

FACEBOOK IN ARMENIA

Users and Using

*Results of surveys among
Facebook users in Armenia*





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**Research project idea, methodology and results analysis by the Director of Region Research Center
Laura Baghdasaryan**

**Survey team: Sona Kyurkchyan, Angela Chobanyan, Sosi Khanikyan, Lena Nazaryan,
Vahe Sarukhanyan**

**Technical processing, tables and figures by
Shoghik Stepanyan**



FACEBOOK IN ARMENIA: USERS AND USING

As of November 2013, the number of Facebook users in Armenia amounts to 560 thousand. In the past two months about 20.000 new users signed up to the network: this stable indicator of user growth has been invariably registered in the last two years.

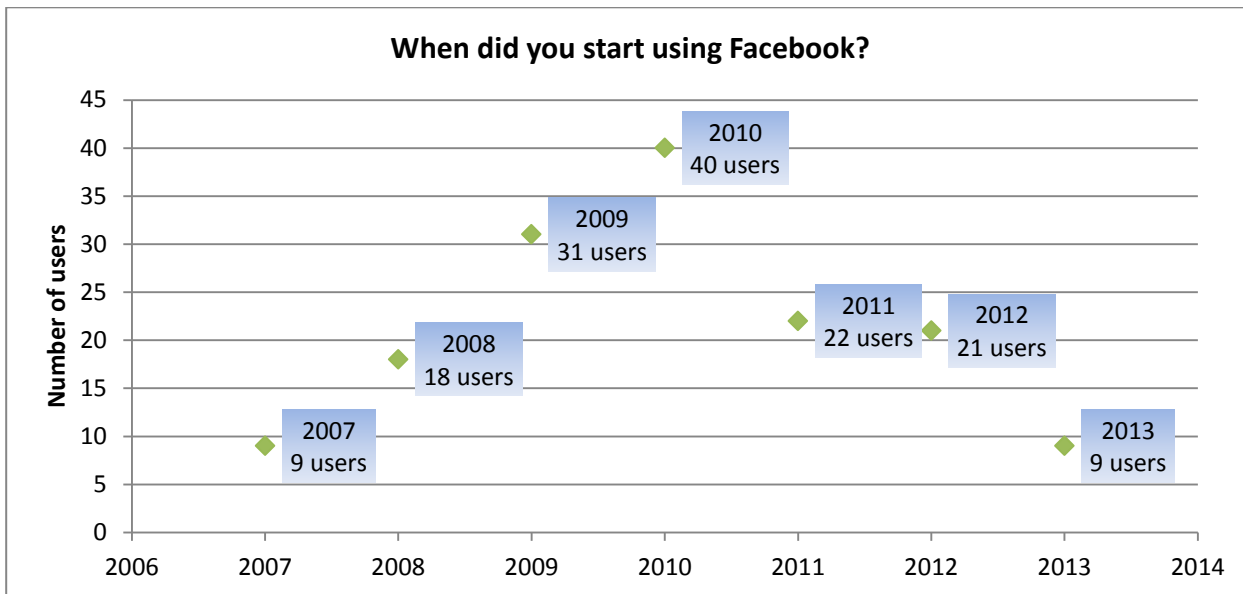
Other statistical data on the use of Facebook in Armenia also indicate that this social network is becoming more and more popular. Currently, about 19% of the country's population (every fifth person) and about half of Internet users (42%) are using Facebook. However, the controversial evaluations of the role and use of this network in Armenia make us realize that experts still remain divided into two camps – social media optimists and social media pessimists. For example, we recorded two sets of conflicting answers to our question on whether TV continues to be the most influential medium in Armenia. Yes, because Internet access is limited, and TV validates and reinforces official political agenda. No, since TV lags behind social media, specifically in terms of its pace, interactivity level, diversity, reliability and accuracy while presenting the reality.

Why is Facebook becoming more and more popular in Armenia? Why is this social network such a draw for the people: is it due to the frequent public discussions on Facebook in Armenia, the presence of famous people on the network, the more convenient technical features as compared to other social networks or is it something else? What is common, and conversely, different for the users? What are the preferences of an average Facebook user?

The aim of our survey among political and public figures, media representatives, educational and cultural institutions and artists, business organizations and individual entrepreneurs, as well as so-called ordinary citizens (5 groups of users, with 30 surveyed in each group and a total of 150 surveyed) was to understand what role Facebook plays in the life of Armenian society as a free expression platform and how it is used by different society groups.

SOCIAL NETWORK EXPERIENCE

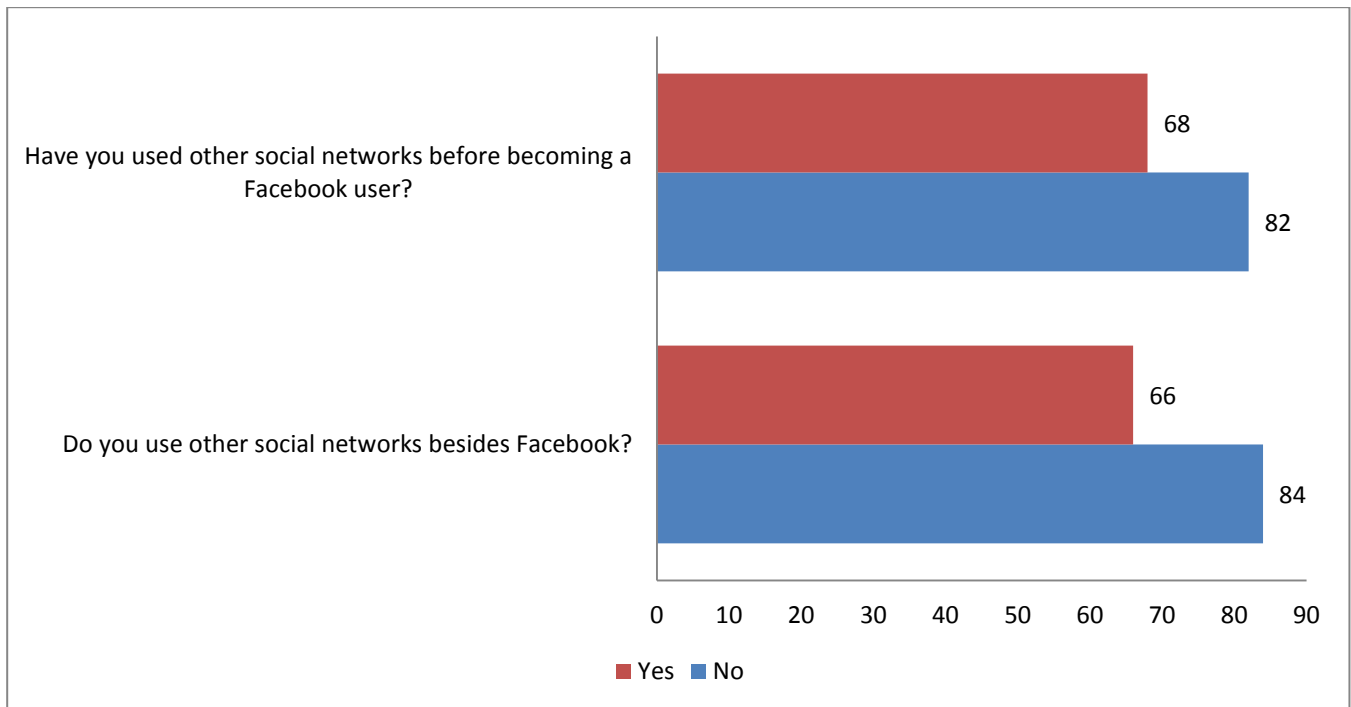
2/3 of the surveyed have a 3 – 5 year experience of using Facebook (they signed up to and have been using Facebook since 2007 – 2010). The others have been on Facebook for a year or two (they signed up to Facebook and have been using it since 2011 - 2013).



Before becoming a Facebook user 68 of 150 users (about 45%) already had some experience of using other social networks/social media. The vast majority used Odnoklassniki and VKontakte.

For the remaining 82 users (about 55%) the first introduction to social networks took place via Facebook.

Approximately an equal number of users – 66 (44%) – use other networks and social media along with Facebook. The others are exclusively Facebook users.



Those who are using only Facebook, tend to provide the following typical explanations:

I do not use other networks because:

- I am fully satisfied with the technical features and capacity of Facebook,
- I do not have enough time,
- I did not like Twitter, it requires too much personal information to sign up,
- Facebook is easier to use, I tried Twitter, did not quite understand how it works.
- My friends and relatives are all on Facebook. Facebook is a satisfactory means for me to interact with them,
- I think Odnoklassniki is for younger people who still need self-assurance: no serious issues are raised there.
Facebook has a more interesting and serious audience.

USERS' AUDIENCES

The following five groups include users with varied sizes of Facebook audience (By audience we mean the number of page Fans, or those on the Friends list and subscribed to the page).

- Public or political figure and civic activist users' smallest audience is consisted of 383 users, while the largest one is consisted of 17 248 users.
- The minimum number of Facebook audiences for business structures/individual entrepreneurs amounted to 100, the largest audience had 77500 users.
- The journalists/media managers' audiences ranged between 147 and 10991.
- The audiences of artists and educational and cultural institutions ranged between 163 and 6081.
- Ordinary citizens were followed by audiences, ranging between 18 and 609 people.

The users form their audiences according to several principles.

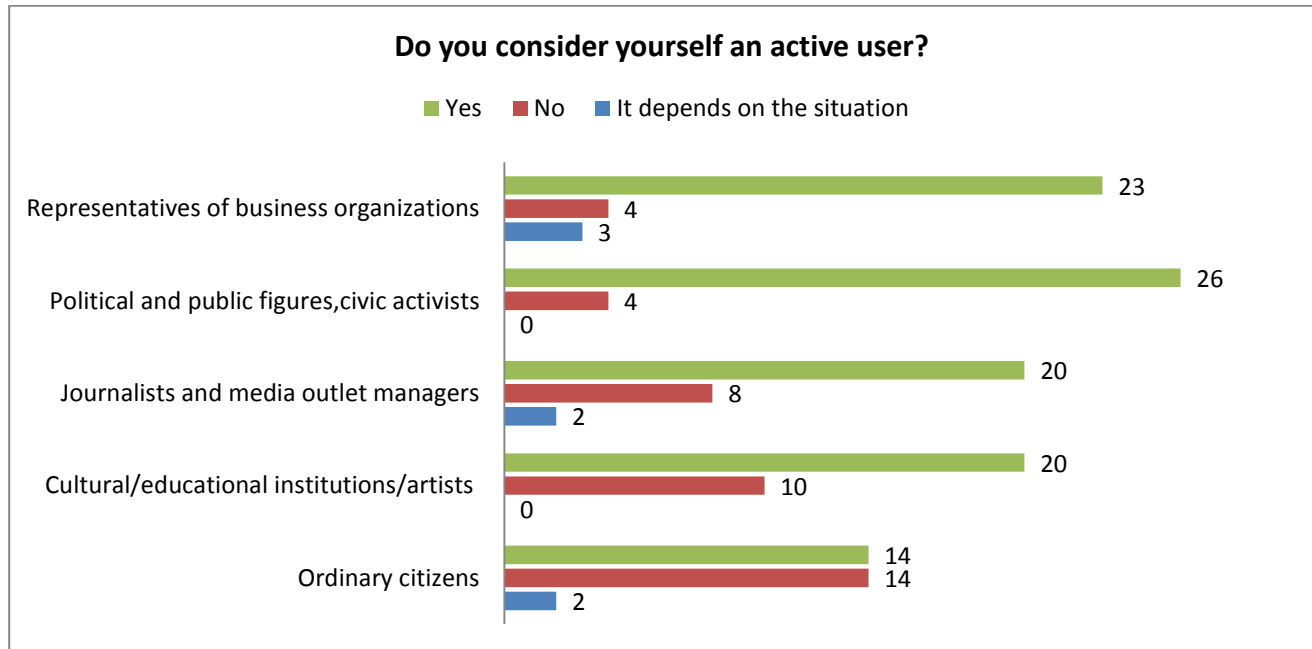
- They make friends with everyone, accepting everyone's friend requests, not quite caring who appears on their Friends list (51 answers).
- They make friends only with the people they know (33 answers).
- They make friends with everyone and then unfriend undesirable users (remove them from the Friend list) (25answers).
- They make friends because of common interests, mutual friends and acquaintances and so on (40 answers).

