

An-Najah National University
Faculty of Graduate Studies

I

The Role of Social Media Lobbying and Advocacy Campaigns in the Formulation of Public Policies in the West Bank Regarding Crimes of Violence Against Women

By

Fatima Ziad Abed Maali

Supervisor

Dr. Moeen Koa

**This Thesis is Submitted in Partial Fulfillment of the Requirements for
the Degree of Master of Contemporary Public Relations Faculty of
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This Thesis was Defended Successfully on 28/1/2021 and approved by:

Defense Committee Members

- Moeen koa / Supervisor
- Shadi Abu Ayyash / External Examiner
- Amer Qassam/ Internal Examiner

Signature

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Dedication

I dedicate this work as a token of my deep heart, my great love and
gratitude to:

My Father:

My first teacher and my role model in giving

My Beloved Mother:

who is closer to me than my dear soul

My Dear Husband:

My bond and soul mate in life

My Lovely Baby Jamal:

the hope of life and the extension of love and happiness

My Brother and My Sisters:

My heart beats

My Second Family:

My husband's family, my friends, and colleagues

And everyone who stood with me and supported me

Everyone who aspires, learns, writes, and spreads knowledge, I dedicate
this work and the modest effort

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First of all, I thank God Almighty for who gave me the strength and will to be a grateful, educated worshiper, aspiring to what is good for me, my family, and my country.

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Who has always been my moon that lights my life and my days.

To my beloved brother who supported me and was my reference in all the difficult times and my partner of joy in every success.

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To my husband's family who were a bond and pride for me. To my friends and all my classmates, I thank everyone who came across me and had an impact on my life.

Praise be to God in the beginning and at the end, and I ask God to make me one of those who make a difference wherever they are with their knowledge and work.

أنا الموقع أدناه مقدم الرسالة التي تحمل عنوان:

**The Role of Social Media Lobbying and Advocacy Campaigns
in the Formulation of Public Policies in the West Bank
Regarding Crimes of Violence Against Women**

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Declaration

The work provided in this thesis unless otherwise referenced is the researcher's work, and has not been submitted elsewhere for any other degree or qualification.

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**The Role of Social Media Lobbying and Advocacy Campaigns in the
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Abstract

According to the United Nations reports, more than 37% of women in the Arab world have experienced domestic violence. Latest statistics available on Palestine maintain that almost of 46% of the participants have experienced emotional violence and more than 21% have experienced a physical violence across their lifetime¹. Various cultural, economic and social factors, including social shame and fear on family image, contribute to women's reluctance to denounce these acts and speak up. However, the official responses still lack behind.

The specific objective of this study is to examine and unravel the role of social media lobbying and advocacy campaigns in the formulation of public policies in the West Bank, Palestine regarding crimes of violence against women. To achieve this purpose, the researcher employed in-depth structural interviews using the snow-balling technique. The final sample consisted of 9 women associations, 7 media professionals, 3 academics,

¹ UN Women (2018). Understanding Masculinities: Results from the International Men and Gender Equality Survey (IMAGES) – Palestine

and 3 activists. The researcher developed two interviews. The first one consisted of 13 questions that were designated for women associations. The second one comprised 7 questions specially designed for media professionals, academics, and activists.

The 20 questions of both interviews were then contracted under five themes. The five themes correspond to the main questions of the study: the issues lobbyist and advocacy campaigns concentrate on the most, the contributions of these campaigns, the effects these campaigns achieved, the factors that distinguish an issue over another, and the nature of these campaigns. The data then was collected and analyzed. The results show that social media lobbying and advocacy campaigns are concerned with violent crimes against women in all their forms. Lobbying and advocacy campaigns contributed to the amending of laws like the law of marriage in the West Bank. These campaigns had some effect on public policies and mobilizing the masses. The focus on an issue over another is governed by financial and human resources, timing and the instrument of a crime, and the means of exposure. Finally, lobbying and advocacy campaigns are considered seasonal. In light of the results of this study, the researcher recommended the following, lobbying and advocacy campaigns must be unified and well-planned among all women's associations to preserve women's rights to obtain protection from all forms of violence, there should be an outline for a well-planned program that governs the nature of these campaigns for example choosing the appropriate timing, means, content, and participants.

Keywords: lobbying and advocacy, violent crimes against women, contributions, public policies, mobilizing masses, West Bank

Chapter One

Introduction

Violence crimes against women (VCAW) are now well recognized as a public health problem and human rights violation of worldwide significance. It is an important risk factor for women's ill health, with far-reaching consequences for both their physical and mental health (Dennis, 2019, p. 28).

In this context, Palestinian women continue to suffer from internal societal violence based on discrimination against women in all aspects of life. This discrimination finds its manifestations in the prevailing laws and regulations in force in Palestine until now. Despite some 'theoretical' development and progress in some of them, rates of violence against women are still high, and the phenomenon of femicide continues to violate the most basic and most important human rights, which is the right to life. In addition, women suffer many difficulties in obtaining their full and equal rights to education, health, and family inheritance, as well as the right to work, equal pay², property rights, and housing (Medaoui, 2018, p. 33).

The Palestinian legislative structure, in its general direction, was prepared to include women's issues in a framework of equality and non-discrimination in rights between women and men. Before the establishment of the Palestinian Authority, the Palestinian Declaration of Independence

² This issue regarding salaries does not apply to the governmental institutions because there is no discrimination in this regard, according to the Civil Service Law.

constituted an important constitutional basis for the realization of Palestinian women's rights. In 2002, the Palestinian Basic Law has come to effect; as it is considered as the Palestinian constitution for the transitional period. This law addresses the right of women to equality and equitable participation. Furthermore, the law applied in the West Bank is the Jordanian Law No. 16 of 1960 (and amended by the latest Law No. 8/2011) with the exception of occupied Jerusalem, where the Israeli criminal law is applied. (Al-Fahdawi, 2016, p. 156).

It should be noted that there were many problems regarding the Penal Code applied in Palestine, the most important of which was Article 308 of the Penal Code, which was used to provide mitigating circumstances for the punishment of the offender in the crime of so-called honor killings and allow the perpetrators of rape to escape punishment if they marry their victims. However, this had been changed when The Independent Commission for Human Rights (ICHR) commended the abolition of Article 308 of the Penal Code in force in the West Bank, which exempts the perpetrator of rape from punishment in the event of his marriage to the victim, and welcomed the amendment of Article 99 thereof, which prohibits the perpetrator of the "honor crime" from benefiting from reduced penalties. Indeed, this amendment came as a result of great pressure from civil society and women's institutions, through which the Women's Center for Legal and Social Counseling launched a pressure campaign to cancel this article (Al-Fahdawi, 2016, p. 100).

The legal system and legislative structure provided by Palestinian laws constitute a good ground for participation and change. With regard to women, the general outcome of the legislation is positive and fair with regard to rights, citizenship, legal personality, social justice, and equality before the law in the fields of work and education. However, what is striking is that not even once the law or legislation is passed; the road ahead is paved for implementation. Customs and traditions, male culture, the traditional view of women, and their role are all impeding factors and still prevailing (Dennis, 2019, p. 13). This paved the way for individuals through lobbying and advocacy campaigns to play a vital role in this issue through social media activism to put pressure on government bureaucrats to change current policies or create new ones that may help reduce violence against women.

Advocacy and lobbying campaigns are concerned with expressing interests or defending the rights of a specific group of people or society as a whole; developing its activities to empower the citizen, increasing their capabilities, and involving them in the decision-making process (Fossen et al., 2019, p. 33). It should be noted that many associations and institutions led lobbying and advocacy campaigns through social media, such as the Palestinian Working Women Society for Development, the Women's Centre for Legal Aid and Counseling, Forum of NGOs Amal Coalition, and many others. Furthermore, there are many popular Hashtags on social media, such as the "where were you Campaign" "حملة وينك عنها", the 16-day campaign for violent crimes against women, and the hashtag entitled "End

"انهاء العنف ضد المرأة- انهاء "Violence Against Women - End the Occupation."
 "الاحتلال".

Recently, Palestine has witnessed many crimes against women that have an echo on social media; such as the murder of Ahlam, Nora, Rozan, Israa, and others. As a consequence, many campaigns were launched in order to raise the public awareness regarding VCAW, such as the national campaigns entitled "beating is shameful" "الضرب فعل فاضح", 'feminism is raising', among many others. Hence, Palestinian women's organizations and activists called on the Palestinian government to reveal the "killers of Israa" and to pass the Family Protection Law. For instance, the "we are all with Israa Gharib" "كلنا اسراء غريب" hashtag went viral on social media; as thousands of people used this hashtag as a pressure tool in trials, as well as the case of Ahlam that shook the social networking sites, topping the hashtag "screams of Ahlam" "صرخات أحلام" on the list of most popular searches on "Twitter" and "Facebook".

Lobbying and advocacy campaigns are necessary to initiate dialogue, raise women's voices, and urge the bureaucrats to set legal texts that include mechanisms and procedures to provide urgent protection for women victims of violence. This can be done by working to pass and amend laws that are directly related to the rights of Palestinian women. Among the most important of these laws are the Penal Code, the Family Protection Law from Violence, and the Personal Status. The specific objective of this study is to examine and unravel the role of social media lobbying and advocacy

campaigns in the formulation of public policies in the West Bank, Palestine regarding crimes of violence against women

1.2. Problem Statement:

Like several other countries in the world, Palestine is witnessing a remarkable increase in the phenomenon of violence as a result of many economic, social and political factors; features of technological progress, globalization, openness, and mixing of cultures. For instance, in 2016 about 23% of married women were subjected to violence by their husbands (17% in the West Bank) (the Palestinian Central Bureau of Statistic, 2016). According to the Palestinian Central Bureau of Statistics of 2019, about 29% of married women were subjected to violence by their husbands (24% in the West Bank) (the Palestinian Central Bureau of Statistics, 2019). These statistics between 2016-2019 show that the phenomenon of violence against women in Palestine is constantly increasing.

One of the essential elements in social upbringing is accomplishing human safety for individuals in society. Human insecurity, as a result of the phenomenon of gender-based violence, does not affect women only but also the whole family. Indeed, its effects are not limited to women who are exposed to violence, but somewhat it is conveyed through them across generations, males and females. The procedure of receiving violence goes beyond the family frame to the society as a whole with its numerous organizations; thus, becoming part of the prevailing societal culture. Hence, the obligation to restraint violence is not limited to human rights

institutions, women's organizations, or individuals, but rather it is a general responsibility that rests on the various governmental and non-governmental competent bodies (Caragnano, 2018, pp. 51-66). Nevertheless, people can play a vital role in this issue through social media involvement to put pressure on government bureaucrats to change current policies or create new ones that may help in the reduction of the crimes of violence against women in Palestine.

The lobbying and advocacy campaigns through social media advocate the case of the crimes of violence against women in Palestine. They are among the most significant supports in providing a different view that strongly upholds building public policies and strategies, as well as gender matters in the sectoral agendas of ministries and local bodies. They also try to find strict measures by the security services to decrease VCAW. Recently, Palestine has witnessed numerous crimes against women that have an echo on social media such as the news concerning what happened to Israa Ghraib in the West Bank, and the joint program "HAYA" on Eliminating Violence Against Women and Girls. As a consequence, several campaigns were launched to address the case of violent crimes against women in Palestine. Thus, this study came to investigate the role of lobbying and advocacy campaigns through social media in shaping public policies in Palestine concerning crimes of violence against women.

Advocacy in the field of media is the strategic use of the media by social justice advocates and institutions working in the field of social

justice in order to communicate with large numbers of people in order to achieve progress on the level of a social goal or public policy or in order to change behaviors related to a public issue.

1.3. Question of the study:

Accordingly, the main question of this study is: What is the role of lobbying and advocacy campaigns through social media in shaping public policies in Palestine concerning crimes of violence against women?

- ❖ What is the role of lobbying and advocacy campaigns through social media on the behavior and attitudes of the masses towards the laws and policies in force in the West Bank?
- ❖ How efficient were these campaigns through social media in reaching their goals?

1.4. The objective of the Study:

The main aim of this study is to identify the role of lobbying and advocacy campaigns through social media in shaping public policies in the West Bank concerning crimes of violence against women.

In addition to the main objective of the research, this thesis seeks to achieve the following sub-objective:

- To measure the effectiveness of these campaigns through social media in achieving their goals.

