

# Online ethnic social media and newcomers' settlement: Results from a mixed-method study on Bangladeshi immigrants in Canada



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# Today's agenda

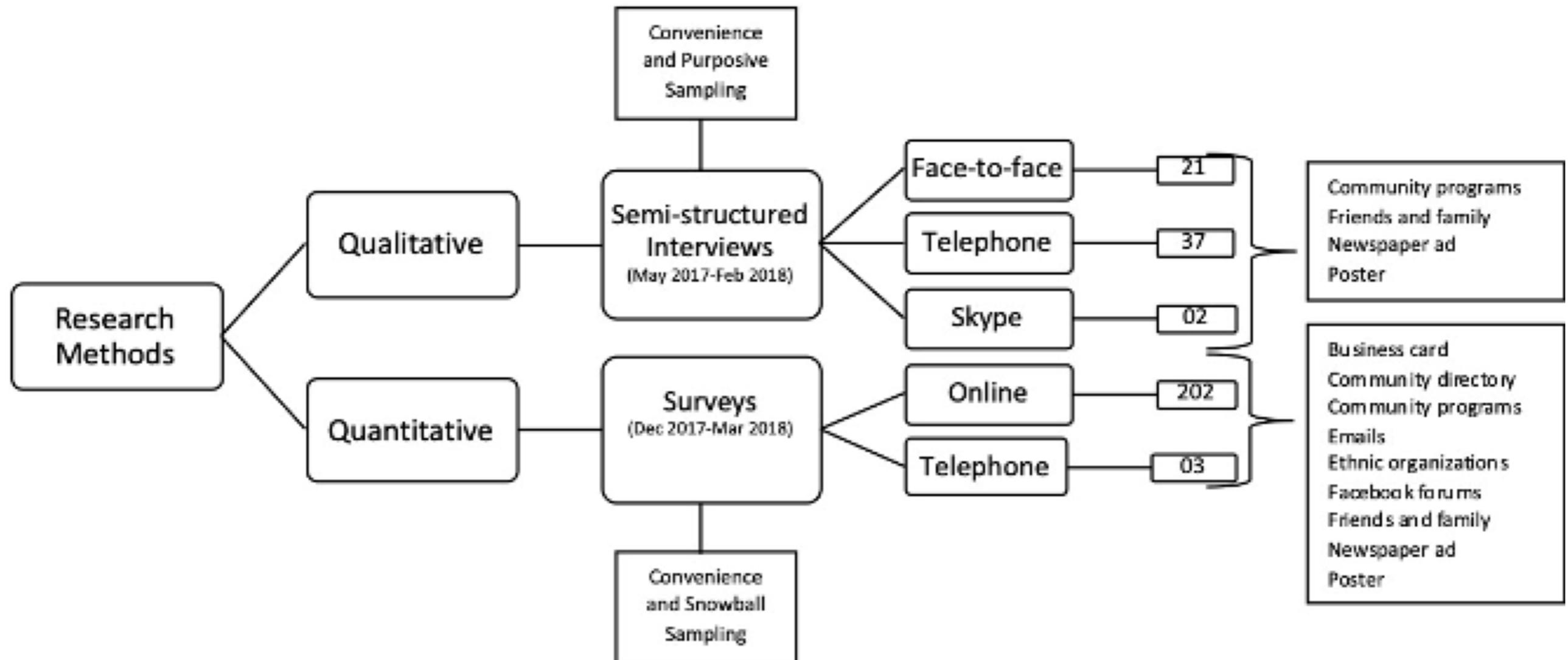
- Brief literature review
- Research methods
- Demographics
- Findings
- Policy implications and conclusions

# Brief literature review

- Significant use of the internet and social media tools among newcomers and immigrants including refugees and international students

Borkert et al. (2018); Dekker et al.(2018);  
Esses et al., 2013; Khoir, 2016; Mansour (2017); Shuva,  
2020; 2021; Sin & Kim (2018)

