

Exploring the Adoption of Zoom Cloud Meeting under the Perception of Diffusion of Innovation theory

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Abstract

This study used the diffusion of innovation theory to explore the spread of the Zoom cloud meeting platform among Palestinian users in order to determine its extent among those who use it at work, whether they are students, academic professors, trainees in online courses, or employees, to comprehend the factors that contributed to the acceptance and adoption of this platform, and to discover how the Palestinian users benefit from this Platform, and to identify the factors that could result in a poor diffusion and adoption of this new technology.

This qualitative study utilized semi – structured interviews to accomplish the goals of the research and answer its questions. These interviews were based on a pre-established set of questions which were asked to all respondents. Semi- structured interviews were chosen as a tool for study because it's a flexible tool and gives the opportunity to ask follow-up questions (Brenne, 2017) in order to delve more deeply into topics addressed. Ten interviews were done with diverse Palestinian Zoom platform users to discover the characteristics and determinants that motivate them to use and adopt it in order to have a clear idea about the factors that helped in Zoom platform diffusion in the Palestinian society. The interviews also aimed to reveal the reasons that might affect the platform rejection.

The study found that COVID 19 pandemic and the subsequent employment of distance education primarily contributed to the diffuse of Zoom among university professors and students. The fact that Zoom is free, easy to use, and does not require prior technical ability to run and use are the most significant factors that influenced users to adopt it. Zoom is used by Palestinians to hold lectures and attend meetings. In situations where face-to-face communication is challenging, they also use it.

Keywords: Diffusion, Zoom, Palestine.

Introduction

At present, the areas of technology and communication have overlapped considerably. Information and Communication Technology field refers to the use of computerized communication technology as a network for searching and retrieving information, it includes hardware and software that could be used to transfer information resources (Johari et al., 2020).

Communication technology has been instrumental not only in developing and facilitating communication among humans, but also in teaching, learning and research (Gray et al., 2020). One of these technologies is video conferencing software that gives the ability to two or more persons in different sites to communicate by using audio and video imaging at the same time (Gough & Rosenfeld, 2006).

Video conferencing term is indeed applied to a wide variety of situations from live video lecturing to large audience, to individual-to-individual desktop PC chats (Coventry, 1995). Colleagues, family members, peers and co- worker have a need to stay connected, mostly when they become separated by distance, thus video conferencing has more and more helped to satisfy this need with the availability of inexpensive webcams and free video conferencing software such as Google Talk, Skype and Adobe connect (Judge & Neustaedter, 2010).

Coronavirus pandemic made video conferencing technology an essential tool for business, consumers and even families and friends, as this technology contributes in businesses survive, gives the ability to schools and universities to keep teaching, as well as give the possibility to families and friends to stay connected (Sevilla, 2020).

Following the emergence of the coronavirus pandemic, the Palestinian government declared a state of emergency in the country and has closed universities, colleges and schools across the country since 14 of March 2020, and for higher education, the ministry demanded all universities to conduct online classes to serve the student (Jawabreh, 2020).

During the critical period of lockdown, Palestinian universities began to employ Zoom cloud meeting platform to hold lectures and communicate with students.

Coronavirus pandemic has contributed to the widespread use of certain platforms for education, meeting and remote communication for various purposes in the Palestinian territories, mainly, Zoom cloud meeting platform. So, this study comes to explore the diffusion of Zoom and its extant among Palestinians who use it in their daily life and to understand the factors that might facilitate the acceptance of it and determine the factors that might decrease Zoom adoption.

Diffusion of innovation aspects

There is no doubt that the diffusion of innovation is one of the key mechanisms of technical and social change. In decades, many general aspects of diffusion have been developed (Katz & Hamilton, 1963).

Many scientific fields have been concerned with the concept of diffusion in societies, including education and public health, and this was shown in their research interest of "the rate of acceptance of innovation in school system" and things like "the spread of the kindergarten or supplementary reading" and the acceptance of new health practice, in addition of Marketing field with its interest in the "spread of acceptance" of new products and the interest in the extent to which kids games have spread from region to region (Mort & Cornell, 1941; Cosbey, 1985).

Historically, interest in the concepts of diffusion in communication began after the rapid spread of radio in the late 1920s and early 1930s. Subsequently, many media studies examining the campaigns and effects of mass media have tried to discover the relationship between the diffusion of innovations in societies and social processes (Katz, 1957).

The concept of "Diffusion" is expressed in communication research from a sociological perspective and it is commonly referred to several expressions, including the expression of "Acceptance", which refers to "the time of acceptance" in order to determine which people have and have not accepted an innovation or what percentage of population members in different communities have accepted (Katz & Hamilton, 1963). Communication studies usually link the timing of the "first use" of innovation with the concept of acceptance, although the first use of innovation does not necessarily mean continuing to use it, therefore communication researchers tried to distinguish between two other concepts related to the diffusion which are the concepts of "trial" and "adoption" (Ryan & Gross, 1943). Which means that the first use does not lead directly to continued use according to communication studies.

Time is the most important element when talking about the concept of diffusion, as the element of time is different in studies researching the concept of diffusion, when studying mass communication campaigns, immediate results are usually indicated, but studies on the diffusion of a particular innovation usually point out to the need to a long time (Cosbey, 1985).

Time is a vital component in the diffusion process because it gives the chance to identify the characteristics of early adopters and to build the flow direction of the influence and provides a ground for the diffusion curves charting, in this way it provides the possibility to develop a mathematical design of variations in the diffusion process Young, 2006).

The concept of diffusion in communication is linked to other important concept, which is the "adoption". There are items require collective adoptions but allow any individual to adopt or not, such as the telephone. However, there are other items where the group adopts as a single unit leaving no chance for individual option (Katz & Hamilton, 1963).

Culturally acceptable in a given society undoubtedly plays a significant role in determining the form of adoption as individual or collective adoption. There are also innovations that require collective adoption, which means that it can only be adopted collectively, versus other innovations that can be accepted and spread after being adopted individually (Katz, 1962).

It is not possible to talk about the diffusion of a particular innovation without indicating which channels contributed to the spread of this innovation in one or several societies. However, communication studies have not sufficiently explored mechanisms and channels that have contributed to the spread of innovations (Cosbey, 1985). Some of these studies, were concerned with channels of distribution rather than with channels of communication (Markus & Agres, 1977).

Values, attitudes, and personality represent one of the significant set of variables that have been related to the acceptance and diffusion of innovation. The primary idea is that the "fit" between the culture of a group or the individual personality of and the proposed innovation is very essential to accept and adopt in any diffusion process (Valente, 1995). Thus, diffusion refers to the process by which innovations are communicated through certain channels over time among members of a social system (Rice & Katz, 1985). Certain concepts are related to diffusion, such as "acceptance", "time", "adoption" and the values of the "social system".

Zoom Cloud Meeting

Zoom cloud meeting is a web platform for conferencing based on the cloud. It's a technology based on "just-in-time" software (Nuryana et al., 2021). Founded in 2011 by Eric Yuan (Rianto & Apriyanto, 2021). On Zoom, Participants can contact with each other through visual video or voice, and through live chats. Discussions can be saved for later viewing and screens can be swapping (Mahalakshmi, & Radha, 2020). Users can download Zoom Cloud Meetings application directly via Google Play store on the smartphones during the pandemic of COVID-19, schools and colleges arranged class meetings and home assignments with online meetings on Zoom and other web-based platforms (Gunawan et al., 2020). Zoom cloud meeting contributed in providing online learning similar to regular classes without space and time and users were given the chance to interact as in a regular class. Zoom is a user-friendly as it easy to use, making it easier for users to adapt (Sevilla, 2020). On the other hand, Zoom cloud meeting has some weaknesses in the different versions of the premium and non-premium. Users of Non-premium only get a chance of 40 minutes per session, then they have to leave and re-enter the room again, and a limit of 100 users each meeting (Nuryana et al., 2021). While the spread of the Corona virus has posed a challenge to advanced countries, this pandemic has posed a greater and more complex challenge to the Palestinians who continue to live in a highly unstable political environment that has lots of restrictions on people mobility, and access to sufficient infrastructure and educational resources (Hamamra et al., 2021). However, one positive impact of the outbreak during the pandemic was illustrated in the adoption of digital education by many Palestinian academic institutions (Abumaria, 2020; Jawabreh, 2020). Several web platforms were employed for this purpose such as Zoom cloud meeting, which was adopted wildly in Palestine, mainly for educational purposes.

