



# *Passionate About Video*

*INFORUM, 30-31 May 2017*

Adam Gardner, General Manager, EMEA  
Alexander Street

# What do we do....?

- We ***Make Silent Voices Heard*** by curating, digitising, indexing and serving primary source content in multiple disciplines
- Focus on content that is **in-copyright, rare, hard to find, archival, otherwise inaccessible, previously unpublished...**
- Text, audio and video

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

# Recent history

- Origins in archival text with Chadwick Healey
- Moved into streaming music
- Short hop to video in 2006
- Today more than 60,000 videos

# Something for everyone



Anthropology



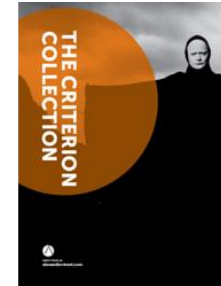
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Film &  
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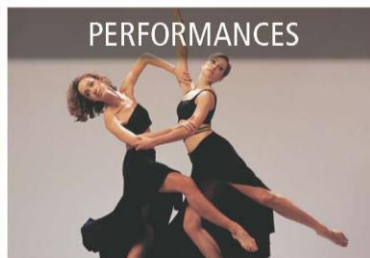
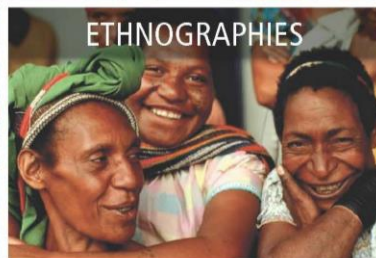
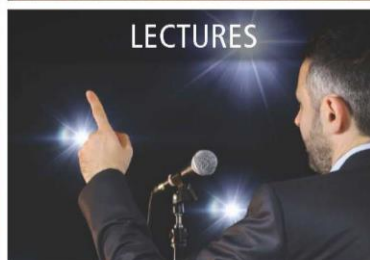
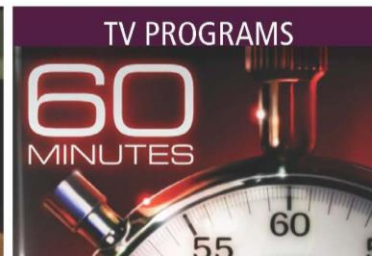
News &  
Current Affairs



Science



Social Sciences



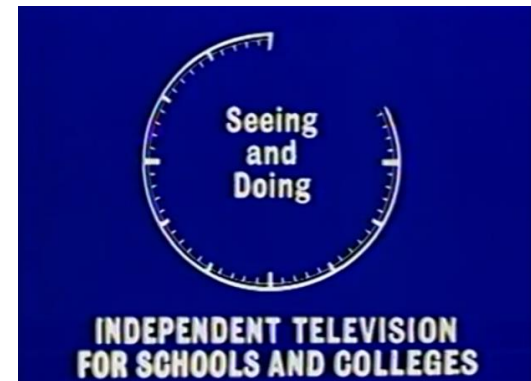
# But why video?

# We've been using it for years!





# We've been using it for years!





# Today....

- No dedicated device needed to record...



- *No dedicated device needed to view*



# This is not revolutionary!

- Opportunity presented by ubiquity, technology and the zeitgeist
- More content than ever!
- Anyone can make a video, but questions of
  - Authority
  - Discoverability
  - Credibility
  - Permanence
  - Legality

# Does video belong in the academy?

## If you ask a faculty member or librarian...

- “It can be too hard to capture sound and vision”
- “It’s too hard to use them, requires too much time”
- “Text is easier, more conformist”
- “Non-text content isn’t academically recognised...”

But are these reasons valid?

*Does video belong in the academy?*

# Yes.

- “Video caters for **different learning styles** and places emphasis on the **development of 21st century skills** in an increasingly global and competitive employment market. These skill sets consist of: **student motivation, learner engagement**, social skills and digital and multimedia literacy.
- “In addition, **video has the potential to enhance critical problem-solving skills and enable learning in context through greater opportunity for discussion**. Finally, video emphasises the role of the educator by **enhancing the proficiency of teaching and technical ability of educators**.

