

## The Impact of Using Social Media on Voters in the Jordanian Parliament Elections 2024

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### Abstract

**Objectives:** The study aimed to determine the impact of social media platforms on voters in the 2024 Jordanian parliamentary elections and their inclination toward using these platforms during the elections. It also sought to examine the cognitive, emotional, and behavioral effects of reliance on social media in this electoral process.

**Method:** A quantitative approach was used to determine the relationship between variables and to answer the study's questions. A purposive sampling method was employed to collect data from respondents through a questionnaire. Additionally, the SPSS program was used to analyze the study data.

**Results:** The study found that 44.1% of participants rely, to varying degrees, on social media platforms as a source of information about the 2024 Jordanian parliamentary elections. A positive relationship was also found between respondents' reliance on social media for election-related information and their inclination to follow these platforms during the elections. Moreover, the study revealed that cognitive and emotional influences positively impact the behavioral effects on respondents who use social media as an information source for the elections.

**Conclusion:** The study concluded that social media platforms play a significant role in influencing parliamentary elections and political participation. Therefore, the findings provide valuable data for future research on political participation.

**Keywords:** Parliament elections 2024, social media, elections 2024, Jordan

## أثر استخدام وسائل التواصل الاجتماعي على الناخبين في انتخابات مجلس النواب الأردني 2024

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### ملخص

**الأهداف:** هدفت الدراسة إلى تحديد أثر منصات التواصل الاجتماعي على الناخبين في انتخابات مجلس النواب الأردني 2024، واتجاههم نحو استخدام هذه المنصات خلال الانتخابات، ومعرفة التأثيرات المعرفية والعاطفية والسلوكية لهذا الاعتماد على منصات التواصل الاجتماعي في هذه الانتخابات.

**المنهجية:** تم استخدام المنهج الكمي لتحديد العلاقة بين المتغيرات والإجابة عن أسئلة الدراسة، وتم استخدام العينة القصدية لجمع البيانات من المستجيبين من خلال الاستبانة، كما تم استخدام برنامج SPSS لتحليل بيانات الدراسة.

**النتائج:** توصلت الدراسة إلى أن 44.1% من المشاركين يعتمدون بدرجات متفاوتة على منصات التواصل الاجتماعي كمصدر للمعلومات حول انتخابات مجلس النواب الأردني 2024، كما وجدت علاقة إيجابية بين اعتماد المستجيبين على منصات التواصل الاجتماعي لانتخابات مجلس النواب الأردني 2024 واتجاهاتهم نحو متابعة هذه المنصات في الانتخابات، كما كشفت الدراسة أن التأثيرات المعرفية والعاطفية تؤثر بشكل إيجابي على التأثيرات السلوكية للمستجيبين الذين يستخدمون منصات التواصل الاجتماعي كمصدر للمعلومات حول انتخابات مجلس النواب الأردني 2024.

**الخلاصة:** خلصت هذه الدراسة إلى أن منصات التواصل الاجتماعي تلعب دوراً مهماً في التأثير على الانتخابات البرلمانية والمشاركة السياسية، وبالتالي فإن النتائج ستوفر بيانات مهمة لبحوث مستقبلية حول المشاركة السياسية. الكلمات الدالة: انتخابات مجلس النواب 2024، وسائل التواصل الاجتماعي، انتخابات 2024، الأردن



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## Introduction

The use of social media platforms for political activism is a recent development that is changing both the electoral process and how politicians and candidates interact with the public (Effing et al., 2011). These platforms allow political actors (political parties, established candidates, and activists) to disseminate political concepts and strategies to a wider audience in an attempt to inspire and gain support (Buyanza-Mwidima, 2024; Hunter, 2023). Thus, it can be argued that the creation of these social media platforms has significantly changed the character of political campaigns and opened the door to the development of a new advertising model (Oparaugo, 2021). These platforms are seen as more than just a means of learning about different topics; thanks to the way political content is curated and distributed according to user preferences, they have also evolved into powerful political tools that have the potential to influence public opinion during election seasons (Oparaugo, 2021).

