

THE ROLE OF PODCASTS IN MODERN EDUCATION

A GAME CHANGER FOR LEARNING

**Anuja Melshetti, TechSphere Insights,
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The term "podcasting" is derived from combining the words iPod and broadcasting. The phrase can now be used to describe any portable music player that enables users to download sound files over the internet, not just iPod-related broadcasts. A lot of "poddies," or podcast listeners, download and play these audio files on their personal computers. Usually, sound files are compressed to MP3 format for easier downloads, especially on devices with limited capacity or over dial-up connections. Thus, iPods and other like players are referred to as MP3 players.

Although some authors restrict the term "podcasting" to the automatic distribution of files to users' devices via RSS (Real Simple Syndication) feeds, consumers typically visit websites and click on links to download podcasts of their choosing. Thus far the industry of podcasts retains an amazing rate of change. Google's search engine returned 24 web page results with "podcasts" in its search results in 2004. In November of 2007, Google searched 124 million times but in 2004 merely 24 web pages containing the term "podcasts." Two podcast-based services generate revenue for radio stations: they sell music on Apple iTunes and they offer a paid listing facility for free music and chat show audios. The evolution from podcasts to vodcasts provides users with access to television programs along with movie material and videos.

1. Accessibility and Flexibility of Podcasts in Learning

In a 2005 article titled "There's Something in the Air: Podcasting in Education," G. Campbell argues that there has been a complete shift in educational flexibility and accessibility provided by podcasts. Podcasts come with a mobile and on-demand learning experience and allow students to access educational content from anywhere and at any time. The flexibility is especially beneficial to students who live in rural areas, have disabilities, or are busy with work or family. "One of

the big benefits of a podcast is that it removes the time and place constraints of classroom learning. Podcasting is more self-directed learning than lecture learning, where the student must sit in for a lecture at a set time." By stopping, rewinding, and re-listening to challenging material, students can get a better understanding of the content and retain the information better. Campbell even mentions how podcasts engage multiple learning preferences and specifically benefit auditory learners, who learn better through hearing compared to reading. In addition, the listening experience can be considered an additional resource, or learning companion, to traditional texts and lectures. The versatility of podcasts becomes even more practical through the devices it is accessible across: smartphones, laptops, tablets, and smart speakers. This allows students to listen to content while on their way to school, exercising, or running errands, providing opportunities for the learning experience to fit into their daily lives.

A recent study conducted by Samarnh Pang and Chenda Khan in 2018 reflects the idea of a podcast and its learning outcome. Their findings show that students creating podcast activities have enabled them to achieve several remarkable learning outcomes including improved English-speaking vocabulary in-depth thinking collaborative skills and sociocultural awareness. They had involved two groups of students in two content-based courses over a one-semester course of 18 weeks. Another study conducted by Ema Meden et al., 2024 explores how podcast accessibility fosters learning, examining listener engagement, content preferences, and the unique educational opportunities they offer. Scholars employed an internet survey to assess the reaction from 605 people who primarily reflected this group of people. Educative material presents higher confidence levels while appearing in podcasts compared to while in any other presentation form. Learners comprehend occupational worth from podcasts but do not have sufficient online ability to practice competent critical thinking.

2. Diverse learning resource

Podcasts are a growing learning tool. The educational podcasts are enjoyable, interactive, and convenient to access. Social and Business educational podcasts are having a special impact in India. People love listening to podcasts on science, history, self-improvement, and money. Several educational podcasts in India have emerged as popular learning resources. Harsha Bhogle's "Mission ISRO" delves into the depths of India's space journey, making science and technology pertinent and interesting to students. There is also Pavan

Srinath's "The Pragati Podcast" which helps listeners understand public policy, governance, and world affairs, and how political science and economics play out in the real world. And, of course, podcasts are great for blending various topics. "Anupam Gupta's Paisa Vaisa" makes it effortlessly easy for one and all to understand money trends, investments, and personal finance so that you have no hassle with financial literacy. On the other hand, Kedar Nimkar's podcast "Audiogyan" focuses on Indian art, design and philosophy. It is ideal for students and corporate professionals who are fond of creative arts and culture".

3. Enhancing engagement and retention

Podcasts are a fun and engaging way to join in on various topics and learn more through a direct style of participation. Unlike traditional texts and speeches, the podcasts present incredible stories, business interviews, and real-life experiences to make comprehension easy. One of the main methods podcasts help people remember something is through storytelling and conversation. For example, Dan Carlin's "Hardcore History" on Spotify turns hard history into interesting stories, and students can remember facts easily and understand the context. "TED Talks Daily" similarly explains great ideas in simple conversations with world-class experts in various fields. Podcasts are a fun and engaging way to get involved and learn more through a direct style of participation.

