

World in Motion

The BBC Motion Gallery recently launched a new YouTube channel, *World in Motion*, aimed at providing footage for use in the educational community.

Zeb Buchanan, BBC, provides a tour.

Over the last year there's been a deluge of press about the ever-increasing demand for educational video material. As more and more students gain online access and new hardware, such as electronic tablets and notebooks, it is now possible to bring the static page to life by augmenting text with a rich media experience, leaving no doubt that video is the coming wave.

Nevertheless, no one expected the kind of viewership being enjoyed by BBC Motion Gallery's YouTube Channel, *World in Motion* (www.youtube.com/worldinmotion). The Channel, comprised of content across a wide range of both educational and common interest subjects, now receives upwards of 5,000,000 views a day, a testament to the power and appeal of video in an educational environment.

For BBC Motion Gallery (www.bbcmotiongallery.com), a division of the BBC's commercial arm BBC Worldwide, digital delivery has allowed for the efficient distribution of the world's most comprehensive collection of high-quality motion imagery. This in turn has given, for the first time, students and lecturers free access to some of the BBC's most diverse and admired educational content.

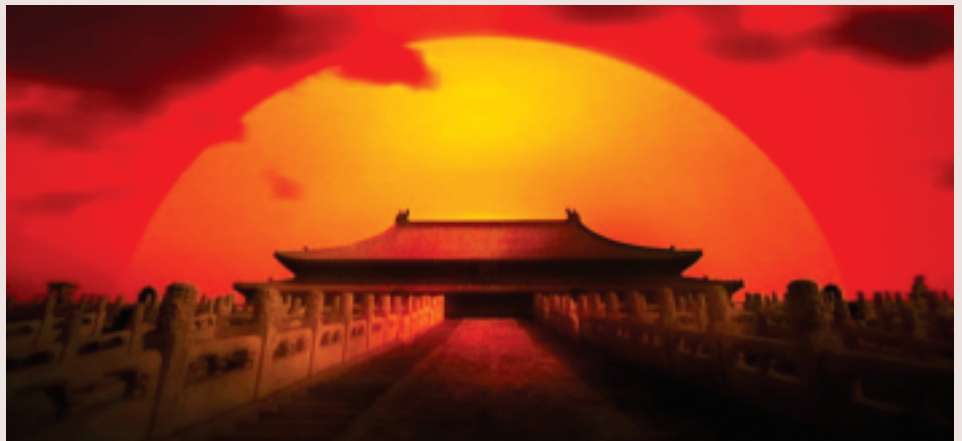
Through *YouTube*, the ubiquitous, free video-sharing website, BBC Motion Gallery's educational video materials are now engaging users like never before. *World in Motion* already has hundreds of hours of short form content on the site, with over half of the programming dedicated to educational material. The channel is organised in five 'worlds' – Funny, Animal, Extreme, Travel and Science – and viewers can enjoy both

... the channel, comprised of content across a wide range of educational subjects, receives nearly 5,000,000 views a day

Today, students expect content on demand, and further, for that content to be fresh, accurate and dynamic. Traditional book publishers have recognized this and embraced both online and other modern content delivery mechanisms with an enthusiasm and determination the likes of which we've never seen before. It is no exaggeration to say that we are witnessing a revolution as significant as the invention of the printing press itself.

standard and high definition content in the classroom or at home. The early success of the site is further highlighted by the thousands of users which currently subscribe to the site and are notified each time a video is uploaded.

The BBC's research shows that many students, upon stumbling across the *World in Motion* content, are inspired to explore further. Once their interest is piqued, they share their enthusiasm online throughout *YouTube*, *Facebook*





and other social media, and the entire learning experience becomes viral. Perhaps in its early days *YouTube* was mostly about cats with moustaches or music videos, but today it is the channel of choice for a whole new generation of learners. Students themselves are now directing their learning journey, hopping from topic to topic, discovering new interests and delving deeper into subjects for which they feel a special affinity. This makes the entire experience much more enjoyable and, as research has shown, this way students retain the information for longer than through traditional passive, text-based learning.

