



**ALEXANDER
STREET**

a ProQuest Company

**Does video belong in the academy?
Partnership between Publishers, Libraries
and Faculty in Academic Multimedia
Content Generation**

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Sales Director, Europe and Africa
kanguelova@alexanderstreet.com



We believe in the power of video and film to teach, learn, and facilitate research.

Disciplines of focus—our areas of unmatched strength



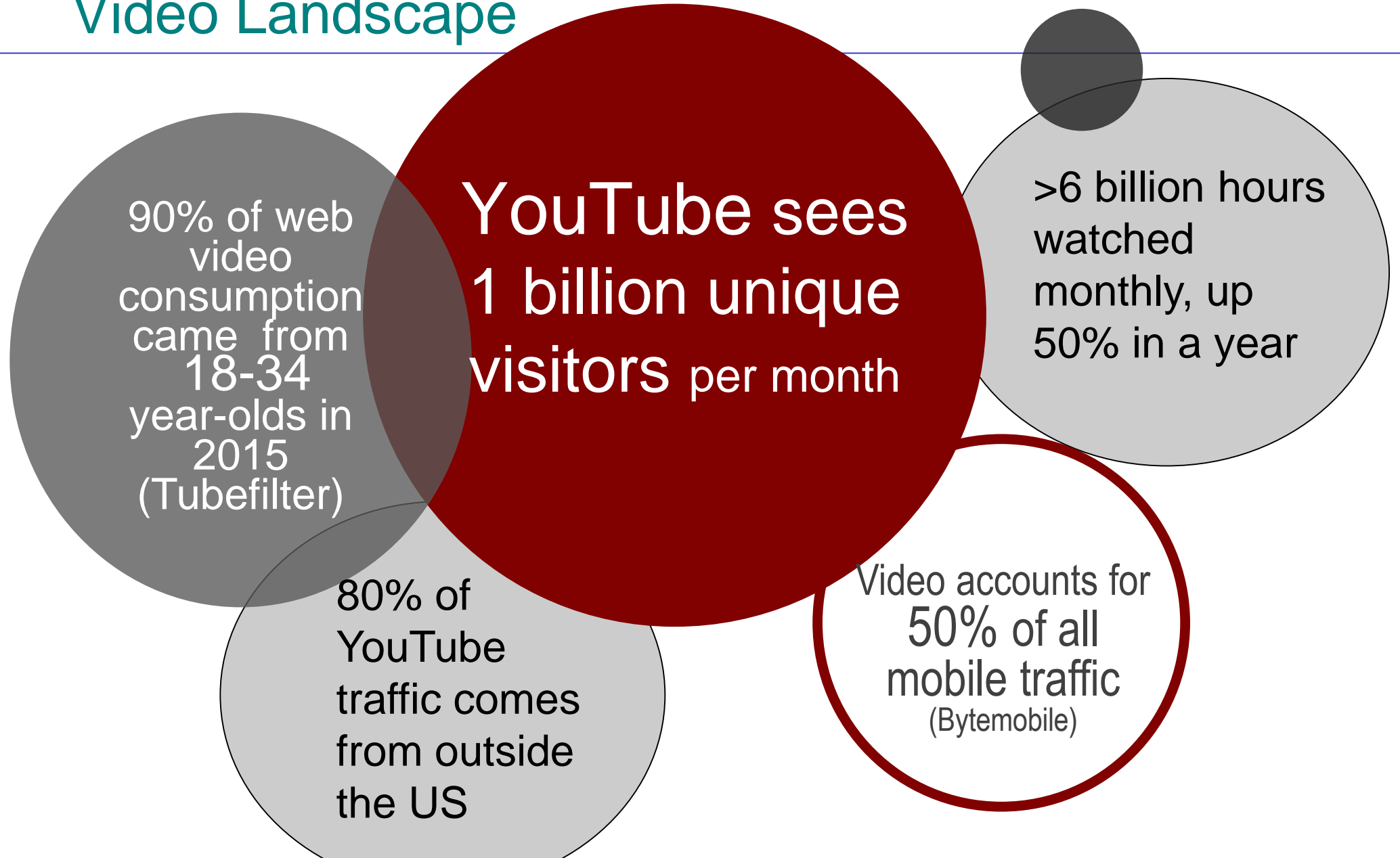
- Anthropology
- Counseling
- History
- Music and Performing Arts
- Diversity Studies
- Education
- Feature Film
- Business
- Health Sciences
- Theatre



WHAT'S HAPPENING WITH AUDIO/VIDEO?



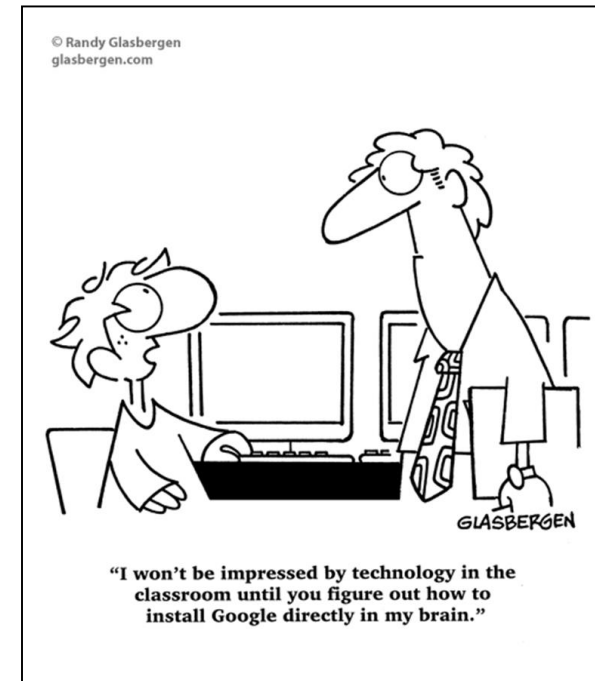
Video Landscape





Education Landscape

- Higher education is evolving.
 - Learners' proficiency with technology and video is changing.
 - We have a better understanding of how people learn.
 - Increased Web access has led to emergence of distance learning.
 - There are new generations of tech savvy teachers.





Video: Growing Significance

Over 180m
media tablets
were sold in
2012

YouTube is
twice the
popularity of
Wikipedia
by reach

Video is
currently
57% of
network
traffic

- Video-on-demand traffic will nearly triple by 2017. The amount of VoD traffic in 2017 will be equivalent to 6 billion DVDs per month.

[Source: Cisco Visual Networking Index: Forecast and Methodology, 2012–2017, May 29, 2013.](#)

YouTube Statistics, www.youtube.com/yt/press/statistics.html



Video: Growing Significance

**Streaming
video**

Is part of how
students learn

**79% of
students watch
video
voluntarily to
help
understanding**

**Video is now
critical
to their
libraries**

**Demand
for
digital
content is
rapidly
growing**

**68% of students
watch video in
the classroom**

Video: Improving Student Outcomes



- Bring in experts and a multiplicity of perspectives

- Extend the classroom time and space

- Students can customize their education

- Teach in a way students are accustomed to learning



Today's students

- Watch video, listen to audio
 - Classroom access
 - Web access
- Record video
 - Capture lectures
 - Conduct interviews
 - Film experiments
- Use video communications such as Skype, google hangouts
 - Expect to see as well as hear
 - Used to a media rich environment
- Rise of MOOCs and Online learning
 - Flipped Classroom





Then and now...

