

Alexander Street Press

Academic Video Online

Date: 04 April 2017

Academic Video Online is the largest and most comprehensive of the video streaming collections offered by Alexander Street Press, covering a wide variety of major academic disciplines.

Method

- One librarian examined the Premium Academic Video Online (AVON) collection from Alexander Street Press via trial. Supporting documentation on the Alexander Street website. Input from a survey of California community college librarians gathered about streaming video collections was also analyzed.

Preview

- Content

Alexander Street Press describes AVON as the “largest, most comprehensive video solution available with access to 62,000+ titles 17,000+ of which are exclusive to Alexander Street Press”. Some of the publishers represented in the full title list include: 60 Minutes/CBS, PBS, BBC, NBC, A&E, Medcom, Tony Brown Productions, American Academy of Pediatrics and Bloomberg. Subject coverage includes a multitude of disciplines such as Business, History, among others and is especially strong in Counseling & Therapy and Social Sciences fields. [Full List of Titles](#) (.xlsx) A scan of the full title list of the collection indicates an emphasis on documentary and academic/instructional video. Some of the series that are part of AVON are *Meet the Press*, *The Videofashion Library*, and *The March of Time Newsreel Series*. Primary source material from twentieth century history such as World War II era newsreels from several countries is another strength of the collection.

Feature films coverage in AVON is not extensive. However, Alexander Street Press does offer a Feature Film & Cinema Studies collection (<http://www.alexanderstreet.com/discipline/feature-film-cinema-studies>) that was not trialed by the reviewer. While this collection does include publishers such as Sony Classic Pictures, feature film access does not seem to be as comprehensive in this Alexander Street Press collection and in the Alexander Street title library as compared to others in the industry with this specialization, such as Swank and Kanopy.

- **Interface**

The interface of the search, results and individual video pages is clean and well-structured. Required scrolling is minimal and pages are responsive. The reviewer tested on multiple computers (PC and Mac) as well as on an iPad mini and iPhone and the user experience was comparatively even.



The initial search page is very “Google-like” in experience, with a search box in the middle of the page labelled **Search all video**, with a link to **Advanced Search** below if desired by the searcher. The background is a running video which is visually impressive but also may contribute to why many of the pages were slow to load on the devices used by this

reviewer. A spellcheck does not seem to be included in the search interface.

📁 Social Sciences (57)
+ More

REFINE YOUR SEARCH

CONTENT TYPE ▲

Lecture/presentation (52)
Instructional material (47)
Documentary (31)
+ More

CLINICIAN ▼

PRESENTING CONDITION ▼

THERAPEUTIC APPROACH ▼


SCHOOL OF THERAPY ▲

Brief Relational Therapy (4)
Humanistic Psychology (2)
Child and Adolescent Psychology (1)
+ More

SUBJECT ▼

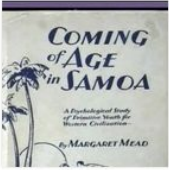
PUBLISHER ▼

DATE PUBLISHED / RELEASED ▼



This video, produced by Atma Global, is about *nonverbal communication* in Mexico.

[See details](#)




📺 Interpreting Nonverbal Communication trial

produced by Banning K. Lary, fl. 2013 (Lexington, KY: Promedion, 2004), 35 mins

Featuring such experts as Paul Ekman, this program examines *nonverbal communication*. It considers the influence of culture, ethnicity, and context on the interpretation of *nonverbal communication* and discusses sign theory, code proxemics, and kinesics.

[See details](#)




📺 Multicultural Counseling/Therapy: Culturally Appropriate Intervention Strategies trial

written by Derald Wing Sue; presented by Derald Wing Sue, in Counseling the Culturally Diverse, 6 (Alexandria, VA: Associates, 2003), 1 hour 9 mins

Isn't good counseling, good counseling? Do I need to change my helping style when working with clients of color? This engaging presentation filled with case examples, Derald Wing Sue illustrates how a Western European approach may lead to mistaken assessment, diagnosis and treatment of...

[See details](#)



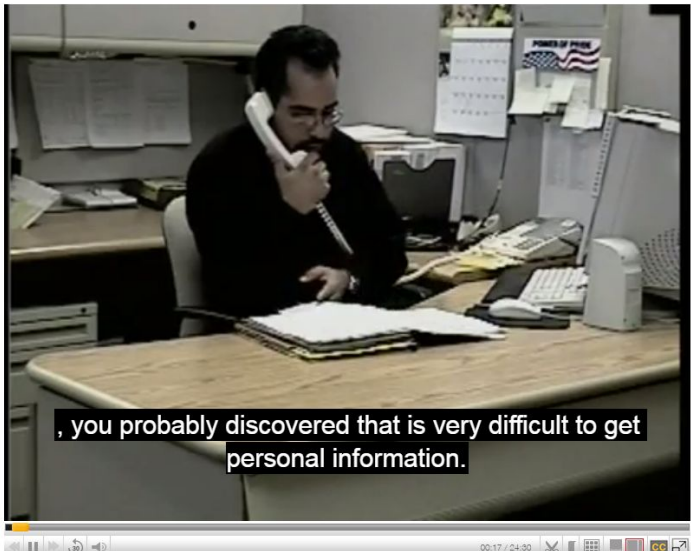
📺 Nonverbal Communication in a Global Marketplace trial

directed by Phil Rutsohn, fl. 1993; produced by Phil Rutsohn, fl. 1993 (Sunrise, FL: D.E. Visuals, 2004), 25 mins

Most studies have demonstrated that students have little understanding of the importance of *nonverbal communication* deficiency is particularly acute in the international arena. The focus of this program is twofold. First, to introduce the mechanics of nonverbally communicating through...

