cedar
Center for data and
research on Russia

Appendix 2: Media Consumption of User Clusters

Older Women

Retirees

Number in the sample: 3250 (20%)
Pro-war scale: 0.56
Percentage of women: 87%
Age distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 65
Settlement size distribution:

Rural settlements	18%	
Urban up to 100 thousand	20%	
100 - 500 thousand people	11%	
500 thousand - 1 million people	5%	
more than 1 million people	10%	

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- We are Retirees! (Мы - Пенсионеры!)
- I am a Pensioner (Я - Пенсионер)
- Modern Housewife (Современная Хозяйка)

- Retirement Club (Клуб Пенсионеров)
- Pensioner (Пенсионер)
- I am an Architect Myself (Я же сама архитектор)
- Dacha Issue (Дачный вопрос)
- My Dacha (Моя дача)
- My Cozy and Beloved Dacha (Моя уютная и любимая дача)
- Dacha Owner (Дачница)

Women 40+

Number in the sample: 1765 (11%)
Pro-war scale: 0.53
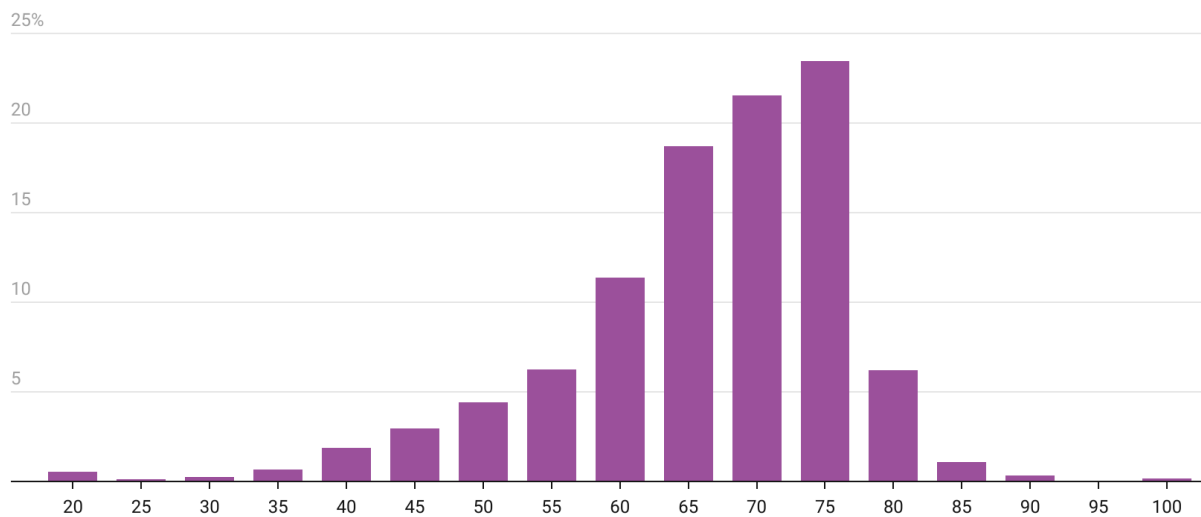**Percentage of women:** 99%
Age distribution:
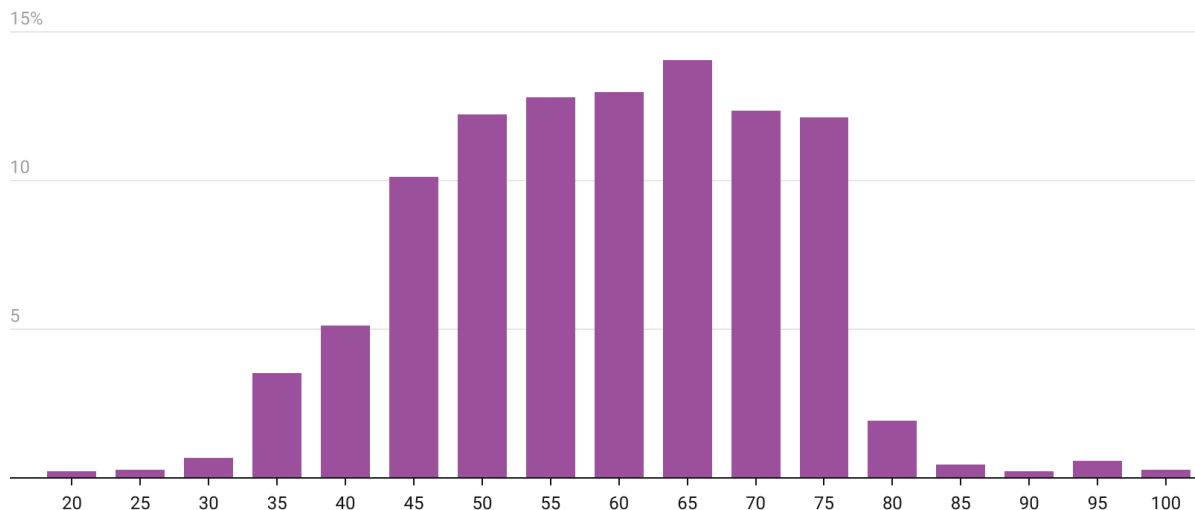
Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 56
Settlement size distribution:

Rural settlements	15%
Urban up to 100 thousand	20%
100 - 500 thousand people	15%
500 thousand - 1 million people	6%
more than 1 million people	15%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:

- My Dacha (Моя дача)
- I Am an Architect Myself (Я же сама архитектор)
- Jack-of-All-Trades (На все руки)
- My Beloved Dacha (Моя любимая дача)
- We might be embarrassing, but at least it's fun! (С нами стыдно, зато весело!)
- Dacha Owner (Дачница)
- Do-it-yourself ideas (Идеи своими руками)
- Useful Tips (Полезные советы)
- My Apartment (Моя квартира)
- DIY Innovations (Своими руками. Новинки)

Cluster Descriptions and Non-Political Content

The category "older women" includes two clusters: "retirees" (average age - 65 years, 87% of the category are women) and "women 40+" (56 years, 99% women). The media consumption patterns in these clusters are very similar, with the main differences being age-related. Most users from both clusters live in small towns and villages, and the level of the pro-war stance is also nearly identical, and moderately involved (0.53-0.56). Presumably, the majority of users are fairly apolitical.

In terms of media consumption, "retirees" differ from "women 40+" in having a greater number of communities with "retiree" ("pensioner") in their names.

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Мы - Пенсионеры!
1.2M подписчиков
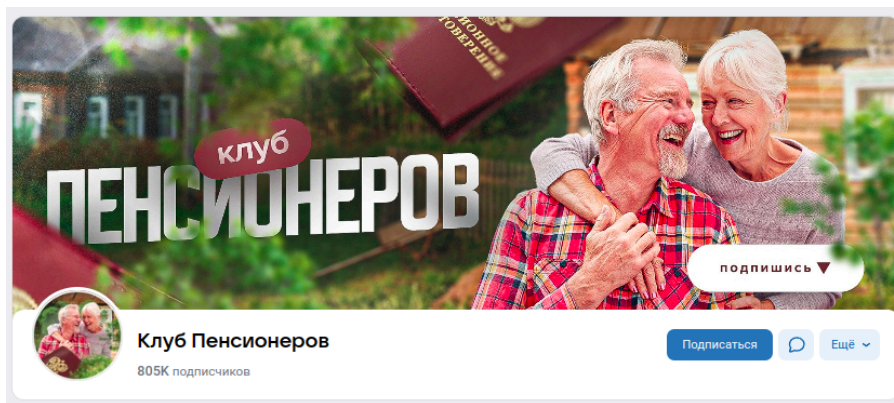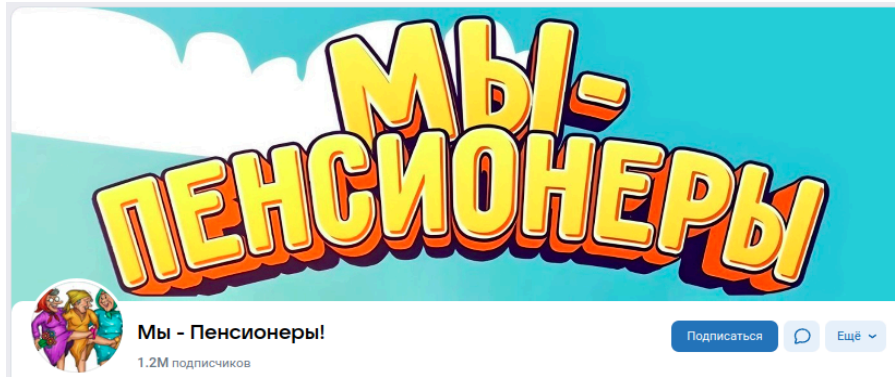
The majority of communities that "women 40+" are subscribed to focus on interior design and household management.

Я же сама архитектор
2.7M подписчиков

На все руки
2.5M подписчиков
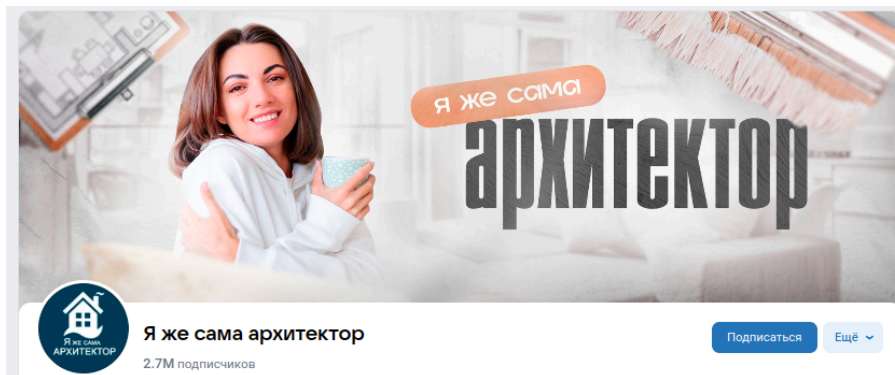
Despite the noted differences in subscriptions, the non-political content in the favourite communities of "retirees" and "women 40+" largely overlaps in themes.

Non-political topics in VK communities for the "retirees" cluster

Number of posts by topic

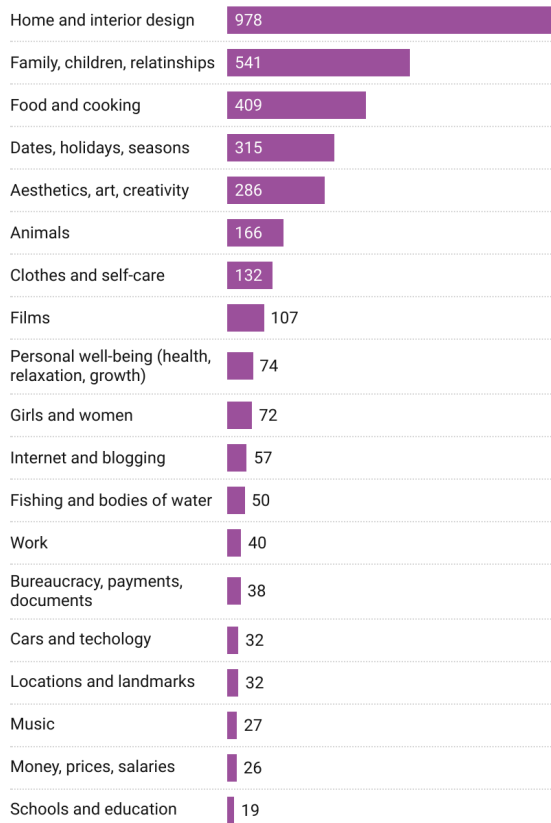| Topic	Count
Home and interior design	978
Family, children, relatinships	541
Food and cooking	409
Dates, holidays, seasons	315
Aesthetics, art, creativity	286
Animals	166
Clothes and self-care	132
Films	107
Personal well-being (health, relaxation, growth)	74
Girls and women	72
Internet and blogging	57
Fishing and bodies of water	50
Work	40
Bureaucracy, payments, documents	38
Cars and techology	32
Locations and landmarks	32
Music	27
Money, prices, salaries	26
Schools and education	19

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Non-political topics in VK communities for the "women 40+" cluster

Number of posts by topic

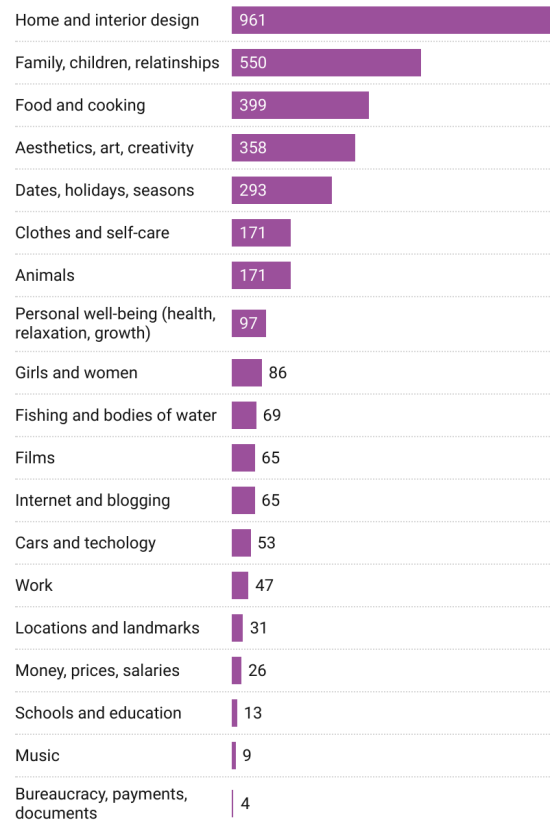| Topic	Count
Home and interior design	961
Family, children, relatinships	550
Food and cooking	399
Aesthetics, art, creativity	358
Dates, holidays, seasons	293
Clothes and self-care	171
Animals	171
Personal well-being (health, relaxation, growth)	97
Girls and women	86
Fishing and bodies of water	69
Films	65
Internet and blogging	65
Cars and techology	53
Work	47
Locations and landmarks	31
Money, prices, salaries	26
Schools and education	13
Music	9
Bureaucracy, payments, documents	4

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most of the posts in both clusters revolve around categories such as "home and interior design", "family, children, relationships", and "food and cooking." Upon qualitative analysis, it's noticeable that in the "home and interior design" category, posts from "retirees" more often focus on topics like dachas and gardening, while those from "women 40+" tend to emphasise interior design.

In the "family, children, relationships" category, posts commonly feature religious themes (such as images of Matrona of Moscow), cooking videos, and descriptions of celebrity life.

The "food and cooking" category predominantly contains culinary recipes. Following this, there's "aesthetics, art, creativity" where adorable animal photos, videos with balloons, and other simple content that evokes positive emotions can be found. The "dates, holidays, seasons" category mainly includes card template posts (there are several VK communities apparently serving as sources for these).

6

Открытки Поздравления С Днём Рождения
4 июл в 6:20

♡ 1913   ⤷ 2019   👁 291K

https://vk.com/wall-28890647_568638

Political Content and Propaganda Strategies

The majority of tailored propaganda themes for "retirees" and "women 40+" overlap significantly. Among the top most popular communities within these audiences is only one channel with an evident political and news-oriented focus — the news aggregator "PostNews" (2.7 million subscribers, with an average post garnering about 100,000 views). For "retirees," this community ranks 12th in popularity, while for "women 40+," it ranks 24th. According to the publication's website, "PostNews" initially emerged as a community on VK and later evolved into a full-fledged media outlet aimed at delivering news in the most accessible and concise manner possible.

The community primarily focuses on non-problematic news content that evokes positive emotions ("A kitten climbed on the Turkish mayor during a meeting with voters"). Political content is also present in it, and in a fairly substantial volume, clearly favouring the Russian authorities ("Russia surprised the International Monetary Fund with economic growth rates"). However, there aren't many news items about the war in Ukraine on this community. The authors prefer to concentrate on a "positive" agenda.

A broader range of political topics and emotions is detected in non-political communities subscribed to by "pensioners": "I'm a pensioner" (1 million subscribers, 300,000 views per post), "We are Retirees!" (1.2 million subscribers, 176,000 views, exclusive to pensioners),

7

"Useful Tips" (2 million subscribers, 154,000 views), and "Retirement Club" (806,000 subscribers, 100,000 views, exclusive to pensioners). In all these communities, the share of political content was significant: in the last four, it ranged from 1% to 10% of all content, while in the "I'm a pensioner" community, more than a third (36%) of posts were identified by our algorithm as political. Despite certain differences in the selection of communities between "retirees" and "women 40+," the political content in them is nearly identical.

Propaganda topics in VK communities for the "retirees" cluster

Number of posts by topic

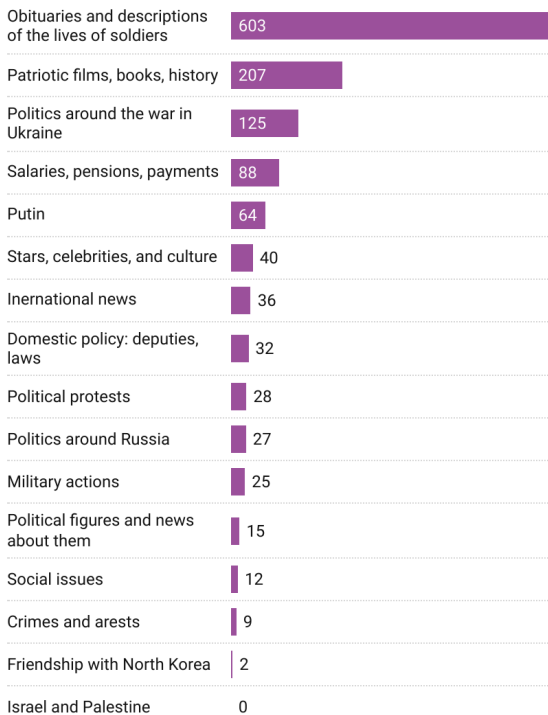| Topic	Posts
Obituaries and descriptions of the lives of soldiers	603
Patriotic films, books, history	207
Politics around the war in Ukraine	125
Salaries, pensions, payments	88
Putin	64
Stars, celebrities, and culture	40
Inernational news	36
Domestic policy: deputies, laws	32
Political protests	28
Politics around Russia	27
Military actions	25
Political figures and news about them	15
Social issues	12
Crimes and arests	9
Friendship with North Korea	2
Israel and Palestine	0

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Propaganda topics in VK communities for the "women 40+" cluster

Number of posts by topic

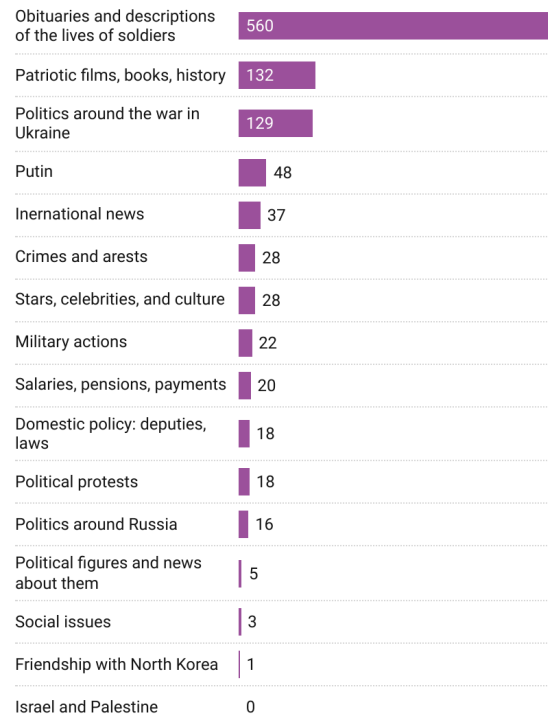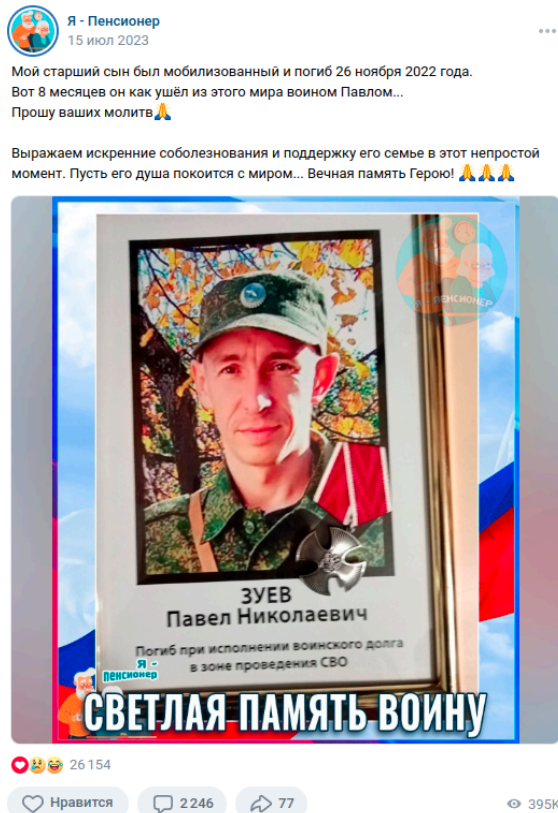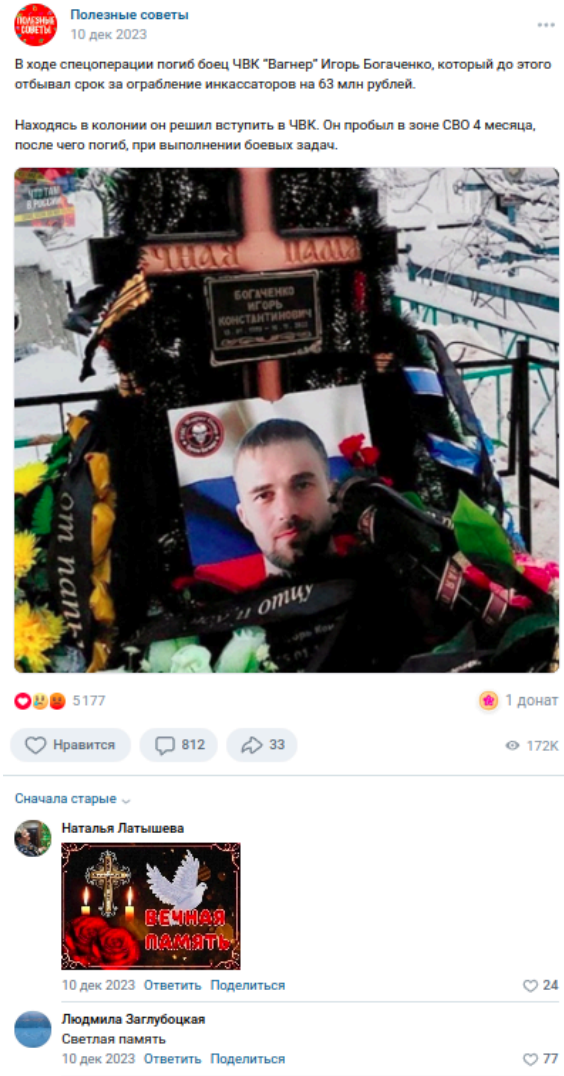| Topic	Posts
Obituaries and descriptions of the lives of soldiers	560
Patriotic films, books, history	132
Politics around the war in Ukraine	129
Putin	48
Inernational news	37
Crimes and arests	28
Stars, celebrities, and culture	28
Military actions	22
Salaries, pensions, payments	20
Domestic policy: deputies, laws	18
Political protests	18
Politics around Russia	16
Political figures and news about them	5
Social issues	3
Friendship with North Korea	1
Israel and Palestine	0

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Topic modelling of posts from communities aimed at this audience using Bertopic reveals that the majority of content consists of posts about deceased Russian military personnel. An analysis of characteristic frequency words for the "older women" clusters confirms this: the most common words include "deceased," "son," "memory," "hero," "warrior," and "eternal."