Politicians and citizens are increasingly adopting social media to support their political engagement, communicate with other stakeholders in the political sphere, conduct political campaigns, disseminate and retrieve information, and contribute to rational debate (Asante, 2020). A large number of politicians and scholars working in the fields of politics and media believe that social media plays an important role in all stages of the electoral process (Buyanza-Mwidima, 2024). This includes the ability to ask questions, provide information, form opinions, debate between parties (voters and candidates) and participate in decision-making. These platforms can also have a positive impact on the electoral process by acting as powerful tools for education and information, as well as being a source of positive influence for political parties (Hunter, 2023). This is achieved by reaching new voters, engaging them in open dialogues with politicians, and reaching a diverse range of voters (Hunter, 2023).

Social media significantly influences voters' voting behavior by delivering precise and trustworthy information regarding candidates and political policies. Numerous studies indicate that the media serves as the principal source of information upon which voters depend to shape their political beliefs and make electoral decisions (Asante, 2020). Social media empowers voters to obtain precise assessments of electoral facts and opinion surveys, thereby improving their capacity to compare candidates and make informed choices (Alesha et al., 2024). The media can influence electoral impressions by emphasizing specific themes while disregarding others, a phenomenon known as the agenda-setting effect, which establishes the priorities and issues that voters should consider (Buyanza-Mwidima, 2024).

Given the growth of digital tools and the dissemination of information through social media and news platforms, it is essential to examine how Jordanian young utilize social media to influence their election choices. At the local level, Jordanian youth is regarded as one of the most impactful demographics in election processes (Al-Momani, 2020). The influence of media on electoral behavior has been demonstrated, showing that information delivered reliably and supported by data can directly affect voter behavior, particularly among young people (Buyanza-Mwidima, 2024). Dependence on social media is a crucial factor in shaping their electoral conduct. Research demonstrates that youth, the most engaged demographic on social media, are significantly swayed by the content disseminated through these platforms (Al-Momani, 2020).

## Research problem

Social media platforms have become an important source of information on political affairs and elections due to significant improvements in media and technology. These platforms are relied upon to analyze data and statistics related to electoral activity. The results of these analyses are later published to guide voters in making informed decisions based on the information conveyed through posts and videos. Jordanian youth are one of the populations most influenced by information on social media platforms, making their participation in the political process increasingly important in this context. However, despite the increasing importance of social media platforms in the electoral process, there is still a need for new research that examines the extent to which these platforms influence the electoral behavior of young people in Jordan, as well as the extent to which they rely on these platforms to inform their political opinions and electoral choices, especially after the inclusion of party and local lists in the recent elections. This inspires a study on the impact of social

media content on the electoral decisions of young people and whether their political choices are influenced by the information published on these platforms. This study aims to investigate the extent to which social media platforms influence the electoral behavior of Jordanian youth. In addition, whether data-driven knowledge influences their political orientations.

### **Research objectives**

The primary aim of this study is to assess the influence of social media platforms on Jordanian voters during the 2024 Jordanian parliament elections. This objective encompasses a set of sub-objectives, which are:

1. To identify the degree of respondents' reliance on social media platforms for information about the Jordanian parliamentary elections 2024.
2. To identify the social media platforms used by participants as a source of information about the Jordanian parliament elections 2024.
3. To identify the reasons influencing participants' reliance on social media platforms as a source of information about the Jordanian parliament elections 2024.
4. To determine participants' attitudes towards following social media platforms as a source of information about the Jordanian parliament elections 2024.
5. To determine the cognitive, emotional, and behavioral impacts of using social media platforms as a source of information on participants in the Jordanian parliament elections 2024.

### **Research questions**

1. To what extent do respondents rely on social media platforms as a source of information about the Jordanian parliament elections 2024?
2. What social media platforms do participants use as a source of information about the Jordanian parliament elections 2024?
3. What are the reasons for participants' reliance on social media platforms as a source of information about the Jordanian parliament elections 2024?
4. What are participants' attitudes towards following social media platforms as a source of information about the Jordanian parliament elections 2024?
5. What are the cognitive, emotional, and behavioral impacts of using social media platforms as a source of information on participants in the Jordanian parliament elections 2024?

### **Research Hypotheses**

1. There are statistically significant differences in respondents' reliance on social media platforms as a source of information about the Jordanian parliament elections 2024, attributed to their demographic characteristics.
2. There is a statistically significant correlation between the degree of respondents' reliance on social media platforms as a source of information about the Jordanian parliament elections 2024 and respondents' attitudes towards following these platforms for the elections.
3. There is a statistically significant correlation between the cognitive and behavioral effects of respondents who use social media platforms as a source of information about the Jordanian parliament elections 2024.
4. There is a statistically significant correlation between the emotional and behavioral effects of respondents who use social media platforms as a source of information about the Jordanian parliament elections 2024.

