



TOURISM, ICT & COMMUNITY DEVELOPMENT: GLOBAL PERSPECTIVES, LOCAL APPROACHES

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'HOW TO' GUIDES: WIKIPEDIA & PODCASTING

Wikipedia









What is Wikipedia?

Wikipedia is free content; everyone who has access to the internet is free to view and utilise its information.

Wikipedia is an **online encyclopaedia**.

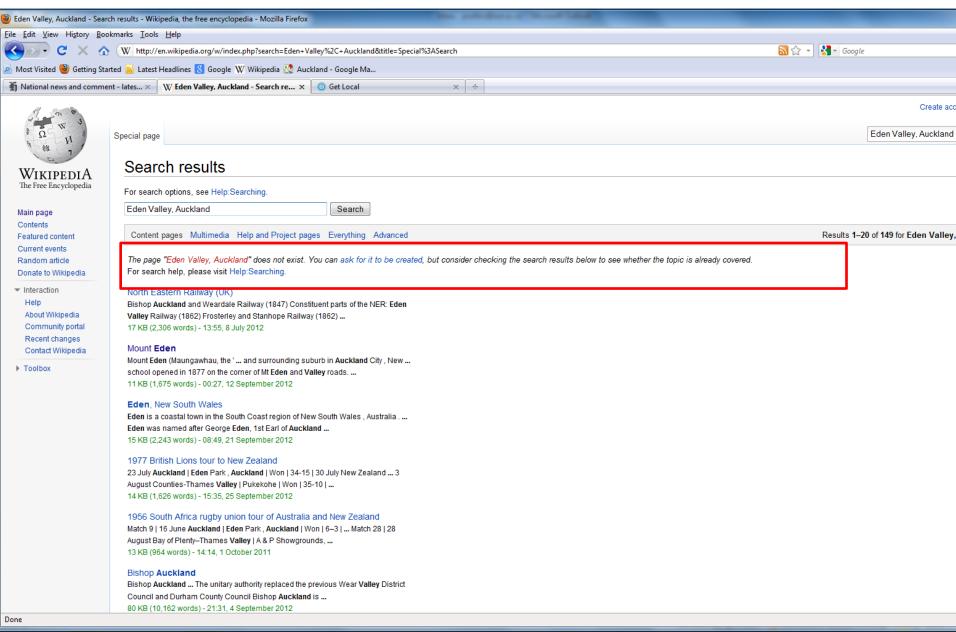


Wikipedia is a **not-for- profit** organization.

Wikipedia can be contributed to or edited by anyone.

Wikipedia is a starting point for many internet searches.

Wikipedia entry for Eden Valley before NZTRI began this work...













