



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.



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.

Integrity

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

Inclusion

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