

## NEW BOOK

### *The Origins of Internet Video: How It Has Transformed Organizational Communication*

Streaming video is everywhere. It has completely changed politics, entertainment, sports and interpersonal communication on the Internet. However, the smooth video and clear audio one sees today has taken many years to evolve.

The video before YouTube was often murky and flickering; hardly the stuff to revolutionize communication. Brent M. Eastwood, PhD, takes a historical look at web video with an important case study that took place nearly a decade ago. At the time, many personal computers and connections to the Internet could not deliver quality video.

Organizational behavior and communication had to adapt to the new innovation despite its flaws. With research that was remarkably ahead of its time, Eastwood explains how web video has become so influential and prevalent. *The Origins of Internet Video* tells a story of how it all began and how it will continue to dominate communication in the future.

#### **About Brent M. Eastwood, PhD** **[brent@goeastwood.com](mailto:brent@goeastwood.com)**

Dr. Brent M. Eastwood, PhD, is an experienced domestic policy and international security expert. He is the author of the 2008 book *Solutions for a 21st Century Economy*. He also co-wrote the "Economic Freedom Index: 2008 Report" from the Pacific Research Institute and Forbes Magazine. Brent was recently published in *Applied Research in Economic Development*.

In 2008, Brent served as a floor whip for the John McCain for President Campaign at the Republican National Convention in Minneapolis. He has worked on numerous campaigns at the Presidential, U.S. Senate, U.S. House, state and local level. He ran for city council while a graduate student in 2005.

Brent represented George Mason University as an academic observer at the U.S. Department of State's Middle East Peace Conference in Annapolis, Maryland in 2007. He was chosen to represent the U.S. at the 2006 NATO Summit "Young Leaders' Forum" in Riga, Latvia where he gave foreign policy recommendations on the war in Afghanistan to the NATO Secretary-General.

Brent was also an Adjunct Professor at George Mason University School of Public Policy where he taught graduate seminars in national security, governance, and public policy.

He has been a contributor to *The American*, from the American Enterprise Institute. Brent has served as an Adjunct Researcher in Science and Technology for the RAND Corporation's National Defense Research Institute. He conducted strategic policy, performed technical analysis, and co-authored two studies for the Under Secretary of Defense, Acquisition, Technology, and Logistics (AT&L).

He is a former US Army Infantry officer and Distinguished Military Graduate with five years military experience. Brent has earned a PhD in Political Science, an MA in International Relations, an MS in Journalism, and a BA in English. Brent lives with his wife and son in Albuquerque, New Mexico.



Brent M. Eastwood

#### **The Origins of Internet Video**

How It Has Transformed Organizational  
Communication

#### **Excerpt:**

I performed research for this book in 1999 and 2000 when the use of streaming Internet video was in its infancy. News organizations had just started using it. YouTube and other Internet video hosting web sites were some years away.

A relative few people had broadband Internet connections and depended on dial-up connections which made Internet video an annoying flicker. In many cases the video did not match with the audio resulting in a comical "lip flap" when people spoke.

Why did I conduct research on Internet video at the time? No one in broadcasting or academia really took my research on streaming video seriously.

Internet news in the mid-90s was a frustrating undertaking. File Transfer Protocol (FTP) software was at its nascent stage and updating the web site was very difficult. I had no idea at the time that the Internet would completely change the way news was covered.