1990s

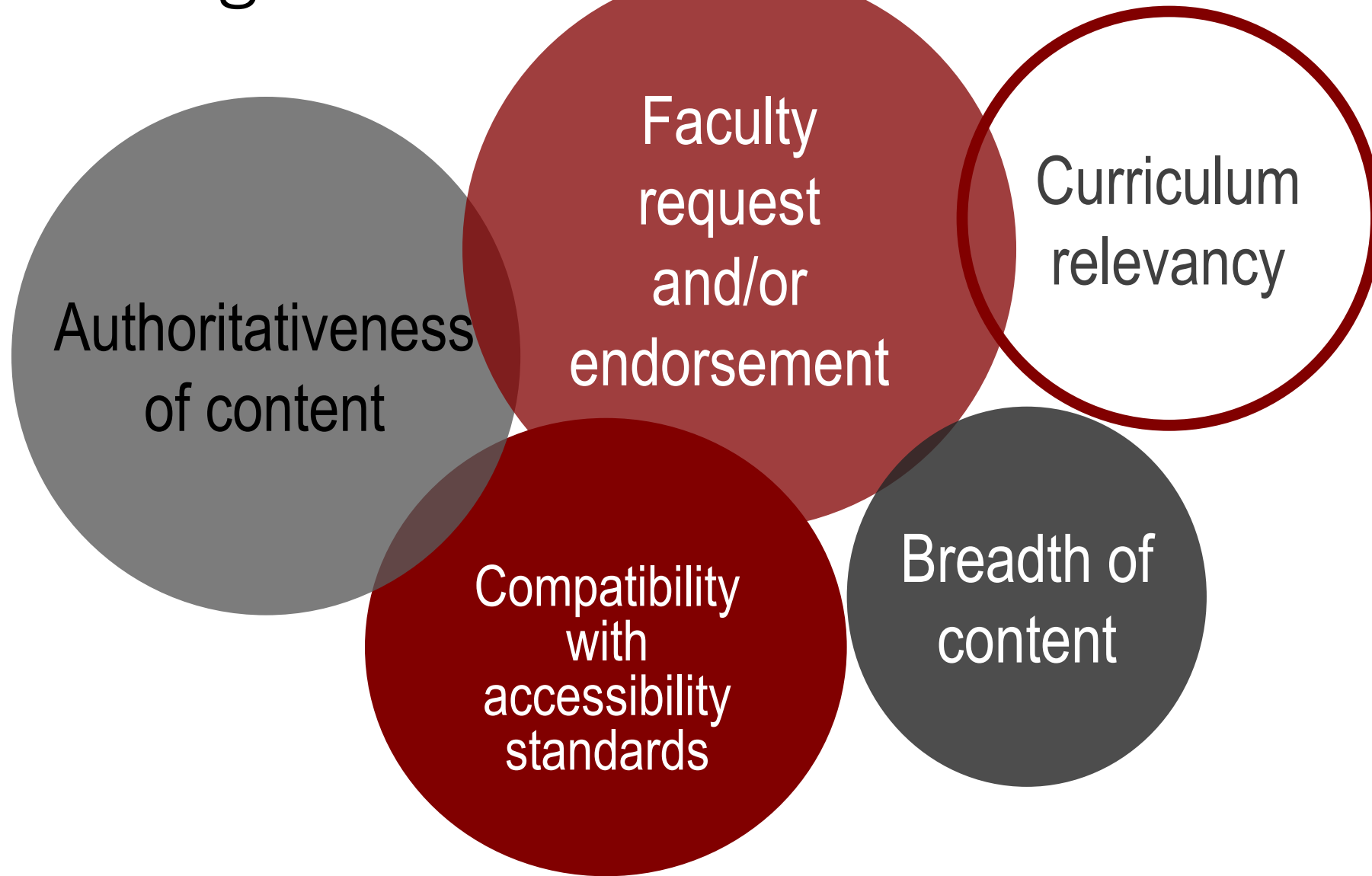


2010s



From: Internet Trends D11 Conference, 5/29/2013
Mary Meeker/Liang Wu, KPCB

Evaluating Video: Content

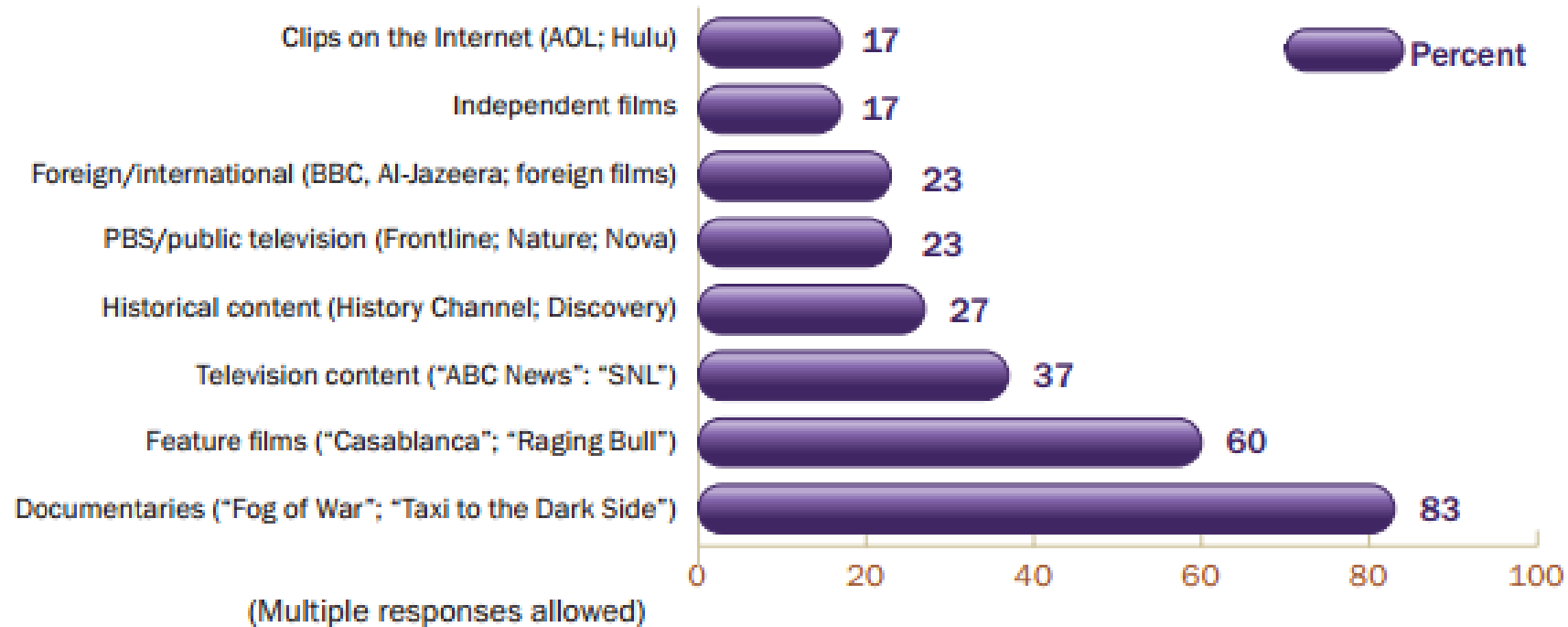




HOW ARE AUDIO AND VIDEO BEING USED IN THE
ACADEMY?



