Research Article

The role of social media in shaping Jordanian women's attitudes towards human rights issues

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ABSTRACT

This study investigates the impact of social media platforms on Jordanian women's knowledge, attitudes, and behaviors concerning human rights issues, recognizing the growing influence of digital platforms in shaping public awareness and advocacy. The study employed a questionnaire to a purposive sample of 400 Jordanian women aged 18 and older, focusing on their reliance on social media to obtain human rights information. The results demonstrate varying degrees of reliance, with Facebook identified as the most frequently utilized platform due to its accessibility and credibility. The analysis revealed that social media has notable cognitive impacts, such as informing women about their rights and human rights developments, as well as emotional and behavioral impacts, including fostering empathy for victims and encouraging active participation in discussions and activities related to human rights. Significant positive correlations were observed between cognitive and behavioral impacts (r = 0.612, p = 0.000) and emotional and behavioral impacts (r = 0.691, p = 0.000). However, no statistically significant correlation was found between reliance on social media and the formation of attitudes toward human rights issues (r = 0.094, p = 0.060). The study specifically highlights justice, freedom of expression, and fair trial as the primary human rights concerns among Jordanian women. The prominence of these issues emphasizes the critical role social media can play in influencing human rights advocacy and shaping policy discussions. Practical implications suggest that civil society organizations and policymakers should strategically use social media platforms, particularly Facebook and Instagram, to target advocacy campaigns, enhance civic engagement, and foster deeper attitudinal change among Jordanian women. These findings highlight the dual role of social media as an informational and mobilizing tool for human rights advocacy, while also indicating its limitations in influencing deeper attitudinal shifts. The study concludes by emphasizing the need for strategic use of social media to bridge these gaps and enhance its efficacy in fostering comprehensive human rights awareness.

Keywords: social media, human rights, Jordanian women, cognitive impacts

INTRODUCTION

Social media platforms are considered a form of new media that has experienced significant global development, occupying an important place in the lives of individuals and communities (Ahmad, 2022). These

platforms have initiated a competition to offer meaningful content aimed at attracting and influencing audiences, largely due to their ability to keep pace with the vast amount of information and urgent events (Ahmad et al., 2022; Avlonitou & Papadaki, 2024; Eveleth et al., 2024). Freedom of opinion and expression is a fundamental guarantee of the diversity of perspectives on issues concerning citizens in society. Social media platforms have empowered users to express their opinions and demands which has led to a deeper understanding of various issues, whether politically or socially in society (Aljalabneh et al., 2023; Hatamleh et al., 2023).

The advancement of women's rights in Jordan has occurred alongside the growing penetration of social media platforms. Major legislative milestones, such as granting women the right to vote and stand for election in 1974, the ratification of the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) in 1992, the introduction of a parliamentary quota for women in 2003, and the repeal of Article 308 of the Penal Code in 2017 (known as the 'marriage rape law'), have coincided with intensified online activism and public debate on digital platforms. Platforms like Facebook and Twitter provided Jordanian women and civil society organizations unprecedented spaces to voice demands, mobilize support, and participate in public discussions about these critical reforms. Consequently, social media has not only amplified awareness of women's rights but has actively contributed to fostering civic dialogue and legislative advocacy in Jordan.

Human rights issues have emerged as one of the most significant topics currently discussed on social media platforms, gaining both local and global attention. Numerous international organizations dedicated to human rights and fundamental freedoms have surfaced, resulting in the development of various principles and international agreements related to these rights and freedoms (Rifa'i, 2023). Social media platforms have played a pivotal role in raising awareness of human rights, disseminating information, defending these rights, and fostering societal consciousness around them. This has allowed the public to become better informed on human rights issues, which directly and personally affect their lives (Ugwuoke & Erubami, 2021).

Jordan has been one of the leading Arab countries in addressing human rights issues, with the 1952 Jordanian Constitution incorporating key principles from the Universal Declaration of Human Rights and subsequent treaties and agreements (Shar'a, 2014). Jordan has witnessed notable progress and broader engagement with these issues, particularly with the rise of social media platforms in which a large number of Jordanians use on a daily basis (Al-Jalabneh, 2020). These platforms have enabled users in Jordan to access information and actively participate in human rights subjects and collaborate with the government and civil society efforts to cultivate awareness of the importance of safeguarding these rights and freedoms (Rifa'i, 2023).

Recently, attention has increased toward studying the impact of social media platforms in all aspects of life including women's knowledge of human rights topics (Ahmad, 2022; Jun et al., 2025; Rahman et al, 2024; Sharadga et al., 2023). Various international agreements have emphasized the necessity of eliminating all forms of discrimination by providing guarantees and adopting special measures to ensure these rights (United Nations, 2005). As a result, human rights organizations operating in Jordan have sought to leverage social media platforms to disseminate information on human rights topics, offering diverse content in multiple languages and using accessible formats to shape or increase knowledge on human rights issues. This aligns with the royal vision of enhancing women's participation, as a series of laws and legislations have been amended to align with human rights issues and to ensure women's actual access to these rights.

