Research Article

The Role of social media in the Electoral Campaign for Jordanian Woman: The Nineteenth Parliament Elections of 2020

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Introduction

The importance of social networks has gone beyond individuals' social affairs to influencing their various kinds of economic, political and practical life affairs. These networks have become closely linked to political, social and commercial promotion and marketing. They have an important place for disseminating ideas and exchanging opinions and information (1) especially in controversial or pluralistic issues of opinion such as the parliamentary elections, which has competitive in nature.Today, social media networks are used in a way that exceeds the media (2), and it has an exceptional presence in campaigns and electoral fields, as well as the candidates in many countries use it as a place for their propaganda and electoral programs due to the intensity of its use. The speed of its spread among the people, with its influence that exceeds the traditional means of propaganda, and its ability to influence on individuals and forming public opinion and supporting it.

Jordanian woman found what she wanted in her electoral campaign. Social networks have contributed to covering the gap between her and the parliamentary elections that need constant communication, activity and very intense meetings that women in our eastern society may not be able to do, which is governed by some social restrictions in conservative societies that restrict women, while men exercise their freedom of movement and communication with voters at all times.

The role of social media networks is important for women to help them in electoral competition in light of a very uncomfortable atmosphere for movement within the mass base and also in light of the Corona pandemic that limits meetings, and therefore these networks are an important option for communication in light of the widespread use of their use in the Jordanian society, which has a number of accounts in these networks are 10.9 million accounts, while the population is approximately 10 and a half million. These accounts are distributed among Facebook, Twitter, Instagram, Snapchat, and Linked In. (3)

Therefore, the role of social networks in the electoral campaign for Jordanian women raises many of the ideas discussed in this research in its four chapters.

Key Words*: Woman Candidate, Parliamentary Elections, Social Media, Electoral Campaign, Election Marketing & Promotion.*

Chapter One: The General Framework for Research

1- Research Problem

This research focuses on the role that social media networks supporting Jordanian woman in her electoral campaign. It also deals with the ability of these networks to achieve influence and interaction between woman and her eastern society in which she cannot move freely like man. In addition, she is not able to stand on the contribution of these networks in light of the Corona pandemic and social distancing .Moreover, what the female candidate faces as result of the negatives, provocation, or positives through these networks, which enabled each candidate to create an electronic environment to communicate with the electorate.

2- Research Questions

1. What are the uses of social media networks by Jordanian woman running for parliamentary elections, and what are the mechanisms for her dealing with these networks?

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2. What are the most common features of social media networks that motivate Jordanian woman candidate for parliament to use them in her electoral campaigns?
3. To what extent does Jordanian woman candidate running for parliament depend on social networks to obtain the votes of the electorate?
4. What is the degree of interaction between Jordanian woman running for Parliament, with voters and electoral publications via social networks?
5. What are the motives behind the Jordanian woman running for Parliament using social networks in her electoral campaign?
6. What are the advantages related to woman candidate as a result of her use of social media networks in her electoral campaign?
7. What are the positive aspects related to the influence of the electorate due to the woman candidate for parliament's use of social networks in her electoral campaign?
8. What are the negatives reflected on Jordanian woman candidate for parliament as a result of her electoral campaign through social networks?

3- Research Objectives
1. Exposing the extent of social media presence in the electoral campaign of Jordanian woman in terms of use, dependence, interaction and influence.
2. Identifying the positive role that social networksworks play and contributions that enhance the strength, competitiveness and presence of woman candidate in the parliamentary elections in Jordan, as well as uncovering the negatives that woman candidate faces through these networks.

4- Importance of Research
This study is important because it is the first in Jordanian State that examining the role of social media networks in the electoral process of Jordanian woman. Moreover, it gains its importance because it will provide accurate information to the media library, the public of communication networks and woman's studies centers, and thus this lead to identify the genuine reality of the relationship between these two parties.