<http://www.cisco.com/web/strategy/docs/education/ciscovideowp.pdf>

# What are the real objections?

- Curation and collection management of physical recordings has left bad memories
- Educators and providers of information are reluctant to move away from the tried and trusted
- Audio Visual content is a drop in the ocean because the industry is exorbitant
- A lack of relevant metadata for content, hindering the discoverability of resources



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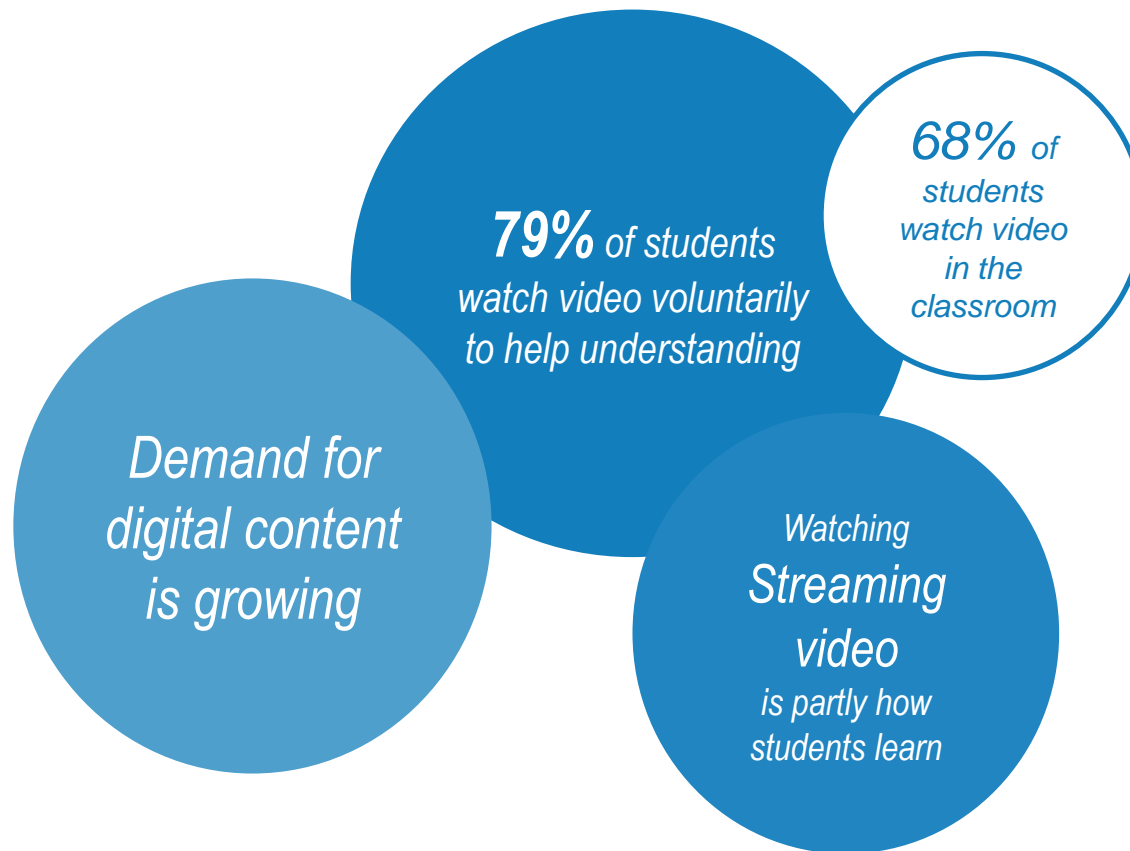
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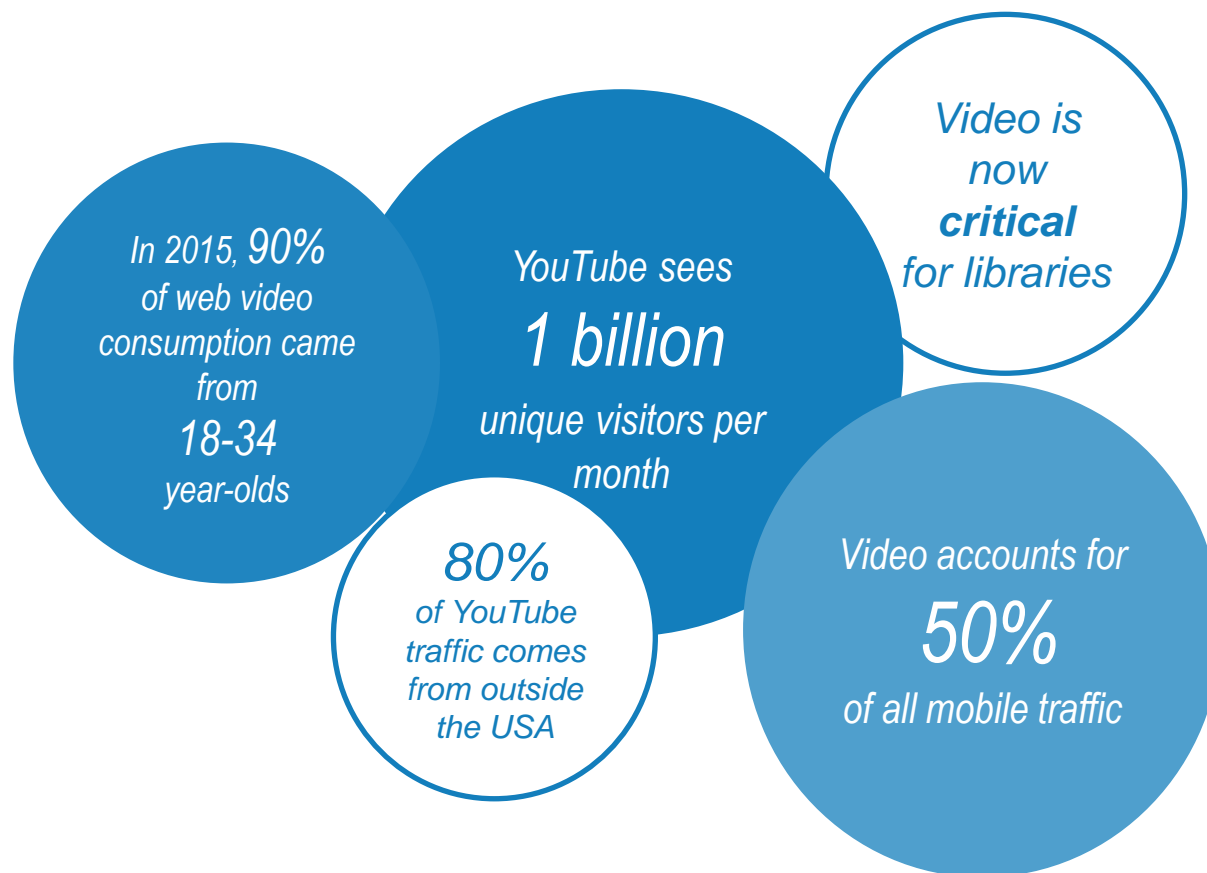
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- Curation and collection management of physical recordings has left bad memories *We do it for you*
- Educators and providers of information are reluctant to move away from the tried and trusted *We know differently*
- Audio Visual Center is a drop in the ocean because the industry is so gigantic *We know. We're getting there*
- A lack of relevant metadata for content, hindering the discoverability of resources *Untrue!*

# Growing significance




# Video landscape





# Improving student outcomes



- Bring in experts and multiple perspectives

- Extend the classroom time and space

- Students can customize their education

- Teach the way students are accustomed to learning

## NEWS

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## US Election 2016: Great debat moments from US history

24 September 2016 Last updated at 02:22 BST

Hillary Clinton and Donald Trump are preparing to go head to head in the first US presidential debate on Monday.

