



The ISRAEL21c Digital Ambassadors

*Using Social Media to Influence Opinion about Israel*  
A Market Research Project

Report of Findings

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## Executive Summary

ISRAEL21c's mission is to use media to provide a broad spectrum on people with a deeper understanding of contemporary life in Israel. ISRAEL21c's social media works to counter the media's traditional depiction of Israel and widens the lens on who Israelis are and what inspires, motivates, and challenges them.

We ask, **does interaction with ISRAEL21c content influence "hearts and minds?" And how is the answer to this question influenced by the nature of the social media content?** To answer these questions, the ISRAEL21c Digital Ambassadors (the Ambassadors) conducted a market research project In March and April 2023 with a focus on young adults aged 18 to 25 years of age. This report presents the findings.

### **The Digital Ambassadors**

Launched in the 2014/15 academic year, the Digital Ambassador Internship recruits young adults with an interest in communications and social media who express a strong desire to "do something good" for Israel, without having to enter the realm of politics. Participants receive resources and mentoring in social media and communications skills, while developing their own personal connection to Israel and its people. The goal is two-fold; 1) to enable the Ambassadors to gain a sophisticated understanding of the impact of their social media and communication work and how best to refine and improve their work over the course of the Internship and 2) for ISRAEL21c to learn what types of content college students find relevant and engaging.

In the 2022/23 academic year, 19 college students participated in the Digital Ambassador Internship.

### **A "Test Kitchen" for ISRAEL21c**

The Ambassadors undertook a capstone market research project, with a focus on the reaction of 18- to 25-year-old Americans to ISRAEL21c digital content. While the Ambassadors apply the knowledge and skills from their internship, they also create a laboratory, or "test kitchen," for ISRAEL21c to pilot content and gain feedback from a young adult target audience. The internship asks these young adults (1) to be creative, (2) design social media content to engage people in (3) an intentional manner to elicit emotional, cognitive, and behavioral outcomes. The learning contributes to ISRAEL21's goal of producing such response at a mass scale.

The social media posts upon which this report focuses are viewed as an authentic perspective of young adults (the Ambassadors) on Israeli society. These young adults build upon content from the ISRAEL21c website and social media that they themselves find personally interesting and engaging.

### **Methodology**

The 19 Ambassadors are divided into four groups. Each group creates a social media post and then invites their peers to respond to a survey. Each member of the Ambassador group recruited at least 20 individuals to answer the survey. An emphasis was placed on recruiting a diverse group of respondents by their familiarity with Israeli society, gender, and religion (Jewish/not Jewish). In total the four Ambassador groups generated 381 completed surveys.

### **Positive Reaction**

Overall, we learn that the young adult respondents reacted positively to the social media posts about Israeli society. 90% reported gaining an insight into Israeli society from viewing the post. 66% answered that viewing the post leave them feeling more positive about Israeli society. Respondents who reported gaining an insight were asked to elaborate in writing on the insight.

### **Design and Content Matters**

The answers to the questions show distinct patterns that differ by each of the posts. Those patterns are influenced by both the complexity and content of the post. We learn:

- More complex posts that include multiple images and explanatory text generate higher reports of learning and gaining insight into Israeli society.
- Simpler posts with a singular focus on an eye-catching image and idea garner higher reports of emotional response and feeling more positive about Israeli society.

Among the written comments, 51% are categorized as reporting learning, but with no attribution of emotion, while 44% report learning with an emotional reaction. The nature and intensity of the emotional reaction is influenced by the content of the posts.

### **Familiarity with Israel Matters**

Respondents were asked to describe their level of familiarity with Israeli society. Those who report high levels of familiarity with Israeli society described the insights they gained from viewing the Ambassadors posts in a different way than those who stated they are less familiar with Israeli society. Interestingly, the extremes – those who were the most and least familiar Israeli society were the least likely to evoke emotional terms, but when they do, they do so in different ways. Those who are the most familiar tend towards a moral assessment of the insights they gained from the posts, while those who are least familiar are taken with the beauty or accomplishments of Israeli society.

The survey asked respondents to identify by gender and religious denomination. None of these personal characteristics influenced in a consistent manner they ways in which viewers engage with the posts.

**In conclusion**, we learn that social media posts that focus on Israeli society, without reference to politics or political conflict do engage 18 to 25 years old Americans. We also gained insight into how the design and content of the posts create differing forms of learning and emotional engagement. ISRAEL21c will apply these findings in a best practice guide for future cohorts of the Digital Ambassadors, offering continuity in the curriculum. These best practices will also inform ISRAEL21c's global strategy to develop social media content at a larger scale. In both use-cases we will continue to test reactions, iterate upon them, and measure how that impacts growth and attitudes over an extended period.

