JORDAN'S DIGITAL ANXIETY
Public Attitudes Towards Social Media and AI.

QUANTITATIVE RESEARCH

Flagship Studies

ANALYSEIZE
RESEARCH & INSIGHT GROUP

EXECUTIVE SUMMARY

This quantitative study presents the first national assessment in Jordan of public attitudes toward children's use of social media and artificial intelligence (AI). The achieved sample size was 1,471 respondents, with data collection completed on January 10, 2026. Conducted amid growing global concern and regulatory debate, the findings reveal high levels of anxiety about children's digital exposure, alongside continued and widespread reliance on digital technologies that are already filling gaps in human and institutional support.

Findings from the research conducted show that more than 80% of respondents are concerned about children's exposure to inappropriate content, cyberbullying, and social isolation on social media. There is near consensus among Jordanians that children should not navigate social media independently, 88% believe that children under the age of 12 are not able to use social media safely, while 86% believe that children aged 15 and under should not be allowed to use social media alone.

Support for legal intervention is extremely strong, **with over 90% support introducing a law to restrict children (15-year-olds and younger), access to social media.** Support for regulating children's use of AI tools is similarly high (87%). These findings point to a rare and broad public consensus around the need for formal safeguards to protect children in digital spaces.

The study uncovers the belief that parents and schools are widely responsible for protecting children online, and high levels of concern coexist with continued and intensive digital use. Adolescents who acknowledge digital risks continue to engage heavily with social media and AI tools, while adults who express strong concern often permit or enable continued use due to educational needs, social pressures, or a perceived difficulty in reversing established digital habits, especially with older children. This conflict reflects how deeply embedded digital technologies have become in daily life, even in the presence of increasing risk awareness.

The findings also highlight a generational divide in how risks of social media are perceived; while adults identify external risks (such as exposure to harmful content, exploitation, and addiction), adolescents identify internal and psychological risks, (including reduced self-esteem linked to social comparisons online, and impacts on mental wellbeing). These differing perspectives suggest that adults and young people are not always reacting to the same experiences or prioritizing the same dangers.

Beyond risk perception, the study shows that AI is already being used in ways that extend past education, work, or entertainment. Nearly half of respondents (47%) report having used AI to seek information related to physical or mental health. More than one third (37%) report using AI for emotional support or personal advice, and around one quarter of youth say they have used AI to vent or express feelings they are uncomfortable sharing with others. These patterns indicate that AI is increasingly functioning as a private, accessible source of sensitive information and support, particularly among younger users.

While policy responses vary globally, the underlying dynamics are not geographically contained. Jordanian children and adolescents are exposed to the same platforms, content, and design features that have prompted debate and regulatory action elsewhere. By grounding these issues as national evidence, this study aims to inform public understanding and contribute to a more locally informed dialogue on technology, and digital safety in Jordan. It provides a foundation for further research and discussion at a moment when digital risks are increasingly shared across societies. Beyond documenting public attitudes, the study is intended as a tool for informed dialogue, across families, institutions, media, and policy spaces, at a moment when digital risks are increasingly shared yet unevenly understood.

1. BACKGROUND & METHODOLOGY

1.1. **Introduction**

Children's use of social media and AI has emerged as a growing public concern worldwide, prompting debate around digital safety, responsibility, and regulation. Digital platforms operate across broad borders, exposing children and adolescents around the world to similar content, design features, and online behaviors resulting in global risks not confined to individual countries.

A central feature of this shift has been the rapid rise of short-form video (SFV) platforms and formats. Services such as Instagram Reels, TikTok, and YouTube Shorts have transformed how digital content is produced and consumed, driving near-continuous engagement through fast-paced, algorithmically curated feeds. While SFVs were initially used primarily for entertainment, they are now widely embedded in education, political communication, marketing, and everyday information-seeking, including among children and youth.

A growing volume of international research has examined the cognitive, psychological, and neurological effects associated with intensive exposure to such platforms. Large-scale meta-analyses and systematic reviews encompassing tens of thousands of participants have consistently found associations between heavy short-form video consumption and reduced attention control, weaker inhibitory function, and diminished capacity for sustained focus, particularly among adolescents and young adults.[1] Basically, "the more short-form content a person watches, the poorer cognitive performances they had- meaning the more complex they found it to focus".[2] Experimental studies suggest that continuous scrolling through rapid, fragmented content can impair memory and increase cognitive load, while neuroimaging research points to structural and functional differences in brain regions associated with reward processing, impulse control, and decision-making among heavy users.

Evidence from a 2025 survey conducted by Microsoft and Carnegie Mellon University found that workers who place high levels of trust in AI assistants engage in significantly less critical thinking, often completing tasks with limited independent scrutiny.[3] Researchers cautioned that while AI tools may improve efficiency, they may also erode the "cognitive musculature" required for sustained judgment and problem-solving, a phrasing that has resonated widely in recent debates, raising concerns about longer-term impacts on attention and critical thinking.

In recent years, these scientific debates have increasingly entered public discourse. In 2024, the term "brain rot" was named Oxford's Word of the Year.[4] Widely used across social media, particularly among Gen Z and Gen Alpha, the phrase reflects a popular perception that excessive exposure to low-effort, endlessly scrolling digital content may be linked to declining attention, mental fatigue, and reduced cognitive sharpness. While "brain rot" is not a clinical concept, it captures a growing societal unease around how digital environments are designed to capture, monetize, and hold attention rather than support focused thinking or wellbeing. As one researcher involved in AI ethics research has observed, "It's only software developers and drug dealers who call people users," reflecting concern about the incentives shaping digital technologies and their psychological costs.[5]

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[1] https://pubmed.ncbi.nlm.nih.gov/41231585/
[2] https://www.independent.co.uk/tech/tiktok-instagram-videos-brain-rot-b2871391.html
[3] https://www.microsoft.com/en-us/research/publication/the-impact-of-generative-ai-on-critical-thinking-self-reported-reductions-in-cognitive-effort-and-confidence-effects-from-a-survey-of-knowledge-workers/
[4] https://corp.oup.com/news/brain-rot-named-oxford-word-of-the-year-2024/
[5] https://www.theguardian.com/technology/2025/oct/18/are-we-living-in-a-golden-age-of-stupidity-technology#:~:text=Last%20year%2C%20"brain%20rot",your%20attention%2C%20no%20matter%20what.

A significant body of research has examined how digital technologies intersect with social connectedness and loneliness. In an age where social media promises connection, a 2025 study "*The Epidemic of Loneliness: a nine-year longitudinal study of the impact of passive and active social media use on loneliness*" describes what it terms a "sobering paradox": the more time individuals spend interacting online, the lonelier they may feel.[6] Research suggests that intensive social media use may, in some cases, substitute for meaningful offline relationships, contributing to social isolation. Emerging evidence further indicates that frequent use of conversational AI is associated with higher perceived social isolation and loneliness, raising concerns that long-term reliance on artificial companionship could blur the boundaries of human relationships and "weaken empathy and social adaptability, particularly among younger users who rely on AI for emotional support."[7] Research from institutions including the Massachusetts Institute of Technology (MIT) has further highlighted how algorithmic content systems can reinforce attention loops and emotional vulnerability, particularly when users are exposed to highly stimulating or negative material.[8]

In parallel, these concerns have begun to translate into policy responses. A number of governments have moved toward age-based restrictions and stronger oversight of social media platforms, citing evidence of widespread exposure to harmful material, cyberbullying and online exploitation. In December 2025, Australia became the first country to enact a national law prohibiting users under the age of 16 from accessing major social media platforms.[9] In the weeks that followed, several other governments announced or advanced similar policy directions. France[10] confirmed plans to introduce legislation restricting social media access for children under 15 in 2026. In February 2026, Spain announced its ban of social media for under 16. Denmark announced proposed restrictions on under-15s for certain platforms[11], and Norway advanced proposals to raise the minimum age for social media use to 15.[12] Greece is close to announcing a similar ban for children under 15.[13] Beyond Europe, Indonesia[14] and Malaysia also signaled its intention to introduce age-based restrictions for users under 16 starting in 2026[15].

