

CANADA'S CENTRE
FOR DIGITAL AND
MEDIA LITERACY



ANNUAL REPORT

2020

A message from the Executive Director



Dear friends and supporters,

As I reflect over the past year and all that MediaSmarts has been able to accomplish in these difficult times, I am immensely proud to be a part of this incredible group of people—Staff and Board—who are dedicated to furthering media and digital literacy in Canada.

In 2020, we've continued to:

- create new programs, courses and resources for Canadians young and old;
- launch timely and important campaigns to help Canadians navigate misinformation in the midst of a global pandemic;
- conduct ground-breaking research and mobilize the findings and recommendations; and
- shatter internal organizational records in the process.

As we look to the future, it is my hope that we continue to make digital and media literacy a priority in Canada, and we look forward to leading the discussion in every way possible.

Sincerely,

Kathryn Ann Hill
Executive Director, MediaSmarts

"Teaching your children about media literacy can help them learn to navigate the internet and figure out if the information they are coming across is true. @MediaSmarts has great resources to get your kids thinking about misinformation: <http://breakthefake.ca>"

—Dr. Theresa Tam (Chief Public Health Officer of Canada)

Reaching our audience

WEBSITE

1.6 million
visits—an increase
of 100,000

1.2 million
users

3.2 million
page views

400,000
Canadians

FACEBOOK

Over 8,000
followers

875,600
total reach

21,500
engaged users



TWITTER

Over 14,000
followers

Over 4.7 million
impressions

**UP BY
2.7 MILLION!**



BLOG

Over 48,000
readers



26 blog posts

YOUTUBE

1,348,295
video views

**UP BY
1 MILLION!**



INSTAGRAM

Over 1,400
followers



1,300
video views

1,300
engagements

E-NEWSLETTER

7,000
subscribers, including:

1,400
key education contacts

Canada's trusted source for digital and media literacy

STRONGER TOGETHER: PARTNERS WE'RE PROUD TO WORK WITH

Action Medias Jeunes

Ad Standards

Agence Science-Pressé

Alberta Teachers Association

Alphanumérique

Atlantic Equity and Research Alliance

Boys and Girls Club of Canada

Canadian Association of Journalists

Canadian Association of Science Centres

Canadian Centre for Justice and Community Safety Statistics

Canadian Commission for UNESCO

Canadian Heritage

Canadian Journalism Foundation

Canadian Marketing Association

Canadian Paediatric Society

Canadian Standards Association

Canadian Teachers' Federation

Carleton University

CBC Kids

Centre d'étude sur les Médias (CEM)

CHEO

CIRA

City of Toronto

CLEMI

Community Information Centre of Ottawa

Concordia University

Connected North

CPN-PREV

Crime Prevention Ottawa

CRTC Disconnect Challenge Alberta


CSA Group

Digital Advertising Alliance of Canada



Digital Ecosystem Research Challenge
Encounters With Canada
Enter the Picture Productions
eQuality
ÉquiLibre
Facebook
Families Canada
Family Online Safety Institute
FOSI
Foundry
FRESH Committee
GAPMIL
Girl Guides of Canada
Global Centre for Pluralism
Global Internet Forum to Counter Terrorism
Goodly Labs, Berkeley Institute for Data Science
Historica Canada
ICTC
Imagine Canada
Immunize Canada
Information and Privacy Commissioner of Ontario
Institute Canadian Citizenship
International Network Against Cyber Hate
International School Health Network
Internet Society
ISED
Kinzoo
Office of the Information and Privacy Commissioner
of British Columbia
Ontario Institute for Studies in Education
Ontario Library Association
Ontario Ministry of Education
Ontario Provincial Police

Ottawa Public Library
PHAC
PREVNet
Public Safety Canada
Ryerson Democratic Engagement Exchange Screen-Free
Week
Science Up First
SecDev Foundation
Shaw
Simon Fraser University
TELUS
The Sex Information & Education Council of Canada
(SIECCAN)
TrendMicro
Twitter
UNESCO
University of Toronto
University of Waterloo
Youth Ottawa
YouthNet
YWCA



"These are absolutely the go-to people on digital literacy in Canada—so great to work with @MediaSmarts through @ciranews Community Investment Program over many years of partnership."

