

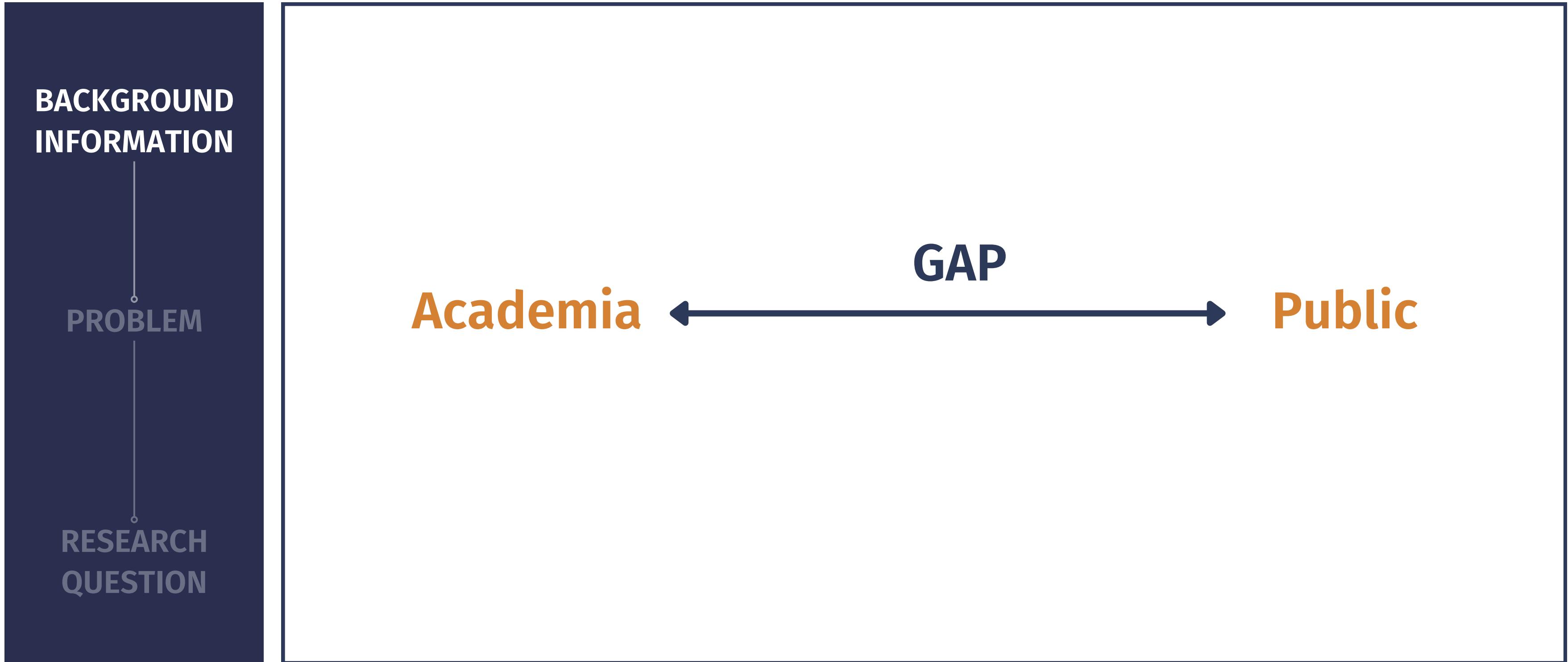
Analyzing the Potential User Adoption of Video Podcasts for Scholarly Research Dissemination

