

## **RESTRICTED**

### **ABSTRACT**

Social media have gained admirable global growth and attractiveness which has led to enticing attention from various researchers internationally. This study is mainly focused on how the Social Media Networks use by military officers can affect the security and image of Sri Lanka Army. Sri Lanka Army has a very confidential information than any other institutions which can affect the security of the country. Similarly image of the military institution is more critical than other bodies and if it gets damaged the whole security system of the country encountered with an unreliable condition. As a beneficial aspect communication has improved by the social media network which can use as a positive tool to exchange the military information with appropriate parties. Mixed research methods were used in order to gather needed data for the study. Descriptive statistics, percentage analysis, frequency analysis, correlation analysis etc. and qualitative interpretations were used for data analysis. The research methodology of study will fill into the both primary and secondary data collection methods, including questionnaires, interviews and observation on printed and electronic sources. Specifically the survey based on questionnaires consist of 50 questions and interviews conducted with five senior officers, provide data for the qualitative analysis of this research study. The data presentation and analysis chapter contain the procedure of data processing, displaying, analysing and interpretation. Moreover, the finding and discussion chapter will provide the key findings of the study, which obtained through the data collected. Finally the conclusion and recommendation chapter will focus on identifying admissible recommendation to the research problem, while providing the overall conclusions of the previous chapters of this research study.

Keywords: SMNs, Sri Lanka Army, Security, Image