

# New media & cyber culture

Rohan Samarajiva

University of Sri Jayawardenepura

5 January 2014



**AUDIENCE**

# Monthly spend on communication, 2009-10 HIES

	Amount (LKR)	As % of comm. & recreation
Telecom & Internet	749.84	65%
Excursions & pilgrimages	225.64	20%
Lotteries & betting	50.05	4%
Books, newspapers & magazines	42.63	4%
Toys	25.32	2%
Other recreational activities	14.15	1%
Sports, art, music, dancing	13.83	1%
Radio, TV, video deck maintenance	12.91	1%
Pets & aquariums	10.57	1%
Cinema, plays, video	7.37	1%
Post	4.41	0%
Other communication charges	0.74	0%
<b>Total communication &amp; recreation</b>	<b>1157.46</b>	<b>100%</b>

# Total household expenditure = LKR 31,000

	Amount (LKR)	As % of total household expenditure
Telecom & Internet	749.84	2.4%
Excursions & pilgrimages	225.64	0.7%
Lotteries & betting	50.05	0.16%
Books, newspapers & magazines	42.63	0.14%

# What is the cost of free?

# Communication devices in homes, 2012

District	Total households	Radio	Television	Fixed line telephone	Mobile telephone	Desktop Computer	Laptop Computer	Fax
Colombo	577,779	73.0	88.7	50.7	86.0	28.4	16.9	1.5
Gampaha	604,183	69.8	84.3	43.9	84.2	21.7	8.8	0.6
Kalutara	305,319	70.8	83.0	46.1	81.7	18.4	6.3	0.5
Puttalam	203,547	63.5	77.7	31.1	81.6	11.2	4.3	0.3
Kandy	347,159	76.9	84.2	48.8	81.2	20.6	6.4	0.3
Vavuniya	41,961	54.7	59.0	32.3	79.7	9.0	4.6	0.5
Kurunegala	440,944	71.9	80.0	44.0	79.7	13.2	4.1	0.2
Galle	271,624	74.1	83.1	44.7	79.5	15.2	5.2	0.3
Sri Lanka	5,251,126	69.0	78.7	42.4	79.0	15.1	5.8	0.4
Hambantota	156,735	68.2	79.0	37.7	78.1	10.0	2.2	0.1
Matara	205,722	75.2	82.4	44.4	78.0	13.0	2.9	0.2
Kegalle	220,154	75.5	80.2	49.4	77.8	15.1	3.3	0.2
Matale	129,078	72.1	77.9	42.2	77.7	13.0	3.5	0.2
Mullativu	24,750	59.3	25.4	10.9	77.7	1.5	1.4	0.1
Anuradhapura	231,771	68.8	78.6	45.9	76.9	8.1	2.3	0.3
Jaffna	139,078	51.2	62.3	29.1	76.7	13.1	7.6	0.4
Ratnapura	285,059	71.5	77.0	40.1	76.1	10.4	2.6	0.2
Polonnaruwa	110,575	66.1	77.6	41.3	76.0	8.1	2.1	0.2
Killinochchi	27,511	57.3	15.9	9.6	74.9	1.9	1.7	0.1
Ampara	165,532	55.6	70.5	28.8	74.3	8.9	2.5	0.1
Trincomalee	95,529	44.5	61.5	22.8	73.7	7.5	2.9	0.4
Batticaloa	135,645	44.5	56.7	16.9	71.5	8.5	3.2	0.2
Monaragala	120,546	69.3	66.4	37.9	70.9	5.4	1.4	0.1
Badulla	209,956	71.8	77.6	50.4	70.2	9.9	2.6	0.1
Mannar	22,743	56.2	45.2	22.4	70.0	4.5	2.9	0.1
Nuwara-Eliya	178,226	69.3	78.8	50.3	69.3	7.4	1.8	0.2

- Mobile telephone (79%) ties with TV (78.7%) for most common device in homes
- More TVs (78.7%) than radios (69%) in country
- Interesting anomalies in some districts
  - In all post-conflict, minority districts mobiles > TV
  - In Mullativu, Kilinochchi, Mannar radios > TVs

