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Rapport de repérage des médias sociaux: du 16 décembre 12h au 23 décembre 12h 2021
Social Media Monitoring Report: December 16, 12pm – December 23, 12pm, 2021

Observations principales / Key observations

- Volume: **This period average: 28 posts/day**; Previous period average: 127 posts/day; Last 30 days average: 62 posts/day
- Articles by the Globe and Mail and Toronto Star brought discussions on reforms to the CEA to the forefront this week.
- Discussion on COVID-19 public health measures produced strong anti-government sentiments online again this week. Some claimed GE44 was “rigged.” EC was rarely targeted in these claims.

Sujets principaux – Environnement numérique externe / Key topics – External Digital Information Ecosystem

- [↓ EC is incompetent/corrupt](#)
- [→ Discussions on reforms to the CEA](#)

Nombre de mentions - Trames narratives principales / Number of mentions - Leading narratives

Narrative	December 16 – 23	December 9 – 16	December 2 – 9	Nov. 25 – Dec. 2	November 18 – 25
Vote by mail	11	12	4	1	10
Machine voting	7	10	7	10	23
Rigged / fraudulent elections	9	24	12	2	6
EC is corrupt / partisan / incompetent	20	33	25	12	16
Electoral reform	19	20	13	12	15
Voter ID	4	7	8	7	8

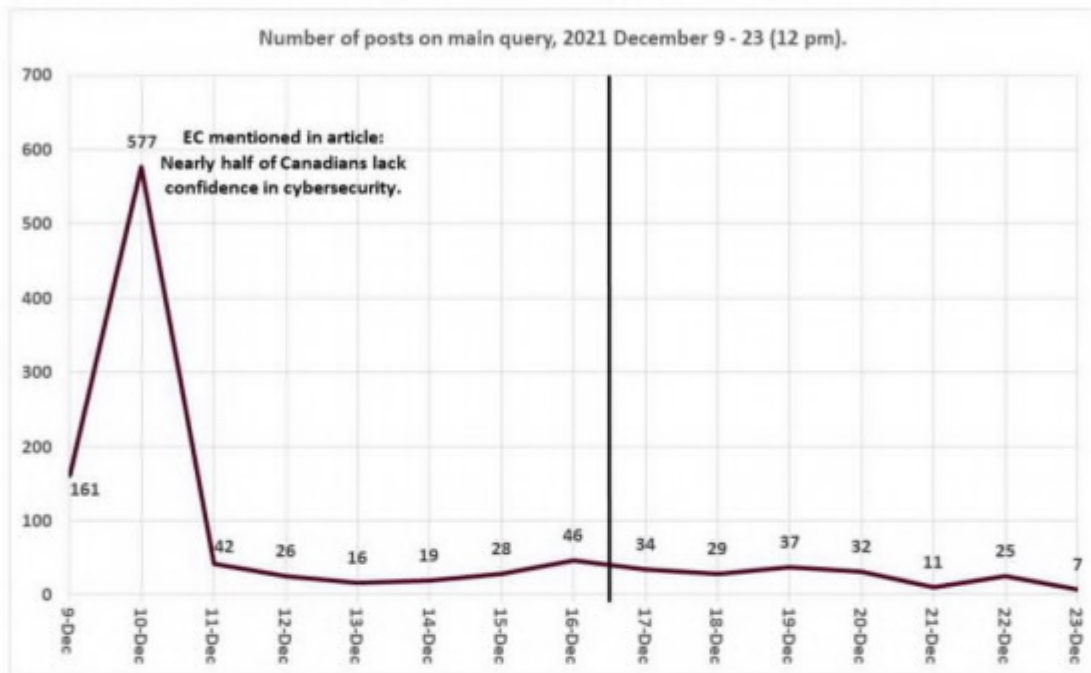
These are approximations based on keyword mentions in collated content

Sur nos comptes officiels / On our official accounts	
Sujets principaux, interactions avec l'auditoire / Key topics of interactions with our audience	Présence des sujets provenant de l'externe / Topics stemming from the external infosystem
(6/63) EC is corrupt (4/63) Redistribution (2/63) Election pay	(6/63) Elections Canada is incompetent/corrupt (0/63) Discussions on reforms to the CEA

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Volume de messages portant sur Élections Canada/Volume of posts about Elections Canada



Éléments sous observation / On the radar

Twitter user reacts to receiving letter from CCE over GE44 ballot selfie

On December 21, a Twitter user posted a photo of a letter from the CCE he received in response to posting a photo of a marked ballot on September 13, 2021. The user reacted to it stating "They have time to investigate average citizens, but not politicians. What I really want to know is how they got my address." Other users chimed in wondering why the CCE was pursuing these cases and questioning how they got the information, arguing they should spend their time on bigger cases such as the candidate of Calgary-Skyview being investigated for mail theft. Others were not aware posting a ballot photo was against the CEA. Comments discussed how the CCE could have gotten the users personal info, with someone commenting "Big Brother is watching."

