

THE ANALYSEIZE POLL

LIKES, FEARS AND FEEDS

JORDAN'S AI & SOCIAL MEDIA PULSE

July 2026

REF: AP1

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RESEARCH & INSIGHT GROUP



ABOUT THE POLL | BACKGROUND

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The Analyze Polls are a self-funded, independent polling series designed to generate timely, locally grounded data on issues of public importance in Jordan. Conducted periodically on topics ranging from technology and digital life to social and political attitudes and public policy, the polls aim to fill gaps in local evidence and contribute to more informed public debate, awareness raising, and policy discussion.

Introduction | About this poll:

In early 2026, Analyze published *Jordan's Digital Anxiety: Public Attitudes Towards Social Media and AI*, the first nationally representative study in Jordan to examine public perceptions of social media and AI risk, particularly as they relate to children and young people. Drawing on 1,471 respondents across all 12 governorates, the study documented high levels of public concern and near-consensus support for legal safeguards, and its findings were used to inform a set of policy recommendations for relevant stakeholders. That study mapped what Jordanians *fear* about the digital environment. It left open an equally important set of questions about how they are actually *living* in it: How do people engage with public content online, not just scroll past it? Do they trust what they see in the comments? How does social media make them feel? And as AI becomes an increasingly visible presence in daily life and public discourse, are Jordanians hopeful about it, afraid of it, or both?

This poll, the first in Analyze's independent polling series, was designed as a direct follow-up to pursue those questions, shifting the focus from risk perception and regulation to behavior, sentiment, and everyday digital experience.

The data from this poll may be cited and used for research, analysis, and policy purposes, provided appropriate reference is made to Analyze.

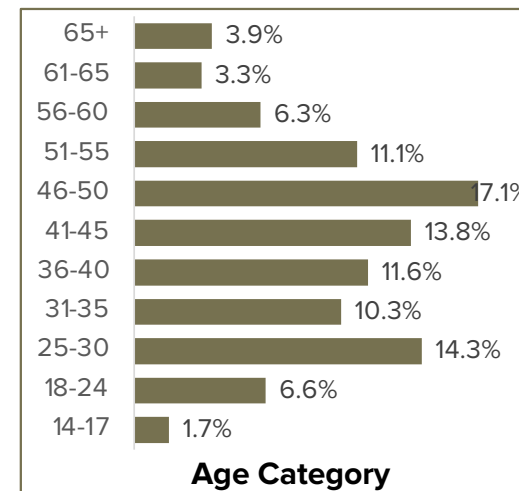
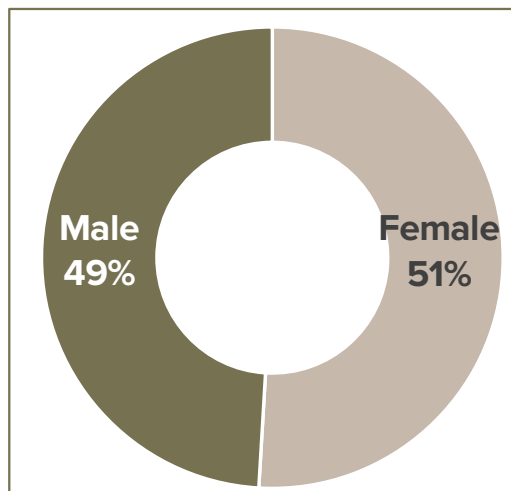
METHODOLOGY | SAMPLE SIZE

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Data were collected between June 2nd and 14th 2026, through a nationally representative telephone survey (CATI) conducted across all 12 governorates of Jordan. Gender representation was nearly equal, with women comprising 51% of respondents and men 49%. Over half of respondents (53%) reported being married. The sample spans a broad age range, with strongest representation among respondents aged 25–55 (78%), providing strong representation of working-age and parenting-age adults.

