Deanship of Scientific Research

The Role of Social Media in Electoral Propaganda of the 19th   House of Representatives (2020) from the Point of View of the Jordanian Voter

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Abstract

This study aimed at recognizing the role of social media in electoral propaganda of the 19th House of Representatives from the point of view of Jordanian voter. This study is considered as a descriptive study that based on survey method through the tool of questionnaire on a sample consists of (520) individuals from the Jordanian voters and it has reached a lot of findings of which the most important are the followings: It has been illustrated that 82.3% of the study sample use social media sites permanently. It has been explained that 41.5% of the study sample will practice its constitutional right to elect the 19th   House of Representatives. 70% of the study sample saw that electoral propaganda of the 19th House of Representatives candidates was effective an useful. It has been shown that Facebook is the most follow-up by the Jordanian voter of the electoral propaganda of the 19th House of Representatives candidates. It has been illustrated that social, and economic topics that published by the candidates of the 19th House of Representatives via social media sites are the most important to be interested in by the study sample. It has been explained that more than a half of the study sample prefers the electoral propaganda of the 19th House of Representatives candidates via social media webs instead of electoral campaigns.

Keywords: Social media, electoral propaganda, Jordanian House of Representatives.

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دورمو اقع التواصل الاجتماعي في الدعاية الانتخابية لمجلس النواب التاسع عشر(2020)

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ملخّص

هدفت هذه الدراسة التعرف إلى دور مواقع التواصل الاجتماعي في الدعاية الانتخابية لمجلس النواب التاسع عشر (2020) من وجهة نظر الناخب الأردني، وتعتبر هذه الدراسة من الدراسات الوصفية التي قامت على المنهج المسحي من خلال أداة الاستبيان على عينة قوامها (520) مفردة من الناخبين الأردنيين، وتوصلت الدراسة للعديد من النتائج أهمها: تبين أن82.3% من عينة الدراسة تستخدم مواقع التواصل الاجتماعي بشكل دائم، كما تبين أن 41.5% فقط من عينة الدراسة ستمارس حقها الدستوري في انتخاب مجلس النواب التاسع عشر، ورأى 70% من عينة الدراسة أن الدعاية الانتخابية لمترشحي مجلس النواب التاسع عشر عبر مواقع التواصل الاجتماعي فعالة ومفيدة، وتبين أن موقع الفيسبوك هو الأكثر متابعة من قبل الناخب الأردني للدعاية الانتخابية لمترشحي مجلس النواب التاسع عشر، كما تبين أن المواضيع الاجتماعية والاقتصادية التي تنشر من قبل المترشحين لمجلس النواب التاسع عشر عبر مواقع التواصل الاجتماعي هي الأكثر اهتماما من قبل عينة الدراسة، و تبين أن ما يزيد عن نصف عينة الدراسة بقليل تفضل الدعاية الانتخابية لمترشحي مجلس النواب التاسع عشر عبر مواقع التواصل الاجتماعي بدلا من الدعاية الانتخابية والحملات الوجاهية.

الكلمات الدالة: مواقع التواصل الاجتماعي، الدعاية الانتخابية، مجلس النواب التاسع عشر.

Introduction

The elections of 19th Jordan's House of Representatives of the year (2020) comes under different circumstances than previous ones of the parliamentary elections, since the world includes Jordan suffers of corona pandemic and its subsequent total ban to partial ban as the pandemic cast a shadow (affected) over many sectors in complain with defense orders that issued by the government of the Hashemite Kingdom of Jordan in order to reduce the outbreak of corona virus. The elections of the 19th House of Representatives comes as a constitutional entitlement in the shadow of defense orders because of corona pandemic as there is preventing for human gatherings and meetings in large number which reduce the effectiveness of electoral headquarters and visits conducted by the candidates to the houses of their electoral bases providing their visions and electoral programs to be performed by them. Under all these circumstances, the social media sites emerged as a main option instead of the electoral propaganda and campaigns in addition to the propaganda and campaigns via mass media for two reasons: Firstly, Jordanian Citizen's shift towards social media sites in which many studies illustrated that Jordanian citizen follows-up the social media sites to a large extent (Alawneh,2013) and (Albadri,2018), secondly, because of the high costs incurred by the candidate through his dependence on the mass media for electoral campaigns and propaganda.

