SPOTLIGHT*JORDAN

VIEWS ON NEWS & MEDIA

November - 2026



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Key Findings

Social media wins reach, but not full trust

Social media has become the default gateway to news in Jordan. **Almost all consumers use social platforms for news, and nearly two thirds name them as their main source**. Yet this dominance does not fully translate into trust: **nearly half (45%) believe social media platforms are biased**. Older audiences are more likely to complement social media with traditional and online sources. For brands and media owners, **social platforms deliver reach, but presence in reputable, trusted outlets is what lends a message credibility**.

Misinformation concerns are encouraging fact-checking

Fake news remains a major concern within Jordan's media landscape, with most consumers believing misinformation exists to at least a fair extent, and nearly **four in ten saying they were misled by false news during the past year**. At the same time, consumers appear to be taking a more proactive approach to verifying information. **Almost three-quarters report always checking the credibility of news before believing or sharing it**. Visible verification practices are becoming a competitive advantage, and **brands should expect their claims to be examined rather than taken at face value**.

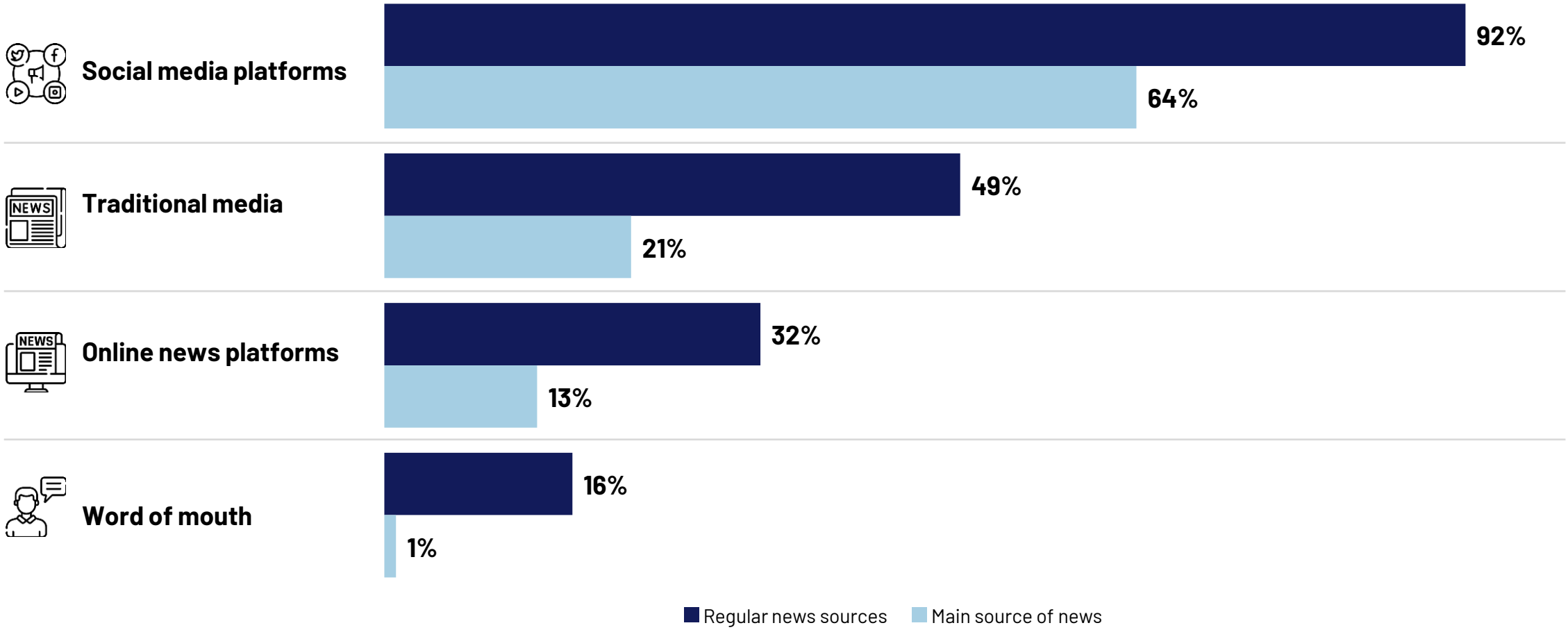
Credibility is built through validation and transparency

