Today published sensational reports. These stories lacked independent verification and were often accompanied by misleading visuals, including reused footage or unrelated content presented as real-time evidence and were widely shared by social media users, amplifying its reach.

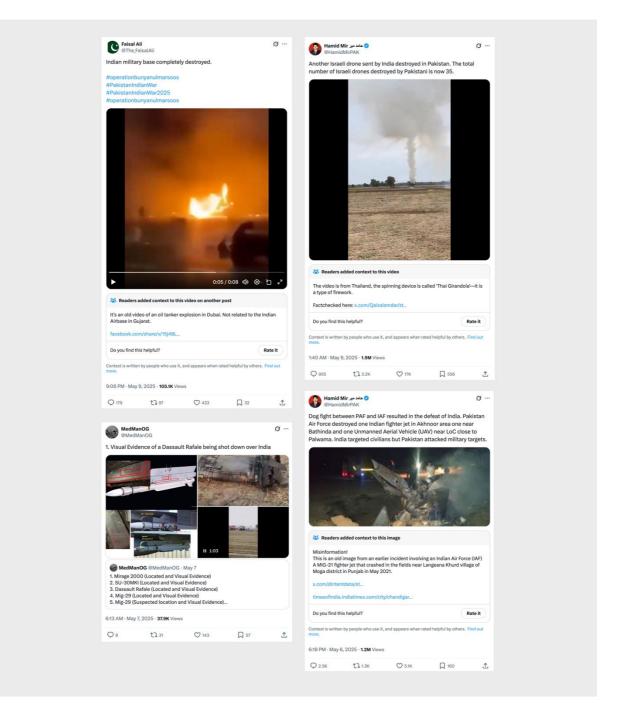


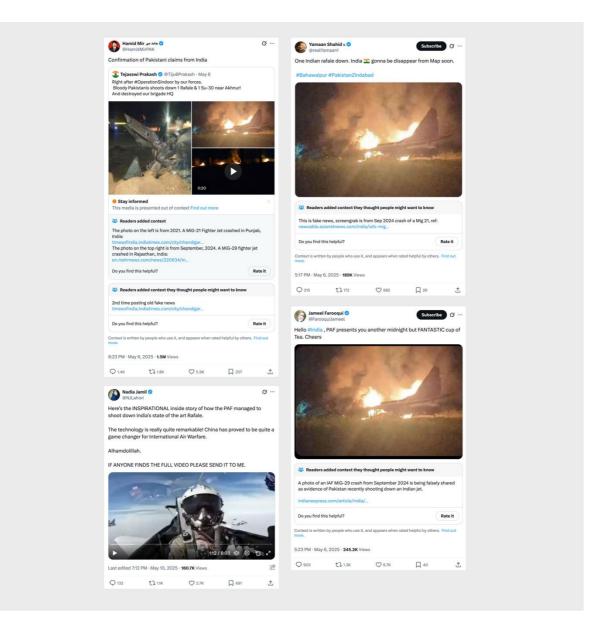


### 5.2 Repurposing of Old or Unrelated Imagery and Video Content

Recycled footage was the most prevalent form of misinformation. Users repurposed outdated videos from various regions, presenting them as breaking news from the conflict and pairing them with dramatic captions that appealed to nationalist sentiments.

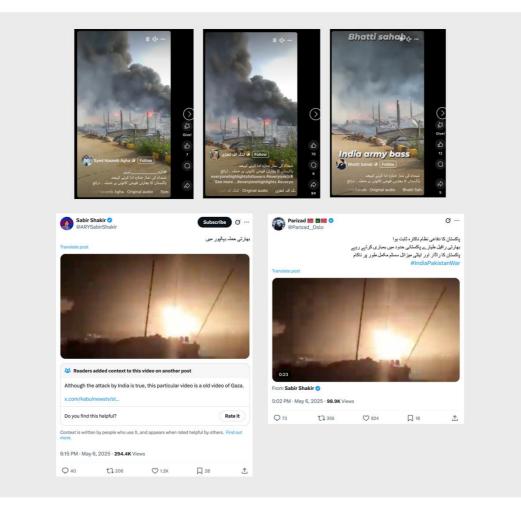
Multiple posts used archived footage from previous aircraft mishaps and tagged it as recent action in Gujarat, Bhatinda or other border states, attributing these to Pakistan Air Force operations.