In contrast, no Arab or North African government has publicly introduced legislation to ban social media on the basis of age or to impose broad legal restrictions on children's access to mainstream platforms. Policy discussions in the region have largely focused on content moderation, digital literacy, and online safety initiatives rather than age-based prohibitions. Despite these differences in policy approach, children and adolescents in Jordan and the region are exposed to the same global platforms, algorithmic systems, and digital dynamics that have prompted regulatory action elsewhere.

These concerns are particularly salient in the Jordanian context given the widespread penetration of internet access and digital technologies. According to Jordan's national ICT Household Survey, 96.5% of households have internet access, while 95.6% of individuals reported using the internet in 2024, with 94.8% doing so on a daily basis, levels that exceed the global average of 67.8%. The survey also indicates that 97.5% of Jordanian households own a smartphone,[16] reflecting an exceptionally high level of digital access and near-constant

[6] https://news.web.baylor.edu/news/story/2025/social-medias-double-edged-sword-study-links-both-active-and-passive-use-rising#:~:text=While%20passive%20social%20media%20use,loneliness%20and%20social%20media%20use.&text=The%20findings%20emphasize%20an%20urgent,for%20healthier%20social%20media%20use.
[7] https://rsisinternational.org/journals/ijriss/articles/the-psychological-impact-of-digital-isolation-how-ai-driven-social-interactions-shape-human-behavior-and-mental-well-being/#:~:text=Risks%20of%20over%2Dreliance%20on,on%20AI%20for%20emotional%20support.
[8] https://news.mit.edu/2024/study-browsing-negative-content-online-makes-mental-health-struggles-worse-1205
[9] https://www.bbc.com/news/articles/cwyp9d3ddqyo
[10] https://studyinternational.com/news/countries-social-media-ban-children/?utm
[11] https://spectrumlocalnews.com/us/snplus/international/2025/11/07/denmark-government-considers-social-media-ban-children?utm
[12] https://www.regjeringen.no/en/whats-new/norway-moves-forward-with-age-limit-for-social-media/id3108682/
[13] https://www.reuters.com/world/spain-hold-social-media-executives-accountable-illegal-hateful-content-2026-02-03/
[14] https://www.thejakartapost.com/business/2025/12/29/indonesia-to-start-restricting-childrens-social-media-access-in-2026.html#:~:text=and%20Digital%20Ministry)-,A,minimum%20age%20requirements%20for%20users.
[15] https://www.aljazeera.com/economy/2025/11/24/malaysia-says-it-will-ban-social-media-for-under-16s-from-next-year
[16] http://petranews.gov.jo/nepras/2026/Jan/27/33000.htm

connectivity to digital spaces. Despite this extensive digital penetration, levels of protection and public awareness of digital risks remain misaligned with the scale of actual exposure.

In this context, Save the Children Jordan launched a study in 2024 on adolescents' digital safety titled *Digital Spaces*, which revealed a clear gap between parents' perceptions of their children's exposure to online harm and children's self-reported experiences.[17] While 16% of children reported having experienced some form of digital violence or abuse, parents rarely acknowledged that their children faced such risks, with only 4% reporting these concerns. The study also found that cyberbullying was the most commonly reported form of digital violence from the perspectives of both children and parents.

Against this backdrop, this study represents the first national research effort in Jordan to examine public attitudes toward children's use of social media and AI, as well as public perceptions regarding whether the government should introduce legal restrictions on children's access to social media or regulate children's use of AI tools. Independently designed and funded by Analyseize, the study seeks to ground national discussion in local evidence by mapping perceptions of risk, responsibility, and regulation. Its aim is not to prescribe solutions, but to provide a foundation for informed public dialogue and further research on an issue that is increasingly global in scope and deeply local in impact.

1.2. Methodology

This study was independently designed and funded by Analyseize as part of its ongoing commitment to generating evidence-based insights on emerging social and technological issues. Data were collected between December 20th- 2025 January 10th, 2026, using a mixed-mode approach, primarily through telephone interviews (CATI) conducted across all 12 governorates of the Kingdom. To complement the telephone sample, a limited number of responses were collected through a self-administered online survey targeting respondents in West Amman. All responses were subject to quality control and consistency checks prior to inclusion in the final dataset.

The total achieved sample size was 1,471 respondents. At the national level, results are subject to a margin of error of approximately ± 2.6 percentage points at the 95% confidence level. Findings are reported at the national level unless otherwise stated. Analyses disaggregated by gender, age group, or governorate are indicative and should be interpreted with caution due to smaller base sizes.
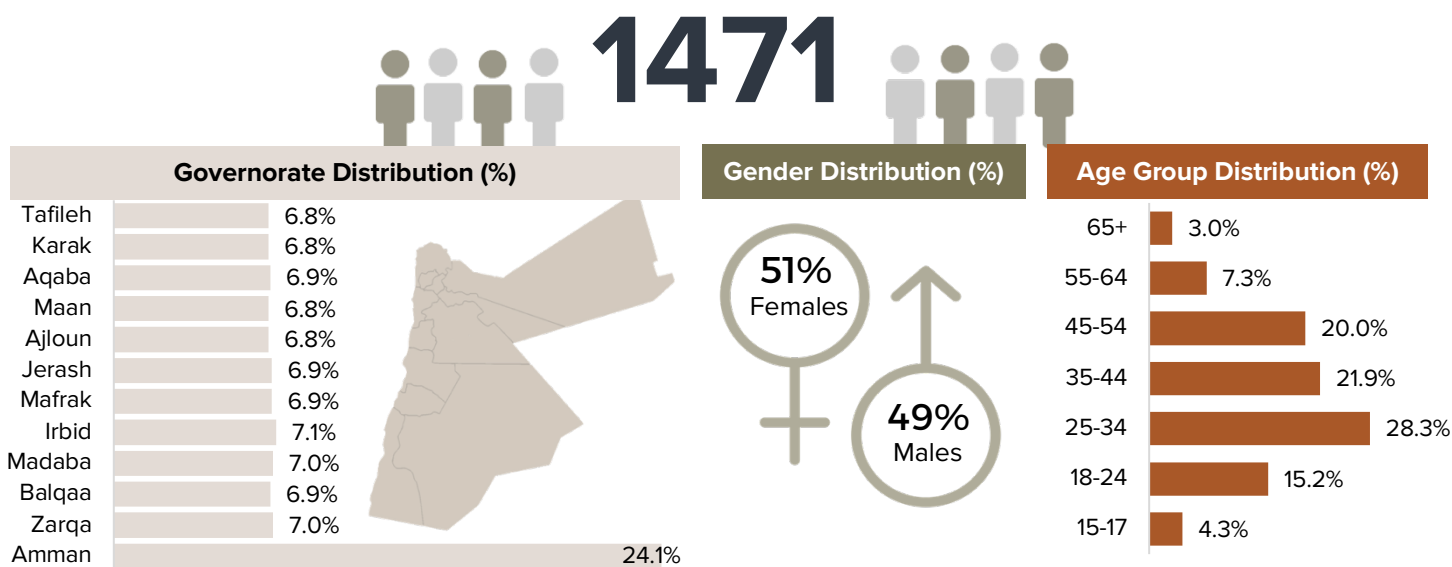
The data from this study may be cited and used for research, analysis, and policy purposes, provided appropriate reference is made to the study and to Analyseize as the source.

