



#JusticeForNoor

**Disinhibition, Social Concern, and the
Online Discourse of the Noor Mukadam Murder**

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The Case of Noor Mukadam

Case Summary

- Noor Mukadam, a 27-year-old woman from Pakistan, was brutally murdered by Zahir Jaffer on July 20, 2021 (Dawn News, 2021).
- This high-profile case drew widespread outrage, sparking national conversations on gender-based violence, justice system flaws, and societal inequalities (Saifi, 2021).
- Social media played a pivotal role in amplifying public discourse, with hashtags like #JusticeForNoor bringing global attention (Alam, 2021).

The Role & Importance of Social Media

- The case exemplifies the power of social media in shaping public opinion and activism (Papacharissi, 2015).
- Platforms like Reddit and YouTube became critical in analysing societal frustrations, empathy, and advocacy (Gruzd et al., 2020).
- Understanding how psychological factors like the Online Disinhibition Effect (ODE) and Social Concern Theory (SCT) influence online discourse can provide strategies for constructive conversations in future tragedies (Suler, 2004; Agnew, 2013).



Psychology and the Digital World

Online spaces amplify human tendencies through anonymity, lack of physical cues, and rapid information exchange. (Suler, 2004)

Psychological theories like ODE explain why individuals exhibit extreme or uninhibited behaviours online. (Suler, 2004)

SCT highlights moral and empathetic inclinations driving societal reactions to high-profile crimes. (Agnew, 2013)

What to Investigate?

- How do digital platforms influence polarising narratives, societal concerns, and online activism?
- Are these conversations fueled by constructive advocacy or shaped by toxic disinhibition and echo chambers?

Key Theories and Studies Used

Core Theories

Online Disinhibition Effect (ODE): Explains reduced self-awareness and increased aggression online. People behave more freely online, often becoming more aggressive or open due to anonymity and reduced self-awareness (Suler, 2004).

Social Concern Theory (SCT): Collective actions are driven by empathy and frustration over societal issues, motivating people to seek change (Agnew, 2013).

Some Other Studies

- **Berger, J., & Milkman, K. L. (2012): What Makes Online Content Viral?**
 - Explores how high-arousal emotions (awe, anger, anxiety) drive online content sharing.
- **Gillespie, T. (2018): Custodians of the Internet**
 - Examines how social media platforms moderate content and regulate online speech.
- **Marwick, A. E., & Boyd, D. (2011): I Tweet Honestly, I Tweet Passionately**
 - Explores Twitter users' audience perception and self-presentation in networked spaces.
- **McGuirk, O. (2021): Where Have All the Good Men Gone?**
 - Analyzes misogynistic rhetoric and radicalization in online anti-feminist spaces.



Gaps and Challenges in Existing Literature

Limitations

- **Contextual Gaps:** Western-centric studies fail to address the cultural nuances of Pakistan (Ali et al., 2022).
- **Theoretical Constraints:** ODE and SCT inadequately account for algorithmic amplification and misinformation (Guess et al., 2019).
- **Methodological Challenges:**
 - Limited focus on cross-platform dynamics (Bakshy et al., 2015).
 - Overreliance on textual analysis without user intent examination (Regehr, 2020).

Critical Perspective

The interplay of gendered narratives, toxic masculinity, and platform algorithms remains underexplored (Kupers, 2005; Döring & Mohseni, 2020).

Rationale for the Study

Why Study This?

Non-Western Context – Most research on online discourse and disinhibition focuses on Western platforms or cases. Pakistan provides a culturally distinct backdrop.

Gender-Based Violence – Understanding how public outrage, activism, and victim-blaming manifest online, especially in the cultural context.

Platform Dynamics – Algorithms and engagement metrics may reward sensational content, thus influencing the narrative.

Real-World Impact – Digital outcry can affect legal outcomes, policymaking, and awareness campaigns.



Research Questions

RQ1:

How did the Online Disinhibition Effect shape the polarization of discussions on Reddit and YouTube around Noor's murder?

RQ2:

Did these online conversations emphasize emotional expressions of social concern (outrage, empathy) or more instrumental, action-oriented discourse (legal reform, protests, activism)?

Methodology

Study Design

Qualitative Thematic Analysis: Adopted Braun and Clarke's six-step framework for analysing patterns and themes in text data (Braun et al., 2019).

Platform-Specific Exploration: Data collected from Reddit and YouTube to capture diverse digital discourse.