1.5. Significance of the Study:

The study acquires its significance by handling an important topic that affects all societies and highlighting the importance of lobbying and advocacy campaigns to mobilize the masses and gain their support for changing public policies in Palestine. Moreover, this study sheds light on the importance of using social media with its advantages and applications to serve issues of violence against women.

The importance of the study is evident in that it seeks to educate society members in the media about the value and importance of women in communities, and that it is not permissible to practice unjust acts of violence against them; as they are human beings who have the same rights and duties as men. This study demonstrates the religious view of women; their respect and appreciation for them, and spread awareness among women to understand their rights. On the practical side, the libraries will be provided with a new study that will benefit researchers, specialists, and others.

1.6. Structure of the Study:

The overall structure of the study takes the form of six chapters, including:

- **Chapter 1:** Introduction: it introduces the role of social media lobbying and advocacy campaigns regarding crimes of violence against

women, problem statement, the research question, main goals and objectives, research significance, and operational definition of terms.

- **Chapter 2:** Theoretical framework and previous related studies. It consists of contemporary theories of public opinion, an overview of VCAW, and the national and international legal framework regulating women's rights in Palestine.

- **Chapter 3:** Methodology: research design, population and sample, data collection tools (Interviews), research procedures, and data analysis.

- **Chapter 4:** Research results.

- **Chapter 5:** Research discussions and interpretations.

- **Chapter 6:** Summaries, conclusions, and recommendations.

1.7. Definitions and Operational Definitions:

1.7.1. Social Media: they are modern technological applications that rely on the web for communication and interaction between humans through audible voice messages, written messages, and visual messages (McPherson, 2017). While social media in this context means modern applications used in specific ways for achieving specific purposes designed by lobbyists.

1.7.2. Lobbying: An action or activity undertaken by a specific group with the aim of influencing decision makers and participating in public policymaking (Medaoui, 2019). Lobbying in this thesis means actions and points of view undertaken by activists and women associations in

order to influence the officials to change some policies related to Violence crimes against women.

1.7.3. Advocacy Campaign: An organized political process based on people's coordinated efforts to change policies, procedures, ideas, and values that lead to inequality, prejudice, and marginalization (Sprechman and Pelton, 2018). From the researcher`s point of view, an advocacy campaign is prepared to change policies, gain people`s support and it is applied in West Bank precisely.

1.7.4. Public Policies: The set of governmental rules and programs that constitute the decisions or outputs of the political system, in relation to a specific field; they are expressed in several forms, including laws and regulations, administrative decisions, and judicial rulings (Dunn, 2018).

1.7.5. Crimes of Violence Against Women: It is a deliberate, violent behavior directed towards women, and it takes many forms, whether moral, physical, or psychological (Müller and Tranchant, 2017). The researcher`s operational definition is any violent behavior against women caused by any member at any form in West Bank.

Chapter Two

Theoretical Framework and Literature Review

2.1. Theories of the Study, Contemporary Theories of Public Opinion:

The theoretical framework of this study is built on contemporary theories of public relations. The researcher will use two of the key contemporary theories of media effects; they are as follows: Agenda-Setting theory and the Priming theory.

2.1.1. Agenda-Setting Theory

This theory was developed by "Walter Lippman" through his book "Public Opinion" (Russell et al., 2019, pp. 1-12.). It is actually concerned with studying the relationship between issues, interests, and trends in the public. This can be formulated in a question: Are the interests and knowledge, that exist among the public, developed by the media or other means? This theory deals with arranging priorities, setting the agenda, or arranging interests. It stems from an important issue. That is, the media and its various means develop the audience's knowledge, place them on the issues that they think about, and focus on the personalities and events in which the audience are interested (Russell et al., 2019, p. 22)

The agenda-setting theory is a reformulation of the events surrounding a new template. The importance of which in the media is

arranged in a manner consistent with the editorial policy of the media institution and with the aim of persuading the public and changing its direction in line with the ideological orientations of that medium. Although the theory of agenda-setting specifies a relationship between the media salience of an issue and the public salience of that same issue, it says very little about what individuals do with the media content to which they have been exposed (Brause & Blank, 2020, p. 11).

The importance of applying the Agenda-Setting theory is highlighted in this study, given the fact that this theory is one of the most prominent theoretical frameworks. This is because it explores the influence of the media in order to prioritize political, social, and economic issues of interest to the public. This theory studies the reciprocal relationship between the different campaigns that take place through the media and Arab women's issues, especially the Palestinians.

In a nutshell, the Agenda-Setting theory examines the influence of the media on audiences and masses in any community. This theory contributes to explaining the media's use of purposeful content and expressive images to stimulate the feelings and thoughts of recipients. This is done in order to make them think in a certain way and motivate them to take a specific position on the issue at hand. In addition to using the public as a pressing force in order to change the agenda set by state officials, and to put the issue on top of the priorities of policymakers in the country with a view to changing the policies already set. Through this theory, the

research questions that the researcher previously asked will be analyzed and discussed.

The Agenda-Setting theory can be distinguished from what is called "Agenda-Building theory". Indeed, the later theory talks about and explains the fact that the public as a whole can participate and be a part of the decision-making process and in the democratic process as well. It is worth mentioning here that the public, even through social media platforms, can have a limited role in influencing the national agendas. For instance, this applies to the subject of study in that it shed light on the public limited role in influencing the Palestinian national agendas regarding women and the violent crimes against them.

2.1.2. The Priming Theory

The researcher will use the Priming theory due to the fact that it examines the influence of the media on audiences and masses in any community. This theory assumed that social media cannot present all the issues that occur in society, but rather that some topics are chosen (Anderson et al., 2018, p. 366). These issues raise the public's interest and urge them to think about them. This is applicable in this case of study since social media would highly affect the public regarding the violent crimes against women. Further, it is assumed that social media cannot present all the issues that occur in society, but rather that some topics are chosen, which their nature and content are controlled by the media. These issues raise the public's interest and urge them to think about them.

Priming is a concept through which the media effects among the people are enhanced. This is by providing a basic perception that human minds make decisions based on the preconceptions that are already been stored in their memory. The memories are stored as a form of nodes and they are interconnected effectively and mostly act as a frame of reference to the decisions that they make. Priming enables the audience to evaluate the situation and to conclude how effective the media have been in order to make a decision by providing a frame of reference. Thus, media creates an influence among people to make a judgment or a decision (Higgins et al., 2017, p. 141).

Priming is an important concept in media effects. As agenda setting brings out only the importance of the issue, priming offers an explanation of how the information from the media is stored in the human mind, and how it influences in making decisions. Media affect the judgment or behavior by stimulating the associating thoughts which are caused due to the mental relationships created inside the memory (Higgins et al., 2017, p. 141).

Priming is important to PR scholars because it is at the heart of modern campaigning. Research has established that little true “dialogue” that occurs between parties or candidates during election time. Accordingly, campaigns are struggling to determine what elections are about and what issues voters should consider when making their choices (Higgins et al., 2017, p. 141).

The lobbying and advocacy campaigns are also struggling to determine and highlight the true and real numbers of the violent crimes against women. For instance, this might be manifested in the fact that underreporting of domestic and other forms of violence made the response and data collection previously a challenge. The difficulty of reporting is compounded by the difficult circumstances we are witnessing now, including restrictions imposed on women and girls' access to phones and helplines, and disruption of public services, such as police, justice, and social services. These disorders may also affect the care and support needed for survivors, such as the clinical management of rape victims, mental health, and psychosocial support. It also ignites impunity for the perpetrators. The role of lobbying and advocacy campaigns comes in such instances so as to modify those laws that don't specifically protect women from violence.

2.2. An Overview of Violence Crimes Against Women (VCAW):

Violence against women is widespread in the world until it has become the talk of the day in the media. The reality of women today, as it has always been, calls for sadness and grief; as they are exposed to various forms of violence, including physical, verbal, social, and health violence. The effects of violence against women are destructive to them, their families, and even to the society as a whole. This danger requires activating all members of society and its institutions to work to reduce such crimes because the issue

of women falls within the context of the nation's cultural, social, political, economic, and development issues (Higgins et al., 2017, p. 99).

One of the most common models for understanding violence against women is "domestic violence", which was developed mainly in the fields of sociology and psychology. "Domestic violence" deals with all forms of abuse within the family, regardless of the age or gender of the victim or the aggressor. The term "domestic violence" does not include many types and forms of violence against women outside the home and in the family, such as assault and sexual harassment in the workplace. Also, the feminist researchers believe that domestic violence assumes gender neutrality, and this neutrality is a problem in itself; as the term domestic violence does not confirm that violence is usually done by men against women, girls, and children (Coker, 2017, pp. 260–268).

There is an increasing global agreement that violence against women, girls, and female children, regardless of where it occurs, whether it is inside or outside the family, must be dealt with as gender-based violence. As it is the result of the low status that women, girls, and male children enjoy compared to the higher status that men, boys, and children enjoy in the family and in society in general (Coker, 2017, p. 263) .

It should be noted here that international conventions have taken care of the issue of women in order to protect them and give them equal rights with men. For this purpose, many conferences have been held related to women and their status in the world. The United Nations Charter was

issued in 1945, which affirms in its introduction the equal rights of women and men, then followed by the Universal Declaration of Human Rights in 1948, which affirmed the equality of all human beings in all rights. After that, the conventions on the rights of women followed, and the most important of which are the following (Boyd and Sheehy, 2016, p. 5–17):

- International Convention for the Suppression of the Traffic in Women and Children, in 1950.
- International Labor Organization Convention, for equal remuneration for men and women workers for work of equal value, in 1951.
- The Convention on the Political Rights of Women, in 1952.
- The Convention on the Nationality of Married Women in 1957.
- Convention on Consent to Marriage, Minimum Age for Marriage and Registration of Marriages, in 1964.
- The Declaration on the Protection of Women and Children in Emergency and Armed Conflict, in 1974.
- The Declaration on the Elimination of Discrimination against Women (abbreviated as DEDAW) is a human rights proclamation issued by the United Nations General Assembly, outlining that body's views on women's rights. It was adopted by the General Assembly on 7 November 1967.
- The 1993 Declaration on the Elimination of Violence against Women.

As for the conferences that focused on women's issues, they were the following (Boyd and Sheehy, 2016, p. 5–17):

- The first International Conference on Women in 1975 was held in Mexico, and in the same year, the United Nations declared the International Year of Women.
- The United Nations conference was held in 1975 to eliminate the differences between men and women, and as a consequence the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) came to the light..
- The Second Conference on Women was held in Copenhagen in 1980.
- The third conference to discuss forward-looking strategy for the issue of women was held in Nairobi in 1985.
- The Fourth Conference on Women was held in Beijing in 1995.

In addition to some international conferences that dealt with various issues related to women, such as:

- The Children's Conference in New York in 1990,
- The Environment and Development Conference in Rio de Janeiro in 1992,
- The Population and Development Conference in Cairo in 1994,
- The Social Development Conference in Copenhagen in 1995,
- The Istanbul Conference on Settlements Mankind in 1996,
- And the Man and Culture Conference in Stockholm in 1998.

As for the Palestinian context, the Governmental Coordination Committee on the Advancement of Palestinian Women and the General Union of Palestinian Women issued a national strategy for the advancement of Palestinian women in 1997 in line with the work of Beijing. The document

was based on the Palestinian national program of the Palestine Liberation Organization, which calls for achieving the goals of the Palestinian people in return, the right to self-determination, and the establishment of the Palestinian state. It also relied on the Palestinian Declaration of Independence, the Palestinian women's rights document issued in 1994, and other international agreements and treaties issued by the United Nations. The most important of which are the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) issued in 1979, the Universal Declaration of Human Rights in 1948, and the International Convention on the Rights of the Child.

2.3. The Legal Framework Regulating Women's Rights in Palestinian Society:

2.3 The Palestinian legal reality is very complex; as a number of old laws are applied and considered to be a reflection of the political reality that prevailed in Palestine. Starting with the control of the Ottoman rule, and then to the control of the British occupation, the French occupation, and the Israeli occupation, which affected Legal and legislative reality. Below are the national and international references that are followed in Palestine regarding the rights of women (the annual report for Women's Center for Legal Aid and Counseling, 2017):

2.3.1. National References

- **The Palestinian Declaration of Independence:** At the conclusion of the nineteenth Palestinian National Council session, held in

Algiers in mid-November 1988, a Declaration of Independence was issued, declaring “the State of Palestine in our land of Palestine, with Jerusalem as its capital.” This state “shall be an Arab State and shall be an integral part of the Arab nation, of its heritage and civilization and of its present endeavor to achieve the goals of liberation, development, democracy, and unity.” It was to be a state “for Palestinians, wherever they may be, therein to develop their national and cultural identity and therein to enjoy full equality of rights. Their religious and political beliefs and human dignity shall therein be safeguarded”.