The achieved sample size was 748 respondents. At the national level, results are subject to a margin of error of approximately ± 3.6 percentage points at the 95% confidence level. Findings are reported at the national level unless otherwise stated. Sub-group analyses by gender, age, or governorate are indicative and should be interpreted with caution given smaller base sizes.

SAMPLE SEGMENTATION



KEY FINDINGS

AI PERCEPTIONS

The findings reveal that Jordanians are not technophobes. Nearly half are hopeful about AI, and a majority are at least open to its role in schools under the right conditions. But they are living with a technology that feels like it arrived faster than their ability to evaluate it. The fears they most share are not abstract or ideological: mental and emotional wellbeing, jobs, corporate control. These are fears about daily life: how people feel, how they earn, and who holds power over them.

Education is where societies decide what they want the next generation to become. Only 22% are enthusiastic about AI in schools, while 36% reject it outright. The conditional supporters (37%) are essentially saying: maybe, with guardrails, indicating the desire for governance, rather than a rejection of technology.

AT A GLANCE

- 93% feel AI is advancing too quickly
- 43% are hopeful · 39% are not, 18% don't yet know
- 53% fear AI's impact on mental and emotional wellbeing

SOCIAL MEDIA

What we see on social media does not represent what Jordan thinks. The poll reveals that most Jordanians are spectators, not participants. The platforms amplify the voice of a small, active minority while the majority scrolls and observes in silence. 67% like content online and just 28% ever comment, meaning the voices that shape public discourse represent fewer than one in three Jordanians. Of those who do comment, 68% engage only occasionally or rarely, meaning the comment section is not even driven by the most active users.

The emotional experience of social media is primarily relational: connection is its greatest value, and overwhelm is its greatest cost. Nearly one in five Jordanians feels weighed down by information overload or online drama. And for parents, the digital environment has become a source of quiet anxiety; more than half describe themselves as struggling or uncertain when it comes to managing screens for their children.

AT A GLANCE

- 22% never engage beyond scrolling. Only 19% engage frequently/ very frequently.
- Only 28% of the total population ever comment.
- Only 15% believe social media comments reflect genuine Jordanian opinion
- 66% of parents struggle or are uncertain when it comes to screens.

AI ATTITUDES & PERCEPTIONS

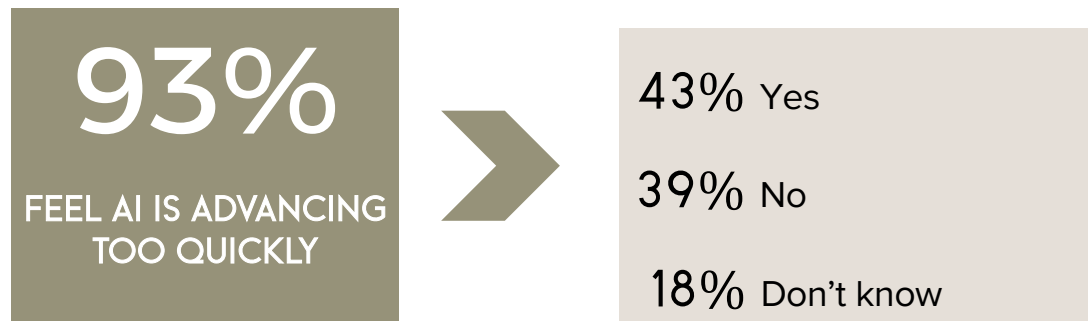
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INTRO

This section presents findings from four questions exploring how Jordanians feel about artificial intelligence, its pace of development, the hopes and fears it generates, and its potential role in education. The questions were informed by Gallup's 2026 global AI survey, allowing for broader comparative context where relevant.

Respondents were asked whether they feel AI is advancing too quickly; whether they feel hopeful about it; what specific fears they associate with it; and whether they believe teachers should use AI in the classroom.

DO YOU FEEL HOPEFUL ABOUT AI?



