Can I Get That Video in Streaming?
Traversing the Obstacles of Educational Media

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Library Technology Conference
March 18, 2015
“[t]he ‘library’ has lost its etymologic meaning and means not a collection of books, but the central agency for disseminating information, innocent recreation, or, best of all, inspiration among the people. Whenever this can be done better, more quickly, or cheaply by a picture than a book, the picture is entitled to a place on the shelves and in the catalog” - Melvil Dewey, 1906
UMN Libraries Streaming Background

- **2008**
  Group of media interested librarians got together to pilot license some title in Films On Demand – gradual purchase of streaming packages

- **2010**
  Scott conducted a campus streaming environmental scan – authored internal report. Coincided with Media Resources Framework study
2012
Office of Classroom Management publicly announces phased retirement of classroom playback equipment
– Scott conducted a data analyses study and authored report of most circulated titles across Libraries system for 3 years and most requested titles for advanced booking/reserves. Provided estimated license potential.
UMN Libraries Streaming Background Continued

• Spring 2014
  Pilot: expanded investment of some popular single title circ. streaming (New Day, Docuseek2, FMG, Kanopy) with support from an ad hoc cohort of media intensive subject librarians

• Fall 2014-present
  Formal Streaming Video Task Group charged to tackle streaming issues related to selection criteria guidelines, ordering workflows, streaming communications, and user experience/pedagogical affordance streaming assessment
Evolution of Video Formats
VHS
image: http://www.gbk.com.au/files/a00b95605d51ba69528e14d5b3b813fc.jpg
As I am an expert on feline ennui, in all of its forms,
UMN Libraries Streaming
[NeverEnding] Story

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-https://conservancy.umn.edu/handle/11299/130289
DOES YOUR INSTITUTION STREAM VIDEO

Answered: 302   Skipped: 34

Yes 70%
No 30%

Additional major considerations

**COST** - How much do we have to spend? From what collections budget?

Digital media usage assessment metrics (COUNTER data, eLearning pedagogical assessment, technical delivery assessment)

**License individual streaming video titles**

- Vendor hosted licensed streaming media
- Locally hosted licensed streaming media (digitization rights)

**License bundles of streaming videos** (Alexander Street Press, FilmsOnDemand)

Licensing Considerations

- Licensed content cataloging/discovery (MARC - metadata, custom search interface)
- License contract reviews
- Vendor licensing negotiation

Content selectors (Subject Librarians, eResources Manage Collection Coordinator, Media Librarian)

Copyright/Fair Use

- Copyright Law: See TEACH, 107, 108
- For how long? Is the content secure?
- Transformative argument? (i.e., degraded quality)
Public Library Streaming Services


Academic Streaming Services

Media Education Foundation & California Newsreel Streaming Video Collections
The University Libraries has licensed the complete Media Education Foundation collection and all of the currently available titles of California Newsreel on the Kanopy streaming platform! These include many of our most requested titles that circulate on DVD/VHS. Check back regularly, as new titles will be added to both collections as they join Kanopy.

Streaming Video Collections

z.umn.edu/streamingvideo
Related library media contexts

Locally owned (archival) fixed media collections
Locally hosted research/teaching collections of curated media

Preservation: Transcode video to streaming (or DVD) for Media At Risk fixed collections (Sec. 108)

Promote open media collections

Streaming Video Collections
Promotion/Outreach

Streaming website, instructor outreach (subject librarians, media librarian), mass communications

Physical media collections management (storage, withdrawal, catalog reconciliation, etc.)

Streaming delivery technical infrastructure

Requires digital rights management software
Requires video streaming server/storage
Requires media management software

Video Furnace/Avalon/Fedora-DSpace
Media player Media Mill/Kaltura
LMS Integration Shibboleth authentication

Requires digitization & e-reserves staff Requires legacy digitization equipment
Digital Video Collections Guide

Below is a guide of university licensed and freely available quality digital (mostly streaming) video online resources.

Table of Contents:
- Licensed Streaming Video Collections
- Open Video Collection Websites

Licensed Streaming Video Collections

These are amazing collections of streaming video titles the UMN Libraries have licensed. These collections are restricted to University affiliates (requiring .x500 for off campus access).

- Acland's Video Atlas of Human Anatomy
  Acland's Video Atlas of Human Anatomy is a series of anatomy lessons on video presented by Robert Acland. Dr. Acland is a professor of surgery in the division of plastic and reconstructive surgery at the University of Louisville School of Medicine. The series uses unembalmed human specimens to illustrate anatomical structures.

