

Duke iPod Initiative Project Evaluation Update

Yvonne Belanger
Program Evaluator, CIT
yvonne.belanger@duke
March , 2005

Evaluation Questions

- ▶ To what extent have...
 - Faculty explored and implemented iPod and related technologies?
 - Students used iPods within classes and for other academic uses?
- ▶ Which uses/features of iPod...
 - Have been most used and most useful for academic purposes?

Evaluation Questions

- ▶ To what extent did the project...
 - Reveal strengths or gaps in Duke's technology infrastructure & services?
 - Have an impact on partnerships and contacts with other institutions and technology or academic content vendors?

Limitations of the Project Evaluation

- ▶ Open-ended project objectives
- ▶ Innovative nature of project /early stage of project implementation
- ▶ Difficulties of comparisons
- ▶ Low survey response rates

Types of iPod Use

- ▶ Distribution and portable 'offline' playback of digital audio
- ▶ Recording
 - Lectures, class discussions, writing workshops
 - Field notes and interviews
 - Student performance (spoken, sung) for review, practice, or assessment
- ▶ Recording & distribution of audio feedback
- ▶ Hands-on lab activities / programming
- ▶ Hard drive use for large multimedia files
- ▶ "Podcasting" / audio blogging

CIT Supported Projects

▶ 11 Fall

- 23 Faculty, 3 non-IT staff, 3 TAs, 628 unique students

▶ ~17 Spring + 2 continuing from Fall

- 3 Spring projects are new courses with Fall faculty
- 18 Faculty, 1 librarian, 5 TAs, 550 students (est.)

Fall/Spring Courses Using iPod

Multiple courses...

- ▶ Economics (2 - 4)
- ▶ Education (2)
- ▶ Engineering (4)
- ▶ FOCUS (2)
 - German, Environmental Studies
- ▶ Foreign Languages (4-5)
 - Spanish (3), Turkish, Chinese
- ▶ ISIS (3)
- ▶ Music (3 - 5?)
- ▶ Writing 20 sections (5?)

Other courses in...

- ▶ AALL
- ▶ Cultural Anthropology
- ▶ English
- ▶ Public Policy
- ▶ Religion
- ▶ Theater Studies

