



Using the Podcast Between the Data for Qualitative Research and Analysis

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Presented by

Stacy has combined her educational and research experience with her work in the software industry and is delighted to be supporting and building a wider research community. Stacy earned a doctorate in education using NVivo for both her literature review and qualitative research. She has worked at Lumivero, previously QSR International, for 10 years, and is excited about the future of research.



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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)

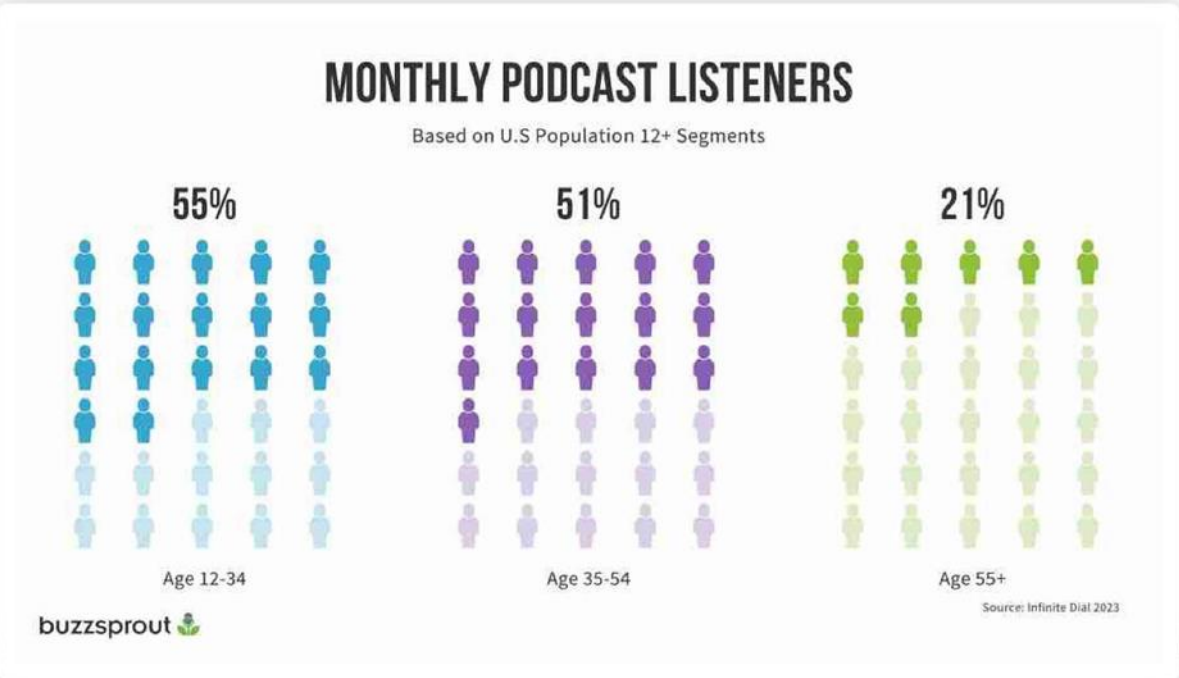
It is a way to digitally record and store and publish interviews or stories or any kind of audio. Podcasts can be a single episode, it can be a series, or they can be in a project that goes on, for instance, every week without like indefinitely, basically. (Simone Eringfeld, 2021, p. 1)



