

*The Master Class Workshop for Experienced Faculty*

## **Expanding Your Classroom with Video Technology and Social Media**

*3<sup>rd</sup> Annual Conference on Teaching and Learning in Accounting (CTLA)  
Saturday, July 31, 2010, 9:45 am - 11:15 am*

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### **Full Version of Video Clips used in the Presentation:**

The Classroom Just Got Bigger: [www.cisco.com/az/web/strategy/education/video\\_cisco\\_education.html](http://www.cisco.com/az/web/strategy/education/video_cisco_education.html)  
The Future of Teaching (Astronaut): [www.youtube.com/watch?v=t6UEoguiRS8](http://www.youtube.com/watch?v=t6UEoguiRS8)  
Students Field Trip to China via Telepresence: [www.youtube.com/watch?v=3Uz3wQRFbvg](http://www.youtube.com/watch?v=3Uz3wQRFbvg)  
2010 Duke University/ Cisco Systems Telepresence Launch: [www.youtube.com/watch?v=nfMBG9q2WXk](http://www.youtube.com/watch?v=nfMBG9q2WXk)  
2010 CIUS Education Demo at Cisco "Live": [www.youtube.com/watch?v=srJp0lBil2U](http://www.youtube.com/watch?v=srJp0lBil2U)  
"Video is the New Voice" by Dialogic: [www.youtube.com/watch?v=MR6gLYQzluM](http://www.youtube.com/watch?v=MR6gLYQzluM)  
AICPA: Adopting Global Standards  
[www.ifrs.com/video.html?bcpid=1529569170&bclid=1493222124&bctid=1553183653](http://www.ifrs.com/video.html?bcpid=1529569170&bclid=1493222124&bctid=1553183653)  
PwC IFRS Ready: How? [www.youtube.com/watch?v=wX\\_TPRTnz3A](http://www.youtube.com/watch?v=wX_TPRTnz3A)  
Cal CPA: YMCA [www.youtube.com/watch?v=N5Gn\\_lq8hHg](http://www.youtube.com/watch?v=N5Gn_lq8hHg)  
Educational Implication of the IFRS Revolution: [www.vimeo.com/IFRS](http://www.vimeo.com/IFRS)  
IFRS Expertise and the Employment Market: [www.vimeo.com/IFRS](http://www.vimeo.com/IFRS)  
Valuation Under IFRS: Fair Value vs. Historical Cost: [www.vimeo.com/IFRS](http://www.vimeo.com/IFRS)  
SEC Roadmap to IFRS: [www.vimeo.com/IFRS](http://www.vimeo.com/IFRS)  
Ustream.tv Story <http://flashcommunicationsserver.com/eeurope/products/flashmediaserver/customers>  
DVE 3D Hologram Meetings? Unbelievable Real Telepresence: [www.youtube.com/watch?v=jAIDXzv\\_fKA](http://www.youtube.com/watch?v=jAIDXzv_fKA)

### **Online Accounting Video Resources:**

Academic Earth: [www.academicearth.org/universities](http://www.academicearth.org/universities)  
AICPA's IFRS.com: [www.ifrs.com/video.html](http://www.ifrs.com/video.html)  
AICPA TV: [www.aicpa.org/News/AICPATV/Pages/default.aspx](http://www.aicpa.org/News/AICPATV/Pages/default.aspx)  
AICPA Youtube Channel: [www.youtube.com/user/AICPAMultiMedia](http://www.youtube.com/user/AICPAMultiMedia)  
Association of Chartered Certified Accountants (ACCA): [www.youtube.com/user/ACCAHQ](http://www.youtube.com/user/ACCAHQ)  
CalCPA Youtube Channel: [www.youtube.com/user/CalCPA](http://www.youtube.com/user/CalCPA)  
Deloitte Youtube Channel: [www.youtube.com/user/deloittevideo](http://www.youtube.com/user/deloittevideo)  
E-Clips created by Cornell University: [www.eclips.cornell.edu/topicsList.do](http://www.eclips.cornell.edu/topicsList.do)  
Institute of Chartered Accountants in England and Wales (ICAEW): [www.youtube.com/user/icaewnewsroom](http://www.youtube.com/user/icaewnewsroom)  
Journal of Accountancy: [www.journalofaccountancy.com/Multimedia](http://www.journalofaccountancy.com/Multimedia)  
KPMG Youtube Channel: [www.youtube.com/user/KPMGGo](http://www.youtube.com/user/KPMGGo)  
Michigan Association of CPA's Youtube Channel: [www.youtube.com/user/MichiganCPAs](http://www.youtube.com/user/MichiganCPAs)  
Merlot: [www.merlot.org/merlot/index.htm](http://www.merlot.org/merlot/index.htm)  
Open Courseware Consortium: [www.ocwconsortium.org](http://www.ocwconsortium.org)

