



PODCASTING IN EDUCATION

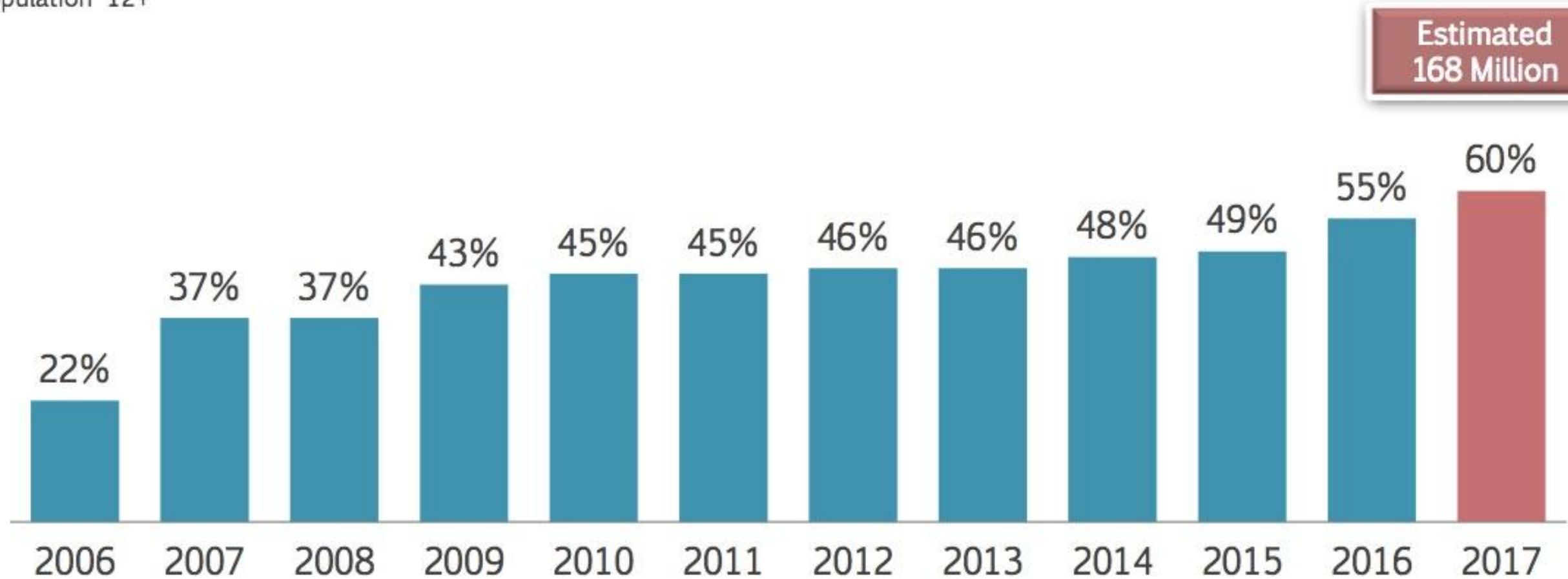


QUESTIONS

- What is podcasting?
- Why has it become so popular?
- Where do I find out about podcasts?
- Why should you get involved?

Awareness of the Term “Podcasting”

