



# PODCASTING IN EDUCATION

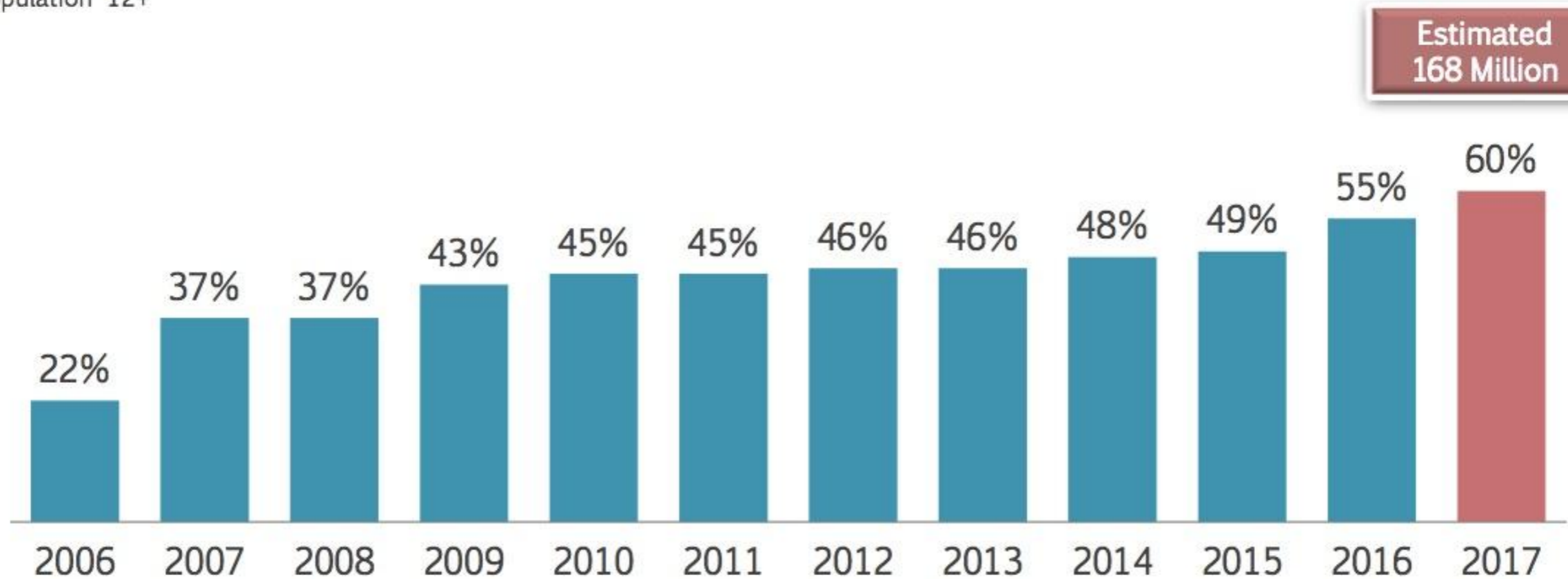


# QUESTIONS

- 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+



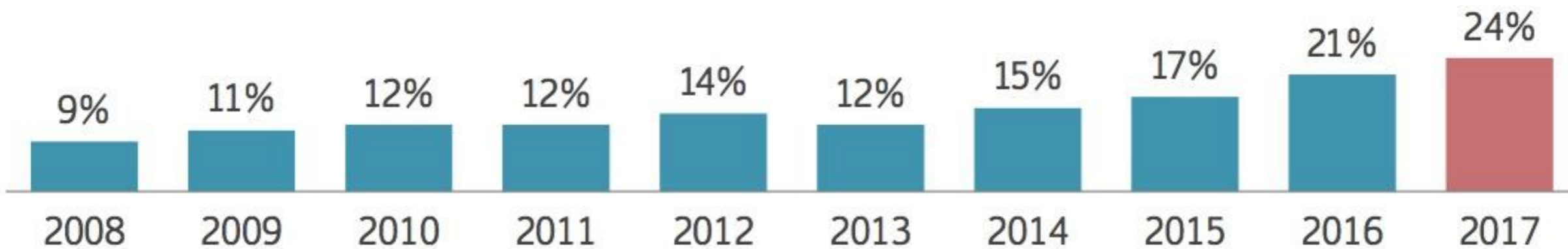
