

پہچان

**B.A HONS**



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**DISSERTATION APPROVAL  
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**Date: 13th June, 2023**

**I hereby recommend that the dissertation prepared under my supervision by Unaiza Noor (F19BAMS004) and Fizza Abbas (F19BAMS002)**

**Entitled**

**“پہچان” be accepted in partial fulfillment of the requirements for the degree of**

**B.A HONS  
IN  
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**In Charge of Dissertation**

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**Head of Department**

**Recommendation concurred in**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Committee for the Final Examination

## RESEARCH COMPLETION CERTIFICATE

It is certified that Ms. Unaiza Noor and Ms Fizza Abbas of B.A Hons (session 2019 – 2023), Department of Media Studies has carried out research work entitled “پہچان” under my supervision.

It is assured that research work is original and has not yet been published anywhere else.

All changes suggested by examiners during defense are incorporated in this final copy.

Signatures of Supervisor

Dated: 13th June, 2023

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## ANTI-PLAGIARISM DECLARATION

We certify that this is our own research work. The work has not, in whole or in part, been presented elsewhere for assessment. Where material has been used from other sources, it has been properly acknowledged. The similarity index of the research report is 13%. If this statement is untrue and I am found guilty of plagiarism, the punitive actions against me should be taken as per Kinnaird Anti Plagiarism Policy.

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## ABSTRACT

پہچان - a short film that represents the act of catfishing among social media users. A catfish is someone who uses fake information to create an online identity which does not represent their true self. This involves using stolen pictures, taken unwillingly from a third party, or using entirely edited pictures. Catfishing being an everyday phenomenon happens in Pakistan as well, and very frequently. The main purpose of this short film is to create awareness about the dark side of social media and its influence on the daily lives of people. It is integral to educate people about the safe use of social media when it comes to sharing information or communicating with strangers online.

**Keywords:** catfishing, social media

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# CHAPTER 1

## INTRODUCTION

The swift proliferation of social media and online interactions has changed the way users share and exchange information or content, but these new ways of sharing information has opened several gates of deception. The term “catfish” has been popularly used to refer to those who use the cloak of technology to fabricate online personas and lure victims into romantic relationships (Brady & George, 2013). In other words, catfish is someone who uses fake information to create an online identity which does not represent their true selves. This involves using stolen pictures, taken unwillingly from a third party, or using entirely edited pictures. Catfish uses the information to give themselves an appealing personality, and then they engage in interactions with their prey. Such people use different identities for different purposes, i.e., to engage in a romantic relationship, to harass or troll, to take money, or simply for validation. The victims of catfishing often remain unaware of the deception for months, and sometimes even years.

The term ‘catfish’ was first coined in 2010, in a documentary called “Catfishing.” The documentary shows a 24 year old man, Nev Schulman, who has a relationship with 19 year old Megan Faccio, living in Michigan. But Megan did not exist, instead the person Schulman was talking to, was a 40 year old woman, named Angela. She created Megan to lure Schulman.

Catfishing happens every day. Not only adults, but teens are also involved in creating fake accounts. In 2019, a total of 19,473 reports of catfishing were received by the FBI, with people losing more than \$475 million. Whereas, in 2020, the FBI received 26% more reports – people reported losing over \$600 million (Bourne & Powell, 2021).

Catfishing being an everyday phenomenon happens in Pakistan as well, and very frequently. FIA director general, Dr Sanaullah Abbasi told Dawn newspaper in 2021 that the cybercrime rate has crossed the 100,000 mark. A total number of 102,356 complaints were received by the FIA from the time period of January 1<sup>st</sup>, 2021, to December 31<sup>st</sup>, 2021 (Ashfaque, 2022).

It is very easy to conceal your identity under someone else's on social media. Teenagers are given mobile phones or given social media accounts without keeping an eye on their activity and they fall under the deep pit of getting catfished, or they end up becoming a catfish. According to the newspaper Pakistan Today, Chairman Pakistan Telecommunication Authority (PTA) shared that 400 fake accounts are being reported on daily basis (2022).

Most of the people who catfish are either lonely, have ongoing struggles with communicating, dissatisfaction with their looks, and low self-esteem. While some of the catfish have the desire to escape, to come clean. They feel guilt around their deceptive behavior. However, there is no simple answer to the psychology of a catfish. Nonetheless, catfishing leaves long term effects on the minds of the victim and the preparator. Creating so many fake identities or using a fake identity for a longer period, can make the person believe in their own lies, and often forget the reality or their own personalities. According to Kloppers, we use avoidant coping to deal with challenges in life. Long term denial of who you really are can lead to self-sabotage and an inability to know what is real and what is fabricated (2020).

## **1.1 One Liner**

A short film to educate people about the negative aspects of social media, and the psychology of a catfish.

## **1.2 Basic Idea**

The short film mainly focuses on the life of an average girl, who goes unnoticed everyday and ends up catfishing. It deals with the daily life of a catfish, and her psychology. It focuses on what lengths a catfish can go, to get validation, and for feeling less alone. The harms which catfishing can bring, and how it can affect the mind of the person catfishing. It also deals with the personality traits of a catfish, and the methods they use, so the people can learn about catfishing and avoid getting catfished. Furthermore, the short film will put a focus on the detreating mental health of the catfish, guilt, and the urge to come clean, to make people aware of the harm that comes with faking identity. It also desires to tell the importance of accepting mistakes and asking for forgiveness.

### 1.3 Scope

The scope of this topic for the short film can be acknowledged by two factors. First, catfishing is hardly ever mentioned in mainstream media in Pakistan. The media has barely touched the topic, so it is important to normalize the discussion of this topic. A telefilm, “Parwarish” was on aired on ARY Digital and Geo TV in (2015), the film brought light upon the issues of parenting, complete freedom, and blind faith on younger children. The issue of getting catfished was a sub-topic with so many other topics. The daughter of the protagonist gets catfished by a boy over Facebook, who later tries to take advantage of her. However, this topic got mixed up with other topics in the telefilm and the viewers could hardly see the struggles and learn more about the consequences of catfishing and the perpetrator.

Second, there is very little discussion about how the minds of perpetrators work, why people feel the need to fabricate themselves online. Since, there is very less representation of the victims of catfish on our media, there is even lesser representation of the perpetrators. Discussion around this topic is hardly done in a country where cybercrime rate has crossed the 100,000 mark which can lead to more harm (Sanaullah, 2021). Considering the less representation of this problem, the topic for the short film remains valid and relevant.

