

When the Algorithm Becomes the Accomplice

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19/04/2026

Two and a half years into an open genocide, a Palestinian child buried under rubble does not go viral anymore. The bombs have not stopped. The hunger has not stopped. The killing has not stopped. What stopped is us. What stopped is the feed. What stopped is the visibility of their pain. The world did not wake up one morning and decide Palestinians were no longer human. The world was slowly trained, through a screen, to scroll past them.

This article is about two things working together. First, how platforms like Meta, TikTok, and X have engineered their algorithms to bury Palestinian suffering so Israel can continue its genocide without global backlash. Second, how humanity itself, conditioned by those same algorithms, simply stopped caring the moment Palestine stopped "trending." And in the end, we bond this back to what it always comes back to: the obligation of the Khilafah.

The Algorithm Was Rewritten to Bury Gaza

This is not a conspiracy theory. This is documented.

In December 2023, Human Rights Watch released a 51-page report titled *Meta's Broken Promises*. The report reviewed over 1,050 cases of censorship across more than 60 countries. It found a pattern of undue removal and suppression of peaceful speech in support of Palestine and public debate about Palestinian human rights, stemming from flawed Meta policies, overreliance on automated tools, and undue government influence over content removals.[1]

Even more revealing, Meta introduced temporary changes to its recommendation algorithms in response to the hostilities that began on October 7, 2023. Translation: when Gaza started burning, Meta quietly changed the rules so fewer people would see it burn.

The pattern continued. Violations include content takedowns, shadow banning, account suspensions, and other forms of algorithmic suppression, coinciding with a time when Palestinians are facing what the ICJ has called a "plausible" case of genocide, precisely

[1] IFEX. (2024, January 5). Meta: Systemic censorship of Palestine content. https://ifex.org/meta-systemic-censorship-of-palestine-content/

when digital expression is most needed to document the war crimes being committed by Israel on the ground.[2]

And while Palestinian voices were drowned, incitement against them flooded the same platforms. Sada Social recorded over 87,000 instances of digital incitement in 2024, with many posted by Israeli officials.[3]

Then came TikTok. In 2024, US Congress passed a "divest or ban" law pressuring TikTok's Chinese owners to sell the platform, largely because American youth were sharing too many videos of Palestinian children being killed. US Congress enacted the "TikTok divest-or-ban" law after Jewish lobby groups were ruffled by the large numbers of young American people viewing and sharing videos of Israel's mass killing of Palestinian civilians in Gaza.[4] The goal was simple. Control the pipeline. Control the narrative. Palestinian journalists and Palestinian witnesses were the problem, so the pipeline had to be taken over.

The machinery tightened further. TikTok has come under criticism for its July 2025 hiring of Erica Mindel, a former US State Department contractor and Israeli army instructor, to oversee hate-speech policies.[5] The platform watched by a billion young people now has its hate-speech rules written by someone who literally trained in the Israeli army. Let that sit with you.

The Palestinian journalists and creators who tried to keep reporting paid the price. A Palestinian editor describing the reality put it plainly: *"We feel we are at war with algorithms and their owners. They do not want to see us as human beings."*[6]

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[2] El Houri, W. (2025, May 12). Digital erasure: How social media platforms are silencing Palestinians in 2024. Global Voices. https://globalvoices.org/2025/05/12/digital-erasure-how-social-media-platforms-are-silencing-palestinians-in-2024/

[3] Ibid

[4] Press TV. (2025, September 23). Pro-Israel tech giant to take over TikTok's US algorithm to censor Gaza genocide. https://www.presstv.ir/Detail/2025/09/23/755558/TikTok-data-security-Oracle-Corp-Israeli-genocide-Gaza-Strip

[5] Turki, T. (2025, August 21). How young pro-Palestine activists are reviving analog amid online censorship. Middle East Eye. https://www.middleeasteye.net/news/how-young-pro-palestine-activists-are-reviving-analog-amid-online-censorship

[6] Awadalla, F. (2025, December 12). How the pro-Palestine movement is outsmarting the algorithms. Waging Nonviolence. https://wagingnonviolence.org/2025/12/palestine-movement-outsmarting-algorithms/

This is what the algorithm does. It does not just hide content. It dehumanizes. It tells the world, through silence, that these deaths are not worth seeing. And a genocide carried out in the dark is a genocide without consequences.

The World Stopped Caring the Moment the Trend Was Over

The cruelest part is not the censorship. It is what the censorship revealed about us.

For a few months in late 2023 and early 2024, Palestine was everywhere. Every story. Every feed. Every protest. People posted watermelons. They changed their profile pictures. They marched in their cities. It felt like the world had woken up.

Then slowly, the feed moved on. A new celebrity scandal. A new election. A new war. A new distraction. The bombs in Gaza kept falling. The children kept dying. The starvation got worse, not better. But the posts stopped. The stories stopped. The protests thinned out. Palestine was no longer the trend, so Palestine was no longer the priority.

This is exactly what the algorithm was designed to produce. A social media platform does not reward sustained moral commitment. It rewards novelty. It rewards outrage for a week, then moves you to the next piece of outrage so you keep scrolling. The platform benefits from your attention, not from your conscience.

