

The Relationship Between Modern Media And The Promotion Of Cedaw Convention “Case Study” Palestine Technical University – Kadoorie

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Abstract

The study aimed at identifying the relationship between modern media and the promotion of CEDAW, a “case study” at Palestine Technical University – Kadoorie, main campus. The study community consisted of all the male and female employees at Palestine Technical University – Kadoorie. The researchers used the descriptive analytical method to suit the subject of the study. The study sample, 114 employees, was selected by the available random sampling method. The researchers published an online questionnaire consisting of (29) paragraphs, distributed over six areas to reach to the objectives of the study. The research outcome was concluded to publish the articles of the international convention on the media and to accord its clauses with the local laws.

Introduction:

Communication in general, and media in particular, performed throughout ages a pivotal role in the social, cultural, and health issues as a result to its means' rapidness and commonness. Because of the strong connection between media and the common societal issues, the media draws from reality its rich and easy-accessible data at the same time redrafting this reality into a way which contributes to the development of attitudes, trends and solutions of the issues that are basically taken from reality (Al-Halawani, Maji 2006).

Modern media is the other side of power that aims to bring about a change or modification in the opinions, trends and behaviors of individuals, promoting ideas or modifying the attitudes of members of society for the benefit of individuals on the one hand and the society on the other giving rise to achieving the public interest by preparing targeted, effective and successful media campaigns, which then could be implemented (Bilarabi, 2019).

In recent times, there has been much talk about human rights, and this became clear through holding conferences and seminars and entering into covenants and agreements at the regional and international levels. Despite the developments that took place in societies, women did not achieve the social position they deserve as they continued to suffer from the taking-out of their rights and inequity in the social, political, and economic areas. The adoption of the Convention on the elimination of all forms of discrimination against women marked a milestone in the history of the women's human rights. This convention combines the general principle of non-discrimination on the basis of gender with other standards related to women, which have been established in several separate conventions. CEDAW is the fruit of the efforts made by the United Nations Commission on the status of women over the past thirty years and even more as it designates a distinct and significant position among the human rights treaties, represented in the inclusion of women's issues, constituting half of all humanity in all issues dealing with human rights (Dorouzi, 2020).

Study Problem

The theoretical and original vision is highly significant for employing modern media in the field of social promotion and awareness within the framework of what is academically called social promotion. It focuses on the popular power that characterizes social networks and employs it to make and activate successful campaigns that carry a very important utilitarian dimension until part of the desired goals are achieved and the social issues circulating in the media are highlighted. Thus, the researchers pay her attention to the issue of women's issues where she was interested in the issue of CEDAW and what was dealt with and addressed by media sites about the application of its provisions within the Palestinian law, and because there is a relationship between the media and social fields, she has a great dependence to raise such issues through the media as it is considered a bridge linking between them and the decision makers, especially social networking sites, that play an important role in developing participation in the community issues. Thus, the study problem revolves around the

following main question: What is the role of the new media in marketing CEDAW in Palestine?

The main question stipulates the following questions:

What is the nature of the relationship between social networking sites and modern media during promoting CEDAW?

What is the nature of the relationship between modern media, interaction and use in promoting CEDAW?

What is the nature of the relationship between demographic factors: (gender, age, marital status, educational qualification, job title, place of residence) and promoting CEDAW from the point of view of male and female workers at Palestine Technical University - Kadoorie - Headquarter?

Study Goals

- Investigate the nature of relationship between social networking and modern media while promoting CEDAW.
- Investigate the nature of relationship between modern media and the interaction and the use while promoting CEDAW.
- Investigate the nature of relationship between demographic factors: (gender, age, marital status, educational qualification, job title, place of residence) and promoting CEDAW from the point of view of male and female workers at Palestine Technical University - Kadoorie – Headquarter.

Study Significance

- The lack of Arab studies that dealt with the reality of the use and role of modern media in promoting CEDAW in Palestine.
- The need for official organizations and civil societal institutions to understand the systematic steps adopted in the modern media.
- Explaining the importance of employing and activating modern media in CEDAW promotion campaigns in Palestine.

Study Hypotheses

- There is no statistically significant relationship between modern media in terms of social networking sites and the promotion of CEDAW from the point of view of the male and female workers at the significance level ($\alpha \leq 0.05$).
- There is no statistically significant relationship between the relationship between modern media and the interaction and use, and the promotion of CEDAW from the point of view of the male and female workers at the significance level ($\alpha \leq 0.05$)

Study Limitations

- **Subjective Limitation:** it includes an analytical description on the relationship between modern media and the promotion of CEDAW.

- **Time Limitation:** the study was conducted during the second semester of the academic year 2021 – 2022.
- **Place Limitation:** the study was conducted at Palestine Technical University – Kadoorie, Tulkarem branch (main campus).

