

## **Digital Uprising: Palestinian Activism in the Cyber Colonial Era**

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This study investigated the evolution and effect of Palestinian digital activism within the setting of cyber colonialism, accentuating the extraordinary capability of digital platforms for political resistance. The ascent of digital media has introduced another time of for Palestinians, empowering them to conquer physical and political hindrances forced by the Israeli occupation. This examination dug into the essential utilization of social media and other internet-based platforms by Palestinians to document human rights abuses, mobilize global support, and challenge dominant narratives. It likewise inspected the double-edged nature of digital technologies, which act as devices for both empowerment and surveillance. Through happy examination, contextual investigations, and meetings with activists, the review features successes and challenges of Palestinian digital activism. The discoveries highlight the meaning of digital spaces in molding worldwide discernment and encouraging fortitude, while additionally uncovering the tireless dangers of restriction and cyber reconnaissance. The paper concluded with proposals for improving the adequacy of digital activism and recommended future examination bearings to additionally grasp its effect on the Palestinian struggle for self-determination.

**Keywords:** Palestinian digital activism, cyber colonialism, global solidarity, surveillance.

### **Overview of Palestinian Digital Activism**

Digital media has been a whole different century of activism and colonialism in the Palestinian journey to freedom and self-assurance. Online platforms are used by this advanced development to enhance the Palestinian account, struggle deceptions, and assemble worldwide fortitude in extraordinary ways. Through key engagement with online entertainment, websites, and other digital platforms, Palestinians have been able to overcome geographical and political barriers put in place by Israeli occupation—an absolutely amazing testament to their pursuit of freedom and fairness. The cyber space has become a milestone in storytelling control, where Palestinians are now better placed to share their stories with the rest of the world, hence setting a new scene of political and social obstruction. Cyber colonialism, inside this milieu, is conceptualized as the usage of advanced innovations by Palestinians to challenge the occupation, report denials of basic freedoms, and develop worldwide fortitude. This type of obstruction not just offers a counter-story to winning talks yet additionally assumes an essential part in coordinating both virtual and actual fights that rise above the bounds of occupation and attack. At the same time, the peculiarity of cyber colonialism highlights the digital component of occupation, where surveillance, control, and oversight are employed to smother Palestinian voices on the web. The Israeli state's endeavors to control advanced spaces feature the squeezing struggle for digital power and the inherent right of Palestinians to control their account (Bailey, 2021).

These digital platforms have transformed Palestinian activism, characterized by new roles of obstruction, enabling the defense of social identity and promoting emotion that is universal in strength. These developments have dramatically expanded the reach of the Palestinian struggle to engage with an international audience, shifting the global narrative around their quest for freedom and self-determination. Digital activism, in effect, changes the fundamental role that information and communication technologies have played as tools for both activation and



hindrance in the Palestinian context, marking an urgent change in the modalities of their perseverance through struggle.

## **Purpose and Objectives**

### **Purpose**

The current research tries to find out the role that digital activism has played in the struggle for freedom and justice by Palestinians, more so in the wake of cyber colonialism. The study also looks to provide details on how Palestinian activists use digital platforms to document human rights abuses, mobilize worldwide support, counter dominant narratives, by shedding light on Hasbara (a Hebrew term that means "explanation" or "public relations" in English). It refers to Israel's official efforts to communicate and promote its position, policies, and actions to the international community, particularly concerning the Israeli-Palestinian conflict and other regional issues. Hasbara is a strategic communication approach to shaping public opinion and countering negative narratives about Israel. By understanding their inherent dangers, including surveillance and censorship (Alhossary et al., 2023).

### **Objectives**

#### **1- A historical account of the evolution of Palestinian digital activism:**

- Examine the transformation of Palestinian activism from traditional formats since the muscle of digital media
- trace significant turning points and strategies which evolved from conventional resistance to digital forms.

#### **2- Various tactics & instruments of Palestinian digital activism:**

- A discussion on the platforms & tools which the activists used to diffuse and create campaigns in cyberspace.
- Effectiveness assessment of different engaging techniques through hashtags, visual storytelling & personal stories.

#### **3- The role of digital activism in the Global Solidarity Movement:**

- Discuss ways through which technology-driven Activism on socio-political matters has made it possible for the International Solidarity with the Palestinian Cause to materialize.
- Among such attempts, one would consider efforts like "TikTok Uprising" and SaveSheikhJarrah campaign, to mention a few.

#### **4- To acknowledge the risk of Palestinian online activists:**

- Be aware of the perils that they stand exposed to, which are common in terms of their surveillance, hacking, and censorship.
- Unearth the role played by technology as an emancipator or restrictor.

#### **5- Suggest possible steps to increase effectiveness and safety of digital activism:**

- Propose improvements in security issues while also expanding on types used in social media context.
- Make a suggestion on how to build global partnership and campaigns aimed at achieving digital freedom

#### **6- To direct future research: To identify future research directions:**

- Suggest areas for further study relating to digital activism and its impact on Palestinians'
- struggle for sovereignty geared towards filling this knowledge gap.
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### **Statement of the research problem.**

Technology has provided a major helpful contribution to freedom and rights of the Palestinian which introduced new features into the liberation struggle against oppression. But, there are several elements that protect this digitalisation, there are several risks that are present and they include; cyber colonialism, surveillance, and censorship that threatens the effectiveness and safety of the digital activist. On the one hand, it is possible to use digital means for coming together to cover the violations of human rights, advocacy of people's rights, as well as to challenge hegemonic discourses across the world. ; on the other hand, digital media represents rather serious risks and potentials for repressions and suppression by states as well as other actors.

Apparently, until now, there is no comprehensive study of new activism by Palestinians, their impacts, strategies, and challenges. After a careful search of the literature, the authors found out that, how digital activism has transformed the region, cross-regional and global solidarity, perception and policies have found little research attention. Therefore the grey area created by the two paradoxical facets of the digital platforms as both enablers and suppressors of political activism provide a hue that requires further study to ascertain the right approach to use in the fight against digital repression and the enhancement of political activism.

It is in this context that this study seeks to address the following gaps: Firstly, it can be mentioned that the field of research related to the specific subject of this study – Palestinian digital activism and its role within the context of cyber colonialism – remains underexplored. Therefore, this study endeavours to provide a review of the possible prospects and challenges of digital activism with regards to providing several significant examples and outcomes of activists' interviews and, with the help of content analysis, case studies, and recommendations, the finest ways this strategy can further be optimized for the Palestinians struggle for independence, as well as suggesting further research based on this contribution towards the Palestinian resistance movement.

### **Significance of the Research**

In this study, this transformation of the conventional forms of resistance enriches knowledge of digital activism regarding the Palestinian fight. It presents cyber colonialism explaining how the technological gadgets can be used to upgrade the activists' struggles as well as domesticate them through federal surveillance.

Thus, the "TikTok Uprising" and the #SaveSheikhJarrah embed knowledge regarding specific effective digital campaigns and appeal for international support to form perceptions for an effective campaign. The study provides the suggestions to improve the outcomes of the digital activism and protect the activist, which is useful for the activist and the policy maker.

Apart from the scholarly significance, the study highlights the need for more digital activism by the Palestinian people and recording acts of human rights violations, arguing for better digital rights. It positions Palestinian digital activism into the global struggle against oppression hence playing a part in the same struggle.