Nine in ten Jordanians feel that AI is advancing too quickly- a sentiment that cuts across age, gender, and geography. **Whatever Jordanians know or don't know about AI, they feel its pace is outrunning them.** Yet feeling that AI is moving too fast does not directly translate into pessimism. The public splits almost evenly: 43% feel hopeful about AI, 39% do not, and 18% say they don't yet know.

AI ATTITUDES & PERCEPTIONS

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The most commonly cited AI related concern is the negative impact on mental and emotional wellbeing (53%), followed by job losses across industries (50%), and increased corporate control over everyday life (44%). Fewer respondents flagged growing wealth inequality (22%), increased energy consumption (24%), and environmental strain (19%), concerns that may be less viscerally felt in daily life. Notably, only 16% selected none of the above, meaning the vast majority hold at least one concrete fear about AI.

FEARS RELATED TO AI

Negative impact on mental and emotional wellbeing

53.2%

Job losses across industries

50.3%

Increased corporate control over everyday life

44.3%

Increased energy/electricity consumption for data...

23.5%

Growing wealth inequality

22.3%

Environmental strain

19.1%

None of the above

16.2%

% will not add to 100: multiple response question

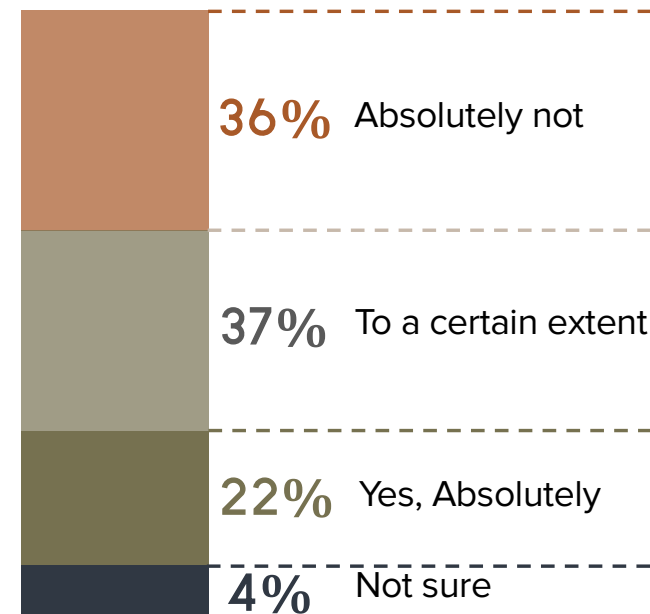
AI ATTITUDES & PERCEPTIONS

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When it comes to AI in education, Jordanian opinion is divided. Asked whether teachers should use AI during the teaching process, only 22% say “yes, absolutely”. The largest single group (37%) say yes, but only to a certain extent, signaling conditional support. Meanwhile, 36% say “absolutely not”, making opponents of AI in schools nearly as numerous as its qualified supporters.

The dominant sentiment is one of hesitation: a willingness to consider a limited role for AI in teaching, but with clear reservations, and a substantial minority that rejects the idea outright.

➤ SHOULD TEACHERS USE AI IN SCHOOLS?



SOCIAL MEDIA ENGAGEMENT

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INTRO

Jordan is one of the most connected countries in the Arab world, with social media deeply embedded in how people consume news, form opinions, and communicate. But connection does not equal participation. This section examines three dimensions of Jordanians' relationship with social media: how they engage with public content, how it makes them feel, and how parents are navigating screens for their children.

The majority engage with public content only occasionally (38%) or rarely (21%), and 22% never engage at all beyond scrolling. Only 19% engage frequently (14%) and very frequently (5%). **Most Jordanians are watching, not participating.**

➤ FREQUENCY OF ENGAGING (NOT JUST READING/SCROLLING) WITH PUBLIC POSTS?



