Increasing the Discoverability of Institutional Video: A Survey of Current Trends and Best Practices

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Increasing the Discoverability of Institutional Video: A Survey of Current Trends and Best Practices

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Abstract

While the volume and importance of video content on the web is growing exponentially and users are engaging with video content in unprecedented ways, rich video assets from academic institutions remain hidden and inaccessible on college campuses and invisible to the wider world. Digital video clips sit siloed on hard drives and are not cataloged. VHS tapes and reels of 16mm film are boxed in archives, faculty offices, and storage facilities. By making video content more discoverable and accessible, institutions have an unprecedented opportunity to showcase their rich heritage and enhance teaching and research for future generations on campus and as part of the global academic community.

ProQuest recently completed a pilot project with seven academic libraries where we used automated transcriptions to index video content and enhance its discoverability and usability. Participants will talk about their own experiences and lessons learned from the project and share their unique perspectives about curating and showcasing institutional video assets. An interactive best practices discussion will ensure that attendees come away with fresh, current insights about showcasing their institutions' rich and unique video assets.

Brigham Young University Harold B. Lee Library Audio Visual Environment

Video and audio content is playing a more significant role in the library's collection and information services, and in the university's teaching, curriculum, research, and creative learning environment, but we are not where we should or want to be.

Current Environment

- Media Center
 - Supports a general collection of:
 - DVD: 16,000
 - VHS: 13,400
 - Audio Books: 1,640
 - Misc. Formats
 - Facilities
 - 1 HD Surround sound room: 43 seat
 - 3 Viewing Rooms: 10–12 seats/rm.
- 21 Individual Viewing Stations
- Multimedia teaching Lab: 17 seats
- Other Resources
 - A number of audio/visual databases such as Alexander Street resources
 - Film Finder Database much like Netflix
 - Media Wall: Four 47" wall mount TV screens to feature unique resources
- Music and Dance Media Collection
 - Collection
 - DVD: 4,500
 - VHS: 1,300
 - CD: 38,000
 - Discs: 160,000

- Special Collections and Archives
 - Collection
 - DVD: 1,700
 - CD: 3,700
 - Film, Motion Picture
 - Audio Tapes?
 - Other
- Cataloging and Metadata
 - General Collection
Purchase/Subscription and Gift Videos
 - Good metadata and finding aids created and discoverable
 - Specials collections, manuscripts, and archive audio and visual materials in various formats
 - A limited portion of the resources are cataloged and findable through automated discovery tools
 - Locally created video by university
 - Little awareness
 - No curation
 - No finding aids
 - No discovery
 - No access

An Invitation to Examine Video Curation and Access Practices, Resources and Needs at Brigham Young and Explore Potential ProQuest Video Curation Services

- Jane Burke extended an invitation to Brigham Young University to participate in a Video Curation Service Focus Group and *pilot project*.
- The Project Description included an outstanding description of the problem, needs, goals, action plan, and survey data.

Problem Statement

More and more video is being produced on campus, both for instruction and research. Video is quickly becoming the preferred medium for students and faculty. Digital media are being generated through a diverse set of activities, especially born-digital capture of university performances and events, classroom lectures, student projects, and university public relations efforts.

This valuable intellectual property of the university is simply not accessible. While a lot of it exists, it is hidden in silos within the institution.

Goal of the Service

The goal of the Video Curation service is to add value to institutionally produced video content by providing processing and descriptive services for that content that make it discoverable and reusable.

There are many things that ProQuest can and should do with video. This particular approach is chosen because it:

- Solves a real problem for the academic institution, which is the lack of description and discoverability for institutionally produced video;
- Offers the academic library a new role, as the “curator” of the institution’s video assets, further strengthening ProQuest’s position with its primary buyer; and
- Begins to gather open access video assets that can be repurposed in ProQuest products in an affordable, low risk manner.

Elements of the Service

This service serves the need of the media center and the needs of ProQuest by creating a large, well-indexed repository of institutionally produced video. (Externally licensed video can be easily added to the repository, once established.) The Video Curation service is comprised of several components, each of which is valuable in itself and which together comprise a complete package.

- The service will offer:
 - Deposit
 - Digitization
 - Transcript creation
 - Describe/indexing
 - Scene change marking
 - Deep indexing (“chunking”)
 - Rights management
 - Discovery
 - Archive

Brigham Young University Accepted the Offer to Participate

- The problem statement, goals of the service, and elements of the service are all resonated issues we either were considering or should be considering.
- The entire service concept appeared to address many current and future needs at Brigham Young University relative to video and audio content.

Participating Libraries:

- West Chester University
- Penn State University
- Arizona State University
- Dartmouth University
- University of Minnesota
- University of Maryland
- Brigham Young University

Actions and Outcomes

- Several working groups have face-to-face meetings
- Each library submitted video samples to be tested—Brigham Young submitted 59 videos
- Telephone and e-mail discussions and exchanges

- Survey data distributed
- Pilot project libraries shared information, ideas, trends, current practices, etc.
- Each pilot project library received copies of ProQuest-curated video to review and analyze
- Pilot services were critiqued
- Digital content, transcription, indexing reviewed and assessed
- Progress reports
- Evaluation questionnaires and input

Pilot Project Take-Away and Outcomes for Brigham Young University

- The ProQuest services and business model appears to be very promising
- A demonstration that ProQuest can deliver a quality service
- BYU could benefit from the ProQuest Video Curation Services
- Of most interest:
 - Video digitization
 - Video and audio transcription
- 1st priority: Special Collection Resources—Manuscript Collection containing audio and video materials
- 2nd priority: University Video Resources for Institutional Repository
 - Need to survey the University
 - Establish goals and priorities for video IR
- Challenges
 - Rights management
 - Funding resource
- Opportunities
 - Discovery
 - Access