Net-Med Youth Project

Jordan Youth Media Perception Survey
Ages 18 -29
Administered among Universities,
Community Colleges and Households

Commissioned under the Networks of Mediterranean Youth Project (NET-MED Youth),
which is funded by the European Union and implemented by UNESCO

Amman - Jordan

Strategies Research

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This draft working paper was conceived as a document to encourage discussion among youth, media, specialized CSOs, academics and other concerned stakeholders. Feedback from readers about its findings is very much welcome, and can be sent to Ms. Dareen Abu Lail, NET-MED youth National Associate Project officer in UNESCO Amman Office.

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Introduction and Background

This survey has been conducted in the framework of the Networks of Mediterranean Youth project (NET-MED Youth). The objective of this project, which is being implemented by UNESCO with funding from the European Union in 10 countries of the Western and Eastern Basins of the Mediterranean (including Jordan), is to contribute to the creation of an enabling environment for young women and men to develop their competencies, exercise their rights and meaningfully engage as active citizens, particularly in decision-making relating to political, social, economic, educational and cultural policy and planning processes.

The project includes a media-focused component, instrumental to its other thematic objectives, meaning that youth need to continue playing a central role in on-going social and political transformations, and it will be critical to encourage mainstream media to become more supportive of their interests, to ensure a public space for youth voices to be heard, and to promote awareness of youth rights. It is Key to support actions promoting   fair and objective coverage of youth news, rights, achievements and perspectives in mainstream media, along with the positioning of youth vis-à-vis national policies and programmes particularly affecting them.

In order to contribute to the above, a survey on the perceptions of youth in Jordan in national and regional media has been conducted to provide for a better understanding of how youth relates to media and how they engage with the different media resources and tools.

The objectives of this two-pronged survey are to:

- Provide a quantitative analysis on Jordanian youth's media and technology consumption patterns, their perceptions regarding Jordanian and regional media, and in relation to freedoms, empowerment and the image of youth that mainstream media convey.

- Provide a complementary qualitative screening and analysis of news items in TV, radio, and newspapers to examine whether they are sufficiently covering youth issues in Jordan, with a special focus placed on employment and gender; as well as to analyze the way in which mainstream media represent young women and men and the space they give to their voices. Where appropriate, references to the role of new media platforms and social media in facilitating representation of youth in the media landscape are made.

- Provide information on youth's opinion about independence, credibility, fairness and objectivity of information of news media content; as well as their level of trust in media, among other aspects of relevance.
- Contribute to the development of a youth-led outreach strategy targeting media based on a specific identification of gaps in local media in terms of mainstreaming youth issues and adequately representing young women and men; as well as to the design of media campaign focused on key matters of importance to youth and other relevant actions to enhance youth representation in media. In doing so, the above, special attention is placed on considerations related to youth employment and promoting gender equality.

Methodology and Sampling

Fieldwork was conducted between 1 and 16 June, 2015.

Face to face interviews were conducted with youth, ages 18-19, 20 – 24 and 25 – 29 years respectively, at select Jordanian public and private community colleges and universities, in addition to a national household sample. This encompasses a total sample of 1018 youth, divided between 45.8% males and 54.2% females.

<u>Age groups interviewed</u>: 18 Years old (5.4%); 19-24 Years old (76.9%); and 25 – 29 Years old (17.8%)

Confidence level: 95%; Margin of error: ±2.5

Sample

Target Group	Sampling Method	Sample Size and Specifics	Interview Method		
National HH Sample	Stratified systematic sample	**339 participants** Male 49.3% & Female 50.7%	FTF* interviews at 12 FTF* face to face Governorates**		
		68 participants of 18-19 years old	*Amman	119	35.1%
			Balqa	20	5.9%
		136 participants of 20-24years old	Zarqa	50	14.7%
			Madaba	10	2.9%
		135 participants of 25-29 years old	Irbid	60	17.7%
			Mafraq	20	5.9%
		339 of employed youth, youth seeking employment, not seeking employment or housewives)	Jarsh	10	2.9%
			Ajloun	10	2.9%
			Karak	10	2.9%
			Tafilah	10	2.9%
			Ma'an	10	2.9%
			Aqaba	10	2.9%
			Total	339	100.0%
Community College Students	Stratified systematic sample	**340 students** Male 38.5% & female 61.5% 170 students in 1st Year 170 students in 2nd Year **340 students**	FTF interviews at Community Colleges		
University Students	Stratified systematic sample	**339 students** Male 49.6% & female 50.4% 85 students in 1st year 80 students in 2nd year 85 students in 3rd year 80 students in 4th year 9 students in 5th year **339 students**	FTF interviews at Universities		

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SUMMARY OF FINDINGS

Connectivity and New Media

Between home and personal ownership of PC's, laptops, tablets and smartphones Jordanian youth under study, in their overwhelming majority, are generally well equipped and connected to use and surf the Internet on daily basis from home or university, and partly through mobile broadband.

Internet consumption is mainly divided by audio/video entertainment and downloads - primarily music clips - but more so for chatting and Internet search and browsing. Religious content is claimed to be a top third preference.

As to social networking, Facebook, Google and chatting apps are primary tools for the overwhelming majorities of youth under study.

Jordanian youth are tech savvy and well connected to new media. Content and consumption patterns seem to be no different from global trends.

Traditional Relationships

Youth surveyed spend little time talking to their fathers compared to friends, mothers and siblings. Two thirds spend less than 30 minutes talking to their fathers on a typical day. Such low interaction reflects certain disconnect in relationships with fathers.

There is relatively little conversation between males and females with father on emotional matters, less as well between sisters and brothers. Mothers seem to be more trusted on such emotional matters; percentages are slightly higher between daughters and mothers'. Even in matters of religion there seems to be a much higher interaction with mothers than with fathers. Matters related to politics are generally not discussed with mothers, brothers or sisters.

Leisure, Media, and Sources of Information

It has become evident that Internet and social media have been increasingly gaining relevance as sources of information for youth, to the detriment of traditional media - print, radio and TV. Interpersonal sources such as friends and family, have also shown to be of importance, the latter as a moral and emotional support system in particular for securing jobs, entertainment and relationships. As such, the traditional media, print in specific, have lost young readers, probably because they have not been catering - or never did - for youth audiences, featuring issues of relevance and concern to them.

Media and Perceptions of Freedom of Expression

There is clearly a consensus that the Internet offers a platform for public engagement and freedom of expression. However the youth is almost split on whether such a platform is afforded to freely comment on Government and Parliament performance or criticize the Government. However, there are also solid minorities, around one third or more, who disagree that such a platform is afforded in the first place.

Youth are almost equally split in their perceptions about how much control Government and Internet Service Providers have on Internet content. However, the concern is more predominant in regards to their privacy being threatened online by other persons. There is an overwhelming majority that believes that one should be careful about expressing oneself freely. Nevertheless, a majority agreed at the same time the Internet is a safer space for expressing oneself freely.

Perceptions of Jordanian Media and Youth Issues

There is little confidence in Jordan's media in terms of independence and credibility. Youth are mostly interested in news about Jordan, and engage much less following regional or international news.

For news and current events, youth surveyed resort to e-news sites as primary sources, followed by TV. A much lower percentage of them resort to radio (which could be related to the fact that few radio stations cater for political news), and even less to print media.

Surveyed youth are split on the role of media in Jordan and to what extent media contributes to youth issues as well as to the image of youth they portray and whether they provide sufficient space to highlight the concerns, rights and aspirations of youth from all sectors in society. In fact such a role can be described as not very satisfactory. In this context, youth are almost split on whether Jordan's media pursues an inclusive coverage of youth from various social backgrounds. However perceptions are slightly more positive towards the media providing sufficient space to marginalized youth segments to express their issues and concerns.

Career Aspirations and Outlooks

In the event they failed to find a job in their specialization after a certain period of time following their graduation, over half of youth said they would accept any job opportunity that arises until a suitable opportunity in their specialization presented itself. However, two in four among respondents said that they would accept jobs unrelated to their specialization only under specific benefits and salary or would not at all and prefer to stay unemployed.

The preferred method of job hunting appears to be by liaising directly with companies and factories, Ministry of Labour Directorates, classified sections in newspapers, the Internet and nearby VTC Centers.

Awareness of Job Portals like 'Akhtabout.com', 'Khereej.com', and 'Bayt.com' is relatively low among surveyed youth. However, the official Ministry of Labour NEES Portal (National Electronic Employment System) registers a slightly higher level of recall and awareness among respondents, although the creation of profiles remains very low, probably due to the fact that two thirds of youth surveyed are still students.

Wellbeing and Self-Assessment

The majority of surveyed youth consider themselves 'very happy' or 'happy'. In contrast almost one third can't establish whether everything in their life is exactly as it should be or not, as they are 'neither happy nor unhappy'. A small minority say they are 'unhappy'. Family and friends seem to occupy the largest space in the life of those 'happy' youth. Religion was cited less of a factor of gratification in their life.

Reasons for unhappiness on the other hand, are economic hardships, discontentment, study problems/study environment, difficult relationships and problems with family, transport and political conditions.

Daily stressors that are mentioned as the most important ones by youth surveyed are also to a significant extent related to those same reasons. Economic hardships; transport (a source of aggravation for years now), and study related problems figure prominently among the answers.

While the majority of youth enjoy a certain sense of security and harmony with their own self and their surroundings, there is a considerable segment that does not always feel this way. A sense of alienation and disconnect with their environment, family and father, as well as society and country, seem to shed an element of insecurity and self-doubt upon some of the young respondents. A considerable one third is swinging between always and sometimes feeling distressed and bored. Nevertheless, almost one in two of youth can fend for themselves in terms of having self-confidence, esteem and purpose like having a point of view on many issues and being able to defend them. Others maintain they have learnt to think logically away from blindly imitating others.

Another half has also the right attitude to judge oneself with all the limitations and acknowledgement of their own personal deficits.

Part of this alienation could be reflecting itself in the very low participation and engagement in local or national political elections, which was also shown by survey results.

FINDINGS

Measuring Connectivity & New Media Use

Technology Ownership

Fifty percent of youth surveyed said they have a PC at home, with 80% among them saying that it was available for use by any member of the family and 15% for their personal use.

In turn, 72% have a laptop at home with 47% among them saying that it was available for use by any member of the family and 53% for strictly personal use.

Tablet/IPad ownership stands at 41%, with 60% among them saying it was available for use by any member of the family and 40% for strictly personal use.

