



# Echoes in the Digital Realm:

Report on World Wide  
Engagement and Narratives on  
The Events in Gaza

A digital intelligence report on online  
conversations and engagement from  
**7/10/2023 – 20/10/2023**

October 21<sup>th</sup> 2023



# About Makana 360



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- We provide companies, governments, NGOs, foundations, research centers, and businesses with an in-depth understanding of their targeted audiences and public concerns at large. Our innovative social listening methodology combines technology and human insight to collect millions of communications across digital media platforms such as Instagram, Twitter, Facebook, YouTube, blogs, conversation forums, news websites and other outlets. We analyze public perceptions of an issue at scale, from local to global.
- Makana 360's strategic social intelligence services provide organizations with the ability to identify data points of public sentiment among various constituencies in real-time and without the bias of a formal survey or focus groups. In turn, Makana 360's recommendations are adjusted as needed by continuing to monitor public feedback, further enhancing the effectiveness of our methodology.
- In the past two years, Makana 360 has successfully assisted numerous organizations on such financial sector (Bank Safwa, Bank Al Etihad, Bank Capital and Blink), Public Sector (Royal Hashemite Court, Jordan Economic Modernization Vision) World Defence Show as KSA), telecommunication (Ooredoo Group for 3 countries at GCC), Media (BeIN Media group, TOD.TV) NGOs (Crown Prince Foundation, FNF, NRC) , Innovation Hub such Techworks fab lab, sport (world cup 2022), healthcare like Novartis pharma, and other interventions in local and regional studies on elections, media, political participation and others
- Our team consists of leading communication strategists, social intelligence, data analysts, policy, and international development experts and is supported by more than 100, in-country native speakers across the globe who provide local context for conversations.

# About the Politics and Society Institute



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- The Politics and Society Institute (PSI), is a Jordanian nonprofit policy and research organization established to advance practical research, innovative ideas and realistic solutions towards building a more prosperous Jordan and a stable region.
- The Institute is an independent organization that aims to deepen the understanding of public policy and decision-making processes and to build a better knowledge platform of domestic and regional dynamics that will define our future.
- PSI advances its mission guided by values of rule of law, civil society, good governance and moderation. It provides an innovative, integrated and global approach to its analysis of complex trends and transformations with particular attention to youth dynamics. A Board of Trustees oversees and guides the Institute's plans and programs. The Executive President manages all its programs with the support of the PSI team and Associated Advisors.
- PSI aims to provide practical solutions, based on up to date studies and research in political, economic, security and social fields. The Institute hopes to define future trends for Jordan and the region through its analysis and projections, focusing on impact of accelerating transformations on the politics and societies of the Middle East.



- **Conversations or Mentions:** Indicates the total number of social media posts/news articles/blogs where any of the specified topics and related keywords were mentioned.
- **Engagement:** The total amount of likes/comments/shares/retweets that the conversations received; which reflects the level of audience interest generated by a specific subject.
- **Influencers:** Individuals who consistently generate content and wield considerable influence in shaping public opinion within particular industries or topics.
- **Media Type:** Refers to the type of platform that the conversations were collected from, including but not limited to X (Twitter), Facebook, Instagram, Online news websites, blogs and forums.
- **Source:** A website, forum, or social media channel from which results are delivered and sourced from.





- In the wake of escalating tensions in Palestine, especially Gaza, the digital realm has seen an unprecedented surge in conversations and media coverage. These conversations offer a window into global perspectives, providing varied interpretations of the evolving situation.
- For this report, our team has embarked on a meticulous journey to capture, gather, and analyze these digital conversations and their corresponding engagements. Our goal is to understand the global flow of information and its nuances, drawing insights into the diverse narratives, their sources, and the extent of their reach. A particular emphasis has been placed on understanding the volume and nature of these conversations, pinpointing who's driving them. Moreover, we've dedicated a section to explore the reactions and sentiments of Jordanians amidst these developments, aiming to shed light on this unique perspective.
- This digital intelligence report on online conversations and engagement from 7/10/2023 – 20/10/2023



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# Global Engagement Analysis

Conversations and Engagement  
Around the world on the Events in  
Gaza

**7/10/2023 – 20/10/2023**

**October 21<sup>th</sup> 2023**



# Volume of Conversations and Engagement Around the World (7-20 Oct 2023)



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## Source of Conversations (Post, Comments, Article..etc)

311.3M

## Source of Engagement (Comments, Retweet, Share, like..etc)

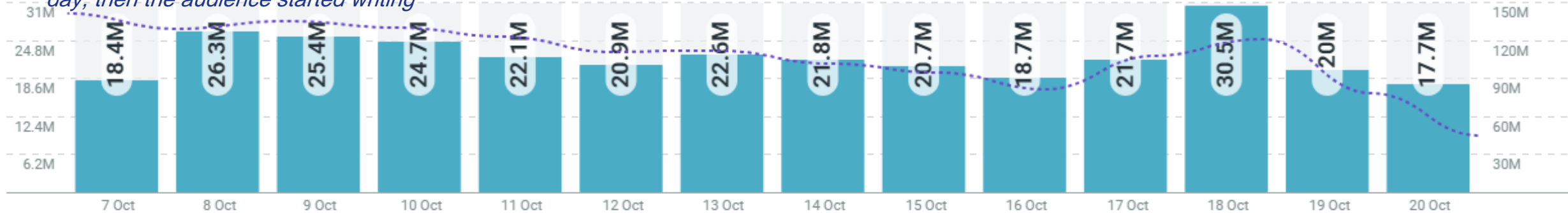
1.5B

## Volume of Media/PR News Articles

9M

Came from: 128.2K  
Media Outlets

*The Operations Started in Gaza:  
The Engagement was very high on the first  
day, then the audience started writing*



Results

■ Flood X

Engagement

■ Flood X

# Conversations Platforms and Engagement

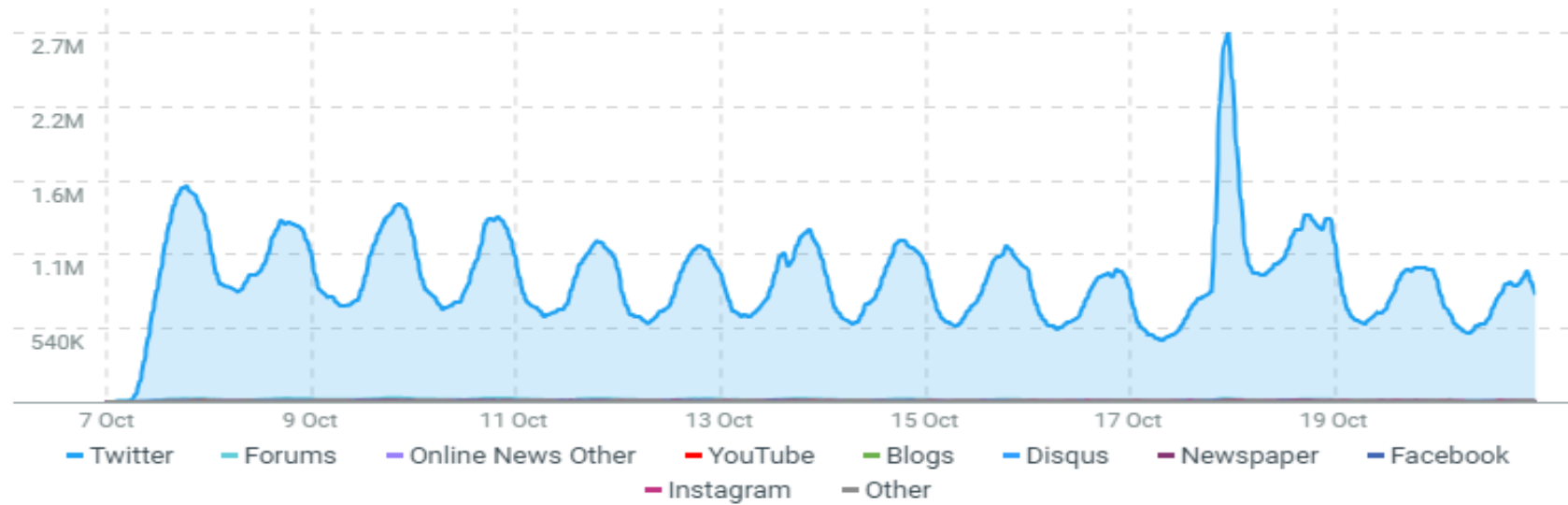
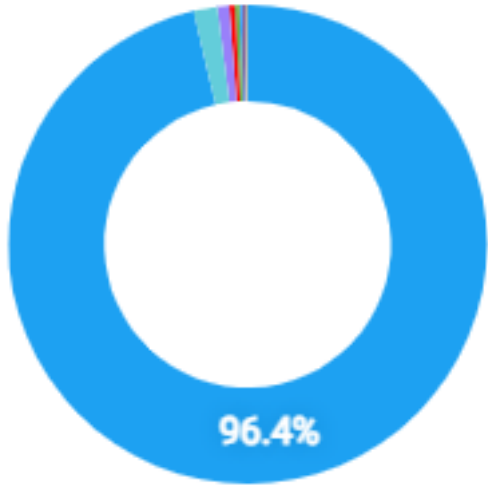
(7-20 Oct 2023)



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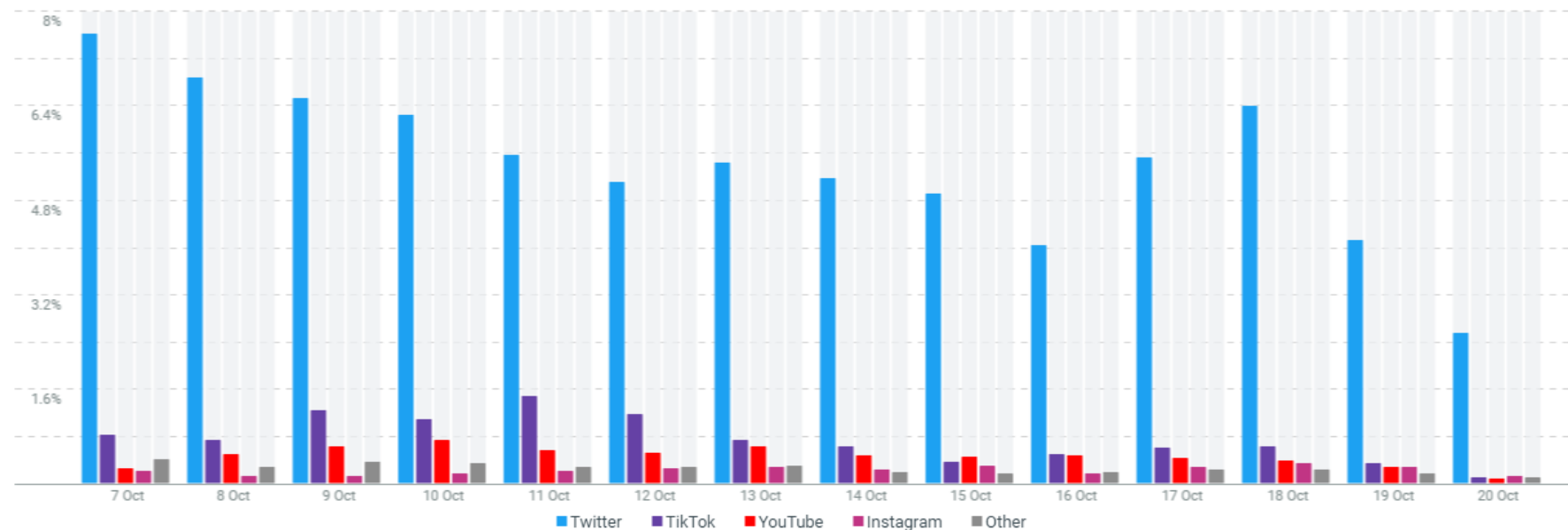
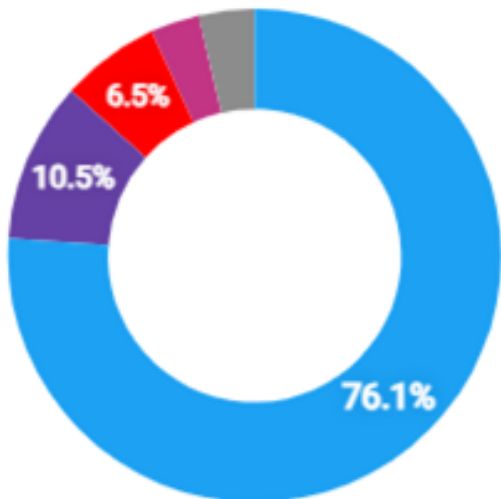
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## Source of Conversations



Twitter is the leading platform, with **96.4%** dominating the discussions and with **76.1%** engagements, while TikTok holds a **10.5%** share of engagement.

