

**A STUDY ON FACTORS AFFECTING CONCENTRATION ON
ONLINE LEARNING OF EASTERN UNIVERSITY STUDENTS
WITH SPECIAL REFERENCE TO COVID-19 PANDEMIC**



By

KEKULANDARA MUDIYANSELAGE HEWAWISSE GEDARA LAKMAL

ASANKA KEKULANDARA

REG NO: EU/IS/2016/MS/074

INDEX NO: MS 1924



**Project Report
Library - EUSL**

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the Degree of Bachelor of Business Administration (BBA)

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2021

ABSTRACT

In the education sector worldwide universities, schools, other education institutions are temporarily closed. All the governments around the world establish online learning processes due to the closure of educational institutions. In Sri Lanka schools and universities, learning during the pandemic has most happen via online channels.

This study main objective is to identifying what factors affecting the concentration on online learning due to covid 19 in Eastern University Sri Lanka. This study was basically benefitting the Students, Lecturers, UGC and Administration of the university. The findings of this study will serve as a basis for these future researchers. With the use of the results of this study the management and students can be take actions to improve concentration. It helps to identify what kind of factors actually affect for the concentration on online learning. So, it will be help for the all the parties who engage with the online learning process in the University system.

The researcher mainly studies about three affecting variables. Such as Environment at home, Internet and social media and student's mental health as the independent variables and concentration on online learning as a dependent variable. In accordance with literature review and findings, there are literature and empirical knowledge regarding the relationship and impact of Factors affecting concentration on online learning. The data was collected from 372 respondents from six faculties in Eastern University Sri Lanka, through survey questionnaire.

According to the research findings the researcher found there is a significant positive impact of environment at home, internet and social media and student's mental health on dependent variable of concentration on online learning. Therefore, null hypothesis there is no significant positive impact between dependent and independent variable was rejected.

According to the result the researcher found those independent variables are highly impact on the Concentration on online learning. So, if the UGC or University administration and Students actively involve to improve concentration everyone can gain positive results even there is pandemic situation.

Key words: as Environment at home, Internet and social media, Student's mental health, Concentration on online learning

TABLE OF CONTENTS

ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURE	xi
Chapter – 1	- 1 -
INTRODUCTION	- 1 -
1.1 Background of the Study	- 1 -
1.2 Research problem/ Research Gap.....	- 2 -
1.3 Research Questions	- 4 -
1.4 Research Objectives	- 4 -
1.5 Significance of the Study.....	- 5 -
1.6 Scope of the Study.....	- 5 -
1.7 Organization of Chapters.....	- 5 -
1.8 Chapter Summary	- 6 -
Chapter – 2	- 7 -
LITERATURE REVIEW	- 7 -
2.1 Introduction	- 7 -
2.2 Definition of Concepts.....	- 7 -
2.2.1 Concentration.....	- 7 -
2.2.2 Online Learning in Universities.....	- 8 -
2.3 Factors Affecting to Concentration on Online Learning	- 10 -
2.3.1 Environment at Home	- 10 -
2.3.2 Internet and Social Media	- 10 -
2.3.3 Mental Health of Students	- 12 -
2.4 Relationship between Internet and Social Media and Concentration of Online Learning	- 15 -
2.5 Relationship Between the Environment of Home and Concentration of Online Learning	- 17 -

