



Arab American University
Faculty of Graduate Studies

**The Digital Public Sphere as a Mobilizer for
Audience- Influencer Interaction: The 2021 Sheikh
Jarrah Events as a Case Study**

By
Raya Jorban

Supervisor
Dr. Hussein AlAhmad

**This thesis was submitted in partial fulfillment of the
requirements for the Master's degree in
the Integrated Digital Media.**

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Thesis Approval

The Digital Public sphere as a mobilizer for Audience – Influencer Interaction: the 2021 Sheikh Jarrah Events as a Case Study

By

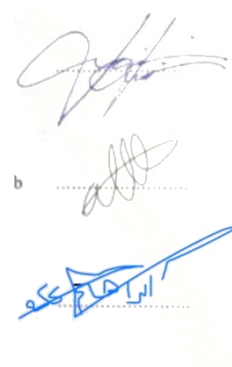
Raya Jorban

This thesis was defended successfully on 15/2/2024 and approved by:

Committee members

Signature

1. Dr. Hussein Al Ahmad: Supervisor
2. Dr. Omar Abu Arqoub: Internal Examiner.
3. Dr. Ibrahim Ukk: External Examiner



Declaration

I, the undersigned, presenter of the research titled:

The Digital Public sphere as a mobilizer for Audience – Influencer interaction:

the 2021 Sheikh Jarrah Events as a Case Study.

I declare that this thesis is an original report of my research, has been written by me and has not been submitted for any previous degree.

The Name of The Student: Raya Moneer Fawaz Jorban

ID: 202112672

Signature:



Date: 15\10\2024

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Abstract

This study explores the factors influencing audience engagement with the content produced by influencers Alaa Hamdan and Mona Al Kurd on the Instagram platform during the 2021 events in Sheikh Jarrah neighborhood. Serving as a case study, the research's problem is to understand the motivations behind audience interaction with the influencers' content during these events, exploring whether such engagement is driven by personal motivation or influenced by the content and messaging of the influencers. Additionally, the study investigates how the Instagram platforms of these influencers facilitated and reinforced audience participation and discussion amidst the backdrop of the Israeli occupation. Furthermore, the research seeks to analyze the role of influencers' content in disseminating reliable information and examines key strategies for effectively conveying political content through influencers. Employing both quantitative and qualitative analyses, the study draws upon theoretical frameworks such as the digital public sphere, symbolic interaction, and concepts of social media interactivity. The findings of the study revealed that the interactive process observed between the audience and the two influencers is intricately tied to the influencers' unique approaches and techniques in presenting information.

Keywords: Influencer, Political Participation, Sheikh Jarrah Neighborhood, Interactivity, Digital Public Sphere.

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Chapter One

Introducing the Study

1.1 Background

The term "influencer" emerged in the twenty-first century across various social media platforms, such as Facebook, Instagram, and Snapchat. Influencers come in various types, including those with a focus on politics, education, or engagement in the fashion and beauty industries. Each influencer creates and shares content aligned with their respective orientations, attracting diverse audiences, and promoting interaction (Al-Suwaidi, 2020).

The foundational principle of interactivity is a straightforward concept: the ability for both the audience and influencers to engage electronically through conversations and the expression of opinions. This interaction extends to the demonstration of reactions through various forms of communication, including photos, videos, or messages. Importantly, interactivity is not confined to specific individuals; instead, it allows everyone to freely engage with an individual or a group based on their orientations and interests (ibid).

The role of an influencer encompasses using social media platforms to share attractive and interesting content of various types, aiming to facilitate communication and interaction with their audience. This dynamic enhances the value of others' content and nurtures connections with them, as previously referenced. Political influencers, on the other hand, typically concentrate on advocating political ideas within the digital public sphere to achieve their political objectives. This involves utilizing social media platforms to mobilize the public by publishing information, presenting political issues and their developments. Consequently, they generate a platform for public discourse on political matters, fostering a deeper understanding of the reality at hand or influencing its transformation (Rifat, 2018).

Arab studies have encountered challenges in providing a thorough comprehension of the interaction process and its evolution. This study seeks to explore the motivations influencing the interaction between the public and influencers. The objective is to ascertain whether this engagement is driven by the audience's inherent motivation to participate in political events or if it is influenced by the techniques employed by influencers. These techniques involve capturing attention, presenting events persuasively, and utilizing repetitive speech, which proves effective in capturing the audience's attention and maintaining their interest in the interaction.

From this perspective, the study explores the relationship between the real engagement of the public and two media influencers, Mona al-Kurd and Ala'a Hamdan, concerning political matters amid the recent events in Sheikh Jarrah in 2021. The investigation delves into the nature and motivations underlying this engagement.

According to Ipoke (2021), these two influencers, Mona al-Kurd and Aia'a Hamdan, ranked among the top six most widely followed public figures in Palestine in 2021. The study employs both quantitative and qualitative content analyses, focusing on content from the Instagram platform. Instagram, being the third most popular social platform in Palestine after Facebook and WhatsApp, serves as a key focal point. Moreover, this platform serves as a hub that brings together influencers, their activities, and interactions with a global audience, enhancing their impact. In essence, Instagram presents the most advantageous opportunity for influencing public opinion (ibid).

The events that unfolded in Sheikh Jarrah on May 6, 2021, are examined in this study as a case study due to their uniqueness and significance to the subject at hand. The incident resulted in intense clashes following the Israeli Supreme Court's directive to evict seven

Palestinian families. Subsequently, the Israeli occupation police engaged in provocative actions, such as storming the courtyards of the Al-Aqsa Mosque (Mohsen, 2021).

This study contains several chapters, the first chapter discusses the introductory sections, the problem of the study, the study's objectives, its significance, and limitations. The second chapter presents the conceptual framework and study concepts; it is followed by the third chapter, which reviews the research literature and its theoretical basis. Finally, the fourth chapter provides an analysis of the findings based on the employed methodology, along with a summary of the results and the corresponding recommendations.

1.2 Study Significance

The significance of this research can be attributed to two key factors. Firstly, many studies focusing on the impact of influencers tend to overlook or underestimate the interactive aspect (the relation between influencers content and audience interaction) in their research. Secondly, there is a notable lack of local research that explores how audiences respond to influencers words, especially in the context of political content. Consequently, the importance of this study lies in enhancing our understanding of how audiences engage with the messages of political influencers, evaluating the effectiveness of the diverse techniques they employ, such as videos, images, live sessions, among others.

1.3 Study Problem

Given the limited scope of Palestinian studies on influencers as well as the scarcity of research within the Palestinian context exploring public engagement with political events, the research problem centers on investigating and comprehending the correlation between

influencers' activity levels and communication strategies on social media platforms and the extent of public engagement with their messages. Specifically, the study focuses on political conflicts, such as the events in the Sheikh Jarrah neighborhood in 2021. The research seeks to understand the reasons behind the observed levels of interaction during these events, manifested through the exchange of viewpoints, ideas, and debates. Additionally, the study seeks to determine whether this engagement is self-motivated, influenced by the location's significance to the Palestinian and Arab public, or driven by the messages conveyed by influencers providing continuous coverage of the events, employing a variety of tactics.

1.4 Study Objectives

- ❖ Investigate and assess the most effective methods employed by influencers in presenting political content related to Sheikh Jarrah and analyze how these methods contribute to enhancing audience engagement.
- ❖ Examine the key strategies utilized by influencers Mona al-Kurd and Ala Hamdan to foster and stimulate public participation within the digital public sphere, specifically on Instagram platforms, in response to the Israeli occupation ¹ and its arbitrary rulings.
- ❖ Recognize and interpret the role of influencers' messages in delivering accurate and comprehensive information regarding political issues associated with ongoing events.

¹ United Nation (UN) Security Council resolution number 242, 1967

1.5 Study Questions

The study aims to determine whether audience engagement with influencers' messages is driven by the audience's desire to participate in political events or if the influencers' strategies play a significant role in capturing audience attention in an influential manner. Such broad question might be categorized into the following specific questions:

1. To what extent did the accounts of influencers Mona al-Kurd and Alaa Hamdan promote and facilitate audience participation in the discussion over the unfolding events?
2. What role, if any, did the interactions of the audience/followers with the two influencers—sharing their thoughts, ideas, and disagreements—play in aiding the two influencers in achieving their communicational objectives, and how?
3. To what extent might the messages of both influencers provide the audience with sufficient and reliable information about the events?
4. What are the most crucial methods and techniques employed by influencers in promoting and facilitating audience participation?

1.6 Methodology and Research Design

Due to the unclear role of the digital public sphere in influencing the audience's interactions with the content of influencers Mona El Kurd and Alaa Hamdan, Since this exploratory research aims to understand more about the various techniques and methods used by the two influencers, and their role in achieving the two influencers goals as they appeared in their communicative content, the researcher relies on the survey method through quantitative analysis and qualitative content analysis.

The research will use a mixed method approach to inquiry, which involves collecting both quantitative and qualitative data, integrating the two forms of data, thus the integrated methodology has been chosen to offer a comprehensive investigation into the research issues, leveraging the strengths of each approach. By adopting this approach, it becomes possible to enhance both the breadth and depth of the study, thereby fostering a deeper understanding of the fundamental topics under investigation and improving the accuracy of the intended conclusions (Creswell & Creswell, 2018).

1.7 Study Population

The focus of this study encompasses Instagram platform from the accounts of influencers Mona al-Kurd and Ala'a Hamdan:

1. Influencers Mona al-Kurd and Ala Hamdan were chosen as among the top 6 most followed individuals in Palestine for 2021 by iBook 2021. Additionally, one of Mona al-Kurd's Instagram posts stated that she initiated the campaign and regularly shared updates.
2. Alaa Hamdan is a 35-year-old Jordanian-Palestinian filmmaker and photographer (Hamdan, N.D.). Mona al-Kurd, on the other hand, is a 24-year-old Palestinian journalist from Jerusalem's Sheikh Jarrah neighborhood (Alkurd, N.D.).

1.8 Study Sample

The study was based on a survey sample consisting of All Instagram posts by influencers Alaa Hamdan and Mona El Kurd for the Sheikh Jarrah neighborhood campaign in 2021. The sample analyzed included 5 posts from Ala Hamdan and 33 posts from Mona al-Kurd.

The research covered all the campaign posts by both influencers to gain a thorough understanding of their content, exploring the various methods and technique employed by them across all campaign posts, Thus achieving the research objectives.

1.9 Temporal Study Limitations

The study focused on the Sheikh Jarrah neighborhood campaign from March 13, 2021, to July 2, 2021, covering the duration of the campaign.

1.10 Study Tools

To address the research questions, both quantitative and qualitative analyses of content were employed:

1) Quantitative analysis

In this type of analysis, the researcher relied on tables and they were as follows:

○ Content Types and Engagement Metrics:

This table categorized the various types of content such as pictures, videos, and live broadcasts. It also examined metrics such as likes and comments received, language used (official, emotional, and legal), providing insights into the level of audience engagement.

○ Trustworthy Information Sources:

The second table focused on identifying the types of trustworthy information used in the influencers' posts. This included sources such as press reports, live videos, and legal information, shedding light on the credibility and diversity of sources informing the influencers' narratives, And their relationship to interaction.

Theories were employed in the analysis of tables as follows:

▪ Digital Public Sphere:

Various forms of content, such as photos, videos, and live broadcasts, serve as vehicles for disseminating information in the digital public sphere. This diverse array of media enables the exchange and circulation of ideas, opinions, and arguments on digital public sphere, thus forming public discourse and impacting societal dynamics. Metrics such as likes and comments reflect the levels of engagement and interaction that analyzed content receives in the digital public sphere its also the extent to which users are actively participating in discussions and sharing their opinions.

- Interactivity:

Types of Trustworthy Information: Understanding which sources are considered trustworthy shed light on the dynamics of information consumption and dissemination.

Likes, Comments, and Engagement: These metrics not only indicate levels of interactivity but also the extent to which users are actively participating in discussions and sharing their opinions. Higher levels of engagement suggest a more interactive digital public sphere where users are actively engaging with content and each other.

- Symbolic interactionism

Symbolic interactionism suggests that individuals utilize symbols to interpret their environment. These symbols can take many forms, including but not limited to words, gestures, languages, and content formats. When these symbols are understood, they can interact with the individual in meaningful ways. This theory is applicable when measuring interaction with publications that have diverse languages and content formats.

2) Qualitative content Analysis

While quantitative analysis provides valuable statistical insights, it not fully explain the underlying reasons and contextual factors influencing the data. In the research case, in-depth interviews with influencers were not feasible, but supplementing the quantitative

data with information found in their posts proved to be crucial. Qualitative content analysis served this purpose by uncovering additional insights and providing richer explanations that quantitative analysis alone might have overlooked. Moreover, qualitative analysis validated quantitative findings, helping to ensure the robustness and credibility of the research outcomes. Several key aspects were explored, as the Qualitative analysis explored rhetorical implications in the influencers' posts. Emphasis was on the extent to which influencers allowed viewer participation in live broadcasts and their encouragement of the public's voice regarding events.

Several key aspects were explored, as the Qualitative analysis explored: **First**, Audience Engagement and Opinion Exchange which analyzing how influencers facilitate audience interaction and opinion expression during live broadcasts. **Second**, Influencers' Role in Encouraging Audience Engagement, includes analyzing the strategies employed by influencers to encourage audience participation and engagement with their content. **Third**, Symbolism in Influencers' Content: Techniques and Methods, involves Examining the use of symbols, language styles, and content creation techniques by influencers to convey messages and evoke audience responses.

Drawing from theoretical frameworks: Symbolic Interactionism, the analysis delves into how influencers utilize symbols and language to shape audience engagement and foster the exchange of opinions. Symbols Include emoji, phrases, content types of photos, live videos, etc., words. Symbols serve as the fundamental elements through which meaning is communicated and shared among individuals within a society or culture, as posited by symbolic interactivity theory. The use of symbols in the influencers' content facilitates interaction and interpretation among the audience, shaping their understanding of events and issues.

Furthermore, employing the Theory of the Public Sphere sheds light on how influencers leverage social media platforms as digital public spheres to foster audience engagement and facilitate discussions on various political issues. and the role of live broadcasts as digital public spheres, where individuals engage in discourse, and exchange viewpoints. Additionally, Interactivity Theory guides the exploration of how interactive features embedded within live broadcasts enhance audience participation and promote dynamic exchanges of ideas. Also Investigating how influencers employ interactive features encourages audience participation and engagement.

