# Electoral Campaigns Management in Social Media and its Relation with Political Awareness Among Voters in Jordan

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**Abstract**

This research aims to introduce the relationship between electoral campaigns management in social media and the political awareness among voters in Jordan. The study society was all the voters of all the seven electoral areas in Amman, the capital of Jordan. The sample consisted of (400) responders. The study depended on the theory of depending on social media that assumes that the audience uses the social media to fulfil its knowledge needs and psychological and individual objectives in order to form its behavioral attitudes in certain circumstances. The study concluded that social media discusses the electoral issues which touch the interests of voters which show that they have interests in the subjects presented in the electoral campaigns in social media about the electoral programs of the candidates; they depend on these campaigns to know everything related to the candidate of the parliament in Jordan. It also shows a relationship between the electoral campaigns in social media and the political awareness among the Jordanian audience. The study recommended the importance of recognizing the necessity of the subjects and cases discussed in the electoral campaigns in social media for its important role in the political awareness among the Jordanian audience.

**Keywords**: Electoral campaigns management, social media, political awareness, Voters in Jordan.

**Introduction**

The electoral campaigns are an extend to the political and social marketing that aim to encourage a large number of voters to vote for a political candidate or a party through using a group of techniques and processes which aim to deliver the information, thoughts, and feelings to the voters.

This communication leads to create some views or beliefs in the voter that make him ready in advanced to accept the political creed or the thesis presented by the candidate or the party about his political program (mu'awe, 2014).

Social media sites play an important role in the life of society these days, as they have a positive and negative impact on all sectors of society, and provide a variety of materials with negative and positive connotations.

Political awareness expresses the understanding and awareness of the general political climate. It is formed from the interactions and plans carried out by the active individuals on the political scene. It may consist of popular political actions based on the current local, regional or international political situation (Pages & Ferrand, 2009,p: 388).

Political awareness among individuals is characterized as a characteristic that distinguishes man from other living creatures, and it includes that state of mind that is based on continuous interaction expressing the perceptions that members of society hold about the conditions and circumstances prevailing around them with its various components (Christie, 2012, p: 44).

**Problem of the study**

Technological changes and developments in the field of communication and information technologies, and the rapid and successive changes that we are witnessing in our time, have necessitated the study of these emerging phenomena in a manner that suits the peculiarities of our societies.

Based on this, the researcher reviewed many studies, and his careful reading of electoral campaign management on social networking sites, he found that there is an urgent need for a Jordanian study examining the relationship between electoral campaign management on social networking sites and its relationship to the formation of political awareness among the public, despite the fact that This relationship has been presented through studies conducted in many countries.

The problem of the study lies in a question that revolves in the researcher's mind about the extent of the ability of electoral campaigns to use social networking sites and its relationship to the formation of the political awareness of the Jordanian public for the candidate in the elections of the nineteenth Jordanian House of Representatives, which took place in 2020, and the extent of reliance on these networks to communicate with the electorate who has the right They have the right to vote in the unique elections of these Houses of Representatives instead of communicating directly with them through other traditional promotional means.

**Questions and hypothesis of the study**

**The first question**: Do social networking sites raise electoral issues that touch the interests of voters in the House of Representatives elections in Jordan?

**The second question**: Are voters interested in the topics presented by election campaigns on social media about the electoral programs of candidates for the Parliament elections in Jordan?

**The third question**: Do voters rely on election campaigns on social media to know everything related to the candidate for the House of Representatives elections in Jordan?

**The fourth question**: Is there a statistically significant correlation between the management of electoral campaigns on social media and the formation of political awareness among the Jordanian public?

**The first hypothesis**: that social networking sites do not raise electoral issues that touch the interests of voters in the Parliament elections in Jordan.

**The second hypothesis**: that voters do not care about the topics presented by electoral campaigns on social media about the electoral programs of candidates for the House of Representatives elections in Jordan.

**The third hypothesis**: that voters do not rely on election campaigns on social media to know everything related to the candidate for the House of Representatives elections in Jordan.