A qualitative analysis of communities for "older women" confirms that the vast majority of posts are dedicated to deceased Russian servicemen. Typically, these posts are designed in the style of WhatsApp cards and are sometimes accompanied by patriotic poems.

Я - Пенсионер
15 июл 2023

Мой старший сын был мобилизованный и погиб 26 ноября 2022 года.
Вот 8 месяцев он как ушёл из этого мира воином Павлом...
Прошу ваших молитв🙏

Выражаем искренние соболезнования и поддержку его семье в этот непростой момент. Пусть его душа покоится с миром... Вечная память Герою! 🙏🙏🙏

ЗУЕВ
Павел Николаевич

Погиб при исполнении воинского долга
в зоне проведения СВО

СВЕТЛАЯ ПАМЯТЬ ВОИНУ

❤️😮😂 26 154

♡ Нравится   💬 2 246   ↪ 77   👁 395K

https://vk.com/wall-163759406_9298866

Полезные советы
10 дек 2023

В ходе спецоперации погиб боец ЧВК "Вагнер" Игорь Богаченко, который до этого отбывал срок за ограбление инкассаторов на 63 млн рублей.

Находясь в колонии он решил вступить в ЧВК. Он пробыл в зоне СВО 4 месяца, после чего погиб, при выполнении боевых задач.

❤️😮😡 5177   ⭐ 1 донат

♡ Нравится   💬 812   ↪ 33   👁 172K

Сначала старые ⌄

Наталья Латышева

ВЕЧНАЯ ПАМЯТЬ

10 дек 2023   Ответить   Поделиться   ♡ 24

Людмила Заглубоцкая
Светлая память
10 дек 2023   Ответить   Поделиться   ♡ 77

https://vk.com/wall-174859206_1061454

Communities aimed at "older women" not only publish obituaries but also content focused on supporting "ordinary" soldiers in combat zones. Often presented in a religious stylistic manner, such as prayers.

Я - Пенсионер
четыре часа назад

РЕБЯТА, ВСЯ СТРАНА ВАС ЖДЁТ, ЖДЕТ СВОИХ ГЕРОЕВ ДОМОЙ!🇷🇺 ВОЗВРАЩАЙТЕСЬ СКОРЕЕ! ЖИВЫМИ И ЗДОРОВЫМИ!🙏

МОЛИМСЯ ЗА НАШИХ МУЖЧИН КОТОРЫЕ НАХОДЯТСЯ НА УКРАИНЕ!

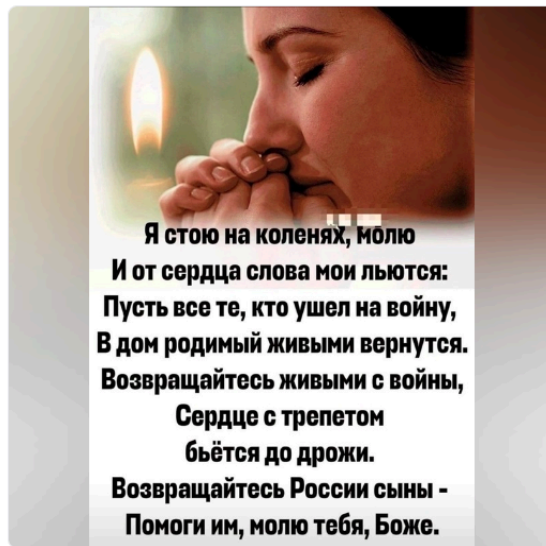❤️😮😂 3 243

♡ Нравится   💬 187   ↪ 132   👁 35K

https://vk.com/wall-163759406_10390904

Пенсионеры ВКонтакте
12 дек 2023

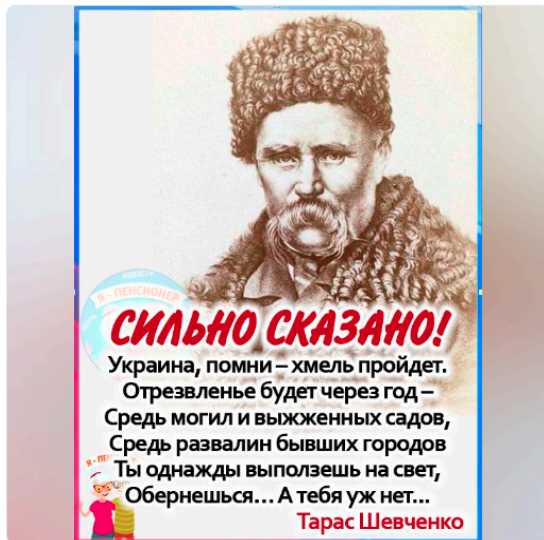🙏Прекрасные слова-молитва! Надо всем молиться и тогда больше ребят останутся живы! Аминь!

Я стою на коленях, молю
И от сердца слова мои льются:
Пусть все те, кто ушел на войну,
В дом родимый живыми вернутся.
Возвращайтесь живыми с войны,
Сердце с трепетом
бьётся до дрожи.
Возвращайтесь России сыны -
Помоги им, молю тебя, Боже.

❤️😮😍 1 819

♡ Нравится   💬 173   ↪ 57   👁 29K

https://vk.com/wall-213593861_551151

In communities for "women 40+", there are many references to the cultural content of a military-patriotic nature — movies, books, and poetry.

Я - Пенсионер
9 мая 2022

Как будто сегодня написал!

СИЛЬНО СКАЗАНО!
Украина, помни — хмель пройдет.
Отрезвленье будет через год —
Средь могил и выжженных садов,
Средь развалин бывших городов
Ты однажды выползешь на свет,
Обернешься… А тебя уж нет…
Тарас Шевченко

❤️😢😡 18 584

♡ Нравится   💬 800   ↗ 1639   👁 254K

https://vk.com/wall-163759406_5410183

Я - Пенсионер
24 мар 2022

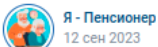К сожалению, всё написанное верно и актуально сегодня.

Браво автору! 👏

СИЛЬНО НАПИСАНО!
Во сне я к деду обратился…
Так получилось… Он мне снился…
Спасибо говорил я деду
за ту Великую Победу!

Благодарил за Ленинград,
за Курск, за Киев, Сталинград,
за те деревни, города
где кровь он проливал тогда…

Но дед меня остановил
и вдруг… Прощенья попросил…
За Прибалтийцев извинялся,
за то что там нацизм остался.

За Польшу, их продажный дух,
за Собибор, забытый вдруг.
За Украинский Бабий Яр…
Меня чуть не хватил удар…

-За что прощенья просишь, дед?!
И он мне произнес в ответ:
-За то что добренькими были,
простили гадов, не добили…

20 ФЕВРАЛЯ 2018 ГОД, ОЛЕСЬ ШЕВЧУК.

❤️😢😡 17 503

♡ Нравится   💬 1188   ↗ 2178   👁 334K

https://vk.com/wall-163759406_5063996

Further down in frequency, there is a political agenda surrounding the war in Ukraine, although this content is significantly less popular among "older women" compared to other audiences. Despite a friendly and non-confrontational tone, the narratives in the posts can be quite radical. For example, asserting that Ukrainians do not deserve to have their own state and that Ukraine should disappear.

Я - Пенсионер
12 сен 2023

Слов уже не надо! Для них Гитлер - легенда!

В КИЕВЕ СНЯЛИ И ВЫБРОСИЛИ ПАМЯТНУЮ ТАБЛИЧКУ С ИМЕНАМИ УЧАСТНИКОВ ЗНАМЕНИТОГО «МАТЧА СМЕРТИ», А ВЕДЬ ЭТО БЫЛИ ФУТБОЛИСТЫ КИЕВСКОГО "ДИНАМО"... НАРОД, КОТОРЫЙ ПОТЕРЯЛ ПАМЯТЬ - НЕ ЗАСЛУЖИВАЕТ ИМЕТЬ СОБСТВЕННУЮ СТРАНУ.

10114

Нравится   779   343   267K

Я - Пенсионер
8 янв 2023

Бог и Россия победят!

Украина совершила фатальную ошибку, не поддержав инициативу Патриарха Кирилла по поводу рождественского перемирия. Теперь это самая настоящая Священная война. Война против Бога. И Лавру осквернили еретики. Старцы говорили: полгода после этого кощунства и враг будет уничтожен, а Украина исчезнет.
Иван Охлобыстин

12 600

Нравится   592   340   202K

https://vk.com/wall-163759406_9588668   https://vk.com/wall-163759406_7830244

All other categories of propaganda content are significantly less popular among "older women". While other clusters often feature news about statements by celebrities regarding Russia, here "patriotic" quotes from stars are often devoid of current context.

Messages about the progress of military operations and news from the front are completely absent in the content consumed by "older women" (except for obituaries). Narratives about confrontation with the West, typical in other clusters of propaganda, are also infrequent. The role of the West as an enemy of Russia is implied by default, without requiring additional explanations. According to the key narrative, Russian men die in the war against an external enemy, and state structures defend the interests of the country, which has both enemies and friends.

Posts aimed at "older women" stand out not only in content and presentation but also in the lexicon: they often contain religious terms ("kingdom of heaven"), and benevolent exclamations ("the people support!", "Well done!").

Share of political posts with the word "well done" ("молодец") by cluster

Cluster	Share
Women 40+	4.5%
Retirees	4.2%
Real men	0.9%
Urban youth	0.2%
Lads	0.1%
Business people	0.1%
Teenagers and young adults	0%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Propaganda content is popular among "older women": political posts even receive more likes per view than non-political posts in these communities. The ratio of likes to views in propaganda posts is approximately twice as high as in posts on other topics.

Propaganda Content: "Retirees"

Propaganda content for this audience closely aligns with the audience of "women 40+", so it is analysed below for both audiences simultaneously.

One topic that appears uniquely in "pensioners" content is state benefits and pensions. There is little direct propaganda in such posts; often they even contain critical assessments of the level of state support. However, posts praising the initiatives of the State Duma are also present.

Propaganda Content: "Women 40+"

The political content in the "women 40+" communities is very similar to the content observed in "retirees" communities (analysed above); here we note only the characteristic differences.

The majority of subscriptions in this audience are to communities about home, country house, interior design, and handicrafts. Typically, these communities do not feature political content, but there are exceptions. For example, in the community "Do-it-yourself ideas" (1.5 million subscribers, 375k views per post), there are occasional posts related to war, similar to the propaganda content for "retirees" described above (1.3% of the content in the community).

Идеи своими руками
13 мая 2023

"Вместе мы сила, и мы должны победить!": 44-летняя Юлия Чичерина собрала большее 50-миллионов рублей вместе с российскими гражданами на поддержку спецоперации!

Заслуженная артистка России Юлия Чичерина и Народный фронт объединили усилия для сбора средств для бойцов 1-го армейского корпуса. Со всей страны люди начали вносить свой вклад в сбор.

"Сегодня мы передали нашим ребятам все необходимое для связи. Мы надеемся, что наша помощь поможет ускорить победу. Вместе мы сила, и мы должны победить!" - сказал руководитель исполкома Народного фронта.

Бойцы выразили свою благодарность за помощь, которую они получили.

Молодец! Все восемь лет она помогает жителям Донбасса! В отличии от других артистов, которые там не разу не были, но они против всего, оказались пустыми и никчёмными людьми! Юля молодец!!!!!

❤️😮😂 12 867

♡ Нравится   💬 385   ↪ 130   👁 357K

https://vk.com/wall-186234031_1354459

Идеи своими руками
15 сен 2023

Улыбнулся и сказал: «До свидания». Погиб сирота из Ташлы Оренбургской области

Сергей Тхелидзе погиб 5 мая на СВО, незадолго до своего дня рождения. 12 мая ему должно было исполниться 29 лет. Молодой человек не рассказал родным о том, что планирует идти на СВО. Только потом в Ташле узнали, что Сергей прошел подготовку в военном лагере и отправился на СВО. Там он мужественно сражался за город Бахмут.

— О том, что Сережа пошел добровольцем, мы узнали только после того, когда он уже был в зоне боевых действий. В начале апреля он попросил отвезти его к поезду в город Сорочинск, сказал, что едет по делам в Самару. На прощание перед посадкой в вагон улыбнулся и сказал: «До свиданья...», — рассказала газете «Маяк» бабушка бойца. Позвонить своим близким Сергей Тхелидзе смог дважды.

— Ждали от него звонка и потом, но так и не дождались. Мы забеспокоились. В голове промелькнула мысль: «Нет Сережи...». И тут раздался звонок, военный сообщил, что наш внук погиб. В тот миг весь мир остановился, — вспоминает бабушка.

Известно, что парень рано остался без матери. С двухлетнего возраста его воспитывали дедушка с бабушкой. Это большое горе для семьи.

❤️😮😂 11 890

♡ Нравится   💬 957   ↪ 44   👁 379K

https://vk.com/wall-186234031_1443663

Women in this category also follow the entertainment community "Larisu Ivanovnu Khachu!" (3 million subscribers, 420k views per post). The stylistic approach of propaganda content in this community differs slightly. Typically, these posts are slightly longer and describe events that are not directly related to the military actions in Ukraine—such as crime reports or glossy news. However, the overall narrative remains consistent: supporting "friends," condemning "enemies," and providing a clear assessment of current events.
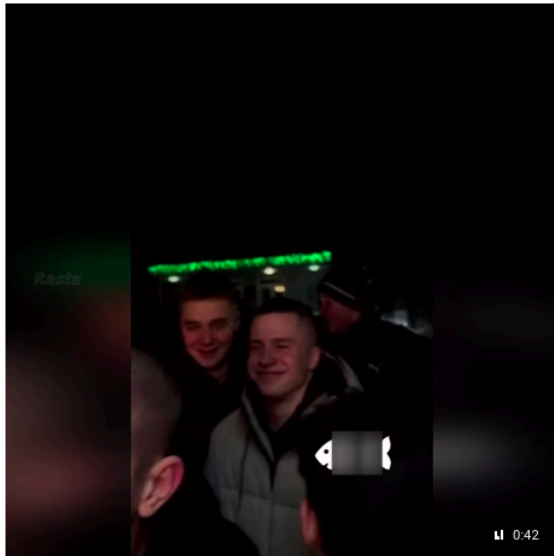
Ларису Ивановну Хачу!
3 янв в 16:20

В Брянске в новогоднюю ночь пьяная девушка сожгла свой российский паспорт в поддержку Украины

Все это происходило под ликование толпы зумеров. Хулиганкой оказалась местная блогерша по имени Евгения. Юная особа ведет разгульный образ жизни и часто постит провокационные ролики.

В итоге завели уголовное дело за надругательство над гербом РФ. Наказание по статье — до года лишения свободы!

На брянскую блогершу Евгению Хоффман, которая публично сожгла российский паспорт,!
449 776 просмотров

❤️😢😠😂 957

https://vk.com/wall-183488070_4657953

Ларису Ивановну Хачу!
18 фев в 3:00

Поплавская не поверила, что Филипп поехал на Донбасс по зову души.

Она уверена, что певец "устроил показуху", чтобы отмыться после скандальной вечеринки.

"Сколько энергии и сил приложено, чтобы обелить, отмыть Киркорова. Целую поездку со съемкой организовали, срочно подыскали больницу. Согнали раненых бойцов...
Все, чтобы замылить историю с голой вечеринкой и втюхать народу, что Киркоров этого народа «достоин».
«Достойный артист» от страха забыл слова своей песни и затравленно думал - как бы скорее вернуться в Москву. ДВА ГОДА ему было ПЛЕВАТЬ.
Потому что задница все это время была в тепле.
Но только когда прижало, он рванул туда...
И кто нам объяснит - за одну эту поездку ему теперь обязаны дать эфиры, концерты и индульгенцию во всём? Почему-то никто из известных мне артистов не рассчитывал ни на какие блага, помогая бойцам и ездя на фронт! У них только одна цель и задача - поддержать наших ребят.
Никто из них не думает о себе.

Поэтому поездка Киркорова - это ложь, очковтирательство!"
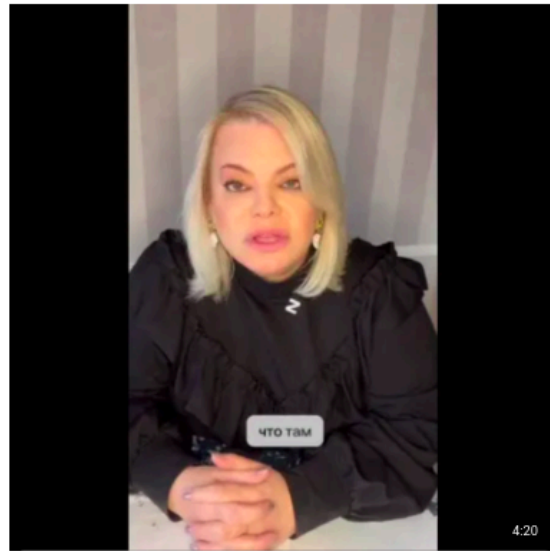
Поплавская не поверила, что Филипп поехал на Донбасс по зову души.
94 933 просмотра

❤️😠🎉 1 296

https://vk.com/wall-183488070_4686662

Older Men

Number in the sample: 770 (4.8%)
Pro-war scale: 0.58
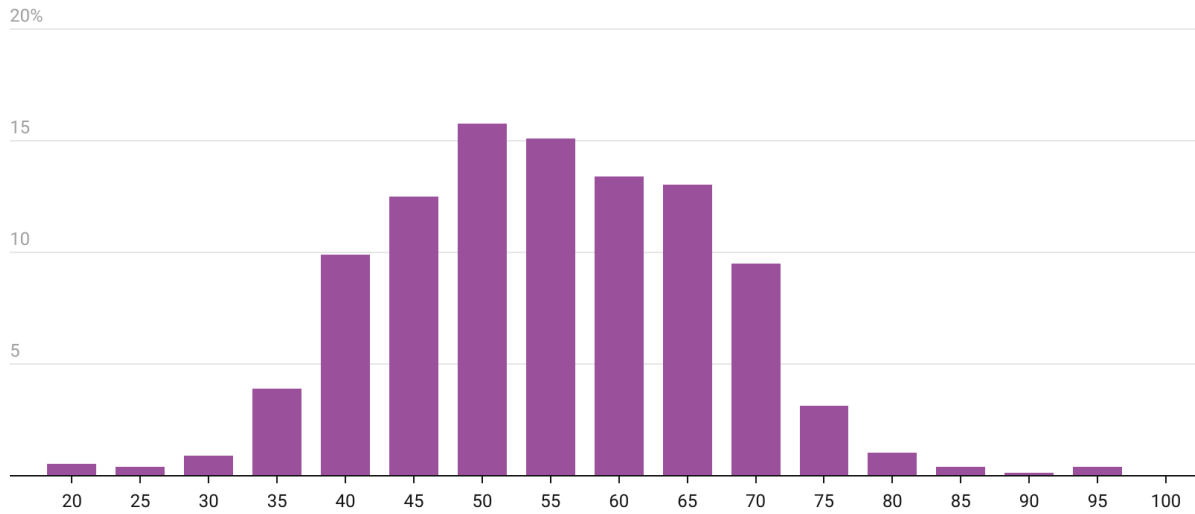**Percentage of women:** 1%
Age distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper
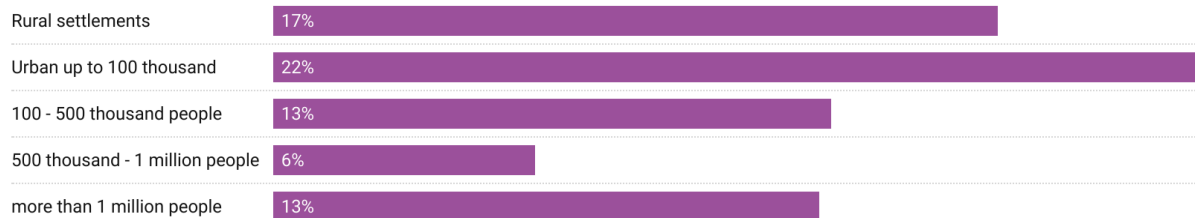
Median age: 51

Settlement size distribution:

Rural settlements	17%
Urban up to 100 thousand	22%
100 - 500 thousand people	13%
500 thousand - 1 million people	6%
more than 1 million people	13%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- Golden Hands | Construction and Repair (Золотые руки | Строительство и ремонт)
- Smart Builder (Умный Строитель)
- Understand and Forgive (Понять и простить)
- Auto Gid (Авто Gid)
- Naked Gun (Голый Пистолет)
- Dangerous Earth (Опасная Земля)
- Kaiff Video (Kaiff Video)
- Auto Diary (Авто Дневник)
- There's nothing to do in the village, we sit on a spree (Делать нечего в селе, мы сидим навеселе)
- Records (Рекорды)

Non-Political Content: "Older Men"

"Older men" (median age - 51 years) are most often subscribed to communities about construction, cars, as well as communities with short, often humorous videos ("Understand and Forgive", "Naked Gun", "There's nothing to do in the village, we sit on a spree"). Humorous content is mostly in video format rather than images.

