

# How Video Content Can Support Teaching and Research





**Today's students have used video  
all their lives**



# Today's students have used video all their lives



## **Communicate with video**

- Facetime, Snapchat
- Expect to see as well as hear
- Used to a media rich environment

## **Watch video**

- YouTube
- Classroom access
- Web access

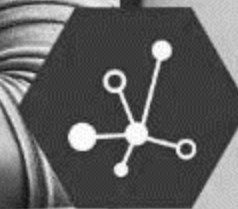
## **Record video**

- Present papers
- Conduct interviews
- Film experiments



# Video inspires greater engagement in learning

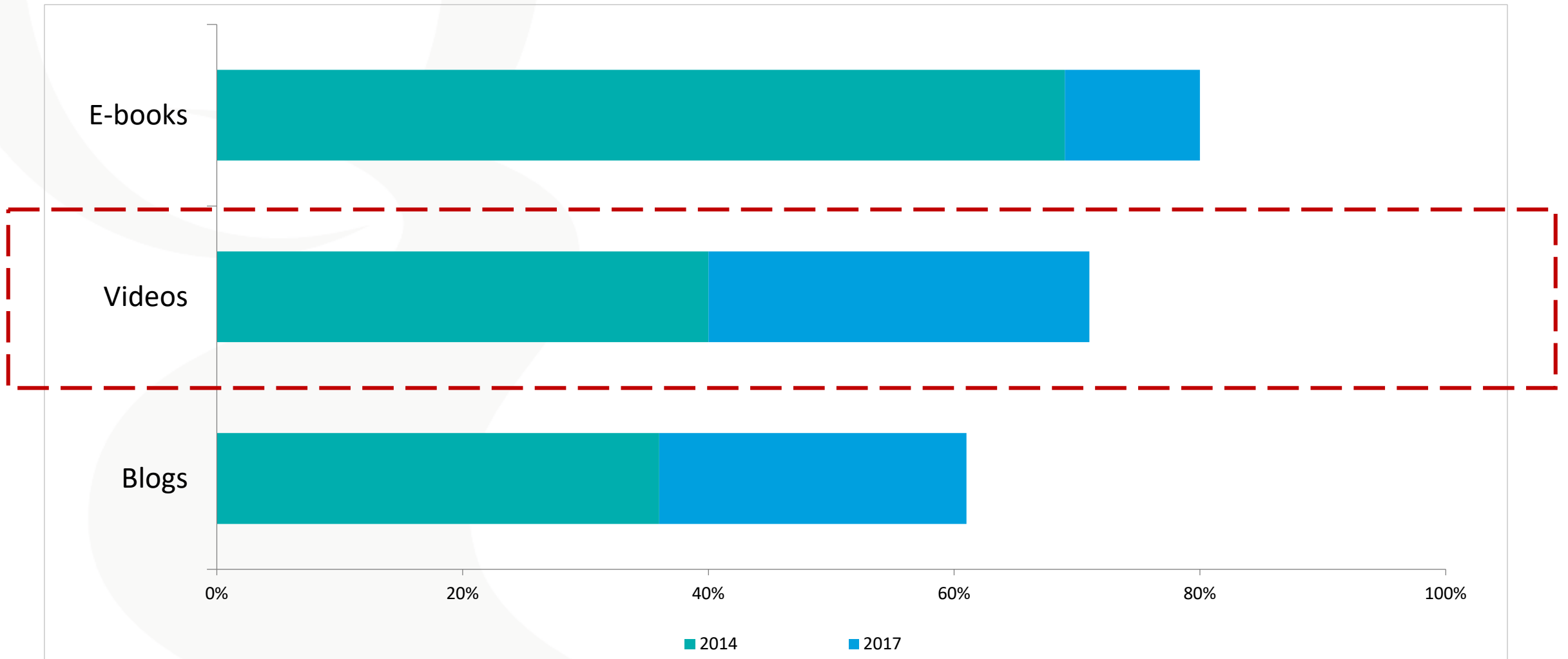
The background image shows a woman with dark hair, wearing a grey long-sleeved shirt, sitting at a desk. She is looking down at an open book and holding a pen. To her right is a laptop. The scene is set in a library or study area with bookshelves visible in the background. A semi-transparent horizontal banner is overlaid across the middle of the image, containing the main text and several hexagonal icons.