5-Definition of Study Terms Procedurally
Woman Candidate: In this study, the Jordanian woman in all electoral sites and departments in Jordanian State who ran for parliamentary elections for the nineteenth Parliament which was elected on November 10, 2020.

Parliamentary Elections: They are the elections that defined by the Jordanian constitution, through which the Jordanian people elect representatives in parliament and take place through a specific voting process which supervised by the Independent Elections Commission, and in this study , the elections are those that took place on November 10, 2020.

Social Media Networks: are the sites and programs that depend on the Internet to facilitate communication between users and exchange information between them through computers, mobile devices or other smart devices in order to interact with others, communicate with them and get to know them. They are used by candidates in the elections as part of their electoral campaign to communicate with voters, present programs and ideas, exchange views, and getting votes and supporters.

The Electoral Campaign: In this study, it is the phase that preceded the polling day (voting) that was on November 10, 2020, during which the woman candidate and her electoral program were promoted, the rallying of proponents, and earning the voters by using traditional means (comments), the media and social networks, in addition to meetings and sessions, and other methods that fall under the concept of the campaign and that are in accordance with specific instructions and controls by the state.

The Nineteenth Parliament: It is the nineteenth parliament since the declaration of the independence of the Jordanian state in 1946. The parliamentary elections for the nineteenth Parliament were held on November 10, 2020 in accordance with the 'Election Law of 2016' and the number of its members is 130.

Chapter Two: Theoretical Framework of the Research
First: The Used Theories
A- Social Marketing Theory: It works to promote ideas to become a recognized social value in society, and is based on the principle of using various communication tools to promote the idea socially, with the aim of achieving the greatest possible spread and influencing the public to adopt a behavior consistent with the proposed idea. (4). This theory is related to the research topic in terms of woman promoting the idea of her candidacy in society or promoting her electoral program. In Jordan, she looks with interest until society accepts the idea of her candidacy, and this is the first important step, which is without it, it is difficult for woman to compete with others.

B- Uses & Gratifications Theory: This theory deals with the idea that individuals consciously choose the messages they wish to be exposed to in order to achieve a partial or total response to their needs and motives (5). It is one of the most important theories, which focus on uncovering the motives of the public's use of the media as well as the benefits achieved from this use (6). This research is related to it in the sense that it deals with the

use of social media by women candidates in their electoral campaign in terms of habits, methods of use and their motives.

C- Diffusion of Innovations Theory: It assumes that media channels are more effective in increasing knowledge about innovations (7).Innovation is any new idea, style or pattern that is used to influence people, educate them, educate them and change their lifestyles (8). This theory meets with this research because communication networks are modern innovations that have advantages in publishing processes and are linked to all aspects of life.

Second: Previous Studies

1- Al-MasalhaStudy 2009 (9): *"Women's Participation in the Jordanian Parliament"*, which aimed to assess woman's participation in the fourteenth parliament, and concluded with conclusions, most notably that the media did not do justice to women in the fourteenth Jordanian parliament, so that her presence and effective performance were not presented in parliament and in parliamentary work. The study revealed the inability of female parliamentarians to play the same social roles that played by male parliamentarians in communicating with the electoral rules.

2- Al-Khawaldeh Study 2014 (10):*'Woman's Political Participation in the Arab Spring Stage: An Analytical Study of Jordanian Woman's Participation in the Parliamentary Elections of the Seventeenth Parliament.'* It aimed to know the extent of woman's effectiveness in the seventeenth parliament of 2013. It concluded that women parliamentarians in the seventeenth parliament had performed well and participated positively in the 2013 parliamentary elections, where the number of Jordanian women candidates for the elections reached 191 women, of whom 18 women hold seats in the Seventeenth Parliament.

3- Al-Azzam and BaniSalama Study 2018 (11): *The Role of Social Media in the Elections of the Eighteenth Jordanian Parliament in 2016: A Field Study.* The study concluded with results, the most important of which are that communication sites have a role in the success of some candidates through their prominent role in the electoral campaigns, and through them, the voter gets acquainted with complete information about the elections and the candidates. Nevertheless, these networks contributed in losing the privacy for both candidate and the voter by both sides at the same time.

