



The Open Video Project: Redesigning a Digital Video Digital Library

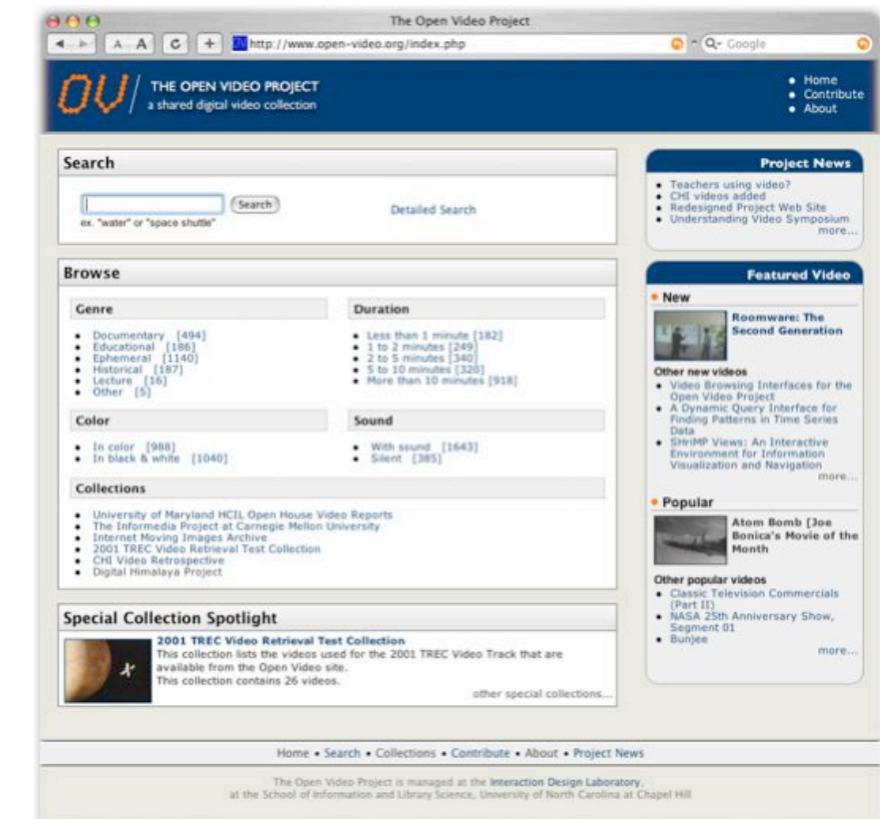
- ⬢ Gary Geisler, Simmons College
- ⬢ ASIST Information Architecture Summit
- ⬢ February 28, 2004



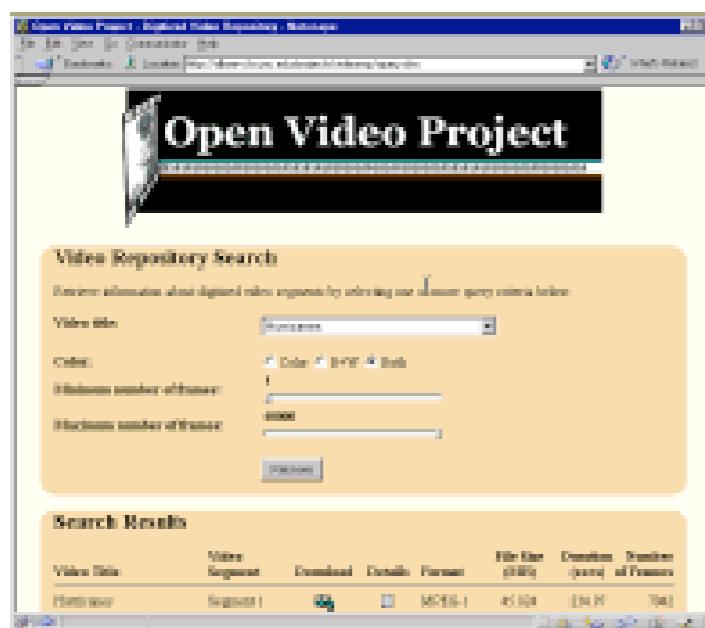


Introduction

- ❖ **Background of the Open Video Project**
- ❖ **Redesigning the Open Video digital library**
- ❖ **Results of the redesign process**
- ❖ **Future work**



Background



- ➊ History of the Open Video digital library
 - ➊ Expected primary audience: Digital video researchers needing content for research
 - ➋ Late 1999: Web site offered 120 videos in MPEG-1 format
 - ➊ Segments from 8 different video programs
 - ➋ Sources: U.S. government agencies - National Archives and NASA
 - ➌ About 12 hours of content





Background



History of the Open Video digital library

- ## 2000: Substantial contributions build content to 222 videos, 40 hours

-  CMU's Informedia Project

- # Rick Prelinger's ephemeral film collection

- 2001: More contributions from previous and new contributors build collection

-  1500 videos

- ## **MPEG-1, MPEG-2, and MPEG-4 formats**

Background

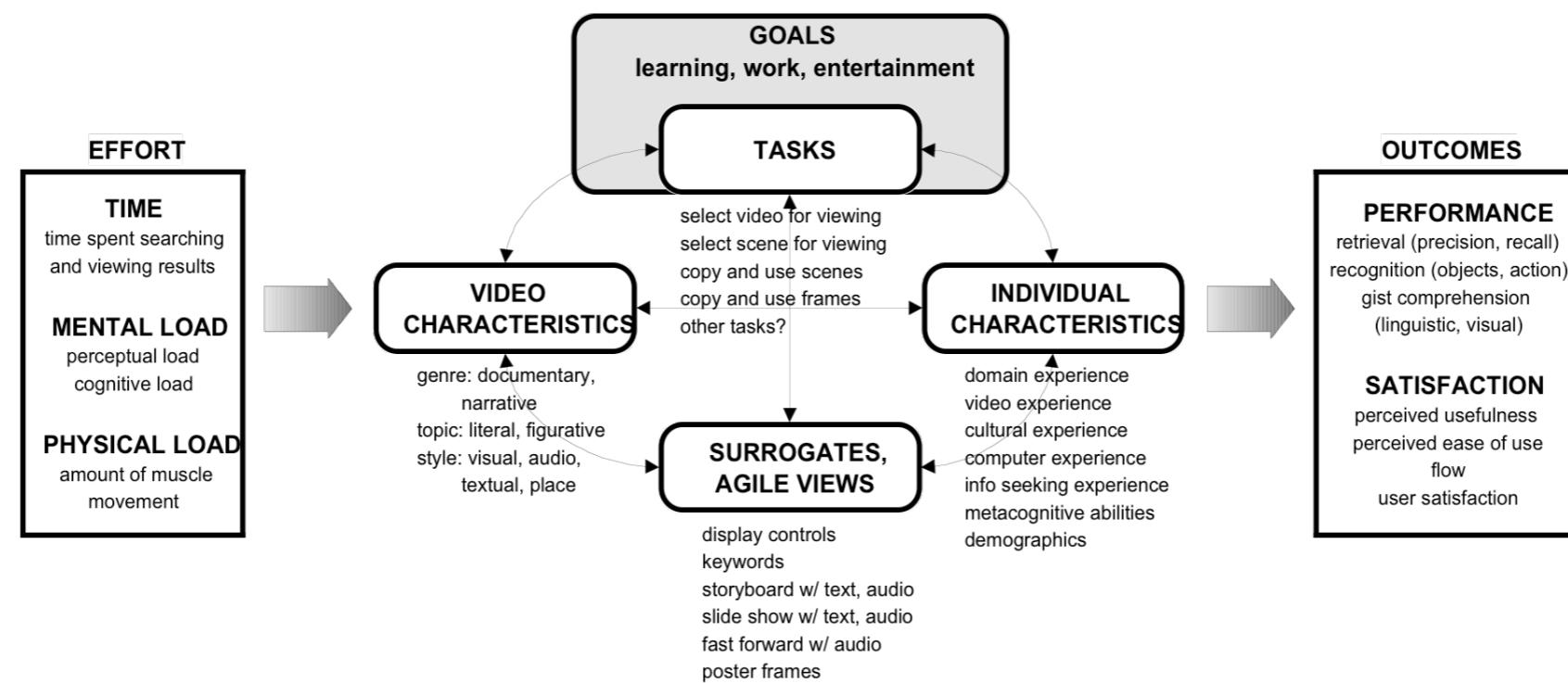
- ❖ Current status of the Open Video digital library
- ❖ 2004: Broad range of topics, format, style, time periods
 - ❖ Currently 2039 videos, half a terabyte
- ❖ Target audience: Researchers, educators, multimedia artists, students, general Web users looking for entertainment

Genre		Duration		Color		Sound		Format	
Documentary:	494	Less than 1 min.	182	Color	988	With sound	1643	MPEG-1	1403
Educational:	186	1 to 2 minutes	249	B&W	1040	Silent	385	MPEG-2	1067
Ephemeral:	1140	2 to 5 minutes	340					MPEG-4	409
Historical:	187	5 to 10 minutes	320					QuickTime	34
Lecture:	16	More than 10 mins.	918						
Other:	5								

Background

Open Video research thread

- 2001 to 2004: Three-year National Science Foundation grant (Interactive Systems Program - NSF Grant IIS 0099638)
- Focus of grant work: Create and evaluate highly interactive user interfaces for digital video





Background

Open Video research thread

Completed user studies include:

- ◆ Comparison of storyboards, slideshows, fastforwards
- ◆ Comparison of four different fastforward speeds
- ◆ Text versus visual surrogates
- ◆ Feature metadata versus text transcript metadata

The Open Video Project :: Project Publications

Search
ex. "water" or "space shuttle" Search
Detailed Search

Project Info

- Project Description
- Project Publications
- Project News
- Help on Playing Video
- Contacts