## Source of Engagement





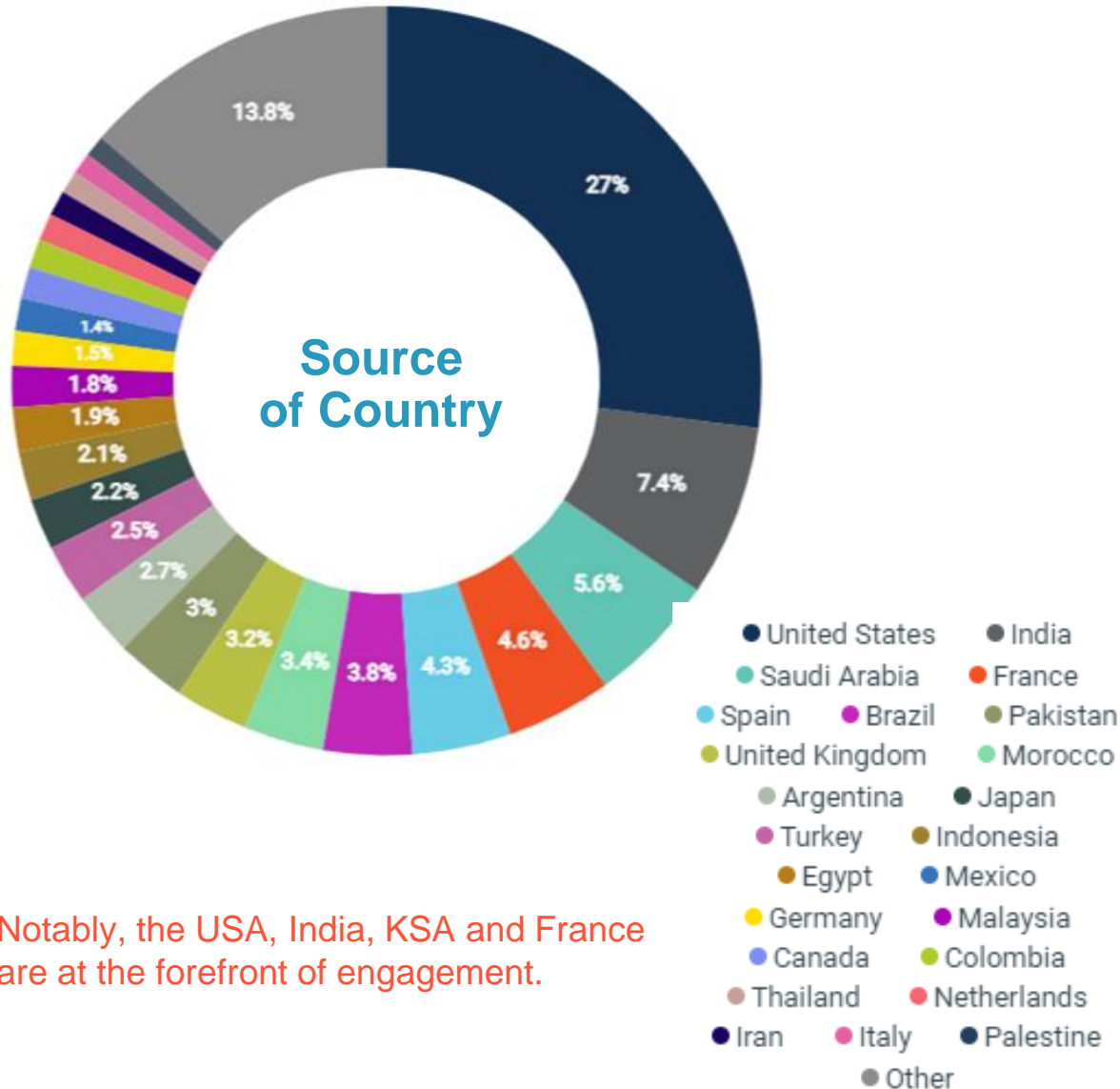
# The Countries and Languages Conversations

(7-20 Oct 2023)

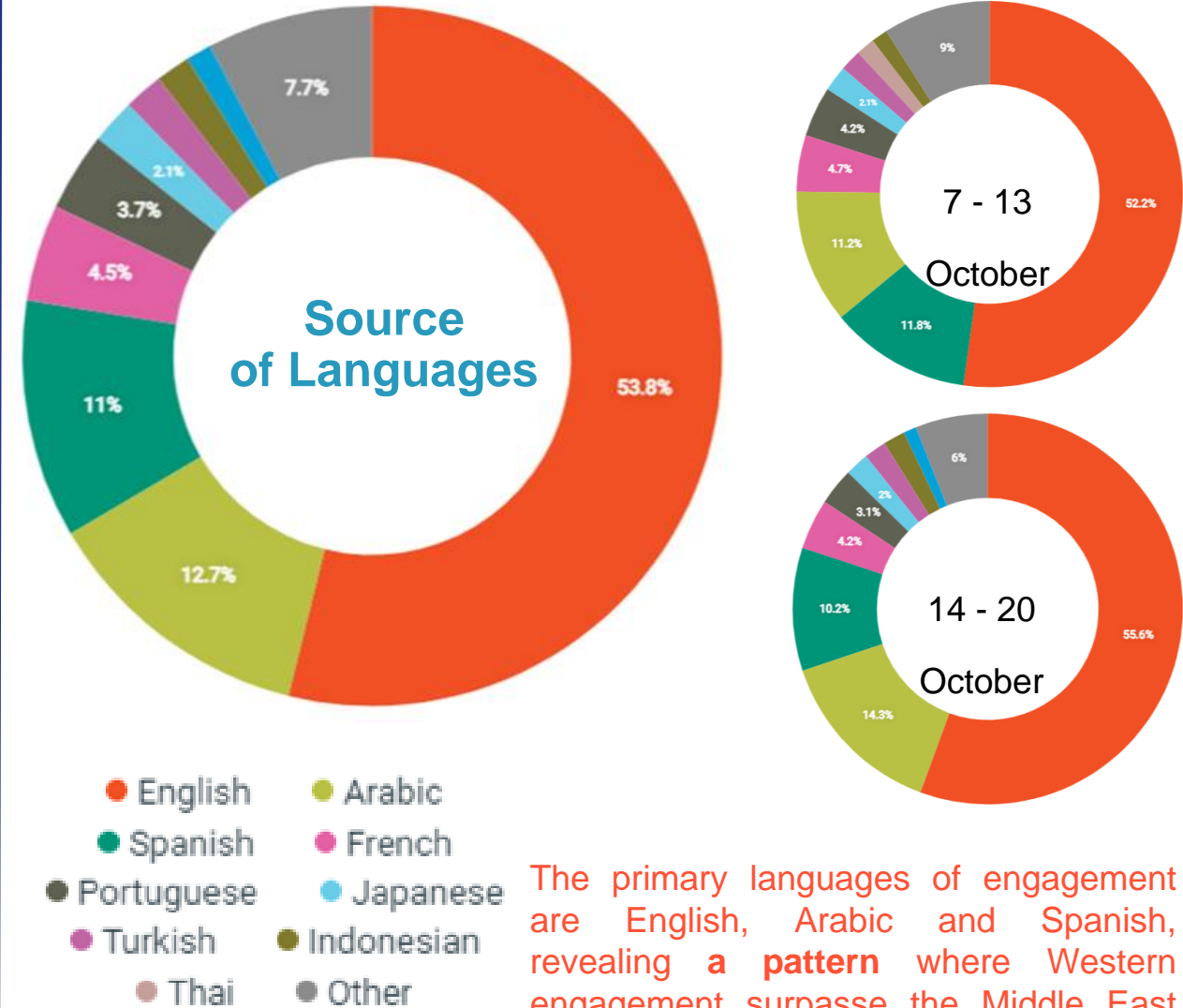


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Notably, the USA, India, KSA and France are at the forefront of engagement.



The primary languages of engagement are English, Arabic and Spanish, revealing a **pattern** where Western engagement surpasses the Middle East engagement.

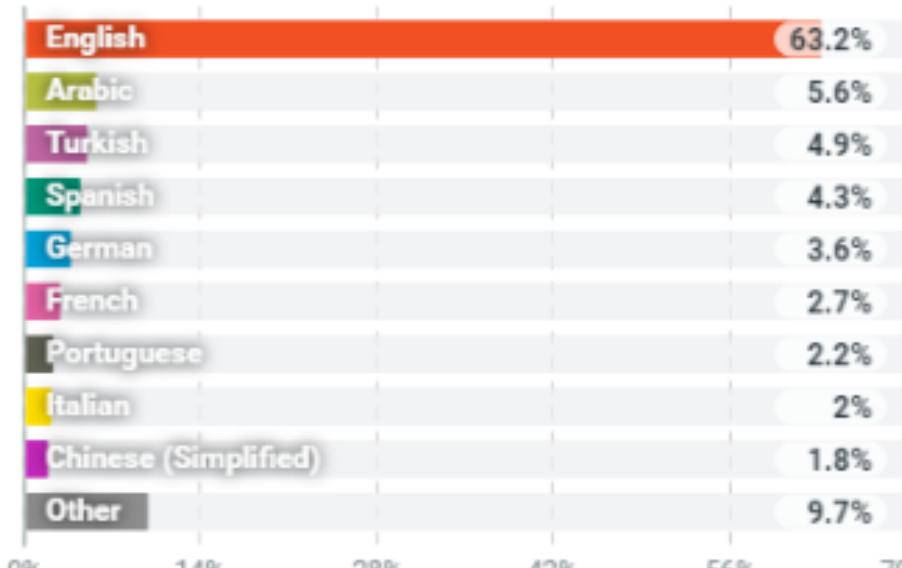
# The Languages of the News Websites and Blogs

(7-20 Oct 2023)