**The fourth hypothesis**: There is no statistically significant correlation between electoral campaign management on social media and the formation of political awareness among the Jordanian public.

**The objectives of the study**

The study aims to identify the relationship between the management of electoral campaigns in social networking sites and the formation of political awareness, by identifying the following sub-goals:

1-Identifying the electoral issues that touch the interests of voters and that are presented on social media in the Parliament elections in Jordan

2- Indicating the degree of voters' interest in the topics presented by election campaigns on social media sites about the electoral programs of candidates for the Parliament elections in Jordan.

3- To reveal the degree of voters' dependence on electoral campaigns on social media to know everything related to the candidate for the Parliament elections in Jordan.

4- To identify the nature of the correlation between the management of electoral campaigns in social networking sites and the formation of political awareness among the Jordanian public.

**Significance of the study**

The importance of this study stems from the fact that it is based on extrapolating and diagnosing the current reality of social networking sites and their relationship in shaping the political awareness of the Jordanian public. Although no one can predict the details of the future, it is clear that social networking sites will have a huge and clear impact on daily life, as this study can benefit all scientific research bodies in media studies, academic studies and universities alike.

Therefore, it is hoped that this study will prompt many researchers in the media field to conduct more new research in this field, through its theoretical literature, previous studies and research tools whose validity and reliability have been confirmed, and can be employed and used in future studies, as it represents an attempt to contribute by providing additions Media knowledge within the limits of this topic, and hence the usefulness and feasibility of this study and its importance at this stage that is witnessing a rapid change whose path is sometimes difficult to control. Shaping the political awareness of voters in Jordan.

**The limits of the study**

1- **Spatial boundaries**: This study includes the seven electoral districts in the capital, Amman.

2- **Temporal limits**: This study was completed during the period between August 2020 and November 2020.

3- **Human limits**: This study includes registered voters in the electoral districts in the capital, Amman, and who voted in the elections of the nineteenth Jordanian House of Representatives, which took place in 2020.

**Procedural concepts**

**Electoral campaigns**: They are a set of activities carried out by the candidate to inform the electorate and provide them with information about his personality, the ideas he believes in, his electoral program, policy and objectives, and try to win over and influence them in various ways, methods, means and capabilities available in the channels of communication and persuasion in order to obtain their approval to vote for him.

**Social networking sites**: They are social websites on the Internet, and are considered the mainstay of the new or alternative media, which allows individuals and groups to communicate with each other through this virtual space.

**Political awareness**: It is the direct and indirect understanding and awareness of the reality experienced by members of society in the local, regional and international environment, through knowledge of the active and influential forces in national and global decision-making and knowledge of the nature of the problems of the era and the surrounding economic, social and political conditions and conditions.

**The theoretical support of the study**

**Media Dependence Theory**: This theory assumes that the public resorts to the media to meet its cognitive needs, individual and psychological goals, and crystallize its behavioral attitudes in certain circumstances. The need for information, knowledge and news increases or decreases according to the need for this news, information and knowledge, and therefore individuals are more dependent on the media to obtain information in the event of social instability (Dulaime, 2015, P.26).

**The curricula of the study**

It relied on the descriptive and analytical approach, with the aim of testing hypotheses and clarifying the results and recommendations of the study, which stemmed from the study of the relationship between the management of electoral campaigns for the House of Representatives in Jordan on social media and the formation of political awareness among the Jordanian public.

**The sample and population of the study**

The study population consists of all voters in the seven electoral districts in the Jordanian capital, Amman, who actually participated and exercised their electoral right in the elections of the nineteenth Jordanian House of Representatives, which took place in 2020. As for the method and method by which the study sample size was limited, the researcher was guided by statistical formulas The approved sample in calculating the study sample in such cases and according to the law of sample size and statistical equations, mentioned in (Bazara'a, 2016), where the total of voters included in the study sample settled on (400) singles.

**The method of the study**

A questionnaire was designed that contained a number of closed questions. The clarity of the questions was taken into account in its construction and the suitability of the formulated language and in a manner that suits the different levels of the study sample. It was presented to the sample members and filled out from them after explaining the objective of the study.