The good electoral propaganda is considered as one of the most important pillars of the candidate in order to win the Jordan's House of Representatives that maybe is the only and main way to inform about the intention of the candidate to run for the House of Representatives. Previously, there was an important role of the slogans and electoral banners announced on storefronts and columns in delivering the candidate's vision and mission, nevertheless, it is expected that its role to decline. The campaigns and electronic propaganda emerge specially because of this kind of propaganda has already yielded a deputy victory in the 17th and 18th House of Representatives through depending on social media sites totally in the electoral campaigns. Moreover, under the circumstances, a specialized agencies in the electronic campaigns and electoral propaganda are activating that they conduct a professional work to help the candidates to reach the parliament dome, but these agencies and candidates still face the challenge of the extent of the Jordanian community acceptance of the electronic propaganda and campaigns specially it is characterized with tribalism and the party programs are not important, in addition to the Jordanian election law which divides the Kingdom's regions into closed constituencies according to the governorates.

The social media sites form a great importance in the modern media in which it is noticed that this importance because of its many and accelerated advantages in which every site of social media sites is featured with a set of services that are different from the others, the importance of those sites increase specially in countries dominated by authoritarian or totalitarian regimes in their vision to media in which the electronic publication laws dominate their regulatory policies of media job and freedoms. Furthermore, the modern media specially the social media sites became the lung from which people of those countries breathe since it provided the freedom of expression, synchronization, effectiveness, privacy, popularity and proliferation with low costs at the same time and higher quality more than the traditional mass media or electronic media dominated by regimes and governments.

Study problem:

The Jordanian parliamentary elections form a prominent event to be interested in by all community categories and institutions, these elections are repeated once every four years, besides, it forms contact mobility among candidates and voters because of a lot kinds of these contacts one of which is the mass communication via traditional major media. Moreover, there is face-to-face communication by the candidate to the voter or group of voters and the collective face-to-face communication by the candidate with groups supporting him. In addition there is media communication via banners and slogans. In the last years, the mass communication between the candidate and the voter through social media sites since Jordanians's demand for the nomination of the House Representatives forms a great importance in which the number of the candidates of the 18th House of Representatives was (1252) on the Kingdom level distributed to (226) electoral list, meanwhile, the voters number was (1.5) million out of (4.134) million voters who have the right to vote with a percentage of (36%) (Election Independent commission site).

Because of Corona pandemic, all electoral process circumstances will change since a lot of manifestations of campaigns and traditional electoral propaganda will be reduced as an obligation to the defense law which prohibit gatherings and

meetings. For that reason, the way by which the candidates deliver their electoral programs to the voters is via mass media and because that social media sites have a great follow-up by Jordanians and through researchers extrapolating and their notices to the candidates' and voters' follow-up to the social media sites, the study problem has emerged to recognize the role of social media sites in electoral propaganda of the 19th House of Representatives from the point of view of the Jordanian voter.

Importance of study:

There is no doubt that social media sites have a great place in various economic, social and political issues and they became as a platform for those who have no platform. The importance of social media sites in the 19th House of Representatives elections have emerged in an emergent and extraordinary circumstances since corona pandemic reduced many of events and usual activities between the candidate and his electoral base in which social media sites provide the candidate with opportunity to present his electoral program and deliver his mission to voters and debating with them on various issues which they are interested in. Moreover, the importance of the study is summerized by the followings:

- Recognizing the view of Jordanian voters in campaigns and electoral propaganda of the 19th House of Representatives via social media sites.

- Finding out the most follow-up sites by Jordanian voters to select their <u>voter.</u>

- Statement the importance of the electoral propaganda for the Jordanian voter in order to be able to know the electoral programs of the candidates then selecting the best.

- Knowing that electoral propaganda topics of the candidates by the Jordanian voter which to be available on the social media sites.

- The current study findings may lead to enhance the Jordanian voter's awareness of the importance of the participation in election then electing the candidate because of his electoral program.

- Within the limit of the researchers' knowledge, this study is the first of its kind in its subject matter specially in the shadow of studies absence which interested in studying the role of social media sites in propaganda and electoral campaigns in which a number of studies were interested in the role of mass media in elections, nevertheless, they did not tackle the topic of propaganda and campaigns.

- It is expected that the current study findings will be useful in recognizing the role of some variables (gender, age, and educational level) and their relationship to the role of social media sites in electoral propaganda.