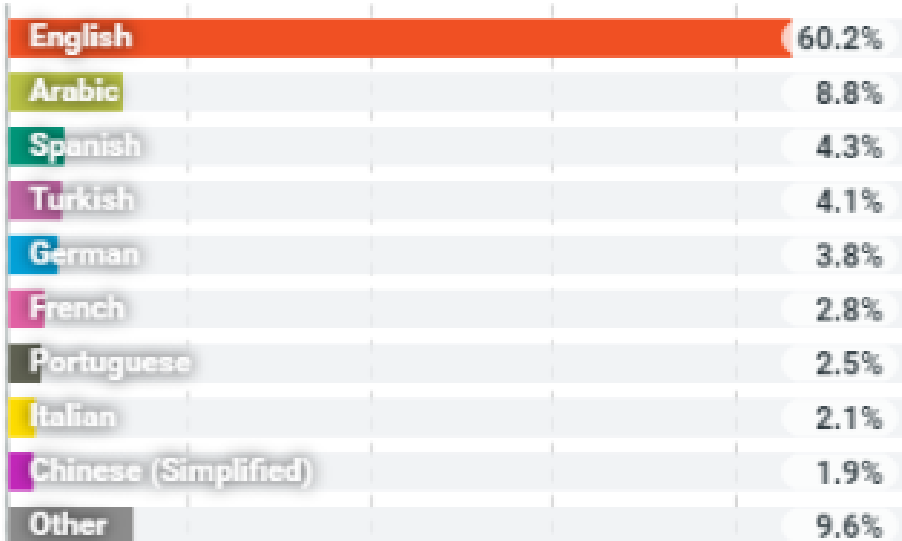


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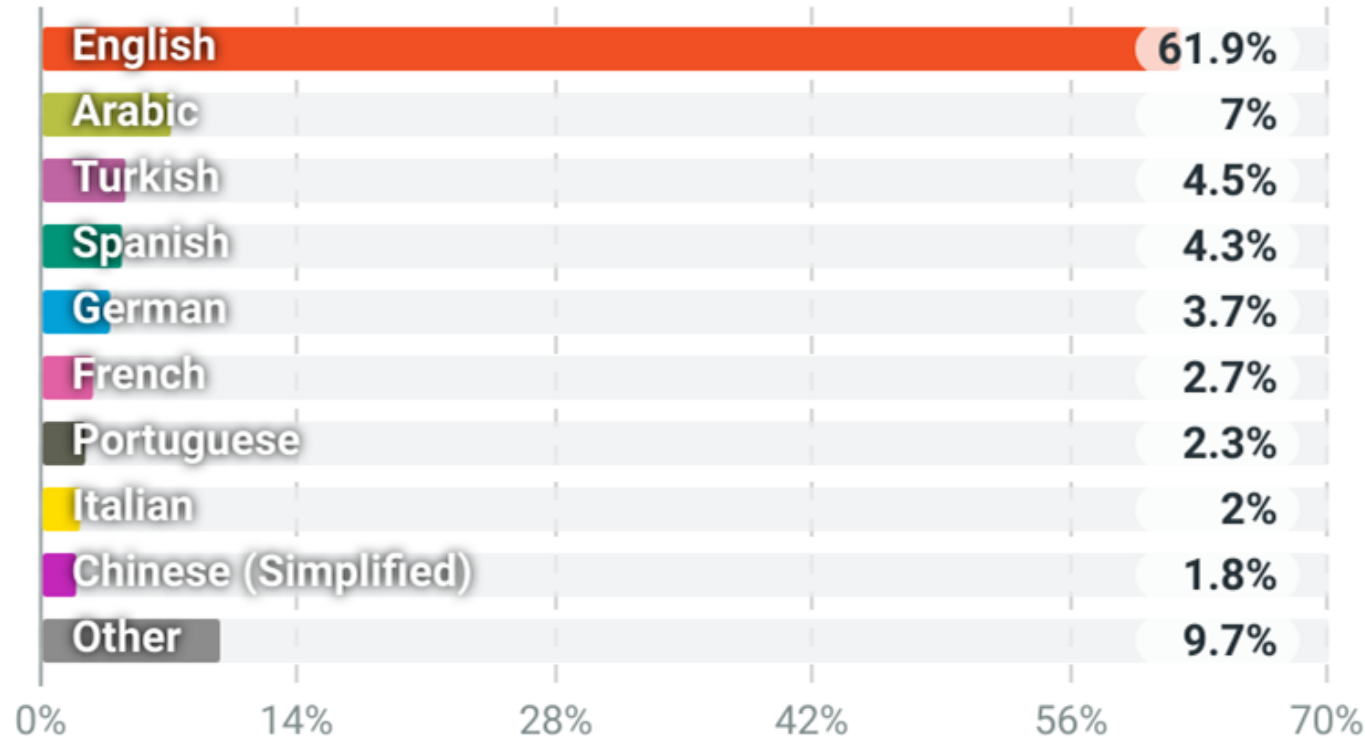


7 - 13  
October



14 - 20  
October

## The Most used language in the news websites and blogs

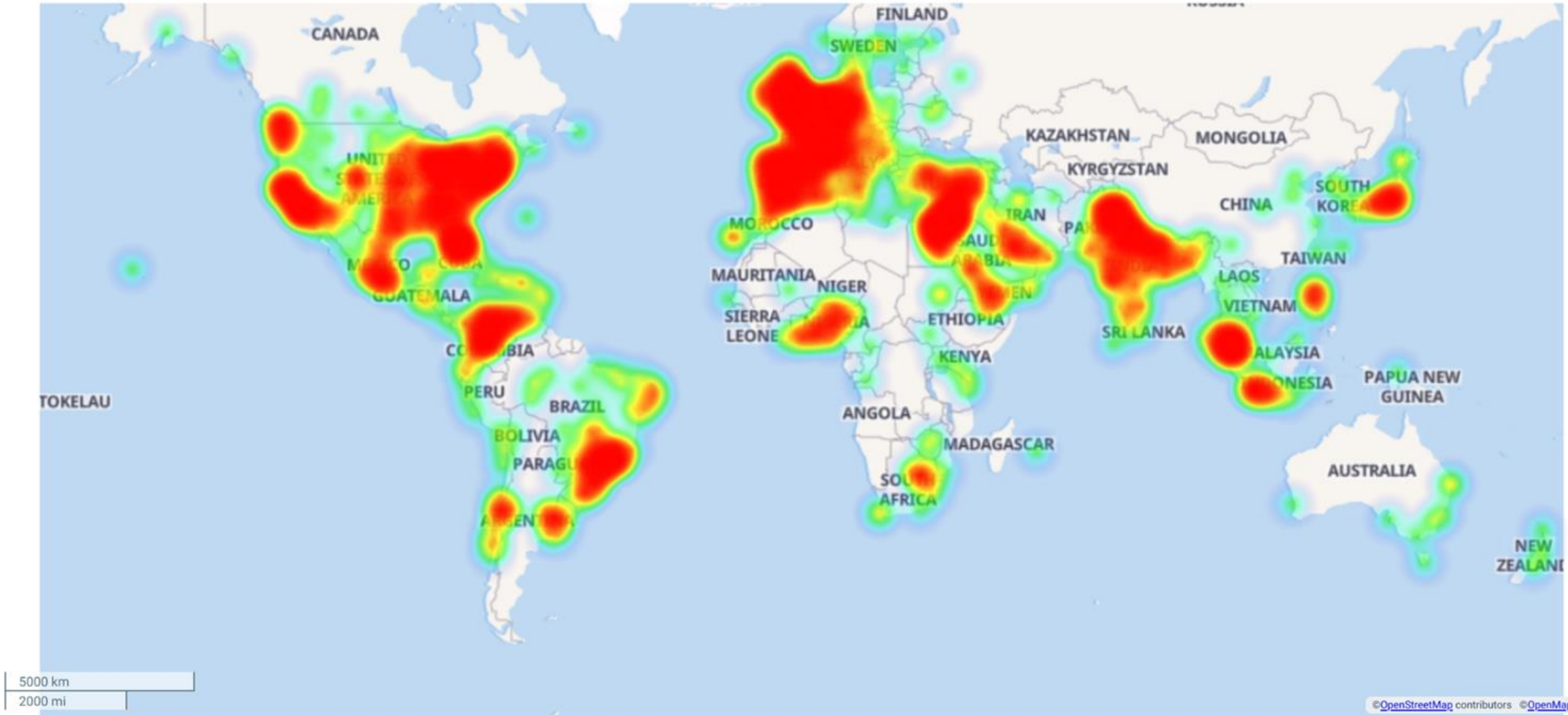


# Distribution of the Conversations Around the World Map

(7-20 Oct 2023)



## WORLD MAP



# Audience Analysis

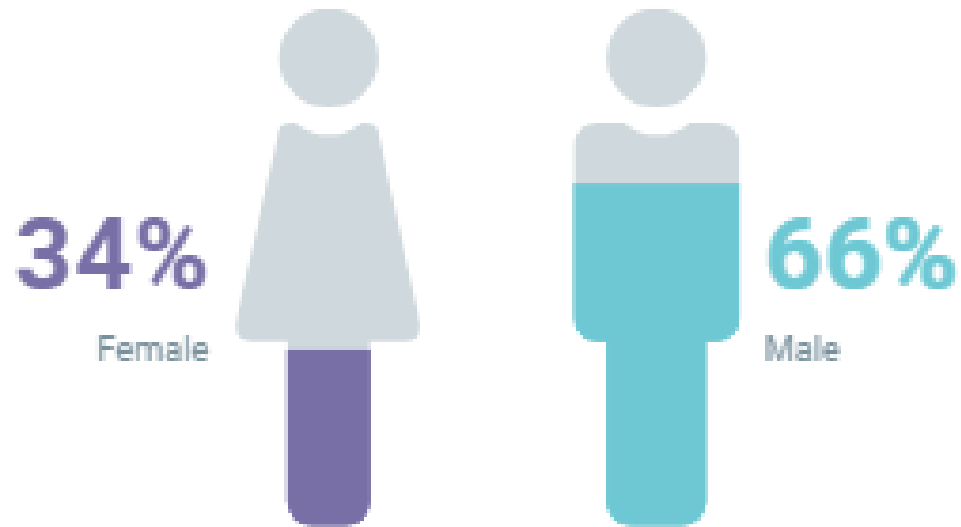
(7-20 Oct 2023)



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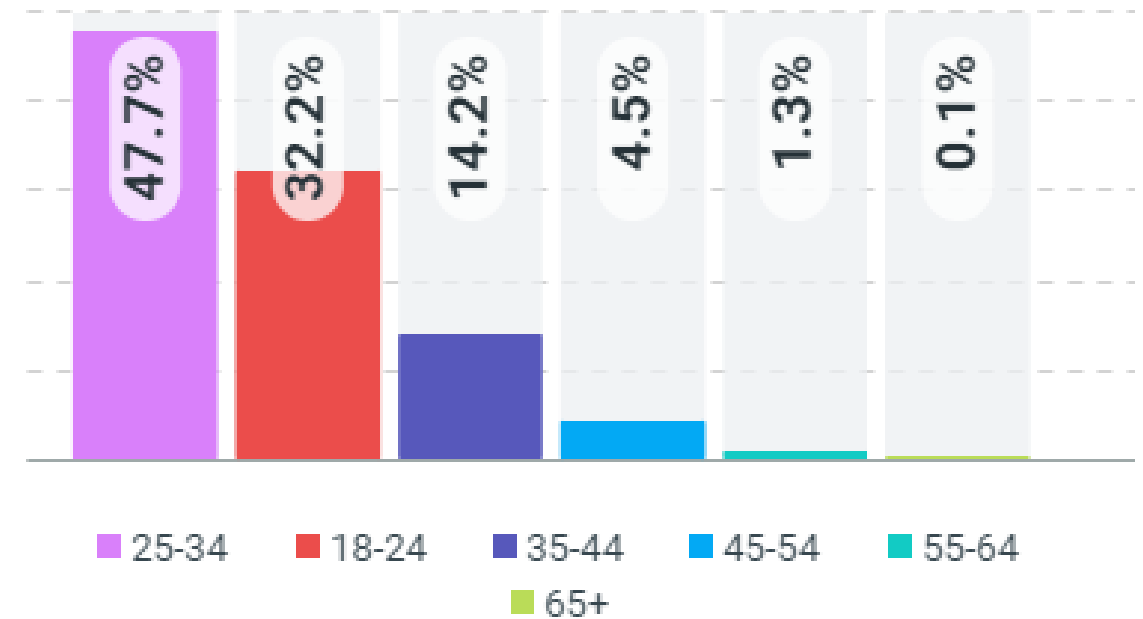
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## Gender



Men accounted for **66%** of the results, with women comprising only **34%** of the conversation and engagement.