Non-course academic use

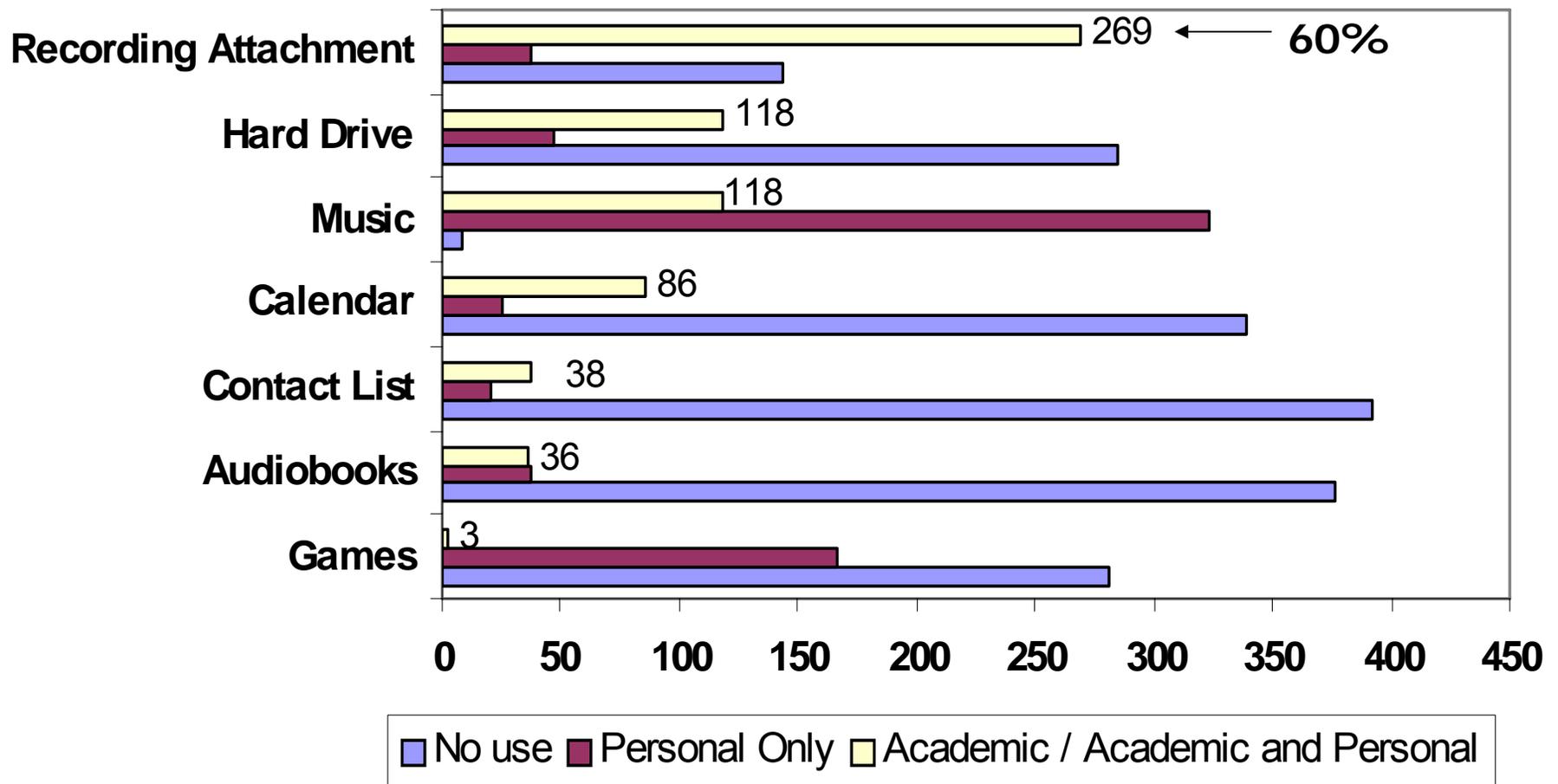
- ▶ Perkins & Divinity Libraries
- ▶ University Writing Program Fellows

Others??

