

Research Packet

Tier 1 Research

5/6/2008

University of Wisconsin-Superior

Campus Mobile Application Project Team

Research Topic

E-mail notification via text message

Description

E-mail notification via text message would be very useful in certain situations. Many students do not use their school email as their regular email, so to get a text message to notify you of important messages would be useful. This approach could be used also in emergency situations.

Benefit to the university

UWS could use this system to help notify students of important emails they are receiving. This could be anything from a schedule change, class conciliation, schedule change, etc.

Research

1. eAlert
 - a. eAlert messages can be sent from a simple web interface or automatically generated from any existing system.
 - b. Specializes in public transportation, schools, and universities
 - c. Types of situations:
 - i. Emergencies
 - ii. Class schedule changes
 - iii. Cancellations
 - d. Types of devices that can be sent to:
 - i. Email accounts
 - ii. PDA
 - iii. Pagers
 - iv. Cellular Phones
 - v. SMS devices
 - e. Can send at a rate of 500,00 messages per hour
 - f. Audio/Video can be uploaded and alerts can reference these messages
 - g. Alerts can be sent to students, faculty, and staff of multiple institutions.
 - h. Fixed fee
 - i. Black lists can be created
 - j. RSS feeds can be used
 - k. <http://www.ealert.com/>
2. Positive
 - a. Not as big of a security issue because it would be notifying students of them receiving an email, but does not actually give them access via mobile device to their email.
 - b. Most emergency notification software is free for the students, rates include their cellular service text messaging rate
3. Negative
 - a. Student/faculty interest may lack

Examples

Kingston Elementary

- Use it to notify parents of students of emergency situations
- Use eAlert to alert transportation bus system of emergencies

Kingston High school

- Use it to notify parents of students of emergency situations

- Use eAlert to alert transportation bus system of emergencies
University of Arkansas

University of Arkansas

- Called LionsAlert
- Used to alert students and faculty of emergency situations
- <http://uafortsmith.ealortedu.com/user/userdefault.aspx>

University of Buffalo

- Emergency Preparedness Resources
- Receive emergency information or critical messages in a timely manner
- University police send out emergency information to subscribers
- Only cost for students is the cost of their text messages, which is depends on your personal cellular service
- <http://emergency.buffalo.edu/textfaq.htm>

Springfield Technical Community College
College of Southern Maryland
University of Central Oklahoma

Research Topic

Facebook Mobile

Benefit to the university

UWS could create a social network with Facebook Mobile. Students then could keep in contact via their mobile technology. This application could reinforce the university student community.

Description

Facebook is a social networking website that was launched on February 4, 2004. The website is owned and operated by Facebook, Inc., the parent company of the website and a privately held company. The free-access website allows users to join one or more networks, such as a school, place of employment, or geographic region to easily connect and interact with other people. Users can post messages for their friends to see, and update their personal profile to notify friends about themselves. Idea is to create a UWS group, and have a student, teacher, and faculty staff community on Facebook.

Research

1. Facebook Mobile
 - a. Do Facebook on the go.
 - b. Upload photos and notes from your camera phone straight to Facebook.
 - c. Receive and reply to Facebook messages, pokes, and Wall posts using text messages
 - d. Use a mobile browser at m.facebook.com
2. Positive
 - a. Free
 - b. Easy to use
 - c. Well known
 - d. There are development kits out there to build your own "Facebook" type of website
 - i. Beyond our knowledge
3. Negative
 - a. Not used any other University
 - b. Bad to rely on another company for service
 - c. No customization
 - d. A community like this may exist already

Examples

None

Research Topic
MapQuest Mobile

Benefit to the university

UWS could use this application and offer the option to install this on students/faculty cellular phones. This application will give you directions, show you maps, and show you all the “hot spots” in the area. Hot spots would be popular restaurants, gas stations, malls, etc.

Description

MapQuest Mobile was created in partnership with Zingy, one of the best-known publishers of consumer applications for mobile phones. Mobile MapQuest is a mobile application used to get maps and directions on the “go”.

Research

1. MapQuest Mobile
 - a. MapQuest’s points of interest
 - i. Find over 15 million points of interest including restaurants, hotels, or theaters from the MapQuest.com database.
 - b. Multipoint Routing
 - i. Select multi points along your route and receive step-by-step directions
 - c. Find places, get maps, and step-by-step directions for Canada
 - d. Click to Call a Business
 - i. Directly from MapQuest Mobile (limited to certain carriers)
 - e. Access recent locations and multi-router
 - i. Access your most recent places and multi-routes
 - f. Save locations and multi-routes to favorites
 - i. Save your places and multi-route to your favorites folder
 - g. Pedestrian navigation
 - i. Get directions for walking routes
 - h. Choose advanced routing options
 - i. Optimize your route by choosing the shortest time or distance and/or avoid tolls
 - i. Next time you look up MapQuest directions, don't print them. Click on the 'Send To Cell link at the top of the page
 - j. Typically costs 3.99 a month
2. Positive
 - a. Affordable
 - b. Pedestrian navigation for on campus navigation
 - c. 15 million points of interests
 - d. Works with almost all new phones, and most older phones
3. Negative
 - a. Not used any other University
 - b. Bad to rely on another company for service
 - c. No customization
 - d. No bulk prices

Examples

None

Research Topic

PALM

Benefit to the university

UWS could use PALM applications to better its educational environment with mobile email, mobile Microsoft Office, and many more.

