

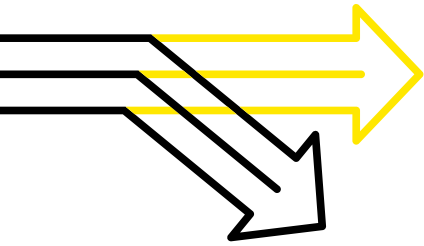


# Redirect Method Canada

Final Report

March 2021

# Introduction



## What is the Redirect Method?

The Redirect Method uses targeted advertising to connect people searching the internet for violent extremist content with constructive alternative messages.

Piloted by Jigsaw and Moonshot CVE and rolled out internationally in partnership with tech companies, governments and grassroots organizations, the Redirect Method combines pre-existing video content made by communities across the globe, including content not created for the explicit purpose of counter-messaging, to challenge ISIS and Al Qaeda and Violent Far-Right narratives.

In 2018 Moonshot CVE worked closely with Jigsaw to launch an update to the global Redirect methodology, which aims to increase the likelihood that at-risk individuals engage with and consume the content served to them by the Redirect Method. The main objectives of the new Redirect Method are to prioritize the user experience and redefine “counter-narratives”.

Our methodology recognizes that content that was not created for the purpose of counter-messaging has the capacity to undermine extremist narratives when curated, organized and targeted effectively.

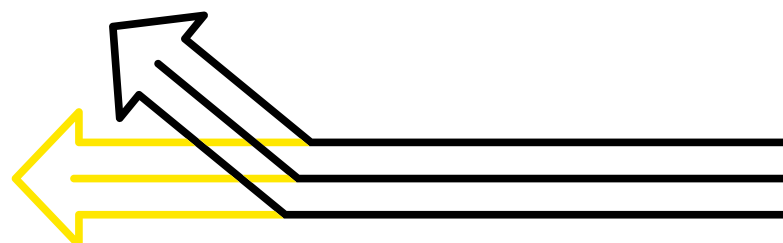
This approach mitigates the risk of lower retention rates resulting from bait-and-switch advertising, in which individuals are presented with content that differs significantly from what that they were searching for.

## What is Canada Redirect?

In February 2019, Moonshot launched The Redirect Method with funding from the Community Resilience Fund and in collaboration with the Canada Centre for Community Engagement and Violence Prevention at Public Safety Canada. Canada Redirect was first deployed across all 13 Canadian provinces and territories, and in June 2019 our campaigns were subdivided to incorporate 353 postcodes in Canada’s six largest cities. These localized campaigns enabled Moonshot to collect granular data on extremist search appetite, test experimental messaging, and explore the viability of providing at-risk users with content and services in their community.

Using the updated Redirect Method, Canada Redirect aimed to reach at-risk users with content that aligned as closely as possible with what they were searching for. Moonshot used subject-matter expertise and in-house knowledge to match relevant counter-narratives to their respective target audiences. This approach taps into a range of content ecosystems, such as music, gaming, and literature, to deliver alternative messaging that contrasts with the extremist content a user may be searching for, such as neo-Nazi manifestos or an ISIS nasheed. Moonshot adapted the Redirect Method to include content specific to the Canadian context in order to increase the relevance and impact of counter-narratives to the Canadian at-risk audience.

This report details Canada Redirect’s project phases, achievements, and findings from our digital campaigns, which were deployed across Canada for over a year, from 21 February 2019 to 23 March 2020.



# How Did We Engage At-Risk Canadians?

## Methodology

Redirect Canada used online advertising tools and curated content from YouTube to confront online radicalization across the country. Moonshot developed campaigns to counter two types of violent extremist content: IS and AQ-inspired content and Violent Far Right content. For the purposes of the campaign, we defined the Violent Far Right as groups and individuals who incite violence and promote conspiracy theories on the basis of anti-government, white nationalist, anti-immigrant and racist ideologies. The campaigns targeted individuals susceptible to extremist messaging on the basis of their Google keyword searches, and redirected thousands of them to videos that undermined relevant themes or content specific to each search - for example, an ISIS video, a violent far-right conspiracy theory, or a piece of neo-Nazi literature.

When a Canadian searched Google for a keyword that demonstrated their curiosity or engagement with a violent ideology or movement, such as “Join Blood and Honour”, they landed on a search results page featuring one of our ads. These ads appeared above the organic search results, and as such aimed not to censor them, but to offer an alternative to the often harmful content found there. The ads hence acted to safeguard a user’s search by offering them contextual, credible and safe content that challenged extremist beliefs.

## Campaign Highlights

### 171,382 Searched

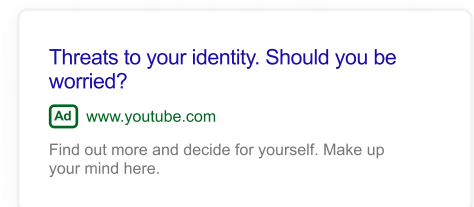
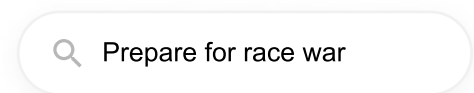
Google users in Canada who searched for any of the 72,000+ predetermined keywords in Moonshot’s English, French and Arabic databases were served customized ads. When a user sees an online ad, it is counted as an impression.

### 2,583 Clicked

A tailored message appeared at the top of users’ search results pages. It offered an alternative to extremist content, and prompted users to engage with the ad to learn more.

### 3,960 Video Views

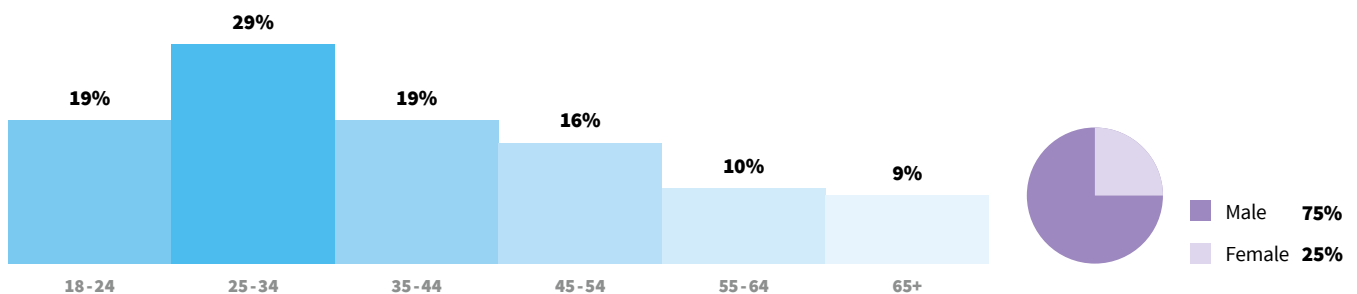
Canadians watched Moonshot’s playlists thousands of times, consuming 58 hours of alternative and counter content during the project. Many videos demonstrated an approach to ideological redirection that focused on eliciting viewers’ emotions and empathy, and highlighted the toxic culture within extremist groups and the value of dialogue and diversity in Canadian society.



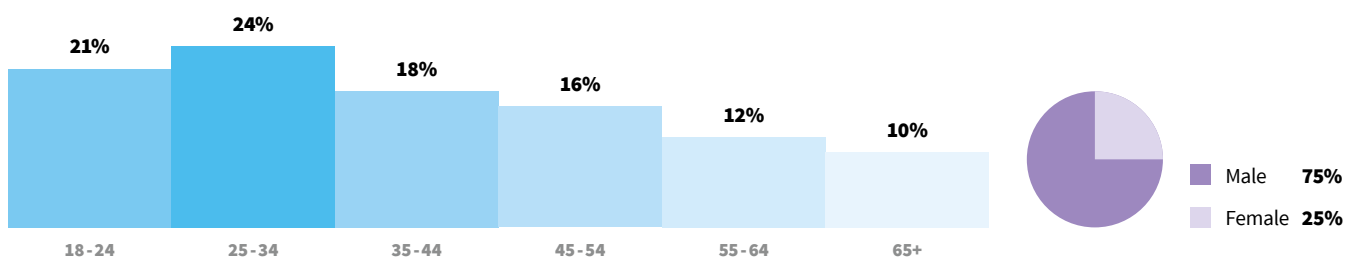
# Audience Insights

- In Canada, internet users aged 25-34 are the most interested in violent extremist content.** This was true for both ISIS and Al Qaeda and Violent Far-Right (VFR) users. Consequently, future strategic communications could place greater emphasis on messaging to this group, including for instance ad text that addresses the unique challenges Canadians face at this age.
- Conspiracy theories that fuel VFR ideologies are extraordinarily popular and must be challenged with new and creative solutions.** Searchers in both French and English sought information on white supremacist conspiracies such as the Kalgari Plan, The Great Replacement, and White Genocide at an alarming rate - more than 25,000 searches over the course of the campaign. These conspiracy theories can provide an entry point to the curious and cognitive reinforcement to the committed. While providing tailored, conspiracy-specific playlists did not generate a statistically significant increase in view time, other approaches should be tested and applied to deal with this challenge.
- Users seeking information on VFR extremist groups are disproportionately likely to engage with Redirect content.** Over the course of the campaigns, users looking for information on VFR groups clicked through to our content at more than twice the average of all categories (4.1% CTR, compared to an overall average of 1.7%). This suggests that individuals who are seeking to learn about or engage with these groups are also more willing to engage with counter and alternative content. This could be a valuable opportunity for future campaigns and interventions.
- Music provides a unique opportunity to keep the attention of VFR at-risk users.** Based on average watch-time, our Music playlists sustained the attention of viewers significantly more than others (104 seconds, compared to an average of 66 seconds). Future campaigns should build on this success, and continue to experiment with new methods to engage these users.
- Though smaller in comparison, ISIS and Al Qaeda related search activity remains a nationwide problem.** While the vast majority of searches came from Ontario and Québec, Redirect Canada recorded searches in every province and territory in Canada. While their age and gender demographics mirror the VFR at-risk population, their searches focus more on higher-risk activity, including searches that indicate a desire to harm.

## Age and Gender Distribution of Violent Far-Right Searches



## Age and Gender Distribution of ISIS and AQ-Related Searches



# Conclusions and Lessons Learned

Over the course of 18 months, Moonshot CVE safeguarded hundreds of thousands of searches across Canada in two ideologies and three languages. We accomplished this work through productive collaboration with local partners, former extremists, translators and subject matter experts. We built and deployed custom databases of tens of thousands of indicators, designed our first-ever French-language database for the Violent Far-Right, and continuously improved the campaigns, resulting in double and even triple-digit percent increases in search traffic captured and users engaged during the life of the campaigns.

More than mere statistics, these achievements demonstrate a tighter focus on and a longer reach toward the at-risk population in Canada, and a higher likelihood of redirecting these users away from harmful content online. Throughout Canada Redirect, Moonshot also tested a range of theoretical and practical hypotheses related to online counter-messaging and shared these findings with the wider CVE community.

Many of these lessons emerged from the independent monitoring and evaluation efforts of Dr. Mick Williams, while others are the result of longitudinal data analysis and the day-to-day insights that emerged over the course of the project.

## Campaign Lessons Learned

- **Risk assessment and risk-rating are critical to conducting ethical strategic communications, and their rigour can be evaluated.** Practitioners need to ensure they are using rigorous, methodologically sound processes to target their messaging using a risk-driven approach. Moonshot verified the rigour of its risk-rating system during Canada Redirect through structured inter-rater reliability testing managed by our external monitoring & evaluation consultant. This approach evaluated not just the risk-rating system's logic, but also how the ratings are applied by multiple raters. The evaluation confirmed that both the logic and process met customary social science standards. Online programming should not be exempt from such standards or scrutiny.
- **More and better indicators are essential to success.** While Moonshot steadily enhanced and optimised many aspects of the campaign, no one improvement had a greater impact than the continuous expansion of our indicators databases. This expansion, born of intensive research and collaboration with experts and translators, fuelled a large increase in impressions and clicks during the last six months of the project. While more complex and sophisticated marketing strategies may show promise, there is no substitute for being where your audience is. For the Redirect Method, that means using extensive indicators to advertise as widely and deeply as possible.
- **Customization and targeting do not guarantee success.** Digital marketing strategies understandably emphasize the importance of a rich user experience, often achieved by providing the user with hyper-relevant content. We tested this theory during our experimentation phase by creating more targeted ads and playlists, but found that viewership did not increase to a statistically significant degree. This finding reminds us that ideas that make intuitive sense are not necessarily proven out empirically.

# Data Analysis: The Violent Far-Right

## Introduction



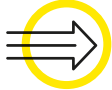
Violent Far-Right (VFR) groups have been active in Canada for decades and have increased their membership and activity over the past several years.<sup>1</sup> While there were over one hundred active far-right groups operating in Canada in 2015,<sup>2</sup> it is estimated that this number doubled since the US presidential election in 2016 and that groups that previously struggled to maintain a support base have grown significantly.<sup>3</sup> The xenophobic rhetoric accompanying the election and its aftermath arguably emboldened existing far-right groups and generated interest among new demographics not traditionally associated with Violent Far-Right ideology. However, the extent of interest and support these groups receive online across Canada is not yet well understood.

Canada Redirect focused on measuring and countering Violent Far-Right activity in the online space, collecting search traffic from different VFR ideological streams, including neo-Nazis, the Three Percenters and the KKK. During the course of the project, Moonshot expanded its English search term database to include over 26,000 unique search terms, and also developed a first-of-its-kind French VFR search term database, with over 31,000 unique search terms.

Canada Redirect used these databases to advertise alternative and counter content to at-risk users searching for VFR content across the country. The search data captured by this approach also provides unique insights into users' appetite for online extremist content, the type of content they are interested in, as well as demographic data on at-risk audiences across the country.

Based on a recent study of US-based internet users, Google Search users engage with ads at an average rate of 3.17%.<sup>4</sup> This number varies widely depending on the product, service or cause being advertised. When we conducted campaigns in the United States similar to those covered by this report,<sup>5</sup> our audience engaged with our ads at an average rate of 2.39%. In both campaigns in which Moonshot was redirecting at-risk users, it is important to acknowledge that the unique nature of our at-risk audiences and the desired outcomes of our campaigns are hard to compare accurately to generic digital marketing campaigns. However, adding to the knowledge base for this niche area of ad campaigning is one of the auxiliary benefits of projects like this. It can help establish appropriate and accurate measurements of success for future projects hoping to achieve similar outcomes.

## Overall Campaign Figures

	 Impressions	 Clicks	 CTR
<b>English</b>	<b>151,604</b>	<b>2,181</b>	<b>1.44%</b>
<b>French</b>	<b>3,985</b>	<b>53</b>	<b>1.33%</b>
<b>Overall</b>	<b>155,589</b>	<b>2,234</b>	<b>1.44%</b>

1. Perry, B and R. Scrivens. (2015). Right-Wing Extremism in Canada: An Environmental Scan. Ottawa: Public Safety Canada. Available at: <https://www.publicsafety.gc.ca/cnt/ntrl-scrct/cntr-trrrsm/r-nd-fight-182/knshk/ctlg/dtts-en.aspx?i=116>
2. Perry, B. and R. Scrivens. (2019) Right-wing Extremism in Canada. Cham, Switzerland: Palgrave Macmillan. 152-153.
3. Ibid.
4. Wordstream (2020). Google Ads Benchmarks. Available at: <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>
5. ADL. (2020). "Redirect Method" Yields Valuable Insights for Countering Online Extremism. Available at: <https://www.adl.org/blog/redirect-method-yields-valuable-insights-for-countering-online-extremism>

# What Violent Far-Right Music Are Canadians Listening To?

Music is an integral part of the Violent Far-Right landscape. Not only instrumental in circulating extremist ideology, it is also a tool for the recruitment and indoctrination of new members to the VFR subculture.<sup>6</sup> VFR music allows groups to create a sense of solidarity against perceived “cultural” threats such as immigration or Islam,<sup>7</sup> and extends across many styles and genres, thus appealing to a wide audience.



Impressions

**20,625**



Clicks

**69**

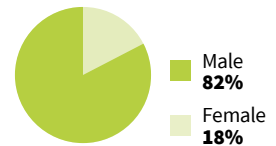


CTR

**0.33%**

### Gender Analysis

Similar to the Radio and Podcast category, the male at risk audience for Music is higher than the overall average, producing 82% of recorded search impressions.