Total Population 12+



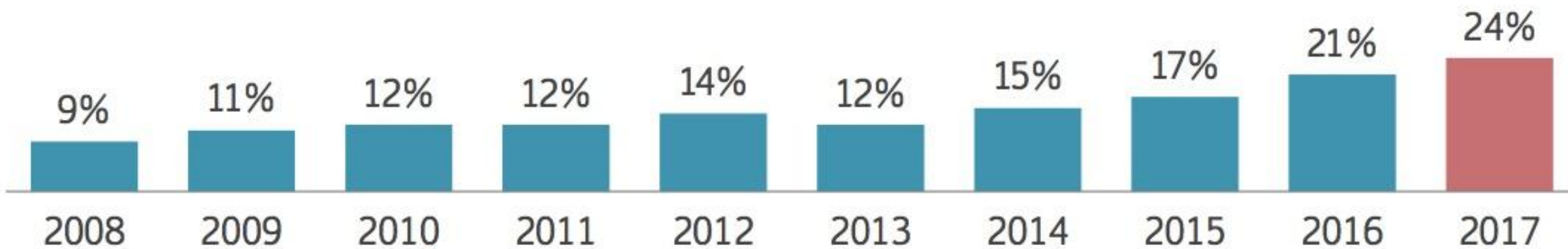
Estimated
168 Million



Monthly Podcast Listening

Total Population 12+

Estimated
67 Million

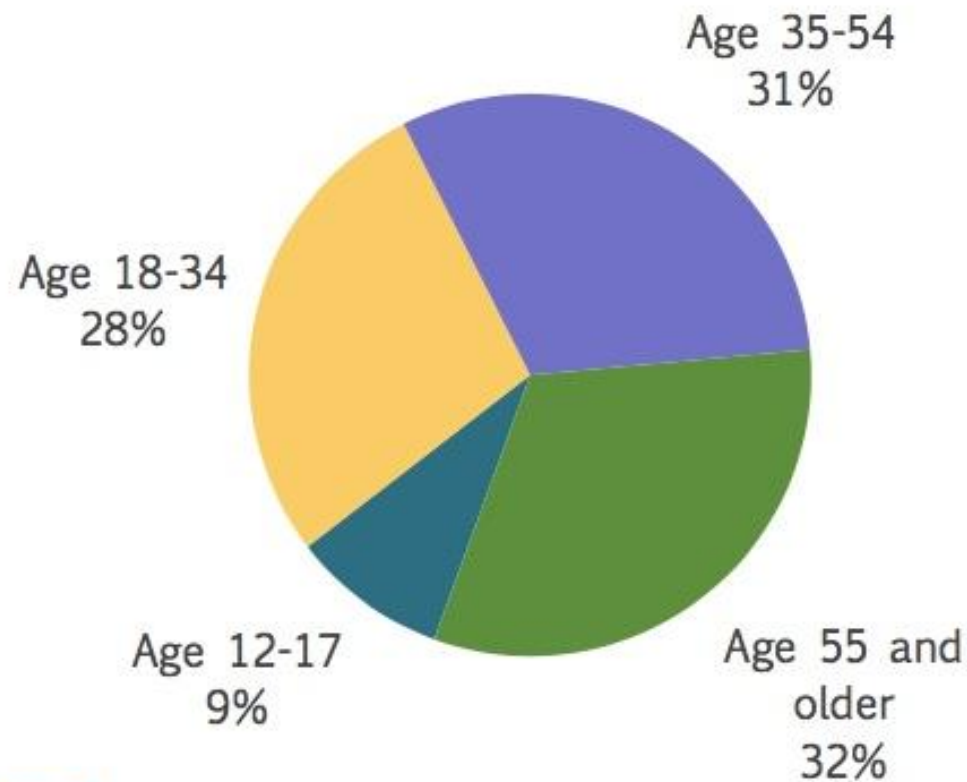


% listening to a podcast in last month

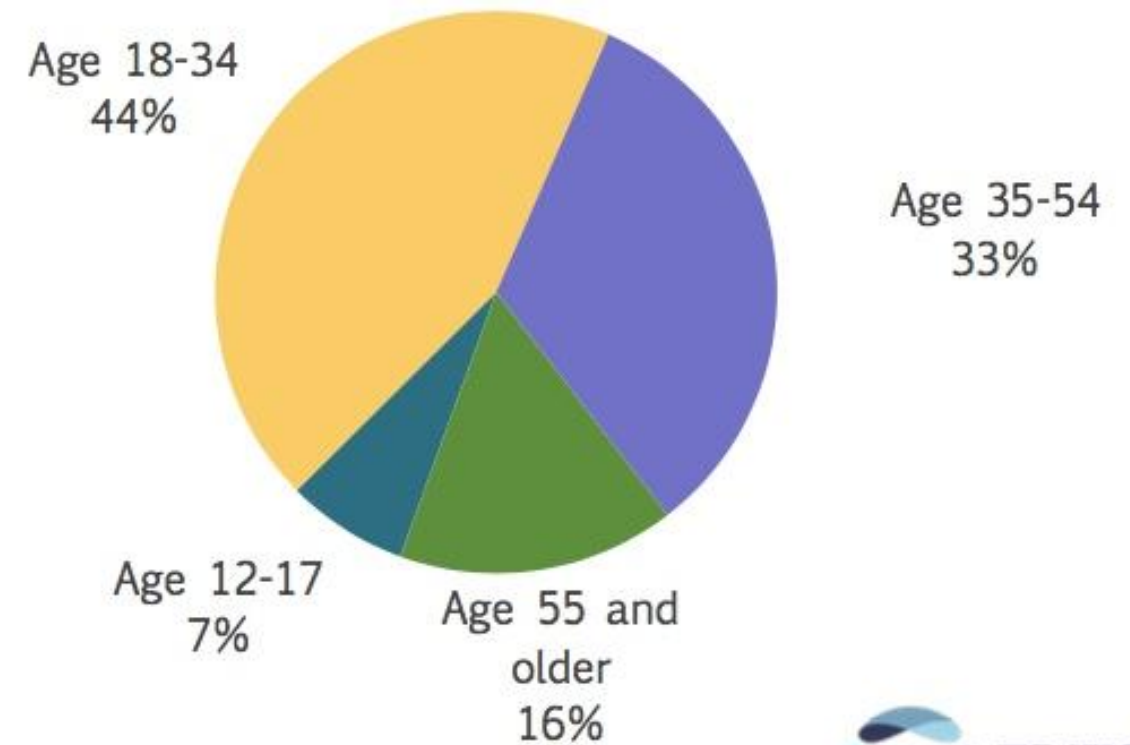


Podcast Consumers - Age

U.S. Population 12+



Monthly Podcast Consumers 12+





THE INFINITE DIAL
2017

How Do Podcast Consumers Listen to Podcasts?