Study Terminology

Modern Media: It is an environment that allows individuals and groups to deliver the voices of their communities to the world. Modern media is quite much, and they are increasing in diversity and growth over time, moreover, the most important of these means are blogs, photo sharing sites and podcasts, video sharing sites, wikis. The modern media, also called social media, is one of the most prominent manifestations of Web 0.2, which is defined as “a term that refers to a group of new technologies and applications that have led to a change in the behavior of the media network.” (Programming).

Promotion: It is the process that involves the planning, implementation, pricing, distribution and promotion of the particular concepts and perceptions with the ideas, goods and services to achieve the processes of exchange that are able to fulfill the organizations and services' goals (Moala, 2001).

The Concept of CEDAW Convention: it is the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW). It was adopted in 1979 by the United Nations Assembly, and it is binding on the states that accepts the convention either by ratification or by joining it. The convention states out the nullification of all laws and regulations without exceptions (Odwan, 2010).

The Concept of Modern Media (Web 2.0), its Characteristics and Means:

The concept of modern media is controversial and has not found a single definition due to the overlapping opinions in its study. In early days, this concept reflected the great technical development that occurred in the use of audio and video technology and the Internet revolution. The Tech-High Dictionary defines it as the merging of computers, networks and multimedia. The computer dictionary defined it as: the media aspect of the web 0.2, and of the Internet. It summarizes the importance of interaction between the users and groups of common interests. The modern media is a group of applications, platforms and media on the network which aims at facilitating interaction and cooperation over creating and sharing the content. It depends on many technologies such as RSS feeds, blogs, wikis, photo-sharing platforms (Flickr), video sharing (Tube You), podcasts, social networks, site-trading tags, UPS-Mash, virtual worlds, microblogging, and many other technologies) Shekhani(2010) .

The researchers believe that social networks have led to the emergence of this type of media called “digital or interactive media”, which provided the public with a wide field of knowledge and access to various opinions and interactions with local and global issues all the time.

The Most Significant Modern Media Means (Khalil· 2014).

Facebook: This site was founded in 2004 by Mark Zuckerberg.
Twitter: It appeared in 2006 as a research project carried out by the Obvious American Company which was then officially launched to users in the same year. It provides microblogging service which allows a limited number of interactions at a maximum 140 characters for each message (tweet). **Skype:** is a commercial program created by the Swedish investors Nicholas Zenström and the Danish Janus Fries with a group of software developers, and this program enables its users to communicate via voice (by phone) over the Internet free of charge for its users. **Mobile Phone or Cellular:** it is not limited to being an audio or readable communication tool by means of messages, but it can now be used as a hand-held computer whose holder can know the latest political, economic and sports news as soon as they happen by subscribing to the Internet. **YouTube:** it was launched in early 2015 by three former employees of PayPal in San Bruno, California in the USA, and the site relies on Adobe Flash technology to display the required videos.

Modern Media Characteristics and Tools: modern media is most significantly characterized by the following (Awad,2013).

Diversity: modern media is characterized by heterogeneousness in terms of the easy delivery of the message, low cost of drafting the presented material, and the diversity of income resources because of the websites' subscriptions or its exclusive materials for sale, or the mobile phones' subscriptions.

Data Rotation: modern media has extended the rotation process to include the same information, being for example produced in a newspaper, then on the newspaper website, or it could be transmitted into a merged image with information or a video clip posted on the social networking sites.

Speed and Accuracy in Information Transmission: this feature has offered the ability to transmit information directly as soon as the news occurred or the information is discovered without cost, preparation or prior timing. This means that everyone living in such era “Modern Media” should be constant in striving to be the first to transmit information, and this is called the principle of the speed of information flow.

Interactivity: as the mass media is abroad-based, which is described as the media of the twentieth century, individual and personal media is the media of the new century, therefore, the internet is one of its tools that made any human being capable of searching for a song, a tv program, a film, and the media and scientific information whenever he/she wants (Sadeq, 2007).

Media Theories and their Relationship with Social Influence and the Means of Communication:

The media means are many and varied, and their impact on the family and the community varies according to their ability to involve the media content of the recipient. There are many theories related to the type of media influence, but I used the closest to the topic of the research, which is the **bullet theory**, which states and confirms that the media message is very strong in terms of its impact. Therefore, it is like a gunshot in their opinion which, if targeted accurately, does not miss the target regardless of its defenses. It is one of the most important media theories that relate to theories having the type of media influence on the public.

Thus, the bullet theory was used for its direct impact on individuals and the group as it changes attitudes and trends through what it publishes and broadcasts, whether at the level of people or issues, or at the level of behavior and values. The fact that the media has the ability to influence the cognitive formation of individuals, through what is presented in the media for a long time as if it were sources of reliable information. (Hisham, 2013).