- Current study may add simple part of knowledge heritage and studies that tackling this modern field.

Study Questions:

1- What is the tendency of the Jordanian voter toward participation in the 19th Jordan's House of Representatives?

2- What are the most important follow-up social media sites by the Jordanian voter for the electoral propaganda of the 19th Jordan's House of Representatives candidates?

3- What are the most important electoral propaganda topics for the Jordanian voter which published on social media by the 19th Jordan's House of Representatives candidates?

4- What are the preferences of the Jordanian voter during the electoral propaganda of the 19th Jordan's House of Representatives candidates (direct and face-to-face propaganda, slogans and banners) or the propaganda via social media sites?

Study purposes:

1- Identifying the tendency of Jordanian voter toward participation in the 19th Jordan's House of Representatives.

2- Identifying the most important follow-up social media sites by the Jordanian voter for the electoral propaganda of the 19th House of Representatives candidates.

3- Identifying the most important electoral propaganda topics for the Jordanian voter which published on social media by the 19th House of Representatives candidates.

4- Identifying the preferences of the Jordanian voter during the electoral propaganda of the 19th House of Representatives candidates (direct and face-to-face propaganda, slogans and banners) or the propaganda via social media sites.

Study Limitations:

Objective Limit: The study was limited to the role of the social media sites in electoral propaganda to the 19th House of Representatives.

Human Limit: This study is based on the Jordanian voter who have the right to elect the candidates of the 19th House of Representatives and they are all Jordanians who are at the age of (18) before 90 days of the election date.

Spatial Limit: Jordanian voters across Jordan.

Time Limit: the period between 10/10/2020 and 9/11/2020 and this period is specialized for electoral propaganda.

Study terms:

Social media sites: They are considered as websites on the internet network provides for users the debate opportunity and exchanging information, thoughts, views and problems via personal files and pictures albums and chatting rooms and other things (AlDbaisi & Tahat, 2013). The social media sites is procedurally defined as: all social media sites that could be used by the candidate of the 19th Jordan's House of Representatives as platforms for his electoral propaganda.

Electoral propaganda: It is defined as communicative affairs extends for a period of time to support trust in the party or political candidates with regard to a specific electoral campaign in addition to provide. for voters audience attempting to affect this audience by all available means, methods and abilities via all communication and persuasion channels aiming at guiding and supporting audience trends toward goals socially accepted such as voting (Binsageer, 2004) and the electoral propaganda is procedurally defined as: all communicative activities utilized by the candidate of the 19th House of Representatives via social media sites in order to win the parliamentary elections.

Jordan's House of Representatives: It is an elected House by Jordanian population and its term is four (4) years and has (130) mps (Jordanian constitution). The House is procedurally defined in this study as: 19th Jordanian House of Representatives that will be elected in 10/11/2020.

Jordanian voter: Every Jordanian at the age of (18) years before (90) days of the specific date to conduct voting, and he has the right to elect the members of the House of Representatives in accordance with the provisions of election low n.(6) of the year 2016 (Jordanian election low no.6 ,2016).

Literature review:

The study of Bani Salameh and Ananzeh (2018) titled "the role of social media sites in the 18th Jordan's House of Representatives election in 2016.

The study aimed at recognizing the role of social media sites in the 18th Jordan's House of Representatives elections in 2016. The study was conducted at the end of the year 2016 on a random sample of (437) citizens of Jordanian society in which the study conducted the following findings:

- Most of the paragraphs related to the role of social media means in the elections of the 18th Jordan's House of Representatives in 2016 came as medium average, the findings also illustrated that the most prominent benefits of the social media sites that they help to mobilize and organize in elections. The study sample stated that one of the advantages that they have presented all parliamentary elections news without deletion or distorting, nevertheless, one of the social media disadvantages that they presented topics that have negative effects in elections and explained that social media sites have a role in electoral campaigns and contributed prominently in the candidate's winning and the most important disadvantages of social media sites was represented by loss of privacy and lack of information. Furthermore, the findings confirmed in total that social media sites perform a great role in elections.

The study of Olwan and AlBotran, (2016) that is titled "The role of social media sites in activating participation in Iraq: parliamentary elections.

