

# SCREENCASTING ... *in minutes*

- What is it?
  - Broadcasting → Narrow-casting → Data-casting → Pod-casting
- Videos of your computer screen
  - ... including narration and **annotations**
- Narrate your PPT slides
  - Record an entire in-class lecture, or just 5-10 minute mini-lectures
- Demonstrate
  - Software or websites used for class
  - Complex homework problems/solutions
  - Khan Academy – style videos

# Challenges

- Perceived steep learning curve
- Screen **capture** is not necessarily screen-**casting**
- How does one annotate slides like writing on the board in class?

*Framing* – how the decision/investment is framed may affect the decision

Mental accounting – a form of framing, Gambling more with “winnings”

Regret avoidance – Investors blame themselves more RE: unconventional inv’s

*Prospect theory*

Investor utility depends on the “level of wealth” of an investor

This utility function is more S-shaped

Investors in the loss side may be more risk seeking than risk averse

**Limits to arbitrage**

Fundamental risk – mispricing may not adjust within the investor’s

Implementation costs --- Model risk

LAW OF ONE PRICE

“Siamese Twin” companies, equity carve outs, closed-end fu

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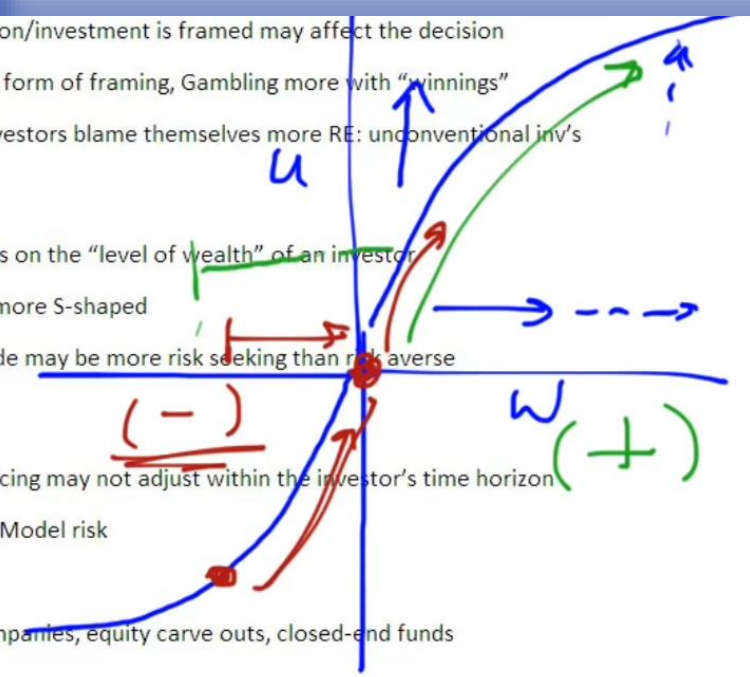
**Limits to arbitrage**

Fundamental risk – mispricing may not adjust within the investor’s time horizon

Implementation costs --- Model risk

LAW OF ONE PRICE

“Siamese Twin” companies, equity carve outs, closed-end funds



# ***What's needed?***

- iPad & stylus - Android options are available
- Doceri - among many other options
  - Free to trial, \$5 to \$35 full version
- PC or Mac
  - Optionally used with a computer, may be used iPad only
  - Demo whatever is on your PC – web, software, Excel, SPSS
- iPad and PC communicate via WiFi
  
- **NOW ...**

# Now record ...

- PPT, Excel, webpages ...
- Stock market action and trading

7-8. You are a consultant to a large manufacturing corporation considering a project with the following net after-tax cash flows (in millions of dollars)

| Years from now | After Tax Cash Flows |
|----------------|----------------------|
| 0              | 30.0                 |
| 1              | 30.0                 |
| 2              | 30.0                 |
| 3              | 30.0                 |
| 4              | 30.0                 |
| 5              | 30.0                 |

**Stop Buy** - If a stock rises above a certain price, the limit is reached and the stock is purchased  
Let's say you are tracking a stock that trades in a certain range, for example,

**Ameritrade Trade Architect**

Trade Account Watchlist Chart Ideas

Account Summary Account View Today's Net Change Avail. Funds for Trading Cash & Money Market Margin Balance Stock BP Options

Video Indices

DESG LAST CHANGE %CHNG

| DESG     | LAST      | CHANGE | %CHNG  |
|----------|-----------|--------|--------|
| DJIA     | 17,048.51 | +89.26 | +0.41% |
| NASD 100 | 4,042.582 | +1.882 | +0.05% |
| S&P 500  | 1,931.67  | +5.06  | +0.25% |
| SPX VIX  | 11.71     | -0.07  | -0.98% |

BANK NEW YORK ... 39.08 (+0.50 (+0.77%)) Bid Size: 18 Sell Ask Size: 20 Buy

Level II

| EX   | SIZE  | BID   | ASK   | SIZE  | EX   | TIME     | SIZE | PRICE |
|------|-------|-------|-------|-------|------|----------|------|-------|
| NSDQ | 1,800 | 39.08 | 39.08 | 2,000 | NYSE | 12:41:32 | 100  | 39.08 |
| NYSE | 1,800 | 39.08 | 39.08 | 1,800 | NSDQ | 12:40:37 | 100  | 39.08 |
| ADCK | 1,000 | 39.08 | 39.08 | 600   | ADCK | 12:40:38 | 100  | 39.08 |
| BATX | 500   | 39.08 | 39.08 | 600   | BATX | 12:40:38 | 700  | 39.08 |
| LDGK | 300   | 39.08 | 39.08 | 200   | LDGA | 12:40:14 | 100  | 39.08 |
| BATY | 200   | 39.08 | 39.08 | 100   | EDGX | 12:39:55 | 100  | 39.08 |
| BOBK | 200   | 39.08 | 39.10 | 200   | BATY | 12:39:38 | 100  | 39.08 |
| ADFN | 100   | 39.08 | 39.10 | 200   | ADFN | 12:39:35 | 100  | 39.08 |
| PHLX | 100   | 39.08 | 39.10 | 100   | PHLX | 12:39:41 | 100  | 39.08 |
| EDGA | 100   | 39.08 | 39.10 | 100   | BOEX | 12:39:25 | 200  | 39.08 |
|      |       |       |       |       |      | 12:39:25 | 100  | 39.08 |
|      |       |       |       |       |      | 12:39:25 | 100  | 39.08 |

Order Entry Order Book Alert Entry Alert Book Market Data Real-time Quotes 12:40:50 PM EST



- When done STOP, and drag to Google Drive
- Then “share” the link with the class

- Mod I Videos
- Stop Buy 3:15

<https://drive.google.com/file/d/0B7qQ9vFXI9ytNnVzYUJQQIR6Z0k/edit?usp=sharing>

<https://drive.google.com/file/d/0B7qQ9vFXI9ytOFA5al8xUEtTODg/edit>

# Concluding:

1. Next to no learning curve
2. Close to free and works with tools you probably already have at home (iPad, PC, Bluetooth headset)
3. Use Google Drive (also free) or other cloud options to easily share (even Blackboard)

- *Support an online class or FLIP the classroom you have now*

- Optional:
- You can edit the videos later if you want using Camtasia

***That would take more than  
5 minutes***

