

**Democracy in Action:
Zero Corruption Conference
June 7-8, 2021**

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Ilko Kucheriv Democratic Initiatives Foundation
**After 2020: How COVID-19 pandemic influenced
pro-Russian agenda in Ukraine.**

**The decline of Russian soft power and factors of
language and historical memory.**

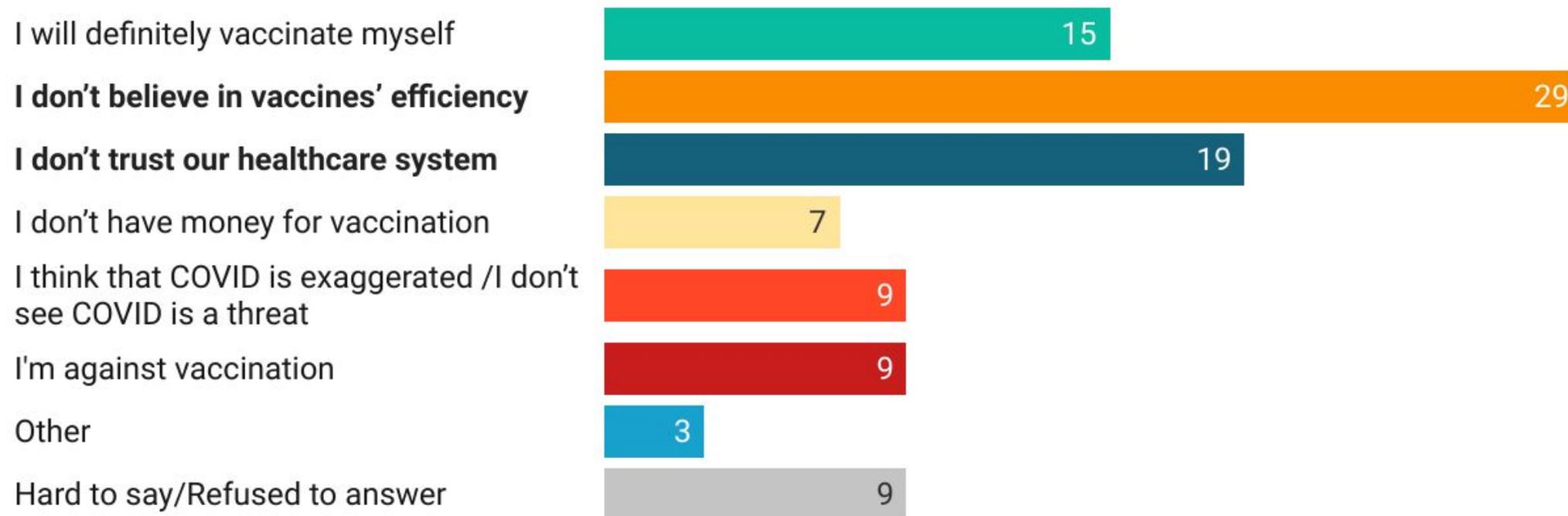


Attacks against public healthcare

- Disseminating fact and fakes about side effects of the western vaccines, linking deaths of people to vaccine's aftereffects.
- Key factors: low awareness about the vaccines in general and deficit of trust toward the national government

Almost half of population has doubts about vaccines and healthcare quality

Q: Why do you hesitate or object to vaccination (please, choose the answer that is most relevant to your opinion)?