Ever Listened to a Podcast 12+

Click on podcast
and listen immediately



77%

Download podcast
manually and listen later



41%

Subscribe to podcast and download
automatically to listen later



27%



% ever using method to listen to a podcast

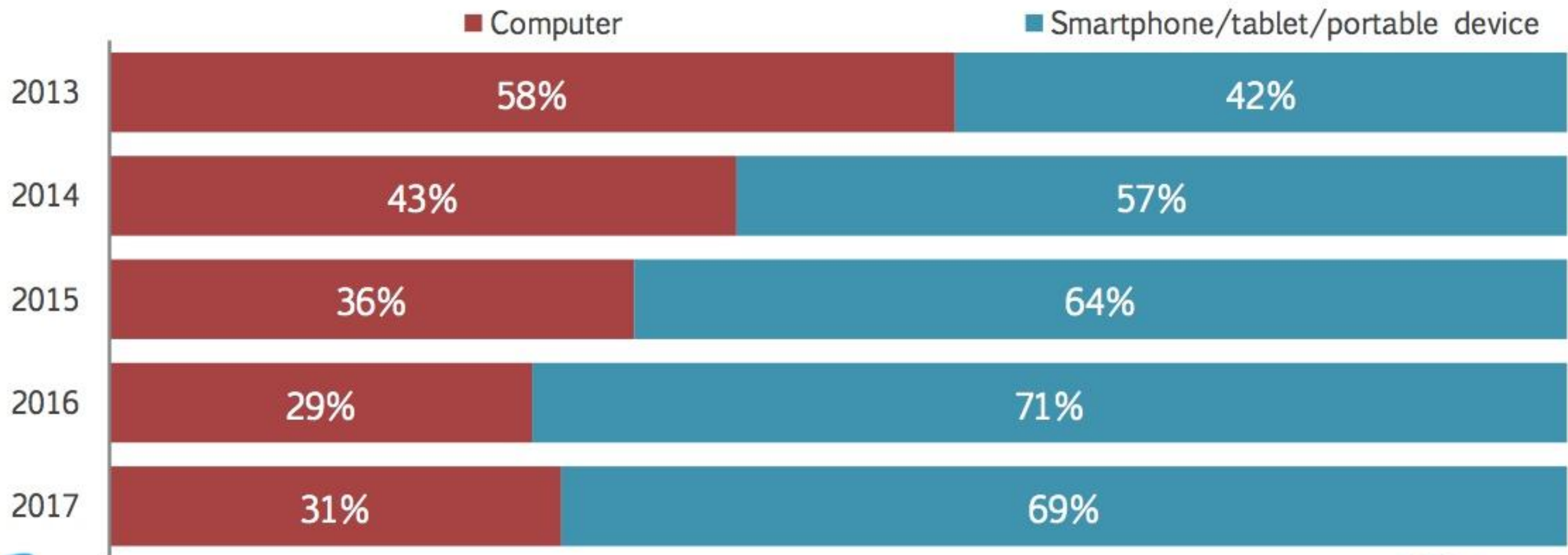




THE INFINITE DIAL
2017

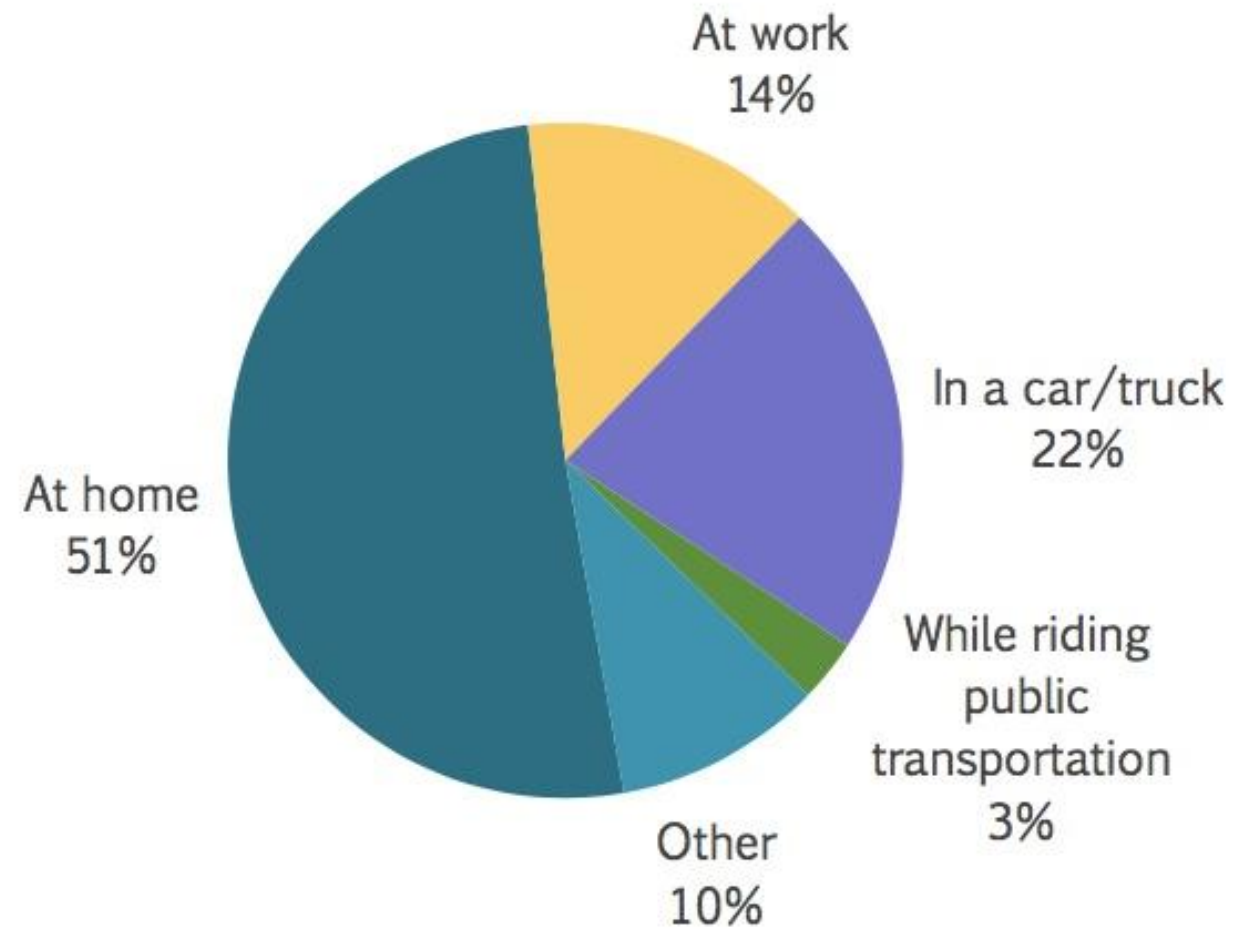
Device Monthly Podcast Consumers Use Most Often to Listen to Podcasts