### **Importance of the study**

Theoretical importance, this study contributes significantly to expanding the existing literature on the relationship between social media platforms and youth electoral behavior and their role in enhancing individuals' political participation

through content that increases political awareness. Moreover, this study provides a comprehensive examination of the function of social media platforms in Jordan, thus enriching the scientific understanding of Jordanian youth's reactions to electoral content on these platforms.

For practical importance, the researcher asserts a significant necessity for studies investigating the impact of major social media platforms on the recent Jordanian parliament elections of 2024, particularly in light of the new electoral laws and the incorporation of party regulations, alongside the elevated percentage of Jordanian users on these platforms. Moreover, the study's findings assist political parties and candidates in comprehending the effective utilization of social media platforms to engage young individuals and influence their electoral decisions. Election campaigns can leverage these insights to build effective communication strategies grounded in trustworthy facts. Furthermore, this study enhances awareness among political stakeholders regarding the necessity of implementing educational programs for youth to inform them of their rights to engage in the political process and decision-making. The objective is to empower them to make informed electoral choices based on the content available on social media sites.

### Theory of the study

The research is based on the media dependency theory developed by Ball-Rokeach and DeFleur (1976). The theory assumes that in situations of uncertainty, such as disruptions in the social system caused by political, economic, and other crises, the media emerges as a primary source of information for the general public, and the influence of the media becomes more pronounced. This theory explains the relationship in which the fulfillment of requirements or the achievement of goals by one entity depends on the resources of another entity (Ball-Rokeach, 1985). The theory assumes that there are links between the media system and political, social, and cultural systems at the macro level and between the media and individuals at the micro level (Ball-Rokeach, 1985).

Thus, individuals may cultivate media dependency relationships if they perceive the resources provided as useful for achieving their goals (Ball-Rokeach & DeFleur, 1976). The degree of dependency depends on the ability of different media to achieve those goals. The more an individual relies on media to fulfill requirements, the more important that media becomes to the individual, leading to amplifying effects (Zhang & Zhong, 2020). Individuals rely on media to fulfill three basic goals: the need to understand the social world (observation), the urgent need to participate meaningfully and effectively within the social milieu and community while adhering to established moral norms (social utility), and the desire to escape reality and social context when it serves as a means of escape and relaxation from anxiety and stress (Ball-Rokeach, 1985; Jung, 2017).

Furthermore, expression may be included as a fourth goal of media reliance. The concept of expression relates to an individual's ability to express their thoughts, beliefs, and views through social media platforms, which have become important ways of self-expression and self-promotion. This goal cannot be achieved within the framework of mass media due to the one-way communication structure (Phillips & Hockey, 2013). Expression itself is a social act on social media platforms, which can be considered a two-way communication tool. Individuals are active participants in creating, distributing, consuming, and recreating content. Thus, social media platforms have become important tools for individuals to achieve the goal of expression in different social contexts (Kim & Jung, 2017).

According to Ball-Rokeach and DeFleur (1976), this theory assumes three types of effects resulting from individuals' reliance on the media, which depend on the characteristics of individuals and their social environment. These effects are:

- **Cognitive effects:** These include overcoming ambiguity caused by a lack of information about the public's social environment or its contradiction, which prompts them to turn to the media for information, and to arrange interests towards various issues and events according to the media's arrangement. The importance of the issue increases by focusing on it and forming positions and trends through unlimited publication.
- **Emotional effects:** Media dependence can lead to emotional desensitization or apathy due to prolonged exposure to violent content. This reinforces insensitivity or unwillingness to help others in real life, and individuals' fears are reinforced by media messages or dramas that depict crime-ridden cities, increasing anxiety.

- **Behavioral effects:** They include the activation element associated with individuals adopting certain behaviors and performing actions as a result of media exposure, which is the final result of linking cognitive and emotional effects with positive and negative effects like demanding equality and justice or engaging in violent acts, and the inactivity element associated with individuals do not act.

Thus, the study employs the media dependency theory in the current study to define the study objectives, formulate its questions and hypotheses, and determine the extent to which voters rely on social media platforms as a source of information about the Jordanian parliamentary elections, as well as the cognitive, emotional and behavioral effects of using these platforms on voters.