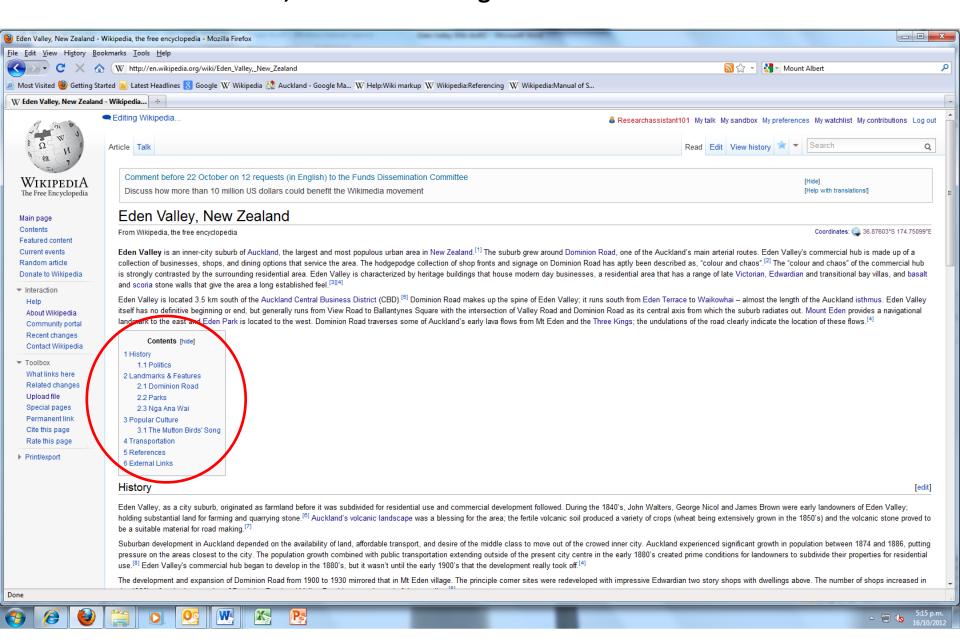




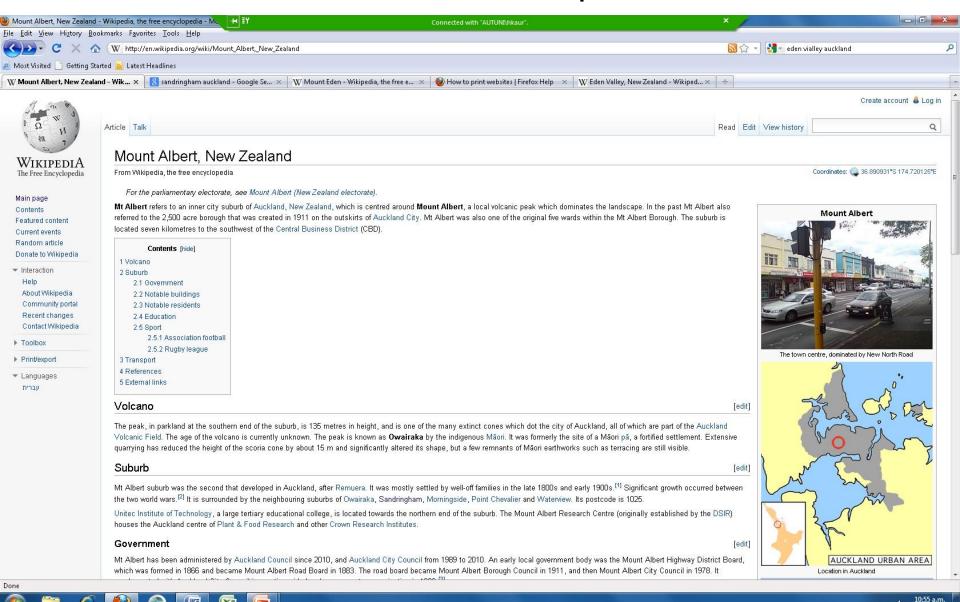




But since October 2012, that has all changed!



Mt Albert- local example

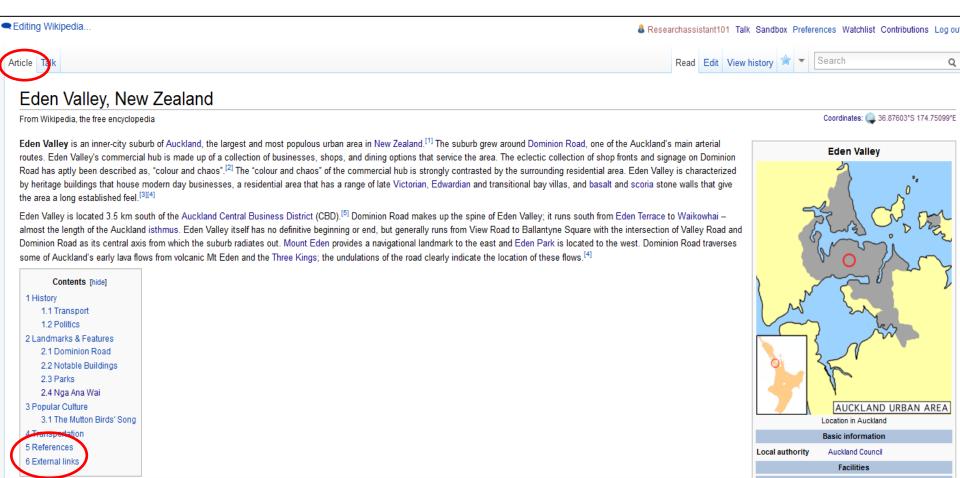


Tabs you need to know about

- Article the content for the page
- Talk place for discussions about the page's content
- History keeps track of all changes to the article
- Edit* where you can edit, change or add text and/or images
- User and User Talk* only once you have signed on
- Help* full of good instructions, templates, tutorials, "sandbox" (for testing your text) etc

