

# Ethnic media Election Coverage

## Commonalities and Differences

P2P April 2022

Andrew Griffith

# Outline

- Methodology and limitation
- Summary data
- Analysis

# Methodology and Data

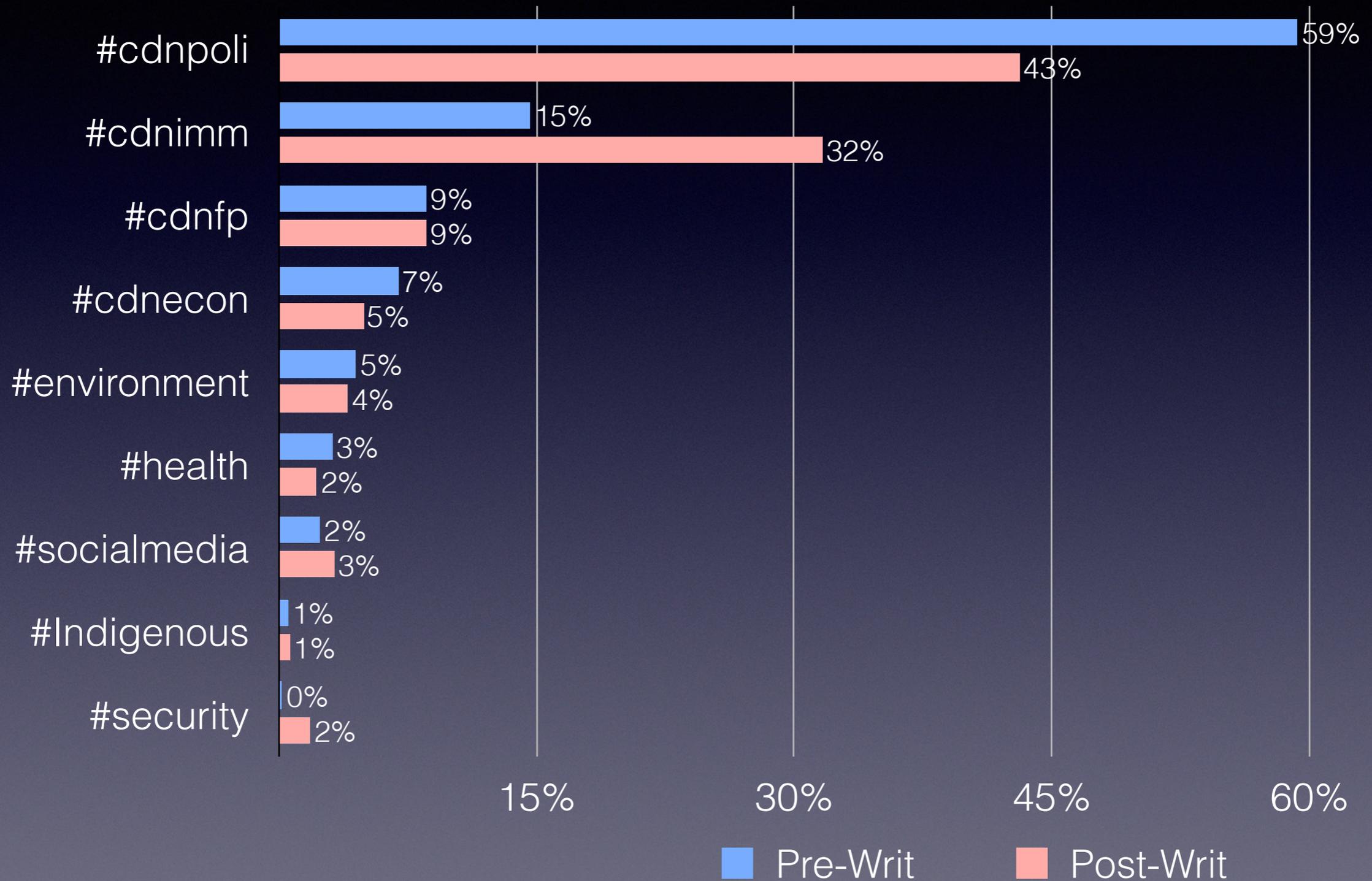
- Media summaries provided by MIREMS—Multilingual International Research and Ethnic Media Services
- Keyword based
- Sources reflect ethnic group size, media strength (e.g., publishing frequency) and coverage
- Over-coverage of Chinese and Punjabi media
- Pre- and post-writ coverage of 2,500 articles

