AN ASSESSMENT OF LEVEL OF INFORMATIZATION OF RURAL AREAS OF SRI LANKA

MASTER OF BUSINESS ADMINISTRATION
IN
INFORMATION TECHNOLOGY

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December 2007

AN ASSESSMENT OF LEVEL OF INFORMATIZATION OF RURAL AREAS OF SRI LANKA

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The Dissertation was submitted to the Department of Computer Science & Engineering of the University of Moratuwa in partial fulfillment of the requirement for the Degree of Master of Business Administration.

Department of Computer Science & Engineering
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December 2007

DECLARATION

"I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any university to the best of my knowledge and belief and it does not contain any material previously published, written or orally communicated by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations"

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…….

Supervisor

ABSTRACT

The primary focus of this study was to assess the level of Informatization, simple definition of utilization of Information and Communication Technologies (ICTs), in the Rural areas of Sri Lanka. In this study Rural Areas of Sri Lanka is defined as the areas outside the Municipal council and Urban council areas. This definition will lead to use Pradeshiya Saba (PS) divisions as Rural Areas. Presently there are 270 PS divisions in Sri Lanka. 205 PS divisions were used in this study excluding the North and East province PS divisions that were difficult to reach.

The level of Informatization was measured as an index value, which is referred as the Informatization Index. In the Asia Pacific region different type of Informatization Indices are calculated in different countries. In this study author had defined a mechanism to calculate the Informatization Index for Sri Lanka, by considering number of indices related to Informatization. This Informatization Index was calculated using 48 measures categorized under 11 sub components of ICT. For the index calculation multistage cluster sampling was used and the index was measured for the whole sample and first stage clusters considered.

According to the results obtained from this study, it was observed that in rural areas high utilization were there for utilization of Radio, Television, and Telephone. Mobile phone and Computer utilization is at a medium level. Level of utilization of ICT varies with the living location and working location also.

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ABBREVIATIONS

CDMA	Code Division Multiple Access
CI	Confidence Interval
CL	Confidence Level
CSE	Computer Self Efficacy
DAI	Digital Access Index
DII	Digital Inclusion Index
DOI	Digital Opportunity Index
GCE (A/L)	General Certificate of Education (Advanced Level)
GCE (O/L)	General Certificate of Education (Ordinary Level)
GN	Grama Niladari
ICT	Information and Communication Technology
ICT-OI	ICT Opportunity Index
II	Informatization Index
IT	Information Technology
ITU	International Telecommunications Union
NII	National Informatization Index
PII	Personal Information Index
PS	Pradeshiya Saba
SLT	Sri Lanka Telecom
TAM	Technology Acceptance Model
TFF	Task Technology Fit
TRA	Theory of Reasoned Action
TRCSL	Telecommunication Regulatory Commission of Sri Lanka
TV	Television
UTAUT	Unified Theory of Acceptance and Use of Technology
WII	Women's Informatization Index
WLL	Wireless Local Loop

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