

# MPC MAJOR RESEARCH PAPER

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Pictures in Politics:  
A Visual Social Semiotics Analysis of Federal Politicians on Instagram

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## Dedication

I would like to dedicate this MRP to my parents, Małgorzata and Sylwester Karas. You inspire me everyday with your courage, hard work, and selflessness. Thank you.

## Abstract

This major research paper (MRP) examines the visual social semiotics of Canadian politicians' Instagram accounts and their followers' responses. As a qualitative study, it seeks to address the following questions: From the coded images in the data collection, which qualities do the Instagram followers prefer? From the coded images in the data collection, which qualities do the Instagram followers prefer the least? What do these qualities reveal about the political actors in the data collection? To answer these questions, I coded the most liked and least liked Instagram postings between April 1, 2014 and March 31, 2015 from two of Canada's federal party leaders, Prime Minister Stephen Harper and Liberal leader Justin Trudeau. These images were coded through a visual social semiotics analysis under the following categories in my codebook: community outreach, competence, empathy, excitement, ideology, personal, symbols of nationalism, celebrity, and miscellaneous. This codebook was constructed from a literature review encompassing the public's values of politicians in traditional media. The findings of this MRP expand on visual social semiotic theory in the social media context and build on research about audience perceptions of politicians. The results suggest that photo composition and the presentations of values in an image are important considerations for politicians. Based on the findings, this study is relevant to how professional communicators can construct a persuasive image and story in the political context on a social media platform.

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# Introduction

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Since 1956, when presidential candidate Dwight Eisenhower first began advertising on TV, campaign strategies have shifted from grassroots mobilization to multi-media strategies (Guzmán and Sierra, 2009). In the 1990s, *political branding* entered the lexicon (Delacourt, 2013, p. 143) and this shift defines today's state of political image maintenance and strategy. Prior to the myriad of social media platform options, photographers "took pictures for the history books... Now the Internet has given [the political parties] a canvas for all of these pictures" (LeBlanc, 2015). Because brand strategy and image maintenance are still new concepts for the political sphere, the widely used image-sharing app Instagram, in particular, presents an interesting space for investigation, and it is this space that this pilot study will use as its focus.

In this major research paper (MRP), I will explore audience perception of politicians' image use on social media in the theoretical framework of visual social semiotics. As my literature review will highlight, social media in the political arena is well researched. Audience response to political appearance is also well researched in this area, but it is primarily focused on its relationship in traditional print media or websites alone, and the research focuses on Canada's international counterparts. Because of this, through my research, I will update the current understanding of image development and audience perception of politicians in the context of social media and federal Canadian politics.

For this pilot study, I aim to answer the following research questions:

**RQ1:** From the coded images in the data collection, which qualities do the Instagram followers prefer?

**RQ2:** From the coded images in the data collection, which qualities do the Instagram followers prefer the least?

**RQ3:** What do these preferred qualities reveal about the political actors in my data collection?

The result of this pilot study will address a research gap surrounding politicians' use of social media because the current focus tends to be on Twitter and Facebook. While there is extensive research available on what members of the public value in politicians, there is limited research about how image translates these values on new social media platforms. This pilot study will also be relevant to how professional communicators can construct an image, brand, and narrative in the political context on a social media platform like Instagram. The results suggest that photo composition via the framework of visual social semiotics and the presentations of values in the image are important considerations for politicians and their individual brands.

I will next outline the theoretical background for this pilot study with a summary of Gunther Kress and Theo van Leeuwen's theory of visual social semiotics.

### Theoretical Backing

Visual social semiotics is often applied to advertising (van Leeuwen, 2005; Harrison, 2003; Scott and Vargas, 2007; and Berger, 2010), but the goal of this pilot study is to apply this theoretical lens to a new digital medium. Before discussing the

existing literature, I will first outline the theoretical positioning and its relevance to my research.

This pilot study will research audience perception and values of politicians on Instagram from the lens of visual social semiotics. The theory will ultimately guide and help code the images for their key values. I will describe this in more detail in my methodology section. Specifically, I will be drawing on Gunther Kress and Theo van Leeuwen's (2006) *The Grammar of Visual Design*, but I recognize semiotics and visual social semiotics is theorized by Barthes (1972), Rose (2012), and others as well and their research is important to the theory's overall development. Kress and van Leeuwen's (2006) theory will be put into practice and provide a framework to help determine the Instagram images' values. Because social semiotics reflects the use of signs and their constructed meaning within a community, it lends itself to a social networking platform that is heavily image-based, like Instagram.

Visual social semiotics is based on the study of semiotics, or the study of signs where "sign systems and the use of signs are the productive agents of thought and society" (Craig and Muller, 2007, p. 163). Visual semiotics is "a synthesis of several modern approaches to the study of social meaning and social action... Social semiotics includes formal semiotics and goes on to ask how people use signs to construct life of a community" (Harrison, 2003, p. 48, quoting Lemke, 1990). Harrison (2003) further defines visual social semiotics as "the description of semiotic resources, what can be said and done with images (and other visual means of communication) and how the things people say and do with images can be interpreted" (p. 48, quoting Jewitt and Oyama,

2001). Visual social semiotics includes three metafunctions: ideational, interpersonal and textual.

The ideational metafunction discusses the participants and their existence. These participants can be interactive or representative. When it is interactive, the participants are “in the act of communication... [they] speak and listen or write and read, make images or view them” (Kress and van Leeuwen, 2006, p. 48). Participants who are classified as representative are “represented in and by the speech or writing or image, the participants about whom or which we are speaking or writing or producing images” (Kress and van Leeuwen, 2006, p. 48). Kress and van Leeuwen (2006) note this is complex when taking into account “real” interactive participants, the “real” image-producers and-viewers and the “implied” image producers and-viewers (p. 48). If the objects are participating, often a vector is present, meaning the objects represent “*doing* something to or for each other” (Kress and van Leeuwen, 2006, p. 59). Bodies “in action” can form vectors but Kress and van Leeuwen (2006) also state that vectors are formed through any form of action, like two lines meeting (p. 59). If there is a pattern that occurs over multiple images, the vectoral pattern creates a narrative (Kress and van Leeuwen, 2006, p. 59). A vector can be created between the participants and the audience viewing the image. This is more common in the interpersonal metafunction. Overall, the ideational metafunction requires a goal, specifically when “the participant at whom or which the vector is directed... is also the participant *to whom* or which action is done, or *at whom* or which the action is aimed” (Kress and van Leeuwen, 2006, p. 64).

The interpersonal metafunction is meant to “represent a particular social relation between the producer, the viewer, and the object represented” (Kress and van Leeuwen,

2006, p. 42). Kress and van Leeuwen (2006) call this eye contact a “demand,” because it “demands that the viewer enter into some kind of imaginary relation with him or her” (p. 118). Without eye contact, Halliday (1985) calls the image an “offer” because “it ‘offers’ the represented participants to the viewer as items of information, objects of contemplation, impersonally, as though they were specimens in a display case” (as quoted by Kress and van Leeuwen, 2006, p. 119).

The meaning behind the demand is defined by how close the image is shot and at what angle. The distance of the object depends on their social relation (Kress and van Leeuwen, 2006, p. 125). Kress and van Leeuwen (2006) argue that a close shot is intimate and personal, a medium shot is social, and a long shot is impersonal (p. 148). Angles are also influential. A frontal angle suggests involvement, whereas an oblique angle suggests detachment. While an eye level angle shows neutrality or equality, a high angle gives the viewer power and a lower angle gives the participant power (Kress and van Leeuwen, 2006, p. 140). The interpersonal metafunction also uses colour saturation, depth, illumination, and brightness as “modality markers” (Kress and van Leeuwen, 2006, p. 160-163), and these markers compliment the textual metafunction.

Finally, the textual metafunction focuses on the composition of the image. Kress and van Leeuwen (2006) argue that the interactions among participants in an image do not define its content (p. 176). Instead, the composition of the image does this, as decided through information value, salience, and framing (Kress and van Leeuwen, 2006, p. 177). Notably, this can be applied to multimodal texts, but this does not apply to this pilot study’s research or data collection.

Visual social semiotics and its three metafunctions will serve as a way to find the values highlighted or emphasized in each Instagram photo. Based on Kress and van Leeuwen's (2006) theory, the tools they discuss will emphasize participants through their interactions, colouring, or positioning in the photo. Through this theory, I will contribute to the existing literature by exploring how the Instagram users create meaning and emphasize values in the images they post.

# Literature Review

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Having outlined the theoretical positioning of this pilot study, I will now highlight previous studies to support my research. The literature survey in this paper examines three overarching themes: brand and image in the political realm, audience perception of politicians in traditional media, and politicians' use of social media. Combined, this existing literature provides context on current strategies and perspectives in both the Canadian and international political spheres.

## Defining Brand and Image

Branding is a relationship between consumer and company. It is a complex relationship because “it depends on a consumers’ willingness to recognize and support the set of meanings, ideas, and associations the brand is trying to establish” (Cormack, 2012, p. 209). Yet despite this complex relationship, branding is a part of everyday life and deeply rooted in choice. French and Smith (2002, quoting Keller) argue, “branding principles have been applied in virtually every setting where consumer choice of some kind is involved” (p. 460). This includes the political arena, where “political marketing has developed into a recognised sub-discipline of political science” (Needham, 2006, p. 178). Quoting Kirchheimer (1996), French and Smith (2002) argue that branding and marketing in the political arena became necessary as an “inevitable response” to move “from mass based to catch-all parties” (p. 461). This move also led to unwanted outcomes, ranging from a narrowing political agenda to political disengagement at municipal levels (French and Smith, 2002, p. 461).

Defining political branding is also often debated. For example, Marland and Flanagan (2013) define branding as an “evolution of image management,” calling it a “strategic layer to the process of promoting a desired image,” and in the political sphere specifically, it provides the “potential for political elites to employ propaganda” (p. 952-953). However, Guzmán and Sierra (2009) argue in favour of traditional marketing theory, where political parties are framed as brands and politicians as products (p. 208). Given the popularity of social media and the increasing idea of politicians as celebrities (Street, 2004), this definition is slightly out-dated. Returning to the general sense of the word, a brand “rolls together the logo, products, advertising, image, customer service, investment opportunities, and production practices into one integrated and recognizable whole,” all while evoking trust, commitment, or loyalty (Cormack, 2012, p. 210). Arguably, a political candidate carries many of these characteristics (as does their party, if running under one): he or she offers policies as products, advertises in the media and in grassroots campaigning, engages with the voters, and most importantly, as this pilot study will look at, a member of the public reacts to this whether it be by a vote, or simply liking a photo. Ultimately, Marland (2013) suggests that defining such terms is a “subjective exercise” (p. 13) and Cormack (2012) highlights the divided perspectives on political branding found in academic discussions (p. 210). For the purpose of this pilot study, the concept will not be debated. Instead it is accepted as a tool in political marketing.

In this context, Entman’s (1993) notion of framing guides my concept of an image for this pilot study. Framing is how the subject, or in this case, a politician, is presented to the public. Entman states that a frame’s purpose “is to select some aspects of a perceived reality and make them more salient in a communicating text” by defining problems,

diagnosing causes, making moral judgements, and suggesting remedies (p. 52). The communication in a frame is done through salience, “making a piece of information more noticeable, meaningful, or memorable to audiences” (Entman, 1993, p. 53). While framing is often discussed in the context of text-based communication, salience is also discussed in Kress and van Leeuwen’s (2006) textual metafunction. Entman’s research is relevant to how politicians as a whole represent themselves in visual communication because framing “plays a major role in the exertion of political power” and image is a part of that arsenal (Entman, 1993, p. 55). The image is presented as a component of the brand strategy to the public, who then draws conclusions and recalls the image based on the strategy, communication tactics, and impressions.

### Image Management in the Canadian Political Context

Branding in Canadian politics is standardized practice now, but it is still a fairly young strategy. Marland and Flanagan (2013) summarize the changing methods in campaigns and elections: “If market research, spin and advertising were the key signifiers of marketed parties and candidates in the 1980s and 1990s, ‘branding’ is the hallmark now” (Scammell, 2007, p. 176, as quoted by Marland and Flanagan, 2013). Voter motivation and decision-making researchers relied on Canadian Election studies from 1965 onward, but it was “largely confined to the public mood about politics” (Delacourt, 2013, p. 142). However, Delacourt (2013) also highlights a shift in the 1990s that indicated, “what people wanted as consumers, they wanted as voters” (p. 143). In quoting Allan Greg, political brand would have to target consumers so that they would answer “yes” to two key questions: “Are they like me and are they for me?” (Delacourt, 2013, p.

143). Not only did politicians and parties need brands, but also the voters were seen as brands constructed by their individual values (Delacourt, 2013, p. 144).

In the Canadian context, the literature suggests image is highly influential of voter behaviour during a federal election (Brown et. al. 1988, p. 729). However, the shift described by Delacourt (2013) and Marland and Flanagan (2013) is key in political branding and voter decision-making in Canada. Delacourt (2013) argues it is the “consumer-citizens’ desire for authenticity” in the 1990s that drove the political branding and victory for Jean Chrétien and the federal Liberal Party (p. 148). For example, to highlight his authenticity before the election, Chrétien was photographed wearing “an ordinary guy’s denim shirt” or water-skiing (Delacourt, 2013, p. 151). This is in correlation with American-based case studies where “nonverbal communication is politically important because expressive displays have been shown to have considerable persuasive influence” (Grabe and Bucy, 2009, “Facing the Electorate”). The literature surrounding social media and politics will again return to a similar discussion of authenticity in 2008, beginning with the U.S. presidential campaign of Barack Obama.

Marland (2012) suggests that Prime Minister Stephen Harper and the Prime Minister’s Office (PMO) carefully maintain Harper’s public image and brand. First, since his election in 2006, Marland (2012) argues Harper maintained his image by hiring official photographers and excluding photojournalists when possible. This is detailed from anonymous sources in the federal Conservative Party, within the PMO, and from working journalists. For example, Marland’s (2012) interviews revealed that Harper’s “managed visuals are designed to reinforce the ‘common man’ brand attributes of [Harper], and are an attempt to defy negative image stereotypes, such as juxtaposing

Harper's patriotic love of hockey against perceptions that he is an aloof ideologue" (p. 222). Knowing his critiques, the Harper image is constructed to show him as a well-rounded individual with interests outside of politics. However, in a separate study, Marland (2014) often found Harper in "business clothing," on Parliament Hill, or with a Canadian flag nearby (p. 62). Second, Harper's wife, Laureen Harper, is often accredited with softening his image (Smyth, 2013). Marland (2014) compares Laureen Harper to a presidential first lady, where she is shown "speaking with world leaders and their spouses, being interviewed, hosting a diplomatic garden party, and participating in a roundtable discussion on women's rights" (p. 65). Her participation in this role adds to Harper's own role as prime minister. Marland's article (2012) emphasizes Harper's value of image management and its control. This control suggests its value both in and outside of an election period.

Marland (2013) also details Justin Trudeau's political brand in the context of his father, Pierre Trudeau, and the idea of political legacies. He argues that Justin Trudeau is an "extension of his father's brand" in "pure marketing speak" (Marland, 2013, p. 9). Marland highlights this extension with three examples. First, there is some overlap with Pierre Trudeau's cult of personality and Justin Trudeau's "unique selling proposition to inspire a favourable connection with new supporters" (Marland, 2013, p. 9). Second, Marland (2013) argues that Justin mimics his father's image through emphasis on nationalism: "in visual communication Justin is often positioned near a Canadian flag and its red/white colours, he promotes a message of Canadian multiculturalism" (p. 10). Last, Justin also reflects a celebrity status, a concept I will elaborate on with Street's (2004) research. Marland argues Justin is a "humble celebrity who loves Canada," but his

personal life and some of its luxurious details are often detailed in Canadian media in between celebrity gossip or tabloid headlines (p. 10-12). Overall, Marland (2013) suggests that Justin's brand management and the "celebrity treatment of a politician" can serve as a case study and encourage the public's interest in politics, specifically youth voters (p. 13).

### Public Perceptions of Politicians in Images

Rosenberg et. al. (1986) conducted multiple studies about the impact physical appearance has on voter preference. For their research, the images were portraits of Caucasian, male electoral candidates, with the photograph shot from the chest up. In the results, Rosenberg et. al. (1986) concluded that a candidate's appearance had a "significant impact on electoral outcomes" and that "this is true even when the candidate's appearance is presented only through the medium of a photograph on a campaign flyer" (p. 121-123). This is based on physical appearance only, but the authors suggest appearance is a marker for the candidates' personal qualities (p. 123). Rosenberg and McCafferty (1987) furthered this research to see if different photographs of the same man influence perceptions if the man is posing differently. This includes a change in facial expression and looking straight ahead or standing off-centre (p. 35). The "relatively minor changes in photographic presentation, a different camera angle or the addition of a slight smile," they argue, can affect how a politician is received (Rosenberg and McCafferty, 1987, p. 37). Ultimately, they suggest, "different photographs of the same candidate provide voters with different images of that candidate's character and fitness

for office and this, in turn, importantly influences their electoral choices” (Rosenberg and McCafferty, 1987, p. 42).

Brown et. al. (1988) and Guzmán and Sierra (2009) separately developed typologies to research what political leadership qualities resonated with survey participants. Brown et. al. (1988) studied Canadian leaders’ images where their typology included *competence, dynamism, integrity, empathy, responsibility, personal style, political skills, episodic judgements, social background attributes, party references, political positions*, and an unclassified typology (p. 727-734). They concluded that Canadians were consistent and respondents were “generally preoccupied with the personal attributes of political leaders at the expense of the leaders’ socio-political attributes” (p. 739). More importantly, their research showed that respondents envisioned a “prototypical leader role” that remained consistent in between elections, even with turnover in leadership (Brown et. al., 1988, p. 753).<sup>1</sup>

Guzmán and Sierra’s (2009) research looked for the gap between political marketing and candidate brand. It included a total of 67 typologies, but the authors used ten categories before creating subcategories. These ten categories include *sincerity, excitement, competence, sophistication, ruggedness, energy, agreeable, conscientiousness, emotional stability, and openness* (Guzmán and Sierra, 2009, p. 211). Their results reflect “candidates are primarily evaluated according to how capable they seem to be, and that this capability is described by the level of perceived competence – political, managerial and leadership – and energy of the candidate” (p. 215). *Competence*

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<sup>1</sup> In a separate study based on Jordanian elections, Alsamydai and Khasawneh’s (2013) research emphasizes *credibility*, defined as “the sum total of the voting public’s perception of that individual’s competence, goodwill, and trustworthiness” (p. 109). While credibility was deemed the most important component, similar to Brown et. al. (1988), *personal attributes* were ranked as the second most important (p. 122).

was defined by the subcategories of *hardworking*, *intelligent*, *leader*, *successful*, *constant*, and *responsible*, whereas energy was defined by the subcategories of *dynamic*, *energetic*, and *enterprising*. Guzmán and Sierra's codebook was defined by Aaker's (1997) brand personality scale and Caprara et al.'s (2002) candidate personality scale.

### Politicians on Social Media

While the literature does not directly link to Instagram, one social media strategy is authenticity, but like branding, it is a contested term. For this reason, *authenticity* will not be added to the codebook described later in this MRP. Gaden and Dumitrica (2015) argue that authenticity is the “buzzword,” especially with social media integrated into the general public's daily lives so well (para. 1).<sup>2</sup> Politicians are advised to “demonstrate their authenticity” through updated social media platforms with “informal (non-political)” details like hobbies and interests to “avoid the perception of insincerity” (Grow and Ward, 2013, para. 58). This is similar to the Chrétien strategy (Delacourt, 2013) or the research of Brown et. al. (1988), Guzmán and Sierra (2009), and Alsamydai and Khasawneh (2013). Over time, the strategies have not changed dramatically. Instead the platforms have shifted to social media and mobile applications like Instagram and others like it.

The 2008 and 2012 electoral campaigns for Barack Obama “made social media the ‘prodigy’ medium that journalists, pundits, and perhaps, to a less extent, citizens at large come to associate with a successful, honest and engaged electoral candidate” (Gaden and Dumitrica, 2015, para. 19). In a similar strategy based on authenticity, Calgary's Naheed

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<sup>2</sup> Ironically, authenticity was once associated directly with political engagement, instead of online portrayal (Gaden and Dumitrica, 2015, para. 3).

Nenshi wanted to “hit people where they live,” and he directly communicated with supporters and critics through social media during his 2010 mayoral campaign (Wingrove, 2010). But to further the sense of authenticity, his campaign team emphasized it was only Nenshi writing the postings on his Twitter and Facebook accounts (Gaden and Dumitrica, 2015). Grow and Ward (2013) argue that on social media, “authority is demonstrated via information about the candidate’s credentials and via the candidate’s technological savvy-ness” (para. 32). For example, a lack of biographical information on a Facebook page was interpreted as the candidate not understanding how to use Facebook (Grow and Ward, 2013). Furthermore, Grow and Ward (2013) suggest that a “candidate with a higher level of tech savvy-ness was perceived as having more authority, but also as being more willing to engage with their constituents, connecting authority and engagement” (para. 35).

Lastly, the literature suggests there is a rising trend in the crossover between celebrity and politician. The phenomenon is called “celebrity politics” and Street (2004) looks at politicians who gain celebrity status and celebrities who gain political status. For the purpose of this pilot study, I will only focus on the former because the latter does not apply to the data collection. Celebrity politicians are elected politicians or nominated candidates who use “associations of the celebrity to enhance their image” or exploit “non-traditional platforms or formats” for promotion in the political sphere (Street, 2004, p. 437-438). Based on the use of social media, politicians today attempt to obtain celebrity status through the many platforms available. Ekman and Widholm (2014) add to this performance aspect and the rise of politics becoming “celebritised” via Twitter (p. 518). They argue this online performance creates “public connectivity” through a personal,

online relationship between the politician and their followers (Ekman and Widholm, 2014, p. 519). This relationship is further solidified when traditional media outlets use the online images from these accounts. Ekman and Widholm (2014) call it an “infinite helix of self-mediation and news media attention” (p. 519).

