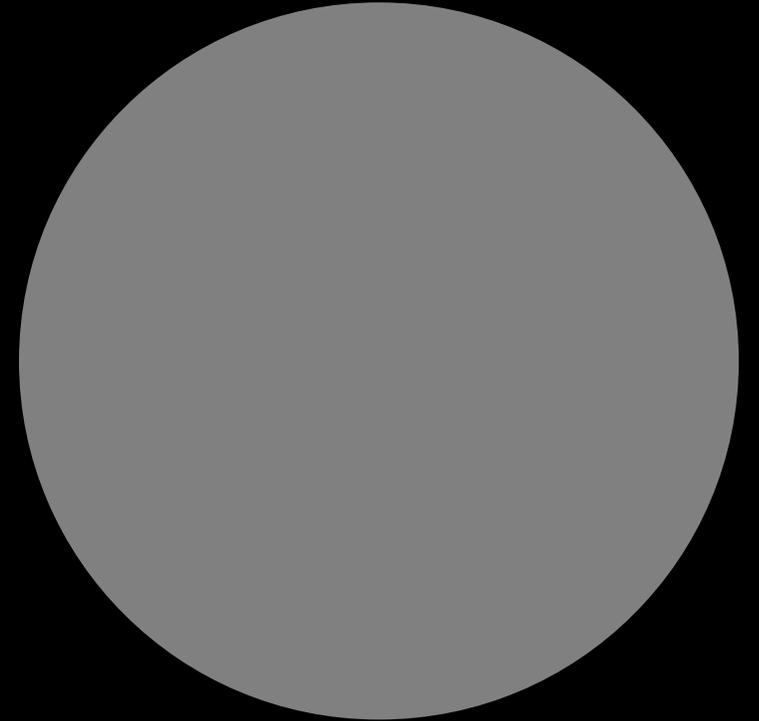


Pro-Refugee Media Campaigns: Do They Work?

Re-evaluating Refugee-Focused
Advocacy Campaigns



Why are public media campaigns important?

As we've seen throughout the day, the media has a key role in shaping our society's collective reality.

We live in an era where refugee rights and wellbeing are discussed alongside border management and securitization.

The language of crisis denotes a scarcity of resources and creates cognitive associations between words such as *flood* and *influx*, which creates a panicked and emergency-driven response.

Why advocacy campaigns?



Educate the wider public on refugee-specific issues



Dispel misinformation and myths about refugees



Change negative public attitudes and discrimination towards refugees

National
attitudes
towards
refugees

At the national level, how Canadians feel about refugees is nuanced, complicated, and difficult to measure.

From an Ipsos Poll in January 2019 conducted for Global News, 54% of respondents shared that Canada is currently “too welcoming.”

FERN WHITE
VIETNAM

I am a dentist and a yoga teacher. I have a practice in Port Melbourne. It's important to me that your parents really push you to achieve something that they never had the opportunity to do, and in some ways I think it was drummed into me to succeed because of the sacrifice our parents went through. I'm really grateful for that. The motto for me is, "Excellence Done Right, dentistry with heart". Helping patients in a way that's authentic to what I believe in, living by the values of integrity, love, freedom and health, that's what's important to me.



I CAME BY BOAT

#ICAMEBYBOAT



Stay and risk your lives in the conflict?

Flee and risk kidnap, rape, torture or worse?

What would you do?

For many refugees the choice is between the horrific or something worse. No one chooses to become a refugee. UNHCR helps those who are forced to flee to find safety, regain hope and rebuild their lives. 1 family torn apart by war is too many. June 20th is World Refugee Day. Take action - www.unhcr.ca/takeaction - because you do have a choice.

