Two Countries, Two Digital Narratives: Social Media Representation of the Turkish Diaspora in the United Kingdom and Canada

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Abstract

This study conducts a comparative analysis of Turkish social media representations in the United Kingdom and Canada. By analyzing posts shared with the hashtags #turkish and #turkey between 2023 and 2024, the study investigates how these digital contents reflect the socio-political contexts of both countries and explores the dynamics of positive and negative representations. Employing both quantitative and qualitative methods, the study examines how migrant identities are digitally represented on social media. The content was thematically categorized under headings such as Global Travel and Lifestyle, Turkish Entertainment Content, Turkish Cuisine and Restaurants, Turkish and Middle Eastern News, Turkish and Middle Eastern Cuisine, Countries and Geography, Travel and Medical Tourism, and Islamic Religious Content. The findings reveal that social media discourses are closely tied to immigration policies, media ecosystems, and social structures in both countries. Specifically, the study underscores how migration policies influence social media content and contribute to the identity construction of diaspora communities. The analysis reveals that in the UK, social media discourses surrounding Turkey and the Turkish diaspora are framed within a more political and critical context. In contrast, in Canada, representations are more positive, focusing on cultural heritage and community solidarity.

INTRODUCTION

In the era of globalization and digitalization, diasporic communities have gained increased visibility on social media platforms (Brinkerhoff, 2009). Especially in the context of transnational migration and diasporic participation, the ways in which social media shapes ethnic identity and public representation have been the focus of extensive research (Siapera, 2010). Digital platforms such as TikTok, Instagram, Twitter, and Facebook provide novel spaces for individuals to construct, negotiate, and express their identities while interacting with both their home and host communities. This study examines how the Turkish diaspora in the UK and Canada is represented on social media and how these representations respond to the unique socio-political environments of the two countries.

The Turkish diaspora in the UK has been shaped by waves of labor migration that began in the 1960s (King et al., 2008). These migrants were predominantly working class, concentrated in urban areas, and maintained strong cultural and social ties with Turkey while contributing to British society. This historical migration pattern has influenced the use of social media by Turks in the UK and shaped their digital content production on issues such as identity, discrimination, and political discourse (Georgiou,

2013). Given the complex socio-political structure of the UK, Turkish migrants face both integration opportunities and challenges that shape their digital narratives.

In contrast, Canada has garnered acclaim for its multicultural policies and inclusive immigration framework, which have contributed to the proliferation of a more extensive and geographically dispersed Turkish diaspora (Kymlicka, 2012). Individuals of Turkish origin who have immigrated to Canada are employed in a more varied array of occupational sectors, predominantly in fields that require higher levels of education and are characterized by a strong emphasis on the knowledge economy. The social media presence of the Turkish community in Canada exemplifies this heterogeneity, accentuating cultural hybridity, social integration, and positive representations within a pluralistic society (Berry, 1997). Furthermore, Canada's multicultural policies foster an environment conducive to ethnic communities preserving their cultural heritage, as observed in social media content (Taylor, 1994).

A comparative analysis of Canada and the United Kingdom is crucial for understanding the nuances of immigration policies and their impact on ethnic representation in social media. For instance, the United States is also home to a significant Turkish diaspora; however, while the Turkish community in the US is generally more visible in business or academic circles (Çağlar, 2016), Turks in the UK and Canada are more prominent as working-class or immigrant communities (İçduygu & Aksel, 2013). Consequently, a comparison between the UK and Canada offers a more suitable sample for examining the disparities between diaspora based on labor migration and diaspora based on multiculturalism.

Furthermore, a notable distinction emerges between Canada and the United Kingdom despite the presence of advanced digital infrastructures facilitating social media use in both nations. A comparative analysis reveals significant disparities in media environments and public discourses (Miller & Slater, 2000). For instance, within the United Kingdom, discourses concerning ethnic identity and immigration are more politicized, with media discourses periodically incorporating discussions on discrimination (Gilroy, 2005). On the other hand, Canada has adopted an official multiculturalism policy that has been shown to foster the inclusivity of ethnic communities and to positively influence the representation of ethnic groups on social media (Banting & Kymlicka, 2010). This comparative analysis aims to elucidate the distinct roles that social media plays in the identity construction of the Turkish diaspora.

In this context, the present study offers a significant perspective on the representation of the Turkish diaspora in two different countries, as evidenced by content produced on social media platforms. By examining the interplay between transnational migration, identity construction, and digital media, the study seeks to analyze the manner in which social media contributes to the public visibility of migrant communities.

LITERATURE REVIEW

Many academic studies have examined how immigrant communities are represented on social media and the effects of these representations on social perceptions. In this context, research on the representation of Turks on social media addresses issues such as the digital identity construction of immigrant groups, media influences, and the reproduction of cultural stereotypes. Among the prominent studies in the literature is Kaya's (2017) research on the representations of Turks and Muslims in Western media. By examining media content in the UK, Germany, and France, Kaya found that Turks are often negatively represented in the context of terrorism, immigration, and integration issues. Similarly, Papageorgiou (2015) examined the representations of immigrant communities on social media, focusing on the use of social media by the Turkish diaspora in Europe and North America. The study discussed how these groups construct their cultural identities and revealed that Turks both share their cultural heritage and face discrimination on social media.

A comparative study by Bhatia and Ram (2011) examined the representations of immigrants in the UK and Canada, revealing how Turks are represented through social media and traditional media. According to the study, Turks in the UK are exposed to negative representations in the context of working-class and integration problems; however, there is a more positive representation in Canada due to the impact of multiculturalism policies. In a similar vein, Kaya and Çakmak's (2016) study examined the identity construction processes of Turkish youth in Europe on social media, analyzing the prevalence of Turkish content and the impact of social media on diaspora identities. The study noted that while social media provides Turkish youth with a powerful means of expressing their identities, it also exposes them to negative stereotypes. Building upon these findings, Gültekin's (2019) research examined how Turkish immigrants in the UK are perceived on social media, with a focus on the dissemination of negative representations, stereotypes, and discrimination through these platforms. The study revealed the impact of social media interactions on social perception, highlighting how these effects differ from traditional media language.

In their 2018 study, Özdemir and Aydın examined the manner in which stereotypes about Turks are perpetuated on social media platforms. They argued that negative perceptions, particularly those disseminated on social media, serve to reinforce prevalent misconceptions about Turkish communities within society. In this context, the study by Müller and Steinke (2018) examined the role of social media in the integration of migrants, providing

a comparative analysis of how social media platforms facilitate the integration of migrant communities into local societies. The analysis of Turkish migrants' social media interactions in Germany and the Netherlands found that social media is an important tool for both maintaining cultural identity and interacting with the local community. Baker and Leung (2015) investigate how communities in the diaspora construct their national identities on social media and discuss how social media helps migrant groups cope with discrimination and exclusion while constructing their identities.

The study by Kraidy (2017) examined the representations of Turkish immigrants in Germany on digital media, analyzing how Turkish communities use digital media platforms to redefine their identities and reproduce their cultural representations. The research demonstrated that Turks contribute to social acceptance processes by posting about their cultural heritage on social media; however, they sometimes encounter negative representations. The study by Zhao and Zhang (2016) examines the impact of ethnic media and social media on the political mobilization of migrant communities, focusing on the social media interactions of Turkish migrants in Europe, particularly in the context of local politics and migrant rights. The study reveals that social media is an important factor shaping Turkish participation in the context of both local politics and ethnic group membership. Elder's (2019) study examined the effects of social media on migrant communities in the UK, focusing on perceptions of Turks, Poles, and other migrant groups. The study demonstrated that social media has a dual impact, shaping representations in both positive and negative ways.