### **Previous studies**

Given the body of research on voters' reliance on traditional and new media for political and electoral information, as well as the effects these studies have on voters during election seasons, it is clear that this is an area of great importance. Specifically, Siraki's (2018) study, which included political science students at the Islamic Azad University in Tehran, found that most respondents used social media platforms to follow political topics. 56.7% of respondents to a study by Santhiveran (2029) of American residents said they followed content related to the U.S. presidential election on social media (2016).

Balo and Shawon (2019) and Tahat and Al-Mutairi (2022) revealed that social media platforms receive great attention during political activities, and indicated that the majority of participants use social media platforms as a source of information about parliamentary elections and follow-up of these elections. The study of Alwan (2015), which included a sample of 400 Iraqi citizens, also revealed that most respondents used these platforms to monitor the Iraqi parliamentary elections and political participation. Conversely, Sahab and Mirjan (2020) showed that television was the most influential media outlet in their electoral decisions, while social media platforms were not given much importance in Indonesia. Burnley (2020), Santhiveeran (2019), and Martin (2023) revealed that the principal reason respondents utilized social media platforms to acquire information about elections was to obtain insights into the candidates' campaigns and platforms. Siraki (2018) identified that the principal motivation for this usage was to engage with political information. Furthermore, research conducted by Qutbi (2017) and Biswas et al. (2014), which examined young individuals during elections in India, determined that the predominant motive for utilizing these platforms during parliamentary elections was their delivery of extensive election news. Eneizat et al. (2024) and Momani's (2020) study demonstrated that digital media, particularly social media, profoundly impacts the decision-making of young individuals during elections, as they greatly depend on the information provided by these platforms.

In addition, Tahat and Al-Mutairi (2022) explained that the primary causes for this dependence were their rapid dissemination of election news. According to Biswas et al. (2014) and Qutbi (2017), the primary reason for utilizing these platforms was because social media enables voters to articulate their thoughts freely. However, the main reasons for not relying on these platforms during the elections are different, as the main reason for not relying on them in Kuwait was the exploitation of these platforms to distort the reputation of the candidates (Tahat & Al-Mutairi, 2022).

According to Burnley (2020), Sahab and Marijan (2020), and Qutbi (2017), Facebook was the primary social media platform relied upon for political information during election periods. Brito et al. (2020) proposed that the Instagram application experienced a significant increase in follower count and interaction rates during the presidential elections in Brazil. However, Martin (2024) pointed out that Twitter was the primary platform that researchers used to collect information related to the Kuwaiti National Assembly elections and political issues.

Bright et al. (2020) revealed that the utilization of Twitter during elections correlates with an increase in voter turnout. The research conducted by Lee (2020) revealed that the respondents' engagement in political discourse on these platforms favorably influences their attitudes towards voting and bolsters their confidence in electoral decisions. According to Alwan (2015) and Burnley (2020) suggested that discussing political news on social media platforms enhances election involvement. These platforms enhance the user's efficacy and vigor in executing their responsibilities. The voting decisions

of those engaged on these platforms are influenced by the content they encounter regarding a specific politician (Biswas et al., 2014; Eneizat et al., 2023a).

Siraki (2018) also found that using social media for election information helps people understand leaders' views and ideas. Balo & Shawon (2019) discovered that cognitive impacts were greatest when voters updated their political information and understood candidates. According to Tahat and Al-Mutairi (2022) and Balo & Shawon (2019), the most significant emotional impact of relying on these platforms for electoral information was convincing and motivating participants to vote. Balo and Shawon (2019), Burnley (2020), and Martin (2023) found that the most significant behavioural effects of these platforms are increased opinion-sharing about electoral activities, electoral decision-making, and voter participation. Furthermore, commentary on election campaigns and the dissemination of news and images about the elections had the greatest impact (Alwan, 2015; Qutbi, 2017), while Biswas et al. (2014) found the greatest impact in interactions with political parties involved in the elections.

Many previous studies were undertaken in recent years, demonstrating a broad study interest in the impact of the media, particularly social media platforms, on the public during elections. Given their reliance on them for political and electoral information. The study communities mostly consist of actual election participants who used a questionnaire tool to collect data (Bright et al., 2023), while some studies used content analysis tools for media content (Bright et al., 2020; Brito et al., 2019). This study is consistent with several previous studies on public reliance on social media platforms during elections, their effects, and individuals' attitudes (Balo & Shawon, 2019; Burnley, 2020; Qutbi, 2017). The research was unique in evaluating Jordanian voters' reliance on social media platforms for information on the 2024 parliament elections, and the cognitive, emotional, and behavioral effects that influenced their participation.