Among topics, "family, children, relationships" leads: for example, a video of a dancing boy captioned "Little man, how much happiness parents feel when they see his joy" or a video of a father caring for a child captioned "This is happiness multiplied by two immediately, a father meets his little ones, what joy it is." Stylistically, such posts resemble content for "older women."

Non-political topics in VK communities for the "older men" cluster

Number of posts by topic

Topic	Posts
Family, children, relatinships	474
Cars and techology	468
Fishing and bodies of water	384
Animals	292
Dates, holidays, seasons	210
Home and interior design	198
Girls and women	198
Aesthetics, art, creativity	185
Personal well-being (health, relaxation, growth)	114
Food and cooking	109
Internet and blogging	103
Locations and landmarks	95
Work	79
Clothes and self-care	68
Films	47
Money, prices, salaries	45
Schools and education	17
Music	16
Bureaucracy, payments, documents	8

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

In second place in terms of popularity is the category "cars and technology," where posts typically include news or videos. Third in popularity is fishing.

Additionally, posts about animals are popular among this audience (often just cute videos, common across other user clusters), as well as posts about women (often sexist), home and interior design. Among posts in the category "aesthetics, art, creativity," there are many meditative videos depicting repair processes.

Propaganda Content: "Older Men"

"Older men" is a relatively pro-war category (0.58), but there aren't many political posts in the communities for them. The most politicised turns out to be the community "Larisu Ivanovnu Khachu!" (3 million subscribers, 420k views per post), described in the "women 40+" category: it includes posts about events (criminal chronicles, biographical stories about celebrities) and short videos. These posts usually include a clear assessment of current events — support for "friends" and condemnation of "enemies" of Russia.

Young Women

Number in the sample: 2908 (18%)
Pro-war scale: 0.46
Percentage of women: 98%
Age distribution:
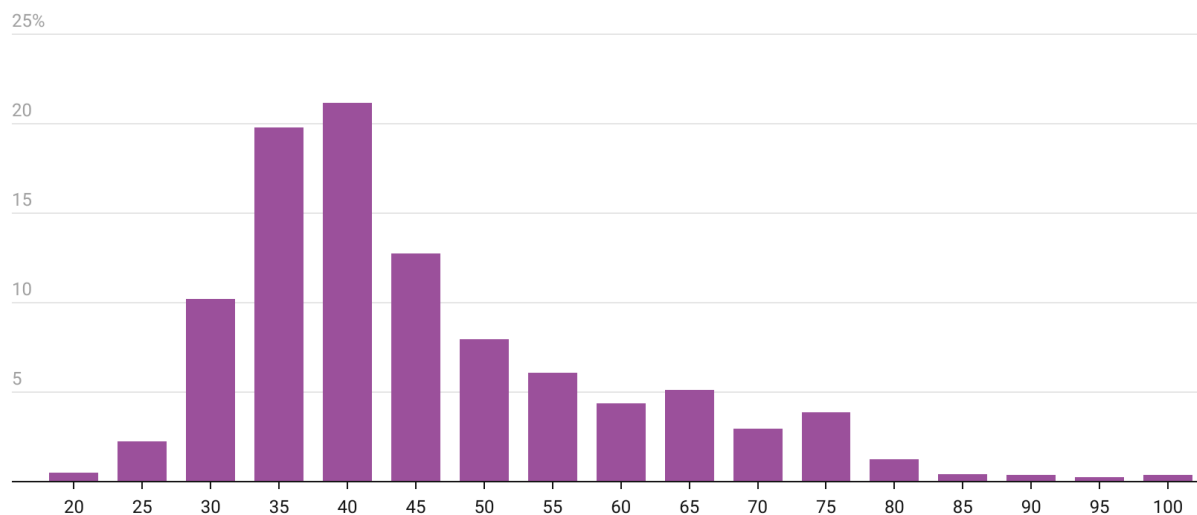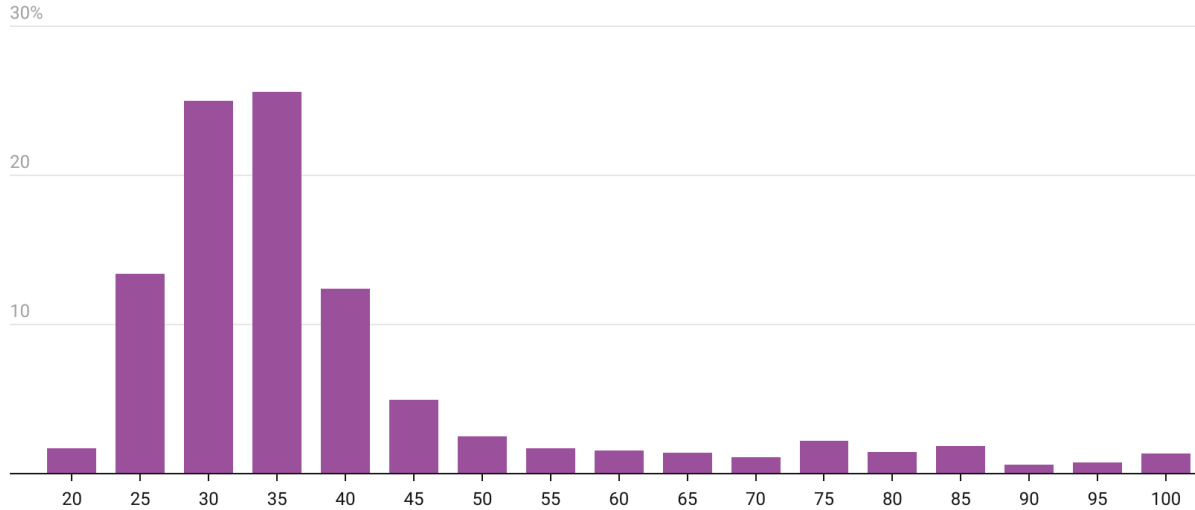

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper
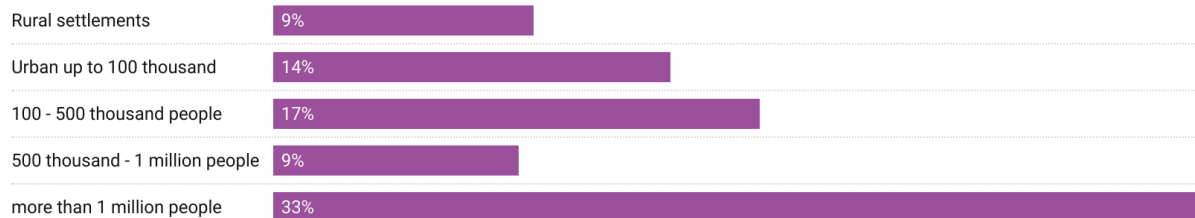
Median age: 38
Settlement size distribution:

Rural settlements	9%
Urban up to 100 thousand	16%
100 - 500 thousand people	17%
500 thousand - 1 million people	8%
more than 1 million people	36%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- Interior Design Ideas (Идеи дизайна интерьера)
- Cook Good - Best Recipes (Cook Good - лучшие рецепты)
- New Music Releases | New Music 2023 (Новинки Музыки | Новая Музыка 2023)
- Heels | Women's Magazine (Шпильки | Женский Журнал)
- School of Repair (Школа ремонта)
- Culinary Masterpieces | Delicious Recipes (Шедевры кулинарии| Вкусные рецепты)
- Psychology of Relationships (Психология отношений)
- Simply Delicious (Просто Вкусно)
- Interior and Decor (Интерьер и декор)
- Literature | Great Poets (Литература | Великие поэты)

Non-Political Content: "Young Women"

The median age of this audience is 38 years old, and they reside in various sizes of cities. "Young women" are most often subscribed to communities about household management, psychology, literature, facts about famous personalities, jokes, and vivid quotes.

The most popular category of content by a significant margin is "food and cooking", followed by "home and interior design" (which includes DIY) and "family, children, relationships" (featuring kind posts about children and parents, similar to those popular among older men and women). Rounding out the list is the category "aesthetics, art, and creativity."

Non-political topics in VK communities for the "young women" cluster

Number of posts by topic

Topic	Number of posts
Food and cooking	1.1K
Family, children, relatinships	738
Home and interior design	583
Aesthetics, art, creativity	345
Films	196
Girls and women	147
Dates, holidays, seasons	127
Personal well-being (health, relaxation, growth)	119
Clothes and self-care	110
Animals	100
Music	84
Internet and blogging	58
Work	41
Money, prices, salaries	35
Fishing and bodies of water	28
Cars and techology	25
Locations and landmarks	20
Schools and education	19
Bureaucracy, payments, documents	2

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Propaganda Content: "Young Women"

This category is characterised by a relatively low pro-war score (0.46). "Young women" often read the same non-political communities as opposition-minded users. The amount of propagandist content in communities for young women is negligibly small. Compared to other user categories (each of which includes communities with propaganda), the complete absence of such content is anomalous. It can be assumed that members of this cluster actively unsubscribe from communities if they notice propagandist posts in them.

Young Men

Lads

Number in the sample: 1360 (8.5%)
Pro-war scale: 0.54
Percentage of women: 13%
Age distribution:
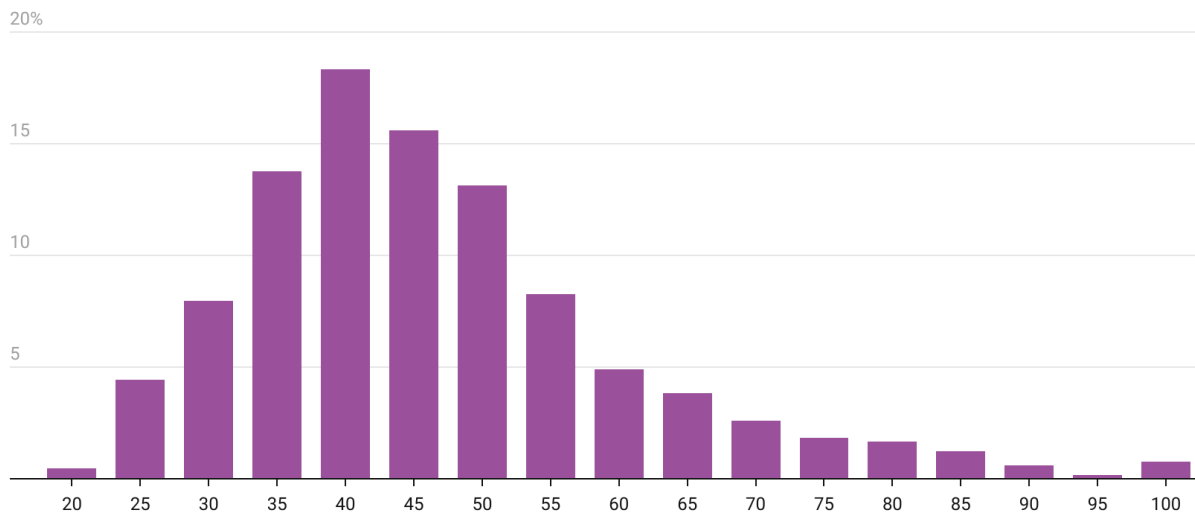

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 31
Settlement size distribution:

Rural settlements	9%
Urban up to 100 thousand	14%
100 - 500 thousand people	17%
500 thousand - 1 million people	9%
more than 1 million people	33%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- MDK (MDK)
- YOP (ЁП)
- New Music Releases | New Music 2023 (Новинки Музыки | Новая Музыка 2023)
- BORSCHT (БОРЩ)
- LMAO (Смейся до слёз)
- Cinemania ▶ New Movies (Киномания ▶ Новинки кино)

- Cinemania - Best Films (Киномания - Лучшие фильмы)
- The Academy of Decent Guys (Академия Порядочных Парней)
- Vine Video (Vine Video)
- Leonardo DaVinchik (Леонардо Дайвинчик)

Real Men

Number in the sample: 656 (4.1%)
Pro-war scale: 0.63
Percentage of women: 7%
Age distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 40
Settlement size distribution:

Rural settlements	14%
Urban up to 100 thousand	23%
100 - 500 thousand people	18%
500 thousand - 1 million people	8%
more than 1 million people	22%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- History of Mankind (История Человечества)
- Angry Chaplin (Злой Чаплин)
- MOTOR | Automobiles and Road Accidents (MOTOR | Автомобили и ДТП)

- Are They Dumb? (Они тупые?)
- I am a Driver (ЯЖЕВОДИТЕЛЬ)
- I ♡ Cinema (Я ♡ КИНО)
- Golden Hands | Construction and Repair (Золотые руки | Строительство и ремонт)
- Jokes | Smeyaka (ПРИКОЛЫ | Смеяка)
- HD Movies - Films Online 2023 (HD Кино - Фильмы онлайн 2023)
- Village of Fools (Деревня дураков)

Cluster Descriptions and Non-Political Content

The category of young men includes two clusters we've named "lads" and "real men." These clusters are similar in demographic parameters (median ages of 31 and 40 years respectively) and media consumption topics, but the style of posts they read differs noticeably. The only similarity worth noting is that the most popular content theme in both cases is movies (reviews, announcements, video links).

Non-political topics in VK communities for the "lads" cluster

Number of posts by topic

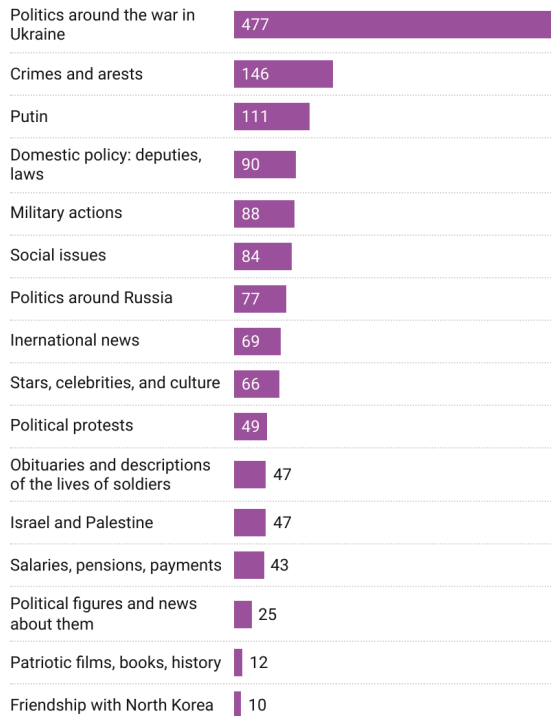| Topic	Posts
Films	451
Family, children, relationships	272
Music	230
Cars and techology	189
Animals	142
Personal well-being (health, relaxation, growth)	136
Dates, holidays, seasons	134
Internet and blogging	112
Aesthetics, art, creativity	95
Food and cooking	78
Locations and landmarks	74
Girls and women	64
Money, prices, salaries	64
Home and interior design	60
Clothes and self-care	59
Fishing and bodies of water	31
Work	29
Schools and education	18
Bureaucracy, payments, documents	11

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Non-political topics in VK communities for the "real men" cluster
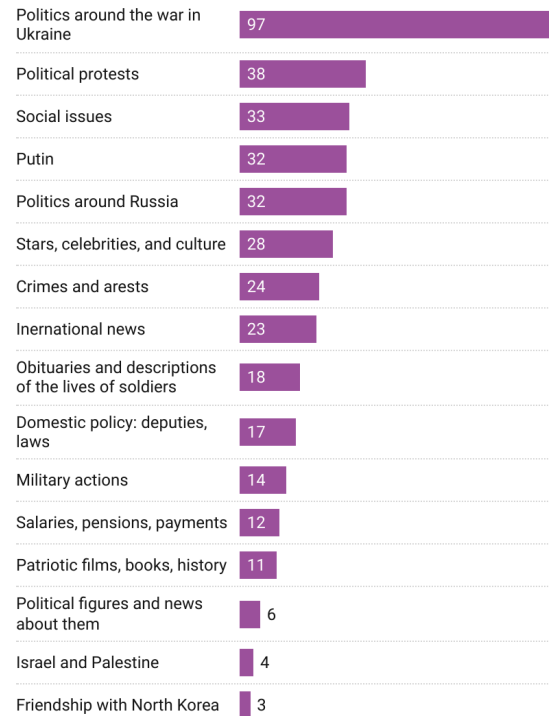
Number of posts by topic

Topic	Posts
Films	996
Cars and techology	790
Family, children, relatihps	549
Home and interior design	229
Aesthetics, art, creativity	211
Dates, holidays, seasons	158
Personal well-being (health, relaxation, growth)	150
Food and cooking	139
Girls and women	124
Music	122
Animals	113
Clothes and self-care	89
Money, prices, salaries	78
Internet and blogging	70
Fishing and bodies of water	67
Locations and landmarks	63
Work	61
Schools and education	35
Bureaucracy, payments, documents	7

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Non-Political Content: "Lads"

"Lads" are young men (median age 31 years) predominantly from large cities. They are not highly politicised, although their score on the pro-war scale is above 0.5. They are mainly subscribed to communities with memes like "MDK", "The Academy of Decent Guys", "Leonardo DaVinchik", and "BORSCH". They are also interested in movies and music. Several of the most popular communities among them focus solely on cinema (Cinemania, Cinepleasure).
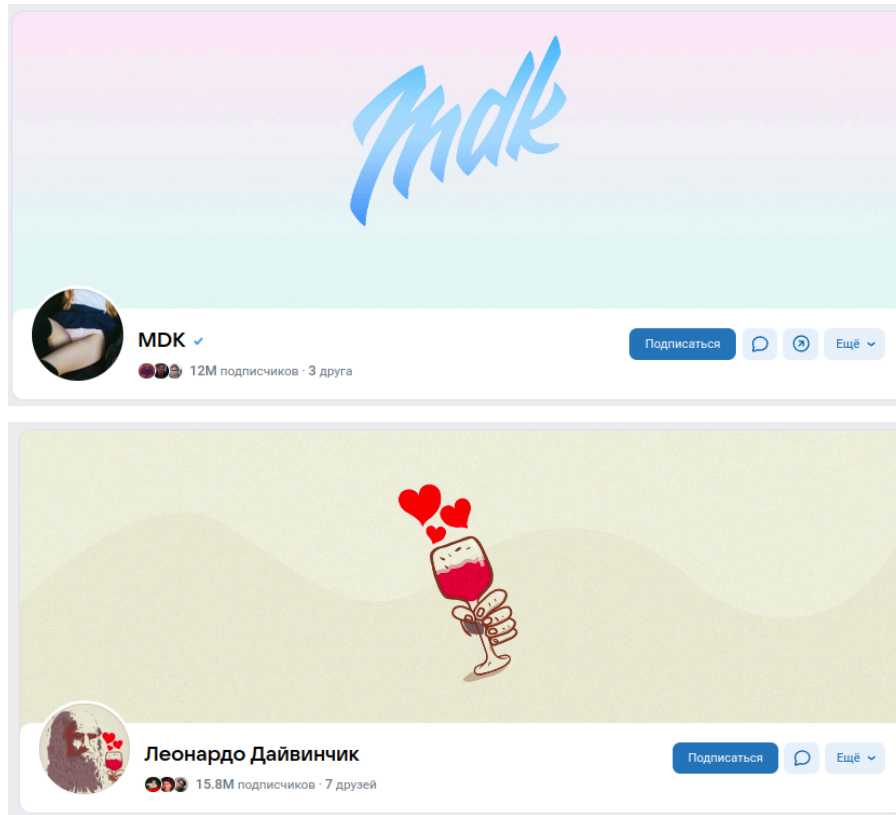
Second in popularity is the content category "family, children, relationships" among "lads." In this category, they predominantly engage with memes about relationships with women, childhood, and growing up.

