Netflix Generation?
How Today’s Undergraduates Watch Videos

Peter Shirts
HLA conference, 12 November 2016
Hilo, Hawaii
Streaming video

On campuses, after 5pm, Netflix accounts for 70% of internet traffic

Source: “Streaming Video in Academic Libraries” by Jennifer Ferguson and Annie Erdmann, American Libraries (Sept. 21, 2016)
Issues for libraries

Three purposes for video in an academic library:

- Class use
- Research
- Entertainment
UH-Manoa Audiovisual Center overview

Physical videos:
- 13,500 DVDs
- 12,000 VHS

Streaming videos:
- 6,000 digitized in-house
- Access to 60,000-80,000 more from commercial vendors
State of video circ. at Manoa

Counts:
2006-07: 104,925
2015-16: 9,025
Physical AV circulation as a percentage of UHM libraries total physical circulation:

- FY2014: 17%
- FY2015: 12%
- FY2016: 9%

But:

- In 2015-16, about 3,000 commercial vendor streaming videos were used more than 16,000 times
Literature review (2)


• Which commercial streaming sites do undergraduates have access to?
• If a film you were required to watch for class were available for digital rental at less than $3 or as a DVD on reserve at the library, would you pay for the rental rather than come to the library?
  • 51% said they would rather pay $3 to rent than go to the library
Survey methodology

- Gauge student perception of video use
- Online survey
- Precise questions with specific answers and timelines
- Recruitment by email
- Offer rewards for participating
- Testing on AVC student workers

Thanks to Beth Tillinghast and Associated Students of the University of Hawaii (ASUH)!
Survey implementation

- March-April 2016
- Had to use Manoa bookstore coupons instead of randomly-rewarded gift cards
- No follow-up email to undergraduate list; tried other options to get numbers up
- 180 responses = large margin of error, ±7%
- Women overrepresented (72%)
Survey implementation (2)

Question: what language(s) do you speak at an intermediate, advanced, or fluent level? Mark all that apply.

- English 91%
- Japanese 18%
- Spanish 13%
- Chinese (all dialects) 12%
- Tagalog 7%
- Korean 5%
- Hawaiian 4%
- French 4%
- Other 9%
Survey results

Question: In the past year, how often on average did you watch movies or TV shows on a personal device (home television, computer, phone, etc.) for recreation?

- Never: 1%
- More than once per week: 59%
- Once a week: 13%
- Several times a month: 15%
- Once a month: 6%
- Once every several months: 7%
Survey results (2)

Question: In the past week, approx. how many hours did you spend watching streaming videos on the Internet (including YouTube, Hulu, Netflix, Amazon streaming, etc.)?

- More than 5 hours 37%
- Between 3-5 hours 23%
- Between 1-3 hours 25%
- None 3%
Survey results (3)

Question: Do you have access to any subscription video streaming services? Check all that apply.

UH-Manoa (sample: 180)

- At least one 82%
- Netflix 71%
- Amazon 28%
- Hulu Plus 12%
- Others 9%
Survey results (4)

Question: Do you have access to any subscription video streaming services? Check all that apply.

<table>
<thead>
<tr>
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<tr>
<td>At least one</td>
<td>82%</td>
<td>88%</td>
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<tr>
<td>Netflix</td>
<td>71%</td>
<td>81%</td>
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<td>Amazon</td>
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Question: Do you have access to any subscription video streaming services? Check all that apply.

UH-Manoa (sample: 180)
- At least one: 82%
- Netflix: 71%
- Amazon: 28%
- Hulu Plus: 12%
- Others: 9%

US average*
- At least one: 50%
- Netflix: 45%
- Amazon: 22%
- Hulu Plus: 11%

*Source: Nielsen, May 2016
Survey results (6)

Question: In the past year, how many DVD titles have you checked out from the Wong Audiovisual Center?
- None 87%
- 1-4 titles 23%
- 5-9 titles 25%
- 10+ titles 3%

Question: Think of the last time you searched for a video recording on the UHM Libraries' online Voyager catalog or OneSearch. Were you able to find what you were looking for?
- Yes 28%
- No 7%
- Never looked there 66%
Survey results (7)

Question: What type(s) of DVDs would you be interested in checking out from the AVC?

- New blockbuster: 66%
- Comedy: 63%
- Documentary: 52%
- Action: 43%
- TV in English: 41%
- Drama: 36%
- English indie: 31%
- Korean, Japanese TV: 28%
- Jap., Kor. animation: 28%
- Non-Asian foreign: 26%
- Horror: 23%
- Other Asian foreign: 22%
Survey results (8)

Question: Do you have a way of playing a DVD at home (DVD player, game console, computer, etc.)?
• Yes 83%
• No 17%

Question: Do you have a way of playing a Blu-ray video recording at home?
• Yes 42%
• No 58%
Survey advertising questions

- Have you ever browsed the AVC's binders of DVD covers?
- Did you know you can check out portable USB optical (DVD/CD) drives from the AVC to plug into a computer?
- Would you check out a portable USB optical drive (DVD/CD) from the AVC to watch one of our DVDs?
- Please list one video title that you would check out from the AVC.
Conclusions

University students today
- watch a lot of video
- watch more streaming video than physical
- may not have a way to play physical media
- mostly have access to Netflix
- are less likely to take a trip to the library for physical video
- may not even think of the university library as a source of videos
Conclusions (2)

What type of videos should libraries buy?

- Streaming is expensive
- Not really collection development—but does that matter with short term lifespan?
- If on streaming, don’t buy?
# Top 26 circulating physical videos

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**Studio Ghibli** | **Other Disney or Disney-distributed**

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- If on streaming, don’t buy?
- Marketing
What’s next?

New survey with scalable results
- Multiple advertising routes
- Better reward
- Multiple universities
Questions

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