Recent Publications

- Gruss, Rich (2004). "The VisOR System: Testing the utility of user interface components for feature-based searching in video retrieval software." A Master's paper for the M.S. in I.S. degree. School of Information and Library Science, University of North Carolina at Chapel Hill, January, 2004.
- Mu, X., & Marchionini, G. (2003). "Enriched video semantic metadata: authorization, integration, and presentation." Proceedings of the Annual Meeting of the American Society for Information Science and Technology, 40, 316-322.
- Wilkins, T., Hughes, A., Wildemuth, B. M., & Marchionini, G. (2003). "The role of narrative in understanding digital video: an exploratory analysis." Proceedings of the Annual Meeting of the American Society for Information Science, 40, 323-329.
- Yang, M., Wildemuth, B. M., Marchionini, G., Wilkins, T., Geisler, G., Hughes, A., Gruss, R., and Webster, C. (2003). "Measures of User Performance in Video Retrieval Research." UNC School of Information and Library Science (SILS) Technical Report TR-2003-02.
- Wildemuth, B. M., Yang, M., Hughes, A., Gruss, R., Geisler, G., and Marchionini, G. (2003). "Access via Features versus Access via Transcripts: User Performance and Satisfaction." UNC School of Information and Library Science (SILS) Technical Report.
- Yang, M., Wildemuth, B. M., Marchionini, G., Wilkins, T., Geisler, G., Hughes, A., Gruss, R., and Webster, C. (2003). "Measuring User Performance During Interactions with Digital Video Collections." Proceedings of the 66th Annual Meeting of the American Society for Information Science and Technology (ASIST 2003), pp. 3-11.
- Tolleson, Tom (2003). "Use of a 3D Graphic Environment in Superimposition Analysis." Unpublished paper.
- Hughes, A., Wilkins, T., Wildemuth, B., Marchionini, G. (2003). "Text or Pictures? An Eyetracking Study of How People View Digital Video Surrogates." Proceedings of CIVR 2003, pp. 271-280.
- Wildemuth, B. M., Marchionini, G., Yang, M., Geisler, G., Wilkins, T., Hughes, A., and Gruss, R. (2003). "How Fast Is Too Fast? Evaluating Fast Forward Surrogates for Digital Video." Proceedings of the 3rd ACM/IEEE-CS Joint Conference on Digital Libraries (JCDL 2003), pp. 221-230. (Vannevar Bush Award Winner for Best Paper at JCDL 2003)
- Yang, M., Mu, X., Marchionini, G. (2003). "Vivo - A Video Indexing and Visualization Organizer." Proceedings of the 3rd ACM/IEEE-CS Joint Conference on Digital Libraries (JCDL 2003), pp. 403.
- Mu, X., Marchionini, G. (2003). "Statistical Visual Features Indexes in Video Retrieval." Proceedings of SIGIR 2003, pp. 395-396.
- Marchionini, Gary (2003). "Video and Learning Redux: New Capabilities for Practical Use." Educational Technology.

Older Publications

Marchionini, Gary and Geisler, Gary. (2002). "The Open Video Digital Library." D-Lib

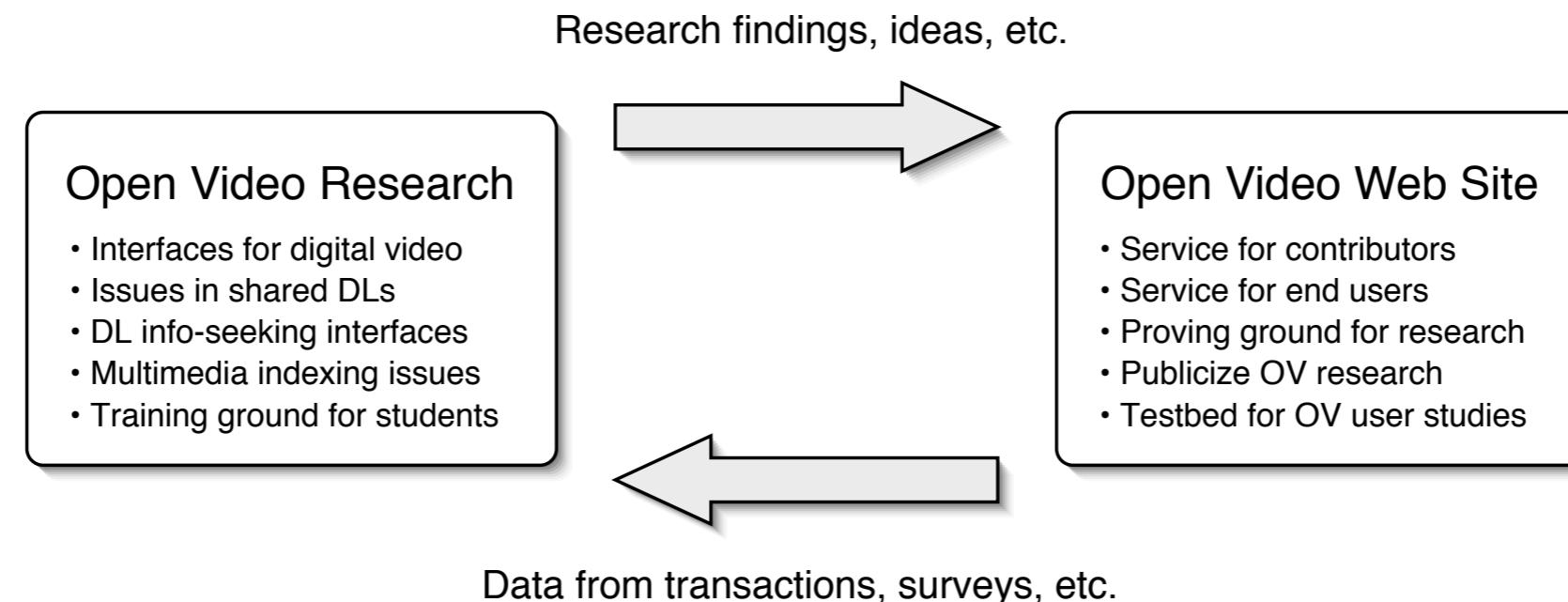
open-video.org/project_publications.php



Background

Project goals include both:

- Conducting research on range of issues associated with information seeking interfaces and digital libraries
- Developing and managing a publicly accessible digital library of digital video



Redesigning Open Video

❖ Motivation for the redesign

- ❖ Recognized limitations of current site
- ❖ Desire to make site more standards-compliant
- ❖ Use CSS for layout instead of nested HTML tables
- ❖ Use CSS for style instead of embedded HTML
- ❖ Generally, integrate ideas of information architecture community to improve usability, performance, extensibility of site





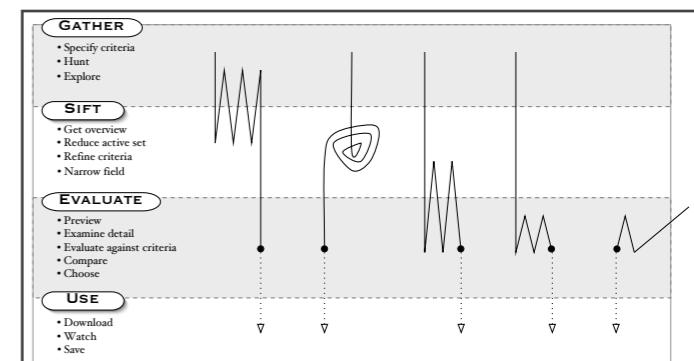
Redesigning Open Video

Stages in the redesign process

1. Brainstorm and develop prioritized list of user requirements
2. Generate user personas
3. Design conceptual models
4. Implement redesigned site

Requirement	Priority	Comments/Issues
• Access a basic free text search at any time	5	• Integrated with masthead or global navigation?
• Capable to perform an advanced search with multiple attributes:	5	
◦ Free text terms		
◦ Genre		
◦ Duration		
◦ Format (MPEG-1, MPEG-2, etc)		
◦ Production date		
◦ Color		
◦ Sound		
◦ Controlled vocabulary subject		
• Prioritize and customize display of returned data (sort by attribute; select number of hits to view by page)	4	• Choose default number based on design of results page
• Gather video based on various features	2	• Color and Brightness depend on generating data for all semantic visual color vectors
◦ Face Superimposition (Color Brightness)	3	
• View relevant, bubbled-up content (e.g., 5 most popular searches)	2	• Technical challenge - need to cache hits by attribute values
• Preview number of hits during search formulation	2	
• Gather video by browsing, using various categories:	5	
◦ Date		
◦ Genre		
◦ Duration		
◦ Color		
◦ Sound		
• Prioritize and customize display of returned data (sort by attribute; select number of hits to view by page)	3	
• "Browse within" a displayed browse section by other attribute categories	2	• If you browse on "Documentary" section would let you browse by Documentary and the other non-Genre categories
• Gather video using Special Collections	5	

The Educator	Meredith Cantelupo
Personal Profile	 <p>Meredith grew up in a very Italian family in a suburb of Chicago. From an early age, she decided that she was not going to follow the traditional path for a female in her family. She has given birth to all of her siblings and continues to go to college. However, her Italian roots are very important to her and she still holds many values in common with her family. She has only recently ventured onto the internet but is excited to find a way to make it useful to her students.</p>
Scenario	<p>For class discussion on issues related to the Middle East, Meredith wants 2 or 3 video clips showing how people live in Middle Eastern countries.</p>
Behavior	<ul style="list-style-type: none"> Searches using "Middle East" as free text term Reads descriptions of videos in search results Looks at visual preview for videos that seem like good candidates.
Quote	<p>"The amount of content on the Open Video site is amazing. I know there must be some way for me to make it useful for my kids."</p>
Background	<ul style="list-style-type: none"> 41, female, married, Boston, MA 8th grade Social Studies teacher





Redesigning Open Video

◆ Prioritized list of user requirements

Requirement	Priority	Comments/Issues
<ul style="list-style-type: none"> Access a basic, free text search at any time Capability to perform an advanced search with multiple attributes: <ul style="list-style-type: none"> Free text terms Genre Duration Format (MPEG-1, MPEG-2, etc) Production date Color Sound Controlled vocabulary subject Prioritize and customize display of returned data (sort by attribute; select number of hits to view by page) Gather video based on visual features <ul style="list-style-type: none"> Faces Superimposition Color Brightness View relevant, bubbled-up content (e.g., 5 most popular searches) Preview number of hits during search formulation 	5 5 4 2 3 2	<ul style="list-style-type: none"> Integrated with masthead or global navigation?
<ul style="list-style-type: none"> Gather video by browsing, using various categories: <ul style="list-style-type: none"> Date Genre Duration Color Sound Prioritize and customize display of returned data (sort by attribute; select number of hits to view by page) “Browse within” a displayed browse section by other attribute categories 	5 3 2	<ul style="list-style-type: none"> Choose default number based on design of results page Color and Brightness depend on generating data for all segments; visual color vectors Technical challenge – need to cache hits by attribute values
Gather video using Special Collections	5	



Redesigning Open Video

◆ OV site users vary widely in individual characteristics:

