CCL-EAR COMMITTEE REVIEW
(Ambrose Video 2.0)
March 2014

Introduction

Ambrose Video 2.0 offers 566 videos with over 1200 video clips. Video publishers include Centre Communications for Ambrose Video, which is an academic video publisher that has created videos for Discovery, Animal Planet, and the History Channel, Cromwell Films, Antelope Films, Starbright Media Corporation, the BBC, and Time-Life. Many of the videos are accompanied by teacher guides, quizzes, and timelines as Word documents. The web based videos can be accessed by any Internet browser without any special software. All videos are closed captioned.

OVERALL RECOMMENDATION for COMMUNITY COLLEGES: <u>4.0</u>, <u>4.0</u>, <u>4.0</u>,

#1 --- Not recommended

#2 --- Recommended with reservations as noted

#3 --- Recommended

#4 --- Outstanding offer

RATINGS for SPECIFIC ASPECTS of the DATABASE:

The following features were examined and rated on a four point scale (1=Poor; 2= Needs Improvement; 3=Good; 4=Excellent):

DATABASE CONTENT/FORMAT: 4.0

There are 566 videos with over 1200 video clips in Ambrose's full collection. Each chapter is both a part of a larger whole, and a complete video unto itself with a beginning, middle, and an end. For example, America's National Monuments: The Historic South is a series with 10 programs or videos, each a complete video on a particular monument; Physical Geography: Making Sense of Planet
Earth is a series with 8 programs: Maps, Landforms, Geographic Regions, etc. Most series are made up of 4 or 8 videos, but there are singletons and series made up of 13, 20, and even 37 videos, which is the case with the BBC Shakespeare Plays. Many of the videos are accompanied by teacher guides, quizzes, and timelines as Word

documents.

Apart from the Shakespeare series, videos are documentaries. Actors (George Kennedy, James Avery, Donna Mills, etc.) and professors/researchers narrate the videos. All of the video content is academic with roughly 60% of the series covering social sciences (U.S. and ancient history, geography, psychology), 29% covering science (biology, chemistry, physics, etc.), and 13% covering the arts (drama, music, literature, etc.).

Just about half of the videos are published by Centre Communications for Ambrose Video, which is an academic video publisher that has created videos for Discovery, Animal Planet, and the History Channel. Other publishers include Cromwell Films, Antelope Films, Starbright Media Corporation, the BBC, and Time-Life. While not all of the publishers are well known, the reviewers found videos in this collection to be of the highest quality.

In looking at reviews for 17 of the series included in Ambrose Video's full collection, the reviewers found positive to glowing reviews. There were high marks for production value: "Straightforward narration accents the well-chosen visuals, including archival stills, newsreel footage, political cartoons, and period movie clips" (Smith 604-605) and "Each half-hour disc is jam-packed with gorgeous on-location footage, archival photos, and informative interviews and commentary on historical, scientific, and cultural aspects (Williams-Wood 81). A practical ease of use within a classroom setting (face to face, online, etc.) also emerged from the reviews: "The brief segments are perfect for classroom use to introduce the topic or inspire more in-depth research" (Owens 61) and "The segment format gives teachers the flexibility to integrate this material into any existing American history curriculum" (Mueller 79).

The academic content also received high marks in the reviews—much of the series recommended for middle and high school students. The reviewers do not see this as a knock against the product— the content is suitable for community college students. The accompanying documents (teacher guides, quizzes, etc.) seem to be written with the middle and high school curriculum in mind-- documents include summaries and background information, and quizzes that check for surface level understanding of the content. That being said, community college instructors can cherry-pick individual quizzes to go along with required reading/watching or use entire series to help students lacking foundational knowledge catch up.

SEARCH INTERFACE: 4.0

Consider the functionality and ease of use of the interface. Is it intuitive or is an excessive amount of training required? Are any crucial features missing from the search interface?

