



The Jordanian Digital Interaction regarding the Resignation of the Labor Minister Khaled Al- Bakkar

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1. The Executive Summary

On June 28th, 2026, the Jordanian Prime Minister Jafar Hassan asked the Labor Minister Khaled Al-Bakkar to submit his resignation; against the backdrop of a conflict-of-interest case involving government tenders submitted by the Labor Minister's son, one of which was awarded while the rest were not. The decision was based on the code of conduct signed by ministers upon their appointment, and it coincided with the Ministry of Health's declaration that a contract with a cleaning service company owned by the minister's son and his partners was terminated.

This report monitors the Jordanian digital discourse surrounding the case from June 28 to July 20, 2026, spanning from the date the Prime Minister requested the Minister of Labor's resignation to approximately one week after the issuance of the Royal Decree. The report analyzes over 153,000 interactions, with a potential reach exceeding 575 million.

In terms of temporal distribution, the public did not interact with the moment the internal decision was made (June 28) as much as they did with the moment of its media disclosure (July 2–3), which recorded the absolute peak of the discussion. As for the peak of official resolution, the issuance of the Royal Decree on July 14, the Jordanian digital engagement was noticeably lower in volume than during the initial disclosure peak. This indicates that public interest was driven more by the dynamics of disclosure and the new details than by following the procedural and constitutional course of the case. Following the issuance of the Royal Decree, the discussion declined almost completely, meaning that the official decision marked an effective closing point for the case within the digital space.

In terms of sentiment trends, the sentiment analysis revealed a clear dominance of neutral content (77.3%), compared to 17.1% negative and only 5.5% positive. However, this distribution does not necessarily reflect the public's actual stance, as it is evident that a large portion of this "neutrality" stems from the predominantly news-driven nature of the discussion. Meanwhile, another portion of non-news content was likely framed by Jordanian digital users using cautious and coded language to avoid potential legal repercussions under the legislative frameworks



governing digital publishing in Jordan. Hence, this suggests that the apparent neutrality may conceal underlying positions that are far more pronounced than the raw numbers show.

In terms of discussion content, the Jordanian digital public largely adopted the official framing of the case, with the term "conflict of interest" emerging as the most frequently used phrase. This demonstrates an implicit distinction made by the public between this concept and "corruption" as a defined crime.

Moreover, a significant portion of the discussion moved beyond the individual incident, calling for permanent institutional reform to regulate the conduct of ministers in general. This was evidenced by a notable presence of phrases related to a "framework for regulating ministerial work" and updating rules and regulations. The repeated appearance of the phrase "the minister's son" among the top terms was also observed, signaling public focus on the connection between a minister's official position and the financial benefit of those close to him.

Overall, the findings of this report indicate that Jordanian digital engagement with government accountability issues tends to correlate them with previous contexts and with broader demands for institutional reform.

2. Background and Context

On June 28, 2026, Jordanian Prime Minister Dr. Jafar Hassan requested Minister of Labor Khaled Al-Bakkar to submit his resignation following a conflict-of-interest issue related to government tenders submitted by the minister's son, one of which was awarded while the rest were not¹. A government source clarified that the decision was based on the Code of Conduct signed by ministers upon assuming their duties, which obligates them to avoid conflicts of interest². The resignation request came while the Prime Minister was out of the country, and the resignation was officially submitted to Deputy Prime Minister and Minister of Foreign Affairs

¹ الجزيرة نت، "تضارب مصالح في عطاءات حكومية يطيح بوزير العمل الأردني خالد البكار"، ٢ تموز ٢٠٢٦.

<https://www.aljazeera.net/news/2026/7/2/تضارب-مصالح-في-عطاءات-حكومية-يطيح>

² قناة المملكة، "مصدر حكومي: رئيس الوزراء يطلب استقالة وزير العمل بسبب تضارب مصالح"، ٢ تموز ٢٠٢٦.