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[17] https://api.savethechildren.org.jo/uploads/alfdae_alrqmy_awn_layn_f503c853b1.pdf

1.3. **Sample Demographics**

The achieved sample reflects a balanced national profile. Gender representation was nearly equal, with women comprising 51% of respondents and men 49%. Over half of respondents (53%) reported having children. The sample spans a broad age range, with strongest representation among adults aged 25–54, ensuring robust insight into parental and working-age perspectives. All 12 governorates were covered, with relatively even representation across regions, enabling meaningful geographic comparison

Figure 1. Sample demographic

1471

Governorate Distribution (%)

Tafileh	6.8%
Karak	6.8%
Aqaba	6.9%
Maan	6.8%
Ajloun	6.8%
Jerash	6.9%
Mafrak	6.9%
Irbid	7.1%
Madaba	7.0%
Balqaa	6.9%
Zarqa	7.0%
Amman	24.1%

Gender Distribution (%)

51% Females
49% Males

Age Group Distribution (%)

65+	3.0%
55-64	7.3%
45-54	20.0%
35-44	21.9%
25-34	28.3%
18-24	15.2%
15-17	4.3%

2. CHILDREN, SOCIAL MEDIA, AND AGE BOUNDARIES

There is near consensus among Jordanians that children should not navigate social media independently. Nearly nine in ten respondents (88%) believe that children under the age of 12 are not able to use social media safely.

86%
"believe children aged 15 and under should not be allowed to use social media alone"

This concern does not fade with age: a similarly large majority (86%) believe that children aged 15 and under should not be allowed to use social media alone, while only 12% support independent use for this age group. The findings reveal that concern extends beyond very young children and reflects a broader apprehension about adolescents' ability to use social media safely without supervision.

Figure 2. What is the minimum appropriate age for children to start using social media alone?

Age	Percentage
16 Years	70.2%
15 Years	12.3%
12-14 Years	10.2%
< 12 Years	5.5%
Don't Know	1.8%

When asked to identify an appropriate minimum age for independent social media use, opinions converge sharply around the mid-teen years. Most respondents believe that children should not use social media alone before the age of 15 or 16, with age 17 emerging as the most commonly accepted threshold.

The findings point to a clearly defined social boundary around childhood and early adolescence, with strong agreement that independent social media use should be delayed until the mid-to-late teenage years.

83%

"believe children should not use social media alone before age 15 or 16"

3. PERCEIVED RISKS OF SOCIAL MEDIA USE

2.1. Concerns Related to Social Media

Concern about children's exposure to social media risks is both widespread and intense. Across all risk areas examined (exposure to inappropriate content, cyberbullying, and social isolation) large majorities report being concerned or extremely concerned.

Figure 3. Concern about children's (<15) exposure to social media risks is widespread

Risk	Concerned/ Extremely	Moderate/ slight	Not concerned
Social isolation / reduced real-life interaction	85%	14%	1%
Exposed to cyberbullying	82%	16%	2%
Exposed to inappropriate content	91%	8%	1%

■ Concerned/ Extremely ■ Moderate/ slight ■ Not concerned

Exposure to inappropriate content stands out as the most acute concern, reflecting fears about children encountering harmful or unsuitable material online. Concerns about cyberbullying and social isolation are similarly high, indicating risks are perceived as both external (content and harm) and relational (effects on interaction and well-being). 85% of respondents express concern that children's use of social media may weaken face-to-face relationships or lead to social withdrawal.
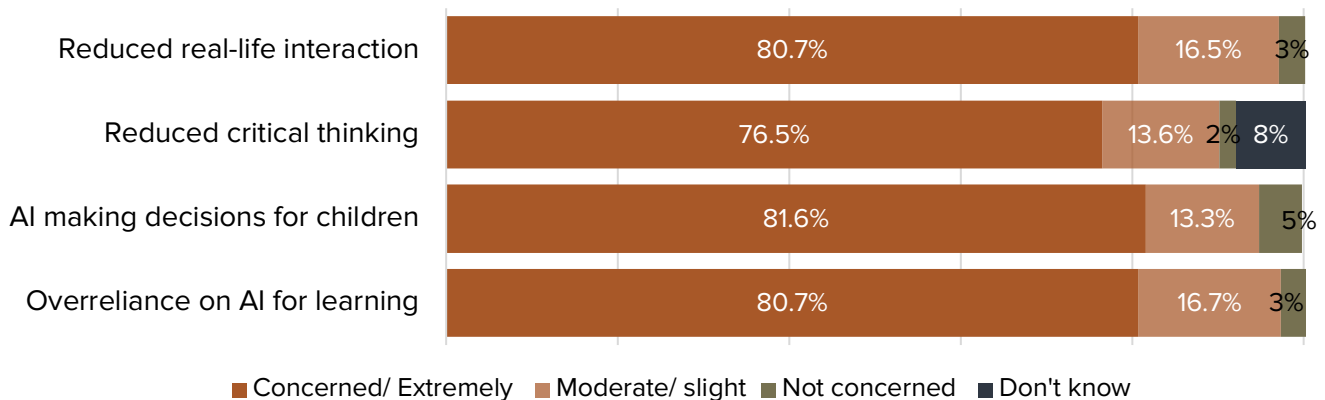
91%
"concerned about children's exposure to inappropriate content"

A clear age divide emerges. Adolescents express lower levels of extreme concern than adults across all risk categories, suggesting that younger users may normalize or underestimate certain harms, particularly those related to longer-term social effects.

2.2.   Concerns Related to Artificial Intelligence (AI)

Public concern about children's use of AI is similarly high and closely parallels anxieties surrounding social media. Across learning, decision-making, critical thinking, and social interaction, large majorities express concern or extreme concern.

Figure 4. Concern about how AI affects children's learning, thinking and behavior- **Total**

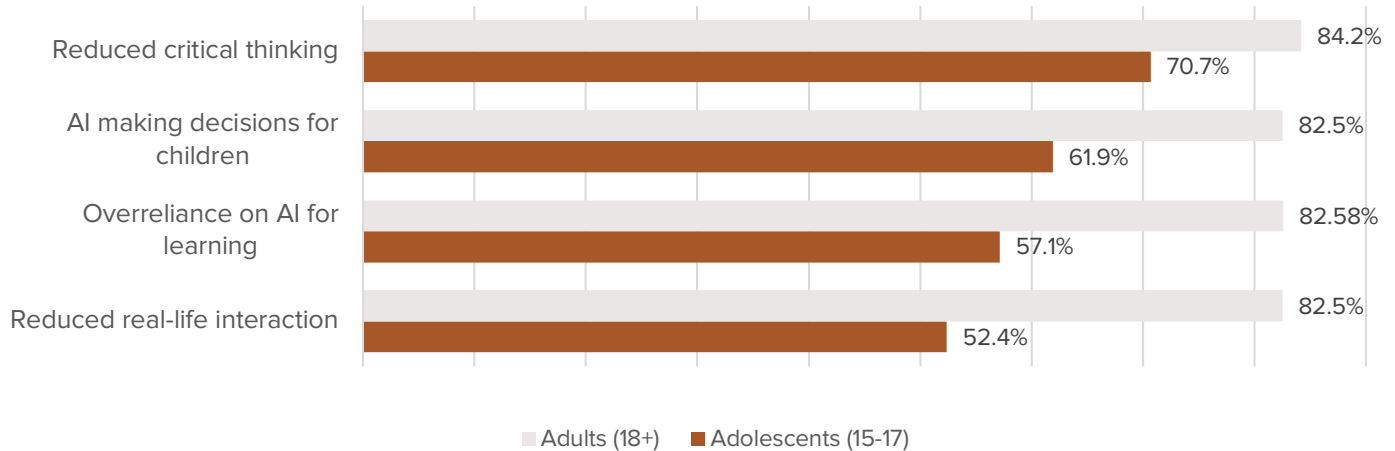|	Concerned/ Extremely	Moderate/ slight	Not concerned	Don't know
Reduced real-life interaction	80.7%	16.5%	3%	
Reduced critical thinking	76.5%	13.6%	2%	8%
AI making decisions for children	81.6%	13.3%	5%	
Overreliance on AI for learning	80.7%	16.7%	3%	

Overreliance on AI for learning (81%) and decision-making (82%) generate the greatest unease, pointing to broader fears about overdependence and erosion of independent judgment by over 80% of the sample. Concerns about impacts on critical thinking are slightly lower and accompanied by higher levels of uncertainty, suggesting that the cognitive implications of AI are less clearly understood.