# ISRAEL21c and the Digital Ambassadors

## Establishing Relevance

ISRAEL21c's mission is to use media to provide a broad spectrum on people with a deeper understanding of contemporary life in Israel. ISRAEL21c's social media works to counter the media's traditional depiction of Israel and widens the lens on who Israelis are and what inspires, motivates, and challenges them. When successful, ISRAEL21c enables individuals to nurture their own meaningful connection to Israel. The approach is inclusive and apolitical with the goal of informing the otherwise unaware and under-educated about Israel's diverse society.

The ISRAEL21c website draws 275,000 unique monthly visitors with a monthly 1.5million+ social media impressions. There are 140,000 subscribers to the ISRAEL21c newsletter.

## Research Question

**Does interaction with ISRAEL21c content influence "hearts and minds?" And how is the answer to this question influenced by the nature of the social media content?** To answer this question, the ISRAEL21c Digital Ambassadors (the Ambassadors) conducted a market research project In March and April 2023 with a focus on young adults aged 18 to 25 years of age. This report presents the findings.

## Digital Ambassador Internship

Launched in the 2014/15 academic year, the Digital Ambassador Internship recruits young adults with an interest in communications and social media who express a strong desire to "do something good" for Israel, without having to enter the realm of politics. Participants receive resources and mentoring in social media and communications skills, while developing their own personal connection to Israel and its people. The goal is two-fold; 1) to enable the Ambassadors to gain a sophisticated understanding of the impact of their social media and communication work and how best to refine and improve their work over the course of the Internship and 2) for ISRAEL21c to learn what types of content college students find relevant and engaging.

In the 2022/23 academic year, 19 college students completed the Internship program.

**Making it Personal:** The Digital Ambassador Internship implements ISRAEL21c's goal of reaching those who are unaware or under-educated about Israel, enabling them to connect in a manner that is personally meaningful to them. The Ambassadors are not charged with transmitting a particular pro-Israel message or content written by others. Their goal is not to convince anyone of someone else's message. Rather, they are charged with interpreting ISRAEL21c's social media content in a manner that is personally meaningful for them, and thus enabling their target audiences to do the same.

## Research Project

### A "Test Kitchen" for ISRAEL21c

In March and April 2023, the Ambassadors undertook a capstone market research project, with a focus on the reaction of 18- to 25-year-old Americans to ISRAEL21c digital content. The project is a pilot, one part of the increased emphasis of the Internship on the use of data to track accomplishment. While the Ambassadors apply the knowledge and skills from their internship, they also create a laboratory, or "test kitchen," for ISRAEL21c to pilot content and gain feedback from a young adult target audience. The internship asks these young adults (1) to be creative, (2) utilizing social media design to engage people in (3) an intentional manner to elicit emotional, cognitive, and behavioral outcomes. The learning contributes to ISRAEL21's goal of producing such response at a mass scale.

The social media posts upon which this report focuses are viewed as an authentic perspective of young adults (the Ambassadors) on Israeli society. These young adults utilize content from the ISRAEL21c website and social media that they themselves find personally interesting and engaging.

## Goals

The research project had two goals:

### 1. Impact

**To assess how engagement with ISRAEL21c digital content influences perceptions of Israel among young adults aged 18 to 25 years of age with varying levels of familiarity with the country?** Do the young adults report a new insight into Israeli society? If so, what is that insight? Does interacting with the ISRAEL21c digital content leave them feeling more positive about Israel?

### 2. Quality

**To market-test social media communications work done by the Ambassador groups with the goal of assessing the quality of their posts.** Each Ambassador group developed a thesis as to the key idea they are communicating and the desired emotional response and reports of learning from those who see the post. Are reactions in line with expectations? If not, why? If so, how might the post be further tweaked to elicit desired emotional, cognitive, or behavioral outcomes?

## Methodology

To answer the above questions, each of the four ISRAEL21c Digital Ambassador groups sent to a diverse group of peers one of their social media projects. The Ambassadors asked their peers to read and/or watch the post and answer a short survey.

Each of the 19 Ambassadors was asked to recruit at least 20 individuals, with an attempt by the Ambassador group to create a diverse group of respondents with the following characteristics.

1. Between 18 and 25 years of age
2. Gender balanced as much as possible
3. Diverse familiarity with Israeli society
4. Diverse in terms of religiosity, including non-Jew and Jews with denominational diversity or not-identifying with a denomination.

All members of each Ambassador group's panel view the same project enabling feedback from the entire panel to the same social media post. The Ambassadors' analyzed the responses and presented their learning at the final internship presentations in May 2023.

In total the Ambassadors generated 381 completed surveys. Ninety-eight percent of the respondents were between 18 and 25 years of age, with even distributions across gender, familiarity with Israeli society and religion categories. The results per group are shown in the appendix to this report.