● ACTIVE
19%
frequently or very frequently

● PASSIVE
59%
Engage occasionally or rarely

● SILENT
22%
Never engage beyond scrolling

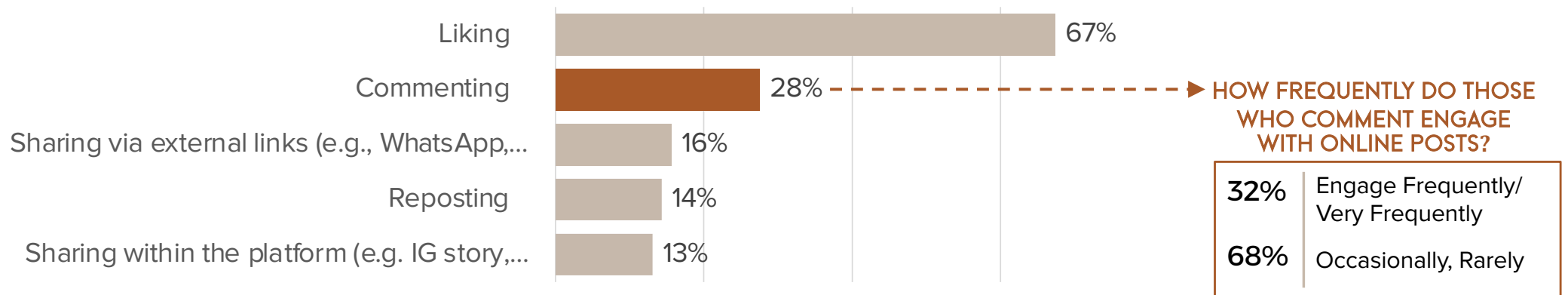
SOCIAL MEDIA ENGAGEMENT

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Of those who engage with public posts and opinions, the picture narrows further. Liking dominates at 67%, but liking is the lowest-friction action available, a tap that requires no opinion and carries no argument. Only 28% comment, meaning the voices that dominate public discourse, and are often read as a barometer of opinions represent, at most, fewer than one in three of the total population.

Even among the most active engagers (those who engage frequently or very frequently) fewer than half (47%) comment. Liking remains the dominant action even for Jordan's most engaged online users. The findings also reveal that most of those who comment engage with online posts only occasionally or rarely (68%), while only 32% do so frequently or very frequently. What trends publicly is only part of the story. The comment section, it turns out, is shaped by a surprisingly disengaged minority.

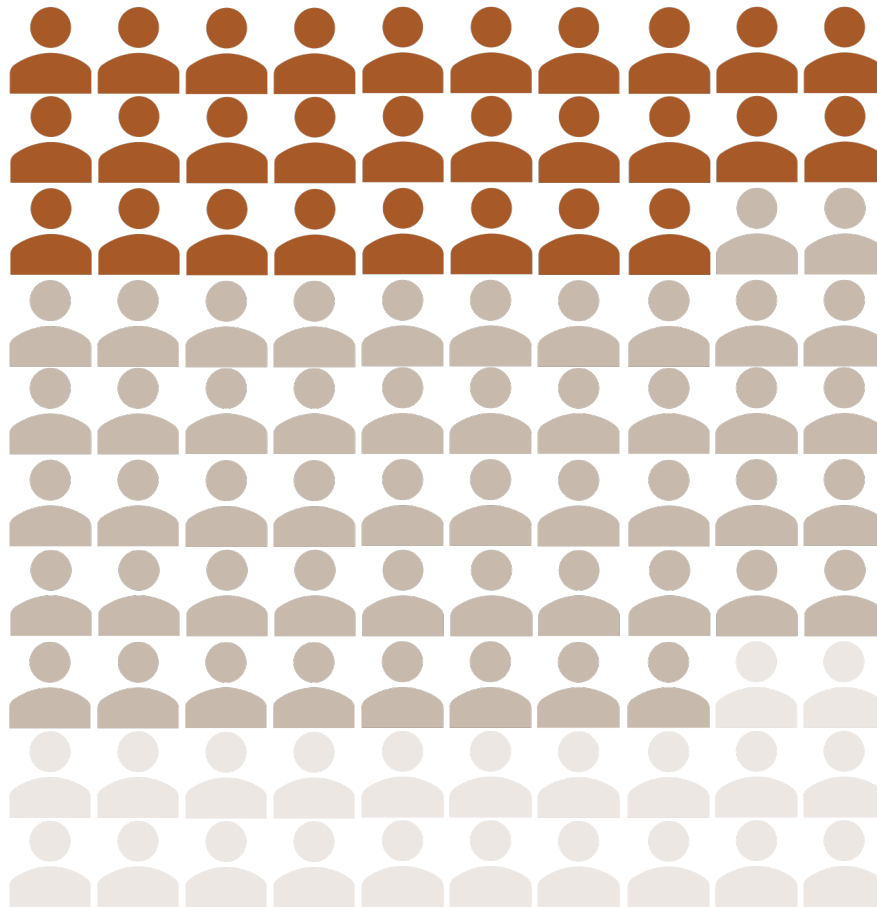
➤ HOW DO YOU TYPICALLY ENGAGE WITH POSTS ONLINE?



