ABSTRACT

The conflict in the Gaza Strip involving Israel and Palestine has continued to capture the world's attention over the past decade, presenting significant geopolitical and humanitarian challenges. This struggle extends from the physical confrontation in Gaza to the digital environment, particularly on X social media platforms. This research focuses on exploring public opinion on platforms related to the Israeli-Palestinian conflict, with data collected from November 20, 2023 to November 30, 2023. During this period, 132019 tweets were collected.

This research examines digital polarization related to the Gaza conflict in the Middle East using specific search terms. The methodology involved measuring a high polarization index between two communities, highlighting significant differences in views. The analysis shows how consumer preferences based on political positions can affect a company's economics. Through social network analysis, the role of social media in reinforcing geopolitical divisions and the importance of strategies to promote rational dialog in a fragmented digital environment were demonstrated. This research makes an important contribution to understanding the dynamics of digital polarization in the Israeli-Palestinian conflict.

Unlike other research on polarization that may broadly examine political or social divisions, this research focuses on a highly contentious geopolitical issue, offering insight into how digital discourse reflects and amplifies real-world tensions. This research reveals a highly polarized digital space related to the Israeli-Palestinian conflict in Gaza, with network analysis indicating strong internal cohesion among pro-Palestinian and pro-Israeli groups, and qualitative analysis showing different narratives that reinforce this polarization

Keywords: Social Network Analysis, Network science, Social Media Analysis, Polarization, Public opinion, Israel-Palestine conflict