

Annual Report 2022

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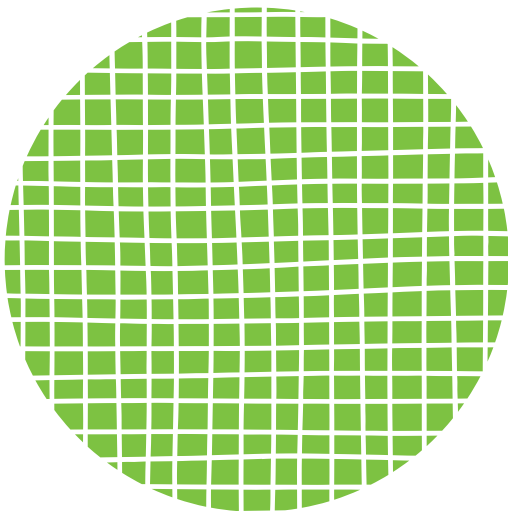
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A message from the Executive Director

Dear friends and supporters,

Welcome to our Annual Report! It seems like everywhere we turn digital media dominates our lives—whether it’s using our favourite streaming and social media platforms (including changes at certain social media platforms) or worrying about issues related to online safety, digital parenting and privacy.

As you’ll see in the coming pages, MediaSmarts continues to work towards our goal of helping all Canadians understand the importance of digital media literacy in their lives.

In 2022, we launched [Digital Citizen Day](#), a new national awareness day highlighting that we are all digital citizens, and we have the power to impact and improve our online spaces for the better. We created a [multimedia platform](#) to help youth push back against online hate, as well as a [card game](#) that teaches algorithmic literacy. We produced videos and tip sheets to help combat propaganda and disinformation. We started work towards developing a [digital media literacy strategy](#) for Canada, bringing together community partners to lay the foundation for a full strategy to come.

We also focused on two fundamental core assets: MediaSmarts launched Phase IV of our landmark *Young Canadians in a Wireless World* study and our team completed an extensive update of our website content. Ensuring that thousands of pieces of content are kept up to date is an enormous task, and we’re proud to be able to deliver the latest information and resources to educators and the general public.

In all our work, we are mindful of the digital divides that exist in Canada: urban/rural, social, economic and cultural, all intersecting with race, class, gender, age and ability. Access to technology and digital media literacy training is crucial for marginalized people in Canada, including Indigenous communities, people living in poverty, newcomers and people with disabilities. We are striving to better our equity, diversity and inclusion practices as an organization, and we engaged with experts in 2022 to identify areas where we can improve and grow. We will be continuing this work and are taking steps every day to ensure our materials are as accessible as possible.

I’m immensely proud of the work our team is doing to further digital media literacy in Canada, and I can’t wait to see what we accomplish in 2023.



Kathryn Ann Hill

Executive Director, MediaSmarts



70 resources
 created or updated, including
 lesson plans, guides and articles

Our impact
 From attending our workshops to
 accessing our free online resources,
 people turned to MediaSmarts to
 improve their digital media literacy skills.



2.6 million views
 of our website resources



Thousands of people
 reached through 60 workshops
 and presentations



Reaching our audience

Our website **MediaSmarts.ca**—our primary service—is home to thousands of free resources. Our social media presence continues to grow as we expand into channels like TikTok and experiment with more video content, offering practical advice and information.