Canada First calls for foreign interference and mail-in-voting fraud to secure election win and impose fascism

A December 16 post on Brighteon (an alternative video sharing platform) uploaded a video from a livestream by the Toronto-based Canada First founder, an organization that was active during the GE44 campaign. The video was in reaction to news that the CPC believe 13 ridings experienced foreign interference. The host suggested that foreign interference was common in all Western democratic elections, and stated that right wing nationalists in Canada should welcome foreign interference from Russia or the U.S. He stated only white nationalist Canadians should have voting power and hold autocratic power: "I'm all for playing dirty, I'm all for winning at any cost necessary... I don't care if we have to use mail in ballots, lets load up a million U-Haul trucks and send them to the ballot box... Democracy f***ing sucks... Gen-Z is not pro-democracy on the left or the right... It's going to be the 1930s all over again and I can't wait." [Note: Canada First is also the name of a different organization in BC that believes there is an alternative Queen of Canada]

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↓ EC is incompetent/corrupt				
Articles les plus partagés; nombre de partages / Most-shared articles; number of shares N/A				
Faits saillants sur les médias sociaux / Social media highlights In a very similar fashion to the last monitoring period, high engagement posts about COVID-19 public health measures and rising case counts in Canada led to heavy criticism of the current government. Among the many reactions, several users questioned GE44 results. These usually claim the election was “a show” or that the winners are “selected, not elected.” These posts generally gathered low engagement themselves, showing that individuals still claiming GE44 was “rigged” are on the fringe and represent a minority of the online Canadian population. EC was rarely directly targeted by these accusations, outside a handful of Twitter posts directly expressing a lack of trust in EC or requesting for EC to “be under investigation.”				
Publications reliées au sujet / Related posts				
Engagement	Followers, platform	Account	Post	Date
47.5K views, 4286 engagements	7.5K, TikTok	TikTok user	<p>EXPLAINING THE NOT WITHSTANDING CLAUSE</p> <p>*Sample comments* TikTok user 1: Can we “the people “ not throw him out of office or take over the government or something ? How much more of this are we gonna take ?! (127 reactions) Reply 1: You had a chance a few months ago but they decided that he was the one (18 reactions) Reply 2: Ugh I know how did that happen ?!?! What a disgrace Canada has become (3 reactions) Reply 3: They used Dominion counting machines just like the Democrats in the states????????? (8 reactions) Reply 4: Election fraud (3 reactions) Reply 5: the election was rigged 100% (6 reactions) Reply 6: Absolutely it was (1 reaction) Reply 7: It was rigged (6 reactions) Reply 8: It was rigged so we didn’t have a chance (No reaction) Reply 9: Lol no you need to vote (1 reaction)</p>	Dec. 20
3K views, 233 engagements	8.5K, TikTok	TikTok user	<p>Crime Minister of Canada.</p> <p>*Sample comments* TikTok user 1: I can’t find anyone that admits voting for him. You will never convince me he’s elected (33 reactions) Reply 1: I found 2 maybe 3 out of 100s asked and they all say they don't know anybody so I agree (No reaction)</p>	Dec. 21

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			<p>Reply 2: The liberal steal the election somehow, just like Biden did (3 reactions)</p> <p>Reply 3: he was just like Biden (No reaction)</p> <p>Reply 4: it's not just election system its every system pharmaceutical food media everything were in the matrix they're all puppets controlled by ppl bts (No reaction)</p> <p>TikTok user 2: You cannot tell me Canadians voted this monster into office! Like USA, stolen election (1 reaction)</p>	
68	4chan, Politically incorrect	4chan user	<p>What are the chances Trudeau will win his 4th term as Prime Minister?</p> <p>*Sample comments*</p> <p>4chan user 1: fbbp, they've rigged the last ones with ease, what makes you think they'll stop? (1 reaction)</p> <p>4chan user 2: 100 if they can rig it 0 if they can't, as with his previous "elections" (1 reaction)</p> <p>4chan user 3: Rigged elections, 100% chance every time (No r.)</p> <p>4chan user 4: What are the chances that Canada's election will be as fraudulent and corrupt as America's November 2020 Election was? (No reaction)</p> <p>4chan user 5: 100% because he's rigged the elections. (No reaction)</p>	Dec. 21