Finally, Enhancing Influencers' Objectives: Analyzing Audience Interactions, involves exploring how audience interactions with influencers' content contribute to achieving influencers' stated objectives. Theory of the Public Sphere comes into play by investigating how audience engagements within digital public spheres shape the dissemination of influencers' messages and the formation of public opinion. Additionally, The Interactivity Theory underscores the importance of audience engagement, including interactions, comments, and shares, in amplifying the effectiveness of influencers' campaigns and initiatives.

Chapter Two

Conceptual Frame Work

This chapter introduces and elaborates on the three fundamental study concepts: influencers, political participation, and the Sheikh Jarrah neighborhood. The goal is to develop a thorough understanding of the terminology and diverse perspectives that shape their interpretation. Exploring the essential details surrounding these concepts is crucial for a thorough comprehension.

2.1 Influencers

The emergence of influencers on social networking sites is an evolution of the traditional concept of opinion leaders, whose primary objective is to impact the target audience, encouraging the adoption or abandonment of specific ideas, attitudes, or behaviours. Influencers on social networking sites can be viewed as electronic opinion leaders, highly esteemed and influential figures among their followers (Muharram, 2020).

According to Rifa't (2018), influencers are individuals active on social networking sites with the capacity to effectively convey various communication messages—be they marketing, commercial, political, social, or educational—to the target audience. Influencers fall within the field of electronic public opinion leaders. Rifa't emphasizes three factors contributing to influencers' ability to affect an audience: first, the extent of social network utilization in connecting people; second, the value of their content to the audience; and third, the degree of trust and credibility they hold with consumers. Hamed (2018) defines influencers as individuals who create internet content, gain a following, and engage with their followers to influence them.

Everyone on the internet has the potential to practice some influence, as described by the Cambridge Dictionary, which characterizes an influencer as any individual or group capable of shaping the attitudes and behaviors of others. The Business Dictionary further refines this definition, portraying an influencer as someone, be it in marketing or media, who holds the ability to impact decisions through their position, knowledge, relationships, or authority (Joseph et al., 2019).

The criteria for defining influencers are varied. Factors such as the accessibility of content, the frequency of discussions on posted themes, the extent of interaction through content reposting, the size of followership, and the level of activity on social networking sites all contribute to shaping the identity of influencers (Kane, 2012).

Influencers gain prominence through engaging in conversations, casual discussions, and responding to their audiences. Subsequently, they feel a sense of responsibility to sustain this connection by initiating an ongoing dialogue with their engaged audience (Sibira, 2018).

Influencers become famous through engaging in conversations, discussions, and responding to their audiences, feeling a sense of obligation to maintain this connection by initiating an ongoing dialogue with their engaged audience (Sibira, 2018). According to Kaptin and Silveira (2016), influencers are categorized based on the number of followers into various types: Nano influencers, with a limited impact, typically have 1 to 10,000 followers, while micro influencers, falling into the low-impact category, boast follower counts ranging from 10,000 to 50,000. Meanwhile, mid influencers, considered medium-impact, have follower counts ranging from 50,000 to 1,000,000, and the mega influencers, classified as celebrities, command a follower base exceeding one million.

According to Trotter (2016), influencers have the capacity to expand their following and effectively convey their messages by using social networking sites as a powerful tool. Post the US elections, the significance of influencers across diverse spheres in the political arena became evident, emphasizing their impact on shaping the trends and decision-making processes of their audiences. As highlighted by Goodwin et al. (2020), influencers strategically utilize social networking sites as a platform for disseminating their messages. The expansion of the influencers role is notably observed through the active promotion of the political causes they advocate for on these networking platforms.

2.2 Political Participation

The aspiration of an individual to contribute meaningfully to the political matters of their community is termed political involvement. This involvement is characterized by active participation in voluntary activities, strategically chosen to achieve specific goals, noting that political participation encompasses diverse patterns and activities, and its definition varies across perspectives as argued by Fuad (2017).

Hington (1976) suggests that political participation involves actions undertaken by ordinary individuals who, while not part of the government, seek to exert influence on the decisions made by those in power.

Deth (2014), however, outlines four key characteristics of political participation. Firstly, it involves active engagement and direct involvement; passive activities such as watching TV or expressing an interest in politics without active intervention are not considered forms of political participation. Secondly, citizens, rather than elected officials or paid lobbyists, are the primary participants in political activities. Thirdly, political participation is not compelled by laws, regulations, or threats; it is a voluntary choice.

Lastly, political involvement includes a broad spectrum of topics related to politics, government, and the state. It is not confined to a specific level or stage but encompasses various aspects of the political system and the formulation of public policy.

According to Abrash (1998), two pivotal motives for political participation are the expression of political demands and the sense of kinship or tribal cohesion. Helder (2020) further asserts that while various topics influence political engagement, certain issues hold significant sway due to their relevance to the public. Barbera et al. (2015) contend that individuals are more inclined to disseminate information from sources aligning with their ideologies, especially concerning overtly political matters. This aligns with Mundt and Ross's (2018) argument, suggesting that black movements in the US originated from a shared ideological understanding and a sense of movement identity. These sentiments were notably accelerated and fortified through the influential role of social networking sites, underscoring the profound impact of these platforms on political participation.

According to Abrash (1998), political participation is driven by two primary motives: the clear and effective expression of political demands and kinship or tribal cohesion. Building on this, Helder (2020) notes that while various topics influence political engagement, some are significantly shaped by a single issue or a group of issues that hold significant importance for the public. Barbera et al. (2015) further assert that individuals tend to disseminate information aligned with their ideologies, especially when it comes to clear and direct political matters. This aligns with Mundt and Ross's (2018) argument, contending that black movements in the US originated from a shared ideological understanding and a sense of movement identity. However, Mundt and Ross highlight that these sentiments were not only accelerated but also strengthened through the

pervasive influence of social networking sites, emphasizing their undeniable role in shaping political participation.

Al-Dulaimi (2019) argues for the significance of social media in providing activists and influencers with the necessary tools to mobilize public support for a cause, viewpoint, institution, or campaign. Additionally, he suggests that social networking sites help public opinion leaders in shaping public opinion by organizing information that supports activities, demonstrations, or sit-ins aimed at advancing their cause.

2.3 Sheikh Jarrah Neighborhood

Herzl, as referenced by Al-Messiri (2014), stated that if the Israelis ever take control of Jerusalem and he is still alive and able to work, he will remove everything that is not holy to Jews and he will burn all the monuments that have stood for centuries. Such a statement serves as evidence that Israel is grounded in a well-established Zionist doctrine (Al-Messiri, 2014).

Since 1948, Israeli occupation forces have attacked and intimidated Palestinians, particularly in Jerusalem, where the humanitarian crisis has become catastrophic and has impacted every area of Palestinian life. (Al-Saeedi, 2015).

The Israeli occupation has recently tried to restrict Palestinian expansion and movement in the Jerusalem region, using a variety of tactics, including the construction of the racist wall, checkpoints and military sites nearby, settlements that form a belt around Jerusalem, as well as demolishing buildings under the pretext of lack of authorization, while the military apparatus restricts movement into and out of the Al-Aqsa Mosque and prevents thousands of Muslims from entering the holy building(ibid).

The Zionist authorities have revealed their objectives, plans, and actions, especially in the Sheikh Jarrah neighbourhood, as part of the Israeli occupation policy. This policy aims to displace, convert to Judaism, and annex the occupied Arab territory to fulfil the larger goal of transforming Jerusalem into a Jewish city and the eternal capital of Israel. This strategy is closely tied to the geographic significance of the Sheikh Jarrah neighbourhood, situated on the eastern side of the Old City in Jerusalem outside the wall, where the neighbourhood is close to what has come to be known as the "armistice line" that was demarcated in 1949, which is the Green Line separating the eastern and western parts of the city (Ghanem, Asaifi, 2023).

In May 2021, following an Israeli court's directive to forcibly remove nine Palestinian families and transfer their properties to Israeli settlers, residents of the Sheikh Jarrah neighbourhood confronted compelled displacement as part of the Israeli occupation's policy of ethnic cleansing. Additionally, a ruling mandated that the forcibly evicted Palestinian families must pay \$20,000 to the Israeli court, covering legal fees supported by the settlers throughout the trial (Eliawi, 2021).

In response to the Israeli court rulings, Palestinian families in the Sheikh Jarrah neighbourhood wrote a petition with 500 signatures directed to the Office of the Prosecutor General of the Criminal Court. The letter urged an investigation into Israeli aggressions that residents of the neighbourhood are subjected to, such as forced eviction, with a focus on applying laws against war crimes and crimes against humanity (Saqr, 2021).

Upon closer examination of the concepts outlined in this chapter, regarding influencers, political engagement, and the Sheikh Jarrah community, it is evident that these digital opinion leaders wield significant power in shaping conversations and motivating

audiences to rally behind different causes. Their impact extends beyond conventional boundaries as they leverage social media platforms to share messages and disseminate information. Through this ever-evolving landscape of social media, influencers inspire backing for their movements and encourage political involvement.

Consequently, Mona al-Kurd and Alaa Hamdan are recognized as influencers within the Instagram platform. They use this social media platform to share important information with their audience, particularly about the issues faced by residents of The Sheikh Jarrah neighborhood in 2021, including forced displacement and harassment. The noticeable interaction with these posts indicates a form of political participation within the digital public sphere. Thus, the study explores the underlying motives driving audience interaction with influencer content on Instagram. The study seeks to determine whether this engagement is self-motivated or driven by the messages conveyed by influencers, employing a variety of tactics.

Chapter Three

Literature and Theory

This chapter explores the studies conducted on the interaction between the public and influencers in the context of political conflicts. The analysis is structured along two key axes: firstly, examining the dynamics of the public's interaction with influencers. This exploration aims to identify the nature of the influencer-audience interaction or relationship. Additionally, the review highlights various types of influencers studied, with a specific focus on research, particularly within the Palestinian context, that explores the role of influencers.

Secondly, the chapter reviews the studies that highlight the role of social networking sites in political participation. This analysis aims to determine whether social networking sites, including online publications and media platforms, contribute to an increase or decrease in political engagement.

The subsequent section of the chapter sheds light on the theories employed in the study for data analysis and concluding. These theories encompass the digital public sphere theory, interactivity, and symbolic interaction.

The chapter briefly explores the theory of the public sphere, providing insights into its key concepts from renowned authors. Subsequently, it delves into the history of the digital public sphere, tracing its development and examining its impact on political issues. In the sections dedicated to interactivity and symbolic interactions, the focus will be on the respective authors, characteristics, and paradoxes associated with each concept.

Finally, the chapter introduces a model designed to help in selecting elements of the communication process. This encompasses aspects such as the exchange of viewpoints,

arguments, and ideas; the role of the digital public sphere as a mediator between influencers and their audience within the context of the Israeli occupation; the diversity of available content types; the incorporation of symbols; and the enhancement of opportunities for interaction.

3.1 Previous Studies

1. Audience's Interaction with Influencers

Utilizing social media platforms such as Instagram, YouTube, and TikTok, Peter and Moith (2023) investigate the increasing influence of social media influencers on the lives of teenagers and young adults. According to both researchers, instead of significantly changing public opinion, influencers are thought to reinforce existing opinions and habits. Earlier research indicates that influencers focusing on political matters are considered reliable sources, whereas those who engage infrequently in political discourse may be viewed as less trustworthy due to perceived knowledge gaps. In parallel, Strand-Page et al. (2021) conducted an exploratory study on the phenomenon of influencer involvement in political topics, focusing on 100 Finnish influencers. Their findings reveal that digital spheres shaped by influencers may represent a contemporary manifestation of a public sphere, wherein the treatment of political subjects can significantly influence the behavior of influential followers.

Influencers have changed our patterns of engagement, communication, and interaction within digital landscapes. Alba and Chavez (2020), in their examination of distribution tactics employed by the President of the Republic of El Salvador, Nayib Bukele, as an influencer, emphasizes the significant role of influencers in the communication process. Their study reveals that these tactics encompass content that falls between comical and

formal. The research concludes that influencer content serves as a vital tool for capturing audience attention when it is diverse and aligns with the interests of the target audience. Moreover, interactions between influencers and their followers contribute to increased audience participation and engagement with the presented content. Meanwhile, Liberi and Abdel-Majied (2020), in their analysis of communication strategies employed by Egyptian political influencers and their impact on public discourse, claim that these influencers primarily engage in one-way communication, contrary to expectations.

Secondly, the research indicates that tweets based on facts have more positive impact compared to tweets solely expressing the author's personal ideas. In contrast, Riedel et al. (2023) highlight the role of influencers on social media platforms, specifically within the context of political communication. Researchers emphasize that social media influencers are individuals who gain fame and followers due to their expertise and effective interactions with their audience.

Influencers can carefully and attentively choose their content, which leads to interaction, that is how their credibility and creativity are demonstrated. Riedel and others point out that communication is two-way, and while influencers play a vital role in promoting commercial goods, they also share social and political causes, which raise societal discussions and dialogues. Instagram influencers were separated from regular celebrities (Salt, 2022). He emphasizes that non-profit influencers are not motivated by financial rewards; instead, they address moral and self-related issues and oppose social authority and dominance.

These influencers highlight societal norms and values, shedding light on public issues. Their discourse serves as a vital tool to raise discussion and demonstrate public concerns

within a democratic framework. The emotional language and content based on personal experiences and stories often carry significant weight in conveying their messages.

According to Salameh (2021), there are several reasons why people follow influencers. These reasons, respectively are "enjoyment and entertainment", "self-development", "learning from other people's experiences", "the content produced by the influencer enters the circle of interest of the followers" and finally "paying attention to posts that connect with the surrounding community."

Salameh (2021) also highlights the elements that affect how often Instagram accounts of the influencers are followed by the Arab audience. First, the influencer model expands, which in turn changes how the public interact with media. Second, because the influencer plays such a significant role in user-generated content for social media, some users consider them role models. According to Salameh, the most crucial requirements for an influencer are to produce excellent material, maintain trust, and engage the audience by responding to their inquiries.