- Alexander Street Critical Video Editions
  Critical Video Editions provides subject-specific content developed by the BBC, Creative Arts Television, ArtHaus Musik, Pennebaker, Hegedus Films, Cunningham Dance Foundation, Insight Media, and many other publishers and broadcast companies. All content is indexed and searchable including full-text transcripts available for many of the videos. Users can search by date, performers, other names, scene, aria, etc. Sequential thumbnail photos for some videos facilitates previewing content quickly. The Alexander Street Press interface also provides ability to cite videos to the specific second with permanent URLs. Other features built into Critical Video Editions include custom clip-making tools, personal playlists, and embeddable links.
  
  - Counseling and Therapy in Video (Alexander Street Press)
    Counseling and Therapy in Video provides the largest and richest online collection of video available for the study of counseling, social work, psychotherapy, psychology, and psychiatric counseling. The collection's wealth of video and multiplicity of perspectives allow students and scholars to see, experience, and study counseling in ways never before possible.
  
  - Dance in Video, Vol. 1
    Searchable database containing streaming video files of dance productions and documentaries by influential performers and companies of the 20th century. Selections cover ballet, tap, jazz, contemporary, experimental, and improvisational dance, as well as forerunners of the forms and the pioneers of modern concert dance. Videos can be browsed by people, role, ensemble, genre, and venue. Material types include documentaries, editorials, instructional, interviews, and performances. Database users include individuals and institutions.

http://z.umn.edu/videoguide
Digital Video Collections Guide

Below is a curated bibliography, mirrored from the University of Minnesota Digital Video Collections Guide, consisting of quality licensed and open digital video collections that has been inspired largely with support from Arizona State University (deg farrelly) and some resources culled from various institutions in the LibGuides Community. This resource is being shared on ALA Connect as an Online Doc with the hope that a community of media interested professionals will contribute further links/descriptions of quality licensed or open digital video collections, and repurposed as they see fit to meet the needs of their constituents. Attribution is greatly appreciated, but please repurpose regardless.

Considerations for adding a resource:
Please add links only to legal digital video collections and those that you feel represent high quality content that would be of value to various constituencies. This guide is currently academic focused, but as the Video Round Table represents diverse media needs, video for K-12, public libraries, special libraries, museums, etc.. are certainly appropriate. Please do not include links to other video bibliographies unless the character of said resource is unique (e.g., Berkely's MRC Guide). When adding a link to a digital video collections, please submit the URL specifically to the video search page and/or sub-collection of video clips, not the primary homepage of the collections' sponsor (unless they are the same). Accordingly, multiple links to sub-collections (e.g., LOC digital video collections) are acceptable. Finally, the licensed resources below are for the licensed collections at the University of Minnesota. If your institution subscribes to these collections, you will need to update the links for your own configurations.

http://connect.ala.org/node/183711
Recommended Title Level Licensed Streaming Selection Criteria (draft)

- Collection Development Philosophy
- Licensing Terms
- Cost
- Delivery/Extensibility
- Discovery
- Accessibility
- Vendor Usage Statistics Requirements
Licensed Streaming Challenges

• Licensing theatrical studio films
• VHS Video At Risk (Sec. 108)
• System wide subject Librarian engagement and buy-in
• Born digital commercial content
• $$$ - scalability of licensing streaming media program with diminished collections budgets
• Accessibility (some lack of captioning/audio description) even in licensed streaming
• Articulated Institutional Risk Assessment – Fair Use
The REALLY FUN Stuff...Discovering What Our Users Are Doing And Want To Do With Streaming Video That They Can’t Do (As Easily) With Physical Media?

– UMN Instructor Streaming Study

• Investigation of instructor and student user experience in course/disciplinary context

• Investigation of instructor and student pedagogical affordances of educational streaming video
How is media meeting faculty/student needs?

Case Study 1: Performing Arts Affordances of Digital Video

• Access - students need to watch BBC Shakespeare film during the summer before fall classes began to prepare for class monologues
• Being able for students to view clips from Royal Shakespeare series outside of class now allows more time to focus on in-class performance (i.e., flipped classroom)
• Essential value of the audio/video medium (vs. print) in conveying nuances of performance

"You can't equate reading a Shakespeare play to seeing and hearing it: it aides in clarity, relationship understanding, and is simply more interesting." - Steve Cardamone (instructor)
How is media meeting faculty/students needs?

Case Study 2: Nursing Dept. Affordances of Digital Video

• Visual understanding and reinforcement of concepts learned in text and graphic course materials
• Ability to prepare for and study practicum procedures which are then reinforced by follow up text self assessments
• The opportunity to review and reinforce clinical practicum procedures visually

"Access to digital video brings to life many of the professional and interpersonal interactions between nurses, colleagues and patients. This significantly enhances instruction provided through text and graphic materials. Digital video has enhanced Nursing instruction for online and in class courses and practicums immeasurably."

- Nima Salehi (instructional designer, Nursing)
Thank you

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