BBC Motion Gallery will continue to expand its catalogue of video titles on *YouTube* with the aim of providing easy access to its vast body of rich educational content.

Currently, *World in Motion* boasts educational titles from BBC Motion Gallery's short programme catalogue covering a wide range of subjects, with titles that include *Weird Science*, *Ancient Mysteries*, *Worlds Best*, *Living Dinosaurs* and *Planet Wild*.

Channel Overview

World in Motion has been designed to both educate and entertain, and its line-up of channels appeals to every interest.

Science World provides an in-depth account of the world's craziest and cleverest inventions that are becoming possible in today's hi-tech world, whilst trying to solve some of the mysteries in everyday life and nature. The channel takes a sideways look at the experiments designed to explain the weird science behind everyday phenomena.

Travel World gives a unique perspective into global cultures, traditions and landscapes, telling the stories of early human arrival and settlement in some of the harshest environments on earth. With a rare insight into some of our most isolated communities, it looks at these

ancient people's chances of survival for a further thousand years. Some may be expected, others completely unknown, but *Travel World* provides new considerations and a great source of ideas for anyone interested in finding out more about the world around them.

Animal World is one of *World in Motion's* most popular channels. Sourced from the BBC's renowned Natural History Unit,

these video items bring users the animal world up close with spectacular footage, one-of-a-kind moments and profiles of creatures great and small from habitats all over the world. The channel celebrates the diversity, spectacle and wonder of the natural world with each episode an exploration into a particular animal species or an insight into an area of the globe.

Funny and Extreme World provide a source of light entertainment. Featuring a collection of popular out-takes and bloopers from the BBC archive as well as showcasing a number of different extreme sports in urban inner city areas.

Other Education

Providing such content on *YouTube* is just the latest educational offering from BBC Motion Gallery. Recognizing a glaring need in the marketplace, in 2008 BBC Motion Gallery redesigned a bespoke version of their website specifically for education. Aimed at the HE / FE community, it gives students and lecturers alike access to BBC content for use in an educational environment. Thousands of clips can be downloaded from the site and used within VLEs, presentations, tutorials, video editing courses etc. For staff and students who are increasingly using interactive media within their work, the custom site has been extremely popular and greatly enhanced both curricula and student projects.

Going forward, BBC Motion Gallery plans to continue to expand its online educational offering. With website enhancements already in development, long form programming on the horizon

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and further customization to accommodate mobile computing, BBC Motion Gallery aims to continue to lead the field in providing educators and students with unparalleled content and extreme ease of access.

Zeb Buchanan

Business Development Manager,
BBC Motion Gallery
www.youtube.com/worldinmotion

MOVING IMAGE GATEWAY

Selected from the Moving Image Gateway (<http://bufvc.ac.uk/gateway>). All sites are tested on a Mac Mini OSX 10.4.11 with a 1.8 GHz processor, with 100 Mbps online connection.

ACADEMIC EARTH

<http://academicearth.org/>

Academic Earth is a US-based organisation founded with the goal of giving everyone on earth access to a world-class education. As more and more high quality video lectures become available online for free, *Academic Earth* aims to bring the best together in one place and create an environment in which that content is easy to use and where user contributions make existing content increasingly valuable. Universities providing a wealth of material from across the academic subject spectrum include Berkeley, Columbia, Harvard, Michigan, MIT, NYU, Princeton, Stanford, UCLA and Yale.

BRITISH LIBRARY: UNLOCKING AUDIO

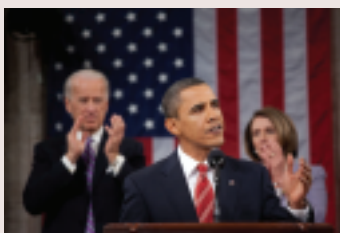
www.bl.uk/unlockingaudio

The British Library has held two *Unlocking Audio* conferences relating to sound digitisation. The first, in 2007, was on 'Sharing Experience of Mass Digitisation' and explored the planning and strategies required for the successful execution of large-scale audio digitisation projects, and the technical and practical issues involved. The second, 'Connecting with Listeners' was held in 2009 and looked at the use of sounds online and ways that researchers and other audiences expect to discover, browse, audition and analyse archival audio resources. This website provides the full conference programmes and audio/video recordings of selected contributions to the debate.