## Age



Notably, the majority of engagement is driven by **youth and millennials**











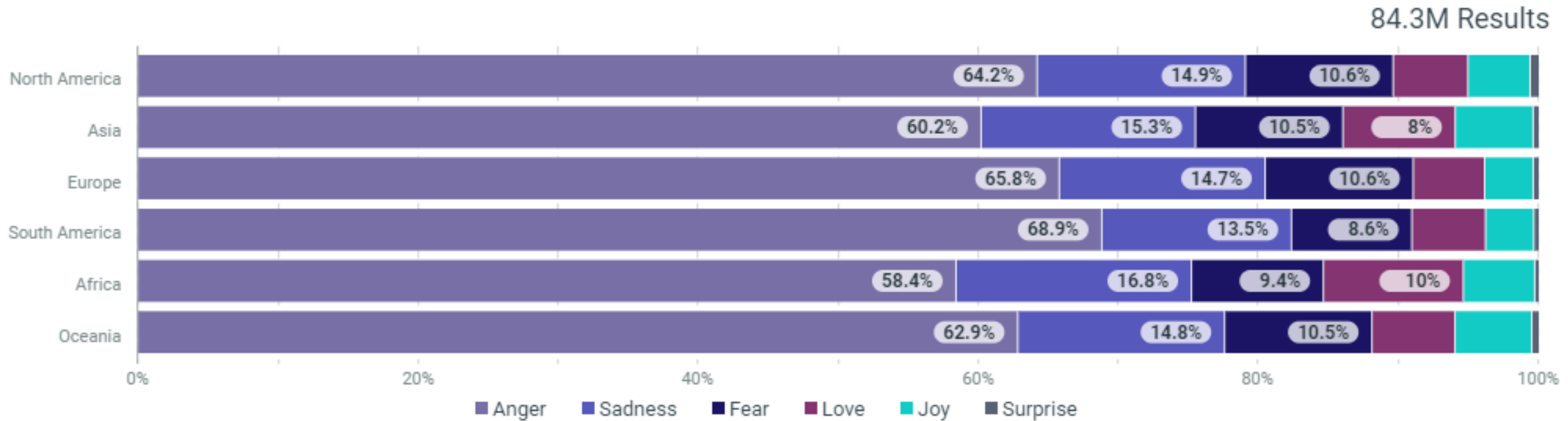
# The Tone of Voice or Emotions of the Conversations by Continent

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Generally, angry and sad emotions were very similar across all continents, **but Africa and Asia showed considerably higher love and support emotions.**






























# Top Influential Accounts that Have the Top Engagements

(7-20 Oct 2023)



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Influencer 	Network	Posts	Reach	Reach per mention	Engagement 	Engagement per mention
 <b>Jackson Hinkle</b>   @jacksonhinkle		496	585.2M	1.2M	24.4M	49.1K
 <b>Bilal Haddad   بلال الحداد</b> <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		29	165.6M	5.7M	14M	483.1K
 <b>Daily Mail</b> <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		118	809M	6.9M	10.3M	87.6K
 <b>العربية</b> <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		329	1.4B	4.2M	9.8M	29.6K
 <b>Al Jazeera English</b> <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		111	101.1M	910.8K	7.6M	68.8K
 <b>Censored Men</b>  @CensoredMen		290	160.9M	554.7K	6.9M	23.8K
 <b>Hurt CoPain</b>  @SaeedDiCaprio		50	15.2M	304.8K	6.8M	135.7K
 <b>Palestina Hoy</b>  @HoyPalestina		1.4K	489.3M	350.5K	6.4M	4.6K
 <b>nbcnews</b> <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		54	243.6M	4.5M	5.8M	107.2K
 <b>CNN</b> <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		78	216.3M	2.8M	5.1M	66K

# Top Influential Accounts that Have the Top Engagements

(7-20 Oct 2023)



7 - 13 Oct

	Influencer	Network	Posts	Reach	Reach per mention	Engagement	Engagement per mention
داعم	Bilal Haddad   بلال الحداد <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		14	78.4M	5.6M	9.4M	672.5K
	Daily Mail <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		66	441.4M	6.7M	8.1M	122.9K
	العربية <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		178	714.4M	4M	6.3M	35.4K
	Al Jazeera English <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		53	47.7M	899.5K	5M	95K
	CNN <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		50	134.8M	2.7M	3.8M	75.8K
داعم	Jackson Hinkle <a href="https://twitter.com/jacksonhinkle">@jacksonhinkle</a>		98	82.3M	840.2K	3.4M	34.8K
داعم	Hurt CoPain <a href="https://twitter.com/SaeedDiCaprio">@SaeedDiCaprio</a>		26	7.8M	300.8K	3.2M	121.7K
داعم	Censored Men <a href="https://twitter.com/CensoredMen">@CensoredMen</a>		168	87.6M	521.7K	3.1M	18.6K
	nowthis <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		8	49.6M	6.2M	2.9M	357.5K
	TRT World <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		31	12.9M	415.8K	2.8M	91.2K




























# Top Influential Accounts that Have the Top Engagements (7-20 Oct 2023)



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Influencer	Network	Posts	Reach	Reach per mention	Engagement ↓	Engagement per mention
داعم  Jackson Hinkle   @jacksonhinkle		398	502.9M	1.3M	21M	52.6K
داعم  Bilal Haddad   بلال الحدّاد <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		15	87.2M	5.8M	4.6M	306.4K
داعم  Censored Men  @CensoredMen		122	73.2M	600.2K	3.8M	31.1K
داعم  Palestina Hoy  @HoyPalestina		609	235M	385.8K	3.8M	6.2K
داعم  Hurt CoPain  @SaeedDiCaprio		24	7.4M	309.2K	3.6M	151K
 العربية <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		151	679.1M	4.5M	3.4M	22.8K
داعم  Lowkey  @LowkeyOnline		147	31.4M	213.4K	3.3M	22.7K
داعم  Dr. Anastasia Maria Lou...  @DrLoupis		187	156.9M	839.1K	3.2M	17K
 nbcnews <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		24	109.9M	4.6M	3.1M	127.5K
 Al Jazeera English <a href="http://www.tiktok.com/">http://www.tiktok.com/</a>		58	53.4M	921.2K	2.6M	44.8K



# The Influence of Jackson Hinkle

(7-20 Oct 2023)



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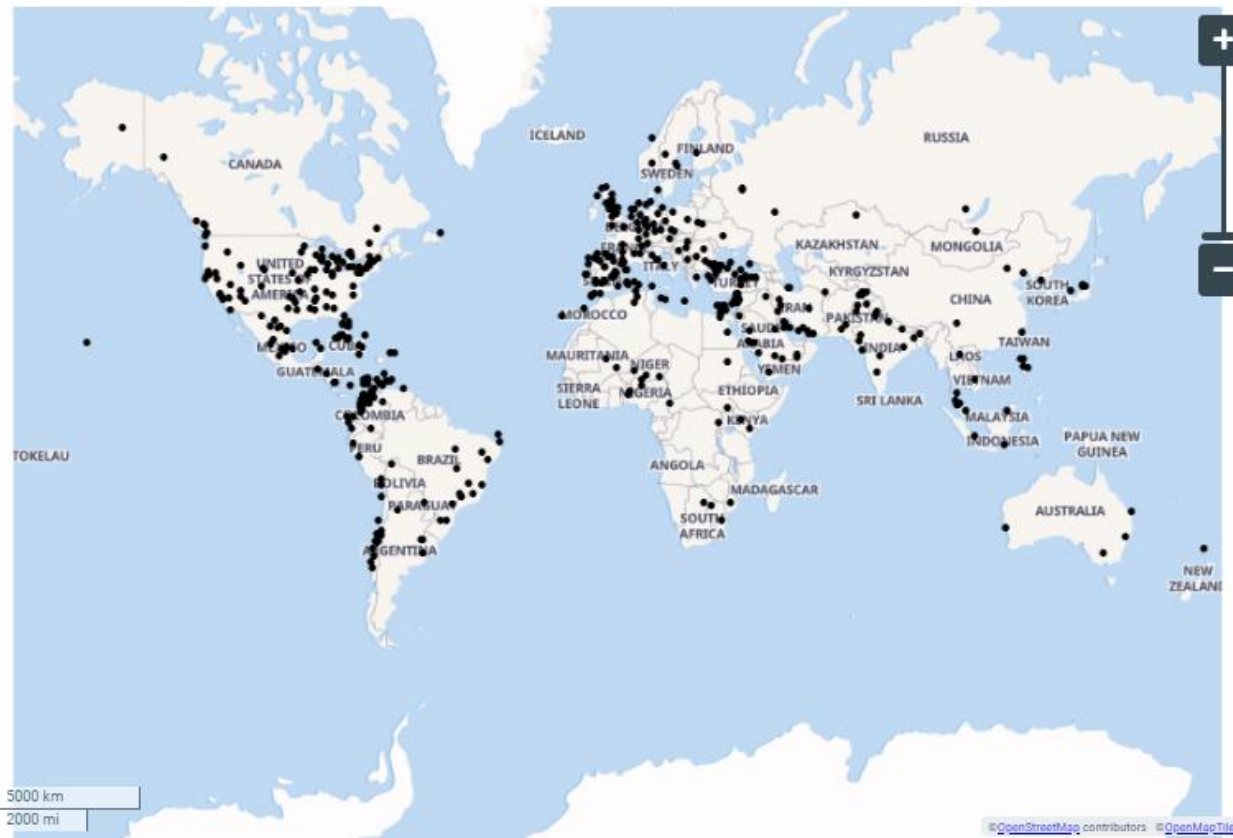


**Jackson Hinkle** 🇺🇸 ✓  
@jacksonhinklle

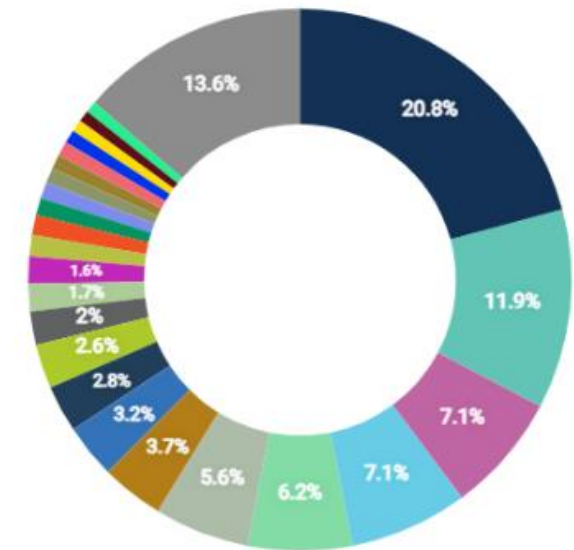
Jackson Hinkle is a prominent American political commentator who hosts the nightly political talk show "The Dive with Jackson Hinkle" on YouTube.  
Age: 21

Influencer	Network	Posts	Reach	Reach per mention	Engagement ↓	Engagement per mention
 <b>Jackson Hinkle</b> 🇺🇸 ✓ @jacksonhinklle		496	585.2M	1.2M	24.4M	49.1K

WORLD MAP



SHARE OF COUNTRIES/REGIONS



- United States
- Morocco
- Palestine
- United Kingdom
- United Arab Emirates
- Saudi Arabia
- Argentina
- Colombia
- France
- Germany
- Turkey
- Egypt
- India
- Indonesia
- Yemen
- Spain
- Mexico
- Brazil
- Canada
- Venezuela
- Netherlands
- Chile
- Other



# The Influence of Jackson Hinkle

(7-20 Oct 2023)



