In what ways may the use of social media by the Government of the Republic of Armenia affect the government-citizen relationship?

Digital Presentation of Final Capstone Project

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Outline

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Introduction

The purpose of this study is to examine online networking practice in Armenia between the old and new governments of RA and its citizens to improve the government-citizen relationship.

More specifically, this research work analyzes the Government's activities on digital social media platforms, such as Facebook.

Events examined/ Movements

These are the movements which have been discussed through Facebook and engaged citizens:

2013-*Marshutkas for 150 dram*

2014-15 - *"Դեմ եմ" (Movement against the Mandatory Accumulative Pension System)*

2015-*#ElectricYerevan*

2017- *"Տարկետում լինելու Ա" (Military Deferment bill renewal)*

The movements inspired the research to look at the level of how much the citizens have influenced the future

development of those issues brought to the social media.

Research Questions

Main Research Question: ***"In what ways may the use of social media by the Government of the Republic of Armenia affect the government-citizen relationship?"***

Sub-questions:
#1 How the citizens of Armenia had their role in the formation of the new government through Facebook?
#2 How effective/ineffective has the usage of social media been by other Armenian governmental institutions, politicians, and the municipality?

Methodology

Quantitative and Qualitative research

- **Content analysis**

- **Survey**

    80 people participated

- **Interviews**

    10 people interviewed

    - AUA lecturers

    - Kolba Lab

    - Lawyers

    - Admins of FB pages of minitseries

Content Analysis

Three Facebook pages have been examined

1) "ՀՀ Կառավարություն" FB page ("RA Government" translation from Armenian)
13,090 liked the page, **13,119** follow

2) Karen Karapetyan - Previous Prime Minister of Armenia
96,244 liked the page, **102,863** follow

3) Nikol Pashinyan - Current Prime Minister of Armenia
383,049 liked the page, **448,953** people follow this

Key Research findings: Survey

80

People aged from 16 to 50 **filled in the survey**

61%

Participants of the survey aged 19 to 21

81%

Participants use Facebook over Twitter

69%

Of participants *have not* visited the Government's Facebook page

Key Research findings: Interviews

Marina Mkhitaryan, Kolba Lab

"Facebook is not a wall, when you stick the formal announcement, like certain posters in medieval England, but its a communication space. It's a forum where I am an equal conversation member of the conversation with the Government."

Yevgeniya Paturyan, AUA Lecturer

"I think the government is doing a right thing. You cannot ignore a situation where current generation is a Facebook generation."

Hasmik Soghomonyan, Kolba Lab

"...I would like to see profiles of people who are working there. Like-profiling the staff, profiling the experts, who are working on certain laws."

Recommendations

1) Create a strategy and *develop the "ՀՀ Կառավարություն" Facebook page.*

2) *Create a small group (3-6 people) of professional Social Media Marketers or Public Relations specialists. (long-term goal)*

3) *Understand the goal of the presence on Facebook: connecting with the citizens of the country; improve the image, engage people in the politics; gain people's trust; or other.*

4) *Verify the page.*