When assessing whether a news source can be trusted, Jordanians place the greatest importance on **comprehensive coverage of local and international news and cross-referencing information with other outlets**. Trust is also closely linked to a **news outlet's reputation, accuracy, and timely reporting of current events**. **Outlets that invest in broad, well-sourced coverage and openly show how stories** are verified are best placed to win **audience trust**, and brands and organizations communicating through the news **should prioritize those outlets.**

WHERE PEOPLE GET THEIR NEWS



Regular and main news sources



Regular news sources

% - by demographics

	Social media platforms	Traditional media	Online news platforms	Word of mouth
Total	**92%**	**49%**	**32%**	**16%**
Males	95%	50%	31%	14%
Females	90%	48%	32%	18%
18-24	94%	44%	29%	20%
25-34	84%	50%	24%	11%
35-44	97%	59%	39%	15%
45+	95%	49%	37%	16%
Upper Income	98%	57%	31%	25%
Middle Income	95%	41%	40%	12%
Lower Income	87%	49%	28%	12%

Main source of news

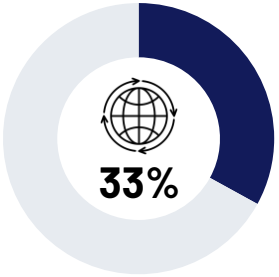
% - by demographics

	Social media platforms	Traditional media	Online news platforms	Word of mouth
Total	**64%**	**21%**	**13%**	**1%**
Males	67%	20%	12%	1%
Females	61%	23%	14%	2%
18-24	70%	19%	11%	1%
25-34	62%	27%	11%	1%
35-44	62%	22%	14%	2%
45+	62%	18%	17%	2%
Upper Income	63%	21%	12%	4%
Middle Income	63%	18%	18%	2%
Lower Income	66%	23%	11%	-

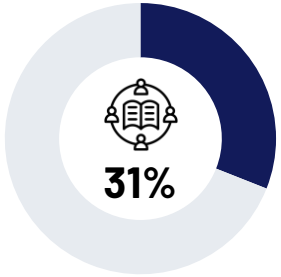
TRUST IN NEWS SOURCES



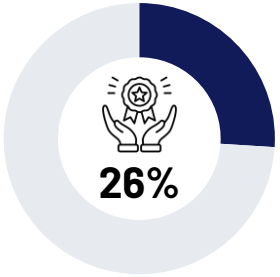
Criteria for trusting a news source



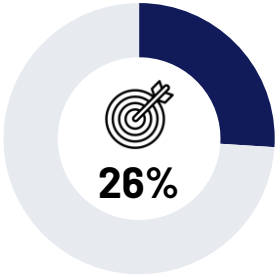
Coverage of both local and international news



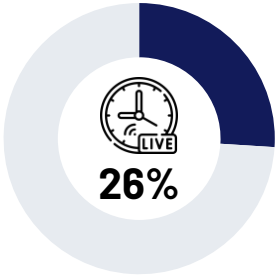
Cross-referenced by other news outlets



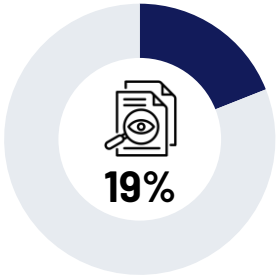
Reputation of the outlet



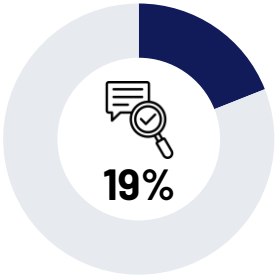
Accuracy and credibility of information



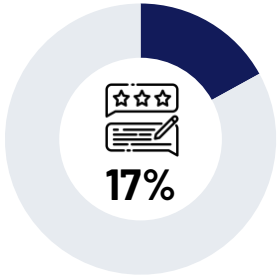
Timeliness in reporting current events



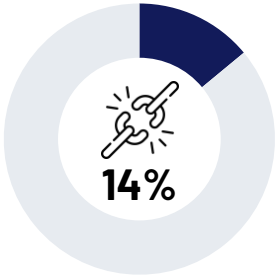
Transparency about sources and methodology