Chart 1- PC Home Ownership
- 50% YES
- 50% NO

Chart 3- Laptop Ownership
- 28% / 72% YES, NO

Chart 5- Tablet Ownership
- 59% / 41% YES, NO

Chart 2- PC Home Use
- 15% Personal
- 5% Out of Order
- 80% Family

Chart 4- Laptop Use
- 53% Family
- 47% Personal

Chart 6- Tablet Use
- 40% Family
- 60% Personal
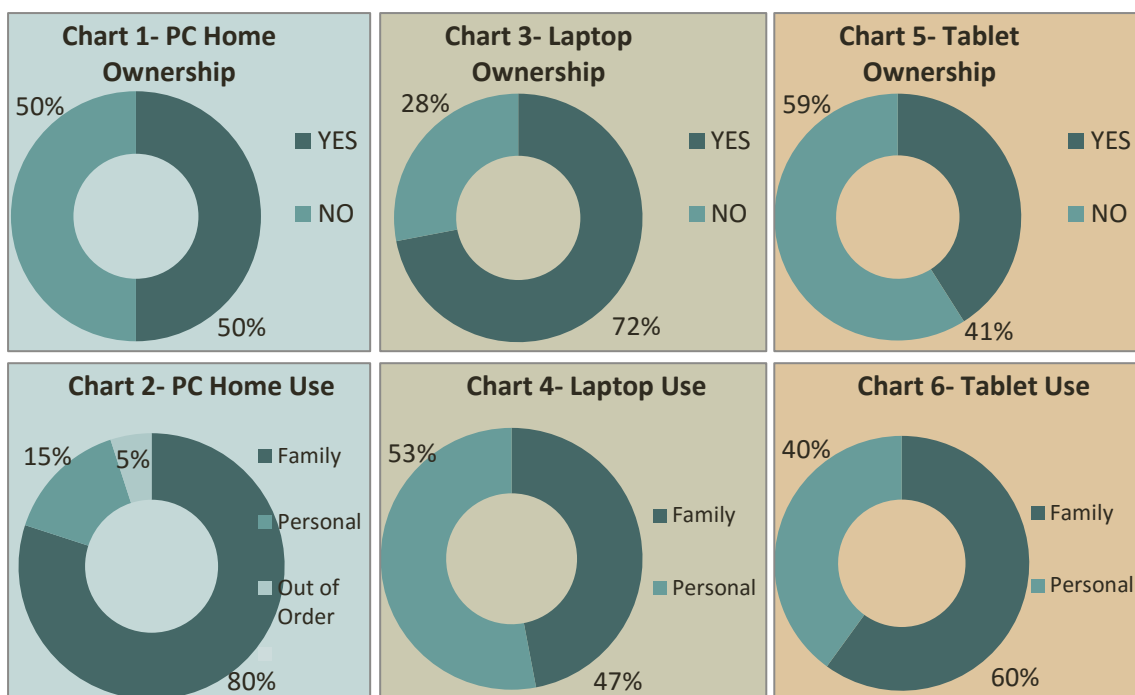
Use of Internet

Ninety two percent of respondents use the Internet on a daily basis, while 3% do not use it at all.

In terms of places where the Internet is used, 98% said at home, followed by university at 71%, public places at 47%, Internet Cafés at just 30% and the work place at 16% (since the bulk of the sample are still students). Chart 7

Chart 7 - Places of Internet Use

Home — 98% / 2%
Work Place — 84% / 16%
University — 71% / 29%
Internet Cafe — 70% / 30%
Public Place — 53% / 47%

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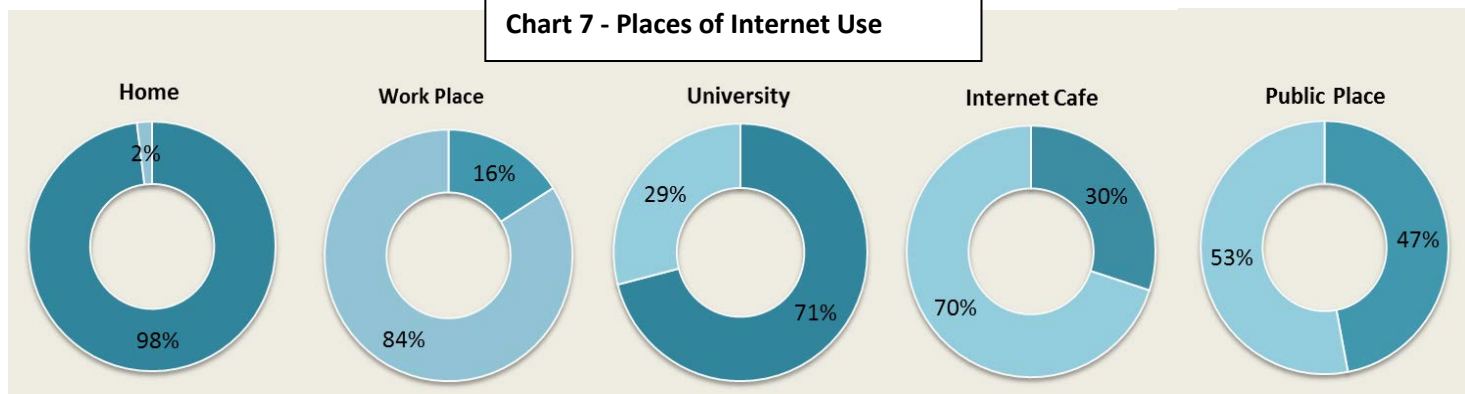
Reason for lower Internet Café usage could be the cost of café many youth cannot afford continuously in addition to having other options.

While 96% of youth surveyed claim to own a smart phone, only 19% among them have access to an Internet subscription.

Home Connectivity

Only 26% of respondents have an ADSL subscription at home, while 6% use a Dial-up connection. The majority of youth have access to the Internet at home through Mobile Broadband - Wi-Fi subscription (WiMAX-Routers & USP -Mobile 3 G/4G, etc). Hardly any have access through fiber optics or ADSL shared with neighbors. Chart 8

Chart 8 - Type of Connectivity Home
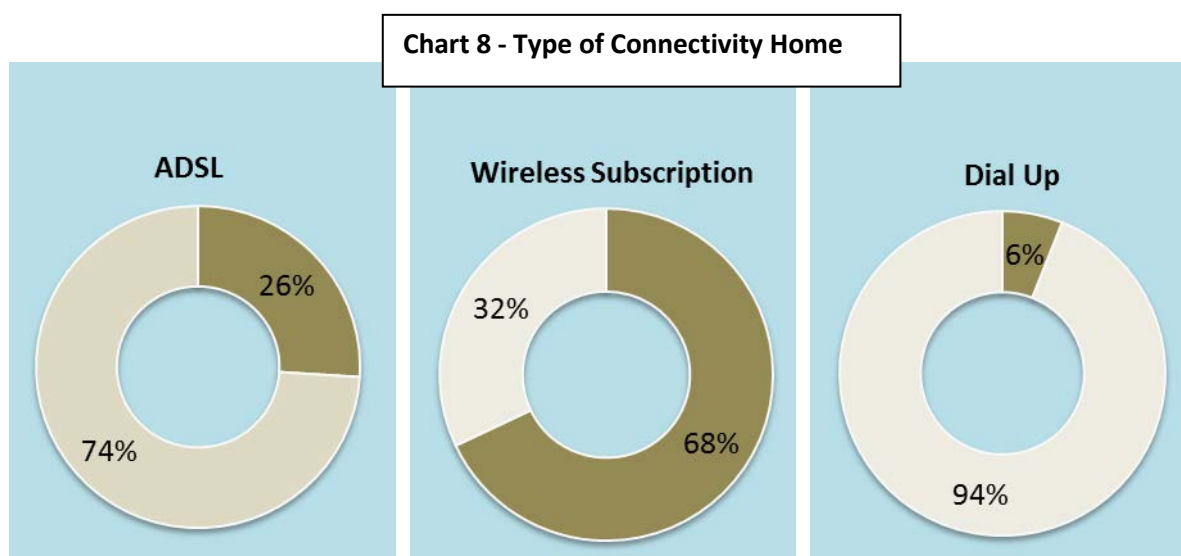
Internet Consumption

- Ninety five percent use the Internet to surf and browse the Web, while 5% responded that they do not use it for this purpose
- Eighty five percent use the Internet for research and data gathering, as compared to 15% that do not.
- Seventy six percent of youth use the Internet to watch/listen to video/audio content without downloading it
- However, 78% use the Internet to download audio/video content
- Eighty three percent use the Internet to text and chat VS 17%
- Forty nine percent use the Internet to play video games VS 51%
- Thirty eight percent use the Internet to listen to radio VS 62%
- Twenty one percent use the Internet to participate in forums and chat rooms VS 79%.

Seventy five percent use **Arabic** to access the Internet, 22% use English and 4% use both.

Chart 9-Internet Consumption

Category	Percentage
Forums/Chat Rooms	21%
Radio Listening	38%
Games	49%
Audio/Video - Without Download	76%
Audio/Video Downloads	78%
Chatting	83%
Research & Data Gathering	85%
Internet Browsing in General	95%
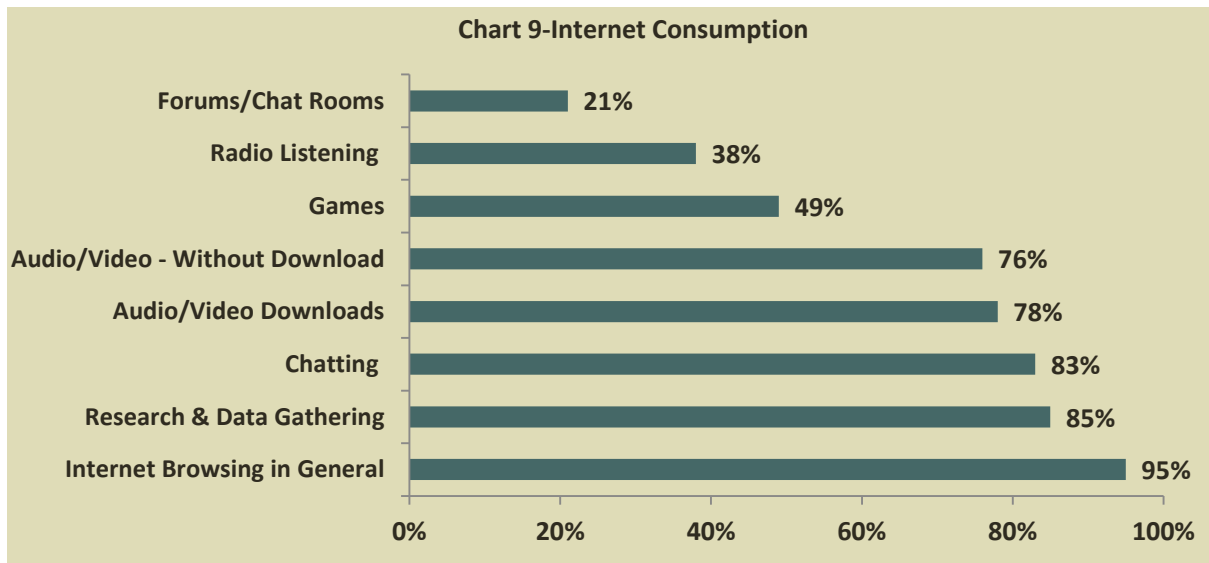
Audio/Video Listened to/Watched – (Without Download)

- Eighty six percent of those youth who use the Internet to watch/listen to video/audio content without downloading watch music video clips.
- Seventy seven percent watch comedy.
- Sixty two percent watch religious programmes.
- Forty four percent watch drama series.
- Forty three watch news content.
- Forty three percent watch sports programmes.
- Thirty seven percent watch documentary.
- Thirty one percent watch talk shows.
- Twenty four percent watch history programmes

Chart 10 -Internet Consumption - Video Content Watched

Category	Percentage
History	24%
Talk Shows	31%
Documentary	37%
Sports	43%
News	43%
Drama	44%
Religious	62%
Comedy	77%
Music Clips	86%

