



CHINOOK
ARCH REGIONAL
LIBRARY SYSTEM

DIGITAL MEDIA

CLASS 7 OF 7 IN THE FUNDAMENTAL DIGITAL LITERACY SKILLS PROGRAM

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INTRODUCTION

Digital media is a broad category of technology: it includes everything that we do on the Internet. Much in our lives has moved into the digital world, including watching movies, catching up on the news, and even taking care of our banking. Digital media is now part of almost every industry, including journalism, entertainment, health, government, sport, and publishing, and it has changed the way many of these industries work. Journalists now use social media to promote and share stories, but also as source materials. Doctors use digital video communication services to consult on cases in different countries, without needing to travel. Artists integrate social media into their websites and can sell items to a wider consumer base, thanks to online shopping.

Despite the many ways digital media has improved our society, there are still ways in which we have been slow to adapt to these changes. There is a high disparity between those who have access to the Internet and those who do not, and that becomes more obvious the more we rely on the Internet. Ideas of ownership and copyright are changing, as well as access to information. As technology changes so rapidly, older media becomes inaccessible quickly and it can be hard, even impossible, to upgrade.

Chinook Arch Regional Library System and the Government of Canada hope that this class and accompanying information will help you learn more about what digital media is out there, and help you identify what tools you need or are interested in.



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SOCIAL MEDIA

When we think about the Internet and digital media, social media is one of the first things to come to mind. Social media platforms like Facebook and Twitter are integrated into the daily lives of many. Private citizens, public figures, and organizations often have multiple social media accounts, and even journalists use social media posts as news sources.

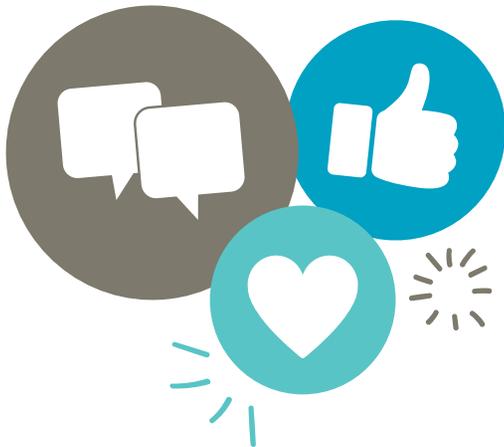
Social media platforms are digital spaces where individuals build virtual communities and networks through the creation and sharing of comment, video, or image posts. There are many different types of social media platforms, including social networking sites (like Facebook and Twitter), blogs, forums, and video sharing sites (like YouTube). Each type of platform is different from the other and has a different user purpose. Common features are:

They are interactive

Content is user-generated, or spread via users

They allow the development of virtual social networks

Creation of user profiles is designed and maintained by the platform



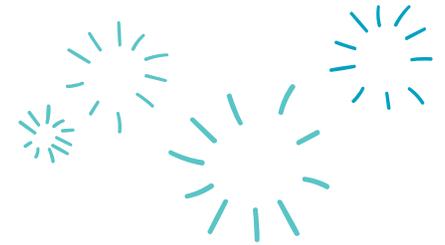
Many people use social media to connect with friends and family, and even to form new relationships. Facebook, for example, allows us to see what our loved ones are up to, if they post about it, and use the Internet to chat through their Messenger app. Such connections can be very important for people who are isolated for various reasons, to stave off feelings of loneliness and depression.

SOCIAL MEDIA

Most social media networks have both a website and mobile app, so you can use them on your computer or a mobile device.

YOU NEED:

- ✓ **Internet access**
- ✓ **An Internet accessible device**
- ✓ **An email address (for registration)**
- ✓ **A willingness to release some of your personal information into cyberspace**



PROS

- **A way of building and maintaining relationships**
- **Improved sense of connectedness/community**
- **Effective marketing tool**
- **Increased communication and spread of information**

CONS

- **Increase in digital disparity/digital inequity, as those with high social media skills and access can have better access to job opportunities**
- **Potential for social/political polarization**
- **Impacts on physical or mental health (for example, body-image issues and social anxiety)**
- **Privacy and personal safety**
- **Concerns over how accurate it is as a news source**

As with all technology, users should weigh the pros and cons of using social media in their own lives and determine what amount of usage and which specific platforms they will benefit from.

