

# DOCUSEEK<sub>2</sub>: ASERL Users' Experience @DUKE UNIVERSITY LIBRARIES

DANETTE PACTNER

LIBRARIAN FOR FILM, VIDEO & DIGITAL MEDIA  
AND WOMEN'S STUDIES  
LILLY LIBRARY

DUKE UNIVERSITY  
  
LIBRARIES

# 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 Filmmakers 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

DOCUSEEK<sub>2</sub>



Simulation



DUKE UNIVERSITY  
LIBRARIES

# 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

title	impressions	views
<a href="#">China Blue</a>	417	333
<a href="#">Trinkets and Beads</a>	243	189
<a href="#">Berlin 1885: The Division of Africa</a>	203	168
<a href="#">Tinghir Jerusalem</a>	186	146
<a href="#">Brother Towns / Pueblos Hermanos</a>	179	152
<a href="#">The Sun Dagger</a>	159	128
<a href="#">Worlds Apart</a>	135	92
<a href="#">If A Tree Falls</a>	109	78
<a href="#">Ingredients</a>	100	73
<a href="#">Edible City</a>	63	49

# Duke's usage statistics - Spring 2014 through mid-July 2016

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

Top Titles	Impressions	Views
Dirt: the Movie	92	73
King Corn	85	73
Empty Oceans, Empty Nets	75	62



DOCUSEEK<sub>2</sub>:  
ASERL USERS' EXPERIENCE@

# UNC Chapel Hill

For further info...

Winifred Fordham  
Metz

Media Librarian & Head, Media  
Resources Center

[freddie@email.unc.edu](mailto:freddie@email.unc.edu)



# Questions?

Danette Pachtner  
[danettep@duke.edu](mailto:danettep@duke.edu)  
919-660-5886

A screenshot of the Docuseek2 website interface. The top navigation bar is dark blue with white text: "Welcome Duke University User", "MY MOVIES", "Return to the Library", "LOG IN", and "REGISTER". Below this is a light blue bar with "PLAYLISTS", "NEW RELEASES", "TITLES A TO Z", "ABOUT", "HELP", and "CONTACT". The main content area is white. On the left is a "Subjects" sidebar with a list of categories: Agriculture and Food, Anthropology and Archaeology, Art and Architecture, Business, Labor and Economics, Communication and Media Studies, Criminal Justice, Law and Legal Studies, Cultural and Ethnic Studies, Development, Education, and Environment. The main content area is titled "Now available for streaming" and features a section for "Secret Museums" with a video player. The video player shows a man in a suit speaking in a museum setting, with the text "Secret Museums" and "there is eroticism in all museums and in many ways" overlaid. Below the video player is a section for "30 Second Democracy".