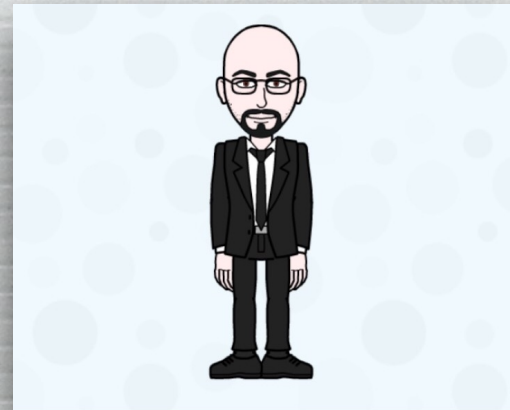


Jaime Selwood

Hiroshima University | Japan



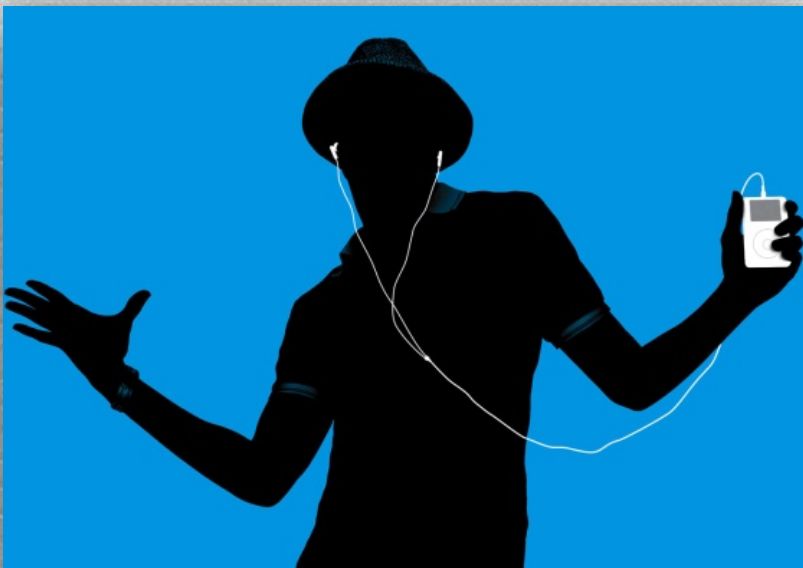
Language Learning in a Mobile World The Power, Potential & Pitfalls of Podcasting

INTED Conference, Valencia | 2017

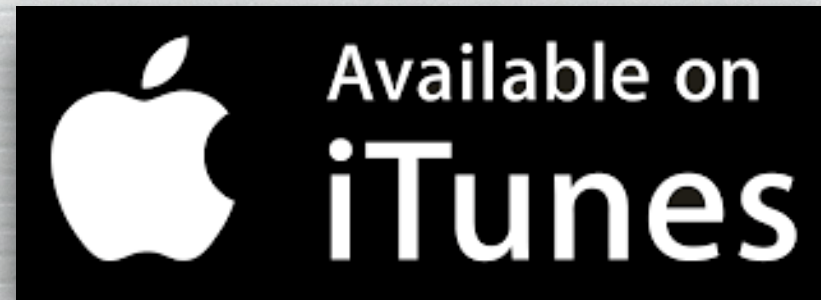
jaimeselwood@hiroshima-u.ac.jp

Podcasting | A Brief Introduction 2

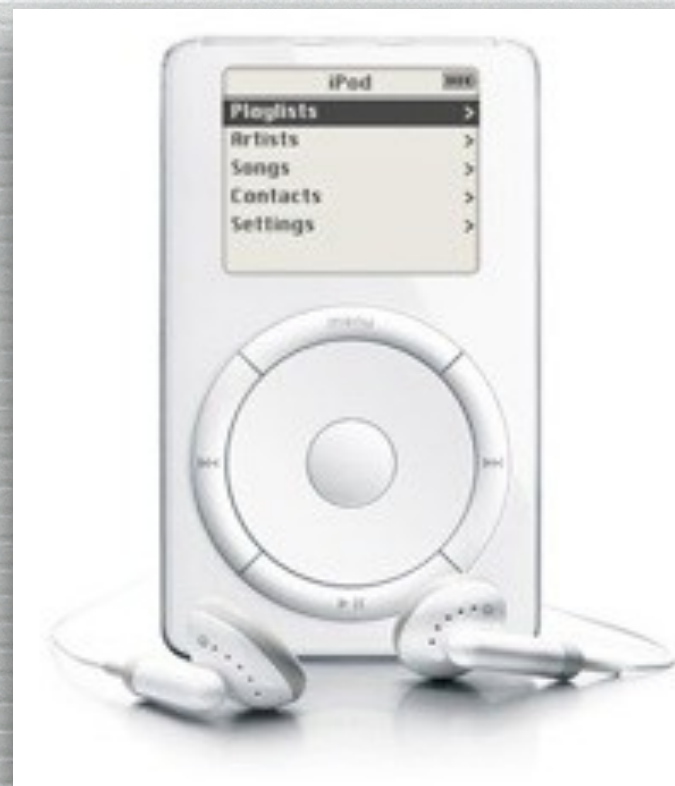
podcast *n.* a digital recording of a radio broadcast or similar programme, made available on the Internet for downloading to a personal audio player. (Oxford English Dictionary).



September 2000, the first system that enabled automatic downloading and storage of serial episodic audio content on PCs and portable devices was launched by i2Go.



January 9th 2001



October 23rd 2001



After 'iPodder' was rejected because Apple threatened legal action, journalist **Ben Hammersley** suggested the term "**podcasting**" in a 2004 article in the The Guardian.



Somewhere between 120,000 to 140,000 **active** English language podcasts

iPodagogy



Podcast
The digital
language
revolution will
be podcasted!

Podcasts, especially those produced through educational institutions have the power to focus attention and assist language learners to acquire useful language content.

