

Should Library Media Join the Dodo?

Media Format Preferences of Performing Arts Faculty & Students

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Abstract

There was a time where students came to the library to view videos and listen to music required for their coursework. With the Internet's many audio and video streaming sites, those days are mostly gone. Institutions have acquired both streaming video and audio libraries for their users, but are they preferred by today's students and faculty? This poster presents data from three studies examining these questions, and offers some guidelines to developing media collections going forward.

Media that students reported needing

	Music	Dance	Theatre
Audio	83%	57%	52%
Video	74%	87%	71%

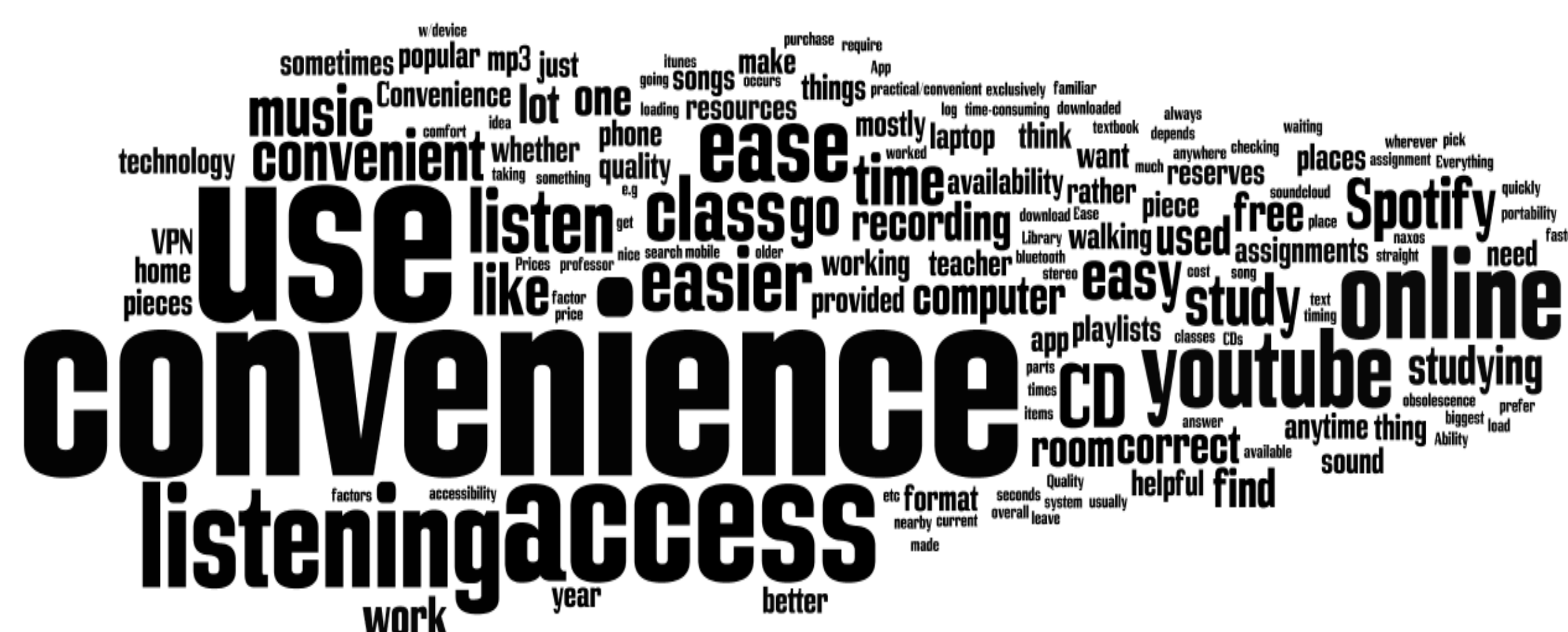
Students' preferred audio access

	Music	Dance	Theatre	Total
CDs	4%	3%	2%	3%
Library streaming audio DBs	13%	7%	8%	11%
Non-library streaming audio	35%	57%	40%	38%
Non-library streaming video	36%	27%	33%	36%
Digital downloads	12%	7%	17%	12%