### Provincial Spotlight

#### Ontario

Population:  
**14,193,384**  
Impressions  
**9,752**  
Per 100k:  
**68.71**

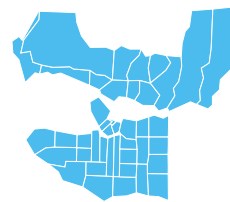


The per capita impressions for Music indicate that searches are highest in Ontario, followed by Nova Scotia and British Columbia.

### City Spotlight

#### Vancouver

Population:  
**835,002**  
Impressions  
**553**  
Per 10k:  
**6.62**

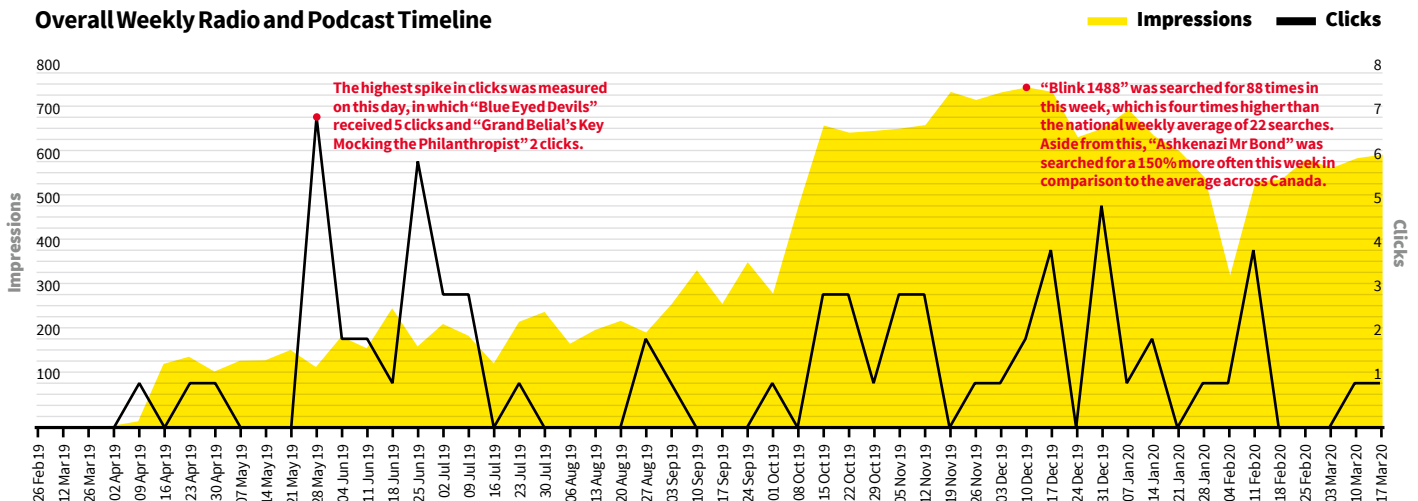


Vancouver and Ottawa are both hotspots for VFR Music. Search impressions per capita were 38% above the average for our localized campaigns in Vancouver, and 36% in Ottawa.

1. Nine out of the top 10 artists recorded the highest number of absolute search impressions in Ontario - the exception being the NSBM band Grand Belial's Key, which is most popular in Québec. Examples include Željko Grmuša, Burzum, Mr. Bond, and Blink 1488.
2. Per capita searches for Nazi anthems and Rock Against Communism (RAC) songs were highest in Manitoba. The RAC genre includes the bands RAHOWA, Brutal Attack, and Skrewdriver.
3. Hatecore music was most popular in Newfoundland and Labrador. Per capita, the province had nearly twice as many searches for the genre as the next highest province, Alberta.

1. Vancouver had the highest impression share per capita for both National Socialist Black Metal and Rock against Communism. The English RAC band Screwdriver was most searched for in absolute numbers in Vancouver, totalling 60% of all localized search impressions.
2. The American White Power group Blue Eyed Devils' music was most searched for in Toronto (38% of all search impressions in the localized campaigns). Over 25% of Toronto-based searches came from the downtown entertainment districts M5A and M5V.
3. Edmonton had the highest impressions share per capita for Hatecore music. The prominent bands were Blue Eyed Devils and Vaginal Jesus. Over 60% of searches for the latter band took place in T5X (East Castle Downs) and in T6W (Heritage Valley).

### Overall Weekly Radio and Podcast Timeline



6. Dyck, K. (2015). The (Un)Popularity of White-Power Music. In S. A. Wilson (Ed.), Music at the Extremes: Essays on Sounds Outside the Mainstream (pp. 157–177). Jefferson, NC: McFarland  
7. Perry, B. and R. Scrivens (2019). Right Wing Extremism in Canada, Cham, Switzerland: Palgrave.

# Who Are the Most Influential VFR Personalities in Canada?

Influential personalities continue to play a crucial role within the Violent Far-Right, including historical figures such as Adolf Hitler and Mussolini, and contemporary extremists such as Brenton Tarrant and Anders Breivik. Their influence is typically achieved through attacks they have committed (e.g. Anders Breivik), the content they wrote or produced (Hitler's *Mein Kampf*; Lauren Southern white genocide documentary *Farmlands*), or the group activities that they participated in (Francesca Rizzi's victory in the "Miss Hitler" competition). Due to the varied backgrounds of each influential personality, it is important to examine their unique role within far-right extremism, particularly in Canada.

## Provincial Spotlight

### Nova Scotia

Population:  
**953,869**  
Impressions  
**68**  
Per 100k:  
**7.13**

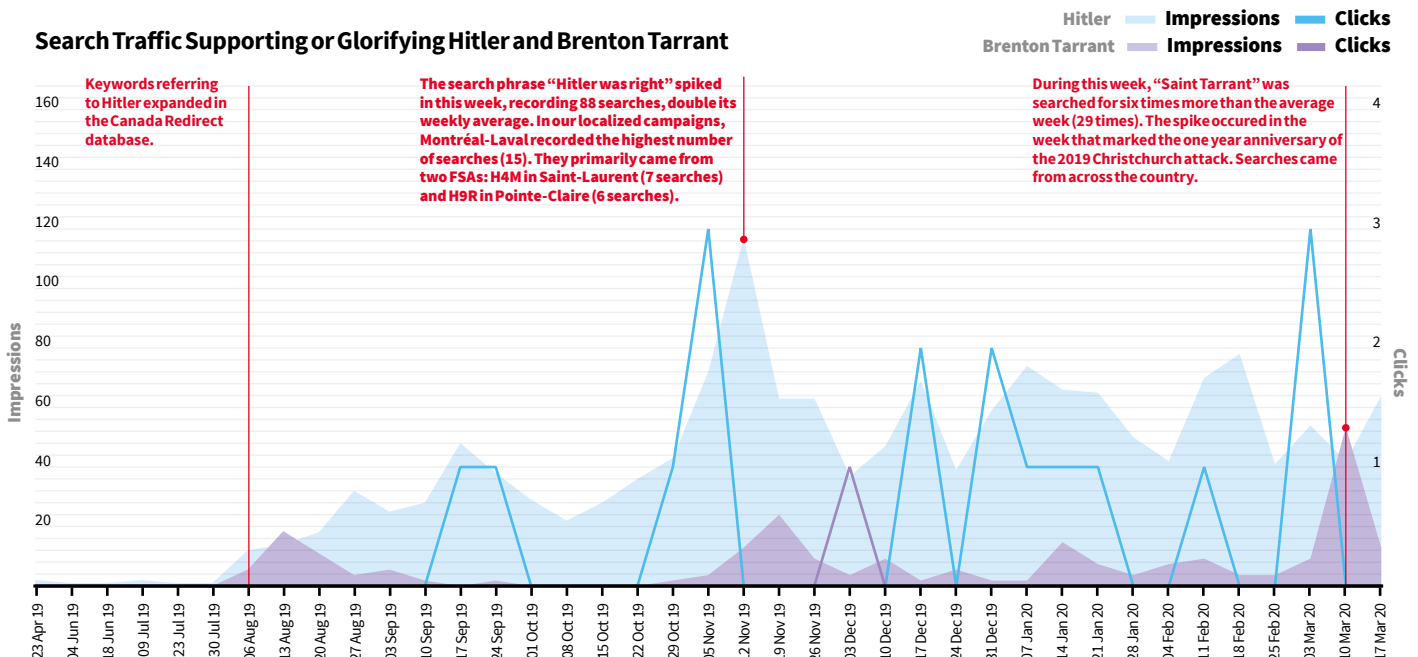


1. The highest per capita searches were recorded in Nova Scotia, followed by British Columbia and Ontario. The top keyword across the three provinces was "Hitler was right". Across all provinces Hitler was by far the most prominent influential personality.
2. By absolute number of search impressions, Québec ranked second highest with 304. About 40% of searches came from 49 unique FSAs in the Montréal-Laval area, with H3C (Griffintown), H1P (St. Leonard) and H9R (Pointe-Claire) recording the highest searches.
3. A total of 30 searches for the incel extremist Elliot Rodger in the variation of "Saint Elliot" occurred in Canada, particularly in Ontario (43% of the total) and Québec (30%). Three searches came from M3J in Toronto, which is also the location of York University.

## Top 10 Influential Personality Searches

Keyword	Impressions	% of Total
<b>Hitler was right</b>	<b>879</b>	<b>47.80%</b>
<b>Hitler is right</b>	<b>346</b>	<b>18.81%</b>
<b>Hitler hero</b>	<b>169</b>	<b>9.19%</b>
<b>Saint Tarrant</b>	<b>135</b>	<b>7.34%</b>
<b>Why Hitler was right</b>	<b>103</b>	<b>5.60%</b>
<b>Hitler legend</b>	<b>45</b>	<b>2.45%</b>
<b>Saint Hitler</b>	<b>44</b>	<b>2.39%</b>
<b>Saint Elliot</b>	<b>30</b>	<b>1.63%</b>
<b>George Zimmerman hero</b>	<b>22</b>	<b>1.20%</b>
<b>Francesca Rizzi Miss Hitler</b>	<b>12</b>	<b>0.65%</b>

## Search Traffic Supporting or Glorifying Hitler and Brenton Tarrant

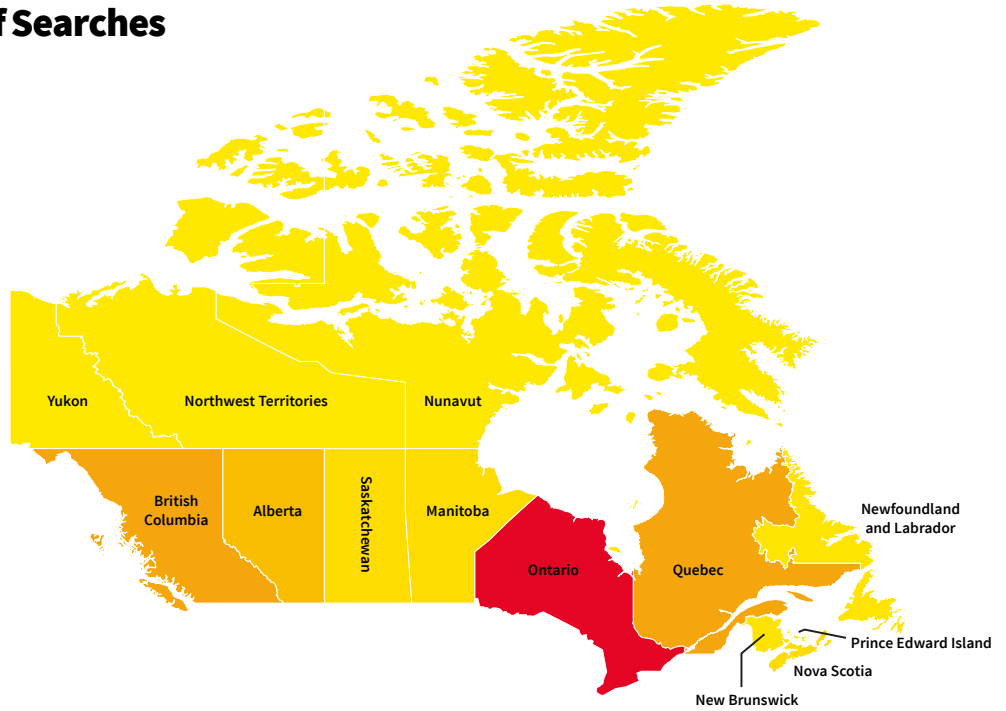




# Geographic Analysis

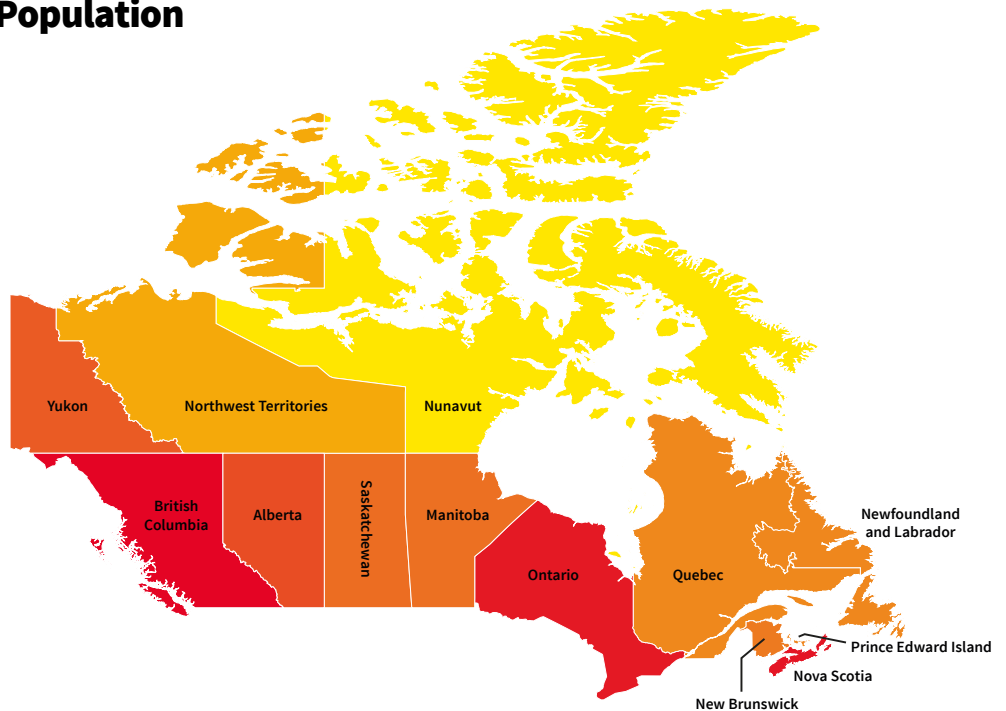
## Ranking of Provinces and Territories by Absolute Number of Searches

Province/Territory	Impressions
<b>Ontario</b>	<b>69,544</b>
<b>Québec</b>	<b>25,244</b>
<b>British Columbia</b>	<b>24,799</b>
<b>Alberta</b>	<b>17,631</b>
<b>Nova Scotia</b>	<b>4,687</b>
<b>Manitoba</b>	<b>4,655</b>
<b>Saskatchewan</b>	<b>4,156</b>
<b>New Brunswick</b>	<b>2,537</b>
<b>Newfoundland and Labrador</b>	<b>1,585</b>
<b>Prince Edward Island</b>	<b>468</b>
<b>Yukon</b>	<b>151</b>
<b>Northwest Territories</b>	<b>103</b>
<b>Nunavut</b>	<b>29</b>



## Ranking of Provinces and Territories Weighted per 100,000 Population

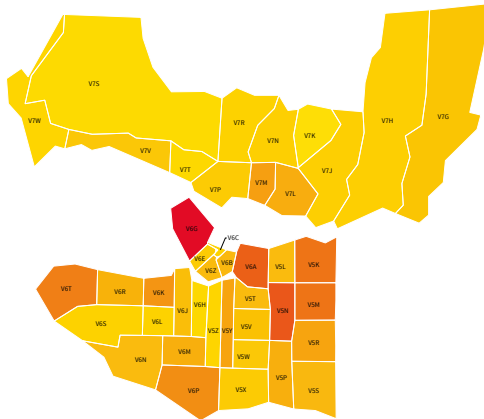
Province/Territory	Impressions
<b>British Columbia</b>	<b>514.81</b>
<b>Nova Scotia</b>	<b>491.37</b>
<b>Ontario</b>	<b>489.97</b>
<b>Alberta</b>	<b>411.35</b>
<b>Yukon</b>	<b>392.63</b>
<b>Saskatchewan</b>	<b>357.07</b>
<b>Manitoba</b>	<b>347.88</b>
<b>New Brunswick</b>	<b>333.97</b>
<b>Prince Edward Island</b>	<b>307.85</b>
<b>Québec</b>	<b>300.74</b>
<b>Newfoundland and Labrador</b>	<b>299.73</b>
<b>Northwest Territories</b>	<b>231.36</b>
<b>Nunavut</b>	<b>76.32</b>



