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SPREADING SOCIAL AWARENESS IN THE ISRAELI-PALESTINIAN CONFLICT THROUGH PERSUASIVE COMMUNICATION

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Abstract

This study explores the use of persuasive techniques within tweets discussing the Israeli-Palestinian issue on Twitter and understanding the depth of social awareness regarding the Israel-Palestinian issue discourse presents a crucial research challenge. This study seeks to address this gap by investigating the various themes, sentiments, and narratives prevalent in Twitter. Objectives of this study are to examine the persuasive strategy of tweets addressing the Israeli-Palestinian issue and to evaluate the level of social awareness. Qualitative content analysis of tweets involves collecting a sample of tweets. The persuasive strategies employed in tweets about the Israeli-Palestinian issue sheds light on the various tactics used to influence opinions and attitudes. Twitter users employ a range of persuasive techniques to convey their messages and garner support for their perspectives. By dissecting these strategies, this study contributes to a deeper understanding of how information is framed and communicated in the context of contentious geopolitical issues. Then, the evaluation of social awareness toward the Israel-Palestinian issue based on Twitter highlighted the platform's role in shaping public perception and raising awareness. This study reveal the diverse range of perspectives and narratives present in Twitter, reflecting the complexities of the conflict and the diverse array of voices.

Keywords*: Social awareness; Israeli-Palestinian; Persuasive Communication; Conflict; Qualitative Content Analysis (QCA)*

INTRODUCTION

In the era of digital communication, social media platforms have emerged as powerful instruments influencing worldwide public discourse, and are becoming a prominent instrument in spreading public awareness and information. It has also become an important method of bringing humanitarian issues to light by spreading social awareness (Naha, 2025). Social media platforms have revolutionised communication dynamics (Mahto & Rajavikram, 2025; Sanusi, 2025 et al.) providing individuals with unprecedented avenues for sharing information, expressing opinions, and engaging in dialogue. Social media is instrumental in raising awareness, amplifying voices, and catalysing social change (Tursunbayevna, & Bakhtiyarovna, 2025). It affords individuals unprecedented communication opportunities not available in previous eras, enabling them to swiftly highlight wrongdoing and injustices across various contexts. Twitter's communication functions include broadcasting short messages (tweets) (Zade, et al. 2024; Özdemir, 202 et al.), networking for connecting with like-minded individuals, sharing information such as news and articles, interacting through replies and mentions, engaging with content through likes and retweets, and advocating for social causes through campaigns and hashtags. Overall, Twitter enables users to communicate, share, and engage in real-time conversations on a wide range of topics, and with its real-time updates and wide user base, has emerged as a prominent platform for spreading social awareness and facilitating discourse on the Israel-Palestine issue. The platform's concise format and hashtag-driven conversations enable users from humanitarian organisations, journalists, and civilians to amplify their voices and mobilise support for humanitarian causes. In the context of the Israeli-Palestinian Issue, this has been the case. However, the nuanced role of Twitter in addressing politically sensitive issues like the Israel-Palestine conflict remains insufficiently explored. Understanding how Twitter influences public awareness and humanitarian efforts in this context is crucial for fostering informed dialogue, devising policies, and formulating effective strategies to address the multifaceted challenges facing affected populations.

The Israel-Palestinian conflict, characterised by long-standing geopolitical tensions and humanitarian crises, remains a significant challenge in global affairs. In the wake of the events post-7th October 2023, the need to address this complex issue and foster social awareness (Almarzoqi, Ajmal & Alshurideh, 2025) has become more pressing than ever. However, despite the extensive use of social media platforms like Twitter as tools for communication and information dissemination (Martinez, 2025), the precise extent of their reach and impact in addressing the Israel-Palestinian issue remains inadequately explored. There is a lack of comprehensive understanding regarding the reach of Twitter in facilitating discourse surrounding the Israel-Palestinian conflict. While Twitter provides a platform for users to engage in discussions and share information, the extent to which these discussions contribute to raising social awareness about the issue needs to be better understood. Addressing this gap is essential for determining the effectiveness of Twitter as a communication tool in fostering publicengagement and awareness regarding the Israel-Palestinian conflict. Secondly, investigating the use of persuasive techniques within tweets discussing the Israeli-Palestinian issue on Twitter is a noteworthy field of research. Despite the prevalence of such discussions on social media platforms, there remains a notable gap in understanding the specific strategies employed and their overall impact on shaping discourse and perceptions. At the crux of this inquiry lies the need to discern the rhetorical devices, emotional appeals, and argumentative structures utilized by users to influence opinions and solicit responses. By exploring these techniques in depth, researchers can glean insights into the underlying mechanisms that drive engagement and shape attitudes among Twitter users. Understanding how these persuasive strategies influence audience behavior and attitudes is essential for gauging their effectiveness. Metrics like likes, retweets, and sentiment analysis offer valuable indicators of engagement and the nature of responses elicited by these tweets. Understanding the depth of social awareness