(Bishop, Amankwatia & Cates, 2008)

*Podcasts can be highly beneficial to secondary language acquisition when the podcast materials are **thoughtfully integrated** with a clear purpose and rationale for its implementation.*

(Copley, 2007)

*This **widespread ownership of smartphones** is perhaps the most advantageous to podcasting as a language learning tool as these portable devices can impact positively for the auditory learner whether they are highly-motivated or a slower-paced learner*

(Sloan, 2005)

Game Changer 1 | Mobile to Smart



World's first smartphone - IBM's Simon
Released 1994

Cost: €853 (2017 = €1,379)

50,000 sold

Produced August 2014 - February 2015

First mass selling smartphone - iPhone 1
Released 2007

Cost: €599 (2017 = €665)

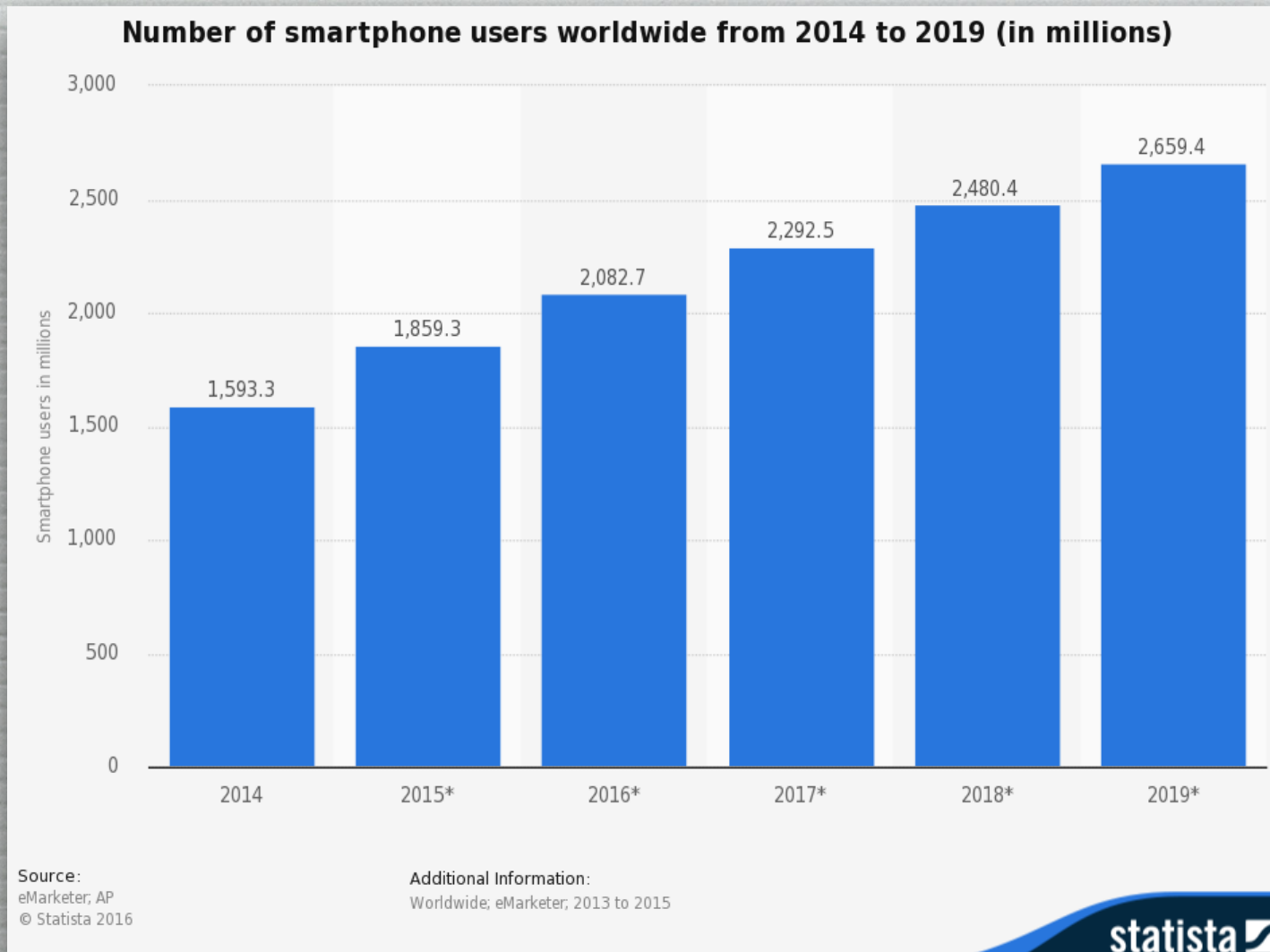
6.1 million sold

Produced June 2007 - July 2008



The biggest selling smartphone ever is the iPhone 6
220 million sold since release in September 2014

Game Changer 2 | Smartphones



1994: 1st Smartphone

Sold - 50,000 units

2007: World Smartphone Total

Sold - 122.32 million units

2017: World Smartphone Total

Sold - 2.292 billion units

2019: World Smartphone Total

Estimate - 2.659 billion units

Percentage of Smartphones Worldwide

2007: 1.8%

2009: 2.5%

2011: 7.1%

2013: 14.1%

2015: 25.2%

2017: 30.9%

2019: 34.8%

Smartphone Penetration | 2016



88%



75%



72%



68%



28%



77%



74%



71%

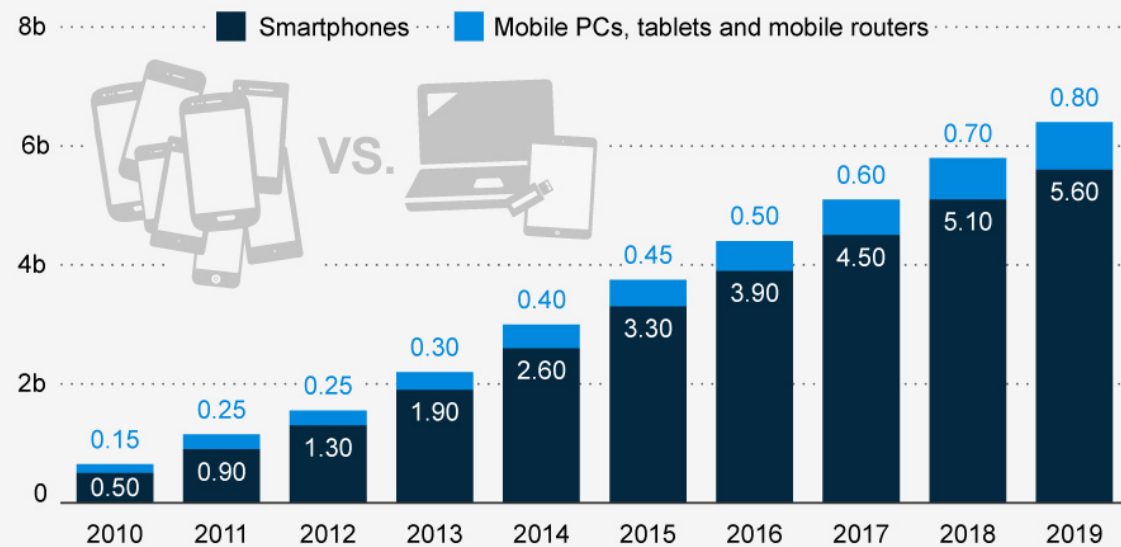


17%

Game Changer 3 | Mobile Internet

Mobile Internet Subscriptions to Reach 6.4 Billion by 2019

Number of mobile internet device subscriptions worldwide (in billions)

