



**UNESCO & UNAIDS Joint  
Masculinity Project:  
Key Results**

Scan for the  
full report



# Outline

## **Focus Groups to Adapt the Masculinity Test**

- Key Findings
- Psychological Qualitative Analysis and Suggestions for Focus Groups

## **Masculinity Test Results**

## **Practical Recommendations**

## **Social Media Campaign**

## **Educational Module**

- Interactive Bot: Barujan

# Goals

- Redefining masculinity,
- promoting emotional well-being,
- and challenging harmful stereotypes

# 1. Focus Groups

## Focus Groups to Adapt the Masculinity Test

**A Masculinity Test based on the International Men & Gender Equality Survey (IMAGES) Global Report 2022 was created and adapted.** The test first consisted of about 30 questions but was later shortened by focus group discussions. It underwent some major changes for localization purposes and best appeal to the target audience in Armenia (the changes are explained in the “Focus Groups” section).

## Focus groups

### SUMMARY

#### Participants

- **Yerevan:** 11
- **Marzes:** 13 (Kotayk, Gegharkunik, Tavush, Shirak, Syunik, Aragatsotn)
- Aged 16-19: 12
- Aged 20-25: 12
- On military service: 1
- Ethnic minority representative: 1
- Participants with completed higher education: 7

# **2. Digital Masculinity Test**

## — Masculinity Test Results

The final questionnaire, comprising 17 questions intended for 16-25-year-old men and boys, was distributed online to participants across Armenia. **A total of 1946 individuals** completed the questionnaire. However, 50 responses were excluded due to incomplete submissions, responses from female participants, or answers irrelevant to the survey questions.

## **Masculinity Perceptions**

- When asked to describe masculinity, most respondents emphasized traditional traits such as physical strength, intellectual ability, respect, financial stability, self-sacrifice, patriotism, and adherence to traditional gender roles.
- Only a small minority associated masculinity with aggression (14.2%) or a sense of superiority over women (12.7%). Notably, almost 91% of those who viewed masculinity as a "superiority over women" were aged 16-19, regardless of their geographic location.

## According to the respondents, masculinity is NEVER about:

- Beating his wife – **1,836**
- Being indifferent and selfish - **1,354**
- Never accepting others' alternative opinions - **1,064**
- Forces his opinion – **852**

## **Instead, it IS about:**

- Physically and psychologically strong - **1,089**
- Being educated, cultured, developed - **1,051**
- Caring towards everybody around - **1,001**
- Patriotic - **868**

## Factors Negatively Affecting the Development of Masculinity

- Harmful (detrimental) environment (peers' circle) – **76.5%**
- Bullying, negative behavior, and relationships at school – **71.7%**
- Wrong perceptions about masculinity – **68.8%**
- Unhealthy environment, aggression, and beating in the family – **66.5%**
- Lack of information and knowledge (about gender and relationships) – **54.2%**
- Wrong information about masculinity disseminated via social media – **42.7%**