2.6 Relationship between Mental Health and Student’s Concentration of Online Learning	- 18 -
2.7 Chapter Summary	- 20 -
Chapter – 3	- 21 -
CONCEPTUALIZATION AND OPERATIONALIZATION.....	- 21 -
3.1 Introduction	- 21 -
3.2 Conceptualization Framework	- 21 -
3.3 Variables Relevant to the Conceptual Model	- 22 -
3.3.1 Student’s Mental Health	- 22 -
3.3.2 Internet and social media	- 23 -
3.3.3 Environment at Home	- 24 -
3.4 Operationalization	- 25 -
3.5 Chapter Summary	- 27 -
Chapter – 4	- 28 -
RESEARCH METHODOLOGY	- 28 -
4.1 Introduction	- 28 -
4.2 Research philosophy	- 28 -
4.3 Research Approach	- 29 -
4.4 Research Strategy	- 30 -
4.5 Methodological Choice.....	- 30 -
4.6 Time Horizon	- 31 -
4.7 Research Area	- 31 -
4.8 Population of the Study	- 31 -
4.9 Sampling	- 32 -
4.10 Sample Size.....	- 32 -
4.11 Methods of Data Collection and Source.....	- 33 -
4.11.1 Primary Data	- 33 -
4.11.2 Secondary Data.....	- 33 -
4.12 Research Instruments.....	- 33 -
4.13 Sources of Measurement	- 34 -
4.13.1 Method of Measured the Personal Information	- 34 -
4.13.2 Methods of Measuring the Research Information	- 35 -

4.14 Pilot Study	- 35 -
4.15 Reliability of Instrument.....	- 36 -
4.16 Unit of Data Analysis	- 37 -
4.17 Method of Data Analysis.....	- 37 -
4.17.1 Methods of Data Analysis for First Objective	- 37 -
4.17.2 Methods of Data Analysis for Second Objective.....	- 38 -
4.17.3 Methods of Data Analysis for Third Objective	- 38 -
4.18 Method of Data Evaluation	- 38 -
4.18.1 Univariate Analysis	- 38 -
4.18.2 Correlate Analysis	- 39 -
4.18.3 Simple Regression Analysis	- 40 -
4.18.4 The Multiple Regression Analysis.....	- 40 -
4.19 Testing Hypotheses	- 41 -
4.20 Ethical Consideration.....	- 42 -
4.21 Chapter Summary.....	- 42 -
CHAPTER 05	- 43 -
DATA PRESENTATION AND ANALYSIS	- 43 -
5.1 Introduction	- 43 -
5.2 Test of Reliability	- 43 -
5.3 Data Presentation.....	- 44 -
5.3.1 Data Presentation and Analysis of Personal Information	- 44 -
5.3.2 Data Presentation for Research Information.....	- 46 -
5.4 Hypotheses Testing	- 58 -
5.4.1 Testing Hypothesis 1	- 58 -
5.4.2 Testing Hypothesis 2	- 59 -
5.4.3 Testing Hypothesis 3	- 59 -
5.5 Chapter Summary	- 60 -
Chapter 6	- 61 -
DISCUSSION	- 61 -
6.1 Introduction	- 61 -
6.2 Discussion of Personal Information	- 61 -
6.2.1. Gender.....	- 61 -

6.2.2. Year of Study	- 61 -
6.2.3. Faculty	- 62 -
6.3 Discussion of Research Information	- 62 -
6.3.1 Discussion for First Objective	- 62 -
6.3.2 Discussion for Second Objective	- 63 -
6.3.3 Discussion for Third Objective	- 64 -
6.4 Discussion for Hypothesis	- 67 -
6.4.1. Testing Hypothesis 1:	- 67 -
6.4.2. Testing Hypothesis 2:	- 67 -
6.4.3 Testing Hypothesis 3	- 67 -
6.5 Chapter Summary	- 68 -
Chapter – 7	- 69 -
CONCLUSIONS AND RECOMMENDATIONS.....	- 69 -
7.1 Introduction	- 69 -
7.2 Conclusions	- 69 -
7.2.1 First Objective	- 69 -
7.2.2 Second Objective	- 69 -
7.2.3 Third Objective	- 70 -
7.3 Contributions of the Study	- 70 -
7.4 Recommendations	- 71 -
7.5 Limitations of the Study	- 71 -
7.6 Directions for Future Study	- 72 -
7.7 Chapter Summary	- 72 -
References.....	- 73 -
APPENDIX 01	- 76 -
APPENDIX 02	- 79 -