



Muslims Insights

Islam Social Sentiments Monitoring in Canada

From 1st of January - 18th of November, 2023

1 Vision

At Muslims Insights, we have a clear and unwavering vision: **a Canada where Muslims are understood, where diversity is celebrated, and where every individual is empowered to build a more inclusive society.** As a Canadian-based social enterprise, we are passionately committed to transforming this vision into a tangible reality **through rigorous and relevant research.** We believe that research is the key to dismantling misconceptions, fostering tolerance, and promoting inclusivity.

2 Mission

Our mission is simple yet profound – **to be the go-to source for individuals and businesses seeking accurate, unbiased, and comprehensive information about Muslims in Canada.** We firmly believe that knowledge is the key to fostering understanding, inclusivity, and a more informed society.

3 Approach

Discover - We dive deep into the multifaceted aspects of Muslim cultures, history, and contemporary issues

Analyze - We critically examine the information we uncover, using academic standards to scrutinize our findings

Educate - We transform our research and analyses into easily accessible educational materials, reports, articles, and workshops

4 Values

Responsiveness

Rigor

Action

Those values lie at the very core of everything we do.

Muslims

Insights

For more insights, visit our website:

www.muslimsinsights.ca



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An aerial photograph of the Toronto skyline at sunset. The CN Tower is the most prominent feature, standing tall against the orange and yellow sky. The city's dense collection of skyscrapers and buildings is visible, with the waterfront and Lake Ontario in the foreground. The lighting creates a warm, golden glow over the entire scene.

Islam social sentiments monitoring in Canada

This report undertakes a comprehensive analysis of the online discourse surrounding Islam in Canada throughout 2023. Our objective is to scrutinize the volume, sources, topics, social sentiments, and demographics of online mentions. The monitoring period revealed two distinct peaks in April and October/November, corresponding to discussions around Ramadan and the Palestine-Israel conflict in Gaza, respectively.

Volume & Reach of Online Mentions: The analysis encapsulates a total of 7K mentions (130M reach), with notable peaks during April and October/November, signifying heightened discussions around Ramadan and the Gaza conflict.

Sources of Online Mentions: The web emerges as the primary source (47%), followed by Reddit (42%) and Blog/News (11%).

Online Topics Discussed in 2023: Topics included geopolitical conflicts (Gaza, Hamas, Palestine, Israel, Jews), Muslim events (Ramadan, Eid), hijab-related discussions, and the emergent theme of Islamophobia.

An aerial photograph of the Toronto skyline at sunset. The CN Tower is the most prominent feature, standing tall against the orange and yellow sky. The city's dense urban landscape is visible, with numerous skyscrapers and buildings. The water of Lake Ontario is in the foreground, reflecting the warm light of the setting sun.

Islam social sentiments monitoring in Canada

Islam-Related Social Sentiments Analysis: Positive sentiments (24%) are linked to events within the Canadian Muslim community, while negative sentiments (36%) predominantly revolve around the Gaza conflict. Neutral sentiments constitute 40%, highlighting a diverse range of opinions expressed online.

Demographics of Mention Authors: The gender distribution is 22% female and 78% male, with the majority falling within the 25-44 age range. English mentions dominate at 91%, and the majority of authors (53%) are individuals expressing personal opinions, indicating the influence of personal experiences in shaping online narratives.

The online mentions analyzed in this report should be noted as a sample rather than an exhaustive compilation.

1 Volume & reach of analyzed online mentions around Islam in Canada

Volume & reach of analyzed online mentions around Islam in Canada



Online analyzed mentions $\approx$ 7K
In 2023, there were approximately 7,000 mentions related to Islam online that we have analyzed