All in all, it increases the academic and practical knowledge about Palestinian digital activism and helps to give relevant conclusions and recommendation for further fight for justice and supporters' right to self-determination in Palestine.

### **Research Questions:**

1. How has digital activism transformed the Palestinian struggle for freedom and justice?
  2. What are the main strategies and tools used by Palestinian digital activists?
  3. How do digital platforms facilitate global solidarity movements for the Palestinian cause?
  4. What challenges and risks do Palestinian digital activists face, particularly concerning cyber colonialism?
  5. How can the effectiveness and safety of digital activism be enhanced for the Palestinian cause?
- Significance of the Study and contributions to the field

### **Literature Review**

#### **Historical Context of Palestinian Activism**

The historical trajectory of Palestinian activism and resistance is a testament to the enduring struggle for national identity, self-determination, and sovereignty in the face of settler colonialism and occupation. This section aims to trace the evolution of Palestinian activism from its traditional roots through significant political milestones to the contemporary era of digital activism (Tawil-souri et al., 2013).

The Palestinian resistance movement has its roots in the early 20th century, with the formation of various political and militant groups in response to British colonial rule and the subsequent Zionist movement aiming to establish a Jewish homeland in Palestine. Traditional forms of activism during this period included strikes, demonstrations, boycotts, and armed resistance, which were primarily localized and organized through grassroots networks and political factions. The 1948 Nakba (catastrophe), resulting in the establishment of the state of Israel and the displacement of hundreds of thousands of Palestinians, galvanized the resistance movement, embedding a deep-seated resolve for the right of return and national liberation within the Palestinian collective consciousness (Tawil-Souri & Aouragh, 2014).

The pervasive threats of cyber colonialism, including censorship, digital surveillance, and violations of digital rights, necessitate a robust response. Advocating for the protection of digital rights and freedom of expression is fundamental to ensuring that the digital realm remains a space for free and open discourse, where Palestinian voices can share their stories, struggles, and aspirations without fear of repression (Bishara, 2022).

Bishara (2022) highlights the signing of the Oslo Accords in 1993 marked a pivotal moment in the history of Palestinian activism. Apparently, a peace process pointed toward accomplishing a two-state solution, the agreements rather prompted further fracture of Palestinian domains and did essentially nothing to end the extension

of Israeli settlements. The agreements likewise brought about the making of the Palestinian Authority (PA), a semi-independent legislative body that would come to assume a questionable part in Palestinian governmental issues and activism.

The shift towards digital activism among Palestinians can be attributed to several key factors. First, the spread of the Internet and social media in the early twenty-first century opened up new ways of communicating, organizing, and disseminating information, less sensitive to the constraints of physical geography and Israeli military control. Second, the limitations and failures faced by traditional diplomatic and political channels, including the stagnation of the Oslo Accords and the violent repression of the Second Intifada, have prompted activists to seek other means of resistance capable of transcending the traditional restrictions and reach a wider audience. The emergence of a younger Palestinian generation, more tech-savvy and raised in the digital age, has also played a crucial role in the adoption and development of digital activism as a crucial part of the movement. resistance in the broad sense (Morozov, 2021).

Finally, Nijmeh (2024) explores the increasing use of digital surveillance, censorship and control tactics by Israeli authorities (Cyber Colonialism) and highlight the need for resistance strategies and innovative ideas capable of countering these efforts and regaining control of the narrative. Digital activism has emerged as a powerful tool in this regard, as it has enabled Palestinians to document human rights violations, coordinate popular mobilization, and strengthen the sense of national unity and identity despite physical fragmentation and policy imposed by the occupation.

### **Nature of Digital Activism**

This sort of activism exploits the inborn limits of modernized developments to plan individuals, dissipate information rapidly, and coordinate exercises across colossal geographical distances, habitually transcending the limitations constrained by conventional media and state-controlled channels of correspondence (Iosifidis & Wheeler, 2015).

Fundamental to understanding digital activism are ideas, for example, the "organized open arena," a term promoted by Benkler (2007), are fundamental to grasping advanced activism. It alludes to a web-based discussion where individuals can meet up to discuss issues and sort out around causes without being confined by geographical nearness or unified media gatekeeping. By showing how digital technologies empower inexactly coordinated groups to design refined acts, Howard Rheingold's idea of "savvy crowds" features the aggregate keenness and versatile strategies of digital activists.

The theory put forward by Clay Shirky, referred to as "political power of social media," refers to how people now, more than ever, can mobilize, rise, and challenge power holders in ways previously unimaginable through the use of digital platforms. According to Shirky and others, social media has dramatically changed the meaning of political activism and civic engagement through reducing participation barriers by engendering more decentralized and participative forms of group activity. According to Suwana (2020), Digital activism has been a leading change in how Social Movements organize themselves and bond with their followers. It opens up the process of sharing information more inclusively and widely, hence making it more accessible for more people who could access and contribute to the cause, and allowing a wider range of voices to take part in the open discussion. The most significant contemporary global current events are the Arab Spring campaigns, which show how activism on the web could initiate huge social and political change. Digital platforms made it possible for activists to document and expose character and human rights abuses, much of the time in real-time. This capacity introduced an added level of accountability for perpetrators and heightened vigilance with the general populace and authorities.

The revolutionary power of digital resistance in the Palestinian struggle is indisputable. Not only did this open new horizons for the expression of Palestinian identity and preparation for global solidarity, but it also represented a massive test of narratives and practices of oppression (Levy, 2021).

Looking at the journey of Palestinian digital activism, it is clear that the struggle for self-determination and justice has been permanently influenced by the digital age. The continued commitment to digital spaces is an encouraging sign and proof of the inexhaustible will of the Palestinian people. As they continue to navigate the complexities of digital resistance, their efforts not only contribute to the Palestinian cause but also resonate within the larger tapestry of global movements striving for a just and equitable world (Fadel, 2022).

Kelsch (2022) refers to digital resistance in the Palestinian context as “the strategic use of online platforms, social media, and digital technologies to challenge Israeli occupation, document abuses, and mobilize global support for the Palestinian cause” (p.XX). This form of activism utilizes a variety of digital tools and platforms, including social media networks, blogs, online forums, and video-sharing platforms, to disseminate information, coordinate actions, and foster community among Palestinians both within the occupied territories and in the diaspora.

Examples of digital resistance abound. Activists employ social media to organize protests, share live footage of Israeli military raids or settler violence, and create viral campaigns that highlight the realities of occupation. Hashtags like #FreePalestine, #SaveSheikhJarrah, and #GazaUnderAttack serve not only as rallying cries but also as means to aggregate content and draw international attention to specific issues or events. Moreover, digital platforms provide a space for cultural expression and resistance, where artists, writers, and musicians can share works that celebrate Palestinian identity and resilience, often in the face of attempts to erase or marginalize Palestinian cultural narratives (Klajnowska, 2022).

### **Key historical milestones such as the 1948 Nakba and the Oslo Accords.**

Before the signing of Oslo Accords, Israel stepped up its policy of annexation; the ‘Israeli settler colony has led to the appropriation of all of historic Palestine and also, in the course of the last four and half decades the Israeli physical division of the Palestinian people in three parts as far as their relationship with Palestine is concerned – first, the Palestinians who are now known as the ‘Israeli Arabs,’ second the Palestinians in the occupied territories particularly in ” (Shehadeh, 2023 p. 99) When the al-Aqsa/Second Intifada erupted in the autumn of 2000 after the complete collapse of the Oslo process, Palestinian lands were turned into “certain subdivisions of besieged ghettos walled in and surrounded by Jewish colonial settlers and the Israeli army.”