A considerable part of users in this group interact exclusively with Armenians residing in Armenia and in other countries.

Foreigners typically represent a small segmentof the users' audience.

IDEAS ON ACTIVE AND PASSIVE USERS

What do they mean by saying an “active or passive Facebook user?” To find this out, we asked the following question: “Do you consider yourself an active user? (Why?)”



Most users (69%) believe that they are absolutely active, while 27% think they are absolutely passive. And only 5% mentions that their activity or passiveness depends on the situation. All the groups contain users evaluating themselves as passive; however, the ordinary citizens group had the largest number of such users.

Their substantiations for activity are as follows:

Business representatives – I am active because:

	We regularly update our webpage,
	We daily disseminate at least one piece of news or information about our business,
	We implement Facebook-based projects and organize competitions,
	We use Facebook to remain in touch with our clients and to answer their questions.

Political and public figures, civic activists – I am active because:

	I write something on Facebook every (or almost every) day,
	I spend quite a lot of time on Facebook every day (by the way, quite a lot of time means up to 1 hour in some cases and at least 2 hours in others),
	I have a large audience (over 5000 users, over 17000 users) and I interact with a large number of people,
	I use the network as a key tool for my job,
	I receive numerous messages and extensive feedback from different users,
	My Facebook statuses and comments become widely discussed,
	I am a member of several Facebook groups,
	I use Facebook as a personal communication medium.

Journalists/media managers – I am active because:

	I am trying not to miss any developments and to disseminate information,
	I do everything via Facebook, it has become a substitute for other means of communication for me,
	I am always/or almost always online, I spend a lot of time on Facebook,
	I follow Facebook updates every 30 minutes and I am informed of all the developments on the network,
	I have a large audience.

Educational and cultural institutions/artists – I am active because:

	I update my page, I disseminate information,
	I keep in touch with audience,
	I log on Facebook several times a day.

Ordinary citizens – I am active because:

	I spend all of my free time (or some time) on Facebook,
	I follow new information posted on my Wall and my friends' statuses on a daily basis,
	I check in the places I visited, I post photos, I participate in debates and discussions.

Users who consider themselves to be passive, account for it largely by

	Shortage of time,
	Their habit of finding information on Facebook and not participating in discussions.

In other words users link their activity or passiveness on Facebook, first, to the nature of their activities on the network, second, to the time spent in the social network, third, the frequency of logging onto Facebook. Hence, they select different criteria to be guided by.

TIME SPENT ON FACEBOOK: EVIDENCE OF ADDICTION

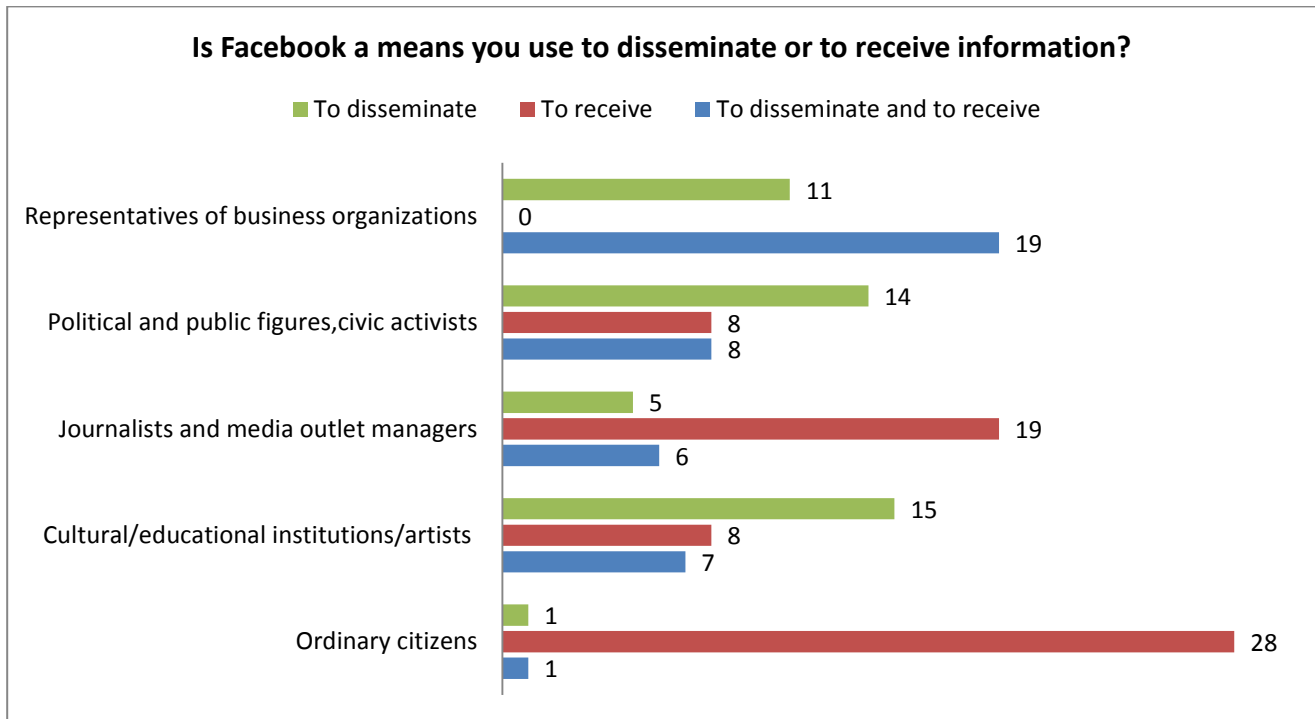
The majority of users in our groups log onto Facebook every day (once or several times a day) or they announce that they are constantly online. The vast majority of users, considering themselves active or passive (72 out of the 103 users who characterized themselves as active and 33 out of the 40 believing themselves to be passive) indicated such frequency. Approximately half of the active users spend at least 2 hours on Facebook daily. It is interesting to note that 40% of users who described themselves as passive users also spend two and more hours on Facebook daily. 33% of passive users spend up to an hour on Facebook daily (See Appendix, Table 1).

INTERACTIVITY ON FACEBOOK

At our request 150 users described how they usually reacted to Facebook information they liked or disliked. About 2/3 of the answers state that people react by using the Like, Share and Comment buttons which means they express public approval or disapproval. In the remaining 1/3 cases the reaction is either totally implicit, or one of the above-mentioned three buttons is used extremely rarely. By the way, we can find users characterizing themselves as active or passive among those who always express their attitude on the network and in the so-called “passive readers” group (See Appendix, Table 2).

FACEBOOK AS A SOURCE OF INFORMATION

The answers to the question “Is Facebook a means you use to disseminate or to receive information?” reveal that the difference between those who consider Facebook as a source of information and those who use it to disseminate information is not large.



42% of the surveyed mention that to them Facebook is a source of information, while 30% call it a means to disseminate information. 27% of the surveyed regard Facebook as a tool to both disseminate and receive information.

It was predictable that Facebook would largely be perceived as a means of receiving information by ordinary citizens (28 out of the 30 users in the group answered that way). It was also predictable that the Facebook users whose presence on the network is conditioned also or exclusively by advertising – the representatives of businesses, arts, and education, as well as public and political figures – would largely regard Facebook as a means to disseminate information.

The only surprise was to see the answers of journalists and media managers: 19 (63%) out of the 30 people in the group Facebook meant a source of information, it was seen a tool to disseminate information by the representatives of 5 media outlets. The network was a channel of both news dissemination and receipt for 6 users.

AN ALTERNATIVE AND ADDITIONAL SOURCE OF INFORMATION

Even though Facebook is primarily a platform to receive and disseminate information, it becomes an exclusive source of information in the especially tense situations, since it is on these very days that both the media and individual users actively look for information (64 answers).

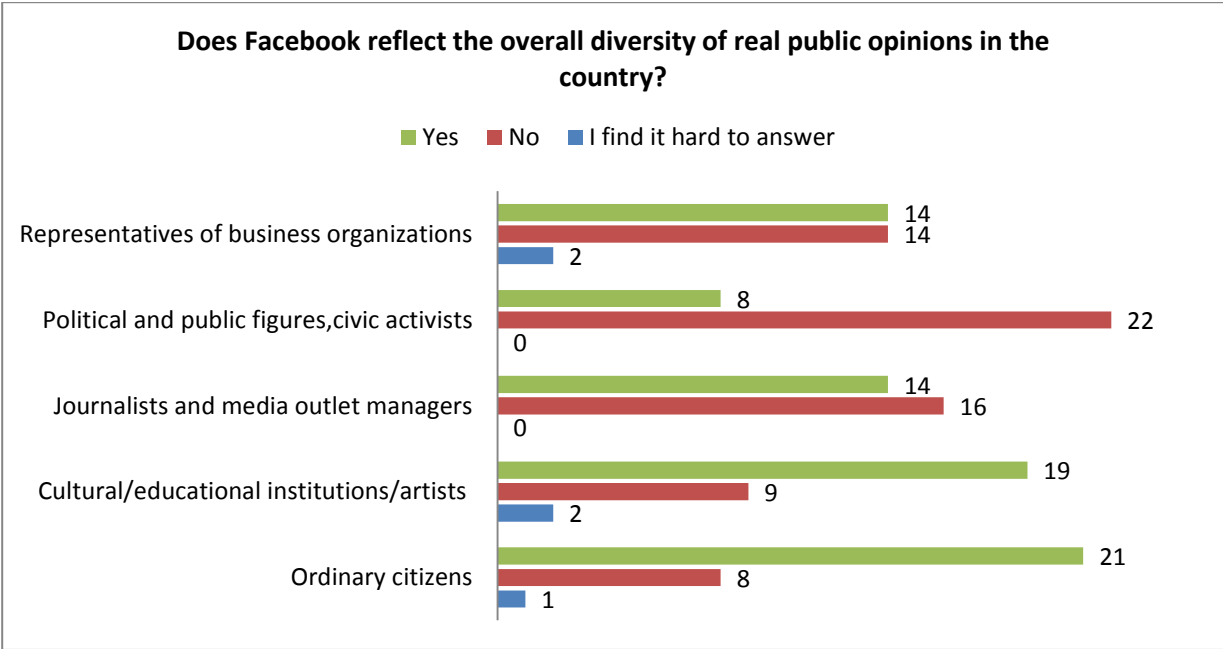
According to 56 respondents, Facebook presents a so-called news digest, since users still need to read the press, watch TV, and familiarize themselves with the reports in other media outlets for details.

