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Jordanian Women's Perceptions of Using Social Media: Advantages and Drawbacks

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Abstract: The main objective of this research is to consider the impact of social networking sites on Jordanian women, taking into account many factors such as social status, income, education, and others. A questionnaire was designed with seventy-three criteria varying between five basic economic, political, scientific, cultural, and social domains. The results ranged from the use of social networking sites for shopping, communicating with friends, and raising the level of culture and awareness. On the other hand, communication sites negatively affect women, as some women believe that they waste time and money, and there were no significant differences according to any of the variables (the nature of the area residence, family income level, and academic level). Proceeding from this discrepancy between advantages and drawbacks, the researchers recommend supporting and developing benefits, paying attention to risks, and avoiding them.

Keywords: Advantages and drawbacks, Social media, Jordanian woman.

1 Introduction

Technology is a two-edged sword with numerous advantages and drawbacks that influences many facets of life. Due to the significant advancement that has occurred, dependence on electronic devices has become a social phenomenon. The majority of applications and tasks can now only be completed via a mobile phone. In reality, with the help of social networking sites, the mobile phone has evolved from a technological tool into a social tool [1].

Social media serves as a platform for social interaction. It focuses on the tools that allow any individual or group to publish digitally created material, deliver and receive real-time feedback through online conversations, commentary, and ratings, and it may also involve making adjustments or edits to the original content. Social media enables real-time communication in which users can send and receive information without regard to time or place [2]. Through information exposure, this medium has provided a significant possibility for the expansion of business, educational, and healthcare services-related activities [3]. People talk about goods and services they've utilized or had good luck with. A product, brand, or service is the topic of nearly two-thirds of all interactions. In particular, two-way interactions have made it possible for small business owners to forge closer and more profitable relationships with customers.

Social media usage is regarded as a significant technological disrupter and transformative force [4]. New paths to success in business and society have been made possible by social media [5]. Social media has the power to improve services, boost communication, foster creative ideas, and facilitate better decision- and problem-making [6][7][8]. Social media also offers numerous ways to gather data on people's ideas, feelings, intentions, activities, and other traits [4].

Social media may help people connect, but it can also have negative psychological and physical effects, like eye strain and difficulties focusing on crucial activities. Additionally, they might exacerbate more severe health issues like depression. We utilize social media daily and spend a lot of time there. We must therefore be aware of both its benefits and drawbacks to effectively use technology in all spheres of life. Currently, when we discuss social media, we discuss women's empowerment as well as potential behavior changes for women [9]. Because social media is a new platform where everyone has the right and ability to express themselves, it has caused a change in behavior among people in general and women in particular. with the freedom to perform any activity according to their mood and needs [10].

Since 2014, however, there is less of a difference in how frequently men and women use social networking sites. Compared to 62% of men, 68% of women using social media in 2015. Statistics are urging women to use social media to increase their income, learning chances, and business opportunities [11]. Both sexes utilize social media platforms in the majority of populations. Social traditions, particularly in the Middle East and other eastern nations, may place stronger limitations on women than on men. The women's capacity to communicate with anyone outside of their immediate family

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is one of those limits. It might make Arab women unable to use the various social media features and endanger their reputation in society.

Digital social media has grown in importance over the past ten years as a result of the quick development of mobile applications, cloud computing, and communication technologies. Most Jordanian youngsters are active users of social media. Due to their unique sociocultural circumstances, Jordanian women may need to adhere to particular limits, guidelines, and warnings to use social media appropriately. The benefits that could be gained from this use may be limited, and Jordanian women who use social media may experience unanticipated risks and disadvantages as a result. So, the purpose of this study is to look at Jordanian Women's perceptions of using social media: Advantages and drawbacks.

The goal of the study is to determine how Jordanian women perceive social media use in terms of its advantages and drawbacks in the personal, social, familial, cultural, political, economic, and academic spheres. And find out if these opinions vary based on (women's household income level, age, marital status, employment position, and academic standing).

Problem of the Study and Its Questions

Since 2014, women have used social networking sites much more often than men, although since then these differences have become mild. In 2015, 68% of all women used social media, compared with 62% of all men. Figures suggest that women should use social media to increase their income, learning, and business opportunities [12]. In most populations, both genders use social media sites. However, in eastern countries, specifically in the Middle East, social traditions may place more restrictions on women than on men. Among those restrictions is restricting the woman's ability to communicate with others besides relatives. It may eliminate Arab women's ability to use different facilities provided on social media and put their social reputation at risk. In some Arab families, women are forbidden from using social media [13] [14]. Despite these circumstances, a large proportion of Jordanian women, particularly young women, use social media sites [15]. Taking into account the socio-cultural context in Jordan (as one of the Arab countries), women's use of social media sites is a double-edged sword; it may be beneficial in some ways while being risky in others. Therefore, this study intends to find out the impact of social media on Jordanian women.

