


Activity 3:

Investigate the Source

Different motives for content

- To sell
- To influence
- To inform
- To entertain
- To mislead/confuse (disinformation)

Why was this article written?


WORLD

SUBSCRIBEREGISTERLOG INQAll Choices

'Gender reveal party' sparked California wildfire

FRANK BAKER
LOS ANGELES, CALIFORNIA, UNITED STATES
THE ASSOCIATED PRESS
PUBLISHED 2 DAYS AGO

37 COMMENTS SHARE A+ TEXT SIZE BOOKMARK



A burned structure is seen at a wildfire in Yucaipa, Calif., Saturday, Sept. 5, 2020.
THE ASSOCIATED PRESS

A couple's plan to reveal their baby's gender went up not in blue or pink smoke but in flames when the device they used sparked a wildfire that burned thousands of acres and forced people to flee from a city east of Los Angeles.

TRENDING

- ANALYSIS**
Wednesday's TSX breakout: An oversold stock anticipated to bounce back with a 44% return forecast
- WE Charity closing Canadian operations, Kielburgers leaving organization**
- OPINION**
Survival rates should not be the primary measure of Canada's COVID-19 response
ROBYN URBACE
- Five tech sectors that will transform the economy and reward investors. Plus, the TSX bank stock that looks especially attractive right now**
- OPINION**
If he loses support of the military, Trump is toast
LAWRENCE MARTIN



CTRL+F

To inform

WORLD

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- 5 OPINION
If he loses support of the military, Trump is toast
LAWRENCE HASTON



The story was written to explain the cause of the California wildfire.

CTRL+F

Why was this Instagram post shared?




**CANADA
ACTION**

CTRL+F

To influence



This instagram post was created influence opinion towards resource industries.

Why was this article written?

BUSINESS, EDUCATION

Single-ply toilet paper industry saved by school re-openings

1 WEEK AGO by CALLUM WRATTEN [@CALLUMWRATTEN]



Photo Credit



WINNIPEG – After being dealt a blow by the **pandemic**-related closures of offices and public washrooms, single-ply **toilet paper** manufacturers are pinning their recovery to the re-opening of their biggest customers: schools.

CTRL+F

To entertain

BUSINESS, EDUCATION

Single-ply toilet paper industry saved by school re-openings

1 WEEK AGO by CALLUM WRATTEN (@CALLUMWRATTEN)

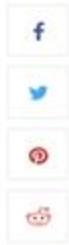


Photo Credit

WINNIPEG – After being dealt a blow by the pandemic-related closures of offices and public washrooms, single-ply toilet paper manufacturers are pinning their recovery to the re-opening of their biggest customers: schools.



This article offers humorous commentary on Canadian and world issues (**satire**).

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Why was this written?

Climate Change

Planting trees is no substitute for reducing fossil fuels

August 12, 2020



Dale Marshall
National Program Manager

4 min read

In the last election the federal Liberals promised to plant two billion trees, a pledge that upon re-election has become a government commitment. While it's true that nature should be part of the climate change solution, some caution is needed. It could be the next version of greenwashing, or even climate denial.

The research is clear that protecting and enhancing ecosystems can play an important role in climate action, but also that these activities couldn't possibly make up for the very high carbon emissions coming from the burning of fossil fuels. Some oil and gas companies may be pointing to forests, wetlands, and other ecosystems as a



environmental
defence
INSPIRING CHANGE

CTRL+F

To influence

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environmental
defence
INSPIRING CHANGE

This blog was written to influence views about environmental policies.

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Why was this video produced?



https://www.youtube.com/watch?v=zTtl4Vexw4k&feature=youtu.be&ab_channel=ConsumerFreedom

CTRL+F

To influence



This ad was produced to influence public opinion about meat alternatives (veggie burgers, etc).

Why was this post shared?



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To sell

This post was made to **promote** Dell computers.

The influencer was paid by Dell to attend the premiere of *Ant Man and the Wasp* and promote their gaming laptops on Instagram.



thatgrltrish • [Follow](#)

Paid partnership with dell
TCL Chinese Theatres



thatgrltrish Had an ANT-mazing time at the #AntManAndTheWasp premiere tonight 🐜 I'm usually the smallest thing in the room, so I felt right at home! 😊 Thx to @dell for inviting me! I know we aren't supposed to say anything about the movie yet, but Dell's G5 15 gaming laptop's cameo was superb 🖥️ 😊 Srsly though, the movie was super fun with

CTRL+F

Types of Sources

- News organizations
- Reference sources
- Government
- Academic/Research institutions
- Private groups and individuals

News Organizations

Exist to provide information about **current affairs**.

