

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

Scott Spicer  
Library Technology Conference  
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<http://upload.wikimedia.org/wikipedia/com>

“[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

# UMN Libraries Streaming Background Continued

- 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





**DANSK  
FILMJOURNAL**

*"THAILANDSK KONGEBESØG."*

*KONG BHUMIBOL, DRONN.  
SIRIMIT, KONG FREDERIK  
DRONNING INGRID  
BL.A. I DET KGL. TEATER*

*S/HV. OMV. ORIG.*

Film image (CC-BY-SA-

2.0): [http://commons.wikimedia.org/wiki/File:16mm\\_film\\_reel\\_%286](http://commons.wikimedia.org/wiki/File:16mm_film_reel_%286)

[498633589%29.jpg](http://commons.wikimedia.org/wiki/File:16mm_film_reel_%286)





MONO  
 STEREO  
 DUAL LANGUAGE  
 COLOR  
 BLACK & WHITE

BILINGUE  
 COULEUR  
 MONOCHROME

11/50C  
 PAL  
 SECAM

TIME CODE  
CODE DE TEMPS

**SP**  
KSP-60

**CAUTION ATTENTION**  
● Insert the VIDEO CASSETTE in JACKET in back direction only to load  
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● Insert the VIDEO CASSETTE in the back direction only to load  
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Authentic Component  
To get the best from the tape, use  
SONY

U-Matic image (CC-BY-SA-3.0-migrated): <http://upload.wikimedia.org/wikipedia/commons/f/f8/U-matic.jpg>



VHS

image: <http://www.gbk.com.au/files/a00b95605d51ba69528e14d5b3b813fc.jpg>





DVD image (CC-BY-SA-3.0): [http://upload.wikimedia.org/wikipedia/commons/d/dd/CD\\_DVD\\_Collections.jpg](http://upload.wikimedia.org/wikipedia/commons/d/dd/CD_DVD_Collections.jpg)



As I am an expert on feline ennui,  
in all of its forms,

0:14 / 1:36

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YouTube Image :[http://crabbygolightly.com/wordpress/wp-content/uploads/2013/03/henri\\_skills\\_for\\_friskies.jpg](http://crabbygolightly.com/wordpress/wp-content/uploads/2013/03/henri_skills_for_friskies.jpg)



# UMN Libraries Streaming [NeverEnding] Story



Never Ending Story Image: <http://imageserver.moviepilot.com/image194-this-gritty-concept-art-is-everything-i-want-from-a-neverending-story-remake.jpeg?width=720&height=545>