- ◆ Age
 - ◆ Young, media-savvy to older people finding video with nostalgia value
- ◆ Technology experience
 - ◆ No experience with multimedia to video editors
- ◆ Individual goals
 - ◆ Learning, work, research, entertainment
- ◆ Specific tasks
 - ◆ Finding a known video, finding a specific type of scene or visual style, browsing for something fun to watch



Redesigning Open Video

❖ Create representative user personas that embody range of characteristics

The Educator	Meredith Cantelupo	
Personal Profile		Scenario
<p>Personal Profile</p> <p>Meredith grew up in a <i>very</i> Italian family in a suburb of Chicago. From an early age, she decided that she was not going to follow the traditional path for a female in her family. She was the only girl among all of her siblings and cousins to go to college. However, her Italian roots are very important to her and she still holds many values in common with her family. She has only recently ventured onto the internet but is excited to find a way to make it useful to her students.</p>	 <small>© #378753 Index Stock Imagery, Inc.</small>	<p>For class discussion on issues related to the Middle East, Meredith wants 2 or 3 video clips showing how people live in Middle Eastern countries.</p>
Goals		Behavior
<p>Goals</p> <p>Meredith wants to find video clips that will help make the countries and events come alive for her social studies students. She's hoping to show at least one new video clip a day for the rest of the year. However, she doesn't have time to go looking for clips every day so she'd really like to find them a bunch at a time.</p>	<p>Background</p> <ul style="list-style-type: none"> • 41, female, married, Boston, MA • 8th grade Social Studies teacher <p>Quote</p> <p>"The amount of content on the Open Video site is amazing. I know there must be some way for me to make it useful for my kids."</p>	<ul style="list-style-type: none"> • Searches using "Middle East" as free text term • Reads descriptions of videos in search results • Looks at visual preview for videos that seem like good candidates.





Redesigning Open Video

The Casual Browser	Brendan Dykstra	
<p>Personal Profile</p> <p>Brendan grew up in Lincoln, NE where his father was a mechanical engineer and his mother had an administrative job at the University of Nebraska. Though he doesn't consider himself an artist per se, Brendan has always liked having creative projects to keep him busy. He got a communications degree from the Univ. of NE where he had a part-time job doing technical support for the computer lab. He decided to move to Omaha so he could get out of Lincoln. He enjoys the diversity of people and entertainment in the city.</p> <p>Goals</p> <p>Brendan is looking for entertainment. He wants to find interesting/entertaining clips to help him pass the time at work. Since he has access to all the necessary hardware and software, he's also been playing with video editing. He's especially interested in finding clips that he can splice together to make entertaining collages that he emails to all his friends.</p>	 <p>© #571204 Index Stock Imagery, Inc.</p>	<p>Scenario</p> <p>On a slow day at work, Brendan decides he'd like to create a spoof advertisement for a fictitious product by splicing together pieces of old advertisements and other videos.</p> <p>Brendan's friend April just started dating a new guy. Brendan remembers seeing a "teen film" on the site that talks about the "dangers" of physical/sexual liaisons between teens. He thinks it would be funny to send it to April as advice for her new relationship. He can't remember the title but he knows he'll recognize it if he sees it.</p> <p>Behavior</p> <ul style="list-style-type: none"> • Searches "advertisement" as free text term • Reads descriptions of videos in search results • Looks at visual preview for videos that seem like good candidates. • Brendan remembers that he saw the video while he was looking at films that had to do with "social something". • Searches "social" as free text term. • Scans results list to find a video with a posterframe he recognizes.
<p>Background</p> <ul style="list-style-type: none"> • 26, male, single, Omaha, NE • Assistant Systems Administrator, Mutual of Omaha <p>Quote</p> <p>"I'd really like to find some cool video clips that'll give me and my friends a good laugh."</p>		





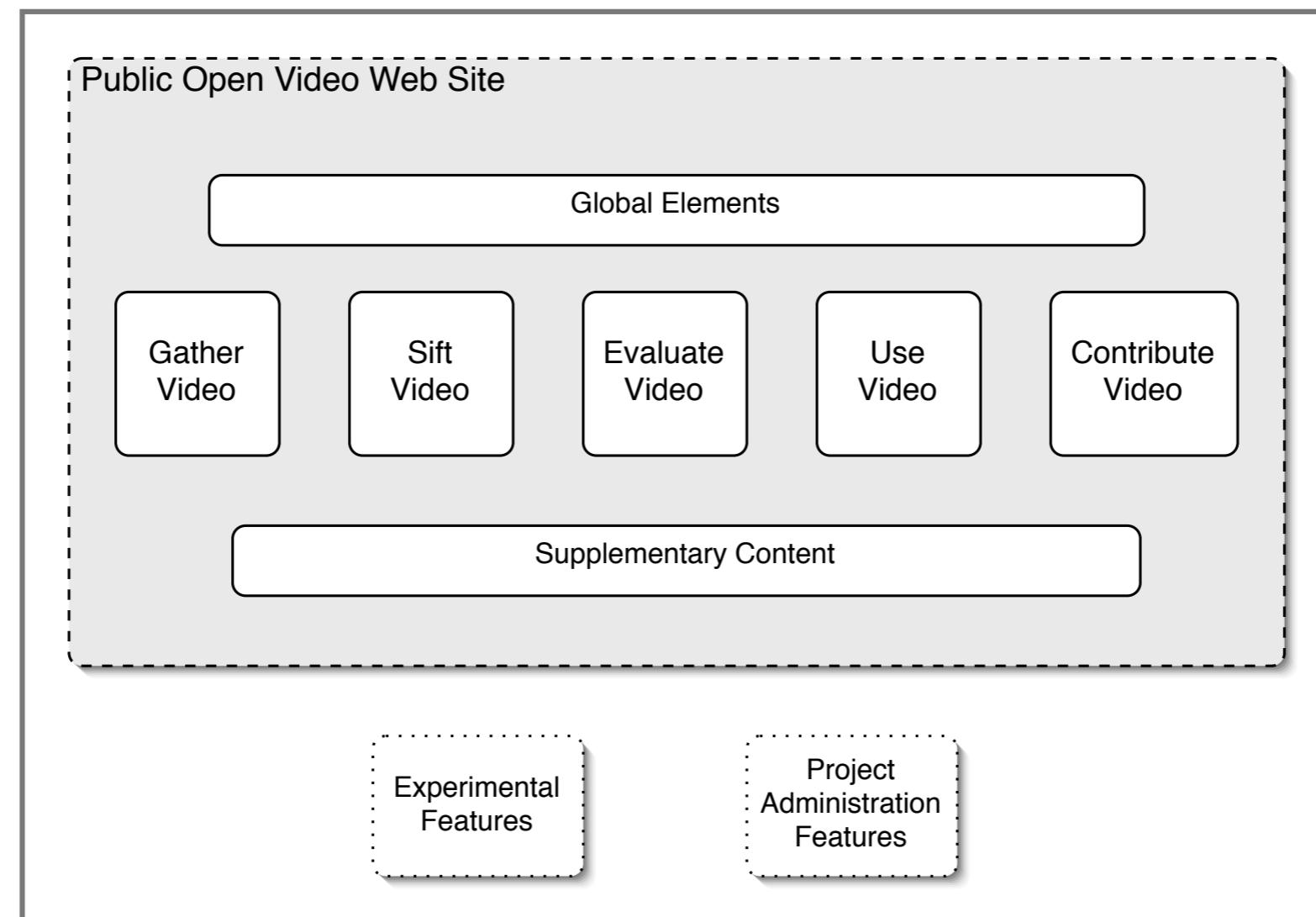
Redesigning Open Video

The Non-American Novice	Silvia Furnó			
Personal Profile	<p>Silvia has spent her whole life in Buenos Aires. Her father was a professor of Literature at the Universidad Nacional de la Plata and her mother owned a small art gallery. Silvia grew up with a great appreciation for the arts and decided at a very young age to pursue that path. She is in a committed relationship (but not married to) Gabriel Perosino, owner of a small art supply store. They have two children. She has used many mediums but has recently become interested in digital art, especially video. She knows very little about computers, the internet, or digital video. Because much of her time is devoted to raising her two children, she has only a few hours a week to explore computers and digital video. She has just found the Open Video site but hasn't had time to look through it at all.</p>	 © #558689 Index Stock Imagery, Inc.	Scenario For class discussion on issues related to the Middle East, Meredith wants 2 or 3 video clips showing how people live in Middle Eastern countries.	Behavior <ul style="list-style-type: none"> Searches using "Middle East" as free text term Reads descriptions of videos in search results Looks at visual preview for videos that seem like good candidates.
Goals	<p>Silvia wants to learn about digital video and eventually try to make her own digital video art. She doesn't have much time or attention to devote to the task so most of her time on the site will be idly browsing. However, when she does get a block of time, she is very focused and needs to make the most of it.</p>	Background <ul style="list-style-type: none"> 31, female, committed, Buenos Aires, Argentina Artist and adjunct art professor at Universidad de Buenos Aires 	Quote "The amount of content on the Open Video site is amazing. I know there must be some way for me to make it useful for my kids."	



