

**Abstract**

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**No Longer Textual: Electoral Talk  
in Russian Facebook and Twitter of  
2018 and the Rise of Political  
Videoblogging**

The Russian protests of 2011-2012 have shown the primary role of textual communication for the protest formation. But after 2014, the rapid rise of political videoblogging, especially of oppositional stance, has changed the communicative landscape. Political commentators with millions of subscribers produce highly viral content. We will show how the discussions around candidacies for presidency have evolved in the Russian-language segments of Facebook and Twitter, with special attention paid to the patterns of content sharing and discussions around video content.