Podcast Numbers

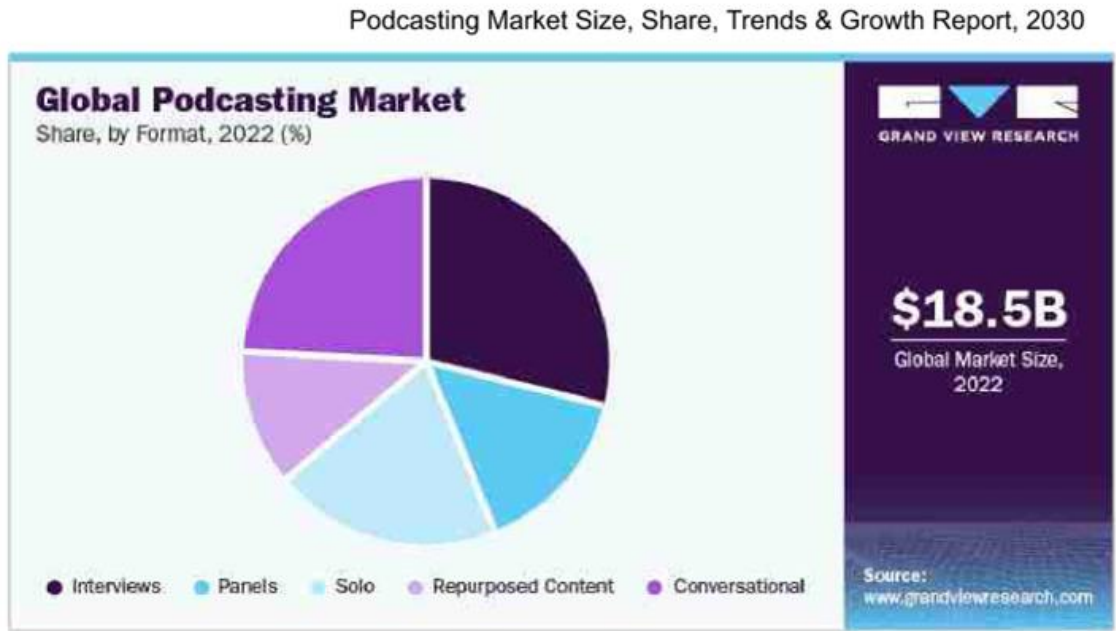
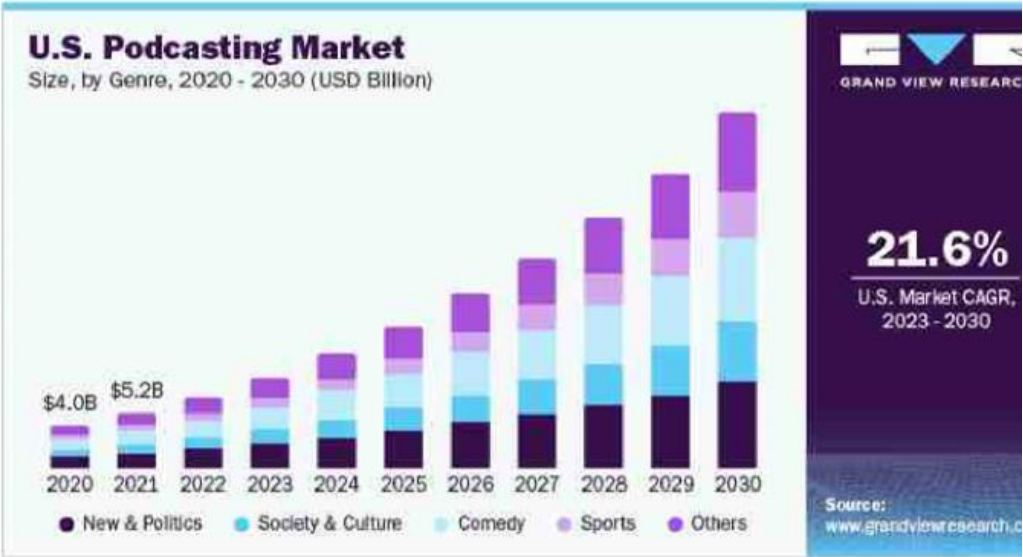
U.S. podcast listener demographics