regarding the Israel-Palestinian issue through Twitter discourse presents a crucial research challenge. Despite the extensive discussions on this platform, there remains a significant gap in comprehending the extent to which users engage with and comprehend the complexities of the conflict.

LITERATURE REVIEW

Persuasion involves using communication to change people's beliefs, attitudes, and behaviors positively. Persuasive communication aims to elicit clear reactions from others, influencing their perceptions and actions (Arnot, et al. 2024; Lister et al., 2020). When consumers perceive communication as credible and persuasive, they tend to develop favorable attitudes toward the topic at hand, such as recommended products or viewer comments, leading to motivation for action, such as seeking more information and engaging in collaborations (Guo, 2025). Research has explored how marketers can craft content, like virtual entertainment images, to influence consumers' personal, psychological, and behavioral responses. Persuasive communication is also believed to foster affective and interpersonal relationships (Albarracín & Zhou, 2025). The traditional approach to persuasive communication is to see it as a process involving inputs and outputs, where the persuasive message serves as the input and attitude or behavior change serves as the output. This approach entails analyzing communication-based on who delivers it, what is conveyed, through which medium, to whom, and for what purpose by Harold Lasswell in 1948.

Social media is pivotal in persuasive communication as it amplifies messages, engages diverse audiences, and enables instant interactions (Falcone, 2023). Numerous studies have investigated the impact of media and social media on various aspects of human behavior and society. According to Guerrero et al. (2019), the amount of time spent watching television, videos, and films, and engaging with social media platforms by adolescents is linked to problematic behaviors, and this association is influenced by the duration of sleep. Arifin et al. (2022) demonstrated that utilizing social media platforms for Da'wah purposes affects individuals' comprehension of Islam. Kozman et al. (2021) found that extended exposure to television and social media is correlated with feelings of pride, security, and hope among individuals from Syria, Lebanon, and Turkey, both within and outside refugee camps. Oser (2022) highlighted the impact of national norms and digital media usage on political participation, particularly in the context of voting, within Israel. Additionally, Pit et al. (2022) observed that active and passive engagement on Facebook influences feelings of connectedness, particularly following experiences of social ostracism. Lastly, according to Reif et al. (2020) discovered that scientists who appear in television interviews are perceived as more competent compared to those who do not appear, although they are not rated higher in terms of integrity and kindness. Social media strongly influences young adults' dietary behavior, reflecting the impact of online social norms and commercialization, notably through fast-food advertisements.

Persuasive communication in social media platforms like Twitter holds significant importance due to its ability to influence the attitudes, beliefs, and behaviors of users (Toşa & Tarigan, 2025) within a dynamic and interactive environment. In this study, the researcher wishes to examine these phenomena further on influencing social awareness and public perception. Social Media has created vast digital trails, reflecting the activities of a significant portion of the population. These trails offer insights into human behaviour, including patterns in information sharing, user traits, and message content. Social media has numerous, diverse applications in areas such as public health, crisis management, decision-making, and promoting social equality.

Social media data is a valuable resource for understanding location-based discussions on political issues. For instance, politicians can analyse tweets from residents in specific areas to gauge public opinion on policy

matters. Additionally, organisations like convention bureaus and local governments can use social media data to identify popular topics and preferences in different locations. Studies by Rodríguez-Ibánez, et al. (2023) and others have demonstrated how social media analysis can provide insights into public sentiment and behaviour regarding various issues, from political debates to urban planning and energy consumption. Social media platforms like Twitter and Facebook cater to the general public, but some are designed for specific groups like the LGBTQ community or photographers.