Additionally, due to rapid technological advances in communication, mobile application development, and cloud computing, digital social media has become increasingly important during the past decade. The majority of Jordanian youth use social media. Jordanian women have special socio-cultural conditions that may imply certain restrictions, regulations, and cautions that they must take into consideration to achieve suitable use of social media. This situation may limit the advantages that could be achieved from this use and might result in unexpected risks and disadvantages for Jordanian women who use social media. Therefore, this study intends to investigate the impact of social media on Jordanian women. The study aimed to answer the following main questions: What is the impact of social media on Jordanian women in the personal, social, and family-related domains as well as the cultural, economic, political, scientific, and academic domains?

2 Theoretical Framework and Previous Studies

(I) Theoretical Framework

In the last few decades, Jordan has made great strides toward gender equality and the advancement of female education. One of the most significant social rights and one of the most significant measures of gender equality in the context of long-term societal development is female education. According to data from the second round of the Employment and Unemployment Survey for 2017, 6.9% of Jordanian women over the age of 15 were illiterate, compared to 93.1% of women in the same age range who were educated [16].

The introduction of social media has transformed the Internet as a tool for spreading information about goods and boosting sales. It offers new ways to get in touch directly with potential customers, offers less expensive and more effective internet marketing, and inspires the creation of business and communication strategies. Millions of people post their articles and photographs every day, sharing them with others. With the advent of the so-called Web 2.0 waves in 2005, the phenomena of user-generated content came to the fore. Many professionals, like [17], highlighted the growing tendency of incorporating the user in the site's construction. The resulting site is now more useful and focused. The sites that are now considered emblems of social media: Facebook in 2004, YouTube in 2005, and Twitter in 2006.

Anyone with internet access can create a social media user profile by entering their name and email address, which is typically required. They can share their preferred stuff through that account with anyone who sees their pages or profiles [1].

With the advent of the so-called Web 2.0 waves in 2005, the phenomena of user-generated content came to the fore. Many professionals, like [17], highlighted the growing tendency of incorporating the user in the site's construction. The resulting

site is now more useful and focused. The best examples can be seen on websites that have come to represent social media: Twitter in 2006, YouTube in 2005, and Facebook in 2004. The greatest explanation of social media came from [18], who described it as a collection of Internet applications based on the conceptual and technical underpinnings of Web 2.0.

Various sorts of social media networks exist depending on their specialty and users' goals [11]. Social networks are particularly good at facilitating connections and content exchanges between users, frequently between people who have similar interests and preferences. A couple of instances of social networks include Facebook and Twitter. Even though it caters to professionals more than others, LinkedIn can be categorized as a social network. Another category of social media networks is discussion networks, which serve as forums for user-generated content. In the comment section, users can post in-depth responses, and other users can reply directly to those remarks, enabling discussions to spread organically. An illustration of a discussion network is Reddit. Review networks enhance consumer reviews of goods and services with social media elements. Both users and the companies being examined are open to direct user interaction. A couple of instances of review networks include Yelp and TripAdvisor.

The people of Jordan navigate ongoing political, economic, and humanitarian difficulties. They actively participate in popular social media sites like Twitter and Facebook, the latter of which is the most popular app in the nation. These sites are becoming participatory spaces that are important for fostering public discourse and societal change. Dealing with the aftereffects of conflict, displacement, and a fledgling nation's identity negotiations are some of the uses of popular social media. This chapter outlines the opportunities and shortcomings revealed by the present programs provided by organizations that attempt to assist groups including underprivileged Jordanians and refugees. Overall, the social media landscape of the nation exposes hidden societal tensions, widespread worries, and aspirations for development, equity, and stability [19].

(II) Previous studies

Newsom and Lengel (2012) [20] examined how Arab feminist activists were active online, particularly during the popular uprisings in Tunisia and Egypt. They focused on how women used online social networking to promote social change. This study aims to comprehend how online activist discourse functions locally and globally. It builds on research examining how Arab activists and activist organizations, including feminist organizations, mobilize, produce knowledge, and develop and share resources online. In particular, it draws from research on Arab activism and social media. They achieve this by utilizing an information production and consumption schema created to study citizen journalism and activist participation, specifically the negotiation of communication messages by various agents through various transmission and dissemination stages [20].

AL-Azzam (2016) [21] attempted to characterize the characteristics of Jordanian women who use social networking sites and their preferences in the site's content to understand how their social positions and rewards were used. The most popular social media platforms, along with the motivations behind their use and barriers to use, are listed below. This study used a sample of (450) Jordanian women and a questionnaire to gather data using a survey methodology. According to the study's findings, Facebook was the preferred platform for the study sample (68% of whom utilized it), followed by the WhatsApp website (42.7%). While YouTube came in third place at 35.8%, the survey's findings revealed that the majority of the study sample had smartphones (84.4%) and that social networking sites are most popular among users between the ages of 18 and 26. The study's findings indicated that the primary causes of the non-use of a sample study of social media users were that it undermines community values, traditions, and culture spreads rumors within the community, requires incomplete factual submissions, and has a significant negative impact on Jordanian women's motivations for using and enjoyment of social media.

