



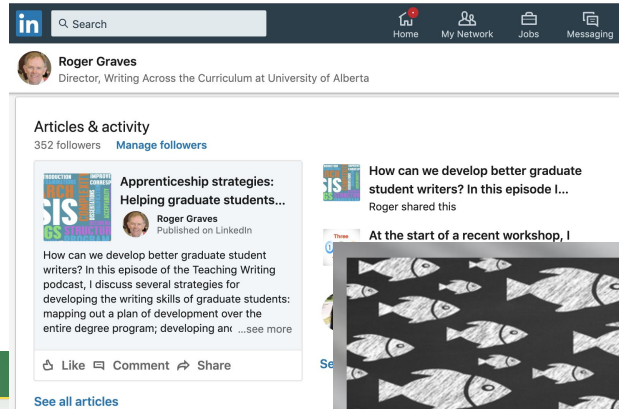
Roger Graves
Professor, English and Film Studies/Writing Studies
Associate Director, Centre for Teaching and Learning
Director, Writing Across the Curriculum
University of Alberta

Podcasting

A digital technology to improve
access, learning, and equity

Heather Graves
Professor Emeritus, English and Film Studies/Writing
Studies
University of Alberta

About me: graves1@ualberta; @rogergraves



<https://rogergraves.podomatic.com/> 2

Teaching Writing

<https://rogergraves.podomatic.com/>

Slides, podcast handouts & blog posts live here:

Wecanwrite.ca

Articles on LinkedIn:

<https://www.linkedin.com/in/rogercgraves/detail/recent-activity/posts/>



Proposed Workshop plan

What is podcasting? (5)

Content: What is your focus? (18)

What equipment will you need? (24)

What is the learning curve like? (27)

What skills do you need to develop? (30)



What is podcasting?



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10 Minute Assignment Tune-up

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Teaching Writing: Ideas and Strategies

Roger Graves >

Details Ratings and Reviews Related

From the Provider

This podcast talks about ways post-secondary instructors in all disciplines can help their students write better assignments.

▲	NAME	TIME	RELEASED	DESCRIPTION		POPULARITY	PRICE
1	I paid for an A!	10 min	Apr 30, 2019	Despite a recent...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
2	Better writing through AI: Online...	12 min	Apr 16, 2019	What software t...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
3	Helping graduate students write...	12 min	Mar 14, 2019	How can we dev...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
4	3 Things Graduate Student Sup...	13 min	Mar 8, 2019	At the start of a ...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
5	Mastering Academic Writing: An...	13 min	Feb 25, 2019	In this episode I ...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
6	Beyond words: visuals in docum...	10 min	Feb 14, 2019	How can we help...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
7	Genre, format, and purpose	10 min	Feb 5, 2019	In this episode w...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
8	Purposes for writing in the disci...	11 min	Jan 29, 2019	In this episode I ...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
9	Purposes for writing	9 min	Jan 24, 2019	This episode exa...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
10	Audience and rhetorical situations	9 min	Jan 18, 2019	Requiring studen...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
11	Teaching writing today	9 min	Jan 11, 2019	I taught my first ...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>
12	Writing Assignments Across Uni...	16 min	Dec 10, 2018	In this episode, ...	<i>i</i>	<div></div>	<div>Get</div> <div>▼</div>

