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# The Mediatisation of MFAs: Diplomacy in the New Media Ecology

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Supplementary material Appendix 1 and Appendix 2 to this article can be found below.

## Appendix 1 Framing of the Gaza War

| Date | Problem | Cause of the problem | Moral evaluation | Solution to the problem |
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| 29 June – 6 July | Hamas has kidnapped Israeli teenagers. | Hamas is a terror organisation. | Hamas murders children. | Hamas should release kidnapped boys or pay the price. |
| Example Tweets | Israel Foreign Min. @IsraelMFA Follow<br>Nineteen year-old Eyal Yifrah was kidnapped by Hamas terrorists on his way #home. youtu.be/EzKou2947IA #BringBackOurBoys<br>Eyal Yifrah, a youth counselor, kidnapped by Hamas<br>http://bit.ly/1lxYAts Nineteen year-old Eyal Yifrah was kidnapped by Hamas terrorists on June 12, 2014 along with Gilad Sha'er (16) and Naftali Frenkel (16)....<br>youtube.com<br>11:51 AM - 29 Jun 2014<br>20 Retweets 6 Likes<br>20 6 | Israel Foreign Min. @IsraelMFA Following<br>Hamas has published three versions of a kidnapper's handbook. yes, you read it right. bit.ly/1pM6YUx #Terror #BringBackOurBoys<br>5:42 pm - 29 Jun 2014<br>22 Retweets 5 Likes<br>2 22 5 | Israel Foreign Min. @IsraelMFA Follow<br>The mothers of the 3 kidnapped Israeli teenagers speak at the #UN Human Rights Council<br>Voice of a Mother at the UN Human Rights Council<br>http://bit.ly/1lxYAts Mothers of the 3 kidnapped teenagers appeared before the United Nations Human Rights Council, Rachel Frenkel, Bat Galim Sha'er & Iris Y...<br>youtube.com<br>4:25 AM - 29 Jun 2014<br>10 Retweets 1 Like<br>10 1 | Israel Foreign Min. @IsraelMFA Following<br>PM Netanyahu before security cabinet meeting: #Hamas is responsible. Hamas will pay and Hamas will continue to pay. mfa.gov.il/MFA/PressRoom/ ...<br>11:29 pm - 1 Jul 2014<br>10 Retweets 6 Likes<br>3 10 6 |

| 7 - 12 July | Hamas fires rockets at Israel. | Hamas is a terror organisation intent on destroying Israel. | Hamas is evil, targets civilians | Hamas is responsible for Gaza, should stop launching rockets. Israel's military operation needed to bring peace. |
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| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>Since June 12, almost 200 rockets have been fired at southern Israel from #Gaza, aimed deliberately at civilians. mfa.gov.il/MFA/ForeignPol ...<br>10:20 pm - 7 Jul 2014<br>24 Retweets 6 Likes<br>10 24 6<br><br>Israel Foreign Min. @IsraelMFA Follow<br>Photo: Rocket fired from #Gaza hits oil truck in Ashdod this morning. Injuries reported. #IsraelUnderFire<br> <br>5:15 AM - 11 Jul 2014<br>110 Retweets 21 Likes<br>29 110 21 | Israel Foreign Min. @IsraelMFA Following<br>Since Monday,442 rockets have been fired at Israel from #Gaza,aimed deliberately at civilian targets bit.ly/1xzy31O #IsraelUnderFire<br>9:14 pm - 10 Jul 2014<br>53 Retweets 8 Likes<br>7 53 8 | Israel Foreign Min. @IsraelMFA Following<br>Just like the #ISIS, #AlQuaeda #BokoHaram & others as such, Hamas aspires to establish a violent, repressive, antisemitic islamist state.<br>2:12 am - 11 Jul 2014<br>30 Retweets 5 Likes<br>7 30 5<br><br>Israel Foreign Min. @IsraelMFA Follow<br>By the time you get to the end of this tweet, the 15 secs for Israelis who seek shelter under Hamas fire will be over<br>You Have 15 Seconds to Take Cover, Run!<br>Imagine that you are just trying to live your life. However, terrorists constantly fire rockets at your hometown. Now imagine that you are a child. And when ...<br>youtube.com<br>11:38 AM - 7 Jul 2014<br>138 Retweets 38 Likes<br>33 138 38 | Israel Foreign Min. @IsraelMFA Following<br>Hamas controls the #Gaza Strip since 2007 and bears responsibility for the rocket attacks. mfa.gov.il/MFA/ForeignPol ... #terror<br>12:26 am - 8 Jul 2014<br>24 Retweets 10 Likes<br>8 24 10<br><br>Israel Foreign Min. @IsraelMFA Following<br>After 240 rockets were fired at Israel from #Gaza in 25 days, IDF begins Operation against Hamas mfa.gov.il/MFA/ForeignPol ... #IsraelUnderFire<br>1:51 pm - 8 Jul 2014<br>86 Retweets 21 Likes<br>3 86 21 |