So when Palestinian suffering stopped being novel, it stopped being visible. And when it stopped being visible, people convinced themselves it had stopped happening. The bombs in Gaza are louder than ever in 2026. The famine is worse than ever. But in the mind of the average non-Muslim consumer of global media, the "Gaza issue" is a story from 2023.

Humanity failed Palestine in October 2023. Humanity failed Palestine in 2025, in 2026, when the blood had not dried but the attention had.

The Lesson Inside the Betrayal

What the algorithm revealed is what the nation-state system had already revealed. Palestine does not have defenders with power. Palestine has sympathizers with hashtags, and hashtags expire.

The Muslim states around Gaza have armies. They have borders with the occupation. They have treaties that could be torn up. Egypt holds the Rafah crossing. Jordan flies food aid for Israel while Palestinians starve a few hundred kilometers away. Saudi Arabia negotiates normalization while Gaza is flattened. Turkey trades with the occupation

while condemning it on television. And the Ummah, 1.8 billion of us, watches the feed scroll past our own brothers and sisters.

The nation-state told Palestine: *we will care when our national interest allows it.*
The algorithm told Palestine: *we will show you when engagement allows it.*
Both agreed: *your life is conditional.*

There is only one political arrangement that treats a Muslim in Gaza the same as a Muslim in Jakarta, a Muslim in Morocco, a Muslim in Kashmir. Not the nation-state. Not the algorithm. The Khilafah.

Why the Khilafah Is Fard

This is not the dream of idealists. This is the command of Allah, clear in the Qur'an and clear in the words of His Messenger ﷺ.

Allah commands unity, not division:

وَٱعْتَصِمُوا۟ بِحَبْلِ ٱللَّهِ جَمِيعًا وَلَا تَفَرَّقُوا۟ ۚ وَٱذْكُرُوا۟ نِعْمَتَ ٱللَّهِ عَلَيْكُمْ إِذْ كُنتُمْ أَعْدَآءً فَأَلَّفَ بَيْنَ قُلُوبِكُمْ فَأَصْبَحْتُم بِنِعْمَتِهِۦٓ إِخْوَٰنًا وَكُنتُمْ عَلَىٰ شَفَا حُفْرَةٍ مِّنَ ٱلنَّارِ فَأَنقَذَكُم مِّنْهَا ۗ كَذَٰلِكَ يُبَيِّنُ ٱللَّهُ لَكُمْ ءَايَٰتِهِۦ لَعَلَّكُمْ تَهْتَدُونَ ١٠٣

And hold firmly together to the rope of Allah and do not be divided. Remember Allah's favour upon you when you were enemies, then He united your hearts, so you—by His grace—became brothers. And you were at the brink of a fiery pit and He saved you from it. This is how Allah makes His revelations clear to you, so that you may be ˹rightly˺ guided.[7]

This verse does not say hold on to your passport. It does not say hold on to your flag. It says hold on **together to the rope of Allah.** The division of the Ummah into over fifty nation-states, each with its own interest, each with its own calculation, is the exact opposite of what this verse commands.

Allah also describes the believers as a single body:

إِنَّمَا ٱلْمُؤْمِنُونَ إِخْوَةٌ فَأَصْلِحُوا۟

"The believers are but brothers."[8]

And the Prophet ﷺ made this unity a matter of feeling the pain of the other as your own:

"The believers in their mutual kindness, compassion and sympathy are just like one body. When one of the limbs suffers, the whole body responds to it with wakefulness and fever".[9]

[7] Surah Al-Imran, 3:103
[8] Surah Al-Hujurat, 49:10
[9] Riyad as-Salihin 224

Gaza is a limb. It is bleeding. The rest of the body is sedated by the feed.

The Prophet ﷺ also defined what the Muslim leader is for:

"Verily, the leader is only a shield behind whom they fight, and he protects them. If he commands the fear of Allah Almighty and justice, he will have a reward. If he commands something else, it will be held against him."[10]

Where is that shield today? The nation-state rulers are not shields for Palestine. They are doors. They open their airspace to Israeli jets. They sell oil to the economy that funds the bombs. They coordinate security with the occupier while Palestinian children scream for their mothers under rubble.

The Prophet ﷺ also warned us of the state we are in now:

"The nations are about to call each other and set upon you, just as diners set upon food." The Companions asked, *"Will it be because of our small numbers that day?"* He said, *"No, you will be many on that day, but you will be like foam, like the foam on the river. Allah will remove the fear of you from the hearts of your enemies and will throw wahn into your hearts."* They asked, *"O Messenger of Allah, what is wahn?"* He said, *"Love of the world and hatred of death."*[11]

A genocide livestreamed for two years with no meaningful Muslim response. This is what wahn looks like. This is what happens when 1.8 billion Muslims are divided, sedated, and scrolling.

