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[Thinking REALLY Big, Paradigm Shifting, Morphing the Universities](#)

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TanToday Posted: 10 May 2009 09:23 AM [\[Report \]](#) [\[Ignore \]](#)


Mac Genius
 Total Posts: 734
 Joined: 2008-06-18

Anyone here that has attended higher education KNOWS that it is inefficient, wasteful, boring, slow, and in the end, just about counterproductive. Yes, you come out, lazy, and programmed...and in this blistering age of information, the educational establishment is selling gold plated buggy whips and steam engines.

So, where is old Tan going today, since we all know that he is a tad on the nutsy side, and has to wear a tinfoil hat to keep the "Space Aliens" from invading his brain?

And WHY on earth, is Tan thinking this belongs on an Apple FINANCE site at all?

I'm glad you asked.

AND the BEST PART...ALL the elements are now in place, it just needs the PACKAGING and PUSH!

Shall we now examine the elements that I envision need to be connected, polished, and packaged? Sure, why not!

ELEMENT ONE: -> Smart Universities

Missouri Journalism school is Apple's dreamland

Sat, 05/09/2009 - 07:37 — [Seth Weintraub](#)   **12 points**

The University of Missouri Journalism School, which you might remember from the below picture last year showing a pretty high percentage of Mac usage, is taking the Apple love one step further. They are now requiring incoming students to have iPhones or iPod touches. According to the *Missourian*, Brian Brooks, associate dean of the Journalism School, thinks the entertainment device can also be a learning device:

"Lectures are the worst possible learning format," Brooks said. "There's been some research done that shows if a student can hear that lecture a second time, they retain three times as much of that lecture."

Freshmen admitted into the School of Journalism and pre-journalism students will be sent a letter notifying them of the change. Students may buy either an iPod touch or iPhone in order to meet the new requirement.



Students and their notebooks at The Missouri School of Journalism

ELEMENT TWO: -> Smart Distribution Packaging and Promotion Partner

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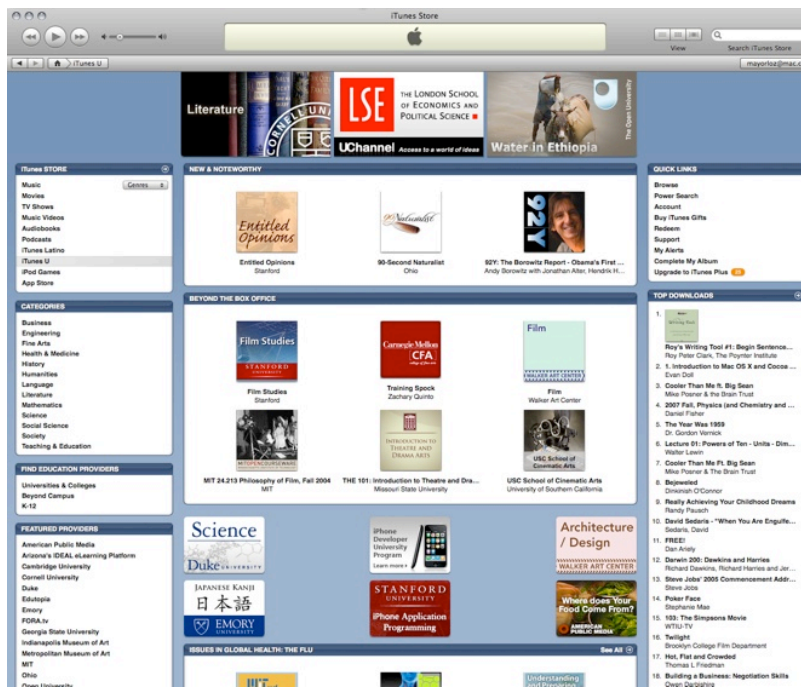
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ELEMENT THREE: -> Smart Textbooks



May 8, 2009 8:00 AM PDT

How the Kindle DX could be worth the price

by Don Reisinger

Font size Print E-mail Share 27 comments



The Kindle DX is too expensive.
(Credit: CNET)

Amazon announced the **Kindle DX Wednesday**, sporting a bigger screen, more storage capacity, a built-in PDF reader, and better battery life (a full look at the new Kindle DX [can be found here](#)).

