

TikTok and the Battle of Islam: Analyzing Palestinian Resilience against Israel and its Impact on the Perception of Islamic Moderation

Hadi Kharisman^{1*}, Fithri Dzakiyyah Hafizah²

¹Sekolah Tinggi Agama (STAI) Islam Sadra, Indonesia

²Universitas Islam Internasional Indonesia (UIII), Indonesia

hadikharisman@sadra.ac.id

Received: November 10, 2024

Revised: December 5, 2024

Accepted: December 15, 2024

Abstract

TikTok has brought global attention to 75 years of Israel's occupation. It has transformed into a platform that catalyzes significant social and political activism, creating a robust public forum for amplifying content related to Palestine while simultaneously countering Israeli propaganda. As TikTok evolves into a battleground for public opinion, Israel's narratives are increasingly eroding. Meanwhile, more people are beginning to recognize the resilience of Palestinians amidst the crisis. This shift has contributed to a growing number of TikTok users, particularly in the West, who are encouraged to explore the Palestinian background as Muslims. This exploration has, in turn, led to a rise in Muslim conversions in the West, a trend encapsulated by hashtags such as WhiteReverts and QuranBookClub. Using a qualitative methodology rooted in digital ethnography, this study involves content analysis of prominent materials extracted from TikTok and news platforms related to these trends spanning from 2023 to 2024. The analysis is further supplemented by library research to contextualize the growing attachment of TikTok users, especially in the West, toward Islam amidst the surge of Palestinian-related content on TikTok. The study concludes that the resilience displayed by Palestinians on TikTok has significantly influenced users' growing awareness, prompting them to critically assess both Islamic teachings and Israeli propaganda. This awareness has, in turn, increased attention toward Islamic moderation in general.

Keywords: Israel, Palestine, Moderation, Islam, TikTok.

1. Introduction

In the aftermath of the alleged Hamas attack on Israel on October 7, 2023, the Israel Defense Forces (IDF) retaliated with a series of counter-attacks on the Gaza Strip through relentless bombardments, targeting hospitals, houses, schools, and universities. Additionally, Gaza faced a complete siege, involving the cutoff of electricity, food, and water supplies (Al Jazeera, 2024). In December 2023, South Africa lodged a complaint with the International Court of Justice (ICJ), accusing Israel of committing genocide. However, Israel's Prime Minister, Benjamin Netanyahu, publicly rejected the ICJ's ruling, stating, "The Court was right to uphold Israel's right to self-defense but should never have debated the genocide charge" (Haaretz, 2024). This statement went viral on social media, sparking widespread global outrage as the death toll from Israel's actions continued to rise. Consequently, the public began to grow fatigued with Israel's propaganda and chose to express their solidarity with Palestinians through various means, particularly on social media (Vasterman, 2018).

Social media have ushered in a new era of information. They have established new connections to physical spaces where voices demand change (AlSayyad and Guvenc, 2015). Social media play a significant role in creating spaces for expressing opinions in cyberspace (Afriyandi, 2021). Specifically, platforms like Meta, TikTok, and X (formerly Twitter) play a crucial role in shaping public opinion and disseminating information during conflicts (Mohyidin, 2023). For instance, during the Israel-Gaza conflict, the pattern of pro-Palestinian posts on TikTok reflects a consistent and prolonged social movement (Moulton, 2024). These posts are more dominant compared to Israel's campaigns, which portray Palestinians as aggressors attacking Israel without cause, while concurrently presenting Israel as an innocent victim of Palestinian ruthlessness (Buttu, 2014).

The emergence of TikTok has revealed specific affordances for Palestinians to construct their narratives within the discursive environment of TikTok (Cervi and Marín-Lladó, 2022). According to the 2023 Global Overview Report, TikTok ranks sixth globally, with users spending an average of 23 hours per month on the platform. It enables users to create or join communities with shared interests (Isman and Yahya, 2024). Through this platform, the resilience of Palestinians has been vividly portrayed. A study conducted by Tamara Abu Laban in 2024, exploring "the role of TikTok in disseminating the Palestinian narrative from the perspective of Palestinian university students," revealed a high level of motivation among students to use TikTok to share the Palestinian narrative (Laban, 2024).

