



The Level of Effectiveness Podcast as New Medium Learning

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Abstract. Audio streaming such as podcast is widely used across the globe and now expanding into an industry that worth USD 8 billion. It has become among top audio media consumed and average people would spend a couple hours to listen it daily. This study was conducted in order to find the level of effectiveness towards podcast as new medium learning. Podcast are chosen because of the amount of the users are big and largest group of consumer are consists of young ages. Technology has a very bright potential in order to reform our teaching and learning methods but it also provides negative issue that may affected the positive sides that could gain from podcast. This study used cultivation theory as foundations theories for model development. The minimum sample size was set on through Raosoft Calculator software. The study applies a quantitative approach through Google Form platform and 413 respondents from various backgrounds participated in this survey in voluntarily basis. The findings hows that most respondents are aware that podcast is an effective learning tools ($M=3.07$).

Keywords: Podcast, Effectiveness, Acceptance

1. Introduction

As the world evolves rapidly, audio streaming has received well-encouraging feedbacks and it gains more than billion listeners everyday from across the world. Audio streaming consists of music streaming platforms that allow users to listen to audio and podcasts and watch music videos. According to a research, Grand View Research (2021), the global music streaming market size alone was valued estimate at USD 29.45 billion in 2021 and expected to growth at USD 50 billion value by 2030. This prove that audio streaming will stay relevant for many years ahead.

Generally speaking, audio streaming is the delivery of real-time audio via an Internet connection. This sort of data transmission necessitates techniques for managing the chronology of data packets or other transmission types in order to deliver on-demand material to the end user. For instance, well-known audio host platforms, such as Spotify, store millions of audio files on their server, which may be streamed anywhere as long as the end users have a reliable internet connection.

Generally speaking, audio streaming makes use of a secure data stream platform and a buffering mechanism to enable uninterrupted listening of entire audio files by end users. A large amount of bandwidth is also needed for this kind of data streaming. Experts note out that uninterrupted audio streaming was not possible in earlier decades

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with many key connection types, such as dial-up Internet or slower bandwidth offers. High-quality audio streaming is a relatively new phenomena.

“People are really listening and want to consume all of the content that is there and available. There’s a level of dedication that comes from podcast listeners that you don’t otherwise find. And now the numbers prove it. Podcasts aren’t a bubble, they’re a boom — and that boom is only getting louder.”[1].

As the aforementioned quote might imply, podcasts are one of the most popular audio digital media on the internet. Numerous well-known podcast hosting services, like Spotify, Apple Podcast, Buzzsprout, and others, receive millions of listeners each day. The word "podcast" is a two-syllable combination of the words "iPod" and "broadcasting". A podcast is really a collection of digital media files that are distributed online via marketing incentives like subscriptions for access on computers and mobile devices.

However, as the internet developed, free podcasts were also made available through third-party apps. The majority of podcasts are listened to on smartphones since they provide the best streaming quality. Since the introduction of iPod back in 2001, Apple online digital store, known as iTunes has released podcast series and received well-encouraging feedbacks from it’s user. Other companies such as Samsung and Sony , started to catch up with this trend and introduced more products that suits with user needs especially listening to the podcast.

Although an episode of a podcast only lasts a few minutes, it is quite similar to an audio book. Podcasts, as opposed to audio books, mainly concentrate on news, short tales and public thoughts. For instance, BBC News debuted Radio 4 In Our Time, its first news podcast, in 2004. This introduction of news podcast, made by BBC, accelerate growth of podcast industry. Podcasters are those who produce or listen to podcasts. Joe Rogan and other well-known news anchors like Piers Morgan , make up the majority of podcasters. People began to download podcast and listen it through their car player while goes to work or through their headphone while taking a train.

Presently, most kinds of media knowledge including podcast were consumed on mobile phones, tablets and other portable devices as these hosting apps available in many platforms. Nowadays, consumption of all forms of media, particularly podcasts, far outpaces that of online content itself. As an indication, 44% of Spotify's active customers, who total an estimated 104 million daily users, listen to their favourite podcasts every day. The quantity of podcasts that are aired on audio platforms, primarily online hosting apps, are estimated to be worth over USD 8 billion. According to a statistic [2], the podcast series had received over 40 million minutes of downloads on iTunes alone as of May 2017. It maintained the higher position on the iTunes list and was well-liked at the press well into the following year.