- **Palestinian Basic Law:** Article 9 stipulated that " Palestinians shall be equal before the law and the judiciary, without distinction based upon race, sex, color, religion, political views or disability." Article 10 stipulated that " Basic human rights and liberties shall be protected and respected. The Palestinian National Authority shall work without delay to become a party to regional and international declarations and covenants that protect human rights”.

2.3.2. International References

- **The Universal Declaration of Human Rights:** it was issued in 1948. Article 2 of the Universal Declaration of Human Rights stipulated that " Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, color, sex, language, religion, political or other opinion, national or social origin, property, birth or other status. Furthermore,

no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs, whether it be independent, trust, non-self-governing or under any other limitation of sovereignty."

- **International Covenant on Economic, Social and Cultural Rights:** Article two, Paragraph two of the International Covenant on Economic, Social and Cultural Rights states that " The States Parties to the present Covenant undertake to guarantee that the rights enunciated in the present Covenant will be exercised without discrimination of any kind as to race, color, sex, language, religion, political or other opinion, national or social origin, property, birth or other status."
- **International Covenant on Civil and Political Rights:** Article 2 states that" Each State Party to the present Covenant undertakes to respect and to ensure to all individuals within its territory and subject to its jurisdiction the rights recognized in the present Covenant, without distinction of any kind, such as race, color, sex, language, religion, political or other opinion, national or social origin, property, birth or other status".
- **The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW):** The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), adopted in 1979 by the UN General Assembly, is often described as an international bill of rights for women. The

Convention defines discrimination against women as "...any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field."

2.4. The Legal Framework Regulating Palestinian Women's Rights at the International Level:

The State of Palestine adopted the Convention on the Elimination of All Forms of Discrimination Against Women with first national ratification in 2005, according to a decision issued by the Palestinian Council of Ministers. In 2009, Palestine submitted a unilateral declaration under Presidential Decree No. (19) of 2009 announcing its accession to this agreement. On April 1, 2014, less than a year and a half after the State of Palestine obtained observer status in the United Nations, and according to United Nations General Assembly Resolution 67/19 in 2012, Palestine formally acceded to this convention without any reservation on its articles. On the same date, Palestine ratified dozens of international treaties and conventions, related to human rights in general and women in particular.

Summary

In this section, the researcher talks about and highlights the theoretical framework of this study, which is built on contemporary theories of public relations. The researcher uses two of the key contemporary theories of media effects; they are as follows: Agenda-Setting theory and the Priming theory. Besides that, this part talks about some international conventions, which have taken care of the issue of women, in order to protect them and give them equal rights with men. For instance, The United Nations Charter was issued in 1945, which affirms in its introduction the equal rights of women and men, then followed by the Universal Declaration of Human Rights in 1948, which affirmed the equality of all human beings in all rights. After that, the conventions on the rights of women followed, and the most important of which are International Convention for the Suppression of the Traffic in Women and Children, in 1950, the International Labor Organization Convention, for equal remuneration for men and women workers for work of equal value, in 1951, and many among others. Also, it talks about the legal framework regulating women's rights in Palestinian society and at the international level.

2.5. History of Lobbying and Advocacy Campaigns:

In the mid-18th century, the early development of pressure groups - or what is so-called "lobbyists"- was connected to and associated with broad political, financial, and economic changes in England. Thus, lobbying first

developed in the UK and the USA, where some Lobby groups have considerable financial resources at their disposal (Medaoui, 2018, p. 30).

Understanding the policy and decision-making process is one of the important and vital elements for the success of the advocacy process, which is related to a comprehensive understanding of the stages of how policies or decisions are made, and the political environment in which they are conducted (Medaoui, 2018, p. 30).

It should be noted that we must understand the concept of institutional setting and how to make decisions related to policies and power centers (powers). This is in order to develop a policy of lobbying and advocacy to influence public policies from different administrative levels and those who have the ability and authority to bring about this change and who has the power to make those decisions. Besides that, we should also identify opportunities in which people can intervene to influence those decisions, and support civil society to expand the pressure for more effectiveness as possible as we can. In addition to ensuring that changes are implemented and applied on the ground (Medaoui, 2018, p. 40).

Definition of Lobbying and Advocacy Campaigns

Advocacy is a movement by an individual or gatherings that aim at influencing issues within political, financial, economic, social frameworks, and collaborations. Advocacy contains activities and publications to

influence public policy, regulations, financial plans, and budgets by using facts, their relationships, the media in order to educate government officials and the public as well. Advocacy can incorporate numerous exercises that an individual or association embraces including media battles, open talking, dispatching, and publishing research (Medaoui, 2019, p. 30).

In other words, it is a chain of operations or events that reinforce each other, within a specific framework and a period of time, according to an administrative path that envisages employing all the available capabilities and resources. Advocacy campaigns also take into consideration the answers to the following questions: What does your group or institution want to change? Who will make this change? How will you make this change? And what time will you specify for that? How long will it take until you achieve your goal? (Obar and Lampe, 2018, pp. 1-15).

In the social and financial advancement, setting the points of promotion are to make or change strategies, laws, guidelines, dissemination of assets or different choices that influence individuals' lives and to guarantee that such choices lead to usage and implementation (Sofia and Pelton, 2018, p. 33).

Lobbying, influence, persuasion, or interest representation is the demonstration and act of attempting to influence the actions, strategies, policies, or choices of authorities. Many critiques of lobbying point to the potential for conflicts of interest to lead to agent misdirection or the intentional failure of an agent with a duty to serve an employer, client, or

constituent to perform those duties. The failure of government officials to serve the public interest is a result of lobbying by special interests who give advantages to the official is an example of agent misdirection (Arab Lobby in the United States Handbook, 2017).

lobbying and advocacy campaigns can be defined as follows: Resorting to pressure on a specific body of decision makers, such as the government or the legislator, in order to take a specific decision or change a specific political practice. At other times, resorting to support and assistance a group of the public so that it can achieve specific goals, and may not include the community as a whole. This can only be done by finding a sufficient number of supporters among the public (Obar and Lampe, 2018, pp. 1-15).

To conclude, we must be aware of the concept of institutional preparation and how to make decisions related to policies and power centers (authorities). This is so in order to develop a policy of lobbying and advocacy to influence public policies from different administrative levels that have the ability and power to make the changes and decisions regarding the public interest (Obar and Lampe, 2018, pp. 1-15).

Summary

In this research, lobbying and advocacy campaigns mean that they are two important tools used to improve the reality of Palestinian women in terms of civic and political participation. Indeed, the role that women in Palestine has begun to play in society is increasing, as a result of the strategies of awareness, empowerment, pressure, advocacy, and the provision of various services by Palestinian civil society institutions; the most important of which are women's institutions, which are in favor of women and their various rights. With that being said, the reality of Palestinian women in terms of women's inclusion at the level of some sectors does not rise to the required level, especially with regard to gender equality, changing mutual societal roles, society's understanding of the nature of gender, the right of women to active political and civil participation, decision-making, and full equality between men and women. This confirms the need for extensive efforts that should be made by the lobbying and advocacy campaigns through social media platforms, Palestinian women's movements, representatives of the Palestinian official and civil sector, so as to improve the reality of women and enhance their societal participation. This could be done by unifying the vision, trends, and strategies of action, as well as enhancing the coordination and alliance process.

2.5.1 Advocacy Strategies

Advocacy is a core nonprofit function. It aims to attract growing scholarly interest and influence public policy. However, change can be difficult and

complex, particularly for those with limited power and resources (Cullerton et al., 2018, p. 83).

The word strategy means a broad plan to achieve a specific goal. Citizens and their institutions often use a variety of diverse strategies in order to achieve their goals in the field of advocacy. There are many strategies for advocacy; the most important of which are as follows (Cullerton et al., 2018, p. 83) :

- Building a supportive audience or popular base supporting change: The main goal is to increase awareness, educate, organize, and mobilize people affected by the problem/ issue or interested in it so that they can participate in and contribute to the work.
- Collaboration strategies: The main goal is to build cooperative relationships between community groups, the state and/ or business sectors in order to spread innovations, provide state services, or improve local infrastructure.
- Educational Strategies: The main goal is to raise levels of critical awareness. These strategies include strengthening the capacity of civil institutions and grassroots organizations to express themselves and provide information, or cooperate in collecting and analyzing data and information, as well as developing alternative policies.
- Persuasion strategies: The main goal of these strategies is to use information, analysis, and mobilize citizens in order to demand change. They often include resorting to pressure groups and using the media to

influence decision makers and public opinion. Providing communication skills, negotiation, and the use of numbers and statistics to clarify goals is the key to the success of using this strategy.

- **Litigation Strategies:** The main goal of these strategies is to promote social and economic changes by using the court system to test and challenge laws and institutions.
- **Coping strategies:** The main aim of these strategies is to use direct action to challenge negative policies, attract attention to them, and mobilize a greater amount of pressure compared to other strategies for bringing about political change. This strategy can involve adopting violent or non-violent ways to direct action.

In a nutshell, social media campaigns are unsuccessful in Palestine, given the fact that they mainly aimed to attract growing scholarly interest and influence public policy. Accordingly, social, economic, or even religious change can be difficult and complex, especially for those with limited power and allocated resources.

2.5.2 Advocacy Tactics:

Advocacy groups need to employ a wide variety of tactics provided that they are used wisely to achieve a specific goal. For example, an advocacy group should not organize a public demonstration just to appear in the newspapers. Rather, accurate calculations should be made for such demonstrations in order to achieve a goal, support the cause, and its timing so that they come at an important political moment. Of all the outreach

tactics related to advocacy campaigns, the use of "free and social media" is the most important one, especially for campaigns with a broad geographic base; as it provides the best opportunity to reach most of the targeted people at any given time, as well as using the media to make the message heard is the key to mobilizing awareness and support for any cause (Gen & Wright, 2018, pp. 298-326).

In summary, social media campaigns are unsuccessful in Palestine, given the fact that changes in laws, public policies, and public behavior need more than just good intentions. As Gen & Wright, (2018) noted that an effective public advocacy campaign, should be built on a series of coordinated and related activities and on well-planned events that keep the issue under the spotlight. In addition to forcing the targeted decision-makers and the general public to pay attention to the issue to be highlighted and talked about, particularly the issue of crime violence against women (Gen & Wright, 2018, pp. 298-326).

In this study, I will examine the role of social media lobbying and advocacy campaigns in the formulation of public policies in the West Bank regarding crimes of violence against women.

2.6 Definition of Pressure or Advocacy Groups:

The concept of pressure or advocacy groups has received great attention from researchers and scholars of political science and public relations. So, they had several efforts all focused on trying to provide definitions of such

phenomenon, which led to multiple definitions about it; as is the case with other phenomena in social sciences in general, political science and public relations in particular (Todd et al., 2018, p. 20).

First: Definition of Pressure Group (Lobbyists):

Pressure groups are a compound of two words: “**pressure**” and “**group**”.

- **Group:** The concept of a group means a coalition of a group of individuals that includes common general characteristics (Todd et al., 2018, p. 22).
- **Pressure:** The concept of pressure is related to political processes, meaning that the group has taken a direction or opinion from a certain topic and is working to put this trend into practice in reality in line with its interests (Todd et al., 2018, p. 22).

It should be noted here that some lobbyists use illegal methods, such as threatening and providing money specifically for their own interests, but for these groups to reach their goals, the following conditions must be met: they must be highly organized and possess resources and funds that represent the elements of their power and influence. This allows them to defend their interest; therefore, the organized and influential group is the only one who is effective in achieving their goals. (Al-Fahdawi, 2016, p. 202). It is worth mentioning here that such illegal methods are a negative side of lobbying; these methods cannot be of great significance in the case of violent crimes against women. In other words, developing social media lobbying and advocacy campaigns requires a democratic approach. It

requires a high degree of professionalism, experience, and transparency, and it should be based on the basis of a feasibility study and clear suitability.

It's been identified by Fahmy Khalifa Al-Fahdawi as These influential groups, seek, through their influence power, to have the ability to form an independent position to some degree of the decision it represents in terms of direction, purpose, and putting actual and real pressure into public political life. (Al-Fahdawi, 2016, p. 200).

