Using the Podcast Between the Data for Qualitative Research and Analysis

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What is a podcast

The term "podcasting" was coined in 2004 by journalist Ben Hammerseley as a portmanteau of "iPod"—the still new Apple device that allowed users to download MP3 audio files and listen to them on the go—and "broadcasting," a reference to the radio shows from which most early podcasts took their forms. (McGregor, 2022)
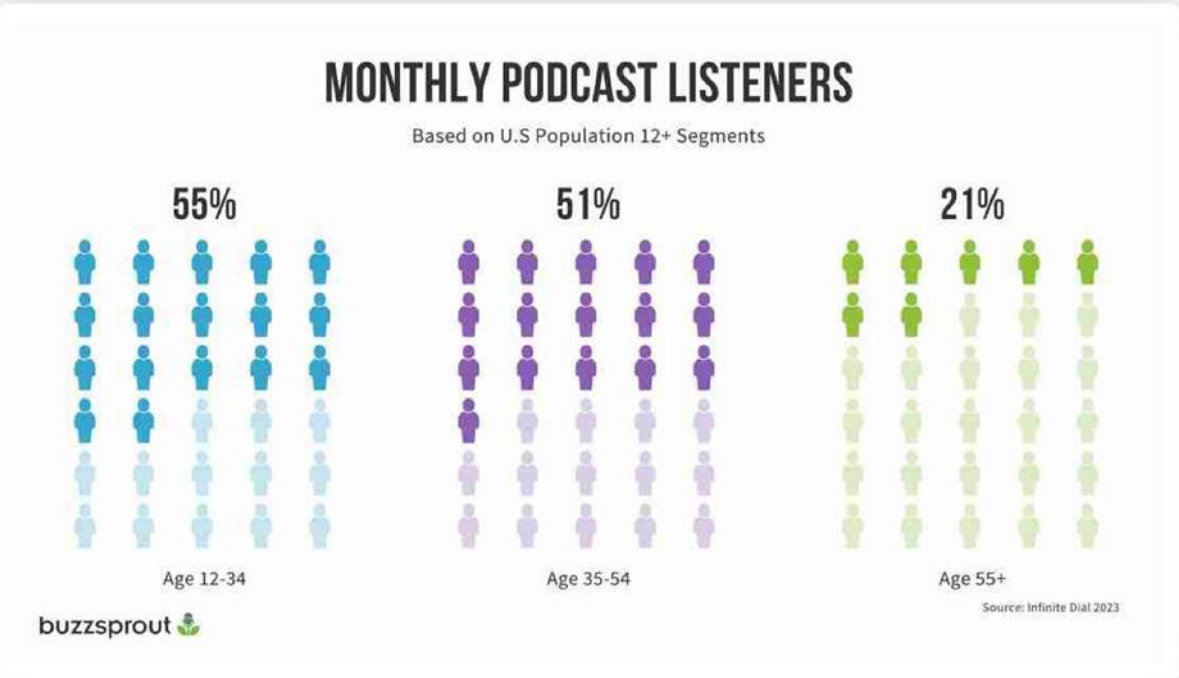
It is a way to digitally record and store and publish interviews or stories or any kind of audio. Podcasts can be a single episode, it can be a series, or they can be in a project that goes on, for instance, every week without like indefinitely, basically. (Simone Eringfeld, 2021, p. 1)
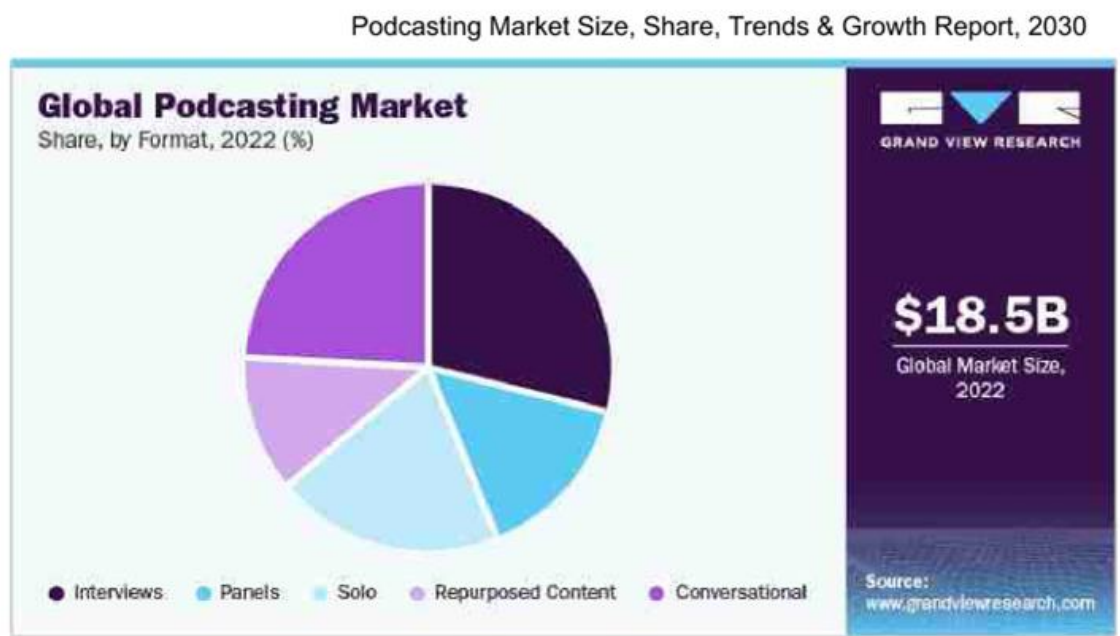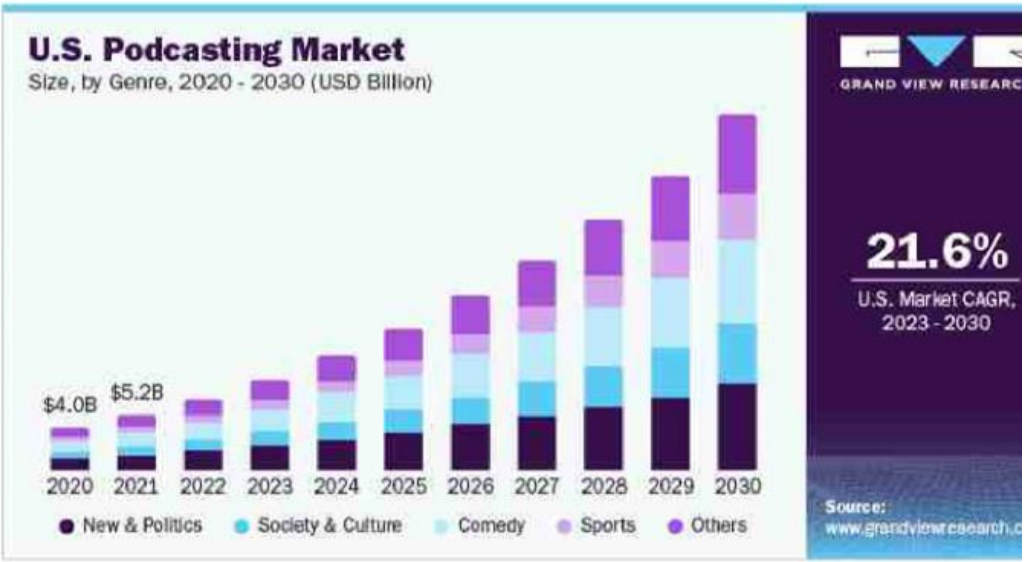
Podcast Numbers