The research and case studies so far highlight social media use in the political sphere as necessary and effective, but little research reflects how politicians specifically use Instagram. In 2013, Instagram hired a political outreach manager to “manage and execute relationships with governments, politicians and political influencers on how to best use Instagram” (Delo, 2013). Similarly, McNely (2012) argues that in using “images to communicate vision... Instagram becomes a crucial mediating genre in the shaping of organizational image-power” (pg. 1). A recent study based on high-ranking Swedish politicians does suggest politicians use similar social media strategies on Instagram, but Instagram is only discussed in one paragraph. In that study, Ekman and Widholm (2015) summarize that politicians use Instagram as “snapshots of their daily life,” while projecting on a deeper level that the “political communication is more about the construction of symbolic values, [reflected] in the way politicians portray themselves as ‘ordinary’ hard-working citizens, concerned and dedicated parents, culturally engaged” (p. 82-83). Essentially, this construction returns to Entman’s (1993) idea of framing discussed earlier in this literature review. As a whole, the strategies seem to reflect a construction, or framing, of one self for the audience to interpret in a specific way.

To summarize, the literature demonstrates that scholars have been studying politicians’ brand and image maintenance strategies for several decades. The studies show a debate over audiences’ needs and values, as well as scholars’ definitions of

certain terms or concepts. However, studies on the sentiment toward politicians' images are limited in the context of new social media platforms. Therefore, this pilot study will combine the topics of brand, image maintenance and social media in order to contribute to the literature in a unique way. Next, I will begin explaining how I intend to achieve this with my research and its methodology.

# Methodology

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## Data Collection

Before outlining my analysis and methods in detail, I will provide a brief introduction to the data collection. As mentioned in my introduction, the data used in this study was collected from Instagram, specifically the official accounts of Harper (@pmstephenharper) and Trudeau (@justinpjtrudeau). The three other major federal party leaders from the New Democratic Party, Green Party, and Bloc Québécois are not included in this dataset because they did not have Instagram accounts during the timeframe of my data collection.

To summarize, Instagram is a free online and mobile photo- and video-based social networking platform. On Instagram, users are invited to share pictures and videos both internally and externally through other social networking platforms like Facebook, Twitter, Tumblr, and more. Instagram launched in October 2010 and it was developed by Kevin Systrom and Mike Krieger. In April 2012, Facebook bought Instagram. The platform includes features that are common in other social media platforms, like hashtags, but also hosts unique customizable features like filters.

The name, Instagram, is a portmanteau of “instant camera” and “telegram,” which hints at its Polaroid-meets-digital esthetics (Instagram, 2015). The platform allows users to follow other users, but it does not require mutual agreement like a Facebook friend request. Today, Instagram is the most downloaded and most used photo social platform. In December 2014, Instagram announced that it has 300 million active users per month

(Instagram, 2014). Furthermore, statistics show that engagement on Instagram is fifteen times that of Facebook's engagement (Truong, 2014).

In order to find data on user preferences, this pilot study will focus exclusively on users' engagement through the "like" function on Instagram. At the time of collecting my data and writing this MRP, the accounts were public and allowed access to the "likes" given to each posting. I did not collect any information identifying the followers or participants. Because of this, my research is exempt from the Research Ethics Board review.<sup>3</sup>

This data does have limitations. While tracking "likes" on Instagram may not always correlate to a user's values, it is assumed that by engaging with an image from a politician on this platform, the user does "like" or value the image and what it represents. Furthermore, at the time of collection, there was no way to use demographics to provide a more detailed profile of who prefers the images and their values. Similarly, I recognize that there may be self-selection bias by who follows the politicians based on the users' ideologies, interests, or general preferences. However, it can be hypothesized that users with an interest in the Conservative Party or conservative ideology may follow Harper's account and not Trudeau's account and vice versa. Trolling, or online harassment, is also very common in the photos' comments. For this reason, and to meet the scope of this MRP, I will exclude comments from my data selection and focus on the value of image "likes."

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<sup>3</sup> Ryerson University's Research Ethics Board (2015) states that if "a project involves humans in any way (e.g. administering a survey, observing or interviewing participants, organizing focus groups, social or media experimentation, etc.) then your project is subject to ethical review."

Lastly, I recognize that mobile app use and social media platform use tends to be dominated by specific demographics. According to a PEW Report published in January 2015, Instagram's demographic tends to be young adults between 18 and 29 years of age. Notably, it is the only social media platform with extensive growth from all demographics (Duggan et. al., 2015). While users can only post via smart phones and tablets, users can "like" images from smart phones, tablets and desktop or laptop computers. This functionality mitigates some accessibility bias. Because of both demographics and accessibility, the data in this pilot study has some limitations and might perhaps reflect a younger demographic with certain socio-economic privileges to access the Instagram platform. I recognize that socio-economical privileges may have an influence on preferred political values.

Having outlined Instagram and its usability, I will now summarize how I narrowed down my data collection to the 100 images pulled from Harper and Trudeau's Instagram accounts. Since joining in April 2013, Harper has posted 268 photos as of May 1, 2015. Trudeau joined in December 2012 and has since posted 194 times. To use the most relevant photos, I chose to limit my data to only include Instagram postings between April 1, 2014 and March 31, 2015. Because Harper posts more often than Trudeau, I wanted to ensure their separate data collections were equal in number. Because of this, I tracked and quantified the twenty-five most liked and twenty-five least liked images from both accounts to have a total of one hundred images to analyze. To narrow my data collection, I manually counted the received likes for images posted between April 1, 2014 and March 31, 2015 and determined their popularity. The images that did not rank in the top or bottom twenty-five most liked postings were eliminated from consideration.

Because Trudeau posts to Instagram with less frequency than Harper, fewer photos were eliminated from consideration for Trudeau's data collection. Once my data collection was focused, I conducted a visual content analysis in the framework of visual social semiotics to look for themes, values and ideologies. The details of this analysis can be found in the appendix.

One of Trudeau's least liked posting from the past year feature him and his children at the Calgary Stampede, but it is a 15-second video instead of a photo. I excluded this posting because it is a video and I wanted my data collection to include only still images in order to be consistent.

### Codebook

The codes I used for my analysis were developed from my literature review, primarily from the works of Street (2004), Brown et. al. (1988), Guzmán and Sierra (2009) and Alsamydai and Khasawneh (2013). Their separate works focused on public responses to politicians in the context of public events or through traditional media. Their research did not include social media or online platforms, so this pilot study will test if their most valued attributes translate to a new digital and social platform. I specifically chose to combine the works of Brown et. al. (1988), Guzmán and Sierra (2009) and Alsamydai and Khasawneh (2013) because they tend to use overlapping terms like *competence* and *empathy*. Some of the codes, like *symbols of nationalism* and *community outreach* are outside the literature review and reflect the current Canadian political environment. Their additions are based on my early findings when I analyzed a random selection of photos to test my codebook. In my practice analysis, I noticed images

reflecting Canadian symbols, like maple leaves or the Canadian flag. I also added *community outreach* because my test analysis reflected multiple photos where both Trudeau and Harper are meeting with members of Canadian communities. Because the 2015 election date has not been called during the time of this study, I could not label this action as *campaigning*, but I still wanted to highlight their engagement with the different communities. Finally, to address any possible gaps, the codebook also has a *miscellaneous* category. This codebook, along with definitions and examples, can be found in Table 1.

### Method of Analysis

Having outlined the data collection and codebook, I will now summarize how I analyzed the information. After narrowing my data collection to 100 images, I performed a visual content analysis and transcribed my findings into a Microsoft Excel spreadsheet. All nine codes in the codebook were applied to the images while performing the visual content analysis. Kress and van Leeuwen's (2006) visual social semiotics theory guided the coding strategy. Through their metafunctions explaining vectors, framing, colour use, and symbol use, I categorized the 100 images. Please see Appendices B, C, E and F for detailed tables of my analysis.

Table 1: The Codebook

Category Name	Description	Example
1. Community Outreach	This category will include images where politicians are present in various Canadian communities or interacting with a specific Canadian community.	Stephen Harper meeting with members of Canada's Girl Guides.
2. Competence	This category will include images referencing intelligence, leadership qualities, successfulness, and/or hard work (Guzmán and Sierra, 2009, p. 211).	Stephen Harper at meetings for NATO and meeting with international figures.
3. Empathy	This category will include images reflecting understanding and/or sympathy (Brown et. al., 1988, p. 737).	Justin Trudeau laying a wreath on Remembrance Day.
4. Excitement	This category will include images defined as daring, imaginative, up-to-date, and/or independent (Guzmán and Sierra, 2009, p. 211).	Justin Trudeau posing for a <i>selfie</i> with members of the public.
5. Ideology	This category will include images that reference political party affiliation as words, symbols, or images.	Justin Trudeau posing with elected Liberals or Liberal candidates.
6. Personal	This category will include images with any reference to a personal life outside of the role as a politician.	Justin Trudeau posting a photo celebrating the birth of his child.
7. Symbols of Nationalism	This category will include images with symbols that represent Canada as a nation.	Stephen Harper celebrating a gold medal victory for the Canadian Junior Men's hockey team.
8. Celebrity	This category will include images based on politician "forms and associations of the celebrity to enhance their image" (Street, 2004, p. 437).	Stephen Harper posing with the Dufour-Lapointe sisters, notable Olympians after the Sochi 2014 Olympic Winter Games.
9. Miscellaneous	This category will include images that cannot be organized into Codes 1-8.	

# Findings and Analysis

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The method I applied to my data collection highlighted trends that are specific to the strategies implemented by Harper and Trudeau. In my analysis, I will begin by answering the first and second research questions and separately highlight the different themes present in Harper and Trudeau's accounts. Next, I will answer the final research question by identifying the key strategies implemented and what this reveals about them as politicians. Finally, I will apply my findings to the theoretical framework before offering concluding thoughts.<sup>4</sup>

## What qualities do the followers like from @justinpjtrudeau?

For Justin Trudeau's data set, his followers like images from Trudeau's personal life. The *personal* category was coded 13 times. The other most-liked images were coded as *community outreach* (4), *competence* (3), and *ideology* (2). In this section of my MRP, I will describe these categories and the themes that emerged in more detail.

Out of the twenty-five most liked photos from Trudeau's dataset, I coded thirteen of them as *personal* for highlighting Trudeau's life outside of his role as a politician. For the most part, these images showcase his family life with his wife, Sophie Grégoire and their three children. In some instances, which the audience responded to positively, Trudeau's postings blur the line between his role as a politician and father.<sup>5</sup> Whether the

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<sup>4</sup> For a complete list of the figures referenced in my findings, please see Appendix H.

<sup>5</sup> Please see Figures 1 and 2.

images are set outside of work or not, these results suggest Trudeau's openness in his professional and personal roles. These images give a human quality to Trudeau and give him the opportunity to show positive paternal qualities. However, this openness, when it crosses over into his political life, also adds to Trudeau's celebrity status. For example, Grégoire is often found at his side in photos that feature Trudeau campaigning or working. Marland (2013) describes Grégoire, as someone in the public domain and with celebrity status (p. 11), so her capital and influence on Trudeau's brand likely resonates with the followers. By showing Grégoire in both home and work settings, these images add to Trudeau's brand and provide more opportunity for moments of openness. Overall, the diversity in Trudeau's *personal* photos provide a narrative structure for his followers to interpret and seek qualities that could translate into leadership qualities.

On a related note, some of Trudeau's *personal* images allude to his childhood and most often, these images include his father and former prime minister, Pierre Trudeau. As highlighted in my literature review, Marland's (2013) work suggests that Justin Trudeau is trying to leverage parts of his father's brand with his own. Essentially, the Trudeau "dynasty" is where Justin is an extension of his father's brand and he tries to selectively reflect the parent's brand (Marland, 2013, p. 9). By referencing Pierre Trudeau in images, there is a visual reminder of "Trudeaumania" and the Liberal Party's peak in the late 1960s and 1970s.<sup>6</sup> The high amount of likes for these images suggests that Justin Trudeau's followers on Instagram like the political legacy the Trudeau name and image evokes.

In Trudeau's data set, I did not categorize many of the images under *symbols of nationalism*, but many of the images did reflect it, just not overtly. Trudeau is often seen

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<sup>6</sup> Please see Figure 3.

wearing red and white and this is likely done to reflect Liberal branding. These colours are also seen with the Canadian flag or a hockey jersey. This is consistent with Marland's (2013) findings where he notes Trudeau is "often positioned near a Canadian flag and its red and white colours" (p. 10). While the red and white usage is common during Liberal events, the colour is also present in photos where Trudeau is engaging with the community. This finding may suggest that in future studies, a subcategory may need to be added to reflect nationalism as a secondary value.

Next, Trudeau is often photographed with various Liberal Party figures from the both the provincial and federal level. I categorized these images under the code, *ideology*. Similar to evoking his father, one of Trudeau's most liked photos is with former Prime Minister, Jean Chrétien. Since Chrétien was a part of the senior Trudeau's cabinet throughout his time as prime minister, Chrétien posing with the younger Trudeau evokes memories of the federal Liberal Party's peak and the height of "Trudeaumania." This is a similar tactic to posting images from Trudeau's childhood. Another successful example of this is a photo of Trudeau with Ontario's Premier-elect, Kathleen Wynne, right after her victory in the last provincial election. By posing with such prominent Liberal figures, Trudeau is aligning with the Liberal Party's ideology and reminding his followers of the political partnerships he shares. Trudeau also posted images with other elected Liberals in their ridings. While it highlights party unity, if the candidate or Liberal figure is not well-known, the posting does not receive a lot of likes. This value only seems to garner likes if the politician Trudeau poses with has a recognizable status in the political sphere, much like Chrétien or Wynne.

Overall, with Trudeau's findings, it shows that his Instagram followers prefer personal photos that offer glimpses of the Trudeau family behind the scenes. Using Kress and van Leeuwen's (2006) theoretical framework, there is a vectoral pattern that constructs a narrative for Trudeau's visual branding. His most liked photos feature him interacting with his family in the role of husband and father. Through repetitive vectors, Kress and van Leeuwen (2006) argue these patterns "serve to present unfolding actions and events, processes of changes, transitory spatial arrangements" (p. 59). With Trudeau and his family, the vectors in this data collection show a close intimacy within the family and in different spaces. This is shown through some photos of Trudeau bringing his children to work or Grégoire campaigning beside Trudeau. In the majority of the personal photos, there are few photos where the Trudeaus look directly "at" the followers on Instagram. Because they are not inviting the viewers in with a gaze, it adds to the "behind the scenes" value and provides a glimpse into Trudeau's personal life.



*Figure 2: An example of a "personal" photo from Trudeau's data collection.  
Source: <https://instagram.com/p/uEC979jj9e/>*

### What qualities do the followers dislike from @justinpjtrudeau?

Trudeau's followers dislike images where Trudeau is working or engaging with people. I coded twelve images under the *community outreach* category and six images under the *competence* category. This is an interesting result because these categories are also popular in Trudeau's most liked images. In all of these images, Trudeau tends to be working, but it does not necessarily translate as a negative quality for Trudeau to campaign, work, or engage with the community. Instead, most of the posted images feature long shots of Trudeau, often among a crowd of people.<sup>7</sup> Because Trudeau's followers valued *community outreach* and *competence* in his most liked images, the disliked images may be disliked for their composition and not necessarily because of their value. Kress and van Leeuwen (2006) theorize that long, full body shots tend to be impersonal (p. 148). This seems slightly contradictory since the disliked photos feature Trudeau engaging with the public, but from the perspective of Instagram users, they see Trudeau from too far away. Trudeau is also often lost in the crowd in this collection of images. This also reflects the theory. Kress and van Leeuwen (2006) believe that the focus of an image needs strong framing in order to be seen as a distinct participant in an image (p. 203) In the most liked photos, the composition was more clear and focused on Trudeau. This pilot study's objective was to use Kress and van Leeuwen's theory to guide the categorization of the images in my data collection. However, the results of this research question suggest that key components of the theory – such as composition – are important as well. The results further suggest that strong photographs and the values they

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<sup>7</sup> Please see Figure 4.

represent are not mutually exclusive. Rather, there is a prioritization of image composition over value.

### What qualities do the followers like from @pmstephenharper?

Unlike Trudeau, in his most liked photos, Harper's account did not have a value that was overwhelmingly more popular than the rest. Instead, his followers valued *competence* (6), *celebrity* (5), *empathy* (4), and *community outreach* (3) the most. In this section, using the Harper data collection, I will answer my first research question and discuss the categories and the themes that emerged from these categorizations.

Harper's most liked images reflect his role as the prime minister. The categories *competence* and *community outreach* relate to Harper working in some capacity and performing in this role. These images show him talking with people in the community, behind the podium, on the phone, or at an event. If he is not speaking, he is with a prominent international or celebrity figure.<sup>8</sup> As a prime minister, Harper has ample opportunity to speak or meet with members of the public, political colleagues and international figures, celebrities, and more. Because of this, he is able to document these interactions. This suggests that Harper's followers like seeing his role as a prime minister documented. Furthermore, many of the images from these categories have similar vectors. For example, in Figure 5, the vector is created with eye contact and a handshake between Harper and German Chancellor, Angela Merkel. In Figure 6, Harper creates the same vector with Bill Gates. This vectoral narrative is simple and repetitive throughout Harper's data collection and it creates consistency in his account. This reflects Marland's

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<sup>8</sup> Please see Figures 5 and 6.

(2012) findings, where a Conservative insider stated that most of Harper's photos were "*pro forma*, things you just do as a [prime minister]" (p. 222-223).

As discussed in my literature review, Harper has been critiqued for not expressing empathy. Because of this, it is notable that four images from his most liked data collection were categorized under the *empathy* value. These photos are from major events in the past year: the funeral following the attack on Parliament in October 2014; the funeral of his friend and colleague, Jim Flaherty; and Remembrance Day on November 11, 2014.<sup>9</sup> Westen (2008) writes that the political brain is an emotional brain, and because of this, civilians cannot look at politics without an emotional lens (pg. xv). This commentary is important following the attack on Parliament. The news coverage did reflect a country both in a state of shock and grief (CBC News, 2014; Carlson and Mackrael, 2014). The high value in the photos following the Ottawa shooting could be a response of shared grief and empathy between Harper and his followers. These moments of grief are important for Harper's image following the critiques.

Similar to Trudeau, Harper uses his wife, Laureen Harper, for image maintenance. However, unlike Trudeau, Harper's wife is only present for the photos categorized under *empathy* or *competence*. Laureen's role seems more ceremonial in this context, and as mentioned in the literature review, she is often accredited with softening his image. She is present in three of the four *empathy* photos. This seems strategic and relevant to maintaining Harper's brand and image because her presence is limited in the data collection.

Notably, in the background of the photos categorized as *competence*, *celebrity*, or *empathy*, there tends to be symbols of nationalism present, although very few images

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<sup>9</sup> Please see Figures 7, 8, and 9.

were coded under the *symbols of nationalism* category. I coded postings as *symbols of nationalism* only if the Canadian nationalism seemed to be at the forefront of the image. An example of this is found in Harper's most liked image, where Harper wears a Canadian hockey jersey and celebrates with others dressed like him.<sup>10</sup> In the other images, notably dealing with empathy, Canadian flags, pins, and other accessories are present as ceremonial accessories for the event taking place. Similarly, the same objects are present in meetings and events with international figures. These symbols are strategic, as Marland (2012) describes how Harper uses Canadian flags as "props to suggest patriotism and statesmanship" (p. 222). This undertone is not enough to categorize the postings as *symbols of nationalism*, but as discussed in Trudeau's data collection, in future studies, the codebook could reflect it as a subcategory as well.



Figure 5: An example of a "competence" photo from Harper's data collection.  
Source: <https://instagram.com/p/y53I6VOewh/>

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<sup>10</sup> Please see Figure 10

### What qualities do the followers dislike from @pmstephenharper?

Harper's least liked photos reflected similar results to his most liked photos. However, for Harper's data collection, a majority of the least liked photos were categorized as *competence* (14) and *community outreach* (7), with only four postings coded as one of the seven other categories. These findings reflect Trudeau's data collection as well. The vectoral narrative does not deviate from Harper's most liked photos, although, some of the photos show Harper from a distance or in a weak frame. This similarity to Trudeau's data collection suggests the composition of the photo is why followers may like the other postings more. This reflects Rosenberg and McCafferty's (1987) findings where "relatively minor changes" in the photo could influence how a politician is interpreted (p. 37). Because some of the images have a weak composition, the disliked photos may have received their ranking because of Kress and van Leeuwen's (2006) metafunctions. However, because the vectoral narrative does not deviate, the context of the image may be an influence on Harper's followers. For example, an image of Harper and Merkel<sup>11</sup> was well liked, but similar images featuring Harper and Donald Tusk, Prime Minister of Poland, or Harper and Australia's Prime Minister, Tony Abbott, were disliked. Similarly, an image of Harper and Bill Gates meeting was well liked,<sup>12</sup> but multiple images where they are conversing at a conference in support of women and children were disliked. This suggests the likeability of the image is influenced by the political context or the followers' knowledge or opinion on the policy or person depicted in the posting.

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<sup>11</sup> Please see Figure 5.

<sup>12</sup> Please see Figure 6.

### What do these qualities reveal about the political actors in my data collection?

Overall, Harper and Trudeau's accounts align with their respective brand strategies. Unfortunately, there is limited literature on Harper and Trudeau in this context, but Marland's (2012, 2013) research on the politicians is consistent with my findings. In short, for Harper, his Instagram strategy is very literal and simple. The platform serves as a snapshot of his day-to-day life only as the Prime Minister of Canada. In contrast, Trudeau's account provides some depth and relationship between Trudeau and the other participants in the postings because of compositional details like framing and the kinds of vectors Trudeau shares with the other participants. While there were some similarities in my results between the two accounts, it is these differences that really highlight the tone of their respective strategies.

Both Harper and Trudeau's followers disliked the images that reflect values like *community outreach* and *competence*. For the most part, these were images where the politicians were working or campaigning in their respective roles. Notably, as highlighted in discussing my second research question, the reasons why the followers did not prefer these images varies between the two accounts. For Trudeau, this suggests that his image strategy needs to avoid disconnect and instead, follow the more intimate composition of his well-liked images. Unfortunately, in Harper's data collection of less preferred images, their likeability may have been determined by context or opinion.

For Trudeau's most liked images, the findings revealed qualities that are both consistent with his criticisms and with qualities that his fans like. As discussed in answering my first research question, there is a celebrity quality to Trudeau's image that is emphasized with the personal behind-the-scenes glimpses of his family life. This

celebrity status is further emphasized with articles about the birth of his children or his haircuts in both political and non-political publications (Marland, 2013, p. 12). While the account highlights his work in the political sphere, it is not translating as strongly as the non-political aspects of Trudeau's life. This strategy is consistent with findings from more recent studies from Ekham and Widholm (2014, 2015), Grow and Ward (2013), and Gaden and Dumitrica (2015). Both Grow and Ward (2013) and Gaden and Dumitrica (2015) highlight authenticity as an important component in a popular social media account. For Trudeau, this authenticity may include the more human moments as a politician, father, and husband. Ekham and Widholm (2015) briefly elaborate on similar findings in their own study. They state Instagram is used to highlight the day-to-day, and to show politicians as "ordinary citizens," and this includes the task of parenting (p. 82-83). Much like Chrétien wore a denim shirt to present himself as an everyday man, Trudeau uses Instagram to show himself both engaged with the public and an everyday citizen who happens to work in the political sphere.