**FIGURE 3: ISSUE COVERAGE BY MEDIA LANGUAGE—JULY 20 TO NOVEMBER 3**

Group	Ethnic Media			VisMin Population	Over/Under Representation
	Coverage	Publications	Difference		
South Asian	34.5%	44.4%	-10.0%	25.1%	9.4%
Chinese	38.3%	17.7%	20.6%	20.5%	17.8%
Black	0.5%	8.0%	-7.5%	15.6%	-15.1%
Filipino	3.3%	5.5%	-2.2%	10.2%	-6.9%
Latin American	5.2%	10.3%	-5.1%	5.8%	-0.6%
Arab	1.7%	4.8%	-3.1%	6.8%	-5.1%
West Asian	1.5%	5.5%	-4.0%	3.4%	-1.9%
Korean	1.1%	3.8%	-2.7%	2.5%	-1.4%
Total	86.0%	100.0%	-14.0%	90.0%	-3.9%

Highlighting: +/- 5 percent

FIGURE 1: ETHNIC MEDIA OVERALL FOCUS—20  
JULY TO 3 NOVEMBER



**FIGURE 2: ISSUE COVERAGE 20 JULY—4 NOVEMBER**

Issue	Pre-Writ	Post Writ	Change	Total
Campaign	18.8%	18.5%	-0.3%	18.6%
Candidates	10.1%	13.8%	3.7%	11.9%
Immigration	5.1%	13.8%	8.7%	9.4%
Ethnic vote	1.7%	10.1%	8.4%	5.9%
Poll	7.0%	2.0%	-4.9%	4.5%
Election Date (Jewish)	8.8%	0.1%	-8.7%	4.4%
China	5.7%	3.2%	-2.6%	4.4%
Climate change	4.3%	3.6%	-0.7%	4.0%
Multiculturalism	2.3%	5.2%	2.9%	3.7%
Foreign interference	1.7%	5.0%	3.3%	3.4%
Third party	6.0%	0.5%	-5.5%	3.2%
Cost of living	3.1%	2.9%	-0.2%	3.0%
Leaders' Debate	3.0%	2.7%	-0.3%	2.9%
Results	0.0%	5.2%	5.2%	2.2%
Citizenship	2.0%	2.5%	0.6%	2.2%
Ethics	3.6%	0.7%	-2.9%	2.1%
Same sex marriage	3.0%	0.3%	-2.7%	1.7%
Social media	0.5%	2.7%	2.2%	1.6%
Healthcare	1.1%	1.1%	-0.1%	1.1%