Screenshot of Landing Page
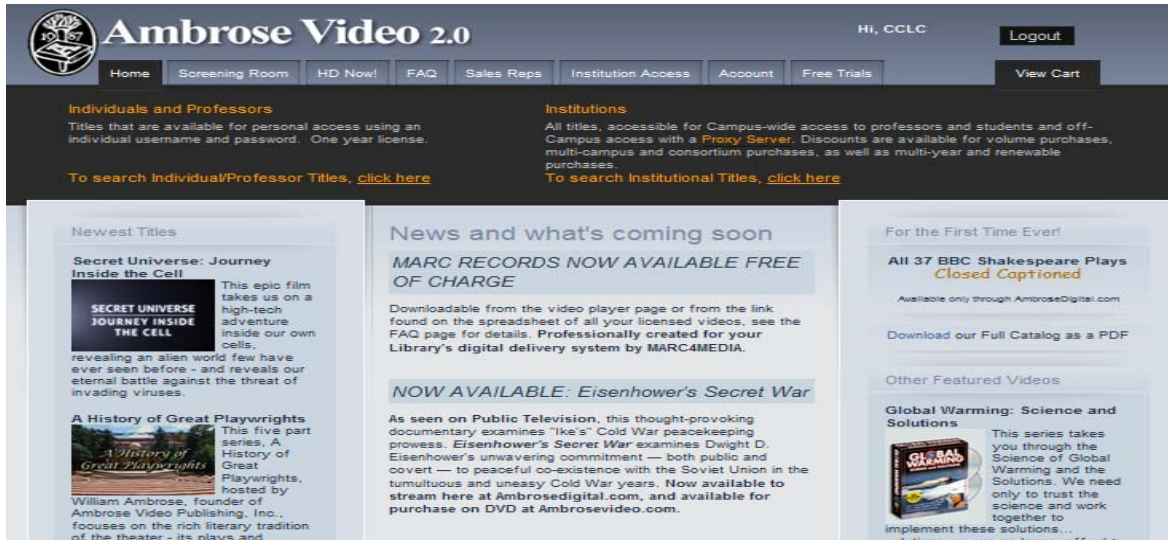
Screening Room tab is an ordering page where one can choose a series and be able to put it in a cart to order. Browsing the list of series was easy. Ambrose presented 2 ways to browse the series of collections. One is an A-Z list where videos are classified by subject, and the other is a complete A-Z list of ALL videos. A special section of "HD Titles" is also presented together in a subject search if one wishes to limit his search to titles available in this format.

Screenshot of Screening Room
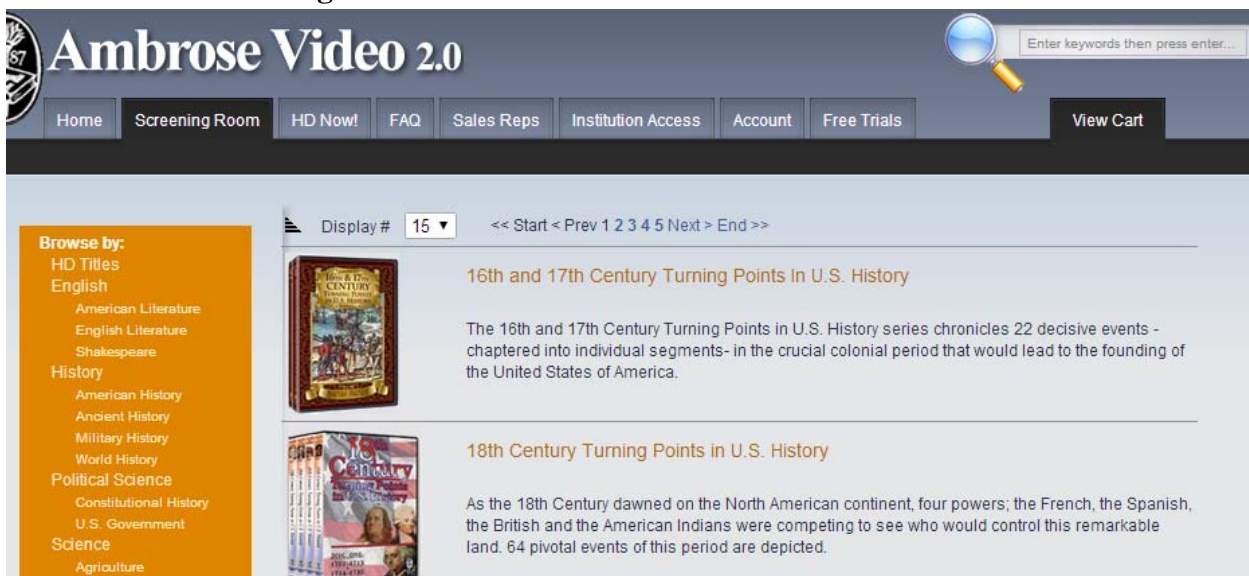
Institution Access tab directly goes to videos licensed by the institution. Clicking on a title gives users a detailed program or volume. The user has an option to view the video in HD (high definition) the or SD (standard definition) for some programs. Please note that not all programs present this option. The viewer may be able to play the whole program or individual chapters in the program. Video duration/length information is available once the viewer hovers the mouse on the Play button. One has the ability to search clips of licensed videos by keywords/phrases and can also limit the search by omitting certain keywords/ phrases.