Posts	%	# Respondents
Street Art	39%	148
Instagrammable Spots	24%	92
Ideal Day	19%	72
Amazing Women	18%	69
<b>Total</b>	<b>100%</b>	<b>381</b>

## Four Ambassador Groups and their Posts

### Instagrammable Spots: [Link](#)



*Rubber ducky on Ben Yehuda Street*

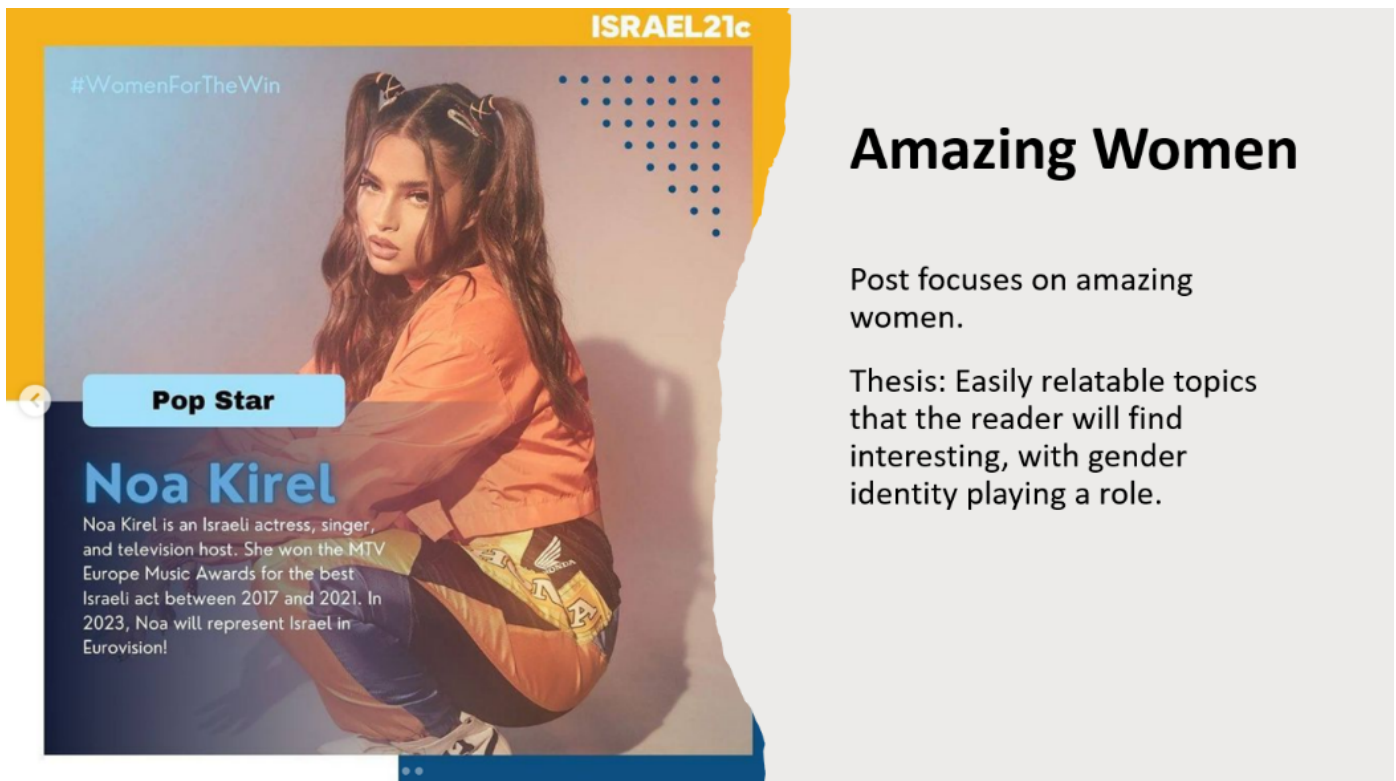
## Instagrammable Spots

Focus is on ten instagrammable spots in Jerusalem.

Thesis: Colourful visions of Israel as a modern society will leave the reader inspired to explore Israel.

*Jaffa Gate*

### Amazing Women: [Link](#)



#WomenForTheWin

ISRAEL21c

**Pop Star**

## Noa Kirel

Noa Kirel is an Israeli actress, singer, and television host. She won the MTV Europe Music Awards for the best Israeli act between 2017 and 2021. In 2023, Noa will represent Israel in Eurovision!

## Amazing Women

Post focuses on amazing women.

Thesis: Easily relatable topics that the reader will find interesting, with gender identity playing a role.

## An Ideal Day in Tel Aviv: [Link](#)



## Ideal Day in Tel Aviv

Post focuses on an ideal day in Tel Aviv.

Thesis: Aesthetically pleasing images. Not politics or vacation, rather promoting a greater desire to engage and to learn what's it like to be part of Israeli society.



## Street Art: [Link](#)



## Street Art

Post focuses on street art in Israel.

Thesis: Cool facts about different places in Israel by way of street art. Post is informational, with lots of angles and engaging graphics. A person who is familiar with Israel will find something new. For a person who is unfamiliar with Israel will stimulate curiosity and be taken with the beauty of the street art.



