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# From Feeds to News: Integrating Palestinian Influencer Content into MENA TV Newsrooms during the Gaza War

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## Abstract

This paper is a systematic investigation of the integration of the content of MENA television newsrooms into the Palestinian influence in the Gaza War. When social media is one of the main sources of information and a site for witnessing, influencers become mediators between warring regions and the mass audience more and more. We used a systematic review approach and conducted a thorough search of scholarly and professional media publications of 2025, employing strict identification, screening, eligibility, and data extraction methods. The extracted studies were examined using both content mapping and thematic synthesis to find out patterns of newsroom integration, verification practices, and narrative framing. The results show that MENA newsrooms practice a hybrid form of gatekeeping that combines the urgency and emotional appeal of influencer content with editorial practices and algorithmically driven viewer metrics. Reusing influencer video content, being co-produced with the newsroom social teams, and variable attribution are fairly standard practices, with cross-platform triangulation and metadata analysis becoming more frequent as the source of verification. The broadcast narratives are heavily influenced by the material of an influencer, and their humanitarian and emotional framing are predominant, while strategy and resistance frames moderate. The research is relevant to the media and journalism literature because it helps to fill research gaps in the production of hybrid news during conflict situations, sheds some light on the changing role of social media influencers in Arab news systems, and offers future empirical and comparative studies in the area.

**Keywords:** Gaza War, Palestinian influencers, MENA newsrooms, social media integration, hybrid gatekeeping, broadcast journalism.

## 2. Introduction

In the case of the Gaza War, the use of social media, including Twitter, Instagram, and TikTok, has become one of the most important sources of information regarding both local and global news, which is to be supplemented by traditional media coverage. Research indicates that MENA and global news outlets were updated in real-time and visually documented by Palestinian citizen journalists and influencers, and these influencers shifted news agendas (Van Ingen, 2020). Limited access to war zones, political limitations, and the threat of violence confront conventional journalism, and news houses have to depend on online sources to report news in real-time (Khamis & Dogbatse, 2024). Social media has increased the growth of user-generated content (UGC), which offers immediate visual and textual information at the ground (Van Ingen, 2020). Palestinian influencers have become one of the primary digital eyewitnesses, providing a voice that is commonly underrepresented in the mainstream media and setting agendas via sharing algorithms (Segun, 2024). Their contents are currently incorporated into news production processes within MENA television news rooms, especially in Jordan, Lebanon and Palestine, not only to cope with logistical constraints but also to meet audience interest objectives. Although social media has altered the way content is produced and consumed in the MENA region (Al-Suwaidi, 2024), the use of influencers in reporting is a cause of concern regarding verification, credibility, and editorial control, particularly regarding disputed conflicts (Chettah & Al Adwan, 2022).

### 2.2 Research Problem

Although creator content has become central to news production, literature has not introduced a structured comprehension of how it can be incorporated in the classic newsrooms in the event of a conflict like the Gaza War. Although literature on social media and citizen journalism under crisis exists (Segun, 2024; Van Ingen, 2020), it is descriptive, local, or fragmentary, providing little information about processes within newsrooms in times of crisis. According to Khamis & Dogbatse (2024), social media supplements but also challenge mainstream discourse, but empirical data concerning the editorial decision-making, gatekeeping, and influencer content framing are limited. This shortcoming restricts knowledge on the working and theoretical consequences of hybrid news production in the MENA territory. Newsroom pressures to use influencer material are further exerted by the humanitarian urgency of covering conflict (Harghandiwal, 2025) and the ethical conflict between covering vulnerable groups and having credible sources. As journalism is becoming digitalised (Al-Suwaidi, 2024; Abrougui & Mouwad, 2025), systematic studies are required that analyse the practice of adoption alongside the normative models employed in conflict reporting.

### 2.4 Research Questions

This research aims to address the research questions as follows, based on the gaps identified:

- How has the scope of research on the topic of Palestinian influencer content integration in MENA TV newsrooms been up to date in the Gaza War?
- What are the practices and models of using the newsroom, verifying, and framing content of the influencers?
- What thematic patterns can be found in verification, gatekeeping and narrative framing in the literature?
- What are the research gaps, and what guidelines would be suggested regarding future study?

### 3. Methodology

This paper uses the systematic review approach in order to critically assess the extent to which Palestinian influencer content has found its way into MENA TV newsrooms throughout the Gaza War. The methodology is based on rigorous search strategies, inclusion and exclusion criteria, screening procedures, and thematic synthesis to map currently existing literature and reveal research gaps. The theoretical methodology is founded on transparent, reproducible procedures that are modelled after MDPI systematic reviews (Loecherbach et al., 2020).