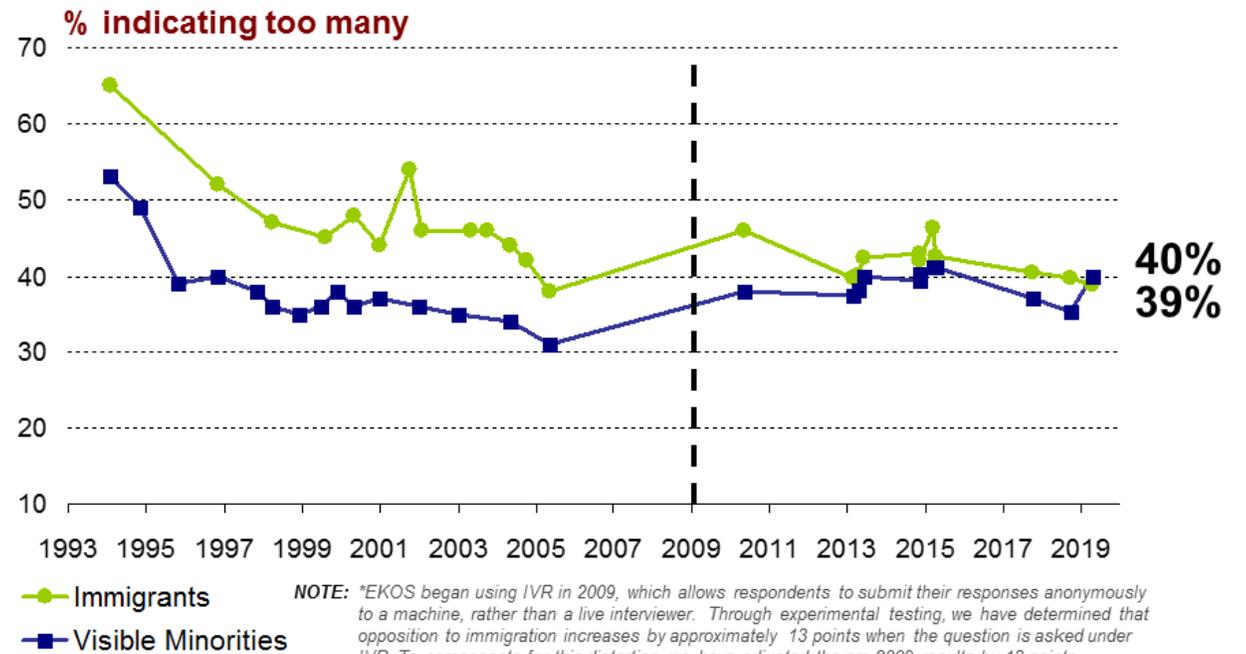


National attitudes towards refugees

- An EKOS Poll in April 2019 highlighted that those against refugees “feel” the issue as opposed to accepting the “facts” about the issue with 40% of respondents saying that there are “too many” immigrants in Canada.

Attitudes to immigration/minorities (adjusted)

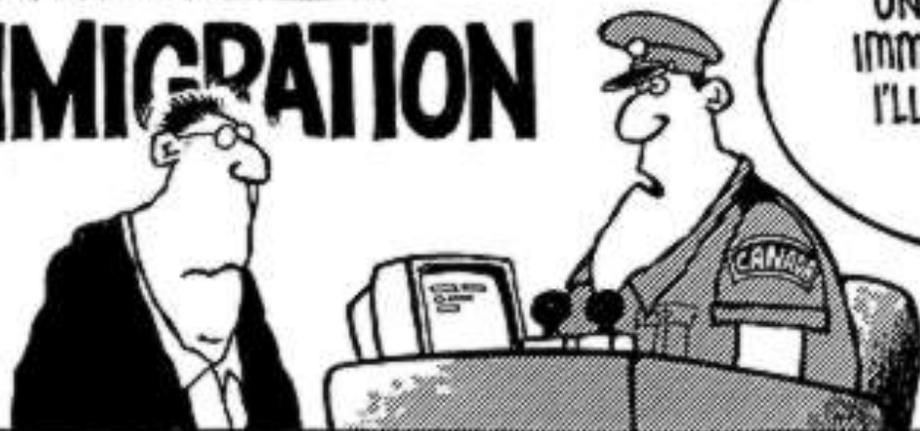
- Q. In your opinion do you feel that there are too few, too many or about the right number of immigrants coming to Canada?
- Q. Forgetting about the overall number of immigrants coming to Canada, **OF THOSE WHO COME** would you say there are too few, too many or the right amount who are **MEMBERS OF VISIBLE MINORITIES**?