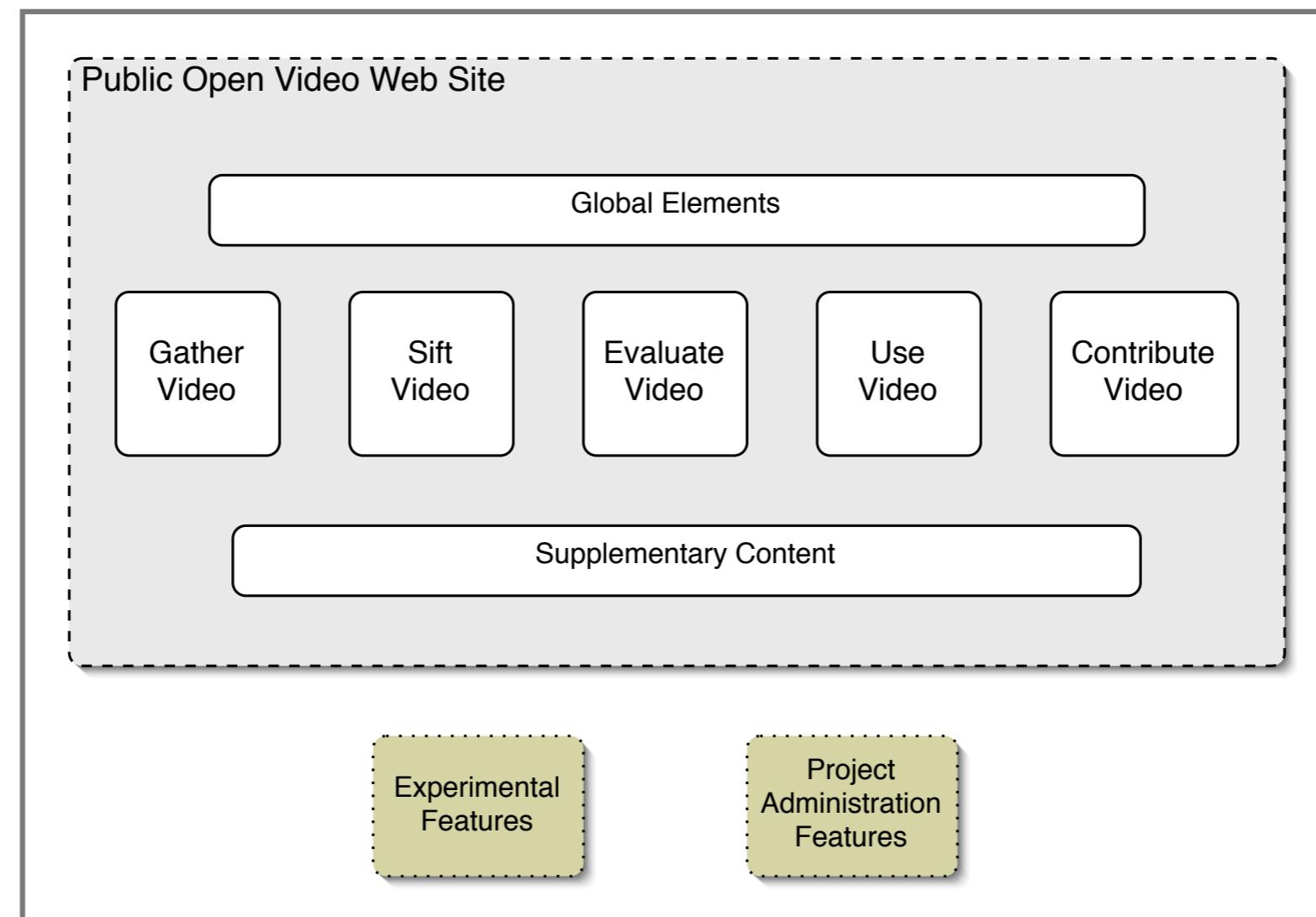
Redesigning Open Video

Conceptual model



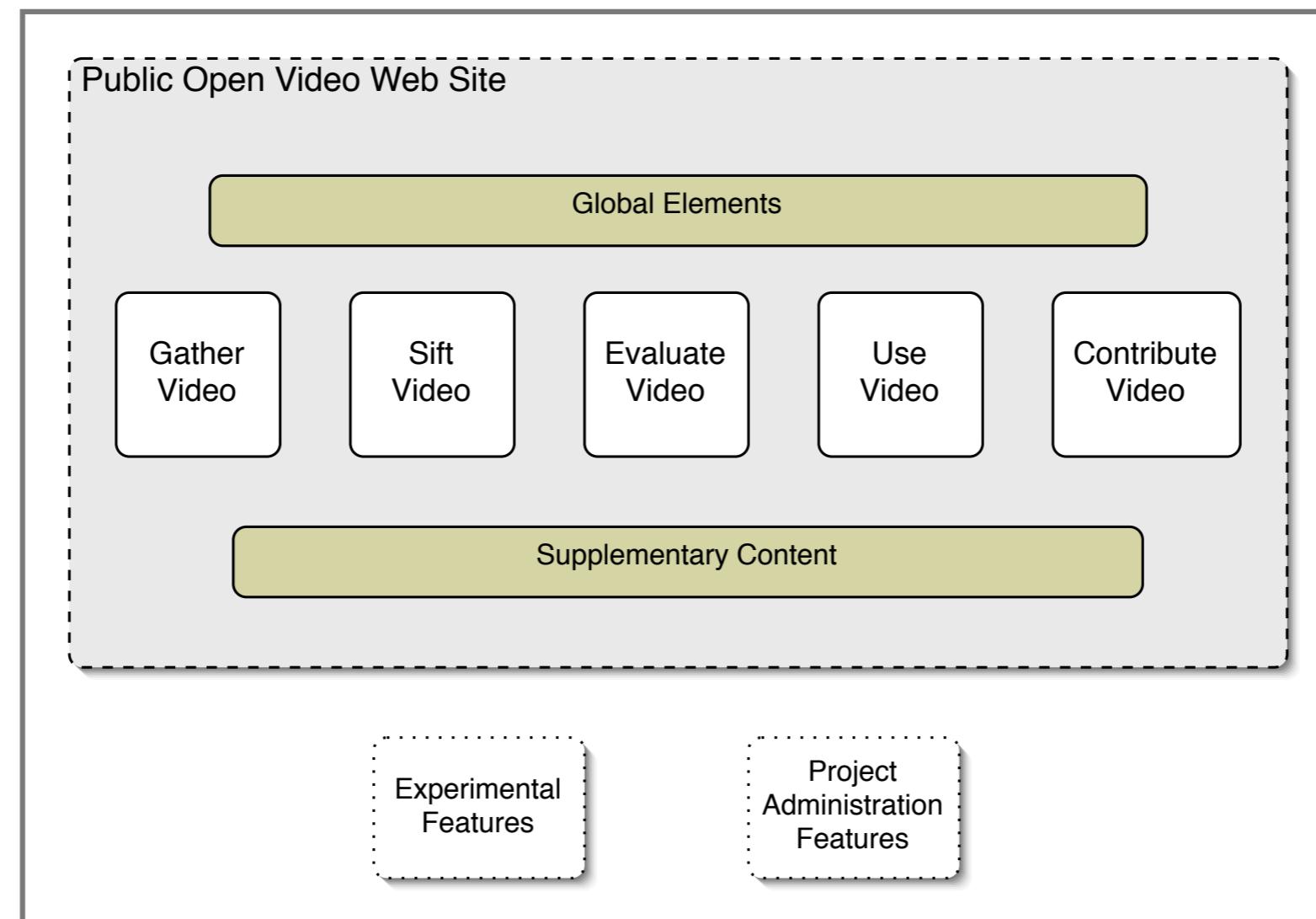
Redesigning Open Video

Conceptual model



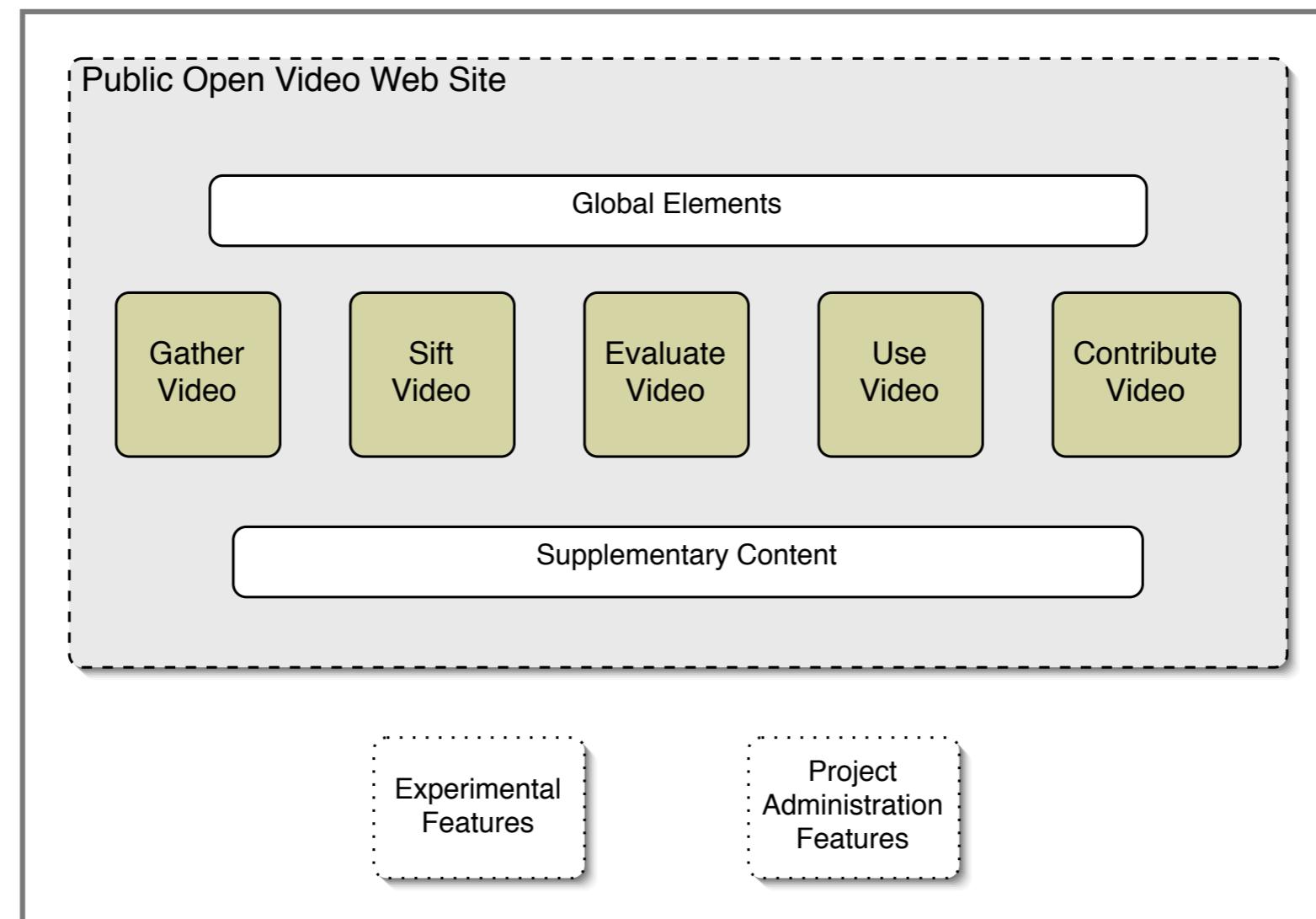
Redesigning Open Video

Conceptual model



Redesigning Open Video

Conceptual model





Redesigning Open Video

GATHER

- Specify criteria
- Hunt
- Explore

SIFT

- Get overview
- Reduce active set
- Refine criteria
- Narrow field

EVALUATE

- Preview
- Examine detail
- Evaluate against criteria