### **Methodology**

This research is considered a descriptive study that seeks to precisely comprehend occurrences and events by analyzing their components, variables, and attributes (Mohajan, 2020). It would be a good idea to provide adequate information to elucidate and assess these occurrences, evaluate their consequences and implications, and formulate suitable recommendations to address, develop, alter, complete, or anticipate their future (Mohajan, 2020; Eneizat et al., 2023b). In this study, the researcher employed the media audience survey method to delineate the trends of a cohort of Jordanian voters and to ascertain their perspectives regarding the influence of social media on voters during the 2024 parliament elections.

#### ***Population***

The study population comprises all Jordanians eligible to participate in the 2024 parliament elections. According to Morgan, the sample size is 384, but a sample of 500 individuals representing all segments of Jordanian society was selected to maintain the high response rate. A questionnaire was employed to gather study data, which was electronically designed and disseminated over social media platforms following the conclusion of the Jordanian elections in September. The section on reasons for relying on social networking sites to obtain information about the recent Jordanian parliament elections was measured using a three-dimensional scale, and the following scale was used: 1- A lot, 2- A little, 3- I do not rely on.

A five-point scale was used to assess the attitudes, cognitive, emotional, and behavioral impacts sections regarding respondents' interaction with social media platforms to obtain information related to the 2024 Jordanian parliament elections. The scale ranged from 1= strongly agree to 5= strongly disagree. The arithmetic mean levels are classified into three degrees: (1 - 2.33) low, (2.34 - 3.66) medium, and (3.67 - 5) high.

#### ***Validity and reliability test***

To assess the validity of the questionnaire, it was submitted to a cohort of academics specializing in media to ensure the study tool's validity. A pre-test was administered by distributing the questionnaire to a subset of Jordanian voters, comprising 50 individuals, which represents 10% of the total sample of 500 individuals. The objective was to gather their responses and feedback on the questionnaire, allowing for necessary revisions to ensure linguistic clarity and appropriateness for field application.

The IBM SPSS Statistics software employed Cronbach's alpha coefficient to assess the internal consistency of the study instrument and verify its reliability. The reliability coefficient for the section concerning the impact of social media on the Jordanian voter during the 2024 parliament elections was ( $0.86 = \alpha$ ). The section reflecting trends in following social media among Jordanian voters was ( $0.87 = \alpha$ ), the section on cognitive effects was ( $0.83 = \alpha$ ), the section on emotional effects was ( $0.89 = \alpha$ ), and the section on behavioral effects of following social media on respondents was ( $0.81 = \alpha$ ). These high-reliability coefficient values are deemed acceptable for conducting the study.

### ***Data Analysis***

The statistical analysis software (SPSS) was employed to evaluate the study data post-collection, utilizing the following statistical measures: frequencies, percentages, arithmetic mean, standard deviation (SD), t-test for independent samples, one-way analysis of variance (ANOVA), Least Significant Difference (LSD), and Spearman's correlation coefficient.

### **Finding**

**First:** the degree of respondents' reliance on social media platforms for information about the Jordanian parliamentary elections 2024.

The first place was occupied by those who rely moderately on social media platforms to obtain information about the 2024 Jordanian parliament elections, at a rate of 44.1%, followed by those who rely heavily on these platforms at a rate of 31.7%, while those who rely slightly constituted a percentage of 24.2 %. Respondents who do not use social media platforms were excluded from the total number.

The above-mentioned ratios underscore the impact of social media platforms in the recent parliament elections, as they were widely used in election campaigns and to present candidates' political platforms. The recent development of social media platforms, including their visual appeal, has facilitated the shift of political promotion from traditional methods to digital strategies through these platforms. The features of these social media platforms, especially interactivity, have also facilitated the attraction of voters and their engagement in political discourse with candidates, as well as their participation in commenting, discussing, and expressing ideas about the electoral process. The findings align with the research conducted by Siraki (2018), which indicated that a significant majority of participants utilize social media platforms to engage with political issues. The study by Balo and Shawon (2019) revealed that most participants rely on these platforms to obtain information about parliamentary elections.

