

USE, UNDERSTAND & CREATE:

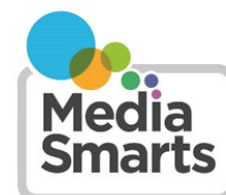
A Digital Literacy Framework for Canadian Schools

What exactly *is* digital literacy, and how can we ensure that students are learning the digital skills they need in school? MediaSmarts classifies competencies for digital literacy according to three main principles: *use*, *understand* and *create*. These principles form the basis for our digital literacy framework.








With Young Canadians need to be able to make good choices about privacy, ethics, safety and verifying information when they're using digital media, and they need to be prepared to be active and engaged digital citizens. Based on our research on digital literacy education in Canada, *USE, UNDERSTAND & CREATE* provides a road map for teaching these skills in Canadian schools. The framework draws on six key aspects of digital literacy (listed in the grid below) and provides teachers with supporting lessons and interactive resources that are linked to curriculum outcomes for every province and territory. The home and school connection is supported by parent tip sheets that are linked to from each resource.

USE, UNDERSTAND & CREATE: A Digital Literacy Framework for Canadian Schools (K-12) was made possible by financial contributions from CIRA through the .CA Community Investment Program.

FRAMEWORK ICON LEGEND



CANADA'S CENTRE
FOR DIGITAL AND
MEDIA LITERACY

<p>Ethics and Empathy</p> 	<p>This category addresses students' social-emotional skills and empathy towards others as well as their ability to make ethical decisions in digital environments when dealing with issues such as cyberbullying, sharing other people's content and accessing music and video.</p>
<p>Privacy and Security</p> 	<p>This includes essential skills for managing students' privacy, reputation and security online such as making good decisions about sharing their own content, understanding data collection techniques, protecting themselves from malware and other software threats, and being aware of their digital footprint.</p>
<p>Community Engagement</p> 	<p>Resources in this category teach students about their rights as citizens and consumers and empower them to influence positive social norms in online spaces and to speak out as active, engaged citizens.</p>
<p>Digital Health</p> 	<p>Digital health skills include managing screen time and balancing students' online and offline lives; managing online identity issues; dealing with issues relating to digital media, body image and sexuality; and understanding the differences between healthy and unhealthy online relationships.</p>
<p>Consumer Awareness</p> 	<p>These skills allow students to navigate highly commercialized online environments. They include recognizing and interpreting advertising, branding and consumerism; reading and understanding the implications of website Terms of Service and privacy policies; and being savvy consumers online.</p>
<p>Finding and Verifying</p> 	<p>Students need the skills to effectively search the Internet for information they need for personal and school purposes, and then evaluate and authenticate the sources and information they find.</p>
<p>Making and Remixing</p> 	<p>Making and Remixing skills enable students to create digital content and use existing content for their own purposes in ways that respect legal and ethical considerations and to use digital platforms to collaborate with others.</p>











Digital Literacy Framework - Grades K-3











Students in the primary grades are already active users of digital technologies, and while they are usually supervised when they go online there are still many issues that need to be considered. For example, younger children (grades K-1) have trouble distinguishing fantasy from reality and tend to accept what they see at face value, including online advertising messages. They trust characters and people they see in the media, which makes them particularly vulnerable to stereotypes.

In grades 2-3, students are still not yet able to think critically about technology, accepting online environments and activities at face value. However, their growing independence means they are looking for more information online, and they are starting to integrate computers and the Internet into their daily lives. With this in mind, it's a good time to introduce:








- skills for search strategies
- recognizing how branded characters, games and activities on websites build brand loyalty
- how to protect their privacy on commercial sites
- the idea that material posted to the Internet can last forever
- the fact that the people we interact with online have feelings

Category	Title	Grades	Description
  	Adversmarts: Introduction to Food Advertising Online	K-1	In this lesson students are introduced to the idea of online advertising and look at the ways that marketers create immersive and appealing online environments that draw and hold children's attention.
  	Adversmarts: Understanding Food Advertising Online	2-3	In this lesson students are introduced to the idea of online advertising and look at the ways that marketers create immersive and appealing online environments that draw and hold children's attention.
 	Can You Spot the Ad?	K-3	In this lesson students will learn about the concept of branded content and will learn to differentiate between branded images and videos and non-branded images and videos in online and offline contexts.



