



# Jordanian Media and its impact on political diversity in Jordanian society A field study

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**Citation:** Abdallah Ahmad Mohammad Atiyyat (2024), Jordanian Media and its impact on political diversity in Jordanian society  
A field study, Educational Administration: Theory and Practice, 30(3), 2770- 2789  
Doi: 10.53555/kuey.v30i3.8135

## ARTICLE INFO

## ABSTRACT

The study aimed to know the impact of Jordanian media on political diversity in Jordanian society. The study also sought to know the degree to which members of the research sample follow Jordanian media and the degree of their impact on political diversity, to achieve the objectives of the study, the researcher resorted to descriptive studies, where the survey method was used, applying the public sample survey method, and the questionnaire was distributed to a sample of (166) individual public opinion leaders according to the intentional and accessible sampling method, and this study reached several results, the most important of which are:

1. The results showed that (%84.4) of the respondents follow digital media and social networks to a greater extent than traditional media, with the exception of television,
2. The results confirmed that the community's follow-up to what the media publishes about political diversity was to a great degree (%73.2).
- 3-. The results showed that the impact of the Jordanian media on Jordanian society is greater than the impact of parties (%90.8), as the impact of political awareness that individuals are exposed to from the media is reflected in Jordanian society,
4. The results of the study showed that the impact of the Jordanian media on Jordanian society is significantly positive (%73.4), and the electronic (digital) media is again the most widespread and easiest tool for presenting political diversity,
5. The results of the study concluded that political diversity reflects on society, enriches it, leads to a political upbringing, and creates politically conscious individuals who are aware of their political rights and duties, and are aware of their political rights and duties. This study came to establish a reference for this type of research on political diversity in Jordan and the importance of Jordanian media in the correct political upbringing.

**Keywords:** Media, impact, political diversity, Jordanian society.

## Introduction

Today, the media and communication have become a major player in various life scenes at the present time, and an engine that supports the course of events, due to the essential role they play in our daily lives, as they have become within reach, and communication with the outside world cannot be achieved without their presence; they also work to develop individuals' capabilities and increase their knowledge and information.

The media, in its various types, have created an information revolution and a major life necessity that cannot be dispensed with, in terms of: the multiplicity of their goals and the roles they play, and the function of transmitting information and news is one of the important functions performed by the media; because it has made these means a link of communication and convergence between the peoples of the world with their diverse cultures, as the media cannot continue without the presence of the public, as it is the source of its strength, as more public is exposed to the media, its strength and importance increase, and the media is

distinguished by its ability to deliver its messages to a wide audience with different trends and levels, so that the message reaches them at the same time, and with amazing speed.

Jordan is considered one of the countries that possesses a media apparatus whose channels reach all segments of Jordanian society, in its cities, villages and desert, this geographical and demographic diversity imposes on the Jordanian media the necessity of adapting to this diversity, and it is tasked with melting this diversity into a single national climate represented by the cohesion of the internal Jordanian fabric, after which Jordan launches into the wide space in its regional and international relations.

From here comes the responsibility of the media in being a tool for political education in society, and in conveying the image of the civilizational and human experience to the world, especially since the media possesses modern technological techniques that greatly help in conveying information at high speed in sound and image to various segments of society.

Diversity in Jordanian society - like other societies - exists in its composition and structure, there are many types of diversity, the role of the media is to transform this diversity from negative elements or generators of discord and problems into positive features or characteristics, and sometimes to address the problems left by some forms of diversity resulting from immature dealings by any group of people with any type of diversity, in Jordan, the media has contributed to localizing some types of diversity and helped society to adapt to it, It has also contributed to calling for political diversity that includes the lever of the democratic process. Political diversity has left a cultural and political impact, and Jordanian society has absorbed Arab and non-Arab immigrant population groups that have integrated into it and become part of it.

Based on the above, this study came to examine the impact of Jordanian media on political diversity in Jordanian society.

#### **The problem of the study and its questions:**

This study aims to identify the Jordanian media and its impact on political diversity in Jordanian society, and the extent to which these media have positive or negative effects on political diversity in Jordanian society.

The problem of the study revolves around trying to identify the impact of Jordanian media on political diversity in Jordanian society?

Accordingly, the study questions are determined by the following set of sub-questions:

- 1- What is the degree of following the media in Jordanian society?
- 2- What is the degree of impact of Jordanian media on Jordanian society?
- 3- What is the degree of impact of Jordanian media on political diversity in Jordanian society?
- 4- Are there statistically significant differences at the level of ( $0.05 \geq \alpha$ ) in the degree of impact of Jordanian media on Jordanian society according to the variables of gender, educational level, experience in the public and private sectors, and position?

#### **Importance of the study:**

The importance of the study lies in trying to enrich the scientific studies and research conducted on the impact of the media on political diversity in Jordanian society, which are few if not rare, especially since the Arab and national library lacks such a study, and since Jordan is located in a geographical area inflamed with political, ethnic and sectarian conflicts on all its borders, and despite the long period of time for these conflicts, Jordan has remained steadfast and cohesive, far from them, but rather the awareness of Jordanian society has increased of the importance of consensus, cohesion and societal harmony, so it was necessary to study the subject of Jordanian media and its impact on political diversity in Jordanian society, and the importance of the study is represented in its treatment of a group that has its influence and position in Jordanian society, which is intentional sample representing public opinion leaders.<sup>1</sup> (Maki, 2014).

#### **Objectives of the study:**

This The study aims to identify the following objectives:

- 1- The degree of media follow-up in Jordanian society.

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<sup>1</sup> Opinion Leaders: The context of the emergence of the term is related to scientific research in the field of the impact of media and communication on the public, as they are a group of individuals who have an impact on the behavior of others, as a result of their uniqueness in various ways such as their personality, skills, or knowledge of public affairs: Their personality, skills, or knowledge of public affairs, and they are often more likely to use the means of communication than others."

- 2- The degree of impact of Jordanian media on Jordanian society.
- 3- The degree of impact of Jordanian media on political diversity in Jordanian society.
- 4- To know whether there are statistically significant differences at the level of ( $\alpha \geq 0.05$ ) in the degree of impact of Jordanian media in Jordanian society according to variables (social type, educational level, experience in the public and private sectors, and position).

### Study hypotheses:

The current study seeks to examine the following hypotheses:

1. There are statistically significant differences between the degree of impact of Jordanian media on political diversity in Jordanian society according to demographic variables (social type, educational level, experience in the public and private sectors, and position).
2. There is no effect of the type of medium that individuals rely on, and the degree of impact of Jordanian media on political diversity in Jordanian society.

### Procedural definitions:

**Media:** It is the techniques, tools or methods through which information or events are communicated and exchanged with the public, the media is called the "fourth authority" due to the depth of its impact on the local and global community, including print media such as: newspapers, magazines, and non-print media such as television, radio and the Internet, although we can see in it a distinct authority that may exceed other authorities (Abdul Qader, 2018)

**Effect: "Echo"** is the effect that results from the message reaching the receiver in the communication process, this reaction is considered evidence that the message that the sender sent to achieve a specific goal has reached the desired goal, to the receiver, this confirms to the sender that the message has arrived, and the extent of its acceptance or rejection, in the communication process in which there is interaction between its various elements, when the receiver takes the role of the sender or source, and begins to carry out the communication process where he says his opinion or expresses it in one of the forms, and sends it to the first source, this is what we call "echo", or impressionistic return, or effect (Al-Hamam, 2011).

**Political diversity:** A political system based on the coexistence of different and independent groups in management and is in multi-party politics by adopting several political parties in a country (Al-Bunduqji, 2015).