The next popular theme is "music." Typically, these are posts about music artists (often rappers) and actors, new track releases, and so on. Communities for "lads" tend to cover celebrity life details more actively than communities for "real men."

Another popular theme is "cars and technology." Additionally, communities for "lads" publish content about animals (videos with kittens), which is less popular among "real men." Rounding out the list of popular themes is "personal well-being" (memes about sleep, age, tiredness from work).

Non-Political Content: "Real Men"

The median age of "real men" is 40 years old. Among the subscriptions in this category, the most popular communities focus on cars, history, and weapons. For example, "Weapons of Humanity" publishes photographs of combat actions from 20th-century military conflicts, predominantly from World War II. These posts do not typically reference current events, even when dedicated to the heroic role of the USSR in World War II.

Similarly, the community "Armory", which features photos and descriptions of various types of weapons, also refrains from addressing the current war in Ukraine. However, the model categorises such posts as political, so they were not considered in the topic modelling of non-political content. Therefore, formally on the diagram of non-political themes, "movies" emerged as the most popular category.

The third most popular theme is "family, children, relationships." While "lads" in this category dominate with ironic memes about adulthood and relationships, "real men" share more life stories — detailed accounts of non-standard life situations spanning several paragraphs. Memes are also present, but with a nostalgic rather than ironic tone — often about childhood without smartphones. Memes about marriage are also common. The self-irony typical of "lads" is absent in communities for "real men"; instead, there are jokes about women and sex.

Political Content and Propaganda Strategies

There are many differences between the propaganda content aimed at "lads" and "real men," but there are also commonalities. Let's start with the latter.

Propaganda topics in VK communities for the "lads" cluster

Number of posts by topic

Topic	Posts
Politics around the war in Ukraine	477
Crimes and arests	146
Putin	111
Domestic policy: deputies, laws	90
Military actions	88
Social issues	84
Politics around Russia	77
Inernational news	69
Stars, celebrities, and culture	66
Political protests	49
Obituaries and descriptions of the lives of soldiers	47
Israel and Palestine	47
Salaries, pensions, payments	43
Political figures and news about them	25
Patriotic films, books, history	12
Friendship with North Korea	10

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Propaganda topics in VK communities for the "real men" cluster

Number of posts by topic

Topic	Posts
Politics around the war in Ukraine	97
Political protests	38
Social issues	33
Putin	32
Politics around Russia	32
Stars, celebrities, and culture	28
Crimes and arests	24
Inernational news	23
Obituaries and descriptions of the lives of soldiers	18
Domestic policy: deputies, laws	17
Military actions	14
Salaries, pensions, payments	12
Patriotic films, books, history	11
Political figures and news about them	6
Israel and Palestine	4
Friendship with North Korea	3

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

More often than not, communities aimed at both categories of young men post about the political aspects of the war in Ukraine. These posts frequently include words like "declare," "president," and "Zelensky." The mention of the latter occurs significantly more frequently than that of Putin. This differs, for example, from teenage communities where Zelensky is rarely mentioned.

27

https://vk.com/wall-30179569_7419824

https://vk.com/wall-45441631_6596697

Another popular theme is crime news, often with anti-migrant rhetoric. Such news is prevalent in communities aimed at both subcategories, but "lads" have a higher proportion of this content compared to "real men."

НЕ ПОВЕРИШЬ!
29 янв в 13:19

46-летняя Галина С. накануне вечером пришла в школу №10 имени лётчика-космонавта Николаева, и попыталась поджечь два кабинета на первом этаже. Перед этим она скинула в родительский чат видео, где рассказала, что поддерживает Украину.

Черный юмор
24 янв в 20:19

И снова они, не удивлен!

18-ЛЕТНИЙ ТАДЖИК УБИЛ ЯКУТА УДАРОМ НОЖА В ГРУДЬ

В столице республики Якутска десятки человек устроили митинг после задержания 18-летнего уроженца Таджикистана, обвиняемого в убийстве 26-летнего мужчины из Якутии, несколько человек задержаны.

Полиция пообещала провести следствие. Власти республики проверят обоснованность получения мигрантом российского гражданства.

162   Нравится   85   33   183K

867   Нравится   260   1726   495K

https://vk.com/wall-40835481_3327354   https://vk.com/wall-28477986_8835759

There are often misogynistic and homophobic posts as well. In our classification, these fall under the category of "social issues."

https://vk.com/wall-28477986_8630485

https://vk.com/wall-45595714_11323722

Regularly featured in communities for both categories are news about Vladimir Putin in the context of domestic and international politics.

https://vk.com/wall-45441631_6311483

https://vk.com/wall-45595714_11386603

If judged by the content created for them, "young men" are more politically engaged than users from other clusters and are willing to read more detailed news articles consisting of several paragraphs.

Posts for this category typically consist of several images with 1-2 sentences (using neutral language akin to news media) accompanying each. Therefore, political posts for these users are often more informative than those for teenagers or older women.

Political posts do not enjoy particular popularity among "lads" or "real men." The former like them 30% less than non-political posts, while the latter like them 20% less.

Propagandist content for "lads" focuses on domestic politics, whereas "real men" are more often presented with news about international relations and political leaders. More details on these differences are provided below.

Propaganda Content: "Lads"

At the top of subscriptions for "lads," there are no overtly political communities. Instead, they predominantly follow communities focused on humour and interesting facts. These include "The Academy of Decent Guys" (5.3 million subscribers, 300k views/post), "Killer Humor" (5.4 million subscribers, 210k views/post), and "You Won't Believe It!" (5.8 million subscribers, 330k views/post). The first of these includes 22% propaganda content, while the other two contain 17% and 11%, respectively. In other communities that this audience follows, there is also some propagandist content but in significantly smaller volumes.

In contrast to "real men," "lads" actively receive news about Russian politics — for example, scandals involving State Duma deputies or alternative presidential candidates. In terms of the quantity of such news, this category leads among all clusters, as if propagandists are confident in the interest of "lads" in (albeit simulated) political competition.

НЕ ПОВЕРИШЬ!
13 фев в 19:00

Кандидат в президенты Слуцкий призвал направить доходы артистов, осуждающих политику России, на развитие талантливой молодежи

721

♡ Нравится   172   27   208K

MDK ✓
20 фев в 12:37

Даванков предложил программу "умного мигрантозамещения" в своей президентской программе.

Утопить страну в мигрантах

Роботизация и модернизация производства.

1 754

♡ Нравится   88   176   Отправить донат   155K

https://vk.com/wall-28477986_8901814   https://vk.com/wall-57846937_45770002
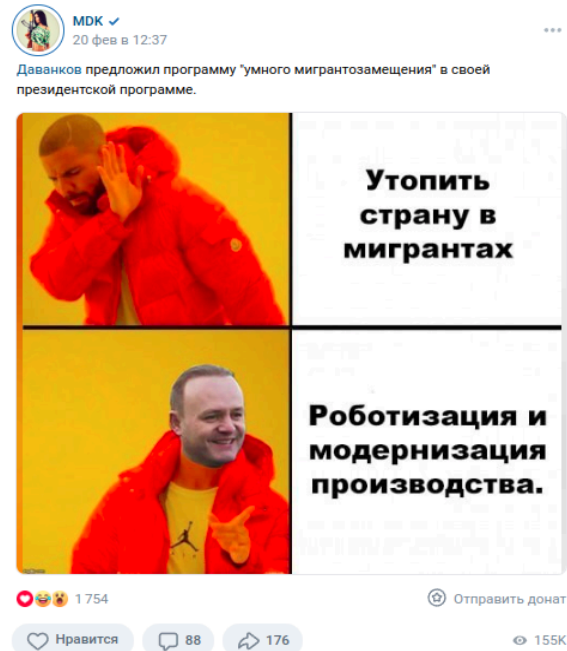
Interestingly, this category also includes critical posts about Russian military propaganda. However, this criticism never touches upon the Ministry of Defense, the government, or the president, and generally does not involve actual military actions.

Академия Порядочных Парней
26 ноя 2023

Здесь глава Пензы прав.

Глава Пензы предложил отложить установку в школах мемориальных досок в честь выпускников, погибших в ходе СВО на Украине

❤️😂😮 433

Нравится   91   112   👁 351K

https://vk.com/wall-45595714_11447531

НЕ ПОВЕРИШЬ!
31 авг 2023

Первоклассникам в Нижнем Новгороде выдали военную форму перед 1 сентября.
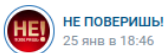
❤️😂😮 374

Нравится   125   567   👁 265K

https://vk.com/wall-28477986_8232856

At the top of the most propagandistic content for "lads," there is also news directly related to military actions — these are less frequent in other categories.

https://vk.com/wall-28477986_8821115 https://vk.com/wall-45595714_11175931

The theme of confrontation with the West is also present in "lads" communities but in limited quantities and often combined with more popular topics. Considering the criticism of excessive militarization in propaganda posts, one might even speculate that the propagators view this audience as relatively opposed to the current regime.

Propaganda Content: "Real Men"

Although "real men" do not follow purely political communities, their subscriptions are heavily saturated with propaganda content. The most politicised are "Jokes | Smeyaka" (13.5 million subscribers, 420k views/post) and "Are They Dumb?" (3.1 million subscribers) — the share of propaganda posts in their overall content was 11% and 4% respectively.

In addition to the political agenda surrounding the war in Ukraine, communities for "real men" often focus on protest actions or political scandals worldwide. This topic typically emphasises Russia's superiority over "unfriendly" countries torn by internal conflicts.

ПРИКОЛЫ | Смеяка
13 мая 2022
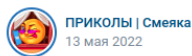
А в Латвии сейчас жарко, между прочим

Монумент Освободителям в центр Риги пришли защищать уже сотни людей.

большое количество людей – все из них пришли в центр города, чтобы высказать свою позицию против сноса монумента Освободителям. Одновременно с этим к площади стягиваются силовики, за участие в митинге уже задержана депутат Европарламента Татьяна Жданок.

Возмущения жителей вызвало решение властей Латвии снести памятник Освободителям, оказавшийся в центре скандала после 9 мая.

1 761   Нравится   643   136   327K

https://vk.com/wall-45441631_5858422

ПРИКОЛЫ | Смеяка
10 мая 2022
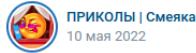
Говорят, что из Исландии доносится плач

«А плакать на камеру надо?» – участницы антироссийской акции в Исландии репетируют «страдания» за украинский народ.

Кадры из Рейкьявика – девушки в белых одеждах, запачканных красной краской, по всей видимости, собираются участвовать в антироссийской акции.

Они весело готовятся «страдать» за украинский народ, обсуждая детали постановки и уточняя, нужно ли им «плакать на камеру».

1 444   Нравится   587   247   585K

https://vk.com/wall-45441631_5846218

Posts about support or condemnation of Russia often focus on celebrity cases. Such publications often contain 3-4 paragraphs of text, which is significantly higher than the average volume for propaganda content across all clusters.

ПРИКОЛЫ | Смеяка
2 апр 2023

Модель Хайли Бибер удивила своих фолловеров, показав свою любовь к России на своей последней прогулке.

Жена Джастина Бибера появилась на улице в спортивном костюме Adidas с надписью «Россия». Это действие вызвало разногласия в комментариях, но большинство людей приветствовали ее простой жест. Многие даже выразили желание найти аналогичный костюм и купить его.

Некоторые пользователи социальных сетей использовали эту ситуацию, чтобы выразить свою ненависть к России и ее народу. Однако, защитники Хайли быстро выступили в ее поддержку, отметив, что это всего лишь костюм, а не политическое заявление.

Так или иначе, Хайли Бибер продолжает быть одной из самых ярких и заметных знаменитостей в мире моды и не прекращает удивлять своих поклонников.

❤️ 1 005

♡ Нравится   💬 94   ➦ 84   👁 320K

https://vk.com/wall-45441631_6324471

ПРИКОЛЫ | Смеяка
19 янв 2023

Российскую стримершу «keyeгеп» затравили и заставили извиняться за фразу «слава Украине» и за «искривление» лица во время прослушивания гимна РФ в одном из баров Москвы.

Кричавшая ночью в одном из заведений Москвы «Слава Украине» под гимн РФ Карина Безрукова на утро быстро поменяла свое отношение.

Называющая себя «восходящей звездой» спустя меньше суток, вероятно, побоявшись потери возможных рекламных контрактов, принесла аудитории свои извинения. Более того, девушка спустя несколько часов после своей провокации уже осознала, что поддерживает спецоперацию и армию России.

Как же они быстро переобуваются, прям налету!
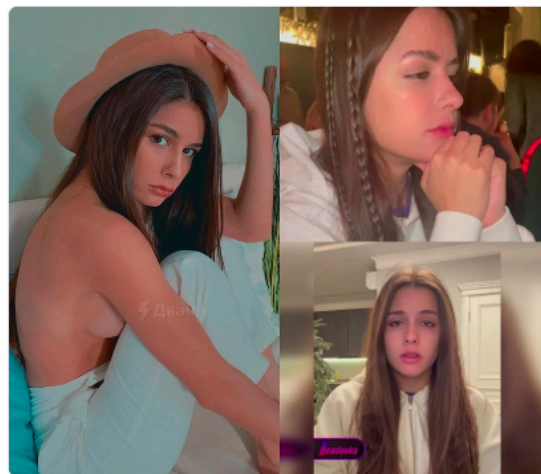
❤️ 691

♡ Нравится   💬 604   ➦ 101   👁 602K

https://vk.com/wall-45441631_6224848

Propaganda for "real men" not only resorts to typical xenophobia, as with "lads," but also focuses on the issues of Ukrainian refugees in Europe.

https://vk.com/wall-45441631_6065788
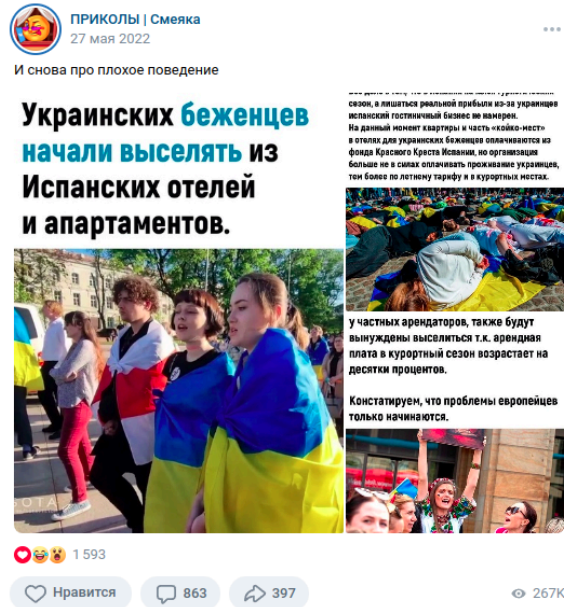
https://vk.com/wall-45441631_5897589

Actively presented is the narrative of confrontation with the West and, conversely, good relations with China.
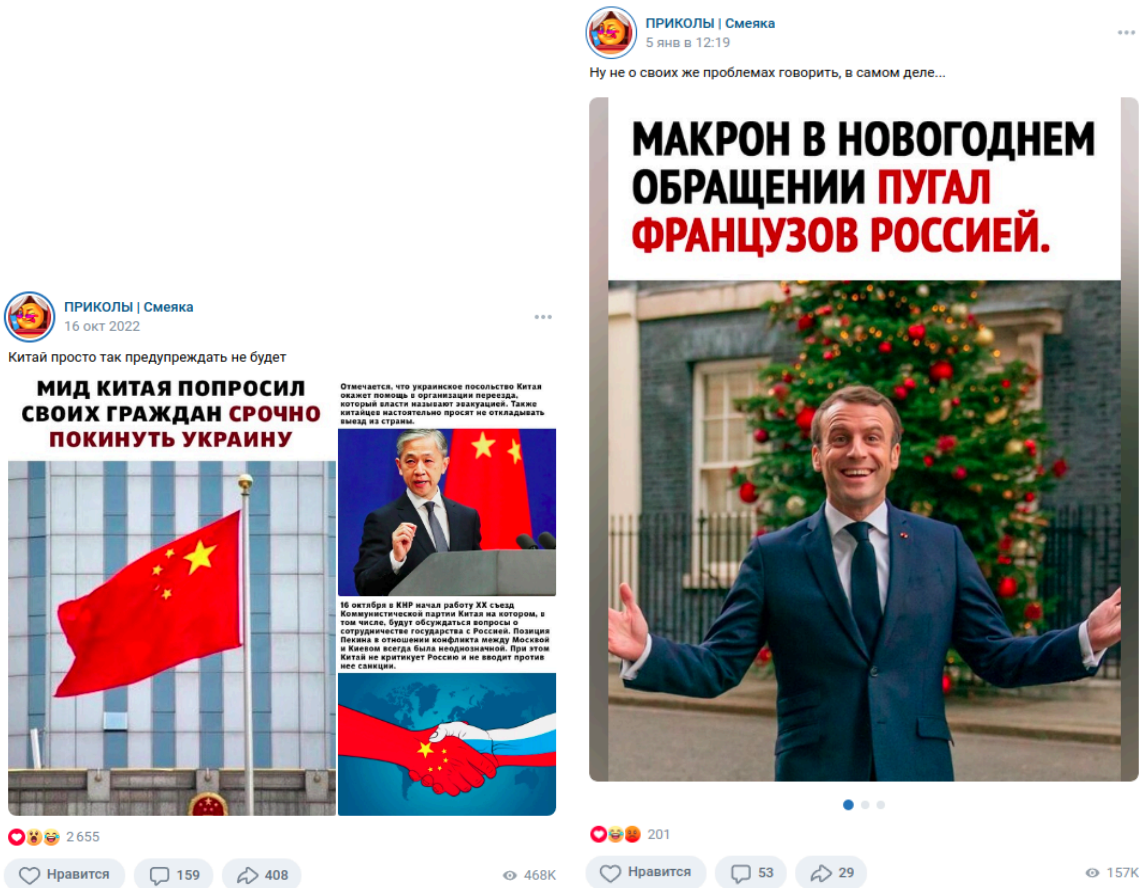
Popular are also posts on the international agenda that do not directly involve Russia. Typically, these include criticism of political figures from "unfriendly countries," often presented in the form of irony about their professional abilities or homophobic innuendos.

Они тупые?
15 апр 2022

Конгрессмен Марджори Тейлор-Грин призвала немедленно объявить Байдену импичмент:
"Наш президент попытался пожать руку буквально никому. Это невероятно стыдно! Он руководит нашей страной. Уже достаточно".

После гневного выступления в сельскохозяйственной академии Северной Каролины Джо Байден попытался пожать руку несуществующему человеку, после чего окончательно потерялся в пространстве.

Видео от Они тупые?
309 897 просмотров

❤️😂😮 1 907

♡ Нравится   💬 756   ↪ 2182   👁 254K

https://vk.com/wall-147710263_6031618

ПРИКОЛЫ | Смеяка
17 фев 2023

Минутка политического юмора, так сказать!

КУДА РУКОЙ-ТО ПОЛЕЗ?

ТЕБЕ ПРИЯТНО, А ТЫ МНЕ ТАНКИ!

❤️😂😠 1 445

♡ Нравится   💬 253   ↪ 545   👁 359K

https://vk.com/wall-45441631_6271453

The audience of "real men" appears to be the most focused on international politics. The language in their posts is often more informal, conversational, and evaluative. It's also worth noting the high score on the pro-war scale in this audience (0.63).

