

## Podcasting and Wikis

~~Solving Common Business eLearning Barriers~~

~~Global Communication Methodology~~

Why Podcasting and Wikis Rock

# Author Bios

- **Celeste Spencer**, 13 years Instructional Design experience
  - Masters in Instructional Design and Technology
  - 6 years in public education
  - 7 years in private sector including software, insurance and hi-tech
  - Currently a training Account Manager for Intel Corp.
  - Love technology!
- **Natalie Laderas-Kilkenny** – 12 years Instructional Design Experience
  - Masters in Education
  - 5 years in public education
  - 7 years in the Training/Instructional Design in the hi-tech industry
  - Currently an instructional designer for Performance Learning Systems
  - Avid blogger



# Agenda

## Wikis

- Benefits
- Alignment with Adult learning Theory
- Common features
- Case Study
- Tips and Tricks

## Podcasting:

- Benefits
- Alignment with Adult learning Theory
- Common features
- Case Study
- Tips and Tricks

## Summary, questions



# Commonalities

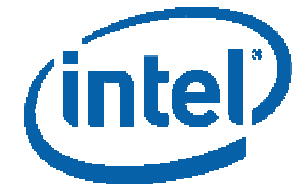
## Wikis

Instant editing  
Multiple editors/  
Contributors  
Fluid content  
Content is king  
Collaborative

Pull environment  
Capture expertise  
Knowledge sharing  
Global reach  
Casual & polished look  
Engagement/Innovation  
spark

## Podcasting

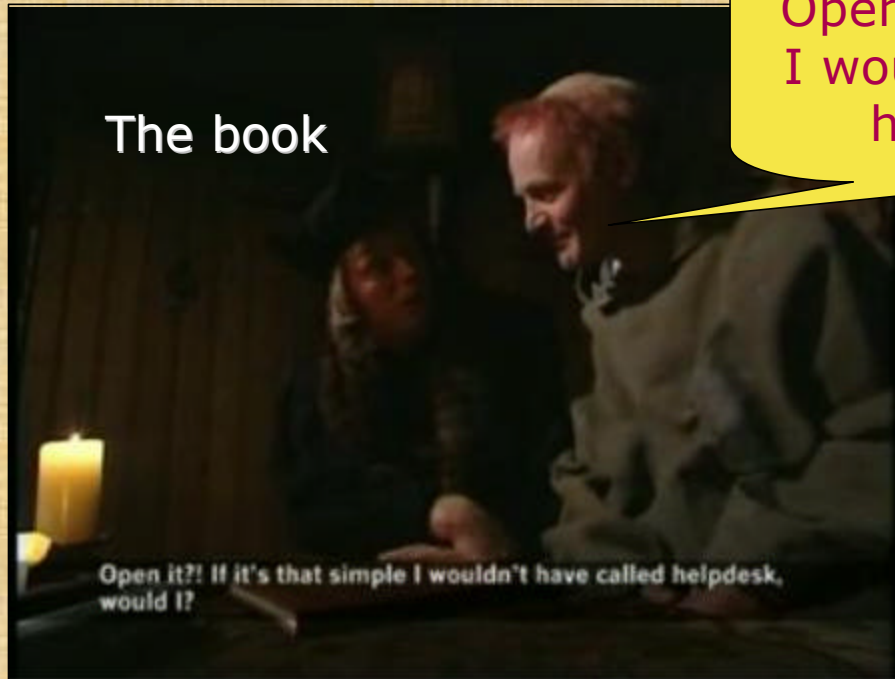
Permanent content  
Emotional tie-in  
Diverse voices  
Personality is king  
Non-collaborative



**Wikis**

Living Knowledge Banks

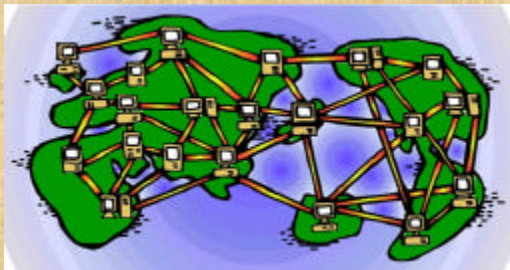
# Internet use: Today's End User :: Books :: to Audience used to Oral Tradition



Open it? If it's that simple I wouldn't have called the helpdesk, would I?

