



**<The Impact of the Media in Promoting Performance in Government Institutions and Its
Role in Enhancing Public Confidence>**

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Abstract

The media has become an essential component of modern governance, influencing public opinion, strengthening institutional accountability, and shaping citizens' perceptions of government performance. Through its agenda-setting and framing functions, the media contributes to evaluating government actions, enhancing transparency, and facilitating communication between public institutions and society. At the same time, media coverage has the potential to reinforce or weaken public confidence depending on the manner in which governmental activities are presented and interpreted.

This study examines the role of the media in promoting the performance of government institutions and its contribution to enhancing public confidence. Specifically, the research investigates the relationship between media portrayals of government institutions and citizens' perceptions of institutional performance, evaluates the influence of media framing on public trust, and identifies the principal factors affecting media representations of government organizations. The study also explores communication strategies that may strengthen cooperation between government institutions and media organizations while improving institutional transparency and accountability.

The study employed a quantitative research design based on a structured questionnaire administered to participants from government institutions in Jordan. Statistical techniques were used to examine the relationships among the study variables and to evaluate the proposed research hypotheses. The findings indicate that media communication plays a significant role in shaping public confidence, improving institutional accountability, and encouraging more effective government performance through greater transparency and public engagement. Furthermore,

constructive government-media relations were found to contribute positively to citizens' trust in public institutions.

The study concludes that effective media communication represents a strategic instrument for improving government performance and strengthening institutional legitimacy. It recommends that government agencies adopt proactive communication strategies, enhance transparency, utilize digital media more effectively, and establish sustainable partnerships with media organizations to reinforce public confidence and support good governance.

Keywords: Media; Government Performance; Public Confidence; Government Institutions; Media Framing; Government Communication; Jordan.

1. Introduction

The media has evolved into one of the most influential institutions in contemporary societies, serving as a fundamental channel for disseminating information, shaping public opinion, and influencing political discourse. Beyond its traditional informational role, the media has become an essential mechanism for evaluating government performance, promoting transparency, and strengthening accountability within public institutions. As communication technologies continue to advance and digital media platforms expand, the interaction between governments and citizens has become increasingly dependent on media communication, making the media a strategic component of modern public governance (Shahin, 2023).

Within democratic societies, the media performs several interconnected functions, including monitoring government activities, facilitating public debate, and acting as an intermediary between public institutions and citizens. Through these functions, media organizations contribute to

institutional accountability by informing the public about government policies, administrative decisions, and public service delivery. At the same time, this oversight role frequently creates tension between governments and media organizations, particularly when investigative reporting exposes institutional weaknesses or administrative shortcomings (Shahin, 2023; Clayman & Heritage, 2022).

One of the most significant mechanisms through which the media influences society is media framing. Framing refers to the selective presentation and emphasis of specific aspects of events while minimizing others, thereby shaping citizens' interpretations of political issues and government actions. Different framing strategies influence how responsibility is assigned for public problems, whether to government institutions, political leaders, or external circumstances. Consequently, media framing directly affects public evaluations of government effectiveness and significantly contributes to building or weakening public confidence in government institutions (Markov & Min, 2023; Boukes, 2022).

Previous empirical evidence indicates that increased media attention may positively influence government performance by enhancing transparency, encouraging institutional accountability, and reducing administrative inefficiency. Continuous media scrutiny creates incentives for public institutions to improve service quality, respond more effectively to citizens' concerns, and strengthen governance practices. Studies conducted in different national contexts have demonstrated that extensive media exposure contributes to better government responsiveness and improved institutional performance through greater public oversight (Dasgupta & Kapur, 2020; Clayman & Heritage, 2022).

Public confidence represents one of the most important indicators of institutional legitimacy and effective governance. Citizens' trust in government institutions is strongly influenced by the quality, credibility, and tone of media coverage. Balanced and objective reporting may reinforce public confidence by communicating institutional achievements and promoting transparency, whereas persistent negative or sensational reporting may reduce institutional credibility and weaken citizens' trust, regardless of actual government performance. Therefore, maintaining constructive communication between government institutions and media organizations has become increasingly important for sustaining public confidence and institutional legitimacy (Lilleker et al., 2021; Kulich et al., 2021).

Recognizing the growing influence of media communication, governments have increasingly adopted proactive communication strategies aimed at strengthening transparency, improving public engagement, and utilizing digital media platforms to communicate directly with citizens. Such strategies enable public institutions to disseminate accurate information, address misinformation promptly, and enhance organizational openness. These communication practices contribute not only to improving institutional performance but also to strengthening public trust through greater accountability and citizen participation (Kulich et al., 2021; Inzunza et al., 2022).