**Jordanian society:** Jordanian society consists of three categories: urban, rural and desert residents, since independence in 1946, Jordanian society has gone through a series of developments through increasing population growth due to the natural increase in the population (high birth rate and low death rate) and the unnatural increase associated with the influx of forced migrations from neighboring countries due to wars (among the most important migrations that Jordan received: Palestinian migration after the 1948 war, the 1967 war, the return of thousands of Jordanian expatriates from the Gulf states after the Second Gulf War in 1991, the migration of Iraqis after the Second Gulf War in 1991 and in 2003, and finally the continued influx of Syrian refugees resulting from the Syrian crisis since 2011). (Awad, 2017).

### Previous studies:

**1. Al-Azzam's study (2015)** entitled: "The Jordanian elite's reliance on Al-Jazeera talk shows as a source of political information", this study aimed to identify the extent of Jordanian elites' reliance on Al-Jazeera talk shows regarding political information and the resulting effects, as the researcher used the survey method, using the equal quota sample method, and the questionnaire was distributed to (210) individuals from political, academic and union elites, and the study concluded with several results, the most important of which are:

- More than half of the study sample members, at a rate of (%52.9), are exposed to talk shows on Al-Jazeera.
- Following the political developments of the Iraqi file", followed by "the political developments of the Palestinian issue and the Arab-Israeli conflict" are among the most important reasons for Jordanian elites' reliance on Al-Jazeera talk shows.

**2. Ajiza's study (2012)** entitled: Elite evaluation of the role of modern electronic communication methods in shaping public opinion towards the Egyptian revolution. The study aimed to monitor and analyze the role played by modern electronic communication media in shaping public opinion towards the January 25 Revolution through the evaluation and guidance of the Egyptian elite for this role. The researcher relied on the survey method, where the questionnaire was distributed to a sample of (150) individuals from the Egyptian elite (political, media, and academic). The study concluded with a number of results, the most important of which were:

- (%73.3) of the study sample members follow modern electronic communication methods on a regular basis.
- Facebook came first in the list of modern communication methods, followed by news websites.
- Modern electronic communication methods have the ability to politically mobilize by (%52).
- Modern electronic communication methods are significantly superior to traditional ones, as the percentage reached (%64.7).

**3. Al-Hawatmeh's study, (2003)**, entitled: "The Role of Media in Political Socialization with a Study of the Case of Jordanian Media, Master's Thesis, University of Jordan". The study aimed to investigate the influential role of media in political socialization, and the interaction between individuals "indoctrination" and media, the researcher relied on the analytical, historical and statistical approach, as the questionnaire was distributed to a sample of (300) school students aged (15-17) years, from six governorates (Tafilah, Karak, Amman, Madaba, Irbid, Mafraq). The study concluded by clarifying the role played by the media in politically raising individuals, which is an intertwined role between positive and negative. The study concluded with a number of results, the most important of which were:

- Communication provides individuals with communication and connection, as well as the information they need.
- Political socialization has a basic function in political life, which is the ability to create politically aware individuals who are aware of their political rights and duties by instilling the ideas, principles, values, and beliefs prevailing in this society.
- No one can be cut off from the newspaper or screen that he is accustomed to reading, which provides him with political news, economic affairs, various social aspects, weather conditions, and others.

**4. Al-Qadi's study, (2007)**, entitled: "The role of Jordanian media in developing the awareness of university youth and shaping their agenda and priorities: a field and analytical study. The study aimed to identify the role played by Jordanian media in developing awareness among Jordanian youth, represented by university students, and forming a list of issues they think about, the researcher relied on descriptive studies, and the survey research method was used, as the questionnaire was distributed to a sample of (160) individuals from students of public and private universities, the study concluded with a number of results, the most important of which were:

- The percentage of students who follow Jordanian media is low.
- Visual and audio media have a greater role in developing the awareness of university youth than print media.
- The most important reasons that push them to be exposed to the Jordanian media are following current events, interacting with them, and spending their free time.

**5. Amara's study, (2005)**, entitled: "The role of the media in shaping the knowledge and attitudes of the Egyptian public towards the presidential elections in Egypt". The study aimed to monitor the impact of media coverage on the knowledge and attitudes of the Egyptian public towards the candidates and the electoral process, and to monitor the factors and variables that affect this knowledge and those attitudes, the application was applied to a random stratified sample drawn from the governorates of Greater Cairo, with a size of (400) individuals, the questionnaire form was used as a tool for collecting data, and it was filled out with the respondents through a personal interview. The study concluded with a number of results, the most important of which were:

- There is no effect of the gender variable on both the level of knowledge and the intensity of the attitude towards the presidential elections in Egypt.
- There is no effect of the type of medium that individuals rely on to acquire general information about the presidential elections.
- Those who rely most on government media are more positive in their attitudes towards elections than those who rely on other media.
- There is no relationship between the level of knowledge and the intensity of the attitude towards the electoral process.

#### **Comment on previous studies:**

First - Similarities and differences between the current study and previous studies:

- The current study is similar to previous studies in terms of its reliance on the survey method.
- The current study agreed with previous studies in terms of its belonging to the type of descriptive studies.
- The current study agreed with previous studies in terms of the methodological approach used, which is a survey of the public by sample.
- The current study was distinguished from some previous studies by the covered sample, as the sample of Al-Qadi (2007) and Al-Hawatmeh (2003) studies was university and school students, and Amara's study (2005) was the general public, while the current study dealt specifically with public opinion leaders, which was not covered by the previous studies referred to.
- The current study is unique from the rest of the previous studies in the research topic studied, while previous studies dealt with the topics of the role of the media in political socialization and developing the awareness of university youth, shaping the public's trends and shaping public opinion and adopting a specific channel to receive political information, the current study dealt with how the Jordanian media affected political diversity in Jordanian society.

As for the differences, the temporal and spatial contexts play a major role in these differences, and perhaps the level of freedom enjoyed by societies and media in countries that do not enjoy it in the same space in

other countries is one of the reasons for the difference in the results of the studies, as the freedom granted to the Jordanian media is not available to the Arab media at the same level and space.

### **Second - The mechanism for benefiting from previous studies:**

-The researcher benefited from previous studies in formulating the research problem for the study, setting the questions and objectives of the study, and building statistical hypotheses based on the results of previous studies.

- Previous studies shed light on how to design the questionnaire and its vocabulary, its form, how to discuss the results, and linking them to the study's hypotheses and questions and comparing that to the results of previous studies.

### **Study Methodology:**

The descriptive survey method was adopted, as it is considered one of the most famous and widespread sub-methods of description in social sciences and media studies, as the survey is mainly based on collecting data in an organized manner about a specific phenomenon, then organizing and analyzing it and coming up with indicators and results of the study, and as a result of the nature of this field method and its collection of data, about the subject of the study in explaining the media and its impact on political diversity in Jordanian society.

To achieve the objectives of the study, we resorted to building a questionnaire by reviewing the theoretical literature related to the subject of the study, and a number of tools that were used in similar studies, where the subject of the questionnaire was determined and the method of answering its questions was clarified, and its purpose was determined and related to the basic purposes of the study, and the type of questions was determined with an explanation of the axes of the questionnaire and the formulation of its phrases, then the questionnaire was arbitrated and finally redesigned and published on the study sample.

**Study community and sample:** The study community consists of opinion leaders in Jordanian society from political elites, opinion leaders and policy experts in Jordanian society, represented by members of the Jordanian National Assembly, both the Senate and the House of Representatives, current and former ministers in the government of the Hashemite Kingdom of Jordan, heads of political parties, heads of professional unions, editors-in-chief of newspapers, magazines and news agencies, general managers in government and private departments, and Sheikhs and dignitaries of Jordanian tribes.