My Doan*, Anh Tran*, Na Le*, Nicholas Caporusso*, Gabriel J Sanders**

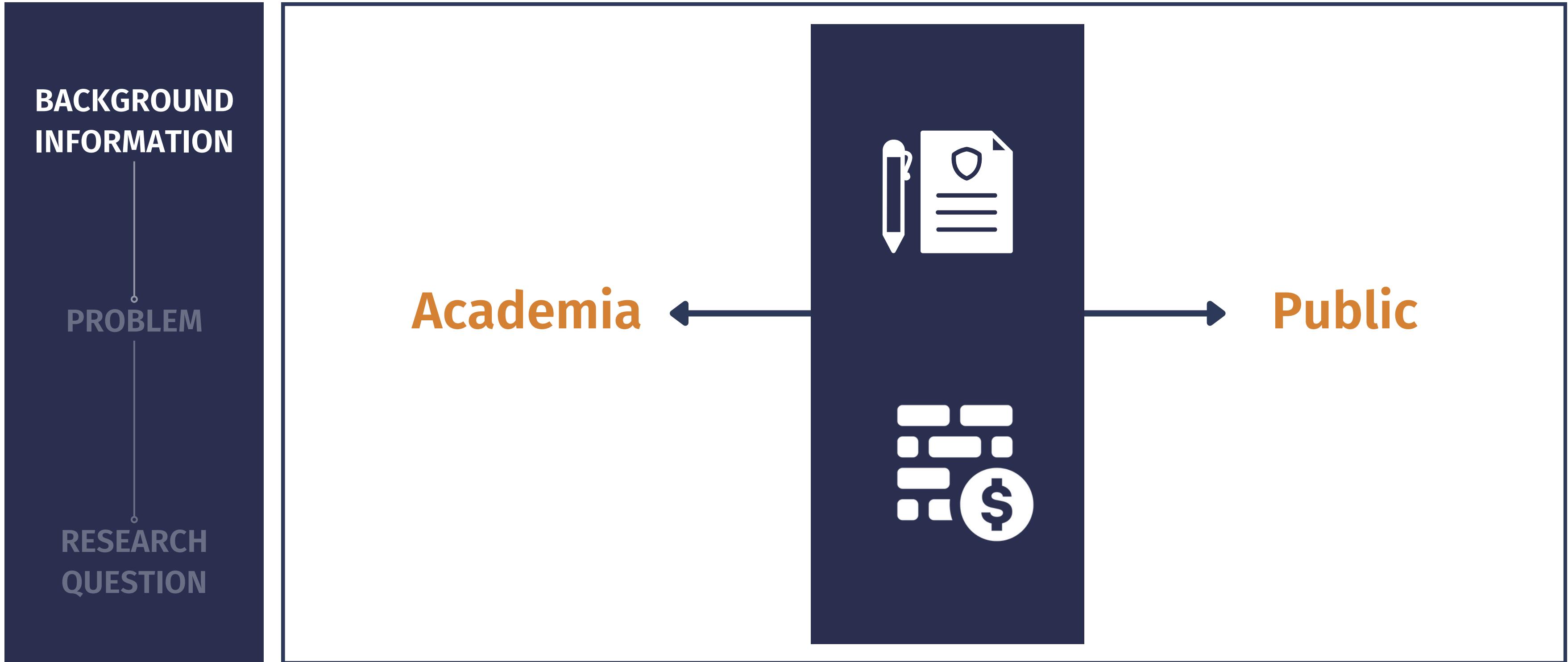
*Northern Kentucky University, **University of Cincinnati

April 2024

INTRODUCTION



INTRODUCTION



INTRODUCTION

BACKGROUND INFORMATION

PROBLEM

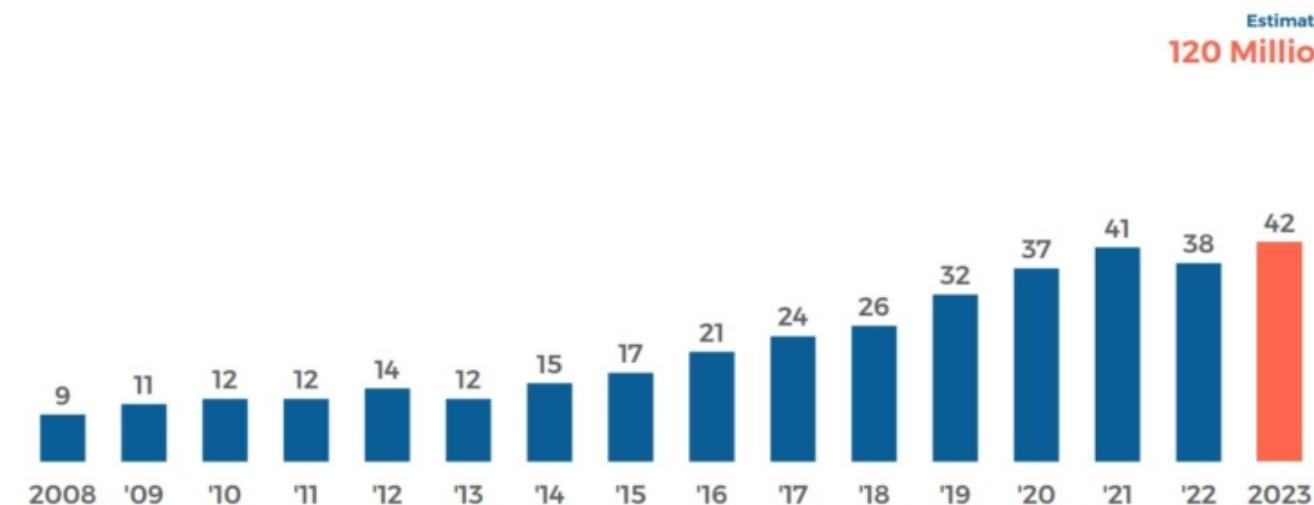
RESEARCH QUESTION

Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

THE INFINITE DIAL® 2023

Estimated
120 Million



42%

of people in the US (12+) consumed podcasts in the last month.

Infinite Dial 2023

Videos and Podcasts have emerged as a very common dissemination tool.

INTRODUCTION

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PROBLEM

RESEARCH
QUESTION



Videos and Podcasts have similar functions to video lectures.