C-SPAN VIDEO LIBRARY

www.c-spanvideo.org/videoLibrary/

The entire library of C-SPAN, from 1987 up to the present day, is now available online, totalling over 150,000 hours of video. C-SPAN, short for Cable-Satellite Public Affairs Network, has been covering US government proceeding since 1979 and now encompasses three channels.



Programmes are indexed by subject, speaker names, titles, affiliations, sponsors, committees, categories, formats, policy groups, keywords, and

location. The congressional sessions and committee hearings are indexed by person with full-text. The encoding is generally of a good standard. Requires Flash to view.

DOCUMENTARY TELEVISION.COM

<http://documentarytelevision.com/>

A free online guide and blog, launched in January 2010, on the business of factual television. Run by Peter Hamilton, a media content business advisor from New York, the site is initially discussing what the major US networks pay for content and will go on to cover in future weeks deal terms, budget line items, 'digital deliverable creep', music rights, payment schedules, theatrical distribution strategies, and much more.

FILM SCORE MONTHLY

www.filmscoremonthly.com

The premier US magazine dealing in film music also hosts this impressive website, which includes reviews, upcoming scoring assignments (predominantly in Hollywood but overseas projects are also included) as well as a large archive of mp3 clips providing extracts from the hundreds of film music albums they have released.

PAST HORIZONS

www.pasthorizons.com/index.asp

Part of the British Archaeological Jobs and Resources website, Past Horizons contains a wealth of information for volunteer archaeology fieldwork around the world. It streams almost 400 heritage video titles that have been uploaded by users of the site and the podcast section provides the latest news on archaeology from around the world as well as a news feed from *Stonepages*.

TV MOLE

www.tvmole.com/

This is a practical guide to getting factual television programmes commissioned. It aims to be a one-stop resource to help originate, research, write and successfully pitch ideas to broadcast, digital or cable TV channels. For ideas generation, short articles point to interesting events, trends, websites, books, exhibitions, news stories and people. There are links to key industry websites providing information about channels, newly greenlit projects and audience figures.

ONLINE CATALOGUES

Selected from Find DVDs database (<http://bufvc.ac.uk/dvdfind>).

ACORN MEDIA

www.acornmedia.com/

Available online as a PDF and in print as a 24-page booklet, it mainly includes collections of classic television drama series and literary adaptations, most of which have appeared on BBC television. Also a number of documentaries on horticultural and heritage topics. Sale.

ASPINA LEARNING RESOURCES

www.aspina.com/DVD.htm

DVD, video, CD-ROM-based and downloadable packages for use in management education. Topics covered include dealing with absenteeism, coaching for better performance, and handling angry callers. Sale.

CHIP TAYLOR COMMUNICATIONS

www.chiptaylor.com/

Since 1985 the US company Chip Taylor Communications has been distributing programmes in all academic subject areas on DVD, video, audio CD, and as digital streaming files. Sale.

**CONTEMPORARY ARTS MEDIA**

www.artfilms.com.au/

Catalogues.aspx

Until early 2004 CAM was known as Hush Video and specialised in drama and the performing arts. Since then the company has expanded its remit across the arts spectrum. CAM produces some of its own videos as well as distributing materials from around the world, including some titles previously available from the Australian Film Television and Radio School. An annual printed catalogue of books, video tapes, DVDs and CD-ROMs is produced, and separate catalogues in pdf format may be downloaded for specific subjects.

EQUESTRIAN VISION AND RACE VISION

www.equestrianvision.co.uk/

Available online and as a 40-page publication, it lists DVDs, CD-ROMs, audio CDs and computer games dealing with all aspects of horse care, training and riding, including hunting, showjumping, dressage, and coverage of all the current FEI championships as well as other horse trials and events. One series deals with the syllabus for the British Horse Society exams. Sale.

