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Streaming Video in Higher Education

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Streaming Video in Higher Education

- Jill Emery, Collection Development & Management Librarian
- Portland State University
- 2017 Charleston Library Conference



Streaming Video in Higher Education

- Many institutions in North America use Learning Management Systems (LMS) or Virtual Learning Environments (VLEs)
- In addition, many institutions also use streaming media servers
- Third party content is in increasing demand



Streaming Video in Higher Education

- LMS/VLE content is mostly created locally by faculty & instructional designers
- Access to usually limited to class members only/discoverability limited to individual classes
- The intellectual property of instructional content is owned either by the institution or the faculty depending on local IP Policy
- However, third party transcripts and/or captioning may not be the property of faculty or institutions unless contractual agreement in place



Streaming Video in Higher Education

- Content on streaming media servers may be locally hosted and/or cloud hosted and discoverability is limited to media server
- Content may be locally created or third party content
- Closed Captioning/transcriptions are usually done by third party providers on media servers
- Access is usually more restricted beyond IP authentication; again to class members



Streaming Video in Higher Education

- Third party content is available in collection packages, sometimes as individual licensing/purchase by institutions on hosting platforms, or as files that accompany DVD purchases. Can usual load metadata into discovery systems/catalogs
- Access is usually IP authentication and in rare instances further limited by licensing
- Faculty have specific content they want to use and do not understand institutional usage restrictions
- A lot of time is spent determining availability and licensing potential of third party content
- As noted in the survey, third party content with closed captioning & transcripts preferred



Streaming Video in Higher Education

- Streaming media provision means working with a variety areas/departments on campus: disability resource centers, instructional designers, information technology support outside of the library, as well as faculty and students
- Acquisition/licensing of content means sometimes talking to producers and directors of documentaries/films to try to obtain streaming rights
- Access can be more limited than other content resources as can discoverability



Streaming Video in Higher Education

- Many institutions are determining demands to support teaching & learning and how to meet them
- The streaming media market for higher education is evolving and is still relatively nascent in its development
- Production companies are looking into how to market and provide content more directly to campuses
- Many institutions are still determining what level of discoverability is needed on locally created content