Analysing and visualising these groups can help promote social equity, and gained information can help authorities provide targeted services and promote equality among different groups. Analysing specific groups on social media platforms can provide valuable insights and support advocacy efforts, particularly in the context of Palestinian rights. By examining posts, hashtags, and user profiles, we can identify and map Palestinian communities or individuals expressing solidarity with the Palestinian cause. This information can help in understanding the geographic distribution of support networks, facilitating the organisation of advocacy campaigns and fostering solidarity among supporters. Additionally, analysing social media conversations allows for the identification of key issues and concerns relevant to Palestinian rights, such as human rights violations, political developments, and grassroots initiatives within Palestinian communities. Visual representations of this data can be powerful tools for raising awareness and educating the public about the Palestinian struggle for rights and justice. Infographics, maps, and interactive visualisations based on social media data can effectively convey complex information in an accessible manner.

As stated before, social media serves as a powerful tool for raising awareness and disseminating information on crucial societal issues such as climate change, disaster management, and health services. It enables individuals to voice their concerns, advocate for change, and mobilise support for various causes (Wright & McLeod, 2023). For instance, social media platforms like Twitter and Facebook have been instrumental in facilitating communication during disasters, allowing authorities to provide real-time updates and aid to affected populations (Ogie et al., 2023). Moreover, social media campaigns have proven effective in raising donations for disaster relief efforts, although they also pose challenges such as the spread of rumours and misinformation (Fard & Verma, 2022). Additionally, social media plays a significant role in promoting public health initiatives, with healthcare providers utilising platforms like Facebook and WeChat to disseminate information and engage with patients (Walsh et al., 2021). Notably, social media algorithms are being employed to detect individuals at risk of suicide, demonstrating its potential to address mental health concerns. The pervasive influence of social media on contemporary society prompts a need to analyse its implications through various value systems.

In the context of the Israeli-Palestinian conflict, social media has played a significant role in raising awareness about the humanitarian situation in the region. Users across the globe have used platforms like Twitter to share news, photos, and personal accounts of the conflict, shedding light on the human rights abuses, violence, and displacement experienced by Palestinians. Hashtags such as #FreePalestine and #GazaUnderAttack have trended globally, drawing attention to the plight of Palestinian civilians and calling for an end to the violence. Moreover, social media serves as a platform for advocacy and solidarity with the Palestinian cause. Activists and organizations use platforms like Twitter to organize protests, boycotts, and campaigns aimed at pressuring governments and international organizations to act in support of Palestinian rights. The viral spread of information and activism on social media has helped mobilize global support for Palestinian self-determination, human rights, and justice. By leveraging the power of social media platforms, individuals and communities can amplify their voices, advocate for change, and work towards a more just and equitable world.

The Agenda-Setting Theory will be used, which suggests that media, including social media, plays a crucial role in determining which issues individuals perceive as important. The theory proposes that the media plays a crucial role in shaping public opinion by deciding which issues receive the most attention. It asserts that the media's ability to identify and highlight certain topics influences what the public perceives as important. This theory has been extensively studied and applied to various forms of media. Media bias in areas such as politics, economy, and culture drives the agenda-setting process. Audiences tend to view issues as more significant if they receive consistent media coverage, regardless of their personal feelings about the topic.

METHODOLOGY

As this study requires to examine and analyse the tweets submitted by online Twitter users, content analysis is primarily employed. Qualitative Content Analysis (QCA) is a research method for determining the existence of specific terms, topics, or ideas in qualitative data. Researchers may measure and evaluate the existence, meanings, and relationships of specific terms, themes, or concepts via content analysis. This study shall mostly be focused on qualitative data obtained from the observation and analysis that is derived from the multitude of existing reports concerning the present state of the issue, and the content shared on social media platforms related to the Israel-Palestine issue. This involves systematically coding and categorising posts, images, videos, and comments to identify patterns, themes, and sentiments. In the matter of this study, QCA of tweets involves collecting a sample of tweets that are relevant to the research topic, in this case, the roles of social media in spreading awareness and humanitarian advocacy in the Israel-Palestine issue.