### 1.4 Need of the Project

Most catfish are not caught, because the victims often do not realize they are being catfished for months or even years. People who misinterpret themselves on social media due to their own insecurities or needs cannot be stopped from doing so. Some catfish are under the constant guilt and want to reveal themselves, but the fear of getting outcasted, they stay quiet (Balakrishnan, 2017). Among the teenagers, having fake accounts to stalk their potential romantic partners, or romantic interests is considered ‘cool.’ Due to the praise given by their fellows, they keep creating fake identities, and sooner they face the consequences. Since, there is no representation on the Pakistan mainstream media about catfishing, or the consequences which the victims may face. The mental stress of being a catfish can affect their daily lives. A short film on the topic can bring the issue to limelight as a lot of people will see their own selves represented in the work, as either the victims, or the perpetrators. This can further impress upon them that coming clean, asking for forgiveness, and changing yourself for good is important, and that it can bring positive changes in their lives. This will give them the strength to be brave and present their

true identities. This will also help in educating the people about the signs of a catfish, so they can prevent themselves from getting deceived.

## **1.5 Clarity of the Topic**

It is hard to distinguish if the person you are talking to on the internet is real or not. If the information they are sharing should be believed or not. That is why it is very easy to get catfished. Therefore, it is important to know the signs at early stages. Furthermore, there is this constant need of validation in a human mind. Most people want attention, and when they do not get it, they turn into creating a far more appealing version of themselves. The validation they get through their fake identities, becomes an addiction, in most cases it can turn into a crime too, like asking people for money online once they are interested in the fake identity that is being portrayed to them. If a catfish does not stop at an early stage, it leads to detreating mental health, and denial of their own selves. In Pakistan, common people need to be educated about this negative side of social media to stay safe, and to accept their true selves can lead to a healthy life. This short film wants to educate the society about the harm that comes with social media, to educate the parents to keep an eye on their children's activity and to help people who may already be catfishing to learn something out from it. It is the story of a girl who got no attention from her mother (who is a single-parent). She becomes insecure and lacks confidence in her personality. She wanted to gain validation and therefore creates fake Ids and traps one of her university fellow.

## CHAPTER 2

### LITERATURE REVIEW

The research focuses on the negative aspects of social media and how it can cause harm the personalities and the mental state of an individual. Hence it is important to go through research papers or previously published pieces of literary articles, journals, or books on the same topic which tackle the same issue.

Michalis, et al (2022) deeply observes identity misrepresentation on social media and analyzed the possibility that a small deceptive act of misrepresenting information about one's original identity to others increases the possibility that the person will act uncooperatively in an otherwise anonymous cooperation game. This process is also known as 'catfishing'. After conducting this research, they found that people who chose to misrepresent their identity are more likely to defect later when given the opportunity. Also, the individuals who are high in Narcissism or Psychopathy are marginally more likely to choose to misrepresent their identity if given a choice, and those high in Psychopathy or Machiavellianism are more likely to defect in a one-shot cooperation game. As a result, one can conclude that individuals who are high in Psychopathy are more likely to defect than individuals low in Psychopathy, and individuals high in some Dark Triad traits are more likely to misrepresent themselves if given the opportunity.

Christine and Marie (2022) investigate the factors that contribute to the dark side of social media usage by looking explicitly at cyberbullying, catfishing, and trolling. In their research, they have deeply studied the terms cyberbullying, catfishing, and trolling and also studied the psychological effects on the minds of the criminals. They have proclaimed that the social media is addictive for some people and it happens because it provides us something which the real-world does not have. It gives us gratification and value as a person. It shows how some people use social media to gain validation in their lives. They found out that the main factor leading to the problematic use of social media is dark triad personalities. These personalities are Psychopathy, Narcissism, Machiavellianism, and everyday sadism. Psychopathy and everyday sadism are strong factors leading to trolling on online platforms. Machiavellianism is a significant indicator of cyberbullying. Narcissism, according to studies, is not a factor contributing to cyberbullying or trolling by itself. Other indirect factors coupled with narcissism lead to problematic social media

usage. Another factor which is contributing to catfishing is the need for social acceptance and fame. Many social media influencers are however self-proclaimed with bots following their social media accounts to boost their follower count. Some social media influencers further misrepresent their lifestyles to keep up an appearance of luxury.

Mosley, et al (2020) put an emphasize of that majority of the amount of current literature related to online dating deception is focused on the victimization of catfish targets and the associated risks. However, there is relatively little information about the perpetrators of catfishing. The gender comparisons indicate that men are more likely to be the perpetrators by enhancing their qualities, interests, or personal attributes online. The perpetrators and the victims, both have inconsistent expectations about meeting in person, therefore catfish relationships may last years. Their research showed that the 'attachment avoidance' independently predicted the catfishing status, and how anxiety and insecurity can lead to catfishing others. The gender differences among the catfish and perpetrators exist with respect to their use of social media and technology. They outlined that the woman use technology more often than men to connect with others, and to maintain a relationship, which explains their desire to stay in a relationship even when the partner refuse to meet in person, hence becoming a target of catfishing more likely. Whereas men use social media to meet new people and potential romantic partners. This explains the tendency of men to use deception to broaden their horizon of potential partners. In terms of sharing information, the researchers highlighted that men and women both have been affected by privacy risks, but men were most likely to withhold information.

Victoria H. (2020) analysed the connection between psychological characteristics i.e., self-esteem, adulthood attachments, Machiavellianism, and the phenomenon of catfishing. It can be a form of impression management which is also known as self-presentation. It is the discrepancy among one's real self and ideal self (Goffman, 1956). The results indicated that males fit the profile of a catfish, and females are more likely to fit a catfish (individuals who have spoken to catfish or those who have altered characteristics on their online profile) persona. The researcher believes that people who are interacting with others on social media are not automatically thinking they will be catfished. It is necessary to consider if people do immediately think they will be catfished, the reason could be: they were already catfished before in their lives, they have catfished a person, or they have watched shows or read articles on the process of catfishing.