Arab is defined thus by Massad (2006), “caged in and besieged by Jewish colonial settlers and the Israeli military” (Massad, 2006). However, due to the Palestinians experiencing societies they were consistently exposed to violence and displacement for over a century, they found ways on spatial and social domains to align their cause and cry for freedom.

Traditionally, the means of the assembly for strikes and uprisings against the occupation forces took place through several popular committees that would also be involved in leading the cooperation and communication with other committees and also keep records, logs and maps of the villages’ closure and seizure, arrests and attacks, be informants with the media outlets and writers of the pamphlets to be distributed, graffiti writers and supporters for other villages and coordinators of actions (Norman, 2010) Yet, in early part of the 21st century, the arrival of Internet mechanism has revolutionized these methods to an elevated and transformed status in case of Palestine. The Internet has not only added knowledge and created opportunities for the local and global connection but it has become the producer and distributor of innovative forms of resistance in its diffusion. 5 Lori Allen has noted that during the Second Intifada, constraints asserted that territoriality necessitated constant improvisation. Since the apparent change of Israel’s political strategy to Palestine recently from searching for conflict solving to conflict containment in the context of the growing apartheid regime, the adaptation of Palestinians to Meschowski’s arbitrarily disordered space and spectacular devastation could constitute some middle ground between resignation and rebellion, which might germinate politically innovative politics (Allen, 2008).

Allen observes that the commonly repeated observation that “we are living an ongoing Nakba” was not just a figure of speech: Allen observes that the commonly repeated observation that “we are living an ongoing Nakba” was not just a figure of speech:

For instance, the intifada-montage scenes that were aired as ID between the news programs on television were the scenes from the first intifada (1987–93) and from 1948 (the Nakba) inserted into the scenes of the current intifada. There was a re-use of pictures from the first intifada within reports on the second one; similarly, newly martyred youngsters’ posters were reused during the second intifada commemoration events. Thus, in the nonlinear, non-discursive practiced poetic mode of image creation an historical consciousness and a rhetorical argument is performed. (Allen, 2008, p. 467).

By the start of the Second Intifada in 2000, the oppression by Israel’s military was rapidly escalating towards a new, even more strict rule in the Palestinian Occupied Territories through the described closure policies whereas

new means to regale the Palestinians were taken to even further isolate and fragment them, no matter if they are in the Diaspora, Gaza Strip, West Bank, East Jerusalem, or within a country that is generally recognized as their homeland. Fraying the Palestinian national body today still remains one of the objectives of Zionism. Nevertheless, due to the progression of technologies, the Second Intifada in September 2000 marked a change in media and more prominently, the increase of protest in media that has significantly impacted the Palestinian collective memory, identity, and struggle. This historical consciousness was realized in the TV broadcasted murder of the Palestinian boy Muhammad al-Durra by the Israeli sniper during the first days of the intifada when the constant cruelty of the Israeli army became the sticker image of the Second Intifada. The kill of al-Durra, a little boy who was shot while he was hiding behind his father, was spread among all Arab channels one of the most notorious songs of the Second Intifada which is “al-Quds Hatirga’ lina” (Jerusalem will return to us) sung by Egyptian pop singers and famous Arab actors in a stand up for Palestine (Massad, 2003). The new technologies and the new media, and the relative freedoms of expression, search, and connectivity they offered, that developed at that time permitted not only for stunning faster and novel ways of content distribution but also for the engendering of a new Palestinian consciousness, capable of configuring new modes of identity and belonging to their stolen territories; a consciousness that evolved virtually against Israel’s nets.

Over the last 20 years the Internet has turned into an alternative and safer environment for Palestinians to chart their existence, identity, and resistance. Howard Rheingold, who researched on creating of ‘virtual communities,’ noted that the technologies of ‘computer-mediated communications’ are rapidly growing and developing because of their networking facilities that help people ‘to construct their interpersonal relationships across the distances in space and time,’ in order ‘to fulfill their own, rather diverse, communication requirements’..”(Rheingold, 2000). It is with regards to these established spatial and temporal discontinuities generated by the innovations of recent technologies that the present study of the digital floating homeland as a potentially liberating site of resistance to colonialisms’ domination and restrictions is aimed. Palestinians have conceived new media as a war front by slowly mapping out a Palestinian subject position that shall foster citizenship in the whole of Palestine irrespective of settler-colonial checks and balances, deracination politics, and forced makeover by consumerist Adam and commodity and scriptural regimes. The said Palestinian digital floating homeland derives its tenuous anchorage from a redrawing of the boundaries of the state of Israel and from the possibilities of the return which encompass a return not only to the conditions in Palestine before the colonization by European settlers. To sum up, Palestinians’ digital floating homeland under the settler colonial regime of Israel is an idea of renewal. Palestine, while territorially and demographically dis/proportioned (the West Bank, the Gaza Strip, Jerusalem, and Israel), is in the virtual world dialogized as a home/land constructed by the Palestinian subjects with hybrid ontologies and epistemologies erasing the binaries of settler colonialism imposed by Zionist Israel.

### **Digital Surveillance and Cyber Colonialism**

Digital surveillance reaches out beyond the monitoring of public social media posts to incorporate more obtrusive techniques like the hacking of private communications and the utilization of refined spyware. Such practices are essential for a more extensive procedure of cyber colonialism, where digital technologies are weaponized to broaden control over and smother the Palestinian population. This digital manifestation of occupation not just compromises the protection and security of Palestinian activists yet additionally has chilling effects on freedom of expression and the right to dissent (Kreitem, 2020). The danger of cyber colonialism is multi-layered, including surveillance and oversight as well as the manipulation of digital spaces to advance specific narratives while minimizing others (Koh et al., 2009) .

Palestinian digital activism develops in relation not only to regimes of digital control and surveillance but also to the overall threat of cyber-colonialism. These two deterrents hint at the dual nature of the digital infrastructure as levers of urgency and mechanisms of implementation and repression. In other words, the more Palestinian activists manage to navigate this seemingly complex terrain, the more mediated power and dexterity in using the digital for obstructive purposes will become inherently essential (Withers, 2021).

Describes the attempts made by the state of Israel in advancing its control over the true narrative of the Israeli-Palestinian conflict in cyberspace. These range from the censorship of Palestinian social media uprisings, the surveillance of the Palestinian activists in the cyberspace arena, and the breach of digital rights through the monitoring and interception of digital communications. All that includes measures serving to suppress dissent, preclude organization efforts by those resisting (Bevilacqua, 2022).

Researchers like Tawil-Souri and Aouragh (2014) examined the presence of cyber colonialism in relation to the Israeli-Palestinian conflict, where digital platforms and the web became experimental spaces. For example, trained Israeli professionals were represented to participate in active initiatives to examine Palestinian online activity, in-depth coverage of Palestinian content, and to disrupt digital campaigns that challenge the Israeli narrative or advance the Palestinian cause.

Cyber colonialism integrates an extent of methodologies used by states to screen, track, and inspect the online activism of individual and groups. Examining digital surveillance in the Palestinian setting, checking digital surveillance isn't just an issue of security interruption anyway a fundamental issue of safety and political limitation. Reports have highlighted the use of sophisticated spyware by Israeli authorities to hack into the mobile phones and computers of Palestinian activists, scholars, journalists, and human rights defenders, often leading to arrests and interrogations. Such practices underscore the dangers associated with digital activism and the necessity for enhanced cybersecurity measures to protect those involved in these activities.

