

iTunes U

Click. Sync. Learn.

What is iTunes U?

The background is a dark blue, textured surface, resembling a chalkboard or a piece of heavy paper with a fine, irregular grain. The texture is more pronounced in some areas, with lighter and darker shades of blue creating a sense of depth and movement. The overall tone is a deep, muted blue.

History

Duke First Year Experience

- August 19, 2004, Duke kicked off Duke iPod First-Year Experience, Cost 500k+
- Distributed 1650 4th gen 20GB Apple iPods to incoming Freshmen
- 150 extras on loan for upperclassmen
- Preloaded with welcome message, school songs, campus info, tips on studying



Purpose

- Find creative ways to use iPods in academic experience & campus life
- Student find new ways to learn
- 11 Courses participated at inception

There is a catch

- Students' academic use will be studied
- The studies will be used to decide program's viability

Common Usage

- Download/Listen to recorded lectures
- Conduct interviews
- Podcasting/Audio blogging
- Portable hard drive
- Signal generators
- Music!

Results

- Data collection in Engineering
- Assist with Spanish Accents
- Help Carry On Class Discussions
- Quotes Caught on iPods
- Illustrate Engineering Principles
- 06-07 is the 3rd year of this “pilot” program

Stanford on iTunes U

- Apr 2005, Stanford on iTunes U started
- Enable users to access rich digital material
- Provide school's repository of content to the public

iTunes U

- Jan 25, 2006 – Apple launched iTunes U
- One click content transfer
- Cross platform support
- Portability (iPod/iPod Video)

Institution Benefits

- Free content hosting service
- Full content control
- Scalable
- Enable instructors to manage content
- Integrated Podcast support
- End-to-end solution

Student Benefits

- 24/7 availability of materials for classes
- Easy access to content (Win/Mac)
- Very portable (learn anywhere with iPod)
- Practice make perfect!
- Final exam prep

Pilots

- Duke
- Brown
- Stanford
- University of Michigan
- Missouri School of Journalism
- University of Wisconsin Madison

Current Adopters

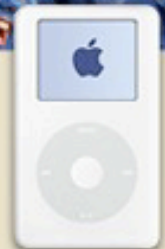
- Many many many ... Universities in US & Canada
- Stanford on iTunes U
- Berkeley on iTunes U
- Duke Fuqua School of Business on iTunes U
- University of Michigan School of Dentistry on iTunes U

Duke UNIVERSITY



Duke University and Apple® are pleased to offer university-related audio content via iTunes®.

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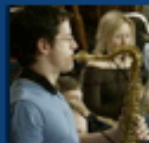


Heard at Duke



Speeches & Lectures

Last Modified: Nov 16, 2006
Total Tracks: 37



Music and Performances

Last Modified: Nov 16, 2006
Total Tracks: 3



Campus Stories and Information

Last Modified: Nov 17, 2006
Total Tracks: 68

Links

[Duke Community Content](#) ➔

[Duke Digital Initiative](#) ➔

Schools and Centers



The Fuqua School of Business

Last Modified: Nov 6, 2006
Total Tracks: 138



John Hope Franklin Center for Inter...

Last Modified: Nov 16, 2006
Total Tracks: 10



Berkeley

University of California

Courses



Computer Science

Last Modified: Nov 17, 2006
Total Tracks: 257



Arts & Humanities

Last Modified: Nov 17, 2006
Total Tracks: 68



Biological Sciences

Last Modified: Nov 17, 2006
Total Tracks: 178



Chemistry

Last Modified: Nov 17, 2006
Total Tracks: 78



Engineering

Last Modified: Nov 17, 2006
Total Tracks: 229



Natural Resources

Last Modified: Nov 17, 2006
Total Tracks: 98



Physical Sciences

Last Modified: Nov 17, 2006
Total Tracks: 262



Social Sciences

Last Modified: Nov 17, 2006
Total Tracks: 306



Information Science

Last Modified: Nov 17, 2006
Total Tracks: 34

What's New

- Nobel Prize: George F. Smoot →
- Brad DeLong: Afta Thought... →
- Intro to Astronomy →
- General Human Anatomy →
- Intro to Nonviolence →
- Macroeconomics →
- Campus Tour slideshow →
- California magazine podcasts →
- "The Play" video →

PENNSTATE



Penn State



Courses on iTunes U



Available Courses

Last Modified: Wed Nov 15, 2006
Total Tracks: 21

Links

- [Penn State University](#) →
- [Podcasts at Penn State](#) →
- [Information Technology Ser...](#) →
- [Login to iTunesU](#) →
- [Logout](#) →

Around Penn State



New and Cool on iTunesU

Last Modified: Wed Nov 15, 2006
Total Tracks: 4



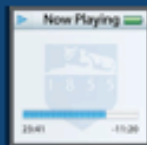
Speeches and Lectures

Last Modified: Sat Nov 11, 2006
Total Tracks: 2



Penn State Podcast Shows

Last Modified: Thu Nov 16, 2006
Total Tracks: 38



Institute for the Arts and Humanities

Last Modified: Sat Nov 11, 2006
Total Tracks: 1

ASU on iTunes U

Administration



President's Office Podcast

Last Modified: Mon Nov 6, 2006
Total Tracks: 9



Public Affairs

Last Modified: Tue Oct 31, 2006
Total Tracks: 6

Links

- [ASU Home](#) ➔
- [Global Campus, Video](#) ➔
- [ASU, Downtown Phoenix Ca...](#) ➔
- [ASU DPC Overview](#) ➔
- [School of Computing and I...](#) ➔

Colleges, Schools, and Academic Units



University College

Last Modified: Wed Nov 1, 2006
Total Tracks: 0



Provost's Office

Last Modified: Mon Oct 30, 2006
Total Tracks: 0



College of Liberal Arts & Sciences

Last Modified: Mon Nov 6, 2006
Total Tracks: 0



Mary Lou Fulton College of Educati...

Last Modified: Mon Oct 30, 2006
Total Tracks: 0

DEMO

Do I have to attend
class ever again?

Sources

- Apple iTunes U
- MacWorld News
- Duke Digital Initiative
- Random people's pictures

<http://www.macnewsworld.com/story/36357.html>

<http://the.honoluluadvertiser.com/article/2004/Aug/31/tc/tc02a.html>

http://homepage.mac.com/fredbrackett/.Pictures/Photo%20Album%20Pictures/Duke/IMG_2141.jpg

<http://www.ilounge.com/index.php/news/comments/duke-freshmen-receive-long-awaited-ipods/>

<http://dukenews.duke.edu/2005/04/ipodfinal.html>

http://dukenews.duke.edu/2004/07/ipods_0704.html

<http://magazine.lib.duke.edu/issue19/feature2.html>

http://cit.duke.edu/ideas/newprofiles/ipod_faculty_articles.do

<http://www.apple.com/education/profiles/stanford/>

<http://macslash.org/article.pl?sid=06/01/25/0919249>

<http://playlistmag.com/news/2006/01/24/itunesu/index.php?lsrc=mwrss>

<http://dukenews.duke.edu/2006/02/iTunes%20U.html>

<http://www.mccullagh.org/photo/1ds2-4/red-apple>