Faculty Video Use - docs, features, nonfiction TV, Internet video



Video Use and Higher Education: Options for the Future. Intelligent Television and New York University Report, June 2009



Video as an add-on

Cell Article Prototype #1 View Prototype #3 Tell Us What You Think Share & Save

May 2, 2009 • Volume 133, Issue 5, pp. 442–474 DOI: 10.1016/j.cell.2009.04.018

A Dynamic Pathway for Calcium-Independent Activation of CaMKII by Methionine Oxidation

Jeffrey R. Erickson¹, Wei-ling A. Jörner¹, Xiaojun Guan¹, William Kutschke¹, Jinying Yang¹, Carmine V. Oddo², Ryan K. Bertlett³, John S. Lowe¹, Susan E. D'Donneo⁴, Nahat Aykin-Burns⁵, Matthew C. Zimmerman⁶, Kathy Zimmerman⁶, Amy-Joan L. Ham^{7,8}, Robert M. Weiss^{1,9}, Douglas R. Spitz¹, Madeline A. Shea², Roger J. Colbran⁷, Peter J. Mohler^{1,9}, and Mark E. Anderson^{1,4,7} [Article](#)

Abstract | [Introduction](#) | [Results](#) | [Discussion](#) | [Experimental Procedures](#) | [Figure 8A](#) | [References \(31\)](#) | [Authors](#) | [Comments \(1\)](#) | [Acknowledgments](#)

Article Highlights

- Oxidation of methionine residues activates CaMKII
- Angiotensin II induces CaMKII oxidation leading to cardiomyocyte death
- CaMKII methionine oxidation is reversed by MorA
- Elevated CaMKII oxidation impairs heart function and worsens ischemic injury

Author Interview

Abstract

Calcium/calmodulin (Ca²⁺/CaM)-dependent protein kinase II (CaMKII) couples increases in cellular Ca²⁺ to fundamental responses in excitable cells. CaMKII was identified over 30 years ago by activation dependence on Ca²⁺/CaM, but recent evidence shows that CaMKII activity is also enhanced by pro-oxidant conditions. Here we show that oxidation of paired regulatory domain methionine residues sustains CaMKII activity in the absence of Ca²⁺/CaM. CaMKII is activated by angiotensin II (AngII)-induced oxidation, leading to apoptosis in cardiomyocytes both in vitro and in vivo. CaMKII oxidation is reversed by methionine sulfonyle reductase A (MorA), and MorA^{-/-} mice show exaggerated CaMKII oxidation and myocardial apoptosis, impaired cardiac function, and increased mortality after myocardial infarction. Our data demonstrate a dynamic mechanism for CaMKII activation by oxidation and highlight the critical importance of oxidation-dependent CaMKII activation to AngII and ischemic myocardial apoptosis.

The diagram shows a cell with AngII and Mitochondrial oxidation leading to H₂O₂. H₂O₂ leads to Methionine oxidation, which causes CaMKII oxidation. CaMKII oxidation leads to Cardiomyocyte apoptosis and Impaired heart function. Methionine oxidation is reversed by MorA, leading to CaMKII reversed activation.

- Add ‘multimedia’ to the journal.
- Elsevier ‘article of the future’ prototype from 2009
- Useful
- Adds value
- But rarely transformative...



Experiments

Journal of **Visualized** Experiments New Account Forgot Password [Sign In](#)

[Search](#) **jove**

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What is JoVE?

Journal of Visualized Experiments (JoVE) is a video journal for biological, medical, chemical and physical research indexed in PubMed.

1382 articles published
50 articles per month

JoVE Sections


A All

G JoVE General

10/18/2011

Quantifying Cognitive Decrements Caused by Cranial Radiotherapy


Lori-Ann Christie, Munjal M. Acharya, Charles L. Limoli
Department of Radiation Oncology, University of California Irvine



Cognitive impairment resulting from the radiotherapeutic management of brain tumors represents a clinically intractable condition that adversely impacts quality of life. The capability to critically evaluate potential interventions for ameliorating radiation-induced cognitive decrements ultimately depends on the capability to undertake rigorous quantitative assessments of cognition.

[View >>](#)