Debates are a chance for the public to put candidates under the microscope, with everyone watching carefully for mistakes and defining moments.

Nick Bryant takes a look through American presidential debates and discovers the turning points you might have forgotten.

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### 1960 Kennedy-Nixon Debate

interview by Howard K. Smith, 1914-2002 (New York, NY: Columbia Broadcasting System, 1960), 31 mins

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communism

Result 1 of 4

Lincoln said the question was whether this nation could exist half-slave or half-free. In the election of 1960, and with the world around us, the question is whether the world will exist half-slave or half-free, whether it will move in the direction of freedom, in the direction of the road that we are taking, or whether it will move in the direction of slavery. I think it will depend in great measure upon what we do here in the United States, on the kind of society that we build, on the kind of strength that we maintain. We discuss tonight domestic issues, but I would not want that to be, any implication to be given, that this does not involve directly our struggle with Mr. Khrushchev for survival. Mr. Khrushchev is in New York, and he maintains the **Communist** offensive throughout the world because of the productive power of the Soviet Union itself. The Chinese **Communists** have always had a large population, but they are important and dangerous now because they are mounting a major effort within their own country; the kind of country we have here, the kind of society we have, the kind of strength we build in the United States will be the defense of freedom. If we do well here, if we meet our obligations, if we are moving ahead, then I think freedom will be secure around the world. If we fail, then freedom fails. Therefore, I think the question before the American people is: Are we doing as much as we can do? Are we as strong **as we should be? Are we as strong as we must be if we're going to maintain our independence,** and if we're going to maintain and hold out the hand of friendship to those who look to us for assistance, to those who look to us for survival? I should make it very clear that I do not think we're doing enough, that I am not satisfied as an American with the progress that we are making. This is a great country, but I think it could be a greater country; and this is a powerful country, but I think it could be a more powerful country. I'm not satisfied to have 50% of our steel-mill capacity unused. I'm not satisfied when the United States had last year the lowest rate of economic growth of any major industrialized society in the world, because economic growth means strength and vitality; it means we're able to sustain our defenses; it means we're able to meet

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# Something for everyone



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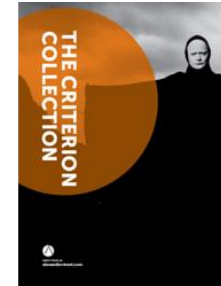
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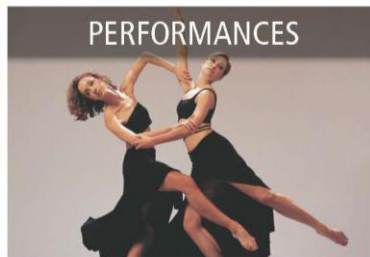
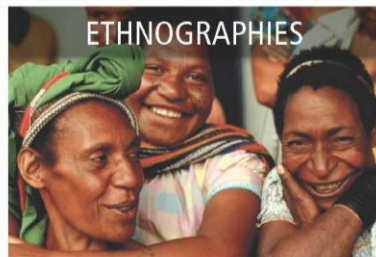
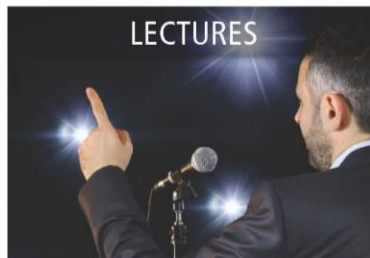
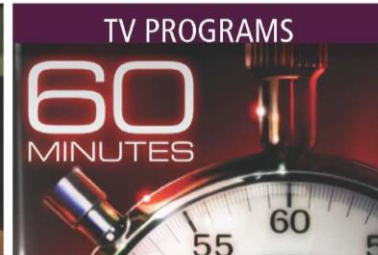


