

## Exploring the Migration Intentions and Motivations among Sri Lankan Youth: A Sentiment Analysis Perspective

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Youth migration and brain drain are major issues in Sri Lanka, with young, educated people increasingly pursuing opportunities elsewhere. This study uses sentiment analysis to investigate the motivations of Sri Lankans aged 18–27 who are considering migration. The study uses a sample of 200 adults to identify socioeconomic factors impacting migration aspirations. Data were obtained through questionnaires that included demographics, educational background, preferred migration locations, and migration motivations. An AI model in Power Automate was used to conduct the sentiment analysis of the study. A Power Automate AI model was used to conduct the sentiment analysis for the study. Power BI and Python expedited the exploratory data analysis process, providing insights on various attributes such as age, gender, province, and preferred migration countries to investigate the migratory intentions of Sri Lankan youth. Advanced studies, such as 2D and 3D cluster charts and keyword analysis, helped to identify significant patterns and insights. A sentiment study revealed a mix of economic and non-economic drivers of migration, including discontent with socioeconomic conditions and growth expectations. These findings give vital insights for policymakers to design methods for retaining talent and encouraging long-term socioeconomic development in Sri Lanka, thereby addressing the root causes of brain drain.

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