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



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





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



Types of Podcasts

Scholarly Types

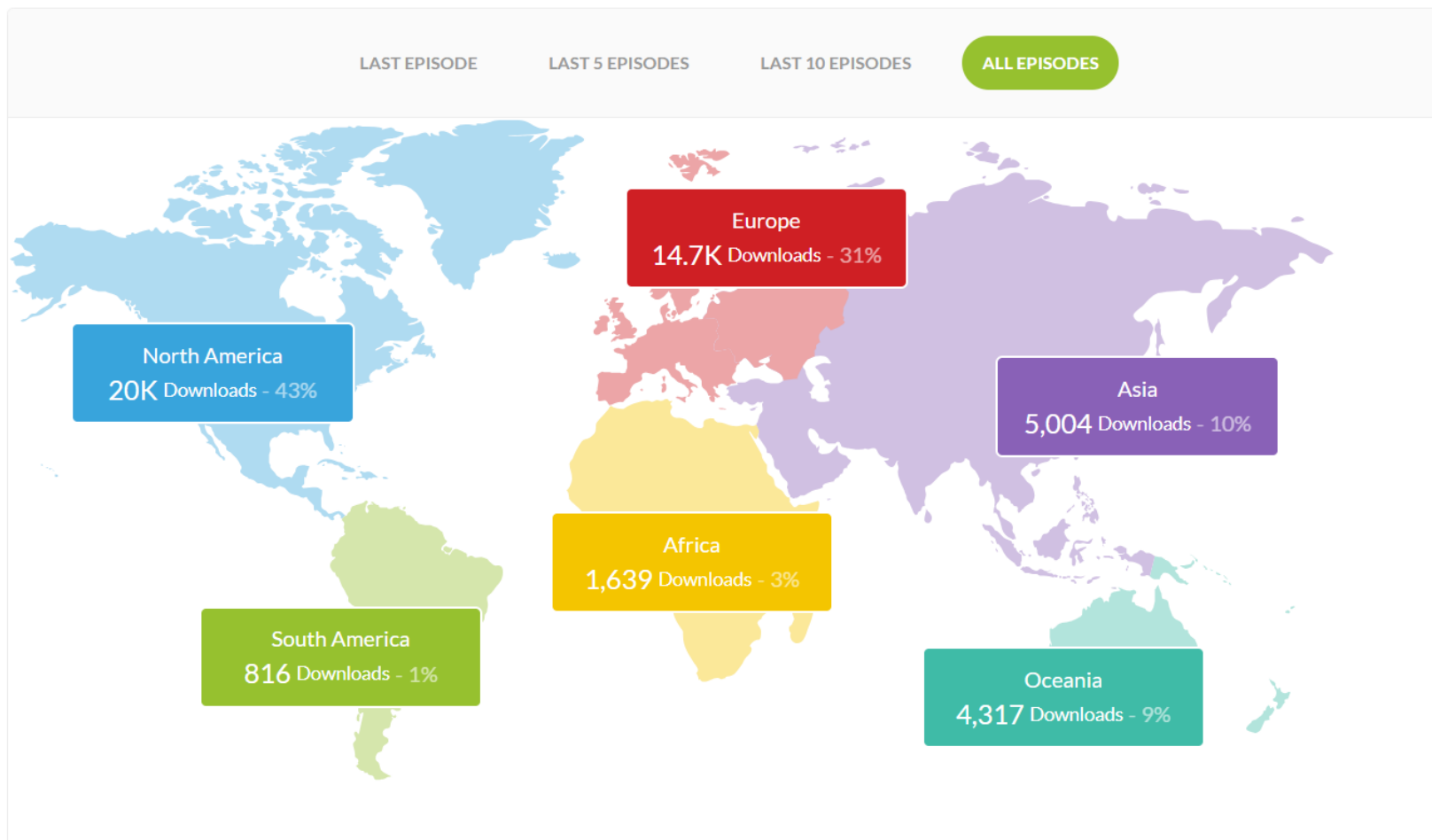
- General Audience – Popular research topics
- Pre-lectures are increasingly being incorporated in the classroom to communicate information and supplement traditional delivery methods (Srai Jra)
- Podcasts for Pedagogy
- Authentic and team-based assessments (Wakefield et al., 2022, p. 1)

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.