One concern is the easy access to the administrative page by users. By clicking on the Ambrose logo a user is taken to an administrative page with information on sales representatives and the institutional account. It is recommended that the Ambrose logo take a user directly to the user interface instead.

Screenshot of Search Page

Find clips by typing keywords, then press Enter.

Enclose phrases in double quotation marks, e.g. "Grapes of Wrath" "Henry IV".
Descriptions, keywords, and captions will be searched; punctuation is ignored.

Words and Phrases to **match**: shakespeare
◉ Match **All** Keywords   ○ Match **Any** Keywords

Words and Phrases to **omit**:

Search   Reset

Video Durations can be seen by moving your mouse over the Play button.

Search Results
Must match All 1 keywords
shakespeare

Matched:
10 Series
64 Programs
205 Chapters

A search result is produced on the right side of the screen with the number of series, programs and chapters that matched the search term. The search screen is followed by a list of result links to play the individual clips, programs or series. Each result consists of chapter details that have a general description, metadescription and keywords assigned to the video.

Screenshot of Video Details

Citation options are available in eight style formats, namely: APA, Harvard, MLA, MHRA, Chicago, CBE/CSE, Bluebook and AMA.

Adding value to the database are the supporting documents for each series which are downloadable files: Educator's/Teacher's Guide, Timeline, Blackline Master Quizzes, and MARC Records.

Permalinks are available to access the videos. Individual permalinks for each clip and program are available. Also included are embed codes for the inclusion of videos in course management system.

Playing the video is easy. Sound is clear. There are 4 options to adjust the resolution. All the videos are closed-captioned. Each program consists of video clips which are approximately 4 minutes long.

Screenshot of Account Administration Page

Clicking on the **Account** tab allows one to see an alphabetical list of licensed videos, downloadable files, account information, IP and proxy server settings, authentication diagnostics, usage statistics and video usage chart.

USER SUPPORT SERVICES: 4.0

What types of customer and technical support are available for end users and library administrators?

Ambrose has numerous avenues to provide support for customers. Ambrose provides "How to order" on the main page;

A short, easy to understand video tutorial on the main page is available.

Sales rep tab on top gives the email and telephone numbers of sales representative for different regions;

Technical support is available via the "Support" link located at the bottom of the page. Customers can email, call, and chat with staff for questions;

FAQ tab on top includes information on Accounts and licensing, technical requirements, viewing videos, IP address and proxy authentication, LMS integration, and MARC records.

COST: 3.5

There are three subscription options and one purchase option through CCLC. Subscription options are: full collection, which includes 566 videos, with any new releases added at no charge, a 10% discount on the full collection for libraries that hold onsite demonstrations, or select 100 videos from the database. The other option is a purchase for perpetuity of the current 566 videos.

Screenshot of Sample Pricing Per Episode

AVAILABILITY/ACCESSIBILITY OF SERVICE: 4.0

Videos on Ambrose include synchronized captions of all video materials. Text-only versions and transcripts of videos are not available. Remote access is verified through IP Address, Proxy Server or directly through the username and password for administrators. The vendor's definition of "Authorized Users" includes full and part-time faculty, students and staff affiliated with the subscribing library as well as walk-in users. Licensed video is available at all times during the license period, but is not available if the database subscription is cancelled. Inter-library loan of subscribed content is not allowed.

Screenshot of Sample Closed Captioning

Usage statistics are available through the Admin modules The user can pick from options such as date rate, Title, Top Titles, Series, and Top Series. Results can be viewed or downloaded in graphs, HTML, XML, Text, or CSV. Statistics are not COUNTER compliant. The statistics available through the Admin module are available through the date range of the licensing period.

Screenshot of Statistics Page Options

Licensed Customer Statistics

Each statistic has it's own unique link.
This page will create the link to retrieve the statistics that you are looking for.
You can see the results immediately, or use the link in other 3rd party software.

