



The Divide (Public Senti-meter Analysis) Measuring Impact

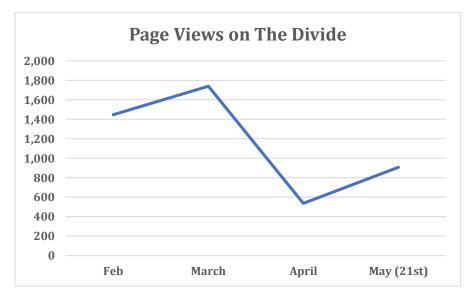
Quarterly Report: February - May 2019

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| 01.Page views on The Divide (P | Public Senti-meter Analysis): |
|--------------------------------|-------------------------------|
|--------------------------------|-------------------------------|

| Month | February | March | April | May (Up to 21st) | Total for Q04 |
|------------|----------|-------|-------|------------------|---------------|
| Page views | 1,447 | 1,740 | 537 | 908 | 4,632 |



Some sample screenshots of posts:





TAMIL PRESS DOESN'T WANT TO FORGET; SINHALA PRESS DOESN'T WANT FORGIVENESS





්ළී පුංකාවේ ජන මුපාර්ත්ව පසුවිය දක්න අතිනයටට පරිසර () අදිකන කොමා අදිවියට පැරිත් කාලය පළාජි ලබා පාර්ත්න් 2019 පෙබරවාරි (5 රන ලින $d_{1}^{2}(w, b) = 0 \ d_{1}^{2}(w, b) = 0$

رقو سمه وشماسة غشة دخ وسيمر وقد بماشياتها مرومية التناسة بطيامة غيطه غليه فالمغ بوليركما وو غذفك بالد براكما مركة. ්පමුද්ර ජර්ගීත, සියලුර් දෙනාව සිදුනා හැකි රතරර් සින්දීන ජනතාවර සහසය ලනතානීමරීන් නාජ්තියට පාර්ය හැකි විශ්ලී එක්ව කරේන්නා ලන් පසුව ලබේ පතිරේ දීම ගැන පළාක. බැලීය කැතිය' පතුරේක් (මිල කෘෂ, පුවත්පත් පදාකන් කරන්නට යෙදීණි. [

බංගල සංක පුරාස්තා කිරීමට එකි පුණාගය ලබය (ක්රීමාමා සි කොළොත්, බහුසිටිංස ලබේදුන් සිටිමා රිකසිනි යලස, එහා ලල්ලීම ඔලුස් පොලි පොලිසෙන් ලබාදීමක් ලෙසින් පළ ඔහු 'පොල්ලාසින් පළ පල්ධිවර පාර්ශ්නයින් එකර මර්ගින්න් රාග්රෙන් ලෝම මූහාසන් සිදුක්රින්න්' ලෙසින්()

[] Sgeb-ead works us.to http://www.adaderana.ik/news/53279/time-to-forget-forgive-and-move-forward-gmi

[2] Conversion 2019 a cale devis 18, 2.04

[3] 50-3n 2019 cokets 20 813 ddad 2019 cokets 20, 8 17.





4

04/18/2019 UNHRC: SINHALA PRESS SAYS TOO MUCH; TAMIL PRESS SAYS TOO LITTLE

JUSTICE | MINORITIES | POLITICS

READ THE POST





04/10/2019

NEW CONSTITUTION: IS IT 'FEDERAL' OR IS IT 'UNITARY'?

POLITICS | MINORITIES

READ THE POST

03/28/2019 INTERNATIONAL INVOLVEMENT: TO HELP OR TO MEDDLE?