July 26, 2018- November 8, 2019



Totals

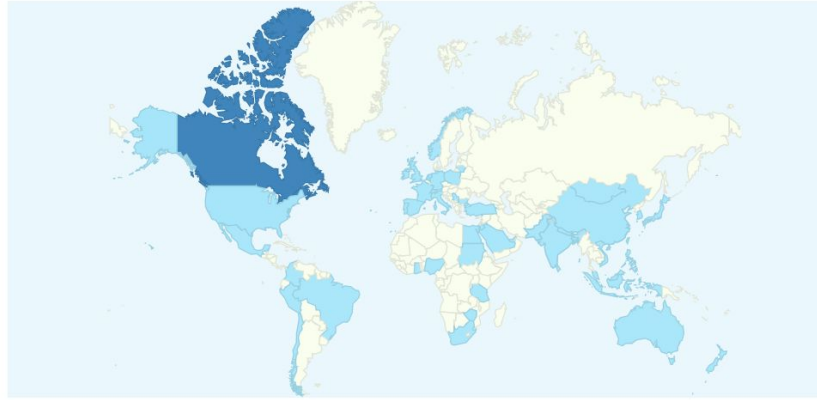
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19

(total
including
mobile
plays)

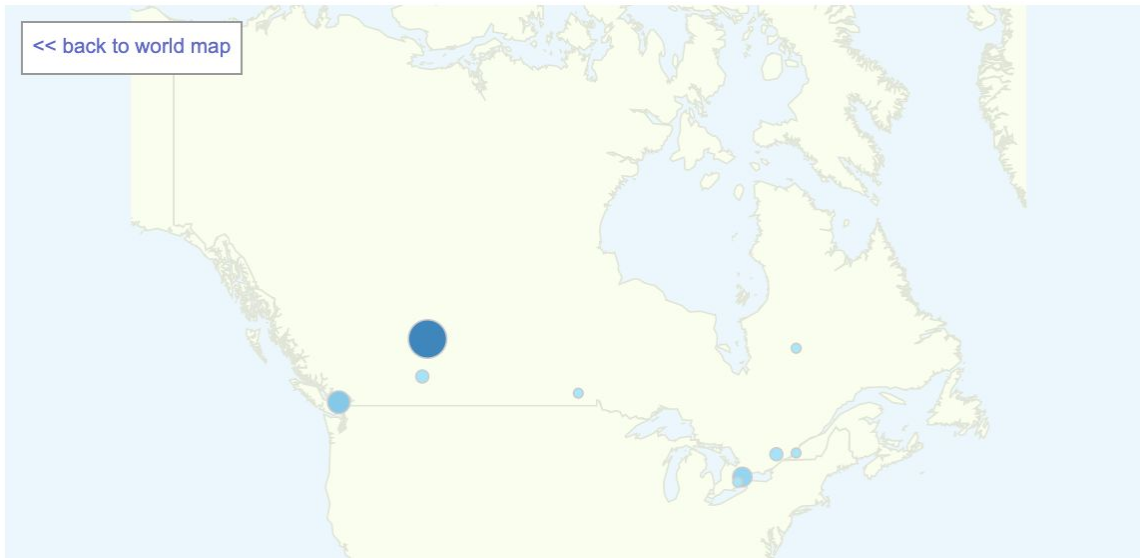
Plays Worldwide (click map to zoom)



44+
countries

Country	Plays	Mobile Plays	Likes	Follows	Comments	Visits	Downloads
Canada	10958	0	0	9	2	1595	906
USA	315	0	0	3	1	2060	1314
Lietuva	73	0	0	0	0	13	1
UK	55	0	0	0	0	27	132
中国	46	0	0	0	0	56	9
Saudi Arabia	39	0	0	0	0	13	25
Australia	33	0	0	0	0	4	100
Peru	26	0	0	0	0	0	0
ישראל	22	0	0	0	0	5	11
India	16	0	0	1	0	8	51
Tanzania	12	0	0	0	0	0	0
South Africa	12	0	0	0	0	2	18
Nigeria	11	0	0	0	0	6	4
Bundesrepublik Deutschland	10	0	0	0	0	44	17
Егвот	9	0	0	0	0	0	0

[<< back to world map](#)