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The potential of multimedia,
particularly videos and podcasts,
to enhance the accessibility and
understanding of scholarly work
is still underutilized.

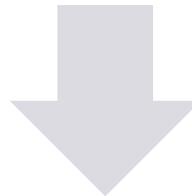
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QUESTION

What is the **behavioral intention** of researchers to adopt video podcasts for research dissemination?



Understand the role and impact of video podcasts in bridging the gap between academia and the public.

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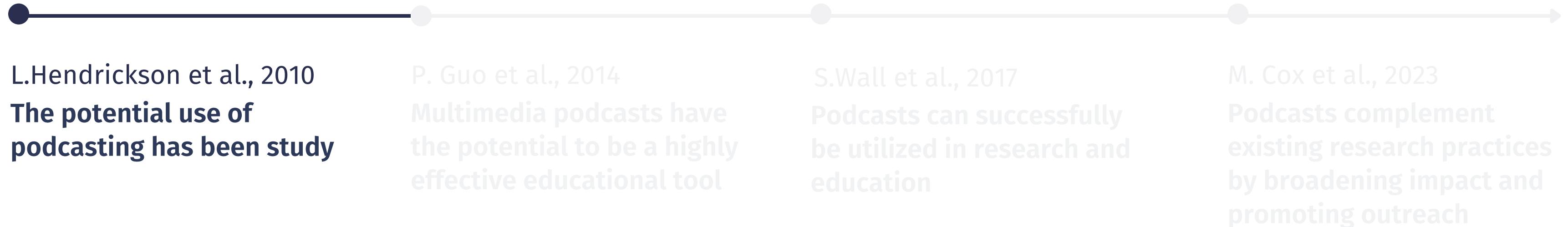
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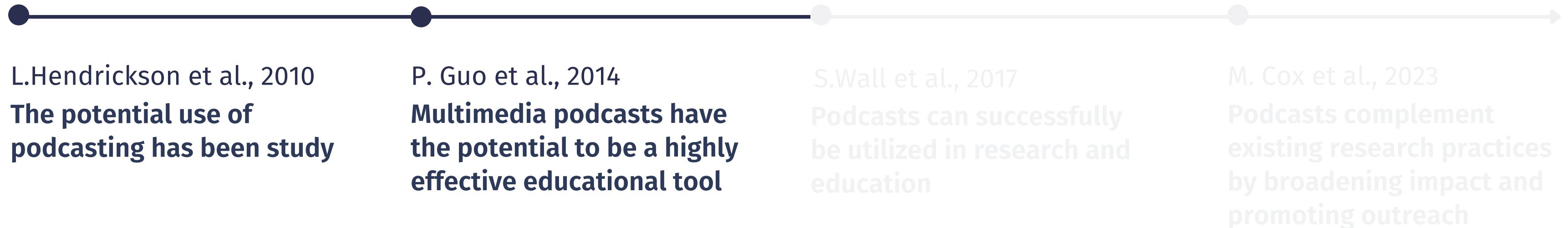


Understand the role and impact of video podcasts in bridging the gap between academia and the public.

STATE OF THE ART



STATE OF THE ART



STATE OF THE ART



STATE OF THE ART



STATE OF THE ART



GAP IN RESEARCH

Motivations and challenges
of video podcast creation

An arrow points from the top of the callout box towards the gap in research area.