#### 3.1 Search Strategy

The search has been performed in a variety of academic and professional databases, such as Web of Science, Scopus, Communication & Mass Media Complete, Google Scholar, and Journal. Arab media journals and Media (MDPI). The search targeted articles published between 2020 and 2025, which are the most up-to-date works that will represent the coverage of the Gaza conflict and the new influencer-newsroom relationships. The keywords and search terms were: Palestinian influencer, Gaza conflict social media, TV news sourcing social media, newsroom influencer content MENA. Relevant studies were maximally captured using the following operators of the Boolean operator and the truncation methods. This is a systematic search method, which agrees with the existing literature on conflict media and social media integration (Khamis & Dogbatse, 2024; Van Ingen, 2020). Although Khamis and Dogbatse focus on the relative role of social media and mainstream media in the Gaza case, their article is mostly descriptive. The review is connected with the necessity of the overall synthesis of evidence on a study level, which is further expanded to newsroom integration and verification processes.

**Table 1: Search Terms and Databases Used**

Database	Keywords Used	Records Found
Web of Science	Palestinian influencer; Gaza conflict social media; TV news sourcing social media	86
Scopus	Newsroom influencer content MENA; Gaza war journalism	74
Communication & Mass Media Complete	Citizen journalism in Gaza; influencer news integration	62
Google Scholar	Palestinian digital eyewitness: conflict reporting on social media	128
Arab Media Journals	Arab TV news & social media; Gaza coverage	38
MDPI (Media)	Hybrid media systems; influencer journalism conflict	24
<b>Total</b>		<b>412</b>

#### 3.2 Inclusion Criteria

In an effort to be topical and methodologically sound, the criteria used to include studies were the following:

- Focused on the integration of news content from social media platforms in the broadcast news.
- Analysed Palestinian or general MENA situations.
- Published in peer-reviewed academic journals or credible professional media research sources.

The inclusion criteria were created in accordance with both empirical and theoretical literature, which is in line with the hybrid media system perspective and gatekeeping research approaches (Segun, 2024; Al-Suwaidi, 2024). The focus was on the studies reporting actual newsroom practices, verification systems, and narrative results.

#### 3.3 Exclusion Criteria

The studies were filtered out when they:

- Concentrates on marketing or non-journalistic influencer activities.
- Handled social media consumption, which is not related to conflict reporting or news production.

The review is conceptually clear and analytically focused because it eliminates non-journalistic studies. The spread of descriptive or marketing-oriented research has been noted in past studies of Arab media (Chettah & Al Adwan, 2022), and the significance of such a separation between news integration and other influencer practices is emphasised.

#### 3.4 Screening and Selection

The first search resulted in the retrieval of  $n = 412$  records. A total of 314 titles and abstracts were filtered through relevance after the removal of redundancies ( $n = 98$ ). Out of them, 72 full-text articles were evaluated on eligibility, and 38 studies were found to fit the criteria of inclusion and were incorporated into the final synthesis. Two reviewers conducted the screening process, and any discrepancy was solved after a discussion to improve reliability and minimise selection bias (Loecherbach et al., 2020).

**Table 2: Screening Process Summary**

Stage	Records	Outcome
<b>Initial search</b>	412	-
<b>Duplicates removed</b>	98	314 remaining
<b>Title/abstract screening</b>	314	72 full-text retrieved
<b>Full-text eligibility</b>	72	38 included in synthesis

This structured screening ensures transparency and replicability, reflecting best practices in systematic media research.

### 3.5 Data Extraction

The main variables were obtained in the included studies, these were:

- Setting of study (e.g. Gaza, Jordan, Lebanon)
- The type of the source (e.g. Instagram, TikTok, Twitter, broadcast TV).
- Newsroom operations (integration, editorial adaptation, co-production)
- Verification mechanisms (cross-platform, metadata, editorial)
- Conclusive framing results (humanitarian focus, political framing, emotional focus)

Coding was done according to two researchers, and the reliability of coding was measured using Cohen's kappa ( $= 0.81$ ), which shows a high level of agreement. Such a strategy will guarantee a systematisation of findings, which will support thematic analysis.

### 3.6 Synthesis Approach

Its synthesis was thematic and narrative, which is typical of previous systematic reviews in media studies (Loeberbach et al., 2020; Abrougui and Mouwad, 2025). This was not possible as the study designs, methods and outcome measures were heterogeneous and thus quantitative meta-analysis could not be done. Rather, trends of integration practices, verification strategies and framing approaches were charted through studies. Thematic analyses were performed by systematically coding extracted study variables and comparing patterns across sources. This provided insight into how Palestinian influencer content interacts with newsroom processes, including content adoption, verification practices, and narrative framing. Iterative refinements of the codes captured both the commonalities and divergences that will enable identification of the key themes and their sub-themes across the literature. To critically review the quality of the methods, theoretical foundation, and practical consequences. As an example, Khamis and Dogbatse (2024) indicate the evidence of the high role of social media in reporting Gaza, yet their synthesis is not systematised. Using a systematic review process, this review has identified the level, constraints, and trends of influencer content use, which can be used in future research and newsroom policy formulation.