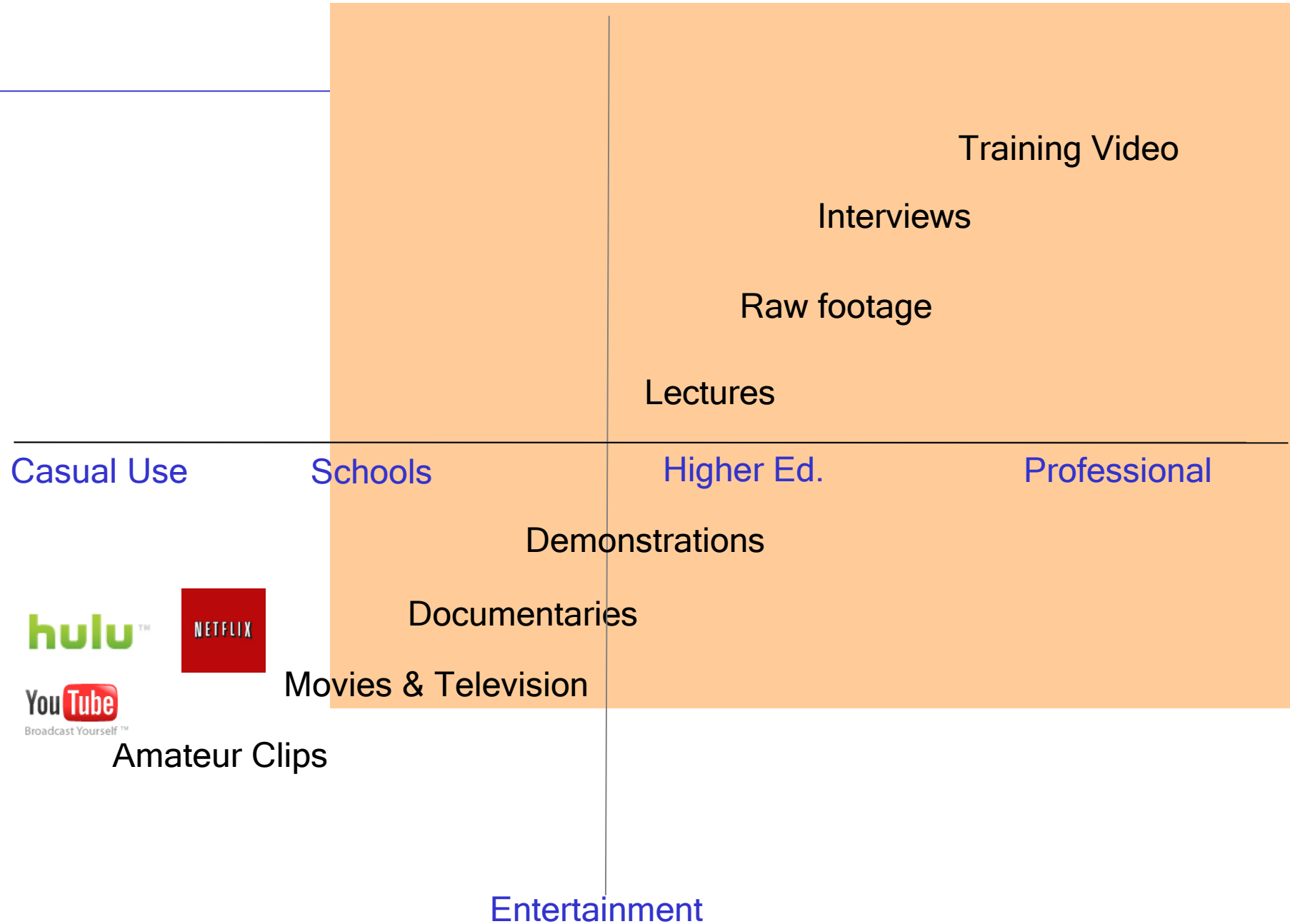
ISSN 1940-087X



[Click here to see October's Highlights](#)



Research & Learning





Film



- Unique ability of the medium
 - capture performance,
 - make it teachable
 - make it researchable,



Dance



- Unique ability of the medium
 - capture performance,
 - make it teachable
 - make it researchable,

Castagnettes.

M.M. 60 =

Fig. 1.

1

Fig. 1.

2

Fig. 1.

3

Fig. 1.

4



Theatre



It's easy “to illustrate precisely what we happen to be discussing at that very moment. Before...I often found myself wishing for a deck of 50 DVDs by my side to be able to make a point.”

“the ability to pause and rewind makes *Theatre in Video* useful to capture and repeat relevant moments of the work”

Dr. David Fancy,
Brock University





Education, Counseling



- See nuances, facial expression, body language...
- Demonstrations
- Learn by watching
- See real primary footage
- Submit classwork



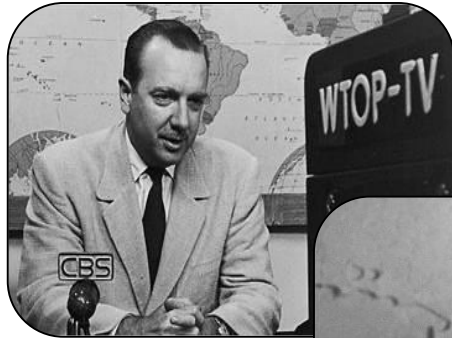
Anthropology



- Unique ability of the medium
 - capture events,
 - make them researchable,
 - make them teachable
 - present different points of view
 - repurpose primary resources (study the same film for different reasons)



News and history

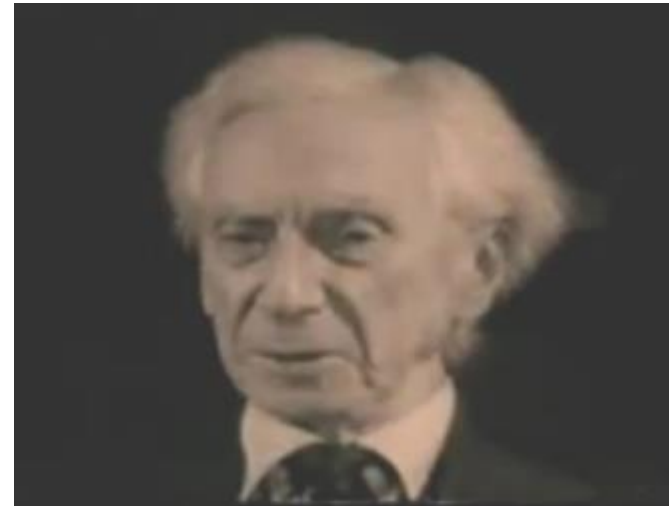
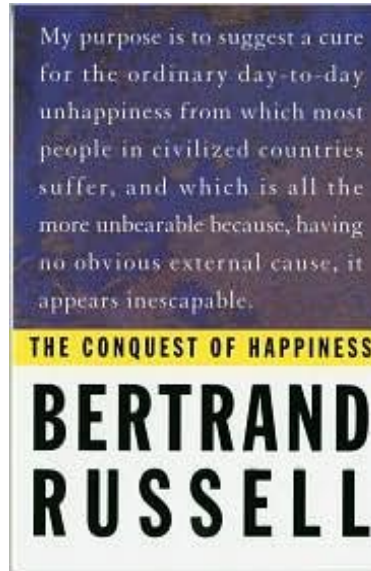
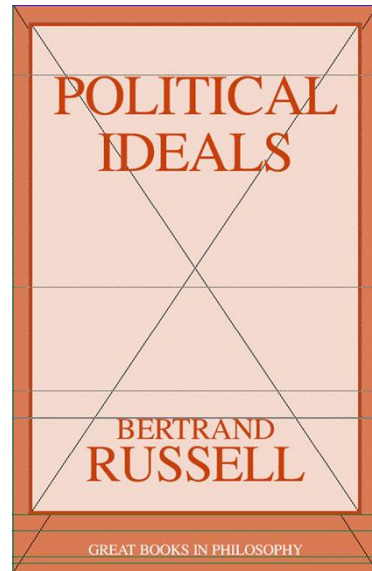
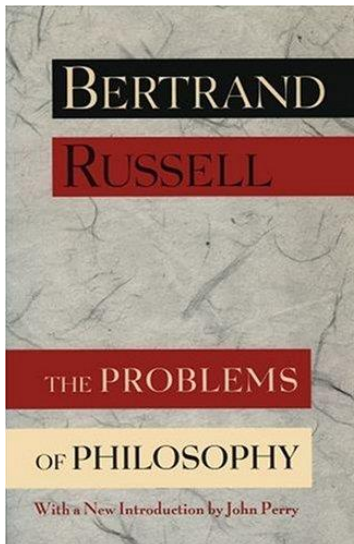


- Unique ability of the medium
 - capture events,
 - make them accessible to all
 - make them researchable,
 - make them teachable



Across disciplines

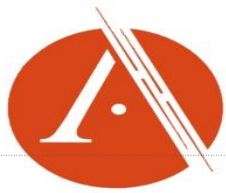
- All work we do is affected by who we are - our personality, our background, our culture
- Video helps us understand, judge, evaluate our work, and that of others





**Alexander Street's OPEN ACCESS
initiative in music:
The Open Music Library**

<http://openmusiclibrary.org>



The Open Music Library



- The world's most comprehensive **open** network of digital resources for the study of music—one search across all materials relevant to music researchers
- It's free!
- Alexander Street's Semantic Indexing
- Collaboration tools
- Linked Open Data for controlled vocabularies



Formats

Journals, monographs, scores + social (blog, forum...)