In the aftermath of the October 7 attack on Israel by Hamas and the subsequent war, Islam is gaining a new and unexpected following of converts, particularly in the West. TikTok hashtags such as WhiteReverts and QuranBookClub highlight the growing trend of Muslim converts on TikTok from 2023 to 2024, alongside pro-Palestinian digital activism (Watch, 2023). A TikTok trend titled "I started reading the Qur'an because I was inspired by the Palestinians" went viral in October 2023 (Widaatalla, 2023). These trends showcase a pattern among TikTok users of sharing their impressions of the Qur'an to better understand Islam and the resilience of Palestinians. Many later discover that Islam conveys a message of peace and justice (Khan, 2023). Interestingly, most of these impressions are expressed by non-Muslims in response to the Gaza conflict with Israel (Widaatalla, 2023).

The voices on TikTok highlighting Palestinian resilience and the rise in Muslim converts resonate with the Islamic image defined by moderation. Mohammed Hashim Kamali describes “moderation” as primarily a moral virtue relevant not only to the personal conduct of individuals but also to the integrity and self-image of communities and nations. In its Qur’anic context, it reflects the self-identity and worldview of the Muslim community (Kamali, 2015). Based on this specific case, this study poses the question: How have TikTok’s trends of Palestinian resilience influenced Western perceptions of Islam and its moderation while challenging Israel’s propaganda?

2. Methods

This study utilizes digital ethnography as a qualitative research method. Jason A. Smith asserts that qualitative research is centered on an interpretative framework aimed at illuminating how knowledge is contextualized within various social settings (Smith, 2017). In this case, digital ethnography is defined as deploying ethnographic methods to understand digital culture, while also utilizing digital methodologies as research tools to collect, analyze, and communicate the ethnographic experience (Barendregt, 2021). It involves “representing real-life cultures by combining the characteristic features of digital media with the elements of storytelling” (Kaur-Gill and Dutta, 2017). The interaction between the ethnographer and the research participants also takes place in digital environments, involving the use of textual and visual information displayed on screens, such as emoticons, pictures, and graphic designs, as key elements of digital interaction (Ardévol Gómez-Cruz, 2013, p. 11).

The method involves content analysis of primary sources drawn from top content published on TikTok and news platforms related to the rising trend of Palestinian resilience under two specific hashtags: WhiteReverts and QuranBookClub. This methodological framework involves formulating a research question that can be empirically explored. As previously stated, the research question guiding this study is: How have TikTok’s trends of Palestinian resilience influenced Western perceptions of Islam and its moderation while challenging Israel’s propaganda?

Once the research question has been established, the next step involves choosing the relevant content related to the research question and conducting the content analysis itself. Smith defines content analysis within a qualitative paradigm as the evaluation of materials in a given text, whether it entails merely quantifying occurrences or delving into more profound meanings (Smith, 2017). Krippendorff contends that content analysis necessitates a meticulous examination of relatively small quantities of textual material (Krippendorff, 2004).

Therefore, to strengthen the evidence, this study uses a digital analysis tool called “BrandMentions” to analyze the sentiments and mentions of the aforementioned trends on TikTok. BrandMentions is known as a comprehensive brand monitoring tool that tracks mentions across all social media platforms. In this context, BrandMentions provides analysis of specific mentions of digital activism by Muslims on social media, focusing on the hashtags WhiteReverts and QuranBookClub over a one-month period from October to November 2024. Additionally, this study also relies on extensive library research, involving the examination and analysis of relevant literature, including books, papers, and other scholarly works, to interpret and contextualize the collected data in order to understand

the inherent patterns, values, and beliefs of the online community on TikTok regarding the trends and their connection to perceptions of Islamic moderation.