For Harper, the findings suggest he uses Instagram as a professional tool and not as a personal tool. As mentioned above, social media is meant to show authenticity with "informal details" outside of politics (Grow and Ward, 2013, para. 58), but the data suggests Harper uses it to provide some insight to his day-to-day life as the Prime Minister of Canada. This deviates from Marland's (2012) research because Harper's life is not presented as relatable to the common Canadian, despite the occasional photo of Harper at a hockey game or enjoying some ice cream. The snapshots of his daily life emphasize his leadership position and because of it, he is given ample opportunity to be seen on the international platform as Canada's representative. His policies also influence

the content, as he is often seen speaking behind a podium that suggests he is talking about jobs, crime, or other initiatives. This suggests he uses Instagram to reach more people about government action and perhaps to indirectly inform his followers on policies. This strategy is likely intentional. If Harper were to run for re-election in the upcoming election, the only images associated with him would be as a prime minister.

In summary, the results of this study suggest that there are specific but different strategies in place for Instagram and image maintenance. Even though the results of the second research question were nearly identical for the two data sets, the reasons behind them vary and reflect different strategies from the politicians. Notably, these strategies reflect the current literature. Next, I will summarize what these strategies mean in the context of visual social semiotics.

### Connection to Visual Social Semiotics

Throughout my analysis, I applied Kress and van Leeuwen's (2006) ideational, interpersonal, and textual metafunctions to my data collection. Specifically, identifying vectors and framing techniques was very important in both discussing the photo's composition and coding it for values. For Trudeau's findings in particular, the audience likes images where Trudeau is very visible, and likely shot in close range. For Harper, the vectors in the ideational metafunction are very important in emphasizing his engagement while working in the community or meeting on an international level. Most importantly, similar vectoral patterns are either liked or disliked by the audience regardless of the account the users follow.

A notable difference between the two accounts in this data collection is the kinds of vectors Trudeau and Harper perform with the participants. Harper's vectors tend to be

static, whereas Trudeau's vectors are more active. Often, Harper is behind a podium or shaking hands with another participant and these vectors are consistent in both his least liked and most liked images.<sup>13</sup> In comparison, many of Trudeau's images show Trudeau in motion.<sup>14</sup> But even in similar vectoral structure, Trudeau is more likely to be photographed shaking a hand from an oblique angle or foregoing the gesture for an embrace or a pat on the back.<sup>15</sup> The variety in Trudeau's postings reflects Rosenberg and McCafferty's (1987) research where image diversity influences the public's opinion on how a politician is received (p. 37). This difference further suggests that a strong vectoral narrative is a necessary tool in image maintenance and branding.

My findings complement Kress and van Leeuwen's work because it tested their metafunctions on a visual social media platform. While it does not devalue the work of Street (2004), Brown et. al. (1988), Guzmán and Sierra (2009) and Alsamydai and Khasawneh (2013), visual social semiotics is a key tool for finding the values. Overall, I found the metafunctions served as an important indicator of the photo's likeability, especially when the photo was ranked low on the scale. The results suggest that visual social semiotics is very important in constructing visual narratives. In particular, the results from Trudeau's data collection emphasize the importance of the metafunction in constructing a narrative. If Trudeau's objective is to show human connection and a sense of inclusion in his Instagram postings, then the composition of the postings needs to reflect this. The purpose of semiotics is to explore how signs are used to construct communities, and this includes values. Without identifying Kress and van Leeuwen's metafunctions, the values discussed in my codebook do not have a method for expression.

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<sup>13</sup> Please see Figures 5 and 6.

<sup>14</sup> Please see Figure 2.

<sup>15</sup> Please see Figure 11.

Having answered my research questions and highlighted my contribution to visual social semiotics, I will next offer suggestions for further studies and concluding thoughts on this pilot study.

# Conclusion

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The aim of this pilot study was to update the public's perceptions of politicians on a new digital media platform. Using my literature review to highlight audience values in the past, I created a codebook to test these values on Instagram. Following my analysis, the findings of this pilot study reflect my literature review: Instagram users tend to like politicians that exhibit competence, but also highlight their personal life. The findings also reflect the importance and longevity of Kress and van Leeuwen's (2006) visual social semiotics, and the theory was reapplied to a new context. Overall, it seems that the image's metafunctions are very important to the audience on Instagram and Kress and van Leeuwen's theory was successfully translated to the image-based social media platform. However, the results did have some anomalies that suggest further research may be needed. In particular, with Harper's data collection, his audience seems to both like and dislike the prime minister displaying competence. This raises the question of whether the codebook needs to include subcategories, as I alluded to earlier in my findings.

There are some limitations to this pilot study. First, the response and opinions of policy may influence likeability. For example, Harper's least liked image featured Harper discussing the Victims Bill of Rights and legal experts and the general public criticized it (Perkel, 2014). While it was outside the scope of this study, public opinion could be considered in evaluating image in this context. Second, the results of this research paper also suggest that text should be included in future studies and the research should be guided through a multimodal lens. I recommend this because some of the least liked

images included captions that provided limited context or guidance for the followers. This was most evident in Trudeau's least liked images. For example, in Figure 12, the posting was captioned as “#cdnpoli #lpc #trinspa #topoli”. The hashtags provided limited context, but Figure 12 suggests Trudeau is in an interview setting. The importance of context and well-written captions differ from Trudeau's most liked images, where the captions are written in both English and French and the hashtags are incorporated into the sentence structure. While this pilot study focused on visual social semiotics, one limitation was the exclusion of text, and subsequently, the caption that provides the context. This limitation may provide another reason as to why similar values – specifically *community outreach* or *competence* – were both liked and disliked. Ultimately, the results of this pilot study suggest the need for further research with a closer focus on caption, context, media commentary, and public opinion.



Figure 12: An example of a disliked Trudeau image with caption.  
Source: <https://instagram.com/p/rnARxJDjzK/>

Until further studies can be conducted, this pilot study can serve as a relevant document to professional communicators and how they can construct a persuasive image and story in the political context and on a social media platform. The images on the @pmstephenharper and @justinpjtrudeau accounts reflect distinct strategies that are unique to their respective brands as politicians. The communicated images reflect idealized qualities of everyday Canadians in uncommon situations and the variety of images highlight the struggles for a politician to seem competent, yet relatable. This pilot study is relevant to how professional communicators can construct a politician's narrative and visual story to persuade a mass audience in an online space like Instagram. But as social media and new digital platforms develop and evolve, political brand and image maintenance will change as well. In the end, as with most things in the political realm, it appears the public's values will still be an important feature in constructing a successful image and brand for a politician.

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## Appendix A: Narrowing Trudeau's Data Collection

Tracking Date	Original Posting Date	Caption – for tracking purposes only	Number of Likes	Ranking	Link
04/26/2015	02/27/2015	We mourn the loss of Leonard Nimoy. For us #Trekkies he was – and always shall be – our friend. #LLAP --- Nous pleurons la perte de Leonard Nimoy. Pour nous les #Trekkies, il était – et sera tjrs – notre ami. #LLAP #startrek #leonardnimoy #nimoy	992	1	<a href="https://instagram.com/p/znuUe1Dj0B/">https://instagram.com/p/znuUe1Dj0B/</a>
04/26/2015	02/15/2015	May the maple leaf fly forever, and may we all find a home beneath it. #MyFlag #flagday #cdnpoli --- Que l'unifolié puisse battre pavillon toujours, et que tous trouvent leur demeure sous son pavillon. #MonDrapeau #polcan	778	2	<a href="https://instagram.com/p/zI7Gc4jj6o/">https://instagram.com/p/zI7Gc4jj6o/</a>
04/26/2015	11/11/2014	Lest we forget. Nous nous souviendrons d'eux. #ottawa #myottawa #remembranceday #remembrance	755	3	<a href="https://instagram.com/p/vRSCFDDj0Q/">https://instagram.com/p/vRSCFDDj0Q/</a>
04/26/2015	09/04/2014	#TBT to day one of #backtoschool! --- #TBT au jour de la #rentree scolaire!	713	4	<a href="https://instagram.com/p/siO9BVjj6m/">https://instagram.com/p/siO9BVjj6m/</a>
04/26/2015	06/12/2014	Congratulations to Kathleen Wynne on being the first woman elected as Premier of Ontario. --- Félicitations à Kathleen Wynne, la première femme à occuper les fonctions de PM de l'Ontario. #onpoli #cdnpoli #onvote #onvotes	703	5	<a href="https://instagram.com/p/pKxRGDDj5b/">https://instagram.com/p/pKxRGDDj5b/</a>
04/26/2015	12/18/2014	#TBT to Save the Children's #XMASJumperDay! Not too late to donate this holiday season: <a href="http://t.co/SCaQ2NqF1Z">http://t.co/SCaQ2NqF1Z</a> --- #TBT à la campagne #XMASJumperDay de @SaveThechildren! Il est encore temps de donner : <a href="http://t.co/WCpdhB1ahA">http://t.co/WCpdhB1ahA</a>	701	6	<a href="https://instagram.com/p/wxYAA7jj1y/">https://instagram.com/p/wxYAA7jj1y/</a>
04/26/2015	12/04/2014	The kids are getting excited – holiday season has started at our home! How about you? #TBT --- Les enfants commencent à être excités, la saison des Fêtes a débuté chez nous! Et chez vous? #TBT	636	7	<a href="https://instagram.com/p/wM9Kb7Dj1U/">https://instagram.com/p/wM9Kb7Dj1U/</a>
04/26/2015	05/01/2014	Spring 1972 - Printemps 1972 #tbt	635	8	<a href="https://instagram.com/p/ndeLioDj0o/">https://instagram.com/p/ndeLioDj0o/</a>
04/26/2015	02/07/2015	Reading the SCC decision on assisted suicide flying home from Calgary last night. -- ----- Hier soir sur mon vol de retour au départ de Calgary, en pleine lecture de la décision de la Cour suprême du Canada sur le suicide assisté. #polcan #cdnpoli	602	9	<a href="https://instagram.com/p/y0dcWdj1i/">https://instagram.com/p/y0dcWdj1i/</a>
04/26/2015	10/12/2014	Here's what I'm most thankful for. Wishing you a happy Thanksgiving and restful long weekend with family and friends. --- Voici ce qui me rend le plus reconnaissant. Joyeuse fête de l'Action de grâce! Passez une belle fin de semaine en compagnie de vos proches! #thanksgiving #family	594	10	<a href="https://instagram.com/p/uEC979jj9e/">https://instagram.com/p/uEC979jj9e/</a>
04/26/2015	10/16/2014	Hard to believe Xav is already turning seven this Saturday. Where did the time go! #TBT --- Difficile de croire que Xav aura déjà sept ans ce samedi. Le temps passe vite! #TBT	572	11	<a href="https://instagram.com/p/uOsHw5jj82/">https://instagram.com/p/uOsHw5jj82/</a>

04/26/2015	05/07/2014	Road trip with Ella-Grace and Xav to last night's game! --- En route pour le match de hier soir avec Ella-Grace et Xavier! #GoHabsGo #cdnpoli #habs #montreal #latergram	547	12	<a href="https://instagram.com/p/nsZ5xMDjyV/">https://instagram.com/p/nsZ5xMDjyV/</a>
04/26/2015	11/22/2014	Seven years ago we started this journey together. The hard work continues, so let's keep going. --- Il y a 7 ans, nous commençons ensemble ce grand périple. Bcp de travail nous attend encore, alors ne lâchons pas. #cdnpoli #polcan #montreal #Papineau	497	13A	<a href="https://instagram.com/p/vuf5lVjj2n/">https://instagram.com/p/vuf5lVjj2n/</a>
04/26/2015	01/10/2015	Inuvik, NWT	497	13B	<a href="https://instagram.com/p/xsVJaDjj9H/">https://instagram.com/p/xsVJaDjj9H/</a>
04/26/2015	02/18/2015	I spoke with Mohamed Fahmy yesterday. The Prime Minister must pick up the phone, call President Sisi and secure Mr. Fahmy's safe return. ----- J'ai eu un discussion avec Mohamed Fahmy hier. Le premier ministre doit téléphoner le président Sisi et assurer le retour sûr de M. Fahmy. #polcan #cdnpoli	496	15	<a href="https://instagram.com/p/zPnRWrrjzh/">https://instagram.com/p/zPnRWrrjzh/</a>
04/26/2015	02/28/2015	Mes activités préférées : passer du temps avec mes enfants+parler de notre pays avec des gens formidables ---- My two favourite things – spending time with my kids and talking with good people about our great country. #cdnpoli #polcan #montreal #polqc #qcpoli	464	16	<a href="https://instagram.com/p/zpnYQrDj70/">https://instagram.com/p/zpnYQrDj70/</a>
04/26/2015	01/11/2015	Thanks to Beck's Kennels for the dog sled tour this afternoon. Xav had almost as much fun as I did! #Yellowknife --- Merci à Beck's Kennels pr la randon. en traîneau à chiens. Xav et moi avons eu du plaisir! #Yellowknife #polcan #cdnpoli #nwt	461	17A	<a href="https://instagram.com/p/xu6wtUjj0z/">https://instagram.com/p/xu6wtUjj0z/</a>
04/26/2015	02/26/2015	Can't believe Hadrien will be 1 on Saturday. #TBT to what feels like just yesterday. --- Je ne peux croire que Hadrien aura 1 an samedi. #TBT c'est comme si c'était hier.	461	17B	<a href="https://instagram.com/p/zlZ9tVjj28/">https://instagram.com/p/zlZ9tVjj28/</a>
04/26/2015	04/24/2014	Happy birthday Sophie - Joyeux anniversaire Sophie #tbt	454	19	<a href="https://instagram.com/p/nLmJo6jjzh/">https://instagram.com/p/nLmJo6jjzh/</a>
04/26/2015	05/28/2014	To the love of my life, happy anniversary. ---- Joyeux anniversaire de mariage à l'amour de ma vie.	443	20	<a href="https://instagram.com/p/ojs1dMjj74/">https://instagram.com/p/ojs1dMjj74/</a>
04/26/2015	09/15/2014	Welcome to the House, Arnold and Adam! // Bienvenue à la Chambre Arnold et Adam! #cdnpoli #polcan #ottawa #ontario #picoftheday #parliament	439	21A	<a href="https://instagram.com/p/s_BArODj9V/">https://instagram.com/p/s_BArODj9V/</a>
04/26/2015	08/21/2014	#TBT to the day we announced that we were expecting our wonderful little Hadrien. This photo and others will be included in "Common Ground" – to be released this October. --- #TBT pour le jour où nous avons annoncé l'arrivée prochaine de notre merveilleux petit Hadrien. Cette photo et d'autres figureront dans « Terrain d'entente » – à paraître en octobre. #cdnpoli #polcan #canada	439	21B	<a href="https://instagram.com/p/r-oDttDj4q/">https://instagram.com/p/r-oDttDj4q/</a>
04/26/2015	09/23/2014	Congrats to my friend & Premier-designate, Brian Gallant! NBers have elected a team focused on jobs & the economy. ---- Bravo à mon ami & PM désigné Brian Gallant! Les Néobrunswickois ont élu une équipe qui priorise emploi + économie. #cdnpoli #nbpoli #nbnvotes #nb	437	23	<a href="https://instagram.com/p/tSa3ReDjyl/">https://instagram.com/p/tSa3ReDjyl/</a>
04/26/2015	09/21/2014	Proud of my 24:24 at @canadaarmyrun. Congrats to our veterans & participants, incl. Jim Watson, Andrew Leslie and @rickhansenfdn ---	418	24	<a href="https://instagram.com/p/tOPMkZDj61/">https://instagram.com/p/tOPMkZDj61/</a>

		Fier de mon 24:24 au @CanadaArmyRun. Bravo à nos anciens combatt. + particip. dont Jim Watson, Andrew Leslie et @rickhansenfdn #polcan #cdnpoli #ottawa #canada #forces #army #cdnarmy #cdnforces			
04/26/2015	06/29/2014	Tens of thousands celebrating equality on the streets of #Toronto today. #WorldPride #pride #cdnpoli #wp14to #pride2014 --- Des dizaines de milliers de personnes célèbrent l'égalité dans les rues de #Toronto aujourd'hui. Fierté #WorldPride	408	25	<a href="https://instagram.com/p/p19cvyDj9B/">https://instagram.com/p/p19cvyDj9B/</a>
04/25/2015	03/27/2015	Écouter les Montréalais au métro Saint Michel tôt le matin — une super façon de débiter la journée! #Montreal #mtl #polean — Listening to Montrealers at Metro Saint Michel before their morning commutes. Great way to start the day! #Montreal #ednpoli #stm #metro	404	-	<a href="https://instagram.com/p/0vPZifDjyo/">https://instagram.com/p/0vPZifDjyo/</a>
04/26/2015	02/10/2015	Today in Thunder Bay, I was moved to speak with families impacted by the issue of missing and murdered Indigenous women and girls. — Aujourd'hui à Thunder Bay, j'ai été honoré de rencontrer des familles de femmes et de jeunes filles autochtones portées disparues ou assassinées. #ednpoli #polean #tbay #thunderbay	402	-	<a href="https://instagram.com/p/y8WXCpDj28/">https://instagram.com/p/y8WXCpDj28/</a>
04/26/2015	07/04/2014	Nice to introduce Xavier to the Prime Minister. Good of @pmstephenharper to say hello. Enjoy #Stampede2014 ---- Plaisir de présenter Xavier au @pmstephenharper Très gentil de la part du PM de lui dire bonjour. Bon #Stampede2014 #calgary #ednpoli #polean #stampede #calgarystampede	386	-	<a href="https://instagram.com/p/qCgeOcjjx4/">https://instagram.com/p/qCgeOcjjx4/</a>
04/26/2015	02/06/2015	#Calgary: Thank you! Great night, great energy, and great things coming for Canada and the West! #yye — #Calgary: Merci! Belle soirée, plein d'énergie, et de grandes choses en vue pour le Canada et l'Ouest. #yye	380	-	<a href="https://instagram.com/p/yxCi0hjj7q/">https://instagram.com/p/yxCi0hjj7q/</a>
04/26/2015	08/03/2014	#vancouverpride #vanpride #vanpride2014 #ednpoli #vancouver	379	-	<a href="https://instagram.com/p/rQGYDwj4L/">https://instagram.com/p/rQGYDwj4L/</a>
04/26/2015	05/11/2014	#mothersday #fêtedesmères	378	-	<a href="https://instagram.com/p/n2i-L_Dj9U/">https://instagram.com/p/n2i-L_Dj9U/</a>
04/26/2015	06/04/2014	Today we welcomed members of the @CDNOlympicTeam on Parliament Hill! #TeamCanada #wearewinter --- Aujourd'hui nous avons accueilli les membres de l'équipe Olympique sur la Colline du Parlement! #ÉquipeCanada	377	-	<a href="https://instagram.com/p/o1kwZ0jj50/">https://instagram.com/p/o1kwZ0jj50/</a>
04/26/2015	05/08/2014	1976 #tbt	372	-	<a href="https://instagram.com/p/nu8lrdjj4u/">https://instagram.com/p/nu8lrdjj4u/</a>
04/26/2015	05/15/2014	Partisans des #CanadiensMTL pour toujours! #GoHabsGo — Habs fans forever. #GoHabsGo #tbt	355	-	<a href="https://instagram.com/p/oBpewqDj4Q/">https://instagram.com/p/oBpewqDj4Q/</a>
04/26/2015	08/04/2014	Go Hadrien go! #vancouver #bepoli #ednpoli #yvr	348	-	<a href="https://instagram.com/p/rSykw5Dj7L/">https://instagram.com/p/rSykw5Dj7L/</a>
04/26/2015	09/18/2014	Testing out my farming skills at the #IPM2014... so far, so good! — Je teste mes talents d'agriculteur au #IPM2014... jusqu'ici, ça va! #ednpoli #onpoli #lpe #ple #ontario #barrie #simecoe	336	-	<a href="https://instagram.com/p/tGIL36jj76/">https://instagram.com/p/tGIL36jj76/</a>