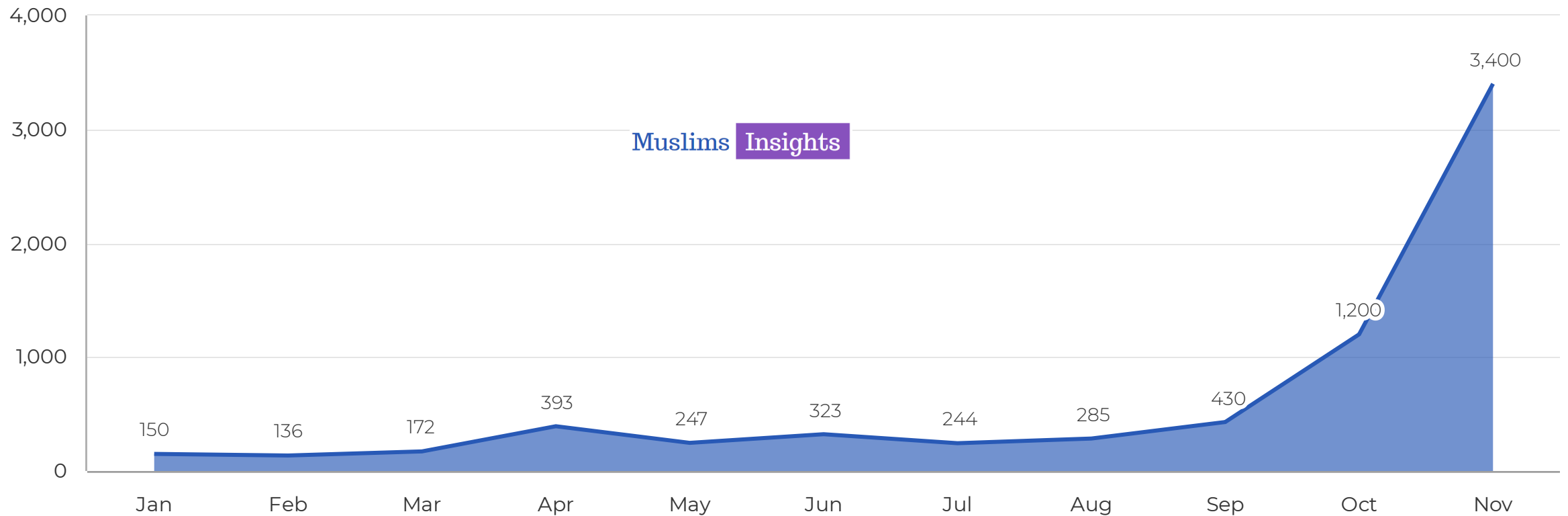
The reach of the analyzed mentions related to Islam is $\approx$ 130M
In 2023, the Islam related mentions that were analyzed reached almost 130M views



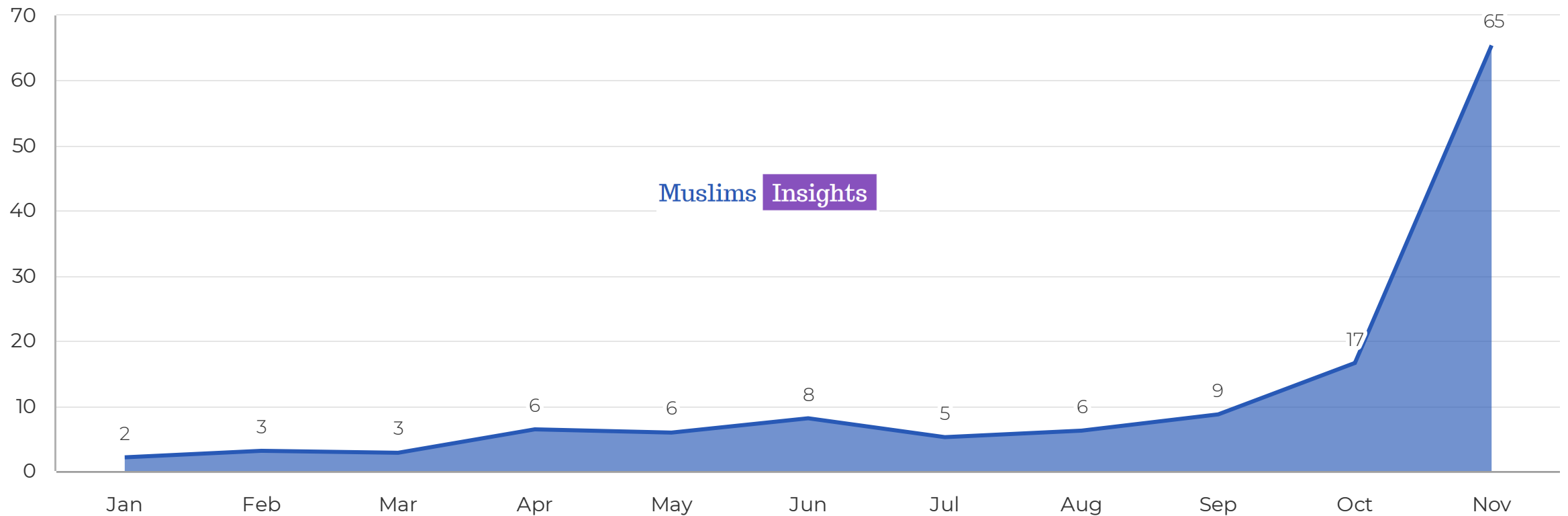
Online forums see a spike in discussions during major events
When events like terrorist attacks or new policies related to Islam occur, online forum discussions increase dramatically, sometimes by over 50%

