



Facebook

as a Campaign Platform in Armenia

Electronic Bulletin

N 1

This study of political forces and 2012 Parliamentary elections coverage by Armenian electronic media via Facebook has been done within a project, implemented by Region Research Center with the financial support of Open Society Foundations - Armenia.


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Why Facebook?

With a rapid growth in the number of users, Armenia is also witnessing the making of the Internet as a major communication means. According to RA Public Services Regulatory Commission's data, as of January 1, 2012, the number of broadband Internet users in Armenia amounted to 385 thousand with approximately 50% residing in Yerevan and the other 50% in the other regions in Armenia

(<http://www.panorama.am/am/interviews/2012/02/14/inet-prices-arabajyan/>).

According to Socialbakers.com data (a statistical website), as of late March the number of Facebook users residing in Armenia amounted to 290840. Obviously, this is not claimed to be the number of the individual citizens/ their groups who were regularly using Facebook, however even the roughest estimates testify that over half of Internet users in the country are Facebook users.

As of late March, statistics testifies that the absolute majority of Facebook Armenians in Armenia (83% - 241397 users) were potential voters, aged 18 and above. By the way, 36% of this figure related to the young people aged 18 – 24 allegedly not possessing any established political preferences and yet undecided. Various

studies testify to the rather considerable specific weight of older and yet undecided people among the Armenian electorate. The number of Facebook users residing in Armenia counts up to 63% of total broadband Internet consumers (the calculations have been done by us).

Due to the above mentioned data, election campaign on Facebook acquires special significance as a venue for presenting the platforms of various political forces and alliances and as a tool for ensuring interaction and discussions with potential voters.

Representation on Facebook

Almost all Armenian media outlets, different organizations and political parties are currently represented on Facebook.

The political parties demonstrate a varied degree of representation and activity on Facebook. On the one hand, the official pages of political parties are obviously more active than those of party leaders and members (the Rule of Law, Liberal Democrats). On the other hand, the Republican Party of Armenia, the Prosperous Armenia Party, the Armenian Revolutionary Federation-Dashnaksutyun, and the Heritage Party are actively campaigning both through their official pages, and the private pages of individual and relatively well-known party affiliates. The high degree of Facebook activity demonstrated by such parties as the Republican Party of Armenia, the Prosperous Armenia Party, the Armenian Revolutionary Federation Dashnaksutyun which in fact should not have any constraints as for means and resources to campaign (for they have TV channels at their disposal) may serve as evidence to the right perception of the importance of Facebook as an electoral platform. The sign-up of well-known political figures last autumn may certainly be qualified as evidence of the continuous growth in the number of Facebook users. But on the other hand, this could also be perceived as a direction in which they were planning to campaign for the Parliamentary elections.

The point in time is unique: this uniqueness is conditioned by the fact that for the first time ever in the Armenian elections history Facebook has come forth to act as a new electoral platform, which being almost as potent as TV (the latter has been considered the most powerful propaganda medium until recently), has two advantages if compared with TV and other communication media:

1

- There is no “too much information” on Facebook, that is to say there is no limited schedule for the forces to present their own standpoints, there is no necessity to pay for talking to the electorate, as is the case with TV and press.

2

- Through Facebook, unlike all the other media employed in the electoral campaign (including even the live meetings with the electorate) the real moods of the vast majority of the electorate can be monitored to maintain interactivity with them and to assess the efficiency of the campaigns run by them and adversary forces.

Region Research Center has undertaken the monitoring of the electoral processes on Facebook, taking into consideration the above-mentioned specificity of the social medium.

Monitoring idea and methodology and results analysis by the Director of Region Research Center L. Baghdasaryan

Monitoring group: S.Kyurkchyan, A.Chobanyan, A.Shirinyan, L.Nazaryan, V.Sarukhanyan

Technical development of monitoring by Sh.Stepanyan

English translation of the electronic bulletin by K.Soghikyan

Design of the electronic bulletin by M.Vardanyan

Stages and Directions of Monitoring

The coverage of electoral processes on Facebook was monitored in three stages and in three directions.



1

Monitoring direction 1 presupposed the study of the Facebook pages of five Armenian top rated online media outlets with the multi-profile materials covering various political forces, their stance and interactivity with the audience.



2

Monitoring direction 2 comprised the monitoring of the Facebook pages of different political parties, the private pages of their leaders and the candidates who are relatively more active in terms of campaigning on Facebook, the content of those pages, the dialogues and discussions the candidates have with the voters and so on.



3

Monitoring direction 3 encompassed the study of the so-called elections discourse in Facebook groups.



1

The first stage covered the period between February 1 and March 31 and included the monitoring of the Facebook pages of online media outlets on the general topic of “Parliamentary elections.”



2

The second stage of the official campaign (April 8 – May 4) included the study of the pages of individual media outlets and those of a few political parties/alliances as well as the monitoring of some Facebook groups.



3

At stage three (on the election day – May 6 and during the following two weeks) the study will continue along all the three lines, including the monitoring of media outlets, political parties and Facebook groups with a major focus on the evaluations offered by and discussions with the electorate.

It should be especially emphasized that this monitoring is for information gathering purposes only. The data showing the level of interactivity of social network users on the electoral topics are not claimed to be absolutely accurate due to the technical specificities of Facebook with differentiation between public and private information, with the wave-effect dissemination of information (first, to friends and then to the friends’ friends), a possibility to retrospectively comment on stories and so on.

Monitoring Results

Stage One

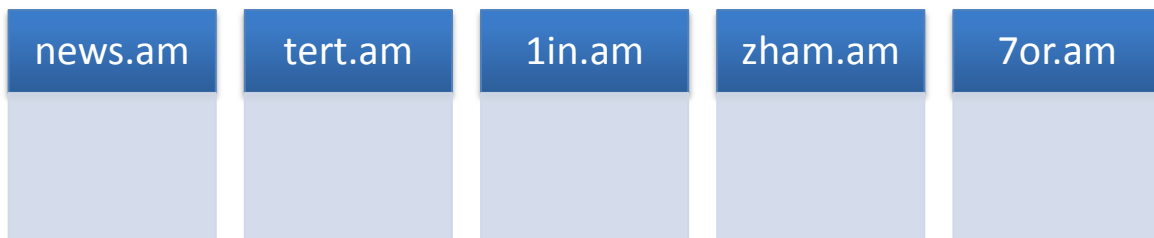
(February 1 – March 31) The Coverage of 2012 Parliamentary Elections by Armenian Online Media Outlets on Facebook

Monitored Objects

The electronic mediums were included in the monitoring process as selected on the basis of the following characteristics:

- The largest main page and Facebook page audiences,
- Demonstration of varied political preferences and orientation.

Thus, the group of the selected objects included the following media outlets:



All these media outlets are represented through a number of pages on Facebook with a few being multilingual. We monitored the Armenian pages of the media outlets:

tert.am – Новости/Медиа (News/Media) (with a page on Facebook since February 2008),

news.am – Новости/Медиа (News/Media) (with a page on Facebook since July 2010),

1in.am Armenian News & Analyses (with a page on Facebook since October 2011),

zham.am (with a page on Facebook since May 2011),

7or.am - Новости/Медиа (News/Media) (with a page on Facebook since May 2011).