### **The Impact of the Digital Age on Palestinian Activism**

Digital stages have wound up basic in dodging the actual impediments constrained by the Israeli occupation, like the separation wall and checkpoints. High level media has also engaged in the documentation and spread of basic freedoms encroachment committed against Palestinians. This competes with the Israeli state's control over information and record, publicizing a counterstory to overall groups of onlookers. Besides that, their strengthened desire to investigate and intervene in Palestinian digital development further blurs the use of digital platforms for activists (Awwad & Toyama, 2024).

### **Global Solidarity Movements**

Digital platforms have served to a great extent in viewing, thus making them instrumental in fostering a global solidarity movement with respect to the Palestinian struggle toward freedom and justice. Recently, activism on digital media aspects of geographical areas being bridged and various disparate groups coming together on common points is a phenomenon that forces one to take notice of the upswing in worldwide support for the Palestinian cause. The next section reflects on expanding the 'Palestinian cause' into global allies through digital activism, enmeshing it within a broader story of global resistance against oppression.

Digital platforms have participated in leveraging the Palestinian cause vis-à-vis their impact. Across social media, blogs, and online discussions, activists share personal stories, disseminate information, and mobilize support for Palestinian rights. It is digital media that has allowed for real-time documentation and exposure of abuses, after which a new level of accountability for the perpetrators came into being, raising public awareness globally.

A very good example of digital activism is the campaign by Palestinian women aimed at providing eSIM cards to Gazans in order to reduce reliance on Israeli telecommunication networks, ensuring better communication and security for Gazans. This campaign showed how digital activism could concentrate on a certain problem that Palestinians are going through and raise international support.

The Palestinian diaspora, in particular, has managed to echo the Palestinian cause within the digital space with the help of worldwide activists. Turning their geolocations into an advantage, these individuals and collectives have been able to use social media, among other Web-based tools, in sharing personal stories and disseminating facts about life in Palestine. Interventions by the diaspora have been very important in bridging the divide between Palestinians living under occupation and the international community by shedding light on authentic experiences from Palestine.

The impact of digital activism has gone far beyond increasing the reach of the Palestinian 'cause'; it has taken the very concept of a 'cause' beyond the partitions of a narrow framework and universalized it within the broader global narrative of resistance to oppression. Digital activists locate the Palestinian struggle within a broader framework of global resistance against oppression by reaching out to global movements and pointing out the similarities between various struggles for justice.

Dissecting digital engagement requires a nuanced understanding of the context in which online activism takes place. Scientists should consider the socio-political scene, levels of digital education and admission to innovation among various fractions of the Palestinian population and their global allies. Understanding the effects



of digital activism should also present the limits of online engagement. Factors such as digital separation, the potential for slacktivism, and the difficulties of interpreting online preparation as a disconnected activity require careful consideration.

### **Method**

The investigation of digital activism, especially inside the nuanced setting of the Palestinian struggle, requests a cautious thought of techniques that can catch the complexities/intricacies/challenges? of online resistance, community building, and global solidarity. The systemic way to deal with such a review should explore the complexities of digital information, the moral contemplations of investigating weak populaces, and the insightful difficulties of deciphering digital commitment. This segment frames key strategic contemplations for scientists investigating digital activism in the Palestinian setting.

#### **Sample Size**

Determining an appropriate sample size for qualitative research like this involves considering the depth of analysis required, the variety of perspectives to be captured, and the practical constraints of data collection. For interviews with activists and content creators, a purposive sampling strategy could be used to select participants who represent a wide range of experiences and viewpoints. A sample of 20-40 interviews might provide sufficient depth and breadth of insights for thematic analysis (Islam & Aldaihani, 2022).

For content analysis (social media posts, videos, etc.) the example size would rely upon the volume of content accessible and the feasibility of analysis. A researcher could decide to break down two or three hundred to a couple thousand bits of digital substance, selecting items based on light of importance, popularity (e.g., views, shares), and variety of sources (Shutsko, 2020).

Since the target population is those subjects that have currently, have had or are directly involved in digital activism concerning the Palestinian issue, purposive sampling shall be used. Target population will be defined based on previous involvements in the management of digital campaigns or in the creation of the content that is used in the campaigns or as persons posted on the campaigns. Thus, such an approach of research enables the selection of participants who are Profiler of great expertize in the area of concern, in this case, the Digital activism strategies and its pros and cons, particularly those from Palestine. Thus, the goal of the study will involve activists, scholars, journalists, and an selected leaders of Palestinian communities as the collected data will be pertinent to the comprehension of the investigated topics. There are also other literature which has also supported different qualitative sampling methods, which also confirmed that this type is aware of the notion of people should be selected in a way that they can provide a thick meaning to the study (Rana et al., 2023).

#### **Research Gaps**

Although the setting and history parts of digital activism are examined, there is a need to further explore its substantive impact on changes in approach and changes in open vision, both within the Israeli-Palestinian conflict.

Similar examinations between Palestinian digital activism procedures and those used in other conflict zones can provide insight into the universals and specificities of digital activism developments, and provide examples of successful practices and difficulties to be resolved. Given the rapid evolution of digital advancements and platforms, longitudinal reviews should track the changing elements of digital activism over the long term, taking into account change strategies, platforms used and engagement designs. The mental and social impacts of engaging in digital activism, such as consequences on thriving lobbyists, attachment to the local area and personality formation, remain unexplored areas and deserve further examination.

#### **Content Analysis**

A mixed methods approach is often useful in the study of digital activism because it allows the analysis of quantitative data (e.g., social media metrics, network analysis) to be combined with qualitative insights ( e.g. content analysis, interviews). This combination can provide a more comprehensive understanding of the impact, strategies and challenges of digital activism.

Qualitative methods such as thematic content analysis allow researchers to delve deeper into the stories, symbols and messages conveyed by digital content. This approach is crucial to understanding how digital platforms are used to express identity, resistance and solidarity.

The selection process should aim to cover a variety of instances of digital activity, ensuring a comprehensive understanding of the phenomenon. Possible case studies could include the “TikTok Uprising”(Abbas et al., 2022) where youthful Palestinians utilized the platform to share their lived experiences and obstruction; the #SaveSheikhJarrah campaign (Alimardani & Elswah, 2021), which focused global attention on restricted evictions in East Jerusalem; The digital response to the incomparable “March of Return”, which features the use of online social media to record the status of demonstrations in Gaza(Abusalim, 2018).

Each case study was selected based on its importance to the Palestinian struggle, the role of digital platforms in activism efforts, and the availability of data for in-depth analysis of different cases.

### **Case Studies**

**TikTok uprising:** This refers to a wave of digital activism that emerged on the TikTok platform, where young Palestinians began posting short videos showing the reality of life under occupation, incidents of violence perpetrated by settlers or soldiers, and acts of resistance and solidarity. The release of these videos helped attract a younger global audience, drawing attention to the Palestinian cause in innovative and impactful ways (Abbas et al., 2022).

**Social media during the Sheikh Jarrah protests:** The struggle against the forced eviction of Palestinian families in the Sheikh Jarrah neighborhood of East Jerusalem has attracted international attention largely thanks to social media. Activists and residents have taken to social media platforms like Twitter, Instagram, and Facebook to document protests, sharing their stories of displacement and calling for international support in this regard. The hashtag #SaveSheikhJarrah has become a global symbol against dispossession and settler colonialism (Kelsch, 2022).

