iPod therefore iAm
An mp3 Orientation Tour of the RMIT University Business Library
Podcasting

Infrastructure or Technology background

Podcast directories

Trends
Business Library mp3 tour project

Problems

Learning Styles

Yep, we think it is a good idea but perhaps try these..???
What is podcasting?

Podcasting is the death of the long, boring email
Audio-streaming is nothing new.
Podcasting in education

• Forerunners:
  – Taped lectures
  – Audio-streaming

• New opportunities
  – Durable (Digital recording processes)
  – Portable (Personal media players)
  – Automatic (Blogs, iTunes, RSS)
  – Convenient (Small file sizes)
• Not dependent on either iPods or Macs or mp3 players
• Not dependent on iTunes, Doppler or Juice or any other aggregating software
• What’s innovative about podcasting is its portability.
• People listen to them when they wish.
• Development of RSS (‘Rich site summary’ or “Really simple syndication”) - web feeds providing students with automatic notification/download
In 2004-05 there were over 6 million internet subscribers in Australia, which includes household and business connections.

**Product/Services Share**
- Dial up access 69.8%
- Permanent connections 30.2%

(Source: IBIS industry report: Internet Service Providers in Australia 27 April 2006)
10 percent of subscribers had an internet connection that offered speeds in excess of 1.5mb/s, which was 6.8 percentage points higher than in September 2003.

(Source: IBIS industry report: Mobile Telecommunications Carriers in Australia12 April 2006)
How many mobile phone subscribers are there in Australia?

<table>
<thead>
<tr>
<th></th>
<th>2003/2004</th>
<th>% of market</th>
<th>2004/2005</th>
<th>% of market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telstra</td>
<td>7.6m</td>
<td>46%</td>
<td>8.3m</td>
<td>45%</td>
</tr>
<tr>
<td>Optus</td>
<td>5.6m</td>
<td>34%</td>
<td>5.9m</td>
<td>32%</td>
</tr>
<tr>
<td>Vodafone</td>
<td>2.4m</td>
<td>15%</td>
<td>3.1m</td>
<td>17%</td>
</tr>
<tr>
<td>Orange</td>
<td>0.3m</td>
<td>2.3%</td>
<td>0.4m</td>
<td>2.3%</td>
</tr>
<tr>
<td>3</td>
<td>0.2m</td>
<td>1.5%</td>
<td>0.5m</td>
<td>2.9%</td>
</tr>
<tr>
<td>Hutchinson</td>
<td>0.6m</td>
<td>3.8%</td>
<td>0.9m</td>
<td>5.2%</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>16.4m</td>
<td></td>
<td>18.4m</td>
<td></td>
</tr>
</tbody>
</table>
### SMS sent in Australia: 2000 - 2005

<table>
<thead>
<tr>
<th>Year</th>
<th>SMS</th>
<th>MMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>1.9 billion</td>
<td>Nil</td>
</tr>
<tr>
<td>2001-02</td>
<td>2.7 billion</td>
<td>Nil</td>
</tr>
<tr>
<td>2002-03</td>
<td>2.9 billion</td>
<td>Nil</td>
</tr>
<tr>
<td>2003-04</td>
<td>5 billion</td>
<td>13 million</td>
</tr>
<tr>
<td>2004-05</td>
<td>6.7 billion</td>
<td>49 million</td>
</tr>
</tbody>
</table>

(Source: IBIS industry report: Mobile Telecommunications Carriers in Australia, 12 April 2006)
Did you know?

- In 2005 Australia had a 12 month handset replacement rate of 60%, which indicated that more than half of all handsets were less than one year old. This analysis suggests that phone turnover rates are highest amongst Generation Y and Generation X users that are early adopters of technology. With regards to teenagers, utilising the latest handset is also important in their social standing as they aim to keep up with their peers.

(Source: IBIS industry report: Mobile Telecommunications Carriers in Australia 12 April 2006)
Back to basics

• Listening – mp3 players, 3G phones, iPods, PCs
  – 3G phones: From 2005
    Uptake slow at 3% of market
    Music/Video; Internet; Data services
  – 4G phones: From 2013
    High speed voice/data (1mb/s to 20 mb/s)
    Video conferencing; 3D wireless games; Audio 5.1 channels; Convergence of technologies, esp. television

• Recording – Audio mike, hand held recorder

• Software – Audacity (freeware); Garageband; Quicktimepro

• Aggregating – iTunes, RSS
Demand is growing

Interviewing 26,000 technology consumers across Australia, only 16% aged over 14 own an mp3player and fewer than 25% of owners have downloaded a podcast from the internet.

