

Social Media Postings from Members of the Jordanian Parliament on the COVID-19 Pandemic

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ABSTRACT

This study sheds light on the use of social media, particularly Facebook, by members of the 19th Jordanian Parliament to address the COVID-19 crisis. The study examines the patterns, sources, tones, and frames adopted in COVID-19-related posts by Jordanian Members of Parliament. A content analysis approach is used to collect data, relying on the theory of social responsibility. A total of 634 posts regarding COVID-19 were taken from 39 different Facebook accounts of MPs, selected through simple random sampling. Among the notable findings of this study: text accompanied by images was the most commonly used format by MPs, and official sources were the most preferred by Jordanian MPs regarding COVID-19 information. Additionally, most posts had a neutral tone, while the majority were framed within a responsibility framework. This study encourages further research attention on the use of social media by political leaders during health crises.

Keywords: Facebook, COVID-19, Social Responsibility Theory, Members of Parliament, Jordan.

Introduction

Social media utilizes platforms to facilitate interpersonal communication and collaboration (Latif et al., 2019). These platforms have become important venues for interaction, especially during times of crisis (Halpern et al., 2017). Many discussions and engagements in the lives of politicians have shifted to social media. Consequently, politicians now rely on these platforms for electoral and political campaigns, expressing their opinions, and delivering their messages to followers (Stieglitz & Dang-Xuan, 2013; Stier et al., 2018; Puschmann, 2019).

Social media plays a crucial role in various aspects of society, including the social, political, and health domains (Idris, 2018). It serves as an effective tool for influencing behavior and promoting both individual and societal well-being (Rosenberg et al., 2020). Platforms like Twitter, Facebook, WhatsApp, and Instagram have become valuable sources of information during the COVID-19 pandemic by facilitating the dissemination of news related to its spread (Ahmad & Murad, 2020; Cinelli et al., 2020). With people largely confined to their homes during this crisis, there has been a significant increase in social media usage (Dalle Adnan et al., 2021). Among the advantages of social media is its ability to rapidly distribute epidemic-related information and keep people informed (Basch et al., 2020). However, it is important to acknowledge that social media also presents drawbacks, such as the proliferation of fake news (O'Brien et al., 2020; Ibrahim, 2021).

The majority of politicians, including parliament members in Arab countries, maintain personal accounts

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on various social media platforms (Elsawah & Howard, 2020). These platforms allow politicians to stay connected with their followers. Politicians' accounts on platforms like Facebook and Twitter attract large followings (Marquart et al., 2020). This tendency to follow political figures increases during political and health crises, as followers trust those close to decision-makers. Politicians, therefore, have the ability to influence their followers' opinions on various issues.

Members of Parliament in Jordan are among the most active users of Facebook in Arab countries (Tarawneh, 2020). The Jordanian House of Representatives consists of 130 members elected by the general public (Adas, 2008; Lin, 2021). Most Jordanian politicians use social media for a variety of purposes (Isaacat, 2019). For example, MPs use social media intensively, with many of their accounts actively engaging with followers (Al-Haniti & Al-Thabat, 2020). Tarawneh's (2020) study found that Jordanian parliament members are highly interactive on social media, with their accounts attracting large followings. They frequently share news related to political affairs, as well as health, religious, and economic issues. Facebook, in particular, has a significant presence in Jordan. As of early 2023, there were 9.95 million internet users in the country, with 6.61 million active on social media, representing 58.4% of the total population. Specifically, there were 4.90 million Facebook users in Jordan (Kemp, 2023).

The current study focuses on the use of social media, particularly Facebook, by members of the Jordanian Parliament (MPs) during COVID-19. It aims to answer the following research question: How have Jordanian MPs used Facebook during the COVID-19 pandemic in Jordan?

Statement of Problem

Social media platforms are crucial for communication during crises (Halpern et al., 2017). During the COVID-19 crisis, there was a surge in social

media usage, and research has focused on how healthcare experts and doctors used their social media accounts to share diverse information about COVID-19 (Subedi et al., 2020; Furstrand et al., 2021; Topf & Williams, 2021). Some studies have also highlighted the role of media institutions in educating citizens on how to prevent the spread of the virus (Zafri et al., 2020; Wasserman et al., 2021; Chen et al., 2022). However, few studies have examined how politicians, including parliament members, used their widely followed social media pages to exchange information about COVID-19.

