



جامعة عمان الأهلية
Al-Ahliyya Amman University



Investing in Youth: Demographic Dividend and Employment Opportunity: The case of Jordan



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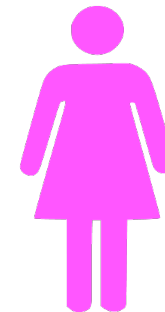
Introduction



10,474,681 inhabitants in The Hashemite Kingdom of Jordan



50.65% male



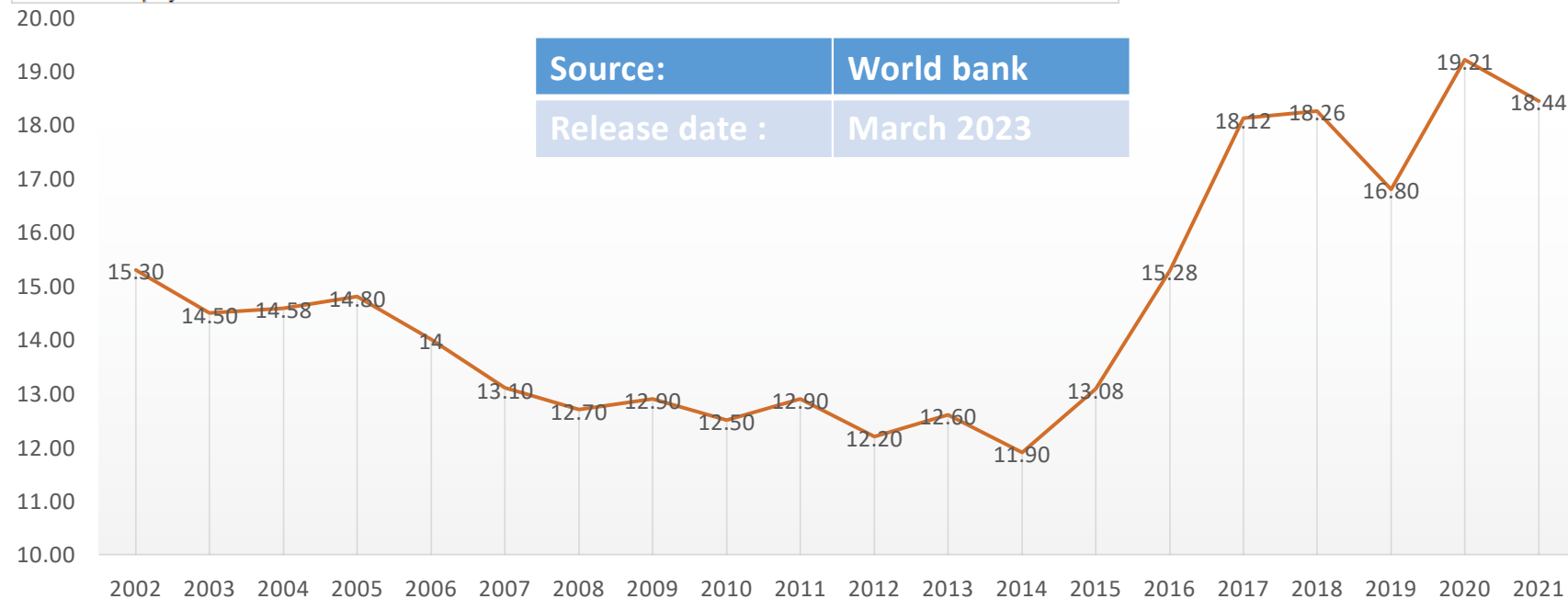
49.35%

**Jordan has one of the youngest populations in the world,
with 63% of its population under the age of 30.**

The unemployment rate in Jordan decreased by 0.8 percentage points since the previous year. In total, the unemployment rate declined to 18.44 percent in 2021. Over the observed period, the unemployment rate has been subject to fluctuation.

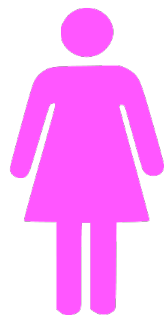
Unemployment rate in Jordan 2021

Jordan: Unemployment rate from 2002 to 2021

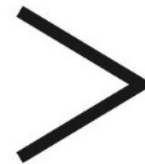




The Unemployment Rate for males has reached 20.5% during the first quarter of 2022 against (31.5) for females; the Unemployment Rate for males has decreased by 3.7 percentage points while it has increased by 3.0 percentage points for females compared with the first quarter of 2021.