One in five Americans over age 12 (20%) owns a portable MP3 player and one in 20, or six percent, own more than one portable music device, according to a quarterly study by global market research firm Ipsos Insight.

That marks a new high and a jump from last year's ownership levels of 15 percent, according an Ipsos announcement this week. It's nearly double the ownership rate reported in 2003 (11 percent).

Podcast Directories-what are popular?

- [www.podcast.net](http://www.podcast.net)
- [www.ipodder.org](http://www.ipodder.org)
- [www.abc.net.au/podcast](http://www.abc.net.au/podcast)
How did I get involved in all this?

- Steep learning curve for me
- Started looking/listening to library podcasts on the web e.g. Curtin, Griffith Uni. Etc
- RMIT University-Business /TAFE Portfolios lectures
- Got a small group together to discuss some ideas
- Question was “Training” Versus “Forum/News”
- Trial of Orientation Tour at a single library
  - Why? Viability of Orientation tours, sizes, convenience, staff intensive etc
- Set myself a timeline of first day of 2nd semester to have an pilot audio orientation tour available for mp3 download
“Training” Versus “Forum/News”: What are Libraries doing?

ORIENTATION/STUDY SKILLS

FORUM / NEWS/ SPEAKERS
http://www.asu.edu/lib/podcasts/

HYBRID: News, interviews, reports and special segments that focuses on the intellectual life of the library
What did I do? –Training option

• Wrote a script
• Recorded it via Cooledit /Audacity in 30 minutes
• Took digital photos and edited using Photoshop
• Blended together using an Apple product called Garageband
• Had an mp3 and an mp4 version produced
• Learnscope Course at TAFE: 6 X 3 hour sessions
• Got an iPod
• Loaded iTunes on to both my home PC and my laptop at work
• Started subscribing to a few RSS feeds like Radio Australia’s The Philosopher’s Zone and Librivox
Business Library audio orientation tour

Do you need help finding your way around the Business Library? Give our audio orientation tour a go. It comes in mp3 format and provides a basic introduction to the services and resources available at the Business Library.

To take the tour, simply:

1. Download the tour (MP3, 2Mb, 11mins) to your computer by right clicking on the link and selecting 'Save target as'. This file can then be dragged to your player.
2. Pick up a Visual guide from either the Loans or Information Desk.
3. Enjoy the tour and please use your headphones so that you don’t disturb other library users.

If you have any comments, or would like to leave feedback to help with the future development of this service, please contact us.

Of course you can still book yourself into a guided orientation tour.
Let’s listen to a bit of it
Meanwhile.....

Live on Wednesday July 19th^{th}....so till Tuesday August 15th

63 downloads
What were the problems?

• Mp3 (audio) versus Mp4 (audio/visual)
• iTunes or on the website
• Over-writing e.g. iPod shuffle
  [http://www.sfmoma.org/education/edu_podcasts.html](http://www.sfmoma.org/education/edu_podcasts.html)
• “Load and Lend” or “Self service”
• Is it interesting enough?
• Is it what students want?
Then an experiment

- Started listening to a book "Country of the pointed firs" on the train in the morning on the library’s iPod
- Ordered the same book via DDS and started reading it

Was reading the chapter for me the same as listening to the previous one?
Learning Styles

• **Active V. Reflective Learners:**
  – Understand information best by doing something with it OR Prefer to think about it quietly.

• **Sensing V. Intuitive Learners:**
  – Learning facts by methods or practical ways OR relationships/possibilities/abstractions

• **Visual V. Verbal Learners:**

• **Sequential V. Global Learners**
  – Logical steps OR Large jumps just “Get it”
• Everybody is active sometimes and reflective sometimes

• Everybody is sensing sometimes and intuitive sometimes

“Everybody learns more when information is presented both visually and verbally”

(Paul Kloppenborg, CRIG Forum, August 18th, 2006)
Pedagogy for podcasting, or perhaps what you should consider next?

**Appropriate length:** 10-15 minutes; Chunk the content; Panel discussion

**Informal Tone and High energy:** Students need connection to the material

**Importance of context and review:** Clear context and end with a review

**Options for different learning style preferences:** Optional transcripts/images Plus accessibility

**Flexible delivery options:** mp3, mp4, subscribing?
Some possible uses in a library context

- Abstracts from conferences translated into plain language
- Expanded access to online content for the visually impaired
- Training enhancement or reinforcement
- In-house news or updates for the Library via the intranet
- Audio from conference sessions (plenaries, panel discussions, etc.)...like the CRIG Forum
- Self-guided library tours
- Language educational material that benefits from audio
Thank you