

RESTRICTED

ABSTRACT

1. This purpose of this study was to understand the relationship that exists between social activism and the use of social media in Sri Lanka. The researcher set objectives, which sought to determine the extent to which the use of social media may influence an individual, or a group, to participate in some activity that they otherwise would not have considered. The researcher used a qualitative approach to carry out the research, and included individual interviews, a questionnaire, and historical research.

2. The outcome of the research indicates that there is a relationship between the use of social media and an individual's willingness to become involved in some form of social activism, however further research must be conducted to more clearly define this relationship. The data collected was able to identify a number of the most commonly used social media platforms, as well as to establish a correlation between the type of platform used and an individual's willingness to participate. It was also able to more clearly identify the specific types of content that is accessed via social media within Sri Lanka.

3. There are recommendations concerning future research in this area, as the findings of this paper are intended to provide a baseline for understanding the various factors of social media use in Sri Lanka and the way in which they may influence an individual's behavior. It is necessary to continue this research in order to more specifically define this relationship.

Key Words: social media, social activism, protest movements, Sri Lanka