Estimated  
168 Million



# Monthly Podcast Listening

Total Population 12+

Estimated  
67 Million

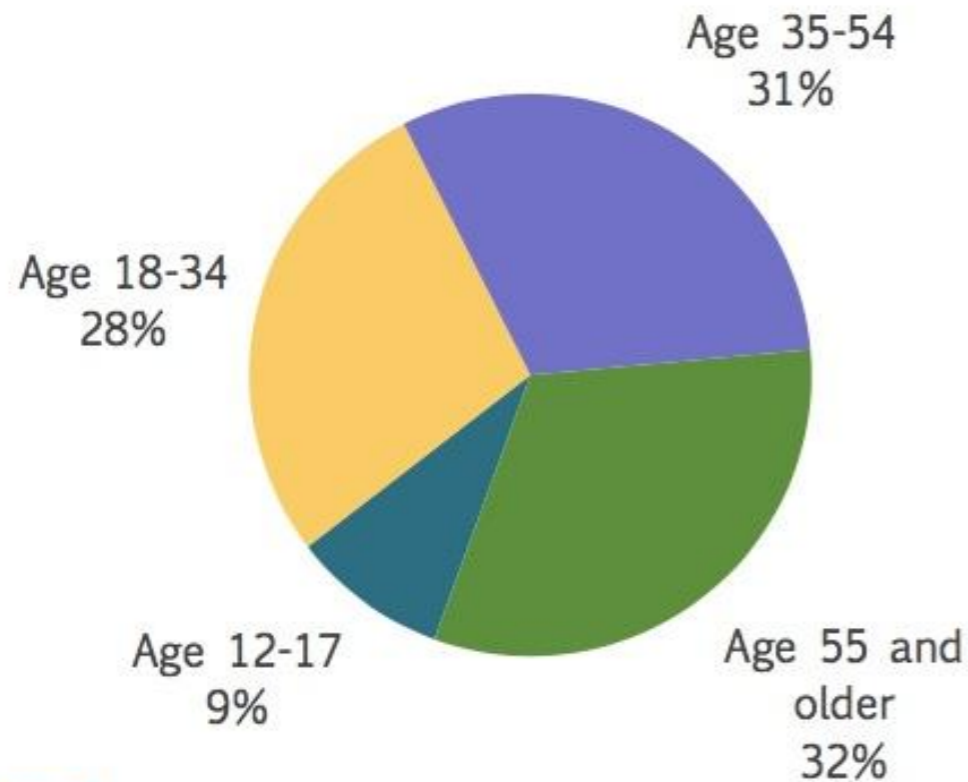


% listening to a podcast in last month