04/26/2015	10/22/2014	Look who I ran into this week on set at #CanadaAm. Nice seeing you, #chrishadfield! !#YYZ #cdnpoli #toronto --- Regardez qui j'ai croisé cette semaine sur le plateau de #etv #CabadaAm. Heureux de vous rencontrer Chris Hadfield! #YYZ #polcan	326	-	<a href="https://instagram.com/p/udRX6Ejj9M/">https://instagram.com/p/udRX6Ejj9M/</a>
04/26/2015	09/13/2014	Prep before #lib14 - préparation en avance de #lib14 #cdnpoli #polcan #onpoli	324	1	<a href="https://instagram.com/p/s4tQ85jj9K/">https://instagram.com/p/s4tQ85jj9K/</a>
04/26/2015	08/19/2014	Helped Liberal MPs Rodger Cuzner and Sean Casey take part in the #alsbucketchallenge during a break at summer caucus in Edmonton. Check it out! --- - J'ai aidé les députés libéraux Rodger Cuzner et Sean Casey à relever le défi du « Ice Bucket Challenge » lors d'une pause au caucus d'été à Edmonton. Regardez! #alsbucketchallenge #cdnpoli #lpc #plc #edmonton #yeg #alberta #canada	323	2	<a href="https://instagram.com/p/r5MMIPDj_n/">https://instagram.com/p/r5MMIPDj_n/</a>
04/26/2015	10/02/2014	#TBT to the #LPC leadership campaign launch. The hard work continues – so let's keep going. --- #TBT au lancement de ma campagne à la direction du #PLC. Le travail acharné continue – alors poursuivons. #cdnpoli #polcan	322	3	<a href="https://instagram.com/p/tqZ5Tzjjzr/">https://instagram.com/p/tqZ5Tzjjzr/</a>
04/26/2015	02/20/2015	For centuries, Black Canadians have made vital contributions to this country. Honoured to celebrate #BHM in #Toronto. --- Les Canadiens de race noire contribuent de façon inestimable à ce pays. Quel honneur de célébrer #BHM à #Toronto. #cdnpoli #polcan	320	4	<a href="https://instagram.com/p/zVq4k0j1i/">https://instagram.com/p/zVq4k0j1i/</a>
04/26/2015	11/18/2014	Whitby, On. #cdnpoli	314	5	<a href="https://instagram.com/p/viuO1ojj4d/">https://instagram.com/p/viuO1ojj4d/</a>
04/26/2015	05/11/2014	#mothersday #fêtedesmères	302	6	<a href="https://instagram.com/p/n2ix89jj9D/">https://instagram.com/p/n2ix89jj9D/</a>
04/26/2015	07/01/2014	Beautiful day to celebrate #CanadaDay with Ella-Grace and Xav in #Alexandria and #Cornwall. --- Belle journée pour célébrer la #feteducanada avec Ella-Grace et Xavier à #Alexandria et à #Cornwall. #cdnpoli #polcan	298	7	<a href="https://instagram.com/p/p7cOCvjjoY/">https://instagram.com/p/p7cOCvjjoY/</a>
04/26/2015	07/01/2014	Congratulations and welcome to our new #LPC MPs Adam Vaughan and Arnold Chan --- Bravo et bienvenue à nos nouveaux députés du #PLC Adam Vaughan et Arnold Chan #cdnpoli #picoftoday #polcan #toronto #trinspa #topoli	295	8	<a href="https://instagram.com/p/p54vAbDj0b/">https://instagram.com/p/p54vAbDj0b/</a>
04/26/2015	08/20/2014	#edmonton #cdnpoli #yeg #alberta #polcan	293	9	<a href="https://instagram.com/p/r7JU1SDj0v/">https://instagram.com/p/r7JU1SDj0v/</a>
04/26/2015	07/03/2014	Justin Trudeau and Kyle Harrietha, Liberal candidate for Fort McMurray—Athabasca, participate in radio interviews. June 25, 2014. --- Justin Trudeau et Kyle Harrietha, candidat libéral dans Fort McMurray—Athabasca, accordent des entrevues à la radio. 25 juin 2014. #cdnpoli #polcan #tbt	282	10	<a href="https://instagram.com/p/p_oNocDj3C/">https://instagram.com/p/p_oNocDj3C/</a>
04/26/2015	04/12/2014	#Vaisakhi in #Vancouver --- Vaisakhi à Vancouver #polcan #cdnpoli	280	11	<a href="https://instagram.com/p/nTt1OpDjyy/">https://instagram.com/p/nTt1OpDjyy/</a>
04/26/2015	09/10/2014	Waterloo University - Université de Waterloo #cdnpoli #polcan lpc #plc #photo #politics #ontario #waterloo #canada #liberal #instagood #picoftoday #igersontario #igerscanada #students #uwaterloo	275	12	<a href="https://instagram.com/p/sxqKLDPj6m/">https://instagram.com/p/sxqKLDPj6m/</a>
04/26/2015	02/20/2015	To all those celebrating the #LunarNewYear, I wish you health, good fortune, and happiness in the year ahead! --- À tous ceux et celles qui célèbrent #nouvelanlunaire, tous mes meilleurs vœux de prospérité et de bonheur pour l'année à venir!	268	13	<a href="https://instagram.com/p/zU-TuEjj2A/">https://instagram.com/p/zU-TuEjj2A/</a>

		#cdnpoli #polcan #cny			
04/26/2015	07/31/2014	#TBT to last's year's tour of BC with Xavier, Ella-Grace and Sophie. I'll be travelling British Columbia again in August to hear from Canadians and continue building the plan. You can find out where I'll be by visiting <a href="http://www.events.liberal.ca">www.events.liberal.ca</a> . ---- #TBT sur la tournée de la C.-B. de l'année dernière en compagnie de Xavier, Ella-Grace et Sophie. Je me rendrai à nouveau en Colombie-Britannique en août pour aller à la rencontre des Canadiennes et des Canadiens, et continuer à bâtir le plan. Pour savoir où je me trouverai, consultez notre site <a href="http://www.events.liberal.ca">www.events.liberal.ca</a> . #cdnpoli #lpc #polcan #bcpoli #bc #plc	259	14	<a href="https://instagram.com/p/rHqQfVDjzN/">https://instagram.com/p/rHqQfVDjzN/</a>
04/26/2015	04/27/2014	#khalsadayparade #toronto #cdnpoli #polcan	251	15	<a href="https://instagram.com/p/nTt1OpDjyy/">https://instagram.com/p/nTt1OpDjyy/</a>
04/26/2015	02/12/2015	New Flyer manufacturing facility plays an important role in job creation and transportation innovation in #Winnipeg. --- L'usine New Flyer joue un rôle important en créant des emplois et innovant dans le transport à #Winnipeg #cdnpoli #polcan #mbpoli	250	16	<a href="https://instagram.com/p/zAu6IHDj1J/">https://instagram.com/p/zAu6IHDj1J/</a>
04/26/2015	09/07/2014	Thrilled to have spent yesterday at the #FestivalWestern with Ella-Grace and François-Philippe Champagne in #Mauricie! -- Je suis très heureux d'avoir passé la journée d'hier au #FestivalWestern avec Ella-Grace et François-Philippe Champagne en #Mauricie! #cdnpoli #polcan #quebec #stite #igersquebec #igerscanada #qcpoli #polqc #canada #rodeo #western #country	236	17	<a href="https://instagram.com/p/spargcDj_h/">https://instagram.com/p/spargcDj_h/</a>
04/26/2015	05/30/2014	#niagara #fcmyc #cdnpoli #polcan #picoftheday #onpoli #igersontario #igerscanada #niagarafalls	220	18	<a href="https://instagram.com/p/oorznrjj5y/">https://instagram.com/p/oorznrjj5y/</a>
04/26/2015	03/28/2015	Marked the 44th anniversary of Bangladesh Independence Day with just a few of Canada's 100,000 Bangladeshi-Canadians! --- Célébration du 44e anniversaire de l'indépendance du Bangladesh avec quelques-uns des 100 000 Canado-Bangladais! #mtl #montreal #lpc #plc #cdnpoli #polcan #papineau #parcex #parcextension	215	19	<a href="https://instagram.com/p/0ywUa9jj0b/">https://instagram.com/p/0ywUa9jj0b/</a>
04/26/2015	07/10/2014	<del>#TBT to last week, and a great kickoff to Stampede!</del> --- <del>#TBT pour la semaine dernière et le début d'un autre Stampede exceptionnel!</del> <del>#cdnpoli #polcan #stampede #stampede2014 #calgarystampede #calgary #yye</del>	<del>213</del>	Eliminated because it is a video.	<a href="https://instagram.com/p/qRX888jj-q/">https://instagram.com/p/qRX888jj-q/</a>
04/26/2015	04/04/2014	Fort McMurray, Alberta. #cdnpoli #ymm	207	20	<a href="https://instagram.com/p/mYDm0mjj9m/">https://instagram.com/p/mYDm0mjj9m/</a>
04/26/2015	08/07/2014	Hartley Bay, BC. #cdnpoli #bcpoli #explorebc	204	21	<a href="https://instagram.com/p/rZtk4GDj1j/">https://instagram.com/p/rZtk4GDj1j/</a>
04/26/2015	05/11/2014	#mothersday #fêtedesmères	202	22A	<a href="https://instagram.com/p/n2i6CMjj9O/">https://instagram.com/p/n2i6CMjj9O/</a>
04/26/2015	04/22/2014	Interview with CIRV radio in Toronto --- Entrevue avec radio CIRV à Toronto #cdnpoli #polcan #lpc #plc #toronto #yyz #ontario	202	22B	<a href="https://instagram.com/p/nG27ISDj-N/">https://instagram.com/p/nG27ISDj-N/</a>
04/26/2015	08/12/2014	#toronto #yyz #cdnpoli #ontario #onpoli	180	24	<a href="https://instagram.com/p/rnARxJDjzK/">https://instagram.com/p/rnARxJDjzK/</a>
04/26/2015	06/16/2014	#cdpoli #lpc #trinspa #topoli	142	25	<a href="https://instagram.com/p/pUbnTzDj_P/">https://instagram.com/p/pUbnTzDj_P/</a>

## Appendix B: Interpretation of Trudeau's Most Liked Photos

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**Figure 1**

Component	Observations
Content	Trudeau is performing the “Live Long and Prosper” gesture from <i>Star Trek</i> . He is not smiling. He is dressed in a suit and his hand is in the foreground.
Vectors	Trudeau is the only participant. He is communicating with the followers through the direct eye contact. The gaze looking into the camera (and consequently, the followers) is a demand and it creates a vector between the participant and viewer.
Distance and Angles	The close shot of the image suggests intimacy. The eye level and front-facing angles suggest equality and engagement.
Colour, Brightness, Illumination and Saturation	The depth of the photo focuses the viewer on the gesture first, making it the most important aspect of the image. It is slightly illuminated in comparison to the darker background.
Composition	The hand is placed on the left and in the foreground so it is well emphasized. For salience, the hand is very large and further emphasized.

**Figure 2**

Component	Observations
Content	Trudeau and Chrétien are smiling and waving in front of the Canadian flag and a crowd of people. The image was posted on February 15, 2015, Flag Day, which suggests this was at an event or celebration for the day.
Vectors	There are multiple participants in the image: Trudeau, Chrétien, the crowd of people, and the Canadian flag. There are also multiple vectors. Most importantly, the connection between Trudeau and Chrétien shows friendship. The crowds clapping gesture or waving of the Canadian flag shows celebration. Trudeau and Chrétien are not making eye contact with the camera, but with something in the distance, which suggests an audience off-camera.

Distance and Angles	The photo is taken from a distance, which suggests it is impersonal and the angles suggest power and detachment.
Colour, Brightness, Illumination and Saturation	There is a heavy use of red and white colours: the flag, the ties worn by Chrétien and Trudeau and the outfits worn by the crowd. There appears to be a filter applied to the image, an Instagram feature, which I believe increases the saturation of the red colour.
Composition	The Canadian flag, Chrétien and Trudeau are all centered in the image. Notably, Chrétien and Trudeau's arms mimic the shape of the maple leaf. While Chrétien, Trudeau and the flag are in focus, the crowd is not. The photo was edited to create a blocked frame on the top and bottom of the photo.

**Figure 3**

Component	Observations
Content	The photo was posted on Remembrance Day, November 11, 2014. Trudeau is laying a wreath down on the ground while a soldier is nearby.
Vectors	There are three participants: Trudeau, the soldier and the wreath. The wreath and soldier are symbolic, ceremonial pieces representing a moment of grief. Trudeau is also a participant depicting the empathy through the vector and gaze with the wreath.
Distance and Angles	The medium shot suggests it is a social photo. The lower angle suggests the participants have the power in the image.
Colour, Brightness, Illumination and Saturation	The image is dark in colour, with natural light adding brightness to all three participants.
Composition	The composition is very low to the ground and the framing is also low so the viewer's eyes may be attracted to the wreath, especially with the soldier's gaze pointing downward.

**Figure 4**

Component	Observations
Content	A young Trudeau in a pose that is traditionally associated with school portraits.
Vectors	The participant is a young Trudeau. The vector is the eye contact, which is straight ahead at the camera and

	viewer of the image.
Distance and Angles	The distance is minimal and personal, but still professional. The angle is straight ahead and suggests equality and involvement.
Colour, Brightness, Illumination and Saturation	There appears to be minimal manipulation with colour, brightness, illumination and saturation. The photo appears slightly dated with some fading and specks.
Composition	The framing is very professional and traditional to the portrait photography.

**Figure 5**

Component	Observations
Content	A man (assumed to be Trudeau, based on the appearance of the back of his head) and Kathleen Wynne are hugging. There is a crowd in the background, smiling and taking photos.
Vectors	The participants are Trudeau, Wynne and the crowd. The vector between Wynne and Trudeau shows friendship and familiarity. The crowd's vectors (watching, smiling and taking photos) suggest there is a celebration.
Distance and Angles	The close shot suggests it is a personal moment for Wynne and Trudeau.
Colour, Brightness, Illumination and Saturation	There are a lot of red hues in the image, which suggests this is a Liberal function. Wynne and Trudeau are brighter in the image than the crowd, focusing the viewer's attention on them.
Composition	Trudeau and Wynne are also the center of the image, which further adds focus to their embrace.

**Figure 6**

Component	Observations
Content	Trudeau is smiling and holding a wrapped box. There is a Christmas tree in the background.
Vectors	Trudeau is the only participant. His gaze is at the camera and viewers. There is a vector with the wrapped box.
Distance and Angles	The medium shot and front angle suggests this is a social image.
Colour, Brightness, Illumination and Saturation	The red hues, combined with the setting, further emphasize the Christmas season. There appears to be a filter on the image to give it a more golden saturation.

Composition	Trudeau is slightly off centered. The different plants and the Christmas tree frame him on either side.
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**Figure 7**

Component	Observations
Content	Trudeau, his wife, and their child are smiling at the camera. The child is dressed like Santa Claus.
Vectors	Trudeau, his wife and his child are the three participants. Their eye contact is straight toward the camera and their close body language creates a vector that suggests intimacy.
Distance and Angles	The close angle makes the photo very personal and the levelled angle suggests equality and an invitation into the personal space.
Colour, Brightness, Illumination and Saturation	There is a grainy texture to the image, which suggests a filter or saturation of some sort. Notably, Trudeau and his wife are wearing similar colours that compliment the child's red Santa outfit.
Composition	The framing of the parents around the child creates symmetry. It is furthered emphasize by colour (see above).

**Figure 8**

Component	Observations
Content	Pierre Trudeau carrying a baby on his back. It is assumed Justin Trudeau is that baby.
Vectors	Pierre and Justin are the participants. Justin strapped to Pierre's back suggests a relationship between child and parent. Pierre's gaze to Justin also suggests this relationship.
Distance and Angles	The medium distance suggests this is a social photo and the angle is front-facing and suggests equality.
Colour, Brightness, Illumination and Saturation	There appears to be a blur at the top and bottom of the photo. There is a dated appearance to the image with a fade and no saturation, but it is hard to tell if this is from the print or editing tools on Instagram.
Composition	Both Trudeau's are at the center of the image and are placed in the bottom two-thirds of the photo. There is slight framing on the right with trees.

**Image 9**

Component	Observations
Content	Trudeau is dressed in a suit and on an airplane in the dark. He is reading some papers and has a pen in his hand.
Vectors	Trudeau's gaze and vector with the pen and paper suggests he is working on the plane. Trudeau and the pen and paper are the participants.
Distance and Angles	The long distance suggests it is impersonal.
Colour, Brightness, Illumination and Saturation	The darkness juxtaposes with the light illuminating his workspace. The focus is on Trudeau working.
Composition	The rows of chairs create some guidance towards the off-centered Trudeau. The photo was edited to create a blocked frame on the top and bottom of the photo.

**Figure 10**

Component	Observations
Content	Trudeau, his wife, and two of his children are playing on a playground, specifically the swings.
Vectors	The family is the participant, both as individual members and as a collective. Trudeau, his wife and son focus on the play, but his daughter's gaze is on the camera and breaks the vectoral pattern. The vectors suggest a familial bond and moment of happiness.
Distance and Angles	Overall, the distance seems far, which suggests it is an impersonal distance. However, the interaction and inclusion of the full-bodies and vectors juxtapose this.
Colour, Brightness, Illumination and Saturation	There appears to be a filter on this image via Instagram, perhaps adding saturation. There is brightness from natural light that was perhaps exaggerated through the filter as well.
Composition	I think father/son and mother/daughter pattern is interesting for the composition. The family is spread across the image, yet still seems close. The photo was edited to create a blocked frame on the top and bottom of the photo.

**Figure 11**

Component	Observations
Content	Trudeau and his son posing and smiling at the camera. Based on the setting, it appears they may be in the House of Commons.
Vectors	Trudeau and his son are the participants. Their gaze is at the camera and the vectors suggest a parent-child relationship.
Distance and Angles	The distance is at a medium length, suggesting it is a social photo. The angle shows equality.
Colour, Brightness, Illumination and Saturation	The dark background and bright foreground emphasizes the participants in the photo. The dark background is emphasized in the corners, perhaps an Instagram editing option.
Composition	Trudeau and his son are centered in the photo. The repetitive row of seats adds some framing.

**Figure 12**

Component	Observations
Content	Trudeau and two of his children are in a car and smiling. Trudeau is wearing a Montreal Canadiens hockey jersey and his kids appear to be wearing similar red tops.
Vectors	Trudeau and his children are the participants. The gaze with the camera makes the photo personal, and while there are no vectors where the participants are touching, the angled bodies of Trudeau and his daughter suggest closeness. The Montreal Canadiens jersey symbolizes the hockey team and Trudeau's status as a fan.
Distance and Angles	The medium distance and eye-level angle suggest this is a social photo.
Colour, Brightness, Illumination and Saturation	There seems to be a saturation to emphasize the red colours of the jerseys.
Composition	The angles of Trudeau's and his daughter's bodies creates some framing. The car's structure also creates some framing. The photo was edited to create a blocked frame on the top and bottom of the photo.

**Figure 13A**

Component	Observations
Content	Sophie Grégoire, Trudeau's wife, hugging a man in a suit. The man is hidden behind Sophie's hair and face, but it is assumed it is Trudeau.
Vectors	The participants are Trudeau and Grégoire and their vector and shut eyes suggest intimacy.
Distance and Angles	The distance is close, suggesting a personal moment.
Colour, Brightness, Illumination and Saturation	The photo is very dark with the background and the clothing worn by the participants. This emphasizes and adds brightness to Grégoire's face and the hands in the embrace.
Composition	They are centered in the photo so they are the focal point. There are no other participants to add/subtract information value, so the photo really emphasizes their embrace.

**Image 13B**

Component	Observations
Content	Trudeau and three members of the public are dressed warmly in a snowy setting. Trudeau is leaning down and a dog is sniffing his face. The dog is held by one member of the public, as another looks on, and the youngest looks off in the distance and holds a reindeer.
Vectors	Trudeau, the members of the public, and the two animals are all participants. The vector and gaze between the dog and Trudeau is very close and playful. The proximity between Trudeau and the members of the public shows a social engagement.
Distance and Angles	The angle gives the participants power in the photo and the distance suggests it is a social photo.
Colour, Brightness, Illumination and Saturation	There are cool hues in this photo. This matches the cold setting.
Composition	Trudeau and the dog are framed by the other people and animals in the photo. They are not as low to the ground as Trudeau and the dog, so their height brings attention to Trudeau.

### Image 15

Component	Observations
Content	Trudeau is sitting in an office, on the phone and holding a pen.
Vectors	Trudeau and the phone are the participants. The phone would represent whoever is on the other side of the phone conversation. Trudeau's gaze down at his desk suggests his focus on the conversation, not the photo being taken.
Distance and Angles	The distant angle shows that the photo is impersonal, but the desk cutting off his lower body shows Trudeau from the waist-up. This suggests an "expert" shot as discussed by Kress and van Leeuwen (2006, p. 126).
Colour, Brightness, Illumination and Saturation	The muted colours emphasize the office setting.
Composition	The blurry doorframe or wall in the foreground creates a frame and focuses the image on Trudeau in the background.

### Image 16

Component	Observations
Content	Trudeau is dressed in a suit with his son nearby. Across the table, a faceless woman is speaking to a smiling Trudeau. The table is covered in papers, water bottles and glasses. This suggests it might be a professional or work setting.
Vectors	Trudeau, his son, and the women are the participants. The woman is faceless, so she depicts a worker or professional, but she is not easily identifiable. The vector of Trudeau's smile and gaze with the woman shows his focus on the conversation.
Distance and Angles	The image is a medium shot, suggesting a social image, and the angle suggests equality.
Colour, Brightness, Illumination and Saturation	The image clearly has a filter, making the image unsaturated and only included cream or black colours.
Composition	The adults on either ends of the table frame the baby. The baby's forward angle is also distinguishing him from the adults' postures and positions in the photo. The photo was edited to create a blocked frame on the top and bottom of the photo.

### Image 17A

Component	Observations
Content	Trudeau dog sledding in a winter setting.
Vectors	Trudeau and the pack of dogs are the participants. The vector is the connection between the dog and Trudeau's sled, indicating some movement.
Distance and Angles	A long distance suggests it is an impersonal photo.
Colour, Brightness, Illumination and Saturation	The blue hues and brightness in the background emphasize Trudeau and the dogs.
Composition	The dogs serve as a line leading to Trudeau. His height over the dogs also emphasizes him in the photo even though he is off center.

### Image 17B

Component	Observations
Content	A baby's hand grasps an adult's finger. It is assumed this is one of Trudeau's children grasping Trudeau's finger.
Vectors	The participants are assumed and representative of a parent-child relationship. The touch vector emphasizes that relationship.
Distance and Angles	This is one of the closest shots from Trudeau's entire data set. It shows a very close intimacy.
Colour, Brightness, Illumination and Saturation	The photo has some yellow hues, but this is likely due to the closeness of the photo's shot and the lack of natural light.
Composition	The straight lines of the finger and hand meeting focus the viewer's attention on the vector.

### Image 19

Component	Observations
Content	Trudeau and Grégoire hug and touch foreheads.
Vectors	Trudeau and Grégoire are the participants. The vectors, through the hug and touching foreheads, suggests intimacy.
Distance and Angles	The close angle suggests this is a personal photo.
Colour, Brightness, Illumination and Saturation	There is a strong juxtaposition between the bright background and dark clothing worn by Trudeau and Grégoire. It brings the focus to their embrace.
Composition	Their bodies create a frame that emphasizes the meeting

	point (the forehead).
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### Image 20

Component	Observations
Content	Trudeau and Grégoire hug and touch foreheads.
Vectors	Trudeau and Grégoire are the representative participants. The vectors, through the hug and foreheads, suggests an intimacy.
Distance and Angles	The medium angle suggests a social photo, but this juxtaposes with the vectors.
Colour, Brightness, Illumination and Saturation	This photo is mostly in black or grey with limited saturation. It creates a very dramatic feel to the image.
Composition	Unlike similar photos, the arms add lines that are interwoven and further emphasize intimacy or unity.

### Image 21A

Component	Observations
Content	Trudeau, Grégoire and two of their children are on a calm body of water in a canoe. Grégoire and the daughter are waving at an unseen audience.
Vectors	All four members of the family are participants and their gaze is at the camera, the viewers of the image, or the unseen audience in the distance. This suggests an invitation into the photo for those look at the photo through Instagram.
Distance and Angles	The long distance suggests it is an impersonal photo but this is juxtaposed with the gazes and vectors.
Colour, Brightness, Illumination and Saturation	The bright red and yellow hues stand out against the dark blue water background.
Composition	The canoe creates a frame. The photo cutting across from the top left corner to bottom right corner suggests movement. The photo was edited to create a blocked frame on the top and bottom of the photo.