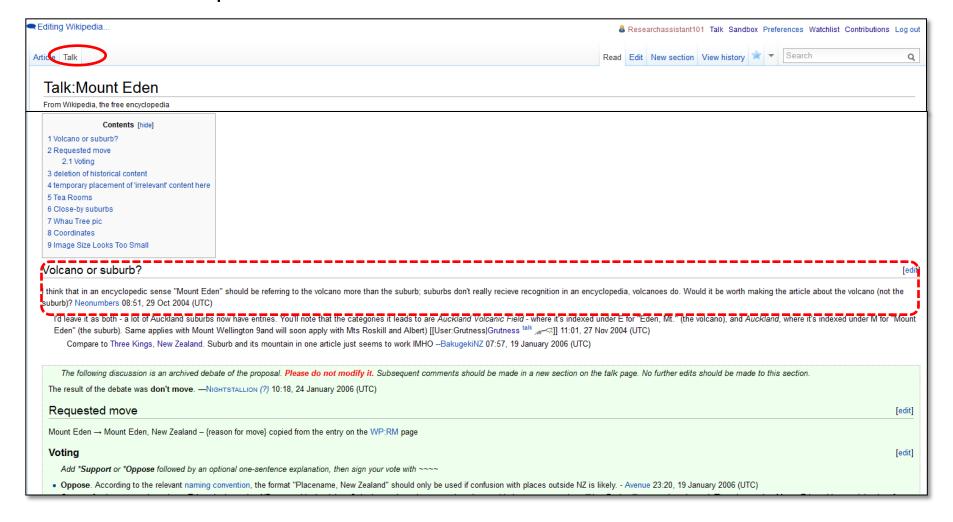
Article

Where content happens. These contain encyclopaedic material which must be backed up by reliable references and sources.



Talk

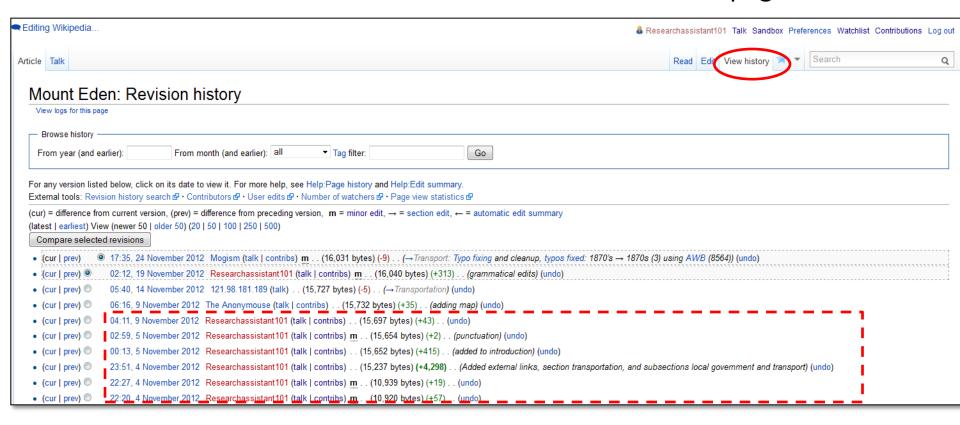
Where 'talk' happens. The 'talk' tab is used for collaboration on the article and also for dispute resolution.



History

A complete revision history is kept detailing all additions and edits made to the article by individual users.

Prior versions of the article can also be accessed from this page.



Edit page

Editing most Wikipedia pages is simple once you have mastered the **wiki markup** used to format the text and add other elements like images and tables.