→ Discussions on reforms to the CEA				
Articles les plus partagés; nombre de partages / Most-shared articles; number of shares				
<ul style="list-style-type: none"> • As Americans become more polarized politically, Canadians are converging toward the centre, poll finds – Globe and Mail (Total shares: 107 / Total engagement: 603) • Would ranked ballots make Ontario democracy better? – Toronto Star (Total shares: 34 / Total engagement: 101) 				
Faits saillants sur les médias sociaux / Social media highlights				
<p>Articles on electoral reform and political representation drove discussions on potential reforms to the CEA on social media this week. Many used the platform to bring up familiar topics, such as claims that Ontario and Quebec “decide” the elections, and that “the election is finished before West Canada is counted.” In response to an article contrasting Canadian political identities with those in the US, one user claimed that the Canadian electoral system “doesn't easily allow for gerrymandering, and the distribution of political power (ie. seats in parliament) more closely reflects actual our population distribution, and therefore the culture and economy.”</p> <p>A Toronto Star article asking “Would ranked ballots make Ontario democracy better?” was very popular, as social media users debated the pros and cons of FPTP, ranked ballots, and proportional representation. Users reacted negatively to the proposal for marked ballots, claiming it would produce the same results as FPTP, and showed a marked preference for proportional representation.</p>				
Publications reliées au sujet / Related posts				
Engagement	Followers,	Account	Post	Date

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	platform			
1418	27.4M, r/worldnews	Reddit user, 14K Karma	<p>As Americans become more polarized politically, Canadians are converging toward the centre, poll finds</p> <p>*Sample comments* Reddit user 1: By the way Canada's electoral system is also terrible (FPTP). Why do Anglosphere countries find it so difficult to move to proportional representation? (42 reactions) Reply 1: That same "terrible" system shut the proto-fascists out of Parliament last election. Rather than enable the extreme right because they don't know how to win elections, maybe third-place parties in Canada might consider changing leaders and platforms to attract voters. (1 reaction) Reddit user 2: This thread will soon be bombarded with r/canada types ranting about how much they hate Canada and Trudeau. Until then, yes we are lucky, we live in a beautiful, peaceful, and sane country. And also Trudeau rocks. (16 reactions) Reply 1: The only reason Trudeau wins is that 2 provinces decide the election regardless of how the other 8 provinces and 3 territories vote. Since every Prime minister sells out the rest of Canada to Quebec its Ontario that decides the fate of Canada. Its not fair and Trudeau promised to change it but surprise surprise it was the first election promise he broke. Now we have the most corrupt Prime Minister in Canadian history because he is a pretty boy. Shame on us Canada we are worse than the USA. (No reaction) Reddit user 3: I'm tired of seeing these articles about random polls which don't even represent the average Canadian. (1 reaction)</p>	Dec. 21
252	766.4K, Facebook	The Globe & Mail , Media outlet	<p>John Ibbitson: Newly released polling data showed that Canada hasn't been following the U.S. in relation to political identification, as Canadians have been gravitating away from extremes and toward the centre in recent years</p> <p>As Americans become more polarized politically, Canadians are converging toward the centre, poll finds</p> <p>*Sample comments* Facebook user 1: I think to a point that's true, but as you can see from the comments, there are plenty of people in Canada just as susceptible to propaganda and misinformation as the Americans are. We do have some advantages in terms of culture, and in terms of a more equitable education system (for now). But I think a key factor is that our political system doesn't easily allow for gerrymandering, and the distribution of political power (ie. seats in parliament) more closely reflects actual our population distribution, and therefore the culture and economy. (14 reactions)</p>	Dec. 21



