Podcasting in Academia

Prof. Dr. Giselinde Kuipers

Luuc Brans MSc

Centre for Sociological Research
KU Leuven

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Today

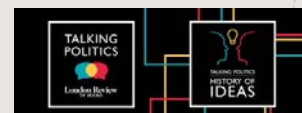+ Academic podcasting: our experience
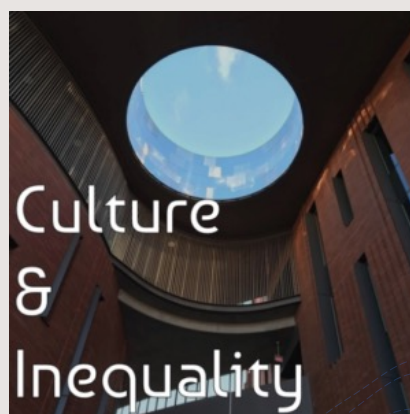
+ Tips & Tricks

+ Further reading/resources

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Academic podcasts

Why not start our own?

+ A transnational podcast course in times of COVID-19

+ Format: interviews based on readings

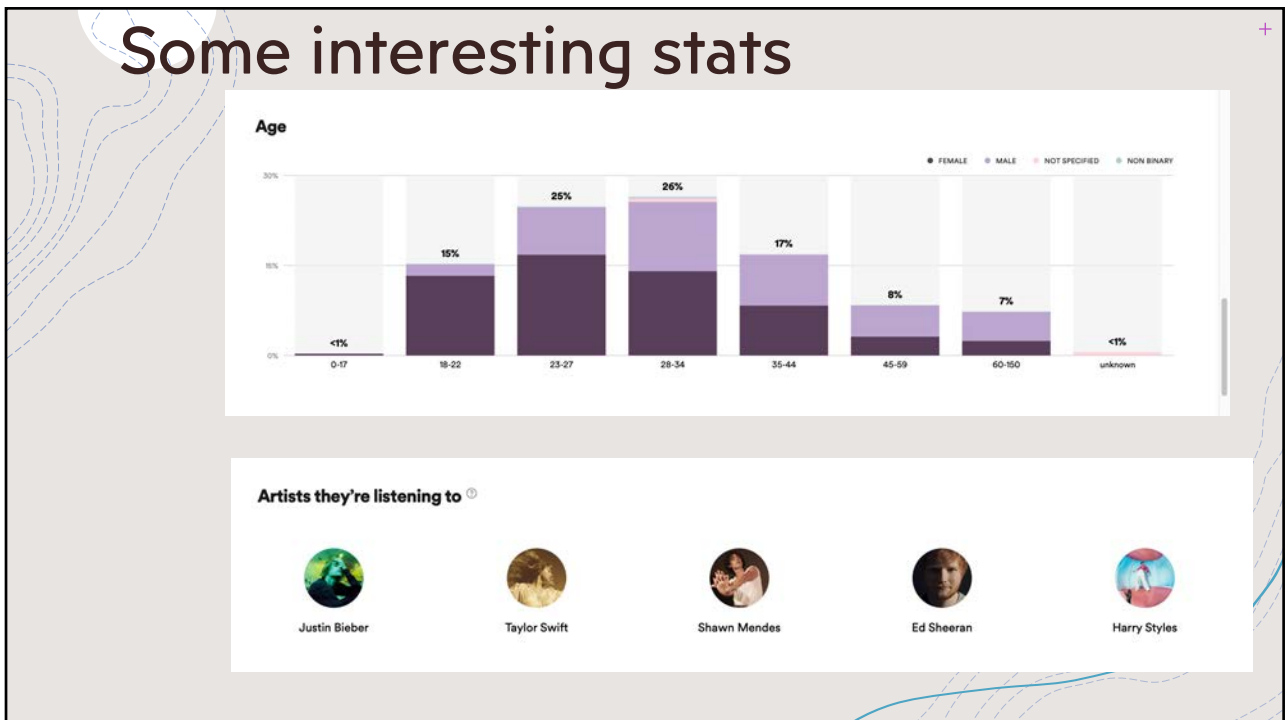+ Includes assignments

+ Platforms: regular platforms + website

See: https://eucci.eu/podcast/

Your top locations

All time

Why bother?

+ Positive response from academic community: organic spread

+ Student response: positive

+ Growing listeners base: 200+ subscribers, some episodes >500 starts

+ Contribute to global academic community, also in global south. Esp. relevant in pandemic times.