[See details](#)

The results page is well-structured. Sorting options include relevancy, title, and by date. A box to search within results or re-search is located at the top of the page above the results. The left pane offers the user options for refining a given search. These include not only the usual options such as discipline, format and date but also other useful categories such as **Person Discussed**, **Historical Event**, **Topic/Theme**, among others. One impressive feature of the **Refine Your Search** area is that it is responsive to the keyword(s) searched: sections included and their listing order changes depending on a given search. For instance, for a search of **nonverbal communication**, sample sections for filtering included **Clinician**, **School of Therapy** and **Presenting Condition** while a search of **Kenya**, some of the samples were **Historical Event**, **Person Discussed**, **Place Discussed**. If applicable, a “**Warning, this item contains graphic content.**” label is included in the results information of a given title.



Details Transcript Segments and Clips Related Documents

Search transcript


00:00 [music]

00:10 Non-verbal Communication

in the

Global Marketplace

NARRATOR: If you've ever participated in a telephone survey, you probably discovered that is very difficult to get personal information. The reason for that is because the person you're talking to can't judge your non-verbal communication. They have to depend on their ears without help from their eyes. We generally think that communication involves our mouth and ears, but the truth is our eyes play just as big of a role in the communication process. It's through our eyes that we interpret a person's non-verbal communication. A good communicator will always make sure that their non-verbal communication supports what they are verbally communicating because a receiver will interpret the source of the message as well as the message itself. So, it's important that the source and the message are complementary and not contradictory. For example, banks want you to think they are being conservative with your money therefore they want their employees to non-verbally project a conservative image. Suits and dresses are conservative and at home, these people wear jeans and T-shirts like everyone else but at work they dress to match their environment conservative. A sporting-goods store on the other hand, is selling leisure products and should reinforce the leisure

Nonverbal Communication in a Global Marketplace 

directed by Phil Rutsohn, fl. 1993; produced by Phil Rutsohn, fl. 1993 (Sunrise, FL: D.E. Viennale 2000) 25 mins

The pages containing individual videos are also well-organized. A toolbar for clipping, bookmarking, changing the viewing size and layout as well as a visual table of contents is located below the video pane. Links for citing, embedding and sharing are available. Citation styles include Chicago, APA and MLA. However, as of the writing of this preview, only MLA 6th and 7th edition listed as choices. As a given video plays, the rolling transcript appears on the right of the page. Transcripts routinely include notations about sounds other than spoken words in brackets such as [music] or if there are periods of silence. There is also an option to search the transcript.

In regards to integration with Learning Management Systems, Alexander Street Press mentions in the Resource Center site that their “links and embeds are supported by most learning management systems”. Both permanent and embed links are available for integration of videos into online resources. However, Alexander Street Press does not seem to offer an LTI for ease of integration into an LMS. An app is also currently not available.

The reviewer was not able to view the Admin portal. However, according to the Alexander Street Press website, generations of several types of reports are possible via the Admin portal, including COUNTER-4 compliant and SUSHI-enabled reports, as well

as reports and playbacks by title, subject and collection. Customizable MARC records for the videos for are available for download.

- Accessibility

Alexander Street Press has a strong statement of commitment to accessibility on their website, listing that their design meets WCAG 2.0 (though the level was not mentioned) and Section 508 compliance as well as being JAWS compatible.

(<http://www.alexanderstreet.com/page/accessibility-statement>) Synchronized and searchable transcripts are available for most of the videos (90%). The reviewer ran several sample pages through the Wave site. Errors were minimal in the body of the pages. However, there were several notations about problematic labels, indicating that the site's implementation of accessible web design may need additional attention. Maneuvering through sample pages via keyboard/tabbing was possible.

- Support

A **Help and Contact Us** link is buried in the footer of all webpages, directing users to an FAQ page sectioned by task type. Video tutorials and quick reference guides on a variety of topics (Tips on How to Search, Creating Custom Clips) are also available on their corporate site located in the **Resource Center** section. Alexander Street Press also offers live and on-demand webinars. Slides from past webinars are archived and available to view. The above pages also link to a Submit a Support Ticket form page to request technical support.

- Cost and terms of use

Pricing is reasonable and tier-based on FTES. Also mentioned in promotional brochures for AVON is that the cost of subscription is “automatically applied towards owning perpetual rights” to an institution's choice of videos. Alexander Street Press offers a ‘low-cost’ Media Hosting Service that was not trialed by the reviewer which can be used by an institution for access to content licensed from other sources as well as a hosting option for institution digital collections.

(<http://alexanderstreet.com/products/media-hosting-service>) An examination of the Customer Service Agreement did not raise any red flags. Public performance rights do seem to be included as long as venue and audience is at purchasing institution and admission fees are not charged.

Conclusion

The Alexander Street Press AVON collection is solid and comprehensive collection of streaming videos covering a wide variety of academic disciplines that is reasonably priced

and suitable for community college collections. However, the time needed for webpages to load, particularly the search pages, is concerning.

- Other Reviews

None found at time of review specifically on Alexander Street AVON collection.

Recommendation to CCL-EAR Committee: No further review