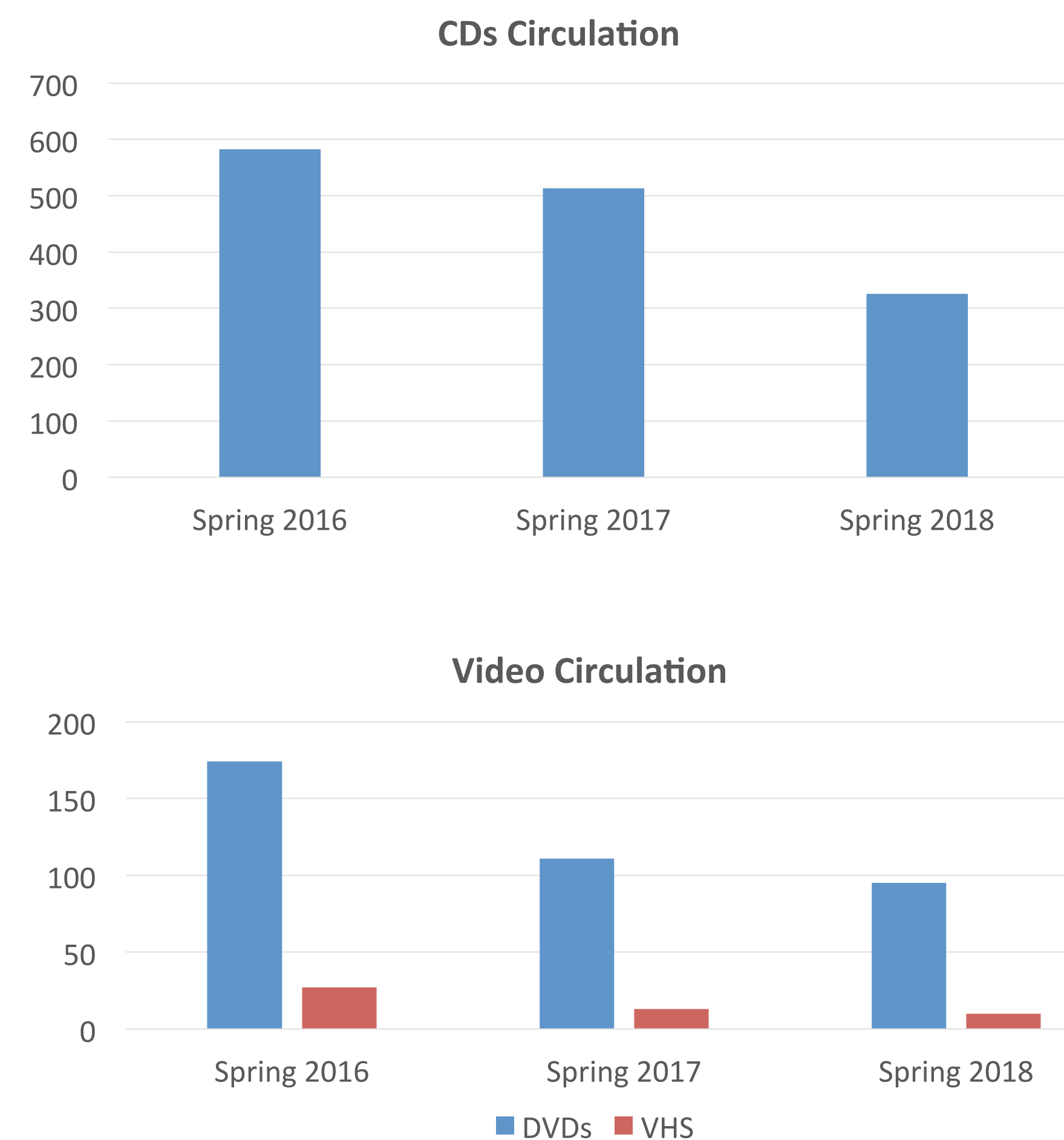
Students' preferred video access

	DVDs	Library streaming DBs	Non-library streaming
Music	1%	6%	94%
Dance	4%	2%	94%
Theatre	5%	6%	90%
Total	2%	6%	92%

Responses to the open-ended question "what other considerations/preferences go into choosing which formats and sources you use to study for listening assignments?"



