

Curriculum Vitae

Shirley Druker Shitrit

1. Personal Details

Name: Shirley Druker Shitrit
Date of Birth: February 22, 1985
Marital Status: Married + 2 children
Institutional Address: School of Communication
Bar-Ilan University
Ramat Gan, 5290002
Israel
Home Address: H'apardes 209, Avigdor, 838000
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Mobile: +972-50-8366463
ORCID iD: <https://orcid.org/0000-0002-7662-3656>

2. Higher Education

A. Undergraduate, Graduate and Postgraduate studies

B.A. 2008 – 2011
Sapir Academic College
Social Sciences, Communication
Specialty: Rhetoric
summa cum laude
M.A. 2012 – 2014
Ben Gurion University of the Negev
Humanities and Social Sciences
Department of Communication
Specialty: Representation of minorities
Title of Thesis: Internet Uses and Identity Formation
among Bedouin Students from the Negev
Supervisors: Prof. Nelly Elias and Prof. Amit Schejter

Ph.D. 2019 – 2024
Bar Ilan University
Humanities and Social Sciences
School of Communication
Title of Thesis: The Mediation of Southern Peripheries in Israel: Analysis of Prosumer Generated Content on Google Maps
Supervisor: Prof. Chaim Noy

B. Other Education

2009 – 2011	Technique and tools for Radio broadcasts
2010 – 2011	The center for gifted students – Leadership program
2018 – 2019	“Gvanim” (shades) – Young educational Leadership in the Periphery program
2019 – 2022	“Israeli hope in Academia” (<i>Tikvah Israelit</i>): Edmond de Rothschild partnerships – Diversity in Academia workshop

3. Offices in Academic administration

2012 – 2013	Coordinator: M.A program in the Communication Department, Ben Gurion University of the Negev
2018 – Today	Member: The Financial Audit Committee of the Academic Staff Organization at Sapir Academic College
2019 – Today	Coordinator: Bedouin Students, the Department of Multidisciplinary Studies at Sapir Academic College
2024 – Today	Coordinator: Bedouin Students, the Department of Communication at Sapir Academic College

4. Participation in Conferences

A. Active participation

2014
“Uses and Satisfactions – The Internet in the Lives of Bedouin Minority”. Presented at the 11th Conference for Communication Researchers (*metaksherim*). Haifa University (nominated for best research paper). 12.24.2014

2015

“Forming an Identity among Bedouin Students from the Negev”. Presented at the 19th Conference of the Israeli Communication Association (ISCA). Open University, Ra’anana. 04.01.2015

2017

“Foot here and Foot There – Hybrid Identity in ‘Gate to Academy’ Program”. Presented at the 21st Conference of the Israeli Communication Association (ISCA). Sapir Academic College. 04.02.2015

2018

“‘Gate to academy’ as a Platform for Consolidation Proceedings”. Conference of Teaching and Learning, Quality Unit. Sapir Academic College. 10.19.2018

2019

“Campus at war”. Paper presented at “Diverse Academy Conference”. Sapir Academic College. 11.20.2019

2022

Gender-based violence expressed in offensive TikTok videos directed against female Bedouin students. Presented at the 12th Conferences of IRCEELT. International Black Sea University, Georgia (online). 05.06-07.2022

2022

"She puts on a strong perfume to seduce the driver": Online bullying in TikTok against young Bedouin women. Presented at the annual Conference of the Israeli Criminology Association. Ramada hotel, Netanya. 06.01.2022

2022

"How do you dress?! Shame on you! Go back to the village!": Powerful language expressions in TikTok towards young Bedouin students. Presented at the annual Conference of the Israeli Association for the study of Language and Society (online). 06.19.2022

2022

Offensive TikTok videos against Bedouin female students serve as a backlash mechanism of social penalty. Presented at the 24th Conference of the Israeli Communication Association (ICA). The Hebrew University of Jerusalem. 06.20.2022

2022

Peripheries 2.0: 'Bottom-up' mediation through user-generated content. Presented at the Teaching Quality Unit conference. Sapir Academic College. 10.20.2022.

2022

Online bullying on TikTok towards Bedouin female students. Presented at the 12th international Multidisciplinary Conference on Economics, Business, Technology and Social Sciences. Tbilisi, Georgia (Online). 12.16-18.2022.