JUSTICE | POLITICS | MINORITIES

READ THE POST





03/12/2019

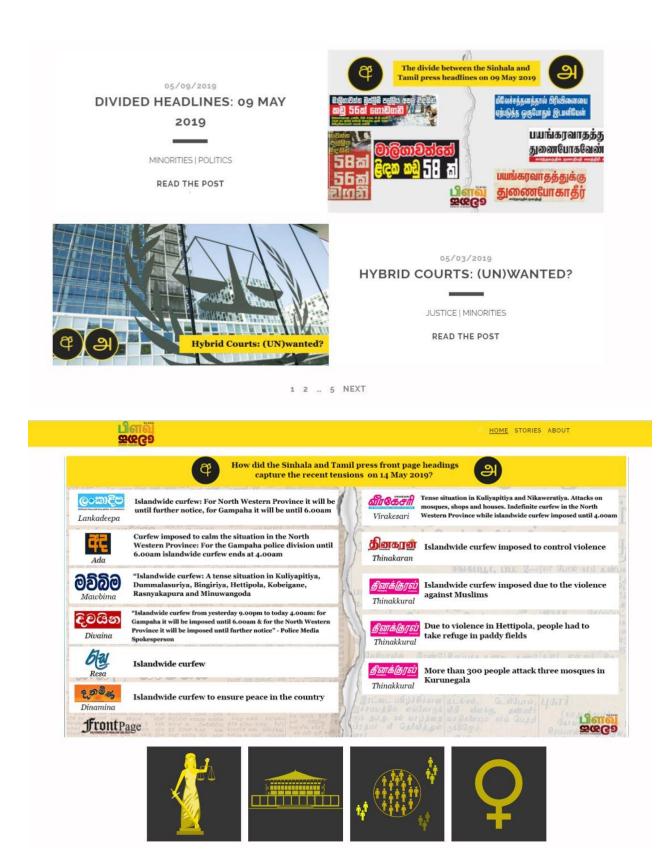
NAYARU RELIGIOUS SITE: POLAR NARRATIVES AT PLAY

MINORITIES | POLITICS

READ THE POST

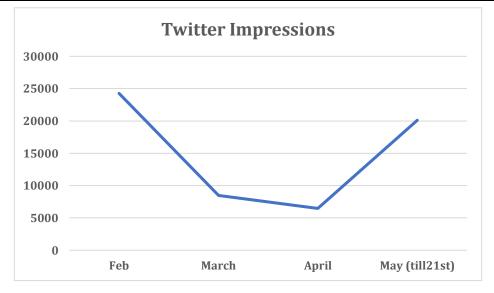
PRESS HEADINGS: 14 MAY





02. Twitter Impressions:

| Month | February | March | April | May (Up to 21st) | Total for Q04 |
|-------------|----------|-------|-------|------------------|---------------|
| Twitter | 24,265 | 8,464 | 6,470 | 20,122 | 59,321 |
| impressions | | | | | |

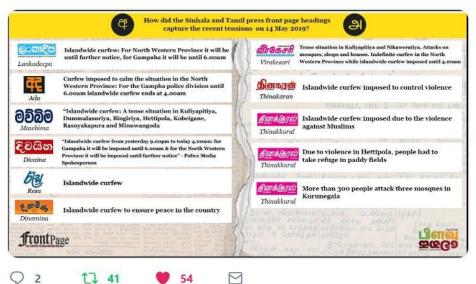


Some sample screenshots of tweets:





The Media Analysis @verite_tma · May 16 How did the #SinhalaPress and #TamilPress capture the recent tensions in #lka on 14 May 2019? Find out more on: bit.ly/2EfmOqC #thedividelk #FrontPage @NalakaG @GehanDG @sanjanah @groundviews @minormattersorg @AmanthaP @mthulasi



Show this thread



The Media Analysis @verite_tma · Apr 3 රටේ වුවමනාව ඉක්මවා #UNHRC ඉදිරිපත් කළ යෝජනාවලට එකගවීමට ශ්රී ලංකාවට සිදුවූ බවත් එම ඇතැම් කොන්දේසි භයංකර බවත්, සිංහල භාෂා පුවත්පත් #SinhalaPress පෙන්වා දේ. #UNHRC කියාකලාපය දෙමළ පුවත්පත් #TamilPress දකින්නේ කෙසේ ද? දැනගන්න පිට්සෙන්න: #thedividelk