THE VOCAL MINORITY

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The frequency and type of engagement data tell us what Jordanians do online. But the numbers below tell us something more fundamental about who actually voices opinions online.



● COMMENT
28% The voices shaping public discourse online

● PASSIVE
50% React but never voice an opinion

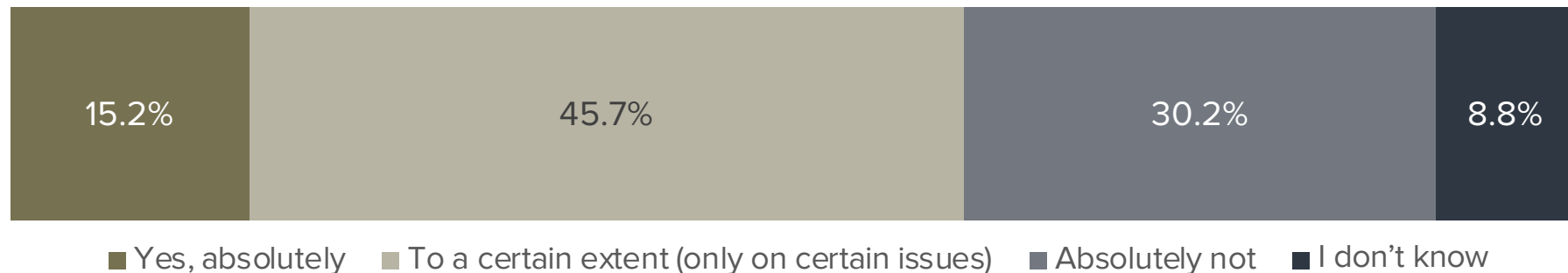
● NEVER ENGAGE
22% Scroll past, leave no trace behind

SOCIAL MEDIA ENGAGEMENT

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When asked whether comments on social media reflect the genuine views of most Jordanians, only 15% said yes, absolutely. The majority were either skeptical or qualified in their response, 30% said “absolutely not” and 46% said “only to a certain extent, on certain issues”. Most Jordanians approach the comment section with reservations, and the data confirms they are right to. The comment section is widely understood to be an imperfect and incomplete mirror of what Jordan actually thinks.

➤ DO COMMENTS ON SOCIAL MEDIA POSTS REFLECT THE GENUINE VIEWS OF MOST JORDANIANS?