Pace Univ.: [www.pace.edu/pace/lubin/news-events/lubin-forum-on-contemporary-accounting-issues](http://www.pace.edu/pace/lubin/news-events/lubin-forum-on-contemporary-accounting-issues)  
PricewaterhouseCoopers: [www.pwc.tv](http://www.pwc.tv)  
Roger CPA Youtube Channel: [www.youtube.com/user/RogerCPA](http://www.youtube.com/user/RogerCPA)  
Securities and Exchange Commission (SEC) Youtube Channel: [www.youtube.com/user/SECViews](http://www.youtube.com/user/SECViews)  
Susan Crosson Youtube Channel: [www.youtube.com/user/SusanCrosson](http://www.youtube.com/user/SusanCrosson)  
UC Berkeley Haas School of Business Youtube Channel: [www.youtube.com/user/UCBerkeleyHaas](http://www.youtube.com/user/UCBerkeleyHaas)  
Youtube Education Channel: [www.youtube.com/education?b=400](http://www.youtube.com/education?b=400)

### **Other Online Video Resources:**

[www.bing.com](http://www.bing.com), [www.blinkx.com](http://www.blinkx.com), [www.nbclearn.com](http://www.nbclearn.com), [www.teachertube.com](http://www.teachertube.com), [www.udemy.com](http://www.udemy.com),  
[www.video.google.com](http://www.video.google.com), [www.vimeo.com](http://www.vimeo.com), [www.vook.com](http://www.vook.com) (Hybrid between Book and Video),  
[www.youtube.com](http://www.youtube.com)

### **Useful Tips for Classroom Video Projects:**

Embedding Youtube Videos into Powerpoint (Basic): [www.youtube.com/watch?v=JhGX0-1TeVc](http://www.youtube.com/watch?v=JhGX0-1TeVc)  
Embedding Youtube Videos into Powerpoint (Advanced):  
[www.youtube.com/watch?v=hChq5drjQl4&feature=fvw](http://www.youtube.com/watch?v=hChq5drjQl4&feature=fvw)  
How to Make Better Internet Videos [www.youtube.com/watch?v=wWPa3mNIZ8Y&feature=channel](http://www.youtube.com/watch?v=wWPa3mNIZ8Y&feature=channel)  
Robin Good: How to Prepare for a Video Interview:  
[www.masternewmedia.org/online\\_video\\_interview\\_how\\_to\\_prepare\\_yourself\\_for\\_it](http://www.masternewmedia.org/online_video_interview_how_to_prepare_yourself_for_it)  
Student Film Makers: [www.studentfilmmakers.com](http://www.studentfilmmakers.com)  
Cinematicuteo Film School: <http://vimeo.com/channels/filmschool>  
Videomaker Tips and Tutorials: [www.videomaker.com/learn](http://www.videomaker.com/learn)  
Windows Live Moviemaker Tutorial: [www.pcmach.com/article/windows-live-movie-maker-tutorial-video](http://www.pcmach.com/article/windows-live-movie-maker-tutorial-video)  
YouTube.com Producer Handbook: [www.youtube.com/t/yt\\_handbook\\_produce](http://www.youtube.com/t/yt_handbook_produce)