- Compare
- Choose

USE

- Download
- Watch
- Save



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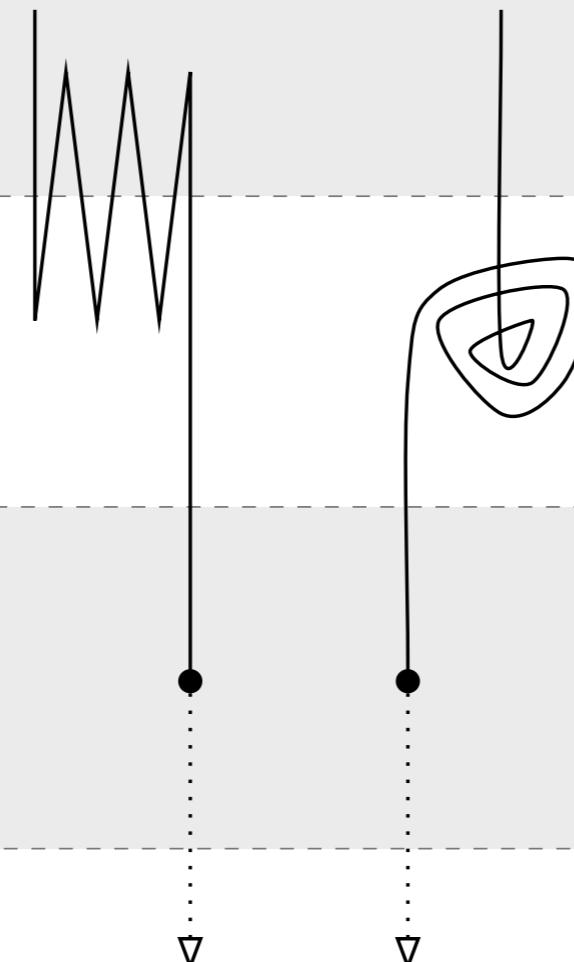
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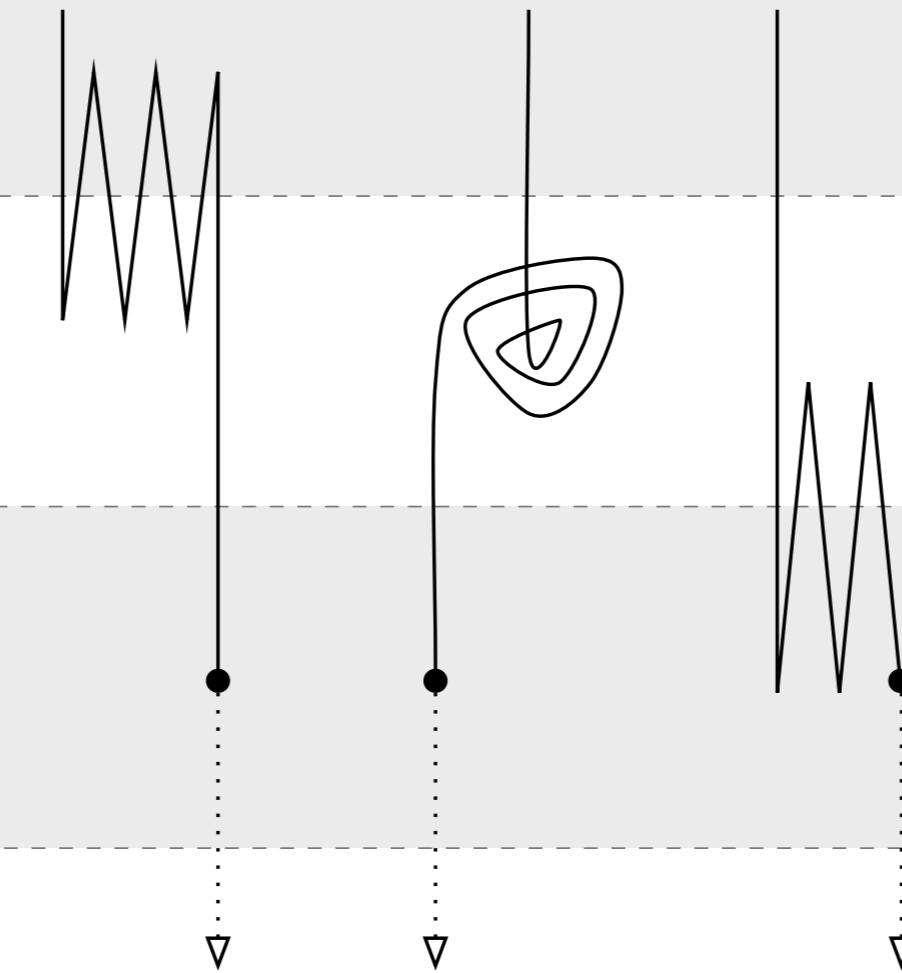
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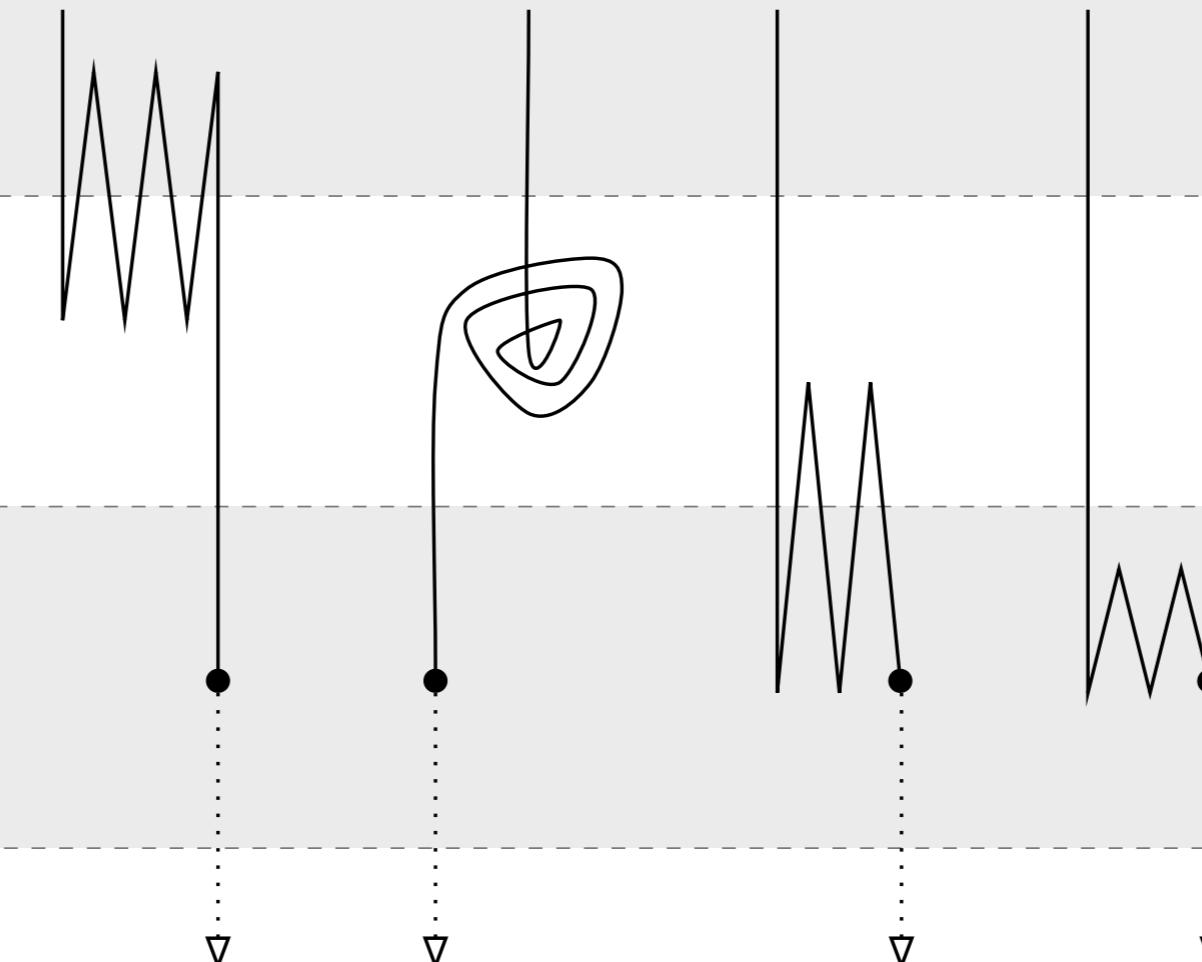
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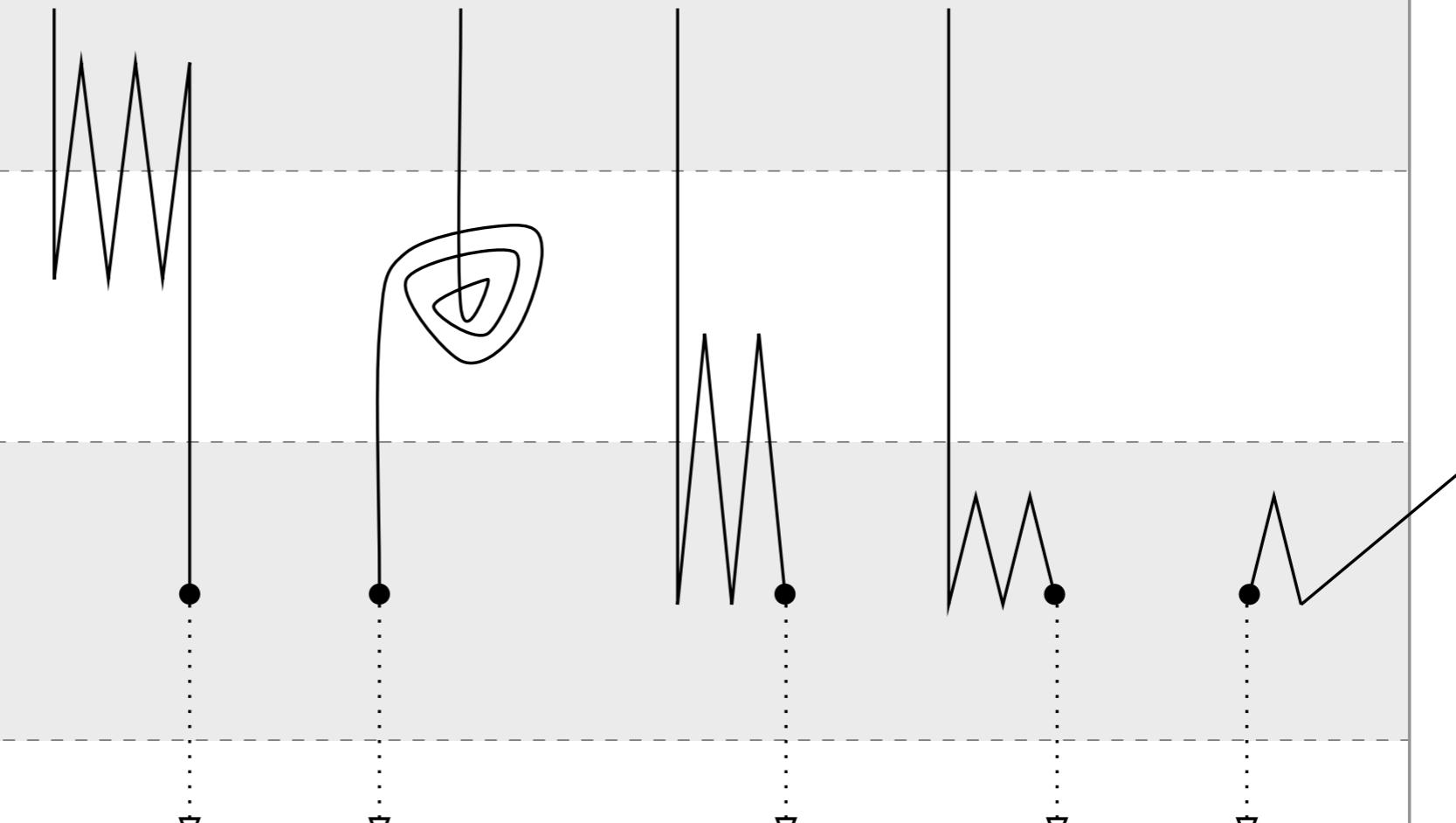
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Redesigning Open Video