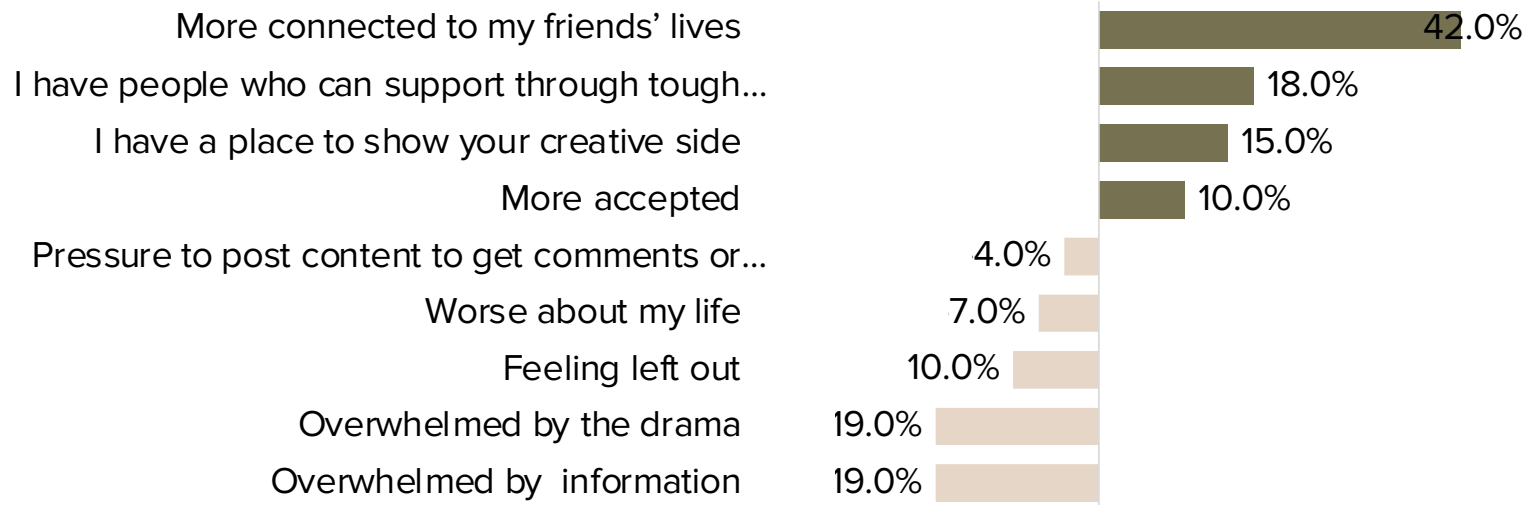


SOCIAL MEDIA EXPERIENCE

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Despite its central role in daily life, social media leaves a significant share of Jordanians feeling its weight. Half say the time they spend on it is about right, yet nearly one in five say it leaves them overwhelmed, whether by the sheer volume of information (19%) or by the drama that fills their feeds (19%). One in ten feels left out, 7% say it makes them feel worse about their life, and 4% feel pressure to post content that earns comments and likes. Yet social media's appeal is fundamentally relational. For 42% of Jordanians, social media's primary value is connection: knowing what is happening in their friends' lives. A further 18% value it as a support network, 15% as a creative outlet, and 10% say it makes them feel more accepted.

➤ HOW DOES WHAT YOU SEE/READ ON SOCIAL MEDIA MAKE YOU FEEL?



