Usage of Internet, e-mail and post in modern Sri Lankan society: impact of Internet based communication on traditional mail post

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Since beginning of 21st century the technology has evolved explosively from what has once been a technical curiosity to a major influence on business and aspects of our personal lives. Now most of the organizations and people are adapting the newest technology. The competitiveness is now mainly based on the best possible technology they could acquire. The technology is already affecting the business models of telephone companies, book publishers, television, advertising and entertainment media and all section of society in Sri Lanka. The Internet has grown tremendously. Most of the private organizations in Sri Lanka are now having their own websites to provide services and people are exchanging letters and massages through E-mail. The world wide web technology has been rapidly growing in the country, but usage and utilization of these technologies by the citizens and organizations are yet to be developed. If the community is adapting and using the technology, the conventional media that used before is expected to be less utilized. As E-mail is becoming the major communication media, most of the foreign communication needs to be done with e-mail and gradually letter posting expected to be marginalized. This study focusses on the relationship between foreign postal and internet usage in Sri Lanka.

According to the analysis, it is observed that both internet usage and foreign postal usage are increasing in Sri Lanka. Therefore there is no significant drop in traditional postal system and postal demand when compared to improved new technology. Hence study concludes that countries like Sri Lanka need to expand the knowledge and application of Internet for day today communication as more economical medium of communication. Technology infrastructure is not the only barrier. There are other factors such as fear and language problems. Therefore local content development has also become critical to empower the society with Internet based technologies.

Key words: Internet, E-mail, Postal service, Sri Lanka, E-communication

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