Safy (2019) highlights the element of catfishing in his movie where he depicted the story of a fifty year old woman, Claire. Claire was a professor of French Literature and involved in catfishing. Claire created a fake Facebook profile with the name Clara and represented herself as a twenty-six year old, young and beautiful girl. She trapped a young man, Alex. Suddenly Alex became insistent for meeting her personally. Then Claire being Clara said him that she is getting married. She also said she's going to Brazil. She did not want to risk a meeting. Alex deletes his profile, leading Claire to approach their mutual friend, Ludovic, to find out about him. He tells her that Alex is a broken-hearted person. He got over a "psychopath" on Facebook and he has killed himself because of that. It was revealed later to Ludovic that 'psychopath' was Claire when he listened to a voice note of Clara on Alex's phone. At last, she left the institution. Safy (2019) artistically explored the life of a catfish, showing how her mental condition affected the life of a young man and her own as well.

Tyler (2018) studies the case of a girl, Ellie Flynn, in his journal, whose pictures were stolen by a girl named Chia. Chia was catfishing a young man by making different fake accounts on social media using Ellie's pictures. She had nearly sixty fake profiles that use their photographs spanning across the various social media platforms and dating sites. After highlighting the different legal procedures, Tyler (2018) found that public policy has determined that it is in the best interest of the nation to protect individuals from the dangers of fraud on the internet. However, rarely does the attention get focused on the person whose image was used in connection to the account. He suggested that in order to provide a legal remedy that avoids the shortcomings of the criminal law, addresses the lack of uniformity amongst the state laws, and updates the law to keep up with the technology and provide relief for victims of this type of heinous act the Uniform Law Commission should propose the UROPA.

Kottemann (2015) describes that a catfish enacts the three appeals by Aristotle in order to succeed. A catfish enacts the ethical appeal and convinces the target that he or she are worthy to be believed. The next appeal to be enacted is pathos, or the emotional appeal, the sharing of personal stories which may or may not be fabricated to lure the target in romantic way. The last appeal is logos, providing reasons why they should be believed. The author highlighted that catfishing exists in a present moment rather than existing in a vacuum. This online deception signifies the constantly increasing issues of reliance on technology for communication, blurry correspondences between the online and real selves, users giving more value to

technological objects rather than real people. The popularity and proliferation of technology and social networking sites is the reason why catfishing represents our current moment in timeline. Catfishing has become more common ever since the term was first coined. It is not just an online deception; it is the complicated notion of how heavily the society is dependent on technology for socializing and the ever increasing complexity of online presence. It is harder to represent ourselves by a text or image alone online. People insecure in their relationships, or anxious about themselves use the technology to escape from their own anxious selves.

Schulmann & Joost (2010) in their critical commercial success documentary depict the story of a catfish. The film was credited for coining the term “catfishing.” The basis of the film is anxiety about identity verification, where the narrator and the subject, a photographer in New York, Nev Schulman talks about his relationship with a woman named Megan Faccio. When his photographs are published in the national newspaper, he receives a Facebook message from a young painter named Abby who claims to be 9 years of age. Soon, they develop an online friendship, and later he meets her 19 year old sister online, Megan. They both begin talking online and he falls in love with Megan over a period of few months. Sooner, he starts suspecting Megan due to her dodging questions, and inconsistencies with the responses to several questions. He goes to find out the truth, only to find out that Megan is a 40 year old woman with three children and a husband, named Angela, living in a rehabilitation center with 15 different personalities and profiles, online. The film puts a light on the perpetrator when she explains that those 15 personalities are just fragments of herself which she could have been or wanted to be. The film shows the heights a catfish can go to deceive others, creating 15 active profiles to authenticate one profile, and talking in different voices to fabricate an entire group of family and friends. The film also highlights on the factor of escapism, a user may turn to social media websites to escape and express themselves, or to find satisfaction.

Gauk (2003) describes the early internet hoaxes in her book to give a better insight into today’s catfishing. People who do online hoax find a thrill of excitement and adventure every time they send out their hoax. The thrill of who will be fooled by the hoax keeps them going. The use of rhetorical analysis can help the users to determine if they are falling for a hoax, like understanding the tone, writing style, vocabulary, and the origin. Such anonymity on the internet makes the perpetrator feel powerful and allow pleasure seeking from deceiving others. The responses on finding out one has been deceived vary, but all users feel violated and betrayed which negates all the good they had ever seen in the person they were once involved with.

In all these papers, the term catfishing was prominent, that how a user can use the social media negatively to sometimes overcome their own loneliness, insecurities or to gain personal benefits. The aforesaid researches contain all the elements our short film is about, they highlight all the important factors included in the negative aspects of social media like scam, fraud, identity theft, catfishing, etcetera. Another thing that is being noticed in the research papers is that the girls are more likely to catfish, which explains the protagonist of “Pehchaan – a short film.” The research also shows that how catfishing has been a phenomenon for a very long time and yet there are only international papers published about it. There is little to no information of awareness about the topic in Pakistan. This is why it is important to bring the topic to light which can be harmful for the minds of the youth if left untreated.

## **CHAPTER 3**

### **SIGNIFICANCE OF STUDY**

The main purpose of this short film is to create awareness about the negative aspects of social media and its influence on the daily lives of people. Catfishing is a daily phenomenon; it happens every day. In Pakistan, such issues are not often talked about. Creating fake identities online, being acatfish, or getting catfished are not considered huge issues that should be talked about. Duford (2016) reports that catfishing can create feelings of uncertainty, self-doubt, frustration, anxiety, depression, or even suicide at times.

Online dating has become a very common phenomenon in Pakistan, which makes them a very easy target be catfished. The data collected from the analytics company Appfigures, showed that from January 1<sup>st</sup>, 2020 to September 1<sup>st</sup>, 2020, the famous dating app Tinder was downloaded about 170,800 times, Muzmatch stood at 6,200, while bumble was downloaded 10,000 times in Pakistan. According to the news lab, a 28-year-old graphic designer Mahnoor became a victim of catfishing on one of these apps, when she found out the boy, she was talking to never existed, in fact the pictures he used were of an Afghan model.

Pakistan Telecommunication Authority banned the dating sites on September 1<sup>st</sup>, 2020 due to their negative effects. However, apps like Instagram, Facebook, Twitter, Reddit, and Tumblr, etc. still remain, leaving room for catfishing, or to catfish.