Accordingly, this definition focused on the organizational side of lobbyists that enables pressure on decision-makers to reach desired goals. Pressure groups are an organization that exercises its activity on official policymakers, in a manner of pressure aimed at influencing them and directing public policy according to its orientations and goals (Al-Fahdawi ,2016, p. 202).

Definition of lobbyists:

lobbyists are an informal organization, which includes a group of individuals connected by common interests that seek with all available means to pressure decision-makers, with the aim of converting their aspirations, goals, and interests into policies. Meaning that directing public policy to serve its interests; as these interests differ from one group to another according to the goals and activities of each group (Medaoui, 2018, p. 15).

Also, these groups differ among themselves from one society to another, in terms of their influence, goals, and degree of influence from one society to another. But they are similar in the methods of pressure used to defend their interests (Medaoui, 2018, p. 15).

2.7. The Characteristics of Pressure Groups (Lobbyists):

It is clearly noted that the previously mentioned definitions contain a set of characteristics that characterize pressure groups. These characteristics can be summarized in the following (Medaoui, 2018, p. 30):

- **Configuration:** Lobbyists are represented by a group of individuals, connected by stable relations, goals, and common interests, regardless of their party affiliation.
- **Organization:** Lobbyists are an informal organization that conducts its activities in isolation from the official institutions in the state, but influences and exercises pressure on them until it issues decisions in its interest, and the more organized the group is, the more it enables it to direct decision-makers towards its concerns.
- **Variety of Activities and Functions:** The activities and functions of pressure groups differ among themselves from one group to another. This is because each group has the goals that they aspire, and therefore there is what is called 'the conflict of interests'. Hence, there are some groups who defend the rights of women or defend those with special needs, or even protect the environment and thus its activities is humanitarian. While other groups aspire to obtain material and moral

benefits for the owners of one profession. Thus, their activity is a professional one. However, if the group defends certain ideological values, such as preserving the Zionist entity, as is the case with the Zionist lobby, they are political pressure groups whose activities are purely political.

- **Using Lobbying Campaigns as a Mechanism to Influence Decision Makers:** lobbyists practice their influence on decision-makers and depend on that on several methods based on the interest. The degree of pressure and influence varies according to the degree of organization and the availability of resources.
- **Authority:** The main goal of pressure groups is to defend the interests of their members by influencing public authorities, but it is not among their goals to reach power.

In a nutshell, talking about pressure groups means the presence of an organization, in which its members defend their interests and those of the groups they represent. This is achieved by pressing the decision-makers without seeking to gain power, and this is the essence of the difference between them and the political parties, whose authority is the primary goal. In other words, it aims to protect the interests of the groups it represents; as it falls within the institutions of civil society, and the term pressure groups are expressed in lobbies in some societies to denote the practice of pressure methods on official bodies in the state (Medaoui, 2018, p. 36).

Pressure groups differ in their goals. Some of whom defend political goals or national values, whether local and foreign values. Others defend

political and economic goals together, while other groups tend to defend the interests of the owners of one profession, which is preferable to be called interest groups rather than pressure groups. Further, there are groups that defend their goals permanently, while the influence of other groups on decision-makers disappears once the interest that they were searching for is achieved (Medaoui, 2018, p. 36).

2.8. Definition of Public Policies:

Public policy interferes with all aspects of the private and public life of citizens. It is well known that the state legislates laws and issues various decisions to regulate the relationship between citizens and the state and citizens and themselves. We say a local public policy, a foreign public policy, and a general policy for women, the environment, poverty, and others. Hence, public policy is linked to the daily life of citizens at all levels (Al-Fahdawi, 2016, p. 200).

The concept of public policy has witnessed an important development. It has received great attention from many political scientists and scholars, through the significance of the state's intervention in building the public interest of society. The state's authority has been used more effectively in order to respond to the needs and demands of people (Al-Fahdawi, 2016, p. 200).

During the 1950s and 1960s of the twentieth century, public policy studies had been developed to include various social and economic

sciences. So, the public policy was being taught in many schools across the world, which led to the transformation of systems in Western countries from authoritarian systems to democratic ones. At the beginning of the 1970s, there had been an increased interest in the outputs of the political system due to the accumulation of social problems (Al-Fahdawi, 2016, p. 202).

During the twenty-first century, researches developed. This led to an increased interest in government institutions and practices. For instance, the role of NGOs and social media lobbying and advocacy campaigns in public policymaking. In addition to the increased involvement of multinational companies and intergovernmental organizations, as well as non-governmental organizations and intergovernmental organizations in formulating priorities for public policies and setting their course (Al-Fahdawi, 2016, p. 200).

William Dunn (2018) defined public policy as:

"It is a specific system that the local government in the state seeks to implement and verify the commitment of everyone in it, whether individuals or institutions. It is a government work program that contains a set of rules, which the government is committed to implementing in society. (p. 56)

2.9. The Role of Lobbyists in the Formulation of Public Policies:

First: Providing Proposals of the Public Policy

Pressure groups (Lobbyists) of all kinds often work to present proposals to the public authorities headed by the government and its ministry on some public policies. As in the case in Algeria, where the General Union of Algerian Workers and Independent Trade Unions have their significant impact on an important issue related to the Algerian workers in 2008. For instance, they requested an increase in wages to bring them in line with the purchasing power and the cancellation of Article 87 (bis), and also demanded that they be involved in negotiations on preparing special laws, the system of grants and allowances for various sectors (Al-Fahdawi, 2016, p. 188).

Second: Pressure to Eliminate or Maintain a Specific Policy

When a policy is not compatible with the interests and orientation of the various interest groups or pressure groups, the pressure groups do everything they could to stop the implementation of such policies. Also, in the reverse situation, when the policies serve the interests of the groups, they do everything in their power to maintain them even if that is inconsistent with the public interest (Medaoui, 2018, p. 22).

Political lobbyists are strongly emerging; a lobby for changing or maintaining a specific law; as major corporations finance very important political pressure groups that influence lawmakers. A good living example of which is those lobbyists who emerged for political pressure in the United States of America for the first time(Medaoui, 2018, p. 23)

After some economic institutions and groups of similar interests had found themselves far away from influencing the political decision-making mechanism in the US Congress. Hence, lobbies appeared to represent their interests in order to find a position close to the legislators in Washington, with the intention of exercising a kind of pressure and temptations to defend their own interests so that the legislative laws set by the Congress are compatible with those interests (Todd et al., 2018, p. 28).

Further, some political pressure groups have huge financial resources at their disposal, and there are many political lobbies in America, one of the most important of which is the "Zionist Lobby", which consists of approximately 34 Jewish political organizations in the United States that make unilateral and joint efforts for their interests in the United States and the interests of Israel. Not forgetting, the notable advocacy and lobbying group committed solely to promoting the US- Israeli relationships, whose name is the American Israeli Public Affairs Committee (AIPAC) (Martens et al., 2018, p. 4295).

Third: Creating Wars of New Kinds

The world has begun a new stage of its kind, in which human beings face new wars of a special kind. Those wars were created inside test tubes in laboratories that were developing viruses that now kill human life and put it in front of a biological war that it cannot resist (Al-Fahdawi, 2016, p. 200).

For example, we find the AIDS virus, which started as a virus in monkeys in West Africa and then turned into a deadly virus. A laboratory scientific intervention brought it out of control to turn into one of the deadliest diseases of the era, as well as the "Ebola" virus. Some reports indicate that the lobby of the drugs and arms industry in the world is working to harness the media to intimidate the situation and terrorize the world from the deadly virus to promote vaccines against it. It is the closest scenario to reality; as genetically developed viruses are developed in Western laboratories (Al-Fahdawi, 2016, p. 200).

2.10.The Role of Social Media in Lobbying and Advocacy Campaigns:

Social media have increasingly been recognized as an important and effective tool for lobbying and advocacy. The effectiveness of social media as an advocacy tool is a contested topic (Dennis, 2019, p. 22).

With the beginning of the twenty-first century and with all the development and progress of human beings in concepts, values, and human

thought, despite the speed of communication between nations through information technology and education, this progress was not able to guide the human being to the paths of peace and love, the familiarity between men and women. The phenomenon of violence is one of these manifestations threatening the cognitive achievements that man has achieved over the centuries, especially when he is focused on (women) because of their vulnerability in society (Dennis, 2019, p. 22).

Social media has become an essential part of the daily life of the common people in today's world. These sites expanded to play a major role in mobilizing the masses and influencing public opinion on certain social, political, and economic issues. Defenders of human rights were among the first groups that became aware of the importance of social media in the process of change. They sought to take advantage of the free and wide spaces that these platforms provide to them to advocate for the causes they defend. Some of them launched campaigns and digital nicknames that are exclusively active on these platforms, and the majority of them contented themselves with including a digital part of their traditional organizations and campaigns (McPherson, 2017, pp. 279–88.).

Many internet science professionals point out that social media represents a great leap for communication through the web, in an interactive way much greater than before. Social media has also provided many opportunities, including sharing information among all network subscribers with the possibilities of direct and free sharing on social sites

and at the end of each article or news. It also provided the opportunity for recipients to create their own radio or television programs that they like and follow by providing proposals for the program's author, or participate by asking questions of the guest who will be hosted in the program (Grewal & Roggeveen, 2020, pp. 1-8).

What social media did with the revolutions that swept the Middle East region and the protests that pervaded many European countries and America is a new addition as these events created the so-called citizen journalist. Accordingly, the person who lives the events tend to photograph or write about them and send what was photographed or written to the media. The media is eager for news from areas, where the correspondents of those media could not enter, either because of the ruling regime for fear of knowing the world about what is happening, or the difficulty of reaching the event, whose time may exceed only minutes (Grewal & Roggeveen, 2020, pp. 1-8).

Additionally, social media sites, including Twitter, LinkedIn, YouTube, Facebook among many others platforms, have introduced new convening platforms for organizations to facilitate relationship building and stakeholder engagement. Social media platforms help organizations engage present and potential stakeholders by cooperating, sharing, and mobilizing joint actions in near-real-time. Indeed, social media appears to be an increasingly relevant tool for political and advocacy campaigns (Latifat et al., 2019, pp. 259-281).

Advocacy in the field of media is the strategic use of the media by social justice advocates and institutions working in the field of social justice in order to communicate and communicate with large numbers of people in order to achieve progress on the level of a social goal or public policy or in order to change behaviors related to a public issue (Latifat et al., 2019, pp. 259-281).

Hence, lobbying and advocacy campaigns, especially via social media, must stem from an issue with a specific problem. Very much like the case with the violence against women, on the basis of which an action plan is drawn up, that identifies the target entities of the responsible addressees and the public supporting this issue or those who are concerned with solving the problem. Then, the plan will be completed by setting the time and place for implementation and specifying the means used to make the campaign successful (Dennis, 2019, p. 22). As what happened in the case of Israa Gharib, where various social media have urged demonstrations to gain her right.

Israa Gharib is a Palestinian young woman from the town of Beit Sahour (near Bethlehem). Her story started when a young man proposed to her and ended in a morgue. Then, several accusations of killing her by family members began to appear on social media, but her family had another story. Israa's story turned into an issue of public opinion. Also, feminist organizations, activists, and human rights activists considered that

what happened to Israa was a murder committed by her family due to social problems and incitement from relatives.

Gharib's death turned into a local and Arab public opinion issue, amid a rejection of the family's accounts that spoke of her being "touched by the jinn" or mentally ill. Palestinian women's organizations and activists called on the Palestinian government to reveal the "killers of Israa" and to pass the Family Protection Law.

As a matter of fact, Israa is not the only woman, whose murder case became a public opinion issue. Rozan Nasser, Nora Shaker Said, Ahlam, and many other names. In the middle of 2020, the murder of Rozan Nasser went viral on social media; as she was found as a lifeless body in a car in the Beitunia industrial area near Ramallah. In the shocking details reported by social media pioneers, Rozan had gone out with her fiancé Ahmed Abu Kweik to buy Eid clothes, but when they left their home, he suffocated her with a handkerchief until she died. Then, he left her in the car in that area and fled until he was found and arrested.

Nora, who was 24 years old when she was killed, is the daughter of a separate father and mother, and she is also the mother of a small child. Her husband had divorced her, so she was forced to live in her family's home, where her ex-husband took her son from her. In her father's house, Nora was subjected to harsh violence on a continuous daily basis, but that did not seem sufficient for the father who wanted to get rid of his daughter forever.

