

Web 2.0 – The Web’s Edge

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Video Sharing / Podcasts – Class # 10 Chapter 3.2

We have looked at the Web 2.0 technologies as a means to:

- Produce information – user generated content
- Find, retrieve and identify information – tags, social bookmarks
- Re-use information – Creative Commons License, Public Domain
- Distribute information – syndication using RSS and Atom feeds
- Share information – specialized coding / widgets

Podcasting has become a popular way to **share and distribute information** -- it combines the chronological structure of a blog, the subscription service of a Web syndication format and the option to incorporate a portable device to connect to the Web. **Video sharing** on YouTube and other video sites give people another way to **share information**.

Video Sharing

Video sharing refers to websites or software where users can distribute their video clips. Some services may charge, but the bulk of them offer free services. Many sites place restrictions on the file size, duration, subject matter and format of the uploaded video file. Video sharing is an incredibly popular and important part of Web 2.0. Creating video has become easier. There are many affordable devices available to capture live video and screen captures.

Through the usage of popular video sharing sites users can upload their raw videos as they will be automatically formatted, optimized for smaller file size, and be made available for the viewing public viewing. The video sharing sites support popular video formats such as avi, mov, mpg, mov, and wmv. These files are converted to the Flash format of flv and made viewable in a Flash player. **The file format used for this web video is FLV (Flash).**

In order to share a video you copy some code – “embed” code – and paste it into another application or Web page. The video is not downloaded or copied, but remains on the video sharing website. **You are merely copying a reference to it, which includes the video player.** You are not downloading the file.

Video also appears to be the new PowerPoint for some educators. It is becoming popular in business and educational settings as an instructional and demonstration tool.



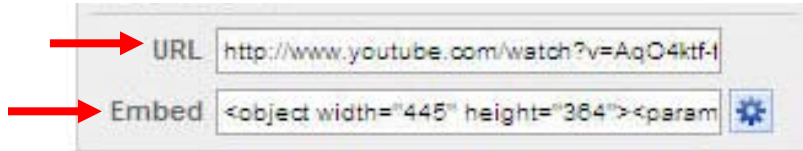
Video sharing sites where you can find videos or upload your own

- Google Video – video.google.com
- YouTube - www.youtube.com
- Vimeo – www.vimeo.com
- Yahoo Video - video.yahoo.com
- Teacher Tube - www.teachertube.com
- God Tube / now Tangle – www.tangle.com
- Blip – www.blip.tv
- Vodpod – www.vodpod.com
- Video Jug – www.videojug.com
- Veoh – www.veoh.com
- Odeo – www.odeo.com

- Directory: <http://www.reelseo.com/list-video-sharing-websites>

Using the <embed> tag to share a video: copy and paste – also see *video on wiki*

There will be a button or link near the video to **copy** the “**embed**” code and **paste** it into your blog or another application. There will usually be the **URL** to the page, if you want to link to it.

