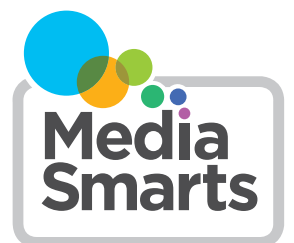
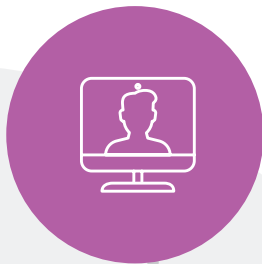


# ANNUAL REPORT

2019





Canada's trusted source for  
digital and media literacy

"We brag all the time about  
using MediaSmarts' resources.  
They are Canadian, based in  
current research, and well  
packaged. It's a no-brainer!"

- Yukon Department of Education contact

We made an impact

**3.3 million** page views and  
**1.2 million** users on [mediasmarts.ca](https://www.mediasmarts.ca)

for our free online resources



We worked with more partners than ever before

Alberta Teachers Association

Apathy is Boring

Agence Science-Pressé

Boys and Girls Club of Canada

Canadian Association of Journalists

Canadian Commission for UNESCO

CBC Kids

CHEO YouthNet

CIRA

Community Information Centre of Ottawa

Canadian Heritage

Canadian Paediatric Society

Canadian Standards Association

Canadian Teachers' Federation

Carleton University

CLEMI

Concordia University

CPN-PREV

Crime Prevention Ottawa

CRTC

Disconnect Challenge Alberta

Elections Canada

Encounters With Canada

eQuality

Facebook

FOSI

Goodly Labs, Berkeley Institute for Data Science

Girl Guides

Historica Canada

ICTC

Imagine Canada

Immunize Canada

Institute Canadian Citizenship

International School Health Network

Internet Society

ISED

National News Media Council

Office of the Privacy Commissioner

Ontario Library Association

Ottawa Public Library

PHAC

PREVNet

Public Safety Canada

Ryerson Democratic Engagement Exchange

Screen-Free Week

Shaw

Simon Fraser University

TELUS

TrendMicro

Twitter

UNESCO GAPMIL

University of Toronto

University of Waterloo

Wattpad

Youth Ottawa

YWCA



We conducted ground-breaking research

## YOUNG CANADIANS PUSHING BACK AGAINST HATE ONLINE

MediaSmarts conducted a national survey of 1,000 youth ages 12 to 16 to better understand their attitudes and experiences with casual prejudice online. The study, funded by Public Safety Canada, found that:

- **80%** of youth think it's important to speak up when they see hate online, but only 10% frequently do so
- Youth look up to adults to model ethical digital citizenship, and have seen adults engaging in prejudice online: **"Adults do it too and kids see that as an example"**
- **70%** said they would be more likely to push back if platforms had clear rules and tools to report the behaviour
- Parents and educators need to be prepared to **support youth in pushing back against casual prejudice** online in safe and respectful ways

"Young people have the power to change internet culture by speaking out against hate when they see it. The Government of Canada is proud to support research into the online experiences of young Canadians, which helps build the evidence we need to help youth prevent and confront the spread of hate and violence on the internet."

—The Honourable Ralph Goodale,  
Minister of Public Safety and  
Emergency Preparedness

How we can empower youth to push back against hate online?



## YCWW PHASE IV: TALKING TO YOUTH AND PARENTS ABOUT ONLINE RESILIENCY

Phase IV of our landmark *Young Canadians in a Wireless World* study began in 2019, starting with focus groups with youth ages 11 to 17 and their parents. Funded by CIRA, [the report](#) showed youth are aware of both the positive and negative aspects of technology:

- Youth use social media to connect with peers and get involved in popular culture, but **fear becoming 'addicted' to their devices** and **prefer face-to-face interactions**
- Schools provide opportunities to **use tech to advance learning**, but sometimes require that students use a device when they would **prefer to use pen and paper**
- “Creepy” **surveillance in the classroom and at home** erodes the trust youth have in the adults

*“It seems like every day we read headlines about the challenges young people face online, but this new research suggests today’s youth are conscientious and savvy, and are setting boundaries with technology so they can participate in what’s happening in real life.”*

—David Fowler, CIRA vice-president, marketing and communications



# We launched new programs and resources

## FEATURED PROGRAMS

### Break the Fake: Public awareness and education campaign

Canadians of all ages learned the importance of checking the facts before sharing anything online through one of MediaSmarts' largest projects to date, funded by Canadian Heritage. This [national public awareness campaign](#)



featured the iconic house hippo in a PSA that reached millions of Canadians through in-kind advertising donated by Bell Media, Corus,

APTN, The Family Channel, Facebook and Twitter.