Student Use



Student use of iPod Features

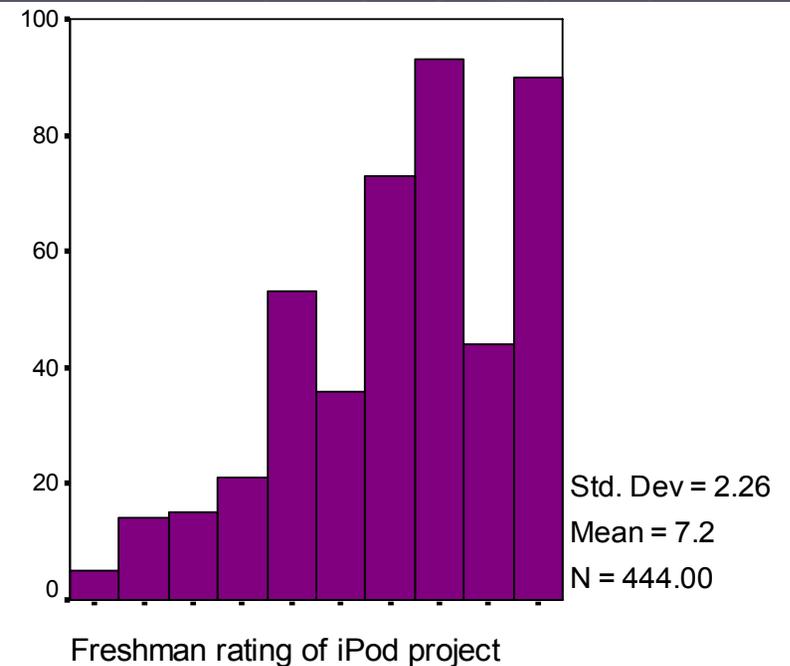
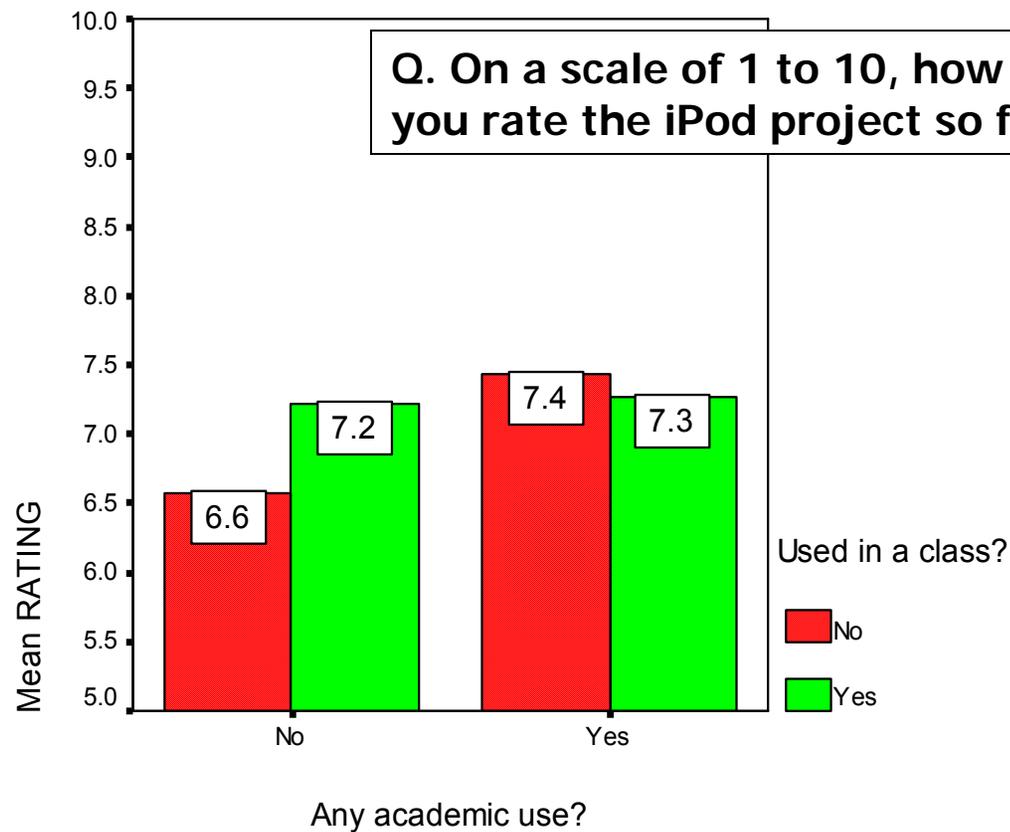


Student use of iPod features

- ▶ Any academic use of iPod features?
Yes, 75% (n=337)
 - ~1/2 of these (n=166) were not in any class where iPod was used by instructor or students
- ▶ No academic use, and not used in a class by the instructor or students
19% (n=85)
- ▶ 6% fell in between (used in a class, but not by them)