U.S. podcast listener demographics

In years past, U.S. listenership didn't mirror the population, but that shifted significantly in the last year.

MONTHLY PODCAST LISTENERS
Based on U.S Population 12+ Segments

55% — Age 12-34
51% — Age 35-54
21% — Age 55+

Source: Infinite Dial 2023

buzzsprout

Podcasting has reached the highest numbers ever, with 90 million Americans being weekly podcast listeners. ("Podcast Statistics and Data [March 2023]," 2023)

U.S. Podcasting Market
Size, by Genre, 2020 - 2030 (USD Billion)

GRAND VIEW RESEARCH

21.6%
U.S. Market CAGR, 2023 - 2030

$4.0B $5.2B

2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

● New & Politics ● Society & Culture ● Comedy ● Sports ● Others

Source: www.grandviewresearch.c

To learn more about this report, request a free sample copy (/industry-analysis/podcast-market/requ

Podcasting Market Size, Share, Trends & Growth Report, 2030

Global Podcasting Market
Share, by Format, 2022 (%)

GRAND VIEW RESEARCH

$18.5B
Global Market Size, 2022

● Interviews ● Panels ● Solo ● Repurposed Content ● Conversational

Source: www.grandviewresearch.com

Types of Podcasts

Scholarly Types

- General Audience – Popular research topics
- Pre-lectures are increasingly being incorporated in the classroom to communicate information and supplement traditional delivery methods (Srai Jra)
- Podcasts for Pedagogy
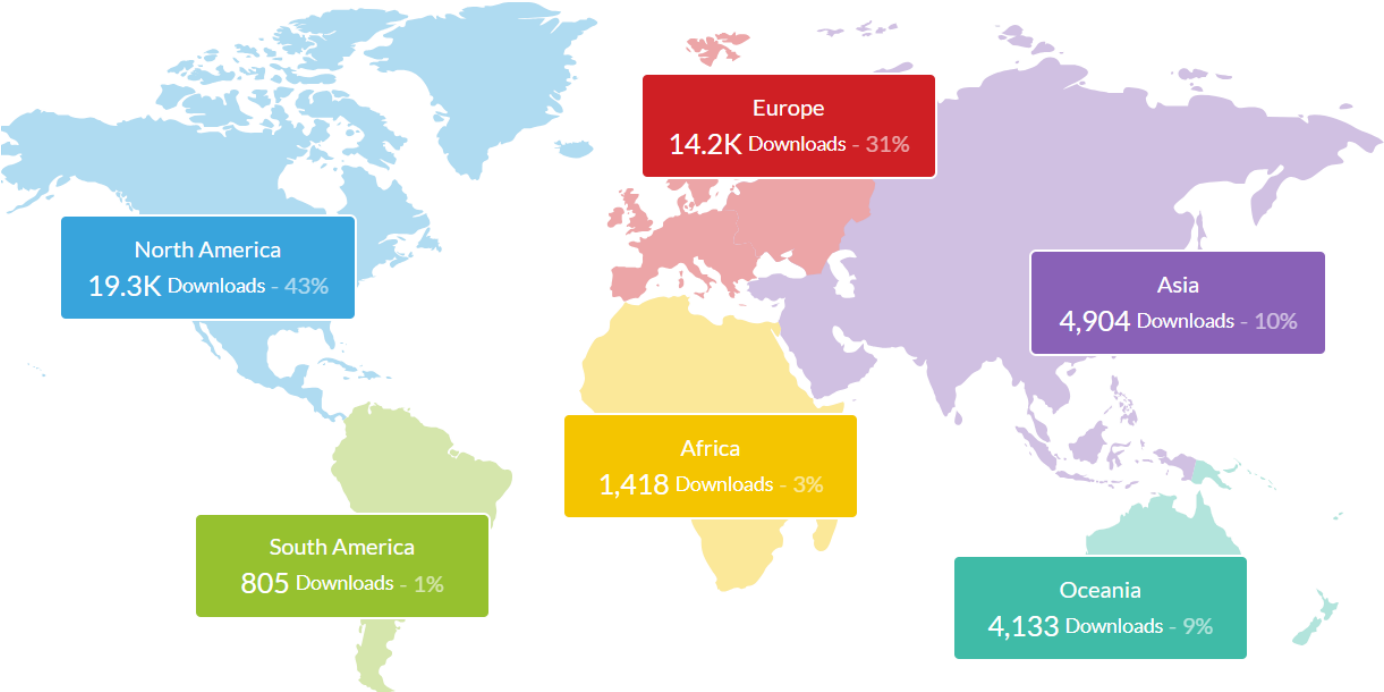- Authentic and team-based assessments (Wakefield et al., 2022, p. 1)