The screenshot displays the Open Music Library website interface. At the top, there is a navigation bar with links for 'People', 'Journals', 'Books', 'Scores', and 'Forum'. A search bar is located on the right side of the navigation bar. The main content area features the 'OPEN MUSIC LIBRARY' logo in large white letters, with a 'beta' badge next to it. Below the logo, the text reads: 'We are building the world's most comprehensive open network of digital resources for the study of music.' A 'Join us' button is visible in the bottom left corner. A dropdown menu is open over the 'Journals' link, showing a list of subjects: Ethnomusicology, Music and Computer Science, Music Education, Music History, Music Librarianship, Music Therapy, Popular Music, and All. To the right of the subjects list is a 'Contribute' section with a '+ Add Journal' button. The background of the website is dark with a network diagram pattern.

People Journals Books Scores Forum ... Search

OPEN MUSIC LIBRARY beta

We are building the world's most comprehensive open network of digital resources for the study of music.

Join us

Subjects

- Ethnomusicology
- Music and Computer Science
- Music Education
- Music History
- Music Librarianship
- Music Therapy
- Popular Music
- All

Contribute

+ Add Journal

openmusiclibrary.org/journals/



Scores

Popular Tags



Featured Composers



Amy Beach
1867–1944



Aaron Copland
1900–1990



Igor Stravinsky
1882–1971



Giacomo Puccini
1858–1924





Music for a Puppet Court, Op. 11

composed by Oliver Knussen, 1952- (1983) (Faber Music Ltd., 1989), 10 mins, 42 page(s)

[Cite](#) [Email](#) [Share](#) [Playlist](#) [Embed/Link](#) [Select item](#)

OLIVER KNUSSEN
MUSIC FOR A PUPPET COURT

Hide

- Contents
 - Music for a Puppet Court
 - I. Puzzle I, 'Iste tenor ascendit...'
 - II. Toyshop Music, after 'tris'
 - III. Antiphon, after 'Iste tenor ascendit...'
 - IV. Puzzle II, tris

- Details
- Related Items
- Annotations/Clips



Open Music Library

Participating institutions to date growing

Contributors to the Open Music Library

{BnF} | Bibliothèque
nationale de France

Gallica

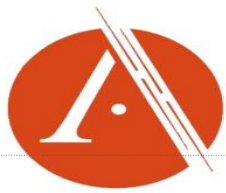
 **BIBLIOTEKA
NARODOWA**

POLONA/

 BIBLIOTECA
NACIONAL
DE ESPAÑA
BNE

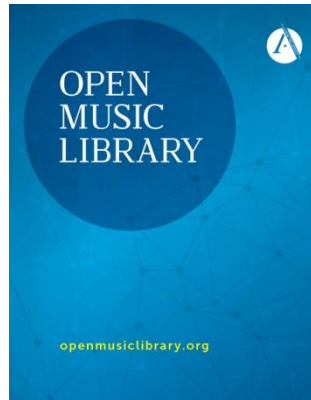
 LIBRARY
HSLIBR

 **THE ROYAL LIBRARY**
NATIONAL LIBRARY OF DENMARK AND COPENHAGEN UNIVERSITY LIBRARY



Open Music Library

Editorial board



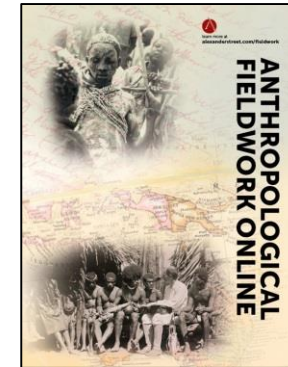
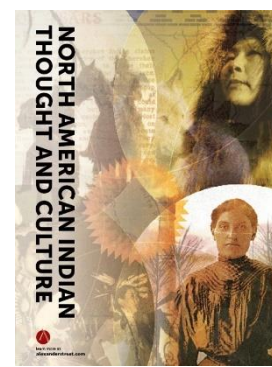
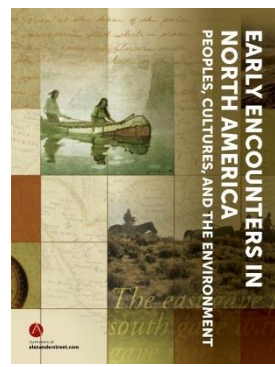
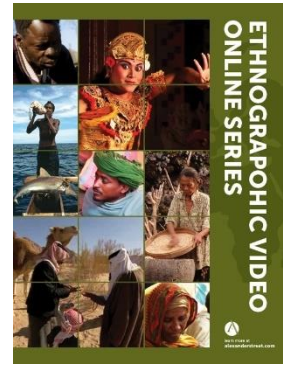
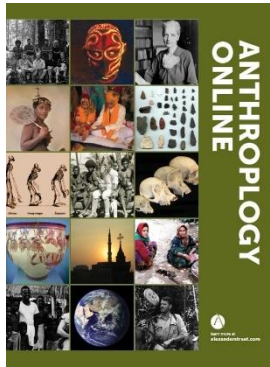
- Jim Cassaro, University of Pittsburgh
- Lisa Shiota, Library of Congress and Music Library Association
- Kirstin Dougan, University of Illinois at Urbana-Champaign
- Kris Shaffer, University of Colorado – Boulder
- Janette Tilley, City University of New York – Lehman
- Laura Ritchie, University of Chichester

Please join us in creating this new project!

Go to <http://openmusiclibrary.org> and sign up to participate.



Alexander Street contributes 10% of the revenue from all new sales of these collections towards digitizing open archives



- *Anthropology Online*
- *Ethnographic Video Online: Volume I*
- *Ethnographic Video Online: Volume II*
- *Ethnographic Video Online: Volume III*
- *Early Encounters in North America*
- *North American Indian Thought and Culture*
- *Anthropological Fieldwork Online*



WHAT DO WE NEED TO MAKE VIDEO USE IN THE
ACADEMY SUCCESSFUL?



What's needed?

1. Digitization
2. Quality
3. Searchability
4. Speed of Comprehension
5. Analysis and annotation
6. Integration - Cataloging
7. Sharing - ability to cite, embed
8. Mobile Access
9. Preservation