*“Video is one of the most diversified and distinct virtual learning mediums that capture and present information and offer a sensory learning environment, which enables learners to understand more and retain information better.”*

*Source: Boateng et al; Videos in learning in higher education: assessing perceptions and attitudes of students at the University of Ghana; Smart Learning Environments, 2016*

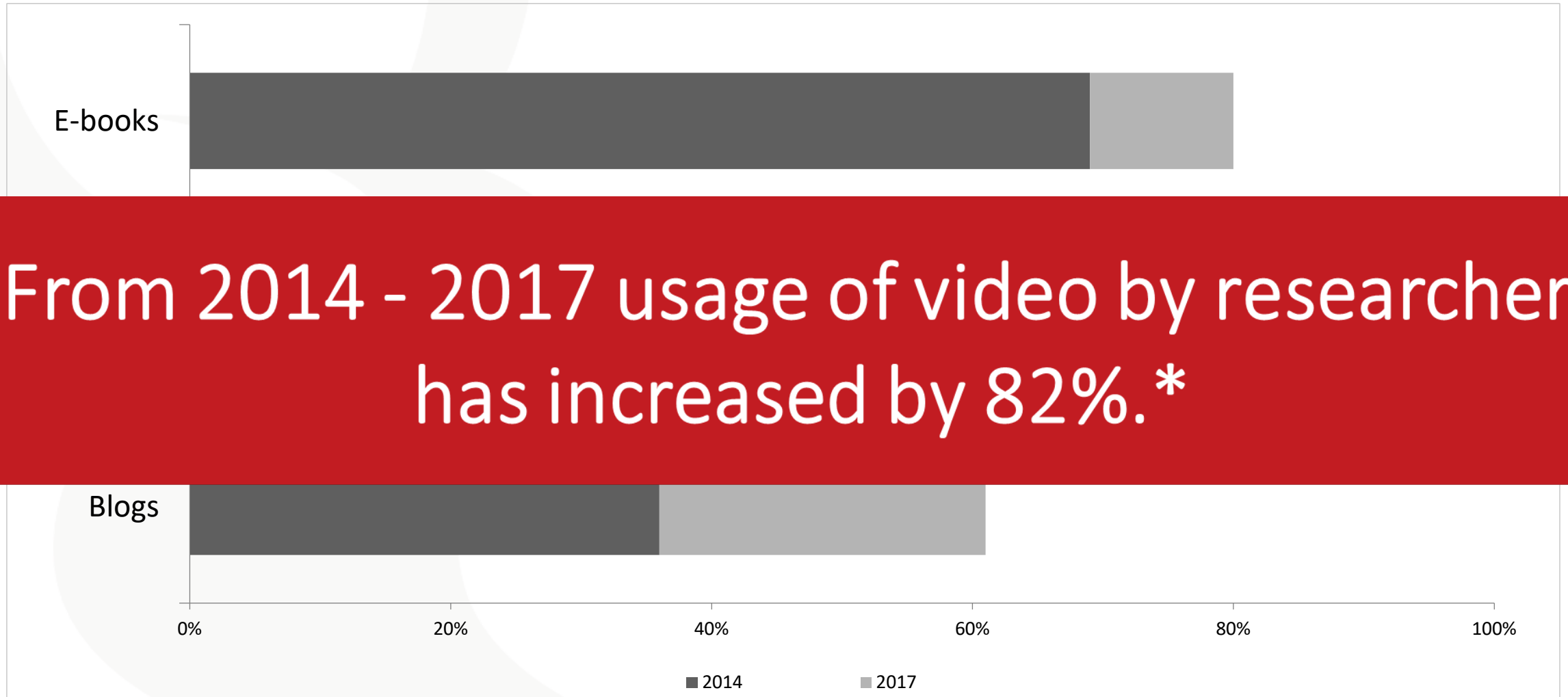
# 2017 ProQuest Study\* Shows...



*Source: ProQuest 2017 survey of 410 respondents from a global population of graduate level through faculty researchers.*



# 2017 ProQuest Study\* Shows...



From 2014 - 2017 usage of video by researchers has increased by 82%.\*

*Source: ProQuest 2017 survey of 410 respondents from a global population of graduate level through faculty researchers.*

A black and white photograph of four students in a library setting. They are gathered around a table with several laptops. One student is pointing at a screen while others look on. Bookshelves filled with books are visible in the background.