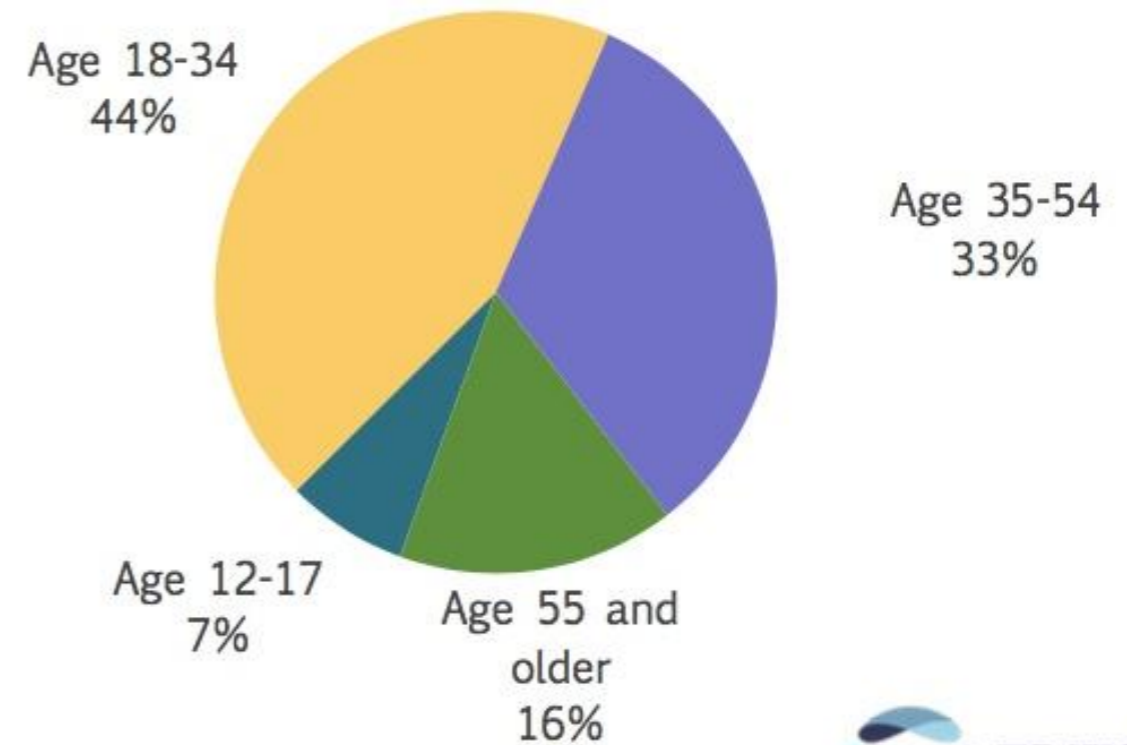


# Podcast Consumers - Age

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

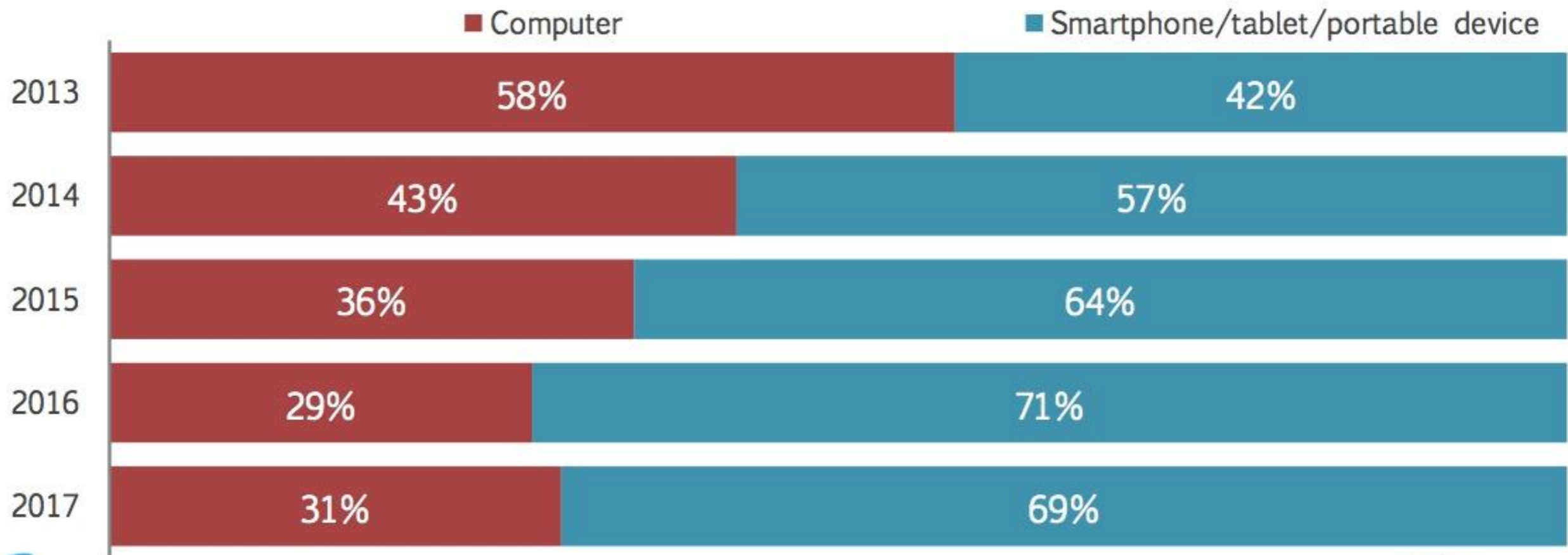




THE INFINITE DIAL  
