

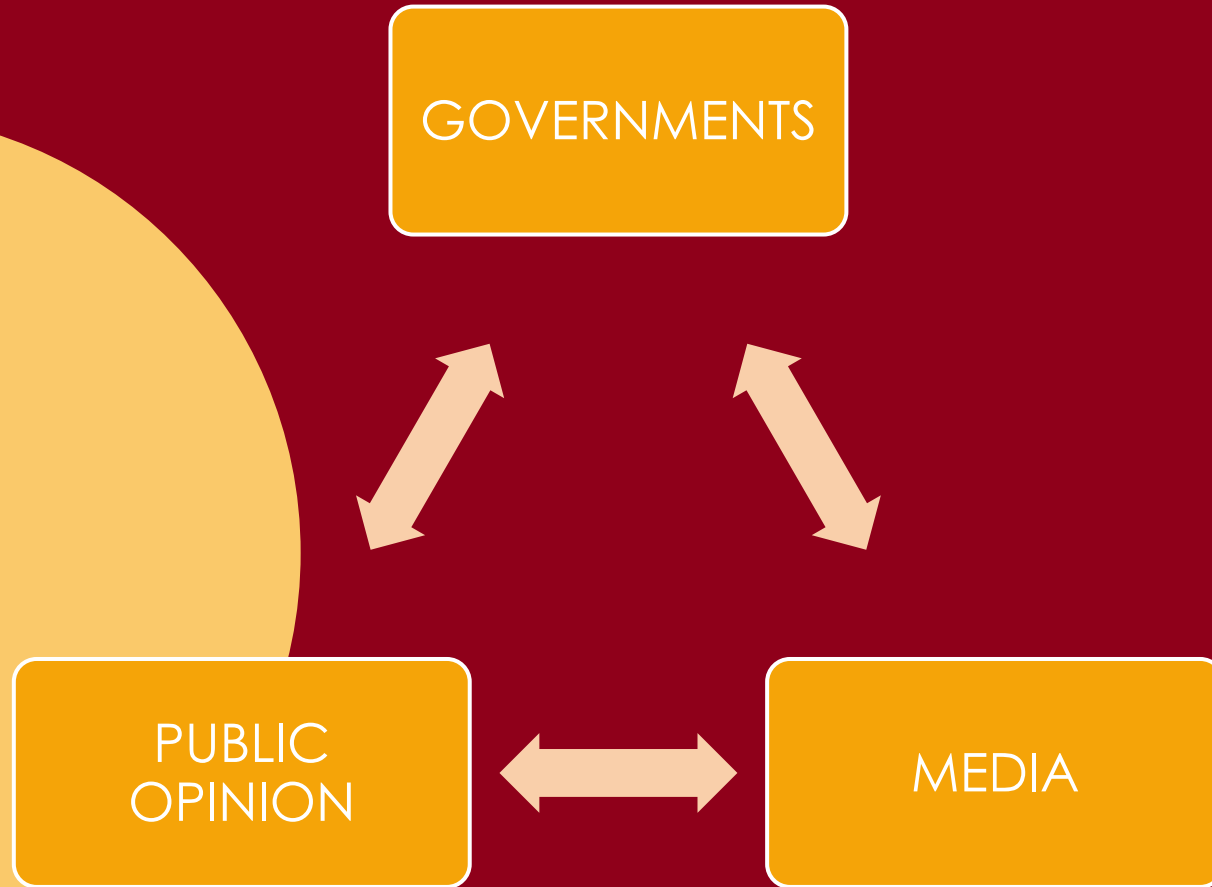
INFORMATION AND MISINFORMATION: THE MEDIA – PUBLIC OPINION – POLICY NEXUS IN THE ARCTIC

MATHIEU LANDRIAULT

OBSERVATORY ON POLITICS AND SECURITY IN THE ARCTIC (OPSA)