3. Results and Discussion

3.1. Results

This study collects content posted on TikTok related to the hashtags WhiteReverts and QuranBookClub, as well as on news portals. The study reveals that TikTok features 84 posts related to the hashtag WhiteReverts from 2023 to 2024 (WhiteReverts on TikTok Search, 2024). Meanwhile, the hashtag QuranBookClub covers a greater number on TikTok, reaching 949 posts (QuranBookClub TikTok Search, 2024). Both hashtags share similar patterns, with hundreds of thousands to millions of likes and views, observed through several key topics as follows:

Table 1. Factor Loading Value

Hashtags	Key Topics
whiterevert	- Convert to Islam after Palestine (Convert to Islam After Palestine Sekarang, 2024) - Since Gaza, Reverting to Islam (<i>Reverting to Islam Palestine</i> 2024) - Converting to Islam after Palestine war (Muslims Converting to Islam After Palestine War, 2024) - Reverting to Islam Palestine (<i>Reverting to Islam Palestine</i> 2024)
quranbookclub	- Start to read Qur'an because of Palestine (<i>Start to Read Quran Because of Palestine — TikTok</i> 2024) - People reading Qur'an after Palestine wars (<i>People Reading Quran After Palestine War</i> 2024) - Read Qur'an first time about Palestine (<i>Read Quran First Time about Palestine</i> 2024)

Supporting the above findings, the BrandMentions digital analytics tool analyzes the hashtags and discovers specific mentions, as well as sentiments toward Palestine, especially related to the hashtag QuranBookClub, as seen in the following graphics:

Based on the two graphics above, it can be concluded that both hashtags, WhiteReverts and QuranBookClub, are linked to the campaign of solidarity with Palestine, as each post always includes the hashtags FreePalestine and CeaseFireNow, while simultaneously exposing a rising trend of TikTok users' recognition of the true essence of Islam through their conversion to Islam. Further, BrandMentions shows that the hashtags are predominated by positive sentiments, with most of them including phrases like 'All eyes on Rafah, from the river to the sea, watermelons (which symbolize the flag of Palestine), Gaza under attack, Jerusalem al-Aqsa, Gaza genocide, Insha Allah Jerusalem, Palestinian-inspired resilience faith, Islam, Qur'an, and soul,' and many more.

In regard to the moderation of Islam, as previously defined by Mohammed Hashem Kamali, which is characterized by the moral virtue of Muslim individuals and communities within Qur'anic projections (Kamali, 2015), several online news narratives engage with the shared pattern of Kamali's characterization of Islamic moderation, related to the rising trends of Muslim converts inspired by Palestinian resilience on TikTok, as highlighted below:

Political stance	- Converting to Islam becomes a political statement of solidarity with Palestinians in opposition to the dominant cultural narrative that supports Israel's policies in Gaza (Roy, 2023). - Conversion to Islam is perceived as particularly rebellious, anti-Western, anti-capitalist, and anti-establishment (Muslim Mirror, 2023). - The biggest uniting force among Palestinians is the adamant persistence to remain on Palestinian soil, even if it means losing their lives. So far, the Palestinian faith has inspired people globally and even acted as the seed that has promoted many to convert to Islam (Scoop Empire, 2023).
------------------	--

According to these results, further exploration of the rising exposure of Palestinians' resilience on TikTok and its impact on the perception of Islamic moderation will be discussed in the subsequent section.

3.2. Discussion

Palestinian resilience amidst the crisis and its implications for the perception of Islamic Moderation

The advent of social media has facilitated the rapid dissemination of distressing and alarming images and footage depicting the suffering of women and children in Gaza. Aljunied argues that this contemporary reality challenges the stereotypical images of Muslims perpetuated by the promoters of the so-called "terrorism industry." Muslims and non-Muslims alike are now shifting their focus away from the study of violence perpetrated by extremist groups and are uniting to advocate for Palestine in the context of the age of the networked society (Aljunied, 2017). The current movement on social media bears a resemblance to the response of Muslims following the 9/11 attacks, wherein they sought to challenge the negative stereotypes associated with Muslim Americans (Masquelier and Soares, 2016).

