

Lunch & Learn: Debate



Teaching at university level comes with certain academic structures, focusing primarily on students learning theories and methods in a formal setting. Within this framework podcasts can provide an informal setting for easy listening to academic teaching using everyday contexts. Besides the learning potential, podcasts also set a different tone of voice, changing the relationship between lecturer and student. Students can listen to the podcasts on the go or in their private homes, making it a convenient and easy supplement to traditional, academic learning.

For someone who has never made a podcast or maybe not even heard one before, this might seem like an impossible task but while embarking on this modern way of teaching requires effort and commitment, it might not be as daunting as you think.

Turning Research into Easy Listening

This short discussion article will present Alev Kuruoglu and Anuja Pradhan's podcasts project related to consumerism. Alev and Anuja were inspired to try out the podcast format when teaching online in the Spring Semester 2020. They found that the students enjoyed podcast style, and their chatting about scientific subjects using everyday examples, and as it had been quite fun, they started looking into the concept and possibilities. The result will be a 12-episode podcast that airs in February in time to be tested on the students enrolled for the Spring Semester.

Offering a variety of learning styles caters to the belief that learning preferences might differ from student to student, and that even in an academic setting it is possible to supplement tradition lectures, not only with the example mention in this article but also case studies, group work, student presentations, etc. Active learning allows the students to work with the theories and methods, giving them a practical perspective on academic knowledge and skills.

What is a podcast?

In short terms a podcast is best described as an audio file available for streaming online. They are usually built around a theme, like entertainment, news, or education, and can contain a series of episodes. Most podcasts are either broadcasted using a podcasting service or as MP3 to download or stream from the producer/podcaster's website.

Information for making your own podcast can quickly be found online. It is a medium with easy access as it can both be recorded with a mobile phone in your own home or with expert equipment in a sound studio depending on budget and ambition.

It is possible to share a podcast with the students by either making it available only for them as an MP3 in Its Learning or by using a podcast hosting service (for a fee), also making it available for a much larger audience.

1. Concept

Each episode deals with a different consumption theme, that is both interesting for Alev and Anuja as researchers but also for the audience listening. The first episode for example is about coffee consumption and the next two are on TV consumption. In each episode they start by presenting the theme, talk about why it is personally relevant to them and how they see it in the marketplace. The theme will be connected to the theories that are relevant to that theme and in each episode, they bring in a guest researcher from SDU or other universities – somebody who is either an expert on the topic or is really interested in it. Finally, they also have a student segment, where they bring in someone from the MMA or one of the Master programmes, and they talk about their experience with that consumption theme. Student involvement allows the podcast to include the audience's voice and views while having a conversation with them.

2. Recording

At first, Alev and Anuja were applying for funds to purchase technical equipment needed to make a quality recording, for example a proper microphone, but then they were lucky to be put in contact with Karsten Prinds. He liked their idea and had funds to engage in some side projects. This meant that Alev and Anuja were able to get help with production, editing and broadcasting in professional surrounds from an experienced journalist.

Having an experienced producer makes it possible to learn a lot about making podcasts; how to use your voice in the right way, length of episodes, how to keep on track

and how to edit. Alev and Anuja explained that a single episode of 30-45 minutes took them around 3 hours of recording. After that Karsten would make a first cut, that they could comment on to ask for changes or additions if needed or he may ask them to re-record some parts of the episode if for example the sound was of poor quality or the content not clear enough. Then Karsten puts together the final edit.

3. Broadcasting

Alev and Anuja are making 12 episodes of 30-45 minutes. The broadcasting plan is to release one weekly starting in February, where the students begin their Spring semester. This gives them the possibility of sharing the episodes on Its Learning as well, linking it to their courses on Consumption Studies and Global Consumer Cultures but not always as a direct correspondence, making it possible to listen to it whenever the time is right for the audience.

They are hoping to reach three kinds of audiences. First, reaching the students in a more informal way but also, secondly, making it interesting for both consumption scholars but also outside of that area. They would like to bring in researchers from around the world, making it possible to promote and disseminate their own research as well as network across borders and universities. Finally, they are also hoping to reach anyone with an interest in consumption, which is why the episodes will be available for download on iTunes, Spotify and so on.

About

Alev Kuruoglu, Assistant Professor, and Anuja Pradhan, Assistant Professor, from Department of Marketing & Management has shared their experience of producing a podcast supplementing their courses and talking about consumption theory in a relatable way.

Alev Kuruoglu has been at IMM since April 2016. Her research interests are primarily within marketplace inclusion & exclusion, human-technology entanglements and sustainability.

Anuja Pradhan has been at IMM since March 2020. Her research interests are primarily within non-Western media consumption and understanding migrant consumers from an asset perspective.



Questions to debate:

- Which untraditional ways of teaching do you think could be interesting to try out?
- Challenge: How would you turn for example economics into a podcast?
- What could you use a podcast for in your own courses?
- How do you facilitate engagement with podcasts if they're not 'required reading'?



**Tales of
Consumption**
PODCAST

You can find Tales of Consumption on Twitter @consumptiontale to keep updated about episodes and to participate in the online talk about the podcast and its themes.

The podcast itself is available in iTunes and on Spotify. Search for "Tales of Consumption" or click on the logo above.