Goals and Objectives

There are three goals in this research. The first goal is to educate people about the terms of Diffusion of Innovation theory and its implementation in media and communication field, and effectively using this theory on one of the cloud conferencing programs that has been used extensively, immediately after of the Coronavirus pandemic, and the emergence need of people to use specific remote communication programs and apps, such as Zoom Cloud Meeting, in order to continue their lives normally. These programs and applications were used for personal communication, communication for educational and training purposes and meetings holding. This theory was established by Everett Rogers, who is one of the world's top innovation researchers (Mahony & Wozniak, 2005) and its theory of diffusion is a well-known setting for technological innovation (Mann, 2006). Therefore, diffusion of innovation theorized by Rogers presents a conceptual framework would help to explain what contributes in shaping users decision to involve in or resist to Zoom Cloud Meeting and provide insights about the reasons why individuals do or do not involve in adapting cloud conferencing programs in general.

The second goal of this study is to make people aware about the benefits and advantages of Zoom Cloud Meeting as one of cloud conferencing programs that facilitates the remote communication and helps in facing any Temporary or permanent obstacles to face-to-face communication and exploring more about the efficiency of using and adopting it for various purposes. The use of Zoom application and program is now very commonly used particularly after COVID-19 pandemic due to the various features that it has which helped in adopting it as a medium for remote communication by combining video conferencing, chat, online meetings and mobile collaboration (Mahabbah, 2021). Zoom Cloud Meeting program and application offers more advantages compared to other similar applications because users, particularly in education, training and meetings holding have the ability to communicate verbally and face-to-face by camera (Marsiding, 2020). Some recent studies on Zoom Cloud Meetings have shown a positive correlation between using Zoom program and application for educational purposes and increasing the positive motivation towards study (Laili & Nashir, 2020) also, the use of video conferencing like Zoom Program in distance learning greatly assist users in learning, training and holding meeting because educators can interact even in different places (Mahabbah, 2021). Zoom application can be downloaded for free, its features include mobile calls, presentations, webinars and many others (Gray et al., 2021).

The third goal of this study is to make people aware about the weaknesses of Zoom Cloud Meeting program and application that may decrease Zoom adaption, and educate them about any developments that Zoom Company applied in order to develop the program and application work. These weaknesses could be related to speed in internet or network accessing, costs for internet access, bandwidth limitations, and background knowledge about using internet (Cumberlands, 2021). As is well known, Zoom program users of Non-premium only get a chance

of 40 minutes per session, then they have to leave and re-enter the room again with a limit of 100 users each meeting (Nuryana et al., 2021). The online using of Zoom Cloud Meeting is still influenced by a number of factors adversely affecting its effectiveness including that some teachers, learners, trainees and parents do not understand the nature and features of Zoom Cloud Meeting properly (Marsiding, 2020). In addition, Zoom cloud meeting has faced multiple security weak points and privacy concerns in the past. Also, while Zoom Cloud Meeting offers a free basic plan, its advanced plans and features can be quite expensive for individual users and small businesses (Hodge, 2022).

The importance of the study

There are three importance in this paper. First, this study seeks to understand the process of adopting technology in Palestine through studying the process of adoption Zoom Cloud Meeting program and identifying the factors affecting the process of accept this modern technology. The clear determinants of the adoption of new technologies are the advantages to the user and the costs of adoption. The importance of this study is therefore to explore the determinants and characteristics that drive Palestinian users to adopt the use of the Zoom program. It's obvious that the adoption of new technology by many people contributes greatly to human well-being as it is important to emphasize that the diffusion and spread of technology and invention contributes to economic growth and changes the productivity rate, not the invention itself (Hall & Khan, 2003). Hence, this study utilizes the diffusion of innovation theory to explore the spread of Zoom cloud meeting program process among the various segments of Palestinian users in an effort to understand the benefits that users received and led them to adopt it in their daily lives, especially that Zoom as an example of online conference apps can contribute to overcoming obstacles of inability to communicate in some cases, such as challenges faced by people with physical or health disabilities. Zoom enables these people to participate in remote meetings and interact effectively with others. Zoom works to provide multicultural environment, which helps to communicate between different cultures and promote understanding (Laili & Nashir, 2020) and this is an important benefit of adopting modern technology.

Second, the importance of this study also comes from its trying to determine the role of social and daily life factors in the process of adopting Zoom cloud meeting program as a modern technology. One of the most important factors that encouraged people to use Zoom program and application was the spread of the coronavirus pandemic and the emergence of their need for distance education (Nuryana et al., 2021), especially that people in Palestine are used to using telecommunication programs such as Messenger, WhatsApp, Skype, etc. In addition to the availability of many information materials on YouTube in Arabic language that give guidance on how to use this program for those without any previous experience in this field. Palestinian people also face sometimes difficulties in accessing their workplaces, universities and schools when there are Israeli intrusions into Palestinian cities and villages. This has contributed to their increased use of zoom and other similar programs in an effort to continue their life normally.

Third, this study is important for identifying the obstacles of using Zoom Cloud Meeting in Palestine, as well as identifying ways in which it can be used better. Some users can have difficulty downloading and installing the app on their devices, and may experience technical compatibility issues with some operating systems or devices. Additionally, poor Internet connectivity may affect sound and image quality and lead to audio jamming and delays in communication, affecting the quality of the user's experience. Some users can consider apps that require access to the camera and microphone, such as Zoom cloud meeting as a risk to their privacy and personal security, and this can reduce the spread of the program. In addition to not recognizing usage; some users may find it difficult to understand how to use the app and identify appropriate options, and this may reduce their desire to use Zoom cloud meeting. High cost can be an obstacle to widespread use of some types of modern technology such as Zoom Cloud Meeting. Users need a computer, a smartphone and a powerful internet connection to use Zoom, and getting these technologies can sometimes be expensive, especially in remote or poor areas. In addition, high cost can be a barrier for small businesses that may be unable to pay for a Zoom subscription.

The Problem of the study

Zoom Cloud Meeting program and application is one of the most prominent modern technologies adopted in the present era around the world and is an essential tool for telecommunication and distance learning, where individuals and institutions can use it to organize virtual meetings, presentations, workshops and online lessons (Johari et al., 2020 ;Zhang, & Li, 2020). On the other hand, one of the important theories in communication science that aimed to explain how modern technologies are spread in society and their applications at different levels is the theory of diffusion of innovation that established by Rogers in 1962. This theory is central to understanding the process of the spread of new technologies and how they are accepted by the public (Rogers, 2003).

Based on the above, this qualitative study tries to explore the adoption nature of Zoom Cloud Meeting in the Palestinian society under the Perception of Diffusion of Innovation theory by discovering the key characteristics

of Zoom Cloud Meeting that make it appealing to potential adopters in the Palestinian society, and highlighting the benefits that Palestinian users receive as a result of using zoom cloud meeting in their daily life, and understanding how the perceived relative advantage of Zoom Cloud Meeting compared to other video conferencing platforms influence its adoption among different segments of the Palestinian society, and finally, highlighting the weaknesses of Zoom cloud meeting that prevent Palestinian people from adopting this platform.