Commercial Types

- News/Education
- Comedy
- Entertainment
- Product Plug

Between the Data Podcast

Qualitative research has the power to positively impact people's lives.
Join Dr. Stacy Penna, NVivo Community Director, as she talks to qualitative researchers to discover their innovative research methods, applied practices and passionate insights.
Whether you are a student, new to qualitative methods or a published qualitative researcher, this is the podcast for you.
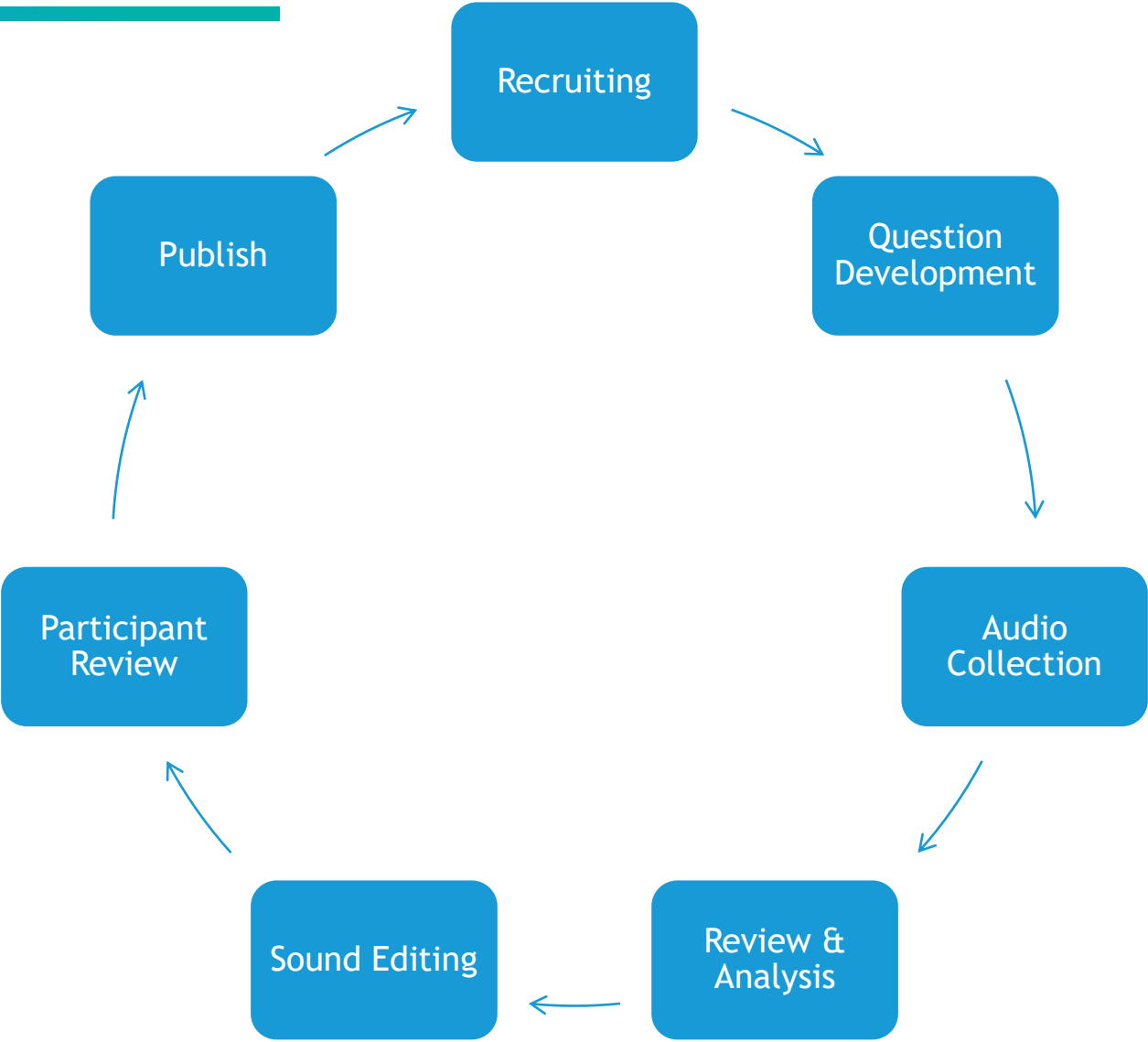
LAST EPISODE   LAST 5 EPISODES   LAST 10 EPISODES   **ALL EPISODES**