# Vancouver

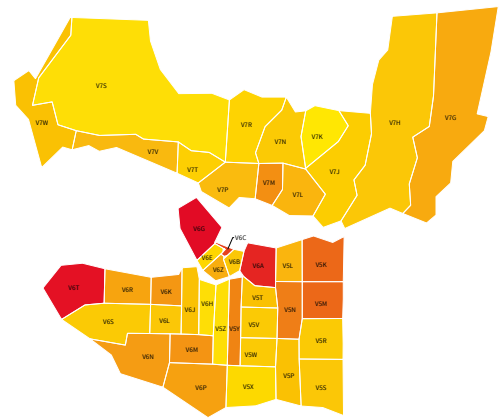
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
V6G	550
V5N	336
V6A	319
V5K	266
V5M	265
V6T	244
V6P	205
V6K	192
V7M	164
V5Y	155

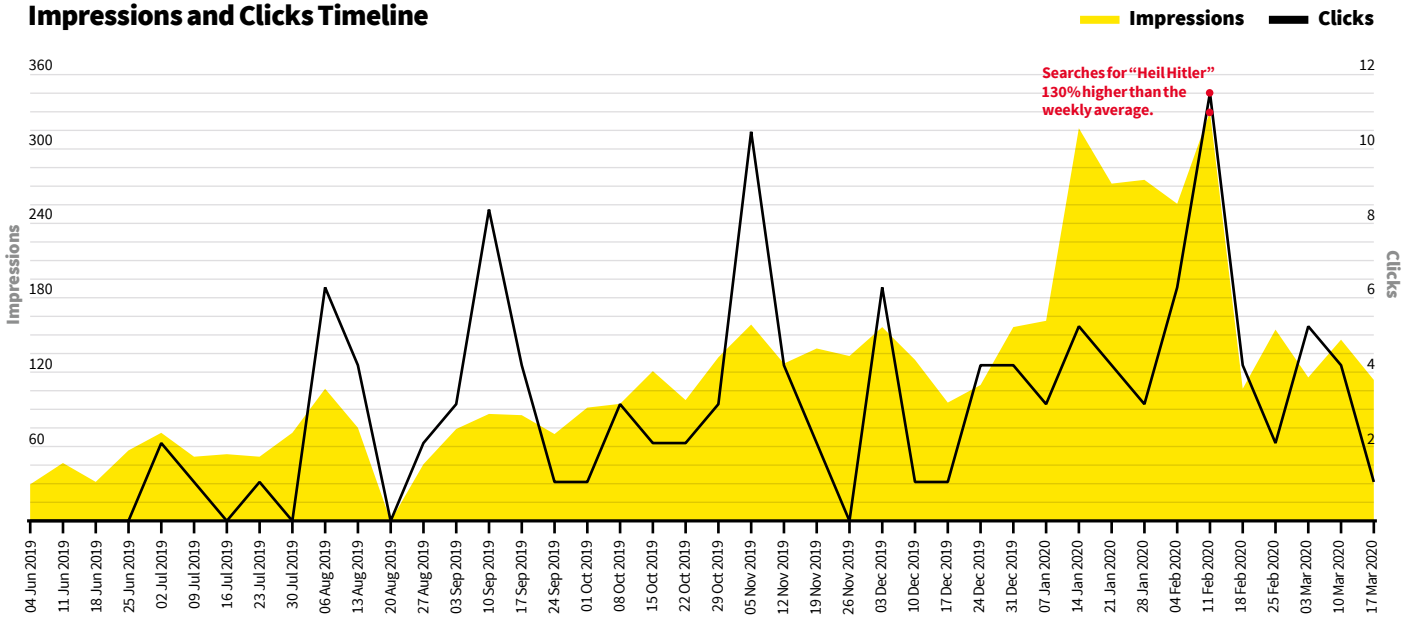


## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

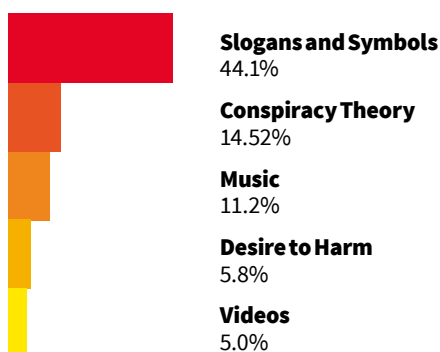
FSA	Value
V6G	202.22
V6T	191.79
V6A	170.42
V6C	144.87
V5K	115.57
V5M	114.95
V5N	95.88
V5Y	90.11
V7M	81.26
V6M	77.07



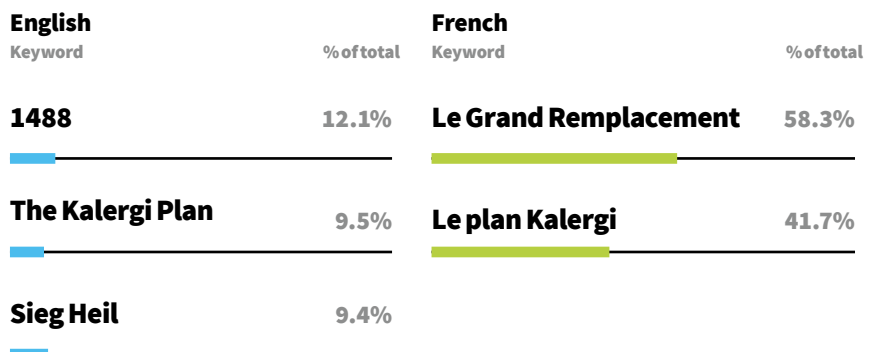
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



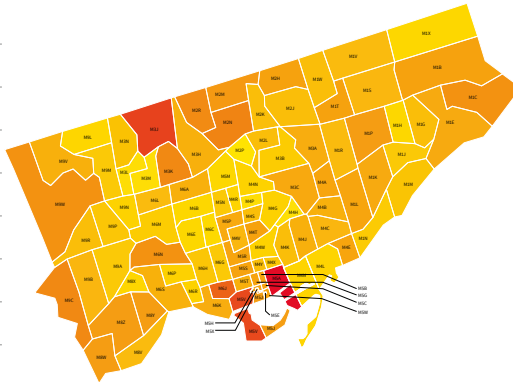
## Top 3 Keywords per Language



# Toronto

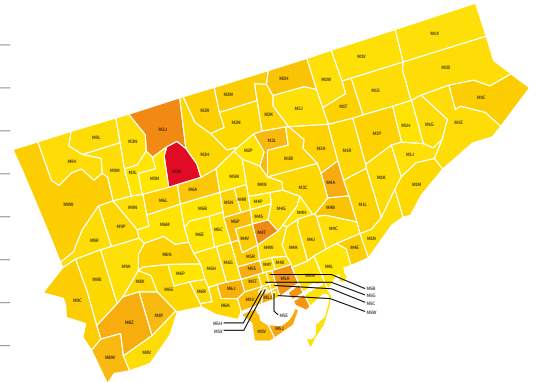
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
M5A	644
M3J	455
M5V	416
M6J	362
M2N	274
M3K	255
M9C	254
M2R	246
M9W	236
M1C	235



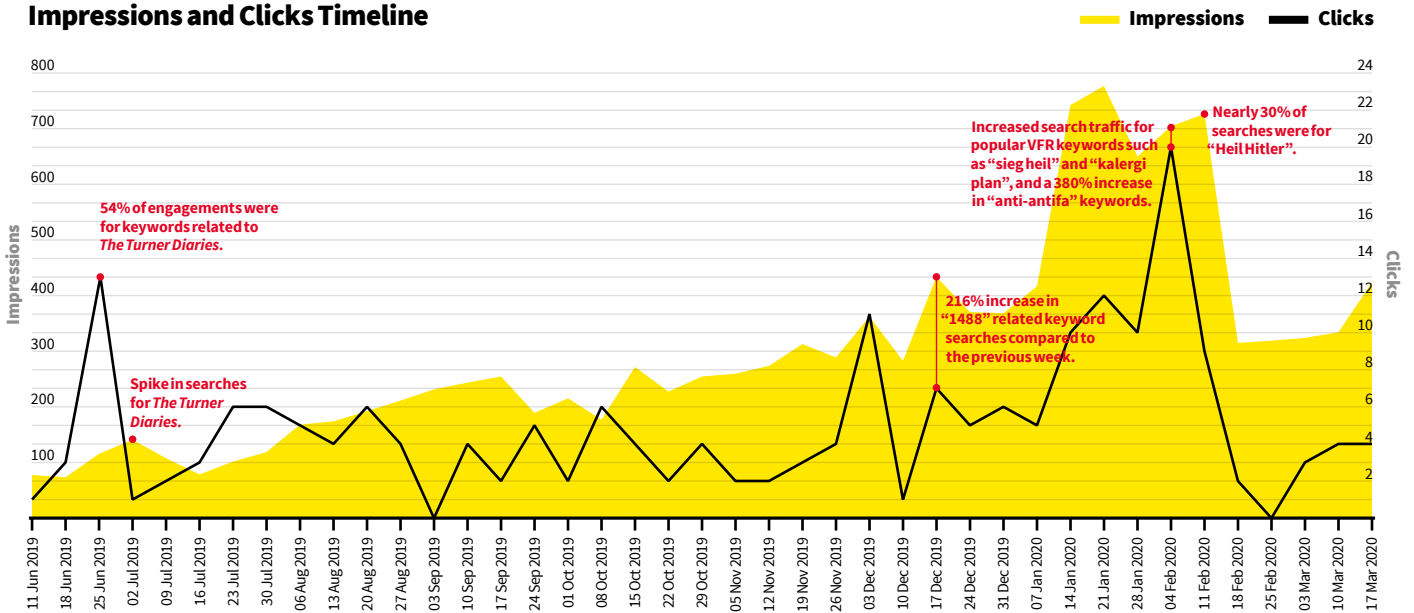
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
M3K	425.21
M3J	178.62
M4T	176.81
M5A	156.77
M5J	126.50
M4A	119.78
M8Z	117.97
M5S	114.49
M6J	110.76
M8W	96.26

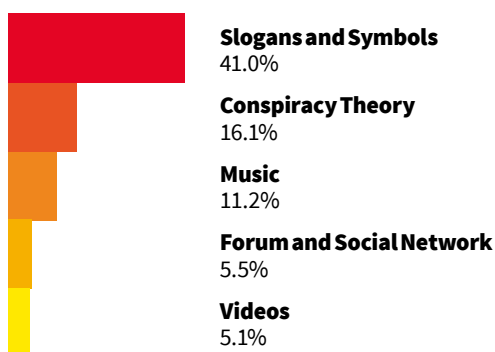


\*Due to the small size or population of several Toronto FSAs, a campaign for "Downtown Toronto" was created to incorporate the following post-codes: M5G, M5B, M5H, M5C, M5X, M5K, M5L, M5E, M7A and M5W.

## Impressions and Clicks Timeline



## Top 5 Redirect Categories



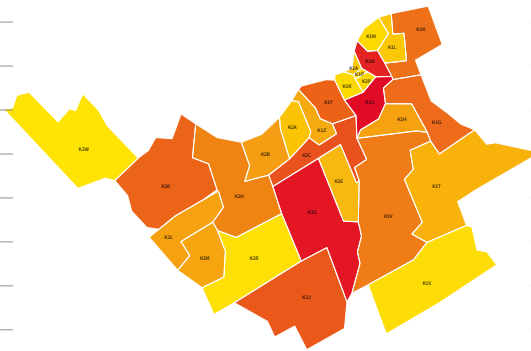
## Top 3 Keywords per Language

English	French
Keyword	Keyword
% of total	% of total
<b>1488</b>	<b>Le Grand Remplacement</b>
10.8%	61.7%
<b>The Kalergi Plan</b>	<b>Le plan Kalergi</b>
9.9%	9.9%
<b>Heil Hitler</b>	<b>Complot sioniste</b>
8.2%	7.4%

# Ottawa

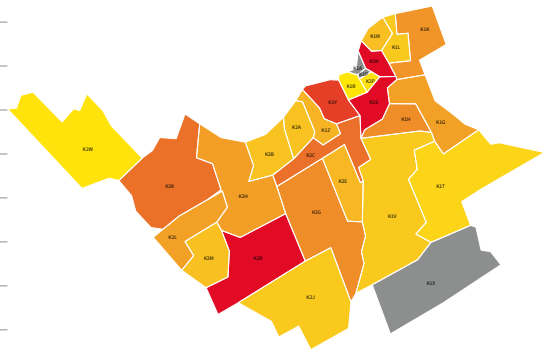
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
K1S	374
K2G	344
K1N	319
K2C	242
K2J	225
K1Y	217
K2K	207
K1G	198
K1K	192
K1V	177



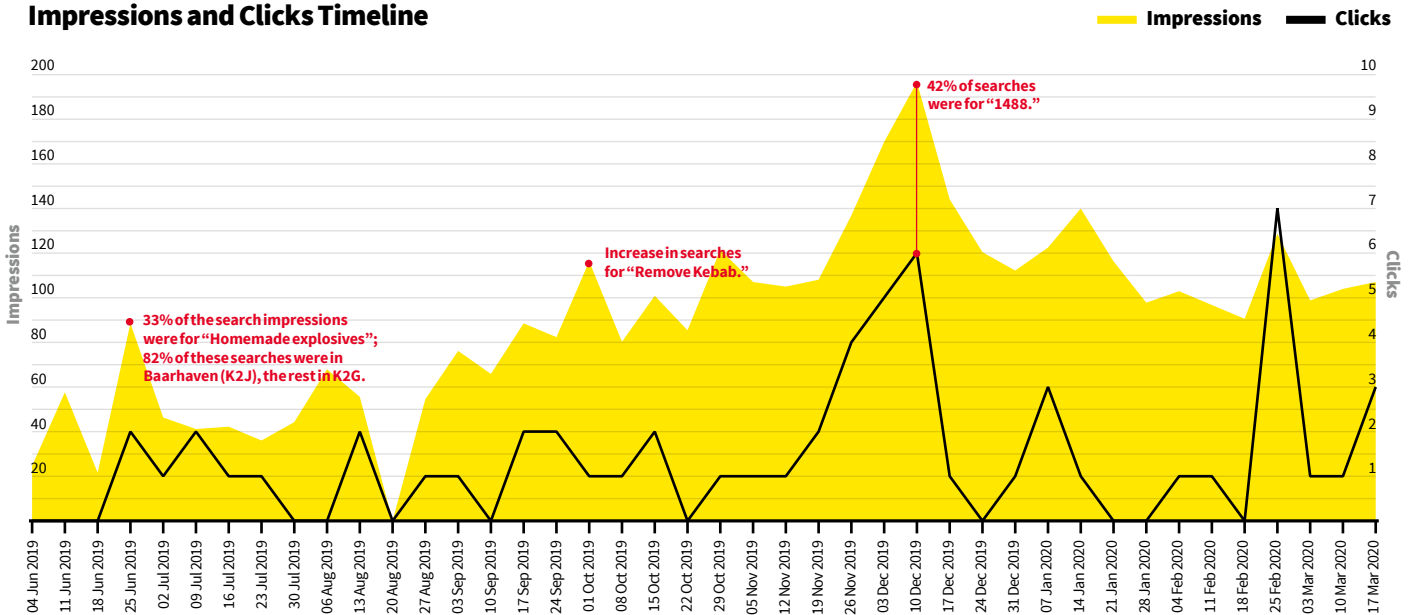
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
K1S	130.50
K1N	127.28
K2R	126.26
K1Y	109.74
K2C	86.61
K2K	84.73
K2G	69.89
K1H	69.64
K1K	65.09
K2H	60.22

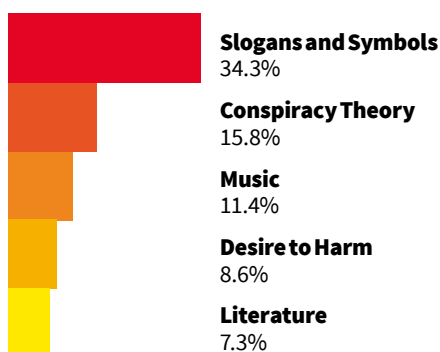


\*The FSAs K1A, K1P, and K1X have a population and dwelling count below 1,000, and were excluded from this weighted map to ensure statistical significance.

