Abstract

Due to industry demands and massive applications, the social media landscape is rapidly expanding. However, in Sri Lanka, analyzing social media data is still considered a young research topic. This article examines the present status of social media analytics research in Sri Lanka, highlighting selected technologies and applications and discussing their proven and future benefits. The primary goal of this research is to provide information regarding social media analytics usage in Sri Lanka and to identify shortcomings in this area. We select 45 publications published between 2013 and 2022 from the most used web-based databases, including Google Scholar, IEEE Xplore, ScienceDirect, Springer, and ResearchGate. To identify eligible papers for thorough analysis, multi-phase searches and selections are accomplished. The study also includes extensive discussions on social media platforms and the technology, tools, and techniques used in analytics. The review discovered several methodologies and tools that were utilized with social media data. Descriptive analysis, regression analysis, and text analysis were the most commonly used analysis methods, while Facebook, Twitter, YouTube, Instagram, and Viber were the most popular social media networks. Current social media analytics research were noticed in a variety of domains, including marketing, education, politics, health, social, and business.

Keywords: social media, social media analytics, Sri Lanka