9



The Media Analysis @verite_tma · Mar 29 v முல்லைத்தீவு, நாயாறில் ஏற்பட்ட மோதல் சம்பவம்: சிங்கள மற்றும் தமிழ் பத்திரிகைகளின் வர்ணனை எவ்வாறு வித்தியாசப்பட்டு இருந்தது? #thedividelk இல் அறியுங்கள் bit.ly/2URRkNf @MaatramSL @JDSLanka

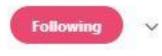


Some screenshots of public discussions based on The Divide tweets:

| Z | Sarinda Perera @sarindaperera · May 17 #lka has two distinct types of threats: (1) radical Islamist violence targeting non- believers; (2) ultra-nationalist Sinhalese mobs targeting Muslims more generally Failure of Sinhala press at large to capture the latter contributes to dangerous skewing of public understanding. | | | | |
|---|--|--|--|--|--|
| | Shamara Wettimuny @shamara4w Sinhala press, in contrast to Tamil press, fail to mention that Muslims are the TARGETS of violence. Attacks on Muslim shops and mosques vaguely alluded to through euphemism of 'tense situation'. Refer to curfew instead of violence. Why? twitter.com/verite_tma/sta Show this thread | | | | |



Shamara Wettimuny @shamara4w



Sinhala press, in contrast to Tamil press, fail to mention that Muslims are the TARGETS of violence. Attacks on Muslim shops and mosques vaguely alluded to through euphemism of 'tense situation'. Refer to curfew instead of violence. Why?

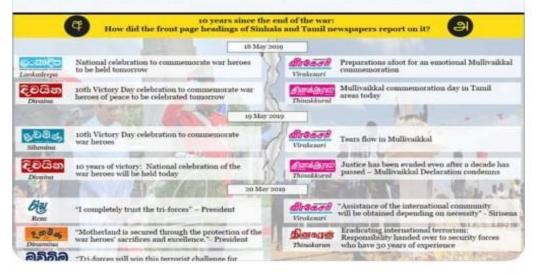


The Media Analysis @verite_tma How did the #SinhalaPress and #TamilPress capture the recent tensions in #Ika on 14 May 2019? Find out more on: bit.ly/2EfmOqC #thedividelk #FrontPage @NalakaG @GehanDG @sanjanah @groundviews ... Show this thread

2:53 PM - 16 May 2019



The Media Analysis @verite_tma · 3h
Ten years since the end of the war: How did the front page headings of #SinhalaPress and #TamilPress report on it? Find out: bit.ly/
2VQ8n6Y #May18sl #May18 #SriLanka #lka





Sanjana Hattotuwa @ @sanja... · 22m Complements what I tweeted looking at #Twitter twitter.com/sanjanah/statu... Two entirely distinct #srilanka's, at odds with each other. Inter alia, a good moment to ask @ONURgovLK et al to explain exactly how they've measured impact of their projects & programmes. #lka twitter.com/verite_tma/sta...

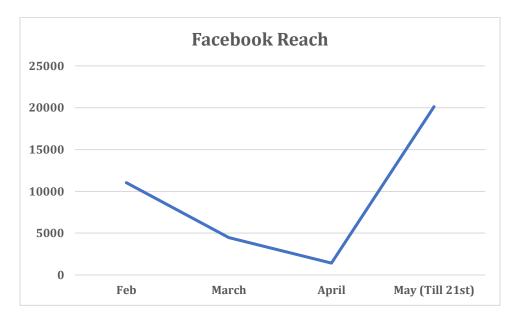




Nalaka Gunawardene @ @Na... · 28m #SriLanka: A land divided and polarised by its media? Or is #MediaLk sim reflecting our deeply fractured s #May18sl