Category	Title	Grades	Description
	Co-Co's AdverSmarts: An Interactive Unit on Food Marketing on the Web	K-3	This interactive unit is designed to help kids recognize the marketing techniques used on commercial websites that target children.
 	CyberSense and Non-sense: The Second Adventure of the Three CyberPigs	3-5	In this game the three CyberPigs learn some important lessons about authenticating online information and observing rules of netiquette. They also learn how to distinguish between fact and opinion and how to recognize bias and harmful stereotyping in online content.
	Finding Balance in our Digital Lives	K-3	In this lesson students look at the different ways in which we spend our free time and learn to find balance between active, learning and media activities.
  	Healthy Food Web	2-3	In this lesson students consider the role of snack foods in a healthy diet and learn about some of the techniques used by online food marketers.
	Internet Time Capsule	K-3	In this lesson students learn about the concept of “time capsules” and then apply the idea by selecting time capsule contents to represent both the time they live in and their own lives and tastes. They then extend this idea to online content, making a “time capsule” of any online content connected to them.
 	Privacy Pirates: An Interactive Unit on Online Privacy (Ages 7-9)	2-4	This tutorial introduces children to the concept of online privacy and teaches them to distinguish between information that is appropriate to give out and information better kept private – and to recognize how this may change in different contexts.



Category	Title	Grades	Description
  	Representing Ourselves Online	K-3	In this lesson students talk about dressing up and taking on identities that are similar to or different from them. They are then introduced to the idea of avatars as a kind of “dressing up” inside video games and consider the ways in which the technical, generic and aesthetic limitations on avatar creation and customization affect their choices and their ability to represent themselves online.
 	Rules of the Game	K-3	In this lesson students consider the importance of the written and unwritten rules that make it possible to learn and play together, online and offline.
	So Many Choices!	K-3	In this lesson students are introduced to the first steps in finding information on the Internet,
	Teaching TV: Film Production: Who Does What?	1-6	In this lesson, students look at the equipment used to produce television and film, and learn about the members of the film



Digital Literacy Framework - Grades 4-6

Students in the junior grades lack sufficient critical thinking skills to surf the Web alone, but MediaSmarts' *Young Canadians in a Wired World* research shows that almost a third never or rarely use the Internet with an adult nearby.

Because they are spending more unsupervised time online, these students need guidance about Internet safety and protection of privacy, and they also need to be taught about good citizenship and responsible Internet use.

As more of their school work requires Internet research, this is also a good time to teach students skills for conducting effective research and for authenticating online content including recognizing marketing messages, bias and stereotyping.



Students at this age are highly active in games and virtual environments, where they need to learn to apply empathy to their online interactions and to resist “upselling” techniques in those environments as well as to manage the amount of time they spend online.

Children this age are also increasingly sensitive to messages about body image and gender norms that they get from media, including digital media, and need help in engaging with these.

Young Canadians in a Wired World backgrounders:

[Profile of Kids in Grades 4-5](#)

[Profiles of Kids in Grades 6-7](#)

Category	Title	Grades	Description
	Avatars and Body Image	4-6	In this lesson students are introduced to the concept of “avatars” and share their experiences creating and playing avatars in video games and virtual worlds.
	Behaving Ethically Online: Ethics and Empathy	4-6	In this lesson students are introduced to the idea that “hot” emotional states such as anger or excitement can make it harder for them to control how they act. They also discuss the concept of empathy and look at the ways in which digital communication can make it harder to feel empathy for other people.
















Category	Title	Grades	Description
 	CyberSense and Non-sense: The Second Adventure of the Three CyberPigs	3-5	In this game the three CyberPigs learn some important lessons about authenticating online information and observing rules of netiquette. They also learn how to distinguish between fact and opinion and how to recognize bias and harmful stereotyping in online content.
	Game Time	4-6	In this lesson students consider the positive aspects of video games as well as the ways in which games may take time away from other activities they enjoy. Students are introduced to the idea of balancing game and screen time with other parts of their lives and learn about the reasons why they may be tempted to spend more time playing games or find it difficult to stop playing.
 	Introduction to Cyberbullying: Avatars and Identity	5-6	In this lesson students are provided with opportunities to explore the ways that digital media leave out many of the cues that prompt us to feel empathy and discuss the importance of using empathy and common sense when talking to others online.
   	Jo Cool or Jo Fool	6-8	This interactive online module takes students through a CyberTour of twelve mock websites to test their savvy surfing skills.
   	Passport to the Internet: Student tutorial for Internet literacy (Grades 4-8)	4-8	This licensed interactive tutorial teaches students the critical thinking skills they need to apply to their online experiences, including online safety, authenticating online information, recognizing online marketing ploys, protecting their privacy, managing online relationships and dealing with cyberbullying.