**Digital Reaction to Great March of Return:** The Great March of Return, a procession of protests at the edge of Gaza and Israel, was widely recorded and circulated through social media. (Abusalim, 2018).

Probably one of the most important meanings in this reconceptualization is its capacity and potency to arouse and provoke global solidarity. It brings real aspects of the Palestinian experience into the global digital circuit, opening it to global engagement and support by crossing differently located barriers and creating complicity with a range of movements and networks struggling against similar foes. The shared digital space becomes a place of total disruption and common recognition in an act of interdependence of struggles for equality and fundamental freedoms all over the world (Shehadeh, 2023).

The Palestinian case offers critical insight into the power and limits of digital spaces as arenas of resistance and identity formation. It reflects on digital activism and challenging cyber colonialism. The matter at hand right here is one that raises vigilance on how digital technologies are being used to both control and oppress but, at the same time, having the potential to empower, connect, and liberate (Abdul-Dayyem, 2021).

### **Virtual Communities and Networks**

Digital platforms created instrumental effects for developing a belonging and unity feeling amongst geographically dispersed Palestinians. The creation of virtual networks and organizations has allowed Palestinians, irrespective of their physical location, to draw in with each other, share encounters, and all in all partake in the social and political existence of their local area. These virtual spaces act as groups for discourse, fortitude, and common support, building up a common identity and obligation to the Palestinian cause (Selinger et al., 2023).

Online forums, social media groups, and digital campaigns work with the trading of data, coordination of activism, and festivity of Palestinian widespread developments, causing the global Palestinian diaspora to feel more associated. For the vast majority, these virtual organizations offer a space where they can communicate their identity uninhibitedly, investigate their legacy, and participate in conversations about their rights and future (Kelsch, 2022).

### **Data Collection**

Each case requires broad exposure of digital content, including social media posts, recordings, blog passages, online news, and user comments. This information should reflect the scale of the digital activism campaign, the stories and messages conveyed, and the engagement of the crowd. Direct interviews with activists,

coordinators, and key members associated with campaigns to gain first-hand knowledge of the systems used, challenges faced, and observed effects of digital activism efforts.

Data collection of a different arrangement of stories from digital platforms, including individual stories shared on social media, statements in web logs or online chats, and multimedia content, e.g. recordings and digital works that convey the Palestinian experience and struggle. This collection should aim to address a large number of points of view and encounters within the Palestinian people group. News sources may also incorporate web-based reporting, commentary, and reporting that adds to the larger narrative scene of the Palestinian struggle in digital spaces.

Collect data from different sources that report examples of global courage towards the Palestinian cause, such as digital campaigns (#BoycottDivestSanctions, #FreePalestine), global fights coordinated via social media, viral substances that triggered global mindfulness and online platforms that serve as focal points (Fraser & Fraser, 2023).

### **Narrative Analysis:**

The utilization of digital media for cultural preservation and social connection and digital narrating has turned into a useful asset for Palestinians to record their set of social experiences, culture, and narratives of resistance (Abu-Rub, 2020). Stories and digital narratives, in particular, have emerged as a powerful medium for Palestinians to convey their experiences of occupation, obstruction, displacement and trust. Individual accounts, oral histories and narrative activities shared online provide insight into the Palestinian condition, testing generalizations and misinterpretations supported by mainstream media (Kelsch, 2022).

Moreover, digital platforms have enabled the global dissemination of Palestinian writing, music, films and crafts, opening a window into the innovation and dynamism of Palestinian culture. Events such as virtual exhibitions, online film celebrations and digital libraries make social works open to the general public (Estefan, 2022).

Narrative analysis regarding digital activism, particularly in the context of the Palestinian struggle, offers an important avenue for studying how stories, individual recordings, and aggregate narratives shape development, impact distinctions, and drive engagement. This approach allows analysts to delve deeper into the richness of individual encounters and global narratives that emerge in digital spaces. This is how narrative inquiry could actually be directed and applied:

Start by recognizing essential elements of narratives present in the context of digital activism, such as themes of obstruction, personhood, dislocation, and the desire for opportunity and fairness. These components structure the premises of narrative inquiry, guiding the determination and evaluation of digital substance. Think about the narrative designs (e.g., direct, non-direct, thematic) and storytelling methods (e.g., visual storytelling, hashtag activism) used in digital activism campaigns, and how they connect with and activate the crowds (Nee & Santana, 2022).

Organizing narratives within the verifiable political and social framework of the Palestinian struggle, taking into account how current real events and real factors shape the core of these narratives and hold them together. This context is necessary to decipher the narratives in a way that recognizes the complexities of the Palestinian experience. Decipher the findings to understand the function of storytelling in digital activism and consider how stories build support, create empathy, and contribute to the global conversation on the Palestinian issue. Consider the impact of digital narratives in shaping popular evaluation and influencing systemic conversations regarding Palestine (Lindholm, 2021).

### **Interviews and Testimonies**

Leading interviews and collecting testimonies are imperative procedures for developing an understanding of digital activism within the Palestinian struggle. These qualitative tools permit an immediate view into the experiences, motivations, and perceptions of those persons directly involved or affected by the digital activism efforts. A detailed approach toward incorporating interviews and testimonies into such analysis follows for Palestinian digital activism:

#### **- Identify Key Participants**

Identify influential activists, scholars, journalists, and citizens leading or engaged in digital activism.

Involving different regions and backgrounds will ensure a varied range of perspectives.

- Develop a Comprehensive Interview Guide:

Design a number of open-ended questions that would allow for digital activism in terms of motivations, challenges, and impacts to come out.

This may include such questions on personal experience, specific campaigns, and digital media.

**- Conduct In-Depth Interviews:**

- Plan interviews with selected participants, guaranteeing confidentiality and informed consent.

Mix up in-person, phone, and video interviews to accommodate different preferences and situations.

- Gather Testimonies and Personal Narratives:

- Obtain written and recorded testing from participants willing to share their stories.

- Storytell: Details of experience regarding digital activism work, the successes and challenges.

**- Analyze Data for Key Themes:**

- Transcribe interviews and testimonies for close scrutiny.

Identification will include recurrent themes and patterns of general motivation, common obstacles faced, and perceived effects of the branches of digital activism.

**- Locate the Findings in the Broader Struggle:**

Show how individual experiences are related to the bigger picture of the Palestinian struggle for freedom and justice.

-Exposing how digital activism serves as the nexus of other forms of resistance and advocacy.-

**Share Insights and Recommendations:**

- Summarize key findings in a document and share with stakeholders, including activists, policymakers, and scholars.

- Provide tips on how to be an effective and safe digital activist.

A developed study with organized interviews and testimonies will form a structured lure for qualitative insight into the dynamics of digital activism in Palestine.

Utilize purposive examining to choose interviewees and testimony providers who address an expansive range of encounters inside the Palestinian digital activism scene. This incorporates activists, content creators, local area pioneers, community leaders and individuals who have taken part in or been affected by digital campaigns (Hallås, 2023).

Think about variety concerning geographic area, orientation, age, and role in activism to guarantee a thorough comprehension of the development according to multiple points of view.

