

Research for Real Life

Digital Economy

Canada's success in the digital economy depends on our people—our ability to adopt, create and use new technologies. Social sciences and humanities research examines our daily interactions with the digital world. It moves beyond pure technology, and builds valuable insights about people that will, ultimately, fuel our success. From developing and marketing digital products, content and services to increasing access and boosting digital literacy among Canadians—social sciences and humanities research creates the knowledge we need to lead the world in digital innovation.

\$64.5M

SSHRC investments in the digital economy *

469

research projects

681

researchers

194

graduate students

The Social Sciences and Humanities Research Council (SSHRC) builds new knowledge on the issues that matter most to Canadians.

SSHRC funds research by the very best of Canada's 84,000 researchers and graduate students in the social sciences and humanities.

SSHRC also helps share the results of this research with businesses, governments and communities across the country, to maximize the benefits of new knowledge for all Canadians.

For more information
www.sshrc-crsh.gc.ca

* These numbers represent multi-year awards across all funding programs from 2006-07 to 2010-11.



Digital Economy

Research improves digital access to 2010 Olympic Games

The City of Vancouver used a tool created through SSHRC-funded research to ensure information, retail and public services at the 2010 Olympic Games were accessible to all Canadians and athletes with disabilities. Led by the University of Manitoba's Deborah Stienstra, this research also contributed to partnerships between RIM, Nokia and the Neil Squire Society.

Educating an online generation

High school teachers are using web 2.0 technologies to teach money management skills to young Canadians. With SSHRC funding, The University of Western Ontario's Kathryn Hibbert created *ATM Confessions*—a collection of online, interactive learning tools on financial literacy. Launched in August 2009, the project is both teaching teens to save, and uncovering new ways to engage an online generation in the classroom.

New technology for the entertainment sector

Christie Digital Systems Canada Inc. is bringing a revolutionary display technology to Canadian theatres thanks to SSHRC-funded research. With Jill Tomasson Goodwin of the University of Waterloo, Christie developed "Microtiles"—small, portable screens that are brighter and more colourful than conventional LCD or plasma displays. The project paves the way for the use of this cutting-edge technology in entertainment venues across the country.

SSHRC at a Glance *

\$334.9M

in funding

9,213

projects

30

disciplines

13,131

applications

4,452

new grants, scholarships
and fellowships

* SSHRC Annual Report 2009-10