MLANDRIA@UOTTAWA.CA

PUBLIC OPINION – MEDIA – POLICY NEXUS



MEDIA

3

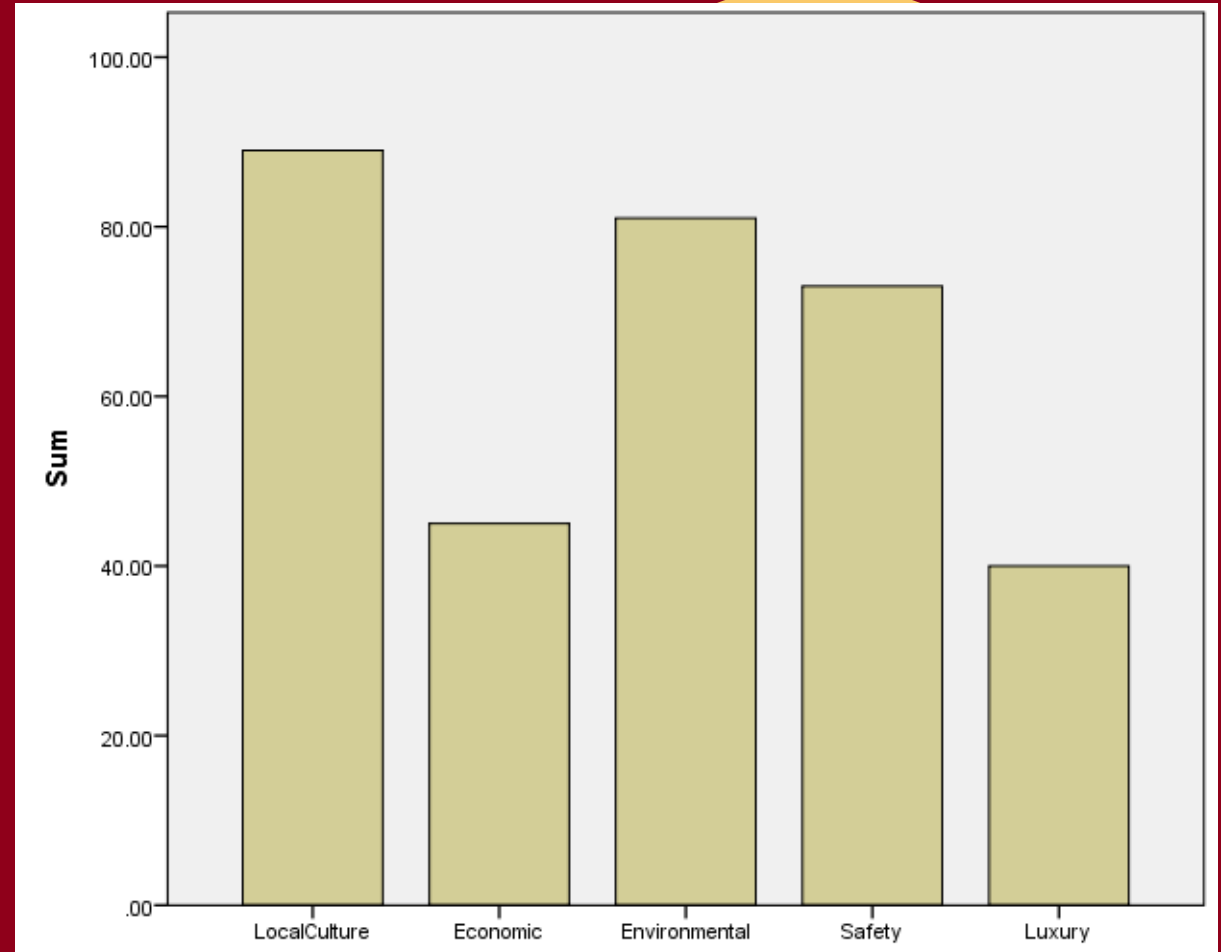
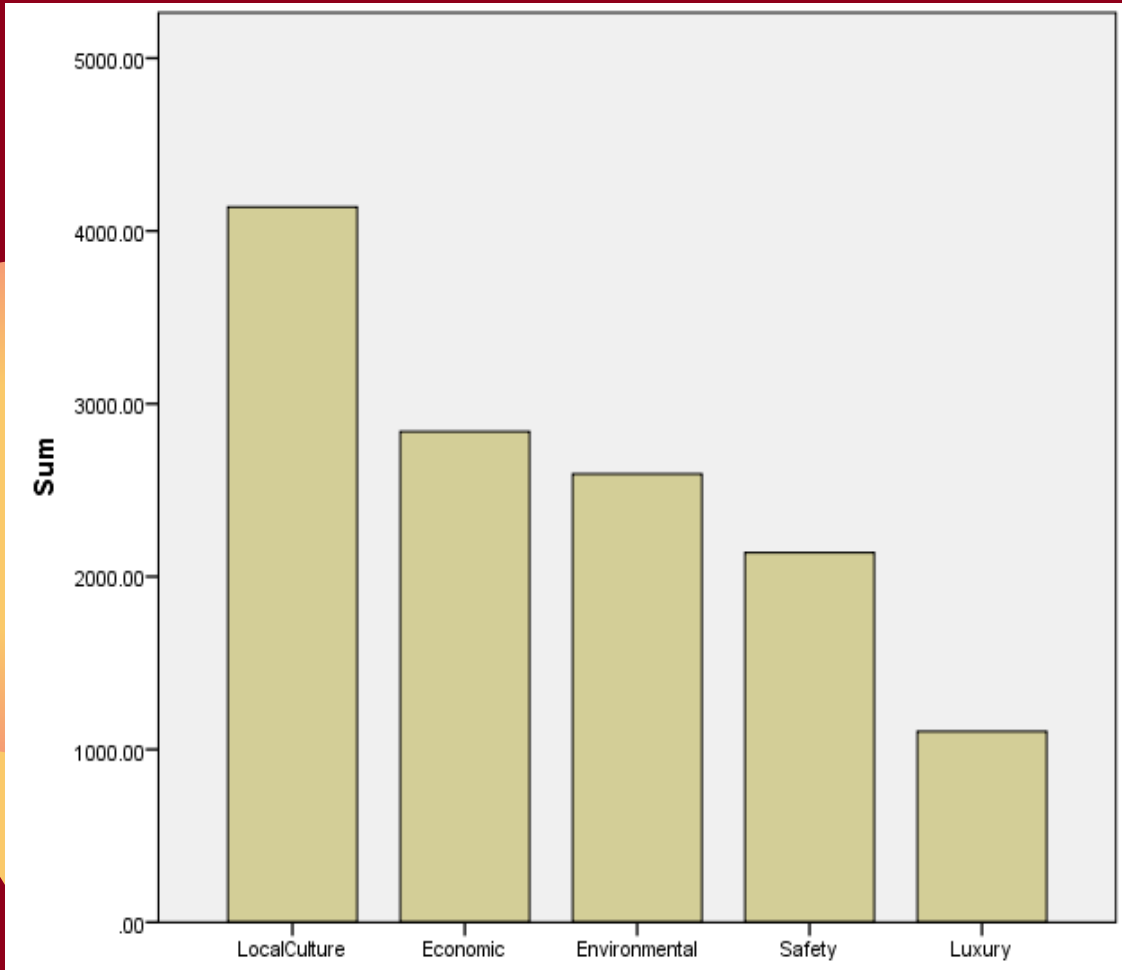
▶ Inductive, empirical approach.

▶ TV, newspapers, Twitter.