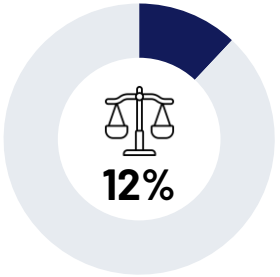
Clear and understandable language



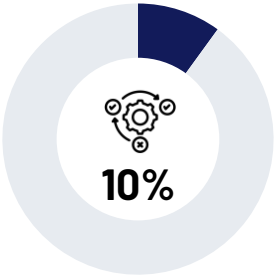
Audience interaction and feedback opportunities



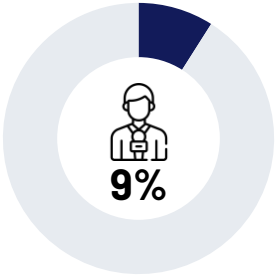
Independence from political/corporate influence



Balanced, unbiased reporting



Prompt correction of errors



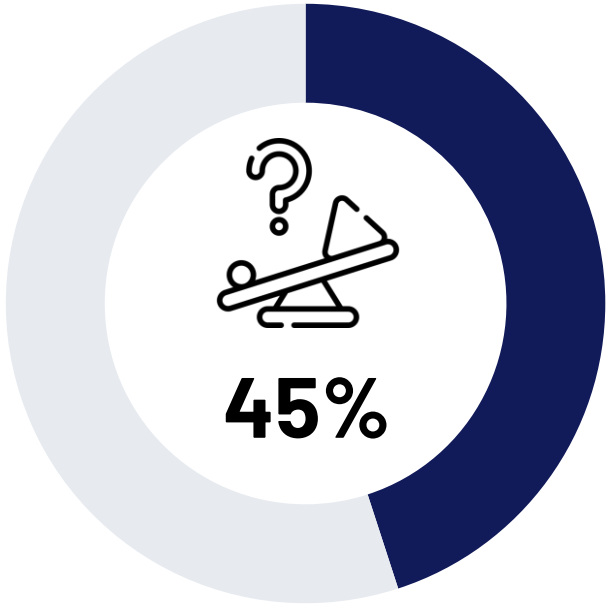
Professionalism of journalists

PERCEPTIONS OF SOCIAL MEDIA BIAS

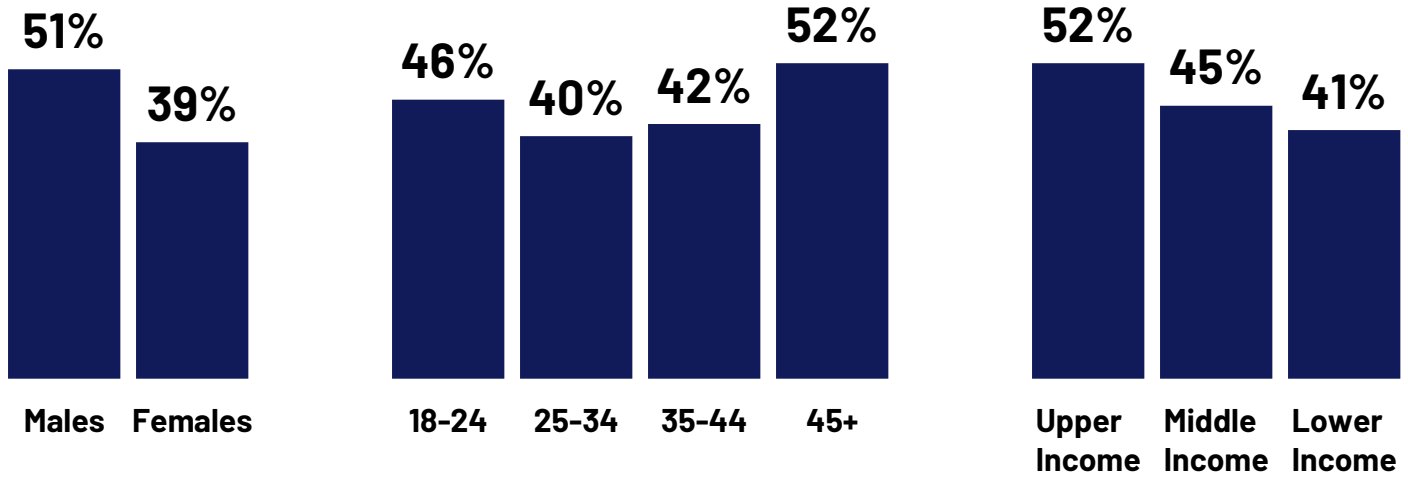


Perceived bias in social media platforms

% Agree – by demographics



Social media platforms are biased

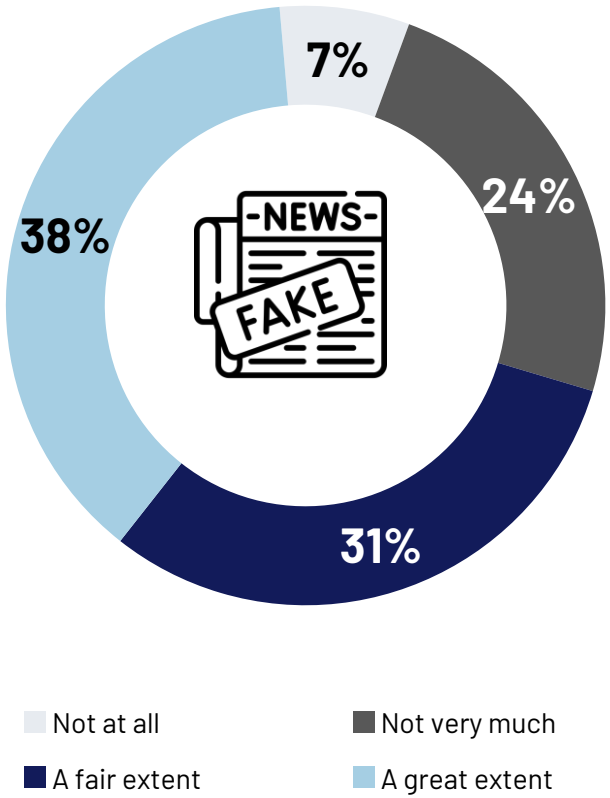


