

~~2004~~-2005 Learning Technologies Grants Proposal
(COVER PAGE)

Project Information

PodEd @ UGA: A Mobile Media Learning Prototype

Project Title

Scott A. Shamp, Director, New Media Institute

Project Director

New Media Institute

Requesting Department

\$13,950

Amount Requested Year 1

\$0

Amount Requested Year 2

Project Director's Signature

Proposal Endorsement Signatures

Director

Proposal Abstract (100-word maximum)

“PodEd @ UGA” will develop courseware to turn a gadget that students love into a tool that will help them learn. This project will develop a prototype system called a PodEd that allows students to maximize the educational benefit of their study abroad experience through the use of mobile media technology. This project will develop a course that will use the Apple iPod and Podcasting to deliver the quality of instruction students expect in a UGA course while allowing the students flexibility in planning their travel.

PodEd @ UGA ***A Mobile Media Learning Prototype***

I. Project Description

This project will develop a prototype system called a PodEd that allows students to maximize the educational benefit of their study abroad experience through the use of mobile media technology. This project will develop a mobile media enabled one-hour course that students will complete in four phases:

- *At Home* -- Before they leave for their study abroad experience
- *In Transit* -- While they travel to their study abroad location
- *On Location* -- On site in their study abroad destination
- *Via Net* -- Wherever they can get online

This one-hour course will deliver the quality of instruction students expect in a UGA course while allowing the students flexibility in planning their travel.

PodEd@UGA combines online tools with the most popular form of mobile media, Apple's iPod. The iPod is a portable MP3 player that can hold over 60GB of data and costs less than \$300. As of June 2005, Apple has sold over 22 million iPods accounting for over 80% of the MP3 player market. While the iPod's most common application is as a music player, new applications have been developed that give it the potential to function as an educational technology. Last year, a new type of MP3 application was unveiled called PodCasting. PodCasting allows the iPod to automatically download spoken audio programs such as news and even entertainment programming. And in August, a standard for Enhanced Podcasts was released that allows images to be imported into a PodCast.

The PodEd project will develop a PodCast program as the primary instructional element for a one-hour study abroad course. Students will be able to download all of the course material to their iPod before they leave home. They will be able to listen to lectures, interviews, and other types of audio content while they travel. And while they are in their study abroad location, they will go to a "podStop" in specific location (in front of a piece of art, a building, or vista) where they can listen to a UGA instructor on their iPods. The instructor will talk as if he or she were on location with the student, giving them the history, the background, the importance of what the student is seeing. Other audio material may augment this instruction such as music, other experts, and sound effects.

PodEd Structure

Here is how the PodEd course will work.

At Home.

After registering for the class, students will access a password-protected website for information about the course. This site will provide them with information about the course and the locations they will visit. The site will provide documentation, maps, and any other information students might need to print. Students will also enter their itinerary into the system. Based on this information,

the web-based system will be able to tell the students of other students who will be on location at that time. In addition, the system will be able to include events that might be occurring in the study abroad location during the student's stay.

Using a broadband connection at their home or school, students will use Apple's iTunes to download the special PodCast called a PodEd from a UGA server. With its latest release of iTunes in July, Apple has made it very easy to download a PodCast to a computer – a three-step process. After the PodEd has been downloaded, the student will then synchronize his or her iPod and the PodEd will automatically be transferred to the iPod.

In Transit.

While students are traveling, they can listen to audio information on their iPod. On their flight, students will listen to a program called "Going There" on their iPod. "Going There" will include:

- Travel tips: getting through customs, dealing with jet lag etc.
- Cultural reminders: specific information about the customs and traditions of the locale they are visiting.
- Student Interviews: conversations with students who have visited the study abroad location providing ideas and suggestions.
- Location Overview: this will be an audio lecture about the location the student is visiting. This lecture will get students ready to hit the ground running when they arrive on site.

On Location.

When students arrive, they will be able to begin visiting the podStops. They will have on-hand a suggested itinerary printed from the website before they began traveling. Students can follow one of this itinerary or they can chart their own course through the podStops. At each podStop, the student will listen to an audio segment of a UGA instructor talking about the point of interest. For instance, one podStop might be a painting in a museum where an instructor would guide the student through the details of the work of art. Another podStop might be a building where an instructor could offer insight into the characteristics of the architecture. Another podStop could be a landscape for which an instructor provides commentary.

The podStop audio would be no more than 10 – 15 minutes. And each podStop would also contain a task for the student to complete before he or she left the location. For instance, the podStop in a museum might ask the students to look at the other artworks in the room with the featured painting to determine what theme the curator was working toward. By giving the student a task to perform that is not detailed in the podStop audio, the PodEd guarantees the student actually does visit all of the podStops.

The PodEd will also contain information incidental to the podStops. For instance, for each podStop there will always be information on food options, currency machines, and restrooms nearby.

Via Net.

After the student has visited all the podStops, he or she logs back on to the web. Students can do this wherever they can access the internet – at home or at a cybercafe. On the website, students will answer questions, complete brief essays, and provide an evaluation of the experience. Objective tests on the website can be graded automatically. Essays will be forwarded to a team of instructors for them to read and grade.

Prototype System

The final outcome of this project will be a PodEd prototype in operation on the web and functioning on iPods. The Prototype PodEd will be developed for the city of Florence. Shelton Bellew, a graduate student in Romance Languages will be employed to develop the content for the PodEd Prototype. Mr. Bellew has produced several cassette tape walking guides of Italian cities (Venice, Pisa, Lucca, Siena, and Rome) including Florence. His website is <http://www.bellewstours.com>. This prototype project will be presented to the Office of International Education and the directors of the UGA's Study Abroad residential campuses.