Given these considerations, the core issues this study addresses are that women are among the key target groups of human rights organizations operating in Jordan. Therefore, enhancing women's knowledge in this area contributes to building security and peace within society, while fostering diversity and creativity across various fields. Women's awareness of human rights issues helps guide their families towards values of justice and equality, reject prejudice and discrimination, and create more equitable and progressive communities rooted in the commitment and application of these values.

Moreover, the use of social media platforms to produce content on human rights issues specifically aimed at women allows them to access information on various events and issues related to these rights, thereby enhancing their knowledge and enabling them to acquire new information on human.

Research Questions

This study aims to answer the following main question: What is the impact of social media platforms on Jordanian women's knowledge of human rights issues? The following sub-questions are derived from this main question:

1. What is the extent to which Jordanian women rely on social media platforms to obtain information about human rights issues?
2. What are the reasons behind Jordanian women's reliance on social media platforms to obtain information about human rights issues?
3. What are the most important social media platforms that Jordanian women rely on to obtain information about human rights issues?
4. What human rights issues do Jordanian women seek information about through social media platforms?
5. What attitudes are formed among Jordanian women as a result of their reliance on social media platforms to obtain information about human rights issues?
6. What are the cognitive impacts of Jordanian women's reliance on social media platforms to obtain information about human rights issues?
7. What are the emotional impacts of Jordanian women's reliance on social media platforms to obtain information about human rights issues?
8. What are the behavioral impacts of Jordanian women's reliance on social media platforms to obtain information about human rights issues?

Research Hypotheses

1. There is a statistically significant relationship between Jordanian women's reliance on social media platforms to obtain information about human rights issues and demographic factors.
2. There is a correlation between the degree of Jordanian women's reliance on social media platforms to obtain information about human rights issues and the attitudes formed as a result of this reliance.
3. There is a correlation between the degree of Jordanian women's reliance on social media platforms to obtain information about human rights issues and the impacts resulting from this reliance.
4. There is a correlation between the cognitive impacts of Jordanian women's reliance on social media platforms for information about human rights issues and the behavioral impacts resulting from this reliance.
5. There is a correlation between the emotional impacts of Jordanian women's reliance on social media platforms for information about human rights issues and the behavioral impacts resulting from this reliance.

LITERATURE REVIEW

In recent years, a growing body of research has explored the role of social media in promoting human rights across different contexts. This literature review synthesizes findings from multiple studies to provide a comprehensive overview of how digital platforms are influencing human rights awareness and activism, particularly among university students, political elites, and broader societal groups.

The central role of social media platforms in human rights advocacy is well-documented. For instance, Rifa'i (2023) investigated the role of social media, particularly Facebook, in raising awareness of digital human rights among students at Tanta University. The study revealed that a significant proportion of students (65.6%) considered Facebook a key tool for understanding fundamental human rights, especially political rights such as participating in elections and political party formation. This reinforces the notion that digital platforms provide new opportunities for civic engagement and participation in human rights issues. Similarly, Habib (2023) examined how the Egyptian elite employ Clubhouse to discuss human rights issues. The findings showed that 87% of participants used Clubhouse to access information on human rights, with particular

attention to civil rights (freedom of expression) and political rights (peaceful assembly). This suggests that different social media platforms offer unique spaces for specific discussions, with Clubhouse, a voice-based platform, being instrumental in facilitating in-depth discourse on sensitive human rights topics.

Further supporting the role of digital media, Foley (2023) analyzed digital media campaigns on human rights as part of Egypt's 2030 strategy. By examining the activities on the official page of the International Organization for Development and Human Rights, the study found that more than half of the users (56.3%) were actively engaged with human rights issues, with political, social, and cultural rights being the most followed. This emphasizes how structured digital campaigns can significantly boost public engagement with human rights.

Several studies highlight how social media acts as a catalyst for political participation and awareness, especially among younger demographics. For example, Ugwuoke and Erubami (2021) explored social media's role in human rights advocacy in Nigeria and found that platforms like Facebook and Twitter not only raised awareness but also encouraged active participation in rights discussions. The study also pointed out the intersectionality of social media use, showing that factors such as gender and education significantly influenced participants' engagement levels.

Furthermore, recent research by Ahmad et al. (2022) underscores how social media platforms effectively shape communicators' agendas, emphasizing the power of digital spaces to frame public discourse and mobilize advocacy efforts in human rights. By highlighting these mechanisms, Ahmad et al. (2022) provide crucial context that informs this study's exploration of social media's role in influencing Jordanian women's attitudes. Their findings reinforce the premise that social media content does more than inform; it actively participates in constructing and influencing public priorities and social engagement, making this present study's focus on emotional and cognitive impacts especially timely and pertinent.

Similarly, Owede and Bentia (2020) focused on how social media influences the awareness of human rights among Nigerian university students. Despite the students' high social media usage, the study found that awareness of human rights did not stem primarily from these platforms. This finding contrasts with other research, indicating that social media's role in awareness may vary based on regional and educational contexts.

In Egypt, Salem et al. (2019) investigated the link between exposure to human rights content on social media and political participation among university students. The results indicated that students who frequently engaged with human rights content on platforms like Facebook were more likely to participate in political activities, such as elections and protests. This shows how social media can serve as a bridge between human rights awareness and political activism.