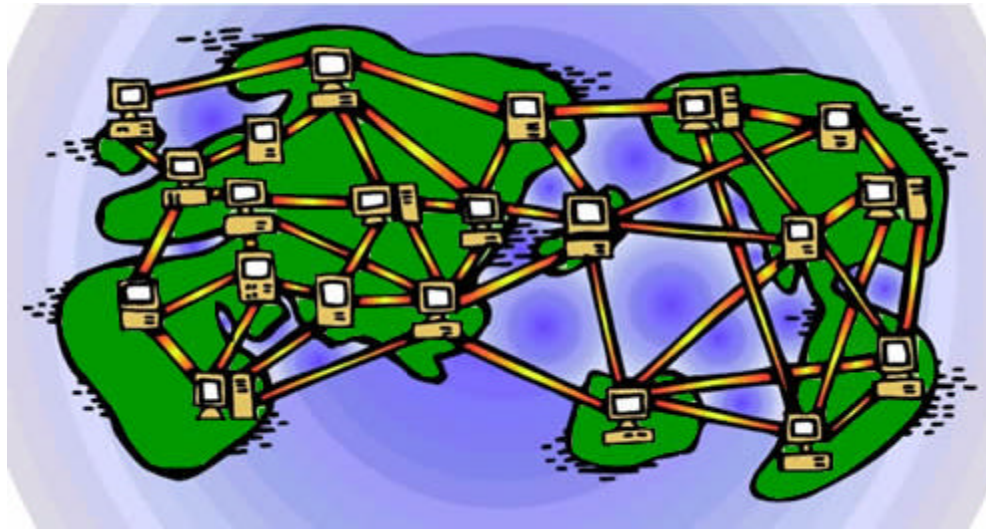
Before books oral history and communication were common sources of communication/info

Yesterday... books, print, radio, media → ideas  
Today...internet →promotes live active collaboration