The father's answer: "Nora ran away to her mother." At other times, he says, "I put her in a mental hospital" in Bethlehem.

As Israa, Nora, and others, the issue of Ahlam shook the social networking sites, topping the Hashtag "Screams of Ahlam" on the list of most popular searches in Jordan on "Twitter". Social media platforms of all kinds were also full of a video clip filmed at night, in which we can hear the cries of Ahlam while she was crying out. The story began after the Jordanians woke up to a horrific murder, as a father smashed his daughter's head with a stone until she died in front of the residents in the Safut area in the Balqa governorate, west of the capital Amman.

The strange thing in Ahlma's case is that after the accused father was arrested, information was spread on social media that the responsible authorities had ignored previous complaints submitted by the victim stating that she had been subjected to domestic violence and that they were content with the family signing of pledges only.

It should be borne in mind that lobbying and advocacy campaigns are a double-edged sword. They could be an effective tool for democratic practices, whether used in political or social issues. In case they are developed and planned by well-known and nationally targeted parties with the participation of an audience that has sufficient awareness to play this role. Or that they would take a form of pure exploitation from those involved in it to pass either private or suspicious agendas and practices in

which the mass of supporters are exploited due to lack of proper understanding and experience.

Most importantly, the campaign's advocate should realize the dimensions of the issue or problem that it is working to support. So, it touches on one aspect of its understanding and awareness and the process of adopting this issue becomes part of its personal faith. This conscience reassures before it embarks on advocacy procedures through searching for facts and legal aspects and opinions on such a problem or issue.

It is not subject to exploitation by another party or legal prosecution if it violates the law. Therefore, the Palestinian people should learn to use such effective tools. Besides, they have to ask the competent authorities to provide the necessary guidance in order to participate in national issues and defend the homeland and the citizen, in addition to defending the rights of women. At the top of the priorities are the Palestinian women and the violence that they may be exposed to, either from their families' context or from the external environment.

2.11. Literature Review:

During the preparation for this study, many studies have been scrutinized and discussed in this chapter on the literature in academia about the tackled topic. The studies directly touched upon the research topic in they are organized in chronological order as follows.

The Researcher worked during the preparation of this study to see many previous studies and literature, and they are arranged based on the chronological order.

Minckas, Shannon , and Mannell (2020) aimed at identifying the role of participation and community mobilization in preventing violence against girls and women. The researchers in their study tried to encourage communities to mobilize against gender violence. Indeed, the researchers shed light on community participation as a strategy for preventing violent crimes against women and girls.

Minckas, Shannon, and Mannell (2020) theoretical approach was based on two well-recognized theories of participation and community mobilization – Rifkin and Pridmore’s continuum of participation and Freire’s steps towards achieving critical consciousness, in order to clarify theoretical assumptions about how participation can mobilize the community to reduce and prevent violent crimes against women and girls. The researchers concluded that the role of external agents in introducing programs needs to be secondary to the ownership and empowerment of communities in designing and delivering their own strategies for violent crimes against women and girls prevention.

Theories of participation and community mobilization shed light on understanding male and female patterns, deconstructing gender stereotypes, and creating a societal impact to overcome obstacles that contribute to the

spread of stereotypes in social roles and family care, which indirectly play in reducing violence against women.

De Bruycker (2019) aimed at identifying whether and under what circumstances a presence in news media debates helps advocacy groups to achieve their policy goals in the European Union (EU) legislative politics. The study sample consisted of more than 200 policy practitioners. The study is based on interviewing those policy practitioners and content analysis of 3,557 media statements connected to a sample of 125 EU policy proposals. The results of the study indicated that an advocacy group's media presence could improve preference attainment only when that group wants to frame its aims in the news as aligned with the public interest.

The researcher recommended the use of personal communication in the political processes; as it can support or compete with the media in setting the agenda of the public. Further, social processes affect the public's judgments about the importance of an issue or person. Personal contact also enhances the influence of the media's agenda on the issues covered extensively, while it can compete with the media's agenda with regard to the issues covered to a lesser extent.

Figenschou and Fredheim (2019) focused on identifying four forms of networked advocacy and analyzing them with regard to platforms, activities, purposes, and constituencies. The study sample consisted of 43 semi-structured elite interviews with interest group leaders (28 leaders) and heads of communication (15 interviewees). The researchers, based on their

interviews, concluded that the interest groups always tend to choose the most appropriate platforms, which is widely used by the audience; the platform which significantly affects the target audiences.

Further, such groups find Facebook platform a beneficial one, so as group resources make a difference and influence networked advocacy and lobbying. Furthermore, some of the interviews believe that the Twitter platform constitutes an effective one for lobbying, due to the fact that it affords the ability to communicate directly with decision-makers. This study was built on the Agenda-Setting theory. For instance, it shed light on the fact that the media address issues of mutual interest and target audience, with the importance of focusing on general events in the surrounding environment, in order to achieve and form a social discourse. Consequently, the researchers of the study have reached conclusions that confirm the ability of social media platforms to influence the public's agenda.

Johansson and Scaramuzzino (2019) aimed at identifying the role of the Internet and social media in providing and offering new platforms for advocacy. The researchers shed light on digital advocacy by combining interest group and social media studies and present the notions of digital protest politics, digital access politics, and digital information politics for a comprehensive analysis of digital advocacy. The study sample consisted of semi-structured interviews with individuals who had been involved in social media and media communication.

Three interviews were conducted for IF Metall (two communicators and one representative for the labor movement with great experience of and knowledge on media and communication) and two interviews for the sex workers' rights movement (they had been engaged in different organizations, networks, blogs, and projects within the movement).

The bulk of empirical material that this study is based on consists mainly of documentation from websites and social media, including texts, photos, video-clips, animations, and audio files. The researchers systematically followed IF Metall, that is, a trade union in Sweden formed as a result of a merger between the Swedish Industrial Union and the Swedish Metalworkers' Union. The researchers concluded that the Internet and social media form key parts of groups' advocacy strategies. Besides that, the main purpose of online advocacy strategies is to gain political presence; as advocacy groups are absolutely engaged in seeking to influence governments, civil servants, and the wider public.

This study was built on the Agenda-Setting theory. For instance, this study is concerned with the means of mass communication; as it focuses on the reciprocal relationship between the media and the masses that are exposed to these means in determining the priorities of political, economic, and social issues of concern to society, and which are the subject of interest of broad sectors of its components.

Medaoui (2019) aimed at identifying the role of pressure groups or lobbyists in formulating the public policies in different political systems.

This study relied on the case study approach and the survey approach, where the researcher used a questionnaire of (30) questions distributed to public relations practitioners and officials in civil society organizations in Maghreb countries and Algeria.

The researcher in this study concluded that the phenomenon of groups, in general, is an ancient phenomenon, whose primary concerns revolved around economic and financial interests, and their scope did not extend beyond family or familial interests. As for pressure groups, in their modern sense, they are interest groups in the form of an organization that seeks to pressure the government apparatus or members of parliament in order to achieve a specific economic, social or political interest.

Further, this type of group emerged in the United States of America and Western European societies in particular, where the democratic climate contributed to their emergence and the strengthening of their influence and the multiplicity of their types. As for Morocco and Algeria in particular, the influence of this type of group hardly goes beyond the stage of elections, which indicates the fragility of the political bond, the interest among the group's members, and the weak level of recruitment among its members.

The researcher recommended that the lobbyists or pressure groups should deal with the civil society organizations, through which they work more on finding creative solutions in order to demand the opening of the space for negotiations with policymakers to ensure that space is provided for the exercise of basic rights, such as freedom of expression, freedom of

association and organizations, freedom of peaceful assembly and demanding change. In a nutshell, the capacities of civil society organizations in the advocacy process should be developed for an open and free civil space, as well as searching together for creative and effective alternatives, in order to overcome crises and challenges resulting from limited resources and increased risks.

Al-Turkmani (2018) aimed at identifying the Palestinian political pressure groups that affect the state's authorities and political system, and explaining the importance of their role to promote good governance. The researcher in this study used the Analytical Method through extrapolation and analysis of the most important Palestinian legislation that organizes the work of political pressure groups, in addition to the use of literature review and content theory.

Content theory can be defined as the earliest theories regarding the concept of motivation. It identifies the reasons for motivating the individual, meaning that it interprets the necessities and requirements necessary to motivate a person, such as the need for achievement, belonging, and authority.

The researcher concluded that the political pressure exerted by the pressure groups is considered one of the most important ways to guarantee the participation of all sectors of the Palestinian people in the political decision-making process and the promotion of good governance. The researcher reached many recommendations; the most important of which

was that the call of the Palestinian National Authority should to agree its political system with the constitutional principles contained in the Basic Law, especially that guarantee the formation of political parties and civil society institutions, as well as the freedom of expression of public opinion on the ground, and the need to expedite the issuance of the Palestinian Political Parties Law.

Cochrane and Birhanu (2018) aimed at identifying the pathways of legal advocacy for change. The researchers in this study shed light on the activities of the Ethiopian Women Lawyers Association (EWLA), given the fact that it has a significant role in changing the Family Law and making important progress to removing aspects of the law that discriminated against women. Qualitative methods are used in the study; the available literature has been utilized and a limited number of interviews have been conducted with eight current and former members of the Ethiopian Women Lawyers Association.

These interviews were held either in-person in Ethiopia, or through calls and virtually for some former members who have left Ethiopia. This study is built upon diverse theories of change, which have an application to the case study of the advocacy undertaken by EWLA for changing the Family Law. The researchers concluded that legal advocacy has a transformative and significant impact on the lives of the most vulnerable, particularly women.

Theories of social progress stem from the diverse theories of change. Accordingly, the study is based on its view of social change as moving in an ascending line, meaning that change is progressive and that societies are in constant progress. This in turn contributed to the establishment of the idea of modern democracy.

Müller and Tranchant (2017) aimed at identifying and investigating the relationship between political violence and violence against women in the context of the Gaza Strip. The study was conducted by using Quantitative data (the data of the Palestinian Central Bureau of Statistics of 2011), with the help of both the United Nations Population Fund (UNFPA), GBV-WG network, and UNOCHA, as well as the qualitative strand working with local and international institutions in the Gaza Strip.

Besides that, this study has used the literature review and content analysis, in addition to interviews and focus group discussions with the women and girls in shelters and staff of women's organizations, police officials, and lawyers. The researchers concluded that there is a significant relationship between the political violence and the domestic violence among women and girls in the Gaza Strip.

Women in the Arab region in general, and in Palestine in particular, have been subjected to the most horrific types of violence resulting from political conflicts, which include, as a whole, killing, injury, disability, torture, and suffering from social and economic disintegration, as well as their psychological suffering from the effects of violence before, during

and after the war, and while fleeing from combat zones. In a nutshell, Arab women are exposed to the most horrific types of violence, whether it is under the Israeli occupation or armed conflicts.

Gan (2016) aimed at identifying and examining various gratifications and other factors that influence the choice of audiences of the different social media platforms. The study tool (data collection tool) used in this study was survey questionnaires. The sample of the study consisted of 398 respondents; 201 of whom used Sina Weibo; 197 of whom used WeChat. The results of the study indicated that what is called "hedonic gratification" plays a very significant role in affecting the use of Sina Weibo than that of WeChat. "Hedonic gratification" means the perceived real excitement and passing time. This intrinsic concept relates to aesthetic, experiential, and advantages related to pleasure or enjoyment.

The study was built on the Uses and Gratifications Theory (UGT). This theory is based on the fact that the individuals' use of media brings them intended goals that fulfill their aspiration, and that the public is an effective component of the communication process.

Kang (2015) focused on the policy role of social media in developing public trust via Twitter communication with government leaders. The main aim of this study is to identify the role of social media, especially the Twitter platform; as the Government uses it in order to communicate with the public. The data collection tool used in this study is the questionnaire; as about 398 questionnaire samples were collected from Korean citizens

who communicate with a central government department via Twitter and employed a structured equation analysis.

The findings of this study indicated that tweets coming from a leading (or an executive) government officer (e.g., a minister) played mediation role in increasing citizens' perception of credibility in governmental Twitter feed. Furthermore, the citizens' trust in governmental media functioned as a moderator for expanding their trust in government from an agency level to the overall government.