The researcher (Ezi) (2020) investigated how the influencer marketing campaigns used by advertisers on digital platforms to affect consumers' purchase decisions. She also studied how those decisions relate to consumer protection issues. she emphasized that as social media and online intermediary platforms have grown, so advertisers see influencers as important marketing factors to gain consumer trust. Thus, seeking influencers collaboration has an impact on how audiences perceive the content produced by brand owners.w2

In their study titled "Beauty Influencers on Instagram and the Purchase Decision: Exploring the Role of the Intermediary for the Credibility of the Source," Zia, Moniba, and Hayat (2020) underscore the importance of influencers, the impact of their content

on followers, and the level of trust between them. They further note that "Consuming beauty influencer content on Instagram influences followers' purchase decisions, boosting their confidence and awareness about the brand. Influencers foster a positive connection with followers and their intentions to make a purchase, making them an effective link between followers and brands.

This aligns with Irshid's (2020) study on the influence of social media influencers on the purchasing decisions of customers in the beauty and fashion industry in Palestine. The research asserts that 78% of consumers are attracted to influencer marketing on social networking sites, impacting their purchasing choices. The study also highlights that the three most widely used platforms in Palestine are Instagram, Facebook, and Snapchat.

According to researcher Salama (2020), who explored "influencer advertising on social media and its impact on purchasing behaviour among Saudi university youth," participants, experienced with platforms like Twitter, Snapchat, and Instagram, are influenced by the credibility of the influencer and how the content is presented. Salama suggests influencers focus on content elements, utilizing them appropriately based on the social media platform, including videos, photos, colours, music, and sound effects. This approach aims to make the media message engaging, capturing the audience's attention, and effectively delivering the influencers' content.

This aligns with the conclusions drawn by Abdul Halim (2018) in her study, "Influencer Marketing of Brands through the Social Networking Site Instagram and its Reflection on the Audience's Attitude towards Them." The study underscores the pivotal role of influencers as a crucial marketing tool for brands. Abdul Halim emphasizes that the influencers' capacity to influence their audience is shaped by diverse factors, with the quality of the content they generate playing a central role. The study highlights that the

impact is more substantial when the content is both relevant and appealing to the audience.

Nafea (2018) explores the use of social media influencers in advertising campaigns, highlighting "the novelty of the influencer phenomenon," and "the need to explore influencers at the research level, especially with the growth of their role on social networking sites". He emphasizes that the key to success lies in the type of content an individual produces. The effectiveness of the interaction between the target audience and the influencer's content depends on the audience's interest in the topic. Furthermore, Nafea notes that the connection between the audience and the influencer relies on the belief that the influencer is a reliable source of knowledge.

The researcher noticed that all studies which explored the phenomenon of political influencers, they emerge as a remarkable expression of public space with the potential to influence individuals based on their content alignment with public interests. Thorough studies cover various influencer types, investigating their impacts. This includes beauty and fashion influencers, exploring their influence on consumer trends and brand preferences. Political influencers, especially during significant events like elections, have gained attention for addressing political issues. Additionally, there are diverse influencers providing a spectrum of political information at different events.

However, the political aspect of their effect on social media platforms has not yet attracted significant academic attention, particularly in the Arab world, where there is few research on influencers and their political roles. In the Palestinian academic context, there is a noticeable lack of research on influencers across various fields, including beauty, fashion, education, and notably, politics. Moreover, the majority of discussed studies concentrate on how influencers influence the public, whether in terms of purchasing intentions,

consumer behaviour, or political influence, but their focus on the interaction and its underlying objectives is relatively small. These studies have, however, shown that influencers indeed have an impact on their audiences.

2. Political Debates in the Digital Era: The Role of Social Media

According to Karmet and Farouk's (2016) research on the growing role of social media in political activism: perceptions and practices, there is a correlation between social media and political activism. This connection is evident when examining the attitudes and behaviors of individuals involved in political activism. The study reveals that social media plays a vital role in political activism by facilitating communication and coordination among activists and by raising awareness of political and social issues, particularly among young people. Besides providing a platform for expressing political views, social media also fosters engagement in various topics, whether political, social, or economic. The research also highlights that young people showed less interest in politics before the emergence of social media.

The study by Zhuravskaya et al. (2020) explores the political impacts of the internet and social media, focusing on political involvement, communication, and polarization. The researchers emphasize that social media and the internet have increased political engagement by providing citizens with extra paths for political participation. They emphasize the importance of social networking sites in reinforcing existing beliefs by fostering echo chambers and facilitating user interaction with content. Social networking sites also enhance political communication and involvement by conveying messages more clearly, emotionally, and directly, thereby intensifying both engagement and division.

According to Zhuravskaya and others, the presence of authoritarian governments and dictators is associated with the presence of authoritarian governments and dictators, as these platforms facilitate the dissemination of information about current events among their users.

The researchers Rabah, Eqweider, and Al-Sharif (2020) concur with Zwarevskaya and others regarding the connection between social networking sites and political participation, especially in Saudi society. They assert that social networking sites have revolutionized interaction and heightened political awareness among young people. Additionally, they stress the significance of social networking sites and the necessity of staying up-to-date with technological advancements to understand, interpret, and translate reality.

Ndelila (2020) aligns with this perspective, examining political engagement and its link to social media in the Kenyan context. According to Ndelila, individuals aged 18 to 32 are increasingly politically active, particularly during elections. Social media, especially among young participants in politics, is deemed to play a crucial and vital role in addressing social and political issues.

In the United States, researchers Boyer and Kahn (2018) engage in the debate over the political significance of social media and social networking activities. They argue that these activities can significantly influence political participation, particularly among younger generations. The researchers emphasize the impact of both social ties and weak ties on political engagement on social networking platforms. Weak ties, representing infrequent communication and lacking emotional connections, and social ties, representing community or group members, play roles in shaping political engagement. According to the researchers, social networking sites facilitate the sharing of political

knowledge on various issues and encourage approachable and familiar engagement, thereby raising political awareness.

Skik (2014) explores "the impact of social media on enhancing awareness among Palestinian youth about national issues," with a specific emphasis on the role of social networking sites. Skik also examines the rankings of the national topics covered by these websites, where the issue of prisoners at the Israeli occupation jails came in first among others, followed by the issue of Jerusalem, thereafter the issue of the Israeli settlement, and finally the issue of refugees. The researcher also noted that news about major national concerns prevail on social media pages.

Researchers Ali and al-Sayed (2012) explore into "The Uses of Social Networks in Mobilizing Public Opinion During Emergency Political Crises." The researchers highlight the substantial role that social networking sites play in mobilizing public opinion during political crises, with a specific focus on the Egyptian crisis. They emphasize the importance of exposing the public to news and information disseminated on social networking sites to effectively mobilize their opinions.

The studies concentrated on various political subjects and political involvement through online social media platforms and digital newspapers. There was a consensus that social networking sites play a crucial role in raising political matters, amplifying the influence of digital content created through the mentioned official channels, and introducing new tools and techniques for political participation and awareness. The studies also has been stressed that these platforms signify a technological advancement that needs to be continuously embraced, especially in the field of journalism and political media.

3.2 Theory

First: The Public Sphere Theory

The term "public sphere" was first coined by the Frankfurt School philosopher Jürgen Habermas to describe the bourgeois public sphere in Europe during the 18th and 19th centuries. During this period, people gathered in places such as cafés and clubs to discuss ideas, ideals, and current affairs. These public spheres provided a space for individuals to meet and engage in open discussions without interference from the government or special interests. Participants in these discussions shared their thoughts, arguments, and ideas, contributing to the formation of a collective public opinion that could influence societal changes. Acting as an intermediary between the state (public authority) and civil society, the public sphere is a crucial space where people can freely speak their mind, discuss social and political issues, and collaborate to shape a unified public opinion that can impact decision-making. In essence, the public sphere serves as a check on governmental authority and provides individuals with a platform for participating in thoughtful, informed, and meaningful debates (Habermas .1964).

Habermas argues that the ability of the public to engage in ongoing logical discourse on issues significant to society is crucial for human liberty. He acknowledges that historically, only the educated bourgeois class had access to this public sphere, where the common welfare and special interests were balanced. In emphasizing the importance of inclusivity and reasoned discourse in the public sphere, Habermas (2015) affirms that everyone should have equal participation opportunities in public life, regardless of their social standing. This inclusive public sphere, according to Habermas, is essential for the development of a common will and effective societal administration through reasoned debate and communication. In a functioning democracy, the public sphere plays a crucial

role by allowing citizens to actively participate in influencing policies and decisions that impact their lives. It encourages an open discussion of ideas necessary for democratic governance, promoting principles of openness and accountability (Emden & Midgley, 2012).

The term "public sphere" refers to a public space open to all citizens, regardless of their socio-economic status or background, designed to encourage equality and democratic engagement. It serves as a forum where individuals can exercise their right to assembly and freedom of expression, engage in discussions presenting diverse perspectives, challenge established power structures, and contribute to shaping public opinion. The concept traces back to the early democracies emerging from feudal societies, aligning with the Enlightenment model and its association with free thought. Notably, Habermas emphasizes the evolution of the public sphere beyond the exclusive domain of the bourgeois class, especially with the involvement and impact of mass media like newspapers (Joseph, Calhoun, 1993).

Digital Public Sphere

The term "digital public sphere" refers to the extension of the public sphere into the online realm. With the advancement of digital technology and the internet, the public sphere has expanded to encompass virtual platforms, social media, online forums, and various digital communication channels. The internet, being a tool for collective dialogue, has significantly increased opportunities for interactive communication in the digital age (Ots, 2008).

The digital public sphere plays a crucial role in holding political figures, institutions, and influential individuals accountable. Through public discourse, media scrutiny, and the

formation of public opinion, citizens can criticize and monitor the policies, actions, and behaviours of those in positions of authority. This digital space provides a platform for critiquing power, exposing corruption, and demanding transparency and accountability from political leaders. Moreover, the digital

public sphere fosters democratic engagement and influences policy discussions. It has democratized the dissemination of information, giving rise to the emergence of social media, online platforms, and citizen journalism (Kartzogiani et al., 2016).

The public sphere plays a vital role in mobilizing citizens and encouraging collective action, and the digital public sphere contributes to educating citizens about political issues and events, enabling them to make informed decisions and actively participate in the democratic process. It provides individuals and organizations with a platform to raise awareness, express their concerns, and advocate for social and political change. Social movements utilize the digital public sphere to influence public discourse, build support, inspire collective action, and exert pressure on decision-makers to address societal challenges and implement reforms. The sharing of viral content facilitates the support, enhances political awareness, and inspires collective action. The digital public sphere, with its speed and widespread reach, amplifies the dynamics of political movements, creating a more dynamic and responsive political environment (Hudson, 2016).

The digital public sphere provides individuals with a platform to express their views and communicate their political beliefs, expanding beyond the traditional role of media outlets in political mobilization. Through social media platforms and online communities, people can voice their opinions, engage in discussions, and share political content with a wide audience. Social media empower marginalized voices, offering them an opportunity to

actively participate in political discourse and influence public opinion (Bennett and Segerberg, 2012).

Participation in online discussions and political activities has facilitated access to political information for individuals. Online forums, social media, and digital communication channels provide people from diverse backgrounds and locations with the opportunity to engage in political conversations, stay updated on political developments, and connect with others who share similar views. These platforms create spaces where diverse perspectives are expressed, assumptions are questioned, and a more robust and inclusive political discourse is promoted. (Mespberger et al., 2007). The media plays a crucial role in facilitating the public sphere, emphasizing the importance of offering a comprehensive and reliable analysis of events, ideas, and topics of public interest. News, documentaries, and other types of media content should serve as reliable triggers for public discussion, providing the public with the necessary information to engage in meaningful and rational conversations. An informed public, equipped with rational, trustworthy, honest, and objective arguments, is essential for a democratic discourse. Moreover, media content should be presented in innovative, interactive, and readily accessible formats to enhance public engagement (Ibid).

Second: The Concept of ‘Interactivity’ in Social Media

By the beginning of 2000, online communication expanded beyond a few categories, and digitization positively influenced the variety and reach of media content and the relationships between content and consumers. The emergence of the idea that regular individuals could share and receive content on the internet, especially through social media engagement and the creation of content like videos, marked the second stage in the development of web programs, commonly known as "Web 2.0" (Hayworth and Hinton, 2019). Theorist John Hartley (2009) notes a shift in the social role, with everyone participating in content production, providing citizens with more opportunities to express themselves politically and culturally. Jenkins (2008) emphasizes that people in digital environments have more control over the media, enabling new forms of influence and power over media processes, ideas, and culture. When users feel connected to the conversation and believe they are part of it, their likelihood to participate and share their opinions increases. Interactivity, involving direct user engagement with content through comments, likes, and sharing, enhances interaction and engagement with information. The language and writing style used in content are crucial for promoting interaction, with stimulating and fascinating words fostering discussion. User integration with content and interactivity are closely linked (Liu, Stowell, 2023).

According to Zizi Papacharrese (2010), social media facilitates participation in broader forms of public culture and discourse by merging individual identity with society and politics. Papacharrese argues that individuals can engage with public and political issues in ways that challenge the more hierarchical spaces and objectives of traditional political participation, especially on social networking sites like Facebook and Twitter. Papacharrese emphasizes the space that social media provides for users, contributing to

increased vitality, inclusiveness, and democratization of political discourse. People are no longer just passive consumers of content; instead, they actively select what they want to follow or connect with. Citizens in affected nations are actively leveraging the internet's capabilities to mobilize support for their perspectives and contribute to the broader political landscape, fostering a robust culture for citizen journalists. Through sharing and commenting on various social media platforms, millions of people engage in conversations about current events in politics or popular culture.

Al-Dulaimi (2019) explores how social media enables increased engagement across various issues, including politics, characterizing this involvement as an "electronic struggle." This electronic struggle addresses various forms of political repression and persecution applied to individuals and groups, providing them with the means to voice and share their opinions. Zhong (2020) also agrees that social media platforms have broadened opportunities for interaction with a variety of new content, enabling shared and compassionate experiences.

Third: Symbolic Interactionism

It is a prominent social theory that emerged in contrast to structural functionalism and positivism in the early 20th century. Built on the research of researchers like George Herbert Mead and Charles Horton Cooley, and later developed by Herbert Plummer (1986), this theory emphasizes the complex dynamics of social interaction, communication, and the formation of self-identity within the framework of symbolic meanings. The theory also highlights the substantial impact of symbols, language, and communication on shaping social reality and human behavior (Al-Dahiri, 2011).