Various studies have identified specific human rights issues that social media platforms help promote. Gamal (2017) found that the majority of Egyptians rely on social media, particularly Facebook, to access information related to human rights. Issues like unemployment, women's rights, and citizenship rights were the most commonly followed topics. The study highlights that social media not only disseminates information but also fosters emotional and behavioral responses, with many users engaging in discussions and debates on these platforms.

Ramadan (2017) focused on gender issues in virtual communities and found that discussions on women's rights, patriarchal society, and violence against women were the most dominant topics. The study revealed that virtual platforms have become significant spaces for defending gender-related human rights, providing both a forum for discussion and a tool for activism.

Zanzoun (2017), examining the promotion of human rights in Morocco through Facebook, supported these findings, noting that social media was particularly effective in promoting human rights awareness among educated and politically active users. However, the study also highlighted the limitations of these platforms, with their impact being restricted to a narrow, already-engaged audience. While social media's role is prominent, traditional media still plays a significant part in human rights advocacy. Aldamen (2017) examined the Jordanian public's reliance on both print and electronic media for human rights information. The study found that although electronic media was more popular, print media had a more substantial influence on legislation and decision-making. This underscores the continued relevance of traditional media in shaping public policy and perceptions of human rights.

Table 1. Study sample (n = 400)

Variable	Categories	Frequency (N)	Percentage (%)
Age	18–less than 30 years	235	58.7
	30–39 years	107	26.8
	40–49 years	46	11.5
	50 years and above	12	3.0
Educational level	High school or less	54	13.5
	Diploma	33	8.3
	Bachelor's degree	215	53.7
	Postgraduate studies	98	24.5
Marital status	Single	240	60.0
	Married	141	35.3
	Divorced	11	2.8
	Widowed	8	2.0

The body of research presented here illustrates the evolving role of social media in promoting human rights awareness and activism across different contexts. From the Egyptian elite's use of Clubhouse to Nigerian students' engagement with human rights issues on Facebook, digital platforms offer valuable spaces for both discussion and advocacy. However, the effectiveness of these platforms varies depending on demographic factors such as education and gender, and traditional media still plays a critical role in shaping the public's understanding of human rights. Together, these findings suggest that while social media is a powerful tool for human rights advocacy, its impact is nuanced and context-dependent.

METHODOLOGY

The present study is classified as a descriptive study, which aims to achieve a comprehensive and accurate understanding of events, phenomena, and observations by analyzing their variables, components, elements, and characteristics. Such studies provide detailed information essential for interpretation, meaning identification, and impact analysis while establishing appropriate procedures and guidelines to address, develop, improve, modify, or forecast future trends.

Within the framework of descriptive research, an audience survey method was adopted. This approach seeks to examine the opinions, attitudes, and perspectives of a target audience or specific group regarding a particular issue, phenomenon, or media-related topic. In this study, the methodology was applied to a sample of Jordanian women to evaluate their reliance on social media platforms as a source of information about human rights, uncover the underlying reasons for this reliance, and assess the associated cognitive, emotional, and behavioral impacts.

Participants were selected through purposive sampling based on their demonstrable reliance on social media for information on human rights issues. Recruitment occurred primarily through targeted announcements and direct invitations posted within Jordanian women's advocacy groups on social media platforms such as Facebook and Instagram. To ensure methodological rigor, a pre-screening questionnaire was utilized to confirm participants' active engagement with human rights-related content online.

The study population comprises all Jordanian women aged 18 years and above who actively use social media platforms. A purposive sample of 400 women who indicated reliance on social media for human rights information was selected. Data collection was conducted through a structured questionnaire specifically designed to measure the respondents' reliance levels, reasons for this reliance, and the associated cognitive, emotional, and behavioral impacts.

The data collected were analyzed using the Statistical Package for the Social Sciences (SPSS), employing descriptive statistical methods to provide initial insights. One-way ANOVA with Least Significant Difference (LSD) post-hoc tests were conducted to explore demographic variations in reliance on social media for human rights information. Furthermore, Pearson correlation analyses were utilized to assess the strength and significance of relationships among variables related to cognitive, emotional, and behavioral impacts, as well as overall reliance on social media. **Table 1** outlines the detailed demographic and personal characteristics of the respondents.

Table 2. Respondents' reliance on social media for information on human rights issues

Reliance level	Frequency (N)	Percentage (%)
High	131	32.8
Medium	132	33.0
Low	137	34.3
Total	400	100

Validity

The face validity or content validity of the study tool (questionnaire) was assessed by presenting it to a panel of experts specialized in the subject of the current study or academic researchers familiar with media research practices. The goal was to gather their feedback and suggestions regarding the questions and items to ensure that the tool aligns with the study's objectives, is capable of answering its research questions, and tests the hypotheses, while also ensuring the linguistic clarity of the questions. This process was conducted before the field application, and the names of the experts are included in the study.

Reliability

The reliability of the study tool was assessed using Cronbach's alpha coefficient through SPSS. The reliability coefficient for each section of the study tool and the level of correlation between the items and their respective sections were calculated. The acceptable reliability coefficient in media research is 60% or higher. The overall reliability of the study tool was found to be 91.6%. **Table 2** shows the reliability coefficients for each section of the tool.