Various methods will be used to collect tweets, such as using specific hashtags related to the topic or finding keywords. Once the tweets are collected, they are systematically coded and categorised based on predefined criteria. These criteria may include the type of content (e.g., news articles, personal opinions, images), the sentiment expressed (e.g., positive, negative, neutral), and the topics discussed (e.g., human rights violations, peace initiatives, political events). After coding the tweets,the researcher identified common themes, recurring patterns, and trends in public discourse on social media regarding the Israel-Palestine issue. This method provides valuable insights into how social media users engage with and discuss the topic, helping to understand the dynamics of online communication and its impact on raising awareness and advocating for humanitarian causes in the context of the Israel-Palestine conflict including (i) Political Discourse; (ii) Human Rights and Justice; (iii) Violence and Conflict; (iv) Media Representation and Bias; (v) Identity and Nationalism; and (vi) Social Media Activism and Mobilization. All these themes would be discussed under three category- persuasive communication elements, such as ethos, logos and pathos.

RESULTS AND DISCUSSION

Persuasive communication strategy on Twitter The Israel-Palestinian conflict stands as a focal point, often sparking intense debates, advocacy, and information dissemination on social media platforms like Twitter. Studying the communication dynamics within this context involves observing and analyzing the interactions between various stakeholders, including official accounts representing both sides of the conflict, as well as independent voices advocating for different perspectives. This section aims to shed light on the persuasive communication strategy employed in the context of the Israel-Palestinian conflict on Twitter, by looking into their ethos (credibility), logos and pathos (logical and emotional appeals), as well as public perception towards them.

Ethos (credibility)

Credibility refers to the quality or characteristic of being trusted, reliable, and believable. In various contexts, credibility is crucial for establishing trust and confidence in a person, organization, source of information, or message. It is often assessed based on factors such as expertise, authority, integrity, transparency, consistency, and past performance. Credible individuals or entities are perceived as knowledgeable, honest, and capable of providing accurate and trustworthy information or delivering on promises. Credibility plays a significant role in influencing attitudes, decisions, and behaviors, as people are more likely to accept and act upon information from sources they perceive as credible. The credibility of the Israel Defense Forces (IDF) Twitter account can be assessed based on several factors derived from the content and engagement observed on the platform. Firstly, the IDF's longstanding history as the official military organization of Israel lends its inherent credibility in terms of authority and expertise on matters related to national security and defense.

Through its Twitter presence, the IDF provides up-to-date information, insights, and updates on its operations, activities, and official announcements. The Official Twitter Account of the IDF As stated on its Twitter handle, the IDF posts mostly real-time information and updates on its activities. These tweets serve as a means of surveillance by providing real-time updates, information, and alerts about ongoing military operations, developments, and incidents related to the Israel-Palestinian conflict. They often include reports of specific actions taken by the IDF, such as targeted airstrikes, ground operations, or eliminations of high-profile targets within Hamas or other militant groups. Additionally, these tweets may contain updates on casualty figures, intercepted threats, or advancements in the IDF's strategic objectives. Overall, the IDF's tweets in this category aim to keep the public informed about the situation on the ground and to convey a sense of transparency and accountability in their military operations. Next, we will move on to the next profile, the Twitter account of the Prime Minister of Israel, which serves as a vital communication channel, offering insights into the policies, initiatives, and perspectives of Israel's government. With a significant following, it provides updates on national and international affairs, shaping public discourse on key issues. In this regard, the account has sufficiently posted about the country's national interests and roadmap of the future and has been regarded multiple times about the ongoing conflict.

The official Twitter Account of Prime Minister Netanyahu predominantly utilizes Hebrew in his tweets and official statement videos, with limited posts in English. The absence of subtitles in other languages underscores a focus on Hebrew-speaking audiences. Occasional English posts and statements target the international community, albeit infrequently. Credibility for Benjamin Netanyahu, the Prime Minister of Israel, encompasses several factors. Firstly, his position as the leader of Israel lends him inherent authority and expertise in matters related to Israeli politics, national security, and foreign relations. Netanyahu's extensive experience in politics, including multiple terms as Prime Minister, further enhances his credibility, as it suggests a deep understanding of governance and policy issues. Additionally, Netanyahu's communication style often emphasizes logical arguments, factual evidence, and strategic messaging, which can contribute to his perceived credibility. However, it's essential to note that perceptions of Netanyahu's credibility may vary among different audiences and stakeholders, influenced by factors such as political affiliation, ideological beliefs, and past controversies. Thirdly, the researcher will look at Bisan Owda, a Palestinian filmmaker and social media influencer, who derives credibility from her firsthand experiences and documentation of life in Gaza. Initially known as "Hakawatia" for her captivating historical narratives, Owda's focus shifted to documenting the stark reality of life under Israeli bombardment during the conflict.