Given that the study community is not specific, and it is difficult to limit their number, as well as the difficulty in determining the characteristics of society in terms of age, gender, experience... and other study variables, intentional and available sample was selected that included (166) individuals, representing most of the political elites and leaders of Jordanian society, during the year (2023), by communicating with them, interviewing them, and distributing the study tool to them.

### **Study tool:**

A questionnaire was constructed in two parts: The first: included the basic data and primary variables included in the study; Such as gender, age, educational level, experience in the public and private sectors, and position.

Second: The questionnaire paragraphs included measuring the opinions of opinion leaders and political elites in Jordanian society, about the impact of the media on political diversity in Jordanian society.

The questionnaire included the following axes:

Axis one : Personal information of the study sample members.

Axis two: The degree of media follow-up.

Axis three: The impact of the media on Jordanian society.

Axis four: The impact of the media on political diversity in Jordanian society.

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

**- Validity test:** The researcher used face validity method by presenting the study tool (questionnaire) to a group of colleagues who work in the academic field, and who have experience in the field of scientific research, in order to ensure the validity of the questionnaire and its ability to measure what it was designed for, and based on their comments, some axes were modified, so that the study tool would later become applicable and measurable in a way that serves the nature of the study and answers its questions.

**-Reliability test:** The researcher verified the stability of the study tool through internal consistency, which is simply that the researcher extracts a matrix of the relationship between each paragraph and the other to observe the degree of consistency between them, and whether the paragraphs revolve around the axis, i.e. measure the same thing or not. If they measure the same thing, they will have a high degree of reliability, by extracting the Cronbach alpha reliability coefficient for the study paragraphs and phrases, reliability of (0.91)

was reached, which indicates the reliability rate of the tool used, and that the questionnaire is valid for application and measurement.

### **Theoretical framework of the study:**

Features of political diversity in Jordan

Jordan is distinguished by its political diversity, as political life in Jordan began since the establishment of the emirate, where the first Jordanian partisan government was formed in 1957, and the Jordanian national parties (leftist, rightist and centrist) formed a major supporter of the growth of political life in Jordan.

The Jordanian experience in diversity constitutes important dimensions in respecting human values, coexistence and acceptance of others, as it represented a focus for constant thinking in investing and marketing it in Arab and international level, and focused on the values of citizenship, committed democracy and equality before the law regardless of religious or sectarian affiliation.

### **Political Diversity in Jordan:**

Jordan has a political, partisan and democratic experience that has contributed to its development in all areas that are in line with its laws regulating political life, political diversity and respect for the opinion of others are essential in building societies and serve them.

Since its establishment, the Jordanian state has witnessed important political developments in various fields, especially in the political aspect, in order to maintain security and stability and keep pace with political developments in the regional, international and local environment to build a state of institutions and law. This is the stage of the Great Arab Revolt and the First Renaissance, where the goal was to revive the Arab identity and build a modern Arab state on the principles of unity, freedom, social justice and equality, and to establish a state with a national dimension where unity was achieved between the two banks.<sup>2</sup>

In the fifties of the twentieth century, with the establishment of the constitution and the strengthening of constitutional institutions and the state of law during the reign of the late King Talal bin Abdullah, Jordan was able at this stage, under the leadership of the late King Hussein bin Talal, to establish the Kingdom on the regional and international map, establish infrastructure for comprehensive sustainable development, and modernize and develop the Jordanian state, focusing on developing the capabilities of the citizen, who is the main wealth of Jordan.

The renaissance and renewal phase launched by King Abdullah II bin Al Hussein, which was represented in developing the institutions of democratic work, the state apparatuses and their working methods, and modernizing them to be in harmony with the political and economic requirements and developments at the Arab, regional and international levels without compromising the Jordanian privacy and the Arab and Islamic heritage of the Kingdom" (National Dialogue, 2011).

In light of the developments of the Arab popular protests in a number of Arab countries that began in Tunisia and then Egypt and included some Arab countries, the Jordanian popular movement began at the beginning of 2011 demanding a number of political, economic and social reforms and combating financial and administrative corruption, then the slogans developed to demand constitutional reforms and a return to the 1952 Constitution, to strengthen the role of the House of Representatives by strengthening the separation of powers, to prevent the executive authority from encroaching on the other legislative and judicial authorities.

The main components of political pluralism, such as community institutions, the independence of the three executive, legislative and judicial authorities, and the possibility of transferring power between different political forces, have found their appropriate place in Jordanian society since the establishment of the Hashemite Kingdom of Jordan in 1946 until the present time.

The Jordanian Constitution has guaranteed the rights and duties of citizens, as it is considered one of the pioneering Arab constitutions that organized the rights of individuals and guaranteed their freedoms. The Jordanian Parties Law also included twenty-five political parties with different political orientations, and Jordan is one of the first countries to join the agreements and charters that enshrine human rights.

Political diversity in Jordan aims to build a modern democratic state, in which the system of government is based on true popular legitimacy, in which public freedoms prevail, and is built on fair electoral foundations, and treats citizens equally in all rights, and considers the homeland as a single unit with all its parts, and considers its citizens as a single unified people, capable of facing challenges and possessing the ability to benefit from opportunities.

<sup>2</sup> The unity of the two banks is the unity that took place between the Hashemite Kingdom of Jordan and the West Bank on April 24, 1950 during the reign of King Abdullah bin Al Hussein I. It was called the two banks in reference to the eastern and western banks of the Jordan River. The two banks were declared one country under the name of the Hashemite Kingdom of Jordan.

### Jordanian media and its impact on Jordanian society:

Jordan, like other countries in the world, has its own distinct media identity, as the work of Jordanian media is regulated by a special legislative system that controls all types of media; written, audio, audio-visual, and electronic means.:

The impact of Jordanian media on Jordanian society can be summarized in three dimensions as follows:

**1. Cognitive impact:** This is through exposure to the media and increasing cognitive awareness in political matters.

Jordanian media is an important source of information related to political issues, increases awareness and knowledge of community issues, and can influence individuals' cognitive orientations and leave an impact, and shape and direct their priorities and interests.

**2. Emotional impact:** This is through shaping trends and positions.

When an individual is constantly exposed to the media; This increases his political interests that occur in his environment and pushes him to search for information that satisfies his curiosity, one of the most prominent emotional effects is the issue of feeling loyal after giving rights and obtaining equality and justice within one society regardless of gender, color, language, race and religion; which deepens the feeling of positivity towards the political system and the stability of society.

This effect is clearly evident in Jordanian society because all Jordanians are equal in their rights and duties and they belong to the homeland from various origins and sources, and Jordanian media written, audio and visual, governmental and private, enhance the issue of feeling loyalty and belonging.

**3. Behavioral impact:** It is based on studying the relationship between continuous exposure to the media and real participation in various political community activities.

Perhaps these effects increase the importance and responsibility of Jordanian media in raising and educating citizens about their rights and duties and push them to take a positive and effective role in society.

Jordanian media legislation has organized the work of all Jordanian media outlets, written, audio, audio-visual, and electronic, and the strategic objectives of Jordanian media have drawn a roadmap for the media, as the media sector in Jordan has been organized to be managed by two sectors, government and private.

The written press in Jordan has gone through stages of development since the establishment of the Emirate of Transjordan in 1921, and the printed press has gone through three time periods, and the Department of Press and Publishing is one of the oldest and most prestigious Jordanian media institutions that has maintained its existence until the present time, and the Jordan News Agency was established in 1969 as an independent department, and has been named the Jordan News Agency "Petra" since 1980.

As for audio media in Jordan, its appearance was delayed until late 1948, with the establishment of an independent Jordanian radio station, which had limited programs and covered a limited area as well, until the establishment of Greater Amman Radio in 1959 as the official spokesperson for the Kingdom.