RESULTS AND DISCUSSION

Degree of Reliance on Social Media Platforms for Human Rights Issues

The data indicates that respondents rely on social media platforms to varying degrees for information on human rights. Respondents with low reliance ranked first (137 respondents, 34.3%), followed by medium reliance (132 respondents, 33%), and high reliance (131 respondents, 32.8%).

This reliance may be explained by the ongoing conflicts and wars in the region, which reveal many human rights violations that international efforts cannot fully address, casting doubt on the effectiveness of human rights policies. Social media has become one of the primary sources of information, providing extensive coverage on a wide range of issues, including human rights, which resonates strongly with Jordanian women due to its connection to dignity and individual rights. These results align with Foley's (2023) study, where social media was a primary information source on human rights, and with Habib's (2023) findings showing 46% medium reliance on social media for human rights issues. Similarly, Salem et al. (2019) reported 78% of respondents relied on social media, and Jamal's (2017) study found that 42.2% relied on these platforms for human rights information.

Reasons for Reliance on Social Media for Human Rights Issues

The primary reason for reliance was accessibility at any time and place (mean 4.32), followed by the diversity of human rights topics (mean 4.07), and freedom in discussing human rights (mean 3.92) (**Table 3**). The lowest reasons included forming personal opinions (mean 3.33), expressing opinions (mean 3.23), and ease of use (mean 2.94). These findings are attributed to the user-friendliness of social media and its ability to keep followers informed on global human rights issues. Additionally, verified pages managed by human rights organizations provide credible content that raises awareness. However, ease of access scored lowest, which may be due to the spread of misinformation and rumors, alongside algorithmic prioritization of popular posts, often overshadowing human rights-related content.

These results are consistent with Salem et al. (2019), who found a strong interest in human rights on social media, as well as Habib (2023), who noted the freedom of speech on these platforms. Adam's (2016) research also indicated high interest and frequent discussions on human rights issues, contrasting Rifa'i's (2023) findings, where understanding surrounding events was the main reason for reliance.

Table 3. Reasons for reliance on social media for human rights information

Reason for reliance	Mean	Standard deviation	Level
Usability at any time and place	4.32	1.138	High
Variety of human rights issues covered	4.07	1.098	High
Freedom in addressing human rights issues	3.92	1.420	High
Availability of specialized human rights pages	3.89	1.261	High
Awareness of human rights developments	3.51	1.446	Moderate
Interest in human rights issues	3.50	1.343	Moderate
Distinctive and engaging presentation style	3.39	1.623	Moderate
Forming personal opinions on human rights issues	3.33	1.561	Moderate
Expressing opinions on human rights issues	3.23	1.564	Moderate
Ease of use for human rights information	2.94	1.203	Moderate
Overall mean	3.61	1.365	Moderate

Table 4. Social media platforms used for human rights information

Social media platform	Mean	Standard deviation	Level
Facebook	1.94	0.740	Moderate
Instagram	1.48	1.150	Moderate
YouTube	1.14	1.235	Moderate
X (formerly Twitter)	1.10	1.130	Moderate
WhatsApp	0.85	1.209	Low
Snapchat	0.70	1.044	Low
TikTok	0.69	1.057	Low
Overall mean	1.12	1.066	Moderate

Social Media Platforms Used for Human Rights Information

The most utilized platform for human rights information was Facebook (mean 1.94), followed by Instagram (mean 1.48), with TikTok (mean 0.69) and Snapchat (mean 0.70) being the least used (**Table 4**). The higher reliance on Facebook and Instagram is likely due to their large user bases and the presence of verified pages dedicated to human rights, which boosts their credibility. Conversely, Snapchat and TikTok are more entertainment-focused, making them less suitable for educational and informational content, which aligns with the objectives of human rights organizations. These findings align with Rifa'i (2023), Salem et al. (2019), Jamal (2017), and Adam (2016), all of whom identified Facebook as the primary platform for accessing human rights information. Similarly, Zanzoun (2017) underscored Facebook's role in providing substantial information on human rights due to its strong capabilities for supporting these issues.

Most Followed Human Rights Issues on Social Media Platforms

The most prominent issues tracked by respondents include "justice among individuals" (mean 2.38), followed by "freedom of opinion and expression" and the "right to a fair trial" (both mean 2.32), and the "right to work" (mean 2.19) (**Table 5**). The least followed topics were "minority rights" (mean 1.24), "right of asylum" (mean 1.29), and "freedom of participation in public affairs and elections" (mean 1.43).

The prioritization of issues like justice, freedom of expression, and fair trials can be attributed to the extensive violations of these rights worldwide, especially in conflict zones and under authoritarian regimes (Human Rights Watch, 2023). In contrast, lesser-followed issues, such as minority rights and asylum rights, pertain to specific populations and may not be as universally perceived as affecting human dignity.

These findings align with Habib (2023), where freedom of expression ranked highly, and Foley (2023), who reported significant interest in freedom of expression and cultural rights. However, these results differ from studies by Habib (2023) and Salem et al. (2019), where peaceful assembly and political participation were more prominent, and Jamal (2017), Ramadan (2017), and Adam (2016), which highlighted work, child, and women's rights.