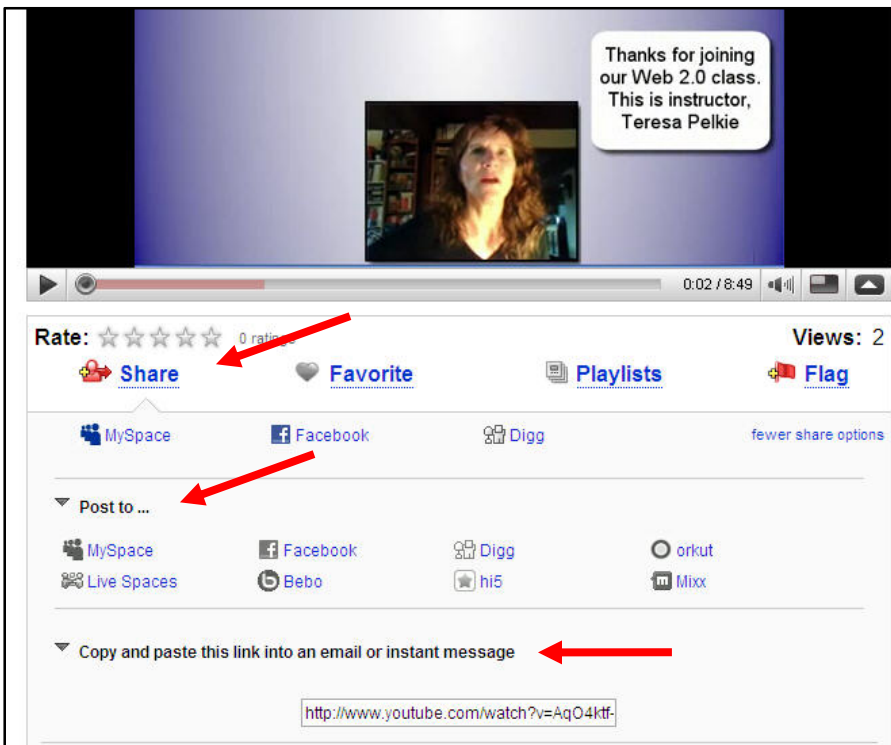


Sample <embed> code:

```
<object width="445" height="364">
<param name="movie" value="http://www.youtube.com/v/AqO4ktf-fcs&hl=en&fs=1&rel=0&border=1"></param>
<param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param>
<embed src="http://www.youtube.com/v/AqO4ktf-fcs&hl=en&fs=1&rel=0&border=1" type="application/x-shockwave-flash"
allowscriptaccess="always" allowfullscreen="true" width="445" height="364">
</embed>
</object>
```

Sharing a video by adding to other social applications

There will usually be buttons to add to other sites or to send via email



<http://www.youtube.com/watch?v=AqO4ktf-fcs>

Podcasts – A new way to distribute information

What is a Podcast



↑
Universal Podcast Icon

A podcast is an **audio or video** program that is broadcast over the Internet. The audio or video files are delivered to your computer by means of an **RSS feed subscription**. When you subscribe to a podcast, you receive the updates automatically. The **file is downloaded** to your computer so you can transfer it to a portable device. A podcast is similar to a radio or TV show that is broadcasted on a regular basis.

Podcast File Types

Podcast audio files are **MP3** files and video files are **MP4** or **M4V** files. Other file formats may be used, but these are the standards that are supported by iTunes. You can also podcast **PDF** files.






Podcast = iPod and Broadcast

The name podcast comes from compounding the words iPod and broadcast but **you do not need to have an iPod** to subscribe to a podcast.

Podcast Aggregators

In order to subscribe to a podcast, you need to use an aggregator or **podcatcher**. This is specialized software that reads the RSS feed so it can display information about the podcast and download the audio or video file. **The Web address of the audio or video file is contained in the <enclosure> tag in the RSS feed.** The podcatcher also contains a player to view and listen to the files.

When you open your aggregator, the software will check to see if there are any new episodes. If there are, it will download them to your computer. There are both web based and desktop aggregators. iTunes is probably the most popular desktop podcatcher.

 iTunes 8 Free for Mac + PC iTunes http://www.apple.com/itunes/download	 Juice the cross platform podcast receiver Juice - http://juicereceiver.sourceforge.net
 Doppler Doppler - http://www.dopplerradio.net/	 Podnova Podnova – http://www.podnova.com
 MY YAHOO! MY YAHOO! – http://www.yahoo.com	

Blog Aggregators

Actually, you can subscribe to a podcast using any blog feed reader. The difference is that the audio or video file will be shown as an attachment. You will need a separate application on your computer to play the audio or video file.

Blog vs Podcast

Blogs and podcasts are similar as they contain frequently updated content, but vary in the type of content. Actually a blog can also be a podcast, if it contains uploaded audio or video which is coded properly (using <enclosure> tags) in the RSS feed. **We will look at this in our next class.**

How to subscribe to a podcast – also see video on wiki

- Click a button to automatically subscribe using that particular aggregator



From <http://www.palomar.edu/atrc>

- Copy the URL of the RSS feed and paste it into your aggregator

Podcast vs Video Sharing

On a video sharing site, you search for a video using search terms. You usually don't care who produced the video. You can add the video to your favorites. You can link or embed the video in another social application, but **you cannot download the video**. But you generally will have a collection of videos from many different authors. With podcasting, you subscribe to the videos produced by a certain author and receive the updates from that author. **Embedded videos from a shared video site cannot be distributed as a podcast.**

Mobile Learning – Anywhere – Anytime!

iPod and other portable devices

You can download your podcast file to your iPod or other portable device that plays MP3s or videos, such as the iPhone. iTunes can connect to your iPod to "sync" your podcasts.

Due to the popularity of iPod and iTunes, mobile learning is changing education in a big way. Many students already have mobile access, not just with iPod players, but also with iPhone devices and portable computers; they come to class with the Internet in their pockets. This opens up a new area for educators to target for teaching and learning.

Podcast Directories

- iTunes Music Store (part of iTunes), Yahoo Podcasts
- Allpodcasts.com
- Podcast.com
- Podcastalley.com

Resources

- For more information about podcasting: <http://www.apple.com/itunes/whatson/podcasts/tips.html>
- How to use your iPod - <http://www.apple.com/support/ipod/tutorials/>

Live Video Broadcasting

- www.stickam.com
- www.ustream.tv