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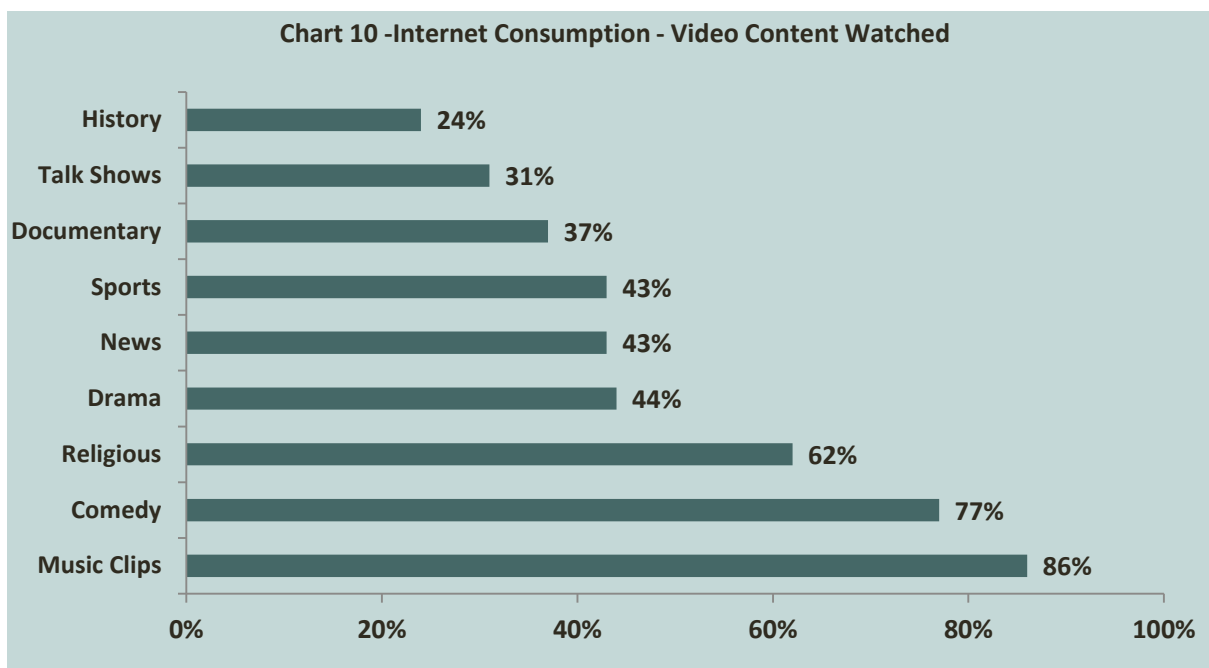
Frequency of Social Networking Sites Use

Ninety one percent of surveyed youth use social networking sites daily, VS just 2% who do not. Others use social networking sites two to five days a week.

Chart 11 - Internet Consumption -Use of Social Media

Legend:
- Daily
- 5-6 days a week
- 3-4 days
- 2 days
- Once a week or less
- Don't use
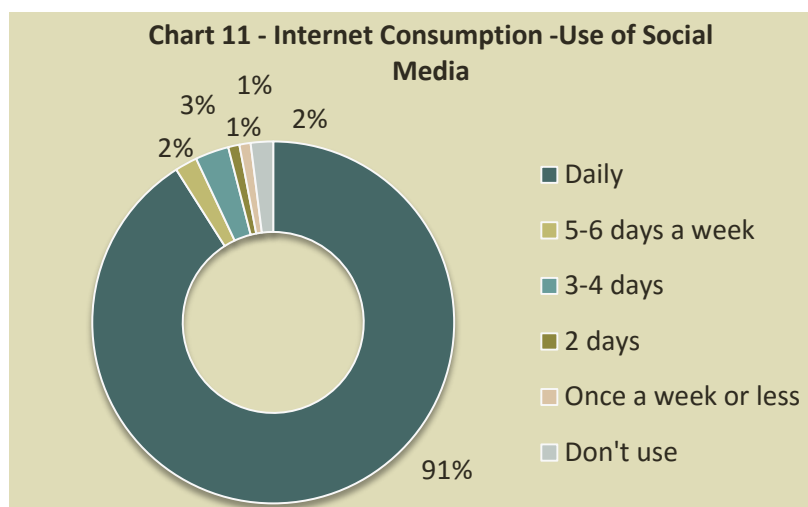
Internet Consumption - Social Networking Sites Used

- Ninety four percent use Facebook
- Eighty eight percent use Google
- Eighty five percent use platforms for texting and chatting
- Fifty six percent use Yahoo
- Fifty five percent use Instagram
- Thirty eight percent use Twitter
- Eighteen percent use social forums
- Fifteen percent use Islamic forums
- Thirteen percent use personal blogs

Chart 12 -Internet Consumption -Social Networking Sites Used

Blogs	13%
Islamic Forums	15%
Social Forums	18%
Twitter	38%
Instagram	55%
Yahoo	56%
Chatting	85%
Google	88%
Facebook	94%
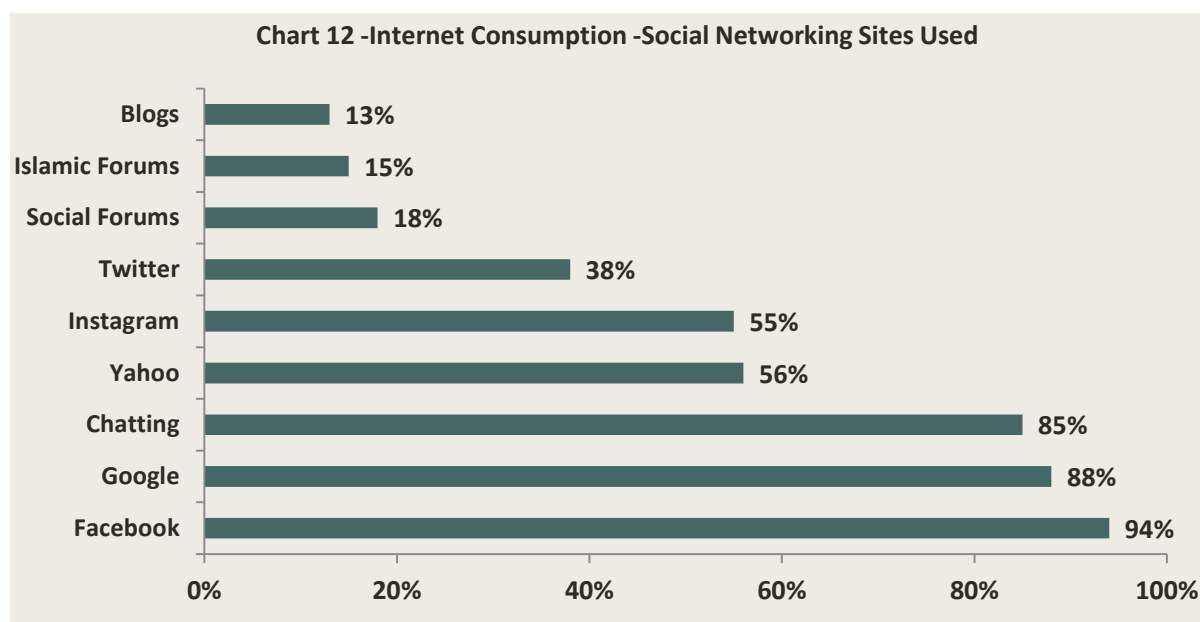
Measuring Traditional Relationships

While we seek to establish patterns of technological connectivity and Internet consumption, we found that it was also necessary to probe the youth on their 'offline' social activity, and whether such traditional 'connect' has been impacted by technology and advancement.

Chart 13 – Time Spent Socializing Face-to-Face
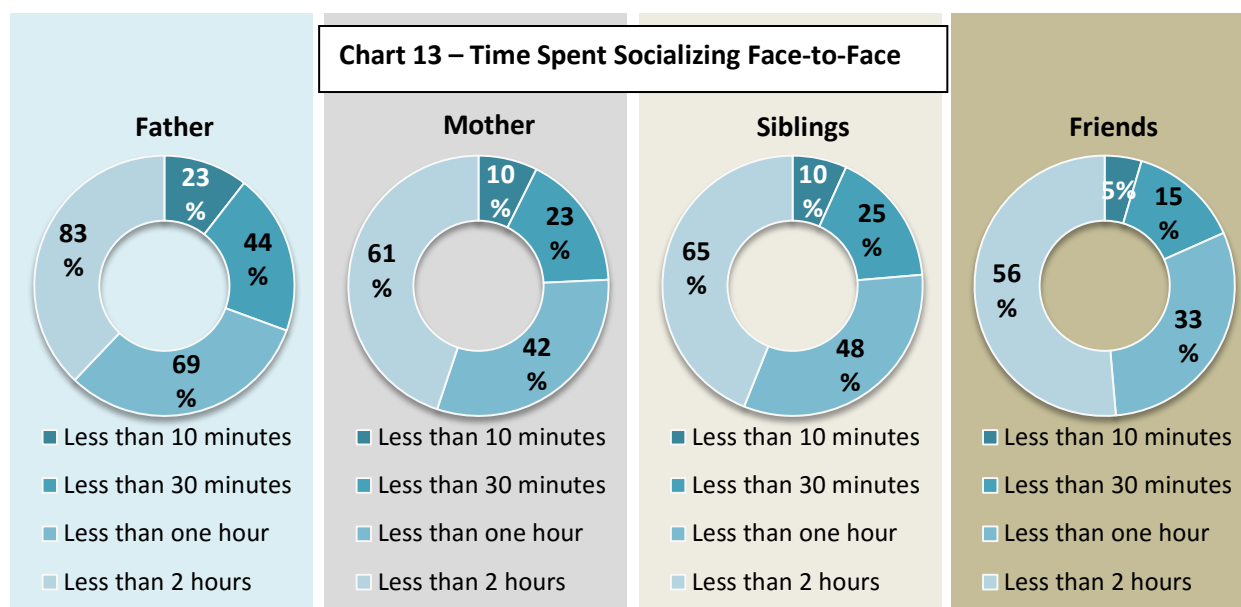
Socializing with Friends and Family

On a typical day, thirty three percent of youth surveyed spend at least one hour socializing face-to-face with friends, and 56% from one to two hours.

By contrast, 23% spend less than 10 minutes socializing with their father, 44% less than 30 minutes and 69% less than an hour.

In turn, 10% spend less than 10 minutes socializing with their mother, 23% less than 30 minutes and 42% less than an hour.

Similarly, 10% spend less than 10 minutes socializing with their brothers or sisters, 25% less than 30 minutes and 48% less than an hour.

While two thirds of youth surveyed spend less than 30 minutes talking to their fathers on a typical day, only 20% spend less than 30 minutes talking to their friends, and 33% spend less than 30 minutes talking to their mother and 35% spend less than 30 minutes talking to their siblings which indicates a lower engagement with fathers and a higher interaction with siblings, mother and friends.