As for audiovisual media in Jordan, the launch of Jordanian television was in 1968, and its first raw material was local news bulletins, which were in black and white until 1974, when the studio equipment was converted to color broadcasting, and in 2002 the Audiovisual Authority (the Media Authority) was established.

Electronic media came as a reaction to the technological development in the media and the Internet, as it shares with traditional media the concept, general principles and objectives, but it relies on the Internet, so various print, audio and visual media have their own websites on this network, due to its speed and global publishing.

After presenting the Jordanian media, it is necessary to point out the impact it has had on Jordanian society, as it has increased the cognitive awareness of society in political matters, as well as its emotional impact that has enhanced the sense of loyalty as a result of justice and equality within society, as well as statistical measures used

The following statistical measures were used in this study:

1. Frequencies and percentages.
2. Arithmetic means and standard deviations
3. (T) test for samples to examine the statistical differences of variables that contain more than two alternatives.
4. (F) test using one-way analysis of variance (One-Way ANOVA), to examine the differences according to the variables: educational level, experience in the public and private sectors, and position.
5. Cronbach's alpha reliability coefficient to extract the degree of reliability.

### Analysis and discussion of the study results

The five-point Likert scale was used to measure the degree of agreement with the study's statements and paragraphs, as the following criteria were adopted to describe the direction of the statements after converting them to arithmetic means:

Table No. (1) Criteria for judging the average scores on the questionnaire on the impact of the media on Jordanian society (five-point Likert scale):

Range of Averages	Degree of Influence
<b>1 - Less than 1.79</b>	<b>Very little</b>
<b>1.8 - less than 2.59</b>	<b>Few</b>
<b>2.6 - less than 3.39</b>	<b>Medium</b>
<b>3.4 - less than 192</b>	<b>Large</b>
<b>5 - 4.2</b>	<b>Very Large</b>

Description of the characteristics of the study sample according to the variables:

**Table No. (2) Frequencies and percentages of the study sample according to the age variable;**

Age groups	Number	%
Under 35	9	5.4
36-45 years old- from	39	23.5
From 46-55 years old	49	29.5
from 56 years and above	69	41.6
Total	166	100

Table No. (2) shows that the majority of the study sample members are in favor of the age group of 56 years and above, as the number of sample members in it reached 69 out of the total sample members of 166, and the age group of 46-55 years came ,second, as its number of members reached 49, followed by the age group of 36-45, which reached 39, and finally the age group of less than 35 years came to a very small degree, as its number of members reached only 9 out of the total sample members of 166, which in turn indicates that the frequencies of the study sample according to the age variable are in favor of the age groups of 36 years and above.

**Table No. (3) Frequencies and percentages of the study sample according to the gender variable:**

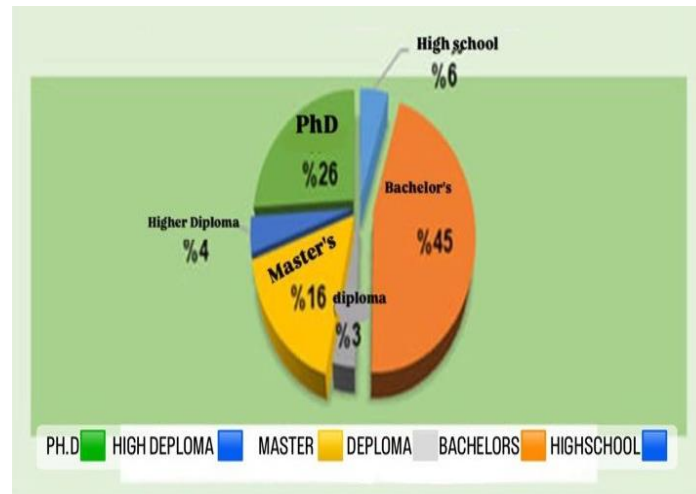
Gender	Number	%
Male	157	94.6
Female	9	5.4
Total	166	100

Table No. (3) shows that the majority of the sample members included according to the gender variable, as the number of male sample members reached 157, while the number of female sample members decreased to only nine, which in turn indicates that the frequencies of the study sample according to the gender variable are in favor of males.

**Table No. (4) Frequencies and percentages of the study sample according to the educational level variable**

Educational level	Number	%
<b>High school</b>	<b>9</b>	<b>5.4</b>
<b>Bachelor's degree</b>	<b>75</b>	<b>45.2</b>
<b>Diploma</b>	<b>5</b>	<b>3</b>
<b>Master's degree</b>	<b>27</b>	<b>16.3</b>
<b>Higher diploma</b>	<b>7</b>	<b>4.2</b>
<b>Doctorate</b>	<b>43</b>	<b>25.9</b>
<b>Total</b>	<b>166</b>	<b>100</b>

Percentage of the study sample according to the educational qualification variable



**Figure No. (1) Percentages of the study sample according to the educational qualification variable:**

Figure No. (1) indicates that %45 of the study sample according to the educational qualification variable is a bachelor's degree, followed by a doctorate degree at %26, %16 for a master's degree, a secondary school degree at %6, and finally a higher diploma at %3. This indicates that %94 of the study sample according to the educational qualification variable was in favor of the bachelor's degree and postgraduate studies.

Table No. (4) shows that the majority of sample members according to the educational level variable are in favor of the bachelor's degree, as the number of sample members reached 75 individuals, followed by the doctoral degree, as the number of sample members reached 43, and the master's degree came third, as the number of sample members reached 27, while the number of sample members for the higher diploma qualification reached 7, and finally the secondary school qualification, with a number of 9 individuals. This is an indication that the repetitions of the study sample according to the educational qualification variable were in favor of the bachelor's degree and postgraduate studies.

**Table No. (5) Frequencies and percentages of the study sample according to the experience variable in the public sector**

Experience in the public sector	Number	%
Five years or less	19	11.4
6-10 years	18	10.8
11-15 years	30	18.1
More than 16 years	88	56.3
Never worked in the private sector	11	6.6
Total	166	100

Table No. (5) shows that more than half of the sample members according to the variable of experience in the public sector were in the category of more than 16 years of experience, which amounted to 88 individuals, followed by the category of experience from 11-15 years, which amounted to 30, and less than five years, 19 individuals out of the sample members consisting of 166, and the category of experience from 6-10 years, which amounted to 18 individuals, and finally the category of those who did not work in the private sector, which amounted to 11, and this is an indication that 118 of the repetitions of the study sample according to the variable of experience in the public sector came in favor of experiences from 11 years or more.

Percentage of the study sample by the variable of experience in the public sector

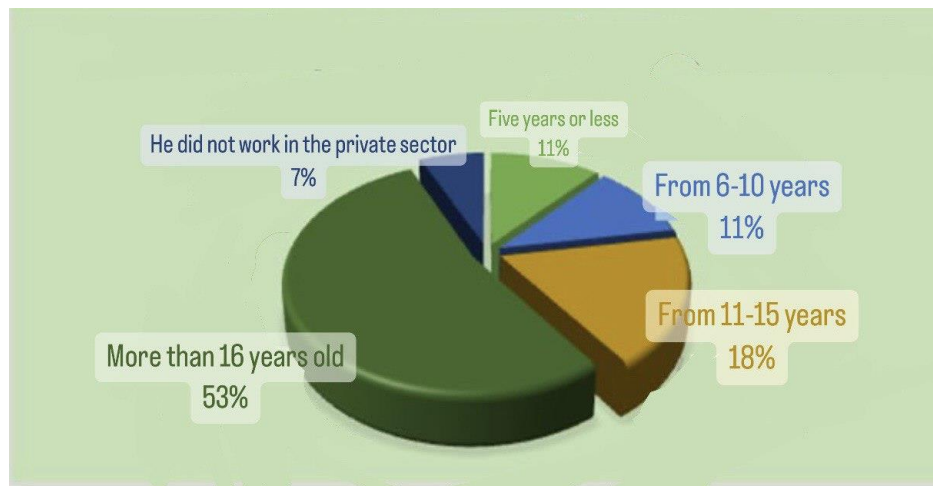


Figure No. (2) Percentages of the study sample according to the variable of experience in the public sector  
 Figure No. (2) indicates that %53 of the study sample according to the variable of experience in the public sector came for the variable of experience of more than 16 years, followed by %18 for the variable of experience from 11-15, and %11 were shared by the variable of experience from 6-10 - and less than five years, and finally %7 for the variable of those who did not work in the private sector, which in turn indicates that most of the sample members have experience in the public sector for more than ten years.