Data Sources

Same terms used across both platforms:

noor
mukadam

noor
mukaddam

justice for
noor

zahir
jaffer

Data Collection on Reddit:

- Channel: r/pakistan subreddit.
- Sampling: Every 3rd comment and every 2nd sub-comment analysed.
- Threads: 5–7 threads per search term, with 10–15 total comments/sub-comments sampled.

Data Collection on YouTube:

- General YouTube search.
- Video Selection:
 - Three videos per search term.
 - Criteria: Minimum 15,000 views and 50+ comments.
 - Channels must be Pakistani in origin.

Collected Data

Platform	Reddit (Community: r/Pakistan)		Platform	YouTube					
Thread Name	Thread Link	Dated	Video Name	Video Link	No. of Views	Comments	Dated	Channel Name	
Search Term	Noor Mukadam		Search Term	Noor Mukadam					
Noor Mukadam Holding A Placard At The Aurat March Earlier This Year, She Was Found	https://www.reddit.com/r/pakistan/comments/	Jul 24, 2021	Wealthy Magnate to Despicable Killer... The Case of Noor Mukadam	https://www.youtube.com/watch?v=xTRxH4	910,031	2,846	Dec 4, 2023	Coffeehouse Crime	
Court sentences Zahir Jaffer to death in Noor Mukadam murder case	https://www.reddit.com/r/pakistan/comments/	Feb 24, 2022	Noor Mukadam Case Judge Throws Zahir Jaffar Out Of Court Police Drag Him Out Da	https://www.youtube.com/watch?v=JrgYXM	91,738	39	Nov 3, 2021	DawnNews	
[Noor Mukadam murder] Update by DC Islamabad from an hour ago.	https://www.reddit.com/r/pakistan/comments/	Jul 25, 2021	Noor Mukadam Case Shocking CCTV Revealed Breaking News	https://www.youtube.com/watch?v=y0kuF-Y	426,986	203	Nov 14, 2021	BOL News	
Everything you need to know about the Noor Mukadam murder case so far [Trial is set to c	https://www.reddit.com/r/pakistan/comments/	Sep 23, 2021	Life after death: Remembering Noor Mukadam DeepEnd Dawn News English	https://www.youtube.com/watch?v=TP3GM	46,949	70	Oct 17, 2022	DawnNews English	
Islamabad court to announce verdict in Noor Mukadam murder case on Feb 24	https://www.reddit.com/r/pakistan/comments/	Feb 22, 2022	Noor Muqaddam Case Shocking Revelations BOL News	https://www.youtube.com/watch?v=QRhHR	86,530	29	Jul 24, 2021	BOL News	
[Noor Mukadam murder] Murderer Zahir Jaffer has pleaded guilty.	https://www.reddit.com/r/pakistan/comments/	Jul 27, 2021	Tragic Case Of Noor Mukadam	https://www.youtube.com/watch?v=abyZi_h	1,572,558	6,413	Mar 12, 2024	SR PAY	
Pemra prohibits airing of leaked CCTV footage of Noor Mukadam's escape attempt prior t	https://www.reddit.com/r/pakistan/comments/	Nov 14, 2021	Noor Mukadam case mein Mazeed inkashafat...!!	https://www.youtube.com/watch?v=iX1y-J3C	45,988	23	Jul 29, 2021	Geo News	
In written testimony, Zahir Jaffer denies killing Noor Mukadam	https://www.reddit.com/r/pakistan/comments/	Feb 14, 2022	Noor Muqadam's Murder: What has happened in the case in last three years? - BBC URD	https://www.youtube.com/watch?v=3t-yFIsb	86,336	174	Jul 20, 2024	BBC News اردو	
Noor Mukadam made six attempts to escape save her life- Police	https://reddit.com/r/pakistan/comments/pm4	Sep 11, 2021	This Pakistani Millionaire BEHEADED His Girlfriend Noor Mukadam • Desi Crime	https://www.youtube.com/watch?v=5vpzSU	236,413	307	Oct 19, 2022	Desi Studios	
Counsel finds flaws in conviction of Noor Mukadam's killer DAWN	https://www.reddit.com/r/pakistan/comments/	Dec 1, 2021	Big Disclosure!! What Was Turning Point In Noor Mukadam Case?	https://www.youtube.com/watch?v=12Zlad	33,546	14	Feb 24, 2022	24 News HD	
Noor Mukadam murder case: Islamabad court to indict suspects on Oct 14	https://www.reddit.com/r/pakistan/comments/	Oct 7, 2021	What do Pakistanis Think of the Verdict in the Noor Mukadam Murder Case?	https://www.youtube.com/watch?v=K9ZWWW	50,291	134	Feb 24, 2022	TCM Originals	
Noor Mukadam murder : IHC upholds trial court's verdict, turns Zahir Jaffer's jail term into	https://www.reddit.com/r/pakistan/comments/	Mar 13, 2023	Case ki Complete Details بوسٹ مارٹر رپورٹ نے سب راہ کھول دیے Noor Mukadam Case	https://www.youtube.com/watch?v=A5b0cPi	630,064	528	Jul 23, 2021	Dunya News	
Noor Mukadam murder case: Zahir Jaffer's parents approach IHC seeking reprieve from ir	https://www.reddit.com/r/pakistan/comments/	Oct 13, 2021	Noor Mukdam ne kaise Jaan Bachane ki Koshish ki? CCTV Footage Manzar-e-Aam par	https://www.youtube.com/watch?v=xOzpqG	205,829	93	Nov 13, 2021	Capital TV	
