

CRRC-Georgia

FACTS AND FACEBOOK FEEDS

Testing Georgians' General
Knowledge on the EU

BLOG

2025

BLOG

Facts and Facebook Feeds:

Testing Georgian's General Knowledge On the EU

2025

Author: Zachary Fabos, Researcher

CRRC-Georgia

1 Liziko Kavtaradze St., Tbilisi 0179, Georgia

<https://www.crrc.ge>

crrc.georgia@crrccenters.org

This report was prepared within the project “Countering Anti-Democratic Propaganda Through Engagement” implemented by CRRC-Georgia with the support of the Swedish International Development Agency (Sida).

The views expressed in this report belong solely to the author and may not reflect the position of CRRC-Georgia or the Swedish International Development Agency (Sida).

FACTS AND FACEBOOK FEEDS: TESTING GEORGIANS' GENERAL KNOWLEDGE ON THE EU

Public opinion in Georgia has consistently shown strong support for membership in the European Union, with around 70% of Georgians aspiring toward accession.¹ Europe's favorability among the Georgian public is not new. High approval is informed by years of financial assistance, public information campaigns,² and a visa-free travel regime in place since 2017,³ while EU member states have become popular destinations for temporary work and travel.⁴ At the same time, beyond general support for accession, it is less clear how much Georgians know about specific EU policies and Georgia's relationship with the Union. To explore this question, CRRC-Georgia designed and shared two online quizzes on Facebook, which serves as a primary medium for news content in Georgia.⁵

Image 1: Tbilisi Mayor Kakha Kaladze explains the Georgian Dream government serves the Georgian people, not the EU



This context helps explain the careful positioning of the ruling Georgian Dream party, which has paired increasingly hostile rhetoric toward the EU with continued declarations of commitment to integration. This dynamic was visible in May 2025, when, responding to an EU ambassador's criticism of the government's anti-democratic turn, Tbilisi Mayor Kakha Kaladze stated that

¹ The Caucasus Research Resource Centers. "Caucasus Barometer 2024 Georgia."

² EU In Georgia. "All-Campaigns".

³ European Union External Action. "Visa Free Travel comes into effect for Georgia."

⁴ Georgian Today. "Georgians Increasingly Turning to High-Income, Western Countries for Work."

⁵ Atchaidze and Fabos. "Georgia Media Consumption Survey." 15.

Georgian Dream serves the interests of the Georgian people, not the EU or its representatives. At the same time, he reiterated his support for Georgia's eventual EU membership, describing it as a positive development, despite the government's unilateral decision to freeze accession negotiations until 2028.⁶ His remarks, shared on June 14, 2025 by the pro-government Facebook page "[არ აგარევიანებთ](#)", garnered 555,000 views, more than 20,000 reactions, and nearly 2,000 comments,⁷ with the page adding, "He said what every dignified Georgian wants to." (Image 1).

Understanding the range and accessibility of content shared on Facebook, CRRC-Georgia advertised and shared two experimental quizzes in Georgian on the platform via the organization's public account. One quiz asked users to, "check your knowledge on the European Union's demographics", while the other was titled, "quiz on the European Union's economy and Georgia-European Union economic relations". The topics and questions were chosen as two areas often subject to mis- and dis-information. Both quizzes began with questions not subject to politicized rhetoric, for example asking about the average life expectancy in the EU or which country(ies) is/are Georgia's largest trade partner (the EU). These were shortly followed by questions addressing more polarized themes, such as how many countries of the EU have legalized same-sex marriage. Each quiz was 7-10 questions and advertised as a game in order to encourage participation, with incorporated animations and "gifs" when users answered questions correctly and incorrectly.

Quiz 1, "check your knowledge on the European Union's demographics", was completed by 434 users. Consisting of 7 questions, users on average answered 4 correctly. Interestingly, despite the popularity of homophobic content promoted on anti-Western pages as revealed by our media monitor, question #6, "true or false, within the European Union member states are required to legalize same-sex marriage" was answered correctly at the highest frequency among users, nearly 82%. On the other hand, the question users struggled to answer the most asked, "what is the average rate of divorce among European Union countries?" with only 26% correctly identifying 2 in 1,000, while 5 in 1,000 received the most guesses, 32%. A high frequency (58%) also correctly identified that among the whole EU only about half of its member states have legalized same-sex marriage. Seemingly less politicized themes, such as life-expectancy, received a higher rate of incorrect answers, 43% were not able to correctly identify 82 years.