Current Study Got Benefits from Previous Studies: Previous studies contributed to determining the topic of the current research; as in its recommendations, there are references to the importance of standing on the topic of the current research. In addition to the need to reveal the extent of social media support for woman in her issues within society, especially in the elections and their political presence. Moreover, the current research has benefited from previous studies in defining the themes, paragraphs, questions and objectives of the questionnaire that these studies talked about in their results about the need to bridge the research gap between woman and social networks.

Third: Woman & Social Networks

Social media networks today come as an important means in terms of their impact and speed of spread, in addition to the low advertising costs in them, which are many times less than the usual traditional means such as printed pictures, banners, paper publications, and other such high-cost means. Consequently, woman finds in these networks a way that is less expensive, more rapid and widespread. The thing that must be exploited in the electoral campaign and focus on it. (12) Especially in light of the presence of obstacles to the movement of people and their mixing, whether from a social or epidemiological aspect, or the dissatisfaction that we sometimes notice and that criticizes woman's movements.

And because the elections in Jordan are mostly individual, and independents and not partisans succeed, the women who are fewer in the parties face difficulty in competing in such a situation that, according to the nature of Jordanian society, requires intense communication at the individual level and with most voters, and this is a matter in which women need to supporting tools that represents in social networks. So by through them women can communicate with community members, communicate easily and instantly with them, and obtain information, news and interaction with others through them. (13)

The role of social media networks is increasing in public life, which we have started using as a medium to be social (14). The momentum of their use increased after the spread of the smart phone and entered all life affairs, as the prevalence of smart phones among individuals in Jordan is more than 90%. The number of internet subscriptions in Jordan, there are more than 8 million subscriptions, which enhances the role of these networks in supporting woman in the various affairs of their lives. It is true that the media have a role in supporting women in her issues, but before the advent of social networks, this role was in a narrow and unclear context.

In Jordan, Facebook network acquires the largest share of citizens' accounts by up to 46%, and about 5 million accounts, while the number of their accounts in the 'Instagram' application is 2.10 million accounts, and the number of their accounts in the 'Snapchat' application is 2.15 million accounts, while the number of their accounts on the Twitter Platform is 743.5 thousand accounts, and the number of Jordanian accounts in the social and professional "Linked In" network is estimated at 910 thousand accounts (15). Therefore, this momentum in

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the accounts confirms the research's view about the importance of identifying the role of these networks that represents an important aspect of society. It includes two sides which are: elections, obtaining the votes and support of the electorate, and woman who needs to a lot of support and assistance in the Arab region.

According to the statistics of *'Sky News Arabia'*, *'Google Analytics'* and *'Forbes Magazine',* the presence of 'woman' on the social network in a purposeful and distinctive way exceeds the presence of man on social media channels themselves, as the percentage of active women's accounts on social media networks reached 70% at the time that the male presence rate has reached 40% (16), and the woman's need continues to create favorable conditions for her to improve her skills and knowledge in the latest technologies to enhance her capacity and presence in society and combating the negative image and discrimination against her (17). So she pursues by using social media to achieve her motivation in competition and winning (18).

Chapter Three: Methodological Framework for Research

(A) - Type & Method of Research: This research depends on the survey method. The approach is the style or method that using to access the required information in scientific and objective ways (19).

This study is classified within descriptive studies that are based on studying phenomena as they are in reality, and expressing them quantitatively (20). The method of the survey is to record and interpret the role of social media networks in the electoral campaign of Jordanian women that use these networks to achieve satisfactions related to her electoral and competitive presence (21)

(B) - Research Population & its Samples: The two researchers considered the research population (all the women who are officially nominated to run for the Jordanian parliamentary elections for the year 2020 which their number is 365 women registered in the lists of the Independent Elections Commission as **the research sample,** who are spread in all cities, villages, valleys and camps).