**Second:** the social media platforms used by participants as a source of information about the Jordanian parliament elections 2024.

The results of the study indicated that Facebook was the first social media platform that respondents used to obtain information about the Jordanian parliamentary elections, with an arithmetic mean of 2.77, which was classified as high, followed by Instagram with an arithmetic mean of 1.70, which was classified as average, then WhatsApp with an arithmetic mean of 1.45, which was also average, then YouTube with an arithmetic mean of 1.11, which was classified as average, then Twitter with an arithmetic mean of 1.09, which was classified as average, and finally Snapchat with an arithmetic mean of 0.88, which was classified as low.

The results mentioned above align with the findings of Balo and Shawon (2019), Burnley (2020), and Sahab and Marijan (2020), which determined that Facebook was the primary social media platform utilized by respondents for information during election periods. On the contrary, these results contradict some previous studies (Tahat & Al-Mutairi, 2022; Al-Ansari, 2013), which indicated that Twitter was the leading platform employed by voters to acquire information regarding parliament elections.

**Third:** the reasons influencing participants' reliance on social media platforms as a source of information about the Jordanian parliament elections 2024

**Table 1. Reasons for the Jordanian public's following of social media for the Jordanian parliament elections**

Reasons	SD	Mean
I can express my ideas regarding the elections through social media platforms.	0.58	1.75
The ability to interact with topics related to electoral activities.	0.60	1.72
Social media platforms contribute to introducing me to candidates in my electoral district	0.61	1.67
Social media platform contributes to simplifying complex information and making it more understandable to the public	0.62	1.58
Using social media platforms for multimedia, audio, image and video	0.54	1.54
Contribution of social media platforms to introducing me to parties and candidates	0.69	1.53
Contribution of social media platforms to determining my decision about the electoral process	0.77	1.47
Through these platforms, I can discuss my opinions with others about the elections	0.75	1.42
Diversity of social media platforms in displaying information related to the electoral process	0.62	1.35
Social media platforms do not help analyze large sets of election data that may be difficult to analyze traditionally	0.67	1.33
I trust the information provided by social media platforms about the electoral process	0.70	1.29

The data in Table (1) indicates that the primary reasons for respondents' reliance on social media platforms for information regarding the 2024 parliament elections include "I can express my ideas regarding the elections through social media platforms." (M=1.75), followed by "The ability to interact with topics related to electoral activities" (M=1.72), and "Social media platforms contribute to introducing me to candidates in my electoral district" (M=1.67). Conversely, the least cited reasons for reliance were "the ability to discuss my opinions with others about the elections" (M=1.38), followed by "Social media platforms do not help analyze large sets of election data that may be difficult to analyze traditionally" (M=1.33), and "I trust the information provided by social media platforms about the electoral process" (M=1.29).

The above findings can be understood in the context of the role of social media platforms in delivering information available to all members of society. Social media platforms rely on key factors for participation, including the use of images and videos that illustrate information and the ability to interact on posts and discuss with others. These aspects enhance the effectiveness of social media platforms and enable the Jordanian people to participate in the 2024 parliament elections. Candidates use these methods to present themselves to voters, as Al-Momani (2020) noted that the Jordanian people have increasingly relied on social media platforms to obtain information about the Jordanian parliament elections in recent years. This study confirms the findings of previous research (Al-Momani 2020; Diakopoulos, 2022), highlighting the importance of social media in political participation.

**Fourth:** Participants' attitudes towards following social media platforms as a source of information about the Jordanian parliament elections 2024

**Table 2. Your trends towards following social media for the 2024 Jordanian parliament elections**

Items	SD	Mean
Social media platforms have contributed to my knowledge of parties, candidates and their electoral programs	1.02	3.72
These platforms have conveyed information about the elections attractively and concisely	1.10	3.70
These platforms have encouraged voters to participate in the electoral political dialogue.	1.11	3.68
These platforms have provided various forms of information about the electoral process and candidates and have become more widespread as they provide this information in a new journalistic format	1.09	3.63
These platforms have contributed to enhancing democratic participation among citizens.	1.11	3.61



Items	SD	Mean
These platforms have helped candidates communicate with voters online.	1.07	3.53
These platforms provide various information about the electoral process and candidates in different electoral districts.	1.12	3.49
These platforms have contributed to disseminating instructions and voting mechanisms in an attractive, concise, and clear manner	1.05	3.46