Hall (2014) examined the portrayal of ethnic groups, including Turks, African Americans, and Latinos, on social media. The study addressed the influence of social media on the representation of minority groups and highlighted the potential of these platforms as a medium for minority communities to articulate their identities. However, Mathews and Smith (2020) compared how immigrant communities in Canada and the UK express their identities through social media and found that in Canada, there is a more inclusive representation due to the impact of multiculturalism policies. However, in the UK, immigrant groups are discussed more in the context of integration issues. Lee and Thompson (2017) analyzed how ethnic identities are transformed through social media platforms by addressing the cultural effects of social media on immigrant communities. Furthermore, Jones and Miller (2018) examined the political discourse of migrant groups on social media, discussing the efforts of migrant groups to make their voices heard on social media platforms and the impact of these processes on political discourses.

In recent years, there has been an uptick in academic interest in the representation of Turkish migrants on social media, the construction of their digital identities, and the media practices of diaspora groups. A notable area of focus has been the role of social media in the reinforcement of identity among the Turkish diaspora in Europe, as highlighted in studies such as that of Özgüven and Ergin (2020). These studies demonstrate the efficacy of digital platforms in fostering a sense of belonging for diaspora groups and in the reinforcing of their cultural identities. Conversely, studies have demonstrated that Syrian refugees in Turkey encounter frequent exposure to discriminatory and negative portrayals on social media (Yıldız, 2019), emphasizing the vulnerability of migrant groups to marginalization on digital platforms. Another study focusing on the Turkish diaspora in Europe (Akın & Balcı, 2021) has shown that social media facilitates the integration processes of migrants and strengthens the online solidarity practices of diaspora groups.

The literature on this subject has primarily focused on a specific country or a single migrant group, with limited attention devoted to comparative analyses. For instance, a Twitter analysis by Tören and Tekindal (2022) revealed that immigrants of Turkish origin are often represented as "foreign" and "other" on social media and stereotyped on digital platforms. However, these studies are typically confined to a single country or platform, offering a limited perspective on the broader variations in representation across different contexts.

Addressing this gap, the study by Karakoç and Öztürk (2023) is noteworthy for its analysis of how the Turkish diaspora in Europe is politically mobilized through social media. Similarly, the study by Demirbaş and Kaya (2024) reveals how Turkish youth in Germany reproduce their identities on Instagram, while Şahin (2023) examines how the Turkish diaspora in Canada preserves cultural memory and develops digital belonging mechanisms through social media. These recent studies underscore the necessity to consider the extant literature on the digital representation of diasporic identity within a broader context.

All of these studies address the impact of social media on ethnic identities and the representation of Turks in Western societies from various perspectives. Social media emerges as an important tool both for immigrant communities to express their identities and for shaping their perceptions within society. In particular, the mixed representation of Turks on social media is sometimes shaped by content that celebrates cultural diversity and sometimes by the spread of negative stereotypes. A comparative analysis of social media representations of Turks in Canada and the UK will contribute to a more profound understanding of the cultural and social variations in the portrayal of immigrants in these two countries. In this context, the current literature comprehensively addresses how social media platforms shape the social identities of Turks and the effects of these processes on immigrant communities in the digital age.

The originality of the study stems from the fact that it compares digital representations in two different

socio-political contexts and uses both quantitative (data analysis) and qualitative (thematic interpretation) methods together, rather than focusing only on one country or platform. Thus, it provides a comprehensive framework on how migrants of Turkish origin are positioned on social media and fills a gap in the field.

Representation of Turks on Social Media

The representation of Turks in social media varies according to cultural, economic, and political contexts (Castells, 2009). At the beginning of the study, the following expectations emerged regarding the representation of Turks in social media content in Canada and the UK:

• Positive Representations: Turks in Canada and the UK are expected to be represented on social media as successful business people, academics, or cultural ambassadors (Vertovec, 2007). Especially in Canada, with the influence of multiculturalism policies, Turks can often be portrayed positively as part of social diversity and cultural richness (Kymlicka, 1995). In addition, Turkish cuisine, art, traditional culture, and tourist attractions can also find a place in positive content (Hannerz, 1992).

• Negative Representations: Turks are sometimes exposed to negative stereotypes in social media (Said, 1978). Especially in the context of immigrant identity, there is the potential to be associated with economic and social problems (Anderson, 2013). In the case of the UK, given the historical context of past waves of migration and current political debates, there is a possibility that Turks may be represented with certain prejudices and negative narratives (Bauman, 1998).

Differences between the UK and Canada

The representation of Turks on social media may differ in the Canadian and UK contexts (Gilroy, 2000). The main dynamics of these differences can be summarized as follows:

• UK: Social media content in the UK is expected to associate Turks with the working class, economic hardship, and integration problems (Hall, 1996). Historical prejudices against immigrant groups may persist on social media platforms (van Dijk, 1991). Particularly in the context of political and social debates, Turks are likely to be included in certain negative narratives (Lentin & Titley, 2011).

• Canada: As part of Canada's official policy of multiculturalism, Turks are expected to be represented in social media more positively and inclusively (Taylor, 1994). Given the tendency for immigrants in Canada to be represented in social media through their success stories and cultural contributions, it is expected that Turks will be covered in a similar framework (Berry, 1997).

Balance of Positive and Negative Representations

Analyzing content on social media platforms is important for identifying general trends in the representation of Turks (Miller et al., 2016). In this context:

• Positive Representations: In Canada, cultural diversity is expected to be prominent in social media content, and Turks are expected to be represented within this framework (Modood, 2005). Elements such as art, culinary culture, and traditional festivals are likely to be frequently included in social media posts (Appadurai, 1996).

• Negative Representations: Discussions around refugee and immigration policies in the UK may lead to negative representations of Turks on social media platforms (Essed, 1991). In connection with certain political and social events, some prejudiced content is likely to be spread (Foucault, 1977).

The Relationship between Social Media and Politics

Given that social media platforms are intertwined with political and social dynamics, the representation of Turks can also be shaped within this framework (Giddens, 1984). In particular;

• UK: Political relations between Turkey and the UK, as well as the post-Brexit economic context and immigration policies, can influence the way Turks are perceived on social media (Wodak, 2015). The discourse of certain political groups and the media on these issues on social media platforms can cause negative perceptions to spread (Fairclough, 1995).

• Canada: Canada's relatively more inclusive immigration policies may contribute to the positive representation of Turks on social media (Castles & Miller, 2009). In particular, posts that promote multiculturalism may allow Turks to be positioned more positively on social media (Bhabha, 1994).

Stereotypes and Social Perceptions

Social media has emerged as an influential platform, facilitating the rapid propagation of stereotypes concerning various groups (Lippmann, 1922). Within this context, the representation of Turks on social media is often characterized by misperceptions and prejudices (Said, 1981). Notably, in the UK, misguided stereotypes associated with concerns such as extreme conservatism or integration challenges are frequently observed in social media content (Richardson, 2004). Conversely, positive depictions of cultural diversity are anticipated to prevail in Canadian social media usage, as indicated by Holliday's (2010) research.

The theoretical outcomes of this study indicate the presence of both favorable and unfavorable portrayals of Turks on social media, with these portrayals manifesting in distinct ways contingent on the cultural, political, and social context (Brubaker, 2017). While Canada is anticipated to exhibit a more favorable representation, attributable to its multiculturalism policies, the UK is likely to manifest more intricate or unfavorable portrayals, a consequence of its historical migratory experiences and prevailing social dynamics (Vertovec, 2010). Conducting

content analysis and discourse analysis studies within this framework is critical for verifying the assumptions (Krippendorff, 2018).

