

## COMPETITIVE PAPERS

### **Does Lecture Capturing Affect Students' Performance in the Traditional Marketing Research Course (ABSTRACT ONLY)**

By

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A quasi-experiment was conducted among marketing research students to determine the effects of Lecture Capturing (LC). One group of students (the LC group) was allowed access to video recordings of the class lectures while another group of students in a parallel class (the control group) was not given access to the recordings. When both groups were compared on their absentee rate and performance variables, the LC group had a lower absentee rate and higher scores on all of the performance variables. Moreover, survey data revealed that the LC group had positive attitudes toward LC and that the LC group made fewer visits to the instructor than the control group.