Select the Type of Statistics:

| Video Sessions | Titles | Top Titles | Series | Top Series |

Select the Parameters to use:

Pick your dates:

From: 2013-11-01

To: 2013-11-30

How would like your totals:

| Daily Totals | Monthly Totals |

Select the Format that you would like:

| HTML | Text | XML | Download CSV |

View these Statistics now

URL for these Statistics:
http://dma.iriseducation.org/statistics/customer/views.html/sessions/2013-11-01/2013-11-30/M/?license=9f113809392fbab6d51af8e8cdba53e8

Note about using this URL in 3rd Party Software:
If you substitute '0000-00-00' in the From and To dates of the URL,
your results will always be Last month, relative to the current date.

Results Viewer

Click on the link for the statistics to open a new window for easier viewing

Description : Get Sessions
Site_name : Ambrose Digital 2.0
License_name : CCLC
From : 2013-11-01
To : 2013-11-30
Totalling : Monthly
Recordcount : 1
Url :
http://dma.iriseducation.org/statistics/customer/views.html/sessions/2013-11-01/2013-11-30/M/?license=9f113809392fbab6d51af8e8cdba53e8

Date	Sessions	Bandwidth_MB
2013-11	3	138.1

Screenshots of Sample Statistics Output

Licensee Stats
- ○ Monthly Sessions(Views)
- ○ Bandwidth Usage
- ◉ Top Video Series
- ○ Top Video Titles

This data shows the top Series viewed with your license.

Only the top 10 are charted, but the downloadable spreadsheet shows the rankings of all titles viewed in the period requested.

From 2013-10-09 To 2013-11-30 **Show The Chart**

Top Video Series for CCLC

Data for October 9th, 2013 - November 30th, 2013
Your License: 9f113809392fbab6d51af8e8cdba53e8
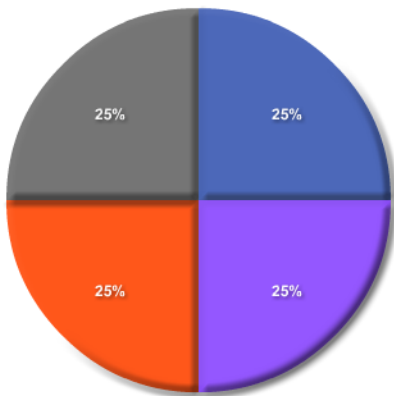
- ● 21st Century Turning Points in U.S. History (2000 - 2009)
- ● Advanced Placement Human Geography: Making Sense of Planet E
- ● Childhood
- ● Core Chemistry

25% 25% 25% 25%

License Statistics (ID-1)

Amborse videos can be integrated into course management systems through Permanent, Direct Video and Embedded Code linking.

Screenshot of Sample Permanent, Direct and Embed Code Linking for LMS Integration

Permalink and Embedding Information   ☒

These links are subject to authentication of the IP Address using them.

PERMANENT SHORTCUT:
http://videos.ambrosedigital.com/?WWE-001&L=9f113809392fbab6d51af8e8cdba53e8
DIRECT VIDEO LINK:
http://dma.iriseducation.org/index.php?sku=WWE-
001&license=9f113809392fbab6d51af8e8cdba53e8&title=200332&pid=6306&DMA2&SITE=3
EMBED CODE:
```
<iframe src='http://dma.iriseducation.org/index.php?sku=WWE-
001&license=9f113809392fbab6d51af8e8cdba53e8&title=200332&pid=6306&DMA2&SITE=3&playerwidth=320&width=320&OUTPUT=PLAYER&EMBED' height='270'
width='320' scrolling='no'></iframe>
```

─Definition of these terms──────────────────────

Permanent Shortcut

This simplified link *redirects* the user to the fully-resolved video player page. It uses the parameters specified and creates the actual URL that is required to view the video.

It is labeled "permanent" because it's structure and values will always be valid, despite any future upgrades or other changes to the Direct Video Link.

Direct Video Link

To actually render the full video player page, there is much more information required than is supplied by a shortcut. All values necessary to properly authenticate, then to determine the video files and related metadata is included in this link. For institutions that use Proxy Servers, configuration must be such to work with these links.

While the URL of this link is not likely to ever change, it is possible that the values included *may* change with future upgrades. All upgrades make every attempt to be backwardly compatable.