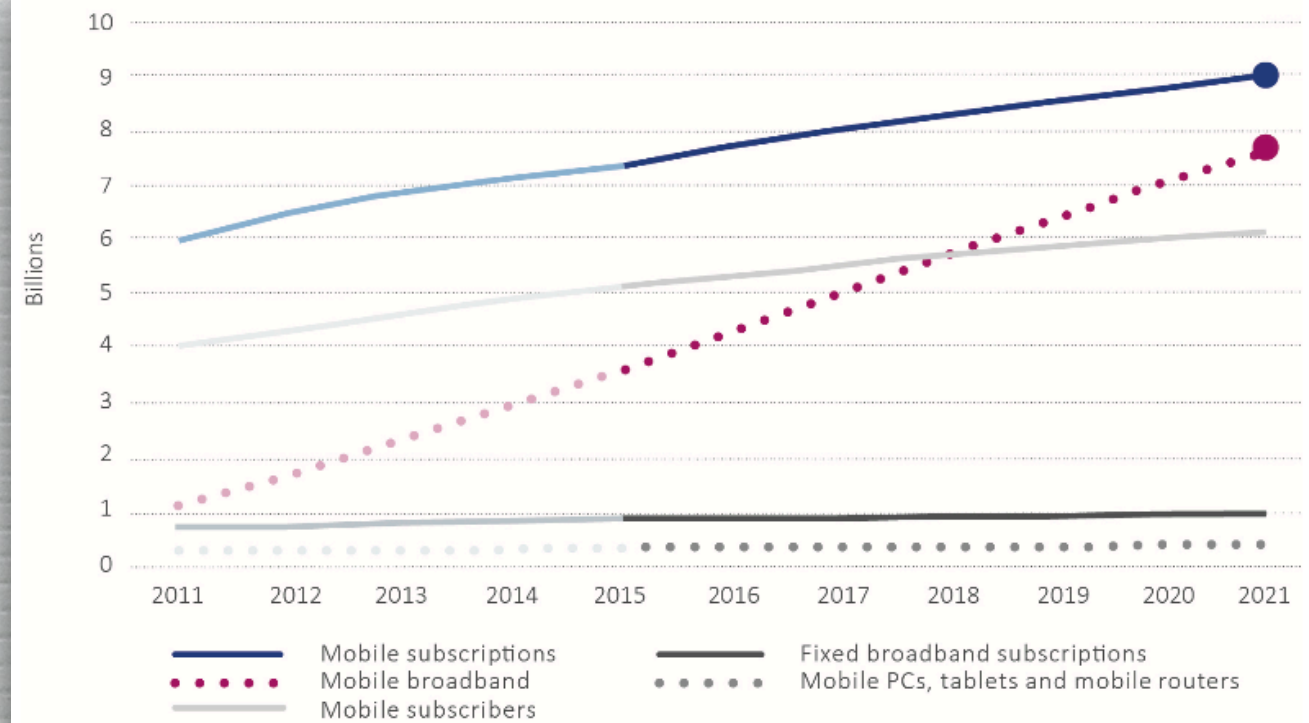


statista
The Statistics Portal

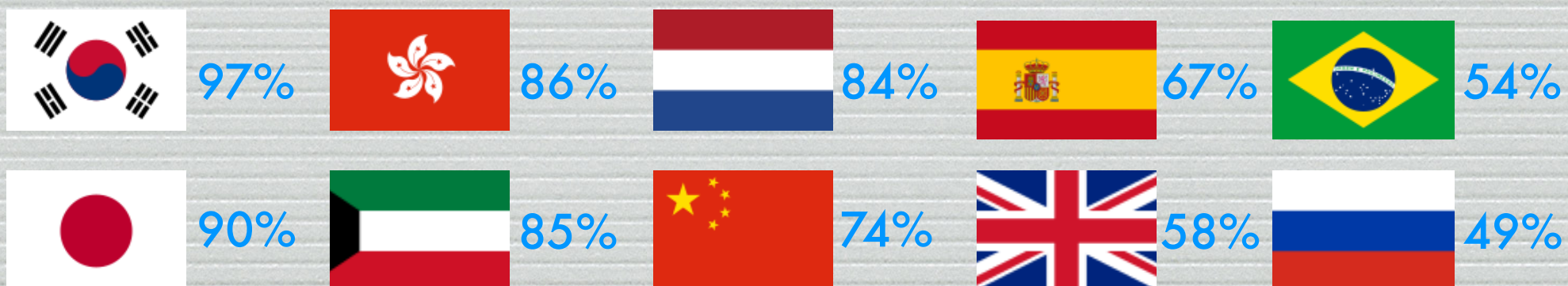
Mashable

Source: Ericsson

