



Quebec's Bill62 is filled with controversies, viewed differently by different people who called it:

- A discriminatory law against religious freedom,
- A bill against women,
- A legislation to protect security, or
- A law to ensure the homogeneity of Quebec's society.

On two separate occasions, TrendifyLive Team took the initiative to gauge public opinion on Bill62 by monitoring and analysing twitter activities that generated impressions in millions. TrendifyLive is an AI driven innovative software developed by the Ottawa-based start-up, Syncrodata, to monitor and analyse Twitter activities in real time.

Tweets posted on Bill 62 showed interesting results not only in public perception but also a shift in terms of public support for the Bill.

- November 6-7 Results: 51% of in support and 49% against the Bill
- November 9-14 Results: 69% of tweets supported Bill 62 vs. 31% of against

**A sample of tweets in support of the Bill:**

- "Public Security is the 1<sup>st</sup> duty of any govt....we don't hide our faces in civil society. Niquab/Burka is not a religious req'ment."
- "Canadians don't need Burkis. Muslims want to divide Canada. Please assimilate."
- "Wait, Moslems who immigrated to Canada did so to escape persecution & violence. Now, they're creating what they escaped."



**A sample of tweets opposing the Bill:**

- “Denying public services to those wearing a face veil (hijab, burqa, niqab) is blatant discrimination. I stand against this bill with my Muslim sisters, they deserve better.”
- “It’s a very clear and obvious violation of rights that are protected by both the Quebec and the Canadian charters”
- “Come on Quebec – your beautiful culture and language can withstand the teeny tiny tweak to accommodate this. Ditch this bullshit discriminatory law”

Public dialogue on Bill62 is ongoing, particularly given the constitutional challenge against the legislation. Through this analysis, TrendifyLive team was able to show the strength of tweets in demonstrating public sentiments that otherwise are not necessarily demonstrated through public opinion surveys. Irrespective of where public support stands on Bill62, the views expressed through tweets, both in support and against, demonstrate the level of public engagement on this issue and the factors that influence the positions taken on the legislation.

We conclude by saying that no other tool, but tweets, could tease out the deeply held sentiments and positions as the one we have seen on Bill62.