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The credibility of the usage of digital media in knowledge updating: A case study of youth in Gampaha District in Sri Lanka

Nishadi Rajapakshe,^{1*} Priyantha Wickramaratna,¹ and H.K. Dasanayake²

¹ *Atamie International School, Wattala*

² *Department of Archaeology, Faculty of Social Sciences, University of Kelaniya*

The study was conducted in relation to the Internet and its sources that people trust, how such trust is obtained pertaining to the said sources, and how the credibility of the sources is controlled by their constant involvement in social networking sites. A research study was created involving active internet users from the ages of 15-24 years who were enlisted to the study *via* advertisements on *craigslist.com*, an online classified site. Data collected for the survey went through a rigorous chain, where data was first inscribed through hand-written notes of the researcher and then coded through a three-step process and finally analyzed using qualitative software like Nvivo. The data obtained furthermore permitted multiple analyses based on codes as well as demographic data, which were collected from the survey. The survey results exhibit that there is an ongoing reliance on the traditional news media by people and their doubt and uncertainty regarding the use of digital media. The basis for determining the credibility in the digital media, while scarcely moving past the superficial and convenient, is biased towards traditional sources of information based on a corporate model of information distribution. While there were slight distinctions in deciding the integrity of the information discovered on websites between active and inactive users of social networking sites, it is not clear if these distinctions between and among users themselves are the result of technical complexity, knowledge of the selected research topics, or general intricacy of reasoning. The results showed that the credibility in the digital media is biased towards traditional sources of information, there is an ongoing reliance on the traditional news media by people and they exhibit doubt and uncertainty regarding the use of digital media and internet is clearly a sphere of influence and activity. The study also proposes several approaches for future research.

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E-mail: nishadirajapakshe@gmail.com