The Theory of the study

This research relies on the Diffusion of Innovation theory, which was developed in 1962 by the American sociologist and communication theorist Everett Roger (Dearing & Cox, 2018). The diffusion of innovation theory explains how innovations propagate methodically through diverse social systems and how individual characteristics cause people to embrace innovations at different periods and from varied informational volumes and sources (Ma et al., 2014).

Rogers's theory provides a framework for comprehending and anticipating the factors that can hasten or hinder the diffusion of innovations (Mustaffa, 2011) and serves in interpreting how trends expand. Also, it serves in determining if a new introduction will succeed or fail (Dearing & Cox, 2018).

The diffusion process is described by Rogers' theory as "how an innovation is communicated through specific channels for a period of time throughout the members of a social system" (Rogers, 1983, p. 5). The innovation itself, which is the central part of the diffusion process since it serves as the subject of communication and the primary consideration for potential adopters (Hornor & Emerson, 1998), is the first element of Rogers' theory four essential component.

An "innovative" notion, product, or practice is one that the members of a social system see as novel or unusual. The introduction of a new product, technique, or procedure could constitute an innovation (Davies, 1979). The second component of the theory is communication channels, which refers to the ways in which the invention's source informs potential users of its existence (Dearing & Cox, 2018). According to Isman and Dagdeviren (2018), these channels might be either interpersonal, such as friends, family, or opinion leaders or mainstream, such as radio, television, or newspapers. The third essential element of the diffusion of inventions is time. The spread of innovation can be tracked throughout time on different scales, including micro scales like an individual adopting an innovation, and macro scales like a society's economic growth or technological advancements (Hornor & Emerson, 1998; Gomulko, 1971). According to the theory, an S-shaped curve can be used to depict the adoption process or rate of diffusion. This curve demonstrates how, when innovation gets adopted more broadly, the rate of adoption initially starts slowly, then swiftly climbs, and then eventually slows down (Rogers, 1983). The social system is the process of diffusion's fourth element. The diffusion process, in accordance with the theory, consequently occurs inside a social structure, which can be a collection of people, a business, or a society. Participants in the social system connect with one another through various forms of communication and disseminate information about the invention (Kaminski, 2011). Rogers (1983) classified adopters into five categories based on the relative timing of their adoption of an innovation. Innovators, those who accept new concepts initially. The theory makes the supposition that they are audacious, risk-takers, and willing to try forth new ideas. They are often wealthier, more educated, and younger than the normal adopter (Davies, 1979). Early adopters are the second group to adopt a new concept. They are regarded as thought leaders by their peers, respected by them, and regularly consulted for assistance (Miller, 2015). The early majority is considered to be the third group of individuals to adopt an innovation. According to the theory, people deliberate carefully before making choices and typically adopt innovations only after the early adopters have proven their feasibility. They usually have lower social standing, are older, and have less money than early adopters (Valente, 1996).

The late majority is the fourth demographic to accept a new innovation. According to the theory, they are people averse to change and are more hesitant to adopt a novel concept before it has achieved broad acceptance (Oldenburg & Glanz, 2008). According to the hypothesis, laggards are those who accept innovations last. According to the theory, they are traditional, sensitive to change, and unwilling to adopt advances until they are completely required. Laggard are often older, in a lower social status, and with less financial resources than the early majority and the late majority (Hornor & Emerson, 1998). Rogers (1983) and Greenhalgh et al. (2004) have delved deeply into the characteristics or features of innovations that are most probable to influence the pace and extent of adoption and dissemination. Relative advantage, compatibility, complexity, trialability, and observability are the main criteria for which there is a significant body of evidence (Rogers, 1983; Greenhalgh et al., 2004). The theory contends that innovations are more likely to be adopted if they are consistent with the standards, principles, and assumed needs of the target users and demonstrate the superiority thing, or program they replace (Oldenburg & Glanz, 2008). Additionally, the theory contends that less complicated technologies are more likely to be adopted than more complicated ones (Davies, 1979). According to the hypothesis, innovations are more likely to be

embraced if their benefits can be rapidly understood and observed by others and if those who are their target audience were able to try them out in small doses (Greenhalgh et al., 2004).

The current study has used the theory of the diffusion of innovations to identify the attractive factors and reasons that drive individuals, organizations and institutions in Palestine to make decisions of adopting and accepting Zoom cloud meeting, and to identify the most important characteristics and features of this platform that have led to it spreading and adapting, as well as identifying the most important factors that drive some people not to accept and adopt this program and discover if there are any preferred alternatives that people usually use instead of Zoom cloud meeting platform.

Literature review

There are several studies addressed the subject of Zoom Cloud Meeting platform diffusion, acceptance and adoption. The first one was done by Praymee et al. (2022), which entitled: "Acceptance of Online Learning during the Covid-19 Pandemic: An Innovation Diffusion Perspective".

The objective of this study was to utilize the diffusion of innovation theory to determine the degree to which online instructional management helps learners to adopt it in the context of the COVID-19 pandemic. According to the paper, online instructional management refers to online platforms and technology that are used to supply educational materials and content. It entails the use of a variety of methods and instruments, including online discussions, virtual classrooms, examinations, and lectures. The research team used an online questionnaire as the data collecting instrument to collect data from a sample of 400 undergraduate students. The study used the diffusion of innovation theory as a framework to analyze the data collected by applying the five attributes of innovation to assess the acceptance of online learning. The study also examined the five stages of the innovation to understand the factors that influence the acceptance of online learning. The study discovered that the students' perceptions of the advantages of online learning were moderate. The students also perceived that the complexity level of online learning was at the moderate level. The study discovered that first-year students had a tendency to acknowledge their online learning experiences at a higher degree than students in following year levels.

The current study matches with Praymee et al. (2022) in using diffusion of innovation theory as a framework to evaluate Zoom cloud meeting platform which used usually for educational purposes and to understand the reasons why users adopt it for learning benefits.

The second study was done by Junaedi and Ulfa (2022), which entitled: "Students' Communication Ability in Learning English Assisted by Google Classroom and Zoom Meetings". This study's objective was to evaluate students' communication abilities while they were learning English for Specific Purposes using Google Classroom and Zoom Cloud Meetings.

This study used questionnaires, interviews, and presentations in English to evaluate students' communication skills at the Faculty of Languages and Culture, particularly in the English program at the University Of 17 Agustus, Semarang. With the results of the analysis of the written test data and the interview data being compared to obtain reliable data, the study also sought to derive conclusions from the data obtained and validate these conclusions. To assess the communication abilities of the students, genuine data was employed. Only four of the 16 respondents (students) in the English program at the Faculty of Languages and Culture who took part in online learning for English for Specific Purposes courses supported by Google Classroom and Zoom Cloud Meetings were found to have sufficient mastery of English for Specific Purposes, according to the study results as described in the paper. The survey discovered that the respondents' English-speaking skills were still primitive, which would have a significant impact on their future capacity to communicate in English in the workplace. The study also discovered that in order to communicate the material properly, learning media must be chosen in accordance with the learning demands. The study found that teaching English language skills and, in particular, speaking skills, need to face-to-face meetings, basically supported by online meetings for strengthening purposes.

Junaedi and Ulfa (2022) matched with the current study in using the qualitative methodology and utilizing interviews as a tool to monitor the benefits of zoom platform.

The third study was done by Mahabbah (2021) which entitled: ".An Analysis of Students' Perceptions about The Efficiency of Using of Zoom Cloud Meeting for Online Learning during Pandemic Covid-19. The study's objective was to evaluate the effectiveness of using the Zoom cloud meeting tool for online learning as a substitute in the Covid-19 epidemic era. The University of Islam Malang's fourth, sixth, and eighth semester English students were the subject of the study.