## Top Level Findings

Overall, we learn that the young adult respondents responded positively to the social media posts about Israeli society that focus on areas they find personally interesting. Significantly the posts focus on individuals, places or objects that show Israel from an everyday perspective, without touching on politics or national level conflict.

- "In viewing the post did you gain an insight into Israeli society?" 90% answered "yes."
- "Did viewing the post leave you feeling more or less positive about Israeli society, or the same as before?" 66% answered "more positive," 34% "the same as before."
- "As a result of interacting with the post did you do any of the following:"
  - "I went to the ISRAEL21c website" - 43%
  - "I shared the post with others or intend to do so" – 30%
  - "I reposted on my personal social media" – 6%.

## Comparing the Posts

Respondents are friends, colleagues, or family members of the Ambassadors, who invited them to take the survey. While the survey was anonymous, there is a likely response bias, in that the respondents could be inclined to answer positively due to their personal connection to the Ambassador. In the future, it is desirable to include a control group. That said the comparison of the response to the four posts provides confidence in the survey findings in that we learn that the design and content of the posts influence the nature of the quantitative response and the insights about Israeli society that respondents report.

### Design and Content Matters

The answers to the questions show distinct patterns that differ by each of the posts. Those patterns are influenced by both the complexity and content of the post.

**Complexity influences engagement:** As shown in the table below the posts ranged in complexity from five points of focus on a screen to one point of focus.

Post	Complexity
Street Art	<b>Five points of focus</b> Each screen includes <u>three images of art</u> in a different <u>city</u> with <u>explanatory text</u> .
Ideal Day	<b>Three points of focus</b> Each screen includes the <u>time of day</u> , an <u>image of a location in Tel Aviv</u> , and <u>explanatory text</u> .
Amazing Women	<b>Two points of focus</b> Each screen includes an <u>image</u> and <u>explanatory text</u> . Each screen focused on one woman with no reference to the surrounding geographical context or Israeli society in general.
Instagrammable Spots	<b>One point of focus</b> Each screen includes an <u>image of a location in Jerusalem</u> with no explanatory text.

### Complexity → Insight

Respondents to the two posts with the greatest complexity report gaining the highest levels of insight into Israeli society. 97% and 92% respectively of the Street Art and Ideal Day respondents report insights into Israeli society. These posts were designed to encourage thought through comparison of different places, with explanatory text.

Post	Yes	No	Total
Street Art	97%	3%	100%
Ideal Day	92%	8%	100%
Instagrammable Spots	87%	13%	100%
Amazing Women	80%	20%	100%

*In viewing the post did you gain an insight into Israeli society?*

### Simplicity → Positive Feelings

The two simpler posts elicit stronger positive feelings about Israel. Respondents to the Instagrammable Spots and Amazing Women posts were more likely to state that they felt more positive about Israel from viewing the post. The Instagrammable Spots post intentionally focused on beautiful and eye-catching imagery. The Amazing Women post sought to create feelings of positivity rooted in inspiration and empowerment.

Post	More positive	The same as before	Less positive	Total
Instagrammable Spots	80%	20%	0%	100%
Amazing Women	71%	29%	0%	100%
Ideal Day	63%	38%	0%	100%
Street Art	56%	44%	0%	100%

*Did viewing the post leave you feeling more or less positive about Israeli society, or the same as before?*

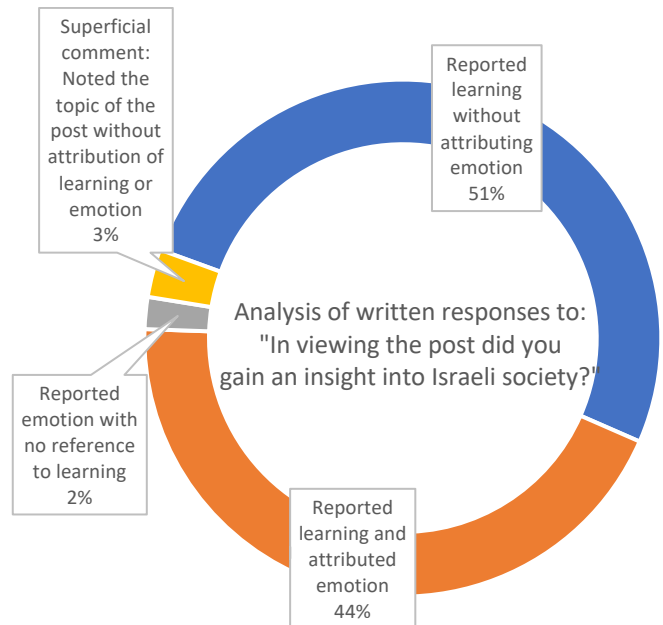
### Modes of Engagement

If respondents answered that they gained an insight into Israeli society, they were then asked: "In a sentence or two, what was the insight you gained from viewing the post?" 299 (79%) wrote a response.

As shown in the chart (side-right) almost all the written responses show thoughtful engagement with the content.