Country	Plays	Mobile Plays	Likes	Follows	Comments	Visits	Downloads
Edmonton, AB, Canada	6356	0	0	1	0	642	212
Vancouver, BC, Canada	2043	0	0	0	0	215	144
Toronto, ON, Canada	1168	0	0	3	0	171	213
Calgary, AB, Canada	247	0	0	0	0	67	30
Ottawa, ON, Canada	235	0	0	2	0	103	14
Hamilton, ON, Canada	149	0	0	1	0	83	63
Montreal, QC, Canada	106	0	0	0	0	44	29
Winnipeg, MB, Canada	62	0	0	0	0	33	37
Quebec, Canada	1	0	0	1	0	0	0

Country

Plays Worldwide (click map to zoom)



Country	Plays	Mobile Plays	Likes	Follows	Comments	Visits	Downloads
Edmonton, AB, Canada	6025	0	0	4	2	900	267
Vancouver, BC, Canada	2515	0	0	0	0	148	189
Toronto, ON, Canada	1297	0	0	2	0	176	244
Calgary, AB, Canada	333	0	0	0	0	66	32
Montreal, QC, Canada	279	0	0	0	0	35	25
Hamilton, ON, Canada	263	0	0	1	0	98	60
Ottawa, ON, Canada	213	0	0	1	0	134	32
Winnipeg, MB, Canada	31	0	0	0	0	38	57
Quebec, Canada	2	0	0	1	0	0	0

Plays Worldwide (click map to zoom)



Country	Plays	Mobile Plays	Likes	Follows	Comments	Visits	Downloads
Perth WA, Australia	15	0	0	0	0	0	2
Tweed Heads Bypass, Australia	13	0	0	0	0	0	0
Melbourne VIC, Australia	3	0	0	0	0	0	73
Brisbane QLD, Australia	2	0	0	0	0	1	15
Adelaide SA, Australia	0	0	0	0	0	1	6
Sydney NSW, Australia	0	0	0	0	0	2	4

Good prompt, bad prompt: How to create good writing assignments

Good prompt, bad prompt: How to cre

by Teaching Writing: Ideas and Strategies



0:00 | 12:53



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Resources

Writing Effective Essay Exam Questions(PDF)

Engaging Ideas: The Professor's Guide to Integrating Writing, Critical Thinking, and Active Learning in the Classroom, John Bean

Effective Grading: A Tool for Learning and Assessment in College, Babara Walvoord

Why do a podcast?

- Instructors are busy: they have asked us for online resources
- Videos are large files; audio are small and fit on a mobile phone
- Podcasting builds the profile of writing studies across campus and the country
- It takes our experience and knowledge and transforms it into something useful and accessible: good for us, good for listeners
- It integrates existing resources (videos, pdfs, slides) and drives users to those resources

Does it work?

Select, Annotated Bibliography of Research on Podcasting

- Dobinson, T. J., & Bogachenko, T. (2018). Issues Arising from the Use of University iLectures: A Case Study of One Australian Campus. *Australian Journal of Teacher Education*, 43(2). <http://dx.doi.org/10.14221/ajte.2018v43n2.6>
Equates podcasting with recorded lectures (iLectures), but lecture capture is not the same thing as podcasting. Research reports positive acceptance by students but no statistically significant improvement in students.
- Foley, Karen (2018). Case study 22: The PodMag: podcasting to promote academic community. In: Matheson, Ruth; Tagney, Sue and Sutcliffe, Mark eds. *Transition In, Through and Out of Higher Education: International Case Studies and Best Practice*. UK: Routledge, pp. 154–156.
- Firoozehchian F, Shirazi MG, Atrkarroushan Z. (2019). The effects of video podcast on learning among midwifery students: A randomized controlled trial. *Nursing Midwifery Studies* 8:183-8.
“Video podcasting has the same effects as lecture on learning outcomes among midwifery students. It can be used as a complement to lecture.”

Does it work?

Short answer: We're not sure, but students like it.