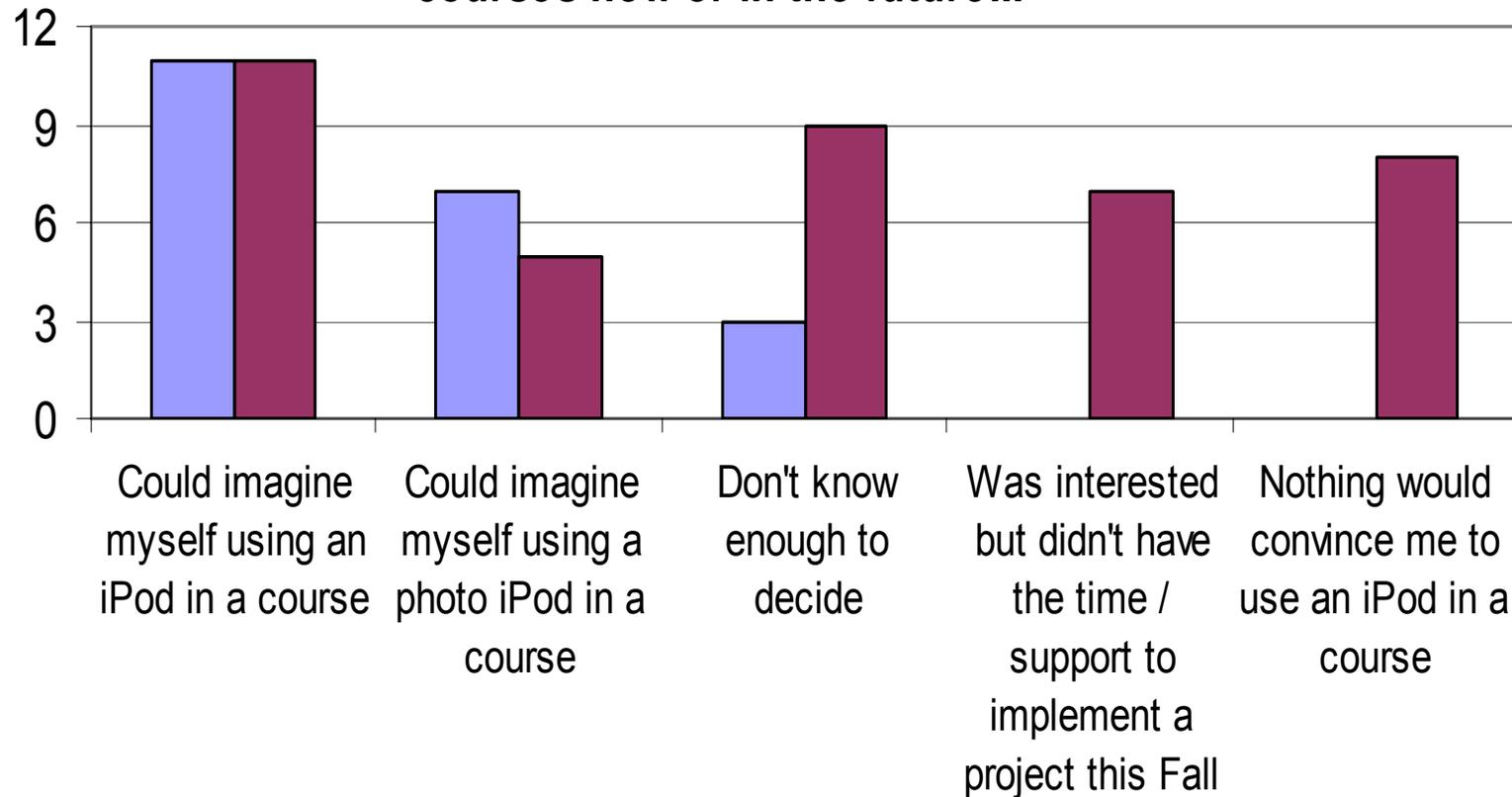
Student perceptions of the project

- ▶ Students were generally positive (85% rated the project 5 or higher; most common rating was 8)
- ▶ Many commented that they rated the project highly for nonacademic reasons



Some faculty thoughts about using iPods in the future...

Which statement(s) reflect your opinion about using iPods in your courses now or in the future...