The theory of symbolic interactionism stresses the significance of symbols and language in shaping our social reality. It suggests that individuals employ and interpret symbols to make sense of the world. These symbols, which can be expressed through words or gestures, carry standardized meanings within a specific society or culture (Rylonds, Kinney, 2003).

The theory contributes to the observation of society as a dynamic interplay of symbols and meanings, continuously created and reinforced through people's interactions with one another (Axen et al., 2009). It provides profound insights into the complexities of human behaviour, social norms, and how we navigate our social world through symbols and communication. The theory of symbolic interaction suggests that "people live in both a natural and symbolic environment, where the construction of meaning for things and their modification through social interaction are context-dependent. By thinking and interpreting symbols, an individual shapes meaning and constructs their self-perception, influencing their behaviour" (Aksan et al., 2009, p. 903).

Al-Zebari (2017) suggests that the theory is characterized by three notable paradoxes formulated by Stryker, specifically:

- **Symbolic Meaning:** at the centre of the symbolic interaction is the notion that people give symbolic meanings to objects, actions, and words. Communication and interaction are built upon these symbols. Recognizing that individuals use symbols to convey and share their thoughts and emotions emphasizes the significance of symbolic communication in shaping social reality.
- **Subjective Interpretation:** This theory asserts that individuals do not interpret symbols in a firm and predetermined manner. Instead, people subjectively interpret symbols, assigning them personal meanings based on their unique experiences,

cultural backgrounds, and social contexts. Even within the same society, this individual interpretation leads to diverse and precise understandings of symbols.

- **The Self:** The concept of self consists of two components: "I" represents our subjective and impulsive side, while "**me**" reflects our social self, influenced by societal norms and expectations. This theory suggests that individuals possess a sense of self, not as a static or abstract entity but as a dynamic construct that evolves through social interaction.
- **Social Interaction:** Symbolic interaction emphasizes the pivotal role of social interaction in society. The formation and characterization of social reality heavily rely on human interaction. Through interactions with others, people negotiate and refine the meanings of symbols, objects, and concepts, shaping their own sense of identity. Social reality evolves over time through these dynamic interactions.
- **Role-Taking:** The primary mechanism in this theory is role-taking, wherein individuals adopt the perspectives of others to understand their intentions and adjust their behaviour accordingly. By assuming different roles, individuals navigate social situations by anticipating the reactions of others.
- **Looking Glass Self:** This term used by Charles Horton Cooley to describe how individuals shape their self-perceptions by imagining how others perceive them. Feedback and comments received from others during interactions contribute to the formation of our sense of self.

3.3 The Integrated Theoretical Model

The researcher employs the strategy of ideological 'triangulation,' which is used to evaluate the validity factor by examining information from diverse sources. This strategy

entails utilizing multiple data sources, theoretical frameworks, and related methodologies to achieve a comprehensive understanding of phenomena (Thurmond.2004).

Thus, in this section the researcher integrated the main arguments in the aforesaid theories discussed in this study to inform the analysis and examine certain elements of the communication process, as embodied in the two influencer's content:

• **The Exchange of Opinions, Ideas, and Arguments in the Digital Public Sphere:**

In the 1964 theory of the public sphere by Habermas, the concept revolves around facilitating the exchange of opinions, ideas, and arguments among diverse individuals.

The emergence of social media platforms has significantly strengthened the public sphere, giving rise to the digital sphere. This evolution allows people from various locations to actively participate in discussions. In the twenty-first century, the connected citizen within digital networks, often referred to as an independent citizen-actor, engages in discussions on shared interests (Yosifidis and Wheeler, 2015).

This dynamic space provides individuals with the opportunity to exercise their freedoms of expression and assembly, enabling the exchange of opposing viewpoints and contributing to the shaping of public opinion. Essentially, everyone becomes a contributor to the expression of their thoughts, offering citizens increased opportunities for political and cultural expression (John Hartley, 2009).

Through various social media platforms, the digital public sphere facilitates extensive connections among individuals discussing common cultural or political topics. This interaction involves sharing perspectives and commenting on others' arguments (Paparchisi, 2010).

Given that language serves as the foundation for social communication and is a primary tool for expressing meaning and symbols, the digital public sphere becomes a channel for transmitting messages.

Additionally, it is worth noting that at the Center of human communication and culture is the concept of symbolic meaning, emphasizing that symbols and signs, including words, images, and emojis, carry meanings beyond their physical existence. Notably, these meanings are not fixed but rather constructed and assigned by individual users. This dynamic process of creating meaningful symbols establishes a universal language for communicating ideas, leaving a lasting and often emotional impact. It proves instrumental in facilitating in-depth communication of complex concepts and cultural values (Yusuf, 2015).

- **Influencers' Public Sphere in an Occupational Context:**

Citizens engaging in political issues through the digital public sphere, challenging established spaces and agendas, contribute to enriching political debate, strengthening democracy, and promoting inclusivity (Papacharrese, 2010).

Furthermore, social media serves as a space for users to raise their voice regarding any concerns, facilitate information sharing, enhance awareness, and advocate for political transformation. These platforms also play a role in promoting public accountability by challenging authority and exposing corruption (Karatzogiani et al., 2016).

Meanwhile, Bent and Rabia' (2008) claim that social media platforms within the digital public sphere empower individuals, particularly those whose voices are often overlooked, to express their opinions, share political information, broadcast news to a wide audience, and influence public opinion.

Ksattels (2012) suggests that in times of anger and frustration, individuals overcome their concerns, confront reality, and mobilize within "networks of hope" on social media. Hudson (2016) further notes that social networking websites play a crucial role in enhancing political awareness, rallying support, and ultimately influencing decision-makers to address societal challenges.

• **Creating Diverse and Interactive Content Formats**

In the age of social media, the digital public sphere plays a crucial role in delivering in-depth and reliable analyses of events, concepts, and topics of widespread interest. By providing information about the subject in an engaging and comprehensive manner, the content presented in various formats serves as a motive for public discourse. A meaningful discussion requires the public to have access to essential background information, diverse perspectives, and available evidence categories (Mesperger et al., 2007).

Furthermore, the content needs to be attractive for sharing across networks, encompassing various formats such as books, personal photos, or other media (Bent and Segerberg, 2011, 2012). In the present era, individuals are not merely passive observers but active participants who actively select the content they wish to interact with. The delivery of content should embrace innovative, interactive, and readily accessible approaches within the digital public sphere (Paparchisi, 2010).

The value of using variety of content formats and appealing language is seen in the increased interaction on social media platforms (Liu and Stoll, 2023). Zhong (2020) emphasizes that the objective of social media platforms extends beyond mere awareness-raising; it should also enable engagement and empathy by offering interactive opportunities with diverse and compelling content.

Recognizing and well understanding of symbols in publications serve as the foundational element of social interaction, as individuals utilize these symbols to communicate, convey meaning, and negotiate their understanding of the world and their role in it. Symbols gain significance through shared understanding and interpretation within society. In virtual communities facilitated by social networks, communication involves various symbols and meanings, encompassing text, voice, video, and digital characters. Users' behaviour in the virtual space is shaped by the importance they attribute to these symbols and meanings, contributing to the construction of a virtual identity that reflects their connections and interactions with symbolic elements in the digital space (previous reference).

Chapter Four

Discussion of Finding

In line with the principles of the digital public sphere theory, this sphere functions as a platform for exercising individuals' rights to freedom of expression and assembly, encompassing spaces for discussion forums and the exchange of political ideas. Moreover, guided by the philosophy of interactivity, the information presented in a digital public setting should act as a catalyst for discourse, a role facilitated by diverse content formats. Additionally, the theory of symbolic interactionism indicates that understanding symbols and their meanings is essential to the communication process, serving as the fundamental cornerstone of interaction.

Quantitative analysis will be employed, supported by qualitative content analysis to enhance the findings. Tables 1 and 2 will show the extent of interaction and discussion among audience members on the platforms of the two influencers (al-Kurd and Hamdan). This will be assessed by examining audience engagement through comments and likes on the influencers' posts. The language style employed in the influencers' publications—whether it is religious, legal, official, or emotional—will also be considered to gauge the level of audience encouragement for participation. Moreover, an examination of the diverse types of content (videos, live broadcasts, and images) will shed light on the influencers' employment of various strategies and techniques in their discourse.

The value of the public sphere in providing reliable and accurate information in the era of social media is evident. Essentially, the content is supported by data, encouraging discussion by ensuring the audience is well-informed about the subject and presenting diverse viewpoints. This premise will be thoroughly investigated to ascertain the reliability and nature of information conveyed by the two influencers (al-Kurd and

Hamdan). Tables 3 and 4 will outline the categories of content, including live video broadcasts, legal information publications, document releases, and press reports, contributing to a comprehensive analysis. The qualitative analysis of Instagram posts by both influencers will complement and support the information presented in the tables. Additionally, the study will explore the symbols and meanings in the exchange of information, exploring their impact on interaction. The effectiveness of their endeavours will be assessed based on the communicative content of their speeches.

4.1 Quantitative Analysis

The measurement will encompass the count of likes, comments, publication format, and language style employed. In order to check if the platforms of the two influencers allow the interaction feature, also by examining the interaction patterns between publication type and language, we aim to assess whether these factors facilitate audience engagement. This analysis will elucidate how language choice and publication format influence interaction levels, potentially enhancing or diminishing engagement within the public sphere, or create an avenue for exchanging opinions and presenting arguments within the public sphere.

Table (4.1): The Influencer Mona Kurd

Publication number	Publication date	Type of publication	Likes received	comments received	The language of speech (emotional, Legal, formal, religious)
1	13-3-2021	Photo of launching the Sheikh Jarrah campaign(the first mention of the campaign with the hashtag and detailed information)	9844	72	Formal language
2	15-3-2021	A photo representing the unique needs of the neighborhood's population and a description of the picture's history in relation to the UNRWA legislation.	12069	356	Legal language
3	15-3-2021	A collection of images in one publication that emphasizes the needs of the neighborhood's residents and illustrates each demand with a picture.	11714	114	Legal language
4	15-3-2021	A collection of images in one publication, collected from the Jerusalem News Network, featuring English-language remarks from Sheikh Jarrah neighborhood inhabitants.	11696	72	Formal language
5	15-3-2021	Video includes a description of the publication from a 2009 Al Jazeera Special Report with an English and Arabic explanation	395786	458	Formal language
6	17-3-2021	a photograph of Mona al-Kurd's father with the phrase "We won't leave" painted on the background	35097	356	Emotional language
7	17-3-2021	a picture of a vigil invitation that includes the event's information.	11103	54	Formal language
8	28-3-2021	A special image commemorating Earth Day's anniversary and a call for a candlelight vigil to oppose squatting and forced eviction.	11422	15	Formal language

9	30-3-2021	a video of Mona Al-Kurd interacting with neighborhood residents and a solidarity campaigner, carrying lyrics to a song by Julia Boutros (my right is my weapon)	241330	113	Formal & Emotional language
10	29-4-2021	A humorous "vlog" describing the day's events in the neighborhood using audio from Bab Al-Hara television series	328129	546	Emotional and enthusiastic language
11	29-4-2021	The image announcing the campaign's relaunch, expanding it across all social networking platforms, scheduling a time to do so, and named it "The electronic storm"	48658	986	Emotional and legal language
12	1-5-2021	A live video depicts the neighborhood residents and the solidarity being attacked by the occupation soldiers as they sang the national anthem and traditional melodies.	63.6k	560	Formal language
13	2-5-2021	Al-Kurd is seen in this video talking to one of the "settlers" about "confiscating her house."	113274	6815	Emotional and legal language
14	5-5-2021	A live broadcast in which Mona reveals her support for her "friends" during their arrest	91.3K	2674	Emotional language
15	7-5-2021	Photo of the Iftar of residents in Sheikh Jarrah neighborhood with other solidarity. (during the holy month of Ramadan)	173299	6837	Religious emotional language

16	7-5-2021	A live video showcasing the residents of the neighborhood and the expressions of solidarity through cheers and various forms of support.	122K	5254	Emotional and enthusiastic language
17	9-5-2021	A cross posting live video featuring two simultaneous demonstrations in Nazareth and the Sheikh Jarrah neighborhood, both expressing solidarity and support for the neighborhood.	75.2k	2621	Emotional and enthusiastic language
18	12-5-2021	A 1948 image from the Adefa'a newspaper depicts Jews in Sheikh Jarrah neighborhood conceding defeat.	93074	2536	Legal and religious language
19	12-5-2021	An image capturing the Ramadan <i>iftar</i> (the evening meal during the fasting month) within the local community. The photo showcases people standing in solidarity in the same neighborhood, emphasizing the unity of the cause throughout the neighborhood and across Palestine.	317844	12012	Religious emotional language
20	13-5-2021	In one post, a video and pictures express Eid greetings from the neighborhood's residents and reaffirm their support for Gaza.	252081	8717	Emotional language
21	13-5-2021	A photograph illustrating the statement by the neighborhood's residents, underscoring the significance of their community. The statement emphasizes their genuine need for the community	58041	1275	Legal formal language

		and rejects the notion that financial support is the solution.			
22	15-5-2021	An image promoting the painting of a mural as part of the An-Nakba memorial, featuring the ceremonial lighting of the torch and the announcement of the dates. Top of Form	38806	2487	Formal language
23	15-5-2021	A live video capturing the suppression of the torchlight procession by the occupation forces.	107K	3246	Emotional and formal language
24	17-5-2021	Photo calls for a general strike with the presence in the neighborhood, Under the slogan "We Rise up from Sheikh Jarrah neighborhood to Gaza"	76555	2173	Formal language
25	18-5-2021	A live video of Mona al-Kurd discussing the news with various influencers and Gaza residents.	93k	2430	Emotional and formal language
26	21-5-2021	Live video between influencers and Mona El Kurd	116K	2322	Emotional and formal language
27	21-5-2021	A picture with a caption explaining the situation and urging support for the locals due to the "illegal closure of the neighborhood".	113821	2946	Formal language
28	24-5-2021	A photo-repainting of the murals with the slogan "If they erase a mural, we paint 100 more."	374983	7672	Emotional language