Using a descriptive and analytical approach, Abed Dkheel (2016) [15] study sought to identify social networks and their role in influencing women's perceptions from the viewpoint of Jordanian university students. The study sample included 400 students from Jordanian universities, distributed among 210 students and one student from the University of Jordan and (190) students from Middle East Universities and a variety of findings were made by the study, including the following: The findings indicated that social networks play a significant role in influencing how university students perceive women. According to the researcher, the prevalence of stereotypes about women that are produced by social networking sites is a natural outgrowth of societal stereotypes that are linked to those images based on the roles that women play in communities; as a result, social networking sites help to highlight the nature of the relationship.

Idemudia et al. (2017) [22] created a study model to better understand how gender comparisons in social media usage and persistence relate to one another. The diffusion of innovation and the models of technological acceptability served as the theoretical foundation for the research model. They gathered 290 datasets from undergraduate students enrolling in a big North American university. Structured equation modeling and confirmatory factor analysis were the statistical methods used to analyze the datasets. The examination of the data revealed that when using social media, women perceive ease of use, compatibility, relative advantage, and risk more strongly and significantly than men do. Additionally, findings indicate that when utilizing social media, men perceive pleasure and information quality as being higher than women.

Al-Zyoud (2018) [10] said 86% of young people between the ages of 25 and 35 are active on practically all social media platforms, according to research on social media given by the Arab Social Media Influencer. With a high usage and involvement among young individuals, Jordan recorded the greatest usage of Facebook and WhatsApp in the Levant. The current study intends to investigate how social media marketing affected people in Jordan, specifically females, and how it influenced their impulsive purchases of goods via social media platforms. A convenient sample for the study was formed by the researcher by distributing the questionnaire to a total of (400) females utilizing the quantitative approach. The analysis's findings suggested that social media marketing had an impact on consumers' impulsive buying tendencies, taking into account the variable of variety seeking that was made available through the social media platforms. However, the research suggests more research into how social media affected customers' impulsive and immediate purchase behavior and how this changed their behavior by following a different strategy.

Bin-Humam (2021) [12] indicated that women use social networking sites more often than men for a number of years, although since 2014 these differences have become mild. Also, she mentioned that in 2015, 68% of all women used social media, compared with 62% of all men. Furthermore, Bin-Humam stated that statistics encourage women to use social media to increase their income, learning, and business opportunities.

3 Methodology

The descriptive method is used to achieve the study objective by adopting a questionnaire. The research participants were asked to determine the degree of the advantages she gets or the drawbacks she is exposed to on a five-degree Likert scale that ranges from (a very high degree to a very low degree). The final version of the questionnaire includes 73 items, and 5 domains as follows: Personal, family, and social (23): 10 advantages: 13 drawbacks, Cultural (17): 15 advantages: 2 drawbacks, Economic (12): 7 advantages: 5 drawbacks, Political (11): 9 advantages: 2 drawbacks, Scientific and academic (10): 7 advantages: 3 drawbacks.

Validity and Reliability of the scale

The validity was checked using face validity and content validity. The face validity was determined by 10 experts in the fields of sociology and education. They were asked to check the items according to the wording and the suitability of the domains. In addition to their suggestions of adding or deleting items. Most of the comments of the experts were to merge items. Therefore, the questionnaire in its first draft included 85 items, but the final draft included 73 items.

The construct validity of the instrument was tested using the correlation coefficient between the domains of the study and the instrument as a whole. The correlation coefficients between each domain with the other domains on the one hand and with the total degree of the tool, on the other hand, were statistically significant, and these values are acceptable for the study. Then the construct validity of the study tool was verified by calculating the Pearson correlation coefficient between each item with the domain to which it belongs on the one hand, and with the total degree of the instrument on the other hand. And all values were statistically significant, and these values are acceptable for the study, which indicates the existence of the structural validity of the instrument.

The reliability of the questionnaire was calculated by Cronbach Alpha which measures the internal consistency of the questionnaire. The values ranged from 0.950 for the Political domain to 0.898 for the Scientific and academic domain. The overall reliability coefficient of the study tool was (0.961) and these values are acceptable (above 0.7).

Population and Sample Size

The population of this study included all women who use social media sites in Jordan. Because of the absence of accurate and reliable published data about the age at which women start using social media, the population considered to include all women aged above 15 years old in Jordan is 62% from 4.9 million, which counts 3.04 million [16].

The study sample was selected according to the random sampling method. It included (517) women. All categories for each variable were checked continuously before analyzing the data to ensure all these categories were represented in the sample. In other words, monitoring data during the data collection stage ensures that all the variables are represented. Table (1) presents the study sample.