2017

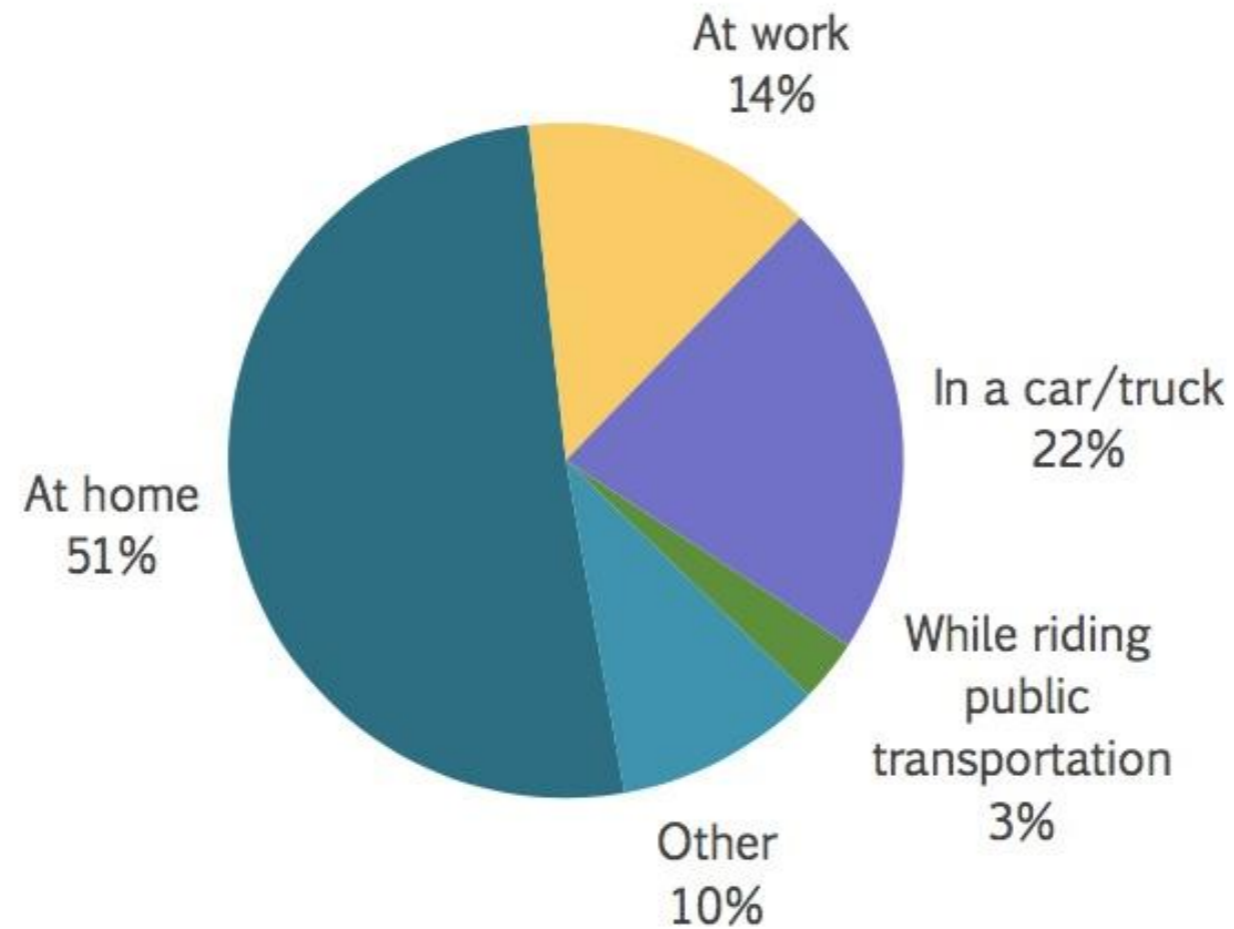
# Device Monthly Podcast Consumers Use Most Often to Listen to Podcasts

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.