The online discourse surrounding Islam in Canada is extensive, reaching a substantial audience and sparking significant discussions.

Analyzed online mentions around Islam in Canada ($\approx 7K$)



Reach of analyzed online mentions around Islam in Canada ($\approx 130\text{M}$)





Volume & reach of analyzed online mentions around Islam in Canada

There are 2 observed peaks in online mentions: April 2023 and October / November 2023

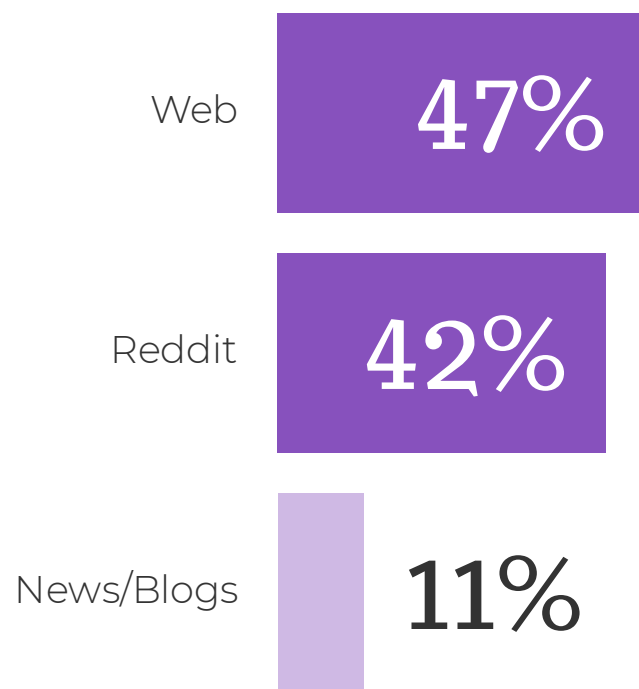
April 2023 coincide with **Ramadan**, a significant month for the Muslim community. Online discussions during this period likely included reflections on the spiritual aspects of Ramadan, community events, and diverse cultural practices associated with the holy month.

The October/November peak aligns with the intensification of the **Palestine-Israel conflict** in Gaza during that time. The online discourse might encompass a range of perspectives, from expressions of solidarity to debates on geopolitical issues.