The content analysis shows:

- 51% report learning, but with no attribution of emotion.
- 44% report learning and attributed emotion.
- Just 2% gave an emotional response without reference to what was learned.
- 3% made a superficial comment, noting the topic of the post with no mention of learning or emotional reaction.



#### Learning without attributing emotion

- "I learned that Israel is a very artistic society that is very connected to faith and culture."
- "Different cities in Israel have different styles of street art, representing the diverse communities that live in those cities and their values."

#### Learning and attributing emotion

- "There are so many accomplished Israeli women that you would never otherwise know about. They're breaking records and forging the path for their community and the larger group they represent, showing that even the smallest countries have amazing capabilities."
- "It reminded me of Istanbul to some extent as it is a mix of modern and traditional social experiences. First fresh fruits resembles the traditional bazar and the museum is like a modern piece demonstrating the economic growth and prosperity. The nature is of course amazing and the modern restaurant with good traditional food says a lot about the rich culture."

#### Emotion without describing learning

- "I felt like Israel is a pretty cool place to be."

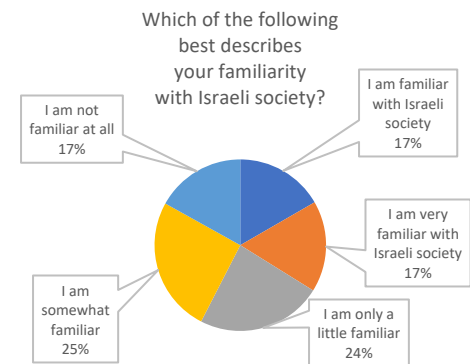
When the engagement categories are applied to the four posts we learn:

- Street Art leads among respondents (62%) who described learning without attributing emotion.
- In stark contrast, three-quarters of those writing comments for Amazing Women, describe learning with emotional attributes, by far exceeding the other posts.

Engagement Categories	Posts			
	Street Art	Ideal Day	Amazing Women	Instagrammable Spots
Learned without emotion	62%	53%	25%	53%
Learned with emotion	38%	32%	75%	37%
Emotion with no reference to learning	0%	5%	0%	5%
Superficial, note what is seen without attribution of learning or emotion	0%	11%	0%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Respondents with the greatest and least levels of familiarity with Israel were more likely to describe learning without attributing emotion. Whereas those who were "somewhat" or "a little familiar" were more likely to describe learning with emotional attributions.

Engagement Categories	How familiar are you with Israeli society?		
	"Very familiar" or "familiar"	"Somewhat familiar" or a "little familiar"	I am not familiar at all
Learned without emotion	70%	38%	64%
Learned with emotion	27%	57%	29%
Emotion with no reference to learning	0%	4%	0%
Superficial, note what is seen without attribution of learning or emotion	3%	2%	7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



### Familiar with Israeli society

- "I realized that Israel has amazing street art. I studied abroad in Tel Aviv and never thought twice about the street art, as there are so many other beautiful things to see (you forgot to take a minute and appreciate the little things)."
- "I am Jewish but have not seen a post like this recently at all."

### Somewhat familiar

- "I gained a better understanding of how beautiful and interesting different spots were and gained more knowledge about places I would personally visit."
- "I found that there is a large amount of creativity and public artwork through Israel, which I was not aware of. Israel as a whole seems to have very beautiful and painted cities."

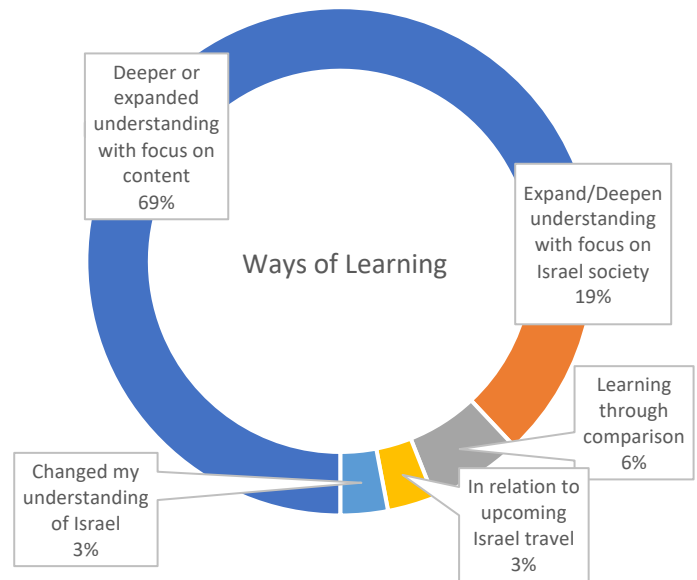
### Not familiar

- "I learned about how Israel looks. I don't know anything about Israel so it was all new to me."
- "I don't have a lot of background of Israeli society but I gained a broader understanding of pop culture there that's I wasn't aware of previously."