Description

Palm OS is designed for ease of use with a touch screen-based graphical user interface. It is provided with a suite of basic applications for personal information management. The idea is based on using PALM OS PDAs in an educational environment.

Research

1. PALM
 - a. Simple to use
 - b. Applications on PALM:
 - Acrobat reader
 - Adobe reader
 - HotSync
 - Palm Desktop
 - Pocket/Mirror Standard
 1. MS Outlook updater
 - Pocket Tunes
 - MiniTones
 - FileZ
 - Documents to Go
 1. MS Office
 - World Atlas
 - Google Maps for PALM
 - Cambridge Dictionary
 - Quickoffice
 - c. Goodlink
 - Email
 - Calendar sync
2. Positive
 - a. PALM works with Microsoft Exchange servers
 - b. PALM works with many other systems
 - c. Large amount of applications established for PALM
 - d. Easy to use touch screen interface
3. Negative
 - a. PALM devices can be expensive
 - b. Future of PALM is unstable
 - c. PALM is one of the minorities when it comes to mobile OSs
 - d. PALM doesn't come out with a lot of new ideas

Examples

Emory University

- Uses GoodLink to help build a university network

Research Topic

Information via text message on cellular phone.

Benefit to the university

Students at UWS could receive their personal data via text message on their cellular phone. This may be preferred as compared to having to walk into a computer lab or office to retrieve your personal information.

Description

"Information via text message on cellular phone" describes an approach where an individual can text message an organization, and get a quick reply back of the information the individual requested. This could be anything from account information, bills, grades, etc. This is a fresh idea, so there is no limit as to what it could do.

Research

1. Google
 - a. Offers a service similar to this idea
 - b. Text message Google various combinations of words to receive back specific types of information
 - i. Example, 55805 weather, would send back to you the weather for zip code 55805
 - c. There service is free
 - d. http://www.google.com/intl/en_us/mobile/sms/
2. PayPal
 - a. Text message PayPal
 - b. Text to Buy or send money
 - c. Text to confirm payment or deposit
 - d. <https://www.paypal.com/us/cgi-bin/webscr?cmd=xpt/cps/mobile/MobileT2B-outside>
3. Mobile Campus
 - a. Mobile Campus connects university students to the people, information, content and offers that matter most to them while providing universities with real-time, interactive access to their students via text messaging.
 - b. Membership is free!
 - c. Lots of options
 - d. Can be customized to fit the needs of a University
 - e. University of Florida uses this service
 - i. UF has high praise of this application
 - ii. <http://campustechnology.com/articles/46694/>
4. Positive
 - a. Very convenient for students
 - b. Low costs
5. Negative
 - a. Security is an issue

Examples

University of Florida

- Uses Mobile Campus
- 16 other campuses use Mobile Campus:
 - o <http://www.mobilecampus.com/Campuses/tabid/57/Default.aspx>

None for PayPal and Google

- These are free services that would not be unique to a University

Research Topic

Download personal information via USB drive via kiosk

Benefit to the university

UWS could give enrolled students an UWS flash drive. The student then could use the flash drive, and plug it into a kiosk or computer, and their personal data would automatically download their personal information to their flash drive. The flash drive could be used to store their university files as well.

Description

This is a fresh idea thought of by the project team. The idea is that an individual could walk into an organization with their issued USB drive, plug into a kiosk of some sort, and download their personal data for use later on. This data could be financial, bills, grades, homework, assignments, etc. It could happen automatically or manually be following on screen instructions on the kiosk.

Research

1. How flash drives are ideal of schools
 - a. Recruitment and admissions
 - b. Promotion of School Departments, Student Organizations and Event Schedules
 - c. Donor and Alumni Gifts
 - d. Faculty and Student Handbooks
 - e. Handing in homework or exams
 - f. Lectures and presentations
 - g. Graduation day
 - h. Community outreach
2. Customized USB drives
 - a. Create customizes UWS USB drives
 - b. <http://www.cfgear.com/>
3. Kiosks
 - a. Could not find any organizations using the “download personal information via USB drive via kiosk” approach
 - b. Explored Kiosks
 - c. Kiosks are orderable on a “pay for service” basis
 - d. Order customized Kiosks
 - e. <http://www.kingproducts.com/?gclid=ClInU97nTpplCFQ0ePAodnRUQQA>
 - f. Kiosks can be customized to do what you need them to do.
 - i. Student directory, University campus directions, class directory, etc.
4. Porto Media
 - a. Rent/order videos directly to your USB drive or portable device
 - b. Going to the video store is a thing of the past
 - c. This approach isn't what we had in mind, but the company has ways of putting data on the USB drive in a “secure” manner
 - d. <http://www.portomedia.com/>
5. SanDisk auto-syncs flash drive files online
 - a. A new product that takes advantage of auto syncing files online to Amazons online storage space
 - b. USB drive is costs 59.99
 - c. Works for Windows 2000, Windows XP, and Windows Vista OS
 - d. Online backup service cost 29.99 per year
6. Positive
 - a. Lots of uses could come from this technology
 - b. Teach students the importance of personal data
 - c. The flash drives could be used as a marketing campaign for UWS
 - d. Cheap for students