Amid the ongoing genocide in Gaza, social media platforms actively showcase widespread protest movements across the globe. Palestinians, in particular, realize the importance of optimizing the use of social media platforms to expose their emergency situation in order to achieve a greater impact globally (Laban, 2024). Consequently, this phenomenon has not only garnered global support, but it has also served as a platform for people to come together to learn about Islam (Widaatalla, 2023). Beyond the political dimension, the enduring faith, patience, and resilience exhibited by the Palestinian people amid Israel's brutal and widespread destruction have become a source of inspiration, leading individuals worldwide to explore and embrace Islam (Scoop Empire, 2023).

People are beginning to recognize the profound moral virtues demonstrated by Palestinians, projecting a strong sense of integrity and contributing to a positive self-image of Muslim communities. TikTok analytics show that the hashtag Islam has rapidly gained popularity since early October. During this time, videos using the hashtag have garnered more than 35 billion views globally, one billion views in the United States, and 360 million views in Canada, with the majority of viewers aged 18-24 (Widaatalla, 2023). The enduring patience exhibited by Palestinians in the face of prolonged suffering and silenced voices has captivated a global audience, prompting a deeper exploration of Islamic virtues. Palestinian self-control (Shagan, 2011), anchored in their reliance on faith in God, is observed through their repetitive recitation of supplications from the Qur'an, specifically from chapter 3, verse 173: "asbunallāh wa ni'mal wakīl," which means "Allah

is sufficient for us.” This has fortified the world’s perception of the Muslim community or ummah. Moreover, a growing awareness is emerging regarding the historical coexistence of Muslims and Jews as close neighbors before Israel’s occupation of Palestine. Even during the Holocaust of World War II, Muslims in the Balkans and other regions heroically saved thousands of Jews from the Nazis (Kamali, 2015).

Palestinians’ resilience amidst the crisis and war reflects a form of performative Islamic moderation, or Wasatiyyah in Arabic, which signifies purity, nobility, justice, and superiority (ibid.). This draws strength from the Qur’an as the source of peace and nobility (Afriyandi, 2021), encouraging the continuous worship of God even in less fortunate circumstances (Knysh, 2017). In other words, the unwavering faith displayed by Palestinians on social media is gradually restoring the universal image of Islam in the global arena, attracting more supporters and producing more moderate Muslims internationally. This is evident in the consistent pattern of pro-Palestinian posts on social media, specifically on TikTok, where it was recorded that there are 236 million views for pro-Palestinian posts, while pro-Israeli posts only reached 14 million views (Moulton, 2024).

TikTok as a game changer for content moderation of Israel-Palestine conflict on social media

As mentioned in the previous section, TikTok is considered an effective tool for disseminating the narrative of the Israel-Palestine conflict. The TikTok app provides users with a space where they can create or find a community with similar interests (Isman and Yahya, 2024). It enables everyone to be a creator and encourages users to share their passion and expression through their videos. To achieve their goals, the designers worked on an algorithm that makes it easier for content to go viral (González-Esteban et al., 2024). Mohyidin argues that although TikTok’s original mission was ”to inspire creativity and bring joy,” it is undeniable that the platform now plays a significant role in spreading impactful moments that captivate the world (Mohyidin, 2023). Its growth has been explosive, and it is now recognized as the social network with the most followers in the world (González-Esteban et al., 2024). Within this environment, TikTok users engage in a playful yet informative unpacking and contextualization of sociopolitical issues surrounding the Palestine-Israel conflict, leveraging the platform’s prevalent trends (Cervi and Divon, 2023). It also serves as a platform for individuals to express their ideas and showcase religious values (Rozehnal, 2022).