2022

"Not far from Sderot and not far from Gaza either": Mediating southern peripheries in Israel on Google Maps. Presented at the Annual Conference of the Israeli Geographical Society. The Hebrew University, Jerusalem. 12.22-23.2022

2022

Peripheries 2.0: Digital place-making on Google Maps. Presented at the 19th Conference for Communication Researchers (*metaksherim*). Haifa University (nominated for best research paper). 12.25.2022

2023

"To see closely and understand how far you are": Digital mediation of southern peripheries on Google Maps. Presented at the 9th Israeli Conference for Qualitative Research. Ben Gurion University of the Negev. 02.14-16.2023

2023

Peripheries 2.0: Mediation in an online evaluation platform. Presented at the 25th Conference of the Israeli Communication Association (ISCA). Emek Israel Academic College. 04.03.2023

2023

"The Chastity Guards" in the eyes of Talkback's on Hebrew online news sites. Presented at the 25th Conference of the Israeli Communication Association (ISCA). Emek Israel Academic College. 04.03.2023

2023

Online discourse analysis of talk-back following a shooting incident against Bedouin women from the perspective of "Backlash Mechanism". IRCEELT 2023 13th Conferences. International Black Sea University, Georgia (online). 05.05.2023

2023

Talkback discourse on the Internet following violence against Bedouin waitresses from the perspective of the backlash mechanism. European Institute for Research & Development. Istanbul, Turkey (Online). 05.13-14.2025

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2023

“Come Support the Locals!”: Mediating Peripheral Spaces on Google Maps via User Generated Content. Presented at the 73rd Annual ICA Conference (ICA). Toronto, Ontario, Canada. May 23 - 31, 2023.

2024

I came to strengthen and left strengthened: Gaza envelope on Google Maps. Presented at the 26th Conference of the Israeli Communication Association (ISCA). Reichman University. 04.18.2024

2024

The representation of the 'other' in Google Maps: a critical discourse analysis of reviews of the city of Rahat. Presented at the 26th Conference of the Israeli Communication Association (ISCA). Reichman University. 04.18.2024

2024

"What happens in Rahat remains in Google Maps:!"?A digital representation of a Bedouin city in Israel. Presented at the 3rd Urban Studies Conference. Haifa University. 09.29.2024

2024

Digital placemaking: a critical discourse analysis of reviews of the city of Rahat. Presented at Sapir Academic College faculty conference. Sapir academic college. 10.31.2024

2025

"Even when I respond on Instagram, it is dangerous for me": social networks as a platform for discussing the phenomenon of femicide in Arab society in Israel. The 55th Annual Conference of the Sociological Association. Open University. 02.25.2025

2025

#BringThemHome: Temporality and Addressivity in the Digital Protest for Hostages' Release. Presented at the 27th Conference of the Israeli Communication Association (ISCA). Open University. 04.10.2025

2025

Social networks as a 'protected space' for discussing the phenomenon of femicide in Arab society in Israel. Presented at the 27th Conference of the Israeli Communication Association (ISCA). Open University. 04.10.2025

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April 2025

2025

In the public discourse: Femicide and the digital space in Arab society in Israel. Presented at the Language and Society Conference. Tel Aviv University. 06.18.2025

2025

#BringThemHome: Temporality and Addressivity in the Digital Protest for Hostages' Release. Presented at AIS. University of Haifa. 07.08.2025

B. Organization of Conferences or Sessions

2015

Organizing session titled "Representing Minorities". The 19th Conference of the Israel Communication Association (ICA). Open University, Ra'anana. 04.01.2015

2020

Member of the Steering Committee, "Gvanim in the Academia program" (postponed to June 2021 following the national strike of non-appointed lecturers). "Gvanim" – Israel-San Francisco Jewish Federation. Sapir Academic College.

5. Publications

Druker Shitrit, S. (2016). Hybrid Identity – The Bedouin Minority and the Internet". *Lexi-cay* (6): 8-18. [Hebrew]

Druker Shitrit, S., Ben-Atar, E. & Ben-Asher, S. (2022). Offensive TikTok videos against Bedouin female students as a backlash mechanism of social penalty. *Media Frames*, 22, 44-66. [Hebrew]

Ben-Atar, E., Ben-Asher, S. & **Druker Shitrit, S. (2022).** Social punishment by the distribution of aggressive TikTok videos against women in a traditional society. *Journal of Information, Communication and Ethics in Society*, 21(1), 129-142.