Politicians, particularly members of parliament, are influential figures in society, helping to shape national policies. Given their position and influence, the views expressed by parliament members on important issues carry significant weight. How these politicians, especially Members of Parliament, express their views on social media is a relatively underexplored area of research. This study investigates how Jordanian parliament members addressed COVID-19 through their Facebook pages.

Definition of Study Terms

Content Analysis: Content analysis is a research method used to provide a quantitative, purposeful, and systematic description of communication content (Riffe et al., 2019).

Posts: Posts are digital publications that consist of text, images, and videos shared by users on their social media accounts (Pearce et al., 2020).

Members of the Jordanian Parliament: Members of Parliament are elected by the public every four years and are seen as representatives of the entire population. They primarily act as intermediaries between the government and citizens, in addition to their responsibilities of oversight and legislation.

Social Responsibility Theory: Social responsibility theory is an ethical framework that assumes every organization or individual has a duty to work for the

benefit of society. Therefore, social responsibility is something that all organizations and individuals must commit to in order to maintain balance (Lee, 2008).

Literature Review

The emergence of COVID-19 in late 2019 had a profound global impact, affecting numerous aspects of human life. The pandemic garnered significant attention from both traditional and modern media, as well as from academics, politicians, and researchers. For example, Ogbodo et al. (2020) examined how global media framed the COVID-19 pandemic, identifying prevailing themes and variations in wording. The study utilized nine preset frames to code and analyze data from two websites and the LexisNexis database, resulting in 6,145 items. Findings revealed that fear, scaremongering, and human-interest frames dominated global media coverage of the pandemic. Similarly, Subedi et al. (2020) investigated the role of social media in delivering COVID-19 news to trainee doctors at KIST Medical College. Using a distributed questionnaire, the study found that 65% of trainee doctors frequently used social media platforms to obtain information about COVID-19.

Mwangale and Okoye (2021) utilized framing theory to investigate COVID-19 coverage in Kenya and Tanzania from February to April 2020. A quantitative analysis of different frames used by the *Daily Nation* and *Citizen* publications showed that the *Daily Nation* predominantly used a social frame, portraying COVID-19 as a national emergency, whereas Tanzania's *Daily Citizen* presented it as a global issue using simpler frames. In Nigeria, Aderogba (2021) analyzed how the Nigerian press contributed to COVID-19 coverage by examining content from several national daily newspapers, comprising 729 articles. The findings revealed that precautionary measures and prevention received the most attention, followed by economic topics.

In Malaysia, Masngut and Mohamad (2021) aimed to identify image-repair techniques employed by the

Malaysian government in its COVID-19 communications while assessing public reactions on social media. The content analysis focused on 120 media statements and 382 comments from the Facebook pages of *Berita Harian* and *The Star* newspapers. The findings revealed that the most frequently used strategy was reducing offensiveness, followed by taking corrective action, avoiding accountability, and mortification.

In Indonesia, Akbar et al. (2021) analyzed the content of 958 tweets from Indonesian government accounts on social media regarding COVID-19. The results showed that the public encouraged and supported the government in combating the pandemic. However, the government did not effectively use social media to communicate with the public, and the quality of their response was lacking, particularly regarding operations, warnings, resource provision, volunteer recruitment, and rumor management.

Lastly, Abiodun (2022) analyzed 156 videos related to COVID-19 vaccination on Facebook and YouTube between October 1, 2020, and March 3, 2021. The study found that YouTube featured a higher number of reports on vaccine-related issues compared to Facebook. Additionally, Facebook used a vaccine safety and efficacy framework, while YouTube focused more on human interest in reporting on the COVID-19 vaccine.

This study is based on social responsibility theory, which emphasizes the role of companies, individuals, and governments in contributing positively to society (Abigail, 2019). The theory assumes that information technology and technological tools play a significant role in the development of civil society. Members of Parliament use their social media accounts to share numerous posts that are consumed by society. According to social responsibility theory, individuals recognize that decisions regarding what is published, how it is narrated, and how it is presented should benefit society as a whole and adhere to ethical standards. Therefore, any technology used by political figures can potentially

influence their behavior in the long run. In this context, social responsibility theory is relevant to the use of social media by Members of Parliament, as they can be seen as partners with the government in bearing the responsibility of communicating important health and political events and issues.