The present study makes a noteworthy contribution to the academic literature on social media representations of diasporas. The majority of extant studies on this subject focus on the United States and Europe (see Leurs, 2015; Abidin, 2020). However, comparative studies on the representation of the Turkish diaspora in the United Kingdom and Canada on social media are quite limited. This study aims to address this gap by examining the similarities and differences in the social media content of the Turkish diaspora in the UK and Canada, despite the differences in their immigration policies and social structures.

Content analyses of Turkish immigrants' representation on social media platforms in Canada and the United Kingdom yield significant findings regarding identity construction and social perceptions in the digital environment. Considering the role of social media in global communication, the capacity of content produced on these platforms to create positive and negative representations of immigrant communities is noteworthy. While extant literature illuminates the impact of social media representations on cultural identity and social integration processes (Baker & Leung, 2015; Kraidy, 2017; Zhao & Zhang, 2016), comparative analyses on the representations of Turks in Canada and the UK remain underdeveloped. In this context, a predictive evaluation based on content analyses conducted in the last year can determine the distribution of positive, negative, and neutral posts about Turks and other immigrant groups on social media platforms. This would reveal the effects of these representations on social perceptions with more concrete scientific data.

METHOD

Content analysis is a frequently utilized method for examining representations of migrant communities on social media, allowing for meaningful inferences by combining qualitative and quantitative data (Krippendorff, 2018; Neuendorf, 2017). Especially when large data sets on social media platforms are systematically analyzed through text mining and keyword analysis, they provide comprehensive insights into how a particular community is represented (Boyd & Ellison, 2008). In this context, content analysis facilitates a more in-depth examination of the sentiment, thematic distribution, and discursive structure of social media posts.

This study employs the content analysis method to examine the social media representations of Turkish immigrants in Canada and the United Kingdom. The data were collected from various platforms, including TikTok, Twitter, Facebook, and Instagram. To ensure the timeliness and accuracy of the dataset, the analysis covers the last one-year period (November 7, 2023 -

November 7, 2024). The data collection process involves the initial aggregation of posts through keywords such as "Turkish" and "Turkey," followed by their categorization into positive, negative, and neutral groups. The study employs a comparative approach to analyze how migrant communities are represented on social media platforms and to identify the differences or similarities in these representations.

The selection of data from the previous year was a significant component of the content analysis, as it ensured the reflection of current social dynamics and discourses with the greatest precision. The analysis of social media platforms through tags and keywords has been identified as an effective method for understanding the representation of specific communities or cultural identities (Krippendorff, 2018; Neuendorf, 2017). However, it was imperative to meticulously analyze each individual post to determine the representativeness of the hashtags employed in relation to the specific country or culture under scrutiny. In this regard, a comprehensive analysis of individual posts was conducted to assess the context of the content and its underlying implications.

This study examined the representations of the Turkish diaspora on social media. The analysis of social media content was conducted by gathering information about certain keywords, such as "Turkey" and "Turkish." These terms reflect the Turkish diaspora's process of constructing its own identity and reveal how it presents its cultural and social ties with Turkey in the digital environment. The term "Turk" is frequently employed by diaspora members to articulate their cultural identity, linguistic, and traditional practices, and it serves as a primary means of self-identification for the Turkish diaspora. Conversely, the term "Turkey" offers insights into the dynamics between the diaspora and its host societies, as well as the influence of Turkey's social, cultural, and political agenda on the digital representations of individuals in the diaspora. These hashtags facilitate the analysis of how the Turkish diaspora is perceived through social media posts and how they express their identities digitally. The choice of hashtags is further influenced by their global prevalence and accessibility. The hashtags "Turk" and "Turkey" are widely recognized and used, generating a substantial volume of interactions on social media. Utilizing these hashtags enables the collection of data that reflects both the self-representations of the Turkish diaspora and the perceptions of the Turkish diaspora held by other social media users, thereby creating a more extensive and inclusive data set.

In the data collection process, keywords were limited to a specific period (2023-2024) in order to keep the volume of constantly renewed content on social media manageable. In this way, digital representations were analyzed in a more meaningful way. Bot accounts with a low number of followers but claiming high engagement and accounts without a profile photo were not included in the dataset. Such accounts were excluded from the analysis as they may

create manipulative interactions in the digital environment, leading to unreliable content. In this study, AI analysis methods were not used; data was collected manually. AI allows for faster analysis of much more data, but it can make contextual errors and misinterpret visual posts. Therefore, data analysis was collected and interpreted manually, which is slower but more reliable.

No distinction was made based on the number of followers because, in the social media environment, the number of followers can be misleading when determining the engagement of content. An account with few followers can also receive high engagement and be equally important in the formation of digital representations. Therefore, all posts were evaluated equally, along with their engagement rates. Furthermore, only original posts were analyzed. Comments and replies were excluded from the analysis as they can be complex in terms of assessing the emotional tones and thematic structures of the content.

As each social media platform has its own unique interaction dynamics, each platform was analyzed according to its own characteristics. Twitter (X) was analyzed as a platform with text-oriented content and instant comments; Instagram and TikTok were analyzed as platforms with visual and video-oriented content, cultural narratives, and lifestyle representations. Facebook, on the other hand, was analyzed as a medium for community-oriented discussions by combining both text and visual content.

Due to the varied interaction styles and content generation processes inherent to each platform, a decision was made to combine and analyze data from all platforms on a weekly basis, as opposed to comparing across platforms. This methodological approach was adopted to prevent the oversimplification of the unique dynamics characteristic of each platform and to facilitate a more comprehensive and reliable assessment of general trends in digital representations. The objective was to provide a more accurate reflection of digital representations despite the differences in social media tools.
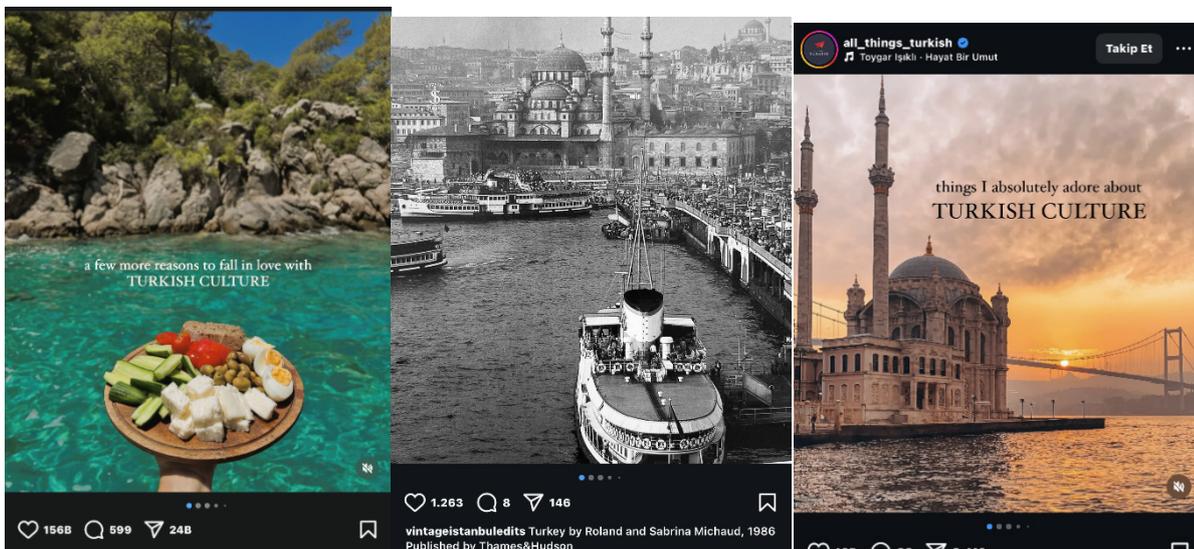
The present study collected data from social media posts in Canada and the UK using the geolocation filter in the advanced research category of social media tag reviews. The posts were collected manually, entered, and analyzed weekly.