7. Negative
 - a. Security is an issue
 - i. Could be prevented with encryption
 - b. Lost flash drives could pose an issue
 - i. Can be prevented with backups
 - c. Expensive for UWS

Examples

Kingswood Oxford University

- Gives students a Kingston Data Traveler Elite 1 GB flash drive
- This particular drive provides automatic encryption in case of flash drive became lost or stolen
- University encourages the flash drive to be their primary storage device for school work
- University offers 15 MB of storage for the server, but told to be used as an emergency or temporary storage device
- Students learn how to create an IfLost.txt file in case of the flash drive being stolen or lost, it can then be retrieved.

Research Topic

Windows Mobile

Benefit to the university

UWS could use Windows Mobile applications to better its educational environment with mobile email, mobile Microsoft Office, and many more.

Description

Windows Mobile is a mobile operating system developed by Microsoft. It runs similar to Microsoft Windows operating systems. The OS runs on PDAs, smart phones, Pocket PCs, and other mobile on-board devices. The idea is to implement devices using Windows Mobile for the university to enhance learning and teaching experiences. Also, explore the various types of applications that can be used on the Windows Mobile platform.

Research

1. Applications used for Windows Mobile
 - a. Mobile Campus
 - b. Mobile Learning
 - c. ClassInHand
 - d. Mobile Microsoft Office
 - e. Mobile Microsoft Outlook
 - f. Microsoft Office Communicator
 - i. <http://office.microsoft.com/en-us/communicator/HA102027021033.aspx>
2. Positive
 - a. Easy to implement with current Microsoft Exchange Servers
 - b. Microsoft is a leader in the industry
 - c. Easy to use
 - d. Familiarity with Microsoft products
3. Negative
 - a. High costs

Examples

University of Strathclyde

- Took a huge step in implementing Windows Mobile within their University
- Implemented Windows 2003 based devices
- Gives students and faculty the freedom to access information when it is convenient for them
- Used for communication
 - o Email
 - o Text messaging through the exchange server
- Receive grades via their mobile device
- They believe that Microsoft Mobile technologies are second to none.
- Students and faculty use the service on a daily basis
- See article print out for reference

University of Cincinnati

- Teamed up with companies such as:
 - o Microsoft
 - o ClearTXT
- ClearTXT transforms blackboard activity to Windows Mobile devices
- They run Windows Mobile Applications such as:
 - o Microsoft Office Mobile

- Microsoft Outlook Mobile
 - Internet Explorer Mobile
 - Pocket MSN
 - Windows Media Player Mobile
- They speak very highly of the Windows Mobile approach
- See article for full details

Research Topics

iPhone

Description

The iPhone is an internet-enabled multimedia mobile phone designed and marketed by Apple Inc. It has a multi-touch screen with virtual keyboard and buttons. The phone's function includes those of a camera phone and a portable media player (iPod), in addition to text messaging and visual voicemail. It also offers internet services including e-mail, web browsing and local Wi-Fi connectivity. It is a quad-band mobile phone that uses the GSM standard, and hence has international capability. It supports the EDGE data technology.

Benefit to the University

1. Mobile Browser
 - a. Are able to access campus information from anywhere.
2. Multimedia Player
 - a. Are able to access campus video/audio files
3. Navigation and GPS
 - a. Are able to access campus directions

Research

1. Features
 - a. The iPhone allows conferencing, call holding, call merging, caller ID, and integration with other cellular network feature and iPhone function. One example, a playing song fades out when the user receives a call. Once the call is ended the music fades back in. The iPhone includes a Visual Voicemail feature allowing user to view a list of current voicemail messages on-screen without having to call into their voicemail. Unlike most other system, messages can be listened to and deleted in non-chronological order by choosing any message from an on-screen list.
2. Web accessibility
 - a. The iPhone is able to access the World Wide Web via a modified version of the Safari web browser. Web pages may view in portrait or landscape mode and support automatic zooming by pinching together or spreading apart fingertips on the screen, or by double-tapping text or images. The web browser display full web pages as opposed to simplified pages as on most non-smartphones.
3. Software
 - a. iPhone OS is the operation system that runs on the iPhone and iPod Touch. It is based on a variant of the same basic Mach Kernel that is found in Mac OS X iPhone OS includes the software component "Core Animation" from OS X v10.5 which, together with Power VR MBX 3D hardware, is responsible for smooth animation used in its user interface. The iPhone's CPU is an ARM-based processor instead of the x86 and PowerPC processors used in Apple's computers. This means applications cannot simply be copied from Mac OS X and have to be written and compiled specifically for the iPhone. Additionally, the Safari web browser support web application written with AJAX.
4. Application
 - a. There are several application located on the "Home" screen: Text (SMS messaging), Calendar, Photos, Camera, YouTube, Stocks, Maps (Google Maps), Weather, Clock, Calculator, Notes, Setting, and iTunes. The YouTube application streams video over Wi-Fi and/or EDGE after encoding them using Quicktime's.
5. Multimedia
 - a. The layout of the music library differs from previous iPods, with the section divided more clearly alphabetically, and with a larger font. Similar to previous iPods, the iPhone can sort its media library by song, artists, albums, video, playlist, genres, composers,

podcasts, audio books, and compilations. Cover Flow, like that on iTunes, shows the different album covers in a scroll-through photo library. Scrolling is achieved by swiping a finger across the screen.

