



Podcasting and Vodcasting: New Methods for Content Delivery and Assessment

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Agenda

- What are podcasts and vodcasts?
- How are universities using these technologies?
- Where do I find content appropriate for my courses?
- How do I create my own content?
- How do I develop pod- and vodcast-based assignments?

A photograph of a single, bright yellow leaf lying on a reddish-brown brick surface. The leaf is positioned in the upper right quadrant of the image. The bricks are arranged in a grid pattern, and the overall scene is framed by a dark red border.

What Are Podcasts and Vodcasts?

Rick Shelton

Podcasts and Vodcasts

- Digital audio and video files distributed over the Internet
- Download and use the content on a computer or a mobile device such as an iPod or an MP3 player
- Available through direct download from websites or through a subscription feed
- Podcasting software – iTunes, Juice, iPodder – needed to subscribe
- Once downloaded, the podcasts and vodcasts are not limited to online use

Podcasts and Vodcasts

- Pod- and vodcasting are based on RSS, the software that makes subscription possible
- RSS is server-side, not local software
- Digital audio can be converted to an MP3 file, a format recognized by RSS
- Digital video can be converted to a variety of formats that RSS can deliver
- The RSS file includes text that describes your MP3 or video file for the potential user

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How Are Universities Using These Technologies?

Donna Shelton

Methods for Using the Technology

- Universities are using podcasts and vodcasts
 - As content delivery methods for online or hybrid courses
 - As supplements to traditional courses accessed through course management systems such as Blackboard or through dedicated servers
 - As outreach or recruiting tools for the university

Methods for Using the Technology

- University use of podcasts and vodcasts
 - Published podcasts and vodcasts with content appropriate for the course
 - Content created by the instructor
 - Content created by other university staff
 - Content created by students
- A number of institutions have initiated podcast-based programs

Current Use of Technologies

- Georgia College and State University
 - Milledgeville, central Georgia 90 miles from Atlanta
 - The iVillage
 - A virtual learning community for freshmen using iPods and WebCT
 - Created fall 2005
 - Course-related iPod projects
 - Descriptions of projects in history, literature, music and other disciplines available
 - For more information, see <http://ipod.gcsu.edu/>

Current Use of Technologies

- Duke University iPod First-Year Experience
 - Incoming freshmen in fall 2004 given iPods and recording accessories
 - Academic use did not meet expectations
 - University's own evaluation of the project revealed a number of challenges, including faculty training
 - Now the Duke Digital Initiative, modified and reduced in scope to identified courses
 - For more information, see <http://www.dukenews.duke.edu/2005/12/ipodupdate.html>

Current Use of Technologies

- Stanford University
 - Stanford on iTunes
 - Offering audio content from lectures, interviews, and other university events
 - Some content free and available to public, other content restricted to Stanford community
 - See <http://itunes.stanford.edu/> for more information

A photograph of a single, bright yellow leaf lying on a red brick surface. The brick is a deep, textured red, and the leaf is a vibrant yellow, suggesting autumn. The leaf is positioned in the upper right quadrant of the image. The entire scene is framed by a dark red border.

Sources of Content

Pamela Christol

Sources of Content

- Podcast directories are searchable and generally organized into subject matter categories
- Some more academically oriented than others
 - The Education Podcast Network, <http://epnweb.org>
 - Podcasting News, <http://www.podcastingnews.com/>
 - Podcast.net, <http://www.podcast.net>
 - Podcast Alley, <http://www.podcastalley.com>
 - The Podcast Network, <http://www.thepodcastnetwork.com>
 - iTunes Podcasts, www.apple.com/itunes/podcasts/
 - Vodstock, <http://www.vodstock.com>

Sources of Content

- Other podcast and vodcast sources are more traditional online sites offering new delivery methods
 - NPR, www.npr.org
 - CNN, www.cnn.com
 - PBS, www.pbs.org
 - ABC News, www.abcnews.com
 - CBS News, www.cbsnews.com

Sources of Content: A Warning

- Podcasts and vodcasts are easy and inexpensive to create
- Anyone can and does publish them
- Files containing adult content, extreme views, and inaccurate information are common
- As with all online content, instructors must be cautious

A photograph of a single, bright yellow leaf resting on a red brick wall. The leaf is positioned in the upper right quadrant of the image. The bricks are arranged in a grid pattern, with dark mortar lines. The overall scene is framed by a dark red border.

