



**ANTI-WESTERN NARRATIVES
ON FACEBOOK IN GEORGIA**

2025

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Executive summary

This report aims to identify the main anti-Western narratives spread on Facebook for the Georgian, Azerbaijani and Armenian speaking audiences, observe which groups, organizations, or countries are primarily involved in this content, detect the individuals or entities that disseminate these narratives, and determine any techniques of information manipulation used in Facebook posts that promote anti-Western narratives. Anti-Western narratives on Facebook in Georgia are systematic, event-driven, and politically aligned. These narratives are spread by a wide range of pro-government and affiliated actors, often using half-truths, labeling, and manipulation rather than outright falsehoods. While Azerbaijani-language content emphasizes official relations and is less explicitly anti-Western, Armenian-language content reflects strong pro-government and Russian-influenced narratives that depict the West as a threat and Russia as a guarantor of stability. Across all segments, the dissemination of anti-Western messages reflects the ruling party Georgian Dream's broader strategy to discredit dissent and legitimize its policies.

The study is based on data collected through the monitoring of selected Facebook pages and groups between November 29, 2024, and May 31, 2025. In total, 2,261 posts were analyzed across 16 pages and groups targeting Georgian-, Armenian-, and Azerbaijani-speaking audiences. Monitoring will continue until November 2025.

Anti-Western narratives are systematically aligned with political events. They respond to ongoing developments, particularly those where shaping

prior attitudes or mobilizing support is strategically important. During November-December 2024, anti-Western messaging centered on pro-European protest rallies. In January, the focus shifted to global themes, while in the spring it targeted domestic politics and discrediting the opposition.

Anti-Western narratives discredit opposition forces and legitimize the government. Pro-European protests and opposition figures are depicted as criminals, foreign agents, or sources of destabilization, while the Georgian Dream government is framed as the defender of national sovereignty. At the same time, the legitimacy of the West is questioned and cooperation with Russia and Eastern partners is emphasized.

Anti-Western content revolves around a mix of domestic and international figures. Frequently featured actors include Georgian Dream leaders, opposition politicians, protest participants, and President Salome Zourabichvili, as well as the European Union and the United States. Donald Trump appears occasionally. In minority-language segments, Russia, Ukraine, and regional relations receive greater attention.

The dissemination of anti-Western narratives is driven by a broad ecosystem of actors. Pro-government media, Georgian Dream-affiliated pages and groups, conservative platforms, political satire pages, journalists, activists, and coordinated personal profiles are the key distributors. While outright falsehoods are rare, the content relies heavily on half-truths, selective

presentation, labeling, subjective interpretation, satire, and audiovisual manipulation.

In Azerbaijani-language content, anti-Western messages are less explicit and often appear in the form of official statements, including those from the Azerbaijani president, with emphasis on Georgia-Azerbaijan relations. **In Armenian-language content, both pro-government and Russian-influenced narratives are strong.** Here, the West is portrayed as destabilizing, while Russia is presented as the guarantor of sovereignty.

Hence, the spread of anti-Western narratives reflects a deliberate political strategy. Overall, the findings indicate that their dissemination on Facebook aligns closely with the ruling party's agenda, particularly the discrediting of protests and opposition activism.

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