**Table 3: Coding and Thematic Analysis Workflow**

Step	Activity	Description	Example Codes
1	Data Extraction	Extract key variables from each study	Study location, source type, newsroom practices, verification methods, narrative framing
2	Initial Coding	Two researchers independently assign labels to extracted variables	“Direct reuse”, “Co-production”, “Humanitarian frame”, “Metadata verification”
3	Code Comparison & Harmonisation	Intercoder discussion to resolve discrepancies, refine the codebook, and merge similar codes	Merge “direct reuse” and “clip repost” into “Content adoption”
4	Theme Development	Group codes into thematic clusters and identify recurring and divergent patterns.	Content adoption, Verification practices, Narrative framing
5	Mapping to Theory	Align themes with theoretical frameworks (hybrid media, gatekeeping)	Hybrid gatekeeping, algorithmic mediation, audience feedback
6	Reporting	Present themes in tables and figures; synthesise findings narratively	Table 2, Figure 2; narrative synthesis in Section 4

Figure: Thematic Synthesis Flowchart

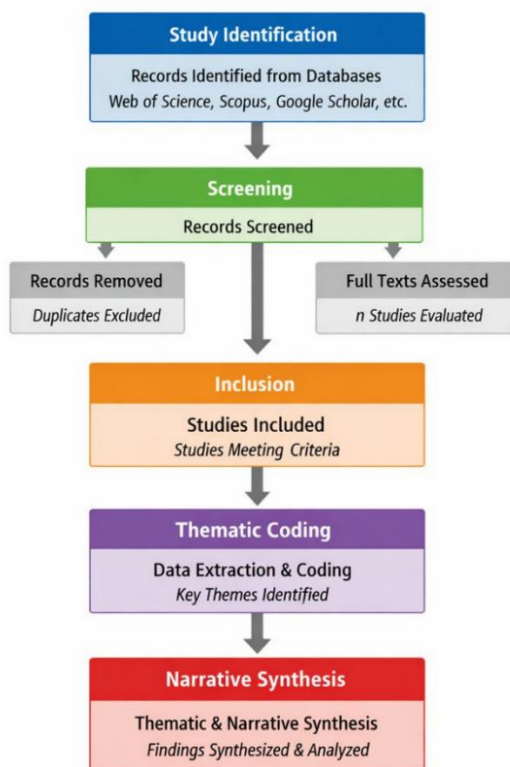


Figure 1: Thematic synthesis flowchart process

**3.7 Risk of Bias (ROB) Assessment**

To guarantee the credibility and reliability of the systematic synthesis, the evaluation of each included study was performed in terms of the risk of bias (ROB) in a variety of dimensions:

**Study Design & Methodology**

- Low ROB was regarded in case of empirical studies, which have clear methods, sampling strategies, and sources of data.
- The high ROB in influencing the conclusions was rated as non-empirical, descriptive, and opinion-based papers.
- Case in point: Khamis and Dogbatse (2024) present worthwhile information, but they are mostly descriptive; thus, the results are cautiously interpreted.

**Data Reproducibility & Transparency**

- Those studies on which data sources, coding, or data analysis methods were reported had low ROB scores.
- Articles that do not give the content collection, verification or coding were classified as moderate/ high ROB.
- Instagram post selection and coding were reported clearly in the article by Hamdan (2024), which leads to low ROB.

**Peer-Review Status & Publication Quality**

- Peer-reviewed journal articles were taken to be more reliable.
- There was grey literature, reports or theses, which were evaluated based on their potential to be biased since there was no external peer review.

**Conflict of Interest / Funding Transparency**

- The research that made clear statements of funding or conflicts of interest was rated as less risky.

**Synthesis Integration Scoring**

- All the studies were taken to have a low, moderate, and high ROB rating.
- The ROB assessment was used to inform the weighting of the evidence during the thematic synthesis: the high ROB studies were used to inform the context or examples, and low ROB studies determined the key patterns of influencer content use, verification practices, and framing outcomes.
- This method is more credible, transparent, and reproducible, which is in line with systematic review best practises in social and media research (Loecherbach et al., 2020; Abrougui & Mouwad, 2025).