Youth were asked whether they discuss at home issues related to their studies, emotional relationships, politics, family finances and religious matters with members of their immediate family. Table 1

I discuss with my...	Father	Mother	Brother	Sister
Matters relating to studies	49%	64%	42%	50%
Matters relating to emotional relationships	**15%**	**50%**	**25%**	**46%**
Matters relating to politics	43%	**31%**	**31%**	**26%**
Matters relating to family finances	66%	74%	49%	**48%**
Matters relating to religion	67%	**79%**	57%	63%

Table 1

Male and female youth discuss emotional matters with fathers to a lower extent than with mothers. <u>While these figures stand at 18% for boys and 12% for girls in the case of discussions with their father, they rise up to 44% for boys and 55% for girls in relation to their mother</u>. Even in matters of religion there seems to be a much higher interaction overall with mothers (79%) than with fathers (67%). In the case of mothers, responses amounted to 75% for boys and 84% for girls, as compared to 65% for boys and 70% for girls when it came to discussing with their fathers.

Typically also, girls hardly share with their brothers any talk about emotional matters. There is also the tendency not to discuss politics with mother, brother or sister.

Again it is the 'safety' relationships that naturally bind family together, although some of these findings could also be interpreted as reflecting a certain 'family disconnect' in some aspects.

Leisure & Free Time Pursuits and Sources of Information

Youth surveyed fill their free time, on a typical day, pursuing various types of activities they were asked about, including watching TV, listening to radio, doing volunteer work, video gaming, listening to music, reading (except Kor'an), chatting/social media, reading the newspaper, browsing the Internet, SMS texting, messaging on WhatsApp and exchanging emails.

Chart14- Leisure & Free Time Pursuits

Activity	Percentage
Video Games	42%
Read Newspapers	45%
Read Books	47%
SMS Texting	49%
Volunteer Work	50%
Listen to Radio	63%
Check Emails	64%
Social Media/Chatting	81%
Listen to Music	86%
Watch TV	87%
Use WhatApp	91%
Browse Internet	93%
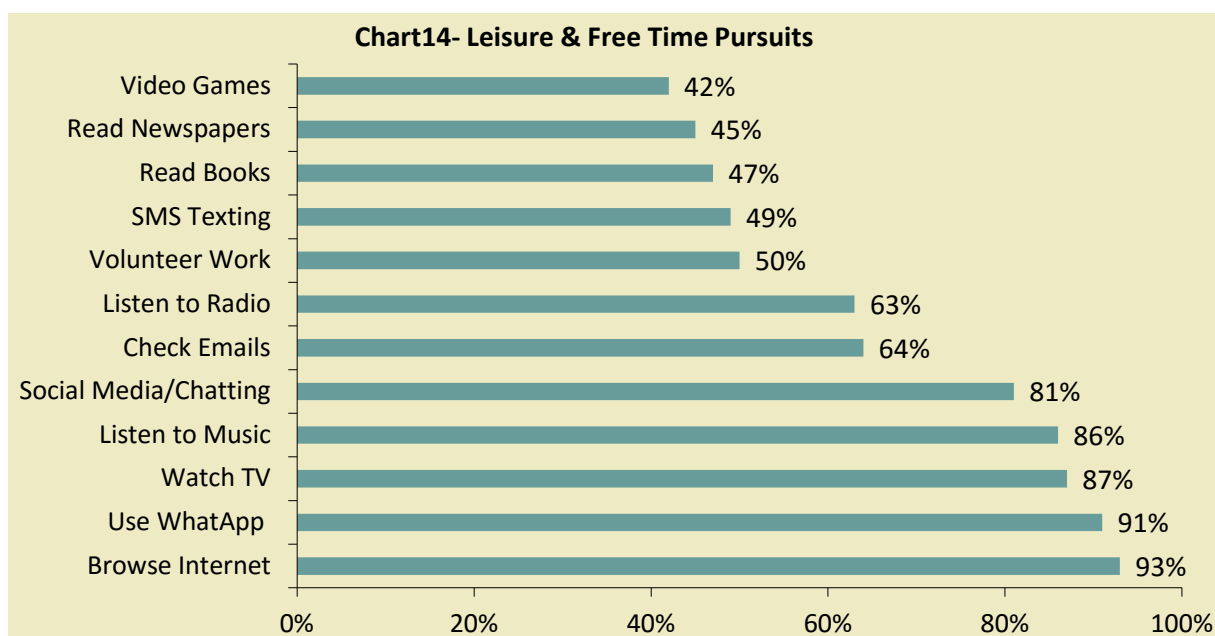
- Thirty eight percent spend on a typical day up to one hour browsing the Internet, 23% from 1- 2 hours, 7% do not know.
- Twenty eight percent spend on a typical day up to one hour using WhatsApp, 22% from 1-2 hours, 21% from 2-4 hours, 8% do not use WhatsApp.
- Forty two percent of youth surveyed spend on a typical day up to one hour watching TV, 25% from 1-2 hours, 15% between 3-4 hours.
- Forty percent spend on a typical day at least one hour listening to music, while 14% do not listen to music.
- Fifty four percent spend on a typical day up to one hour listening to radio, while 35% do not listen to radio.
- Twenty two percent spend on a typical day up to one hour chatting, and 23% percent spend from 1 -2 hours, while 19% do not chat.
- Fifty percent spend on a typical day up to one hour exchanging emails, and 34% do not use emails.
- Thirty three percent spend on a typical day between 10 – 30 minutes doing volunteer work, 8% from 30 minutes to one hour, and 47% do not volunteer.
- Thirty six percent spend on a typical day up to 30 minutes SMS texting, while 50% do not text.

- Twenty seven percent spend on a typical day up to one hour <u>reading a book</u>, 52% do not read.
- Twenty four percent spend on a typical day from 10-15 minutes <u>reading a newspaper</u>, 12% spend up to 30 minutes doing so, and 54% do not read papers.
- Twenty four percent spend on a typical day up to one hour <u>playing video games,</u> 11% spend from 1-2 hours doing so, while 56% do not play video games.

Importance of Different Media as a Source of Information

- The most important media as a source of information for news and <u>current events are the INTERNET and SOCIAL MEDIA</u>.

Chart 15 - Importance for News and Current Events

	To a great extent	A moderate extent	Not Important
NEWSPAPERS	7%	16%	77%
RADIO	7%	21%	73%
BOOKS	10%	16%	74%
TV	23%	35%	43%
INTERPERSONAL	41%	40%	19%
SOCIAL MEDIA	63%	23%	14%
INTERNET	71%	17%	12%
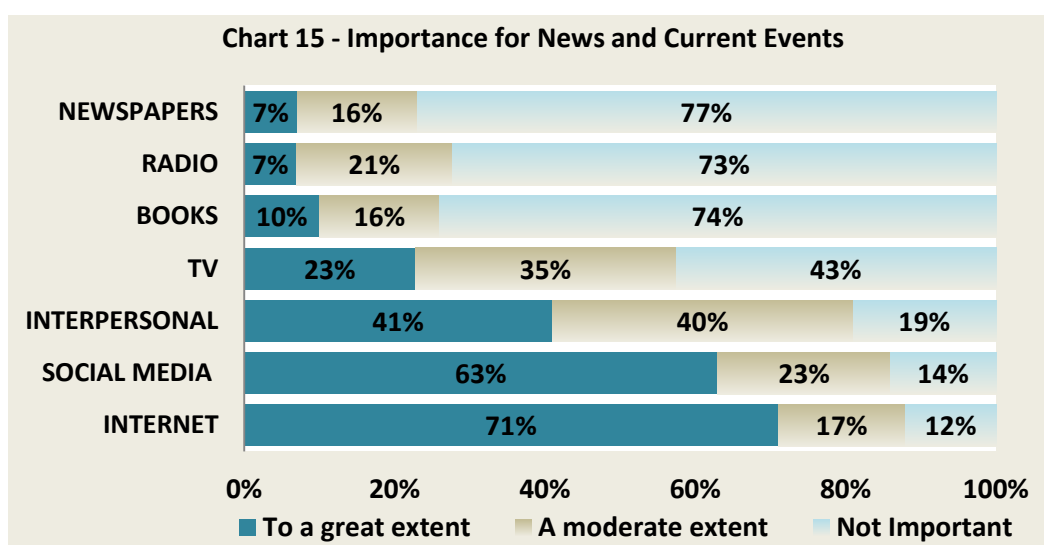
- <u>Again, the most important media as a source of information for job hunting are the INTERNET and SOCIAL MEDIA</u>. Chart 15.

Chart 16 - Importance for Job Hunting

	To a great extent	A moderate extent	Not Important
NEWSPAPERS	14%	20%	66%
RADIO	3%	12%	85%
TV	9%	18%	72%
INTERPERSONAL	41%	32%	27%
SOCIAL MEDIA	54%	19%	26%
INTERNET	67%	14%	19%

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Chart 17 - Importance for Searching Educational Opprotunities

	To a great extent	A moderate extent	Not Important
NEWSPAPERS	8%	16%	75%
RADIO	3%	13%	82%
BOOKS	13%	15%	71%
TV	13%	24%	62%
INTERPERSONAL	36%	34%	29%
SOCIAL MEDIA	54%	19%	26%
INTERNET	68%	14%	18%

- The INTERNET and SOCIAL MEDIA are also the most important media as a source of information on educational opportunities. Chart 17.

Chart 18 - Importance for Volunteering Opportunties

	To a great extent	A moderate extent	Not Important	Not Sure
NEWSPAPERS	7%	11%	81%	2%
RADIO	4%	12%	83%	2%
TV	10%	17%	72%	2%
INTERPERSONAL	25%	23%	50%	2%
SOCIAL MEDIA	40%	12%	46%	2%
INTERNET	43%	11%	45%	1%

Chart 19 - Importance for Entertainment

	To a great extent	A moderate extent	Not Important	Not Sure
NEWSPAPERS	4%	11%	74%	
RADIO	7%	22%	71%	
BOOKS	11%	17%	72%	1%
TV	32%	36%	33%	
INTERPERSONAL	49%	37%	14%	
SOCIAL MEDIA	75%	15%	10%	
INTERNET	79%	14%	7%	

- For volunteering opportunities Internet and social media are also of some importance, and they seem to be of more relevance than the rest of the sources of information. The findings seem to point out that there is space for

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further development of the Internet and social media as a source of information about volunteering opportunities, which at the same time can be interpreted as reflection of the status of volunteering at both official and civil society levels. Chart 18

- Even for entertainment, TV seems to be losing its luster as youth are increasingly resorting to INTERNET and SOCIAL MEDIA as the most important source of information for this purpose. Chart 19
- INTERNET and SOCIAL MEDIA have become as well major outlets to which youth resort for spending free time and leisure, including in comparison to interpersonal sources such as family and friends. Chart 20

Chart 20 - Importance for Leisure

	To a great extent	A moderate extent	Not Important	Not Sure
NEWSPAPERS	4%	11%	85%	
RADIO	6%	16%	78%	
BOOKS	12%	16%	71%	0%
TV	28%	33%	38%	
INTERPERSONAL	51%	36%	14%	
SOCIAL MEDIA	77%	14%	10%	
INTERNET	77%	15%	8%	
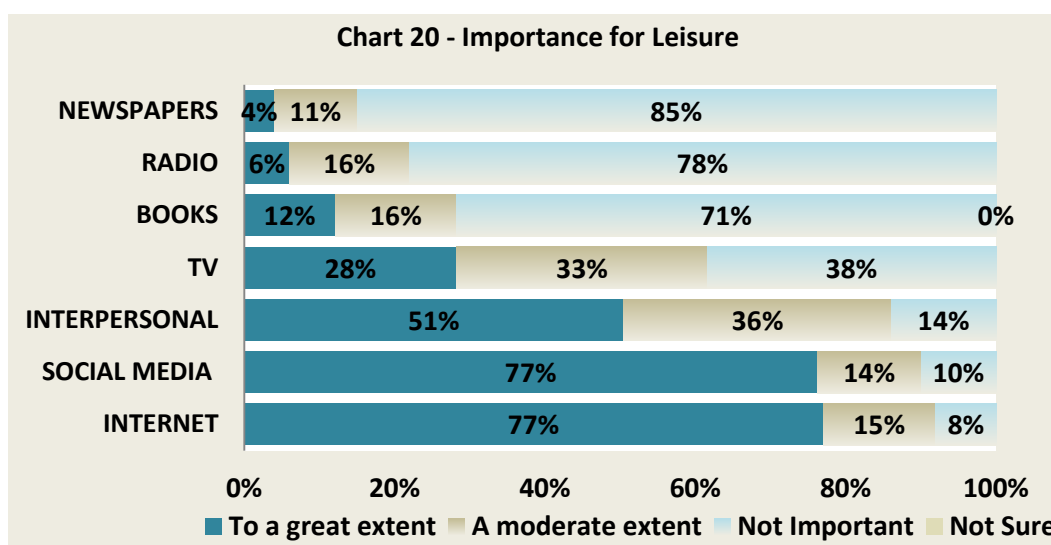
- It has become evident that the traditional sources of information, specifically print, books, radio and TV have been losing audiences among tech savvy youth who are turning to INTERNET and SOCIAL MEDIA. Interpersonal sources such as family and friends remain important as a moral and emotional support system, in particular where job hunting and general entertainment, free time and relationships are concerned.