⁶ Civil.ge. "GD Aborts EU Accession."

⁷ As of February 24, 2026.

Although the quiz is not statistically representative of the population of Georgia and results may be influenced by self-selection bias, with those more likely to have a positive perception of the EU taking the quiz at higher rates, results from quiz 1 nonetheless offer interesting insight.

Image 2: An off-screen male voice expresses his belief that homosexuality is imposed on Georgians by the West

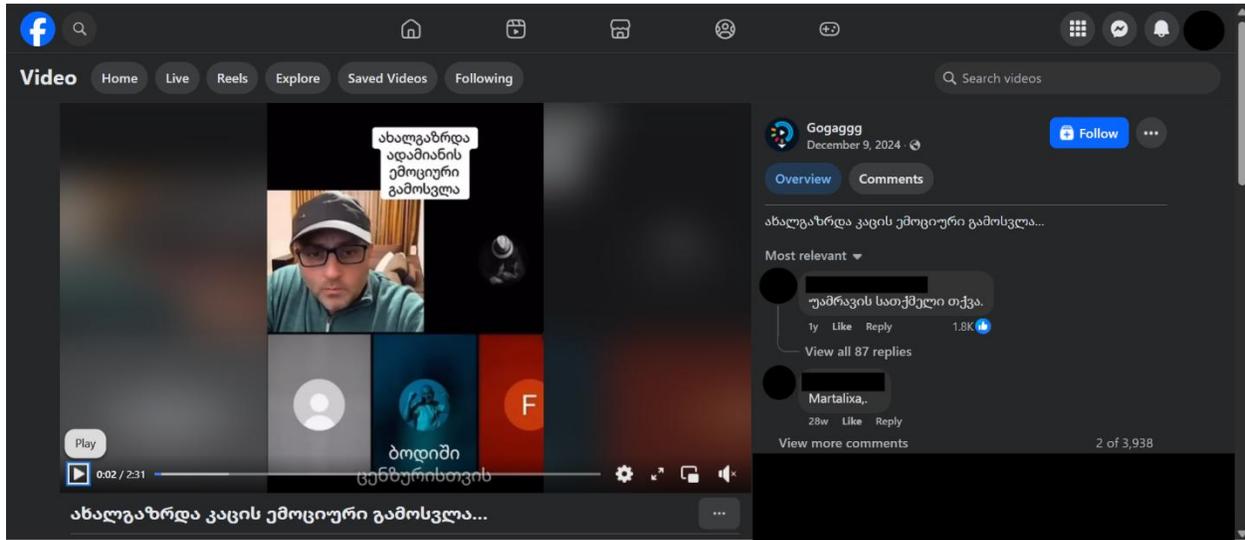


Image 2, for example, demonstrates the popularity and range of homophobic content on social media. The post features an off-screen voice yelling homophobic slurs while accusing the West of imposing homosexuality on Georgia. The video, shared by the page “Gogaggg” a frequent disseminator of pro-government content, amassed a combination of 17,482 likes, reactions, comments, and shares.⁸ Despite such contents’ massive reach and its attempts to classify homosexuality as a European concept, a majority of users that completed our quiz were correctly able to identify policy addressing same-sex marriage in the EU.

Quiz 2, “quiz on the European Union’s economy and Georgia-European Union economic relations”, was completed by 360 users. This quiz consisted of 10 questions, with users on average identifying 7 correctly. Question 8, “In your opinion, what does the Deep and Comprehensive Free Trade Area (DCFTA) agreement address regarding Georgia and the European Union’s association agreement?” received the highest percentage of correct guesses, 82% of the 364 users. On the other hand, question 3, “in your opinion, what was Georgia’s largest export to the European Union in 2024?” received the highest frequency of incorrect answers, 52%. Although political tension between the Georgian Dream government and the EU is highly publicized, 54% of the 364 users correctly identified Europe as Georgia’s primary trade partner.