Despite facing personal hardships, including the destruction of her office and displacement to a crowded medical complex, Owda continues to use her phone to document the war's toll, highlighting both devastation and moments of resilience. Her stories center on the people and landscape of Gaza, emphasizing the human impact of the conflict, and speaking to the world in Arabic and English through social media. Although her main social media platform is Instagram, she also gained a considerable following on Twitter (@wizardbisan). Her credibility is further bolstered by her active engagement in social media advocacy, where she uses platforms like Twitter to amplify Palestinian voices and highlight humanitarian issues. Owda's commitment to shedding light on underrepresented narratives and challenging mainstream media biases enhances her credibility among audiences seeking alternative perspectives on the Israel-Palestine conflict. Additionally, her status as a filmmaker adds to her credibility, as it suggests a level of expertise in storytelling and visual communication that resonates with viewers.

Bisan Owda's Twitter Account On Twitter, Bisan posts different types of tweets: Violence and Conflict: Her tweets often focus on reporting violent incidents, clashes, and military operations, shedding light on the grim realities of the Israel-Palestinian conflict. She provides firsthand accounts of the impact of these events, including casualties, injuries, and destruction caused by the conflict. Through her posts, Bisan highlights the human cost of the violence and underscores the urgent need for accountability and justice in addressing the suffering endured by civilians caught in the crossfire. She also expresses frustration at the perceived impunity of those responsible for the conflict.

"BTW, people in Gaza would have never accepted to record their death! Their cut bodies!, to shoot them crying, screaming, helpless and homeless, and lost between pain and rubble, but they tried to show the world with some hope that anything would change, but they were failed." (21k likes, 12k retweets, 166 comments).

In Bisan Owda's tweets, the theme of media representation and bias is evident as she often comments on how the Israel-Palestinian conflict is covered and portrayed in the media. She critiques the bias shown by Western media, which omits certain information to portray a better look at Israel in the conflict. But her account is more focused on her video documentaries of the daily lives of Palestinians under occupation, highlighting underrepresented voices, and shedding light on aspects of the conflict that are often overlooked. Bisan often rallies and advocates for media activism and online advocacy campaigns related to the Israel-Palestinian conflict. It includes calls to action, hashtags, or viral trends aimed at raising awareness or mobilising support for specific causes such as marching for a permanent ceasefire and against the ethnic cleansing in Gaza.

"March for Gaza!" Another prominent online voice of Palestine, the credibility of Muhammad Smiry's Twitter account is based on several factors. Firstly, his consistent presence on social media platforms, particularly Twitter, allows him to maintain visibility and engagement within the Pro-Palestinian community. Secondly, his tweets often provide firsthand accounts and updates about events unfolding in Gaza, lending authenticity and credibility to his content. A resident of the occupied Gaza territory, he maintains a Twitter account that garners significant engagement and visibility within the Pro-Palestinian community. Despite limited explicit details about his background, Smiry's account stands out as a prominent voice in advocating for Palestinian rights on social media platforms. One notable aspect contributing to the visibility of Smiry's account is its favorable treatment by the Twitter algorithm. This algorithmic preference ensures that Smiry's tweets receive enhanced exposure as they propagate through users' timelines. As a result, his content reaches a wider audience and generates substantial engagement within the Pro-Palestinian community.

Logos & Pathos (Logical and emotional appeal)

From observation, the account uses central-based Elaboration Likelihood Model (ELM) in its tweets, converting its messages to convey their messages often accompanied by media as visual proofs or providing graphical statistics. But sometimes, both elements of central and peripheral are present in the posts. Their most liked posts that have a considerable amount of engagement are their "Operational Update".