STATE OF THE ART



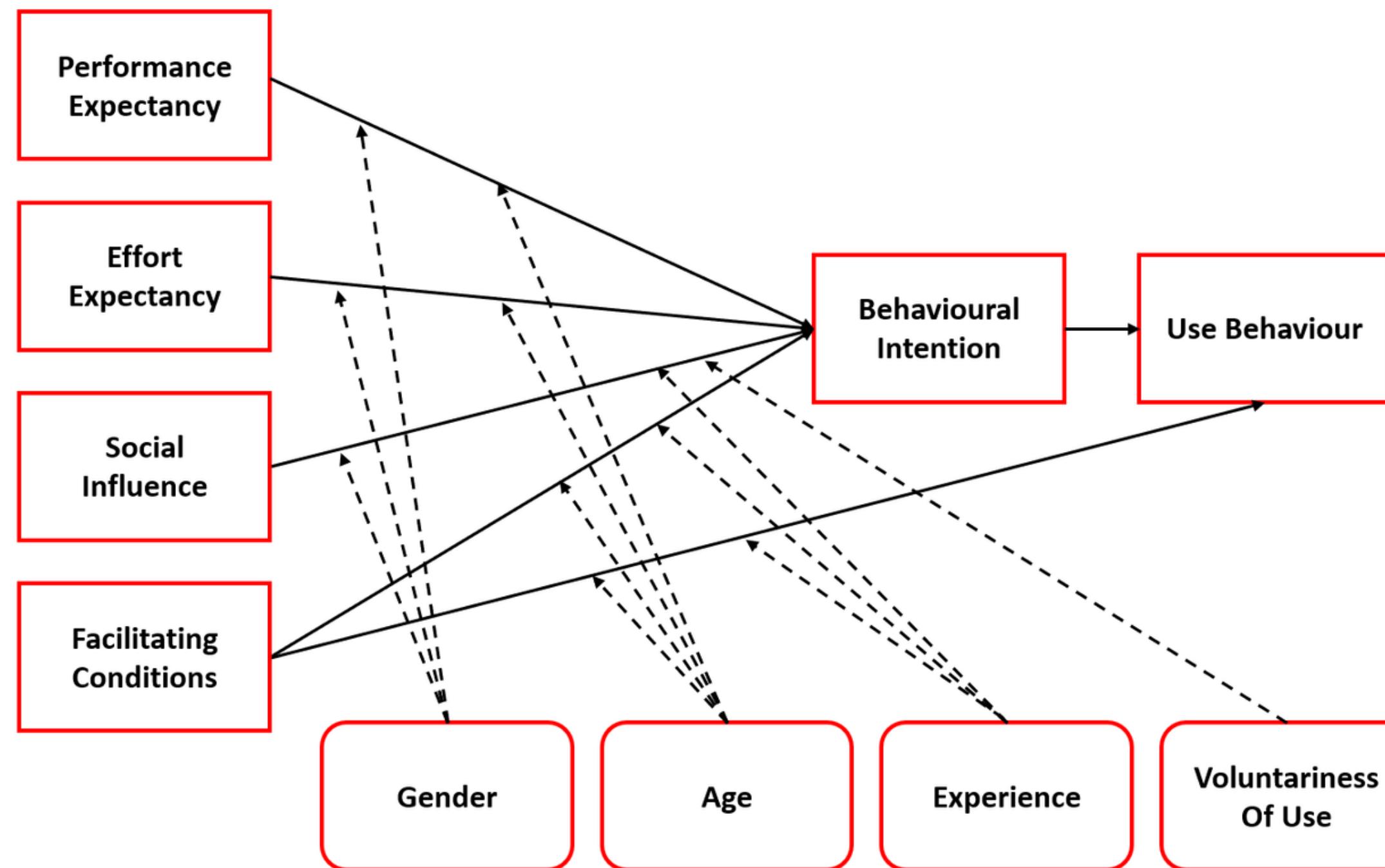
GAP IN RESEARCH

Motivations and challenges of video podcast creation

Researchers' willingness to adopt video podcasts for disseminating their work.