The iPhone allows users to purchase and download song from the iTunes Store directly to their iPhone over Wi-Fi with iTunes Wi-Fi Music Store but not over the cellular data network

6. Safari

- a. Safari browser developed by Apple Inc and included in Mac OS X. The beta version for Microsoft Windows was released for the first time on Jun 11, 2007 with support for Windows XP and Windows Vista. Safari has also been run unofficially on Linux under Wine, but the graphical user interface and web graphics do not render properly.

Example

University and Colleges use of iPhones

- a. Abilene Christian University (ACU)
 - i. ACU-the first university in the nation to provide these cutting-edge media devices.
 - ii. Useful web applications
 - 1. Homework alerts
 - 2. Answer in-class survey
 - 3. Test and Quizzes
 - 4. Directions
 - 5. Meals and accounts balance
- b. University and Colleges that are in the process or thinking of using iPhones
 - i. Duke University
- c. University has in the past handed out iPods to incoming classes—but it is the first to make use of the iPhone and iPod touch's
 - i. Harvard University
 - ii. Stanford University
 - iii. Massachusetts Institute of Technology (MIT)

Research Topic

Zoho Mobile

Description

The Zoho Office Suite is a web office suite which includes tools for word processing, spreadsheets, presentation, database, note-taking, wikis, CRM, project management, invoicing and other application. Zoho applications are operating system independent. The application can be either to create or to manipulate files created with other widely distributed office suites. Zoho can read and write file formats used in Microsoft Office, OpenOffice.org and other system. The program in the suite can be used individually but offer additional integrating benefits when used together. The data (document) files can be saved on Zoho's servers as well as those of several integrating partners like box.net or Omnidrive, which allows synchronization back to the local PC. Zoho has opened the Application Programming Interface. Zoho is allowing their applications to run on mobile devices.

Benefit to the University

Allowing students access their office tools.

Research

1. Zoho Writer
 - a. Full-featured word processor which support real-time collaboration between multiple users.
2. Zoho Sheet
 - a. Full-featured spreadsheet application in the Zoho Office Suite. It supports most standard spreadsheet functions and few innovative twists, including auto-processing external data feeds and the ability to publish chart into blogs or other websites. It integrates well with other apps like Zoho Notebook or Creator. Zoho Sheet has a plugin to integrate with Microsoft Excel and is available both as a desktop widget and as part of online service such as box.net and Facebook
3. Zoho Project
 - a. Project management software support creating tasks, assigning ownership setting deadlines and tracking milestone. It has calendars, Gantt chart, report, share supporting files.
4. Zoho Creator
 - a. Online database/ custom application development tool which allows users to create fairly sophisticated process logic without knowing how to code, simply by dragging and dropping script element on screen. Users can import data from .xls, csv, and .tsv files and create a variety of forms either from scratch or by using one of several common templates

Example

None

Research Topic

Google Mobile

Benefit for University

Provides easy access from any mobile devices.

Description

Google Mobile allows access to Maps, Gmail, Search, SMS, YouTube, GOOG-411, Calendar, News, Picasa, Blogger, Reader, Docs Sync, and Notebook, designed especially for your mobile. You can access all Google mobile applications from your mobile phone.

Research

1. Search
 - a. You are able to access flights updates and sports results, images and weather report. You can also search and locate everything from restaurant to a local dry cleaner.
2. Gmail
 - a. You are able to access your Gmail on your mobile phone.
3. Map
 - a. This downloadable application puts local information, directions and maps in your pocket.
4. Docs
 - a. You can view document from anywhere on your mobile device. Document are stored securely online and adapted for viewing on your phone.
5. YouTube
 - a. You can access video and your favorite feature from mobile phone

Example

None

Research Topic

Pocket PC

Description

A Pocket PC, abbreviated P/PC or PPC, is a hardware specification for a handheld-sized computer that runs the Microsoft Windows Mobile operating system. It may have the capability to run an alternative operating system like NetBSD or Linux. It has many of the capabilities of modern desktop PC's. Currently there are thousands application for handhelds adhering to the Microsoft Pocket PC specification, many of which are freeware. Some of these devices also include mobile phone feature. Microsoft compliant Pocket PCs can also be used with many other add-ons like GPD receivers, barcode readers, RFID reader, and cameras. In 2007, with the advent of Windows Mobile6, Microsoft dropped the name Pocket PC in favor of a new naming scheme. Devices without an integrated phone are called Windows Mobile Classic instead of Pocket PC. Devices with an integrated phone and a touch screen.

University Benefits

UWS students would have access to the internet, D2L, personal multimedia player, and personal navigation.

