

FAMU



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

New Media in Higher Education. Utilization of Audiovisual Archives in Higher Humanities and Arts Education

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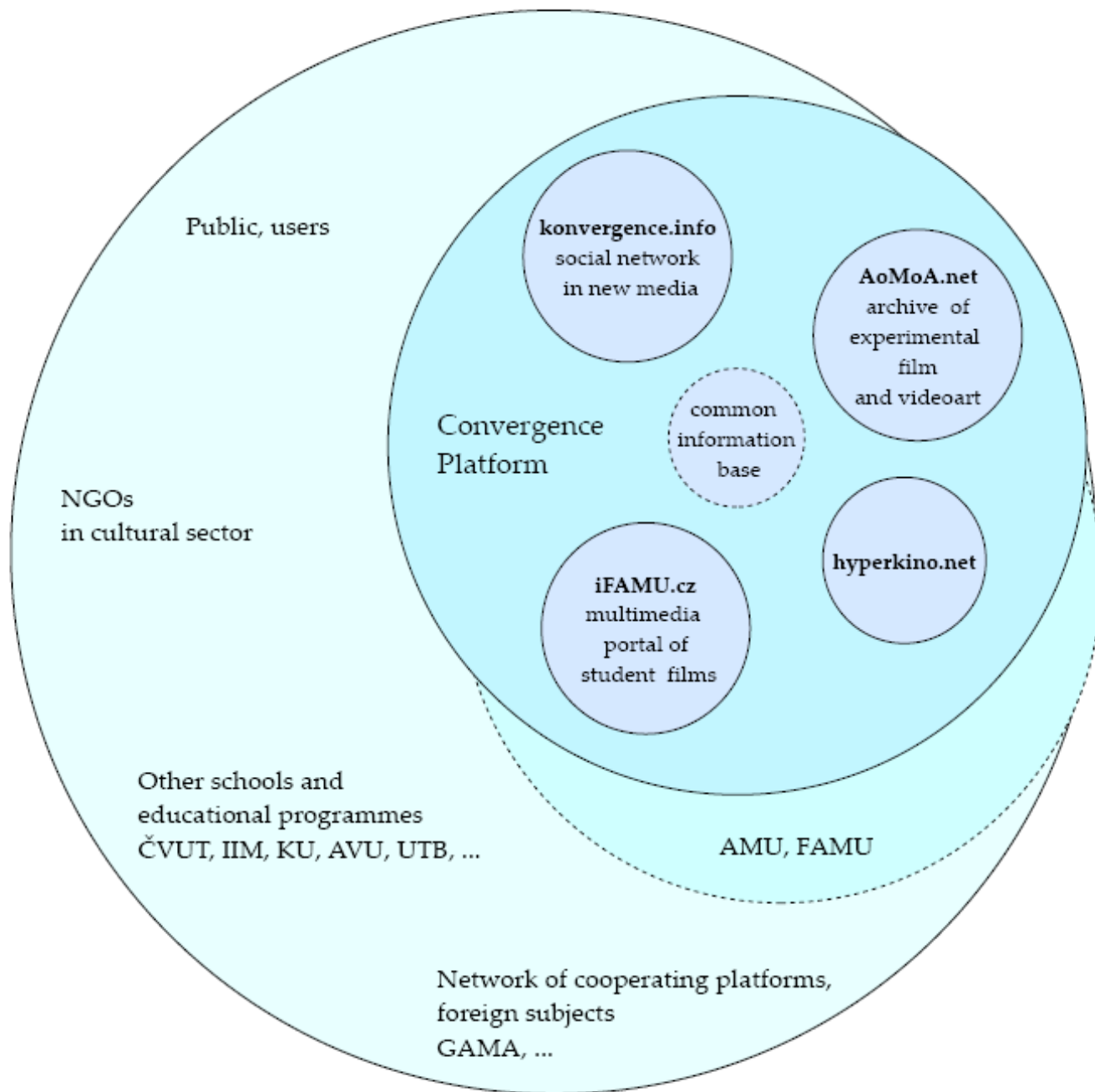
Methodology of Education and Forms of Scientific Collaboration Using Audio-Visual Archives In a Multi-Disciplinary Environment

2008 – 2009

Centre of Audiovisual Studies, Film and TV
School of Academy of Performing Arts in
Prague

Hypotheses

- Audiovisual material increases the interest in on-line information
- Publishing results of research in an audiovisual form increases the interest in scientific work
- Possibility of collaboration through on-line cooperation leads to deepening of interest in expert activities
- Availability of suitable audiovisual material increases the quality of education and learning
- Possibility of on-line collaboration increases the quality of expert work and its results



Topics

Impact of availability of audiovisual material on:

- Education
- Forms and types of annotating audiovisual material
- Use of annotated material in present and distant learning
- Aspects leading to increasing interest of students in working with archives
- Means of presenting cinematic and scientific works of students and pedagogues
- Methods of increasing the interest of public
- Educational courses, interdisciplinary collaboration
- Exchange of information between individuals, communities, archives, educational programmes or festivals

Focus group: Konvergenz. Info

Frequency of usage

Every day respondents use:

1. Phone and sending of short text messages such as Skype or ICQ 32%
2. Visual and video portals (such as Flickr or Youtube) 26 %
3. Social networks (such as MySpace, Facebook) 25 %

Every week respondents use:

1. Visual and video portals (such as Flickr or Youtube) 31%
2. Phone and sending short text messages such as Skype or ICQ 22%
3. Social networks (MySpace, Facebook) 19 %

Focus group: Konvergenz.info

Purpose of usage

Personal use and interests:

2. Visual and video portals such as Flickr or Youtube (91 %)
3. Phone and sending short text messages such as Skype or ICQ (85 %)
4. Social networks (such as MySpace, Facebook 75 %)
5. Discussion forums (66 %)
6. Searching in AV archives (51%)
7. Broadcast via web cameras and streaming (42 %)
8. Blogging (24 %)
9. Open publishing (24%)
10. Searching texts in academic databases (19 %)

Educational use

13. Searching texts in academic databases (80 %)
14. Searching in AV archives (44,27%)
15. Discussion forums (38 %)
16. Open publishing (35 %)
17. Visual and video portals such as Flickr or Youtube (31%)
18. Phone and sending short text messages such as Skype or ICQ (30%)
19. Participating in mailing lists (21%)
20. Social networks (15%)
21. RSS (13%)

Focus group: Konvergenz.info

Purpose of usage

Work and professional use:

1. Phoning and sending short text messages such as Skype or ICQ (31 %)
2. Discussion forums (24%)
3. Social networks (21 %)
4. Searching texts in academic databases (19 %)
5. Participation in mailing lists (14 %)
6. Searching in AV archives, visual and video portals, open publishing (14 %)
7. Other activities - (8 - 13 %)

Organization of information

	Konvergence	Profession	iFAMU
Information interconnected through context and	53 %	85 %	35 %
Hypertextually interconnected	39 %	20 %	28 %
Simple database-type organization	28 %	20 %	43 %
Possibility to personally organize information	18 %	33,33%	10 %

Focus group: **KONVERGENCE.INFO**
Advantages and motivations of active
participation on-line

1. Contribute where people with similar interests
contribute 47%
2. Easy to use and intuitive
36 %
3. Participation on a good thing
42 %
4. Creative functions for content management (text,
photography, video)
28 %
5. Possibility to publish content
17 %

Most popular online AV archives



45 %

- **Vimeo, Stream.cz, Czech TV, Ubu Web, Archive.org – 8 – 13 %**
- Text databases: **EBSCO, JSTOR,**
- **NFA, Artyčok, IMDB, Netzspannung, Ted.com, Rajče, Google video, Myspace video, Docalliance.com, iFAMU, EAI, Mediaartnet**

Focus group: **Professionals**

Ways of utilizing AV archives

- Communication and collaboration **50%**
- Searching information for self-education **43 %**
- Education or research **34 %**
- Presentation of own work **21 %**

Focus group **iFAMU**

Inputting information about films and authors on
iFAMU.cz

- 42 % of respondents of survey prefer an **Open system of publishing** (user-generated metadata input, initially questioned by pedagogues)
- Just 2 respondents stated **Bureaucratical system** (one of them employee of Studio FAMU)
- Combination of both 47 % (user-generated input and professional administration)

autoři

filmy - Famufest08

filmy - Famufest07

filmy - Famufest06

filmy famu nové

filmy famu retro

filmy jiných škol

žánry

audiovizuální
vzdělávání

Studio FAMU

organizace, archivy

Formuláře pro vkládání

Používejte iFAMU a
vyhrajte mininotebook
eeePC nebo časopis
HisVOICE

Katalog NFA Český hraný
film 1898-1970 on-line

Katalog 18 archivů EU:
filmarchives-online

Doc Alliance Films

filmy - famufest09

Show entries

Search:

Titul		Delka	Stav		
100 dnů viera čakanyová, 8.4.1980		00:21:45	-> mpeg2 HD		1 2 3
59 / 184 / 84 Lukáš Kokeš, 1983	S	00:24:00	-> mpeg2		1 2 3
Alda viera čakanyová, 8.4.1980	S	00:51:30	znovu s titulky: 16.10.		1 2 3
Anonym Tomasz Mielnik 1980	S	00:28:00	chybí titulky, špatná kvalita, nové: 26.10.		1 2 3
Anticorra Marek Dvořák		00:05:00	19.10.		1
Artificial Insight Tereza Nvotová - 1988	S	00:21:19	odevzdání 19.10.		1
Autor neznámý Jiří Volek 1983		00:07:46	odevzdání 16.10.		1
Awake Thaiddhi	S	00:05:45	FI DVD		1
Bojiště Alexandra Škampová, 1979	S	00:15:52	OK		1
Bolest na hrudníku		Nerealizovaný	OK		
Borek Stavitel Jan Kolegar 1983	S	00:12:00	OK		1 2 3
Bábovka, turek, slepice a polévka Petra Nevačilová		00:14:00	19.10.		1

Focus group: **iFAMU**

Purpose of iFAMU according to students

- Presentation of films created at the school **95 %**
- Educational purposes (incl. online educational material) **60 %**
- Digital distribution **40 %**

Focus group **iFAMU**

Students suggestions

- Feedback, sharing of information and opinions, presentation of projects, dating, promotion of authors, updates about extracurricular activities of students, improving communication between the individual departments, between FAMU and Studio FAMU, promotion of FAMU, school's social network, discussion areas for each title, openness, quality of web stream, attaching files to films as visual scripts, links to other websites and inter-linking with festivals, public control of the school's output

Focus group **iFAMU**
Inhibitors of utilization (school
administration and academic staff)

- Implausibility of such project
- Theft of school's know-how on the internet
- General objections towards digitalization
- Quality of students films in the archive
- Technical aspects – complexity and vague future of digital repositories

Conclusions

- Confirmation of principles of hypotheses in formation of bonds in social networks
- Improvement of education and scientific work cannot be quantified, but these processes allow successful adaptation to difficult conditions of professional growth in a field where education and science converge

- Audiovisual archives facilitate interest, trust and security during collaboration between scientists, pedagogues and students
- High potential if expected openness, communication and social functions are respected

Thank you!

www.famu.cz