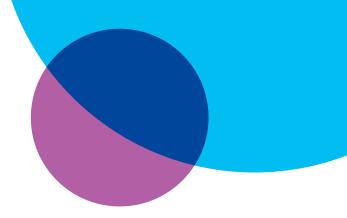


# What We Do

MediaSmarts is Canada's bilingual centre for digital media literacy. A registered charity, MediaSmarts has been conducting research, developing resources and advancing digital media literacy since 1996.

**Digital media literacy** is the ability to critically, effectively and responsibly access, use, understand and engage with media of all kinds.



### OUR RESEARCH-TO-RESOURCE MODEL









### Research and evaluation

We conduct and disseminate original research that informs our resource development and policy issues related to digital media.

### **Education**

We create free, bilingual educational resources and deliver workshops for educators, parents/guardians, youth, older adults and the general public, and we provide internationally recognized expertise in digital media literacy.

### **Awareness and outreach**

We work in partnership with organizations to advance digital media literacy in Canada and elsewhere.

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# **Our Vision**

Empowering people to engage with all forms of media confidently and critically.

## **Our Mission**

Leading the advancement of digital media literacy through world-class research, education, public engagement and outreach.

# **Our Values**

### Collaboration

We prioritize working collaboratively as a team and with partners.

## Learning

We believe life-long learning is essential.

### Inclusion

We support and include diverse experiences and perspectives in everything we do.

### **Integrity**

We are independent and ground all our work in ethical research and evidence.