

COMMUNICATIONS AND NEW MEDIA PROGRAMME

FACULTY OF ARTS AND SOCIAL SCIENCES



Are Webcast Lectures Really Good for Users?

A Talk by Alfred Low
Communications and New Media Programme

CNM Seminar Room, AS6 #03-33
Faculty of Arts and Social Sciences, NUS
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The recorded lecture Webcast has been a much sought-after pedagogical tool in NUS even though it has known problems that threatens to “erode” the medium itself, such as symptomatic substitution effects .

One of the greatest merits of recorded lecture Webcast is the belief that the media embodies an educator’s pedagogical content, which is not altogether easy to replicate in alternatives such as Adobe Presenter.

In addition, anxieties and dissent have been generated among adopters of recorded lecture Webcast because of technical problems. However, other adopters are not turned off by these problems and want to have access recorded lecture Webcast in courses that they did not enroll in. Based on a qualitative data analysis, this study seeks to understand the different dispositions and personas among Webcast users and the conception of webcast quality.

About the Speaker:

Before joining CNM as Instructor, Alfred has been an Educational Technologist in NUS since 2001, where he gave workshops on the use of ICT in teaching and learning, and designed E-learning courseware for the faculty. Beyond his core duties, Alfred supported the Republic of Singapore Air Force School as E-learning courseware judge, assisted in developing their courseware evaluation tool, and gave workshops on E-learning courseware authoring strategies. Alfred holds a Master of Arts degree in Instructional Design and Technology from the National Institute of Education (of the Nanyang Technological University). His research interests are in ICT integration in E-learning design, affordances of ICT in teaching and learning, Serious Games for education and training, and mobile technologies in E-learning. He was also awarded valedictorian in a Specialist Diploma E-learning Instructional Design course programme at the NIE.

