

DIGITAL MEDIA LITERACY AND DIGITAL CITIZENSHIP

Phase IV of Young Canadians in a Wireless World
Canada's most comprehensive study on young people's digital lives



This data was collected during the COVID-19 pandemic amidst lockdowns and shifts between in-person and at-home learning. It's important to consider this context when reading these findings.

METHODOLOGY

1,058

Canadian youth respondents across two surveys, one for Grades 4 to 6 and one from Grades 7 to 11, conducted from September-December 2021.

DEMOGRAPHICS



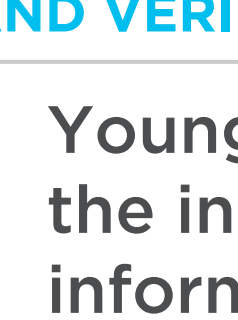
Grades 4-6
Grades 7-11



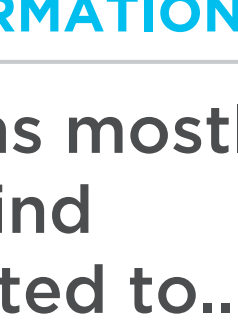
White
Racialized



LGBTQ+
Heterosexual



No identified disability
Identified disability



Boys
Girls

Gender diverse & questioning

FINDING AND VERIFYING INFORMATION



Young Canadians mostly use the internet to find information related to....



68%

Their own hobbies and personal interests



50%

Celebrities and entertainment news



42%

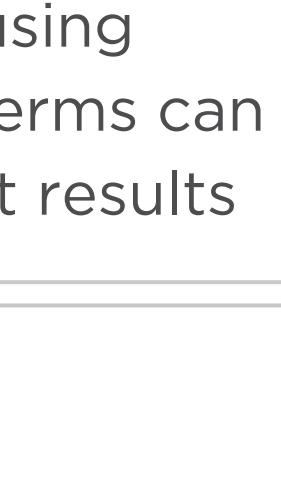
Sports



35%

News, current events or politics

When it comes to looking for information online, young Canadians use relatively savvy searching practices



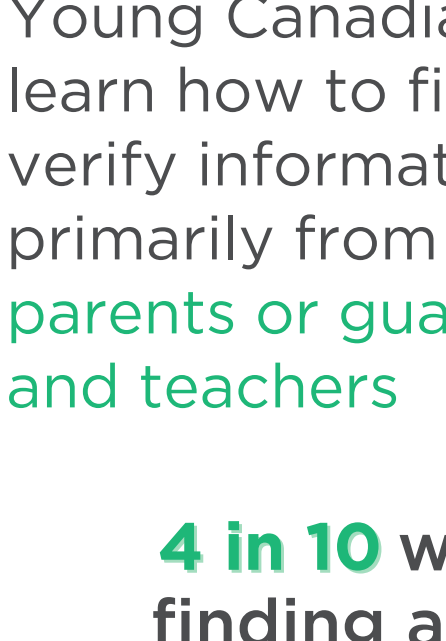
82%

want to ensure they access information from sites they believe are reliable

71%

understand that using different search terms can generate different results

To confirm the reliability of the information they find online, youth tend to...

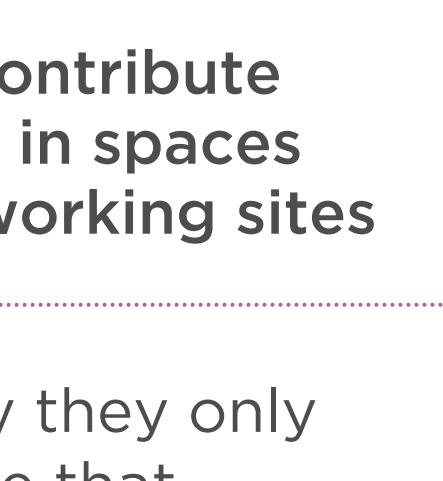


Ask teachers for advice **(74%)**

Check sources already known to be reliable **(73%)**

Look at other websites to see if they say the same thing **(73%)**

Youth are most likely to check whether the content they find online is reliable when they need it for **schoolwork** or for **personal interest**



