



**Podcasting Essentials – A New Learning Tool for the  
Constructivist Classroom  
Professional Development Day at Austin Community College  
January 12, 2007  
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## **Introduction**

### **What You Will Learn in this Symposium**

In this symposium you will learn what podcasting is and why it is a valuable learning tool in a constructivist learning environment. You will view a demonstration that will involve setting up a free podcasting account at Podomatic.com, recording a podcast, and publishing and publicizing it.

### **Goals and Objectives for the Symposium**

In this symposium you will learn:

1. What podcasting is and why it is a good learning tool for the constructivist classroom
2. How to set up a free podcasting account at Podomatic.com
3. How to record your first podcast
4. How to notify others about your podcast
5. How to publish your podcast

### **Prerequisites:**

Basic knowledge of the Windows operating system and Web browsers

### **What is Podcasting?**

Podcasting has been defined as, “A collection of technologies for automatically distributing audio and video over the Internet.” (Montgomery College Workshop, 2006). The term is a combination of the terms “*iPod*” and *broadcasting*. For anyone who may have been living on the planet Venus for the past five years, the Apple iPod is the most popular portable music player. In podcasting audio is recorded as a MP3 file and distributed as an RSS feed. If you would like to know more about RSS, follow this link to the article in Wikipedia:

[http://en.wikipedia.org/wiki/RSS\\_\(file\\_format\)](http://en.wikipedia.org/wiki/RSS_(file_format)) . A user subscribes to a podcast and podcast aggregator(<http://en.wikipedia.org/wiki/Aggregator> ) such as Newsgator, iPodder, or Juice, which automatically downloads new material to her/his computer. The podcasts can be put into Apple’s free iTunes (<http://www.apple.com/itunes/download/>) digital music player or a similar program. (Pederson, 2005)

## A Brief History of Podcasting

In 2001, **Adam Curry** (<http://www.curry.com/>), **Tristan Louis** (<http://www.tnl.net/>), and **Dave Winer** (<http://www.scripting.com/dwiner/>) used RSS technology and their own media content to create the first prototype podcast. Also **Christopher Lydon** of National Public Radio started linking MP3 files of his interviews to his weblog. (<http://www.radioopensource.org/>). At about the same time Adam Curry developed his iPodder script, from which the iPodder software, the first aggregator for downloading media files, was developed. In 2004 Adam Curry coined the term “podcast.” In 2005 Apple integrated podcasts into iTunes. (“History of Podcasting,” from podcasterblaster.com website). In 2003 there were only 40 podcasts. According to the Diffusion Group, by the end of 2006, there are expected to be about 11.4 million in the United States alone. By the end of 2010, there are expected to be about 56.8 million! (Allison article and [www.mediaconnection.com/content/6727.asp](http://www.mediaconnection.com/content/6727.asp)).

## Pedagogy of Using Podcasts as a Teaching Tool

Podcasting, as in all tools and teaching strategies used in a constructivist learning environment, has several advantages over traditional teaching methods. They include:

1. **Portability** – Content can be delivered anytime, anywhere
2. Address **multiple intelligences** (see [Howard Gardner](#)) and **learning styles**
3. **Up-to-date** content ([Educause](#), September 15, 2006)
4. Can capture the instructor’s **enthusiasm**
5. Students can **listen to multiple times**
6. Can feature **guest lecturers, field trips**, etc. (Oakley, 2006)
7. **Cost efficiency**
8. Apparently has the potential for **faculty coaching, student collaboration, and self-reflection** (Stoerger, 2006)

The **types of podcasts** an instructor may use include:

1. **Presentation**
2. **Review** of course material
3. **Interview**
4. **Guest lecturer**
5. **Debate**
6. Recording of a **campus seminar**
7. **Virtual field trip** (Example: A visit to a museum) (Oakley, 2006)

Podcasting does have its **problems and challenges**, including:

1. **Bandwidth issues** – Students with dial-up Internet service may not have the patience to wait for a podcast to download.
2. Podcasts cannot be used by the **hearing impaired**.
3. The **sound quality** may not be good.
4. **Training** in podcasting may be required for faculty. ([Educause](#), June 2005).
5. Audio podcasts have **no visual component**.
6. Digital rights management
7. **High level of skills required** if instructors want to make their podcasts sophisticated learning objects.