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| 13 – 16 July | Hamas is a military organisation conducting war crimes and is rejecting a ceasefire. | Hamas is intent on destroying Israel. | Hamas launches rockets from civilian areas, Israel is the most moral army in the world and avoids civilian casualties. | International condemnation of Hamas and acceptance of the Egyptian ceasefire (accepted by Israel on the 15th). |
| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>Using human shields is not a romanticized effort at neighborhood defense - it is a #WarCrime. thehill.com/node/211931r #IsraerlUnderFire<br>7:15 am - 13 Jul 2014<br>70 Retweets 25 Likes<br>8 70 25<br>Israel Foreign Min. @IsraelMFA Following<br>Every rocket aimed at Israeli cities constitutes a war crime,as the objective is to kill civilians - @BradSherman<br>Sherman Blasts Al Jazeera on Al Jazeera<br>youtube.com<br>10:35 pm - 14 Jul 2014<br>51 Retweets 18 Likes<br>6 51 18 | Israel Foreign Min. @IsraelMFA Following<br>PM Netanyahu: Hamas has chosen to attack our cities with massive and indiscriminate #rocket fire. bit.ly/1nmtaRP #IsraelUnderFire<br>12:01 pm - 14 Jul 2014<br>42 Retweets 8 Likes<br>5 42 8<br>Israel Foreign Min. @IsraelMFA Follow<br>Over 800 rockets fired at Israel from #Gaza since 7/7.Israel has the right to defend its people as any country would.<br>July 13, 2014<br>Since the beginning of operation Protective Edge<br>+809<br>rockets<br>were fired from Gaza into Israel<br>1:02 AM - 13 Jul 2014<br>90 Retweets 31 Likes<br>17 90 31 | Israel Foreign Min. @IsraelMFA Following<br>While Hamas attacks from civilian population areas, IDF pinpoint attacks aim to strike terrorists, avoid civilians mfa.gov.il/MFA/ForeignPol ...<br>5:29 pm - 14 Jul 2014<br>36 Retweets 10 Likes<br>6 36 10<br>Israel Foreign Min. @IsraelMFA Follow<br>Hamas uses #Gaza civilians as human shields to prevent the IAF from attacking operatives' houses bit.ly/1m6Etxk #IsraelUnderFire<br>4:08 AM - 13 Jul 2014<br>49 Retweets 11 Likes<br>4 49 11 | Israel Foreign Min. @IsraelMFA Following<br>The time has come for the intl community to put an end to Hamas' barbaric behavior towards Palestinians & Israelis alike. #IsraelUnderFire<br>12:02 am - 15 Jul 2014<br>78 Retweets 30 Likes<br>11 78 30<br>Israel Foreign Min. @IsraelMFA Following<br>PM Netanyahu:Hamas' rejection of the cease fire gives Israel full legitimacy to expand the operation to protect our people" #IsraelUnderFire<br>3:53 pm - 15 Jul 2014<br>99 Retweets 26 Likes<br>12 99 26 |