Monthly Podcast Consumers 12+



Where are Podcasts Most Often Listened to?

Monthly Podcast Consumers 12+





WHAT IS PODCASTING

“Pod” – a mobile playback device such as an iPod or any other MP3

player (a laptop or desktop computer also works)

“Casting” – derived from broadcasting.

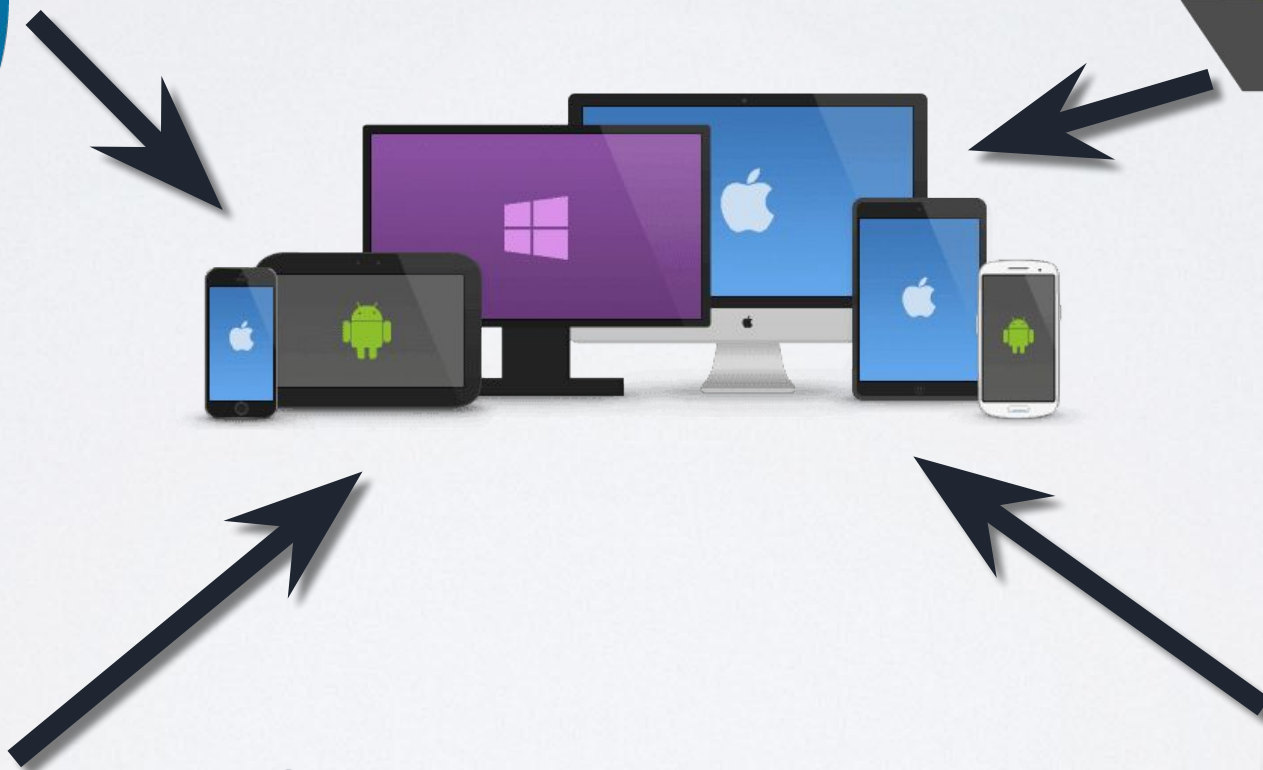
Podcasting is the distribution of multimedia files, such as audio and video, over the Internet

for playback on mobile devices and/or personal computers.

