

# Increasing Student Engagement Through C-Span Video Clips

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# Why use videos in teaching?

- Grab students' attention
- Focus students' concentration
- Generate interest in class
- Create a sense of anticipation
- Energize or relax students for learning exercise
- Draw on students' imagination
- Improve attitudes toward content and learning
- Build a connection with other students and instructor
- Increase memory of content
- Increase understanding
- Foster creativity
- Stimulate the flow of ideas
- Foster deeper learning
- Provide an opportunity for freedom of expression
- Serve as a vehicle for collaboration
- Inspire and motivate students
- Make learning fun
- Set an appropriate mood or tone
- Decrease anxiety and tension on scary topics
- Create memorable visual images

List from Berk (2009)

# Multimedia

The presentation of material in two forms:



Audio/Verbal



Visual/Pictorial

from Berk (2009)

# Benefits of multimedia

- **KEY: Working memory**
  - Multimedia engages students longer in the material
  - Increases attention
- **RESULT**
  - greater chance of reaching long-term memory
  - Greater span of memory cues to increase retrieval ability
- **Also**
  - Deeper learning
  - Increased comprehension

Berk 2009; Fleck et al. 2014



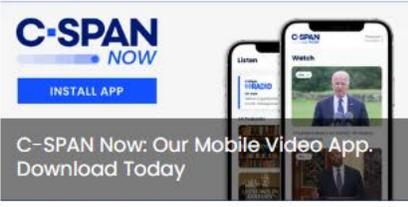
# Benefits of Educational Videos

- Reinforces reading and lecture material
- Enhances student comprehension and discussion
- Provides greater accommodation of diverse learning styles
- Increases student motivation and enthusiasm
- Promotes teacher effectiveness

Holtzblatt and Tschakert (2011)



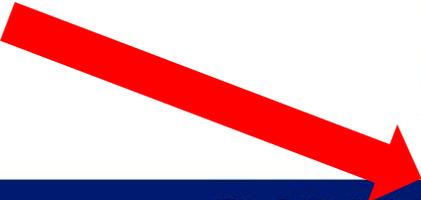
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Virginia Bar Assn. Discussion on January 6

The Virginia Bar Association holds a discussion on the January 6 Committee's work and the events surrounding the attack on the U.S. Capitol.