** The names of the monitored Facebook pages are in the original languages of creation.*

Subject of Monitoring

Since February and March were the months preceding the official campaign and considering the potential ambiguity of perception brought about by stories covering a political force, we only studied materials that were contextually related to the “Parliamentary elections” topic.

In other words, during the selection of the materials to be monitored we used the “Parliamentary elections” filter. Thus, at this stage of our study we did not consider the materials posted on the Facebook pages of the above-mentioned media outlets that related to the upcoming Parliamentary elections with their subtext, but contained no mention of the Parliamentary elections in their context, including stories covering the President’s, the Prime Minister’s, various governmental agencies’, and the National Assembly’s activities, materials on various processes of utmost public resonance in that period of time (the Teghut process, the processes around Yerevan Mashtots Park, descriptions of the Armenian social, political and other situations and so on).

For example, the story published by news.am and entitled *Who Are the Most Active and the Most Passive MPs in the Parliament?* which presented data from the Parliamentary monitoring.am website and offered the lists of MPs who missed most sessions, cast most votes and made most speeches may on the eve of the upcoming elections be interpreted as a material that relates to the Parliamentary elections with its subtext and indirectly propagates to vote for the most active MPs. However, since there was no hint on the upcoming elections in the material, it was not included in the monitoring. Similarly, all those materials that related to March 1, 2008 events and did not contain any contextual links with the upcoming elections were not considered either, just like all the materials on the elections of Hrazdan Mayor held on February 12, on *the Legal Regime on the State of Emergency Bill* passed in the period of monitoring and so on, since they were not related to the Parliamentary elections with their context.

Our preliminary survey among those who are in charge of the Facebook pages of the selected mediums revealed that all five media outlets apply different technical means tying up the main page of the outlet to its Facebook page and have different approaches to selecting materials to be posted on Facebook. An outlet has page administrators to do this, the other medium assigns duty reporters to post materials on Facebook, in the third case we were assured that the content is integrated onto the medium Facebook page automatically.

However, the Facebook pages of none of the media outlets we studied are a mirror reflection of the daily content of their main websites. Moreover, on the Facebook pages one may find materials dating back to the past days, and not covering the present events, since the medium employees believed those stories could ensure higher rating for the outlet. Besides, we saw materials in both Armenian and Russian languages that

were posted to the Armenian language pages of the media outlets. In all these cases the two pieces were considered one, in order not to artificially affect the results of the study.

Volume of Elections Stories on Media Outlets' Facebook Pages

During February the only media outlet that had relatively fewer materials on elections, was news.am with 73 stories on its Facebook page as compared with the 248 stories in 1in.am that has an equally high rating, or 7or.am (with 217 stories on elections in February) and zham.am (193 stories). The latter two mediums have smaller audiences than the others mentioned. However, in March we noticed a 1.5 and 2 times increase in the stories devoted to the elections on the pages of news.am and tert.am, respectively. On the pages of the remaining three media outlets the number of these stories increased by 50 -- 80.

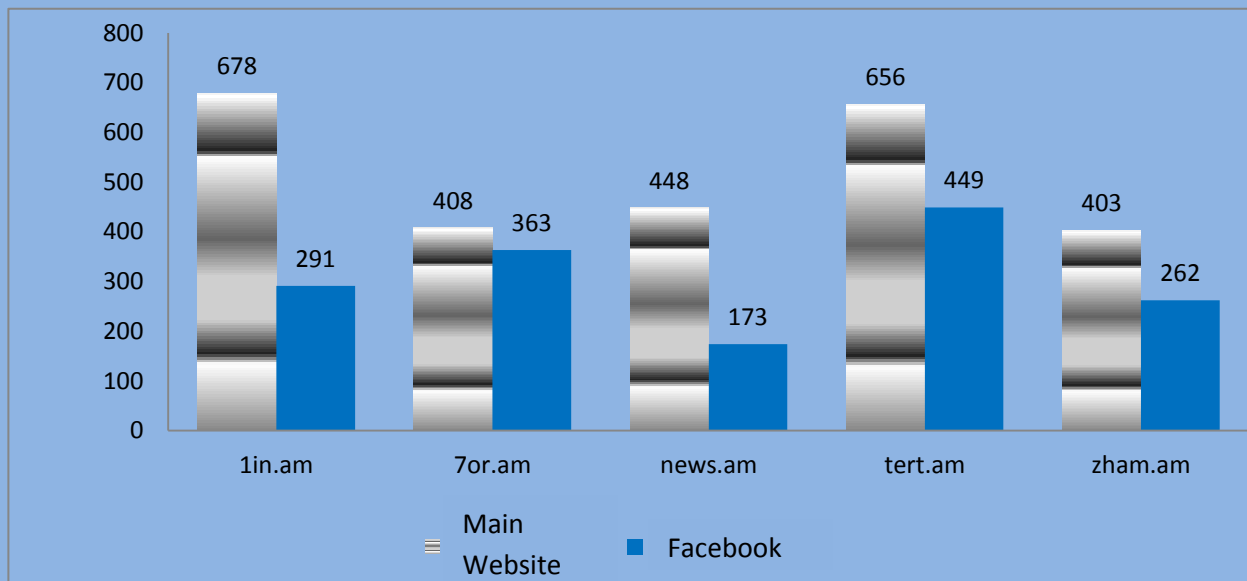
Although the specific weight of the stories on elections on Facebook pages grew as we got closer to the start of the official campaign, we noticed that only some of the election stories were posted onto the Facebook pages of the mediums. By the way, we have failed to detect a stable approach as to the selection of the content to be posted on Facebook with any media outlet.

Number of Stories on Elections on Facebook

Media Outlet	February	March	Total
1in.am	248	291	539
7or.am	217	363	580
news.am	73	173	246
tert.am	202	449	652
zham.am	193	262	455

Thus, in March 43% of the 678 elections stories on the main webpage of 1in.am, 68% of the 656 elections stories on the main page of tert.am, 39% of the 448 elections stories on the main page of news.am, 89% of the 408 elections stories on the main page of 7or.am and 65% of the 403 elections stories on the main page of zham.am were posted onto the Facebook pages of the respective media outlets.

Stories on Elections on Facebook and on Main Website (March 1 - 31)



What Did They Touch upon?

The vast majority of the stories published in all five media outlets in the monitoring period and discussing the Parliamentary elections in their context covered the electoral processes (the debate on the proportional and majority electoral systems, the Central Electoral Commission and campaign headquarters, the arrangement of political forces, the alliances formed or unformed, electoral registers and a number of other issues).

Thus, in 1in.am 98.1% of a total of 1119, in 7or.am 95.8% of a total of 1055, in news.am 99.8% of a total of 582, in tert.am 99.4 of a total of 1403, and in zham.am 93.4% of a total of 930 topics were devoted to the electoral processes.