Promotion(procedurally) : promotion does not only mean products, but it also extends to include services, ideas, and social values that focuses on social behavior. It is generally known as the media research in social promotion (marketing) that ought to use the skills and principles of the marketing science, and all innovative advertising methods to promote the ideas, behaviors, or social values useful form the society.

Social Marketing Concept: Kotler Wenderson defines social marketing as a different field from other marketing ones in terms of the marketer's goals and his/her foundation. Therefore, social marketing looks for the impact in the social behaviors not achieving profit for the marketing agent but for the targeted audience and the society in general. Social marketing is defined as these two trends : (Al-Moneim, 2007).

First: it focuses on the marketing process in serving the community, and on the common factors between the social marketing and commercial marketing,

Second: it focuses on the social side; therefore, it is defined as a strategic system to deal with the social issues such as family planning, addiction fighting, consumption smoothing, research and examination which are its planning and contact methods.

The researchers expect that social marketing is used to describe and employ the social marketing techniques to promote a topic, an idea or a social behavior as it aims at changing some ideas and customs that harms the individual and the society by disseminating correct ideas and behaviors.

Modern Media and its characteristics that makes utilization in social marketing possible: (Khalil·2014) .

Interactivity: it's a characteristic that allows the media material's receiver have news information, an ad, or shareable-discussing information in which he/she gives his/her opinion and comments on it by correcting, adding, or explaining. By this characteristic, the follower could argue the media material maker directly through chatting or sharing in forums by exploring opinions

- **Greater Freedom:** after traditional media was subject to the interference of official authorities in countries by allowing or banning what was published in them, the new media though gave much greater freedom in dealing with all issues of interest to the homeland and the citizen, and drew the public's attention to many things that were vague mysterious and banned on them to know.
- **Availability and Up-to-dating:** any individual can now understand the reality of all over the world as the new media continuously broadcasts and updates the news and information published on the spot and as soon as it occurs. It keeps the follower within the image of the immediate reality, and the follower is no longer obliged waiting for news bulletins to know what is going on in the world. The new media has provided an archive through which whoever wants to refer to any information or news, no matter how long or far away he/she is.
- **Reflexibility:** it enables the user of modern media tools to reach as much informational resources as possible with ease and accessibility. Making these resources available for the user increases the ability of obtaining different and preferable information with best choice.

The researchers think that the interactivity is the most significant characteristic in modern media. As the media message's receiver had no ability to interact with it, he/she now can share and participate in the published posts. She also believes that social marketing could just attract the audience's attention towards a certain subject or create a desire to adopt the suggested behavior leading to thousands or even millions of pages and contents that help to understand more.

Basics of Activating Social Marketing Based on Modern Media

1. **The Full Contentment of the organizers of the social marketing program and its meticulous tools:** it is not only enough to take the decision to start the marketing campaign, it is also necessary that the organization is fully convinced in the significance of the marketing through modern media (Farra•2012).

Strategically-Planning Marketing: the importance of strategic marketing comes from achieving its multiple goals in the short, medium and long terms. Facebook, for example, has now become the ideal start for anyone who wants to announce an idea for himself/herself, a project or a product that he/she wants to promote among the largest number of Internet users in short time. And it has proven to be the best way to promote what you want through the communication channels it provides such as comments, mentions, likes and shares (Khader, 2010).

Diversification of Marketing Tools through Modern Media: Social communication between members in a country, city, family or tribe is a positive social communication which enhances the strength of society in light of the international focus and trends towards using social networks without partisanship, fanaticism, or contempt to others (Nadia•2013).

Here, the researchers think that modern media plays a basic role to leverage the status and development of nations by achieving their goals until it has become the most powerful and effective tool in the social and human relationships in general.

Literature Review

The stage of reviewing previous studies and research on the subject of the study is one of the important and necessary stages for each research whatsoever its nature is. It is necessary to refer to those studies that dealt with the subject directly or indirectly, and accordingly, the studies related to the subject were identified as follows:

Arabic Studies

A study (Mahri, Shafeeq and Mahri, Amal 2021) Modern Media Professions under the Application of Web 0.2: Professions of the Electronic Media Editing and Social Networking as a Sample (Amal, 2021).

This study examined the relationship between modern media professions in light of Web 2.0 applications and their developments, which brought about a number of developments in the labor market, in addition to recognizing the professions that have been created and will be created. The study monitored an exploratory observation of a sample of employment advertisements in Algeria to identify the reality of these professions in it, and this study also identified proposals for the development of these transformations.