**Authenticity of the method**

The researcher conducted a validity test in order to ensure the credibility of the study tools in the results of the study, by presenting them to some professors in the Media Department at the Middle East University, and the proposed modifications were made by the professors.

**Tool stability**

The reliability coefficient of Cronbach Alpha was used, and the reliability of this questionnaire according to the Cronbach Alpha criterion reached (91.3%), which is an excellent percentage for the adoption of the results of this study.

**Methods for collecting data and information**

In this study, two types of information sources were relied on: primary sources and secondary sources, as follows:

**First: Secondary data**: It is the data obtained from library sources and from the literary review of previous studies in order to lay the scientific foundations and the theoretical framework for this study, such as media books, scientific materials, magazines, specialized periodicals and scientific publications.

**Second: Primary data**: These are data that were collected through the field study and using the questionnaire that was designed for the purpose of the current study.

**Statistical Analysis Methods**

Statistical methods were used within the Statistical Program for Social Sciences (SPSS), and the data were processed through the use of mean, frequencies, percentages, and a (one sample t-test to test) for the study hypotheses.

**Previous studies**

The study of Abu Zaid, (2013) aimed to identify the role of the new media in managing electoral campaigns by applying to the presidential election campaign of Barack Obama in 2008, and it found a direct relationship between the development that occurred in the means of communication and the development in the tools and mechanisms used by electoral campaigns, as Political marketing mainly depends on the processes of communication with the public and voters.

Hammouda's study (2013) aimed to identify the nature of the role played by social networks in motivating Palestinian youth to participate in societal issues as a goal and to clarify the role of interaction with social networks in developing the participation of Palestinian youth towards their societal issues, and the study showed that Facebook came Ranked first as the most used and interacted social network, according to the sample's point of view.

The study of Maawi (2014) also aimed to identify the role of electoral campaigns in political upbringing, and the study showed that election campaigns as a political communication activity interacted with all layers of Algerian society, especially university students, and played an important role in achieving awareness that several institutions seek. community to reach.

The study of Shatla and Maree, (2015), concluded that the most prominent use of social networking sites by young people was to follow up and participate in the events of the 2014 Egyptian presidential elections.

As for Shehata's study, (2016), it concluded that there is a role for political marketing campaigns in shaping the mental image of political party election candidates, and that political marketing is the method that enables the political organization to deliver political discourse and ideas to citizens, and it was also found that political marketing is A set of methods and methods that political organizations use in order to define goals and programs capable of influencing the behavior of the electorate in general.

**What distinguishes the current study from previous studies?**

This study is characterized by dealing with the issue of managing election campaigns for the House of Representatives on social networking sites by shaping the political awareness of the Jordanian public, through a field study in the electoral districts in the capital, Amman. It polled the perspectives of voters in Jordan.

**Election campaign concept**

Successful electoral campaigns carried out by the candidate or party are the first and real beginning to reach the desired goal and win the elections, as the successful electoral campaign is the one that exploits every available opportunity and takes advantage of it in targeting voters to deliver the candidate's electoral program within the available time, as that the campaign develops a persuasive message about the candidate or party, it follows up the actions according to reasonable plans and policies to reach the electorate, and perhaps the most important stage of the electoral process is the electoral campaign, as this stage is trying to each candidate for the elections to obtain the support of the voters, expressing the ideas and opinions that he is convinced of, and also presents to the voters an electoral program Through it, he explains what he wants to do if he wins the elections (Al-Alam, 2015, p. 91).

Electoral propaganda is defined as all communication activities aimed at increasing and supporting confidence in a candidate or party in a particular election. Propaganda includes providing the electorate with the necessary information and influencing them in all ways, methods, means and capabilities available to increase the candidate's supporters. These activities are carried out through all communication channels. and persuasion in order to achieve victory in the elections (Abu Jalil, 2018, p. 75).