29	9-6-2021	An image with the phrase "Facebook executes us" posted by Al Kurd encouraging readers to click the link she had provided and sign a petition in favor of the Palestinian voice	185841	2294	Emotional legal language
30	21-6-2021	A video" depicts neighborhood residents being attacked by the occupation	227108	9821	Emotional and formal language
31	21-6-2021	A video" depicts neighborhood residents being attacked by the occupation.	65.1 K	2681	Formal language
32	23-6-2021	A live video" shows Nazareth citizens singing in solidarity of the Sheikh Jarrah neighborhood residents	93683	1781	Emotional language
33	2-7-2021	Mona Al-Kurd is captured in photos shot at her home wearing a graduation gown, revealing the significance of her and its presence "her home" as well as the position it held in her heart at the time.	523093	11228	Emotional and formal language

Table (4.2): The Influencer Ala'a Hamdan

Publication number	Publication date	Type of publication	Likes received	comments received	The language of speech (emotional, Legal, formal, religious)
1	12-5-2021	"Video with the song "My Homeland" and the Palestinian flag (together with a prayer for Palestine)	151685	3311	Emotional and religious language
2	12-5-2021	A picture of the Palestinian national flag along with the text that she delivered to people who used to watch her live broadcast, requested them to finish the sentence. "if the broadcast is interrupted, it will not be.....", where she used to repeat this sentence in her own live videos.	102688	6178	Formal language
3	13-5-2021	An image featuring the influencer alongside a Jerusalem woman, accompanied by a caption narrating the woman's story and highlighting the resilience of the local community.	176718	2663	Emotional and religious language
4	15-5-2021	A live video with a variety of influences, including Sheikh Jarrah resident Mona Al-Kurd.	35.9k	1111	Formal language
5	2021-5-16	A live video with a variety of influences, including Sheikh Jarrah resident Mona Al-Kurd.	36.9K	1032	Formal language

1) Audience Interaction: Likes and Comments

According to the information in the tables above, the platforms of the two influencers made it possible for the public to take part in the conversation. The two influencers enabled the public to comment on posts, allowing anyone to easily share their opinions, ideas, and debates. The Mona al-Kurd campaign gained a total of 6,041,138 likes, with 502,891 likes in total for Alaa Hamdan. Regarding overall comments, Mona al-Kurd received 143,237 comments, while Alaa Hamdan received a total of 14,259 comments.

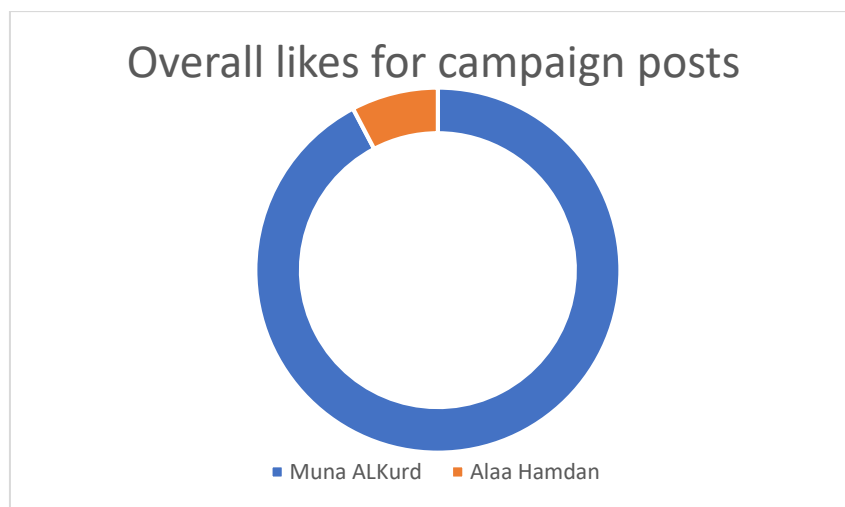


Figure (4.1) Overall Likes for Campaign Posts

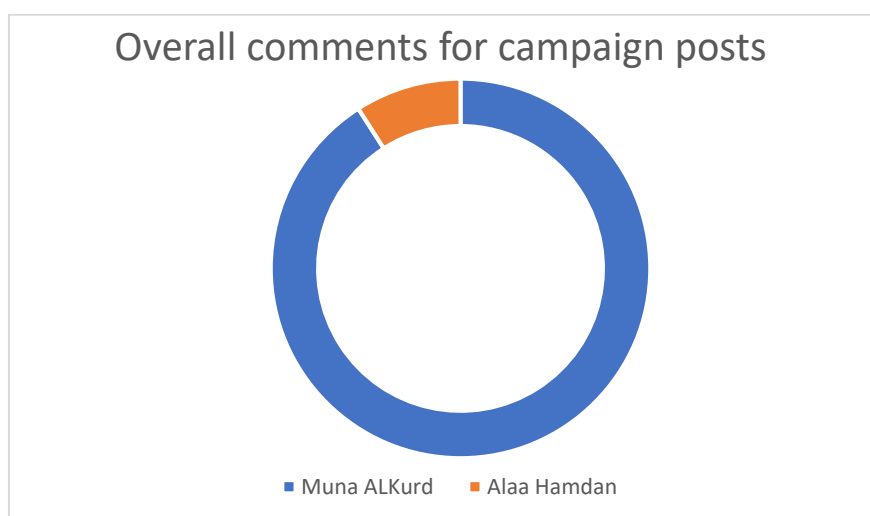


Figure (4.2) Overall Comments for Campaign Post

The variation in interaction was assessed by comparing the number of likes and comments between the two influencers under investigation, as depicted in the diagram. This difference can be attributed to the fact that Hamdan published significantly fewer posts compared to the Kurds. Specifically, 33 campaign publications by Al-Kurd were identified on her Instagram page, while only five of Hamdan's campaign posts on her page were examined.

The provided data illustrates that, through the platforms of influencers Mona El Kurd and Alaa Hamdan, the public had the opportunity to stay informed about developments in the Sheikh Jarrah neighbourhood.

Individuals were able to actively engage by liking or commenting on the two influencers posts, aligning with the principles of the digital public sphere and interactivity theory. By establishing a virtual space for interaction, idea-sharing, and debates that transcends physical boundaries, the digital public sphere serves as a platform to mobilize public opinion. This dynamic allows people to exercise their right to free speech and assembly in a virtual space facilitated by the digital public sphere, as highlighted by Karmet (2016), emphasizing the ability of individuals to express their political beliefs on social media.

2) Content Formats: Photos, Videos, Live Broadcasts

The two displayed tables further highlight the effective content presentation techniques employed by the two influencers. Additionally, there is a deliberate emphasis on diversifying content formats, as observed through the inclusion of both live and recorded videos, along with photographs in their publications.

The percentages of Mona al-Kurd's publications, compared to other types of campaign-related content, were distributed as follows: live videos constituted 24.2%, photos

accounted for 54.4%, and videos comprised 21.2%. Conversely, Alaa Hamdan's percentages were as follows: live videos at 40%, photos at 40%, and videos at 20%.

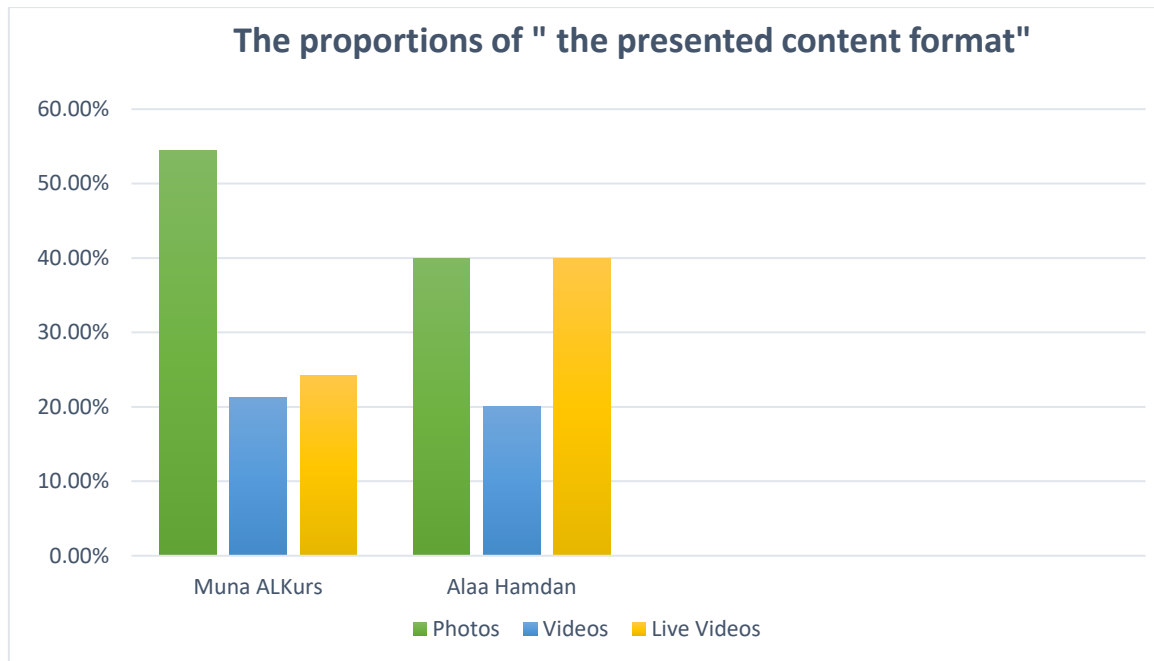


Figure (4.3): The Proportions of " the Presented Content Format

The two influencers ' use of different content types encouraged the audience to participate and interact.

The results of Content formats align with the theory of The Digital Public Sphere, theory symbolic interactionism, and concepts of interactivity. Content formats like photos, videos, and live broadcasts serve as symbolic mediums that facilitate direct user engagement, fostering interactions through likes, comments, and sharing. This interactivity not only enhances user involvement but also contributes to the richness of online discourse. Each format offers distinct levels of engagement, enriching the inclusiveness of digital conversations and influencing perceptions within the digital environment.

3) **Language Usage:** Emotional, Legal, Formal, Religious

The tables above indicate that both influencer platforms employ a strategy to diversify the languages used in their content. Beyond using formal and energetic discourse, they also incorporate emotional language. The content itself exhibits linguistic variety. Additionally, the majority of publications employ both Arabic and English.

Diversifying content formats alone is insufficient for engagement, as indicated by the tables. The data highlights that a combination of varied content language and topics significantly contributes to audience engagement in Sheikh Jarrah's events broadcast publications. Posts incorporating multiple languages (official, emotional, and religious) received more interaction, emphasizing the importance of linguistic and thematic diversity in encouraging comments and sharing compared to content focusing on a single language.

When comparing two publications of the same type, the evaluation should consider how language is employed differently in their content. For instance, examining the samples from the tables, a photo upload by Mona al-Kurd depicting "*Iftar*" for the neighbourhood's residents during Ramadan received 317,844 likes and 12,012 comments. The language of the post was formal, religious, and emotive. In contrast, the image marking the launch of the Sheikh Jarrah campaign, which employed official terms, received around 9,000 likes and 72 comments. This is an indication that the language style can significantly impact engagement levels.

Furthermore, the recorded video featuring Al-Kurd engaging with the "settler who was occupying half of her home" in various languages, notably formal and emotional, received 113,274 likes and 6,815 comments. In contrast, a "vlog" film documenting a day in the neighbourhood, which incorporated the voice of the television series "Bab Al-Hara" for

added humour, received 328,129 likes and 546 comments. Such remarkable interaction with the video indicates that diverse use of language and incorporation of humour contributed to varying levels of engagement in these video publications.

It's worth noting that the level of engagement is higher in content with multiple language styles. For instance, a live broadcast revealing "occupation forces' aggression and solidarity" received 36.6k likes and 500 comments, whereas a diverse language news broadcast involving Mona al-Kurd and influencers from Gaza garnered 116k likes and 2.322k comments. The use of various content languages encourages broader engagement across different types of publications.

Hamdan's illustration of this concept is apparent in her video for the song "My Homeland," featuring the Palestinian flag and a prayer for Palestine. Thus, through Using emotive and religious language, the video received 311K comments and 151,685 likes.

In contrast, a photo of the influencer with a Jerusalemite woman, symbolizing the city's residents in the influencer's narrative, incorporated religious and emotive language, gaining 2.633 million comments and 176,718 likes. Notably, this interaction exceeded that of a single-language influencer's live broadcast or a live video involving multiple influencers. Meanwhile, Mona al-Kurd, using the official language, received 35.9k likes and 1.1k comments in comparison.

Drawing conclusions from the data in Tables 1 and 2, it is evident that interaction was influenced by the format and presentation of the content. However, a notable increase in engagement is attributed to the diversity of content formats, specifically in terms of language and content types.

Utilizing language can significantly boost interaction rates within online conversations, leading to increased participation and engagement in the digital environment. That aligns

with the principles of the digital public sphere, Symbolic Interactionism, and interactivity theory, the choice of language significantly influences user engagement and interaction in online conversations. Different language styles contribute to the formation of shared meanings and interpretations, thereby shaping user interactions and perceptions within the digital space. Moreover, how language is utilized directly impacts the depth of user engagement, as engaging and captivating language tends to encourage active participation and interaction within the digital environment.

These findings align with the principles of the digital public sphere and interactivity theory. The availability of diverse material types, coupled with presenting content in a manner that enables public discussion and opinion exchange, increases the likelihood of engagement. The appeal of the content is enhanced by various forms and languages, facilitating discussions in public settings. This observation is further supported by the Rebelus 2020 Study, emphasizing the role of the digital public sphere in shaping effective communication strategies, particularly emphasizing the language used in social media posts to influence public opinion.

4) Reliability of Information

The analysis of the content produced by two influencers, the foundational understanding lies in recognizing the intricate relationship between interactivity in the digital public sphere and the reliability of information sources. This analysis aims to investigate whether the influencers' content utilizes credible information and assess its impact on audience interaction.

Within the context of the digital public sphere, because its intricately linked to the reliability of information sources, with users gravitating towards content they perceive as trustworthy, thus reinforcing the credibility of online discourse. Interactivity theory

further underscores the pivotal role of information credibility in shaping user trust and engagement. Users naturally lean towards interacting with content deemed credible, fostering deeper online discussions and enriching the overall quality of digital interactions.