Science



Social Sciences





# More than half our titles are exclusive



# Free Media Hosting Service

- An upload tool for hosting your own content
- Unlimited space to upload files
- Text – audio – video
- *You* retain control
- *You* decide who can see them
- Cross-search with Alexander Street content





# Demo, but first: 10 FAQs...

- *MARC records?* Yes, and they're free
- *Copyright?* All cleared for educational use
- *Site wide access?* Yes, unlimited
- *Authentication?* IP, user/pwd, proxy, Shibboleth etc.
- *Downloads?* No. Publishers in AV need security of streaming
- *Usage stats?* Yes, COUNTER 4 plus enhanced user engagement metrics
- *Any software needed?* No just a browser. Any platform.
- *Is there an App?* Currently mobile-optimised, App follows Q4
- *PAL or sub?* Most collections are both
- *Trials available?* Yes, standard is 30 days

- Demo...

- As you like it



Alexander Street In-Depth

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### How to make a clip

Highlight the most important piece of your



### How to create a playlist

Create a custom playlist to save and share



### Tips on how to search

Be sure to find the best content you can with



### Using the Video player

Learn about the basic functions and features



### Using the Audio player

Watch this short tutorial to help you get the



## FILTERS APPLIED

Format: Video ☒

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☐ Business & Economics (3676)

☐ Anthropology (1910)

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☐ Social Sciences (14931)

☐ History (4858)

☐ Health Sciences (4827)

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## REFINE YOUR SEARCH

### CONTENT TYPE

☐ Documentary (13248)

☐ News story (4809)

☐ Interview (4242)

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### AUTHOR / CREATOR

### PERSON DISCUSSED

### CONTRIBUTOR

### HISTORICAL EVENT

### PLACE DISCUSSED

### ORGANIZATION DISCUSSED

### TOPIC / THEME

All Disciplines • Search: *AS you like it*

0 items selected



## Searching: *AS you like it* 31,343 results

Search within these results

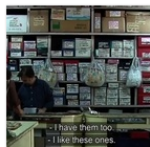


Title / Album

Relevance

☒ within these results ☐ all content

Title and series (224), Subject (265), Author/Creator (1), Fulltext/transcripts (31331)



[See details](#)

### someone like you

directed by Nanna Frank Moller, 1972-; produced by Elise Lund Larsen, fl. 2002 and Anne Wivel; performed by Ayin de Sela and Sky de Sela, in Someone *Like* You, 1 hour

This documentary, by director Nanna Frank Moller, features Ayin de Sala and Sky de Sala.



[See details](#)

### As You Like It

written by William Shakespeare, 1564-1616 (1599); directed by Basil Coleman, fl. 1960-1982; performed by Tony Church, 1930-, Arthur Hewlett, 1907-1997, Helen Mirren, 1945-, Stimer Brian, fl. 1971-1993, Richard Pasco, 1926-, Angharad Rees, 1949-, James Bolam, 1938-, Clive Francis, 1946-, Richard Easton, 1933-, John Quentin, fl. 1963-2002, Maynard Williams, 1951-, Victoria Plucknett, fl. 1975-2004, Marilyn Le Conte, fl. 1977-2001, Tom McDonnell, 1940-, David Lloyd Meredith, fl. 1973-1995, Jeffrey Holland, 1946-, Timothy Bateson, 1926-2009, David Prowse, 1935-, John Moulder-Brown, 1953-, Paul Bental, 1948-, Peter A. Tullo, fl. 1978-2005, Mike Lewin, fl. 1951-1988, Carl Forgiere, 1944-1998, Max Harvey, fl. 1978-2006, Chris Sullivan, 1943-, Paul Phoenix, fl. 1978 and Barry Holden, fl. 1978 (British Broadcasting Corporation, 1978), 2 hours 30 mins

Classic play by William Shakespeare.