GOOD SCREENINGS

www.goodscreenings.org/

Supported by the Channel 4 Britdoc Foundation, Good Screenings is a site that allows companies, community groups, charities, schools, churches and ordinary people to organise their own screenings of a range of films on the environment and other social justice films issues, charge for tickets, and keep the profits.

This revolutionary film distribution system is made possible through a piece of software called Indie Screenings which automatically calculates the license fee according to information supplied. DVDs are sent out a few days before the scheduled screening date and a download option is in development.

OPEN MIND

www.openmind-learning.co.uk/

product-search/

Formed in 1991, Open Mind is a large, independent supplier of training and learning resources in all media which helps trainers and organisations in both the public and private sectors develop their people. They supply training and learning resources to the education and lifelong learning sectors, and sports communities. The Online Store lists over 2,500 titles in all media – e-learning, m-learning, Digital Streaming, DVD, CD-ROM, audio, books, games, trainer activity packs and assessment tools. Producers range from well-known names like Video Arts, Fenman Northgate Training Games and Gower to smaller specialist publishers such as Aspina, Safety Media, In-Sight Interactive and Chilli Training. Topics covered include Leadership, Management Development, Change Management, Finance, Health & Safety, Telephone Skills, Induction, Coaching, Presentations, Languages, Diversity, Equality and many more. Sale.

ONLINE SUBJECT NEWS

This is a round-up of new online material selected from the Find DVDs database (www.bufo.ac.uk/dvdfind) for its potential value and use in Higher and Further Education.

ARCHAEOLOGY

TIME TEAM

Since January 2010 Channel 4 has made the complete range of *Time Team* programmes from series 4 to 16, as well as *Time Team Specials* and *Time Team Digs* permanently available for free online viewing via 4OD, SeeSaw and the 4OD channel on YouTube.

Available free online.

Streamed from:

www.channel4.com/programmes/time-team/4od
4OD

BIOLOGY

ANATOMY FOR BEGINNERS

Controversial anatomist Dr Gunther von Hagens and pathologist Professor John Lee conduct a series of anatomy classes. Professor Lee explains the intricacy and science of human design and lifts the lid on the mysteries of our own bodies. The four 40-minute episodes cover movement, circulation, digestion and reproduction.

Available free online.

Streamed from:

www.seesaw.com/TV/Lifestyle/s-5398-Anatomy-for-Beginners
Requires: Flash
SeeSaw

CONDITIONED REFLEXES

Shows Pavlov's animal work. Nerve system of a frog with orientative reflexes to external irritation, that continue to work after brain removal. The effect of exhibiting food on the salivary secretion of a dog with an externalised parotid duct. Other examples extracted from Pavlov's 'Mechanism of the Brain'. NB This is originally a Russian film but the Russian intertitles have been replaced with English ones, although the captions in the medical animations are still in Russian. (31 minutes)

Available free online.

Streamed from:

<http://catalogue.wellcome.ac.uk/record=b1667632>
Requires: Flash
Wellcome Library

CHEMISTRY

ORGANIC CHEMISTRY LECTURE SERIES

Video recordings of a series of thirty-seven lectures given by J Michael McBride at Yale University. They comprise the first semester of a two-

semester introductory course focusing on current theories of structure and mechanism in organic chemistry, their historical development, and their basis in experimental observation.

Available free online.

Stream / Download from:

<http://academicearth.org/courses/organic-chemistry>
Requires: MP3.
Academic Earth

DRAMA

ROUND MIDNIGHT

In this radio programme originally broadcast on 10 August 1982, 45-year old actor Edward Fox, having taken on the part of Hamlet for a Young Vic production, tells presenter Brian Matthew how it feels to play a character who should be portrayed by an actor closer to student age. He also reveals what he thinks of Hamlet's relationships with women (7 minutes)

Available free online.