The mentioned studies relate to the current research as they have explored the types, tones, and frameworks used by media outlets, journalists, and doctors in addressing COVID-19 on their respective platforms. However, none have examined the role of politicians in the Middle East during the COVID-19 pandemic. This study seeks to fill that gap. By investigating how Members of Parliament address COVID-19 on their widely followed Facebook accounts, this research aims to provide insights into how politicians manage crises. Specifically, it focuses on how Jordanian Members of Parliament addressed COVID-19 on their Facebook accounts through the lens of social responsibility theory.

Social media platforms as an important channel during pandemics

Technological advancements have fueled the growth of social media platforms, transforming the world into a small global village. Social media platforms are widely used for health campaigns and play an important role during crises (Abbas et al., 2021). Media dependency theory suggests that individuals in society heavily rely on media, including social media platforms, to obtain information and the latest news about societal changes, particularly regarding health issues. Kigatiira (2020) noted that during a new disease outbreak, society receives information from multiple sources, such as television channels, newspapers, and social media platforms. Social media platforms are considered effective channels for health campaigns and are primary sources of health information due to their diversity, extensive databases, and ability to quickly break barriers and reach audiences. For this reason, social media

platforms have played crucial roles in informing the public during outbreaks of diseases like influenza, the Zika virus, and COVID-19 (Tang et al., 2018).

Ghalavand et al. (2020) observed that social media platforms, through health campaigns, provide opportunities to develop knowledge related to health issues. As Asemah et al. (2022) noted, Facebook has been the most effective means of health communication in recent years due to its ability to reach a large audience in a short time. Facebook has also enhanced healthcare services by facilitating interactions between health officials and the public (Duquesne University, 2020). Sahni and Sharma (2020) found that the Indian Ministry of Health has widely relied on Facebook to connect healthcare services with citizens. Rohman (2017) found that social media platforms, particularly Facebook and YouTube, have been adopted as channels for health communication because of their speed in disseminating health information and their ability to create a collaborative environment between the public and officials. Sahni and Sharma (2020) further noted that social media platforms also serve as tools for disaster management and the spread of diseases like polio and COVID-19. Organizations and healthcare institutions rely on social media to communicate with the public, enabling disease control centers to actively engage with individuals during outbreaks of diseases such as Zika, COVID-19, and Ebola.

Significance of the Study

Social media platforms, such as Facebook, can be considered important tools during times of crisis. Further studies on how these platforms are utilized by politicians would be beneficial, as they can leverage their social media pages to communicate with followers and address health-related topics, thereby facilitating information access, raising awareness, and collaborating with the government to mitigate the spread of diseases and epidemics.

This study analyzed the personal accounts of an important group in society: the members of the Jordanian Parliament. The results can demonstrate to politicians the significance of using their social media accounts effectively to enhance citizens' awareness of various issues. Moreover, this study will help officials in the health sector and health organizations understand how the personal accounts of political figures can be leveraged to collaborate in increasing public awareness during health crises. Furthermore, this research contributes to enriching content analysis studies during health crises by analyzing posts from the social media platform Facebook, which is widely used by many around the world.

Research Questions

The current study aims to analyze the content of Jordanian parliament members' Facebook accounts during the COVID-19 crisis. It seeks to answer the following questions:

1. What are the forms of posts on COVID-19 according to Jordanian MPs Facebook accounts?
2. What are the sources for posts on COVID-19 by Jordanian MPs Facebook accounts?
3. What are tones adopted in Facebook posts published by Jordanian MPs about COVID-19?
4. What are themes adopted in Facebook posts published by Jordanian MPs about COVID-19?

Sample and Population

The current study focused on the members of Parliament in Jordan. These representatives are elected by the people every four years and are considered the voice of the entire Jordanian populace. Members of the House of Representatives serve as a link between the government and citizens, in addition to their primary responsibilities of oversight and legislation. The 19th Parliament in Jordan consists of 130 members, most of whom have personal accounts on social media platforms,

particularly Facebook, which is the most widely used platform in Jordan. This study spotlighted the accounts of 39 active deputies on Facebook. After analyzing their accounts, 634 posts related to COVID-19 were identified.

The study period was determined to be from January 1, 2021, to April 1, 2021. This timeframe was chosen due to the second wave of COVID-19 that Jordan experienced, peaking on March 15, 2021, with 9,417 cases and 92 recorded deaths (Xinhua, 2021). Additionally, this period was selected due to the recent election of new Jordanian MPs.

