Two Digital Initiatives: New Jersey Digital Highway and NJVid

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Outline of Presentation

- New Jersey Digital Highway
- NJVid

Part I:

New Jersey Digital Highway

New Jersey Digital Highway

- New Jersey's statewide digital cultural heritage portal
- "One stop shop" for New Jersey history and culture
- More than 11,000 digital objects in the collection
- 17 participating institutions, including New Jersey libraries, museums, archives and historical societies
- http://www.njdigitalhighway.org

- Fedora (Flexible Extensible Digital Object Repository Architecture) platform

- Workflow Management System (WMS) for digital resource management and discovery. WMS is schema independent and can support all metadata schemas.

- NJDH provides 4 portals for 4 different target audiences: the general public, the librarians and curators, K-20 educators, and students.

Evaluation of NJDH

- A usefulness study on navigation, layout, terminology, content, and portal structure

- September-December 2006

- 145 participants

- Convenience sampling

- Web-based survey

How Users Come to NJDH?

- 40% learned about NJDH from their colleagues or friends

- 13% heard at conferences

- 11% linked from other Web sites

Purpose of Visiting NJDH

- 76% were just browsing
- 24% were looking for specific information, such as a specific county information, history, and family genealogy

Will Users Return to Use NJDH?

- 74% will use NJDH again
- Reasons of not coming back:
  - Not enough materials
  - Reliability and authority of information
  - Font sizes

Navigation of NJDH

- 83% said the NJDH site is easy to navigate.
- Reasons of user lostness:
  - Lack of materials in NJDH
  - Lack of explanations on how relevance is ranked
  - The site is text cluttered
  - The photos are not legible
  - Lack of author information
  - No indication of how one got there
  - Lengthy URLs
  - Layered links
  - Unfamiliarity with icons

Usefulness of NJDH

- 73% said NJDH is useful.
- Educators indicated the most useful information is the "how to" information for teaching with digital resources, research genealogy, and developing an oral history.
- Educators indicated the most useful information for students is the general information about New Jersey, including a directory of cultural heritage organizations, places to visit, etc.

Portal Structure of NJDH

- NJDH offers 4 portals for 4 different target audiences: general public, librarians, educators, and students.
- 65% favored this structure.

Barriers of Participation to NJDH

- The reasons for not contributing to NJDH are:
  - Lack of staff or time (68%)
  - Lack of funding (55%)
  - Lack of knowledge (37%)
  - Copyright issues (23%)

Part II: NJVid

NJVid

- The mission of NJVid is to build a sustainable, flexible, scalable digital video management and delivery infrastructure to serve all educational and cultural heritage institutions in New Jersey.

- Sponsors include VALE (Virtual Academic Library Management), NJEdge.Net, and NJDH.

NJVid Collections

The NJVid digital library has three types of videos:

- Learning-on-Demand (Lecture-on-Demand)
  - Enables a student to "relive" a classroom experience
- Licensed Commercial Videos
  - Currently experimenting 20 titles from Films Media Group
- Commons Videos (Locally-Owned Videos)
  - Launched in November 2008 with 33 videos

Metadata of NJVid

- Descriptive metadata
  - To provide information to identify and describe the video resource
- Source metadata
  - To provide information about the analog original form
- Technical metadata
  - To provide details about the master digital resource
- Rights metadata
  - To describe rights, permissions, and restrictions

Annotation in NJVid

- The annotation function will be available in December 2009.
- Keyword in annotations will be indexed and thus supplements each video's descriptive metadata.
- Two types of annotation:
  - Private
    - Can be repeatedly edited by the creator, only viewable by the creator and not searchable in the repository
  - Public
    - Searchable in the repository

Evaluations of NJVid

- Needs Assessment Study (2008)
- Outcome-Based Evaluation (2009)
- Cost Analysis Study (2010)

Needs Assessment of NJVid

- To learn alpha-implementers' needs concerning collections, technical limitations, and staffing

- February/March 2008

- Web-based survey

- 11 participants from 8 institutions, including universities, colleges, high schools, and museums in New Jersey.

Locally-Owned Collection

- The locally-owned videos are videos for which the organization owns the rights for public sharing over the Web.
- The locally-owned videos is ranked the most important collection in NJVid.
- 67% of survey participants indicated they offer this type of videos to their users.
- Formats
  - 25% offer digital form
  - 13% offer analog form
  - 63% offer both
- Barriers of offering this type of videos includes copyright, bandwidth, firewall and content filtering, users not familiar with digital video playback, and user computers not able to playback the videos.

Commercial Streaming Collection

- The Commercial Streaming Collection are those commercially produced videos that are purchased for faculty/student/client use and are restricted to organizations that have purchased streaming rights for their users.
- 27% of survey participants currently offer streaming collections.
- Reasons of not offering this type of collection:
  - 63% indicated their user computers are not able to playback the videos
  - 63% indicated their organizations or campuses did not have sufficient bandwidth to stream the videos
  - 38% indicated their users are not familiar with digital video playback
  - Other concerns are copyright, security/firewall issues, and training of faculty

Lectures-on-Demand

- The Lectures-on-Demand are the lectures that are recorded in teacher's classrooms while they are teaching or delivering a lecture.
- The Lectures-on-Demand is an educational application that will make course lectures available for faculty and students to segment (create "virtual clips"), annotate, and are available within each participating institution's designated course management sites or directly through My NJVid.
- 89% of participants have not offered this type of collection.
- Technical limitations are:
  - Faculty are not familiar or comfortable with recording lectures
  - Lack of smart classroom for enabling capture and playback
  - Users are not familiar with digital video playback
  - User computers are not able to playback the videos
  - Lack of video recording and production equipment
  - Lack of knowledge or staff for recording lectures
  - Organization or campus does not have sufficient bandwidth to stream the videos

Outcome-Based Evaluation

- To investigate if end users of NJVid find the site easy to use, helpful to their work, and plan to return
- Online survey conducted in March/April 2009
- 16 participants from 10 institutions
- 81% said they have visited NJVid 2-5 times.
- 77% visited NJVid for browsing. 8% were for specific information.
- 73% indicated it was useful to browse by subject or by contributing organization.
- 79% indicated metadata of NJVid was useful.
- 93% will tell others about NJVid.

Cost Analysis Study

- To be conducted in 2010 to ensure that the NJVid project has established a consistent cost savings and improved delivery service for New Jersey educational institutions in particular and for the state of New Jersey as a whole.

Conclusions

- The New Jersey Digital Highway and NJVid are two successful digital libraries to serve cultural heritage communities.

- By sharing expertise and infrastructure, the New Jersey citizens, schools, and higher education benefit the top notch technology and rich resources.