**Video has become essential for  
research**



# Video has become essential for research

- **Engagement.** Students *like* video so they are likely to be more engaged with it
- **Authenticity.** Information provided by a teacher can gain authority when supplemented with video
- **Currency.** Video content can be delivered in real-time for the most up-to-date news related to current events.
- **Impact.** A more emotional connection may be sparked by watching video content
- **Introduction to difficult concepts.** Seeing a demonstration of a complex concept enacted in a video might resonate better

*Source: Outsell Market Report on Video in Education: Company Assessment and Future Outlook, June 2016*



# 2018 Study\* Key Finding: Student choices are influenced by their teachers

1. Scholarly Journals
2. Books (print)
3. Books (electronic)
4. Dissertations or Theses
5. Case Studies
6. Government Documents
7. Videos
8. Statistics
9. Historical Books
10. Conference Proceedings

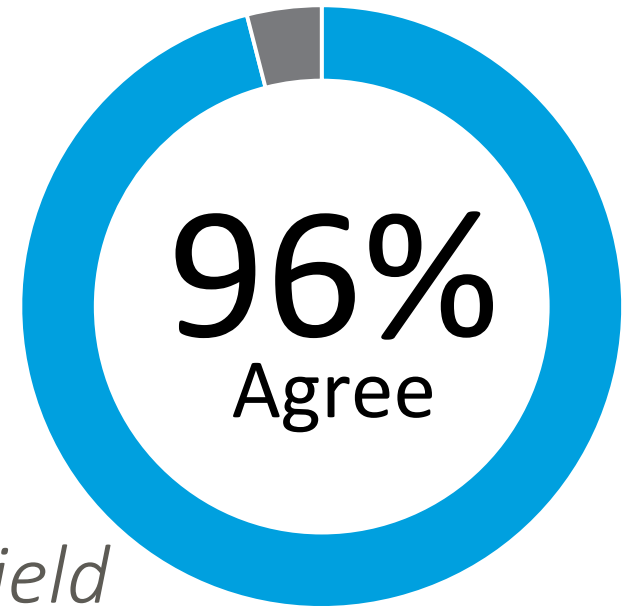
*Source: ProQuest 2018 survey of 1,353 respondents from a global population of graduate level through faculty researchers.*



# 2018 ProQuest study shows:

**Faculty want students to use a wide variety of content types, including video**

*Through video students can more fully understand concepts and ideas in their field*



