

USING LIVE STREAMING PLATFORMS AND INFLUENCERS TO ENGAGE JEWISH AND NON-JEWISH COMMUNITIES WITH JEWISH CULTURAL HERITAGE IN THE GREATER EL PASO REGION

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BACKGROUND

- Rising antisemitism and racial crimes in the US
- Affordance of the live-streaming technology and ICH communication
- The importance of cross-cultural competence in reducing antisemitism

RESEARCH METHOD

Online questionnaire distribution
 58.6% male (N=256)
 41.4% female (N=181)
 Time spent using live streaming technology and live-streamed ICH content:
 ·35.2% (N=154) used the technology daily
 ·57.2% (N=250) used the technology 3-5x/week

LINEAR REGRESSION RESULTS

Linear Regression Analysis of Cross-Cultural Competence on Attitudes toward the Jewish Minority Communities

Predictor Variables (Cross-Cultural Competence)	Outcome Variable 1: Stereotypical Perceptions of the Jewish Minority Communities	Outcome Variable 2: Affinity toward the Jewish Minority Communities
Cross-Cultural Attitudes and Skills	Model 1 ¹ Standardized Coefficients $\beta=.24$ $t=3.39^{***}$	Model 1 ² Standardized Coefficients $\beta=.14$ $t=1.94$
Cross-Cultural Knowledge	Model 1 ¹ Standardized Coefficients $\beta=.16$ $t=2.30^{**}$	Model 1 ² Standardized Coefficients $\beta=.20$ $t=2.74^{**}$

Notations: * $p<0.05$ ** $p<0.01$ *** $p<0.001$

Notes:

R=.376, R square=.14, F=35.73, df 2/434, $p<.001$, Durbin-Watson=1.88, VIF=2.48
 R=.317, R square=.10, F=24.20, df 2/434, $p<.001$, Durbin-Watson=1.80, VIF=2.48

LITERATURE REVIEW

- Solomonetal's (1991) Terror Management Theory
- Cross-Cultural Competence Self-Determination Theory
- Uses and Gratifications Theory

INSTRUMENTATION

Questionnaire Items	Mean ¹	SD ¹
AM01: but I question why I continue to use it.	5.07	1.37
AM03: but I don't see why I should keep bothering with it.	4.73	1.39
AMOS COMPOSITE (Eigenvalue= 5.47) (Cronbach Alpha=.69) ²	4.90	1.16
IM1: because it is enjoyable.	5.56	1.16
IM3: because it is fun.	5.56	1.11
IM COMPOSITE (Eigenvalue= 1.41) (Cronbach Alpha=.80) ²	5.56	.98
IR1: I would feel bad about myself if I quit using.	4.81	1.48
IR2: I would feel guilty if I quit using.	4.76	1.51
IDR1: it is a sensible thing to do.	5.12	1.23
IDR2: because it is beneficial and important to me.	5.33	1.18
IDR3: because it is a good way to achieve what I need right now.	5.31	1.19
IIR1: because it reflects the essence of who I am.	5.31	1.16
IIR2: because it expresses my values and principles.	5.31	1.19
REGULATION COMPOSITE (Eigenvalue=.83) (Cronbach Alpha=.89) ²	5.14	.89

Questionnaire Items	Mean ¹	S.D. ¹
... always like to be at the heart of things	4.91	1.29
... stick together more than others.	4.97	1.34
... place a strong emphasis on the importance of family life.	5.04	1.31
... have contributed much to the cultural life.	5.03	1.30
STEREOTYPICAL PERCEPTIONS COMPOSITE (Eigenvalue =3.575) (Cronbach Alpha=.78) ²	5.09	1.00
I am very concerned about discrimination against ... people.	5.04	1.40
I am very concerned about vandalism against ... cultural artifacts.	5.06	1.31
I enjoyed learning more about ... culture.	5.15	1.36
I have participated in ... cultural activities.	5.12	1.37
AFFINITY COMPOSITE (Eigenvalue =1.10) (Cronbach Alpha=.74) ²	4.99	.94

Questionnaire Items	Mean ¹	S.D. ¹
I welcome and initiate interactions with people from other ethnic communities.	4.80	1.32
I reserve judgment during interactions with people from other ethnic communities.	4.55	1.33
I ask questions about the cultural heritage of other ethnic communities.	5.14	1.22
I seek answers to questions about the cultural heritage of other ethnic communities.	5.12	1.25
I understand communication variations with people from other ethnic communities.	4.88	1.36
I use a worldview different from my own to interpret the views and actions of persons from other ethnic communities.	4.78	1.33
I understand the importance of politics, history, beliefs, values, economics, and communication styles to members	4.83	1.44
CROSS-CULTURAL ATTITUDE AND SKILLS COMPOSITE² (Eigenvalue=5.25) (Cronbach Alpha=.84)	4.87	.95
I am aware of rules and biases characteristics of my own ethnicity.	5.03	1.34
I can describe my personal rules and biases characteristics of my own ethnicity.	5.05	1.34
I actively seek to improve my understanding of other ethnic communities.	4.97	1.43
I am aware of how my own experiences have shaped my personal rules or biases about other ethnic communities.	4.86	1.35
CROSS-CULTURAL KNOWLEDGE COMPOSITE² (Eigenvalue=.95) (Cronbach Alpha=.78)	4.98	1.07

HIERARCHICAL REGRESSION RESULTS

Step	Outcome Variable	Model	Standardized Coefficients	t	p
Step 1	Outcome Variable 1: Stereotypical Perceptions of the Jewish Minority Communities	Model 1 ¹	Cross-Cultural Attitudes and Skills	0.24	3.39***
		Model 2 ²	Cross-Cultural Knowledge	0.16	2.30**
		Model 3 ³	Intrinsic Motivation (I.M.)	0.01	0.17
Step 2	Outcome Variable 2: Affinity toward the Jewish Minority Communities	Model 4 ⁴	Cross-Cultural Attitudes and Skills	0.14	1.94
		Model 5 ⁵	Cross-Cultural Knowledge	0.20	2.74**
		Model 6 ⁶	Intrinsic Motivation (I.M.)	0.05	0.92

Key Takeaways

Exposure to live-streamed Jewish ICH content could increase cross-cultural competence
 Cross-cultural knowledge could reduce the stereotypical attitudes toward the Jewish community and increase affinity toward the Jewish people

THEORETICAL MODEL