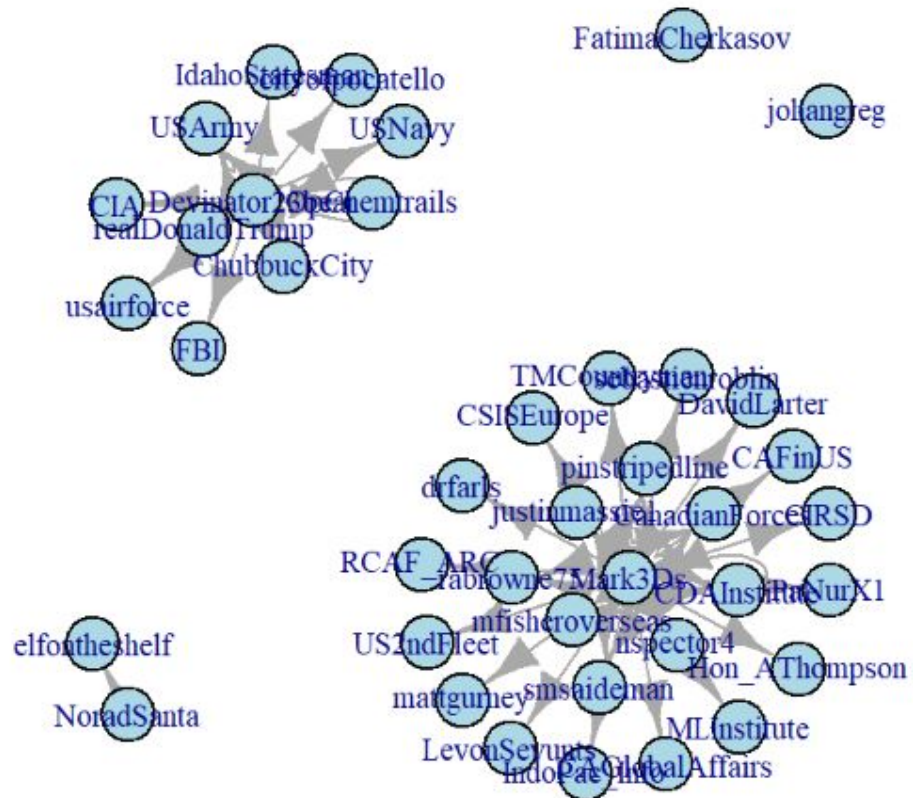
1- “The media” is not a monolithic ensemble

- ▶ Specialized VS generalist
 - ▶ Ex.: NATO’s 2018 exercise Trident Juncture.
- ▶ Intl/National VS Regional/Local
 - ▶ Ex.: Southern and Northern Canadian newspapers on the Canadian Rangers.
- ▶ Traditional VS social media.

1- “The media” is not a monolithic ensemble



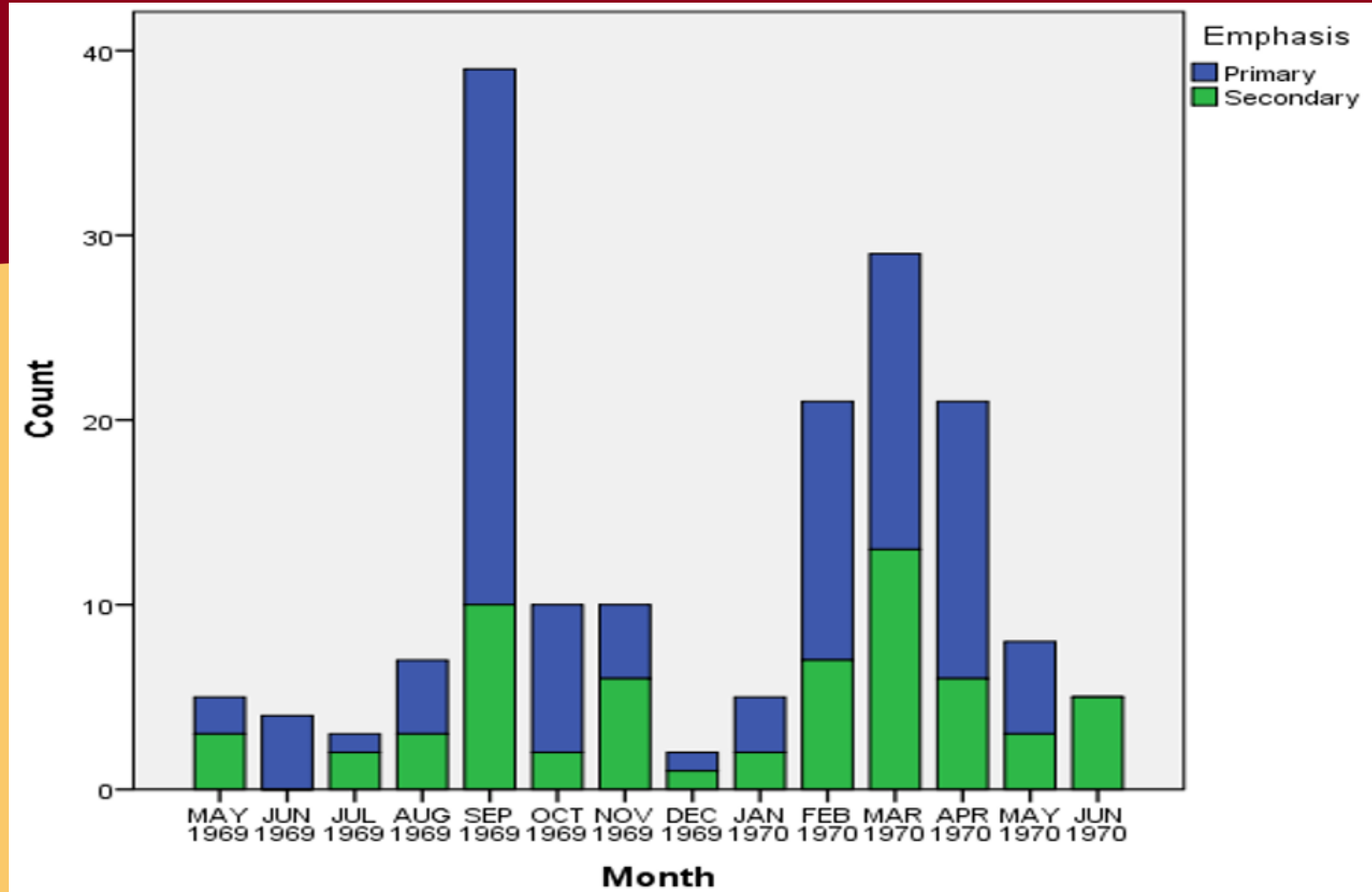
1- "The media" is not a monolithic ensemble