—Maureen James
(Community Investment Program Manager, CIRA)

Continuing our respected
ground-breaking
research

Young Canadians Speak Out: A Qualitative Research Project on Privacy and Consent

MediaSmarts conducted focus groups with 22 youth ages 13 to 16 to better understand their thoughts on and experiences with current online consent processes. Participants also worked in groups to develop new prototypes of their ideal service policies. The study, funded by *the Office of the Privacy Commissioner of Canada's contributions program*, found that:

- Youth said they don't read the long and complicated terms of service documents that come with downloading a new app or using a new platform.
- Some youth were shocked by the possible consequences of data collection, especially the fact that their data profile might impact future employment opportunities.
- Youth used descriptors like 'sketchy' and 'weird' to describe how data is collected and brokered online. They questioned why companies don't have a mechanism to ensure that you've read the policies.
- Generally, participants weren't opposed to data collection, but wanted more clarity and control and for corporations to not take and use data without their explicit consent.



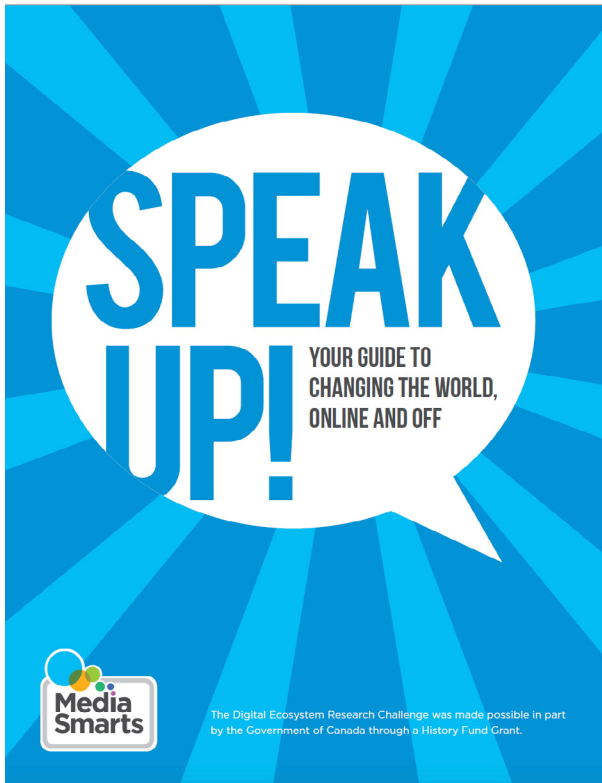
"It just made me realize how public my life really is. I really don't have any privacy... I know I'm going to start paying a lot more attention from now on."

—Erica, 16



In 2020, MediaSmarts' research staff worked with a number of academic partners on tri-agency funded research projects, private and public sector interest groups, as well as federal departments including:

- YWCA Canada
- Canadian Practitioners Network for the Prevention of Radicalization and Extremist Violence (CPN-PREV)
- Sedentary Behaviour Research Network (SBRN)
- Serene Risc, Smart Cybersecurity Network
- Special Committee to Review the Personal Information Protection Act, Legislative Assembly of British Columbia
- Public Safety Canada, The Canada Centre for Community Engagement and Prevention of Violence
- Office of the Privacy Commissioner of Canada
- United Nations, Committee on the Rights of the Child in the Digital Environment
- Sheridan College, Creativity and Creative Thinking Program
- Université de Montréal, The Human Centric Cyber Security Project (HC2)
- University of Waterloo, Stratford School of Interaction Design and Business
- University of Calgary, Department of Psychology
- University of Calgary, Communications Department
- University of Toronto, Factor-Inwentash Faculty of Social Work