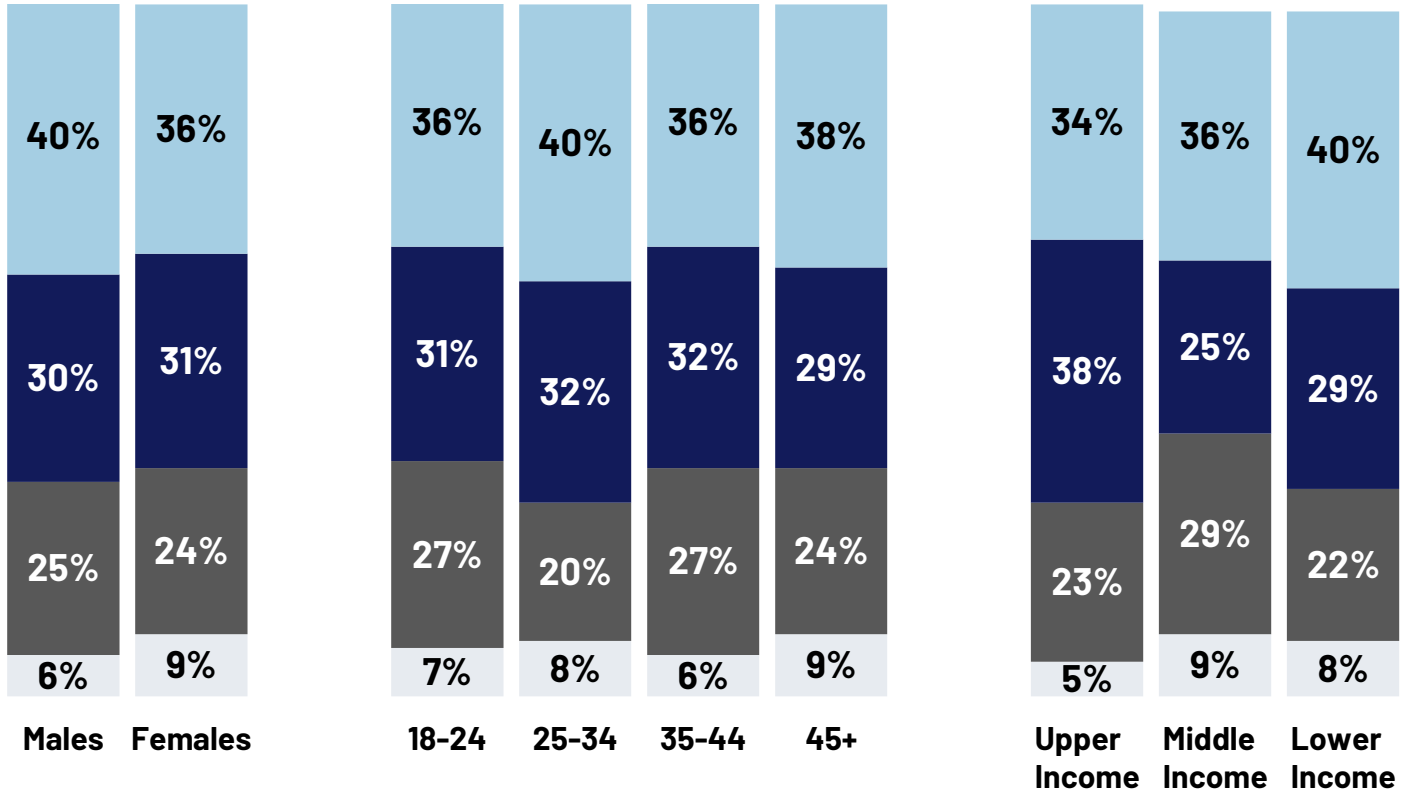
FAKE NEWS: BELIEFS, ENCOUNTERS AND BEHAVIOURS



Perceived prevalence of fake news

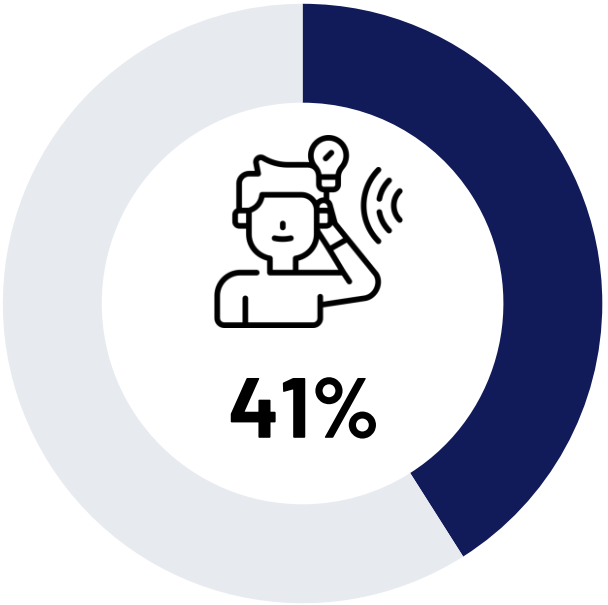
% – by demographics



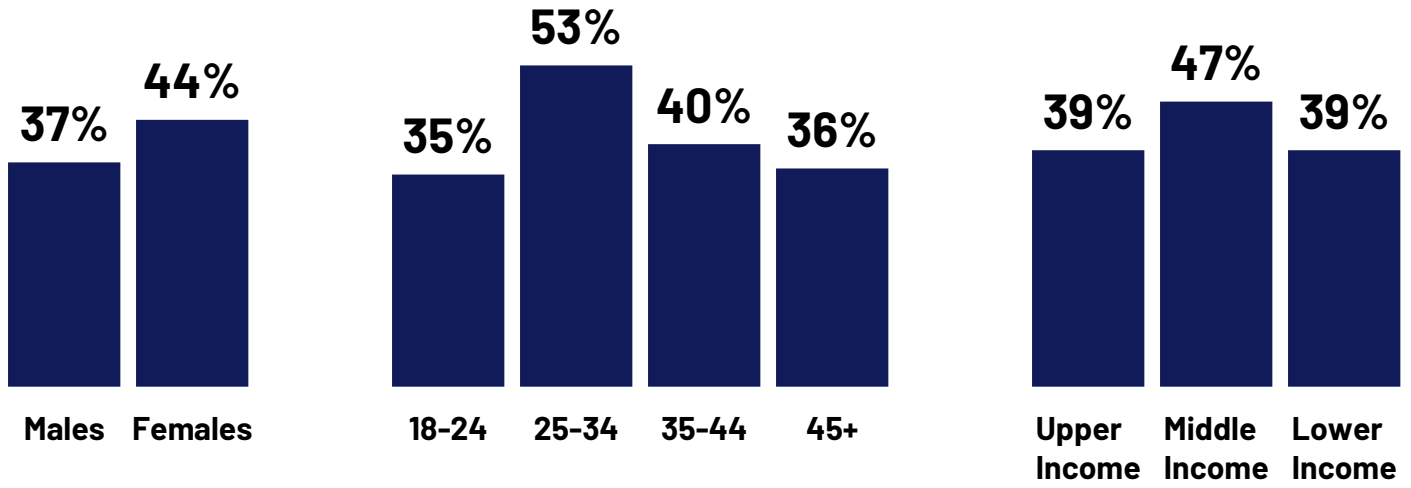


Public views on fake news

% Agree – by demographics