Concern about AI's impact on social interaction is also substantial. 81% report being concerned that children's use of AI may reduce real-life interaction or contribute to social isolation, indicating that AI is viewed not only as a technical or educational tool, but as something with wider social and developmental implications.

As with social media, concern varies sharply by age. Adults consistently express higher levels of concern than adolescents, reinforcing a generational divide in how AI-related risks are perceived and evaluated. Youth are mostly concerned about AI's potential impact on critical thinking and decision making, and express lower concern about AI related social isolation.
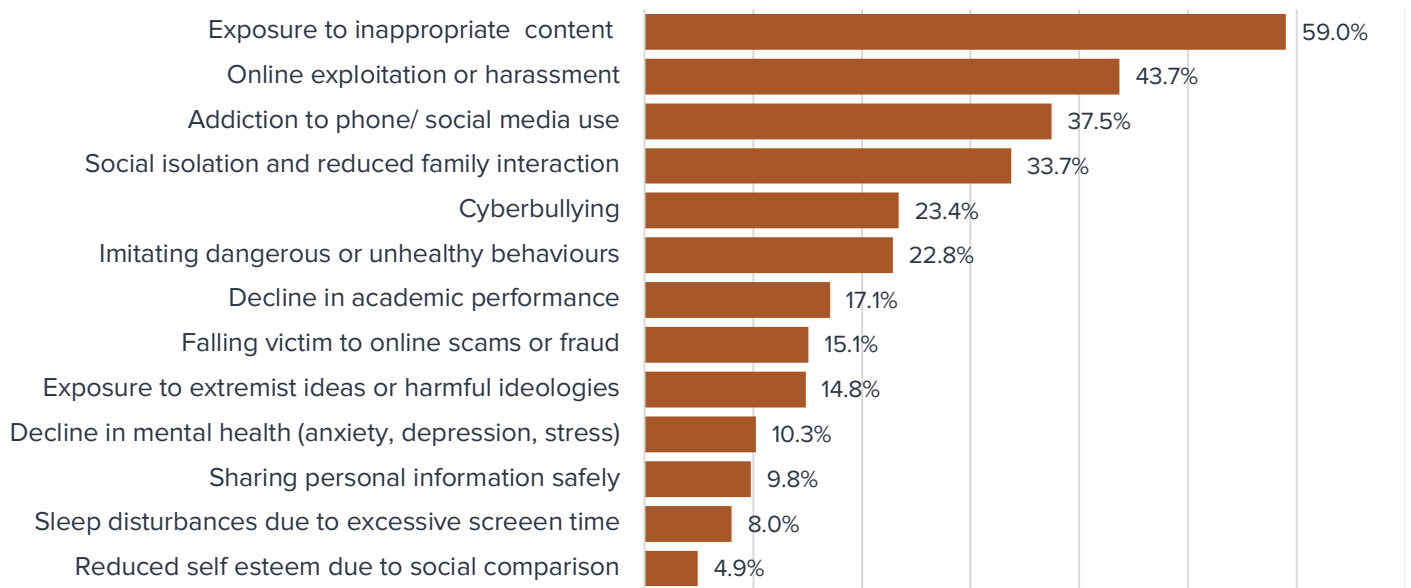
Figure 5. Age gaps in concern about AI risks - **Total**

Risk	Adults (18+)	Adolescents (15-17)
Reduced critical thinking	84.2%	70.7%
AI making decisions for children	82.5%	61.9%
Overreliance on AI for learning	82.58%	57.1%
Reduced real-life interaction	82.5%	52.4%

■ Adults (18+) ■ Adolescents (15-17)

2.3. **Perceived Risks of Social Media (Top 3)**

When asked to identify the top risks children face as a result of social media use, respondents converge around a clear hierarchy of concerns. Exposure to inappropriate content is most frequently cited, followed by online exploitation or harassment and addiction-related behaviors.

Figure 6. Perceived Risks of Social Media (Top 3) - **Total**

Risk	Percentage
Exposure to inappropriate content	59.0%
Online exploitation or harassment	43.7%
Addiction to phone/ social media use	37.5%
Social isolation and reduced family interaction	33.7%
Cyberbullying	23.4%
Imitating dangerous or unhealthy behaviours	22.8%
Decline in academic performance	17.1%
Falling victim to online scams or fraud	15.1%
Exposure to extremist ideas or harmful ideologies	14.8%
Decline in mental health (anxiety, depression, stress)	10.3%
Sharing personal information safely	9.8%
Sleep disturbances due to excessive screeen time	8.0%
Reduced self esteem due to social comparison	4.9%

Note: Respondents were asked to select up to three concerns. Percentages therefore do not sum to 100% and indicate the share of respondents who identified each issue among their top three concerns.

Social and relational impacts, including reduced family interaction and social isolation, form a second tier of concern. Risks related to mental health, self-esteem, and sleep disturbance are cited less often as top priorities, despite their prominence in public discourse. This ranking suggests that immediate and visible harms dominate public concern, while longer-term psychological effects are less likely to be prioritized.
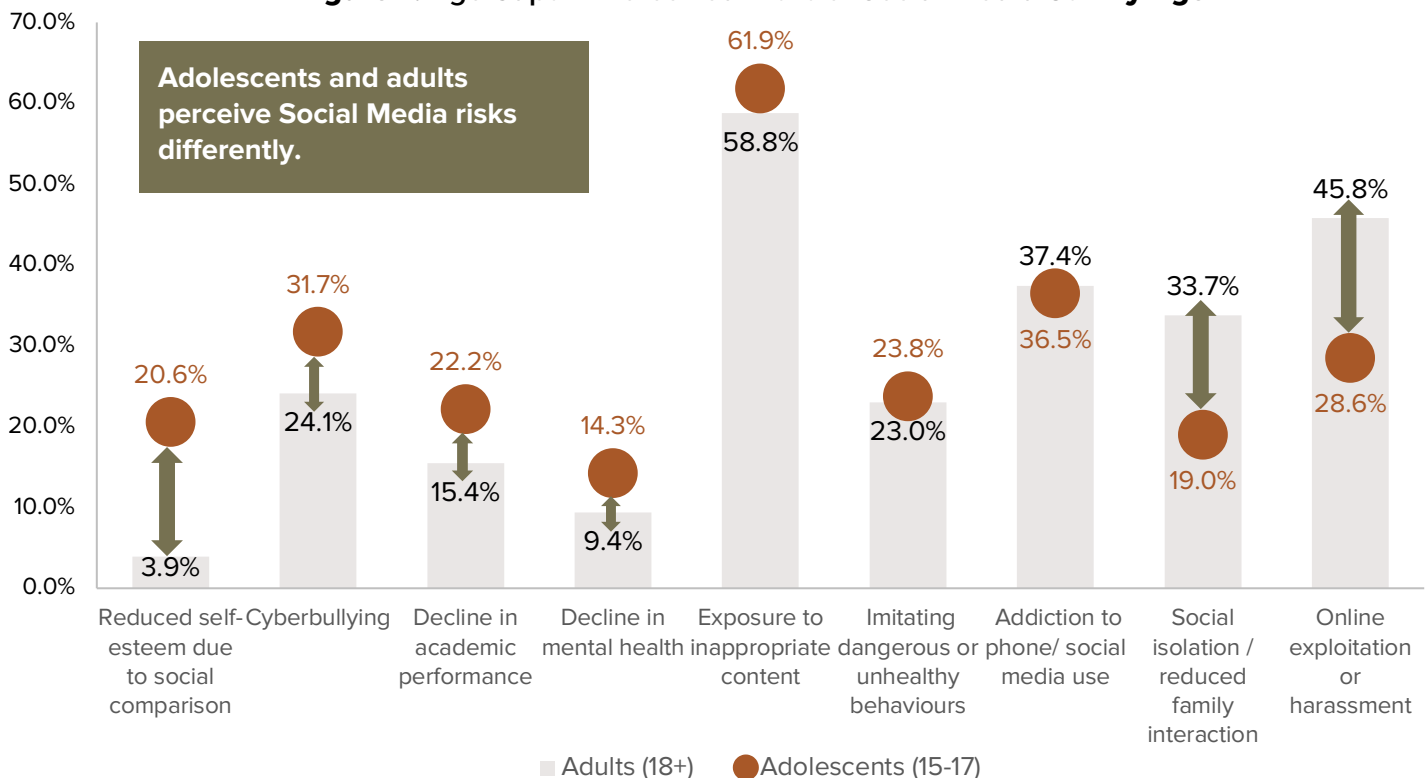
Generational Gap: Adolescents see a hidden harm adults overlook
One in five adolescents (21%) identify reduced self-esteem due to social comparison as a key risk of social media use; more than five times the level reported by adults where average is around 4%.