### **Free Online Communication Tools:**

Dell Sightspeed: [www.sightspeed.com](http://www.sightspeed.com)  
DimDim: [www.dimdim.com](http://www.dimdim.com)  
Facetime for the iphone 4 (mobile video application) [www.apple.com/iphone/features/facetime.html](http://www.apple.com/iphone/features/facetime.html)  
Knocking Live Video (mobile video application) [www.knockinglive.com](http://www.knockinglive.com)  
Logitech Vid HD: [www.logitech.com](http://www.logitech.com)  
Screenr Twitter Videos: [www.screenr.com](http://www.screenr.com)  
Skype: [www.skype.com](http://www.skype.com)  
Windows Live Messenger: [www.download.live.com](http://www.download.live.com)

### **Subscription-based Online Communication Tools:**

Adobe Connect: [www.adobe.com](http://www.adobe.com)  
Cisco WebEx: [www.webex.com](http://www.webex.com)  
IBM Lotus Live: [www.lotuslive.com](http://www.lotuslive.com)  
Wimba: [www.wimba.com](http://www.wimba.com)  
Windows Live Meeting: [www.livemeeting.com](http://www.livemeeting.com)

### **Televideo/Telepresence Communication Tools:**

Cisco Systems: [www.cisco.com/Telepresence](http://www.cisco.com/Telepresence)  
Polycom: [www.polycom.com](http://www.polycom.com)

## **Media Players:**

Adobe Flash Player: <http://get.adobe.com/flashplayer>

DivX Player: [www.divx.com](http://www.divx.com)

RealPlayer: [www.real.com](http://www.real.com)

Quicktime Player: [www.apple.com/quicktime](http://www.apple.com/quicktime)

Windows Media Player: [www.microsoft.com](http://www.microsoft.com)

## **Video File Conversion Tools:**

AnyDVD Converter: [www.any-video-converter.com](http://www.any-video-converter.com)

AVS4You: [www.avs4you.com](http://www.avs4you.com)

Movavi Video Suite: [www.movavi.com](http://www.movavi.com)

## **Other Video Tools:**

Adobe Captivate: [www.adobe.com](http://www.adobe.com)

Javimoya (Downloading Online Videos): [www.javimoya.com](http://www.javimoya.com)

KeepVid (Downloading Online Videos): [www.keepvid.com](http://www.keepvid.com)

Replay Media Catcher (Software to Download Videos): [www.applian.com/download-videos](http://www.applian.com/download-videos)

Screencast: (Hosting and sharing site for videos): [www.screencast.com](http://www.screencast.com)

Techsmith Camtasia Studio (Screen Recording of Online Interviews): [www.techsmith.com](http://www.techsmith.com)

## **Expanding Your Classroom:**

Justin.tv livestreaming: [www.justin.tv](http://www.justin.tv)

Livestream: [www.livestream.com](http://www.livestream.com)

Udemy - Academy of you: [www.udemy.com](http://www.udemy.com)

Ustream livestreaming: [www.ustream.com](http://www.ustream.com)

## **Lecture Capture Systems:**

Echo360: [www.echo360.com](http://www.echo360.com)

Mediasite: [www.mediasite.com](http://www.mediasite.com)

Panopto: [www.panopto.com](http://www.panopto.com)

Tegrity: [www.tegrity.com](http://www.tegrity.com)

## **Entry Level HD Camcorders:**

Apple iPhone 4 (with editing built-in) [www.apple.com/iphone/features/hd-video-recording.html](http://www.apple.com/iphone/features/hd-video-recording.html)

Canon VIXIA HF R-100: [www.canon.com](http://www.canon.com)

Flip: [www.theflip.com](http://www.theflip.com)

Kodak Zi8 and Kodak PlaySport: [www.kodak.com](http://www.kodak.com)