STREAMING SERVICES

Streaming things like video, music, and games has become an incredibly popular way to consume media. Streaming means you are accessing the media as it is being delivered to you. It is the opposite of downloading something, like a movie, where you have to wait for the entire file to be saved on your device before you can play it. Think of it like filling a glass of water from the tap, rather than a jug: to use the jug, you need to wait until it is filled while the tap is instant. Instead of using television cables to transfer the media to a device, you use the Internet.

Streaming means you do not actually keep the media you access: it stays on the Internet, rather than take up space on your device. That means if you don't have access to the Internet, you don't have access to the media. You also need to have a good Internet connection. If it isn't fast enough, your media will be interrupted by skips or buffering, which is your device trying to catch up and maintain a connection to the stream.

Many traditional television channels, like CTV and Global, have websites that allow you to stream their shows (usually for free) through the Internet, replacing the need for a cable package. Services like Netflix and Amazon Prime offer huge libraries of media to choose from through a subscription. YouTube is another example of a popular video streaming site. It is different from other streaming services because it allows users to upload and share content, rather than just be the audience, and operates as a social media platform since users can interact with each other.

PROS

Selection (both in services and media)
.....

Convenience
.....

Low cost

CONS

Need good Internet connection
.....

Selection changes regularly

Check out hoopla on the Library website for free access to streaming videos, audiobooks, and more!

hoopla

STREAMING SERVICES

There are so many different streaming services now it can be a challenge to decide which is best for you. Many services offer a free trial period before they start charging you, so this is a great way to explore their collection and see if you are interested.

VIDEO

Netflix

NETFLIX

Disney+



Amazon Prime



YouTube



YOU NEED:

- ✓ Internet access
- ✓ Good Internet speed/bandwidth
- ✓ A credit card
- ✓ An email account for registration

MUSIC

Spotify



Apple Music



GAMES

Playstation Now



Google Stadia



ONLINE NEWS SOURCES

Many of us use the Internet - especially social media - to find our news. These sources can come from established news producers that exist in traditional media but now have a digital component, like CTV or the BBC, or from born-digital producers that only exist in the digital world, like BuzzFeed or bloggers. These new born-digital sources mean that anyone can contribute to the world of journalism and the news can exist rather independently from big companies.

The Internet now makes it both easy and immediate to find news and information. The Internet allows journalists to get information out to the public in real-time. However, that does mean that mistakes are not always caught by editors, and can be ignored and perpetuated as the story changes.

It is important for people to become Internet literate and use critical thinking to evaluate how credible their news sources are. There are many articles and posts that are written as opinions rather than unbiased reporting, but are often taken as fact - whether on purpose or not.

BENEFITS OF ONLINE NEWS

- *Convenience
- *Low cost
- *Ease of finding information
- *Allows for more discussion of topics among the audience

DOWNSIDES TO ONLINE NEWS

- *Increased distrust in media
- *Information overload
- *Staying in an information bubble

Check out
PressReader and
Flipster on the
Library website for
digital newspapers
and magazines!



WEBSITE RELIABILITY

How can we begin to determine if what we're reading online is true? Obviously not everything we read on the Internet is fake, but unfortunately, fake news and misinformation is often mistaken as true or objective, and we consume so much information these days that we do not always give everything we read the proper consideration.

Our biases also affect our susceptibility to misinformation, so it is important that we keep them in mind as we engage with information. Implicit biases are the attitudes and/or stereotypes that we unconsciously hold, based on human tendency to divide the social world into groups. Confirmation bias is our tendency to search for and interpret information that confirms our beliefs. The media also has biases, which are important to keep in mind. As we have commodified the news, and turned it almost into a form of entertainment, many news outlets feel (rightly or wrongly) that they now must cater to audience bias.

If you are unsure about a news article, or anything you read online, there are steps you can take to check its validity – the first one is to check the source. Where did you read this information? Who sent it to you? These sorts of questions are important not only for judging the deliberate accuracy of information, but also to help us identify “fake news”.



Always read beyond the headline, especially if that headline is sensational!

Remember: disagreeing with something does not make it fake.

EXTRA! EXTRA! **THINGS TO CONSIDER AS YOU READ**

Where did the article or report come from? A blog, or an established source? Do they have a certain audience they play to?

Does the author cite their sources, and can you check them? Is it anonymous, or can you contact the author for further information?

How old is the article or website? Has it been updated recently?

How does the article or website look? Is there a lot of invasive advertising? How is the spelling and grammar?

In an Internet search, how high on the results list did the source appear?