8. Podcasting **needs to become a simpler** process.
9. **Integration with Learning Management Systems** ([Educause](#), September 15, 2006).

## The future of podcasting

These comments were taken from a search of articles on websites about the future of podcasting. Some universities, including the **University of Chicago** (<http://www.podcast.net/show/8850>), are building **studios** where faculty and students can produce podcasts. Vendors and implementers will be under pressure to provide **easy to use, stable, rights-protected, and secure podcast platforms** ([Educause](#), September 15, 2006). Specialized **higher education podcast aggregators** may emerge. New features for **categorizing, navigating, and indexing podcasts** will be developed. Video podcasts will increase. Features will be added to podcast audio files that will make them a **richer learning experience**. ([Educause Learning Initiative](#), June 2006).

## The Software and Hardware Tools used in Podcasting

### Software Tools

**Audacity** is an excellent and easy-to-use free software program for recording and editing audio. You may download it at: <http://audacity.sourceforge.net/>. **GarageBand** is an audio production tool for Apple computers. You can find information about it at: <http://www.apple.com/ilife/garageband/>. It is part of the iLife software tools shipped with all Apple computers. You can record audio with **Skype** (<http://www.skype.com/>), a program that lets you make phone calls over the Internet. There are many websites where you can post podcasts free of charge. Some of them are:

- **Odeo** ([www.odeo.com](http://www.odeo.com))
- **Podomatic** ([www.podomatic.com](http://www.podomatic.com))
- **Orb** ([www.orb.com](http://www.orb.com))

When you get into podcasting you will need a podcast aggregator, a software service that you can subscribe to that will automatically download podcasts to a podcast player such as iTunes. Some of them are:

- iTunes ([www.apple.com/itunes/](http://www.apple.com/itunes/))
- Juice (<http://juicereceiver.sourceforge.net/>)
- Podcast software (clients) ([http://www.podcastingnews.com/topics/Podcast\\_Software.html](http://www.podcastingnews.com/topics/Podcast_Software.html))

If wish to subscribe to a podmail service, where you can receive and post audio, you can check out podMail at Podomatic ([www.podomatic.com](http://www.podomatic.com))

### Hardware Tools

To do podcasting you will need: a **computer** with a sound card, a **microphone** (please get a good one), and a **sound recorder** (if you do not want to use your computer for recording). You may wish to download your podcasts to an **MP3 player** such as the Apple iPod, but this is optional.