<https://www.almamlakatv.com/news/203634>



Ayman Safadi in his capacity as Acting Prime Minister³. In the same context, the Minister of Health announced the termination of a contract between the Ministry of Health and a cleaning services company owned by Minister Al-Bakkar's son and his partners⁴. Minister of Transport Nidal Mardi Abdullah Al-Qatamin was assigned to manage the Ministry of Labor in an acting capacity until the Royal Decree was issued on July 14, 2026, appointing him as Minister of Transport and Minister of Labor, and formally accepting Al-Bakkar's resignation from his position as of that date⁵.

The case sparked widespread engagement across political, parliamentary, and public media, particularly as it coincided with parallel legislative discussions on the draft Social Security Law and the Local Administration Law. The discussion further expanded to cover other related issues, a dynamic that prominently featured in Jordanian digital interactions and is examined in this report⁶.

3. Methodology

This report falls within the framework of digital listening methodology, which relies on monitoring and analyzing public digital discussions across online platforms using both quantitative and qualitative methods. Specifically, the report targets the Jordanian digital discourse surrounding the resignation of Labor Minister Khalid Al-Bakkar. This encompasses posts, tweets, news articles, and comments published across various digital platforms and Jordanian websites, including X (formerly Twitter), Facebook, Instagram, news outlets, blogs, and other online venues.

The report relies on the analysis of quantitative data obtained through the digital listening tool, alongside a qualitative analysis of the prevailing content and narratives.

³ "خبرني،" البكار يخرج عن صمته: ما زلت وزيراً للعمل

<https://www.khaberni.com/news/825507>

⁴ الجزيرة نت، مصدر سابق

⁵ [إرادة ملكية بالموافقة على إجراء تعديل على حكومة الدكتور حسان - الديوان الملكي الهاشمي](#)، ١٤ تموز ٢٠٢٦ (نص رسمي)

⁶ الشرق الأوسط، "الأردن: تساؤلات عن استقالة وزير العمل ودستورية نفاذها"، ٢ تموز ٢٠٢٦

<https://aawsat.com/5292437/العالم-العربي/المشرق-العربي>

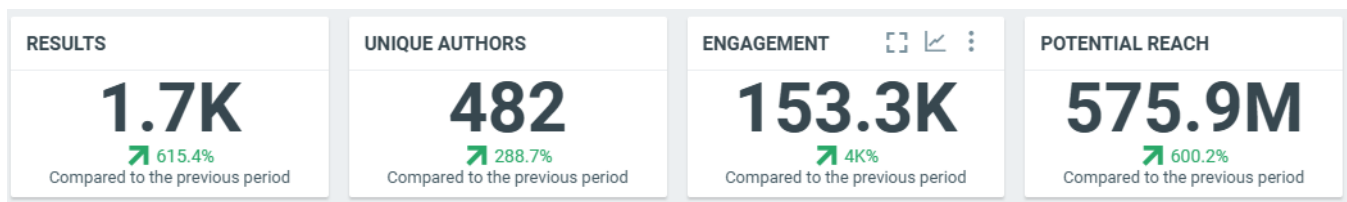
Operational Definitions:

- **Results (Total Volume):** The total number of posts originating from Jordanian accounts tracked within the search query and the specified timeframe.
- **Unique Authors:** The number of distinct Jordanian accounts that produced the monitored content.
- **Engagement:** The total number of likes, comments, and shares on the tracked posts.
- **Potential Reach:** The estimated number of users in Jordan who were exposed to the monitored content.

It should be noted that the sample size monitored in this report may appear limited when compared to the broader public digital debate surrounding accountability issues in Jordan. However, these data represent a representative sample provided by the digital listening tool within the query parameters and the timeframe established for this report. The results do not include private accounts, restricted content, or deleted posts, owing to privacy policies and variations in the tool's data collection capabilities across different platforms.

Therefore, these findings should be interpreted as an analytical indicator of prevailing trends within the public digital space regarding the resignation of the Labor Minister Khaled Al-Bakkar, rather than an exhaustive census of all digital discussions on the matter.