Streamed from:

www.bbc.co.uk/archive/hamlet/8521.shtml?all=2&id=8521
Requires: Flash.
BBC Archive

ECONOMICS

TOMORROW'S CAPITALISM: GROWTH AFTER THE FINANCIAL CRISIS

Audio recording of a talk given by Carlota Perez at the Institute for Public Policy Research on 1 June 2009. Perez offers a framework that not only places the current financial meltdown in an historical perspective going back 300 years, but also holds out the possibility that we may be actually about to enter a new 'golden age' of equitable and productive growth.

Available free online.

Download from:

www.ippr.org.uk/events/archive.asp?id=3459&fID=259
Requires: MP3.
Institute for Public Policy Research

ENGINEERING

BRITS WHO MADE THE MODERN WORLD

Series of six 30-minute programmes in which Peter Snow looks at the untold stories of British scientists and engineers who developed some of the modern world's most incredible technology. The series covers rockets, the mobile phone, computer games,

Formula 1 racing cars, the Harrier jump jet and the tilting train.

Available free online.

Streamed from:

<http://www.youtube.com/watch?v=zmPeA5OhcxQ>
Requires: Flash.
Demand Five / YouTube

BUILDING WONDERS

Some of the greatest design feats engineered by man, from the earliest monuments 5,000 years ago to the magnificence of 1960's technology and Concorde, are explored and explained by archaeologist, Julian Richards. Computer Generated Imagery is built into the fabric of this series, as both the real world and the builder's plans are examined. In the six 30-minute programmes Richards looks at Stonehenge; Box Tunnel; Bristol's floating harbour; Gloucester cathedral; the Fosse Way; Concorde. (*Building Wonders* series)



Available free online.

Stream / Download from:

www.teachers.tv/series/building-wonders
Requires: Flash.
Teachers' TV

ENVIRONMENTAL STUDIES

RECYCLE YOUR ELECTRICALS

UK consumers were predicted to spend more than £7 billion on electrical goods in the run up to this festive season. But do you know what to do with your old equipment – particularly when it's as big and cumbersome as a television, for example? Many electrical items contain valuable plastics and metals which can be recycled and reused in new products. Ofcom has put together this video guide giving information and advice on ways to recycle old electronic goods. It tells how you can safely dispose of your old TVs and computers, as well as schemes where you can exchange your mobile phones for money.

Available free online.

Streamed from:

<http://tinyurl.com/ylrq9vk>
Requires: Flash.
Ofcom

LAW

SAFEGUARDING MEETING YOUR E-SAFETY DUTIES

A series of four short introductory films for colleges explaining the jurisdictional context to safeguarding and e-safety duties in each of the UK's nations. These were produced to provide background for a live webcast hosted by JISClegal on 3 March 2010. Downloadable segments of the webcast are also available:

Available free online.

Stream / Download from:

www.jisclegal.ac.uk/
Requires: WMV
JISC Legal Information Service

MATHEMATICS

COMPUTATIONAL SCIENCE AND ENGINEERING

This course of thirty-two video lectures by Gilbert Strang of MIT provides a review of linear algebra, including applications to networks, structures, and estimation, Lagrange multipliers. Also covered are: differential equations of equilibrium; Laplace's equation and potential flow; boundary-value problems; minimum principles and calculus of variations; Fourier series.

Available free online.

Stream / Download from:

<http://academicearth.org/courses/computational-science-and-engineering-i>
Requires: MP3.
Academic Earth

PHYSICS

HIGGS BOSON

In 1964 Peter Higgs had a big idea about the mystery of how matter in the universe got its mass. This question has such an important place in physics that well over one billion pounds is being spent in the hope that he was right. It's the biggest science project on Earth; the quest to find the 'Higgs Boson', a fundamental constituent of nature that, if it does exist, has such a central role in defining the universe that it's also known as the God Particle. What is the Higgs Boson? Why is it so important to scientists and how are they planning to find it? (45 minutes) (*In Our Time* series)

Available free online.

Streamed from:

www.bbc.co.uk/programmes/p004y2b7
Requires: Real.
BBC Radio 4