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## Executive Summary

### 2023-2024 Online Disinformation Advertising Campaign Evaluation Tool (ACET)

Prepared by: Elemental Data Collection

Prepared for: Communications Security Establishment Canada

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Ce rapport est aussi disponible en français

Canada

**2023-2024 Online Disinformation Advertising Campaign Evaluation Tool (ACET)**

**Prepared for: Communications Security Establishment Canada**

**Prepared by: Elemental Data Collection**

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**Aussi disponible en français sous le titre : *Outil d'évaluation de campagnes publicitaires (OECP) – Campagne publicitaire de 2023-2024 sur la désinformation en ligne***

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## Executive Summary

Communications Security Establishment Canada (CSE) commissioned Elemental Data Collection to conduct quantitative research to conduct baseline and post-campaign testing to determine the audience recall and overall effectiveness of the 2023-2024 Online Disinformation advertising campaign. The study will also be used to determine if the campaign helped increase the target audience's understanding of what disinformation.

### 1.1 Background

Disinformation is created by individuals and groups for different purposes. For instance, foreign states may create disinformation to generate support for their actions, discredit individuals and/or undermine trust in democracy, while individuals or groups may do it to promote extremist views, spread conspiracy theories, and/or cast doubt on scientific facts.

The 2023-2024 Online Disinformation advertising campaign will continue to inform Canadians on what disinformation is. The ads will feature a strong call to action that directs individuals to the campaign landing page where they can learn more about disinformation.

### 1.2 Research Objectives

The purpose of this research is to assess audience recall and the overall effectiveness of the 2023-2024 Online Disinformation campaign. The ACET will also be used to determine if the campaign helped increase the target audience's understanding of what disinformation is.

The specific campaign objectives are to:

- 1) Achieve 30% recall or higher among the target audience.
- 2) Increase the target audience's understanding of what disinformation is by 3% from baseline.

### 1.3 Methodology Summary

To meet the objectives, pre and post campaign online surveys were conducted with a proportionate stratified sample of 2,000 Canadians, 18 years of age and older. Quotas were set to ensure that each wave of the study would target equal amounts of both male and female respondents as well as a minimum of 20% from visible minorities to ensure representation. Online surveys were collected in two waves from December 6, 2023, to December 9, 2023, and April 3 to April 11, 2024, with each wave consisting of a sample of 1,000 Canadians. Based on a sample of this size, the results can be considered accurate to within  $\pm 2.2\%$ , 19 times out of 20.

A detailed description of the survey methodology is available under separate cover. This report contains all the information required to replicate this study in the future.

### 1.4 Use of Research Results

An ACET is mandatory, as per Directives for the TBS Policy on Communication and Federal Identity, for campaigns with a media component of \$1,000,000 or more. The ACET pre-wave establishes audience awareness baselines, while the post-wave measures campaign recall, understanding and response to the advertisement.

## **1.5 Contract Value**

The total contract value of this research was \$29,235.00, excluding HST.

## **1.6 Political Neutrality Statement**

*I hereby certify as a Representative of Elemental Data Collection that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.*



*Darcy Zwetko, Partner, Elemental Data Collection Inc.*

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