Research

1. OS version
 - a. Windows Mobile 6
 - i. Microsoft current release is Window Mobile 6. It was officially release by Microsoft on February 12,2007
2. HP iPAQ hx2490 Pocket PC
 - i. Price
 1. \$399.99
 - ii. Connectivity
 1. Bluetooth
 2. Wi-Fi
 3. USB 2.0
 - iii. Microsoft Windows Mobile Operation System
 - iv. Hard Drive
 1. 256MB total Memory
 - v. Software
 1. Outlook 2002, Microsoft ActiveSync 4.1, Microsoft Reader eBooks
 2. Abode
 3. Microsoft Pocket Internet Explorer
3. Toshiba Pocket PC e750
 - a. Price
 - i. \$ 399.00
 - ii. OS
 - b. Microsoft Windows Mobile for Pocket PC
 - c. Software
 - i. MSN Messenger
 - ii. Microsoft Pocket Work
 - iii. Microsoft Pocket Excel
 - iv. Microsoft ActiveSync
 - v. Microsoft Pocket Outlook
 - vi. Microsoft Pocket Internet Explorer
 - d. Connectivity
 - i. Wi-Fi
 - ii. USB 2.0
 - e. Processor
 - i. 400MHz

- ii. Memory

Example

- 1. Immanuel College
 - a. Applications
 - i. Microsoft Mobile office
 - b. Benefits
 - i. Providing new opportunities and challenges for gifted and talented students.
 - ii. Offering a wider variety of learning modes to accommodate different learning styles.
 - iii. Opening students to a broad spectrum of learning experiences
 - c. <http://www.immanuel.qld.edu.au/ppc/index.htm>

Research Topic

Podcasting

University Benefits

Description

A podcast is a series of digital-media files which are distributed over the Internet using syndication feeds for playback on portable media players and computers. The term podcast, like broadcast, can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a podcaster. The term is a portmanteau of the words "iPod" and "broadcast."

Making full use of podcasts' syndication features requires appropriate software, often referred to as a *podcatching client*. The feeds are usually distributed using RSS or Atom protocols to the podcatching client.

Research

Podcasting in 4 Steps

1. **Publishers create audio content**, and post it to a web server, typically in MP3 format.
2. They **publish an RSS file** (newsfeed) that contains RSS news items that reference the audio content. Each RSS item provides meta information about an audio file, such as the file's name and description, and contains an RSS enclosure with the URL of the audio file.
3. End-users regularly **check for new versions of the newsfeed**, using an application like iPodder. When a new version is found, iPodder reads through it, identifies the audio file URLs, downloads them and syncs them to a media player.
4. **Users listen** to the "podcasted" audio file when it is convenient.

Jeffrey Daniel Frey suggests some things about popcasting:

0. Classes and Lectures

I don't count this as one of the five... this is even before the top reason (hence the zero) and just a given. Though some are leery because they're afraid no one will come to class, the instructors that I've seen do this have not had many issues. Students are able to listen to something they missed at the gym, take notes later, etc. The instructors that have had issues just made attendance a part of the grade.

5. Faculty Information Dissemination

How do you get information out to new faculty... a handbook? What about existing faculty... mass emails? Why not try something a bit more personal... a video podcast perhaps? Why?

- faculty can subscribe to the podcast so that when something changes (a policy, a building closure, etc.) they will be notified immediately
- the podcast can contain short q&a or faqs so that there is history created... not only are the new podcasts important, but now that new faculty member (or one that just simply forgot) can go back to that podcast from a month ago and learn how something is done

So, who sponsors this podcasting channel, and who uses it? The sponsor is usually the faculty advisory committee or, in some cases, human resources... but more importantly... what is the content?

- the registrar comes on in the fall and spring to talk about classrooms
- information technology comes on periodically to talk about new equipment that is showing up in the classrooms and labs, and show you how to use it

- human resources interviews that new faculty member you've seen on campus that has just been hired
- students chime in every once in a while to give tips to on how to communicate best with them
- and you get the idea... the possibilities are endless
- news, the latest discovery, how to fill out the new funding request form, etc.

4: Staff Development and Morale

Why are most universities podcasting to staff? *Training*. What's the main benefit that they've seen while doing it? *Increased morale*. When you think about it, increased morale is a byproduct of paying attention to someone or showing that you want to invest in them. I see it coming from three specific sources in this case.

Community: When you podcast to your staff and give them opportunities to learn more about the institution, their jobs, and other peoples jobs at the university... their sense of relating to others (and that they are part of the community) increases. Sometimes you can even get that staff member that walks from her car to the office, is there all day, and walks from the office to her car to attend that event you highlighted or find a group that she didn't know about on campus to participate in.

Ownership: At the beginning or end of each podcast, if you can throw in a fun fact about what is currently going on at the university (the baseball team won, professor z got an award, etc)... staff feel a larger sense of pride or 'ownership' about the university. It's something to talk about when you see your friend at the grocery store and they say "How are things going at the university?" If you suggest a link or website where they can find out more about that fact, chances are they will click through or go to it.

Job Satisfaction: Here, I tie job satisfaction to knowing what is expected of you. Sometimes, and this obviously differs from job to job and manager to manager, an employee may feel as if he or she is expected to do a certain thing or be a certain way... but not get that completely communicated from management. Others take immediate direction, but wonder what the big picture is. Use your staff podcast to present everything from the big picture culture, to specific issues facing a certain groups of employees (like school administrators). A person, knowing what is expected of him or her from on high, and given tools to do the job better, will feel an increased satisfaction in the position.