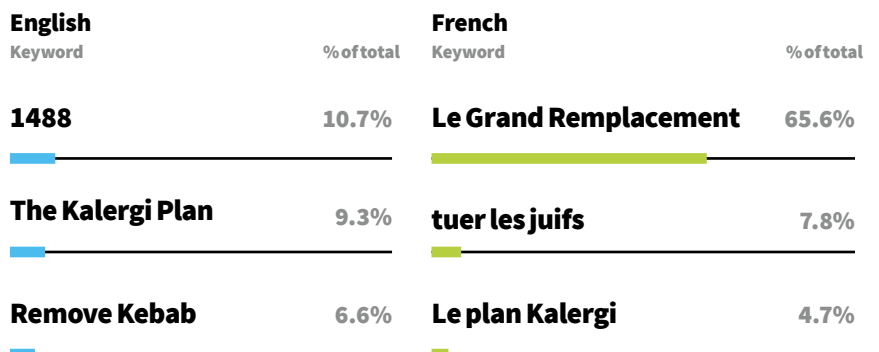
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



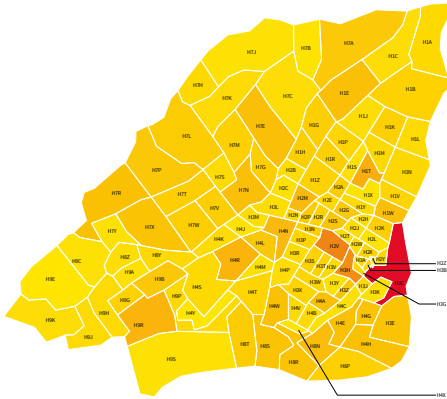
## Top 3 Keywords per Language



# Montréal-Laval

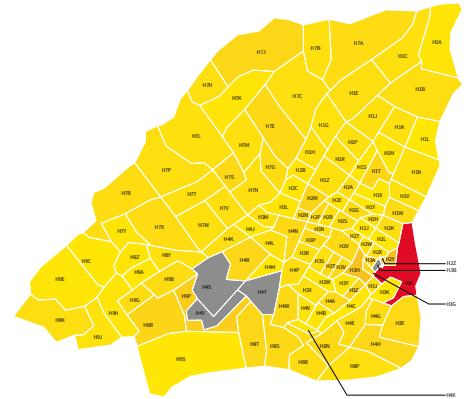
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
H3C	709
H2V	292
H3H	262
H1T	160
H4R	150
H9R	150
H4N	129
H2M	123
H8N	120
H7N	114



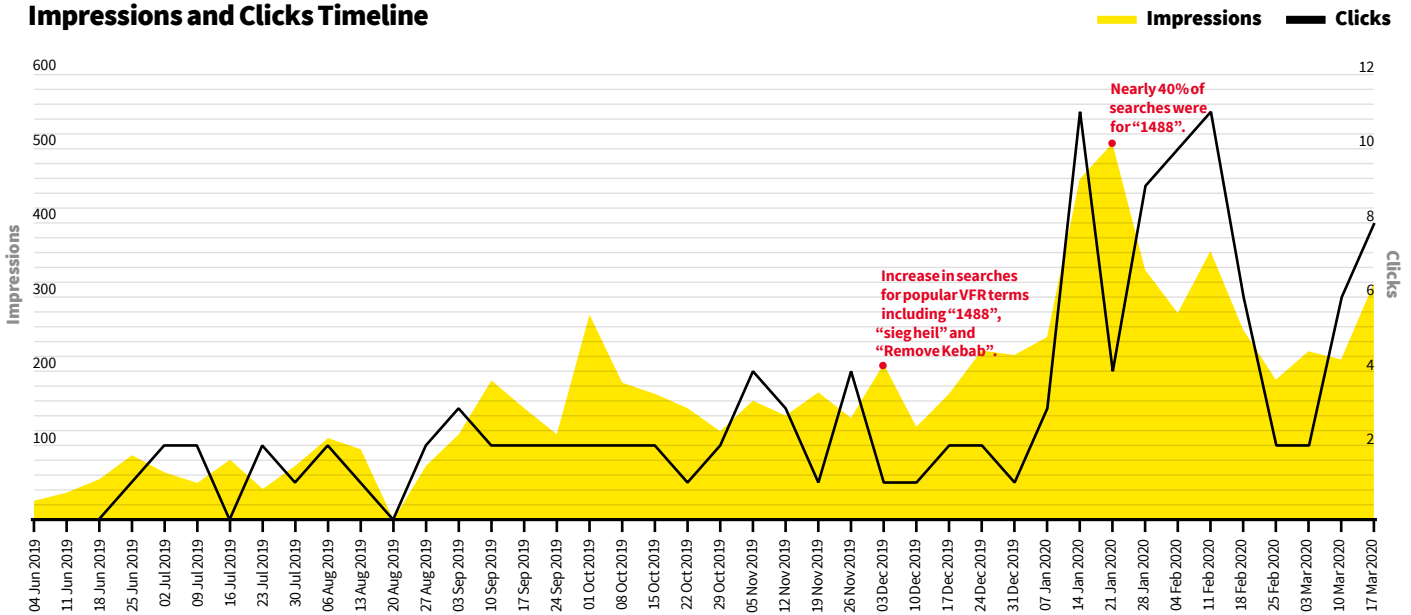
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
H3C	651.83
H2Z	151.32
H2Y	150.94
H3H	137.71
H2V	93.22
H9P	89.17
H3Z	77.88
H2M	66.05
H9R	62.86
H3A	61.45

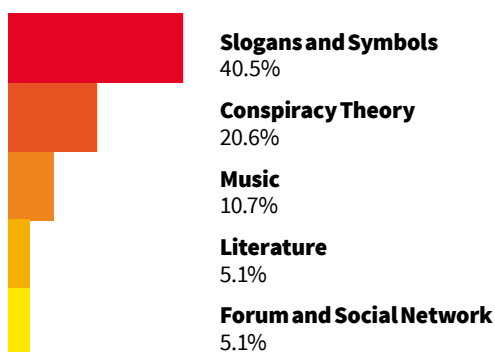


\*The FSAs H4Y, H3B, H4T and H4S have a population and dwelling count below 1,000, and were excluded from this weighted map to ensure statistical significance.

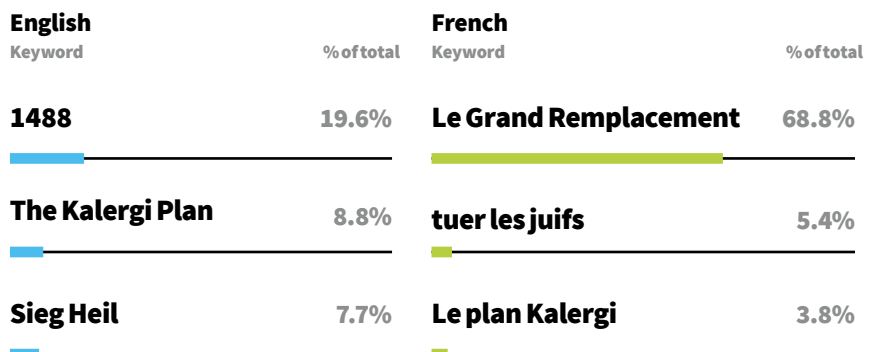
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



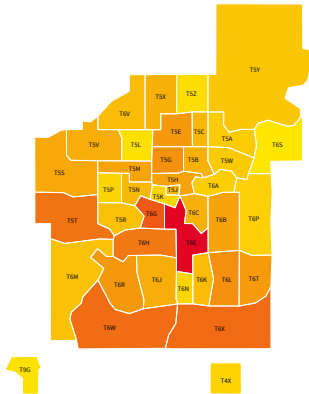
## Top 3 Keywords per Language



# Edmonton

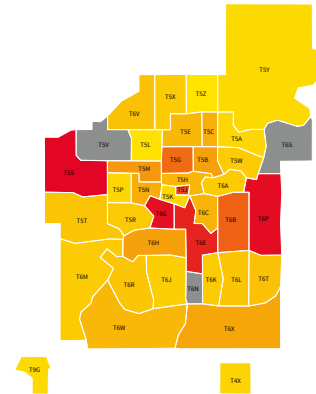
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
T6E	348
T6G	213
T6W	183
T6X	182
T5T	169
T6H	162
T6L	127
T5G	124
T5E	114
T6R	111



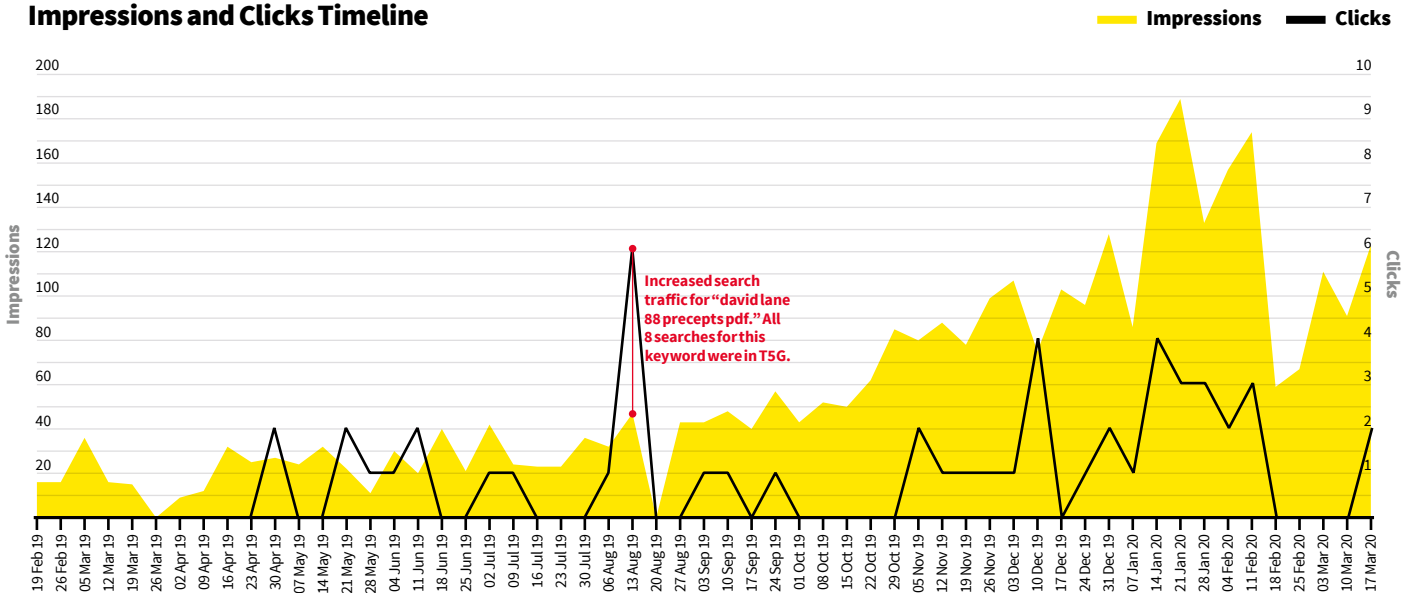
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
T5S	183.77
T6P	172.41
T6G	168.59
T6E	153.48
T5J	126.87
T6B	103.13
T5G	96.93
T5M	62.25
T6H	53.69
T5B	53.35

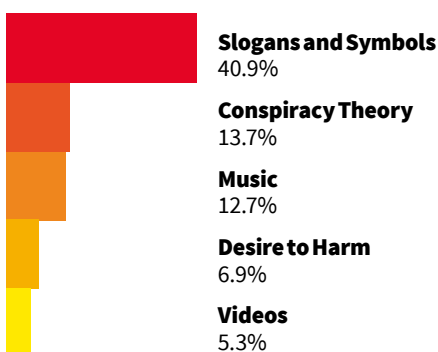


\*The FSAs T6N, T5V and T6S have a population and dwelling count below 1,000, and were excluded from this weighted map to ensure statistical significance.

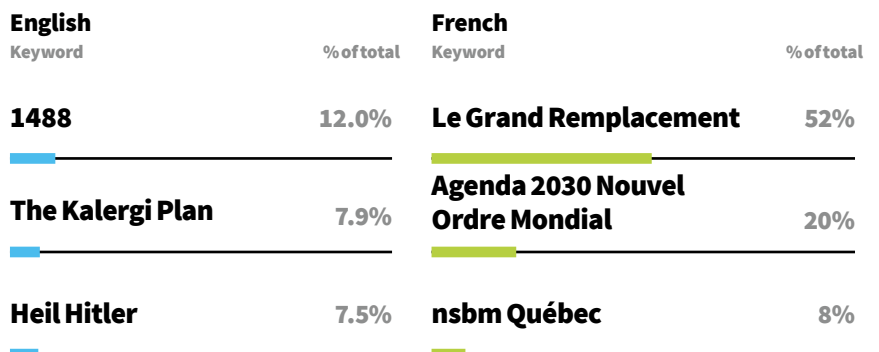
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



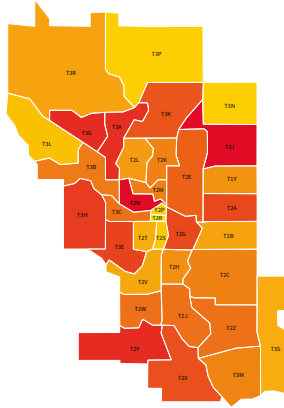
## Top 3 Keywords per Language



# Calgary

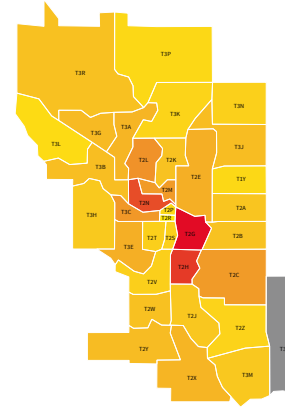
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
T3J	303
T2N	297
T2Y	246
T3G	245
T3A	240
T3H	220
T3E	213
T2A	206
T2G	206
T2X	196



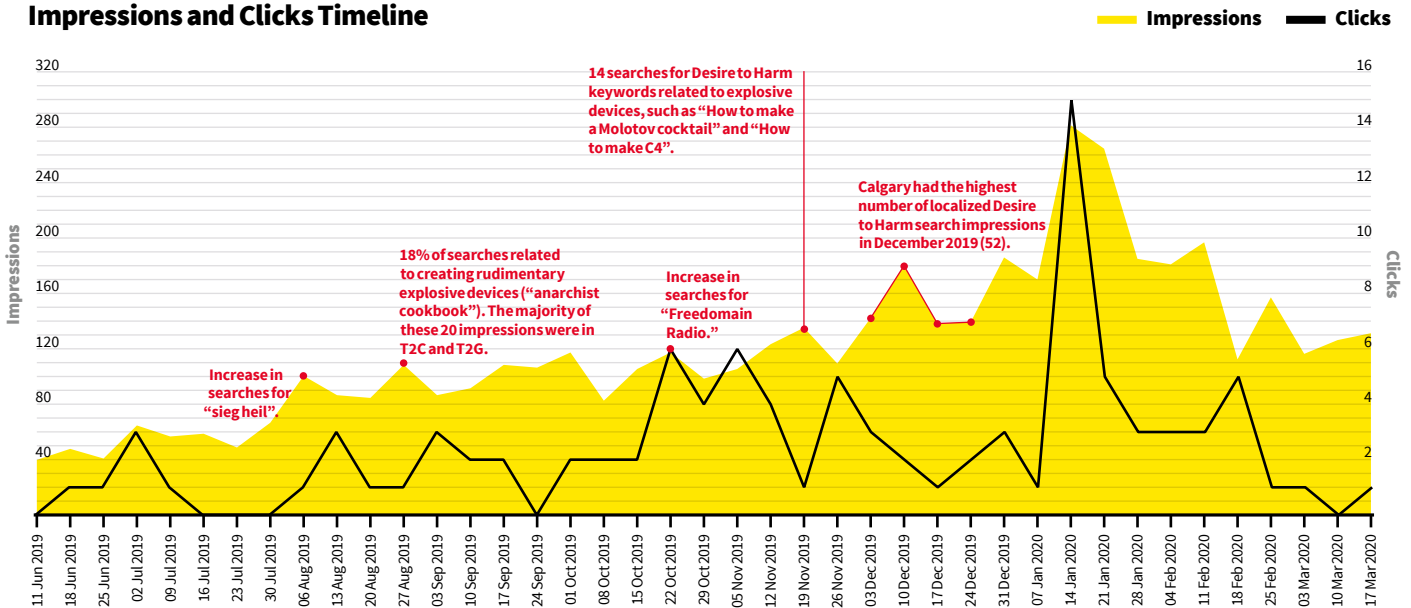
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
T2G	143.35
T2H	122.71
T2N	112.75
T2L	70.35
T3C	65.48
T2M	64.50
T2C	64.20
T3E	51.43
T2E	50.68
T2X	45.22

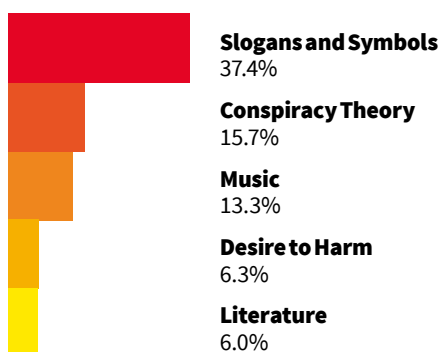


\*The FSA T3S has a population and dwelling count below 1,000, and was excluded from this weighted map to ensure statistical significance.