This project envisions the eventual production of PodEds for the cities near one of UGA's study abroad residential campuses. For instance, the PodEd might be developed for Rome or Florence to allow students to complete the course while traveling to Cortona. A PodEd could be developed to allow students traveling to UGA's Ecolodge in Costa Rica to complete a course on the culture and art of San Jose. Or a PodEd could educate students on the history and culture of London while students participated in the Oxford program. PodEd courses could be developed covering a variety of topics in a single city: urban design, architecture, art, music and theatre.

Rationale and Need

This project addresses two of the three strategic initiatives of the University of Georgia: Building the New Learning Environment and Competing in a Global Economy. The PodEd project allows the exploration of mobile media technology in educational settings. The PodEd will use popular technology to create a quality learning opportunity with minimal personnel investment. This creative application of new technology is central to our effort to build a new type of learning environment.

The PodEd project also helps our students develop a richer understanding of other countries and cultures. PodEds will complement UGA's successful study abroad programs providing students with more learning for their dollar while they are studying abroad.

In addition, the PodEd project provides important financial benefits. According to the *Report of the Task Force on Study Abroad Programs*, in fiscal year 2004 almost 9000 undergraduate students participated in study abroad programs. If a quarter of all UGA students participated in the programs at the residential campus targeted by the PodEd project, there could be as many as 2,250 students that could enroll in a one-hour PodEd class. At the 2004 rate of

\$134 per credit hour, PodEds could contribute \$301,500 in tuition annually. Since the production and maintenance of PodEd programs are fixed and would incur minimal expenses from faculty oversight, PodEds could provide an important way to address the funding challenges faced by UGA's study abroad programs cited in the Task Force Report.

II. Budget

Of the total budget of \$30,354 for the PodEd Project, this proposal requests \$13,950 from the Learning Technologies Grant. The total budget requested for the PodEd falls into three categories: Equipment, Personnel, and Travel Expenses.

Equipment

The hardware and software infrastructure for the web components of the course are already in place within the New Media Institute. The NMI will provide the computer and software resources for all aspects of the project. The NMI also has the capability of serving the PodEd programming via the internet. Three types of equipment are needed for this project: Audio Production Equipment, iPod Test Equipment, and Online Distribution Technology.

- *Audio Production Equipment*
A portable audio recording and editing system will be necessary for producing PodEds. This system will include minidisc players and microphones. The New Media Institute will supply advanced audio production facilities and equipment for post-production editing.
- *iPod Test Equipment*
A suite of ten iPods will be needed to demonstrate and test the system. After the actual production of the PodEd, these iPods can be loaned to students participating in the course.

Personnel

The Director of the New Media Institute will serve as the project director. The New Media Institute's two instructors, Clate Sanders and Mac Smith, will also participate in the development of the system. Clate Sanders is a professional with over 30 years experience with audio/video production and served on the original development team for Apple's Quicktime. Mac Smith has a Ph.D. from UGA's Instructional Technology program in the College of Education and served for 5 years as the interactive technology specialist for UGA's Veterinary School. Mr. Sanders and Dr. Smith will engage New Media Institute in the production of the PodEds as well. Shelton Bellew, a student with extensive expertise concerning Florence, will be employed as a graduate assistant funded by the New Media Institute.

Travel

Production of the PodEd will require a two-person team to travel to the location: the content expert and the production expert. This grant requests travel funding for this two person team to travel to Florence for 10 days to create PodEd Prototype.

Budget

Item	Quantity	Total Cost	Request from LTG	Provided by Other Sources
Equipment				
Apple 15" Powerbook	2	6088	0	5400
Sony MDS-JE480 MiniDisc Digital Recorder	2	300	300	0
Sony MZ-NF810CK Net MD MiniDisc Recorder	2	600	600	
PowerMac G5 Dual 2.7GHz	1	4745	0	4745
Apple Cinema HD Display (30" Flat Panel)	1	2699	0	2699
Sony ECM-C115 Omnidirectional Lavalier Microphone	4	200	200	
Bias Studio Sound Editing Software	2	280	0	280
SoundSoap 2 Audio Enhancement Software		280	0	280
PSC Short Shotgun Microphone Kit	2	600	600	0
iPod Photo (60GB)	10	4250	4250	0
Personnel				
Graduate Assistant	Summer	3000	0	3000
Travel				
Airfare	2	3000	3000	0
Hotel	2 for 10 nights	3500	3500	0
Food	2 for 10 days	1500	1500	0
Total			\$13,950	\$16,404

Project Timeline

Date	Objective	Person(s) Responsible
01/06	Identification of materials to be included in PodEd	Scott Shamp (NMI)
03/06	Creation of web-based materials	Scott Shamp (NMI) Clate Sanders (NMI)

		Mac Smith (NMI)
04/06	Creation of test system based on Athens	Scott Shamp (NMI) Clate Sanders (NMI) Mac Smith (NMI) NMI Students
06/06	Travel to Florence to record PodEd materials	Scott Shamp (NMI) Shelton Bellew (Grad Ass't)
08/06	PodEd post production & creation of PodCast	Scott Shamp (NMI) Clate Sanders (NMI) Mac Smith (NMI)
09/06	Presentation of PodEd Prototype to International Education Office	Scott Shamp (NMI)