

Designing New Information Streams: Libraries in iTunes

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Montana State University Libraries

Internet Librarian
October 26, 2010

Twitter #hashtag

#intlib10

#newstream

Overview

- New Distribution Channels
- Libraries in iTunes Libraries?
- How to do it?
- Questions

“Discovery happens
elsewhere.”

Lorcan Dempsey, OCLC Research and Chief Strategist
<http://orweblog.oclc.org/archives/001430.html>

iTunes as a Library Platform

“iTunes has now sold six billion songs”

<http://techcrunch.com/2009/01/06/itunes-sells-6-billion-songs-and-other-fun-stats-from-the-philnote/>

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5.	Finding Foreign Language Books	1:55	3/1/10	Using language limits in the library ...	i	FREE
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7.	Endnote Module 3	4:14	3/1/10	Importing references from other sou...	i	FREE
8.	Endnote Module 2	4:07	3/1/10	Importing references into your End...	i	FREE
9.	Endnote Module 1	0:51	3/1/10	Signing up for Endnote Web at Mon...	i	FREE
10.	Banned Book Week, Day 2	24:21	10/7/09	Students and professors read their f...	i	FREE
11.	Banned Book Week, Day 1	30:04	10/6/09	Faculty and students celebrate free...	i	FREE
12.	"Old Ideas and New Ways", Joe Ja...	1:20:23	9/25/09	"Old Ideas and New Ways" - keynot...	i	FREE
13.	Web2.0 Meets Research2.0	2:32	9/14/09	A look at how web2.0 tools can hel...	i	FREE
14.	Flickr & Digital Collections	5:01	9/14/09	Using Flickr to deliver digital conten...	i	FREE
15.	Greg Pape, Montana Poet Laureate	34:56	4/17/09	Greg Pape, Montana Poet Laureate...	i	FREE
16.	OpenSearch Plugins & Widgets	4:17	10/3/08	A closer look at a search add-on for...	i	FREE

<http://itunes.apple.com/us/podcast/mediahub-from-montana-state/id330315907>

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14.	A multidisciplinary proposal for a p...	0:00	8/15/10	I propose that contemporary natural...	i	FREE
15.	Postpartum depression: a comparis...	0:00	5/15/10	After careful review of the literature, ...	i	FREE

Total: 25 Episodes

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iTunes U

Ping


A social network for music. Join the conversation.

Follow your favorite artists and friends to discover the music they're talking about, listening to, and downloading.
To get started, turn on Ping and create your profile.

Turn On Ping

iTunes is Social?


<http://itunes.apple.com/rss>

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iTunes Store RSS

Create custom RSS feeds for your website or favorite newsreader.

Provide the information requested below, then click Generate to view the feed URL. These feeds automatically update to reflect iTunes' top charts and new content, so you'll always be up to date with the latest in the iTunes Store.



RSS Top RSS Feeds

1. Top 25 New Music Releases
2. Top 25 Songs
3. Top 10 Apps
4. Top 10 TV Episodes
5. Top 10 Movie Rentals

iTunes Store RSS Feed Generator

Country	Media Type	Feed Type	Size	Genre	Explicit Content	
<input type="text" value="USA"/>	<input type="text" value="Music"/>	<input type="text" value="Top Albums"/>	<input type="text" value="10"/>	<input type="text" value="All Genres"/>	<input type="radio"/> Yes <input type="radio"/> No	<input type="button" value="Generate"/>

RSS Feed URL

iTunes is Open?

“APIs, Links, Google Juice”

For Real?

API – iTunes Store

- Search and Lookup Functions
- Move outside of the “Black Box”

<http://www.apple.com/itunes/affiliates/resources/documentation/itunes-store-web-service-search-api.html>

Podcasts > Education > K-12 > go2collegeMT (various directors and creators)



go2collegeMT

Podcast Description

go2collegeMT is the place for Montana students, school counselors, and college representatives to learn about college Montana.

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3.	MT Poster Series - Getting to College	4:28	4/27/09	Video of students talking about their ...	<i>i</i>
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Assessment of an invasive lake trout population in Swan Lake, **Montana** ... An ETD is a **thesis**/dissertation created as an electronic document (or set of ...

[etd.lib.montana.edu/etd/view/](#) - [Cached](#) - [Similar](#)

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The Electronic **Theses** and Dissertations (ETDs) project at **Montana** State ...

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[Dissertations & Theses Resources :: Montana State University Libraries](#) ☆

MSU Electronic **Theses** & Dissertations (ETDs) (2003-present): MSU Master's ...

[www.lib.montana.edu](#) > [Resources](#) - [Cached](#)

[Home - MSU Theses & Dissertations - Library Guides at Montana ...](#) ☆

Overview of how to find older MSU **theses** and dissertations in the library.

[guides.lib.montana.edu/theses](#)

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[Electronic Thesis, Dissertations, and Professional Papers ...](#) ☆

Jul 8, 2010 ... The University of **Montana**, electronic **Thesis**, Dissertation and Professional Paper (ETDP) project is a collaborative effort between the ...

