Determinants of Reading Intention of Undergraduates of State Universities in Sri Lanka

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It is widely accepted that reading is essential for the success of life. Reading is one of the fundamental building blocks of learning; becoming a skilled and adaptable reader enhances the chances of success at school or university and beyond. Reading is not just for school or university; it is for life. However, it has been reported that university undergraduates are mainly absent from reading. Thus, this study aims to examine the determinants of reading intentions of undergraduates in Sri Lanka. In this study, the researcher conducted a quantitative study. A sample of 379 university students in three leading state universities in Sri Lanka was targeted to answer the self-administered, standard questionnaire. The data were analyzed using descriptive statistics, correlation and regression statistics with the aid of SPSS. It was noted that there is a significant impact of personal attitude, family environment, university environment and peers influence on reading intentions of undergraduates in Sri Lanka. However, personal attitude shows the highest impact (83.5%) on reading intentions than the other determinants. The outcome of the findings of this current study would add value to the existing theory of practice of teaching in various universities in Sri Lanka.

Keywords: Family Environment, Peers Influence, Personal Attitude, Reading Intention

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