Methodology

The researchers employed content analysis as their research methodology. Content analysis is a systematic and quantitative approach in the social sciences and management that enables researchers to examine written or recorded content, such as texts, videos, music, or images (Akoji et al., 2012). This methodology allows researchers to analyze existing information, identify patterns, and draw conclusions related to their research (Daramola & Daramola, 2011). Treadwell (2010, p. 216) defines content analysis as a research approach that quantifies occurrences of selected subjects by defining units of analysis and categorizing them based on well-defined criteria. Asemah et al. (2017, p. 78) describe content analysis as focusing on the explicit content of mass media messages rather than on individuals' interpretations. In this study, the researchers used a content analysis method that relied on SPSS software to scrutinize the substance of the postings. They chose this technique due to its robustness.

Validity and Reliability of the Instrument

The analysis and coding sheet were reviewed by other specialized researchers in content analysis to ensure the validity of the study's analytical tool. Their suggestions were carefully considered. Subsequently, the

researchers conducted a pilot study to analyze 50 Facebook posts to verify that the analysis tool would effectively address the research questions. After refining some key components based on the pilot study, the researchers concluded that the analysis tool could be relied upon to answer the study's questions.

Units of Analysis

Asemah et al. (2017, p. 83) argue that researchers should deconstruct categorized content into a format that allows them to combine and establish categories. Thus, there is a need for units in content analysis. The unit of analysis refers to the smallest segments in a content analysis, and researchers use specified units of analysis. The current study focused on analyzing the forms of posts made by Members of Parliament, the sources they relied on in these posts, the topics framed within them, and the tone of the posts published by the members.

A: Forms of Posts

This study analyzed the types of publications used by Jordanian MPs to communicate with the public about COVID-19 through their Facebook pages. The forms of publications are an important tool for analyzing news content (Romero & Ventura, 2020). These analysis forms have been employed in various studies, such as those by Stollefson et al. (2019) and Çakmak & Eroğlu (2021), and are described as follows:

- I. **Text:** These publications contain only letters, words, and texts without using other digital media. Text with Image: Posts that contain text attached to an image.
- II. **Video:** Posts that have uploaded a video.
- III. **Link:** Posts shared on Facebook with links from different websites and platforms.
- IV. **Live broadcast:** It is a feature provided by Facebook that allows the user to communicate with his followers.

B: Sources of posts

Knowing the source is crucial for content analysis (Zhang et al., 2019). This study examined the sources of posts published by Jordanian MPs on their Facebook accounts. Tesfaye (2014) and Stupart and Strelitz (2016) also relied on source analysis in their content analysis studies. Based on this, the researcher applied the following:

- I. **Self-editing:** These are publications that the researcher relied on himself in editing and publishing, such as sharing his opinion, proposing solutions, or using his media.
- II. **Jordanian media:** These are the publications that relied on local Jordanian media institutions, both public and private.
- III. **Non-Jordanian media:** These are the publications that were quoted from foreign media such as Al-Jazeera and Reuters.
- IV. **Official sources:** These are the publications that belong to governmental sources, such as the decisions of the Crisis Management Center in Jordan and the World Health Organization.
- V. **Unofficial sources:** These are posts that belong to non-governmental sources, such as sharing content by social influencers or videos quoted from followers.
- VI. **Unknown:** These are posts in which the source did not appear. Like publishing an educational video without referring to the real source.

C: Tones of Posts

Articles are further categorized by tone, with three categories identified: positive, negative, and neutral. Since news can carry both positive and negative elements, its coverage may be framed in a positive or negative light. This study also introduces a category for neutral tones, representing news that neither conveys positive nor negative sentiment in its reporting.

- I. **Positive tone:** Expresses positive emotions such as

spreading happiness, hope, motivation, and not giving up.

- II. **Negative tone:** Used to express negative and discouraging emotions, focusing on words like sadness, failure, fear, and anxiety.
- III. **Neutral tone:** It is a tone that does not express any positive or negative emotions, being objective and neutral.