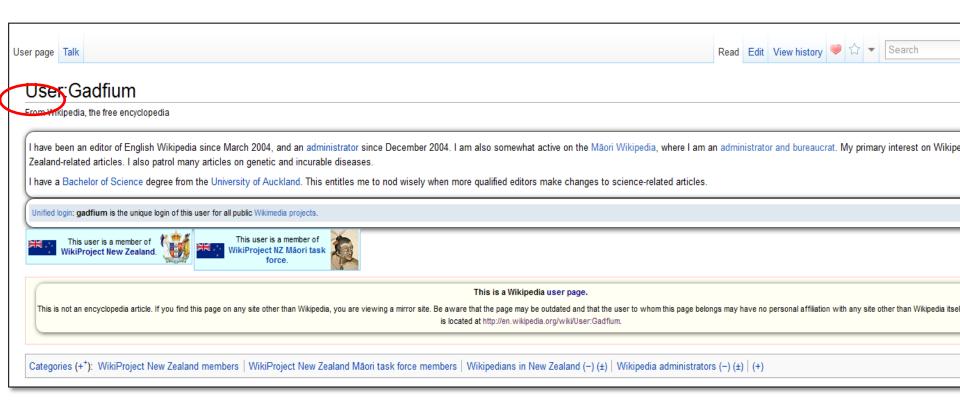
Wikipedia Cheatsheet

Works anywhere in the text		
Description	You type	You get
Italics, bold, and both	''italics'', '''bold''', and ''''both''''	italics, bold, and both
Link to another page	[[copy edit]] [[copy edit]]ors	copy editors
"Pipe" a link to change the link's text	[[Android (operating system) Android]]	Android
Link to a section	[[Frog#Jumping]] [[Frog#Jumping the jumping of frogs]]	Frog#Jumping the jumping of frogs
Red link red links can be good; they show desired pages	[[something missing]]	something missing
References and footnotes sources in the article will appear where {{reflist}} is, and text between {{}} is for a template	<pre>Hello, <ref>Library of Congress</ref> World. <ref>http://www.w3.org/</ref> References: {{reflist}} {{reflist}} must be below the citations and is customarily near bottom of the page; when one sees something in the middle of {{}}, it's for a template (see below)</pre>	Hello, ^[1] World. ^[2] References: 1. ^ Library of Congress 2. ^ http://www.w3.org/ ☑

http://en.wikipedia.org/wiki/Wikipedia:Cheatsheet

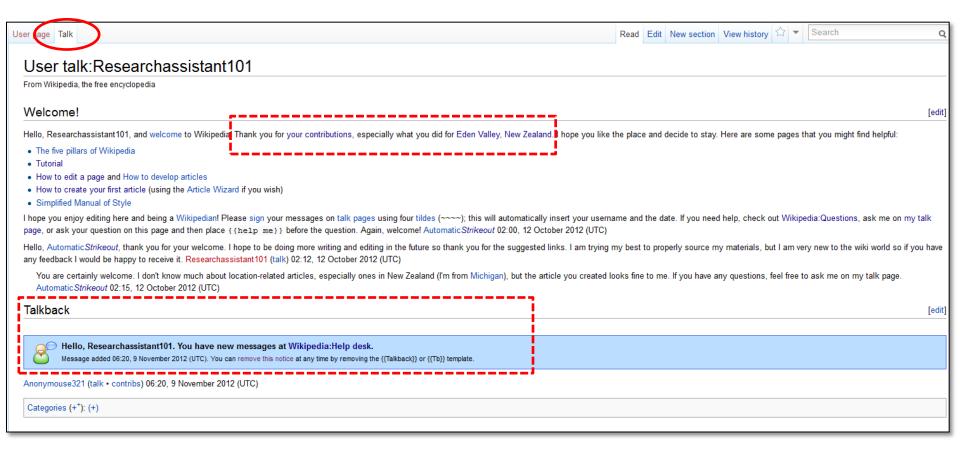
User

Your personal page - This is the place to explain what you're about and why you're contributing to Wikipedia.