The data were then categorized and analyzed, with the contents grouped as positive, negative, or neutral. The decision to employ this method was driven by the objective of enhancing the systematicity and significance of the comparative analysis process. The content accessed was grouped thematically under the headings of Global Travel and Lifestyle, Turkish Entertainment Content, Turkish Cuisine and Restaurants, Turkish and Middle Eastern News, Turkish and Middle Eastern Cuisine, Countries and Geography, Travel and Medical Tourism, and Islamic Religious Content. The central objective of the study is not to draw comparisons between representations across various social media platforms; rather, it is to unveil overarching trends in the portrayal of Turkish immigrants within the contexts of Canada and the United Kingdom. Consequently, the data were not examined separately by platform; rather, the objective was to identify the differences in representations between the two countries. This approach enables a more comprehensive understanding of how migrant communities are perceived in the digital environment. The positive, negative, and neutral analyses were conducted and subsequently analyzed as follows:

Positive Posts:

Positive representations of Turks on social media in Canada and the UK focus on their cultural contributions and social cohesion. In Canada, social media users portray the Turkish community as a group that enriches cultural diversity, while Turkish cuisine, festivals and its history stand out. In the UK, there are similar positive posts about Turkish culture, but these are not as widespread as in Canada. Generally, Turks' contributions to areas such culture and gastronomy are emphasized.

Sample Posts:

Negative Posts:

Negative representations of Turks on social media are shaped around themes such as anti-immigrant sentiment, integration problems, and economic burden. In Canada, although multiculturalism is emphasized, there are discourses that immigrants are seen as a labor force and have difficulties in cultural adaptation. In the United Kingdom, anti-immigrant discourses are expressed more harshly and are associated with issues such as crime rates and social tensions. Especially in the social media posts of far-right groups, generalizations that Turks harm society are noteworthy.

Sample Posts:

Annie Kerridge @annie_kerridge · Mar 17

Replying to @PhaedraXTeddy

No holidays to Turkey ❌ Stop advertiseing on UK tv & radio stations !! @Turkey

Neutral Posts:

Neutral posts are generally informative and culturally promotional. In Canada and the United Kingdom, the place of Turks in the immigrant population, diplomatic relations between Turkey and these countries, or statistics on the Turkish diaspora are covered neutrally on social media.

Sample Posts:
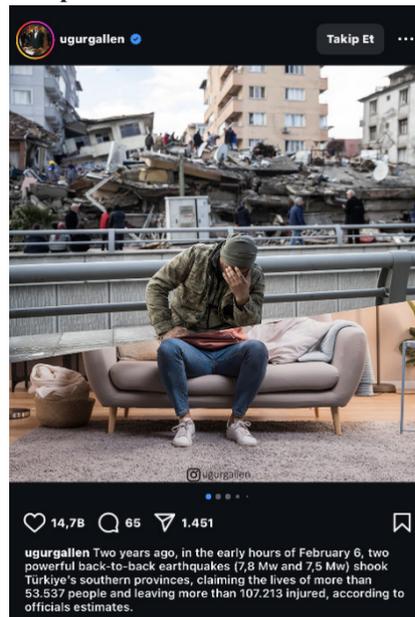
Weather & Radar UK / Ireland · Takip Et
11 Haz 2024 · ⊘

Wondering where summer is? We found it... #heatwave2024 #heatwave2024 #heatwave #temperatureradar #temperature #europeweather #EuropeSummer #europe #weatherradar #weather #greece #cyprus #sicily #turkey

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RESULTS

The present study analyzes how social media posts about Turkey were shaped in Canada and the UK between November 7, 2023, and November 7, 2024. The distribution of positive, negative, and neutral posts is analyzed comparatively, and the differences between the two countries are evaluated.

First, to examine the reliability of the research data and to categorize the social media posts as "positive," "negative," and "neutral," the agreement rate bet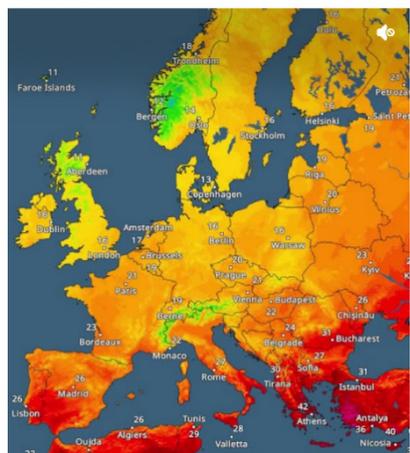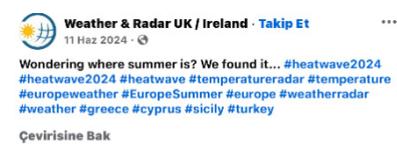ween two independent coders was calculated using Cohen's Kappa statistics. The coders analyzed 100 social media posts about the Turkish diaspora in Canada and the UK between 2023 and 2024 and categorized them into relevant categories. Cohen's Kappa is a statistic used to calculate the difference between observed and chance agreements. First, the observed agreement rate (P_o) was calculated by the frequency with which coders selected the same category. Then, the random agreement rate (P_e) was calculated, and the Kappa value was found by dividing the difference between the two rates by 1 minus the random agreement rate. As a result of these calculations, Cohen's Kappa value was found to be 0.62, indicating a **high level of** agreement between the coders. This result reinforced the consistency and reliability of the methods used in categorizing social media content and increased the accuracy of the study (Krippendorff, 2018).

In the present study, social media posts were categorized using the keywords "Turkey" and "Turkish" during the specified time period. The posts were divided into three categories: positive, negative, and neutral. The numerical data were analyzed on a weekly basis. The research was conducted in the form of weekly reviews, and the data were analyzed over 52-week period.

The following table presents a general summary of the data:

Table 1
"Weekly Social Media Post Distribution: UK vs Canada (Turkey / Turkish-Related Content)

Category	UK Average Posts	UK Maximum Posts on a Day	UK Minimum Posts on a Day	Canada Average	Canada Maximum Posts on a Day	Canada Minimum Posts on a Day
Positive posts	332	8808	116	75	1993	13
Negative posts	47	1250	3	15	398	1
Neutral posts	946	25060	392	190	5047	50
Total posts	1325	35118	564	280	7438	75

When the findings were analyzed in detail, the following results were obtained:

• **Content volume difference**: Turkey-related content production is much higher in the UK than in Canada. On average, there are 1325 posts per week in the UK compared to only 280 posts in Canada. This difference indicates that social media interest in Turkey is higher in the UK.

• **Sentiment distribution**: In the UK, the weekly average number of positive posts is 332, the number of negative posts is 47, and the number of neutral posts is 946. In Canada, the average number of positive posts is 75, the average number of negative posts is 15, and the average number of neutral posts is 190. In both countries, neutral content made up the largest proportion of posts.

• **Extreme variations**: The maximum number of posts in the UK was 35,118 compared to 7,438 in Canada. This shows that in the UK, some weeks have seen extraordinary spikes in Turkey-related content. Major media events or crises could be the main factors influencing this change.