D: Themes of Posts

This study adopts Semetko and Valkenburg's (2000) framework for framing the themes. Semetko and Valkenburg (2000) identified five frames in their work: conflict, human interest, economic consequences, ethics, and responsibility. This framework has been used in numerous studies; for example, Ogbodo et al. (2020) applied it in their content analysis of global media framing of COVID-19, while Ahmad (2022) utilized the Semetko and Valkenburg framework to analyze the roles played by alternative news media in Malaysia during the crisis reporting on the COVID-19 pandemic. Additionally, Ghazali et al. (2022) used it for their analysis of news portals and Instagram during COVID-19. The frames are described as follows:

- I. **Conflict:** Emphasizes conflict and disagreement between people, parties, groups, or institutions in order to draw in the audience.
- II. **Human interest:** brings a human face or an emotional angle to the presentation of an event, issue, or problem.
- III. **Economic:** reports an event, problem, or issue in terms of the consequences it will have economically on an individual, group, institution, region, or country.
- IV. **Morality:** places an event, problem, or issue in the context of religious tenets or moral prescriptions.
- V. **Responsibility:** This frame presents an issue or problem in such a way as to attribute responsibility for its cause or solution to either the government or

to an individual or group (Semetko & Valkenburg, 2000).

Findings and Discussion

In this section, the study results are presented, where the researchers address the four main questions of the study based on the content analysis. This includes discussing and comparing the findings with previous studies, as well as relating them to the theoretical framework of the research. The section begins by answering the first question, presented in Table 1: "What are the forms of posts on COVID-19 according to Jordanian MPs' Facebook accounts?"

Table (1): Forms of Posts on COVID-19

No.	Forms	Frequency	Percent
1	Text	142	22.4
2	Text with image	228	36.0
3	Video	104	16.4
4	Link	99	15.6
5	Live broadcast	61	9.6
	Total	634	100

In Table 1, the results indicate that the majority of parliament members use text with images, accounting for 36.0 percent of posts, with a frequency of 228. This finding suggests that parliamentarians have effectively utilized new media to communicate with their followers. Text combined with images is a quick and efficient way to convince the audience without requiring them to read lengthy text or watch time-consuming videos. This outcome aligns with Ajibulu (2022), who found that most Facebook posts regarding the COVID-19 vaccine were image-based and often included text. However, this result contrasts with Farkas and Bene (2021), who found that politicians showed a greater preference for images over other forms. Conversely, Haßler et al. (2023) noted in their content analysis of politicians' accounts in Germany that images integrated with text were used less frequently than images posted without text by party accounts.

The video feature ranked second, accounting for 16.4 percent of posts, with a frequency of 104, while text-only formats came in third at 22.4 percent and a frequency of 142. The link feature followed at 15.6 percent, with a frequency of 99. Finally, the live streaming feature on Facebook was the least popular, at 9.6 percent and a frequency of 61. The low usage of live streaming for COVID-19-related posts may stem from deputies' lack of experience with this format, as younger Facebook users—who typically do not fit the demographic of Jordanian deputies—tend to use this feature more frequently. Additionally, live streaming requires prior arrangements and necessitates that the account owner engage with their audience in real-time. This finding differs from Sheffield (2018), who confirmed that celebrities prefer the live-streaming feature on Facebook because it is easy to use and requires minimal effort.

Table 2 below reveals the results of the content analysis for the second question: "What are the sources for posts on COVID-19 by Jordanian MPs' Facebook accounts?"

Table (2): Sources of posts on COVID-19

No	Sources	Frequency	Percent
1	Self-editing	121	19.1
2	Jordanian media	77	12.1
3	Non-Jordanian media	34	5.4
4	Official sources	213	33.6
5	Unofficial sources	105	16.6
6	Unknown	84	13.2
	Total	634	100

According to Table 2, the majority of Jordanian MPs primarily rely on official sources when posting on their Facebook pages, accounting for 33.6% of their posts, with a frequency of 213. This preference for official sources may be attributed to the limited information available on COVID-19 at the time, making these

sources the most trustworthy and credible. This finding aligns with Brennen's (2020) study, which indicated that politicians were less likely to spread false information about COVID-19 on social media.

Self-editing ranks as the second most frequently used source by Jordanian MPs, comprising 19.1% of their posts with a frequency of 121. This suggests that the writing skills possessed by Jordanian MPs—likely acquired through their academic or professional experiences—contribute to their ability to produce reliable content. This result is consistent with a study by Tahat and Tahat (2021), which identified self-editing as one of the most reliable methods of disseminating information.

