CONTENTIOUS ENGAGEMENT: AMERICAN JEWS’ CHANGING RELATIONSHIP TO ISRAEL

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DISTANCING FROM ISRAEL?

I. No evidence of “distancing” from Israel:

- Donations to Israeli causes doubled between 1994 and 2007
- Participation in educational tourism up 500% since 1999
- Participation in many forms of Israel advocacy increasing
- Level of emotional attachment reported in surveys stable over time
II. Perception of distancing reflects changes in *form* rather than *intensity* of relationship

- Diversification of organizational vehicles
- Increased contentiousness in advocacy
- Direct, personal and experiential engagement
III. Paradigm Shift

- *Mass Mobilization* model in decline
- *Contested Engagement* model in ascent

IV. Implications for Understanding *Taglit*

- Organizational diversification
- Personal, direct engagement
- Effort to contend with contentiousness?