Search Term	Justice For Noor		Noor Mukadam Case Verdict Zahir Jaffer Ko or Konsi Sazayen Mili Hain? Breaking New	https://www.youtube.com/watch?v=raYpqT-J	23,188	11	Feb 24, 2022	BOL News	
Anyone else just broken by Noor Muqaddam's case?	https://www.reddit.com/r/pakistan/comments/	Jul 25, 2021	Noor Mukadam Case Update, 9th Nov 2021	https://www.youtube.com/watch?v=-FuujvE	89,485	20	Nov 9, 2021	Geo News	
What happened to Noor Muqadam case?	https://www.reddit.com/r/pakistan/comments/	Jun 16, 2024	Noor Mukadam Case Updates Breaking News	https://www.youtube.com/watch?v=qOKmvt	18,470	9	Nov 14, 2021	BOL News	
Noor Mukaddam Holding A Placard At The Aurat March	https://www.reddit.com/r/pakistan/comments/	Feb 24, 2022	Noor Mukadam ka qatal kab kiya huwa ? Crime Scene SAMAA TV 21 Sep 2021	https://www.youtube.com/watch?v=swTHBH	44,902	33	Sep 21, 2021	SAMAA TV	
Why is Zahir Jaffer still alive?	https://www.reddit.com/r/pakistan/comments/	Apr 17, 2024	Search Term	Justice For Noor					
Noor Muqaddam case: Some questions that I would like answers to.	https://www.reddit.com/r/pakistan/comments/	Jan 28, 2025	Will there be justice in Noor Muqaddam case?	https://www.youtube.com/watch?v=wMjdgq	23,568	129	Sep 12, 2021	ARY News	
HR Minister: The barbaric murder of young woman, Noor, in Islamabad is yet another horr	https://www.reddit.com/r/pakistan/comments/	Jul 21, 2021	Noor Mukadam case: Pakistani man accused of gruesome murder was a 'therapist' Onei	https://www.youtube.com/watch?v=qd59J_C	22,319	5	Jul 27, 2021	Oneindia News	
Update: Therapy works CEO alleged in a zoom meeting to sue for defamation against Mal	https://www.reddit.com/r/pakistan/comments/	Jul 25, 2021	Zara Hat Kay - 26th July 2021 Will Noor Mukadam get justice?	https://www.youtube.com/watch?v=48gWAV	7,700	29	Jul 27, 2021	DawnNews	
Search Term	Noor Mukaddam		PM Imran Khan assures influence won't hinder justice in Noor Mukadam murder case	https://www.youtube.com/watch?v=UJ5alr4	59,939	167	Aug 1, 2021	ARY News	
PM Imran regarding the Noor Mukaddam case: "The murderer won't escape punishment in	https://www.reddit.com/r/pakistan/comments/	Aug 1, 2021	Noor Mukadam Parents Protest for Justice BOL News	https://www.youtube.com/watch?v=7_2idyn	2,887	5	Oct 20, 2021	BOL News	
Was Noor Mukkadam's murder a ritual sacrifice?	https://www.reddit.com/r/pakistan/comments/	Feb 2, 2024	Noor Mukaddam Case Noor Mukaddam CCTV Video Noor Mukadam Justice for Noor	https://www.youtube.com/watch?v=Yullo2A	150,100	539	Jul 27, 2021	MARIA ALI	
The beheading of a diplomat's daughter shows how badly Pakistan is failing its women	https://www.reddit.com/r/pakistan/comments/	Aug 8, 2021	The shocking incident of Noor Muqaddam's murder. Will the court be able to provide justic	https://www.youtube.com/watch?v=0OcS2ly	45,542	88	Jul 24, 2021	SAMAA TV	
Zahir accuses Noor's family of framing him for murder	https://www.reddit.com/r/pakistan/comments/	Feb 15, 2022	Search Term	Noor Mukaddam					
Search Term	Zahir Jaffer		Who is Noor Mukaddam? - Her personal diary reveals her hidden secret - #SAMAA TV - 11	https://www.youtube.com/watch?v=V6M8iij	7,218	8	Dec 11, 2021	SAMAA TV	
Are All Men Zahir Jaffer?	https://www.reddit.com/r/pakistan/comments/	Feb 27, 2022	Noor Mukaddam Case: Therapy Works ki Ghaflet ne Kai Sawalat Utha Diye..!	https://www.youtube.com/watch?v=49ZIFCC	18,448	23	Jul 28, 2021	Geo News	
'Zahir Jaffer's fingerprints not found on murder weapon' The Express Tribune	https://www.reddit.com/r/pakistan/comments/	Jan 28, 2022	Shahzeb Khanzada Noor Mukaddam Case: Aik Bara Scandal Samnay Agaya..!	https://www.youtube.com/watch?v=XwF7mt	347,702	496	Jul 27, 2021	Geo News	
The way the rich are treated is absolutely horrendous!!	https://www.reddit.com/r/pakistan/comments/	May 21, 2022	Noor Mukaddam Case Me Forensic Shahadatain Ahem, Case Ka Faisla Jald Honay Ki Ur	https://www.youtube.com/watch?v=4Ak_7Jc	41,151	53	Aug 6, 2021	Geo News	
			Untold Story Of Noor Mukadam And Zahir Jaffer	https://www.youtube.com/watch?v=OrTUscl	382,962	1,479	Aug 7, 2024	Raftar	