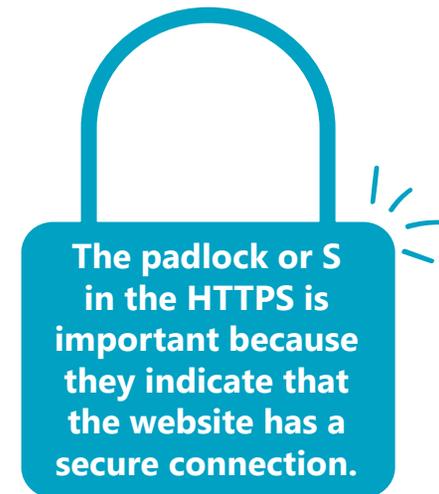
ONLINE SHOPPING

Online shopping means buying physical and digital goods over the Internet. You can buy almost anything online these days, from books and clothing to groceries and even houses. Online shopping can be done on traditional computers, mobile devices like smartphones and tablets, and even smart speakers (using voice dictation to devices like the Amazon Alexa).

Many stores that have a physical building, like Indigo and Hudson's Bay, will have a website allowing customers access to the complete stock of products. However, there are also stores that exist only online. One-stop shopping websites like Amazon collect items from various companies to sell in one place – electronics, books, clothing, and more. Smaller companies or individuals can set up an online shop to sell their products directly to customers, without the burden of renting a physical space. Online shopping means people can easily buy items from around the world, whether from major retailers or independent creators.

You can buy digital items online as well, like games and music. Once purchased, you are given access to the digital file of the item, which you can download onto your device. One thing to be aware of about digital files is that you do not always own the file – you are usually only buying access to it. That means you can't (legally) share items the way you could with a physical item. Sometimes you can lose all access to your digital files because the service ends. Be sure to read the user license/terms and conditions before completing your purchase if you are unsure.

A major concern for many people is the safety of their credit card number. Most online shops, especially big companies like Indigo or websites made for online shopping like Amazon and EBay, use secure payment sites like PayPal to process online purchases. Look for a padlock symbol or HTTPS in the address bar.



Many online stores will also give you the option to save or not save your payment information when you purchase items.

ONLINE SHOPPING

Before you begin online shopping, you need:

INTERNET
CONNECTION

CREDIT CARD/
INTERAC DEBIT CARD



PROS

- Convenient (24-hour access) •
- Cost •
- Selection of items •
- Product information •
- Reviews •

CONS

- Information privacy •
- Fraud and security concerns •
- Hidden costs •

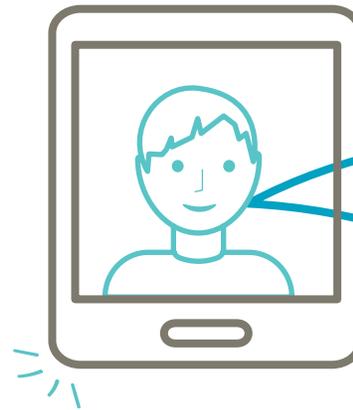
ONLINE SHOPPING STEPS

1. Search for your desired product on an Internet search engine (like Google) or the search bar on the company website (like Indigo)
2. Add product to your basket (may also appear as “shopping cart”)
3. You will have the option to continue shopping or, if done, click on your basket to buy your items
Some websites might require you to create or use an account. If you choose to do so, the next time you buy something will be quicker since they will already have your information on file
4. Enter your personal information carefully in the text boxes (name, address, etc.)
5. Enter your payment information
6. Review your information and costs
Some websites will ship to a store, and some will offer free shipping if you spend over a certain amount or live in a certain area
7. Complete transaction (you will see a button labeled “purchase” or “finish”, etc.)

OTHER ONLINE SERVICES

COMMUNICATION SERVICES

Communication is also an aspect of digital media through online video telephone services, like Skype and FaceTime. These are generally free services (or have a basic free version) that use the Internet to connect callers. Video communication has become very popular for both personal and business communication. Most people use their mobile devices for video calling, as most smartphones include their own program and can use both Wi-Fi and mobile data to make the calls.



You need:

- ✓ Internet connection
- ✓ A device with a camera
- ✓ The required information to create an account (usually an email address)

BANKING

Most major banks around the world offer online banking, meaning patrons can view their account balances, obtain statements, check transactions, transfer money between accounts, and make payments from their own computer or mobile device. You need Internet access and a device that can connect to the Internet.