FEATURED RESOURCE

Speak up! Your guide to changing the world, online and off

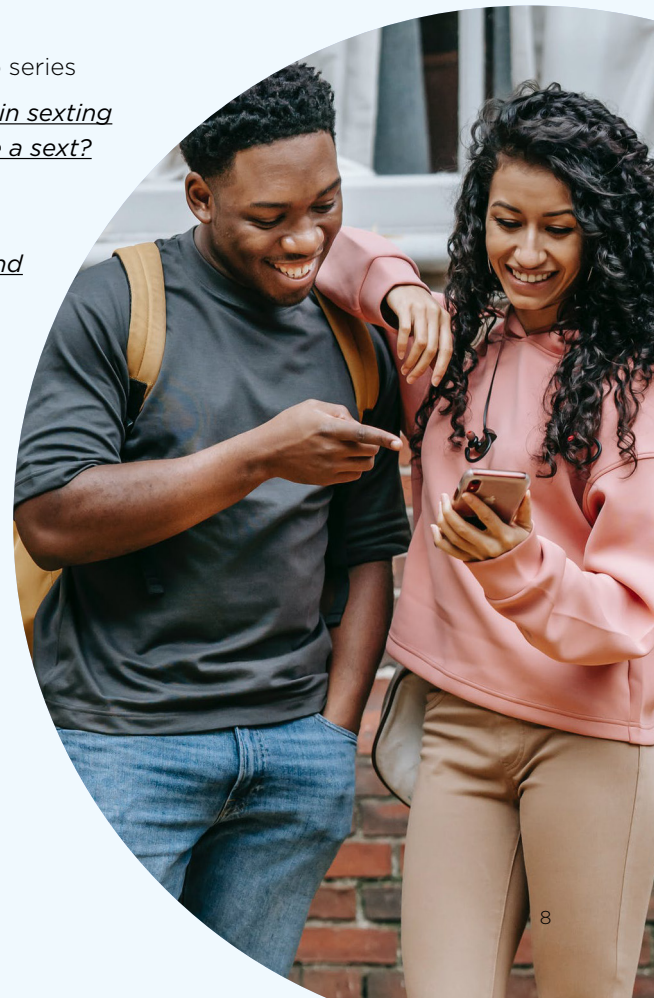
This guide will help show you the ways you can use social networks to make your voice heard and make a difference.

@mediasmarts has amazing resources for digital and media literacy. If your child's classroom is struggling to find quality online content check it out. There are lesson plans and self-guided training courses for teachers.

—@kestenb, Social Media Follower

NEW RESOURCES FOR OUR GROWING AUDIENCE

- **TELUS Wise *There's No Excuse* program:** *There's No Excuse* video series
- Lesson plan: *There's no excuse: confronting moral disengagement in sexting* lesson plan for Grades 11-12; *What should I do if someone sends me a sext?* tip sheet for youth; *Talking to youth about forwarding sexts* guide for parents
- *Young Canadians in a Wireless World, Phase IV: Talking to Youth and Parents about Online Resiliency* research report
- *DigitalSmarts* workshop modules and supporting resources: facilitator's guide, videos, practice sheets
- *Young Canadians Speak Out: A Qualitative Research Project on Privacy and Consent* research report
- *Recommendations for platforms: Youth, privacy and consent* white paper
- *Resources for families and educators staying home during COVID-19*
- *Talking to kids about vaping*
- Lesson Plan: *Mixed Signals*