Embed Code

You may embed just the player portion of this page into your LMS or Institution site by pasting this code wherever you would like it to appear

OVERALL ASSESSMENT

Ambrose Video 2.0 offers a product suitable for community college libraries. Although the database is marketed for middle and high school use the content is suitable for community colleges as well. In addition, easy searching and viewing, embedding/linking in online courses, closed captioning, and reasonable pricing make this a recommendable product. Although there are no individual review of the database itself, there are reviews of individual videos, see attached list.

Video Reviews

Block, C. "Railroads In U.S. History (1830-2010)." *Video Librarian* 25.5 (2010): 75.

    Film & Television Literature Index with Full Text. Web. 28 Feb. 2014.

Ching, Edie. "A DVD History of the U.S. Constitution." *The Booklist* 102.9 (2006): 124.

    ProQuest. Web. 19 Feb. 2014.

Ching, Edie. "A History of Hispanic Achievement in America." *The Booklist* 103.9

    (2007): 124-5. *ProQuest*. Web. 19 Feb. 2014.

"Great American Authors Since 1650, Vols. 1-4." *School Library Journal* 54.(2008): 70.

    Academic Search Complete. Web. 28 Feb. 2014.

"A History Of American Indian Achievement." *School Library Journal* 55.(2009): 43.

    Academic Search Complete. Web. 28 Feb. 2014.

"A History Of Hispanic Achievement In America." *School Library Journal* 53.(2007):

    61. *Academic Search Complete*. Web. 28 Feb. 2014.

Mandell, Phyllis Levy, and Ryan Henry. "Global Warming: Science And Solutions."

    School Library Journal 53.3 (2007): 74-75. *Academic Search Complete*. Web. 28

    Feb. 2014.

Matwichuk, Meghann R. "America's National Monuments: Legacy Of The Great

    Plains." *School Library Journal* 52.11 (2006): 61. *Academic Search Complete*.

    Web. 28 Feb. 2014.

Mueller, Mary. "A History Of Chinese American Achievement." *School Library Journal*

    55.9 (2009): 59. *Academic Search Complete*. Web. 28 Feb. 2014.

Mueller, Mary. "21St Century Turning Points In U.S. History (2000-2009)." *School*

Library Journal 56.3 (2010): 64-65. *Academic Search Complete*. Web. 28 Feb. 2014.

Mueller, Mary. "A History of Black Achievement in America." *School Library Journal* 51.12 (2005): 79. *ProQuest.* Web. 19 Feb. 2014.

Owens, Patricia Ann. "A History Of Women's Achievement In America." *School Library Journal* 52.11 (2006): 61. *Academic Search Complete*. Web. 28 Feb. 2014.

Smith, Candace. "19th Century Turning Points in U.S. History." *The Booklist* 99.11 (2003): 1004. *ProQuest.* Web. 19 Feb. 2014.

Smith, Candace. "20th Century Turning Points in U.S. History." *The Booklist* 101.6 (2004): 604-5. *ProQuest.* Web. 19 Feb. 2014.

Smith, Candace. "The Complete DVD History of U.S. Wars, 1700-2004." *The Booklist* 101.11 (2005): 981. *ProQuest.* Web. 19 Feb. 2014.

Smith, Candace. "A History of Black Achievement in America." *The Booklist* 102.11 (2006): 72. *ProQuest.* Web. 19 Feb. 2014.

Smith, Candace. "A History of Women's Achievement in America." *The Booklist* 102.15 (2006): 70. *ProQuest.* Web. 19 Feb. 2014.

Smith, Candace. "Global Warming: The Rising Storm." *The Booklist* 104.7 (2007): 60. *ProQuest.* Web. 19 Feb. 2014.

Smith, Candace. "Great American Authors since 1650." *The Booklist* 104.15 (2008): 89. *ProQuest.* Web. 19 Feb. 2014.

Stevens, L. "A History Of Black Achievement In America." *Video Librarian* 21.3 (2006): 78-79. *Film & Television Literature Index with Full Text*. Web. 28 Feb. 2014.

Swietek, F. "Great Authors Of The British Isles." *Video Librarian* 28.5 (2013): 70. *Film & Television Literature Index with Full Text*. Web. 28 Feb. 2014.

Williams-Wood, J. "America's National Monuments: Legacy Of The Great Plains." *Video Librarian* 21.5 (2006): 81. *Film & Television Literature Index with Full Text*. Web. 28 Feb. 2014.