SOCIAL MEDIA IS POWERFUL, BUT CAN IT CHANGE POLICIES OF INSTITUTIONALIZED ORGANIZATIONS SUCH AS THE ISRAELI ARMY?

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ABSTRACT

One of the major public debates in recent years in Israel has been, the shooting of a Palestinian terrorist in the West Bank city of Hebron, as he lay wounded on the ground, 11 minutes after he was neutralized. The incident was recorded on a mobile device and uploaded to social media. It sparked widespread discussion, debate and outcry, over the actions of the soldier and the consequent actions, of the army and the government. The research argues that, the role of governments in preventing exposure of security information was badly shaken, following the inability to control information, as local organizations have assumed a new prominence, by providing information that previously had been limited by local authorities. Social media, dominated the entire process and determined its outcome, while the other forces had to comply with the new reality structure, by social media. However, in examining the impact of social media and public opinion, on the end-result of the case, it is evident that, although social media dominated the entire process, the position of the army was superior. This can prove that, despite the vocal role of the media, traditional and institutionalized organizations can still dominate public policies.

KEYWORDS: Social Media, Israel, Army, Public Opinion