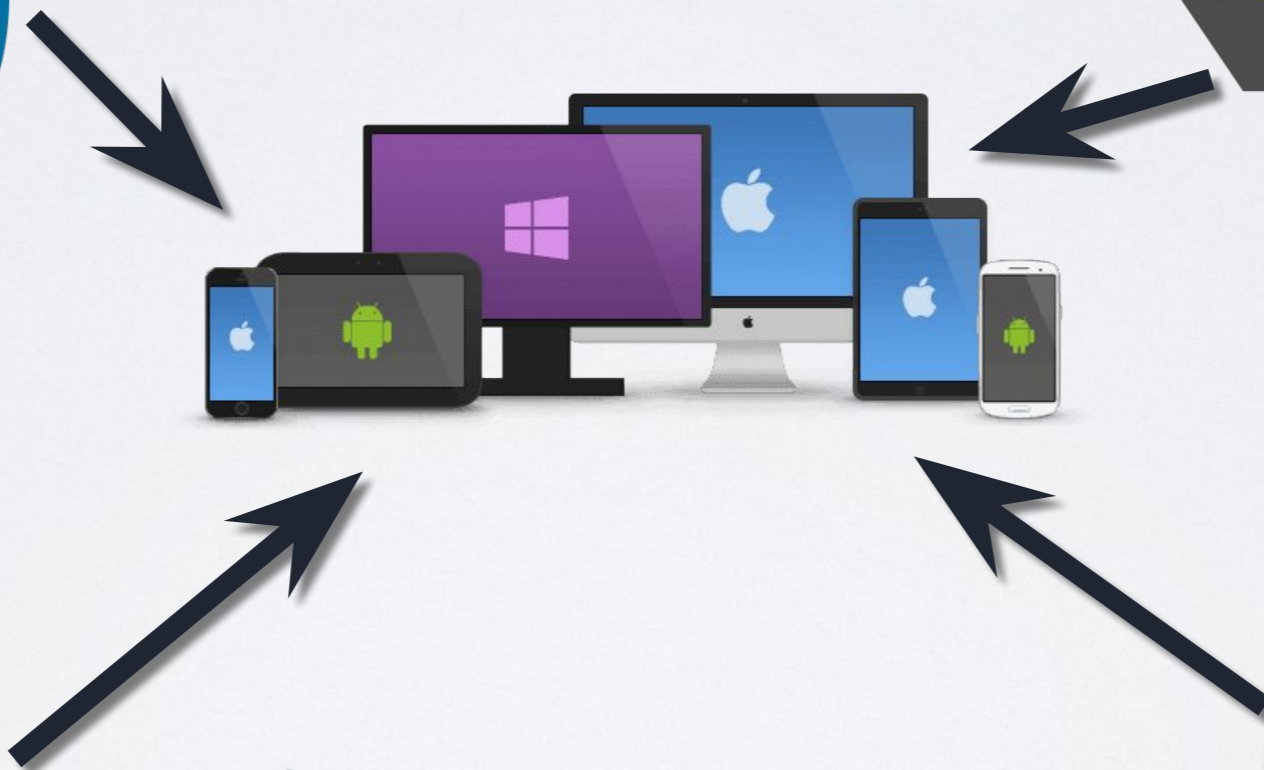
Podcasting is the distribution of multimedia files, such as audio and video, over the Internet

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?

