What are podcasts & what role can librarians play?

Hosted by ALCTS
Sheryl Ramer Gesoff
Christine Beardsley

October 15, 2014
Poll
Do you listen to podcasts?
This class will answer

- What are podcasts?
- Why should I care?
- What can I do?
What are podcasts?
Formal definition is ...
• Free audio or video shows distributed through RSS

• Shows are pushed to subscribers as they’re published, like DVR, magazines or Google Reader

• Once they’re downloaded, they can be played regardless of Internet connection
• Free audio or video shows distributed through RSS

• Shows are pushed to subscribers as they’re published, like magazines or Google Reader

• Once they’re downloaded, they can be played regardless of Internet connection
Shows download automatically

Refusing podcast feeds
Refreshed today 1:59 PM

Pause Download Queue

NPR Programs: Fresh Air Podcast
From Sulking To...ew Of Life In Iran
Size: 15.2 MB  Paused

NPR Programs: Fresh Air Podcast
With Age, Joan...eed Me Totally'
6.3 MB of 21.0 MB  4m Left

NPR Programs: Fresh Air Podcast
Jon Hamm On...er On 'Mad Men'
4.2 MB of 9.0 MB  1m Left

NPR Programs: Fresh Air Podcast

Tom Hanks plays Captain Phillips in a high-seas hostage drama. Historian Jill Lepore introduces us to Jane, Ben Franklin’s younger sister. And we catch up with child-actor-turned-artist Daniel Radcliffe now that he's in his post-Potter years.
These shows are like listening to ...
Old-time radio ...
Fresh Air with Terry Gross

Wait, Wait Don’t Tell Me

All Songs Considered

Pop Culture Happy Hour
Podcasts from TV

60 Minutes

Sesame Street

Real Time with Bill Maher

thanks to David Shankbone
Podcasts have a lot of unique content ...
Educational shows

From top to bottom: Carlos Delgado, unbekannt.GringoStar at de.wikipedia [Public domain or Public domain], from Wikimedia Commons, Tiffany White head at Flickr, By E-Psychiatry (Own work) [CC-BY-SA-3.0 (http://creativecommons.org/licenses/by-sa/3.0)], via Wikimedia Commons
Popular Educational Shows

Freakonomics

99% Invisible

60 Seconds of Science from Scientific American

Psychology in Everyday Life

Technews Today

Radiolab
Bob Gaudio, who wrote Four Seasons songs

Creator of Mad Men

Clockwise from 1: Beao; hdwallpaperinn.com; Flickr: 'Meet Monica Velour' 1; Angela George at http://www.flickr.com/photos/sharongraphics/; https://www.flickr.com/photos/minglemediatv/13106945255/in/set-72157642252193135; By United States Department of State ([1]) [Public domain], via Wikimedia Commons; Getty Images
Poll
What podcasts do you listen to?
• Free audio or video shows distributed through RSS

• Shows are pushed to subscribers as they’re published, like magazines, Google Reader or DVR

• Once they’re downloaded, they can be played regardless of Internet connection
Directions for subscribing to podcasts
With iTunes

On iPhone

You must first download a podcast app from the App store before you can add podcasts to your iPhone.

Go to the App Store and search for “podcasts”, for basic listening Apple’s native app simply called “Podcasts” is free and will get you started.

After installing “Podcasts”, open the app and click search in the bottom right hand corner. Search for an area of interest or favorite radio show, you can also browse by clicking on “Featured” or “Top Charts”. Tap the podcast you would like to add and hit subscribe. You are now subscribed and the podcast will appear in the My Podcasts section of the app. Tap the tile of your newly subscribed podcast and click the arrow to the right, and select settlings. Here you will find options for how episodes are displayed, how often the app will look for new episodes, and how many episodes will stay on your phone before being deleted.

On a Computer

On a Mac OSX or Windows machine you may use iTunes to subscribe to podcasts. You may listen on your computer or synch them a mobile device. You will have to install iTunes and set up an account at the iTunes store if you do not have one.

In the iTunes Store, click Podcasts in the top ribbon. You will see many podcasts grouped by category. You can browse from here, or search in the top right search bar. When you've found something of interest, click it and you will see a list of all available episodes. You can click individual episodes to stream them, or click “subscribe” to download the episodes and receive regular updates when new ones become available. The podcast will not appear in your Library until the first episode has finished downloading. To adjust settings for your podcasts, exit the iTunes store and go to your Library on the right. In My Podcasts, click the icon of the podcast you subscribed to. Next, you will see the title of the podcast had the list of episodes that have downloaded to your computer in the right hand pane. Use the gear icon to adjust settlings, including options for how episodes are displayed, how often the app will look for new episodes, etc.