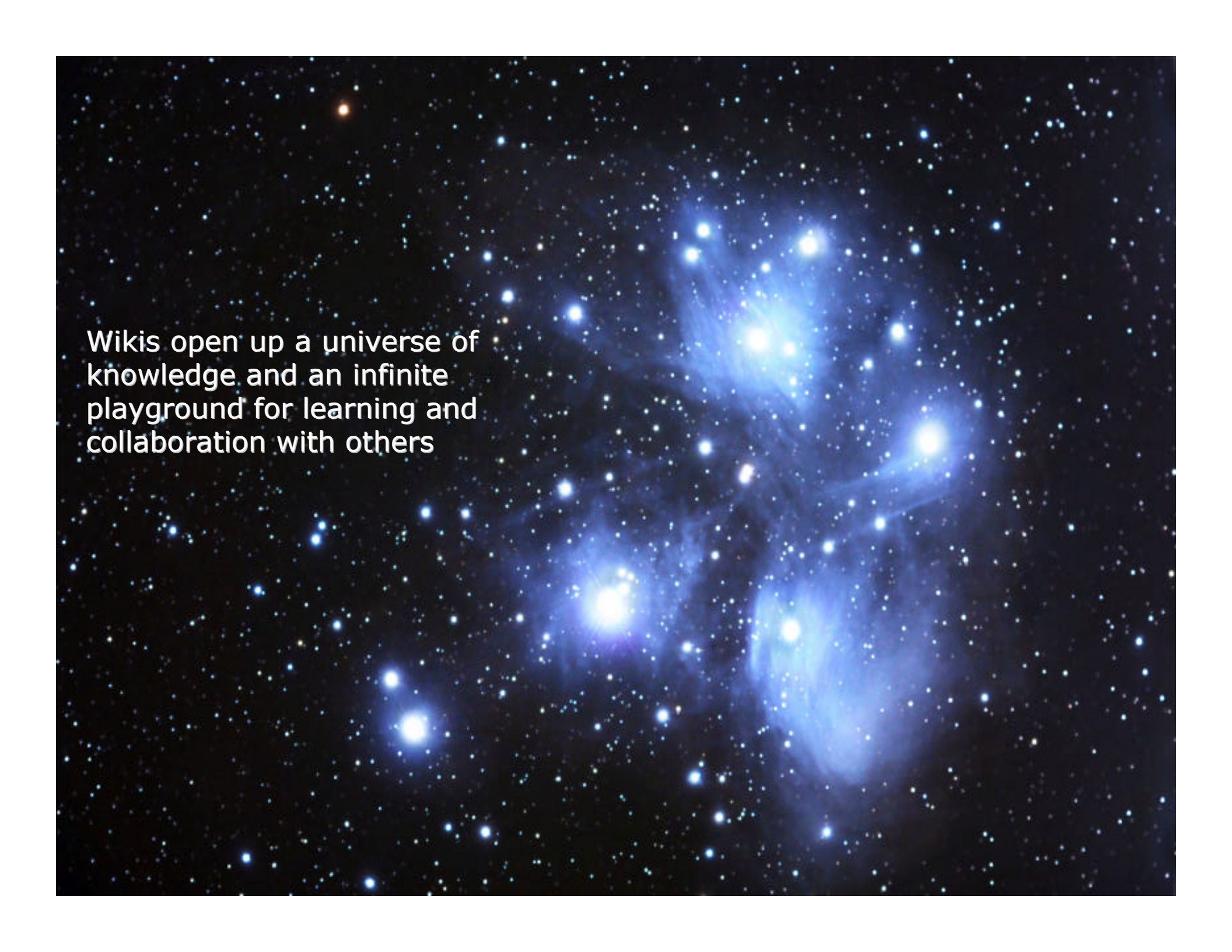


# Wiki Definition

A wiki is a web site that is fully editable from any web browser... by **anyone** with access.



... but it's much more than just that

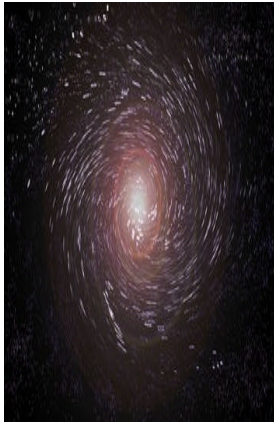
A deep space photograph showing a vast field of stars. In the center-right, there is a large, glowing blue nebula with several bright, star-like cores. The background is filled with numerous smaller, distant stars of various colors, including a notable orange star in the upper left.

Wikis open up a universe of  
knowledge and an infinite  
playground for learning and  
collaboration with others



# Wiki – Levels of Application

*Large Scale*



## Encyclopedia

Massive number of contributors to (near unlimited) great body of content

Ex: Wikipedia

*Medium Scale*



## Team or Organization

Immediate team/organization can contribute. Can include satellite/ or ancillary contributors

Ex: Department Wiki

*Small Scale*



## SME/Designer

One/one collaboration. Text/visual content can be shared asynchronously



# Large Scale - Wikipedia



The image shows a screenshot of the Wikipedia main page. At the top left is the Wikipedia logo, a globe made of puzzle pieces with various characters, and the text "WIKIPEDIA The Free Encyclopedia". To the right of the logo are navigation buttons: "main page", "discussion", "view source", and "history". In the top right corner, there is a "Sign in / create account" link. Below the navigation buttons is a banner that says "Your continued donations keep Wikipedia running!". The main content area features a "Welcome to Wikipedia" message, stating it is "the free encyclopedia that anyone can edit" and has "1,921,761 articles in English". To the right of this message is a grid of portal categories: Arts, Biography, Geography, History, Mathematics, Science, Society, Technology, and All portals. Below the welcome message are links for "Overview · Editing · Questions · Help" and "Contents · Categories · Featured content · A-Z index". The "Today's featured article" section highlights **Kate Bush**, a British singer, songwriter, musician, and record producer. It includes a small portrait of her and a paragraph describing her career, mentioning her hit "Wuthering Heights" and her use of a wireless headset radio microphone. The "In the news" section lists three items: Spanish cyclist Alberto Contador winning the 2007 Tour de France, Pratibha Patil being sworn in as India's thirteenth president, and the People's Democratic Movement (RPDC) winning the Cameroonian general election. A small photo of Alberto Contador is included next to the first news item. At the bottom left, there is a search box with "Go" and "Search" buttons.