Subscriptions/Lines and Subscribers, 2011-2021



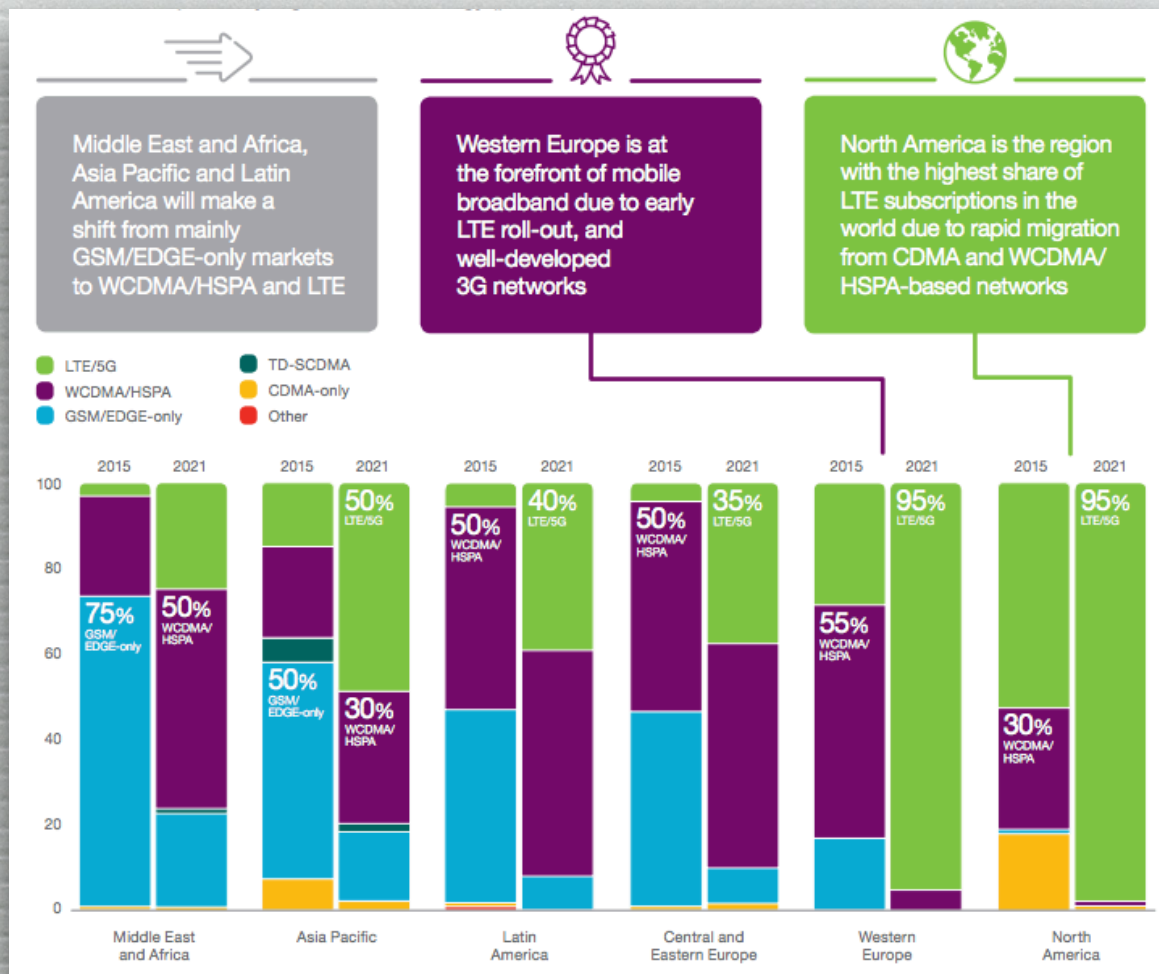
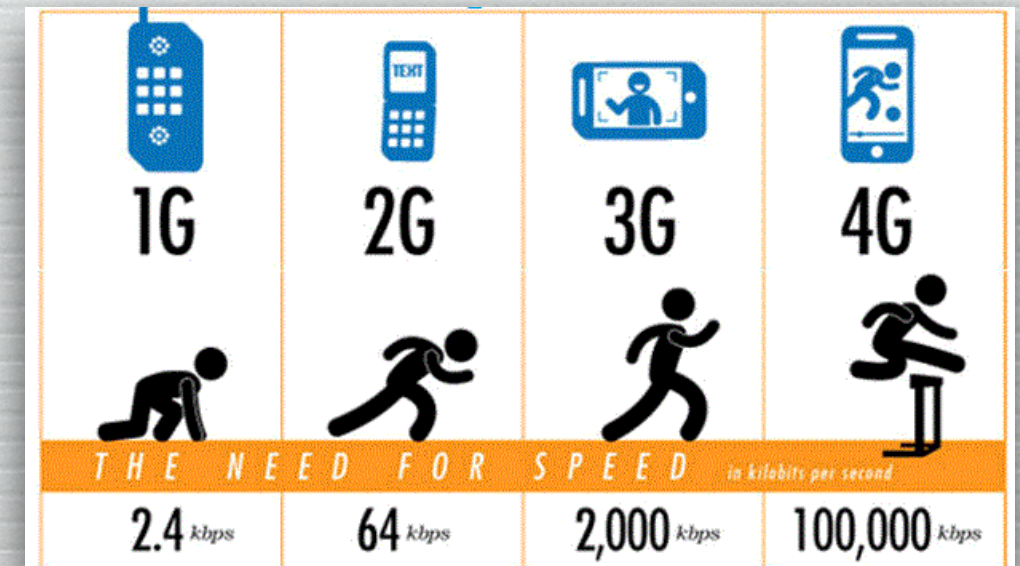
LTE Penetration | 2016