**Table No. (6) Frequencies and percentages of the study sample according to the variable of experience in the private sector**

Experience in the private sector	Number	%
Five years or less	56	33.7
6-10 years	12	7.2
11-15 years	36	21.7
More than 16 years	47	28.3
Never worked in the private sector	15	9
Total	166	100

Table No. (6) shows that more than half of the sample members according to the variable of experience in the private sector were in the category of five years or less of experience, which amounted to 56 individuals, followed by the category of experience of more than 16 years, which amounted to 47, and from 11-15 years 36 individuals out of the sample members consisting of 166, and the category of did not work in the private sector, which amounted to 15, and finally the experience of 6-10 years amounted to 12 individuals, and this is an indication that 83 of the repetitions of the study sample according to the variable of experience in the private sector came in favor of experiences of 11 years or more.



Figure No. (3) Percentages of the study sample according to the variable of experience in the private sector  
 Figure No. (3) indicates that %34 of the study sample according to the variable of experience in the private sector came for the variable of experience less than five years, followed by %28 for the variable of experience more than 16 years, and %22 for the variable of experience from 11-15, and %9 for the variable of experience did not work in the private sector, and finally %7 for the variable of 6-10 years, which in turn is an indication that %50 of the sample members have experience in the private sector for more than ten years.

**Table No. (7) Frequencies and percentages of the study sample according to the variable of position**

Position	Number	%
Deputy	51	30.7
Rector of the University	9	5.4
Supervisor	23	13.9
Captain	10	6
Minister	17	10.2
party chairman	9	5.4
editor-in-chief	8	4.8
Director General	26	15.5
Wajeeh/Tribal Sheikh	13	7.8
Total	166	100

Table No. (7) shows that more than half of the sample members according to the position variable were for the position of deputy, which amounted to 51 individuals, followed by the position of general manager, which amounted to 26 individuals, then the position of supervisor, which amounted to 23, and the position of minister and notable or tribal sheikh came respectively (17, 13), and the position of captain came with ten individuals, and the position of party leader came before last, which amounted to 9 individuals, and finally the position of editor-in-chief, which amounted to 8 individuals out of a total sample of 166 individuals, and this is an indication that 100 of the repetitions of the study sample according to the position variable were in favor of the position of deputy, the position of general manager, and the position of supervisor.

**Table No. (8) Repetitions and percentages of the study sample according to the social status variable**

Marital status	Number	%
Married	151	91
Single	11	6.6
divorced	1	0.6
Widowed	3	1.8
Total	166	100

Table No. (8) shows that most of the sample members according to the social status variable were married, with 151 individuals, while the single category came second with 11 individuals, while the widowed category

came with three individuals and one divorced. This is an indication that most of the sample members according to the social status variable were in favor of the married.

### Field study results:

To answer the basic questionnaire questions, questions one, two, three and four, the arithmetic means and standard deviations were calculated for the study sample's answers to the paragraphs of each axis of the study, arranged in descending order according to the arithmetic mean of the paragraph, as shown in Tables (9, 10, 11, 12, 13) respectively: -

First: Results related to the first study question: What is the degree of following the media in Jordanian society?

**Table No. (9) Arithmetic means and standard deviations for the paragraphs of the axis (degree of following the media):**

S/N	Paragraph	Arithmetic mean	Standard deviation	Relative importance	Degree of follow-up
1	I rely on following digital media and social media	4.22	.868	%84.4	Very large
2	I follow what the media publishes about political diversity.	4.19	.754	%83.8.	Large
3	I rely on all media.	3.90	.929	%78	Large
4	I rely on following traditional media through the newspaper.	3.30	.942	%66	Medium
5	I follow traditional media through television.	3.72	.892	%74.4	Large
6	I follow traditional media through radio.	3.29	.966	%65.8	Medium
Total score	Degree of media follow-up	3.9270	.51404	%78.6	Large

Table No. (9) shows that the sample members' reliance on following digital media and social media networks in Jordanian society came to a very high degree, and with the exception of television from traditional media, which was relied upon to a high degree, traditional media such as newspapers and radio are considered the least followed of the media, as they came to a medium degree, as for the sample members' following of what the Jordanian media publishes about political diversity, it came to a high degree.

Second: The results related to the second study question: What is the degree of the impact of Jordanian media on Jordanian society?

**Table No. (10) Arithmetic means and standard deviations for the paragraphs of the axis (degree of impact of the media on Jordanian society)**

S/N	Paragraph	Arithmetic mean	Standard deviation	Relative importance	Impact degree
7	Electronic (digital) media (e-newspapers, social networks, mobile devices, and the Internet) is the most pervasive and easiest to display political diversity is the most widespread and easiest to display political diversity.	4.54	.702	%90.8	Very large
8	The media is more influential on society than parties.	4.10	.896	%82	Large
9	The political awareness that individuals are exposed to from the media is reflected in society.	3.90	.702	%78	Large
10	The media is more influential on society than the family.	3.80	.961	%76	Large
11	The media has a positive impact on society.	3.67	.917	%73.4	Large
12	The media's impact on society depends on its ownership by political parties.	3.54	1.137	%70.8	Large
13	The media has a negative impact on society.	3.11	1.090	%62.2	Medium
Total score	The impact of the media on society.	3.8313	.37961	%76.6	Large

Table No. (10) shows that all paragraphs of the impact of the media on society depend largely on its ownership by political parties, and with the exception of the paragraph that the impact of the media is

negative on society, which came at a medium level, the impact of the media on Jordanian society is a positive impact, and electronic (digital) media is the most widespread and easiest tool to display political diversity, and the arithmetic means of the paragraphs ranged between (4.543.11), while the relative importance of the paragraphs ranged between (%62.2 - %90.8).

Third: Results related to the third study question: What is the degree of the impact of the media on political diversity in Jordanian society?