Attitudes Formed by Following Human Rights Issues on Social Media

Social media has shaped respondents' attitudes toward human rights issues to a moderate extent, with prominent attitudes including "strengthening human interaction by highlighting personal stories of human rights violations" (mean 4.26), "raising awareness and mobilizing public support" (mean 4.24), and

Table 5. Human rights issues followed by respondents on social media

Human rights issues	Mean	Standard deviation	Level
Justice among individuals	2.38	0.698	High
Freedom of opinion and expression	2.32	0.687	High
Right to a fair trial	2.32	0.763	High
Right to work	2.19	0.665	High
Women's rights	2.11	0.534	High
Right to social protection (decent living standard)	2.08	0.737	High
Right to education and cultural/scientific progress	2.07	0.669	High
Equality in the law	2.00	0.884	Moderate
Child rights	1.89	0.787	Moderate
Health rights	1.86	0.864	Moderate
Motherhood and childcare rights	1.79	0.918	Moderate
Freedom of movement	1.50	1.163	Moderate
Freedom of religion and belief	1.44	1.243	Moderate
Freedom of peaceful assembly	1.44	1.249	Moderate
Participation in public affairs and elections	1.43	1.256	Moderate
Right of asylum	1.29	1.208	Moderate
Minority rights	1.24	1.235	Moderate
Overall mean	1.72	0.915	Moderate

Table 6. Attitudes formed among respondents from following human rights issues on social media

Attitudes	Mean	Standard deviation	Level
Strengthening human interaction by highlighting personal stories of human rights violations	4.26	1.020	High
Raising awareness on human rights issues and mobilizing public support	4.24	1.127	High
Contributing to investigating human rights cases	4.23	1.118	High
Potential for public pressure to change human rights policies and legislation	4.05	1.281	High
Solidarity with human rights in distant regions (global solidarity)	3.73	1.308	High
Highlighting cases of human rights violations	3.26	0.841	Moderate
Shaping public opinion on human rights issues	3.26	0.868	Moderate
Broadening understanding of rights issues through interaction	3.04	0.773	Moderate
Increasing awareness of human rights issues	2.94	1.111	Moderate
Influencing social thinking and public acceptance of specific issues	2.83	1.145	Moderate
Overall mean	3.58	0.731	Moderate

"contributing to investigations in human rights cases" (mean 4.23) (**Table 6**). Lesser-developed attitudes involved social acceptance of certain issues and increasing awareness (mean of 2.83 and mean of 2.94, respectively).

The higher-rated attitudes reflect the impactful role of social media in creating empathy and directing attention to human rights issues, whereas the lower-rated attitudes suggest sufficient existing awareness among respondents, reducing their reliance on social media for broader awareness-raising.

These results align with Ugwuoke and Erubami (2021), which highlighted public support for sharing and discussing human rights content on social media, thus encouraging investigation and support for human rights protection.

Cognitive Impacts of Reliance on Social Media

The data from **Table 7** indicate that the cognitive impacts of respondents' reliance on social media for information on human rights issues were moderate. The most significant cognitive impact was "informed me about the state of human rights in Jordan" with a mean of 4.28, rated high, followed by "educated me about my various rights" with a mean of 4.20, also rated high. The next was "informed me of the latest developments in human rights" with a mean of 3.43, rated moderate. The lowest cognitive impacts included "helped me shape my opinions on various human rights issues" with a mean of 2.72, rated moderate, followed by "informed me about different individual and collective rights" with a mean of 2.77, and "presented various perspectives from individuals or organizations on human rights" with a mean of 3.04, both rated moderate.

The prominence of "informed me about the state of human rights in Jordan" and "educated me about my various rights" reflects Jordanian women's interest in understanding human rights conditions in Jordan. Social

Table 7. Cognitive impacts of respondents' reliance on social media for human rights information

Cognitive impacts	Mean	Standard deviation	Level
Informed me about the state of human rights in Jordan	4.28	1.132	High
Educated me about my various rights	4.20	1.239	High
Informed me of the latest developments in human rights	3.43	0.817	Moderate
Enhanced my understanding of human rights	3.35	0.819	Moderate
Informed me about human rights violations	3.34	0.920	Moderate
Presented various perspectives from individuals/organizations	3.04	0.814	Moderate
Informed me about different individual and collective rights	2.77	1.156	Moderate
Helped me shape my opinions on human rights issues	2.72	1.072	Moderate
Overall mean	3.36	1.008	Moderate

Table 8. Affective impacts resulting from respondents' reliance on social media for human rights information

Emotional impacts	Mean	Standard deviation	Level
Felt responsible toward my community	3.58	1.599	Moderate
Felt empathy for victims of human rights violations	3.49	0.829	Moderate
Satisfied with the level of attention given to these issues	3.45	1.258	Moderate
Optimistic about the future of human rights in Jordan	3.45	1.310	Moderate
Satisfied with the level of human rights in Jordan	3.39	1.401	Moderate
Increased my self-confidence by knowing my rights	3.30	0.961	Moderate
Felt secure due to rights associated with women and children	2.85	1.183	Moderate
Overall mean	3.85	1.220	Moderate

media has facilitated their awareness of recent developments in these areas, leading to adequate knowledge of their rights. In contrast, "helped me shape my opinions on various human rights issues" was rated lowest, likely due to the unclear information published about these rights, limiting many respondents' ability to form opinions on the topics covered by social media.