ELEMENT FOUR: -> THE ENTIRE WORLD!

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Now we "Glue" them together!

IMAGINE lifetime learning, freed from travel, lecture halls, excessive costs! IMAGINE attending "school" in any country, any language, at ANY TIME, night, day, weekends?

And the final element, AUTOMATING THE ENTIRE SHEBANG!



Podcast Producer. Less work, more play.

Podcast Producer is a complete, end-to-end solution for encoding, publishing, and distributing high-quality podcasts. Ideal for employee training, university lectures, presentations — or whatever audio or video podcasts your organization requires — Podcast Producer simplifies the process of recording content, encoding, and publishing podcasts for playback in iTunes and on iPod, iPhone, and Apple TV.



Start and stop.

A podcast starts with the new Podcast Capture application in Leopard. This innovative tool makes it easy for users to capture high-quality audio and video from local and remote cameras, record screen captures, and upload existing content into

Podcast Producer for encoding and distribution. Podcast Capture records audio and video from a wide range of devices, including digital video cameras connected via FireWire, USB microphones, and iSight cameras.

Recording a podcast is a snap. Simply launch Podcast Capture, log in, and select the type of podcast you would like to record — then click



It's automatic.

Once recording is completed, the file is automatically uploaded to Podcast Producer for processing. Podcast Producer leverages the power of QuickTime to encode content into standard formats such as H.264 and MPEG-4. And with [Episode Podcast](#) from Telestream, Podcast Producer can accept and re-encode media from other popular formats including Windows Media, Flash 8, VC-1, and more.



Podcast Producer includes a dozen built-in workflows to automate publishing of podcasts to blogs, iTunes, [iTunes U](#), or even multimedia-enabled cell phones over high-speed wireless networks using QuickTime Streaming Server. Workflows include the ability to archive recordings, apply custom Quartz Composer compositions with titles and watermarks, add opening and closing

Start. When finished recording, click Stop. Give your podcast a title, add a description, and pick the appropriate workflow. It's that simple.

Podcast Producer uses Xgrid distributed processing

You have a professor that walks into a room, small with a few students. He approaches the podium, on the podium is a button, pressing that the PODCAST of this lesson begins recording, his audio, visual, notes, blackboard are all recorded and digitized. At the end, he hits END, and the podcast is AUTOMATICALLY produced, the required headers, intro, school information, rights, legalities, are appended, and this is uploaded.

YOU....

Sitting anywhere in the world, log in, use your ID number, giving you access to the course, view it once, twice, however many times, and the NOTES and OUTSIDE reading are there on your tablet, KINDLE or new iTablet, and you finish the course at your own leisure, do the required outside reading on your Kindle.

Come "test time" it is on your Kindle or tablet, you answer and it is uploaded, upon successful completion, your "grade is generated" and your account is credited with completion of the course.

Thinking bigger, different "Universities" could agree to accept each others credits, allowing you to "take classes" from around the world, and your "degree" is granted from a central degree dispensing entity.

Full continuing learning, is PART OF THIS, you now are a world citizen, can work anywhere, while still studying at whatever school or schools suit your fancy.

And ELIMINATED totally are:

Commuting, campuses, textbooks, frat parties, and travel.

And you can go as FAST as your time, skills and talents can take you there.

All that is missing right now, is the MARKETING AND PROWESS to accumulate the schools, and sell the concept to the new digital babies that are flooding out into the world today.

THAT is the vision thing, and who BETTER to knit this all together and market it, for a small fee, than our company, APPLE?

I cannot think of a better use for the 30 BILLION that is sitting there, rotting away in low interest bonds and accounts.


Comments?

[Edited: 10 May 2009 09:46 AM by [TanToday](#)]

"Pretty soon an iPhone won't even get you a date with the ugly girl in the corner." —WallMart to Sell iPhone!

Profile **PM** **Quote**

mjpww Posted: 10 May 2009 12:13 PM [[Report](#)] [[Ignore](#)] [# 1]

Power User

 Total Posts: 54
 Joined 2008-06-04


I thought Podcast Producer was a fictional product you dreamed up. I had to go to the Apple site and confirmed it's real!