Thirty students from the Islamic University of Malang were interviewed via WhatsApp while receiving questionnaires via Google Form as part of the project's qualitative research approach. A qualitative technique was used to examine and interpret the data. Based on the study's findings, most participants thought the Zoom Cloud Meeting application was practical for online learning. The software was deemed to be the best substitute method for carrying out face-to-face learning activities because it facilitated contact with professors and made learning easier. In addition, the Zoom Cloud Meeting program for online learning was found to have superior video and image quality than other video conferencing tools, which could have been more varied and precise. According to the findings, teachers and students who display PowerPoint to explain material during presentations found it very simple thanks to the video and image quality of the Zoom Cloud Meeting Application for online learning. According to the study, using Zoom Cloud Meeting can be problematic because of poor signals for students without robust Wi-Fi, difficulties in watching practical lessons, and some sound interruptions that interfere with learning activities.

The current study intersects with Mahabbah (2021) in that both studies use the qualitative approach and rely on interviews as a research tool and investigate the factors that contributed to the adoption of the zoom platform by users. Mahabbah (2021) also was used in building the theoretical frame work.

The fourth study was done by Ndlovu and Sibanda (2021). Which was entitled: " Digital Technologies and the Changing Journalism Cultures in Zimbabwe: Examining the Lived Experiences of Journalists Covering the COVID-19 Pandemic". This study's objective was to investigate the experiences of Zimbabwean journalists during the COVID-19 pandemic, focusing on how they adopted and utilized digital technology during their professional efforts, such as zoom cloud meeting and What's up. The study also aimed to investigate how the epidemic has altered typical newsroom procedures and journalists' daily work schedules.

In order to better understand how Zimbabwean journalists covered the COVID-19 pandemic and how they adopted digital technology for their daily professional job, the study used a qualitative methodology. A framework for analyzing the journalists' interpretations of their professional practice was supplied by the qualitative approach. 21 journalists including editors, producers, reporters and online content creators were interviewed. The study found that digital platforms such as Zoom and WhatsApp were appropriated for virtual diary meetings during the COVID-19 pandemic. Journalists used these platforms to conduct weekly staff meetings and daily diary meetings online. According to the study, journalists were able to work remotely and practice their craft from anywhere using digital technologies such as laptops, smartphones, Zoom cloud meeting, What's up and internet connectivity. This means that journalists are no longer confined to physical newsrooms but could work from the comfort of their homes or any other location with internet access. The study also discovered that throughout the pandemic, journalists primarily depended on social media platforms like WhatsApp, Facebook, and Twitter for news sources and dissemination.

The current study like Ndlovu and Sibanda (2021) relied on qualitative method and used interviews as a tool to collect data about the reasons of Zoom cloud using.

The fifth study was done by Nuryana et al. (2021), which entitled: " Factor of Zoom Cloud Meetings: Technology Adoption in the Pandemic of COVID-19. The purpose of this the study was to look into whether or not students in Indonesia's educational system intended to use the Zoom platform during the COVID-19 outbreak and to demonstrate the significance of hedonic motivation and perceived self-efficacy in the notion of The Unified Theory of Acceptance and Use of Technology (UTAUT).

The study used quantitative techniques to evaluate the validity and reliability of items and test hypotheses. The theory has been used is a theoretical model that explains how users adopt and use new technologies. The model proposes that four main factors influence users' behavioral intention to use technology: performance expectancy, effort expectancy, social influence, and facilitating conditions. It also considers the moderating effects of gender, age, experience, and voluntariness of use on the relationship between the four main factors and behavioral intention. The total participants in the questionnaire were 175 people: lecturers, teachers, and students at the university and were randomly drawn. The findings indicated that hedonic desire and perceived self-efficacy were the behavioral intention drivers for using the Zoom platform during the COVID-19 epidemic. Hedonic motivation refers to the intrinsic benefits that individuals derive from using technology, such as happiness, pleasure, and enjoyment. The study also discovered that platform usability significantly influenced users' behavioral intent. The study also found that users of Zoom program have demonstrated how easy it is to use. The study suggested that when determining the appropriate application in times of emergency, it is necessary to consider the user's excitement and comfort, which are related to hedonic motivation.

The current study and Nuryana et al. (2021) focused on new technology adapting and the factors that drives to it.

The sixth one was done by Octaviani (2021), which entitled: "The use of zoom cloud meeting for teaching English grammar in an online class". The purpose of this study was to report how Zoom Cloud Meeting was used for English language instruction in a senior high school in Gresik, Indonesia, as well as any challenges that teachers encountered.

The study used qualitative research techniques, such as depth interviews and observation, to collect information from an English teacher who used Zoom in their lesson. According to the study, the teacher used Zoom to teach English grammar to students by following the procedures of teaching grammar, which included brainstorming with the students, outlining the readings, providing examples that connect to the readings, having the students do the exercises, and providing feedback. The study also found certain challenges the teacher faces while utilizing Zoom to teach English, including technological difficulties, unmotivated students, and little engagement. By employing a variety of tactics, including clear directions, interactive exercises, and encouraging comments, the teacher was able to overcome these challenges. According to the study's findings, Zoom can be a useful tool for teaching English grammar, but instructors must be aware of any potential drawbacks and employ efficient techniques to get over them. The study discovered that Zoom had certain special capabilities that were particularly useful for teaching grammar online, including a camera, speaker, share screen, raise-hand, chat box, and recording. According to the study, Zoom can be a useful platform for teaching English grammar, particularly for challenging subjects that call for clear explanations.

The current study matched with Octaviani (2021) in the fact that the two studies used qualitative methodology and interviews to answer the study's questions and in their endeavor to identify the strengths of the Zoom platform that encourage its adoption.

The seventh study was done by Gray et al. (2020), which entitled: "Expanding Qualitative Research Interviewing Strategies: Zoom Video Communications".

This research examined using Zoom video conferencing to generate data for qualitative research, highlighted its benefits and potential drawbacks, and offered suggestions for users of the platform. The study also discussed the technical and practical aspects of using Zoom. The authors also examined the potential of video conferencing tools to broaden the accessibility and reach of qualitative research and related their experiences using Zoom for interviews with caregivers of children with complicated medical needs. The approach taken in this study was qualitative research, more precisely qualitative interviewing with Zoom video conferencing as the data collection tool. Each interviewee mentioned how much they liked Zoom's video conferencing features and how open they were to take part in more Zoom interviews. They said they enjoyed having the choice to conduct the interview on their computer, tablet, or phone and appreciated how simple it was to log in and not have to worry about Zoom's technical or functional aspects. In order to avoid weariness and undue interference with their personal routines, participants recommended that the researcher get the interview questions in advance of the interview and that the interview be kept to one hour. The study also provided recommendations for testing Zoom ahead of the interview and providing technical information to participants. The research came to the conclusion that video conferencing tools like Zoom can assist researchers in reducing research costs and gaining access to bigger and more diverse participant populations, potentially resulting in more studies and advancements in the qualitative research field.

The current study and the study of Gray et al. (2020) are qualitative, and the both of them used interviews as a tool to collect data from participants to determine the factors encourage users to adopt Zoom platform and use it for various purposes.

The eighth study was done by Laili & Nashir (2020), which entitled: "The use of Zoom meeting for distance learning in teaching English to nursing students during Covid-19 pandemic". The purpose of this study was to describe the circumstances that emerge throughout the distant learning process utilizing Zoom as an alternate means of resolving issues with teaching English, as well as to determine the efficacy of using Zoom cloud meetings to instruct nursing students in English during the COVID-19 pandemic. The study aimed to provide a guide for other lecturers, teachers, or educators for their online teaching.

