Streaming Video in Higher Education

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Streaming Video in Higher Education

• Jill Emery, Collection Development & Management Librarian
• Portland State University
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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
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• 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
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• 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
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• 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
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• Streaming media provision means working with a variety of 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.
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• 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