

**RESEARCH PAPER**

The Role of Video Games in Shaping Behavior Among Pakistani Youth: A Case Study of Zain Ali

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ABSTRACT

This study examines the effects of video games, particularly PUBG, on the behavior of youth in Pakistan. The research employed the case study method and applied the framework of cultivation theory. The following research is based on the case of Zain Ali, which occurred in 2022. The data has been collected from major newspapers such as Dawn, The Express Tribune, and Gulf News; social media platforms including Facebook and Twitter; and broadcast media reports from Sach News Channel and Humara Pakistan Channel. It sheds light on the relationship between gaming addiction, psychological distress, and societal impact. Some of the issues include problematic video game use, increase in aggression, social loneliness, and conflict with the family. As for the context, family and economic factors play a role in how teenagers approach gaming. This study's findings highlight the urgent need for legal action, parental guidance, psychological support, and awareness programs to prevent and treat gaming disorder and its effects on youth. The study also suggests avenues for further research in this area.

Keywords: Video Games, PUBG, Gaming Addiction, Youth, Mental Health

Introduction

In recent years, the rise of video games, especially those with violent content, has become a concern, more so when it comes to their potential impact on the behavior of young people. Of all these games, Player Unknown's Battlegrounds (PUBG) has become one of the most popular games that claims the attention of millions of gamers from all over the world. Especially in Pakistan, the game has been a topic of much debate, as to how it influences the young generation. The aim of this research paper is to analyze how and in what extent Pakistani youth is affected by PUBG and the behavioral shift it causes, positive and negative both.

Video games have been a subject of interest in research for a long time, and people have tried to correlate video games to all sorts of behavioral changes. As per some studies, playing video games can result in various positive impacts on the cognitive processes, hand-eye coordination, and social relations through the online platforms (Muzaffar, et. al., 2019; Granic et al., 2014). On the other hand, there is debate on other issues such as addiction, aggression and social isolation arising from gaming and research has shown that there are negative effects on the health of the gamers as well as their interactions with fellow human beings (Anderson et al., 2010; Salam, et. al., 2024).

PUBG, developed by PUBG Corporation, is a battle-royale game that has attracted a lot of players because of its fun and competitive gameplay. It is a game where players are stuck on the island with minimal resources and the goal is to kill all the other players, collect weapons and be the last man standing. The high level of risk, high quality of graphics and

game interactivity, all contribute to the high level of engagement and entertainment of the game.

The youth in Pakistan are highly inclined towards PUBG and many of them can be seen playing for hours. The availability of smart devices which includes the use of the internet has enabled this trend of using PUBG among young people. This prompts some questions like; how does such extreme gaming impact behavior, social relations and psychological well-being?

This research intends to examine the impact of PUBG in the behavior of the Pakistani youth through analyzing the case study of Zain Ali, who killed his mother, two sisters and brother back in 2022 due to an argument caused by the game, PUBG. It will also investigate the extent to which the Pakistani youth has become more aggressive, socially, academically and mentally due to PUBG. As a way of answering these questions, the study will use the case study approach in an attempt to provide a deeper insight into the determinants of the effects of video gaming on youth behavior in Pakistan.

Literature Review

The article by Triggs (2022) focuses on the effects of violent video games on the behavior of young people. A psychiatrist with CHI Health, Dr. Zachary Keller, has also pointed out that online first-person shooter games can desensitize children and make them more irritable. This problem was amplified by the COVID-19 pandemic, as children who were previously isolated had no other activities to engage in than playing games. According to Dr. Keller, violent games should not be played before middle school, and children should not spend too much time on screens to lessen potential adverse outcomes.

A psychologist named Bakhai (2024) has also pointed out the negative impacts of PUBG on health. PUBG has been known to cause numerous health complications and behavioral changes such as; poor eyesight, obesity, and social isolation together with poor academic performance. The author has stressed on the need for identifying the symptoms of gaming addiction and seeking the help of a doctor if need be. To avoid the problem of being addicted to PUBG, the author provides the recommendations of cutting the gaming time, doing other activities, working on personal development, and consulting with a doctor. It is also crucial, according to the article, to achieve a balance between time spent in virtual world and real life and to look for help if one gets an addiction of games.