Select, Annotated Bibliography:

<https://docs.google.com/document/d/1JD5q2iJXQcUcXO6X61TajMAE6XSXj56I/edit#>

The story 2004-2009

Heilesen, S. B. (2010). What is the academic efficacy of podcasting? *Computers & Education*, 55(3), 1063–1068. doi: 10.1016/j.compedu.2010.05.002

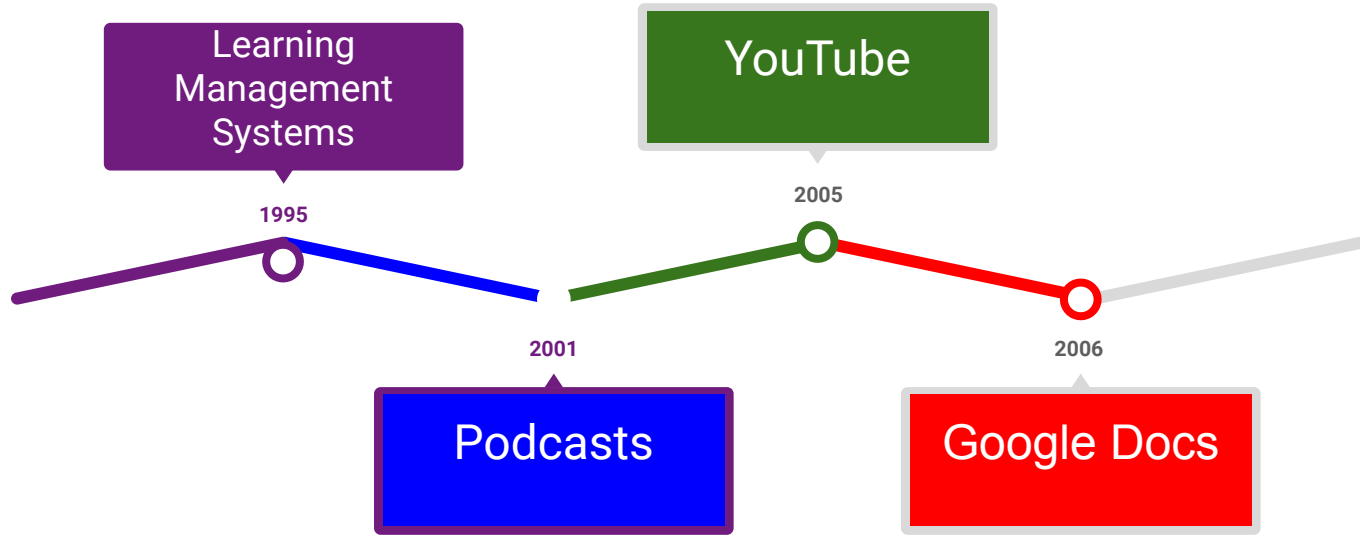
- “presents the results of a literature review of studies documenting the effects on learning of podcasting” 2004-2009
- “purely in terms of assessing student performance, indications of the efficacy of podcasting are as yet fairly weak”
- “podcasting does seem to have a general positive impact on the academic environment”
- many students experience podcasts as a genuine improvement to the study environment, and that they use the new tool rationally as a supplement to their study activities

Podcasts ≠ recorded lectures (aka “ilecture”)

Dobinson, T. J., & Bogachenko, T. (2018). Issues Arising from the Use of University iLectures: A Case Study of One Australian Campus. *Australian Journal of Teacher Education*, 43(2). <http://dx.doi.org/10.14221/ajte.2018v43n2.6>

- Equates podcasting with recorded lectures; not the same thing
- Research reports positive acceptance by students but no statistically significant improvement in students.

Additive, not replacement, technology



Content



Teaching Writing: Ideas and Strategies

Help students become better writers

Category: Higher Education
Location:

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by Roger Graves

Planning

Your story: What is your podcast about?

1. Take 2 minutes and jot down, in point form, what your podcast might be about.

Idea: Who do you share/impart information with/to already?

2. Who might listen to learn more?
3. Draw up a list of potential episodes: who might you interview?
4. How can the episodes connect with other materials/content?
5. Who can you team up with to create episodes?

