



The Role of Podcasts in Higher Education Worldwide and in Georgia

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Abstract

The podcast as the technique of enunciation, was born in the United States in 2001 when Dave Winer, an entrepreneur and computer developer inserted the first sound file. In 2003, Christopher Lydon, an American journalist, used this technology and started broadcasting the first media podcasts to offer a "show about the world". In France, the first site in French for podcasts was born in 2002. Its creator Arte Radio immediately saw great success. In this way, the practice of podcasts begins to invade all of Europe and the whole world. The podcast is becoming a medium that wants to offer a different vision from traditional media, whose subjects are chosen by the listeners. Unlike conventional radio, audience concerns are no longer taken into account, freedom is greater as an intimate medium, and lyrics are less calculated and less restrained. Nowadays, the podcast has attached itself to major institutions and different fields in which education and higher education occupy an important role. Considering its popularity, many university education institutions have opted for a particular mode of broadcasting audiovisual educational content: podcasting.

In our article, we will try:

- Explain the effectiveness of this new method when teaching;
- Find and analyze why students often prefer podcasts to traditional courses;

- To present qualitative and quantitative research on the use of podcasts in education, as well as to make a statistical comparative research of Georgia compared to other countries.

Keywords: Podcasts, podcasting, education, teaching, students, Georgia

Introduction

The greatest revolution and innovation of the 20th century is certainly the appearance and development of the Internet. It currently happens to be a more important medium than TV (Merriam-Webster Dictionary, 2023).

It is obvious that the Internet plays an important role in their lives. And in the educational environment, its two greatest advantages are communication and information.

At first known as an object of leisure, the Internet has become one of the means of higher education. It has become a real educational technology that has no limits and is constantly developing. Thanks to this technology, research related to studies has become simpler and more accessible. Moreover, it is the main source of information for young people for the realization of university homework. The latter are easier to do, because the Internet covers all areas known to man.

Young people can find a lot of data there on any subject, but on condition that they go to serious sites and check the sources. Moreover, research proves that information via the Internet is faster and easier to assimilate than reading an entire book.

The other positive point of the educational use of the Internet is online teaching which is currently very trendy in the educational sector. Young people can now train remotely, i.e. learn courses from the Internet, take online exams, and obtain diplomas.

Learning can be done anywhere and anytime, as long as you have a connected device. Students who do not have time to take traditional courses can learn on the web when they have free time (Götting, Marie Charlotte, 2022).

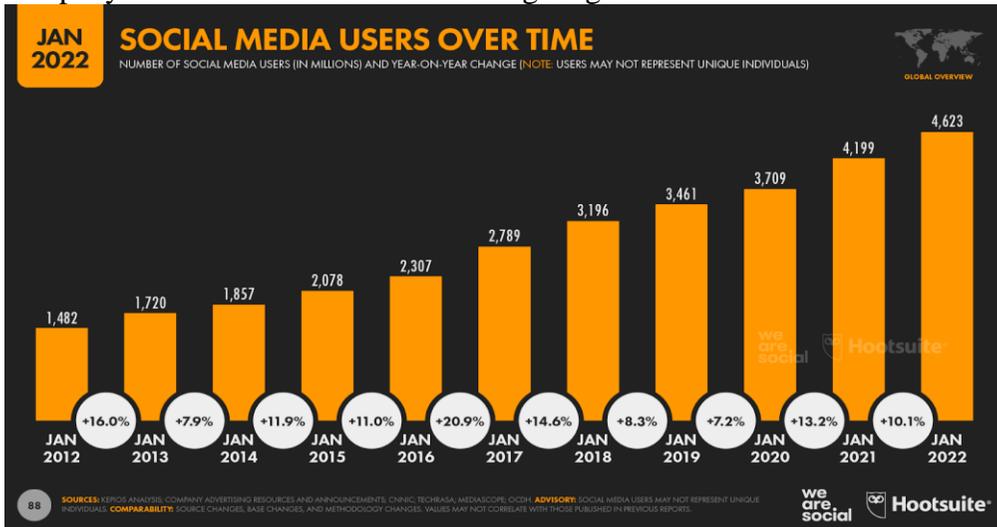
So, people all over the world can take full courses through e-learning. In addition, the Internet offers rapid and individualized communication to further simplify learning. But even if the Internet will never replace classroom courses or books, it is clear that it is the best way to have in-depth knowledge on any subject.

It should not be forgotten that the health crisis and confinement have led to a boom in distance education (Kay, Robin, 2012). Constrained by the context, teachers have often developed treasures of inventiveness and new technical skills in order to ensure pedagogical continuity and enrich the tools available to pupils and students. Thus, a very rich offer of podcasts has

developed in all disciplines: educational, without being lessons, but also often fun, and in new formats.

The article discusses the examples of different countries on the impact of podcasts on learning, as well as the importance of podcasts in the learning process. It is discussed and conducted research with students of different higher education institutions of Georgia.

In 2022 the studies made by the United States, in particular by the company Hootsuite offer us the following diagram:

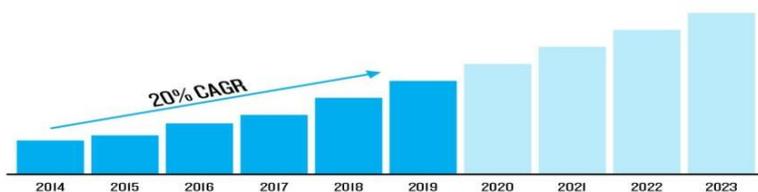


The latest report notes that the number of regular podcast listeners - those who listen to them every day - increased by more than 3.6 million. At the same time, the average number of episodes listened to per week increased by 10%. But participation in podcasts is not only growing among heavy users. The total podcast audience grows at an average compound rate of 20%.