Residents of Large Cities

Urban Youth

Number in the sample: 436 (2.7%)
Pro-war scale: 0.31
Percentage of women: 59%
Age distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 29

Settlement size distribution:

Rural settlements	4%
Urban up to 100 thousand	9%
100 - 500 thousand people	13%
500 thousand - 1 million people	7%
more than 1 million people	50%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:

- Lepra (Лепра)
- Pikabu (Пикабу)
- Lentach (Лентач)
- Leprosarium (Лепрозорий)
- Humor Schrodinger (Юмор Шрёдингера)
- Science (Science|Наука)
- Leonardo DaVinchik (Леонардо Дайвинчик)
- Zen (Дзен)
- MHC (МХК)
- How I Met Tetanus (Как я встретил столбняк)

Business People

Number in the sample: 195 (1.2%)
Pro-war scale: 0.28

Percentage of women: 64%
Age distribution:
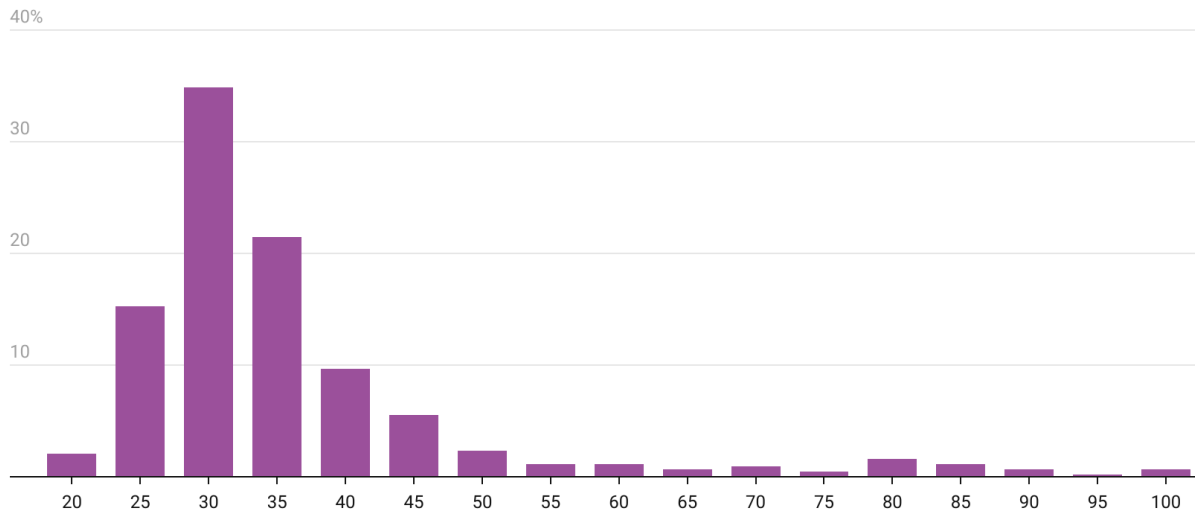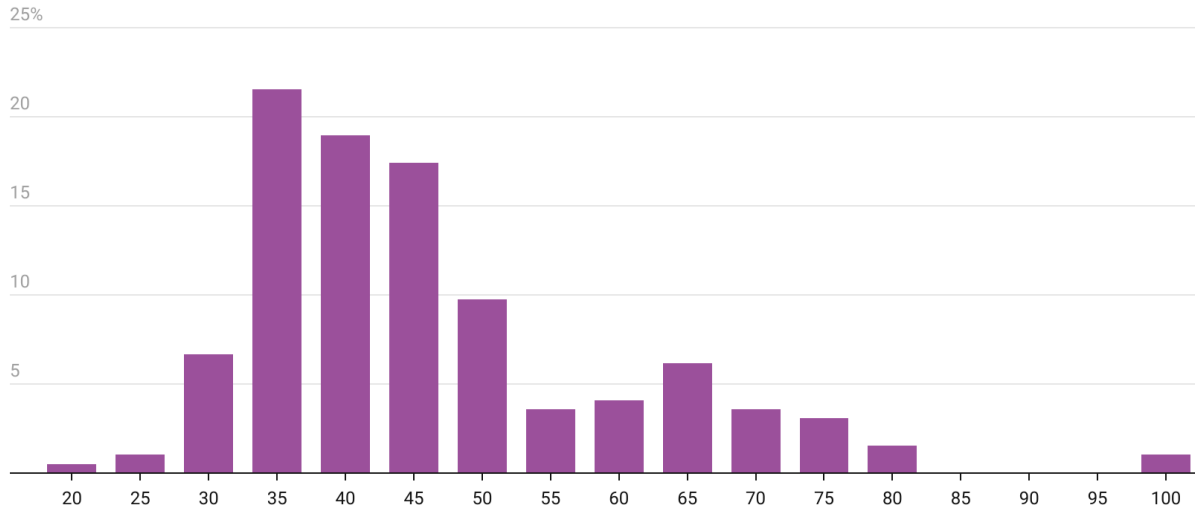

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper
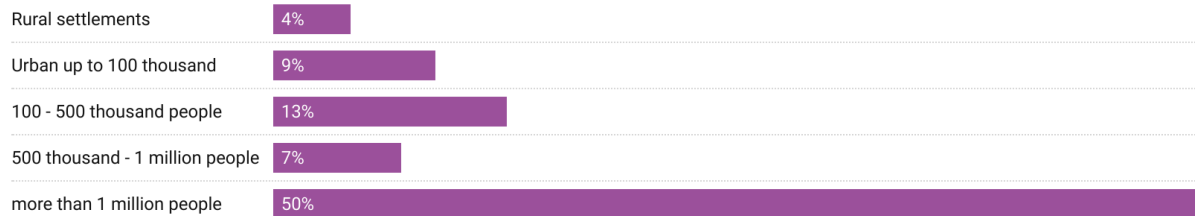
Median age: 40
Settlement size distribution:

Rural settlements	7%
Urban up to 100 thousand	12%
100 - 500 thousand people	11%
500 thousand - 1 million people	7%
more than 1 million people	53%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- Business Info (Бизнес Инфо)
- Science (Science|Наука)
- Traveller - Travel and Tourism (Traveler - Путешествия и туризм)
- Smart Money | Business Magazine (Smart Money | Бизнес журнал)
- Interior Design Ideas (Идеи дизайна интерьера)
- Interesting Facts (Интересные факты)
- Business Creative | Success in Life (Бизнес креатив | С успехом по жизни)
- Useful Education | Intellectarium (Полезное образование | Интеллектуариум)
- Philosophy | Psychology | Self-development (Философия | Психология | Саморазвитие)
- BRAIN (BRAIN)

Cluster Descriptions and Non-Political Content

The "residents of large cities" category includes two clusters of users: "urban youth" and "business people." Demographically, as indicated by their names, almost all of them live in large cities. "Business people" (Median age - 40 years) are slightly older than "urban youth" (Median age - 29 years). Both clusters demonstrate a relatively low level of support for the war (0.31 and 0.28 respectively). Unlike most clusters, content consumption among "residents of large cities" varies less depending on gender. In both clusters, women predominate, but by a slight margin: in the "urban youth" cluster, 59% are women, while in the "business people" cluster, it's 64%.

Non-political topics in VK communities for the "urban youth" cluster

Number of posts by topic

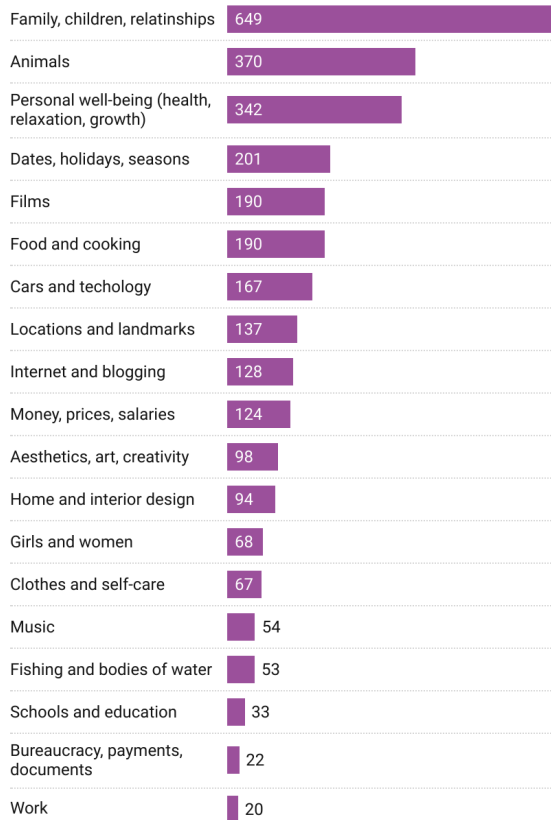| Topic	Count
Family, children, relatinships	649
Animals	370
Personal well-being (health, relaxation, growth)	342
Dates, holidays, seasons	201
Films	190
Food and cooking	190
Cars and techology	167
Locations and landmarks	137
Internet and blogging	128
Money, prices, salaries	124
Aesthetics, art, creativity	98
Home and interior design	94
Girls and women	68
Clothes and self-care	67
Music	54
Fishing and bodies of water	53
Schools and education	33
Bureaucracy, payments, documents	22
Work	20

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Non-political topics in VK communities for the "business people" cluster

Number of posts by topic

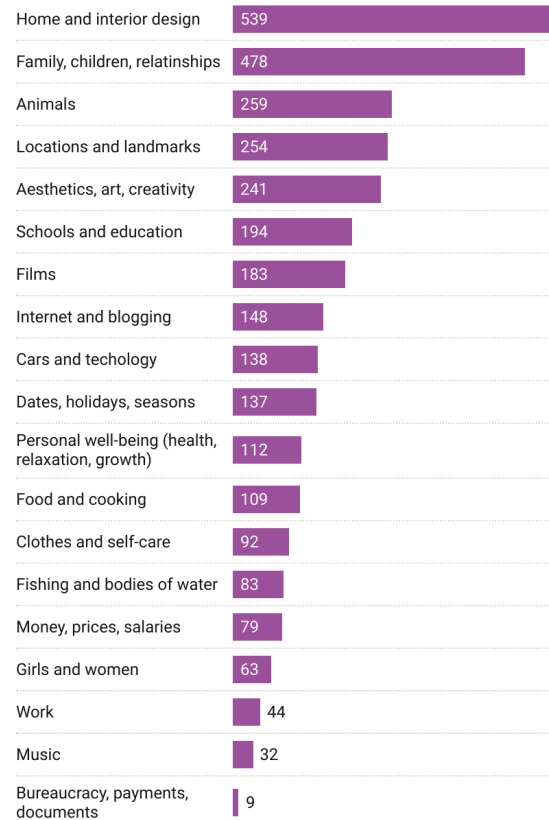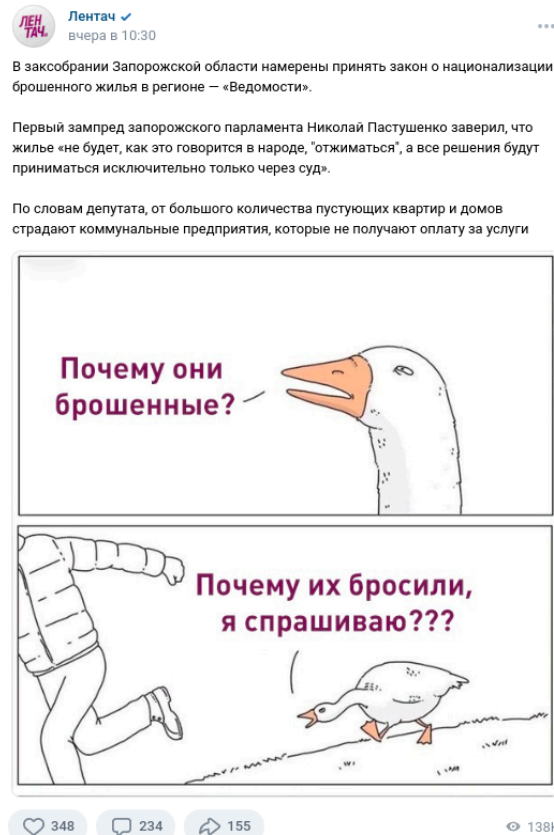| Topic	Count
Home and interior design	539
Family, children, relatinships	478
Animals	259
Locations and landmarks	254
Aesthetics, art, creativity	241
Schools and education	194
Films	183
Internet and blogging	148
Cars and techology	138
Dates, holidays, seasons	137
Personal well-being (health, relaxation, growth)	112
Food and cooking	109
Clothes and self-care	92
Fishing and bodies of water	83
Money, prices, salaries	79
Girls and women	63
Work	44
Music	32
Bureaucracy, payments, documents	9

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Non-Political Content: "Urban Youth"

An important feature of this cluster is that among its audience's top three communities is "Lentach" (2.5 million subscribers) — a news community that regularly covers political events. As an exception, we categorised it under "non-political content." Founded by former employees of the news outlet Lenta.ru, "Lentach" specialises in presenting news in an entertaining format, often accompanied by memes. The language used in "Lentach" posts is typically careful, but their oppositional perspective is easily discernible, usually emphasised through memes.
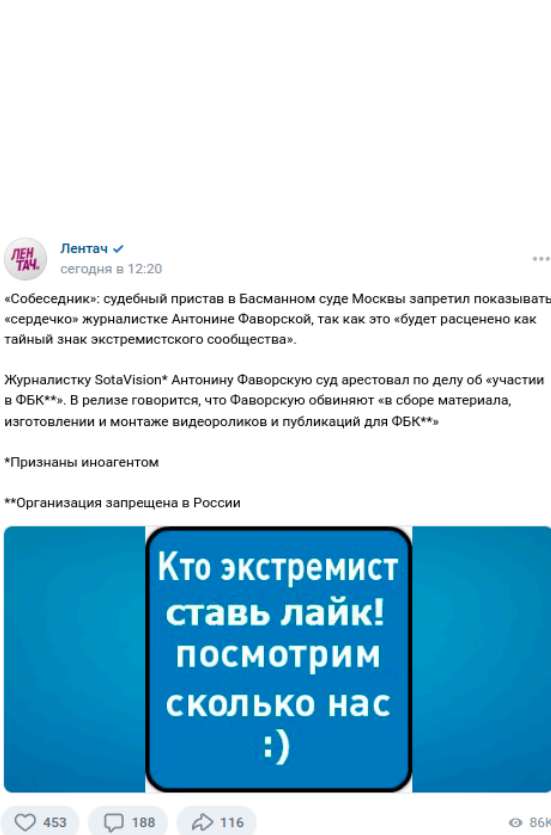
https://vk.com/wall-29534144_23481842   https://vk.com/wall-29534144_23476228

Among the non-political topics in communities for "urban youth," the most popular category is "family, children, relationships," which mainly includes real-life stories (for example, the community "Overheard").

The second most popular theme is "animals," featuring memes or stories about them. In the category of "personal well-being", the content mostly consists of jokes about age and psychological state. Similarly, the theme of "food and cooking" focuses more on memes rather than recipes.

In terms of the prevalence and style of memes, urban youth resembles the "lads" cluster (which also includes many middle-aged city dwellers).

Non-Political Content: "Business People"

Among the communities for this audience, many communities have names like "Business Info" and "Business Creative". They rarely publish standard economic and business news; instead, their content mainly consists of interesting facts and stories focused on the corporate environment. The same applies to pages with names involving "technology" or "science."

Despite the absence of obvious opposition pages within this cluster, its level of pro-war sentiment is very low (0.28). Unlike the "urban youth," whose favourite content mainly revolves around personal life observations, "business people" consume facts and narratives about the external world. Even in the category of "family, children, relationships," there's a prevalence of facts about celebrities and amazing stories from families around the world. In the "animals" category, you'll also find more interesting facts and stories rather than just adorable photos; for instance, stories about a deaf donkey from Turkey or a parrot that learned to communicate with a cat.

In the popular thematic category of "aesthetics, art, creativity" for this cluster, posts include photos from remote corners of the planet and AI-generated images.

This audience values practical advice. The most popular category for such posts is "home and interior design." This type of content is also popular among clusters of "older women", which makes sense since there are also quite a few women over 40 among "business people."

Political Content and Propaganda Strategies

Propaganda topics in VK communities for the "urban youth" cluster

Number of posts by topic

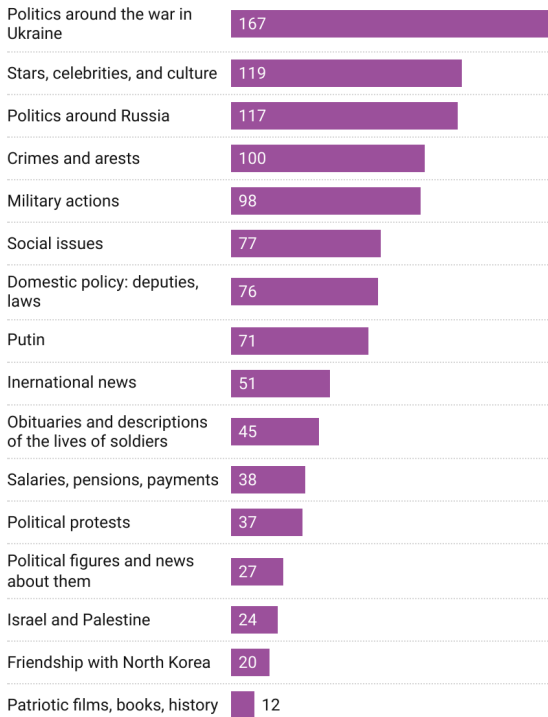| Topic	Count
Politics around the war in Ukraine	167
Stars, celebrities, and culture	119
Politics around Russia	117
Crimes and arests	100
Military actions	98
Social issues	77
Domestic policy: deputies, laws	76
Putin	71
Inernational news	51
Obituaries and descriptions of the lives of soldiers	45
Salaries, pensions, payments	38
Political protests	37
Political figures and news about them	27
Israel and Palestine	24
Friendship with North Korea	20
Patriotic films, books, history	12

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Propaganda topics in VK communities for the "business people" cluster

Number of posts by topic

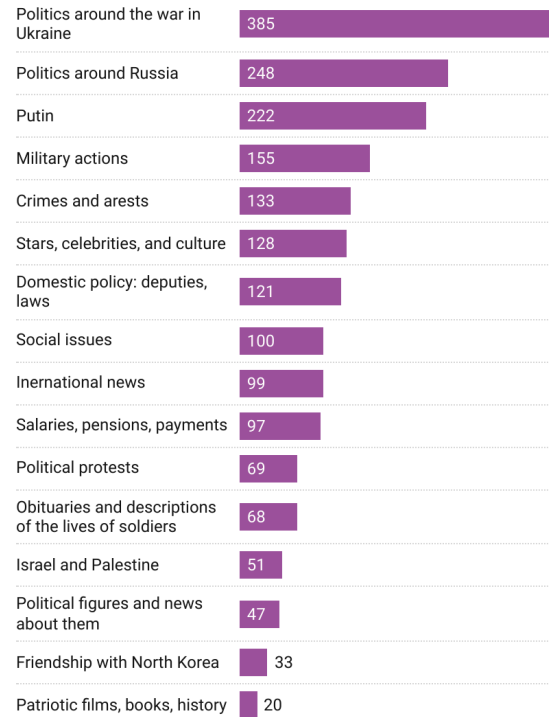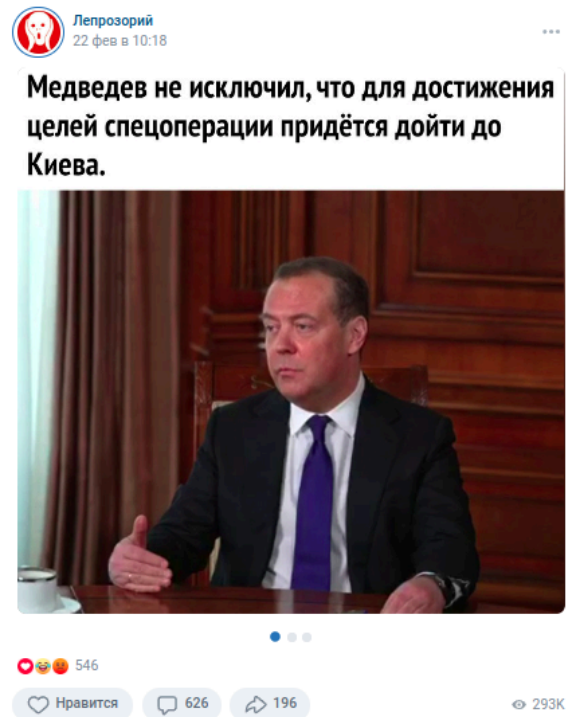| Topic	Count
Politics around the war in Ukraine	385
Politics around Russia	248
Putin	222
Military actions	155
Crimes and arests	133
Stars, celebrities, and culture	128
Domestic policy: deputies, laws	121
Social issues	100
Inernational news	99
Salaries, pensions, payments	97
Political protests	69
Obituaries and descriptions of the lives of soldiers	68
Israel and Palestine	51
Political figures and news about them	47
Friendship with North Korea	33
Patriotic films, books, history	20

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Propaganda content for "urban youth" and "business people" covers approximately the same topics and is formulated in a similar stylistic manner.

Posts related to the political agenda surrounding the war in Ukraine for these audiences are generally similar to nearly the same content in other clusters.
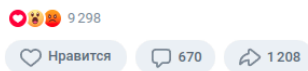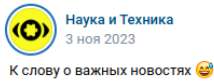
45

Smart Money | Бизнес журнал
5 янв в 10:10

ВСЕ 40 МИЛЛИОНОВ УКРАИНЦЕВ ДОЛЖНЫ БЫТЬ МОБИЛИЗОВАНЫ - ГЛАВА НИКОЛАЕВСКОЙ ОВА

● 200

♡ Нравится   💬 126   ↗ 160   👁 135K

https://vk.com/wall-34483558_660657

Лепрозорий
22 фев в 10:18

Медведев не исключил, что для достижения целей спецоперации придётся дойти до Киева.

