ISRAEL PROFESSORSHIP IN COMMUNICATION SCIENCE

INAUGURAL LECTURE

Prof. Dr. Yossi David

Media, Public Opinion, and Political Participation in Israel

Thursday, 10 January 2019, 5 p.m.
Atrium maximum, Alte Mensa,
J.-J.-Becher-Weg 3-9
What drives mass mobilization? Social movement theory has advanced various explanations for mass mobilization pointing to factors such as grievances, elite support and resources, social network structures, and cultural frames. While acknowledging the role of these aforementioned factors, this study emphasizes the role of information and information flow.

Using public opinion polls, content analysis, and survey-in-the-field experiment collected before, during, and after the 2011 social protest movement in Israel, this study examines the extent to which media and perceptions of support for the protest movement (that is, the “climate of opinion”) predict participation in this movement. The findings of this study indicate that the expressive behavioral element (protest demonstrations) changed the perceptions of public opinion, and in doing so ended the pluralistic ignorance regarding socioeconomic issues.

This study also suggests a different approach for understanding the underlying mechanisms of political participation by investigating the indirect effects of perceptions of public opinion and social media on collective action. These findings provide new insights into the role of media, framing, and perceptions of public opinion for political participation and social movements.

Yossi David is holding the Israel Professorship in Communication Science in the Department of Communication at Johannes Gutenberg University Mainz. His dissertation, "Gendering Political Conflict: Gender Perceptions and Public Opinion in the Israeli-Palestinian Conflict," investigates the role of gender perceptions and constructions in the formation of Jewish-Israeli emotions and attitudes towards racialized others.

His research focuses on the ways media (discourses and technologies) and social constructions (gender, race, and ethnicity) shape attitudes, emotions, and political behavior.


His research was published in Media Culture and Society (2018), Information, Communication & Society (2018), the Journal of Conflict Resolution (2018), and Peace and Conflict Studies (2016).