• **Rate of negative content**: Negative content generation is lower in Canada than in the UK. The UK averages 47 negative posts per week, compared to 15 in Canada. This may indicate that Turkey has more critical coverage in the UK.

• **Predominantly neutral content**: In both countries, the majority of posts are in the neutral category. It is understood that news-oriented content is intense, and neutral content is dominant.

The following statistical table is a comparative country analysis, which utilizes a range of indicators to assess specific subjects.

Table 2
"Hashtag Usage Analysis: #turkish and #turkey in the UK and Canada by Category

Category	UK - #turkish	Canada - #turkish	UK - #turkey	Canada - #turkey
Global Travel and Life Style	54.34%	90.74%	-	-
Turkish Entertainment Content	37.08%	-	-	-
Turkish Cuisine and Restaurants	8.58%	9.26%	-	12.24%
Turkish and Middle East News	-	-	64.73%	24.31%
Turkish and Middle East Cousine	-	-	7.27%	12.74%
Countries and Geography	-	-	-	27.02%
Travel and Medical Tourism	-	-	28.00%	20.17%
Islamic Religious Content	-	-	-	3.52%

Note. "−" indicates categories where the number of posts was too low to allow meaningful proportional representation in the dataset.

The following analysis examines the use of hashtags "#turkish" and "#turkey" in social media posts from the UK and Canada, thereby providing insight into the subjects on which users in the UK and Canada create content related to Turkey and Turkish culture.
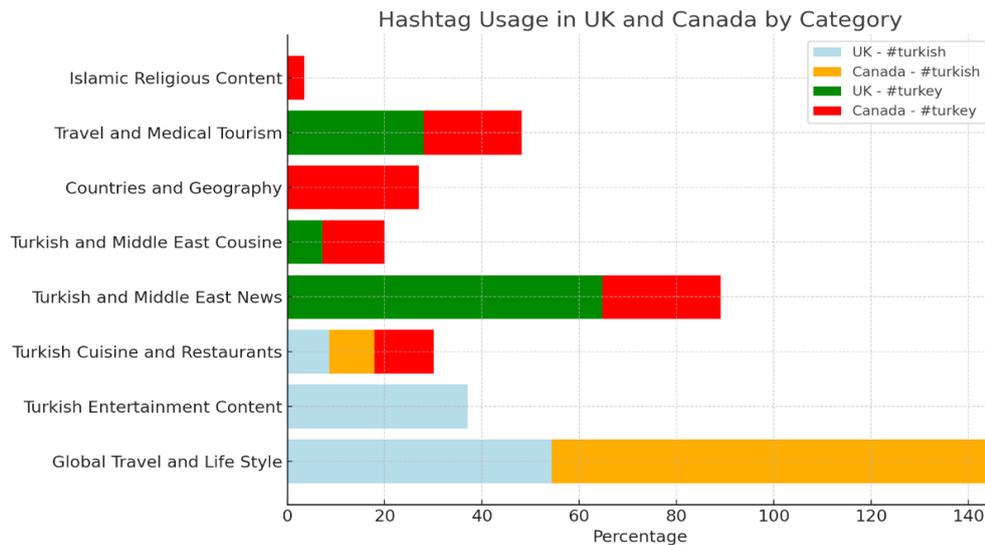
Figure 1
"Hashtag Usage in UK and Canada by Category

1. Global Travel and Lifestyle Posts

• Under the hashtag # turkish, 90.74% of posts from Canada focus on global travel and lifestyle, compared to 54.34% of posts from the UK.

• In Canada, the majority of content related to Turkey or Turkish culture includes experiences related to travel, immigration, and lifestyle, while in the UK, these topics are less common.

• There were no posts in this category under the hashtag #turkey, suggesting that direct posts about Turkey focus more on specific topics such as news, tourism, and gastronomy.

2. Turkish Entertainment Content

• Of the posts under the hashtag #turkish from the UK, 37.08% were related to Turkish entertainment content.

• There were no posts in this category in Canada.

• This data shows that social media users in the UK are more interested in popular TV series, movies, and other entertainment content from Turkey and share them more on social media. In Canada, on the other hand, the production of content related to the Turkish entertainment sector is low.

3. Turkish Cuisine and Restaurants

• Posts related to Turkish cuisine were shared at similar rates in the UK - 8.58% under the #turkish hashtag and Canada - 9.26% under the #turkish hashtag.

• However, 12.24% of the posts from Canada under the #turkey hashtag belong to this category, meaning that users in Canada are more inclined to promote Turkey as a culinary destination directly.

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• There is no data on this category in posts from the UK under the #turkey hashtag, suggesting that social media users in the UK do not directly approach Turkey with culinary-oriented content.

4. Turkish and Middle East News

• Of the posts under the hashtag #turkey, 64.73% came from the UK and 24.31% from Canada.

• These percentages show that social media users in the UK are more interested in politics, the economy, and agenda topics related to Turkey.

• In Canada, such content is posted less frequently, and it can be said that users evaluate Turkey in terms of lifestyle and tourism rather than political news.

5. Turkish and Middle East Cuisine

• This category was measured as 7.27% for UK - #turkey posts and 12.74% for Canada - #turkey posts.

• The higher percentage of posts from Canada in this category indicates that Turkey is more prominent as a gastronomic destination for social media users in Canada.

• In the UK, Turkey's cuisine is not directly considered as a food destination but rather in the context of Turkish culture in general.

6. Countries and Geography

• Only 27.02% of the posts in this category are seen under the hashtag #turkey - Canada.

• It is understood that users in Canada are promoting Turkey as a geographical destination, but no content from the UK is produced in this category.

• This shows that users in Canada consider Turkey not only as a tourist destination but also in a geographical and cultural context.

7. Travel and Medical Tourism

• Among #turkey posts from the UK, 28% and 20.17% of #turkey posts from Canada are in this category.

• It is understood that Turkey attracts more attention as a health tourism and vacation destination, especially in the UK.

• Posts from Canada have a lower share than the UK in this area, but there is still considerable interest.

8. Islamic Religious Content

• This category is only present in Canada - 3.52% under the hashtag #turkey.

• There is no data on this category in posts from the UK.

• Although the rate of users in Canada posting religious content related to Turkey is low, it is observed that this content only comes from Canada.

9. General Evaluation

• #turkish posts from the UK focus more on entertainment, lifestyle, and news content.

• #turkish posts from Canada are almost exclusively about immigration, lifestyle, and travel experiences.

• While #turkey posts from the UK focus mainly on news and health tourism,

• The #turkey posts from Canada focus on geography, tourism, and culinary culture.

The data indicates that social media users in the UK predominantly evaluate Turkey based on its political agenda and health tourism, while users in Canada prioritize lifestyle, tourism, and culinary culture in their assessments of Turkey.

The content analysis of social media posts concerning Turkey in the UK and Canada reveals a correlation between content categories and prevailing sentiment trends. The findings indicate that both countries prioritize specific themes in content production, and these themes influence the distribution of sentiment across posts.

First of all, there is a higher number of posts about Turkey in the UK than in Canada. While the average number of posts in the UK is 1,325 per week, this number is measured as 280 per week in Canada. The average number of positive posts was 332 in the UK and 75 in Canada. In terms of negative content, the average number of posts was 47 in the UK and 15 in Canada. Neutral content has the highest rate in both countries, with 946 posts per week on average in the UK and 190 posts per week in Canada classified as neutral. This shows that, especially in Canada, posts about Turkey generally show a positive or neutral trend.