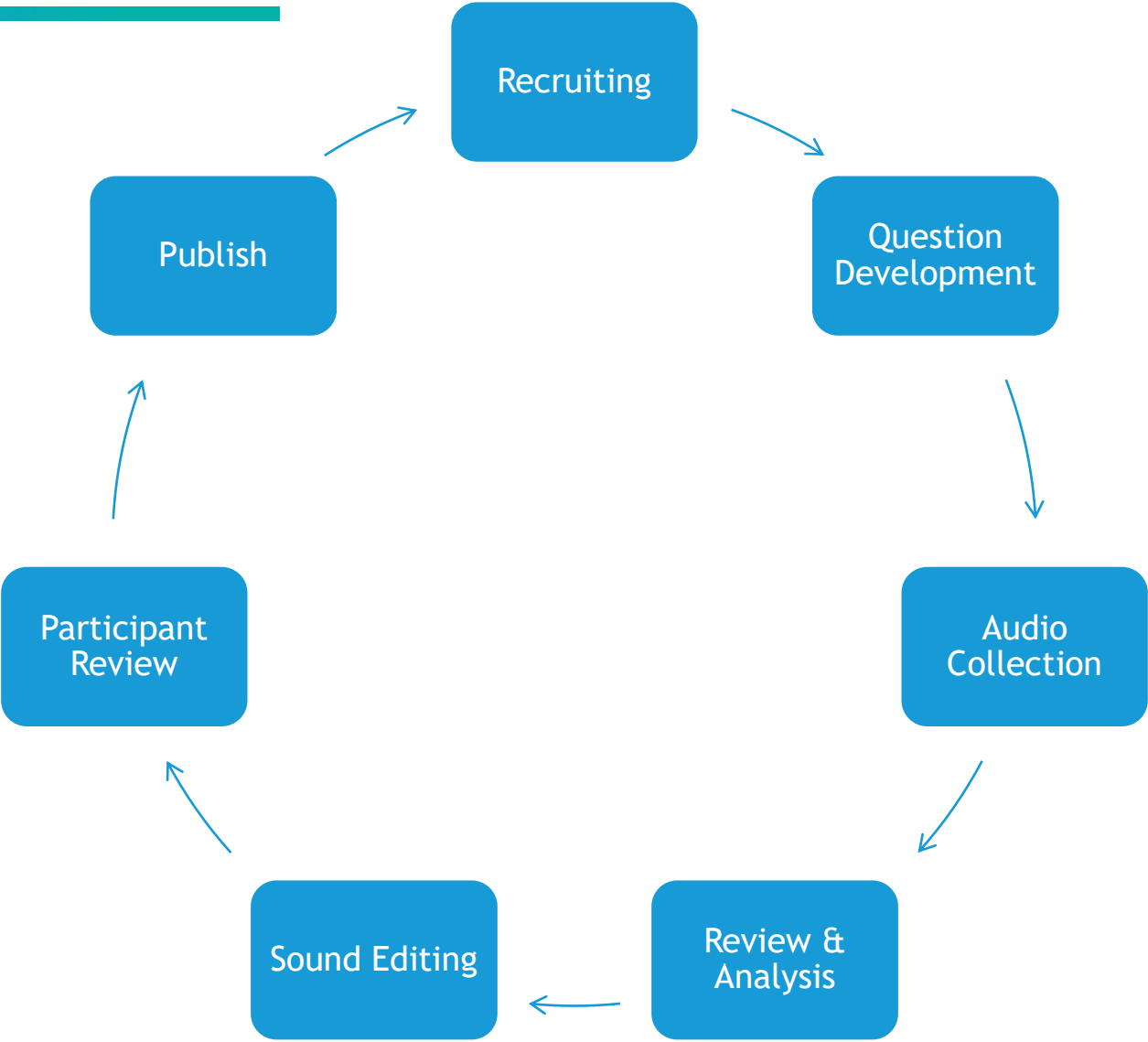
64 Episodes
46,554 Downloads



Click on Microphone for Episodes

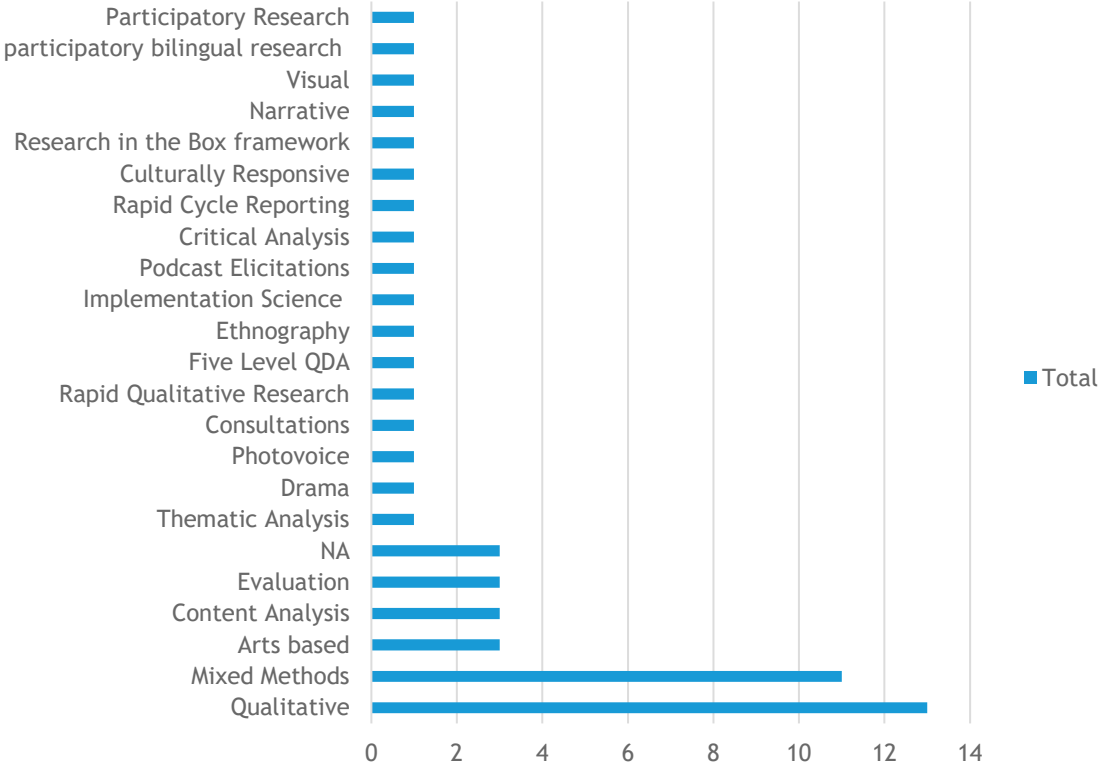


Podcast Process

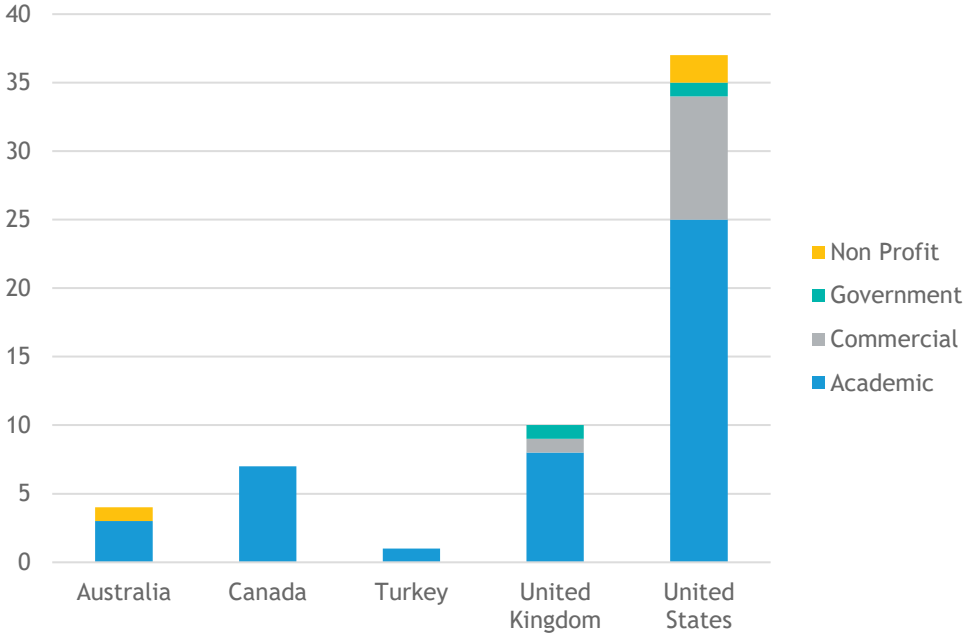


Data

Research Methods



Country & Sector

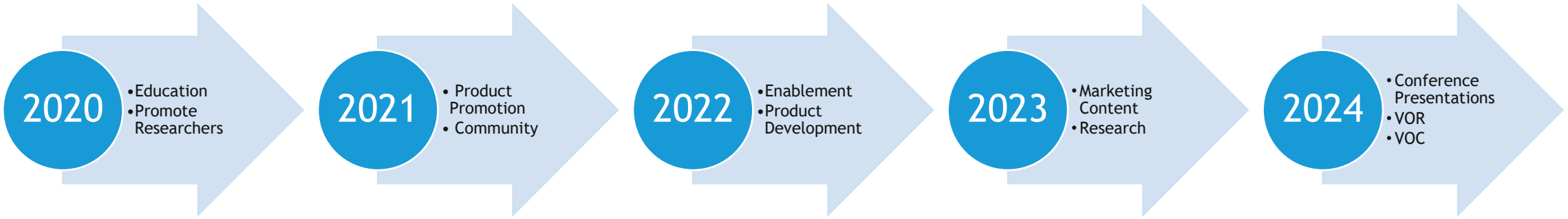


Research Methods with Podcasts

- 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



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



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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

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**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

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Voice of the Customer/Researcher



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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


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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



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



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

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.

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Ep 41: Drama in Qualitative Research with Johnny Saldaña