Methodology

Procedure

Data Identification and Collection involved systematic searches on Reddit and YouTube, focusing on active, highly engaged forums and videos relevant to the topic.

Data Sampling ensured balanced representation by systematically selecting comments and sub-comments on Reddit and randomising YouTube video selection (Berger & Milkman, 2012).

Operationalization will be guided by Online Disinhibition Effect (ODE) and Social Concern Theory (SCT) constructs, examining tone, language, and engagement patterns in online discussions. Urdu words will also be noted and coded accordingly.



Ensuring Research Integrity



Validity and Reliability

- Systematic coding and cross-checking ensure accuracy and consistency (Braun & Clarke, 2019).
- Use of thematic rubrics informed by SCT and ODE for objective analysis (Suler, 2004; Agnew, 2013).

Ethical Considerations

- Publicly available data; no direct human participants involved (Flick, 2014).
- Usernames anonymised; personal information excluded (Bell & Waters, 2018).
- Researcher well-being safeguarded through reflective journaling to manage biases and emotional triggers.

Theoretical Implications

- Broadens the application of SCT and ODE in non-Western contexts.
- Highlights the psychological impact of online anonymity and societal strain.

Practical Implications

- Insights into combating online toxicity and promoting empathy in digital discourse.
- Informs strategies for digital advocacy, emphasising balanced narratives.
- Provides a framework for analysing similar cases in other regions.

Implications of the Research



Evaluation of the Research

Strengths

Rigorous thematic analysis ensuring depth and nuance.

Grounded in established psychological theories.

Ethical and systematic approach to data collection.

Captures discourse from a non-Western context, adding cultural specificity and new insights.

Rooted in Pakistan's digital landscape, capturing region-specific online discourse.

Limitations

Focus on Reddit and YouTube may limit generalisability to other platforms.

Subjective nature of thematic analysis could introduce interpretation bias.

Absence of direct participant insights like interviews or surveys.



Suggestions for Future Research

Recommendations

- Expand to other platforms like X or Facebook to enhance generalisability.
- Incorporate mixed methods by combining thematic analysis with surveys or interviews.
- Explore additional psychological frameworks like Social Identity Theory or Dual-Process Theory (Tajfel & Turner, 1979).
- Examine cross-cultural comparisons to understand regional nuances in online discourse (Leavy & Harris, 2018).

Learnings from the Research Process

Key Learnings

- Importance of **focus and clarity** in research.
- **Attention to detail** in methodology to ensure reliability, prevent misinterpretation, and uphold research integrity.
- Keeping a **balance** between emotional engagement and objective analysis.
- Gained insight into **ethical complexities** (ensuring transparency with participant privacy and avoiding researcher influence).

Collaborative and Professional Development

- Established clear and effective communication with the supervisor via email.
- Received constructive feedback that improved the research focus and methodology.
- Managed relationships professionally, meeting deadlines and incorporating feedback promptly.



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Thank You

Questions?

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