## Why Podomatic is a Good Podcasting Website

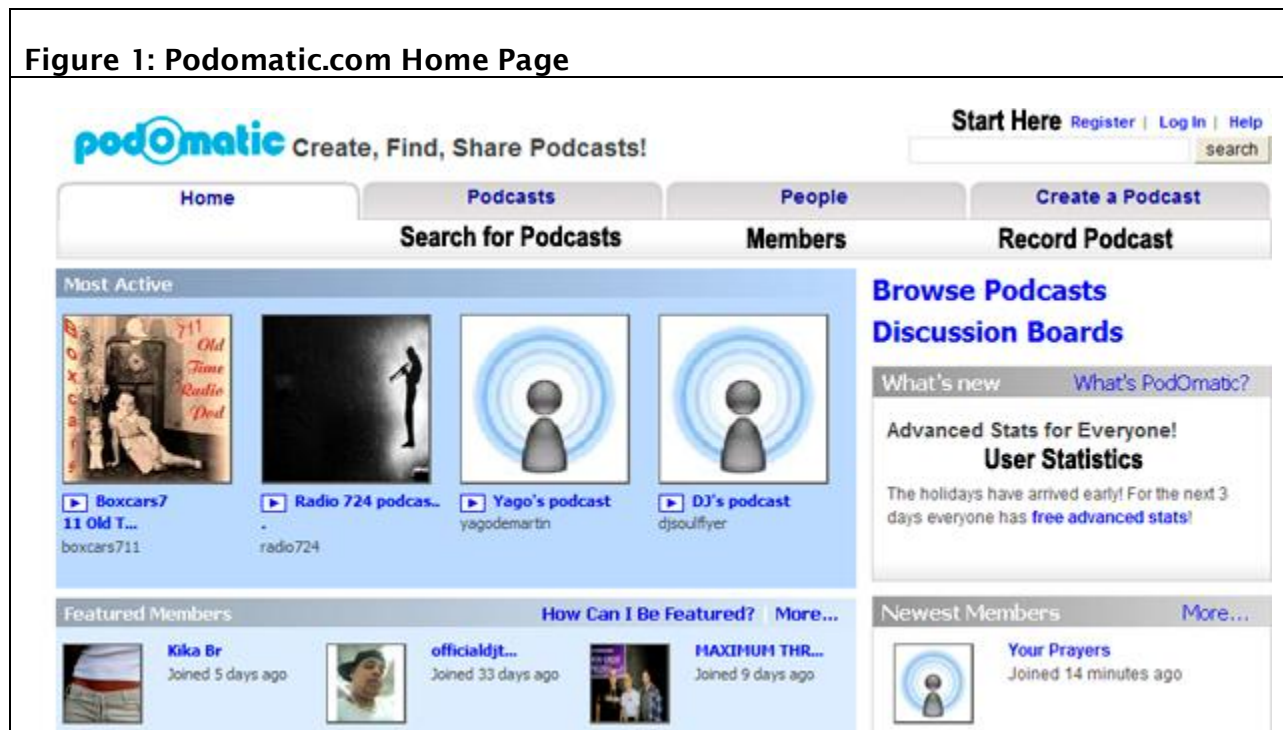
Podomatic.com is a good website for podcasters to use because:

- It is free.
- It is easy to use
- You can automatically download your podcasts into iTunes.
- It is easy to share your podcasts with others.
- It provides statistics on your listening audience.

## Recording Our First Podcast

### Explore the Podomatic.com Home Page

Figure 1: Podomatic.com Home Page



## Setting Up a Free Account at Podomatic.com

1. To set up a free account at Podomatic.com:

**Figure 2: Setting Up an Account at Podomatic**

1. Click the **Register** tab.
2. Enter your **name**.
3. Enter the **user name** you wish to use.
4. Enter an **email account** so Podomatic can send you your password.
5. Click the **Continue** button and the screen that displays will let you select a design for your podcast.



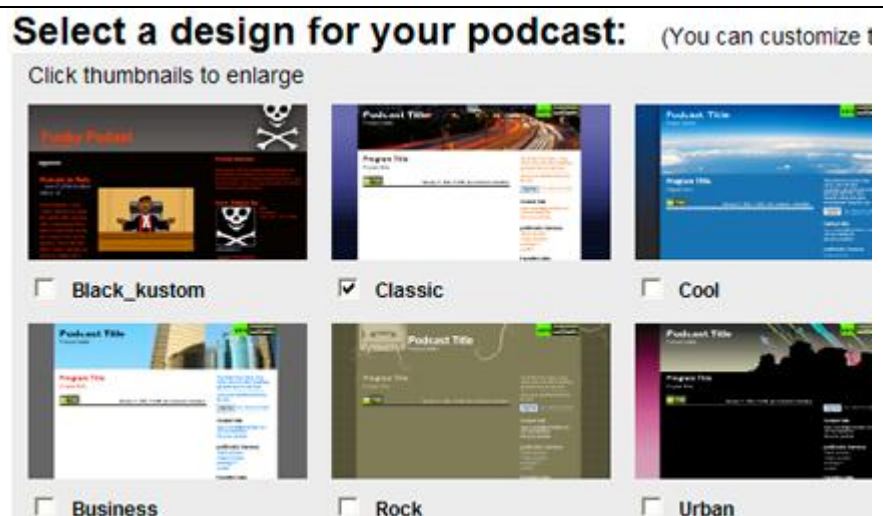
The screenshot shows the Podomatic registration page. At the top, the Podomatic logo is followed by the tagline "Create, Find, Share Podcasts!". Below this are three tabs: "Home", "Podcasts", and "People". The main heading is "Create a Podcast" with a subtext "Get Your 15 Gigabytes of Fame - FREE". The form contains three sections: "What is your name?" with a text box containing "Jimmy Clark"; "What username do you want?" with a text box containing "http:// jimmyinthehills .podOmatic.com"; and "Where should we send the password?" with a text box containing "jclark0525@hotmail.com". At the bottom, there is a "Continue" button and a "Learn More" link. A disclaimer at the bottom states: "By clicking 'Continue', you accept PodOmatic's Terms of Service. You must be over 13 years of age."