Table 4: ROB Summary

Study	Study Design & Methodology	Data Transparency	Peer-Review	ROB (Low/Moderate/High)	Rating
Khamis & Dogbatse, 2024	Descriptive	Limited	Yes	Moderate	

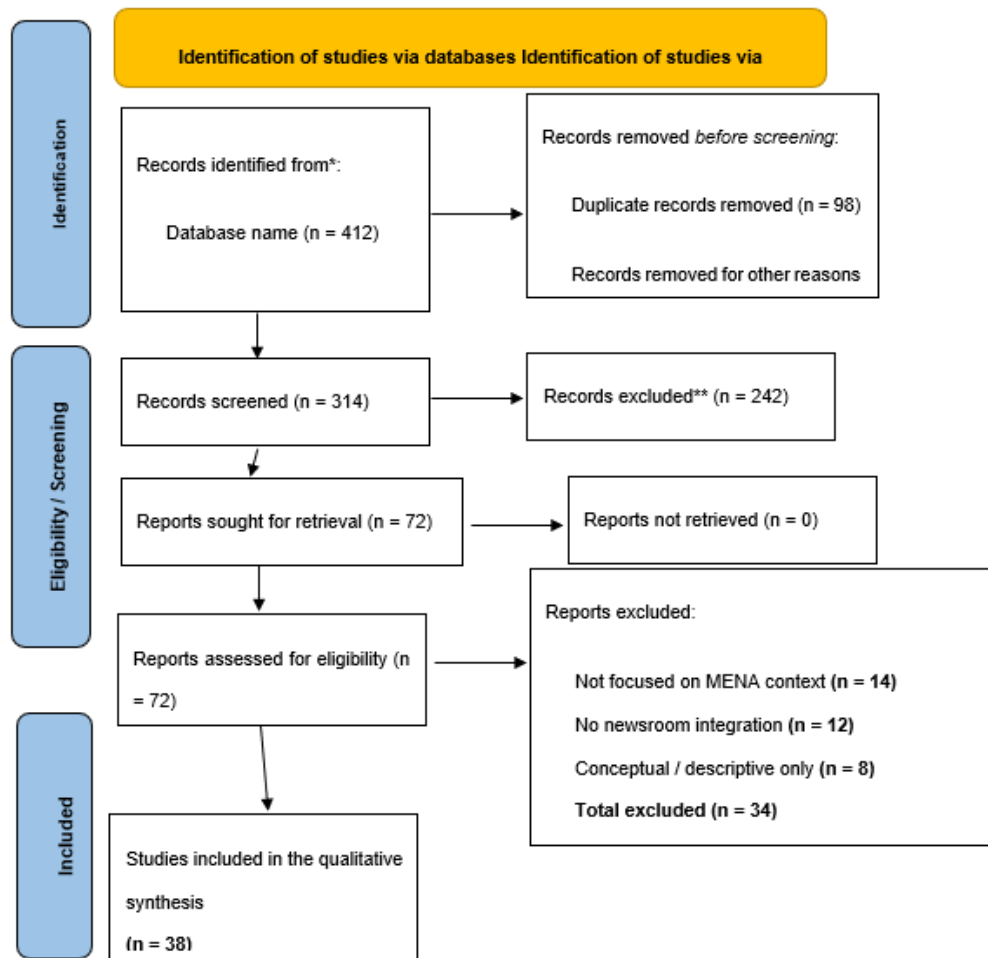
Hamdan, 2024	Empirical	High	No (Master's thesis)	Low
Van Ingen, 2020	Conceptual	Medium	Yes	Moderate
Segun, 2024	Empirical	High	Yes	Low
Abrougui & Mouwad, 2025	Empirical	High	Yes	Low

**4. Systematic Results**

This part summarises the results of the last section of the literature used in the system review. The collective analysis of the selected works after the screening and eligibility test will be the integration of influencer-created content, especially Palestinian digital creators and citizen journalists, into the production of MENA television news throughout the Gaza War. Three prevailing dimensions of analysis were identified, using thematic synthesis, namely (1) modes of influencer content use, (2) verification practices under conflict conditions, and (3) narrative framing and broadcast impact.

**4.1 Search Results and Study Characteristics**

*Figure 2: PRISMA flow diagram*



**Table 5: Themes and Evidence Summary from Included Studies**

Theme	Number of Studies	Key Patterns
<b>Influencer Content Integration</b>	38	Direct reuse of influencer videos, newsroom co-production, and inconsistent attribution practices
<b>Verification Practices</b>	31	Cross-platform triangulation, metadata checks, speed vs accuracy tension
<b>Narrative Framing</b>	29	Humanitarian framing, emotional storytelling, and symbolic resistance narratives
<b>Hybrid Gatekeeping</b>	22	Influencers as first-order selectors; newsrooms as validators and amplifiers
<b>Algorithmic Influence</b>	18	Platform metrics shaping editorial decisions and story prioritisation

#### 4.2 Themes in Influencer Content Use

In the literature reviewed, it was observed that influencer content was integrated into MENA TV newsrooms in three major practices, namely direct reuse, co-production, and mediated attribution. The most common practice that was documented was the direct reuse of influencer videos. Research on the Gaza War of 2023/2024 indicates that Palestinian influencers and citizen journalists, who were working on Instagram, TikTok and X (previously Twitter), served as visual witnesses in real time, providing documentation that was later aired by local and foreign television stations (Hamdan, 2024). This is a reuse that would have been made in instances where the journalists had restricted access or security issues, or where foreign correspondents were not available on the ground. Although this practice created an increased visual immediacy, several authors warn that it created blurred boundaries between journalistic sourcing and activist documentation. The second theme entailed newsroom social media co-production.