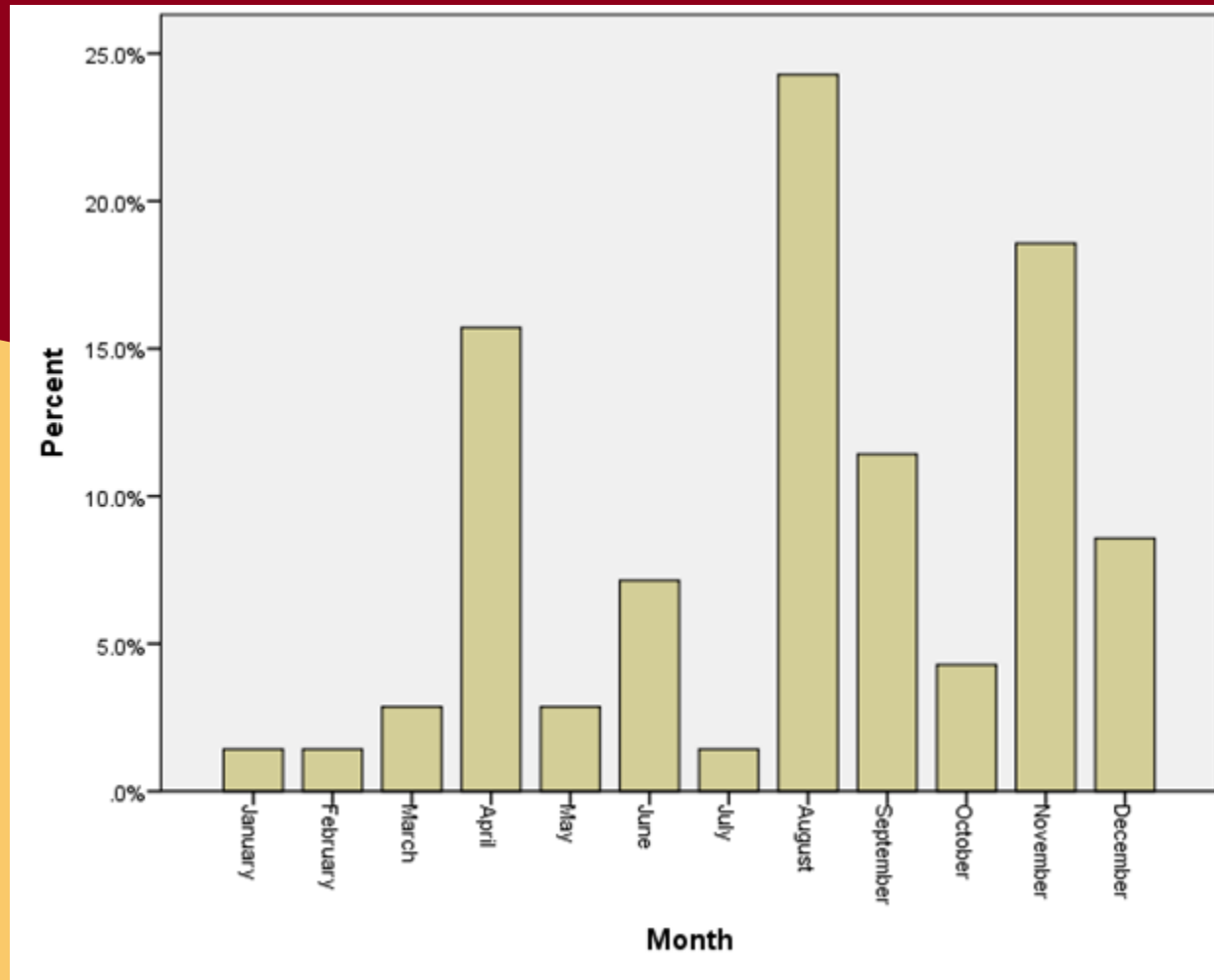
```
## [1] "Sentiment analysis of Subgroup 3 Conversation"
## # A tibble: 2 x 3
##   sentiment Total Percent
##   <chr>      <int>   <dbl>
## 1 negative     491    93.0
## 2 positive      37     7.01
```

```
## [1] "Sentiment analysis of Subgroup 4 Conversation"
## # A tibble: 2 x 3
##   sentiment Total Percent
##   <chr>      <int>   <dbl>
## 1 negative      8    11.8
## 2 positive     60    88.2
```

