

SAGE video

Bringing teaching and research to life

The award-winning academic publishing company SAGE has launched a new video service focused on delivering high-quality, expert content to inform and immerse students and researchers in a range of topics. Two SAGE Executive Directors tell us how their videos engage students and add a dynamic edge to today's higher education.

Founded 50 years ago, SAGE was named the International Academic and Professional Publisher of the Year at the 2015 London Book Fair International Excellence Awards. The company has launched a new video service aimed at creating educational videos for students, faculty and researchers in higher education.

'We are interested in bringing learning and research to life through video,' says Kiren Shoman, Executive Director, Editorial Books UK, at SAGE. 'We are excited about helping to inspire learners and junior researchers, to encourage their curiosity, their intellectual and critical skills, to ensure they have a positive experience and want to keep learning, to read more, and to enhance their education and future careers with expert guidance from our videos.'

Kiren, who's been developing the company and its content since 1995, explains how the idea of creating a video service evolved and why it's relevant to today's higher education.

'As an academic publisher with experience across the whole range of the higher education market, we keep close to developments in the student as well as the research and scholarly communities. A number of years ago we became aware of the increasing use and value of video in the higher education environment, and we were interested to explore how SAGE could serve the students, researchers and faculty wanting to engage more with video.'

'We know from our own and other research that faculty are increasingly using video in the classroom, as well as in the assignments they set. Our research has showed that students are seeking out video content themselves; 79 percent of students surveyed will voluntarily watch videos to enhance their understanding of a topic.'



*Kiren Shoman, Executive Director,
Editorial Books UK at SAGE*

SAGE has released three video collections covering Media and Communication Studies, Counselling and Psychotherapy, and Education. A further six collections are planned for release next year, including Business and Management, Politics and International Relations, and Criminology.

The videos are created using a combination of content styles, such as expert interviews with senior academics, each giving an overview of their area of expertise and providing an insight into their respective subject's future. The videos also take the students or researchers in to the field to observe real-life scenarios, for example following a journalist on a shoot or a psychology practitioner with a client. There's also a tutorial format, in which a straight-to-camera seminar is delivered that includes images and text on screen to introduce and reinforce key points in the curriculum. Case studies are also featured, providing a focused exploration of specific areas, such as media representations of feminism, controversies and ethical issues in research and real-life business cases to stimulate discussion and debate.



Rosalia Garcia, ALIA member and SAGE Executive Director

ALIA member and SAGE Executive Director, Rosalia Garcia, provides specific examples of the content and collaborations involved with the first three video collections published in 2015.

'In Communication, Media and Cultural Studies, those learning about the art of film production will be educated by Martin Cohen, top Hollywood producer. Students in advertising will be able to watch films made exclusively in cooperation with the Institute of Practitioners in Advertising (IPA) to get a 'real-world' viewpoint. And the real-life practice of journalists, television directors, social media experts and those in public relations, among many others, are captured on camera discussing their own environments. Combined with this, specially selected licensed film content, such as seminal documentaries on a variety of media topics from the Media Education Foundation and BBC Worldwide, and others besides, provides an additional stream of content for classroom use.

'In Education, highlights include films of Temple Grandin, esteemed Professor of Animal Science at Colorado State University, discussing and demonstrating on the topic of autism; footage of real teachers, principals and many other practitioners in education settings, providing a window into the world that students are aiming to reach; and a bountiful supply of "how to" tutorials on topics ranging from bullying prevention, urban education and educational leadership, giving essential best practices for those needing to applying theory into practice. This collection includes carefully chosen licensed

documentary films from BBC Worldwide and Siren Films, an award-winning producer of early years and education films.

'Finally, in Counselling and Psychotherapy, multiple hours of "how to" tutorials on key areas of the field are present, from CBT to Gestalt Therapy, and from Counselling Skills to Counselling Training; and an array of "in practice" films featuring real clients, real practitioners and real counselling and professional contexts. On top of this, there is highly authoritative licensed content in the Collection carefully chosen to fit with its scope, including films from CPCAB (Counselling and Psychotherapy Central Awarding Body) and Psychotherapy Networker.'

Rosalia says that SAGE is planning to release more high-quality, focused, engaging video collections over the coming years that will cover a range of topics explored by students and researchers.

'The next 50 years will see video entrenched as an essential and everyday part of the student and researcher experience,' says Kiren. 'It will grow as a vital way of expressing academic work and increasing accessibility. Videos will increasingly offer more engagement. For instance, built-in assessment, and the opportunity for video feedback and video contributions from users. This area will be a dynamic part of any future educational experience.'

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