Android Phones (test run on MotoX running Android version 4.4.4, 8/19/14)
Podcasts AFTER you subscribe …
Shows download automatically
Shows from the TV

Sheryl’s Favorite Topic

True Storytelling
Collin Smith was in high school when an accident left him unable to use his arms and legs. So Ernest Greene, 50 years his senior, decided to help. And when Collin went to college, Ernest went, too.
Christine’s favorite

“Nerdy” non-fiction podcasts
Christine’s favorite

Screens and Kids: Do Techies Have Different Rules than the Rest of Us?
23 min, 21.4 MB (Audio)
Added Oct 8, 2014

In a world of screens, parents face some tough questions: To limit or not to limit? By how much and when? How different is Candy Crush from Codecademy? And what is all the new tech doing to our children? In this episode, we dive into the conundrum with the techies themselves -- the parents who code the apps a... More
• Free audio or video shows distributed through RSS

• Shows are pushed to subscribers as they’re published, like magazines or Google Reader

• Once they’re downloaded, they can be played regardless of Internet connection
Listen when your hands & eyes are occupied

Clockwise from the top left: Kyle Cassidy, Ildar Sagdejev, Gilbert S. Graves, SelEle-MS
All via wikimedia Commons
Fills in “cracks” in your day

1 minute

5 minutes

10 minutes

60 minutes
What do podcasts cost?
They’re ...
Free
To Summarize:

Podcasts are
- Free audio shows
- Listen whenever, wherever
- Unique content
Podcasts are

User friendly (?)
[Spoiler Alert] This (?) is why you should care about podcasts
User friendly?

Yes, once it is set up
User friendly?

Not user friendly to set-up
User friendly to choose shows?
Best way to find shows ...
Google search for [topic] podcasts OR
• Promotions by other podcasts

By User:Calcium Cookie (Own work) [CC-BY-SA-3.0 (http://creativecommons.org/licenses/by-sa/3.0)], via Wikimedia Commons
Search podcasts in an app

Search Science
Top 100 podcasts in various topics – this search is for *arts*
Discovery Problem: Why It's So Hard to Find New Podcasts

738 shares

http://mashable.com/2013/11/12/find-new-podcasts/
Finding shows

User friendly to find shows?
Why should you care about podcasts?
Podcasts are part of librarianship
According to Sally Gore, a librarian, Librarians can measure their impact on broader metrics including social media, & podcast downloads

- From her poster handout* at MLA conference


Help to build something
Scholarly communication
Interview with Dr. Scott Weingart, host of EmCrit

-- soundcloud.com/podcastsinthesquare

Image from Microsoft clipart & pascallapalme on openclipart.com
“There is a role for ... a shepherd through the morass of new media. There’s no one piecing out what the best information is ...”
Tacit knowledge
Podcasts transmit “all the little tips & tricks & learning to take something from published research to implementation”

-- from interview on soundcloud.com/podcastsinthethesquare
“Ask your nurses to give you a syringeful ... I just take it right from the phentonyl drip ...”

-- from Emcrit podcast
Academic work product ...
Podcasts are “superior to ... journal articles [in some ways].” I have the numbers of listeners & e-mails saying how I change physicians’ behavior.
Podcasts are part of scholarly conversation on social media – like conferences, but ...
More than the Q & A you get from conferences. “People can talk to you after you talk to them [using social media] ... when I publish it’s already been acid-tested.”
Some of your community uses them, & this number is rising
Over a quarter of internet users download or listen to podcasts. [http://pewrsr.ch/1kMiDC2](http://pewrsr.ch/1kMiDC2)
Librarians had similar findings

Adapted from Cassidy et al, 2014.
Users tend to be;

Male
Young
Wealthy
Educated

-- Pew Research Center

Adapted from Cassidy et al, 2014.
Some of your community does NOT use them
Barriers to adoption