# Research methods

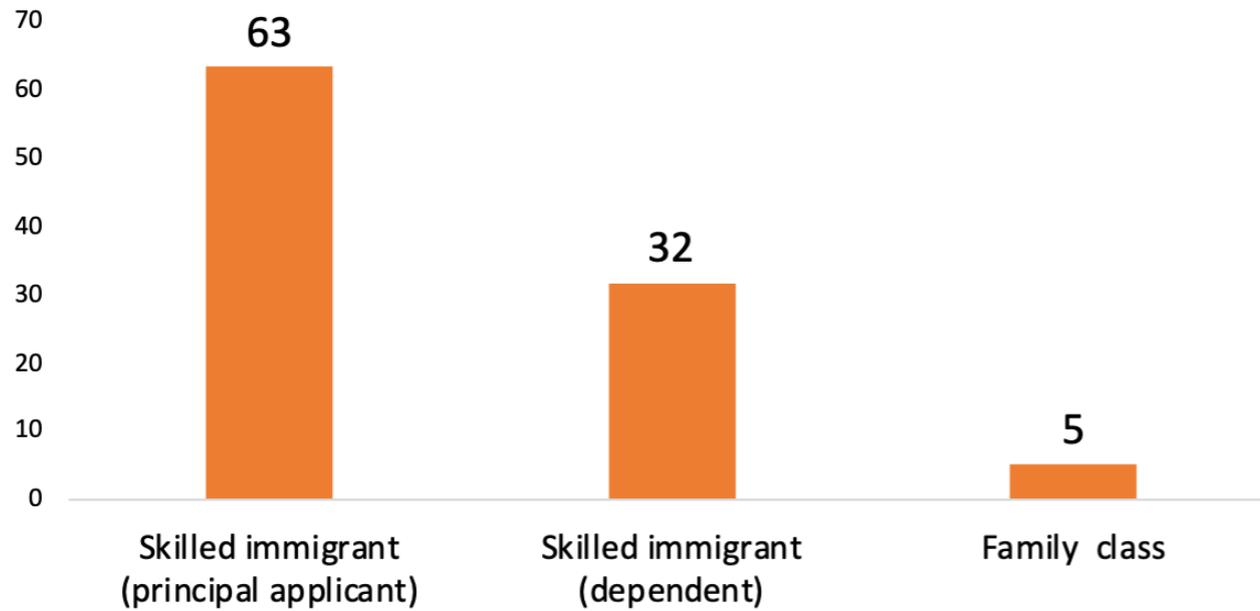


# Demographics

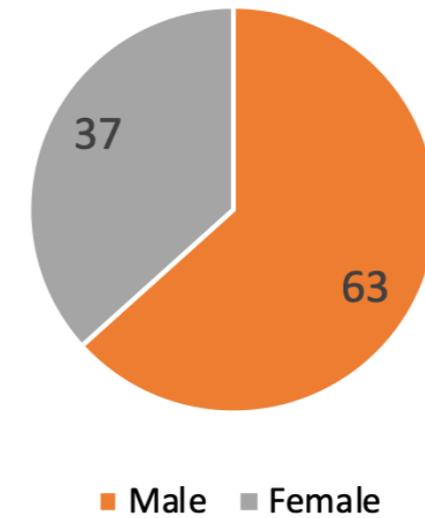
- Interviews
- Surveys

# Demographics (Interview)

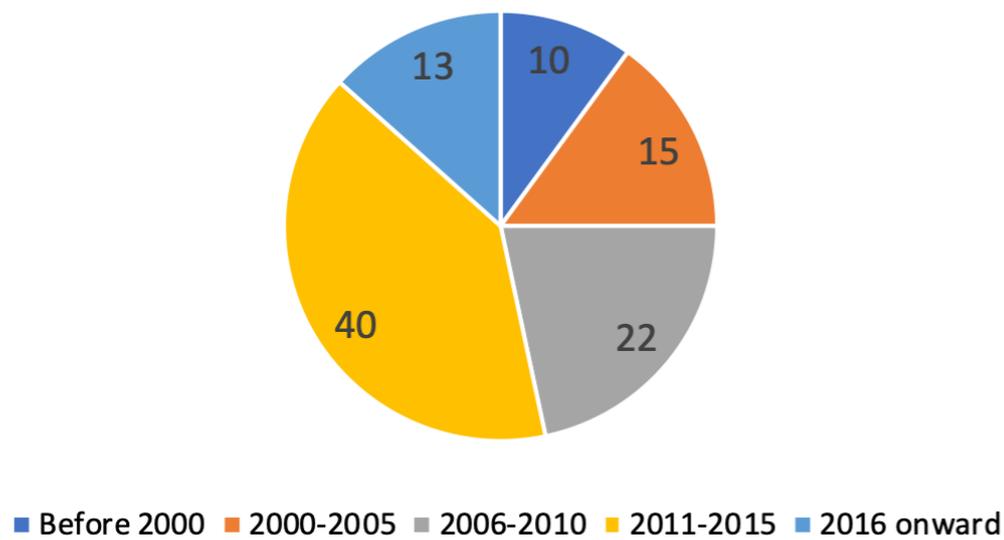
Immigration status (in percentages)



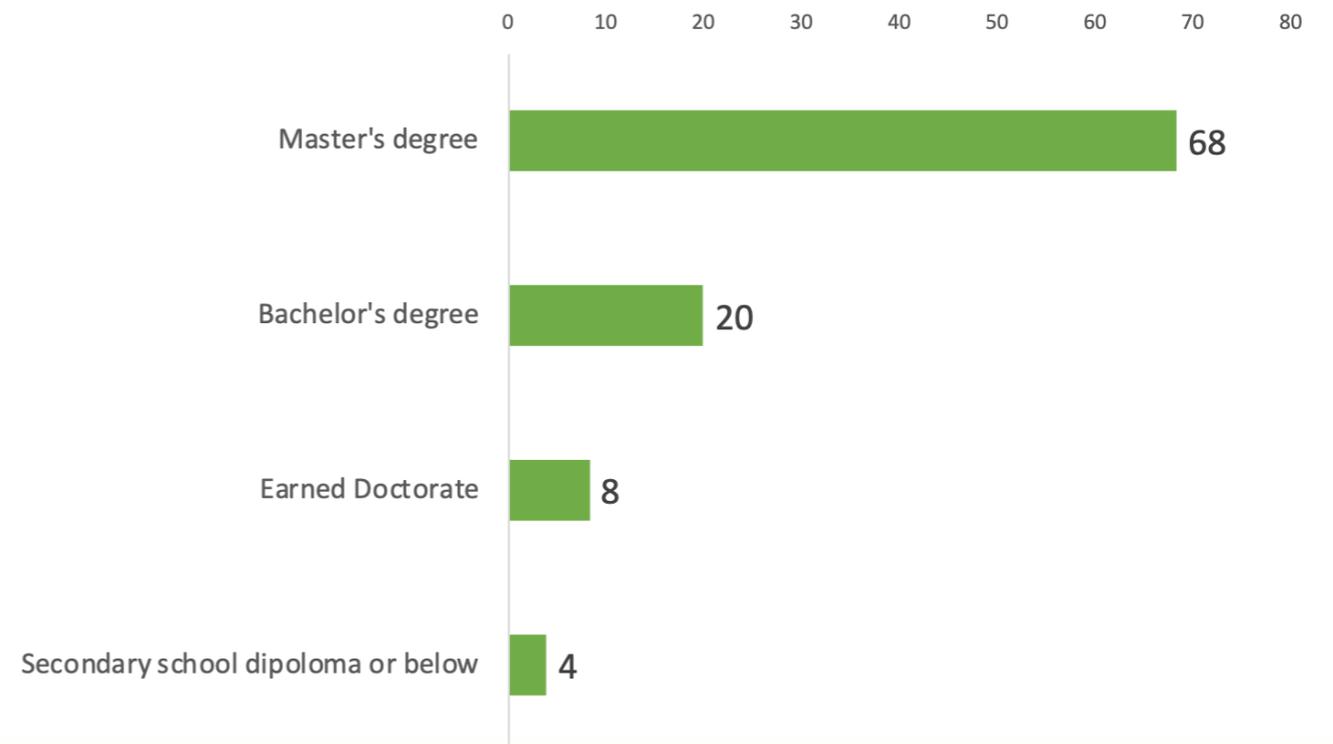
Gender (in percentages)