## Choosing a Design for Your Podcast

2. The next step is to choose a design for your podcast. This is a very simple procedure.

**Figure 3: Choosing a Design for Your Podcast**

1. Place a check mark in the box below the design you would like to use for your podcast.
2. Click **Continue**.
3. You are ready to record your first podcast.



The screenshot shows the "Select a design for your podcast:" screen. It features a grid of six design thumbnails. Below each thumbnail is a checkbox and a label: "Black\_kustom", "Classic" (which is checked), "Cool", "Business", "Rock", and "Urban". The text "(You can customize t)" is visible at the top right. The instruction "Click thumbnails to enlarge" is at the top left.

## Recording Your First Podcast

3. Now, we are ready to record and post our first podcast.

**Figure 4: Recording Our first Podcast**

1. Enter the title of your podcast in the **Title** text box.
2. You can enter descriptive information about your podcast in the **Tags** textbox if want to make it easy for searcher to locate it, but his step is optional.
3. You can enter optional **Comments** if you wish. This is a good place to type the text you are going to record for your podcast.
4. If you would like to add a picture to your podcast, click the **Browse** button to search for it.
5. If you want to rate your podcast based on the suitability of its content for various audiences, select "This show is explicit," or "This show is clean."
6. Click **Record** when you are ready to record your podcast.
7. When a message pops up about the Adobe Flash settings, click **Allow**.
8. Begin recording. Click the **Stop** button when you are finished.
9. Preview your podcast and record it again if you like.
10. When you are satisfied with your recording, click **Post Episode**.

### Now post your first episode!

The screenshot shows a web interface for posting a podcast episode. At the top, the heading "Now post your first episode!" is displayed. Below this, there are several input fields and buttons:

- Title:** A text box containing "Jimmy's First Podcast".
- Tags [?]:** A text box containing "education, technology, teaching with technology".
- Comments:** A large text area with a "[Preview]" link on the left. The text inside reads: "This is Jimmy Clark. Thanks for tuning in to my first podcast. The subject will be my podcasting workshop at Professional Development Day at Austin Community College. The event will be held on January 12, 2007, at the Austin Marriott Inn South, near Austin Bergstrom Airport|".
- Add picture:** A text box followed by a "Browse..." button.
- Content Rating:** Three checkboxes: "This show is explicit" (unchecked), "This show is clean" (unchecked), and "Hide for later" (unchecked).
- Recording Options:** A row of buttons: "Import", "or", "Record" (with a red dot icon), "or", "mixOmatic", "Record Video", and "mic settings" (with a microphone icon).
- Post Episode:** A large button at the bottom.



## Notifying Your Friends about Your Podcast

4. After you post your first episode (podcast) you will be given several options for getting the word out about it on the screen that opens.

**Figure 5: Three Steps to Get the Word Out about Your Podcast**

1. You have these three ways to notify others about your podcast:

1.1 Send them an **email**.

1.2 Add your podcast to a **directory**.

1.3 Embed your podcast in your **web page** or **blog**.

### 3 Steps To Get The Word Out [Skip](#)

Select names from your address book:



Select >



Select >



Select >

Yahoo! Email Address:

Password:

[Continue >](#)

Subject: Hey, check out this great podcast

Hey, check out this great podcast

Title: Jimmy's podcast

Episode: Jimmy's First Podcast

[http://jiminthills.podomatic.com/entry/eg/2006-12-07T11\\_32\\_27-08\\_00](http://jiminthills.podomatic.com/entry/eg/2006-12-07T11_32_27-08_00)

Enjoy!