Clear generational differences emerge in how social media risks are understood. Adults tend to emphasize the risks as being external and behavioral such as inappropriate content exposure, exploitation or harassment, addiction, and safety. By contrast, adolescents, are more likely to highlight internal harms related to self-image and reduced self-esteem, emotional well-being, while adults focus on external risks like content exposure, addiction and safety. This suggests a gap in adult awareness of the pressures experienced by younger users.

Figure 7. Age Gaps in Perceived Risks of Social Media Us – **By Age**

Adolescents and adults perceive Social Media risks differently.

Category	Adults (18+)	Adolescents (15-17)
Reduced self-esteem due to social comparison	3.9%	20.6%
Cyberbullying	24.1%	31.7%
Decline in academic performance	15.4%	22.2%
Decline in mental health	9.4%	14.3%
Exposure to inappropriate content	58.8%	61.9%
Imitating dangerous or unhealthy behaviours	23.0%	23.8%
Addiction to phone/ social media use	36.5%	37.4%
Social isolation / reduced family interaction	33.7%	19.0%
Online exploitation or harassment	45.8%	28.6%

Note: Results for the 15-17 age group are based on a relatively small sample (n=63) and should be interpreted with caution. The differences observed are nonetheless substantial and consistent, warranting inclusion for qualitative insight rather than statistical inference.

4. REGULATIONS, RESPONSIBILITY, AND RED LINES

4.1. Support for Legal Restrictions and Regulation

There is overwhelming public support for legal and institutional intervention to protect children from digital harms, both in relation to social media and the use of AI tools.
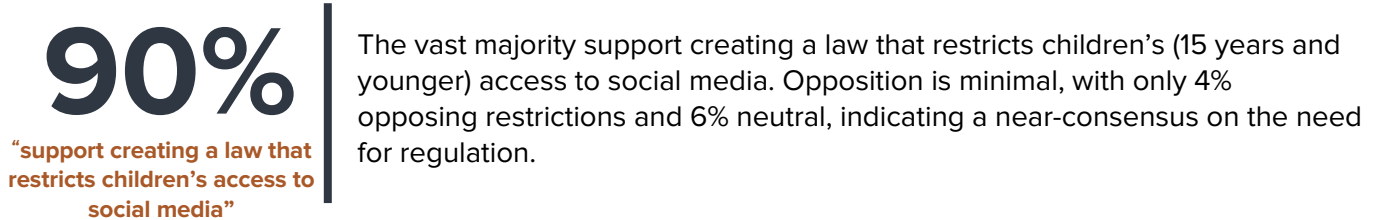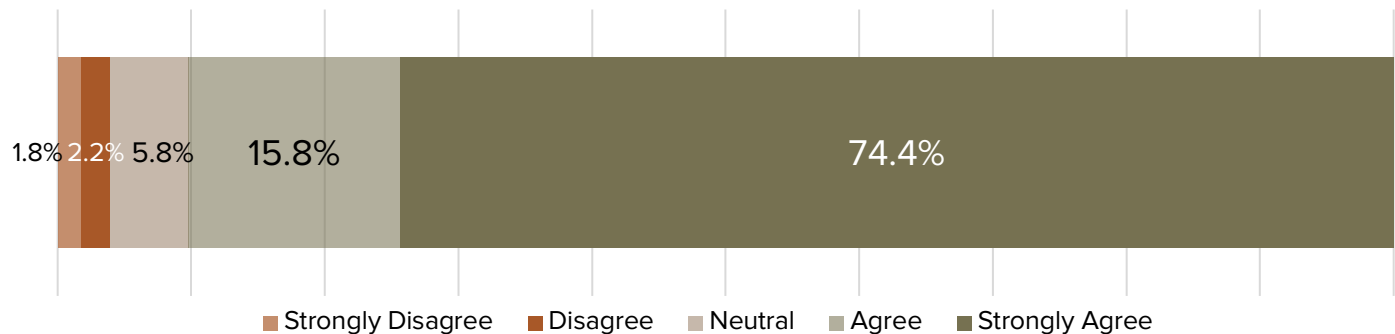
90%

"support creating a law that restricts children's access to social media"

The vast majority support creating a law that restricts children's (15 years and younger) access to social media. Opposition is minimal, with only 4% opposing restrictions and 6% neutral, indicating a near-consensus on the need for regulation.

Figure 8. To what extent do you support creating a law that restricts children's access to social media?

1.8% 2.2% 5.8% 15.8% 74.4%

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

Support for regulating children's (age 15 and younger) use of AI tools is similarly strong, with most supporting creating a law to regulate children's use of AI. As with social media, outright opposition is rare, and neutrality remains limited.
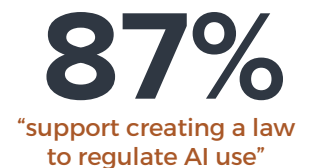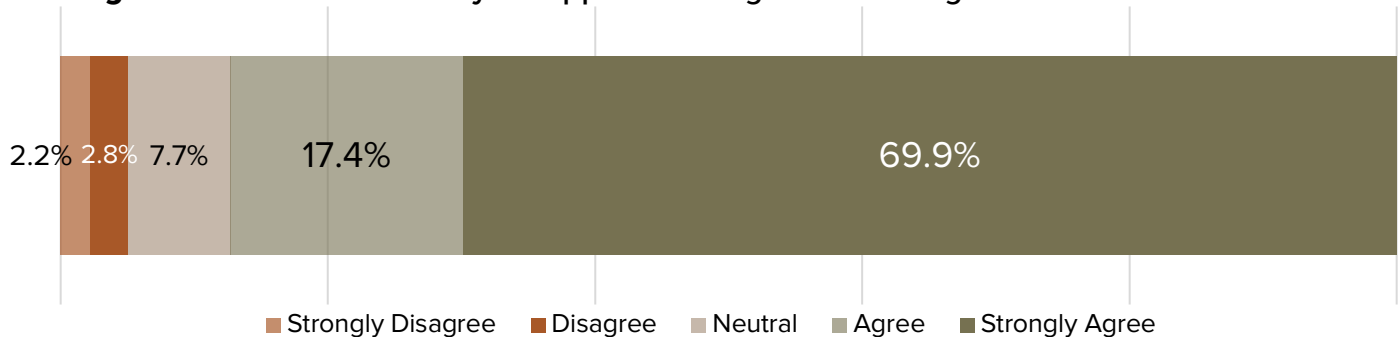
87%

"support creating a law to regulate AI use"

Figure 9. To what extent do you support creating a law that regulates children's use of AI?