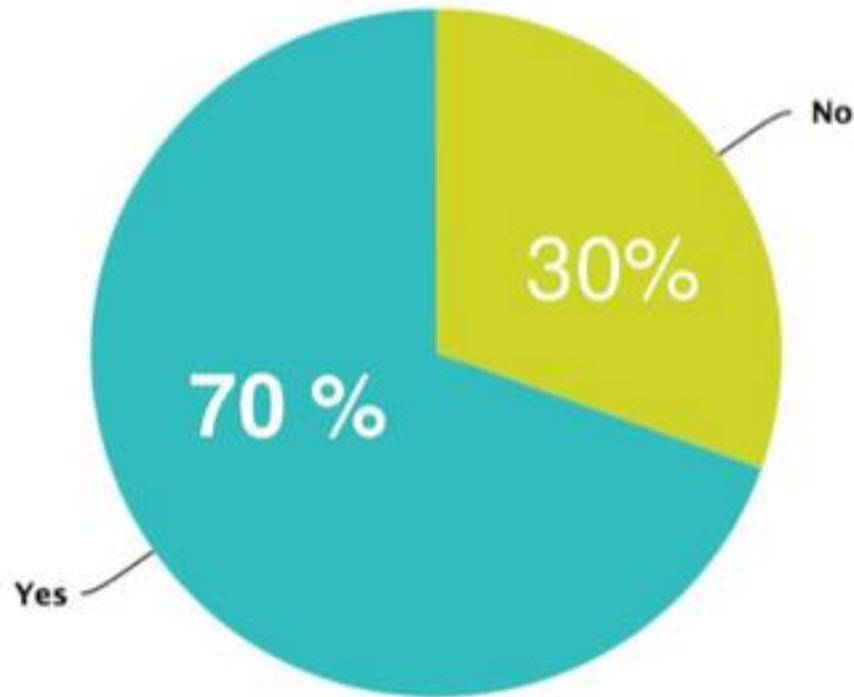


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# DOES YOUR INSTITUTION STREAM VIDEO

Answered: 302 Skipped: 34



Streaming Video in Academic Libraries – Survey Results and Copyright Information by deg farrelly and Jane Hutchison, ProQuest Day at ALA Annual 2014: <http://www.slideshare.net/proquest/streaming-video-in-academic-libraries-survey-results-and-copyright-information-by-deg-farrelly-and-jane-hutchison-proquest-day-at-ala-annual-2014>

# DIGITAL DELIVERY OF FIXED MEDIA COLLECTIONS

## 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)

## Related library media contexts

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

## Approaches to digital access/delivery

### 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)

### Transcode fixed video to streaming without permission (fair use, e-reserves model - typically limited class, time)

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

### Promote open media collections

#### Collections development considerations

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

Streaming collections development strategic planning - Collection Development Policy, Institutional players on campus - potential partnerships, etc..

PHYSICAL MEDIA COLLECTIONS MANAGEMENT (storage, withdrawal, catalog reconciliation, etc..)

#### Streaming Video Collections Promotion/Outreach

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

#### Licensing Considerations

- Licensed content cataloging/discovery (MARC - metadata, custom search interface)
  - License contract reviews
- License management/contract reviews Terms: Cost, years (1,3, in-perpetuity), for digitization rights: can you re-code later ("life of file"), reuse, back-catalog, ILL
  - Vendor licensing negotiation

#### Copyright/Fair Use Implications

- Copyright Law: Sec(s) 110.1, 110.2 (TEACH), 107, 108 (Media At Risk)
  - For how long?
  - Is the content secure (DRM)?
  - Who has access?
  - Transformative argument? (i.e., degraded quality)
  - Amount of material digitized? (i.e., institutional risk aversion)

#### Streaming delivery technical infrastructure

- Requires digital rights management software
- Requires video streaming server/storage
  - Video Furnace/Avalon/Fedora-DSpace
  - Media player
    - LMS Integration
    - Shibboleth authentication
      - Requires digitization & e-reserves staff
      - Requires legacy digitization equipment
  - Media Mill/Kaltura
- Requires media management software

Additional major considerations

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

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Approach

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License contract reviews

Vendor licensing negotiation

Copyright/Fair Use

Copyright Law: Section 107, 108 (TEACH)

For how long?

Is the content selected?

Transformative argument? (i.e., degraded quality)