Teaching Writing

Season 1: This podcast talks about ways post-secondary instructors in all disciplines can help their students write better assignments.

Season 2: Ideas for improving your own academic writing.



Season 2 just evolved

Podcasts > Education > Courses > Roger Graves



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Teaching Writing: Ideas and Strategies

Roger Graves >

Details

Ratings and Reviews

Related

From the Provider

This podcast talks about ways post-secondary instructors in all discipline:

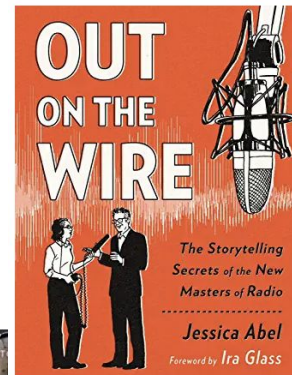
▲	NAME	TIME	RELEASED
▶	Clear and concise	12 min	Oct 29, 2019
2	The Plain or Low Style	14 min	Oct 17, 2019
3	Styles of Writing	11 min	Oct 8, 2019
4	Styles of Academic Writing E	11 min	Oct 7, 2019
5	Becoming a Productive Writer	16 min	Sep 30, 2019
6	The Rhetoric of Oil	13 min	Aug 30, 2019

Intros, Outros, Content

Podcast: Learn how to stop babbling & start podcasting like a pro offers tips on how to write a script that will read naturally





Podcasting for Beginners is stronger on equipment and marketing

Out on the Wire is more advanced and focuses on storytelling.



Content

What does your audience want to know or learn about?

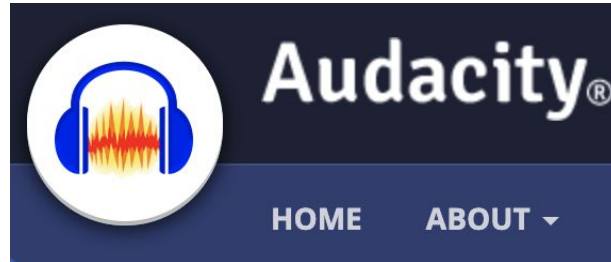
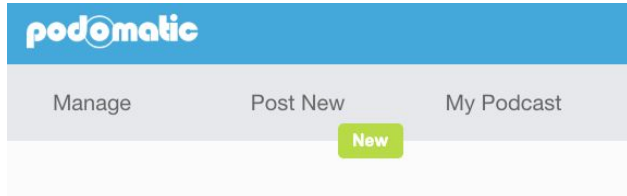
16.	Teaching writing today	391	
17.	Audience and rhetorical situations	485	
18.	Purposes for writing	460	
19.	Purposes for writing in the disciplines	559	
20.	Genre, format, and purpose	587	
21.	undefined	2	
22.	Beyond words: visuals in documents	475	
23.	Mastering Academic Writing: An interview with the authors	403	
26.	Better writing through AI: Online writing tools	359	

Equipment



What equipment do you need?

- Computer of some kind
- Microphone (possibly free cell phone app; Blue Yeti \$150 USD)
- Sound editing software (Audacity is free:
<https://www.audacityteam.org/download/>)
- Podcast host site subscription (podomatic.com \$15 USD)