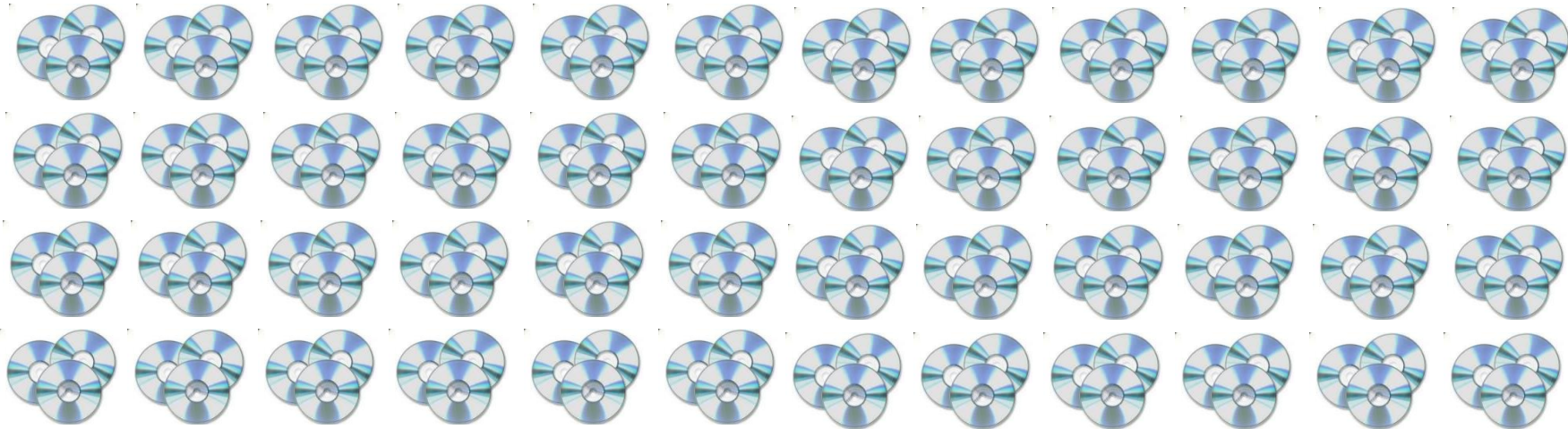
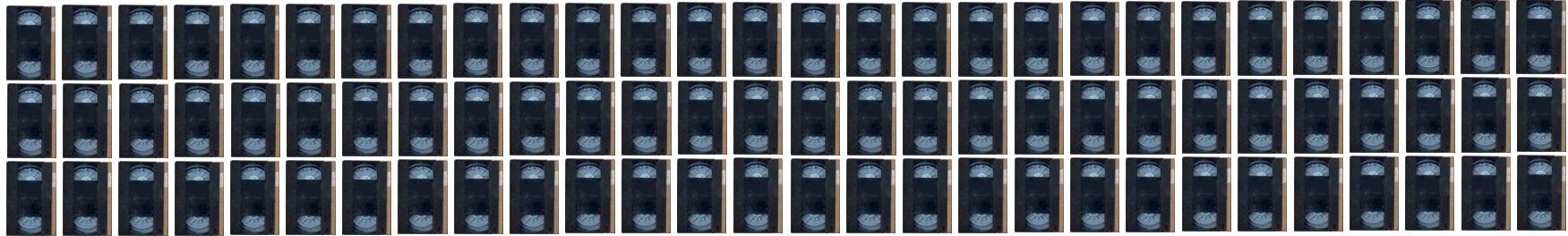


Historical issues with video for academics

- You need special equipment
- You can't **find** what you're looking for—no random access.
- You can't speed-read or **speed-browse**—if it's a 2-hour video, you have to spend 2 hours finding out what's on it.
- You can't **isolate the primary sources**—they're mixed together with the secondary content.
- You can't **cite moments** within the video—you can only cite the title of the video.
- You can't **link to moments** within the video—you can only link to the video title.
- Most are not **available online**.
- Most are for entertainment, not **scholarly research**.
- **Licenses** are overly restrictive.



1. Digitization





2. Quality



John McCain Cursing again

[WholsJohnMcCain](#) 3 videos



194,932

Uploaded by [WholsJohnMcCain](#) on Apr 24, 2008

John McCain and his temper are once again caught on tape. John McCain is

399 likes, 177 dislikes



3. Searchability

Advanced Search : All Disciplines

Advanced Searches

- > All Disciplines
 - > Multidisciplinary
 - > Art & Architecture
 - > Diversity
 - > Health Sciences
 - > History
 - > Literature & Language
 - > Music & Performing Arts
 - > Personal Interest
 - > Psychology & Counseling
 - > Science & Engineering
 - > Social Sciences

Your search criteria match [159,627 items](#)

Words Anywhere

Fulltext / Transcripts

Title and Series

Author / Creator [Select terms ▼](#)

Speaker / Performer [Select terms ▼](#)

Subject [Select terms ▼](#)

 Person Discussed [Select terms ▼](#)

 Historical Event [Select terms ▼](#)






 Place Discussed [Select terms ▼](#)

Publisher [Select terms ▼](#)

Collection [Show all collections ▼](#)



3. Indexing

					
<i>People</i>	Field Marshall Erwin Rommel		Field Marshall Erwin Rommel		
<i>Places</i>	El Agheila, Africa	Near Tobruk			African Coast
<i>Date</i>	3/17/1941	Summer 1942			
<i>Events</i>	North African Campaign, 1941-1943				
<i>Commentary</i>				Mark Grimsby	
<i>Type</i>				Interview	Map
<i>Narrative Text</i>	In 1941 Rommel began his North African Campaign.	His first actions included reviewing 88mm flak guns	Followed by an audit of his troops	“This was a crucial time...”	“The movement Westwards would ultimately...”



Access points specific to a discipline

The image displays three overlapping screenshots of the Alexander Street Press website, illustrating search results for different disciplines.

Top Screenshot: Music & Performing Arts
Search: **mozart** in **Music & Performing Arts**
include: Audio Video Text Related Web resources
Disciplines Collections Titles Publishers Playlists Clips
Music & Performing Arts » Search: **mozart**
0 items selected Select Language Help
6,185 results for your search
View hits in: **Title and series (876)**
Music & Performing Arts
Classical Music (5579)
Popular Music (1082)
World Music (120)
More...
Refine your search
Format
Audio (5100)
Text (780)
Video (305)
Content Type
Music recording (5093)
Score (752)
Performances (231)

Middle Screenshot: Australasian Literature: Australia, New Zealand, and the Pacific Islands
Search: **mozart** in **Literature & Language**
include: Audio Video Text Related Web resources
Disciplines Collections Titles Publishers Playlists Clips
You have access to: 1 videos (1 hours), 164 books and documents (31,260 pages)
0 items selected Select Language Help
Browse
Titles
Authors
Genres
Topics / Themes
Publishers
Authors
O'Leary, Michael (10)
Ryan, Tracy (10)
Hawthorne, Susan (7)
Castro, Brian Albert (6)
Shadbolt, Maurice Francis (6)
Dunsford, Dr. Cathie Koa (5)
Fletcher, Beryl (5)
Brooks, David (4)
Brown, Pam (4)
Fahey, Diane Mary (4)
More...
Genres
Poetry (80)
Fiction (77)

Bottom Screenshot: Ethnographic Video Online: Volume III
Search: **mozart** in **Social Sciences**
include: Audio Video Text Related Web resources
Disciplines Collections Titles Publishers Playlists Clips
You have access to: 154 videos (97 hours)
0 items selected Select Language Help
Ethnographic Video Online: Volume III
Ethnographic Video Online: Indigenous Voices is the third volume of the award-winning Ethnographic Video Online Series. It will grow to 500 hours of contemporary documentaries, ethnographic films, narrative feature films and shorts with a strong emphasis on indigenous issues and perspectives, with much content made by indigenous filmmakers. Launching with nearly 100 hours of content and footage from the Oceanic regions of Polynesia, Melanesia and Micronesia, the collection will continue to expand with films from Australia, the Americas, Africa and Asia, encouraging a global perspective on the indigenous experience.
Advanced Search
Browse By Subject
Browse
Titles
Authors / Ethnographers
Cultural Groups
Places Discussed
Subjects
Dates
People Discussed
Publishers / Archives
Cultural Groups
Samoa (38)
Hawaiian (24)
Fijian (22)
Tongan (7)
Marshallese (6)
Australian Aboriginal (4)
Rotuman (4)
Melanesian (3)
Polynesian (3)
Solomon Islander (3)
More...
Authors / Ethnographers
Percival, Steven (35)
Thomas, Larry (27)
Baoo, Aren (16)
Kamae, Eddie (10)
Kamae, Myrna (9)
Mafi, Ruci (2)
Pitoiset, Anne (2)
Puhipau (2)
Tatge, Catherine (2)
Willmot, Eric (2)



