**At a Glance:**
- Archive of NBC News footage from 1930s to today.
- Topics include politics, financial news, interviews, social issues, climate, history, science.
- Can be organized into custom playlists.
- Includes series “Chemistry Now,” “Science of NFL Football” and series on civil rights, climate change, and U.S. Colonial history.

**Who to Contact:**
Education Technology Services - Chris Millet:
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**Usage Scenario:**
The depth and subject variety in the archives on NBC Learn means that instructors in many departments could take advantage of the resources in the archives. Faculty participants in the Penn State NBC Learn pilot used a variety of NBC Learn resources, ranging in subjects from education to history to economics.

One example of actual use of NBC Learn by a faculty pilot participant was by Dirk Mateer, senior lecturer in the Department of Economics. Mateer has in the past shown movie clips and items from YouTube for his ECON 102, Microeconomics class.


Mateer noted that among the benefits of using NBC Learn was what he called an “inherent legitimacy” in the news videos. He also praised the videos’ high production quality. He noted that the creators of the original content “clearly thought about it” in terms of presenting information in a clear, concise fashion, making them especially useful for teaching.

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**7 Things You Need to Know about NBC Learn**

A white paper from Teaching and Learning with Technology at Penn State

1. **What Is It?**
   NBC Learn was originally developed for use in K12, but has since been adapted for Higher Education. Through a licensing arrangement, Penn State instructors can access the content via [http://nbclearn.psu.edu/](http://nbclearn.psu.edu/). The content includes history/politics, science, the arts, social issues, business/economics, and more. Instructors are able to organize videos into different playlists which can then be shown to students.

   There are a number of large higher educational institutions using NBC Learn including Auburn University, Clemson University, Harvard’s Kennedy School of Government, Seton Hall University, University of Nebraska, and West Virginia University.

2. **Who Is Using It?**
The original audience appears to be educators in face-to-face classrooms in the K-12 environment, but NBC Learn has now developed a “Higher Ed” portal. The goal of NBC Learn is to introduce multimedia resources into the classroom as well as provide access to historical footage. NBC Learn is also working with the National Science Foundation to provide clips on the sciences for all audiences.

3. **How Does It Work?**
Once you log in, you can browse videos in different “courses” corresponding to different subject areas or enter keywords into the search field. Clicking a thumbnail opens a media player window which can be expanded to fill the whole screen. The transcript is available on the right side of the window and clicking the Flip icon in the upper right shows the metadata including the original air date, the event date, the clip length, and other information.

4. **Why Is It Significant?**
The NBC Learn archives provide a source of high-quality archival video of historical events and documentary shorts. Students can access historic footage in order to gain additional perspectives into recent historical and political events.

   The archival footage can also serve as a point of departure for discussion of mainstream media coverage of current events, including changes in coverage over time. In addition, the video format can also provide an optimal way to present images to students, which can enhance comprehension of many topics.

5. **Where Is It Going?**
Information Technology Services is currently evaluating NBC Learn, and will be continuing its pilot evaluation through the Fall 2011 semester. Long-term investment in this resource will be based on the results of this evaluation.

6. **What Are the Implications for Teaching and Learning?**
The archive can be used for the following purposes:
- Review media coverage of events in different subject areas ranging from politics and finance to the sciences. This is a chance to introduce students to the challenges of evaluating mainstream media content and to discuss how media outlets approach complex topics.
- View short documentaries on different topics including history, ethnic studies, and science.
• View interviews with notable cultural figures including writers, artists, and technology leaders.
• Open the repository to students for them to find content relevant to a research topic.

7. What are the Potential Issues or Things to Consider?
As with any learning repository, there are issues of information literacy and media rights to consider.
• Viewers need to note the air date of any story. Although a black and white clip is obviously several decades old, the time for other clips may not be quickly discernable. For instance, a profile of a city recovering from an economic crisis could date from the early 1980s, not the early 2010s.
• Coverage is not comprehensive. The archive does not contain every news story, but selected highlights chosen by the NBC Learn curators. The archive is being expanded on a daily basis with both historical and current new coverage.
• Non-academic keywords should be used for searching (e.g., “language” or “English” instead of “linguistics”). Instructors looking for a video using a specialized keyword may not find what is actually available.
• Digital Rights Management (DRM). For business reasons, the content of NBC Learn is fairly locked down. While instructors can download videos, they cannot be embedded on a web page or edited for length or to be included in a longer piece.