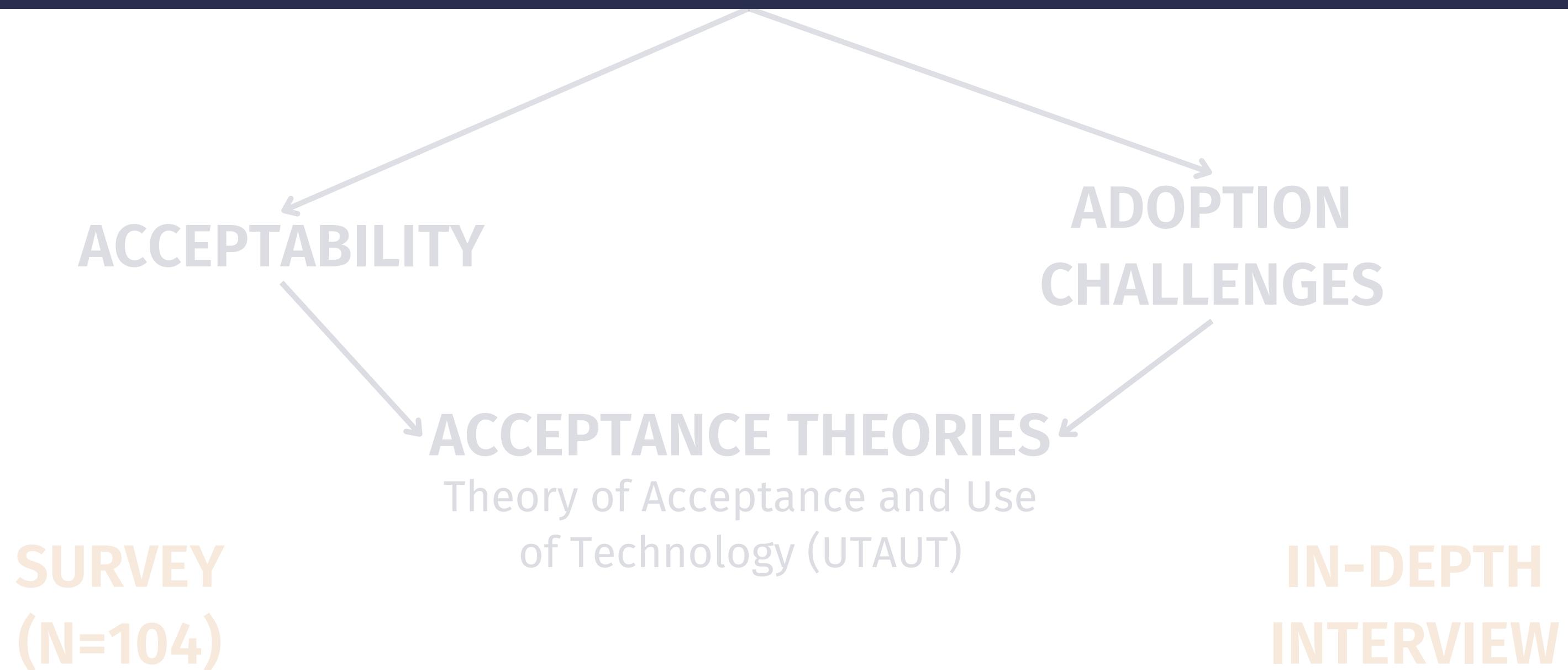
METHODOLOGY

THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT)



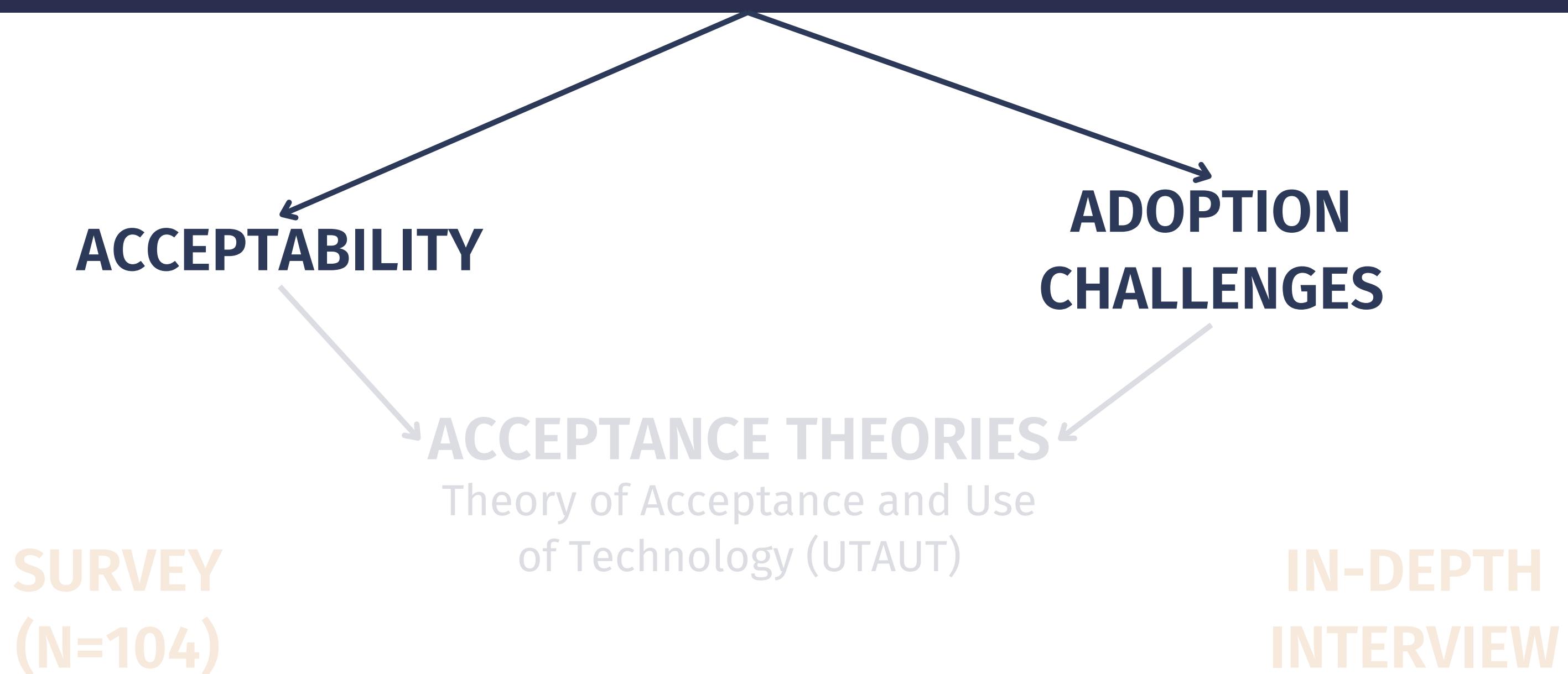
METHODOLOGY

The behavioral intention of researchers to adopt video podcasts.