The American company Nelsen offers us the following diagram:

PODCAST AUDIENCE GROWTH RATE

The U.S. podcast audience could double by 2023



Source: Nielsen Podcast Listener Buying Power Database
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In this way, it becomes clear that the technique of podcasts is very current among the population of our time.

Now let's talk about the educational and positive sides of podcasting in education and especially in higher education.

A quality education is mandatory for students, whether in college or university. This learning is appreciated when scholars have access to online files such as tutorial videos, samples of academic work, and advanced research materials. Teachers also play an important role in providing quality education to students (Richardson, W. (2006). They take the time to provide them with additional materials for their studies. For example, teachers create websites where active learning can take place. Students also visit these sites to take interactive lessons and take essential academic quizzes for review.

The form of technology has broken down significant barriers that have made education accessible to all. Ideally, many scholars have been restricted in their studies due to high costs (McFadden, A. (2008). Many cannot afford to pay tuition or buy books to facilitate quality learning. For this reason, the internet has kept education beyond imagination. Students can now access free educational videos on various sites and enjoy online courses at affordable prices.

On January 18, 2023, the newspaper Figaro published an article on the emergence of podcasting in France among students from different faculties.

According to the article Showing particularly high completion, listening, and subscription rates (8 out of 10 downloaded podcasts are listened to according to the Harris Media 2022 study), the podcast proves that in addition to being trendy, it achieves several communication objectives.

Growth in notoriety, expansion of the community, and strengthening of the image are all positive spinoffs that brands are now seeking to exploit through the podcast.

More recently, higher education schools have also invested in the media. Objective: to spread their message to young people, a particularly captive target.

Many podcasts for students have thus emerged, addressing subjects as varied as orientation, student life, changes in society, career paths and professional opportunities. For example, we can cite Tomorrow is our Business from HEC, Parcours d'ingénieurs from ICAM, EDHEC Vox, The Choice by ESCP and Imagine Your Future from ISG.

In all these tendencies, Georgia and its students are no exception. Since 2020 podcasting has invaded the screens of young Georgians and it has become one of the most preferred tools in the field of higher education.

It should also be noted that the professors of the universities in Georgia do not yet use podcasts in teaching, it is mainly the students who stop their choice on this method of new teaching or general education.

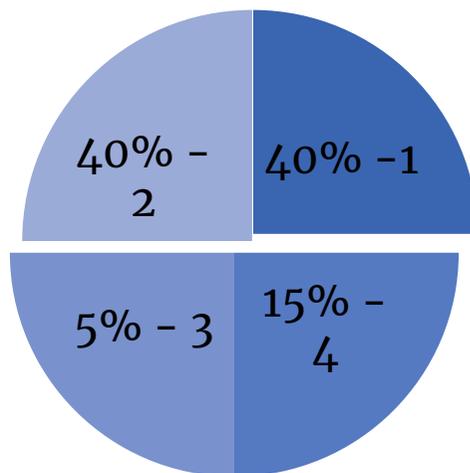
The reasons for this popularization are different, but in the article, we have tried to show the most widespread motivations for watching or listening to them.

To better understand the motivations of today's students in relation to this subject, we interviewed more than 60 Georgian students to understand their interest in podcasts. The results are interesting because the young people mainly talked about the phenomenon of better learning or understanding such and such a subject taught in universities. We also noticed that the motivation varies according to the faculties.

By analyzing the responses of the students, we identified the following motivations:

- Watch the podcasts according to the center of interest in order to deepen the general knowledge (1);
- To deepen knowledge in humanitarian and sociological disciplines (2);
- To learn foreign languages (3);
- In the case of the faculties of exact, natural and medical sciences to better understand the material badly explained by the professor (4).

Counting the percentage of goals, we can present the following picture based on the reality of Georgian students:



If we look at the polls carried out in foreign countries, we will see that students are still unhappy with the way teachers explain exact, natural and medical sciences. Let's pay attention to the percentage of the fourth motivation which unfortunately remains quite large.

According to the researchers, for years, this kind of discipline are explained in the strict way without the stories or the curious sides of the quoted matters. Developed countries have already started the campaign to make this group of disciplines more attractive to the audience of school pupils or students. In school textbooks, we already see changes but not in university curricula. However, it should be noted that the question does not concern all teachers. Many of them are already trying to present their material in an interesting way, but there are still teachers who refuse new approaches and focus on old methodologies of explanation.

Conclusion

At this stage, the qualitative and quantitative research on the use of podcasts in education, as well as to make statistical comparative research of Georgia compared to other countries, shows that the interest in podcasts is increasing. In the example of Georgia, we can see that podcasts are important for students to deepen their knowledge.

In today's busy and dynamic life, when most people are dependent on social networks, visualization is of great importance. Visualization of textual material and delivery in the form of a podcast will make the teaching process more interesting for students.

In conclusion, we would like to note that students of Georgian universities follow the trends of the modern world. Using podcasting in their lives sometimes seems different, but the goal remains the same - to study better, learn better, and understand better.

Human Studies:

All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki Declaration and its later amendments or comparable ethical standards.

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Conflict of Interest: The authors reported no conflict of interest.

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