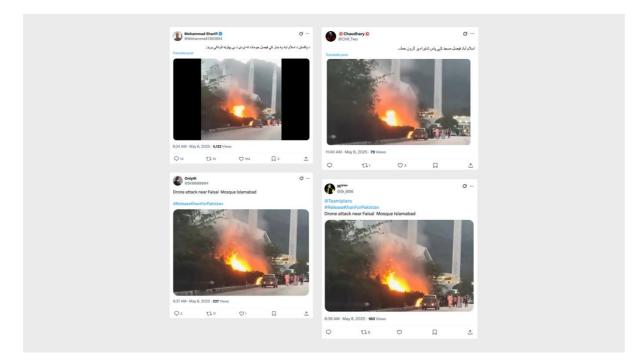


Further attempts at misinformation involved repurposing an old video from Indonesia to depict a Pakistani attack on an Indian Army base. These unrelated clips circulated across Facebook and X with identical or nearly identical captions, deliberately misrepresenting the context.

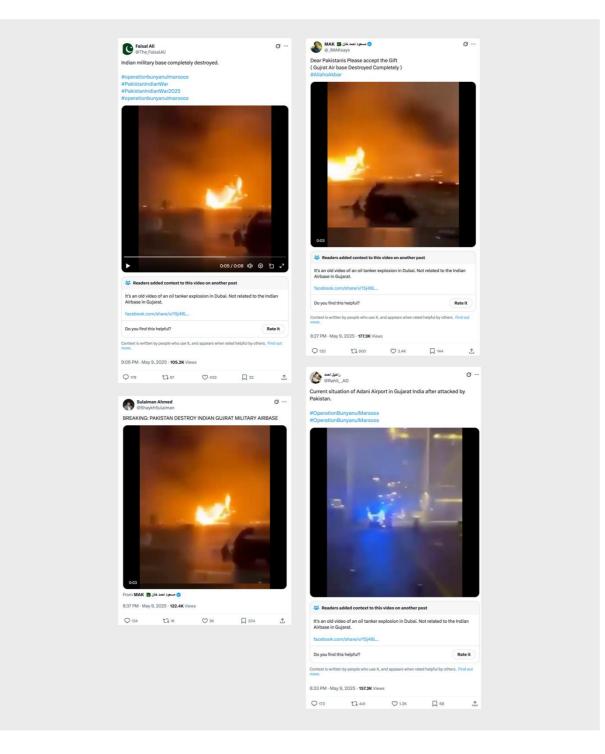




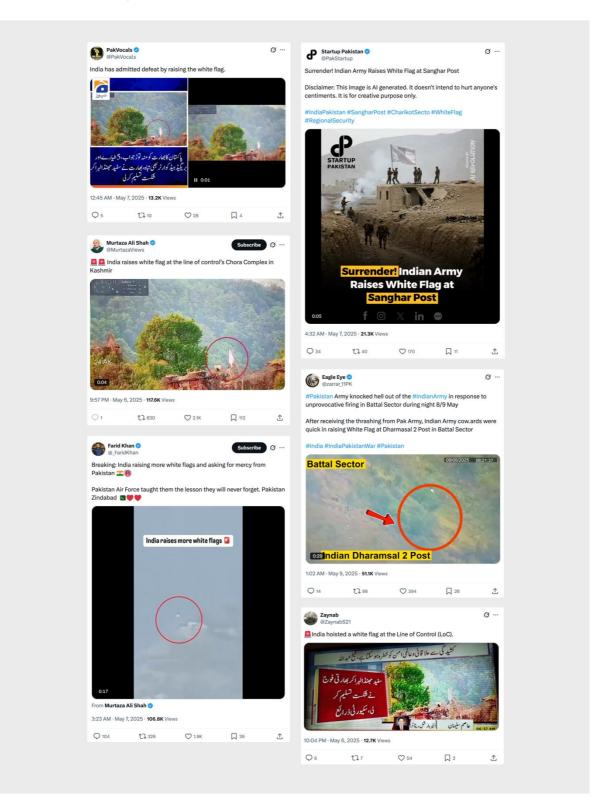
A fire at Islamabad's Shah Faisal Mosque, an unrelated incident, was reframed as the result of an Indian drone strike. Several coordinated posts repeated this claim across different accounts.