Only 24 users (about 1/5 of the surveyed) point to their media nihilism, stating that they mainly familiarize themselves with the information on Facebook, they do not read the press and do not watch TV.

FACEBOOK AS THE BACKSTAGE OF PUBLIC DEVELOPMENTS

In previous studies on Facebook conducted by Region Research Center, we have already concluded that Facebook is actively used to set the start or advance the most important social and public processes in Armenia. At least, the significance of this or that process is measured by the significance the event acquires on Facebook and gains the attention of some decision makers in the country (See<http://regioncenter.info/hy/projects/5.html>).

That is why we asked the following question in our survey: “Does Facebook reflect the overall diversity of real public opinions in the country?”



76 (51%) users replied yes (it does reflect the overall diversity), 69 (46%) respondents mentioned that it failed to reflect the existent diversity, and only 5 (3%) users said they found it hard to answer the question.

The majority of users, representing social and political figures' and journalists' groups, insist that it is impossible to find the whole palette of public opinions in the country on Facebook. They substantiate this by saying that not all social strata are represented on Facebook, there are fewer Facebook users from the regions of the country and so on.

The artists' and ordinary citizens' groups largely hold the opposite opinion (that is Facebook reflects the whole diversity of public opinions existent in the country).

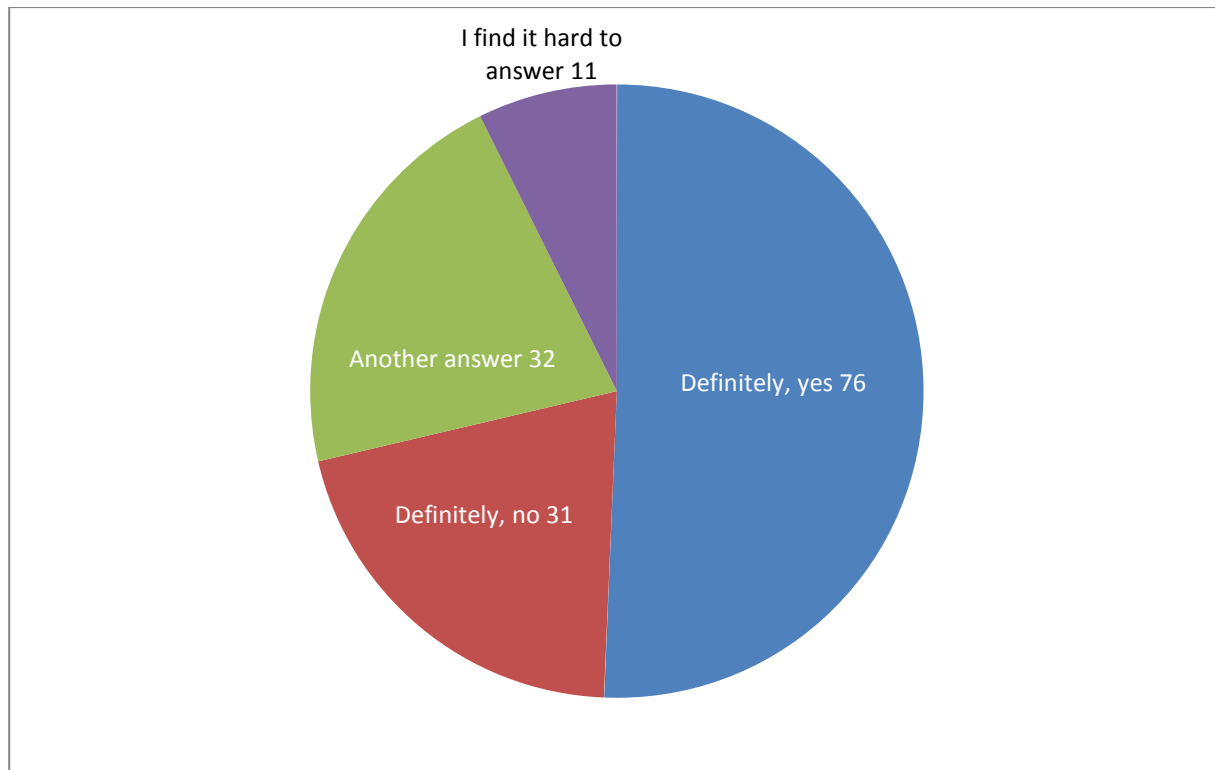
The group of business representatives was split in two halves as for the answer to whether "Facebook reflects/does not reflect public opinions," with 14 surveyed on each side. Only 2 users found it hard to answer.

ONLINE AND OFFLINE BEHAVIORS

Is the Facebook behavior of surveyed users and that of their friends' (according to their evaluation) different from regular behavior in real life?

By the evaluation of approximately half of Facebook users the online and offline behaviors are the same. About 1/5 of the surveyed considers that these two kinds of behavior are different. The others' replies mostly read as follows: "I have the same behavior both offline and online, those who I know act in the same way, but I cannot tell for those whom I do not know."

Do you and your friends demonstrate the same behavior on Facebook as you do in real life?



The explanations to the "No" answers mark the differences between the network and real life behaviors of the users.

The two types of behaviors differ, since:

	They try to use Facebook to realize what they cannot achieve in real life,
	They are more sincere online, especially when we communicate for a longer period of time,
	In face-to-face meetings they may express an opinion, and come up with a completely different one on Facebook, that is publicly,
	In the virtual domain people are sincere/they are less reserved.
	People try to look more intellectual and intelligent, better educated, kinder and with a better taste than they are in reality.
	They are braver on Facebook, they will come up with multiple ideological recommendations, they will criticize but very few of them will go out into the street to participate in rallies.

FACEBOOK-PROMOTED OUTCOMES IN REAL LIFE

In which public spheres does Facebook help to achieve really positive outcomes? Users think most outcomes were registered in the following spheres:

- In the struggle for human rights and social justice,
- In the struggle against illegitimate urban development activities,
- In business promotion.
- In the struggle for establishing justice in the army,
- In the struggle against corruption as a reaction to concrete Facebook reports on its various manifestations,
- Foreign policy propaganda was also mentioned, however less frequently than the above-listed.

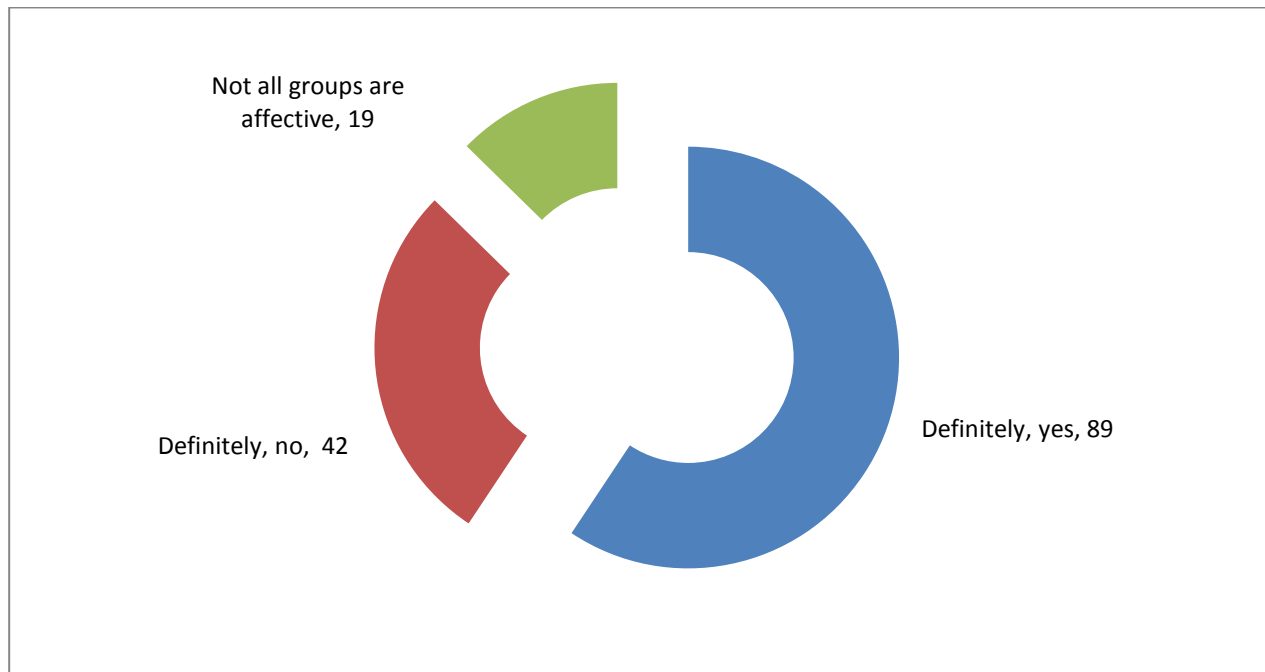
The users primarily mentioned success stories of recent civic initiatives as illustrations (the public protests against higher fares, a number of environmental actions). However, the list of the examples includes achievements dating back a year or more. There were general and specific examples (a total of 41 different examples have been mentioned), such as the following: “The Spokesman of the National Assembly sent a car after I posted a status that a vehicle was needed to take aid to children in Chinary village.” Or this one: “They built a ramp at the National Assembly as a result of Facebook debates that followed my status.” Or this one: “We were able to dismantle the illegal structure that was being built at our house, for my Facebook status drew public attention”.

SIGNIFICANCE OF FACEBOOK GROUPS

Approximately half of 150 users (75) participating in our survey is enrolled in this or that Facebook group, with some being members of more than only one group (4 users). The others are simultaneously added to a number of groups. There is a user – a civic activist, who is a member of 286 groups at the same time. This was a record-breaking indicator among the surveyed.

The users' opinions on the groups are presented below:

Do you consider the Facebook groups effective?



WHAT ARE USERS LOOKING FOR ON FACEBOOK?

To address this question, we will compare the answers of the surveyed to the following questions: why did you sign up to Facebook (in other words, we seek to understand what their a priori idea of the network was), what do you most frequently do on Facebook (to learn of their actions) and what is the primary significance of Facebook to you (we would like to understand their evaluation criteria)?