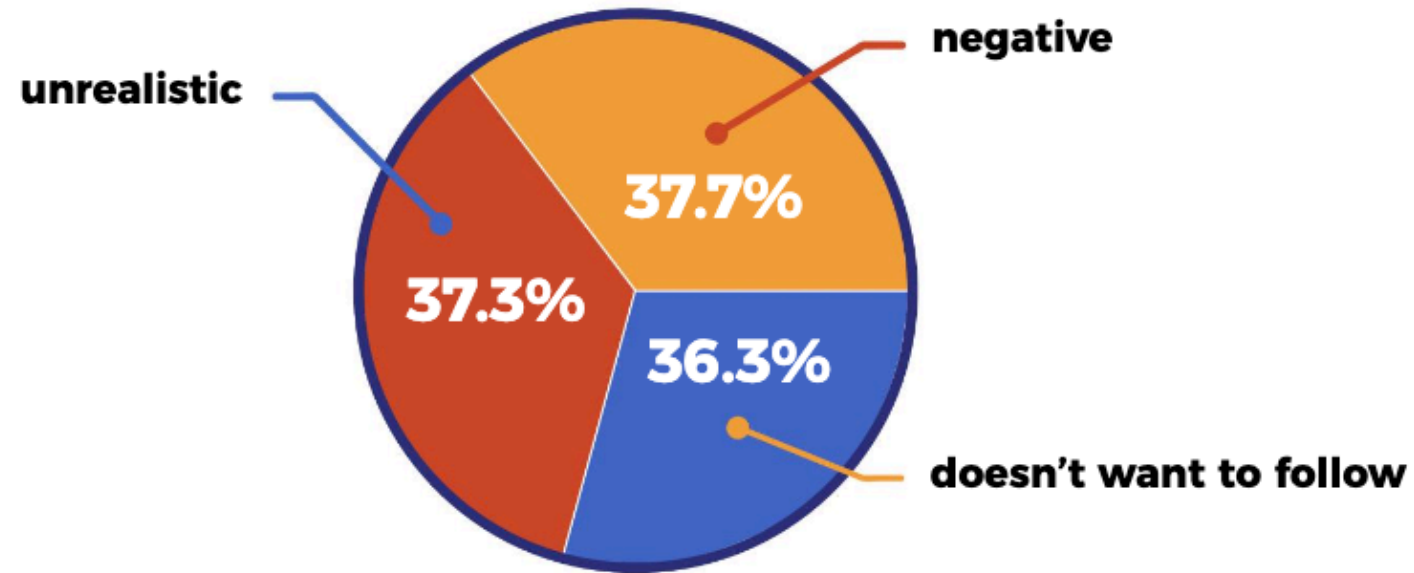
## **In a positive sense, masculinity is expressed in:**

- Family, towards wife, children, and parents – **65.6%**
- Serving the fatherland – **62.8%**
- In communication – **55.3%**
- In the workplace – **47.4%**
- Towards nature and animals – **39.1%**
- And agreed with all the points mentioned – **55.5%.**

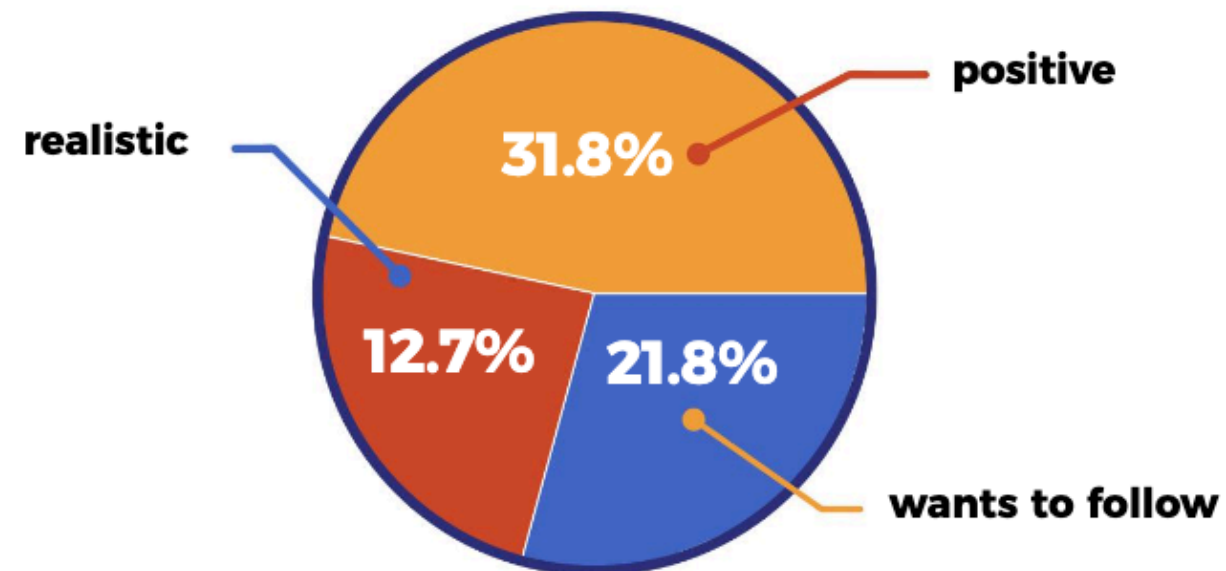
Note: Some respondents argued that the attitude towards nature and animals is a part of masculine expressions.

## Media and Masculinity

The majority of the respondents think that the media presents masculinity in a negative (37.7%) and unrealistic (37.3%) way; thus, none wants to follow it (36.3%).