- **Print publications**
(newspapers, magazines)
- **Broadcast news** (TV, radio)
- **Online media** (websites, news blogs, news videos, live news streaming)



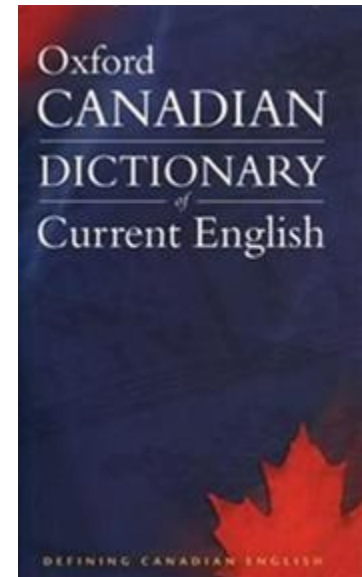
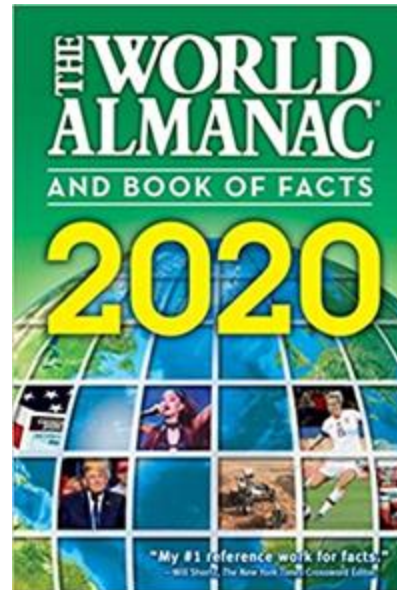
Reference Sources

Designed to help you find specific types of information quickly.

- Encyclopedias
- Dictionaries
- Maps and atlases
- Almanacs



WIKIPEDIA
The Free Encyclopedia



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Government

Provide public information,
research and statistics.

- Government departments
- Government agencies
- Government ministries



Health
Canada



Statistics
Canada



Academic/Research Institutions

Produce independent research to inform or influence decisions.

- Universities
- Academic journals
- Think tanks



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Private Groups and Individuals

Produce information to inform, sell or influence.

- Businesses
- Professional associations
- Non-profit organizations
- Community groups
- Lobby groups
- Social movements/social advocacy groups



Boys & Girls Clubs
of Canada



What is advocacy?

Advocacy is an activity by an individual or group that aims to **influence public opinion and decisions** within political, economic, and social institutions.

What is advocacy?

It can include many activities that a person or organization undertakes including media campaigns, public speaking and publishing research.



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Advocacy and Sources

- **Lobby groups** advocate by communicating with government officials with the goal of trying influence government decisions or legislation (e.g., Canadian Association of Petroleum Producers).
- **Social movements** is a type of group action intended to carry out or undo social change (e.g., Women's March).
- **Think tanks** conduct research to influence decisions related to political and societal issues (e.g., Macdonald-Laurier Institute).
- **Community groups** and **non-profit organizations** sometimes advocate for their causes (e.g., Greenpeace campaigns for climate change solutions).

Discussion

- Which types of sources do you think are most trustworthy and why?
- Can you identify which type of source you would rely on for specific kinds of information?

ACTIVITY 2.1: UNDERSTANDING SOURCES AND MOTIVATIONS

For each example below, indicate the type of source and the motive behind the information they produce (see the word bank below). You can research each example if they are unfamiliar to you.

| Example | Type of Source | Motive |
|--|----------------|--------|
| Black Lives Matter blacklivesmatter.ca | | |
| Maclean's www.macleans.ca | | |
| Environment and Climate Change Canada canada.ca/en/environment-climate-change.html | | |
| Registered Nurses Association of Ontario rno.ca | | |
| The Walrus thewalrus.ca | | |
| The Onion theonion.com | | |
| Public Policy Forum ppforum.ca | | |
| Sierra Club Canada www.sierraclub.ca | | |
| Federation of Canadian Municipalities fcm.ca | | |
| Nielsen Media Research global.nielsen.com | | |

Sources

Business
Government department/agency
News organization
Non-profit organization
Professional association
Lobby group
Think tank
Social movement/social advocacy group
Research institute
Community group

Motives

To inform
To influence
To sell
To entertain

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Using Wikipedia (Activity 3)



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