



Repsense 2026

Armenia: Election Campaign Information Environment

Executive Summary · 25 April – 15 May 2026

Client Confidential

The closing window is no longer the one the April brief described

A tactical update on the media ecosystem, dominant narratives, and the gap between media framing and public opinion at 23 days to the 7 June parliamentary elections.

57,561

Media mentions monitored

231.6M

Total reach (contacts)

6,821

Political TikTok videos

23

Days to election

Four findings ahead of 7 June

What changed in the past three weeks

- 01 Civil Contract is losing ground on both volume and reach**

The ruling party held 51.0% of party mentions and 51.9% of reach — down 2.2 pp on mentions and 6.7 pp on reach vs. April. Armenia Alliance was the biggest gainer at +2.7 pp mentions and +4.0 pp reach. The four-bloc opposition's combined reach rose from 32.7% to 35.2%. The campaign is tightening, but no single challenger is breaking out.
- 02 Conversation has shifted from foreign policy to elections**

In April, EU and Armenia–Azerbaijan coverage drove ~80% of campaign-relevant content. Now electoral content has caught up: 27.8% of narrative clusters, almost level with EU and diplomacy at 30.0%. Pashinyan appears as primary or secondary subject in 11 of the top 20 clusters. Peace-process coverage stays heavy at 22.3% but the framing is shifting against the government.
- 03 TikTok is split in two — government loud but outnumbered**

The PM's TikTok account is the single most-watched political account in the window (15.2M views), but the opposition long tail collectively pulls roughly twice that reach. Two storylines do most of the work: “Government betrayed Artsakh” (1,230 videos, 15.9M views) and “The 2026 elections will be rigged” (594 videos, 10.0M views). Roughly seven in ten political videos portray Pashinyan negatively.
- 04 Russia–diversification is the biggest media-vs-public gap**

Of twelve scored narrative pairs, the largest divergence is “Russia first vs. diversification”: media leans +0.35 toward diversification, the public sits at -0.71 (Russia first). The +1.06 gap on a -1 to +1 scale is the highest-leverage messaging opportunity in the window. Three pairs moved by ≥ 0.13 since April — all toward anti-government and nationalist framing.

Media ecosystem & narrative gap

Share of reach by party shows the ruling party's compression as the headline movement: **Civil Contract -6.7 pp on reach** from the April baseline. Armenia Alliance is the primary beneficiary (+4.0 pp), with PAP gaining +1.3 pp. The four-bloc opposition (HD + PAP + RPA + SA) reach now stands at 35.2%, up 2.5 pp from April. DOK enters as a new tier at 3.2%.

Party / bloc	Reach	Share	Δ vs Apr
Civil Contract (KP)	120.2M	51.9%	-6.7 pp
Armenia Alliance (HD)	42.3M	18.3%	+4.0 pp
Prosperous Armenia (PAP)	22.7M	9.8%	+1.3 pp
Republican Party (RPA)	9.8M	4.2%	-1.3 pp
DOK	7.4M	3.2%	new
Strong Armenia (SA)	6.6M	2.9%	-1.7 pp
Other (8 parties)	22.4M	9.7%	—

The +1.06 Russia–diversification gap is the largest open-stage opportunity

Public lean sits at -0.71 (strongly pro-Russia-first); media lean has moved further to $+0.35$ (more pro-diversification than April's $+0.21$). The pair sits deep in the **Promote** quadrant. Of twelve scored pairs, three moved by ≥ 0.13 since April — EU = stability strengthens by $+0.17$ (still in Defend), Russia first strengthens by $+0.14$ (gap widens to $+1.06$), and Peace = realistic weakens by $+0.13$ (toward betrayal framing). All three shifts move in the same direction: toward anti-government and nationalist framing.

Narrative pair	Media	Public	Gap	Quadrant
Russia first vs. diversification	$+0.35$	-0.71	$+1.06$	Promote
NGOs = W. agents vs. democratic	$+0.28$	-0.27	$+0.55$	Promote
Turkey border = good vs. bad	$+0.33$	-0.21	$+0.54$	Promote
Democracy = facade vs. real	$+0.40$	-0.09	$+0.49$	Promote
EU = stability vs. geopolitics	$+0.48$	$+0.29$	$+0.19$	Defend
Peace = betrayal vs. realistic	-0.14	-0.26	$+0.12$	Watch
Pashinyan = anti-nat. vs. patriotic	-0.56	-0.05	-0.51	Watch

Source: Repsense narrative intelligence corpus, 25 Apr – 15 May 2026, benchmarked vs. SALK / Practbet (n=1,955)

TikTok deep cut & closing-window read

6,821 political videos generated 107M views in 21 days — 325 political TikToks per day across all camps. The PM's account is the loudest single voice at 15.2M views, but the opposition long tail collectively pulls roughly twice that reach. AI rated 17.5% of political videos as high-risk for disinformation.



Top storylines driving TikTok views

Storyline	Videos	Views
Government betrayed Artsakh & caused Armenia's defeat	1,230	15.9M
The 2026 elections will be rigged or meaningless	594	10.0M
Current leadership wrecking Armenia's economy	521	—
Peace with Azerbaijan is really surrender	204	—
Turkey & Azerbaijan preparing to attack Armenia	140	—
Armenia's survival depends on Russia	137	—

What this means for the final 23 days

Four implications for the closing-window campaign:

- **Editorial environment has flipped.** Civil Contract is losing both visibility and reach simultaneously, and the four-bloc opposition is appearing in higher-quality editorial slots.
- **The “betrayed Artsakh” story is the loudest single voice on TikTok** — roughly matching Civil Contract's entire media footprint in three weeks. Any campaign response that doesn't speak to this leaves the loudest part of the conversation unanswered.
- **Russia / diversification is the largest open-stage opportunity** in the entire narrative-pair dataset — a +1.06 gap between media supply and where the public actually sits, sharpened (not weakened) in the new window.
- **Pashinyan defensive-overshoot is still active.** Media defends his patriotic framing at ~10× the public's own lean. The visibility cannot be reduced; only the framing of that visibility can change.