Therefore, it is integral to educate the people about the safe use of social media when it comes to sharing information or communicating with strangers online. The creators of the short film also want to bring the discussion of the psyche of a catfish, and the consequences of catfishing to the table of every common man, and to help the people realize when they are being catfished, and also to help educate a catfish about what consequences can follow them if they keep doing it in the long run.

## CHAPTER 4 SCRIPT

پہچان

دورانیہ: ۸ منٹ

کردار:

آرزو: آرزو ایک ایسی لڑکی ہے جسے بچپن سے نہ باپ کا پیار ملتا نہ ماں کی توجہ، احساس کمتری اور محبت سے محروم ہونے کی وجہ سے وہ کبھی دوست نہ بنا سکی۔ اسی توجہ کو حاصل کرنے کے لیے اس نے سوشل میڈیا کو اپنا ہتھیار بنایا۔  
کشف: کشف آرزو کی ماں ہے۔ آرزو کے والد کے انتقال کے بعد کشف نے ہی سارا گھر سنبھالا۔ وہ اپنی زندگی میں اس قدر مگن ہو گئی کہ اپنی بیٹی کو نظر انداز کرتی رہی۔

حیدر: حیدر آرزو کی یونیورسٹی کا ایک نیک دل اور ذہین لڑکا ہے۔ آرزو اس کی نیک دلی سے بہت متاثر ہوئی۔ وہ حیدر سے دوستی کرنا چاہتی تھی لیکن احساس کمتری کی وجہ سے وہ اس کے آگے اپنا آپ ظاہر نہیں کرنا چاہتی تھی۔ اس لیے اس نے سوشل میڈیا پر فیک آئی ڈی بنا کر حیدر سے اسما رہ بن کر بات کی۔

آمنہ: آمنہ آرزو کی یونیورسٹی کی ایک مغرور لڑکی ہے جو حیدر کے دوستوں کے گروپ میں شامل ہے۔

مشال: مشال بھی آمنہ کی طرح یونیورسٹی کے گروپ کی ایک مغرور لڑکی ہے۔

کاشی: کاشی یونیورسٹی میں حیدر کا دوست ہے۔

### منظر 1

یونیورسٹی کی گراؤنڈ۔ دن کا وقت

کلاس ختم ہوتی ہے اور طالب علم باہر نکلتے ہیں۔ وہ دو دو اور تین تین کی ٹولیوں میں کلاس سے باہر نکلتے ہیں اور باغیچے کی طرف چلے جاتے ہیں۔ آرزو سب سے آخر میں باہر آتی ہے۔ وہ ادھر ادھر دیکھتی ہے مگر کوئی اس کی طرف توجہ نہیں دیتا۔ پھر وہ باغیچے میں بیٹھے اپنے کلاس فیلوز کی طرف ڈری ڈری اور ہچکچائی ہوئی جاتی ہے جو زور و شور سے باتیں کر رہے ہوتے ہیں۔

آرزو: السلام علیکم!

آرزو: I am fine. thank you.. میں آپ لوگوں کے پاس بیٹھ جاؤں؟

(لڑکیوں کی ٹولی حیرانی سے اس کی طرف دیکھتی ہے تو وہ گھبرا جاتی ہے)

آمنہ: Where are you from?

آرزو (ہچکچاہٹ سے): جی؟

آمنہ: کہاں سے belong کرتی ہیں؟

(آمنہ طنزیہ اپنے دوستوں کی طرف دیکھتی ہے تو وہ سب ہنسنے لگتے ہی۔ اتنی دیر میں ایک سلجھا ہوا لڑکا ہاتھ میں کتابیں تھامے ان کی طرف آتا ہے)

حیدر: What's up guys? What's so funny?

مشال: Haider, we have something interesting here

(حیدر آرزو کی طرف دیکھتا ہے اور مسکرا کر سر ہلاتا ہے)

حیدر (آرزو کی طرف ہاتھ بڑھاتے ہوئے): i'm Haider

(آرزو ہاتھ بڑھاتے ہوئے ایک ہلکی سی مسکراہٹ دیتی ہے)

آرزو: I'm Arzu

حیدر: Nice to meet you... ان کی باتوں کا برانہ ماننا۔ پھر ملتے ہیں۔

Bye guys! (وہ ہوا میں ہاتھ لہرا کر چلا جاتا ہے)۔

(لڑکیوں کی ٹولی اٹھ کر کیفے کی طرف چلی جاتی ہے۔ اتنے میں آرزو کا فون بچتا ہے)

آرزو: جی میں آ رہی ہوں۔ آپ گاڑی گیٹ سے ذرا آگے کھڑی کیجئے گا۔

## منظر 2

گھر کا ڈرائنگ روم۔ دوپہر کا وقت

آرزو یونیورسٹی سے گھر پہنچتی ہے۔ وہ گھر کے اندر داخل ہوتی ہے اور اس کی ماں صوفے پر بیٹھی اپنے موبائل میں مگن ہوتی ہے۔

ماں: اب تم فوراً اپنے لیپ ٹاپ پر شروع مت ہو جانا۔ کیسا رہا آج کا دن؟

(آرزو کے جواب دینے سے پہلے ماں کا فون بجنا شروع ہو جاتا ہے)  
آرزو: آپ کو اپنی social life سے فرصت ملے تو آپ مجھ پر دھیان دیں۔

I'm fine with my laptop.

ماں: بچپن سے میں نے ہی ماں اور باپ دونوں بن کر تم پر دھیان دیا ہے۔ میری اپنی بھی تو کوئی زندگی ہے نا۔  
(یہ کہہ کر ماں کال پر بات کرنے چلی جاتی ہے)

یونہی دن گزرتے ہیں۔ آرزو گھر آتی ہے اور اس کی ماں گھر سے باہر جا رہی ہوتی ہے تو کبھی دوستوں کے ساتھ مصروف ہوتی ہے۔ ماں کی لاپرواہی کی وجہ سے آرزو کا رویہ بھی بدلتا جاتا ہے اور دلی تسکین اور توجہ حاصل کرنے کے لیے سوشل میڈیا پر فیک آئی ڈیز بنانا شروع کر دیتی ہے۔

### منظر 3

گھر کا کمرہ۔ رات کا وقت

اندھیرے کمرے میں آرزو اپنا لپ ٹاپ کھولتی ہے اور انسٹاگرام پر ایک نئی فیک آئی ڈی بناتی ہے۔ اس میں وہ خوبصورت اور امیر لڑکیوں کی تصویریں لگاتی ہے اور اس کا نام اسمارہ رکھتی ہے۔ وہ عموماً توجہ حاصل کرنے کے لیے لوگوں کو اپنے جال میں پھنسا کر تھی ہے۔ اسمارہ والی آئی ڈی سے وہ حیدر کوریویسٹ بھیجتی ہے۔