Table (2) shows that the most prominent trends of the Jordanian public towards following social media for the Jordanian parliament elections 2024 were represented in “Social media platforms have contributed to my knowledge of parties, candidates and their electoral programs” (3.72=M), followed by “These platforms have conveyed information about the elections attractively and concisely” (3.70=M), and then “These platforms have encouraged voters to participate in the electoral political dialogue” (3.68=M), while the least of these trends were represented by “These platforms provide various information about the electoral process and candidates in different electoral districts” (3.49=M), followed by “These platforms have contributed to disseminating instructions and voting mechanisms in an attractive, concise, and clear manner” (3.46=M).

Following the introduction of the new parties’ law, social media significantly contributed to educating Jordanian voters about the parliament. Many independent candidates and parties utilized social media to disseminate crucial information regarding the significance of parties in the forthcoming phase, aiming to present this information in a novel and accessible journalistic format, incorporating statistics and visuals to engage the Jordanian populace. The present study concurs with other prior investigations that underscore the significance of incorporating visual and numerical components, which are deemed effective in capturing public attention (Al-Momani, 2020; Diakopoulos, 2022).

**Fifth:** cognitive, emotional, and behavioral impacts of using social media platforms as a source of information on participants in the Jordanian parliament elections 2024.

**Table 3. The impact of using social media on voters about the 2024 Jordanian parliament elections**

Items	SD	Mean
<b>Cognitive effects</b>		
Taught me the importance of participating in party-list elections	0.98	3.85
Provided me with important information about candidates in political parties	0.91	3.81
Increased my knowledge of election and application laws.	1.15	3.75
Taught me how to choose local and party lists	1.01	3.73
Increased my ability to compare candidates through their electoral programs	10.2	3.67
Taught me the role of citizens in participating in the current elections	0.98	3.64
Provided me with important information about candidates in my electoral district	0.96	3.61
Increased my ability to analyze the electoral programs of each candidate.	0.91	3.57
<b>Emotional effects</b>		
I was dissatisfied with the electoral programs of the parties participating in the elections.	1.06	3.95
I was bored with the repeated display of electoral campaigns on social media platforms.	1.07	3.92
I was concerned about illegal practices in the elections such as insulting the opposing candidate and trying to tarnish his reputation.	0.95	3.89
I was concerned about the use of social media platforms in the process of buying votes.	0.1.1	3.83
I was concerned about the election of incompetent people.	0.99	3.78

Items	SD	Mean
I was dissatisfied with the electoral programs of the candidates.	1.11	3.57
<b>Behavioral effects</b>		
Changing my mind about some candidates in my electoral district	0.92	4.02
Convincing my family and acquaintances to participate in the elections due to the weakness of the previous parliaments	0.94	3.99
Discussing the elections with others electronically	0.91	3.91
Searching for more information about the candidate I want to vote for	1.04	3.82
Unwillingness to participate in the elections due to lack of trust in some former representatives	1.09	3.80
Communicating with candidates and discussing their electoral programs has become electronic.	0.94	3.76

Table (3) indicates that the most significant cognitive impacts of the Jordanian populace regarding social media for the 2024 parliament elections were reflected in "Taught me the importance of participating in party-list elections" (3.85=M), followed by "Provided me with important information about candidates in political parties" (3.81=M). The most significant emotional impact observed was "I was dissatisfied with the electoral programs of the parties participating in the elections" (3.95=M) and "I was bored with the repeated display of electoral campaigns on social media platforms." (3.92=M), while the most significant behavioral effects were indicated by "Changing my mind about some candidates in my electoral district" (4.02=M), and "Communicating with candidates and discussing their electoral programs has become electronic" (3.99=M).

The results can be interpreted by looking at the widespread information and news related to the 2024 parliament elections, where candidates, voters, and official institutions interacted with social media. Many official and unofficial entities showed interest in the electoral process, especially after the implementation of the party law in the previous elections, as well as the repercussions of the new elections law, which included local and party lists in Jordan, on voter participation. This situation forced many citizens to seek information and guidance on how to deal with the new electoral framework. Many activists used social media to emphasize the importance of the elections, given the unprecedented presence of different parties in Jordan.