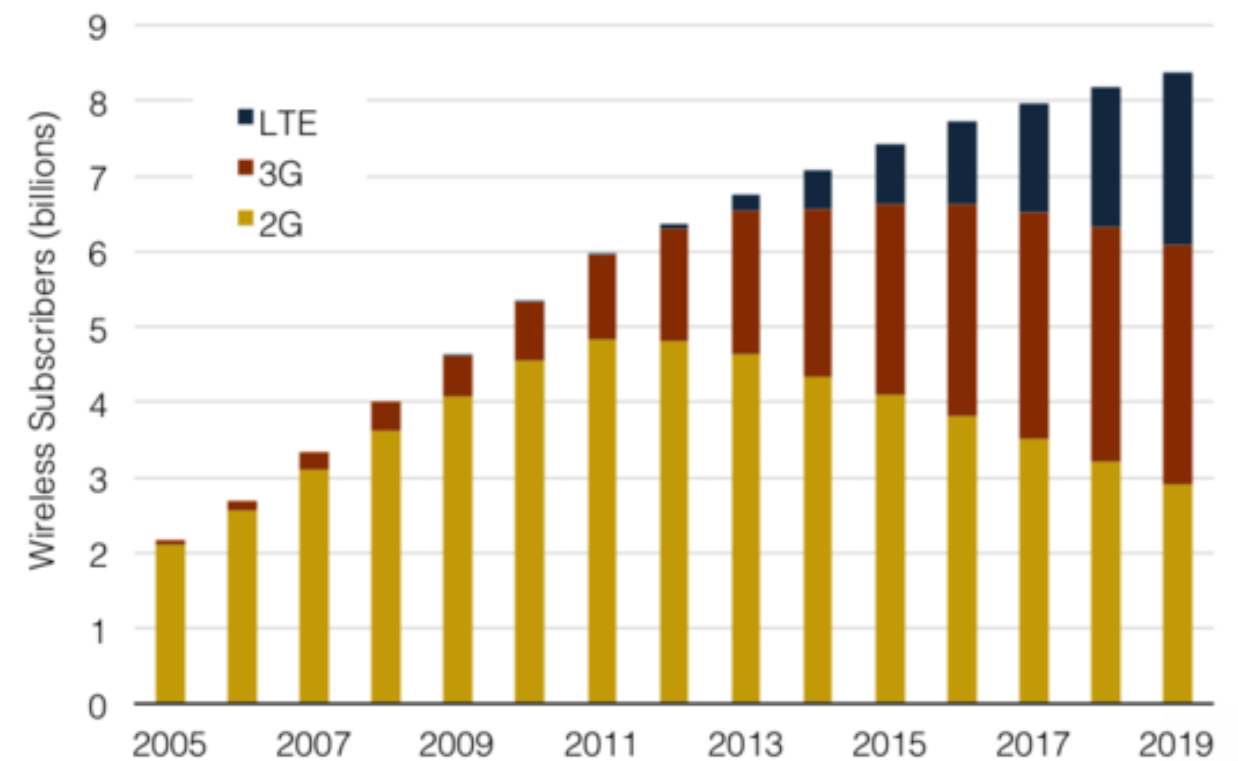
Pitfalls | Coverage, Cost & Connection

Global Mobile Usage

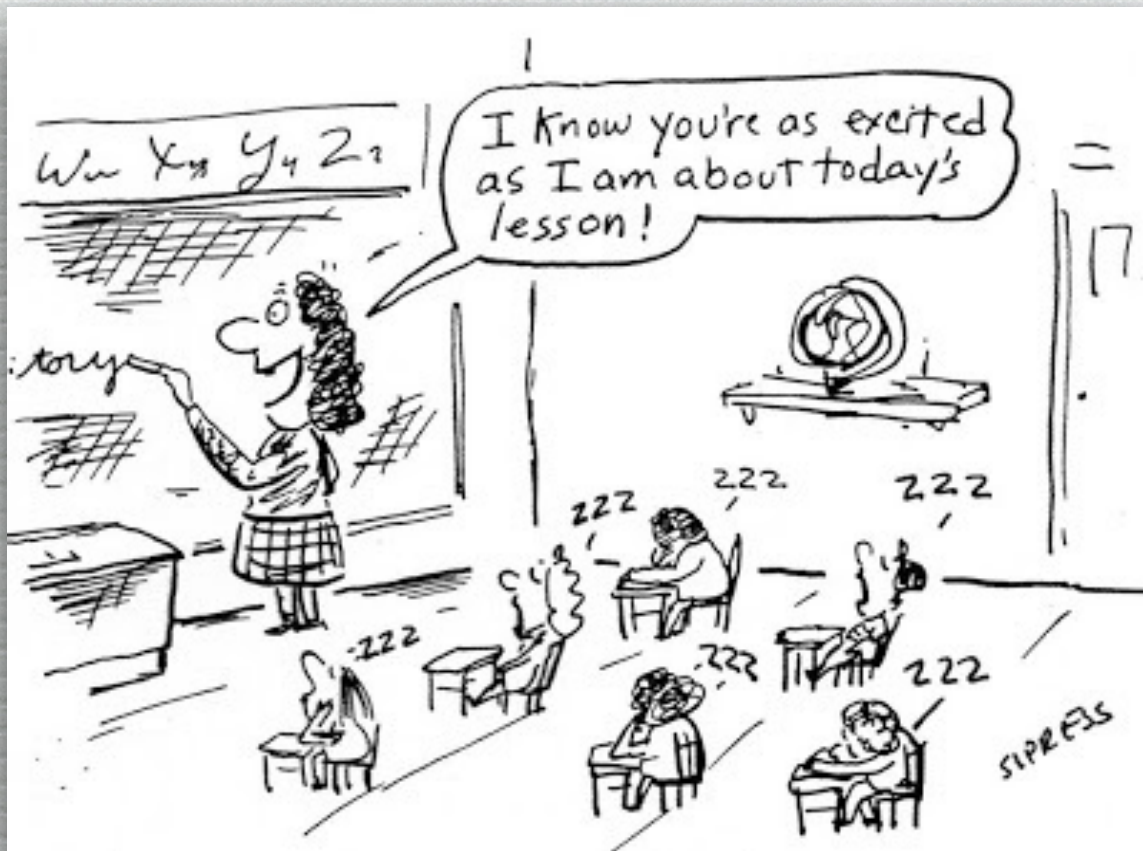
- Global mobile data traffic grew 63 % in 2016.
- Mobile data traffic has grown 18-fold over the past 5 years.
- Yet the less-developed world is being left behind with global mobile coverage.
- Cost of device, mobile internet still an issue



Wireless Subscribers by Technology, 2005-2019



Podcasting | My Path to Podding



- 1: To create **authentic materials** that would **engage** students.
- 2: Podcasts based around **real-life English** language and phrases.
- 3: **Current**, interesting and up-to-date events from **around the world**.
- 4: A wide-range of topics including sport, geography, environment, health etc.
- 5: To help improve student's **motivation** towards learning compulsory courses.
- 6: To utilise the growth of iPods/Smartphones amongst students and create a '**wherever / whenever** study environment.

My Podcast | English News Weekly

Always FREE. Download Audio & PDFs



Launched in April 2011 - 285+ podcast episodes.

Current-Affairs Topics - Each week is a different topic.

About 15 Mins - Every Friday

Download - Audio & PDF (including script)

Warm Up Activities / Pre-Listening / Quiz / Audio Script / Comprehension Check / Vocabulary Exercises / Speaking / Writing / Video Links / Answers / Internet Links



Podcasting | In the Classroom

Typically something like this...

Classes a semester.

16

Students

25-35

Teacher

1

Non-English Majors / Compulsory Class

Podcast Class #1

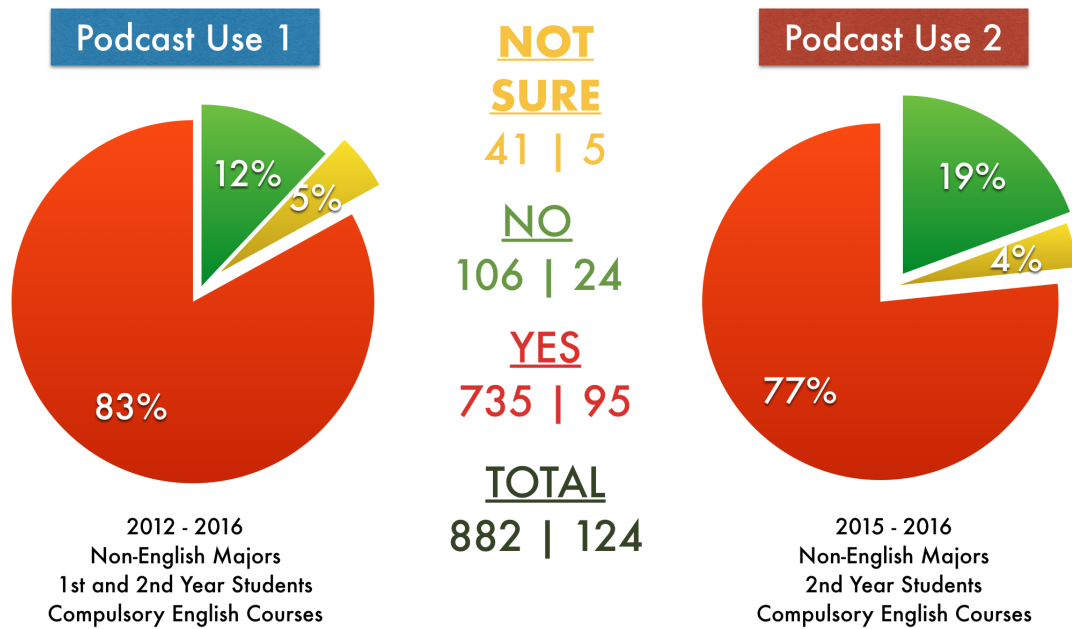
Outside class assignments.
Additional course materials.
4 - 6 times a semester.
Complete podcast activities
Some type of reporting to class