Online learning materials supported the campaign, including a workshop, lesson plans for K-12, tip sheets, posters, quizzes and a series of videos.

- Over **8.8 million** social media impressions for the campaign
- The **BreaktheFake.ca** page has received over **80,000** visits since October 2019

*"The original house hippo ad was targeted at kids warning them to be skeptical of what they saw on TV. But we now live in a world of the internet, deepfakes and fake news. It makes sense the house hippo needed to level up."*

- Huffington Post

*"This project extends our work to create a safer digital world for women and girls while addressing the need for safety privacy training for women to empower them online and offline."*

- Maya Roy, CEO of YWCA Canada

### DigitalSmarts: Digital literacy skills workshops

*DigitalSmarts* is a digital literacy skills program funded by ISED in partnership with the YWCA to empower and support under-represented Canadians. The program comprises eight workshop modules covering topics like protecting privacy and security online, job searching, using social media and managing screen time for kids.



- Workshops are being delivered by YWCA facilitators across the country
- Content includes facilitator's guides, quizzes, videos and practice sheets, which are also available on the MediaSmarts website

## NEW RESOURCES

**How to tell fact from fake online: A Reality Check Guide**—Educational guide produced in partnership with Facebook’s Canadian Election Integrity Initiative

**Digital Skills for Democracy: Assessing online information to make civic choices**—Lesson plan for Elections Canada

**Check the source**—Digital literacy videos for seniors developed for Elections Canada

**Art Exchange, The Invisible Machine: Big Data and You and Technology Facilitated Violence: Criminal Case Law**—The eQuality Project lesson plans

**Empowering young users to push back against hate online**—recommendations for platforms, based on online hate research funded by Public Safety Canada

**How to push back against hate online**—tip sheet for youth based on online hate research funded by Public Safety Canada

**Talking to kids about hate online**—tip sheet for parents based on online hate research funded by Public Safety Canada

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## NEW LICENSED DIGITAL LITERACY TUTORIAL

**A Day in the Life of the Jos** is a brand new comprehensive digital citizenship tutorial for students in grades six to eight.

Covering topics like cyberbullying, online relationships, privacy and reputation, and authenticating information, students go through five days in the lives of brother and sister Jo and Josie, facing challenges such as deciding whether to post an embarrassing photo of a friend, or responding to “trash talk” in an online game.



“I was really impressed by MediaSmarts’ resources and I would definitely recommend using their lesson plans, especially because they connect so well to (our) curriculum!”

– Shelby Mackey, Saskatchewan high school teacher and blogger

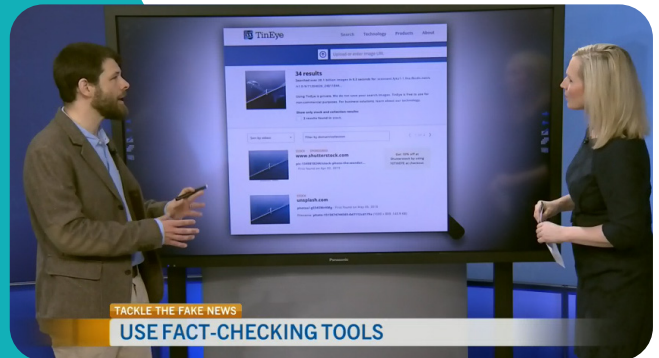
“You are to be commended for your exceptional resources.”

– Northwest Territories Ministry of Education contact



# Engaging with Canadians

Our experts did **154** media interviews with outlets including the CBC, CTV, Radio-Canada, Global News, Canadian Press, *Toronto Star*, *La Presse*, the *Globe and Mail*, the *Wall Street Journal* and more!



## MEDIA LITERACY WEEK 2019

Media Literacy Week is a national awareness week hosted by MediaSmarts and the Canadian Teachers' Federation, with media and digital literacy activities taking place across Canada. The 14th annual Media Literacy Week was our biggest yet, and the featured *Break the Fake* resources were used widely by Collaborators. We also hosted a sold-out launch event in Toronto with guests Timothy Caulfield and Ramona Pringle, hosted by CBC's Jayme Poisson.

"This type of programming is increasingly important. Keep up the good work!"