Qadri (2015) aimed at studying the role of pressure groups (lobbyists) in the process of public policy formulation. The researcher concluded at the end of her study that all the methods, mechanisms, and functions that the lobbyists perform are nothing but attempts by these groups to succeed in persuading the public authorities or decision-makers to respond to their demands in any way, even if they have comprehensive goals for large groups of society. With that said, the boundaries of their work must be set, taking into consideration that they are a group that includes a group of individuals to defend their own rights and the rights of those they represent.

This is because the democratic system is the one that grants the right to expression and participation in the decision-making process; as it is not permissible to marginalize and suppress them so that the political system does not move away from democracy as a result of the monopoly of public policy for one group at the expense of another.

It is worth mentioning here that the researcher in this study considers the public policy as an imperative set to complete the role of citizenship in the broad social life, and it is the government's way of expressing its action, activity, and existence. He also described the government as a mixture of goals, aspirations, and programs, as well as ideas, centers, buildings, symbols, relationships, and evidence.

This study assumes that the media cannot present all the topics and issues that fall into the community. Rather, those in charge choose topics that are highly focused on, and control their nature and content. These topics gradually interest people and make them realize and think about them. Consequently, these topics represent relatively more importance to the masses than topics that are not reported by the media; this is assumed by the theory of agenda-setting.

Guo and Saxton (2014) aimed at analyzing the unique features and dynamics of social media-based advocacy and identifying new organizational practices and forms of communication here to fore unseen in the literature. The data collection tool used in this study is the questionnaire, and the study sample consisted of 188 “Civil Rights and Advocacy” organizations.

The researchers concluded that the Twitter platform is the most powerful communication tool and an especially major tool for the approaches of public education. Further, they provided a model called

"social media-based advocacy", which aims to describe how social media functions specifically vary with the stage of the advocacy process.

2.12.Summary of Comments on Previous Studies:

All reviewed studies focused on social media campaigns, advocacy groups and lobbyists, and their role in formulating public policies in various issues and in different countries around the globe. Also, they focused and shed light on the role of online advocacy and lobbying campaigns that take place through the media and on the strategic use of the media by advocates of social justice and institutions working in the field of social justice in order to communicate with large numbers of people so as to make progress on the level of social goals, public policies, or even changes in behaviors related to an important public issue (crime violence against women).

The studies of (Bruycker, 2019; Guo and Saxton, 2014; Kang, 2015; Gan, 2016) are similar in terms of the data collecting tool, which is the questionnaire tool that was used in all the previously mentioned studies in order to reach the results. As for the studies of (Müller and Tranchant, 2017; Cochrane and Birhanu, 2018; Johansson and Scaramuzzino, 2019; Figenschou and Fredheim, 2019; Bruycker, 2019; Minckas, Shannon, and Mannell, 2020), they are similar to the current study in terms of adopting the interview as the data collecting tool. The study of Cochrane and Birhanu (2018) was built upon diverse theories of change, which have an

application to the case study of the advocacy undertaken by EWLA for changing the Family Law.

As for the content, some studies, such as the study of Guo and Saxton (2014), Kang (2015), Johansson and Scaramuzzino (2019), and Figenschou and Fredheim (2019) intersects and correlated with the researcher's current study in the fact that the previously mentioned studies focused on the role of social media platforms (Facebook and Twitter), which were both used as powerful communication tools, as well as for the approaches of public education.

In light of the reviewing studies, the researcher noticed that the mechanism for influencing politicians in adopting an issue and in particular to support or oppose specific legislation is based on that collective effort to consolidate an issue or idea. This is done through persuading influential people from political legislators, officials, religious scholars, and others in the case, as well as urging them to support it by adopting and defending it in the official channels and structures.

In order to achieve the desired goals through persuasion and influence, it is necessary to study the power centers in society, identify the interests and powers of influential people and politicians and the circumstances surrounding them, and then draw an integrated and practical plan commensurate with the social reality in which it operates.

The current study is special and unique in addressing the role of advocacy and lobbying campaigns in formulating public policies regarding violent crimes against women. This study that will be conducted by the researcher intersects with some partials of the previous studies, such as the effective role played by news media debates, which helps advocacy groups to achieve their policy goals. In addition to the significant role of pressure groups (lobbyists) in the process of public policy formulation (especially in the case of those policies, which are related to crimes of violence against women).

As far as the researcher knows, what distinguishes the current study from the reviewing studies is that it is the first study in Palestine that investigates the Priming, and Agenda Setting theories. This study examines in the first place the position of the agenda or the arrangement of interests and direction of an important issue, namely, the mass media, the issues that they think about, and focus on the personalities and events that the audience thinks about. Other studies, such as the study of Qadri (2015), Al-Turkmani (2018) intersects with the researcher's view that lobbying and advocacy campaigns through social media have a significant role in affecting the public, and encouraging them to participate in public policy and decision-making process.

2.13.Summary of Comments on Previous Studies:

In this section, the researcher reviewed several studies that are very related to the subject of the study, with the aim of introducing the scientific

opinions and trends on the research problem, as well as contributing to enriching the theoretical side of the research. The reviewing studies agreed with the current study in focusing on the role of social media advocacy and lobbying campaigns in formulating public policies regarding certain issues, particularly violent crimes against women.

The reviewing studies focused on the fact that there have been successive changes in the media landscape, especially with the development of modern technological means. Thus, there were many channels of communication between the media and the public, and we even became talking about the electronic press, which found a wide audience in particular, going beyond the limited geographical field to be distributed throughout the globe. However, the emergence of this press did not meet the needs of the public, who became thirstier for information as an actor in the communication process.

Besides that, the public succeeded in overcoming all the barriers imposed by the traditional media, due to social media. This made them a negative receptor, and they found a space in the new media to contribute to the communication process. Accordingly, the task of media and news has turned into a daily practice that the journalist and non-journalist take on through modern electronic platforms, such as Facebook, YouTube, and Twitter.

Chapter Three

Methodology

3.1. Methodological Overview:

This chapter begins by laying out the methodological dimensions of the research and looks at how the descriptive analytical approach is used to achieve the purpose of the study. It first begins with assigning the research method, then assigning the population and sample of the study. After that, it introduces the data collection tools. Finally, it defines the research procedures.

Method

This thesis follows the qualitative approach in order to collect data. McLeod (2019) defines qualitative research as a process of collecting, analyzing, and interpreting non-numerical data. This type of data can be collected using diary accounts, in-depth interviews, focus groups, case study research, or ethnography. The aim of qualitative research is to understand the social reality of people as they feel or live it. It further seeks to explain how and why a particular behavior operates in a specific context. In other words, qualitative research is concerned with understanding human behavior from the informants' perspective (cited in McLeod 2019). The researcher adopted the qualitative research since it serves the aim of the thesis in assigning the role lobbyist and advocacy campaigns play in the formulation of public policies regarding VCAW in the West Bank. The tool

the researcher adopted to collect data was an in-depth interview (this will be further explained later on page 40).

The population and sample of the study

The method used here starts with identifying the population and sample of this study. In an attempt to be accurate in the choice of the sample, the researcher resorted to the "snowball" technique. This technique refers to selecting the sample by contacting one or two cases of the community desired to be studied, asking them to identify other cases that can be referred to in order to provide information to them, asking new cases to identify other new cases, and so on, and finally stopping when we are not able to reach new cases or reach an acceptable sample size (Ames et al., 2019, p. 26). At the early stages of the research, the researcher used this method because, some difficulties were faced in assigning the most appropriate sample for this study. Hence, the researcher began with an easy and a small sample. The other participant was suggested by the first chosen one, the third by the previous one, and so on. In the end, the choice of the interviewees was in guidance of the information and suggestions provided by the first respondent. Thus, the sample started very small and then began to grow like a snowball. Despite the possibility of bias in this technique, the research was not affected and contained a high percentage of credibility and transparency when selecting the study sample.

The sample consisted of activists, women associations, academics, and media professionals. This sample was chosen in particular because it had a

huge impact on practicing lobbying and advocacy acts on the social media platforms regarding VCAW. The researcher thus found this sample the most capable and appropriate to describe the problem of the study precisely. Besides, this sample was able to answer the questions of the study in an accurate scientific way. The sample is divided in the following table providing the number of each:

Table 1: the sample of the study and the number of participants

No.	The sample	No. of participants
1.	Activists	3
2.	Women associations	9
3.	Media professionals	7
4.	Academics	3

The research tools

The researcher counted on an in-depth interview as this qualitative research technique. In-depth interviews entail conducting dense individual interviews with a small number of interviewees in order to explore their point of view concerning a specific issue. (Boyce and Naela, 2006, p. 3). The researcher had two samples of interviews. The first one, which consisted of 13 questions, was prepared for women associations. And the second one, which consisted of 7 questions, was prepared for activists, academics, and media professionals.

The researcher developed the interview protocol that includes: what to say to participants when setting up the interview, in the beginning, during, and in concluding the interview. For example, the answers will be preserved for research purposes only, ensuring consent and confidentiality of the interviewee. The researcher also had prepared and arranged in a list the questions to be asked the required information basically concentrate on the kind of issues the respondents concentrate on the most, whether these issues affect the rules and policies in our community and the role of lobbying and advocacy campaigns on the media. Further, the researcher ensures international and national ethical research standards.

Research procedures:

The procedures used in this qualitative research and interviews are:

1. Planning: identifying the samples to be interviewed and the needed information
2. Developing instrument: an in-depth interview was prepared for the identified sample.
3. Collecting data: The researcher sat up the interviews with the participants. The interviews took from 20-30 minutes with each participant. After that, the researcher summarized key data immediately after each interview and verified the given information as necessary.
4. Analyzing data: The researcher gathered all interview questions under five themes that highlighted the core of the issue of the role

lobbying and advocacy campaigns play regarding VCAW. Data then were analyzed and discussed, and recommendations were suggested.

Chapter Four

Data Analysis

After the researcher had finished interviewing the intended sample and collecting data from its sources, data analysis was carried out by contracting the 20 questions of the interviews into five basic themes that confirm and support the aim of this study; which is the role social media lobbying and advocacy campaigns play in the formulation of public policies in the West Bank regarding VCAW. This chapter, therefore, presents the findings of the research, focusing on the five key themes that are:

4.1. The issues lobbying and advocacy campaigns concentrate on regarding VCAW:

The answers to the interview questions revealed that the issues women associations concentrate on the most are:

- VCAW issues in all its forms
- Promulgating laws, legislations, and policies that stand by women, besides issuing a deterrent penal law for VCAW.
- Having an influence on general policies the West Bank embraces relating to preserving women's lives.
- Resisting honor killing against women issues and fostering mechanisms for protecting women

- Increasing communities' awareness of VCAW and offering social, psychological, and legal services
- Preparing statistics and numbers on issues concerning violence against women.

Media professionals, on the other hand, provided the following answers:

- They focus first on international issues like CEDAW, then on smaller issues like the law to protect the family from violence.
- They claim significantly laws and policies relating to killing women in the first place, then issues like practicing violence, harassment, custody, etc.
- The rights issues especially the legitimacy and violation of these rights
- Media activities through social media are limited to stating or commenting on an incident.
- The announcement of laws without lobbying and advocacy campaigns having any effect

The issues that academics introduced are:

- Social media focuses on emotional aspects like the way a crime was committed.
- Religious and societal justifications as connecting VCAW to honor.
- News is marginal and has no direct effect.
- Holding the perpetrators accountable for the murders and requiring revealing the details of the crime.

The answers of activists, however, focused on:

- The traditional, stereotypical and inferior view of women
- Violence against women
- Family protection laws and acts
- Focusing on honor issues like honor killing

4.2. The extent of the contribution of the lobbying and advocacy campaigns through social media in placing VCAW at the officials' table:

Regarding the extent of the contribution of these campaigns, women associations had these answers:

- Setting up hashtags to shed light on VCAW
- Directing posts to officials immediately after a crime is committed
- Social media contributes to reviving forgotten or overlooked issues that happened previously.
- They also succeeded in amending the law that says the rapist marries the raped.
- Providing information and photos for the community in general, and decision-makers in particular, of the danger and harm of violence.

For media professionals, the contribution was:

- The media led to the exposure of violence in all its forms and forced officials to acknowledge it and talk about it.

- The social media and lobbying and advocacy campaigns had a role and influence only in some issues not all of them. They have a role just in mobilizing public opinion
- There is an interest by officials in lobbying and advocacy campaigns regarding issues of VCAW because of honor.
- Broaching VCAW in the media is limited to one or two programs only.

