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## RRM CANADA DAILY BRIEF

### Key findings:

- RRM Canada did not observe any significant indicators of foreign state-sponsored information manipulation in its monitoring of the broader Canadian digital information ecosystem during the period of August 16 to 17, 2021
- RRM Canada assesses the vast majority of content originated from recognizable Canadian news sites.

**Scan performed at:** 5:00PM, August 17, 2021

**Scan covers:** 9:00AM August 16, 2021 – 5:00PM August 17, 2021

**Platform used:** Buzzsumo, WeChat.

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BuzzSumo engagement<sup>1</sup>

| Article title                                                                                                               | Date          | Publisher       | Facebook engagement | Twitter engagement | Reddit engagement | Total engagement |
|-----------------------------------------------------------------------------------------------------------------------------|---------------|-----------------|---------------------|--------------------|-------------------|------------------|
| <a href="#">Trudeau calls federal election, voters to go to the polls Sept. 20</a>                                          | Aug. 15, 2021 | CTV News        | 18.8K               | 631                | 24.3K             | 43.7K            |
| <a href="#">Trudeau Liberals banning unvaccinated Canadians from travel violates Privacy Act, says privacy commissioner</a> | Aug. 16, 2021 | Post Millennial | 30K                 | 247                | 0                 | 30.3K            |
| <a href="#">O'Toole comes out against mandatory vaccinations for federal employees, travellers</a>                          | Aug. 15, 2021 | CTV News        | 5.9K                | 110                | 8.5K              | 14.5K            |
| <a href="#">Erin O'Toole opposes mandatory vaccination for federal public servants, travellers</a>                          | Aug. 16, 2021 | CBC News        | 8.3K                | 1.2K               | 4.3K              | 13.8K            |
| <a href="#">Canada is headed for a federal election on Sept. 20</a>                                                         | Aug. 15, 2021 | CBC News        | 9.7K                | 908                | 1.3K              | 11.9K            |
| <a href="#">Canada's 2021 federal election is officially a go. Here's how it will work - National</a>                       | Aug. 15, 2021 | Global News     | 10.5K               | 317                | 341               | 11.2K            |
| <a href="#">Erin O'Toole opposes mandatory vaccination for federal public servants, travellers</a>                          | Aug. 16, 2021 | CBC News        | 2.8K                | 607                | 2.6K              | 6.0K             |
| <a href="#">Manifestation contre le passeport sanitaire à Montréal</a>                                                      | Aug. 15, 2021 | La Presse       | 5.3K                | 159                | 0                 | 5.5K             |
| <a href="#">Sabrina Maddeaux: Trudeau calls selfish election as Afghanistan burns</a>                                       | Aug. 15, 2021 | National Post   | 3.6K                | 937                | 101               | 4.6K             |
| <a href="#">O'Toole's past performance shows he could surprise pundits</a>                                                  | Aug. 14, 2021 | The Toronto Sun | 3.8K                | 193                | 0                 | 3.9K             |

<sup>1</sup> Engagement numbers reflect the stated reporting period. RRM Canada uses the following keywords to determine which news stories receive the most engagement. "Canada", "Canadian Election" OR "Canadian Federal Election" OR "44th General Election", "Bloc Québécois" OR "Yves Blanchet" OR "Yves-François Blanchet", "Erin O'Toole" OR "Conservative Party of Canada" OR "Parti conservateur du Canada", "Trudeau" OR "Justin Trudeau" OR "Liberal Party of Canada" OR "Parti libéral du Canada", "Annamie Paul" OR "Green Party of Canada" OR "Parti vert du Canada", "Maxime Bernier" OR "Parti populaire" OR "people party", "Maverick Party" OR "Le Parti Maverick"

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### WeChat engagement

| Article Title <sup>2</sup>                                                                                                                                                                    | Date             | Account                                          | Total engagement <sup>3</sup> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------------------------------|-------------------------------|
| <u>特鲁多刚要赌一把，他们就拿出“中国牌”!</u><br>(Trudeau wants to gamble, and they all want to play the “China card”!)                                                                                         | Aug. 17,<br>2021 | <i>Global Times</i><br>(China party-state media) | 100K                          |
| <u>突发! 加拿大要变天了: 杜鲁多解散国会, 发动“闪电大选”! 定在 9 月 20 日!</u><br>(Breaking news! Canada is about to change: Trudeau dissolves parliament and launches a "speedy election"! Scheduled for September 20!) | Aug. 16,<br>2021 | <i>51.ca</i> (local media)                       | 39.1K                         |
| <u>新增 1 个月翻 8 倍! 特鲁多刚刚宣布大选! \$2000 基本收入有机会吗? 邮寄选票成关键</u><br>(Cases rise 8-fold! Trudeau just announced the election! Does \$2000 basic income have a chance? The mail-in ballot is the key!)  | Aug. 16,<br>2021 | <i>Superlife</i><br>(local media)                | 18.3K                         |
| <u>刚刚官宣 首批阿富汗难民就飞到加拿大了! 大选在即 网友沸腾了</u> (Just announced: the first batch of Afghan refugees are flying to Canada! The election is just around the corner, and the internet is abuzz!           | Aug. 16,<br>2021 | <i>West Canada Weekly</i> (local media)          | 9.6K                          |
| <u>[焦点]特鲁多强势拉开大选! 耗 6 亿巨额 此举或冷却房市!</u> ([Focus] Trudeau has the power to force an election! Spending 600 million on the election, this move may cool the housing market!)                     | Aug. 16,<br>2021 | <i>Lahoo Vancouver</i><br>(local media)          | 5.9K                          |

<sup>2</sup> Article titles translated by RRM Canada

<sup>3</sup> Total engagement numbers reflect the article's page views. WeChat does not automatically calculate the number of comments an article receives.

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**Global Times article:**

- *The Global Times* (GT) reported on the LPC Leader's announcement of a September 20 election. The piece was published on the Global Times WeChat account and was likely intended for a domestic audience in China.
- The piece claims that the leaders of the LPC, CPC and NDP are likely to take a "tougher stance on China" because it will be "more favorable to the election campaign"
- The GT reporter quotes a professor Li Haidong from China Foreign Affairs University, an education institute administered by China's Ministry of Foreign Affairs; Li says the parties will likely play the "China card" on issues such as "human rights and democracy" or on arrests of Michael Spavor and Michael Kovrig
- The article has received a combined 200K page views across all of the Global Times' WeChat accounts. Based on initial observations of the WeChat platform, these are likely typical engagement numbers.
- This the first observed commentary from Chinese state or Communist Party linked media media on GE44
- The piece was likely directed at a domestic audience in China and the Global Times did not provide a translation on its English site

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