

**Abstract**

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**How Ukrainian Journalists Used  
Facebook as a Digital Space during  
a Political Crisis of 2013–2014 in  
Ukraine**

In 21st century Ukraine's media system increasingly went online, and the Internet has played an important role in the country's major political flashpoints, from the Orange Revolution in 2004 to the EuroMaidan Revolution of 2013-2014 and subsequent Russian aggression in Crimea and Donbas. In the most recent conflict, the internet and, in particular, social media have worked not only as an information conduit but also as a political instrument, with Facebook playing a key role.

This paper considers the role of Facebook and the ways in which Ukrainian journalists used this tool in the reporting of the political crisis and conflicts in Ukraine in 2013-2014. The research method is in-depth interviews with 20 journalists representing different types of mass media (TV, radio, print, online) and different positions in the newsroom.

The Ukrainian political crisis of 2013-2014 has made Facebook a crucial communication tool for Ukrainian journalists. As a digital space, Facebook is now connecting journalists more directly to both audiences as well as sources. However, this ability to directly communicate with audiences has exposed some of them to more threats and harassment. The social media have also amplified propaganda and created the ground for the quick dissemination of the so called fake news. And

with Facebook becoming a political instrument it allowed politicians to more easily bypass journalists in reaching the public. Overall, the growing popularity of Facebook provided Ukrainian journalists with many new opportunities, but also created a lot new problems for them.