Streaming the Archives: Repurposing Systems to Jumpstart a Media Digitization Program

Talea Anderson
Central Washington University, tanderson@cwu.edu

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STREAMING THE ARCHIVES
Repurposing Systems to Jumpstart a Media Digitization Program

**Problem**
7,000+ Hours of audio and video in deteriorating analog form at Central Washington University (CWU)’s library in need of digitization and dissemination online

**Available Systems:**
1. MediaAMP (MPX) - A cloud-based media management service developed by the University of Washington to stream videos for class instruction
2. Digital Commons (DC) - An institutional repository developed by bepress to disseminate scholarly materials
3. Primo - A web-based discovery platform designed by Ex Libris for federated searching of library materials

**The Plan**
1. Digitize content using equipment borrowed from Media Services at CWU
2. Upload files to MPX
3. Create metadata-only records in DC. Point to content in MPX
4. Harvest DC by Dublin Core Type, provide access to content in Primo

**Putting the Plan into Action**

**Advantages**
1. Unlimited storage space. No need to maintain server space in-house.
2. Outsourced design services. No need to design in-house.
3. Flexibility in metadata permitted by MPX and DC
4. Increased discoverability via Primo and DC as well as search engines like Google
5. Immediate access to an audience—bepress’ network of iibs and MPX’s participating instructors/academic departments
6. The ability to create complex stories in DC with primary files and associated materials
7. Increased usage of archival materials.

**Disadvantages**
1. Additional cost for hosted service
2. Limited ability to customize design, as neither DC nor MPX is open source. Unable to embed MPX’s player in DC or redesign pages without incurring substantial fees.
3. Drawbacks in metadata schema, as neither DC nor MPX was initially designed for archival materials. Drawbacks include unwanted field requirements, unexposed metadata, and unstandardized use of schema by diverse clientele.
4. Usability problems in Primo post-harvest (broken subject headings, unclear wording, buried links).
5. Drawbacks in DC’s compound record set-up. Associated files in DC do not have a full set of metadata, resulting in sparse descriptions and harvesting problems in Primo.
6. Time and effort required to manage content in three systems. Batch uploading is permitted but all systems introduce lags, especially during times of heavy usage.

**Next Steps**
1. Explore alternative dissemination channels like YouTube, which would permit embedding
2. Weigh the advantages/disadvantages of disseminating via multiple channels
3. Embed content in coursework at CWU. Partner with reference librarians and instructors to match media materials to student needs.

**Outcomes**
- Hours of audiovisual content disseminated online in the first year of the media digitization program at CWU
- Views to all media between January 1 and December 31, 2014

**Thank You**
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**By** Talea Anderson, MLIS, MA