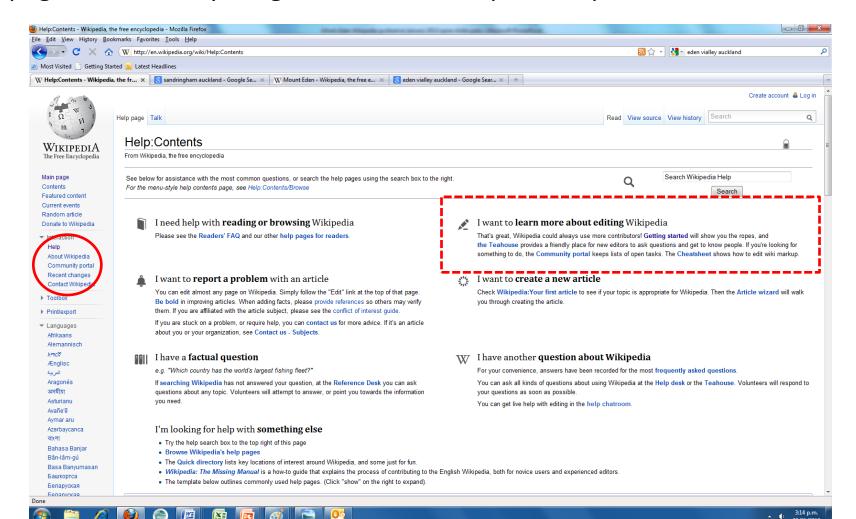
User Talk

Your personal "talk page". Use this to facilitate discussions and collaboration. Also used for notices and warnings. It encourages you to be part of the Wiki community.



Help

A good place for new Users to start. Basic how-to material. These pages cover everything from Wiki markup to templates.



Linking and layering

Internal

Internal link – to another page within Wikipedia.

e.g. for Mt Albert -Alan Kerr-Taylor

Layering

Browsers may wish to know more about a local:

- personality
- event
- or place

External

External link - to a website outside of Wikipedia.

When adding external links you should consider:

- Is the site content <u>accessible</u> to the reader?
- Is the site content proper in the context of the article (useful, factual, etc.)?
- Is the link functioning and likely to remain functional?

So, what makes a good Wiki page?

- Clear structure use headers & sub-headings
- Keeping it concise use layers and links
- Facts and description only
- No promotion of businesses!
- Providing excellent references and links
- Following Wikipedia rules about content:

Trustworthy Complete No opinions

Well-written Objective Current

Key things to remember...

- Wikipedia is a free encyclopedia that anyone can change!
- Your contribution is valuable
- Don't rush it follow the 80/20 Rule
- Help is only a click away

http://en.wikipedia.org/wiki/Wikipedia:Questions

 Fellow Wikipedians are waiting to welcome you with open arms!

COLLECT AND COMMUNICATE 'OUR STORIES'

VIDEOS AND PODCASTS

KINGSLAND VIDEOS AND PODCASTS



GREENWOODS CORNER VIDEOS AND PODCASTS



Videos and podcasts

Four Top Tips!

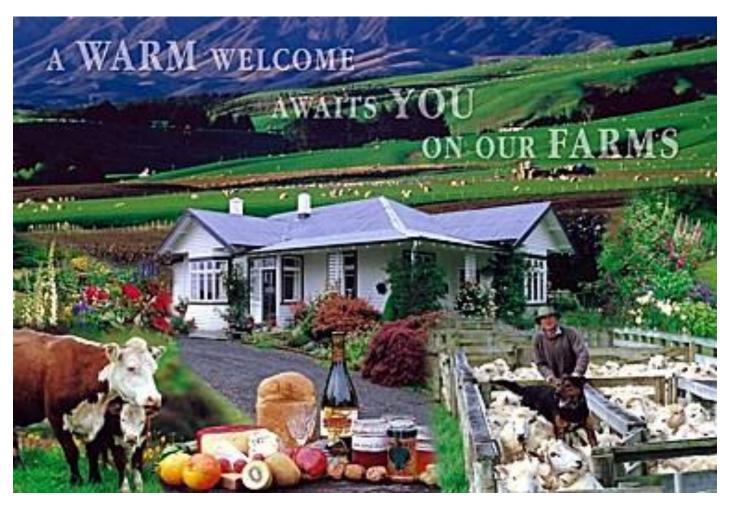
- Choose your interviewees carefully
- Content of the questions is key
- Adapt to the situation
- Interviewing people is easy...but the editing can take a long time!