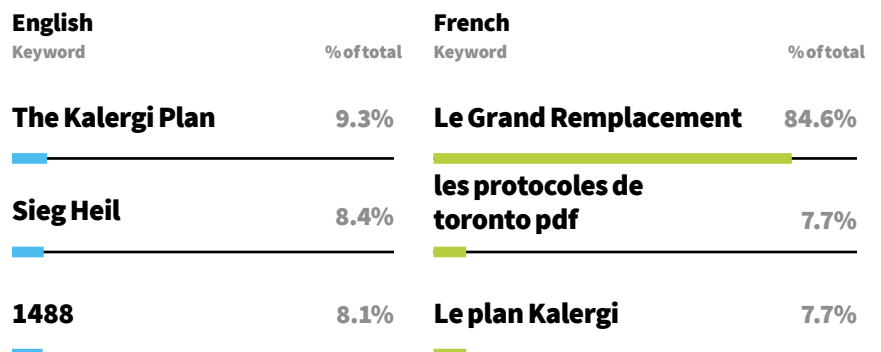
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



## Top 3 Keywords per Language



# Data Analysis: ISIS and Al Qaeda Inspired Extremism

## Introduction



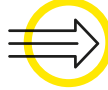
The threat of violence inspired by groups like ISIS and Al Qaeda continues to be a significant security concern for Canada. A 2018 report from Public Safety Canada stated that the threat posed by individuals inspired by groups like ISIS and Al Qaeda is “the principal terrorist threat to Canada and Canadian interests”.<sup>8</sup> As reported by the 2018 Canadian Security Intelligence Service, a particular threat comes from “low-resource, high-impact acts” that are often inspired by groups who call for a “virtual caliphate”.<sup>9</sup>

A February 2020 attack in Toronto appears to follow this pattern: Saad Akhtar killed a 64-year-old woman with a hammer and sparked a bomb scare by leaving a suspicious package in the police station as he surrendered himself.<sup>10</sup> While it is unknown whether the attacker was formally affiliated with an extremist group, experts believe that he might have been inspired by ISIS. If so, the attack would be the first ISIS inspired terrorist incident in Canada to lead to a fatality since October 2014. The event also signals that despite ISIS’ diminished control of territory and the imprisonment of many of its fighters, religiously motivated violent extremism continues to shape the terrorism landscape in Canada.

Groups like ISIS and Al Qaeda expertly use the internet to spread propaganda, communicate, proselytize and recruit. Canada Redirect focused on measuring search terms specific to the content or narratives used by these groups. During the course of the project, Moonshot expanded its in-house databases in English, Arabic and French to a total of 15,401 search terms. Canada Redirect used these databases to advertise alternative and counter content to at-risk users, whose searches also provide unique insights into the appetite for online extremist content across the country.

Based on a recent study of US-based internet users, Google Search users engage with ads at an average rate of 3.17%.<sup>11</sup> This number varies widely depending on the product, service or cause being advertised. When we conducted campaigns in the United States similar to those covered by this report,<sup>12</sup> our audience engaged with our ads at an average rate of 2.39%. In both campaigns in which Moonshot was redirecting at-risk users, it is important to acknowledge that the unique nature of our at-risk audiences and the desired outcomes of our campaigns are hard to compare accurately to generic digital marketing campaigns. However, adding to the knowledge base for this niche area of ad campaigning is one of the auxiliary benefits of projects like this. It can help establish appropriate and accurate measurements of success for future projects hoping to achieve similar outcomes.

## Overall Campaign Figures

	 Impressions	 Clicks	 CTR
<b>English</b>	<b>13,405</b>	<b>238</b>	<b>1.78%</b>
<b>Arabic</b>	<b>1,216</b>	<b>99</b>	<b>8.14%</b>
<b>French</b>	<b>1,172</b>	<b>12</b>	<b>1.02%</b>
<b>Overall</b>	<b>15,793</b>	<b>349</b>	<b>2.21%</b>

8. Public Safety Canada. (2019). Public Report on the Terrorist Threat to Canada. 5. Available at: <https://www.publicsafety.gc.ca/cnt/rsrscs/pblctns/pblc-rprt-trrrsm-thrt-cnd-2018/pblc-rprt-trrrsm-thrt-cnd-2018-en.pdf>.

9. Canadian Security Intelligence Service. (2019). CSIS Public Report. 19. Available at [https://www.canada.ca/content/dam/csis-scrs/documents/publications/2018-PUBLIC\\_REPORT\\_ENGLISH\\_Digital.pdf](https://www.canada.ca/content/dam/csis-scrs/documents/publications/2018-PUBLIC_REPORT_ENGLISH_Digital.pdf)

10. Coletta, A. (2019). An Alleged ISIS Fighter Wants To Face Justice In Canada. Canada Doesn't Want Him. The Washington Post. Available at: [https://www.washingtonpost.com/world/the\\_americas/an-alleged-isis-fighter-wants-to-face-justice-in-canada-canada-doesnt-want-him/2019/08/22/01622dde-c4e5-11e9-8bf7-cde2d9e09055\\_story.html](https://www.washingtonpost.com/world/the_americas/an-alleged-isis-fighter-wants-to-face-justice-in-canada-canada-doesnt-want-him/2019/08/22/01622dde-c4e5-11e9-8bf7-cde2d9e09055_story.html)

11. Wordstream (2020). Google Ads Benchmarks. Available at: <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>





12. ADL. (2020). “Redirect Method” Yields Valuable Insights for Countering Online Extremism. Available at: <https://www.adl.org/blog/redirect-method-yields-valuable-insights-for-countering-online-extremism>



# What Extremist Content are Canadians Interested In?

The factors influencing an individual's decision to support an extremist group are multifaceted and complex. Religious imperatives, a search for identity and belonging, frustration at feeling marginalized, and prospects of brotherhood, sex and marriage are among a wide range of interrelated push and pull factors. Analyzing what they are reading, listening to, and watching helps us to understand how ISIS, AQ and other groups' media indoctrinates at-risk individuals and gives insight into how these groups encourage online support and engagement in violent extremism.










## What Is the Most Popular Medium?

Medium	Impr.	%	
<b>Text</b>	<b>2,261</b>	<b>42</b>	
<b>Audio</b>	<b>1,288</b>	<b>24</b>	
<b>Video</b>	<b>1,238</b>	<b>23</b>	
<b>Multimedia Outlet<sup>13</sup></b>	<b>571</b>	<b>11</b>	

### Finding:

The medium most searched for by our Canadian audience is text (42%), including traditional literature as well as glossy magazines published by ISIS and al-Qaeda. This is closely followed by audio (24%), such as nasheeds, and videos (23%), such as the Hollywood-style action movies produced by ISIS.

## Which Violent Extremist Groups Do Canadians Search For?

Group	Impr.	%	
<b>ISIS</b>	<b>3,629</b>	<b>63</b>	
<b>al-Qaeda</b>	<b>1,616</b>	<b>28</b>	
<b>al-Jama'a al-Islamiyya<sup>14</sup></b>	<b>206</b>	<b>4</b>	
<b>Al-Muhajiroun<sup>15</sup></b>	<b>143</b>	<b>2</b>	
<b>Taliban</b>	<b>107</b>	<b>2</b>	
<b>al-Shabaab</b>	<b>82</b>	<b>1</b>	
<b>Jaish-e-Mohammad<sup>16</sup></b>	<b>5</b>	<b>0.09</b>	
<b>Boko Haram</b>	<b>5</b>	<b>0.09</b>	
<b>Hayat Tahrir al-Sham<sup>17</sup></b>	<b>1</b>	<b>0.02</b>	

### Finding:

ISIS is more versatile with its online propaganda than many other terrorist organizations, fluent in using Twitter, YouTube, Facebook, and numerous other social media platforms for recruitment and strategic communications. As ISIS lost its territorial stronghold in Syria and Iraq, retaining a digital presence became increasingly important to the group's survival. It is not surprising that ISIS' technologically advanced propaganda has piqued the interest of our Canadian at-risk audience above other organizations, attracting 63% of total search impressions related to a particular group.

13. This category refers to media outlets that distribute text, audio, and video media.

14. al-Jama'a al-Islamiyya was a violent extremist group that was active in the 1990s. The aim of the group was to establish an Islamic State in Egypt by overthrowing the government. It is believed that the 1997 Luxor massacre in which 62 people were killed was carried out by the fighters of al-Jama'a al-Islamiyya.

15. Al-Muhajiroun is a violent jihadist group and an offshoot of the radical pan-Islamist organization Hizb ut-Tahrir. Al-Muhajiroun is based in the United Kingdom, where its members have carried out multiple attacks, including 2017 London Bridge attack and 2019 London Bridge stabbing.

16. Jaish-e-Mohammad, meaning "The Army of Mohammad", is a Pakistan-based extremist group founded with the support of Taliban and al-Qaeda in 2000. The group aims to unite the Indian-controlled Kashmir with Pakistan and establish sharia law. To these ends, the group has carried out multiple attacks in the region, including the 2016 Uri attack and the 2019 Pulwama attack.

17. Hayat Tahrir al-Sham (HTS) is a violent jihadist group operating in Syria and was formed as a merger between several extremist groups in 2017. Previously known as al-Nusra Front, HTS aims to oust the Assad regime and establish an Islamic state. It has attracted numerous foreign recruits and has claimed responsibility for many attacks during the civil war in Syria.

# What are Canadians Reading?

Written publications have long been the primary means of spreading extremist ideology among supporters of ISIS or Al Qaeda. Influential texts highlighted in our database stem from the 14th century to the present day. In contemporary contexts, text publications are particularly efficient means for spreading hateful or violent messages as they can be uploaded cheaply and spread swiftly online.

Medium	Impr.	%	Purpose	Impr.	%
<b>Book</b>	<b>1,681</b>	<b>75</b>	<b>Tactical Manual<sup>18</sup></b>	<b>938</b>	<b>42</b>
<b>Magazine</b>	<b>551</b>	<b>24</b>	<b>Ideological Foundation<sup>19</sup></b>	<b>743</b>	<b>33</b>
<b>Forum</b>	<b>22</b>	<b>1</b>	<b>Group Periodical<sup>20</sup></b>	<b>551</b>	<b>25</b>

### Finding:

Among the Canadian at-risk audience, books such as Sayyid Qutb’s *Milestones* and Naji’s *Management of Savagery* are more popular than ISIS’ and al-Qaeda’s glossy magazines, such as *Dabiq* and *Inspire*, demonstrating the continued significance these foundational texts have.

Extremist groups’ publications serve a number of different purposes, including tutorials on bomb-making, news from the battlefield, and radical interpretations of the Quran. Based on a thematic analysis of the books, magazines, and forums, we found that the at-risk audience mostly searched for tactical manuals such as *Just Terror Tactics*, a special feature within ISIS’ *Rumiyah* magazine that offers operational, strategic, and jurisprudential rationale for engaging in terrorism.

### Provincial Spotlight

#### British Columbia

Population:  
**4,817,160**  
Impressions  
**431**  
Per 100k:  
**8.95**

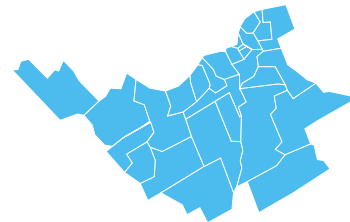


1. The per capita impressions for texts was highest in British Columbia (8.95 per 100k individuals), followed by Ontario (7.80).
2. Alberta had the most at-risk searches for extremist forums, both per capita (0.51) and by absolute search volume (68.2%).
3. Ontario had the highest absolute volume of searches for both books (51.3%) and magazines (43.6%).

### City Spotlight

#### Ottawa

Population:  
**647,011**  
Impressions  
**88**  
Per 10k:  
**1.36**



1. Ottawa had the highest per capita impressions for texts (1.36 per 10k residents). One third of all searches in the city were made in Baarhaven (K2J)
2. All city-level searches for forums were for Dawa al-Haq. The vast majority of these searches were carried out in Calgary, and of those searches, 78.6% came from Marlborough (T2A).
3. The per capita search impressions for books were highest in Vancouver (0.73), closely followed by Ottawa.

18. Publications that are primarily aimed at giving extensive and specific instructions on how to fulfill a particular group’s goals, often through violent acts.

19. This category refers to written material, often based in a particular reading of the Quran, that preaches about the ideological tenets and imperative of violent jihadism.. Themes include the need to commit oneself to defending Muslim lands from perceived aggression, to establish a certain type of state, and to follow particular religious practices.

20. Magazines and other periodical publications that extremist groups release to develop a following, primarily through positive reinforcement and attacks on the group’s enemies.

# What Are Canadians Listening To?

The most popular content with the at-risk audience are ISIS and Al Qaeda nasheeds (a capella songs), followed by lectures that advocate violence (amounting to just 0.7% of the audio content searched). Although the term “nasheed” refers to any recitation or chant that makes reference to Islam and the Quran, extremist groups use these chants for strategic purposes to promote their militant agendas. ISIS actively repurposes nasheeds with underlying themes that can be twisted to support their ideology, and also produces wholly original, group-specific nasheeds. Since 2013, ISIS has recorded and distributed over 160 nasheeds through its online media outlets, including Ajnad Media and al-Hayat Media.

## What are the Most Popular Nasheed Themes?

Purpose	Impr.	%
<b>Call for Violence</b>	<b>573</b>	<b>59</b>
<b>Praise for Martyrs</b>	<b>170</b>	<b>18</b>
<b>Nostalgia and Past Glory<sup>21</sup></b>	<b>144</b>	<b>15</b>
<b>Revenge<sup>22</sup></b>	<b>49</b>	<b>5</b>
<b>Denigrate Other Religious Groups<sup>23</sup></b>	<b>19</b>	<b>2</b>
<b>Utopian Islamic State</b>	<b>14</b>	<b>1</b>



### Finding:

Nasheeds are an important part of the media consumption of individuals supporting ISIS, and calls for violence are the most popular theme with the at-risk audience (59% of total searches). However, the nasheeds distributed by violent extremist groups include both violent and non-violent themes. These include framing extremists as true believers, underscoring the legitimacy of ISIS, citing atrocities committed against Muslims as justification to respond with violence, celebrating the rewards that fighters will receive in the afterlife, and explicitly calling on listeners to attack the enemy through decapitations and mass shootings.

### Provincial Spotlight

#### Ontario

Population:  
**14,193,384**  
Impressions  
**705**  
Per 100k:  
**4.97**

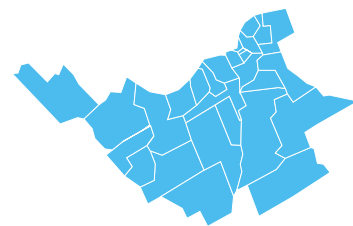


- 85% of all search impressions for extremist groups' audio content were linked to ISIS.
- The Arabic keyword “Islamic State Anasheed” (دولة الاسلام اناشيد) was the most popular audio-related search term of our campaigns, followed by the terms “jihadi nasheed” and “Ghuraba Nasheed”.
- Ontario had the highest volume of absolute search impressions (54.7% of the total) as well as most per capita searches (4.97) for violent extremist nasheeds and lectures.