Year of arrival (in percentages)

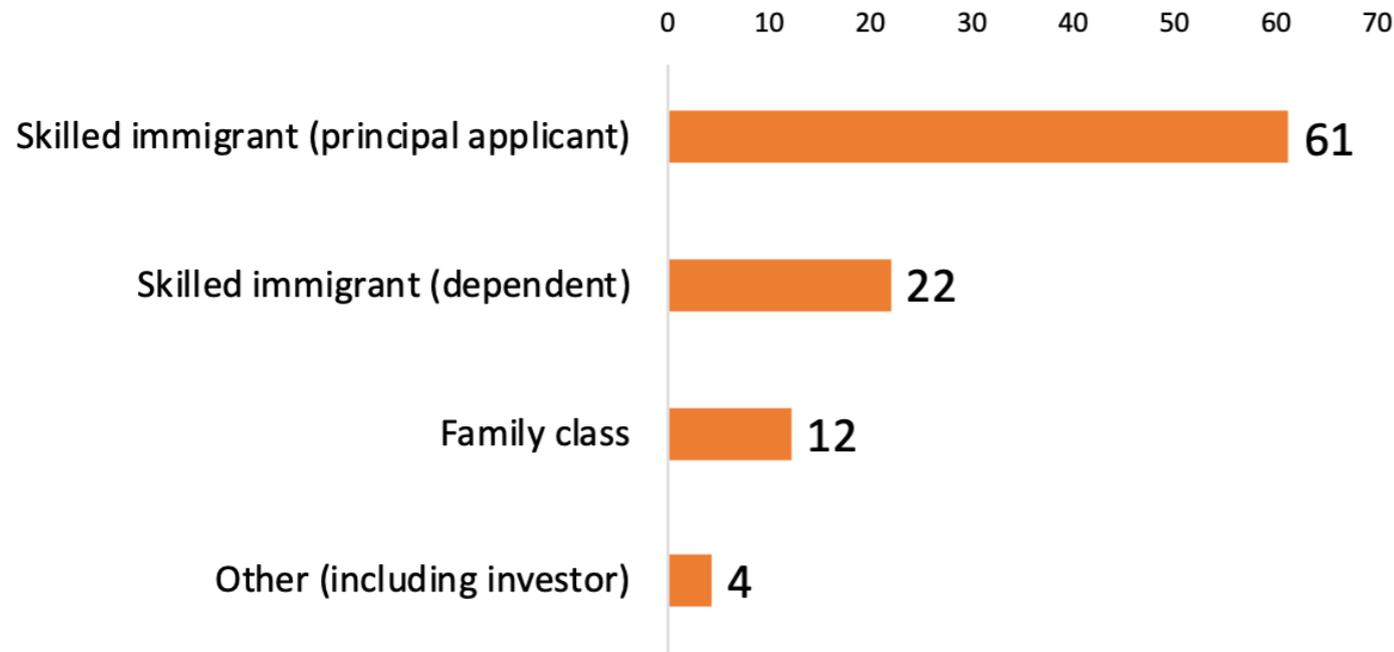


Education (before arrival, in percentages)