- This decreasing importance of traditional media among youth maybe indicating a decrease in the extent to which they are catering for youth, dealing with relevant youth issues, concerns and aspirations. It should also be taken into account that, more broadly, print media has been dealt a major blow over the last decades, compounded by decreasing readership trends and the emergence of new media.

    (These issues will be dealt in more depth in the qualitative part of this study.)

Media and Perceptions of Freedom of Expression

The Internet

Chart 21- Perceptions of Freedom of Expression on the Internet

Response	The Internet offers people a platform to safely express their opinion about political and current affairs	The Internet offers people a platform to freely comment on the performance of Government and Parliament	The Internet offers people a platform to freely criticize government policies	The Internet offers people a platform to freely say what they think without fear or restrictions
Strongly Agree	19%	15%	13%	23%
Agree	44%	40%	37%	48%
Disagree	30%	36%	40%	23%
Strongly Disagree	5%	6%	7%	4%
Not Sure/Don't Know	2%	3%	3%	1%

■ Strongly Agree ▪ Agree ▫ Disagree ▪ Strongly Disagree ▫ Not Sure/Don't Know

Chart 21A- Perceptions of Freedom of Expression on the Internet

Response	The Internet offers people a platform to influence and mobilize public opinion about current issues	The Internet allows people to connect with others who share similar religions	The Internet allows people to connect with others who share their political points of view	The Internet offers officials an opportunity to explore public sentiments
Strongly Agree	21%	24%	18%	21%
Agree	50%	53%	50%	52%
Disagree	23%	18%	25%	20%
Strongly Disagree	4%	3%	3%	4%
Not Sure/Don't Know	3%	2%	3%	3%

■ Strongly Agree ▪ Agree ▫ Disagree ▪ Strongly Disagree ▫ Not Sure/Don't Know

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- Charts 21 and 21A indicate clearly a consensus that the Internet offers a platform for public engagement and freedom of expression. However the youth is almost split on whether such a platform is afforded to freely comment on Government and Parliament performance or criticize the Government. However, there are also solid minorities, around one third or more, who disagree that such a platform is afforded in the first place.

Chart 22 - Surveillance and Privacy

	Worried about governments checking what I do online	Worried about ISP's tracking what I do on the Internet	Worried that my privacy is threatened online by other persons
Not Sure/Don't Know	2%	2%	1%
Strongly Disagree	10%	11%	5%
Disagree	41%	39%	19%
Agree	30%	31%	30%
Strongly Agree	18%	18%	45%
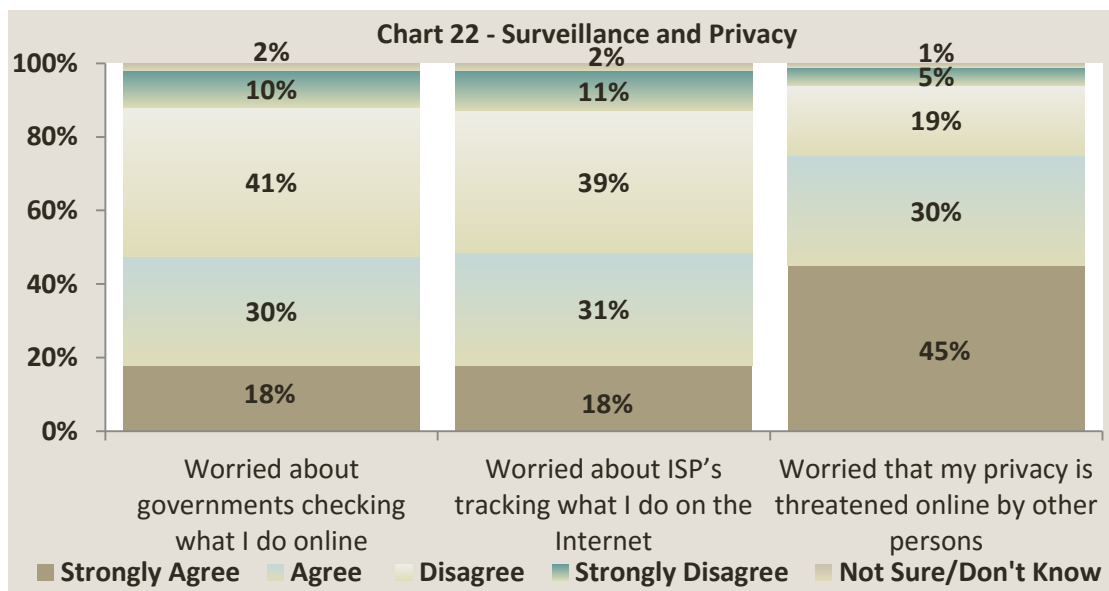
Concerns related to Surveillance & Privacy

- <u>Youth are almost equally split about their concern about how much control Governments and Internet Service Providers have on Internet content however, they are much more concerned about their privacy being threatened online by other persons</u>. Certain incidents involving youth at universities, especially females, as well as generally in the public domain recently maybe have contributed to such concerns. Chart 22

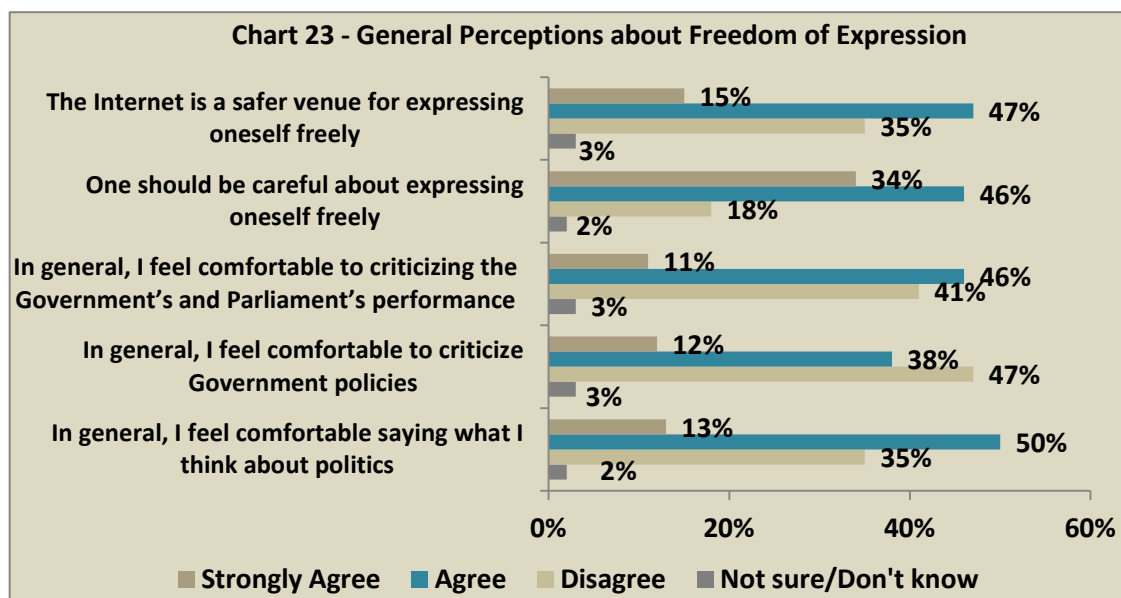**General Perceptions about Freedom of Expression**

Chart 23 - General Perceptions about Freedom of Expression

	Strongly Agree	Agree	Disagree	Not sure/Don't know
The Internet is a safer venue for expressing oneself freely	15%	47%	35%	3%
One should be careful about expressing oneself freely	34%	46%	18%	2%
In general, I feel comfortable to criticizing the Government's and Parliament's performance	11%	46%	41%	3%
In general, I feel comfortable to criticize Government policies	12%	38%	47%	3%
In general, I feel comfortable saying what I think about politics	13%	50%	35%	2%

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- There is a consensus (63% either strongly agree or agree) that in general people feel comfortable saying what they think about politics versus a third who disagree.
- There is a sharp split in opinions about the extent to which people are comfortable in general to criticize Government policies.
- There is also a similar considerable split in opinions about the extent to which people are comfortable to criticize the Government's and Parliament's performance.
- In contrast there is an overwhelming consensus that one should be careful about expressing oneself freely (80% either strongly agree or agree with this statement) which naturally weighs in on previous findings about freedom of expression and can be taken as the main underlining perception.
- <u>The majority believes that the Internet is a safer space for expressing oneself freely</u>.