Foster a semi-structured interview guide with pen-ended questions that could go either way that permit participants to share their stories, experiences, and reflections on digital activism. The aide ought to be sufficiently adaptable to oblige the progression of discussion and investigate unforeseen roads that arise during interviews.

**Analysis of Global Solidarity Movements through Digital Activism**

Schneider (2021) analysis of global solidarity movements in support of the Palestinian cause through digital activism provides critical insights into the dynamics of transnational advocacy, network building, and the impact of digital platforms on mobilizing global support. This section of the review explores how digital activism transcends geographical boundaries, fostering a global community united in the pursuit of justice and human rights for Palestinians. Below is a detailed approach to conducting this analysis:

**Strengthening Global Solidarity**

The global solidarity movement for Palestine assumes a critical part in enhancing Palestinian voices and narratives, pushing for their freedoms, and preparing worldwide help against occupation and shamefulness. Reinforcing this movement requires an aggregate work to draw in with and support Palestinian-drove drives, campaigns, and associations. Thusly, partners and allies overall can add to a bound together and successful reaction to the treacheries looked by Palestinians, both inside the digital circle and then some (Abu-Ayyash, 2018).

- Building Transnational Networks:

- Examine how digital platforms facilitate the creation of networks that connect activists, organizations, and supporters across different countries.

- Assess the role of social media, online forums, and virtual events in strengthening these connections.

- Sharing Information and Resources:

- Investigate the methods used to disseminate information, such as sharing news, reports, and educational materials.

- Analyze the effectiveness of these strategies in raising awareness and fostering solidarity.

- Coordinating International Campaigns:

- Study the organization and execution of coordinated international campaigns and protests.
- Evaluate the impact of these campaigns on public opinion and policy changes.

### **Engagement and Advocacy**

People and associations all over the planet are called upon to effectively draw in with the Palestinian cause, whether through instructive drives, cultural exchanges, or political advocacy. This commitment can take many structures, from partaking in digital campaigns and social media activism to supporting BDS (Boycott, Divestment, Sanctions) endeavors and calling for strategy changes at the public and worldwide levels. By bringing issues to light of the real factors of the Palestinian struggle and moving narratives that look to delegitimize their freedoms, the global community can assume a critical part in propelling the cause of equity and harmony, justice and peace (Shehadeh, 2023).

#### **- Mobilizing Supporters:**

- Analyze the strategies used to engage and mobilize supporters through digital platforms.
- Look into online petitions, fundraising efforts, and volunteer recruitment.

#### **- Amplifying Voices:**

- Examine how digital activism amplifies the voices of Palestinians and their allies.
- Assess the role of storytelling, personal testimonies, and multimedia content in advocacy efforts.

#### **- Advocacy and Policy Influence:**

- Investigate the ways in which digital activism influences policy and advocacy work.
- Study the interaction between digital campaigns and traditional lobbying efforts.

The following detailed analysis aims at providing the clear and concise understanding of how Digital activism help to promote the Global solidarity intention for Palestinian. By looking into the energy that has been invested on facets of constructing a network, communicating information, co-coordinating a campaign and advocating for the cause, this paper shall uncover understanding towards capabilities of digital platforms in the fight for justice and human rights.

In thinking about the case of digital activism in the Palestinian fight and the larger picture of Cyber Colonialism that was painted, our collective source of motivation, as it turns out, coincides. Supporting digital rights, fighting for the possibility of the people's enunciation, and promoting the Palestinian quest toward worldwide resistance for Palestine are ethical objectives in the same manner as they are fundamental strategies towards one Arab Palestinian mission. Together, we can help to shape the necessary change in online communities and solidarity movements to reveal the attempted hope and dignity of Palestinians and other struggling people in Palestine and the world over (Volgger, 2020).

Enumerate challenges observed in global solidarity solidarity which includes the digital restrictions that include censorship and suspension of accounts the tensions at the global level, and a display of counter movements that seek to thwart or even delegitimize efforts to support Palestinians. The following exemplary issues which are examined here are considering the measures that solidarity movements employed or devised these challenges: How the movements used new media platforms? How they popularized the counter narratives than the state or the corporation? The support that was provided for digital rights? (Kelsch, 2022).

### **Valuable for global solidarity:**

Digital platforms have revolutionized the manner in which social and political developments draw in with international audiences, and the Palestinian cause is no exception. The appearance of digital activism has opened up new roads for global solidarity, extending the extent of the Palestinian struggle beyond its topographical confines and into the global consciousness (Yousef, 2022).

The bitter and grim struggle of a people of Palestine has found a place in already unreachable recesses of the earth via digital platforms. New Social media, online discussion, and digital content have given Palestinians an opportunity to tell their stories to the world directly leaving out biased media outlets that have recently attempted to fact check Palestinian stories (Tareh, 2020).

The openness of digital media has made it easier for people around the world to connect themselves to the Palestinian cause. From online courses and digital craft fairs to online petitions and fundraisers, digital platforms provide many ways for international supporters to learn, contribute, and advocate for Palestinian rights (Beer et al., 2021).

Digital activism has also led to collaboration between Palestinian activists and global justice actors, including those who advocate for indigenous rights, oppose prejudice, and oppose the government. Shared encounters of deprivation, discrimination and Colonialism have laid the foundation for shared courage and support (Baig, 2021).

## Results and Discussion

### Findings from Interviews and Testimonies

The document suggests several themes and insights that could be derived from interviews and testimonies of Palestinian activists engaged in digital activism:

#### Experiences and Motivations of Activists:

Activists have expressed a strong desire to utilize digital platforms to document human rights abuses and mobilize support.

Many are motivated by personal experiences of occupation and a commitment to justice and freedom for Palestinians.

#### - Strategies and Tools Used in Digital Activism:

- Activists leverage social media platforms like Twitter, Facebook, and TikTok to share real-time updates and organize campaigns.

- Hashtags such as #FreePalestine and #SaveSheikhJarrah have been pivotal in garnering international attention.

#### - Challenges Faced by Digital Activists:

- Surveillance and cyber-attacks by Israeli authorities, including hacking and monitoring of digital communications.

- Censorship and removal of content by social media companies, mostly by being pressured by governmental authorities.

- The wearing down of emotional and psychological resilience due to relentless online harassment, coupled with threats of physical reprisals.

#### - Impact of Digital Activism:

More effective mobilisation of global support for the Palestinian cause

Effectively organised several international protests and solidarity movements

Growth in sense of community and collective identity amongst Palestinians both in the occupied territories and the Diaspora

#### Case studies on Digital Activism:

The TikTok Uprising, younger Palestinians using TikTok to show their experiences and resistances.

It was the #SaveSheikhJarrah campaign that drew global attention to the forced evictions in East Jerusalem.

#### Examples

- TikTok Intifada:

- Young Palestinians turned to TikTok to document their daily life under occupation, their acts of resistance, and gain global audiences that sensitized younger generations.

- #SaveSheikhJarrah Campaign:

- Social media has been documenting and protesting the case of forced evictions of Palestinian families in East Jerusalem, gaining huge international solidarity.

#### Broader Implications

- Integration into Global Movements:

Palestinian digital activism is perceived within the global process of struggle against oppression, hence drawing lines with other global justice and human rights struggles.

#### Resilience and Adaptation:

- Facing exacting challenges, the Palestinian digital activists have shown their resilience and adaptability in methods and strategies by being able to always find new ways of voice amplification and fighting back against oppression.