Some see electoral propaganda as persuasive communication activities related to a specific electoral situation that are practiced by a candidate or party directly and indirectly, with the aim of persuading voters to elect him and to obtain the largest possible number of votes and to win the elections (Hijab, 2007, p. 32).

Social networks are used to conduct electoral campaigns due to their low cost and ease of creating and disseminating propaganda images and videos. They also provide a great opportunity to break periods of electoral silence and weak oversight over the ceilings of funding these campaigns. These advantages represent violations of the restrictions imposed by the Election Supervision Committee.

Electoral campaigns on social networks represent major transformations in the field of electoral propaganda, as political actors in the election campaign have the capabilities to mobilize and mobilize voters, influence their orientations, and adequately cover the voting process and monitor it until the election results are finally announced. The networks provide the opportunity for the candidate's representatives and campaign volunteers to participate in organizing the electoral campaign's activities (Al-Sumaida'i, 2015, p. 112).

The researcher believes that the electoral campaign on social media is an extension of political and social marketing, and that this campaign aims to induce or encourage the largest possible number of voters to cast their votes for one of the parliament's candidates. As for electoral propaganda, it is a set of techniques and processes that aim to deliver Information and ideas to the electorate and this communication creates and strengthens the opinions or beliefs of the voter, which creates a predisposition to agree to a political doctrine, or specific proposals for the candidate, and this undoubtedly affects the voter's choices in one way or another.

**Social media concept**

Social networking sites are defined as "sites on the Internet that provide a virtual community through which people communicate and exchange information and interests in a specific topic related to their daily activities with family, family and friends, or to exchange, or to increase their circle of acquaintances. There are sites and electronic services used for dating, friendship sites, and sites for business purposes And trade, and there are sites that provide a combination of these ends that take place within the Internet, which in this way is a method for exchanging information in an instant (Al-Miqdadi, 2013, p. 24).

Social networking sites are also known as sites on the Internet, these networks have the ability and the possibility to assemble their members on the ground and in a limited period of time, and to publish their activities, events and plans to all Internet users wherever they are, where users can participate and contribute to creating or adding their pages and easily on social networks Interactivity that allows the possibility of communication between users of these networks at any time they want and in any part of the world where they can be (Al-Dulaimi, 2017, p. 183).

From the above, the researcher concludes that social networking sites are sites that bring relatives and friends together and allow them to meet and get acquainted with other members who share with them the same interests in the election campaigns of the House of Representatives, read what they wrote, see pictures related to these elections that they added and add notes to them. These sites also allow Friends have the opportunity to read what they write about the election campaigns and see the photos and comments they add to their page.

**The concept of political awareness**

The concept of political awareness is based on a comprehensive vision of what this concept includes of values, knowledge and political trends, and political awareness means the ability that a person possesses to correctly understand the prevailing conditions, political issues and existing problems, whether at the level of the country in which he lives, or at the level of the world, so that he has the ability To study the events, analyze them and link them to reality, and then draw conclusions about these events, and it is this awareness that motivates the person to try to make changes to the existing situation and work to develop it continuously and in proportion to the convictions that he has about the event (Al-Ghazi, 2009).

He defined political awareness as "the process of individuals acquiring knowledge, skills, experiences and capabilities, and their awareness of their political rights and duties, the role assigned to them, and the events and facts that happen around them, which they must do in order to be able to participate in society as active members, in addition to their ability to visualize the surrounding reality in a way. holistic and transcending the experiences of the group to which he belongs, and this can only be achieved by having certain qualities such as willingness for political participation and a sense of political power" (Abdel-Fattah, 2012, p. 67).

Political awareness is defined as "that state of mind that is represented in the individual's awareness of the world around him in a mental or emotional manner. Therefore, human awareness is manifested in multiple forms that differ according to the perceived field or subject of awareness. (Bakkar, 2010, p. 204).

The researcher defines political awareness as a set of values, trends and political principles owned by the individual and that allow him to effectively participate in dealing with the problems and conditions prevailing in the society in which he lives, so that he analyzes and judges them and determines his position on them, which pushes him to move in order to develop and change them. Understand the environment surrounding it, and push it towards political participation in a way that makes it able to rise to the level of real democracy.