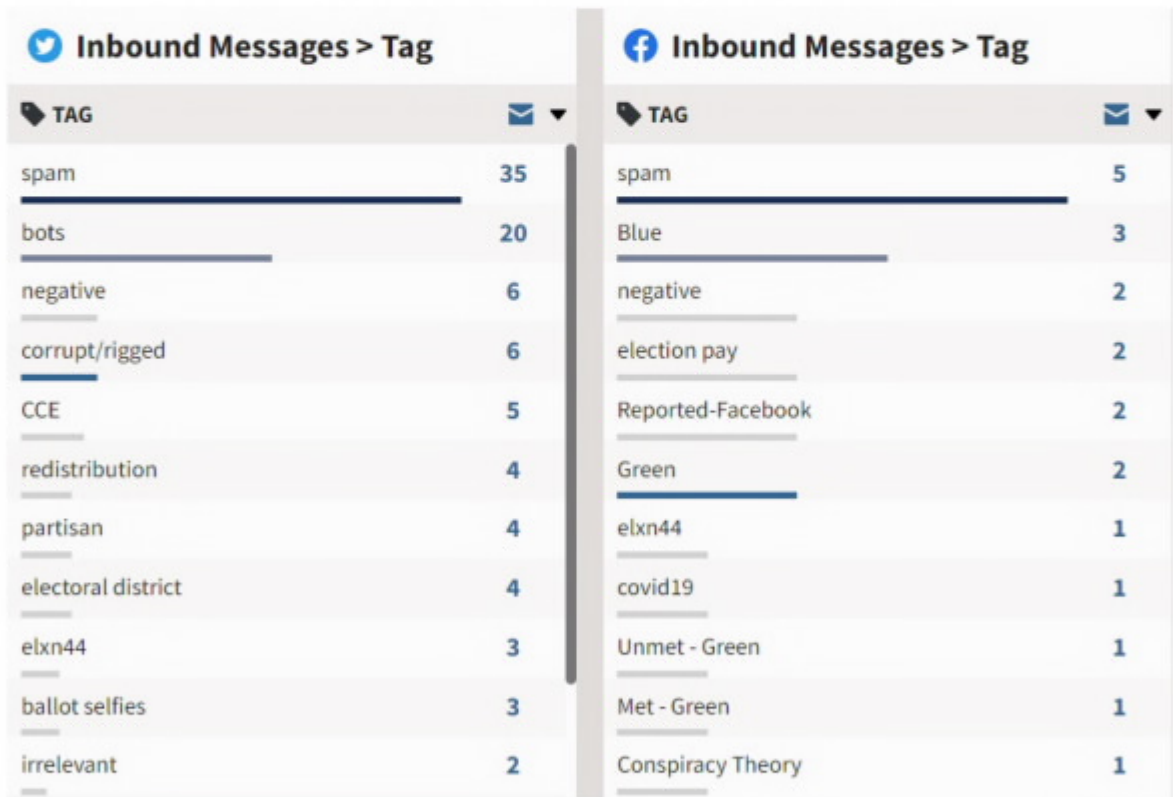
			<p>Reply 1: The election is finished before West Canada is counted. I would say that is unfair. (No reaction)</p> <p>Reply 2: Trudeau has only 31% of the popular vote.... yet he runs the country. (No reaction)</p> <p>Facebook user 2: It's more that people are moving away from Justin after getting tired of his corruption and incompetence. (8 reactions)</p> <p>Facebook user 3: I think you haven't look at this close enough, what constitutes the center in each country does not reflect the same political position. Canada's so-called center is actually left of center in the rest of the world, especially in America. (No reaction)</p> <p>Facebook user 4: Election results unconfirmed with the total exceeding absentee ballots (No reaction)</p>	
41	1.1M, Twitter	Toronto Star, News outlet	<p>Saturday Debate: Would ranked ballots make Ontario democracy better?</p> <p>*Sample comments*</p> <p>Twitter user 1: Ranked ballot in single member districts is bogus reform. Same people get elected. (30 reactions)</p> <p>Twitter user 2: The yes side says ranked ballots are an improvement, but proportional voting is better. The no side says ranked ballots are worse, but proportional voting is better. It seems like, maybe, we shouldn't bother debating ranked ballots and just bring in proportional voting. (27 reactions)</p> <p>Twitter user 3: Notice, though: if we're trying to decide what to do with #ElectoralReform, we'll have to vote on it. Assuming you want PR in the end, how do you want THAT vote tallied? READ ABOVE CAREFULLY BEFORE VOTING - this is NOT which system you want for the next election. (3 reactions)</p> <p>Twitter user 4: I'll take any change over FPTP at this point. Our system wasn't designed for so many parties. (1 reaction)</p> <p>Twitter user 5: Ranked ballots do not change the results of #FPTP. It is not the type of ballot that determines who wins, it is the boundaries of single member ridings. The front runner after the first count will almost always win. Only a proportional voting system ensures effective votes. (No reactions)</p> <div data-bbox="678 1522 1334 1774" data-label="Image"> </div> <p>Twitter user 6: In some Australian state elections where voters can rank from one to as many candidates possible, they may rank only the Liberal or Labor candidate thereby making their AV</p>	Dec. 18

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			ballot into a de-facto First-Past-the-Post ballot. It's all strategic. (No reaction)	
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Comptes de média sociaux d'Élection Canada / Elections Canada's Social Media Accounts
Volumes entrants et sujets clés / Inbound Volumes and Key Topics



Ce rapport a été rédigé par le Centre d'observation de l'environnement, Affaires publiques et Éducation civique, Elections Canada

This report was produced by the Environment Monitoring Centre, Public Affairs and Civic Education, Elections Canada