



# SAGE video

## Embracing video in the classroom

Case Study: University of Southern California

### Institution profile

The **University of Southern California (USC)** is one of the world's leading private research universities. An anchor institution in Los Angeles, a global center for arts, technology, and international business, USC's diverse curricular offerings provide extensive opportunities for interdisciplinary study and collaboration with leading researchers in highly advanced learning environments.

Because SAGE videos are consistently good, with all the accessibility features we are looking for, it's not a hard choice to add them to our collections.

*Caroline Muglia  
Co-Associate Dean for Collections,  
USC Libraries*

### Executive summary

USC first integrated **SAGE Video** into their electronic collections with the **SAGE Video Counseling & Psychotherapy Collection**, then expanded their video offerings to include the remaining collections. **SAGE Video** has helped build their media collection to support the library's mission of supporting the discovery, creation, organization, dissemination, and preservation of knowledge in their academic community of undergraduate, graduate, and post-graduate levels. This case study illustrates how **SAGE Video** has helped USC to support this mission and meet the needs of faculty looking to use academic video in their courses to address key course and student needs.

### The challenges

USC Libraries was looking to augment their academic video content with practical, and course-ready videos which included transcripts and other accessibility features—especially for use in online courses—while keeping in mind faculty requests and how to accommodate today's students. In particular:

- Teaching faculty were requesting more video resources as they found students were further engaged in the classroom when video was introduced (**Read more** on the impact of video on student engagement)
- Students were accessing videos from all over the Internet—whether credible or not—while expressing their preference toward video to faculty

USC needed to find an academic video resource with broad, relevant, professional, and 'up-to-the-minute' content for an array of its programs. Perhaps most importantly, it needed to come from a trusted source.

In addition, with so many different vendor platforms to choose from, USC was in search of a video platform that was easy to use and intuitive. Patrons already have access to multiple platforms and new resources must be user-friendly from the start for the best uptake.

### How SAGE Video helped

**SAGE Video** has allowed USC to build its media resource offerings across several disciplines with trusted academic content that is aligned to help meet the various needs throughout all levels of teaching, learning, and research at the University. With a minimum of 60% exclusive content, **SAGE Video** has provided a unique offering to its existing resources, with a wealth of content only found on the **SAGE Video** platform.

By utilizing SAGE videos in the classroom, either to introduce a new topic, demonstrate real-world examples, or support a theoretical model, teaching faculty have seen increased student engagement through more in-depth and participatory class discussions. Students have voiced their satisfaction when video is used in class, as a format they know and have expressed a preference in using, in addition to being able to revisit content.

A number of features on the platform provide ease-of-use and accessibility including closed captioning, interactive transcripts, and keyboard-controlled shortcuts—offering the same features as mainstream non-academic video sites, but with the trusted content of SAGE authors, academic partners, and contributors. In addition, a mobile-responsive design better supports the student “on-the-go.”

**Faculty love SAGE videos so much that they course-adopt them. The easy platform and up-to-date/relevant content make it easy to recommend.**

*Caroline Muglia*

## How it's used

- Play video clips in class to introduce a new topic and tie to theoretical models
- Show real-world examples tied to topics
- Share video links for additional watching outside of class
- Prime and prompt class discussions
- Revisit class-discussed content in a preferred format
- Independent research

Adjunct Assistant Professor, Dr. Ravneet Tiwana, who teaches an online Education class, noted her use of **SAGE Video** in an online environment:

“SAGE is respected for its work and I use **SAGE Video** in my Inquiry I and II courses to provide short, sophisticated, and easily digestible content that speaks well to my students.”

Dr. Susan Lindau, Adjunct Professor, Dept. of Adult Mental Health and Wellness, highlights her use of **SAGE Video** in her classroom:

“I use a variety of media in my classroom to address the challenge in keeping today's student engaged and motivated. I also teach graduate students so their commitment to the coursework is usually much deeper and I am constantly changing the materials and using SAGE videos to overcome this when teaching specific clinical issues.”

## Results

Students, faculty, and researchers at USC have access to more than 1,400 hours of cutting-edge teaching and research-oriented streaming videos within nine collections across the social sciences for its in-class and online communities to access anytime and anywhere. Faculty have been able to confidently integrate academic streaming video to enhance their courses with content they know is reputable, and in a format students prefer and request.

USC Libraries is using and purchasing more video content as faculty continue to course-adopt them and librarians are becoming more adept at training colleagues—both in the content and on the features of the **SAGE Video** platform.

By capitalizing on SAGE's custom training and librarian resources, USC has seen increasing usage of **SAGE Video**. Equally, by integrating **SAGE Video** within classroom environments, USC faculty has also experienced successful course outcomes.

**Video makes the material come alive... SAGE videos are sufficiently well-done that they provoke exciting discussions on issues that weren't addressed in the didactic material discussed in class... Students respond positively, and their response enhances their professional growth.**

*Susan Lindau*  
*Adjunct Professor, Dept of Adult Mental Health and Wellness*