**The relationship between electoral campaigns on social media and the formation of political awareness**

The electoral campaigns practiced by candidates on social media is a high-end form of democracy on their way to resolving the competition to obtain the votes of the electorate. Success depends on the extent to which he is able to convince the electorate of it, and his ability to get rid of the influences that the other candidate seeks to influence the citizens (Abu Jalil, 2018, p. 75).

The importance of the candidate planning his electoral campaign is evident in his ability to form the political awareness of the electorate, which is reinforced by the candidate's control over his negative elements and at the same time taking advantage of all the factors that govern the electoral behavior of the voter. It is represented in having the ability to display banners and hold celebrations in the squares and streets, rather, it has become a science and an art with methods, means and ethics that contribute to the formation of the political awareness of the voter, and this matter needs to understand the principles on which the scientific planning process for the electoral campaign is based and support the foundations related to the awareness of the electorate of the importance of political participation, which has become a sure guarantee for winning the elections (Zuhair, 2012).

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The relationship between electoral campaigns on social media and the formation of political awareness is strong, through what the election campaigns seek to provide direct communications between the candidate and his target audience of his campaign, which contributes to the formation of their political awareness, as the arrival of the message in social networking sites Clearly, it helps to achieve the goal of the communication process and to achieve positive results related to the formation of political awareness among the public (Junaid, 2013).

Perhaps the reason that prompts the candidate in the recent period to resort to social networking sites to manage his electoral campaign is its great impact and the high number of users of this reality, as well as its ability to form the political awareness of the voter and reach it at any time and not oblige him to be in one place, and the websites of Social media is a means that helps to add privacy to the candidate's relationship with the voter, in addition to other aspects such as the low cost of using social networking sites, and the lack of need for large budgets if compared to traditional means of communication, which increases the rate of use of these sites among the candidates themselves (Al-Alamy , 2011, p. 41).

The researcher believes that the major shifts in the candidate's use of social networking sites in his electoral campaign aim to enhance communication with voters to introduce the electoral program and their ability to shape their political awareness and serve them in a better way. The large use of computer devices, mobile and smart phones, and the speed in the spread of the Internet based on the use of modern and advanced technologies.

**The results of the descriptive and analytical statistics of the study variables**

**The first axis**: the electoral issues raised by social networking sites that touch the interests of voters in the parliament elections in Jordan.

**Table (1): Arithmetic averages and standard deviations for the first axis**

| No. | Terms | Average | standard deviation | ranking | Importance |
|-----|-------|---------|--------------------|---------|------------|
| 1 | Election campaigns are used in social networking sites to improve the mental image of the candidate for the elections among different groups of the public | 3.841 | 0.7927 | 2 | High |
| 2 | Election campaigns use social media to analyze public opinion trends about the candidate for elections | 3.545 | 0.8501 | 7 | Medium |
| 3 | Election campaigns are used on social media to create an informed public opinion about the candidate for elections who can address various issues of interest to society | 3.862 | 0.7805 | 1 | High |
| 4 | Election campaigns are used on social networking sites to raise the standing of the candidate for elections among the public | 3.791 | 0.7990 | 4 | High |

| 5 | Election campaigns are used in social networking sites to remove the causes of misunderstanding in the relationship of the candidate for the elections with his audience | 3.800 | 0.8927 | 3 | High |
|---|---|---|---|---|---|
| 6 | Election campaigns use social media to deliver an effective message to the candidate's work while conveying it to the public | 3.567 | 0.8501 | 6 | Medium |
| 7 | Election campaigns are used in social media to increase the bonds of love, trust, cooperation and understanding that will achieve the success of the candidate for the elections | 3.652 | 0.8869 | 5 | Medium |
| | **Total average** | **3.722** | **0.7415** | | **high** |