Despite the growing literature examining media influence, government performance, and public trust, empirical evidence integrating these three dimensions within the Jordanian public sector remains relatively limited. Most previous studies have investigated these variables separately rather than examining their combined relationships. Therefore, this study seeks to examine how media practices contribute to promoting government institutional performance and enhancing public confidence by providing empirical evidence that may support policymakers in developing

more effective communication strategies and strengthening institutional transparency within government organizations (Shahin, 2023; Clayman & Heritage, 2022; Kulich et al., 2021).

1.2 Problem Statement

Government institutions play a vital role in national development, public administration, and the delivery of essential services. However, public evaluation of these institutions is influenced not only by their actual performance but also by the way their activities are communicated through the media. As one of the primary sources of information for citizens, the media possesses considerable power to shape public perceptions of government institutions. Consequently, media coverage can either reinforce public confidence by highlighting institutional achievements or weaken trust through negative or biased representations of government performance.

Within democratic societies, the media performs several essential functions, including acting as a watchdog, setting the public agenda, and serving as an intermediary between governments and citizens (Shahin, 2023). Nevertheless, the relationship between government institutions and the media is frequently characterized by tension and conflicting interests, particularly when media organizations challenge government actions or when governments attempt to influence media narratives (Clayman & Heritage, 2022). Furthermore, organizational constraints, journalistic practices, and the pursuit of sensational news may significantly affect how government institutions are portrayed in the media (Brasil & Jones, 2020). Media framing, which emphasizes selected aspects of events while minimizing others, also plays a critical role in shaping public understanding of political issues and government performance (Markov & Min, 2023; Boukes, 2022).

Previous empirical studies have demonstrated that media exposure contributes to improving government performance by enhancing accountability and increasing public oversight. Research conducted by Dasgupta and Kapur (2020) found that greater media attention was associated with improved government responsiveness, while Clayman and Heritage (2022) reported that increased media scrutiny contributed to reducing corruption within local government institutions. In addition, scholars have emphasized that agenda-setting, media framing, and the tone of media coverage significantly influence citizens' trust in public institutions (Lilleker et al., 2021). Effective communication strategies based on transparency, proactive engagement, and the use of social media have also been recommended as mechanisms for strengthening cooperation between governments and the media while promoting greater public confidence (Kulich et al., 2021).

Despite the growing body of research examining media influence, government performance, and public trust, there remains limited empirical evidence explaining how these variables interact simultaneously within the Jordanian public sector. Existing studies have generally focused on isolated aspects of media influence without providing an integrated understanding of how media practices contribute to promoting institutional performance while simultaneously enhancing public confidence. Therefore, this study seeks to bridge this gap by examining the relationship between media representations, government institutional performance, and public confidence. The findings are expected to provide practical evidence that supports policymakers and government communication professionals in developing more effective communication strategies capable of strengthening transparency, accountability, institutional performance, and citizens' trust.

1.3 Research Objectives

The primary objective of this study is to examine the role of the media in promoting the performance of government institutions and its contribution to enhancing public confidence. To achieve this objective, the study addresses the following specific objectives:

1. To examine the relationship between media coverage of government institutions and the public's perception of government performance.
2. To investigate the influence of media framing strategies and the overall tone of media coverage on public confidence in government institutions.
3. To identify and analyze the key factors influencing media representations of government institutions, including political ideologies, journalistic practices, and media ownership structures.

1.4 Research Questions

Based on the research objectives, this study seeks to answer the following research questions:

1. What is the relationship between media coverage of government institutions and the public's perception of government performance?
2. How do media framing strategies and the overall tone of media coverage influence public confidence in government institutions?
3. What are the major factors influencing media representations of government institutions, particularly political ideologies, journalistic practices, and media ownership structures?

2. Literature Review

2.1 The Media and Government Institutional Performance

The media plays a central role in promoting accountability and improving the performance of government institutions by monitoring public administration, exposing institutional weaknesses, and encouraging transparency. Within democratic societies, media organizations function as watchdogs that monitor governmental activities and communicate institutional performance to citizens. Through continuous public scrutiny, governments become more responsive to public needs and more committed to improving service delivery.

Agenda-Setting Theory explains that media organizations influence public priorities by determining which governmental issues receive greater public attention (McCombs & Shaw, 1972; Maurer, 2022). Consequently, issues receiving intensive media coverage frequently become priorities for policymakers and public institutions. Likewise, Framing Theory suggests that media narratives shape citizens' understanding of governmental performance by emphasizing selected aspects of political events while minimizing others (Boukes, 2022). These theoretical perspectives collectively explain how media coverage contributes to evaluating governmental effectiveness.