Table 1: The study sample

Variables		N	Percentage
Marital status	Married	218	42.1%
	Single	190	36.8%
	Widow	44	8.5%
	Divorced	65	12.6%

	Total	517	100%
Working status	Yes	293	56.7%
	No	224	43.3%
	Total	517	100%
Residence area	City	355	68.6%
	Country	80	15.5%
	Badia	44	8.5%
	The camp	38	7.4%
	Total	517	100%
Age	20 years or less	104	20.1%
	21-40	265	51.3%
	41-60	115	22.2%
	Over 60 years old	33	6.4%
	Total	517	100%
Family income level	Less than 500	190	36.8%
	500-1000	197	38.1%
	More than 1000	130	25.1%
	Total	517	100%
Academic level	High school or less	101	19.5%
	Diploma	95	18.4%
	Bachelor	234	45.3%
	Postgraduate	87	16.8%
	Total	517	100%

Data Collection and Analysis

The questionnaire was organized through ‘Google Forms. The link was distributed to different groups on Facebook and WhatsApp. ‘Plan International’ organization helped in the distribution of the questionnaire to women in Jordan. Means and standard deviations for each item were calculated to answer the study research questions. And these mean values were categorized into three levels (High, medium, or low), where the mean values from 1 to 2.33 was considered low level; from 2.34 to 3.67 was considered medium level; and from 3.68 to 5.00 was considered as high a level. Also, T-test, One Way ANOVA, and Sheffe tests were used to test the significance of the differences between means according to the demographic variables.

4 Results

The main question of the study was (what is the impact of the social media on the Jordanian women in the (personal, social and family- related domain, the cultural, the economic, the political, and the scientific and academic domain)? The answer to this question requires the overall domain means, standard deviation and the level of impact of all domains of social media impact on Jordanian women. Table (2) shows the results relating to this question.

Table 2: Overall domain means, standard deviation and the levels of impact of social media on Jordanian women

Rank	Domain	Mean	Std.	Level of impact
1	Cultural domain	3.61	079	Medium
2	Personal, social and family- related domain	3.58	0.81	medium
3	Economic domain	3.56	0.85	medium
4	Scientific and academic domain	3.48	0.80	medium
5	Political domain	3.13	1.04	medium
Overall impact of all domains		3.50	0.82	medium

Results in table (2) show that the overall impact of the social media on Jordanian women was estimated as medium. Also, it was estimated as medium in all the domains that were included in the questionnaire. However, the highest impact was reported in the cultural domain, followed by the personal, social and family related domain, then the economic, the scientific and academic domain, and the lowest impact was in the political domain. The above main question was divided in the following sub-questions; Therefore, the following sections will include a presentation of each sub-question. The mean and standard and level of the impact of the items were used to describe it.

Table 3: Descriptive statistics of the items for the personal, family, and social domain.

No	Item	Mean	SD	Rank	Level
2	It made it easy for me to communicate with my family	3.96	0.99	1	High
9	It introduced me to social institutions that provide useful services	3.94	0.98	2	High
1	It made it easier to complete daily tasks creatively	3.92	1.07	3	High
22	<i>It made me more afraid of children and younger brothers</i>	3.89	1.01	4	High
3	It helped me to know new people that I could not have met, including important characters	3.84	1.10	5	High
8	It helped me find the right cosmetic methods for me	3.79	1.05	6	High
7	It helped me identify the correct ways to behave in social situations.	3.77	1.05	7	High
4	It changed my personality to be more interactive with others.	3.75	1.07	8	High
11	<i>It wasted a large part of my time</i>	3.72	1.11	9	High
6	It broke the barriers of interaction with social events outside the family	3.70	1.07	10	High
5	It helped me improve my image in front of myself	3.68	1.14	11	High
12	<i>It caused me to lose focus on the main task of study and work</i>	3.62	1.11	12	Medium
23	<i>It made me more aware of witchcraft and sorcery</i>	3.60	1.23	13	Medium
10	It helped me to know more about the other gender	3.49	1.21	14	Medium
15	<i>It made me less interested in my worship</i>	3.47	1.24	15	Medium
14	<i>It made me less focused on serving my family</i>	3.46	1.20	16	Medium
21	<i>It made me separated from my family (as a result of our excessive attention to (social media)</i>	3.34	1.28	17	Medium
16	<i>It created social problems for me in my social environment</i>	3.32	1.31	18	Medium
13	<i>It introduced me to people that caused me inconveniences and threaten my reputation</i>	3.27	1.33	19	Medium
17	<i>It made me more lenient in revealing my secrets</i>	3.26	1.31	20	Medium
18	<i>It introduced me to males, some of whom did not behave with me properly</i>	3.23	1.37	21	Medium
20	<i>It made me more accepting of mixing with men</i>	3.22	1.30	22	Medium
19	<i>It made me love fame no matter the method to achieve it</i>	3.17	1.33	23	Medium
The personal, family, and social domain		3.58	0.81		Medium

Starting with the personal, family, and social domains, the results were shown in Table (3). Where the items in italics is considered a drawback. The impact of the use of social media on women in Jordan in the domain (of personal, family, and social) was generally medium, with a mean value of (3.58) and a standard deviation of (0.81). The mean values for the items ranged from (3.17) for the item (19) "It made me love fame no matter the method to achieve it", and (3.96) for item (2) "It made it easy for me to communicate with my family". All items were categorized as a medium or a high level of impact.

Table 4: Descriptive statistics of the items for the cultural domain.