To cater to the wide range of interests and passions of listeners, there are numerous podcast categories accessible on various hosting platforms, including news, talks, public dialogue, storytelling, and more. For youngsters, especially students, the podcast

has emerged as a cutting-edge educational media that allows them more exposure and flexibility so they can learn something new every day. The bulk of online podcasts are interactive and include various forms of appeal in an effort to draw in more viewers. For instance, the Ted Talk podcast, which was the most popular podcast on Spotify, features presentations that are well-presented in keynote format and mostly focus on general topics and issues, giving students greater comfort and freedom when learning online. Instead of being a danger to the education industry, podcasts have given students the chance to research and learn about the subjects that interest them most, as long as it relates to their syllabus.

Since there are countless podcasts available through web hosting applications, podcast material has become a major challenge. Not all podcast content is appropriate for young audiences, especially students. There's a lot of podcasters such as Andrew Tate and Paul Brothers, advocate for unethical behaviour such as sexism, misogyny, and slander. The podcaster demonstrates inappropriate behaviour while speaking to his audience by smoking and using drugs while on broadcast. As researchers, we are concerned that others who listen to them may be readily swayed by their behaviour and less-than-wise statements. This would cause another social problem among youngsters especially student.

2. Problem Statement

Podcasting was not a novel concept in the millennium. It was widely used around the world and had millions of listeners every day. According to [3], there's an approximately 38% of the US population reported to have listened to a podcast in the past month, an increase more than three times the share recorded a decade earlier. Most podcast listeners are among youngsters which is in the age group of 12 to 34 years-old. Each month, hundreds of millions of unique streams and downloads are recorded by National Public Radio (NPR). Joe Rogan, a well-known influencer, began his own podcast series in 2009 from his own garage and now has an estimated 109 million monthly listeners. This is a real eye-opener that podcasts can bring a lot of benefits rather than harm if used for good purposes such as studying and discovering something new that is not taught in school. Studies that conducted by Santa Clara University Scholar Commons also show that listening to podcast could be an alternative learning tools for students in future.

Most students nowadays believe that traditional education are boring and unappealing to them. This claim is supported by a study conducted by [4], which found that teachers who continue to use old methods cause little or no improvement in their students. Traditional teaching produces far fewer learning outcomes. Most students never consider what they should learn or the value of reading a particular subject. They discovered that unappealing teaching methods only made them more clueless as they lost focus on a specific subject. Due to traditional teaching methods, they have been programmed to only focus on the upcoming exam, and once completed, they are likely to forget what they have been taught in the classroom and not apply it outside of school. They saw potential in technology that could turn an ordinary class into more appealing and better class.

As the podcast industry strives for a better opportunity and future, many influencers,

including Hollywood big stars, athletes, and well-known speakers, have begun to launch their own podcast series. They would usually share their thoughts on current events or discuss something that was important to us. As the majority of podcast listeners are students, podcasters began to amplify and expand their content across all topics and genres. The issue began when a podcaster with millions of followers from youngsters displayed immoral behaviour and used slanderous language in their podcast. Some of them openly discuss adult topics that youngsters should not hear. Also, there's a lot of podcast contents that clearly advocate violence and legalising something that shouldn't be such as legalising marijuana use for recreational purpose. Some authorities and organisations expressed their concern about the dangers of bad podcast influences. This issue may affected on positive side of podcast that could benefits a lot of students especially in their study.

3. Research Methodology

3.1. Research Design

Information retrieval comes with two flavour, one of which is quantitative. It is to calculate and measure in order to be expressed in numbers, such as in a survey. The goal of this study is to determine the usefulness of podcasts as a new learning medium. This study used quantitative research techniques to poll every person who listens to podcasts for information. The objectives and integration of the results are more the focus of quantitative research. The likelihood that each person will use it as a tool for education is the focus of this study. A descriptive survey uses questions to gather information from respondents. This technique of research makes use of a Google Form survey platform to find out whether respondents are comfortable listening to podcasts as a medium for other people's discussion. This includes the general audience, who will express their ideas and opinions on the viability of the podcast as a fresh method of instruction.