+ But relatively labour-intensive

1   7   56   416

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Some interesting stats

Age

● FEMALE   ● MALE   ● NOT SPECIFIED   ● NON BINARY

30%

<1%   15%   25%   26%   17%   8%   7%   <1%

0%

0-17   18-22   23-27   28-34   35-44   45-59   60-150   unknown

Artists they're listening to

Justin Bieber   Taylor Swift   Shawn Mendes   Ed Sheeran   Harry Styles

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So what did we learn about what works?

+ Podcast DNA
+ Podcast format
+ Technical stuff

See: https://eucci.eu/podcast/
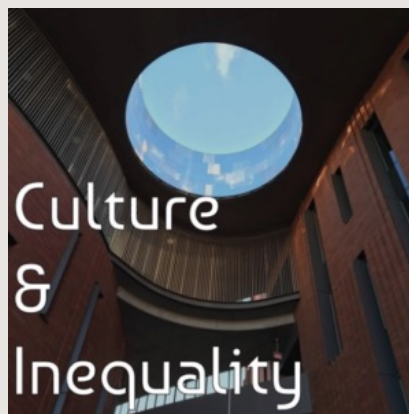
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Podcast DNA

+ **Goal and target audience:** think about the tone and appeal to students.
+ **Its place in the course:** replace readings? Lectures? Assignments.
+ **Rhythm**: how often do you want to release episodes?
+ **Format is very important**

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Podcast format

+ **Script:** good script makes producing easier and podcasts much better
+ **Length**: looooong episodes can be discourgaging
+ **Character building**: building personal report with the listener can work well, but up to your personal comfort!
+ **Desired quality level**: Audio quality is very important but academic quality even more so

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Technical stuff
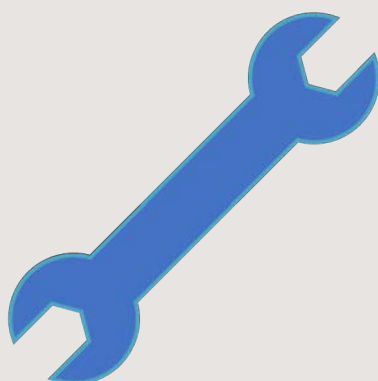
+ **Recording:** Smartphone-as-microphone, cheap USB-microphones, more expensive microphones? Online tools?
+ **Editing**: funds for an external editor? Or DIY using software? How edited do you want it to be?
+ **Publishing:** Webhosting with RSS; add to Spotify and Apple podcast libraries
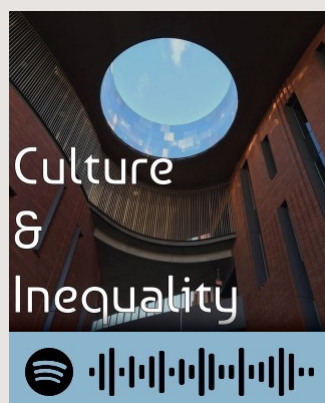+ **Social media:** Spread the word!

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3 key take aways

+ *Lessons learned 1*. Technically, making a podcast is less complicated than you think

+ *Lessons learned 2:* Podcast need to be edited. This is a lot of work

+ *Lessons learned 3.* A good script makes producing easier and podcasts much better

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Find us!

Or on our website:
https://eucci.eu/podcast/

Or on Twitter:
@EuCulture
@GMMKuipers
@Luuc1

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Further reading

+ **Our contribution to ASA Culture's section newsletter:**
https://asaculturesection.org/2021/03/15/podcasting-for-sociologists-lessons-learned-from-making-an-international-teaching-podcast-on-culture-and-inequality-in-pandemic-times/

+ **LSE's Simple guide to academic podcasting:**
https://blogs.lse.ac.uk/lsereviewofbooks/2014/04/09/the-simple-guide-to-academic-podcasting/

+ **Drew, C. (2017) '**Edutaining audio: an exploration of education podcast design possibilities' *Educational Media International 54 (1) pp. 48 -62*

+ **Global Academy Jobs: a beginner's guide to academic podcasting:** https://blog.globalacademyjobs.com/a-beginners-guide-to-academic-podcasting/

+ **Or just email us:**
luuc.brans@kuleuven.be
giselinde.kuipers@kuleuven.be

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