



## RASSED - A Scan of Electoral Campaigning over Social Media for Jordan's 2016 Parliamentary Elections

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**40% of lists have Facebook pages.**

**29% of lists use pre-paid boosts for their Facebook pages and posts.**

**32% of lists' Facebook pages include manifestos and election programs.**

**65% of candidates have Facebook accounts and pages.**

Within the framework of monitoring the proceedings of Jordan's 2016 parliamentary elections, RASSED's team conducted an assessment on lists and candidates use of web-based electoral campaigning tools, particularly Facebook as it is the most commonly used social media outlet in Jordan.

This study assessed virtual activism indicators both quantitatively and qualitatively. This was done through tracking the virtual presence of electoral lists on Facebook, the level of list-audience virtual interaction, lists and candidates' published content, and outreach approaches utilized by each. A combined methodological framework was adopted to measure quantitative and qualitative indicators, where all accounts and pages that could be found through a bilingual search were included in the study. To validate the search approach, a random sample of those who were not found was drawn, and lists were contacted to confirm their virtual absence. The search validation revealed a margin of error of less than 3%. It should be noted that this study covers online activity until 5 Sep. 2016.

Both lists and individual candidates were targeted, with the study revealing that 40% of lists running for the upcoming elections have Facebook pages, significantly concentrated in Amman, Irbid and Zarqa. 60% do not.

The study also revealed that 29% of lists who have Facebook pages are using paid advertisement and promotion boosts, while 71% do not. In regards to content, 81% of virtually active lists post multimedia content, and only 22 lists were found to produce their own videos. Only 32% of virtually active lists published their manifestos and election programs.

When tracking page pictures, the study revealed that 48.4% of active lists included all their candidates in their page pictures, while 37.5% of these lists have the list's symbol as their page picture. 14.1% have a picture of only one of the candidates as the page picture.

As for individual candidates, the study revealed that 65% have active Facebook pages and/or accounts, while no trace of Facebook activity was available for 35% of all candidates. 95% of candidates who have pages/accounts post multimedia content, and only 19% had their manifestos and election programs posted.

When assessing the numbers of fans and followers, the study revealed that the number of fans and followers for all active list pages totaled 115,000 followers/fans. While personal accounts of individual candidates had much greater numbers, totaling 2.93 million followers/fans. It should be noted that one candidate has 1.17 million followers, and another has 800,000 fans. The remaining number was distributed among all other candidates.

## Lists (227)

## Candidates (1264)