What you suggest sounds great for places and countries who's people can't afford college. But what about the benefits that come with interacting with real people that a college environment provides? College isn't just about book-knowledge, it's about leaning how to make your way in the world of people. It's about making life-long friendships. It's about leaning how to socialize and get along with people from different socio-economic environments. Many of today's young people spend too much time in front of their computers, ending up without the necessary people skills to survive in their world.

Just some thoughts... I think a virtual learning environment is and could be a wonderful thing for many, many people, but I worry about too many alienated youths who wouldn't have everything they need to succeed.

Profile **PM** **Quote**

DawnTreader Posted: 10 May 2009 12:35 PM [[Report](#)] [[Ignore](#)] [# 2]

Administrator

 Total Posts: 15601
 Joined 2002-01-04

As Steve Jobs has said, education is in the company's DNA.

What is absolutely astounding is how much of Apple's focus in SJ's first go-round at Apple has reemerged through his return in spectacular and revolutionary ways.

The iPod/iPhone as an educational tool further entrenches the company in the education market.


As a former educator, I remember attending a technology conference back in 2002 in which Apple reps were hawking the iPod as a means to make portable presentations and other classroom content. Now the iPod is used to distribute curriculum content directly to students.

What the analysts who are obsessed with the netbook phenomenon fail to see is the power of the iPod and the iPhone as a netbook alternative in the enterprise and education markets. The netbook does a bunch of things but none of them well versus the iPhone/iPod which provides specific and satisfactory functionality.

Further, Apple is hastening the day in which printed textbooks are obsolete and the day in which classroom attendance would be necessary only a few times each semester, reducing costs for both students and schools.





Profile **PM** **Quote**

Play Ultimate Posted: 10 May 2009 05:32 PM [[Report](#)] [[Ignore](#)] [# 3]

Apple Fellow

 Total Posts: 3144
 Joined 2007-03-26

DawnTreader - 10 May 2009 12:35 PM

Further, Apple is hastening the day in which printed textbooks are obsolete and the day in which classroom attendance would be necessary only a few times each semester, reducing costs for both students and schools.

		<p>For those not aware, there is currently the video taped lectures of the Stanford iPhone Programming Class on iTunes. These lectures also include the Keynote Slides. Even though, viewers cannot get a grade or meet directly with the instructors. almost everything else is provided. Considering there is no textbook, other than Apple Developer tools, this is a preview of the future. BTW, the lectures are subscribe-able via iTunes and can be viewed on your iPhone/Touch.</p> <p>"Once we roared like lions for liberty; now we bleat like sheep for security! The solution for America's problem is not in terms of big government, but it is in big men over whom nobody stands in control but God." —Norman Vincent Peale</p>
Profile	PM	Quote
rattyuk Posted: 10 May 2009 06:05 PM [Report] [Ignore] [# 4]		
Mac Genius   Total Posts: 882 Joined 2007-05-30		<p>DawnTreader - 10 May 2009 12:35 PM</p> <p>Further, Apple is hastening the day in which printed textbooks are obsolete and the day in which classroom attendance would be necessary only a few times each semester, reducing costs for both students and schools.</p> <p>DT I have to take issue with you moving this.</p> <p>The point of Tan's article was to say that Apple have actually got this sewn up currently and as such the impact to the bottom line will be forthcoming. It shouldn't really be "moved" to the education thread JUST because it talks about education.</p>
Profile	PM	Quote
capablanca Posted: 10 May 2009 09:44 PM [Report] [Ignore] [# 5]		
Apple Fellow  Total Posts: 1564 Joined 2007-03-28		<p>rattyuk - 10 May 2009 06:05 PM</p> <p>DawnTreader - 10 May 2009 12:35 PM</p> <p>Further, Apple is hastening the day in which printed textbooks are obsolete and the day in which classroom attendance would be necessary only a few times each semester, reducing costs for both students and schools.</p> <p>DT I have to take issue with you moving this.</p> <p>The point of Tan's article was to say that Apple have actually got this sewn up currently and as such the impact to the bottom line will be forthcoming. It shouldn't really be "moved" to the education thread JUST because it talks about education.</p> <p>Ditto.</p>
Profile	PM	Quote
DawnTreader Posted: 10 May 2009 10:44 PM [Report] [Ignore] [# 6]		
Administrator  Total Posts: 15601 Joined 2002-01-04		<p>rattyuk - 10 May 2009 06:05 PM</p> <p>DawnTreader - 10 May 2009 12:35 PM</p> <p>Further, Apple is hastening the day in which printed textbooks are obsolete and the day in which classroom attendance would be necessary only a few times each semester, reducing costs for both students and schools.</p> <p>DT I have to take issue with you moving this.</p> <p>The point of Tan's article was to say that Apple have actually got this sewn up currently and as such the impact to the bottom line will be forthcoming. It shouldn't really be "moved" to the education thread JUST because it talks about education.</p> <p>As you can see the topic is still present in the AFB. The reason for "moving" the topic is to provide it with an extended shelf life in the TMO forums. I could understand the objections if the topic was removed from the AFB. It's still here and all topic posts are available for member view and continuing discussion. Because this topic straddles more than one area of member interest, it's best to provide as many avenues for participation as are relevant to the topic.</p>
Profile	PM	Quote
BillH Posted: 11 May 2009 02:06 AM [Report] [Ignore] [# 7]		
Power User		