Perceptions about Jordanian Media

Chart 24 - Jordan Media Perceptions

	To a great extent	A moderate extent	Little/Not at All	Not Sure
Jordanian news websites are accurate and credible	11%	43%	40%	6%
The media in Jordan can report the news independently without interference from others	15%	37%	41%	6%
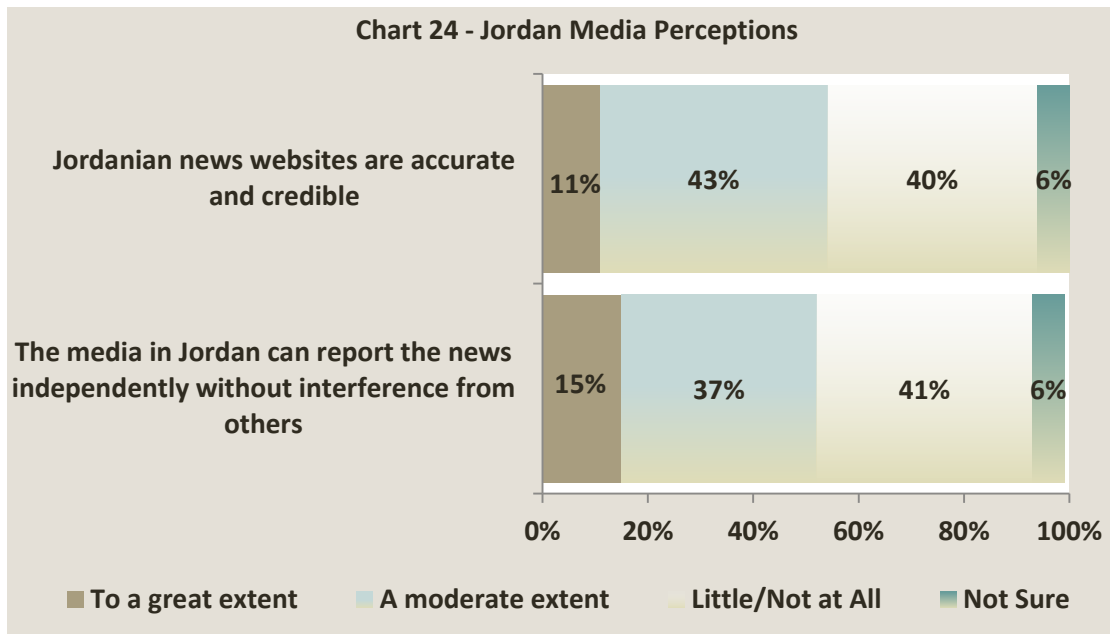
- <u>There is little confidence in Jordan's media in terms of its independence</u>. This applies to news websites when it comes to accuracy of news reporting or credibility. Chart 24

Jordan Youth

- <u>One quarter of youth surveyed follow the Governorates news on a daily basis, and no greater than one fifth follow regional or world news on a daily basis</u>. However there is a much higher interest in Jordan's national news, as 43% of surveyed youth having responded that they follow these on a daily basis.
- A solid minority does not follow any International, Regional or Governorate news. Chart 25

Chart 25 - Media Engagement

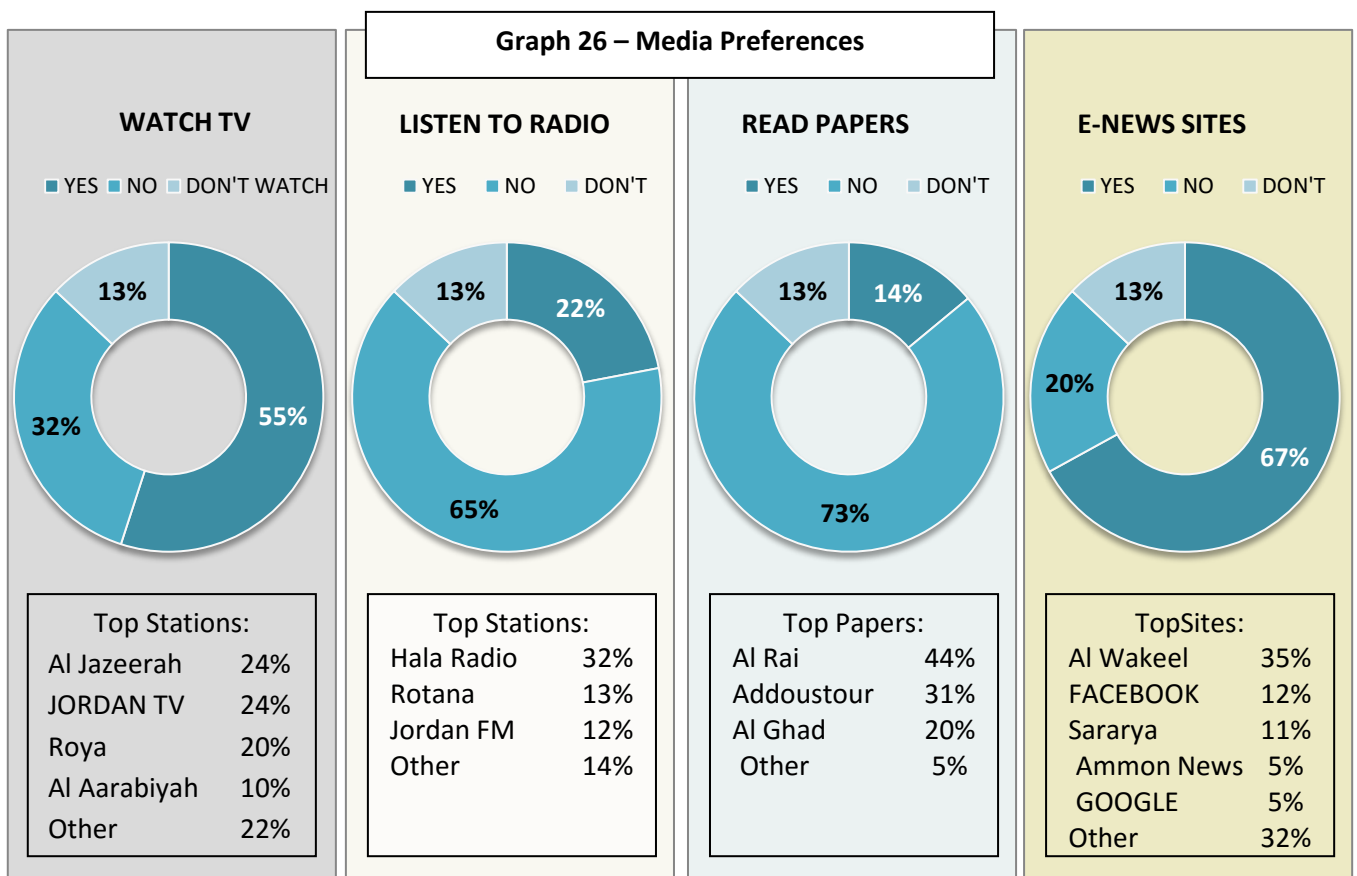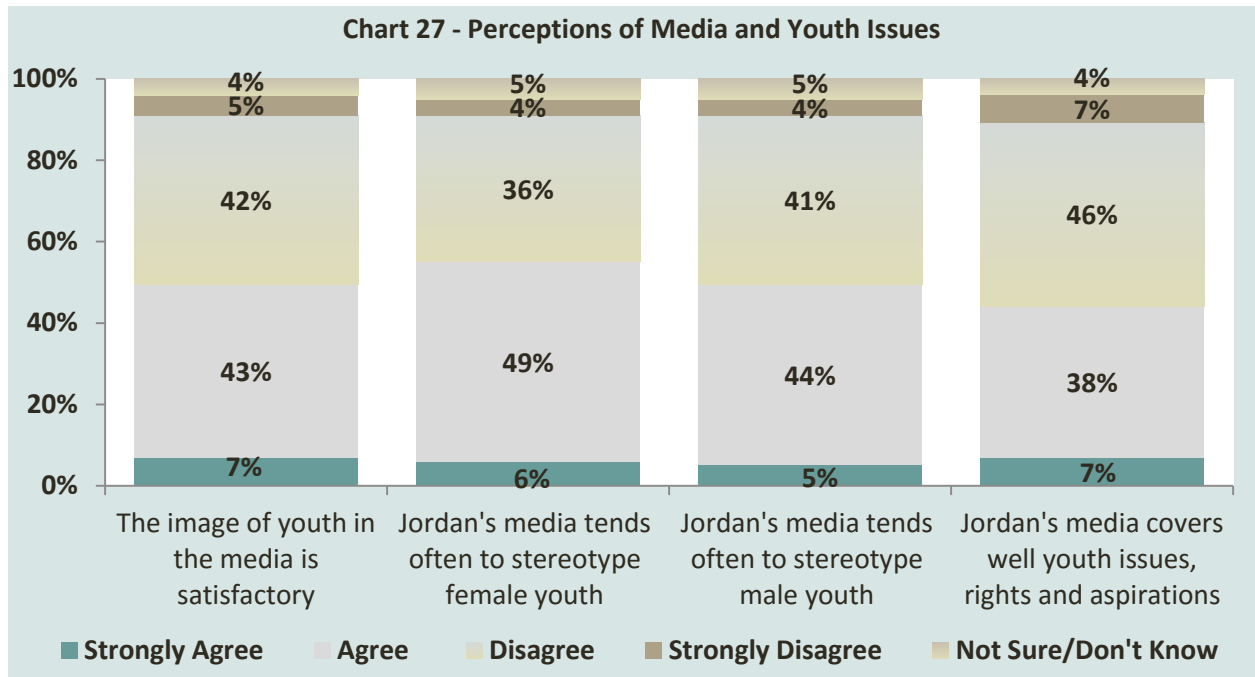|	Follow Daily	A Few Times a Week	A Few Times a Month	I Don't Follow the News
International News	20%	25%	23%	32%
Regional/Arab News	21%	31%	21%	26%
Jordan's News	43%	33%	9%	16%
Governorate News	26%	32%	15%	27%

0%   20%   40%   60%   80%   100%

■ Follow Daily   ■ A Few Times a Week   ■ A Few Times a Month   ■ I Don't Follow the News
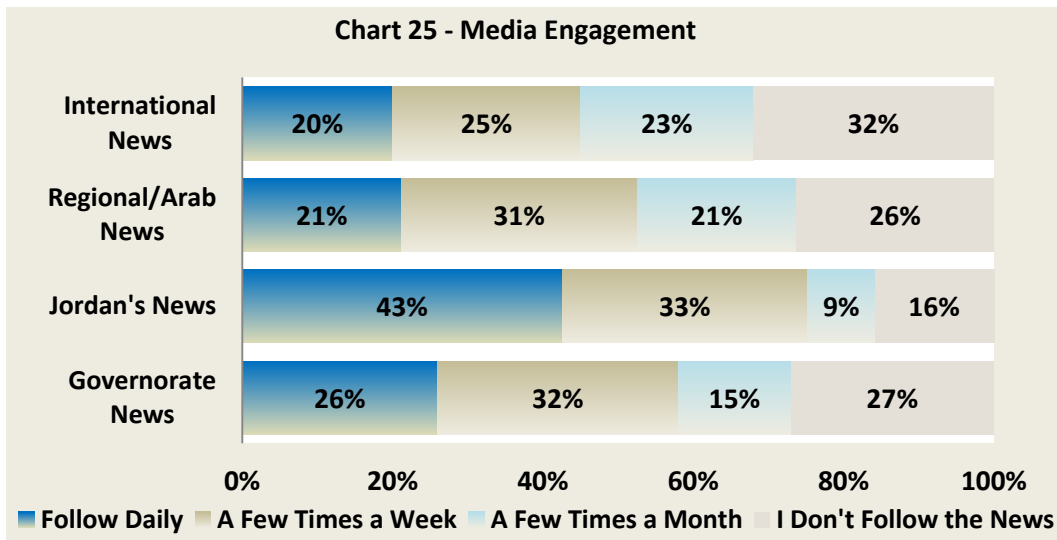
Media Preference by Jordanian Youth

When asked about whether they resort to a certain type of media or not for news and current events, 55% of surveyed youth resort to watching television, 22% radio, 14% newspapers and 67% news websites. 13% do not follow any media whatsoever. They were also asked to name a favorite medium or program.