Table Continues...







Category	Title	Grades	Description
 	Pay For Play	4-6	In this lesson students discuss their experiences playing free online games and then learn the costs of these “free” games in the form of paying with money, sharing personal information or providing attention to advertising or branded content.
	Privacy Playground: The First Adventure of the Three CyberPigs	3-5	In this game the CyberPigs play on their favourite website and encounter marketing ploys, spam and a close encounter with a not-too-friendly wolf. The purpose of the game is to teach kids how to spot online marketing strategies, protect their personal information and avoid online predators.
 	Privacy Pirates: An Interactive Unit on Online Privacy (Ages 7-9)	2-4	This tutorial introduces children to the concept of online privacy and teaches them to distinguish between information that is appropriate to give out and information better kept private – and to recognize how this may change in different contexts.
	Stay on the Path Lesson One: Searching for Treasure	5-6	This four-lesson unit on search skills and critical thinking teaches students how to target and specify their online searches to avoid unwanted results, how to judge whether a link, search result or website is legitimate or phony and how to find legitimate sources online for media works such as music, videos and movies. In this first lesson students learn how to create well-defined search strings and to use tools and techniques such as bookmarking, browser filters and search engine preferences to avoid unwanted material.

Table Continues...










Category	Title	Grades	Description
	Stay on the Path Lesson Two: All That Glitters is Not Gold	5-6	In the second lesson in the <i>Stay on the Path</i> lesson unit, students learn how to authenticate online information by comparing “facts” from the website www.allaboutexplorers.com with more authoritative sources.
	Stay on the Path Lesson Three: Treasure Maps	5-6	In the third lesson in the <i>Stay on the Path</i> unit, students apply what they have learned in the first two lessons to find and verify information online.
 	Stay on the Path Lesson Four: Scavenger Hunt	5-6	In the fourth lesson in the <i>Stay on the Path</i> unit, students apply their searching and critical thinking skills to learn how to find legitimate online sources for downloading and streaming movies, music and videos.
	The Hero Project: Authenticating Online Information	4-8	In this lesson students are introduced to Internet search skills through researching a personal hero. By focusing on the early parts of the research process, students learn to select well-defined topics, ask relevant research questions and select effective keywords.
	Teaching TV: Film Production: Who Does What?	1-6	In this lesson, students look at the equipment used to produce television and film, and learn about the members of the film production team and their duties.

Table Continues...



Category	Title	Grades	Description
	Understanding the Internet Lesson 1: Using the Internet	4-6	This four lesson unit looks at what the Internet is, how information travels online and how to use the Internet safely for a variety of purposes with a focus on communications. In the first lesson students explore their own experiences with online activities, build a common vocabulary of online-related terminology and identify purposes and methods of online interactions from the user's perspective.
	Understanding the Internet Lesson 2: Pathways and Addresses	4-6	In the second lesson in the Understanding the Internet unit, students gain a greater understanding of how messages are sent and received over the Internet.
	Understanding the Internet Lesson 3: Build Understanding	4-6	In the third lesson in the <i>Understanding the Internet</i> unit students identify and classify their own interactions with the Internet and will engage in a collaborative critical thinking activity that will have them examine the Internet from a variety of perspectives.
	Understanding the Internet Lesson 4: Communication and Social Media	4-6	In the fourth lesson in the <i>Understanding the Internet</i> unit, students compare and contrast a variety of online social networking platforms and build an understanding of how they work to share messages. They will reflect on basic online rules and explore concepts of safety and privacy when accessing and sharing information online.
	Winning the Cyber Security Game	5-8	In this lesson students discuss their online experiences and learn how to minimize the potential risks that may be associated with them.



Digital Literacy Framework - Grades 7-8

Intermediate students still need continued guidance regarding Internet safety and protection of privacy, good citizenship and responsible Internet use. By this age, however, they can also assume more responsibility for the online spaces and communities they are part of: this is a good time to encourage positive social norms around sharing information and communicating online.