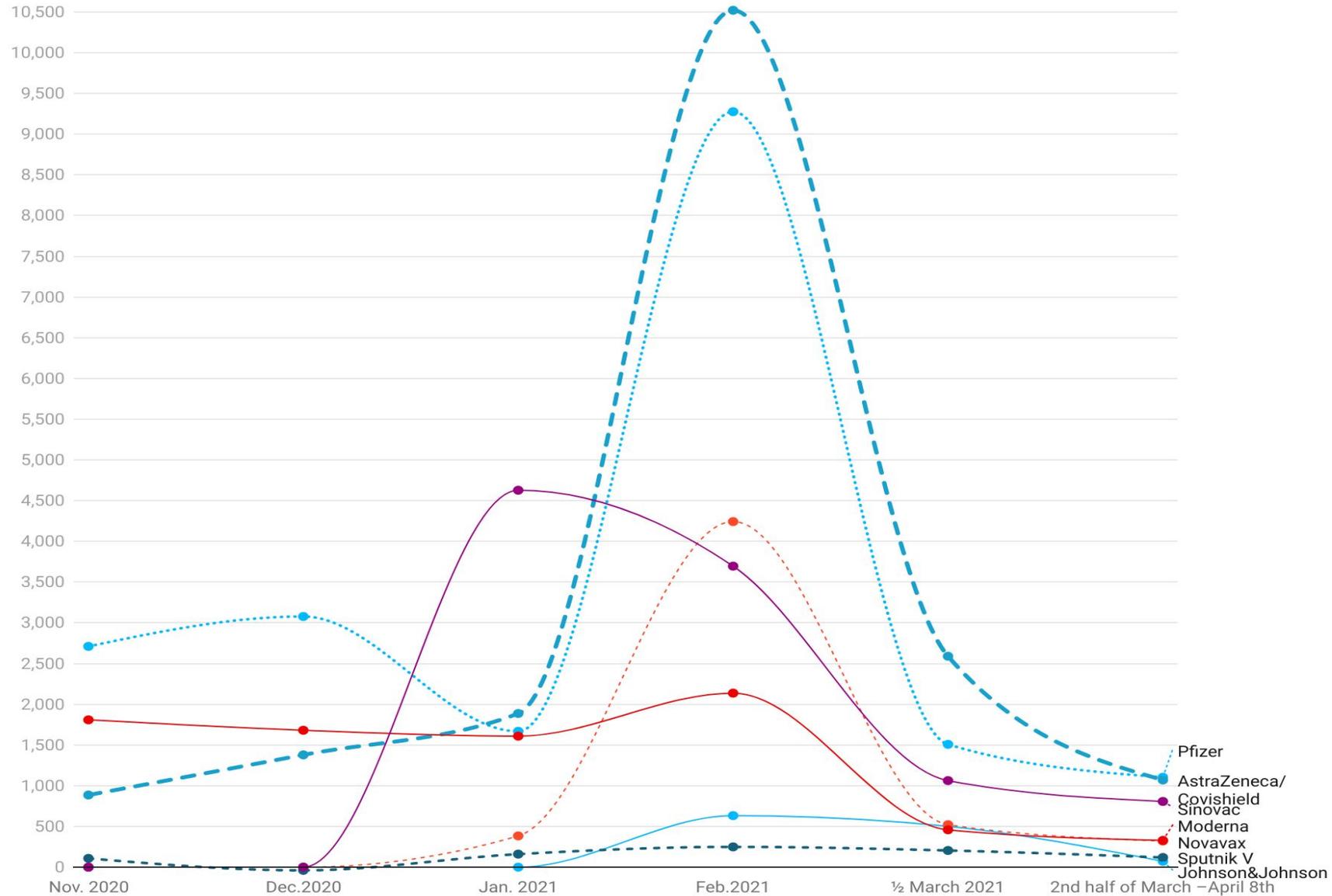


The poll was conducted on February 16-27, 2021. 2003 respondents were interviewed in a sample representing the adult population of Ukraine (excluding the occupied territories). The sample is representative of such indicators as gender, age, type of settlement and area of residence. The maximum random sampling error does not exceed 2.2%.

Chart: Ilko Kucheriv Democratic Initiatives Foundation • Created with Datawrapper

Balance of positive and negative media framing of vaccines (Nov.2020 - Apr.2021)