### Image 21B

Component	Observations
Content	Trudeau is seen engaging with two men. All three men are dressed in suit and ties. The background suggests

	they are in an office setting, perhaps a room at Parliament. Notably, the background features photos of former political leaders, including Pierre Trudeau.
Vectors	All three men are participants. The vectors are not direct, but the eye contact and body language suggests a conversation.
Distance and Angles	The low angle suggests the participants hold a position of power. The medium angle makes it a social engagement.
Colour, Brightness, Illumination and Saturation	The yellow filter dilutes the image and creates little saturation.
Composition	The two men standing on either side of Trudeau create a frame around him and emphasize his central position.

### Image 23

Component	Observations
Content	Trudeau and Brian Gallant are dressed casually in button-up shirts. Trudeau holds Gallant's wrist up in celebration. The background hosts the Canadian flag and a crowd holding signs in red and white (presumably Liberal signs) with different names on them. The foreground shows an audience.
Vectors	There are multiple participants in the image. Trudeau and Gallant are participants who are communicating victory through their vector, smile and gaze toward an audience to their right. The crowd in the background supports this. The flag serves as a participant for symbolizing nationalism. The foreground audience represents members of the public.
Distance and Angles	The medium angle shows a social moment and this is supported through the vectors. The angle suggests equality.
Colour, Brightness, Illumination and Saturation	The red tone suggests the Liberal Party colours and national colours of Canada's flags. The saturation seems to emphasize the red.
Composition	The raised arms mimic the shape of the Canadian flag.

### Image 24

Component	Observations
Content	The setting is outside and the participants are wearing clothes for physical activity. Trudeau is wearing a marathon bib with his first name, ID number, company names and includes “5K,” suggesting this is a run. In the foreground, Trudeau and Rick Hansen are engaging in a conversation. In the background, two men are also engaging in conversation.
Vectors	Trudeau and Hansen are the participants, engaging in conversation and smiling. The vector and gaze between them further emphasizes their relationship and actions.
Distance and Angles	The medium shot suggests this is a social image. Trudeau and Hansen in the foreground emphasize their importance in the image.
Colour, Brightness, Illumination and Saturation	The red hue in the shirts and bright background suggests some saturation took place to make the image more colourful.
Composition	Their outstretched arm creates a frame around the vector their eye contact creates.

### Image 25

Component	Observations
Content	Trudeau is seen in a crowd, posing with members of the public. He is dressed casually but wearing colourful beaded necklaces. The public is wearing rainbow stickers and there is a rainbow flag in the background. This suggests this is an LGBTQ event, and given the date posting, this suggests it was during a Pride event.
Vectors	Trudeau and the group around him are interactive participants engaging in an event. The crowd behind them are representative and could be assumed as LGBTQ supporters.
Distance and Angles	The medium shot suggests this is a social photo. The angle is from above and suggests viewer power.
Colour, Brightness, Illumination and Saturation	This is a colourful and photo, but there does not appear to be any alteration or emphasis on a specific hue or tone.
Composition	There is no real framing in this image. Trudeau is seen in front, beside, and behind people. While he is distinguishable, there is no emphasis brought to him.

## Appendix C: Interpretation of Trudeau's Least Liked Photos

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### Image 1

Component	Observations
Content	Trudeau and three other people sit and stand around a table. Everyone is dressed in business attire and Trudeau is working on a computer.
Vectors	Trudeau and the three others are the participants but they are creating vectors with the technology through their body language and gaze. This suggests the technology is a participant as well.
Distance and Angles	The distance suggests this is impersonal and the tall angle suggests viewer power. The oblique angle suggests detachment.
Colour, Brightness, Illumination and Saturation	The photo is cream and black with no saturation. The framing through the walls focuses the group in the middle without excessive brightness.
Composition	The photo was edited to create a blocked frame on the top and bottom of the photo.

### Image 2

Component	Observations
Content	The posting shows two images stitched together: each one shows Trudeau dumping a bucket of water on different people. It is assumed this is for the ALS Ice Bucket Challenge, popular in the summer of 2014.
Vectors	Trudeau, the Liberal MPs, the small crowd, and the buckets of water are the participants in the image. The vector of Trudeau dumping the water is key.
Distance and Angles	The medium shot suggests a social image. The angle suggests equality.
Colour, Brightness, Illumination and Saturation	A filter via Instagram's editing options was added to give a yellow, warm hue.
Composition	By putting together two photos, they are framed with literal frames. The crowd in the background also creates a smaller frame. The salience is really emphasized by how big Trudeau and the ice bucket participants are in comparison to the people behind them.

### Image 3

Component	Observations
Content	Trudeau and Grégoire walk through a crowd, smiling and waving. Some members of the crowd hold red campaign signs that read “Justin.”
Vectors	Grégoire, Trudeau, the crowd and the signs are the participants. Given the distance, it is difficult to tell if Trudeau’s gaze is at the camera or not.
Distance and Angles	The far distance is impersonal but this is juxtaposed with the crowd surrounding Trudeau and Grégoire. The angle is low suggesting that the participants hold the power.
Colour, Brightness, Illumination and Saturation	The photo appears to be grainy.
Composition	The crowd naturally creates a frame as they walk toward the camera.

### Image 4

Component	Observations
Content	Trudeau is shaking hands with a woman. There is a crowd of people looking on.
Vectors	Trudeau, the woman, and the crowd are the participants. The handshake and gaze between Trudeau and the woman suggest a conversation or interaction taking place. The gaze from the crowd focuses on the two of them.
Distance and Angles	The close distance suggests a personal photo and the angle is eye-level and suggests equality.
Colour, Brightness, Illumination and Saturation	There are dark blue and grey hues, but the camera seems to focus on the handshake and interaction.
Composition	The crowd and its gaze create a frame centering on Trudeau and the woman.

### Image 5

Component	Observations
Content	The foreground shows an applauding audience and a woman standing at a podium and microphone. Trudeau is in the background, also applauding. The background

	also shows multiple Liberal Party signs with the name Celina Caesar-Chavannes. It is assumed the woman is Caesar-Chavannes.
Vectors	The main participant seems to be Caesar-Chavannes. She creates a vector with the microphone. She is in between the audience (foreground) and Trudeau (background). The gazes from the other participants tend to focus on Caesar-Chavannes as well.
Distance and Angles	The medium distance suggests this is a social photo and the eye-level angle suggests equality.
Colour, Brightness, Illumination and Saturation	The heavy use of red suggests this is a Liberal event. The black foreground emphasizes the red colours and the participants.
Composition	Trudeau is positioned in the background and off centered, but still framed by the signs and the audience in the foreground.

### Image 6

Component	Observations
Content	Margaret Trudeau smiling with her three sons, including Justin Trudeau. This is an older image because the sons are young children in the image.
Vectors	Margaret and her three sons are the participants. They are engaging directly with the viewers with eye contact. They are all touching or sitting closely together, suggesting an intimate bond.
Distance and Angles	This is a close distance photo, suggesting it is a personal photo. The angle is eye-level and suggests equality.
Colour, Brightness, Illumination and Saturation	The background is dark and natural light adds brightness. The photo is dated and there are visible scratches and marks on the print.
Composition	There is nothing too notable about the composition. It seems like an evenly structured photo (participants in the middle, close together) with no framing.

### Image 7

Component	Observations
Content	Trudeau is smiling as his two kids ride a horse.
Vectors	The three Trudeaus are the participants as they look directly at the camera. The vector between the children shows closeness.

Distance and Angles	The medium shot portrait shows a social photo. The angle is eye level and suggests equality.
Colour, Brightness, Illumination and Saturation	There seems to be a filter on the photo that adds saturation to the red and blue hues.
Composition	Trudeau is centered but hidden behind the horse.

### Image 8

Component	Observations
Content	The people in the photo have their backs turned, but based on appearance, I assume one of the participants is Trudeau. Trudeau and the other participant have their arms around each other and their arms raised, suggesting celebration. The crowd around them are taking photos, looking at them, or “patting them on the back” as they walk into the crowd. The far background has red signs, suggesting this is a Liberal event.
Vectors	Trudeau and the unnamed person are the participants and it is assumed, based on the vectors and setting, that they are peers in the political realm. The focus is on them based on the gaze from the crowd.
Distance and Angles	The medium distance makes this a social photo. The angle is eye level and suggests equality.
Colour, Brightness, Illumination and Saturation	The yellow tones suggest warmth and the brightness draws attention to the spotlight on Trudeau and the other participant.
Composition	By being enveloped by a crowd, Trudeau and his peer are framed by it. This composition really emphasizes that they are the focus of the photo and group.

### Image 9

Component	Observations
Content	Trudeau in a crowd of people and taking a selfie with some of the people.
Vectors	Trudeau and the people in the photo are the participants. The gaze into the camera phone shows a vector and intent to take a <i>selfie</i> . The vectors suggest a busy venue or event.
Distance and Angles	The long distance suggests the photo is impersonal but the crowd juxtaposes this. There is a slightly high angle, which normally suggests power for the viewer, but it seems to mirror the <i>selfie</i> angle. The oblique angle

	suggests detachment.
Colour, Brightness, Illumination and Saturation	There are a lot of red shirts, which suggests this is a Liberal event. The saturation emphasizes the colour red.
Composition	Unlike previous photos of Trudeau in a crowd, there is no obvious framing that makes Trudeau stand out. The line from the arm taking the <i>selfie</i> creates some focus on the interaction.

### Image 10

Component	Observations
Content	Trudeau and another person (perhaps a colleague) are on separate phones and not engaging with each other, but with the conversations on their separate phone lines. The setting looks like a hotel room.
Vectors	Trudeau, the other person in the room, and the telephones are all participants. The phones symbolize the people on the other end of the line. The vectors and gaze of Trudeau and other person suggest that they are engaging in separate conversations and not working together. However, the mirrored image suggests they are colleagues.
Distance and Angles	The far distance suggests this is an impersonal photo and this is mirrored through Trudeau's body language.
Colour, Brightness, Illumination and Saturation	Trudeau is in the brighter foreground and his colleague is in the darker corner, dressed darkly.
Composition	Trudeau and his colleague seem to create a frame of the room with their bodies staged on either end of it.

### Image 11

Component	Observations
Content	Trudeau, dressed in a cultural outfit, is holding a camera and smiling behind it. He is outside in a crowd that seems equally engaged with something outside of the image.
Vectors	Trudeau and the crowd around him are the participants. The gaze is also equally split among the members of the crowd behind him, as some are focusing on something off-camera and others are looking at Trudeau.
Distance and Angles	The medium distance suggests it is a social photo and the eye-level angle suggests equality.

Colour, Brightness, Illumination and Saturation	There appears to be some darkening in the corners of the photo, likely due to an Instagram edit.
Composition	The gaze from the participants in the crowd creates a frame around Trudeau.

### Image 12

Component	Observations
Content	Trudeau is in a big room with a large crowd. He is holding a microphone and he is the focus of the crowd and photo.
Vectors	Trudeau and the crowd are the participants. In general, the gaze from the crowd is focused on Trudeau and Trudeau returns the gaze with body language. The oblique angle suggests detachment.
Distance and Angles	The distance suggests it is impersonal. The distance is able to capture a large room full of people.
Colour, Brightness, Illumination and Saturation	The foreground is dark and Trudeau in the background is very bright. The juxtaposition adds focus to Trudeau.
Composition	The stage in the far right and the crowd around it creates a frame surrounding Trudeau. Trudeau is also really small in this photo despite the frame emphasizing his presence.

### Image 13

Component	Observations
Content	This Instagram posting features three different photos stitched together. In the top left, Trudeau is engaging with a woman dressed in traditional Chinese clothing. In the top right, Trudeau is wearing the head of the red Chinese dragon. In the bottom panel, Trudeau and members of the community are participating in a ceremonial event.
Vectors	Throughout all three images, Trudeau, the community members and the cultural figures are the participants. The gaze tends to be focused on the interaction occurring in the panel. Some of the vectors suggest happiness or celebration.
Distance and Angles	The distances for all three images are medium length, suggesting a social photo. The angles are low in all three photos, meaning the participants have power.

Colour, Brightness, Illumination and Saturation	There is a lot of red colour in this photo, but this might signify the Chinese tradition because red is seen as a lucky colour.
Composition	The editing creates a literal frame among the photos. Trudeau is positioned differently in all three photos.

### Image 14

Component	Observations
Content	Trudeau is helping his daughter lead a horse forward in a barn. His wife looks on from the side. This photo was posted to Trudeau's account before but it is outside of this data collection.
Vectors	Trudeau, his wife, his daughter (Ella-Grace), the woman in the background and the horse are the participants. Ella-Grace is the only one looking at the camera.
Distance and Angles	The far distance suggests the photo is impersonal.
Colour, Brightness, Illumination and Saturation	Sophie, Ella-Grace and Trudeau appear brighter with the dark background.
Composition	The adults surround Ella-Grace and I think her presence is emphasized through her eye contact and the framing.

### Image 15

Component	Observations
Content	Trudeau is at a Sikh cultural event, handing out cotton candy.
Vectors	Trudeau, the cotton candy, and the crowd are the participants. The vector is Trudeau handing out the cotton candy.
Distance and Angles	The medium distance suggests a social photo. The tall angle gives the viewer power.
Colour, Brightness, Illumination and Saturation	The bright orange turbans bring attention and emphasize the Sikh holiday. Trudeau is wearing neutral colours and tends to blend into the background a little.
Composition	Trudeau is slightly taller than the other participants, which brings emphasis to him.

### Image 16

Component	Observations
Content	Trudeau and a small group of people are in a manufacturing setting. One individual looks on from inside a large vehicle (perhaps a bus) that is not completely built yet. Trudeau is in the center of the group and appears to be the focus of their attention.
Vectors	Trudeau and the workers are the participants. The workers' gaze focuses on Trudeau. The single person within the vehicle and the vector he creates is unique compared to the group surrounding Trudeau. The oblique angle suggests detachment.
Distance and Angles	The distance removes focus from Trudeau, as the foreground emphasizes the individual in the vehicle.
Colour, Brightness, Illumination and Saturation	The background is very bright and white and parts of the image are blurry. This is likely from an Instagram editing tool.
Composition	The one individual standing in the framed structure takes attention away from Trudeau and the people he are speaking with. But at the same time, the crowd creates a frame around Trudeau as well. The composition of these two elements is very competitive.

### Image 17

Component	Observations
Content	Trudeau and his daughter, Ella-Grace, are dressed in cowboy hats. Ella-Grace is about to hi-five a mascot.
Vectors	Trudeau, his daughter, the mascot and the people in the background are all participants. Ella-Grace is gazing at the mascot and Trudeau's gaze is toward his daughter. The hi-five gives some motion to the image.
Distance and Angles	The medium distance suggests a social photo.
Colour, Brightness, Illumination and Saturation	The image is not saturated and the background seems to have a yellow filter added to it. This might be to remove a dull, gray background because parts of the photo suggest it might be rainy day.
Composition	The hi-five between the mascot and Ella-Grace creates some framing, but overall, it seems like it is a busy photo without much composition.

### Image 18

Component	Observations
Content	A man, assumed to be Trudeau, has his back turned to the image and he is waving to an audience as he walks towards a podium.
Vectors	Trudeau and the audience are the participants. There is no visible gaze, but it is assumed there is an exchange between the audience and Trudeau. The oblique angle suggests detachment.
Distance and Angles	The distance is social and the angle shows equality.
Colour, Brightness, Illumination and Saturation	The darkness and minimal brightness hides Trudeau and the audience. The brightness is also hidden based on the angle.
Composition	Trudeau is slightly off center but the distance between him and the audience suggests he is the focus of the photo.

### Image 19

Component	Observations
Content	Trudeau is in a well lit room, but the photo is shot over the shoulder of an audience member.
Vectors	There is an assumed audience participant. Trudeau is also a participant. There are limited vectors and gazes. The oblique angle suggests detachment.
Distance and Angles	Trudeau is very far away, which suggests the photo is impersonal. However, the angle is shot over the shoulder of an audience member, so it seems slightly intimate because of the angle.
Colour, Brightness, Illumination and Saturation	The darkness does add some brightness and emphasis to Trudeau in the lit room. There is no saturation or colour.
Composition	By shooting this photo over the shoulder of a participant, it looks like the photo was taken from his point of view.

### Image 20

Component	Observations
Content	Trudeau is in a manufacturing setting with workers. He is dressed in safety gear like the workers and almost indistinguishable.

Vectors	Trudeau and the workers are the participants and they seem to be in a serious conversation based on body language and gaze.
Distance and Angles	The medium distant suggests a social photo.
Colour, Brightness, Illumination and Saturation	The muted background highlights the safety gear worn by the participants. The emphasis on the ceiling lights is distracting.
Composition	Trudeau is centered and surrounded by people, creating a frame.

### Image 21

Component	Observations
Content	Through a window, Trudeau is seen smiling at a senior woman.
Vectors	The woman and Trudeau are the participants. Trudeau's gaze seems focused on the woman.
Distance and Angles	The distance is medium length, suggesting the photo is social. The angle is eye level and suggests equality.
Colour, Brightness, Illumination and Saturation	The brightness from the window in the back and the window in the foreground adds focus to Trudeau and the woman.
Composition	The window creates a natural frame and the participants are centered in it.

### Image 22A

Component	Observations
Content	Trudeau is in a radio booth, smiling at an unseen person or thing. His back is slightly turned away from the camera.
Vectors	Trudeau is the only seen participant but his gaze suggests another person out of the image. The slight oblique angle suggests detachment.
Distance and Angles	The long distance suggests it is impersonal.
Colour, Brightness, Illumination and Saturation	The muted colours in the background are juxtaposed with the dark foreground and emphasize Trudeau.
Composition	The window and the door create two separate frames.

### Image 22B

Component	Observations
Content	A senior woman, perhaps Justin Trudeau's mother, Margaret Trudeau, is holding a young baby. The identity of the participants is unclear.
Vectors	The participants are representative participants. The gaze and vector are focused on the sleeping baby, which emphasizes a parent-child relationship.
Distance and Angles	The close distance suggests a personal photo.
Colour, Brightness, Illumination and Saturation	The foreground's shadows add some drama to the photo.
Composition	The close placement of the participants in the image suggests intimacy.

### Image 24

Component	Observations
Content	Trudeau is at a table, facing another man, and there is a microphone above him. From a distance, three men are working cameras from different angles. This suggests an interview setting.
Vectors	The participants are representative participants because the focus is between Trudeau and man conducting the interview. The gaze is between Trudeau and interviewers and the cameramen are focusing on them as well. Trudeau's back is to the camera and the oblique angle is uninviting.
Distance and Angles	The distance is impersonal and the angle is eye level and equal.
Colour, Brightness, Illumination and Saturation	The photo seems to be blurry and remove focus from the participants.
Composition	The walls and couches seem to create a frame around all four participants, so it seems like they are emphasizing the interview taking place.

## Image 25

Component	Observations
Content	Trudeau and members of the public are seen in a mirror, smiling. In the foreground, a man is taking their photo.
Vectors	Trudeau and the people posing with him are the participants and they are focused on the camera in the photo.
Distance and Angles	The distance is medium and social.
Colour, Brightness, Illumination and Saturation	There are a lot of colours that compliment each other because of the photos posted to the wall. The mirror adds more colour and complexity to the posting.
Composition	The mirror creates a literal frame around the participants. The frame is off center.