Only 31.8% consider the current media representation of masculinity positive and realistic (12.7%) in a way that one wants to follow (21.8%).



## Domestic Violence

The respondents unanimously condemned domestic violence, highlighting its detrimental impact on the development of masculinity and personal identity. **They firmly rejected** the notion that "beating one's wife" is a characteristic of a "true" man, identifying it as the most egregious manifestation of toxic masculinity.

Moreover, the respondents linked masculinity to **power and care**, emphasizing the importance of nurturing those perceived as "weaker," such as younger family members and socially marginalized individuals. Given their reliance on family and friends as sources of life knowledge, it's reasonable to infer that domestic violence is uncommon among their social circles and within their own families.

## Practical Recommendations

Based on the research data, the following recommendations and field changes are important.

- A Education and awareness.** Given the responses of young people and the age characteristics of the target group of the study (16-19 years old), revising the educational content on gender and relationships becomes a priority. Emphasis should be placed on the promotion of positive masculinity, empathy, and intolerance of any kind of violence and bullying, including sexualized, domestic, intimate partner, and other forms of violence. The development of personal and social skills in schools is also important to equip young people to develop and maintain healthy relationships.

- B The availability of information, positive stories,** and videos about positive masculinity in the media and on the internet, focusing on various manifestations and positive sides of masculinity, demonstrating constructive ways to express emotions and develop relationships. It should be noted that, according to the results of the study, young people receive basic information from the Internet, which once again indicates the need to create and distribute context-specific, accurate, and relevant information about masculinity and relationships on various social platforms such as Instagram, Facebook, and TikTok.
  
- C Organizing online meetings with men,** discussing various topics, conducting trainings, and other events targeting young men. During these events and meetings, it will be important to regularly discuss the need for group meetings, where self-help groups can be created in communities and various issues can be discussed (preferably offline). It should be emphasized that during public meetings, special attention needs to be paid to the mental health of men, discussing the importance of emotions and contacting and receiving professional support.

- D Discussion of relevant draft laws and mechanisms.** Engage with lawmakers, civil society representatives, influencers, and other relevant actors to propose amendments to laws and improve the mechanisms to promote gender equality further, prevent domestic and gender-based violence, and support those affected.
- E Periodically monitor changes** in public perceptions of masculinity and its behavioral manifestations and adapt strategies for promoting positive masculinity accordingly.

# **3. Social Media Campaign**



## The campaign included:

- Informative articles on masculinity and mental health by psychologists
- Comics with Barujan as a role model in different scenarios, discouraging violent communication, gender-based violence, and gender stereotypes
- Video content created in collaboration with influencers delivering key messages promoting positive masculinity



## The campaign included:

- Informative articles on masculinity and mental health by psychologists
- Comics with Barujan as a role model in different scenarios, discouraging violent communication, gender-based violence, and gender stereotypes
- Video content created in collaboration with influencers delivering key messages promoting positive masculinity



**The overall impressions of the campaign are 840,000+**, of which 146,000+ reaches are comprised of TeensLIVE social media main posts and reels, with the majority of them being 18-25-year-old men.

The social media campaign also included collaborations with influential figures to amplify the campaign's message further, reaching a wider audience and driving engagement. Five influencers were involved in the campaign, including **Levon Hovhannisyan (43.2k followers)**, **Hayk Darbinyan (23k)**, **Boris Melqonyan (74.4k)**, **dad-blogger Grig (12k)**, and **Hovhannes Ghazaryan (9k)**.



# **4. Educational Module and Barujan Bot**

## Educational Module

The digital educational module was developed with the input of experienced psychologists, including Siranush Davtyan, who has expertise in gender-sensitive psychology, and Grigor Badalyan, who specializes in cognitive psychology. The module includes **six podcasts and six articles** covering a range of topics related to positive masculinity, each carefully designed to resonate with young men aged 16-25.

