

# Podcast

## What is a podcast?

Podcasts are often free audio files you can download or listen to over the internet. Listeners can subscribe to podcasts and be notified when there is new content.

You can develop podcasts of varying lengths and across many topics. They are a great way to connect with employees, teach them valuable information or raise awareness around important matters. Podcasts can be very captivating and give us the feeling of participating in a conversation.

Podcasts are cost effective and easy to make. This makes them convenient for rapidly change contents. Learners can listen to podcasts anywhere, anytime, even while performing other tasks. Learners with additional needs such as dyslexia or those who don't like to read can in particular benefit from podcasts.

Podcasts are less suited for direct feedback to learners, or for learning materials that require text or visual support.

## Why using a podcast as learning technology

- Is a captivating way of learning new things
- It covers a broad range of subjects
- Can be listened anytime and anywhere
- It can be used by itself or in combination with other tools

### Advantages

- Easy accessible to learners via website and/or podcast platform
- Listening anywhere and anytime, at your own pace:
- Easy to make and to share
- Low cost or free
- You can push educational content to learners
- Learning through listening is beneficial for trainees with visual impairments, dyslexia and those who don't like to read

### Less suited

- Only auditory
- No interaction
- No real-time feedback
- More difficult to adapt to the individual user
- Low-bandwidth or storage can impede podcast creation, sharing or consumption

Want to learn more about the benefits of podcasts?

Fill in the decision tool and find out which tools will serve your goals.