Johnny Saldaña
 Professor Emeritus
 Arizona State University

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

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Voice of the Customer/Researcher







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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

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Research & Analysis Process

Research Method: Podcast Case Study and Market Research Podcast Ethnography

Analysis Method: Inductive Content Analysis [Navigating Inductive Content Analysis in Qualitative Research Podcast Episode & Blog](#)

- Read over text
- First round of coding that identifies high-level categories
- Second round of coding that breaks each category down into even further fine-grain topics
- Final step is to produce a map of the categories and concepts from across all the texts – one that can be used to draw conclusions about the whole body of research.

NVivo 14

- Manage Podcast Episodes
- Code interviews –
 - text and video
 - Autocoding – Themes and Sentiment
- Queries
 - Word Frequency
 - Text Search
 - Cross Tab
 - Matrix Query

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Questions?

Lumivero's \$20,000 Grant for Early Career Researchers

Lumivero is thrilled to be supporting the next generation of researchers working to make a positive impact on our world.



Start your application today!

Apply by July 31, 2024

Are you an early career researcher with an idea for a research project that will make a positive impact on our world? This year, Lumivero will award \$20,000 USD in funding to an early career researcher with a research project that uses NVivo, Citavi, or XLSTAT, shows promise and a contribution to knowledge, and a commitment to our 2024 theme: Research Excellence that Impacts Our World.

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Webinars & User Groups

WEBINAR

NVivo Databases And Beyond in the Humanities



DR. KATHRYN DESPLANQUE
Assistant Professor,
UNC Chapel Hill

April 25
12 P.M. EDT

[Register Here](#)

USER GROUP

Coding and Autocoding with NVivo



Stuart P. Robertson, EdD
NVivo Certified Trainer

April 24, 2024
1PM EDT

[Register Here](#)





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Surveys

AAPOR Survey: https://newheightsresearch.co1.qualtrics.com/jfe/form/SV_0D6G60lf5yPsYf4

NVivo Survey:

https://lumivero.zoom.us/survey/nyRf6E8ZPLdrhZfiYbcYDeqf8t7cq8AeJpWOMQ8-o3AIUMcwRtU.UDnZDOw_dBi_1YJV/view?id=AnuLONlcTxuTBAK-35qHfw#/sharePreview