(چند دن بعد یونیورسٹی میں)

### منظر 4

یونیورسٹی کی گزرگاہ۔ دن کا وقت

حیدر کا دوست کاشی، حیدر کو میسجز پر کسی سے بات کرتے دیکھتا ہے اور حیران ہوتا ہے۔

کاشی: کس سے بات کر رہے ہو؟

حیدر: یار ایک نئی دوست بنی ہے انسٹاگرام پر۔ (تصویر دکھا کر) اسمارہ کیسی ہے؟

کاشی: واہ! ایک دم پٹا خا ہے۔ اسے کہاں ڈھونڈا؟

حیدر: یار تمیز سے بات کر۔ فالوریکوسٹ آئی تھی۔

کاشی: اپنے کالج کی ہے؟

حیدر: نہیں اپنے کالج کی تو نہیں ہے مگر کسی اچھے گھرانے کی لگتی ہے۔ خوبصورت ہے، کانفیڈینٹ ہے، اور پرکشش شخصیت کی مالک ہے۔ میں اس سے بہت متاثر ہوا ہوں۔

(آرزو پیچھے بیٹھی یہ سب سن رہی ہوتی ہے اور خود کو کمتر محسوس کرنے لگتی ہے)

## منظر 5

گھر کا کمرہ۔ دوپہر کا وقت

آرزو اپنے کمرے میں موجود ہوتی ہے اور حیدر سے اسماہ بن کرفون میں بات کر رہی ہوتی ہے۔

آرزو: okay، تمہاری باری..... truth or dare?

حیدر: truth

آرزو: ایسی کیا چیز ہے جو تمہیں بہت پسند ہے؟

حیدر: میرے گھر میں ایک نیلی دیوار ہے جو میں نے بچپن میں ضد کر کے پینٹ کروائی تھی۔

(آرزو ہنستی ہے اور ان کی باتیں جاری رہتی ہیں)

## منظر 6

یونیورسٹی کا گراؤنڈ۔ دن کا وقت

سارے لڑکے اور لڑکیاں یونیورسٹی گروپ بنا کر گراؤنڈ میں بیٹھے ہوتے ہیں۔ آرزو جلدی میں گیٹ کی طرف جا رہی ہوتی ہے۔

آمنہ: آرزو، کدھر جا رہی ہو؟ ہم لوگ لنچ پر جا رہے ہیں۔ تم بھی ساتھ چلو!

آرزو (بڑبڑی میں): مجھے گھر جانا ہے مجھے دیر ہو رہی ہے۔ پھر کبھی صحیح۔

(مشال آرزو کا بازو پکڑ کر اسے گروپ کی طرف لے کر جانے کی کوشش کرتی ہے)

آرزو (بازو چھڑاتے ہوئے): مجھے واقعی دیر ہو رہی ہے۔

آمنہ: ہاں تم کیوں ہمارے ساتھ بیٹھو گی۔ تم تو ”different“ ہونا!

مشال: تم پیٹہ نہیں خود کو کیا سمجھتی ہو۔ ہمارے ساتھ بیٹھ کر آؤٹ کرتے ہوئے تمہاری عزت میں کوئی کمی آتی ہے۔

آرزو (شدید غصے میں): ہاں میں خود کو ”different“ سمجھتی ہوں۔ کیونکہ میں تم لوگوں جیسی نہیں ہوں۔ تم لوگ جو چاہے کر سکتے

ہو۔ اور میں چاہوں تو اپنی ایک دیوار تک نیلی نہیں کروا سکتی۔

(آرزو وہاں سے چلی جاتی ہے۔ حیدر حیران رہ جاتا ہے)

اسی حیرانی میں حیدر کو ایک واقعہ یاد آتا ہے۔ ایک دن آرزو کلاس میں تھی اور حیدر اس کے پاس گیا۔ آرزو کے موبائل پر ایک اسمارہ جیسا انسٹاگرام کھلا ہوتا ہے۔ حیدر ایک لمحے کے لیے جھنجھلاہٹ کا شکار ہوتا ہے۔

حیدر: یہ کیا کر رہی ہو؟

آرزو: (گھبرا کر موبائل بند کرتے ہوئے): کچھ نہیں! میں بس تمہارے پاس ہی آ رہی تھی۔ تمہارے پاس کل کے انگلش کے نوٹس ہیں؟

اسی طرح ایک اور دن آرزو اور حیدر کلاس کی طرف جا رہے ہوتے ہیں۔ حیدر چلتے چلتے اسمارہ کو کال کرتا ہے مگر اچانک آرزو کا فون بجتا ہے۔ ان تمام واقعات پر غور و فکر کرنے کے بعد حیدر کو یقین ہو جاتا ہے کہ آرزو ہی درحقیقت اسمارہ ہے۔

## منظر 7

یونیورسٹی کی گراؤنڈ۔ دن کا وقت

حیدر غصے اور پریشانی میں دوڑتا ہوا آرزو کے پاس جاتا ہے۔ آرزو باہر جانے والے دروازے پر کھڑی ہوتی ہے۔

حیدر (غصے سے): تم نے ایسا کیوں کیا؟

آرزو (گھبرا کر): کیا؟

حیدر: تم اچھی طرح جانتی ہو کیا، میں اسمارہ!

آرزو (ہچکچا کر): میں تمہیں سب بتاتی ہوں حیدر۔ ایسا کچھ نہیں ہے جیسا تم سمجھ رہے ہو۔

حیدر: تم کیا explain کرو گی؟ بتانے کو ہے ہی کیا؟

حیدر: (آرزو کی بات کاٹتے ہوئے): جانتی ہو کیا، I genuinely like you as my fellow، لیکن تم اس لائق ہی نہیں تھی۔

آرزو: You don't like me... تم جیسے لڑکے میری جیسی لڑکیوں کو کیوں پسند کریں گے؟

آخر مجھ میں ایسا ہے ہی کیا؟

حیدر (طنز یہ مسکرا کر): میں تمہیں تمہاری وجہ سے پسند کرتا تھا، کیونکہ تم الگ تھی سب سے! But guess you're just insecure!