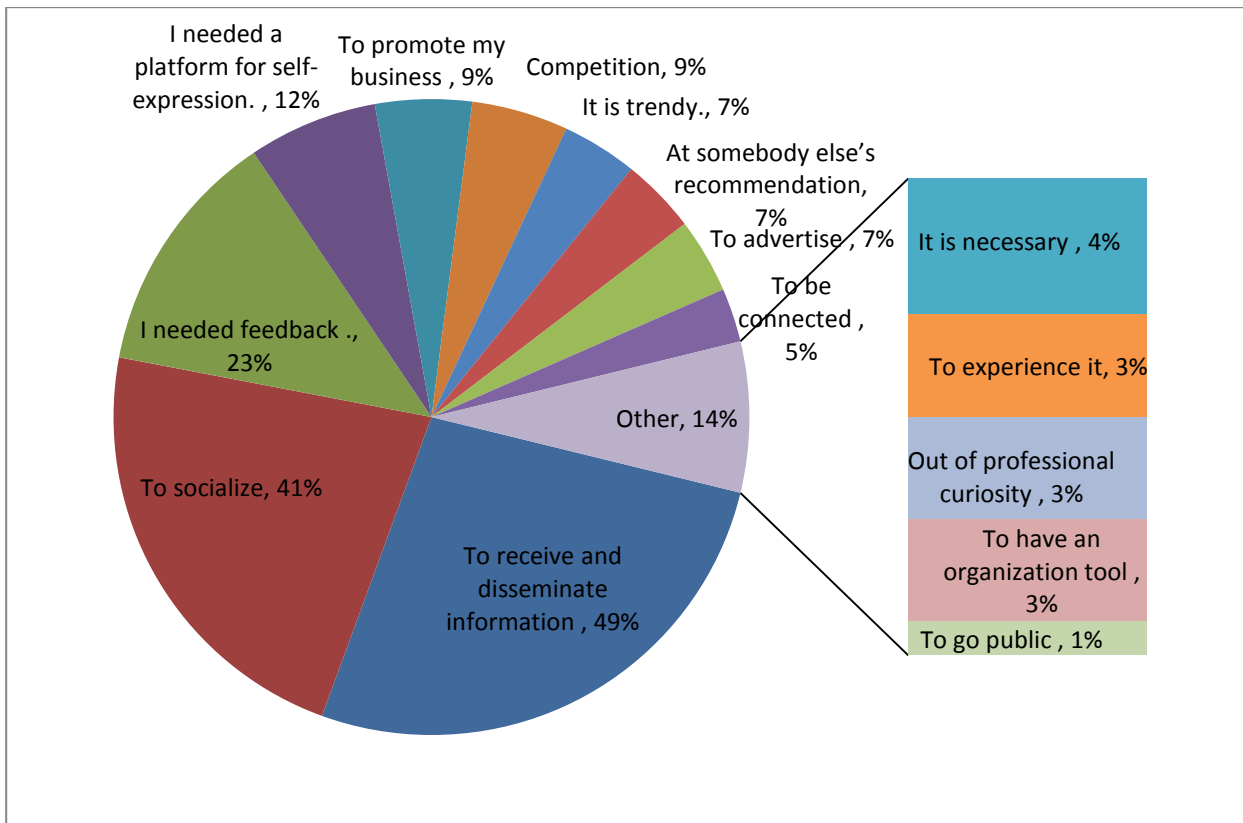
Why did they sign up to Facebook?

The most frequent answers given to this question were as follows:

- To disseminate and receive information,
- To interact and keep in touch.

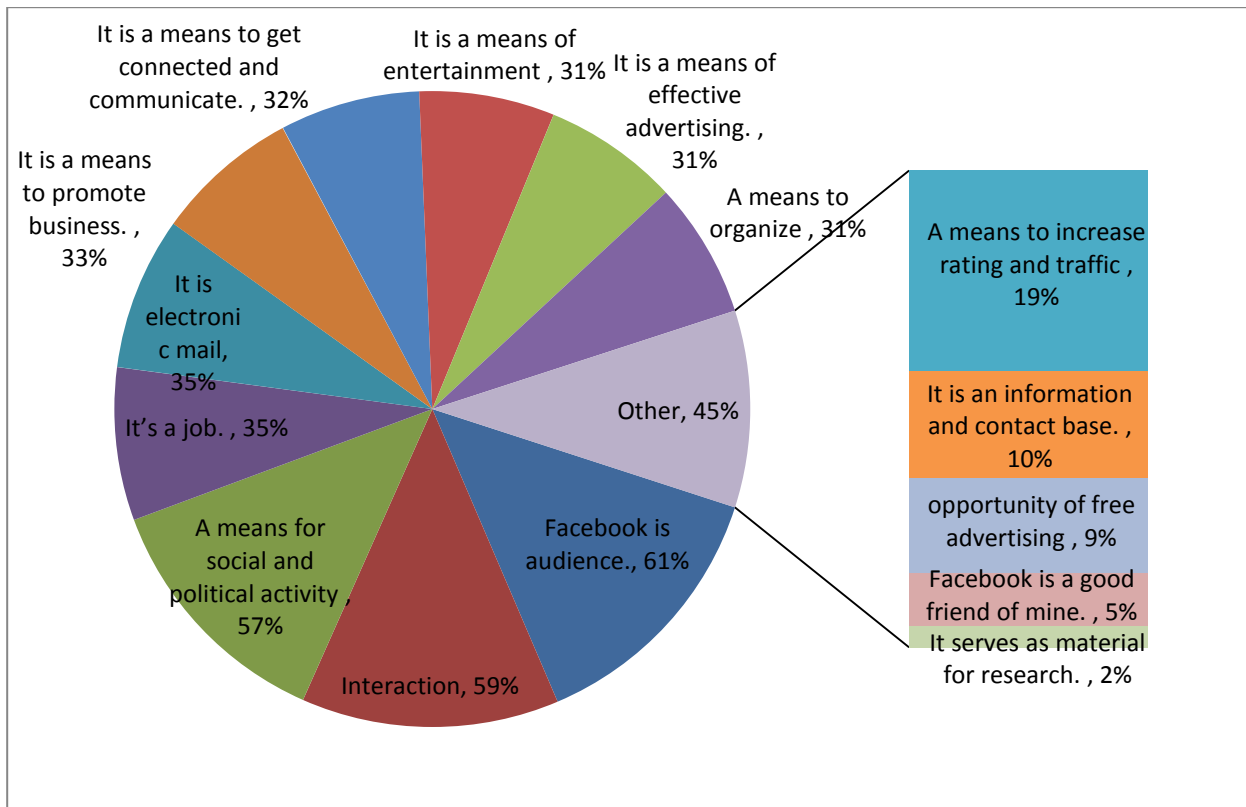
And then in gradually decreasing order:

- To satisfy the need for feedback,
- To have a platform to express oneself,
- To promote business,
- Not to lag behind competitors,
- Because it is trendy to be on Facebook,
- At others' recommendation,
- To advertise,
- To be quickly and easily connected,
- To have this organizational/mobilization tool,
- To have the experience (I wondered what kind of network it was),
- Out of professional curiosity (to follow people's moods and their behaviors in the virtual domain),
- To go public.



What does Facebook mean to them now, after having acquired some skills and using the network for 1 – 6 years?

- It is audience,
- Interaction with friends,
- A means for social and political activity,
- It is a job,
- It is electronic mail,
- It is a means to promote business,
- It is pastime,
- It is an effective advertising tool,
- It is a means to organize non-political events,
- It is a means to raise ratings and increase traffic,
- It is an information and contact base,
- It is rather a free than an effective means for advertising,
- It provides material for research.



Facebook users are primarily looking for information (I familiarize myself with the content on my Wall, I disseminate information, I read my friends' statuses and comments) followed by interaction (I speak with my friends online, I read the messages sent to me and reply, I answer the questions I am asked). Almost as actively as interacting with friends, they express an opinion on various events, promote their businesses, and enlarge their clientele. In general, the frequency rate of establishing new connections and studying competitors' pages is the same as in the above-mentioned cases (See Appendix, Tables 4, 5, 6).

In fact, the majority of Facebook users have gained all they signed up to this network for: they disseminate and receive information, have an audience, interact and connect, advertise to promote their businesses. But there are some "revelations" that only fewer users made when already registered on the network (judging by their own or others' experiences). Facebook can also be an electronic mail, it can also be used as a pastime and so on.

What do they like, and on the contrary, are infuriated by on this social network?

In essence, the "likes" list is almost identical with the answers to the "What is Facebook to you?" question, simply highlighting different aspects.

Facebook users from Armenia like the following things about this network:

- Freedom and the general ease that are not there in other media,
- The wide access and the possibility to quickly disseminate information,
- Moderate dependence on writing,
- Quick organization of business contacts,
- Discovering new intelligent people,
- Forming public opinion,
- Successful caricatures and humor,
- People's openness and sincerity,
- Disregarding age limitations and distance,
- The drive to help people in dire straits and the actual aid and so on.

The question "What infuriates on Facebook most?" uncovered a number of the so-called "accompanying phenomena," as well as a number of features typical of the contemporary information flow.

Facebook users from Armenia are infuriated by the following:

- When people report on their routine actions every 30 minutes,
- When people like stupid or sad news, and car accident reports,
- Mutual intolerance and bragging in front of the computer,
- Persistent advertising and spam,
- Poor command of Armenian, statuses and comments written in non-Armenian script,
- When they have to like something (to read the story or so that the friends do not get offended later),
- When the user likes the story or photo he/she shared, or a family member likes it, say the husband likes his wife's photo, or the wife likes her husband's photo,
- When you feel that you are getting addicted,
- When they start disseminating terrifying stories of others' dramatic lives,
- When they start to haunt and torment with stories on celebrities, criminals and sex,
- When invitations to play stupid games pop up or you get asked to like a page,
- When they add you to groups without permission,
- When they tag your name in pictures unrelated to you,
- When people are too serious about the online environment,
- When they do not understand what Facebook is for, confusing it with Odnoklassniki,
- The fact that young children can also use it and be in the same space as adults.

GENERAL AND PARTICULAR FEATURES TO IDENTIFY OUR USERS

We classified the users participating in our survey into 5 different groups according to their employment – public and political figures/civic activists, journalists/media managers, representatives of education and culture, business representatives and ordinary citizens of no fame with 30 users in each. We have selected them, applying a number of principles and aiming to finally create the miniature of the Facebook community in Armenia as accurately as possible.

Thus, the **political and public figures/civic activists' group** consisted of the relatively active members or leaders of political parties, National Assembly MPs, leaders and members of civil initiatives, and individual civil activists represented on Facebook, namely representatives of the RA Republican Party, Prosperous Armenia Party, Heritage Party, Armenian National Congress Party, Armenian Revolutionary Federation, New Times Party, Free Democrats Party, Liberty Party and Pre-Parliament initiative.

The **group of journalists and media managers** consisted of employees from 23 different media outlets and a journalist who was fired because of a Facebook comment she made (K. Yeghiazaryan). Namely, these were representatives of the Aravot, 168 Zham, Azg, Golos Armenii, Zhoghovurd newspapers, Armenia, H1, Kentron, Yerkir Media, Gala, Shoghakat TV companies, Hetq, Iragir.am, news.am, zham.am, 1in.am electronic newspapers, Radio Liberty and Public Radio, panorama.am and aseose.am websites, and arminfo.am, newsarmenia.am, and mediamax.am news agencies.

The **field of education and culture** was represented by 21 people of art (actors, a composer, a film director, painters, a film critic, and a singer) and by 9 organizations (theaters and higher educational institutions).

The **business group** was represented by 5 individual entrepreneurs and 25 business companies (a medical clinic, spa salons, a bank, stores, an art gallery, a tour agency, hotels, cafes and a telecommunications company).

Among the 30 members of the ordinary citizens' group there were 3 students and 7 unemployed. The vast majority of them are not and they have never been affiliated with any political or non-governmental organization. We worked with a total of 116 individual users and 34 organizations.

See Appendix for gender and age grouping individual users, as well as further details of the above-mentioned descriptions.

The business and educational organizations date back to different years. For example, the Tai-Hai spa salon opened only last summer, while Prometey Bank started its operations 23 years ago, the Bookinist bookstore is 75, and Yerevan State Teachers' Training University has a history of 91 years.

Our survey was not anonymous. For the list of surveyed individual users and representatives of participant organizations see in the Appendix.