## Appendix D: Narrowing Harper's Data Collection

Tracking Date	Posting Date	Caption (for tracking purposes)	Number of Likes	Ranking	Link
04/26/2015	01/15/2015	What a proud moment for Canada! It was great to be in the crowd to cheer on our team to victory. / Quel moment de fierté pour le Can.! Ce fut formidable d'être là pour encourager notre équipe vers la victoire. #WJC2015 #CMJ2015 #TeamCanada	563	1	<a href="https://instagram.com/p/xf9mKCue9w/">https://instagram.com/p/xf9mKCue9w/</a>
04/26/2015	11/15/2015	With my new friend, Jimbelung the koala at the start of day two of the G20 Summit in Brisbane / Avec mon nouvel ami, Jimbelung le koala, au début de la deuxième journée du Sommet du G20 à Brisbane	533	2	<a href="https://instagram.com/p/vcOdfsOeyw/">https://instagram.com/p/vcOdfsOeyw/</a>
04/26/2015	10/28/2014	Today, a nation mourns the loss of a hero. Thank you for your commitment to Canada. May you rest in peace Cpl Cirillo. / Aujourd'hui, un pays entier pleure un héros. Merci pour votre dévouement envers le Canada. Reposez en paix Cpl Cirillo. #lestweforget #noublionsjamais	470	3	<a href="https://instagram.com/p/utR3VNOe1w/">https://instagram.com/p/utR3VNOe1w/</a>
04/26/2015	10/23/2014	Canada's thoughts & prayers are with Corporal Cirillo's family during this extremely difficult time/ Les pensées et les prières du Canada vont à la famille du Caporal Cirillo en cette période extrêmement difficile #Ottawastrong	441	4	<a href="https://instagram.com/p/ugGFIpue3Z/">https://instagram.com/p/ugGFIpue3Z/</a>
04/26/2015	11/11/2014	It is our duty to honour and remember those who selflessly stand on guard for our freedom. #lestweforget / Nous avons le devoir d'honorer et de commémorer ceux qui protègent généreusement notre liberté. #Noublionsjamais	415	5	<a href="https://instagram.com/p/vRt2ylue_t/">https://instagram.com/p/vRt2ylue_t/</a>
04/26/2015	02/09/2015	Joint press conference with Angela Merkel focused on international security issues & our nations' economies. / Je tiens une conférence de presse avec Angela Merkel sur la sécurité internationale et l'économie de nos pays. #cdnpoli #polcan	346	6	<a href="https://instagram.com/p/y53I6VOewh/">https://instagram.com/p/y53I6VOewh/</a>
04/26/2015	03/21/2015	There has never been a better Canadian basketball player than Steve Nash. Congratulations on an incredible career. / Il n'y a jamais eu de basketteurs canadiens aussi talentueux que Steve Nash. Félicitations pour cette incroyable carrière.	336	7	<a href="https://instagram.com/p/0gw7_2OezX/">https://instagram.com/p/0gw7_2OezX/</a>
04/26/2015	03/19/2015	Pleased to meet Canada's top basketball talent Andrew Wiggins and Anthony Bennett before Canada Basketball night at the Air Canada Centre. / Je suis heureux de rencontrer les plus grands joueurs de basketball du Canada, Andrew Wiggins et Anthony Bennett, avant la soirée de Basketball Canada au Centre Air Canada. @NBACanada @CanadaBasketballOfficial	305	8	<a href="https://instagram.com/p/0bMHuBOe9n/">https://instagram.com/p/0bMHuBOe9n/</a>
04/26/2015	10/11/2014	On #InternationalDayofTheGirl let's recognize Malala Yousafzai who fought for the rights for young women everywhere. / #Journéeinternationalefille: Reconnaissons Malala Yousafzai, défenseuse des droits des filles du monde entier.	280	9	<a href="https://instagram.com/p/uBLVV0Oe_a/">https://instagram.com/p/uBLVV0Oe_a/</a>
04/26/2015	04/16/2014	God bless you, the family, and farewell to our friend, Jim. On behalf of a grateful country we thank you./ Que Dieu vous bénisse, chère famille, et au revoir à notre ami Jim. Au nom d'un pays reconnaissant, nous vous	275	10	<a href="https://instagram.com/p/m3avGpue3i/">https://instagram.com/p/m3avGpue3i/</a>

		remercions.			
04/26/2015	02/13/2015	Happy to be back in Quebec City for Carnaval with my friend, Bonhomme #Quebec #Bonhomme. / Je suis heureux d'être de retour au Carnaval à Québec avec mon ami, Bonhomme Carnaval #Québec #Bonhomme.	273	11	<a href="https://instagram.com/p/zDRIA0Oe4S/">https://instagram.com/p/zDRIA0Oe4S/</a>
04/26/2015	02/13/2015	Celebrating the 15th anniversary of the beautiful "Hotel de Glace" here in #Quebec. / Je célèbre le 15e anniversaire du magnifique Hôtel de Glace à #Québec.	266	12	<a href="https://instagram.com/p/zDUAVque9P/">https://instagram.com/p/zDUAVque9P/</a>
04/26/2015	02/15/2015	Minister of Public Safety, Steven Blaney joined me Friday to present WWII vet, Mr. Cauchy with a Canadian Flag in honour of National Flag Day. /Vendredi, le ministre de la Sécurité publique, Steven Blaney, a remis avec moi un drapeau canadien à M. Cauchy, vétéran de la Deuxième Guerre mondiale, en l'honneur du Jour du drapeau national.	261	13	<a href="https://instagram.com/p/zJdxhbue4R/">https://instagram.com/p/zJdxhbue4R/</a>
04/26/2015	11/02/2014	With Governor General David Johnson and our special guest, President Hollande overlooking the majestic Rockies in Banff / Le Gouverneur général David Johnston et notre invité spécial le Président Hollande contemplent avec moi les majestueuses Rocheuses à Banff.	252	14A	<a href="https://instagram.com/p/u63WKduexq/">https://instagram.com/p/u63WKduexq/</a>
04/26/2015	02/16/2015	Offered condolences to Anba Mina, Bishop of the Coptic Orthodox Diocese of Canada for ISIL's recent act of brutality. / J'ai offert mes condol. à Anba Mina, évêque du diocèse orthodoxe copte du Can., pour la récente brutalité de l'EIL.	252	14B	<a href="https://instagram.com/p/zLmaJJ0e-i/">https://instagram.com/p/zLmaJJ0e-i/</a>
04/26/2015	02/12/2015	Repeat violent offenders should never be granted automatic early release. / Les récidivistes violents ne devraient jamais pouvoir obtenir une libération d'office automatique. #cdnpoli #polcan	251	16A	<a href="https://instagram.com/p/zA-QieOex-/">https://instagram.com/p/zA-QieOex-/</a>
04/26/2015	03/24/2015	We are humbled & eternally grateful to the CAF who never waver in defending our country, our families & our values. / Nous sommes éternellement reconnaissants aux FAC de défendre sans cesse notre pays, nos familles et nos valeurs. #polcan #cdnpoli	251	16B	<a href="https://instagram.com/p/0nc-4wOe5Z/">https://instagram.com/p/0nc-4wOe5Z/</a>
04/26/2015	05/08/2014	In preparation for tomorrow's #DayofHonour ceremonies, the Canadian Forces Chinook lands on Parliament Hill. #cdnpoli / En vue des cérémonies du #JourdeCommémoration, le Chinook des forces canadiennes se pose sur la Colline du Parlement. #polcan	246	18	<a href="https://instagram.com/p/nwhrG6ue1g/">https://instagram.com/p/nwhrG6ue1g/</a>
04/26/2015	02/26/2015	Speaking with Bill Gates in my Centre Block office about the importance of taking care of women & children around the globe. / J'ai discuté avec Bill Gates dans mon bureau de l'édifice du Centre au sujet de l'importance de s'occuper des femmes et des enfants dans le monde entier #MNCH #SMNE #polcan #cdnpoli	245	19	<a href="https://instagram.com/p/zkmQ20ue3M/">https://instagram.com/p/zkmQ20ue3M/</a>
04/26/2015	03/30/2015	Great to see the benefits of CETA today at Honda Canada. CETA will provide unprecedented access to the EU market. / Bon de voir les retombées de l'AECG aujourd'hui chez Honda Canada. L'AECG donnera un accès inégalé au marché de l'UE. #cdnpoli #polcan	234	20A	<a href="https://instagram.com/p/039W9GOe8C/">https://instagram.com/p/039W9GOe8C/</a>
04/26/2015	03/12/2015	Thanks, Jerry's Food Emporium for the hospitality. / Je remercie le Jerry's Food Emporium pour son accueil.	234	20B	<a href="https://instagram.com/p/0Jf29Sue8m/">https://instagram.com/p/0Jf29Sue8m/</a>
04/26/2015	02/13/2015	Just out for a ride with the Federation des motoneigistes du Quebec./ Je fais une randonnée avec la Fédération des motoneigistes du Québec.	231	22	<a href="https://instagram.com/p/zDQOpau2l/">https://instagram.com/p/zDQOpau2l/</a>

04/26/2015	03/06/2015	In honour of this Sunday's #InternationalWomensDay I met w/ some future leaders in my office today. / En l'honneur de la #Journéeinternationalede la femme, j'ai reçu de futures dirigeantes aujourd'hui.	227	23	<a href="https://instagram.com/p/z5wnmquez4/">https://instagram.com/p/z5wnmquez4/</a>
04/26/2015	26/02/2015	Our commitment to saving the lives of mothers & children will not waver. / Notre engagement à sauver la vie de mères et d'enfants demeurera inébranlable. #MNCH #SMNE #cdnpoli #polcan	226	24	<a href="https://instagram.com/p/zkqYSBue-P/">https://instagram.com/p/zkqYSBue-P/</a>
04/26/2015	03/05/2015	Announced our Govt's intent to introduce legislation to keep Canada's most heinous criminals behind bars for life. / J'ai annoncé notre intention de légiférer pour garder les pires criminels du Canada derrière les barreaux à vie. #cdnpoli #polcan	224	25	<a href="https://instagram.com/p/z3H1e5Oexf/">https://instagram.com/p/z3H1e5Oexf/</a>
04/26/2015	09/11/2014	Standing up for Ukraine in Toronto tonight with Wayne Gretzky, Ted Opitz & James Bezan. #unitedforukraine / Ce soir, à Toronto, je prends la défense de l'Ukraine avec Wayne Gretzky, Ted Opitz & James Bezan. #unitedforukraine	219	-	<a href="https://instagram.com/p/s0972-ueyN/">https://instagram.com/p/s0972-ueyN/</a>
04/26/2015	08/26/2014	Saw the Canadian Forces in action today during #OpNANOOK 2014. / J'ai vu les Forces canadiennes à l'œuvre aujourd'hui lors de l'opération #OpNANOOK 2014.	209	-	<a href="https://instagram.com/p/sLqq7MOeyJ/">https://instagram.com/p/sLqq7MOeyJ/</a>
04/26/2015	08/12/2014	Spoke to President Obama earlier today regarding the concerning situation in Iraq. J'ai discuté avec le Président Obama aujourd'hui au sujet de la situation en Irak. #polean #cdnpoli	208	-	<a href="https://instagram.com/p/rnH_tFuez9/">https://instagram.com/p/rnH_tFuez9/</a>
04/26/2015	09/17/2014	When we help other people preserve their freedom, it is our own freedom we also preserve. / En aidant d'autres gens à préserver leur liberté, c'est aussi notre liberté que nous préservons. #cdnpoli #polean #Ukraine	206	-	<a href="https://instagram.com/p/tD2PRyueXP/">https://instagram.com/p/tD2PRyueXP/</a>
04/26/2015	02/19/2015	Participating in the dotting the dragon ritual at a Chinese New Year celebration in Richmond, BC. / Je participe au rituel de l'œil du dragon lors d'une célébration du Nouvel An chinois, à Richmond, en C.-B.	203	-	<a href="https://instagram.com/p/zS_ku8uezx/">https://instagram.com/p/zS_ku8uezx/</a>
04/26/2015	02/27/2015	Great meeting with players from Canadian Amputee hockey who are in town for training camp. / Belle rencontre avec des joueurs de hockey canadiens amputés, qui sont en ville pour un camp d'entraînement. #cdnpoli #polean	203	-	<a href="https://instagram.com/p/znlTQzOe-N/">https://instagram.com/p/znlTQzOe-N/</a>
04/26/2015	03/05/2015	Honoured to receive the Erebus Medal with my wife at the ROM in Toronto. / Je suis honoré d'avoir reçu la médaille de l'Erebus avec mon épouse au Musée royal de l'Ontario à Toronto. #cdnpoli #polean	203	-	<a href="https://instagram.com/p/z3PuW3Oe_o/">https://instagram.com/p/z3PuW3Oe_o/</a>
04/26/2015	02/17/2015	Offered Canada's condolences to Ambassador Abrahamsen & the people of Denmark in light of Saturday's acts of terror. / J'ai offert les condoléances du Can. à l'amb. Abrahamsen et au peuple danois pour les actes terroristes de samedi.	202	-	<a href="https://instagram.com/p/zN9gVyuewI/">https://instagram.com/p/zN9gVyuewI/</a>
04/26/2015	10/16/2014	"@BarackObama & I spoke about the evolving Ebola crisis in West Africa & int'l efforts to degrade #ISIL / @BarackObama & moi avons parlé de la crise de l'Ebola en Afrique de l'Ouest & des efforts int. contre l'EIIL #polean #cdnpoli	200	-	<a href="https://instagram.com/p/uO1rV2ue3_/">https://instagram.com/p/uO1rV2ue3_/</a>
04/26/2015	02/20/2015	Our government is committed to job creation by supporting the emerging liquefied natural gas industry. / Notre gouvernement est déterminé à créer des emplois en soutenant le secteur émergent du gaz naturel liquéfié. #cdnpoli #polean	195	-	<a href="https://instagram.com/p/zVEkDtOe9Y/">https://instagram.com/p/zVEkDtOe9Y/</a>
04/26/2015	03/05/2015	Nice to see my friends Wayne Gretzky and Bobby Orr on the fridge at Wexford Restaurant. / Heureux de voir mes amis Wayne Gretzky et Bobby Orr sur le frigo du restaurant Wexford.	191	-	<a href="https://instagram.com/p/z3MUVwue56/">https://instagram.com/p/z3MUVwue56/</a>

04/26/2015	09/09/2014	One of Canada's greatest mysteries has been solved. 1 of the 2 Franklin Expedition ships has been found. #VSExpedition / L'un des grands mystères du Canada a été résolu. On a trouvé 1 des 2 navires de l'expédition de Franklin. #VSExpedition	188	-	<a href="https://instagram.com/p/su4-nuOe8_/">https://instagram.com/p/su4-nuOe8_/</a>
04/26/2015	10/09/2014	Proud to announce our government's intention to double the Children's Fitness Tax Credit & make it refundable. / Je suis fier de doubler le crédit d'impôt pour la condition physique des enfants et de le rendre remboursable. #polcan #ednpoli	183	-	<a href="https://instagram.com/p/t8nNtEueyF/">https://instagram.com/p/t8nNtEueyF/</a>
04/26/2015	07/01/2014	Celebrating Canada Day with 350,000+ other proud Canadians on Parliament Hill in Ottawa today! / Je célèbre la fête du Canada aujourd'hui avec plus de 350 000 autres fiers Canadiens sur la Colline du Parlement à Ottawa aujourd'hui!	182	-	<a href="https://instagram.com/p/p64PreOe_O/">https://instagram.com/p/p64PreOe_O/</a>
04/26/2015	02/12/2015	Held a roundtable in QC w/ Senator Boisvenu, Minister Denis Lebel & Minister Steven Blaney on putting the rights of victims first. / Table ronde tenue au QC avec le sén. Boisvenu, le ministre Denis Lebel & le ministre Steven Blaney - priorité aux droits des victimes. #ednpoli #polcan	182	-	<a href="https://instagram.com/p/zA97n9uexL/">https://instagram.com/p/zA97n9uexL/</a>
04/26/2015	08/21/2014	Happy to support #CruisinToEndMS day. \$1 from every A&W teen burger sold will be donated to the MS Society of Canada. / Je suis heureux d'appuyer le #RendezVousSP. 1 \$ par teen burger vendu par A&W Canada sera remis à la Société canadienne de la sclérose en plaques.	181	-	<a href="https://instagram.com/p/r-bKeSue1a/">https://instagram.com/p/r-bKeSue1a/</a>
04/26/2015	04/03/2014	Michael came by my office to launch #DaffodilMonth. // Michael est passé dans mon bureau aujourd'hui pour lancer le mois de la #jonquille. #ednpoli #polcan	179	-	<a href="https://instagram.com/p/mVC6-Oue18/">https://instagram.com/p/mVC6-Oue18/</a>
04/26/2015	06/04/2014	Meeting with #DDay veterans. #ednpoli / Je rencontre des vétérans du #JourJ. #polcan	179	-	<a href="https://instagram.com/p/o7Mlp-ue1K/">https://instagram.com/p/o7Mlp-ue1K/</a>
04/26/2015	09/02/2014	Wheels up to London, UK to discuss ways the Canada-Europe FTA will create jobs & growth for our 2 nations / Départ pour Londres pour parler des façons dont l'ALE Can. Eur. créera emplois et croissance pour nos 2 pays #ednpoli #polcan	176	-	<a href="https://instagram.com/p/scfhRyOe4o/">https://instagram.com/p/scfhRyOe4o/</a>
04/26/2015	07/05/2014	#Calgary #Stampede #stampede2014	174	-	<a href="https://instagram.com/p/qFI-BwOe0T/">https://instagram.com/p/qFI-BwOe0T/</a>
04/26/2015	09/23/2014	Arriving at the @unitednations Secretary General's dinner on climate change with PM David Cameron #UNGA #ednpoli / J'arrive au dîner donné par le Secrétaire général de l'UN, avec le PM David Cameron #UNGA #polcan	173	-	
04/26/2015	03/06/2015	Discussed shared priorities with Alberta Premier Jim Prentice in Ottawa today. / J'ai discuté de priorités communes avec le premier ministre de l'Alberta Jim Prentice à Ottawa aujourd'hui. #ednpoli #polcan	171	-	<a href="https://instagram.com/p/z5cZC8ue_L/">https://instagram.com/p/z5cZC8ue_L/</a>
04/26/2015	08/25/2014	Laureen & I travelled by zodiac through the North West Passage. The icebergs were absolutely breathtaking. / Laureen et moi avons navigué en zodiac dans le passage du Nord-Ouest. Les icebergs étaient splendides.	166	-	<a href="https://instagram.com/p/sIVVG7Oe_K/">https://instagram.com/p/sIVVG7Oe_K/</a>
04/26/2015	06/09/2014	Walking the Hall of Honour with Australian Prime Minister Tony Abbott. #ednpoli / Je traverse le hall d'honneur avec le Premier ministre australien Tony Abbott. #polcan	163	-	<a href="https://instagram.com/p/pCNDNaOe-c/">https://instagram.com/p/pCNDNaOe-c/</a>
04/26/2015	03/02/2015	Great to meet Olympic curling bronze medalist, Shannon Kleibrink at #Brier2015. Congratulations to all the athletes. / Heureux de rencontrer la médaillée olympique en curling Shannon Kleibrink à #Brier2015. Bravo à tous	163	-	<a href="https://instagram.com/p/zuvUMMOe04/">https://instagram.com/p/zuvUMMOe04/</a>

		les athlètes.			
04/26/2015	07/06/2014	Surveyed the flood damage in Manitoba with Greg Selinger. / J'ai constaté les dommages causés par les inondations au Manitoba avec Greg Selinger. #mbflood #cdnpoli	157	-	<a href="https://instagram.com/p/qH6fjDuezm/">https://instagram.com/p/qH6fjDuezm/</a>
04/26/2015	03/12/2015	Our gov't is committed to investing in CA's infrastructure to ensure future economic growth. / Nous investirons dans l'infrastructure du Canada pour garantir la future croissance économique. #cdnpoli #polcan	149	-	<a href="https://instagram.com/p/0JA3rRue5I/">https://instagram.com/p/0JA3rRue5I/</a>
04/26/2015	09/22/2014	Pleased to welcome President Park to Parliament Hill today / Je suis heureux d'accueillir la Présidente Park sur la Colline du Parlement aujourd'hui. #cdnpoli #CKFTA #polcan #ALECC	148	-	<a href="https://instagram.com/p/tQP6dfue98/">https://instagram.com/p/tQP6dfue98/</a>
04/26/2015	07/05/2014	Serving up some pancakes to the great people of Calgary with Joan Crockatt at #Stampede2014! / Je sers des pancakes aux formidables gens de Calgary avec Joan Crockatt. #stampede	147	-	<a href="https://instagram.com/p/qFSu5gOe3e/">https://instagram.com/p/qFSu5gOe3e/</a>
04/26/2015	08/23/2014	Proud to attend the groundbreaking ceremony for the Canadian High Arctic Research Station in Cambridge Bay. / Je suis fier d'assister à la cérémonie d'inauguration des travaux de construction de la SRCEA à Cambridge Bay.	145	-	<a href="https://instagram.com/p/sEIdxue-1/">https://instagram.com/p/sEIdxue-1/</a>
04/26/2015	08/24/2014	Travelling through the North West Passage aboard the the HMCS Kingston w/ the @RCGS_SGRC / Dans le passage du Nord-Ouest à bord du NCSM Kingston avec la @RCGS_SGRC #VSExpedition	144	-	<a href="https://instagram.com/p/sFiGfiue2I/">https://instagram.com/p/sFiGfiue2I/</a>
04/26/2015	03/12/2015	Met with workers of the Saskatoon Highway Repair Depot today following our announcement. / J'ai rencontré des employés du dépôt de réparation routière de Saskatoon après notre annonce d'aujourd'hui. #cdnpoli #polcan	144	-	<a href="https://instagram.com/p/0JDDSGue8s/">https://instagram.com/p/0JDDSGue8s/</a>
04/26/2015	02/20/2015	Meeting w/ residents at Austin Harris Residence yesterday in BC w/ Minister Wong / J'ai rencontré des pensionnaires de la résidence Austin Harris hier, en C.-B., avec la ministre Wong. #cdnpoli #polcan	143	-	<a href="https://instagram.com/p/zU_Thsue0i/">https://instagram.com/p/zU_Thsue0i/</a>
04/26/2015	09/10/2014	Met with Gibb McElroy & other WWII vets at the Perley Rideau. Their courage and bravery made Canada the country it is today. / J'ai rencontré Gibb McElroy et des vétérans de la SGM à Perley-Rideau. Leur courage a fait du Canada un merveilleux pays.	142	1A	<a href="https://instagram.com/p/sx9c5Mue5N/">https://instagram.com/p/sx9c5Mue5N/</a>
04/26/2015	10/21/2014	Sarah Burke's legacy will continue to inspire generations to come, I was honoured to present her family with Canada's Peace Tower Flag this afternoon / L'héritage de Sarah Burke continuera d'inspirer de nombreuses générations. Ce fut pour moi un honneur de remettre à sa famille le drapeau du Canada ayant flotté sur la Tour de la Paix cet après-midi #ottawa #parliamenthill	142	1B	<a href="https://instagram.com/p/ublxgYOe5E/">https://instagram.com/p/ublxgYOe5E/</a>
04/26/2015	06/04/2014	#DDay #JourJ #Normandy #Normandie #cdnpoli #polcan #Ouireham	140	3A	<a href="https://instagram.com/p/o7MicyOe1C/">https://instagram.com/p/o7MicyOe1C/</a>
04/26/2015	02/20/2015	Chinese New Year celebrations at Austin Harris Residence yesterday w/ my wife, Laureen Harper and Minister Wong in Richmond, BC. / J'ai célébré le Nouvel An chinois hier à la résidence Austin Harris avec mon épouse, Laureen Harper, et la ministre Wong, à Richmond, en C.-B.	140	3B	<a href="https://instagram.com/p/zU9Pb3Oexd/">https://instagram.com/p/zU9Pb3Oexd/</a>
04/26/2015	09/25/2014	Met with @tonyabbottmhr this morning for a working breakfast in #NYC #UNGA #cdnpoli / J'ai rencontré @tonyabbottmhr ce matin dans le cadre d'un déjeuner de travail à #NYC #UNGA #polcan	138	5	<a href="https://instagram.com/p/tYm1Bkuexv/">https://instagram.com/p/tYm1Bkuexv/</a>