The study aimed to recognize the role of social media sites in activating participation in Iraq: parliamentary elections in 2014. The study belongs to the descriptive studies based on analytical descriptive survey method for an international sample of (400) individuals from the public audience of Baghdad city. The study concludes many prominent findings one of which

is existence of positive correlation relation between the effectiveness degree of the study sample with social media sites and utilitarian and ritualistic motives of dependence in addition to have positive correlation relation between the effectiveness degree of study sample on the social media sites and their attitudes (negative and positive) toward participation in parliamentary elections.

The study of Mujahed (2016) titled "using social media sites in electoral campaign". The study aimed at recognizing the use of social media sites in electoral campaign. The study summarized that social media sites form the space in which the user participates in politics by showing his views and attitudes and various practices as referendum process on many issues via those sites in order to achieve new type of electronic political practice which forms a new challenge of the political institutions which should take the initiative to consider social media sites with its all apps as a necessary component of its marketing and promotion programs within scientific and professional approach in addition to strategic effective plans enabling it to access voter with the least coast.

The study of Haroun (2016) titled "Advertising methods of electoral campaigns and their influence on the Sudanese voter: analytical descriptive study on Sudanese electoral campaigns".

The study aimed at recognizing the old and modern methods of electoral propaganda and spot light on means and methods which address specific categories as youth segment (Internet, whats app and others) in addition to study it and take advantages of it.

The researcher used the analytical descriptive approach through the questionnaire tool. The study concluded the following findings: the methods utilized in elections of the year 2015 were new, scientific and innovative methods but they were concentrated in AlKhartoum state only, and the most important method used in advertising of 2015 elections was the internet and its various means.

The study of AlAjmi (2015) titled "The impact of electoral propaganda on the electoral behavior of the Kuwaiti voter in election of Kuwaiti National Assembly of the year 2013".

The study aimed at measuring the trends of Kuwaiti public opinion on the electoral propaganda impact on the electoral behavior of the Kuwaiti voter in 2013 elections. The study sample population is composed of voters in Al-Kuwait state who participated in 2013 elections and then selecting random sample of (250) voters through a questionnaire.

The study concluded the following findings: that election laws in Kuwait don't meat the citizens' need, and we find that more than a half of sample individuals (56.4) state that these laws don't meet their needs, while (43.6) of the study sample see that there is an impact of the electoral propaganda on the electoral behavior for Kuwaiti citizens, moreover, electoral propaganda illustrates (32.8) of the electoral behavior variation for Kuwaiti citizens.

Al-Ansari study (2013) titled "The role of social media sites in the elections of 14th Kuwait National Assembly 2012".

The study aimed at recognizing the role of social media sites in the election of the 14th Kuwait National Assembly of the year (2012). The study based on the descriptive approach through field survey of the random class sample composed of (378) individuals from different professional categories in Kuwaiti society, the study also was limited to Facebook and Twitter websites and conducted the following findings: the use of social media sites in order to recognize the political events came first, furthermore, the first motive of Kuwaiti voters using for social media websites "Facebook and Twitter" is to communicate with candidates or knowing their electoral programs and slogans. Besides, most of the study sample stated that using social media sites in electoral campaigns was effective and important and it worths to mention that using "Twitter" came at the first order and "Facebook" secondly.

Amanda study (2010) titled "political use of social media".

The study aimed to spot light on the possibility of political utilizing of the social media network by politicians and

political institutions to interact with each other, the study also investigated the advantages and disadvantages of that use for political purposes, and the extant to which technology use is reversed on representative democracy, and the researcher presented a number of cases such as USA, Canada, and Britain. The study concluded that technology and social networks contributed positively in supporting democracy in which it supported the values of integrity and transparency and linking citizens and audience with institutions and political activists.

Johansson study (2010) titled "Political marketing and primary campaigns of the American presidency of the year (2008) via internet".

The study aimed at recognizing the role of internet in the political marketing process at the time of primary campaigns of the American presidency of the year (2008). The researcher used the analytical approach, the internet was also an important tool in research and collecting data. The study conducted the following findings: the main product in the season of primary election was candidates thoughts such as change that was the community of the Obama campaign and the mature use of internet and social networks, lead to a significant support for candidates.

Christine study (2007) titled "Social networks and electoral campaigns by applying to midterm elections in 2006 of the American congress".