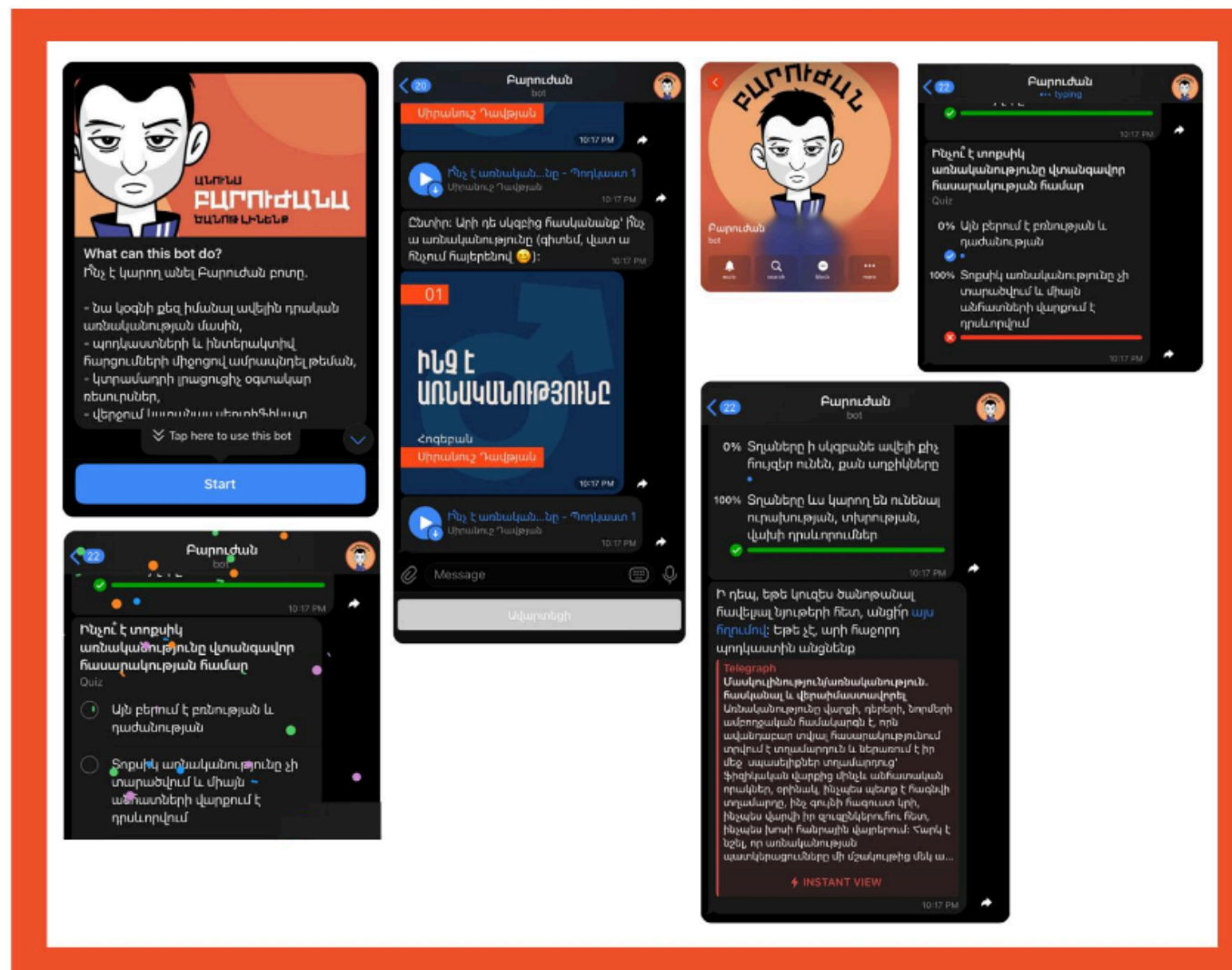
- 1 What is Masculinity?
- 2 Men's Mental Health
- 3 Gender-Based Violence
- 4 Gender Equality
- 5 Changing Gender Norms
- 6 Healthy Relationships

The podcasts are available on Spotify and YouTube, while the informative articles are on our Instagram page. The podcasts and articles have been heavily promoted during the campaign.

## Interactive Bot: Barujan

An interactive Telegram bot named Barujan was developed to effectively engage the target audience. The name combines the Armenian name Varujan and the word “kind,” highlighting the transformation of the character from a rather unhealthy type of masculinity into a positive one.