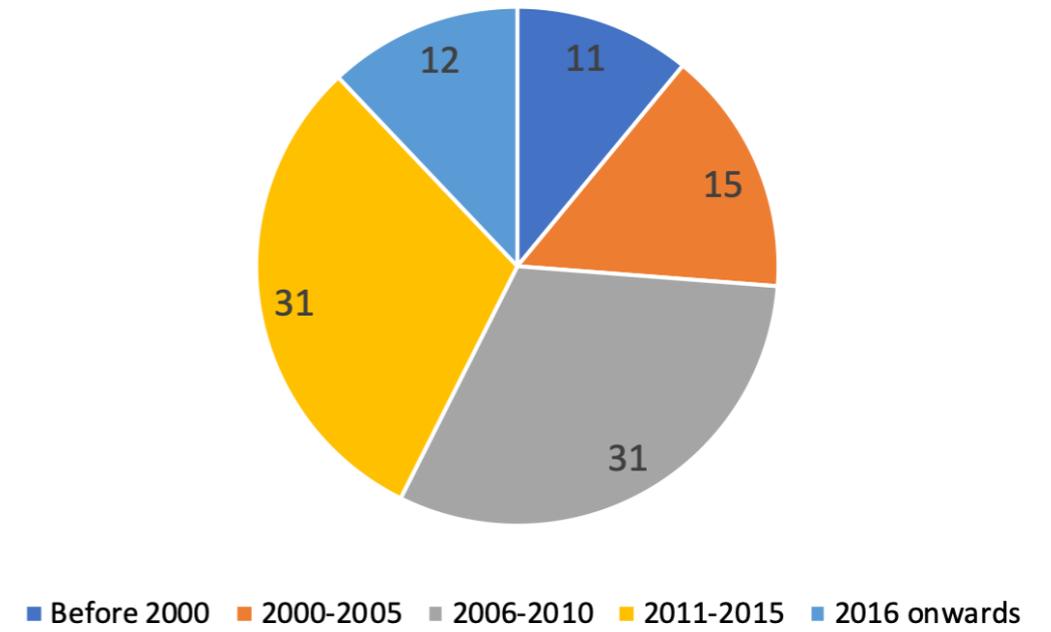


# Demographics (Survey)

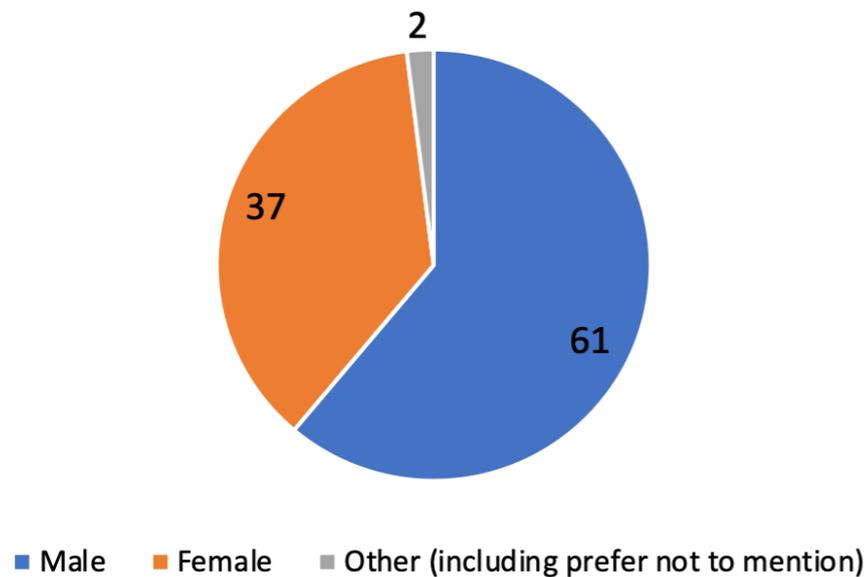
Immigration status (in percentages)



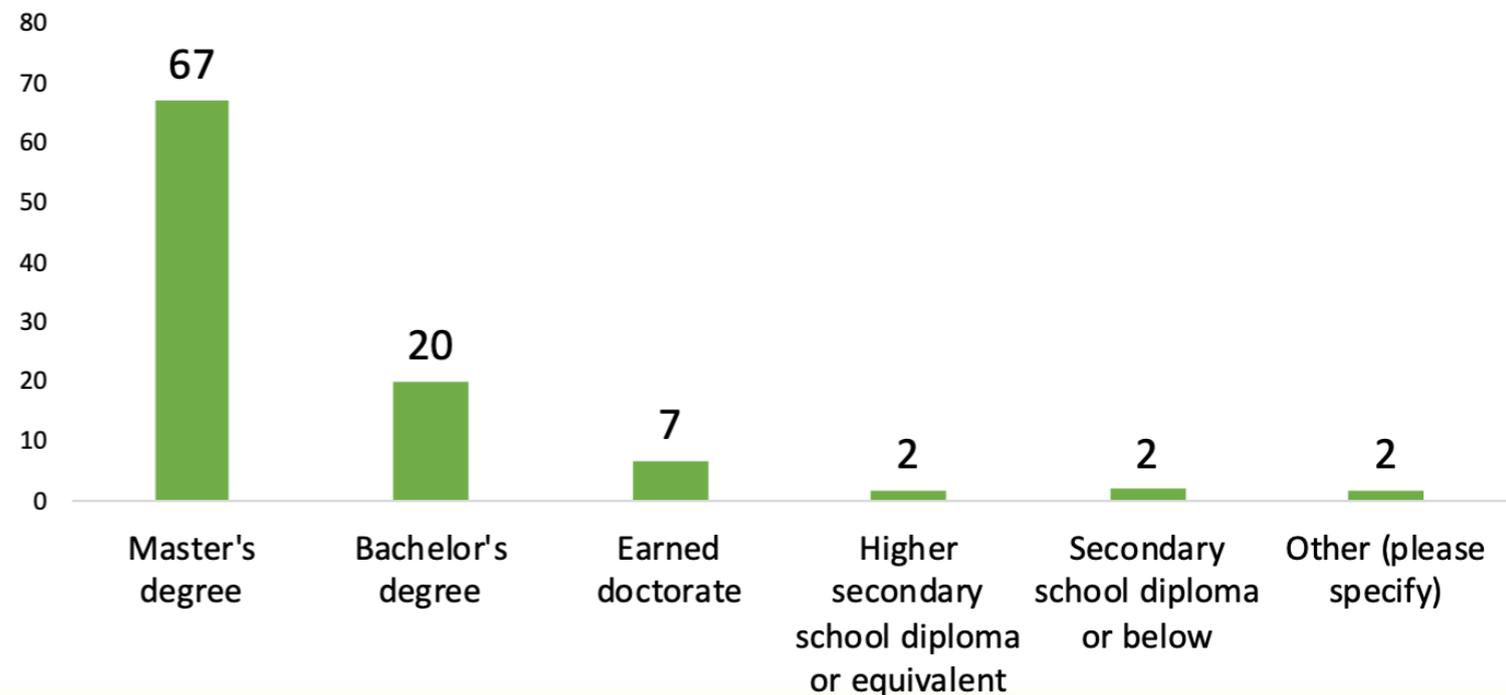
Year of arrival (in percentages)