4. Overall Quantitative Findings



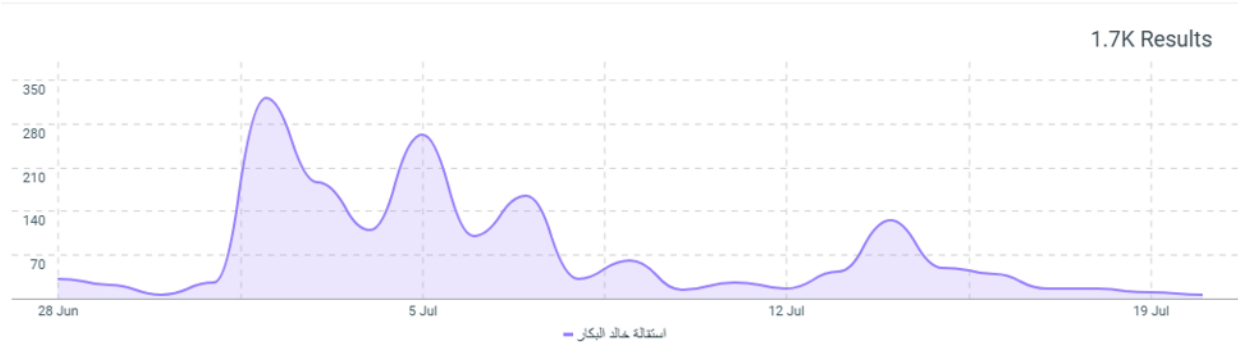
During the period from June 28 to July 20, 2026, the total number of tracked posts reached approximately 1,700, originating from 483 distinct Jordanian users. These posts generated a total engagement of around 153.3 thousand interactions, with a potential reach exceeding 575.9 million. These figures demonstrate a sharp spike compared to the preceding period (a 615.8% increase in post volume, 289.5% in



unique authors, nearly 4,000% in overall engagement, and 600.2% in potential reach), reflecting that public discussion on the issue was virtually nonexistent before its emergence.

5. Temporal Distribution of the Discourse

RESULTS OVER TIME



Tracing the timeline of the discussion over time, when compared to the actual sequence of events as reported by news sources, reveals distinct phases that can be interpreted as follows:

5.1. Phase One: Limited Discussion (Jun 28–30)

Although the resignation request was made by Prime Minister Jafar Hassan on June 28, according to government sources, the graph shows limited discussion during these three days (fewer than 50 posts per day). This illustrates that the decision remained an internal matter at this stage and was not widely covered by the media.

5.2. Phase Two: Peak Media Coverage (July 1–3)

The curve ascends sharply to reach its absolute peak on July 2–3 (exceeding 350 posts). This timing coincides with the moment Jordanian media outlets broadly covered the news, as several news platforms reported on Thursday, July 2, citing a government source on the details of the resignation request, linking it to a conflict-of-interest issue involving government tenders submitted by the minister's son. This peak indicates that the broader public engagement corresponded with the official announcement and clarification of the decision's background, rather than the moment the decision was actually made days prior.



5.3. Phase Three: Secondary Peak (July 5)

A second, less intense peak (around 280 posts) concurred with the persistent coverage of additional details, including the Ministry of Health's announcement regarding the termination of a contract with a cleaning services company owned by the minister's son. This was further amplified as the discussion among Jordanians broadened to question whether similar standards apply to other cases. Thus, this phase reflects an expansion in the scope of the discourse, shifting from a focus on a single, specific event to framing it as an example within a broader

5.4. Phase Four: Declining Fluctuation (July 6–9)

A smaller fluctuation between two downward trends coincides with subsequent statements by Minister Al-Bakkar, in which he clarified that he constitutionally remains in his position until the necessary Royal Decree is issued for the resignation to take effect. This clarification partially reactivated the discussion without reaching the intensity of the initial peak, as it was primarily a procedural explanation.

5.5. Phase Five: Waiting Period (July 10–13)

A notable decline in discussion volume (fewer than 70 posts per day), marking a transitional period between the initial media coverage and the issuance of the final constitutional decision. During this time, the inflow of new information regarding the case subsided.