04/26/2015	09/25/2014	Discussed #MNCH initiatives with @unitednations Secretary-General Ban Ki-moon & fellow world leaders #SavingLives / J'ai discuté d'initiatives pour la #SMNE avec Ban Ki-moon, Secrétaire général des Nations unies, et des dirigeants mondiaux	139	6	<a href="https://instagram.com/p/tT92qKOe_w/">https://instagram.com/p/tT92qKOe_w/</a>
04/26/2015	06/04/2014	Welcoming ceremony at the Royal Castle in Warsaw. / Cérémonie d'accueil au château royal de Varsovie. #polcan #cdnpoli	137	7	<a href="https://instagram.com/p/o0gPbOOewK/">https://instagram.com/p/o0gPbOOewK/</a>
04/26/2015	05/09/2014	Reflecting on the lives lost in Afghanistan at the Hall of Honour with Governor General David Johnston. #cdnpoli #DayofHonour / Je pense aux vies perdues en Afghanistan, dans le Hall d'honneur avec David Johnston, gouverneur général du Canada. #polcan #JourdeCommemoration	134	8	<a href="https://instagram.com/p/nyDoxluewP/">https://instagram.com/p/nyDoxluewP/</a>
04/26/2015	03/12/2015	Our government is committed to investing in infrastructure across Canada's rural areas. / Notre gouvernement veut investir dans l'infrastructure de toutes les régions rurales du Canada. #cdnpoli #polcan	131	9	<a href="https://instagram.com/p/0JSQ3KOe3f/">https://instagram.com/p/0JSQ3KOe3f/</a>
04/26/2015	05/15/2014	In New Brunswick today launching the National #ConservationPlan. #cdnpoli - Je suis au Nouveau-Brunswick aujourd'hui pour lancer le #PlandeConservation national. #polcan	130	10A	<a href="https://instagram.com/p/oB8y-bue0-/">https://instagram.com/p/oB8y-bue0-/</a>
04/26/2015	09/04/2014	Met with Ukrainian President Poroshenko. I reaffirmed Canada's commitment to Ukraine against Putin's acts of aggression. / J'ai rencontré le Prés. Porochenko et réaffirmé l'aide du Canada pour lutter contre les actes d'agression de Poutine.	130	10B	<a href="https://instagram.com/p/siRx1Eue2q/">https://instagram.com/p/siRx1Eue2q/</a>
04/26/2015	10/18/2014	Pleased to attend #Diwali2014 celebrations at the Hindu Sabha Temple to begin the festival of lights / Heureux d'être des célébrations #Diwali2014 au Temple hindou Sabha pour le Festival des lumières.	121	12A	<a href="https://instagram.com/p/uTnvkrue4j/">https://instagram.com/p/uTnvkrue4j/</a>
04/26/2015	03/12/2015	<b>N/A but in comment:</b> Thank you Ray Orb and SARM for hosting metoday. / Merci à Ray Orb et à la SARM de m'avoir accueilli aujourd'hui. #cdnpoli #polcan	121	12B	<a href="https://instagram.com/p/0JR_Prue3D/">https://instagram.com/p/0JR_Prue3D/</a>
04/26/2015	04/03/2014	Marking #WorldAutismAwarenessDay with MP Mike Lake and his son Jaden. // Je souligne la Journée mondiale de sensibilisation à l'autisme avec Mike Lake et son fils Jaden. #cdnpoli #polcan	114	14	<a href="https://instagram.com/p/mVOKkWOezH/">https://instagram.com/p/mVOKkWOezH/</a>
04/26/2015	04/25/2014	Talking with Olympians the Dufour-Lapointe sisters at the Gala Triomphe. // Je parle avec les sœurs Dufour-Lapointe, athlètes olympiques, au #GalaTriomphe. #cdnpoli #polcan #Sochi2014	112	15A	<a href="https://instagram.com/p/nOFIRTuewM/">https://instagram.com/p/nOFIRTuewM/</a>
04/26/2015	04/28/2014	In Toronto today, making a major announcement on #SavingLives with the MNCH network. That Vitamin A capsule, given twice a year, helps reduce child mortality by 25%. A simple and doable measure. / Je suis à Toronto aujourd'hui pour faire une annonce importante avec @CAN_MNCH sur #SauverDesVies. Une gélule de vitamine A donnée deux fois par an réduira la mortalité infantile de 25 % : simple et faisable. #polcan #SMNE #cdnpoli #MNCH #mountsinai	112	15B	<a href="https://instagram.com/p/nVnm_Lue6S/">https://instagram.com/p/nVnm_Lue6S/</a>
04/26/2015	03/18/2015	Toured the very impressive Lynch Fluid Controls today in Mississauga with my colleague Brad Butt, MP. / J'ai été impressionné par ma visite de Lynch Fluid Controls auj. à Mississauga avec mon collègue Brad Butt, député #cdnpoli #polcan	112	15C	<a href="https://instagram.com/p/0YTerrOeyj/">https://instagram.com/p/0YTerrOeyj/</a>
04/26/2015	06/02/2014	Speaking at the Tribute to Liberty Dinner in Toronto. / Je prononce un discours lors du souper organisé par Tribute to Liberty à Toronto. #cdnpoli #polcan	109	18	<a href="https://instagram.com/p/owK49XOe_2/">https://instagram.com/p/owK49XOe_2/</a>

04/26/2015	06/20/2014	Visited Communitex in Waterloo today. #cdnpoli / J'ai visité Communitex à Waterloo aujourd'hui. #polcan	105	19	<a href="https://instagram.com/p/peShkDue_z/">https://instagram.com/p/peShkDue_z/</a>
04/26/2015	05/30/2014	At the Saving Every Woman, Every Child: Within Arm's Reach Summit -- Sauvons chaque femme, chaque enfant : un objectif à notre portée #cdnpoli #SavingLives #polcan	102	20	<a href="https://instagram.com/p/opJ8LJue6_/">https://instagram.com/p/opJ8LJue6_/</a>
04/26/2015	10/10/2014	Held a roundtable at the Canadian Centre for Child Protection on how to #protectchildren from cyberbullying & online exploitation / Table ronde au Centre canadien de protection de l'enfance pour protéger les enfants contre l'intimidation & l'exploitation sur Internet #polcan #cdnpoli	101	21A	<a href="https://instagram.com/p/t-x2iGuexs/">https://instagram.com/p/t-x2iGuexs/</a>
04/26/2015	06/04/2014	Greeted at the Chancellery in Warsaw by Donald Tusk, Prime Minister of #Poland. / Je suis accueilli à la Chancellerie de Varsovie par Donald Tusk, Premier ministre de #Pologne. #polcan #cdnpoli	101	21B	<a href="https://instagram.com/p/o0GKYBOe8R/">https://instagram.com/p/o0GKYBOe8R/</a>
04/26/2015	09/04/2014	Met with His Majesty King Abdullah II of Jordan during the #NATOSummitUK / J'ai rencontré Sa Majesté le roi Abdullah II de Jordanie lors du #SommetOTAN	93	23	<a href="https://instagram.com/p/siAMqeOe7b/">https://instagram.com/p/siAMqeOe7b/</a>
04/26/2015	05/07/2014	Had a great time at #Vaisakhi on the Hill yesterday! / J'ai eu beaucoup de plaisir au #Vaisakhi sur la Colline hier! #cdnpoli #Polcan	76	24	<a href="https://instagram.com/p/nso4RSOe13/">https://instagram.com/p/nso4RSOe13/</a>
04/26/2015	04/03/2014	Speaking about the importance of our Victims Bill of Rights in Mississauga. // Je parle de l'importance de la Charte des droits des victimes à Mississauga. #cdnpoli #polcan	69	25	<a href="https://instagram.com/p/mVg11gue8z/">https://instagram.com/p/mVg11gue8z/</a>

# Appendix E: Interpretation of Harper's Most Liked Photos

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## Image 1

Component	Observations
Content	Harper is in a crowd of people wearing a red Team Canada hockey jersey. Harper is giving a hi-five to an unseen individual. He is smiling.
Vectors	Harper and the crowd are the participants. Harper shows celebration with the hi-five and gaze directed toward the unseen individual. The crowd behind him suggests a major event.
Distance and Angles	The slightly lower angle gives Harper power and the slightly oblique angle suggests detachment. The medium distance suggests a social photo.
Colour, Brightness, Illumination and Saturation	The red and white colours suggest nationalism.
Composition	Harper's position on the photo emphasizes the sports arena setting. The depth makes him look bigger than the crowd around him and further emphasizes the focus on him.

## Image 2

Component	Observations
Content	Harper, dressed in a suit, is holding a koala.
Vectors	Both Harper and the koala are the participants.
Distance and Angles	The close angle suggests it is a personal photo. The levelled angle suggests equality. The front angle is inviting.
Colour, Brightness, Illumination and Saturation	The warm, golden tones in the background seem to emphasize the dark koala and Harper's dark suit.
Composition	As the only two values in the image, the focus is on the koala and Harper.

### Image 3

Component	Observations
Content	Harper's head is bowed and his hands are together in front of coffin that is draped with the Canadian flag. He is wearing a suit and Laureen Harper is seen in the background, dressed in black. The setting seems to be a church, based on the stained glass windows and plaques in the background. This was posted after the attacks on Parliament in October 2014.
Vectors	Harper and the people behind him are the participants. The coffin is a participant because of the body language and gaze Harper presents to it.
Distance and Angles	The long distance suggests it is an impersonal photo, but the distance offers Harper space while in a moment of mourning.
Colour, Brightness, Illumination and Saturation	The colours of the flag and window stand out against the neutral tones and black outfits. The red poppies stand out as well which dates the photo and provides some context.
Composition	The pews create a frame that emphasizes the vector between Harper and the coffin.

### Image 4

Component	Observations
Content	Harper and Laureen are dressed in black, walking and holding hands. Harper is looking up, but Laureen's gaze is downward. Neither are smiling. Laureen is carrying white flowers wrapped in brown paper. The background includes yellow tape, perhaps police tape used to secure any area. This was posted around the time of the attack on Parliament on October 2014.
Vectors	Harper and his wife are the participants. The handhold is the vector and shows their relationship. This is the only photo in the data collection where they show physical intimacy like this.
Distance and Angles	The medium distance suggests it is a social photo.
Colour, Brightness, Illumination and Saturation	Their dark clothing suggests they are heading to a funeral. The yellow tape in the background also stands out and it suggests a secured area, a restricted area, or a crime scene.
Composition	The participants are the focus of the photo. Their arms create a frame around their hands, which represents their partnership.

### Image 5

Component	Observations
Content	Harper and his wife are bowing in front of wreath. They are dressed in dark clothing with red poppies. The people behind them are wearing poppies as well. There are people in military uniform behind them.
Vectors	Harper, his wife and the wreath are the participants. Importantly, there is a gaze directed toward the wreath from Harper, suggesting a moment of mourning or reflection. The participants in the background further suggest it is a Remembrance Day ceremony.
Distance and Angles	The long distance suggests this is an impersonal photo, but again, it might instead be a literal action of giving the Harpers space to reflect or grieve.
Colour, Brightness, Illumination and Saturation	The dark colours emphasize the red poppies. The wreath's colours also emphasize its presence.
Composition	The wreath in the foreground and the repetitive lines of people dressed darkly draws attention to it.

### Image 6

Component	Observations
Content	Harper is facing German Chancellor Angela Merkel and they are shaking hands. They are both behind separate podiums. There are multiple Canadian flags in the background.
Vectors	Harper and Merkel are the participants and their gaze and handshake emphasizes their professional exchange.
Distance and Angles	The medium distance suggests this is a social photo. The front and level angle suggests stability and equality.
Colour, Brightness, Illumination and Saturation	There is a heavy use of red colours, which might emphasize the professional setting for a meeting between international leaders.
Composition	Although it hides them, positioning both Harper and Merkel behind the podium bolsters their image as leaders. The straight line of their arms really focuses the image on the handshake, which is slightly off center.

### Image 7

Component	Observations
Content	Harper, Steve Nash, and an unknown youth are standing together and smiling at the camera. Nash's arms around Harper and the teen.
Vectors	Nash, Harper and the unknown youth are the participants. The vector suggests they are friendly.
Distance and Angles	The medium distance suggests this is a social photo.
Colour, Brightness, Illumination and Saturation	Nash's neutral outfit draws attention to him.
Composition	The dark colours on either side of Nash frame him and draw attention to him, especially because he is in the center of the photo.

### Image 8

Component	Observations
Content	Harper is posing with two men, at least one of them appears to be an athlete based on his attire. All three of them are holding or have a hand placed on a gold basketball.
Vectors	Harper, the athletes and the basketball players are the participants. Their body language is stiffer compared to image 7 (also with a basketball player).
Distance and Angles	The medium distance suggests this is a social photo.
Colour, Brightness, Illumination and Saturation	The dark clothing emphasizes the golden basketball.
Composition	Harper looks framed by two taller people, but the forward motion of the gold basketball seems to bring more attention to it.

### Image 9

Component	Observations
Content	Harper is shaking hands with Malala Yousafzai.
Vectors	Harper and Yousafzai are the participants. The vector is the handshake. The gaze is between the participants.
Distance and Angles	The medium distance suggests this is a social photo. The equal and frontal angles show equality and involvement.

Colour, Brightness, Illumination and Saturation	The photo seems slightly out of focus.
Composition	With Harper's height and gaze, the vector and composition lines put focus on Yousafzai.

### Image 10

Component	Observations
Content	Harper is standing over a coffin draped in the Canadian flag and he is about to touch it with his open palm. It looks like a church setting (candles, stained glass windows).
Vectors	Harper and the coffin are the participants. It is assumed the coffin symbolizes Jim Flaherty. The vector of Harper almost touching the coffin is interesting because it shows his grief in motion.
Distance and Angles	The medium distance is considered a social distance, but given the context, it might be a respectable distance to photograph Harper as he participates in the funeral.
Colour, Brightness, Illumination and Saturation	The brightness really emphasizes the Canadian flag. Harper is again dressed in dark clothes, which emphasizes the setting and context.
Composition	The coffin looks like it creates a frame by dividing Harper from the people seated in the background. Harper is off centered in the photo and this gives more attention to the coffin.

### Image 11

Component	Observations
Content	Harper is in a snowy setting with Bonhomme, a mascot for Quebec's winter carnival.
Vectors	Harper and Bonhomme are the participants. Harper is engaged with the mascot and his gaze is toward it. Their body language suggests they are walking or in motion.
Distance and Angles	The medium distance is a social distance. The angle is slightly lower.
Colour, Brightness, Illumination and Saturation	There is a lot of white – perhaps emphasizing the snow and cold. Harper stands out in his black winter clothes.
Composition	Nothing notable.

### Image 12

Component	Observations
Content	Harper and Bonhomme in a snow/ice structure.
Vectors	Harper and Bonhomme are the participants. Their gaze seems to be at the structure or something off camera. Their body language suggests they are in conversation.
Distance and Angles	The medium distance is a social distance. The lower angle gives power to the participants. The front angle suggests involvement.
Colour, Brightness, Illumination and Saturation	The bright coloured spots illuminate the blue/ice structure.
Composition	Bonhomme looks a lot larger in this photo compared to Image 11, so the change in size brings some emphasis to him.

### Image 13

Component	Observations
Content	Harper, an unidentifiable veteran, and one of Harper's ministers are standing together and holding a box with a Canadian emblem on it. There are Canadian flags in the background.
Vectors	Harper, the minister and the veteran are the participants. The box is also a participant and symbolize the gift or award. The body language suggests this is a posed photo.
Distance and Angles	The medium distance suggests this is social photo. The frontal and level angles suggest it is involvement and equality.
Colour, Brightness, Illumination and Saturation	The box is emphasized against the dark clothing.
Composition	Their arms create lines that bring attention to the box, but it is slightly low on the photo.

### Image 14A

Component	Observations
Content	Harper, the Governor General, and the President of France are standing outside (perhaps on a balcony) with a mountain backdrop. They appear to be engaging in conversation.

Vectors	Harper, Hollande and Johnson are the participants. Their gazes suggest they are talking to each other.
Distance and Angles	The medium distance is a social distance. The frontal angle is slight off center, but not enough to be oblique. The angle is also eye level and suggests equality.
Colour, Brightness, Illumination and Saturation	The dark business colours stand out against the bright mountain background.
Composition	The fencing creates some framing around the participants. The relative sizing makes the participants look bigger against the mountain background.

### Image 14B

Component	Observations
Content	Harper is on the phone, seated at a desk in an office setting. He is holding the phone up to his ear with his shoulder.
Vectors	Harper and the phone are the participants. The phone symbolizes the person on the phone. His gaze is downward, toward his desk. This suggests focus.
Distance and Angles	The medium distance is a social distance. The frontal and eye level angles suggest equality and involvement.
Colour, Brightness, Illumination and Saturation	The neutral/darker background gives emphasis to Harper in his brighter/crisper white shirt.
Composition	Nothing notable.

### Image 16A

Component	Observations
Content	Harper is at a podium with a sign that states “Protecting Canadians.” Quebec’s provincial flag is in the background. Harper is speaking with his body forward and his arms raised to shoulder-level.
Vectors	Harper is the participant. His gaze is at the unseen audience behind the camera.
Distance and Angles	The medium distance suggests this is a social photo. The frontal angle suggests involvement. The slightly lower angle gives power to the participant.
Colour, Brightness, Illumination and Saturation	There are a lot of blue hues in this photo, which compliments the blue colour associated with Conservative Party branding.

Composition	The lines of the Québécois flag center Harper and bring focus to him. His arms also create lines that mimic the flag.
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### Image 16B

Component	Observations
Content	Harper is in the House of Commons, shaking hands with an unidentifiable. The Members of Parliament behind Harper are clapping and watching the exchange.
Vectors	Harper and the MPs are the participants. Harper and the man shaking hands suggest a formal celebration or acknowledgement of something happening in their favour in the House. The applauding audience supports this.
Distance and Angles	The medium distance suggests a social photo. While the photo is taken at eye level that suggests equality, the oblique angle suggests detachment.
Colour, Brightness, Illumination and Saturation	The setting's neutral colours suggest it is a professional space.
Composition	Nothing notable.

### Image 18

Component	Observations
Content	An army helicopter (indicated by the designs on the body of the craft) is flying in front of the Peace Tower at Parliament Hill.
Vectors	The helicopter is a participant. It symbolizes the Canadian Armed Forces (CAF).
Distance and Angles	The slightly lower angle gives the participant power. The distance is difficult to gauge and assess based on this photo.
Colour, Brightness, Illumination and Saturation	The colours of the helicopter help solidify its status as an aircraft from the CAF.
Composition	The line of the Peace Tower's column creates some inverted framing.

### Image 19

Component	Observations
Content	Harper is shaking hands with Bill Gates. The setting looks like it might be a room on Parliament Hill. It might be one of Harper's offices because the background features a family photo of him and his family.
Vectors	Harper and Gates are the participants. Their gazes seem to focus on each other and their exchange. The handshake vector suggests this is a formal or professional meeting.
Distance and Angles	The medium distance suggests this is a social photo. The photo is at eye level and suggests equality. The frontal angle suggests involvement.
Colour, Brightness, Illumination and Saturation	The colours and composition are not notable. Again, there are a lot of neutrals (browns, blacks) in the photo, which suggests a business setting.
Composition	The lines of the arms focus the attention on the handshake. I think it looks like Harper and Gates frame the picture of Harper with his family. This is interesting since Gates came to speak to an event discussing women and children.

### Image 20A

Component	Observations
Content	Harper is speaking from a podium with the words "Jobs and Opportunities" on a sign. He is in a manufacturing setting. There is a seated audience as well as a group of people who are dressed like manufacturing workers. Harper is speaking from the podium.
Vectors	Harper is the participant. His gaze and gesture suggests he is speaking to the seated audience. The repetitive stance and body language of the group of people behind Harper makes them look like they are on display.
Distance and Angles	The long distance suggests this is an impersonal photo and it is a slightly high angle, giving the viewer power.
Colour, Brightness, Illumination and Saturation	The neutral floor/background setting really emphasizes the workers dress in white. They look very bright. The blue placard is centered and a unique colour to the photo, so it draws a lot of attention to itself.
Composition	The workers in white and the audience frame harper. He is centered in the photo.

### Image 20B

Component	Observations
Content	Harper is at an ice cream shop with a cup of ice cream in his hand. He is dressed in a suit. He is pointing to some of the ice cream and desserts in the window. There appears to be someone beside him, but the photo cuts him/her off. Behind the counter, there is someone serving Harper.
Vectors	Harper and the ice cream are the participants. Based on his vector and body language, he might be looking at the selection.
Distance and Angles	This is a far distance photo, suggesting it is impersonal. Its angles are front-facing and eye level.
Colour, Brightness, Illumination and Saturation	The brightness seems to focus on the ice cream behind the glass. Harper's dark suit seems to blend into the dark background.
Composition	Nothing notable.

### Image 22

Component	Observations
Content	Harper and two other unidentifiable people are riding snowmobiles in a snowy setting. Harper is difficult to identify because all three participants are wearing helmets.
Vectors	Harper, the unidentified people, and the snowmobiles are the participants. The vectors show them riding the snowmobiles with some momentum.
Distance and Angles	The distance is long, suggesting an impersonal photo.
Colour, Brightness, Illumination and Saturation	The snow illuminates parts of the photo because of the sun's reflection. The brightness juxtaposes the dark figures of the snowmobile riders.
Composition	The lines in the snow and puff of snow in the air create momentum in the photo. Harper is in the foreground and off center.

### Image 23

Component	Observations
Content	Harper is speaking with a member of the Girl Guides as other members look on from the ground/staircase in the background. Harper is holding a box and a badge. He is engaging specifically with one young member and the

	adult troop leader.
Vectors	Harper and the Girl Guides are the participants. The crowd is looking at the exchange between Harper and their peers. The vector suggests the young Girl Guide gave the objects Harper has in his hand.
Distance and Angles	The medium distance suggests this is a social photo. The front and eye level angles suggest involvement and equality.
Colour, Brightness, Illumination and Saturation	Blue is very prominent and it is the colour for Girl Guides.
Composition	Harper is framed, but not in the center. He is placed in the lower right corner.

### Image 24

Component	Observations
Content	Harper and Bill Gates are seated at an event. The background includes signage saying, "Saving every woman every child." They appear to be in conversation. Gates head is slightly turned and it difficult to see his face fully.
Vectors	Harper and Gates are the participants. Their gaze and the vector suggest they are in conversation.
Distance and Angles	The far distance suggests this is an impersonal photo. The angle is slightly oblique and below eye level.
Colour, Brightness, Illumination and Saturation	The colours from the logo (purple, green, blue) stand out against the neutral/cool tones of the rest of the photo.
Composition	Nothing notable.

### Image 25

Component	Observations
Content	Harper is standing behind a podium and speaking into a microphone. There is an audience in front of him and behind him. The background is a large Canadian flag.
Vectors	Harper is the participant. His gaze is toward the audience in the foreground. The vector of him and podium suggests authority.
Distance and Angles	The medium distance suggests this is a social photo. The angle is slightly oblique but kept at eye level.

Colour, Brightness, Illumination and Saturation	The red and white of the Canadian flag is important to the background. It adds a sense of nationalism. The black and neutral tones of the clothing suggest this is a business/professional engagement.
Composition	Harper looks framed by the audience in the front and back. He is off center and almost aligned with the Canadian maple leaf.