Total Posts: 488
Joined 2007-01-20

mjpww - 10 May 2009 12:13 PM

I thought Podcast Producer was a fictional product you dreamed up. I had to go to the Apple site and confirmed it's real!

What you suggest sounds great for places and countries who's people can't afford college. But what about the benefits that come with interacting with real people that a college environment provides? College isn't just about book-knowledge, it's about leaning how to make your way in the world of people. It's about making life-long friendships. It's about leaning how to socialize and get along with people from different socio-economic environments. Many of today's young people spend too much time in front of their computers, ending up without the necessary people skills to survive in their world.

Just some thoughts... I think a virtual learning environment is and could be a wonderful thing for many, many people, but I worry about too many alienated youths who wouldn't have everything they need to succeed.

+1! I've always said that College is fun except for the school part. Their are elements of truth within that but the part I never discussed much was that in most ways the College part was also the most difficult but posed the most opportunities for learning. It's where I was first introduced to the obstacles presented by a group (frat) living in some form of self limiting never land. Where the popular or least divisive individual gets elected to office. If that's not training for the real world I don't know what is.

[Profile](#) [PM](#) [Quote](#)

TanToday

Posted: 11 May 2009 05:37 AM

[\[Report \]](#) [\[Ignore \]](#) [\[# 8 \]](#)

Mac Genius




Total Posts: 734
Joined 2008-06-18

I don't think everyone has quite grasped what I was TRYING to communicate.

The EDU markets are MASSIVELY inefficient.

Just think about the \$\$\$\$ that can be made, by opening up THE ENTIRE WORLD to US Universities, with AAPL as the iEduStore raking off a percentage as the integrator and packager.

Think the APP STORE and the iTUNES STORE.

This will integrate the ENTIRE shebang, AND hook EVERY new graduating student FROM ANY SUCH programs, and mainline them right into the arteries of the worlds corporations.

THAT was the emphasis, NOT what it would do for teaching "heads full of mush."

"Pretty soon an iPhone won't even get you a date with the ugly girl in the corner." —WallMart to Sell iPhone!

[Profile](#) [PM](#) [Quote](#)


rattyuk

Posted: 11 May 2009 06:32 AM

[\[Report \]](#) [\[Ignore \]](#) [\[# 9 \]](#)

Mac Genius




Total Posts: 882
Joined 2007-05-30

DawnTreader - 10 May 2009 10:44 PM

As you can see the topic is still present in the AFB. The reason for "moving" the topic is to provide it with an extended shelf life in the TMO forums. I could understand the objections if the topic was removed from the AFB. It's still here and all topic posts are available for member view and continuing discussion. Because this topic straddles more than one area of member interest, it's best to provide as many avenues for participation as are relevant to the topic.

Problem is that when viewing the site on the iPhone you are taken to an entirely different part of the board making reading the thread and then getting back to AFB a lot more difficult than the usual single click as you are now somewhere else. Do the reverse so people who are reading in Education can be bought here BUT this seems a little heavy handed.

[Profile](#) [PM](#) [Quote](#)

Intruder

Posted: 11 May 2009 08:52 AM

[\[Report \]](#) [\[Ignore \]](#) [\[# 10 \]](#)

Administrator




Total Posts: 3260
Joined 2004-07-07

TMO is not just about the AFB. I'd venture to guess that we have many members that don't go anywhere near the AFB. The subject matter is very appropriate for the education forum.