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| 17 July | Hamas is a powerful military organisation and is infiltrating Israel through tunnels. Hamas is rejecting ceasefire. | Hamas is a terror organisation. | Hamas uses people as human shields whilst Israel opens a humanitarian window with the UN. | A ground operation in order to restore peace and destroy tunnels. |
| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>This morning,IDF forces thwarted an attack by Hamas terrorists attempting to infiltrate Israel via a #terror tunnel bit.ly/1nzAbi8<br>8:58 pm - 17 Jul 2014<br>25 Retweets 8 Likes<br>Israel Foreign Min. @IsraelMFA Follow<br>Within 9 days, 1377 (!) rockets were fired from #Gaza at Israel. #IsraelUnderFire Please retweet.<br> <br><br>11:37 PM - 16 Jul 2014<br>90 Retweets 23 Likes | Israel Foreign Min. @IsraelMFA Following<br>Partners in #terror: Expressions of support in the #Gaza Strip for the Islamic State in Iraq and Al-Sham (#ISIS) bit.ly/Ue2nR0<br>10:32 pm - 17 Jul 2014<br>32 Retweets 8 Likes<br>Israel Foreign Min. @IsraelMFA Following<br>In light of Hamas' criminal aggression & the dangerous attempt to infiltrate Israeli territory,Israel must act to defend its citizens. #Gaza<br>12:05 am - 18 Jul 2014<br>46 Retweets 24 Likes | Israel Foreign Min. @IsraelMFA Following<br>While Israel protects civilians from rockets Hamas uses civilians to protect their rockets.<br>Meanwhile in the Middle East<br>While Israel protects civilians from rockets Hamas uses civilians to protect their rockets. www.facebook.com/IsraelUnderFireLive Twitter: @israelunderfire We...<br>youtube.com<br>4:15 pm - 17 Jul 2014<br>43 Retweets 16 Likes<br>Israel Foreign Min. @IsraelMFA Follow<br>As a result of dialogue between the IDF & the UN, IDF enables a humanitarian window in #Gaza coming into effect now (10:00) until 15:00.<br>12:10 AM - 17 Jul 2014<br>39 Retweets 9 Likes<br>Israel Foreign Min. @IsraelMFA Follow<br>During this time, the IDF will hold its fire in #Gaza. This humanitarian window is meant to allow civilians to resupply needed goods.<br>12:22 AM - 17 Jul 2014<br>27 Retweets 10 Likes | Israel Foreign Min. @IsraelMFA Following<br>IDF begins ground operation in #Gaza, targeting Hamas' #terror tunnels that enable terrorists to infiltrate Israel & carry out attacks.<br>11:01 pm - 17 Jul 2014<br>108 Retweets 36 Likes<br>Israel Foreign Min. @IsraelMFA Following<br>Decision for ground action came after Israel accepted Egyptian cease-fire proposal & its rejection by Hamas which continued firing rockets<br>11:50 pm - 17 Jul 2014<br>94 Retweets 31 Likes |

| 18 – 19 July | Hamas attacks from the sky with rockets and from below with tunnels. | Hamas's main objective is to destroy Israel and kill Jews. | Hamas is using tunnels to massacre Israelis and firing rockets from civilian areas. | A ground operation because the air force alone cannot destroy tunnels |
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| Example Tweets | | | | |

| 20-22 July | There is a high death toll in Gaza. | Hamas uses Gazans as human shields. | Israel regrets the loss of life and Hamas puts civilians directly in the line of fire. | Humanitarian ceasefire and Gazans should leave homes after IDF warnings. |
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| Example Tweets | Israel Foreign Min. @IsraelMFA Follow<br>While the IDF does all it can to avoid civilian casualties,Hamas deliberately puts lives of #Gaza civilians in danger youtu.be/uzFgIhFKII8<br>5:38 AM - 20 Jul 2014<br>35 Retweets 17 Likes<br>12 35 17 | Israel Foreign Min. @IsraelMFA Following<br>Hamas uses teens in #Gaza as human shields: \| Hamas: We Will Give Hand -Grenades to Our Youth youtube.com/watch?v=l_UbLH ... #IsraelUnderFire<br>Hamas: We Will Give Hand -Grenades to Our Youth<br>Hamas' Spokesman, aired on Al-Aqsa TV, July 18, 2014, 22:30: Our military industry manufactured 250,000 hand-grenades which we will give to our youth in orde...<br>youtube.com<br>9:40 am - 20 Jul 2014<br>61 Retweets 5 Likes<br>8 61 5<br>Israel Foreign Min. @IsraelMFA Follow<br>What is the safest hiding place for an armed #terrorist in #Gaza? An #ambulance. youtu.be/a9iiyhoGK08 #IsraelUnderFire<br>6:23 AM - 20 Jul 2014<br>55 Retweets 11 Likes<br>12 55 11 | Israel Foreign Min. @IsraelMFA Following<br>While the IDF does all it can to avoid civilian casualties,Hamas deliberately puts lives of #Gaza civilians in danger<br>Hamas: We Place Civilians in the Line of Fire<br>While the IDF does everything that it can to avoid civilian casualties, Hamas deliberately puts Palestinian civilian lives in danger. Hamas hides weapons and...<br>youtube.com<br>3:38 pm - 20 Jul 2014<br>35 Retweets 17 Likes<br>12 35 17 | Israel Foreign Min. @IsraelMFA Following<br>IDF will establish a field hospital at Erez Crossing today to supply #medical assistance & humanitarian care to Palestinians from #Gaza.<br>1:19 pm - 20 Jul 2014<br>40 Retweets 15 Likes<br>16 40 15<br>Israel Foreign Min. @IsraelMFA Following<br>The IDF has authorized a #humanitarian window to evacuate injured Palestinians from Shuja'iyya in #Gaza between 13:30-15:30<br>1:59 pm - 20 Jul 2014<br>28 Retweets 12 Likes<br>4 28 12<br>Israel Foreign Min. @IsraelMFA Follow<br>Photo: Humanitarian Aid continues to be transferred into the #Gaza Strip.<br>8:46 AM - 20 Jul 2014<br>123 Retweets 34 Likes<br>22 123 34 |

