**ADLC | Language Arts 5 | Unit 2**

**Unit 2**

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| Name: |  |
| Date: |  |

**Reader’s Notebook**

Online Marketing Strategies

# Before Reading

1. If students spend more time on the Internet, will they be better at skimming and scanning than those who read books? Explain your reasoning.

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# During Reading

1. Identify three strategies online marketers use to target youth.

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1. How could you work together with your parents to ensure you are safe online?

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# After Reading

1. If there are a limited number of cell phone or Internet providers in Canada, how would this affect your access to information?

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