31.5%



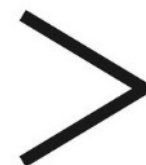
20.5% male



Demographic Dividend, which is expected to reach its peak in 2040



(15-64 years)



Under 15 and Over 64

The demographic dividend starts when The working age population (15-64 years) significantly exceeds the percentage of the dependent population (under 15 and over 64)



Covid-19 impact on employment :

- The Defense Law provided protection for employees and workers throughout the Corona epidemic within the Defense Law No. 13 of 1992, which Jordan resorted to during the Corona pandemic.
- The Defense Law, which was applied in its narrowest form without affecting private property, provided important tools for the government to manage the affairs of citizens' lives, protect workers, preserve their health, safety, and source of livelihood, and spare them the scourge of the epidemic.





Sources and methods

| | |
|--------------------------------|---|
| Time frame for Analysis | 1 December 2020 -19 January 2023 |
| Aims of Research | Analyzing the themes and topics, lexicon of online conversation to produce valuable and actionable recommendations. |
| Analyzed Channels | Twitter |
| Depth of Analysis | Manual/ 1,864 conversations were analyzed |
| Languages Analyzed | Arabic and English |
| Coding Sentiment | Manual |
| Spam/bot filter | Manual |



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| Analysis

Post type by share of coverage



1,634
Retweet

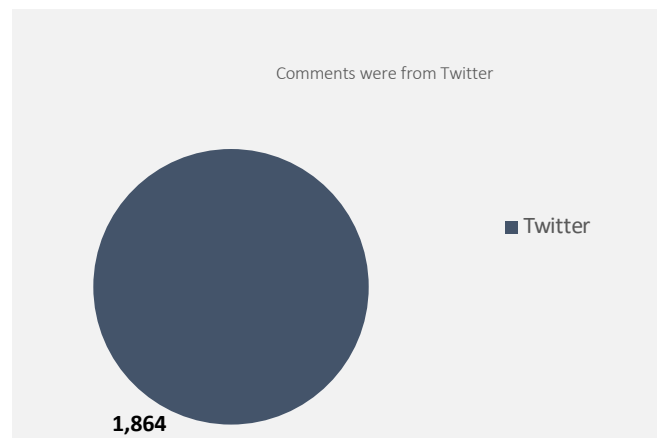


230
Tweets



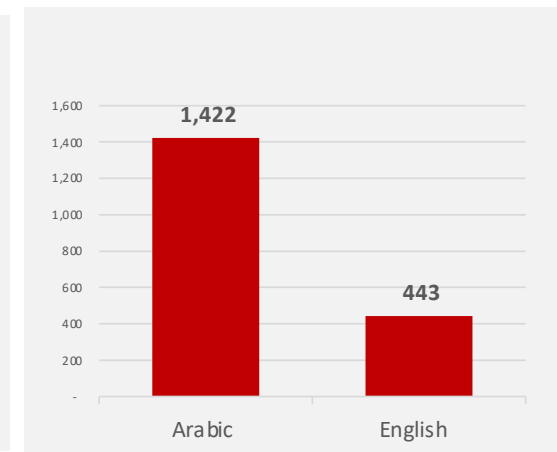
4,121
like

Share of coverage by media type



- 100% of the commentary analyzed was from twitter alone

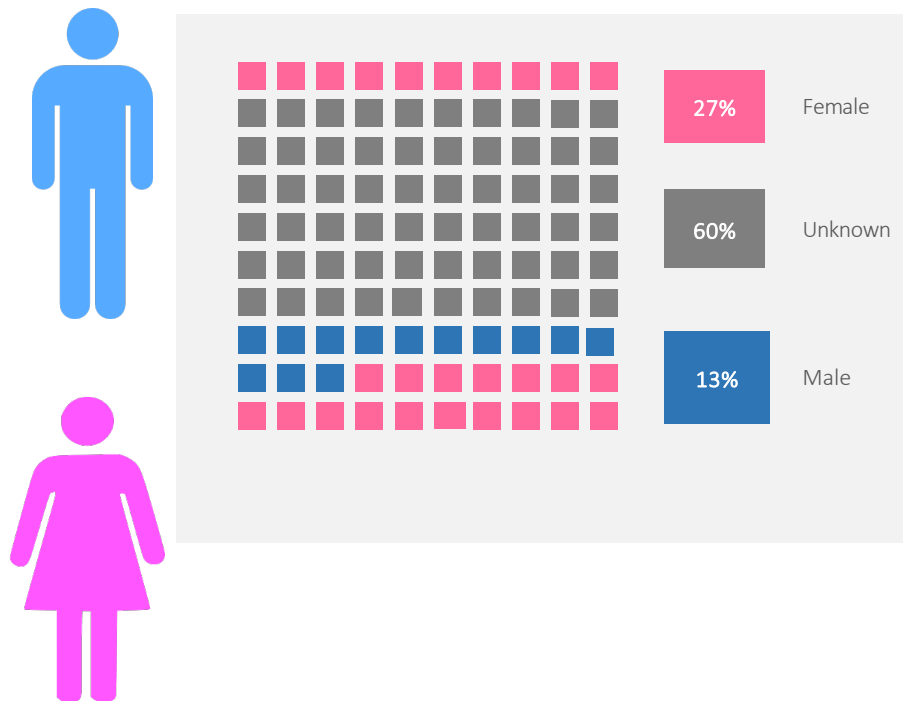
Language covered



- 81% of the comments were in the Arabic language their interpretations were made use of throughout this presentation.
- 19% of the comments or posts were in the English language mostly from news agencies or other organizations.