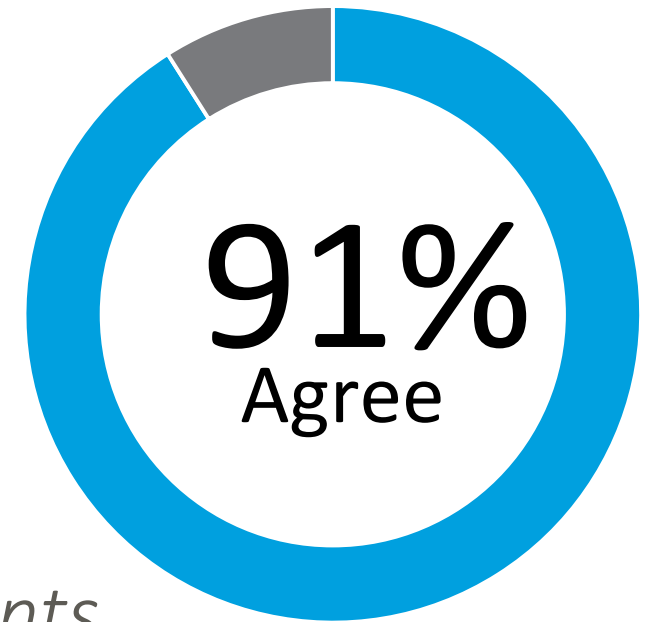
Source: ProQuest 2018 survey



2018 ProQuest study shows:

**Faculty want students to use a wide variety of content types, including video**

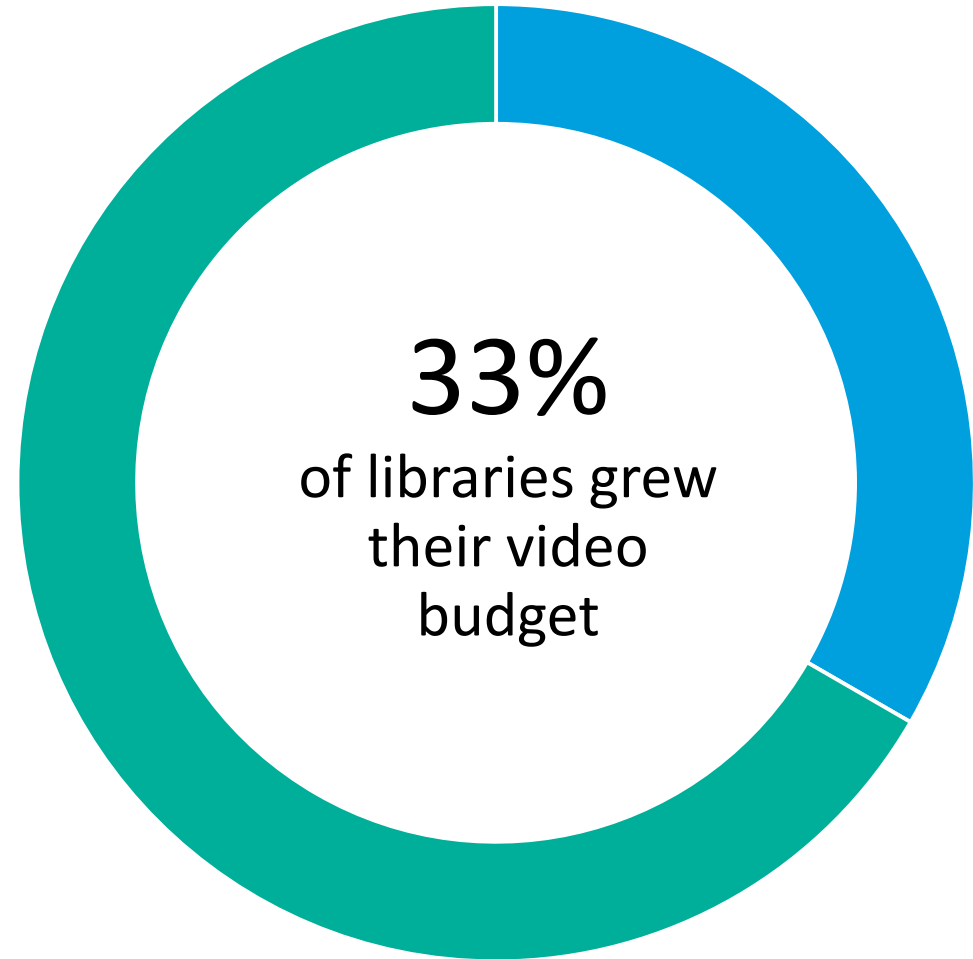
*Using variety of content delivers better outcomes and students can produce better quality assignments*



Source: ProQuest 2018 survey

Understanding faculty recommendations  
enables libraries to predict trends in  
student demands

# Libraries and Teaching Faculty are aligned on Video



*Source: ProQuest 2018 survey of 1,353 respondents from a global population of graduate level through faculty researchers.*



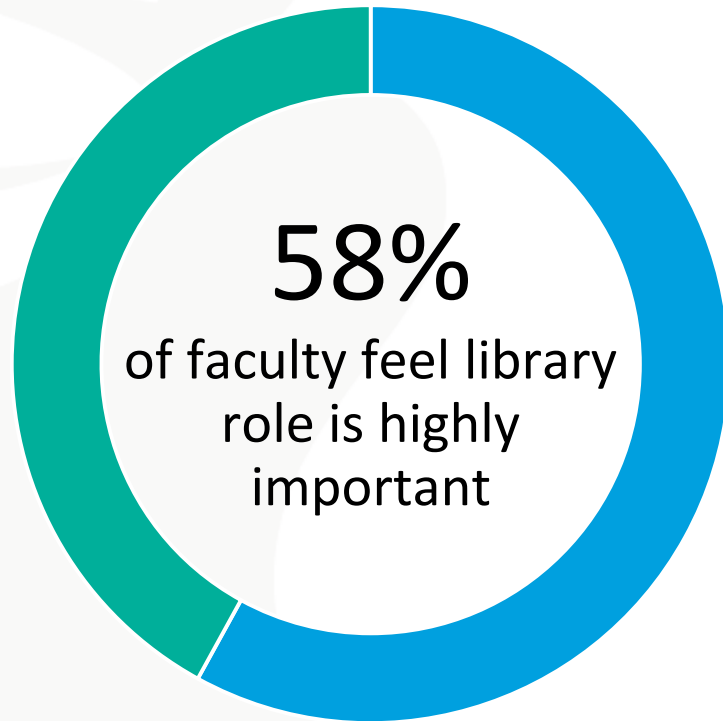
# Video Content: Opportunity and Challenge for Libraries