For many Palestinians, TikTok is perceived as a game-changer, or a transformative tool to reveal Israeli abuses, akin to the impact of Wikileaks in 2006, which exposed the secrets of the United States’ invasion of Iraq and contributed to efforts to halt the war (Wolfsfeld, 2018). This Palestinian perception stems from a long-standing avoidance by Western mainstream media in reporting on Palestinians, particularly since the events of 9/11 (Murphy, 2015). Israel has struggled to control the flow of information on social media in order to shape positive perspectives of both the Israeli military and political leadership regarding its military operations. However, the advent of TikTok has posed challenges for Israel in maintaining control over its image and manipulating the narrative or story flow on the platform (Christie and Van Den Oever, 2018).

Despite its widespread popularity, the TikTok algorithm has faced criticism for bias and discrimination. Concerns have been raised about the creation of feedback loops that tend to expose users solely to content similar to what they typically engage with (Roy, 2023). On October 9, an independent news outlet focusing on Palestine and Israel shared

that a TikTok account was permanently banned amid its ongoing coverage of the events in Palestine (Mohyidin, 2023). The algorithmic structure appears to have inadvertently benefited the Palestinian cause, providing a platform for them to voice their grievances and expose Israeli atrocities. Many TikTok users assert that TikTok stands out as the most pro-Palestine social media platform when compared to others. Content moderation regarding the Israel-Palestine conflict on TikTok differs from that of other platforms, which tend to shadow-ban content related to Palestine while not imposing similar restrictions on Israeli narratives (Haganta, 2023). Notably, from October 2023 to January 2024, specific TikTok trending topics have emerged, focusing on Palestine and Islam. Examples include hashtags like “People Reverted to Islam after Gaza” (*People Reverting to Islam After Gaza* 2023) and “Women Inspired by Palestinians and Converted to Islam” (*Women Inspired by Palestinian and Converted to Islam* 2023). These trends indicate a notable engagement with Palestinian and Islamic narratives on the platform during this period.

Since October 2023, TikTok analytics indicate a significant surge in the popularity of the hashtag Islam. Videos employing this hashtag have garnered over 35 billion views globally, with one billion views in the United States and 360 million in Canada (Widaatalla, 2023). Another noteworthy trend has also emerged on TikTok, wherein users engage in reading and sharing their impressions of the Qur’an as a means of better understanding the faith and resilience of the Palestinian people amid Israel’s ongoing bombardment of Gaza. This trend was initiated by a Jewish girl named @biondaxox, who posted a video expressing her profound admiration for the Palestinian faith and its people. This trend on TikTok has created a space for meaningful dialogue and mutual learning among individuals from different faiths and cultures. It highlights the platform’s potential to foster understanding and bridge gaps between diverse communities through open discussions and shared experiences (Khan, 2023).

The resilience exhibited by Palestinians has sparked a significant movement on TikTok, where users are actively engaging with the Qur’an, leading to a notable number of individuals embracing Islam. The steadfast faith demonstrated by Palestinians, even in the face of adversity, has struck a chord with a global audience, particularly within the online community (Kuwait Times, 2024). Hashtags such as quranbookclub and whitereverts have gained substantial traction, accumulating millions of views. Polls indicate widespread sympathy among TikTok users for the Palestinian cause, contributing to the surge in individuals exploring the Qur’an. The increased interest in reading the Qur’an on TikTok appears to be driven both by political stances to defend Palestine and by a genuine curiosity to gain a deeper understanding of the faith cherished by many Gazans. What initially began as a means for young people on TikTok to explore Islam has evolved into a broader online movement aimed at dispelling misconceptions and shedding light on a faith often mischaracterized in the West (Monastery, 2023). The Palestinians’ demonstration of the profound impact of a solid foundation of faith during challenging times has resonated with individuals globally and serves as a testament to the transformative power of unwavering belief in Islam (Followthehaq, 2024).

4. Conclusions

TikTok has emerged as a transformative instrument for individuals to assert their stance in the ongoing conflict between Palestine and Israel within the realm of social

media. The enduring resilience exhibited by Palestinians, as revealed through TikTok, has garnered global attention, leading to increased awareness of Islamic moral values and a potential restoration of the image of Islam in Western perception. Furthermore, the steadfastness as personal conduct exhibited by Palestinians aligns with the principle of moderation in Islam, known as Wasatiyyah, which is rooted in the Qur'an.