Creating Podcasts and Vodcasts

Rick Shelton

Creating Podcasts and Vodcasts

- Hardware needed for podcasts
 - Digital audio recorder
 - Microphone
 - Computer to upload files
- Hardware needed for vodcasts
 - Webcam or digital video camera
 - Computer to upload files

Creating Podcasts and Vodcasts

- Software needed for podcasts
 - Application to download the digital file from the recorder to the computer
 - Generally comes with the recorder
 - File conversion application, such as iTunes
 - www.apple.com/itunes, free download
 - RSS server software for subscriptions
 - Open-source applications such as Drupal, www.drupal.org
 - Server software would be managed by university IT staff

Creating Podcasts and Vodcasts

- Record your content
- Save the audio at maximum quality
- Convert the file to MP3 format using iTunes or another application
- Upload the MP3 file to a web or course management server
- Test them on a computer and on any MP3 player

Creating Podcasts and Vodcasts

- Software needed for vodcasts
 - Screen capture applications such as
 - Camtasia
 - Apple QuickTime Pro
 - Windows Media Encoder, free download from www.microsoft.com

Creating Podcasts and Vodcasts

- For a tutorial on creating podcasts, see the *Webmonkey* article "All the World's a Podcast" by Michael Calore
 - <http://www.webmonkey.com/webmonkey/05/52/index4a.html>
- See also the *Podcasting News* article, "Make Your First Podcast"
 - <http://www.podcastingnews.com/articles/How-to-Podcast.html>



Incorporating Podcasts and Vodcasts into Your Courses

Pam Christol and Donna Shelton

Using the Technologies: Science

- NASA Online, <http://www.knowitall.org/nasa/>
 - NASA Learning Modules
 - NASA Connect
 - Destination Tomorrow
- NASA's Sun-Earth Connection Education Forum, <http://sunearth.gsfc.nasa.gov/podcasts/>

Using the Technologies: Science

- NASA Brain Bites
 - One-minute videos answer some of the questions about space you were afraid to ask
 - <http://brainbites.nasa.gov>



Using the Technologies: Science

- The Naked Scientists Internet Radio Show
 - Physicians and researchers from Cambridge University
 - Use radio, live lectures, and the Internet to strip science down to its bare essentials and promote it to the general public
 - Award-winning BBC weekly radio program, The Naked Scientists
 - <http://www.thenakedscientists.com/>



Using the Technologies: Science Education

- Student presentations
 - Education student conducting in-class demonstration
 - Hands-on, inquiry-based density lab



Using the Technologies: Spanish

- Mini-lessons for review
 - Instructor-produced
 - Audio file and screen capture of PowerPoint
- Supplemental content for upper-division courses
 - Spanish-language podcasts on cultural, historical, or political topics
 - Podcasts from variety of countries for analysis of dialectical variations



Using the Technologies: Spanish

- Interpersonal, presentational, or interpretive course assessments
 - Student-produced in class at present
 - Small-group conversations, oral presentations combined with PowerPoint presentation
- Program assessment artifacts
 - NCATE content-area portfolio
 - Future portfolio for BA program



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How Difficult Is It to Create a Podcast?

Rick Shelton

A Quick Podcasting Activity

- We will break into small groups
- Each group will spend a few minutes reviewing the instructional use of podcasts and vodcasts
- Each group needs to select a spokesperson
- We'll pass out recorders and microphones
- Each spokesperson will record a summary of the group's ideas
- We'll show you how easy it is to make a podcast

Presentation Resources

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Questions?

Thank you!

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