2- POLITICAL MESSAGING MATTERS



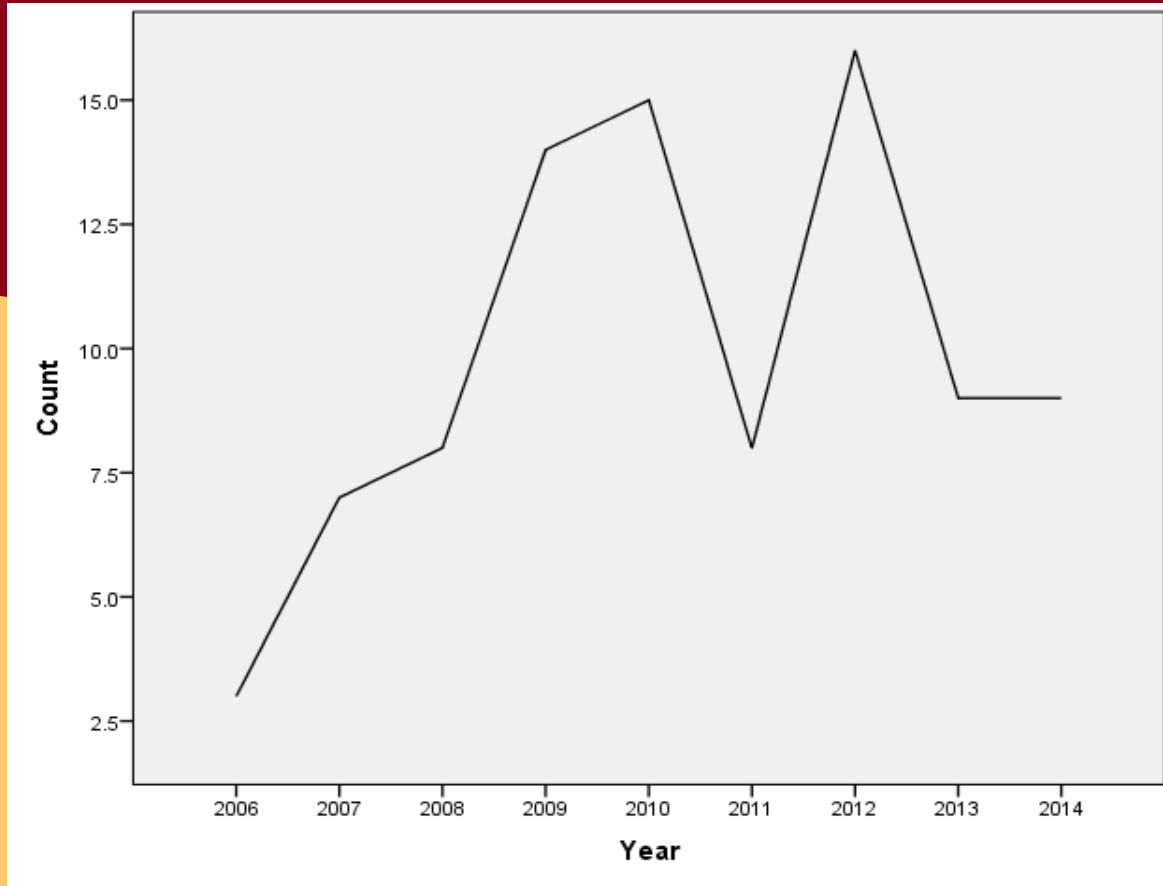
2- POLITICAL MESSAGING MATTERS



Interest for Arctic sovereignty and security, 2000-2005

From Landriault, 2020. Media, Security and Sovereignty in the Canadian Arctic

2- POLITICAL MESSAGING MATTERS



Media coverage for Harper's annual Arctic tours, 2006-2014

2- POLITICAL MESSAGING MATTERS

10

	Start of trip	Military exercises	Governmental announcements	Other
Number of reports	8 reports	18 reports	49 reports	14 reports
Average number of words per types of report	309 words	294 words	338 words	427 words

Table 3.4.: number of reports and average length of reports per category.

2- POLITICAL MESSAGING MATTERS

11

	Number of individuals quoted or paraphrased	Number of words
National government officials	31	2113
National military officials	22	1495
Regional organizations officials (NATO)	9	1144
Others (experts, academics, companies representatives, etc.)	9	606

Table 2: presence of different types of external contributors quoted or paraphrased in journalistic articles.

Coverage of 2018 Trident Juncture in Canadian and international newspapers

From Landriault and MacDonald, Debating Arctic Security through a media lens, Arctic Yearbook, 2019.

2- POLITICAL MESSAGING MATTERS

12

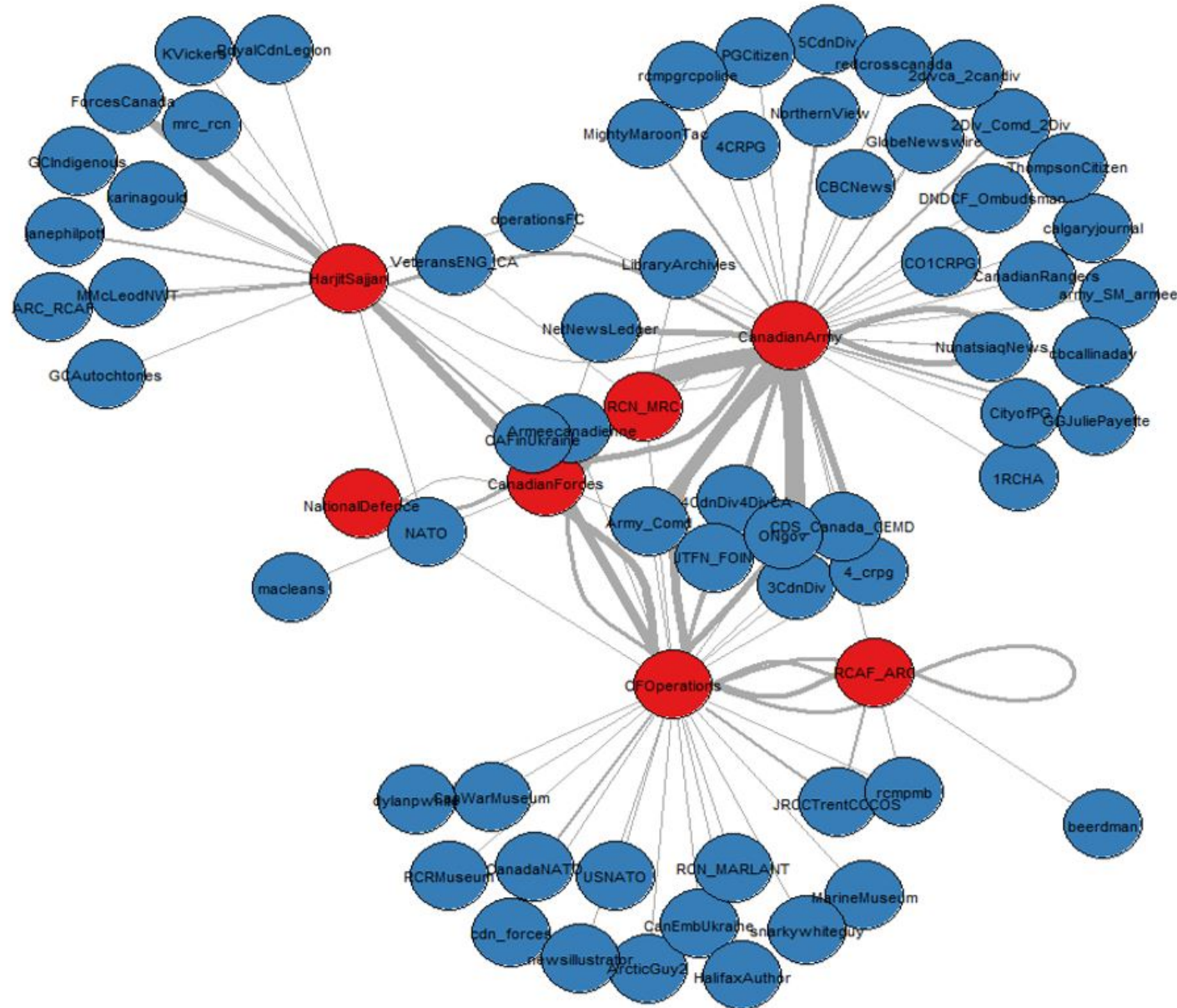


Credit: Piergiuliano Chesi

		Tweets by Canadian users (184 in total)	Tweets by non-Canadian users ⁷ (220 in total)
Type of user	Individual	117 (64%)	116 (53%)
	Organization	67 (36%)	104 (47%)
Popularity	Low (under 1000 followers)	73 (40%)	61 (28%)
	Intermediate (1000-3000 followers)	73 (40%)	67 (31%)
	High (3000-5000 followers)	5 (2%)	35 (16%)
	Very high (Over 5000 followers)	33 (18%)	56 (25%)
Dominant perception of voyages	Positive	86 (47%)	99 (45%)
	Negative	20 (11%)	49 (22%)
	Neutral	78 (42%)	72 (33%)
Link to other media	Yes	48 (26%)	74 (34%)
	No	136 (74%)	146 (66%)

Table 2: Perceptions, practices and status of Twitter users that were active on the [#CrystalSerenity](#), by national status.

