

# THE IMPACT OF ARMENIAN SOAP OPERAS ON THE SOCIAL BEHAVIOR OF YOUNG ADULTS



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# What? Why?

- Soap operas are very popular in Armenia
- Violence and gender stereotypes are a common occurrence in many Armenian soap operas

## So?

- This can change people's social behaviour, or perpetuate violent behavior



# So we ask ourselves the following que



Main research question:

- Do Armenian soap operas perpetuate violence among Armenian young adults?



Sub-question:

- What role does gender violence in Armenian soap operas play in the reinforcement of gender stereotypes?



# What was done to gain answers?

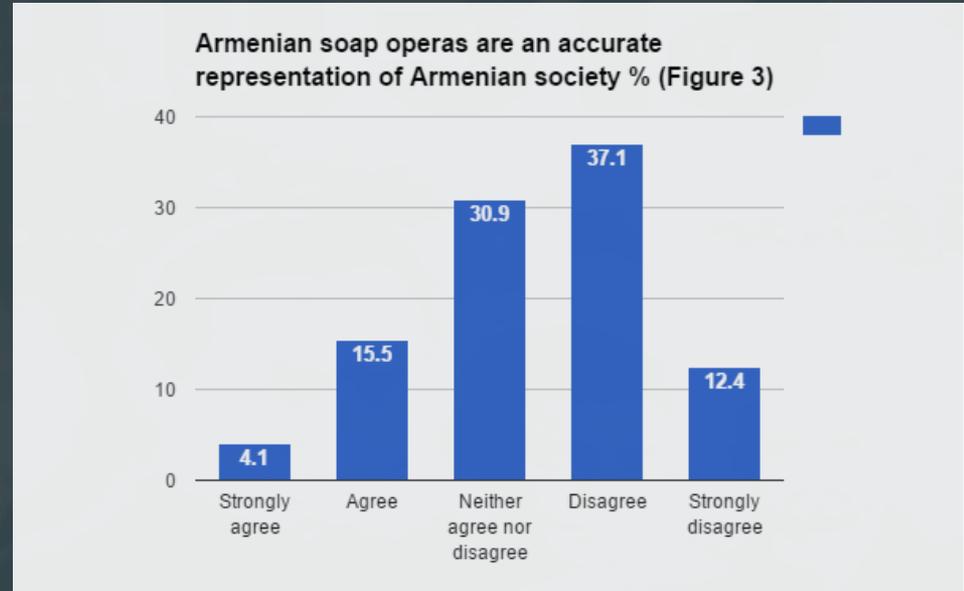
- Surveys
- In-depth interviews
- Content analysis
- Literary research



# What did we find?

According to the research

- We think that Armenian soap operas do not accurately represent Armenian society
- Soap operas containing violence are the most watched
- Knowledge of the harmfulness of soap operas does not impact viewership: people will keep watching.



# What did we find?

- Those who watch violent soap operas and at the same time think that watching violent soap operas make you more violent are generally not violent themselves.

So, according to this study, watching violent soap operas do not make violent.

Even more so:

- Those who watch violent soap operas are generally LESS violent than those who watch non-violent soap operas.

When my friends fight, I try to get them to stop.					
	Strongly agree	Agree	Neutral	Disagree	Total
Watches violent soap operas	35%	30%	35%	0%	100%
Watches both violent/non-violent	20%	60%	20%	0%	100%
Watches non-violent soap operas	8%	33%	42%	17%	100%
Unspecified	40%	60%	0%	0%	100%

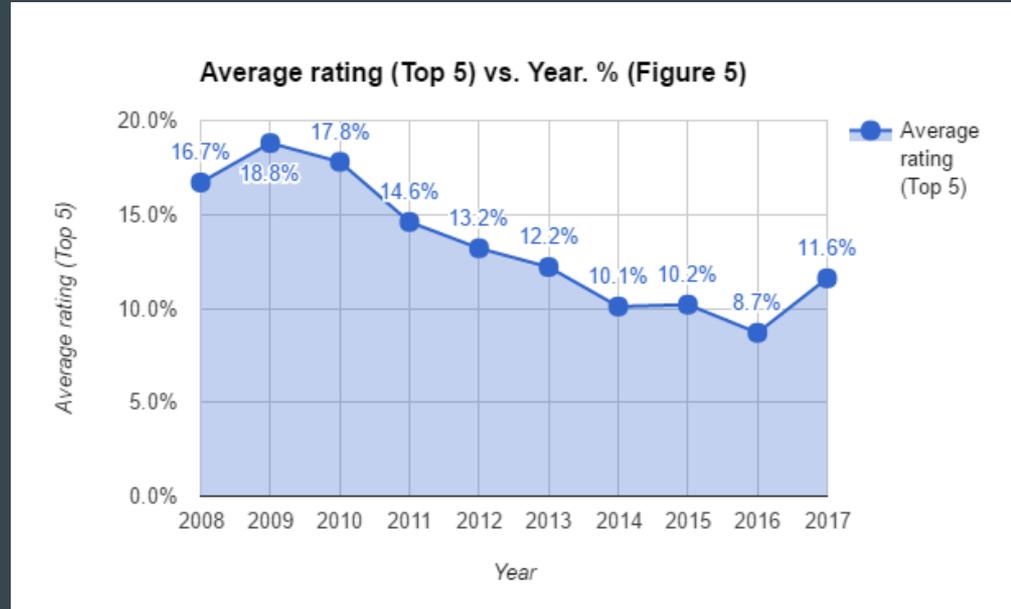
# What about the role of gender violence and stereotypes?

- Gender violence is a common occurrence in Armenian soap operas
- Leading roles are occupied by men;
- Ideas of male dominance are reinforced through conflict situations with women



# Trends in Soap Opera viewership in Armenia

- The average rating for the top 5 Armenian soap operas in 2009 Was ~19%?
- This means that on average ~19% of all TV owners were tuned into any of the top 5 soap operas when they were being broadcasted
- The top 3 most popular soap Operas in Armenia in 2017 are all Indian productions.



So should you be worried that you or your close ones will develop violent tendencies due to exposure to violent soap operas?

**PROBABLY NOT!**