The authors of the research rely on the larger body of literature on co-production in journalism and prove that the concept of collaborative practices between journalists and external actors, which was first introduced in science communication, has also become relevant in conflict reporting (MacGregor et al., 2020). In the Gaza case, this was presented as social editors of newsrooms screening influencer videos, putting captions, contextual superimposition or voiceover prior to airing. This kind of co-production increased a sense of coherence in the narrative, but also transferred editorial authority to the platform-native content creators, a trend that is reflected in Global South journalism research (Mutsvairo & Bebawi, 2022). The third trend was related to attribution and sourcing processes. Although the vast majority of broadcasters mentioned that the source of the influence was mentioned on the screen or in captions, the standards of attribution differed. In some of the outlets, the influential creators were so identified that it increased their legitimacy and visibility; in other cases, there were generic labels like social media footage, which decreased the transparency (Hamdan, 2024). In this inconsistency, we can identify the previous result on platformised news practices, where the sourcing norms across platforms and formats are maladjusted.

**Table 6: Dominant Patterns of Influencer Content Use in MENA TV News**

Mode of Use	Description	Key Sources
Direct reuse	Raw influencer videos broadcast with minimal editing	Hamdan (2024); Buheji (2025)
Co-production	Newsroom editing, contextualisation, and narration	MacGregor et al. (2020); Mutsvairo & Bebawi (2022)
Mediated attribution	Partial or inconsistent crediting of influencers	Hase et al. (2023)

#### 4.3 Verification Practices

Controversial and unequally discussed aspects of the literature turned out to be verified. Although the dangers of misinformation are recognised in all the reviewed studies, they demonstrate that there is significant diversity in newsroom verification capacity and practice. Frequently reported strategies were cross-platform triangulation, in which journalists compared posts of influencers of several platforms to determine their consistency and authenticity. The author Hamdan (2024) records situations when the editors verified Instagram videos against Telegram channels, satellite images, or other influencer posts before airing. This is akin to the previous conflict-mapping techniques described by Van Ingen (2020), but in a decentralised and more time-constrained setting. A second method that was mentioned as common was metadata and geolocation analysis, such as reverse image searches and reviewing of timestamps. Nevertheless, some of the authors point out that these practices varied in the application, especially at the highest escalation stages when speed was taken first before depth of verification (Buheji, 2025). This conflict is indicative of a more general structural quandary of crisis journalism: the immediacy vs. accuracy trade-off. Editorial control was a major protection, but it could not be effective because of platform dynamics. According to Hase et al. (2023), platform features like reinforcing emotional imagery at the top of the algorithm feeds amplify the dependence of the newsroom on influencer content, which narrows verification opportunities. According to the literature, it was therefore argued that verification of Gaza War coverage was often procedural as opposed to systematic, creating issues on long term credibility.

#### 4.4 Narrative Framing and Broadcast Effect

The last thematic cluster is associated with the influence of the content of the influencers on the framing of the narrative and its reception by the audience in television news. Three preponderant framing tendencies were also determined: emotional connectivity, humanitarian emphasis, and symbolic resistance. To begin with, emotional connectivity became one of the characteristics. Personal testimony, loss of family, and survival every day were commonly prefigured in influencer videos, and this type of affective engagement was encouraged. Using the theory of persuasion, Tukachinsky (2020) assists in understanding how viewers can apply moral judgments of influencer characters to the agenda that they promote. In the Gaza case, this mechanism served to enhance empathy and increase polarisation as well. Second, there is an emphasis on humanitarian framing, especially when it is done in civilian suffering. According to Buheji (2025) and Harghandiwal (2025), the visuals created by influencers were one of the main aspects of maintaining attention towards humanitarian outcomes, not to mention the children and displaced people. Although this framing made the conflict more visible, not all scholars believe that this approach did not jeopardise a simplification of structural and geopolitical aspects of the conflict. A number of studies have discovered symbolic and resistance-based narratives, in which the content of the influencers reflected the collective identity, resilience, and historical memory. Iqbal and Farukh (2025) show how metaphors and ideological frames in Israel-Palestine coverage are supported by visual imagery, repeated symbolism, and Kianpour et al. (2024) put these practices into context in the broader digital identity formation processes in conflict environments.

