

Video podcasting: An innovative way to reach library customers

Kiersty Cox, MLIS, MAIA
Julius Fleschner, (Almost MLIS)

What is a podcast?

- ❖ A podcast is “a package of multimedia files that can be downloaded from the internet and played on a computer or mobile device” (Daintith & Wright, 2008).



Is it a podcast or vlog?

Podcast	Vlog	Internet Video
Like a serial	Like a blog	Like a monograph
Regular release schedule	Intermittent release schedule	Varies

Some facts



- ❖ 72% of U.S web users have watched video clips online (O'Malley, 2009).
- ❖ more than people who read blogs or use social networks
- ❖ A study found that 93% of students prefer podcasts as supplemental material; not stand alone videos (Stephenson, Brown, & Griffin, 2008)
- ❖ Students find podcast are helpful to revise notes more effectively than textbooks (Evans, 2009)
- ❖ Only 20% of students listen to podcasts on a mobile device (Evans, 2008).
- ❖ They reported to liking the flexibility offered by mobile devices.

Your library and podcasts

- ❖ Information literacy efforts
- ❖ Promote library programs
- ❖ Community oriented
- ❖ Special collections
- ❖ Seasonal
- ❖ Link to your podcast as much as you can.
 - ❖ More subscribers = more bang for your buck.



What are others doing at USF?



- ❖ Top ranked for the entirety of iTunesU
- ❖ Essentially, this is an audiobook disseminated as a podcast.
- ❖ Not much else...


















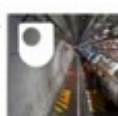
What are other schools doing?

- ❖ Harvard's Justice w/ Michael Sandel
 - ❖ Joint venture with PBS
 - ❖ <http://deimos3.apple.com/WebObjects/Core.woa/Browse/harvard.edu.2472409048.02472409050>
- ❖ Denver Public Library
 - ❖ <http://podcast.denverlibrary.org/>
- ❖ Florida Virtual School's short tutorials on high school material.
 - ❖ <http://deimos3.apple.com/WebObjects/Core.woa/Browse/inFlorida.edu.2637105050.02637105056>
- ❖ Boulder Public Library
 - ❖ <http://www.boulderteens.org/webcast.htm>

Top public downloads (4/8/10)

TOP DOWNLOADS

Page 1 of 4

-  **Intensive English Ep 1**
SIT TV Production Unit
Southern Institute of Technology
Free [GET MOVIE](#)
-  **The art of asking the right question, not the ...**
Professor Stefan Scholtes
Cambridge University
Free [GET TRACK](#)
-  **1. Introduction to Mac OS X, Cocoa Touch, ...**
Alan Cannistraro
Stanford
Free [GET MOVIE](#)
-  **Beginners' French Introduction**
Open University
Open University
Free [GET TRACK](#)
-  **Episode 1. The Moral Side of Murder / The C...**
Michael J. Sandel
Harvard University
Free [GET MOVIE](#)
-  **Beginners' Spanish introduction**
Open University
Open University
Free [GET TRACK](#)
-  **Chapter 1: Down the Rabbit-Hole**
Lewis Carroll
University of South Florida
Free [GET TRACK](#)
-  **Empty Desk Syndrome** [CLEAR](#)
Poynter Institute
Poynter Institute
Free [GET TRACK](#)
-  **Start writing fiction**
Open University
Open University
Free [GET TRACK](#)
-  **NGC 1068 in 60 Seconds** [CLEAR](#)
Harvard University
Free [GET MOVIE](#)
-  **L01 Introduction to Arabic I**
Lovisa Berg
Dalarna University
Free [GET MOVIE](#)
-  **Building a Business: Entrepreneurship an...**
Fiona Reid
Oxford University
Free [GET TRACK](#)
-  **Who is Handel?**
Open University
Open University
Free [GET MOVIE](#)
-  **History Course Overview**
UC Berkeley
Free [GET TRACK](#)
-  **Pythagorean Theorem**
Florida Virtual School
Florida Department of Education
Free [GET MOVIE](#)
-  **Where History Files: The Story of the Yank...**
Corey Kovocho - Eastern Michigan University
Eastern Michigan University
Free [GET MOVIE](#)
-  **Beat #1 (Fast Tempo)**
Little Kids Rock
Little Kids Rock
Free [GET MOVIE](#)
-  **The Large Hadron Collider**
Open University
Open University
Free [GET TRACK](#)

Why iTunes U?

- ❖ Student know iTunes
 - ❖ iTunes is the #1 music retailer in the United States (Apple, 2006).
 - ❖ In 2006, it was reported that over half of college freshmen own an iPod (Ferguson, Greer & Reardon, 2007).
- ❖ Content creators retain copyrights.
 - ❖ You do not need to grant usage rights to everyone. No embedding of videos on unknown blogs.
 - ❖ Content is protected via DRM
 - ❖ You can select viewers based on authentication, if you want.
- ❖ It doesn't need to be online forever.
- ❖ Videos can be rolled out each semester.



Free samples!

- a. Please go to <http://jfleschn.myweb.usf.edu> to view a collection of samples of the podcast.

So you want to podcast

- ❖ Several options
 - ❖ iTunesU
 - ❖ Requires a institution-wide account and contracts
 - ❖ Regular iTunes
 - ❖ Youtube
 - ❖ Other options
 - ❖ HTML / RSS



What we learned

- ❖ Content
- ❖ Frequency
- ❖ Length
- ❖ Format
- ❖ Technological



Responses

- ❖ Spent semester in the top 3 downloads
- ❖ Anecdotes from students
- ❖ Cared more about content than quality
 - ❖ i.e., Bonsai Kitty

What's next?

- ❖ Improve podcasts
- ❖ Full lectures?
- ❖ Skill related podcasts



Thank you!

- ❖ Special thanks to the Florida Association of College & Research Libraries (FACRL) for sponsoring us.
- ❖ Thank you to the Florida Library Association (FLA) for this opportunity.
- ❖ Of course, thank you for attending!

Important URLs

A sampling of the videos:

<http://jfleschn.myweb.usf.edu>

Harvard Justice's Course:

<http://www.justiceharvard.org/>

Dover Public Library's podcast: <http://podcast.denverlibrary.org/>

Bolder Public Library's internet videos: [http://
www.boulderteens.org/webcast.htm](http://www.boulderteens.org/webcast.htm)

References

- ❖ Daintith, J., & Wright, E. (2008). Podcast. In *A Dictionary of Computing* (6, p. 62). Oxford: Oxford University Press.

Evans, C. (2008). The effectiveness of m-learning in the form of podcast revision lectures in higher education. *Computers & Education*, 50(2), 491-498. doi:10.1016/j.compedu.2007.09.016

Ferguson, D., Greer, C., & Reardon, M. (2007). Uses and gratification of MP3 players by college students: Are ipods more popular than radio? *Journal of Radio & Audio Media*, 14(2), 102-121. doi: 10.1080/10955040701583197

iTunes store top music retailer in the US [Press Release]. (2008, April 3). Retrieved October 20, 2009, from Apple. Apple Web site: <http://www.apple.com/pr/library/2008/04/03itunes.html>

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Stephenson, J., Brown, C., & Griffin, D. (2008). Electronic delivery of lectures in the university environment: An empirical comparison of three delivery styles. *Computers & Education*, 50(3), 640-651. doi:10.1016/j.compedu.2006.08.007