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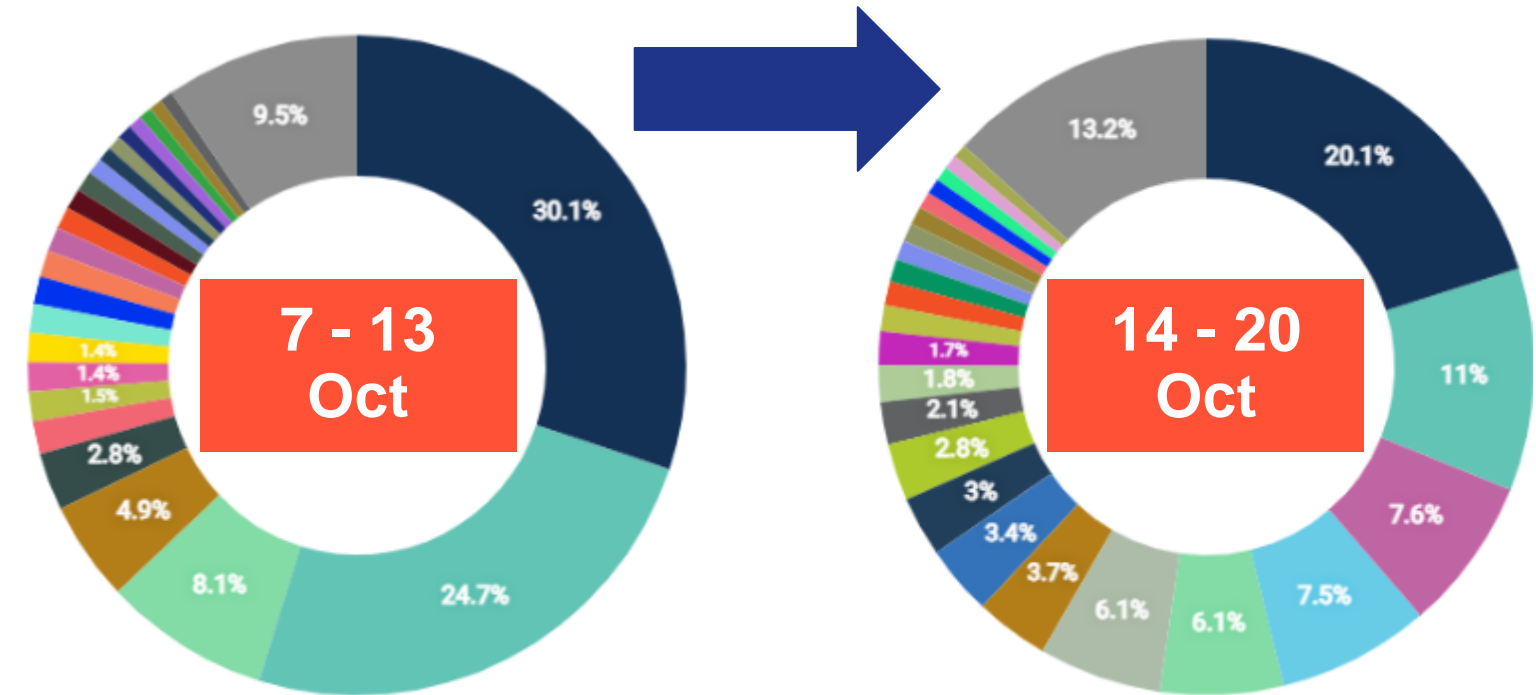
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**Jackson Hinkle**   
@jacksonhinklle

Influencer	Network	Posts	Reach	Reach per mention	Engagement	Engagement per mention
<b>Jackson Hinkle</b> @jacksonhinklle		496	585.2M	1.2M	24.4M	49.1K

Jackson Hinkle is a prominent American political commentator who hosts the nightly political talk show "The Dive with Jackson Hinkle" on YouTube. Age: 21



- United States
- Saudi Arabia
- Morocco
- Egypt
- Japan
- Netherlands
- United Kingdom
- Italy
- Germany
- Lebanon
- United Arab Emirates
- China
- Turkey
- France
- Yemen
- Iraq
- Canada
- Palestine
- Pakistan
- Hong Kong
- South Korea
- Norway
- Indonesia
- India
- Other

- United States
- Saudi Arabia
- Turkey
- Spain
- Morocco
- Argentina
- Egypt
- Mexico
- Palestine
- Colombia
- India
- Chile
- Brazil
- United Kingdom
- France
- Venezuela
- Canada
- Pakistan
- Indonesia
- Netherlands
- United Arab Emirates
- Jordan
- Cuba
- Oman
- Other




















# Top Influential Websites

(7-20 Oct 2023)



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Influencer 	Network	Posts	Reach	Reach per mention	Engagement 	Engagement per mention
 www.bbc.com	('A')	1.6K	249.3B	157.7M	805.4K	509.4
 www.breitbart.com		1.1K	11.1B	10.5M	792.2K	752.4
 worldnews		721.8K	4.8T	6.6M	716K	1
 www.laprensani.com		112	80.4M	717.5K	645.1K	5.8K
 www.foxnews.com	('A')	1.6K	88.4B	56.9M	531.3K	342.1
 www.mediaite.com		339	2.6B	7.8M	463.3K	1.4K
 nypost.com		663	44.8B	67.6M	381.7K	575.7
 www.timesofisrael.com		2.6K	12.1B	4.7M	283.7K	111.2
 boards.4chan.org		187.9K	4.7T	24.9M	259.4K	1.4
 www.bbc.co.uk	('A')	619	58.4B	94.3M	254.8K	411.7

# Top Influential Websites
















(7-20 Oct 2023)



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Influencer 	Network	Posts	Reach	Reach per mention	Engagement 	Engagement per mention
 www.bbc.com	('A')	868	134.6B	155.1M	580.4K	668.6
 www.breitbart.com		532	5.6B	10.5M	524.1K	985.2
 worldnews		425.9K	2.8T	6.6M	429.8K	1
 www.laprensani.com		52	40.2M	773.3K	427K	8.2K
 www.foxnews.com	('A')	814	46.3B	56.9M	330.4K	405.9
 www.mediaite.com		199	1.5B	7.6M	285.2K	1.4K
 nypost.com		337	22.8B	67.6M	268.7K	797.2
 www.bbc.co.uk	('A')	320	30.2B	94.3M	198.4K	620
 www.timesofisrael.com		1.4K	6.8B	4.7M	193.6K	134.4
 www.dailymail.co.uk		2.1K	225.8B	106.4M	187.9K	88.6



# Top Influential Websites





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Influencer 	Network	Posts	Reach	Reach per mention	Engagement 	Engagement per mention
 worldnews		295.9K	2T	6.6M	286.2K	1
 www.breitbart.com		521	5.5B	10.6M	268.1K	514.7
 www.bbc.com		713	114.7B	160.9M	225K	315.6
 www.laprensani.com		60	40.1M	669.1K	218K	3.6K
 www.foxnews.com		739	42.1B	56.9M	201K	271.9
 www.mediaite.com		140	1.1B	7.9M	178.1K	1.3K
 indianexpress.com		188	5.4B	28.7M	126.6K	673.2
 www.aljazeera.com		198	3.4B	17.2M	115.6K	583.9
 boards.4chan.org		78.9K	2T	24.9M	114.6K	1.5
 www.alarabiya.net		589	3.7B	6.3M	112.6K	191.1

# Type of Content That People Using

(7-20 Oct 2023)



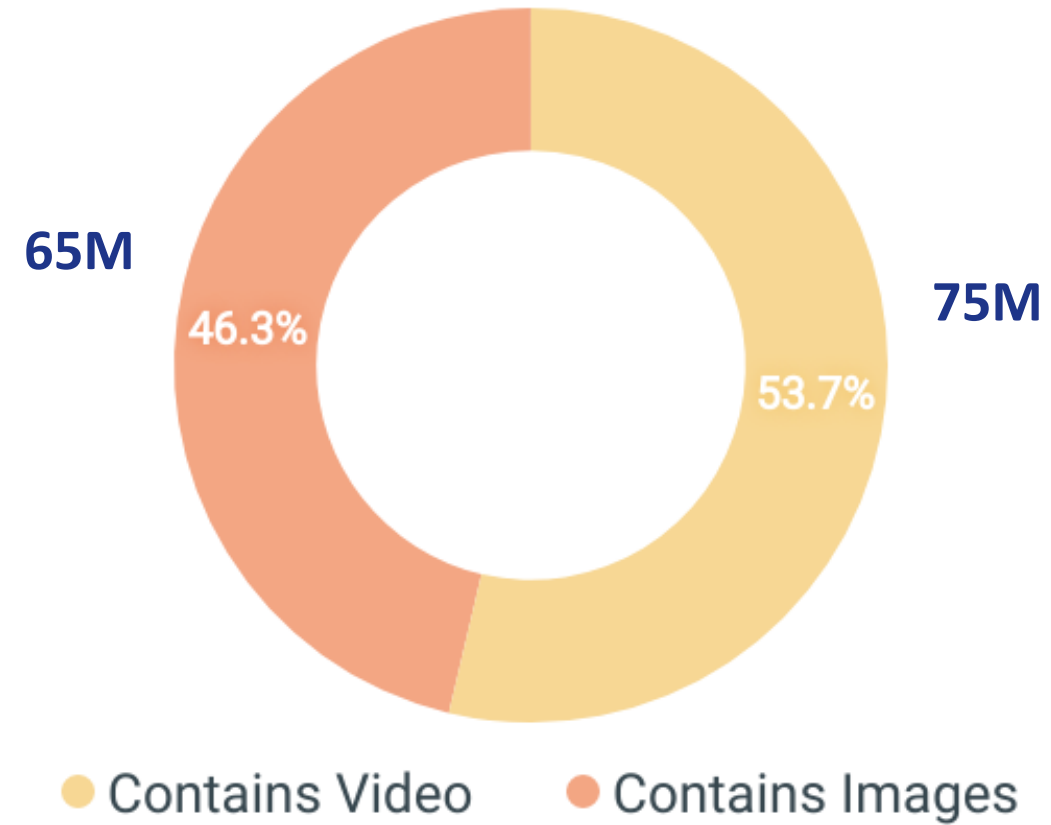
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## Text Content

**171 Million**

## Visual Content



In the past week, there were 171 million text-based content items and 140 million visual content items shared online discussing the topic







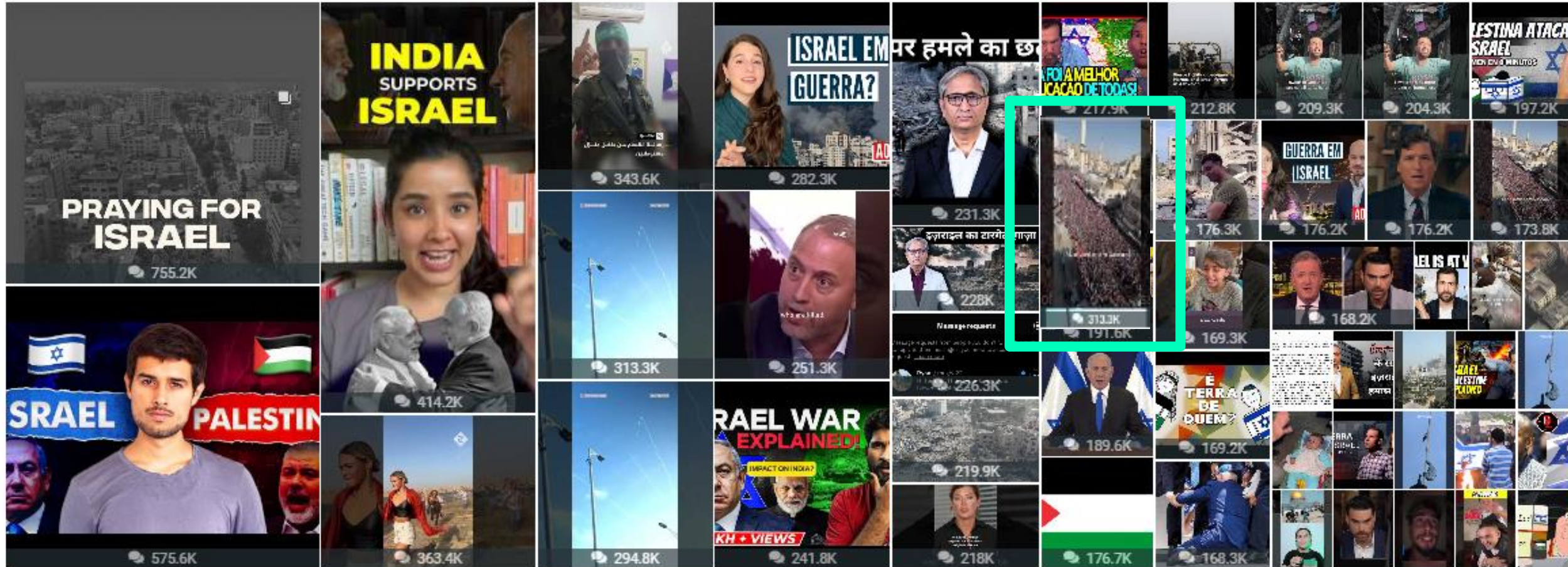
# Top Engaging Scenes That People Engage With (7-20 Oct 2023)



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مضمون السرد الفلسطيني قد ارتفع ليصبح واحدًا من أكثر المشاهد جاذبية، خاصة صور الدمار في غزة.