General stories on electoral procedures, schedules and other issues which do not concretely mention any political force or their representatives are comparatively few. In this group of stories on electoral processes posted to the Facebook pages of all the selected outlets prevailed those which demonstrated a neutral attitude towards the enforced regulations, procedures, and the organization of the electoral processes. The negative evaluations outweighed positive ones. The most positive and negative

evaluations for the electoral procedures, the activity of the Central Electoral Commission and other issues were found on the page of tert.am (4 positive and 20 negative evaluations on the same page in the period of 2 months in contrast to the 41 neutrally marked stories on the topic).

Among the materials devoted to other issues concerning elections (political freedoms, socio-economic and foreign policy issues, security/army/Karabakh) we have found stories on the Facebook pages of tert.am, zham.am and 7or.am. Thus, against the background of the electoral processes the issues of political freedoms were touched upon in 7or.am (3.1%), socio-economic and foreign policy issues in zham.am in 4.3% and 1.8% of stories respectively, and the issues of security/the army/Karabakh by 0.8% in tert.am.

Who Spoke of the Elections, How and Mentioned Whom

It is characteristic that back in February, that is two months before the start of the official campaign the vast majority of materials on Parliamentary elections contained concrete references to political parties. In general, there were very few judgments on the authorities and the opposition as bodies of collective power on the Facebook pages of the studied media outlets.

About 47 different political parties were mentioned in the materials on the general topic of elections posted on the Facebook pages of the monitored media outlets in February - March (See the Appendix).

However, the attention was mainly focused on 7 (The Republican Party of Armenia, The Prosperous Armenia Party, The Rule of Law Party, The Armenian Revolutionary Federation Dashnaktsutyun Party, The Heritage Party, the Liberal Democrats and the Armenian National Congress) out of the 9 political forces struggling for the Parliamentary seats in the National Assembly. Besides, different lists have come forth based on the total number of references to those parties and forces in different media outlets. However, according to the total number of mentions in all media outlets the RPA, PAP and ANC were the ones in the center of attention.

There have been references to independent MP candidates on the Facebook pages of 3 monitored media outlets (out of the total 5): tert.am (25 neutral and 4 positive references), zham.am (only 22 neutral references), and 7or.am (only 8 neutral references). There has been no reference to any independent candidate on the Facebook pages of 1in.am and news.am.

Once again this comes to prove that regardless of the existence and the practical application of the two proportional and majority electoral systems, the proportional electoral system held a hegemonic position in the campaign in February - March. That is to say attention is mainly focused not on concrete candidates and their potentials, but the slate of the political force which will be a springboard for coming into the Parliament.

Attitudinally Marked (neutral, positive and negative) references

The vast majority of references to various political forces are neutral. Contextually they do not express any positive or negative attitude, evaluation or description. The second largest group includes references with a negative marker. The specific weight of positive references within the total number is much more modest (See the Appendix, Table 1 and 2).

It is characteristic that back in February, that is, two months before the official start of the campaign the parties began to manifest a behavior commonly typical of an official campaign: the “collegial, team” spirit had yielded in the relations among power coalition representatives, on the one hand, and in the interrelations of the oppositional forces, on the other.

Judging by the marked references and the image of those who made these references it can be stated that the slogan “for one’s own benefit” started to come forth in the campaign back in February.

Thus, the political parties were referred to positively by their own members. We see a classical picture with regard to negative references: the ruling power spoke negatively about oppositional parties, and on the contrary, the negative references voiced by the representatives of the oppositional forces were about the parties in power.

Thus, the highest number of positive references on the Republican Party of Armenia was found in tert.am (31 positive references, 28 of which were made by RPA representatives, RPA was positively referred to once (1) by the Rule of Law party, and twice (2) by the Prosperous Armenia Party). In 7or.am 15 out of the 16 positive references to the RPA were made by RPA members, the RPA was referred to positively once (1) by the Rule of Law party, and it was not mentioned positively at all by the Prosperous Armenia Party. We see the same picture in zham.am: the authors of 17 out of the 18 positive references to the RPA were RPA members, the RPA was positively referred to once (1) by the Rule of Law Party, and it received no positive evaluation from the Prosperous Armenia Party. In 1in.am the RPA was mentioned positively 16 times, the authors of 15 being members of the RPA, and one positive reference was made by the Prosperous Armenia Party members.

The Prosperous Armenia Party received the largest number of positive evaluations in the materials on electoral topics on the Facebook pages of 7or.am (31) and zham.am (27). These were also mostly made by Prosperous Armenia Party members.

The picture of positive mentions of the Rule of Law Party is essentially different from that of the other two coalition members from the perspective of both their number and their proportional distribution in the monitored media outlets. Thus, the Rule of Law

party was positively mentioned in tert.am (9 positive references), 1in.am and zham.am (4 positive mentions in each).

The number of positive mentions of the ARF was incomparably smaller, only 1 – 3 positive mentions and this was not seen on the Facebook pages of all the media outlets.

Instead, the positive evaluations of oppositional forces were much more in number.

The ANC was maximally positively mentioned in tert.am (24 mentions) and in 1in.am (12 positive mentions).

The Liberal Democrats were given maximally positive evaluations in 1in.am, and the Heritage Party was evaluated positively in zham.am (See the Appendix).

Who Made References?

1in.am

RPA - The so-called “other mass media” are on top positions on the total mentions list of the RPA (reprints/references to other media outlets circulating in Armenia), followed by the media outlet’s own correspondents and the RPA representatives.

PAP – In 1in.am the largest number of mentions of the PAP were from other media outlets, followed by the mentions by the media outlet’s own correspondents and PAP representatives.

OEK (Rule of Law) – other media outlets and OEK.

The authors of the positive mentions of the **Heritage Party** and the **Armenian Revolutionary Federation** were their own reporters.

7or.am

RPA – RPA was mentioned by the medium’s own reporters, the RPA and experts (political scientists, sociologists, psychologists, and NGO representatives).

In this media outlet **PAP** was mentioned mostly by the medium’s own reporters and PAP representatives.

The **Heritage** – the medium’s own reporters and the representatives of **the Heritage Party**.

The references to **OEK** and **ARF** are made by the medium’s own reporters.

News.am

RPA was mentioned by the medium's own reporters, RPA representatives, other media and ANC representatives.

PAP – the medium's own reporters and PAP members.

The references to **OEK** were made by the medium's own reporters and other media outlets.

The references to the **Heritage** and **ARF** are made by the medium's own reporters.

Tert.am

RPA – other media, own reporters, RPA members

PAP – other media, own reporters, PAP and RPA members

ANC – own reporters and other media

The Heritage – own reporters.

zham.am

The references to the **RPA** are mostly made by the medium's own reporters, followed by other media, RPA members and experts.

ANC – own reporters.

PAP was mentioned were mostly the medium's own reporters, then PAP members and experts.

The Heritage and **the ARF** were mentioned mostly by the medium's own reporters.

