*Note: To make a copy of this Google Doc, select ‘Make a Copy’ from the File menu and save to your Drive. To download as a Word Document, select ‘File’ > ‘Download’ > ‘Microsoft Word’*

**Activity 2.1: Understanding Sources and Motivations**

For each example below, indicate the type of source and motives 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** | **Motives (some may have more than one)** |
| Black Lives Matter  [blacklivesmatter.ca](http://www.blacklivesmatter.ca) | **Private group/institution** | **To influence public opinion** |
| Maclean’s  [www.macleans.ca](http://www.macleans.ca) | **News organization** | **To inform** |
| Environment and Climate Change Canada  [canada.ca/en/environment-climate-change.html](https://www.canada.ca/en/environment-climate-change.html) | **Government** | **To inform** |
| Registered Nurses Association of Ontario  [rnao.ca](http://rnao.ca) | **Private group/institution** | **To inform**  **To influence public opinion** |
| The Walrus  [thewalrus.ca](http://thewalrus.ca) | **News organization** | **To inform**  **To entertain** |
| The Onion  [theonion.com](http://theonion.com) | **News (satire) organisation** | **TO inform**  **To entertain**  **To mislead?** |
| Public Policy Forum  [ppforum.ca](http://www.ppforum.ca) | **Private goup/institution** | **To influence** |
| Sierra Club Canada  [www.sierraclub.ca](http://www.sierraclub.ca) | **Private group/institution** | **To influence public opinión**  **To inform** |
| Federation of Canadian Municipalities  [fcm.ca](http://fcm.ca) | **Gorvernmetn** | **To influence public opinion**  **To inform** |
| Vision Research  <https://www.phantomhighspeed.com/> | **Private group/institution** | **To sell**  **To advertise** |

**Word banks:**

|  |  |
| --- | --- |
| **Sources** | **Business Government department/agency**  **News organization Non-profit organization**  **Professional association Lobby group**  **Think tank Social movement/social advocacy group** |
| **Motives** | **To inform To influence**  **To sell To entertain** |