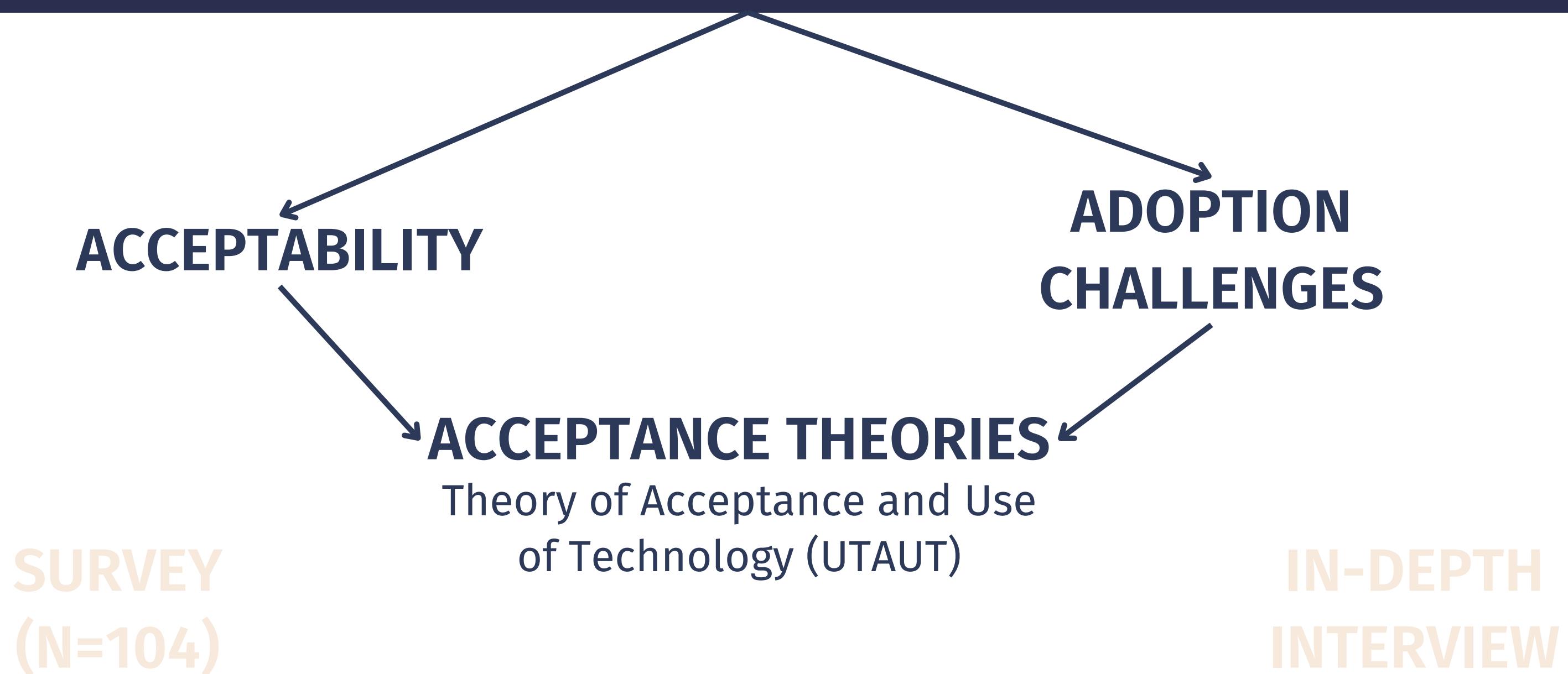
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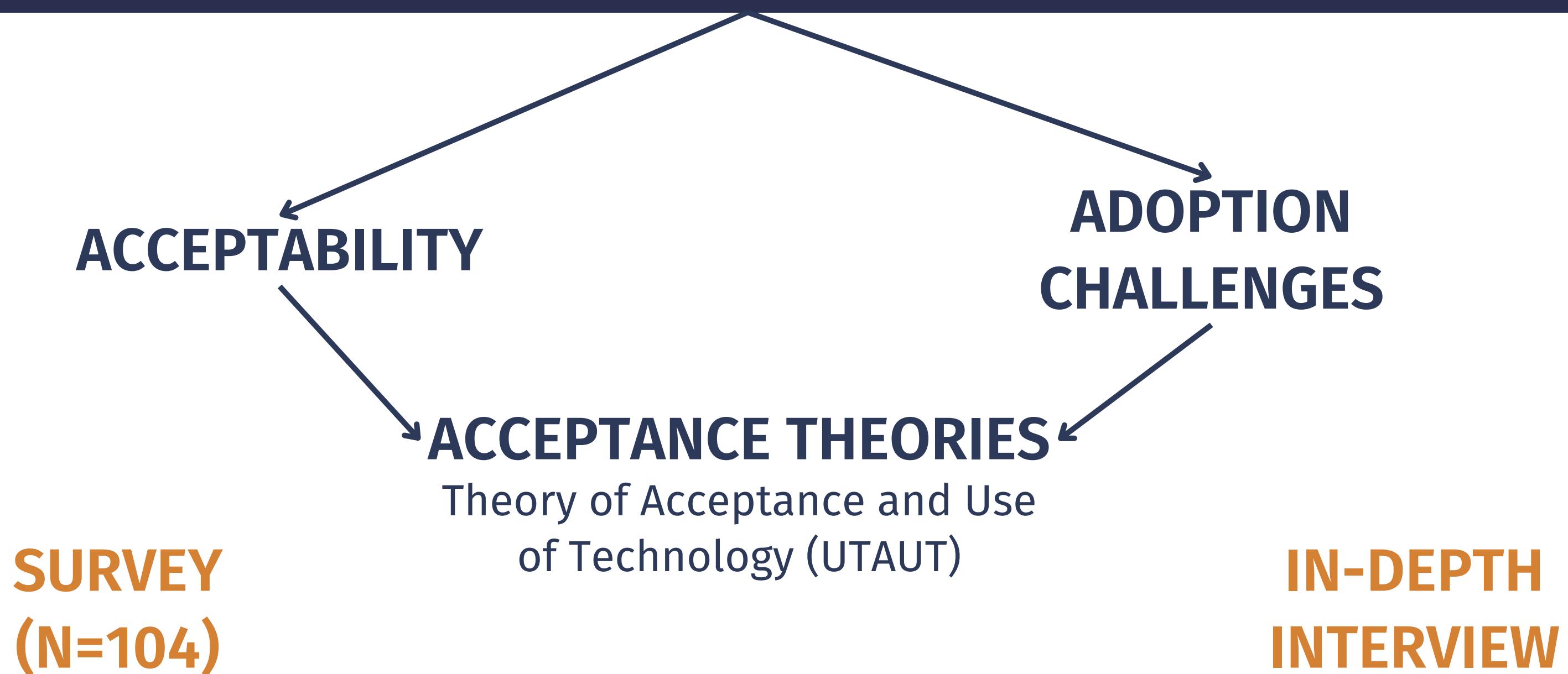
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METHODOLOGY