Who Mentioned Who

Media		1	2	3	4	5	6	7	8	9	10
1in.am	Who	Other media	Own reporter	Other media	RPA	Own reporter	Other media	Own reporter	PAP	Own reporter	OEK
	About whom	RPA	RPA	PAP	RPA	PAP	OEK	Heritage	PAP	ARF	OEK
		125	86	72	65	55	42	31	30	21	16
7or.am	Who	Own reporter	RPA	Own reporter	Own reporter	PAP	Own reporter	ARF	Expert	Heritage	Own reporter
	About whom	RPA	RPA	PAP	Heritage	PAP	OEK	ARF	RPA	Heritage	ARF
		137	63	55	38	32	31	25	24	22	21
news.am	Who	Own reporter	RPA	Other media	Own reporter	Own reporter	Own reporter	Own reporter	PAP	Other media	ANC
	About whom	RPA	RPA	RPA	PAP	Heritage	ARF	OEK	PAP	OEK	RPA
		58	38	38	30	25	21	22	17	14	12
tert.am	Who	Other media	Own reporter	Other media	RPA	Own reporter	Own reporter	PAP	Own reporter	Other media	RPA
	About whom	RPA	RPA	PAP	RPA	PAP	ANC	PAP	Heritage	ANC	PAP
		125	76	76	71	56	39	36	33	30	26
zham.am	Who	Own reporter	Other media	RPA	Own reporter	Own reporter	PAP	Own reporter	Expert	Own reporter	Expert
	About whom	RPA	RPA	RPA	ANC	PAP	PAP	Heritage	RPA	ARF	PAP
		75	55	52	37	35	27	26	22	19	19

Degree of Interactivity

There is a commonly held perspective that Facebook users comprise a segment of the country's population that has a comparatively more active civil stance since in the past it was in Facebook that various civil initiatives would come forth and would consequently attain their material achievements in the non-virtual reality.

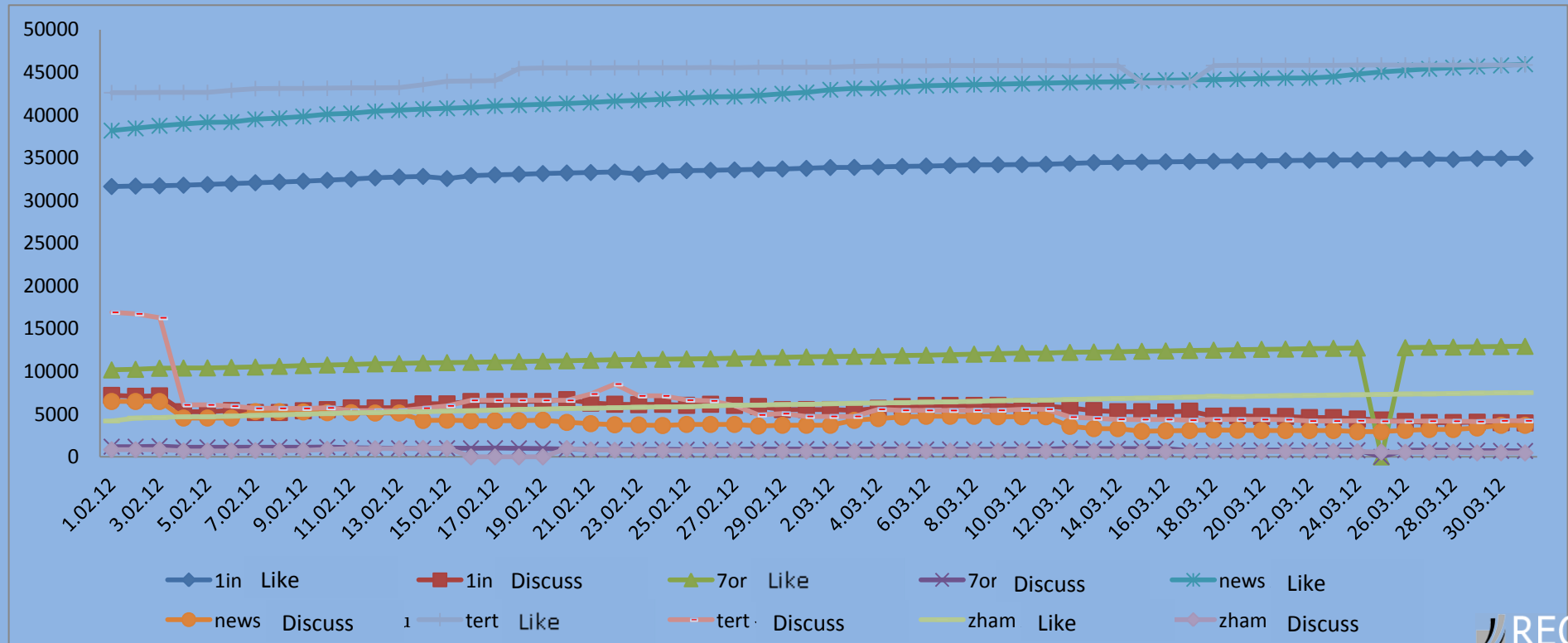
It is also for this reason that the degree of the audience's interest in the topic of the elections, as well as activity in expressing standpoints on the events and analysis presented in the stories and other aspects was monitored on the pages of the media outlets. All this was done through comparing the fluctuations of the total number of the readers, the numbers of those who liked, shared and commented on the whole content of the page and the stories on election topics.

Thus, the audiences of all the monitored media outlets grew gradually in February – March. Even though there is a large difference between the total number of those users who in general liked the page and consequently regularly received stories from those pages onto their own walls. The total number of the users who had shared or commented on the stories posted on those walls. In the course of the monitoring the number of the latter type of users of all media outlets has decreased. Thus, in 1in.am the number of those who discussed the stories on the general page decreased from 7198 as of February 1 to 3979 as of March 31, for news.am, zham.am and 7or.am this audience shrunk by 50%, too. The largest decrease in the number of the users who would comment on the page was in tert.am, with the numbers shrinking from the 16915 as of February 1 to 4219 as of March 31

Total Number of Users of Media Outlet Facebook Pages and Number of Readers Reacting to the Content of Pages on the First and Last Days of Monitoring Period

Medium in Facebook	Date	Like	Discuss
1in.am	1.02	31646	7198
	31.03	34959	3979
News.am	1.02	38189	6486
	31.03	45954	3695
Tert.am	1.02	42624	16915
	31.03	45870	4219
Zham.am	1.02	4199	839
	31.03	7517	468
7or.am	1.02	10179	1193
	31.03	12 943	692

Dynamics of Readership from February 1 to March 31



However, the interest of Facebook users in election topics grew along with the approach of the official campaign. This can be testified to by the comparison of the figures of those who reacted to (liked, shared or commented on) the stories on the elections and all the other stories in February and March.

Number of Reactions to the Stories on Elections and the Whole Content of the Page

Media outlet	February		March		Total	
	Number of reactions to stories on elections on Facebook	Number of reactions to all stories of the day on Facebook	Number of reactions to stories on elections on Facebook	Number of reactions to all stories of the day on Facebook	Number of reactions to stories on elections on Facebook	Number of reactions to all stories of the day on Facebook
1in.am	200	3393	512	2887	712	6280
	6%		18%		11%	
7or.am	162	823	322	793	484	1616
	20%		41%		30%	
news.am	169	7278	448	5685	617	12963
	2%		8%		5%	
tert.am	154	7632	877	4226	1031	11858
	2%		21%		9%	
zham.am	66	451	99	263	165	714
	15%		38%		23%	
Total	751	19577	2258	13854	3009	33431
	4%		16%		9%	

Thus, if the reactions to the materials on the elections on the 1in.am Facebook page in February constituted 6% of the reactions to all the stories on the same Facebook page, in March the similar interest of the readers was manifested by 18%. In 7or.am the reactions to the issues of elections were 20% in February and 41% in March. The Facebook users of news.am reacted to election stories by 2% in February and by 8% in March. In tert.am that indicator grew ten times from the 2% in February to 21% in March. With zham.am the growth of the interest had the following picture – 15% in February and 38% in March.