Samsung HMX-U20: [www.samsung.com](http://www.samsung.com)

Sony Bloggie and Sony Webbie: [www.sony.com](http://www.sony.com)

## **Hardware Watchlist:**

Apple I-Pad and Apple I-Phone 4: [www.apple.com](http://www.apple.com)

Cisco Cius (Spring 2011): [www.cisco.com](http://www.cisco.com)

HP Slate (Fall 2010): [www.hp.com](http://www.hp.com)

Sakshat: [www.sakshat.ac.in](http://www.sakshat.ac.in), <http://en.wikipedia.org/wiki/Sakshat>

## **Free Video Editing Tools for Classroom Video Projects:**

Apple iMovie (included in Apple Leopard): [www.apple.com/ilife/imovie](http://www.apple.com/ilife/imovie)

Windows Movie Maker (included in Windows Vista and Windows 7):

[www.microsoft.com/windows/windows-vista/features/movie-maker.aspx](http://www.microsoft.com/windows/windows-vista/features/movie-maker.aspx)

<http://explore.live.com/windows-live-movie-maker>

## **For Purchase Video Editing and Conversion Software:**

Adobe Premiere Elements 7: [www.adobe.com/products/premiereel](http://www.adobe.com/products/premiereel)

Animoto Online Editing: [www.animoto.com](http://www.animoto.com)

Apple Final Cut Express: [www.apple.com/finalcutexpress](http://www.apple.com/finalcutexpress)

Apple Final Cut Pro: [www.apple.com/finalcutstudio/finalcutpro](http://www.apple.com/finalcutstudio/finalcutpro)

Online Media Technologies Ltd. AVS Video Editor: [www.AVS4You.com](http://www.AVS4You.com)

## **Essential Video Project Tips:**

Get latest versions of all Video Players. It is also advisable to install the latest update from [www.java.com](http://www.java.com)

Use Cameras that have an external microphone jack

Use lapel microphones to capture good audio

Understand different file formats and conversion issues

Understand limitations (studio lights contain quicksilver and get very hot, resulting in potential danger; time involvement, etc.)

## **Video Shooting Advice Videos:**

Conducting Interviews and Getting Sound Bites: [www.youtube.com/watch?v=D0HHBsbQ6-k](http://www.youtube.com/watch?v=D0HHBsbQ6-k)

Shooting with the Rule of Thirds: [www.youtube.com/watch?v=tsgEzEJ\\_fd4](http://www.youtube.com/watch?v=tsgEzEJ_fd4)

Talking Points in Video Interviews: [www.youtube.com/watch?v=lxSFris5hIk](http://www.youtube.com/watch?v=lxSFris5hIk)

Videomaker Channel: [www.youtube.com/user/videomaker](http://www.youtube.com/user/videomaker)

Videomaker: Three Point Lighting: [www.youtube.com/watch?v=AcMX1RcNRYA](http://www.youtube.com/watch?v=AcMX1RcNRYA)

Videomaker: Making Better Video for YouTube (a collection of multiple video tips)

[www.videomaker.com/youtube](http://www.videomaker.com/youtube)

## **Social Media Tools:**

Facebook: [www.facebook.com](http://www.facebook.com)

Google Docs (Collaborate and Share Documents): [www.docs.google.com](http://www.docs.google.com)

Google Wave (Collaborate in real time with video, under development): [www.wave.google.com](http://www.wave.google.com)

LinkedIn: [www.linkedin.com](http://www.linkedin.com)

Myspace: [www.myspace.com](http://www.myspace.com)

Online Address Book: [www.plaxo.com](http://www.plaxo.com)

Second Life: [www.secondlife.com](http://www.secondlife.com) and [www.cpaisland.com](http://www.cpaisland.com)

Setting up Blogs: [www.typepad.com](http://www.typepad.com) and [www.blogger.com](http://www.blogger.com)

Twitter: [www.twitter.com](http://www.twitter.com)