On social media: untapped potential.



On social media: untapped potential.

Year	% of tweets mentioning/retweeting Inuit individual or groups	% of tweets mentioning/retweeting politicians
Oct. 2014-Oct. 2015	26%	32%
Oct. 2015 – Oct. 2016	25%	36%

3- PRECEDENTS ATTRACT ATTENTION... BUT NOT FOR LONG

15



Credit: Piergiuliano Chesi

3- PRECEDENTS ATTRACT ATTENTION... BUT NOT FOR LONG

16

▶ 2016:

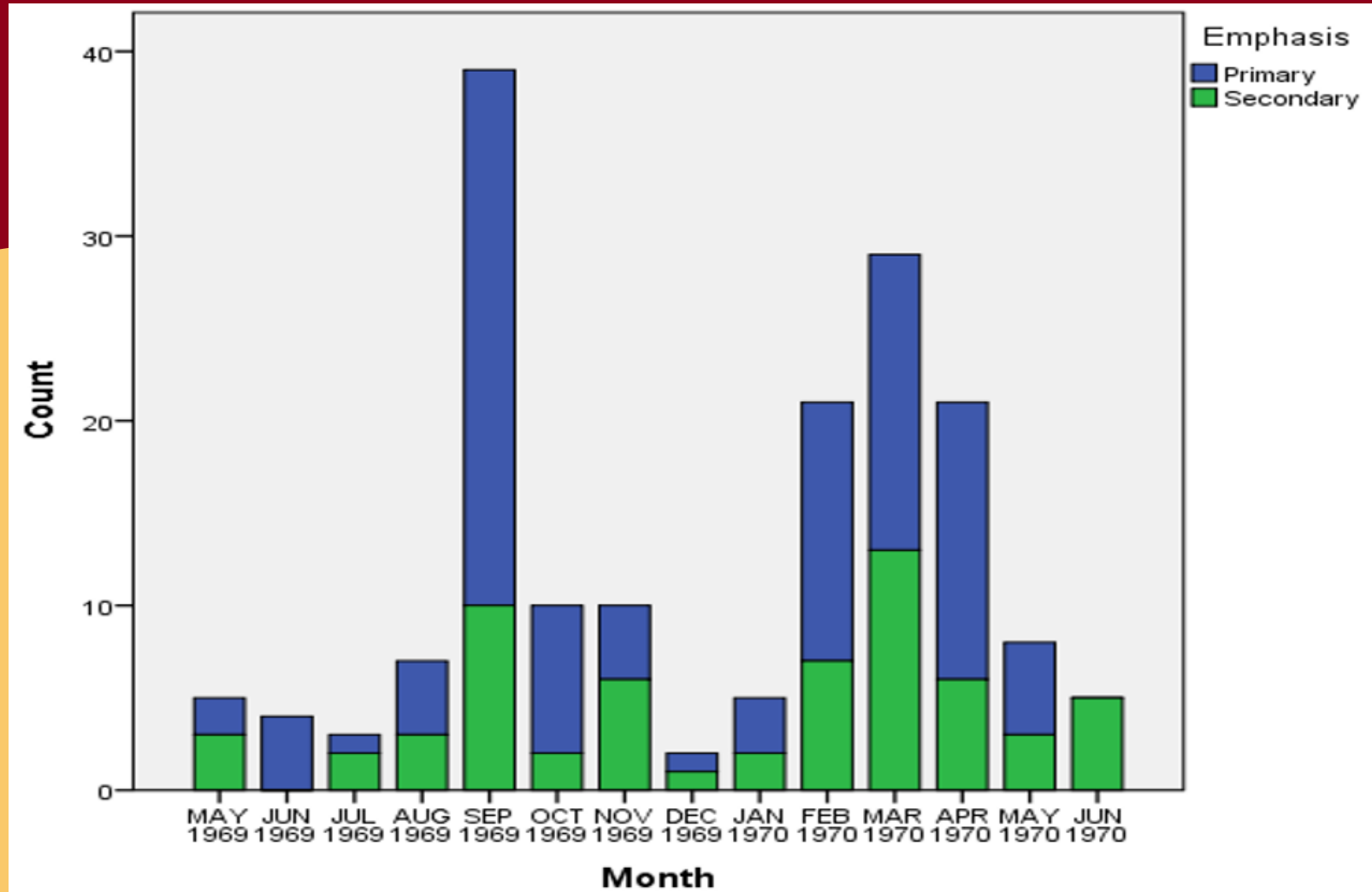
- ▶ 32 newspaper articles/TV reports
- ▶ 362 tweets

▶ 2017:

