

Good Question - Podcasts as a means of communication and interaction

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How many of you listen to podcasts?

How many of you produce
podcasts?

About a million Finns listen to
podcasts on a monthly basis

- Sound recordings published on the web, which are often compared to radio programs, although they may not be broadcast on radio channels
- You can download podcast episodes from the web onto your device or listen to them through various podcast services
- Podcast listeners are often mixed audio consumers who also listen to the radio on a weekly basis.

- According to the [survey](#) conducted by Radiomedia ry (2018), nearly 40 per cent of 15–29 year olds and 35 per cent of 30–44 year olds have listened to podcasts in the past month.
- People aged 45–54 listen to podcasts for up to one and a half hours per week.
- On average, people spend about 82 minutes a week listening to podcasts.
- The typical listening time for podcasts is in the evening between 6 pm and 10 pm.
- One quarter of Finns intend to increase the time they spend listening to podcasts in the near future.

- Most listen to podcasts at home (77 per cent), and most often via smartphone (72 per cent).
- 36 per cent of respondents say they listen to podcasts while doing homework, 32 per cent in the car, 24 per cent while working or studying, and 14 per cent while exercising.
- The main motives for listening to podcasts are the desire for enjoyment (63 per cent) and relaxation (45 per cent) while consuming interesting content. In addition to entertainment, however, people also listen to podcasts because **they want to learn something new** (32 per cent) and **stay up to date**.

Many genres

- feature
- documentary
- story-telling
- fiction
- musical
- game show
- monologue
- sound art

What does it take to make a
podcast?

- quiet recording place
- recording equipment (headphones and a microphone for each speaker)
- editing software
- publishing platform
- good technical quality = easier to listen to = people will listen for longer
- you cannot close your ears while listening, cf. the impact of misspellings on the reading experience

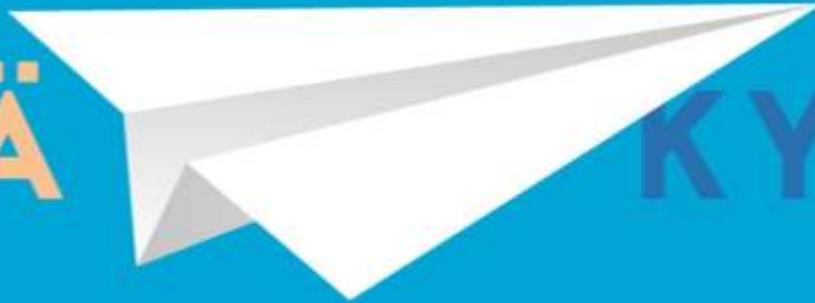
- audio must be marketed by medium other than audio (web, social media, newsletter)
- long lifespan if the content is timeless
- raising topical issues again in the future
- dedicated page for each episode that is easy to link to
- section on the embedded player
- instructions on how to subscribe (iTunes, Spotify)

Discussion Podcasts

- discussion > interview
- discussion requires listening
- good speakers generate interesting material
- almost everyone benefits from editing, just like in the case of texts

GOVERNMENT'S ANALYSIS,
ASSESSMENT AND RESEARCH ACTIVITIES

HYVÄ



KYSYMYS

- Good decisions are based on well-researched information. Good Question (Hyvä kysymys) is a podcast that brings together information producers and users, researchers and decision-makers.
- Government analysis, assessment and research activities produce information to support decision-making, knowledge management and better practices.
- The goal of the podcast is to make decision-makers aware of this knowledge in a way that is both informative and entertaining.

- In each episode, the podcast brings together producers and users of information: researchers, politicians and officials.
- Each half-hour episode is divided into three parts: First, we ask at least one burning question, then we'll explain what we've learned about it, and finally think about how informed decisions could be made based on this knowledge.

- The series also deals with the role of information in politics more generally:
 - How well does evidence-informed policymaking fit into policy in practice, when decisions are also influenced by other factors?
 - What is the role of researched knowledge and its producers?
 - How is information generated for policy purposes and how can it be better utilised?

- turnkey production service
- host from the Prime Minister's Office
- visiting researchers, ministers, MPs, civil servants
- 10 episodes released so far
- about 1400 downloads in total

Good questions so far

- Can Finns withstand crises?
- Can food loss fight against climate change?
- What worries Europeans?
- How can we make Finnish construction better?
- Are we ready for continuous learning?
- Can we prevent juvenile delinquency?
- How can we make ourselves eat healthier?
- What makes a good experiment?
- How much power does hate speech have?
- Does digitalisation threaten our relationships with our loved ones?

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- Audiogram video for Twitter use
- Guests:
 - Professor **Anna Rotkirch**, Population research Institute
 - **Tommi Laitio**, Head of the City of Helsinki Cultural and Leisure Division



Thank you!

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Tietokayttoon.fi

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