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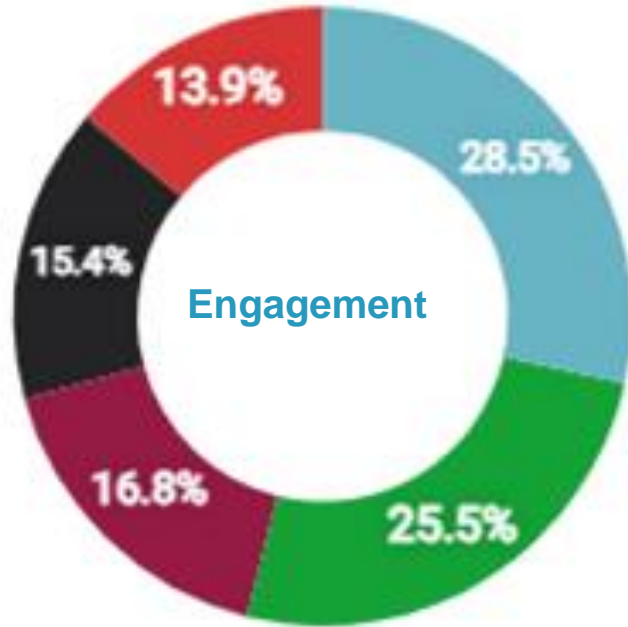
# Regional Narrative Influence Analysis

Comparative Analysis of Arab  
Narratives on The Events in Gaza  
7/10/2023 – 20/10/2023

October 21<sup>h</sup> 2023

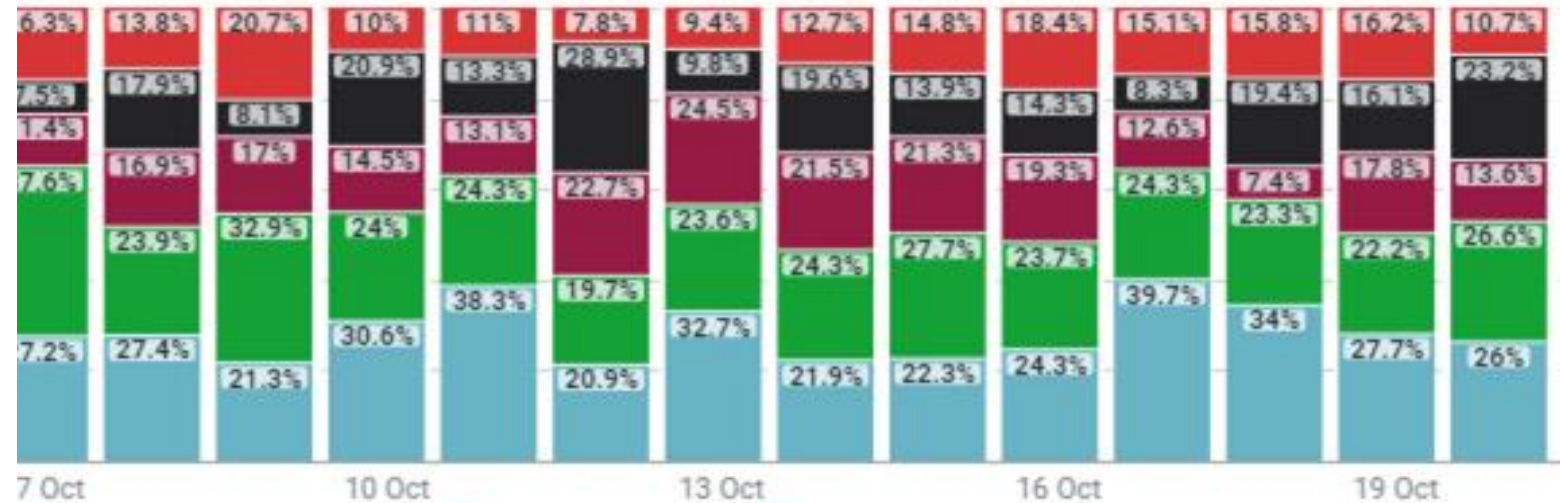


# Comparative Analysis of Arab Countries Narratives Impact Around the World from All Platforms (Social Media And Media)



- Jordanian Narrative
- Saudi Narrative
- Qatari Narrative
- Egyptian Narrative
- Emirati Narrative

87.7M Engagement



- Jordanian Narrative
- Saudi Narrative
- Qatari Narrative
- Egyptian Narrative
- Emirati Narrative







# Domestic Engagement Analysis

**Conversations and Engagement in  
Jordan related to the Events in  
Gaza**

**7/10/2023 – 20/10/2023**

**October 21<sup>h</sup> 2023**





# Volume of Conversations and Engagement in Jordan Gaza Events



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## Volume of Conversations



## Volume of Engagement



## Volume of Media/PR News Came from:

126



*The Operations Started in Gaza:  
The Engagement was very high on the first  
day, then the audience started writing*

3.1M Results



Results

■ Flood

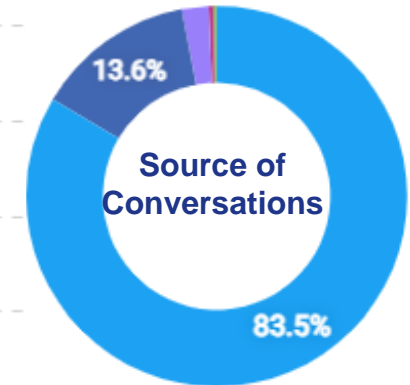
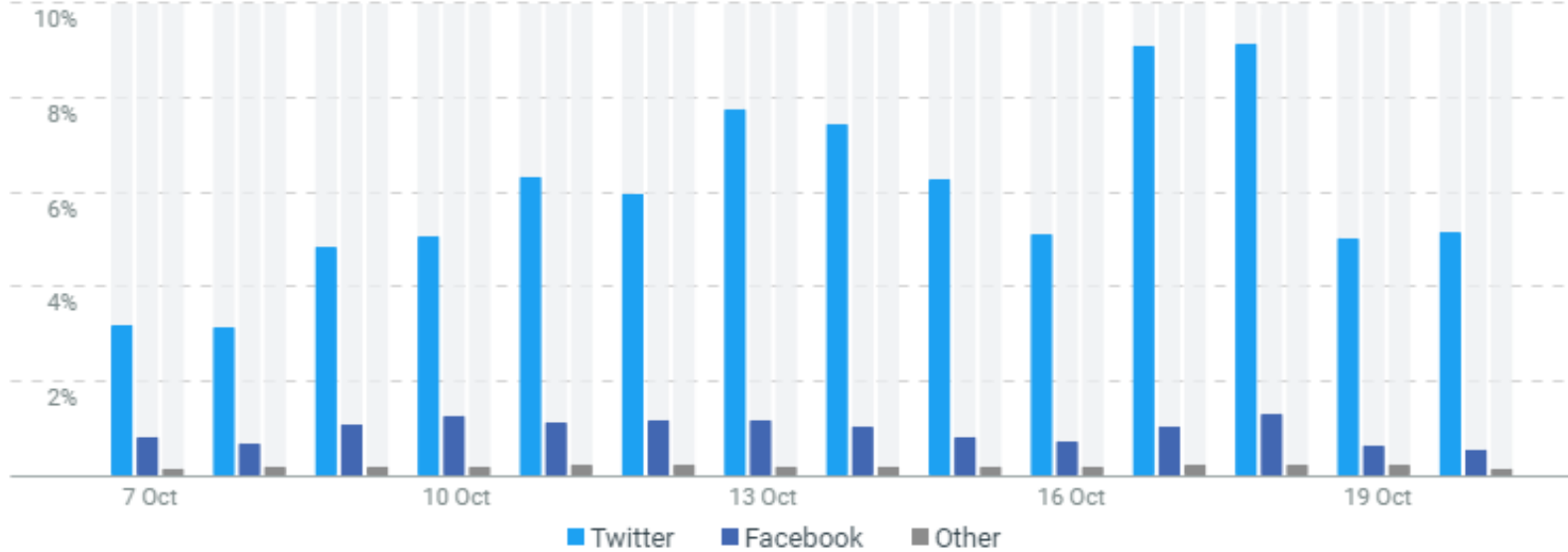
Engagement

■ Flood

# Source of Conversations And Engagement in Jordan By Platform

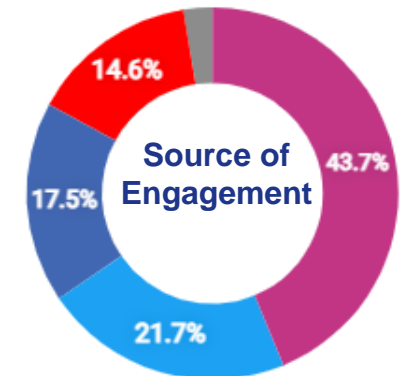
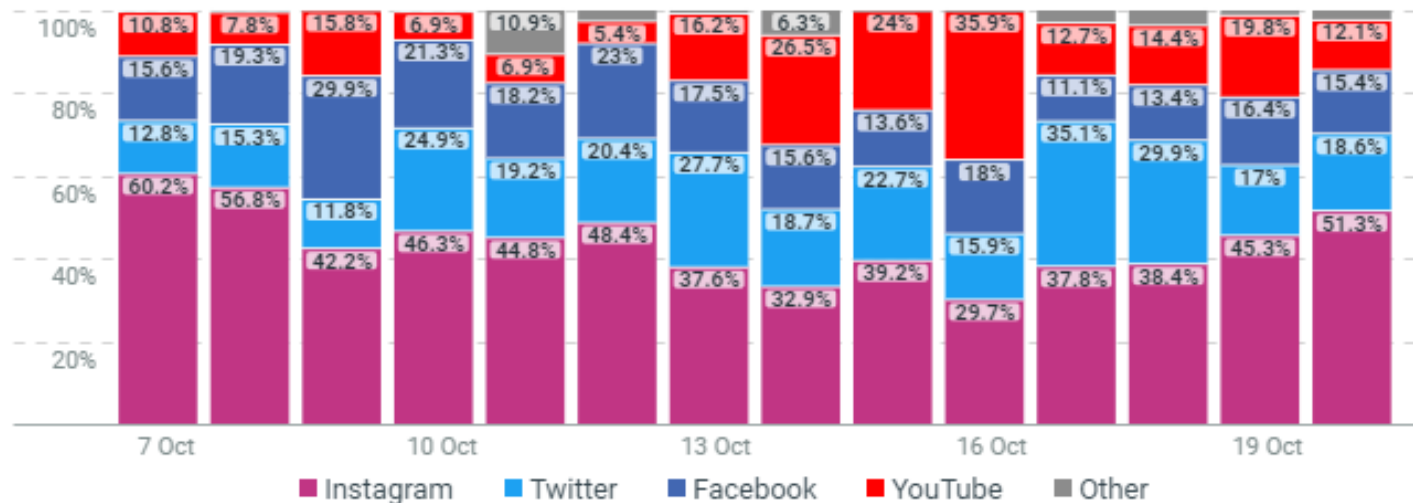


Significant increase in Twitter (X) usage by time



- Twitter
- Facebook
- Online News Other
- Instagram
- Blogs
- Newspaper
- YouTube
- TikTok
- LinkedIn