Donald Trump Jr and Others Speak at Turning Points USA Conference

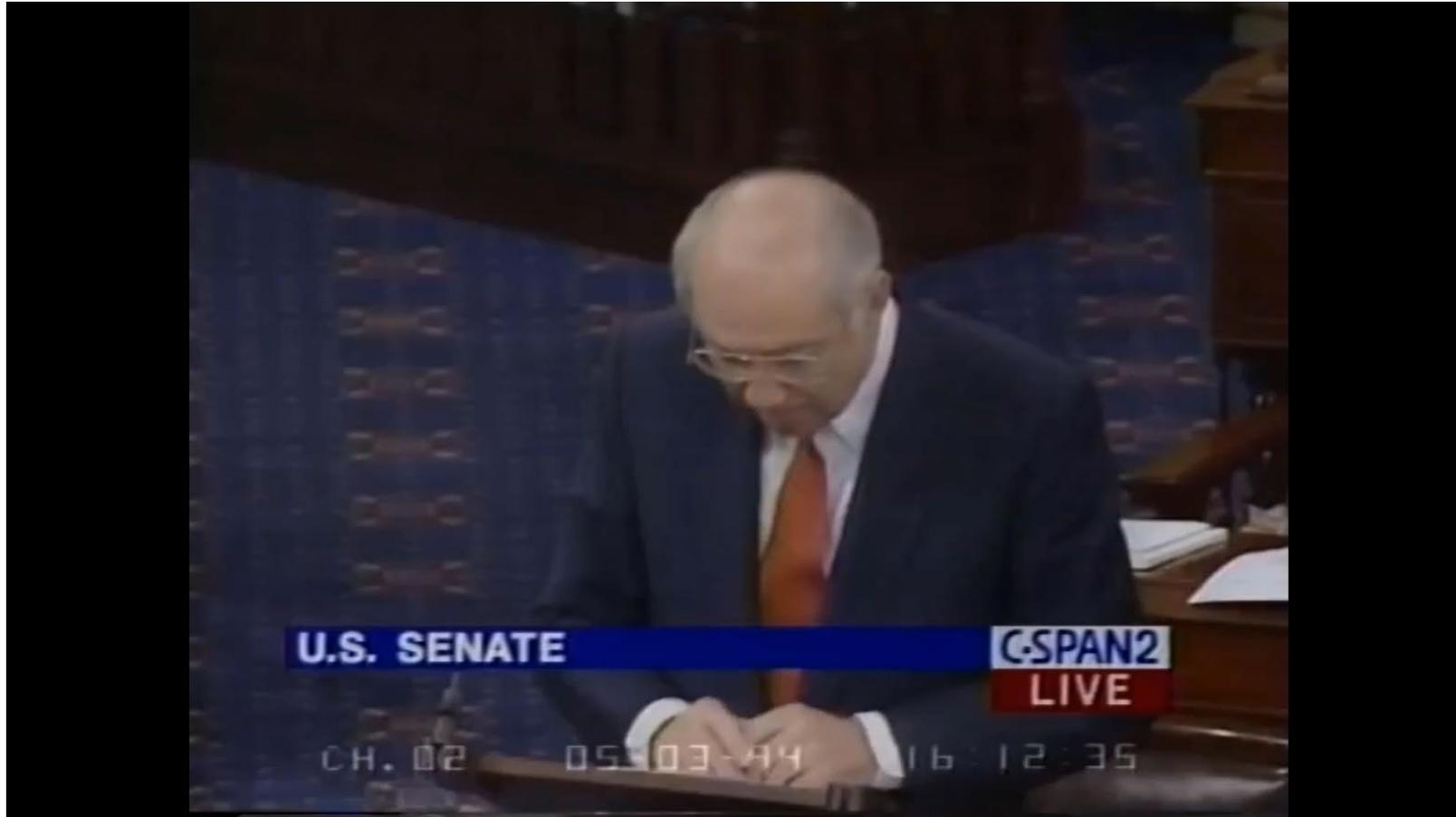


Justice Elena Kagan on Public Confidence in Supreme Court



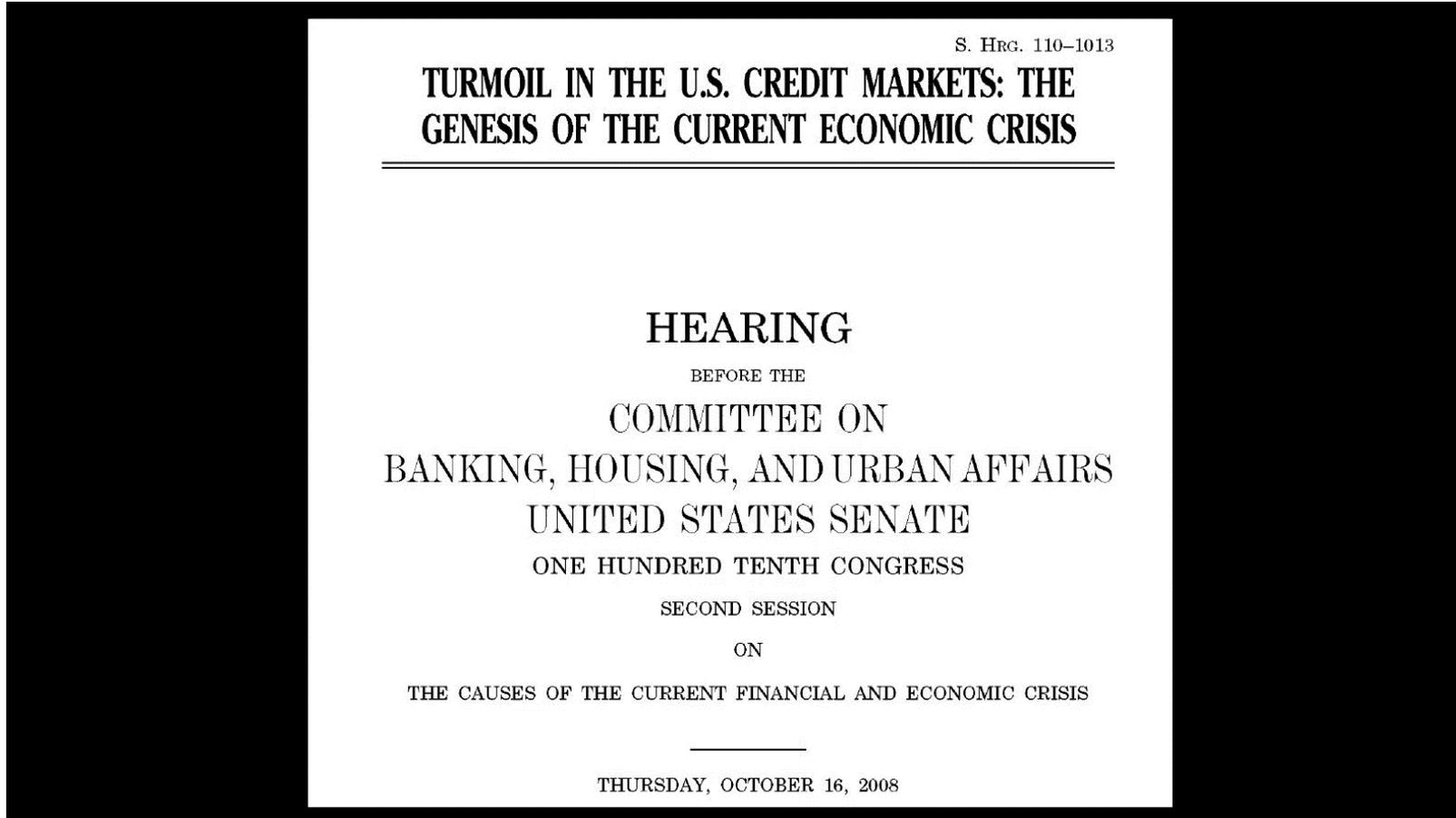
FULL EVENT  
FEATURED CLIP

# Congress Involvement in Standard Setting Phil Gramm and Stock options (1994)



# Solving the Financial Crisis in 2008

Arthur Levitt proposes fair value accounting



# Student Feedback

## Politicization of Accounting Standards

- “I think this was one of my favorite classes because listening to all the different perspectives was cool. I also really liked the discussions!”
- “I really, really liked today’s class. It is super relevant and interesting to think about the intersection of politics and accounting.”
- “I loved how the videos were incorporated. It helped break up the lecture and kept me interested.”
- “I like the videos you found and that really gave us a vivid and full picture of the topic.”

# IFRS Adoption in the U.S. Mary Schapiro's Senate Confirmation in 2009



# Student Feedback

## IFRS Adoption

- “I felt like the mix of videos and discussion really broke up the class and made it easier to stay engaged the whole time.”
- “I liked watching the video clips.”
- “Video clips that shows the views/opinion of important figures and relating it to the class materials.”