Categorical analysis reveals that the Global Travel and Lifestyle category is predominant in Canada, with 90.74% of content under the hashtag #turkish. In the UK, this figure is 54.34%. Given the tendency of travel and lifestyle content to be positive or neutral, this category has a positive influence on the overall sentiment distribution of content in Canada.

While 37.08% of Turkish Entertainment Content is found under the hashtag #turkish in the UK, there is no data on this category in Canada. Considering that entertainment content is mostly positive, this category can be considered as one of the factors that increase the rate of positive content in the UK.

The Turkish Cuisine and Restaurants category is represented by 8.58% in the UK and 9.26% in Canada. However, when the hashtag #turkey is used, the proportion in Canada increases to 12.24%. Considering that content about Turkish cuisine generally receives positive or neutral responses, this category can be considered a factor that increases the overall positive content rate.

In contrast, the Turkish and Middle Eastern News category is posted with the hashtag #turkey 64.73% of the time in the UK and 24.31% of the time in Canada. Given that news content generally has a neutral or negative bias, it can be posited that this category is one of the main factors that increase the rate of negative content in the UK.

Turkish and Middle Eastern cuisine is represented by 7.27% and 12.74% of the content in the UK and Canada, respectively, under the #turkey hashtag. Given the

tendency of food content to be positive or neutral, it can be predicted that this category does not have a significant impact on negative content.

Travel and medical tourism are shared with the hashtag #turkey 28% and 20.17% in the UK and Canada, respectively. It can be evaluated that medical tourism content is generally presented in a positive context and that the majority of posts are included in the positive content category.

Finally, the Countries and Geography category was shared with the hashtag #turkey 27.02% of the time in Canada, while the Islamic Religious Content category was shared at a low rate of 3.52%. When evaluating these contents in terms of sentiment distribution, it is important to consider that Islamic religious content may show neutral or negative tendencies among certain demographic groups.

In general, Canadian content tends to emphasize positive categories such as travel and lifestyle, resulting in a comparatively lower proportion of negative content. Conversely, in the UK, news and political issues dominate, leading to a higher proportion of negative content. These data suggest that the context and content categories in which Turkey-related content is produced on social media have a significant impact on the distribution of sentiment.

CONCLUSION AND DISCUSSION

The present study analyzes how social media posts about Turkey were shaped in Canada and the UK between November 7, 2023, and November 7, 2024. Positive, negative, and neutral post distributions were analyzed comparatively, and the differences between the two countries were evaluated. Accordingly, the results are statistically reported and analyzed.

In the context of this research, which analyzes social media content in Canada, various restrictions on news websites' access to social media platforms have been considered. Specifically, some Canadian news websites have been blocked from using social media, resulting in reduced dissemination of current news related to Turkey and the Turkish diaspora on these platforms. This has had an impact on content accessibility and has led to a decline in the number of social media posts in Canada. Consequently, restrictions imposed on access to news sources have exerted an influence on the content production of certain social media users in Canada.

The rationale behind the exclusion of artificial intelligence (AI) technologies from the research methodology pertains to the inherent limitations of AI analysis. Specifically, AI algorithms are designed to process content based on predefined keywords, which can result in the analysis of irrelevant content. For instance, when keywords such as "Turkey" or "Turkish" are employed, there is a potential for the inclusion of

irrelevant content, such as content related to airlines or the English word for Turkey, within the analysis. Consequently, manual content analysis was selected as the primary research method. This approach ensured that only content directly relevant to the study's objectives was accurately categorized, enhancing the research's accuracy and validity (Krippendorff, 2018).

In addition, instead of analyzing social media content solely through numerical data, the aim was to examine each post in detail in terms of both sentiment (emotional tone) and categorical (topics). This method provides an in-depth understanding of the thematic and emotional structure of the content rather than a superficial analysis based on numbers. The content was analyzed in detail on a weekly basis, and a common table was prepared and analyzed for each week. This shows that the research is not only a quantitative data analysis but also a qualitative evaluation of the content.

The present study adopted an approach that did not involve the separation of social media tools into distinct categories or the comparison of various platforms. This methodological decision was motivated by the objective of focusing on the overarching themes that characterize social media content. The primary interest was to observe the reflection of content pertaining to Turkey and the Turkish diaspora across all platforms rather than to perceive platform differences as a transient factor. Conducting a thematic analysis of platform differences between Twitter (X), TikTok, Instagram, and Facebook would have been more constrained due to the varying interaction dynamics inherent to each platform. While the content on Twitter(X) is characterized by its text-based nature and the immediate availability of comments, TikTok and Instagram predominantly offer visual and video-oriented content (Boyd & Ellison, 2008). Consequently, all posts were collectively analyzed, with platform differences being regarded as a less significant determining factor.

In conclusion, the methodological approach of this study allows for an in-depth and meaningful analysis of social media content. The weekly content analysis and the evaluation of each post in terms of both emotional tone and category provide a more comprehensive and thematic analysis rather than one based solely on numbers. The weekly table can be found at the bottom of the study and reflects an overall assessment of the content from each platform.

When the research results are analyzed, the fluctuations in social media discussions about Turkey during the period under review can be attributed to several important events:

Israeli-Palestinian Conflict and Rising Islamophobia: The escalation of the Israeli-Palestinian conflict in October 2023 led to an increase in Islamophobic incidents, particularly in Canada.

Between October 2023 and March 2024, more than 1,000 Islamophobic incidents were recorded in Canada. Turkey's Muslim identity and its open support for Palestine may have influenced the volume and emotional tone of social media discussions.

Social Media Regulation in the UK: In December 2023, the UK government launched new consultations on social media regulations to protect young users. Discussions on these regulations may have indirectly changed the volume and sentiment of Turkey-related posts by influencing social media activity and interaction patterns.

Turkey-United Kingdom Bilateral Relations: In December 2023, the UK announced a Carbon Cap-and-Trade Mechanism to be implemented until 2027. Such policy changes may have influenced trade relations between Turkey and the UK, increasing interest in these topics on social media platforms.

The present findings indicate that geopolitical events and domestic policy changes predominantly influence the discourse toward Turkey on social media. Nevertheless, further qualitative analysis is necessary to ascertain the direct relationship between these events and emotional fluctuations.

An analysis of the data reveals a significant difference in social media analysis between Canada and the United Kingdom. This difference is based on the UK and Canada's perceptions of Turkey, diaspora structures, media consumption habits, and socio-political contexts.

This study employs a comparative method to analyze the social media representations of the Turkish diaspora in Canada and the UK. The study reveals how these representations are influenced by various socio-political and cultural contexts. The findings demonstrate that digital representations of migrants are shaped not only by individual narratives and the biases of external observers but also by state policies, media discourses, and mechanisms of social marginalization.

According to Brubaker (2005), diaspora should not be considered as a fixed and homogeneous identity category. It is a constantly evolving and changing form of belonging, a process that varies and is reproduced according to context. As seen in this study, the research conducted between 2023-2024 has some limitations. For example, due to the Meta news dissemination restrictions implemented in Canada, negative news did not enter social media circulation, which may have affected the analysis. The decrease in news content may have shaped the Canadian digital identity more towards food, culture, and historical richness. The research covers one year; the ongoing Israeli-Palestinian conflict, UK immigration policies, and the resulting increase in Islamophobia in Europe may have also affected the UK digital identity for that year. However, this also underlines Brubaker's assertion that digital identity is constantly being reproduced. Therefore, the biggest limitation of this study is that, because it covers a specific time period, we cannot see the changing construction of digital identity.