2.2% 2.8% 7.7% 17.4% 69.9%

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

4.2. Shared Responsibility and Practical Safeguards

INSIGHT

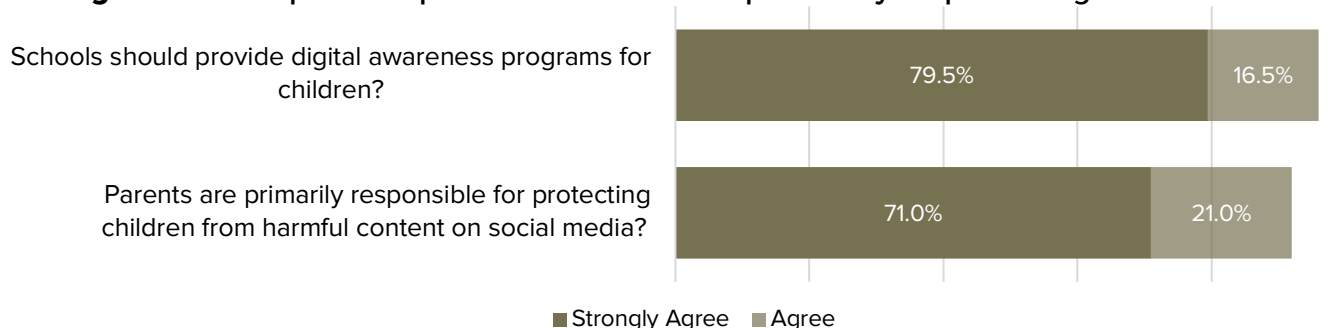**<u>Strong public consensus on shared responsibility and safeguards</u>**
Nine in ten respondents support parental responsibility, school-based digital awarenss, time limits on usage, and content restrictions for children, indicating agreement on both who should act and how children (15 and younger) should be protected online.

Responsibility is clearly assigned to both families and institutions. Parents are widely seen as primarily responsible for protecting children online, while schools are expected to play a central role in providing digital awareness and education.

96%

"schools should provide digital awareness"

Support for a role for schools is even stronger, with the vast majority agreeing that schools should provide digital awareness programs for children, reflecting a near-universal expectation that digital safety education should be embedded within the education system.

Figure 10. Perceptions of parental and school responsibility for protecting children online

Schools should provide digital awareness programs for children? — 79.5% / 16.5%

Parents are primarily responsible for protecting children from harmful content on social media? — 71.0% / 21.0%

■ Strongly Agree   ■ Agree

Support for practical safeguards is equally strong, including limits on usage time and restrictions on accessible content. Together, these findings point to a clear public "red line" around childhood digital exposure and a shared expectation of coordinated action.

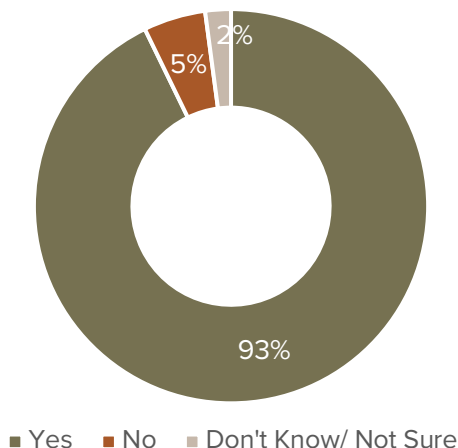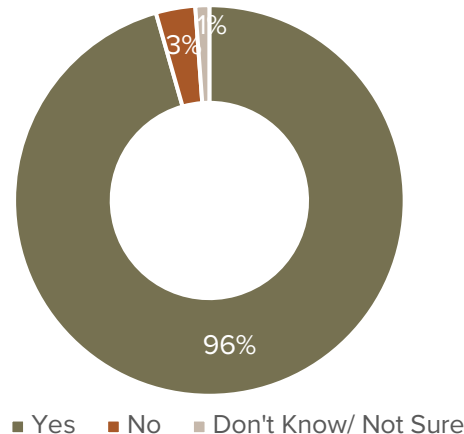**Figure 11.** Support time limits on social media

2%
5%
93%

■ Yes   ■ No   ■ Don't Know/ Not Sure

Figure 12. Support restricting content

1%
3%
96%

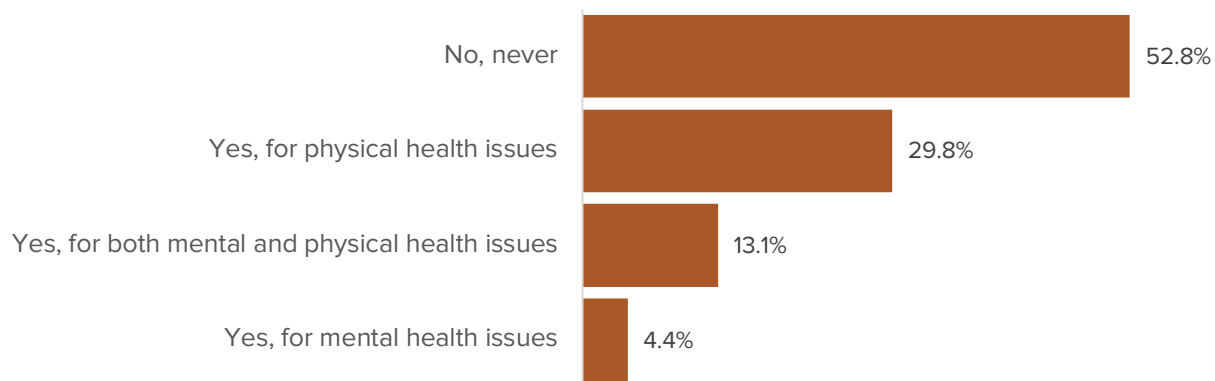■ Yes   ■ No   ■ Don't Know/ Not Sure

5. EMERGING USES OF AI FOR EMOTIONAL AND HEALTH SUPPORT

5.1. Using AI for Physical or Mental Health Information

47%

"have used AI tools to look up information related to physical, or mental health"
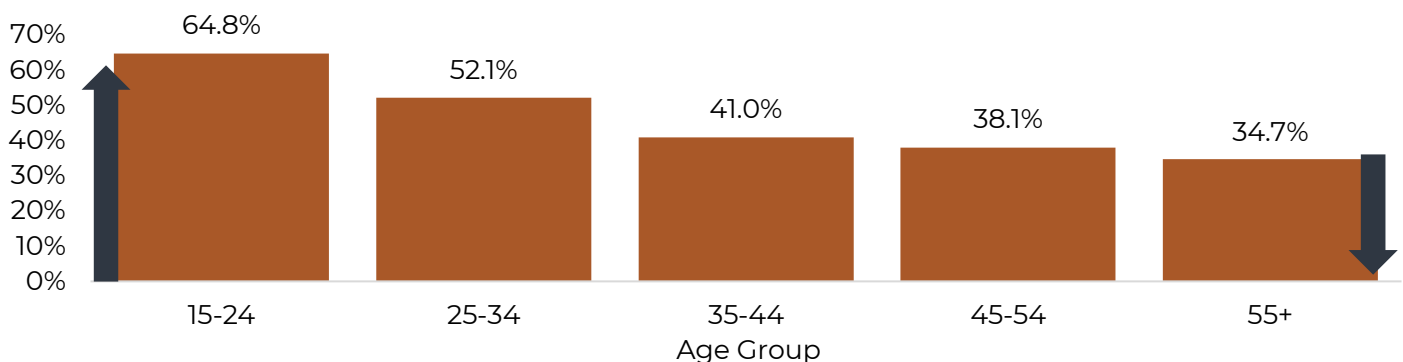
Beyond concerns, the data reveal that AI is already being used to meet practical and emotional needs. Nearly half of respondent's report using AI to seek information related to physical or mental health, with use highest among younger age groups.