# Medium Scale – Organization/Team

The screenshot shows a MediaWiki page for the 'CSTR EUT Training Team'. The page has a navigation menu on the left with options like 'Use Policy', 'Main Page', and 'Community portal'. The main content area includes a table of contents, a 'Vacations or OOP' section with a list of absences, a 'Team Members' section, and a 'Team Links' section. A yellow callout box highlights key elements: 'Calendar', 'Team Info', 'Developer Notes Pages', and 'Templates'. A blue oval callout points to the page, stating 'Visibility to/for everyone'. The Intel logo is visible in the top left and bottom right corners.

**Note key elements:**

- Calendar
- Team Info
- Developer Notes Pages
- Templates

**Visibility to/for everyone**



# Wiki Profile Page Example

**Note key elements:**


- Group information
- History
- Expertise
- Informal information

Natalie Laderas

**Contents** [hide]

- 1 STATS
  - 1.1 Current Group
  - 1.2 Current Projects
  - 1.3 Past Projects
- 2 PROFESSIONAL AND PERSONAL INFO
  - 2.1 Portfolio Links
  - 2.2 Professional Interests
  - 2.3 Technical Software (expertise)
  - 2.4 Intel History
  - 2.5 Education
- 3 Fun Stuff
  - 3.1 About me
  - 3.2 My favorite blogs
- 4 WIKI CONTRIBUTIONS