Another study by Fatima and Ashfaq (2014) aimed at establishing the effects of playing violent video games on the behavior of primary school children in Pakistan. The study established that violence in video games was positively linked to aggression which caused children to engage in fights with peers. Also, children followed the violent actions demonstrated in the games, and they became violent in their actions as well. The findings stress the importance of educating parents and other caregivers on the effects of violent video games on children's behavior and encouraging parents' supervision of video gaming sessions. Proposed solutions include the introduction of laws and policies that would help to reduce the risk of the negative effects of violent video games.

Hassan et al., (2023) examines the correlation between the dimensions of gaming disorder and cultivation level with regard to PUBG players. Results indicate that gaming disorder, religious involvement, motivation, and gaming addiction affect the cultivation effect in the players. Cultivation levels depict that the male participants have scored higher as compared to the female participants. Therefore, the study is specific on the level of cultivation effect as a function of PUBG involvement. The results demonstrated here present implications for understanding factors that lead to gaming behavior and in the formulation of interventions to either prevent or minimize gaming. The ANN model enables one to assess the impact of cultivation through one or multiple factors. Thus, it becomes imperative to

unravel processes of gaming disorder, addiction, motivation and religiosity for the right intervention for the PUBG players.

The research by Nawaz, et al. (2020) aims to establish the link between the level of PUBG game addiction to personality characteristics that include narcissism and loneliness among the players. The author's study involved 101 PUBG gamers ranging between 13 and 30 years old and used a correlation survey method. It demonstrated the existence of an inverse relationship between the degree of addiction of the online games and narcissistic personality and social phobia. As an example, the players spent 6-7 hours in a day playing PUBG which highlights the time involvement in the game. This study thus disproves some of the assumptions that have been drawn on the impacts of online gaming where it suggests that it builds social relation and interpersonal skills of the gamers. Moreover, it offers valuable information to families, friends, teachers, and therapists, in order to have a better understanding of the merits of gaming. Another policy that the study upholds is the use of government policies that aim at regulating the trends of addictive gaming. In order to further enhance future research regarding the subject, the study suggests the use of bigger sample sizes, intervention-based research designs, and cross-sectional studies to assess the long-term impact of gaming addiction on the personality of the gamers.

In the research article by (Mamun et al., 2020), the authors examine three cases of individuals who committed suicide through PUBG during the COVID-19 outbreak in Pakistan. In all the three cases, the victims were young males aged 16–20 years, which point to the fact that there is a link between PUBG addiction and suicidal tendencies. The first example is based on a 16-year-old boy who, despite the warnings of relatives, stayed in front of the computer playing PUBG and then committed suicide. Like the previous case, an 18-year-old male, who struggled with familial conflicts over his excessive gaming, committed suicide. The third case was of a 20 years old male student of 2nd year, Forman Christian College, Lahore; even though he was a good student but he could not get rid of PUBG addiction, leading him to face academic deterioration, strained family relationships and in the end, suicide. This became very risky due to the COVID-19 measures that resulted in people being locked at home and leading to higher rates of gaming. It has been proved that playing PUBG interferes with the lives of the players in a negative way and some of the effects include; poor performance in exams, social isolation, mental illness, and even death. Such cases highlight the need for more awareness and intervention strategies to prevent video game addiction and its consequences with more focus on youth or young adults.

As per some reports, the increasing addiction to Player Unknown's Battlegrounds (PUBG) in the global world, especially the impact on the Pakistani youth, kids develop aggressive and inhumane characteristics such as lack of empathy and war like disposition (Al-Qahtani et al., 2020). Some of the consequences of over indulgence in video games include strain, tiredness, headaches, weight gain, poor quality sleep, insomnia, withdrawal signs such as temper tantrums and rage that may lead to drug dependency by those who are vulnerable. This is taking a toll on the precious time, money, and energy of the youth of Pakistan; it is high time to take necessary actions against gaming addiction and the harms it poses to the mental and physical well-being of the community (Al-Qahtani et al., 2020).

