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Abstract



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### **Fake News in Palestine: Exploratory Research into Content, Channels and Responses**

"Fake News in Palestine: Exploratory Research into Content, Channels and Responses" was developed by 7amleh - The Arab Center for Advancement of Social Media to respond to the growing, and unstudied phenomenon of fake news in Palestine.

This study provides an introduction to fake news in Palestine and depends on multiple and integrated research tools that are based on a comprehensive research sample that represents different Palestinian populations.

The study relies on a literature review about fake news and three research tools: (1) three focus groups about the concept of fake news in Palestine (in the West Bank, Gaza Strip, and Israel); (2) a survey that includes 515 respondents; (3) interviews with five media experts and representatives of monitoring organizations for detecting fake news.

The study analyses the respondents' ideas about which entities produce the most fake news (Palestinian, Israeli, private companies, secular political parties, Islamic political parties, security services, media outlets, social activists, political leaders, civil society, and religious leaders). The survey measures the percentage of fake news in Palestine in general, as well as the type of news most published (Palestinian, Arab, global, Israeli). It also measures the percentage of fake news in traditional media (newspapers, radio, television), and the percentage of fake news in digital media (Facebook, Twitter, TikTok, WhatsApp, videos, websites, emails, pages with high numbers of followers and pages of celebrities) and the times in which fake news thrives. For example, in times of war or political division, the propaganda of political parties, marketing campaigns, disasters, economic recovery, and economic depression. Furthermore, the survey measures the political, economic, and social circumstances that are affected by fake news, and the best methods (applications, human interventions) to respond to the phenomenon of fake news in Palestine.

**Brief Bio :**

Saleh Mashaarqa is a lecturer at the Media Department of Birzeit University. He was a learning designer, and academic supervisor for "Birzeit Diploma for digital media" 2019-2021. He is also a trainer at the Media Development Center (BZU), with training topics such as: "Multimedia, media literacy, media ethics and codex, verification in new media, gender topics in journalism".

As a columnist and editor, he has 22-year experience at the Palestinian media. Mashaarqa was a coordinator of research and policies unit at MDC: He supervised during 2014-2018 a series of media research and in his unit, he produced 12 research and 6 policy papers about contemporary media topics.

As a coordinator of "media – education component" at the National Media initiative hosted by the MDC, Mashaarqa edited 6 curricula for teaching media in many Palestinian Universities (2015-Now).