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RRM CANADA | MMR CANADA
Friday, June 16, 2023

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 from June 14 to 15.
- RRM Canada assesses the vast majority of content originated from recognizable Canadian news sites, and found no instances of foreign state-sponsored news outlets commenting on the by-election.
- Three days before voting day, there remains only scattered coverage of the June 19 by-elections in English and French:
 - Political commentators on Rumble – a niche online video sharing site – discussed Maxime Bernier’s election campaign in Portage-Lisgar. The video received higher levels of engagement than other news pieces for June 15, but overall, remains low.¹ RRM Canada assesses that the commentator originates from Canada and is not affiliated with a foreign entity.
 - English language online news outlets continue to publish candidate profiles in the 4 ridings that are holding by-elections on June 19.
 - RRM Canada surfaced only two French-language news articles about the by-election in NDG-Westmount.
 - RRM Canada did not observe any attempts to artificially decrease or increase user engagement with any of the above topics.
- Over the course of RRM Canada’s month-long monitoring of the Chinese-language information space, the Unit surfaced very few Chinese-language articles about the June 19 by-election. For the June 14-15 reporting period, RRM Canada still did not find any Chinese-language news articles or social media chatter about the Monday voting day or other by-election topics.

Scan performed at: 8:00PM, June 15, 2023

Scan covers: 8:00PM June 14, 2023 – 8:00PM June 15, 2023

Languages monitored: English, French, simplified Chinese

Platforms monitored: Facebook, Instagram, Twitter, Reddit, YouTube, TikTok, Weibo, WeChat, and Douyin

Tools used: Buzzsumo, Crowdtangle, Tweetdeck

¹ *JOL/Comment:* In past election cycles, RRM Canada reporting noted 10K to 20K user interactions as “high levels of engagement.” However, at this time, RRM Canada has not observed this level of user interest in the June 19 by-election.

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Highest engagement numbers for English-language media on Facebook, Instagram, Twitter, Reddit, and YouTube²

Article title	Date	Publisher	Face-book	Insta-gram	Twitter	Reddit	You-Tube	Total
Out-of-province group accused of election interference by Manitoba NDP registers as 3rd party	June 15	<i>CBC News</i>	20	0	4	28	0	52
Rumble - A Man On A Mission With Maxime Bernier	June 15	<i>Action4Canada</i>	17	0	32	0	0	49
Green Party co-leader running in federal by-election	June 15	<i>Rabble</i>	9	0	17	0	0	26
Opinion: Canada has left itself vulnerable to election interference at the provincial and city level	June 15	<i>Globe and Mail</i>	3	0	10	0	0	13
48 candidates is no voting panacea	June 15	<i>Winnipeg Free Press</i>	4	0	4	0	0	8
Portage-Lisgar advance poll estimates released by Elections Canada	June 15	<i>Portage Online</i>	5	0	0	0	0	5
Portage-Lisgar candidates answer local questions ahead of by-election - NDP's Lisa Tessier-Burch	June 15	<i>Pembina Valley Online</i>	1	0	1	0	0	2
What You Need To Know About Pierre Poilievre and Maxime Bernier	June 15	<i>Librti</i>	1	0	1	0	0	2
Electors Can Register Just Before They Vote	June 15	<i>NewsWire.ca</i>	0	0	0	0	0	0
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² Engagement numbers reflect the stated reporting period. RRM Canada uses a series of keywords to determine which news stories among English-language media outlets receive the most engagement: "Canada", "election", "by-election", "Liberal", "Conservative", "Bloc Québécois", "New Democratic Party", "Green Party", "People's Party", "LPC", "CPC", "NDP", "BQ", "GPC", "PPC", "Justin Trudeau", "Pierre Poilievre", "Yves-François Blanchet", "Jagmeet Singh", "Elizabeth May", "Maxime Bernier", "Manitoba", "Winnipeg", "Winnipeg South Centre", "Portage la Prairie", "Portage-Lisgar", "Quebec", "Montreal", "Notre-Dame-de-Grâce-Westmount", "London", "Woodstock", "Tillsonburg", "Ingersoll", "Oxford", "Ben Carr", "Julia Riddell", "Damir Stipanovic", "Candice Bergen", "Branden Leslie", "Ken Friesen", "Andrew Carrier", "Kerry Smith", "Marc Garneau", "Anna Gainey", "Mathew Kaminski", "Jean-François Filion", "Malcolm Lewis-Richmond", "Jonathan Pedneault", "Dave MacKenzie", "Arpan Khanna", "David Hilderley", "Cody Groat"

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Highest engagement numbers for French-language media on Facebook, Instagram, Twitter, Reddit, and YouTube³

Article title	Date	Publisher	Face-book	Insta-gram	Twitter	Reddit	You-Tube	Total
«Vache séparatiste»: une affiche de la candidate bloquiste vandalisée dans NDG–Westmount	June 15	<i>Journal de Montreal</i>	151	0	49	0	0	200
Il est encore temps de s'inscrire pour voter à l'élection partielle dans NDG-Westmount	June 15	<i>Journal Metro</i>	1	0	0	0	0	1
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³ Engagement numbers reflect the stated reporting period. RRM Canada uses the following keywords to determine which news stories among French-language media outlets receive the most engagement: "Canada", "élection", "élection partielle", "libéral", "conservateur", "Bloc Québécois", "Nouveau Parti Démocratique", "Parti Vert", "Parti Populaire", "PLC", "CPC", "NPD", "BQ", "GPC", "PPC", "Justin Trudeau", "Pierre Poilievre", "Yves-François Blanchet", "Jagmeet Singh", "Elizabeth May", "Maxime Bernier", "Manitoba", "Winnipeg", "Winnipeg-Centre-Sud", "Portage-la-Prairie", "Portage-Lisgar", "Québec", "Montréal", "Notre-Dame-de-Grâce-Westmount", "London", "Woodstock", "Tillsonburg", "Ingersoll", "Oxford", "Ben Carr", "Julia Riddell", "Damir Stipanovic", "Candice Bergen", "Branden Leslie", "Ken Friesen", "Andrew Carrier", "Kerry Smith", "Marc Garneau", "Anna Gainey", "Mathew Kaminski", "Jean-François Filion", "Malcolm Lewis-Richmond", "Jonathan Pedneault", "Dave MacKenzie", "Arpan Khanna", "David Hilderley", "Cody Groat"

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For Public Release

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