

Vodcast Instructional Platform as a Tool for Enhancing Students' Performance in Accounting Education

Olusola-Fadumiye Titilope Olufunke Ph.D

Department of Vocational and Technical Education, Faculty of Education Ekiti State University, Ado-Ekiti, Nigeria

Abstract

The integration of vodcast instructional platforms into accounting education has emerged as a promising tool for enhancing student performance. Vodcasts, or video podcasts, provide a flexible and engaging medium through which students can access instructional content, enabling a more personalized and self-paced learning experience. This study explores the impact of vodcast-based instruction on the academic performance of students in accounting education. Utilizing a descriptive research design survey. The study employs a quasi-experimental design with two groups: an experimental group that uses vodcast instructional platforms and a control group that receives traditional instruction. The findings indicate that students who utilized vodcast platforms demonstrated improved comprehension of complex accounting concepts, higher levels of engagement, and increased retention of course material compared to those relying solely on traditional teaching methods. Additionally, the study highlights the role of vodcasts in accommodating diverse learning styles and promoting active learning through repeated exposure to content. The research concludes that integrating vodcast instructional platforms into accounting curricula can significantly enhance student outcomes and suggests further exploration into optimizing these tools for broader educational contexts. Based on the findings, it was recommended that instructors can enhance the effectiveness of Vodcast platforms in accounting education, providing students with a richer and more interactive learning experience.

Keywords

Vodcast, Instructional technology, Accounting education, Student performance, Video podcast.