PROS

Speed

Lower fees and better interest rates

Convenience

Constant improvement

CONS

Might have deposit/transfer limits

Technology issues

Security

OTHER ONLINE SERVICES

JOBS

The primary way many people find jobs to apply for these days is by searching the Internet. You can do a general Internet search ("library jobs in Canada") or go to recruitment websites like Indeed.com and search there. In fact, most - if not all - recruitment is done electronically: many retail stores will request potential employees to fill out the application forms on their websites, rather than hand in a paper resume. Once you find a position you'd like to apply for, you will be asked to email in your resume and cover letter to a specific address, or you will fill out an electronic application form. Employers will also use specialized social media platforms like LinkedIn to proactively search for potential employees.

LEARNING AND ENRICHMENT

The Internet allows you to access various education and enrichment resources as well. Many universities and colleges have online programs, from the undergraduate to postgraduate levels, as well as the ability to upgrade high school qualifications. There are also many professional development programs that help you enhance or change your career, or take for your own personal enrichment.



Many museums and art collections offer access to virtual tours, exhibits, and collection catalogues for personal enrichment and study. Virtual tours and exhibits means that people who are isolated, or cannot otherwise travel, are able to experience material culture. Furthermore, these exhibits and tours are often free. Google Arts and Culture has teamed with over 2500 museums and art galleries around the world to offer these virtual tours.

GALE

COURSES

Check out Gale Courses through the library, free for members!



RESOURCES

Library Resources

- Hoopla: <https://chinookarch.ca/elibrary/eservices/hoopla>
<https://my.nicheacademy.com/chinookarch/course/352>
- PressReader: <https://chinookarch.ca/elibrary/eservices/pressreader>
<https://my.nicheacademy.com/chinookarch/course/2373>
- Flipster: <https://chinookarch.ca/elibrary/eservices/flipster>
<https://my.nicheacademy.com/chinookarch/course/1424>
- Gale Courses: <https://chinookarch.ca/elibrary/eservices/gale-courses>
<https://my.nicheacademy.com/chinookarch/course/776>

Social Media and Video Communication

- Facebook: <https://www.facebook.com/>
<https://www.digitallearn.org/courses/intro-to-facebook>
<https://edu.gcfglobal.org/en/facebook101/>
<https://techboomers.com/p/facebook>
- Twitter: <https://twitter.com/explore>
<https://edu.gcfglobal.org/en/twitter/>
<https://techboomers.com/p/twitter>
- Instagram: <https://www.instagram.com/>
<https://edu.gcfglobal.org/en/instagram/>
<https://techboomers.com/p/instagram>
- Skype: <https://www.skype.com/en/>
<https://www.digitallearn.org/courses/intro-to-skype>
<https://edu.gcfglobal.org/en/skype-2016/>
<https://techboomers.com/p/skype>
- Zoom: <https://zoom.us/>
<https://edu.gcfglobal.org/en/zoom/>

Job Searching

- Indeed.ca: <https://ca.indeed.com/>
- <https://www.digitallearn.org/courses/online-job-searching>
- <https://www.digitallearn.org/courses/applying-for-jobs-online>
- <https://edu.gcfglobal.org/en/jobsearchandnetworking/>
- <https://edu.gcfglobal.org/en/jobapplications/>

Online Banking

- <https://www.canada.ca/en/financial-consumer-agency/services/banking/online-banking.html>
- <https://edu.gcfglobal.org/en/online-money-tips/online-banking-101/1/>

Online News

- <https://mediasmarts.ca/digital-media-literacy/digital-issues/authenticating-information/verifying-online-news>
- <https://edu.gcfglobal.org/en/digital-media-literacy/>

Online Shopping

- <https://edu.gcfglobal.org/en/etsy/>
- <https://techboomers.com/c/online-shopping-sites-apps#courses>

Learning and Enrichment

- <https://artsandculture.google.com/>

RESOURCES

Streaming Services

- Netflix: <https://www.netflix.com/ca/>
<https://techboomers.com/p/netflix>
- Amazon Prime: <https://www.primevideo.com/>
- Disney+: <https://www.disneyplus.com/>
- YouTube: <https://www.youtube.com/>
<https://www.digitallearn.org/courses/intro-to-searching-videos-on-youtube>
<https://edu.gcfglobal.org/en/youtube/>
<https://techboomers.com/p/youtube>
- Spotify: <https://www.spotify.com/ca-en/>
<https://techboomers.com/p/spotify>
- Apple Music: <https://www.apple.com/ca/apple-music/>
- Playstation Now: <https://www.playstation.com/en-ca/explore/playstation-now/>
- Google Stadia: <https://stadia.google.com/>