Empirical evidence also supports this relationship. Dasgupta and Kapur (2020) demonstrated that increased media exposure contributed to improving governmental responsiveness and public service delivery, while Clayman and Heritage (2022) found that media scrutiny reduced corruption and strengthened accountability mechanisms within government institutions. These findings suggest that independent media functions as an external monitoring mechanism capable of encouraging institutional efficiency and improving administrative performance.

2.2 Media Framing and Public Confidence in Government

Public confidence in government institutions is strongly influenced by how governmental activities are presented in the media. Citizens often evaluate institutional performance through media reports rather than direct personal experience, making media framing an essential determinant of institutional legitimacy and public trust. Positive, balanced, and evidence-based reporting may strengthen citizens' confidence, whereas continuous negative or sensational coverage may weaken trust regardless of actual institutional performance.

Previous studies have identified several factors affecting media framing, including political ideology, editorial policies, journalistic practices, ownership structures, and commercial interests. Shahin (2023) argued that political and economic interests influence editorial decisions and shape governmental narratives. Similarly, Dasgupta and Kapur (2020) indicated that ownership concentration may reduce editorial independence and increase selective reporting. These factors collectively influence public perceptions regarding government transparency, accountability, and effectiveness.

Furthermore, Lilleker et al. (2021) reported that agenda-setting, issue framing, and media tone significantly influence citizens' confidence by shaping perceptions of government priorities and institutional responsiveness. Consequently, media organizations not only report governmental activities but also participate in constructing public evaluations of institutional performance.

2.3 Government Communication Strategies and Media Relations

Effective government communication has become an essential component of public administration in the digital era. Recent studies emphasize that transparent communication, timely information sharing, and proactive engagement with citizens significantly improve institutional credibility and strengthen public confidence. Governments that adopt open communication strategies are generally perceived as more accountable, responsive, and trustworthy.

The rapid expansion of social media has fundamentally transformed communication between governments and citizens. During the COVID-19 pandemic, Al-Dmour et al. (2020), Mansoor (2021), and Chen et al. (2020) demonstrated that government communication through digital platforms improved public awareness, encouraged citizen participation, and increased compliance with government policies. These findings indicate that social media has become an effective communication tool capable of strengthening transparency and enhancing public trust when utilized strategically.

Nevertheless, digital communication also presents significant challenges, including misinformation, political polarization, and declining confidence in traditional media. Potter (2022) emphasized the importance of media literacy and ethical journalism in addressing these challenges, while Kulich et al. (2021) recommended that government institutions adopt proactive communication strategies characterized by transparency, accessibility, and continuous engagement with both journalists and citizens. Such approaches contribute to improving institutional performance while reinforcing public confidence in government institutions.

3. Methodology

This study adopted a quantitative research methodology to examine the impact of media coverage on the performance of government institutions and its role in enhancing public confidence. The methodological framework was designed to provide reliable empirical evidence by systematically collecting and statistically analyzing quantitative data obtained from respondents in Jordan. The methodology addresses the study objectives through a structured research design, standardized data collection procedures, and appropriate statistical techniques.

3.1 Research Design

The study employed a **quantitative research approach** using a **cross-sectional survey design**. This approach was selected because it enables the statistical examination of relationships among the study variables, including media coverage, government institutional performance, and public confidence. Quantitative methods provide objective measurements that allow hypothesis testing and facilitate the identification of significant relationships between variables.

A cross-sectional survey was considered appropriate because it permits data to be collected from a representative sample at a single point in time, providing a comprehensive overview of respondents' perceptions, attitudes, and media consumption patterns. In addition, the survey approach enabled the researcher to collect self-reported information regarding participants' experiences and opinions concerning media performance and government institutions. The design also allowed comparisons across different demographic groups while remaining practical in terms of time and resources. However, because the study adopted a cross-sectional design, the findings describe associations between variables rather than establishing definitive causal relationships.

3.2 Population, Sampling, and Data Collection

The study was conducted in **Amman, Jordan**, where the target population consisted of representatives of government institutions together with members of the general public. A representative sampling procedure was employed to ensure adequate coverage of the study population and to improve the generalizability of the findings. The sampling strategy was developed to capture respondents with different demographic characteristics, media consumption patterns, and perceptions of government performance.

Primary data were collected using a **structured questionnaire** developed specifically to address the research objectives. The questionnaire measured the principal constructs of the study, including **public confidence, media impact on government performance, government–media relations, and strategies for enhancing media relations**. Standardized questionnaire items enabled consistent data collection across all respondents while improving the objectivity of the empirical analysis.