- Podcasts are regularly produced audio and video files that are available for subscription and that can automatically be downloaded to a computer and/or portable audio and video device.



WHAT MAKES PODCASTING DIFFERENT?

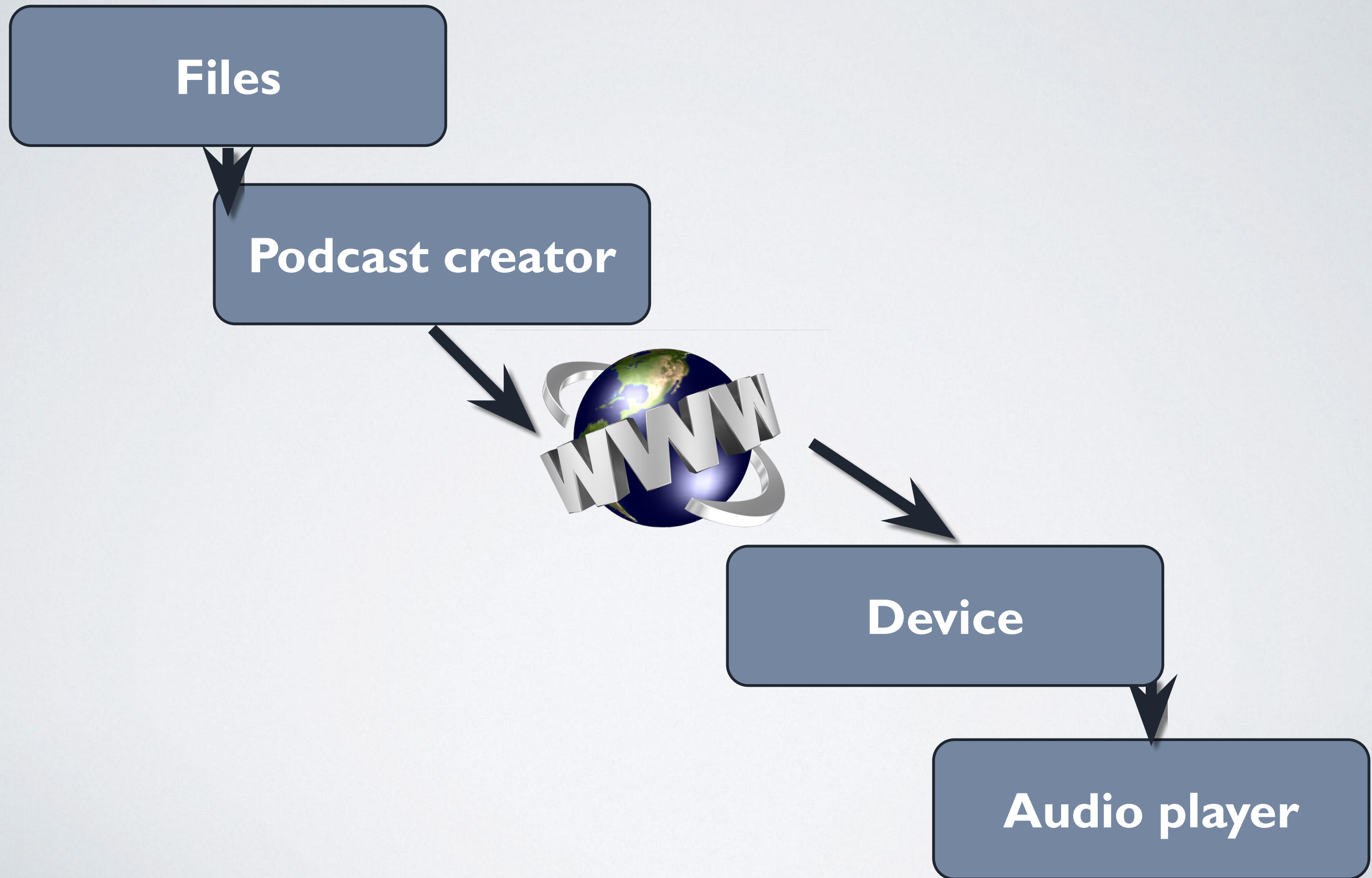


THE MAIN STAGES

- There are three general categories of activities and equipment involved in podcasting: file production, podcast publication, and delivery and playback.