The tweet above provides a comprehensive account of the IDF's operation targeting Ra'ad Thabat, a prominent figure in Hamas' Military Wing. Thabat, identified as the Head of Manpower within Hamas, held pivotal responsibilities, including research and development and bolstering Hamas' operational capabilities. The tweet underscores the significance of Thabat's position, portraying him as a key orchestrator within the Hamas hierarchy. It details the circumstances of his elimination during an ongoing IDF operation at Shifa Hospital, highlighting his attempted escape and involvement in planning attacks against IDF personnel. By presenting such intricate details, the tweet appeals to the audience's rational faculties, urging them to critically assess the implications of Thabat's removal from Hamas leadership. The clarity of the message ensures that the audience can readily comprehend the significance of the IDF's actions. Moreover, the tweet adopts an evidence-based approach, relying on factual information to substantiate its claims. This strategic use of evidence enhances the persuasiveness of the message, as it appeals to the audience's logical reasoning rather than relying solely on emotional cues.

Social awareness of the Israeli-Palestinian Conflict on Twitter Social awareness is pivotal in shaping discussions about the Israeli-Palestinian conflict on Twitter. Users share perspectives, raise awareness about human rights violations, and highlight historical and political dynamics through tweets. Twitter's features like hashtags and retweets amplify messages, reaching a global audience and challenging mainstream narratives. In 2021, hashtags like #SavePalestine dominated social media narratives, emphasizing protest and resistance, while terms like "children" featured prominently in discussions (Huda et al., 2022). While some tweets may rely more on logical arguments or factual information (central route), others may focus primarily on eliciting emotional reactions without extensive reasoning or evidence (peripheral route). However, regardless of the specific route, emotional engagement is a common feature across many tweets discussing the Israel-Palestine conflict. By tapping into emotions such as empathy, sympathy, outrage, or solidarity, peripheral tweets can resonate with individuals personally, prompting them to engage with the content and share it with their social networks. Additionally, peripheral tweets tend to simplify complex issues and present them in a digestible format, making them more accessible to a wider audience. This approach is especially effective on social media platforms like Twitter, where users have limited attention spans and prefer concise, easily understandable content.

By distilling key messages into bite-sized snippets and using catchy hashtags or slogans, peripheral tweets can quickly convey important information and prompt users to learn more about the underlying issues, which leads to increased social awareness. Through relatable narratives, striking imagery, and concise messaging, peripheral tweets can effectively raise awareness, spark conversations, and mobilize support for meaningful causes, including efforts to address the Israeli-Palestinian conflict and promote peace and justice in the region. Many of the tweets mentioned evoke emotional responses from the audience. Whether they follow ELM's central or peripheral route, they often appeal to emotions such as empathy, anger, sadness, or frustration. These emotional appeals are used to capture the attention of the audience, evoke empathy for the plight of Palestinians in Gaza, or incite outrage against perceived injustices or atrocities committed by Israel. For example, tweets describing the loss of life, destruction of infrastructure, or suffering of civilians in Gaza are likely to evoke sadness and empathy. Similarly, tweets highlighting alleged acts of violence or aggression by Israeli forces may elicit anger or indignation from the

audience.

> "Why does Israel only target CHILDREN?!" (28th December 2023)
> "I'm tired of the world treating Palestinians like a charity case, wdym a temporary ceasefire for Ramadan? 30k+ people have been killed so far and this is all the UN does? After 6 months? No ramifications for the colonizers? No consequences for the merciless genocide? Really?" (March 26, 56k likes and 36k retweets)

As of right now, assessing the Trending Tab on Twitter, the most popular hashtags that are live on 25th March 2024 of the event are: 1. #IsraelEthnicCleansingGaza (12.4K posts) 2. #PalestinianWomenToo (15.3K posts) 3. #GazaHolocaust (24.9K posts). This suggests a heightened level of social awareness among Twitter users regarding the ongoing Israeli-Palestinian conflict, and that they are still showing interest since the event of 7th October. These hashtags reflect specific issues and concerns related to the conflict, such as allegations of ethnic cleansing, the impact on Palestinian women, and comparisons to historical events like the Holocaust. Moreover, the use of emotionally charged terms like "ethnic cleansing" and "Holocaust" in the hashtags underscores the intensity of sentiments and the urgency felt by Twitter users regarding the conflict. Such language evokes strong emotional responses and may reflect a growing sense of outrage and concern among social media users about the humanitarian crisis unfolding in Gaza.