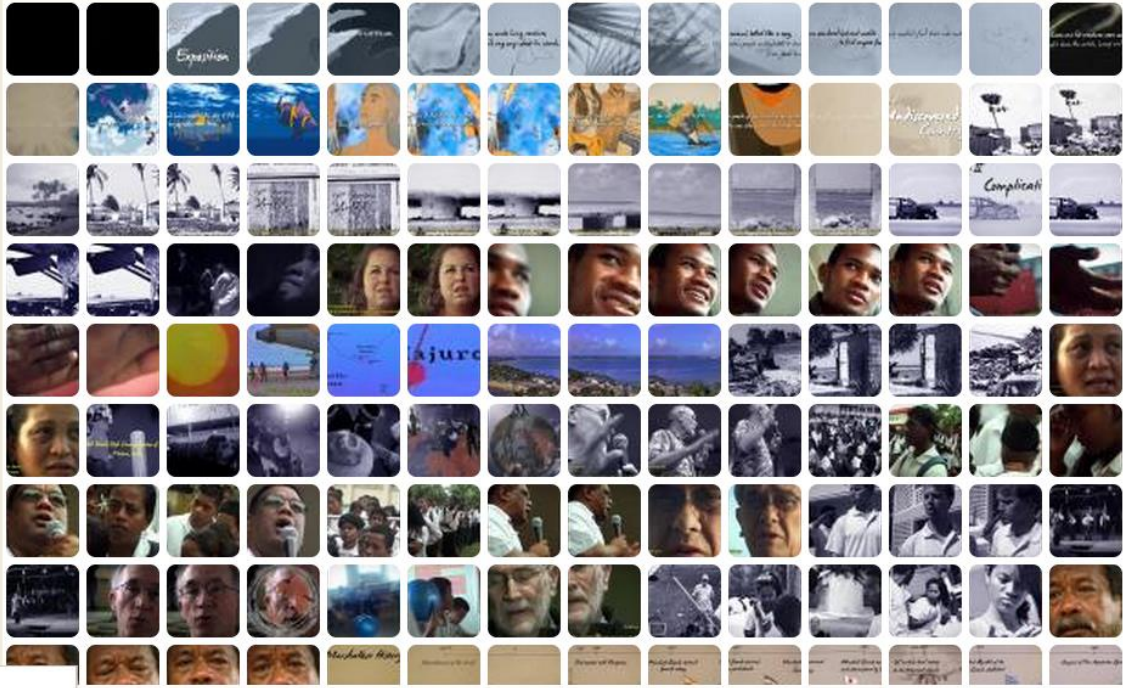
4. Speed of comprehension

Alexander Street Press Show Navigation and Search

Ethnographic Video Online: Volume III » Search: * » View work

Undiscovered Country: A Tale of Color and Development

directed by Nuith Morales and Peter Sutoris; produced by Peter Sutoris (Marshall Islands: Privately Published, 2012), 1:06:54 mins



Details

Transcript

Search...

UNKNOWN [non-English narrative] colorful island worlds. He then made islands. But in contrast to the world lifeless. Every animal looked like a from their brother. Creatures were familiar. Animals could find their When Lowa saw his creatures were and Lanij, and said: Color the animals everything knows who they are. L with bright colors and lines. Then of Lowa's people. The blackness of sea swallow. And the people learn show rank. And thus, the world came in celebration of the one who created

The Undiscovered Country

[music]

00:00 / 01:06:54

Cite Email Share Add to playlist Embed/Link Add to selected items Send to mobile



High Definition, Variable Bit
Player for top quality streaming

Searchable, synchronous transcripts
manually re-keyed to 99.95% accuracy

The screenshot shows a video player interface for the video "Final Frontier? A Horizon Guide to the Universe". The video player displays a colorful image of a galaxy. Below the video player is a progress bar with a play button and a volume icon. To the right of the video player is a sidebar with a "Transcript" section. The transcript is searchable and contains text from the video, including "UNKNOWN The moment everyone was waiting for had arrived. Hubble was ready to transmit its first pictures back to Earth." and "Dr Jeff Hester Arizona State University". Below the video player and transcript is a clip creation tool. It has a title field "17th Century Telescopes", a notes field "This clip shows how inventions from the 17th Century still play a critical role in new discoveries in space.", and a visibility dropdown menu with options "Everyone at my institution", "Just me", "Everyone at my institution", and "Everyone". The "Everyone at my institution" option is selected. There are also fields for "Start" (00:18:26), "Finish" (00:22:38), and "Length" (04:12).