The results of this Facebook monitoring once again come to prove that in the Armenian reality even with the media outlets with a very vividly expressed political orientation the links of the audience's perception with information markers is not primitively linear. In other words, if the media outlet is pro-governmental, this does not yet mean that the materials that abided in negative mentions of the oppositional forces were unambiguously positively reacted to by the audience. And vice versa, in the non-pro-governmental media outlets the negative evaluations given to the ruling power do not necessarily have to be absolutely liked by the obviously anti-governmental audience.

Thus, monitoring showed that on the days when we saw maximally positive or maximally negative mentions the number of the Facebook users' reactions did not essentially differ from the reactions on more proportionate days from this perspective. On the contrary, the materials on the elections were commented on with neutrally-marked mentions in the materials on Facebook. Perhaps this was the reason why the activity of the audience did not depend on the marker of the mentions as much as the topics touched upon in the stories.

This is a conclusion the grounds for which we will try to check at the next stage of the monitoring – during the official campaign.

Everything in Figures. Appendix.

The list of the political parties mentioned on the Facebook pages of online media outlets in the period between February 1 and March 31, 2012.

1. The Republican Party of Armenia (RPA)
2. The Rule of Law Party (OEK)
3. The Prosperous Armenia Party (PAP)
4. The Heritage Party
5. The Armenian Revolutionary Federation Dashnaktsutyun (ARF)
6. The Progressive Party of Armenia
7. The Democratic Party of Armenia
8. The Armenian Youth Party
9. The People's Party of Armenia
10. The Communist Party of Armenia
11. The Marxist Party of Armenia
12. The Republic Party
13. The United Labor Party (ULP)
14. The New Times Party
15. The Social-Democratic Hnchakyan Party (SDHP)
16. The Armenian Democratic Liberal Party Ramgavar
17. The Armenian National Congress (ANC)
18. The Armenian National Movement (ANM)
19. The Liberal Democrats
20. The Christian Democratic party
21. The Union for National Self-Determination
22. The National Unification
23. The National Democratic Union (NDU)
24. The Constitutional Right Union (CRU)
25. The National Revival
26. The Armenian Greens Party
27. The Armenian Motherland Party
28. The Democratic Motherland Party
29. The Solidarity Party
30. The Liberal Party of Armenia
31. The Motherland and Dignity Party
32. The Democratic Way Party (DWP)
33. The National Democratic Party (NDP)
34. The National Democratic Federation
35. The Liberal Democrats
36. The United Liberal National Party (ULNP)
37. The Christian-Peoples Revival
38. The Oath of National Union Party
39. The Justice Party
40. The National Agreement Party
41. The Powerful Motherland Party
42. The Democracy and Labor Party (DLP)
43. The Conservative Party
44. The People's Party
45. The Labor Socialist party of Armenia (HASK)
46. The United Armenians Party (UAP)
47. The Liberal Democratic Union of Armenia (LDUA)

Table 1

In the Period between February 1 and March 31 the Number of Mentions of 47 Armenian Political Parties on the Facebook Pages of the Monitored Media Outlets

Media Outlet	Mention Marker	February	March	Total
1in.am	0	359	478	837
	+	48	23	71
	-	110	101	211
	Total	517	602	1,119
7or.am	0	307	424	731
	+	26	49	75
	-	102	147	249
	Total	435	620	1,055
News.am	0	176	341	517
	+	1	9	10
	-	6	49	55
	Total	183	399	582
Tert.am	0	342	633	975
	+	26	133	159
	-	55	214	269
	Total	423	980	1,403
Zham.am	0	269	368	637
	+	24	67	91
	-	92	110	202
	Total	385	545	930

Table 2

**Number of Mentions of Parties Taking Part in the Parliamentary Elections
on the Facebook Pages of Monitored Media Outlets**

	1in.am	7or.am	news.am	tert.am	zham.am
RPA	344	323	166	389	284
PAP	200	144	75	237	148
ANC	156	112	83	174	113
OEK	87	60	56	88	62
The Heritage Party	85	102	42	94	72
ARF	49	73	39	81	58
The Liberal Democrats Party	48	42	17	46	26
The Communist Party of Armenia	5	8	8	10	4
The Democratic Party of Armenia	2	5	6	2	3
The United Armenians	0	4	2	2	2

Number and Marks of Mentions of Parties Taking Part in the Parliamentary Elections on the Facebook Pages of Monitored Media Outlets

Who Spoke, About Whom and How

The Republican Party of Armenia about Its Own and Other Forces

Who (author of mention)	About whom	1in.am				7or.am				news.am				tert.am				zham.am			
		How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total
		0	+	-		0	+	-		0	+	-		0	+	-		0	+	-	
RPA	RPA	46	15	4	65	53	9	1	63	31	4	3	38	42	28	1	71	35	17	0	52
	OEK	2	0	0	2	5	0	0	5	5	0	0	5	3	1	0	4	4	1	0	5
	PAP	12	1	0	13	9	0	0	9	9	0	1	10	18	1	7	26	9	1	5	15
	The Heritage	5	0	1	6	3	1	0	4	3	0	0	3	5	0	2	7	0	0	1	1
	ARF	3	0	0	3	3	0	0	3	2	0	1	3	4	0	5	9	1	0	1	2
	ANC	5	0	2	7	2	0	2	4	4	0	1	5	9	1	2	12	3	0	1	4
	Liberal Democrats	2	0	0	2	2	0	0	2	0	0	1	1	0	0	0	0	0	0	1	1
	Authorities	0	2	0	2	0	0	0	0	0	0	0	0	1	2	0	3	1	0	0	1
	Opposition	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2
	Independent candidate	0	0	0	0	0	0	0	0	1	0	0	1	1	2	0	3	1	0	0	1

The Rule of Law Party about Its Own and Other Forces

Who (author of mention)	About whom	1in.am				7or.am				news.am				tert.am				zham.am			
		How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total
		0	+	-		0	+	-		0	+	-		0	+	-		0	+	-	
OEK	RPA	2	0	0	2	0	0	1	1	2		0	2	2	1	0	3	0	46	15	4
	OEK	11	4	1	16	9	0	1	10	9		1	10	5	8	4	17	7	2	0	0
	PAP	1	0	0	1	0	1	0	1	2		0	2	1	0	0	1	1	12	1	0
	The Heritage	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	1	1	5	0	1
	ARF	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	3	0	0
	ANC	0	1	0	1	0	1	0	1	0	0	0	0	1	0	0	1	1	5	0	2
	Authorities	0	1	0	1	0	0	0	0	0	0	0	0	1	0	1	2	0	2	0	0
	Opposition	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	2	0