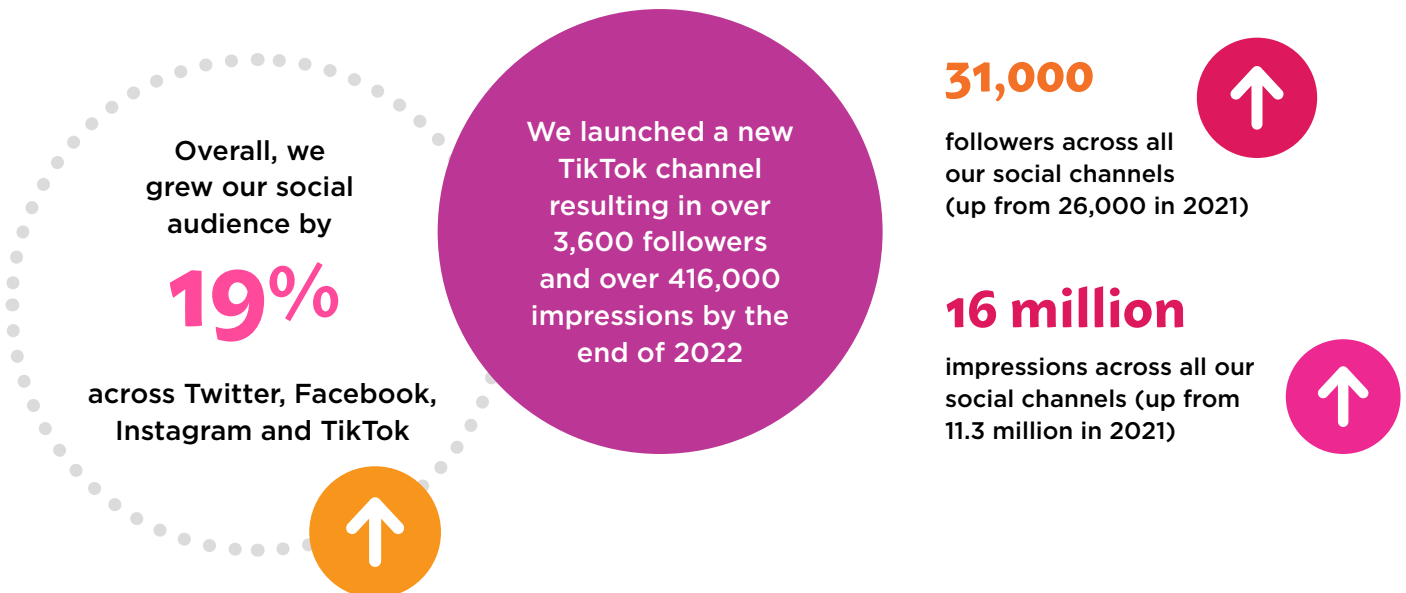
Website



Top 5 most popular resources:

- Break the Fake Resources
- Data Defenders Game
- Gender Stereotypes Resources
- Advertising Lesson Plans
- Media Literacy 101 Videos

Social media





Media interviews

Our experts conducted an amazing **153** media interviews with outlets including TVO's The Agenda, Canadian Press, Toronto Star, Global News and CBC All in a Day.

E-newsletter

10,600

subscribers (up from 9,900 in 2022)

including **1,500**

key education contacts across provincial/territorial ministries and municipal school boards

Media Literacy Week and Digital Citizen Day 2022

Our 17th annual [Media Literacy Week](#) was our best and biggest yet! A record-breaking **140 collaborating organizations** took part and ran activities, including **40+ events**, and we created some brand-new resources for educators to use including a plug and play [video lesson on cyberbullying](#) as well as two new [activity sheets](#) for younger children featuring the house hippo. Our [op-ed](#) about the importance of digital media literacy in tackling issues like disinformation ran in several Postmedia outlets.

We launched our first-ever [Digital Citizen Day](#) with the goal of encouraging all Canadians to remember that **we are all digital citizens** and that we all have a role to play in making our online spaces better. The day brought with it some great engagement on social media and fantastic media attention across the country.

Our reach for Media Literacy Week and Digital Citizen Day:

2.8 million

Facebook & Instagram impressions

Over 84 million

Twitter hashtag impressions

61 million

estimated audience for the press release

10 e-bulletins to

over 9,000

education, industry and other contacts

Over 78,000

website page views

343,789

video views on TikTok

“Media Literacy Week is an opportunity for us to work together to build our media knowledge and make the online world a better place. Education and awareness are the first steps towards a safer internet for our communities and our youth.”

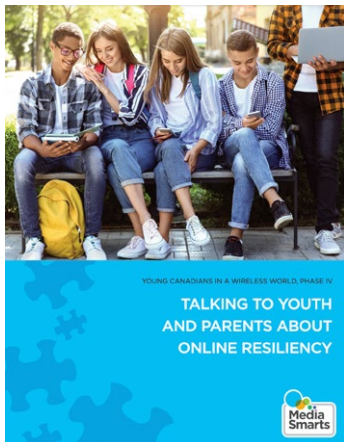
—Pablo Rodriguez, Minister of Canadian Heritage

Research & evaluation

Our team continued MediaSmarts' ground-breaking research into the digital lives of young Canadians, and we began work towards a national digital media literacy strategy for Canada. Our research informs every aspect of our work, including the development of our resources and our recommendations to civil society and policy developers.