The method used in this study was qualitative descriptive method. The researchers gathered information by sending out a survey via Google Form and conducting interviews via video call on WhatsApp. A total of 93 bachelor's in nursing students served as the study's respondents. In order to learn more about the questions posed in the questionnaire, the researchers also interviewed respondents. The study found that the majority of the students (89%) used Zoom platform for first time in learning during the pandemic. The use of Zoom meetings was efficient in terms of time and place where learning is not constrained by space and time; it can be done whenever and wherever there was adequate internet access, according to an interview with nursing students. The study also

discovered that using Zoom cloud meetings to teach nursing students English during the COVID-19 epidemic was successful and innovative in light of the most recent improvement. The study also discovered that using Zoom's features, like screen sharing, meeting scheduling, raising the hand, and conversation, was particularly beneficial for learning.

The current study and Laili & Nashir (2020) used interviews as a tool to collect data from participants. The current study used Laili & Nashir (2020) in building the theoretical frame, particularly, in introducing zoom cloud meeting advantages.

The ninth study was done by Sevilla (2020), which entitled: "Zoom vs. Microsoft Teams vs. Google Meet: Which top videoconferencing app is best. In this article, three widely used video conferencing apps, Zoom Meetings, Microsoft Teams, and Google Meet have been compared and evaluated in terms of their usability, functionality, productivity, and security.

The article discussed the positives and negatives of each app, offered opinions, and ultimately named Google Meet as the overall winner. The purpose of the article also was to aid consumers and organizations in selecting the best video conferencing program. The three apps have been assessed by the author using a comparative analysis method. The video conferencing competition between Zoom Meetings, Microsoft Teams, and Google Meet was said to have been won by Google Meet. The article found that while Google Meet have the characteristics of usability, productivity, and security capabilities, both Zoom Meetings and Microsoft Teams have their advantages. According to the author, Google Meet is just as simple to use as Zoom Meetings, but it also includes the efficiency and security of the Google meet at lesser cost. The author offered a mixed evaluation of Zoom Meetings. On the one hand, Zoom Meetings get praise from the author for being user-friendly. According to the author, Zoom Meetings offered users a wealth of video experience customization options as well as reliable tools for collaboration. On the other hand, the author noted that there are advantages and disadvantages to the sudden adoption of Zoom Meetings for business and family video conversations, education and distance learning, and even broadcasting and media. The author pointed out that although the corporation has swiftly addressed privacy and security concerns, the product's unexpected popularity has exposed flaws.

This study has benefited from Sevilla, (2020) in building the theoretical frame work and preparing the interviews.

The last study was done by Adenegan and Abiodun (2018), which entitled: " Usage of Zoom Cloud Meeting for Virtual Meetings and E-Learning". This study's objectives were to introduce Zoom Cloud Meeting technology as an advanced electronic tool for facilitating online meetings and distance learning and to describe its selection, use, and features using the ACTIONS framework. The study also gave users and potential users specific suggestions for using the platform.

The study utilized ACTIONS model as a framework which is a model for technology selection and application in open learning and distance education. It consists several questions regarding the access, costs, teaching and learning, interactivity and user-friendliness, organizational issues, novelty, and speed of the software. According to the study, in comparison to other online and mobile apps that improve virtual meetings, such as Google Hangout, Skype, Google Meet, and GoToMeeting, etc. Zoom cloud meeting technology is deemed advanced and well-suited for distance education. Based on its features and capabilities, Zoom platform was found to be easy-to-use, provided a rich video conferencing experience, and enabled collaboration from any device and all types of connections. Additionally, its unique features such as virtual background, and simultaneous screen share were highlighted as advantageous for virtual meetings and e-learning. File sharing, HD video and voice, active speaker view, full-screen and gallery view, desktop and application sharing, personal room or meeting ID, instant or scheduled meetings, Chrome and Outlook plugins, MP4 recording, private and group chat, host controls, are among its features that facilitate the education process according to the study.

The current study has benefited from Abiodun (2018) in building the theoretical framework as it provided an expanded descriptions of zoom cloud meeting platform and helped in preparing the interview questions.

Methodology

The questions of the study

This qualitative study was designed to explore the Palestinian user's adoption of Zoom Cloud Meeting under the Perception of diffusion of innovation theory. Several questions are raised to achieve the purpose of the study.

These questions are:

1. How did Palestinian users get to know Zoom for the first time? And when did they start using it?
2. Do the Palestinian users use Zoom cloud meeting platform in regular basis?

3. What are the characteristics of Zoom Cloud Meeting that make it appealing to Palestinian adopters?
4. What are the benefits that Palestinian users receive as a result of using Zoom cloud meeting in their daily life?
5. What are the weaknesses of Zoom cloud meeting that might prevent Palestinian users from adopting the platform?
6. Are there any other platforms that Palestinian users prefer to use instead of Zoom cloud meeting?

Identification of the population:

300 million people worldwide were using Zoom Video Communications per day as of April 2020. (Vailshery, 2022).

The sample of the study

The sample of this study includes 10 Zoom cloud Palestinian users who use the platform for different purposes, such as, education, teaching and attending meetings. These 10 users were selected using the purposeful sampling technique as the study aims to explore the adoption nature of Zoom cloud meeting platform among individuals who usually use it.

Purposive sampling is a non-probability way of gathering a sample in which researchers utilize their knowledge to select particular individuals who will aid the study in achieving its objectives and it's usually employed in qualitative research (Frost, 2023). Purposive sampling's flexibility enables researchers to acquire data more quickly and cheaply. It provides a method that can adjust as conditions change, allowing for the satisfaction of many requirements and interests (Regoli, 2019).

Data Collection

This qualitative study has used semi- structured interviews as a tool to collect data from the sample that has been chosen purposefully. According to Brennen (2017), the interview is a focused, purposeful conversation between two or more persons and semi structured interview, combines the ability for the interviewer to further examine certain themes or responses with a predetermined set of open questions.

The study's interviews based on a pre-established set of questions that were asked to all respondents. The interview form included 7 opened questions reflecting study questions. Interview questions wondered how users first learned about Zoom's platform, and if the use is regular or intermittent, the reasons drive to use, features available in Zoom platform that encourage the adoption, the usefulness of using the platform from the users' point of view, especially in the Palestinian context, platform weaknesses from users' perspective and wondering about other platforms that could be a substitute for the Zoom platform. The answers of the interviewees have been analyzed based on certain codes have previously being set.

Coding scheme

This study included several codes, the way to learn about zoom platform for the first time, the regularity of using, reason of using, the platform characteristics, platform usefulness, the platform weak points and alternatives of the Zoom platform. These codes are actually qualitative considerations that have been made to facilitate the work and reflect the study's questions. The study theoretical perspectives inform the type of coding analysis that has been used, as well as the types of questions that have been asked (Brennen, 2021). Therefore, this study utilized diffusion of innovation theory key words in informing the questions of the study in addition to its codes.

Table (1): coding scheme

The code	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
The way to learn about zoom platform for the first time.										
The regularity of using										
Reason of using										
The platform characteristics										
Platform usefulness										
Platform weak points										
Other alternatives of the platform										

Data analysis

There is no one method for conducting a qualitative analysis, each theoretical viewpoint implies a set of practices or organizational methods as Gubrium and Holstein (2002a) noted. Data analysis, according to Hair et al. (2006),

is a technique for methodically organizing the data and synthesizing the research results. The steps in the data analysis process are interconnected and turn the raw data into useful knowledge.

