

## **Main Objective**

- To understand Sri Lankan school students' views on the current ethical standards of media and their opinions on the need for stronger or improved media regulation in Sri Lanka.

## **Specific Objectives**

- To identify school students' perceptions of ethical practices in Sri Lankan media.
- To examine students' concerns regarding unethical media content such as misinformation, exaggeration, or harmful reporting.
- To explore the level of trust students place in Sri Lankan media based on ethical behaviour.
- To understand students' awareness of existing media rules, guidelines, or laws.
- To identify students' opinions on whether current media regulations are sufficient or need improvement.
- To provide a platform for students to express their views on improving media ethics in Sri Lanka.

## Questionnaire

### Section A

01.What grade are you currently studying?

- Grade 10
- Grade 11
- Grade 12
- Grade 13

02.District you live in:

- Ampara
- Anuradhapura
- Badulla
- Batticaloa
- Colombo
- Galle
- Gampaha
- Hambantota
- Jaffna
- Kalutara
- Kandy
- Kegalle
- Kilinochchi
- Kurunegala
- Mannar
- Matale
- Matara
- Monaragala
- Mullaitivu
- Nuwara Eliya
- Polonnaruwa
- Puttalam
- Ratnapura
- Trincomalee
- Vavuniya

03.Type of school you attend:

- National School
- Provincial Government School
- Private / International School

## **Section B**

04.What device do you MOSTLY use to access media?

- Smartphone
- Tablet
- Laptop / Computer
- Television
- I do not have regular access

05.How do you usually access the internet?

- Home Wi-Fi
- Mobile data
- School internet
- Internet café
- I rarely use the internet

06.How many hours per day do you use media (TV, social media, online news)?

- Less than 1 hour
- 1 – 3 hours
- 3 – 5 hours
- More than 5 hours

07.Do you have your own personal device (phone / laptop)?

- Yes
- No
- Shared with family

## **Section C**

08.Have you heard about media ethics before?

Yes  
A little  
No

09..In simple terms, media ethics means media should be:  
(Select all that apply)

Honest  
Fair  
Responsible  
Careful about harming people  
I am not sure

10.How ethical do you think Sri Lankan media is today?

Very ethical  
Somewhat ethical  
Not very ethical  
Not ethical at all

## **Section D**

11.Do you think some media content is misleading or exaggerated?

Yes

No

Not sure

12.Have you seen news or content that you felt was unfair or irresponsible?

Yes

No

Not sure

13..Which media platform do you think has the MOST ethical problems?

Television

Social media and Web platforms

Radio Channels

Newspapers

Not sure

14.Do you think media sometimes ignores ethics to get more views or attention?

Yes

No

Not sure

## **Section E**

15.How much do you trust Sri Lankan media?

A lot  
Somewhat  
Very little  
Not at all

16.Does unethical media reduce your trust in media?

Yes  
No  
Not sure

17.Do you think unethical media can negatively affect students and young people?

Yes  
No  
Not sure

18.Have you ever questioned whether a news story is true or not?

Often  
Sometimes  
Rarely  
Never

## **Section F**

19.Are you aware that Sri Lanka has rules or laws to control media?

Yes

No

Not sure

20.In your opinion, are current media laws enough to control unethical media?

Yes

No

Not sure

21.What do you think is the BEST solution?

Introduce new media laws

Improve existing media laws

Properly enforce current laws

Media should control itself ethically

22.Who should be MOST responsible for media ethics?

Government

Media institutions

Journalists

Social media platforms

Audience / public

23.What new laws or regulations do you think should be introduced to improve media ethics across all platforms (TV, radio, newspapers, and social media)

(Answer)

## **Section G**

24.How would you rate the level of media ethics (accuracy, fairness, respect for privacy) followed by television channels in Sri Lanka today?

Very good  
Good  
Average  
Poor  
Very poor

25.How would you rate the level of media ethics (accuracy, fairness, respect for privacy) followed by Radio channels in Sri Lanka today?

Very good  
Good  
Average  
Poor  
Very poor

26.How would you rate the level of media ethics (accuracy, fairness, respect for privacy) followed by News Papers in Sri Lanka today?

Very good  
Good  
Average  
Poor  
Very poor

27.How would you rate the level of media ethics (accuracy, fairness, respect for privacy) followed by Social Media and web platforms in Sri Lanka today?

Very good  
Good  
Average  
Poor  
Very poor

## **Section H**

28.Do you think students should have a voice in media ethics discussions?

Yes

No

Not sure

29.Should media ethics and media literacy be taught in schools?

Yes

No

Not sure

30.What do you think is the biggest ethical problem in Sri Lankan media today?  
(Short answer)

31.Do you think media ethics in Sri Lanka is getting:

Better

Worse

No change

Not sure

32.What ONE change would you like to see in Sri Lankan media?  
(Short answer)

33.Any additional opinion you want to share about media ethics in Sri Lanka?  
(Optional – Short answer)