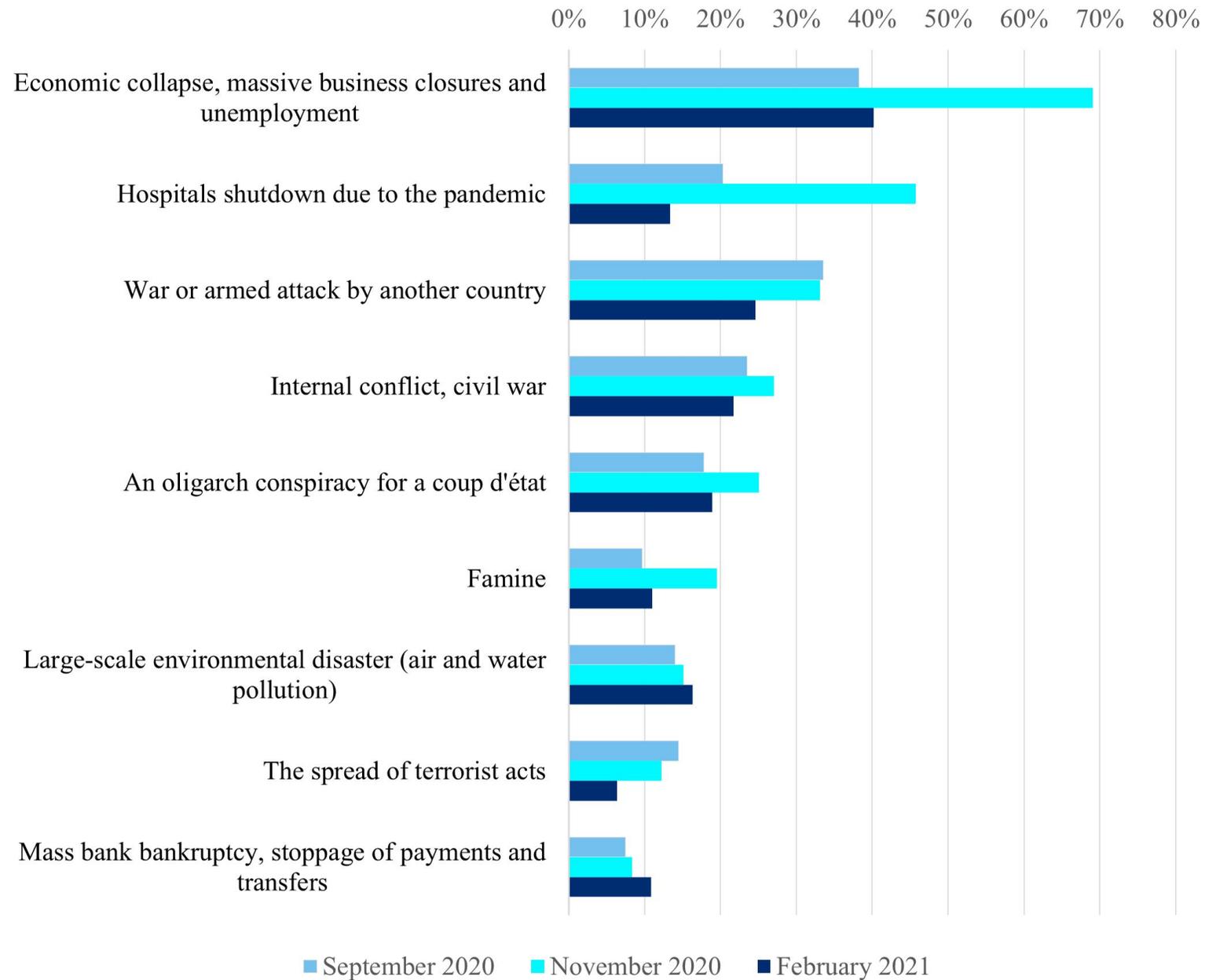
Major issues: 1. Media reflect low trust toward the vaccines and vaccination process. 2. News about expected arrival of Pfizer will have positive impact. 3 Caveats about use of AstraZeneca/Covishield in EU and US will be used by Russia to destroy trust toward Ukraine's government. 4. Use of Chinese vaccine could undermine trust toward other vaccines.