The Prosperous Armenian Party about Its Own and Other Forces

Who (author of mention)	About whom	1in.am				7or.am				news.am				tert.am				zham.am			
		How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total
		0	+	-		0	+	-		0	+	-		0	+	-		0	+	-	
PAP	RPA	1	1	3	5	5	0	2	7	4	0	0	4	9	2	2	13	7	0	2	9
	OEK	1	0	0	1	1	0	0	1	2	0	0	2	4	0	1	5	1	0	1	2
	PAP	21	9	0	30	25	7	0	32	17	0	0	17	20	16	0	36	13	14	0	27
	The Heritage Party	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0
	ARF	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0
	ANC	1	0	0	1	2	0	0	2	0	0	0	0	2	1	0	3	0	0	0	0
	Authorities	0	0	1	1	0	0	0	0	0	0	0	0	1	0	1	2	0	0	0	0
	Independent candidate	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0

The Heritage Party about Its Own and Other Forces

Who (author of mention)	About whom	1in.am				7or.am				news.am				tert.am				zham.am			
		How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total				
		0	+	-		0	+	-		0	+	-		0	+	-		0	+	-	
The Heritage Party	RPA	4	0	0	4	7	0	7	14	0	0	3	3	2	0	8	10	3	0	10	13
	OEK	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	1	0	0	0	0
	PAP	0	0	0	0	2	1	1	4	0	0	0	0	0	1	1	2	5	0	1	6
	The Heritage Party	11	2	2	15	21	1	0	22	4		0	4	15	6	2	23	10	7	1	18
	ARF	2	0	0	2	7	0	0	7					1	1	0	2	5	0	0	5
	ANC	2	0	0	2	2	0	0	2	0		1	1	3	0	0	3	3	0	1	4
	The Liberal Democrats Party	6	0	0	6	6	0	0	6	1		0	1	8	2	1	11	4	1	0	5
	Authorities	0	0	0	0	0	0	0	0	0	0	0	0	3	1	7	11	1	0	2	3
	Opposition	0	0	0	0	0	0	0	0	0		1	1	1	1	0	2	1	0	0	1
	Independent candidate	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2	0	0	2

The Armenian Revolutionary Federation about Its Own and Other Forces

Who (author of mention)	About whom	1in.am				7or.am				news.am				tert.am				zham.am			
		How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total				
		0	+	-		0	+	-		0	+	-		0	+	-		0	+	-	
ARF	RPA	4	0	0	4	9	0	9	18	1	0	0	1	3	0	6	9	3	0	5	8
	OEK	2	0	0	2	2	0	0	2	0	0	0	0	3	0	1	4	1	0	1	2
	PAP	2	0	0	2	5	2	0	7	0	0	0	0	4	0	1	5	4	0	1	5
	The Heritage Party	1	0	0	1	5	0	0	5	0	0	0	0	0	0	0	0	2	0	0	2
	ARF	5	0	0	5	22	2	1	25	6	0	0	6	6	9	0	15	10	3	0	13
	ANC	0	0	0	0	1	0	0	1	0	0	0	0	1	0	1	2	0	0	2	2
	The Liberal Democratic Party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
	Authorities	0	0	0	0	0	0	0	0	0	0	0	0	3	0	5	8	0	0	1	1
	Opposition	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0

The Communist Party of Armenia and the Democratic Party of Armenia about Their Own and Other Forces

Who (author of mention)	About whom	1in.am				7or.am				news.am				tert.am				zham.am			
		How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total
		0	+	-		0	+	-		0	+	-		0	+	-		0	+	-	
The Communist Party of Armenia	RPA	1	0	0	1	3			3	0	0	0	0	1	0	0	1	0	0	0	0
	PAP	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0
	ANC	0	0	1	1	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0
	The Communist Party of Armenia	2	1	0	3	4	0	0	4	2	0	0	2	0	2	0	2	1	0	0	1
The Democratic Party of Armenia	RPA	0	0	0	0	0	0	0	0	1		0	1	0	0	0	0	0	0	0	0
	ARF	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	1	1	0	0	1
	ANC	0	0	0	0	0	0	0	0	0		1	1	0	0	0	0	0	0	0	0
	Authorities	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0
	The Democratic Party of Armenia	0	0	0	0	1	0	0	1	2		0	2	0	0	0	0	0	1	0	1
	The Communist Party of Armenia	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	1	1	0	0	1

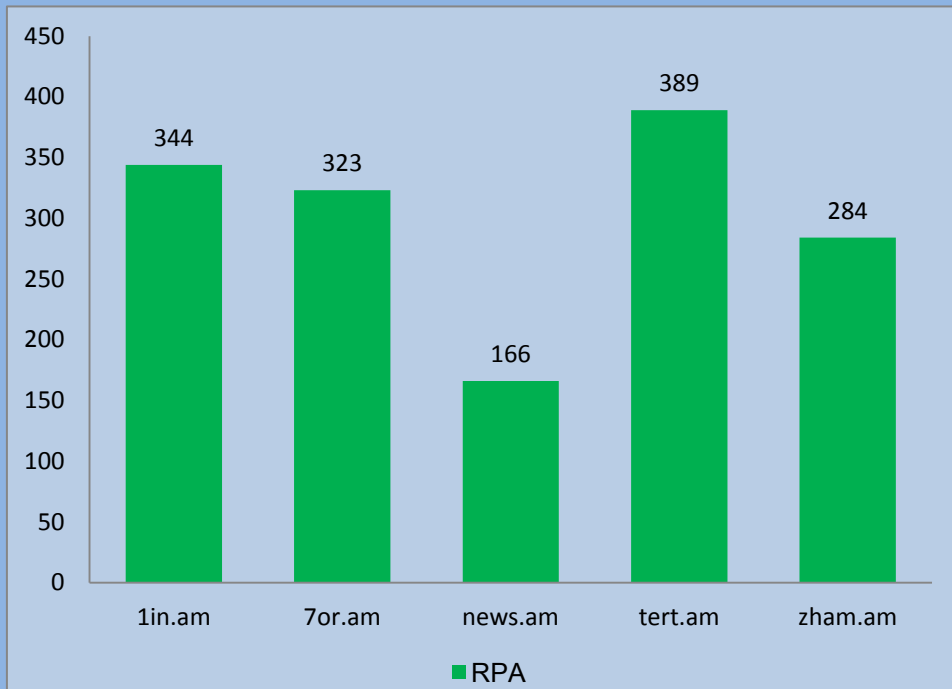
The Armenian National Congress about Its Own and Other Forces