## Ways of Learning

A majority (69%) describe learning that deepens or expands their understanding with a focus on the content (i.e., street art or the featured women). 19% describe broader learning, deepening their understanding of Israeli society. Others focus on the comparisons evoked by the posts (16%), on an upcoming trip to Israel (3%) or the manner in which the post changes their previous perception of Israel (3%).

- The Street Art and Amazing Women posts were the most likely to draw attention to the content of the post.
- The Street Art post was least likely to focus the viewer on Israel society, rather the viewers focused on the art and/or the cities mentioned in the post.
- Ideal Day and Instagrammable Spots were more likely to be written about in the context of upcoming travel.



Learning Categories	Posts			
	Street Art	Ideal Day	Amazing Women	Instagrammable Spots
Expand/deepen understanding with focus on content	72%	67%	72%	61%
Expand/deepen understanding with focus on Israel society	10%	28%	24%	26%
Learning through comparison	12%	0%	4%	0%
In relation to upcoming Israel travel	0%	6%	0%	9%
Changed my understanding of Israel	6%	0%	0%	4%
	100%	100%	100%	100%

### Expand/deepen understanding with focus on content

- "I didn't know anything about Tel Aviv, so plenty! I love the idea of an outdoor market with fresh fruit and spices."

### Expand/deepen understanding with focus on Israel society

- "I gained a better understanding of how beautiful and interesting different spots were and gained more knowledge about places I would personally visit. "

### Learning through comparison

- "Art comes in many forms. It's so fascinating to see the different forms of murals in each city."

### In relation to upcoming Israel travel

- "I am traveling to Israel this summer so I now know good locations I should take pictures."

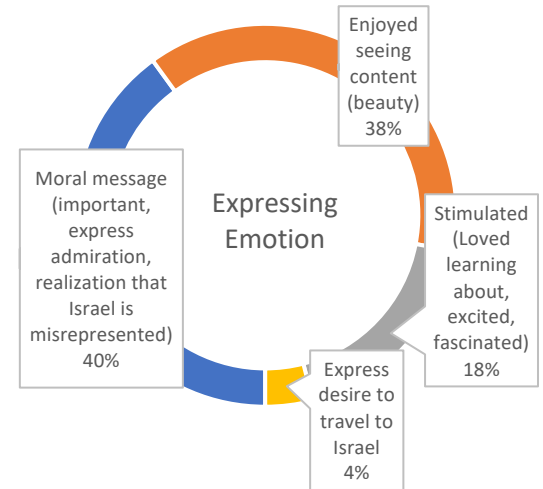
### Changed my understanding of Israel

- "I didn't realize that Israel was allowed to have street art. I get them confused between Iran, Pakistan, etc. Geography is hard for me and I don't really watch the news so I'm not up to date of the things that may be going on. But the art and cities are absolutely beautiful!! "

## Expressing Emotion

40% describe the insights they gained from the post in moral terms, using language that attribute importance, admiration, or the realization that Israeli is misrepresented. 38% focus on the joy of viewing the content, often citing the beauty of the images. 18% expressed stimulation and excitement. 4% expressed a desire to travel to Israel.

When viewed by the emotions evoked, there are significant differences between the posts. Most (81%) of the emotions evoked by the Amazing Women post were morally oriented. In contrast, the Street Art post is the only one with a majority (58%) that focus on the enjoyment of viewing. Ideal Day and Instagrammable Spots have a substantial minority evoking both enjoyment and stimulation. Only the Instagrammable Spots post evoked emotional reaction in the context of tourism, which was the intention of the post's creators.



For other personal characteristics we did not find consistent differences in the manner that viewers engage with the posts.

- Jewish/non-Jewish: Those who are not Jewish also tend to be less familiar with Israeli society, and thus do not appear as distinct group in answering the survey questions.
- Gender did appear as significant in one instance. In the written responses to the Amazing Woman post, all the women respondents evoked morally focused emotions. Most men did so as well, but a large minority also evoked other types of emotions.

	Posts			
	Street Art	Ideal Day	Amazing Women	Instagrammable Spots
<b>Moral message (important, express admiration, realization that Israel is misrepresented)</b>	26%	29%	81%	0%
<b>Enjoyed seeing content (beauty)</b>	58%	43%	13%	38%
<b>Stimulated (Loved learning about, excited, fascinated)</b>	16%	29%	6%	38%
<b>Express desire to travel to Israel</b>	0%	0%	0%	25%
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### Moral message (important, express admiration, realization that Israel is misrepresented)

- "I learned about Israeli women and thought it was really empowering to see how they represented both women and Israel in positive strong ways through their accomplishments."

### Enjoyed seeing content (beauty)

- "I didn't know such beautiful artwork existed in Israel."

### Stimulated (Loved learning about, excited, fascinated)

- "I gained the insight that Israeli culture is a lot more "punk than I expected. Major Israeli cities were not the place I'd expect to see world class street art."