2 Sources of analyzed online mentions around Islam

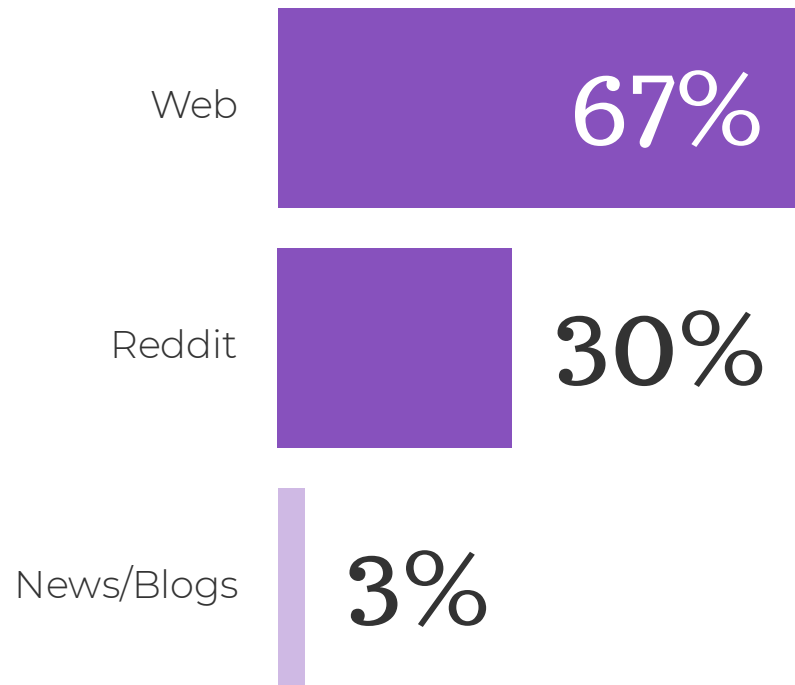
Sources by mentions

Web / Reddit represents 89% of the mentions



Sources by reach

Web / Reddit represents 97% of the Reach



Sources of online mentions around Islam

The findings highlight the varied platforms contributing to discussions on Islam in Canada.

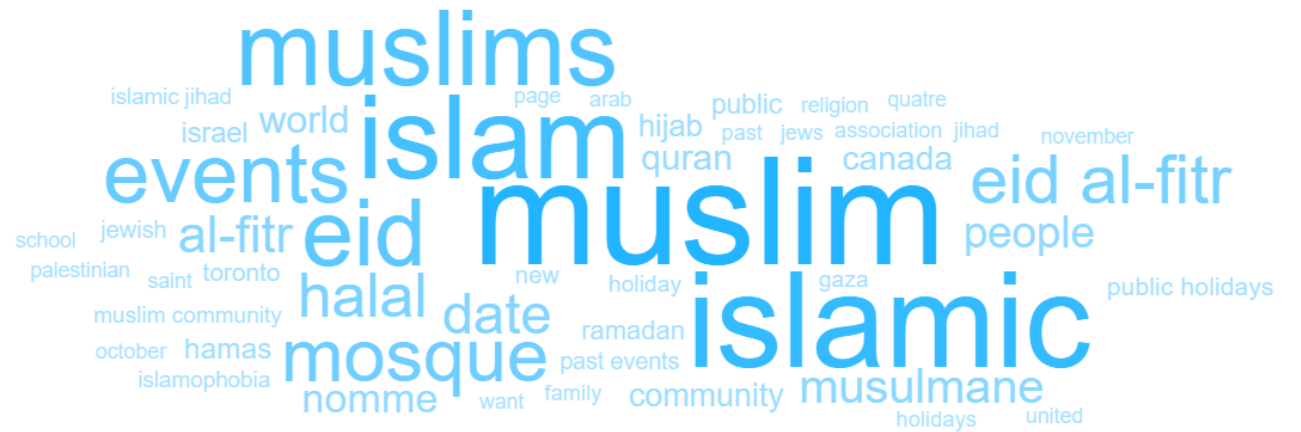
The sources of online mentions were diverse, with the web accounting for **47%**, Reddit for **42%**, Blog/News for **11%**

In terms of reach, the web led with **67%**, followed by Reddit at **30%**, Blog/News at **3%**

3 Topics discussed online around Islam in 2023

Topics discussed online around Islam in 2023

Topics Highlights
Gaza, Hamas, Palestine, Israel and Jews
Muslims events (Ramadan, Eid...)
Hijab
Islamophobia



*Statistics Canada

A corkboard filled with handwritten sticky notes, each representing a principle of design thinking. The notes are pinned with colorful pushpins and include phrases like "We have A VISION", "Open knowledge", "We love digital", "Open process", "Power of idea", "Digital Transformation", "Honesty with ourselves", "Strong Design Skills", and "Passion".

Key topics discussed online in 2023

The prominence of topics such as **Gaza, Hamas, Palestine, Israel, and Jews** suggests a heightened awareness and engagement with geopolitical issues affecting the Muslim community.

The inclusion of Muslim events like **Ramadan and Eid** underscores the multifaceted nature of online conversations, ranging from global affairs to cultural and religious celebrations.