| 23 July | The UN condemns Israel but not Hamas. | International double standards. | Israel condemns terror. | Israel rejects UNHRC decision |
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| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>Amb Manor: Hamas is committing #WarCrimes when it fires rockets from #Gaza indiscriminately at Israeli towns. bit.ly/1sQRhAe<br>4:12 pm - 23 Jul 2014<br>28 Retweets 14 Likes<br>12 28 14 | Israel Foreign Min. @IsraelMFA Following<br>FM Liberman: Once uncovered, @UNRWA returned the rockets to Hamas instead of handing them over to Israel. bit.ly/WEiIQp #Gaza<br>1:01 am - 24 Jul 2014<br>46 Retweets 11 Likes<br>7 46 11 | Israel Foreign Min. @IsraelMFA Following<br>President Peres: I call upon the #HumanRights Council to condemn terrorism, especially of Hamas. bit.ly/WEjrkI #Gaza<br>1:42 am - 24 Jul 2014<br>57 Retweets 28 Likes<br>16 57 28 | Israel Foreign Min. @IsraelMFA Following<br>#UNHRC decision should be rejected by decent people everywhere bit.ly/WEVlq0 #Gaza #Terror<br>12:20 am - 24 Jul 2014<br>47 Retweets 26 Likes<br>8 47 26 |
| 24 - 26 July | Hamas Rockets threaten 6 million Israelis all across Israel. | Hamas is a terror organisation. | Hamas uses people as human shields whilst Israel provides aid and avoids civilian casualties. | Military operation, disarming Hamas, and a new government in Gaza. |
| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>With the increased range of Hamas rockets, 6 million Israelis live under the threat of rocket attacks from #Gaza. bit.ly/1jPd20v<br>4:06 pm - 24 Jul 2014<br>44 Retweets 11 Likes<br>9 44 11<br>Israel Foreign Min. @IsraelMFA Follow<br>Since the start of Operation #ProtectiveEdge, at least 2,270 rockets have been fired at Israel from #Gaza. bit.ly/1xzy31O<br>12:07 AM - 24 Jul 2014<br>28 Retweets 5 Likes<br>9 28 5 | Israel Foreign Min. @IsraelMFA Following<br>Each & every one of the 2350 rockets Hamas fired so far from #Gaza at Israel is an attempt to kill civilians.<br>July 25, 2014<br>Since the beginning of operation | Israel Foreign Min. @IsraelMFA Follow<br>#UN SecGen Ban Ki Moon: Hamas' use of #Gaza schools to hide rockets endangers the lives of innocent children. bit.ly/1qBwII7<br>11:24 PM - 23 Jul 2014<br>80 Retweets 18 Likes<br>16 80 18 | Israel Foreign Min. @IsraelMFA Following<br>The U.S. should push for the disarming of Hamas in #Gaza-Israel cease-fire. wapo.st/Uoq1KG via @washingtonpost |