Most of the commentary came from texts alone especially those from individuals and were retweeted and shared several hundred times as these posts credibility were closer to the public than posts that were posted on social media through news agencies or other organizations.

Gender Split

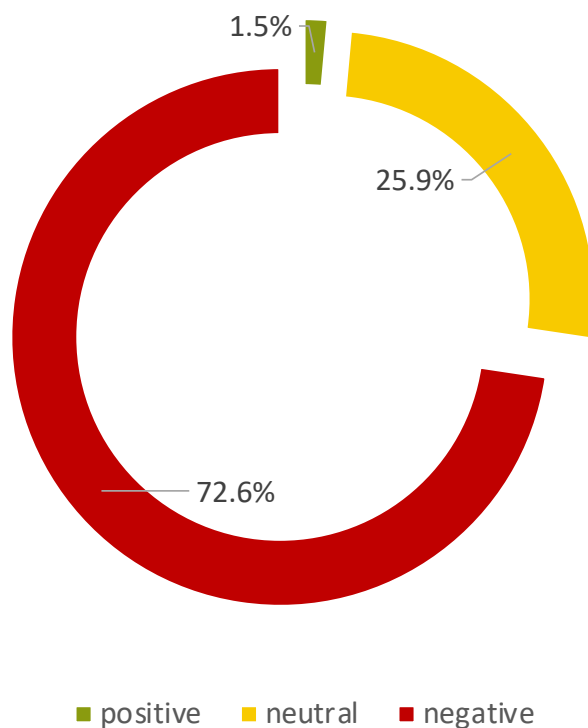


Analysis

- **Unknown** commentary of 60% was tweeted by news agencies or by governmental and non-governmental aided organizations.
- The percentage of **male** users were 13% most comments were concerned with unemployment in Jordan within degree holders from engineers and also unemployment has taken its toll on Medical and administrative experienced Jordanian individuals.
- The percentage of **female** users were 65% from users who Tweeted about the unemployment rate for woman that exceeded males unemployment rate, Saudi Arabian women tweeted in concern of Jordanians acquiring Job opportunities in Saudi Arabia.



Twitter: Sentiment Percentage



Analysis

The percentage of neutral comments is **25.9%**

Neutral comments concentrated on the following topics:

1. His Majesty King Abdullah II stresses the importance of textile industrial sector (knitwear), and its main contribution to the development of the national economy and the provision of job opportunities.
2. Partnership to create employment and entrepreneurship opportunities within millions of dollars between Italy and for investment and trade, Egypt, UAE, and Bahrain.
3. Employment opportunities post-covid19 recovery to help safeguard world heritage sites, like Petra and Um- Qais.
4. Employment opportunities for refugees from WFP and Jordan Minister of Youth Syrian and Zaatri camps.

The percentage of negative comments is **72.6**

Negative comments concentrated on the following topics:

1. Users want immigrants, such as refugees to not be able to work legally in Jordan.
2. Opportunities are limited to certain degree holders, a chemical engineer tweeted that her profession and training could not be applied through employment.