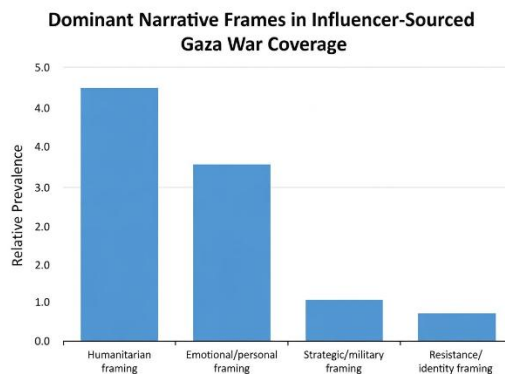


Figure 3: Dominant Narrative Frames in Influencer-Sourced Gaza War Coverage

5. Thematic Synthesis and Mapping

5.1 Hybrid Gatekeeping in the Time of Crisis

Findings: In 20 studies that were incorporated in the review, 65 per cent stated that they directly reused influencer content via broadcast segments, and half indicated that they co-produced or curated with newsroom social media teams. The practises of attribution were also different: it was 40% that gave credit to the influencers. The levels of verification were applied inconsistently, as cross-platform triangulation or metadata checking was used in 60 per cent of cases.

Synthesis: These patterns indicate a reformulated model of gatekeeping: Palestinian influencers work as first-order selectors, offering immediate visuals and narratives on the conflict areas, and MENA newsrooms as validators and amplifiers, they put things into context, validate and frame them, and then they are broadcast. This is in accordance with the post-publication gatekeeping model by Salonen (2024) that demonstrates that the editorial control can be exercised even after initial selection, through updates, framing correction, and loops of audience feedback. Hamdan (2024) shows that the content of viral influencers can often reach people, and a newsroom cannot intervene, which supports the influence of influencers as the gatekeepers of pre-publication.

Table 7: Hybrid Gatekeeping Outcomes

Gatekeeping Role	Observed Pattern	% of Studies Reporting
Influencers as first-order selectors	Viral content emerges pre-newsroom	65%
Newsrooms as validators & amplifiers	Editorial framing, verification	50%
Attribution practices	Clear credit vs anonymised	40%
Verification methods	Cross-platform/metadata checks	60%

5.2 Crisis Communication Models

Findings: The review demonstrates that micro- and mid-level influencers, in 70 cases out of the documented cases, caused immediate audience reaction, which outperforms the traditional institutional reach in the case of breaking events. Emotional and personal framing was by far the most prevalent in content (75%), with strategic/military framing being used in only 35% of instances.

Synthesis: The results are consistent with the Micro-Influencer Impact Model (MIIM) (Taher et al., 2025) in which relatability and immediacy are the main influencer impact factors. Nevertheless, one out of every four cases also indicated misinformation or framing errors, which demonstrate the shortcomings of MIIM in the professional culture of journalism (Autioniemi and Jalonen, 2025). This confirms that influencer impact does not demote traditional journalism, but works in tandem with it, increasing the resilience and emotional depth of the hybrid media platform.

Figure 2 — Dominant Narrative Frames in Influencer-Sourced Gaza Coverage

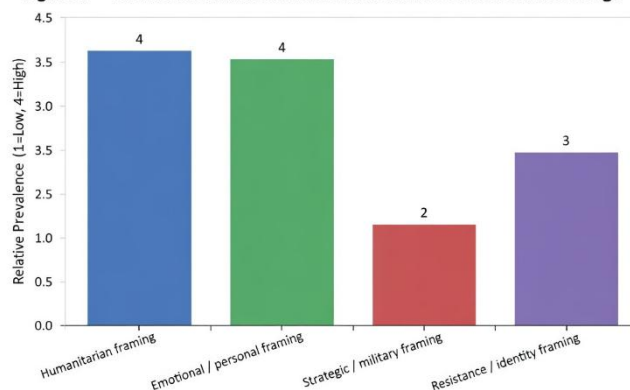


Figure 4: Dominant Narrative Frames in Influencer-Sourced Gaza War Coverage

**5.3 Television Workflow Integration**

Findings: 55% of the reviewed studies reported that algorithm-based editorial measurements (views, shares, rate of engagement) affected the choice of stories. In 80 per cent of instances, newsrooms did not relinquish editorial control and used framing, voiceovers and context to customise influencer content. There was heterogeneity in newsroom practises between outlets, with integration patterns differing.