تم بھی ان ہزار لوگوں کی طرح اپنے آپ میں خوش نہیں ہو جو ہر ایک منٹ میں ایک fake account بناتے ہیں۔

حیدر (تھوڑی دیر کے بعد): میں تمہیں دیکھ رہا ہوں اور مجھے نہیں پتہ کہ تم کو ہو۔ کون ہو تم؟ آرزو یا اسما رہ؟ یا کوئی اور بھی پہچان ہے تمہاری؟ یا کوئی پہچان نہیں ہے؟

آرزو: میں آرزو ہوں!

حیدر: Oh really??

آرزو: ہاں میں ....

(اس سے پہلے کہ آرزو اپنا جملہ مکمل کرتی، حیدر وہاں سے چلا گیا لیکن حیدر وہ سوال آرزو کے ذہن میں ہی کہیں رہ گیا۔ آرزو شرمندگی میں کچھ پل وہیں کھڑی رہتی ہے۔ فون بجنے پر وہ ہوش میں آتی ہے اور گیٹ سے باہر چلی جاتی ہے۔

## منظر 8

### گھر کا کمرہ۔ آدھی رات کا وقت

آرزو اپنے کمرے میں موجود ہے اور سونے کی کوشش کر رہی ہے۔ حیدر کی آواز اس کے کانوں میں گونج رہی ہوتی ہے۔ وہ کئی بار کروٹ بدلتی ہے اور آخر کار سو جاتی ہے۔ پھر اچانک اس کی آنکھ کھلتی ہے تو وہ دیکھتی ہے کہ اس کے ارد گرد سب وہ لوگ موجود ہیں جنہیں اس نے دھوکہ دیا۔ وہ معافی مانگنے کی کوشش کرتی ہے مگر اس کے الفاظ اس کا ساتھ نہیں دیتے۔ وہ ایک عجیب ذہنی کیفیت کا شکار ہوتی ہے۔ اسکی نظروں کے سامنے بار بار وہی چہرے آ رہے ہوتے ہیں جن کو اس نے دھوکا دیا جبکہ درحقیقت وہ وہاں موجود نہیں ہوتے۔ وہ ان سے خوفزدہ ہو جاتی ہے اور اپنی ماں کو بلانے لگتی ہے۔ آرزو کی ماں جب اپنی بیٹی کو کشمکش کی ایک عجیب کیفیت میں دیکھتی ہے تو اس سے رہا نہیں جاتا۔ اسے احساس ہو جاتا ہے کہ آرزو کی اس دیوانے پن کی وجہ وہ ہی ہے۔ وہ بھی اپنی بیٹی کی اصل گناہگار ہے۔ وہ بھاگی بھاگی آرزو کو سنبھالنے اس کے قریب جاتی ہے اور اسے گلے لگا لیتی ہے۔

ماں (روتے ہوئے): I'm sorry میرا بیٹا۔ مجھے تمہیں یوں نظر انداز نہیں کرنا چاہیے تھا۔ معاف کر دو مجھے۔۔ معاف کر دو۔

# CHAPTER 5 STORYBOARD



Scene 1: Wide shot of the University.



Scene 2: Close up of Anzu coming out of the class.



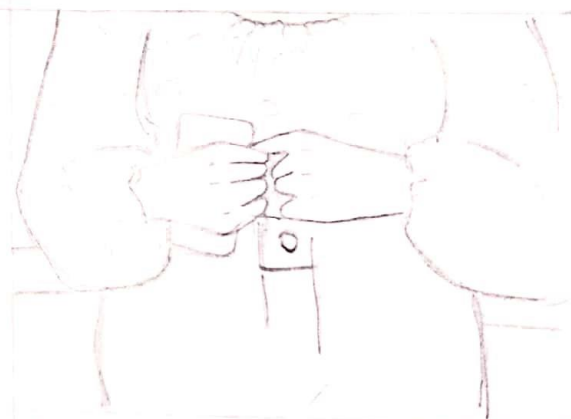
Scene 3: A group of friends gossiping outside of class.



Scene 4: Close up of Amna.



Scene 5: Anzu introducing herself to the group of friends.



Scene 6: Close up shot of Anzu's hands.



Scene 7: Haider appearing in the friend's group.



Scene 8: Haider and Anzu introducing themselves to each other.



Scene 9: Wide shot of group leaving Anzu alone.



Scene 10: Anzu sitting on couch at home.



Scene 11: Close up of Anzu talking to her mother.



Scene 12: Close up of Anzu's mother on her phone.



Scene 12: Anzu trying to get attention of her mother.



Scene 13: Anzu getting angry.



Scene 14: Anzu's mother leaving.



Scene 15: Anzu getting home and her mother driving away.



Scene 16: Anzu back home.



Scene 17: her mother leaving home.



Scene 18: Anzu's mother busy with her friends.



Scene 19: Close up of Anzu's mother talking to her friends.



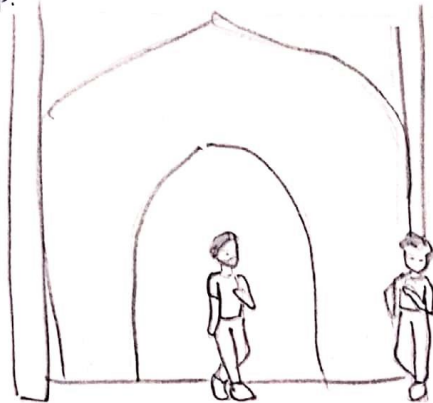
Scene 20: Anzu getting in room.



Scene 21: Anzu in her room using laptop.



Scene 22: Anzu's laptop close-up, making fake IDs, and ID of Asmarah.



Scene 23: wide shot of university, Kashi walking towards Haider.



Scene 24: Kashi & Haider talking.



Scene 25: Arzu listening to them from behind.



Scene 26: Arzu in her bedroom, on phone call with Haider.