This qualitative study used certain codes that were a reflection to study's questions. Each code expresses a particular study's question. The first code which is "the way to get know about zoom platform" is a reflection to the first question of the study that asks about the way the Palestinian users got to know Zoom for the first time and the time they started using it in order to determine the adopters type. The second code is "the regularity of using the platform" which is a reflection to the second study's question about the regularity of using Zoom platform. The wondering about the regularity of using, is essential to monitor the adoption confirmation. The third code is "the platform characteristics" which is a reflection to the fourth question that wondered about the characteristics of Zoom Cloud Meeting that make it appealing to Palestinian adopters since the innovation characteristics have an essential role in the decision of adoption according to the Rogers theory. The fourth code is the "Platform usefulness" which is a reflection to the fifth question that wondered about the benefits that Palestinian users receive as a result of using Zoom cloud meeting in their daily life. The fifth code is "Platform weak points" which is a reflection to the sixth question that wondered about the weaknesses of Zoom cloud meeting that might prevent Palestinian users from adopting the platform. The last code is "Other alternatives of the platform" which is a reflection to the last question that wondered if there are any other platforms that Palestinian users prefer to use instead of Zoom cloud meeting in order to discover any relative advantage of Zoom platform.

Definition of terms:

This study includes the following terms: diffusion, innovation, adoption, social media, Zoom and Palestine. Diffusion: refers to the process by which innovations are communicated through certain channels over time among members of a social system (Rice & Katz, 1985). In this study, diffusion refers to the process by which Zoom cloud meeting platform has diffused among Palestinian users.

Innovation: refers to new ideas, products, services, or behavior (Johnson & Muscato, 2022). In this study, the innovation refers to Zoom Cloud Meeting platform.

Adopting something: it involves doing something different from what one did before, such as using a new product, learning a new behavior, etc. The essential to adoption is that the person must regard the concept, pattern of conduct, or item as novel or inventive (Goss, 1979).

Social media: includes Facebook, Twitter, YouTube, and Tiktok as an examples, is a type of digital technology that makes it easier to share text and video content among online communities and networks (Dollarhide, 2022).

Zoom: a web platform for conferencing based on the cloud. It's a technology based on "just- in- time" software. This technology was founded in 2011 by Eric Yuan (Rianto & Apriyanto, 2021; Nuryana et al., 2021).

Palestine: called Filastin (Biger, 1981). A nation in southwest Asia that is situated on the Mediterranean Sea's eastern shore. Its central position for the world has allowed it to be a link between the Old World continents of Asia, Africa and Europe (Ehrlich, 2001). On the political front, Palestine is one of the world's most security-strained regions as a result of Israeli occupation violations of Palestinian civilian rights, settlement operations that further aggravate the situation not to mention continuing to blockade Gaza and stifle its population for more than 15 years (Marton, 2011).

Limitations of the study

This study sought to explore the adoption of Zoom Cloud Meeting under the perception of diffusion of innovation theory and has four main limitations:

1. The study was limited to Palestinian individuals who often use the Zoom platform for different purposes, such as education, teaching and attending workshops, and so on.
2. Semi- structured interviews were conducted during May 2023 with 10 Palestinians who use Zoom and adopt it for various goals.
3. This study was conducted during the spring semester of the school year 2022-2023.
4. The results of this study represent one case and is confined within the limits of Palestinian society. Consequently, its results cannot be generalized.

Data analyzing and findings

This section includes answering the study's questions by analyzing the data of in depth-interviews that were conducted with 10 Palestinian users of Zoom Platform.

Q1: How did Palestinian users get to know Zoom for the first time? And when did they start using it?

Code 1	The way to get Know about zoom for the first time
Participant 1	"Since 2020 , due to Corona, I took a data journalism diploma through it"
Participant 2	"Since 2020 due to Corona pandemic"
Participant 3	"Since 2020 through the electronic study due to Corona pandemic"
Participant 4	" I got to Know Zoom during Corona crisis"
Participant 5	" I got to Know Zoom with the beginning of Coronas pandemic"
Participant 6	"I got to know Zoom since corona pandemic and starting the distance education, so I had to use it since it was my university's choice to communicate with the students "
Participant 7	"The first use of the Zoom platform was with the lockdown that kept pace with the spread of coronavirus"
Participant 8	" since 2020, after Corona lock down to attend my university classes"
Participant 9	"I got to know Zoom during the coronavirus period, I was a university student and the study system was converted from facial to the electronic"
Participant 10	" As the coronavirus pandemic started, my university started using the platform to communicate with students"

Result:

As table (1) shows, All interviewees stated that they first learned about the Zoom platform following the start of the Corona pandemic, which led to lockdown and quarantine, necessitating the usage of remote communication.

Q2: Do the Palestinian users use Zoom cloud meeting platform in regular basis?

Table (2): The regularity of using

Code 2	The regularity of using
Participant 1	I don't use it regularly, but when I attend a particular workshop or course, the organizer is an institution from outside Palestine and relies on zoom to communicate"
Participant 2	"I don't use Zoom Platform in regular basis, but I prefer to use it when I need to attend a meeting or workshop"
Participant 3	"I am no longer use Zoom Platform in regular basis, because I finished my collage study"
Participant 4	" I don't use the platform on a regular basis anymore because of the return to facial education"
Participant 5	"I no longer use the platform regularly except in cases where it is difficult to meet in person with students"
Participant 6	" I use the platform on a regular basis only to meet with geographically distant institutions as my work task require that"
Participant 7	" I no longer use the platform regularly except for specific circumstances in which it is difficult to meet in person with students"
Participant 8	" I use the platform on a regular basis only to attend meetings and workshops with people outside Palestine"
Participant 9	" After my undergraduate studies, I no longer use the platform regularly, now I use it according to the type of work and the need for it"
Participant 10	"I use the Zoom platform regularly because of the increasing orientation of remote work"

Result:

Table (2) reveals that after the coronavirus pandemic and subsequent quarantine ended, the majority of the interviewees no longer utilize the Zoom platform frequently. Instead, they now only use it when necessary to attend meetings with persons who are geographically far from them, or in situations where face-to-face communication is challenging. However, the university lecturer, Participant 10, explained that he uses Zoom platform on a regular basis even after the coronavirus pandemic ends due to " the new orientation of utilizing the remote work" according to his description, and he added:

"In various contexts, including work, education, and scientific research, I am able to give an efficient and trustworthy method of communication and collaboration thanks to the Zoom platform".

Using Zoom platform in regular basis	3 interviewees
Not using Zoom platform in regular basis	7 interviewees
Sum	10 interviewees

Q3: What are the characteristics of Zoom Cloud Meeting that make it appealing to Palestinian adopters?

Table (3): characteristics of Zoom platform

Code 2	Zoom platform characteristics
Participant 1	"The platform's software and buttons are easy and we can learn about them easily, we can provide the link to anyone we want to communicate with easily, but we need to continue deal with it, until accustomed to its characteristics"
Participant 2	"The speed of learning to use it and teach it, save time, money and effort, meet emergency needs in easy way"
Participant 3	" everyone can use and deal with it easily in addition to the quality of sound and image "
Participant 4	"Audio and photo quality as Zoom users can record and share meetings with others later and easy to use"
Participant 5	"Free, easy to use, saving time and high quality image and audio with the ability of sharing the screen"
Participant 6	"Free, provides several useful services such as whiteboard, Recording the meetings, the possibility of sharing the screen and controlling the student's device with clear sound"
Participant 7	"For me, the University is participating in the platform as an institution so, there are no problems in terms of the lecture and meeting duration as well as the availability of share screen and cloud storage for lectures".
Participant 8	"free, easy to use and easy to interact with other participant through chat"
Participant 9	"In general, the free features are enough to do most of the work I needed. and the non-free features price is acceptable compared to service"
Participant 10	"What encourages me to use the platform is the ease of use, the quality of sound and image, the possibility of recording meetings and the function of hand lifting, which allows the process of organizing discussions"

Result:

Table (3) shows that the interviewees agreed on a variety of characteristics that they like about Zoom Platform and motivate them to use it. The platform's ease of use and ease of learning to use it, together with the fact that many of its features are free, are its most notable qualities and aid in fully completing the duties.