Given their increasing use of the Internet to find information, now is also a good time to introduce strategies for determining authorship and authority of online information so they can recognize good health information, biased or hateful content, and online scams and hoaxes.








At this age media influences on gender norms and body image are becoming more intense. Children need to learn to apply key media literacy concepts to online spaces such as social networks.

Children this age are also starting to form more intense friendships and, in some cases, beginning romantic relationships, as well as sharing more personal content online. They need to learn to recognize the qualities of healthy and unhealthy relationships and to make good choices about how they handle others' personal information.













Young Canadians in a Wired World backgrounders:

[Profile of Kids in Grades 6-7](#)















[Profiles of Kids in Grades 8-9](#)

Category	Title	Grades	Description
  	Allies and Aliens: A Mission in Critical Thinking	7-8	This interactive module is designed to increase students' ability to recognize bias, prejudice and hate propaganda on the Internet and in other media.
 	Behaving Ethically Online: Ethics and Values	7-8	In this lesson students consider how we come to hold values and how they affect our behaviour, especially online.
 	Cyberbullying and Civic Participation	7-8	In this lesson students explore the concepts of rules, values and ethics and learn how they influence our decision-making, and how they can contribute to creating positive online cultures.






















Category	Title	Grades	Description
 	Cyberbullying and the Law	7-8	In this lesson students learn about and discuss the legal aspects of cyberbullying. They review a variety of hypothetical scenarios and a case study, and they consider the seriousness of the situations, who is legally responsible, what action (if any) should be taken and by whom.
	Deconstructing Web Pages	7-10	In this lesson students apply the “5Ws of Cyberspace” to sources of information they find online. Assuming the role of a student researching a science project, students must authenticate the information in an online article about the artificial sweetener, aspartame.
 	Finding and Authenticating Online Information on Global Development Issues	7-12	In this lesson students learn strategies for using the Internet effectively to research global development issues.
 	Hate 2.0	8-10	In this lesson students learn about the ways in which hate may be encountered online strategies for confronting online
 	Hate or Debate?	8-10	In this lesson students learn about the difference between legitimate debate on a political issue and arguments that are based on hate.
  	I heard it 'round the Internet: Sexual health education and authenticating online information	7-9	In this lesson students consider the use of the Internet as a research tool and learn how to use search engines more effectively. They then apply these newfound skills to investigating popular myths about sexuality and contraception.











Category	Title	Grades	Description
	ICYouSee: A Lesson in Critical Thinking	8-10	In this lesson students use a web-based activity to help them think critically about how to determine the quality of web resources.
    	Jo Cool or Jo Fool	6-8	This interactive online module takes students through a CyberTour of twelve mock web-sites to test their savvy surfing skills.
 	Online Marketing to Kids: Protecting Your Privacy	6-9	This two lesson unit on online marketing explores the various ways companies use the Internet to target young people. The first lesson introduces students to the ways in which commercial websites collect personal information from kids and to the issues surrounding children and privacy on the Internet.
	Online Marketing to Kids: Strategies and Techniques	6-9	The second lesson in the <i>Online Marketing to Kids</i> unit introduces students to the online marketing techniques that are used to target children on the Internet.
   	Passport to the Internet: Student tutorial for Internet literacy (Grades 4-8)	4-8	This licensed interactive tutorial teaches students the critical thinking skills they need to apply to their online experiences, including online safety, authenticating online information, recognizing online marketing ploys, protecting their privacy, managing online relationships and dealing with cyberbullying.
	Playing With Privacy	7-8	In this lesson students are introduced to the idea that their gaming experiences may compromise their personal information. Students consider the ways in which games may gather or solicit information about them and learn about tools which they can use to control their personal privacy, and then discuss the trade-offs between protecting their privacy and enjoying a full game experience.



