

Factors Influencing the Students' Intention to Adopt E-learning Special Reference to Eastern University, Sri Lanka

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Abstract

E-Learning is becoming an important part of learning process. With the evolvement of Information Technology, the “Teacher Centered” traditional learning methodology has started to change to “Learner Centered” methodology. As per this change in learning process, the use of technology plays an important role to enable students to engage fully in their program of study. Moreover, e-learning process makes the students very easy to engage with their academic activities. In most of the developed countries, “Distance learning” became huge popular with the use of e-learning process. In Sri Lanka, also most of the higher institutions are trying to provide e-learning facilities to their students in order to utilize the advancement of modern technologies. However, it is necessary to identify the influencing factors regards to e-learning process to fuel the utilization of this emerging technologies such as Virtual Classroom, Learning Management System (LMS). This study examines the influencing factors on students' intention to adopt e-learning as a tool of learning. Therefor 210 students were randomly selected from Eastern University, Sri Lanka and data were collected through a structured questionnaire. Correlation and Multiple regression analysis were done based on the Technology Acceptance Model (TAM). More than this model a variable called “Prior Knowledge on ITC” was added and analysis was run. Correlation denotes that Perceived ease of use has significant medium positive relationship with intention to adoption of e-learning where $r=0.483$, $p=0.000<0.01$. Perceived usefulness and prior knowledge has significant positive strong relationship with intention to adoption of e-learning where $r=0.773$, $p=0.000<0.01$ and $r=0.863$, $p=0.000<0.01$ respectively. However, multiple regression analysis reveals that “Prior knowledge in ICT” is the most influencing factor on intention of adoption to the e-learning activities. Chi-square test confirms that there is a difference between two gender group in intention of adoption to e-learning activities and crosstabulation analysis shows that boys are more intent to adopt e-learning activities than girls.

Keywords: *E-Learning, Adoption of e-learning, Technology Acceptance Model*