Young Canadians in a Wireless World Phase IV

This year marked the release of Phase IV of [Young Canadians in a Wireless World](#), Canada's longest running and more comprehensive research study on young people's attitudes and behaviours regarding the internet, surveying over 20,000 parents, teachers and students since 2000.



A national survey of 1,058 youth ages 9 to 17 was conducted in Fall 2021 for this fourth phase of the landmark study, which was funded in part by financial support from CIRA. In 2022, we released two of the seven anticipated Young Canadians reports: [Life Online](#) and [Encountering Harmful and Discomforting Content](#). Five more reports will be released in

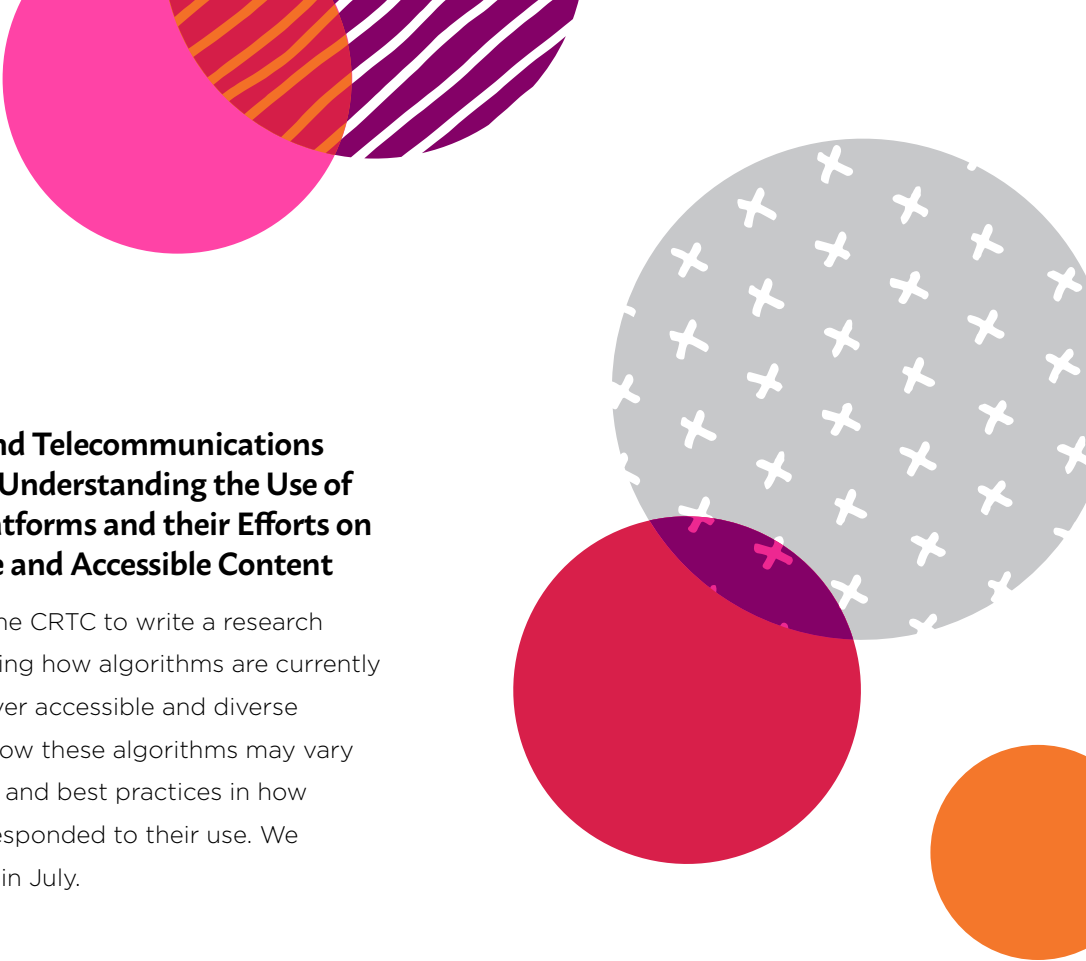
2023 on topics including privacy, online meanness and cruelty, sexting and digital media literacy, as well as a final trends and recommendations report.