Zaman et al. (2022) conducted a cross-sectional study to assess the rate of gaming dependency and the effect of this dependency on the sleep quality of the Pakistani adults during the COVID-19 pandemic. Among 618 participants, 57% reported playing online games, 12.5% of the participants fell under the addiction category according to the results of the GAS (Game Addiction Scale). The study also revealed that those who were identified to have gaming addiction had poor sleep quality and high sleep disturbance as compared to non-gaming addicts implying that gaming addiction is disastrous to sleep. This study highlighted the importance of psychoeducation intervention that should be developed to target the general population on gaming disorder and its negative health impacts. The study also had its limitations such as the use of convenience sampling and relatively small sample

size, and therefore, the authors recommended future research to examine the relationship between gaming addiction, sleep quality, and psychosomatic health issues in Pakistan.

In the study, Zahra et al. (2019) aimed to establish the prevalence of Internet Gaming Disorder (IGD) among Pakistani university students and the effect of demographic characteristics on it. Based on the IGDT-20 questionnaire, 315 university students were administered, which highlighted significant differences between males and females, where the IGD scores of the male students were significantly higher than those of the female students. Furthermore, the study also found that the younger students had higher rates of internet use, thereby making them vulnerable to develop IGD. These are some of the reasons why it is advisable to come up with policies that will help curb the use of the internet in ways that may lead to negative impacts such as those resulting from excessive gaming among university students.

In the study, Shabih et al. (2022) focused on understanding the effects which video game addiction has on the physical and mental health of adolescents in Karachi. The authors of the study grouped 321 adolescents into NVGA and VGA and noted a significant level of VGA (72.6 %) especially in male students. To this end, they employed DSM-5 criteria to determine diverse aspects of pathologic gaming, regarding which the VGA group exhibited elevated mean values. Further, the psychological distress level was higher and physical activity level was lower in the VGA group as compared to the NVGA group. These findings suggest that video game addiction has adverse effects on the health of adolescents and provide a basis for further research and development of prevention and intervention measures (Shabih et al., 2022).

Ahmed et al. (2022) conducted a study that aimed to analyze the psychological impact and the participants of the study were Pakistani gamers of PUBG. Despite the fact that gaming is an enjoyable leisure activity that is preferred by most individuals, it is important to set a limit on the time spent on the gaming activity as it can be addictive and cause detrimental psychological effects such as sleep deprivation, stress, and depression. Like in any other addiction, it is not bounded to virtual reality only, and may cause physical, emotional, as well as social effects such as eating disorders, fatigue, mood disorders, social exclusion, sleep disorders, and even suicidal tendencies. The interaction between gaming and psychological health is explored to demonstrate the effects on focus, aggression, empathy, stress, and problem-solving skills among gamers in this study. For example, the study suggests that different strategies like psycho-training programs and CBT should be used in order to treat the gaming disorder and other disorders that are psychologically related. It would be useful for future studies to look at the correlation between the different types of addictions and personality traits to identify who might be at greater risk of developing gaming addictions.

In the study conducted by Shabbir et al. (2020), the authors sought to understand the relationship between video game addiction and aggression among the young people in Pakistan. They used two questionnaires in their study that was conducted using a cross-sectional, correlational design and 160 participants (80 males and 80 females). The self-report instruments were: GAIA, and The Aggression Questionnaire. The study showed a moderate negative correlation between the level of gaming addiction and aggression, mainly in the sort of angry and physical aggression with no such correlation observed with verbal aggression and hostility. The findings also showed that male subjects scored higher on the game addiction scale than female subjects, yet, there was no statistical difference in the mean score of aggression between male and female. Gaming was proposed to be a way to release aggression and thus, there is a possibility of reducing on aggression in daily life. Nevertheless, it admitted some drawbacks and suggested that further studies should be conducted to focus on the specific types of games and age to provide more information on the relationship between gaming and aggressiveness.

Shahbaz et al. (2019) explored the effects of video gaming on aggression and cognitive skills of Pakistani gamers, particularly those who spend more than an hour on video games. They noticed that as the time spent with games increased, the level of aggression increased as well, and the level of cognitive ability decreased. Male respondents reported more aggression and less cognitive ability than female respondents, which could be attributed to the impact of gaming on Pakistani culture. The study also shows that it is crucial to limit the time spent on gaming to avoid such outcomes and points to future research in search of healthy gaming practices. Also, measures aimed at ensuring appropriate use of the internet games among the young people would be positive for their health and academic achievement.

