

The Impact of Smartphone Usage on the Mainstream Media Consumption in Sri Lanka (With Special Reference to Nittambuwa Ranpokunagama Housing Scheme)

Nayana Suraweera¹

Modern communication technology has been able to exert a powerful influence on the physical and material aspects of human beings ignoring the things of religion, gender, cast, language, and nation. The Mobile phone can be identified as a one high point in those technology. At the beginning of the introduction of the mobile phone, it was used only to talk. But today it has become the easiest and fastest communication tool for bringing the whole world on own hands within one second. At any time of the day, it is possible to communicate with one another wherever and whenever. Specially, opportunity to connect with the world through the internet within one second. This communication revolution has had a direct impact on the mainstream media, both the print and electronic. Therefore this research aims to explore the impact of smartphone usage on the mainstream media consumption in Sri Lanka, with special reference to Nittambuwa Ranpokunagama housing scheme. Numerous data users were selected randomly from the Nittambuwa Ranpokunagama housing scheme for the purpose and the data was collected through the questioner and self-observation. This paper revealed that the Smart phones usage has become a major factor in getting away from the Sri Lankan mainstream media. This has changed the mainstream media consumption pattern and a new media consumption has emerged through the smart mobile phone.

Keywords: Smartphone, Mainstream Media, Media Consumption, Communication Technology

¹ Spi Palee Campus, University of Colombo, Sri Lanka