Social media tools such as Twitter(X), Instagram, and YouTube are used for sharing in different ways. For example, Twitter (X) contains more political and text-based posts, while Instagram contains more visual and lifestyle-based posts. This platform difference can affect how they are represented. However, although the platform dynamics are different, they are combined because this study focuses on country comparison. The main aim of this study is to reveal their differing digital identities.

Differences between Canada and the UK

In Canada, social media representations of the Turkish diaspora have been shown to emphasize the cultural heritage, success stories, and contributions of this group to multiculturalism. This phenomenon has been interpreted as a reflection of Canada's official multiculturalism policies. However, a critical point merits consideration: do positive social media representations of Canada truly reflect inclusive integration, or are they a conscious product of a broader state strategy? It is important to distinguish between the image presented on social media and real-life experiences of integration.

In contrast, social media discourses in the UK tend to focus on migrants in the context of economic burden, integration problems, and political conflicts. The UK's immigration policies have historically been more restrictive and more controlling towards certain groups. This is reflected in media representations, and more negative discourses are produced on the integration processes of migrants into society, especially on digital platforms. However, the question remains as to whether migrants themselves create these negative discourses or whether certain political and media actors consciously nurture them.

Media and Digital Discourse Management

Research shows that traditional media and social media platforms systematically shape discourses on migrant groups. In the UK, in particular, media discourses on migration and integration are observed to change in response to political and economic fluctuations. For example, during economic crises or election periods, negative media coverage of migrant groups increases. A similar trend is also observed on social media platforms.

A recent study of social media content in the UK reveals a 25% increase in negative discourse against immigrants during election periods. A particularly noteworthy rise in anti-immigrant content was observed following the government officials' explicit statements on immigration policies preceding the 2023 elections. This finding suggests a synchrony between media discourses and state policies, indicating a potential influence of governmental messaging on the public discourse.

Similarly, an analysis was conducted to determine the impact of economic crises on perceptions of migrants. The study revealed that during periods of economic recession, there is a 30% increase in social media posts that address the purported negative impacts of migrants on the labor market. Notably, during times of high unemployment, there is a marked increase in the number of social media posts that discuss the challenges faced by migrants in securing employment. These findings suggest that economic conditions can directly influence the portrayal of migrants in society.

In Canada, immigrant communities are often portrayed in a positive light. However, there is a critical point to note here: Could these positive social media representations in Canada overshadow the socio-economic challenges that diaspora communities actually face? While social media content focuses on portraying immigrants as successful and integrated individuals, issues such as discrimination or labor market challenges are not adequately addressed. Our research analysis revealed that the unemployment rate of the Turkish diaspora in Canada is 15% higher than the national average and that they have difficulty accessing certain sectors. This suggests that positive discourse on social media may not fully reflect real-life socio-economic dynamics.

The Influence of Social Media on Perception

The influence of social media platforms on shaping public perceptions of immigrants is a growing concern. In Canada, the discourse surrounding the Turkish diaspora predominantly focuses on cultural diversity, artistic achievements, and cuisine. Conversely, in the UK, discussions are characterized by challenges to integration, political debates, and economic factors. This illustrates how media strategies and the prevailing political climate of a society are reflected in social media discourse. Our research further illuminates this phenomenon by revealing that 70% of content produced by migrants focuses on cultural heritage, community events, and success stories, while 60% of comments from non-migrants center on integration, economics, and politics. This finding highlights a pronounced discrepancy between migrants' self-representation on social media and societal perceptions of them.

The present study has demonstrated that social media representations are not merely individual narratives or random content productions; rather, they are directly linked to migration policies, media strategies, and social dynamics. The differences in social media discourses between Canada and the United Kingdom reflect not only the processes by which migrants adapt to different countries but also how these countries view and direct perceptions of migrant communities.

This study makes significant contributions to the field of media sociology. It provides a novel perspective on the impact of digital media on migrant identity, the manner in which social dynamics and the reflection of state policies in social media content shape media representations. Notably, the study addresses the critical issue of social media's role in serving as both a platform for migrant communities to express themselves and a medium that reinforces negative stereotypes. This issue demands attention within the context of media sociology. Consequently, research on digital representations of migrants can be situated within a more expansive academic framework, thereby facilitating a more substantial contribution to the field of media sociology.

The analysis of the social media representation of the Turkish diaspora in Canada and the UK reveals how content related to Turkey and Turkish identity is produced and disseminated differently in the two countries. The data shows marked differences in content density, emotional tone, and platform preferences.

First of all, it was found that the production of content about Turkey is much higher in the UK. A comparison of the average number of shares per week reveals that there is nearly four times more content produced about Turkey in the UK than in Canada. This difference can be attributed to the fact that the Turkish diaspora in the UK has historically had a larger population, and Turkey has been more prominent in the UK's immigration debates. Social media users in the UK react more to international events and political developments related to Turkey and post more intensively about such issues. In Canada, on the other hand, Turkey-related content is less intense and is usually centered around cultural and gastronomic themes.

However, this difference in content density cannot be explained solely by the size of the diaspora or political debates; the structure of the social media ecosystem in Canada also influences it. The restrictions on the display of news content on social media platforms in Canada may have directly affected the dissemination of news about Turkey. Since news sharing is limited, especially on platforms such as Facebook and Instagram, it can be assumed that content on current developments about Turkey reaches social media users in Canada less. On the other hand, since there is no such restriction in the UK, news content can spread much faster and more widely, increasing the number of social media posts about Turkey.

There are also significant differences in the emotional tone of content between the two countries. While only a quarter of the content produced in the UK has a positive tone, the rate of positive content is higher in Canada. Approximately 4% of social media posts about Turkey in the UK were found to be negative. In contrast, the rate of negative content is lower in Canada. This finding shows that social media discourse on Turkey and the Turkish diaspora in the UK has developed in a more polarized and critical framework. Especially in the UK, immigration, and integration issues are more often the subject of political debates, which causes the Turkish diaspora to

be addressed in this context from time to time on social media. In Canada, on the other hand, the prevalence of a more inclusive and positive discourse on immigrant groups in social media contributes to the production of content on Turkey and the Turkish diaspora in a less critical tone.

The data also shows that there are fluctuations in the production of negative content and that these fluctuations are sharper in the UK. In certain weeks, the production of content about Turkey in the UK increased dramatically, but this increase was largely related to political events in Turkey or at the global level. In particular, during election periods or international crises, social media users in the UK were found to post more about Turkey. In Canada, on the other hand, fluctuations in content production about Turkey are more limited and largely centered around cultural events or special occasions.

The use of social media platforms also varies from country to country. In the UK, platforms such as Twitter (X), which are more open and suitable for public debate, are more prominent in the production of content related to Turkey and the Turkish diaspora, while in Canada, Facebook and Instagram, which are community-oriented platforms, are more widely used. In the UK, the Turkish diaspora's digital identity formation process involves more participation in social and political debates, while in Canada, social media is used more as a tool for preserving cultural heritage and strengthening community ties.

The manner in which diaspora members represent themselves on social media varies across different countries. For instance, the Turkish diaspora in Canada predominantly employs a strategy of sharing their cultural achievements, social cohesion processes, and cultural heritage on social media. This can be interpreted as an endeavor to establish a distinct space within the multicultural environment of Canada, along with an effort to maintain connections with Turkey. In contrast, diaspora members in the UK tend to exhibit greater visibility on social media, expressing their opinions on various social issues. They demonstrate a heightened level of engagement with international developments concerning Turkey, frequently articulating their perspectives on these matters through social media.

