

INDEX

Note: Page numbers followed by “*n*” with numbers indicate notes.

- Activist teachers, 73
- Alternative perspectives on education, 89
- Alto al Simce* campaign, 116
- Anglophone democracies, 15, 17
- Annual Budget Law, 106*n*2
- Anti-neoliberal
 - claims, 97
 - terms, 100
 - views, 88
- Arab public education, 36
- Arrangements Law in Israel, 106*n*2
- Ashkenazim*, 37–38, 42, 44
- “Backdoor” process of privatization, 141
- Bloggers, 57
- Blogs, 53
- Bottom-up political strategy of teachers, 71
- Bureaucratic centralism, 14
- Categorization of text items, 124
- Central Bureau of Statistics (CBS), 123
- Socioeconomic Index, 125
- “Champions of Public Education”, 66–68
- Collective action frames, 121
- Common Core State Standards (CCSS), 3
- Compulsory Education Act, 12, 15
- Compulsory Free Education Law, 127
- “Consociational” democracy, 36
- Content analysis approach, 62
- Coordination, 118–119
- Cross-level politics, 90
- Cultural assimilation, 37
- Curriculum, 51
- Day-by-day analysis, 124
- Democracy, 35
- Democratization of content creation, 52

- Demographic changes in
 - Israeli Population, 40–43
- Digital Media Front, 63–64
- Digital activism, 1–2
 - case description, 121–122
 - data analysis, 124–125
 - data collection, 122–123
 - in education, 117
 - findings, 127–132
 - frequency of categories
 - of Facebook capabilities, 130
 - in Israel, 89
 - method, 122–126
 - online activity trends
 - and protest timelines, 131
 - protest locations by socioeconomic clusters, 128
 - uses of social media in political activism, 117–121
- Digital activists in
 - education, 88
- Digital media, 2, 72
 - engagement, 1
- Digital protest, 4–5
- Directed content analysis
 - approach, 124
 - of Facebook data, 125
- Discrimination, 33
 - to political upheaval, 36–40
- Dotcom crisis, 20
- “Dovrat Committee” (*see* National Task Force for Advancement of Education in Israel)
- Dramatic elements, 73
- E-mobilization, 92, 94
- Economic
 - crisis, 16, 20
 - hardships, 5
 - liberalization, 43
- Emotional support
 - messages, 120
- Emotions, 120
- Ethnic desegregation
 - policy, 39
- Exchange of information, 119
- Expressive capabilities, 117, 126
- Facebook, 3, 95–96
- Far-reaching reforms, 52
- Financial crisis, 1
- Financing processes, 51
- Fools and Villains, 68–69, 73
- Framing of injustice, 98
- Globalization, 43–45
- “Hearts and Minds”, 64–66
- Heterogeneous society,
 - social democracy in, 34–36
- Histadrut, 23*n*1
- Human resources, 51

- Hypertext Markup Language (HTML), 61
- Immigrants, 42
- Informal dynamics, 3
- Informative capabilities, 117
- Informative capabilities, 126
- Injustice, 99–100
- Institutionalized
 - discrimination, 36–37
- “Intellectual and moral leadership”, 102
- Internal entrepreneurs, 93
- Internet, 56–57
 - Internet-based
 - mobilization, 4
 - platforms, 119
- Interpretive latent content analysis, 124–125
- Israel
 - digital activism in, 89
 - education system, 4–5, 89
 - education system and parents’ participation in, 92–94
 - higher education system, 45
 - Israeli Black Panthers movement, 39
 - Israeli parliament protocols, 123
 - Israeli society, 34
 - middle class, 43–45
 - social media activism of parents in, 97–104
 - Israeli public education, 11–12
 - global competition and reengineering of rationale, 19–22
 - rhetorical and ideological influences of neoliberalism, 15–18
 - system establishment, 12–15
 - Israeli public values and interests
 - changes in, 33–34
 - demographic and societal changes in Israeli Population, 40–43
 - globalization, neoliberalism, and Israeli middle class, 43–45
 - from segregation and discrimination to political upheaval, 36–40
 - social democracy in heterogeneous society, 34–36
 - Ivory Tower and Trenches distance, 69–70
 - Jewish ethnic groups, 36
 - Jewish ultra-Orthodox education, 36
 - Knesset Committee on Status of Women, 101
 - Krippendorff’s alphas, 125

