

Unit 2

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.

During Reading

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

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

After Reading

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