It is clear by examining the data in Table (1) that the arithmetic averages for this axis ranged between (3.862-3.545) and that "election campaigns are used on social media to create a conscious public opinion about the candidate for elections who can address various issues." of interest to the community" was the highest among the average responses, while the statement that "election campaigns use social media to analyze public opinion trends about the candidate for elections" was the lowest among the average responses. As for the standard deviations, the low values that were obtained indicate that the answers of the study sample are close and similar to some extent. Regarding the first hypothesis test, the following was found:

**Table (2): T-test results. test for the first hypothesis**

| variable | t . value calculated | t value tabular | Sig-t | Statistical decision |
|---|---|---|---|---|
| Social networking sites do not raise electoral issues that touch the interests of voters in the Parliament elections in Jordan | 16.284 | 1.645 | 0.000 | reject the null hypothesis |

It is clear from the data in the previous table (2) that the calculated T value is (16.284) while its tabulated value is (1.645), and by comparing the values that were reached in testing this hypothesis, it is found that the calculated value is greater than the tabular value, so it is rejected The null hypothesis and acceptance of the alternative hypothesis which states that "social networking sites raise electoral issues that touch the interests of voters in the Parliament elections in Jordan." This is confirmed by the significance value (Sig.) of (0.000) as it is less than 5%.

**The second axis**: voters' interest in the topics presented by election campaigns on social networking sites about the electoral programs of candidates for the Parliament elections in Jordan.

**Table (3): Arithmetic averages and standard deviations for the second axis**

| No. | Terms | Average | standard deviation | ranking | Importance |
|---|---|---|---|---|---|
| 8 | The topics raised on social media about the candidate's electoral program are of my interest | 3.785 | 0.7692 | 3 | High |
| 9 | The topics presented on the electoral candidate program on social media are compatible with the religious values of Jordanian society | 3.847 | 0.8351 | 2 | High |
| 10 | Social networking sites pay the most attention to issues related to the electoral program of the election candidate | 3.885 | 0.7885 | 1 | High |
| 11 | The topics presented on social networking sites are appropriate for the different age groups of voters who are entitled to vote | 3.620 | 0.8614 | 6 | Medium |
| 12 | The topics presented on social media contribute to raising the level of awareness and awareness of voters who have the right to vote in the elections | 3.647 | 0.8115 | 5 | Medium |
| 13 | Social networking sites contribute to shaping my attitudes about the topics included in the electoral program of the election candidate | 3.682 | 0.8466 | 4 | High |
| 14 | The positive content on social networking sites about the candidate's program for the elections contributes to a conceptual change towards various topics related to these elections | 3.517 | 0.8741 | 7 | Medium |
| | **Total average** | **3.711** | **0.3017** | | **High** |

It is clear from the data in the previous table (3) that the arithmetic averages ranged between (3.885 - 3.517) and that phrase No. (20), which states that "social networking sites pay the greatest attention to issues related to the electoral program of the election candidate" is the highest among the average responses. While statement No. (34), which states that "the positive contents of social networking sites about the candidate's program for elections contribute to a conceptual change towards various topics related to these elections" was the lowest among the average responses. As for the standard deviations, the low values that were obtained indicate that the answers of the study sample are close and similar. Regarding the second hypothesis test, the following was found:

**Table (4): T-test results. test for the second hypothesis**

| variable | t . value calculated | t value tabular | Sig-t | Statistical decision |
|---|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| Voters' interest in the topics presented by electoral campaigns on social media about the electoral programs of candidates for the House of Representatives elections in Jordan | 11.327 | 1.645 | 0.000 | reject the null hypothesis |

It is clear from the data in the previous table (4) that the calculated T value is (11.327) while its tabular value is (1.645), and by comparing the values that were reached in testing this hypothesis, it is found that the calculated value is greater than the tabular value, so it is rejected The null hypothesis and acceptance of the alternative hypothesis which states that "the voters are interested in the topics presented by the electoral campaigns on social media about the electoral programs of the candidates for the parliament elections in Jordan." This is confirmed by the significance value (Sig.) of (0.000) as it is less than 5 %.

**The third axis:** voters' dependence on electoral campaigns on social media to know everything related to the candidate for the House of Representatives elections in Jordan.

