DOCUSEEK2: ASERL Users' Experience @DUKE UNIVERSITY LIBRARIES

DANETTE PACHTNER
LIBRARIAN FOR FILM, VIDEO & DIGITAL MEDIA AND WOMEN’S STUDIES
LILLY LIBRARY
DUKE UNIVERSITY in Durham, NC

Private research university, founded in 1924

- 6,485 undergraduates with 48 majors, 50 minors, 20 interdisciplinary certificates
- 8,465 graduate and post-graduate students with master’s and doctoral degrees offered in over 70 departments and programs
- Top ten private research library system
Snapshot of Duke Libraries’ physical film/video collection

- 29,000 DVDs and Blu-Ray
- 12,600 videocassettes
- 600 laser discs
- 700 16mm films
Dipping Duke Libraries’ toes into the streaming video market

FILMS MEDIA GROUP – 2007-08

Single title purchases in perpetuity of 100 titles then subscription to Master Academic Collection; now NCLIVE consortium negotiates a yearly license for the state of North Carolina

ALEXANDER STREET PRESS - 2010

One-time purchases, in perpetuity, of multiple databases including Filmakers Library Online, Ethnographic Video, and many others
Beta-testing Docuseek2

• In 2014, after conversations at the 2013 National Media Market, Docuseek2 partnered with early adopters to test drive and develop its platform.

• Beta-testing institutions included Duke University Libraries and TRLN (Triangle Research Libraries Network) partner, University of North Carolina at Chapel Hill.
UNC-CH’s Media Resources Center (MRC)

Numbers & Info

• Serves a core campus population of 29,000 undergraduate, graduate, and professional students at UNC and 3,600 faculty

• Supports an additional 8,000 staff members – and as the state flagship school of NC – UNC-CH has a mission to serve members of the NC community

• The MRC collection includes 76,000 media items including more than 40,000 titles online

• At any given time, the MRC supports 65 plus departments, centers, programs and curricula on campus

• In addition to providing media materials supporting instruction and research on campus – the MRC offers equipment and software to produce media as well as providing related pedagogy and technology instruction.
Content is King

Some of the highest quality documentaries on the market are offered by Docuseek2
History of DOCUSEEK2 @ UNC Chapel Hill

• High use on Icarus & Bullfrog films in the collection on DVD – motivation to pursue these titles in streaming format

• Worked with Docuseek2 to get a reasonable BETA trial for access to complete catalog (with addition of all titles as added through the year)

• MARC records in catalog before start – made everything discoverable to users

• Utilized customized posters provided by vendor

• Sent direct emails to specific faculty and departments with curated filmographies based on curricula and provided outline of instructions for use

• Reasonable engagement experienced first year (2014) on BETA to justify signing on for a second year with full catalog access (2015)

• Based on 2015 stats, decided to pursue an extended license for full catalog access. Will review again in 2019
Docuseek2: Snapshot of engagement@UNC-CH

- 312 individual films accessed
- 3,401 impressions
- 2490 views

<table>
<thead>
<tr>
<th>title</th>
<th>impressions</th>
<th>views</th>
</tr>
</thead>
<tbody>
<tr>
<td>China Blue</td>
<td>417</td>
<td>333</td>
</tr>
<tr>
<td>Trinkets and Beads</td>
<td>243</td>
<td>189</td>
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<td>Berlin 1885: The Division of Africa</td>
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<td>168</td>
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<td>Tinghir Jerusalem</td>
<td>186</td>
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<td>Brother Towns / Pueblos Hermanos</td>
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<td>The Sun Dagger</td>
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<td>Worlds Apart</td>
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<td>If A Tree Falls</td>
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<td>Edible City</td>
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</table>

- 197 films have been accessed
- 1,117 Impressions [video is loaded]
- 694 Views [video starts playing]

<table>
<thead>
<tr>
<th>Top Titles</th>
<th>Impressions</th>
<th>Views</th>
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<tbody>
<tr>
<td>Dirt: the Movie</td>
<td>92</td>
<td>73</td>
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<td>King Corn</td>
<td>85</td>
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<tr>
<td>Empty Oceans, Empty Nets</td>
<td>75</td>
<td>62</td>
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DOCUSEEK2: ASERL USERS' EXPERIENCE@

UNC Chapel Hill

For further info...

Winifred Fordham Metz
Media Librarian & Head, Media Resources Center

freddie@email.unc.edu
Questions?

Danette Pachtner
danettep@duke.edu
919-660-5886