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| | | | Israel Foreign Min. @IsraelMFA Following<br>Field hospital for wounded Palestinians from #Gaza, maintained by IDF & Red Crescent, continues to receive patients.<br> | Israel Foreign Min. @IsraelMFA Following<br>The main objective of Operation Protective Edge is to restore quiet to Israel's citizens. bit.ly/1AbvFk7 #Gaza #IsraelUnderFire<br>9:37 pm - 24 Jul 2014<br>28 Retweets 13 Likes<br>16 28 13<br>Israel Foreign Min. @IsraelMFA Following<br>"The next government of #Gaza should be one that invests in schools, #health clinics and houses, not in tunnels."<br> |
| 27 - 29 July | Hamas endangers the lives of Palestinians. | Hamas are radical fundamentalists. | Hamas spends aid money on terror and uses Gazans as human shields whilst Israel provides aid and avoids civilian causalities | Save the Palestinians from Hamas and demilitarise Gaza. |

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| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>Hamas human shields are to blame, not Israel - @COLRICHARDKEMP thetim.es/1nZEu6S via @TheTimes #Gaza #IsraelUnderFire<br>Hamas human shields are to blame, not Israel<br>"The Israelis are doing it all wrong. The RAF didn't fly off to bomb Belfast in the troubles." These words from a respected media commentator embody the extraordinary lack of understanding by...<br>thetimes.co.uk<br>3:09 am - 27 Jul 2014<br>57 Retweets 24 Likes<br>21 57 24<br>Israel Foreign Min. @IsraelMFA Follow<br>Son of Hamas Founder: "Hamas does not ca about the lives of Palestinians." youtu.be/KakxXN5Z-XI #Gaza #GazaUnderAttack #IsraelUnderFire<br>Mosab Hassan Yousef (Son of Hamas Founder) tells the tru<br>Mosab Hassan Yousef (Son of Hamas Founder) reveals the tru about how Hamas Terror group aims to kill civilians and uses Palestinian Children as human shiel...<br>youtube.com<br>11:27 PM - 27 Jul 2014<br>180 Retweets 57 Likes<br>19 180 57 | Israel Foreign Min. @IsraelMFA Following<br>Hamas - a #terror organization that sacrifices the lives of the people of #Gaza.<br>Hamas' favorite spots: schools, hospitals & cemeteries<br>http://bit.ly/1AbvFk7 Where does Hamas like to operate? Where do its terrorists place their firing positions and rocket launchers? In places normal people ho...<br>youtube.com<br>12:01 pm - 28 Jul 2014<br>43 Retweets 21 Likes<br>9 43 21<br>Israel Foreign Min. @IsraelMFA Following<br>Hamas part of global Islamic #terrorism, which poses a threat to #security worldwide bit.ly/1k3wK8w<br>3:02 pm - 28 Jul 2014<br>42 Retweets 19 Likes<br>14 42 19 | Israel Foreign Min. @IsraelMFA Follow<br>Weekend #report on the ongoing passage of goods & humanitarian aid into #Gaza.<br>10:00 AM Operation "Protective Edge"<br>Erez Crossing Kerem Shalom Infrastructure<br>3:02 AM - 28 Jul 2014<br>65 Retweets 19 Likes<br>12 65 19<br>Israel Foreign Min. @IsraelMFA Following<br>Instead of investing money in the #children of #Gaza, Hamas builds terror tunnels and buys more weapons.<br>SAVE THE CHILDREN OF GAZA FROM HAMAS<br>SAVE THE CHILDREN OF GAZA FROM HAMAS<br>youtube.com<br>8:56 pm - 27 Jul 2014<br>70 Retweets 16 Likes<br>15 70 16 | Israel Foreign Min. @IsraelMFA Following<br>Hamas threatening journalists in #Gaza who expose abuse of civilians toi.sr/1rqJqFI via @timesofisrael #FreeGazaFromHamas<br>Hamas threatening journalists in Gaza who expose abuse of civilians<br>Reporters are bullied, have equipment confiscated, barred from sensitive sites... but they don't report it. 'They're too scared,' says Israeli official, lamenting capitulation t...<br>timesofisrael.com<br>Israel Foreign Min. @IsraelMFA Following<br>Instead of investing money in the #children of #Gaza, Hamas builds terror tunnels and buys more weapons.<br>SAVE THE CHILDREN OF GAZA FROM HAMAS<br>SAVE THE CHILDREN OF GAZA FROM HAMAS<br>MORE VIDEOS<br>0:09 / 1:21 YouTube |
| 30 July – 5 August | Hamas violates ceasefire | Hamas are radical fundamentalists. | Hamas is barbaric. | Ceasefire, demilitarise Gaza with the support of other states. |

