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ABSTRACT

Devastating floods are one of the most common and ruthless natural disasters all over the world. Sri Lanka being a tropical country with the direct influence of two torrential monsoons is highly susceptible to flooding. The recent floods highlighted substantial anomalies in acceptance of flood risk communication tools by citizens. The aim of this research study was to find how IT tools can be effectively utilized for improving flood risk communication in Sri Lanka based on four major objectives. The qualitative data analysis was carried out during the research. However, in order to collect the qualitative data from the flood affected community well-structured questionnaire was used. During the findings it was understood that even though there are few tools used to communicate the flood risk communication, the community have no idea regarding them. During the research it was understood that the Social Media Platforms can easily be used to risk communication during a disaster due to its frequent usage by the communities in flood affected area. At the end of the study it was understood that the most of the flood affected community are considered data charges as a challenge due to the high rates of internet charges by the mobile service providers in Sri Lanka as well as literacy level of the flood affected community. The collection of quantitative data was limited to eight flood affected areas in Colombo and Kalutara districts in order to narrow down the study as well as due to the inability of researcher to gather the data from all the flood affected areas due to the existing COVID 19 pandemic situation in the country. At the end of the study researcher made recommendations in two aspects such as recommendations to the fields for improvement and recommendations for future studies in flood risk communication.

Key Words: Risk Communication, Flood Risk Communication Tools, IT Tools, Flood Affected Community, Social Media Platforms

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