Podcasting
A Quick Overview
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Key Web 2.0 Technologies

- The first killer app of Web 2.0 is easy participation
- Some of the ones taking it mainstream:
  - Blogs, Wikis, RSS, & Instant Self Publishing
  - Self Service Advertising
  - Podcasts
  - Flickr photo sharing
  - Social Bookmarking & Tagging
  - Social Networking
  - Creative Commons
Podcasting

- More than audio on the web
- Audio on the web has been around for a long time
- What makes a podcast a podcast is the distribution channel
- iPod is optional ...
Quick Level Setting

- Podcasting can be used to:
  - Record and make lectures available
  - Provide quick feedback
  - Disseminate research findings
  - Engage experts in discussions
  - Connect and engage communities
  - Extend the reach of our digital content
Associated Technologies
The RSS Channel

- Really Simple Syndication
- RSS is a web syndication protocol used to provide dynamically updated web content
- Allows people to subscribe via an RSS Aggregator to a website and be notified as content is updated
- Six million Americans get news and information fed to them through RSS aggregators*

* Pew Internet & American Life Project, The State of Blogging, January 2005
How it Works
Podcast is published and a link to the MP3 is inserted into the publisher’s RSS feed. The RSS feed delivers the file. File is available locally. Connecting MP3 Player synchronizes files so they are available for anytime use.
Multiple Options

- The infrastructure to support:
  - Xcasting
  - Streaming
  - Standard downloads via direct links
  - Searchable via LionShare
The Revolution Will Be Podcasted

- 29% of the 22 million iPod owners in the US have downloaded podcasts (that’s more than 6 million people!)
- College students are three times as likely as anyone else to own an MP3 player
- Men and women are just as likely to have downloaded a podcast
- Nearly half of iPod/MP3 owners aged 18-28 have downloaded podcasts

* Pew Internet & American Life Project, Podcasting, April 2005
Higher Education Examples

- Duke Freshman Experience
- University of Michigan School of Dentistry
- University of Missouri School of Journalism
- Stanford iTunes
- Purdue University Boilercast

*This is very easy to do on a small scale, but very difficult to do it for all of the University.*
From Purdue

- Own or planning to buy the following for podcast use:
  - iPod = 41.8%
  - Non-iPod = 18.4%
  - Laptop Computer 59.2%
Usage Example: Purdue

- Service live: 8.22.2005
- 35 courses initially
- 1080 downloads the first week
- Currently manages 70 courses
- Downloads as of 10.17.2005 39,777
Findings: U of Michigan

- Audio only is the most preferred type of xcast
- Has not impacted class attendance
- Student satisfaction with courses has risen
- 100% of requested courses have been podcasted
A PSU System?
PSU Podcasting Goals

- Easy way to capture, index, and share classroom events
- Easy to use interface for scheduling, recording, and submitting files
- Easy enough for support staff, TAs, faculty, and students to learn how to do in 15 minutes
- Automatic RSS feed publishing
- Platform independent -- from creation to playback
Pilot Details

• ETS is working on a podcasting pilot that includes:
  • Maximum of 10 participants
  • University Park only
  • A suite of podcasting options, including a customized recording application that will sit on ITS Classroom/Lab Machines in select areas
  • A public website located at http://podcasts.psu.edu
Pilot Dates

- Podcast Pilot
  - 2/15
  - 3/1
  - 4/1
  - 5/1

- Podcasts Available

- Faculty selected
- Site available
- Classroom recording
- iTunes U
The Podcasting Process
High End Creation
Capture

PSU Podcaster

Recording  Information

Record  Pause  Stop

Levels

Duration

01:33:59
Capture
Storage, Index, Distribution

http://podcasts.psu.edu
iTunes U

Stanford on iTunes
Stanford University and Apple are pleased to offer university-related audio content via iTunes®.
PSU End to End

Creation

Distribution & Playback

Storage, Index, Distribution

Process
Questions?