HOW DOES IT WORK?



PODCASTING ROOTS

- Audioblogging (1980s)
- 1993
- 2000
- Our days



TYPES OF PODCASTS

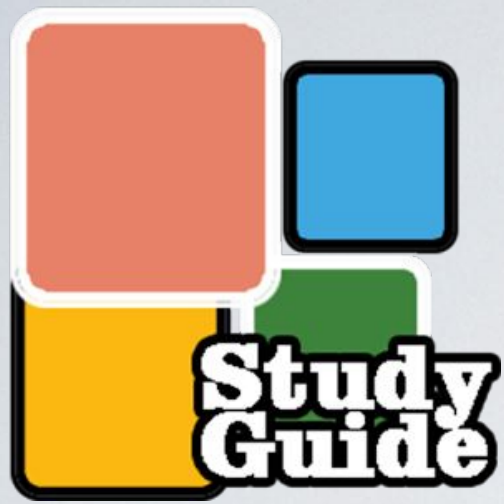
- Audio podcasts
- Enhanced podcasts
- Video podcasts
- Screencasts



TYPES OF PODCASTS

- Audio books
- Audio tours
- Indie Artists Demos
- Sportcasts
- Class lectures
- Political Debates
- Other (news, sermons, recipes etc)





TYPES OF PODCASTS (EDUCATIONAL)

- Lectures for students to listen to at their leisure. Guest speakers and special events.
- Student study guides.
- Supplemental materials for students.
- Help online students feel more connected.
- Have students create their own podcasts as part of your course. Staff development and training.



WHAT'S AN RSS FEED?

- RSS stands for “Really Simple Syndication” or “Rich Site Survey.”
- A feed reader or RSS reader is a piece of software or a Web-based tool designed to gather or display RSS feeds according to user-definable parameters



FINDING, LISTENING, AND BEING FOUND

- iTunes Music Store
- SoundCloud
- Stitcher
- Poddirectory
- Bluberry
- Podcastpedia
- iPodder.org



WHAT'S AN ENCLOSURE?

- RSS enclosures are a way of attaching multimedia content to RSS feeds by providing the URL (universal resource locator) of a file associated with an entry

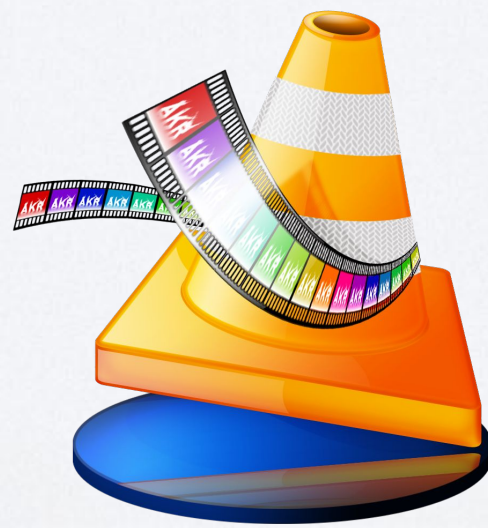


PODCASTERS

A podcatcher, or podcast client, is a computer program or an application used to download various media via an RSS or XML feed.