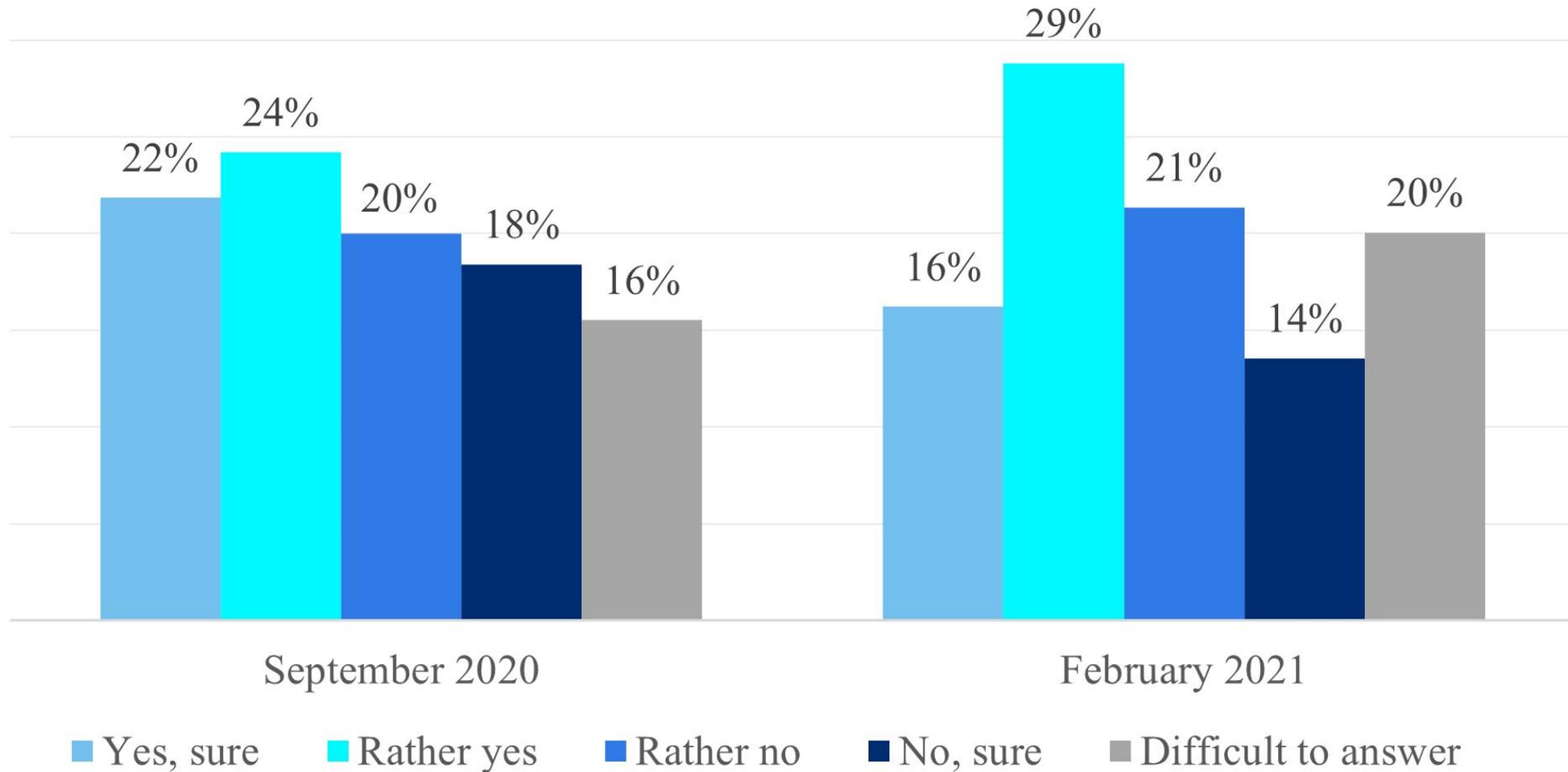
Manipulating protest sentiments

- Using ups and downs of the coronavirus waves to spread dissent and provoke tensions
- Antagonizing local authorities and the national government on important policy
- Key factors: public anxiety about broad range of threats to the national security is growing at the heights but dissatisfaction with the government is the highest at the end of the wave.

In your opinion, which of the following threats to the security of the country are the most urgent at the moment?



Would you support your mayor/village head if he/she proposed lifting quarantine restrictions in your settlement?



Good news and serious concerns

Russia has lost most of its “soft power” in Ukraine and, probably, in Belarus

- Just 10% of Ukrainians consider Russia as the best ally of Ukraine and choose Eurasian Economic Union as desirable direction of integration.
- 71% of Ukrainians think that Ukraine is in war with Russia.
- 54% of Ukrainians support introduction of the Ukrainian language in operations of the service businesses.
- 48% of Ukrainians blame both the Third Reich and USSR for beginning of the World War II.

However, southern and eastern regions remain susceptible to the Russian divisive messages about “external (Western, American) guidance of Ukraine”, “nationalistic threat” and “illegal, violent nature of Euromaidan”.

Russia is going to use themes of historic memory and linguistic policy to produce new divisive messages and provoke tensions in vulnerable regions of Ukraine.

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