# Internet, by household, 2012

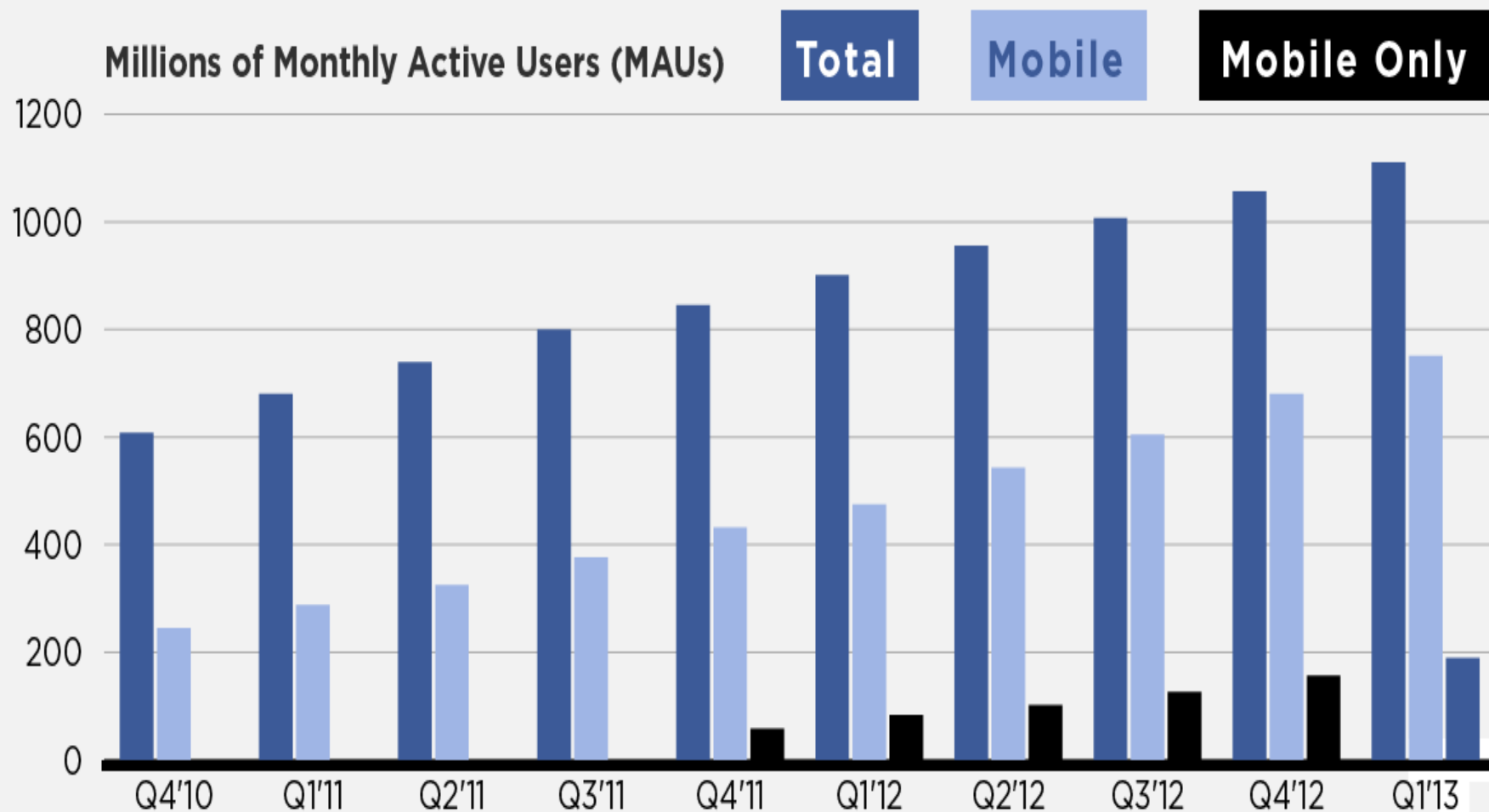
District	Total households	Ability to access Internet				
		Access from house	Office	Nenasala	Comunication center	Other
Vavuniya	41,961	9.9	4.7	0.9	32.1	0.9
Colombo	577,779	26.9	12.3	1.8	3.9	2.4
Jaffna	139,078	13.3	3.5	1.2	22.3	1.4
Killinochchi	27,511	7.4	2.9	2.3	18.0	2.5
Ampara	165,532	9.1	3.3	3.6	12.7	1.4
Gampaha	604,183	16.7	6.8	1.5	3.2	1.8
Batticaloa	135,645	9.5	3.4	1.2	14.5	1.1
Mannar	22,743	4.6	3.5	0.5	20.2	0.6
Trincomalee	95,529	6.1	2.8	3.7	13.7	1.0
Kandy	347,159	13.5	3.8	1.4	4.6	2.0
Mullativu	24,750	2.8	1.5	1.0	18.1	1.0
Sri Lanka	5,251,126	11.4	4.5	1.5	5.1	1.6
Kalutara	305,319	11.6	4.9	1.2	3.6	1.8
Galle	271,624	11.4	3.2	1.3	2.9	1.7
Nuwara-Eliya	178,226	7.7	2.4	2.1	7.1	1.1
Puttalam	203,547	8.6	2.5	1.3	4.4	1.5
Kurunegala	440,944	8.0	3.0	1.0	2.7	1.3
Monaragala	120,546	4.3	2.3	2.8	4.8	1.2
Matale	129,078	7.9	2.2	1.0	2.2	1.2
Anuradhapura	231,771	5.1	2.6	1.8	3.3	1.7
Matara	205,722	6.8	2.7	0.9	2.8	1.1
Ratnapura	285,059	6.7	2.3	1.4	2.2	1.5
Hambantota	156,735	5.1	2.2	1.4	3.5	1.4
Kegalle	220,154	6.9	2.3	0.8	2.0	1.2
Polonnaruwa	110,575	5.0	2.1	1.3	3.4	1.3
Badulla	209,956	5.6	3.1	1.1	1.8	1.4



- If you add up all forms of access, Vavuniya is first
- Of 11 districts above the national average, only Colombo, Gampaha and Kandy are not post-conflict, minority districts
- If from home only, Colombo
- Where is it likely that more people will read content?

# Facebook active users, worldwide

FACEBOOK FIRST QUARTER 2013



# How many Facebook users in Sri Lanka?

- Find out
- What can we tell from that number?

**MEDIUM/MEDIA**

# Internet is a meta-medium

- Communication
  - Synchronous and asynchronous
  - One-to-one and one-to-many
  - Voice, text and image
  - Short and long
- Information retrieval
- Publication
- Transaction
- Remote computing

# Communication

# Information retrieval

# Publication



# Transaction

# Remote computing

# Medium and message

- Is the medium the message?
- Does the environment created by the technology more important than the individual messages?

**MESSAGE**

# What are the consequences of too much content?

# What do we gain when everyone becomes a journalist?

# What do we lose?