Table 4.3: The Influencer Mona Kurd

Documentation type and supporting evidence: (reliable Press reports, UN reports, historical information, Live scenes)	The post
Press reporting about Jerusalem	Photos
Press reports (Al Jazeera)	Photos
Legal information	Photos
live scenes	Live broadcast
Realistic scenes can be seen, but the video was actually recorded.	Video
live scenes	Live broadcast
live scenes	Live broadcast
Press reports (Aldefaa Journal)	Photos
live scenes	live broadcast

Table 4.4: The Influencer Alaa Hamdan

Documentation type and supporting evidence: (reliable Press reports, UN reports, historical information, Live scenes)	The post
live scenes	live broadcast

The information in the displayed tables indicates that the communicative content from the influencers provided accurate details about the Sheikh Jarrah neighbourhood. These figures highlight the diversity of reliable content presented by both influencers, supported by credible sources such as press reports, legal data, and live broadcasts. The information was distributed among four publications based on news reports and three publications based on legal information. Mona El Kurd featured five live broadcasts, whereas Alaa Hamdan focused solely on live broadcast publishing. Following the principles of the digital public sphere and interactivity philosophy, disseminating trustworthy and informative content to the public fosters increased interaction, as viewers feel more in control of the developing events.

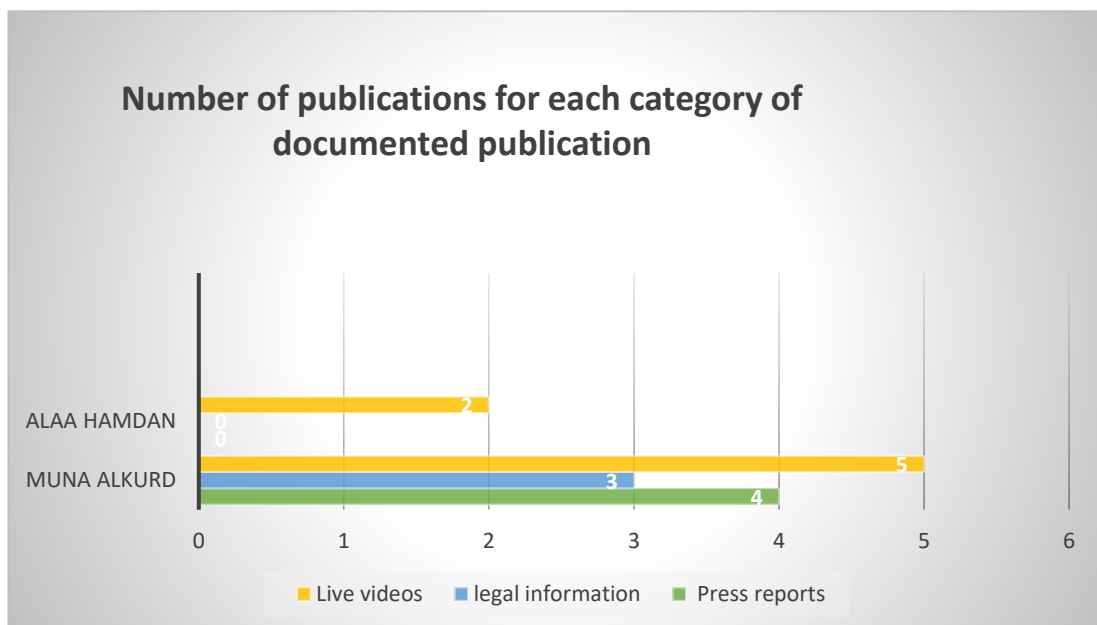


Figure (4.4): Number of Publications for Each Category of Documented Publication

The content analysis findings reveal that both influencers based their content on verified information. Al-Kurd provided information from press sources, including recent and older materials from Al Jazeera, The Jerusalem Network, and the historical "defence" newspaper. This content included a comprehensive framework for understanding and interpretation, along with real-time footage and legal details concerning rulings from the occupation court.

Focusing on the providing reliable information is highly effective and efficient in the digital sphere. Libri and Abdul Majid (2020) agree that the relying on facts and figures in content plays a crucial role in shaping opinions, in contrast to content solely based on individual beliefs.

The data in Tables 1 and 2 additionally reveals that audience engagement increased noticeably when Al-Kurd started incorporating reliable content. For instance, the post "Introducing the Sheikh Jarrah Neighbourhood Campaign" received 9,844 likes and 72 comments, while "Demands of the People of the Neighbourhood" received 12k likes and 356 comments. The use of reliable information by Mona El Kurd corresponded with an increased interaction rate.

The video of Al Jazeera's report on the Sheikh Jarrah neighbourhood received 395,786 likes and 458 comments, marking an increase of about 200 comments and more than twice the number of likes compared to the two preceding posts with unreliable material. Based on the provided data, the two influencers used reliable information in their communication content, which led to an increase in audience interaction with it.

The media behaviour of both influencers aligns with the principles of the digital public sphere and interactivity theory, affirming that the presence of reliable information and the inclusion of supporting documentation enhance the credibility of content for use in public

discourse. Essentially, individuals gain a deeper understanding of the subject, prompting discussions and the sharing of perspectives. This corresponds with the conviction of Libri and Abdul Majid in 2020, emphasizing that posts based on facts have a more significant influence than those depend only on individual opinions.

4.2 Content Analysis (Qualitative)

Qualitative content analysis was conducted on Instagram posts from influencers Mona El Kurd and Alaa Hamdan during the 2021 campaign for the Sheikh Jarrah neighbourhood. This qualitative analysis aimed to enhance the understanding and interpretation of the quantitative analysis results, providing more precise and in-depth insights. The research focused on the influencers' use of live broadcasts, where viewers could participate using various symbols while staying informed about the events. It further examined the influencers' direct requests and encouragements for the public to share their opinions and thoughts on the complex events, employing a range of symbols. Additionally, the study explored the various techniques used in displaying emojis. The goal was to understand how audience interaction with the influencers' accounts, along with the ensuing debates, discussions, and disagreements, contributed to the influencers achieving their objectives in their communicative content.

1) Interactive Live Broadcasts: Audience Engagement and Opinion Exchange

the exploration of live video's impact on audience interaction unveils a multifaceted tapestry of engagement, as illuminated by the theories of symbolic interactivity, digital public space, and interactivity. Symbolic interactivity elucidates the immediate and dynamic exchanges of symbolic meanings facilitated by live video, fostering a profound sense of connection and participation among viewers. Concurrently, digital public space

theory sheds light on how live video platforms serve as virtual arenas for collective interaction, democratizing access to information and fostering public discourse. Interactivity theory further accentuates how live video's real-time feedback mechanisms empower audiences to actively shape content, transitioning them from passive viewers to dynamic participants in the digital narrative. This qualitative analysis aims to delve into the dynamics of live video, unveiling its capacity to cultivate vibrant interaction, enriching the audience experience and fostering deeper levels of engagement.

The two influencers provided a platform for viewer interaction and opinion expression through the share and appear feature in live broadcasts, facilitating instant responses and posts. Consequently, both influencers and audiences establish a dynamic debate panel featuring diverse viewpoints, ideas, and arguments. This interactive discourse extends to the other influencers hosted by Al-Kurd and Hamdan during their live broadcasts.

During the live broadcast, specific details, different symbols, and meanings were provided regarding the developing events, coupled with responses to audience inquiries. For instance, on Mona al-Kurd's platform, a live broadcast post about lighting the flame for the An-Nakba anniversary incorporated the hashtag "it is time for the Nakba not to continue." Furthermore, Al-Kurd hosted a girl from the Al Bustan neighbourhood as part of her audience and featured the influencer Mona Hawwa from Canada in another segment.

The broadcast includes a panel discussion where Al-Kurd shares information about the ongoing events using a combination of emojis and written content. The discourse also incorporates impactful symbols, such as the phrase "we will remain a thorn in the hearts of the occupation." Other statements include "Today, we displayed banners and raised slogans in support of Sheikh Jarrah and Al Bustan neighbourhoods," "To commemorate

An-Nakba by rejecting a new Nakba... We reject being reduced to just numbers," and "Yes, we have the right to be alive, and yes, we have the right to keep our land."

Al Kurd employed emotional appeals and historical references in her speech to highlight the significance of the events taking place in Sheikh Jarrah. These expressions included words and phrases that stand for strength, unity, and resistance against the occupation in the hope of change.

In the live broadcast, Al Kurd, employed the slogan "one people, one fate, and a sure return" to symbolize unity and emphasize the necessity of solidarity. Additionally, she wore a Palestinian-themed clothing, including a T-shirt with accessories like a map of Palestine. This served to emphasize the connection of the events to the Palestinian Nakba, reinforcing a narrative deeply rooted in the collective memory and history of the Palestinian people.

During the symbolic lighting of the flame in Al Bustan neighbourhood, a backdrop was set featuring a variety of symbols. These included inscriptions on the wall like "Here we stay, Sheikh Jarrah neighbourhood, Al-Bustan neighbourhood," accompanied by a sketched-out map of Palestine placed alongside the Palestinian flag. These symbols were employed to emphasize the identity and resilience of the Palestinian people, serving as a visual representation of steadfastness. Additionally, the Intentional use of symbols in the backdrop reinforces the connection to Palestinian heritage, actively engaging the audience to express solidarity with emojis and comments like "We wish happiness to your heart, our light, and the flame of all Arabs." The audience also asserts steadfastness with statements like "No covenants, no pacts with what is referred to as Israel."

Viewers, guided by the fundamental principles of symbolic interactionism theory, derived meaning from Al Kurd's broadcast symbols, shaping their own understanding of the

events and being inspired to participate and interact. The symbols used by influencers conveyed connotations and meanings consistent with the influencers' messages, enabling audience comprehension and connection.

Alaa Hamdan hosted a live broadcast with influencer Mohammed Assaf, alongside influencer Mahmoud Zaiter from Gaza and a few residents of the Sheikh Jarrah neighbourhood. The panel discussion was filled with emotive elements, evident in the dialogue, audience comments, and the strategic use of emojis. Zaiter's impactful statement, 'Tell me what is your wish in this life, and my answer will reach Jerusalem,' highlights the profound significance of Jerusalem for Palestinians. Furthermore, Al Kurd used the expression, 'Allah willing soon, believe me,' conveying confidence in victory and stressing a spirit of courage among the participants.

In another part of the broadcast, Al Kurd expressed, "Despite the wars and repression, we stick to our land like an olive tree," and emphasized, "If they give us alternatives all over the world, we will not give up Sheikh Jarrah neighbourhood." The deliberate use of the strong symbol of the olive tree, traditionally associated with resilience under challenging circumstances, shows an enduring steadfastness towards the occupation and a profound connection to the neighbourhood.

The influencer Mohammed Assaf performed the song "I Don't Forget Palestine" during the broadcast, symbolizing the determination and significance of resisting the occupation by disseminating the truth. He emphasized, "We must maintain a strong presence on social media to raise the public awareness that the occupation is inherently criminal, despite attempts to polish its image by some fake narratives." Assaf continued, stressing the crucial role of public engagement in disseminating information and reaching a broader understanding of the situation.

The statements made during the broadcast detailed above lined up with the audience members' comments, for example, the phrases "May Allah grant you victory," "return is near," "touching meeting," and "the Palestinians are one." Since we have all paid the bill and we are one nation, the audience's feedback was not just limited to written comments; in another scene during the live broadcast, a viewer appeared and shared his thoughts with the following phrase: "After the Palestinian issue almost disappeared, I see national unity among all parts of Palestine, I am very happy... And I appreciate you interacting on social media." Emojis were also used by the audience for interaction, including those that represented sadness (tear face), a heart to denote love and unity, and a praying emoji.

The responses from the audience contained emotive symbolism, such as unity, strength, sadness, and hope for success, in the same context in which the symbols disseminated in the content of the two influencers were used by audience members in their interactions.

The two influencers' use of live broadcast technique, including the symbols and the formation of meanings, contributed to increasing interaction.

The theory of symbolic interactivity states that understanding symbols is the fundamental element for meaningful engagement, asserting that the meanings of these symbols extend beyond their physical forms and are shared among members of the public. According to this theory, the use of emoticons with meaning in broadcasting improves audience participation driven by the meanings of the emojis and its implications. It encourages the audience to continue participating, interacting, and conversing with one another.

The theory of the digital public sphere and interactivity assumes that the use of various symbols intersects with discussions and interactions. In the digital public sphere, individuals can exercise their freedoms of speech and assembly. This space enables the exchange of diverse viewpoints, contributes to knowledge enrichment, and serves as a

platform for creating awareness and mobilizing information to shape public opinion. The assumptions highlight the pivotal role of symbols in enhancing engagement within the digital public sphere.

Additionally, everyone can share their ideas and concerns, and the audience and citizens can do so more frequently and instantly, disrupting the negative pattern. Users can directly engage with the content, positioning themselves as essential participants in ongoing debates or conversations. The proximity to the action encourages them to actively participate and express their thoughts.

Swarzewska et al. (2020) align with three theories that claim social media platforms play a pivotal role in encouraging citizen participation in politics, as stated by Yosifidis and Wheeler (2015). The latter view the audience as active, independent citizens engaging with one another on social media platforms to discuss political issues. The public's involvement in the live broadcast substantiates this perspective. This viewpoint is further supported by Riedel et al. (2023), who discovered that influencers on social media platforms effectively address political and social concerns by providing substantive content for discourse and varied discussions. Keeping in mind that This interaction or contact is reciprocal and exchangeable.

2) Influencers Role in Encouraging Audience Engagement

this analysis aims to unravel the methods through which influencers propel audience engagement within their Instagram platform.

Influencer platforms not only enable user participation through comments but also incorporate public recommendations, views, and ideas on current events into their content.

The two influencers used several important symbols to illustrate the politics of marginalization and abuse in an emotional and documented way, whether it be automatic expulsion from Facebook or attacks by the Israeli occupier on the ground. These symbols were used by the two influencers to draw attention to the significance of participation and amplifying the Palestinian voice, as well as to encourage people to take action against attacks and practices of marginalization.



