

Chancellor's Chair in Teaching Excellence

The Effectiveness of Video Screen Capture Technology in Finance Education



Donald A Cyr

Summary

Dr. Cyr began this project by developing a set of video screen capture (VSC) modules to demonstrate key financial calculations, such as those for loan and pension payments. Video screen capture modules are short video lectures showing the development of mathematical formulas on a whiteboard accompanied by a recorded verbal explanation.

He then studied the influence of these modules on domestic and international students taking graduate finance courses. Would the students make any significant use of the modules? Would they view VSC as substituting for face-to-face contact with their instructor, or as complimenting it? Would their reactions to

VSC depend on their individual learning styles?

Dr. Cyr found that both groups of students made relatively high use of the VSC modules, with usage being significantly greater among international students and among those with verbal or linguistically oriented learning styles. Despite the high usage and perceived value, neither group showed much support for VSC as a replacement for in-class instruction.

Publications and Presentations

Cyr, D. (2013). The Relationship Between Learning Styles and the Effectiveness of VSC Modules in Finance Education. In P. Van den Bossche et al. (eds.), *Facilitating Learning in the 21st Century: Leading through Technology, Diversity and Authenticity*, Advances in Business Education and Training 5, DOI 10.1007/978-94-007-6137-7_2, © Springer Science+Business Media Dordrecht.

Cyr, D. (2012). *Learning styles and the perceived and actual effectiveness of video screen capture technology*. Canadian Society for the Study of Education 2012 Congress, Kitchener, Ontario, May.

Cyr, D. (2012). *A Re-examination of learning styles and the effectiveness of video screen capture technology*. Educational Innovation in Economics and Business (EDiNEB) 19th Annual Conference, Amsterdam, Netherlands, June.

Cyr, D. (2011). The effectiveness of video screen capture modules in teaching financial mathematics and the relationship to learning styles. In *Proceedings of the 5th annual International Technology, Education and Development conference*, Valencia, Spain.

Cyr, D. (2010). An exploration of the use of video screen capture software with tablet PC and voice over in teaching concepts in financial mathematics. In *Proceedings of the 17th EDINEB conference: Crossing borders in education and work-based learning* (pp. 25–31), London, UK.

Biography

Dr. Don Cyr is a Dean and Professor of Finance in the Goodman School of Business at Brock University. He teaches courses in corporate finance, international finance and investments. He carries out research in all of these areas and has consulted and provided specialized training for a number of organizations.