The two researchers will distribute the study tool to all of them (365) as comprehensive surveys, in order to reach accurate, comprehensive and adequate results.

(C) - Data- Collection Tool: The questionnaire is the appropriate tool for this research, and its questions as a result of theories of Uses & Gratifications, Technological & Social Determinism, and Theory of Diffusion of Innovations. The questionnaire included general data for women and many questions about the role of social networks in their electoral campaigns with their effects on electorate.

(D) - Study Limits: There are three limits, the spatial one, which is all regions of the Jordanian State. The human one, which is all women candidates in the 2020 parliamentary elections. The temporal one that includes the period of study in which the questionnaire is distributed from 1/11/2020 until 11/20/2020 (i.e. ten days before polling day, which was on 10/11/2020, and ten days after polling day).

(E) - Test of Validity & Reliability of the Study Tool

(a) - Validity of the Study Tool: To ensure the validity of the questionnaire, its suitability for application, and its representation for the purposes of the study, after reviewing the theoretical literature. It was presented to specialists in the field of media to know the extent of the scale for the dimension that was set, to ensure the integrity of the language for the scale clauses, and the proposed amendments were made from them. They are (see Appendix No. 1).

(b) - The Stability of the Study Tool: The most common statistical method for measuring reliability is 'Cronbach Alpha' method, which, after applying it to all the (51) questions directed to Jordanian women candidates for Parliament, the result of Cronbach Alpha was (0.87).), which indicates the high ability of the study tool in measuring what it was designed for.

Chapter Four: Results of the Study

This chapter presents the results of the research that the two researchers reached through the questionnaire and its clauses by applying to the research theories and achieving its objectives.

The Study Sample:

The study sample consisted of (102) women candidates for the 2020 parliamentary elections who responded to the two researchers and filled out the questionnaire after continuous and constant contact with them, which is a suitable number for research. Table No. (1) shows the distribution of the sample according to personal and functional variables.

Variable	Category	Repetition	Ratio%
Age Group	30-39	32	31.4%
	40--49	27	26.5%
	50--59	35	34.3%

	60 and over	8	7.8%
	Total	102	100.0%
Educational Level	Less than university	29	28.4%
	First university degree	39	38.2%
	Postgraduate studies	34	33.3%
	Total	102	100.0%
Place of Living	Bedouin & rural area	3	2.9%
	Village	37	36.3%
	Camp	3	2.9%
	City	59	57.8%
	Total	102	100.0%
Party Affiliation	No	79	77.5%
	Yes	23	22.5%
	Total	102	100.0%

The previous table shows that the most age of women who ran for elections is between 50-59 years at a rate of 34.3%, and this age group is the period of intellectual maturity of the individual, and is suitable for parliamentary work with its issues and decisions that require life experience, wisdom and thinking.

Most of the female candidates obtain a first university degree by 38.2%, and a higher degree by 33.3%, and this confirms that educated woman runs in elections and seek to enter the circle of decision makers and increase her social and political interaction in society and increased her ambition to run in parliamentary elections.

The results show that most of the female candidates (the study sample) are urban dwellers, at a rate of 57.8%, while their percentage decreases in the Bedouin & rural and camps areas. This confirms the need to increase the percentage of woman's presence in these areas. The results also show that 77.5% of women candidates do not belong to parties, a large percentage that reveals the lack of party presence of woman in Jordan who seems to prefer to run independently. Therefore, there is a necessary need for Jordanian woman to become more involved in party life or that Parties should increase the process of attracting and supporting women.

The Results of the First Question: What are the uses of social media networks by Jordanian woman running for parliamentary elections, and what are the mechanisms for her dealing with these networks?
Four axes answer this question:
First, Table No. (2) shows the networks most used by them in the electoral campaign.