Khalid and Mukhtar (2022) examined the correlation between IGD, impulsivity, EI, and mental health among Pakistani youth involved in online gaming. Consequently, both cross-sectional and path analyses showed that participants' IGD rates were as high as 58.9%, and impulsivity partially mediated the relationship between EI and IGD, leading to decreased wellbeing. Crucially, a twofold increase in IGD risk was observed among participants from nuclear families. Furthermore, greater emotional intelligence seemed to buffer the deleterious impact of impulsivity on IGD. Therefore, the study emphasizes the importance of developing and implementing interventions to increase emotional intelligence, which can minimize the effects of impulsiveness and IGD in Pakistani youth.

The research study conducted by Hisam et al. (2018) was aimed at establishing the effects of video game playing on the cognitive abilities of Pakistani teenager. The conclusion that can be drawn from this particular study is that there is a positive relationship between the performance in the game and cognitive skills in favor of the latter. In his comparative cross-sectional study, Hisam et al. (2018) wanted to know how video game playing influences adolescent cognition in Rawalpindi. Besides, the research also indicated that gamers had higher level of skills including, knowledge, analogy, processing speed, deductive reasoning, and mathematical intelligence than the non-gamers. Overall, these results demonstrate the possibility of the positive effects of long-time video gaming for the development of cognitive abilities in Pakistani youth.

Zafar, et. al., (2020) did an investigation on the impact of online gaming addiction on undergraduate students' family life in Karachi, Pakistan. Research findings showed that 66% of the participants demonstrated addiction to video games and 39% of the participants showed lack of family roles. This study showed that the existence of severe gaming disorder was linked to poor problem-solving and interpersonal communication abilities. The results revealed that males spent more time in gaming suggesting that gender specific prevention measures are required. To address the problem of gaming addiction, the study focused on how family supervision could reduce the effects on academic performance and mental health. Interventions proposed were the family-focused preventive strategies. There were some limitations arising from the use of self-administered questionnaires. The present research therefore aims at exploring the role of family factors among Pakistani university students.

The PTA had banned the online battle game PUBG for some time in 2020 because many students had problems with addiction that affected the health of the people. It was imposed after receiving a number of reports from society and the media. There were a lot of suicide cases linked to this game. After this, PTA had a public hearing to allow the public to give their opinions regarding the game. This move was meant to respond to social issues that were arisen from the use of the internet and gaming as it was detrimental to the health of the people (App, 2020).

The research study by Khan et al., (2021) seeks to understand the addiction to PUBG gaming among Pakistani players. Surprisingly, when the data was collected using questionnaires from 1000 PUBG players, it was evident that most of the players were male,

and most of them spent 4 to 5 hours playing the game daily, showing high levels of addiction to the game. Some of the impacts mentioned by the players included, spending more time than desired on the game, feeling upset when unable to play, becoming angry when distracted from the game and ignoring important activities in order to play the game. This research postulates that a good number of players are developing an addiction, thus facing antisocial problems. Some of the recommendations included, limiting the duration spent on gaming, ensuring that the child spends time playing games indoors as well as outdoors, and proper utilization of time spent on gaming to avoid getting an addiction that leads to several problems.

Theoretical Framework

George Gerbner's (1960) cultivation theory describes how a viewer's perception and attitude are influenced by the media they are exposed to. In the scope of this research, the current study focuses on investigating how Pakistani youth's behavior is influenced by PUBG within a case study framework. According to the cultivation concept, players' views and actions on how society perceives them will change as a result of regular exposure to Player Unknown's Battlegrounds. In terms of a case study approach, this theory can offer a structure for looking at specific examples of the relationships among Pakistani teenage behavior and PUBG gaming and emphasize the fundamental processes. The strategy adopted an in-depth analysis of specific stories and patterns of conduct to enable a deeper comprehension of the relationships between media and conduct as well as the effects of media exposure on the attitudes and beliefs of young people in Pakistan.

Therefore, mentioned theory helps to create a conceptual framework to understand the influence of PUBG in Pakistani teenagers, with the exception of the conditions that are shown before in the case of the current study. This identifies the ways in which what people consume in the media and what they think about society.

Material and Methods

Due to the exploratory character of the given study, one will have to implement the case study methodology in order to gain a clearer insight into the influence of video games on the behavior of the Pakistani youth. This method allows applying detailed case study; therefore, more detailed and subtle results can be obtained on the effects of video game consumption on behavior.