For academics, the contributions were:

- Lobbying and advocacy campaigns contributed to only some cases that captured the attention of the public prosecution.
- They made the Palestinian Judiciary cares more about these kind of issues (like that of Isra' Ghareeb).

Activists, on the other hand, said:

- The lobbying and advocacy campaigns through social media contributed to the VCAW issues but the response was always slight.
- The role of these campaigns through social media had great significance but there is no sufficient concern by the government.

4.3. The effect of lobbying and advocacy campaigns on enacted or amended laws concerning VCAW and their role in mobilizing audiences towards their own purposes:

In a way or another, Lobbying and advocacy campaigns had impacts on VCAW laws. For women associates. First, there were achievements on the legal level:

- They increased the age of marriage to 18
- The modification of articles related to killing women
- The modification of the article "the killer takes a water-down excuse"
- "I have custody of my children" campaign and allowing women to issue passports for their children
- The president decided to amend article number 340 from the penal code called "withdrawal of legal excuses" that gives the killer a chance to kill

On the practical level, the effects were:

- In 2015, as a result of the role of women associates, the police formed a service called "family protection unit of violence"
- The public prosecution formed special units for protecting women and children
- Issuing the national financing system for healthy, social, and legal services that the council of ministers had adopted in 2013

For media professionals

- Lobbying and advocacy campaigns achieved some of their purposes concerning VCAW
- There is mobilizing around the laws related to women and their issues

Academics and activists confessed that lobbying and advocacy campaigns had an effect on law but not that desired one.

4.4. The factors that distinguish an issue concerning VCAW over others through social media platforms and the extent of their impact on decision-makers and on public policies.

Talking about the factors that accentuate an issue over another, each sample gave its view. According to women associations, they claimed that these factors include:

- The advocacy of feminist movements, human rights organizations, and media campaigns
- The sets of violations women are exposed to
- Ratification of the family protection law
- Good preparation for issues files and statistics contributes to persuade decision makers
- The economic and political situations

Media professionals, on the other hand, believed that the following factors play a major role:

- The significance of the issue for audiences and masses
- The means used to bring up a certain issue
- Challengers and supporters of the issue
- The power of the advertising campaign and the talk about the issue
- The ability of those surrounding the victim to deliver her voice as possible as they can and spreading the issue widely through the social media

The answers of academics and activists were the same. Both sides agreed that the following factors give importance to one issue over another:

- The means play a significant role in mobilizing masses
- The way lobbying and advocacy campaigns are financed on social media platforms
- The timing of the issue, i.e. whether there are other issues people are busy with or not.
- The time of the campaign, i.e. whether it clashes with others or not
- Providing details and the availability of information
- The instrument of the crime and its method of execution
- The age of the murderer also is significant
- Issues that include violent content and obscurity

4.5. Lobbying and advocacy campaigns are seasonal campaigns:

The responses of interviewees revolved around four themes:

- Women associates regarded lobbying and advocacy campaigns as reactions to killing women. These campaigns are seasonal and they persist, but they are intensified or alleviated depending on some features. For example, the availability of human and material resources and financial capabilities of an institution.
- Media professionals argued that these campaigns are seasonal. Their purpose is just to show off and pretend to be responsible. These

campaigns lack professionalism and credibility. These campaigns also happen frequently on occasions like women's day, or they appear at the time a crime is committed, so they are seasonal.

- Academics stated that these campaigns rely on conditions of financing or even investing the opportunity of a crime that shook the public opinion. Because of these conditions, a campaign soon starts and ends, sometimes lasts until another crime is committed. For these reasons, these campaigns are considered seasonal. They added that these campaigns are not programmed and this is the biggest factor that leads to their failure and makes them have little or no effect.
- The activists had similar opinions. They said that these campaigns are seasonal. They consist of activists and volunteers. They are carried out as a reaction to various issues like killing or harassment. They end up after a short period (3-7 days approximately). This is the reason why there are no permanent or lasting campaigns.

Chapter five

Research Discussions and Interpretations

Chapter five discusses the results of the interviews undertaken during this study. It begins by discussing the results and connecting the research findings to the related previous studies that were mentioned in chapter two. It will then go on to link between the results and the theoretical framework adopted in this study; agenda-setting theory and priming theory.

The analysis of this study was done by contracting the 20 questions of the interviews into five basic themes that answer the main question concerning the role of social media lobbying and advocacy campaigns in the formulation of public policies in the West Bank regarding crimes of violence against women. The results of this study show the following:

The issues that gain more concentration regarding VCAW

The issues lobbying and advocacy campaigns concentrate on are many, for example, issuing deterrent penal laws, having an influence on general policies relating to preserving women's lives, and fostering mechanisms for protecting families. For women associations, they focus on VCAW in all of their forms. So, they hold societal awareness campaigns to spread awareness towards VCAW from time to time. However, the priorities of media professionals were a little bit different. This is because they focus the most on international issues concerning women's rights, at top of which is CEDAW convention, then they concentrate on minor national issues

such as national laws that protect the family from violence. However, for academics, they focus on emotional impact like focusing on the way a crime was committed, and they connect those crimes to customs and traditions; through which killers substantiate their deeds. When it comes to activists' results, it is found that the way women feel towards a crime is at the top of their priorities. This includes the psychological effect on victims and their families.

The researcher attributes these results to the following factors: women associations try to cover all cases regarding VCAW and consider them as an essential and important part of their role. They further believe that social media is the fastest and most successful method to reach the largest segments of society. Media professionals, on the other hand, pick and concentrate on topics that would be very popular among the masses and providing explanations for the exposed information. This is to engage the public in the appropriate decision-making process towards cases like honor issues. For academics, the results show the extent to which they are related to and affected by customs and traditions. This indicates that the campaigns are incapable to put agendas on officials' tables. As a result, the effect of these campaigns is so limited and people will keep on killing since there are customs and traditions that are stronger than laws and advocate killing. The results of activists prove that they pour all their focus on feelings and sympathy and display it as a hashtag in order to gain people's sympathy towards VCAW over other crimes. This also makes their role very limited.

This study is similar to De Bruycker's (2019) whose results confirmed that a strong media presence of lobbying and advocacy campaigns would achieve the framed goals and obtain support from a common-interest audience. Furthermore, this helps highlight wide-spread issues in addition to less important issues and make them gain media and political interest.

The results of this study also resemble Johansson and Scaramuzzino's results (2019), which focused on the reciprocal relationship between media and masses. These relations determine priorities for political and social issues, in addition to how to involve the community in these issues. Their study is different from the current one in the way of using social media to put pressure on officials and place the agenda of violence issues at the top of their priorities. The results of the current study affirm that using social media is not enough to place these issues at top of the official's priorities. This is because most of the time they do not receive news and appeals exposed to social media directly and sufficiently.

The results are also similar to Medaoui's (2019). Both studies confirm that lobbying campaigns aim at pressuring the government apparatus in order to achieve political, economic, or social interest. However, these studies differ in the research tool adopted to achieve the purposes of each study. The previous study used the questionnaire whereas the current one resorted to in-depth interviews. This difference is attributed to the variance in the population and sample of each study, and to the political and social conditions that govern each area.

The current study is also similar to Al-Turkmani's (2018) which confirmed that political pressure exercised by lobbying and advocacy campaigns had a big role in ensuring the participation of the masses in making decisions. Further, it is similar to Muller and Tranchsnt's study (2017) that confirms the presence of a relationship between political violence and domestic violence against women. However, the results of the current study are different from those of Cochrane and Birhanu's (2018). The results of their study concluded that legal advocacy had a huge impact on the lives of the vulnerable like women. Whereas, the results of this study concluded that the role of legal advocacy is too limited when it comes to enacting laws in favor of the vulnerable, like women.

The contribution of placing VCAW at the officials' table:

Amongst the achievements, lobbying and advocacy campaigns succeeded to change plenty of things. They contributed to reviving forgotten and overlooked issues, mobilizing public opinion, and amending the marriage law. Despite the contributions these campaigns achieved, there remained some deficiencies. Women associations claimed that social media lobbying and advocacy campaigns could not persuade decision-makers to adopt a law for protecting families from violence. Furthermore, there is no political will or intention to adopt campaigns carried out by these associations. Media professionals also claimed that these campaigns are sporadic institutional campaigns, they are not consolidated to work for the achievement of a unified goal. Each institution works according to its own program and aims. They also professed that lobbying and advocacy

campaigns play a vital role through social media to mobilize decision-makers, though the failure to follow up on issues until the end without achieving policy changes led to forgetting or ignoring these issues. The academics said that these campaigns forced those responsible to take action towards what is happening but there were no real activations of the role of official bodies to take into consideration all VCAW issues. The activists also said that social media lobbying and advocacy campaigns deliver their messages and voices; however, officials' interest is not sufficient in these campaigns.

The results of the current study are similar to Figenschou and Fredheim's study (2019) in which both affirmed that selecting the appropriate media and social means would support the role of lobbying and advocacy campaigns in mobilizing masses towards specific issues and ensure that they (i. e. the issues) reach officials. In addition, the results of the current study are similar to those of Johansson and Scaramuzzino's study (2019). Both of them explained the importance of the internet and social media as parts of the strategies lobbying and advocacy campaigns adopt in their media content in order to gain support from the public and affect the public policies. However, those studies differ in the sense that the previous one claims that lobbying and advocacy campaigns have insufficient knowledge of the big and effective role of social media and its various tools. These tools would increase communities' awareness towards VCAW and gain support from masses towards women's issues. This is done in order to put pressure on governments to change laws that protect

women. The simple means that lobbying and advocacy campaigns use to achieve these purposes are the use of hashtags, caricatures, photos of crime sites, and awareness posts.

The current study is different from Gan's (2016). The findings of Gan's study, which were based on uses and gratification theory, showed that there are factors that affect the masses' choice of the appropriate social means that meet their needs and goals. The study, further, focused on the masses as an essential part of communication. The current study, on the other hand, showed the inappropriateness of content presented by lobbying and advocacy campaigns on social media and its inability to change customs a society adopts, in addition to their inability to match their goals represented in the reduction of the spread of VCAW.

Besides, the findings of the current study differ from Kang's study (2015). Kang confirmed that statements by government officials and decision-makers on social media increase public awareness of the government's credibility in enacting laws that serve the public interest. However, the results of the current study showed that the extent of the contribution of social media lobbying and advocacy campaigns is very limited. These campaigns had little credibility and many oppositions. This is due to the poor strategic planning of these campaigns. The used content was not acceptable by other opposing campaigns. This is also because of the disagreement between these campaigns and political administration that refuses to change laws and policies concerning women.

Finally, the results of this study counter Guo and Saxton's study (2014). They claimed the importance of Twitter as an effective social communication tool and focused on the social media-based advocacy model that aimed at describing how social media functions differ at every stage of advocacy. However, the current study found that the Palestinian community depends on Facebook more than Twitter. This difference between the two studies stems from the difference in the population and sample and the research tool adopted by each study. Guo and Saxton's tool was the questionnaire, whereas the tool of the current study was an in-depth interview.

The effect on enacted or amended laws concerning VCAW and their role in mobilizing audiences.

Even though lobbying and advocacy campaigns had effects like adjusting articles and laws, women associations; however, faced many difficulties. Regarding the law of the age of marriage, there are exceptions related to the judge, these need to be clarified and demand written articles to know them. The other thing is that there is no Palestinian penal code but there is a draft of the Jordanian penal code issued in the 1960s. The Jordanians had amended their code, but here in Palestine, we are still working according to the old draft. Everything happened until now is just either freezing articles of the law like article 43 and 99 that have to do with mitigating penalties, or amending the articles. There are no new laws issued by the parliament.

For media professionals, there is mobilizing around the laws related to women and their issues but the impact is so little. They said that lobbying and advocacy campaigns achieved some of their purposes concerning VCAW, but not to the degree that pushed audiences to go out and claim to end these crimes. Besides, advocacy through social media did not give real pointers, and that the interactive sample on social media did not represent all audiences' opinions.

The problem with these campaigns for academics was that there was no collaboration of societal institutional efforts. Interactions were not reflected as they were on the ground, for instance, if 10 people cooperate on an online campaign, in reality, may two out of the ten persons would be interactive.

Activists said that these campaigns did have an effect on laws but not that desired effect. This is because the translation of success and the achievement of these goals is directly connected with justifications on laws and policies, and it is translated also through adjustments to budgets.