Significant decrease in Instagram and Facebook Usage



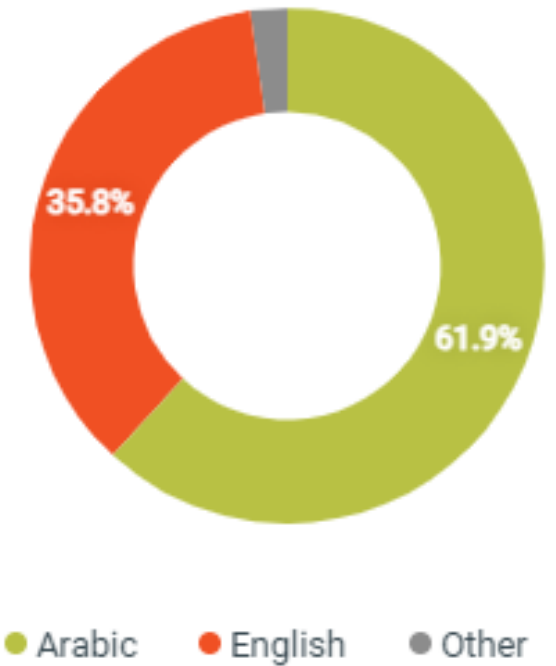
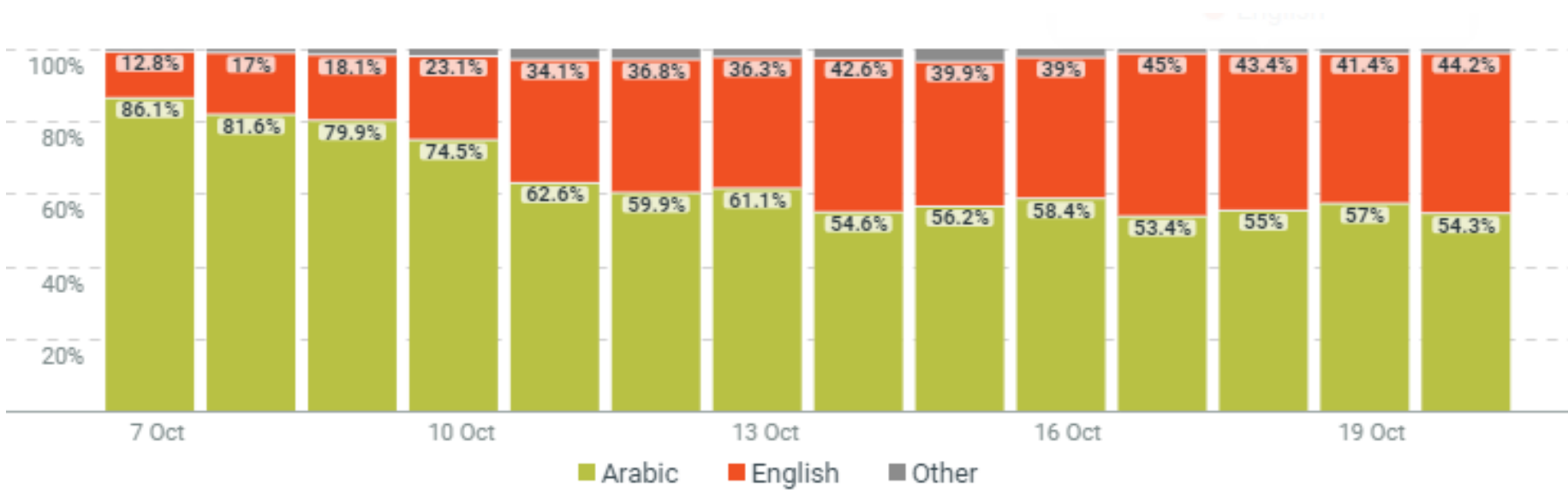
- Instagram
- Twitter
- Facebook
- YouTube
- Other

# Source of Conversations And Engagement in Jordan By Language



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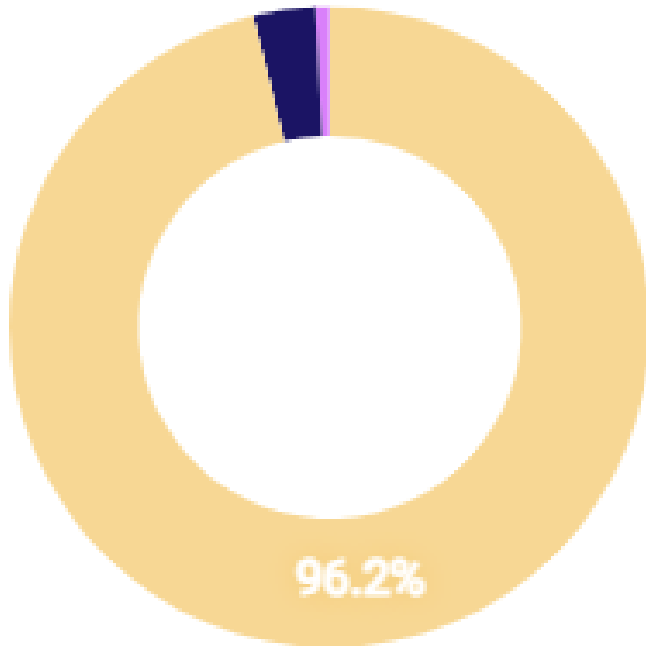
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makana  
360°







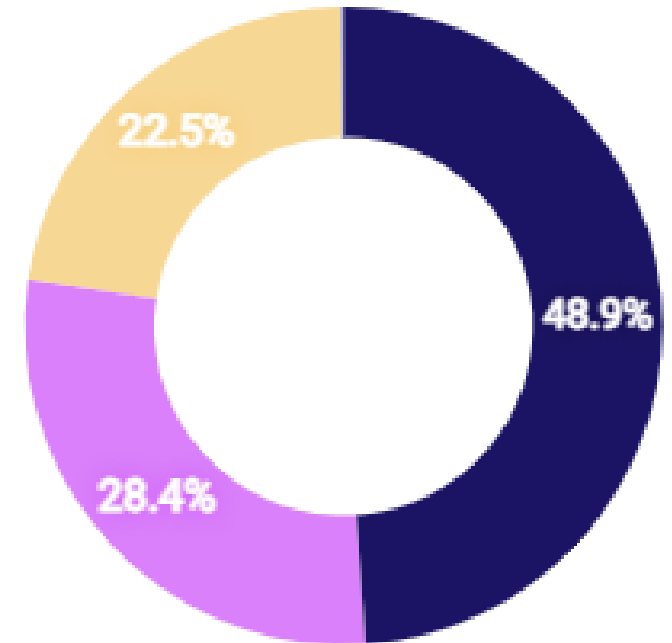
## Source of Conversations (Post, Comments, Article..etc)



● Earned    ● Jordanian Media  
● State Affiliated    ● State

- **State:** Government accounts, JAF, Ministries .. etc
- **Jordanian Media:** Like ُRoya TV, Ammon, Khaberni..etc
- **State Affiliated:** Like JRTV, Al Mamlaka, Hala Akhbar..etc
- **Earned:** General Jordanian & Other Accounts

## Source of Engagement (Comments, Retweet, Share, like..etc)



● Jordanian Media    ● State Affiliated  
● Earned    ● State

General Jordanian accounts are the primary contributors to online conversations, with Jordanian Media being the major driver of engagement.

# Who's Influencing the Conversations on Gaza Events in Jordan? (7-20 Oct 2023)



	Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement
1	almamlakatv <a href="http://instagram.com/">http://instagram.com/</a>		435		670.6M	1.5M	4.8M
2	الجزيرة - الأردن <a href="http://www.facebook.com/">http://www.facebook.com/</a>		1.2K		1.4B	1.2M	4M
3	royatv <a href="http://instagram.com/">http://instagram.com/</a>		206		867.2M	4.2M	2.8M
4	royanews <a href="http://instagram.com/">http://instagram.com/</a>		179		442.8M	2.5M	1.8M
5	قناة المملكة - AlMamlaka TV <a href="http://www.facebook.com/">http://www.facebook.com/</a>		1.4K		2.1B	1.5M	1.2M
6	Ammon News - من الأخبارية <a href="http://www.facebook.com/">http://www.facebook.com/</a>		1.1K		2.4B	2.1M	543K
7	ammantvofficial <a href="http://instagram.com/">http://instagram.com/</a>		54		61.7M	1.1M	414.7K
8	Roya - رؤيا <a href="http://www.facebook.com/">http://www.facebook.com/</a>		244		1.6B	6.7M	406K
9	Roya News - رؤيا الإخباري <a href="http://www.facebook.com/">http://www.facebook.com/</a>		158		534.8M	3.4M	218.8K
10	Jordan TV - التلفزيون الأردني <a href="http://www.facebook.com/">http://www.facebook.com/</a>		1.1K		1.3B	1.3M	200.8K

Al MamlakaTV instagram stands out as a highly engaging media presence on social media, with an impressive 435 posts and a remarkable 4.8 million interactions, almamlaka Facebook has also the 5th of the engaging. Roya channel hold three positions among the most engaging social media accounts.

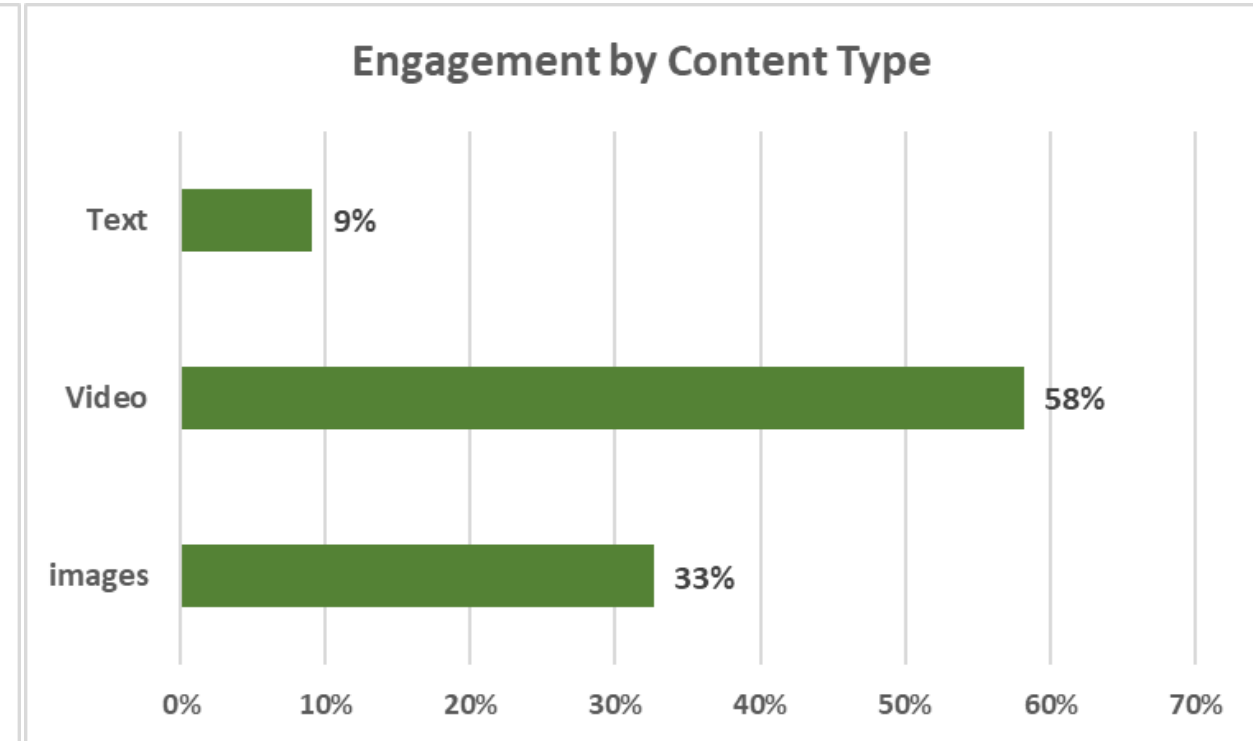
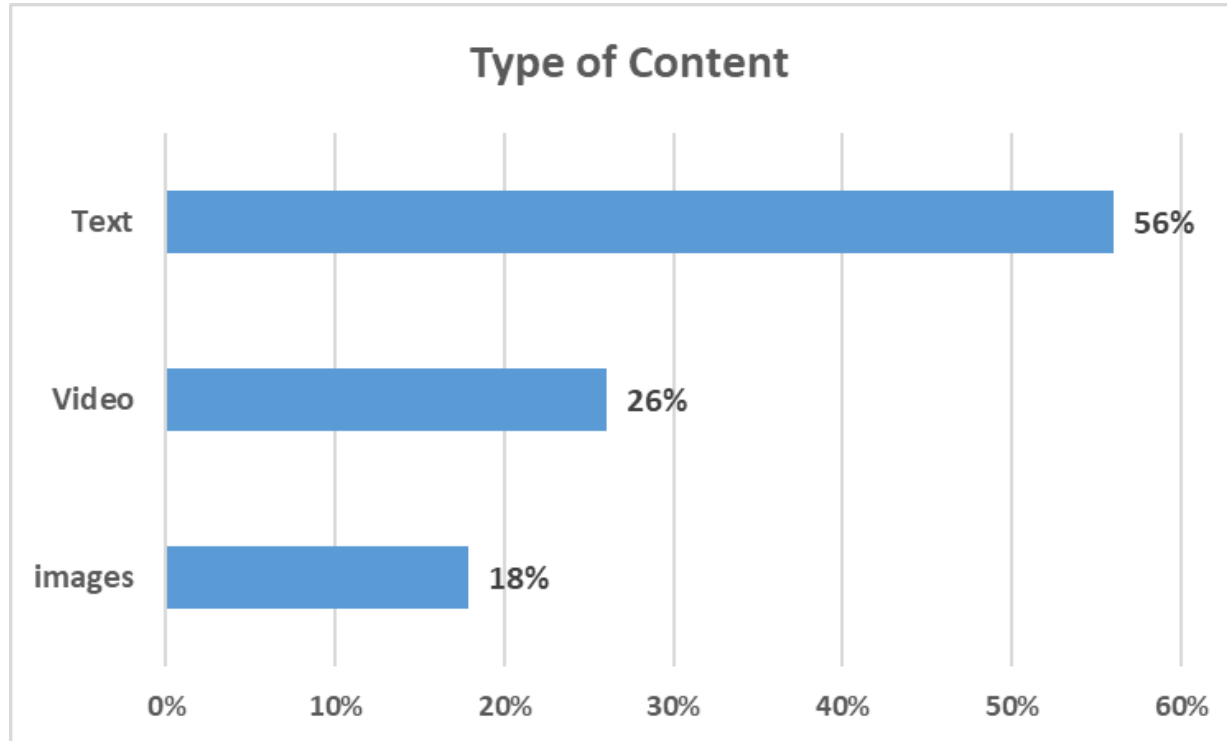
# Type of Content That Jordanians Use