This study is foundational to all the work that MediaSmarts does and will continue to inform policy and set benchmarks for research on children's digital lives as we move forward with this next phase of releasing this important research.

From Access to Engagement: Building a Digital Media Literacy Strategy for Canada

In February 2022, MediaSmarts hosted a symposium that brought together key stakeholders and community partners from across Canada who share an interest in developing and implementing a national digital media literacy strategy. The [resulting report](#) summarizes the discussions at the symposium along with key findings from an environmental scan of existing national and international digital media literacy strategies.

MediaSmarts looks forward to working with our partners to continue conversations and efforts towards developing, implementing and ensuring the ongoing success of a digital media literacy strategy in Canada.



Canadian Radio-television and Telecommunications Commission (CRTC) Report: Understanding the Use of Algorithms on Streaming Platforms and their Efforts on the Discoverability of Diverse and Accessible Content

MediaSmarts was contracted by the CRTC to write a research report with the aim of understanding how algorithms are currently being used to highlight and discover accessible and diverse content on streaming platforms, how these algorithms may vary by jurisdiction and the differences and best practices in how various national regulators have responded to their use. We presented the report to the CRTC in July.

Research partnerships

In 2022, MediaSmarts' research staff worked with many academic partners on tri-agency funded research projects, private and public sector interest groups, as well as federal departments including:

- Canadian Radio-Television and Telecommunications Commission (CRTC)
- Canadian Sociological Association, Internet, Technology, and Digital Sociology
- Carleton University, Department of Sociology, Ethnography Lab, and Alumni Mentors Program
- Deloitte, Future of Canada Centre
- House of Commons Standing Committee on Public Safety and National Security on online hate
- House of Commons' Standing Committee on Procedure and House Affairs study on Foreign Election Interference
- Ontario Tech University, Centre on Hate, Bias, and Extremism
- NIA Centre, Project BLACKOUT
- Sedentary Behaviour Research Network (SBRN)
- Serene Risc, Smart Cybersecurity Network
- University of Calgary, Communications Department, Media Literacy and Food Marketing, SSHRC project
- Université de Montréal, The Human Centric Cyber Security Project (HC2), SSHRC project
- University of Ottawa, Faculty of Education
- University of Toronto, Factor-Inwentash Faculty of Social Work, consensual and non-consensual sexting in adolescence, SSHRC project
- Western University, Department of Sociology, Digital Sexual Violence: Supporting Adolescents, SSHRC project
- YWCA Canada, Block Hate

“ Never has it been more critical for students to be digitally literate citizens; MediaSmarts provides everything an educator needs to get them there. ”

-Mario Mabrucco, Toronto-based educator and MediaSmarts Teacher Champion

New resources & programs

We continued to create new resources for homes and classrooms to address timely issues including online hate, mental health, algorithmic literacy and misinformation. We also underwent a massive review of MediaSmarts' website content, which included updates to over 45 website sections, lessons, tip sheets and guides.

Lesson plans

Know It Or Not: Vaccine hesitancy lesson plans in partnership with Digital Public Square

[*Do Sharks Love Ice Cream?*](#)

Lesson plan for Grades 7-9

[*Consensus or Conspiracy?*](#)

Lesson plan for Grades 9-12

Mental health representation in media

[*Screen Stigma: Looking at mental illness in the news*](#)

Lesson plan for Grades 9-10

[*Screen Stigma: Looking at mental illness in popular media*](#)

Lesson plan for Grades 9-10

TVO's Wacky Media Songs

[Lesson plans](#) for Grade K-3

Guides

[*Wacky Media Songs: Parent Springboards*](#)

Break the Fake 2.0: Tip sheets & videos

[*Break the Fake: Spotting hate propaganda*](#)