-Media Literacy Week collaborator



**Thousands**

of participants across Canada



**Over 114**

collaborators nationwide up from 70 in 2018



**4.2 million**

online impressions compared to 1.4 million last year





## SPONSORS 2019

Platinum Sponsor



Gold Donor/ Founding Sponsor



Gold Sponsor

FACEBOOK

Silver Sponsors



Bronze Sponsor



Associate Sponsors

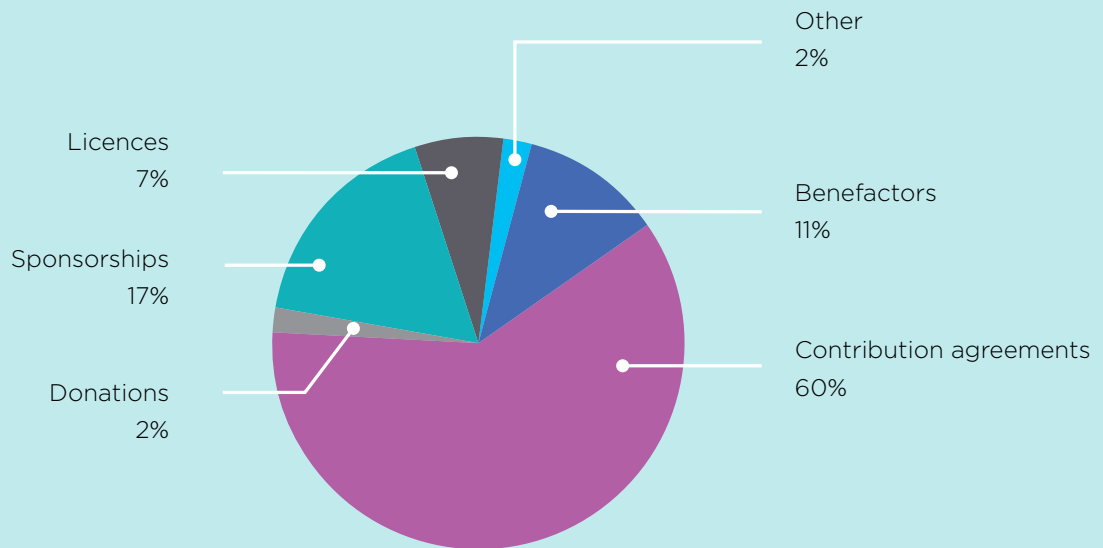


Benefactors

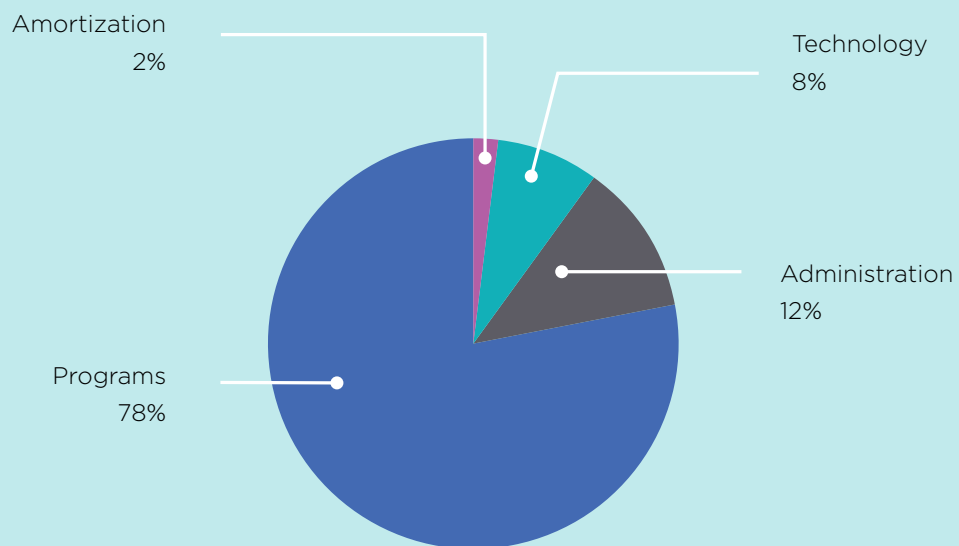


# Financials

## REVENUES



## EXPENDITURES



# Reaching our audience

## WEBSITE

**1.5 million**  
visits

**500,000**  
Canadians

**1.2 million**  
users



## TWITTER

**Over 14,000**  
followers

**Over 2 million**  
impressions

## FACEBOOK

**Over 8,000**  
followers

**11.3 million**  
users reached

**206,000**  
engaged users

## YOUTUBE

**300,000**  
video views

## INSTAGRAM

**Over 1,000**  
followers

**115,000**  
video views

**8,000**  
engagements

## BLOG

**61,000**  
readers

**19**  
blog posts

## E-NEWSLETTER

**6,400**  
subscribers, including:

**1,400**  
key education contacts