- Labor-led government, 41
- Legitimacy, 71
- Lived experience, 2, 106, 116, 134
- Local policy decisions, 94
- Macro-politics, 54
- Managerial system, 51
- Mandatory Free Education
 - Law, 98
- Market-based neoliberal policy, 22
- Media, 55–56
- Media platforms and technologies, 56
- Meitzav*, 20
- Micro-politics, 54
 - in education, 90
- Middle-class parents, 88, 91, 93, 127
- Ministry of Education, 14, 17, 22, 95, 98, 127
- Mizrachim*, 36, 38–40, 42
- Mobilizations, 87
- Motivational capabilities, 117, 126
- “Movement Goals”
 - document, 99
- Multi-party parliamentary democracy, 35
- Multiple case design, 60
- Multisource triangulation, 125
- National Authority for Measurement and Evaluation, 21
- National governments, 51
- National protectionism, 38
- National Task Force for Advancement of Education in Israel, 21
- Neoliberal education reforms, 15
- Neoliberal policies, 20
- Neoliberalism, 43–45, 91
 - rhetorical and ideological influences of, 15–18
- “New Horizon”, 5
 - reform in Israel, 58–60
- No Child Left Behind initiative (NCLB initiative), 20
- Ofek Hadash* agreement, 21
- Organisation for Economic Co-operation and Development (OECD), 19, 22
- Organizational structure, 51
- Outside lobbying, 133
- Oz Letmura* agreement, 21
- Parent-led protests, 94–97
- Parental involvement, 92–93
 - in schools, 90
- Parental participation, 88, 93
 - public education, 89
 - roles, class, and ideology, 90–91
- Parents Across America non-partisan initiative, 116
- Pedagogy, 51

- Policy
 - agenda setting, 55–58
 - decisions, 53
 - policy-in-experience, 95–96
- Political
 - blogs, 57
 - campaign, 56
 - communication, 55–56
 - dominance of Mapai, 36
 - messages, 56
 - processes, 53–55
 - realism, 14
 - resentment, 40
- Political activism
 - coding categories
 - of Facebook
 - capabilities in, 126
 - social media uses in, 117–121
 - taxonomy of Facebook uses in, 118
- “Politicalspeak”, 72
- Program for International Student Assessment (PISA), 19–20
- Protest movements, 91–92
- Public education, parental participation in, 89
- Public education system, 11
 - reengineering of
 - rationale of, 19–22
- Public primary education system failure, 38
- Public representatives, appeal to, 119–120, 126, 129–130, 133–134
- Qualitative methods, 60, 95
- Quantitative analysis, 124
- RAMA (*see* National Authority for Measurement and Evaluation in Education)
- “Red Pens” movement, 1–2, 106*n*1
- “Registration zones” model, 22
- Resistance to change, 52
- Rhetorical techniques, 72
- Sardines, 95, 127
 - demonstrations, 128–129
 - leadership, 102
 - reliance on expressive capabilities, 131
- Sardines* protest (2014), 5–6, 87, 89, 94–95, 104, 116, 122
- School-based management (SBM), 11, 18
- Security network, 44
- Segregation, 33
 - to political upheaval, 36–40
- Self-expression, 52
- Semi-private schools, 18
- Social
 - circumstances, 120–121
 - democracy in
 - heterogeneous society, 34–36

- movements, 116
- protest, 94
- resentment, 37
- Social media, 88, 91–92, 115–116, 119
 - activism–low
 - commitment of supporters, 118
 - uses in political
 - activism, 117–121
- Social media activism, 89
 - of parents in Israel, 97–104
- Social-democratic
 - agenda, 33
 - principles, 35
 - states, 35
- Societal changes in Israeli
 - Population, 40–43
- State Education Act, 12–14
- Strollers* protest (2011), 5, 87, 89, 94, 104, 116, 122
- Strollers' heterogeneous
 - class base, 132–133
- Symbolic images of
 - educational policymakers, 73–74
- Symbolism, effective, 74
- Systematic restructuring, 51
- Teachers' Association, 58
- Teachers' digital protest
 - against educational reform, 51–53
 - data analysis, 62
 - data collection, 60–61
 - findings, 62–70
 - method, 60–62
 - “New Horizon” reform
 - in Israel, 58–60
 - political communication
 - and policy agenda setting, 55–56
 - political processes and
 - teachers' resistance to reform, 53–55
 - study categories of
 - rhetoric and images, 63
- Teachers' Blogs and
 - Partisan school sites, 61
- web-based campaigns, 56–58
- Teachers' resistance, 60–61, 71
 - narratives, 52
 - to reform, 53–55
- Teachers' strike, 61
- Teachers' struggle, 61
- Teachers' Union, 58–59
- Theoretical sensitivity
 - analysis, 124–125
- Ultra-Orthodox Jewish
 - population growth, 40
- Web-based campaigns, 56–58
- WhatsApp, 3
- Zionist Jews, 34
- Zionist movement, 34