Singing Like a Fish: Multimedia Innovations in Higher Education

**Statement**
Why does multimedia matter, and more importantly, what role can librarians play in this complex new world? Some skills are transferable from traditional activities and others require new kinds of creativity. Areas to consider include resources for multimedia production and research centers, incorporating multimedia into class assignments, and media literacy promotion.

**Characteristics of Today’s Digital Natives**
- Consume an average of 6.5 hours of media / day, but require analytical tools to become media-literate
- Have always been ‘connected’ via real-time delivery of media, IM, vod- and podcasting, ‘on demand’, etc.
- Were raised in an age of mass customization
- Are multitaskers and have hypertext minds

**Teaching and Research Tools**
- A wide variety of multimedia search engines and content sites are freely available via the web
- Technological changes occur often; for example, Singing Fish is now AOL Video Search

**Incorporating Multimedia into Class Assignments: Students...**
- Direct a commercial for a fictional product or event using both original and pre-existing footage
- Record and edit a skit, complete with subtitles, for a foreign language class
- Compile a news broadcast using staged and pre-existing footage
- Study ‘mockumentaries’ to discover how media can be used to manipulate an audience
- Create an instructional video or tutorial to teach a complex concept to their peers

**Selected Resources**
A business card is available with a link to further information, including recommended resources and a web bibliography.

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**Copyright (In a Nutshell)**
- Copyright & Fair Use - there is some flexibility for using media for scholarly purposes
- Guidelines exist that can help you decide if a clip can be used for a particular purpose

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