Informative new programs

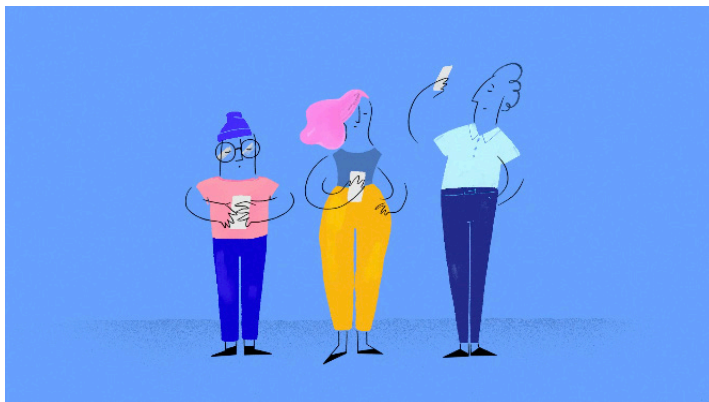
FEATURED PROGRAMS

***Check First. Share After.* A public awareness social media campaign.**

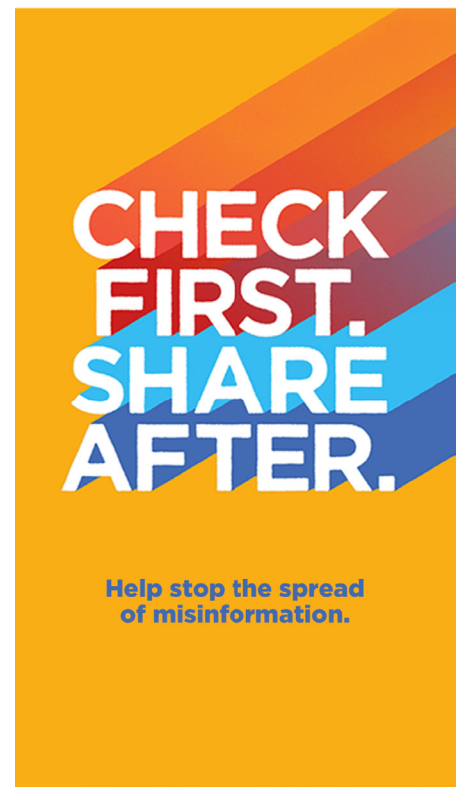
Through *Check First. Share After.*, we encouraged Canadians to check the source of info about COVID-19 before sharing it. The main message of the campaign? There is something we can all do: help stop the spread of misinformation. Featuring a video PSA, an educational website [CheckThenShare.ca](https://www.checkthenshare.ca) and an extensive social media campaign with Canadian celebrity personalities, the social media traffic was fantastic.

51 social media influencers reached 5.8M people including: Michelle Romanow, Rick Campanelli, Sangita Patel, Stephen Sabados and Tanya Kim.

Our [CheckThenShare.ca](https://www.checkthenshare.ca) website received 21,560 visitors from May-December 2020.



Click to play



This program was made possible by the Government of Canada with support from Bell Media, Corus Entertainment, APTN and Facebook.