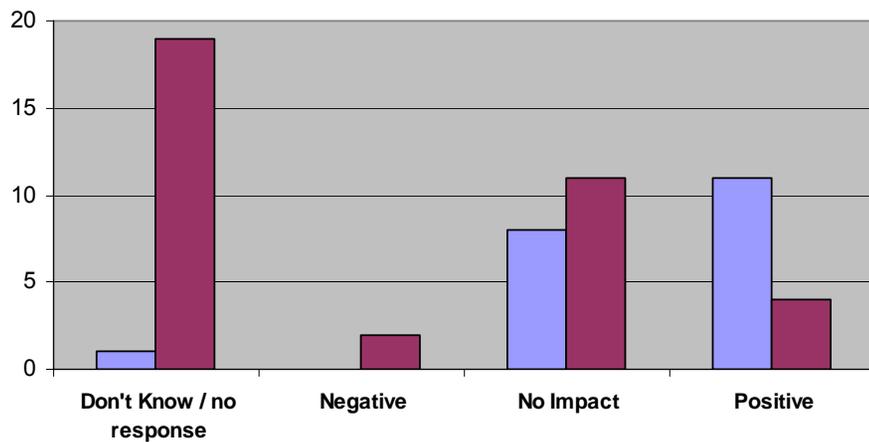


■ Used iPod for teaching ■ Have not used iPod for teaching

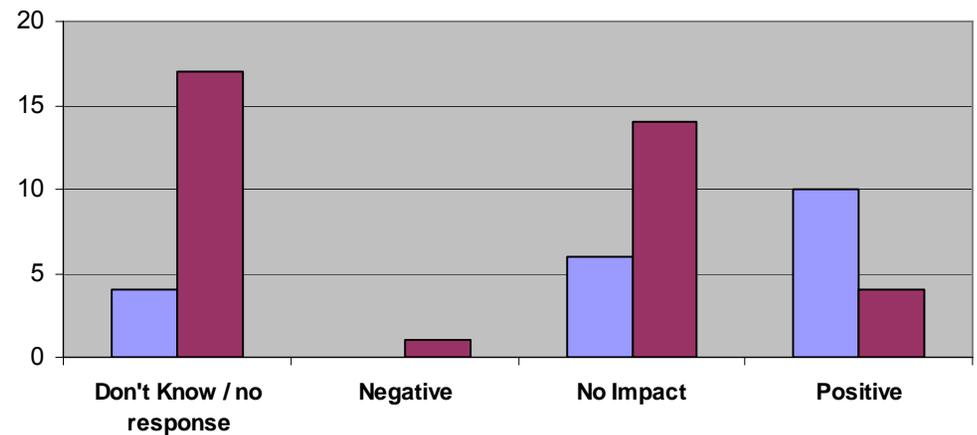
Faculty Perception of iPod Project Impact

■ Used iPod for teaching ■ Have not used iPod for teaching

Impact on Faculty Teaching?



Impact on Student Learning?



Range of Technology Issues

- ▶ Content distribution mechanisms
 - iTunes web store, Duke iTunes page, iPod content server, Blackboard, iLecture server (soon)
 - ACPUB space and lab synch solution
- ▶ Hardware / software
 - Help Desk
 - Keeping up with iTunes, iPod software updates
 - Audio editing software (Audacity, Peak)
 - Donations

Secondary Impacts

- ▶ Extensive (unanticipated) publicity
- ▶ Increased perception of Duke University as a technology innovator
- ▶ Increased collaboration, cooperation, and communication among campus IT groups
- ▶ Communication, partnerships, and new possibilities with other institutions as well as publishers of potentially useful academic content

Some open questions

- ▶ What are the interesting questions that merit further investigation?
- ▶ What can we learn (institutionally) from this initiative that would inform decisions about similar opportunities in the future?

Sample Student Comments



A few student thoughts...

"The iPod project so far has been well orchestrated, especially the technical support aspects. As with any new technology, it has taken a long time for faculty and administrators to begin to take advantage of the fact that every freshman has an iPod. If professors continue offering new resources in the form of iPod content, the iPods' usefulness will continue to increase."

A few student thoughts...