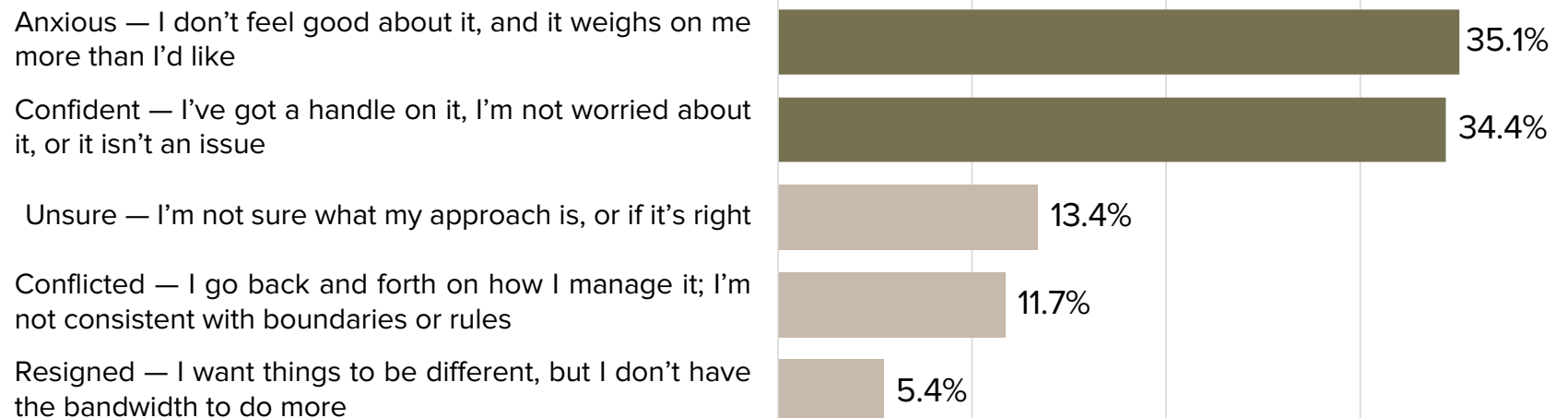
➤ THE AMOUNT OF TIME YOU SPEND ON SOCIAL MEDIA IS:

50% About right
29% Too much
19% Too little
3% I don't know

SCREENS AND PARENTS

When asked about parenting around screens, anxiety is the defining emotion. When the responses are grouped, the picture is striking. Around two thirds of Jordanian parents are either struggling or uncertain when it comes to screens. 40% are in active distress (35% say they feel anxious, and 5% have effectively resigned). A further 26% are uncertain: 13% unsure of their approach altogether, and 12% conflicted, going back and forth without consistency. Only 34% feel confident and in control. The data paints a picture of a parenting generation that is aware of the stakes but largely without the tools, frameworks, or support to act decisively.

➤ WHEN IT COMES TO PARENTING AROUND SCREENS AND SOCIAL MEDIA, I MOSTLY FEEL...



% calculated from parents n=590

WHAT JORDANIANS ARE TELLING US

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The findings from this poll paint a portrait of a public that is present online but largely silent, scrolling through a digital environment that shapes perceptions, stirs emotions, and raises real questions about who actually speaks online and who gets heard.

On AI, Jordanians are alert and apprehensive. They sense its pace is outrunning their ability to evaluate it, and their fears are grounded in the things that matter most: their mental health, their livelihoods, and their autonomy. Yet nearly half remain hopeful about AI, and most are willing to consider AI's role in education, if the right safeguards exist. This is not technophobia. It is a public waiting to be convinced, and waiting for institutions to catch up.

On social media, the gap between what is visible and what is real runs deeper than behavior, it runs through perception. Most Jordanians are present online but not participating. The comment section is shaped by a minority, and most Jordanians already know it does not speak for them. Meanwhile, the emotional weight of the digital environment is felt most acutely by parents, navigating screens without adequate tools, frameworks, or collective support.

What unites both stories is this: Jordanians are living faster than the systems around them can respond. AI is arriving faster than policy. Social media is evolving faster than parenting.

The Analyze Poll Series: The Analyze Polls are designed to be lightweight, fast, and focused, a complement to the deeper research Analyze conducts through its flagship studies. Where flagship studies pursue a single topic in depth over an extended period, polls are designed to gauge where the public stands on emerging or ongoing issues with speed and regularity. They are self-funded by Analyze as part of its broader commitment to producing independent, locally grounded evidence for public benefit. Future polls will cover a range of topics relevant to Jordanian public life, with findings shared openly to support awareness, informed debate, and evidence-based policy. Download this and other reports at www.analyze.com.