Figure 13. Have you ever used AI tools to look up information or explanations about a symptom or health problem (physical or mental) affecting you or someone you know?

Response	Percentage
No, never	52.8%
Yes, for physical health issues	29.8%
Yes, for both mental and physical health issues	13.1%
Yes, for mental health issues	4.4%

Use of AI for health-related information shows a strong age gradient. Nearly two thirds of respondents aged 15-24 (65%) report having used AI to look up information about a physical or mental health issue, compared to 52% among those aged 25-34. Usage declines steadily with age, falling to 35% among those aged 55 and above. This pattern suggests that younger age groups are far more likely to turn to AI as an initial source of health-related information, while older adults remain more cautious or reliant on traditional sources.

Figure 14. Use of AI for physical or mental health information – **By Age**

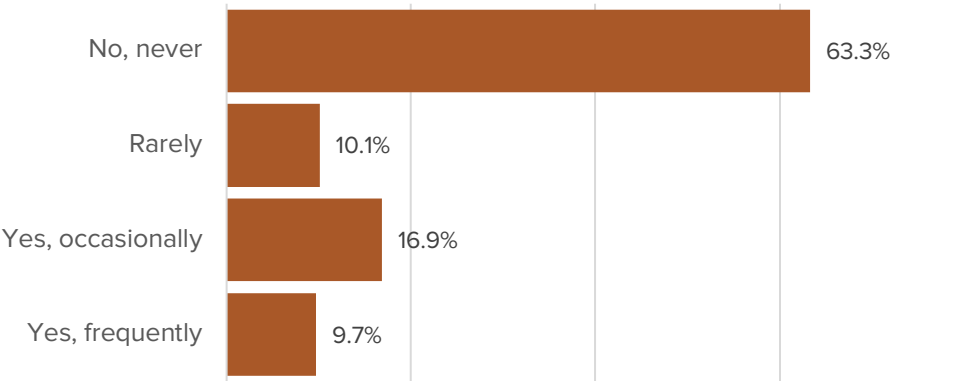| Age Group	Percentage
15-24	64.8%
25-34	52.1%
35-44	41.0%
45-54	38.1%
55+	34.7%

5.2. Using AI for Emotional Support or Advice

37%

"have used AI tools to seek advice or support related to emotions, mental wellbeing or social problems"
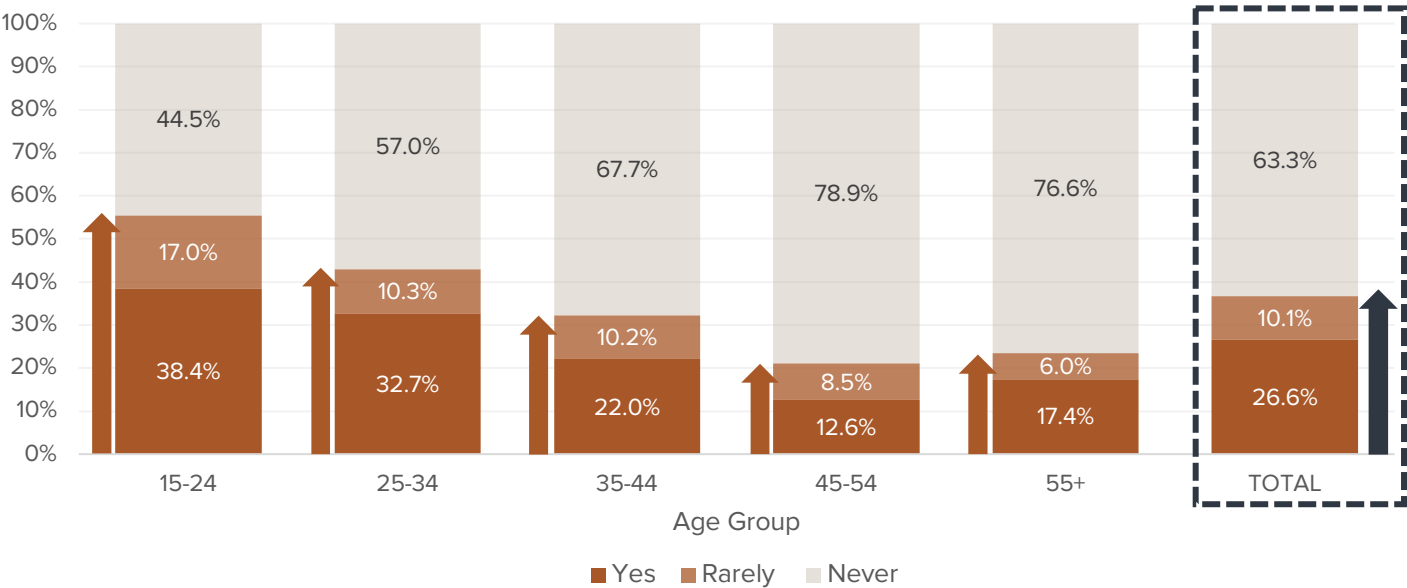
Use of AI for emotional support or advice is less common but notable. Just over one third of respondents (37%) report having used AI to seek advice or support related to emotions, mental well-being, or personal social problems. Regular use remains limited, with 10% reporting frequent use.

Figure 15. Have you ever used AI tools to seek advice or support related to your emotions, mental wellbeing or personal social problems?

Response	Percentage
No, never	63.3%
Rarely	10.1%
Yes, occasionally	16.9%
Yes, frequently	9.7%

Clear age differences underpin this pattern. Among youth ages 15-24, 55% report having used AI to seek emotional or personal advice, compared to 43% among those aged 25-34. Use declines sharply with age, falling to 32% among those aged 35-44, 22% among those aged 45-54, and 23% among respondents aged 55 and above.

Figure 16. Use of AI for emotional support or advice – **By Age**

Age Group	Yes	Rarely	Never
15-24	38.4%	17.0%	44.5%
25-34	32.7%	10.3%	57.0%
35-44	22.0%	10.2%	67.7%
45-54	12.6%	8.5%	78.9%
55+	17.4%	6.0%	76.6%
TOTAL	26.6%	10.1%	63.3%

5.3. Using AI for venting or expressing feelings

Using AI as a space to vent or express feelings is the least common of the three behaviors examined, yet it remains noteworthy. Just under one quarter of respondents (23%) report having used AI at least once to express feelings or discuss matters they are uncomfortable sharing with others; including 7% who report doing so frequently. 78% report never doing so. Use of AI as a space for emotional expression is limited overall but shows a clear gender difference. Male are more likely than females to turn to AI as a private outlet to express feelings or discuss matters they are uncomfortable sharing with others (27% vs. 18%). While the majority of both genders report never using AI in this way, non-use is notably higher among females.