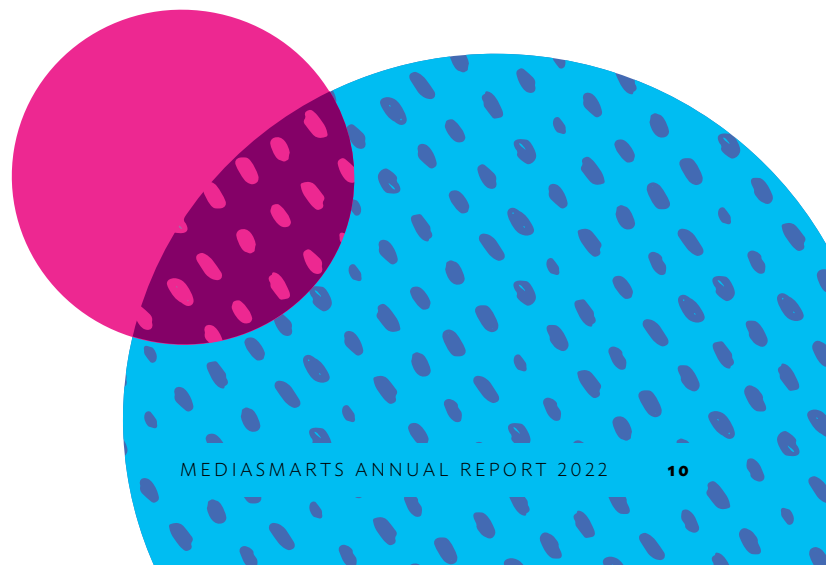
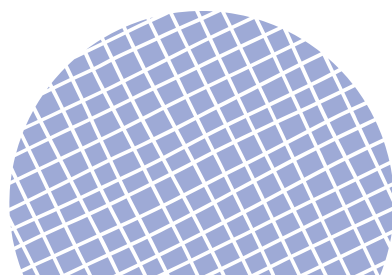
[*Break the Fake: Correcting disinformation*](#)

[*Break the Fake: Critical thinking vs. disinformation*](#)

Games

[*Co-Co's AdverSmarts*](#)

HTML5 version (to replace the Flash version that was no longer supported)



Programs

My Voice is Louder Than Hate: Pushing back against hate in online communities

In 2022 we launched *My Voice is Louder Than Hate*, an intervention program that will empower youth to push back when they encounter hate content online. The program, funded by Public Safety Canada, consists of a multimedia tool, two lesson plans for Grades 9 to 10, a teacher's guide and a teacher training tutorial. A classroom evaluation of the resources was also conducted. The program was launched in May, and we have continued to promote the program through MediaSmarts' website, newsletter and social media accounts.

Over 7,000 web page views

“(This) great new resource from MediaSmarts shows teens simple and practical strategies for pushing back against prejudice and hate.”

—Renee Hobbs on Twitter
@reneehobbs

#ForYou: A game about artificial intelligence and privacy

#ForYou is a card-based pattern-matching game that helps youth aged 13 to 18 understand the role that algorithms play in their online and offline lives, and the value of their personal information to companies that use those algorithms. Funded by the Office of the Privacy Commissioner and designed based on our focus groups with youth, the game is available as both a physical card game and as a printable resource and is supported by a lesson plan, discussion guide and gameplay videos. The game is designed to be delivered in schools or in community spaces like homework or coding clubs.

512 card sets sent

936 card downloads

3,600 web page views

“When (our class used) the lesson and game, I overheard a student leaving say, “That was a really fun class!”

—Grade 9 Teacher piloting *#ForYou* in their classroom

Licensed resources

MediaSmarts' licensed classroom tutorials are available through a licensing arrangement to provincial/territorial departments, school boards, schools, post-secondary institutions and public library systems.