**Table (5): Arithmetic averages and standard deviations for the third axis**

| No. | Terms | Average | standard deviation | ranking | Importance |
|---|---|---|---|---|---|
| 15 | The content of the material presented about the electoral candidate's program on social media is appropriate in terms of form and output | 3.833 | 0.7505 | 1 | High |
| 16 | The content of the candidate's program for parliament elections on social media corresponds to the level of the event | 3.599 | 0.8711 | 6 | Medium |
| 17 | Rely on the material presented on social media to find out everything related to the candidate's program for the elections | 3.810 | 0.8628 | 2 | High |
| 18 | Rely on the content provided by social networking sites about the candidate's program for the elections because it is highly credible | 3.545 | 0.8649 | 7 | Medium |
| 19 | The content of the media material presented on social media about the candidate's program for the elections is characterized by knowledge and culture | 3.763 | 0.7711 | 3 | High |

| 20 | The stories presented on social media about the electoral candidate's program are of an interactive, human and spiritual nature | 3.692 | 0.7849 | 5 | High |
|---|---|---|---|---|---|
| 21 | There is consistency and harmony between the sound and music accompanying the electoral candidate's program with the content of the presented material | 3.756 | 0.7921 | 4 | High |
| | **Total average** | **3.714** | **0.7762** | | **High** |

It is clear from the data in the previous table (5) that the arithmetic averages ranged between (3.833 - 3.545) and that phrase No. (35), which states that "the content of the material presented about the candidate's program for elections on social media is appropriate in terms of form and output" is The highest among the averages of the answers, while statement No. (38) which states that "rely on the contents provided by social media about the candidate's program for the elections because it is highly credible" was the lowest among the averages of the responses. As for the standard deviations, the low values that were obtained indicate that the answers of the study sample are close and similar to some extent. Regarding the third hypothesis test, the following was found:

**Table (6): T-test results. test for the third hypothesis**

| variable | t . value calculated | t value tabular | Sig-t | Statistical decision |
|---|---|---|---|---|
| Voters' dependence on election campaigns presented on social media | 11.375 | 1.645 | 0.000 | reject the null hypothesis |

It is clear from the data in the previous table (6) that the calculated T value is (11.375) while its tabular value is (1.645), and by comparing the values that were reached in testing this hypothesis, it becomes clear that the calculated value is greater than the tabular value, so it is rejected The null hypothesis and acceptance of the alternative hypothesis which states that "the voters depend on the electoral campaigns on social media to know everything related to the candidate for the parliament elections in Jordan," and this is confirmed by the significance value (Sig.) of (0.000) as it is less than 5% .

**The fourth axis**: the correlation between the management of electoral campaigns in social networking sites and the formation of political awareness among the Jordanian public.

**Table (7): Arithmetic averages and standard deviations of the fourth axis**

| No. | Terms | Average | standard deviation | ranking | Importance |
|---|---|---|---|---|---|
| 22 | Electoral campaigns on social networking sites are distinguished from the electoral candidate's | 3.572 | 0.8510 | 6 | Medium |

| | | | | | |
|---|---|---|---|---|---|
| | program by the element of persuasion and acceptance by the public | | | | |
| 23 | Electoral campaigns on social networking sites are distinguished from the electoral candidate's program by the element of persuasion and acceptance by the public | 3.652 | 0.8234 | 4 | Medium |
| 24 | The method of managing election campaigns in social networking sites is characterized by the fact that it addresses the public in an attractive way | 3.766 | 0.7796 | 3 | High |
| 25 | The content of the electoral campaigns on social networking sites prepared for the electoral candidate's program is characterized by its multiplicity and diversity | 3.582 | 0.8140 | 5 | Medium |
| 26 | Electoral campaigns on social networking sites help to form my opinion on the various political issues raised in the candidate's program for the parliament elections | 3.869 | 0.7455 | 1 | High |
| 27 | The election campaigns on social media about the candidate's program for the elections affect my behavior pattern | 3.803 | 0.8152 | 2 | High |
| | **Total average** | **3.707** | **0.7909** | | **High** |