Category	Title	Grade	Description
	Privacy and Internet Life: Lesson Plan for Intermediate Classrooms	7-8	In this lesson students are made aware of online privacy issues, primarily those relating to giving out personal information on social networking sites such as Facebook.
   	Promoting Ethical Behaviour Online	7-9	In this lesson students learn about ways to manage their privacy and reputation online by exploring their digital presence and to make good choices about sharing other people's content online.
   	Put Your Best Face Forward	7-9	In this lesson students start by discussing the phenomenon of "selfies" and serve as experts in advising the teacher on the standards by which the "best" selfies are judged. They then discuss a number of statements taken from interviews with youth that highlight issues of self-representation, body image and gender standards, and learn about "photoshopping" images.
  	Scapegoating and Othering	8-10	In this lesson students develop a deeper understanding of scapegoating and othering and how these factors may contribute to the promotion of hatred and intolerance.
  	Taming the Wild Wiki	7-9	In this lesson students are introduced to Wikipedia, the user-edited online encyclopedia, and given an overview of its strengths and weaknesses as a research source. They are taught how to evaluate the reliability of a Wikipedia article and then attempt to improve an existing article.
   	That's Not Cool: Healthy and Respectful Relationships Online	7-8	In this lesson, students explore unhealthy relationship behaviours relating to digital media including: pressuring others to share private content, cyberstalking, harassment and abuse of trust.



Category	Title	Grades	Description
	The Hero Project: Authenticating Online Information	4-8	In this lesson students are introduced to Internet search skills through researching a personal hero. By focusing on the early parts of the research process, students learn to select well-defined topics, ask relevant research questions and select effective keywords.
  	Understanding Cyberbullying : Virtual vs. Physical Worlds	7-8	In this lesson students explore the verbal and visual cues that we rely on to understand how other people are feeling. They then consider the differences between online and offline communication and discuss how these differences may make it difficult to understand the effect our words and actions have on others online.
	Video Games	7-9	In this lesson students are introduced to the ways video games may impact their mental and physical health.
	Who Knows? Your Privacy in the Information Age	8-10	In this lesson students explore issues relating to privacy through a series of activities, surveys and quizzes.
 	Winning the Cyber Security Game	5-8	In this lesson students discuss their online experiences and learn how to minimize the potential risks that may be associated with them.



Digital Literacy Framework - Grades 9-12

Given their autonomy, teens can no longer be forbidden to do things, especially online. Rigid bans don't work because teens are at an age where they are trying to establish their own rules and can easily get around those they disagree with. More importantly, heavy restrictions shut down discussions between adults and teens about how to safely diminish risks, which teens are very interested in doing.

Contrary to popular belief, cyberbullying remains a problem in high school. Students in these grades should learn the ways that they can speak out and make a difference, both in cases of individual cyberbullying and in building more tolerant and respectful online spaces.

Cell phone ownership also peaks in older grades. That makes it essential to teach these students how to balance their online and offline lives and deal with the stresses of social media. Because teens are constantly building a digital footprint as they send and share content online, it's also important that they learn how to make a positive impression and to consider the need to get consent before sharing a photo or any other content belonging to someone else.






Secondary students turn to the Internet for news and current affairs, making it essential that they learn to use finding and verifying skills both inside and outside the classroom.

Teens depend on media such as TV shows, magazines, the Web and social media to learn about topics of interest, especially subjects that are embarrassing or taboo such as sexuality, relationships and mental health issues. Media literacy education is also needed to critically engage with representations of sexuality in media.

Young Canadians in a Wired World backgrounders:

[Profiles of Kids in Grades 8-9](#)










[Profiles of Kids in Grades 10-11](#)







Category	Title	Grades	Description
 	Alcohol on the Web	9-10	In this lesson, students explore issues surrounding the marketing of alcoholic beverages on the Internet.
  	Authentication Beyond the Classroom	9-10	In this lesson, students discuss “viral” photos, videos and news stories that spread via social media. They are shown how challenging it is to authenticate these using only their content and are introduced to tools and techniques for gauging their accuracy based on context.




































Category	Title	Grade	Description
	Bias in News Sources	9-12	In this lesson students consider the meaning of the words “bias” and “prejudice” and consider how bias may be found even at the level of individual words due to connotation. Students are introduced to the key media literacy concept that media contain ideological messages and have social and political implications in considering why it is particularly important to consider possible bias in news reporting.
	Challenging Hate Online	10-12	In this lesson students learn how digital media is used to promote or combat hatred and intolerance.
	Click if You Agree	7-9	This interactive game helps students make sense of legal documents for websites and apps.
	Cyberbullying and the Law	9-12	In this lesson, students learn about and discuss the legal aspects of cyberbullying.
	Dealing With Digital Stress	9-12	In this lesson students reflect on the ways in which digital media can cause stress.
	Deconstructing Web Pages	7-10	In this lesson students apply the “5Ws of Cyberspace” to sources of information they find online. Assuming the role of a student researching a science project, students must authenticate the information in an online article about the artificial sweetener, aspartame.
	Digital Outreach for Civic Engagement	9-12	In this lesson, students will design a community outreach promotional campaign in order to effect real change that matters to them.