Europe
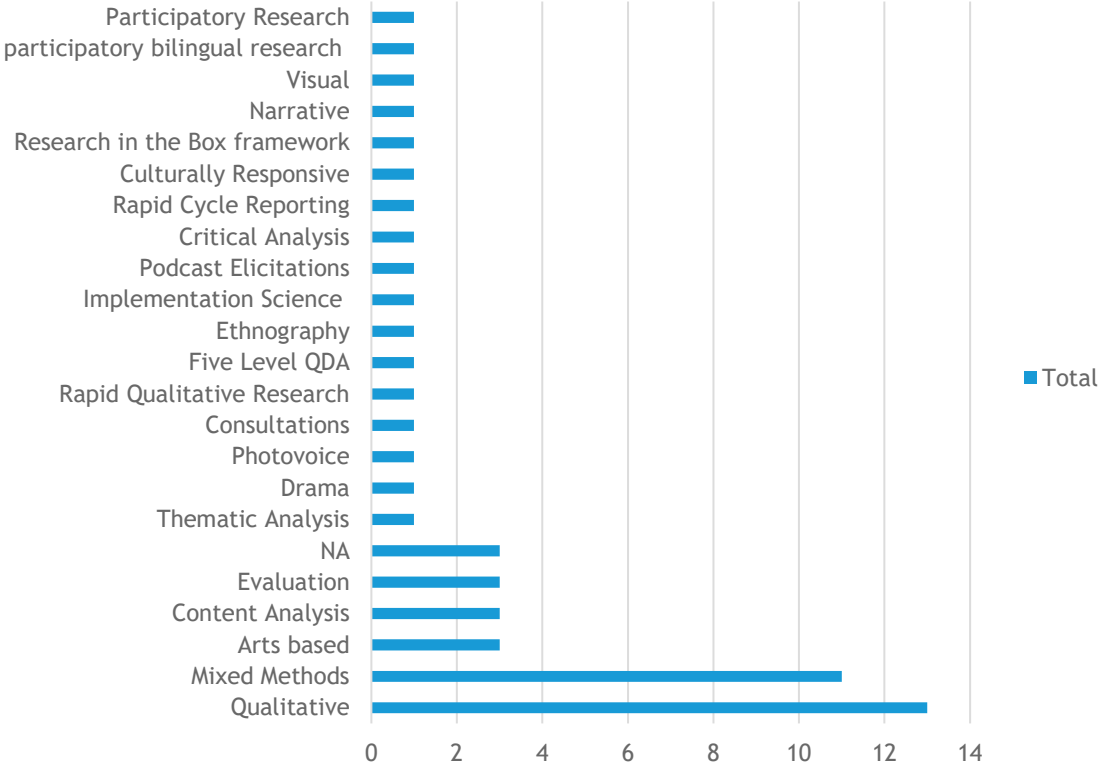**14.2K** Downloads – 31%

North America
19.3K Downloads – 43%

Asia
4,904 Downloads – 10%

Africa
1,418 Downloads – 3%

South America
805 Downloads – 1%

Oceania
4,133 Downloads – 9%

62 Episodes
44,761 Downloads

Podcast Process

Data

Research Methods

Method	Total
Participatory Research	
participatory bilingual research	
Visual	
Narrative	
Research in the Box framework	
Culturally Responsive	
Rapid Cycle Reporting	
Critical Analysis	
Podcast Elicitations	
Implementation Science	
Ethnography	
Five Level QDA	
Rapid Qualitative Research	
Consultations	
Photovoice	
Drama	
Thematic Analysis	
NA	
Evaluation	
Content Analysis	
Arts based	
Mixed Methods	
Qualitative	