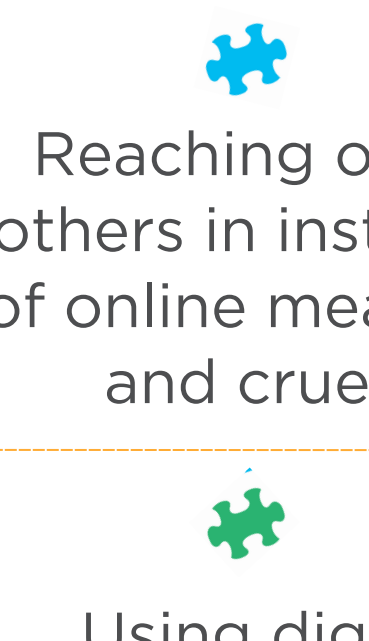
They're less likely to check content they **see on social media** or for content they **plan to share**

LEARNING DIGITAL MEDIA LITERACY SKILLS

Young Canadians say they learn how to find and verify information online primarily from their **parents or guardians and teachers**



4 in 10 want to learn more about finding and verifying information



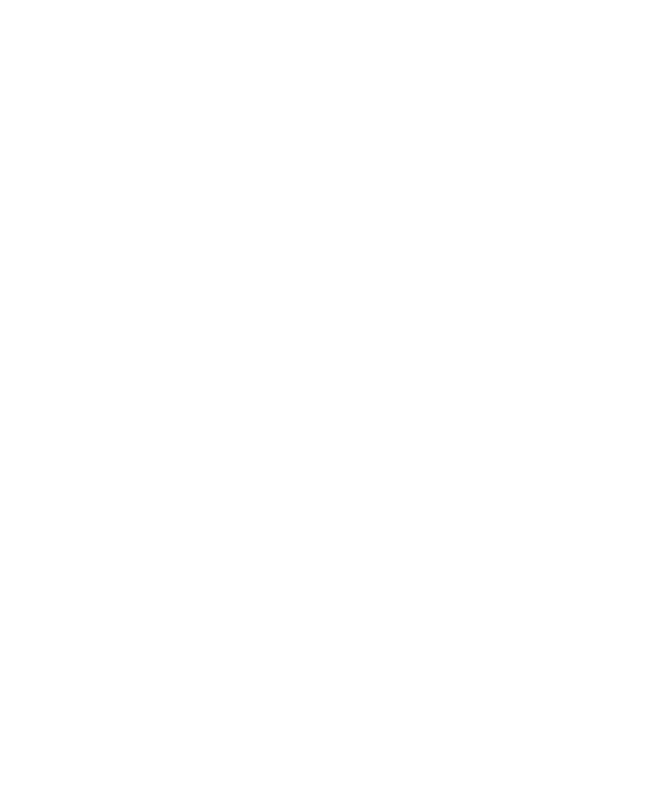
3 in 10 youth said they've never learned what an algorithm is or how it works

When young Canadians want to learn about making and publishing media with their digital devices, they turn to:

Friends (33%)

Parents and guardians (29%)

Teachers (23%)



65% of youth believe their parents or guardians and teachers know **more about digital technology** than they do



DIGITAL CITIZENSHIP

74% feel like they contribute positive things in spaces like social networking sites



34% of youth say they only post things online that they're sure won't offend or upset others

Around the same number **agree** that they're expected to only post positive things online



55% said they post content online about a cause or event they care about

35% of students in Grades 7-11 have joined or supported a specific activist group online

83% think online platforms should supervise what people post and comment, and that platforms should remove bad content

Many young Canadians are **already engaged** in aspects of responsible digital citizenship by:

Reaching out to others in instances of online meanness and cruelty

Being aware of the time and energy they spend online

Using digital technology for social connection with friends and family

Using a variety of verification skills and privacy practices