Focusing on staff with a podcast can be one of the most beneficial things you can do on campus, and in my little survey, is #4 in the top 5 reasons podcasting is occurring at universities.

3. Anything from Students

Wow. Students have a lot of crazy ideas for podcasting. Jimmy Fallon on Saturday Night Live has Jarret's Room... which looks a bit like some podcasts I've seen. For the most part though, the university can get behind the student endeavors by helping them create great podcasts. So, what podcasts have students created that I can tell you about?

- **study group podcasts** where a group will get together and discuss the questions, solutions, or top things you should know about a chapter, book, class, test, etc. students subscribe when they are in the class, and students next semester carry on the tradition and learn from the podcasts from the semester before
- **student news podcasts** for any number of groups on campus... especially those that are concerned with pushing information out to those that are interested in the group activities... very effectively used by residential colleges to connect with their students on events, procedures, and issues
- **leadership opportunities, resume building, writing/speaking/technical skills development** - a lot of students are creating podcasts about social issues or educational topics to further themselves in certain areas (ex. medical imaging news podcast by a team of students - some research, some write, some talk, some produce, etc... all students learn by participating, and they gain name recognition in the field)

- **a feedback needed podcast** - students who are members of organizations, classes, or projects that need feedback. some groups setup websites with surveys, psychology and sociology departments need people to for human testing, and some students need feedback on written documents, constructed projects, etc... students have created a 'feedback needed' podcast where people that are interested in helping students with comments or participation in testing can subscribe and hear about the opportunities to do that on campus

2. Development and Alumni

Who's more interested in knowing about what's going on at a university than the alumni? Who's more interested in telling people what's going on at a university than 'development'? (For those of you who don't know, 'development' is the word universities use for the department that tries to get people to donate money to them.) What solves both needs? A podcast of course.

The 'development' department podcast, though it has a hidden agenda, is at it's core very worthwhile. There are a lot of people in the world that feel a close connection with a university and want to know what's going on with it. Rolled in with an 'alumni' podcast, alumni feel that connection more than anyone. What is there to brag about at the university that I graduated from? What are other graduates of my university up to? What programs are going on at that university that I might come to, volunteer at, get involved with, donate to?

Those questions above are where to start when thinking about developing a podcast like this. No matter what you call it, you must first consider your audience and what they're looking for. What questions are they going to want answered by this podcast? Using those answers, the solutions to these other questions will easily follow: Should it be multiple podcasts? How much content is needed? Every day or once a week? How long should they be? Etc. I have been asked all of these questions before, and what I tell people is there there are only averages and statistics... what they want to do based on their audience is entirely unique and up to them.

One popular set up is a five minute daily podcast that has 'segments' or 'features' each day of the week. Try a 'students perspective of the weekend activities spot' on Monday, a 'professor of the week and the cool things he/she is doing' on Tuesday, 'interview an alumni' on Wednesday, 'how you can get involved' on Thursday, and wrap up with 'news from this week' on Friday. You could even create two different feeds with this podcast. Submit Fridays in one feed to the public and offer extended/everyday content if they sign up for your mailing list or 'login' to a portal of some sort. Then, they can subscribe to the everyday feed, and your university gets a mailing list created of people that you know are very interested in what's going on.

1. Enrollment and Recruiting

This is by far the largest requested podcast at a university. Colleagues tell me that the head of enrollment (sometimes coming through the admissions office) not only wants a podcast the most, but has the most measurable way to see how a podcast is doing. Statistics for podcasts are a tricky thing, one day I'll talk about statistics and why you just can't get the whole story from them... but for right now and the purposes of this discussion... enrollment and recruiting can look at students applying to the university and ask them questions about the ads, letters, and media that led them to apply. Of the universities that I have had experience with who use podcasting as a recruiting tool, most said that the podcast was viewed by most of the students applying... my calculations said somewhere around 60%+.

What does an enrollment or recruiting podcast look like. If you've read anything of mine, you'll know that I say things like - "Anything you want it to look like." a lot... so I'll refrain. I will say that it should look like whatever you're trying to attract. This becomes a sensitive issue with universities that I've talked to, and most all asked if I don't use their names/contact info (which is why you don't get specifics from me about them very often), but I can tell you that interviews have been found to be the most influential tool.

If you're looking for more foreign students, interview foreign undergrads talking about their awesome experiences. Have them speak in their native language and caption it (a real world example that I helped to implement that was very effective). Looking for engineers? Interview a millionaire engineering alumni that started his own business. Looking for chemists? Interview a professor that talks about what she's doing in one of her classes. Looking for leaders? Interview the heads of three or four student organizations and show how they are impacting the campus/city. Looking for athletes? Interview the cheerleaders. :)

Prospective students are looking for themselves at your university. They are looking to find someone that they can identify with and say... "I can do that." "That's kind of like what I thought I'd do." "I can see myself learning that." etc. Take the opportunity to interview people in different locations around the campus and show off the great parts. Take the time on the front end of the podcast to introduce the area and explain a bit more about where you are. Then, get into the interview where you talk about the person and what they are up to. End with talking about any future events that are exciting and pertinent... and how the viewer of the podcast can be involved, what mailing list they should sign up for, where they can send an email to learn more, and so on.