“The Duke iPod experiment was unsuccessful in my opinion. I haven’t used my iPod for anything school related and I haven’t seen anyone else use it either. I don’t even know what they thought we were going to use the iPods for. That’s not to say that I’m not very appreciative of my iPod, because I definitely am. I think iPods are amazing, just not for school-related work.”

A few student thoughts...

“It can serve beneficial academic purposes for those who chose to use it that way. In some way I even think it has added to the morale of the freshmen class, because we all have them!”

A few student thoughts...

“The iPods on a personal level (storing and transferring files, music, etc.) have been incredibly useful machines. I have used it academically to record lectures as well as record my violin lessons. However, beyond this, much of the Duke classes have not incorporated the iPods.”

A few student thoughts...

"While I certainly appreciate the iPod, I have hardly used it for class at all. The academic capabilities I have used could be easily substituted with a tape recorder and a flash drive. I have not yet taken an oral language or music class, so my experience may be limited because this is where I hear the iPod is the most useful."

A few student thoughts...

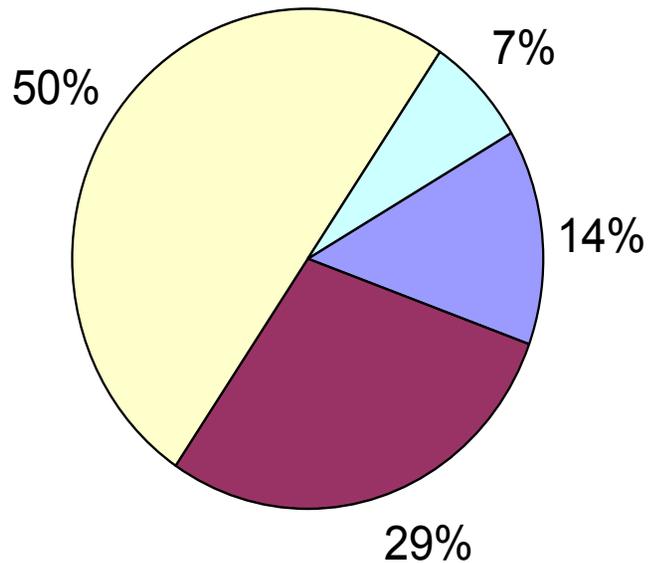
"This was such a creative way to integrate technology in the curriculum. At the beginning, it was hard to see just how I was going to use the iPod, but I quickly found it becoming an attachment to my body. I wish I could use it for contacts, etc, but I do not know how to use the programs available for these things. In my writing class, the iPod has been used for workshopping, which is great! No longer do I have to scribble illegible notes about what others say about my writing! You guys did a great job in coming up with a project."



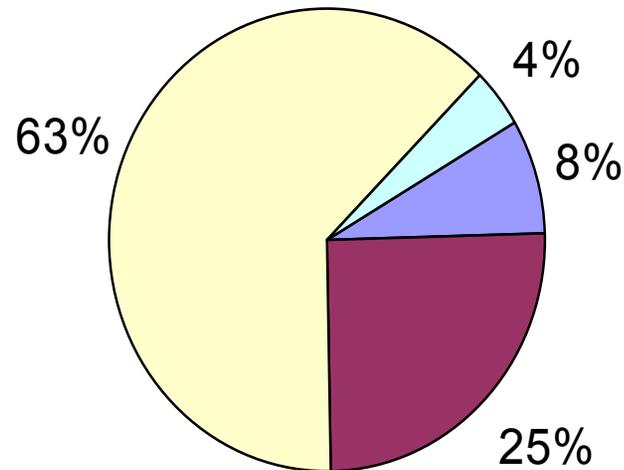
iPod Equipment

iPods on "Loan"

Fall '04 – total ~138



Spring '05 – total ~235



- Academic project support staff (CIT, FLTS, A&SIST)
- Faculty/TAs
- Loaners to Upperclassmen
- Demos / testing