**Natalie Laderas-Kilkenny**

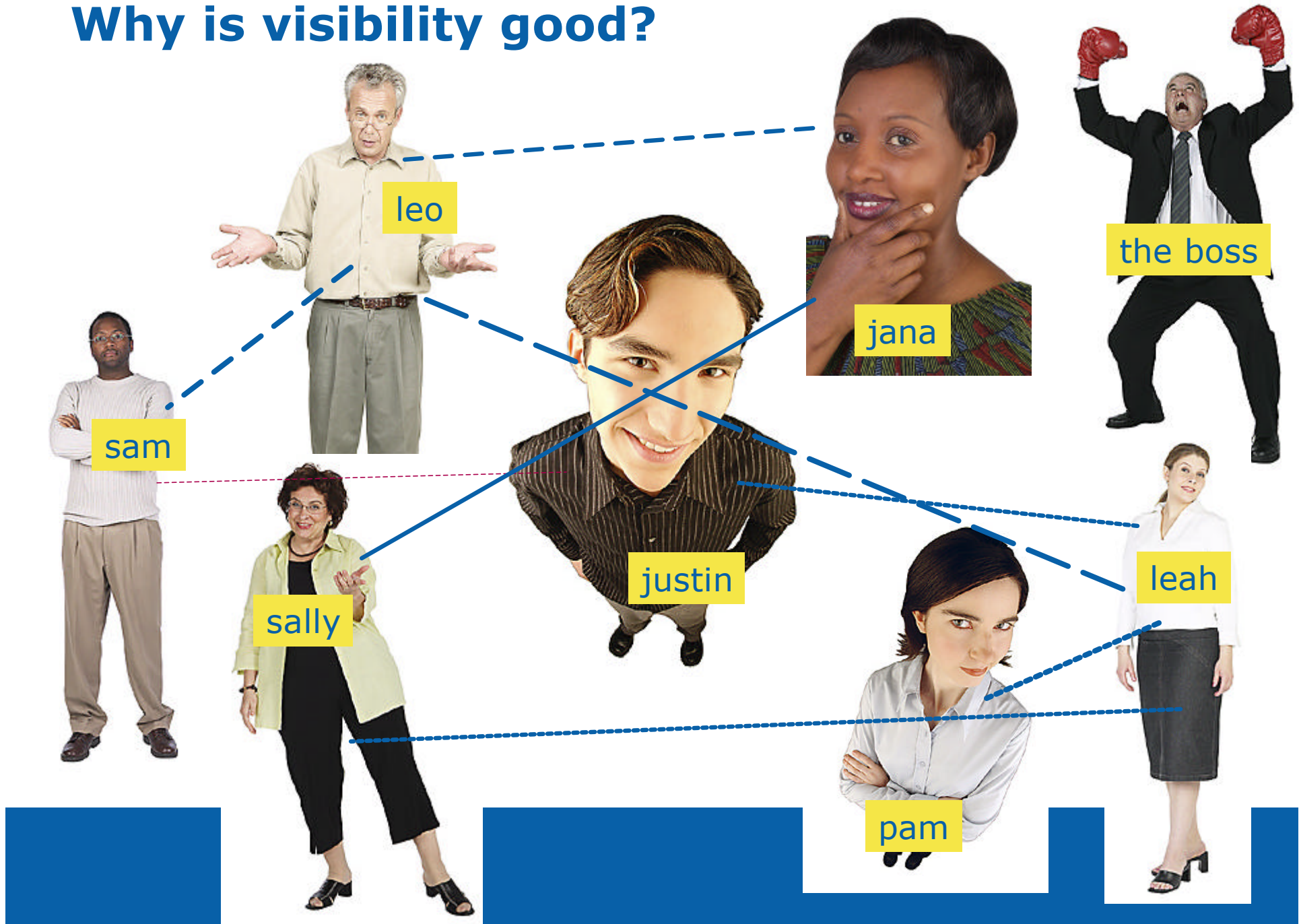


Instructional Designer  
Intelpedia Contributions  
Intelpedia Edit Requests  
Intelpedia References  
Organization Tree [↗](#)

Visibility to everyone



# Why is visibility good?



# Without a knowledge network\* you get...



\*which can be facilitated by a wiki



Quick  
collaboration

Version  
Tracking

Reduces e-  
mail trails

Content  
Development

Record  
Team  
Activities

Collect  
Team  
Expertise  
and Tribal  
Knowledge

## Common Benefits and Features of Wikis



# Are you Wiki-ready?

Wiki adopters need to:

- Be open to a way of life built around collaboration
- Understand and appreciate dynamics and benefits of group-think
- Rethink Individualistic Collaboration vs. Group Collaboration
- Make the assumption that everyone's an expert (or has expertise in some areas)
- All or most members of the team must **buy in** to the wiki philosophy



*Sometimes you have to give up all the fancy widgets and features*

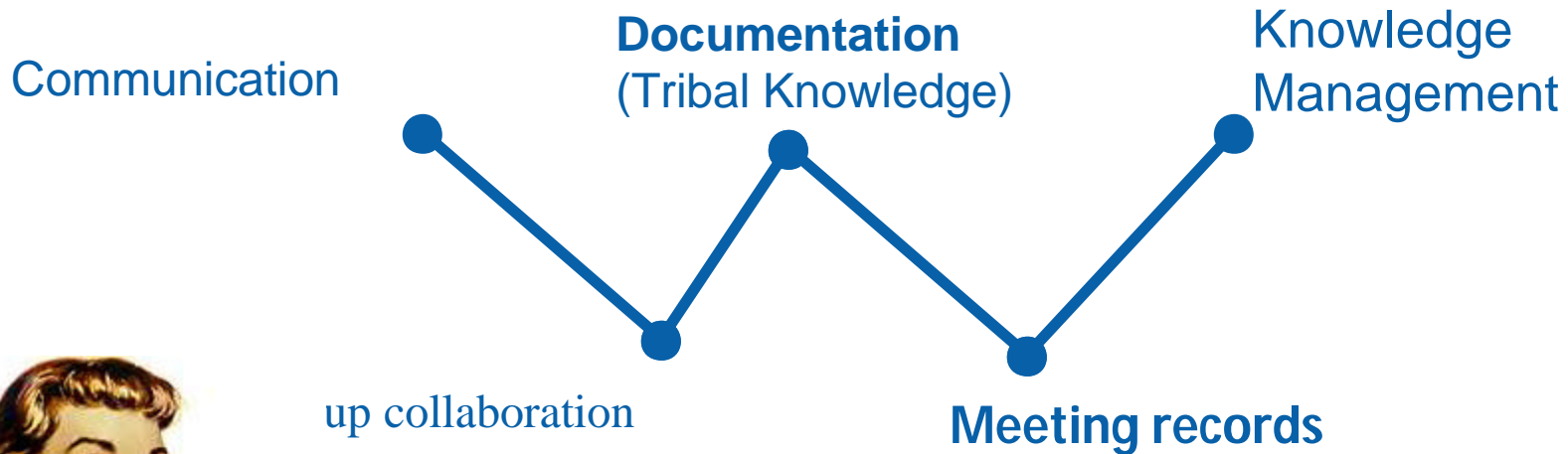




# Question

Ask yourself what you want to use the wiki for?

