

PROVIDING CONTENT OR PROVIDING ACCESS? MOVING IMAGE AND THE ONLINE COMMUNITY

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To be explored:

- Looking at a number of audio-visual projects and how they relate to their own user communities
- How they present their content
- How they meet user needs
- How they incorporate user feedback
- Focusing on Chronicle and EUscreenXL



Thinking about users:

- No longer a straightforward positioning of users as consumers of content
- The internet has become "a place for collaboration, more personal and driven by us, the users" (Godwin and Parker, 2012)
- Sites like YouTube have become sites of "participatory culture" (Burgess and Green, 2009)
- Users becoming "technologically empowered" (Popple, 2012)

My experience: Audio visual projects

- BUFVC federated search
- EUscreen
- Chronicle
- BUFVC citation
- EUscreenXL



- One of my key responsibilities is user testing and feedback
- Involved in all of these projects in this capacity

Why the need for user testing?

- All of these projects are about making material available
- Helping users to move about sites easily
- Enable searching of content
- Finding things
- Increase community of users
- To explore usability of site and / or resource
- To use this feedback to inform the further design of the site and the resource

TO UNDERSTAND THE USERS

Forms of feedback

- Focus groups
- Remote testing e.g. questionnaires, feedback requested on specific parts of site
- Working through devised scenarios
- Identifying technical issues e.g. playout
- Identifying linguistic issues e.g. parts of site poorly phrased
- Identifying missing features e.g. specific functionality
- General feedback discussion on usefulness of material , how it is arranged etc.
- Feedback form on site itself

LOG IN

Where Are You From?

Please begin by entering the name of your institution to access this resource:

[Go to login](#)

[What's this?](#)

[More information](#)

[Email log-in](#)

BBC

Strategic
Content
Alliance

JISC



SEARCH THE ARCHIVE



[Advanced search](#)



Scene Around Six - 17 Jun 1968

BBC One Northern Ireland on Monday 17th June 1968

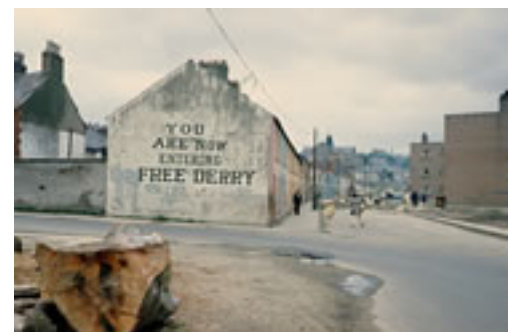


Example 1: Chronicle

- Collaboration between the JISC-funded Strategic Content Alliance, the British University Film and Video Council (BUFVC) and the BBC and Universities of Ulster, Westminster, St Mary's, Royal Holloway and Queens.
- Programmes from BBC Northern Ireland
- Recently digitised
- Covering period 1963 – 1975
- Had not been formally catalogued – all catalogued under same title
- Both broadcast and non-broadcast material
- Very little metadata

Using and testing the material

- Two groups of testers
- History students studying 'the troubles'
- General users with interest / specialism in the subject
- All drawn from academic / research community - some media and some history
- Two separate groups exploring the site and considering the usability of the material



Feedback

- Huge variation in feedback
- Student user needs
- Researcher / academic needs
- Lack of metadata
- Adding or changing metadata
- Verifying site information
- Problems of terminology
- Political sensitivity
- Restricting or unrestricted access

Many of these issues specific to this particular material and these particular user groups



Discover Europe's television heritage

EUScreen offers free online access to videos, stills, texts and audio from European broadcasters and audiovisual archives. Explore selected content from early 1900s until today.



Tip: use search operators for best results.