Who (author of mention)	About whom	1in.am				7or.am				news.am				tert.am				zham.am			
		How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total				
		0	+	-		0	+	-		0	+	-		0	+	-					
ANC	RPA	3	1	14	18	5	0	15	20	4	0	8	12	2	0	15	17	2	0	10	12
	OEK	0	0	1	1	1	0	0	1	0	0	0	0	1	0	0	1	0	0	1	1
	PAP	5	0	0	5	5	0	1	6	1	0	0	1	1	0	3	4	3	0	1	4
	The Heritage Party	3	0	1	4	6	0	0	6	0	0	2	2	1	0	2	3	4	0	0	4
	ARF	3	0	0	3	4	0	0	4	1	0	0	1	2	0	0	2	2	0	0	2
	ANC	29	9	0	38	22	4	1	27	18	3	0	21	14	12	0	26	16	6	0	22
	The Liberal Democratic party	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0
	Authorities	3	0	10	13	0	0	3	3	0	0	0	0	3	0	8	11	0	0	7	7
	Opposition	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Independent Candidate	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	3	0	0	2	2
The Communist Party of Armenia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	

The Liberal Democrats Party about Their Own and Other Forces

Who (author of mention)	About whom	1in.am				7or.am				news.am				tert.am				zham.am			
		How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total	How (mention marker)			Total				
		0	+	-		0	+	-		0	+	-		0	+	-		0	+	-	
The Liberal Democrats Party	RPA	1	0	1	2	2	2	0	4	0	0	0	0	1	0	4	5	0	0	3	3
	OEK	0	0	0	0	1	0	0	1	0	0	0	0	0	0	2	2	0	0	0	0
	PAP	0	0	1	1	1	0	2	3	0	0	0	0	0	1	2	3	1	0	0	1
	The Heritage Party	8	0	0	8	8	0	0	8	1		0	1	2	1	0	3	3	3	0	6
	ARF	1	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1
	ANC	1	0	2	3	2	0	1	3	0	0	0	0	2	2	0	4	0	0	1	1
	Liberal Democrats Party	7	4	0	11	9	2	1	12	3		0	3	0	0	0	0	4	3	0	7
	Authorities	0	0	1	1	0	0	0	0	0		1	1	0	0	0	0	0	0	4	4
	Opposition	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1

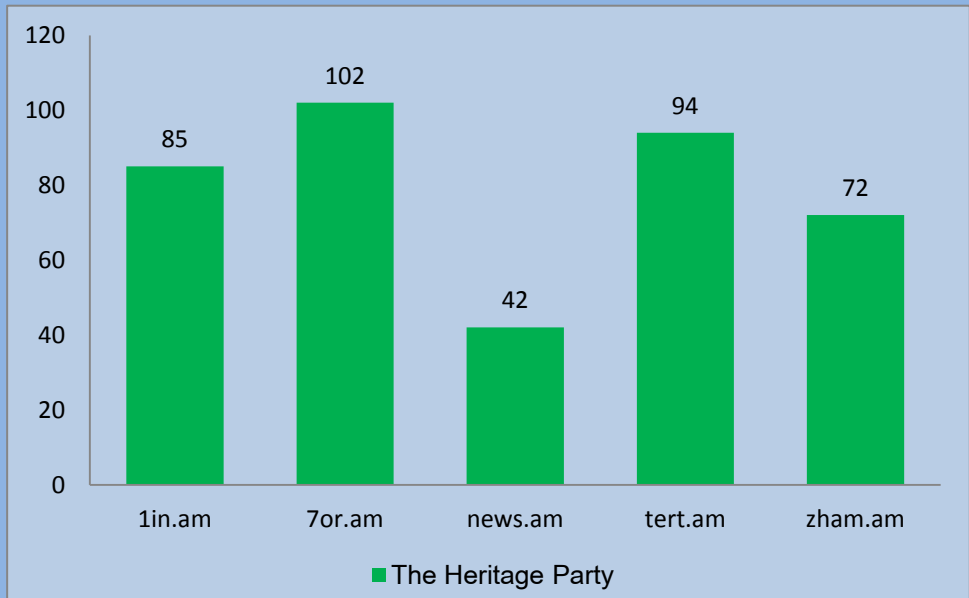
The Number of Mentions of Parties Taking Part in the Parliamentary Elections on the Facebook Pages of the Monitored Media Outlets (RPA)



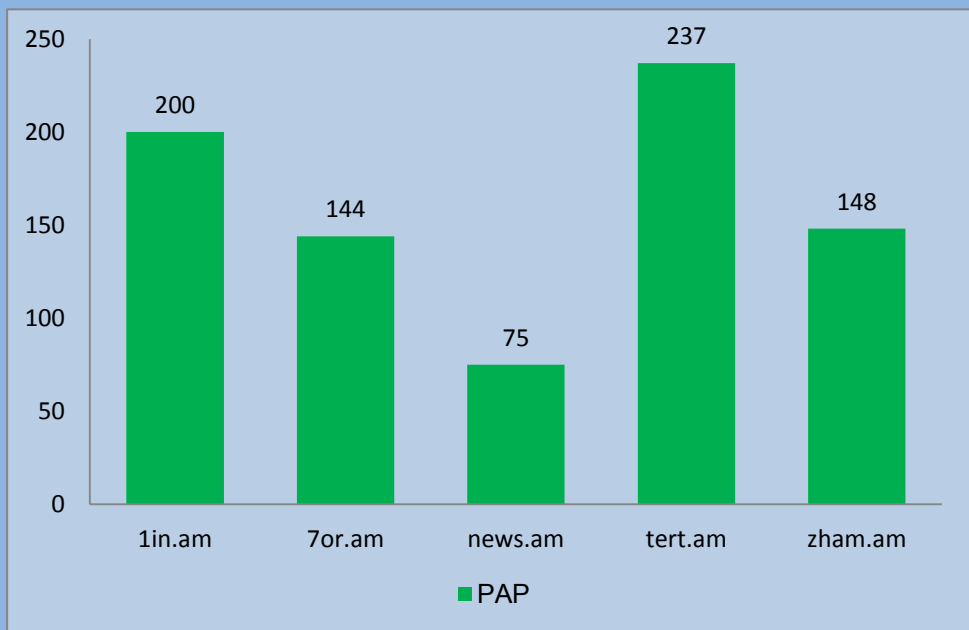
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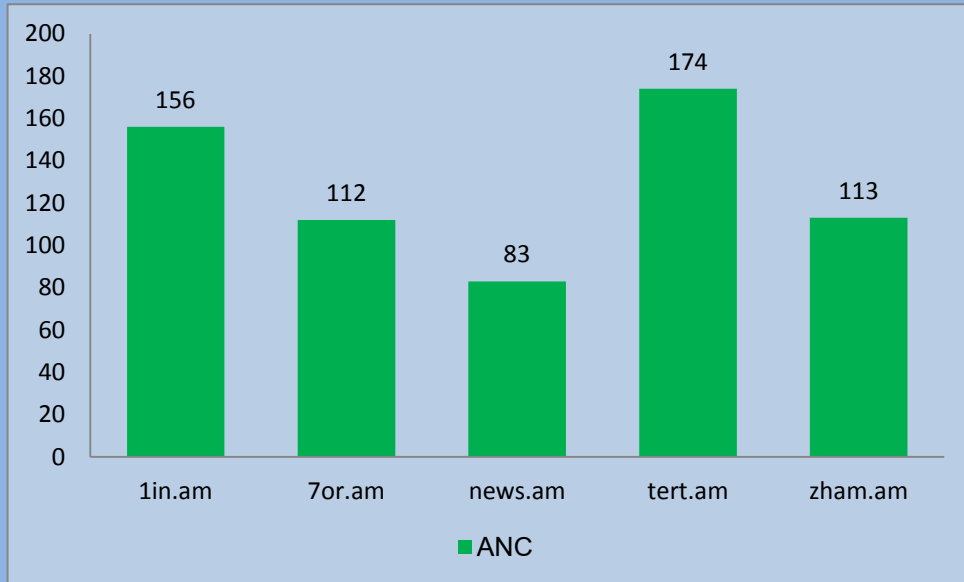
The Number of Mentions of Parties Taking Part in the Parliamentary Elections on the Facebook Pages of the Monitored Media Outlets(The Heritage Party)