Negative example posts:

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Opportunities are limited to certain degree holders, a chemical engineer tweeted that her profession and training could not be applied through employment



Widening gap between the outputs of medical graduates and the needs of the labor market tweeted a neurologist and retweeted 21 times

Since there is trinity of oppression, unemployment, poverty and inflation, Prime minister in Jordan words of redefining relationship with the state was approached negatively



Neutral example posts:



UNESCO @UNESCO #Education #Sciences #Culture

#COVID19 has brought the world to a standstill, impacting our #WorldHeritage sites across the globe.

In #Jordan, we created employment opportunities for the most vulnerable to help safeguard the World Heritage site Petra & #LeaveNoOneBehind. on.unesco.org/37X1cz0



Employment opportunities post-covid19 recovery to help safe guard world heritage sites.

8:05 AM · Nov 3, 2020

31 Retweets 4 Quote Tweets 168 Likes



World Food Programme @WFP

Empowering women is one of WFP's main priorities. In Jordan, @WFP_Jordan is helping women achieve food security through targeted programmes providing them:

- Training
- Employment
- Equal opportunities
- Cash



7:47 PM · Au

38 Retweets

Empowering Woman helps achieve food security through programs tweeted by the world food program and retweeted by 38 others.



Reuters Pictures @reuterspictures

People demanding more employment opportunities march from Aqaba, Jordan, and more photos of the day: reut.rs/2T5r4S8 Muhammad Hamed



4:39 PM · Feb 22, 2019

2 Retweets

People demanding more employment opportunities march from Aqaba, Jordan



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Post examples of positive sentiment:



طارق الصمادي
@tareq_basem

لاردن صح فيها فساد وفيها بطاله بس اطيب من شعبيها ما في جرب فوت الكرك وقول
نك ضيف وشوف الذبايح جرب اطلب فزعة السلطيه جرب زور جرش وشوف الكرم
الطيب جرب شوف فزعة العجلونيه جرب شو كرم وتاريخ اهل مادبا زور اريد وشم
نواها وشوف عشائرها اهل الزعامه كل الاردن هيك واكثر هاي هي عشائرتنا

[Translate Tweet](#)

6:19 PM · Jul 27, 2021

8 Retweets 2 Quote Tweets 80 Likes

Corruption and unemployment evident in Jordan, Yet peoples generosity, goodness and nobility is more evident



Helen Clark
@HelenClarkNZ

Replying to @UNDPJordan @ItalyinJordan and 9 others

Great to see this #Italy 🇮🇹 partnership with @UNDPJordan to support work opportunities for vulnerable Jordanians & for #refugees in #Jordan 🇬🇪 in these very challenging times. @SimaBahous @ItalyinNZ @JoannaHeslop @LucStevensBKK

1:50 AM · Jul 2, 2020

6 Retweets 15 Likes

Partnership to create employment and entrepreneurship opportunities within million of dollars between Italy & Jordan for vulnerable Jordanians & for refugees