*Surging role and demand for more  
video materials stretch finite  
budgets*

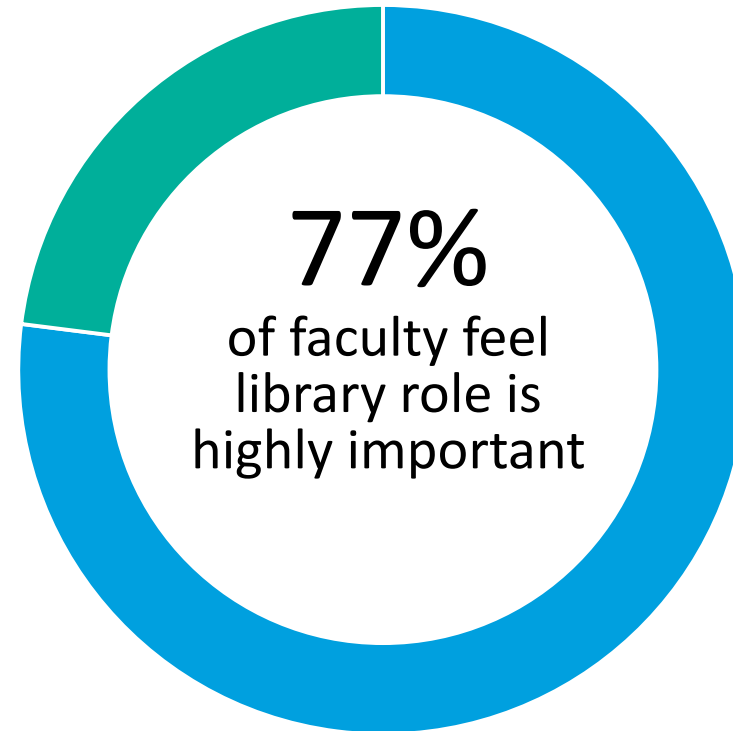


# Faculty Confidence in Library Role is Surging

*Growing number of faculty value library contribution to developing research, critical analysis and information literacy skills*



**2012**



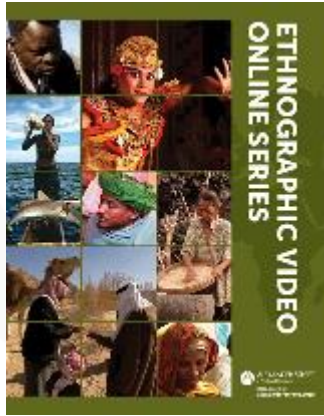
**2015**

*Source: Ithaka S&R Faculty Survey, 2012 and 2015*

*Brining video to your library*



# All major disciplines covered



Anthropology



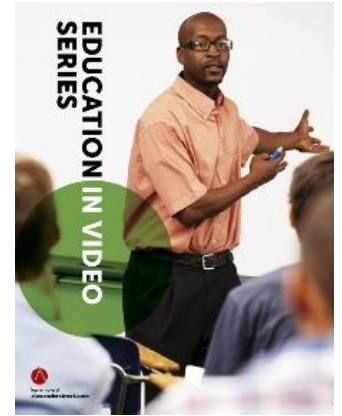
Arts



Business



Counselling  
& Therapy



Education



History



Music & Dance



News &  
Current Affairs



Science



Social Sciences

# Formats to suit all researcher needs



# Academic Video Online – ‘AVON’

- Our super-collection of **60.000+** multi-disciplinary videos
- **8.000 exclusives titles** not available in other collections
- **Build by Choice** (perpetual rights), at the end of each subscription term, your entire subscription cost is automatically applied towards owning perpetual rights to your choice of videos
  - Simply select titles to keep at the end of each subscription year, up to the value of your subscription
  - Benefit from access to our video catalogue for a year and keep the titles you use most – for no extra cost







Thanks!