The results of the current study are similar to those of Minckas, Shannon, and Mannel's study (2020). Both confirmed the effective role of the society in participation in events and decision-making process. Community participation is an important strategy to prevent VCAW. The current study is also similar to Al-Turkmani's study (2018) in that they strengthen the role played by lobbying and advocacy for public interest and in gaining audience support and engaging them in the decision-making

process. Furthermore, the current study is partially compatible with the agenda-building theory. Despite the big role of society in the decision-making process, the results of this study showed that the role of society was minimal to influence and pressure the government to change laws regarding VCAW. The reasons behind this are many: there was a lack of common interest of these campaigns, confusion in making decisions, approval of unorganized campaigns, weak strategic campaign planning, and not choosing the appropriate social means.

On the other hand, the results of the current study counter many studies like Medaoui's (2019) and Cochrane and Birhanu's (2018). Medaoui's findings affirmed that lobbying and advocacy campaigns had a big role in formulating public policies in political systems, but the findings of the current study these campaigns had had a very limited role in putting pressure on governments to amend or change the laws regarding VCAW. Arranging agendas for these campaigns is temporal and does not have a long-term effect. The evidence is that the audience interacts with issues over others without taking actual actions, such as organizing actual protests or standing at the official's doors to consider violence issues. The current study is partially compatible with Priming theory, which states to what extent the effect of these photos and campaigns last in the minds of the masses. It is similar in the sense that even when the role of these campaigns is temporal and limited, it has some influence on the masses. With good planning for future campaigns, their role would become greater and more

effective in light of using tactics and strategies that would put pressure on the government.

Cochran and Birhanu's study, on the other hand, showed the importance of legal advocacy for marginalized groups like women experiencing violence. But the current study showed that lobbying and advocacy campaigns operated within their own agendas, their decisions and movements were not uniformed. This weakened the ways to convince the audience to adopt the campaigns' positions towards VCAW. Thus, their attempts to put pressure on governments to amend or change laws concerning these crimes were weakened.

The factors that distinguish an issue over others and their Impact on decision-makers and public policies.

The results of this study conclude that the factors that distinguish an issue from another are plenty. For instance, the good preparation of an issue's file, the means used to bring up a certain issue, the power of the advertising campaign, timing of the issue, and the instrument of the crime, etc.

The findings show that we are on a split for more than 13 years. We suffer from the absence of a legislative council that represents the Palestinian people. We do not have legitimate powers to express our opinions. The state of democracy and freedom of expression are very limited, sometimes even prohibited.

They asserted that whenever the judgment is left to the public, the greater the reaction will be. The murderer or the offender is not a person but a complete intellectual system that backs killing. The process of tightening laws alone is not and will not be enough. This result proves that the role of these campaigns is very limited and fails to affect traditions and customs.

The findings of this study are similar to Gan's study (2016), which illustrated that there are factors affecting the success of lobbying and advocacy campaigns; most importantly is the type of the social means that determines the type of target audience. This study is also similar to Kang's (2015) in the sense that Kang referred to the importance of selecting the media platform, which would increase direct effective contact with officials to ensure credibility and transparency in making decisions.

The results of this study are also compatible with Guo and Saxton's study (2014) which said that there is something called 'advocacy through the social media'. It concentrated on advantages, tools, and traits that every media social means has. It also explained how these traits can be used to serve organizations' goals. There are also points of difference between the two studies. The current study is different in the way of the employment of the tools and traits to reach out to the largest number of audience and gain their support and to affect policies and try to change them. However, this would be limited since lobbying and advocacy campaigns concentrate on an issue over another.

The current study is compatible with priming theory, which focuses on a particular issue to stir the masses' feelings and thoughts, though focusing on one issue over others, and not covering all issues equally, weakens the role of social media lobbying and advocacy campaigns. This shrinks the role of these campaigns to arrange agendas of issues on officials' tables and pressure on them to change laws and policies regarding VCAW.

Lobbying and advocacy campaigns are seasonal campaigns

Regarding this issue, the respondent sample agrees that lobbying and advocacy campaigns are seasonal. These campaigns are carried out only when a violent crime against a woman is committed. After a while, these campaigns disappear. The ability to carry them out is connected to the availability of financial and human resources or not. Because of the fact that these campaigns are seasonal, the interest in an issue will be born but later on buried before officials take any position. The absence of persisting on an idea, an issue, or an act will make them immediately vanish.

This temporary state of lobbying and advocacy campaigns counters Minckas, Shannon, and Mannell's study (2020). These scholars assert that the role of participation and community mobilization in preventing violence encourages communities to mobilize against violence. However, since these campaigns do not persist to last until an action is taken to resolve a problem, masses will be encouraged but then they will surrender. They will lose faith in these campaigns once they have vanished, so they will not perform pressure on the government.

This study is partially similar to De Bruycker's study (2019). The previous study affirms the significance of continuous media presence in presenting and framing issues in line with the public interest. Whereas, the findings of the current study showed that despite the presence of social media lobbying and advocacy campaigns that expose issues of VCAW, there is a failure to adopt all cases. These campaigns lack strategic planning that supports organized campaigns that continuously mobilize the masses. These campaigns are seasonal and they are organized as an issue occurs, this makes them lose credibility.

This study is different from Figenschou and Fredheim's study (2019). Their study identifies four factors that determine social media lobbying and advocacy campaigns' success, these are: the type of the means, activities, goals, and rules. The current study differs from the previous in the sense that the results showed that these campaigns lack the most important elements that mobilize masses and pressure on governments. In spite of the multiplicity of activities planned, not applying them properly makes the campaigns lose their credibility, thus fail to mobilize masses towards their planned goals.

The results of this study counter Cochran and Birhanu' study (2018). The previous study confirmed the role of legal advocacy in supporting marginalized groups like women via the continuous organizing of the campaigns. The reason behind the difference between both studies refers to concerns of women associates and discrepancy amongst these associates in

terms of planning for campaigns, and the absence of goals that unite women associations.

Chapter 6

Conclusion and Recommendations

The purpose of the current study was to determine the role of social media lobbying and advocacy campaigns in the formulation of public policies in the West Bank regarding VCAW. In order to achieve this purpose, the researcher adopted the interview as a research tool. Besides, for the sake of assigning the most appropriate population and sample of the study, the researcher resorted to the snowball technique. After determining the sample and setting the interviews, data was collected and analyzed. The findings of the study are rather disappointing. The results show that the campaigns are sporadic, each works upon its own program, and they do not have common uniformed goals. This makes them have little or no impact at all. Further, these campaigns are not of interest to the officials and the responsible government. The execution of these campaigns is seasonal and most of the time is a reaction towards a crime. These campaigns are not planned and there is no actual collaboration between them. Besides, these campaigns depend highly on financial resources, so if there is an absence of such resources, there will be an absence of these campaigns respectively.

These factors weaken the strength of lobbying and advocacy campaigns. They make them have little or no effect in mobilizing masses and audiences. They also lead to making them marginal on the page of the interests of officials and governors. The findings of this study have a

number of important implications for future practice so that these campaigns could gain greater impact and interest:

1. lobbying and advocacy campaigns must be unified and well-planned among all women's associations to preserve women's rights to obtain protection from all forms of violence
2. There should be an outline for a well-planned program that governs the nature of these campaigns for example choosing the appropriate timing, means, content, and participants.
3. There should be means of communications, virtual if not realistic, between these campaigns in order to set shared goals between them so that the power of persuasion would be greater.
4. These campaigns have to come up with new ways of persuasion and act more effortlessly and seriously to gain officials' interest.
5. Lobbying and advocacy campaigns should act permanently not seasonally and assert on achieving their aims via updating their states and increasing their resources.
6. Managing to use simple means, like posting on Facebook or Twitter, would have a great impact on masses and officials in the absence of financial resources.

Limitations of the study:

This study depended on in-depth interviews as the research tool. The analysis of data was done in light of the given information by respondents.

However, the study did not include a content analysis of social media lobbying and advocacy campaigns. In other words, the focus was on the answers of respondents but not on the analysis of the content of these campaigns. Moreover, the boundaries of the research covered West Bank only without Gaza strip because it was very hard to reach some institutions.

Suggestions for future research

This research focused on the part of social media lobbying and advocacy campaigns regarding VCAW. It depended on in-depth interviews but not on content analysis. Hence, the researcher suggests for other interested researchers to adopt an in-depth analysis of the content of social media lobbying and advocacy campaigns. Further, the researcher suggests that researchers should identify the strategies and techniques these campaigns used in order to mobilize masses and pressure on officials. Finally, it is suggested that researchers should identify the strengths and weaknesses of social media lobbying and advocacy campaigns and their impact on people.

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جامعة النجاح الوطنية

عمادة كلية الدراسات العليا

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إعداد الباحثة

فاتنة زياد عبد معالي

إشراف

د. معين الكوع

بكلية

قدّمت هذه الرسالة استكمالاً لمتطلبات درجة الماجستير في
الدراسات العليا في جامعة النجاح الوطنية في نابلس، فلسطين.

2021

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إعداد:

فاتنة زياد عبد معالي

إشراف:

د. معين الكوع

الملخص

وفقاً لتقارير الأمم المتحدة، تعرضت أكثر من 37% من النساء في العالم العربي للعنف المنزلي، حيث أكدت أحدث الإحصائيات المتوفرة في فلسطين أن ما يقارب 46% من المشاركين قد تعرضوا للعنف العائلي، وأن أكثر من 21% تعرضوا للعنف الجسدي طوال حياتهم. والذي ساهم في هذا عوامل ثقافية واقتصادية واجتماعية مختلفة، بما في ذلك العار الاجتماعي والخوف على صورة الأسرة الذي أدى إلى إحجام المرأة عن التنديد بهذه الأعمال والتحدث، ومع ذلك فإن الردود من الجهات الرسمية ضئيلة. هدفت هذه الدراسة بشكل أساسي إلى التعرف على دور حملات الضغط والمناصرة عبر وسائل التواصل الاجتماعي في رسم السياسة العامة في الضفة الغربية فيما يتعلق بجرائم العنف ضد النساء. ولتحقيق هذا الهدف استخدمت الباحثة المنهج الوصفي التحليلي لوصف الظاهرة والتعرف على دورها وأثرها، وضمن هذا النوع استخدم المنهج الكيفي باعتباره يحقق أهداف الرسالة، وعليه استخدمت الباحثة المقابلات المعمقة واعتمدت تقنية كرة الثلج في اختيار عينات الدراسة. حيث تكونت العينة النهائية من (9) جمعيات نسوية، و(7) إعلاميين، و(3) أكاديميين، و(3) نشطاء. طورت الباحثة نموذجين من المقابلات، حيث تكون السؤال الأول من (13) سؤالاً تم تخصيصها للجمعيات النسوية، فيما تكون النموذج الثاني من (7) أسئلة مصممة خصيصاً للإعلاميين والأكاديميين والنشطاء. وبعد ذلك تم جمع البيانات

وتحليلها. أظهرت نتائج الدراسة أن حملات الضغط والمناصرة على وسائل التواصل الاجتماعي تهتم بجرائم العنف ضد المرأة بجميع أشكالها، بالإضافة إلى مساهمة هذه الحملات بشكل جزئي في تعديل بعض القوانين مثل قانون سن الزواج في الضفة الغربية. كان لهذه الحملات تأثير ضئيل على السياسات العامة وحشد الجماهير. بالإضافة إلى ذلك أظهرت النتائج أن التركيز على قضية دون أخرى مرهون بالموارد المادية والبشرية، التوقيت وأداة وملابس قضية العنف، أخيراً تعتبر حملات الضغط والمناصرة حملات موسمية غير منظمة. وفي ضوء نتائج هذه الدراسة أوصت الباحثة بما يلي: يجب أن تكون حملات الضغط والمناصرة موحدة ومخطط لها جيداً من قبل جميع الجمعيات النسائية التي تسعى للحفاظ على حقوق المرأة في الحصول على الحماية من جميع أشكال العنف، كما ويجب يجب أن يكون هناك مخطط عام لبرنامج معد بدقة يحكم طبيعة هذه الحملات مع الأخذ بالاعتبار اختيار التوقيت المناسب والوسائل المناسبة والمحتوى الهادف واختيار الجمهور المستهدف بدقة.

الكلمات المفتاحية: الضغط والمناصرة، جرائم العنف ضد المرأة، مساهمات، سياسات عامة، حشد جماهيري، الضفة الغربية