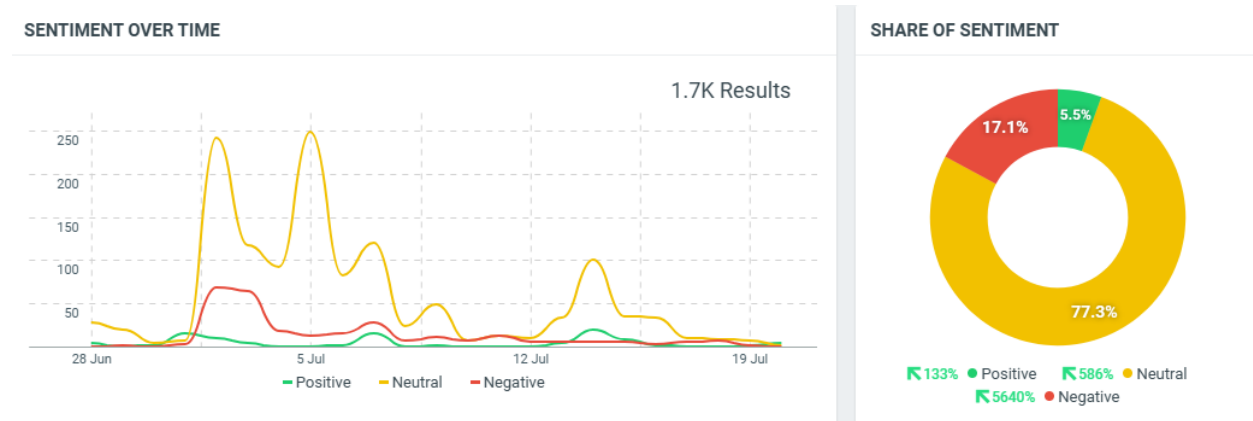
5.6. Phase Six: Peak of Official Resolution (July 14–15)

A final, relatively smaller peak (around 140 posts) coincides with the issuance of the Royal Decree officially approving the acceptance of Al-Bakkar's resignation and appointing Nidal Al-Qatamin as Minister of Transport and Labor. Notably, despite its constitutional significance as the moment that procedurally concluded the issue, this peak was smaller in volume than the initial media coverage peak. This can likely be explained by the fact that the official announcement was largely anticipated after two weeks of public discussion surrounding the matter.

5.7. Phase Seven: Decline of Discussion (July 16–20)

A notable decline in discussion volume immediately following the issuance of the Royal Decree, indicating that the official decision served as an effective closing point for the public discussion surrounding the issue within the monitored period.

6. Sentiment Trends



According to automated classification, the sentiment distribution during the monitoring period was as follows: Neutral 77.3%, Negative 17.1%, and Positive 5.5%.

As detailed in the methodology section, this distribution must be interpreted with greater nuance. The high percentage of "Neutral" content primarily reflects the news-driven nature of the discussion. Theme analysis generated by the tool indicates that a significant portion of the monitored content consisted of news reporting from various outlets such as Ammon News, Roya News, A One TV, AlMamlaka TV, and others, covering the details of the case and its associated investigations. This included coverage of the resignation request, the urgent decree issued by the government to regulate ministerial conduct and prevent conflicts of interest, and the assignment of Nidal Al-Qatamin to manage the Ministry of Labor.

On the other hand, the heavy presence of news content does not imply the absence of a clear Jordanian public stance on the issue. A portion of the non-news content was likely phrased in cautious or indirect language, leading to its automated classification as neutral despite holding an implicit stance.

This tendency toward caution can be attributed to the sensitive nature of the case, as it involves specific official figures, alongside the legal frameworks governing digital publishing in Jordan (such as the Cybercrime Law), a contextual factor that should be taken into account when interpreting any digital discussion concerning sensitive government affairs or figures. This elucidation is supported by the thematic analysis results, which indicate that several users expressed widespread dissatisfaction and made explicit demands for accountability using a cautious, diplomatic tone, causing a portion of this content to be automatically categorized as neutral.

