

# Podcasting

## A Guide to Creating Podcasts for Education

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## What is a Podcast?

A podcast is a digital audio program, typically produced as a series, that addresses a particular topic or theme. Subscribers to podcasts can access these recordings on various devices and listen to them on their own timeline. Episodes to the series are typically released on a routine schedule, such as weekly, for consumers to access. Podcasts are hosted on a variety of streaming applications, such as Spotify or Google.



Podcasts provide on-demand access to topics of interest, from pure entertainment to knowledge acquisition. Being a downloadable file, they release listeners from having to tune in at a specific date and time. This flexibility makes podcasts a popular option for consumers as they can tailor consumption of the material to their individual schedules. They are easy to access and often provided free of charge.

Podcasts lend themselves to multi-tasking. You can listen to a podcast while exercising, driving, doing housework, or cooking a meal. In an age where schedules are tight and there are often numerous demands on our time, this makes podcasts an appealing way to learn new information.

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## How are Podcasts Used in Education?

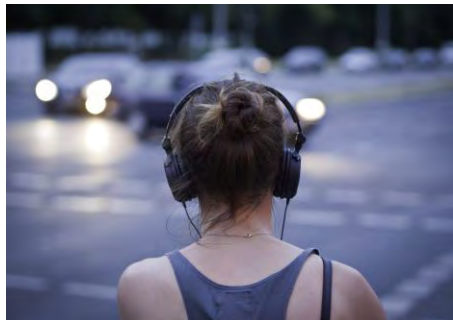
Podcasts are an excellent way to teach new information, particularly content suited for passive learning. Students can cover the content on their own time, freeing up classroom time for more active learning, such as content application exercises. They offer students the flexibility to cover content on their own time while ensuring consistent instruction to all students. Being accessible 24/7, podcasts offer students the ability to catch up on missed content or review prior content as needed to meet their individual needs.

Podcasts provide students with options in how they consume and process content. This is especially important for students who have visual impairments or dyslexia and for whom reading content is not ideal. Podcasts allow students to pause, rewind, and advance according to their own learning needs. Subtitles can be added to enhance accessibility and ease of use.



You can use podcasts to supplement other material or as the primary way to deliver certain content. Either way, make sure you have a plan for how to incorporate your podcasts into your program and communicate that to your students.

## When Should I Consider Using a Podcast?



Consider using podcasts for passive learning activities, such as relaying content you would normally provide in a lecture. But don't limit yourself to simply creating lecture podcasts. There are many more approaches you can take! For example, you can create podcasts that are conversations between a host and a panel of experts on a given topic. This not only fosters greater attention to the content but takes the pressure off the host of always being the one to provide the content.

Podcasts are also an excellent opportunity to represent different perspectives on topics, such as including the patient voice regarding a specific diagnosis and the realities of living with a disease. You can also create podcasts to cover important supplemental material to provide students with opportunities to delve deeper into topics of interest.

Content experts are not the only ones who can create educational podcasts. Consider assigning the task to students to create podcasts for their peers and future learners. Allow them the opportunity to research a topic of interest and create an educational podcast for credit.

## How Do I Create a Podcast?

Creating a podcast starts with the content. As with any other educational activity, you start with creating learning objectives for each session. Using your learning objectives as your guide, develop the content for your podcast. Again, this may take the form of an outline for a lecture, questions to ask panelists, or another approach based on how you want to present the educational content. Decide whether you want to record audio only or audio and video.

Next, ensure you have access to the appropriate equipment. A good-quality USB microphone is essential for capturing quality audio. Do not rely on an internal microphone for this purpose – the quality of your audio is essential to engaging your learners. Poor audio quality will distract from learning.



Set up your recording equipment in a quiet space where your microphone won't pick up background noises. You will need to use recording software, such as [Audacity](#), to capture and edit your content. Be sure to speak at a conversational pace and enunciate clearly when recording your content.

You will need to do some editing before your podcast is ready to publish. You may need to provide an intro or conclusion, add music, or edit out errors or mistakes. Once you are happy with your recording, you are ready to publish your podcast to a hosting service and advertise it to your learners.

For support in incorporating podcasting into your teaching, contact [educational\\_improvement@mcw.edu](mailto:educational_improvement@mcw.edu). Happy podcasting!