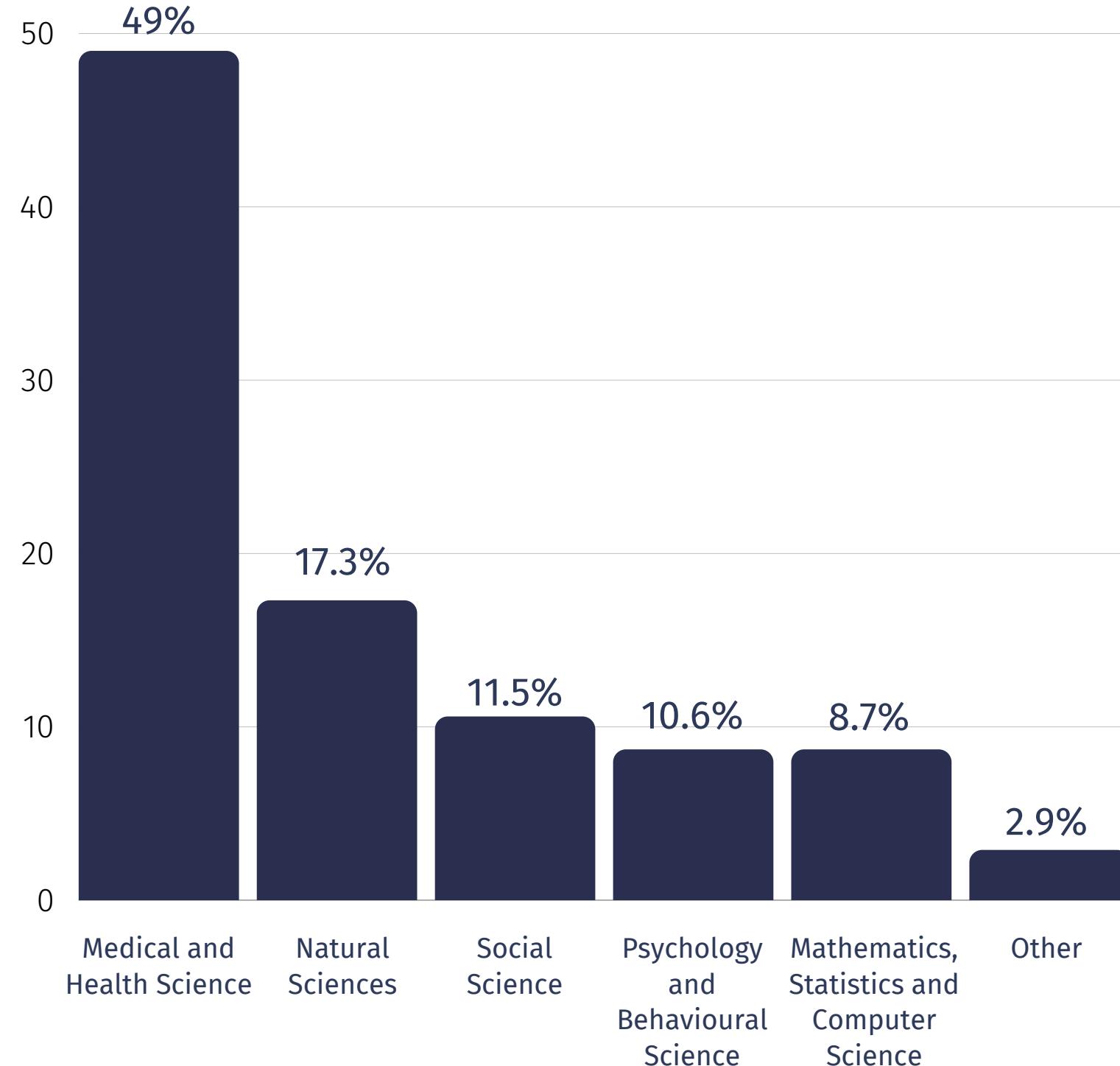
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