Gender (in percentages)



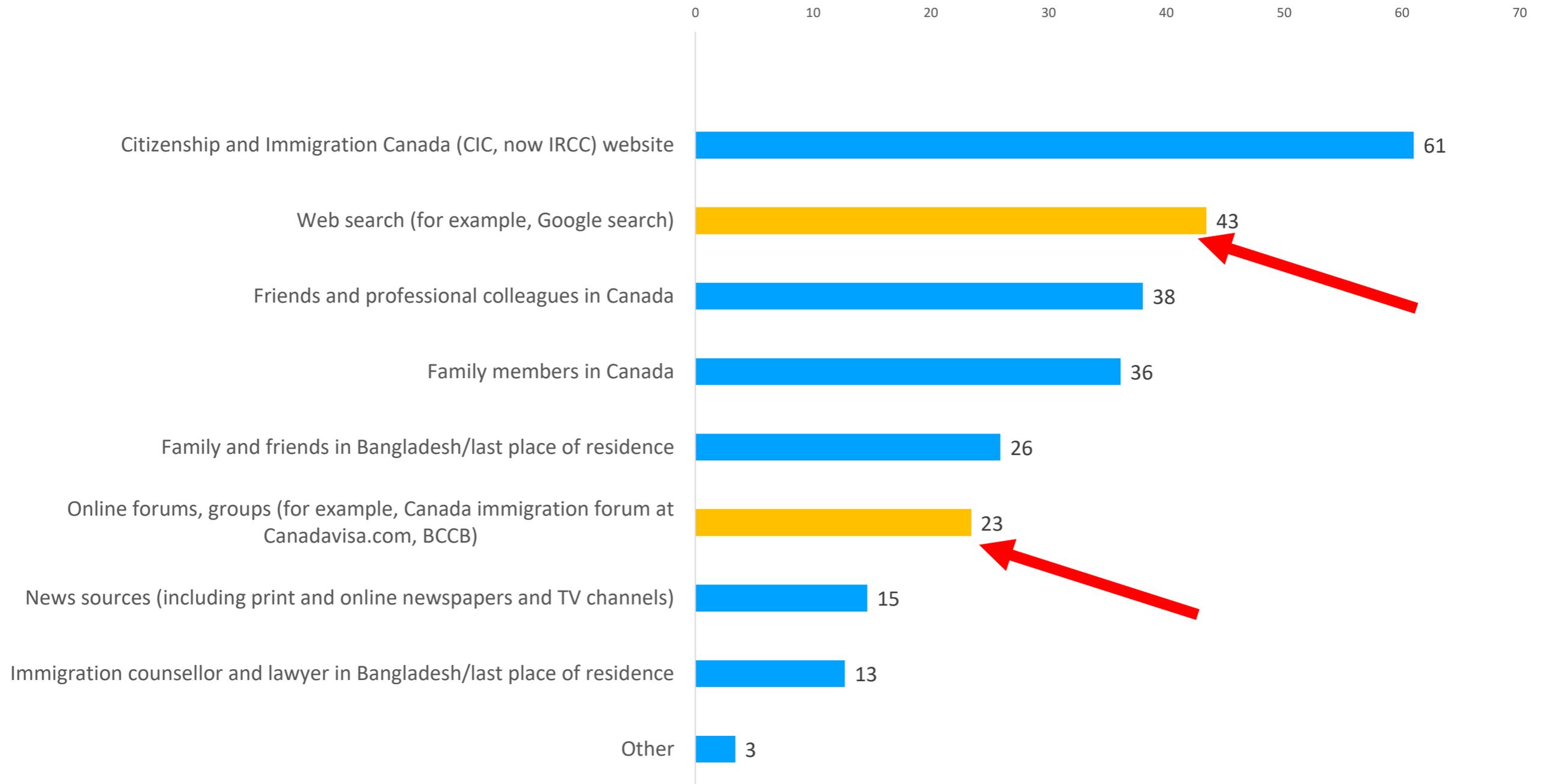
Education (before arrival, in percentages)