Wikipedia: [www.wikipedia.org](http://www.wikipedia.org)

## **Other Useful Online Tools:**

Flowcharting: [www.flowchart.com](http://www.flowchart.com) and [www.mindomo.com](http://www.mindomo.com)

TokBox (email video messaging service): [www.tokbox.com](http://www.tokbox.com)

## **Selected Resources:**

- Center for Interactive Learning and Collaboration (CILC)*, [www.cilc.org](http://www.cilc.org)
- CFO Magazine*: You Ought to be on Youtube, July 2, 2007, <http://cfosreact.com/article.cfm/9427282?f=related>
- Cisco Systems*: TelePresence for Education: Extend the Classroom with Cisco TelePresence, [www.cisco.com/web/strategy/education/telepresence\\_for\\_education.html](http://www.cisco.com/web/strategy/education/telepresence_for_education.html)
- Cole, Camille/ Ray, Kecia/ Zanetis, Jan*: Videoconferencing for K-12 Classrooms, Second Edition, DC 2009
- Collins, Allan/ Halverson, Richard*: Rethinking Education in the Age of Technology, Teachers College, New York 2009
- Comscore.com*: Americans View 34 Percent More Online Videos in November 2008 Compared to Year Ago, January 5, 2009, [www.comscore.com/Press\\_Events/Press\\_Releases/2009/1/US\\_Online\\_Video\\_Viewing](http://www.comscore.com/Press_Events/Press_Releases/2009/1/US_Online_Video_Viewing)
- CPASiteSolutions*: Using Video to Promote your Accounting Website, [www.cpasitesolutions.com/cpa-websites/2009/07/using-video-to-promote-your-accounting-website-part-1](http://www.cpasitesolutions.com/cpa-websites/2009/07/using-video-to-promote-your-accounting-website-part-1)
- Education-Portal.com*: Free Video Lecture Podcasts From Top Universities, February 20, 2008, [http://education-portal.com/articles/Free\\_Video\\_Lecture\\_Podcasts\\_from\\_Top\\_Universities.html](http://education-portal.com/articles/Free_Video_Lecture_Podcasts_from_Top_Universities.html)
- Educause Learning Initiative*: 7 Things You Should Know About Ustream <http://net.educause.edu/ir/library/pdf/ELI7042.pdf>
- Educause Learning Initiative*: 7 Things You Should Know About Telepresence <http://net.educause.edu/ir/library/pdf/ELI7053.pdf>
- Educause Learning Initiative*: 7 Things You Should Know About Lecture Capture <http://net.educause.edu/ir/library/pdf/ELI7044.pdf>
- Fleming, Neil D.*: I'm different, not dumb. Modes of presentation (VARK) in the tertiary classroom, in: Zelman, A. (ed.), Research and Development in Higher Education, Proceedings of the 1995 Annual Conference of the Higher Education and Research Development Society of Australasia (HERDSA), HERDSA, Volume 18, pp. 308-313
- InsideHigerEd.com*: The Mobile Campus, September 21, 2009, [www.insidehighered.com/news/2009/09/21/iphones](http://www.insidehighered.com/news/2009/09/21/iphones)
- Johnson, Larry/ Levine, Alan/ Smith, Rachel*: The 2010 Horizon Report, Austin, Texas: The New Media Consortium, [www.nmc.org/pdf/2010-Horizon-Report.pdf](http://www.nmc.org/pdf/2010-Horizon-Report.pdf)
- Kaufmann, Peter B./ Mohan, Jen*: Video Use and Higher Education: Options for the Future, Copyright Clearance Center/ Intelligent Television/ New York University 2009, [http://library.nyu.edu/about/Video\\_Use\\_in\\_Higher\\_Education.pdf](http://library.nyu.edu/about/Video_Use_in_Higher_Education.pdf)
- Kelly, Kevin*: Becoming Screen Literate, New York Times Magazine, November 21, 2008, [www.nytimes.com/2008/11/23/magazine/23wwIn-future-t.html?\\_r=1&ref=magazine](http://www.nytimes.com/2008/11/23/magazine/23wwIn-future-t.html?_r=1&ref=magazine)
- McClure, Anne*: Lecture Capture: A Fresh Look [www.universitybusiness.com/viewarticle.aspx?articleid=1043&p=4#0](http://www.universitybusiness.com/viewarticle.aspx?articleid=1043&p=4#0)
- Penn State Media Commons*: Creating and Assessing Video Assignments, November 6, 2007, <http://mediacommons.psu.edu/node/416>
- Ramaswami, Rama*: Lecture Capture - Capturing the Market, June 1, 2009: <http://campustechnology.com/articles/2009/06/01/lecture-capture.aspx>
- Ray, Kecia/ Zanetis, Jan*: Interactive Video Conferencing, K-12 Lessons that work, DC 2009
- Schrum, Lynne/ Levin, Barbara*: Leading 21<sup>st</sup> Century Schools: Harnessing Technology for Engagement and Achievement, Corwin, Thousand Oaks 2009
- Schuck, Sandy/ Kearney, Matthew*: Students in the Director's Seat: Teaching and Learning across the School Curriculum with Student-generated Video, Research Report, University of Technology, Sydney 2004 [www.ed-dev.uts.edu.au/teachered/research/dvproject/pdfs/ReportWeb.pdf](http://www.ed-dev.uts.edu.au/teachered/research/dvproject/pdfs/ReportWeb.pdf)
- Snelson, Chareen*: Web-based Video in Education: Possibilities and Pitfalls, TCC 2008 Proceedings, <http://etec.hawaii.edu/proceedings/2008/Snelson2008.pdf>