Western Southland Podcast



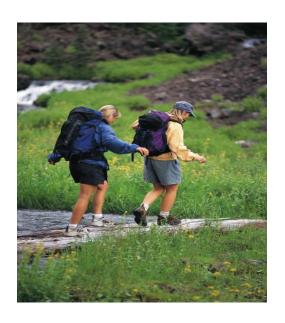
Source: Western Southland Farm Hosting website

What makes a good Podcast

- Fun & interesting
- Able to attract people's attention
- Interviewing people in the local community

What makes a good Podcast

- Make reference to local community groups and tourism operators
- Target a niche market







What we liked about the Podcast (Bird watching)

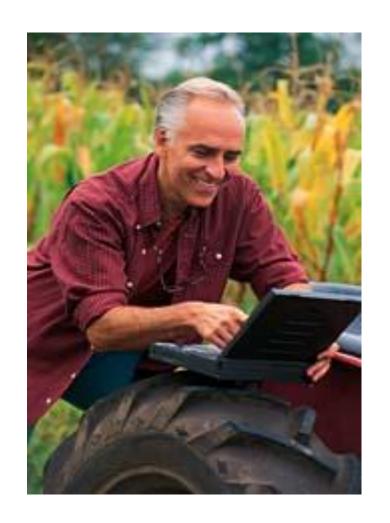
- Short piece of music played to attract listeners attention
- The narrator introduces the producer of the podcast
- Authentic kiwi accent
- The speaker creates a sense of excitement through the use of his voice
- The background music allows the listener to visualise the scene

10 Tips when creating a Podcast

- 1. It should provide listeners with information they can't find elsewhere
- 2. Episodes of podcasts should appear on a regular basis
- 3. Make sure the voice on the podcast has a personality
- 4. A descriptive headline that explains what the podcast is about
- 5. Short and focused

- 6. Offer an insight that hasn't been exposed in print
- 7. Try to keep it under 20 minutes
- 8. Have "pace and energy"
- 9. Choose a niche which would "never be accommodated on a mainstream radio station"
- 10. "Have an intelligent and witty tone"

NZTRI encourages tourism businesses to use technology to help promote regional tourism



Podcast software

Audacity

- The software we used to create our podcast
- Its free to download
- To download this software follow the link <u>http://audacity.sourceforge.net/</u>
- Free online tutorials available at http://audacity.sourceforge.net/help/tutorials

How Audacity works......

- Cut and paste
- Fade in and fade out to create sound effects
- Insert music
- And many more editing features

How we learnt to make a Podcast

In the beginning we didn't have any knowledge about Podcasting

But.....it was really easy to learn!!! and its fun to play with

So.....

All you need to have is

- A computer



- Internet Connection

- A microphone



- A positive attitude

Give it a go and you can also become an expert in podcasting

GOOD LUCK!!!!



Western Southland Promotions Association Inc.



http://www.westernsouthland.co.nz

Podzone Country: **Audacity Workshop**

Using Audacity to create Podcasts

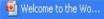






















Examples of good Podcasts

Visit Lancashire

http://www.visitlancashire.com/site/country-escapes/country-escapes-podcast/christine-walkden podcast

- > The narrator has a warm, welcoming and friendly voice
- > It tells you the reasons why you should visit Lancashire
- > It lists everything Lancashire has to offer
- > It lists specific places that you could visit
- > Good sound quality
- Costa Rica Amigo- Crocodile bay lodge and spa http://www.thepodlounge.com/podcast/costa-rica-amigo
 - > Refers to quotes from the National Geographic magazine on the region
 - > Describes the facilities of the lodge
 - > Refers to specific tourism segments, e.g. surfing and fishing tourism -also the speakers talk in-depth about fishing tourism
 - > The owner of the lodge talks in-depth on the lodge, e.g. the packages they offer, the friendliness of the staff etc.
 - > Good sound quality
- Galveston Island, Texas

http://podcasts.yahoo.com/search?p=tourism&c=s

- > This podcast comes from the Island's official tourism website
- > The narrator talks about what is happening in the town at the moment
- > In part 2 of the podcast the narrator has a set itinerary that tourists can follow, he also gives the locations of the activities
- > Good sound quality

Example of a bad Podcast

Littering in Singapore

http://www.youtube.com/watch?v=lyiHIcNbfPM

- > This podcast has poor sound quality
- > It also has a poor introduction
- > The narrator makes a few mistakes
- \succ You are able to hear them discussing when to start the skit
- > Although it is quite funny, it is poorly planned