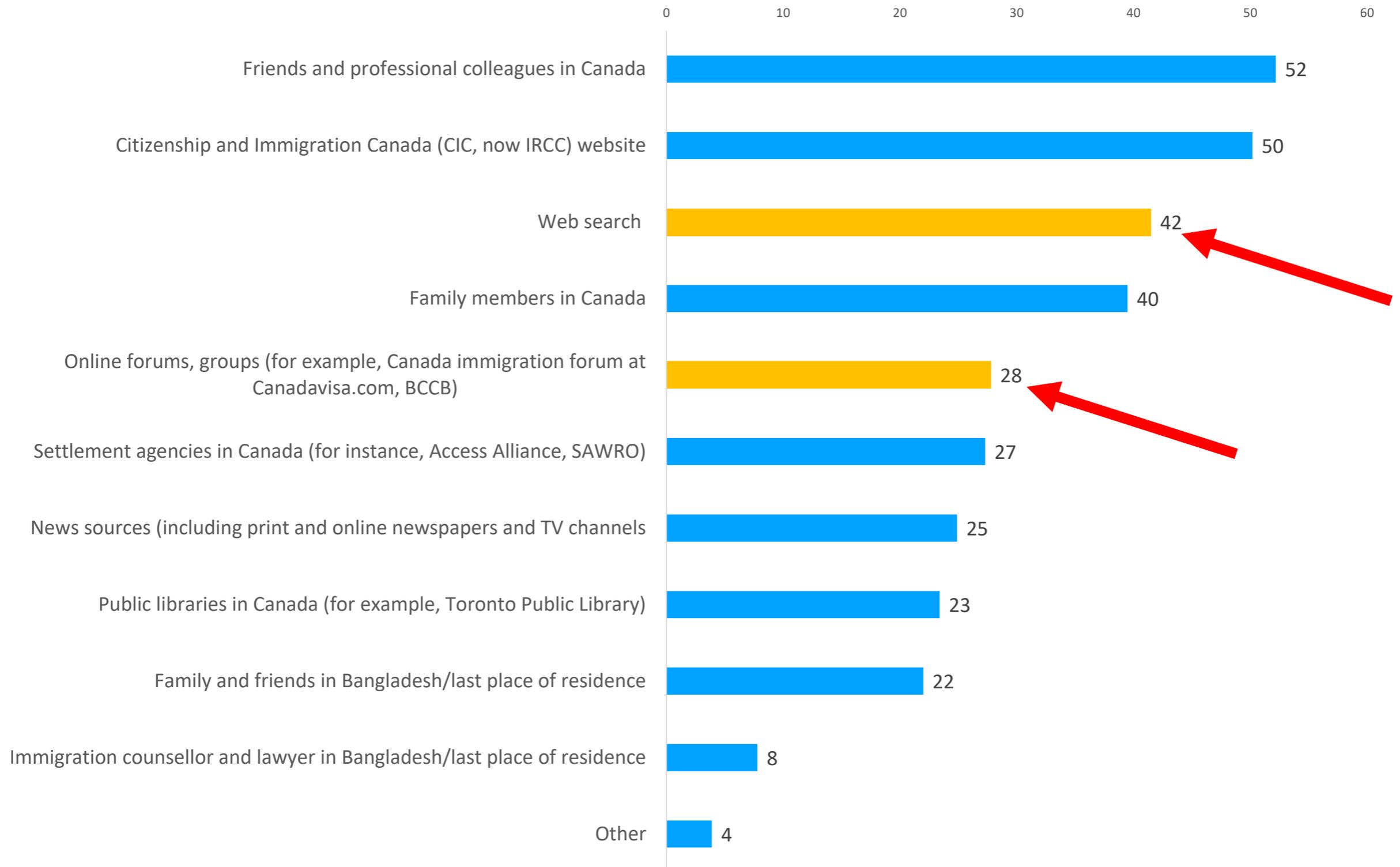
# Findings

- Internet and social media as pre- and post-arrival information sources
- Social media usage in Canada
- Ethnic-social media tools and newcomers' settlement (interview findings)

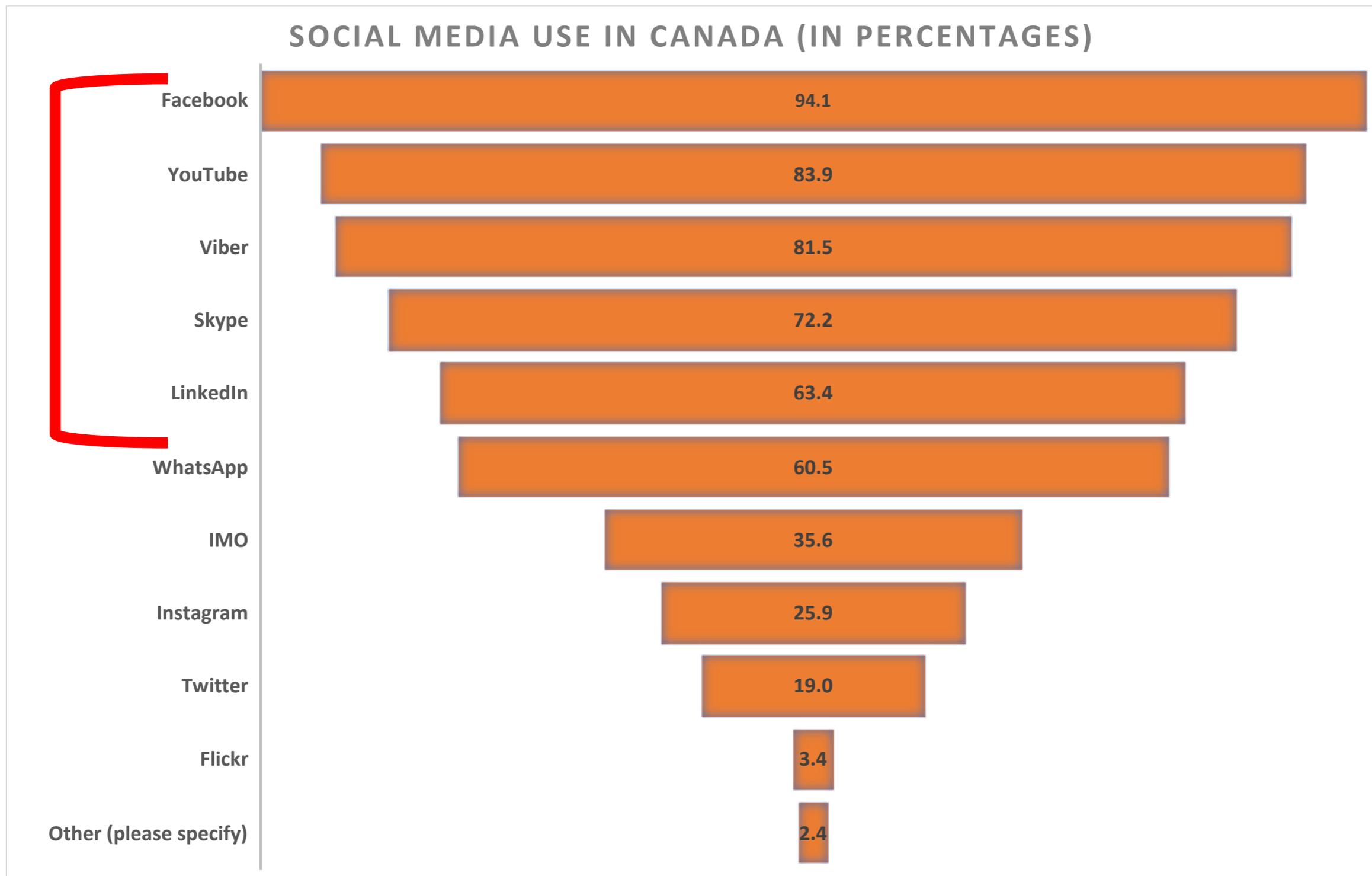
### Pre-arrival information sources (in percentages)