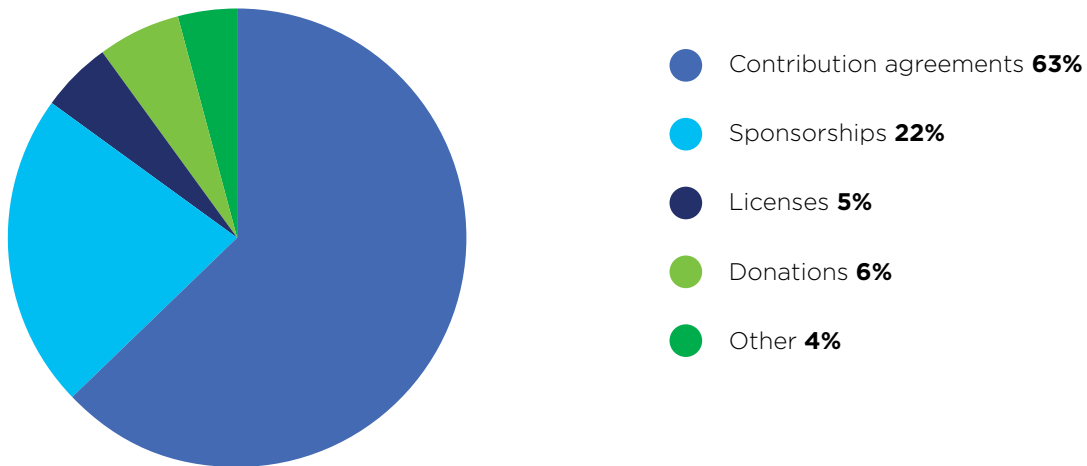
- As of 2022, many education licensees have been using our content for more than 20 years
- Through the licensing program, over 1,500 contacts (representing all 13 provincial and territorial governments, faculties of education, school districts and schools) are kept up to date on MediaSmarts latest research and resources

“We used (MediaSmarts’ contract for new devices) in our home when my son got his first smartphone... it’s a great resource and MediaSmarts’ site is filled with them.”

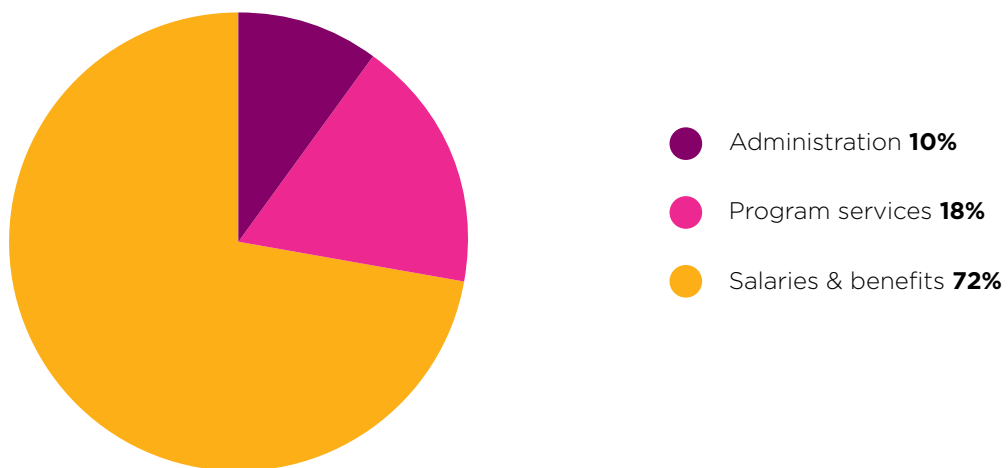
—Kim Schiffman, former Editor-in-chief, Today’s Parent

Financials

Revenues



Expenditures



Message from our Board Chair

It feels as though each year we say that digital media literacy is “more important than ever” but as I reflect on the past year it seems inevitable that we will continue to repeat that sentiment as our technology and media evolve.