Study (Mabni, Nouraldin and Laslaj, Ayesha 2020), title: "Online Promotion Through Social Networking Sites and Institution's Electronic Reputation Management" (Weslag, 2020).

The aim of our current study is to reveal the most important functions that digital promotion can perform as a mechanism to reduce promotion problems in view of the urgent need to employ modern communication technology in the field of promotion, which has become an urgent necessity to increase efficiency and better reach the masses of consumers. This is done by clarifying the role of social networks in the digital promotion process, and the way these tools are employed in making a good electronic reputation for the institution. We have reached a number of results represented in the lack of promotion activity, and the lack of clarity of its objectives at the level of institutions through the rejection or lack of conviction of the owners of the institutions of the modern promotion trends represented in the adoption of ideas and new methods.

Study (Obada 2020) Algerian Reservations to CEDAW Convention from the Perspective of the International Public Law (Obada, 2020).

The aim of the study is to find out whether "CEDAW" Convention aims at an absolute equality between women and men in the areas of public life only, but extends through the provisions of articles 2 and 16 to include family law as well, which is one of the most specific characteristics of the Algerian society. Therefore, Algeria did well when it used its sovereign right to reserve these two articles. However, the provisions of the public international law decide that the reservation to the articles 2 and 16 is incompatible with the subject and purpose of the convention, and therefore is not permissible. This means that Algeria must ensure the full implementation of the convention.

Foreign Studies

Study (Jomeir 2017) New Web Professions: From Writing to Digital Promotion (Gummer, 2017).

The study touched upon the rapid developments of web professions that were not previously known, and they began to appear little by little in developed countries as more than 40 new web professions are still in the spotlight, according to the assessment of the job site for the web gov, internet, metiers. The new web professions are divided into three groups: media editorial professions, that is everything related to the media process, editing and digital publishing in the media institutions, communication and promotion professions, which include a wide range of new jobs that enhance the promotion process in the digital space, activate promotion performance, and contribute to increasing enterprise sales, in addition to the social media professions, which are technical professions related to information technology such as design and development of programs and traffic control.

Study (Fanson 2010) The Impact of Using Communication Networks (Mechel, 2010).

This study aimed to identify the impact of the use of social networks on social relations using the survey method. The study was applied to a sample of (1600) young people using social networks in Britain, and the most important results of this study showed that more than half of the adults using sites including (Facebook, Bebo and YouTube) have admitted that they spend more time on the Internet than with their real friends or family members. The study showed that social networking on the Internet has already caused a change in their lifestyles. Additionally, the study also

revealed that half of the Internet users in Britain are members of a social networking site, compared to only (27%) in France, (33%) in Japan, and (40%) in the United States

Through the previous review of the studies, several notable results can be summarized as:

- The objectives of the previous studies are different in dealing with the new media professions, the employment in the media and communication sector, and understanding the goals of the CEDAW convention.
- Most of the studies relied on the analytical and exploratory method, as well as the survey method while studying the modern media,
- The Arabic studies that dealt with the theory of social promotion are lack.
- The studies that dealt with the way of promoting conventions through modern media 2.0 are lack.

Study Application Framework

Knowing the relationship between modern media tools and the impact of social networking, which had an effect on the promotion of CEDAW convention in Palestine in connection with the application of CEDAW article, we should more comprehensively understand the **concept of CEDAW:**

Many of the Palestinians do not recognize what CEDAW is, and what it stipulates. Therefore, it should be here clearly defined: it is an international convention which was adopted on 18 December, 1979 by the United Nations Assembly. Its most significant outcome is the equality between the rights of men and women, and all countries accepting the convention shall take suitable procedures to eliminate the discrimination against women. The convention contains thirty articles listed in purpose of calling for the equality of the rights between men and women to enjoy privileges in economy, society, citizenship and politics. CEDAW convention consists of a preamble and general objectives that do not contradict the principles of Islamic law; however, many Arab and Islamic countries express their reservations about the article (16) of the convention as it touches upon the equality with men related to marriage and family relationships. The articles of the convention also contain the equality of rights and responsibilities that have relations with marriage, guardianship, and children custody and adoption, in addition to the rights of family name selection, profession, type of work, and both husband and wife's rights of properties' possessions, management, enjoyment and disposition. (Development., 2014)

The researchers believe that the convention is one of the controversial issues on the Palestinian social networking sites, and deserves research as it stirred up many opinions and critics.

Most Prominent Social Changes Caused by Social Networking in the Palestinian Region

Participation methods and motives varied, and it was not limited to individuals, but extended to parties, organizations, media institutions and public figures. Social networks were used as a means to disseminate news, including: the use of social networks to organize pressure and advocacy campaigns: such as the case of broad feminist solidarity in order to implement the provisions of the Convention CEDAW. It provided the opportunity for the Palestinian women to express themselves, discuss their issues, and even engage in public debates more than before.