GATHER

- Specify criteria
 - Hunt
 - Explore
- Orientation to what is available
 - Understanding of how to find video
 - Quick access to video details -- no more than two clicks away

SIFT

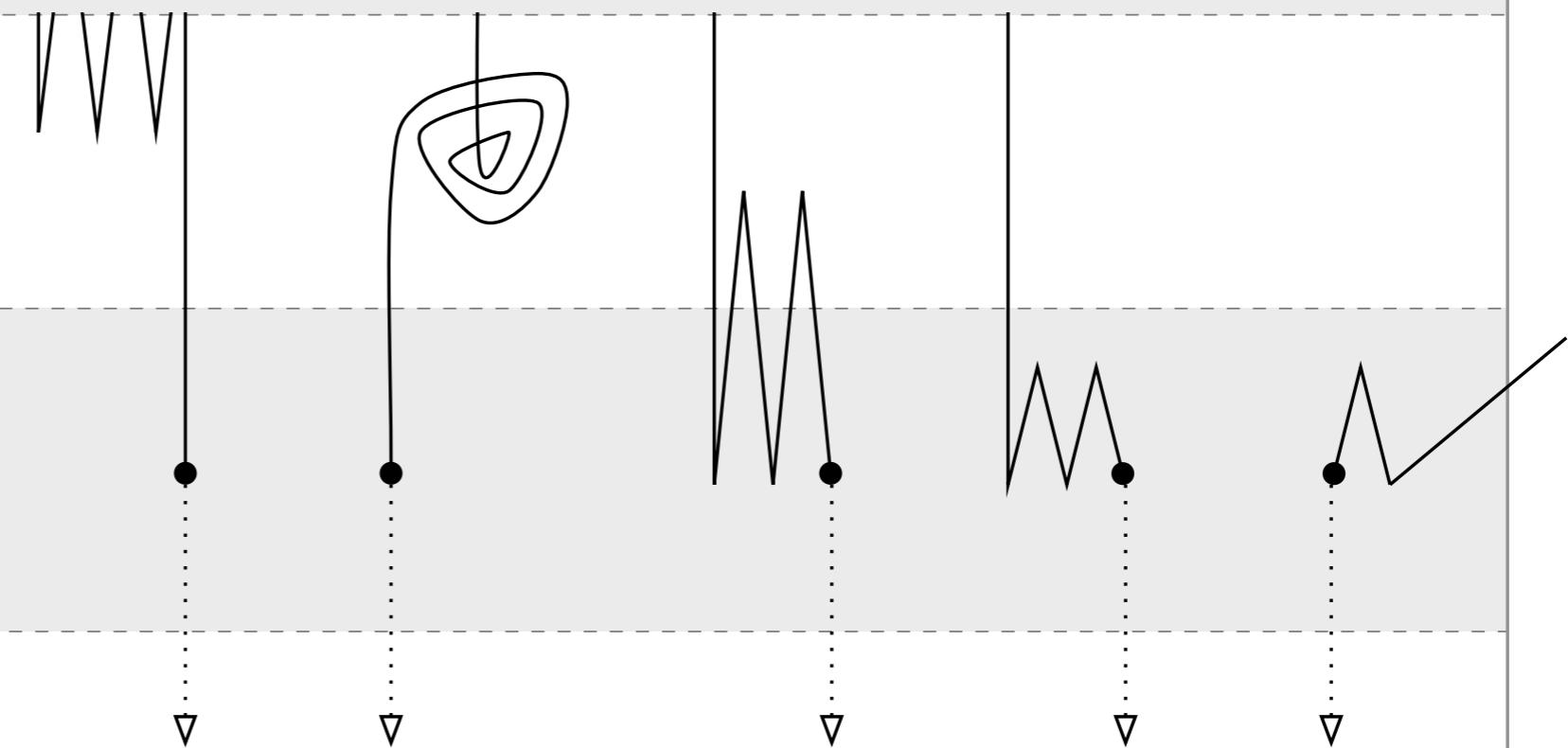
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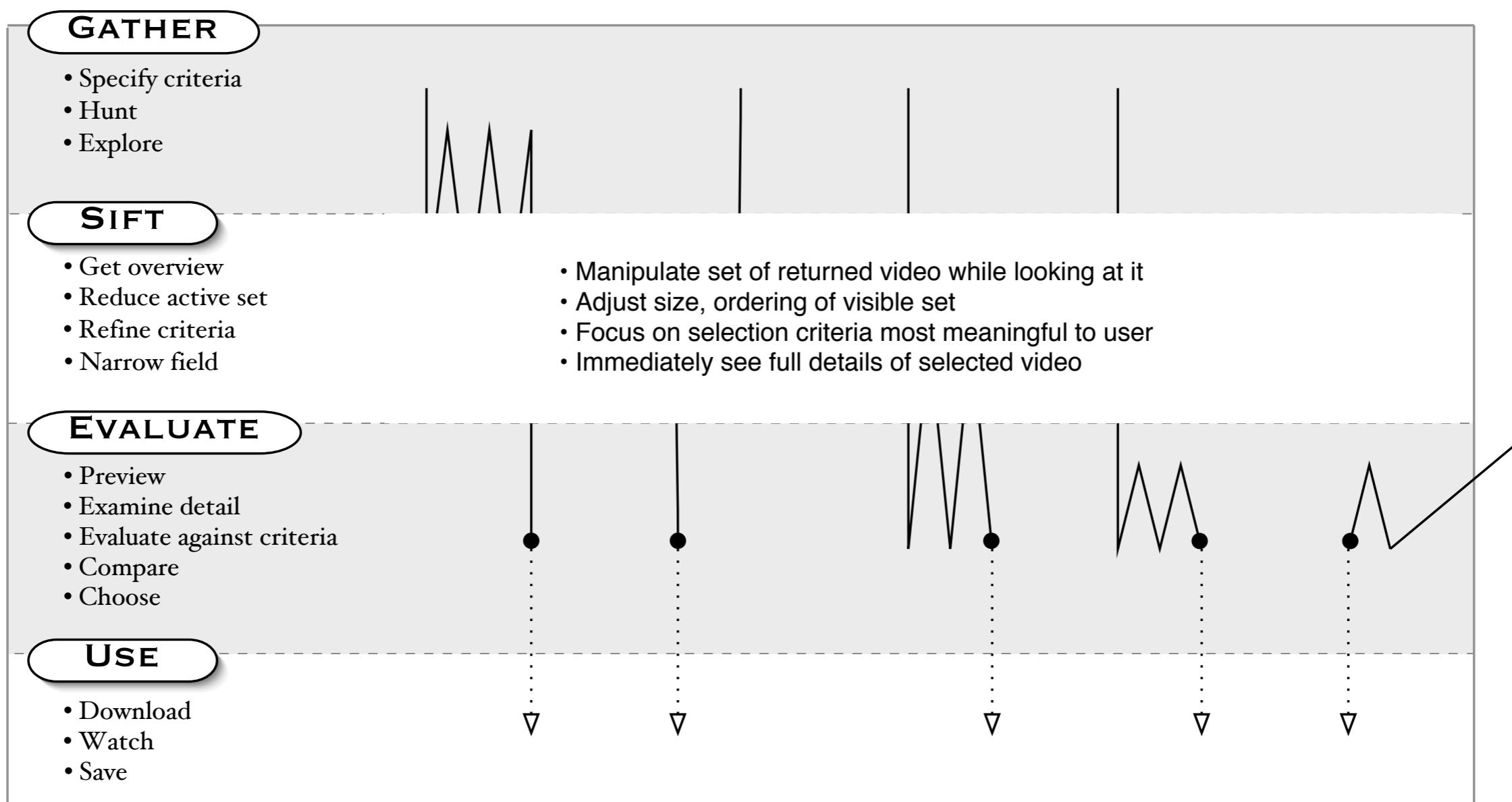
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Redesigning Open Video