CONCLUSIONS

- Unlike the past, the Facebook audience of the day can be considered a miniature of the Armenian society, for it is represented by individuals from various fields of activity, of varied political and public activity, age, preferences, habits, as well as by individuals, organizations and even famous brands not needing advertising that use this social network for different purposes.
- Using Facebook, like any other social network, requires the mastery of some technical skills, some preparation and passage through some filters. But like any other social network, Facebook has its specific users' pool.
- The majority of the surveyed users have had Facebook experience for 1- 6 years, and their answers are based on their experience. As the answers to a few of our questions testify, their a priori and actual ideas of Facebook are not much different.
- On the other hand, this testifies to the fact that the stable growth of Facebook community in Armenia is due to various network promotion elements in the form of quotes from Facebook statuses by the media or word of mouth from relatives and friends and so on.
- About half of Facebook users had previous experience of using social networks, and we can assume that the main factor drawing them to Facebook was the Facebook audience: more serious developments happen here, it is more effective for politics and business, or it is more appealing to ordinary citizens, since, along with all the above-mentioned, their friends and relatives are also signed up to this network. For example, individual entrepreneurs sell their products and handicrafts exclusive via Facebook or via Facebook, too, journalists find information along with disseminating their pieces and so on. We should remind that a considerably large group of users called Facebook their job.
- The Armenian segment of Facebook is mainly an “intra-Armenian phenomenon.” Facebook is not perceived as a means to establish foreign relations, to open up to other national platforms and broadly interact with them. This is testified to by the large number of users whose Friends lists do not include any non-Armenians, foreigners living in other countries. This may, on the one hand, be accounted for by the fact that opening to other national platforms requires a set of additional skills (for example, foreign language proficiency). But on the other hand, the main aim of people signing up to Facebook (as answers illustrate) has not been to establish external connections.
- Facebook is primarily a venue of actively and broadly circulating information for all its users. And these a priori perceptions of Facebook held by the people were confirmed after they became actual users.

- Facebook becomes an exclusive source of information in the so-called tense and non-standard situation. At other times, it serves as either a database of references, or as only a platform for interaction. The number of the so-called media nihilists (those who do not read press, do not watch TV and confine themselves to exclusively Facebook information) is quite large, though they do not constitute the majority.
- The majority of Facebook users spend quite a lot of time on the network – at least 2 hours, and this is the central reason why other social networks have either been moved to the background, or are not on the agenda whatsoever (there is no time).
- The users' behavior on Facebook is largely the same as in real life. This also proves the claim that this social network is used in Armenia not only for pastime and personal interaction, but for concrete business purposes with a political figure remaining as such on Facebook, with the journalist acting as a journalist and an artist also being an artist when online. However, the surveyed mentioned it relatively rarely that they used Facebook primarily to advertise. It is also worthwhile to mention that the number of users who answered that Facebook was their job is not insignificant.
- Besides ordinary citizens, the majority of users make use of all the forms of Facebook interactivity (Like, Share, Comment). Their own evaluation of their activity or passiveness as a user and respective substantiations reveal that the users have varied and often controversial perceptions about activity or passiveness on the network. They use different and inconsistent criteria to determine the degree of their activity: some use the time spent on Facebook and only information receipt without interactivity as an activity indicator, others are guided by the frequency of logging onto Facebook, in the third case the size of their Facebook audience is determinant, while the fourth group judges by the interest other users hold in them and so on.
- Perspectives on whether Facebook reflects the whole diversity of public opinions in the country are controversial. The answers indicated both yes, and no. For example, ordinary users who are less interested in political and social processes believe it does, while journalists and political figures, dealing with the formation of public opinion professionally, hold it does not.
- As anything else, Facebook too has its advantages and disadvantages. The features that are disliked or simply infuriate users are quite varied. These include not only negative phenomena, typical of public information and relations (ostentation, dissemination of incompetent or false information and so on), but also the so-called purely Facebook specific phenomena (requests to like something or compulsory likes to get access to some information, persistent offers, adding people to groups without their consent and so on). And even though the positive aspects on Facebook are not as diverse as the negative ones, the number of users does not decrease, moreover, as we have already mentioned, it continues to rise stably and rapidly.

APPENDIX

Table1. How often do they use Facebook? How much time do users, considering themselves active or passive, spend on Facebook?

Do you consider yourself an active user?		How frequently do you log on Facebook?	How many hours on average do you daily spend on Facebook?				
			Up to 30 minutes	Up to 1 hour	2 or more hours	Duration varies	Total
Yes(I am active)	103 (69%)	Twice a month	0	1	0	0	1
		Once a day	3	4	6	1	14
		Several times a day	1	14	37	6	58
		I never logout from Facebook, I am almost always online	1	1	6	18	26
		Frequency varies, depending on the situation	2	0	2	0	4
		Total	7 (7%)	20 (19%)	51 (50%)	25 (24%)	103
No(I am passive)	40 (27%)	Once a week	1	0	0	0	1
		Once a day	2	9	1	1	13
		Several times a day	5	3	10	2	20
		I never logout from Facebook, I am almost always online.	0	0	5	0	5
		Frequency varies, depending on the situation	0	1	0	0	1
		Total	8 (20%)	13 (33%)	16 (40%)	3 (8%)	40
It depends on the situation	7 (5%)	Once a day	2	2	0	0	4
		Several times a day	0	1	0	1	2
		I never logout from Facebook, I am almost always online.	0	0	0	1	1
		Total	2 (29%)	3 (43%)	0 (0%)	2 (29%)	7

Table 2. How do users considering themselves active or passive, usually react to the information they like or dislike?

Do you consider yourself an active user?		How do you usually react to the information you like or you dislike?		
		I express my attitude by using Like, Share or Comment buttons on Facebook	I simply read and react to the information in my mind	Other
Yes(I am active)	103 (69%)	70 (76%)	20 (61%)	18 (56%)
No(I a passive)	40 (27%)	20 (22%)	13 (39%)	10 (31%)
It depends on the situation	7 (5%)	2 (2%)	0	5 (13%)
Total	150 (100%)	92 (100%)	33 (100%)	32 (100%)

Table 3. In which public spheres does Facebook help to achieve really positive outcomes?

In which public spheres does Facebook help to achieve really positive outcomes?	Number of answers	%
Political struggle (electoral processes, tense political situations, a struggle between the power and oposition)	52	35%
In the struggle for human rights and social justice	88	59%
In the struggle for establishing justice in the army	23	15%
In the struggle against illegitimate urban development activities	70	47%
In the struggle against corruption as a reaction to concrete Facebook reports on its various manifestations	28	19%
A struggle against Azerbaijani propaganda	25	17%
Foreign policy propaganda campaign	29	19%
In business promotion	43	29%
Other	50	33%

Table 4. Why did you decide to sign up to Facebook?
(the surveyed were given more than one option to choose from)

Answers and options	Number of users	%of the surveyed
<p>To receive and disseminate information I want to be among the first to receive and disseminate information/ To be well-informed/ To disseminate materials on my company's activity/To receive the information I need more easily/To follow the news</p>	73	49%
<p>To socialize I need to socialize and communicate with the audience/people/friends/my clients/the public/newsmakers/ I can communicate the issues of my political force to a wider audience.</p>	62	41%
<p>I needed feedback. I feel it important to see how people react to what I write on Facebook and I always come back to Facebook to monitor feedback.</p>	34	23%
<p>I needed a platform for self-expression I need to express myself and I do not care how many Facebook users approve of my thoughts/ because I came to realize that Facebook is a platform where I can write about my personal standpoint.</p>	18	12%
<p>To promote my business To promote business/Facebook is my only channel of sale/ It is beneficial/To sell my handmade products/because of my job/it is the most convenient style for me to lead my business.</p>	14	9%
<p>Competition Not to lag behind my competitors/I saw others' products on Facebook and realized that this is a new form of business.</p>	13	9%
<p>It is trendy</p>	10	7%
<p>At somebody else's recommendation Not to lag behind my friends/ at the recommendation of my friends and relatives</p>	11	7%
<p>To advertise It is a tool to advertise and to be available/ To present our gallery and get information on art from other pages/Facebook is my business card/To become known.</p>	11	7%
<p>To be connected To be constantly connected with my colleagues/students/clients/To stay in touch easily/To contact quickly and cheaply.</p>	7	5%
<p>It is necessary To disseminate my political views and to get feedback from my supporters/ Facebook has become a civic and public activity platform</p>	6	4%

and it is necessary to use it/ It is the main tool for my social and civic activity, it is the main tool for civic mobilization/I use it as an organization and mobilization tool.		
To experience it I simply wanted to try it out/To experience, the results surmounted expectations/ I wanted to shift from my space, perhaps I was very disappointed and needed to fill my life with new things.	5	3%
Out of professional curiosity Facebook gives me an opportunity to be informed of public opinions and to participate in discussions on topical issues/To perceive the reasons for people's presence and activity in the virtual domain/out of professional curiosity/To use new technologies.	4	3%
To have an organization tool It is an efficient social network/ It is the main tool for my public and social activity and civic mobilization/ I use it as a tool for organization.	4	3%
To go public To provide transparency and publicity for a public and political figure's activity/To better inform the public and to familiarize myself closer with the users' needs.	2	1%

Table 5. What is Facebook to you?
(the surveyed were given more than one option to choose from)

Answers and options	Number of users	%of the surveyed
Facebook is audience	92	61%
Interaction with friends	88	59%
A means for social and political activity It is a means to organize and promote civic initiatives/ it enables me to find supporters for my political and other views and to gain more supporters/It is an effective way of political struggle	86	57%
It's a job	53	35%
It is electronic mail /It is a means to make myself known to the famous people and to write to them.	52	35%
It is a means to promote business A means to promote and advance business/ A means to receive large orders/ to learn the opinions of our customers/ to directly interact with clients/ a means to service clients/ a means to have constant communication with clients.	50	33%

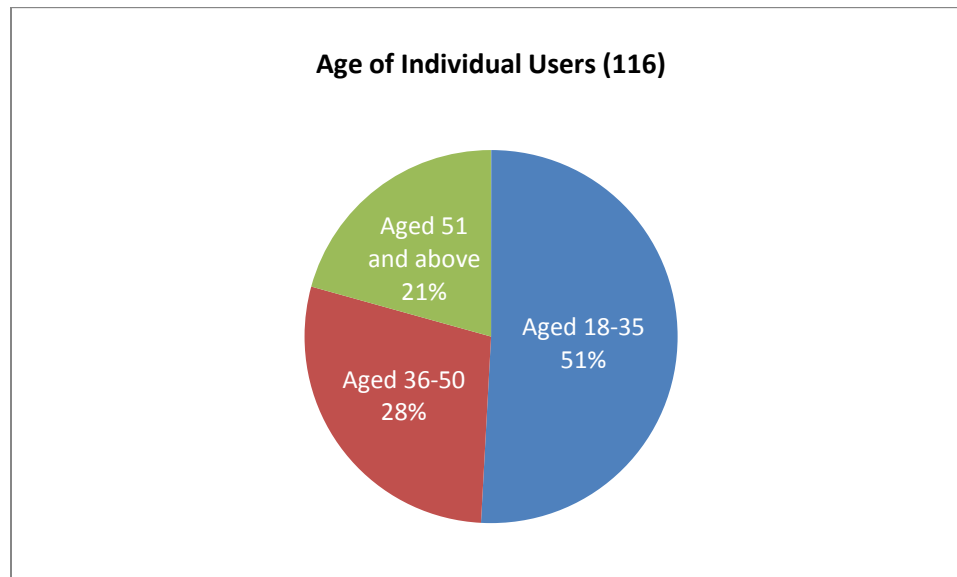
It is a means to get connected and communicate A possibility to restore connection with people who I had long lost track of.	48	32%
It is a means of entertainment To me Facebook is a means of entertainment/a means to overcome boredom.	47	31%
It is a means of effective advertising	47	31%
A means to organize Various meetings, cultural and other non-political events	46	31%
A means to increase rating and traffic	29	19%
It is an information and contact base It is a means to receive information/ It is a consolidated source of information/It is a source that provides information on others' opinions/Facebook provides me with news pegs for my professional activity/Facebook is primarily a contact base and a place where I find interesting characters for my stories.	15	10%
It is not effective, but rather an opportunity of free advertising	14	9%
Facebook is a good friend of mine.	8	5%
It serves as material for research. It is a tool for me to recognize widely held public opinions/ It is a platform for monitoring and research/Facebook is a domain for propaganda research to see what social groups are targeted at by concrete political forces.	3	2%