Public perception plays a pivotal role in shaping social awareness regarding the Israel-Palestinian conflict, influencing how information is disseminated, received, and interpreted. Firstly, it impacts the dissemination of information by influencing what content individuals choose to share based on their perceptions. Positive perceptions may lead individuals to amplify narratives that align with their beliefs, while negative perceptions may hinder the spread of certain viewpoints. Moreover, public perception contributes to confirmation bias, as individuals tend to seek out information that validates their existing beliefs, creating echo chambers and reinforcing polarization. The public perception towards Israel varies significantly depending on the context and the specific audience. Generally, Israel is viewed positively by some individuals and groups who support its right to exist as a sovereign state and see it as a democratic and innovative nation in a challenging region. These supporters often emphasize Israel's achievements in areas such as technology, culture, and science, as well as its contributions to global security and stability. However, Israel also faces criticism and condemnation from others, particularly concerning its policies towards the Palestinian territories, human rights issues, and military actions. Critics often highlight Israel's occupation of Palestinian lands, settlement expansion, treatment of 74 Palestinian civilians, and restrictions on Palestinian rights and freedoms. Additionally, Israel's conflict with the Palestinians, as well as its disputes with neighboring countries, contribute to a complex and often contentious international perception.

According to data provided to TIME by Morning Consult, a business intelligence company, global support for Israel has significantly decreased since the onset of the conflict in Gaza. The net favorability rating, which reflects the percentage of individuals viewing Israel positively minus those viewing it negatively, experienced an average decline of 18.5 percentage points worldwide between September and December. This decline was observed in 42 out of the 43 countries surveyed. Notably, countries like China, South Africa, Brazil, and various nations in Latin America transitioned from having positive views of Israel to negative ones. Additionally, several affluent countries, including Japan, South Korea, and the U.K., witnessed substantial decreases in net favorability. For instance, Japan's net favorability dropped from -39.9 to -62.0, South Korea's from -5.5 to -47.8, and the U.K.'s from -17.1 to -29.8. Given Morning Consult's routine opt-in online surveys, analysts were equipped to monitor the

fluctuations in public sentiment across numerous nations following the events of October 7.

Social awareness plays a crucial role in driving increased digital activism, particularly in the context of complex and contentious issues like the Israel-Palestine conflict. When individuals become more aware of the underlying issues, injustices, and human rights violations associated with the conflict, they are more likely to feel compelled to take action and advocate for change. Social awareness can be heightened through various means, including exposure to news reports, personal testimonies, educational resources, and social media discourse. As individuals become more informed about the root causes and impacts of the conflict, they may develop empathy and solidarity with affected communities, motivating them to engage in activism. Increased social awareness fosters a sense of urgency and moral obligation to address the injustices and suffering experienced by those affected by the conflict. This awareness often leads individuals to seek out opportunities to contribute positively to addressing the root causes of the conflict, supporting peacebuilding efforts, and advocating for the rights and well-being of affected populations. Social media platforms like Twitter play a significant role in amplifying awareness and facilitating digital activism by providing a space for individuals to share information, express solidarity, and mobilize support for various causes and campaigns related to the Israel-Palestine conflict.

As social awareness grows, so does the potential for digital activism to effect change. Individuals who are more informed about the complexities of the conflict are better 82 equipped to engage in meaningful advocacy, whether through sharing educational resources, participating in online campaigns, or supporting grassroots initiatives. Additionally, increased social awareness can lead to the formation of networks and coalitions of like-minded individuals who are committed to promoting peace, justice, and human rights in the region. These networks can collaborate on advocacy efforts, leverage collective resources, and amplify their impact through coordinated action on social media platforms. Social awareness can be effectively illustrated through the activities of individuals like Bisan Owda and Muhammad Smiry, whose impactful digital activism on Twitter has contributed to raising awareness about the Israel-Palestine conflict. Bisan utilises her Twitter account to share poignant videos and firsthand accounts of life in Gaza, shedding light on the daily struggles and resilience of Palestinians living under occupation.