**Table No. (11) Arithmetic means and standard deviations for the paragraphs of the axis  
(The degree of the impact of the media on political diversity in Jordanian society):**

S/N	Paragraph	Arithmetic mean	Standard deviation	Relative importance	Impact degree
14	Spreading political awareness in society.	3.94	.836	%78.8	Large
15	Political diversity plays an important role in strengthening the democratic approach in Jordanian society.	3.90	.749	%78	Large
16	The media contributes to informing citizens of the importance of their role in Jordanian society.	3.90	.644	%78	
17	The media plays a role in promoting national spirit and respect for human rights in Jordanian society.	3.90	.693	%78	Large
18	The media enhances political participation among Jordanian society groups.	3.83	.657	%76.6	Large
19	The media promotes society's respect for political and intellectual pluralism.	3.78	.817	%57.6	Large
20	Raising awareness of public rights and freedoms.	3.72	.710	%74.4	Large
21	The media provides a suitable environment for managing free discussions in Jordanian society.	3.71	.809	%74.2	Large
22	The media presents political parties as an effective building tool in Jordanian society.	3.50	.983	%.70	Large
23	Threatening the security and stability of Jordanian society.	3.43	1.040	%68.6	Large
24	The media brings hostile ideas that aim to disperse Jordanian society.	3.15	.982	%63	Medium
25	The media allows external forces to interfere in the internal affairs of Jordanian society.	3.13	1.048	%62.6	Medium
Total score	The impact of the media on political diversity in Jordanian society.	3.6586	.49332	%73.2	Large

Table No. (11) shows that the impact of the media on political diversity in Jordanian society in all its paragraphs was largely positive, with the exception of the paragraph that the media can threaten the security and stability of Jordanian society, which came in a large degree, which means the negative impact of the media in its ability to threaten the security and stability of Jordanian society. However, this matter was clearly evident in the recent economic crisis, as Jordanian private media and social media had an impact in their live broadcast of the sit-ins of Jordanians in front of the Prime Ministry, rejecting the decision of the Income Tax Law and the decision to raise fuel prices, which led to the spread of sit-ins in various parts of the Kingdom, as their demands rose to overthrow the government of taxation, as they called the government of Hani Al-Mulki, which destabilized the security of the country had it not been for the intervention of King Abdullah II bin Al-Hussein and his dismissal of the government of Hani Al-Mulki and the appointment of a new government headed by Omar Al-Razzaz. The media influenced society, considering that the decision affects all segments of society and is considered an internal matter. As for the Jordanian media bringing hostile ideas aimed at dispersing Jordanian society, or allowing external forces to interfere in the internal affairs of Jordanian society, it came in a medium degree, which means Political diversity in Jordanian society enhances the approach of democracy and rejects hostile ideas and the interference of external forces in the internal affairs of Jordanian society. The arithmetic averages of the paragraphs ranged between (-3.94-3.13), while the relative importance of the paragraphs ranged between (%62.6 - %78.8).

Fourth: Results related to the fourth question: Are there statistically significant differences at the level ( $\alpha \leq 0.05$ ) in the degree of the impact of the media in Jordanian society according to the variables of gender, educational level, experience in the public and private sectors, and position?

To answer this question, an independent samples t-test was conducted to detect differences in the degree of media impact on Jordanian society, according to the gender variable, and a one-way analysis of variance was conducted to detect differences in the study axes (degree of media follow-up, degree of media impact on society, media impact on political diversity, and total score), according to the variables of gender, educational level, experience in the public and private sectors, and position, as shown in Tables (12, 13, 15, 17, 18)

**First: Gender variable:****Table No. (12) Results of the independent samples t-test to detect differences in the degree of media impact on Jordanian society, according to the gender variable**

Study axes	Type	Number	Arithmetic mean	Standard deviation	T Value	Freedom degree	Statistical significance
Media Follow-up Degree	Male	157	3.9419	.51994	1.569	164	.119
	Female	9	3.6667	.31250			
Media Impact Degree on Society	Male	157	3.8253	.38765	-.854	164	.394
	Female	9	3.9365	.16920			
Media Impact Degree on Political Diversity	Male	157	3.6550	.50579	-.397	164	.692
	Female	9	3.7222	.16137			
Total score	Male	175	3.7225	.35120	-.265	164	.792
	Female	9	3.7537	.13662			

Table No. (12) shows that there are no statistically significant differences at the level of ( $0.05=\alpha$ ) in the study axes (degree of media follow-up, degree of media impact on society, and degree of media impact on political diversity), attributed to the gender variable, which indicates the similarity of the degrees of influence among both males and females.

**Second: Educational level variable****Table No. (13) Results of the one-way variance analysis to reveal the differences in the degree of media impact on Jordanian society, according to the educational level variable:**

Study axes	Sources of Variance	Sum of Squares	Degrees of Freedom	Mean Squares	F Value	Statistical Significance
Media Follow-up Degree	Between groups	3.301	5	.660	2.621	.026*
	Within groups	40.298	160	.252		
	Total	43.599	165			
Media Impact Degree on Society	Between groups	.293	5	.059	.400	.848
	Within groups	23.848	160	.147		
	Total	23.777	165			
Media Impact Degree on Political Diversity	Between groups	6.250	5	1.250	5.899	.000*
	Within groups	33.906	160	.212		
	Total	40.156	165			
Total score	Between groups	1.264	5	.253	2.231	.054
	Within groups	18.135	160	.113		
	Total	19.399	165			

\*Statistically significant at level ( $0.05=\alpha$ )

Table No. (13) shows that there are no statistically significant differences at level ( $0.05=\alpha$ ) in the study axes (the degree of the media's impact on Jordanian society, the degree of the media's impact on political diversity in Jordanian society, and the total score), attributed to the educational level variable. This indicates that there

is no difference in the degree of the media's impact on Jordanian society, and the degree of the media's impact on political diversity in Jordanian society, according to the educational level variable.

Table No. (13) also shows that there are statistically significant differences at level ( $\alpha=0.05$ ) in the study axes (the degree of following the media, and the degree of the media's impact on political diversity in Jordanian society), attributed to the educational level variable.

To find out the sources of the differences between the averages, a Tukey test was conducted for post-comparisons, as shown in Table No. (14).

**Table No. (14) Results of the Tukey test for post-comparisons of the average scores of the axes (following the media, and the effect of the media on political diversity) according to the educational level variable:**

Topics	Qualification Levels	Intermediate	Secondary	Diploma	Bachelor's	High diploma	Master	Doctorate
Degree of Media Follow-up	Secondary	3.5000	-	.41667	.30000	.45370	.14286	.57849*
	Diploma	3.9167	-	-	.116676	.03704	.27381	.16182
	Bachelor's	3.8000	-	-	-	.15370	.15714	.27849
	High diploma	3.9537	-	-	-	-	.31085	.12478
	Master	3.6429	-	-	-	-	-	.43563
	Doctorate	4.0785	-	-	-	-	-	-
Degree of Media Impact on Political Diversity	Secondary	3.1667	--	.55444*	.10000	.30864	.23810	.68798*
	Diploma	3.7211	-	-	.45444	.24580	.31635	.133354
	Bachelor's	3.2667	-	-	-	.20864	.13810	.58798
	High diploma	3.4753	-	-	-	-	.07055	.37934*
	Master	3.4048	-	-	-	-	-	.44989
	Doctorate	3.8547	-	-	-	-	-	-

\*Statistically significant at the level of ( $0.05=\alpha$ )

Table No. (14) shows that the difference between the average degree of media follow-up for secondary school and doctorate holders reached (0.578), which is statistically significant at the level of ( $0.05=\alpha$ ), in favor of doctorate holders. This indicates that the degree of media follow-up in Jordanian society was higher for doctorate holders compared to high school graduates. As for the rest of the differences between the averages, they were not statistically significant.

Table No. (14) also shows that the binary differences between the averages of the degree of the impact of the media on political diversity in Jordanian society, for holders of (secondary school, intermediate diploma), (secondary school, doctorate), and (higher diploma, doctorate); Statistically significant at the level ( $0.05=\alpha$ ), in favor of PhD holders, which indicates that the degree of the media's impact on political diversity in Jordanian society was higher from the point of view of PhD holders compared to holders of lower degrees, which indicates that the estimation of the media's impact on political diversity in Jordanian society among PhD holders was high compared to holders of lower degrees.