BASE: Canadians (half-sample each); April 3-11, 2019, n=538/507, MOE +/- 4.2/4.4%, 19 times out of 20

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IMMIGRATION



UNDER THE NEW
IMMIGRATION RULES,
I'LL NEED TO SEE
YOUR VISA.

Canada 
IMMIGRATION



...OR MASTERCARD,
AMEX, DISCOVER...

VICTORIA TIMES COURIER - DIST BY
TRUCK MEDIA INC. WWW.CANADIANCARTOONISTS.COM

RAESIDE
2003

**TELL ME AGAIN HOW SPENDING
\$4.5 BILLION TO BRING SYRIANS HERE**



**IS BETTER THAN SPENDING \$4.5
BILLION TO HOUSE EVERY HOMELESS VET?**

imgflip.com

FEED 10,000 SYRIAN RE



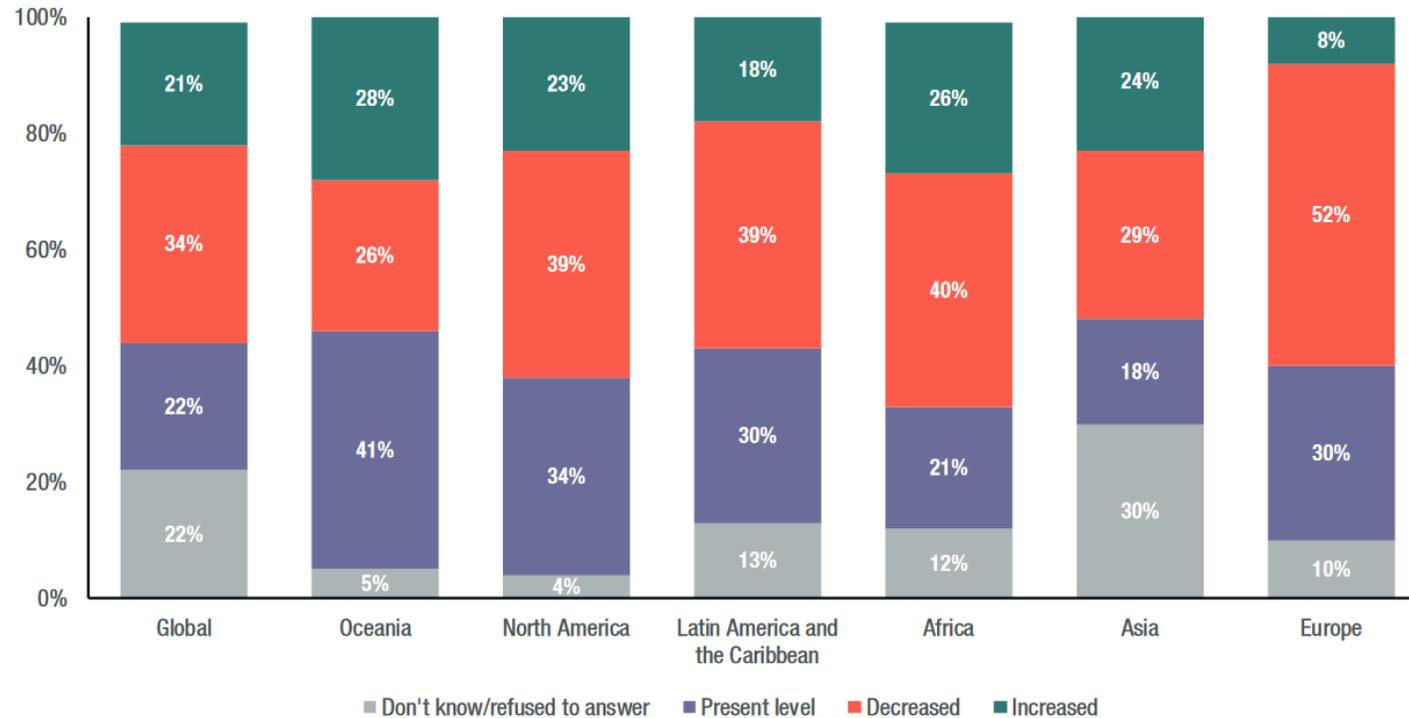
**HOW ABOUT TAKING CARE OF
HOMELESS VETERANS INST**

©One Nation Under God

Global Variance in Public Attitudes

Figure 1: Attitudes towards immigration by region (%)

In your view, should immigration in this country be kept at its present level, increased or decreased?



Source: IOM, 2015. Note: total group results are weighted by population size. Figures might not add up to 100% due to rounding.

Variance between Regions

- Between countries, the poll showed significant variations in attitudes, with many respondents positive or ambivalent about immigration.
- Within Europe, where polling has more commonly indicated negative attitudes, these vary significantly from country to country. Data from the European Social Survey shows a fairly stable distribution of attitudes in Europe over time, with Sweden, Denmark and Finland consistently most positive, the Czech Republic, Hungary and Portugal most negative, and mixed opinions in Germany, the Netherlands, Spain, the UK and France (Heath and Richards, 2016).

Difference in public attitudes at a subgroup level

Refugees vs migrants vs asylum-seekers

- In particular, people tend to be more favourably disposed towards those recognised as refugees than they are towards asylum-seekers and other migrants (Mayda, 2006; O'Rourke and Sinnott, 2006; Hatton, 2016).

Legal vs irregular migration

- Perspectives on refugees are also likely to be complicated by clear preferences against those who use irregular means to enter a country (i.e. crossing without appropriate papers or visas).

YOU SEE REFUGEES?