Embed
links
in Learning
Systems

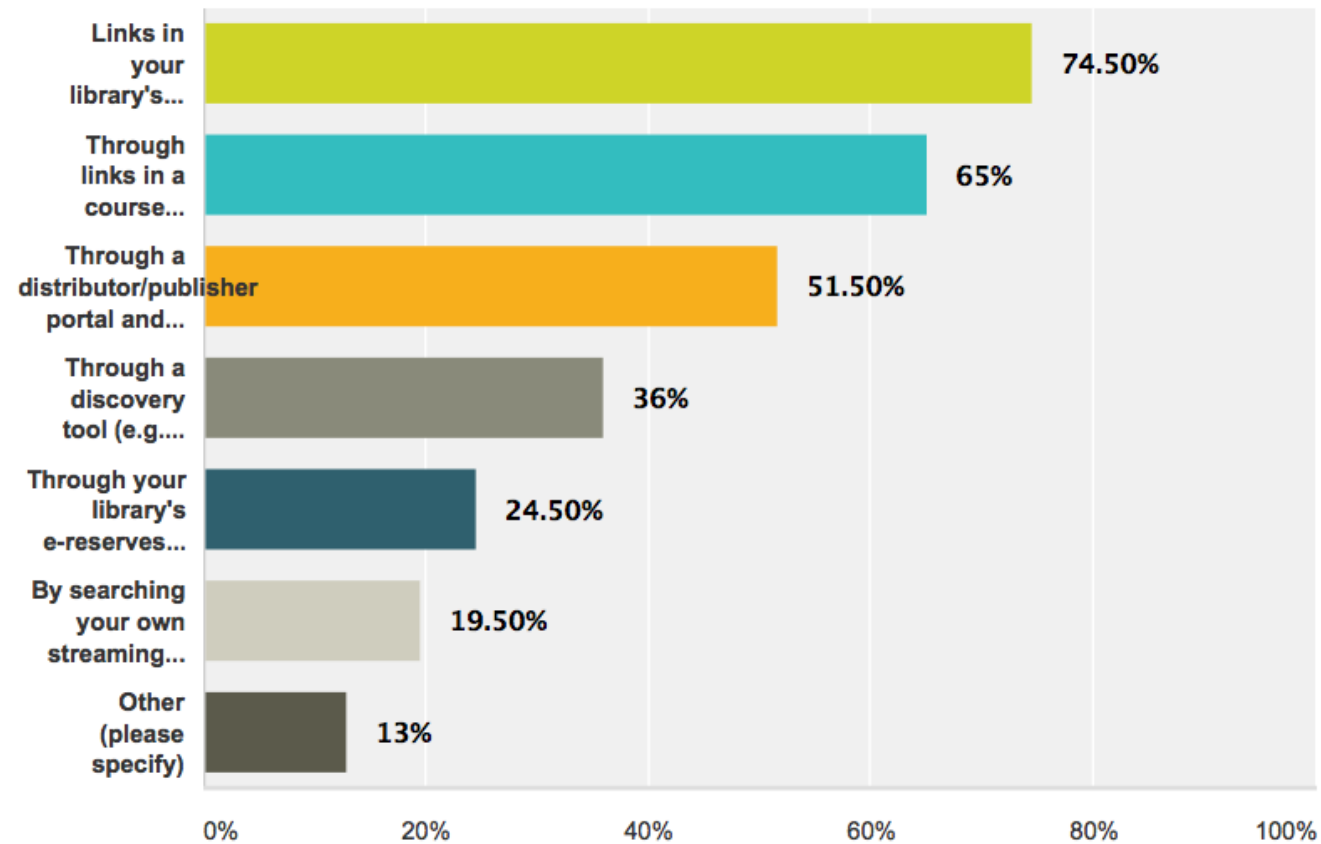
Custom Clip Creation tool used by
more than 50,000 academics

Restrict permissions



6. Library Integration

Answered: 200 Skipped: 10





6. Library Integration



Multi-language
Interface



Counter-4 compliant
Usage Stats



Shibboleth.


OpenAthens










Authentication Tools









7. Sharing


 Export list

To


-  EasyBib
-  EndNote
-  EndNote Web
-  Mendeley
-  Reference Manager
-  Refworks
-  Zotero

 Share list

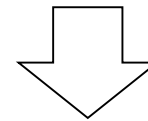
    

 Format list for citation

- Brief
- APA
- Chicago B
- MLA6
- MLA7

Styles powered by EasyBib 

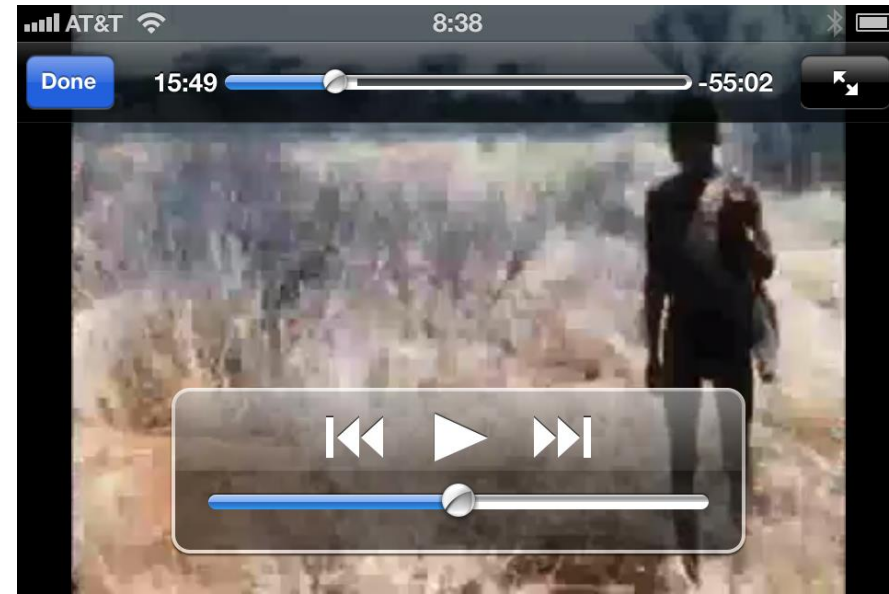
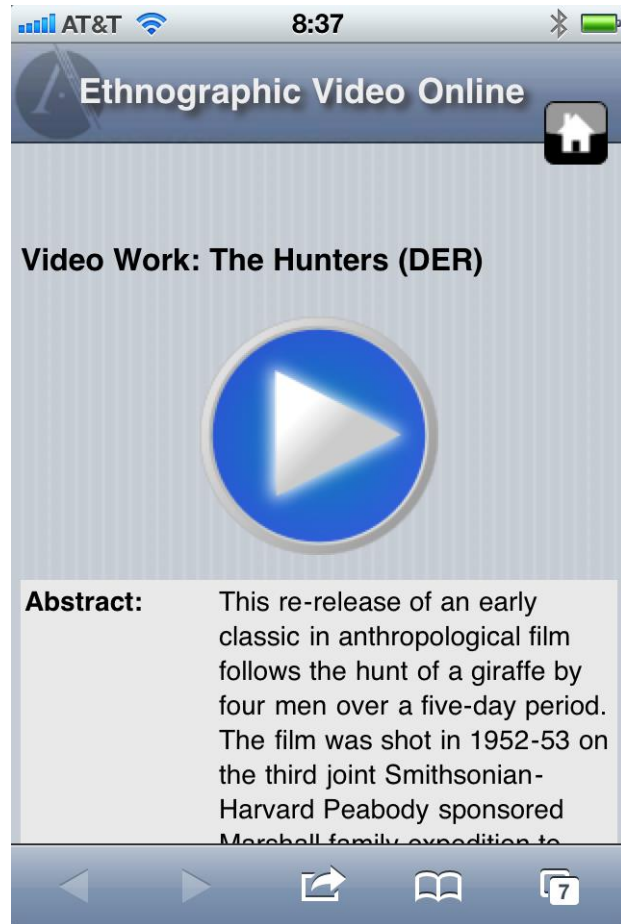
- E-mail
- Embed in courses
- Share
- Cite
- Save



Courseware
Syllabi
Course Reserves
Research papers



8. Tablet and Mobile Access





9. Preservation

- 90% of American Silent Films before 1929 are lost
- 50% of all American Films with sound before 1950 are lost
- Documentaries and shorts are even more likely to suffer from neglect.



Summary

- The technical barriers to widespread adoption of video have largely gone
- New ways of using video are emerging rapidly
 - Online learning
 - Flipped Classrooms
 - Demonstrations
 - Primary and secondary materials
- Today's students and scholars demand it!



What can you do?

- Digitise content yourself
- Engage with faculty and users.
- Partner with streaming providers
- Challenge publishers for more of this material
- Review relevancy ranking in discovery layers
- Review prioritization of collections in link resolvers
- Promote and use metadata created by subject experts
- Increase the representation of non-text resources at your institution - open the door to a wider user need.
- Extend the opportunity for education to more people.

Thank you!

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