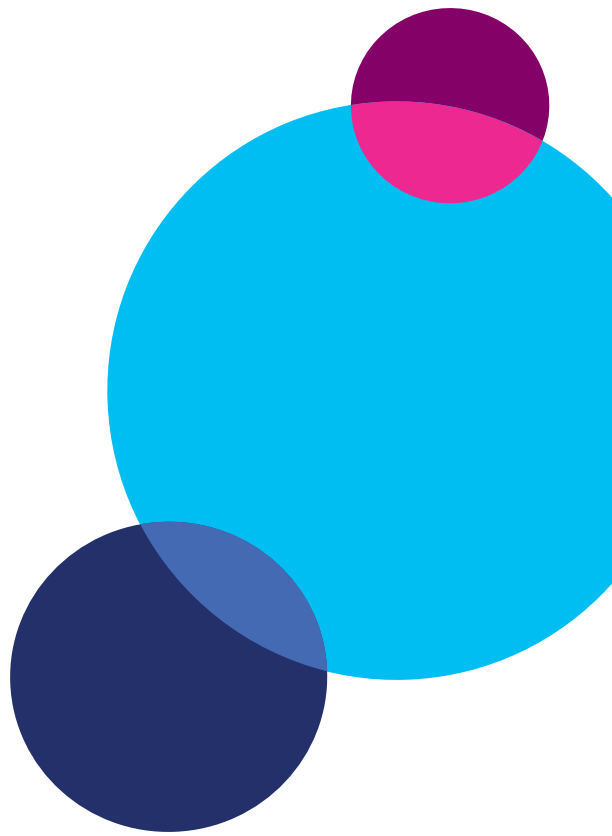
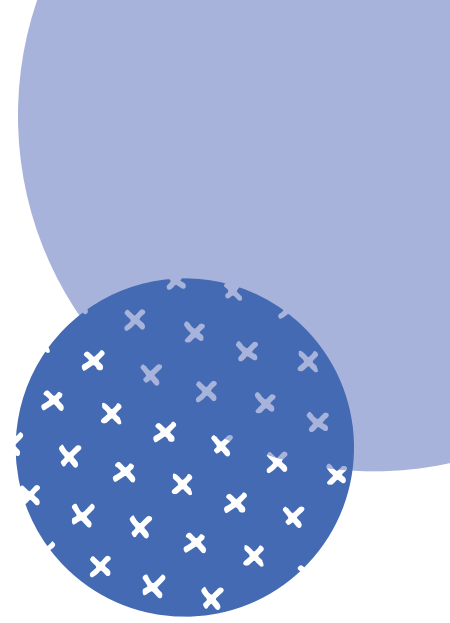
MediaSmarts does crucially important work to deliver free resources to people of all ages that are both accessible and grounded in research. Their unique structure as an organization allows MediaSmarts to do independent research into the lives of young Canadians then create and distribute relevant resources for educators, parents and youth based on that research. Their team’s ability to mobilize knowledge in this way is incredibly impressive and our Board is consistently awed by the talent and dedication of the MediaSmarts staff.

I’d like to thank our dedicated Board of Directors for all their continued efforts and support, as well as our sponsors and supporters who believe in our mission and who make this work possible.

As we look to 2023 and beyond, I’m confident that MediaSmarts will continue to help Canadians improve their critical thinking skills and provide the digital media literacy resources needed to navigate and engage with all media - both offline and online.

David Fowler

Chair, Board of Directors



Sponsors & Partners

We made a greater impact by working with some fantastic organizations to create new resources and mobilize knowledge related to digital media literacy across Canada.

2022 Sponsors



Partners

Agence Science-Pressé

AT&T

BC Anti-Racism Network

Canadian Commission
for UNESCO

Canadian Heritage

Canadian Institutes of Health
Research

Canadian Practitioners
Network for the Prevention of
Radicalization and Extremist
Violence

Canadian Teachers' Federation

CBC Kids

Centre de liaison de
l'enseignement et des médias
d'information

Centre québécois d'éducation aux
médias et à l'information

Digital Public Square

GAPMIL

Get Cyber Safe

Global Centre for Pluralism

Global Network Against Hate

Hands On Media Education

Information and Privacy
Commissioner of Ontario

Innovation, Science and Economic
Development Canada

Institute for Research on Digital
Literacy

Media & Learning

Mental Health in the Digital Age
Lab- Ontario Tech University

Montreal Institute for Genocide
and Human Rights Studies

Office of the Privacy
Commissioner

Public Health Agency of Canada

Public Safety Canada

School Libraries Canada

Science Up First

SecDev Foundation

Sex Information & Education
Council of Canada

Surveillance Studies Network

TELUS Wise

The Information and
Communications Technology
Council

The Sex Information & Education
Council of Canada

Toronto Public Library

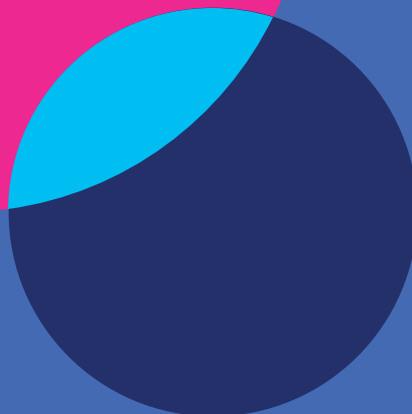
TVO Kids

YWCA



Thank you!

We couldn't achieve our mission without our wonderful and dedicated staff, Board of Directors and sponsors.



mediasmarts.ca