The Power of the Podcast

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Presentation Goals

- What is a "podcast"?
- How do I get podcasts?
- Why should I use podcasts?
- How do I create podcasts?
- How about Moodle and the podcast?
- How about Flash?
- Any other interesting podcast features?

2

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Podcasting Definition¹

- Podcasting is a new format for distributing audio and video content via the Internet. Actually, podcasting is just multimedia content enclosed into an RSS file.
- RSS means Really Simple Syndication. RSS is a special format based on XML. In fact, RSS feeds are XML files containing data according to the RSS specification, and usually located on a website.
- XML: an HTML-like file for handling data.
- HTML: Hyper Text Markup Language
- 1 http://www.rss-specifications.com/

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Rick's Definition

A method of getting (subscribing) computer files (episodes), usually audio (mp3) or video (m4v/mp4), from a catalog (RSS feed, XML) on the Internet (website), and having them automatically delivered to your computer and then to your iPod (or other multimedia/mobile players).

Podcast Demonstration

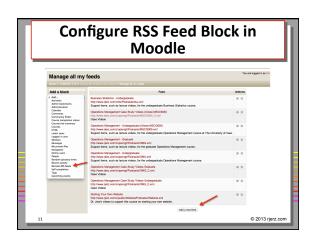
· How to get one of Rick's podcasts from iTunes

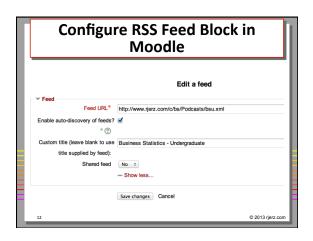
Getting Podcasts - Features

- Get podcast to your computer via iTunes
- PC and Mac solution
 iPod, iPhone, iPad, Android, Apple TV (no DVD)
- Manually adding feed to iTunes (no iTunes store)
- Firefox, Chrome, Internet Explorer Moodle
- Flash
 - All of this by managing one computer file! The Power of the Podcast!

What Can Be Delivered • Audio (mp3, stereo, mono) Video (mov, m4v, mp4) • PDF & ePub files • Refer to Apple's Specification (http://www.apple.com/itunes/podcasts/specs.html) **Manually Adding to iTunes** • Demo • RSS file looks like: www.abc.com/filename.xml Firefox, Chrome, IE, & Safari • Demo

Integration with Moodle RSS Block Lecture Podcasts Continue What is Statistics? Using your iPod for course podcasts Who is Dr. Jerz? Overview of Moodle Course Introduction Video ITunes Podcast Overview Provides "video download," then play Streaming note: iPad, iPhone, Android





Configure	RSS Feed Block i Moodle	n
	Configuring a Lecture Podcasts block	
Choose the feeds which you would like to make available in this block:	No. 1 30 Bissiness Statistics - Undergraduate Operations Management - Creduate Operations Management - Creduate Operations Management - Lovergraduate Operations Management - Lovergraduate Operations Management - Lovergraduate Observation Management - Consultation Observation Management - Con	
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Flash • Flash can read the feed • Flash can play mp4 files • Rick's Flash player demo

Why use podcasts? Understood by students (Fad? Cool?) Mobile/Portable format (computer-less) Automatic delivery. One-step, done! (via Subscription) Tolerates slow computer network Allows students (people) to learn when they want to (asynchronous) Students already have the equipment to do use this technology

Creating Your Podcast?

- Create the content files (audio and/or video)
- Put these somewhere on the open Internet
- Create the RSS feed file (This is only one file)
- Put this somewhere on the open Internet
- Test your feed
 - iTunes, FeedForAll, Feed Editor
- Inform your audience (put into iTunes store, websites, etc.)

16

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RSS Feed File

- A "simple" text file, with some rules
 - Apple's podcast specifications
 - · Rick's demo file
- Edit with web editor, such as Dreamweaver
- Create and edit with specialized feed editors
 - FeedForAll (Mac)
 - Feed Editor (PC)

17

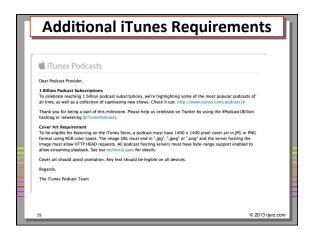
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Notes about Apple's iTunes Store

- Demo: Putting your podcast in the iTunes store
- iTunes and iTunesU
- iTunes is free to podcaster
- iTunes podcasts are free to users
- A cataloging service, not a container
- Big and easy audience
- Audited by Apple, no experimentation

18

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Fun Stuff • Adding structure to audios and videos on your iPhone

Questions?				
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