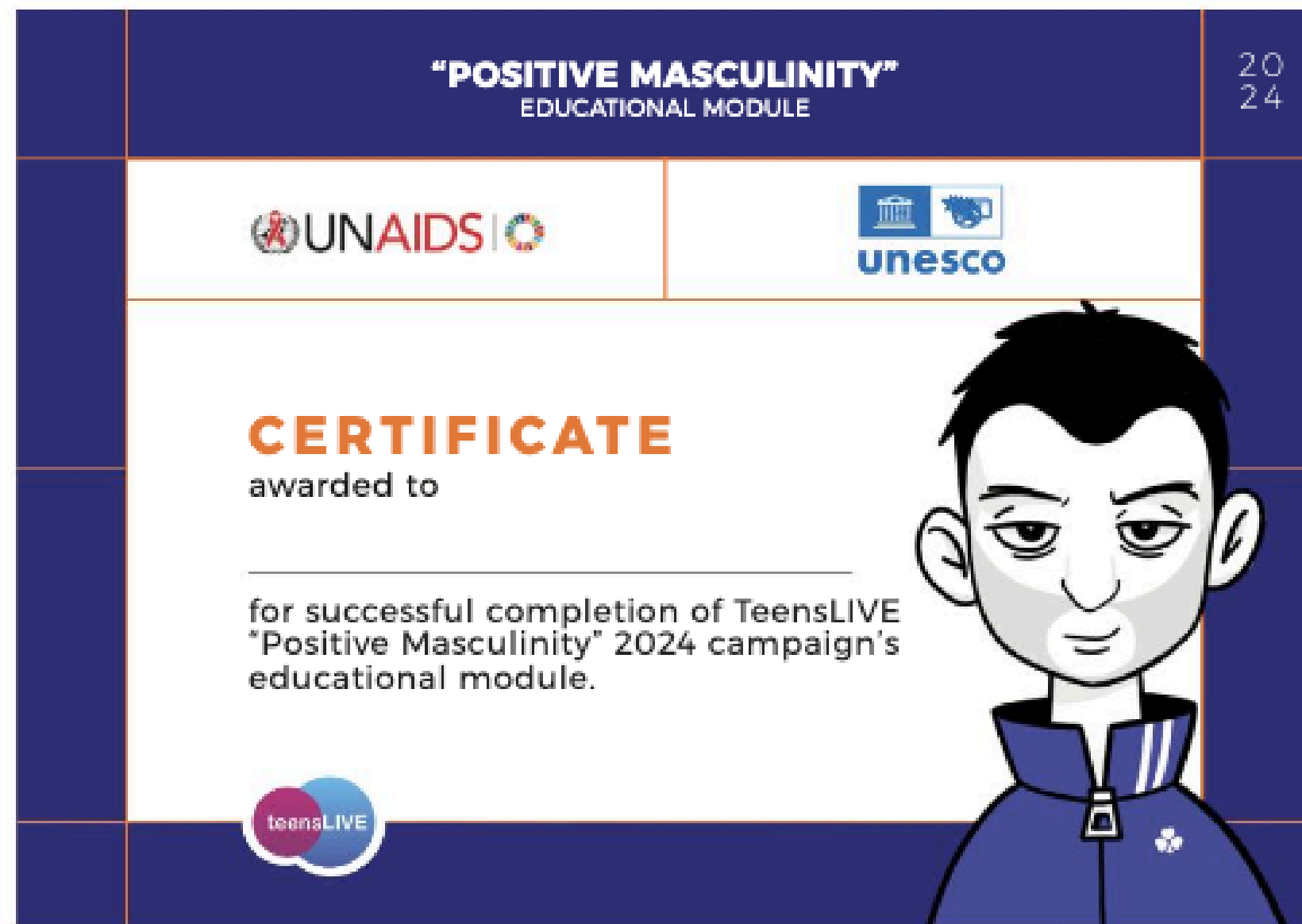
The bot guides users through the educational module, starting with podcasts, followed by short quizzes to test their understanding, and ending with a certificate upon successful completion. This gamified approach enhances user engagement and reinforces the learning experience by making it interactive and enjoyable.



Scan to access  
the bot



As a result of our extensive campaign, a total of **2253 people** used the bot, of which 670 have received certificates.



# Thank you!

# Questions?

Find us on social media

 @teensliveam  @teenslive

   @teenslive.am

 [www.teenslive.am](http://www.teenslive.am) |  [info@teensliveam.org](mailto:info@teensliveam.org)