⁸ As of February 22, 2025

The second quiz only offers a glimpse of attitudes toward economic relations with the EU, as it is not statistically representative of the public of Georgia, rather the 364 users that completed it. Similarly, results may be impacted by self-selection bias. However, among these 364 users, results demonstrate that regardless of political tension and Georgian Dream’s freezing of the country’s EU accession process, users maintained awareness of Europe’s role as Georgia’s primary trade partner.

Image 3: Chinese President Xi Jinping gives an official statement on the importance of China and Georgia’s partnership



As our social media monitor revealed, among anti-Western posts focusing on social issues and promoting hateful rhetoric, the same pages, also shared content promoting ties with Georgian Dream-friendly regimes, such as the government of China. Image 3, shared by “Gogaggg”, depicts a speech from Chinese President Xi Jinping in which he explains the importance of China and Georgia’s partnership. Although the government attempts to promote such partnerships, such as with China⁹ and Iran,¹⁰ the EU remains a preferred partner according to much of the Georgian public.¹¹

Although these quizzes do not provide a nationally representative picture of public opinion in Georgia, they offer a snapshot of the attitudes and awareness of Facebook users who chose to participate. Self-selection bias likely played a role, and the results should be interpreted with this

⁹ OC Media. “Kobakhidze meets with Belarussian, Chinese ambassadors as Georgian Dream escalates anti-EU rhetoric.”

¹⁰ Civil.ge. “PM Kobakhidze Meets President Pezeskhan During Visit to Iran to Attend President’s Inauguration.”

¹¹ Interpressnews. “IRI survey: The majority of respondents consider the EU and USA to be the most important political and economic partners for Georgia – 6% name China.”

limitation in mind. At the same time, the findings offer insight. Among participants, knowledge of certain politicized issues related to the EU was relatively strong. Despite sustained anti-Western messaging online and ongoing political tensions, most respondents correctly identified the EU as Georgia's primary trade partner, demonstrated familiarity with key elements of EU social policy, and awareness of requirements for states to become a member of the bloc. Taken together, the quizzes suggest that while misinformation circulates widely on social media and Georgian Dream continues to elevate tensions with Europe, awareness of the Union's economic role and its favorability persists among the public.

WORKS CITED

- Atchaidze, Makhare and Zachary Fabos. "Georgia Media Consumption Survey." CRRC-Georgia: Dec. 2024. https://crrc.ge/wp-content/uploads/2025/06/irex-2024_georgia-media-consumption-survey_eng.pdf
- Civil.ge. "GD Aborts EU Accession." *Civil.ge*: Nov. 28, 2024. <https://civil.ge/archives/638801>
- Civil.GE. "PM Kobakhidze Meets President Pezeskhian During Visit to Iran to Attend President's Inauguration." *Civil.ge*: Jul. 30, 2024. <https://civil.ge/archives/618250>
- European Union External Action. "Visa Free Travel comes into effect for Georgia." *EUEA*: Mar. 29, 2017. https://www.eeas.europa.eu/node/23697_en
- EU in Georgia. "All-campaigns." *European Union*: 2026. <https://eu4georgia.eu/all-campaigns/>
- Georgia Today. "Georgians Increasingly Turning to High-Income, Western Countries for Work." *Georgia Today*: Nov. 11, 2024. <https://georgiatoday.ge/georgians-increasingly-turning-to-high-income-western-countries-for-work/>
- Interpressnews. "IRI survey: The majority of respondents consider the EU and the USA to be the most important political and economic partners for Georgia – 6% name China." *IPI*: Nov. 16, 2023. <https://www.interpressnews.ge/en/article/128232-iri-survey-the-majority-of-respondents-consider-the-eu-and-the-usa-to-be-the-most-important-political-and-economic-partners-for-georgia-6-name-china>
- OC Media: "Kobakhidze meets with Belarusian, Chinese ambassadors as Georgian Dream escalates anti-EU rhetoric." *OC Media*: Oct. 14, 2025. <https://oc-media.org/kobakhidze-meets-with-belarusian-chinese-ambassadors-as-georgian-dream-escalates-anti-eu-rhetoric/>
- The Caucasus Research Resource Centers. "Caucasus Barometer 2024 Georgia." *CRRC-Georgia*: 2024. <https://caucasusbarometer.org/en/cb2024ge/EUSUPP/>