[See details](#)

### As You Like It

written by William Shakespeare, 1564-1616; directed by Thea Sharrock, 1976- and Kriss Russman; produced by James Whitbourn, fl. 2000, Electric Sky, Opus Arte and Globe Theatre, London, England; performed by Philip Bird, fl. 1978-2014, Sophie Duval, fl. 1995-2012, Naomi Frederick, 1976-, Brendan Hughes, fl. 1981-2010, Jack Laskey, fl. 2007-2010, Trevor Martin, fl. 1959-2010, Tim McMullan, fl. 1993-2010, Jamie Parker, 1979-, Laura Rogers, fl. 2010 and Dominic Rowan, 1971- (London, England: Opus Arte, 2010), 2 hours 27 mins

Thea Sharrocks irresistible new production of Shakespeares popular romantic comedy stirs wit, sentiment, intrigue and love into a charming confection which challenges the traditional rules of romance. At *its* heart, a feisty but feminine Rosalind (Naomi Frederick), in love with the endearingly naïve...





## As You Like It

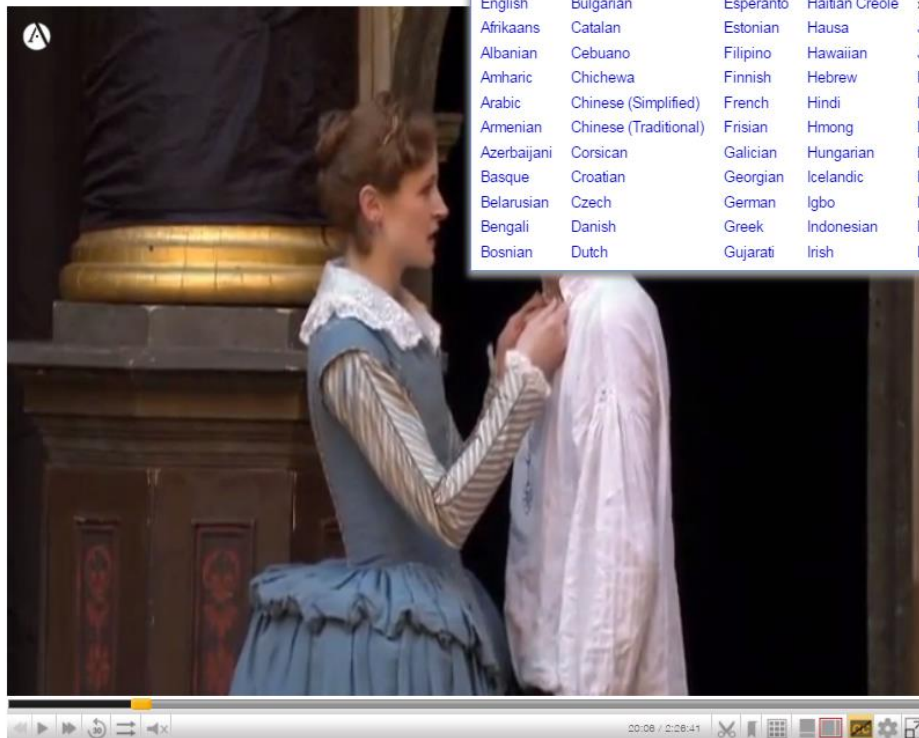
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Search transcript

- 18:14 ORLANDO: I am more proud to be Sir Rowland's son, his youngest son; and would not change that calling, to be adopted heir to Frederick.
- 19:15 ROSALIND: My father loved Sir Rowland as his soul, and all the world was of my father's mind: had I before known this young man his son, I should have given him tears unto entreaties, ere he should thus have ventured.
- 19:30 CELIA: Gentle cousin, let us go thank him and encourage him: my father's rough and envious disposition sticks me at heart. Sir, you have well deserved: if you do keep your promises in love but justly, as you have exceeded all promise, your mistress shall be happy.
- 19:50 ROSALIND: Gentleman, wear this for me, one out of suits with fortune, that could give more, but that her hand lacks means. **Shall we go, coz?**
- 20:10 CELIA: Ay. Fare you well, fair gentleman.
- 20:15 ORLANDO: Can I not say, I thank you? My better parts are all thrown down, and that which here stands up is but a quintain, a mere lifeless block.
- 20:25 ROSALIND: He calls us back: my pride fell with my fortunes; I'll ask him what he would. Did you call, sir? Sir, you have wrestled well and overthrown more than your enemies.
- 20:45 CELIA: Will you go, coz?
- ROSALIND: Have with you. Fare you well.
- 20:55 ORLANDO: What passion hangs these weights upon my tongue? I cannot speak to her, yet she urged conference. O poor Orlando, thou art overthrown! Or Charles or something weaker masters thee.
- 21:10 I REBEA: Good sir, I do in friendship counsel you to leave this place.