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| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>Since it's hard to keep up with Hamas' ceasefire violations - here's a #chronology of them. bit.ly/1u3hLMI #Gaza<br>6:26 pm - 31 Jul 2014<br>63 Retweets 26 Likes<br>Israel Foreign Min. @IsraelMFA Follow<br>After the ceasefire came into effect this morning, Hamas terrorists killed 2 IDF soldiers during the suspected kidnapping of an IDF officer<br>6:27 AM - 1 Aug 2014<br>88 Retweets 17 Likes | Israel Foreign Min. @IsraelMFA Following<br>Hamas has turned #Gaza into a terrorist fortress, both above and below ground. bit.ly/1jPd20v<br>1:50 pm - 31 Jul 2014<br>43 Retweets 21 Likes<br>Israel Foreign Min. @IsraelMFA Following<br>Hamas official, Ismail Radwan, praises Palestinians in #Gaza for sacrificing woman, #children & elderly.<br>Hamas Official Praises Palestinians in Gaza for Sacrificing ...<br>Hamas official, Ismail Radwan, praises Palestinians in Gaza for sacrificing woman, children and elderly. He congratulates them for "re-drawing the map of the...<br>youtube.com<br>8:20 am - 3 Aug 2014<br>96 Retweets 27 Likes | Israel Foreign Min. @IsraelMFA Following<br>Tunnels Lead Right to the Heart of Israeli #Fear nyti.ms/1lPEHtv via @nytimes #Gaza<br>Tunnels Lead Right to the Heart of Israeli Fear<br>The sophistication and extent of the underground passages used by Hamas to infiltrate Israel from Gaza has stiffened Israeli resolve to destroy them.<br>nytimes.com<br>7:50 am - 30 Jul 2014<br>47 Retweets 10 Likes<br>Israel Foreign Min. @IsraelMFA Follow<br>US condemns 'barbaric' Hamas ceasefire breach,blames Hamas for breakdown of ceasefire w/ Israel goo.gl/ecazNv via @TimesLIVE #Gaza<br>TimesLIVE<br>TimesLIVE<br>timeslive.co.za<br>9:06 AM - 1 Aug 2014<br>47 Retweets 12 Likes | Israel Foreign Min. @IsraelMFA Following<br>Arab Leaders, Viewing Hamas as Worse Than Israel, Stay Silent nyti.ms/1o540vU #Gaza #GazaUnderAttack<br>Arab Leaders, Viewing Hamas as Worse Than Israel, Stay S...<br>Led by Egypt, a coalition of Arab states has effectively lined up with Israel in its fight against Hamas, posing new obstacles to efforts to end the Gaza conflict.<br>nytimes.com<br>12:48 pm - 31 Jul 2014<br>37 Retweets 14 Likes<br>Israel Foreign Min. @IsraelMFA Following<br>PM Netanyahu: US & European support of the need to demilitarize terrorist orgs is an important achievement for Israel bit.ly/1p1uijj<br>9:26 am - 3 Aug 2014<br>44 Retweets 13 Likes |
| 6 – 7 August | Hamas is committed to radical Islam and terror. | Global Islamic extremism. | Israel is at the forefront of the struggle between democracy and radicalism. | Ceasefire that Israel has agreed to. |
| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>.@IsraelinUN's Amb. Prosor: Israel is on the #Frontline of the War Against Radical #Extremism<br>Prosor to the General Assembly: Israel is on the Frontline o...<br>Israel ambassador to the UN, Ron Prosor, addressed the UN's General Assembly following operation Protective Edge. Prosor: "The international community is onc...<br>youtube.com<br>12:17 am - 8 Aug 2014<br>24 Retweets 11 Likes | Israel Foreign Min. @IsraelMFA Following<br>Hamas & the terror orgs in #Gaza demonstrate yet again that they are committed to terror & violence over any attempt to resolve the conflict<br>11:20 am - 8 Aug 2014<br>52 Retweets 13 Likes | Israel Foreign Min. @IsraelMFA Following<br>.@IsraelinUN's Amb. Prosor: Israel is on the #Frontline of the War Against Radical #Extremism<br>Prosor to the General Assembly: Israel is on the Frontline o...<br>Israel ambassador to the UN, Ron Prosor, addressed the UN's General Assembly following operation Protective Edge. Prosor: "The international community is onc...<br>youtube.com<br>12:17 am - 8 Aug 2014<br>24 Retweets 11 Likes | Israel Foreign Min. @IsraelMFA Following<br>The 72-hour ceasefire between Israel & Hamas is holding as it enters its second day,All IDF forces are out of #Gaza.bit.ly/1xzy31O<br>12:33 pm - 6 Aug 2014<br>33 Retweets 15 Likes |