Redesigning Open Video

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- Hunt
- Explore

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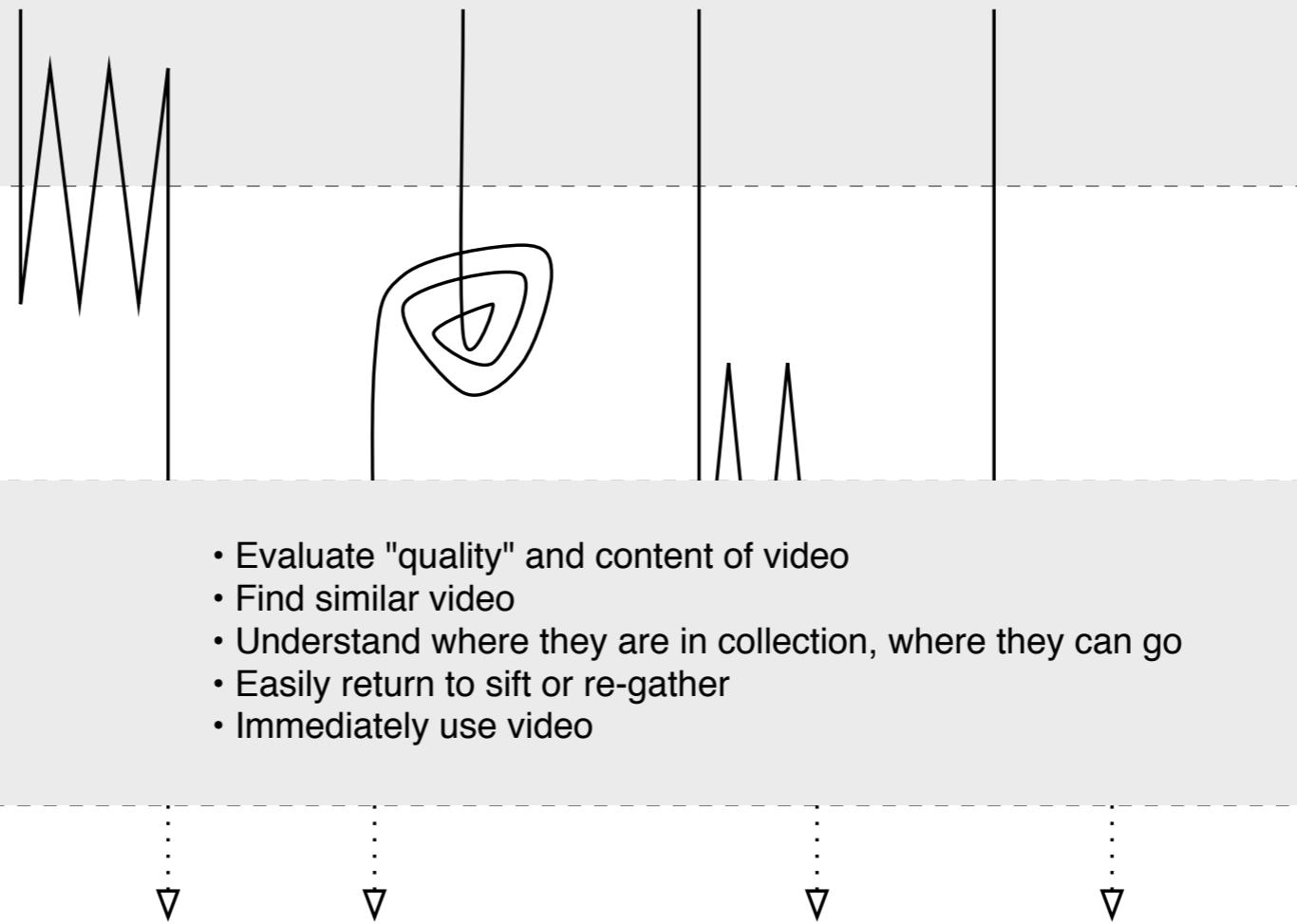
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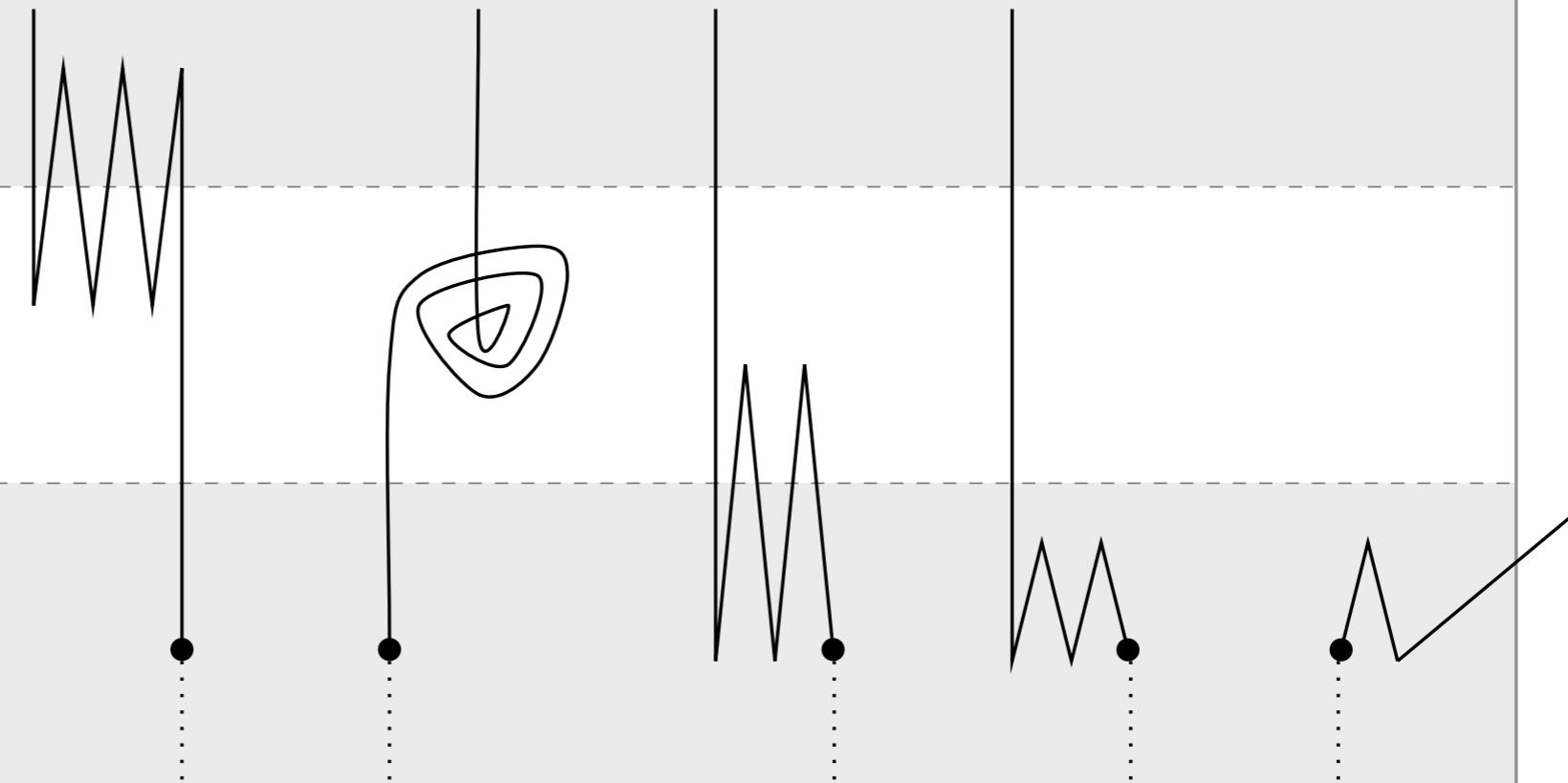
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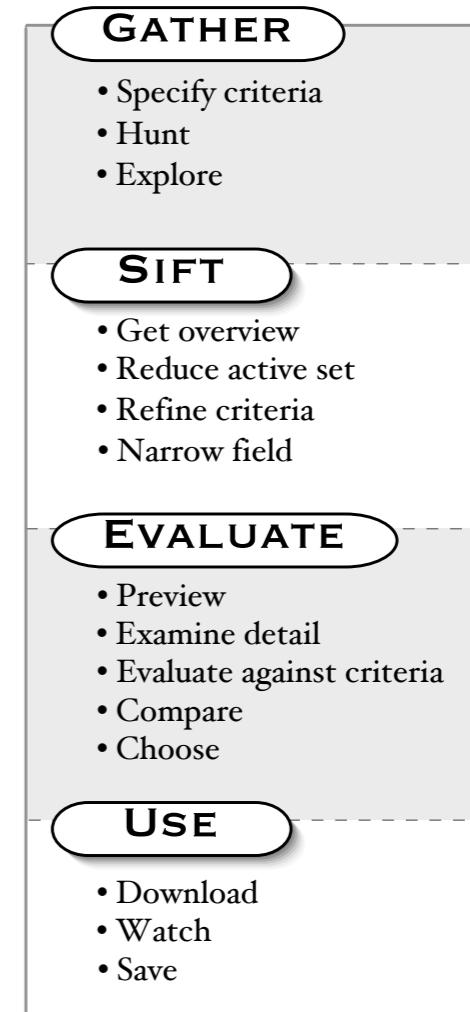
- Select best format for needs
- Easily return to sift or re-gather more video



Redesigning Open Video

Implementation

1. Created wireframes and generic functional pages to finalize layout
2. Developed visual style
3. Created CSS files to layout and style pages
4. Tweaked CSS for best compromise appearance and functionality in supported browsers





Results of the Redesign

The screenshot shows the main page of The Open Video Project. On the left, there's a search bar with a placeholder 'ex. "water" or "space shuttle"' and a 'Search' button. Below it is a 'Browse' section with 'Genre' (Documentary, Educational, Ephemeral, Historical, Lecture, Other), 'Duration' (Less than 1 minute, 1 to 2 minutes, 2 to 5 minutes, 5 to 10 minutes, More than 10 minutes), 'Color' (In color, In black & white), and 'Sound' (With sound, Silent). To the right is a 'Project News' box listing recent news items like 'Teachers using video?' and 'CHI videos added'. Below that is a 'Featured Video' section with 'New' and 'Popular' video thumbnails. Arrows point from the text descriptions to specific elements on the page.

Quick search or browse

Quick access to special collections

Rotating highlighted special collection

News headlines reflecting latest site changes

Direct access to newest and most popular video

Main Page - Gathering Video



Results of the Redesign

The screenshot shows a web browser displaying the 'The Open Video Project :: Video Results' page at <http://www.open-video.org/results.php>. The page features a search interface on the left and a results list on the right.

Search Interface (Left):

- Modify Search:** Includes fields for 'Search' (All fields), 'for', 'Genre' (Educational), 'Duration' (5 to 10 minutes), 'Format' (Any Format), 'Color' (Color selected), 'Sound' (Sound selected), and a 'Search' button.
- Detailed Search:** A link below the search interface.