Druker Shitrit, S. & Noy, C. (2023). "Come support the locals!": Mediating peripheral spaces on Google Maps via User Generated Content. *Convergence: The International Journal of Research into New Media Technologies*, 30(6), 2233-2250.
<https://journals.sagepub.com/doi/10.1177/13548565231200827>

Druker Shitrit, S. & Noy, C. (2023). "United we stand": Prosumer-generated content and social resilience on Google Maps. *Media Frames*. Online [Hebrew].
<https://mediaframes.sapir.ac.il/google-maps/>

Druker Shitrit, S. (2023). "Prosumer": the "consumer" as a "producer" on the Internet with a focus on the education system. Lexi-cay. Online [Hebrew]
<https://kaye.ac.il/magazine/%d7%9c%d7%a7%d7%a1%d7%99-%d7%a7%d7%99%d7%99-%d7%92%d7%99%d7%9c%d7%99%d7%95%d7%9f-%d7%9e%d7%a1-20/?fbbook=active#fb0=21>

Druker Shitrit, S., Ben-Asher, S. & Ben-Atar, E. (2024)."The 'Modesty Guard' Reflected in Online Comments in Mainstream News Sites". *Journal of Information, Communication & Ethics in Society*, 22(1), 145-158.

Ben-Atar, A., **Druker Shitrit, S.** & Ben-Asher, S. (2025). When Honor Turns Deadly: Instagram Reactions to Family Femicide in Arab Society. *Violence Against Women*.

Others

Druker Shitrit, S. (March 28, 2017). Periphery and minority groups. Wasim Khoury shows, Network B Radio station (Hebrew).

Druker Shitrit, S. (October 28, 2018). Mizrahi Lecturer Women in Gate to Academia Program. IDF Army Radio Station (Hebrew).

Druker Shitrit, S. (October 19, 2019). Periphery VS. Center. Eran Zinger Show, Network B Radio station (Hebrew).

Ben-Atar, E., **Druker Shitrit, S.** & Ben-Asher, S. (2022). Gender-based violence expressed in abusive TikTok videos directed against female Bedouin students. IRCELT-2022. Conference Book [A4-IRCELT-2022-Proceedings-Book_final.pdf \(ibsu.edu.ge\)](#)

Druker Shitrit, S., Ben-Atar, E. & Ben-Asher, S. (2022). Online Bullying on TikTok towards Arab Bedouin students. EIRD-2022. Conference Book. [EIRD-BOOK-Tbilisi-2022.pdf](#)

6. Scholarships, awards, and prizes

2009 – 2010	Excellence Scholarship for High Academic Achievement
2011	Graduation B.A. with Honors (<i>summa cum laude</i>)
2012 – 2020	Excellence in Academic Teaching (in each of this years) – Sapir academic college
2020 – 2021	Excellence Scholarship for High Academic Achievement – (Ph.D.) – Bar Ilan University
2021 – 2022	Excellence Scholarship for High Academic Achievement – (Ph.D.) – Bar Ilan University
2021 – 2022	Research Scholarship: Argov center for the study of Israel and the Jewish people
2021 – 2022	Research Scholarship: Maccabim center for outstanding Ph.D students
2022 – 2023	President of the University and the Dean of the School of Advanced Studies Award (First time)
2022 – 2023	President of the University and the Dean of the School of Advanced Studies Award (Second time)
2023 – 2024	President of the University and the Dean of the School of Advanced Studies Award (Third time)
2023 – 2024	Prize for an outstanding article on behalf of the Association for Youth Studies (together with Dr. Ella Ben-Atar and Prof. Samdar Ben Asher)
2024	Research Scholarship: Argov center for the study of Israel and the Jewish people
2024	Award from the Association for the Study of Youth for an outstanding article (together with Dr. Ella Ben-Atar and Professor Smadar Ben-Asher)

7. Teaching (courses taught in Recent Years)

Methods in quantitative research for M.A, Ben Gurion University of the Negev

Methods in qualitative research for M.A, Ben Gurion University of the Negev

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Society and Communication in Israel Society for B.A, Sapir Academic College

Society and Politics in Israel society for B.A, Sapir Academic College

The basics of Academic writing for B.A, Sapir Academic College

Diversity and Otherness in the Israeli Society and Media for B.A, Sapir Academic College

Leadership and Civil Society for B.A, Sapir Academic College

Introduction to Rhetoric for B.A, Sapir Academic College

Rhetoric: From Manipulation to Persuasion for B.A, Sapir Academic College

Western Civilization for B.A, Sapir Academic College

Academic Hebrew (for Bedouin Students) for B.A, Sapir Academic College

History of the Media for B.A, Sapir Academic College

Debate for B.A, Sapir Academic College

The philosophy of the speech for B.A, Sapir Academic College