The study aimed at recognizing the role of "facebook" in the midterm elections of the American congress in 2006 in addition to recognize the candidates who went towards this website and who of them was interested in updating his page, besides, to which extent facebook contributed in elections resolution for the candidates. The study concluded that facebook and social networks had played a significant role in the electoral process in which facebook enables the voters to express their views and announce their support to the candidate and publish this support on his pages. The study also confirmed that social sites contributed in the process of supporting democracy and predicted that these websites will have a crucial role in the presidency elections of the year (2008).

Scientific addition and democracy on literaure reviews

Some previous studies have come with the impact of traditional electoral propaganda such as Al-Ajami study (2015), meanwhile, Haroun study (2016) was about the methods of traditional electoral propaganda, while Ismail study (2014) was on the effectiveness of traditional campaigns. However, a lot of these studies was on the role of social media sites in activating the participation in elections such as Olwan and AlButran study (2016) and Alansari study (2012) in addition to Bani Salameh and Ananzeh study (2018). Nevertheless, foriegn studies have investigated the political marketing and the role of social media networks in electoral propaganda.

It is obvious that previous studies have investigated the activity of political participation or its role in the elections of Houses of Representatives. Yet this study is characterized that they came to investigate the role of social media sites in electoral propaganda especially the 19th House of Representatives, it is also featured that this conduction in synchronization with electoral campaign which began in 10/October/2020 up to 9/November/2020. As a result, the current study illustrates new communicative form between the candidate and the voter specially in the shadow of total ban and Jordanian defense orders because of Corona pandemic.

Because of the previous studies, the researchers get benefits by the following:

- Coverage of some aspects of the theoritical framework specially those aspects linked and related to the social media sites, elections and electoral propaganda.
- The researchers' review and analysis of previous studies assist them in determining the study problem.
- Identifying the scientific approach and statistical style in addition to draft the study questions and hypotheses.
- Identifying the study population and targeted categories.

The guided study theory:

This study is based on an inspiration of the limited influence theories that include the innovation diffusion theory or the theory of communication flow in several stages, the theory investigates the the importance of the role played by communication in the process of mass communication, " and the innovation is any new idea, new method or new pattern usd in the life, and the theory depends on four elements: the innovated or innovation, communication through specific channels, time, and the members in the social model (Al-Abdullah,2010). In this study, this theory was employed through concentrating on the innovation which is the social media through which the candidates communicate the voters within a specific time which is the time of parliamentary elections under the quarantine due to the Corona pandemic.

The Method and the Procedures:

Study approach:

Study approach: This study is considered one of the descriptive studies that based on survey approach.

Study population: the study population is composed of the Jordanian voters who are at the age of (18) and above and who have the right to vote. Several variables were taken into account in the study population such as gender, age, and educational level, and since the issue relates to a constitutional right to society, the researchers concentrated on the most important variables.

Study sample: Simple random sample composed of (520) Jordanian voters (males and females) was selected and it is important to know that those voters have the right to vote by electronic questionnaire accordance with the instructions of the total ban and defence orders.the simple random sample is considered one of the probable sampling , the questionnaire was distributed to an original sample of (800) individuals of whom (520) responded through lists obtained from the Electin Independent Commision, and then questionnaires were sent through an e-mail and whatsapp according based on the availability of his/her e-mail or mobile number.

Study tool:

Based on the study problem and its topic, questionnaire tool was used to collect and analyse the data, besides, the questionnaire was divided to (22) questions most of which is closed.

-**The procedures of riablity and validity:**

Rialibilty:

The researchers conducted the test of virtual riability and recognizing the questions related to each other in order to be sure of extent of its response consistency that reflects the purposes of study and its questions. Besides, the questionnaire was presented to a specialized experts commission and referees who have the scientific and practical experiences, and they are Dr. Azzam Ananzeh, Dr. Khalaf Al-Tahat, College of Media- Yarmouk University, and Dr. Ashraf Al-Zoubi, College of Media , Al-Zarqa Private University.

-**Tool validity:**

To ensure the validity of questionnaire , the test was used and re-establishing the test at an interval of two weeks between the first application and the second one in which it was distributed to 50 individuals out of the study sample representing 10% of the sample which was 520 individuals. The validity coefficient Kronbach alpha was calculated on all study axes and the tool as a whole to know the internal consistency of the paragraphs which were 88% and this indicates the test validity, also the Pearson correlation coefficient of the evaluations of the sample in the two tests on the study axes and the tool as the whole to know the stability coefficient between the two applications which was 96%.