**FIGURE 3: ISSUE COVERAGE BY PARTY—JULY 20 TO NOVEMBER 3**

Issue	CPC	LPC	NDP	Green	PPC	BQ	Total
Campaign	15.5%	21.0%	18.4%	23.3%	3.3%	50.0%	16.5%
Candidates	14.9%	14.5%	31.2%	23.3%	6.6%	0.0%	15.2%
Immigration	5.4%	9.0%	6.4%	13.3%	30.2%	0.0%	10.0%
Election Date (Jewish)	18.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
China	7.1%	5.3%	2.4%	6.7%	1.1%	50.0%	5.4%
Multiculturalism	1.8%	9.2%	9.6%	3.3%	2.7%	0.0%	5.4%
Climate change	1.2%	3.5%	1.6%	16.7%	13.7%	0.0%	3.9%
Cost of living	4.8%	3.2%	5.6%	3.3%	0.0%	0.0%	3.6%
Third party	0.2%	0.4%	0.0%	0.0%	26.4%	0.0%	3.4%
Leaders' Debate	0.2%	1.8%	0.0%	0.0%	15.4%	0.0%	2.6%
Ethnic vote	1.7%	4.2%	3.2%	0.0%	0.0%	0.0%	2.5%
Citizenship	0.8%	3.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Poll	1.5%	1.4%	1.6%	0.0%	0.0%	0.0%	1.3%
Results	1.5%	1.4%	0.0%	0.0%	0.0%	0.0%	1.1%
Foreign interference	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%
Total	74.8%	78.3%	80.0%	90.0%	99.5%	100.0%	79.8%

Highlighting: Green  $\geq$  15 percent, Blue  $\geq$  5 percent  $\leq$  15 percent

# Rather than ethnic media providing a separate space and reinforcing silos, ethnic media serves an important role in political integration

- Comparable coverage to popular mainstream media
- Media encourage political participation and voting
  - “If Chinese Canadians want to protect their interests, they should learn from the Jewish community and participate in these community conversations. **Fairness has to be fought for**; it is not something that is given out for free.” (26 July, Chinese, Daily 7)
  - You have on Monday, on voting day, an important opportunity to do so. Vote without having higher expectations from politicians than you would have from yourselves. They are people. They will make mistakes and they will not be able to be perfect, no matter the party. Any vote is good and important! Even the one made from the heart, the one made strategically, and the one made to punish the party or politician who disappointed you. **There is no stupid vote in a democracy.** Think about, if you still choose Canada as your adopted country, how you want the country to look, how you want to leave it for your children.” (20 October, Romanian, Pagini Romanesti)
- Media encourage understanding of issues and party positions
  - “... First, [Fil-Canadians] need to know you will do something about the needs of their families, their jobs or careers, and their desire to be homeowners. If you want to win the elections, **make sure your platforms are not mamby-pamby**, vague ideas of what your political agendas are, but simple, down-to-earth, to the bones policies regarding post-secondary education for them and for their children, professional accreditation and the recognition of their post-secondary education in the Philippines, and housing affordability.” (13 September, Filipino, Philippine Asian News Today)
  - “...our [Muslim] people, many of whom are not aware of the political system, are herded to the polls like cattle and eventually vote for a party or candidate that would not benefit our community. Rather we **must vote based on a party's platform or the candidate's abilities.**” (30 August, Muslim, al Ameen)
- Some “championship” of same ethnic origin candidates

# Annex

# Detailed Observations

# Ethnic media largely mirrors mainstream media in its coverage of election issues and trends

- Ethics, relations with China and climate change
- Party electoral strategies, platforms and tactics
- Reflects most articles taken and translated from mainstream media
  - E.g., Liberal values positioning on same sex marriage and abortion, delayed and confused Conservative response widely covered and commented upon.

# Issues less well covered reflected internal community sensitivities or possible foreign interference

- Divisions between Hong Kong and mainland Chinese Canadians
  - “Twitter identified some 200,000 accounts, many of which were **deliberately and specifically attempting to sow political discord in Hong Kong**, including undermining the legitimacy and political positions of the protest movement on the ground. According to Twitter’s research, most of the accounts and their subversive activity has been state-backed. Canadian pro-democracy supporters have been targeted with threats published on the Beijing-controlled WeChat platform, and it’s been alleged that many of the Hong Kong counter-protests in Canadian cities have been organized by Chinese consulates.” (10 October, Chinese, Epoch Times)
- Chinese government efforts to strengthen the pro-China narrative
- India—interference and Punjab independence
  - “Attempts to interfere by the Canadian or US government in the Punjab provincial election or in general elections in India has never been reported, even though the **influence of Non Resident Indians (NRI) on Indian elections** can be seen. But in Canadian elections, governments are being identified. Bobby, a guest on the show said that in Indian elections many NRIs living in Canada and other countries supported their family members who were running in the election and played a big role. The political base of any community living anywhere internationally, impacts the politics of the country where they’re living.” (17 September, Punjabi, Chin FM 91.9 Ramz Punjabi)
  - “He accused his fellow caucus members of being in favour of an independent Punjab, called Khalistan. This is a topic that has been frustrating Trudeau for the past two years, with Indian officials also accusing Trudeau of the **same softness for Punjabi independence**.” (3 September, Punjabi, OMNI 2 TV 8:00 PM South Asian Today)

