Report on
Monitoring the Performance of the Government of Dr. Bisher Al-Khasawneh via the Facebook Platform during the Period
2023/04/12-2023/10/12

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Table of Contents

1. Introduction

Al-Hayat-RASED Center has extensive experience in the field of government openness, transparency and positive partnership between civil society and governments, and in 2012 Al-Hayat Center - RASED was selected to evaluate the performance of the Jordanian government in implementing the first Jordanian action plan within the framework of the "Transparent Government Partnership Initiative". Al-Hayat Center is also an active regional partner in this field, as it has contributed thanks to the publication of its research papers and participation in a number of different regional meetings in setting the starting point for the establishment of transparent governments in the Arab world. Thanks to the work of Al-Hayat Center - RASED in conjunction with the Organization for Economic Cooperation and Development (OECD), expertise in this field has grown through the work of Al-Hayat Center in the field of government accountability.

Within the RASED project, Al-Hayat Center - RASED Social Media works to monitor the government's performance in using the Facebook platform, in terms of presence, access, publication, effectiveness, reflections and the most important behaviors and phenomena resulting from this, and this report primarily targets the government itself to constitute a source of information about its performance, statement of shortcomings, and recommendations in accordance with its best practices, and the report also targets members of the House of Representatives to have a reference on government performance through the Facebook platform that enables them to practice Their monitoring role is based on documented facts and information, in addition to targeting the media, researchers, academics and public opinion.

The agenda of Al-Hayat Center-RASED within this project is based on monitoring events related to political life and democracy, evaluating government performance, modernizing the public sector, gender speech, in addition to issues affecting and affected by societal cohesion in Jordanian society, where the center presented during the project period a number of reports related to these aspects, including a report on monitoring hate speech during the municipal and governorate council elections of 2022, hate speech and misinformation in the issue of the Child Rights Law in Jordan. On hate speech and disinformation in the case of the Association for the Preservation of the Holy Quran, this report primarily covers the aspect of evaluating government performance.

In light of the growing role of social media platforms in their influence, and the expansion of their spread and reach to various segments of Jordanian society, the work-

ing group expanded the extent of its monitoring of the government's performance to include the activities of the ministries' pages on the Facebook platform, where the activity of all 27 ministries' pages, including the Prime Minister's page, was monitored during the period (12/4/2023 - 12/10/2023).[1]

The government performance monitoring report is based during the preparation process on the descriptive analytical approach, which is a multivariate statistical analysis method and is widely used in the behavioral sciences to analyze relationships, and the report's methodology in the results depends on the variables associated with the official manual, and the research team with technical assistance provided by the team of the International Organization for Democracy Reporting (DRI) chose the "CrowdTangle" tool.[2] For data collection, this tool relies on data sources, by choosing a variety of keywords to collect data, and determining the scope of data collection.

2. The Methodology

The Monitoring Methodology in Social Media Reporting was adopted in collaboration with experts from the Democracy Reporting International Organization in 2021. The monitoring team collects posts related to the topic, gathers comments, and identifies keywords that will be used for content classification. They also determine the hashtag that will be used to track posts. This is done using advanced technology techniques such as CrowdTangle, Export Comment, and Sharepoint Excel, which allow for efficient and highly accurate data collection and analysis. The team then selects a sample of posts and comments, which is at least 20%, to verify and ensure a high level of accuracy.

3. Results

As a first step, the team worked to track the existence of documented pages of the Jordanian ministries operating during this government on the Facebook platform, and the result of tracking showed the existence of pages for all ministries through the Facebook platform, which have been documented, with a number of up to 27 pages, in addition to a special page for the Prime Minister, the most recent of which was the creation of the Ministry of Government Communication page.

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1   Annex (1), a list of links to the pages of the approved Jordanian ministries on the Facebook platform.

2   CrowdTangle: A Meta public insights tool that makes it easy to track, analyze and report on what's happening with public content on social media, https://bit.ly/3DI5lWs

The report also tracked posts across the pages of the ministries affiliated with the government, in terms of number, it appears that the total number of posts during that period reached 10,476 publications, and the results of the analysis show that the page of the Ministry of Local Administration is the highest in the number of posts, reaching 3,308 posts, while the Ministry of Foreign Affairs was at least with one posts.

Regarding the interaction with the posts and their access to the pioneers of the Facebook platform, starting with the adoption that the number of views of those 10,476 posts has reached more than 78 million views, and the page was the highest viewed, including the page of the Ministry of Energy and Mineral Resources with 10,963,007 views, while the least viewed by the Ministry of Foreign Affairs with 680 views. While the number of people who interacted on these posts (like, comment, share) reached 810,613 thousand people, representing 1% of the number who saw all posts, Table (1) shows the number of views of all Jordanian ministries on Facebook.