Category	Title	Grade	Description
 	Digital Storytelling for Civic Engagement	9-12	In this lesson, students will create a Digital Story which addresses a topic, theme or issue that is affecting them. All stages of production will be covered, including research, storyboarding their idea into a visual organizational layout, practicing capturing quality photographs and interviews, and finally weaving their Digital Story into a finished project using computer editing software.
 	Finding and Authenticating Online Information on Global Development Issues	7-12	In this lesson students learn strategies for using the Internet effectively to research global development issues.
	First Do No Harm: Being an Active Witness	9-12	In this lesson, students consider how difficult and complicated it can sometimes be to do the right thing. Students are asked to consider whether they agree with a number of widely-held moral principles and then are asked to consider a moral dilemma in which a number of moral principles are in conflict, reflecting on how their view of it may change based on the details of the scenario.
	First Person	9-12	In this lesson students consider diversity representation in video games by identifying examples of diversity in the games they play, comparing their findings to statistics on diversity in the Canadian population.
	Free Speech and the Internet	10-12	In this lesson students learn about the inherent tension within democratic societies between freedom of expression and freedom from hatred. They also learn how Canada has addressed these issues within the <i>Criminal Code of Canada</i> , the <i>Canadian Charter of Rights and Freedoms</i> and human rights legislation in Canada.
 	Hate 2.0	8-10	In this lesson students learn about the ways in which hate may be encountered online strategies for confronting online hate.













Category	Title	Grade	Description
 	Hate or Debate	7-8	In this lesson, students explore unhealthy relationship behaviours relating to digital media including: pressuring others to share private content, cyberstalking, harassment and abuse of trust.
	Hoax? Scholarly Research? Personal Opinion? You Decide!	10-12	This lesson is designed to help students determine the validity of information that is presented to them on the Internet. After reviewing a series of evaluation techniques for online resources, students form groups to assess selected websites based on accuracy and authority, advocacy and objectivity, and currency and coverage.
 	I heard it 'round the Internet: Sexual health education and authenticating online information	7-9	In this lesson students consider the use of the Internet as a research tool and learn how to use search engines more effectively. They then apply these newfound skills to investigating popular myths about sexuality and contraception.
	ICYouSee: A Lesson in Critical Thinking	8-10	In this lesson students use a web-based activity to help them think critically about how to determine the quality of web resources.
 	Introduction to Online Civic Engagement	9-12	Students are introduced to civic education through a series of activities which will ask them to work together to engage with their larger communities through curiosity, conversation and creation.
	Making Media for Democratic Citizenship	11-12	In this lesson students create a video podcast to present balanced, unbiased perspectives on global development issues. They voice their perspectives through the language, codes and conventions of a visual medium.
 	Making Your Voice Heard: A Media Toolkit for Youth	9-12	This toolkit is designed to help young people understand how the news industry works, why youth stereotyping happens and how they can access media to get positive youth voices and stories heard.

Category	Title	Grade	Description
    	MyWorld: A digital literacy tutorial for secondary students (licensed resource)	7-12	This tutorial aims to teach students essential digital literacy skills through simulating their favourite online experiences. The tutorial is divided into four chapters, each of which focuses on a particular aspect of digital literacy: researching and authenticating online information, managing privacy and reputation, dealing with online relationships and using digital media in an ethical manner.
 	Online Cultures and Values	11-12	In this lesson, students are introduced to basic concepts of anthropology and ethnography and explore how they apply to online communities. After performing a digital ethnography project on the norms and values of an online community, students consider how a community's norms and values are formed and how they can be shaped and influenced.
 	Online Gambling and Youth	11-12	In this lesson, students look at the ways in which online gambling draws in youth and increases the risk that they will become problem gamblers.
  	Online Marketing to Kids: Protecting Your Privacy	6-9	This two lesson unit on online marketing explores the various ways companies use the Internet to target young people. The first lesson introduces students to the ways in which commercial websites collect personal information from kids and to the issues surrounding children and privacy on the Internet.
	Online Marketing to Kids: Strategies and Techniques	6-9	The second lesson in the Online Marketing to Kids unit introduces students to the online marketing techniques that are used to target children on the Internet.
	Online Propaganda and the Proliferation of Hate	10-12	In this lesson students learn about the ways that propaganda techniques are used to promote hatred and intolerance online.