## Appendix F: Interpretation of Harper's Least Liked Photos

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### Image 1A

Component	Observations
Content	Harper is handing out ice cream to a veteran. There's a banner in the background with army-based figurines and the word, "Rideau."
Vectors	Harper and the veteran are the participants. The vector is Harper giving the ice cream to the veteran. The gaze seems to focus on the ice cream.
Distance and Angles	The medium distance suggests this is a social photo. The angle is slightly below level, giving power to the participants.
Colour, Brightness, Illumination and Saturation	The photo is fairly average in this component. There are limited changes to depth, saturation, or brightness.
Composition	Harper's body language and the line of his arm extending the ice cream toward him emphasize the veteran.

### Image 1B

Component	Observations
Content	Harper is presenting a box to two people and a third looks on at the exchange. Harper's back is turned to the camera. The background looks like it might be at Parliament Hill, perhaps Harper's office because there are personal photos in the background.
Vectors	Harper, the box and three people are the participants. The box could symbolize the award or gift it might be. The gazes and body language are also directed toward the exchange.
Distance and Angles	Harper's back to the camera is unlike most of his photos and shows detachment. The medium distance is social.
Colour, Brightness, Illumination and Saturation	There is very little colour in this photo: it has a very neutral palette.
Composition	The four figures and the two sets of out reached arms create a frame around the box.

### Image 3A

Component	Observations
Content	It is assumed that the participant in the photo is Harper. His back is turned to the camera. In French, it says it is the 70 <sup>th</sup> anniversary of the Normandy landing and the location and date. The background features musicians and soldiers.
Vectors	Harper is the participant.
Distance and Angles	The back turned, like the previous photo, is unique to Harper's data collection so far. It shows detachment but the close distance also suggests it is a personal photo.
Colour, Brightness, Illumination and Saturation	The depth and darkness of Harper's suit draws attention to Harper. The colourful background emphasizes it.
Composition	Harper is centered and looks distant from the crowd in the background.

### Image 3B

Component	Observations
Content	The Chinese dragon mask is on the floor and in the background, Harper is speaking with members of the Chinese community. The decoration and the attire suggests it is the Lunar New Year.
Vectors	The community members, Harper and the dragon are the participants. The gaze and vector between Harper and the community suggests the conversation.
Distance and Angles	The close distance really emphasizes the dragon and its cultural significance. The low angle gives power to the participants.
Colour, Brightness, Illumination and Saturation	The repetitive red colours references back to the culture behind Lunar New Year. The depth emphasizes the dragon over Harper. The saturation emphasizes the colour in the dragon.
Composition	The dragon is in the foreground and its relative size is bigger. This seems to emphasize it.

### Image 5

Component	Observations
Content	Harper is shaking hands with Australian Prime Minister Tony Abbott. It looks like they are in a hotel conference room.
Vectors	Abbott and Harper are the participants. The vector and gaze are focused on each other. They are in conversation.
Distance and Angles	The medium distance suggests this is a social photo. The frontal angle and eye level angle suggests it involves the viewers and see them as equals.
Colour, Brightness, Illumination and Saturation	The background has poor lighting that has a bit of a golden hue to it. The depth focuses on Harper and Abbott.
Composition	The arms create lines that emphasize the handshake.

### Image 6

Component	Observations
Content	Harper is at a conference about women and children, “Every Woman, Every Child.” He appears to be speaking. He is seated behind a microphone, mirroring his peers, with a name plate.
Vectors	Harper and the members of the event are the participants. At least one participant’s (Margaret Kenyatta’s) gaze is toward Harper, who appears to be photographed mid-speech.
Distance and Angles	The far distance is impersonal and separates the viewer from the conference attendees. The photo seems to be taken from a higher angle to give Harper height as well, giving him some power and height over the viewer and other participants.
Colour, Brightness, Illumination and Saturation	There are a lot of blue hues in this photo. The depth emphasizes Harper and minimizes the participants in the foreground.
Composition	Harper is in the top left corner but the relative size makes him look bigger and a focal point.

### Image 7

Component	Observations
Content	Harper is walking on a red carpet in a court-like setting. He is in the background and a line of foreign soldiers are in a line leading to Harper. One of them is holding an unidentifiable flag. The architecture is dated.
Vectors	Harper and the soldiers are the participants. The soldiers are an interesting feature because they form a line/vector that points to Harper and their gaze mimics this.
Distance and Angles	Harper is far away, so the close distance emphasizes the soldiers.
Colour, Brightness, Illumination and Saturation	The depth emphasizes the soldiers. There are a lot of neutral colours worn and the only real colour is the red carpet and flag. Harper blends into the setting.
Composition	The line created by the soldiers stops at Harper and draws attention to him.

### Image 8

Component	Observations
Content	Harper and Governor General David Johnson look like they are in a hall on Parliament Hill. Johnson is wearing medals and a military uniform. Johnson is pointing at one (of many) plaques against a wall.
Vectors	Harper and Johnson are the participants. Johnson creates a vector with the plaques on the wall. The vector and gaze emphasizes the item they are looking at.
Distance and Angles	The medium distance is social. The angle is straight.
Colour, Brightness, Illumination and Saturation	The neutral background really emphasizes Johnson's uniform.
Composition	The plaques create a repetitive line along the wall that frames Johnson and Harper.

### Image 9

Component	Observations
Content	Harper and an unknown man are seated on two lounge seats, discussing something. The background is blue with the Canada Action Plan's branding on it.
Vectors	Harper and the unknown man are representative

	participants. Their gaze and body language suggests they are in conversation.
Distance and Angles	The long distance suggests this is an impersonal shot. The angle suggests equality and inclusion.
Colour, Brightness, Illumination and Saturation	The blue background relates to the Conservative blue colour. It is a dark photo overall and not very saturated.
Composition	Harper and the man are seated closely to the edge of the photo and their body language seemingly frames the “Jobs and Opportunities” sign placed in between them.

### Image 10A

Component	Observations
Content	Harper is outside with children and another adult. He is kneeled over a small body of water and a child is kneeling with him, holding a net in her hand.
Vectors	Harper, the children, and the adult are the participants. Harper, the adult, and most of the children are focused on the pond or the interaction between the child and Harper.
Distance and Angles	The long distance suggests this is an impersonal shot. The angle suggests equality and inclusion.
Colour, Brightness, Illumination and Saturation	There is a lot of neutral colours, green and pops of blue. It is not too saturated.
Composition	The children and the adult frame Harper. His low stance draws attention to the conversation between him and the child holding the net.

### Image 10B

Component	Observations
Content	Harper is standing with Ukrainian President Petro Poroshenko. They are in front of a royal blue background with the word “NATO” on it. This suggests they are at a NATO meeting.
Vectors	Harper and Poroshenko are the participants. Their gaze and body language suggests they are engaged in a conversation.
Distance and Angles	The medium distance suggests this is a social photo. The angle suggests equality and inclusion.

Colour, Brightness, Illumination and Saturation	The bright blue adds depth to the photo and gives focus to the participants.
Composition	Nothing notable.

### Image 12A

Component	Observations
Content	Harper and another man are lighting candles on an ornate stand. Another man looks on. The two men are dressed in traditional Hindu clothing. In the background, there are Hindu statues.
Vectors	Harper, the men, and the candle stand are the participants. The vector is created through lighting the candles.
Distance and Angles	The medium distance is categorized as a social one. The angle suggests equality and inclusion.
Colour, Brightness, Illumination and Saturation	The photo is pixelated. Kress and van Leeuwen did not mention this but I think it is noteworthy and relevant to this component of the analysis.
Composition	Harper and the man holding the candle create symmetry and frame the candle stand. The focus seems to be on the ceremonial lighting.

### Image 12B

Component	Observations
Content	Harper is shaking hands with an unidentifiable man. The background is black, minus the Canadian flags and Saskatchewan's provincial flag.
Vectors	Harper and the man are the participants. Their handshake is the key vector.
Distance and Angles	The medium distance is categorized as a social one. The angle suggests equality and inclusion.
Colour, Brightness, Illumination and Saturation	The black background draws attention to the flags and participants.
Composition	Nothing notable.

### Image 14

Component	Observations
Content	Harper, a teenage boy, and a man pose for a photo. Harper and the teenager are both holding something, but it is too small to identify. It looks like they are at Parliament Hill.
Vectors	Harper, the teenager the man, and the pin are the participants. The man is likely a parent of the teen, based on the vector between his arm and teen's back. Harper and the teen create a vector as well, but the meaning is lost behind it because of the small item they are both holding.
Distance and Angles	The medium distance is categorized as a social one. The angle suggests equality and inclusion.
Colour, Brightness, Illumination and Saturation	There is little colour or saturation.
Composition	The fingers frame the pin. Harper and the other man frame the teenager.

### Image 15A

Component	Observations
Content	Harper is speaking to three women, one of them is a Dufour-Lapointe sister, but the other two are not easily unidentifiable. The setting has many people in the background.
Vectors	Harper and the Dufour-Lapointe sisters are the participants. Harper's gaze is toward the sister on the far right, but all three sisters have a gaze directed toward Harper. The body language shows they are engaged in a conversation.
Distance and Angles	The medium distance is categorized as a social one. The angle suggests equality and inclusion.
Colour, Brightness, Illumination and Saturation	The photo seems slightly saturated and the dark background emphasizes this.
Composition	The Dufour-Lapointe sisters frame Harper. Two of the three sisters are cut off and this brings emphasis to Harper as well.

### Image 15B

Component	Observations
Content	Harper is the foreground. He is seated behind a microphone and holding a small red, round item in between his fingers. Laureen, his wife, is in the background. The background also includes the “Saving Every Woman Every Child” branding found in a previous photo.
Vectors	Harper, his wife, and the round item are the participants. Harper creates a vector by holding (almost presenting) the item, but his gaze is toward an unseen audience. Laureen’s gaze is also toward this audience.
Distance and Angles	The medium distance is categorized as a social one. The angle suggests equality and inclusion
Colour, Brightness, Illumination and Saturation	The background is very colourful and it contrasts the neutral suit/business attire from the participants. The red pill also stands out for its red colour and saturation.
Composition	Harper’s hand frames the pill and he elevates it to bring attention to it.

### Image 15C

Component	Observations
Content	Harper and two other people are in a manufacturing setting, looking at something unidentifiable, but likely a mechanical tool. They are in conversation.
Vectors	Harper, the two other people and the tools are the participants. Their gaze is toward the materials in the foreground. Their body language suggests they are in discussion.
Distance and Angles	The medium distance is categorized as a social one. The angle suggests equality and inclusion
Colour, Brightness, Illumination and Saturation	The image has a lot of grey and blue tones.
Composition	The table creates a slight frame.

### Image 18

Component	Observations
Content	Harper is speaking from a podium. The Canadian emblem is on the podium and there are Canadian flags in the background.

Vectors	Harper is the participant. His gaze is toward an unseen audience.
Distance and Angles	The medium distance is categorized as a social one. The angle suggests equality and inclusion
Colour, Brightness, Illumination and Saturation	The repetitive red and white colours (flags, tie and shirt) are consistent and hints at nationalism. The saturation emphasizes the red colour.
Composition	The Canadian flags frame Harper and draw attention to his matching tie and shirt.

### Image 19

Component	Observations
Content	Harper is standing in the middle of a group of young adults. The background looks like an office or classroom, with multiple computers and desks. The name “velocity garage” suggests a tech environment as well.
Vectors	Harper and the young adults are the participants. Their gaze is directly at the camera and the vector is how close they are together to represent a group. Harper blends in with the group well since they are all standing the same way.
Distance and Angles	The long distance is categorized as an impersonal one. The high angle suggests power to the viewer.
Colour, Brightness, Illumination and Saturation	There are a lot of different colours worn by the participants and they stand out against the grey and neutral background.
Composition	Harper is centered but the crowd of students does not frame him in a way that focuses the eye on him.

### Image 20

Component	Observations
Content	Harper is at the “Saving Every Woman Every Child” event. He is speaking from a podium. Branding for the event is on the podium and on the background.
Vectors	Harper is the participant. His gaze is for the unseen audience in front of him and he is also creating a vector by gesturing towards them.
Distance and Angles	The medium distance is categorized as a social one. The angle is slightly below eye level, which suggests power to the participant.

Colour, Brightness, Illumination and Saturation	The event's branding is very prominent and saturated.
Composition	Nothing notable.

### Image 21A

Component	Observations
Content	Harper and at least five other individuals are in a meeting for the Canadian Centre for Child Protection. One of the women is speaking. It seems informal because there are name tags on the ground.
Vectors	Harper and the individuals at the meeting are the participants. The gaze and body language suggests they are in a meeting.
Distance and Angles	The medium distance is categorized as a social one. The angle is slightly below eye level, which suggests power to the participants.
Colour, Brightness, Illumination and Saturation	There is some colour in this image but not a lot of saturation or illumination. The Canadian flag is the most saturated element.
Composition	The Canadian flag frames Harper and brings attention to him despite being in the far right section of the photo.

### Image 21B

Component	Observations
Content	Harper is standing and shaking hands with Polish President Donald Tusk. There are Canadian flags in the background.
Vectors	Harper and Tusk are the participants. The gaze is with the viewer/camera, but another vector is created through the handshake.
Distance and Angles	The medium distance is categorized as a social one. The angle is eye level and forward facing.
Colour, Brightness, Illumination and Saturation	There is a lot of red and white colour in this photo with the flags and ties/shirts. It seems slightly saturated.
Composition	Nothing notable.

### Image 23

Component	Observations
Content	Harper is seated with another individual at a NATO event. Jordan's flag is in the background.
Vectors	Harper and the international leader are the participants. The body language is directed toward each other and it looks like they are in conversation.
Distance and Angles	The medium distance is categorized as a social one. The angle is eye level and forward facing.
Colour, Brightness, Illumination and Saturation	The blue in the background is distinctly one NATO has implemented before. It seems saturated.
Composition	Nothing notable.

### Image 24

Component	Observations
Content	Harper and two other participants are seen applauding. Harper and one participant are seated, the other (dressed in traditional Sikh clothing) is standing and in the foreground.
Vectors	Harper and the individuals in the photo are the participants. The vector of their hands in motion suggests applause.
Distance and Angles	The focus of the image is far away, suggesting it is impersonal. This is juxtaposed with the smiles and applause. The angle is front facing and eye level.
Colour, Brightness, Illumination and Saturation	The colour in the traditional clothing has little depth but is the most colourful part of the image.
Composition	The woman is the most colourful aspect of the photo and the eye is drawn to her for her relative size as well, but she is blurry. This emphasizes Harper, who is seated in the far left.

### Image 25

Component	Observations
Content	Harper is behind a podium that states "Victim Bill of Rights." It looks like he is mid-speech.
Vectors	Harper is the participant. There is an audience. The gaze and body language is directed at the audience.
Distance and Angles	The photo is slightly oblique. The middle-length

	distance is social.
Colour, Brightness, Illumination and Saturation	The blue is typically associated with the Conservative brand.
Composition	Harper is in the far left but the shades of blue in the center and right frame him and guides the focus to him.

# Appendix G: The Coded Data Collection

## *Trudeau's Most Liked Photos*

Tracking Date	Original Posting Date	Image Title	Number of Likes	Code
04/26/2015	02/27/2015	Image 1	992	8
04/26/2015	02/15/2015	Image 2	778	7
04/26/2015	11/11/2014	Image 3	755	3
04/26/2015	09/04/2014	Image 4	713	6
04/26/2015	06/12/2014	Image 5	703	5
04/26/2015	12/18/2014	Image 6	701	6
04/26/2015	12/04/2014	Image 7	636	6
04/26/2015	05/01/2014	Image 8	635	6
04/26/2015	02/07/2015	Image 9	602	2
04/26/2015	10/12/2014	Image 10	594	6
04/26/2015	10/16/2014	Image 11	572	6
04/26/2015	05/07/2014	Image 12	547	6
04/26/2015	11/22/2014	Image 13A	497	6
04/26/2015	01/10/2015	Image 13B	497	1
04/26/2015	02/18/2015	Image 15	496	2
04/26/2015	02/28/2015	Image 16	464	6
04/26/2015	01/11/2015	Image 17A	461	1
04/26/2015	02/26/2015	Image 17B	461	6
04/26/2015	04/24/2014	Image 19	454	6
04/26/2015	05/28/2014	Image 20	443	6
04/26/2015	09/15/2014	Image 21A	439	2
04/26/2015	08/21/2014	Image 21B	439	6
04/26/2015	09/23/2014	Image 23	437	5
04/26/2015	09/21/2014	Image 24	418	8
04/26/2015	06/29/2014	Image 25	408	1

## *Trudeau's Least Liked Photos*

Tracking Date	Original Posting Date	Image Title	Number of Likes	Code
04/26/2015	09/13/2014	Image 1	324	2
04/26/2015	08/19/2014	Image 2	323	1
04/26/2015	10/02/2014	Image 3	322	2
04/26/2015	02/20/2015	Image 4	320	1
04/26/2015	11/18/2014	Image 5	314	5
04/26/2015	05/11/2014	Image 6	302	6
04/26/2015	07/01/2014	Image 7	298	6
04/26/2015	07/01/2014	Image 8	295	5
04/26/2015	08/20/2014	Image 9	293	4
04/26/2015	07/03/2014	Image 10	282	2
04/26/2015	04/12/2014	Image 11	280	1
04/26/2015	09/10/2014	Image 12	275	1
04/26/2015	02/20/2015	Image 13	268	1
04/26/2015	07/31/2014	Image 14	259	6
04/26/2015	04/27/2014	Image 15	251	1
04/26/2015	02/12/2015	Image 16	250	1
04/26/2015	09/07/2014	Image 17	236	1
04/26/2015	05/30/2014	Image 18	220	2
04/26/2015	03/28/2015	Image 19	215	1
04/26/2015	04/04/2014	Image 20	207	1
04/26/2015	08/07/2014	Image 21	204	1
04/26/2015	05/11/2014	Image 22A	202	6
04/26/2015	04/22/2014	Image 22B	202	2
04/26/2015	08/12/2014	Image 24	180	2
04/26/2015	06/16/2014	Image 25	142	1

### Harper's Most Liked Photos

Tracking Date	Original Posting Date	Image Title	Number of Likes	Code
04/26/2015	01/15/2015	Image 1	563	7
04/26/2015	11/15/2015	Image 2	533	8
04/26/2015	10/28/2014	Image 3	470	3
04/26/2015	10/23/2014	Image 4	441	3
04/26/2015	11/11/2014	Image 5	415	3
04/26/2015	02/09/2015	Image 6	346	2
04/26/2015	03/21/2015	Image 7	336	8
04/26/2015	03/19/2015	Image 8	305	8
04/26/2015	10/11/2014	Image 9	280	2
04/26/2015	04/16/2014	Image 10	275	3
04/26/2015	02/13/2015	Image 11	273	1
04/26/2015	02/13/2015	Image 12	266	1
04/26/2015	02/15/2015	Image 13	261	7
04/26/2015	11/02/2014	Image 14A	252	2
04/26/2015	02/16/2015	Image 14B	252	2
04/26/2015	02/12/2015	Image 16A	251	5
04/26/2015	03/24/2015	Image 16B	251	2
04/26/2015	05/08/2014	Image 18	246	9
04/26/2015	02/26/2015	Image 19	245	8
04/26/2015	03/30/2015	Image 20A	234	5
04/26/2015	03/12/2015	Image 20B	234	9
04/26/2015	02/13/2015	Image 22	231	4
04/26/2015	03/06/2015	Image 23	227	1
04/26/2015	02/26/2015	Image 24	226	8
04/26/2015	03/05/2015	Image 25	224	2

### Harper's Least Liked Photos

Tracking Date	Original Posting Date	Image Title	Number of Likes	Code
04/26/2015	09/10/2014	Image 1A	142	1
04/26/2015	10/21/2014	Image 1B	142	2
04/26/2015	06/04/2014	Image 3A	140	2
04/26/2015	02/20/2015	Image 3B	140	2
04/26/2015	09/25/2014	Image 5	138	2
04/26/2015	09/25/2014	Image 6	139	2
04/26/2015	06/04/2014	Image 7	137	2
04/26/2015	05/09/2014	Image 8	134	7
04/26/2015	03/12/2015	Image 9	131	2
04/26/2015	05/15/2014	Image 10A	130	1
04/26/2015	09/04/2014	Image 10B	130	2
04/26/2015	10/18/2014	Image 12A	121	1
04/26/2015	03/12/2015	Image 12B	121	2
04/26/2015	04/03/2014	Image 14	114	1
04/26/2015	04/25/2014	Image 15A	112	8
04/26/2015	04/28/2014	Image 15B	112	2
04/26/2015	03/18/2015	Image 15C	112	1
04/26/2015	06/02/2014	Image 18	109	7
04/26/2015	06/20/2014	Image 19	105	1
04/26/2015	05/30/2014	Image 20	102	2
04/26/2015	10/10/2014	Image 21A	101	2
04/26/2015	06/04/2014	Image 21B	101	2
04/26/2015	09/04/2014	Image 23	93	2
04/26/2015	05/07/2014	Image 24	76	1
04/26/2015	04/03/2014	Image 25	69	5

## Appendix H: Complete Selection of Referenced Figures

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Figure 1: Image 10 from Trudeau's Most Liked Photos  
Source: <https://instagram.com/p/uEC979jj9e/>



Figure 2: Image 11 from Trudeau's Most Liked Photos  
Source: <https://instagram.com/p/uOsHw5jj82/>



Figure 3: Image 8 from Trudeau's Most Liked Photos  
Source: <https://instagram.com/p/ndeLIoDj0o/>



Figure 4: Image 12 from Trudeau's Least Liked Photos  
Source: <https://instagram.com/p/sxqKLPDj6m/>



Figure 5: Image 6 from Harper's Most Liked Photos  
Source: <https://instagram.com/p/y53I6VOewh/>



Figure 6: Image 19 from Harper's Most Liked Photos  
Source: <https://instagram.com/p/zkmQ20ue3M/>



Figure 7: Image 5 from Harper's Most Liked Photos  
Source: [https://instagram.com/p/vRt2ylue\\_t/](https://instagram.com/p/vRt2ylue_t/)



Figure 8: Image 3 from Harper's Most Liked Photos  
Source: <https://instagram.com/p/utR3VNOe1w/>



Figure 9: Image 10 from Harper's Most Liked Photos  
Source: <https://instagram.com/p/m3avGpue3i/>



Figure 10: Image 1 from Harper's Most Liked Photos  
Source: <https://instagram.com/p/xf9mKCue9w/>



Figure 11: Image 24 from Trudeau's Most Liked Images  
Source: <https://instagram.com/p/tOPMkZDj61/>



Figure 12: Image 24 from Trudeau's Least Liked Images, with captions and comments.  
Source: <https://instagram.com/p/rnARxJDjzK/>