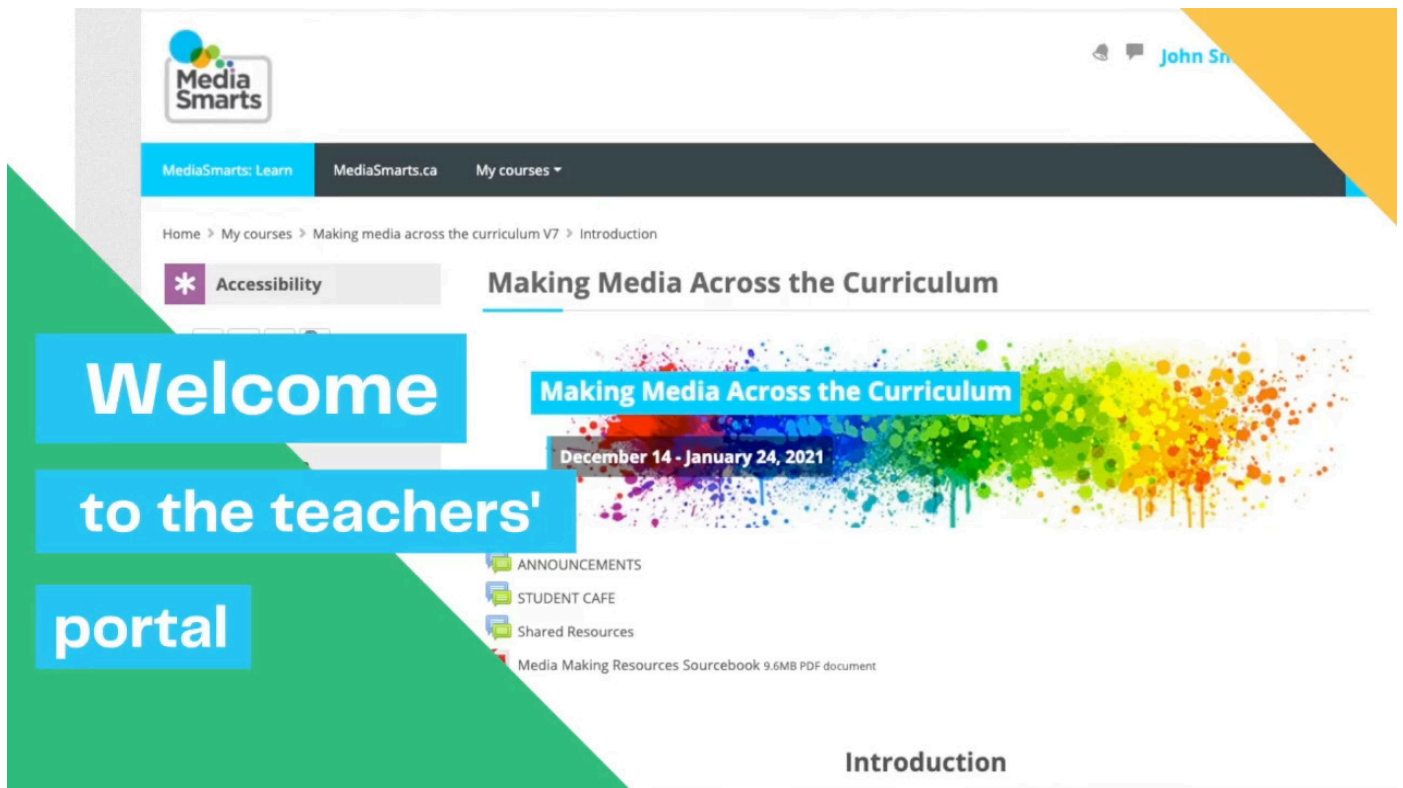
“The fight against false and misleading online information is essential, especially in these uncertain and difficult times. We are very proud to support the work MediaSmarts is doing to empower Canadians and help them identify and obtain reliable information on COVID-19 for their own safety and the safety of those around them.”

—The Honourable Steven Guilbeault (Minister of Canadian Heritage)

Making Media Across The Curriculum

This year, we launched a new, free, self-directed online course for in-service, pre-service teachers and other educators. ***Making Media Across the Curriculum*** provides training and resources to incorporate digital media production such as games, film and animation in their classrooms from kindergarten to Grade 12.

- The course provides participants with personalized instruction and feedback connecting them with other teachers who are exploring digital media production, leading them through discussions of key texts and sample activities and providing guidance in implementing media production in the classroom
- Upon completion of the course, participants will be certified by MediaSmarts as ***Media Maker Experts***



Click to play

This program was funded by the Government of Canada's **Strategic Innovation Fund**

"Thank you for offering this course. I felt it was a great learning opportunity to get more familiar with media in the classroom and connecting with other teachers/experts. I am excited to use my new skills to prepare myself for teaching and for teaching."

—Course Participant

LICENSED RESOURCES

- In 2020 MediaSmarts' licensed resources were being used in every province and territory
- Many have been using our content for 10 -20 years
- Through the licensing program, 1,500 contacts (representing provincial and territorial governments, faculties of education, school districts and schools) are kept up to date on MediaSmarts latest research and resources
- The personal contact gained through licensing activities increases awareness of our mission, our uniquely Canadian research and content and the wealth of free resources that are available on our website



MediaSmarts is a proven leader when it comes to modeling effective use of digital technologies in education and driving best practice in innovative teaching and learning.