### Express desire to travel to Israel

- "I gained a better understanding of how beautiful and interesting different spots were and gained more knowledge about places I would personally visit."

When we drill down to the words used to attribute emotion the differences between the posts gain greater clarity. While there is overlap, each post shows a distinct cluster of words that attribute emotion.

Words Evoking Emotion	Posts			
	Street Art	Amazing Women	Ideal Day	Instagrammable Spots
Beautiful / Beauty	50%	0%	0%	25%
Amazing	6%	11%	0%	0%
Love / loved it	11%	0%	13%	0%
Accomplishments	0%	11%	0%	0%
Achievement	0%	11%	0%	0%
Cool	0%	5%	13%	0%
Empowering	0%	11%	0%	0%
Groundbreaking	0%	11%	0%	0%
Inspiring	0%	11%	0%	0%
Had no idea / Did not expect	6%	5%	0%	0%
Powerful	0%	11%	0%	0%
Active	0%	0%	13%	0%
Creativity	6%	0%	0%	0%
Enjoying	0%	0%	13%	0%
Exciting	0%	0%	0%	25%
Fascinating	6%	0%	0%	0%
Felt	0%	0%	13%	0%
Fun	0%	0%	13%	0%
Hardworking	0%	0%	13%	0%
Importance	0%	5%	0%	0%
Interesting	0%	0%	0%	25%
New	0%	0%	0%	25%
Passion	6%	0%	0%	0%
Perfect	0%	0%	13%	0%
Positive	0%	5%	0%	0%
Realize	6%	0%	0%	0%
Truthful	0%	5%	0%	0%
Vibrant	6%	0%	0%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The familiarity of a respondent with Israeli society influences emotions attributed to gaining an insight about Israeli society. Those who are familiar with Israel are the most likely to attribute a moral message. Whereas to the extent someone is less familiar with Israeli society they are more likely to focus on the joy of viewing the posts.

	Familiarity with Israeli Society		
	"Very familiar" or "familiar"	"Somewhat familiar" or a "little familiar"	I am not familiar at all
Moral message (important, express admiration or state "Israel as different than depicted" in the press or elsewhere.)	50%	39%	25%
Enjoyed seeing content (beauty)	20%	42%	50%
Stimulated (Loved learning about, excited, fascinated)	20%	17%	25%
Express desire to travel to Israel	10%	3%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Conclusion

This report shows that social media posts that focus on Israeli society, without reference to politics or political conflict do engage the hearts and minds of 18 to 25 years old Americans. We also learn that the nature of engagement with Israel is influenced by the design and content of the social media posts. The young adult respondents engaged with the content in a positive manner, reporting and detailing insights they received about Israeli society in line with the emotional and cognitive reactions the Ambassador groups posts sought to achieve.

Individuals, no matter their personal profile found something of interest. We also learned that a post with relatively complex graphics and text is more likely to elicit a strong cognitive response – "I learned something new." Whereas a simpler post in terms of graphics and texts is more likely to lead respondents to report a positive emotional response and feeling more positive about Israel as a result.

The learnings will feedback into the Ambassador program leading the Interns to develop an increasingly sophisticated approach to using social media to generate specific types of learning and emotional reaction. The survey results will also inform a best practice guide for future cohorts of the Ambassador program and serve ISRAEL21c's global strategy at more significant scale. In both use-cases we will continue to test reactions, iterate upon them, and measure how that impacts growth and attitudes over an extended period.

Finally, we recommend for the 2023/4 Ambassador cohort, to add a control group of individuals who do not have a personal connection to the Ambassadors. While the comparisons between each of the four social media posts provide a sense of confidence that the design and content of the posts do create a positive reaction among young adults to Israel, the control group will add additional perspective and understanding.

## Appendix 1: Survey Results per Group

For general results: [Link](#)

Tables showing results per group. The tables show completed surveys only

Table 1. Group Name

	%	# Respondents
<b>Street Art</b>	39%	148
<b>Instagrammable Spots</b>	24%	92
<b>Ideal Day</b>	19%	72
<b>Amazing Women</b>	18%	69
<b>NET</b>	<b>100%</b>	<b>381</b>

Table 1. Group Name

	Yes	No		# Respondents
<b>Street Art</b>	97%	3%	100%	147
<b>Ideal Day</b>	92%	8%	100%	72
<b>Instagrammable Spots</b>	87%	13%	100%	92
<b>Amazing Women</b>	80%	20%	100%	69
<b>NET</b>	<b>90%</b>	<b>10%</b>	<b>100%</b>	<b>380</b>

Table 2. In viewing the post did you gain an insight into Israeli society?

	More positive	The same as before	Less positive		# Respondents
<b>Instagrammable Spots</b>	80%	20%	0%	100%	92
<b>Amazing Women</b>	71%	29%	0%	100%	69
<b>Ideal Day</b>	63%	38%	0%	100%	72
<b>Street Art</b>	56%	44%	0%	100%	147
<b>NET</b>	<b>66%</b>	<b>34%</b>	<b>0%</b>	<b>100%</b>	<b>380</b>

Table 3. Did viewing the post leave you feeling more or less positive about Israeli society, or the same as before?

