

Can You Believe That?

What is Media?

Media is any source or platform that is capable of "mass" communication - this means it can reach a wide audience. Historically, print form was the only way to reach large audiences.

Newspapers, magazines, billboards, posters and flyers provided the public with information. Then came the radio. Families used to sit around their radios and listen to news.



Can you imagine? Then came television. People could not only listen to information, they could see it as well.

Today, we have so many sources of mass information. In fact, modern times are sometimes called the **information age** because we are literally bombarded by so many sources of information. We can access the internet from our phones and computers. We get information from social media sites, blog posts, and too many websites to imagine. We watch the news, movies, commercials, documentaries, and other shows on tv, listen to the radio, read newspapers and magazines, see billboards and posters, watch youtube, and the list goes on and on.

Examine Your Sources – The Internet

Different types of media are more reliable than others. That is to say, that you can trust some sources of information more than another.

The internet is a media that requires careful thought and analysis to find out if what you are reading/viewing is the truth or not. This is especially important since according to new data from Web research firm comScore, Canadians spend twice as much time online than anyone else on Earth.

Consider the following stories from the internet about the [octopus](#) or the ad to buy [dehydrated water](#). Choose one website to complete the following questions.

1. Use one of the websites provided for your analysis. (Octopus or Dehydrated Water) a. Who created the page? Is there an "about us" section? Do they list credentials? Is there contact information? Do all these links work in the site?

2. What information are you getting? Can the information be verified through other sources?

3. When was this article posted? Is it current? Has it been updated recently?

4. Where is this webpage located? Look at the URL. Is this a personal page or site? What is the domain (.com, .org, .net, .edu, .gov)?

5. Look for quality, asking yourself the following questions: Does the overall design look professional? Are there any spelling mistakes or other writing errors? Are links credible or broken? Are there any advertisements?

6. Use a search engine for the topic. What sites come up?