

Appendix A: Methodology

The research primarily focussed on major online media sources based in South and Southeast Asia. It included publications in Arabic and English with editorials and news articles that referred to Canada. Some popular sources were excluded because of limitations on archival searches. All editorials and news articles reviewed over the three-month time-frame were fully analysed to identify the way Canadian news events were covered in each region (full online source list in Appendix E).

The approach followed was to first establish a list of online sources for each region. Then an initial search of each source was conducted by entering key words such as “Canada” in Arabic or English in the search box of each source. All the online newspapers, magazines, and news agencies were scanned with emphasis on finding out how Canada was perceived in the news from Indonesia, Malaysia, The Philippines, Singapore, India, Pakistan and Brunei Darussalam. For comparison purposes, the scope was widened to include editorials and news articles published in major Islamic web-sites where Canada was mentioned in the same 3-month period.

The findings on Canada were loosely grouped into two types:

- a. *Individual articles/editorials*: Articles or editorials almost entirely devoted to Canada, whether or not Canada was mentioned in the headlines
- b. *“Embedded” articles* : Articles where Canada was mentioned within a news article or editorial covering a more general topic.