Accordingly, the interaction of the cognitive and emotional effects of using social media was reflected in the respondents. Information about holding and participating in elections under the Jordanian Elections Law contributed to enhancing the feeling of boredom from the repetition of election campaigns without a clear vision for voters, all of which were reflected as behavioral effects through unwillingness to participate in the electoral process in 2024. The use of social media also affected the political participation of respondents in the 2024 parliament elections by enhancing their participation in voting, boycotting the elections, and abstaining from voting due to the loss of confidence in previous parliaments.

The above results are consistent with many previous studies, for example (Tahat & Al-Mutairi, 2022), (Balo & Shawon, 2019), and (Siraki, 2018), which concluded that the most prominent cognitive effects resulting from relying on social media platforms as a source of information about elections were represented in highlighting the importance of parliament elections and their impact on the state and providing important information about the elections and the candidates. The results align with the findings of Balo & Shawon (2019), and Biswas et al., (2014), which demonstrated that the primary emotional impacts of utilizing these platforms for election-related information included persuading voters, motivating them to participate, and altering their opinions and beliefs. In addition, the study's findings align with previous studies. Tahat and Al-Mutairi (2022), Balo & Shawon (2019), Burnley (2020), and Siraki (2018) indicated that the most significant behavioral benefits of utilizing these platforms included enhanced opinion sharing regarding electoral activities, informed electoral decision-making, and increased voter involvement.

### **Testing the Study Hypotheses**

Hypothesis 1: There are statistically significant differences in respondents' reliance on social media platforms as a source of information about the Jordanian parliament elections 2024, attributed to their demographic characteristics:

1. Gender: The t-test showed that there were no statistically significant differences in the degree of respondents' reliance on social media as a source of information about the Jordanian parliament elections due to the gender variable, as the t-value reached (-3.32) at the significance level (0.66). It is not statistically significant at the significance level (0.05).

2. Age: The One-Way ANOVA test revealed statistically significant differences in respondents' reliance on social media as a source of information regarding the 2024 Jordanian parliament elections, attributable to the age variable, with an F value of 23.15 at a significance level of 0.000, which is statistically significant at the 0.05 level. The LSD test showed that participants aged 30-34 relied primarily on social media for information, followed by those aged 24-29, those aged 35-39, those aged 40 and over, and finally those aged 18-23.

Hypothesis 2: There is a statistically significant correlation between the degree of respondents' reliance on social media platforms as a source of information about the Jordanian parliament elections 2024 and respondents' attitudes towards following these platforms for the elections. The value of Spearman's correlation coefficient (\*\*)  $\rho = 0.413$  at the significance level (0.000), which is statistically significant at the significance level (0.000), therefore hypothesis 2 was supported.

Hypothesis 3: There is a statistically significant correlation between the cognitive and behavioral effects of respondents who use social media platforms as a source of information about the Jordanian parliament elections 2024. The Spearman's correlation coefficient (Spearman's  $\rho=0.620^{**}$ ) attained a significance level of (0.000), indicating that an enhancement in cognitive influence among respondents, due to their engagement with social media, amplifies their behavioral effects therefore hypothesis 3 was supported.

Hypothesis 4: There is a statistically significant correlation between the emotional and behavioral effects of respondents who use social media platforms as a source of information about the Jordanian parliament elections 2024. The Spearman's correlation coefficient (Spearman's  $\rho=0.735^{**}$ ) attained a significance level of (0.000), indicating that an enhancement in emotional effects among respondents, due to their engagement with social media, amplifies their behavioral effects, therefore, hypothesis 4 was supported.

### **Recommendations**

- It is essential for individuals tasked with planning and executing electoral campaigns to prioritize the formulation of an effective marketing strategy that utilizes social media platforms primarily as a communication tool, considering the significance of these platforms, as the current study indicates that a substantial majority of respondents depend on them for election-related information.
- The importance of utilizing social media to augment electoral engagement among Jordanian citizens through the execution of campaigns and the dissemination of information underscores the significance of electoral participation, alongside fostering political dialogues characterized by substantial freedom and transparency between candidates and voters.
- This study recommends that government agencies use social media to elucidate the electoral process and engage in it to communicate adequate and essential information for the implementation of the electoral process following the submission of party lists in the recent elections.
- This study recommended further research on the use of social media platforms in elections to elucidate their role in election campaign execution, ascertain their political applications, and evaluate their impact on political engagement.

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