In this regard, the researchers believe that many pages have been created on Facebook as news agencies concerned with Palestinian internal affairs, and they have provided platforms not only to receive the news, but also to formulate, comment, discuss, analyze and criticize it.

The Controversary on CEDAW Convention in Palestinian Media: The Palestinian Authority did not align the international conventions and treaties it joined with the local laws. It did not also implement those conventions including CEDAW. Therefore, strong controversary continued with opponents and supporters, however, the opponents were publicly large in numbers through the communication means including: the hardline Islamic Liberation party against the convention, Hamas Party, and Fatah Party (Hebron Region). They announced their objections on the convention

demanding to reconsider its articles with the Islamic legislation, and refusing all what contradicts with it. In a meeting by the Hebron's clans, they called the Palestinian Authority to withdraw from the convention, close all women societies, and prevent the women societies to enter the schools of all levels, warning the jurisdiction system to be committed to "the decision, acceptance and implementation of the age determination of marriage (Arabia,2019).

The Supporting Side of CEDAW as Published in the Palestinian Media:

There are many websites, particularly Facebook, discussed the subject of CEDAW convention. These sites can't be all taken in single research, so some of the forums, pages and social networking sites will be reviewed here, in which they discussed demanding attitudes, which are many, through TV meetings with feminine, religious, and legal characters. These demands ask for the ratification of the convention, including of which are:

- **The Forum for Public Authority** which joins together a large number of academic and intellectual women, as well as those interested in women's cases. Meetings are held from time to time to discuss controversial issues like women's murder, rape, harassment and family violence to change the status of some of the laws and articles in the personal status law, and to seek for applying the criminal law in Palestine (irada, 2017).
- **The Working Women Society for Development:** it organized a workshop in 2019 on the convention of eliminating all forms of discrimination against women: significance and application. The workshop concluded a lot of recommendations (Development, 2014).
- **Raya Media Network:** it followed up the workshop in terms of the development of CEDAW Convention; a meeting between the government and the civil society institutions was held for ratification and application after the concluding recommendations of CEDAW commission – session 70 (Raya, 2018).

Procedures:

Study Methodology: The analytical descriptive approach was used, which is based on accurate monitoring and follow-up of a particular phenomenon or event in a quantitative or qualitative manner over a period or several periods of time to identify the phenomenon or event in terms of content, and to access the results and the generalizations that help the understanding and development of the reality.

The Study Community: the study in total consists of all the working men and women at Palestine Technical University – Kadoorie, who were (447) academic and administrative employees as the statistics shown by the human recourses department.

The Study Sample: the sample, 114 employees, was selected in a simple random manner, as uma Sakaran (2204) forming a percentage of 10% from the study total community.

Study Tool: The researcher designed a questionnaire, (29) questions, that includes two parts: the first part was used to collect personal data about the respondents, and the second part consisted of five main topics that targeted several subjects, including (interaction and use of modern media, CEDAW promotion strategies, CEDAW convention, the role of social networking in social marketing, modern media and its role in promoting the CEDAW convention in Palestine).

Statistical Processing:

The data was then processed statistically using the following statistical package programs:

1. Alpha - Cronbach equation (Cronbach - Alpha) to calculate the stability of the resolution.
2. Normal distribution test (Sample K-S-I).
3. Frequencies, arithmetic averages, standard deviations, relative importance, and significance test for the questionnaire paragraphs.

Tool Stability:

Measuring the range of the tool stability, the Cronbach's alpha equation was used in the research, and table 1 shows the stability the measuring tool:

Table 1 shows the scale stability coefficients

Variable	No. of Paragraphs	Cronbach's alpha
Social networking sites	8	%77.1
Modern media (use and interaction)	9	%83.7
CEDAW Convention	11	%89.9
Total	28	%79.14

It is clear from table (1) that the tool's stability coefficients were appropriate as the stability coefficient according to Cronbach's Alpha equation on the social networking sites variable reached (0.771). The stability coefficient on the modern media variable reached (0.837), the stability coefficient on the variable CEDAW convention (0.899), and the total stability coefficient reached (79.14%). This indicates that the tool has an acceptable degree of reliability that can be relied upon in the final application of the study, which is higher than the acceptable minimum (60%). Therefore, it is a sufficient percentage in terms of the statistical continuation of the research procedures, and thus the validity and reliability of the research questionnaire has been confirmed making the researchers confident about the validity of the questionnaire for analyzing the results.