All these findings provide a general framework for how the Turkish diaspora in Canada and the UK is represented on social media. The lower dissemination of news content on social media in Canada may have limited the circulation of Turkey-related content, which could be considered as an additional factor explaining the relatively low intensity of social media posts in the country. On the other hand, as news content is freely disseminated in the UK, developments related to Turkey are more rapidly discussed on social media platforms. This is an important factor that highlights the differences between the two countries in terms of the production of content about Turkey, the frequency of sharing and the shaping of social media discourse.

In conclusion, the findings of the study clearly demonstrate the different ways in which content about Turkey and the Turkish diaspora is produced on social media in Canada and the UK. In the UK, social media creates a wider space for discussion about Turkey and the Turkish diaspora, whereas in Canada, content focuses more on preserving cultural identity and community solidarity. The differences in the distribution of negative and positive content, the intensity of content production, and platform preferences are directly related to the immigration policies and social structures of the two countries. The impact of social media on diaspora identity is shaped through different dynamics in both countries, and these differences offer important clues to understanding how digital immigrant representations are formed.

The findings indicate that social media discourses in the UK and Canada exhibit notable differences in their representations of Turkey and the Turkish diaspora. While social media in the UK is characterized by a prevalence of political, critical, and at times polarizing content concerning Turkey, posts in Canada are predominantly influenced by cultural heritage, community solidarity, and positive representation. This difference is attributable not only to the size of the diaspora population, but also to the immigration policies, media access structures, and social discourse climate of the two countries. For instance, in Canada, the limited sharing of news content on social media has resulted in less circulation of current developments on Turkey, leading to a decrease in the number of items and a more limited diversity of discourse. Conversely, in the UK, the unregulated dissemination of news through digital media, coupled with the frequent discourse surrounding immigration in political spheres, has given rise to a greater prevalence of critical and agenda-oriented social media posts. In essence, the social media discourse in these two nations offers a glimpse into divergent orientations concerning the digital construction of migrant identity, reflecting not only digital representations but also the social and political contexts that give shape to these representations.

STRATEGIC RECOMMENDATIONS FOR THE TURKISH DIASPORA

This study examines social media representations of the Turkish diaspora in Canada and the United Kingdom, with the objective of addressing the processes of digital identity construction under different socio-political contexts. The findings demonstrate that the perception of the Turkish diaspora on social media is influenced by migration policies, media discourses, and social dynamics. In light of these findings, it is necessary to develop strategic

recommendations for Turkey, the Turkish government, and individuals in the diaspora.

As the analysis suggests, it is revealed that the social media representations of the Turkish diaspora are closely influenced by the socio-political, digital identity, and media environments of each country. In Canada, it was observed that posts related to Turkey predominantly focused on cultural heritage, lifestyle, cuisine, and social solidarity. This indicates that Canada's multicultural structure provides a relatively positive digital environment where Turkish identity is more frequently represented through positive and everyday cultural narratives rather than political conflict. In contrast, when examined within the context of the United Kingdom, it is emphasized that posts related to Turkey are more concentrated in political and news-oriented categories. This situation contributes to the formation of more critical and sometimes negative representations, especially during periods when discussions on immigration and integration become more visible in the public sphere. Therefore, strategic communication approaches should be adapted to these different national dynamics, and strategies should be developed taking into account the fact that each country's digital identities are different. In Canada, cultural diplomacy initiatives can enhance already dominant positive themes by supporting cultural visibility and heritage-based digital storytelling led by the diaspora. In the United Kingdom, where representations are more political, priority should be given to countering bias-driven narratives and fostering a more balanced public debate around the Turkish diaspora. Overall, improving digital representations requires developing digitally and socially context-sensitive strategies that directly respond to the dominant themes and sentiment patterns observed in each country.

Additional Data Table
Weekly Social Media Post Volume and Sentiment: Canada and UK (2023-2024)

Canada	Positive Posts	Negativ Post	Neutral Posts	Total
Week 1	31	6	67	104
Week 2	33	10	68	111
Week 3	29	4	64	97
Week 4	29	2	52	83
Week 5	29	1	85	115
Week 6	26	3	77	106
Week 7	24	4	64	92
Week 8	19	2	72	93
Week 9	23	2	50	75
Week 10	27	4	57	88
Week 11	29	4	62	95
Week 12	13	4	62	79

Canada	Positive Posts	Negativ Post	Neutral Posts	Total
Week 13	29	5	71	105
Week 14	30	2	89	121
Week 15	23	2	77	102
Week 16	32	7	74	113
Week 17	26	3	79	108
Week 18	28	3	75	106
Week 19	29	2	76	107
Week 20	34	8	72	114
Week 21	40	3	90	133
Week 22	43	2	107	152
Week 23	51	2	110	163
Week 24	63	3	125	191
Week 25	38	22	81	141
Week 26	31	4	109	144
Week 27	44	3	111	158
Week 28	56	2	119	177
Week 29	76	4	156	236
Week 30	55	3	128	186
Week 31	52	14	155	221
Week 32	38	18	153	209
Week 33	39	6	143	188
Week 34	44	2	68	114
Week 35	72	16	139	227
Week 36	34	13	152	199
Week 37	54	15	87	156
Week 38	61	7	126	194
Week 39	14	21	130	165
Week 40	28	12	144	184
Week 41	69	15	55	139
Week 42	34	7	136	177
Week 43	16	17	125	158
Week 44	59	10	92	161
Week 45	55	9	131	195
Week 46	20	3	110	133
Week 47	13	4	72	89
Week 48	53	5	155	213
Week 49	66	20	51	137
Week 50	69	22	72	163
Week 51	44	16	117	177
Week 52	19	20	105	144
Total	1993	398	5047	7438

UK	Positive Posts	Negativ Post	Neutral Posts	Total
Week 1	144	10	500	654
Week 2	161	16	474	651
Week 3	137	3	455	595
Week 4	144	12	426	582
Week 5	144	6	436	586
Week 6	147	12	486	645
Week 7	146	6	429	581
Week 8	145	6	505	656
Week 9	116	15	466	597
Week 10	168	4	392	564
Week 11	158	70	436	664
Week 12	143	13	454	610
Week 13	152	34	424	610
Week 14	158	9	478	645
Week 15	161	13	508	682
Week 16	167	45	446	658
Week 17	155	10	483	648
Week 18	143	11	419	573
Week 19	145	11	446	602
Week 20	175	32	430	637
Week 21	195	8	516	719
Week 22	198	5	520	723
Week 23	225	67	524	816
Week 24	208	13	596	817
Week 25	194	8	541	743
Week 26	192	10	505	707
Week 27	219	45	482	746
Week 28	204	4	553	761
Week 29	247	12	556	815
Week 30	231	11	534	776
Week 31	227	47	572	846
Week 32	116	17	495	628
Week 33	121	47	518	686
Week 34	125	29	433	587
Week 35	121	21	562	704
Week 36	193	18	522	733
Week 37	128	35	532	695
Week 38	200	55	447	702

UK	Positive Posts	Negativ Post	Neutral Posts	Total
Week 39	117	7	456	580
Week 40	201	48	519	768
Week 41	190	10	415	615
Week 42	145	4	464	613
Week 43	169	17	407	593
Week 44	136	58	537	731
Week 45	177	49	423	649
Week 46	168	45	441	654
Week 47	238	34	452	724
Week 48	160	70	491	721
Week 49	194	46	437	677
Week 50	144	20	504	668
Week 51	242	31	491	764
Week 52	174	21	522	717
Total	8808	1250	25060	35118

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