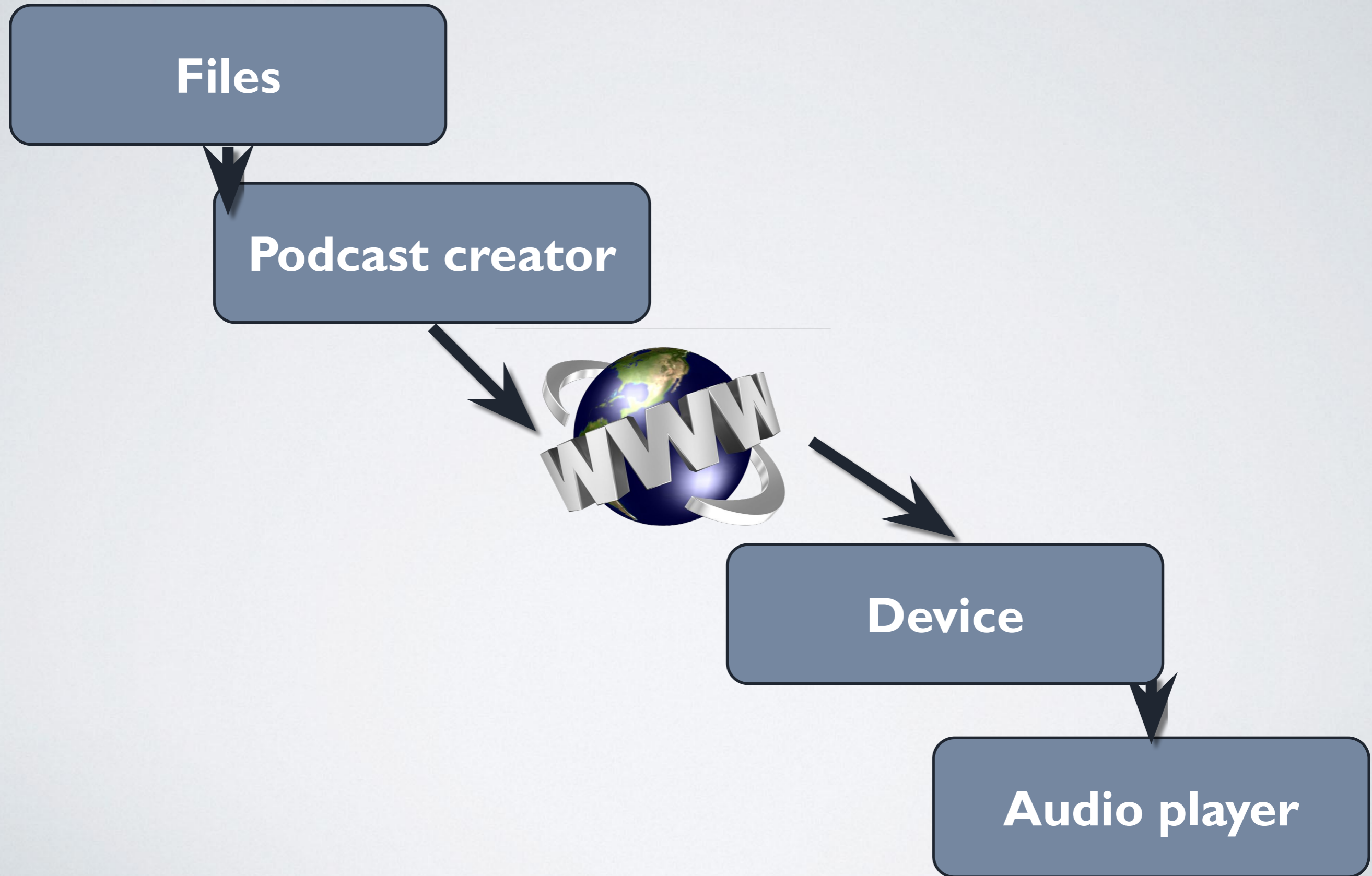


# THE MAIN STAGES

- 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

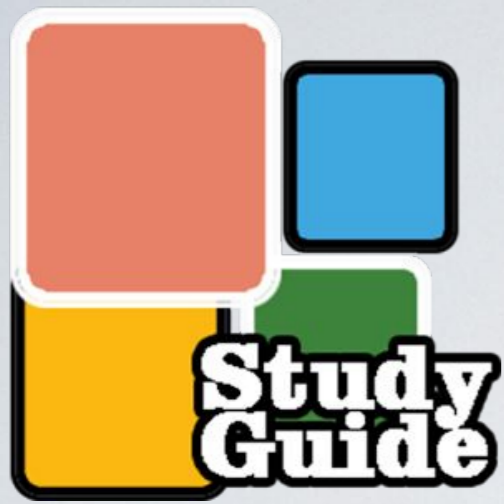


# TYPES OF PODCASTS

- 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

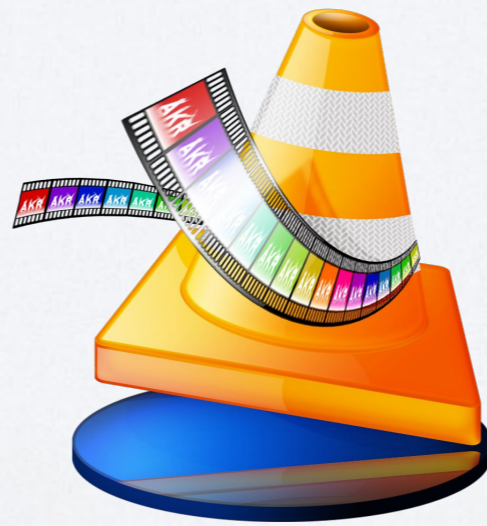


# PODCASTERS

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



MediaMonkey



# PODCAST DIRECTORIES

iTunes

[archive.org](http://archive.org)