Roberto Valent
@RobertoValentUN

Replying to @UNDPJordan @ItalyinJordan and 9 others

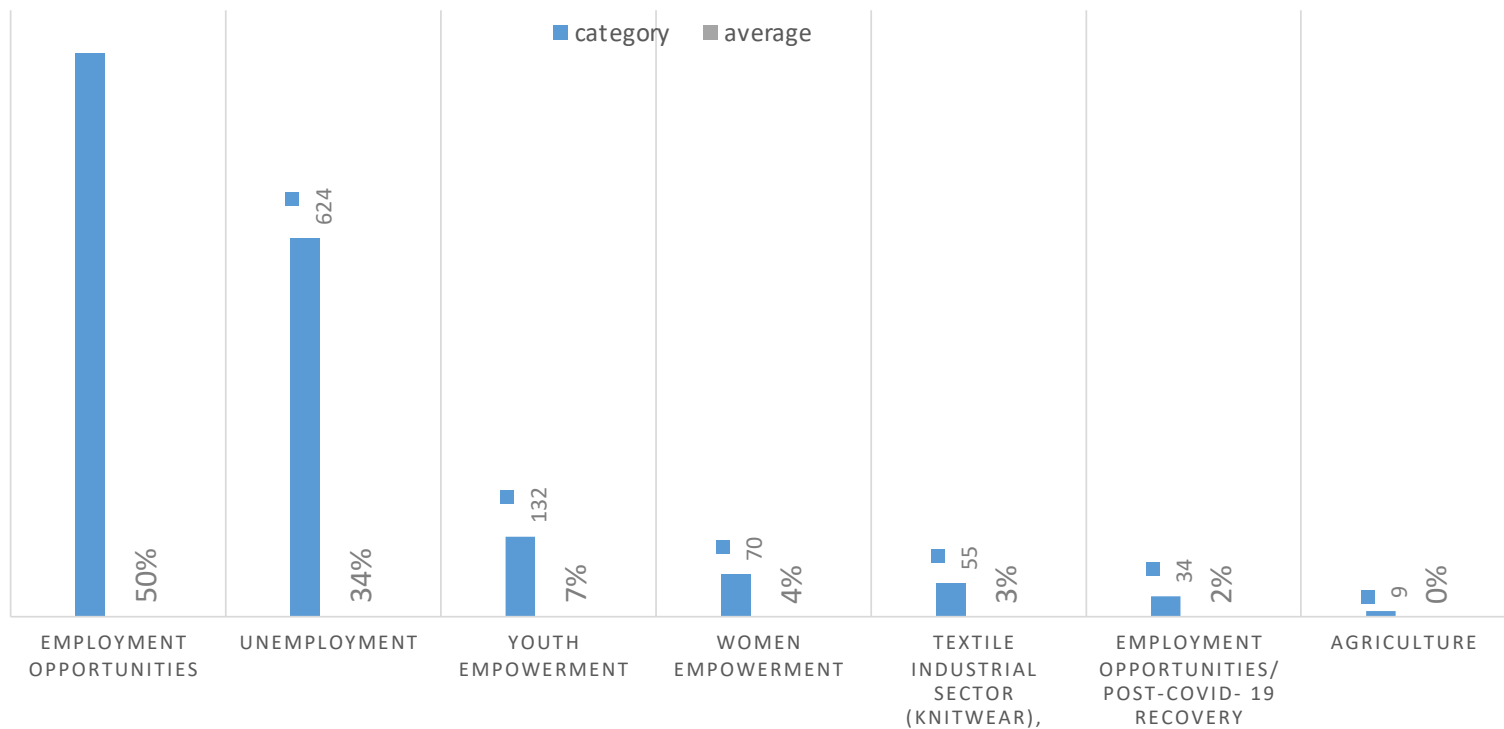
Very well done Sara and great generosity from Italy 🇮🇹. Economic empowerment is central to propel resilience, self-reliance and dignity

1:30 AM · Jul 2, 2020 from Ciudad Autónoma de Buenos Aires, Argentina

2 Retweets 6 Likes



Percentage according to categories/ Quantative





Most prominent subjects:

Analysis according to categories

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| Subject | Analysis |
|--------------------------|--|
| Employment opportunities | <p>930 comments were in favor of employment opportunities, tweets and commentary were mostly from governmental and non-governmental aided organizations. Retweets from different users focused on creating better jobs for young people in fragile regions and retweeting princess Somaya tweet concerning creating better opportunities that are worthy for talented people. Negative commentary came from a Saudi Arabian women who tweeted in concern of Jordanians acquiring Job opportunities posted for Jordanians as a Saudi aid for advocating against unemployment in Jordan and was retweeted 642 times.</p> |



Analysis according to categories

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| Subject | Analysis |
|--------------|--|
| Unemployment | <p>Negative tweets concerning independence day saying that there is a lot of focal points that need to be addressed lack of health insurance, education, Jordan's infrastructure and concerning unemployment rates, saying that half of the citizens are below the poverty line. Users also retweeted a tweet concerning custom duties that are imposed to increase revenues or to protect local industries, yet the users neglect that such customs should be imposed on local manufactures, as it is felt that it advocates unemployment and an abandonment of local industries.</p> |



Qualitative Metrics

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Analysis according to categories

| Subject | Analysis |
|-------------------|---|
| Youth empowerment | 132 comments were concerning the cause of youth empowerment, some tweets concentrated on initiatives including innovation and technology in solving youth realization issues and cooperation between the private and general sector to generate new economic opportunities, opposing comments, felt that these statements and initiatives were made for media consumption, with the absence of the youths voice, in addition a user's comment worried about artificial intelligence and the role it will play in the declining rates of youth employment. |



Qualitative Metrics

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Analysis according to categories

| Subject | Analysis |
|-------------------|--|
| Woman Empowerment | <p>Woman empowerment was advocated through Unicef, World food program, Un Woman Jordan, Jordan ministry of Jordan development and Italian agency for development cooperation, yet users retweeted that Women's unemployment in 2020 reached 33.6% due to the lack of support services and safe work environment under the hash tag (#أنا_امرأة_في_الأردن).</p> |