Question	Answer	Repetition	Ratio%
On which social networks do you have accounts	Facebook	96	53.9%
	Twitter	30	16.9%
	Linked In	17	9.6%
	Instagram	35	19.7%

It is evident from the previous table that Jordanian female candidates for Parliament in 2020 used the Facebook network in their election campaigns in the first place, at a rate of 53.9%, and secondly, the Twitter platform at 16.9%. This reveals the female candidate's interest in the Facebook network, which many references have confirmed as the most used network in Jordan. Therefore, the candidate uses the most widespread network among voters, which may achieve good results for her in her electoral campaign.

Second: Table No. (3) shows the periods of time for the accounts owned by the female candidate

Question	Answer	Repetition	Ratio%
How long has the female candidate subscribed to social networks?	Since I decided to run in the parliamentary elections	5	4.9%
	Less than a year ago	4	3.9%
	More than a year ago	3	2.9%
	More than two years ago	6	5.9%
	More than three years ago	84	82.4%

The previous table shows that most of the female candidates who have owned accounts in social networks for more than three years at a rate of 82.4%, and this indicates that they are able to use these accounts, which require great practice and knowledge in order to be used in electoral campaigns.

Third: Table No. (4) shows the duration of the daily use of the female candidates on social networks

Question	Answer	Repetition	Ratio%
Duration of Use	Less than an hour	7	6.9%
	From one to two hours	26	25.5%

From two to three hours	34	33.3%
More than three hours	35	34.3%

The previous table shows that female candidates use their accounts on social networks for more than three hours a day, and this corresponds to competitive electoral conditions that stimulate an increase in the use of communicating with the electoral rules. This affirms that electoral campaigns for women require a long time to spend in communicating with members of society who are abundant in these networks.

Fourth: Table No. (5) clarifies the mechanisms for women candidates to deal with their accounts during the election campaign

	Clauses	Answer	Repetition	Ratio%
1	Do other people manage the female candidate's accounts on social networks?	No	51	50.0%
		Yes	51	50.0%
2	Does the female candidate use the live broadcast service in social networks during the electoral campaign?	No	47	46.1%
		Yes	55	53.9%
3	Did the female candidate create new accounts for her electoral campaign?	No	17.6%	18
		Yes	84	82.4%
4	Are the men, who are members of the list to which the female candidate belongs, intentionally excluding her in their campaign for the list?	No	54	52.9%
		Yes	48	47.1%

The previous table shows that half of the 50.0% of the female candidates use their accounts personally in the electoral campaign while the other half use other people to do account management to devote themselves to other affairs. The results also show that 53.9% of their electoral campaigns use the live broadcast service provided by Facebook, and this is an important result in that women can directly participate with others in their activities and opinions. The results also show that female candidates have established new accounts for the electoral campaign with a rate of 82.4%. The results also revealed an important result, which is that 52.9% of female candidates said that the men on their electoral list did not exclude them in the electoral campaign for the list as a whole, while 47.1% of them said that they were excluded, and the last one is a high percentage, which is so close to half. Therefore, we can say that discrimination occurred against women candidates by men in the electoral campaign for the electoral list in which the woman is a member.

The Results of the Second Question: What are the most common features of social media networks that motivate Jordanian woman candidate for parliament to use them in her electoral campaigns? Table No. (6) illustrates the results.

	Question	Repetition	Ratio%
1	Available speed publication at all the time.	71	23.8%
2	Low financial cost compared to other advertising means.	63	21.1%
3	Ease of use everywhere.	62	20.8%
4	Providing fast services to interact with electorate.	52	17.4%
5	The intensity of electorate use of it and their turnout.	50	16.8%

The previous table shows that female parliamentarians find that the 'available speed of publication at all times' is the most motivating factor for them to use social media networks in their electoral campaigns, with a rate of 23.8%, followed by a comparatively lower financial cost compared to other means of advertising, and thirdly with a relative ease of use. The foregoing confirms the benefit that the social media features gave to society as a whole, especially the woman in whom she found a strong supporter in reaching voters and interacting with them, taking advantage of their many advantages.