### Third: The variable of the number of years of experience in the public sector

**Table No. (15) Results of the one-way analysis of variance to reveal the differences in the degree of the media's impact on Jordanian society, according to the variable of the number of years of experience in the public sector:**

Study axes	Sources of Variance	Sum of Squares	Degrees of Freedom	Mean Squares	F Value	Statistical Significance
Media Follow-up Degree	Between groups	.626	3	.209	.786	.5405
	Within groups	42.973	162	.265		
	Total	43.599	165			
Media Impact Degree on Society	Between groups	3.018	3	1.006	7.852	.000*
	Within groups	20.759	162	.128		
	Total	23.777	165			
Media Impact	Between groups	.024	3	.008	.032	.992

<b>Degree on Political Diversity</b>	<b>Within groups</b>	<b>40.132</b>	<b>162</b>	<b>.248</b>		
	<b>Total</b>	<b>40.156</b>	<b>165</b>			
<b>Total score</b>	<b>Between groups</b>	<b>.607</b>	<b>3</b>	<b>.202</b>	<b>1.745</b>	<b>.160</b>
	<b>Within groups</b>	<b>18.792</b>	<b>162</b>	<b>.116</b>		
	<b>Total</b>	<b>19.399</b>	<b>165</b>			

\*Statistically significant at the level of (0.05=a)

Table No. (15) shows that there are no statistically significant differences at the level of ( $\alpha=0.05$ ) in the study axes (the degree of following the media in Jordanian society, and the degree of the media's impact on political diversity in Jordanian society, attributed to the variable of the number of years of experience in the public sector, and this indicates that there is no difference in the degree of following the media in Jordanian society, and the degree of the media's impact on political diversity in Jordanian society, and the total degree according to the years of experience in the public sector.

As shown in Table No. (15), there are statistically significant differences at the level of (0.05=a) in the study axis (the degree of the media's impact in Jordanian society, attributed to the variable of years of experience in the public sector).

To find out the sources of the differences between the averages, Tukey test was conducted for post-comparisons, as shown in Table (16).

**Table No. (16) Results of the Tukey test for post-comparisons of the average scores of the axis (the degree of the media's impact in Jordanian society) according to the variable of years of experience in the public sector:**

<b>Topics</b>	<b>Experience year</b>	<b>Averages</b>	<b>Less than 5 years</b>	<b>6-10 years</b>	<b>11-15 year</b>	<b>16 year and more</b>
<b>The degree of impact of the media on Jordanian society</b>	<b>Less than 5 years</b>	3.7727	-	.00255	.05299	<u>.43028*</u>
	<b>6-10 years</b>	3.7753	-	-	.05043	.42773*
	<b>11-15 year</b>	3.8257	--	-	-	.37729*
	<b>16 year and more</b>	4.2030	-	-	-	-

\*Statistically significant at the level of (0.05=a)

Table No. (16) shows that the binary differences between the averages of the degree of the impact of the media in Jordanian society, for those with experience (less than 5 years, and 16 years or more), and between (6-10 years, and 16 years or more) and between (11-15 years, and 16 years or more); are statistically significant at the level of (0.05=a) and in favor of the experience category (16 years or more), and this indicates that the degree of the impact of the media in Jordanian society came higher from the point of view of those with more years of experience compared to those with fewer years of experience, and this indicates that the estimation of the degree of the impact of the media in Jordanian society among those with more experience came to a large degree compared to those with fewer years of experience.

#### **Fourth: The variable of the number of years of experience in the private sector**

**Table No. (17) Results of the one-way analysis of variance to reveal the differences in the degree of the impact of the media on Jordanian society, according to the variable of the number of years of experience in the private sector:**

<b>Study axes</b>	<b>Sources of Variance</b>	<b>Sum of Squares</b>	<b>Degrees of Freedom</b>	<b>Mean Squares</b>	<b>F Value</b>	<b>Statistical Significance</b>
<b>Media Follow-up Degree</b>	<b>Between groups</b>	<b>1.310</b>	<b>3</b>	<b>.437</b>	<b>1.673</b>	<b>.175</b>
	<b>Within groups</b>	<b>42.289</b>	<b>162</b>	<b>.261</b>		
	<b>Total</b>	<b>43.599</b>	<b>165</b>			
<b>Media Impact Degree on Society</b>	<b>Between groups</b>	<b>1.824</b>	<b>3</b>	<b>.608</b>	<b>4.486</b>	<b>.005*</b>
	<b>Within groups</b>	<b>21.953</b>	<b>162</b>	<b>.136</b>		
	<b>Total</b>	<b>23.777</b>	<b>165</b>			

<b>Media Impact Degree on Political Diversity in Jordanian society</b>	<b>Between groups</b>	<b>1.277</b>	<b>3</b>	<b>.426</b>	<b>1.773</b>	<b>.154</b>
	<b>Within groups</b>	<b>38.879</b>	<b>162</b>	<b>.240</b>		
	<b>Total</b>	<b>40156</b>	<b>165</b>			
<b>Total score</b>	<b>Between groups</b>	<b>.853</b>	<b>3</b>	<b>.284</b>	<b>2.485</b>	<b>.063</b>
	<b>Within groups</b>	<b>18.546</b>	<b>162</b>	<b>.114</b>		
	<b>Total</b>	<b>19.399</b>	<b>165</b>			

\*Statistically significant at the level of (0.05=a)

Table No. (17) shows that there are no statistically significant differences at the level of ((0.05=a) in the study axes (the degree of following the media in Jordanian society, the degree of the media's impact on political diversity in Jordanian society, and the total score), attributed to the variable of the number of years of experience in the private sector. This indicates that the degree of following the media in Jordanian society, the degree of the media's impact on political diversity in Jordanian society, and the total score do not differ according to the years of experience in the private sector.

#### **Fifth: Position variable**

**Table No. (18) Results of the one-way variance analysis to reveal the differences in the degree of the media's impact on Jordanian society, according to the position variable:**

<b>Study axes</b>	<b>Sources of Variance</b>	<b>Sum of Squares</b>	<b>Degrees of Freedom</b>	<b>Mean Squares</b>	<b>F Value</b>	<b>Statistical Significance</b>
<b>Media Follow-up Degree</b>	<b>Between groups</b>	<b>6.814</b>	<b>9</b>	<b>.757</b>	<b>3.211</b>	<b>*.001</b>
	<b>Within groups</b>	<b>36.785</b>	<b>156</b>	<b>.236</b>		
	<b>Total</b>	<b>43.599</b>	<b>165</b>			
<b>Media Impact Degree on Society</b>	<b>Between groups</b>	<b>2.798</b>	<b>9</b>	<b>.311</b>	<b>2.312</b>	<b>*.018</b>
	<b>Within groups</b>	<b>20.979</b>	<b>156</b>	<b>.134</b>		
	<b>Total</b>	<b>23.777</b>	<b>165</b>			
<b>Media Impact Degree on Political Diversity in Jordanian society</b>	<b>Between groups</b>	<b>4.238</b>	<b>9</b>	<b>.471</b>	<b>2.045</b>	<b>*.038</b>
	<b>Within groups</b>	<b>35.918</b>	<b>156</b>	<b>.230</b>		
	<b>Total</b>	<b>40.156</b>	<b>165</b>			
<b>Total score</b>	<b>Between groups</b>	<b>2.227</b>	<b>9</b>	<b>.247</b>	<b>2.247</b>	<b>*.22</b>
	<b>Within groups</b>	<b>17.173</b>	<b>156</b>	<b>.110</b>		
	<b>Total</b>	<b>19.399</b>	<b>165</b>			

\*Statistically significant at level (0.05=a)

Table No. (18) shows that there are statistically significant differences at level (0.05=a) in the study axes (degree of media follow-up, degree of media impact in Jordanian society, degree of media impact on political diversity in Jordanian society and total score), attributed to the position variable.