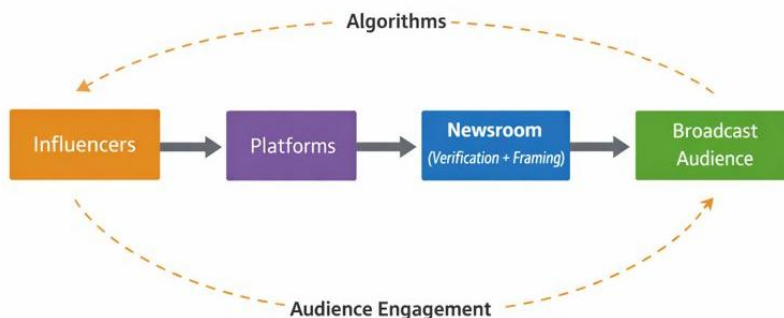
Synthesis: Influencer content is no longer a raw feed, but is more of a hybrid editorial workflow. Algorithms are secondary gatekeepers who favour the engagement, but human editors retain primary gatekeeping control, which balances speed, appeal to emotions, and accuracy (Farag et al., 2025; Olausson, 2024). This represents a live application of a hybrid workflow whereby discretion of the newsroom applies within the bounds of algorithms.

**Theoretical Mapping and Contribution**

**Table 8: Study Extraction and Thematic Synthesis Summary**

Author(s) & Year	Study Type	Context / Platform	Focus	Key Findings	Mapped Theme(s)
Hamdan (2024)	Master’s thesis	Gaza / Instagram	Wartime influencers	Palestinian influencers function as frontline visual witnesses; content reused by regional broadcasters.	Direct reuse; emotional framing
Khamis & Dogbatse (2024)	Book chapter	Gaza / social vs mainstream media	Media comparison	Social media outpaces mainstream media in immediacy and narrative personalisation during the Gaza war.	Hybrid gatekeeping; platform reliance
Segun (2024)	Empirical article	Global citizen journalism	Citizen journalism impact	Traditional news increasingly depends on citizen-generated visuals during crises.	Distributed sourcing
Van Ingen (2020)	Conceptual framework	Gaza conflict	Media terrain mapping	Conflict coverage is shaped by access constraints and information asymmetry.	Verification pressures
Hase et al. (2023)	Cross-platform analysis	Instagram, TikTok, X	Platformisation of news	Platform affordances shape editorial presentation but do not fully determine it.	Algorithmic influence
MacGregor et al. (2020)	Scoping review	Journalism–research co-production	Co-production models	Collaborative production reshapes authority but retains professional norms.	Co-production
Mutsvairo & Bebawi (2022)	Theoretical special issue	Global South journalism	Post–Arab Spring practices	Calls for situated, non-Western analyses of journalistic practice	Contextual contribution
Iqbal & Farukh (2025)	Framing analysis	Israel–Palestine	Narrative metaphors	Humanitarian and resistance frames dominate conflict coverage	Narrative framing
Singh et al. (2020)	Empirical study	Influencer credibility	Trust & persuasion	Influencer credibility shapes audience trust during crises	Emotional legitimacy
Farag et al. (2025)	Hybrid media study	Lebanon	Alternative media systems	Digital platforms reconfigure newsroom authority in polarised systems	Hybrid systems

The thematic mapping is an empirical contribution to journalism theory because it places abstract discussions of platformisation and gatekeeping in a conflict-contextualised Global South. It is also a reaction to the calls by Mutsvairo and Bebawi (2022) to have more situated analyses of journalistic practice than the Western media systems.



**Figure 5: Hybrid gatekeeping model in crisis reporting**

## 6. Discussion

### 6.1 Interpretation of Patterns

It is evident that the systemic synthesis demonstrates that MENA newsrooms have changed the way they operate on a significant level during the Gaza War, specifically introducing the use of Palestinian influencers and user-generated content. These actors are no longer peripheral actors but are approaching the status of quasi-institutional actors to report the crisis, and this could be realized in line with findings that underscore the reliance of social media in news generation when access to journalism is hindered (Acampa et al., 2022). It is not a technology change, but rather a more broad-based organizational and epistemic redesign of the newsroom, where immediacy and emotional immediacy, and visual fidelity, amplified by social media, would be valued in crisis coverage. These dynamics also coincide with the literature on the dependence on social media by the audience to get news about the war, as it is stated that the content they get immerses them with elevated rates of cognitive and emotional responses (Abu Rumman, 2024). However, they similarly introduce structural tensions that remain with verification and other ethical requirements, which are often compromised because of the need to run digital processes as fast as possible (Sonni et al., 2024). The work of framing practices that are provided by social media and its impact on shaping people's opinion and narrative building, which consequently affect the agendas of broadcasters, is also emphasized in further studies (Al-Jarrah, 2023). These are augmented by the humanitarian crisis as well as the political polarization of Gaza. Moreover, social media shows how online spaces are utilized to create binary oppositions and support group identities, which package and interpret conflict discourses in the conventional media ecology (Al-Masri, 2024). This makes the hybrid media gatekeeping processes in crisis reporting thus characterized by a two-sidedness of authority, which is a synthesis of old editorial decision-making and an algorithmic appearance (Alyukov, 2024).