Furthermore, a deeper examination of the "Negative" category (17.1%) reveals that it does not necessarily denote a negative stance toward Minister Al-Bakkar personally. Rather, the thematic analysis shows that a significant portion of this content carries a dual character: direct criticism related to the tender incident at hand, alongside a broader demand directed at the government to enforce similar accountability standards across other cases.

The sentiment trend over time shows that neutral content almost completely dominated the discussion throughout the monitoring period, aligning with the predominant news coverage. Meanwhile, negative content reached its peak during the initial media coverage surge (July 2–3), concurring with the announcement regarding the conflict-of-interest background behind the decision. It then gradually declined during subsequent waves (July 5, and July 14–15 with the issuance of the Royal Decree), without at any point approaching the volume of neutral content. Positive content remained marginal throughout the monitored period, though it recorded the highest relative growth rate (+133%) compared to the preceding period, despite its absolute limited presence.

Probably, the severity of the criticism recorded in this case is partially linked to a precedent that occurred just a few months prior, when the appointment of Minister Al-Bakkar's daughter, Laila, to the Royal Hashemite Court sparked widespread digital controversy regarding the speed of her employment following graduation, which prompted the minister to make public clarifications affirming that the hiring adhered to official standards.

This precedent likely contributed to a pre-existing narrative among a segment of Jordanian digital engagers regarding a recurring pattern of family benefit from the



minister's official position, which may partially explain the intense, swift reaction upon the announcement of the subsequent government tenders' case, as it was perceived by a section of the public as a continuation of a prior pattern rather than a separate, isolated incident.

Thematic Analysis and Digital Discussion Framing



An analysis of the most frequent keywords in the digital discourse surrounding the resignation of Jordanian Minister of Labor Khalid Al-Bakkar reveals that the term "conflict of interest" became the primary reference frame through which the Jordanian digital public interpreted the entire issue.

This term, alongside "code of conduct" and "rules and regulations", featured at the top of the most frequently used words, hence disclosing that Jordanian public discourse largely adopted the official vocabulary and framing used by the government to explain the decision, rather than alternative terminology such as "corruption" or "scandal".

The focus of the discussion on this term specifically reflects an implicit understanding among the Jordanian digital public that the core of the issue was not a direct criminal accusation, as much as it was a violation of the principle of separation between public office and private or familial interest. By its nature, the term "conflict of interest" refers to a situation in which an official finds themselves

in a position where their official authority could intersect with a benefit accruing to them or their associates, regardless of whether proven bad intent exists.

This explains why official entities and societal voices were careful to distinguish between "corruption" as a defined crime and "conflict of interest" as a violation concerning governance and public service ethics, a distinction that was directly mirrored in the framing of the digital discourse itself.

What is striking in the word cloud is the strong presence of phrases such as "system to regulate ministerial conduct," "draft system to regulate ministerial conduct," and "updating rules and regulations." These expressions go beyond discussing Minister Al-Bakkar's individual case to put forward a broader demand for permanent institutional reform that regulates ministerial work as a whole and prevents similar instances in the future.

This indicates that a significant segment of the digital discourse shifted from an "individual accountability" frame (punishing a specific person) to a "systemic reform" frame (constructing oversight mechanisms that prevent recurrence of such a phenomenon), depicting a relative maturity in how the Jordanian digital public engages with public affairs, as the interaction expanded to encompass structural solutions.

It is also noticeable that the names of the official parties involved in the decision, Prime Minister Jafar Hassan and Minister Nidal Al-Qatamin, were present with almost equal frequency to that of Minister Al-Bakkar himself. This indicates that the digital audience directly linked the case to the overall performance of the government and its handling of the matter, whether through evaluating the decision itself (whether it was sufficient or merely symbolic) or by following up on its administrative repercussions (the replacement appointment and the suspension of the tenders).