These results bring into the foreground information already inferred that subsumes the major/giant role of digital activism in the Palestinian struggle, and give voice to many experiences at the forefront of this movement.

### **- Results of the Content Analysis**

The content analysis pertains to the study of social media campaigns and digital content relevant to the Palestinian case of digital activism. More importantly, the following sections will draw attention to some of the main findings arising from the analysis of online platforms and case studies in detail, such as the "TikTok Uprising" and #SaveSheikhJarrah.

### **Analysis of Social Media Campaigns and Digital Content**

#### **- Scope and Reach:**

Social media campaigns have increased the reach of the Palestinian cause many-fold, connecting activists and supporters across the globe.

Information sharing and mobilization have been done via various platforms such as Twitter, Facebook, Instagram, and TikTok.

#### **- Key Themes:**

- Human Rights Violations: Digital media often records cases of violation of human rights through military raids, settler violence, and instances of compelled evictions.

- Cultural Preservation: Activism can work on the digital media of saving Palestinian culture through the sharing of stories, music, art, traditional folklore, etc.

- Solidarity and Support: The content greatly insists on global solidarity, calling for international support and cooperation.

#### **-Engagement Strategies:**

- Hashtags: Effective use of #FreePalestine, #SaveSheikhJarrah, #GazaUnderAttack, etc., for content aggregation and to attract a global audience.

- Visual Storytelling: Photos, videos, and live streams offer compelling, up-close visuals on events happening on the ground.

- Personal Narratives: Share personal stories and testimonies that humanize the struggle, as they make these stories relatable and foster empathy and connection.

#### **- Impact and Influence:**

• Building Awareness: Social media campaigns have played their role in building awareness globally concerning the Palestinian struggle, shifting opinion, and sensitizing the media.

• Activating Action: Protests, fundraisers, and other advocacy activities representing many global actions have been activated through digital communication.

• Debunking Myths: In this marvelously cyber battle of wits, digital activists and champions of the movement have taken advantage of the digital platform to abate misinformation and prejudiced narratives with alternative views, facts, and information.

### **Case Studies**

#### **"TikTok Uprising"**

##### **- Description:**

- Known as the "TikTok Uprising," it refers to a wave of digital activism across the TikTok platform where young Palestinians shared short videos about life under occupation and acts of resistance.

Content and Themes: Everyday life under occupation—videos of daily struggles, scenes at checkpoints, interactions with military forces; acts of resistance, such as protests, graffiti, along with many other activities in resistance to the occupation; cultural expression through sharing Palestinian music, dance, traditions that resist and maintain culture. However, irrespective of technological advancements, different socio-cultural and religious narratives are built in a society on the basis of enculturation, that narratives are the fundamental elements to construct perspectives about different things (Shahzad et al., 2024).

##### **- Impact:**

• Global reach: This has drawn in a younger, global audience, increasing awareness amongst demographics less reached by traditional media.

• Viral campaigns: A number of videos went viral, reaping millions of views and scores of media coverage.

• Youth empowerment: It empowered young Palestinians to take part in the digital resistance by creating a sense of agency and community.

## SaveSheikhJarrah Campaign

### - Overview:

The Palestinian advocacy campaign #SaveSheikhJarrah focused on forced evictions of Palestinian families in Sheikh Jarrah, a neighborhood in East Jerusalem. Content and themes: documentation of evictions through videos and posts; scenes of police brutality and settler harassment; personal stories of residents living in Sheikh Jarrah, attesting to their plights and appealing for help.

Calls to global audiences for protest, petition signing, and pressure on governments to take interventions

Impact:

International Attention: The campaign became the center of huge international attention with wide ranging media coverage and public discourse.

Solidarity Protests: Inspired protests and solidarity actions in various countries showing the global resonance of the issue.

-Policy Influence: Contributed to the international pressure on the Israeli authorities through its demonstrations, thereby influencing the diplomatic discussions and statements of world leaders.

### Summary

The results of the content analysis will therefore prove the effectiveness one can attain with digital activism in the context of Palestine. Facilitating the work on social media and digital platforms has permitted Palestinian activists to include more people, create awareness, and attract international-level support. Case studies on the "TikTok Uprising" and the #SaveSheikhJarrah campaign highlight how digital content can help compel international attention and action toward the question of Palestine, underlining clearly the role which digital activism is playing today in this continuous struggle for the rights and justice of Palestinians.

## Discussion

### Content Analysis Results

The research on social media campaigns and digital content related to Palestinian digital activism delivered a number of important revelations. Through social media campaigns, for example, the reach of the Palestinian cause expanded, able to connect a worldwide army of activists and supporters. Indeed, most of this work was done on Twitter, Facebook, Instagram, and TikTok—platforms used for the dissemination of information and the gathering of support.

Key themes recorded across digital content include human rights violations, cultural preservation, and calls for solidarity and support. Most of the digital content records human rights violations, such as military raids, settler violence, and forced evictions. Cultural preservation is one of the top themes recurrent in works of activists, whereby through digital media, activists have been sharing stories, music, art, and even traditions in the fight to promote and protect Palestinian culture. A further multiplication of such content appeals to global solidarity, calling for international support and cooperation.

Some of the key engagement strategies that activists deploy include effective hashtagging, visual storytelling, and personal narratives. Hashtags such as #FreePalestine, #SaveSheikhJarrah, and #GazaUnderAttack played a huge role in aggregating content and drawing international attention. b) Visual storytelling: Photos, videos, and live streams provide compelling and immediate visuals of events on the ground. c) Personal narratives: The stories shared through testimonies and stories humanize the struggle, creating empathy and a connection with the global audience.

The impact of those digital efforts is profound. Digital campaigns raised awareness, affecting world opinion and media coverage of the Palestinian struggle. These digital content creation efforts further mobilized protests, fundraisers, and advocacy efforts all around the world, therefore proving that online activism matters in terms of real-world action. Digital platforms have further been used to counteract misinformation and biased narratives by providing alternative perspectives and fact-checking information.

From the "TikTok Uprising" to the #SaveSheikhJarrah campaign, case studies have shown online activism to be very effective. The "TikTok Uprising" refers to the wave of digital activism that has happened on TikTok, particularly young Palestinians who started posting short videos showing their lives under occupation and resistance scenes. This movement drew in people far younger and from all parts of the world, entertaining awareness about the issue in demographics not very well involved with the more traditional means of media. Some



of these videos went viral, gaining millions of views, and were covered by large sections of the media, hereby letting young Palestinians take on the digital resistance.

Palestinian families in Sheikh Jarrah, a neighborhood in East Jerusalem, were literally forced out in the #SaveSheikhJarrah campaign. Videos and posts exposing the eviction procedure, showing police violence and settler harassment, gained huge international attention. It is in this regard that personal stories of residents in Sheikh Jarrah—telling their struggles and calling for help—have been of central importance to the campaign. The campaign has encouraged protests and solidarity actions in many different countries, which added international pressure on the Israeli authorities and helped shift diplomatic debate.

### **Findings**

These findings have serious ramifications for how we construe a Palestinian struggle and global solidarity. Digital activism has brought the Palestinian condition to the world's attention and ignited a global solidarity movement. The reach that digital campaigns have had manages to tie together diverse groups around the world into a unified front in support of Palestinian rights. Digital activism challenges dominant narratives through personal stories and firsthand accounts on the nature of the conflict.