No	Item	Mean	SD	Rank	Level
40	It made me more aware of ways to influence public opinion locally and globally	3.72	1.09	1	High
26	It helped me to learn about customs and traditions that are different from ours	3.71	1.04	2	High
24	It helped me to know people from other cultures	3.69	1.15	3	High
30	It made me more religiously based in my life	3.68	1.03	4	High
32	It made me more understanding of the customs and traditions of other societies	3.68	1.04	4	High
28	It helped me to know local and international cultural institutions	3.67	1.10	6	Medium
25	It helped me to know other Arab and non-Arab cultures	3.65	1.03	7	Medium
34	It made me more understanding of the existence of God and his control over the universe	3.65	1.12	7	Medium
27	It helped me to Learn about different ways to define life tasks	3.61	0.99	9	Medium
29	It helped me to learn about religions, sects, and legal rulings that I did not know	3.61	1.11	9	Medium
38	It taught me some of the mistakes I used to make in my	3.61	1.08	9	Medium

No	Item	Mean	SD	Rank	Level
	worship				
33	It made me more interactive with national and religious occasions	3.55	1.03	12	Medium
31	It made me more understanding of political, social, and cultural pluralism	3.54	1.06	13	Medium
35	It made me able to critique the rules that govern our culture	3.54	1.09	13	Medium
36	It made me more motivated to see what others have	3.54	1.16	13	Medium
39	<i>It changed my view of some of the good elements in our societal culture</i>	3.51	1.09	16	Medium
37	<i>It made me change some of the cultural legacies in my social environment</i>	3.40	1.10	17	Medium
The cultural domain		3.61	0.79		Medium

For the cultural domain, the results were shown in Table (4), where the items in italics consider a drawback. The impact of the use of social media on women in Jordan in the domain (Cultural domain) was generally medium, with a mean value of (3.61) and a standard deviation (0.79). The mean values for the items ranged from (3.40) for the item (37) “It made me change some of the cultural legacies in my social environment”, and (3.72) for item (2) “It made me more familiar with the ways of influencing public opinion locally and globally”. All items were categorized as a medium or a high level of impact.

Table 5: Descriptive statistics of the items for the economical domain.

No	Item	Mean	SD	Rank	Level
45	It introduced me to sites to buy things that I need	3.95	1.06	1	High
41	It introduced me to more economical ways to change my daily work	3.87	1.06	2	High
47	It increased my ability to use technology to do tasks	3.83	1.05	3	High
46	It introduced me to new ways of working from home	3.73	1.04	4	High
42	It introduced me to more economical ways to change (work or study) tasks	3.66	1.05	5	Medium
44	It made me more organized, which benefited me in many areas	3.56	1.15	6	Medium
43	It introduced me to domains to invest time to generate financial profit	3.52	1.14	7	Medium
48	<i>The costs of the Internet exhausted me in terms of time and money</i>	3.50	1.21	8	Medium
49	<i>It made me less interested in my work and studies, which made me lose current and future opportunities</i>	3.44	1.31	9	Medium
51	<i>It exhausted me financially because of changing my smartphone from time to time</i>	3.32	1.34	10	Medium
50	<i>It caused me accidents and social problems that affected my ability to provide things necessary to my life</i>	3.19	1.33	11	Medium
52	<i>It caused me financial extortion from individuals and companies</i>	3.13	1.40	12	Medium
The economical domain		3.56	0.85		Medium

For the economical domain, the results were shown in Table (5), where the items in italics consider a drawback. The impact of the use of social media on women in Jordan in the domain (economical domain) was generally medium, with a mean value of (3.56) and a standard deviation (0.85). The mean values for the items ranged from (3.13) for the item (52) “It caused me financial extortion from individuals and companies”, with arithmetic mean”, and (3.95) for item (45) “It introduced me to sites to buy the things I need”. All items were categorized as a medium or a high level of impact.

Table 6: Descriptive statistics of the items for the political domain.

No	Item	Mean	SD	Rank	Level
53	It made me more aware of local political issues	3.56	1.27	1	Medium
54	It made me more acquainted with international politics	3.31	1.25	2	Medium
56	It made me more aware of the different political viewpoints	3.25	1.27	3	Medium
55	It made me more understanding of global alliances	3.23	1.24	4	Medium
58	It made me able to interpret events and link them to politics	3.21	1.27	5	Medium
57	It made me more understanding of local political ideologies	3.17	1.29	6	Medium
60	It made me more understanding of the political thought of the Jordanian state	3.08	1.27	7	Medium

61	It made me more able to express my political opinion	3.03	1.29	8	Medium
63	It generated negative attitudes towards politics and politicians.	3.00	1.32	9	Medium
62	It caused me an increased fear of security prosecution because of my opinion	2.82	1.28	10	Medium
59	It increased my desire to join political parties and run for parliament	2.70	1.28	11	Medium
The political domain		3.13	1.04		Medium

For the political domain, the results were shown in Table (6), where the items in italics consider a drawback. The impact of the use of social media on women in Jordan in the domain (Political domain) was generally medium, with a mean value of (3.13) and a standard deviation (1.04). The mean values for the items ranged from (2.70) for item (59) "It increased my desire to join political parties and run for parliament", and (3.56) for item (53) "It made me more aware of local political issues". All items were categorized as having a medium level of impact.