When you learn through this method, you remember more as you connect those difficult concepts with real-life examples. Also, educational podcasts such as "The Edtech Podcast" talk about the future of online learning, providing teachers and students with tips to enhance learning techniques. Podcasts continuously merge expert opinion along with the practical implementation of the same, making sure that the listeners interact actively with the information and remember it, as opposed to receiving it passively. Podcasts provide a multi-sensory learning experience to help you better understand and remember things. Educational podcasts like storytelling, expert interviews, and myth-busting available on Spotify are making learning fun, flexible, and effective for learners around the world.

4. Supplementing traditional education

Supplementing traditional education with podcasts is effective for helping students review studied topics and gain insights into things that are not usually

found in textbooks. In an engaging and quite user-friendly manner, they assist in encouraging independent learning and thinking. Several are also starting to use podcasts in lesson plans as additional readings to create meaningful discussions on various topics and introduce diverse viewpoints on these matters. Either to complement or introduce some new ideas, podcasts could be used to make learning much more engaging and fun. 'The Socially Desi Show' is a popular show that delves into topics such as career development, self-improvement, and mental health, relevant topics to students. These kinds of podcasts are meant to train the students for real-life situations while imparting skills for life, giving them insights into the practical issues that exist in this world, hence allowing their classroom learning experience to complement academic learning. Another good example of this kind of work is Raj Shamani—an entrepreneur and content developer, who also hosts the podcast "Figuring Out". His podcast discusses topics related to entrepreneurship, finance, and career development, which offers insights for young students and aspiring entrepreneurs that are not generally included in the curricula of business schools. The podcast, in the real world, provides industry leaders with real-world business lessons for Raj Shamani to discuss to give students real-life lessons in economic theory, startups, and financial literacy.

5. Cost-Effective Learning Tool

Most educational podcasts are free or just charge small fees, thus allowing people of diverse backgrounds to enjoy quality education. They do not put any kind of monetary load on a learner to access information. While traditional learning through expensive coaches and books cannot, learning with podcasts allows for knowledge acquisition without heavy financial commitments. By doing away with the costly study materials, learners can learn anything they want at any time they choose to. From academic topics to skill development and self-improvement, various learning needs are addressed by several podcasts. For example, there is a podcast by the name Audiogyan by Kedar Nimkar, which gives away free insights into Indian art, design, and philosophy, allowing students and enthusiasts to access these topics with ease. Another example includes The EdSurge Podcast, which dives deep into the current issues related to the field of education technology. Also, there is The History Extra Podcast, which is all about wonderful historical stories. Lastly, Science Vs helps listeners get the facts right by clarifying many scientific topics in the space between science and pseudoscience. They are free resources for those of you

who do not want the financial burden of traditional educational resources on your shoulders as you try to expand your knowledge.

6. Lifelong Learning Through Podcasts

The world today is a fast-changing environment. Continuous learning is necessary to meet personal and professional demands. An easy way for a lifelong learning of new and updated information across a wide array of subjects is achieved by podcasts. Traditional schooling ends where lifelong learning through podcast learning begins: school or college is but one station in a person's lifelong journey of learning and development. Thus, it can be listened to in almost any situation one wants: one can listen to a lecture while on the drive to work, at the gym, or just relaxing at home without interfering with one's schedule. Many working professionals turn to podcasts to skill up, catch up on trends in the industry, and gain meaningful insights from the experts. Various subjects like leadership, technology, and personal development are touched upon to allow the listeners to sharpen their knowledge and compete in the careers they desire. Financial literacy is an aspect of lifelong learning; many podcasts give listeners a lot of useful advice on managing money, investing, and even building wealth. Examples include 'Paisa Vaisa' by Anupam Gupta on topics of personal finance and investment decisions, which help the listener make better decisions about the future of their finances. There is also 'The Dave Ramsey Show' and 'Bigger Pockets Money Podcast' to give further assistance with budgets, savings, and real estate investments. In personal development, 'The Tim Ferriss Show' and 'The Happiness Lab' help listeners become better in their productivity, mindset, and general well-being. They make knowledge easily available and interesting to listen to, thus enabling people to adopt lifelong learning to acquire new skills and develop continuously on a personal and professional level.

The introduction of the podcast, an audio medium that has lately taken over education in ways hitherto unknown, has redefined accessibility, engagement, and affordability of learning for students and professionals alike. The emergence of Indian educational podcasters has enabled expert knowledge to be a reality with geographical or financial restrictions no longer an issue, and learners can acquire knowledge at their very own pace for skill-building and further widening the horizon. The Indian education industry is gradually accepting the importance of digital education with podcasts expected to take

up an important role in the future of learning with flexible yet high-quality educational content for empowerment for personal and professional growth.