-**Statistical methods:**

The research utilized the statistical methods which represent the response of the study purposes and questions. As a result the research based on statistical methods such as arithmetic averages, frequencies and percentages.

Study variables:

The study includes the following variables:

Independent variable: The role of social media sites

Following variable: Electoral propaganda of the 19th House of representatives.

Intermediate variables: Gender, age, and educational level.

Study Findings and Discussion:

Firstly, the characteristics of the study sample.

Table (1). Indicates the characteristics of the study sample in terms of gender, age and educational level.

Variable	Categories	Percentage	Frequencies
Gender	male	36.2	188
	female	63.8	322
Age	18-28	83.8	327
	29-38	6.2	32
	39-48	1.5	8
	49 and above	8.5	44
Educational level	High school and less	10	55
	Bachelor	73.1	380
	Graduate studies	16.9	88
Total		100%	520

The above mentioned table indicates the characteristics of the study sample (frequencies and percentages) represented in gender, age, and educational level, and it has been shown that the female category was the most with a percentage of 63.8, and this illustrates that females are more using the social media sites and they are more following-up of the electoral affair. The current study questionnaire was electronically published via facebook and whatsapp in addition to e-mail since it could not be distributed face-to-face because of Corona pandemic. The age was coming to the benifit of age category (18-28), and this illustrates the extent that Jordanian youth using the social media sites. In addition, this age category represents not small percentage since the Jordanian society is characterized that its a young society. Furthermore, the educational level was for the benefit of category who have the bachelor degree with a percentage of 73.1 and this is consistent with youth attitudes towards academic education. The responses of persons who are less than 18 were avoided since the election law limits the age of the voter to 18 and above and these responses were 23, for that reason the sample stabilized at 520 individuals.

Secondly: Communicative activity:

Table (2). Indicates study sample using of social media sites:

Category	Frequence	Percentage
Rarely	4	.8
Sometimes	12	2.3
Often	76	14.6
Always	428	82.3
At all	0	0
Total	520	100%

From table 2, it has been shown that study sample using of the social media sites was with a high percentage of (82.3) "Always". Also, it has been illustrated that all study sample individuals are using facebook, and these percentages are exactly in accordance with respond age category which has been explained in table (1) that it came with a percentage of (90%) of persons whose ages are less than (39) years and this result is consistent with a lot of studies that indicated the intensity of Jordanians use of social media sites (Al-Alawneh, 2013) and (AlBadri, 2018).

Table (3). Illustrates the participation percentage of the study sample in electing the 19th House of Representatives of the year 2020

Response	Frequency	Percentage
Yes	216	41.5
No	304	58.5
Response	520	100

From the table mentioned above it has been stated that study sample will participate in elections of the 19th House of Representatives with a percentage of 41.5%, and this percentage does not exceed the participation rates in the previous parliamentary elections which was 36% in 2016 (Website of the elections independent commission). And this low percentage may relate to the election law which has been seen as it does not meet the ambition of Jordanians, or may relate to the election integrity and transparency or sample dissatisfaction with the performance of previous Houses of Representatives.

Table (4).Illustrates the extent of effectiveness of electoral propaganda of the 19th House of Representatives candidates via social media sites from the study sample's point of view

	Frequency	Percentage
Yes	364	70
No	156	30
Total	520	100

From the table (4), it has been illustrated that study sample saw that the electoral propaganda of the 19th House of Representatives candidates via social media sites was effective and useful with a percentage of 70%. This result could be explained by that dependence on the electoral propaganda via social media sites was increasing because of Corona pandemic which synchronized with electoral constitutional entitlement that made both of candidates and voters alike use the social media sites because of the length of the ban and prohibition of electoral headquarters and gatherings.

Table (5). Indicates the view of the study sample whether the electoral propaganda of the 19th House of Representatives candidates via social media sites stimulates them to participate in elections.

Agreement degree	Frequency	Percentage
Strongly disagree	68	13.1
Disagree	128	24.6
Neutral	180	34.6
Agree	108	20.8
Strongly agree	36	6.9
Total	520	100

The study sample with a percentage of (13.1%) to the degree " strongly disagree" and the degree of " disagree" with apercentage of (24.6%) with a total of (37.7%) saw that the electoral propaganda of the 19th House of Representatives does not stimulate them to participate in elections and this percentage is significant while study sample responding not to participate in the election as has been mentioned in table (3), and this illustrates the reluctance of Jordanians to participate in elections for reasons have been mentioned in the findings of table (3). This result varies with of the study of (Mujahed, 2016) which stated that social media sites represent and form the space for users in political participation.

