

iTunes U: Learn Anything, Anytime, Anywhere

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iTunes U enables colleges and universities to manage, distribute, and control access to educational audio and video content and files for students and the broader Internet

DUMCA Collections in iTunesU

Dave at Roaring Gap – Reminiscing with Dr. W. C. Davison, the first dean of Duke University's School of Medicine. Interview conducted by Dr. Jay M. Arena, August 25, 1970.

Functional Anatomy of the Hand – This film was produced in 1951 by Duke University School of Medicine's Department of Anatomy. It was designed to instruct medical students, physical therapists and orthopaedic surgeons on the anatomy of the hand.

Dr. Davison in Dean's Office for Medical Education Week – Dr. Davison talks briefly about the great strides medical education has made since his own days as a student and the importance of the profession as a whole, circa 1960.

Method

1. Select content: All of the videos in our iTunesU site were originally in 16mm film format, which we outsourced for digitization. Because digitization is costly, our decision to upload these particular films was based on prior user needs
2. Create an iTunesU account
3. Upload your digital content
4. Advertise your digital materials via email with a link to your iTunesU account

Pros

Uploading digitized films to iTunesU is ideal for promoting collections because:

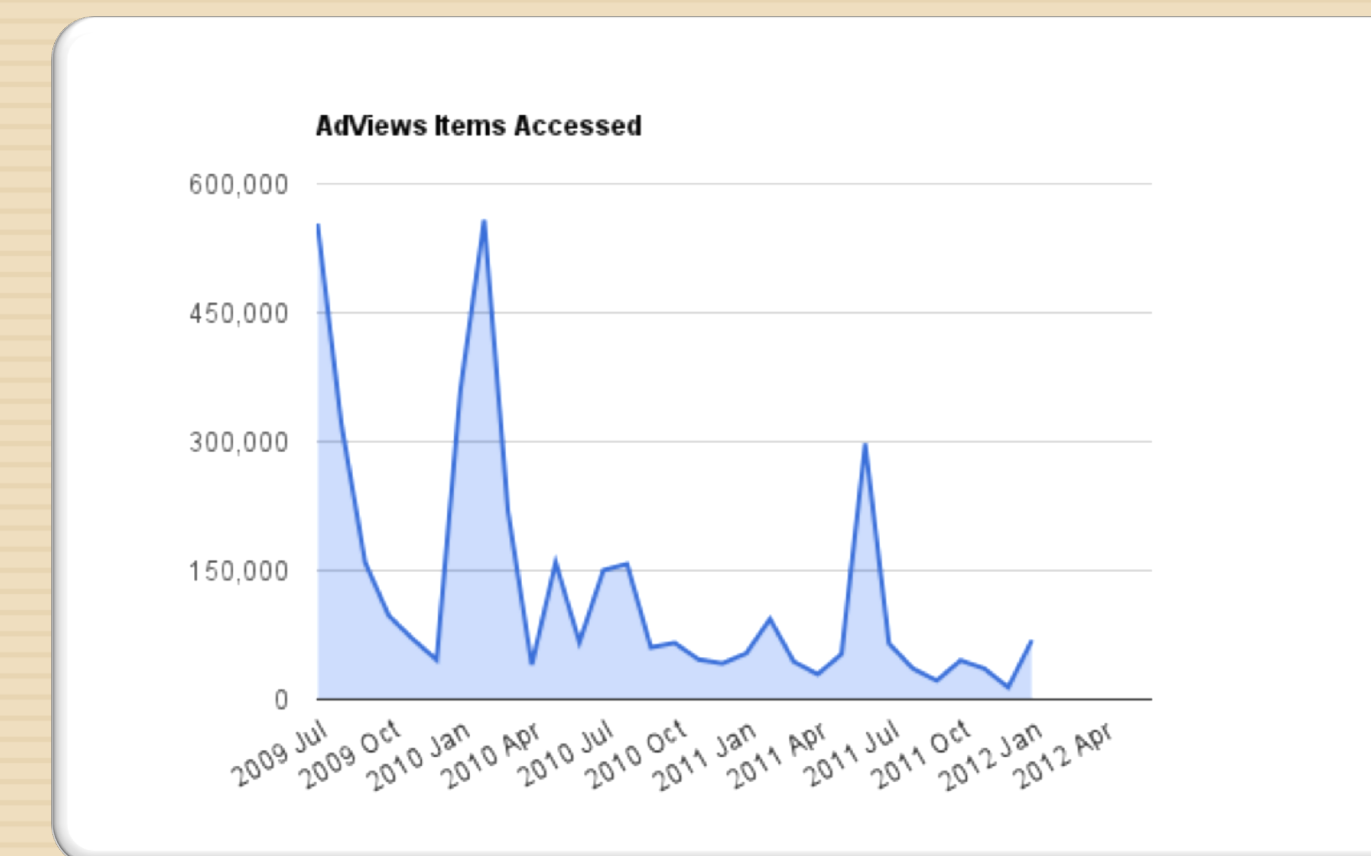
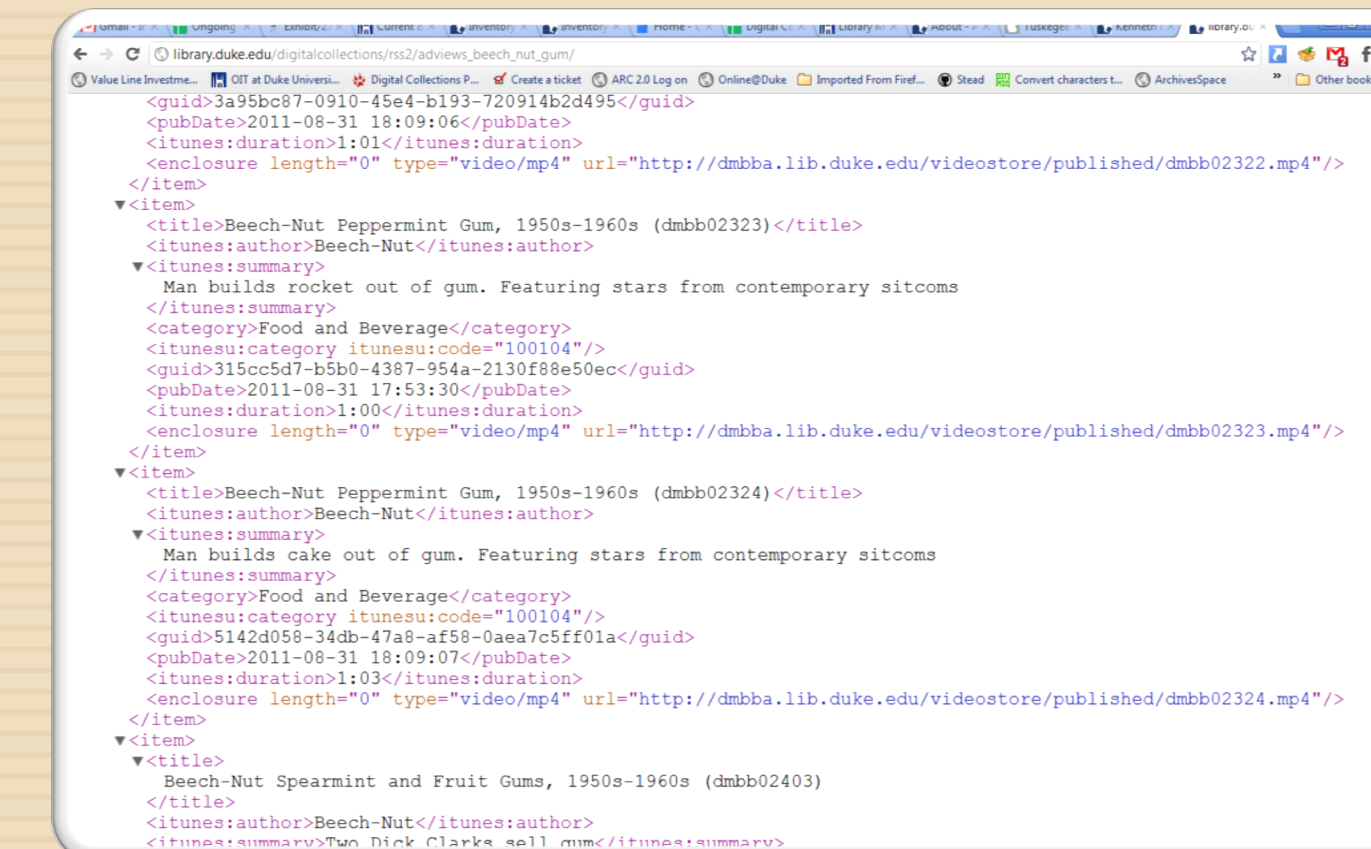
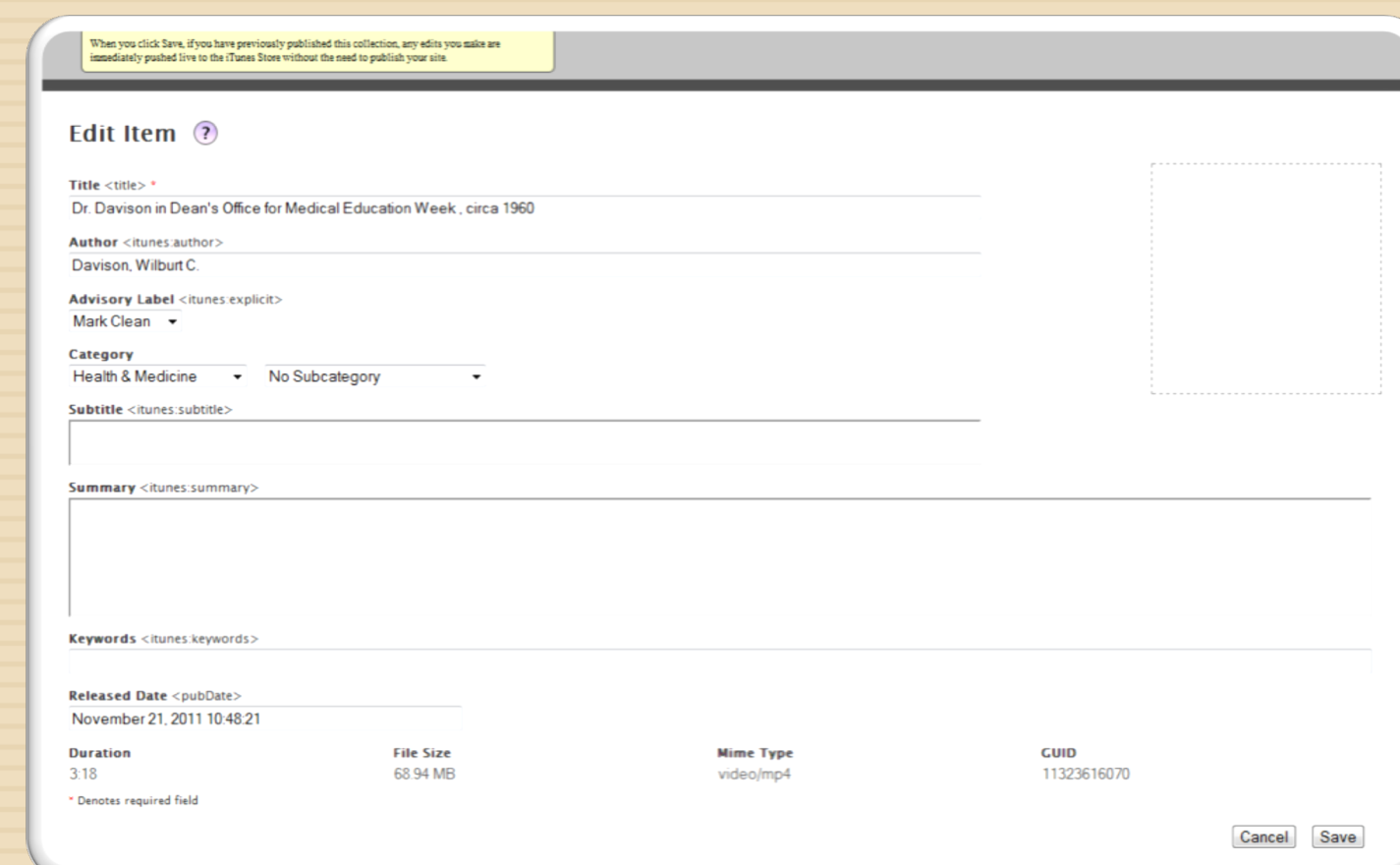
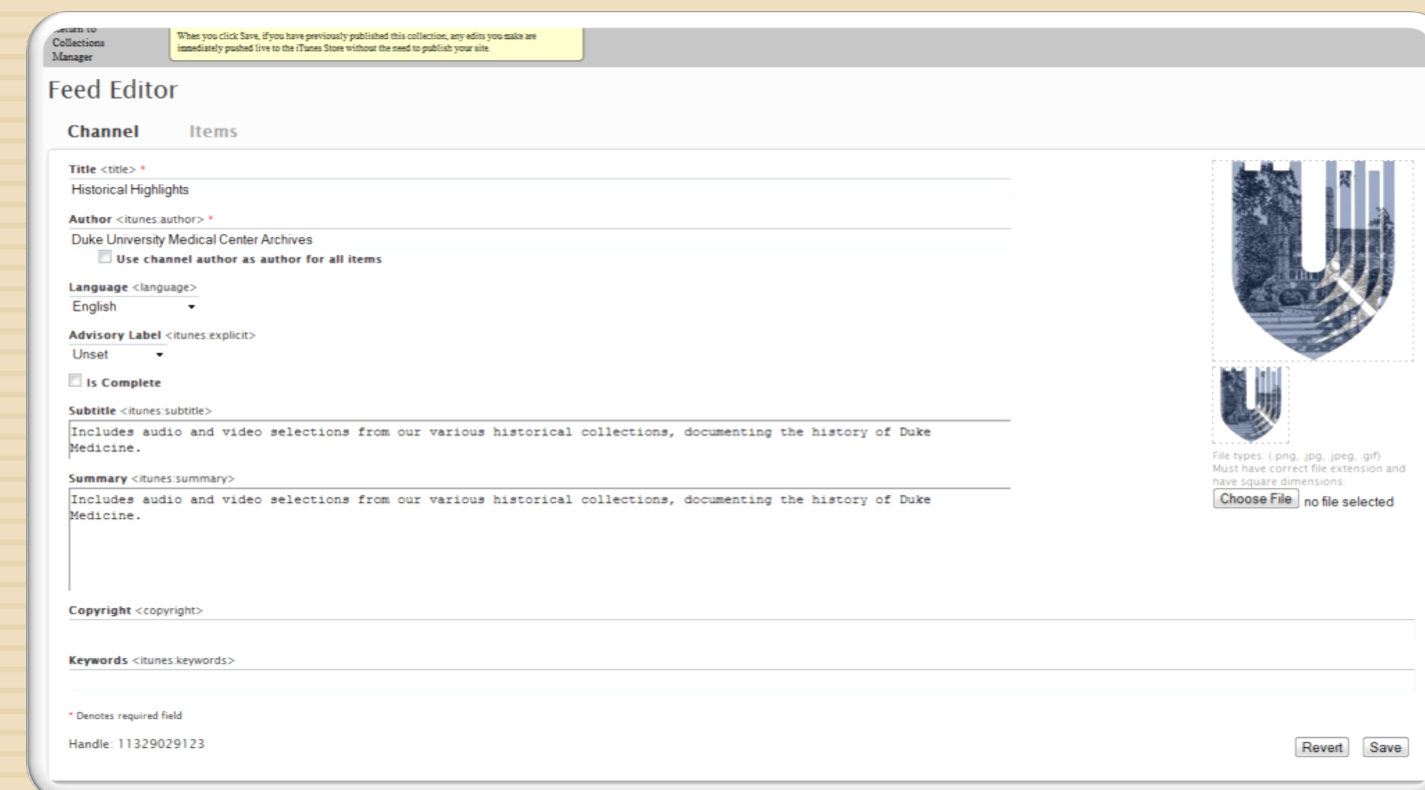
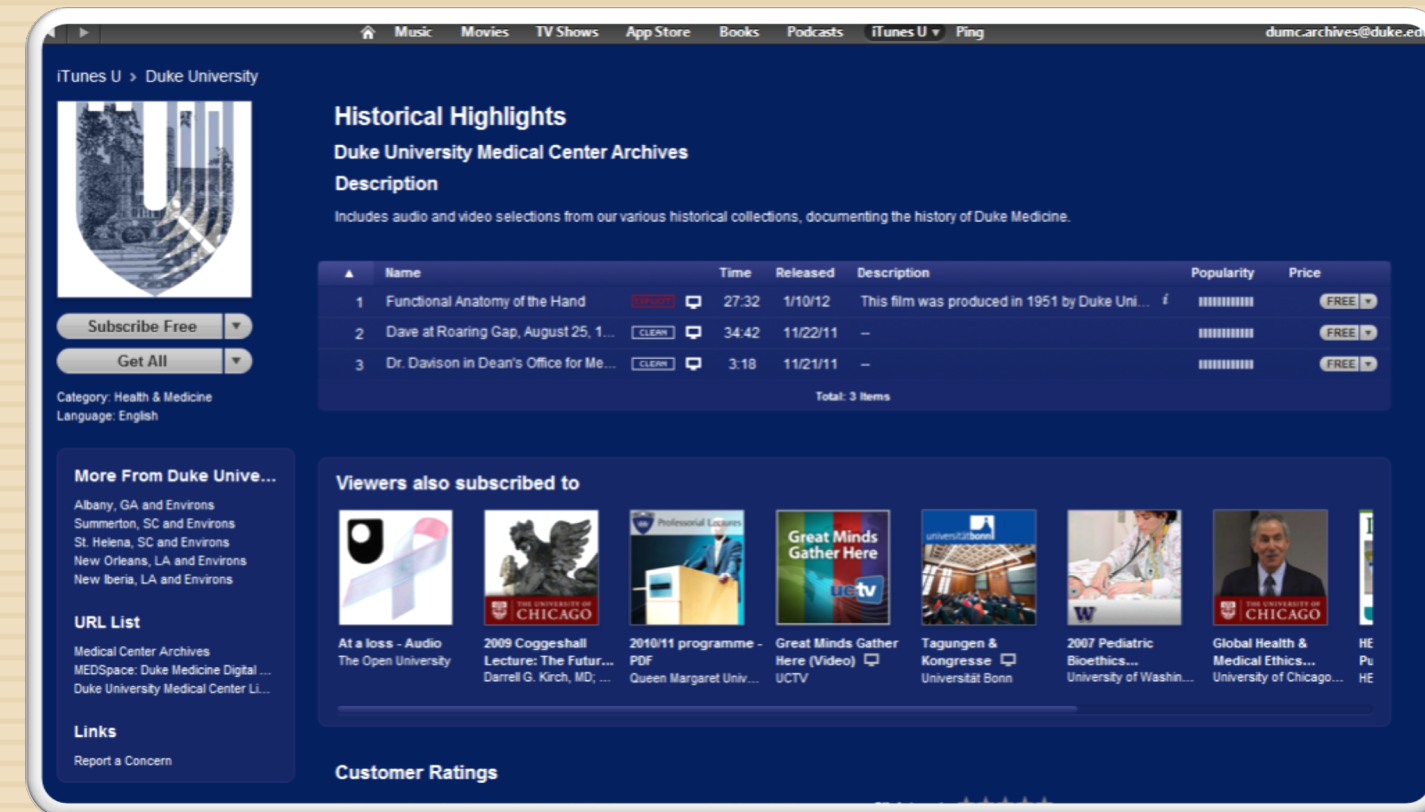
- It's free
- The iTunesU interface provides easy-to-use dashboard screens to upload videos
- It provides broad access to our collections within an academic setting
- iTunes has a wide user base that is already familiar with this interface

