

Key Words: Digital Video Technology, Technology Integration, and Instructional Technology

Capstone Project

Integrating Digital Video Technology into the Sport Management Classroom

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OBJECTIVE:

The objective of this presentation is to provide sport management educators with an opportunity to learn how to effectively integrate digital video technology into the classroom to enhance teaching and student learning. Participants will experience examples of successful digital video integration in sport management. The presenters will share their knowledge and experience in creating and integrating digital video technology in their teaching. Participants will learn how to create a digital video and put it into PowerPoint, web pages and other instruction activities. Participants will also engage in open dialogue for utilizing digital video technology in the classroom and develop ideas about how to integrate it into their classrooms.

BACKGROUND:

Sport management scholars have addressed the importance of integrating technology into sport management programs to enhance student learning experiences (Fletcher, 2005; Lukow, 2005; Wright, 2005). Digital video technology is part of an evolution of digital multimedia technology. Previous studies have found that the integration of digital video technology into the classroom encourages students to think about their subject matter on a deeper level (Swain, 2003), promotes their self-expression and creativity (Reid et al., 2002), provides them a sense of achievement, and improves their self-esteem (Ryan, 2002). Also, this increases students' motivation and enjoyment, helps educators accommodate students with different learning styles and levels of ability, and provides opportunities for group work and collaboration (Burn et al., 2001). Fortunately, digital video technology is now very affordable and a number of companies offer easy-to-use video editing software. The video editing software allows a user to manipulate and integrate various types of media, such as text, video, audio, graphics, and animation to create professional looking videos. Because of its potential benefits,

more educators are interested in using digital video technology in their classrooms to enhance and enrich the learning and teaching environment.

Opportunities for hands-on learning can help students improve their technology skills valuable for employment and encourage exploration of subject content through the active learning process of creating a movie. This presentation will highlight ideas and resources on how to effectively integrate digital video technology into the classroom to enhance teaching and improve learning. Pinnacle DV Studio Plus 10, a Windows-based software, will be used for this presentation because it is very affordable and an easy-to-use program with a comprehensive feature set.

GOALS:

1. Introduce digital video technology, and show how it is currently being used to improve learning.
2. Demonstrate how this technology is currently being utilized in sport management programs, as well as a variety of other disciplines.
3. Discuss needed technology equipment and software for digital video projects.
4. Explain basic techniques of video production and editing.
5. Discuss how to put digital video clips into PowerPoint, web pages and other instructional mediums.
6. Provide participants with opportunities for developing a plan for using this technology in their classroom.
7. Discuss/explore avenues for obtaining needed technology equipment.