- ▶ 2 newspaper articles/TV reports
- ▶ 42 tweets

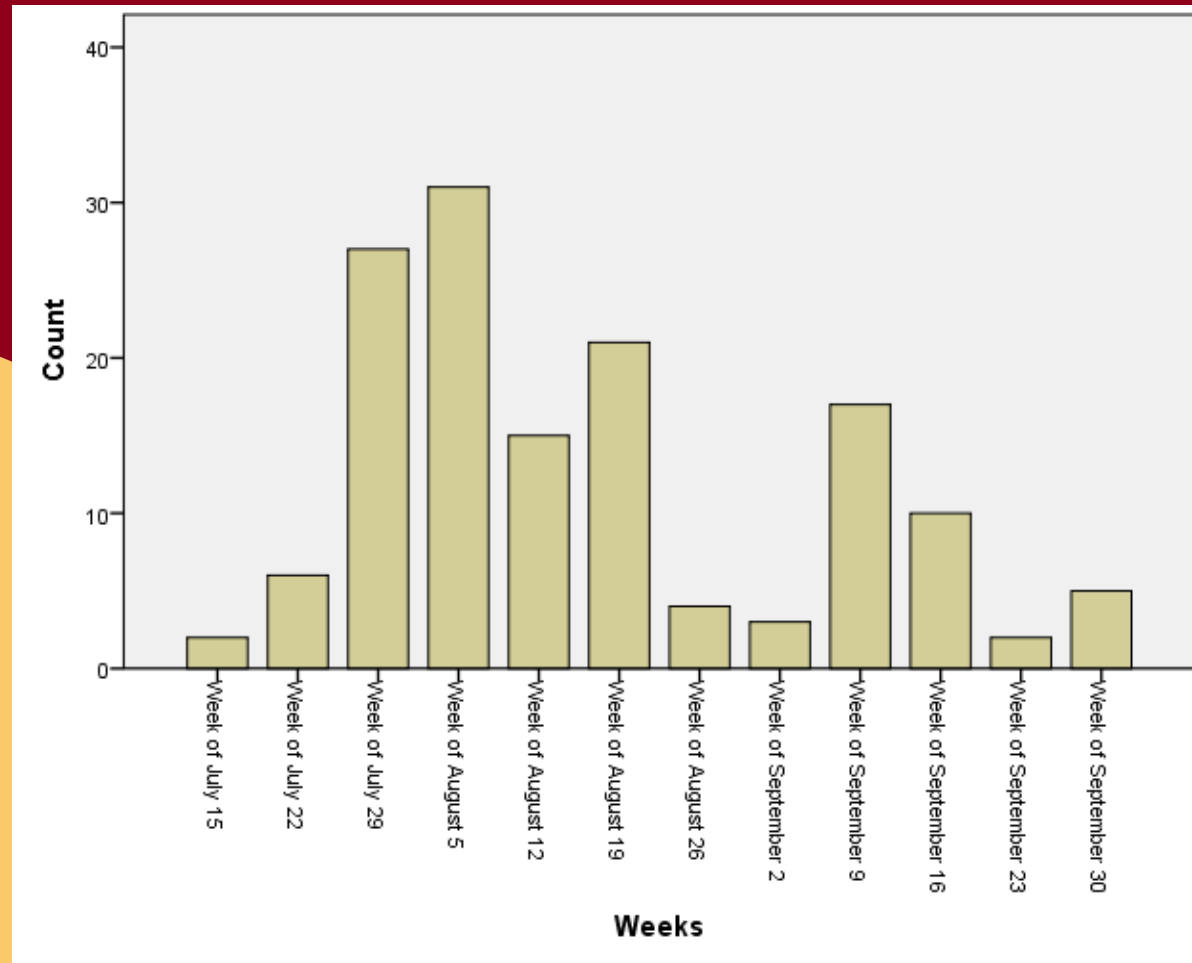
3- PRECEDENTS ATTRACT ATTENTION... BUT NOT FOR LONG

17



From Landriault, 2020. Media, Security and Sovereignty in the Canadian Arctic

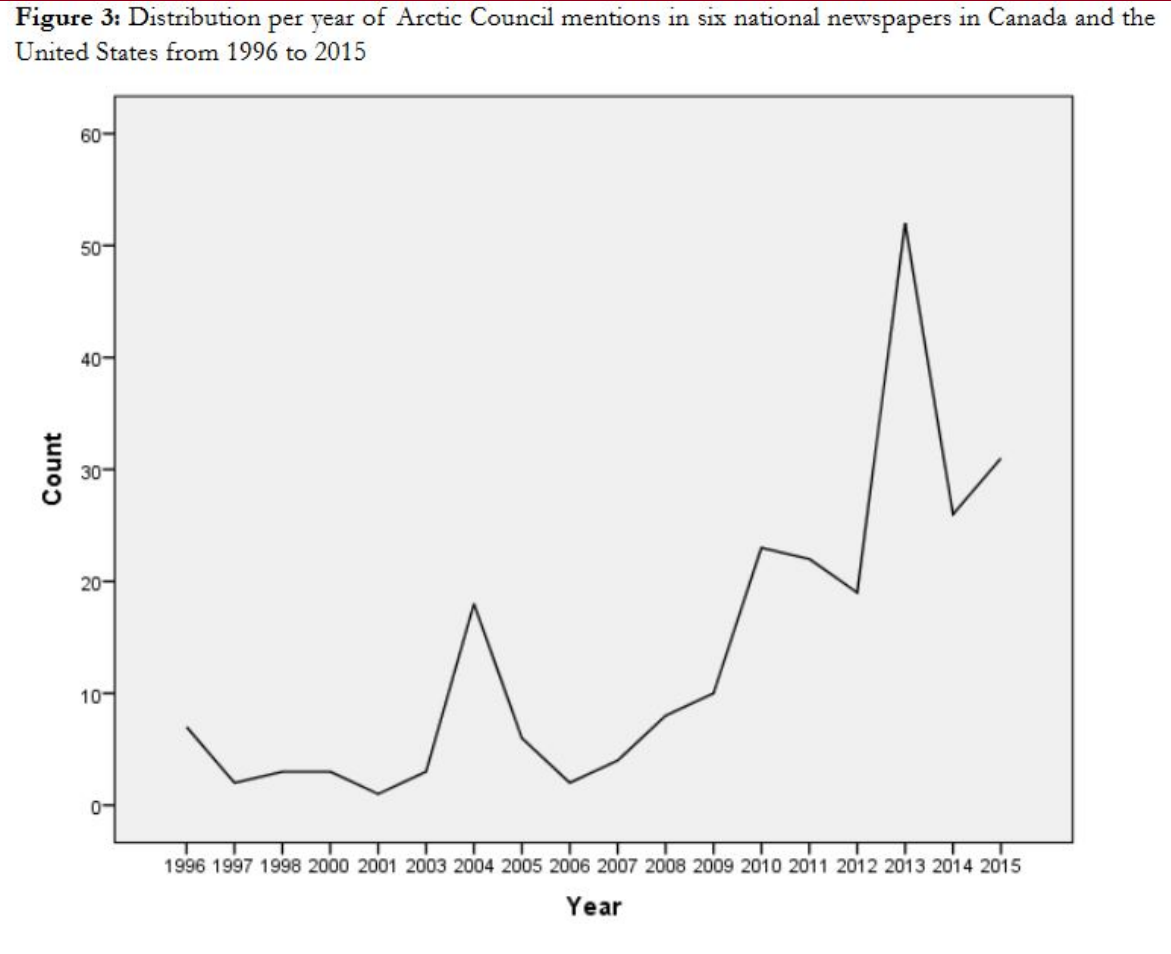
4- MEDIA CAN INITIATE TRENDS



During the 1985 Polar Sea crisis

From Landriault, 2020. Media, Security and Sovereignty in the Canadian Arctic

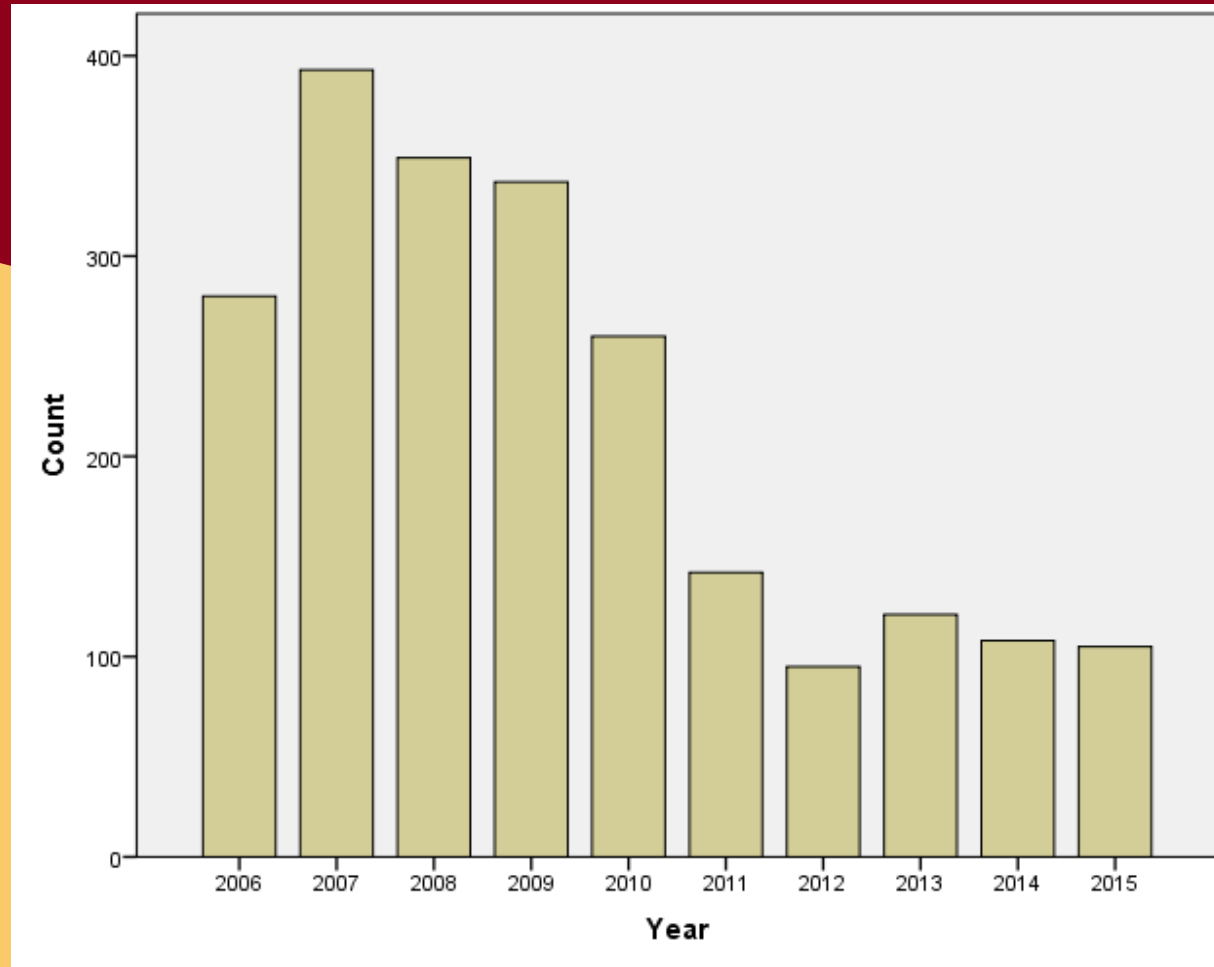
4- MEDIA CAN INITIATE TRENDS ...BUT MORE OFTEN REFLECT THEM



From Chater and Landriault, 2016. Understanding Media Perceptions of the Arctic Council. Arctic Yearbook.

4- MEDIA CAN INITIATE TRENDS ...BUT MORE OFTEN REFLECT THEM

20



Articles on Arctic sovereignty, 2006-2015

From Landriault, 2020. Media, Security and Sovereignty in the Canadian Arctic

4- MEDIA CAN INITIATE TRENDS ...BUT MORE OFTEN REFLECT THEM

21

	Global interconnectedness	Northern protectionism	Global Commons	Total
Number of stories in which the frame is dominant	25	6	5	36
Number of words	11 117	4882	3395	19 394
Average % of total story	51	22	16	89% ²⁵

Table 4.1.: use of different frames by the Canadian media before, during and after the 2013 Kiruna meeting.

4- MEDIA CAN INITIATE TRENDS ...BUT MORE OFTEN REFLECT THEM

▶ Public opinion?

- ▶ “My country should pursue a firm line in defending its sections of Arctic territory regardless of the cost”
 - ▶ From 43% (2010) to 36% (2015)
- ▶ “Need to strengthen military presence for protection against int. threats?”
 - ▶ From 58% (2010) to 48% (2015)

CHALLENGES AND AREAS OF FUTURE RESEARCH

23

- ▶ Mapping the Arctic discussion on social media.
- ▶ Tracking misinformation and disinformation.
- ▶ Evaluating the impact of messages on perceptions.