Table (1) - Number of views of ministries' pages on Facebook platform

#	Ministry Name (used on Facebook platform)	Number of views of the Ministry's posts
1	Jordanian Ministry of Energy and Mineral Resources	10,963,007
2	Jordanian Ministry of Tourism and Antiquities	9,411,977
3	Jordanian Ministry of Education	8,940,052
4	Ministry of Transport	5,336,664
5	Jordanian Ministry of Youth	4,502,160
6	Jordanian Ministry of Culture	3,830,803

#	Ministry Name (used on Facebook platform)	Number of views of the Ministry's posts
7	Jordanian Ministry of Awqaf and Islamic Affairs	3,682,761
8	Jordanian Ministry of Local Administration	3,601,520
9	Ministry of Justice	3,083,665
10	Ministry of Political and Parliamentary Affairs	2,484,968
11	Jordanian Ministry of Industry, Trade and Supply	2,357,956
12	Ministry of Public Works and Housing	2,304,068
13	Ministry of Higher Education and Scientific Research	2,023,466
14	Jordanian Ministry of Health	1,804,580
15	Jordanian Ministry of Interior	1,406,774
16	Ministry of Water and Irrigation - Water Authority - Jordan Valley Authority	878,238
17	Ministry of Investment - Jordan	768,583
18	Ministry of Government Communication	713,176
19	Ministry of Social Development	683,819
20	Ministry of Labour	669,165

#	Ministry Name (used on Facebook platform)	Number of views of the Ministry's posts
21	Ministry of Digital Economy and Entrepreneurship_ Jordan	663,719
22	Ministry of Planning and International Cooperation - Jordan	623,663
23	Jordanian Ministry of Agriculture	467,500
24	Jordanian Ministry of Environment	73,469
25	Jordanian Ministry of Finance	1390
26	Ministry of Foreign Affairs and Emigrants - The Hashemite Kingdom of Jordan	680
Total views to all ministries		**71,277,823**
Total views to Prime Ministry		**6,740,020**
Total		**78,017,843**

It was found that 550,319 thousand people interacted on these posts through the Like button, amounting to 64% of the total number of people interacting with the posts, and the number of interactions using the comment reached 154,834 thousand interactions, by 18%, while the number of interactions through sharing reached 106,876 thousand shares, or 12% of the total number of interactions. Regarding the total number of interactions with posts, the results showed that the Ministry of Education is the highest, with 313 thousand interactions. Table (2) shows the number of posts for all Jordanian ministries through the Facebook platform, and the number of interactions on those posts, during the period 12/4/2023-12/10/2023.

Table (2) - Number of Posts and Interactions of Ministries' Pages on Facebook Platform

#	Ministry Name (used on Facebook platform)	Number of Posts	Number of interactions
1	Jordanian Ministry of Education	266	312939
2	Jordanian Ministry of Culture	682	59490
3	Jordanian Ministry of Awqaf and Islamic Affairs	650	59004
4	Prime Ministry of Jordan	308	54358
5	Jordanian Ministry of Youth	563	34762
6	Jordanian Ministry of Tourism and Antiquities	558	34195
7	Jordanian Ministry of Industry, Trade and Supply	150	28697
8	Ministry of Water and Irrigation - Water Authority - Jordan Valley Authority	281	27693
9	Ministry of Labour	266	26066
10	Jordanian Ministry of Interior	332	25443
11	Ministry of Higher Education and Scientific Research	190	24135
12	Jordanian Ministry of Agriculture	321	21819
13	Jordanian Ministry of Local Administration	3308	21804

#	Ministry Name (used on Facebook platform)	Number of Posts	Number of interactions
14	Jordanian Ministry of Health	213	19476
15	Ministry of Digital Economy and Entrepreneurship_Jordan	573	13142
16	Ministry of Social Development	211	10228
17	Ministry of Public Works and Housing	194	9652
18	Jordanian Ministry of Energy and Mineral Resources	331	7408
19	Ministry of Investment - Jordan	176	5628
20	Ministry of Justice	201	4578
21	Ministry of Government Communication	168	2440
22	Ministry of Political and Parliamentary Affairs	149	2395
23	Ministry of Transport	219	2119
24	Jordanian Ministry of Environment	84	1896
25	Ministry of Planning and International Cooperation - Jordan	75	832
26	Jordanian Ministry of Finance	6	278
27	Ministry of Foreign Affairs and Emigrants - The Hashemite Kingdom of Jordan	1	136
	Total	**10,476**	**810,613**

On the Prime Minister's page on the Facebook platform, the results show that the number of posts during the same monitoring period 308 reached a post, and the number of views of those posts reached 6,740,020 million people, while the number of people who interacted on these posts reached 54,358 thousand people, or 0.8% of the number of those who saw all posts, and the interaction rate with likes reached 64%, reaching 34,721 thousand people, and it appeared that the rate of interaction with comment was 19%, with a number of 10,251 thousand, sharing reached 5,954 thousand, or 11%. Table (3) shows a detailed analysis of the content of the Prime Minister's page on the Facebook platform, during the period 12/4/2023-12/10/2023.

