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ABSTRACTS

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The Role of Social Media in Changing News Consumption Patterns of the Online Community

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Communication and Media industry has undergone significant changes with the advent of globalization and developments in science and Technology. The term "New Media" has emerged in the latter part of the 20th century and new media itself is responsible for the emergence of new forms of media and also for changing the face of the print and electronic media. Social media can be considered as the most influential development which came with New Media. Facebook, Twitter and YouTube are the major social media networks which already have attracted billions of users worldwide. In the beginning, social media was considered as just a way of spending time for young people chatting with their friends and sharing gossips etc. but in last few years social media networks changed its dimensions and appeared as the instant news and information provider for online users worldwide. Almost all the leading newspaper, radio and television institutions in the world started their social media platforms. Individuals also started sharing news on their facebook page or Twitter page with their friends and followers. Since internationally and locally recognized media institutions came online with social media, people got the opportunity to access the most accurate and important news relevant to them. The emergence of social media platforms as the latest worldwide trend as a News provider, has influenced immensely in changing the news consumption patterns of the users worldwide. In this study, it is expected to research the changes in news consumption patterns associated with the social media and the significances of those changes. As the research is based on online social media, questionnaires are distributed among selected social media users represent few countries worldwide. Both qualitative and quantitative methods are used for the analysis of collected data.

Keywords: New Media, Social Media, Online, Communication, News

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