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# **Audience Interaction with the Los Angeles Fires on the CNN Arabic and BBC News Arabic Facebook Pages and their Attitudes towards them: An Analytics Study (\*)**

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## **Abstract**

This study analyzed audience interaction with posts related to the Los Angeles fires on the Arabic CNN and BBC News Arabic Facebook pages, focusing on the different forms of interaction (likes, comments, shares) and the trends in these forms. The main findings of the study were as follows:

- 1- Emojis led the other forms of interaction, accounting for 97% of the total interactions with the posts in the study sample, followed by comments interaction at 2.4%.
- 2- Negative comments dominated the posts related to the Los Angeles fires on the study pages, accounting for 86.5% of the comment trends on both pages, with a noticeable increase in this trend on each page individually.
- 3- The researcher also noted that both pages – the study sample – blocked many comments on the posts related to the Los Angeles fires, especially at the beginning of their coverage of the disaster.

**Keywords:** Los Angeles Fires, Gaza war, Audience Interaction.

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(\*)The Paper was received on March 22, 2025, and accepted for publication on May 02, 2025.