Podcast Class #2

Podcast creation course.
Students make / publish 4
podcasts a semester.
Students record, write & edit
all materials.
Peer review / analysis.

Course Feedback | Mostly Good...

DID YOU ENJOY THE PODCAST COURSE?



PODCAST CREATION COURSE | PRE COURSE

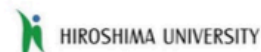
1: DO YOU OWN SMARTPHONE?	Y:99% N:1%
2: DO YOU LISTEN TO PODCASTS?	Y:17% N:83%
3: DO YOU USE SMARTPHONE FOR STUDY?	Y:36% N:64%
4: DO YOU LIKE STUDYING ENGLISH?	Y:62% N:38%



Survey conducted by author between 2015-2016
Total Students: 141 | Answers: 124

PODCAST CREATION COURSE | POST COURSE

1: DO YOU OWN SMARTPHONE?	Y:100%
2: WILL YOU LISTEN TO PODCASTS?	Y:42% N:58%
3: IS USING SMARTPHONES CONVENIENT?	Y:84% N:16%
4: WOULD YOU DO A PODCAST COURSE AGAIN?	Y:71% N:29%



Survey conducted by author between 2015-2016
Total Students: 141 | Answers: 124

WHICH MATERIALS WOULD YOU CHOOSE?

1: PAPER TEXTBOOK	€20	¥2,300	14%
2: ETEXTBOOK / TABLET	€10	¥1,200	18%
3: ETEXTBOOK / PHONE	€5	¥600	39%
3: PODCAST COURSE	FREE		29%

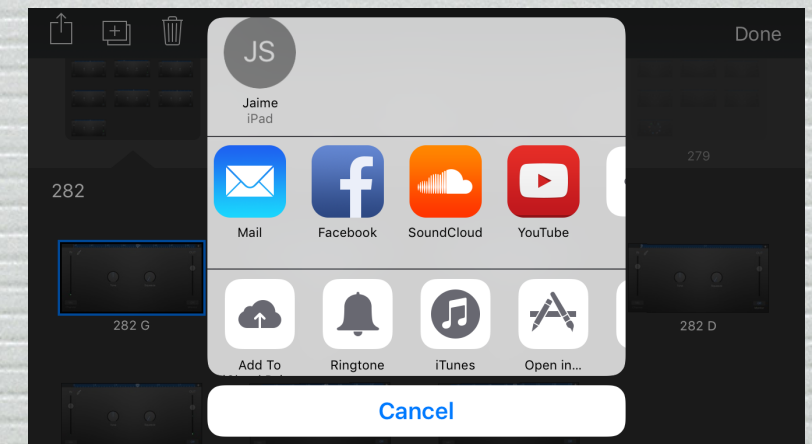
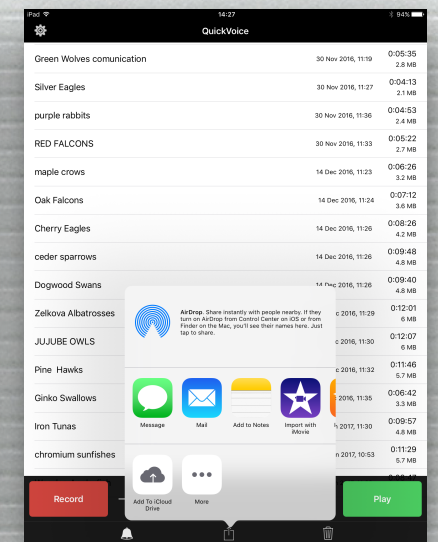
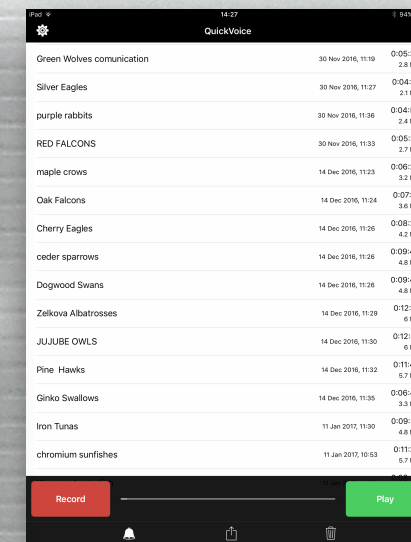
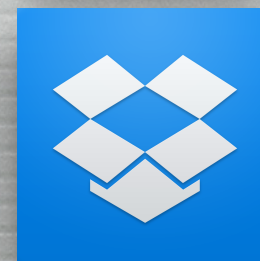
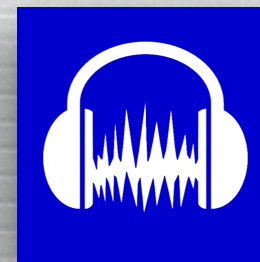