3.2. Sampling Technique

The researcher used a sample strategy known as purposive sampling in this study. Non-probability sampling is a convenient sampling technique that was utilised in the investigation. According to [5], individuals are chosen in a non- probability sample based on non-random criteria, and not every person has an equal chance of being included. The participants in this study are taken from the general public and have a range of occupations, such as jobs in the public and private sectors, self-employment, education, full-time homemaking, retirement, and unemployment [6]. As per the Raosoft Sample Size Calculator, a minimum of 385 respondents are needed to achieve a 95% degree of confidence in the research.

3.3. Data Analysis

Data Analyze use SPSS- version 23. The processes in the data analysis include both creating the survey and uploading the data. The survey's questions are appropriate for the study's objectives, which include figuring out how popular and dependable booster immunization doses are with the general public. The questionnaire is distributed to the first 50 respondents in order to assess the research's validity. SPSS will be used to analyze and research the data. The researchers used descriptive statistics to calculate the frequency, percentage, and mean.

4. Findings And Discussions

From the table below, (M=3.16) that implies of respondents learn more and discover something new through podcast, is the highest mean for the effectiveness of the podcast as new medium learning. This can be proven by a study conducted by Santa Clara University Scholar Commons (2018) that podcast can be a useful teaching resource is how Danielle Vandenberg, a head teacher of English at Ambarvale High School used author podcasts in her English class and the feedbacks are well-encouraging from the students. Podcast allows the students to engage more with texts they are reading and boost their understanding in literature. The second highest mean is respondent believe that the way of deliver content on podcast are more interesting (M=3.15). This testimony could be supported on how an audio podcast could turned an ordinary class into The Walking Class. This initiative were introduced back in 2011 and was developed by Laura Fenn. This non-profit programme provided recorded educational podcasts in their website and the topics focused on science, social studies and English language arts. The teachers could access it for free and use it as additional teaching tools. This tools required students to listen the podcast through any media devices supported and the teacher would explain the topics in much simpler way. Most activities conducted outside classroom and no chalk or white board needed. The overall mean for effectiveness of podcast as new medium learning is (M=3.07) which is very high.

Table 1. Table The Level of Effectiveness of Podcast as New Medium Learning

Item	Mean
I believe podcast more organized in term of contents	3.16
I feel the way of deliver content on podcast more interesting.	3.15
I find the podcast content is easily understandable.	3.14
I discover something new through podcast	3.09
I feel podcast contents are not a distraction for me while studying in a particular subject	3.03
I believe most of the key points in podcast contents could be applied in my study.	3.00
I feel podcast could have a bright future in improving our education in industry	3.00
I believe most of the podcast contents available are suitable to my study	3.00
Overall	3.07

5. Conclusions

We live in a world that is heavily reliant on technology and so do education world. Technology is a part of human basic needs and should been widely used in our education system. Technology such as podcast has the same significant impact on education as new technology always does. Many educational institutions are spending more on technology-enhanced learning and less on textbooks. Most Western educators already applied podcast in their teaching and learning process. Podcasting is one of the cutting-edge technologies in this transformation because it is one of the most recent

media to enter the public. There is a lot of promise for podcasting in education in this sense. Even in the 21st century, it isn't properly utilised because a lot of people are unaware of the perks podcasts may provide for education purposes. It also holds true for the subject of education.

Although there are many beneficial podcasts available on the Internet, consumers should not overlook the negative aspects of podcasts. Bad influencer such as Paul Brothers and Tate Brothers been caught using podcasts as a medium for them to share their so-called aspirations and baseless "motivation talks". Soon enough, they may be influenced by their immoral behaviours known as "sigma acts," which also advocate social problems such as hatred toward minorities and drug use. This type of immoral content should not be consumed at all, especially by youngsters. Youngsters should filter podcast content and only listen to podcasts that will benefit their education. Since the majority of the young people are students, education remains their top priority, and they are dedicated to their responsibilities as good and well-balanced students. Educators ostensibly support the use of any type of technology in the teaching and learning process, including podcasts. Podcasts could be an alternative for students to study topics that take a long time to understand.

In this digital age, no one can ignore podcasts given and continued development in both production and consumption. . Educators ostensibly support the use of any type of technology in the teaching and learning process, including podcasts. Podcasts could be an alternative for students to study topics that take a long time to understand. Schools need to acknowledge and make use of this digital teaching resource. Even if it's possible that podcasts will merely provide entertainment, a distraction, and little educational benefit. Considerable fresh data indicate the contrary. Podcasts not only allow educators to create original homework assignments and learning activities, but they also provide students with a digital learning resource and help them become better teachers.

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