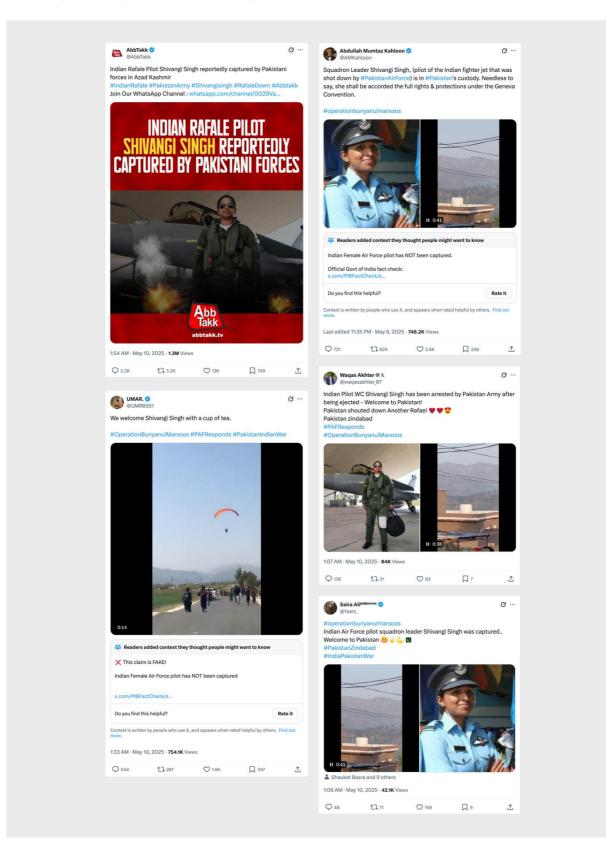
Several posts circulated an outdated video of an oil tanker explosion in Dubai, falsely presenting it as evidence of strikes on Indian military bases.

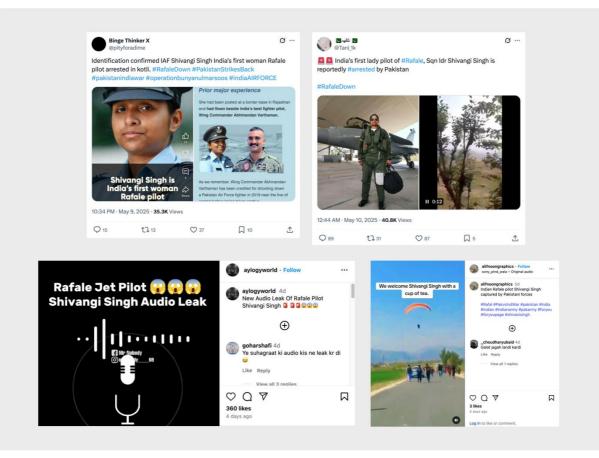


A coordinated misinformation campaign on X amplified a baseless claim that the Indian Army had raised a white flag in the Chumar sector to signify surrender. Despite no credible evidence, this specific "white flag" narrative was widely circulated. Multiple users shared the same message with minimal variation, indicating an orchestrated attempt to reinforce the false claim.



Alongside the white-flag narrative, another false claim emerged alleging that, after her fighter jet crashed and she ejected, Indian Squadron Leader Shivangi Singh had been captured by Pakistani security forces.