Before conducting the main survey, a **pilot study** was undertaken at the **University of Jordan** using participants who were not included in the final sample. The pilot study assessed the clarity, relevance, wording, and organization of the questionnaire and evaluated the practicality of the data collection process. Based on participant feedback, ambiguous questions were revised, unnecessary items were removed, and the overall questionnaire structure was refined. These modifications enhanced the clarity of the instrument and improved the efficiency of the main data collection process.

3.3 Measurement Instrument and Data Analysis

The reliability of the questionnaire was evaluated using **Cronbach's Alpha** to measure internal consistency. The reliability analysis demonstrated that all measurement scales exceeded the recommended threshold of 0.70, confirming satisfactory reliability. The Cronbach's Alpha coefficients were **0.866** for Public Confidence, **0.892** for Media Impact on Performance, **0.853** for Government–Media Relations, and **0.879** for Enhancing Media Relations. These results confirmed that the research instrument provided reliable and internally consistent measurements for all study variables.

The validity of the instrument was established through several complementary procedures. **Content validity** was ensured by designing questionnaire items that directly reflected the study objectives and research questions, while expert review was used to evaluate the appropriateness and comprehensiveness of the measurement items. **Face validity** was strengthened by ensuring that questionnaire items clearly represented the intended constructs and by providing respondents with clear instructions for completing the survey. These procedures increased confidence in the accuracy of the measurement instrument.

Following data collection, all responses were coded and analyzed using the **Statistical Package for the Social Sciences (SPSS)**. Descriptive statistics were used to summarize respondent characteristics and describe the principal study variables. Inferential statistical techniques, including **correlation analysis**, **multiple linear regression analysis**, and **analysis of variance (ANOVA)**, were employed to examine the relationships between the independent variables and the dependent variable (public confidence). In addition, diagnostic tests were conducted to verify that the statistical assumptions required for regression analysis were satisfied, thereby ensuring the robustness and validity of the empirical findings.

4. Results

The statistical analysis was conducted using the Statistical Package for the Social Sciences (SPSS) to examine the relationships among the study variables and test the proposed hypotheses. A total of **108 valid questionnaires** were included in the final analysis, representing a response rate of approximately **90%**, which indicates a satisfactory level of participation and supports the reliability of the study findings. The demographic characteristics of the respondents demonstrated

an appropriate representation of the target population, providing a reliable basis for subsequent statistical analyses.

Descriptive statistical analysis revealed generally positive perceptions regarding the principal study variables, including public confidence, media influence on government performance, government–media relations, and strategies for strengthening communication between government institutions and the media. The findings indicated that respondents generally agreed that effective media coverage contributes to enhancing transparency, institutional accountability, and the overall performance of government organizations. Similarly, positive media practices were perceived as important factors in strengthening public confidence in government institutions and improving citizens' perceptions of governmental effectiveness.

To examine the proposed relationships, multiple linear regression analysis was performed. The results demonstrated that the overall regression model was statistically significant and explained a substantial proportion of the variance in the dependent variable. Public confidence emerged as the strongest predictor of perceived government institutional performance ($\beta = 0.678$), followed by government–media relations ($\beta = 0.130$). Employee performance ($\beta = 0.052$) and media impact ($\beta = 0.049$) also exhibited positive and statistically significant effects, although their contributions were comparatively smaller. These findings indicate that stronger public confidence, effective communication between government institutions and the media, and constructive media practices collectively contribute to improving perceptions of government performance.

The hypothesis testing further confirmed that all proposed relationships were statistically significant, leading to the rejection of all null hypotheses. The results provide empirical evidence that media coverage plays a significant role in enhancing government institutional performance

through improved transparency, accountability, and communication with citizens. Furthermore, the findings demonstrate that effective government–media relations positively influence public confidence, reinforcing the importance of strategic communication in strengthening institutional legitimacy and public trust. Overall, the statistical model explained approximately **85.5%** of the variance in the dependent variable, indicating strong explanatory power and providing substantial empirical support for the proposed research framework.

5. Discussion

The findings of this study provide strong empirical evidence that media coverage plays a significant role in enhancing the performance of government institutions and strengthening public confidence. The statistical analysis demonstrated that all examined variables were positively associated with the dependent variable, confirming that effective media practices contribute to improved institutional performance, greater transparency, and stronger relationships between governments and citizens. These findings support the theoretical assumptions underlying Agenda-Setting Theory and Framing Theory, both of which suggest that media organizations influence how citizens perceive governmental priorities and institutional effectiveness.

