

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

Students' Views on Media Ethics in Sri Lanka

Section A

What is your age group?

Below 13

13 – 15

16 – 18

Above 18

What grade are you currently studying?

Grade 6 – 8

Grade 9 – 10

Grade 11

Grade 12 – 13

Province you live in:

Western

Central

Southern
Northern
Eastern
North Western
North Central
Uva
Sabaragamuwa

District you live in:
(Short answer)

Type of school you attend:

National School
Provincial Government School
Private / International School

Section B

(Helps understand economic background indirectly)

What device do you MOSTLY use to access media?

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

How do you usually access the internet?

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

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

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

Yes
No

Shared with family

Section C

Have you heard about media ethics before?

Yes

A little

No

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

Honest

Fair

Responsible

Careful about harming people

I am not sure

How ethical do you think Sri Lankan media is today?

Very ethical

Somewhat ethical

Not very ethical

Not ethical at all

Section D

Do you think some media content is misleading or exaggerated?

Yes

No

Not sure

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

Yes

No

Not sure

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

Television

Social media

Online news websites

Newspapers

Not sure

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

Yes
No
Not sure

Section E

How much do you trust Sri Lankan media?

A lot
Somewhat
Very little
Not at all

Does unethical media reduce your trust in media?

Yes
No
Not sure

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

Yes
No
Not sure

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

Often
Sometimes
Rarely
Never

Section F

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

Yes
No
Not sure

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

Yes
No
Not sure

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

Who should be MOST responsible for media ethics?

Government
Media institutions
Journalists
Social media platforms
Audience / public

Section G

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

Yes
No
Not sure

Should media ethics and media literacy be taught in schools?

Yes
No
Not sure

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

Do you think media ethics in Sri Lanka is getting:

Better
Worse
No change
Not sure

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

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