

**PROPOSITION DE COMMUNICATION SOUMISE AU**  
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**Titre :**

Jihadism in the Digital Era: The Canadian context and responses

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**Résumé :**

Prior to believing in collective action frames such as jihadism and considering the moral legitimacy of the use of violence in their names, or making jihad abroad, one must first be exposed to it. In this regard, previous authors outlined how the Internet can be considered an important element in the way jihadi narratives are massively spread and disseminated to a worldwide audience. Our presentation narrows in on the case of Canada, demonstrating how the country first became identified as a target for jihadists, and then how Canadian jihadists have been used in the online propaganda material of jihadi groups actually operating in Syria. This further leads us to describe the various types of measures taken by the Canadian government and civil society to counter online jihadism. These measures are categorized as hard or soft measures, depending on whether their aim is to eradicate online propaganda material, or to prevent its effects through counter-narratives or alternative narratives. We have seen that government initiatives fall mainly in the spectrum of repressive counter-measures and that it is essentially from civil society that alternative discourses and promotion campaigns emerge. Finally, we argue that the Canadian initiatives to counter narratives offer discourses that are not directly opposing the jihadi narrative itself. These initiatives rather should try to offer a better picture of the Canadian social reality, as well as being more careful in the way political and societal ongoing events abroad are presented to Canadians. Indeed, we think that a good understanding of the jihadist discourse can lead us to develop more effective alternative discourses that might deconstruct the way jihadism portrays their reality.