### City Spotlight

#### Ottawa

Population:  
**6,47,011**  
Impressions  
**129**  
Per 10k:  
**1.99**



- Ottawa had the highest per capita search impressions for audio content. 23% of all impressions came from Beaverbrook (K2K).
- 27% of audio searches in Montréal-Laval were made in Griffintown (H3C).
- Toronto had the highest absolute volume of search impressions for music. 26% of the searches were carried out in Regent Park / Harbourfront (M5A).

21. Nasheeds or lectures that evoke nostalgic themes of a glorious past, and the need to revive the Ummah and emulate the early “salaf”, or companions of the Prophet.

22. Nasheeds or lectures that appeal to a listener's desire for revenge against perceived aggressors, and/or their humiliation, to convince them to commit violent acts in the name of jihad.

23. Nasheeds or lectures that denigrate other religious groups as transgressors against an “appropriate” form of Islam. They often call for violence against these groups.

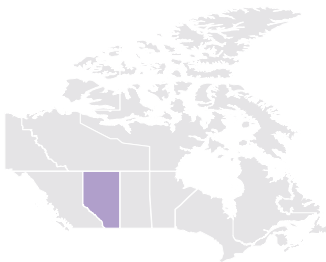
# What Video Content Are Canadians Watching?

An emblematic moment in religiously motivated extremist groups’ engagement with video was Osama bin Laden’s televised statement celebrating the attack on the World Trade Center in 2001. The video content available online has since proliferated to include lectures by influential personalities, original and curated content from violent extremist groups, and footage from frontline hostilities from Iraq to the Philippines. Influential groups such as al-Qaeda now have a smaller digital footprint than ISIS, whose exploitation of technology and social media platforms such as BCM messenger, Riot and Hoop (a Canadian messaging app) continued throughout Canada Redirect.

## Provincial Spotlight

### Alberta

Population:  
**4,286,134**  
Impressions  
**134**  
Per 100k:  
**3.13**

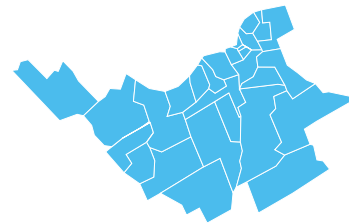


1. In Alberta, 67% of search impressions were for keywords relating to known propaganda videos. Over three quarters of searches in this category were for the ISIS propaganda film *Flames of War*.
2. Ontario had the highest search appetite for video content, with 48.5% of all video searches carried out in the province.
3. In Québec, 57% of all searches were for videos of influential personalities.

## City Spotlight

### Ottawa

Population:  
**647,011**  
Impressions  
**32**  
Per 10k:  
**0.49**



1. 47% of localized video searches in Canadian cities were for a specific propaganda video.
2. Toronto had the most search impressions for video content (32.8% of total impressions), followed by Ottawa (23.4%) and Montréal-Laval (19%).
3. Ottawa had the most per capita search impressions (0.49 per 10k pop.) for videos. 28% of the searches were carried out in K1S, which includes The Glebe, Ottawa East and Carleton University.

## What Video Content Are Users Seeking?

Specificity	Impr.	%
<b>Search for a known propaganda video</b>	<b>600</b>	<b>48</b>
<b>Search for videos of an influential personality</b>	<b>434</b>	<b>35</b>
<b>Search for unspecified violent extremist video content<sup>24</sup></b>	<b>204</b>	<b>16</b>



### Finding:

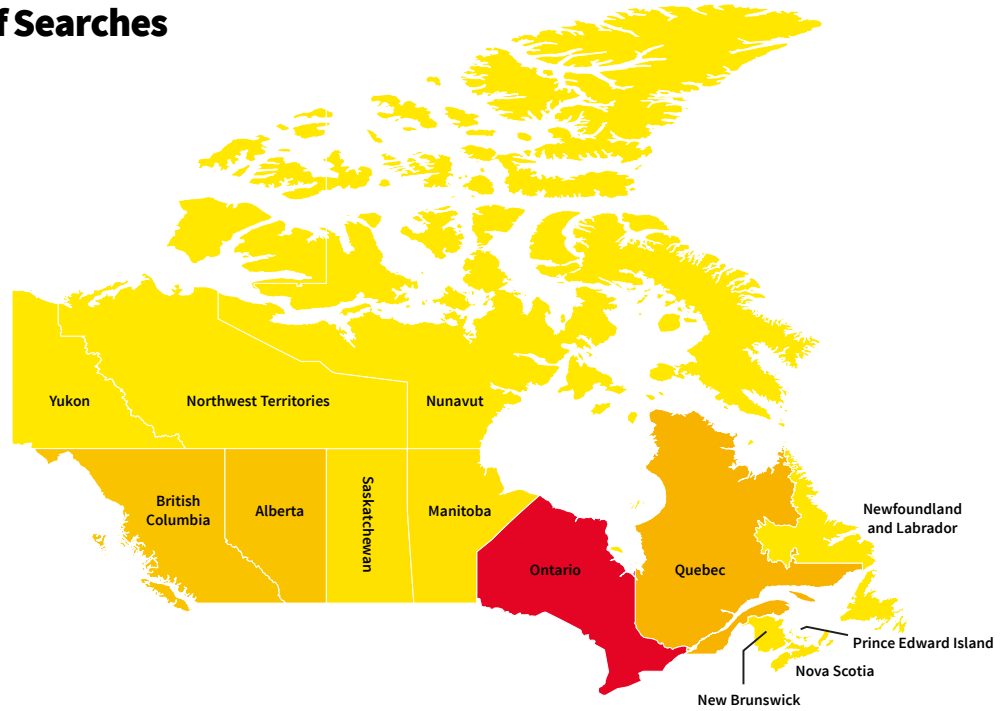
ISIS has dedicated significant resources toward the production of high-quality video propaganda. The fact that 48% of our at-risk audience searched for its iconic films, such as *Flames of War* and *Clanging of the Swords*, demonstrates their prior knowledge of ISIS’ content and the success of the extremist group’s distribution strategy. Only 16% of the Canadian audience searched for general violent extremist content, such as “al-Hayat media videos” or “ISIS videos”, without specifying a title or subject. While ISIS is perhaps best-known for disseminating gruesome videos, such as the beheading or burning alive of hostages, Canadians appear to be more interested in content that highlights groups’ core messages of brotherhood, glory and state-building, as only 1% of searches were for videos of explicit acts of violence (“isis best gore”; “isis execution videos”). However, ISIS propaganda films also include acts of extreme violence, and use these alternative themes to soften or justify killing as an Islamic duty. The continued influence of these films is noteworthy - *Flames of War* was released in 2014 - and their consumption by Canadians represents a potential threat to public safety.

24. This category refers to searches that were non-specific and did not indicate a searcher’s pre-existing knowledge of the content being sought.

# Geographic Analysis

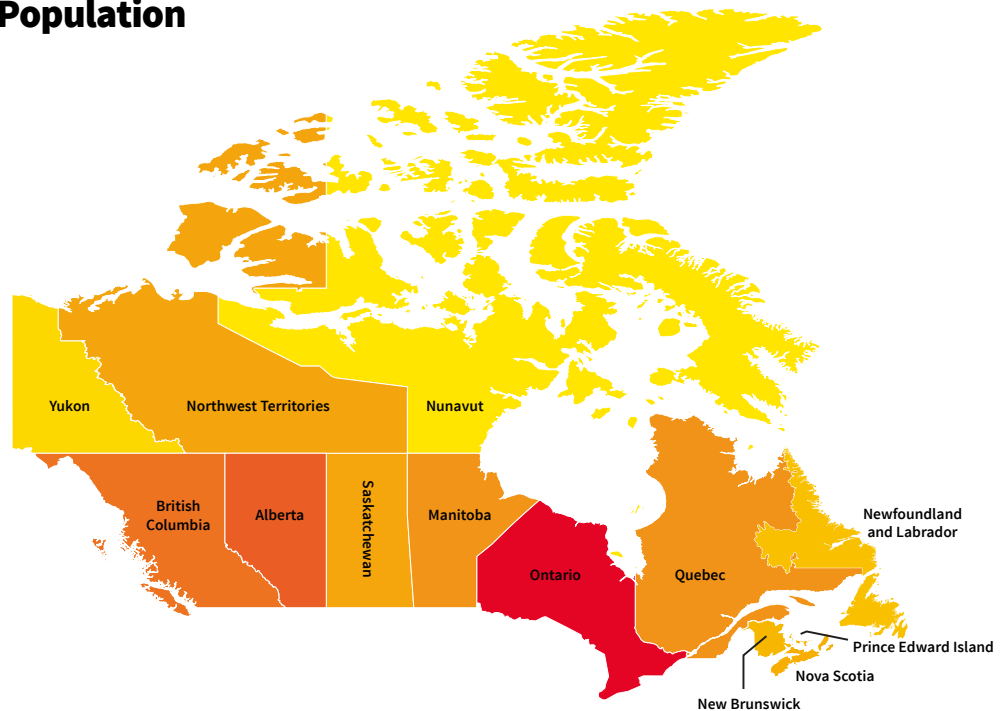
## Ranking of Provinces and Territories by Absolute Number of Searches

Province/Territory	Impressions
<b>Ontario</b>	<b>8,302</b>
<b>Québec</b>	<b>2,563</b>
<b>British Columbia</b>	<b>1,879</b>
<b>Alberta</b>	<b>1,853</b>
<b>Manitoba</b>	<b>398</b>
<b>Saskatchewan</b>	<b>286</b>
<b>Nova Scotia</b>	<b>215</b>
<b>New Brunswick</b>	<b>156</b>
<b>Newfoundland and Labrador</b>	<b>92</b>
<b>Prince Edward Island</b>	<b>32</b>
<b>Northwest Territories</b>	<b>11</b>
<b>Yukon</b>	<b>4</b>
<b>Nunavut</b>	<b>2</b>



## Ranking of Provinces and Territories Weighted per 100,000 Population

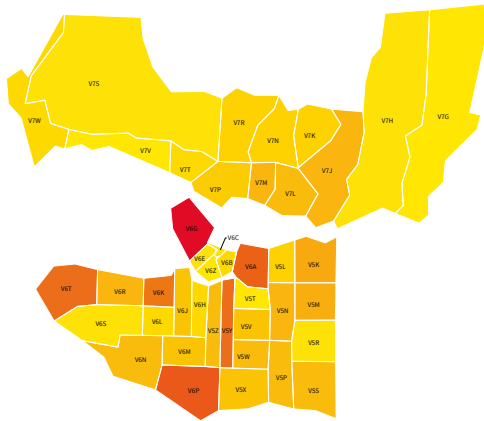
Province/Territory	Impressions
<b>Ontario</b>	<b>58.49</b>
<b>Alberta</b>	<b>43.23</b>
<b>British Columbia</b>	<b>39.01</b>
<b>Québec</b>	<b>30.53</b>
<b>Manitoba</b>	<b>29.74</b>
<b>Northwest Territories</b>	<b>24.71</b>
<b>Saskatchewan</b>	<b>24.57</b>
<b>Nova Scotia</b>	<b>22.54</b>
<b>Prince Edward Island</b>	<b>21.05</b>
<b>New Brunswick</b>	<b>20.54</b>
<b>Newfoundland and Labrador</b>	<b>17.40</b>
<b>Yukon</b>	<b>10.40</b>
<b>Nunavut</b>	<b>5.26</b>



# Vancouver

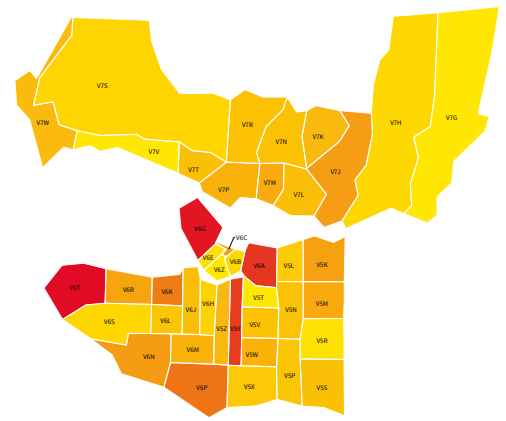
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
V6G	33
V6P	20
V6A	19
V6T	17
V5Y	17
V6K	16
V5K	9
V5M	8
V5N	7
V7M	7

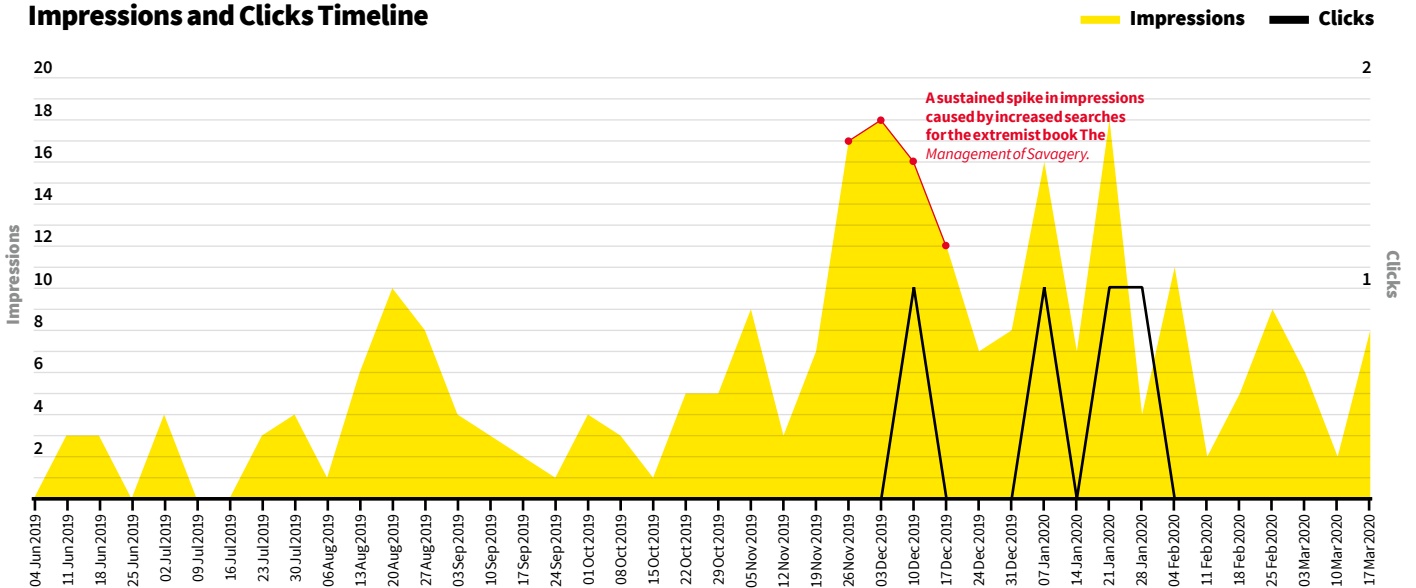


## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

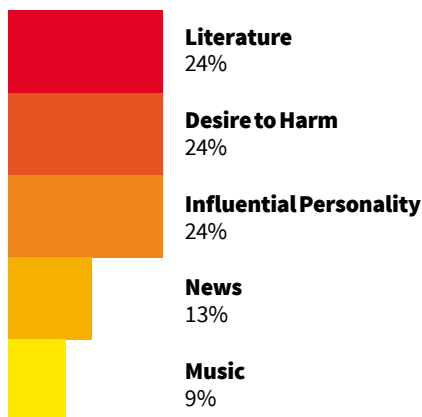
FSA	Value
V6T	13.36
V6G	12.13
V6A	10.15
V5Y	9.88
V6P	6.52
V6K	6.06
V6N	4.27
V7J	4.18
V6C	3.92
V5K	3.91