Table(6). Explains the extent of electoral propaganda contribution for the 19th House of Representatives via social media in increasing study sample's conviction of candidates.

Contribution degree	Frequency	Percentage
Strongly disagree	76	14.6
Disagree	104	20.0
Neutral	160	30.8
Agree	148	28.5
Strongly agree	32	6.2
Total	520	100

From the table mentioned above, it has been shown that 28.5 was with "Agree" degree and 6.2 was with "Strongly agree" degree. Of the study sample who saw that the electoral propaganda via social media sites contribute in increasing its convention in the candidates of the 19th House of Presentatives elections. The explanation of this result is because of the electoral cultural system of the Jordanian voter, since a lot of voters reserve for the current election law and notice the lack of credibility in the previous houses of representatives, and the winner candidate seeks to achieve personal benefits and the elections are not characterized with integrity and transparency in which political money prevails a lot of them. In other words, purchasing votes. Therefore, we observe the lack of effectiveness of electoral propaganda whether face-to-face or electronic one in increasing conviction in candidates, in addition, candidates' campaigns that lack electoral programs and satisfactions of slogans only. This result converges with the study of (Bani Salameh, & Ananzeh, 2019) that concluded that social media sites have a great role in electoral propaganda. On the other hand, it contradicts with the study of (Olwan & Al-Butran, 2016) which illustrated the existence of correlation relationship between using social media sites and increasing the political participation.

Table (7). Indicates the more follow-up social media sites by the Jordanian voter of the electoral propaganda refers to the candidates of the 19th House of Representatives

sites	Answers		Sample Average
	Frequency	Average	
Facebook	929	59.8	88.0
Whatsapp	68	13.9	20.5
Twitter	60	12.3	18.1
Instagram	56	11.5	16.9
Snapchat	12	2.5	3.6
Total	488	100.0	147.0

Table (7) indicates that the number of respondents on this paragraph was (488) individuals, and it has been shown that facebook was at the first order among the social media sites which are the most follow-up by the Jordanian voter of the electoral propaganda refers to the candidates of the 19th House of Representatives, this could be explained since Facebook is the most popular site among Jordanians, while the whatsapp needs knowing mobile numbers which represents an obstacle for the candidates, however, according to twitter, it is noticed that small number of Jordanians use it whether candidates or citizens, the same matter is generalized on the rest of social media sites. This result is consistent with the study of (Christine, 2007) which illustrated that Facebook plays a great role in the American electoral process and enables the voters to express their views and announce their support for candidates.

Table (8). Indicates the most important topics of the electoral propaganda for the study sample, which published via social media sites by the candidates of the 19th House of Representatives

Degree	Political topics		Social topics		Educational topics		Economic topics		Health topics		Cultural topics		Religious topics	
	Frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage
Strongly disagree	12	2.3	8	1.5	16	3.1	8	1.5	20	3.8	24	4.6	20	3.8
Disagree	40	7.7	36	6.9	44	8.5	36	6.9	36	6.9	36	6.9	48	9.2
Neutral	200	38.5	92	17.7	124	23.8	128	24.6	128	24.6	160	30.8	156	30.0
Agree	184	35.4	212	40.8	200	38.5	212	40.8	192	36.9	196	37.7	196	37.7
Strongly agree	84	16.2	172	33.1	136	26.2	136	26.2	144	27.7	104	20.0	100	19.2
Total	520	100%	520	100%	520	100%	520	100%	520	100%	520	100%	520	100%

Table (8) illustrates that the most important topic of the electoral propaganda for study sample which published via social media sites by the candidates was firstly social topics with "Agree" degree with a percentage of 40.8, and with "Strongly agree" degree with a percentage of 33.1, secondly, the economic topics with "Agree" degree with a percentage of 40.8 and with "Strongly agree" degree with a percentage of 26.2. However, the least important topics were political topics that were with "Agree" degree with a percentage of 35.4 and with "Strongly agree" degree with a percentage of 16.2. After that came, the religious topics with "Agree" degree with a percentage of 37.7 and with "Strongly agree" degree with a percentage of 19.2. This could be explained by that the most important priorities for Jordanian voters are the topics related to social affair such as poverty and employment, in addition to negative phenomena that appear meanwhile. Nevertheless, the economic topics are related directly to the social topics such as salary increasing for the employees and reducing taxes for individuals and companies in addition to enhance investment environment and putting an end to prices hikes. For the least important topics came firstly the political topics which illustrates the Jordanian voter frustration because of the political life in Jordan or that these political topics are not a priority for him, with regard to the religious topics, this refers to the lack candidates of the religious trend or because of the absence of the religious topics away of the candidates' campaigns and slogans. This result contradicts with the study of (Al-Ansari, 20130 which illustrated that the political topics were the most important to know the political programs of the candidates.