Graph 26 – Media Preferences

WATCH TV
■ YES   ■ NO   ■ DON'T WATCH

13%
32%
55%

Top Stations:
Al Jazeerah	24%
JORDAN TV	24%
Roya	20%
Al Aarabiyah	10%
Other	22%

LISTEN TO RADIO
■ YES   ■ NO   ■ DON'T

13%
22%
65%

Top Stations:
Hala Radio	32%
Rotana	13%
Jordan FM	12%
Other	14%

READ PAPERS
■ YES   ■ NO   ■ DON'T

13%
14%
73%

Top Papers:
Al Rai	44%
Addoustour	31%
Al Ghad	20%
Other	5%

E-NEWS SITES
■ YES   ■ NO   ■ DON'T

13%
20%
67%

TopSites:
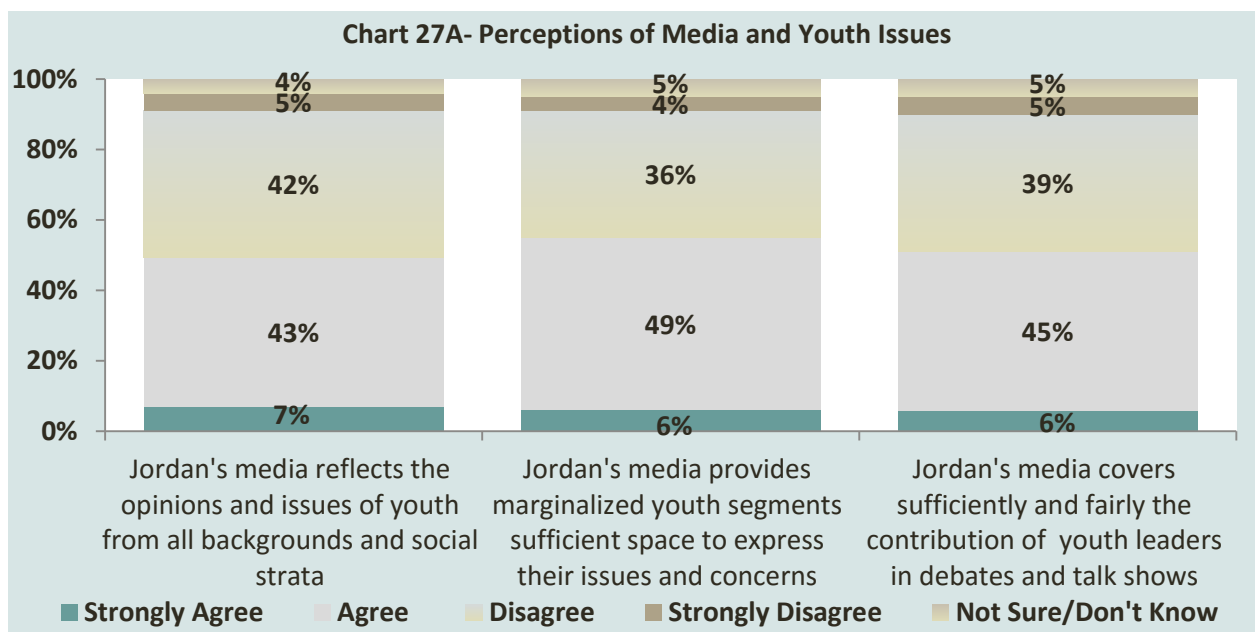|	
Al Wakeel	35%
FACEBOOK	12%
Sararya	11%
Ammon News	5%
GOOGLE	5%
Other	32%

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Perceptions of Media and Youth Issues

- Surveyed youth are again split on the role of media in Jordan and the media's contribution to youth issues as well as on the image of youth that they portray and whether they provide sufficient space to highlight the concerns, rights and aspirations of youth from all sectors in society. In fact such a role can be described as not very satisfactory. This comes out clearly in the qualitative report annexed to these findings. Chart 27

Chart 27 - Perceptions of Media and Youth Issues

Category	The image of youth in the media is satisfactory	Jordan's media tends often to stereotype female youth	Jordan's media tends often to stereotype male youth	Jordan's media covers well youth issues, rights and aspirations
Not Sure/Don't Know	4%	5%	5%	4%
Strongly Disagree	5%	4%	4%	7%
Disagree	42%	36%	41%	46%
Agree	43%	49%	44%	38%
Strongly Agree	7%	6%	5%	7%

Legend: Strongly Agree, Agree, Disagree, Strongly Disagree, Not Sure/Don't Know

- 47% strongly disagreed or disagreed that the image of youth is satisfactory VS 50% who strongly agreed or agreed while 55% and 49% strongly agreed or agreed that the media often tends to stereotype both females and male respectively. 53% on the other hand say Jordan's media does not cover well youth issues, rights and aspirations.

Chart 27A- Perceptions of Media and Youth Issues

Category	Jordan's media reflects the opinions and issues of youth from all backgrounds and social strata	Jordan's media provides marginalized youth segments sufficient space to express their issues and concerns	Jordan's media covers sufficiently and fairly the contribution of youth leaders in debates and talk shows
Not Sure/Don't Know	4%	5%	5%
Strongly Disagree	5%	4%	5%
Disagree	42%	36%	39%
Agree	43%	49%	45%
Strongly Agree	7%	6%	6%

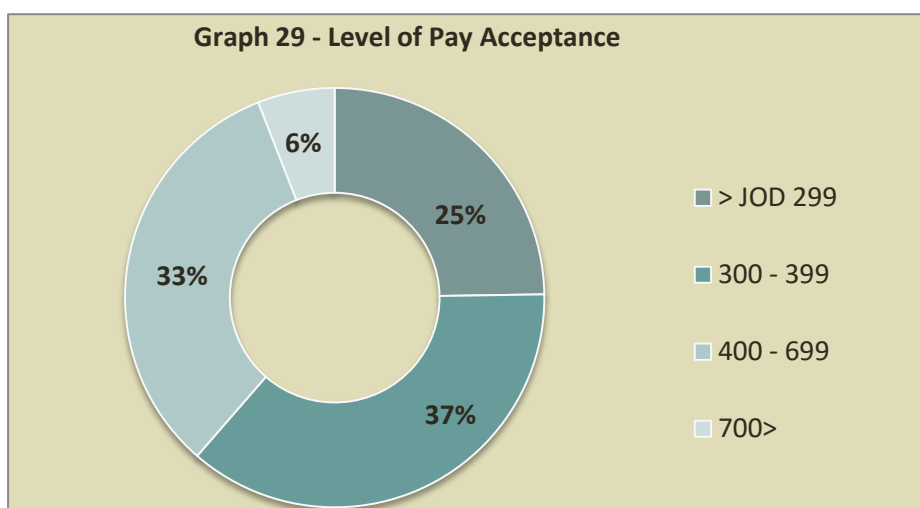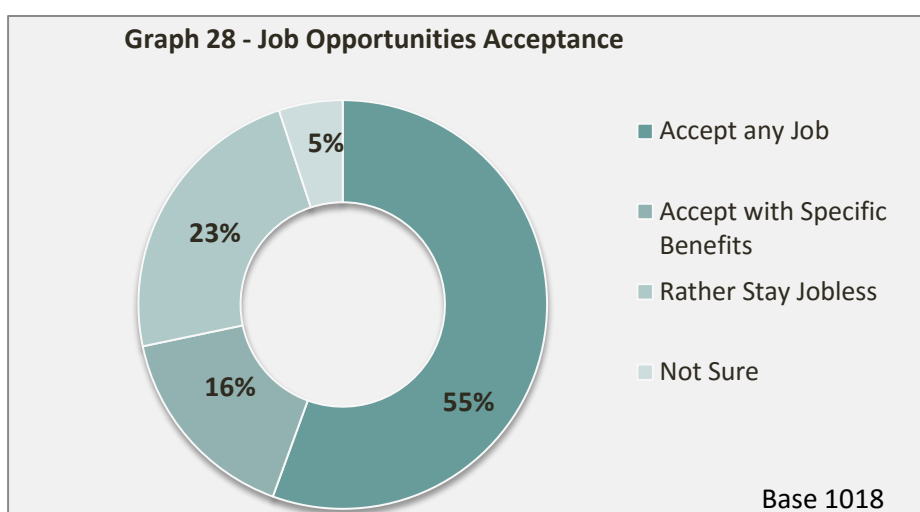Legend: Strongly Agree, Agree, Disagree, Strongly Disagree, Not Sure/Don't Know

- There is also an almost clear split on whether Jordan's media pursues an inclusive coverage of youth from various social backgrounds (50% VS 47%) however there is a slightly more positive trend towards providing sufficient space to marginalized youth segments to express their issues and concerns (55% VS 40%) .

- Similarly, there is a split on whether the media covers sufficiently and fairly the contribution of youth leaders in debates and talk shows (51% VS 44%).

- Forty eight percent of surveyed youth feel that Jordan's media sufficiently covers issues of youth with disabilities, as compared to 35% who think this is not the case and 17% who responded they do not know.

Measuring Career Aspirations and Outlooks

Job and Pay Acceptance Assumptions

- Youth were asked whether, in the event they failed to find a job in their specialization after a certain period of time following their graduation, they would accept any job opportunity that arises, until a suitable opportunity in their specialization presented itself. 55% of all respondents said they would take such a job, 16% said they would accept but only under specific benefits and salary, while 23% would not take a job unrelated to their specialization and would prefer to stay unemployed, and 5% said they were not sure. Chart 28.

Graph 28 - Job Opportunities Acceptance

5%
23%
16%
55%

- Accept any Job
- Accept with Specific Benefits
- Rather Stay Jobless
- Not Sure

Base 1018

Graph 29 - Level of Pay Acceptance

6%
25%
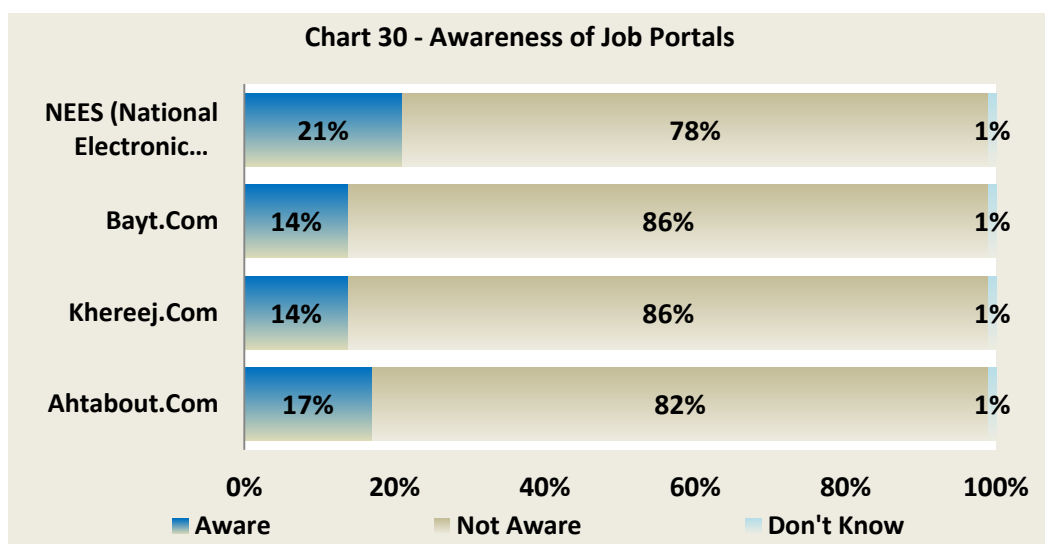33%
37%

- > JOD 299
- 300 - 399
- 400 - 699
- 700>

- Those who conditioned their acceptance to a certain salary were asked to specify a salary range. Among them, <u>25% specified a range of up to JOD 299 in addition to medical insurance and social security, 37% specified JOD 300 – 399, 33% specified JOD 400 – 699 and 6% specified JOD 700 and above</u>. Chart 29