One of the most significant findings is that **public confidence emerged as the strongest predictor of government institutional performance**. This result suggests that government institutions are more likely to achieve higher levels of effectiveness when citizens perceive them as transparent, accountable, and responsive to public needs. Public confidence therefore represents not only an outcome of effective governance but also an important factor that supports institutional legitimacy and long-term governmental performance.

The study also demonstrated that **government–media relations** have a statistically significant positive influence on institutional performance. Effective cooperation between government institutions and media organizations facilitates the dissemination of accurate information, reduces misinformation, and strengthens communication with the public. These findings are consistent with previous studies emphasizing that constructive relationships between governments and the media improve accountability, transparency, and public engagement while supporting more effective public administration.

Furthermore, the positive effects of **media influence** and **employee performance** indicate that institutional communication extends beyond external public relations. Professional media practices encourage higher organizational accountability, motivate public employees to improve service quality, and increase institutional responsiveness to citizens' expectations. Although these variables demonstrated comparatively smaller regression coefficients than public confidence, their statistically significant contributions highlight the multidimensional role of media in strengthening government performance.

Overall, the findings are broadly consistent with previous research indicating that responsible media coverage contributes to greater governmental transparency, improved institutional accountability, and enhanced public trust. However, this study extends the existing literature by integrating media influence, government performance, and public confidence within a single analytical framework in the Jordanian context. By simultaneously examining these interrelated constructs, the study provides a more comprehensive understanding of how strategic media communication contributes to institutional effectiveness and public confidence, thereby offering

practical implications for policymakers, government agencies, and media organizations seeking to strengthen democratic governance and public trust.

6. Conclusion

This study examined the impact of media coverage on the performance of government institutions and its role in enhancing public confidence within the Jordanian context. Using a quantitative research approach and statistical analysis, the findings demonstrated that media practices play a significant role in improving government institutional performance, strengthening transparency, enhancing accountability, and increasing citizens' confidence in public institutions. The empirical results confirmed that the relationships among the study variables were statistically significant, supporting the proposed conceptual framework and achieving the research objectives.

Among the examined variables, **public confidence** was identified as the strongest predictor of perceived government institutional performance, followed by **government–media relations**, while **media influence** and **employee performance** also contributed positively to the overall model. These findings highlight the importance of adopting transparent communication strategies and strengthening cooperation between government institutions and media organizations to improve institutional effectiveness and public trust.

The study contributes to the existing body of knowledge by integrating media influence, government institutional performance, and public confidence into a single analytical framework. Unlike many previous studies that examined these concepts independently, this research provides empirical evidence of their interconnected relationships within Jordan, offering valuable insights

for researchers, policymakers, and government institutions seeking to improve public communication and institutional performance.

Based on the findings, the study recommends that government institutions strengthen strategic communication with both traditional and digital media, promote transparency through timely dissemination of accurate information, and support professional media practices that encourage accountability and constructive public engagement. Future research may extend this work by examining additional factors such as digital media transformation, artificial intelligence in government communication, or comparative analyses across different countries to provide broader insights into the relationship between media and public governance.

7. Recommendations

Based on the findings of this study, several practical recommendations are proposed to enhance the role of the media in improving government institutional performance and strengthening public confidence.

First, government institutions should adopt comprehensive communication strategies that emphasize transparency, timely dissemination of accurate information, and continuous engagement with citizens through both traditional and digital media platforms. Such strategies can improve institutional credibility and foster stronger public trust.

Second, stronger institutional cooperation should be established between government agencies and media organizations to facilitate the exchange of reliable information, enhance public awareness, and reduce the spread of misinformation. Building professional partnerships between public

institutions and media outlets can contribute to more effective communication during both routine governmental activities and periods of crisis.

Third, media organizations should continue to uphold the principles of professional journalism by ensuring objectivity, accuracy, impartiality, and ethical reporting. Balanced media coverage can strengthen institutional accountability while promoting constructive public dialogue and increasing citizens' confidence in government institutions.

Fourth, government institutions should invest in continuous training programs for public officials and communication specialists to improve strategic communication skills, media engagement, and crisis communication capabilities. Such initiatives can enhance institutional responsiveness and improve relationships with both journalists and the public.

Finally, future research should expand the scope of investigation by examining the influence of emerging communication technologies, artificial intelligence, and digital media platforms on government performance and public confidence. Comparative studies across different countries and governmental systems are also recommended to provide broader empirical evidence regarding the evolving relationship between media and public governance.

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