Media circs— Spring 2016, 17, 18



What users want libraries to buy:

Students:

Formats	Percentage and means
Electronic journals	58% (M=3.61, n=275, sd=2.22)
Score databases	57% (M=2.86, n=268, sd=1.82)
Electronic reference DBs	56% (M=3.95, n=263, sd=2.30)
Streaming video DBs	55% (M=3.90, n=260, sd=1.97)
Print scores	53% (M=2.60, n=250, sd=1.70)
Print books	52% (M=2.89, n=247, sd=2.06)
E-books	50% (M=2.87, n=238, sd=1.65)
Streaming audio DBs	48% (M=3.97, n=226, sd=1.89)
Print journals	23% (M=4.76, n=109, sd=2.28)
Print reference materials	18% (M=5.68, n=85, sd=2.83)
CDs	15% (M=5.03, n=71, sd=2.18)
DVDs	12% (M=5.61, n=59, sd=2.68)

Faculty:

Format	Percentage of faculty who wanted more of said format	Average priority for purchase (1 is better)
Print books	60%	M=2.86, n=37, sd=2.00
Electronic journals	51%	M=2.57, n=30, sd=1.50
Streaming video DBs	48%	M=3.14, n=29, sd=1.51
Electronic reference databases	48%	M=3.93, n=29, sd=2.39
Streaming audio DBs	42%	M=3.22, n=27, sd=1.58
Print scores	40%	M=2.46, n=26, sd=1.96
DVDs	34%	M=3.65, n=20, sd=1.98
Score databases	32%	M=3.81, n=21, sd=2.50
E-books	31%	M=3.50, n=20, sd=1.73
Print journals	23%	M=3.92, n=13, sd=1.61
CDs	23%	M=4.25, n=12, sd=2.01
Print reference	14%	M=4.50, n=8, sd=2.33

Observations

- Faculty displayed a stronger preference for physical media (CDs, DVDs) than students, but generally didn't specify library resources for related assignments
- 83% of faculty reported using freely available media from the internet (e.g. YouTube, Spotify) in teaching
- The libraries streaming physical media and streaming DBs (both audio & video) received high "do not use" percentages from performing arts faculty and students
- Circulation of physical media (DVDs, CDs) is down 45% at KSU's Performing Arts Library from Spring 2016-18
- Students in focus groups attested to the value of the library's streaming audio resources
- Physical media is on life-support, and should only be purchased if electronic versions are not available
- Students and faculty want what is easy and familiar

What can I do?

- Track your circulation and usage statistics with long-term trends in mind
- Ensure that you understand curricular needs through annual individual meetings with faculty
- Make faculty aware of library resources and circulation data and how we can offer curricular content
- Implement (or look to improve) a robust outreach and instruction program that highlights library resources, how to use them, and their value in education

Citations

Clark, Joe C., Jonathan Saucedo, and Sheridan Stormes. "Faculty Format Preferences in the Performing Arts: A Multi-Institutional Study." Accepted for publication by *College & Research Libraries*; preprint at <https://crl.acrl.org/index.php/crl/article/view/17394>.

Clark, Joe C., Sheridan Stormes, and Jonathan Saucedo. "Format Preferences of Performing Arts Students: A Multi-Institutional Study." *Journal of Academic Librarianship* 44, no. 5 (September 2018): 620-626. <https://doi.org/10.1016/j.acalib.2018.07.007>.

Clark, Joe C. and Amanda L. Evans. "Are Audio Reserves Still Relevant in Libraries." *Journal of Interlibrary Loan, Document Delivery & Electronic Reserve* 25, no. 1-2 (2015): 1-14. <http://dx.doi.org/10.1080/1072303X.2015.1076552>.