Statistical Analysis

Normal Distributional Test (Kolmogorov-Smirnov Test (sample K-S-1))

The Kolmogorov-Smirnov Test is used to find out whether the data follow a normal distribution or not. It is a necessary test in the case of hypotheses testing because most parametric tests require that the data distribution to be normal. Table (2) also shows the results of the Kolmogorov-Smirnov Test to find out whether the data follow a normal distribution or not to determine the appropriate statistical tests for each case (parametric tests - non-parametric tests). It has turned out that the value of the level of morale for each dimension and for each field of study is greater than 0.05, and this indicates that the data follow a normal distribution, and parametric tests must be used.

Table 2, Normal Distributional Test (Sample K-S-1)

Variable	No. of Paragraphs	Test Value Z	Parametric Level	Result
Social networking sites	8	0.879	0.423	Follows normal distribution
Modern media (interaction and use)	9	0.811	0.526	Follows normal distribution
CEDAW Convention	11	0.814	0.411	Follows normal distribution

Indicators' Analysis in relation with the Study Variables

First Dimension / Social Networking Sites

Table 3, frequencies, arithmetic averages, standard deviations, relative importance and significance test for the "social networking sites" dimension

#	First Dimension / Social Networking Sites	Percentages of Respondents' Answers					Arithmetic Average	Standard Deviation	Test of Significance	Statistical Decision	Order of importance
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree					
1	Social networking increased your information of social cases.	5.4	8.5	31.3	35.7	19.2	3.55	1.062	0.000	significant	4
2	You obtain all the latest from social networking sites.	4.9	17.9	19.6	37.9	19.6	3.50	1.140	0.000	significant	7
3	Social networking sites contribute to increasing cultural, social, political and economic awareness	2.2	8.5	14.3	46.4	28.6	3.91	.982	0.000	significant	1
4	Social media is a unique platform to freedom of expression in Palestine.	5.4	16.5	24.1	34.4	19.6	3.46	1.140	0.000	significant	8
5	Social media opens channels of communication with officials and decision-makers.	3.6	15.2	22.8	37.1	21.4	3.58	1.094	0.000	significant	3

6	Social media uses a pressure tool to promote CEDAW.	3.1	15.2	27.7	34.4	19.6	3.52	1.067	0.000	significant	6
7	Serious consideration is given to social media content in Palestine.	2.7	21.9	21.4	26.3	27.7	3.54	1.186	0.000	significant	5
8	Social media is committed to neutrality.	5.4	9.4	29	28.6	27.2	3.63	1.141	0.000	significant	2

It is evident from the previous table that the total degree of the dimension of social networking sites according to the study sample was average, with an arithmetic (3.544), and the arithmetic values ranged between (3.46 – 3.91) which is higher than the theoretical arithmetic average. And for further statistical verification, the value of morale was tested indicating that there are statistically significant differences, as the highest paragraph in terms of relative importance was the paragraph “social networking sites contribute to increasing cultural, social, political and economic awareness” with an arithmetic average (3.91) and a standard deviation (0.982). The least paragraph of relative importance was the paragraph of social media is a unique platform to freedom of expression in Palestine" with an arithmetic average of (3.46) and a standard deviation of (1.140).

And the probabilistic values of all the paragraphs of this scale are (0.000), which is a statistical function as its values are less than (0.05). This means that all the paragraphs of this scale are statistically significant, and measure what was set for measuring.

Second Dimension/ Modern Media

Modern media provides an opportunity for dialogue, collecting data and information to keep pace with the developments over the time, continuous communication, meeting the public, and discussing the issues raised through it.

Table 4, frequencies, arithmetic averages, standard deviations, relative importance and significance test for the "modern media" dimension

#	Second Dimension / Modern Media	Percentages of Respondents' Answers					Arithmetic Average	Standard Deviation	Test of Significance	Statistical Decision	Order of importance
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree					
1	You interact with what is published of issues by modern media	7.1	16.1	28.1	23.7	25	3.43	1.226	0.000	significant	7
2	Do you think that the modern media is a source of upbringing?	2.7	20.5	27.2	35.3	14.3	3.38	1.048	0.000	significant	9
3	Modern media changes trends.	10.7	15.6	20.5	30.4	22.8	3.39	1.287	0.000	significant	8
4	Trust what the modern media shows.	7.1	9.8	31.7	33.5	17.9	3.45	1.111	0.000	significant	6
5	Modern media encourages participation and interaction for societal issues.	7.1	15.6	18.8	38.4	20.1	3.49	1.183	0.000	significant	5
6	The language used contributes to increase interaction and use of modern media sites	4.9	12.9	28.1	33.9	20.1	3.51	1.100	0.000	significant	4
7	Modern media contributes objectively to the promotion of CEDAW articles.	5.8	12.1	19.6	41.1	21.4	3.60	1.124	0.000	significant	2
8	You follow-up the CEDAW case for support and advocacy.	4	17.9	21.9	24.6	31.7	3.62	1.214	0.000	significant	1
9	The modern Palestinian media provides a space to discuss the articles of the CEDAW convention with transparency and clarity.	8	9.4	25.9	32.1	24.6	1.189		0.000	significant	3