Finally, for the scientific and academic domain, the results were shown in Table (7), where the items in italics consider a drawback. The impact of the use of social media on women in Jordan in the domain (scientific and academic) was generally medium, with a mean value of (3.48) and a standard deviation (0.80). The mean values for the items ranged from (3.12) for item (71) "I have generated misconceptions in some sciences", and (3.72) for item (64) "It made me more understanding of my psychological and physical nature". All items were categorized as a medium or a high level of impact.

The overall impact of social media on Jordanian women was estimated as a medium impact. However, the highest impact was reported in the cultural domain, followed by the personal, social, and family-related domain, then the economic, followed by the scientific and academic domain, and the lowest impact was in the political domain.

Table 7: Descriptive statistics of the items for the scientific and academic domain.

No	Item	Mean	SD	Rank	Level
64	It made me more understanding of my physical and mental nature.	3.72	1.12	1	High
70	I made the learning process easier by sharing information with others	3.66	1.07	2	Medium
65	It made me more aware of diseases and their causes.	3.63	1.03	3	Medium
68	It increased my interest in scientific research	3.63	1.10	3	Medium
66	It made me more understanding of everyday and global phenomena	3.60	1.04	5	Medium
69	It made me distinguish scientific sites from non-scientific sites	3.56	1.07	6	Medium
67	It made me more understanding of scientific concepts and linking them together	3.53	1.06	7	Medium
73	<i>It distracted me while studying and learning because of its ease to access social media and the difficulty of studying</i>	3.20	1.20	8	Medium
72	<i>It distracted me because scientific topics are long to explain and understand, a reason that generated misconceptions</i>	3.13	1.22	9	Medium
71	<i>It generated misconceptions in some science domains</i>	3.12	1.15	10	Medium
The scientific and academic domain		3.48	0.80		Medium

After that, the significant differences at the level of significance ($\alpha=0.05$) between the women's responses were tested according to nationality, marital status, employment status, age, the nature of the residence area, and family income level. Results in Table (8) show that there are apparent differences in the means of women's estimations of the impact of social media on them according to the demographic variables. ANOVA test in Table (9) shows that there is no statistically significant difference between women's responses according to their nature of the residence area, age, family income level, and academic level ($p\text{-value}<0.05$). For the employment test, since there are only categories (employed and unemployed), a t-test was conducted. There are statistically significant differences at the level ($\alpha = 0.05$) of women's estimates in Jordan of the level of impact of using social media on them according to the work status variable, based on the calculated (T) value, which was (3.499) and at a level of significance of (0.001). Finally, since there are statistically significant according to marital status, a post hoc test was conducted. A significant difference occurred among divorced: widow, divorced: married, and single: married at (0.05) significant level.

Table 8: Means and standard deviations of women's estimations of the impact of social media on them according to the demographic variables.

	N	Mean	SD
Marital status			
Married	218	3.40	.626

Single	190	3.57	.585
Widow	44	3.46	.581
Divorced	65	3.67	.483
Working status			
Employed	293	3.58	.559
Unemployed	224	3.40	.630
Nature of the residence area			
City	355	3.52	.613
Country	80	3.42	.556
Badia	44	3.48	.551
The camp	38	3.48	.586
Age			
20 years or less	104	3.57	.538
21-40	265	3.52	.604
41-60	115	3.43	.618
Over 60 years old	33	3.39	.631
Family income level			
Less than 500	190	3.46	.604
500-1000	197	3.57	.618
More than 1000	130	3.47	.549
Academic level			
High school or less	101	3.52	.622
Diploma	95	3.53	.593
BA	234	3.46	.570
Postgraduate	87	3.54	.646

Table 9: Results of the ANOVA test.

	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
<i>Marital status</i>	<i>Between Groups</i>	4.995	3	1.665	4.770	.003
	<i>Within Groups</i>	179.090	513	.349		
	<i>Total</i>	184.085	516			
<i>Nature of the residence area</i>	<i>Between Groups</i>	.771	3	.257	.719	.541
	<i>Within Groups</i>	183.315	513	.357		
	<i>Total</i>	184.085	516			
<i>Age</i>	<i>Between Groups</i>	1.659	3	.553	1.555	.199
	<i>Within Groups</i>	182.426	513	.356		
	<i>Total</i>	184.085	516			
<i>Family income level</i>	<i>Between Groups</i>	1.439	2	.719	2.024	.133
	<i>Within Groups</i>	182.646	514	.355		
	<i>Total</i>	184.085	516			
<i>Academic level</i>	<i>Between Groups</i>	.641	3	.214	0.597	.617
	<i>Within Groups</i>	183.444	513	.358		
	<i>Total</i>	184.085	516			

5 Discussion

Having a glance at the means of the domains of the study instruments show that women in the study sample estimated the effect of social media on them in the cultural domain as the highest domain, then followed by the personal, family, and social domain with only 0.3 difference in the means of estimations, which is also the value of the difference between the social domain and the following domain which is the economic domain. This may reflect two things: first, the dominating content of the social media which comes from various cultures, parties, and people from the society and other societies addition to the companies that use the commercial announcements that appear from time to time on the net in addition to their pages on social media [10] Second, it shows that women are interested in social media platforms that place a higher value on content from different cultures than they do on social media, which may gratify their desires for greater cultural awareness [21]. Additionally, the observed interest of women in economic issues relating to individual and family purchases as well as various domestic activities should shed light on why the economic domain ranks third without

significantly differing from the social domain.