#### Add a Badge



**Jimmy's podcast**

Give it a listen!

Free podcasting for every **podomatic**

### 4.1 Send Your Friends an Email about Your Podcast

**Figure 6: Send an Email about Your Podcast**

If you would like to send your friends an email about your podcast, and if you have an email account at Gmail, Yahoo Mail, or Hotmail, follow these steps:

1. Select one of the three email programs and click the **Continue** button.

2. Podomatic automatically creates a message for you, as shown in **Figure 6**.

3. It will send your email to every one in your address book unless you uncheck the email addresses of those you do not want your message sent to, so uncheck any names you do not want the message sent to!

4. Click the **Send email** button to send your message.

5. If you want to send a message to someone who is not in your address book, type his/her email address in the **Add additional email addresses** box, then click the **Send email** button.

[Send Email >](#) [Skip](#)

Subject: Hey, check out this great podcast

Hey, check out this great podcast

Title: Jimmy's podcast

Episode: Jimmy's First Podcast

[http://jiminthills.podomatic.com/entry/eg/2006-12-07T11\\_32\\_27-08\\_00](http://jiminthills.podomatic.com/entry/eg/2006-12-07T11_32_27-08_00)

Enjoy!

Add additional email addresses:

## 4.2 Adding Your Podcast to a Directory

**Figure 7: Add Your Podcast to a Directory**

When you record a podcast Podomatic creates the RSS URL for it. An RSS feed is a type of XML file. (If you want to know more about XML, read this article in Wikipedia:

<http://en.wikipedia.org/wiki/XML>

). The RSS URL of your podcast consist of your user name, the Podomatic web address, and the name of the RSS file. To add your podcast to one or more directories:

1. If you have iTunes on your computer, you will probably want to add your podcast to iTunes. Just click [Apple iTunes](#) and your podcast will download to the Podcasts folder in iTunes.

2. If you wish to add your podcasts to another directory, such as [Podcast Alley](#), click its link. You will first have to register first at [Podcast Alley](#) and [Podcast Pickle](#).

3. When you have added your podcast to all the directories you wish to add it to, click **Continue**.



The screenshot shows the Podomatic website interface. At the top, the Podomatic logo is followed by the tagline 'Create, Find, Share Podcasts!'. Below this is a navigation bar with 'Home' and 'Podcasts' tabs. Under the 'Podcasts' tab, there are links for 'My Podcast Page', 'Manage my Podcast', 'Post an Episode', and 'Statistics'. The main heading is 'Add Your Podcast To Directories'. Below this, a text box prompts the user to 'Use your RSS URL when adding your podcast to directories:'. The 'Your RSS URL:' field is populated with 'http://jiminthills.podomatic.com/rss2.xml'. Below the URL field, there is a message: 'Add to as many directories as possible, more people will find your podcast!'. A list of directory links follows: 'Apple iTunes (will launch iTunes)', 'Yahoo Podcasts', 'Podcast Alley (registration required)', 'Podcast Pickle (registration required)', and 'Mr SEO's list of podcast directories'. At the bottom of the form is a 'Continue' button.



### 4.3 Embedding Your Podcast in Your Web Page

**Figure 8: Embedding Your Podcast in a Web Page**

1. You can embed your podcast in your web page or put it on your blog, but that is beyond the scope of this workshop. If you would like to put your podcast on your web page or on your blog, please contact me and I will help you with it.

2. The bottom part of the illustration in **Figure 8** shows a podcast **badge**. A badge is an icon created by Podomatic to advertise your podcast. If you were to click on the badge on any web page where it is displayed, you could listen to my podcast.

3. On this page you can download a free podcast player from Podomatic. If you do not have a podcast catcher such as iTunes on your computer, you may want to download the free player.



### Podcasting and Blackboard

There are several ways you can use podcasting in your Blackboard courses. You can record podcasts in Wimba, or you can create a podcast and make a link in Blackboard to the MP3 file. Contact me or one of the other Instructional Design Specialists if you would like assistance in using podcasting with Blackboard.