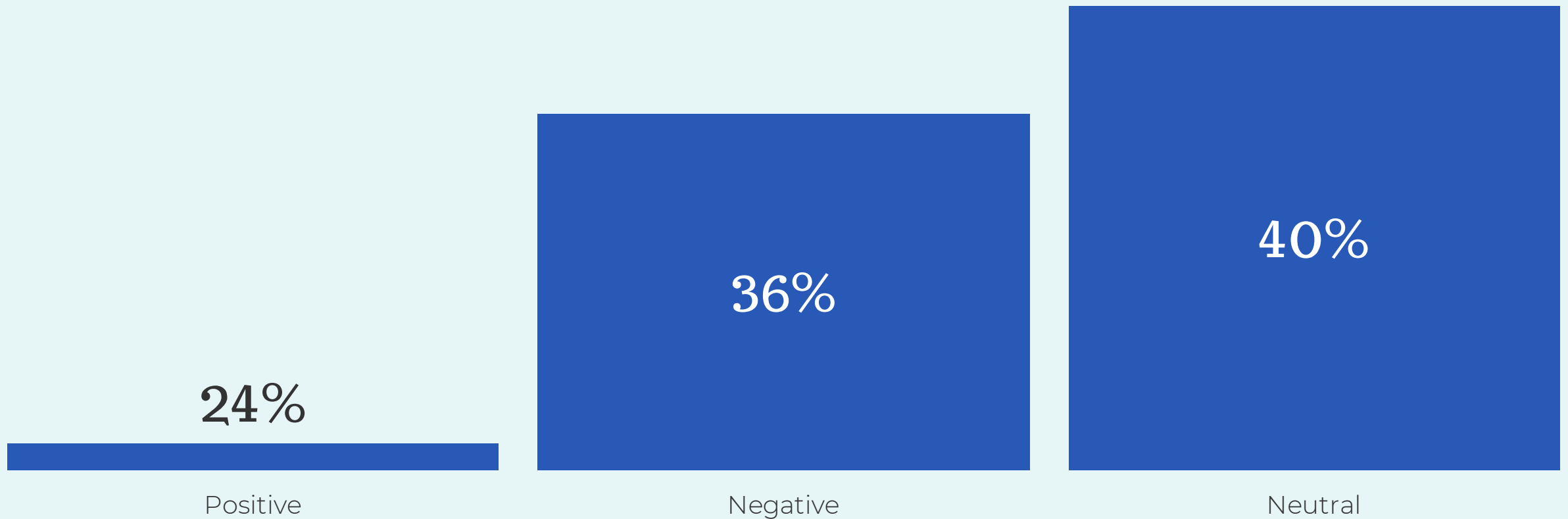
The inclusion of **hijab**-related discussions reflects the ongoing dialogue around religious practices and identity.

An emergent and crucial topic within the discourse was **Islamophobia**. Online conversations reflected concerns, experiences, and responses to instances of discrimination and prejudice against Muslims, highlighting the need for awareness and dialogue surrounding this issue.

4 Islam / Muslims related Social sentiments analysis

Islam related Social sentiments analysis

Percentage comparison of positive, negative and neutral sentiments about Islam / Muslims in Canada



A vertical strip on the left side of the slide shows a piece of graph paper with several hand-drawn smiley faces. There is one green smiley face with a wide smile, and two red smiley faces with sad or neutral expressions. There are also some black diamond shapes drawn on the paper.