## Gaza Events (7-20 Oct 2023)



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Jordanians tend to interact more with video content than with pictures and text. This is because videos often combine visual and auditory elements, creating a more immersive and engaging experience for the audience. Visual and auditory stimuli together can convey information more effectively, making videos a preferred choice for sharing messages.



# Context of Conversations in Jordan - Top Themes

## Gaza Events



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orthodox church  
الله وايدهم أثبت شعبنا  
الله المرابطين جلالة الملك انصر اخواننا بإذن الله  
southern gaza  
مستشفى المعمداني أرضها وسماؤها ونعم الوكيل فلسطين غزة  
وتبت أقدامهم  
حسبنا الله كتاب القسام  
gaza\_under\_attack\_now\_save\_gaza انقذوا غزة غزة تقصف  
beheaded babies israel bombed  
يا رب حفظ اللهم انصر  
العالم كله  
الوكيل اللهم  
israeli occupation ونساءها شبابها عاشت فلسطين  
أهل غزة  
الشعب الأردني  
gaza\_is\_under\_bombardment\_gaza\_under\_attack\_now  
استنزف عدوك ولعت  
field hospital  
save\_gaza\_support\_gaza baptist hospital  
رسول الله  
شياء الله  
لن نرحل القدس تنتفض  
israeli army  
للها ونهارها  
western media  
طوفان الأقصى استنزف عدوك غزة طوفان الأقصى  
palestinian civilians  
west bank انصر المسلمين المرابطين المجاهدين  
air strike  
gaza israel أرض فلسطين  
وزير الخارجية





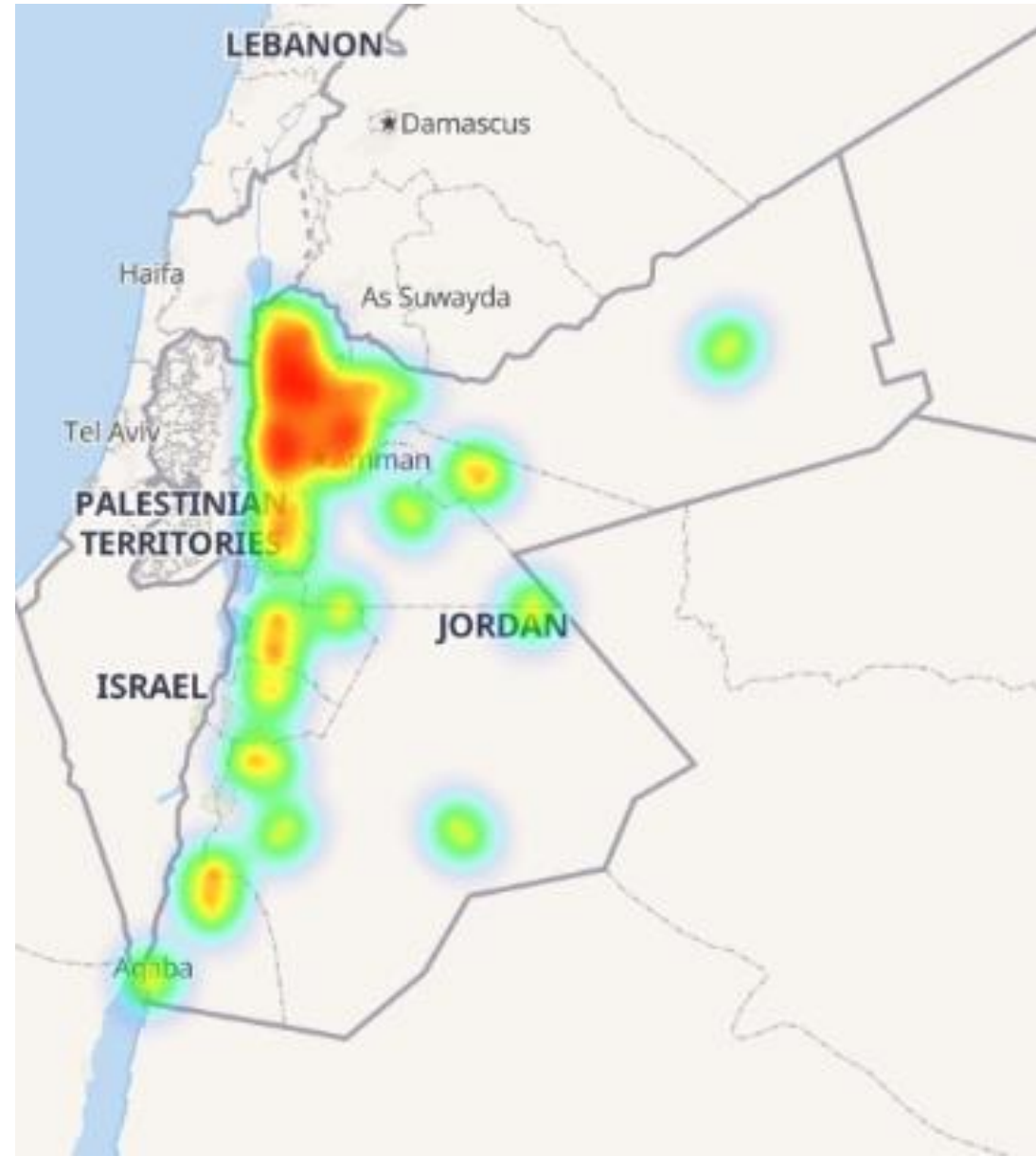


# Distribution of the Conversations Around Jordan Gaza Events



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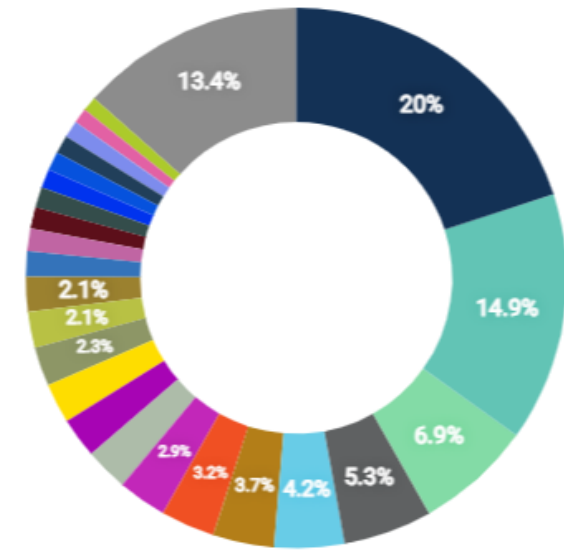
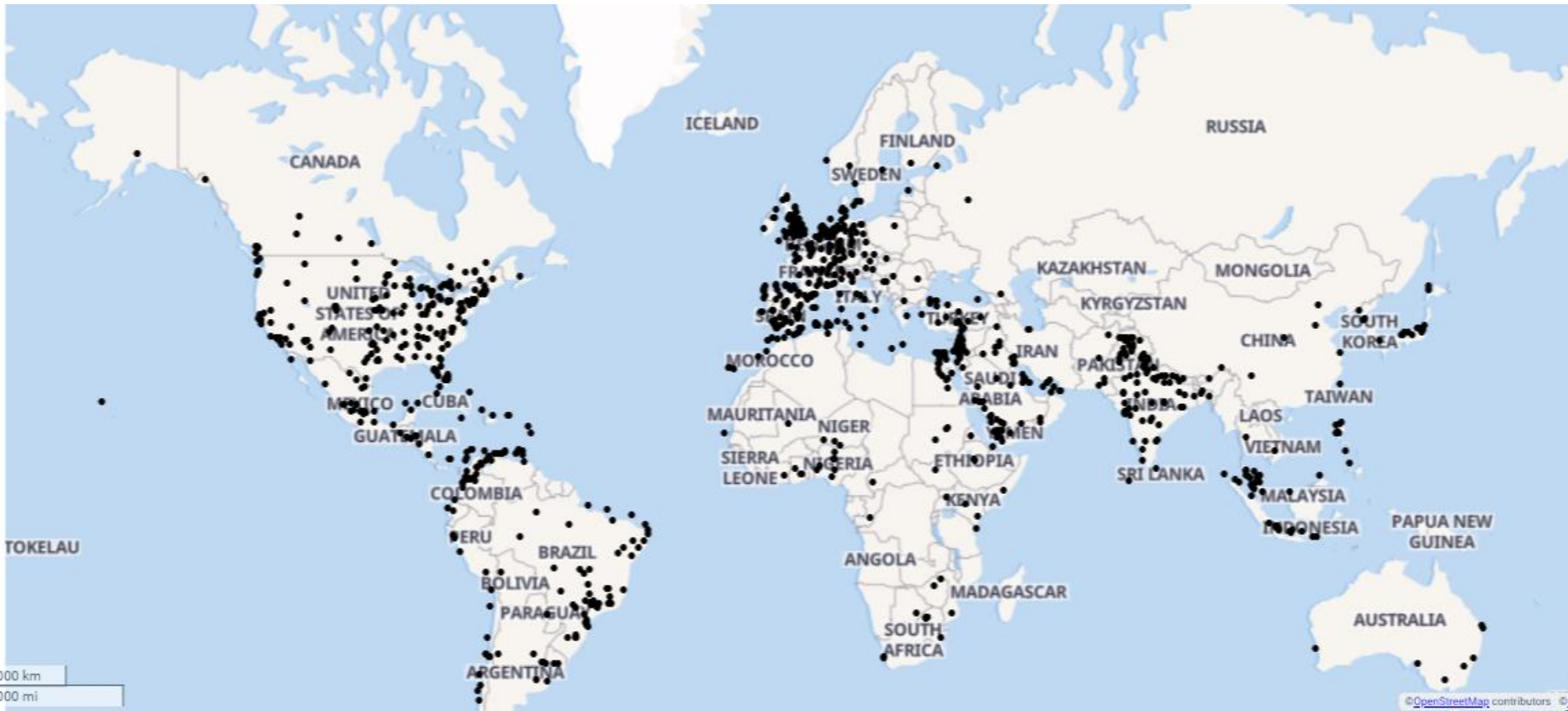




# Assessing the Impact of Jordanian Diplomatic Messages Around The World: Echoes from Jordan



## The Reach of Jordanian Message



- United States
- Saudi Arabia
- Morocco
- India
- Spain
- Egypt
- France
- Brazil
- Argentina
- Malaysia
- Germany
- Pakistan
- United Kingdom
- Indonesia
- Mexico
- Turkey
- Yemen
- Japan
- United Arab Emirates
- Algeria
- Palestine
- Canada
- Italy
- Colombia
- Other





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# Thank You