Justification for Method Selection

The case study research design appears to be suitable in the study based on the fact that it can offer contextualized information on multifaceted processes. To discuss the impact of video games on behavior in relation to the example of Pakistani young people, it will be more convenient to refer to a specific case and discover more specific peculiarities of such impact.

Reference to Previous Studies

The case study methodology is in line with the media and behavior research literature. Regarding the method, we can say that the approaches used in the past involved case studies in various aspects of video games consumption and its behavioral effects which gives the foundation of the present study. Indicatively, in an article by Qalam (2023), with the title Adolescent Decadency as An Implication of Online Games: (Case Study on Teenagers Online Gamers), the research design employed a qualitative case study research design to determine the negative behavior that is caused by online games among the teenagers. This discussion justifies the reason why case study approaches are important in evaluating the

effects of online gaming on behavior and hence the decision made in selecting the research method in this research.

Data Collection

This study is going to involve identification and collection of data from a certain case (Zain Ali's case) pertaining to the video game consumption and behavior among the youth of Pakistan.

Selection of Case

Zain Ali's case was chosen because it was the most relevant and the study provided an overall picture of the impact of PUBG on the behavioral changes of youth in Pakistan. From the general process, the emphasis was made on selecting the case that would enable the researcher to have a broader perspective of the problem under consideration.

Data Preparation

Information collection will also require ensuring that enough details are gathered from the sources such as newspaper articles, social media discussions, news reports on the incident.

Sources of Data

Print Media

This was done through a search on articles from popular newspapers, including the Dawn, The Express Tribune and The Gulf News to get preliminary information on the case. These articles provided knowledge of the conditions under which the event has taken place, that it actually happened and the reaction of the public.

Social Media

In this case, the researcher observed any form of discussion that was on the Facebook and Twitter concerning posts and comments about Zain Ali's case. This source provided the opinion and counter argument from the public as it interacted with the society in debating the effects of the PUBG on the young generation.

Broadcast Media

The Sach News and Humara Pakistan had reports and videos of Zain Ali's case and they were also referred for these two news channels. These media sources offered audiovisual contents and the opinion of the doctors that enriched the evaluation of the event and its outcomes.

Data Collection Process

- **Identification:** The articles, posts on social media and broadcast media that pertain to Zain Ali's case were searched using keywords and by following the accounts of the media and journals.
- **Collection:** The practical aspects of data collection involved employing search engines to access and download articles, taking screenshots of posts in social networks and forums, and capturing news videos from YouTube channels.

- **Documentation:** Using this approach, every piece of data that was collected was analyzed and the process involved writing brief summaries during the analysis.

Case Analysis

The case will be examined to determine the way the events have led to the tragic ending, the mental state of Zain, the way he plays, and the beliefs that were influenced by PUBG.

Data Analysis

A 14-year-old boy, Zain Ali from Kahna Lahore, Pakistan, killed his mother and siblings which included two sisters and a brother, back in 2022, attributing the act to the game PUBG. The data has been collected from print media, social media and broadcast media to get a detailed picture of the event and its ramifications.

Print Media Analysis

Dawn News Article

The Dawn article is based upon Zain Ali's arrest and his statement where the game PUBG is claimed to have an influence on his actions. The article also focuses on the aspect of the addictive nature of the game and recommends more stringent measures on violent video games in hope to reduce such occurrences (Chaudhry, 2022). The facts that Dawn reported are clear and simple about the crime, and at the same time, the need to address the issue of video game addiction among young people is highlighted.

The Express Tribune Article

The Express Tribune provides a more detailed discussion regarding whether it was solely the PUBG's fault or if there were other reasons for the tragedy. While describing the history of Zain, the article discusses family problems and potential mental health issues. It raises certain doubts about the essence of gaming addiction and the challenges of the diagnosis and treatment of such disorders (Shehzad, 2022). This aspect of the situation adds to the interpretation of the specified incident, since it implies that such a phenomenon may have a variety of causes.

The Gulf Today Article

Gulf Today's article offers more information as it speaks about the reactions of the public and the concern of the police regarding the effects of online gaming. It focuses on the necessity of society to control such games and prevent harm to the vulnerable groups of the population. The article also provides the author's perspective on previous events associated with video game addiction, which strengthens the case for the need for detailed policies to combat the problem (Gulf Today, 2022).