The role of digital activism in shaping public opinion and policy is huge. According to Jewell-Ton, the extent of digital content that goes far and wide, captured public opinion with awareness and created empathy towards the 'cause' of Palestine. Digital campaigns help organize pressure on governments and international bodies to take action, making way for policy discussions and sometimes earning diplomatic interventions. In addition, digital activism functions as an informational tool that engages the global audience about knowledge of the contours of the Palestinian past and present.

### **Challenges and Opportunities**

This presents equally important challenges and opportunities for Palestinian digital activists: Digital platforms empower Palestinians to document abuses, mobilize support, and network with allies. However, at the same time, these very platforms are subjects to surveillance, censorship, and manipulation by state actors, creating a phenomenal risk for the activists.

There are various ways that can be employed to fight digitized repression and improve the effort in activism. Activists must fortify their cybersecurity to ensure that they are safeguarded against surveillance and cyber-attacks. The adoption of numerous digital platforms may, in turn, limit the real efficiency of any act of censorship and erasure. Active efforts must unfold in terms of building alliances and seeking collaborations with global digital rights organizations that advocate for the protection of digital activism. On the other hand, continuous innovation is a must to secure the development of the new tools and strategies in response to this changing digital environment and to develop countermeasures to such repression.

These are dynamics that understanding would allow Palestinian digital activists to better navigate the challenges and leverage opportunities of digital platforms for justice and freedom causes.

### **Recommendations and Conclusion**

The findings and analysis brought forth a number of recommendations on effectiveness and safety enhancement in digital activism in the context of Palestine, together with concluding reflections on the impact that digital activism has in the Palestinian struggle.

#### **Recommendations**

1. Increased cyber-resilience measures:

Full-fledged cyber-security measures must be taken to help Palestinian digital activists evade surveillance, cyber-attacks, and other kinds of digital repression. This would include encryption tools, secure channels of communication, and periodic trainings in cyber security to the activists to help safeguard their digital actions.

2. Digital Platform Diversification:

This, consequently, implies that dependence on numerous digital platforms will diffuse the risk of censorship or pulling down content. Social media, blogs, and other digital spaces should be used by activists to report a message or campaigns to diffuse the attacks against one avenue. Specifically: 3. Building International Alliances:

This can be supplemented with the formation of alliances by Palestinian activists with global digital rights organizations and advocacy groups. These types of alliances are crucial in advocating and fighting for protection for the preservation of digital rights, creating global awareness, and obtaining legal and technical aid for activists who suffer repression.

#### 4. Continued Innovation and Adaptation:

Innovative Palestinian Digital Activism is to stop at nothing and move forward with updating its strategies to be relevant to fast-changing digital trends. This includes new technologies for safe info sharing, blockchain, and VR or AR for much more immersive storytelling, raising awareness globally.

#### 5. Digital Rights Advocacy:

Digital rights advocacy henceforth becomes a necessity to protect this digital space of free and open discourse. The need is thus to campaign and campaign relentlessly at international standards and regulations in shielding activists from digital surveillance, censorship, and other forms of digital repression.

#### 6. To Strengthen Global Solidarity Movements:

Critical to the strengthening of global solidarity movements is the coordination and cooperation that enhances efforts between Palestinian activists and their international allies. This can be done by building joint campaigns, sharing resources and important information, and engaging in global actions that demonstrate a focus on the Palestinian cause.

### Conclusion

Digital activism has been an effective tool in the Palestinian struggle for freedom and justice, extending its reach way beyond their current resources to effectively conduct successful communication of their cause. Through these digital platforms, Palestinian activists succeeded in documenting human rights abuses, creating global mobilization, and challenging the dominant narratives that brought about a sense of international fraternity.

The "TikTok Uprising" case studies and the #SaveSheikhJarrah campaign demonstrate the power of digital activism in bringing about international attention that will materially affect action. The campaigns illustrate how digital activism crosses frontiers, bridges different constituencies, influences public opinion, and affects policy.

The duality in nature of these digital platforms poses opportunities and challenges. While digital platforms empower activists, they also expose them to risks of surveillance and censorship. It is incumbent to build robust cybersecurity measures, diversify digital platforms, build international alliances, and mobilize for digital rights.

The fact that the commitment continues is a reflection of the strengths and flexibility of the Palestinian activism, as it maneuvers through the labyrinth of digital resistance in efforts for the cause of Palestine, finding a vivid resonance within the larger tapestry of global movements oriented toward justice and equity.

To summarize, digital activism remains a vital component of the Palestinian struggle for self-determination and justice. By leveraging the power of digital platforms, Palestinian activists can continue to amplify their voices, mobilize global support, and drive meaningful change. Future research should focus on exploring new technologies and strategies to further enhance the effectiveness and safety of digital activism, ensuring that it remains a powerful force for positive change in the ongoing struggle for Palestinian rights.

### Future directions and concluding remarks

Kharroub (2023) concludes that digital activism continues to play an urgent role in the Palestinian struggle for freedom and self-determination, and that it is vital to distinguish future directions and techniques to overcome difficulties and enhance its effect. The development of digital innovation, as well as the changing political environment, present two open doors and two obstacles for Palestinian digital activists. Supporting techniques are proposed to explore these subtleties and increase the viability of digital activism in the Palestinian context.

Investigating and tackling emerging technologies can open new avenues for digital activism. Blockchain innovation, for example, could be used to create decentralized platforms for sharing information and garnering support, reducing the risk of surveillance and obstruction. Likewise, virtual reality (VR) and expanded reality (AR) offer imaginative ways to present the true drivers of the Palestinian struggle to a global crowd, creating vivid encounters that can encourage greater understanding and compassion (Yan et al., 2024).

#### 1. Building International Alliances

2. Cultivating Digital Resilience
3. Enhancing Narrative Control
4. Advocating for Digital Rights

### Challenges and Opportunities

The reception accorded to the digital activism disrupting Palestinian activist comes with both a key opportunity and a test. If the digital world avails creative ways of preparing, controlling narratives, and preserving culture, it also harbors a new dimension of risks and challenges: digital restriction and identification, not to mention the wider ramifications of Cyber Colonialism..

### The Double-Edged Sword of Digital Activism

Digital activism enables Palestinians to bypass customary media guards, associate with global audiences, and direction activities across scattered networks communities. It has democratized information dissemination, enabling grassroots narratives and counter-narratives to the Israeli occupation to reach a worldwide audience. However, this accessibility and visibility come at a cost (Mahlouly, 2023).

Censorship represents one of the most pressing challenges for digital activism. Social media companies, operating under the authority of their home countries and pressure from various governments, are often involved in removing content deemed politically sensitive or controversial (Abed et al., 2012). Palestinian activists frequently report content being removed and accounts suspended due to unevenly enforced policies, which can significantly hamper their ability to communicate and organize (Abokhodair et al., 2024). Digital platforms have made it possible to contextualize the Palestinian struggle within the broader framework of developing global justice and fundamental freedoms. By bringing together different struggles and emphasizing widely held norms of freedom, correspondence, and justice, digital activism has built the possibility that the fight for Palestinian rights can be important to a deeper struggle against oppression in all its structures (Welchman et al., 2021).

Said (2020) recognizes that digital platforms have broadened the reach of the Palestinian struggle, engaging international audiences and mobilizing support on a large scale. This global organization of courage is not only a testament to the power of digital media in preparing support, but it is also an urgent figure supporting the Palestinian struggle for justice and self-determination.

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