

# “Audio-Visual” as Identifiable Term

**Description of Task:** Review the popular literature and marketing and professional literature and marketing to determine the broad term(s) the average library patron would recognize to refer to audio-visual materials (dvds, cds, cassette tapes, playaways, etc) as a group.

## *Review of Professional Literature and Marketing Resources*

To review professional library literature and marketing materials, natural language keyword searches were performed in Ebsco Host’s Professional Development Collection on the terms listed in the table below. Keywords were not limited to any specific field, which allowed full text searching of the records. Duplicate records were not filtered out across keywords, as the intent was to see how often a word was used across all articles. Due to the size of the Professional Development Collection, full text keyword searching was limited to Library Journal.

**Table 1: Full Text Searching of Broad vs. Specific Vocabulary**

Search Statement	Number of Articles Retrieved
JN "Library Journal" AND a/v	0
JN "Library Journal" AND "multi-media"	20
JN "Library Journal" AND multimedia	577
JN "Library Journal" AND "audio visual"	618
JN "Library Journal" AND "audio-visual"	618
JN "Library Journal" AND audiovisual	977
JN "Library Journal" AND visual	1903
JN "Library Journal" AND media	2053
JN "Library Journal" AND dvd	2371
JN "Library Journal" AND audiobook*	4219
JN "Library Journal" AND audio	6659
JN "Library Journal" AND film	6834
JN "Library Journal" AND video	8073

As of April 17, 2013

\*As of April 23, 2013

Ebsco Host’s *Index for Subject Terms* was reviewed to see use of broad terms as descriptors. (The word “media” is not a descriptor. It is usually used as an adjective of other terms such as “media librarian”, “media literacy”, or “media saturation”, therefore it is not accounted below.)

**Table 2. Number of Articles Indexed Per Descriptor for Broad “A/V” Terms**

Term	Number of Articles Indexed
“a/v”	0
“multimedia” (or some derivative)	2388
“audiovisual” (or some derivative)	3377

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Browsing through library marketing literature, the following terms are used as column titles:

- School Library Journal: **Multimedia** (collectively referring to DVD, Audio)
- Video Librarian: **Mixed Media** (refers to Video Games and Blue-ray DVD)
- Library Journal: **Media** section (Audio, Video, Gaming and Music)
- Voyamagazine.com (Voice of Youth Advocates): **Audio Talk** (audiobooks), **Teen Screen** (videos)

## *Review of Popular Literature and Marketing Resources*

Natural keyword searches were also performed in Ebsco Host’s MasterFile Collection on three popular magazines: Time Magazine, Entertainment Weekly, and People, as they consistently feature reviews of audiovisual content for the general public. Again, the full text was searched and duplicate articles were not filtered out across keyword searches.

**Table 3. Full Text Searching of Broad Terms in Time, Entertainment Weekly and People Magazines**

Search Statement	Number of Articles Retrieved
((JN "Time") OR (JN "Entertainment Weekly") OR (JN "People")) AND a/v	0
AND "multi-media"	6
AND multimedia	245
AND "audio visual"	94
AND "audio-visual"	94
AND audiovisual	92
AND visual	331
AND media (could refer to production companies or news media, not just the type of content)	3361

As compared to professional literature, column titles in popular resources rarely refer to audiovisual items in the collective and print resources very rarely refer to the technology used to produce audiovisual materials. Rather, items are referred by their *type of cultural product*.

- Entertainment Weekly: **Movies, TV, Music, Books**
- Time: **Movies, Books, Pop Chart** (Music? Viral news? Memes?)
- People: **Movies, TV, Music, Books**
- Amazon.com *Departments*: **Video streaming, Digital Games, Audiobooks, Movies and TV, MP3 music, Music, Video games, Software**

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## *Twitter Hash-tags as Indicator of Popular Use*

Finally, a review of Twitter was performed to see how the general public refers to audiovisual items when using social media. Using the service Tweet-tag.com, scans of different “hash-tags” were created to see the popularity of a term and to see what types of profiles used those terms. (Hash-tags are words marked by the number sign which serve as a kind of indexing for tweets.) See attached for specifics.

- **#av**
  - 1489 tweets for April 15<sup>th</sup>;
  - Used For: When used by a professional a/v business, it usually refers to “audiovisual.” When used by non-professional profiles, it could mean anything, but there was a consistent context of “adult viewing” or “adult/violence”. See also <http://replz.com/c/14915525-what-does-the-classification-av-mean>.
- **#audiovisual**
  - 41 tweets for April 14<sup>th</sup> and 15<sup>th</sup>
  - Used For: Consistently used to refer to videos, music, commercials and even home theater setups.
- **#multimedia**
  - 148 tweets for April 14<sup>th</sup> and April 15<sup>th</sup>
  - Used For: video, music, graphic design
- **#media:**
  - 1462 tweets for April 25<sup>th</sup>
  - Used For: This term was used to refer to “the media” as in “the news”, as well as videography and graphic designers, film, DVDs, etc.
- **#dvd** : 1486 tweets for April 23<sup>rd</sup>
- **#visual**: 356 tweets for April 22<sup>nd</sup> – 23<sup>rd</sup>
- **#music**: 1484 tweets for April 23<sup>rd</sup>
- **#audio**: 854 tweets for April 21<sup>st</sup> – 23<sup>rd</sup>

**Results:** From the popular magazine and marketing review and from the Twitter hash-tags, it appears that the general public tends to favor specific language such as “music,” “film,” or “DVD” when referring to audiovisual content or containers. Library professionals have steered toward using the term “media” to broadly refer to audiovisual items. The term “a/v” is not consistently used or identified across either group.