Congratulations! You have registered for a podcasting account at Podomatic, recorded your first podcast, notified your friends about it, and published it. In no time at all you will be a prodigious and proficient podcaster.

## List of Sources

Pedagogy and podcasting: Exploring a new way to connect with your millennial students. (Last updated: 2006, November 3). *Montgomery College Workshop*. Available at: <http://www.montgomerycollege.edu/~cdecker/CTL/Podcasting/index.htm>. Last accessed: 12/12/2006.

RSS (file format). (2006, December 12). In *Wikipedia, The Free Encyclopedia*. Retrieved December 12, 2006, from [http://en.wikipedia.org/wiki/RSS\\_\(file\\_format\)](http://en.wikipedia.org/wiki/RSS_(file_format)).

Aggregator. (2006, December 10). In *Wikipedia, The Free Encyclopedia*. Retrieved December 12, 2006, from <http://en.wikipedia.org/wiki/Aggregator>.

Allison, P. (2005, October 9). Reflections on teaching and learning in new territories. On *New York City Writing Project website*. Available at: <http://www.nycwp.org/paulallison/2005/10/09>. Last accessed: 12/12/2006.

Podcasters to multiply. (2006, September 14). *iMedia Connection website*. Available at: <http://www.imediaconnection.com/global/5728.asp?ref=http://www.imediaconnection.com/content/6727.asp>. Last accessed: 12/12/2006.

Podcasting: Recording, managing, and delivering the classroom experience. (2006, September 15). *Educause*. Available at: <http://www.educause.edu/ir/library/pdf/DEC0604.pdf>. Last accessed: 12/12/2006.

Oakley, B. II. (2006, January). The what, why, and how of podcasting. *IEEE website*. Available at: [http://www.ewh.ieee.org/soc/es/DLP/podcasting/Oakley\\_Podcasting\\_Jan06.ppt](http://www.ewh.ieee.org/soc/es/DLP/podcasting/Oakley_Podcasting_Jan06.ppt). Last accessed: 12/12/2006.

Stoerger, S. (Last updated: October 9, 2006). Podcasting in education: Annotated bibliography. Available at: <http://ella.slis.indiana.edu/~sstoerge/podhe.htm>. Last accessed: 12/12/2006.

(2005, June). 7 things you should know about podcasting. *Educause Learning Initiative*. Available at: <http://www.educause.edu/ir/library/pdf/ELI7003.pdf>. Last accessed: 12/12/2006.

## **Links and Resources for Podcasting**

### **Tools for Recording, Publishing Your Podcast, and Hosting Your Podcast**

#### **Audacity**

<http://audacity.sourceforge.net/>

#### **Audacity Help Wiki**

[http://audacityteam.org/wiki/index.php?title=Audacity\\_Wiki\\_Home\\_Page](http://audacityteam.org/wiki/index.php?title=Audacity_Wiki_Home_Page)

#### **Skype**

<http://www.skype.com/>

#### **Adding Your Podcast to a Directory**

<http://www.podomatic.com/podcast/directories>

#### **Juice**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

#### **Apple iTunes**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

#### **Orb**

<http://www.orb.com/>

#### **iTunesU (Apple)**

[http://www.apple.com/education/products/ipod/itunes\\_u.html](http://www.apple.com/education/products/ipod/itunes_u.html)

#### **Audio Blog**

<http://www.audioblog.com/>

#### **Our Media**

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

#### **Liberated Syndication**

<https://www.libsyn.com/index.php?&mode=logout&message>

#### **Gabcast**

<http://www.gabcast.com/>

#### **Fonpods**

<http://www.fonpods.com/>

## **Podcasting and iTunes**

<http://www.apple.com/itunes/store/podcaststechspecs.html>

## **iTunes Academy**

[http://www.apple.com/education/products/ipod/itunes\\_u.html](http://www.apple.com/education/products/ipod/itunes_u.html)