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| 8 - 14 August | Hamas violates ceasefire. | Hamas is addicted to terror and uses Gazans as human shields. | Hamas uses Gazans as human shields. | Ceasefire, eliminate Hamas and demilitarise Gaza. |
| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>This morning, with the ceasefire still in effect, rockets were fired at Israel from #Gaza by terrorists.<br> <br> | Israel Foreign Min. @IsraelMFA Following<br>Hamas is addicted to terror & is responsible for taking the lives of civilians in #Gaza & Israel. #FreeGazaFromHamas<br> <br> | Israel Foreign Min. @IsraelMFA Follow<br>Hamas could have chosen peace. Instead, it made #Gaza suffer. wapo.st/1u7bOkL via @washingtonpost<br> <br><br>6:02 AM - 11 Aug 2014<br>25 Retweets 10 Likes | Israel Foreign Min. @IsraelMFA Following<br>#Gaza's demilitarization is important both for Israel and for the residents of Gaza and their future safety & prosperity.<br>11:56 pm - 14 Aug 2014<br>57 Retweets 40 Likes<br>Israel Foreign Min. @IsraelMFA Follow<br>Despite the firing of eight rockets from #Gaza last night, the ceasefire has been extended for five days. mfa.gov.il/MFA/ForeignPol ...<br>6:52 AM - 14 Aug 2014<br>53 Retweets 15 Likes |
| 15 - 18 August | Hamas violates ceasefire. | Hamas is addicted to terror<br>. | Israel helps wounded Gazans | Ceasefire. |
| Example Tweets | Israel Foreign Min. @IsraelMFA Following<br>Israel will continue its efforts to transfer humanitarian aid into #Gaza, provided the border crossings are not attacked by Hamas rockets<br>10:16 am - 15 Aug 2014<br>34 Retweets 12 Likes | Israel Foreign Min. @IsraelMFA Following<br>Hamas has much in common with #ISIS,#AlQuaeda & Boko Haram.They're all part of the challenge posed to the democratic world, including Israel<br>12:00 pm - 15 Aug 2014<br>91 Retweets 44 Likes | Israel Foreign Min. @IsraelMFA Following<br>Israel continuously works to transfer the ill & the wounded from #Gaza for medical treatment in Israel & abroad. bit.ly/1rbOTUZ<br>11:05 am - 15 Aug 2014<br>43 Retweets 20 Likes | Israel Foreign Min. @IsraelMFA Following<br>Israel,like the EU FAC attributes great importance to the Egyptian initiative to achieve a stable, durable ceasefire. bit.ly/1taD3aq<br>12:15 pm - 17 Aug 2014<br>15 Retweets 6 Likes |

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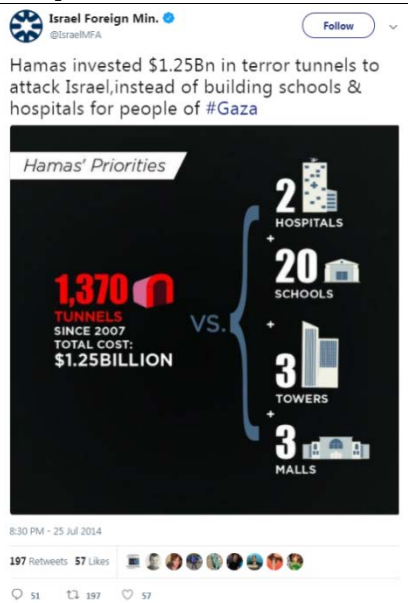
| 19 – 27 August | Hamas violates ceasefire. | Hamas are radical fundamentalists and keep breaking ceasefire. | Hamas 'is all about hatred, violence and #terror' | Ceasefire, long term Israeli security and destruction of Hamas infrastructure. Israel accepts ceasefire and Hamas eventually does because of Israel's military pressure. |
| Example Tweets | | | | |