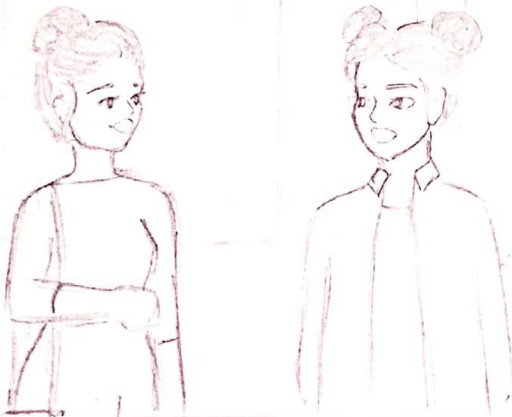
Scene 27: Haider in his lawn, talking on phone with Arzu.



Scene 28: In university, group of friends talking.



Scene 29: They ask Arzu to join them for coffee.



Scene 30: Arzu denies Mishal.



Scene 31: Anna gets angry at her.



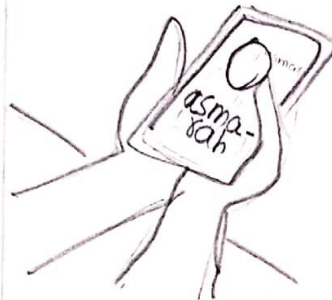
Scene 32: Anzu gets angry too and they fight.



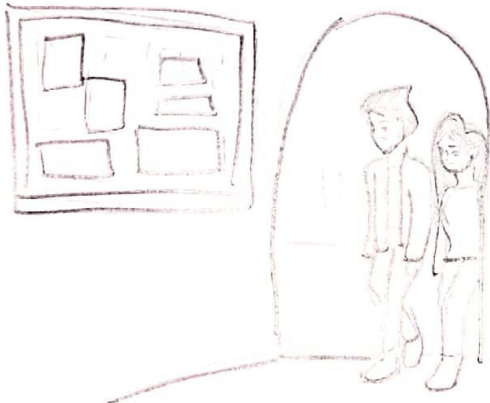
Scene 33: Haider realizes Anzu is Asmarah.



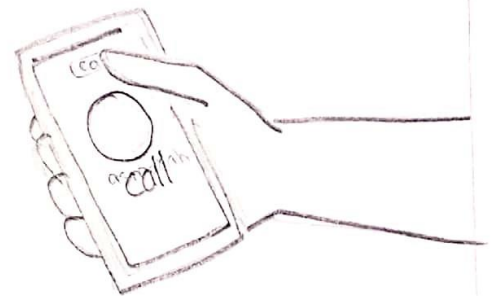
Scene 34: (Flashback) Haider watches Anzu using Asmarah's ID.



Scene 35: Close up of Asmarah's ID.



Scene 36: Anzu & Haider going to class.



Scene 37: Haider calling Asmarah.



Scene 38: Anzu receiving the call from Haider.



Scene 39: Haider growing suspicious.



Scene 40: Close up of Haider realizing.



Scene 41: Haider confronting Anzu.



Scene 42: Anzu crying.



Scene 43: Anzu trying to sleep in her room.



Scene 44: She wakes up.



Scene 45: Anzu hallucinating the boys she catfished.



Scene 46: Anzu scared.



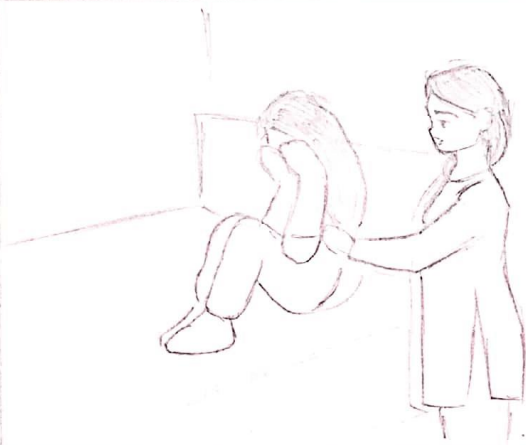
Scene 47: Close up of Haider in Anzu's hallucination.



Scene 48: Anzu calls her mother.



Scene 49: Anzu's mother watching Anzu go insane.



Scene 50: Anzu's mother comfort her.



Scene 51: Anzu's mother hugging her & apologizing.

## CHAPTER 6

### TECHNICAL METHODOLOGY

The technical methodology in a film refers to the methods, tools, and techniques used during the entire production process during the creation of the film. This includes the equipment used to shoot the film to the software used to edit the film. The technical methodology or approach basically affects the look of the film as a whole, so the makers can accomplish their vision and deliver an immaculate viewing experience for the viewers.

#### **6.1 Approach**

The key approach of this short film is to show what kind of people actually scam others on social media by indulging in cybercrimes such as trolling and catfishing and what kind of life they are living in reality. This short film also helps to spread awareness regarding scammers on social media so that people will beware of such kind of acts and report them. It highlights the psychological aspect of a scammer as well. Cyberbullying keeps increasing day by day, and it is necessary to educate people regarding this subject. Therefore, this short film is created to educate people about the cybercriminal activities.

#### **6.2 Genre**

The genre of this short film is crime. It is a work of fiction that takes an artistic approach in depicting the life of a person who is unhappy with her life, and in order to gain validation from others, she endorsed herself in various cybercrimes such as catfishing and trolling.

#### **6.3 Clustering of idea/ Brainstorming**

Catfishing is a very normal every day to day phenomenon. Every person faces this kind of activity on social media. However, some people are lucky enough to detect those activities and immediately report them, while some get trapped by scammers. While doing research on cybercrime, the researchers realized they all have been catfished in their lives in one way or another contributing to the factor of how big of an issue it is. During the process, they also found out that many of their friends had also been catfished, and no action was ever taken against that.

For this reason, the researchers decided to make a short film on cybercrimes, especially catfishing, so that people would get aware of these types of criminal activities. They contributed to the development of a strong script that will, later, help society in many ways.

## **6.4 Target Audience**

The target audience includes all internet users in Pakistan. People from different age groups and different backgrounds are targetted. According to Pakistan Data Reportal (2022), 82.90 million people use the internet in Pakistan. Therefore, it is important to target all internet users in order to educate them.

### **6.4.1 Demographics**

People ranging from 13 to 29 years of age are targetted. According to an assessment made in 2021, by the Department of Sociology Quaid-i-Azam University Islamabad, online users are between the age of 18 till 29 throughout the world, but Pakistanhas even underage users of social media Internet. Therefore, teens are targetted as well because people in their teens are very immature and hence get trapped by scammers on theinternet. The target audience can belong to any race, ethnicity, or gender, irrespective of their income, marital status, and educational level.