Table (3) - Analysis of the content of the Prime Minister's page on the Facebook platform

Posts & Views	
Total number of Posts	308
Number of people who have seen all posts	6,740,020
Content format	
Number of posts with a link	6
Number of posts with an image	227
Number of posts with Live Video	19
Number of posts with video	31
Number of posts containing text only	25
Interaction form on all posts	
Total number of interactions (Like, Comment, Share)	54,358
The number of likes on all posts	34721
Number of comments on all posts	10251

Number of shares on all posts	5954
Number of people who interacted (Like)	31289
Number of people who interacted (Love)	2382
Number of people who interacted (Wow)	46
Number of people who interacted (Haha)	658
Number of people who interacted (Sad)	54
Number of people who interacted (Angry)	121
Number of people who interacted (Care)	144

4. Recommendations

The report makes a number of recommendations, according to the accumulated experience of researchers, and best practices, as follows:

- Adopting the accounts of ministries and official departments on social media platforms as references to provide official statements and news about the activities of ministries and on pivotal public opinion issues.

- Increasing engagement through social media platforms with the audience to deliver updates, explanations, and work progress regarding government activity and the implementation of citizens' reform programs in a simple and clear manner that aligns with the current technological advancements.

- Establishing the principle of transparency and participation of society, citizens, and civil society institutions, which constitutes an opportunity to follow up on the work of the government and monitor its performance.

- Transfer knowledge related to the latest media strategies among media institutions and civil society institutions, specifically related to social networking sites, in cooperation with the Ministry of Government Communication.

5. Annexes

5.1 Annex 1

Annex (1) lists the links to all Jordanian ministries' Facebook pages, which have been adopted in this report

#	Ministry Name	Link
1	Prime Ministry of Jordan	https://www.facebook.com/PMOJO
2	Ministry of Education	https://www.facebook.com/edugovjo
3	Ministry of Digital Economy and Entrepreneurship	https://www.facebook.com/MoDEEJO
4	Ministry of Local Administration	https://www.facebook.com/moma.gov.jo
5	Ministry of Culture	https://www.facebook.com/culture.gov.jo
6	Ministry of Youth	https://www.facebook.com/MoYJordan
7	Ministry of Social Development	https://www.facebook.com/mosd.jo
8	Ministry of Higher Education and Scientific Research	https://www.facebook.com/mohejordan
9	Ministry of Tourism and Antiquities	https://www.facebook.com/mota.jordan
10	Ministry of Energy and Mineral Resources	https://www.facebook.com/MEMR1GOV
11	Ministry of Awqaf and Islamic Affairs	https://www.facebook.com/AwqafJordan
12	Ministry of Labour	https://www.facebook.com/MOL.gov.jo

#	Ministry Name	Link
13	Ministry of Industry, Trade and Supply	https://www.facebook.com/mit.gov.jo
14	Ministry of Interior	https://www.facebook.com/moi.gov.jo
15	Ministry of Water and Irrigation	https://www.facebook.com/mwi.gov.jo
16	Ministry of Agriculture	https://www.facebook.com/minsitry.of.agriculture
17	Ministry of Planning and International Cooperation	https://www.facebook.com/MoPIC.JORDAN
18	Ministry of Transport	https://www.facebook.com/MinistryOfTransportJo
19	Ministry of Health	https://www.facebook.com/mohgovjordan
20	Ministry of Political and Parliamentary Affairs	https://www.facebook.com/moppa.gov.jo
21	Ministry of Public Works and Housing	https://www.facebook.com/MpwhJo
22	Ministry of Environment	https://www.facebook.com/MoENVJo
23	Ministry of Justice	https://www.facebook.com/mojgovjo
24	Ministry of Investment	https://www.facebook.com/moin.gov.jo
25	Ministry of Foreign Affairs and Emigrants	https://www.facebook.com/ForeignMinistryJo
26	Ministry of Government Communication	https://www.facebook.com/MoGC.JO
27	Ministry of Finance	https://www.facebook.com/Mof.gov.jo

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