# Public Library Streaming Services



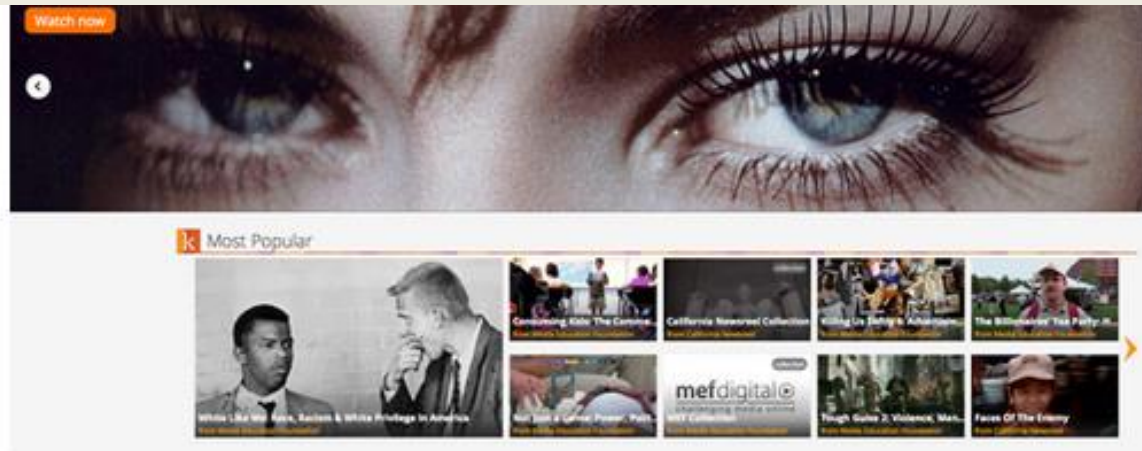
Overdrive Image: [http://www.mentorpl.org/wp-content/uploads/2014/01/FB-graphic-404x404\\_Streaming-Video.jpg](http://www.mentorpl.org/wp-content/uploads/2014/01/FB-graphic-404x404_Streaming-Video.jpg)



Hoopla  
Image: <http://www.warwicklibrary.org/sites/default/files/images/hoopla.jpg>



# 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

[Films on Demand](#)

[Docuseek2](#)

[Ethnographic Video Online](#)

[Filmmakers Library Online](#)

[Folkstreams](#)

[Lynda.com Online Tutorials](#)

[Media Education Foundation](#)

[BBC Shakespeare](#)

[New Day Films](#)

[Nursing Education in Video](#)

[Opera in Video](#)

[Television News Archive](#)

[Theatre in Video](#)

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### Related library media contexts

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Delivery

Streaming  
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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

- My Communities
- My Divisions
- My Round Tables

**VRT (Video Round Table)**  
[Find a Round Table to Follow \[?\]](#)

**My Sections**

**VRT (Video Round Table)**  
Search this group:

- Group Headings**
- [General News & Discussion](#) (56)
  - [Media Reformatting](#) (1)
  - [Executive Committee Meetings](#) (6)
- [Edit headings](#)

**My Group Settings**

Enable email notifications from this group

Home > Groups > VRT (Video Round Table)

Go to:

## **Digital Video Collections Guide**

[View](#) [Edit](#) [Revisions](#)



Last modified by Scott Spicer on Tue, 03/10/2015 - 8:58 am

Tags: [General News & Discussion](#) | [2015](#) | [Open Collections](#) | [digital video](#) | [resource guide](#) | [Open Video](#) | [Video Round Table](#)

### 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., [Berkeley'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.

# 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

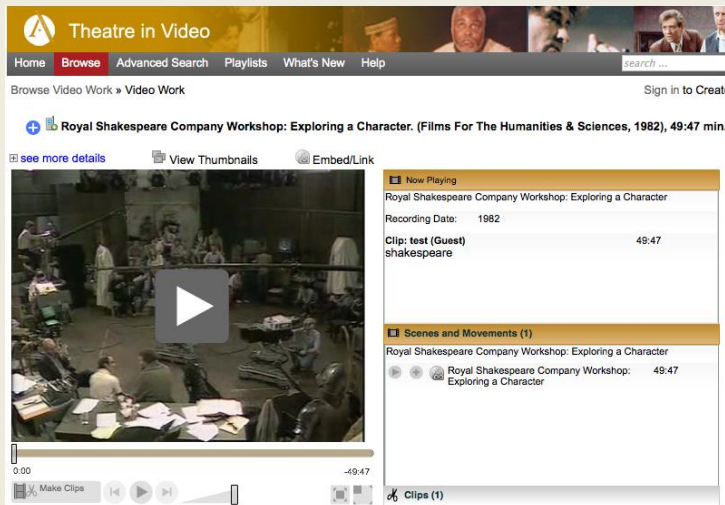
- Investigation of instructor and student user experience in course/disciplinary context
- Investigation of instructor and student pedagogical affordances of educational streaming video