Table (9) Indicates the degree of preference of the study sample of the electoral propaganda refers to the candidates of 19th House of Representatives of 2020 via social media sites compared with traditional electoral propaganda of the candidates represented by headquarters, house visits, banners and slogans especially in the shadow of Corona pandemic

Preference Degree	Frequency	Percentage
Strongly disagree	12	2.3
Disagree	56	10.8
Neutral	176	33.8
Agree	172	33.1
Strongly agree	104	20.0
Total	520	100.0

From the table mentioned above, it has been illustrated that percentage of 53.1 of the study sample see that there is a preference for electoral propaganda via social media sites with "Agree" degree with a percentage of 33.1 and with "Strongly agree" degree with a percentage of 20 and with "Neutral" degree with a percentage of 33.8, and the result could be explained by that these elections came in a very difficult circumstances because of the Corona pandemic, and the Jordanian society is distinguished by being tribal in some part. However, the other part is characterized by tending to the personal relationships and acquaintance especially in big cities, in addition, the previous elections of the year 2016 does not depend on the social media sites in electoral propaganda, any way, we notice that the percentage of 13.1 with "Disagree" and "Strongly disagree" degree see that the traditional electoral propaganda is better. These results indicate that the Jordanian society portability for change, and concentration on the electoral programs instead of face-to-face meetings and there is a change towards some Jordanian voters views that the deputy has to have the oversight and legislation mission instead of being services deputy. And this result agreed with many previous studies such as (Bani salameh, & Ananzeh, 2018), (Mujahed, 2016), and (Olwan, & AlButran, 2016).

Summary of Findings:

- It has been illustrated that 82.3 of the study sample use the social media sites permanently.

- It has been shown that only 41.5 of the study sample will practice its constitutional right in the elections of 19th House of Representatives.

- 70% of the study sample stated that electoral propaganda of the candidates of 19th House of Representatives via social media sites is effective and useful.

- The study sample- just over a third- saw that electoral propaganda refers to the 19th House of Representatives candidates contributes in stimulating them for elections.

- The study sample- just over a third- explained that electoral propaganda refers to the 19th House of Representatives candidates via social media sites contributes in increasing their conviction in candidates.

- It has been explained that Facebook is the most follow-up website by the Jordanian voter of the electoral propaganda of the 19th House of Representatives candidates.

- It has been shown that the social and the economic topics that published by the candidates of the 19th House of Representatives via social media, are the most important for the sample of the study.

- It has been indicated that a little more than half of the sample of the study prefers the electoral propaganda of the 19th House of Representatives candidates via social media instead of electoral propaganda and face-to-face campaigns.

Recommendations:

- The candidates of the House of Representatives have to provide well-defined electoral programs instead of slogans, and concentration has to be on the political fields as they are considered the basis of all fields.

- The necessity for the electoral propaganda of the candidates of the House of Representatives to stimulate the voters to participate in the elections.

- The necessity to increasing the awareness of the Jordanian voters and candidates according to the priority of electoral propaganda via the means of media and social media site instead of propaganda and face-to-face campaigns.

- The necessity for the existence of specialized propaganda agencies in electoral propaganda instead of the candidates themselves

- The importance for the students of media faculties and particularly the students of public relations and propaganda in the Jordanian universities, to recognize the electronic electoral propaganda and campaigns.

The necessity for the political development stakeholders and authorities in Jordan to provide all possible capabilities to enhance this kind of propaganda in order to contribute firstly, in stimulating the Jordanian voter to participate in elections, secondly, to create a new election culture that contributes in sorting the best and more qualified candidates, and to eliminate all the traditional electoral campaigns manifestations that exhaust much of capabilities and cause severe damage in the environment.

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