**Table No. (19) Results of Tukey's post comparisons of averages (degrees of media impact in Jordanian society, total score) according to the position variable.**

<b>Axes</b>	<b>Position</b>	<b>Average s</b>	<b>deputy</b>	<b>President of the Universit</b>	<b>Supervisor</b>	<b>Captain</b>	<b>Minister</b>	<b>Party President</b>	<b>Editor-in-Chief</b>	<b>General Manager</b>	<b>Notable</b>
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				y							
<b>Total score on the study axes and the impact of media on Jordanian society</b>	Deputy	3.9093	-	.049	.045	.309	.3774	.006	.03094	.340	.0631
				.02	.18	.31	.5	.54	.4	.69	.6
	President of the University	3.9583		.-	.09420	.35833	.32843	.05556	.26042	.29167	.11218
	Supervisor	3.8641	-	-	-	.26413	.42263	.03865	.35462	.38587	.01798
	Captain	3.6000	-	-	-	-	.68676*	.30278	.6187	.65000	.24615
	Minister	4.2868	-	-	-	-	-	.38399	.06801	.03676	.44061
	Party President	3.9028	-	-	-	-	-	-	.31597	.34722	.05662
	Editor-in-Chief	4.2188	-	-	-	-	-	-	-	.03125	.372260
	General Manager	4.2500	-	-	-	-	-	-	-	-	.40385

\*Statistically significant at level (0.05=a)

Table No. (19) shows that the binary differences between the averages of the total score on the axes of the impact of the media in Jordanian society, for the position of (captain and minister), are statistically significant at the level of (0.05=a) in favor of the minister, followed by the general manager.

This indicates that the degree of the impact of the media in Jordanian society was higher from the point of view of the minister and the general manager compared to other positions.

#### Testing the study hypotheses:

The first hypothesis: There are statistically significant differences between the degree of the impact of the Jordanian media on political diversity in Jordanian society according to demographic variables (gender, educational level - years of experience in the public and private sectors - position)

1. The data in Table No. (12) indicate that there are no statistically significant differences at the level of ((0.05=a) in the study axes (degree of following the media, degree of the impact of the media on society, and degree of the impact of the media on political diversity), attributed to the gender variable, and this indicates the convergence of the degrees of influence among both males and females.

2. The data in Table No. (13) indicate that there are no statistically significant differences at the level of ((0.05=a) in the study axes (the degree of the media's impact on Jordanian society, the degree of the media's impact on political diversity in Jordanian society, and the total score), attributed to the educational level variable. This indicates that there is no difference in the degree of the media's impact on Jordanian society, and the degree of the media's impact on political diversity in Jordanian society, according to the educational level. Table No. (13) also shows that there are statistically significant differences at the level of ((0.05=a)) in the study axes (the degree of following the media, and the degree of the media's impact on political diversity in Jordanian society), attributed to the educational level variable.

3. The data in Table No. (15) indicate that there are no statistically significant differences at the level of ((0.05=a) in the study axes (the degree of following the media in Jordanian society, and the degree of the media's impact on political diversity in Jordanian society, attributed to the variable number of years of experience in the public sector. This indicates that there is no difference in the degree of following the media in Jordanian society, and the degree of the media's impact on political diversity in Jordanian society, and the total score according to the years of experience in the public sector.

As shown in Table No. (15), there are statistically significant differences at the level of ((0.05=a) in the study axis (the degree of the media's impact in Jordanian society, attributed to the variable years of experience in the public sector.

4. The data in Table No. (17) indicate that there are no statistically significant differences at the level of (0.05=a) in the study axes (the degree of following the media in Jordanian society, and the degree of the media's impact on political diversity in Jordanian society, and the total score), attributed to the variable number of years of experience in the private sector. This indicates that there is no difference in the degree of following the media in Jordanian society, and the degree of the media's impact on political diversity in Jordanian society, and the total score according to the years of experience in the private sector.

5. The data in Table No. (18) indicate the presence of statistically significant differences at the level (0.05=a) in the study axes (degree of following the media, degree of the media's impact on Jordanian society, degree of the media's impact on political diversity in Jordanian society and the total score), attributed to the position variable.

**The second hypothesis:** There is no impact of the type of medium that individuals rely on, and the degree of the Jordanian media's impact on political diversity in Jordanian society.

The data in Table No. (9) indicate that the sample members' reliance on following digital media and social networking sites in Jordanian society came to a very large degree, and with the exception of television from the traditional media, which was relied upon to a large degree, traditional media such as newspapers and radio are considered the least followed of the media, as they came to a medium degree, as for the sample members' following of what the Jordanian media publishes about political diversity, it came to a large degree, and this indicates the existence of an effect of the type of medium that individuals rely on, and the degree of the Jordanian media's impact on political diversity in Jordanian society.

### Summary of the results:

The practical study reached the following results through answering the six basic study questions:

1. The results showed that % 78.6 of the sample members follow the media to a large extent.
2. The results showed that the degree of the media's influence on Jordanian society was high, reaching % 76.6.
3. The results indicated that the degree of the media's influence on political diversity in Jordanian society was high, reaching % 73.2.
4. The results showed that there were no statistically significant differences at the level ( $0.05=\alpha$ ) in the study axes (degree of following the media, degree of the media's influence on society, degree of the media's influence on political diversity, and the total degree), attributed to the gender variable, which indicates the similarity of the degrees of influence among both males and females .
5. The results of the study showed that there were no statistically significant differences at the level of ( $0.05=\alpha$ ) in the study axes (the degree of following the media in Jordanian society, the degree of the media's impact on political diversity in Jordanian society, and the total score), attributed to the variable of the number of years of experience in the public sector, and the presence of statistically significant differences at the level of ( $0.05=\alpha$ ) in the study axis (the degree of the media's impact in Jordanian society, attributed to the variable of years of experience in the public sector, and in favor of those with the largest number of years of experience in the public sector.
6. The results of the study showed that there were no statistically significant differences at the level of ( $0.05=\alpha$ ) in the study axes (the degree of following the media in Jordanian society, the degree of the media's impact on political diversity in Jordanian society, and the total score), attributed to the variable of the number of years of experience in the private sector, and the presence of statistically significant differences at the level of ( $0.05=\alpha$ ) in the study axis (the degree of the media's impact in Jordanian society, attributed to the variable of years of experience in the private sector, and in favor of the largest number of years of experience.
7. There are statistically significant differences at the level of ( $0.05=\alpha$ ) In the study axes (the degree of media follow-up, the degree of media impact in Jordanian society, the degree of media impact on political diversity in Jordanian society and the total degree), attributed to the position variable, and in favor of the position of minister followed by general director, compared to other positions.

### Recommendations:

Based on the results reached by the study, the researcher recommends the following:

1. Benefit from social media as a means of conveying correct concepts and correcting ideas due to their major role in speeding up access and dissemination.
2. Clarity, transparency and credibility of official Jordanian media, to weaken the ability of social media to threaten the security and stability of Jordanian society.
3. Highlighting the democratic approach to political diversity and its role in preserving the security and stability of Jordanian society.
4. Activating the impact of Jordanian media in spreading political awareness and enhancing political participation, and respecting political pluralism.
5. Meeting the needs of Jordanian society for what it follows from Jordanian media and what it publishes about political diversity.
6. Paying attention to the media content of Jordanian media due to its greater impact in developing political awareness in Jordanian society, more than the impact of parties.
7. Providing information and its rapid flow to all segments of society, ease of openness, increasing the space of freedom and spending on media, keeping pace with modern technological developments and absorbing them.
8. Establishing a media studies center that monitors citizens' opinions on the performance of Jordanian print, audio, visual and electronic media, known as feedback for development and benefiting from opinions and ideas through this center.
9. The necessity of giving new electronic (digital) media great importance by media colleges in universities due to the increasing demand for it; because it is the media of the age.

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