		I went to the ISRAEL21c website	I shared the post with others or intend to do so	I reposted on my personal social media	Other
<b>Yes</b>	Ideal Day	46%	33%	4%	2%
	Amazing Women	51%	24%	0%	3%
	Instagrammable Spots	48%	38%	8%	7%
	Street Art	35%	27%	8%	9%
	<b>NET</b>	<b>43%</b>	<b>31%</b>	<b>6%</b>	<b>6%</b>

Table 4. As result of interacting with the post did you do any of the following



	Street Art	Instagrammable Spots	Ideal Day	Amazing Women	All	# Respondents
I am very familiar with Israeli society	18%	14%	22%	16%	17%	66
I am familiar with Israeli society	20%	13%	13%	20%	17%	64
I am somewhat familiar	22%	26%	35%	23%	25%	97
I am only a little familiar	25%	21%	25%	23%	24%	90
I am not familiar at all	16%	26%	6%	17%	17%	64
Other, please elaborate:	0%	0%	0%	0%	0%	0
<b>NET</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>381</b>

Table 5. Which of the following best describes your familiarity with Israeli society?

	Street Art	Instagrammable Spots	Ideal Day	Amazing Women	All	# Respondents
Less than 18	0%	0%	1%	0%	0%	1
Between 18 and 25 years old	99%	99%	93%	99%	98%	372
26 to 30 years old	1%	1%	1%	1%	1%	5
Older than 30	0%	0%	4%	0%	1%	3
<b>NET</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>381</b>

Table 6. How old are you?

	Street Art	Instagrammable Spots	Ideal Day	Amazing Women	All	# Respondents
Woman	55%	62%	36%	68%	55%	211
Man	38%	37%	58%	32%	40%	154
Non-Binary	5%	0%	1%	0%	2%	8
Gender Fluid	3%	0%	3%	0%	2%	6
Gender Queer	0%	1%	1%	0%	1%	2
Other	0%	0%	0%	0%	0%	0
<b>NET</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>381</b>

Table 7. Which of the following best describes you?

	Street Art	Instagrammable Spots	Ideal Day	Amazing Women	All	# Respondents
Jewish	45%	48%	54%	46%	48%	181
Not Jewish	55%	52%	46%	54%	52%	200
<b>NET</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>381</b>

Table 8. Do you identify as:

	Street Art	Instagrammable Spots	Ideal Day	Amazing Women	All	# Respondents
<b>Reform</b>	38%	52%	21%	34%	37%	67
<b>Reconstructionist</b>	2%	0%	0%	0%	1%	1
<b>Conservative</b>	29%	16%	13%	13%	19%	35
<b>Traditional</b>	5%	5%	23%	0%	8%	14
<b>Orthodox</b>	5%	5%	5%	19%	7%	13
<b>Just Jewish</b>	17%	20%	36%	28%	24%	43
<b>Other, please elaborate:</b>	6%	2%	0%	3%	3%	6
<b>None</b>	0%	0%	3%	3%	1%	2
<b>NET</b>	100%	100%	100%	100%	100%	181

Table 9. Which of the following best describes your Jewish identification?

	Street Art	Instagrammable Spots	Ideal Day	Amazing Women	All	# Respondents
<b>Christian</b>	42%	56%	42%	43%	45%	82
<b>Buddhist</b>	3%	3%	3%	0%	2%	4
<b>Hindu</b>	3%	0%	6%	0%	2%	4
<b>Muslim</b>	1%	3%	9%	0%	3%	5
<b>Prefer not to answer</b>	3%	3%	0%	11%	4%	7
<b>No</b>	32%	29%	30%	41%	33%	60
<b>Other</b>	17%	6%	9%	5%	11%	20
<b>NET</b>	100%	100%	100%	100%	100%	182

Table 10. Do you currently identify with any of the following religions?

	Street Art	Instagrammable Spots	Ideal Day	Amazing Women	All	# Respondents
<b>United States</b>	97%	92%	56%	99%	88%	337
<b>Elsewhere</b>	3%	8%	44%	1%	12%	44
<b>NET</b>	100%	100%	100%	100%	100%	381

Table 11. Do you live in?

## Appendix 2: Key Terms for Describing Learning

Learned	36%
Insight	21%
Know	11%
Understand	5%
Gained	4%
Found	2%
Knowledge	2%
Realize	2%
Unique	2%
Aware	1%
Broader	1%
Educated	1%
Found out	1%
Good Description	1%
Interesting	1%
Interpret	1%
Keep in mind	1%
Knew	1%
Saw	1%
Seeing	1%
Sense	1%
Thought	1%
Viewing	1%
<b>Total</b>	<b>100%</b>