# 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)**



The screenshot shows the 'Theatre in Video' website. The main content area features a video player for 'Royal Shakespeare Company Workshop: Exploring a Character'. The video player has a play button and a progress bar. To the right of the video player, there is a 'Now Playing' section with the following information: 'Royal Shakespeare Company Workshop: Exploring a Character', 'Recording Date: 1982', and 'Clip: test (Guest) shakespeare 49:47'. Below this, there is a 'Scenes and Movements (1)' section with a single entry: 'Royal Shakespeare Company Workshop: Exploring a Character 48:47'. The website header includes navigation links like 'Home', 'Browse', 'Advanced Search', 'Playlists', 'What's New', and 'Help'. There is also a search bar and a 'Sign in to Create' link.



The screenshot shows the 'Ambrose Video 2.0' website. The main content area features a video player for 'The BBC Shakespeare Plays All's Well that Ends Well (Full Program)'. The video player has a play button and a progress bar. To the left of the video player, there is a text block: 'The BBC Shakespeare Plays All's Well that Ends Well (Full Program)'. Below this, there is a paragraph of text: 'Shakespeare is rightly called the world's greatest playwright for the soaring beauty of his language, for his profound insight into human nature, for the truths he dramatized and for the realism of the characters he created. He was, and remains, a superb entertainer.' The video player has a 'CC is on' logo in the top right corner. The website header includes the 'Ambrose Video 2.0' logo and the text 'The BBC Shakespeare Plays All's Well that Ends Well (Full Program)'. The footer includes the text 'Player Version v5.4/02 4:3' and resolution options: '320 x 240', '480 x 360', '640 x 480', and '800 x 600'.

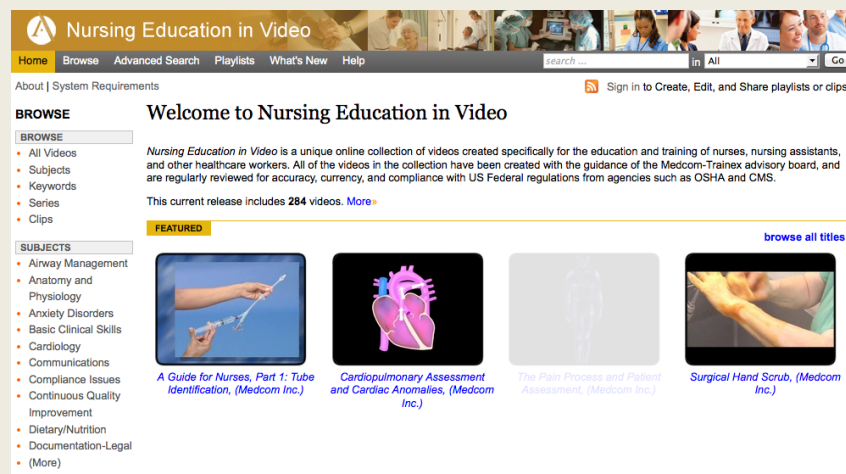
# How is media meeting faculty/students needs?

## 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)**



The screenshot shows the homepage of the 'Nursing Education in Video' website. The header includes a navigation menu with 'Home', 'Browse', 'Advanced Search', 'Playlists', 'What's New', and 'Help'. A search bar is located in the top right. Below the header, there is a 'Welcome to Nursing Education in Video' section with a brief description of the site's content and a 'FEATURED' section displaying four video thumbnails with their titles: 'A Guide for Nurses, Part 1: Tube Identification, (Medcom Inc.)', 'Cardiopulmonary Assessment and Cardiac Anomalies, (Medcom Inc.)', 'The Pain Process and Patient Assessment, (Medcom Inc.)', and 'Surgical Hand Scrub, (Medcom Inc.)'. A sidebar on the left contains 'BROWSE' and 'SUBJECTS' categories with various sub-topics.

# Thank you

Contact:

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University of Minnesota Libraries

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