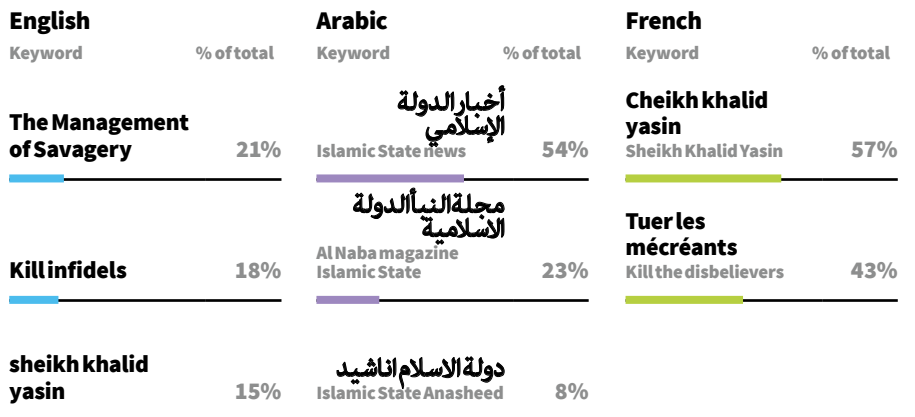
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



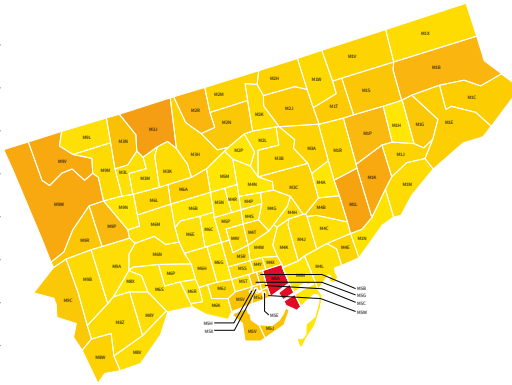
## Top 3 Keywords per Language



# Toronto

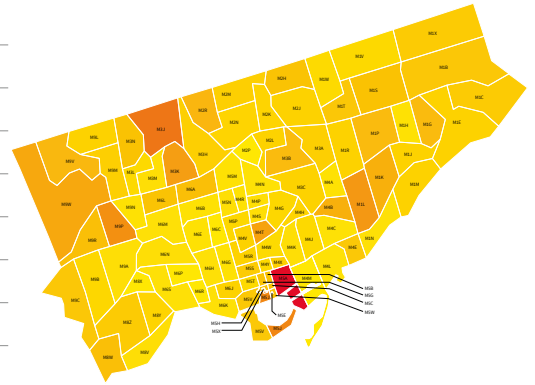
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
M5A	238
M3J	72
M1L	69
M9W	65
M9V	64
M1K	63
M1B	51
M2R	50
M1P	47
M9P	45



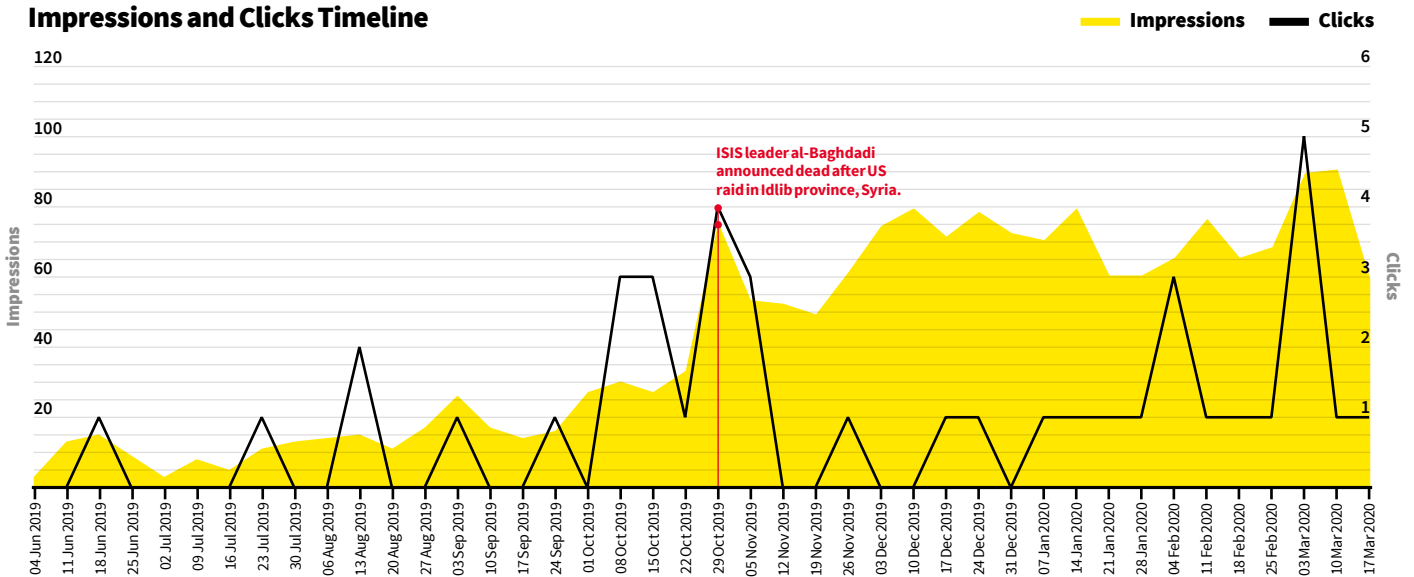
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
M5A	57.94
M3J	28.27
M5J	24.06
M9P	21.56
M1L	19.67
M3K	18.34
M4T	17.20
M9W	15.98
M4B	13.42
M1K	13.01

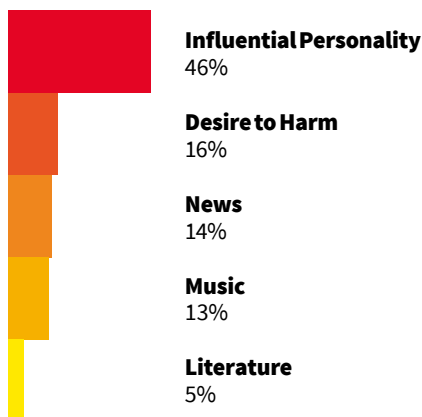


\*Due to the small size or population of several Toronto FSAs, a campaign for "Downtown Toronto" was created to incorporate the following post-codes: M5G, M5B, M5H, M5C, M5X, M5K, M5L, M5E, M7A and M5W.

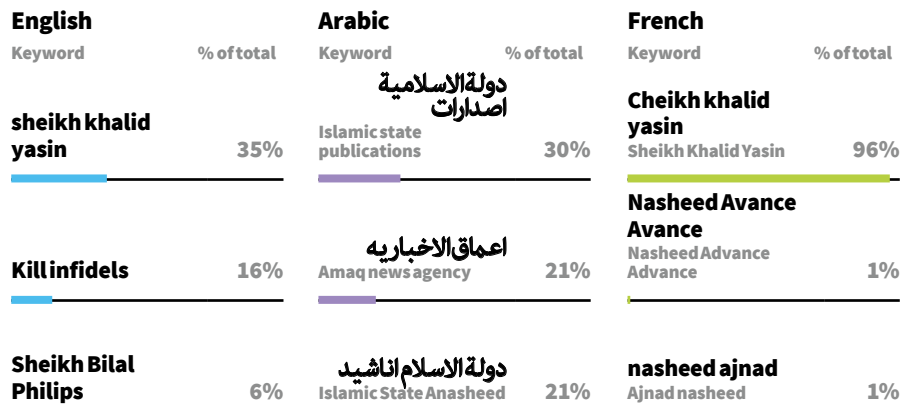
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



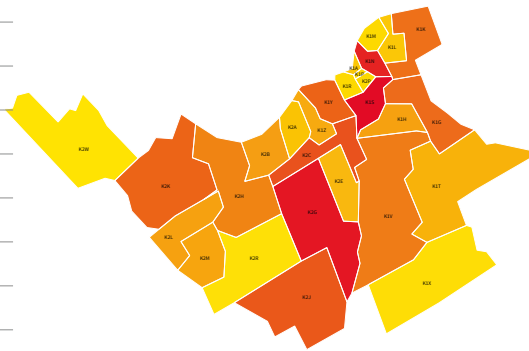
## Top 3 Keywords per Language



# Ottawa

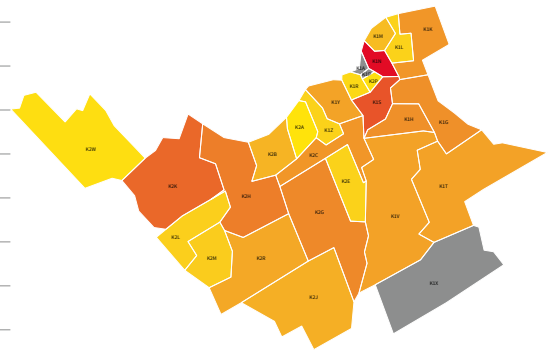
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
K2G	60
K1N	60
K2J	53
K1V	53
K1S	52
K2K	39
K1G	39
K2H	36
K1T	34
K1K	32



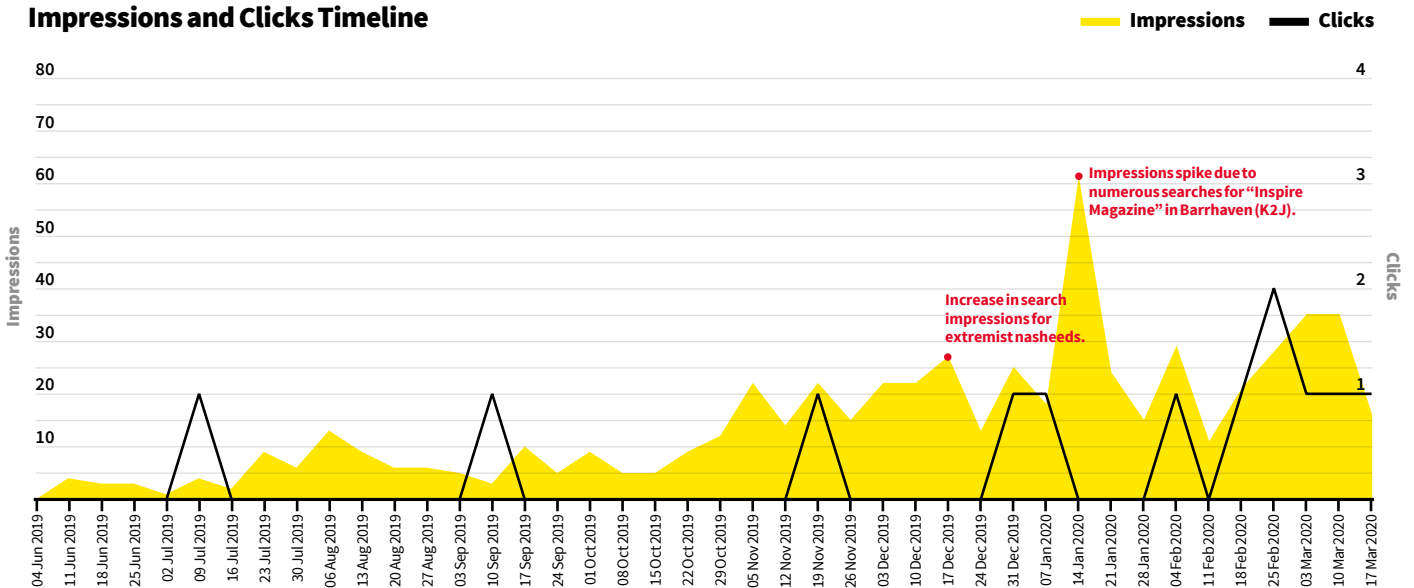
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
K1N	23.94
K1S	18.14
K2K	15.96
K2H	13.64
K2G	12.19
K1G	11.45
K1H	11.40
K1K	10.85
K2C	10.74
K1V	9.67

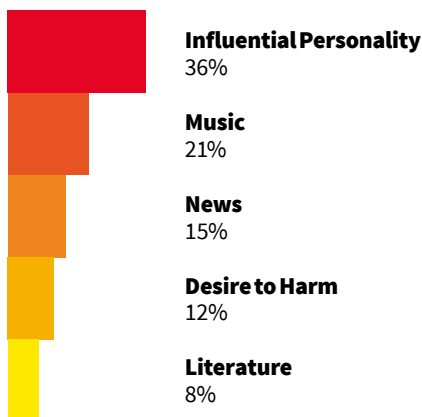


\*The FSAs K1A, K1P, and K1X have a population and dwelling count below 1,000, and were excluded from this weighted map to ensure statistical significance.

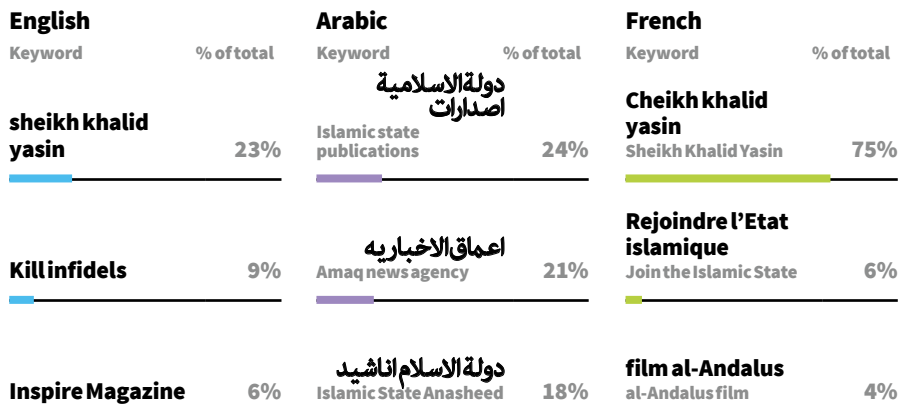
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



## Top 3 Keywords per Language

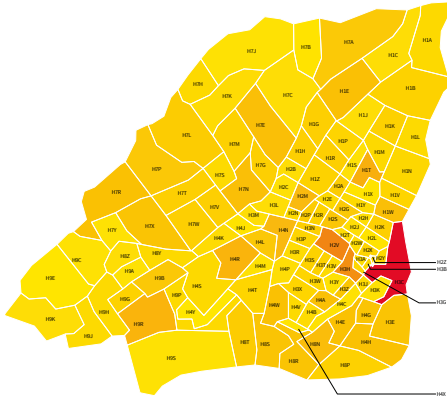




# Montréal-Laval

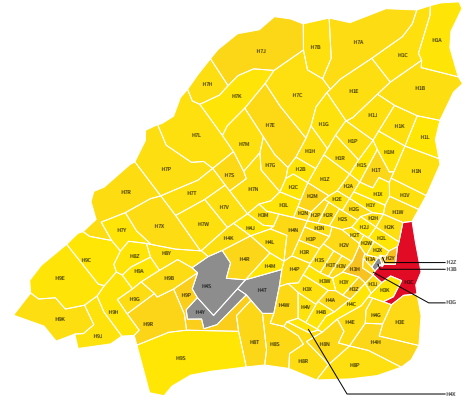
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
H3C	169
H4N	81
H1T	37
H4R	34
H4L	25
H3H	24
H1W	17
H7W	16
H8N	15
H7T	15



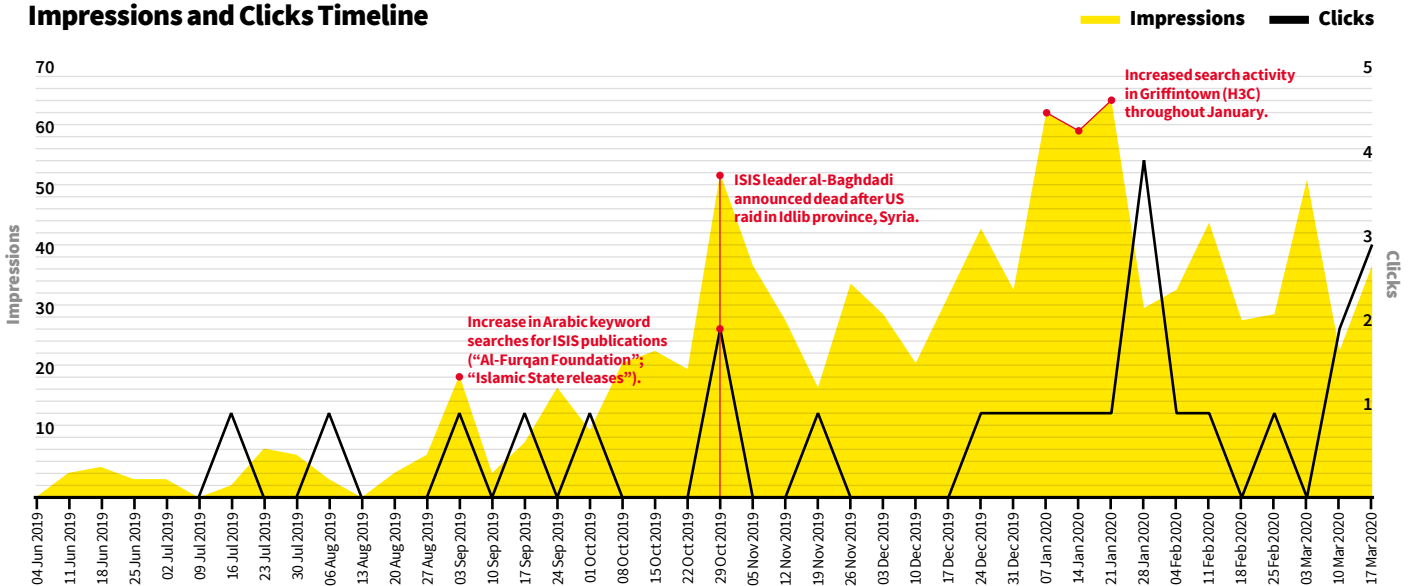
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
H3C	155.37
H4N	27.22
H3H	12.61
H4R	12.56
H1T	11.81
H9P	10.19
H3Z	8.47
H7S	8.17
H3T	7.02
H4L	6.79

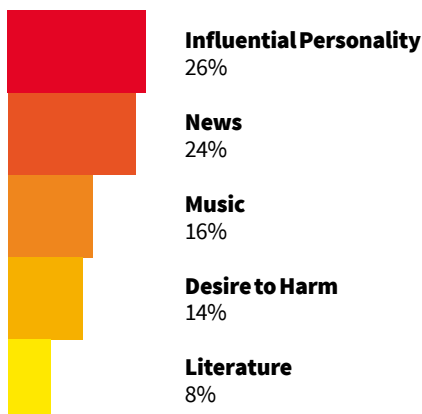


\*The FSAs H4Y, H3B, H4T and H4S have a population and dwelling count below 1,000, and were excluded from this weighted map to ensure statistical significance.