[Advanced Search](#)

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[Exhibitions & Journal](#)


Arts and culture



Being European



Disasters

Cultural Customs, Traditions and Rituals



[Explore exhibitions](#)

Example 2: EUscreenXL



- Previous project placed more than 40,000 items of moving image and sound related to European television online
- Freely accessible
- **BUT** cannot be downloaded, amended, re-used etc.
- Primarily seen as a site for general users, browsers, researchers those with an interest in European TV history
- But how to make the site appealing to these diverse user communities?
- Also how to retain control of material, observe IPR restrictions, encourage archives to be involved?
- How to show how material can be used and explored?

Making sense of content



In topics but also curated material

All

Being European

Immigration and Emigration

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Becoming part of the community

Looking for work

This exhibition will explore the representations of different aspects of emigration and immigration and consider attitudes towards outsiders from across E

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A lifestyle choice

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Ibiza emigrant

Retiring to Spain

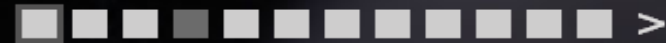
Emigration can also offer opportunities for young people which they cannot find in their home countries. This clip from Deutsche Welle profiles a young man who has emigrated to the Spanish island of Ibiza, a place renowned for its hedonism and party lifestyle. This suggests a far more temporary approach to emigration than for those who have begun new lives many thousands of miles away. Similarly this BBC clip profiles one of the many older Britons who choose to retire to sunnier locations, in this case Spain.

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Exhibitions built by members of the project team



For users to explore



Fashion on the catwalk

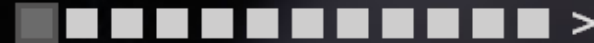


Fashion show 1949

In this silent clip from Herning in Denmark, women and girls display clothes on the catwalk. The fashions here include dresses and outdoor clothing as well as everyday and party clothes for girls and women of all ages. A bridal couple accompanied by bridesmaids closes the show.

Fashion shows would become a common feature on television in Europe in the 1950s.

The earliest EUscreen clip from a fashion show is this one from 1949.



Civil Rights Movement in Northern Ireland, 1968-69



This exhibition provides RTÉ radio and television coverage of the civil rights movement in Northern Ireland between the summer of 1968 and the spring of 1969.

From EUscreen to EUscreenXL

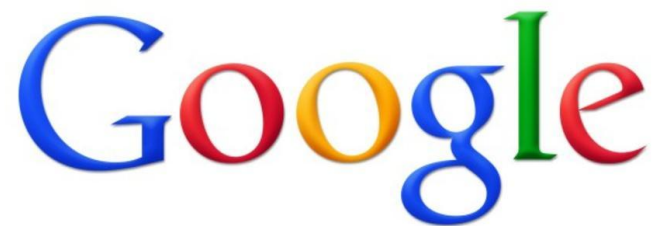
- Some user testing took place on the project (2009-2012)
- Great deal of positive feedback on site content
- But also confusion as to what the site set out to do and who it was for

SO...

- Adding 20,000 items of new content and 1m sets of metadata
- User interface a key issue for new project....
- Dedicated task force making this their priority
- Allowing enough time for integration of ideas about users and operability into technical developments

Some issues / challenges ...

- How do you offer the existing material to users?
- How do you know who the users are?
- How 'typical' are the users?
- How to make the site appealing to a range of users?
- Defining the collection in terms of what it is not...



Offering access to diversity

- How can you define what users expect to find when there is not a single identity for the collection?
- How do you curate a collection of material and make it available online when all the material does not come from the same place? Or belong to the same organisation?



TELEVISIÓ DE CATALUNYA



Some conclusions

What we are doing:

- Redesign of portal e.g pathways into the site, homepage
- Research into existing user community
- Integration with social media
- More curated collections, item of the week etc.
- Greater input from project partners
- Celebrating the diversity of material on the site

More conclusions...

What I have learnt:

- No such things as a 'typical' audio visual project
- No such thing as a 'typical' user either
- User feedback usually based on very small sample
- Everyone has their own agenda - stakeholders, users, project funders, archives, academics...
- Understanding how people engage with the material is crucial
- Retaining the integrity of the material provided is also crucial

Educating students, researchers and general users about how to use online material is vital