● 546

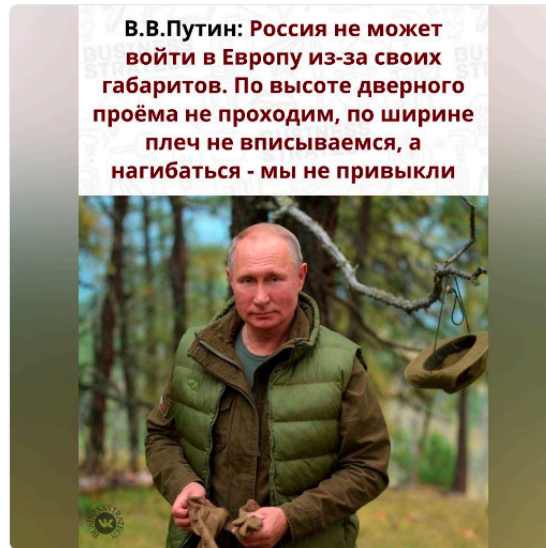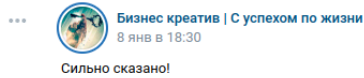♡ Нравится   💬 626   ↗ 196   👁 293K

https://vk.com/wall-65960786_9535566

In comparison to the content in the "young men" cluster, the style of anti-Western rhetoric in propaganda for "residents of large cities" is more subdued. It lacks specific accusations against foreign politicians and the West in general, sensationalistic quotes taken out of context, and so on.

Наука и Техника
3 ноя 2023

К слову о важных новостях 😅

РОССИЯ ВЫШЛА ИЗ ДОГОВОРА О ЗАПРЕТЕ ЯДЕРНЫХ ИСПЫТАНИЙ. ТАКЖЕ РОССИЯ НЕ БУДЕТ ИНФОРМИРОВАТЬ ЕВРОПУ О ВВЕДЕНИИ ВОЕННОГО ПОЛОЖЕНИЯ!

❤️😮😡 9 298

♡ Нравится   💬 670   ↗ 1 208   👁 771K

https://vk.com/wall-103027469_851607

Бизнес креатив | С успехом по жизни
8 янв в 18:30

Сильно сказано!

В.В.Путин: Россия не может войти в Европу из-за своих габаритов. По высоте дверного проёма не проходим, по ширине плеч не вписываемся, а нагибаться - мы не привыкли

❤️😂😍 6 543

♡ Нравится   💬 371   ↗ 440   👁 240K

https://vk.com/wall-30559917_1175197

Like other users, "residents of large cities" regularly receive news updates about Vladimir Putin and his quotes. The stylistic approach of such posts is not unique to this audience either.

Лепрозорий
14 янв в 13:00

Пресс-секретарь дал положительную оценку президенту, заявив, что он «феноменальным образом» помнит все свои обещания и планы, а также «непосредственно участвует в их исполнении».

605

Нравится 470 316 277K

https://vk.com/wall-65960786_9390132

Smart Money | Бизнес журнал
4 фев в 0:06

Путин: "Германия уничтожает свой автопром. Надо бы как-то помочь им"
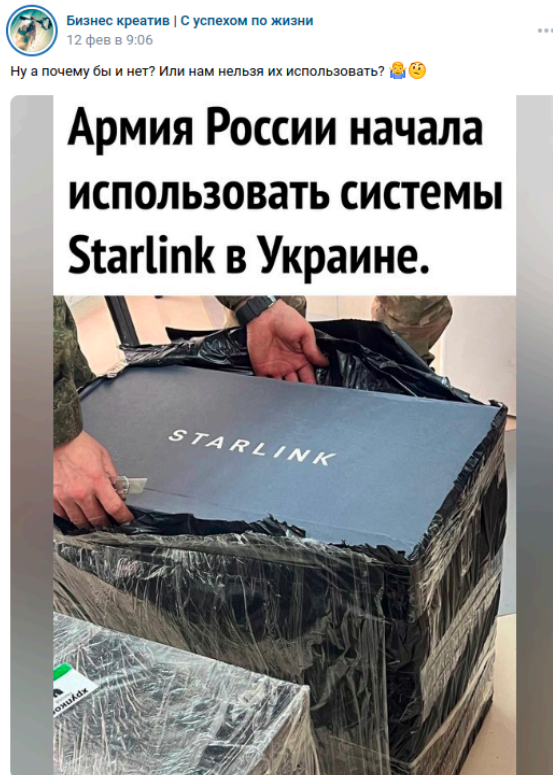
169

Нравится 52 102 96K

https://vk.com/wall-34483558_666135

In communities aimed at the "residents of large cities", there are no direct news updates about military actions in Ukraine. However, posts about military technologies are present, aligning with the general focus of this audience on technology-related topics.

Бизнес креатив | С успехом по жизни
14 янв в 15:14

В Германии уже более года не могут понять, чьи дроны летают над местами тренировок немецких военных и солдат ВСУ. Об этом пишет их местная газета.

"Из недели в неделю над полигонами и казармами бундесвера летают подозрительные дроны... Особенно это касается мест, где бундесвер обучает украинцев", — говорится в материале немецкого издания.

Как предположил эксперт по оборонным вопросам парламентской фракции Свободной демократической партии депутат Бундестага Маркус Фабер, к этому якобы причастна российская сторона. При этом никаких доказательств он не привёл.

"Это чётко организовано и сильно указывает на Россию", — выдвинул предположение Фабер, однако не смог объяснить, почему виновной считает именно Москву.

Несмотря на то что проблема мучает военных уже достаточно давно, решить её пока не удаётся. Уточняется, что генерал Карстен Бройер был напуган известиями о беспилотниках ещё в октябре 2022 года, когда занимал пост главы территориального командования.

Бизнес креатив | С успехом по жизни
12 фев в 9:06

Ну а почему бы и нет? Или нам нельзя их использовать? 🙇🙄

https://vk.com/wall-30559917_1186771   https://vk.com/wall-30559917_1176951

Propaganda posts regarding criminal cases for this audience less frequently promote an anti-immigrant agenda (which is characteristic for the audience of "young men"). However, there is quite a bit of content related to scandalous incidents involving Ukrainian refugees in the European Union.
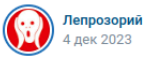
Лепрозорий
4 дек 2023

Немецкому спецназу пришлось штурмом брать туалет с запершимся украинцем.
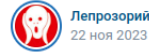
❤️😂😮 582

♡ Нравится   💬 282   ↗ 323   👁 311K

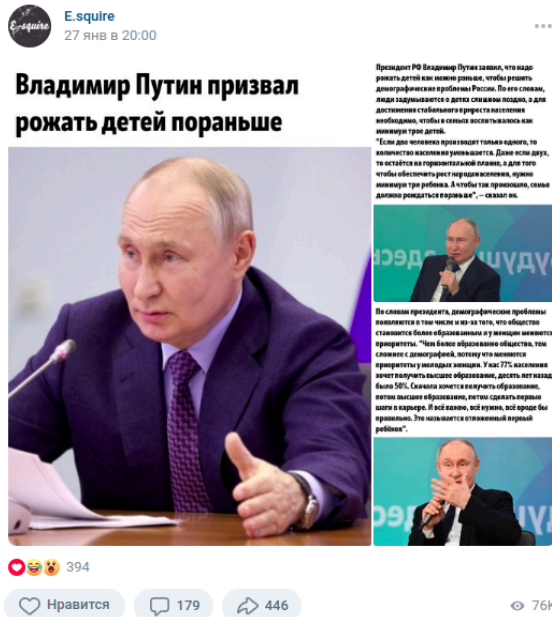https://vk.com/wall-65960786_9262974

Лепрозорий
22 ноя 2023

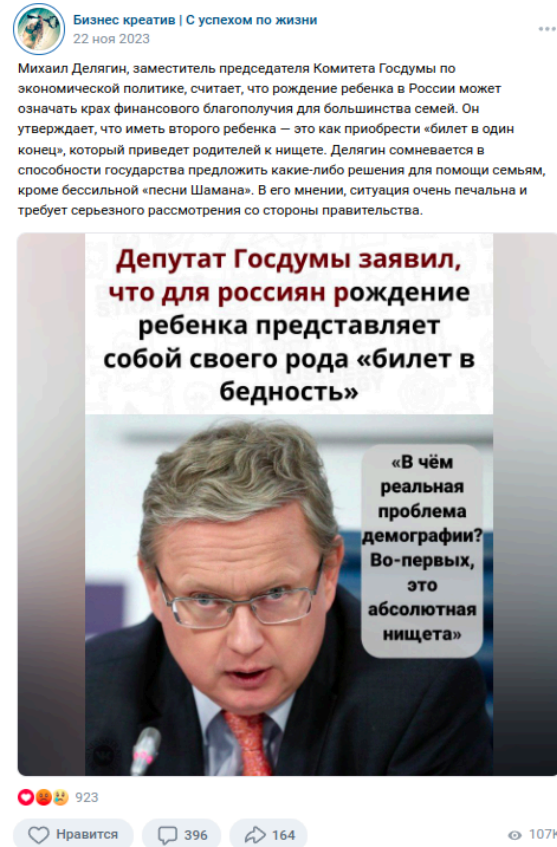Певец Шарлот, который летом показательно сжёг российский паспорт, вернулся в Россию и был сразу задержан.

❤️😂😮 1 750

https://vk.com/wall-65960786_9219327

Posts on social issues are worded without sharp expressions, and sexist and homophobic narratives are infrequent. There is considerable attention given to the topic of increasing birth rates — a topic that is nearly absent in other clusters.

Бизнес креатив | С успехом по жизни
22 ноя 2023

Михаил Делягин, заместитель председателя Комитета Госдумы по экономической политике, считает, что рождение ребенка в России может означать крах финансового благополучия для большинства семей. Он утверждает, что иметь второго ребенка — это как приобрести «билет в один конец», который приведет родителей к нищете. Делягин сомневается в способности государства предложить какие-либо решения для помощи семьям, кроме бессильной «песни Шамана». В его мнении, ситуация очень печальна и требует серьезного рассмотрения со стороны правительства.

E.squire
27 янв в 20:00

Владимир Путин призвал рожать детей пораньше

Депутат Госдумы заявил, что для россиян рождение ребенка представляет собой своего рода «билет в бедность»

«В чём реальная проблема демографии? Во-первых, это абсолютная нищета»

394

❤️ Нравится   💬 179   ↗ 446   👁 76K

923

❤️ Нравится   💬 396   ↗ 164   👁 107K

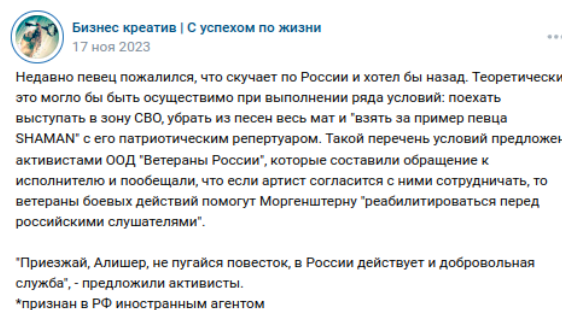https://vk.com/wall-24098496_1495506   https://vk.com/wall-30559917_1158723

Content about celebrities mainly focuses on cases supporting Russia and is presented in a dry, news-style format without moral judgments.

https://vk.com/wall-25421850_1770283


https://vk.com/wall-30559917_1156802

Content aimed at "residents of large cities" tends to adopt a neutral and even globalised perspective on the world, which is expected. The formatting, style, and length of posts in this cluster are similar to those parameters found in content aimed at "lads". However, there's a discrepancy: posts with propaganda content receive 30-35% fewer likes compared to non-political posts in the same communities.

Propaganda Content: "Urban Youth"

Propaganda content aimed at this audience mirrors that of the "business people" cluster, as analysed earlier. It's notable that the "urban youth" cluster more frequently broadcasts news about celebrities (most of which are sourced from the E.squire community). Typically, these posts are neutrally formulated, but the narratives themselves are replicated from similar posts targeting other clusters within the propaganda content grid.

https://vk.com/wall-24098496_1496751
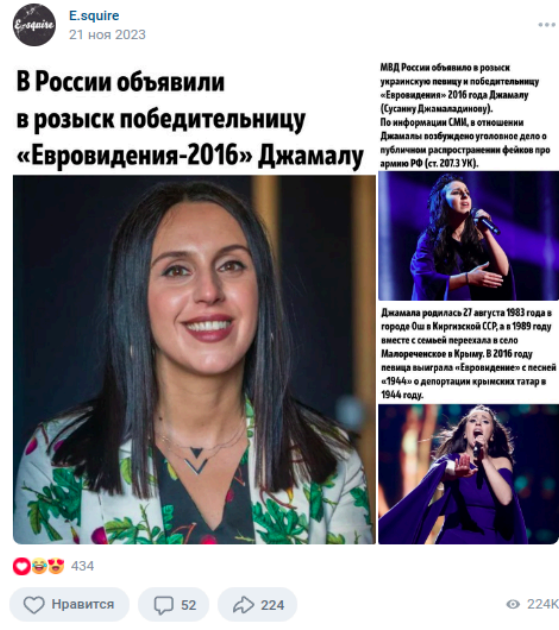
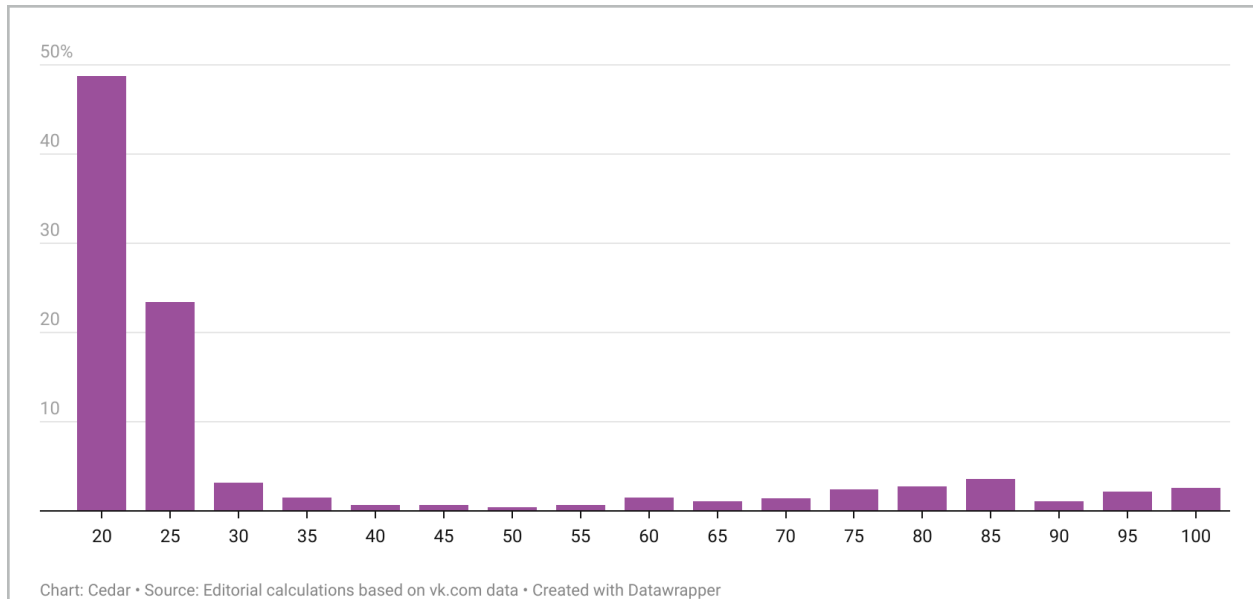https://vk.com/wall-24098496_1471558

Teenagers and Young Adults

Teenagers

Number in the sample: 1843 (11.5%)
Pro-war scale: 0.49
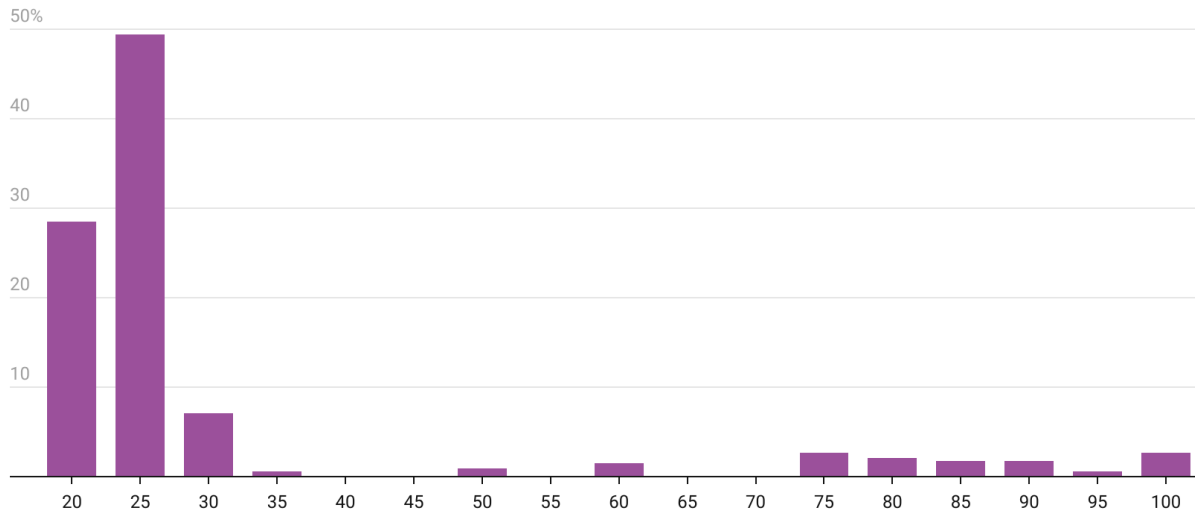**Percentage of women:** 31%
Age distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 20

Settlement size distribution:

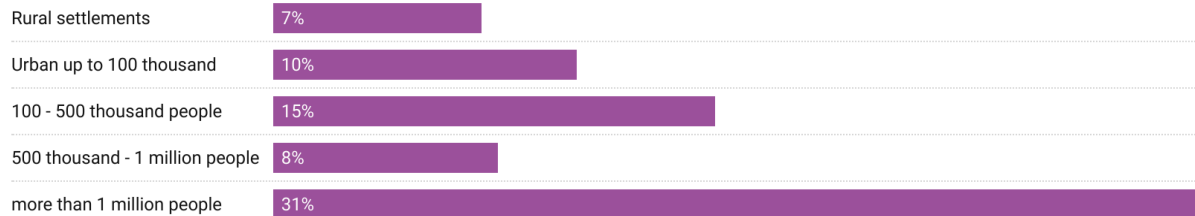|	
Rural settlements	11%
Urban up to 100 thousand	15%
100 - 500 thousand people	11%
500 thousand - 1 million people	4%
more than 1 million people	16%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- Leonardo DaVinchik (Леонардо Дайвинчик)
- Oatmeal, sir! (Овсянка, сэр!)
- VKontakte (ВКонтакте)
- kyr sosichka (кыр сосичка)
- achyo) (ачё))
- SHVT (ШВТ)
- Rhymes and Punches (Рифмы и Панчи)
- MORGENSHTERN (MORGENSHTERN)
- VK Music (VK Музыка)
- Bot Maxim (Бот Максим)

Young Girls

Number in the sample: 341 (2.1%)
Pro-war scale: 0.46

Percentage of women: 96%
Age distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 21
Settlement size distribution:

Rural settlements	7%
Urban up to 100 thousand	10%
100 - 500 thousand people	15%
500 thousand - 1 million people	8%
more than 1 million people	31%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- Leonardo DaVinchik (Леонардо Дайвинчик)
- VPSH (ВПШ)
- FEMALE MEMES (FEMALE MEMES)
- GIRL MEMES (GIRL MEMES)
- Rhymes and Punches (Рифмы и Панчи)
- my astrology & horoscope (my astrology & гороскоп)
- SHAME (ПОЗОР)
- Oatmeal, sir! (Овсянка, сэр!)
- V Λ C U U M (V Λ C U U M)
- MANICURE (MANICURE)

Cluster Descriptions and Non-Political Content

We included two clusters in this category, consisting largely of users under 20 years old. Firstly, there is the cluster we named "teenagers", predominantly consisting of boys. The other cluster is "young girls", which is almost entirely (96%) composed of girls. While for the cluster of "teenagers", the size of the city is not a major factor, the cluster of "young girls" mostly includes girls from large cities.