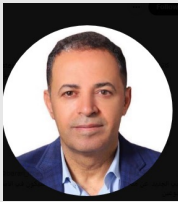
Sentiment according to categories

| Category | Sentiment | Example | Link |
|--------------------------|--|---|---|
| Employment opportunities | <p>Positive Neutral Negative</p> <p>2% 37% 61%</p> | Be honest! Why don't we enforce the law that makes it illegal to hire people who immigrated illegally. Less employment opportunities = less illegal immigration. As long as we have two signs up: Help Wanted and Keep Out just doesn't work! The truth, we like the cheap labor. | https://twitter.com/_karenno/ble/status/1628895057460998147 |
| Unemployment | <p>2% 5% 93%</p> | مصنع العقبة لا يعمل فيه أي أردني، هيك بصرح مدير منطقة العقبة الاقتصادية... طبيب بالله عليكم معقول هالحكي، ليش ما فيه ولا أردني مش الأصل يكونوا كلهم ولاد بلد... وينحكي ليه في بطالة في الأردن ؟؟؟؟؟ #خليك مع الأردن | https://twitter.com/yara1976/status/1329049908578496513 |
| Youth Empowerment | <p>55% 12% 33%</p> | وزير الشباب النابلسي : أولويتنا تمكين #الشباب الأردني 😊😊😊 شكروا ما يدري انه الشباب الاردني يشتغلوا مياومة بالقهاوي 🤖 .. وعاليسطات يوم دوام وعشرة لا | https://twitter.com/9rcrwPUXB9gzRkb/status/1582960760971399168 |
| Woman Empowerment | <p>73% 27%</p> | Bridge. Outsource. Transform. The B.O.T platform, which is part of UNICEF's 'Digital Skills for A Better Future Programme', connects vulnerable youth, and especially women, in #Jordan with digital micro-employment opportunities. | https://twitter.com/UNICEFJordan/status/1506649269062803463 |



Influencers:

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| Photo | User | Followers | Interactions | City | URL | Sentiment |
|---|----------------|-----------|--------------|---------------------------------|---|-----------|
|  | @bnouf13 | 24,600 | 1,297 | Saudi Arabia | https://twitter.com/bnouf13 | Negative |
|  | @Ayat_Alhajjaj | 659 | 291 | N/A | https://twitter.com/Ayat_Alhajjaj | Negative |
|  | @amershowbaki | 23,156 | 270 | The Hashemite Kingdom of Jordan | https://twitter.com/amershowbaki | Negative |
|  | @barari_hassan | 40,854 | 214 | The Hashemite Kingdom of Jordan | https://twitter.com/barari_hassan | Negative |



The posts which received the most interactions: Trending posts



Focal points that need to be addressed lack of health insurance, education, Jordan's infrastructure and concerning unemployment rates.



custom duties that are imposed to increase revenues or to protect local industries, yet the users neglect that such customs should be imposed on local manufactures, as it is felt that it advocates unemployment and an abandonment of local industries





| Main Results



Main results

Highlighting youth participation in Jordan and their engagement, conversations were analyzed with the aim of generating ideas and recommendation:

1. Users felt that there is a widened gap between the outputs of higher education and the needs of the labor market.
2. Users felt that job opportunities should be a monopoly to Jordanian citizens, similarly foreign commentary opposed Jordanian national acquiring job opportunities in the gulf region.
3. Users felt that oppression, unemployment, poverty and inflation is evident in Jordan, Yet peoples generosity, goodness and nobility is more evident.
4. Commentary concerning Covid19 and unemployment was scarce as the Defense Law No. 13 was applied to protect their occupations, with only 2% of the commentary.



Muhammad Al-Asmar worked in a tiring and arduous work condition to Graduate as an accountant from a Jordanian University with a GPA average of very good.



Recommendations



Recommendations:

This social listening of Investing in Youth: Demographic Dividend and Employment Opportunity in The Hashemite kingdom of Jordan has been valuable as it has allowed us to test our hypotheses and supporting statements. From our social listening, some areas to explore:

- 1. Notably matching educational outputs to labor market needs.**
- 2. Investing in youth entrepreneurial skills.**
- 3. Addressing socioeconomic inequalities and vulnerabilities**
- 4. Making a real change in gender equality and Woman's empowerment**



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