### **6.4.2 Psychographics**

The psychographics includes two types of people, i.e., those who are using the internet (especially adolescents), and those who are the victims. The internet users can get educated against cybercrimesand they can learn the correct use of the internet. Those who are the victims can learn how to deal with a scammer and how to complain against them.

## **6.5 Shots/ Camera Angles**

Using a camera is necessary for making any worthwhile video project. This short film has shot with the help of a camera along with a piece of stabilizing equipment such as a tripod. While shooting this short film, different shots were considered such as long shots, mid shots, close- ups, extreme close-ups, wide angles, etc. These shots has made the film more realistic and artistically pleasing in achieving the required result.

## 6.6 Location

This short film is made for the people of Pakistan that's why the locations are within the city of Lahore, Pakistan. Majority of the scenes are shot in Punjab University College of Art and Design and others are shot in a farmhouse, Raiwind road.

## 6.7 Equipment

- DSLR Sony A7iii
- Lens 18 - 50mm
- Flash
- Mics
- Tripods
- Light Diffusers
- Light Reflectors

## 6.8 Lighting

Both natural and artificial lights are used while shooting the short film.

## 6.9 Treatment

This short film deals with the issues faced by many people on the internet which are often left neglected, in an artistic way. The camera angles and shots are captured in a manner that complements the script and the scenes in the best way possible. Both natural and artificial lighting are used in this film in accordance with the scenes. The concept of the film is linear and contain a starting point, a climax, and an ending point. It begins with showing a girl which is unhappy in her life and wants to gain validity from others by making different identities on social media. The climax is about the point where she will start to lose her own real identity within millions of fake identities. The end shows the result of her wrongdoings, giving a good message to the viewers. Moreover, we have added some background music in accordance with the intensity of the scenes.

## 6.10 Pre-Production

Pre-production is the phase in which all the work is done before the short film can even begin to shoot. It is the process of planning each and every step in detail related to the short film. The pre-production of this short film was started with research, finding talent, finding a technical team, deciding the duration of the film, writing and finalizing the script, making storyboards, deciding how to edit, deciding what part of the production will be done in house and what parts to outsource, visiting the locations, asking for the permission letters from the authorities, and gathering the equipment. After finalizing these details, interviews were conducted with the cast and crew. In the end, the whole schedule was formed while keeping in mind the availability of each person. The budget sheet was also estimated to prepare the rough draft regarding the cost and other expenses.

## **6.11 Production**

The production phase was begun after the pre-production stage. In production, the short film was shot the way it was decided during the pre-production phase. On the selected date and time, the makers went to the location with all the cast and crew, equipment, and script. In the daytime, mostly natural lights were used, while the night and indoor scenes consisted of artificial lights. The scenes that required daylight were shot in the very beginning. The director, with the help of the producer and an assistant, set up the props for each scene as required. The wardrobe and makeup of the actress was changed in accordance with the requirement of the scenes. Refreshments were provided two times a day during the shoot. The atmosphere of the shoot was creative and collaborative, and everyone made sure to put in their maximum productivity. Photographs were taken and scenes were written by an assistant director to maintain continuity in every scene.

## **6.12 Post-Production**

The post-production phase was an editing phase. The director had guided the editor about the scenes to add, the scenes to remove, where to add music, what would be the pitch of the background music, adjusting colors, adding effects, etc. The editing process begun by selecting the desired clips from raw footage and then selecting the BGM, transitions, and sound effects.

The video is edited using softwares like Adobe premiere pro and FilmoraGo Pro. After editing the short film, its promo and teaser was edited. Moreover, all the promotional material was also created such as DVD covers, flex, posters, etc

## CHAPTER 7

### BUDGET

Title: بہچان

Duration: 8 mins

Estimated budget for 2 days shoot:

Head of Accounts	Quantity	Names/Description	In House	Out Source
Director	2	Fizza Abbas, Unaiza Ali Noor	Yes	-
Producer	2	Fizza Abbas, Unaiza Ali Noor	Yes	-
<b>Pre-Production</b>				
Travel costs	6	Transport	-	5,000
<b>Production</b>				
Equipment	3	Camera Lights Tripod	-	32,000
Meals	4	2 days shoot	-	11,500
Travel cost	6	Transport	-	14,000
DOP	1	Gulfam Khan	-	5,000
Talent	1	Shafaq Ali	-	3,000
Communication	2	Internet, call	-	765
<b>Post-Production</b>				
Editing	1	Adobe Premier Pro	-	6000
DVD Cover	3	Print	-	360
Flex	5	5×2 feet	-	3,750
Poster	80	A3	-	4,000
Project Printing	2	Printing + Binding	-	900
Miscellaneous	-	-	-	5,000
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>Rs. 91,275</b>

## **CHAPTER 8**

### **CONCLUSION**

Catfish is someone who uses social media to mask their true identities and represent themselves as someone else. This phenomenon has gotten quite common in Pakistan, considering the number of cybercrimes exceeding 100,000 marks. The victims of the catfish often remain unaware of the deception for months, sometimes years. In Pakistan, there is very less information about catfishing. The short film is being used a tool to educate people about the negative aspects of social media, and to spread awareness about the psyche of a catfish into the mass public. It also uses entertainment as a way to inform people about the deception of social media because catfishing leaves long term effects on the minds of the victim and the predator. The short film was made with the input of several people who got catfished in their life, as well as with the input of a former catfish. The film also sheds a light on the life of a catfish, about why people feel the need to fabricate themselves online. It is important to understand the minds of the catfish and realize how they tend to forget their own personalities whilst creating so many fake identities online. In conclusion, it is important to use social media safely, and make sure the person is real before sharing any kind of bond or making any connections with them.

## **CHAPTER 9**

### **RECOMENDATIONS**

There is little to no representation of catfishing, negative aspects of social media or identity theft in the Pakistani mainstream media. Here are few recommendations for the the future researchers who may work on the similar topic:

- There are a number of topics which can be explored when working on the negative side of social media like fraud, or scamming.
- There is a little work done on how the minds of the catfish work. The psyche can be explored by creating a documentary and talking to the real life catfish and question the reasoning behind what they do.
- The victims of catfish often get ignored. A short film which tackles their life can be made to spread the awareness about how it mentally disturbs them and scars their trust for life.
- Short films or work on teaching people about the negative side of the social media and how not to trust so easily can be done on this topic as well.

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