



BoB Case Study

Cardiff University - School of Journalism, Media and Cultural Studies

How is BoB used?

The School of Journalism, Media and Cultural Studies at Cardiff University is engaged in various externally-funded research projects necessitating the close scrutiny of broadcast output. Previously, broadcasts being examined would be manually recorded to DVD, then analysed, catalogued and stored.

Using BoB all staff and students can record television and radio programmes simply with the click of a button, and curate content into playlists. The clipping function allows users to extract key points from broadcasts for analysis and the content of programmes can be studied with the transcript function. This saves time transcribing programmes and allows keyword searches, so precise moments in programmes can be easily found.

In addition, the system's online, shared availability means content can be accessed simultaneously by several researchers, some of whom might be off-site.

The results...

BoB has had a positive and transforming impact on teaching staff, technical support staff and students. The availability of such a wide range of broadcast content has helped promote multimodal teaching within the department, as well as underpinning key research tasks.

A third year undergraduate module, 'The Making and Shaping of News', considers key issues associated with broadcast news. BoB has enabled students and lecturers to access examples, key moments and to detect trends and shifts. It has also facilitated an end-of-module research assessment that has been well received by both students and external examiners.

BoB has facilitated high quality and high impact research, which has been disseminated across a range of important platforms. In 2015 a research team examined the coverage of the general election campaign on five key TV news channels. The findings were featured in The Guardian during each week of the campaign, and have since been published in various peer-reviewed academic journals.