Category	Title	Grade	Description
   	Online Relationships: Respect and Consent	9-12	In this lesson students use mind maps to explore concepts of “respect” and “consent” in an online context.
   	Promoting Ethical Behaviour Online	7-9	In this lesson students learn about ways to manage their privacy and reputation online by exploring their digital presence and to make good choices about sharing other people’s content online.
  	Relationships and Sexuality in Media	9-12	In this lesson students learn to question media representations of gender, relationships and sexuality.
 	Remixing Media	10-12	In this lesson, students examine different types of remixes – from works created by editing a single text to ones that draw inspiration from existing texts – in order to develop a definition of “remix.”
 	Respecting Yourself and Others Online Workshop	7-10	This workshop provides tweens and young teens with strategies and knowledge that will help them respect themselves, respect others and respect the space when using social media.
 	Secure Comics	9-12	In this lesson, students read an interactive online comic that teaches them key concepts and skills relating to three cybersecurity topics: malware, passwords and privacy from geotracking devices. Following this, students research their own cybersecurity topics and learn how non-fiction comics are made in order to create their own Secure Comic.
  	Scapegoating and Othering	8-10	In this lesson students develop a deeper understanding of scapegoating and othering and how these factors may contribute to the promotion of hatred and intolerance.



Category	Title	Grade	Description
	Shaking the Movers: Youth Rights and Media	9-10	In this lesson students discuss the concept of human rights and then learn how these ideas led to the drafting of the United Nations Convention on the Rights of the Child.
 	Taming the Wild Wiki	7-9	In this lesson students are introduced to Wikipedia, the user-edited online encyclopedia, and given an overview of its strengths and weaknesses as a research source. They are taught how to evaluate the reliability of a Wikipedia article and then attempt to improve an existing article.
   	The Citizen Reporter	9-12	This lesson begins with a brief history of citizen journalism and a discussion of just what it is. Students are introduced to the key media literacy concept that media are constructions that re-present reality and consider how the traditionally “white” makeup of Canadian journalism might affect the content of Canadian news. They then discuss the effects of the increasing ability of ordinary citizens to cover, broadcast and comment on news and compare mainstream news sources and citizen journalism in terms of accuracy, completeness and diversity representation.
  	The Pornography Debate: Controversy in Advertising	11-12	In this lesson, through classroom discussion, students are introduced to the issue of pornography. Students will understand the difficulty in determining the sometimes very fine lines between erotica, freedom of expression, and sexual exploitation and to familiarize them with guidelines for making these distinctions.
 	The Privacy Dilemma: Lesson Plan for Senior Classrooms	9-12	In this lesson students consider and discuss the trade-offs we all make on a daily basis between maintaining our privacy, and gaining access to information services.

Category	Title	Grade	Description
	Thinking About Hate	8-10	In this lesson students develop their critical thinking skills by learning to recognize various types of logical fallacies, including those that are used by hate mongers to spread misinformation and fuel hatred and intolerance.
	Video Games	7-9	In this lesson students are introduced to the ways video games may impact their mental and physical health.
	What Students Need to Know about Freedom of Information and Protection of Privacy	11-12	These guides, created by the Information and Privacy Commissioner of Ontario, provide an opportunity for teachers and their students to discuss why access to government-held information and personal privacy are important public values and how these values are reflected in our relationships with governments.
	Who Knows? Your Privacy in the Information Age	8-10	In this lesson students explore issues relating to privacy through a series of activities, surveys and quizzes.
  	Who's Telling My Story?	9-12	In this lesson students learn about the history of blackface and other examples of majority-group actors playing minority-group characters such as White actors playing Asian and Aboriginal characters and non-disabled actors playing disabled characters.
    	Your Connected Life: A Teen's Guide to Life Online	9	This guide is designed to help students who are just entering high school balance the demands of their offline life with their digital one.
	Your Online Resume	9-12	In this lesson, students learn that their online presence is like a resume that can help them – or hurt them – in their future personal and professional lives.