Image (4.1): A Photo of Mona Al-Kurd's Post for the Votes Against Facebook Campaign

Mona al-Kurd has announced the establishment of a website to gather signatures from individuals who have witnessed Facebook marginalizing her voice and content concerning current events in the Sheikh Jarrah neighbourhood. Through this initiative, she aims to convey the message of "the execution of the Palestinian voice." Employing a powerful symbol, she used a Facebook logo with a noose. Additionally, she paired the message "I voted" with the sign, accompanied by the words "it's your turn to vote," conveying a call for readers to actively participate in supporting the campaign.

Furthermore, Al Kurd used the hashtag "Facebook is executing us" to emphasize the platform's combating of the Palestinian voice, aiming to eliminate and fight the Palestinian content. In response to these posts, the audience expressed solidarity with comments like "Forever with you," "If they disabled your account everywhere... we will access it," "expose them," "greetings and admiration from Algeria," and "May Allah strengthen you." These comments indicate that the audience comprehends the symbols and has engaged with the conveyed message.

In the same context, influencer Ala Hamdan shared a post detailing her meeting with Meta. She disclosed information about the harassment of Palestinian content and urged the public to make comments, along with any justifications or supporting data. Emojis were incorporated, as seen in the image below. In response, the audience shared information, including statements such as "publications about Palestine do not appear on my Facebook page".

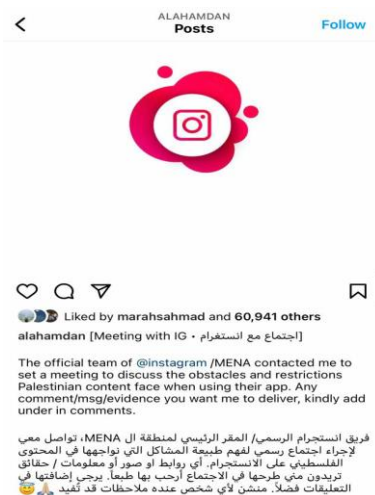


Image (4.2): A photo that Alaa Hamdan Posted Regarding her Meeting with the Instagram Company

The two influencers shared content addressing real-world harassment by the Israeli occupation, including both physical abuse on the ground and instances occurring on social media platforms. Mona al-Kurd, for instance, posted a video capturing her interaction with an Israeli soldier who had assaulted her. Initially, the soldier accused her of lying,

but al-Kurd later revealed unedited footage showing the assault she endured, captioning it with "Look who's lying now" and using the hashtag "expose the crimes of the occupation." She also mentioned, "after a difficult night in Sheikh Jarrah, and after the settlers attacked us under the protection of the occupation, the soldiers beat us," suggesting that the video represented just one of several attacks.

She shared this video on her Instagram page to "expose the savagery and lies of the occupation." In a subsequent live broadcast, al-Kurd encouraged the audience to document any incidents of physical abuse by the Israeli occupation and urged them to share such recordings.

Influencers Mona al-Kurd and Ala Hamdan effectively engaged encouraged and their Instagram audiences amid Israeli occupation harassment. They utilized symbols, hashtags documented abuse, and encouraged audience participation, fostering community and awareness on the platform. This contributed to amplifying the Palestinian voice and influencing public opinion.

The two influencers effectively used symbols to convey complex societal concepts and values. This intersects with the symbolic interaction theory discussed earlier. The use of symbols has made it easier for people to communicate their thoughts and emotions. People talk about and clarify the meanings of symbols and ideas from the influencers' content. This encourages everyone to get involved and share their opinions on events and information, no matter how complicated they may be.

The analysis findings presented above are consistent with the principles of the digital public sphere theory. This theory suggests that the public has the chance to engage in challenging environments and participate in public discourse through the digital public sphere. Furthermore, marginalized voices discover "hope networks" within the digital

public sphere, enabling those people to present ideas, express thoughts, and share their concerns. This, in turn, helps raise people awareness, and gather data on experienced abuses, and influences public opinion, as highlighted by Suravskaya et al.'s 2020 research. The use of social networking platforms for political engagement is also linked to authoritarian governments and regimes in the same research. Social media, as observed by Salt (2022), provides influencers with a platform to critique societal authority and dominance. This allows them to address social and political topics of public interest, initiating public discussions in a manner that challenges authoritarian governments.

3) Symbolism in Influencers' Content: Techniques and Methods

The exploration of symbolism within influencers' content, where the utilization of diverse languages, such as Arabic and English to convey implicit languages, (emotional and legal...etc.). Symbolic interactivity theory provides a lens through which we understand how influencers harness symbols to evoke meanings, transcending linguistic barriers and fostering deep audience engagement. Within the digital public sphere framework, influencers leverage social media platforms to disseminate this symbolic content, enabling collective interpretation of implicit language and discourse. This dynamic interaction is further enriched by interactivity theory, as audience engagement with symbolic elements and verity of content methods and languages encourages active participation, shaping the narrative and influencing societal perspectives and behaviors. The audience was encouraged to actively participate with the content produced by the two influencers through diversifying material types, employing interactive symbols, and varying the language used. The publications featured a spectrum of writing styles, including formal, emotive, and religious expressions, with most combining Arabic and English. Both influencers employed a variety of content-creation methods, including

"Calls to Action," puzzle-like designs, and narrative approaches. Furthermore, they utilized some formats and styles to convey symbols with various meanings.



Image (4.3): A photo of Mona al-Kurd was Displayed at the *iftar* During Ramadan



Image (4.4): A photograph of the Post that Captures Mona Discussing with the Settler

Mona al-Kurd adopted various symbols, including picture symbols and text symbols, along with interactive symbols in multiple content languages. She combined religious language by sharing a leaflet featuring a picture characterizing solidarity during the *Iftar* table. In the image, numerous solidarity signs surround Mona Al Kurd at a single Iftar table, emphasizing a strong connection and support. Al-Kurd reinforced this message through textual symbols, expressing their determination to observe *Al Iftar* at Sheikh Jarrah "despite the obstacles posed by the occupation." This highlights their unity, support, and resistance against the occupation.

In a video where Mona al-Kurd narrated her dialogue with the settler who had confiscated her property, she employed emotive language. She conveyed symbols through information, asserting that the occupied house did not belong to him, and she explained the illegitimacy of his takeover. His response, "If I didn't steal it, someone else will steal

it. If I leave the house, you won't return to it," revealed a perspective consistent with al-Kurd's account. This exchange helped demonstrate "the principle of occupation in the forced and unlawful control over the property of Palestinians." Al-Kurd further emphasized this point, stating, "Here you will witness the arrogance and insolence of the occupier."

The influencer, Mona al-Kurd, showed her suffering by highlighting the history of her home with the settler. The phrase "12 years ago" served as a heart-touching expression, emphasizing her enduring resilience over an extended period, characterized by her declaration, "We are steadfast and patient, and we will remain so for the rest of our lives." This steadfastness symbolizes a persistent resistance against the occupation, regardless of the passing years.

Al-Kurd's audience actively engaged with her content, expressing support through comments, emojis like the victory emojis, the flag of Palestine, and expressions against the occupation such as "Damn the occupation," "How come?" !!!!!, "It's abnormal," "May Allah grant you victory; we are here for you," and "May Allah give you strength; our hearts pray for you." Notably, the hashtag "Save Sheikh Jarrah neighbourhood" went viral in most of the comments, reflecting a collective call to action within the audience.



Image (4.5): A Picture of Mona's Post about the Court's Ruling

Al Kurd employed symbols in her publications using formal language. This was characterized in her posts discussing court decisions, the demands of the neighbourhood residents, and covering current events. For instance, when addressing an Israeli court ruling, she started her post with providing detailed information about its implications, particularly emphasizing its impact on the families of the neighbourhood. The term "displacement of dozens" was employed to highlight the enormous number of people who are threaten of being displaced.

Later, she expressed her concerns that this decision would have a direct impact on the entire city of Jerusalem, highlighting the ethnic cleansing strategy employed by the occupation. She stated that dozens would be displaced, and both the neighborhood and the entire city would inevitably face this fate."

In other words, due to the profound religious and political significance Jerusalem holds for Palestinians, the public began to feel responsible for the future of neighbourhood's residents', which is affected by the ethnic cleansing strategy and the occupation of Jerusalem. Building on this narrative, Al Kurd made a compelling appeal for support on behalf of the neighbourhood's residents. She provided specific details regarding the time and location of a protest, urging people to attend and actively participate in demonstrating solidarity.

Meanwhile, Al Kurd explained the circumstances of the court's ruling, then shed light on the occupation's approach to the area and its implications for Palestine and Jerusalem. She then asked for support so that symbolic significance of the neighbourhood could be expressed more clearly. The public responded to Al Kurd publications on the court's ruling and the demand for solidarity by commenting with the hashtag "Save Sheikh Jarrah

neighbourhood," as well as using phrases like "May Allah support you" and "we won't leave."

Al Kurd adopts a humorous approach to document neighbourhood events through a vlog format. In one instance, she illustrates how the occupation forced some neighbours to leave, so she used the music of Bab Al-Hara series, which was popular at that time on Instagram videos in general; the voiceover for "the neighbourhood is closed" was also taken from the same series.

It is worth mentioning that this phrase (the neighbourhood is closed) was used in the series when the French army attacked the area, thus it was picked to accomplish the same goal (the neighbourhood being besieged by the Israeli occupation), and then she used "whoever wants to challenge us, this neighbourhood is stronger than him; there are those who keep an eye on the house and will protect it with the truth," a song from the same series. This is the voice that was used in the series when the Syrians faced the French army and defeated them, implying that the Israeli occupation will suffer the same fate. It is also a symbol of the neighbourhood's residents' determination and resistance against the occupation, and this is what Mona highlighted in her comment on the video, which included the words "Is there anyone stronger than this neighbourhood?" apart from the same song in the same series."

The audience enthusiastically responded to the humorous post with comments such as "soon the whole of Palestine will be liberated," "by the truth, its borders will be preserved," "I swear that Sheikh Jarrah is the one and only," and "be patient to the end, heroes." They also used emoticons like "heart" to express love and "applause" to show encouragement.

Ala Hamdan, employed several language styles and information in the used symbols in general, and emotional language in particular. Such emotional expression was characterized in a post featuring a picture of the place from which live broadcast was released. Within the same post, she shared her feelings on the matter, using the plural form to show a collective emotional experience with the audience: "We had a good night, we laughed together, we cried together..."

Furthermore, Hamdan introduced an interactive content of questions and riddles. Notably, she introduced the term "awareness revolution" to encourage individuals to deepen their understanding of Palestine, asserting that anyone participating in the live broadcast was part of this revolution. Emojis, including the Palestine flag, the victory sign, and the heart, were also used to symbolize the cause, freedom, and love.

The accompanying image depicted numerous empty cups, wires, and light, aligning with Mona's description of the extended duration of her live broadcasts: "In this corner there is my house; I was sitting almost 10 hours a day for two weeks live on Instagram." The integration of both images and text in Hamdan's content played a crucial role in strengthening the message delivered during the live broadcasts as shown in the below photos.



Image (4.6): A Picture of Alaa's Post Regarding the End of the Live Broadcast Series



Image (4.7): A Photo of Alaa Hamdan's Post "The Flag of Palestine"

Hamdan also employed symbols by integrating puzzles, inquiries, and various content languages. She adopted the practice of using incomplete phrases in several of her publications and asking the reader to fill them in.

For instance, in one of her posts, Hamdan says: "If the broadcast is interrupted, it will not..." This statement is also frequently mentioned in her live broadcasts." Many comments complete the sentence, showing people are paying attention, whether in a live session or when she poses a question. Hamdan reinforces this phrase with emojis, using the Palestinian flag and a victory sign to connect it to the cause. Additionally, she uses a monkey emoji with a covered mouth to symbolize how the Palestinian voice is silenced when the broadcast is interrupted.

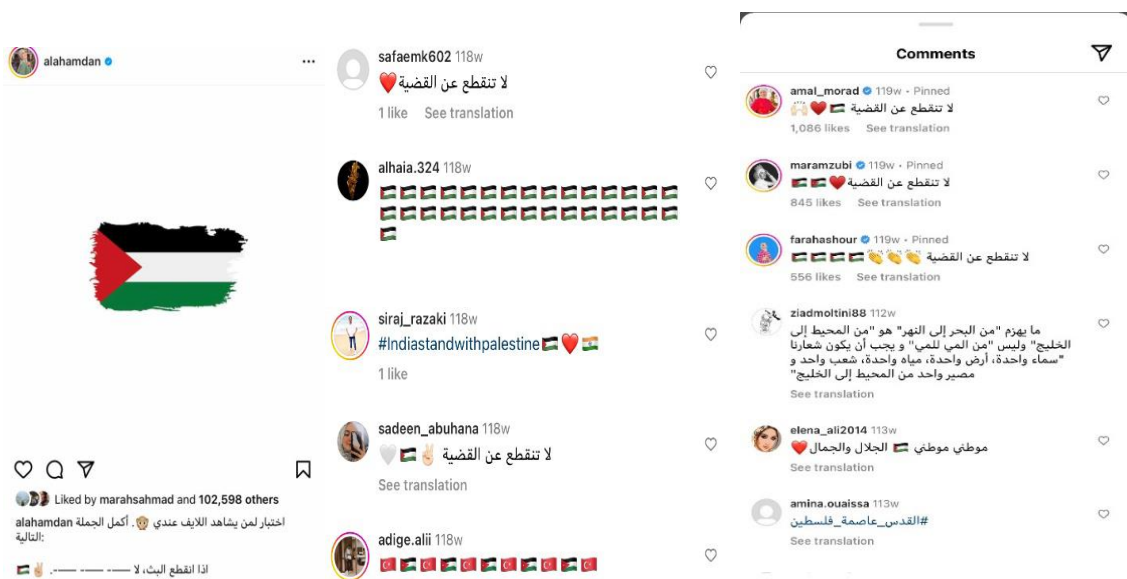


Image (4.8): Image of the First Part of the Comments on Alaa's Post "Flag of Palestine"

Image (4.9): Image of the Second Part of the Comments on Alaa's Post "Flag of Palestine"

Image (4.10) a Picture of the First Part of "Jaeishi" Post by Alaa Hamdan

Furthermore, a call-to-action approach was used during the live broadcast, such as the phrase "Share your comments with us; your participation in the topic makes a difference." These phrases represent engaging the public in the cause, and she also employed the storytelling technique, as shown in the post about the story "His army." Along with the

words written in a narrative form, the background of the image featured Jerusalem, a significant symbol for the audience, as depicted in the pictures below.