Social Media Analysis

Twitter Comments

@TeamAvocadoIND on 02/02/2022:

"Well banning guns instead of a game sounds better! #RandomThoughts #PUBGMOBILE #PUBG"

@HaMMaD HaBiB PK on 20/01/2022:

“Please ban pubg in Pakistan 🙏🙏🙏 #Ban_PUBG @Asad_Umar @fawadchaudhry”

@Sami ullah Khan PK on 18/02/2022:

“Our beloved prime minister of Pakistan @ImranKhanPTI it is a humble request please Ban PUBG in Pakistan. My brother position in the class was always good but now children tend to focus more on PUBG instead of their studies 😞PK🙏”

Facebook Comments

Under Syed Shafaat Ali’s post on 24/07/2020:

@Nasr Ullah: “Playing games is not technology Mr. Shafaat, its only waste of time. Whole nation knows that how much our new generation get addicted of this bloody #PUBG game. A majority of pakistanis is far from the proper use of technology. Your support to this worst game is inapprehensible.”

Under Syed Shafaat Ali’s post on 24/07/2020:

@Sabrina Khan Rafat: “Overuse of anything is dangerous just limit urself...”

Under Usman Butt’s post on 28/01/2022:

@Hamza Mehar: “Ye buhat pehly he band ho Jani chye te likn afsos ik dfa pehr Kise ka gar krab ho geya ik geam ki waja sy”

English Translation: “This game should've been banned long ago but sadly, once again due to the game, another home has been destroyed.”

These comments add up the opinions and concerns that the public has on the effects of PUBG on a person and society.

Broadcast Media Analysis

Hamara Pakistan News Report

The news report from the channel named “Hamara Pakistan” taken from YouTube offered a detailed description of the incident, focusing on the police investigation and the psychological factors of Zain Ali’s actions. The report explained that after a game of PUBG, Zain was defeated and consequently detached himself from the society, which contributed to the heinous killings. Police attributed the act to the negative impacts of the game which prompted the authorities to seek the banning of the game due to such effects on people’s mental health and behavior (Hamara Pakistan, 2022). This report is indication that policing also has a role to play in identifying and responding to gaming addiction.

Such News Channel Report

The report of “Such News” discussed the confessional statement of Zain Ali and also present the legal proceedings. It emphasized on facts of the criminal activity, the utilization of the mother’s pistol, and police detainment for additional inquiries. This report was less elaborate and was more of a brief report providing less commentary as compared to “Hamara Pakistan” (Such News, 2022). This difference is due to differences in the specific focus of the media, some of which provide highly detailed narratives, while others only provide factual reporting.

Comparative Analysis

PUBG is mentioned as a major factor in Zain Ali's actions in all kinds of media, and there is a clear message about the effects of the game. All sources coherently assert that he was addicted to the game and that the murders were committed as a result of this addiction; however, the extent of discussion and the focus of the sources differ.

Nuanced Perspectives

More specific and diverse sources include The Express Tribune and The Gulf Today, as they take into account not only professional challenges but also family-related problems and mental health issues. More significantly, Dawn and Such News are concerned with the effects of gaming addiction in the present and the call for legislative action.

Public Reactions

Reactions on social media are the public's emotional response and the variety of opinions that are shared, starting from the request to remove the game to discussions about responsible video game content and gun control. These comments give the social aspect of the incident and the different perceptions regarding the causes of the problem and possible solutions.

Institutional Responses

Television news shows, especially "Hamara Pakistan," focuses on the institutional approach where police, government, and judiciary respond to the problem. The discussions of the ban on PUBG are the calls of the perceived need for legislation against the game following more such incidents.

Overall Impact of Zain Ali's Case

The familicide that occurred in the case of Zain Ali was tragic and made society pay attention to the effects that violent video games have on young people. This event received a lot of attention from various outlets, and the coverage offered by different media sources offers a broad picture that can be pieced together to see the social impact and citizens' perception.

Analyzing the articles, one can understand that in traditional media, the emphasis was made on the direct causes and outcomes of the event. Dawn (Chaudhry, 2022) underlined that Zain Ali was obsessed with gaming and the murders were committed because of this fact, urging the government to ban violent video games. The Express Tribune (Shehzad, 2022) also considered other possible causes like family problems and stress, therefore the paper stated that though PUBG significantly contributed, it was not the only reason. Gulf Today (2022) also focused on the societal and regulatory measures, urging the necessity to develop better policies to avoid similar catastrophes in the future.