Country & Sector

Legend:
- Non Profit
- Government
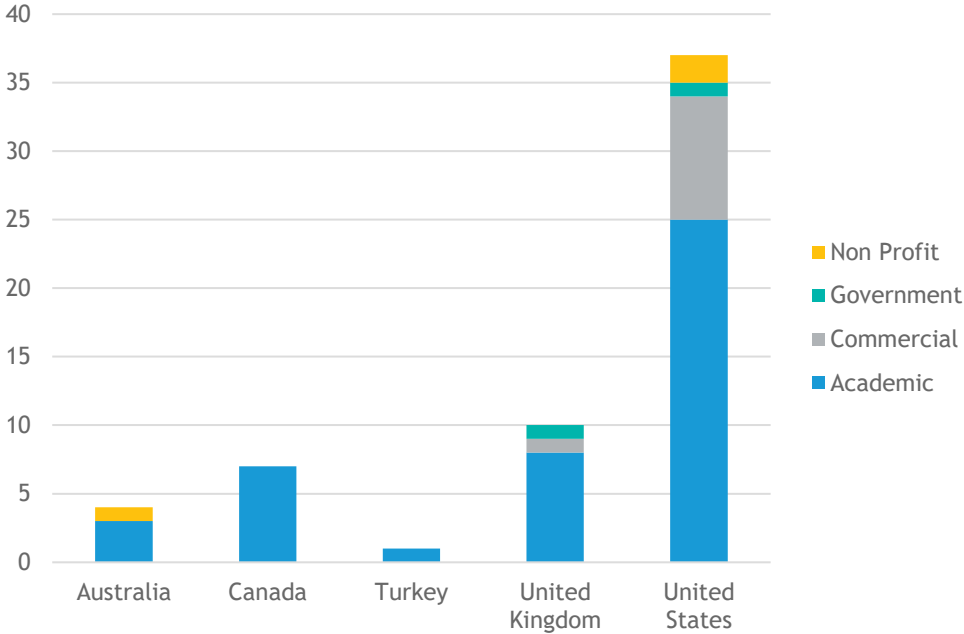- Commercial
- Academic

Countries: Australia, Canada, Turkey, United Kingdom, United States
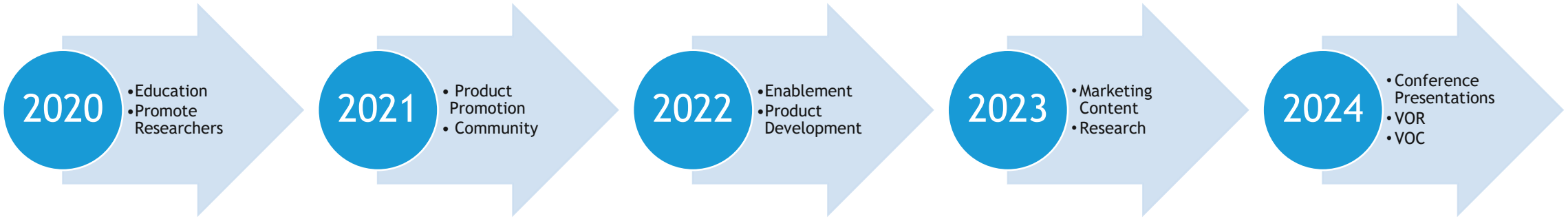
Research Methods with Podcasts

- Collaborative Podcasting (Lindsay Day, Ashlee Consolo, Heather Castleden, et al., 2017)
- Podcast case study: useful to capture expressions of a given social phenomenon (Airoldi, 2018; Yin, 2009)
- Podcast Ethnography: explores a particular universe. The podcast is a field site, the location 'in which the social processes (Lundström & Lundström, 2021, p. 296)
- Sonic Methodology: uses fragments from podcasts to elicit rich responses from research participants in interview settings or focus groups (Simone Eringfeld, 2021)

- Ethnographic Market Research

Evolving Purpose

2020
- Education
- Promote Researchers

2021
- Product Promotion
- Community

2022
- Enablement
- Product Development

2023
- Marketing Content
- Research

2024
- Conference Presentations
- VOR
- VOC

Academic: Voice of Researcher

Learning in classroom

- Research Methods
- Data Collection Techniques
- How to work on a research team
- Use as Sample Data in class

Research Process

- Data for research
- Publish to share research
- Promote academic research to larger non-academic audience