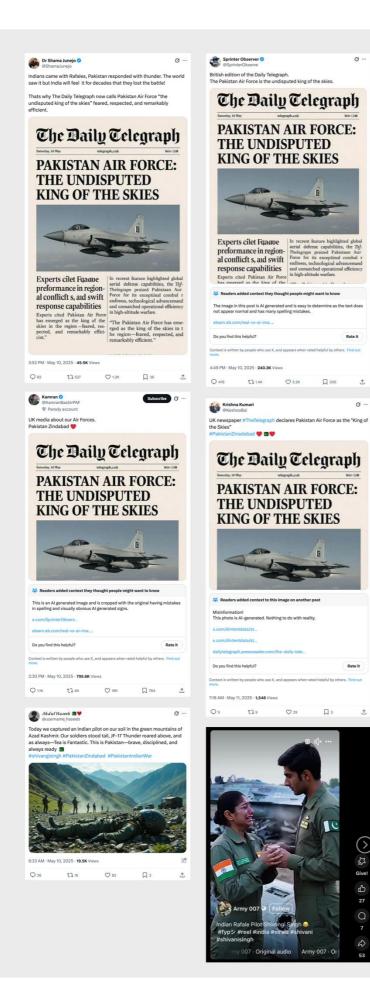


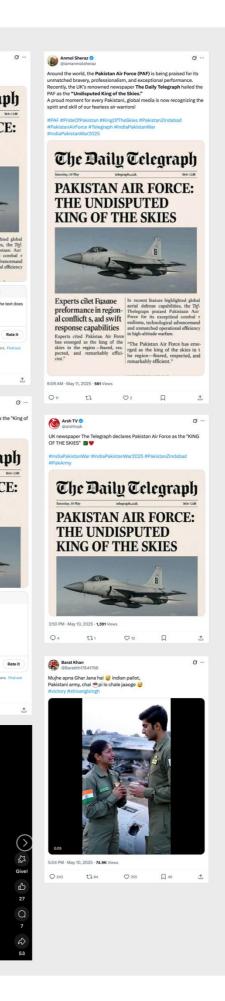
### 5.3 Use of Al-Generated Content

Al-generated images and videos were used to fabricate political and military events. One widely circulated Al-generated image falsely claimed that The Daily Telegraph had praised the Pakistan Air Force. Visually synthetic, the post garnered hundreds of thousands of impressions across various platforms.

The most sustained Al-driven campaign targeted Indian Squadron Leader Shivangi Singh. Multiple accounts shared Al-generated visuals and videos purporting to show her in Pakistani custody.

In addition, a fabricated video surfaced on Facebook depicting Indian military personnel, including women, surrendering to Pakistani soldiers. This synthetic footage was crafted to simulate a triumphant Pakistani operation.