# Social Media Exercise Description:

Please participate in our “AAA Wiki Challenge” during the conference. The Wikipedia description for ‘American Accounting Association’ is somewhat basic so far. Possible areas for your contribution include:

- Description of CTLA Conference, Goals, Past Events
- Listing and Description of all Sections of the AAA
- Photos of Past Presidents and Conferences
- Listing of AAA Journals with Links
- Listing of different awards and past award winners
- Description of AAA Commons
- .....

Please go to

[http://en.wikipedia.org/wiki/American\\_Accounting\\_Association](http://en.wikipedia.org/wiki/American_Accounting_Association)

and click on ‘**Edit**’ in the upper right corner. Over the next couple of days, watch your Wiki grow!



The image shows a screenshot of the Wikipedia page for the American Accounting Association. On the left side, there is the Wikipedia logo and a sidebar with navigation links such as 'Main page', 'Contents', 'Featured content', 'Current events', 'Random article', 'Interaction', 'About Wikipedia', 'Community portal', 'Recent changes', 'Contact Wikipedia', 'Donate to Wikipedia', 'Help', 'Toolbox', and 'Print/export'. The main content area has a title 'American Accounting Association' and a subtitle 'From Wikipedia, the free encyclopedia'. Below this is a paragraph of text: 'The **American Accounting Association** (AAA) is an "organization of persons interested in accounting education and research". It was formed in 1916. Its main publication, the *The Accounting Review*, was first published in 1926. It is the principal professional association of accounting academics in the United States. One of the divisions of the AAA is the American Taxation Association.' Below the text is a 'Contents [hide]' section with a list of links: '1 Mission', '2 Administration', '3 Membership', '4 Annual meeting', '5 Present and Past Presidents', '6 Prizes and Awards' (with sub-links '6.1 Innovation in Accounting Education Award', '6.2 Seminal Contributions to the Accounting Literature', '6.3 Outstanding Educator'), '7 Notes', and '8 External links'. At the top of the page, there is a navigation bar with buttons for 'Article', 'Discussion', 'Read', 'Edit', and 'View history', along with a search box. A red circle highlights the 'Edit' button, and a black arrow points from the text 'and click on ‘Edit’ in the upper right corner' to this button.