The ongoing narrative of Israel's self-defense efforts against Palestine, disseminated across mainstream and social media platforms, has encountered a counter-narrative on TikTok. This platform has witnessed a notable surge in individuals converting to Islam and undertaking the study of the Qur'an after being exposed to the Gaza tragedy from October 2023 to January 2024. The battle of narratives between Muslim Palestinians and Israel's propaganda unfolding on TikTok has had a significant impact on restoring the image of universal values of Islam, as its users learn to critically assess the two narratives. The unique algorithm of TikTok has played a crucial role in amplifying Palestinian content, enabling it to reach a broader global audience. Its dynamics have shifted the narrative landscape, making it challenging for Israel to control its portrayal on the global stage.

However, it is imperative to conduct further research in the future to gain a deeper understanding of how TikTok and its users can sustain the current trend of promoting Islamic moderation inspired by Palestinians' resilience on the platform, and potentially influence a halt to Israel's military aggression, akin to the impact of Wikileaks in 2006 that contributed to stopping the United States' invasion of Iraq. It is crucial to acknowledge that the characteristics of social media users are often linked to instant feelings of fatigue or boredom with repetitive trends and content. Despite the optimism surrounding the new revolutionary movement on TikTok in solidarity with Palestine and Islam, there is a need for further in-depth analysis to identify potential challenges that may arise in this form of digital activism. Addressing these challenges will be vital for ensuring the longevity and effectiveness of such movements on social media platforms.

References

- Afriyandi, R. (2021). "Analisis Ujaran Kebencian dalam Bermedia Sosial: Kajian atas Semangat Perdamaian dalam Al-Quran". In: *Journal of Islamic Civilization* 3.1, pp. 24–33. DOI: 10.33086/jic.v3i1.1893.
- Al Jazeera (2024). *Gaza faces 'humanitarian catastrophe' as power plant running out of fuel*. URL: <https://www.aljazeera.com/news/2023/10/11/gaza-faces-humanitarian-catastrophe-as-sole-power-plant-runs-out-of-fuel>.
- Aljunied, S. M. K. (2017). *Muslim cosmopolitanism: Southeast Asian Islam in comparative perspective*. Edinburgh University Press.
- AlSayyad, N. and M. Guvenc (2015). "Virtual Uprisings: On the Interaction of New Social Media, Traditional Media Coverage and Urban Space during the 'Arab Spring'". In: *Urban Studies* 52.11, pp. 2018–2034. DOI: 10.1177/0042098013505881.
- Aytekin, A. B. (2024). *Western youth turn to Islam, inspired by Palestinians' faith in God*. URL: <https://www.trtworld.com/magazine/western-youth-turn-to-islam-inspired-by-palestinians-faith-in-god-17452581>.