Figure 17. Have you ever used AI tools to express your feelings, vent or talk about things you don't feel comfortable sharing with other people?- **by gender**
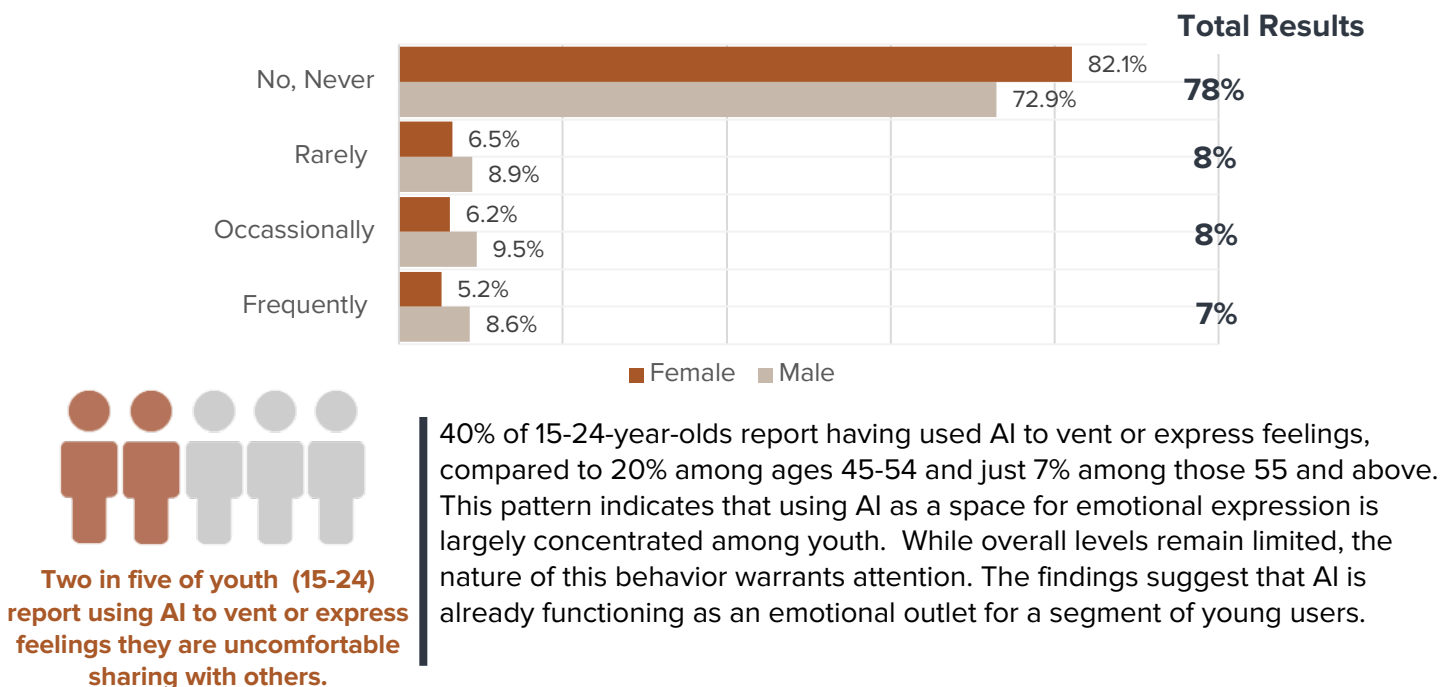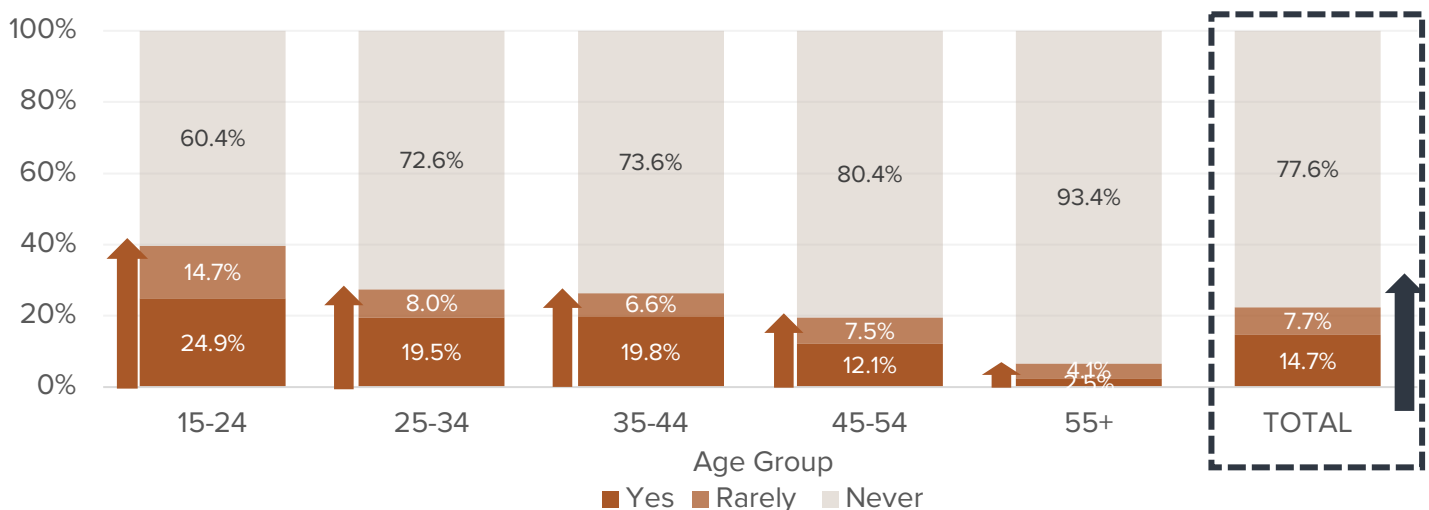
Total Results

	Female	Male	Total Results
No, Never	82.1%	72.9%	**78%**
Rarely	6.5%	8.9%	**8%**
Occassionally	6.2%	9.5%	**8%**
Frequently	5.2%	8.6%	**7%**

■ Female   ■ Male

Two in five of youth (15-24) report using AI to vent or express feelings they are uncomfortable sharing with others.

40% of 15-24-year-olds report having used AI to vent or express feelings, compared to 20% among ages 45-54 and just 7% among those 55 and above. This pattern indicates that using AI as a space for emotional expression is largely concentrated among youth. While overall levels remain limited, the nature of this behavior warrants attention. The findings suggest that AI is already functioning as an emotional outlet for a segment of young users.

Figure 18. Use of AI for venting or expressing feelings– **By Age**

Age Group	Never	Rarely	Yes
15-24	60.4%	14.7%	24.9%
25-34	72.6%	8.0%	19.5%
35-44	73.6%	6.6%	19.8%
45-54	80.4%	7.5%	12.1%
55+	93.4%	4.1%	2.5%
TOTAL	77.6%	7.7%	14.7%

■ Yes   ■ Rarely   ■ Never

CLOSING NOTE

This report brings together national data on how Jordanians perceive children's use of social media and artificial intelligence, capturing areas of concern and emerging patterns at a single point in time. Rather than offering prescriptions, it is intended to support clearer public understanding of how digital risks are currently viewed across age groups and communities.

The study is part of Analyseize's broader effort to open up research that has often taken place quietly and behind the scenes. As the firm enters its third decade, it reflects a deliberate shift toward sharing data and analysis more publicly, contributing to national conversations and supporting decision-making guided by evidence rather than assumption. Over the past twenty years, Analyseize's work has been shaped by listening, to people's experiences, uncertainties, and priorities, and by placing evidence at the center of public conversation.

We hope this report will be used in dialogue, policy discussion, and responsible media coverage, as a reference that helps move conversations about children and digital technologies away from assumption and toward evidence, context, and a closer understanding of lived reality.

While social media and AI offer clear benefits, particularly in access to information and connection, their implications for children and adolescents remain unevenly understood. Ultimately, the purpose of this study is to contribute knowledge that supports in better understanding emerging digital risks, so that future generations can be protected through informed discussion and evidence-based decision-making.