Cons

- Access to iTunesU items requires installation of iTunes software
- We were able to work within our institution to set up an account and we had ready access to support personnel. We are unaware of the difficulties of setting up an account as an independent organization/institution

Links

DUMC Archives TunesU site:
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=482585851>
Medical Archives Digital Collections:
<http://medspace.mc.duke.edu/vital/access/manager/Index>



Rubenstein Library Collections in iTunesU

AdViews Collection - 8,866 historic television commercials digitized from over 400 film reels in the D'Arcy Masius Benton & Bowles collection.

Behind the Veil Collection– 100 Oral History interviews (with transcripts) documenting African-American life in the Jim Crow South.

Method

- Library staff create digital files and metadata using the same tools and workflows as other digital collections
- Digital files and metadata are hosted on a Duke Library server , but local Dublin Core metadata is crosswalked and exposed according to the iTunesU RSS specification for podcasts
- Staff create a collection homepage or “album” page in the iTunesU administrative interface that points to the appropriate RSS feed
- Items and metadata are automatically pulled into the iTunesU interface via the RSS feed

Use Statistics

AdViews Collection (8,866 items) - 4,092,686 views in iTunesU since launch in July 2009

Behind the Veil Collection (100 items) - 45,696 views in iTunesU since launch in November 2011

Pros

- Syndicating collections in iTunesU promotes broader discoverability
- iTunesU interface supports mobile access without need for local customization
- Researchers already familiar with iTunes interface

Cons

- Access to iTunesU items requires installation of iTunes software
- Difficult to crosswalk rich metadata to iTunes RSS format designed for podcasts
- Difficult to represent “collection-ness” of archival materials in a platform designed for albums/songs

Links

AdViews Collection Homepage:
library.duke.edu/digitalcollections/adviews/

Behind the Veil Collection Homepage:
library.duke.edu/digitalcollections/behindtheveil/

iTunesU RSS specification:
www.apple.com/itunes/podcasts/specs.html

Duke Libraries Digital Collections:
library.duke.edu/digitalcollections/