Table 6. What do you normally do on Facebook?
(the surveyed were given more than one option to choose from)

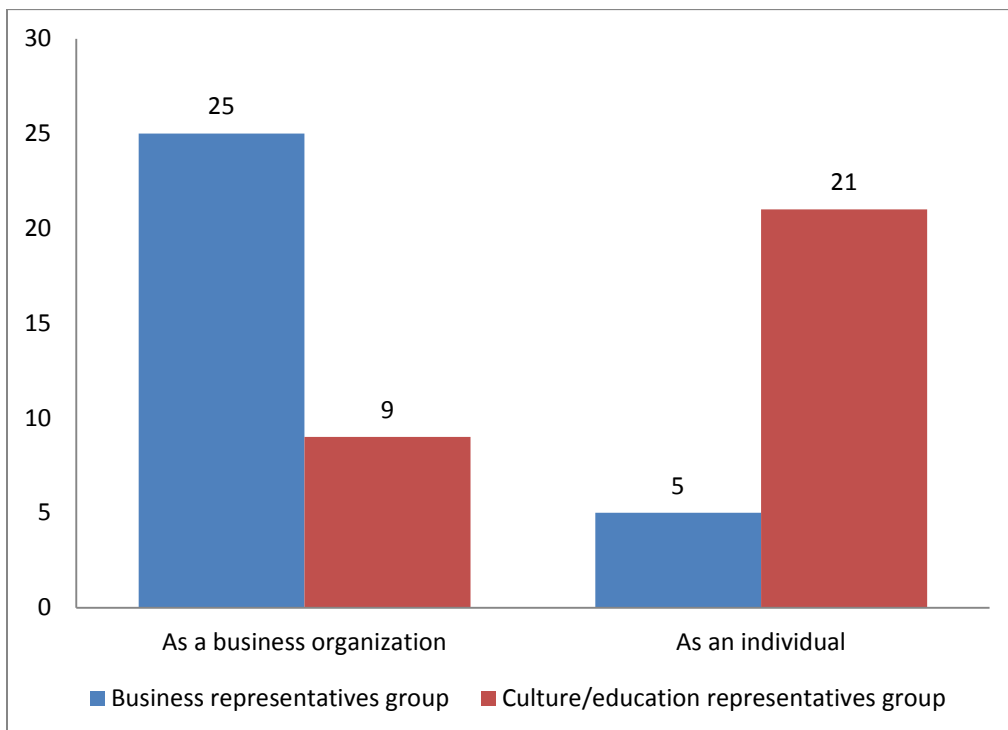
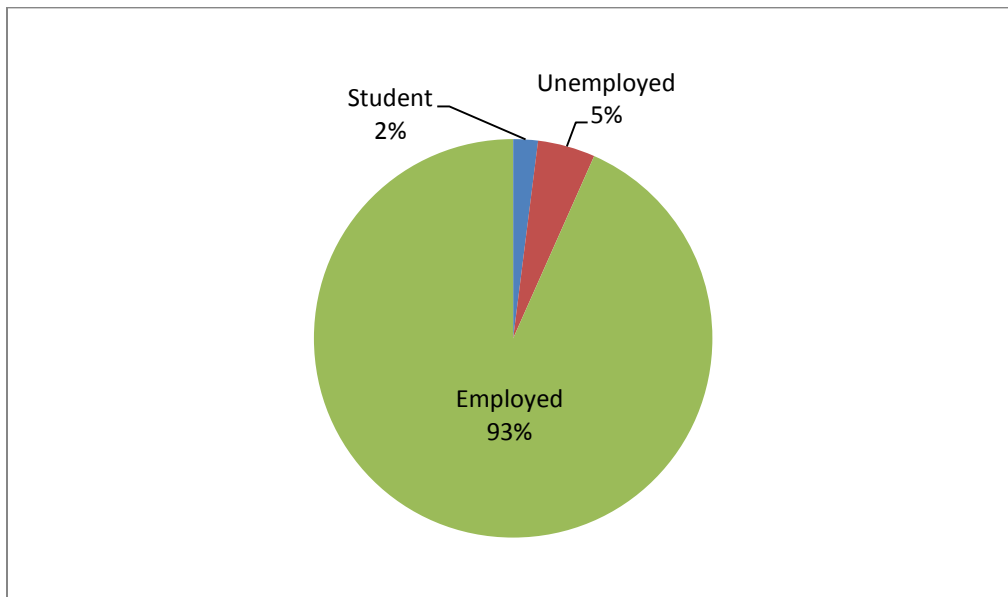
Answers and options	Number of users	%of the surveyed
I simply read the materials on my Wall	112	75%
I disseminate information	113	75%
I familiarize myself with the statuses and comments made by my friends	102	68%
I talk to friends and relatives who are online at the moment/ I read and reply to messages/ I respond to questions they ask me	75	50%
I express my opinion on different events	63	42%

I advertize my business and activity/ I am looking for clients/ I present our clinic (theater, university, shop, gallery)/ I find information that is interesting to my company/ We hold competitions among our clients	58	35%
I make new friends	48	32%
I study my competitors' pages and their activities	37	25%
I find information on new things (a new store, café, car and so on)	35	23%
I play games	9	6%
I keep track of my friends' birthdays and their life events	3	1%
I study people's motivation for and objectives of their presence in the virtual domain	1	1%

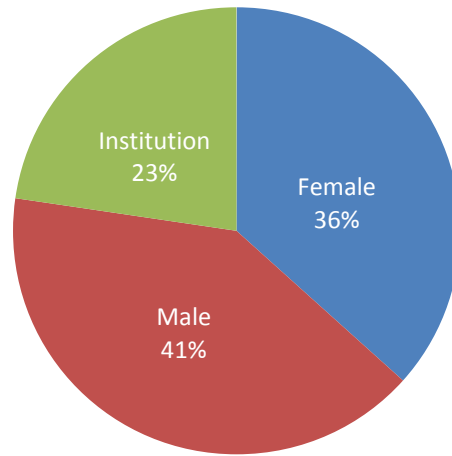
Age, Gender and Employment of Surveyed Users, Their Practice in Political and Social Activities



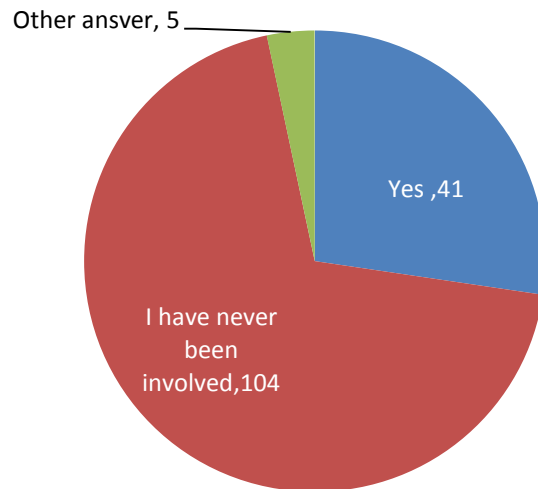
Employment of Individual Users



Gender of Users



Are you involved in political or social activities?



List of Surveyed Individual Users and Representatives of Participant Organizations

Facebook names of users are presented in the list the way they are registered in the Facebook

Political and Social Figures, Civic Activists

1. Armen Ashotyan, Minister of education and science, Republican Party of Armenia

Արմեն Աշոտյան (Armen Ashotyan), <https://www.facebook.com/armen.ashotyan?fref=ts>

2. Hrant Bagratyan, Deputy of National Assembly, Freedom Party

Hrant Bagratyan, <https://www.facebook.com/hrant.bagratyan>

3. Tevan Poghosyan, Deputy of National Assembly, Heritage Party

Tevan J. Poghosyan, <https://www.facebook.com/tevan.poghosyan?fref=ts>

4. Margarit Yesayan, Deputy of National Assembly, Republican Party of Armenia

Margarit Yesayan, <https://www.facebook.com/margarit.yesayan?fref=ts>

5. Vardan Oskanyan, Deputy of National Assembly, Prosperous Party

Vartan Oskanian, <https://www.facebook.com/VartanOskanian>

6. Vahan Babayan, Deputy of National Assembly, Armenian Revolutionary Federation Faction

Vahan Babayan, <https://www.facebook.com/vahan.babayan.7>

7. Alexander Arzoumanyan, Deputy of National Assembly, Armenian National Movement Party

Alexander Arzoumanyan, <https://www.facebook.com/alexander.arzoumanian.5?fref=ts>

8. Edmon Maroukyan, Deputy of National Assembly, independent deputy

Edmon Marukyan, <https://www.facebook.com/edmon.marukyan?fref=ts>

9. Arpine Hovhannisyan, Deputy of National Assembly, Republican Party of Armenia

Arpine Hovhannisyan (Արփիինէ Հովհաննիսյան),
<https://www.facebook.com/arpine.hovhannisyan.14?fref=ts>

10. Lilit Galstyan, Armenian Revolutionary Federation Faction

Lilit Galstian, <https://www.facebook.com/Lilit.Galstian?fref=ts>

11. Styopa Safaryan, Member of Yerevan City Council, Heritage Party

Styopa Safaryan, <https://www.facebook.com/styopa.safaryan.9?fref=ts>

12. Anahit Bakhshyan, Heritage Party

Անահիտ Բախշյան, <https://www.facebook.com/profile.php?id=100001109106748&fref=ts>

13. Vladimir Karapetyan, Armenian National Congress Party

Vladimir Karapetian, https://www.facebook.com/vladimir.karapetian.12?fref=ts&ref=br_tf

14. Karapet Rubinyan, Armenian National Movement Party

Karapet Rubinyan (Վարապետ Ռուբինյան), <https://www.facebook.com/rubinyan?fref=ts>

15. Hrant Ter-Abrahamyan, Armenian National Congress Party

Հրանտ Տեր Աբրահամյան, <https://www.facebook.com/ustahrant?fref=ts>

16. Aram Karapetyan, New Times Party

Արամ Կարապետյան (Արամ Ռաֆիկի Վարապետյան),
<https://www.facebook.com/profile.php?id=100003069974138&fref=ts>

