

## Promotion of Buddhist literature through E-Buddhism

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Using electronic media, especially the Internet to propagate or promote Buddhism can be defined as E-Buddhism. Surpassing the traditional printed media now the Buddhism has become one of the fast growing subjects in the net. Technology is being successfully used in many countries to promote Buddhism and Buddhist studies.

The objectives of this study were to identify the traditional methods which were used for promotion of Buddhist literature; how Buddhism is promoted currently; identify E-media which were used to promote Buddhism; compare electronic media with traditional sources, identify advantages and disadvantage of electronic media and to measure the authenticity of the above information.

Data was collected mainly from the Internet web sites and other off line electronic media. Interviews were also conducted with subject specialists.

The following conclusions were drawn from the study:

There is vast amount of information related Buddhism coming in the Internet and in other electronic resources ; data can be easily accessed from electronic media rather than traditional media; the time factor; the accessibility of latest information; possibility of conducting on line discussions; ability to show the relationship with the other subjects; easy accessibility for any person from small child to the adult; developing the inter-personal relationships; attraction due to illustration Pictures etc., user friendly interface; cost effectiveness; clickable access from any where any time.

The following impediments were also disclosed:

Lack of infrastructures facilities; people have no sufficient knowledge of new technology; preference for print media; unpopularity of E-Buddhism among general public; threat of hackers and crackers.

To avoid those impediments to following suggestions were made. Inclusion of E-Buddhism in to schools and dharma schools curriculum; motivation of people to access information through E-media; popularization of information searching methods; introducing research and development programs in E-Buddhism; opening up specific location to access web-based information.

**Key words:** Buddhism, E-Buddhism, Electronic media, Internet, Information dissemination

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