Psychological and Sociological Factors

The case of Zain Ali shows that there are multiple psychological and sociological factors that can contribute to an individual's development of such tendencies and actions. Whereas the media dials in on PUBG as the major causal factor, closer examination unveils other levels of causation.

The police investigation as aired by "Hamara Pakistan" indicated that Zain was mentally ill due to playing the PUBG game. These include the fact that he was lonely, that he was fully absorbed in the game and he could not differentiate between the virtual and the

real-world consequences. This corresponds with the findings of “The Express Tribune” which pointed to Zain’s family issues including most likely a history of mental illness. These findings indicate that Zain’s behavior was a consequence of his gaming disorder, psychology, and possibly, emotional in adherence.

Public Reactions on Social Media

The social media reactions have captured different stance showing how the public is trying to make sense of the event. There are those who encourage a ban on PUBG and there are those who discourage it by providing their opinions on social media platforms such as Twitter and Facebook (Muzaffar, et. al., 2020; Asghar, et. al., 2025).

Such kind of different views highlights the fact that whether violent games like recently trending PUBG should be blamed for such incidences or whether it is about time that other equally important questions like availability and use of guns as well as inadequacy of mental health facilities should be addressed. This is evident through the fact that there are people who have come out to support the action that led to the shooting of the gentlemen while others are accusing the police of being reckless.

The Role of PUBG and Online Gaming

The case raises important issues that relate to the place of online gaming in the society today. PUBG, a multiplayer and intensely realistic First-Person-Shooter game, has been the subject of many discussions concerning its effects on young players. The components of the game include violent behavior, which is encouraged throughout the game and the creation of an adrenaline-fueled atmosphere, which is likely to make the players addicted to the game while at the same time making them desensitized to violence.

From the reports and the comments made on the social sites, it can be seen that awareness of such problems are arising. The programs “Hamara Pakistan” and “Such News” pointed out the call for measures that would control the harms of such games. These narratives reflect the voices of the public including on social media where people are calling for a ban on PUBG for example @HaMMaD HaBiB PK and @Sami ullah Khan PK, 2022. The call for practice is overwhelming, and this shows that there is a universal concern on the effects of violent video games and the necessity of proper treatment.

Potential Preventive Measures

In the light of the extensive media coverage, the following measures have been identified as possible ways of avoiding such disasters in the future. Firstly, the need to regulate violent video games is evident and this should be done in the following ways. This is by setting age limits, regulating the contents of such games and making sure that they are not in the reach of vulnerable audiences.

Furthermore, the question of how to treat the essence of the problem, the psychological and social aspects of the issue, remains very relevant. Therefore, more mental health care is a requirement and especially in youths in order to detect the problematic behavior at its early stage to ensure that it does not escalate with time. This includes the outreach services such as school counseling services, community based mental health services, and the campaigns that would enhance the awareness of the general population in regards to the symptoms of excessive gaming and other forms of emotional stress.

Knowledge and advice of the parent are also influential. The parents should observe to ensure that they do not expose their children to the online gaming pitfalls and ensure that they oversee the gaming of their children. It is worth pointing out that exercise and social contacts can help a person compensate unhealthy and sedentary ways of living.

Results and Discussion

The results and discussion drawn from this study provide insights into the relationship between online gaming, and more specifically PUBG, and its potential to incite violent behavior, based on the case of Zain Ali. The discussion touches on several significant topics, which include gaming addiction as an issue, social isolation, the importance of regulatory mechanisms, and parental supervision.

Firstly, the mentioned case proves the negative impact that gaming addiction has on individuals, especially youngsters. And in the mentioned case the teenager showed signs of excessive gaming, spending hours playing the game. From this addiction, he became more frustrated and aggressive as seen from his action regarding failure in the game. The case described in the research should be regarded as the proof of the statement that gaming addiction is a severe form of mental disorder that requires treatment.

Secondly, there is social isolation which is the subject of the case study in the research. The instance of the teenager, Zain Ali, who was discovered spending hours playing games alone, can demonstrate that the child had no social interaction and support. This loneliness can even contribute to the increase of the feelings of anger, anxiety and even paranoid episodes which culminate into seclusion and even the possible result of suicide and other acts of violence. The study results highlighted the necessity of the screen-time reduction intervention that is able to teach the youths how to build healthy relationships with other people and the harmful consequences of using screens in excessive amounts.