## Come piace a te

scritto da William Shakespeare, 1564-1616 ; diretto da Thea Sharrock, 1976- e Kriss Russman ; prodotto da James Whitbourn, 1963- , Electric Sky, Opus Arte e Globe Theatre, Londra, Inghilterra ; eseguita da Philip Bird, fl. 1978-2014, Sophie Duval, fl. 1995-2012, Naomi Frederick,

English	Bulgarian	Esperanto	Haitian Creole	<b>Italian</b>	Latvian	Myanmar (Burmese)	Scots Gaelic	Swahili	Welsh
Afrikaans	Catalan	Estonian	Hausa	Japanese	Lithuanian	Nepali	Serbian	Swedish	Xhosa
Albanian	Cebuano	Filipino	Hawaiian	Javanese	Luxembourgish	Norwegian	Sesotho	Tajik	Yiddish
Amharic	Chichewa	Finnish	Hebrew	Kannada	Macedonian	Pashto	Shona	Tamil	Yoruba
Arabic	Chinese (Simplified)	French	Hindi	Kazakh	Malagasy	Persian	Sindhi	Telugu	Zulu
Armenian	Chinese (Traditional)	Frisian	Hmong	Khmer	Malay	Polish	Sinhala	Thai	
Azerbaijani	Corsican	Galician	Hungarian	Korean	Malayalam	Portuguese	Slovak	Turkish	
Basque	Croatian	Georgian	Icelandic	Kurdish (Kurmanji)	Maltese	Punjabi	Slovenian	Ukrainian	
Belarusian	Czech	German	Igbo	Kyrgyz	Maori	Romanian	Somali	Urdu	
Bengali	Danish	Greek	Indonesian	Lao	Marathi	Russian	Spanish	Uzbek	
Bosnian	Dutch	Gujarati	Irish	Latin	Mongolian	Samoan	Sundanese	Vietnamese	

dovrebbe dunque si sono cimentati. :

19:30 CELIA :Gentile cugino, andiamo lo ringrazio e lo incoraggia: indole ruvida e invidioso di mio padre mi attacca a cuore. Signore, tu hai meritato: se non mantenere le promesse in amore, ma giustamente, come hai superato tutte le promesse, il tuo amante sarà felice. :

19:50 ROSALIND :Gentleman, indossare questo per me, uno su abiti con la fortuna, che potrebbero dare di più, ma che la sua mano manca mezzi.  
Andiamo, cozz? :

20:10 CELIA :Ay. Si tariffa bene, giusto gentiluomo. :

20:15 ORLANDO :non posso dire, io vi ringrazio? Le mie parti migliori sono tutti gettati giù, e quella che qui si alza in piedi non è che una quintana, un semplice blocco privo di vita. :

20:25 ROSALIND :Egli ci richiama: il mio orgoglio è caduto con le mie fortune; Glielo chiedo che cosa avrebbe fatto. Hai chiamato, signore? Signore, tu hai lottato bene e rovesciato più di tuoi nemici. :

20:45 CELIA :andrai, cozz? :

ROSALIND : avete con voi. Si tariffa bene.

20:55 ORLANDO :Che passione pende questi pesi sulla mia lingua? Non posso parlare con lei, ma lei ha esortato conferenza. O povero Orlando,