What is your group's tech comfort zone



There are tools which can accommodate all these things  
Sometimes you just have to get 'creative'

## Additional tips and tricks...

- Be flexible
- Train your group and partners
- Every gardener prunes



# Structuring your wiki

Documentation  
Communication  
Meeting Records  
Group Collaboration

The screenshot shows a wiki interface for 'teamwiki | FrontPage'. At the top, there is a search bar and navigation links: Home, Edit page, New page, Comments, Files, Log out, Add features, Settings, and Help. The main content area is divided into several sections:

- Team Info**: A table with three columns: Team Records (Staff Meeting Minutes, Staff Profiles, Photos (Flickr)), Calendar (Google Calendar), and Events (8/08 - Tech Learning Conf., 9./01 - Webinar Raptivity).
- Developer Course Notes**: A section stating that all developer course notes are kept in the linked areas below, followed by a table with three columns: Joy (Diversity Course, Classroom Management), Althea (Algebra for Middle School, Geometry for Middle School), and Kirby (Game Theory, Virtual Classroom).
- Knowledge Bank**: A section titled 'Team knowledge. Tips and Tricks'.

On the right side, there is a **SideBar** with a 'Sidebar' section containing links to Team info, Calendar, and Developer Pages. Below that is a 'Share this' section with radio buttons for 'Full' and 'Link', and a text input field containing the URL 'http://knitteamwiki.pbwiki.com/?full'.

# Structure continued...

## Knowledge Bank

Team knowledge. Tips and Tricks

[Team Business Process \(Workflow\)](#)

[Developers Checklist](#)

### Knowledge management

<b>Blackboard</b> <ul style="list-style-type: none"><li>▪ <a href="#">Templates</a></li><li>▪ <a href="#">Discussion</a></li><li>▪ <a href="#">Assignments</a></li><li>▪ <a href="#">Gradebook</a></li><li>▪ <a href="#">Evaluation</a></li><li>▪ <a href="#">Getting Started</a></li></ul>	<b>Captivate</b> <ul style="list-style-type: none"><li>▪ <a href="#">Templates</a></li><li>▪ <a href="#">Resources</a></li><li>▪ <a href="#">Tips and Tricks</a></li></ul>	<b>File Standards</b> <ul style="list-style-type: none"><li>▪ <a href="#">HTML Templates</a></li><li>▪ <a href="#">Structure</a></li><li>▪ <a href="#">Naming Conventions</a></li><li>▪ <a href="#">Course Shell</a></li><li>▪ <a href="#">Navigation Files</a></li><li>▪ <a href="#">How to use HTML templates</a></li></ul>
<b>Flash</b> <ul style="list-style-type: none"><li>▪ <a href="#">Templates</a></li><li>▪ <a href="#">Resources</a></li><li>▪ <a href="#">Tips and Tricks</a></li></ul>	<b>Revisions</b> <ul style="list-style-type: none"><li>▪ <a href="#">Service Level Agreement</a></li><li>▪ <a href="#">How to use revision tracker</a></li></ul>	<b>Technical Tips and Tricks</b> <ul style="list-style-type: none"><li>▪ <a href="#">Audio</a></li><li>▪ <a href="#">Video/Streaming</a></li></ul>
<b>SME Documents</b> <ul style="list-style-type: none"><li>▪ <a href="#">Objectives</a></li><li>▪ <a href="#">Course Outline</a></li><li>▪ <a href="#">Storyboard</a></li></ul>	<b>SME (Working With)</b> <ul style="list-style-type: none"><li>▪ <a href="#">Roles (ID/SME)</a></li><li>▪ <a href="#">Tips and methods</a></li></ul>	<b>Writing Templates</b> <ul style="list-style-type: none"><li>▪ <a href="#">Word documents</a></li><li>▪ <a href="#">Powerpoint</a></li></ul>