- “I enjoyed the lecturing. Using videos and stories helped my information retention greatly.”
- “I like today’s class especially the videos which makes the lecture more vividly and understandably. If there’s more such videos it will be more helpful.”

# Other-than-temporary impairment Congress puts pressure on FASB

**MARK-TO-MARKET ACCOUNTING:  
PRACTICES AND IMPLICATIONS**

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**HEARING**

BEFORE THE

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INSURANCE, AND GOVERNMENT  
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OF THE

COMMITTEE ON FINANCIAL SERVICES

U.S. HOUSE OF REPRESENTATIVES

ONE HUNDRED ELEVENTH CONGRESS

FIRST SESSION

—————  
MARCH 12, 2009  
—————

# PCAOB and the Auditor Reporting Model Investor Perspective



# PCAOB and Auditor Reporting Model Auditor/Preparer Perspective



# Student Feedback

## Auditor Reporting Model

- “I liked the inclusion of videos to help clarify certain topics and provide unique perspectives.”
- “I enjoyed the use of videos and the general discussion around CAMs to better understand their purpose.”
- “I thought the videos fit well in today’s lecture.”
- “The videos helped me better understand CAMs and some opinions on if they are useful.”
- “I like the videos in class, since we can know more about different angles on the same matters.”

# Questions