# Most ethnic media have less in-depth issue coverage and more emphasis on “horse race” aspects

- Extensive coverage of national, regional and local polls
  - Angus Reid, Calculated Politics, Campaign Research, CBC, Corbett Communications, Forum Research, Insights West, Ipsos, Leger, LISPOP, Mainstreet, Nanos, Research Co
  - “... a tight race between the Conservatives and the Liberals, with no more than a percentage point between them on average, both in the low 30s. The most likely outcome, if this holds: a minority Parliament of some kind, with neither party capable of governing on its own. Next, consider the likely strategies of the two major parties in response. The **Liberals will do what they nearly always do**: paint the Conservatives as racists, Nazis and worse, the better to frighten NDP and Green supporters into voting Grit as the only way to stop the Tories.” (30 August, South Asian English, Asian Tribune)
- Climate change and immigration-related polls
- Major reports and studies were covered (e.g., Samara, OECD, Ethics Commissioner)

# Coverage of party nominations, candidates and ridings reflects riding demographics

- Ethnic media highlight candidates from respective ethnic group
- “Oversample” of Punjabi media, candidates, and localities (e.g., Brampton)
  - “There is only **one hospital in Brampton** for 600,000 people. If you compare Mississauga and Brampton, Mississauga that has less population than Brampton has three hospitals.” (7 October, NDP candidate Brampton West Navjit Kaur, Punjabi, Chin FM 91.9 Ramz Punjabi)
  - “This riding [Richmond Centre] is one of the few ridings that has many Chinese Canadians. This is due to the immigration trend in the last century where most Chinese immigrants came from Hong Kong. These residents speak primarily Cantonese, and have good English language proficiency. However, there has been an **influx of mainland Chinese immigrants** more recently. The riding has become more populated with mainland Chinese immigrants ever since. In the 2016 census results, it was the first time in history that the number of Mandarin speaking residents surpassed Cantonese speaking residents. This was an indicator that the Chinese community is slowly changing. Ever since 1988, the Conservative Party has been the preferred party in the riding. The Conservative Party has won the Richmond Centre riding for 19 years.” (30 September, Chinese, Van People)

# Candidate profiles often provide more information on candidate views. Nomination battles and disputes, particularly when these involve different communities, attract commentary

- “He [CPC candidate Alex Yuan, Markham-Thornhill] shared his door knocking experience, and said that voters are most concerned that the Liberal government’s policy may mess up the existing peace and societal order. They are afraid that the legalization of marijuana will lead to **loose regulation of other more damaging drugs**. Voters are concerned that the Liberal government will not be able to control the border and that we will see an increase in illegal border crossers entering Canada.” (20 August, Chinese, Van People)
- “Polish people have to stop supporting Justin Trudeau, as he doesn't represent Polish values, Opitz [CPC candidate Etobicoke Centre] says. On the other hand, **Andrew Scheer is a devoted Catholic with five children**, from a hard-working family who shares the values dear to the Polish community.” (16 August, Polish, Puls)
- “Nicola Di Iorio - The author writes that he was the only one who challenged the nomination of Hassan Guillet as Liberal candidate in Saint-Leonard-Saint-Michel when the primary was held.....His opposition to Guillet was not due to his status or origin but to his views, which the Liberal Party of Canada (LPC) overlooked. The Prime Minister’s support for Guillet was noticed. It took the B'nai B'rith to bring the issue to the fore. ...The lesson that Trudeau must take from this is that harmony is essential, and that the country can only grow if the community is united rather divided. What is more, **no community should be taken for granted**. Now it is up to Trudeau to talk about the mess that occurred under his leadership, identify those responsible for it, and remove them from office. He should also apologize to the people of Saint-Léonard-Saint-Michel and to Liberal Party members. The LPC was aware of Guillet’s previous statements. Hence, the real reasons for his removal were polls indicating a Conservative victory with Ilario Maiolo. (11 September, Italian, Il Cittadino Canadese)