Results List (Right):

- Header:** Page 1 / 71, Search Results (71 videos found).
- Layout:** Options for grid sizes (3x3, 4x4, 5x5) and a 'Sort by' dropdown set to 'Relevance'.
- Results per page:** A dropdown set to 10.
- Results:** A list of 7 video entries, each with a thumbnail, title, description, genre, keywords, duration, and popularity (downloads). The first few entries are:
 - Talking to the Ceiling: An Interface for Bed-Ridden Manually Impaired Users (1999)**: Video demonstration from the 1999 CHI conference. (Genre: Educational; Keywords: Interface; Impaired; User; CHI; Duration: 07:04; Popularity (downloads): 224)
 - OLGA - A Multimodal Interactive Information Assistant (1998)**: Video demonstration from the 1998 CHI conference. (Genre: Educational; Keywords: OLGA; Interactive; Information; Assitant; CHI; Duration: 06:48; Popularity (downloads): 240)
 - Digital Ink: A Familiar Idea with Technological Might! (1998)**: Video demonstration from the 1998 CHI conference. (Genre: Educational; Keywords: Idea; Technology; Digital; Ink; CHI; Duration: 08:33; Popularity (downloads): 210)
 - ambientROOM: Integrating Ambient Media with Architectural Space (1998)**: Video demonstration from the 1998 CHI conference. (Genre: Educational; Keywords: Media; Architecture; Space; CHI; Duration: 05:30; Popularity (downloads): 159)
 - An Animated Direct-Manipulation Interface to Digital Library Services (1997)**: Video demonstration from the 1997 CHI conference.

Visual preview
and most
important
metadata

Easy
modification of
current search
criteria

Customize
visual format of
results

Change
ordering of
results and size
of result display

Search Results - Sifting Video





Results of the Redesign

Quick access to re-gather video

Choice of preview surrogates

Direct access to video related by keywords

Link to view or download

Link to other video from same title

Textual metadata

Details - Evaluating Video

Evaluating the Redesign

- ❖ **Formal usability evaluation not yet done, but is in planning stage**
- ❖ **Informal data:**
 - ❖ **Positive reviews from variety of sources (NY Times Circuits, Yahoo Spotlight, Sydney Herald, etc.)**
 - ❖ **Significant increase in user traffic - at least 70,000 unique visitors since redesign**
 - ❖ **Logged user activity showing use of new features**



Evaluating the Redesign

- ❖ User activity in 4 months after redesign
 - ❖ Activity from 9.05.2003 to 1.13.2004
 - ❖ Total of 69,589 ‘unique’ visitors
 - ❖ Total of 140,135 downloads

Page	Views
Video Details	348,974
Search Results	276,745
Main	150,622
Popular Video	61,429
Special Collection Details	12,227
New Video	4,133
Project Information	4004
Detailed Search	3097
Special Collections	3013
Related Video	2842
Project News	2427
Random Video	1835
Contributing Video Info	1503
Help on Playing Video	1465
Project Publications	521
Browser Compatibility	390
Project Contacts	334



Evaluating the Redesign

>User activity in 4 months after redesign

- Most activity occurs on three pages that support the gather, sift, and evaluate activities

Page	Views
Video Details	348,974
Search Results	276,745
Main	150,622
Popular Video	61,429
Special Collection Details	12,227
New Video	4,133
Project Information	4004
Detailed Search	3097
Special Collections	3013
Related Video	2842
Project News	2427
Random Video	1835
Contributing Video Info	1503
Help on Playing Video	1465
Project Publications	521
Browser Compatibility	390
Project Contacts	334





Evaluating the Redesign

- >User activity in 4 months after redesign
 - Finding video by popularity much more common than by lists of new or random video

Page	Views
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Evaluating the Redesign

- Which options do users use to sift search results?

Visual layout of results

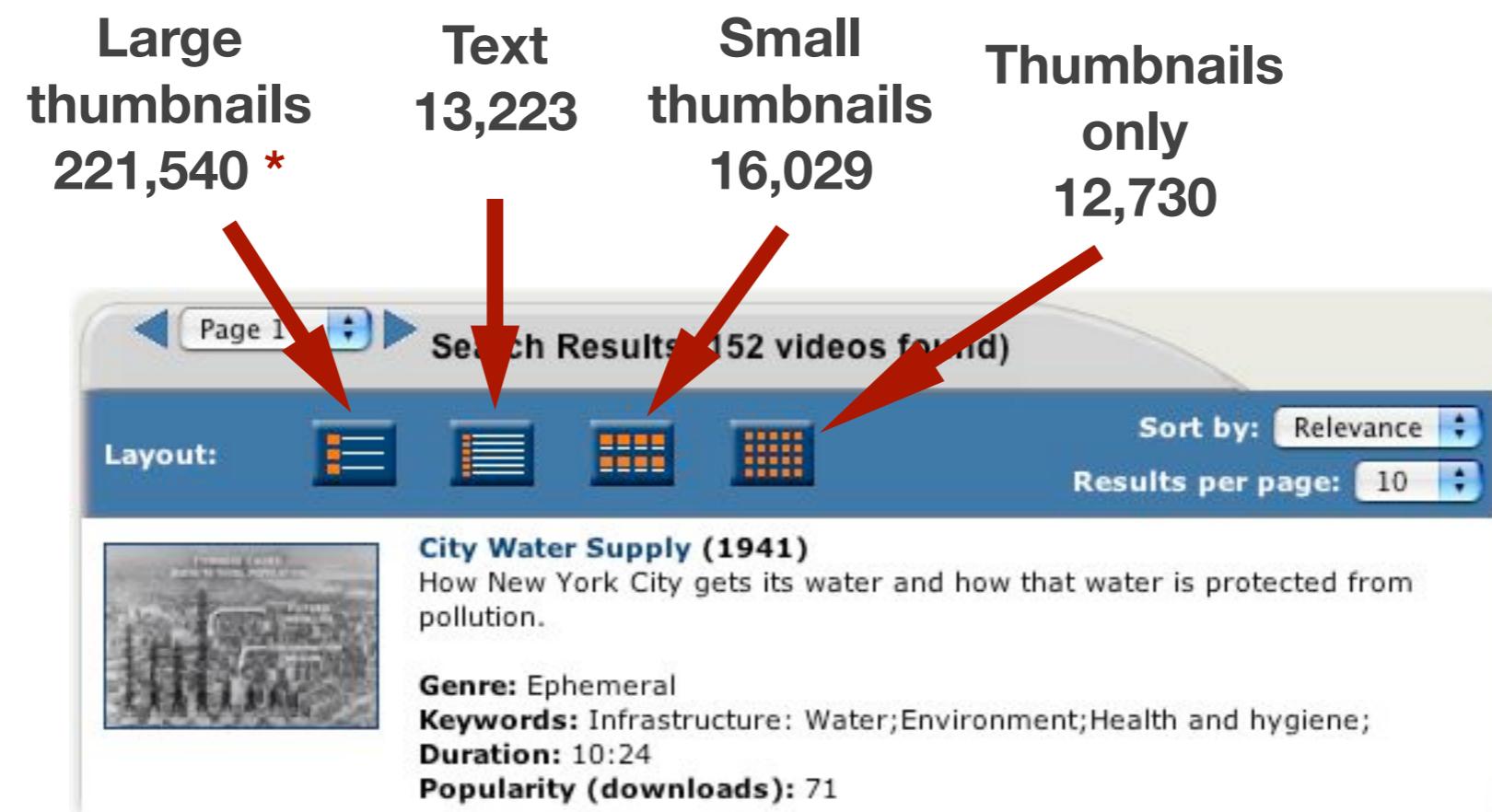
Ordering criteria

Size of visible set

The screenshot shows a search results page for 152 videos. At the top, there are buttons for 'Page 1' and 'Search Results (152 videos found)'. Below this is a 'Layout' section with four grid icons. To the right are 'Sort by: Relevance' and 'Results per page: 10' dropdown menus. The main content area displays a video thumbnail for 'City Water Supply (1941)' with its description: 'How New York City gets its water and how that water is protected from pollution.' Below the description are genre, keywords, duration, and popularity details.

Evaluating the Redesign

❖ Sifting options - User choice of visual layout of results options



Evaluating the Redesign

❖ Sifting options - User choice of ordering criteria of results

The screenshot shows a search results page for 152 videos. At the top, there are layout options (grid, list, etc.) and a sort by dropdown menu. A red arrow points from the text below to this dropdown menu. The menu items are Relevance (selected), Title, Year, Duration, and Popularity.

Page 1 | Search Results (152 videos found)

Layout: Grid List Grid View

Sort by: Relevance

Results per page: 10

City Water Supply (1941)
How New York City gets its water and how that water is processed to remove pollution.

Genre: Ephemeral
Keywords: Infrastructure; Water; Environment; Health and hygiene;
Duration: 10:24
Popularity (downloads): 71

Option	# of Selections
Relevance	258,386 *
Title	3,700
Year	6,735
Duration	1,320
Popularity	6,604

* Default choice



Evaluating the Redesign

❖ Sifting options - User choice of size of visible set of results

Page 1 ► Search Results (152 videos found)

Layout:

Sort by: Relevance

Results per page: 10

City Water Supply (1941)
How New York City gets its water and how that water is protected from pollution.

Genre: Ephemeral
Keywords: Infrastructure; Water; Environment; Health and hygiene;
Duration: 10:24
Popularity (downloads): 71

Option	# of Selections
10	252,207 *
20	4,923
30	3,600
50	5,585
100	7,350
All	10,430

* Default choice



Future Work

- ❖ Redesign only incorporated our top priorities
- ❖ Provides foundation for adding relatively easily:
 - ❖ User profiles - stored results display preferences, history of videos evaluated and downloaded, personal collections
 - ❖ Recommended related videos on video details page
 - ❖ More preview surrogate alternatives
 - ❖ Shared views of specific video or virtual collections of videos
 - ❖ More advanced search choices - feature-based attributes



Project Team

⌘ Past and current Open Video team members contributing to the redesign work discussed in this presentation:

- ⌘ Anthony Hughes
- ⌘ Todd Wilkens
- ⌘ Gary Marchionini
- ⌘ Barbara Wildemuth
- ⌘ Meng Yang
- ⌘ Xiangming Mu
- ⌘ Richard Gruss
- ⌘ April Edlin
- ⌘ Tom Tolleson



More Information

- ❖ **Open Video Web Site:** www.open-video.org
- ❖ **Research publications:** www.open-video.org/project_publications.php
- ❖ **Simmons contact:**
 - ❖ **Gary Geisler - geisler@simmons.edu**
- ❖ **UNC contacts:**
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