Commercial: Voice of the Customer

Enablement

- Internal company training: support, customer success, sales
- Onboarding new employees
- Marketing Personas

Engagement

- Content – blogs, social media, case studies
- Community – share and connect

Product Development

- Features
- Improvements
- Future uses

Voice of Customer/Researcher

Method

NVIVO

NVIVO PODCAST
Between the Data

Ep 33: Accidental Methodologist
A Discussion with Dr. Victoria
Clarke on Reflective Thematic
Analysis

In this podcast episode, we
discuss Reflexive Thematic
Analysis and specifically the 2006
article, *Using Thematic Analysis
in Psychology in the Qualitative
Research in Psychology.*

Dr. Victoria Clarke
University of the West of England

LISTEN NOW

NVIVO

NVIVO PODCAST
Between the Data

Ep 47: Post-Intentional
Phenomenology (PIP):
Considerations and Principles

In this podcast episode, we
discuss the three considerations
and 5 principles of Post-
Intentional Phenomenology (PIP)
with Dr. Mark Vagle, Professor in
the Department of Curriculum
and Instruction at The University
of Minnesota.

Mark Vagle
Professor
The University of Minnesota

LISTEN NOW

Voice of the Customer/Researcher

Data Collection

NVIVO PODCAST
Between the Data

Ep 38: Using Implementation Science with Qualitative Methods at the Department of Veterans Affairs

In this episode we discuss health research on improving patient-centered care using implementation science with qualitative methods.

Dr. Shimrit Keddem
Co-Director, Qualitative Methods Core Center for Health Equity Research & Promotion, Department of Veterans Affairs

LISTEN NOW

NVIVO PODCAST
Between the Data

Ep 39: More than the Selfie: Research Methodology with Online Dating Apps

In this episode, we discuss how people use online dating apps to negotiate digital spaces to connect with (and exclude) others.

Dr. Riki Thompson
Associate Professor of Writing Studies & Digital Rhetoric at the University of Washington, Tacoma

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Voice of the Customer/Researcher

Analysis

NVIVO PODCAST
Between the Data

Ep 40: More Cutting, Arranging, Pasting, Remembering: Collage Stories of Black Mothers with QSR & IIQM Grant Winner: Nicole Corley Part 2

In this episode, we will receive an update from the 2020 QSR-IIQM Early Career Researchers Grant winner based on her research through collage making with black mothers.

Dr. Nicole Corley
Assistant Professor at Virginia Commonwealth University, School of Social Work

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NVIVO PODCAST
Between the Data

Ep 41: Drama in Qualitative Research with Johnny Saldaña

In this episode, we discuss ethnotheater and ethnodrama in research, teaching qualitative research and the coding process.

Johnny Saldaña
Professor Emeritus
Arizona State University

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Voice of the Customer/Researcher

Research
Team

NVIVO PODCAST
Between the Data

Ep 19: How to Manage a Team
when Coding Qualitative Data

In this podcast episode, we will discuss
three lessons on how to manage a team-
based coding effort (1) establishing a
strong and supportive management
structure; 2) building skills gradually; and
3) developing detailed reference
materials to guide the coding team) with
Lindsay Giesen, Senior Study Director at
Westat, who works in program evaluation
and policy research.

Lindsay Giesen,
Senior Study Director at Westat

LISTEN NOW

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Questions?

Thought Leadership Webinars

WEBINAR

NVIVO

How to design a web survey: Evidence-based do's and don'ts

DR. JESSICA DAIKELER
Postdoctoral Researcher
GESIS Leibniz Institute for the
Social Sciences

MARCH 6
10 A.M EST

Register Here

WEBINAR

NVIVO

NVivo Databases And Beyond in the Humanities

DR. KATHRYN DESPLANQUE
Assistant Professor,
UNC Chapel Hill

March 12
12 P.M. EDT

Register Here

NVivo User Groups

Register Here

Register Here

Lumivero Community

Share and Learn

- Research Webinars
- Podcast: Between the Data

Connect

- Product User Group Meetings
- Research Online Groups

Funding Opportunities

- Early Career Researcher Grant - 2024

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