

THE ABCs OF STREAMING MEDIA INSTRUCTION: Faculty Needs and Library Support

STREAMING MEDIA AND THE ACADEMIC LIBRARY
Elsa Loftis and Carly Lamphere

TODAY'S AGENDA

- 01** THE ABCs OF STREAMING
- 02** ITHAKA STUDY: GOALS AND METHODOLOGY
- 03** ITHAKA STUDY: OUTCOMES OF THE NATIONAL STUDY
- 04** PORTLAND STATE UNIVERSITY STUDY
- 05** GROUP ACTIVITY
- 06** TAKEAWAYS/DISCUSSION/QUESTIONS



01

THE ABCs OF STREAMING

Let's start with the basics!



ACCESSIBILITY

**BUDGET/PURCHASING
MODELS**

COURSE DESIGN

DIVERSITY OF CONTENT

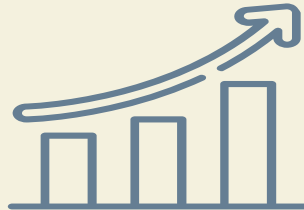
ACCESSIBILITY

- CAPTIONS AND SUBTITLES
- ADDITIONAL IMAGES/TEXT IN MEDIA
- AUDIO DESCRIPTIONS
- QUALITY



BUDGET SUSTAINABILITY

- ADJUSTING ACQUISITIONS MODELS
- SETTING A BUDGET AND STICKING TO IT
 - POLICY AND COMMUNICATION
- DETERMINING RETURN ON INVESTMENT



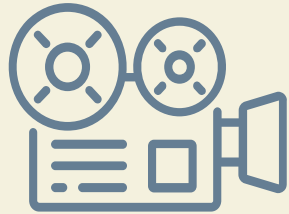
PURCHASING MODELS

- **FIRM ORDERS (TITLE BY TITLE)**
 - VIA VENDORS
 - VIA FILMMAKERS/DISTRIBUTORS
- **PATRON DRIVEN ACQUISITIONS**
- **SUBSCRIPTION SERVICES**
 - LOCAL
 - CONSORTIAL
- **LICENSING TERMS**



COURSE DESIGN

- ONLINE/HYBRID
- “FLIPPED CLASSROOM”
- CLIP COLLECTIONS
- LECTURE CAPTURE



DIVERSITY OF CONTENT

- **FORMAT**
- **SOCIAL MEDIA**
- **LOCALLY MADE**
- **IDENTITY**
- **REPRESENTATION**
- **LANGUAGE**
- **GEOGRAPHIC DIVERSITY**





02

ITHAKA STUDY GOALS AND METHODOLOGY

Cohorts and Trainings

TWO FOLD STUDY:

NATIONAL SURVEY

- 309 COMPLETED SURVEYS COLLECTED (297 FROM THE UNITED STATES AND 12 FROM CANADA)

ON-CAMPUS INTERVIEWS WITH FACULTY

- +200 INTERVIEW CONDUCTED NATIONWIDE FROM A COHORT OF 24 ACADEMIC LIBRARIES

WHAT DID THE SURVEY MEASURE?



**PRICING AND ACQUISITION
MODELS**



LOCAL WORKFLOW & DEMAND



**EMERGING MEDIA,
DIGITIZATION**



03

ITHAKA STUDY

OUTCOMES OF THE
NATIONAL STUDY

Ithaka S+R survey and interviews

STREAMING LICENSING LANDSCAPE

94% of libraries purchase short-term streaming licenses.

70% occasionally purchase perpetual licenses when possible



83% of libraries have a licensing agreement with

Kanopy, and **80%** use Alexander Street Press.



90% of libraries use subscription acquisitions models.

82% of libraries also direct order



88% of libraries get streaming media from streaming platforms, as opposed to **7%** from independent distributors and **3%** from OERS



MORE SURVEY FINDINGS

[LINK TO FULL REPORT](#)

Our findings ultimately suggest that neither libraries nor vendors have fully realized the opportunities for integrating streaming within the teaching and learning space of higher education

Ithaka S+R, 2022

POSSIBLE RECOMMENDATIONS

- Consortial subscription licensing to reduce costs and expand digital offerings
- Better realizing the value of the Library's already purchased VHS and DVD collections through controlled digital lending (CDL)
- Offset rising costs with OERs
- Host locally created content on Kaltura, and in some cases catalog in Primo
- Cost sharing with other departments



04

PSU STUDY

Faculty Insights from the interviews

10 FACULTY INTERVIEWED

FILM STUDIES

5 FACULTY
INTERVIEWED BY ELSA
LOFTIS

SOCIAL WORK

5 FACULTY
INTERVIEWED BY CARLY
LAMPHERE

- CURRENT PRACTICES
- EVOLVING EXPECTATIONS
- WRAPPING UP

FACULTY INSIGHTS



DISCOVERY



FORMAT



CONTENT



05

GROUP **ACTIVITY**

DISCUSSION SECTIONS

DIVIDE INTO 4 GROUPS FOR DISCUSSION

- ACCESSIBILITY
- BUDGET & PURCHASING
- COURSE DESIGN
- DIVERSITY OF CONTENT

DISCUSS: WHAT ARE YOUR LIBRARIES DOING IN REGARDS TO (YOUR GROUP'S TOPIC) AROUND STREAMING MEDIA? WHAT ARE SOME OF THE CHALLENGES?



06

OUTCOMES
FUTURE PLANS

DISCUSSION SECTIONS

KNOWN ISSUES TO CONTINUE TO ADDRESS

- **DISCOVERABILITY**
- **ABILITY TO SUPPLY AND RETAIN CERTAIN CONTENT**
- **PRICING VARIATIONS AND BUDGETARY SUSTAINABILITY**
- **ACCESSIBILITY AS A CENTRAL CONCERN**

LOCAL ISSUES TO ADDRESS

- IS THE LIBRARY MEETING NEEDS?
- FACULTY INTEREST / BANDWIDTH FOR SELECTING FILMS
- RESOURCES OR OTHER SUPPORT?
 - Acquisitions Librarian designing a series of workshop for faculty (ideally with OAI) for help navigating existing resources and instructional design support
 - Spotlight lists, or curated title suggestions by subject
 - SMART PDA model from Kanopy
- HOW TO HANDLE LOCALLY CREATED CONTENT

NEGOTIATE/ADVOCATE WITH VENDORS



QUALITY METADATA

Most bib records are vendor-supplied



COMMONALITY IN PRICING

Some baseline in pricing in licensing terms



ACCESS TO COMMERCIAL CONTENT

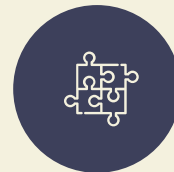
ACCESSIBLE

Subtitles, transcripts, audio description, some vendors are better than others



DIVERSE CONTENT

High demand for content that is current and highlights underrepresented voices



THANKS!

DO YOU HAVE ANY
QUESTIONS?

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