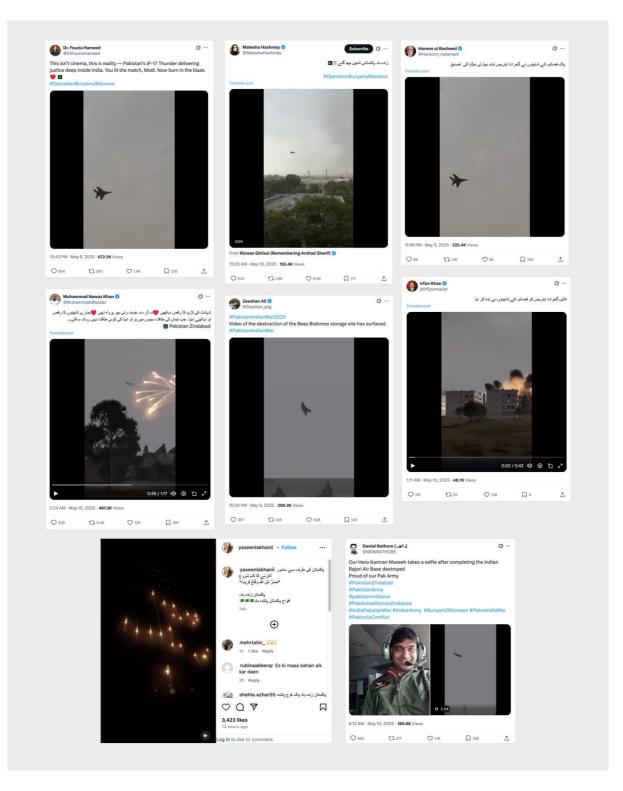


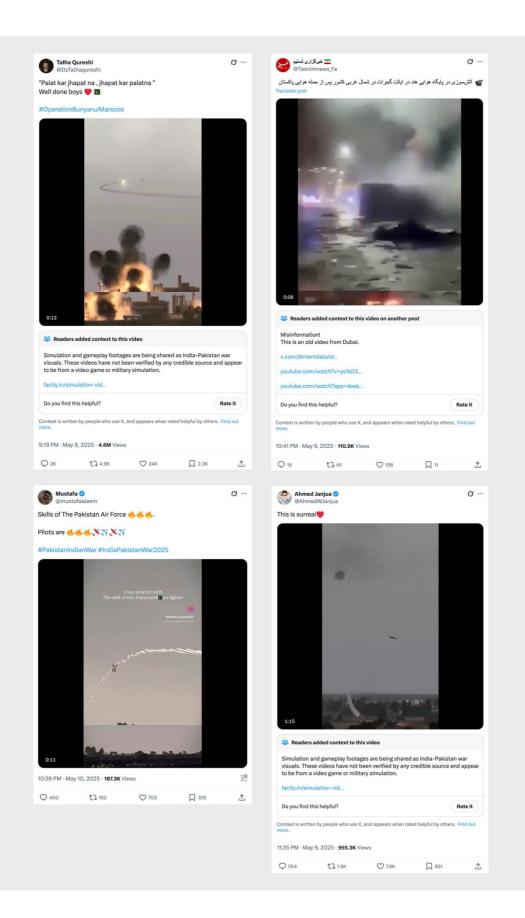
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### 5.4 Use of Video Game Footage Presented as Real Conflict Visuals

Multiple accounts relied on high-fidelity game engines such as Arma 3 and War Thunder to fabricate footage of military engagements. These simulated clips, showing Pakistani JF-17 jets "delivering justice" deep into Indian airspace, mimicked real combat visuals to bolster their credibility.





## 6. Conclusion

he brief but intense escalation of conflict between India and Pakistan demonstrates the growing convergence of military and digital warfare, where misinformation and disinformation serves as a potent tool for escalating tensions, shaping public perception and strategic outcomes.

Since the launch of Operation Sindoor on May 7, both state and non-state actors in India and Pakistan exploited social media platforms to amplify false narratives, stoke fear, and shape domestic and international perceptions. Whether through doctored broadcasts on mainstream television, recycled footage masquerading as breaking news, sophisticated deep-fakes crafted with AI, or video-game simulations, disinformation campaigns capitalized on emotional triggers to reinforce nationalist sentiment and pressure decision-makers into increasingly rigid postures.

Our analysis reveals that no platform or medium was immune from the rapid dissemination of misleading content. Fact-checking interventions by organizations such as Alt News, BOOM Live, BBC Verify, AFP Factcheck and others were critical but struggled to keep pace with the sheer volume of posts and the speed of misinformation and disinformation proliferation. At the same time, emerging technologies like generative AI and high-fidelity simulation engines demonstrated their potential for real-time narrative manipulation. Even more troubling was the muted response from platform moderation systems. Despite mass circulation, very few posts were flagged or removed across different social media platforms, underscoring critical weaknesses in existing content-moderation frameworks.

X emerged as the primary hub for both misinformation and disinformation. Of the 437 posts we examined on the platform, 179 originated from verified accounts with blue checkmarks and only 73 were flagged with Community Notes.

This clearly shows that the vast majority of misinformation and disinformation went completely unannotated by Community Notes, even as verified users with blue checkmarks drove the spread. As digital platforms increasingly become battlegrounds for narrative control, the recent crisis highlights the urgent need for robust, coordinated strategies to combat disinformation, including enhanced platform accountability, advanced detection tools, building cross-border fact-checking networks and public education and awareness initiatives, in order to mitigate its role in future geopolitical conflicts and safeguard regional stability.

## 7. Endnotes

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# Understanding, Preventing, and Combating Organized Hate.