Podcasts?
2 groups of non-users

-- Some who would listen if taught or helped

-- Some who are not interested at all
2 groups of occasional users

-- Some who would listen more

-- Some who would NOT listen more
Poll
How often do you listen to podcasts?
What can I do?
Knock down barriers to podcasts
We work with complicated databases. Why not also podcasts?
-- Listen
-- Teach
-- Promote
Listen
Teach
Promote
Promote
Posters, newsletters, emails, social media, personal conversations, etc.
## Playlists in library

<table>
<thead>
<tr>
<th>Playlist</th>
<th>Episodes</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergy And Immunology</td>
<td>15</td>
<td>5h 26m Left</td>
</tr>
<tr>
<td>Anesthesiology</td>
<td>8</td>
<td>1h 4m Left</td>
</tr>
<tr>
<td>Cardiology</td>
<td>25</td>
<td>3h 25m Left</td>
</tr>
<tr>
<td>Dermatology</td>
<td>10</td>
<td>3h 42m Left</td>
</tr>
<tr>
<td>Emergency Medicine / Critical Care</td>
<td>44</td>
<td>18h 14m Left</td>
</tr>
<tr>
<td>Endocrinology / Diabetes</td>
<td>23</td>
<td>7h 27m Left</td>
</tr>
<tr>
<td>Forensics</td>
<td>2</td>
<td>1h 11m Left</td>
</tr>
<tr>
<td>Gastroenterology</td>
<td>37</td>
<td>15h Left</td>
</tr>
<tr>
<td>Geriatrics</td>
<td>13</td>
<td>3h 8m Left</td>
</tr>
<tr>
<td>Hematology</td>
<td>6</td>
<td>2h 23m Left</td>
</tr>
<tr>
<td>Infectious Diseases</td>
<td>39</td>
<td>11h 58m Left</td>
</tr>
</tbody>
</table>

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**Allergy And Immunology**
- **Episodes:** 15
- **Length:** 5h 26m Left
- **Playable**

**Anesthesiology**
- **Episodes:** 8
- **Length:** 1h 4m Left

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- **Episodes:** 10
- **Length:** 3h 42m Left

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**Gastroenterology**
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**Hematology**
- **Episodes:** 6
- **Length:** 2h 23m Left

**Infectious Diseases**
- **Episodes:** 39
- **Length:** 11h 58m Left
Promote certain topics
Promote certain shows
Promote certain episodes
Create community

Book clubs

Podcast listening / Discussion clubs

Images from LOC via Flickr Commons and Microsoft Clip Art
Sharing through Soundcloud
Why audio never goes viral

Organize podcasts
<table>
<thead>
<tr>
<th>LC</th>
<th>Subject</th>
<th>Podcasts</th>
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<tbody>
<tr>
<td>B69</td>
<td>Philosophy</td>
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<td>- Philosophize This!</td>
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<td>Psychology</td>
<td>- APA’s Speaking of Psychology</td>
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<td>- Shrink Rap Radio</td>
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<td>- Awesome Etiquette</td>
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<td>- British History Podcast</td>
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<td>EconTalk</td>
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<td>K1</td>
<td>Law</td>
<td>- Bloomberg’s Law Podcast</td>
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<tr>
<td></td>
<td></td>
<td>- Legal Geeks</td>
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<tr>
<td>LB1139.2</td>
<td>Early Childhood Education</td>
<td>The Whole Child Podcast</td>
</tr>
<tr>
<td>ML159</td>
<td>Music Criticism</td>
<td>Pitchfork Podcast</td>
</tr>
</tbody>
</table>
Spreadsheet
Subject guide
LibGuide
Future
Research Questions
Best Practices
Order of promotion: Podcasts as a medium first vs topic, etc.?

Emphasize shows vs. Topics vs. Episodes?

Promote long podcasts vs. short ones?

What are the best shows to start with?
Which classification system to use?

Podcasts frequently begin and then end abruptly

Organize

Where do podcasts fit in YOUR library?
Create databases for episodes
Teach

Better one-on-one or in class?

What kind of user to start with – people who already listen vs. new users?

How to define “podcasts”
Librarians can start a dialogue
Poll

Will you increase your participation in podcasts?
Summary
Citations

Barker, K. R., University of Virginia Claude Moore Library. (Personal correspondence. 9/5/2014.)


Hughes, A. M. (2013) Evidence Summary: Academics in the UK Use Social Media to Enhance Traditional Scholarly Reading. *Evidence Based Library and Information Practice*. (8.4) 145-147.


Questions?

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