[www.lib.umt.edu/etd](#) - [Cached](#) - [Similar](#)

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Henry, Heather M., 2007, Investigation of a triangle zone structure between ...

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Google Juice

Getting Started

1. Create good metadata

- <http://www.apple.com/itunes/podcasts/specs.html#metadata>

2. Build and Test your XML feed

- <http://www.apple.com/itunes/podcasts/specs.html>

3. Submit to iTunes

- <http://www.apple.com/itunes/podcasts/specs.html#testing>



iTunes Submit Podcast View

iTunes Feed Creation (options)

- Use a Media Web Site
 - Blip.tv
 - YouTube mobile (.mpeg4) feed
- Build it from Scratch
 - A simple text file

```
<?xml version="1.0" encoding="utf-8" standalone="yes"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/"
xmlns:atom="http://www.w3.org/2005/Atom">
<channel>
  <title>Feed title</title>
  <description>Feed Description</description>
  <link>http://www.example_url.com</link>
  <item>
    <title>Picture A</title>
    <media:description> This one's my favorite.</media:description>
    <link>pl_images/A.jpg</link>
    <media:thumbnail url="http://example.com/pl_thumbs/A.jpg"/>
    <media:content url="http://example.com/pl_images/A.jpg"/>
  </item>
  <item>
    <title>Video B</title>
    <link>http://example.com/pl_images/B.jpg</link>
    <media:thumbnail url="http://example.com/pl_thumbs/B.jpg"/>
    <media:content type="video/x-flv"
url="http://example.com/pl_images/B.flv"/>
  </item>
</channel>
</rss>
```

media RSS Feed (media:group)

```
<media:group>
  <media:category label='Education' scheme='http://gdata.youtube.com/schemas/2007/categories.cat'>Education</media:category>
  <media:content url='http://www.youtube.com/v/JHljR4LYmOA?f=videos&c=ytagi-google-jsdemo&app=youtube_gdata' type='application/x-shockwave-flash' medium='video'
sDefault='true' expression='full' duration='160' yt:format='5' />
  <media:content url='rtsp://v2.cache6.c.youtube.com/CjclENy73wIaLgngmNiCR2N5JBMYSANFEITeXRhcGktZ29vZ2xlLWpZGVtb0gGUgZ2aWRlb3MM/0/0/0/video.3gp' type='video/3gpp'
edium='video' expression='full' duration='160' yt:format='1' />
  <media:content url='rtsp://v8.cache6.c.youtube.com/CjclENy73wIaLgngmNiCR2N5JBMYSANFEITeXRhcGktZ29vZ2xlLWpZGVtb0gGUgZ2aWRlb3MM/0/0/0/video.3gp' type='video/3gpp'
edium='video' expression='full' duration='160' yt:format='6' />
  <media:credit role='uploader' scheme='urn:youtube'>HarperCollegeLibrary</media:credit>
  <media:description type='plain'>Hop on a cart and take a tour of the Harper College Library while the knowledgeable staff guides you to your destination.</
edia:description>
  <media:keywords>Library, Tour, Welcome, William, Rainey, Harper, College, Reference, Librarian, Circulation, Cart, Books, Palatine</media:keywords>
  <media:player url='http://www.youtube.com/watch?v=JHljR4LYmOA&feature=youtube_gdata_player' />
  <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/default.jpg' height='90' width='120' time='00:01:20' />
  <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/2.jpg' height='90' width='120' time='00:01:20' />
  <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/1.jpg' height='90' width='120' time='00:00:40' />
  <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/3.jpg' height='90' width='120' time='00:02:00' />
  <media:thumbnail url='http://i.ytimg.com/vi/JHljR4LYmOA/hdefault.jpg' height='360' width='480' />
  <media:title type='plain'>Tour The Library</media:title>
  <yt:duration seconds='160' />
  <yt:uploaded>2007-12-13T14:50:18.000Z</yt:uploaded>
  <yt:videoid>JHljR4LYmOA</yt:videoid>
</media:group>
```

Search iTunes from the Web

A Beta App

<http://www.lib.montana.edu/~jason/files/itunes-search/index.php>

~~iTunes~~ iStuff

Cross-Platform: mobile, desktop, windows...

Ubiquitous

Content Delivery Platform: pdfs, epub, sound files, video files...

Final Thoughts

- Twitter, Facebook, YouTube, iTunes...
- Hack it
- Test before promoting
- Doesn't have to be huge investment

Resources

- media RSS Specification
 - <http://www.rssboard.org/media-rss>
- iTunes Specifications
 - <http://www.apple.com/itunes/podcasts/specs.html>
- Convert ebooks for iTunes
 - <http://lifehacker.com/5509965/how-can-i-convert-pdfs-and-other-ebooks-to-the-epub-format>
- iTunes in Libraries
 - <http://www.libgig.com/itunes>

Questions?

twitter.com/jaclark

www.lib.montana.edu/~jason/talks.php