Unofficial sources rank third, making up 16.6% of the posts with a frequency of 105. Unknown sources account for 13.2% with a frequency of 84, while Jordanian media constitute 12.1% with a frequency of 77, and foreign media represent 5.4% with a frequency of 34. The lower reliance on foreign media by Jordanian MPs, despite its high credibility (Wa'Njogu, 2022), suggests a lack of interest on their part.

Table 3 shows the results of the content analysis for the third question: "What are the tones adopted in Facebook posts published by Jordanian MPs about COVID-19?"

Table (3): Tones of Posts on COVID-19

No	Tones	Frequency	Percent
1	Positive	228	36.0
2	Neutral	303	47.8
3	Negative	103	16.2
	Total	634	100

In Table 3, the majority of posts published by Jordanian MPs had a neutral tone, accounting for 47.8% of the total. This can be attributed to the fact that the study focused on a challenging period during which Jordanian MPs chose to adopt a neutral tone in their

publications. They aimed to avoid any negative or positive tones that could potentially mislead their followers or create misunderstandings about the severity of COVID-19. Given that COVID-19 is a health epidemic and emergency, it is essential to share information based on accurate and reliable sources. This finding aligns with a study by Praveen et al. (2021), which analyzed 18,440 tweets to gauge the attitude of Indian citizens toward vaccines and their effects. The results revealed that nearly 47% of social media posts in the last four months of 2020 regarding vaccines maintained a neutral tone.

However, this finding contradicts the study conducted by Apuke & Omar (2021) in Nigeria, which found that private media news had the most negative tone when discussing the COVID-19 epidemic. Additionally, this finding contrasts with that of Mutua and Oloo's (2020) study, which examined the COVID-19 content of Al Jazeera, the BBC, and People's Daily, discovering that all three media outlets used a negative tone in framing their COVID-19 stories. This result aligns with the essence of the theory of social responsibility, which emphasizes the importance of companies, individuals, and governments playing a positive role in society (Abigail, 2019).

While Ajibulu (2022) found in his study on the perception of video reports on Facebook and YouTube that there were more positive reports about vaccination against COVID-19, Odoemelan (2021) discovered that most video reports published on Facebook by the World Health Organization (WHO), the Centers for Disease Control and Prevention (CDC), and other medical associations about COVID-19 carried a positive tone. Posts by Jordanian MPs on Facebook exhibited the lowest rate of negative tone, at only 16.2%. This may be explained by the MPs' intention to avoid a negative tone, as it could affect how people react to the epidemic.

Table 4 shows the results of the content analysis for the fourth question: "What are the themes adopted in

Facebook posts published by Jordanian MPs about COVID-19?"

Table (4): Themes of Posts on COVID-19

No	Themes	Frequency	Percent
1	Human interest	36	5.7
2	Economic	260	41.1
3	Responsibility	327	51.5
4	Conflict	0	0.0
5	Morality	11	1.7
	Total	634	100

According to Table 4, Jordanian MPs frequently used the responsibility frame, with a score of 51.5 and a frequency of 327. This suggests that Jordanian MPs feel a sense of responsibility toward their Facebook followers. They shared information about daily infections and deaths, urged citizens to follow government decisions to combat the epidemic, and encouraged adherence to health guidelines from reputable organizations. Additionally, Jordanian MPs emphasized the importance of supporting the educational process, especially during the transition to online learning.

These findings align with a study on Twitter users' discussions during COVID-19, which also highlighted the prominence of the responsibility frame (Park et al., 2020). Similarly, the findings of this study are consistent with Ahmad's (2022) analysis of COVID-19 coverage in Free Malaysia Today, an alternative media outlet in Malaysia, where the headlines predominantly reflected a framework of responsibility. In contrast, the current study's findings differ from those of Kleut and Šinković (2020), who analyzed the content of three popular newspapers in Serbia: Alo, Informer, and Kurir. Their analysis revealed that the framework of responsibility was not among the prominent frameworks identified.

The second most popular frame among Jordanian MPs' posts was the economic frame, accounting for 41.1

percent. This can be attributed to the legislative powers of Jordanian MPs, who consider themselves stakeholders in the country's economic affairs. The COVID-19 crisis has exposed various economic sectors to significant challenges. Jordanian MPs shared information about the economic problems caused by the pandemic, including the difficulties faced by the tourism sector. They also advocated for reducing curfew hours and reopening certain sectors that were initially closed for health reasons.

