Neuro-Ophthalmology Virtual Education Library: NOVEL
NANOS 2012

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http://NOVEL.utah.edu/
The Neuro-Ophthalmology Virtual Education Library

A discipline specific, open access repository of digital materials (images, video, lectures, articles and animations), to be used for educational and research purposes by health care professionals, educators, patients, and students.

Collections

- AAO/NANOS
- Daroff, Robert B
- J Neuro-Ophth
- Kennerdell, John S
- Moran Eye Center
- NANOS Historical Collection
- Sadun, Alfredo A
- Walsh & Hoyt Clinical Neuro-Ophthalmology
- Wilhelm, Helmut
- Cogan, David G
- Hoyt, William F
- Kardon, Randy
- Loewenfeld, Irene
- Newman-Toker, D
- Smith, J Lawton
- Walsh Sessions
- Wray, Shirley H

NOVEL URL
http://NOVEL.utah.edu
NOVEL Staff

- Nancy Lombardo, Project Director
- Ray Balhorn, Video Compressionist, Web Designer
- Stephen Mossbarger, Web Developer, Programmer
- Bryan Hull, Web, Database, Metadata, Graphics
- Mike Thelin, Metadata Cataloger
- Maggie Dwenger, Scanning Technician, Metadata Entry
- Peter Jones, Walsh & Hoyt Textbook
- Part Time Staff Assistants, as needed
NOVEL Collections

• Ongoing Collections:
  – JNO
  – NANOS Annual Meeting Syllabi
  – Walsh Society meeting

• Updated quarterly or annually
• Important literature for NANOS, particularly Walsh and NAM “gray literature”
JNO Archives

- Complete collection of JNO available
- New issues added quarterly (1 year embargo)

- http://NOVEL.utah.edu/jno
NANOS Annual Meeting

- Syllabi being indexed and added
- 2004 - 2010 online
  - 1081 items, searchable
- 2000 – 2003 coming soon!
  - Thanks to Stephen Mossbarger and Bryan Hull
NOVEL Collections

- Walsh Society Meetings – 1592 objects
  - Archives 1969 - 2010
  - Adding 2011 now
  - 2005 - 2009 - PPT, abstracts, video of presentations for some
  - Found missing year: 1976 – Available now
  - http://NOVEL.utah.edu/Walsh
Cogan Collection

- Shirley Wray and Nick Hogan came to Utah Sept 21 – 24
- Assisted in sorting and prioritizing the Cogan material
- Many video clips will be added to NOVEL
Walsh & Hoyt Textbook

- Textbook is added as a collection in NOVEL
- Complete contents in PDF format
- ToC on side panel for navigating
Walsh & Hoyt Textbook

- Potential for creating a more interactive textbook - color images, video, links to NOVEL
- Would require staff and resources
- Grant project?
- See WebVision:
  http://webvision.med.utah.edu/
NANOS Annual Meeting

- Identify a select group of excellent presentations
- Add video of presentation, PPT slides to NOVEL as well as the paper from the syllabus
- Enhance the collection
- Preserve the best
- Program Board could make recommendations?
Neuro-Ophthalmic Examination Collection?

- Exam videos very popular in NOVEL
- Identify exams, create videos demonstrating
- “How to Use the Direct Ophthalmoscope”
  - May 3, 2010 – present - 23,598 YouTube views
  - DNT Exams – 2502 Hits in 2011
  - RAPD Not Present – 373
  - Visual Fields - 273
  - How to measure RAPD 247
  - RAPD Present 229
  - How to DO – 135
  - Visual Acuity 101
Use YouTube to Promote NOVEL

• Post a few selected clips
• Put NOVEL URL in the metadata
• Lead more users to our site
Promote NOVEL in WorldCat

- WorldCat is the world's largest network of library content and services.
- Placed a record for NOVEL, with link to our site
Pricing for Use

• Response to requests to use NOVEL images or video in publications or fee based Web sites

• The fee for each media type for 2011:
  – Video materials - 168.75 per video, per year of use or access
  – Still images - $81 per image, per year of use or access

• Japanese textbook paid $486 for use of 6 Hoyt images in September 2011
NOVEL Collections

- Mobile access to multimedia!
  - http://NOVEL.utah.edu/mobile
  - Thanks to Ray Balhorn!
## NOVEL Web Site Usage

<table>
<thead>
<tr>
<th>NOVEL Web</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009*</th>
<th>2010</th>
<th>2011*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hits</strong></td>
<td>1,640,958</td>
<td>2,072,613</td>
<td>1,785,154</td>
<td>2,357,067</td>
<td>2,720,000</td>
<td>2,454,023</td>
<td>1,893,645</td>
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<tr>
<td><strong>Page Views</strong></td>
<td>422,915</td>
<td>731,571</td>
<td>639,614</td>
<td>1,236,651</td>
<td>1,390,283</td>
<td>1,196,243</td>
<td>619,970</td>
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<tr>
<td><strong>Visits</strong></td>
<td>305,309</td>
<td>341,047</td>
<td>406,878</td>
<td>207,332</td>
<td>199,974</td>
<td>230,685</td>
<td>197,203</td>
</tr>
</tbody>
</table>

*Web site redesigned in 2009 and 2011, changed organizational structure, impacted usage stats*
## Video Usage Statistics

### 2004 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>Clips</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>77,772</td>
<td>144</td>
</tr>
<tr>
<td>2010*</td>
<td>76,725</td>
<td>154</td>
</tr>
<tr>
<td>2009</td>
<td>139,117</td>
<td>146</td>
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<td>2008</td>
<td>75,296</td>
<td>105</td>
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<tr>
<td>2007</td>
<td>62420</td>
<td>101</td>
</tr>
<tr>
<td>2006</td>
<td>14,365</td>
<td>90</td>
</tr>
<tr>
<td>2005</td>
<td>8956</td>
<td>72</td>
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<tr>
<td>2004</td>
<td>9463</td>
<td>61</td>
</tr>
</tbody>
</table>

* Video assets moved to new server in 2009. Changed clip formats. Statistical analysis completely different.
International Visits
Global Reach

144 countries have NOVEL users in 2011!
Questions

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