## Liberals and Conservatives had widespread coverage NDP and Greens under-covered, PPC over-covered

- Focus on the major parties: Pre-writ, CPC had more coverage, Post-writ, LPC
- NDP and Greens minimal coverage apart from general mention along with others
  - Post-writ and post-debates, increase in NDP coverage
  - More balance at riding level, particularly Brampton
- PPC focus on immigration and multiculturalism generated disproportionate coverage (as with mainstream media)

# Commentary and opinion in most sources captured a range of views

- “...it is **hard to find a competent politician** under the current democratic system. Prime Minister Trudeau has been in office for four years, and although Canadians have a lot of complaints about him, the other political party leaders do not appear to be a lot better. Under the current circumstances, Canadians can only choose the one who is not the worst, but they do not have the option to choose the most competent one.” (9 August, Chinese, Sept Days)
- “... **many Canadians started to use the slogan 'Make Canada Trudeaules Again'** to express their attitude in the upcoming election. Hats with this slogan have been circulating on social media for some time now, and seem to be coming from Conservative party supporters who want Andrew Scheer to be the next prime minister. However, the Conservatives have not officially endorsed or affiliated themselves with the hats or the slogan on them.” (2 August, Chinese, Sinoquebec Chinese Newspaper)
- “[The radio host] said that he thinks that **Trudeau and Tory have joined to weaken Premier Ford and Conservative Leader Andrew Scheer**. Ford has become a big problem for Scheer’s future as well. Trudeau is taking aim at Ford by showing that if Canadians elect a Conservative government, it will cut funding and impact healthcare, infrastructure, and immigration and refugee services.” (13 August, Punjabi, CJMR Punjab Di Goonj)
- “It has become a political discussion that Tory Leader Scheer is expecting that Jason Kenney will succeed in bringing immigrant voters to the Tories which he (Scheer) himself couldn't do in a region dominated by immigrant voters. He cannot connect with Ontarians broadly. Jason Kenney's participation in the federal Conservative campaign is an interesting twist, but what is surprising is the party's stopping a premier like Doug Ford from contacting voters. **By calling Kenney from the other end of the country for his campaign, Andrew Scheer is giving the impression to the voters that his camp badly needs an impressive leader**. The author of the editorial says that victory or defeat in any war depends on which party instills a sense of fear, and the same principle applies to the elections. The Tories may have to pay a big price for ignoring this fact.” (7 October, Punjabi, Canadian Punjabi Post)

Those who relied on ethnic media as their main information source reasonably comparable understanding to mainstream media

- Major issues, platform and other commitments covered
- Extensive coverage of polls and “horseshoe”
- Debate analysis and commentary
- Results analysis

# Andrew Griffith

Email: [agriffith232@gmail.com](mailto:agriffith232@gmail.com)

Twitter: [@andrew\\_griffith](https://twitter.com/andrew_griffith)

LinkedIn: [andrewlgriffith](https://www.linkedin.com/in/andrewlgriffith)

Facebook: [Andrew Griffith C&M](https://www.facebook.com/AndrewGriffithC&M)

Blog: [www.multiculturalmeanderings.wordpress.com](http://www.multiculturalmeanderings.wordpress.com)

Books: [lulu.com](https://www.lulu.com)