The impact of the academic domain on Jordanian women was estimated at a modest level. This may be the case since social media now contains some content related to academic studies, and women communicate with various educational stakeholders. Additionally, a social media addiction hurts one's interest in academic tasks. The impact of social media on women in Jordan in the political sphere, however, comes in last in its mean of estimation, which may be explained by the comparatively low interest in political topics.

The findings indicate that 11 of the elements in this area have a significant impact on Jordanian women. Communication with the family is simple for women when they are out of the house, they are aware of organizations that provide social services, they are aware of new acquaintances who could expand their social circle, and they are aware of new ways to beautify themselves that are crucial for women's self-concept and self-value in their social environments, and they are aware of other factors that are estimated to have the positive effects of enhancing their self-esteem and increasing their social interaction. Women are urged to capitalize on the aforementioned advantages and direct their use of social media towards maximizing them because they are crucial to them. The ability to understand magic and sorcery better was another advantage that was considered to have a medium impact. This is important in Jordanian society since some people use these evil activities to harm others or to acquire advantages without making any effort. Institutions and community leaders must therefore do all possible to maximize these advantages.

Due to the social nature of Jordanian society, which includes sensitivity to women's interactions with foreigners, both male and female, the majority of the damage caused by social media to Jordanian women (12 out of 22 harms) was classified in the social domain. Due to their personal experience with the negative effects of social media on children, including the possibility of social media addiction or the possibility of various forms of child abuse, Jordanian women have identified two hazards in this area as being of high priority [23]. Women have every right to be afraid given the numerous risks that the internet poses to children and young people in general [24]. Another risk that Jordanian women deemed to be significant was time loss as a result of prolonged mobile phone use, particularly on social media. For both men and people of all ages, this developed into a widespread phobia in society [25], [22]. Women should therefore be mindful of how much time they spend on social media as it may have an impact on their family and marriage relationships.

Jordanian women rated the other 11 damages in this sector as a medium. Women are now less likely to prioritize studying or working as their primary duties, which could have a negative impact on their academic performance and employment prospects. Women claimed that they were taking less care of their families and their places of religion, which was contributing to their social difficulties. Their situation is made worse by being introduced to individuals who disrupt their lives (often men) and pose a threat to their reputations. These are extremely risky difficulties for women's social lives and may harm their families, especially for those who strive for popularity regardless of the price they may have to pay for it.

The greatest advantage cited by women was learning more about how to influence both local and global public opinion. This may be due to the Jordanian women's propensity to pay closer attention to what is "posted" on social media and the propensity of some women to manipulate public opinion for their satisfaction [20]. The affinity of Jordanian women to introducing people, customs, and norms of other cultures was another benefit that was highly valued. This is a characteristic that represents the tolerance of the Jordanian people and the openness of the Jordanian society to other societies. Since foreign societies could have positive aspects of their traditions, this is an important consideration for Jordanians. that can be moved to ours, provided that Jordanian women are aware not to have blind imitations. Another advantage that Jordanian women particularly valued was how social media increased their level of religiosity. This demonstrates the strong religious commitment of Jordanian women and may be connected to the volume of religious content—primarily from Muslim individuals and institutions—that is uploaded on social media. This aspect of what is shared on social media has a significant impact on people's understanding of Islam and their level of commitment, thus it should be prioritized.

Other advantages that were estimated at a medium level were closely related to those that were estimated at a high level. Jordanian women were more knowledgeable about worship rules, religious groups, God's presence, and mistakes made during worship. Women developed greater critical thinking skills, an understanding of pluralism, a better understanding of local and Arab cultures, and the ability to influence cultural aspects of their surroundings. These beneficial results inspire various groups in Jordanian society to assist women in reaping the rewards of social engagement (cultures, institutions, and originations worldwide).

Jordanian women have grown increasingly cognizant of using social media to purchase their wants. This enables people to take advantage of deals and promotions during various seasons and buy from a variety of businesses in various nations [10]. Women also modified how they carried out household and personal responsibilities, largely utilizing technology. This makes their lives simpler, which may have a favorable impact on everyone in the family. These advantages were also mentioned in [1].

Other advantages that were estimated at a medium level included the fact that women learned more efficient ways to complete duties at work and improved time management skills, which helped them become more organized in their personal lives. Women could improve their financial situations for themselves and their families if they focus their time on using social media to pursue work-from-home opportunities. There are 5 hazards in this area, all of which are rated as moderate: The first is the cost of the internet; in this matter, women are urged to utilize it wisely and economically, especially given the Covid-19 pandemic and the need for all family members to use the internet for business, education, personal, and home matters [26]. In connection to the cost, women also reported their exhaustion from changing their mobile phones from time to time.