It sounds simple, easy, and not too much to think about... but I guarantee that this podcast will be the most visibly impactful podcast that you can implement at your university. Good luck with it. If you need help, email me (email link on the right in the "About..." box.) Also, I hope this week has given you some ideas on what podcasting can do on a university level.

Source: <http://jdfrey.wordpress.com/2006/10/20/top-5-podcasts-at-a-university-1-enrollment-and-recruiting/>;

<http://jdfrey.wordpress.com/2006/10/19/top-5-podcasts-at-a-university-2-development-and-alumni/>;

<http://jdfrey.wordpress.com/2006/10/18/top-5-podcasts-at-a-university-3-anything-from-students/>;

<http://jdfrey.wordpress.com/2006/10/17/top-5-podcasts-at-a-university-4-staff-development-and-morale/>;

<http://jdfrey.wordpress.com/2006/10/16/top-5-podcasts-at-a-university-5-faculty-information-dissemination/>

Examples

Georgetown University

Yale University news, interviews

University of Oregon

Duke University

Stanford University

UW – Madison. Examples include:

- As part of his 500-level class in Field Ornithology, for example, Zoology Professor Mark Berres is providing iTunes U versions of recorded bird sounds that his students can use for field identification.
- Professor Tim Osswald of Engineering records a three-to-five-minute podcast episode that highlights the social relevance of each class of polymer he presents in his Manufacturing Processes lecture.
- Two instructors in the German Department, in collaboration with L&S Learning Support Services staff, produce a radio style podcast, "[Das treffende Wort](#)," that reinforces grammar.

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Research Topic

Mobile Browsers

Description

Mobile browsers are applications for mobile devices that enables user to view web pages using that device. They could be of two types. First type uses external server as a proxy, pages at first are downloaded to server were are modified and then passed to the mobile device. Other type renders pages by themselves, so no external server is needed.

Benefit to the University

Research

1. S60 Browser
It is the native browser of S60 operating system that is used on many telephones and smart phones. Underling engine of Safari and S60 browsers is similar, they both use WebKit engine for page rendering. Browser doesn't need any additional infrastructure.
Standards: HTML 4.01, XHTML 1.0, CSS 1, 2, 3 (partially), DOM 1, 2, SVG-Tiny, ECMAScript
Features: Extensibility, Netscape plug-ins, like Flash Lite and audio.
Open API for developers
source: www.s60.com, webkit.org
2. Deep Fish
Browser is being developed for the Windows Mobile Platform. The project is on the early stage of the development now. The goal is the compliance to all desktop standards for web browsing on mobile device. Stand alone Browser.
3. Internet Explorer for Windows Mobile
This application is the port of desktop Windows Internet Explorer on the mobile platform. Renders pages the same way as the desktop version and supports same technologies.
Standards: HTML 4.01, XHTML 1.0, XHTML1.1, CSS 1, 2, 3 (partially), DOM 1, 2, ECMAScript
4. MiniMo
MiniMo is the project for porting Mozilla Gecko rendering engine to mobile devices. It does not require any additional infrastructure. The first stable relies will cover most current technologies. This relies is coming in the middle of summer 2008.
Features: JavaScript, AJAX, Tab browsing, RSS support, International support, Extensions
Security: TSL, SSL3
5. Safari
Full web browser that is used on iPhone and iPod touch. Does not require any additional hardware. It is based on WebKit engine, and adheres to most modern technology and standards.
6. ThunderHawk
This is full mobile browser that requires a server for rerendering web pages. It requires a Java Virtual Machine installed on the mobile device, it requires less than 100k of memory when runs.
Features: AJAX of ECMA-262 / Javascript 1.5 standard compatible, HTML 4.0, CSS1, CSS 2, DHTML level 1, DOM level 1 and 2, Basic XHTML support, HTTP 1.0, HTTP 1.1, gzip compression
Security: HTTPS end-to-end 128 bit encryption.
7. Opera Mini
Compact and fast browsers for phones and mobile devices. Requires Opera mini proxy server. Opera does not store any users' private information. Opera generates statistics of the usage of Opera Mini, but these are aggregated numbers and no information can be linked to a single user. Opera Mini will never store your password on the servers. However, the Opera Mini server will keep track of any HTTP cookies that are set by any remote web server. If you return to a web page that has set a cookie to keep track of who you are, the Opera Mini server will submit it again
Security: All connections from proxy server to cell phone are encrypted. But no end-to-end encryption provided. The communication is protected by 256 bit RC4 and the key exchange is

done by 128 bit RSA. All hashes are created using SHA-256. These are the algorithms used by most SSL sites today..

Features: Free, Synchronizations of web links on the telephone and a computer, Landscape viewing mode, Virtual mouse, Single column scrolling, Dynamic change of text and picture sizes to fit your phone.

8. Opera Mobile

Enables mobile browsing on the devices that use Microsoft Windows Mobile 2003, or 6, or 5 or Symbian OS S60 as an operating system.

