

# Podcasting in Supply Chain Education

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# Podcasting



# What exactly is a Podcast



- ▶ Audio files
- ▶ Collection of created episodes
- ▶ Subscription available through internet subscription protocol called “RSS”

[http://www.aaronovadia.com/clients/photoshopit/display/rss\\_icon.jpg](http://www.aaronovadia.com/clients/photoshopit/display/rss_icon.jpg)

## Roots of Podcasting

- ▶ Term Podcasting
  - Mix of iPod and Broadcast
  - Acronym for “Portable on Demand”



- ▶ Convenience
  - Automatic: Update, new episodes
  - Portability: Listener plays it when and where they want.

# It's all Techies, right?

- ▶ Portable means *popular*
  - 840,000 listeners in 2004
  - **56 million** by the *end of the decade*



- ▶ Listening to what?  
**ANYthing!**



# Podcasting is...

- ▶ Targeted
  - ▶ Distributed
  - ▶ Specialized
  - ▶ Low Cost



*Marketers are able to reach specific audiences with their message*

# Podcasting in Education

Students are “Digital Natives”  
They Live in the Web 2.0 world



facebook



You Tube  
Broadcast Yourself

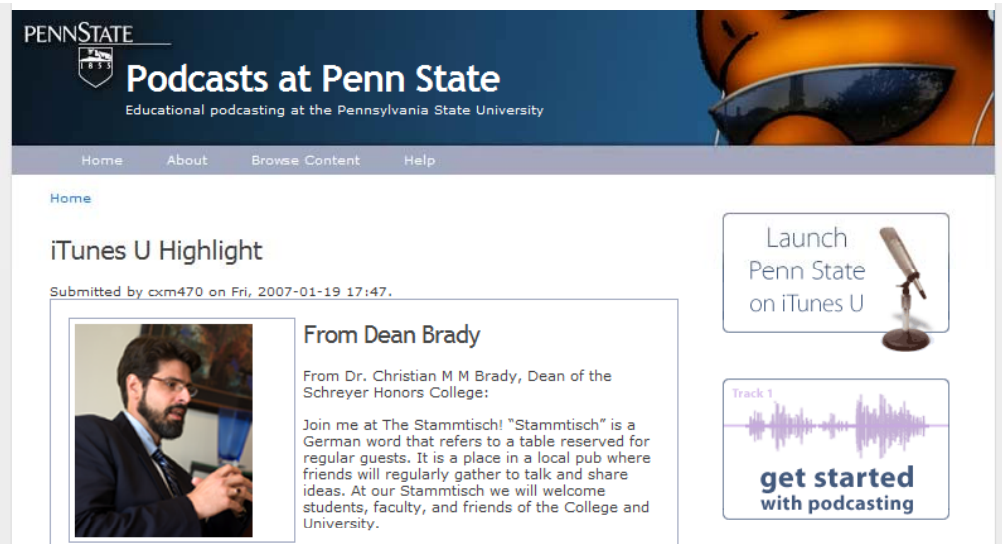
Reach students anytime, anywhere, where *they are!*

# Podcasting in Education

Universities are stepping out—  
exploring the realm of the possible

Arizona State University  
Bowdoin College  
Concordia Seminary  
Duke  
Michigan Tech University  
MIT  
NJIT  
Otis College of Art and Design  
Pennsylvania State University  
Queen's University  
Seattle Pacific University  
Stanford  
Texas A&M  
UC Berkeley  
UMBC  
University of South Florida

# Podcasting in Education



The screenshot shows the Penn State Podcasts website. At the top, it says "PENNSTATE Podcasts at Penn State" with the tagline "Educational podcasting at the Pennsylvania State University". There are navigation links for Home, About, Browse Content, and Help. Below the navigation, there's a "Home" link and an "iTunes U Highlight" section. The highlight is for a podcast submitted by cxm470 on Fri, 2007-01-19 17:47. The podcast is titled "From Dean Brady" and features a photo of Dr. Christian M M Brady. The text describes a "Stammtisch" event at the Schreyer Honors College. To the right of the highlight, there are two buttons: "Launch Penn State on iTunes U" with a microphone icon, and "Track 1" with a waveform and the text "get started with podcasting".

<http://podcasts.psu.edu>

# Podcasting in Education

- ▶ Translation
  - Recording what you do



Lectures



Solutions

CAMTASIA  
STUDIO.

Reviews  
Office Hours



# Podcasting in Education

- ▶ Transformation!  
Bringing people, ideas, and content to the classroom-student

Blending content with delivery

Cranfield  
UNIVERSITY  
School of Management

Guests



Special  
Editions

Class  
Projects

# A Cautionary Note

My 3 simple questions. Does Technology:

- ▶ Improve the educational content?
- ▶ Free up the educators to focus on content rather than process?
- ▶ Enable students to grasp the information in a better/faster/cheaper way?

## Where can you find me?

- ▶ Visit my sites
  - [Itunes.psu.edu](http://Itunes.psu.edu)
  - [SCToday.net](http://SCToday.net) (SC Forums, and podcasts)
  - [Thefatheronchats.com](http://Thefatheronchats.com)
  - [Theprofessornotes.com](http://Theprofessornotes.com)

Email:  
[spb7@psu.edu](mailto:spb7@psu.edu)

Or call: 717-798-3464 (Skype)  
937-369-3466 (cell)

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**Steve Swartz**  
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**and**  
**My son, Matthew**