Exercise

Download a Voice recorder

Record an introduction to you and your podcast

Download Audacity

Use it to open your recording to edit it



Voice Recorder

quality apps (recorder, weather, music)
Music & Audio

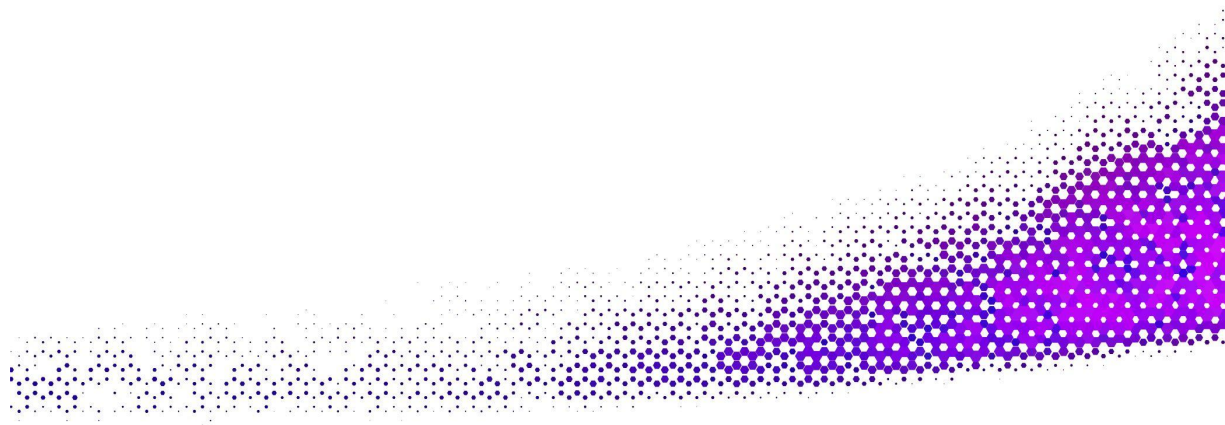
3+

Contains ads

⚠ You don't have any devices.

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Learning Curve



What is the learning curve like?

May need to connect with learning technology people on campus just to get over the stuck points with using the editing software and posting episodes to the podcast host site.

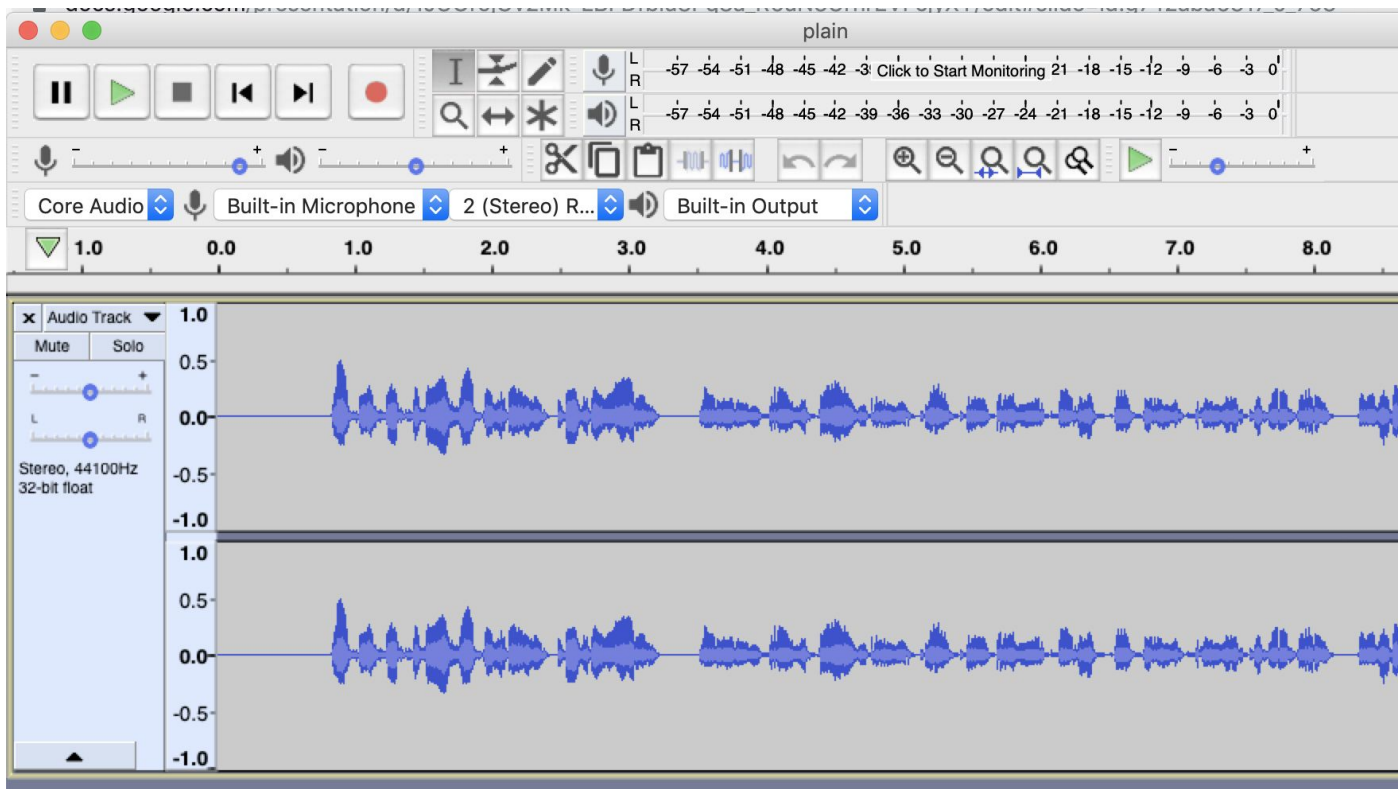
Sound editing is relatively simple--mostly cutting out verbal hiccups.