Features: Grab and Scroll (PocketPC only), Web search in address bar, Save image, Copy text, Send link as e-mail, SMS, and MMS, Import IE bookmarks, Support for Macromedia Flash Player 7 for Pocket PCs, FlashLite 2.1, Multiple Windows , Tabbed browsing (Pocket PC only), Zoom, Download, Navigation and history, Bookmarks, Landscape/Portrait Mode, Pop-up handler, Padlock icon on secure sites, User preferences, Context menu, Web address auto-complete, Change encoding, Desktop mode and Fit to Screen

Research Topic

Android

Description

Android is a software stack for mobile devices that includes an operating system middleware and key applications. The user applications are written in Java and run on the mobile device using a virtual machine. The core components of the stack are media libraries, surface manager, LibWebCore as a web browser engine, SGL 2D-engine, 3D libraries, SQLite database engine, and FreeType fonts. The operating system is Linux. (code.google.com/android/)

Benefit to the University

Offering students, staff, and faculty a device at a discount to better their educational environment.

Research

A mobile platform similar to the iPhone. The device is still in development.

Examples

None, because the product is in the development phase. First public examples will be available in autumn 2008.

Research Topic

Java Mobile Applications for Linux

Description

Java mobile (NanoVM) is a way to provide a limited but controllable programming interface to microcontroller based device. Partly covering most hardware specific code being par of it, users can focus on the application. If user is given a device equipped with the NanoVM he is not required to think about the hardware, he doesn't need any target specific compilers. All he needs is a standard java compiler and NanoVMTool which itself is written in java. It is not a full featured java VM and it will never be. It is limited to small subset of the java language.

Benefit to the University

JavaFX Mobile is a completed, pre-integrated software system and network-based service. It reduces reliance on underlying technologies by providing a complete middleware and application stack implemented in java.

Research

1. JavaFX
 - a. A complete mobile operating and application environment built around Java and Linux open source technologies.
2. Negatives
 - a. JavaFX has a cost.
 - b. Some applications must be developed.
 - c. Lower performance the C or assembler programs.
 - d. Limited to small subset of the java language
3. Positives
 - a. Deployed on more than 1.8 billion phones.
 - b. Sun is helping ensure that the ecosystem remains free and open
 - c. Permits applications to communicate with each other.

Examples

Sang Shin teaches software engineering courses in Brandeis University in Massachusetts. He currently teaches popular javapassion.com series of free online courses

Research Topic

Yahoo Mobile

Description

Yahoo mobile allow access to yahoo services Yahoo! Mobile has two strengths: the variety of content—news headlines, sports scores, weather, e-mail, Yahoo! Messenger, games, stock info, and more—and configurability. If you have a Yahoo! account, set up your My Yahoo! page on your PC and the settings will transfer to your phone. SMS alerts are even available for much of that tailored content

Benefit to the University

Easy to use and no cost

Research

1. Applications used for Yahoo mobile
 - a. Mail
 - b. Calendar
 - c. Flickr
 - d. Messenger
 - e. News weather
 - f. Finance
 - g. Entertainment
2. Negatives
 - a. The service isn't perfect. At the standard text size, news headlines scroll across the screen instead of fitting to your display. And we got a "page unavailable" error more than once, even when our phone had full reception. Still, this service is great for existing Yahoo! users, and it's free. That said, for those willing to pay a nominal monthly fee, other contenders offer a feature set just as robust with similar or better usability.
3. Positives
 - a. Free
 - b. Easy use

Examples

Yahoo!'s younger members might use Yahoo! Mobile on their cell phones to exchange instant messages with friends, upload photos to a Flickr account, or check the latest sports scores.

Research Topic

iPod

Description

iPod is a brand of portable media players designed and marketed by Apple Inc. iPod classic models store media on an internal hard drive

Benefit to the University

Podcasting classes and messages

Research

1. applications
 - a. mp3 files
 - b. podcasting files
2. Negatives
 - a. iPod had an average failure rate of 13.7%
 - b. some iPods are preloaded with viruses
 - c. connection to the host computer was used to update songs
3. Positives
 - a. Some accessories add extra features that other music players have, such as sound recorders, FM radio tuners, wired remote controls, and audio/visual cables for TV connections.

Examples

- Duke University in Durham, N.C., had already made many a headline as the first school ever to provide all incoming freshmen with their own 20-gigabyte iPods "Institutions such as Duke, Georgia College & State University, and others are using the iPod as a portable learning tool for listening to recorded lectures, foreign language study, research notes, storing files and photos, and listening to audio books and podcasts," says Greg Joswiak, Apple's vice president of iPod product marketing

Research Topic

Twitter Mobile

Description

Twitter is a free social networking and micro-blogging service that allows users to send "updates" (or "tweets"; text-based posts, up to 140 characters long) to the Twitter website, via short message service (e.g. on a cell phone), instant messaging, or a third-party application such as Twittrific or Facebook

Benefit to the University

none that be used by the university to short in features.

Research

1. Applications
 - a. Instant messaging
 - b. Micro-blogging
2. Negatives
 - a. Third-party Application
 - b. Not excepted by all phone companies
3. Positives
 - a. free

Examples

Many organizations (such as the Los Angeles Fire Department) have embraced the technology and put it to use in situations such as the October 2007 California wildfires

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