Image (4.11) : a picture of the Second Part of "Jaeishi" by Alaa Hamdan



Image (4.12): Mona Al Kurd's post detailing the campaign's Specifics

The analysis of the two influencers, Mona al-Kurd and Ala Hamdan, emphasizes the diversity in their use of emojis across various styles, presentation techniques, and formats. This includes the use of different media types such as photos, videos, and live broadcast posts as symbols conveying specific meanings. Additionally, they employ symbols and meanings through accompanying texts and, ultimately, incorporate emojis and hashtags to enhance the expressiveness of their content.

The study's findings demonstrated the audience's interaction patterns with the diverse content presented by the two influencers, incorporating emojis and various symbols, aligning with the foundational principles of symbolic interactionism theory. This theory emphasizes the profound impact of language and symbols on shaping social reality. Through the strategic use of symbols in communication and engagement, individuals express their interpretations of subjects and their roles within these contexts.

This is clear in how people responded to the posts of both influencers. For example, many discussed ALaa Hamdan's statement about a potential broadcast interruption. This also

applies to other comments on their posts, especially those using the emojis or campaign hashtag.

To put it concisely, Influencers Mona al-Kurd and Ala Hamdan effectively use diverse symbols, language, and interactive techniques on Instagram to engage their audience. They employ emojis, hashtags, and imagery to convey messages, along with various language styles. Interactive methods like "Calls to Action" encourage audience participation, reflected in active engagement through comments and emojis. This strategic approach fosters deep audience engagement, shaping societal perspectives on social media platforms.

The findings of the analysis align with the principles of symbolic interactionism theory. This theory asserts that society consists of a dynamic network of symbols, each interpreted uniquely by individuals. However, certain symbols carry shared meanings within a specific society or culture, functioning as a universal language to communicate significant ideas. The use of the Jerusalem symbol by both influencers demonstrates this concept, as it is a symbol with shared meaning and value across the entire population, both nationally and religiously.

In addition to the humour-based symbolism, the inclusion of music and several audio clips from the Bab Al-Hara series in Mona al-Kurd's video played a significant role in enhancing interaction with the content. This aligns with the argument put forth by Alva and Chavez (2020), who suggest that incorporating a range of materials, such as comedic, formal, and emotive elements, enhances the attractiveness of content and encourages audience engagement.

4) Enhancing Influencers' Objectives: Analyzing Audience Interactions

The content of the influencers Mona al-Kurd and Alaa Hamdan, addressing events in the Sheikh Jarrah neighbourhood, highlights the significance of followers' engagement with the influencers' accounts. This interaction, primarily expressed through opinion-exchanges, plays a crucial role in realizing the influencers' stated goals within their content. This is apparent in a specific case, where influencer Ala Hamdan joined the campaign initiated by influencer Mona al-Kurd, subsequently seeking support and publicity from followers.

This was clear through launching of a joint campaign hashtag in both Arabic and English, promoting engagement with "انقذوا حي الشيخ جراح#" and "savesheikhjarrah#." Additionally, explicit posts and appeals employed by the two influencers to attain their objectives, prompting a response from the audience who actively participated in the discourse.



Image (4.13): Mona al-Kurd's Post on the Anniversary of An-Nakba

Based on the data analysis, Mona al-Kurd relaunched the campaign for Sheikh Jarrah and urged the public to interact with the campaign's hashtags. Her main goal has now become clear: to generate the necessary engagement through the hashtag to raise the public awareness of Sheikh Jarrah's case and have an impact on the judge's decision to halt the displacement of 500 Jerusalemites.

Subsequently, influencer Ala Hamdan joined a live broadcast hosted by Mona al-Kurd. A few days later, Hamdan started live broadcasts with several influencers through her pages. During these broadcasts, she shared her opinions and ideas, engaged with diverse viewpoints, and provided information about the events in the neighbourhood. Essentially, she capitalized on her platform and followers to actively contribute to supporting the campaign, disseminating its message, and raising awareness. This aligns with the core objective of Mona al-Kurd's campaign, which is to "achieve solidarity with the occurrences."

Al Kurd also used the expression "Your solidarity with Sheikh Jarrah neighbourhood means your solidarity with the whole of Jerusalem," and she emphasized Jerusalem's symbolism to draw supporters to both the cause and the neighbourhood.



Image (4.14) :Muna Al-Kurd's Live Broadcast Photo to Light the Torch



Image (4.15) :Picture of the Campaign's Relaunch by Mona Al-Kurd

The data shows that one of the goals of the two influencers is to increase engagement with their material. This is characterized in the audience's interaction with the content of the two influencers' as well as their participation in the campaign through comments.

Mona al-Kurd's called for a gathering in Sheikh Jarrah neighbourhood to light the flame of return associated with An-Nakba anniversary. Such call demonstrated the extent to which the goals were achieved through audience engagement and solidarity, both within the Sheikh Jarrah neighborhood and throughout the live broadcast. An extensive audience has already gathered on the anniversary of the Nakba. In other words, the publication's purpose, as well as the gathering to light the flame in Sheikh Jarrah, were realized.

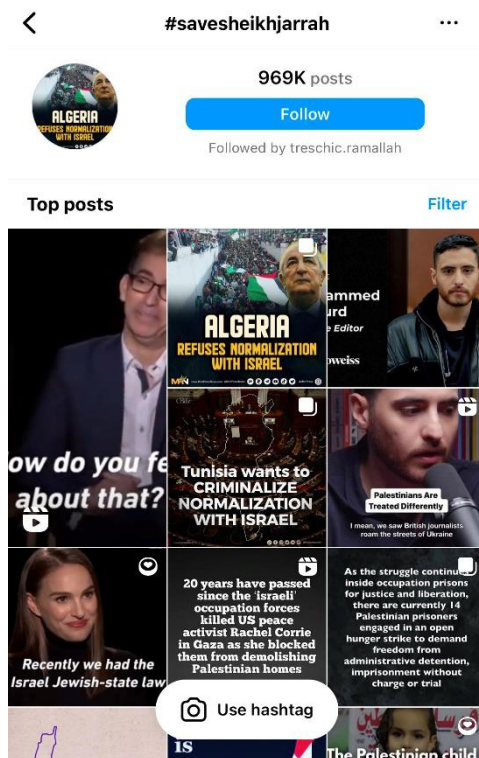


Image (4.16) : A photo of Mona Al-Kurd at the Relaunch of the Campaign



Image (4.17) : Interaction with Influencers' Campaign Hashtag in English

The campaign's hashtags were released as "#أنقذوا_حي_الشيخ_جراح#" and #savesheikhjarrah.

The content created by the two influencers illustrates their remarkable use of hashtags to

convey information about the area and its events, facilitating quick and easy access to relevant content for their audience. Notably, there were 969 thousand English-language publications related to the events covered by the hashtag, surpassing the count of 751 thousand Arabic-language publications.

Based on the findings of the content analysis of the two study-relevant influencers and in accordance with the principles of the interactive symbolism theory, the two influences created symbolic unity through the usage of hashtags. This Indicates that the use of hashtags in many languages helped overcome linguistic and geographic boundaries and made it easier for people from various linguistic backgrounds to engage with and contribute to conversations.

According to the theory of symbolic interactivity, the use of hashtags is also a symbolic force because the hashtag is repeated on the campaign's main message in Arabic and English, enhancing and making it into a recognizable symbol within the digital public space. Thus, this describes the dynamic of the campaign's interactive approach.

The three instances mentioned above—the relaunch of the campaign, the use of hashtags, and the interaction between the public and the two influencers—all support Habermas' emphasis that the public sphere serves as a platform for discussing ideas, viewpoints, and arguments, ultimately influencing public opinion. According to the content analysis data for the two influencers, this discourse and space, whether expressed by the campaign hashtags, interactions, or the dissemination of information and engagement with diverse influencers and audiences, played a significant role in realizing the influencers' goals by shaping public opinion.

This aligns with the foundational idea of the theory, suggesting that individuals, when experiencing unease, tend to overcome their concerns and engage in disputing realities

on social media platforms. These platforms serve as dynamic forums for discourse, effectively mobilizing knowledge and nurturing awareness. Consequently, this engagement not only influences public opinion but also acts as a stimulus prompting policymakers to address prevailing societal challenges.

Similarly, it aligns with the conclusions of Strandberg et al. (2021), who affirms that influencers' attitudes towards political issues can exert a more pronounced impact on the behaviours of their followers. The outcomes of the content analysis support this claim.

Initially, influencer Hamdan engaged with Mona El Kurd's campaign, responding to El Kurd's messaging focused on gaining public support. Subsequently, both Mona Al-Kurd and Alaa Hamdan received feedback when the audience reacted to their campaign-related posts. Notably, one post calling for a neighbourhood gathering to oppose the occupation generated swift public response. In a following video, Mona shed light on the community's reaction and their gathering in the neighbourhood.

Furthermore, as the public engaged with both Mona al-Kurd and Alaa Hamdan through their campaign-related posts, particularly the one urging the community to gather in the neighbourhood and resist the occupation, an immediate response followed. Mona promptly released a video documenting the public's reaction, capturing their gathering in the neighbourhood alongside her. Additionally, the initiation of a public hashtag and its activation achieved positive feedback for both influencers.

Thus, the interactions of the audience, including sharing their thoughts, ideas, and disagreements, played a significant role in aiding the two influencers in achieving their communicational objectives.

4.3 Conclusions

The study explored strategies for enhancing participation and idea sharing in the digital public sphere, as employed by the two influencers Mona Al-Kurd and Ala Hamdan. It focused on the influencers' role targeting the Israeli occupation, and assessing the accuracy and comprehensiveness of their communication content on the sequence of events. The research also analysed the two influencers' methods for informing the public and promoting engagement to achieve the media message goals. According to the iBook report, both Mona Al-Kurd and Ala Hamdan were among the six most followed influencers on social media, particularly during the events in Sheikh Jarrah in 2021.

The thesis focused on analysing the tangible interaction between the audience and two influencers, employing a mixed-method (qualitative-quantitative) analysis. The obtained results were examined in the context of social media interactivity, symbolic interactionism theory, and the digital public sphere theory. Special attention was given to the selective model, enabling the adoption of specific elements from communication process theories that directly support the research objectives.

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The study revealed that the two influencers Mona al-Kurd and Alaa Hamdan, have effectively facilitated political participation and opinion expression by providing the

public with the commenting and sharing feature. users are enabled to participate in political discourse and share their perspectives.

The two influencers achieved their goals as shown in their communicative content, and this was shown by the apparent interaction with their publications and responding to the messages of the two influencers, whether online by participating with the publications and engaging in the campaign and its hashtag, or offline by being in the neighborhood.

The communicative content of the two influencers included reliable information about the events of the Sheikh Jarrah neighborhood, which in turn contributed to an increase in the interaction rate.

The two influencers used a range of crucial methods and techniques to promote political participation successfully. They mainly relied on techniques like photos and videos, with live broadcasting. Along with these techniques, the influencers also used various methods like sarcastic language and call-to-action techniques, as well as symbols to create shared meanings and increase the audience's interaction. They also utilized multiple languages and effective hashtag usage to further strengthen their efforts.

In other words, the significant public engagement with the events in Sheikh Jarrah was not solely due to the location's importance but was also linked to the content generated by the two influencers. Remarkably, Instagram witnessed a higher level of interaction with Sheikh Jarrah events compared to other instances, such as the 2017 Al-Haba of the electronic gates, a response to the installation attempt at the Al-Aqsa Mosque's entrance (Izz Al-Din, 2021). This event received limited interaction on Instagram, indicating a notable lack of coverage. This could result from influencers or individuals not comprehending the importance of political content on Instagram, lacking interest, or relying on traditional media for event coverage.

Therefore, it was concluded that the distinctive approaches of the two influencers distinguished them from others and traditional media, resulting in a unique audience interaction with the event. The audience engaged with the two influencers was motivated to actively participate in content presentation and was provided with a platform to express their opinions directly and immediately. This, in turn, contributed to shaping a different narrative in Palestine concerning the communication of events and the delivery of the Palestinian voice.

Ultimately, the platforms of the two influencers succeeded in increasing public engagement and establishing a continuous, well-structured, and readily available Palestinian electronic media voice.

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الملخص

تستكشف هذه الدراسة العوامل المؤثرة على مشاركة الجمهور مع محتوى المؤثرتين آلاء حمدان ومنى الكرد على منصاتهما على الانستغرام، أحداث حي الشيخ جراح 2021 كحالة دراسية. تتمثل مشكلة البحث في فهم الدوافع الكامنة وراء تفاعل الجمهور مع محتوى المؤثرين خلال هذه الأحداث، واستكشاف ما إذا كان هذا التفاعل ناتج من دوافع شخصية أو كنتيجة لتأثير أفراد الجمهور برسائل ومحتوى المؤثرتين. بالإضافة إلى ذلك، تحقق الدراسة كيف ساهمت منصات المؤثرتين على الانستغرام في تسهيل وتعزيز مشاركة وتفاعل أفراد الجمهور، والمناقشة في ظل الاحتلال الإسرائيلي. علاوة على ذلك، يسعى البحث إلى تحليل دور محتوى المؤثرتين آلاء حمدان ومنى الكرد في نشر المعلومات الموثوقة ودراسة الأساليب والطرق الرئيسية لنقل المحتوى السياسي بشكل عبر منصاتهما. يعتمد البحث على التحليل الكمي وتحليل المضمون النوعي، كما ويعتمد البحث على نظرية المجال العام الرقمي ونظرية التفاعلية الرمزية ومفاهيم التفاعلية عبر وسائل التواصل الاجتماعي. كشفت نتائج الدراسة أن العملية التفاعلية التي تمت ملاحظتها بين الجمهور ومحتوى المؤثرتين آلاء حمدان ومنى الكرد مرتبطة بالأساليب والطرق الجذابة التي استخدمتها المؤثرتين في تقديم المعلومات.

الكلمات المفتاحية: المؤثرين ، المشاركة السياسية ، حي الشيخ جراح ، التفاعلية ، المجال العام الرقمي.