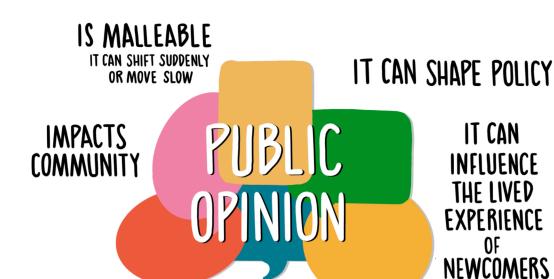
2023 IRCC B.C. - YUKON SUMMIT USING RESEARCH TO INFORM programming & key priorities

PRESENTER: VINCE HOPKINS · UBC CENTER FOR MIGRATION STUDIES



THE WAY WE TALK
ABOUT THINGS
MATTERS

THE WAY WE TALK
ABOUT AN ISSUE
AFFECTS HOW WE
SEE THAT ISSUE

THE WAY
ISSUES ARE
FRAMED
AFFECTS THE
SOLUTION



CANADIAN SUPPORT FOR IMMIGRANTS IS CONDITIONAL PREFERENCE FOR
HIGHER-SKILLED
TO LOWER-SKILLED
IMMIGRATION
*THIS PREFERENCE
IS MALLEABLE

PUBLIC OPINION ABOUT

LOW-SKILLED"
IMMIGRATION
APPEARS ESPECIALLY
SENSITIVE TO NEW
INFORMATION

INFORMATION ABOUT

THE BENEFITS OF

IMMIGRATION HAS A

BIG EFFECT ON

THE OPINION ABOUT

LOW-SKILLED IMMIGRATION

COMPANIANCE TIONS FOR CONCRETE ACTION

COMMUNICATIONS

- OUTREACH: TAILORING COMMUNICATIONS ABOUT CLIENTS, WITHOUT STEREOTYPING
- MESSAGING: VALUE OF EMPHASIZING THE CONTRIBUTIONS OF "LOWER-SKILLED" NEWCOMERS.
- *QUESTION THE "HIGH-SKILLED / LOW-SKILLED" SILOS & HOW THE TERMS AFFECT PERCEPTION

STRATEGIC CONTEXT

- CANADIANS ARE LESS FAMILIAR WITH "LOWER-SKILLED" IMMIGRATION; THIS LIKELY SHAPES THEIR RECEPTIVENESS TO NEW INFORMATION (POSITIVE & NEGATIVE)
- EDUCATION & CAREFUL POLICY COMMUNICATION PLAY A HUGE ROLE