

## **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)