And Allah has already promised what the return looks like:

وَعَدَ ٱللَّهُ ٱلَّذِينَ ءَامَنُوا۟ مِنكُمْ وَعَمِلُوا۟ ٱلصَّٰلِحَٰتِ لَيَسْتَخْلِفَنَّهُمْ فِى ٱلْأَرْضِ كَمَا ٱسْتَخْلَفَ ٱلَّذِينَ مِن قَبْلِهِمْ وَلَيُمَكِّنَنَّ لَهُمْ دِينَهُمُ ٱلَّذِى ٱرْتَضَىٰ لَهُمْ وَلَيُبَدِّلَنَّهُم مِّنۢ بَعْدِ خَوْفِهِمْ أَمْنًا ۚ يَعْبُدُونَنِى لَا يُشْرِكُونَ بِى شَيْـًٔا ۚ وَمَن كَفَرَ بَعْدَ ذَٰلِكَ فَأُو۟لَٰٓئِكَ هُمُ ٱلْفَٰسِقُونَ

Allah has promised those of you who believe and do good that He will certainly make them successors in the land, as He did with those before them; and will surely establish for them their faith which He has chosen for them; and will indeed change their fear into security—˹provided that˺ they worship Me, associating nothing with Me. But whoever disbelieves after this ˹promise˺, it is they who will be the rebellious.[12]

يُرِيدُونَ أَن يُطْفِـُٔوا۟ نُورَ ٱللَّهِ بِأَفْوَٰهِهِمْ وَيَأْبَى ٱللَّهُ إِلَّآ أَن يُتِمَّ نُورَهُۥ وَلَوْ كَرِهَ ٱلْكَٰفِرُونَ

They wish to extinguish Allah's light with their mouths, but Allah will only allow His light to be perfected, even to the dismay of the disbelievers.[13]

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[10] Sahih al-Bukhari 2957, Sahih Muslim 1841
[11] Abu Dawud 4297
[12] Surah An-Nur, 24:55
[13] Surah At-Tawbah, 9:32

The promise is there. The condition is there. Tawheed, sincere worship, and working for what Allah ordered.

The Khilafah is not optional. Ruling by what Allah revealed is not optional. Allah said:

قَلِيلًا ۚ وَمَن لَّمْ يَحْكُم بِمَآ أَنزَلَ ٱللَّهُ فَأُو۟لَٰٓئِكَ هُمُ ٱلْكَٰفِرُونَ

And those who do not judge by what Allah has revealed are ˹truly˺ the disbelievers.[14]

A system that rules by the whims of parliaments, by the interests of Washington, by the fatwas of Tel Aviv's lobby, cannot be the system a Muslim defends. A system that stays silent while 600,000 of our brothers and sisters are buried is a system we are obliged to reject and replace.

What We Should Do

First, reject the lie that this is "too political" for Islam. Islam is the system that liberated Jerusalem under Umar. Islam is the system that took it back under Salahuddin. Islam is the system that ruled Palestine for centuries under the Ottomans. The separation between Islam and politics is a Western invention, imposed on us to keep us weak.

Second, refuse to let the algorithm set your spiritual priorities. Keep posting about Palestine when no one is posting. Keep speaking about Al-Aqsa when it is not trending. Keep educating about East Turkestan, Sudan, Kashmir, the Rohingya. Your feed is not your deen. Allah is.

Third, educate yourself and others about the obligation of the Khilafah. Read what the scholars of the past said about it being a collective obligation on the Ummah. Speak about it in your family, your masjid, your circles. Normalize the conversation that our rulers have tried to criminalize. Stop legitimizing the nation-state rulers who starve Gaza, who sell Palestine, who bow to Washington. Stop defending them. Stop finding excuses for them. Their silence on Gaza is their verdict on themselves.

The Khilafah will not return because of a petition or only because of dua. It will return because a generation of Muslims wanted it more than they wanted their comfort, and because Allah accepted their sincerity.

[14] Surah Al-Ma'idah, 5:44

Closing

Palestine is not a trend. Gaza is not a hashtag. Al-Aqsa is not a seasonal cause. These are the commands of Allah, the legacy of our Prophet ﷺ, and the blood of our brothers and sisters. The algorithm wants us to forget. The rulers want us to forget. The world wants us to forget.

We will not forget. And we will work, with every breath, for the day when there is a shield again. The day when a Muslim child in Gaza is not dependent on engagement metrics to be seen, and not dependent on the mercy of a kafir parliament to be defended.

The day the Khilafah returns.

سِنِينَ ۗ لِلَّهِ ٱلْأَمْرُ مِن قَبْلُ وَمِنۢ بَعْدُ ۚ وَيَوْمَئِذٍ يَفْرَحُ ٱلْمُؤْمِنُونَ بِنَصْرِ ٱللَّهِ ۚ يَنصُرُ مَن يَشَآءُ ۖ وَهُوَ ٱلْعَزِيزُ ٱلرَّحِيمُ

The ˹whole˺ matter rests with Allah before and after ˹victory˺. And on that day the believers will rejoice at the victory willed by Allah. He gives victory to whoever He wills. For He is the Almighty, Most Merciful.[15]

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[15] Surah Ar-Rum, 30:4-5