Mac switchers see my profile for switching help...

[Profile](#) [PM](#) [Quote](#)

rattyuk

Posted: 11 May 2009 10:42 AM

[\[Report \]](#) [\[Ignore \]](#) [\[# 11 \]](#)

Mac Genius




Total Posts: 882

Intruder - 11 May 2009 08:52 AM

TMO is not just about the AFB. I'd venture to guess that we have many members that don't go anywhere near the AFB. The subject matter is very appropriate for the education forum.


Joined 2007-05-30	I agree. What I was saying that some AFB members don't go to the other areas.	
Profile	PM	Quote

artman1033

Posted: 11 May 2009 11:14 AM

[Report] [Ignore] [# 12]

Apple Fellow



Total Posts: 1693
Joined 2007-10-28

If the BEST OF THE BEST professors have their lectures on itunes, the ENTIRE college experience will change.

BUT if the colleges and universities fight this, it will never happen. I am SURE they will fight it. The colleges and universities continue to build new buildings.

It may take a REVOLT by parents. It MAY TAKE a generation.

I am STILL an APPLE-LOONIAN, but I stopped taking the Kool aid intravenously on June 9th and went cold turkey on July 15th

You can call me GRANDPA!

gatesofhell wrote:

The response to this thread has been ARTMANESQUE to say the least.


ProfilePMQuote

Play Ultimate

Posted: 11 May 2009 11:36 AM

[Report] [Ignore] [# 13]

Apple Fellow



Total Posts: 3144
Joined 2007-03-26

artman1033 - 11 May 2009 11:14 AM

If the BEST OF THE BEST professors have their lectures on itunes, the ENTIRE college experience will change.

BUT if the colleges and universities fight this, it will never happen. I am SURE they will fight it. The colleges and universities continue to build new buildings.

It may take a REVOLT by parents. It MAY TAKE a generation.

Not so sure. Employers still use college degrees as a screening process for potential employees. By having the lectures on-line, it may help students that may have missed a day or who needs to review material. In the case of the iPhone Class at Stanford, the lectures are posted 2-3 days after the lecture. Which is nice, but does not give the enrolled student the option to cut class and watch later. Further, the student will still need to attend classes and turn in assignments in order to get a grade and eventually graduate. So I'm not sure the university will suffer by these offerings. (BTW, when I was in college, years ago, many of the lectures were tape recorded. The difference is that I had to make the effort to go to the library to listen to them)

One potential benefit may be to open up more Extension classes for off-campus students. But this may be nothing tmore than what some extension universities offer currently. With iTunesU though, there is an easy way for marketing, distribution and possibly sales.

"Once we roared like lions for liberty; now we bleat like sheep for security! The solution for America's problem is not in terms of big government, but it is in big men over whom nobody stands in control but God." —Norman Vincent Peale


ProfilePMQuote

cramar

Posted: 11 May 2009 01:13 PM

[Report] [Ignore] [# 14]

Mac Genius



Total Posts: 532
Joined 2007-06-21

Good idea and concept. Only problem is that there is one non-Apple piece of hardware in this senario—the Kindle DX! Therefore, to control everything, Apple NEEDS to come up with an alternative with a color display. Kiss Kindle goodbye.

"It never was my thinking that made the big money for me. It always was my sitting." — Jesse Livermore


ProfilePMQuote

Zeke

Posted: 11 May 2009 04:44 PM

[Report] [Ignore] [# 15]

Apple Fellow



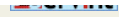
Total Posts: 1173
Joined 2005-04-20

My wife's university "gives" each student a laptop upon enrollment (for \$30K per year you should get SOMETHING). For years the students had a choice of Mac or PC. In 2005 the Mac population was about 7%. In 2006 it was about 30%. In 2007 it was about 60%. In 2008 they stopped offering a choice. Now it's Macs only. Lectures are available for video review on laptop or iPod. Campus news is on an RSS feed. Registration for classes is on line on the internet and wireless all over campus. Academic advisors work via email. This is inexorable. It's not about to be reversed any time soon.

Zeke

ProfilePMQuote

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