# Conclusions

Everyone playing must buy into collaboration culture

Adopt simple naming conventions

Keep levels of information transparent and visible

Prune and update when necessary

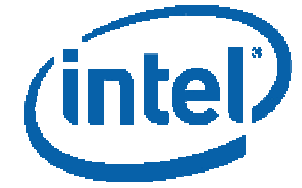
Don't be stuck on your format/content

Respect other's work

Have fun

Team Business Process (Workflow)

<p><b>Blackboard</b></p> <ul style="list-style-type: none"> <li>• <u>ASSIGNMENTS</u></li> <li>• <u>Gradebook</u></li> <li>• <u>Evaluation</u></li> </ul>	<p><b>Captivate</b></p> <ul style="list-style-type: none"> <li>• <u>Templates</u></li> </ul>	<p><b>File Standards</b></p> <ul style="list-style-type: none"> <li>• <u>HTML Templates</u></li> <li>• <u>Navigation Files</u></li> <li>• <u>How to use HTML templates</u></li> </ul>
<p><b>Blackboard</b></p> <ul style="list-style-type: none"> <li>• <u>Tips and Tricks</u></li> </ul>	<p><b>Revisions</b></p> <ul style="list-style-type: none"> <li>• <u>tracker</u></li> </ul>	<p><b>Technical Tips and Tricks</b></p> <ul style="list-style-type: none"> <li>• <u>Audio</u></li> <li>• <u>Video/Streaming</u></li> </ul>
<p><b>Documents</b></p> <ul style="list-style-type: none"> <li>• <u>Objectives</u></li> <li>• <u>Course Outline</u></li> <li>• <u>Storyboard</u></li> </ul>	<p><b>SME (Working With)</b></p> <ul style="list-style-type: none"> <li>• <u>Roles (ID/SME)</u></li> <li>• <u>Tips and methods</u></li> </ul>	<p><b>Writing Templates</b></p> <ul style="list-style-type: none"> <li>• <u>Word documents</u></li> <li>• <u>Powerpoint</u></li> </ul>



## Podcasting



## Benefits of Podcasting

## Why I Like It

- Allows me to reach global audience
- Fosters sharing of U.S. based experience with junior international sites
- Increases network of business group employees
- Provide multiple viewpoints of one issue/problem
- Guidance from senior leaders/managers
- Exposure to external viewpoints
- Capture intellectual property/harnessing information for incoming generations of workers w/out fear of brain drain
- Technical knowledge development
- Requires minimal development time
- No camera shyness
- It's got the trifecta: quick, easy and cheap!
- It's got that 'cool' factor



# Andragogy and Podcasting

## Why I Use It (and continue to get funding for it)

Podcasting meets fundamental learning theories for adults (Malcolm Knowles):

Element #1 Adults need to be **involved** in the planning and evaluation of their instruction

- ✓ On-demand, offering maximum learner control
- ✓ Commenting allowed with author response – “I have more questions about this.”

Element #2 **Experience** (including mistakes) provides the basis for learning activities

- ✓ Sharing of tribal knowledge – “How did 25 year employee deal with this issue?”

Element #3 Adults are most interested in learning subjects that have immediate **relevance** to their job or personal life

- ✓ Interest driven engagement – “How did you get to be so successful?”

Element #4 Adult learning is **problem-centered** rather than content-oriented

- ✓ Immediate access to current issues and resolutions from internal leaders - “Oh, 5 people are talking about the way they handled this same problem.”





# ~~Common Features~~

## What it Looks Like



# Mobility Group TLD Podcast

Technical Leadership Development

## Alberto Martinez: Building Your Credibility Bank Account

June 19th, 2007



**"Sometimes the right decision is the boring decision."** -Alberto Martinez

Hello and welcome to the next installment of the TLD Podcast series. In this 30 minute interview Alberto Martinez and I discuss how technical leaders add to their credibility bank account. So put on your headphones, turn up the volume and click on the player below. Feel free to leave comments below.