Results of the Third Question: To what extent does Jordanian woman candidate running for parliament depend on social networks to obtain the votes of the electorate? Table No. (7) illustrates the results:

	Clauses	Repetition	Ratio%
1	I depend on them as a primary source for obtaining the electorate's votes.	21	20.6%
2	I depend on them as a secondary source for obtaining the electorate's votes.	50	49%

3	I rarely depend on them as a source for obtaining electorate's votes.	13	12.7%
4	I depend on them as a comparative source for obtaining the electorate's votes.	18	17.6%

The previous table shows that Jordanian female candidates for Parliament rely on social media networks as a secondary source to obtain the votes of the electorate by 49% (i.e. as a second degree).Thus it is an important accreditation. It is true that it did not come as a major accreditation, and this is due to the presence of many influences and factors that interfere with the process of obtaining votes. Therefore, the result here is very logical and confirms at the same time the important role that communication networks play in obtaining women's votes in the midst of usually strong competition.

The Results of Fourth Question: What is the degree of interaction between Jordanian woman running for Parliament, with voters and electoral publications via social networks? Table No. (8) illustrates the results

	Clauses	SMA	Standard Deviation	Rank	Degree
5	Putting (*Like*) on reactions to her electoral campaign.	4.32	0.99	1	High
4	Submitting opinions, positions, photos or videos related to her electoral campaign.	4.09	1.04	2	High
2	During the electoral campaign, to what extent did the female candidate respond to the comments of others?	3.89	1.12	3	High
1	A woman candidate shares the posts of others who support her electoral campaign.	3.85	1.09	4	High
6	A woman candidate publishes opinion polls in her electoral campaign accounts.	3.25	1.31	5	Medium
3	During the election campaign, the woman candidate publishes in her accounts the news of the Independent Electoral Commission.	3.18	1.16	6	Medium
	Domain as a Whole	3.76	1.12	-	High

The previous table shows that Jordanian women candidates interact highly with their electoral campaign posts, including responses from others, their posts, corresponding them and sharing their opinions. The SMA for all interaction clauses ranged between (3.18-4.32). The highest of them was that they put *(Like)* on the responses of others, with a SMA of (4.32). Secondly, sending opinions, positions and videos related to their electoral campaigns with a rate of (4.09). Therefore, women find this interaction important to get benefit from communication networks in the field of elections in which they need intense interaction that facilitated the implementation of these networks, whose strong role in supporting women is evident in the previous research results her electoral campaign

The Results of Fifth Question: What are the motives behind the Jordanian woman running for Parliament using social networks in her electoral campaign? Table No. (9) illustrates the results:

	Clause	SMA	Standar Deviation	Rank	Degree
5	Facilitating communication due to the Corona pandemic and social distancing.	4.26	1.08	1	High
3	The large presence of electorate in them, that making the matter easier for woman candidate to address and communicate with them.	4.02	1.08	2	High
1	Publishing her electoral program.	3.98	1.18	3	High
2	Sharing views with the grassroots.	3.95	1.11	4	High
6	Involving the impact and persuasion, obtaining the electroate's votes.	3.80	1.25	5	High
4	To meet female and male voters who you do not know before.	3.73	1.09	6	High

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Domain as a Whole	3.96	1.13	-	High

The previous table shows that the most powerful motive for Jordanian female candidates' use of social networks in their electoral campaigns is facilitating communication in light of the Corona pandemic and social distancing with an average of (4.26), and this is an important result in which social media networks come as an alternative to communicating with electorate in light of the Corona pandemic that imposed social distancing in Jordan and the fear of mixing during the elections. In addition, in second place comes the motive 'The large presence of electorate in the networks that facilitated communication with the rate of (4.02), as well as the rest of the motives come at high rates.

The Results of the Sixth Question: What are the advantages related to woman candidate as a result of her use of social media networks in her electoral campaign?