- Barendregt, B. (2021). "Digital ethnography, or 'deep hanging out' in the age of big data". In: *Audiovisual and Digital Ethnography*. Ed. by C. Grasseni et al. 1st. Routledge, pp. 168–190. DOI: 10.4324/9781003132417-8.
- Buttu, D. (2014). "Blaming the Victims". In: *Journal of Palestine Studies* 44.1, pp. 91–96. DOI: 10.1525/jps.2014.44.1.91.
- Cervi, L. and T. Divon (2023). "Playful Activism: Memetic Performances of Palestinian Resistance in TikTok #Challenges". In: *Social Media + Society* 9.1, p. 205630512311576. DOI: 10.1177/20563051231157607.
- Cervi, L. and C. Marín-Lladó (2022). "Freepalestine on TikTok: From performative activism to (meaningful) playful activism". In: *Journal of International and Intercultural Communication* 15.4, pp. 414–434. DOI: 10.1080/17513057.2022.2131883.
- Christie, I. and A. Van Den Oever, eds. (2018). *Stories*. Amsterdam University Press. DOI: 10.2307/j.ctv5rf6vf.
- Convert to Islam After Palestine Sekarang (Nov. 2024). *TikTok*. URL: <https://www.tiktok.com/discover/convert-to-islam-after-palestine-sekarang>.
- Ersen, E. T. (2023). *Inspired by stance of Palestinians against Israel, US influencer converts to Islam*. URL: <https://www.aa.com.tr/en/world/inspired-by-stance-of-palestinians-against-israel-us-influencer-converts-to-islam/3070593>.
- Followthehaq (2024). *Follow The Haq*. URL: <https://www.tiktok.com/@followthehaq/video/7304741093558553889>.
- González-Esteban, J.-L. et al. (2024). "Intensification of Hate Speech, Based on the Conversation Generated on TikTok during the Escalation of the War in the Middle East in 2023". In: *Social Sciences* 13.1, p. 49. DOI: 10.3390/socsci13010049.
- Haaretz (Jan. 2024). *ICJ rules Israel must "take all measures" to avoid acts of genocide in Gaza, incitement, does not order cease*. URL: <https://www.haaretz.com/israel-news/2024-01-26/ty-article-live/top-un-court-hands-down-preliminary-ruling-in-south-africa-genocide-case-against-israel/0000018d-451e-dc44-a5bf-cdbeb41c0000>.
- Haganta, K. (2023). *Remotivi—Memorisida Mengaburkan Memori Kolektif tentang Palestina*. URL: <https://www.remotivi.or.id/headline/esai/851>.
- Hashmi, R. (Nov. 2023). *Surge in Women Converting to Islam; Inspired by Faith and Gaza War Resilience*. URL: <https://munsifdaily.com/surge-in-women-converting-to-islam-inspired-by-faith-and-gaza-war-resilience/>.
- Isman, A. and R. M. Yahya (2024). "Factors Affecting the Acceptance and Adoption of TikTok Platform through the Lens of Diffusion of Innovation Theory". In: *TOJET: The Turkish Online Journal of Educational Technology* 23.2.
- Kamali, M. H. (2015). *The middle path of moderation in Islam: The Qurānic principle of wasaṭiyyah*. Oxford University Press.
- Kaur-Gill, S. and M. J. Dutta (2017). "Digital Ethnography". In: *The International Encyclopedia of Communication Research Methods*. Ed. by J. Matthes, C. S. Davis, and R. F. Potter. 1st. Wiley, pp. 1–10. DOI: 10.1002/9781118901731.iecrm0271.

- Khan, S. (Nov. 2023). *TikTokers Explore Quran to Understand Palestinian Resilience Amid Israel's Bombardment of Gaza*. URL: <https://theobserverpost.com/tiktokers-explore-quran-to-understand-palestinian-resilience-amid-israels-bombardment-of-gaza/>.
- Knysh, A. D. (2017). *Sufism: A new history of Islamic mysticism*. Princeton University Press.
- Krippendorff, K. (2004). *Content analysis: An introduction to its methodology*. 2nd. Sage.
- Kuwait Times (2024). *The resilience of Palestinians have sparked a movement on TikTok*. URL: <https://www.tiktok.com/@thekuwaittimes/video/7296466817587940616>.
- Laban, T. A. (2024). "The Role of TikTok in Disseminating the Palestinian Narrative during the War on Gaza from the Perspective of Palestinian University Students". In: *Advances in Journalism and Communication* 12.03, pp. 394–408. DOI: 10.4236/ajc.2024.123021.
- Masquelier, A. M. and B. F. Soares (2016). *Muslim youth and the 9/11 generation*. School for Advanced Research Press, University of New Mexico Press.
- Mohyidin, R. (2023). *Israel's War on Gaza and the Weaponisation of Social Media*.
- MojeH (2024). *Why Women Are Choosing To Convert To Islam Following The Ongoing Attacks In The Regional*. URL: <https://mojeh.com/culture/news/why-women-are-choosing-to-convert-to-islam-following-the-ongoing-attacks-in-the-regional/>.
- Monastery (Dec. 2023). *Young TikTok Users Are Discovering the Quran – And They're Excited*. URL: <https://www.themonastery.org/blog/young-tiktok-users-are-discovering-the-quran>.
- Moulton, C. (2024). *Pro-Palestinian posts significantly outnumbered pro-Israeli posts on TikTok, new Northeastern research shows*. URL: <https://news.northeastern.edu/2024/05/10/israel-hamas-tiktok-research/>.
- Murphy, D. (2015). "HASBARA IN ACTION". In: *Irish Pages LTD* 9.2, pp. 181–212.
- Muslim Mirror (Nov. 2023). *American women embrace Islam in response to Gaza conflict, share journeys on TikTok*. URL: <https://muslimmirror.com/american-women-embrace-islam-in-response-to-gaza-conflict-share-journeys-on-tiktok/>.
- Muslims Converting to Islam After Palestine War (Nov. 2024). *TikTok*. URL: <https://www.tiktok.com/discover/muslims-converting-to-islam-after-palestine-war>.
- People Reading Quran After Palestine War (2024). URL: <https://www.tiktok.com/discover/people-reading-quran-after-palestine-war>.
- People Reverting to Islam After Gaza (2023). URL: <https://www.tiktok.com/find/people-reverting-to-islam-after-gaza>.
- Popular Tiktoker Megan Rice converts to Islam, inspired by Gaza (2023). URL: <https://wordofprophet.com/tiktok-megan-rice-converts-to-islam/>.
- Read Quran First Time about Palestine (2024). URL: <https://www.tiktok.com/find/read-quran-first-time-about-palestine>.
-

