

Impact of Hypermedia-based Learning with Video Clips on Business Report Writing; An Experimental Study

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ABSTRACT

Purpose: The application of hypermedia; refers to facilitate with graphics, images, animation, sound and hypertext shows importance. This research was to find the relationship between the hypermedia-based video in the Higher National Diploma in Accountancy with strategies: operations and actions in video corner with picture method and the performance in the business report writing in HNDA of Sri Lanka Institute of Advanced Technological Education as there were no any previous research.

Design/methodology/approach: 90 students from HNDA – A for experimental group and 90 from HNDA- B for controlled group were taken. A pre-test was for the groups to find the previous knowledge in the report writing and the mean differences were found to be negligible. The experimental group was to pursue hypermedia-based video on the strategies; operations and actions in video corner with picture method for 6 months with 60 hours while the controlled group was without hypermedia-based video. After 6 months a post-test was conducted.

Findings: During the post test, the mean was slightly improved for the group - B, and the mean was considerably improved for the group - A.

Practical implications: The research findings imply that hyper-media video learning improves business report writing of the learners and supports the learners' thought in all language skills.

Originality value: The study assists in applying different policies in terms of business reporting studies in English language in Sri Lanka with broader result in updating the policy makers in the educational field.

Keywords: *Hypermedia, Video Learning Strategies, Business Report Writing, Video Corner, Picture Method.*