

PODCASTS AS THE NEW READINGS
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AGENDA

Introductions

How this idea came to be

Roll out

Student feedback

Podcast Recommendations



INTRODUCTIONS

Roundtable:

- Name, program, any podcast recommendations

PODCASTS AS READINGS



- Textbooks quickly out of date
- Podcasts are typically free and can be downloaded and listened to on the subway
- An accessible resource that can help professors cater to different learning styles and deliver unique information in a way that keeps students engaged
 - Most podcasts have a transcript as well that can be used for hearing impaired
 - Often supplementary resources and links are posted as well to delve deeper into topics
- In an age of diminishing attention spans, podcasts can hold students' focus.
- Highly portable; students can listen to them on the go.

HOW I USED THEM



Last year, I used podcasts as an alternative textbook

- One course used a series of podcasts “How I Built This” as weekly readings
- Another course used a collection of podcasts to tackle new, emerging issues such as fake news, problems with Twitter etc.
- Students presented the podcasts as ‘cases’ and did supplemental research as needed. Included questions on these on the tests.

STUDENT FEEDBACK



Asked an additional question on my Student Feedback Questionnaire (SFQ):

- 50% of students “strongly agree” that the podcasts helped them learn the key concepts on the course; 43% agree

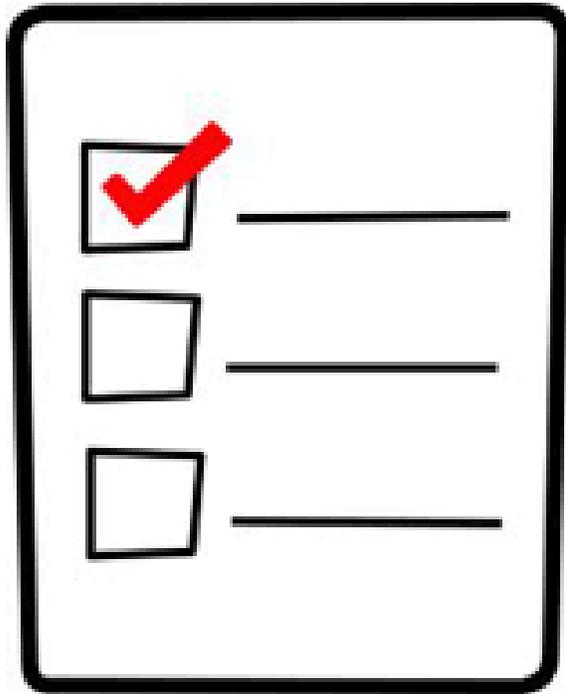
Additional SFQ comments:

- “Loved the podcasts, wish there were more.”
- “Podcasts were good ‘readings.’”
- “LOVED ‘How I Built This’ podcasts!! I still listen to new episodes when they get posted. I really enjoyed the different learning components.”

WHAT TO LOOK FOR IN ASSIGNING A PODCAST

- High quality both in sound and content
 - E.g. BBC, NPR, CBC
 - Provides insight, sparks debate or offers a voice that may be hard to access (e.g. interview)
 - Review them first!
 - You may need to review them again to remember pertinent details
 - Listen on your way into the class

PODCAST CHECKLIST



- Is it well-produced?
- Are its facts accurate and up-to-date?
- Does it offer something unique to your students, such as interviews with leading experts?

ADDITIONAL RESOURCES

CBC Podcast project <https://www.cbc.ca/radio/podcastnews/close-your-textbooks-podcasts-in-class-switches-up-the-lesson-plan-1.5264767>

MEASURING SOCIAL MEDIA PERFORMANCE

Social media analytics

- Consumption/reach
 - How many followers and readers?
- Sharing/engagement
 - Number of comments, what content is shared, how often is it shared?
- Conversion
 - How many audience members become paying customers?

SAMPLE: IN-CLASS ASSIGNMENT

You have been hired by a food delivery service that delivers organic food in Toronto once per week, Organics Food Delivery. They are run by a CEO named Jane Smith who is a graduate of Humber's Culinary Arts program. She is looking for exposure. Source a podcast and prepare a pitch to this podcast.

Submit the following

1. Name and link to the podcast. Listen to an episode or two to understand what it is about. Identify why you chose this podcast (look at any analytics, reviews available).
2. Draft a 1/2 page pitch to the podcast. Include their contact information and yours.

PODCAST RECOMMENDATIONS



- Fresh Air Fake News <http://www.npr.org/2016/12/14/505547295/fake-news-expert-on-how-false-stories-spread-and-why-people-believe-them>
- Canadaland – How Justin Won <http://www.canadalandshow.com/podcast/how-justin-won/>
- Making Oprah: Episode 3 You Get a Car, <http://www.npr.org/podcasts/500692140/making-oprah>
- How I Built This: Instagram <http://www.npr.org/podcasts/510313/how-i-built-this>
- Planet Money 728: The Wells Fargo Hustle <http://www.npr.org/sections/money/2016/10/07/497084491/episode-728-the-wells-fargo-hustle>

HOW TO FIND OTHERS



- Browse
- iTunes store
- or free apps like Overcast, for podcasts that cover your subject matter