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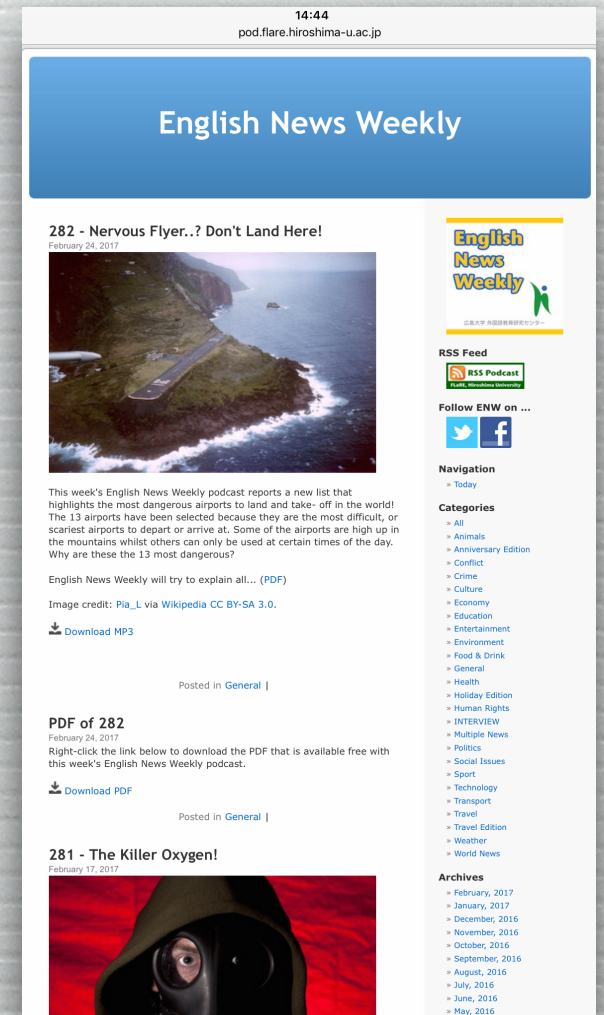
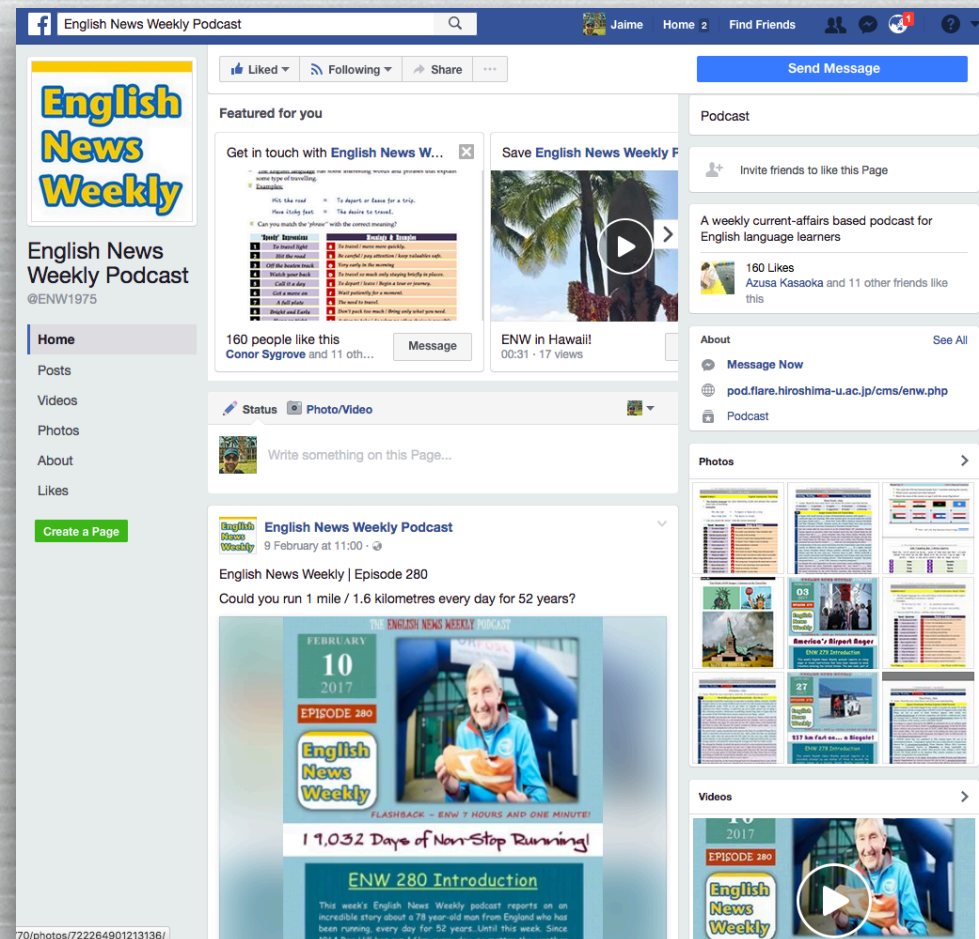
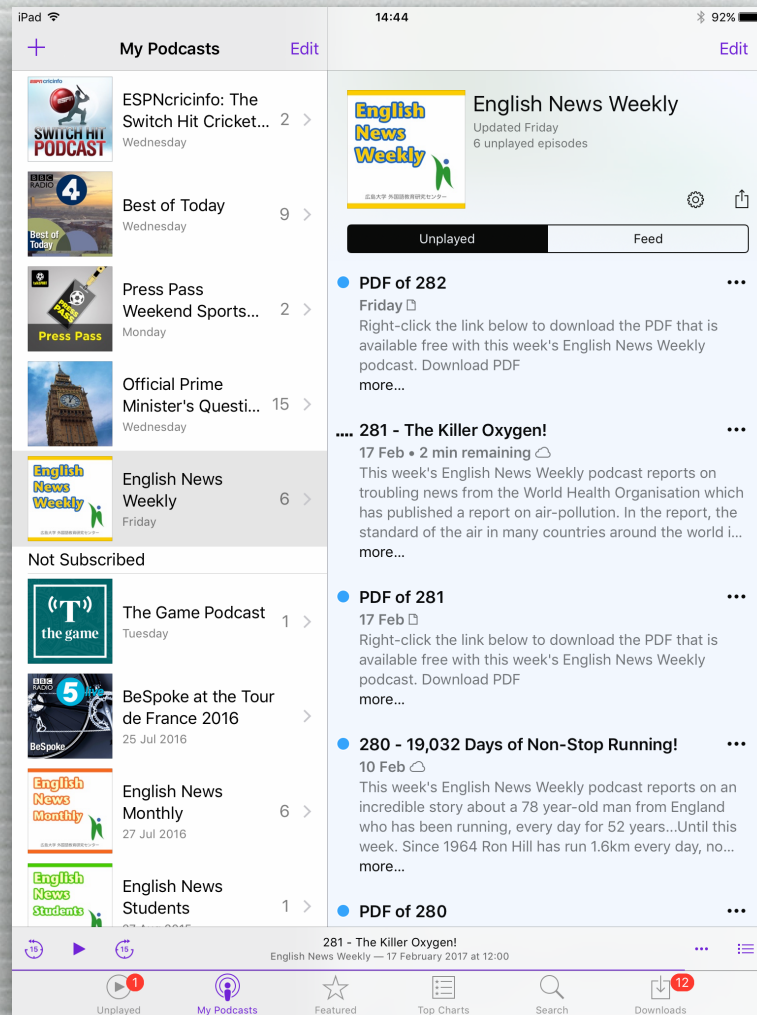
How to Make a Podcast



- 1: You need an interesting idea. One that has longevity ideally.
- 2: You need to set aside a bloc of time.
- 3: You need equipment...but not necessarily expensive
- 4: You need an Apple Account. €99
- 5: Limit podcast to 10-15 mins. Don't want a snoozecast...