Participant 2, a secretary used to use Zoom platform since 2020, said that: "zoom provides the possibility of holding meetings for more than 4 hours and allow me to control sound and image if I want to turn off the camera and sound". Participant 6, a lecturer in multi-media, who often teaches practical courses, added that " There are instances when an error or mistakes in the application process emerge, in this cases, I can assist the student remotely. Additionally, having the ability to talk and share files made teaching simpler". She described herself while using Zoom platform for teaching as the "King of the session" because of her complete control in allowing students to open microphones or not and participate in discussions periodically by using the "hand lifting" feature available in Zoom.

4 interviewees expressed their impressing in Zoom audio and video quality. Participant 7, a university lecturer who used Zoom during Corona quarantine to teach, expressed that "the quality of sound on Zoom is often excellent" even with using a laptop microphone only. He revealed that he had "some difficulties in being able to use it at first, but most of these difficulties disappeared over time".

4 interviewees expressed their impressing in recording meetings feature, as Participant 9, a computer engineer, found the Zoom platform to be very helpful for her, especially because it offers cloud storage capabilities, allowing her to attend meetings at a time that is convenient for her. She still uses the Zoom platform to attend meetings and workshops. She added:" potential of Zoom live broadcasting on numerous platforms like YouTube is a really helpful option for people who wish to reach a bigger audience".

Participant 10, a university lecturer talked about the "compatibility of Zoom platform with various devices, including computers, smartphones and tablets" which means, according to his perspective that "Zoom platform provides the element of flexibility to its users". Since Participant 10 is a lecturer, he noted that "Zoom platform gives an easy access to the meetings", thus students usually don't face difficulties in meeting participating.

The most important characteristics of Zoom cloud meeting according to the study interviewees	
Ease of use	8 interviewees
Free	5 interviewees
Audio and photo quality	4 interviewees
Recording the meetings	4 interviewees

compatibility of Zoom platform with various devices, including computers, smartphones and tablets	1 interviewee
Provides several services such as whiteboard, the possibility of sharing the screen, hand lifting, chat and controlling the student's device.	4 interviewees

These results are consistent with Abiodun (2018), Laili & Nashir (2020), Sevilla (2020), Mahabbah (2021), Nuryana et al. (2021) and Octaviani (2021) which found that users of Zoom program have demonstrated how it's easy to use and enabled collaboration from any device and all types of connections and that using Zoom's features, like screen sharing, meeting scheduling, raising the hand, and conversation, was particularly beneficial for learning.

Q4: What are the benefits that Palestinian users receive as a result of using zoom cloud meeting in their daily life?

Table (4): benefits of using Zoom platform

Code 4	Zoom platform benefits
Participant 1	"I use it usually for attending meetings and workshops. Through the Zoom platform, we were able to complete these meetings even in emergency situations, such as Israel's sudden intrusions"
Participant 2	"Shorten meetings that need to be traveled, enabled me to learn about faculty members who work in other branches and I can't meet them. Simply Zoom platform makes my work easier in certain conditions. In addition, Zoom platform helped not to interrupt work, especially due to Israeli intrusions into Palestinian cities"
Participant 3	"I use it usually for attending meetings and lectures. Zoom platform provided the possibility to meet in times of emergency where we cannot communicate face to face "
Participant 4	"The most important benefit for me is the possibility of recording meetings and therefore the possibility of returning to them at the time that I need, as well as saving my time and money. Holding meetings in critical times, when it's dangerous or not appropriate to meet personally. For example, Corona virus or Israeli intrusions"
Participant 5	"for holding my lectures especially during disruption of universities due to Israeli intrusions into the city"
Participant 6	" Features in the Zoom platform including white board, screen sharing and files made teaching easier. Due to the unstable political climate in the country and the resulting disruption of the educational process, Zoom provided the opportunity to complete educational meetings without interruption. "
Participant 7	"The ability to communicate with the student voice and image at any time through computers or phones. Zoom platform is an excellent alternative in cases where face-to-face study is not possible "
Participant 8	"Efficiently perform meetings and workshops using several devices"
Participant 9	" Doing a lot of meetings electronically using free features facilitate work and save money and time"
Participant 10	"Using Zoom helps me provide an effective and reliable means of communication in a way facilitate my duties"

The result:

Table (4) shows the variety of responses of interviewees about the benefits they obtained from using the Zoom platform, and the most notable of these benefits is the possibility of holding lectures, presentations, workshops or attending them without the need to travel, which helped to save time and money for users. As well as the feature of recording meetings and thus the possibility of returning to them at the time the users want. Participant 7, the university lecturer stated that the ability of using Zoom on laptops and phones facilitated the communication process with his students but he added that: " For me, I only use computer because it allows me to submit presentations and files, and to draw on the screen". For the computer engineer, Participant 9, mentioned that using Zoom platform contributed in saving her safety during Corona pandemic period, as she said: " During the coronavirus period, I was able to continue with education without putting myself in danger".

The university lecturer Participant 10 said that: " Using the Zoom platform helps me provide an effective and reliable means of communication and collaboration in many areas, including work, education and scientific research".

Seven interviewees pointed out that using zoom allows them to complete their work at critical times witnessing Israeli army intrusions of Palestinian cities and consequently disabling all spheres of life usually, through the zoom

platform Palestinian users can hold lectures, meetings, conferences and attend them remotely without jeopardizing themselves.

The journalist Participant 1 stated that: "The use of the Zoom platform for the Palestinian educational institution was the best refuge so that students do not lose many days of attendance as a result of Israeli intrusions and assassinations".

In this context, the engineer and the university lecturer, Participant 4, emphasized that: "Zoom Platform helped provide learning, training and meetings safely and regularly in the days when Palestinians suffered sudden Israel's incursions of Palestinian cities". Participant 5, the university lecturer also agrees with other interviewees in this point. The lecturer university, Participant 7 cleared: "Due to the unstable political climate in the country and the resulting disruption of the educational process, Zoom provided the opportunity to complete educational meetings without interruption".

Participant 7 had a distinct opinion in this context, as he said: "Zoom platform is an excellent alternative in cases where face-to-face study is not possible. And I think Zoom is better than facial education sometimes because it allows the students to listen to the lecture anytime they want".

The benefits of adopting Zoom platform according to the interviewees	
Completing work and holding meetings without interruption or disruption at critical times such as diseases or unstable political conditions	7 interviewees
Attending or holding meetings and workshops	4 interviewees
Zoom platform features facilitate the work	4 interviewees
Save time and money	2 interviewees
The ability to communicate in flexible way by using multiple devices	2 interviewees
meetings recording provides the ability to return to it again	1 interviewees

These results are consistent with Abiodun (2018), Laili & Nashir (2020), Sevilla (2020) and Nuryana et al. (2021) which found that users of Zoom program provides a rich video conferencing experience.

Q5: What are the weaknesses of Zoom cloud meeting that might prevent Palestinian users from adopting the platform?

Table (5): Code 5 Zoom platform weaknesses

Code 5	Code 5 Zoom platform weaknesses
Participant 1	"The poor Internet in Palestine prevented meetings continuing."
Participant 2	"Sometimes technical issues in audio and image".
Participant 3	" I did not notice any weaknesses"
Participant 4	"If I want to subscribe to Zoom plans that capable of hosting large meetings I should pay".
Participant 5	"Internet connectivity problems. Others may be preoccupied during the meeting, so the effectiveness of the meeting is being undermined"
Participant 6	"I did not notice any weaknesses"
Participant 7	"Sometimes, internet connection problems, but, from my personal observation, I found that the Zoom platform works effectively even at low internet speeds as long as there is no use of video".
Participant 8	" If I want to hold long meetings, I have to pay"
Participant 9	" A single account can be entered by more than one person with more than one device"
Participant 10	I should have a strong internet connection to use the Zoom platform efficiently".