Believe most people in Jordan believe fake news



Encounters with fake news in the past year



38%

Were misled by fake news before discovering it was false during the past year

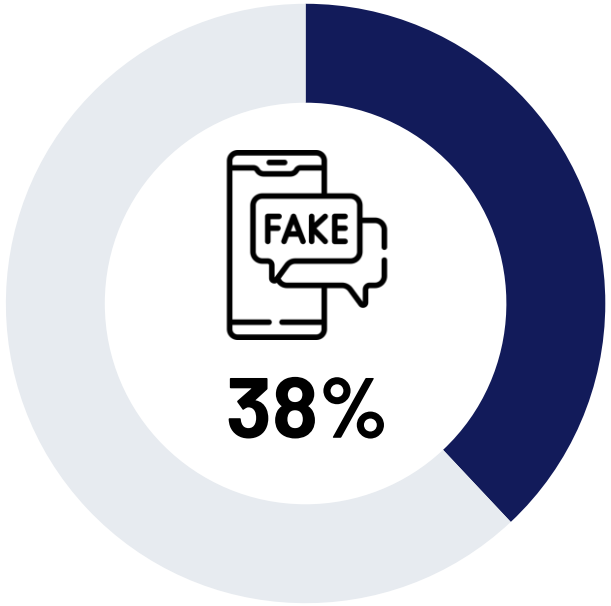


15%

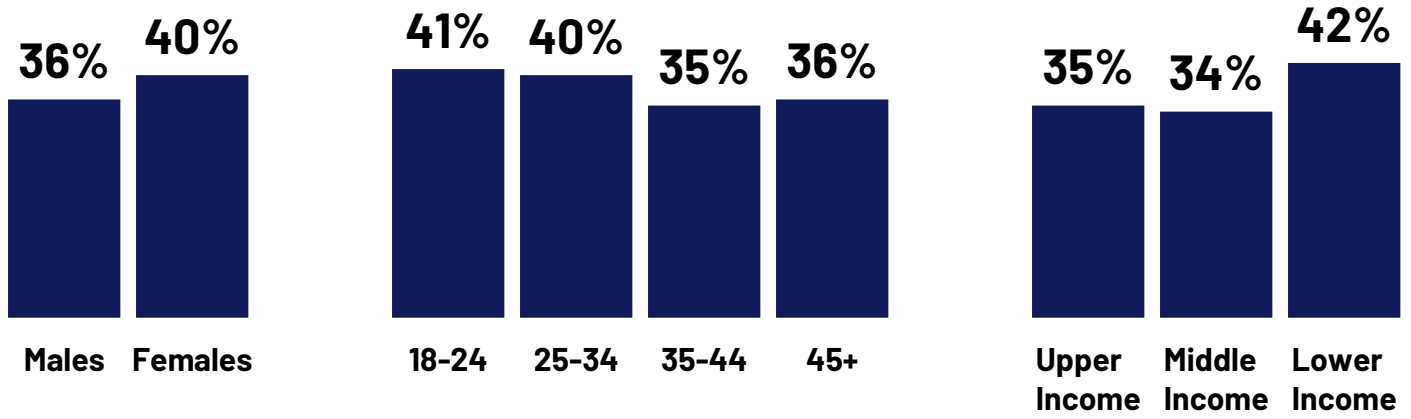
Shared news that turned out to be fake during the past year

