

# Podcasting in Academia: What, Why and How?



SULAIR Technology Chalk Talk  
Kimberly Hayworth  
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# What is a podcast?

“A podcast is a media file that is distributed over the Internet using syndication feeds, for playback on portable media players and personal computers.”



(<http://en.wikipedia.org/wiki/Podcasting>)

# What makes it a podcast?

“...a podcast is distinguished from other digital audio formats by its ability to be downloaded automatically, using software capable of reading feed formats such as RSS or Atom.”

**RSS**

(<http://en.wikipedia.org/wiki/Podcasting>)

# RSS?

- ❖ **Really Simple Syndication**
- ❖ **Rich Site Summary**



RSS is a family of web feed formats used to publish frequently updated digital content. Podcasters syndicate a web feed which allows users to subscribe to it and automatically receive new podcast episodes.

(<http://en.wikipedia.org/wiki/Podcasting>)

# Stanford on iTunes U

❖ Public iTunes

<http://itunes.stanford.edu>

❖ CourseWork iTunes

<http://itunes.stanford.edu/coursework>

❖ Community iTunes

<http://itunes.stanford.edu/community>

# **Why podcast in Academia?**

- ❖ Allows for self-paced, mobile learning
- ❖ Accommodates a variety of learning styles
- ❖ Promotes active learning and engagement
- ❖ Provides access to subject matter experts

# Podcasting and Pedagogy

- ❖ News/Updates
- ❖ Guest Lectures
- ❖ Student Presentations
- ❖ Student-produced Podcasts
- ❖ Interviews with Guest Experts
- ❖ Tours Fieldwork
- ❖ Internships/Residencies
- ❖ Feedback/evaluation of student work
- ❖ Supplementary material (speeches, music, or other audio recordings)
- ❖ Short language lessons, or other lessons that help students develop listening and speaking skills

<http://dmc.umn.edu/etf/podcasting.pdf>

University of Minnesota  
Digital Media Center

# Examples

❖ “Classroom in the National Parks”

College of Earth and Mineral Sciences at Penn State

<http://www.ems.psu.edu/features/podcast-video.xml>

❖ <http://www.dent.umich.edu/itunes>

❖ <http://www-sul.stanford.edu/depts/music/restricted/iTunes.html>

❖ <http://screencastsonline.com/sco>

# Who's trying podcasting?

## ❖ Regina Roberts

- Information Literacy
- <http://2thestacks.blogspot.com>
- [Regina.roberts@stanford.edu](mailto:Regina.roberts@stanford.edu)

## ❖ Sik Lee Dennig's Students

- Intermediate Cantonese
- Midterm and Final Group Exams

## ❖ Laura Roman

- Program in Writing and Rhetoric
- Rhetoric of Music in Film

# Other Uses of Podcasting

- ❖ Outreach
  - Raising awareness of services
  - Staying in touch with alumni
- ❖ Recruiting
- ❖ Orientations/Tours
- ❖ Training/Tutorials
- ❖ Marketing

# How do you find podcasts?

## Podcast Directories

- ❖ iTunes (click Directory button)
- ❖ <http://directory.edufeds.com>
- ❖ <http://podcastalley.com>
- ❖ <http://www.podzinger.com>
- ❖ <http://podshow.com>
- ❖ <http://www.podcast.net>
- ❖ <http://podcastpickle.com>
- ❖ <http://www.ipodder.org>
- ❖ <http://www.podscope.com> (can search in audio for terms)
- ❖ <http://podcasts.yahoo.com>

# How to podcast

- ❖ Mark Branom, ITS  
"Podcasting, Video, and Sound in Web Pages"  
<http://techtraining.stanford.edu/videosound/>
- ❖ <http://seminars.apple.com/seminaronline/podcast/apple/index.html?s=203>
- ❖ <http://www.apple.com/business/tip/garageband/index.html>
- ❖ <http://movielibrary.lynda.com/html/modPage.asp?ID=214>
- ❖ [http://www.podcastingnews.com/articles/Make\\_Podcast\\_Blogger.html](http://www.podcastingnews.com/articles/Make_Podcast_Blogger.html)
- ❖ [http://www.feedburner.com/fb/a/help/blogger\\_quickstart](http://www.feedburner.com/fb/a/help/blogger_quickstart)
- ❖ <http://www.duke.edu/ddi/howto>

# Podcast Workflow

- ❖ Capture content
- ❖ Post production in Bias Peak, GarageBand or iMovie
- ❖ Upload file to AFS space
- ❖ Post show link to file in Blogger
- ❖ Link to Blogger's atom.xml from Feedburner

# Interviewing Tips

- ❖ <http://podcasting.about.com/od/interviewtips/ht/pcastiinterview.htm>
- ❖ <http://www.prx.org/articles/561>
- ❖ <http://prx.org/articles/570>

# Conferences

- ❖ <http://www.newmediaexpo.com>
- ❖ <http://podcastacademy.com>
- ❖ <http://www.macworldexpo.com>

# Resources

- ❖ <http://forums.feedburner.com/viewtopic.php?t=988>
- ❖ <http://www.darcynorman.net/2004/10/30/podcasting-for-education>
- ❖ <http://www.educause.edu/LibraryDetailPage/666?ID=ELI7003>
- ❖ [http://www.educause.edu/content.asp?page\\_id=7495](http://www.educause.edu/content.asp?page_id=7495)
- ❖ <http://connect.educause.edu/blog>
- ❖ <http://podcast411.com>
- ❖ <http://www.apple.com/itunes/store/podcastsfaq.html>
- ❖ <http://discussions.apple.com/forum.jspa?forumID=1107>
- ❖ <http://sourceforge.net/projects/audacity>
- ❖ <http://sourceforge.net/projects/lame>
- ❖ <http://www.apple.com/itunes/podcasts/techspecs.html>

# Questions / Discussion

Contact Information:

Kimberly Hayworth

[kimhwrth@stanford.edu](mailto:kimhwrth@stanford.edu)