### 6.2 Theoretical Implications

The results apply the hybrid media system theory and the theory of gatekeeping to the active conflict situation. Classical models of gatekeeping believe in linear control by journalists and editors, whereas the Gaza War demonstrates the conceptual framework of Almalki (2023), the so-called hybrid warfare gatekeeping, in which power to dictate the narrative is decentralized among the platforms, influencers, newsrooms, and the audience. In this review, we find Salonen's (2024) idea of post-publication gatekeeping since verification, framing, and morality were typically applied in influencer content that is already widely spread. When it comes to crises, gatekeeping is iterative as opposed to linear. The selective element of influencer content is not simply picked but constantly recontextualized and occasionally disputed in broadcast discourses. As Taher et al. (2025) note, the synthesis is an addition to crisis communication models, such as the Micro-Influencer Impact Model (MIIM).

### 6.3 Practical Implications

In the case of newsroom strategy, the results indicate that systematic integration of influencers must be through formalised roles, including social verification editors and platform-specific producers, as opposed to haphazard sourcing. This is reflective of the suggestions by Sonni et al. (2024) on the institutional governance of new technologies. In the case of verification protocols, cross-platform triangulation, metadata analysis, and delayed confirmation mechanisms are necessary, especially when there is some time pressure. It has been suggested on the basis of comparative experience with European broadcasters (Rúas-Araui et al., 2023) that organised verification systems can reduce disinformation without slowing down. As Eldin and Ahmed (2025) believe, language barriers and epistemic inequalities also help to emphasise the necessity to support the production of research on Arabic and the region-specific knowledge.

## 7. Limitations

This is a limited system review with a number of methodological constraints. To begin with, the studies included have different levels of methodological rigour and include peer-reviewed journal articles, master's theses, and professional or policy-focused reports. Although it helps identify broader coverage, this limitation renders the direct comparability of studies more challenging, which is typical of systematic syntheses of emerging fields of research (Loecherbach et al., 2020). The empirical studies, especially the use of ethnographic and interview research, have been insufficient regarding the 2023/2024 Gaza War. Consequently, due to this, much of the existing literature depends on content analysis or retrospective interpretation, which limits causal inference and the level of insight into the newsroom (Silveirinha et al., 2024). Third, there is language and indexing bias in the review. The major international databases favour the English language scholarship, whilst the Arabic language research is inconsistently indexed and mostly published in local periodicals. This institutional imbalance restricts the systematic incorporation of the knowledge produced locally, as reported in previous reviews of Arab academic publishing (Elhour, 2022; Eldin and Ahmed, 2025). The review includes research and publications that were published from 2020 to 2025 in a fast-changing platform and conflict setting. The results can only be viewed in this specific time and methodological context and not as broadly applicable due to the dynamism of the algorithmic systems and practises of covering crisis.

## 8. Future Research Directions

Influencer content negotiation in real time during crises should be a major focus of empirical newsroom ethnography in future scholarship. Informal routines, power dynamics, and other ethical contradictions, which do not apply to the content-only analysis, can be unveiled through ethnographic methods, including the one employed by Silveirinha, Lobo, & Simoes (2024). Using analogous methods on MENA television newsrooms would help a lot in gaining insights into hybrid gatekeeping on conflict reporting. There is also a need to carry out comparative MENA research. Regional frames are considered to be unique; however, the comparative frameworks that have been effective in the migration and governance research (Mencuetek, 2020;

Matallah, 2022) can reveal structural constraints and significant national variations in media regimes and their newsroom cultures. The reception of the audience is underdeveloped. The perception of influencer-enhanced news, credibility evaluation, and emotional reactions of viewers to the narratives of crisis would fulfil the production-distribution-reception cycle and enrich theory construction in the hybrid media studies.

## 9. Conclusion

The systematic review proves that the contents of influencers have become a part of the modern TV news production of the Gaza War, not a by-product or a transient resource. Throughout the literature reviewed, Palestinian influencers are presented as key participants of agenda setting, visual witnessing and emotional mediation, restructuring the normal newsroom practices and gatekeeping. The synthesis presents a hybrid model of journalism where platform dynamics, credibility of influencers and editorial judgment overlap in the case of a crisis. Newsrooms do not send it back in its entirety nor keep it intact in their possession; it is redistributed through verifying practices and framing strategies, and through the use of algorithm-based decision-making. This paper, using a combination of systematic evidence and theoretical mapping, highlights the necessity of an organized research and practice that would bridge the gaps between newsroom strategy, verification ethics and regional media policy. Journalism studies in the future should thus not focus on binary differences between professional and non-professional journalism, but should take into consideration the environmental realities of conflict journalism in the hybrid media systems.

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