These findings are consistent with a study conducted in Poland (Domalewska, 2021), which revealed that social media users prioritize short-term economic effects over long-term consequences during the pandemic. This result aligns with the findings of a study by Thomas et al. (2020), which analyzed 313 newspaper articles from the Australian newspaper Sydney Morning Herald regarding how the media framed the COVID-19 pandemic. The study found that the framing of the pandemic largely relied on the theme of economic disruption. Additionally, this study aligns with the work of Mutua and Oloo (2020), who identified the economic framework as more prevalent in Al Jazeera and BBC reports on COVID-19.

Notably, no conflict frame was identified in this study, indicating that Jordanian MPs view their Facebook pages as platforms for communication and connection with their followers rather than sources of tension and conflict. They collaborated with the government and encouraged citizens to comply with health laws and guidelines, recognizing the complexity of the crisis. However, this finding differs from a previous study analyzing popular COVID-19-related hashtags in the United States, which identified conflict as the second most prevalent frame (Tahamtan et al., 2021).

The results show that members of the Jordanian parliament are committed to their responsibility toward their followers, which reflects the core of the theory of social responsibility. Researchers have found that the

theory of social responsibility requires society, individuals, and the government to take on roles in raising awareness within the community on various issues, as everything published has an impact on individuals. This is supported by researchers who emphasize that the frequent appearance of informative and educational posts about COVID-19 on Facebook has made these topics more important to the community.

Summary of the Results

Social media platforms play a crucial role in raising public awareness during emergencies and fostering social responsibility on public issues, particularly health-related ones. Based on the content analysis of Jordanian parliament members' posts about COVID-19, the key findings are as follows:

- I. The majority of Jordanian MPs use text combined with images, accounting for 36.0% of posts. They consider this an effective way to persuade viewers and provide comprehensive information to the public.
- II. Jordanian MPs primarily rely on official sources in their Facebook posts, with a frequency of 33.6%.
- III. Jordanian MPs adopt a neutral tone when communicating with their Facebook followers about COVID-19, doing so in 47.8% of their posts.
- IV. 51.5% of the posts by Jordanian parliament members regarding COVID-19 are framed under the theme of responsibility.

Recommendations

The study recommends placing greater emphasis on the social media accounts of parliament members and politicians in general, highlighting their role in raising public awareness and mitigating risks during crises. It also encourages efforts to educate politicians, including parliament members, on the importance of enhancing their use of social media as a tool to support citizens during health crises. The COVID-19 pandemic has

demonstrated that social media platforms are essential and effective tools in such situations. Lastly, the study suggests that future researchers focus more on the role of

social media as a communication channel for mitigating health risks during epidemics.

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منشورات وسائل التواصل الاجتماعي لأعضاء البرلمان الأردني حول جائحة كوفيد-19

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الملخص

تلقي هذه الدراسة الضوء على استخدام وسائل التواصل الاجتماعي، والفيديو على وجه الخصوص، من قبل أعضاء البرلمان الأردني التاسع عشر لمعالجة أزمة فيروس كورونا. تبحث الدراسة في النماذج والمصادر والنفقات والأطر التي تم تبنيها في المشاركات المتعلقة بـ COVID-19 من قبل النواب الأردنيين. تأخذ الدراسة نهج تحليل المحتوى لجمع البيانات بالاعتماد على نظرية المسؤولية الاجتماعية. تم أخذ ما مجموعه 634 منشورًا بخصوص COVID-19 من 39 حسابًا مختلفًا لأعضاء مجلس النواب تم اختيارهم من خلال أخذ عينات عشوائية بسيطة. من بين النتائج البارزة لهذه الدراسة: تعتبر النصوص المصحوبة بصور النماذج الأكثر استخدامًا من قبل النواب، وتعد المصادر الرسمية الأكثر تفضيلًا لدى النواب الأردنيين حول COVID-19. بالإضافة إلى ذلك، فإن معظم المنشورات لها نغمة محايدة، بينما يتم تأطير معظم المنشورات وفقًا لإطار المسؤولية. تشجع هذه الدراسة على أهمية تسليط الاهتمامات البحثية على استخدام وسائل التواصل الاجتماعي بين القادة السياسيين أثناء الأزمات الصحية.

الكلمات الدالة: فيسبوك، كوفيد-19، نظرية المسؤولية الاجتماعية، أعضاء البرلمان، الأردن.

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