Table (5) shows that four of the interviewees think that Zoom cloud meeting need a high speed internet, with weakness in the Internet in Palestine. This causes "interruptions in long encounters up to three hours" according to the journalist Participant 1 that started using Zoom platform since 2020, or "malfunctions in the clarity of sound and image" according to the secretary Participant 2, who uses the platform to participate in the educational institution meetings she works in. Participant 5, the university lecturer and the computer engineer Participant 10 also noticed that they need a high speed internet connection to use Zoom platform efficiently. Participant 7 the university lecturer has also pointed out to the need of high speed internet to use Zoom, however, he found that: "Zoom platform works effectively even at low internet speeds as long as there is no use of video with being confined on presentations and audio".

While both Participant 4 the lecturer at the faculty of engineering, and the electric engineer Participant 8 pointed to the need to pay for some of the Zoom services, including an increase in the duration of the meeting beyond 1 hour.

The computer engineer, Participant 9, pointed out to another point regarding to the privacy, by saying:" "A single Zoom account can be entered by more than one person with more than one device".

Participant 7 noticed an issue about Zoom records. He said:" another problem is that the platform keeps records for a specified period of time and not forever". However, he emphasized:" the platform sends alerts near final deletion to any file to give me the chance to load onto another memory before deleting it". In the same context, he cleared that he contacted with Zoom platform to restore a deleted file, but they never answered, and then they sent him an email asking for a service review that did not happen at the first place".

Participant 5, pointed out to the distraction that might happen while using online Platforms such as Zoom to learn, by saying:" the students may be preoccupied during the meeting, so the effectiveness of the meeting is being undermined".

Two participants stated that they did not notice any weaknesses during their use of the Zoom platform.

Zoom platform weaknesses	
Zoom platform need for high internet speed to run fully effective	4
The platform is not fully free and some of its useful features need to be prepaid	2
There are no weaknesses	2
technical issues in audio and image	1
Privacy Issues	1

These results are consistent with Mahabbah (2021) and Octaviani (2021) that talked about certain challenges while utilizing Zoom, including technological difficulties such as sound interruptions and poor signals without robust Wi-Fi.

Q₆: Are there any other platforms that Palestinian users prefer to use instead of Zoom cloud meeting?

Table (6): Zoom platform Alternative

Code 6	Zoom platform Alternative
Participant 1	"google meeting. I've been using it for a long time, easy to use, with Zoom characteristics, and I prefer it because it doesn't need high internet speed like Zoom, and I used it in several meetings instead of Zoom."
Participant 2	"I don't need a substitute for it. From my point of view enough because of its positives."
Participant 3	"I don't need a substitute for it"
Participant 4	"for work, I only use Zoom, since I am a member of educational institution that has a subscription in Zoom platform"
Participant 5	"I have no idea about any alternatives, my institution has a subscription in Zoom so I use it"
Participant 6	"I prefer zoom, its options wider, more inclusive and clearer in comparison with Google meets and Microsoft teams"
Participant 7	"Because of the University's subscription to the Zoom platform, I didn't use any other platform and so I can't compare them. I know there are other platforms, but I didn't use them."
Participant 8	" I prefer to use google meets as it's easy, plus it doesn't need a high-power internet"
Participant 9	"There are a lot of similar platforms, but I prefer Zoom to them because Zoom application has become familiar with the majority and it makes it easier for the person to deal with it, as well as its services are sufficient for what I need"
Participant 10	" There are other platforms like BigBlue Button that I have used and what distinguishes them as open source so that the developer can install and customize them to suit its requirements"

Table (6) shows the diversity of the responses of the interviewees about the alternate platforms of the Zoom platform that they might prefer to use . The answers show that four of the persons interviewed are not involved in using platforms other than zoom because of its sufficient characteristics to perform their work and tasks, as the secretary Participant 2 said:" I don't need a substitute for it. From my point of view, Zoom platform is enough because of its positives."

Three of the interviewees, especially university professors, expressed no need for an alternative to the zoom platform since they used it because of their educational institutions subscription in Zoom platform on a paid basis. For example, the university lecturer, Participant 4 said: "for work, I only use Zoom, since I am a member of educational institution that has a subscription in Zoom platform". The university lecturer, Participant 5, also stated that: "I have no idea about any alternatives, my institution has a subscription in Zoom so I use it".

Meanwhile, both the journalist Participant 1 and the electric engineer Participant 8 cleared that they prefer to use Google meet because it doesn't need a high speed internet connection as Zoom. Fuqha said: "I've been using Google meet for a long time, easy to use, with Zoom characteristics, and I prefer it because it doesn't need high internet speed like Zoom".

The computer engineer and university lecturer Participant 10 cleared that he prefers to use other platforms like BigBlue Button, because it's distinct from the Zoom platform that it's "an open source", so "the developer can install and customize them to suit requirements" as he described. The university lecturer, Participant 6 showed that she prefers to use zoom because of its "wider options and clearer characteristic in comparison with Google meets and Microsoft teams" as she said.

Zoom platform Alternative	
There is no other alternatives	7 interviewees
Google meets	2 interviewees
BigBlue Button	1 interviewee
Sum	10 interviewees

Conclusion

This study used the diffusion of innovation theory to explore the spread of the Zoom cloud meeting platform among Palestinian users in order to determine its extent among those who use it at work, whether they are students, academic professors, trainees in online courses, or employees, to comprehend the factors that contributed to the acceptance and adoption of this platform, and to identify the factors that could result in a poor diffusion and adoption of this new technology.

This qualitative study utilized semi – structured interviews to accomplish the goals of the research and answer its questions. These interviews were based on a pre-established set of questions which were asked to all respondents. Semi- structured interviews were chosen as a tool for study, because it's a flexible tool and gives the opportunity to ask follow-up questions to delve more deeply into topics addressed.

Ten interviews were done with diverse Palestinian Zoom platform users to discover the characteristics and determinants that motivate them to use and adopt Zoom, in order to have a clear idea about the factors that helped in Zoom platform diffusion in the Palestinian society. The interviews also aimed to reveal the reasons that might affect the platform rejection.

The study reached to the following findings:

1. COVID 19 pandemic and the subsequent employment of distance education primarily contributed to the diffuse of Zoom among university professors, students and other segments.
2. The fact that Zoom is free, easy to use, and does not require prior technical ability to run and use, are the most significant factors that influenced users to adopt it. Zoom platform provides the element of flexibility to its users since it compatibles with various devices, including computers, smartphones and tablets.
3. The study revealed that the Palestinian users benefit from Zoom platform in holding lectures, presentations, workshops or attending them without the need to travel, which helped to save time and money for users. As well as the feature of recording meetings and thus the possibility of returning to them at the time the users want.
4. In situations where face-to-face communication is challenging, the Palestinians also use it, especially during the intrusions of Israeli forces to the Palestinian cities, when traveling and moving pose a threat to life.
5. However, the interviewees noticed they need a high speed internet connection to use Zoom platform efficiently.
6. The study also discovered that some of the people interviewed did not use any other platforms but zoom because it provided them with enough functionality to complete their tasks. However, some of them said that they favor Google Meet over Zoom because, in contrast to Zoom, it doesn't require a high speed internet connection. Others mentioned using BigBlue Button as their preferred option because it is open source, allowing developers to add and adjust themes to their liking.

Further Recommendations

Several recommendations can be made in light of the study's findings. This study urges more research on how using the Zoom cloud meeting platform to establish social connections online affects family meetings and communication in Arab countries. In order to comprehend how this platform is used to hold press conferences and advertise items online, the study advises more investigation into the usage of the zoom platform as a communication tool for public relations and marketing tools.

These recommendations were made in response to the discovery that the majority of studies on the use and adoption of the Zoom platform focused exclusively on its use for academic and educational purposes, with insufficient research on its use and adoption in other areas of public relations, advertising, marketing, and social relations.

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