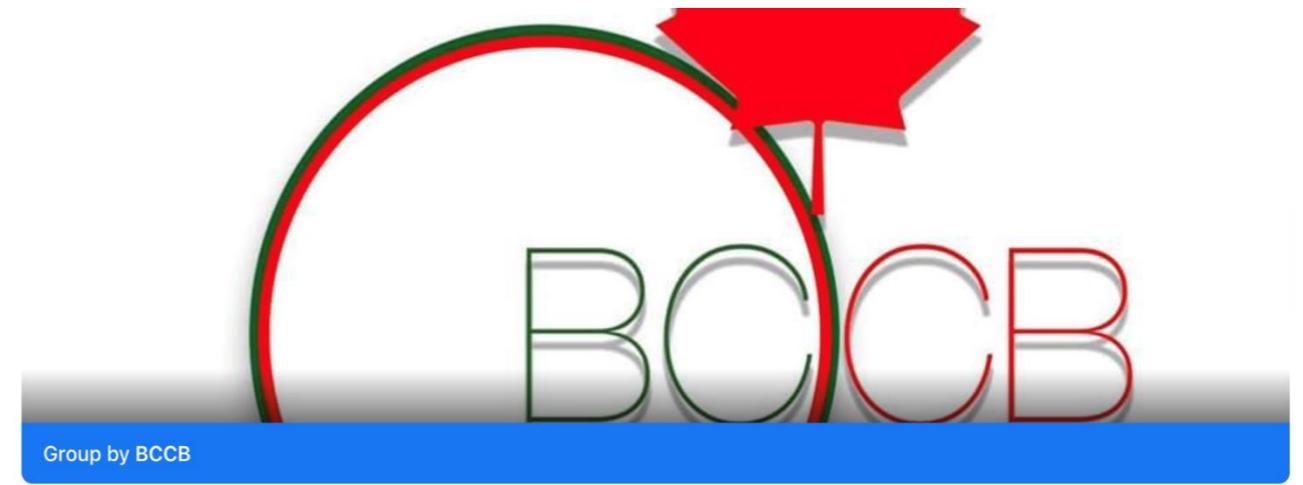


### Post arrival information sources (in percentages)



# 98.5% of participants reported they use social media in Canada

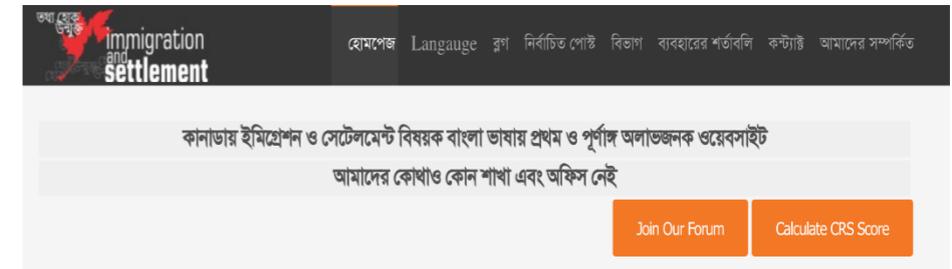




# Ethnic social media and newcomers' settlement (Interview findings)



Prospective Bangladeshi Students in Canadian Universities



CANADIAN CENTRE FOR INFORMATION AND KNOWLEDGE

Canada Immigration Help for Bangladeshis  
কানাডা ইমিগ্রেশন সহায়তা

“ Many times, I see someone commenting [on Bangladeshi community Facebook forum] ‘I am a new immigrant, I got my PR (permanent residency), I am moving to Canada in three months, so what I need or I want to move to this area.’ Or, ask ‘which area would be supportive?’ Then everyone [on that Group] may say initially ‘Bangladeshi moving to Ontario usually move to Danforth [Toronto, also known as “Little Bangladesh]. Victoria Park and Danforth. That is a Bangladeshi community’... They [people in that forum] even help new immigrants with employment and information a lot. ”

–Noman (Milton, 2010)

“ BCCB [Bangladeshi ethnic community forum] is an excellent platform. Nowadays, almost 98 percent of the [settlement] problems are solved there. I did not get those [help when I moved]. By 98 percent problem solved I meant people from almost all fields [professions] are there. From unemployed people to experienced people, successful businessman, banker, realtor, IT personnel, all types of people are there...So, that is a very good platform [for Bangladeshi newcomers].”

– Maruf (Toronto, 2011)

“

...there are some Bangladeshi groups on immigration and settlement for Canada for the Bangladeshi and Canadian migration from Bangladesh. Some of those are closed groups, some are open groups. Another group is BCCB (Canadian Bangladeshi-Bangladeshi Canadian). So, I sent friend requests to those groups and they accepted it. ...So, I asked information [pre-arrival] about lifestyles, transportation systems, whatever came to my mind on those groups. I felt their responses were very good. ”

– Iqbal (Brampton, 2017)

“There are many Bangladeshi [immigration] [Facebook] forums established recently. For example, BCCB is doing some work. Then there is immigration and settlement.org website and forum. The immigration and settlement.org [website] is in Bengali. They are developing resources in Bengali. They do have YouTube videos [on immigration-related topics] They are doing a lot of work.”