**Background:** Alberto Martinez is currently the Chief Architect and lead of the Systems Software Architecture Team in the Chipset Group. He grew up in Venezuela then moved to the United States. Throughout his career he has demonstrated strong technical skills and has provided leadership and mentoring to colleagues at work and people in the community.

Alberto joined Intel Corporation in 1994. He has been involved with platform architecture activities for the last 12 yrs achieving Principal Engineer status in 2003. Alberto has 4 patents and several others pending.

Listen Now:



AUDIO MP3 Alberto Martinez [28:17m]: [Hide Player](#) | [Play in Popup](#) | [Download \(69\)](#)

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### Technical Resources

- [FAQs](#)
- [Intelpedia: Podcasting 101](#)
- [Intelpedia: RSS](#)
- [Wikipedia: Podcasting](#)

### Technology Blogs

- [Steve Pawlowski's Blog](#)
- [Technical Career Path Blog](#)

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## Case Study

## How I Use It

- Technical Leadership Development
- Management Leadership Development
- Technical training
- Short technical training/tool/application updates
- External industry news/videos
- Conference keynotes and interviews
- Lectures



# Tips and Tricks

## What I've Learned the Hard Way

- ⇒ No one wants to listen to a 45 minute podcast
- ⇒ Spend the money for high quality microphone

Figure Out:

- ⇒ What is your business need?
- ⇒ What is your focus/theme?
- ⇒ How/will you measure the effectiveness of your project?
- ⇒ Do you have the development time?
- ⇒ Do you have plenty of interested interview candidates?
- ⇒ Do you have the server storage space?
- ⇒ Who will fund it long term?
- ⇒ Do you have the technology for phone recording?
- ⇒ How do you want this to be broadcasted and advertised?
- ⇒ Do you need to protect secret information from being leaked?
- ⇒ How will you maintain the momentum? For yourself and audience?
- ⇒ How will know if you are any good at this - personally?
- ⇒ Who can help you if you run into trouble?

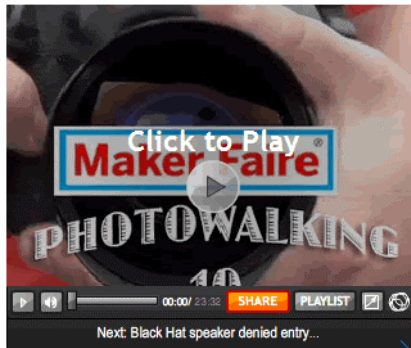


# Next Steps

## If you're Really Into It i.e. you're the next Robert Scoble

- Vidcasting (10:1 development time, not so easy to edit)
- Add a synchronous sync up / face to face meeting or online live chat forums or discussion groups

### Photowalking 10: Maker Faire



Video | Posted by Robert Scoble | July 13th, 2007 6:00 am

We walk around with Flickr-famous photographer (he's also CEO of competitor Zoomr) [Thomas Hawk](#) at the second Maker Faire. If you've never been to a Maker Faire, this is a good chance to get ...



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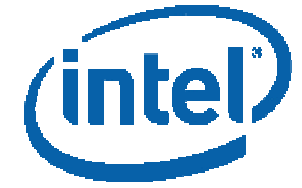
# Summary and QnA

Wikis...

Podcasting is easy and you can do it!

Make a plan and jump in





## **Additional Information**

## References and Resources

**POD PRESS**  
.org

Audacity: <http://audacity.sourceforge.net/>



Podpress: <http://www.podpress.org/>

Wikipedia on Podcasting: <http://en.wikipedia.org/wiki/Podcasting>

MediaWiki.org: <http://www.mediawiki.org/wiki/MediaWiki>

pbWiki: <http://pbwiki.com/>

Wikispaces: <http://www.wikispaces.com/>

Wikipedia: <http://wikipedia.org/>

Informal Learning Jay Cross on Why Wiki?: <http://informl.com/?p=668>





# Tips and Tricks – Selecting Wiki Tools

What is your group's tech comfort zone?

*Tech Savvy*

Feel comfortable adjusting html, Mark up text, some coding



**Mediawiki or wikispaces**



**Less Tech Savvy**

WISYWYG Editing  
Ready-made editing tools



**PB Wiki**

