

Blending Large Scale Syllabi Text Analysis with Qualitative Instructor Preferences Data to Help Inform Directions for Media Collections Management and Outreach

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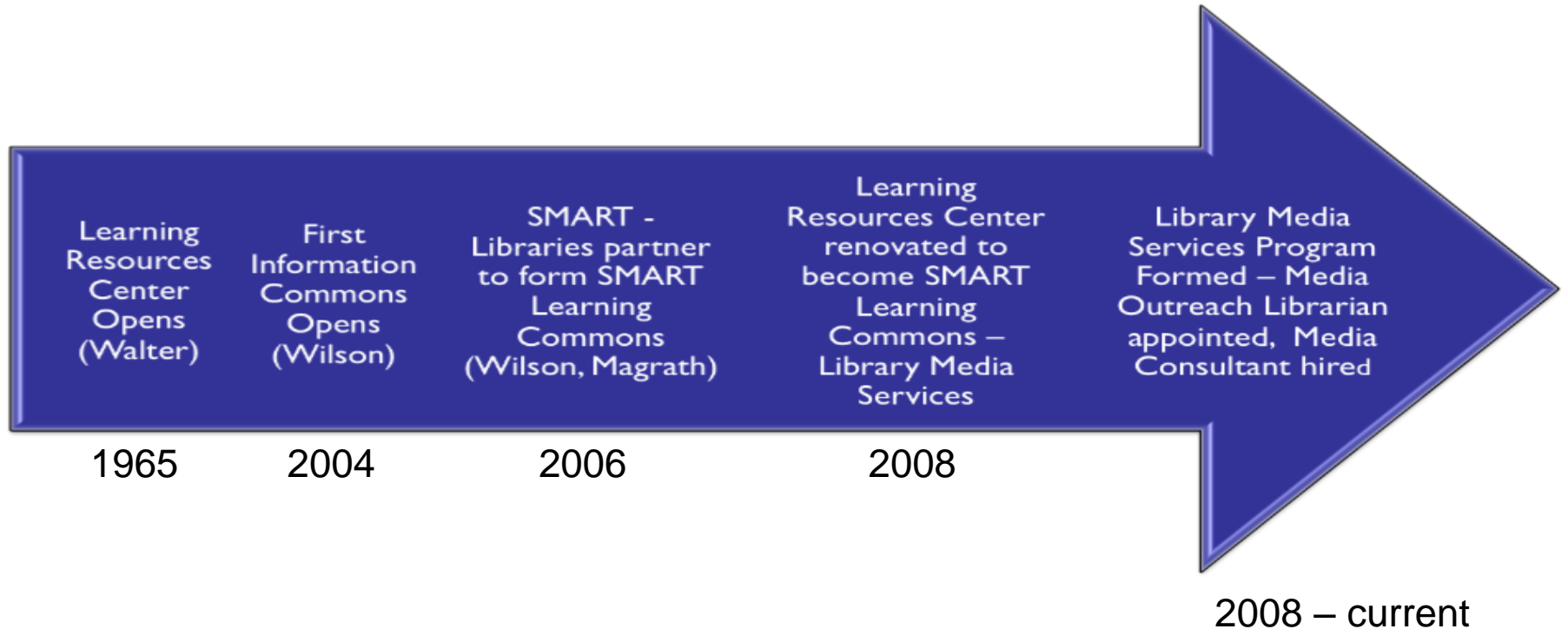
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Hashtag: #TextMiningLTC17

Library Technology Conference

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Library Media Services Program Evolution



Why? Need to Have a Finger on Pulse of Course Media Use



Pulse: https://commons.wikimedia.org/wiki/File:Radial_pulse.jpg

Instructor/Subject Liaison Outreach



Streaming Task Force

Media Collection Management



https://upload.wikimedia.org/wikipedia/commons/thumb/5/5b/TDK_VHS_cassette_tape_20121220.jpg/1024px-TDK_VHS_cassette_tape_20121220.jpg

Future [Streaming/Physical] Media
Investments (aka How Much Counseling
& Therapy Video does a Campus Truly
Need?)

Can Not Forget Student Produced Media...



Best of all, this is Really Cool! A Trip Around the Academic World: The Importance & Inspiration of Understanding [Inter]Disciplinary Based Information, Digital & Media Literacy Contexts



Earth Zoom: <https://youtu.be/a0d4bMD4DM4?t=19s>

Department Course Media Review Process

1. Collect syllabi (either online or from department)
2. Ingest into Nvivo > set up nodes > apply keywords query > run scan
3. Code media instances > output to Word
4. Populate Excel/Google spreadsheets by class
5. Add other data (e.g., Advanced Booking, correspondence, streaming usage statistics) to spreadsheet
6. Meet with liaison to go over findings and discuss possibilities for targeted outreach and media collections management directions
7. Document meeting notes

NVivo Syllabi Text Mining & Spreadsheet Creation Demo

Example Early Benefits

School of Public Health: Identified top streamed licensed documentary “Big Bucks, Big Pharma.” Learned that the title was a required outside class viewing w/ related response paper.

Social Work/Psychology: A little, but not huge amounts of video in clinical courses.

School of Journalism: Supported some streaming adoption of our licensed media. Surfaced some possible outreach for student media support in lower level Journalism courses not supported by the School of Journalism media lab.

Sociology: Supported some streaming adoption of our licensed media.

Gender Women Sexuality Studies (in progress): A lot of media use. Some instructors are not aware that we have licensed certain titles.

Limitations

Not all course media use will be on a syllabi

Different liaisons have different levels of media interest - varying relationships with their departments, instructors

Not always to get syllabi (no central campus repository)

Some faculty members may believe scanning their syllabi is Big Brotherish - have not encountered this yet

Takes a lot of time to capture syllabi, review, analyze and synthesize media use, then have conversations

Instructors, classes, online courses, even programs are constantly evolving as is media use (new titles always entering the market)

Contact Info.

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