The loss of interest in work and study was one of the negative effects that had a medium-sized impact, which prevented women from taking advantage of present and future opportunities to advance in their education or land jobs. This has a negative impact on women's lives in terms of independence, marriage, and better economic circumstances. The most recent two damages, which had a medium impact, are risky. Accidents, in their most basic form, cost money to fix automobiles and pay for hospitals, which has an impact on how much is spent on daily expenses. More dangerously, women may be subjected to blackmail by people or organizations as a result of improper social media usage. Due to social customs, dealing with this element can be quite delicate. Consequently, women have to be careful when they use social media in order not to be blackmailed.

One advantage Jordanian women gain from social media is a greater understanding of regional political issues, a better understanding of various political viewpoints, and a greater understanding of Jordanian political philosophy. All of these advantages enable women to contribute more effectively to political life in Jordan, express themselves more effectively, and comprehend international relationships better. As a result, there was a moderate trend to join political parties and to seek for office. These pleasures were also mentioned by Jordanian women who use social media [21]. Therefore, it is advised that the political parties speak directly to Jordanian women in the content they post on social media. However, due to Jordan's political history, which created a stereotype of interest in policy and political people, social media contributes to a medium level of negative attitudes toward policy and political people. This is in addition to people's fear of security follow-up, which is a significant barrier to joining political parties or expressing political opinions [20].

There were three disadvantages and seven advantages in the scientific and academic realms. The only factor that received a positive rating was that women learned more about their psychological and physical makeup. Although this aspect of human life is extremely significant, it was discovered that few people are adequately informed about it [14],[21]. Women must be cautious about the websites they utilize for this, though. Women learn more about diseases and their causes about their awareness of their nature on a medium level, which benefits the family and society as a whole.

Women also profit more from science; they have a greater appetite for scientific books, a better understanding of both local and universal occurrences, and a better grasp of scientific ideas. All of these advantages may help create scientifically informed individuals who are responsive to empowerment initiatives [9]. When women estimated the medium of the item concerning their improved capability to distinguish the scientific from currently scientific sites, this was ensured. However, because social media platforms were designed exclusively for social interaction, they might not be able to disseminate scientific knowledge. They also produced ideas that are inconsistent with science and confused women because scientific concepts require specifics to be understood. Additionally, they caused women students to be separated from their academic responsibilities, enroll in school, and travel. Social media sites that are enjoyable and easy to browse rather than focusing on their studies. These drawbacks were also reported in [21] as the main misuse of social media by Jordanian women.

Results reveal that women's assessments of the effects of social media on them differ in statistically significant ways. When these variations were compared to those of widows and married women, it was discovered that divorced women preferred them. Additionally, single women's preferences varied from those of married women. This could be because women spend more time on social media than males do, which would increase their exposure to these media's negative effects. Since single and divorced women may have more personal interests than widows or married women, personal interest may also help interpret these discrepancies.

Between employed and jobless women, there were substantial differences in this variable, favoring employed women. When compared to unemployed women, employed women may have greater social networks. Additionally, in some office positions, employed women may have more time to use their cell phones. Because Jordanian women use their smartphones to browse social media, there were no statistically significant changes due to this variable. This is because Jordanian women are mobile users. And also, age had no statistically significant impact on how Jordanian women were affected by social media. Because the data for this study came from women above the age of 15, this may indicate that people of all ages now use social media. Because most people now own smartphones and utilize social media regardless of their income, including some of those impoverished women, the results demonstrate that there are no statistically significant variations based on the level of family income. According to the findings, there are no statistically significant

variations between Jordanian women's assessments of how social media will affect them based on their degree of education. This may illustrate how social media use among women is equivalent regardless of academic standing.

Activities involving media education should be used to inform women about the advantages of social media, the entire community should work together to inform women about social media safety, risks, and precautions to protect themselves from social and political ills, and women should use social media responsibly by sharing pertinent, appropriate content from reputable parties on social media, we may increase political knowledge and inspire better participation in the political sphere. Social media should be used to spread knowledge about religion, academia, and culture, but women need to be careful about which social media they use for these activities, and women should be trained to question everything they encounter and to think critically.

6 Recommendations

The results of the study lead to the following recommendations:

1. Media education activities should be used to educate women on the benefits of social media.
2. All communities should collaborate on educating women on the safe usage of social media, its risks, and how to prevent those risks.
3. Women should manage their time wisely while using social media to protect themselves from social and political harm.
4. Social media should be taken advantage of to build political awareness and encourage better contributions to political life by posting relevant, suitable content from credible parties.
5. Social media should be taken advantage of to produce cultural, academic, and religious awareness, but women have to be cautious of what social media they browse for these purposes.
6. Women should be taught to be critical thinkers and question everything they come across on social media and refer only to credible, allegeable sources.
7. Women need to get their priorities straight while using social media.

Conflict of interest

The authors declare that there is no conflict regarding the publication of this paper.

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