It is very necessary that the parents are checking on the daily activities of their child so that they can check on every single activity they are engaging in. The family of Zain Ali was not aware of the situation concerning their child and the entire situation led to their murder. The increased enlightenment of the parents and closer monitoring of the gaming activities would likely simplify the detection of the signs of addiction and stop the parents in their path to suicide.

The study also points out the concern of regulation concerning online gaming platforms such as PUBG. On one hand, the game provides the players with the full and entertaining experiences, but on the other hand, there are such kind of threats, especially for teenagers. The continued appeals for the banning of PUBG after violent occurrences expose the lack of preventive measures that policymakers and regulatory agencies should put in place to protect public health. It's important not to get carried away by this game as there is a high need for regulation and its quite imperative task to balance between protection of the individuals and the society.

Thus, the findings of this study shed light on the different patterns and consequences that have been identified among the case of Zain Ali, who was involved in a very sensational and tragic incident of killing his own family members just because of his addiction to the gaming.

Zain Ali, 14-year-old teenager from Lahore had an addiction of playing PUBG which resulted in his family's sad demise. He used to play this game for long hours so he clearly had an addiction for it. He was unable to complete a task or an objective due to which he became aggressive which resulted in his suicide. Due to his addiction and behavior, he became very aggressive and started to isolate himself from the real world. According to the report, he killed his mother and three brothers just because of his addiction to this game. He was unable to differentiate from the virtual world and the real world, and this caused this tragic incident. He thought that his family will come alive again just like it happens in the game. There is a need for public awareness and implementation of policies to address such issues so we can combat excessive gameplay of such violent games.

In order to sum up the earlier discussion, there is a high need of highlighting such instances and coming up with some practical solutions for such instances. The case study which was discussed in this research shows it's necessary that parents should be involved with their child's daily activities, and regularly checking up on them is the need of the hour to combat gaming addiction. Moreover, there is a requirement to look into more risk factors and develop precautionary measures to prevent from such incidents to happen again.

Conclusion

As we have looked into the case study of Zain Ali, we can now come up with the fact that what kind of negative effects influences gaming addiction on the youth. Such incidents highlight the fact that the precautionary measures are important to combat the gaming addiction. To conclude, it can be seen that the only way to fight the menace of video gaming addiction is by joining hands of all the stakeholders in the form of policy makers, health care providers, educators, parents, and society in general. Therefore, the adverse effects of unhealthy video gaming habits on the individual and the society can be avoided by cultivating the culture of responsible gaming to protect the youth. More studies must be done to establish the factors that lead to the development of gaming addiction and the effects this has on the growth and development of the youths. The long-lasting and extensive research that compares the impacts of gaming on the mental health in the long-term can positively contribute to the creation of the treatment and policy interventions.

Recommendations

Some of the recommendations are mentioned below after conducting this research.

- **Regulatory Action:** The government needs to look into such matters and regard it highly important as it involves the youth. They need to establish and implement policies to combat such kind of incidents so we can end this once and for all. This could involve setting age limitations, putting a duration limitation on the amount of time someone can play video games, and airing PSAs (Public Service Announcements) alerting the public to the risks associated with extended gaming.
- **Parental Vigilance:** It is up to the parents and caregivers to ensure that they keep track of the time their children spend on the games and the kind of games they indulge in. Parents awareness about the topic is important as it can assist them understanding the symptoms of the gaming disorder and how to address them.
- **Mental Health Support:** Gaming addicts who are teenagers should be able to receive counseling and other related services. Like counselling, therapy and peer support groups that would assist the clients cope with the effects of gaming and introduce more healthy means of coping with such a situation.
- **School-Based Interventions:** It is also important that the digital literacy and negative gaming impact educational programs and workshops may be included into the school curriculum. Even the school counselors should also be taught how to identify the vulnerable students to develop gaming disorder.
- **Community Engagement:** Schools, parents and the media can help in encouraging children to get involved in healthy recreational activities and foster both physical and social environment of the young generation. Other institutions such as support groups and community-based ones can also prove significant in alleviating social isolation and thus reducing the over-gaming disposition.

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