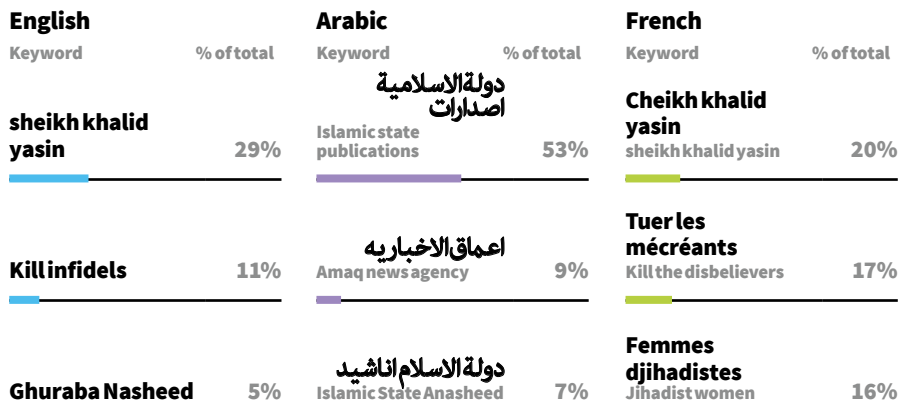
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



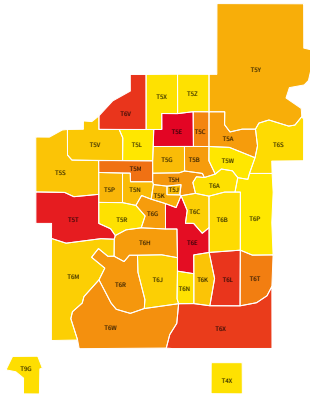
## Top 3 Keywords per Language



# Edmonton

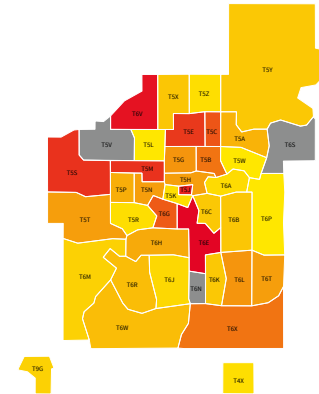
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
T5E	38
T6E	36
T5T	33
T6L	29
T6V	29
T6X	28
T5M	19
T6T	17
T5C	16
T6W	14



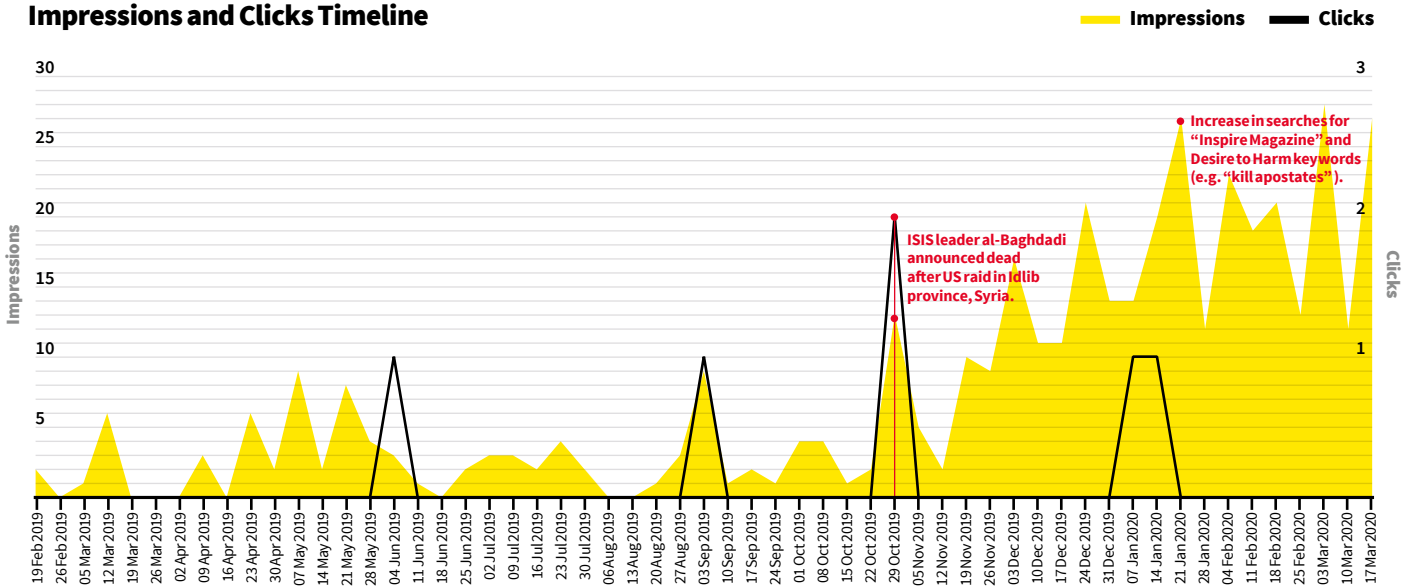
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
T6E	15.88
T6V	14.55
T5J	13.26
T5M	12.45
T5S	12.39
T5E	11.79
T5C	9.88
T6G	9.50
T6X	7.85
T5B	7.62

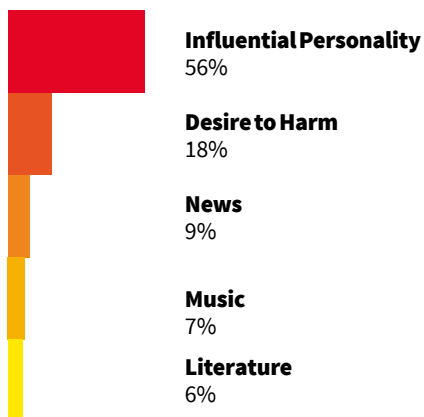


\*The FSAs T6N, T5V and T6S have a population and dwelling count below 1,000, and were excluded from this weighted map to ensure statistical significance.

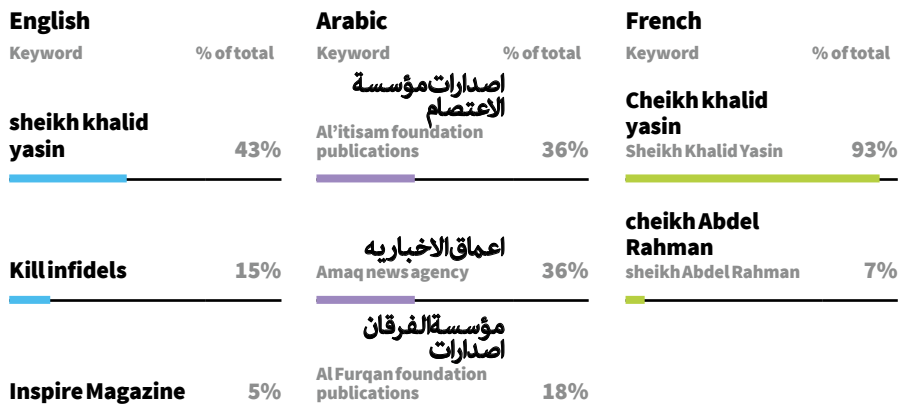
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



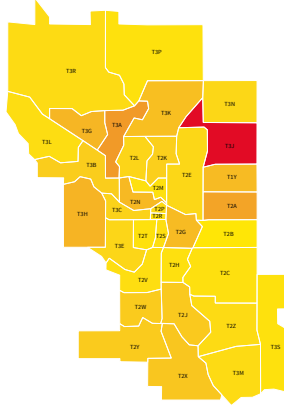
## Top 3 Keywords per Language



# Calgary

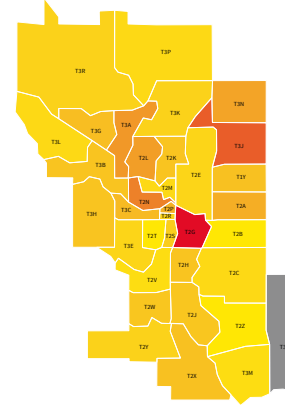
## Most Active Neighbourhoods by Absolute Number of Searches

FSA	Value
T3J	102
T3A	44
T2A	38
T3H	31
T3G	29
T2N	27
T2G	26
T1Y	26
T3K	23
T2X	20



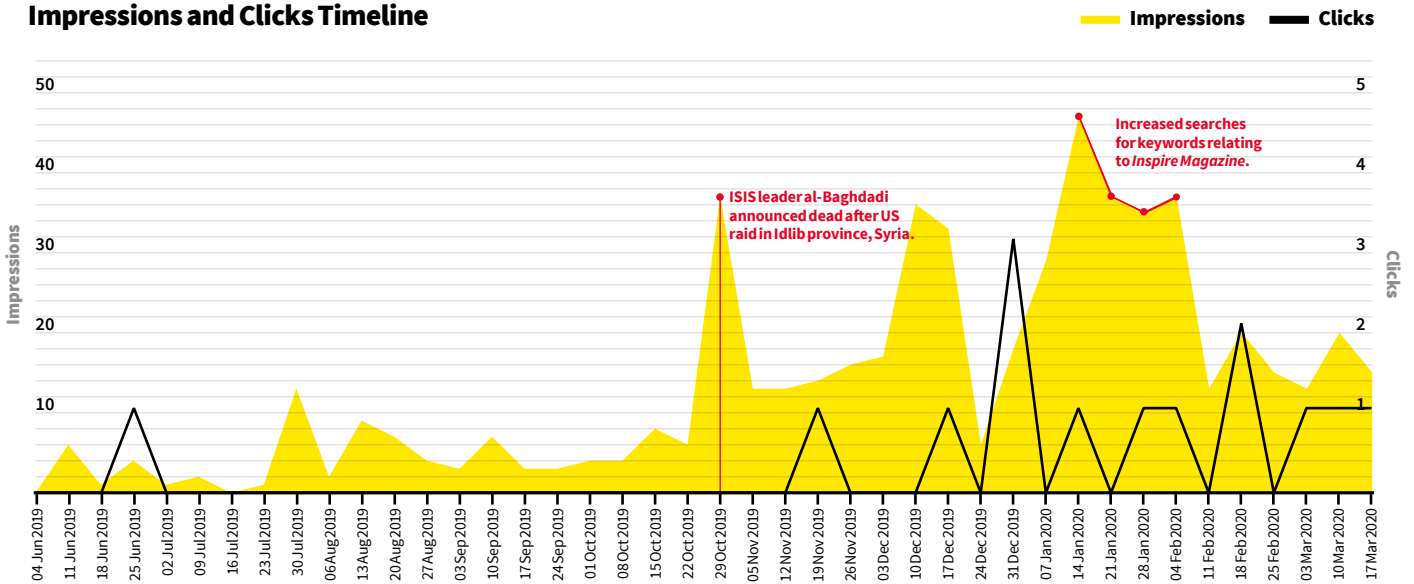
## Most Active Neighbourhoods by Absolute Number of Searches Weighted per 10k Population

FSA	Value
T2G	18.09
T3J	13.14
T2N	10.25
T3A	8.27
T2L	7.74
T3N	7.21
T2A	6.37
T2P	6.13
T3C	5.10
T3G	4.91

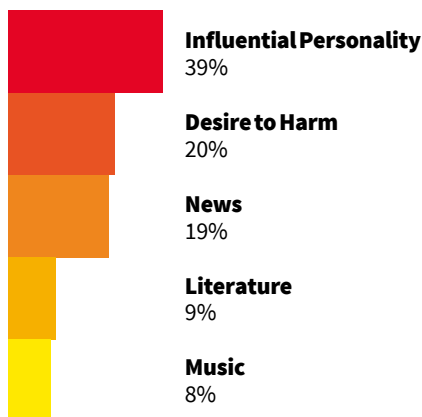


\*The FSA T3S has a population and dwelling count below 1,000, and was excluded from this weighted map to ensure statistical significance.

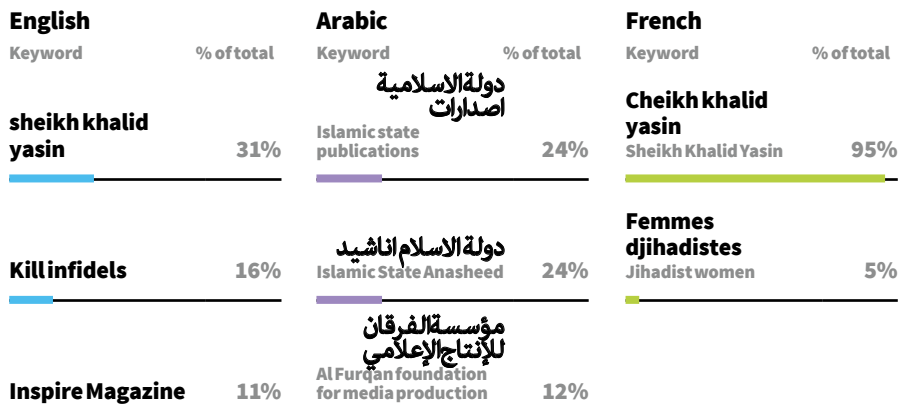
## Impressions and Clicks Timeline



## Top 5 Redirect Categories



## Top 3 Keywords per Language



GLOSSARY

**Search impressions**

The number of times an ad was shown.

**Clicks**

The number of times an ad was clicked.

**Click-through rate (CTR)**

The ratio of times at-risk individuals clicked on an ad in relation to the number of times an ad was shown.

**Keyword**

A search phrase used by an individual on a search engine to find content related to violent extremism online.

**Provinces and territories ranked by absolute number of impressions**

The geographical provinces and territories covered by the project, ordered by the highest to lowest number of absolute search impressions.

**Provinces and territories ranked by impressions per 100,000 search engine users (SEUs)**

The provinces and territories ordered by the highest number of search impressions, controlling for the number of search engine users (SEUs) who are resident there. While the provinces and territories with the largest number of SEUs often produce the most absolute impressions, this metric allows for comparison of data across provinces and territories of different sizes.

**Redirect Categories**

Moonshot designated Google searches for specific extremist content, such as videos or slogans, as “Redirect Categories”. Keywords were coded in a total of 17 categories, as well as by language and risk, to direct searchers to one of 127 unique YouTube playlists.



moonshot  
countering violent extremism

[moonshotcve.com](http://moonshotcve.com)