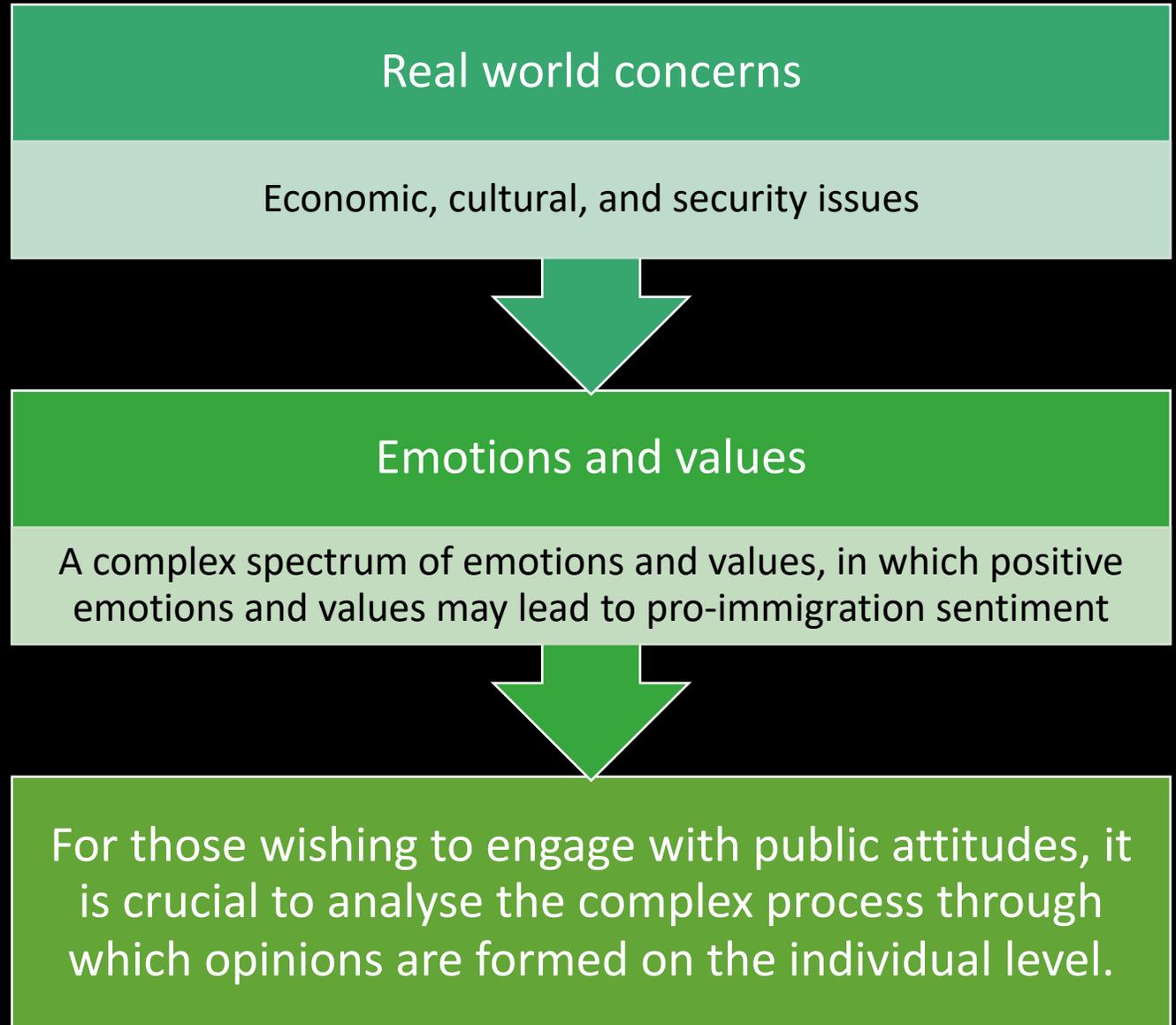


**I SEE INVADERS. WHERE ARE
THE WOMEN, CHILDREN, AND OLD PEOPLE?**

Complex
intersections at
play

- Intersections and layers in terms of who people feel compassionate towards and those who the public find untrustworthy

What drives public attitudes on migration?



What drives
public
attitudes on
migration?

- Politicians
- Policy
- Media
- Civil Society

IRCC-led campaign on immigration

IMMIGRANTS ADMITTED TO CANADA IN THE 1980s



Economic

Family

Refugees

A Tweet from Minister Hussen

- Our government knows the impact immigration has had on growing our country and economy. We have introduced economic programs that have helped create jobs for s, allowed businesses to expand and our economy to prosper. Take a look at how immigration is making a difference. -- May 29, Minister Hussen's Twitter Account



#IMMIGRATION #MATTERS *in business*



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Canada 

Evidence-driven Campaigns

- Public attitudes are complex – meet people where they are at.
- Localized campaigns are the most effective.
- Traditional approaches such as “myth-busting” has the opposite effect of educating people. It makes people stick to their viewpoints even more.
- Facts and evidence will not change someone’s opinion. A change of emotions and values will.



Doubt leads to more stubbornness

- “In all three cases, Gal and Zucker found that doubt turns people into stronger advocates,” writes Yong. “More subtly, their study shows that this effect is stronger if someone’s identity is threatened, if the belief is important to them, and if they think that others will listen. It all fits with a pattern of behaviour where people evangelise to strengthen their own faltering beliefs.”



Best Practices

- Campaigns that are positive, values-driven, and hit at the crux of emotions the general public experience when they think about refugees.
- Addressing prejudice at the frontline with policy makers.
- Sharing and coordinating campaign strategies and taking a widespread and an intersectoral approach to create change in all areas of society.