It is clear from the previous table that the total degree of the modern media dimension according to the study sample was average, with an arithmetic (3.43), and the arithmetic values ranged between (3.38 – 3.62) which is higher than the theoretical arithmetic average. For further statistical verification, the value of morale was tested indicating that there are statistically significant differences as the highest paragraph in terms of relative importance is the paragraph "following the issue of the CEDAW agreement for support and advocacy" with a mean (3.62) and a standard

deviation (1.214), and the lowest paragraph of relative importance was the paragraph "believes that the modern media represents a source for upbringing" with mean (3.38) and standard deviation (1.048).

And the probabilistic values of all the paragraphs of this scale are (0.000), which is a statistical function as its values are less than (0.05), and this means that all the paragraphs of this scale are statistically significant and measure what was set for measuring.

#	Third Dimension / CEDAW Convention	Percentages of Respondents' Answers									
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		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Arithmetic Average	Standard Deviation	Test of Significance	Statistical Decision	Order of importance
1	The modern media informs me of the international conventions on the rights of women, family and children.	3.6	17	27.2	37.9	14.3	3.42	1.043	0.000	Significant	3
2	The modern media informs me of the articles of the CEDAW convention.	5.4	20.1	21.4	25.4	27.7	3.50	1.238	0.000	Significant	1
3	The articles of the CEDAW Convention are consistent with the purposes of the Islamic law, especially women and family cases.	5.4	14.3	27.2	32.6	20.5	3.02	1.128	0.000	Significant	11
4	The clauses of the convention are in line with what is applied in the Sharia courts.	8.9	30.4	14.3	29.5	17	3.15	1.272	0.000	Significant	10
5	Claims to implement CEDAW cause controversy on social media	8.9	14.3	30.8	32.6	13.4	3.27	1.137	0.000	Significant	8
6	The modern media supports the calls for the implementation of the Convention, especially by women's groups.	8.9	14.3	30.8	32.6	13.4	3.31	1.121	0.000	Significant	6
7	Implementing the articles of CEDAW in the Palestinian law achieves economic justice for Palestinian women.	6.7	16.1	32.1	29.5	15.6	3.26	1.090	0.000	Significant	9
8	Implementing the articles of the CEDAW convention in the Palestinian law achieves family stability.	5.4	21.9	25.9	35.3	11.6	3.27	1.140	0.000	Significant	7
9	The United Nations organizations in Palestine practice a clear role in promoting the political, social and economic ideas listed in the convention.	8.9	12.5	37.1	25.9	15.6	3.38	1.165	0.000	Significant	4
10	The political crises in Palestine created confusion among the citizens with regard to the content and promotion of the international convention.	8	16.5	20.5	39.7	15.2	3.36	1.143	0.000	Significant	5
11	Local media and communications directly promote the ideas listed in CEDAW.	6.7	16.1	29	23.2	25	3.44	1.215	0.000	Significant	2

It is clear from the previous table that the total degree of the CEDAW Dimension according to the study sample was average, with an arithmetic average (3.37), and the arithmetic values ranged between (3.02-3.50), which is higher than the theoretical arithmetic average. For further statistical verification, the value of morale was tested indicating that there are statistically significant differences as the highest paragraph in terms of relative importance is the paragraph: "The modern media informs me of the contents of the CEDAW convention" with an arithmetic average of (3.50) and a standard deviation (1.238), and the least paragraph of relative importance was the paragraph "consistent with the terms of CEDAW treaty

with the purposes of Islamic Sharia, especially women and family issues" with an arithmetic average (3.02) and a standard deviation (1.128).

And the probabilistic values of all the paragraphs of this scale are (0.000), which is a statistical function as its values are less than (0.05). This means that all the paragraphs of this scale are statistically significant, and measure what was set for measuring.

Pearson Correlation

Table 6 below shows the correlations between the study's variables

Table 6, Pearson Correlation

	Social Networking Sites	Modern Media	CEDAW Convention
Social Networking Sites	1		
Modern Media	*0.345	1	
CEDAW Convention	**0.745	*0.457	1

** Significant at 0.01 significance level,

* Significant at the 0.05 significance level.

It is clear from the previous table that the correlation coefficients between all variables are significant at the level of significance of 0.05, and

this indicates a strong correlation between the variables. Therefore, we can move to the last step of the statistical analysis, which is hypothesis testing.