Islam / Muslims related Social sentiments analysis

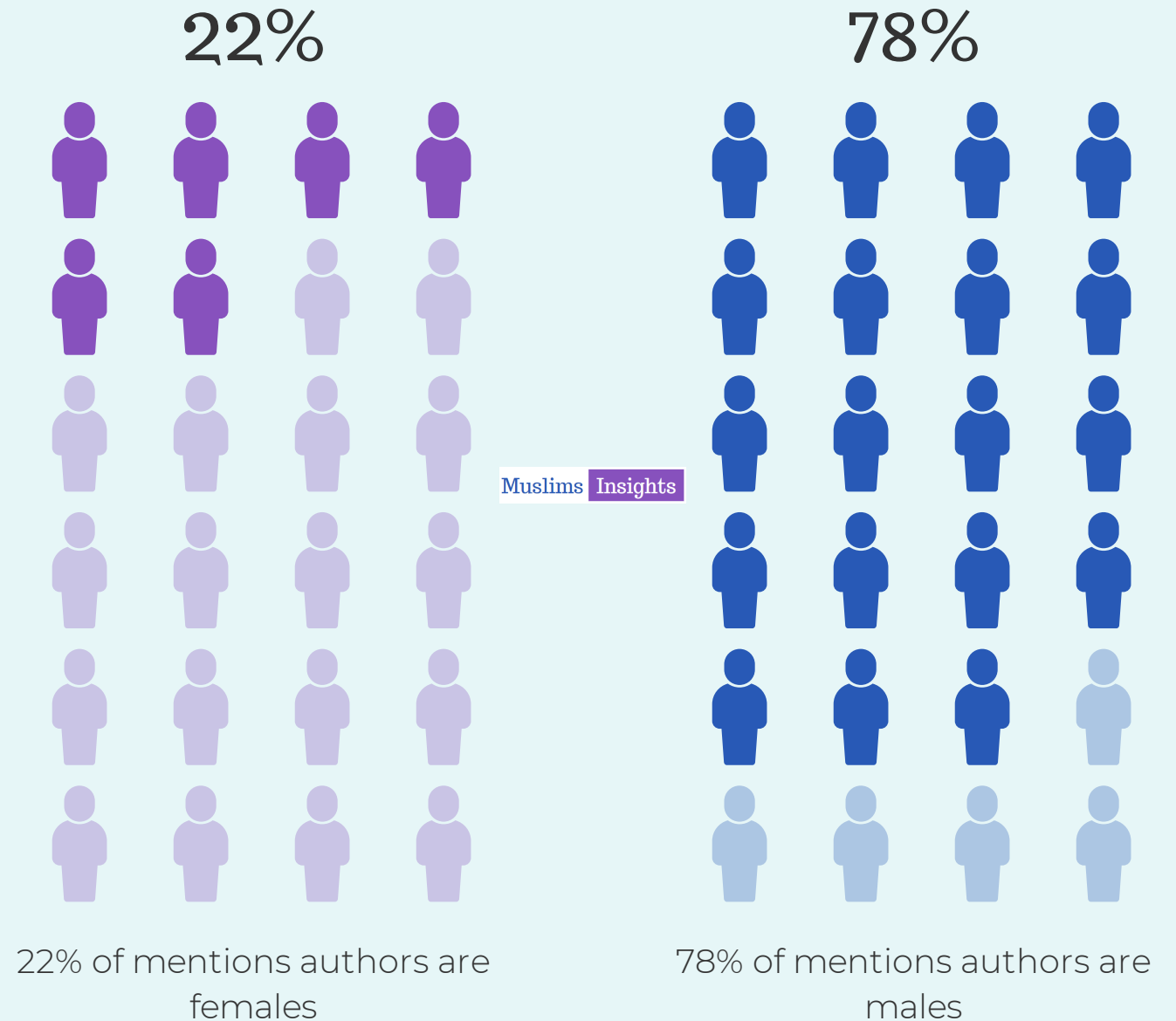
24% of sentiments are positive, while 36% are negative

The positive sentiments observed, linked to events in **Canadian Muslim communities**, indicate a strong sense of community and cultural pride.

Negative sentiments surrounding the **Gaza conflict** highlight the emotional and contentious nature of discussions on political and humanitarian crises. Other incidents are also contributing to this sentiment such as the discussions around incident involving a **Canadian teacher scolding a Muslim student for not attending a Pride event**.