- Reverting to Islam Palestine* (2024). URL: <https://www.tiktok.com/discover/reverting-to-islam-palestine>.
- Roy, J. (Dec. 2023). "On TikTok, an Unlikely Call to Islam Emerges". In: *New Lines Magazine*. URL: <https://newlinesmag.com/reportage/on-tiktok-an-unlikely-call-to-islam-emerges/>.
- Rozehnal, R. T., ed. (2022). *Cyber Muslims: Mapping Islamic digital media in the internet age*. 1st. Bloomsbury Academic.
- Scoop Empire (2023). *A Round Up Of TikTokers Converting To Islam In The Wake Of The Gaza Genocide, But Why Now?* URL: <https://scoopempire.com/a-round-up-of-tiktokers-converting-to-islam-in-the-wake-of-the-gaza-genocide-but-why-now/>.
- Shagan, E. H. (2011). *The rule of moderation: Violence, religion and the politics of restraint in early modern England*. Cambridge University Press.
- Smith, J. A. (2017). "Textual Analysis". In: *The International Encyclopedia of Communication Research Methods*. Ed. by J. Matthes, C. S. Davis, and R. F. Potter. 1st. Wiley, pp. 1–7. DOI: 10.1002/9781118901731.iecrm0248.
- Start to Read Quran Because of Palestine — TikTok* (2024). URL: <https://www.tiktok.com/find/start-to-read-quran-because-of-palestine>.
- Vasterman, P., ed. (2018). *From Media Hype to Twitter Storm*. Amsterdam University Press. DOI: 10.2307/j.ctt21215m0.
- Watch, Religion (2023). *Islam gaining admirers, converts after October 7*. URL: <https://www.religionwatch.com/islam-gaining-admirers-converts-after-october-7/>.
- Widaatalla, N. (2023). "After seeing the struggle of Palestinians in Gaza, TikTok users are learning about Islam". In: *The Conversation*. URL: <http://theconversation.com/after-seeing-the-struggle-of-palestinians-in-gaza-tiktok-users-are-learning-about-islam-218503>.
- Wolfsfeld, G. (2018). "The role of the media in violent conflicts in the digital age: Israeli and Palestinian leaders' perceptions". In: *Media, War Conflict* 11.1, pp. 107–124. DOI: 10.1177/1750635217727312.
- Women Inspired by Palestinian and Converted to Islam* (2023). URL: <https://www.tiktok.com/find/women-inspired-by-palestinian-and-converted-to-islam>.
-