Hypotheses Test

Table 7, the Test Results of the Study's Hypotheses

No.	Hypothesis	Correlation Value	T-value	P-value	Result
H01	Modern media (social networking sites) promotion of CEDAW Convention	0.592	6.501	0.000*	Significant
H02	between modern media (interaction and use) and the promotion of CEDAW from the point of view of male and female	0.483	5.170	0.000*	Significant

* Significant at ($\alpha \leq 0.01$) **Significant at ($\alpha \leq 0.05$)

There is no statistically significant relationship at the level of significance ($\alpha \leq 0.05$) between modern media (social networking sites) and the promotion of CEDAW from the point of view of the male and female employees at Palestine Technical University – Kadoorie.

H01: Table 7 shows that the value of $t = 6.501$ is significant at the level of significance ($p = 0.000 \leq 0.01$), and this means that the hypothesis that states that there is no statistically significant relationship at the level of significance ($\alpha \leq 0.05$) between the modern media (social networking sites) is rejected. The promotion of CEDAW from the point of view of the employees at Palestine Technical University – Kadoorie. The value of the correlation between the independent variable and the dependent variable is 0.592, which indicates that there is a strong positive correlation between the two variables, and therefore we take the alternative hypothesis that states “**there is a statistically significant relationship**” at the level of significance ($\alpha \leq 0.05$) between modern media (social networking sites) and the promotion of CEDAW from the point of view of male and female employees at Palestine Technical University – Kadoorie.

The Second Hypothesis

H02: There is no statistically significant relationship at the level of significance ($\alpha \leq 0.05$) between modern media (interaction and use) and the promotion of CEDAW from the point of view of male and female employees at Palestine Technical University – Kadoorie.

Table 7 shows that the value of $t = 5.170$ is significant at the level of significance ($p = 0.000 \leq 0.01$), and this means that the hypothesis which states that there is no statistically significant relationship at the level of significance ($\alpha \leq 0.05$) between the modern media (interaction and use) and promotion of CEDAW from the point of view of male and female employees at Palestine Technical University – Kadoorie is rejected, and that the value of the correlation between the independent variable and the dependent variable is 0.483, which indicates that there is a strong positive correlation between the two variables. Therefore, we take the alternative hypothesis that states, “**There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) of modern media (interaction and use) and the promotion of CEDAW from the point of view of male and female employees at Palestine Technical University – Kadoorie.**”

Study Results and Discussion:

This study aimed at identifying the role of the modern media in promoting CEDAW in Palestine from the point of view of male and female employees at Palestine Technical University – Kadoorie.

- **The Main Hypothesis:** “There is no statistically significant relationship at the level of significance ($\alpha \leq 0.05$) between modern media (social networking sites) and the promotion of CEDAW from the point of view of male and female employees at Palestine Technical University Kadoorie.” **Therefore, we take the alternative hypothesis that states "there is A statistically significant relationship at the level of significance ($\alpha \leq 0.05$)**

between modern media (social communication) and the promotion of CEDAW from the point of view of male and female employees at Palestine Technical University Kadoorie. The researchers attributed this to the fact that social networking sites turned out to be not a source of upbringing. The results differ with the study (Michel Vanson 2010), where the results showed that Internet users are changing their lifestyles through social networking sites.

- **The Second Hypothesis:** There is no statistically significant relationship at the level of significance ($\alpha \leq 0.05$) between the modern media (interaction and use) and the promotion of CEDAW from the point of view of male and female employees at Palestine Technical University – Kadoorie. **Therefore, we take the alternative hypothesis which states, “There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) of the modern media (interaction and use) and the promotion of CEDAW from the point of view of male and female employees at Palestine Technical University – Kadoorie. This is due to the fact that the CEDAW case is not seriously circulated in its clauses by the authorities in the state through modern means of communication. This was confirmed by the study (Mabani, Nouredine Walesaj, Aisha 2020) to the urgent need to employ modern technology in the field of promotion as it has become an urgent necessity to increase access to the masses of consumers so that it does not remain only for support and advocacy but rather to actually implementation and benefit from the articles that are compatible with the Palestinian legislation and laws in force in the state. This was confirmed by the bullet theory that what is presented in the media for a long time becomes reliable sources of information because the media has the ability to influence individuals, which in turn changes attitudes and trends through what is published and broadcasted, whether at the level of people or issues, or at the level of behavior and values.**

Recommendations: a couple of recommendations were reached including:

1. Publishing CEDAW articles in the social networking sites, and aligning its articles and clauses with the local laws,
2. Discussing the convention by committees that join religious, feminine and legislative parties to be in parallel with the Islamic legislation in terms of application,
3. Conducting more studies on the subject of the CEDAW Convention.

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