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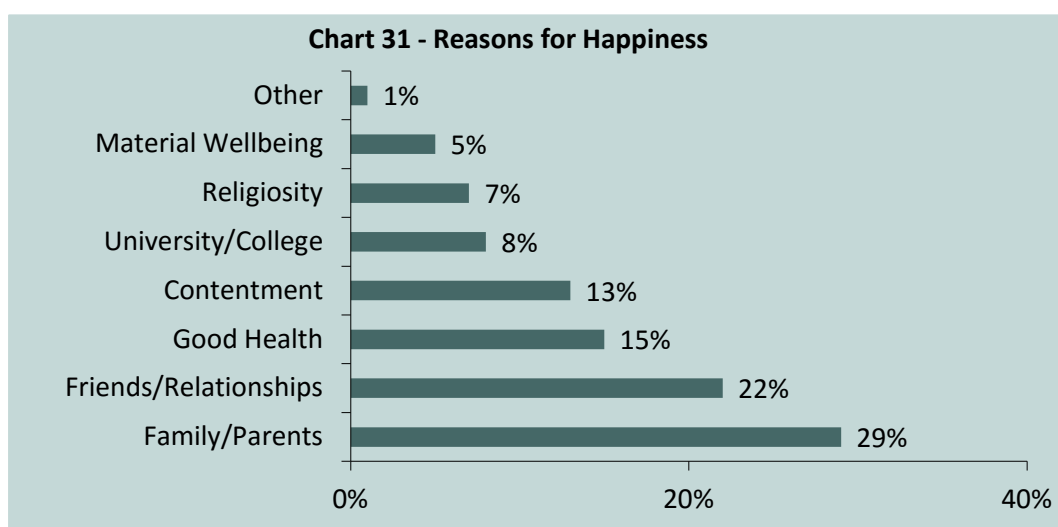**Job Opportunity Search & Employment Electronic Portals**

- Twenty eight percent of respondents pursue job searches by liaising directly with companies and factories. However, 20% visit Ministry of Labour Directorates, and 7% nearby VTC Centers. In turn, 18% search for jobs in the classified section of newspapers and 17% do so via the Internet.

- Awareness of Job Portals like 'Akhtabout.com', 'Khereej.com', 'Bayt.com' is relatively low among surveyed youth. However, recall awareness of the official Ministry of Labour NEES Portal (National Electronic Employment System) is slightly higher. Chart 30

- Nevertheless, the creation of profiles on the abovementioned portals is very low ranges between 2 - 4% of all youth surveyed, which however may be explained by the fact that two thirds of youth surveyed are still students.

Chart 30 - Awareness of Job Portals

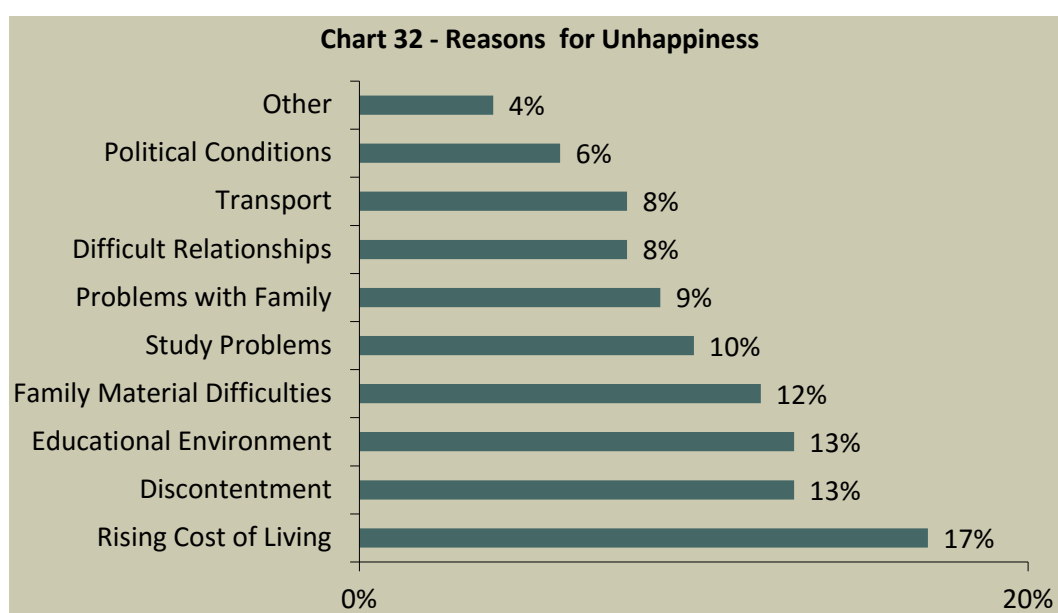| Portal	Aware	Not Aware	Don't Know
NEES (National Electronic…)	21%	78%	1%
Bayt.Com	14%	86%	1%
Khereej.Com	14%	86%	1%
Ahtabout.Com	17%	82%	1%

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Measuring Wellbeing and Self - Assessment

Almost two thirds of the Jordanian youth surveyed consider themselves 'happy' - 15% very happy and 44% happy. One third or 31% are neither 'happy nor unhappy'. 10% are 'unhappy'.

Probing further the reasons for their happiness, **family and friends** seem to occupy the largest space in the life of those who consider themselves very happy or happy. Naturally, these are safety zones and, along with university/college, familiar places. Religion figured less prominently in responses as a factor of gratification in their life, as compared to the above mentioned reasons. Chart 31

Chart 31 - Reasons for Happiness

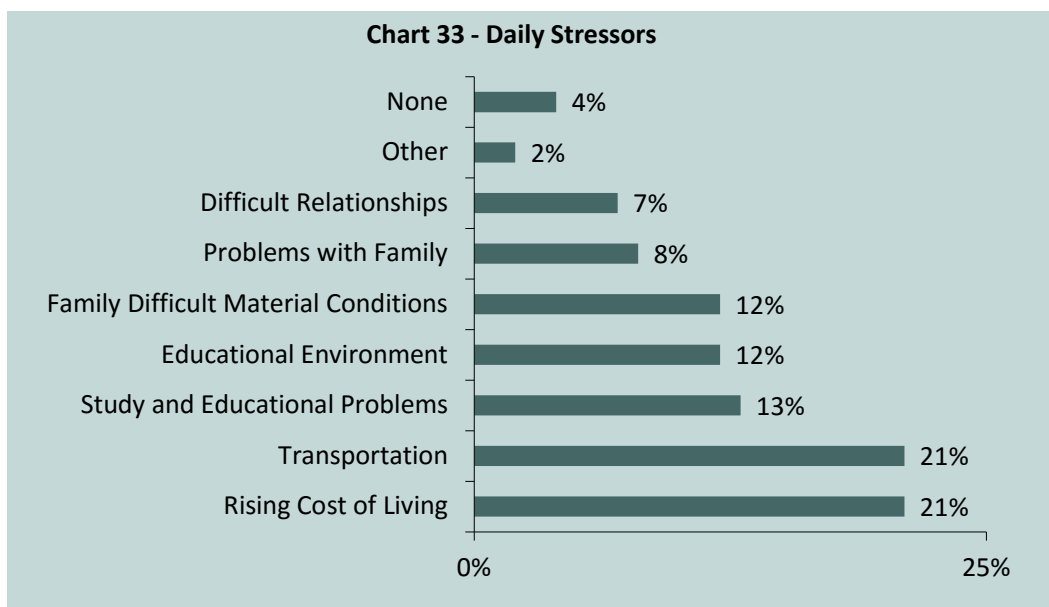| Category	Percentage
Other	1%
Material Wellbeing	5%
Religiosity	7%
University/College	8%
Contentment	13%
Good Health	15%
Friends/Relationships	22%
Family/Parents	29%

Reasons cited for unhappiness include difficult economic conditions, education related problems, difficult relationships, family problems and a general sense of discontentment, in the order of relevance shown by the figures below. Chart 32

Chart 32 - Reasons for Unhappiness

Category	Percentage
Other	4%
Political Conditions	6%
Transport	8%
Difficult Relationships	8%
Problems with Family	9%
Study Problems	10%
Family Material Difficulties	12%
Educational Environment	13%
Discontentment	13%
Rising Cost of Living	17%

The three most significant problems and stressors youth are facing on daily basis are related to rising cost of living and difficult economic conditions, transportation

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(which remains a persisting issue), study and university/college environment. Moreover, problems with family and difficult relationships are also cited by youth as a source of distress.

Chart 33 - Daily Stressors

Stressor	Percentage
None	4%
Other	2%
Difficult Relationships	7%
Problems with Family	8%
Family Difficult Material Conditions	12%
Educational Environment	12%
Study and Educational Problems	13%
Transportation	21%
Rising Cost of Living	21%

- Sixty three percent of youth feel tranquil and safe (and 30% sometimes). There is however a considerable segment that does not always feel this way.
- There is some level of alienation from their environment, family and father, as we have seen before under which seems to be confirmed by the figures below, as well as in relation to society and country. This could be interpreted as shedding an element of insecurity and self-doubt upon these youth as to their engagement with family and the public space.
- There is a high tendency for distress and boredom, with a considerable one third swinging between always and sometimes feeling this way.
- Nevertheless, 54% always feel optimistic about the future, with another 36% sometimes.

Table 2

	Always	Sometimes	Never	Not Sure
I feel tranquil and safe	63%	30%	7%	%
I feel alienated from my environment	11	37	52	-
I feel alienated from my family	10	24	66	-
I feel alienated from my father	15	22	62	-

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[males only*]				
I feel alienated from what's happening in my country	15	38	47	-
I feel at odds with others	11	38	52	-
I feel distressed and bored	19	63	18	-
I am optimistic about my future in general	54	36	10	-

* *This was probed again to measure relationship with father by young males as a very important aspect of youth development and personal growth. The question was asked to male respondents only.*

- Nevertheless, almost one in two of these youth can fend for themselves in terms of having self-confidence, esteem and purpose as 24% claim to have a point of view on many issues and being able to defend such point of view, while another 21% maintain they have learnt to think logically away from blindly imitating others. Another half has also the right attitude to judge oneself with all the limitations and acknowledgement of their own personal deficits.
  Table 3

Table 3

How do I honestly feel about myself…	%
I am a person that is easily swayed by others	15
I am an emotional person and get quickly agitated	34
I have a point of view on many issues and I can defend it	24
I have no point of view on many issues and I don't care to have any	3
I learnt to think logically away from blindly imitating others	21
I just argue for the sake of argument and to attract attention	2
Not sure	1

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Political Engagement

- Only 32% of youth who participated in the survey registered for the 2013 national elections, as opposed to 48% who did not (the remaining 20% were not of legal age yet). These figures can be interpreted as an indication and a confirmation of low youth engagement and turnout to vote.

- Among those who had registered, 98% said they had obtained their voting cards, and 92% of them claim to have picked up their cards by themselves.

- 30% of youth participating in the survey voted during the 2013 national elections, while 48% did not.

- 23% of respondents voted during 2013 municipal elections, as opposed to 57% who did not. The other 20% were not of legal age.

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