For example, Bisan's tweets often feature videos documenting the aftermath of airstrikes, the destruction of homes, and the experiences of civilians navigating life amidst conflict. By sharing these personal stories and images, Bisan raises awareness about the human cost of the conflict and challenges prevailing narratives. Similarly, Muhammad uses Twitter to provide real-time updates and firsthand accounts of the impact of violence and military operations on Palestinian communities. Muhammad's tweets often feature images and reports of casualties, destruction, and humanitarian crises, highlighting the urgent need for international attention and action. Through their digital activism on Twitter, both Bisan and Muhammad play a vital role in amplifying social awareness about the Israel Palestine conflict, inspiring empathy, and mobilizing support for those affected by 83 the ongoing violence and humanitarian crises. However, there are certain risks to digital activism. Censorship on social media platforms entails various forms of content control, dictated by community guidelines and moderation policies, and Twitter is no exception. These rules can lead to the removal or suppression of content concerning the Israel-Palestinian conflict, particularly if it violates platform regulations or faces pressure from governments. The suspension of Said Arikat's Twitter account on December 3 came as a surprise to many, given his prominent role as the Washington bureau chief for al-Quds, a leading Palestinian daily newspaper. Arikat is known for his outspokenness on issues related to Palestine and the Arab region, often posing tough questions during Department of State news briefings. When asked about the reason for his suspension, Arikat expressed his belief that it was

directly linked to his vocal advocacy for Palestine. He stated to Al Jazeera that he couldn't think of any other reason for the suspension, strongly implying that his advocacy for Palestinian issues was the likely cause (Hatuqa, 2023).

Additionally, algorithmic biases may unintentionally obscure pro-Palestinian voices or prioritize content aligned with prevailing narratives, although this may be worked around by using hashtags. Not only that, but misinformation in digital activism regarding the Israel-Palestinian conflict presents significant challenges, as false narratives can easily propagate across social media platforms. This misinformation may manifest in misleading images, videos, or stories that distort events and sway public opinion. A Twitter user once shared a video claiming to show a Hamas-armed fighter firing a rocket cannon and taking down an Israeli helicopter. However, disinformation researchers have 84 identified that the footage comes from a video game called Arma 3 (Dixit, 2023). Despite this clarification, the post remains up with over half a million views. Echo chambers, created by algorithms that reinforce existing beliefs, exacerbate the problem by fostering an environment where misinformation goes unchecked and unchallenged.

Furthermore, the amplification of misinformation by bots, trolls, or coordinated campaigns adds to the complexity, making it challenging for users to discern credible information from falsehoods. Imran Ahmed, CEO of the Center for Countering Digital Hate, expressed concern about the proliferation of misinformation and hate surrounding the Israel-Gaza crisis on social media platforms (Dixit, 2023). He highlighted the role of algorithms in promoting extreme and misleading content, contributing to the dissemination of unreliable information. Ahmed criticized tech companies for their apparent lack of interest or complicity in addressing the spread of dangerous propaganda online. He emphasized the negative impact of these dynamics on the credibility and reliability of information accessible through social media platforms.

CONCLUSION

Twitter plays a significant role in addressing the Israeli-Palestinian issue, serving as a platform for global discourse, activism, and awareness. The extensive reach of Twitter allows users from diverse backgrounds and locations to engage in discussions, share information, and express their perspectives on the conflict. Through hashtags, retweets, and trending topics, Twitter facilitates the dissemination of news, analysis, and personal narratives related to the Israeli-Palestinian issue, amplifying voices and generating widespread attention. The examination of persuasive strategies employed in tweets about the Israeli-Palestinian issue sheds light on the various tactics used to influence opinions and attitudes. From persuasive communication element such as pathos (emotional appeal) to the logos (factual arguments), Twitter users employ a range of persuasive techniques to convey their messages and garner support for their perspectives. By dissecting these strategies, this study contributes to a deeper understanding of how information is framed and communicated in the context of contentious geopolitical issues.

Finally, the evaluation of social awareness toward the Israel-Palestinian issue based on Twitter discourse highlighted the platform's role in shaping public perception and raising awareness. Through thematic analysis and sentiment assessment, this research revealed the diverse range of perspectives and narratives present in Twitter discussions, reflecting the complexities of the conflict and the diverse array of voices contributing to the discourse. Users express a wide range of perspectives, opinions, and emotions regarding various aspects of the conflict, including historical grievances, political dynamics, and humanitarian concerns. While some individuals and groups express support for Israel or Palestine based on ideological, religious, or national affiliations, others critique the actions of both parties or advocate for peace, justice, and human rights. Overall, the discourse on Twitter reflects

the complexity, controversy, and urgency of the Israeli-Palestinian issue, highlighting the importance of ongoing dialogue, empathy, and understanding in addressing the conflict.

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