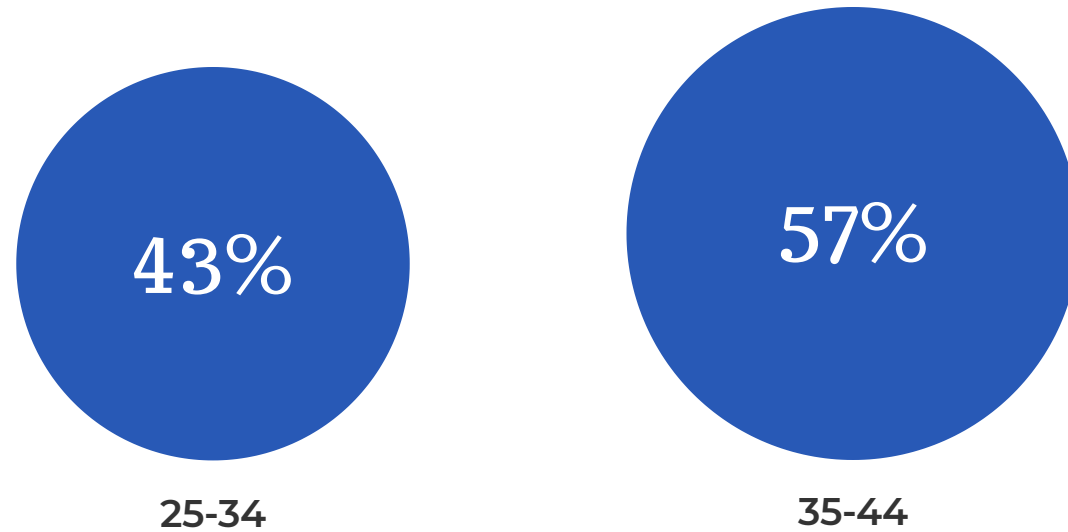
5 Demographics, cultural & organizational characteristics of analyzed mentions authors (Age, gender, language,...)

A higher percentage of males contributing the online discussions around Islam in Canada



Source: StatCan; 2021 Census

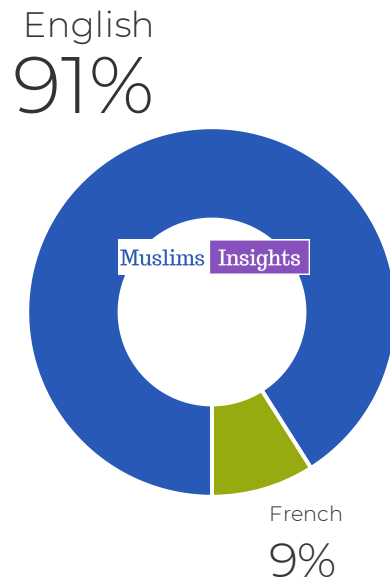
Online mentions - Authors age



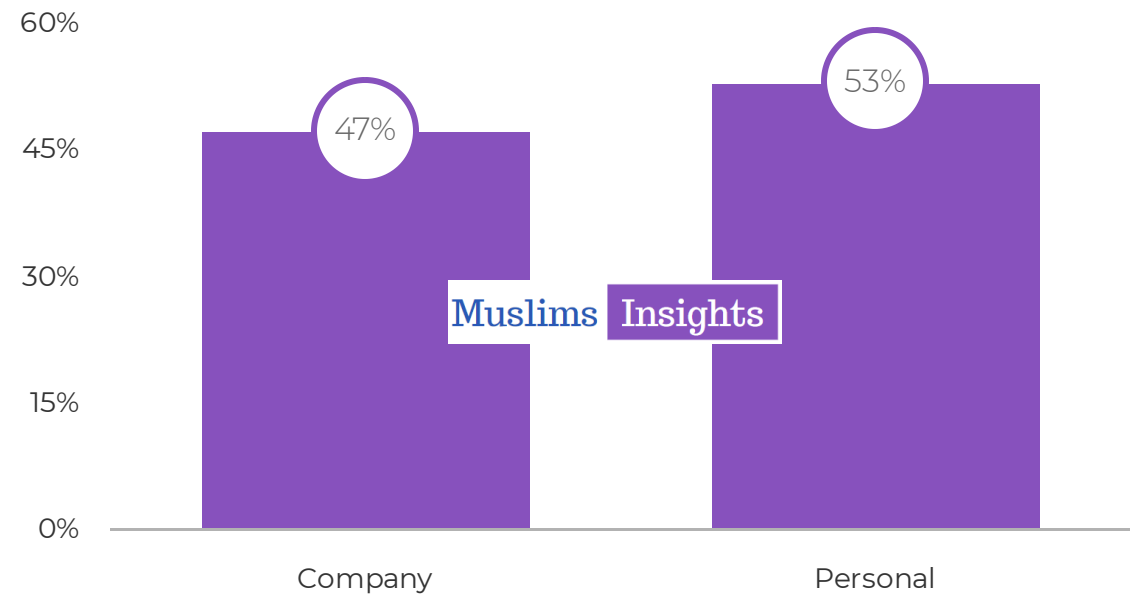
The age distribution aligns with the active demographic groups on online platforms, with **younger individuals more actively participating in online discussions.**