—Subject Coordinator, K-12 Technology and Skilled Trades, New Brunswick School District

Engaging with Canadians



Shattering Records! Our experts conducted a whopping **180 media interviews** with outlets including the CBC, CTV, Radio-Canada, Global News, Canadian Press, Today's Parent, the Globe and Mail, Yahoo News, La Presse, Le Droit and more!

MEDIA LITERACY WEEK 2020

Media Literacy Week is a national awareness week hosted by MediaSmarts and the Canadian Teachers' Federation, with media and digital literacy virtual activities taking place across Canada. Our 15th annual **Media Literacy Week** was a great success. We created a new **Teacher's Hub** with curated **lesson plans**, **tip sheets**, **posters** and **videos** with all resources available for use year-round. We even hosted our first fully online-kick-off event featuring Canada's beloved house hippo!



Thousands of participants across Canada

Collaborators from **all across Canada**

Over 6,000 media outlets reached

16,200,000 estimated audience

23,000 teachers reached

Over 228,000 web hits

Over 28,000 YouTube views

Over 78,000 Instagram impressions

Facebook reach of over **424,000**

Close to 86,000,000 impressions of #MediaLitWk on Twitter

4,200,000 online impressions

"Your webinar was fantastic, and the way you adjusted for self-directed learning was genius. Thank you so much for providing such thorough information to help experts share and pass on information to help empower communities!"

—MLW participant

Thank you!

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

2020 SPONSORS

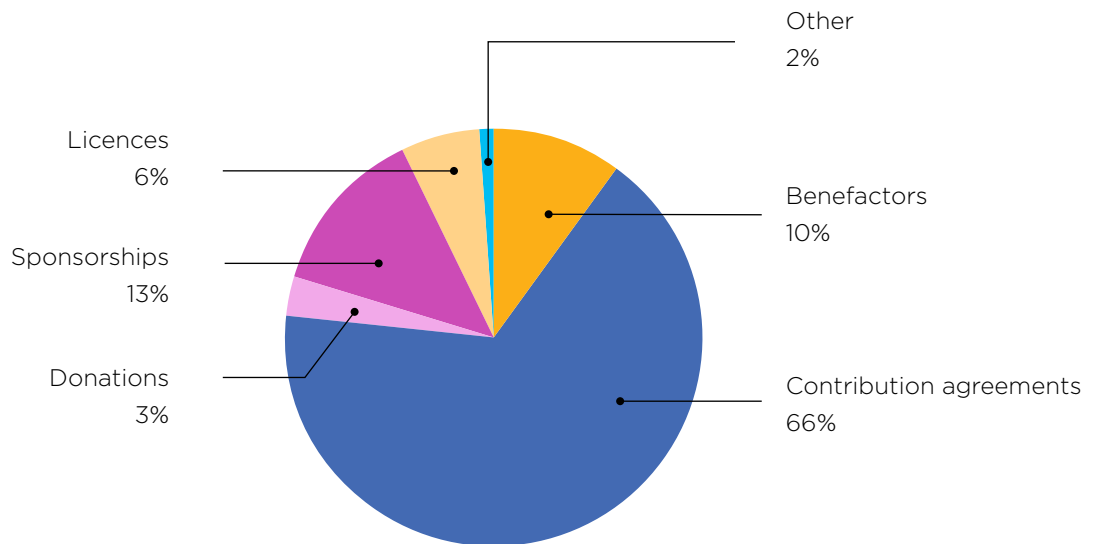


Thank you to our dedicated sponsors and supporters who believe in our mission and in the work that we do to ensure that all children, youth, parents, and trusted adults have the critical thinking skills to engage with media as active and informed digital citizens. This past year was unlike any other; I'd like to take this opportunity to Thank our staff for their herculean effort and dedication in continuing to deliver programs and resources for Canadians during these trying times, and the Board of Directors for their unwavering support and for keeping our vision at the forefront of the great work they do.

Suzanne Morin
Chair, Board of Governors

Financials

REVENUES



EXPENDITURES