Table No. (10) illustrates the results:

	Clause	**SMA**	**Standard Deviation**	**Rank**	**Degree**
13	The social presence of the female candidate increased among different age groups.	4.18	94	1	High
5	Social media platforms have increased her knowledge of official news about the elections and their instructions.	3.95	1.17	2	High
9	Social media platforms helped her by introducing her to the jobs that people want from the winning representative.	3.93	1.16	3	High
2	Communication and corrospendanc services kept her in constant contact with the electorate.	3.86	1.11	4	High
1	Social media platforms have introduced her to grassroots.	3.84	1.16	5	High
11	Social media platforms helped her by saving her money because they are less expensive than other means of advertising.	3.82	1.16	6	High
14	Social media platforms have increased her presence among the political and cultural elites in her constituency.	3.80	1.13	7	High
7	Social media platforms helped her to know more about the members of her clan.	3.75	1.26	8	High
10	Social media platforms helped her to uncover and respond to the rumors that she was exposed to.	3.51	1.17	9	Medium
6	Social media platforms have increased her communication with other female and male candidates.	3.33	1.26	10	Medium
12	Social media platforms helped to introduce for the electorate the electoral program of the party to which the female candidate belongs.	3.28	1.16	11	Medium
8	Social media platforms helped her to know the candidates who belong to parties.	3.26	1.22	12	Medium
3	Social media platforms helped her to know the places of residence of female and male voters.	3.25	1.11	13	Medium
4	Social media platforms helped her to know the grassroots who would vote for her and the ones who would not.	3.10	1.25	14	Medium
	Domain as a whole	3.63	1.16	-	Medium

The previous table shows that most of the clauses came with high and medium SMA, and this confirms that there are many positives that are achieved for women candidates from these networks, as it came in first place *'I have increased my social presence among different age groups'* with an average of (4.18), and this is an important result because communication networks achieve a great positive for female candidates in terms of social presence, which is at the top of the needs that any female candidate in the elections seeks.

In second place, social media networks increased the woman candidate's knowledge of official news about the elections and their instructions, with an average of 3.95, meaning that these networks played a news role for female candidates who need to know the official details and instructions that are always issued by the official authorities concerned with the elections. And the third is the positive: The woman candidate knew the jobs that people want after winning at average of 3.93, and this makes her fully aware of people's demands, visions and aspirations in the event of her victory and facilitates parliamentary work for her. The rest of the positives and their ratios can be found in the previous table.

The Results of the Seventh Question: What are the positive aspects related to the influence of the electorate due to the woman candidate for parliament's use of social networks in her electoral campaign? Table (11) illustrates the results:

	Clause	SMA	Standard Deviation	Rank	Degree
6	Social media platforms contributed to convey to her the electroate's aspirations easily and quickly.	3.93	1.06	1	High
2	Social media platforms contributed to increasing voter communication with female candidates.	3.85	1.13	2	High
5	Social media platforms made the electorate aware of the female candidates' movements.	3.75	1.14	3	High
9	The electoral campaign through social media contributed in increasing the interaction and discussion towards raising political awareness among electroate.	3.71	1.16	4	High
7	Electorate learned through social media, about the number of the female candidate's supporters.	3.64	1.05	5	Medium
1	Social media platforms played a positive role in convincing boycotting electorate to participate.	3.55	1.09	6	Medium
3	Social media platforms motivated woman voter to stand strong with woman candidate.	3.37	1.08	7	Medium
4	Social media platforms played a positive role in convincing electorate of the role of women in parliament and broke the barrier of bias towards men.	3.34	1.21	8	Medium
8	The communication sites contributed to reveal for woman candidate the electorate who asking for money to vote.	3.23	1.28	9	Medium
Domain as a Whole		3.60	1.13	-	Medium

The previous table shows that the clauses were at high and medium percentages, and this confirms the effect of using these networks in the electoral campaign for Jordanian woman in terms of influencing the electorate. The highest positive rate was for these networks that conveyed the electorate's aspirations easily and quickly with an average of (3.93). It means that the benefit return to the electorate who can convey their aspirations to the candidate without being face-to-face with him/her in light of the constant preoccupation these days and the conditions for social distancing due to the act of Corona. In the second positive place: an increase in the voter's communication with the female candidates, with an average of (3.85), and this is an important result, especially as the voter in conservative societies being hesitant and embarrassed to meet the female candidate at any time. Thus, the voter finds in the communication networks a good alternative to face-to-face communication with the female candidate. As for the rest of the positives and paragraphs, they can be found in the previous table.