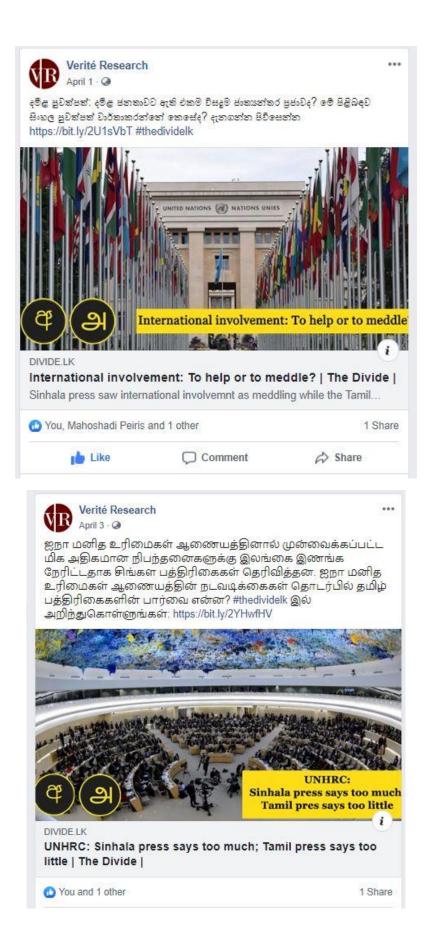
03. Facebook Reach:

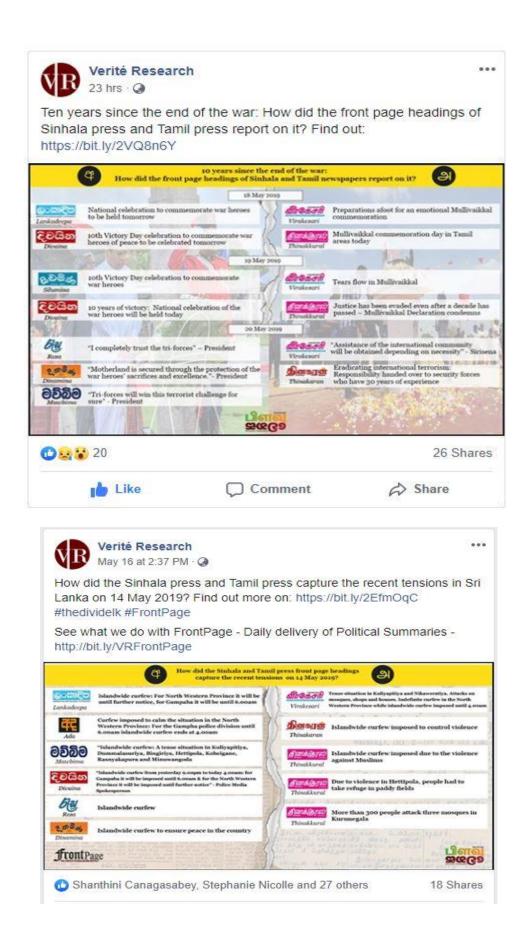
| Month | February | March | April | May (Up to 21st) | Total for Q04 |
|----------------|----------|-------|-------|------------------|---------------|
| Facebook Reach | 11,023 | 4,471 | 1,422 | 20,123 | 37,039 |



Some sample screenshots of Facebook posts:







Verité Research ... May 9 at 6:25 PM - Q Today's main headlines in press were divided. The Sinhala press focused on the swords that were recovered from a well in Maligawatte, while the Tamil press focused on President Maithripala Sirisena's statement in made in Sainthamaruthu. Find out more: https://bit.ly/2V7zWDK The divide between the Sinhala and æ ථ Tamil press headlines on 09 May 2019 President Maithripala Sirisena's Recovery of swords in statement in Sainthamaruthu Maligawatte Bi ыъта துணைபோக 26669 00 27 2 Comments 11 Shares Like Comment Share Most Relevant * Write a comment... 🙂 💷 😳 Ravi Kulatunga Sad but true... Sri Lanka's division was started, embedded by our invaders for their benefit and to ensure existence. Sadly but truely. 99% of our politicians have and continued to do so and act with personal intent at the cost and detriment of the ge... See More Like Reply 1w Edited Siva Lokanathan Commending you'll for highlighting this provoking discrepancy Like · Reply · 1w