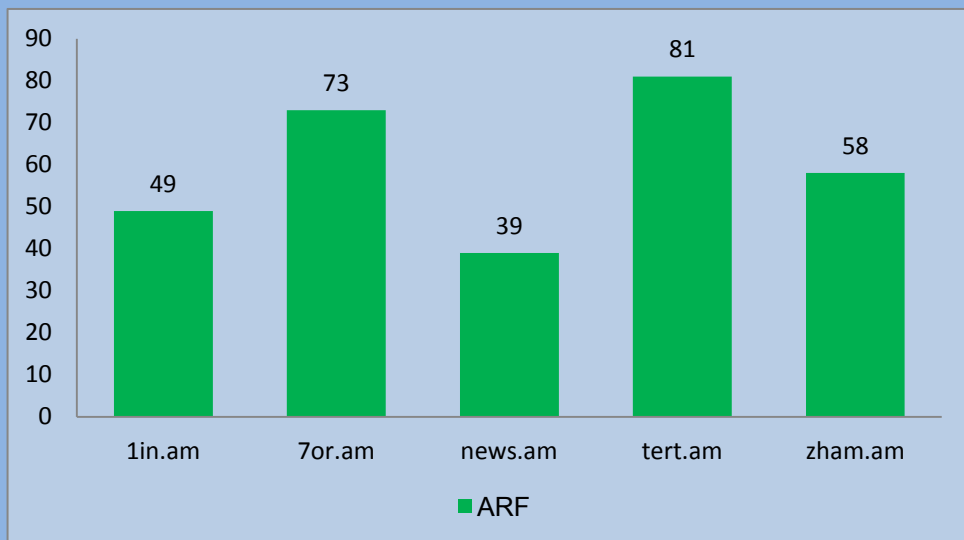
The Number of Mentions of Parties Taking part in the Parliamentary Elections on the Facebook Pages of the Monitored Media Outlets(PAP)



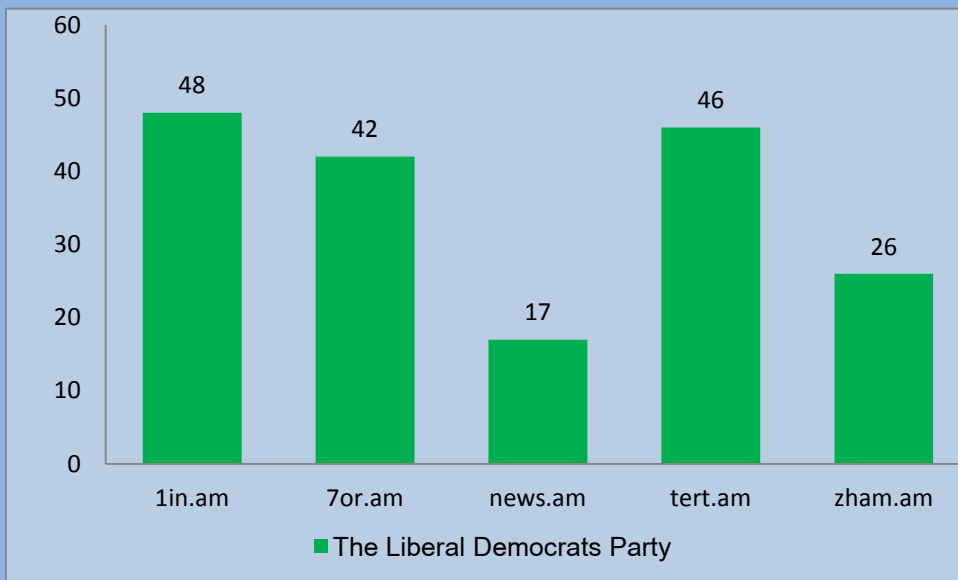
The Number of Mentions of Parties Taking Part in the Parliamentary Elections on the Facebook Pages of the Monitored Media Outlets (ANC)



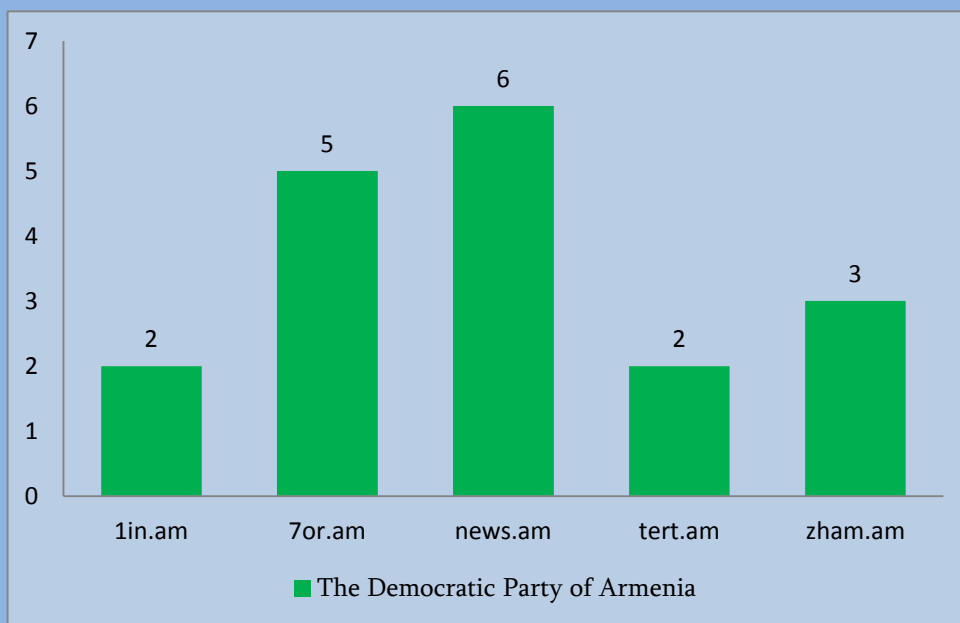
The Number of Mentions of Parties Taking Part in the Parliamentary Elections on the Facebook Pages of the Monitored Media Outlets (ARF)



The Number of Mentions of Parties Taking Part in the Parliamentary Elections on the Facebook Pages of the Monitored Media Outlets (The Liberal Democrats Party)



The Number of Mentions of Parties Taking Part in the Parliamentary Elections on the Facebook Pages of the Monitored Media Outlets (The Democratic Party of Armenia)



The Number of Mentions of Parties Taking Part in the Parliamentary Elections on the Facebook Pages of the Monitored Media Outlets (The Communist Party of Armenia)