*-Shomrat (Toronto, 2017)*

“ It’s so important [Bangladeshi ethnic community forums]. Because now I came to...like one month... six months before there is a Facebook page, it’s called Bangladeshi Canadian-Canadian Bangladeshi. When I was coming here there was no page like that. One of my friends is coming and he knows everything from there. That he is posting...asking everything where I can get the job, where I can get the accommodation, where I can get the driving license, everything is there. And, at that time I hadn’t that. And for the newcomer, it’s very important to get the [information] about the accommodation and then the job. ”

– Hasi (2013, Toronto; in English)

## JOB OPPORTUNITY: One of the BIG 5 Banks

### Position: Senior Business System Analyst.

▶▶ If you possess the EXACT Skills mentioned below, I can refer you to the 2nd Level Hiring Manager. (You have to be successful though with your 1st Level Interview on yourself.)

See more



Amra Canadian Bangladeshi - ACB

August 3 · 🌐

### #ACBAnonymousPost

As salamu alaikum, I desperately need a job to bear my expenses in Toronto, Canada. I have done my Post Graduation Diploma in Healthcare Leadership Program (Related to Hospital Management) from a Canadian College- Dean Award Recipient .

I passed my MBBS from Bangladesh and have 9 years of working experience in clinical and administrative line in Bangladesh.

I failed to get a job in an administration position for a Hospital/Clinic. I tried my best, applied in... See more

👍🥺🙏 30

16 Comments 3 Shares

👍 Like

💬 Comment

➦ Share

Job Title: Filing Clerk, BD

Regular Full-time: Office hours -10 am to 6 pm

Location: 200 Consumers Road North York, North York, Ontario, M2J 4R4

Reports to: Country Manager, BD... See more

👍 15

Hello All,  
Looking for a part time job in Toronto.

I have 20hours work permit in a week.  
Available time: Friday, Saturday and Sunday.  
Current location: Near Warden n Finch.

4 C Institution: Seneca

It's really tough to get a job without reference. I would be grateful to you guys if you can help me to find a job.  
Thanks.

👍 4

6 Comments 1 Share

**Looking for fully furnished one bedroom basement apartment in Toronto/Scarborough with car parking from November. The location must be close to supermarket, Bus stop and other facilities.**

**Thanks in advance.**

Jun 18, 2020 · 🌐 · ...Hello everyone, Looking for an accommodation in Toronto from July/August'2020. Criteria: 1.Studio/1 bedroom/basement apartment 2. Budget : 1000-1300 CAD (hydro included) If anyone can help me,it will be great. Thank you

  3

2 Comments

## Private school or Public school? Which school system is better for kids at early stage?

Anyone providing weekly meal to near crescent town? It's need to be deliver.  
Thanks.

Can anyone suggest me a good driving school in Oshawa? After I complete the basic course in a school, how long it will take to book the road test? I talked to one instructor here and he said it will take another 6 months to schedule the road test after I finish the basic course in a driving school. Should I register for a shorter driving course instead of 6 months course?

Please advice me a good islamic School for grade 8 - 12 (Except Nugget as it is too expensive for me )

Seeking advice from those who have given their kids or have direct relatives whose kids are going to islamic school — looking for recommendations.

## CANADA IMMIGRATION: Rural and Northern Immigration Pilot Program

কানাডাতে স্থায়ীভাবে বসবাসের নতুন এক আশার আলো হিসেবে আপনারা হয়তো এই প্রোগ্রামটির দিকে তাকিয়ে আছেন

এই প্রোগ্রাম মোট ৫ টি প্রভিন্স নেয়া গঠিত (ONTARIO, MANITOBA, SASKATCHEWAN, Alberta , British Columbia ) যগুলোর অধীনে রয়েছে কয়েকটি " Community"।

1) Ontario (Province)

- Gretna-Rhinel
- Brandon (Con
- 3) Saskatchewan
- Moose Jaw (C
- 4) Alberta
- Claresholm (C
- 5) British Colum
- West Kootena
- Vernon (Comm

ommunity)

looking for recommendations.

Hello, Good People from Ottawa,  
My wife and I recently relocated to Ottawa, and we need to buy home essentials like curtains. I am wondering if there is any discount store like "Extra Extra Discount Store" in Scarborough?  
Also, what is the best place to get Halal meat and Spices?  
Thank you in advance!



NO RECOMMENDATIONS YET

Ottawa, Ontario

5

3 Comments

কমিউনিটি বলতে আসলে কি অর্থে ব্যবহার হয়েছে ?

কমিউনিটি বলতে আমরা সাধারণত বুঝি একটি প্রতিষ্ঠান যারা আপনাদের নোমিনেট করবে এবং কিছু এরিয়ার কথা বলা হয়েছে যেখান থেকে যদি কোনো Employer আপনাদের জব অফার দিতে চায়, তাহলে তারা জব অফার দেয়ার অধিকার রাখে। আসলে এটি সম্ভব কেননা যে যে এরিয়ার কথা বলা হয়েছে এগুলোতে খুব কম সংখ্যক মানস বসবাস করে তাই আপনাদেরকে NOMINATE করে তাদের কমিউনিটি

# Policy implications & Conclusion

- ❑ Create meaningful partnerships with ethnic community social media forums/organizations to help newcomers make informed settlement decisions (pre- and post-arrival)

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Thank you!  
ধন্যবাদ!