Believing fake news

% – by demographics

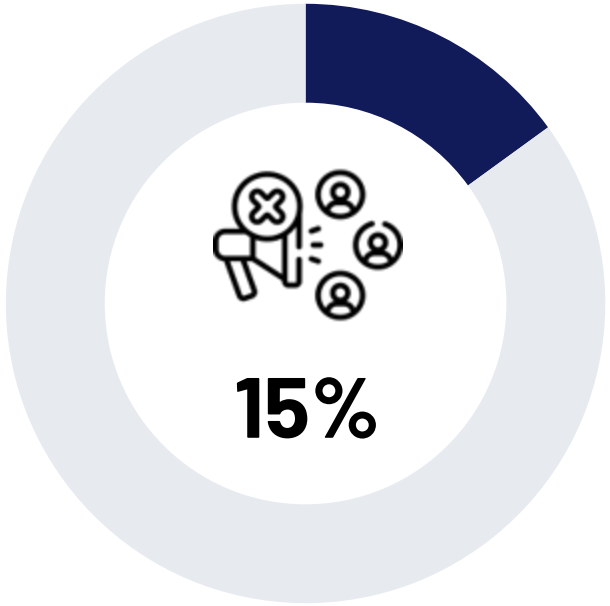


Were misled by fake news before discovering it was false during the past year

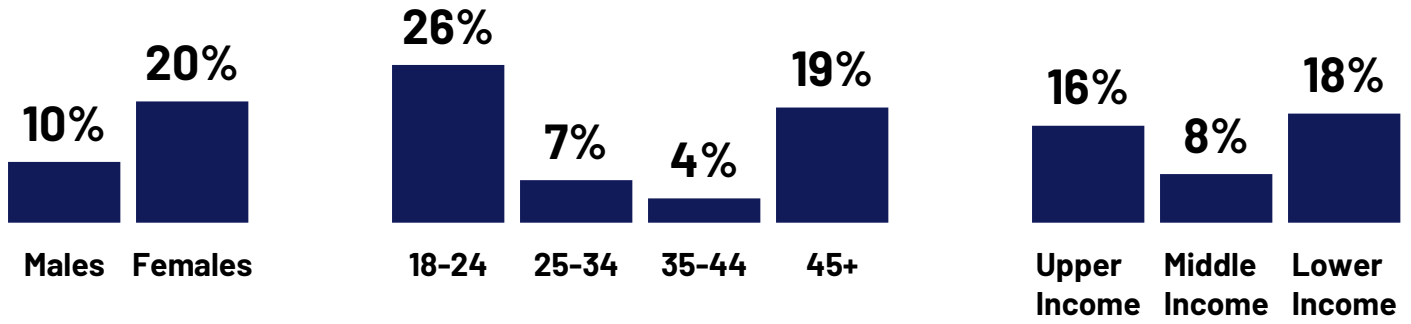


Unknowingly sharing fake news

% – by demographics

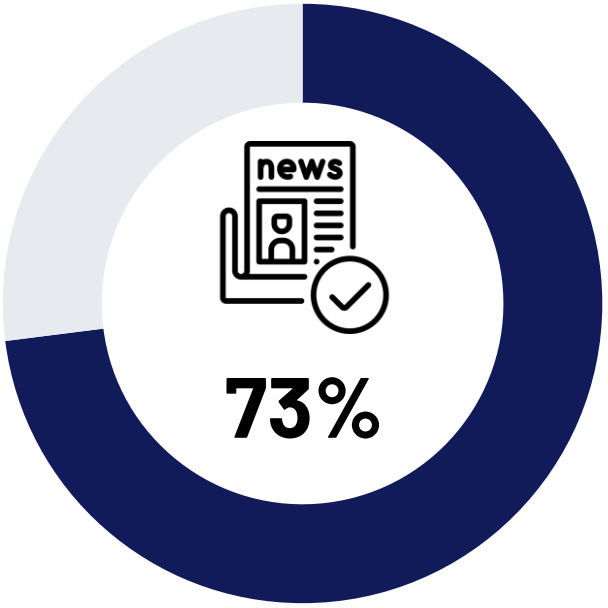


Shared news that turned out to be fake during the past year

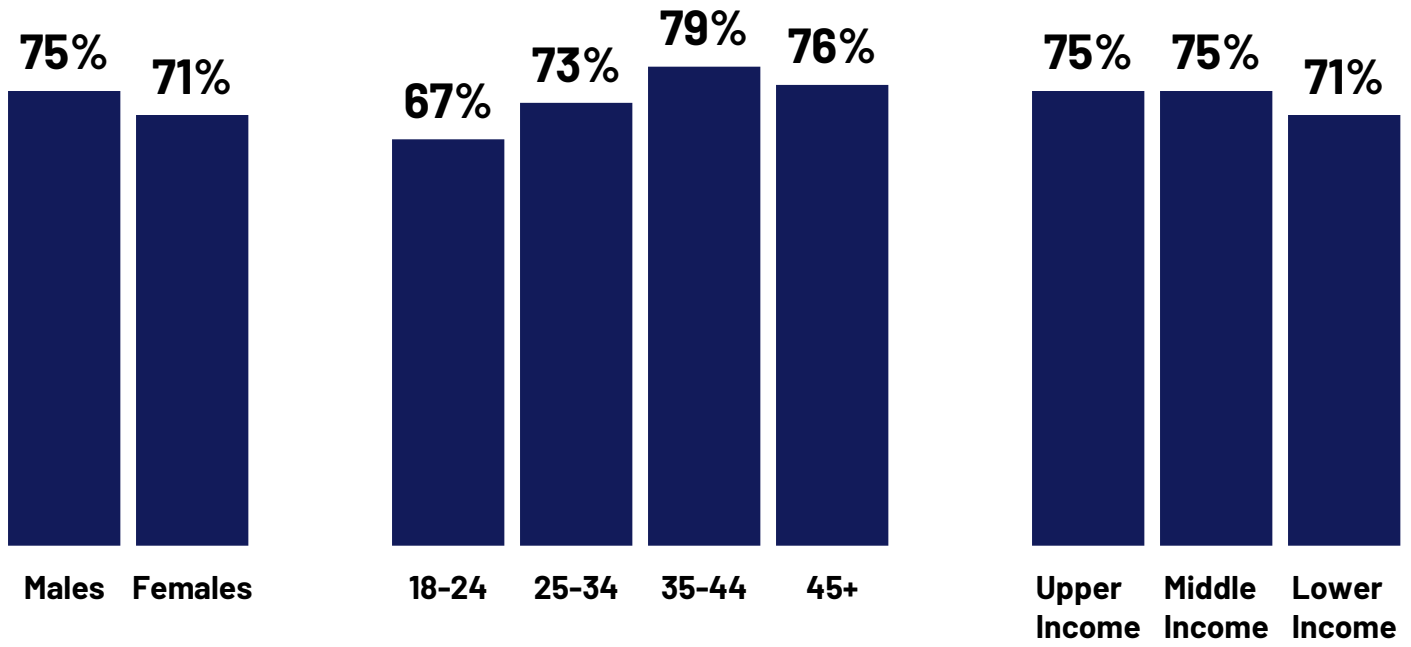


Fact-checking behaviour

% – by demographics



Always verify news credibility before believing or sharing it



Way forward

Actionable recommendations for organizations in Jordan

Build trust, not just reach

Social media may dominate news consumption, but nearly half of Jordanians (45%) see social platforms as biased. As consumers become more selective about where they obtain information, trust can become a key differentiator in a crowded media environment. Brands can anchor important messages in reputable, established news outlets and use social media to amplify them rather than lead.

Use social media as the entry point

With nearly two-thirds of Jordanians relying on social media as their main source of news, platforms should be treated as discovery channels rather than the final destination. Media owners can publish short explainer clips on social that link back to full reporting on their own site or broadcast, turning reach into deeper engagement and more informed news consumption.

Make credibility visible

Trust is shaped by more than just delivering news. Audiences increasingly value comprehensive coverage, information that can be verified across multiple sources, and strong editorial credibility. Outlets can add source lists to major stories, maintain a public corrections policy, or partner with a fact-checking organization to demonstrate transparency.

Sample and methodology

Sample size
500 respondents

Sample criteria
General public
representative of the population across gender, age (18+), region and SECs

Methodology
The survey was conducted via Ipsos online panel

Geographical coverage
Conducted in Jordan
with nationwide coverage



FOR MORE INFORMATION

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