SoundCloud

Ourmedia.org

Podomatic

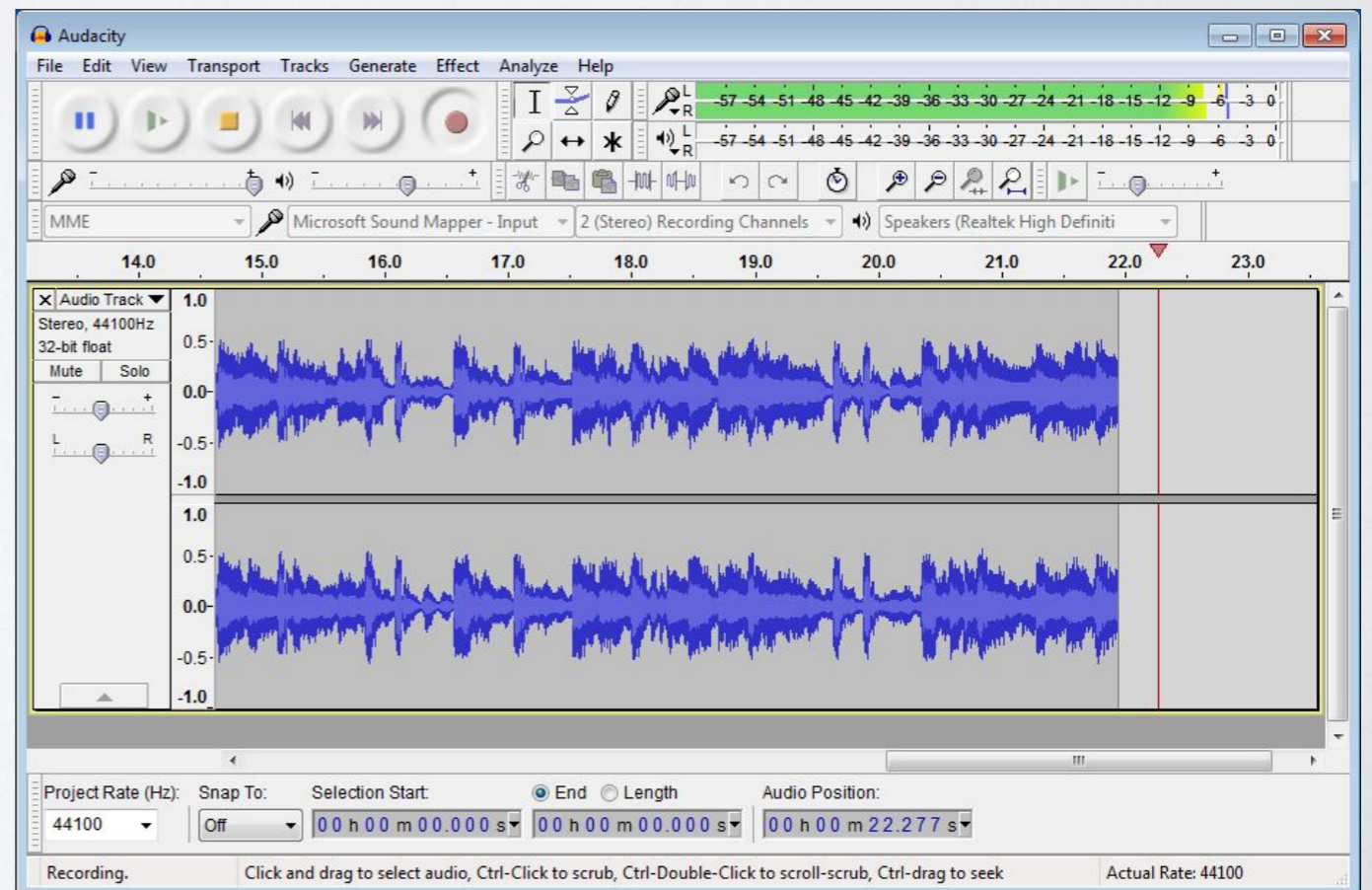
Amazon S3



# 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>



Jing<sup>®</sup>  
TechSmith