17. Artur Avtandilyan, Free Democrats Party

Arthur Avtandilyan, <https://www.facebook.com/arthur.avtandilyan>

18. Anjela Khachatryan, Free Democrats Party

Anjela Khachatryan, <https://www.facebook.com/anjela.khachatryan.10?fref=ts>

19. Suren Surenyants, political scientist

Սուրեն Սուրենյանց, <https://www.facebook.com/surenyants?fref=ts>

20. Tigran Khzmalyan, Sardarapat Movement and Pre-parliament Initiative

Tigran Khzmalyan (Տիգրան Խզմալյան), <https://www.facebook.com/tigrankhzmalyan?fref=ts>

21. Jirayr Sefilian, Sardarapat Movement and Pre-parliament Initiative

Jirayr Sefilian (Ճիրայր Սեֆիլյան), <https://www.facebook.com/jirayr.sefilian.7?fref=ts>

22. Garegin Chugaszyan, Sardarapat Movement and Pre-parliament Initiative

Garegin Chugaszyan, <https://www.facebook.com/gareginc>

23. Davit Stepanyan, civic activist

Davit Stepanyan, <https://www.facebook.com/davit.stepanyan>

24. Narek Babayan, civic activist

Նարեկ Բաբայան (Narek Babayan), <https://www.facebook.com/narek.babayan>

25. Armen Parsadanyan, president of Sustainable Development NGO of Kapan

Armen Parsadanyan, <https://www.facebook.com/armen.parsadanyan?fref=ts>

26. Vardges Gaspari, civic activist

Vartgez Gaspari (Vardges Gaspari), <https://www.facebook.com/vartgez.gaspari>

27. Zaruhi Batoyan, responsible for the protection of the rights of disabled persons, Huysi Kamurj NGO

Zara Batoyan (Զարուհի Բաթոյան), <https://www.facebook.com/zara.batoyan?fref=ts>

28. Ruzanna Grigoryan, civic activist

ռուզաննա գրիգորյան (Ruzanna Grigoryan), <https://www.facebook.com/ruzanna.grigoryan.10>

29. Andrias Ghukasyan, ex-candidate of president of Armenia

Andrias Ghukasyan, <https://www.facebook.com/andrias.ghukasyan?fref=ts>

30. Gayaneh Melkomyan, civic activist

Գայանե Մելքոմյան, <https://www.facebook.com/gayaneh.melkommelkomian?fref=ts>

Journalists, Media Outlet Managers

1. Edik Baghdasaryan, editor-in-chief at Hetq online newspaper

Edik Baghdasaryan, <https://www.facebook.com/edik.baghdasaryan?fref=ts>

2. Aram Abrahamyan, editor-in-chief at Aravot newspaper

Aram Abrahamyan, <https://www.facebook.com/aram.abrahamyan.5?fref=ts>

3. Satik Seyranyan, editor-in-chief at 168 Zham newspaper

Satik Seyranyan, <https://www.facebook.com/satik.seyranyan?fref=ts>

4. Armenouhi Vardanyan, editor-in-chief at galatv.am website

Nrane Papoyan (Pomegranate), <https://www.facebook.com/nrane.papoyan?fref=ts>

5. Lilit Galstyan, editor-in-chief at Yerkir Media website

Lilit Galstyan, <https://www.facebook.com/lilit.galstyan.7?fref=ts>

6. Davit Alaverdyan, editor-in-chief at Mediamax news agency

Davit Alaverdyan, <https://www.facebook.com/davit.alaverdyan?fref=ts>

7.Aram Harutyunyan, founder of aseko.am and megapolis.am websites

Aram Harutyunyan, <https://www.facebook.com/aram.harutyunyan.10?fref=ts>

8.Marina Grigoryan, deputy editor at Golos Armenii newspaper

Marina Grigoryan, <https://www.facebook.com/marina.grigoryan.336?fref=ts>

9.Naira Hayrumyan, editor of Russian page at Iragir.am website

Naira Hayrumyan, <https://www.facebook.com/naira.hayrumyan?fref=ts>

10.Artur Papyan, editor at azatutyun.am website

Artur Papyan, <https://www.facebook.com/ditord?fref=ts>

11.Armen Minasyan, journalist at panorama.am website

Armen Minasyan, <https://www.facebook.com/armen.minasyan.3?fref=ts>

12.Narek Aleksanyan, journalist at Hetq online newspaper

Նարեկ Ալեքսանյան (Narek Aleksanyan), <https://www.facebook.com/NarekAlexanyan07?fref=ts>

13.Davit Stepanyan, journalist at Arminfo news agency

Давид Степанян, <https://www.facebook.com/profile.php?id=100001784502242&fref=ts>

14.Gagik Baghdasaryan, journalist at News Armenia news agency

Գագիկ Բաղդասարյան, <https://www.facebook.com/profile.php?id=100001027448383&fref=ts>

15.Artak Yeghiazaryan, editor at news.amwebsite

Արտակ Եղիազարյան (Artak Yeghiazaryan),
https://www.facebook.com/yartakex?fref=pb&hc_location=friends_tab

16.Voskan Sargsyan, correspondent of Jamanak and Aravot newspapers in Tavush marz

Voskan Sargsyan, <https://www.facebook.com/voskan.sargsyan?fref=ts>

17.Tehmine Yenokyan, journalist at Iragir.am website

Tehmine Yenokyan, <https://www.facebook.com/tehmene.yenoqyan>

18.Araks Martirosyan, journalist at 1in.am website

Araks Martirosyan, <https://www.facebook.com/araks.martirosyan.1?fref=ts>

19.Anna Yeghiazaryan, journalist at zham. am website

Աննա Եղիազարյան (Anna Yeghiazaryan), <https://www.facebook.com/AnnaYeghiazaryann?fref=ts>

20.Kima Yeghiazaryan, unemployed journalist

Kima Yeghiazaryan, <https://www.facebook.com/kima.yeghiazaryan?fref=ts>

21.Hasmik Harutyunyan, journalist at Azg newspaper

Hasmik Harutyunyan, <https://www.facebook.com/hasmik.harutyunyan.90?fref=ts>

22.Hripsime Jebejyan, journalist at Aravot newspaper

Hripsime Jebejyan, <https://www.facebook.com/hripsime.jebejyan?fref=ts>

23.Susanna Shahnazaryan, director of Goris Press Club

Susanna Shahnazaryan

<https://www.facebook.com/sshahnazaryan?fref=ts>

24.Artak Vardanyan, journalist at Zham TV program, Armenia TV

Artak Vardanyan, <https://www.facebook.com/artak.vardanyan.31?fref=ts>

<https://www.facebook.com/artakv1>

25.Armine Udumyan, journalist at First News Program, Public TV of Armenia

Armine Udumyan, <https://www.facebook.com/armine.udumyan?fref=ts>

26.Gohar Gasparyan, host at Public TV of Armenia

Gohar Gasparyan, <https://www.facebook.com/gohar.gasparyan.731?fref=ts>

27.Ara Shirinyan, TV director at Shant TV

Ara Shirinyan, <https://www.facebook.com/ara.shirinyan?fref=ts>

28.Armen Dulyan, journalist at Kentron TV

Armen Dulyan, <https://www.facebook.com/armen.dulyan?fref=ts>

29.Tigran Danielyan, journalist at Public TV of Armenia

Tigran Danielyan, <https://www.facebook.com/tigran.danielyan?fref=ts>

30.Artak Barseghyan, journalist at Public Radio of Armenia

Արտակ Ռ.Բարսեղյան (Artak R.Barseghyan),

<https://www.facebook.com/artak.r.barseghyan?fref=ts>

Cultural and Educational Institutions, Artists

1. Vahe Arsen, professor at Yerevan State University, writer, poet

Vahe Arsen (Arsenyan), <https://www.facebook.com/artvahe?fref=ts>

2. Hovhannes Tekgyozyan, actor

Hovhannes Tekgyozyan, <https://www.facebook.com/hovhannes.tekgyozyan?fref=ts>

3. Sergey Vardanyan, writer

Sergey Vardanyan, <https://www.facebook.com/sergey.vardanyan?fref=ts>

4. Sos Janibekyan, actor

Sos Janibekyan, <https://www.facebook.com/sos.janibekyan.3?fref=ts>

5. Tigran Hakobyan, caricaturist

Tigran Hakobyan, https://www.facebook.com/thakobyan2?fref=pb&hc_location=profile_browser

6. Sergey Danielyan, actor, Chamber Theater

Sergey Danielyan, <https://www.facebook.com/sergey.danielyan.50?fref=ts>

7. Hayk Harutyunyan, composer

Hayk Harutyunyan, <https://www.facebook.com/hayk.harutyunyan?ref=ts&fref=ts>

8. Raffi Movsisyan, film critic

Movsisyan Raffi, <https://www.facebook.com/raffi.movsisyan?fref=ts>

9. Nadejda Sargsyan, singer, director at State College of Culture, president at EMI-BI production center

Nadezhda Sargsyan, <https://www.facebook.com/nadezhda.sargsyan?fref=ts>

10. Varduhi Aleksanyan, dancer, professor at Armenian State Institute of Physical Culture

Varduhi Aleksanyan, <https://www.facebook.com/varduhi.aleksanyan>

11. Anush Arakelyan, painter

Anush Arakelyan, <https://www.facebook.com/anush.arakelyan.771>

12. Smbat Nersisyan, film director

Smbat Rorschach Nersisyan, <https://www.facebook.com/lenzothevoland?fref=ts>

13. Arthur Nazaryan, actor, Nationwide Theater

Arthur Nazaryan, <https://www.facebook.com/nazaryan.arthur>

14. Greg Amatouni, actor, Dramatic Theater

Greg Amatouni, <https://www.facebook.com/GregAmatouni?fref=ts>

15. Hakint Baghdasaryan, actor, professor at Armenian State Pedagogical University

Hakint Baghdasaryan, <https://www.facebook.com/hakint.baghdasaryan?fref=ts>

16. Karine Davtyan, head of Yerevan State University Theater-Studio

Karine Davtyan, <https://www.facebook.com/karine.davtyan.378?fref=ts>

17. Ashot Gabrielyan, poet, employer at the Institute of Literature

Ashot Gabrielyan, <https://www.facebook.com/ashot.gabrielyan.9>

18. Jemma Abrahamyan, violonist

Jemma Abrahamyan, <https://www.facebook.com/jemma.abrahamyan?fref=ts>

19. Liana Mkrtchian, painter

Liana Mkrtchian, <https://www.facebook.com/profile.php?id=100001153393031&fref=ts>

20. Suzie Shahnazyan, singer, <https://www.facebook.com/suzie.shahbazian>

21. Asatur Yesayants, photographer

Asatur Yesayants Photography,
https://www.facebook.com/asaturyesayantsphotography?directed_target_id=0

22. Yerevan State University Distance Learning

ԵՊՀ հեռաուսուցման լսարձաստորիք/YSU distance learning,
<https://www.facebook.com/YSUdistancelearning>

Artashes Khurshudyan, head

23. Yerevan State Pedagogical University after KH. Abovyan

Խ.Աբովյանի անվան մանկավարժական համալսարան,
<https://www.facebook.com/armspu.mankavarjakanhamalsaran?fref=ts>

Marine Aghekyan, responsible for the website

24. Musical Comedy Theater after H. Paronyan

Paronyan Tatron, <https://www.facebook.com/profile.php?id=100006458204523&ref=ts&fref=ts>

Shushanik Gevorgyan, stage director, assistant of the artistic head of the theater

25. Yerevan State University Culture Center

ԵՊՀ Մշակույթի Կենտրոն/Culture Center of YSU,
<https://www.facebook.com/groups/120812937938676/?fref=ts>