Non-political topics in VK communities for the "teenagers" cluster

Number of posts by topic

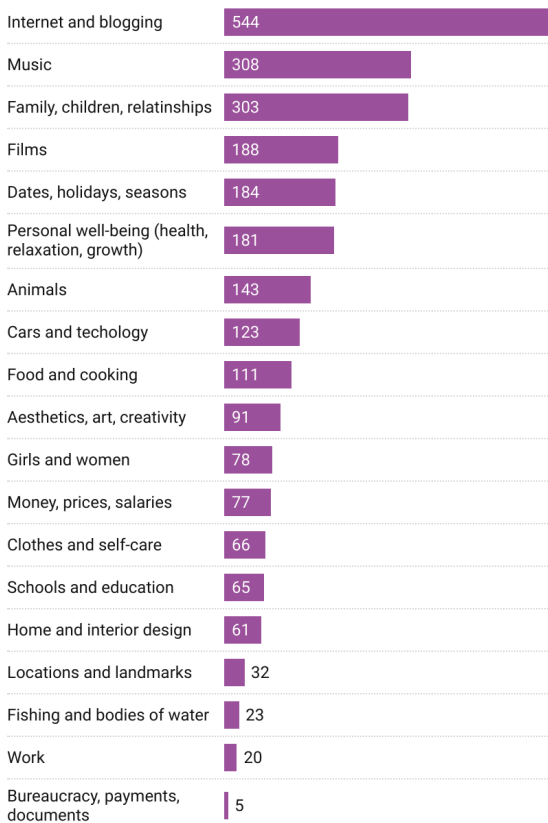| Topic	Posts
Internet and blogging	544
Music	308
Family, children, relatishps	303
Films	188
Dates, holidays, seasons	184
Personal well-being (health, relaxation, growth)	181
Animals	143
Cars and techology	123
Food and cooking	111
Aesthetics, art, creativity	91
Girls and women	78
Money, prices, salaries	77
Clothes and self-care	66
Schools and education	65
Home and interior design	61
Locations and landmarks	32
Fishing and bodies of water	23
Work	20
Bureaucracy, payments, documents	5

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Non-political topics in VK communities for the "young girls" cluster

Number of posts by topic

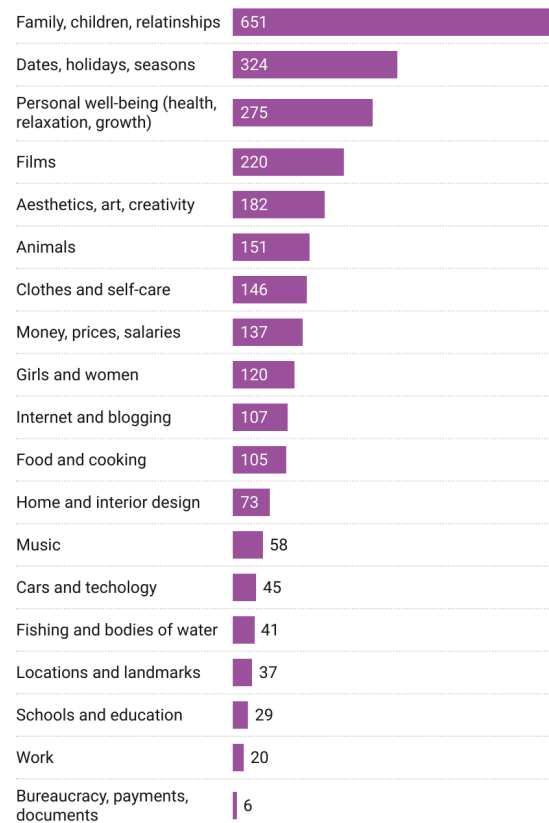| Topic	Posts
Family, children, relatishps	651
Dates, holidays, seasons	324
Personal well-being (health, relaxation, growth)	275
Films	220
Aesthetics, art, creativity	182
Animals	151
Clothes and self-care	146
Money, prices, salaries	137
Girls and women	120
Internet and blogging	107
Food and cooking	105
Home and interior design	73
Music	58
Cars and techology	45
Fishing and bodies of water	41
Locations and landmarks	37
Schools and education	29
Work	20
Bureaucracy, payments, documents	6

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Non-Political Content: "Teenagers"

Among the popular communities in this cluster are many meme pages (ironic ones about school, sexist ones about women) and short video content, as well as communities dedicated to music and video games.
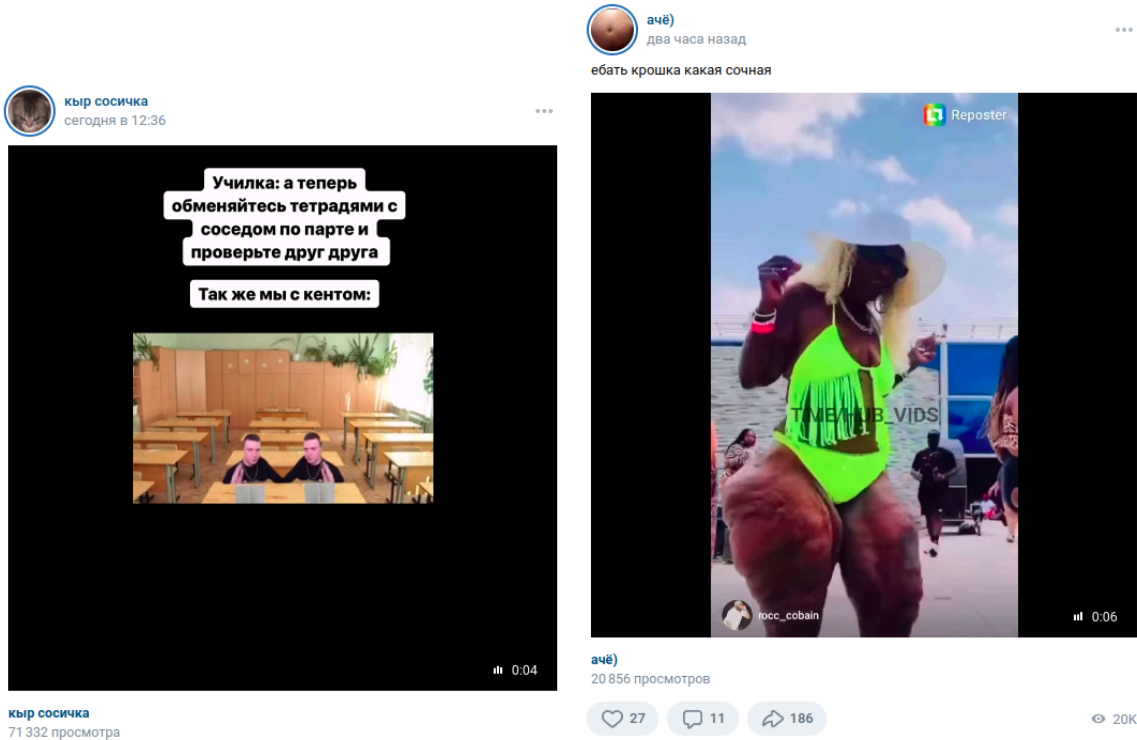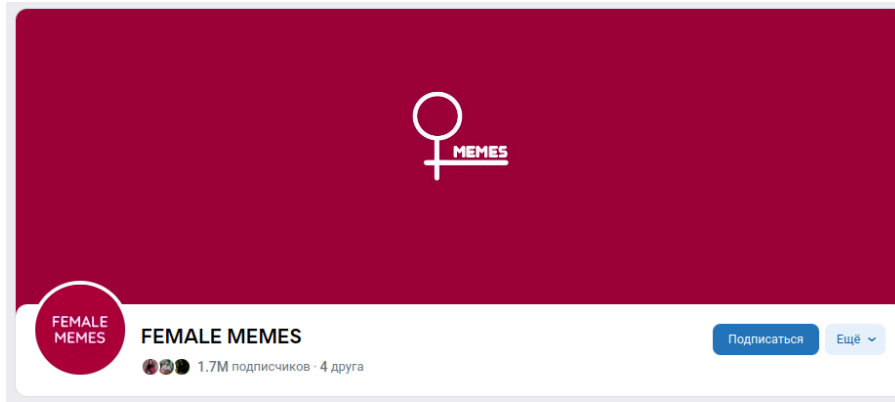
The most popular category among teenage boys is "Internet and blogging". Among the most popular communities is an official VK community that accounts for the majority of posts in this category.

This category features premieres of tracks by popular artists among teenagers and news about their personal lives. For example, there was news about the rapper Morgenshtern being recognized as a foreign agent. Since teenagers don't rank very high on the pro-war scale (0.46), such status likely doesn't affect their level of sympathy towards the rapper.

In the next categories by popularity ("family, children, relationships," "personal well-being"), you can mostly find memes (about parents, relationships, and cats) and real-life stories (for example, about bullying in school).

Non-Political Content: "Young Girls"

A significant portion of the communities in this cluster emphasize their gender aspect. However, meme communities typical for this audience, which do not position themselves as "feminine," are often subscribed to by teenage boys as well.

Besides meme communities, there are also communities focused on nail art, astrology, and "deep thoughts" within this cluster. The most popular category among young girls is "family, children, relationships." In addition to memes and jokes typical of other clusters with a young audience, this group consumes a lot of dramatic and moralistic quotes, such as "we often lose loved ones because of our own stupidity, and we put an end to things without fully understanding everything." Content in the "personal well-being" category is also presented mainly in the form of memes and quotes.

The "dates, holidays, seasons" category includes not only widely spread holiday greetings found in other clusters but also a lot of content related to astrology. In the "movies" category, instead of reviews and posters like in other user clusters, there are facts about celebrities or their quotes.

Political Content and Propaganda Strategies

Political content for "teenagers and young adults" and the composition of propaganda communities they read are very similar, and we will discuss them in one chapter.

Propaganda topics in VK communities for the "teenagers and young adults" cluster
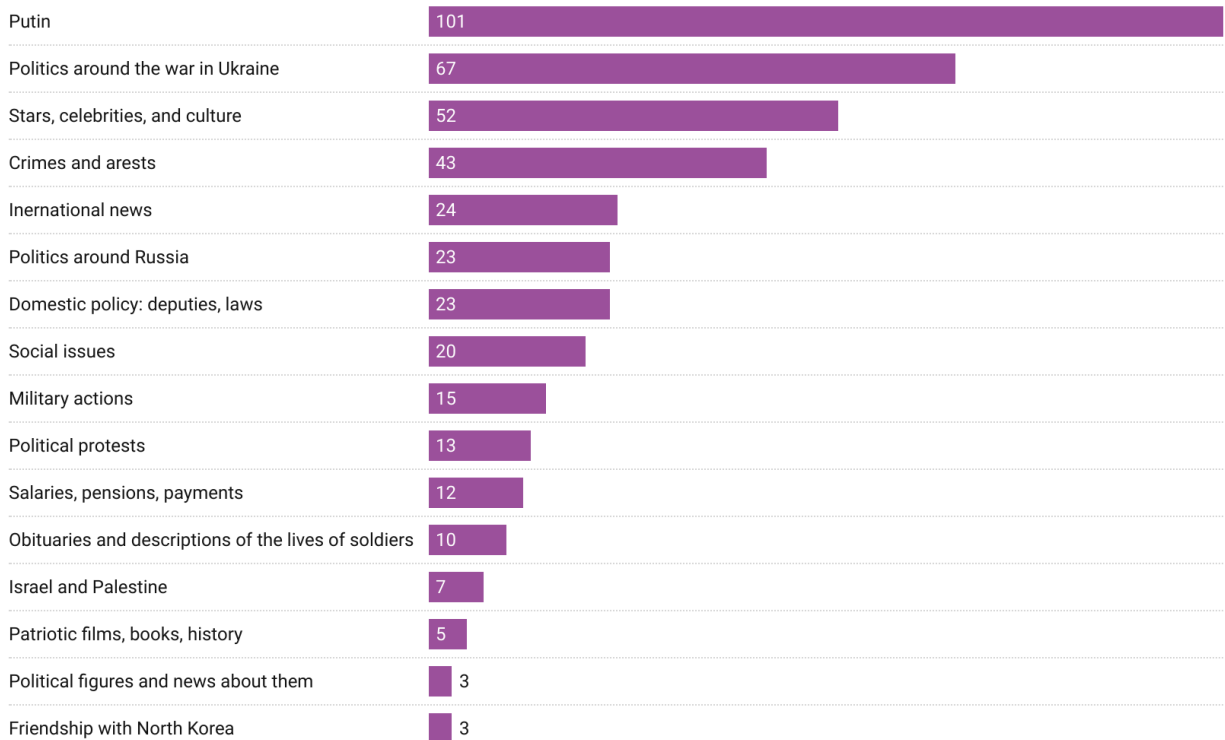
Number of posts by topic

Topic	Posts
Putin	101
Politics around the war in Ukraine	67
Stars, celebrities, and culture	52
Crimes and arests	43
Inernational news	24
Politics around Russia	23
Domestic policy: deputies, laws	23
Social issues	20
Military actions	15
Political protests	13
Salaries, pensions, payments	12
Obituaries and descriptions of the lives of soldiers	10
Israel and Palestine	7
Patriotic films, books, history	5
Political figures and news about them	3
Friendship with North Korea	3

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

In these clusters, like in most other cases there are no explicitly political communities at the top.

Propaganda content is primarily present in communities with memes and funny videos. For example, "Rhymes and Punches" (5.3 million subscribers, approximately 330k views per post), "SHAME" (3 million subscribers, approximately 285k views per post), "Oatmeal, sir!" (5.5 million subscribers, approximately 165k views per post), "ABNORMAL" (4.6 million subscribers, approximately 160k views per post). In "Rhymes and Punches", at least 6% of the content is propagandist, while in the other three, it ranges from 2-3%. In the community "VPSH" (2.3 million subscribers), which is read by "young girls", approximately 2% of the content constitutes propaganda.

The most frequent words in propagandist posts of this cluster are "Putin," "army," "declare," "respond." Political content for "teenagers" mainly consists of short posts with news about Putin and his statements (24% of all political posts), aimed at emphasising the masculine image of the Russian president.

https://vk.com/wall-28905875_33334191
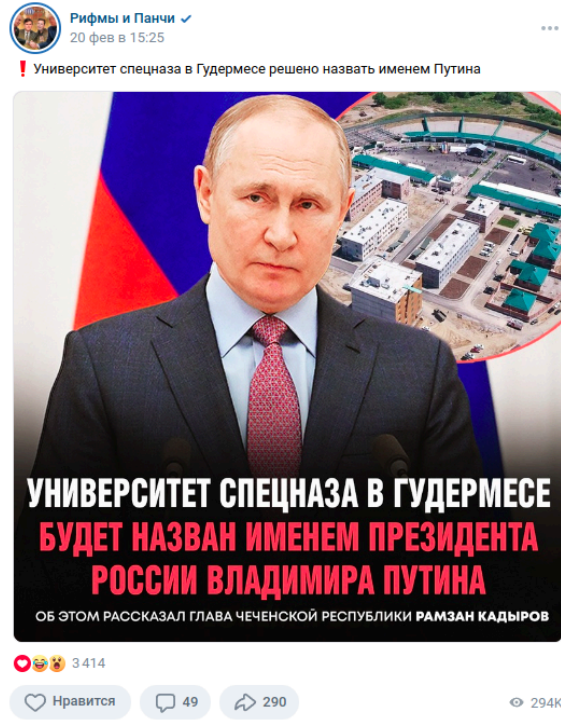
https://vk.com/wall-28905875_33333862

Many posts feature quotes from Putin and discuss general topics, which are characteristic not only of this audience (for example, about the war in Ukraine).

Рифмы и Панчи ✓
14 фев в 21:40

❗Путин высказался о спецоперации

❤😂😠 4724

♡ Нравится   💬 152   ↗ 306   👁 332K

https://vk.com/wall-28905875_33297134

Овсянка, сэр!
18 фев в 14:42

Россия готова завершить конфликт на Украине мирным путем❗

"Если бы не позиция Запада, война прекратилась бы уже полтора года назад. Но они [власти в Киеве] этого не захотели. Не знаю, хотят ли сегодня? Мы готовы к диалогу", - поделился президент РФ

❤😂😮 4096

♡ Нравится   💬 171   ↗ 1104   👁 231K

https://vk.com/wall-66678575_83594531

Another common type of content is the use of political quotes from celebrities, including Western ones (for example, Tucker Carlson and Elon Musk), on topics related to the war in Ukraine and Russia's confrontation with the West. Often, these quotes are taken out of context and presented as statements supporting Russia.

https://vk.com/wall-28905875_33285465

https://vk.com/wall-28905875_33323633

Let's highlight an example of a post featuring a quote from Dmitry Medvedev, noting that Tucker Carlson (who interviewed Putin in February 2024) "did not wimp out and did not back down," and therefore he is "really cool." Such colloquial moral judgments are often used in propaganda content aimed at teenagers.
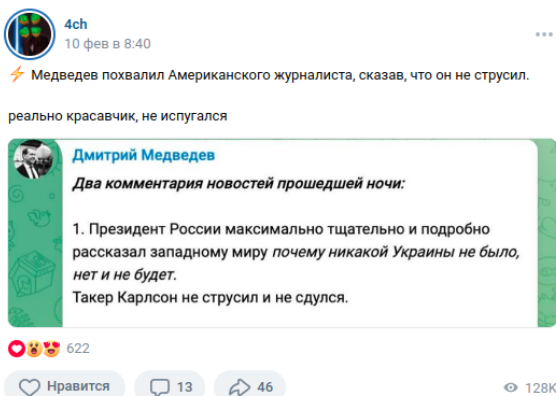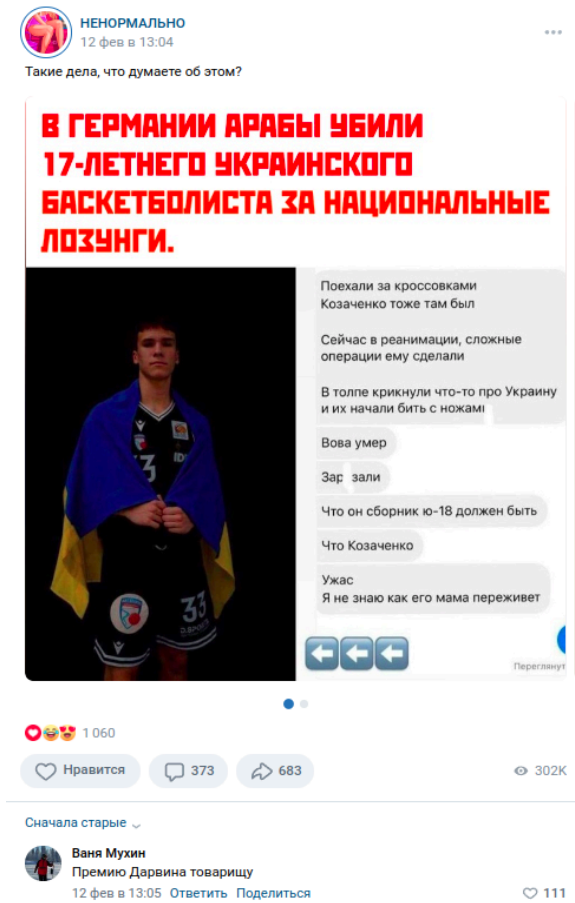

https://vk.com/wall-45745333_47060817

Regularly broadcast are statements from celebrities openly supporting Russia in the context of military confrontation with Ukraine — most often these are Russian athletes,
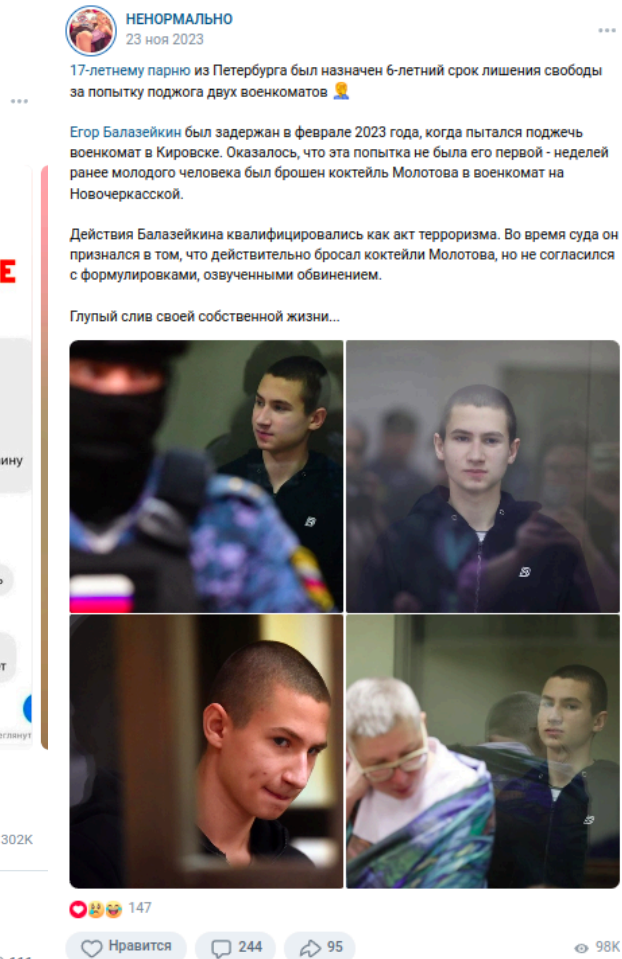
62

actors, and musicians. The emphasis on celebrities in the content for this cluster is significantly stronger than for other audiences.

https://vk.com/wall-141959356_6904846

https://vk.com/wall-133180305_28128949

Another popular theme is true crime. Such news abounds with xenophobic (especially anti-Ukrainian) rhetoric and typically emotionally pushes the reader towards choosing the "right" side of the conflict being described.

НЕНОРМАЛЬНО
12 фев в 13:04

Такие дела, что думаете об этом?

В ГЕРМАНИИ АРАБЫ УБИЛИ 17-ЛЕТНЕГО УКРАИНСКОГО БАСКЕТБОЛИСТА ЗА НАЦИОНАЛЬНЫЕ ЛОЗУНГИ.

Поехали за кроссовками Козаченко тоже там был

Сейчас в реанимации, сложные операции ему сделали

В толпе крикнули что-то про Украину и их начали бить с ножами

Вова умер

Зар зали

Что он сборник ю-18 должен быть

Что Козаченко

Ужас
Я не знаю как его мама переживет

Переглянут

🖤😮 1 060

♡ Нравится 373 ➤ 683 👁 302K

Сначала старые ⌄

Ваня Мухин
Премию Дарвина товарищу
12 фев в 13:05 Ответить Поделиться ♡ 111

https://vk.com/wall-141959356_6904452

НЕНОРМАЛЬНО
23 ноя 2023

17-летнему парню из Петербурга был назначен 6-летний срок лишения свободы за попытку поджога двух военкоматов 🧍

Егор Балазейкин был задержан в феврале 2023 года, когда пытался поджечь военкомат в Кировске. Оказалось, что эта попытка не была его первой - неделей ранее молодого человека был брошен коктейль Молотова в военкомат на Новочеркасской.