## **Pedagogy of Podcasting**

### **iTunes and a Pedagogy of Podcasting**

<http://www.nycwp.org/paulallison/2005/10/09>

### **Connect with Your Millennial Students**

<http://www.montgomerycollege.edu/~cdecker/CTL/Podcasting/index.htm>

### **The What Why and How of Podcasting**

[http://www.ewh.ieee.org/soc/es/DLP/podcasting/Oakley\\_Podcasting\\_Jan06.ppt](http://www.ewh.ieee.org/soc/es/DLP/podcasting/Oakley_Podcasting_Jan06.ppt)

### **Where Podcasting Meets Teaching and Learning**

<http://blog.podagogy.com/?cat=15>

### **Podcasting Pedagogy and Implementation**

<http://kt.flexiblelearning.net.au/podcasting-pedagogy-and-implementation-archived-conversation-now-available>

### **Podcasting in Ireland**

<http://podcasting.ie/podcast/2006/05/>

### **Podcasting in Education (SDSU)**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

### **Seven Things You Should know about Podcasting**

<http://www.educause.edu/ir/library/pdf/ELI7003.pdf>

### **Podcasting: Recording, Managing, and Delivering the Classroom Experience**

<http://www.educause.edu/ir/library/pdf/DEC0604.pdf>

### **Annotated Bibliography of Podcasting in Higher Education**

<http://ella.slis.indiana.edu/~sstoege/podhe.htm>

### **Podcasting for Teachers and Learners**

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

**Montgomery College Workshop**

<http://www.montgomerycollege.edu/CTL/Podcasting/Objectives.htm>

## **History of Podcasting**

**Brian Greene**

<http://www.briangreene.com/april12/>

**Podcast Blaster**

<http://www.podcastblaster.com/history-of-podcasting.html>

## **Miscellaneous Resources**

**Blogs, Podcasts, RSS**

[http://www.montgomerycollege.edu/Departments/studevgt/onlinsts/Resources/DL\\_Blogs.htm](http://www.montgomerycollege.edu/Departments/studevgt/onlinsts/Resources/DL_Blogs.htm)

## **Finding Podcasts**

**Learning in Hand**

<http://learninginhand.com/podcasting/find.html>

**Education Podcast Network**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

**Learn Out Loud**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

**Podcast Alley**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

**Podcast Directory**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

**Podcast.net**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

**Podomatic.com**

<http://www.podomatic.com/search/directory/overall>

<http://www.podomatic.com/members/connected>

**Burks on Learning**

<http://burkso2.blogspot.com/>

**Higher Education Podcast Repository**

<http://online.uis.edu/podcasts/default.aspx>

**Digital Podcast.com**

<http://www.digitalpodcast.com/>

**Podscope.com**

<http://www.podscope.com/>

**Burks Selections**

<http://burksselect.blogspot.com/>

**Margarer Maag (Healthcare)**

<http://margaretpod.blogspot.com/>

**Bryn Mawr**

<http://www.brynmawr.edu/etc/etcblog/>

**Susan Smith Nash (E-Learning Queen)**

<http://elearnqueen.blogspot.com/>

**Podgrunt**

[http://gruntmedia.com/podgrunt\\_main.html](http://gruntmedia.com/podgrunt_main.html)

**Podcast Academy**

<http://pa.gigavox.com/series/podcastacademy.html>

## **Resources for Video Podcasting**

**Digital Juice**

<http://coe.sdsu.edu/eet/Admin/Biblio/index.htm>

## **Examples of Schools' Uses of Podcasting**

**University of Wisconsin-Madison**

<http://www.apple.com/education/profiles/wisconsin-madison/>

**Stanford University**

<http://itunes.stanford.edu/>

**Fuqua School of Business at Duke University**

<http://www.fuqua.duke.edu/itunes/>



## **Podsafe Music**

### **Podsafe Music Network**

<http://music.podshow.com/>

### **Podsafe Audio**

<http://www.podsafeaudio.com/>

### **Podcast Alley**

<http://www.podcastalley.com/search.php?searchterm=podsafe+music>

## **Finding a Site to Host Your Website and Your Podcast**

### **GoDaddy**

<http://www.godaddy.com/gdshop/default.asp?location=www%2Egoogle%2Ecom%2Fsearch>

# Welcome to the World



## Of Podcasting