# Appendix 2 Subject Matter Categories

| Category | Content | Example # 1 | Example # 2 |
|---|---|---|---|
| Evil Character of Hamas | Tweets that dealt with Hamas' investment in terror infrastructure, disregard for lives of civilians, association with ISIS and Boko Haram, use of child soldiers, firing on Israeli aid convoys, committing war crimes and committing summary executions in the Gaza strip | |  |
| Rocket Fire at Civilians | Tweets that depicted damage caused from Hamas rockets, detailed the number of rockets fired, the range of rockets and the targeting of Israeli civilians and cities | | |

| Category | Content | Example # 1 | Example # 2 |
|---|---|---|---|
| Right to Defend Israel | Tweets demonstrating the threat posed to Israeli citizens from Hamas rockets, Hamas terror tunnels, Hamas operatives infiltrating Israel and Israelis need to find shelter from rockets within seconds | | |

| Category | Content | Example # 1 | Example # 2 |
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| Good Israel | Tweets depicting Israeli aid convoys to Gaza, demonstrating Israelis sheltering one another from rockets, detailing Israeli humanitarian windows, depicting Israel's field hospital near Gaza, detailing Israel's attempt to limit loss of life, detailing Israel's acceptance of ceasefire proposals | | |

| Category | Content | Example # 1 | Example # 2 |
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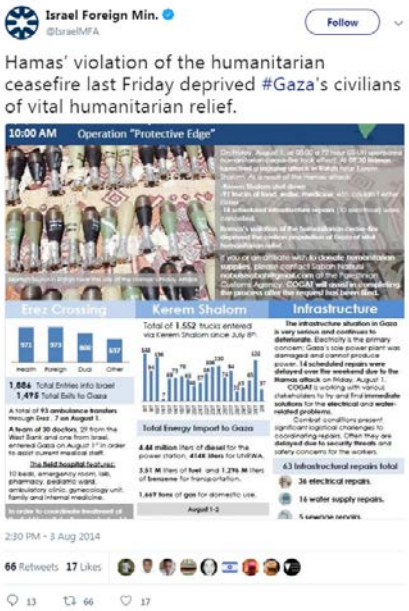
| Blame Hamas | Tweets detailing Hamas military attacks on Israel, depicting Hamas military capabilities, demonstrating Hamas firing from populated areas, detailing Hamas calls on citizens not evacuate areas before aerial bombardments | | |
| Hamas Human Shields | Tweets illustrating Hamas' use of civilians as human shields, depicting rocket fire from residential areas, depicting Gazans standing on the roofs of buildings so as to prevent attacks and cartons depicting Hamas' use of children as shields, | | |

| Category | Content | Example # 1 | Example # 2 |
|---|---|---|---|
| Military Operations | Tweets explaining Israel's military goals, depicting soldiers aborting missions due to civilian presence, describing military achievements | | |
| Invoking Morality | Tweets that offer moral or value-based judgments, that invoke terms such as "good", "barbaric" or "evil", that deal with norms that governments should adhere to or that depict war crimes | | |

| Category | Content | Example # 1 | Example # 2 |
|---|---|---|---|
| International Support | Tweets depicting official state visits, describing shows of support from foreign governments and leaders, detailing international support for Israel in diplomatic forums | | |
| Ceasefire | Tweets depicting Hamas' violations of ceasefire proposals, Hamas' lack of adherence with ceasefires and Israel's acceptance and adherence with all ceasefire proposal and initiatives | |   |

| Category | Content | Example # 1 | Example # 2 |
|---|---|---|---|
| Hamas Tunnels | Tweets depicting Hamas' tunnels, describing Hamas' use of tunnels, illustrating threat that tunnels pose to Israeli cities and citizens | | |
| US Support | Tweets describing shows of support from US diplomats, leaders and politicians, depicting statements of support by US officials and detailing statements of support from US institutions | | |

| Category | Content | Example # 1 | Example # 2 |
|---|---|---|---|
| Criticising UN | Tweets dealing with Israel's rejection of UN criticism, describing UN "double standards", denouncing UN forums for singling Israel out, depicting UN hypocrisy and illustrating Hamas use of UN facilities to hide rockets and operatives | | |
| Shared Threat of Terror | Tweets describing Hamas as a radical Islamic group, associating Hamas with Boko Haram and ISIS, depicting Israel as being at the forefront of a global struggle against terror | | |

| Category | Content | Example # 1 | Example # 2 |
|---|---|---|---|
| Humanising Victims | Tweets depicting lives of Israelis under rocket attacks, depicting the vulnerability of children to rocket attacks, demonstrating the fear of parents and teacher from impending attacks and depicting civilians running for shelter from rockets | | |