It is clear from the data in the previous table (7) that the arithmetic averages ranged between (3.859 - 3.562) and that the phrase No. (46), which states that "election campaigns on social networking sites help to form my opinion on the various political issues raised in the candidate's program Parliament elections" is the highest among the average responses, while statement No. (30), which states that "election campaigns on social media about the candidate's program for the parliament elections are characterized by the element of persuasion and acceptance among the public" was the lowest among the average responses. As for the standard deviations that indicate the extent to which the values of this variable are dispersed from the arithmetic mean, the low values that were obtained indicate that the answers of the study sample are close and similar to some extent. Regarding the third hypothesis test, the following was found:

**Table (8): T-test results. test for the fourth hypothesis**

| variable | t . value calculated | t value tabular | Sig-t | Statistical decision |
|---|---|---|---|---|
| Correlation between the management of electoral campaigns in social networking sites and the formation of political awareness among the Jordanian public | 98.9 | 1.645 | 0.000 | reject the null hypothesis |

It is clear from the data in the previous table (8) that the calculated value of T is (9.98) while its tabular value is (1.645), and by comparing the values that were reached in testing this hypothesis, it becomes clear that the calculated value is greater than the tabular value, so it is rejected The null hypothesis and acceptance of the alternative hypothesis which states that there is a "correlational relationship between the management of electoral campaigns on social media and the formation of political awareness among the Jordanian public," and this is confirmed by the significance value (Sig.) of (0.000) as it is less than 5%.

## Results

In its theoretical framework, it was based on the theory of media dependence. The study concluded a set of results that can be summarized as follows:

The results of the study showed that social networking sites raise electoral issues that touch the interests of voters in the House of Representatives elections in Jordan, and that electoral campaigns on social networking sites are used to create a conscious public opinion about the candidate for elections who can address various issues of concern to society, and to improve the image of the community. The candidate for mental elections has different categories of the public. It has also been found that election campaigns on social media are used to remove the causes of misunderstanding in the candidate's relationship with his audience.

The results of the study showed that voters are interested in the topics presented by the electoral campaigns on social networking sites about the electoral programs of the candidates for the Parliament elections in Jordan. Social networking sites are compatible with the religious values of the Jordanian society and fall within the interest of the electorate.

The results of the study showed that the voters depend on the electoral campaigns on social media to know everything related to the candidate for the Parliament elections in Jordan, and it was shown that the content of the material presented about the candidate's program on the social networking sites is appropriate in terms of form and output, and it was also found that the audience It depends on the material presented on social networking sites to know everything related to the candidate's program for the elections.

The results of the study showed that there is a correlation between the management of electoral campaigns on social networking sites and the formation of political awareness among the Jordanian public. Campaigns affect the behavior of the public, and it was found that the method of managing election campaigns on social media is characterized by being attractive to the public.

## Recommendations

The researcher presents a set of recommendations, which are as follows:

1-The necessity of realizing the importance of the topics raised and issues addressed by the parliamentary election campaigns on social media, due to their important role in shaping the political awareness of the Jordanian public.

2- The interest of the parliamentary election campaigns in conveying an effective message of the candidate's work for the parliament's elections to the public in line with their knowledge needs about these elections.

3- Emphasis on those in charge of managing the electoral campaigns of the parliament by addressing public issues of an interactive, human and spiritual nature in their electoral campaigns on social media.

4-The need for the use of electoral campaigns on social media to be compatible with the various segments of society and to provide them with accurate information about the candidate's program for the elections.

5- Providing positive contents in what is presented on social networking sites about the candidate's program for the parliament elections, as it contributes to changing the public's perceptions towards various issues related to elections.

6-The need for the topics presented on social networking sites to be appropriate for the different age groups of voters who have the right to vote in the parliament elections.

7- The reliance of those in charge of managing the electoral campaigns for the parliamentary councils on the content provided by social networking sites about the candidate's program for the parliamentary elections because it is highly credible.

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