These findings are consistent with Rifa'i (2023), which concluded that social media played a role in raising awareness of political rights. They also align with Habib (2023), which found that social media helped respondents understand various issue dimensions, as well as Ugwuoke and Erubami (2021), which concluded that following human rights issues on social media helped respondents in Nigeria become aware of their rights and the human rights situation in their country. Additionally, Jamal (2017) reported that social media has been instrumental in promoting awareness of women's rights, and Adam (2016) found that these platforms enhanced respondents' understanding of human rights. However, these findings contrast with Owede and Bentia (2020), which found that despite frequent social media use, respondents' awareness of human rights issues remained unaffected.

Emotional Impacts of Reliance on Social Media

The affective impacts of respondents' reliance on social media for human rights information were moderate (**Table 8**). The top-rated impact was "felt responsible toward my community" (mean 3.58), followed by "felt empathy for victims of human rights violations" (mean 3.49). The lowest-rated affective impact was "felt secure due to rights associated with women and children" (mean 2.85), followed by "increased my self-confidence by knowing my rights" (mean 3.30).

The high ranking of "felt responsible toward my community" may reflect respondents' empathy for victims of human rights violations, creating a sense of responsibility to reduce these violations and support those affected. Conversely, the lower ranking of "felt secure due to rights associated with women and children" may indicate that respondents felt insecure despite these protections, likely due to recurring violations and skepticism regarding the efficacy of such rights (Human Rights Watch, 2023).

These findings align with Jamal (2017), which found that social media fostered empathy for victims and reinforced human dignity. However, they contrast with Rifa'i (2023), which highlighted increased confidence in news on human rights issues, and Adam (2016), which found that respondents' self-confidence increased through knowledge of their rights.

Table 9. Behavioral impacts resulting from respondents' reliance on social media for human rights information

Behavioral impacts	Mean	Standard deviation	Level
Exercising my rights without fear or worry	4.17	1.248	High
Discussing human rights issues with family and friends	4.13	1.150	High
Contributing to the promotion of human rights	3.39	0.932	Moderate
Sharing human rights topics on my social media profiles	3.34	1.581	Moderate
Participating in human rights campaigns and activities	3.23	1.369	Moderate
Attending human rights seminars and lectures	3.23	1.471	Moderate
Participating in discussions on human rights on social media	3.17	1.526	Moderate
Overall mean	3.52	1.325	Moderate

Table 10. ANOVA test for differences in reliance on social media for human rights information by age

Sources of variation	Sum of squares	Mean squares	F-value	p-value
Between groups	21.715	7.238	11.594	0.000
Within groups	247.223	0.624		
Total	268.938			

Table 11. LSD test to examine differences in the degree of respondents' reliance on social media platforms for information on human rights issues based on age

Age group (A)	Comparison with other groups (B)	Difference in means (A–B)	p-value
	18–less than 30 years	–0.446*	0.000
30–39 years	40–49 years	–0.678*	0.000
	50 years or more	–0.707*	0.003

Behavioral Impacts of Reliance on Social Media

The behavioral impacts of respondents' reliance on social media for human rights information were moderate (**Table 9**). The highest-rated behavioral impacts included "exercising my rights without fear or worry" (mean 4.17) and "discussing human rights issues with family and friends" (mean 4.13). The lowest-rated impact was "participating in discussions on human rights on social media" (mean 3.17), followed by "participating in human rights campaigns and activities" and "attending human rights seminars and lectures" (mean 3.23 each).

The high scores for "exercising my rights without fear or worry" and "discussing human rights issues with family and friends" suggest that social media's coverage of human rights has encouraged respondents to openly exercise and discuss these rights. The lower ranking of "participating in discussions on human rights on social media" may be due to security concerns regarding freedom of expression, which could discourage open dialogue on such platforms.

These findings are consistent with Rifa'i (2023), which reported that following human rights issues on social media encouraged political participation and opinion expression, and Jamal (2017), which highlighted the role of social media in fostering discussions on human rights topics. Adam (2016) also found that the dissemination of human rights topics on social media increased respondent engagement.

Hypothesis Testing Results

First hypothesis: There is a statistically significant relationship in the degree of Jordanian women's reliance on social media for human rights information attributed to demographic factors.

Age

The one-way ANOVA in **Table 10** indicates significant differences in the reliance on social media for human rights information based on age, with an F-value of 11.594 and a significance level of .000, which is statistically significant at the .05 level. To determine the sources of these differences, a post-hoc (LSD) analysis was conducted, as shown in **Table 11**.

The data indicate that respondents aged "50 years or more" rely more on social media for human rights information, followed by those aged "40–49 years," "18–less than 30 years," and finally those aged "30–39 years."