Artur Geghamyan, administrator

26.Nationwide Theater

Համազգային թատրոն, <https://www.facebook.com/hamazgayin?fref=ts>

Momik Vardanyan, responsible for the marketing of the theater

27.Dramatic Theater of Yerevan

Երևանի Դրամատիկական Թատրոն,
<https://www.facebook.com/yerevan.dramatic.theatre?fref=ts>

Naira Voskanyan, PR manager

28.TV and Radio Hosts School

Herustaradio Haxordavarneri Dproc(Susanna Aleksanyan),
<https://www.facebook.com/herustaradio.dproc?fref=ts>

Susanna Aleksanyan, director

29.Student Theater of Yerevan State University of Theater and Cinematography

ԵԹԿՊԻ ՈՒՍՈՒՄՆԱԿԱՆ ԹԱՏՐՈՆ,
<https://www.facebook.com/groups/216515308480337/?fref=ts>

Edik Barseghyan, director

30.Arnoma Acting School

Arnoma Derasanakan Kentron (Arnoma Derasanakan Dproc),
<https://www.facebook.com/arnoma1?fref=ts>

Hrach Vardanyan, director

Business Organizations, Individual Entrepreneurs

1.Gourmet Dourme Armenian chocolate shop

Gourmet Dourme, Armenian Chocolates, <https://www.facebook.com/pages/Gourmet-Dourme-Armenian-Chocolates/156978867675306>

Lena Arakelyan, sales manager

2.Armenia Travel travel agency

Armenia Travel, <https://www.facebook.com/ArmeniaTravel>

Armen Grigoryan, director of development and technologies

3. In Vino wine store

In Vino EVN, <https://www.facebook.com/InVinoEVN>

Mariam Saghatelyan, director

4. "Thai-Hai" massage salon

Thaihai, <https://www.facebook.com/thaihay>

Khristine Tsaghikyan, manager

5. Shoonch Yoga Studio

Shoonch Yoga Studio, <https://www.facebook.com/ShoonchYogaStudio>

Zara Nahapetyan, deputy director

6. Armenia Marriott Hotel

Armenia Marriott Hotel Yerevan, <https://www.facebook.com/ArmeniaMarriottYerevan?fref=ts>

Mariam Ohanyan, marketing coordinator

7. Mega Toys toy store

Mega Toys, <https://www.facebook.com/megatoysArm>

Margarita Mnatsakanyan, marketing manager

8. The Green Bean Coffee Shop cafe

The Green Bean Coffee Shop, <https://www.facebook.com/tgbyerevan?fref=ts>

Irina Khaplanyan, founder

9. Orange Armenia

Orange Armenia-պաշտոնակալական էջ, <https://www.facebook.com/orangearmenia.ftgroup?fref=ts>

Lilit Martirosyan, public relations and sponsorship projects leader

10. Mazda Armenia, Suzuki Armenia car salon

Mazda Armenia, <https://www.facebook.com/MazdaArmenia?ref=ts&fref=ts>

Suzuki Armenia, <https://www.facebook.com/SuzukiArmenia?fref=ts>

Anush Mikaelyan, manager

11.Cinnabon cafe

Cinnabon Armenia, <https://www.facebook.com/CinnabonArmenia?fref=ts>

Gevorg Karapetyan, marketing manager

12.Prometey Bank

Prometey Bank, <https://www.facebook.com/prometey.bank?fref=ts>

Tayev Khachatryan, marketing and PR manager

13.Tatik-Papik restaurant

Татик Папик – Tatik & Papik, <https://www.facebook.com/tatikpapik.am>

Laura Ohanyan, manager

14.Party Shop gift shop

Party Shop, <https://www.facebook.com/partyshop21?fref=ts>

Tigran Mkrtchyan, director

15. Fanarjyan Family Clinic

Fanarjyan Family Clinic, <https://www.facebook.com/FanarjyanFC?fref=ts>

Davit Fanarjyan, urologist

16.Valmar Art Gallery

Valmar Art Gallery, <https://www.facebook.com/pages/Valmar-Art-Gallery/130822590368278?fref=ts>

Hripsime Margaryan, director

17.Vitaline Medical and Laboratory Diagnostic Center

Vitaline բժշկական- լաբորատոր-ախտորոշիչ կենտրոն,
<https://www.facebook.com/VitaLineYerevan?fref=ts>

Vahagn Vanyan, deputy director

18.Le Petit Paris cafe

Le Petit Paris, <https://www.facebook.com/pages/Le-Petit-Paris/250853031687309?fref=ts>

Kristine Arakelyan, manager

19.Haf-Haf animal shop

Haf-Haf, <https://www.facebook.com/HafHafshops?fref=ts>

Hayk Harutyunyan, PR specialist

20. Imperial Palace Hotel

Imperial Palace Hotel, <https://www.facebook.com/pages/Imperial-Palace-Hotel/649125908447911?fref=ts>

Ani Arakelyan, marketing manager

21. Hyur Service-Fourchettes and Banquettes

Հյուր Սերվիս-Ֆուրշետներ և բանկետներ,
<https://www.facebook.com/HyurService.Furshet?fref=ts>

Narine Khanumyan, manager

22. Bookinist book store

Bookinist/Բուկինիստ, <https://www.facebook.com/bookinistofficial?fref=ts>

Ani Ghazaryan, manager

23. ArtWorld Gallery

ArtWorld Gallery-Արվեստի Աշխարհ(Social Promotion by X-TECH PR),
<https://www.facebook.com/ArtWorldGallery?fref=ts>

24. Zara Akunts, Store of Natural Products from India

Eco Ayurvedic and Yoga Center

<https://www.facebook.com/EcoAyurvedicYogaCenter>

Zara Akunts, director

25. ArmStyle, design

ArmStyle

<https://www.facebook.com/ArmStyle>

Armen Ghalechyan, individual entrepreneur

26. Jewellery Balasanyan Lusine, hand-made jewellery, individual entrepreneur

Jewellery Balasanyan Lusine, <https://www.facebook.com/JewelleryLusineBalasanyan?fref=ts>

27. Aline's Patisserie, cakes, individual entrepreneur

Aline's Patisserie, <https://www.facebook.com/AlinePatisserie>

28. Lusine Begjanyan, hand-made crafts, individual entrepreneur

Lusine Begjanyan, <https://www.facebook.com/lusine.begjanyan?fref=ts>

29. Inessa Aramyan, handf-made crafts, individual entrepreneur

Inessa Aramyan, <https://www.facebook.com/inessa.aramyan?fref=ts>

30. Hand Made Fimo, hand-made jewellery, Liana Heruni, individual entrepreneur

Hand Made Fimo, <https://www.facebook.com/handmade.fimo.71?fref=ts>

Non Public Figures, Ordinary Citizens

1. Lilit Abrahamyan, linguist

Լիլիթ Աբրահամյան, <https://www.facebook.com/profile.php?id=100004279632821&fref=ts>

2. Gayane Aramyan, human resources inspector, cashier at IT Park Business Center

Gayane Aramyan, https://www.facebook.com/gaymarnar/friends_mutual

3. Nooneh Tovmassian, docent, Yerevan State University, Armenian Slavonic University,

Nooneh Tovmassian, <https://www.facebook.com/nooneh.tovmassian?fref=ts>

4. Seda Harutyunyan, server at biliard club

ЮратеПалян, <https://www.facebook.com/palyanyurate?fref=ts>

5. Aram Grigoryan, unemployed

Aram Grigoryan, <https://www.facebook.com/profile.php?id=100002008475583&fref=ts>

6. Gohar Mirijanyan, employer at IT Park Business Center

Gohar Mirijanyan

<https://www.facebook.com/gohar.mirijanyan?fref=ts>

7. Hrant Gadarigian, translator of English

Hrant Gadarigian (Հրանդ Գադարիգիան), <https://www.facebook.com/hrant.gadarigian?fref=ts>

8. Ester Khanikyan, Chief editor of "Armenian Encyclopedia"

Ester Khanikyan, <https://www.facebook.com/ekhanikyan?fref=ts>

9. Lwvon Kaghinyan, unemployed

Levon Kaghinyan, <https://www.facebook.com/levon.kaghinyan?fref=ts>

10. Manuk Harutyunyan, employer at Armenian nuclear power station

Manuk Harutyunyan, <https://www.facebook.com/manuk.harutyunyan.71?fref=ts>

11. Aram Harutyunyan, employer at Armenian nuclear power station

Aram Harutyunyan, <https://www.facebook.com/aram.harutyunyan.94?fref=ts>

12. Khachaturyan Tatev, manager at Selena Service

Khachaturyan Tatev

<https://www.facebook.com/khachaturyan.tatev?fref=ts>

13. Victoria Stepanyan, student

Victoria Stepanyan, <https://www.facebook.com/victoria.stepanyan.1?fref=ts>

14. Varduhi Pahlevanyan, ERIICTA academic affairs department, coordinator of academic processes

Varduhi Pahlevanyan, <https://www.facebook.com/varduhi.pahlevanyan?fref=ts>

15. Nune Harutyunyan, internet club operator

Nune Harutyunyan, <https://www.facebook.com/nune.harutyunyan.904?fref=ts>

16. Lilia Gevorgyan, employer at IT Park Business Center

Lilia Gevorgyan, <https://www.facebook.com/Mkrtumyan?fref=ts>

17. Astgik Baghdasaryan, unemployed

Astghik Baghdasaryan, <https://www.facebook.com/astghikbghd?fref=ts>

18. Anna Hovakimyan, PR specialist at Fortune Resources

Anna Hovakimian, <https://www.facebook.com/anna.hovakimian?fref=ts>

19. Lusine Mirzoyan, IT specialist at Global Gold Armenia branch

Lusine Mirzoyan (Լուսին Միրզոյան), <https://www.facebook.com/lusssin?fref=ts>

20. Anna Alaverdyan, lawyer, unemployed

Anka Alaverdyan, https://www.facebook.com/anka.alaverdyan?fref=pb&hc_location=profile_browser

21. Anna Balyan, student

Anna Balyan, <https://www.facebook.com/anna.balyan/friends>

22. Anahit Masuryan, administrator at a heating systems store

Anahit Masuryan, <https://www.facebook.com/anamasuryan?fref=ts>

23. Madlena Alanakyan, teacher at a music school

Madlena Alanakyan, <https://www.facebook.com/madlena.alanakyan?fref=ts>

24.Armine Aghalaryan, operator at ArmenTel

Armine Aghalaryan, <https://www.facebook.com/arminka12/photos>

25.Gnel Sargsyan, cashier at The Club restaurant

Gnel Sargsyan, <https://www.facebook.com/gnel.sargsyan.9?fref=ts>

26.Aram Ghazaryan, senior specialist at National Assembly Chamber of Control

Aram Ghazaryan, <https://www.facebook.com/aramkirarikan?fref=ts>

27.Narek Soghikyan, unemployed

Narek Soghikyan, <https://www.facebook.com/narek.soghikyan?fref=ts>

28.Ruben Shkhikyan, deputy director at Ararm LTD

Ruben Shkhikyan, <https://www.facebook.com/ruben.shkhikyan?fref=ts>

29.Suren Ohanyan, director at Agnian company

Suren Ohanyan, <https://www.facebook.com/suren.ohanyan?fref=ts>

30.Lilit Madatyan, student

Lilit Madatyan, <https://www.facebook.com/lilit.madatyan.3?fref=ts>