

APPLICATION OF CAMTASIA STUDIO FOR THE ENHANCEMENT OF LEARNING IN ACCOUNTING INFORMATION SYSTEMS COURSE

ABSTRACT

This paper describes the author's experience with the application of Camtasia Studio software for the development of video based instructional materials for the enhancement of students' learning in Accounting Information Systems course. Per exam results, the students' performance in the areas for which Camtasia based videos were developed had improved over the semester.

INTRODUCTION

There are a number of ways for the delivery of the course contents for students' learning. Instruction through video is another way of learning. Video learning follows the principle that "Picture is worth a thousand words". Video learning allows learner to learn at their own pace (Kearney and Schuck, 2011).

The Camtasia Studio software is published by TechSmith. The software captures the action from computer screen along with the instructor's audio explanation from a microphone and saves it to a video file. This screen-recorded video file could then be used by students at their own pace on a 24 hour-seven-day per week basis.

THE PURPOSE OF THE PAPER

Using the Camtasia software, the author created five videos for the Accounting Information Systems course – one video for the application of Peachtree for designing a relatively simple general ledger accounting system, one video for the application of QuickBooks for designing a relatively simple general ledger accounting system, and three videos for the application of Access for designing a relatively simple accounting database. The purpose of the videos was to enhance the students' learning by providing them with an additional opportunity to review the instructor's in-class presentation on the topics. This paper intends to discuss the experience of the author from the start of the project to the end results.

IMPORTANCE OF THE STUDY

There are times that some students don't get the entire class presentation or miss the class. For these incidents, the Camtasia based videos prepared by the instructor for selected challenging topics of the course could help the students in their learning. Students could use the videos at their own pace on 24 hour-seven-day per week basis. Camtasia based videos could also be used for the development of hybrid and online courses.

REFERENCES

Kearney and Schuck, (accessed April 21, 2011). Authentic Learning through use of digital videos. Available at

<http://www.ed-dev.uts.edu.au/teachered/research/dvproject/pdfs/ACEC2004.pdf>