Table 12. ANOVA test to examine differences in the degree of respondents' reliance on social media platforms for information on human rights issues based on educational qualification

Sources of variation	Sum of squares	Mean squares	F-value	p-value
Between groups	40.745	13.582	23.570	0.000
Within groups	228.192	0.576		
Total	268.938			

Table 13. LSD test to examine differences in the degree of respondents' reliance on social media platforms for information on human rights issues based on educational qualification

Educational qualification (A)	Comparison with other groups (B)	Difference in means (A–B)	p-value
	High school or less	–0.802	0.000
Postgraduate	Diploma	–0.895	0.000
	Bachelor's	–0.682	0.000

Table 14. ANOVA test to examine differences in the degree of respondents' reliance on social media platforms for information on human rights issues based on marital status

Sources of variation	Sum of squares	Mean squares	F-value	p-value
Between groups	8.152	2.717	4.126	0.007
Within groups	260.786	0.659		
Total	268.938			

Table 15. LSD test to examine differences in the degree of respondents' reliance on social media platforms for information on human rights issues based on marital status

Marital status (A)	Comparison with other groups (B)	Difference in means (A–B)	p-value
Single	Married	0.280	0.001

Table 16. Pearson correlation coefficient to measure the relationship between the degree of respondents' reliance on social media platforms to obtain information about human rights issues and the attitudes formed as a result of this reliance

Reliance on social media platforms to obtain information about human rights issues			
	Frequency (N)	Pearson correlation coefficient (r)	p-value
Formed attitudes	400	0.094	0.060

Educational qualification

The one-way ANOVA in **Table 12** indicates significant differences in reliance on social media for human rights information based on educational qualification, with an F-value of 23.570 and a significance level of .000. The sources of these differences are outlined in **Table 13**.

The data show that respondents with a "diploma" qualification rely more on social media for human rights information, followed by those with a "high school or less" qualification, then "bachelor's," and lastly, those with "postgraduate" qualifications.

Marital status

The one-way ANOVA in **Table 14** indicates statistically significant differences in reliance on social media for human rights information based on marital status, with an F-value of 4.126 at a significance level of .007. Post-hoc (LSD) analysis in **Table 15** provides further insight.

The data indicate that respondents who are "single" rely more on social media for human rights information than those who are "married." Respondents who are "divorced" or "widowed" did not show significant differences compared to other groups.

Second hypothesis: There is a correlational relationship between the degree of Jordanian women's reliance on social media platforms to obtain information about human rights issues and the attitudes formed as a result of this reliance.

The Pearson correlation coefficient presented in **Table 16** indicates that there is no statistically significant positive correlation between the degree of respondents' reliance on social media platforms to obtain information about human rights issues and the attitudes formed as a result of this reliance. The Pearson

Table 17. Pearson correlation coefficient to measure the relationship between the degree of respondents' reliance on social media platforms to obtain information about human rights issues and the resulting impacts

Reliance on social media platforms to obtain information about human rights issues			
	Frequency (N)	Pearson correlation coefficient (r)	p-value
Cognitive impacts	400	−0.038	0.450
Affective impacts	400	0.107	0.032
Behavioral impacts	400	0.177	0.000

Table 18. Pearson correlation coefficient to measure the relationship between the degree of respondents' reliance on social media platforms to obtain information about human rights issues and the behavioral impacts resulting from this reliance

Behavioral impacts			
	Frequency (N)	Pearson correlation coefficient (r)	p-value
Cognitive impacts	400	0.612	0.000

correlation coefficient value is r = 0.094 at a significance level of 0.060, which is not statistically significant at the 0.05 level. This suggests that the degree of reliance on these platforms does not significantly influence the respondents' attitudes toward human rights issues.

Interestingly, the study found no strong connection between how much women rely on social media and their deeper attitudes towards human rights. This could mean that although women use social media frequently to gain information, this alone does not necessarily change their core beliefs or opinions significantly.

One possible explanation is that social media content might often be consumed quickly or casually without deep thought or reflection, making it less likely to affect deep-seated beliefs. Additionally, cultural or social barriers in Jordan might limit women from fully adopting new attitudes presented on social media, especially if these attitudes challenge long-standing traditional or cultural beliefs.

Third hypothesis: There is a correlational relationship between the degree of Jordanian women's reliance on social media platforms to obtain information about human rights issues and the resulting impacts of this reliance.

The Pearson correlation coefficient in **Table 17** indicates that there is no statistically significant positive correlation at the 0.05 level between the degree of respondents' reliance on social media platforms to obtain information about human rights issues and cognitive impacts (r = −0.038, p = 0.450). However, there is a statistically significant positive correlation with affective impacts (r = 0.107, p = 0.032) and behavioral impacts (r = 0.177, p = 0.000). This suggests that as respondents' reliance on social media platforms for human rights information increases, the affective and behavioral impacts resulting from this reliance also increase.

The moderate positive relationships observed between reliance on social media and emotional and behavioral impacts indicate that regular use of social media to follow human rights issues does lead to increased emotional reactions and behavioral involvement, even if it doesn't deeply alter beliefs or attitudes.

This result can be explained through Bandura's (2001) social cognitive theory, which suggests that people often imitate behaviors they see online, especially when they observe friends or community members engaging in activities like sharing posts, participating in discussions, or expressing support for human rights issues. Thus, the more women see human rights advocacy on social media, the more likely they become emotionally invested and practically engaged themselves.

Fourth hypothesis: There is a correlational relationship between the cognitive impacts resulting from Jordanian women's reliance on social media platforms to obtain information about human rights issues and the behavioral impacts resulting from this reliance.