On another note, the phrase "the minister's son" featured among the most frequent words in the word cloud, alongside the term "conflict of interest" itself. This presence reflects that the digital public framed the issue primarily around its specific legal nature, namely the connection between the minister's official position and government tenders submitted by his son, thus aligning with the official description



of the incident as a case of "conflict of interest," rather than a matter concerning the minister's performance in his duties as Minister of Labor in general.

It is also worth noting that this presence aligns with a prior context highlighted in the sentiment analysis section, regarding a digital controversy that accompanied the appointment of the minister's daughter to the Royal Hashemite Court a few months earlier. The recurring reference to the minister's children across two consecutive instances suggests that a portion of the public tracks this specific aspect of public affairs (the connection between official positions and family benefit) as a repeated focus area deserving scrutiny, rather than evaluating each event as an isolated incident.

This pattern in the formation of discussion frames signifies that a momentous portion of the digital interaction surrounding the case was not primarily driven by personal condemnation, as much as it expressed a general concern regarding the extent to which the existing administrative and legislative framework can proactively and systematically regulate the boundaries between public service and private interest, moving away from a purely reactive approach limited to addressing individual incidents only as they come to light.

7. Summary, Analysis, and Discussion

First: What does this case mean for the accountability discourse

The findings of this report show that the resignation case of Labor Minister Khalid Al-Bakkar became a notable benchmark through which the Jordanian digital public gauged the government's seriousness in addressing conflict of interest issues. It is worth noting that the high volume of interaction accompanying the case, jumping by over 600% compared to the previous period, reflects genuine Jordanian societal interest in observing how the government handles such situations. This bestows symbolic importance on the decision to request resignation that extends beyond the incident itself, serving as a signal of the government's willingness to take actual measures when a suspicion of conflict of interest arises, instead of merely addressing it in silence. This, in itself, is a useful indicator for decision-makers: decisive actions on governance issues are read positively by the public and warrant being built upon through similar communicative steps in the future.

Second: The promptness of the announcement matters more than the timing of the resolution

One of the most prominent observations recorded in the report is that the Jordanian digital public engaged far more heavily with the initial moment of announcement (July 2–3) than with the final official decision itself (July 14–15). This carries a direct practical lesson for Jordanian decision-makers: the information and framing presented in the very first moment an issue is announced are what remain most present in the digital public's memory. Additionally, they establish the framework against which all subsequent discussion is measured, far more than any details or clarifications issued later. In this sense, careful attention to the content and phrasing of the first official announcement regarding any issue, and the clarity of the reasons stated in it right from the beginning, is a pivotal point that deserves special focus, as it is the exact moment upon which initial public impressions are built and repeatedly referenced throughout the entire lifespan of discourse.

Third: From individual accountability to demands for broader reform

Interestingly, a large portion of the discourse extended beyond punishing an individual minister to demanding the establishment of regulations that govern ministerial conduct as a whole and prevent similar cases from recurring in the future, reflecting a growing awareness among the Jordanian digital public regarding the importance of permanent institutional solutions, rather than settling for addressing each case in isolation.

Consequently, this presents a major opportunity for decision-makers: turning this public interest into momentum supporting any legislation or system aimed at regulating conflicts of interest as well as capitalizing on the current timing to present such reforms as a direct response to a clear popular demand, rather than an isolated initiative.

Fourth: How precedents influence how Jordanians view new cases



The report noted that Jordanian digital participants linked this case to a previous incident involving the appointment of the minister's daughter a few months earlier, demonstrating that the public remembers precedents and brings them to bear when evaluating similar new issues. This offers a clear recommendation for decision-makers: the more transparent and proactive institutions are in clarifying such matters at an early stage, before they turn into widespread controversy, the more effective they will be in mitigating the long-term accumulation of negative impressions, and the less effort required to contain subsequent public debate.

In conclusion, this reading offers useful initial indicators that decision-makers can draw upon to better understand how the Jordanian digital public interacts with accountability issues, and to design more effective communication responses for similar matters in the future. It should be noted that the findings presented reflect what was accessible for monitoring within the search parameters and timeframe specified in this report, rather than a fully comprehensive picture of all facets of public opinion on the issue.