Действия Балазейкина квалифицировались как акт терроризма. Во время суда он признался в том, что действительно бросал коктейли Молотова, но не согласился с формулировками, озвученными обвинением.

Глупый слив своей собственной жизни...

🖤😮😂 147

♡ Нравится 244 ➤ 95 👁 98K

https://vk.com/wall-141959356_6827575

The visual style of propaganda posts aimed at "teenagers and young adults" (multiple images, larger font size) stands out significantly compared to other clusters — similar to the deep level of stylistic adaptation seen in "older women". The language used in these posts is not very emotional and mimics short (and context-free) news messages.

For teenage propaganda content, there's a tendency not to emphasise Russia's confrontation with the West but rather to show that many well-known and authoritative figures abroad support Russia.

In terms of average likes, political posts for teenagers enjoy approximately the same popularity as posts on other topics, suggesting that such propaganda is relatively effective.

Z-Patriots

Number in the sample: 547 (3.4%)
Pro-war scale: 0.59
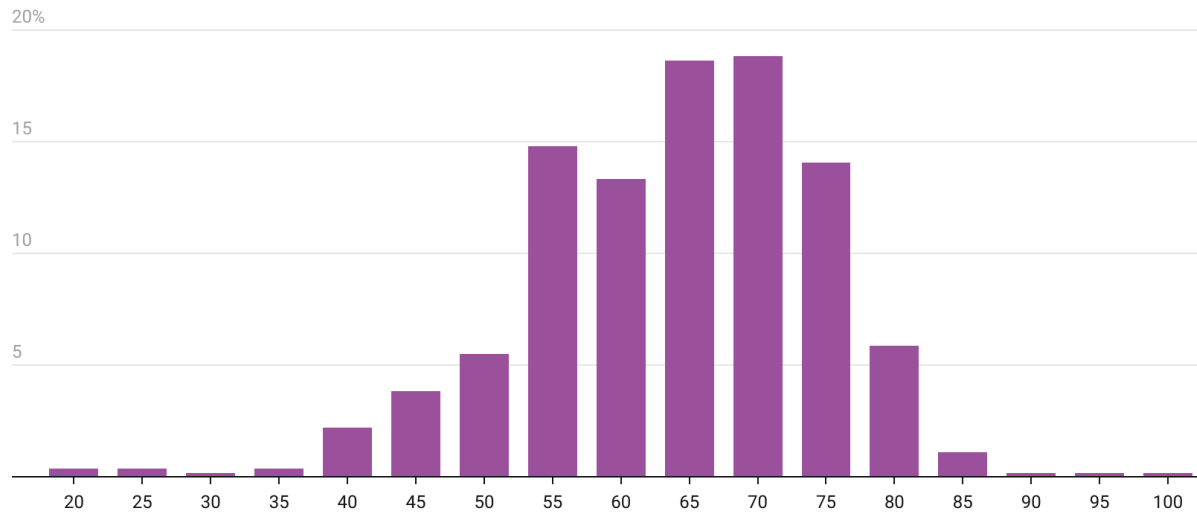**Percentage of women:** 35%
Age distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 62
Settlement size distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:
- Adequate Patriot (Адекватный Патриот)
- Tsargrad TV (Телеканал Царьград)
- Yakov Kedmi (Яков Кедми)
- Nikita Mikhalkov (Никита Михалков)
- SVO Briefings | Army | Russia (Сводки СВО | Армия | Россия)
- Sergey Mikheev (Сергей Михеев)
- Yuri Podolyaka & Mikhail Onufrienko (Подоляка Юрий & Онуфриенко Михаил)
- Nikita Mikhalkov (Никита Михалков)

- RT News in Russian (Новости RT на русском)
- Keosayan Daily (Кеосаян daily)

Non-Political Content: "Z-Patriots"

The audience of "z-patriots" consists mainly of men (65%) with a median age of 62 years. Almost all of their communities promote stereotypical Russian propaganda, but even they include some non-political content. For example, you can find news about animals there. In other categories classified as non-political, there are predominantly propaganda posts that our language models could not accurately classify due to a lack of context.

Non-political topics in VK communities for the "z-patriots" cluster

Number of posts by topic
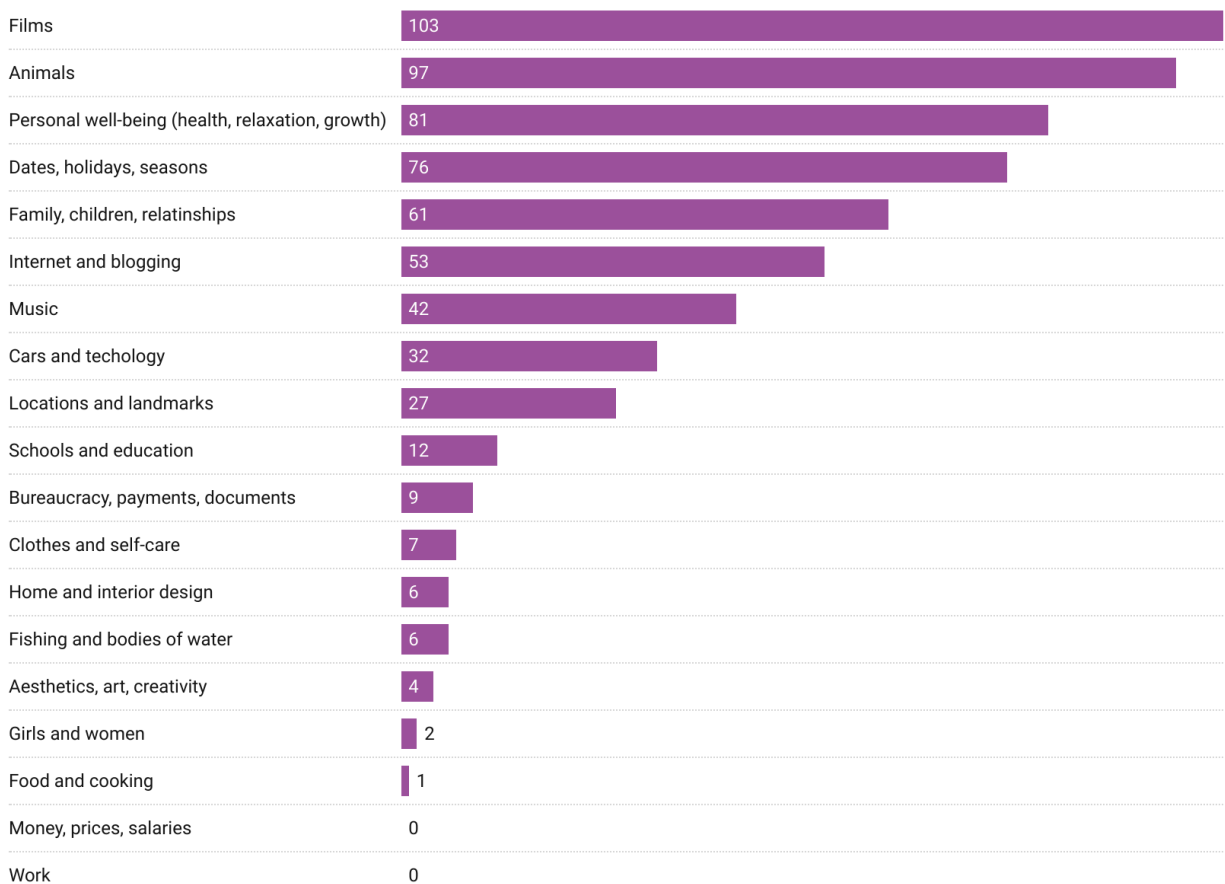
Topic	Posts
Films	103
Animals	97
Personal well-being (health, relaxation, growth)	81
Dates, holidays, seasons	76
Family, children, relatinships	61
Internet and blogging	53
Music	42
Cars and techology	32
Locations and landmarks	27
Schools and education	12
Bureaucracy, payments, documents	9
Clothes and self-care	7
Home and interior design	6
Fishing and bodies of water	6
Aesthetics, art, creativity	4
Girls and women	2
Food and cooking	1
Money, prices, salaries	0
Work	0

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Propaganda Content: "Z-Patriots"

The most common keywords for this cluster are "VSU", "opponent", "Ukraine", "direction", "Avdiivka". A significant part of the content consists of frontline summaries, discussions about the war in Ukraine, and military stories. The frontline situation is described in quite detailed terms, unlike other clusters.

https://vk.com/wall-212459013_858142
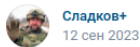

https://vk.com/wall-214241020_532165

Often, posts in this cluster are not purely news-related but rather ideological, containing emotional statements and a clear attempt to convey a certain stance.

Сладков+
12 сен 2023

ЧЕМ МЕНЯ РАЗОЧАРОВАЛА УКРАИНА

1. Внезапной готовностью пустить кровь соплеменникам в гигантских масштабах (старт в 2014 ЛДНР).

2. Великой ненавистью
к русским, объявленой готовностью убивать нас еще до Крыма, рейда Стрелкова и СВО.

3. Абсолютно глупым пуском под нож всей своей экономики в угоду Западу.

4. Хронической неадекватностью оценок фронтовой, политической и экономической ситуации на украинской территории, в мире в целом и у соседей.

5. Неожиданным отказом от славной истории войны с фашизмом и коллективным уходом в поклонение совершенно мелким и незначимым «историческим личностям».

6. Маниакальными убийствами мирных жителей, стрельбой по гражданским объектам каждый день.

7. Совершенной неспособностью украинских лидеров, политиков и даже простых военных держать слово, данное, как в мужских окопных переговорах с противником (с нами), так и на общеизвестном международном уровне.

8. Ну, а уж как Минск можно было профукать, и уйти от своей ничтожной доли ответственности в обмен на контроль границы Донбасса с Россией и получить СВО — тут вообще разочарование разочарований с нормальной позиции необъяснимое.

❤️😂😢 2 090

♡ Нравится   💬 646   ↗ 91   👁 78K

https://vk.com/wall-112759286_265321
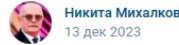
Никита Михалков
13 дек 2023

На Украине приходит осознание того, к чему привела политика, развязанная Западом и украинскими властями.

Люди начинают выходить на улицы. Начинают требовать остановить конфликт, закончить самогеноцид.

👍 - Украинцы протрезвели!

У нас запросы бывают на мешки для «двухсотых». И мы ищем, находим, потому что там наши воины. 0:31

Украинцы начинают что-то понимать
230 122 просмотра

❤️😢😂 2 752

♡ Нравится   💬 59   ↗ 19   👁 9.7K

https://vk.com/wall-213872508_195252

A significant portion of the content is relayed from state and pro-state media.

Телеканал Царьград ✓
16 фев в 9:07

"Десять лет безумия": Лавров — о Евромайдане. Прямая трансляция

Только вдумайтесь: ровно десять лет назад мы узнали, что такое киевский режим. Что по политическим убеждениям можно "скакать". Что Европа может закрыть глаза на результаты крымского референдума... Сегодня, 16 февраля, итоги десятилетия подведёт глава МИД России Сергей Лавров. Каким он помнит Евромайдан? Узнаете из прямой трансляции на "Первом русском".
#Первыйрусский #ПрямаяТрансляция #Царьград #МИД #Лавров #конференция #Майдан #Украина #СВО
Смотреть тут: https://tsargrad.tv/shows/rubric/prjamaja-transljacij..

Всё самое интересное читайте тут:
Дзен — https://vk.cc/ctdyTd

Подписывайтесь, чтобы знать больше:
ВКонтакте — https://vk.cc/csYd1s
Одноклассники — https://vk.cc/csYd5L
Telegram — https://vk.cc/csYdsn

"Десять лет безумия": Лавров — о Евромайдане. Прямая трансляция
41 175 просмотров

❤️😮😲 211

🤍 Нравится   💬 13   ↗ 4   👁 16K

https://vk.com/wall-75679763_6637733

РИА Новости ✓
11 фев в 0:07

Интервью Владимира Путина американскому журналисту Такеру Карлсону привело Североатлантический альянс в ярость, заявил лидер движения "Патриоты" Флориан Филиппо.

"Историческое интервью Карлсона с Путиным разъярило всю систему НАТО, потому что оно дает людям информацию, отличную от их пропаганды, и они не могут с этим смириться!" — отметил он.

По словам политика, это происходит в то время, когда вся политика ЕС и военного блока терпит крах.

«ИНТЕРВЬЮ КАРЛСОНА С ПУТИНЫМ РАЗЪЯРИЛО ВСЮ СИСТЕМУ НАТО»

❤️😂😍 1 031

🤍 Нравится   ↗ 46   👁 103K

https://vk.com/wall-15755094_44815001

"Z-patriots" are the most war-oriented cluster. Unlike other clusters of users, text on images is rarely found here.

Movie Buffs

Number in the sample: 1635 (10%)
Pro-war scale: 0.51
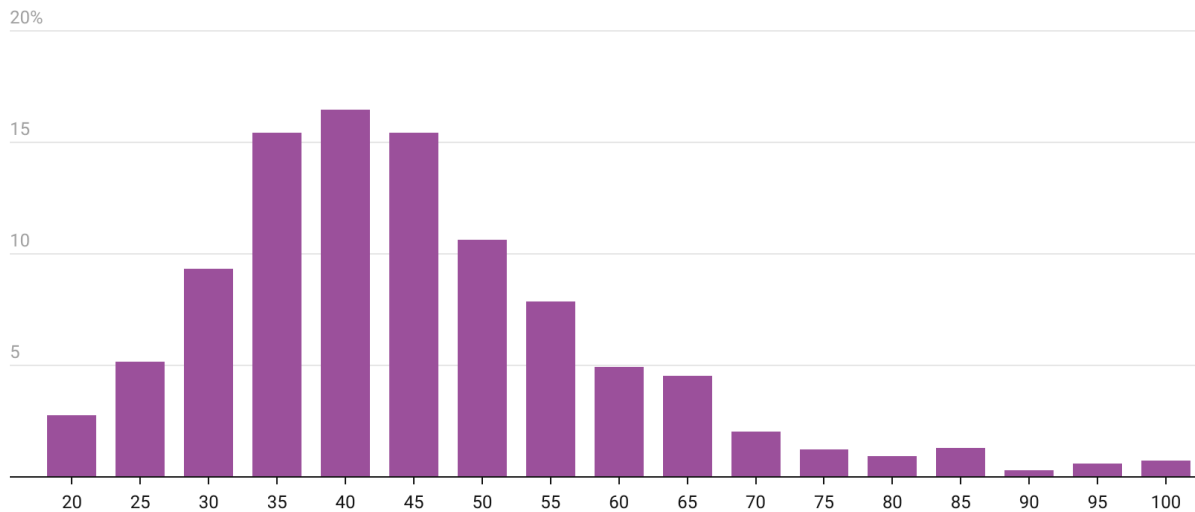**Percentage of women:** 26%
Age distribution:

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Median age: 40

Settlement size distribution:

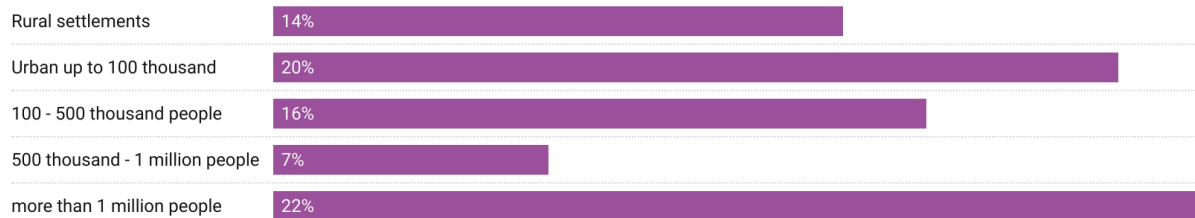|	
Rural settlements	14%
Urban up to 100 thousand	20%
100 - 500 thousand people	16%
500 thousand - 1 million people	7%
more than 1 million people	22%

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Most popular communities:

- Movie Bliss - Best Movies (КиноКайф - Лучшие фильмы)
- I Love Cinema (Я ♡ КИНО)
- Cinephilia ▶ Movie News (Киномания ▶ Новинки кино)
- New Music Releases | New Music 2023 (Новинки Музыки | Новая Музыка 2023)
- HD Movies - Films Online 2023 (HD Кино - Фильмы онлайн 2023)
- NETFLIX VK | New Movies 2023 (NETFLIX VK | Новинки кино 2023)
- Cinephilia - Best Movies (Киномания - Лучшие фильмы)
- Golden Hands | Construction and Repair (Золотые руки | Строительство и ремонт)
- EMPIRE CINEMA | SPIDER-MAN | NEW RELEASES 2023 (ИМПЕРИЯ КИНО | ЧЕЛОВЕК-ПАУК | НОВИНКИ 2023)
- New Movies (Новинки кино)

Non-Political Content: "Movie Buffs"

Non-political topics in VK communities for the "movie buffs" cluster

Number of posts by topic

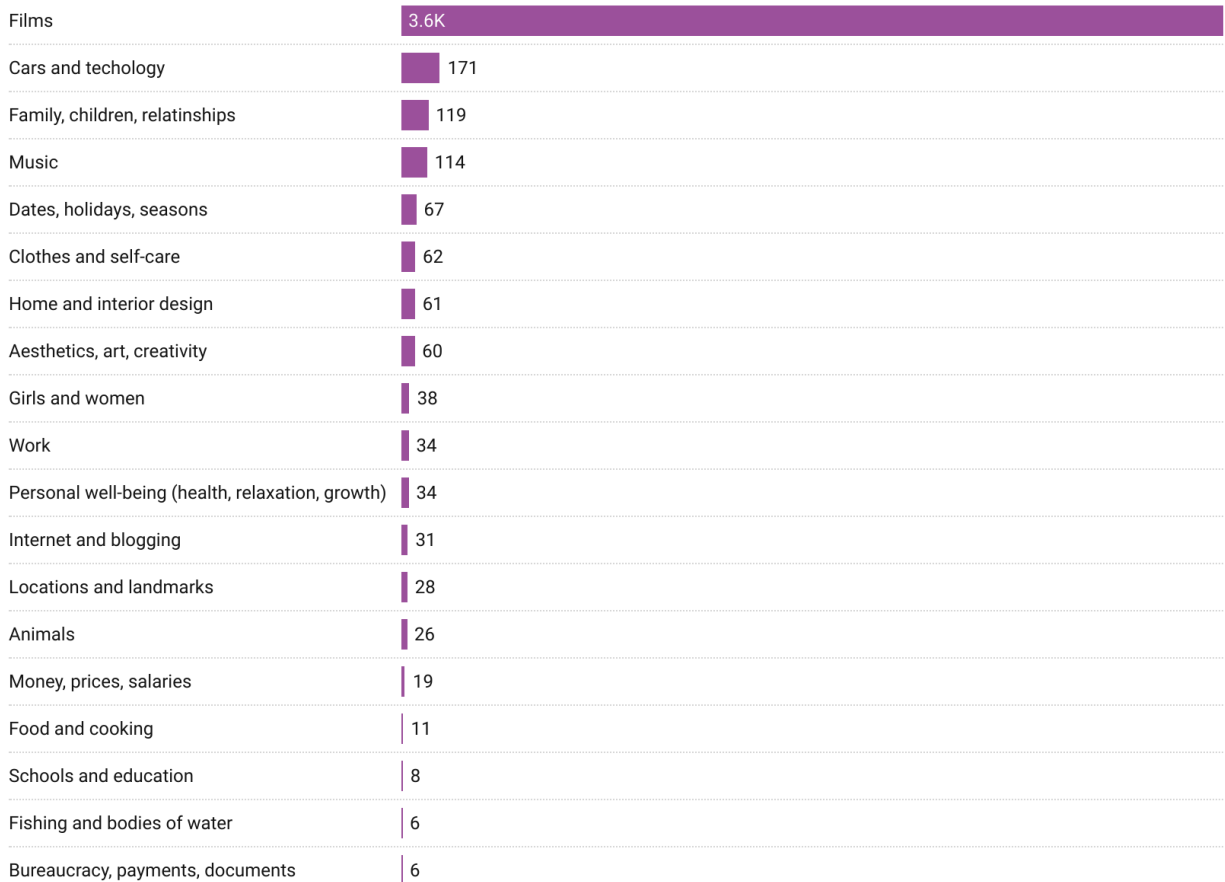| Topic	Count
Films	3.6K
Cars and techology	171
Family, children, relatinships	119
Music	114
Dates, holidays, seasons	67
Clothes and self-care	62
Home and interior design	61
Aesthetics, art, creativity	60
Girls and women	38
Work	34
Personal well-being (health, relaxation, growth)	34
Internet and blogging	31
Locations and landmarks	28
Animals	26
Money, prices, salaries	19
Food and cooking	11
Schools and education	8
Fishing and bodies of water	6
Bureaucracy, payments, documents	6

Chart: Cedar • Source: Editorial calculations based on vk.com data • Created with Datawrapper

Almost all communities in this cluster are dedicated to movies and music. It's difficult to distinguish propaganda content in them due to the large number of descriptions of films about political and/or military events. Considering that this cluster of users reflects more of a media consumption pattern rather than a clear social group, analysing propaganda content for it doesn't make much sense.