



# 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 provide internationally-regarded digital media literacy expertise.

### 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.