

The Seeds of Antisemitism

Social Listening



“The reckoning is with the world that thinks it can be against antisemitism & be pro-Palestinian rights. It can. But unless you confront anti-Semitism, you’ll achieve nothing.”

SOCIAL LISTENING

OVERVIEW

The latest conflict between Israel and Hamas caused a considerable increase in anti-Semitism that triggered attacks against Jewish individuals in New York and Los Angeles. ENODO’s Social Listening platform revealed how the sharp increase in negative perceptions and the attacks that followed the May 20th cease-fire were the result of a complex misinformation campaign designed to use online trolls and bots to amplify negative sentiment associated with specific events that occurred during the conflict in order to heighten existing animosity toward Jewish-Americans.

KEY FINDINGS

- A large-scale misinformation campaign was conducted by multiple pro-Hamas and pro-Palestinian individuals and groups with links to Iran
 - ▷ 65% of all online social media discussions consisted of misinformation
- Misinformation was used to spread and amplify specific events
 - ▷ Al-Aqsa Mosque siege by IDF
- Anti Defamation League is viewed as pro-Jewish, U.S. based political lobbying organization—lacks credibility outside its echo chamber

DATA ANALYTICS

ENODO’s analysts collected over 178,910 data points between April 26, 2021 and May 25, 2021 that included 95,902 Tweets, 86,829 Facebook posts, 61,930 News sites, 42,029 LinkedIn posts, 33,210 RSS feeds, 28,134 blogs, and 19,628 Instagram posts in English, Arabic, and Farsi to produce this Social Media Analysis.



“Are we not talking about the huge amount of African Americans targeting Chinese people and whites on the streets on NYC? I’ll let y’all catch up, then”

MISINFORMATION

Identified the sources of misinformation that created bots, trolls, and fake accounts to influence public perception

Bots:

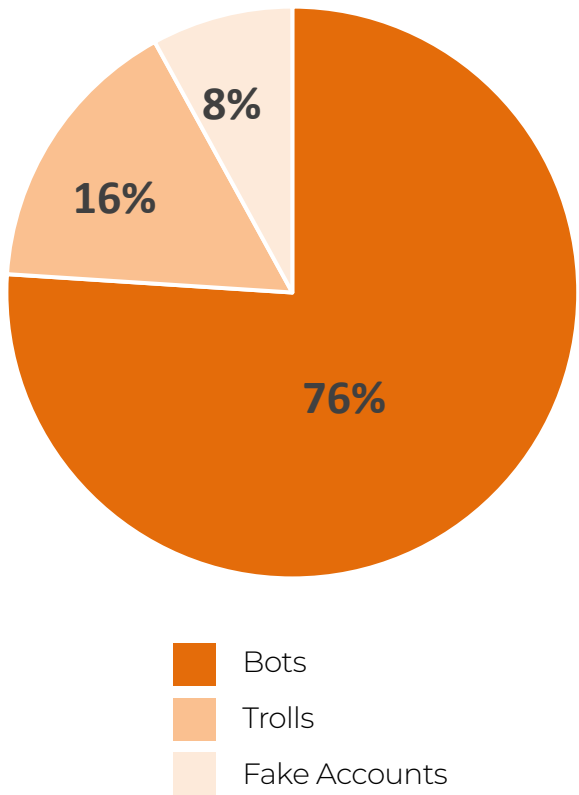
- 76% of all information posted against the Jewish population and State of Israel were Twitter and Facebook bots
 - ▷ 37% contained content geo-located within Iran (i.e. Farsi language)

Trolls:

- 16% of online trolls identified themselves as Pro-Palestine (e.g. Palestine flag on the Twitter bio)

Fake Accounts:

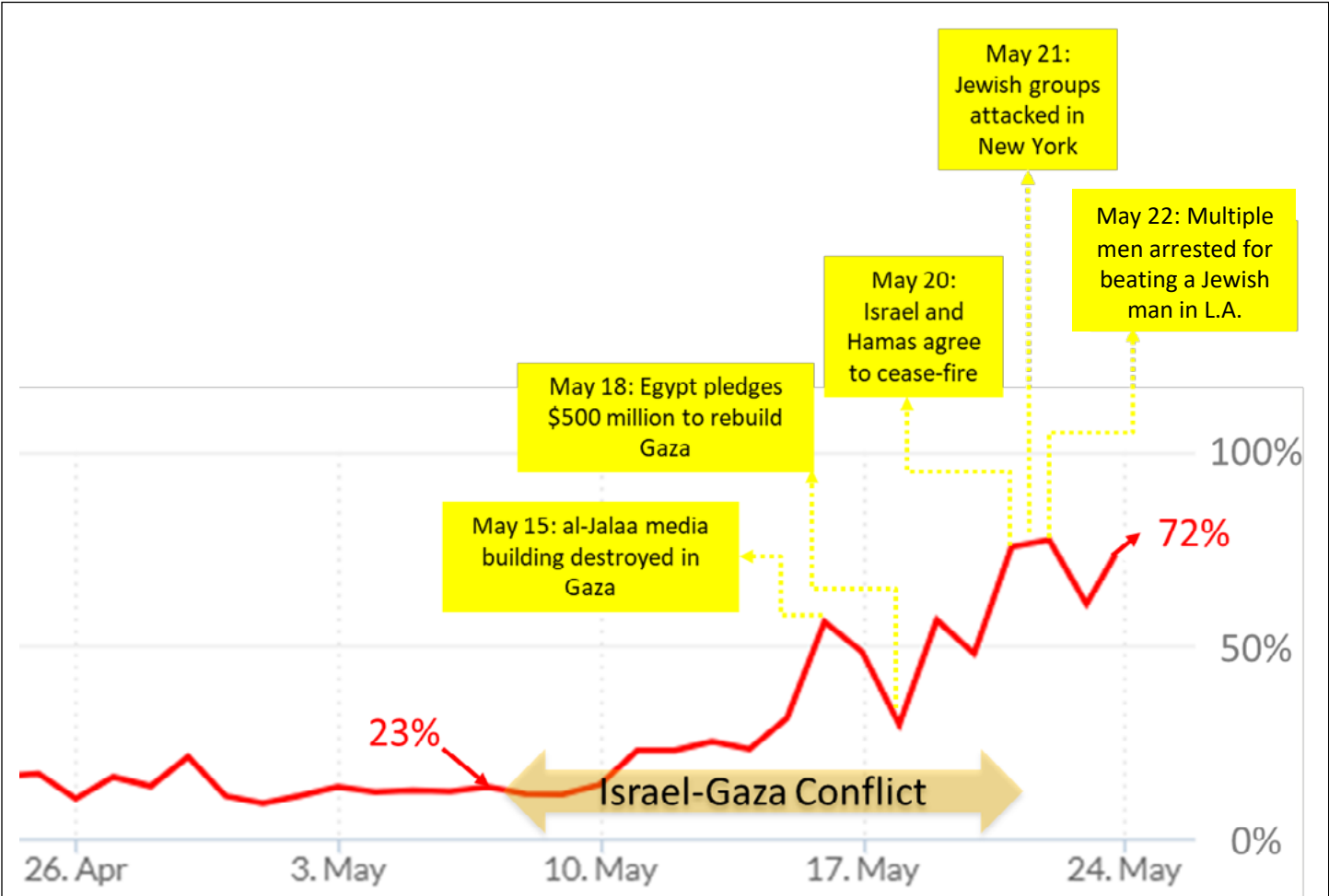
- 8% of accounts did not contain any user information and were created within the past 30 days



SENTIMENT ANALYSIS

Measured negative sentiment associated with anti-Semitism to identify patterns involving specific events over the last 30 days

- Overall negative sentiment increased by 49% during the Israel-Gaza conflict
 - ▷ Increased at the rate of 4% each day since the May 20 cease-fire between Israel and Hamas
- Global events involving Israel compounded negative perception toward Jewish population in the United States

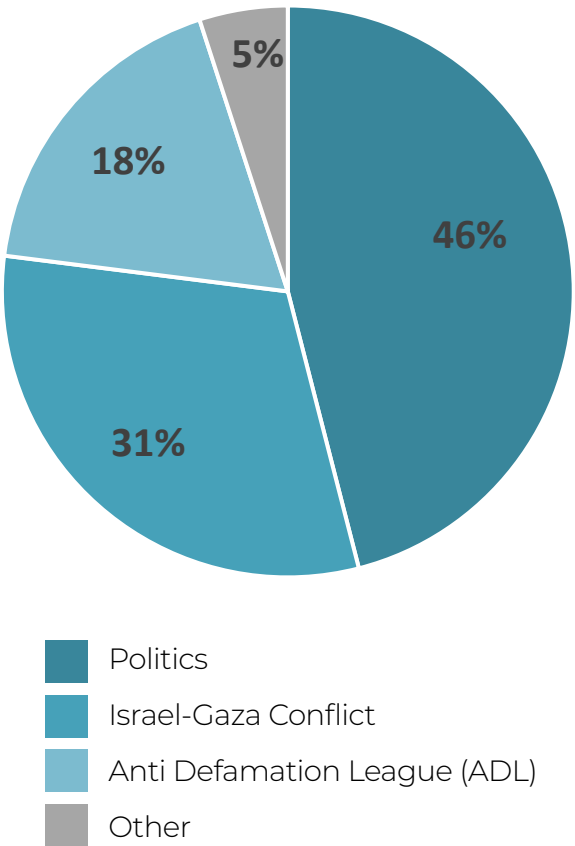


SOCIAL LISTENING

TOPIC MODELING

Identified three (3) most discussed topics from online discussions associated with anti-Semitism in the United States:

- **Politics:**
46% discussed the influence of Israel and Jewish Americans on U.S. politics (e.g. Jewish political lobbyists)
- **Israel-Gaza Conflict:**
31% commented on the high number of casualties suffered on both sides during the Israel-Gaza conflict
- **Anti Defamation League (ADL):**
18% discussed the role played by Anti-Defamation League—representing the Israel and Jewish population in the United States



“How is it that when Jews are the targets of hate, our “leaders” always seem to include other people but when Asians or blacks or Muslims are the victims then it is all about them?”





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