The Pearson correlation coefficient in **Table 18** indicates a statistically significant positive correlation between the cognitive impacts resulting from respondents' reliance on social media platforms to obtain information about human rights issues and the behavioral impacts resulting from this reliance. The Pearson correlation coefficient value is r = 0.612 at a significance level of 0.000, which is statistically significant at the 0.05 level. This suggests that as the cognitive impacts of respondents' reliance on these platforms for following human rights issues increase, the behavioral impacts also increase.

Table 19. Pearson correlation coefficient to measure the relationship between the degree of respondents' reliance on social media platforms to obtain information about human rights issues and the behavioral impacts resulting from this reliance

Behavioral impacts			
	Frequency (N)	Pearson correlation coefficient (r)	p-value
Emotional impacts	400	0.691	0.000

The strong correlation found between cognitive impacts (knowledge and awareness gained from social media) and behavioral impacts (actions such as sharing content, discussing human rights issues, or participating in campaigns) indicates that when women clearly understand human rights issues, they are more likely to take active steps toward advocacy.

This finding aligns with Ajzen's (1991) theory of planned behavior, which explains that people's actions are closely influenced by their understanding, beliefs, and perceptions about specific issues. In practical terms, as Jordanian women gain deeper knowledge and awareness about human rights through social media, they feel more confident and motivated to actively support and promote these issues.

Fifth hypothesis: There is a correlational relationship between the affective impacts resulting from Jordanian women's reliance on social media platforms to obtain information about human rights issues and the behavioral impacts resulting from this reliance.

The Pearson correlation coefficient in **Table 19** indicates a statistically significant positive correlation between the affective impacts resulting from respondents' reliance on social media platforms to obtain information about human rights issues and the behavioral impacts resulting from this reliance. The Pearson correlation coefficient value is r = 0.691 at a significance level of 0.000, which is statistically significant at the 0.05 level. This suggests that as the affective impacts of respondents' reliance on these platforms for following human rights issues increase, the behavioral impacts also increase.

The strong positive relationship between emotional responses (such as empathy, sympathy, or a sense of responsibility) and behavioral impacts suggests that feelings significantly motivate women to take action. When social media content emotionally resonates with women—for example, stories about human rights violations that generate sympathy they are more likely to participate in advocacy efforts or publicly express their support.

This idea is supported by Marcus et al.'s (2000) concept of emotional intelligence in social engagement. Emotions like empathy or anger towards human rights injustices can strongly encourage individuals to act rather than just passively observe.

CONCLUSION

This study provides novel insights by adopting a comprehensive framework that integrates cognitive, emotional, and behavioral dimensions of social media's influence on attitudes toward human rights among Jordanian women. Unlike previous research focusing solely on awareness or political activism, this research uniquely disaggregates and analyzes how these three dimensions interrelate. By examining the interactions between emotional responses and cognitive processing, the study offers an original theoretical approach to understanding the complex ways social media shapes human rights attitudes within a Middle Eastern context.

The findings of this study underscore the transformative role of social media platforms in advancing human rights knowledge and engagement among Jordanian women. Platforms like Facebook serve as vital channels for disseminating information, raising awareness, and fostering public discourse on human rights issues. Cognitive impacts, such as enhanced understanding of rights and awareness of human rights violations, alongside emotional impacts like empathy and optimism, illustrate the potential of social media to influence individual perceptions and collective action. Behavioral impacts, including active participation in discussions, sharing of information, and advocacy efforts, further highlight the empowering role of these platforms.

However, the study also reveals critical limitations. The absence of a significant relationship between social media reliance and attitudinal change suggests that while social media effectively informs and mobilizes, it struggles to alter deeper perceptions and convictions. This finding calls for a more nuanced approach to

leveraging social media, where content is tailored to engage users on an emotional and ideological level, thereby fostering more profound attitudinal shifts.

These insights offer practical implications for human rights organizations, policymakers, and digital content creators. By utilizing strategic communication methods and diverse content formats, they can amplify the influence of social media in shaping not only knowledge and behavior but also attitudes toward human rights. The study advocates for further research to explore longitudinal impacts and the integration of traditional and digital media in human rights education, particularly in addressing the unique challenges faced by women in Jordan.

This study offers direct recommendations for NGOs, policymakers, and advocacy groups aiming to engage Jordanian women on human rights issues through social media. Organizations should leverage platform-specific strategies, prioritizing Facebook and Instagram, and utilize emotive storytelling and visually compelling narratives to amplify emotional responses and behavioral engagement. Policymakers and human rights advocates should collaborate with digital influencers and content creators to widen reach and enhance credibility. Educational campaigns that combine online content with offline community activities may further consolidate cognitive and emotional impacts, ultimately fostering sustained attitudinal shifts.

Future research could benefit from longitudinal studies that track how prolonged exposure to human rights-related content on social media affects lasting attitudes and behaviors. Comparative studies focusing on different platforms, such as Twitter or TikTok, may also provide insights into the effectiveness of various digital communication strategies. Additionally, qualitative research exploring personal narratives and individual experiences could enrich understanding of the emotional and cognitive processes underlying social media's influence on human rights advocacy.

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