Registering the podcast with Apple/Google can be finicky.

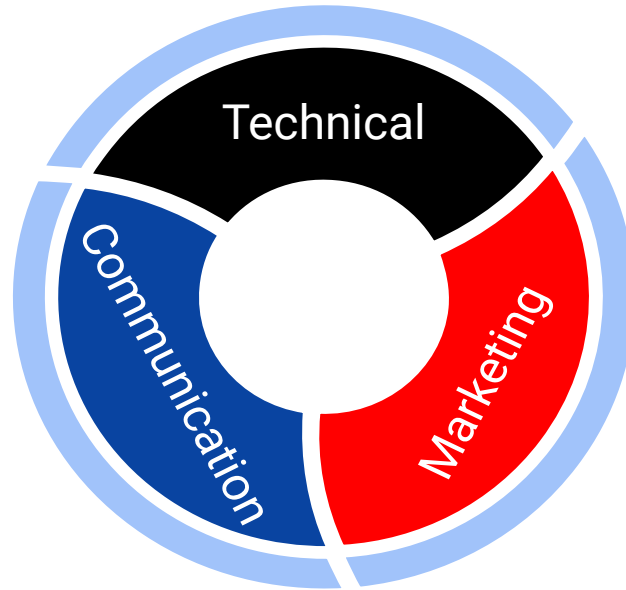
These are mostly “up-front” time costs.

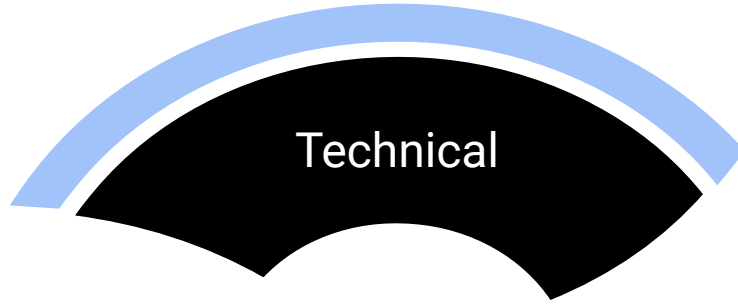


Audacity



What skills do you need?





Audio editing software

Cover art creation

Social media of all kinds to market the episodes



Write or use slides to structure script for recording episodes

Create text documents to download

Voice/speaking: inflection, animation, character, clarity

Write interesting lead-ins to each episode

Write Twitter, LinkedIn, blog, Facebook posts

Email listservs