iTunes
Podcast



PODCAST DIRECTORIES

iTunes

archive.org

SoundCloud

Ourmedia.org

Podomatic

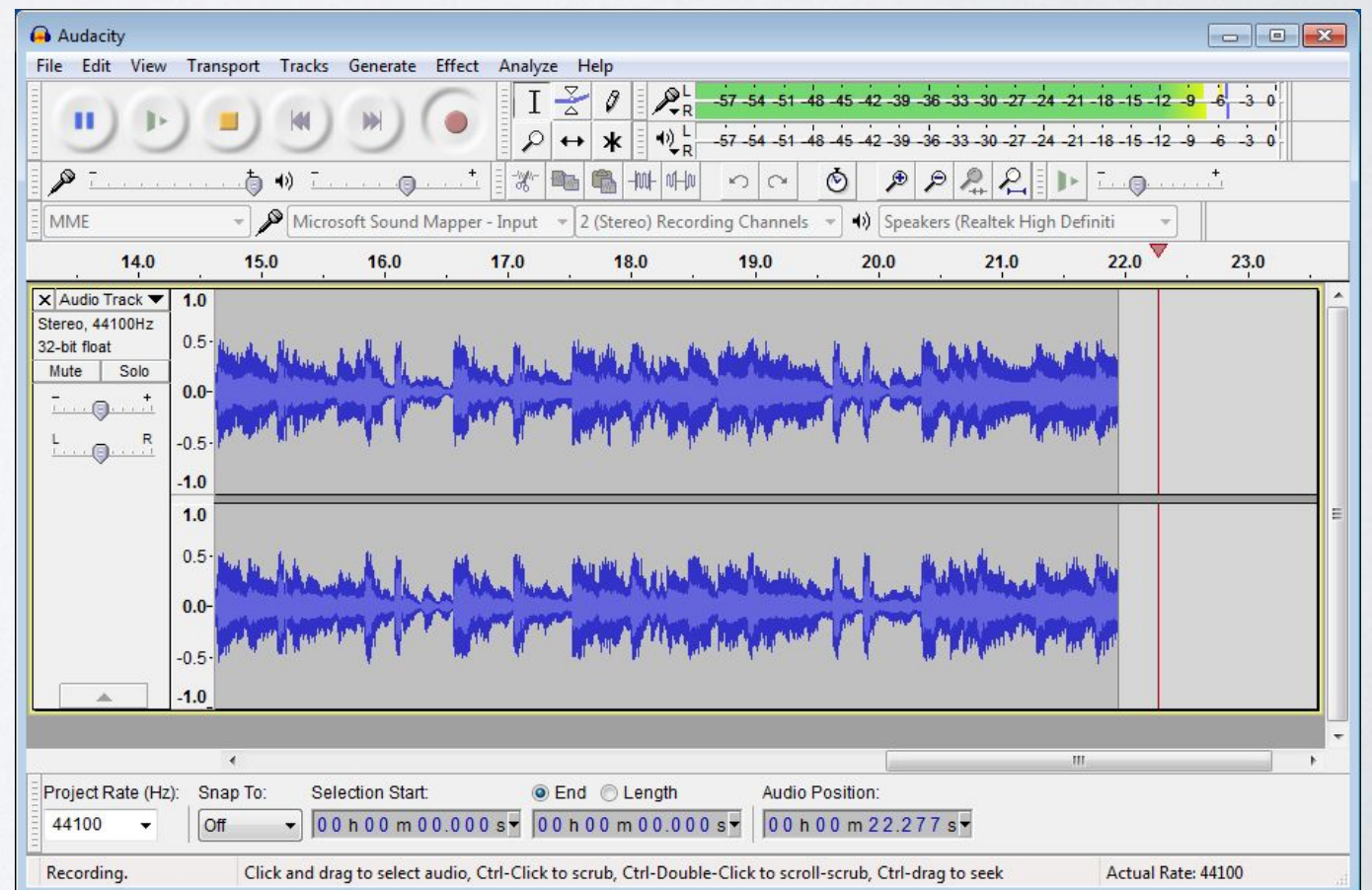
Amazon S3



WHY INTEGRATE PODCASTING INTO EDUCATION

- Get information about programs and services out to the community.
- Demonstrate the positive aspects and uses of current technologies
- Use the technology to teach the technology.
- Provide multiple formats for learning.

- content
- permissions and consent
- technology requirements
- format
- training
- frequency
- length
- marketing



SOFTWARE TO MAKE A PODCAST

- Garage Band

(<https://itunes.apple.com/ru/app/garageband/id408709785?mt=8>)

- Audacity

(<http://www.audacityteam.org/download/>)



<https://www.techsmith.com>



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