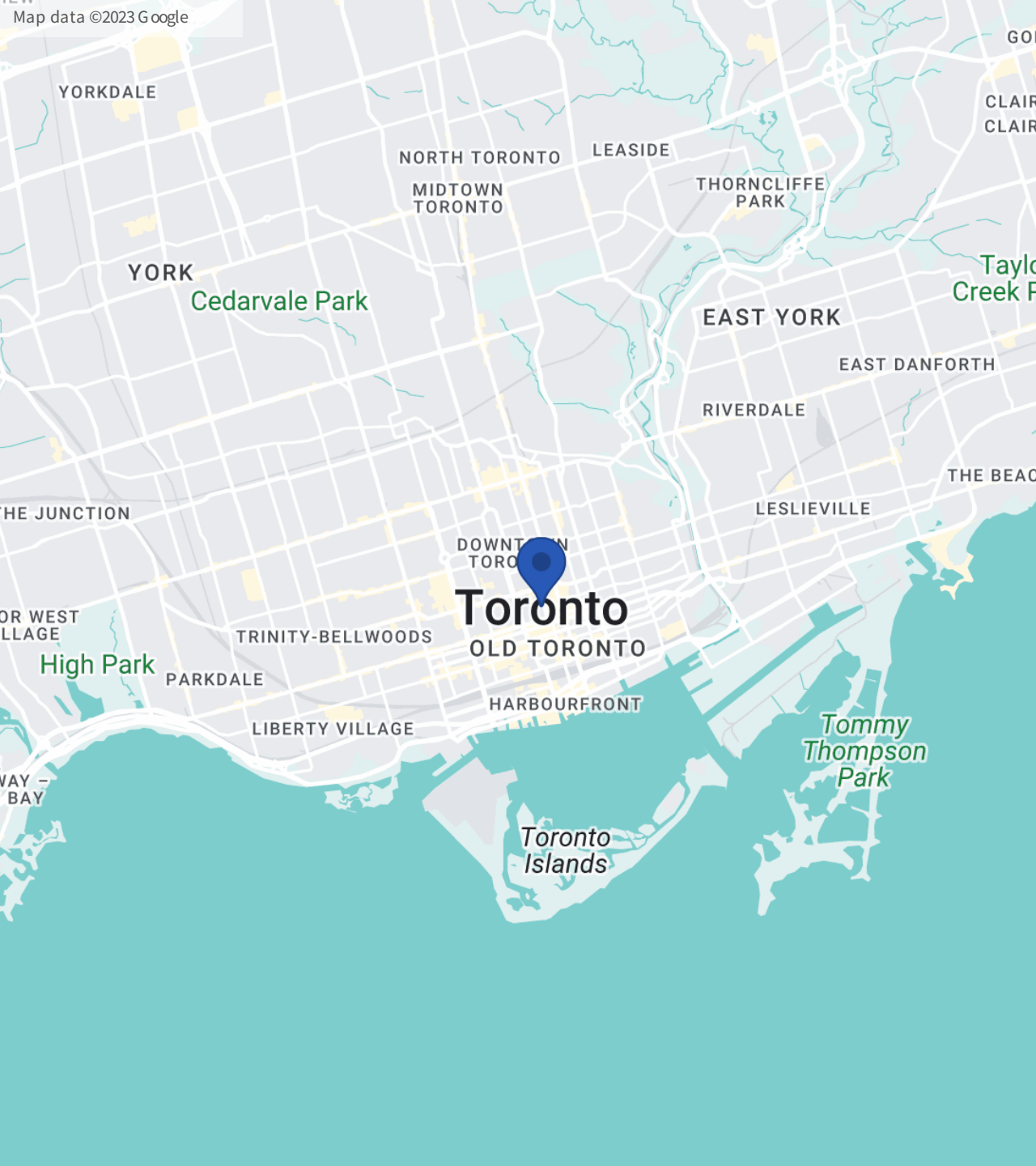
Online mentions - Authors language & affiliation

Online conversations around Islam in Canada are predominantly conducted in **English** then **French**, reflecting the linguistic diversity of the country



Personal opinions and experiences play a significant role in shaping online narratives around Islam





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