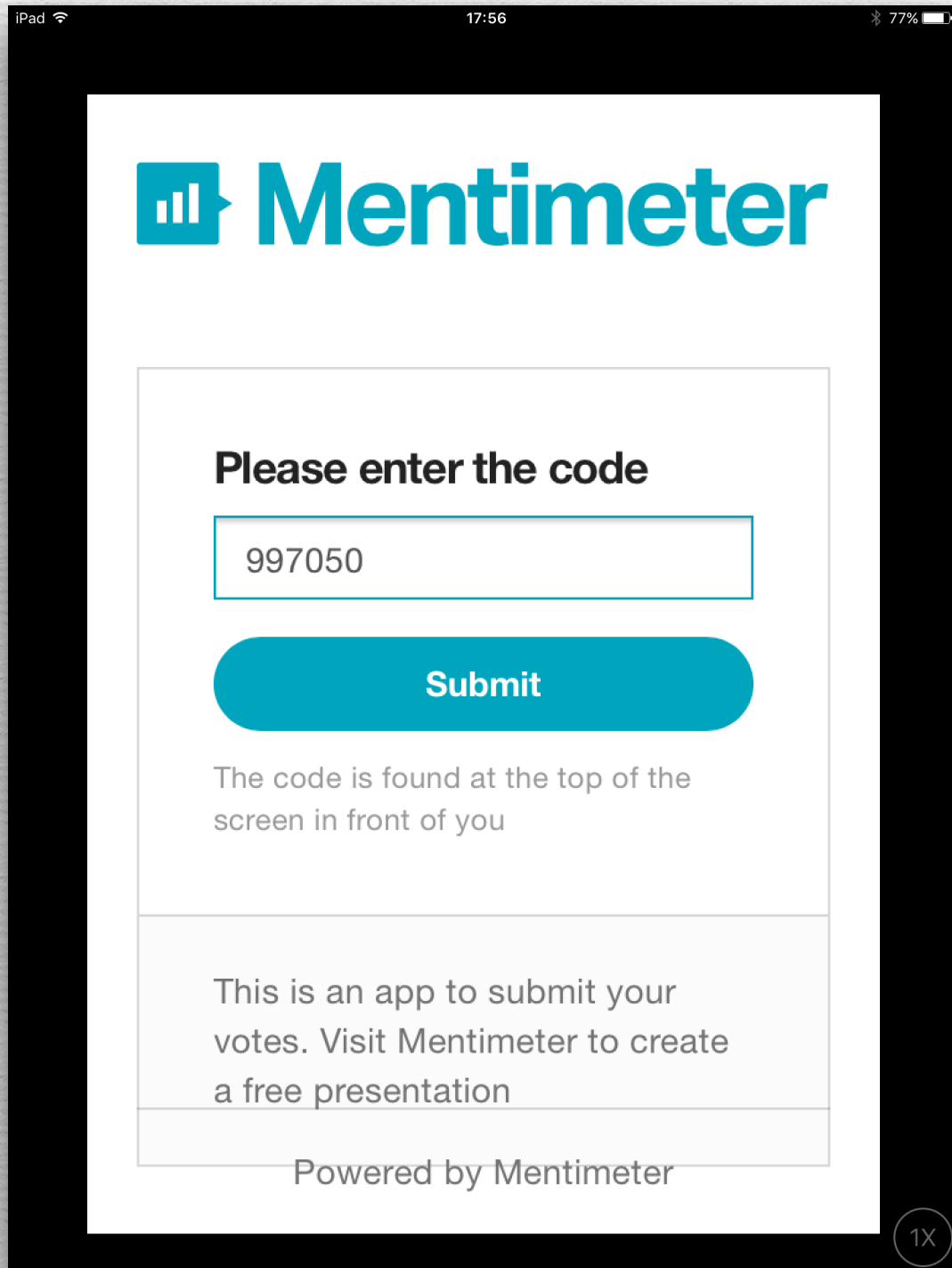


Social Media Access




Quick Research...

Please go to...
www.menti.com
And type in the code.
Select the choices.



iPad 17:56 77%

 **Mentimeter**

Please enter the code

997050

Submit

The code is found at the top of the screen in front of you

This is an app to submit your votes. Visit Mentimeter to create a free presentation

Powered by Mentimeter

1X



iPad 17:59 77%

 **Mentimeter**

Are You Podcasters..?

You may choose multiple options.

☒ Regularly listen to podcasts

☐ Listen to language learning podcasts

☒ Use podcasts for teaching

Submit

1X

Thank You

**English
News
Weekly**

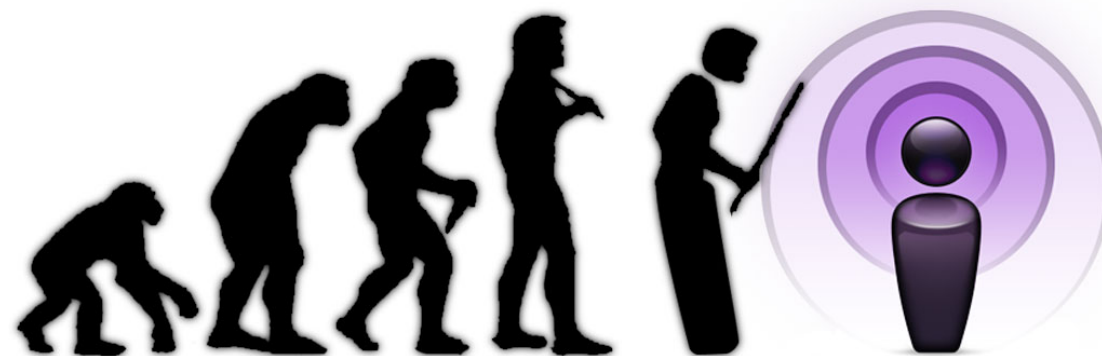
<http://pod.flare.hiroshima-u.ac.jp/cms/enw.php>



To download this presentation please scan
the QR Code or go to:

www.jaimeselwood.com/conferences

Podcasting Has Evolved. Have You?



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