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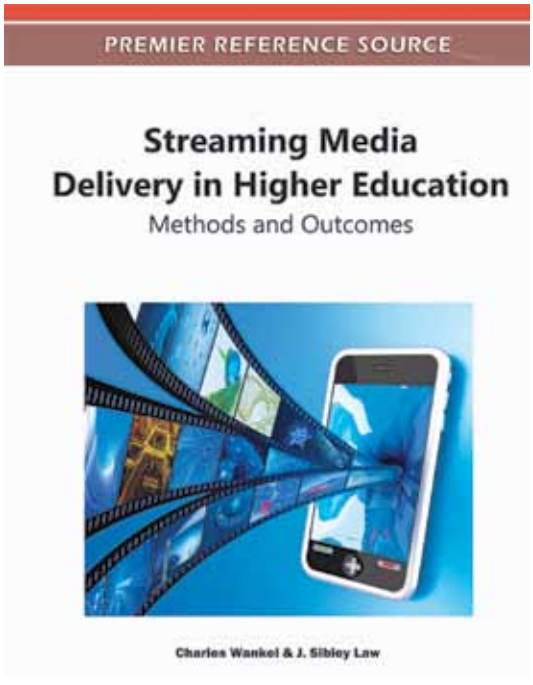
Streaming Media Delivery in Higher Education: Methods and Outcomes



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Charles Wankel (St. John's University, USA)
and J. Sibley Law (Saxon Mills, USA)

There is no question to the fact that online video is as ubiquitous today as any phenomenon of the past. Countless hours of digital video are uploaded to various online video platforms every minute. Faced with the incredible changes underway, it only makes sense for educators of all kinds to not only note the ubiquity that streaming media has gained in the lives of their students, but to embrace and appropriate the technology in their efforts to impart knowledge.

Streaming Media Delivery in Higher Education: Methods and Outcomes is both a snapshot of streaming media in higher education as it is today and a window into the many developments already underway. In some cases, it is a forecast of areas yet to be developed. As a resource, this book serves both as an explication of many practices, including their possibilities and pitfalls, as well as recommendation of the many areas where opportunities for development lie.

Topics Covered:

- Didactic Models for Weblectures
- Education beyond Borders
- Higher Education in a Virtual World
- Instructors' Perceptions of Teaching with Streaming Media in Higher Education
- Online Business Education in India
- Public Online Video in Higher Education
- Streaming Media for Writing Instruction
- Teaching New Media through New Media
- Using Digital Stories Effectively to Engage Students
- Using Video to Bridge Theory and Experience in Cross-Cultural Training

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Dr. Charles Wankel, Professor of Management at St. John's University, New York, holds a doctorate from New York University where he was admitted to Beta Gamma Sigma, the national honor society for business disciplines in AACSB accredited universities. He serves at Erasmus University, Rotterdam School of Management on the Dissertation Committee and as Honorary Vice Rector at the Poznan University of Business and Foreign Languages. He was awarded the Outstanding Service in Management Education and Development Award at the Academy of Management's 2004 meeting. At the August 2007 meeting, he was awarded the McGraw-Hill/Irwin Outstanding Symposium in Management Education Development Award. Columbia University's American Assembly identified him as one of the nation's top experts on Total Quality Management. He co-authored a top selling textbook Management (Prentice Hall, 1986), published a St. Martin's Press scholarly book on interorganizational strategy development in Poland, and numerous scholarly articles, monographs, and chapters. The 18,000+ member Academy of Management, the world's premier academic society in this discipline, presented its Best Paper in Management Education Award to him in 1991, and he has been selected to serve as an officer of AOM divisions every year for more than a decade. He is the leading founder and director of scholarly virtual communities for management professors, currently directing seven with thousands of participants in more than seventy nations. (A Google search for "Charles Wankel" will provide you with an awareness of the scope of his online presence). He has led online international Internet collaborations in teaching and research for more than a decade.

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