The Results of Eighth Question: What are the negatives reflected on Jordanian woman candidate for parliament as a result of her electoral campaign through social networks? Table (9) illustrates the results:

	Clause	SMA	Standard Deviation	Rank	Degree
2	Being abused by the clan because of her running in the elections.	3.84	1.26	1	High
3	Being blackmailed for paying black money (money for voting).	3.58	1.34	2	Medium
1	Being slandered and extruded on the basis of gender.	3.39	1.39	3	Medium
4	Because the comment and response in these networks are	3.36	1.36	4	Medium

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	open, some of them have been used against woman candidate.				
6	Calling her through these networks to achieve personal services and interests for the electorate in exchange for voting for her.	3.24	1.31	5	Medium
7	She was excluded in polls in these networks due to her focus on man and not woman.	3.24	1.35	6	Medium
5	Exposuring to public demands that are difficult to fulfill on her own in Parliament.	3.09	1.38	7	Medium
	Domain as a whole	3.39	1.34	-	Medium

The previous table shows that the highest negativity among the clauses is the candidate's exposure to abuse by her clan because of her running for elections with an average of (3.84). This is a very important result, which reveals to us the woman's suffering from abuse caused by the refusal of her clan or members of it to nominate her in light of the tyranny of masculine thought that in some areas refuses to nominate woman. Therefore, she exposes in social networks to insult or abuse, which reveals an urgent need to raise the level of awareness and acceptance of women's candidacy to be equally the candidacy of men.

The negativity that came in the second rank is: The candidate's exposure to blackmail to pay black money (money for voting) with an average of (3.58) and to a medium degree, and this is a dangerous result for society and affects the integrity of the elections. It also affects woman who, in such a case, cannot compete with others without paying money, mobilizing supporters, buying their votes, or getting female candidates to buy votes, which reduces the actual value of the poll. As for the rest of the negativities , they are clear in the previous table.

Conclusion

The studies of social networks extended to various fields, and would not have affected the relationship between them and the issue of Arab woman who trying to reach decision-making institutions that are monopolized by men. This research comes to present a quantity of important information in studies of women and social networks whose results showed that these networks play a large, influential and clear role in supporting woman candidate in her electoral campaign to Parliament, and they are an important tool that fills a large gap in front of women in the conservative society.

According to the findings of this research, social media networks constituted an important alternative to face-to-face communication hindered by the Corona pandemic, and a necessary alternative for Eastern woman who is reluctant to be visited by electorate in her place of residence in light of the individual nature of running for elections. Therefore, this saves time and effort to reach the majority of electroate, especially if the posts of her campaign are funded (paid advertising) that can reach all citizens in the specified areas with a lower cost than traditional means, so it saves money on woman in exchange for a power of influence in gaining supporters.

Last but not least, in the light of the impact of these networks, the two researchers recommend expanding the use of these networks by woman regarding the various social, political and economic issues in which they clash with man. Therefore, she will be more present and benefit from their features, especially the Facebook network which is most used by Jordanian woman running for Parliament, which is the most influential network in Jordanian public opinion.

Finally, the two researchers also recommend addressing the harassment that has been exposed to woman by members of her clan through social networks and the necessity to raise awareness that woman has in public affairs as well as man. Therefore, the old inherited ideas regarding this matter must be eliminated. Furthermore, there is a need by the State to take real measures to change the culture of '*Voice for Money*' that harms society and hinders the advancement of woman who is strongly challenged by man.

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