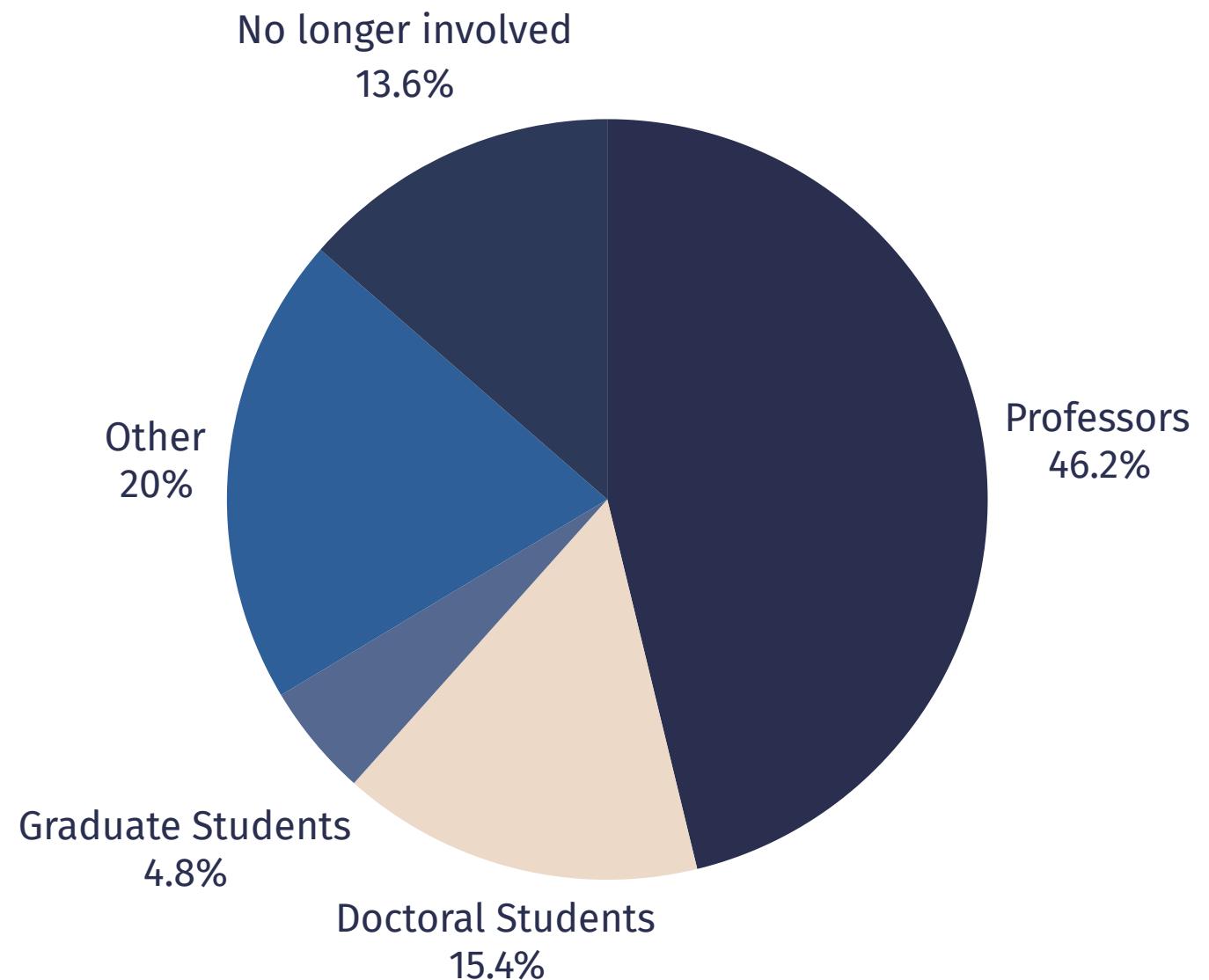
RESULTS

- Participant Demographic

SCIENTIFIC BACKGROUND

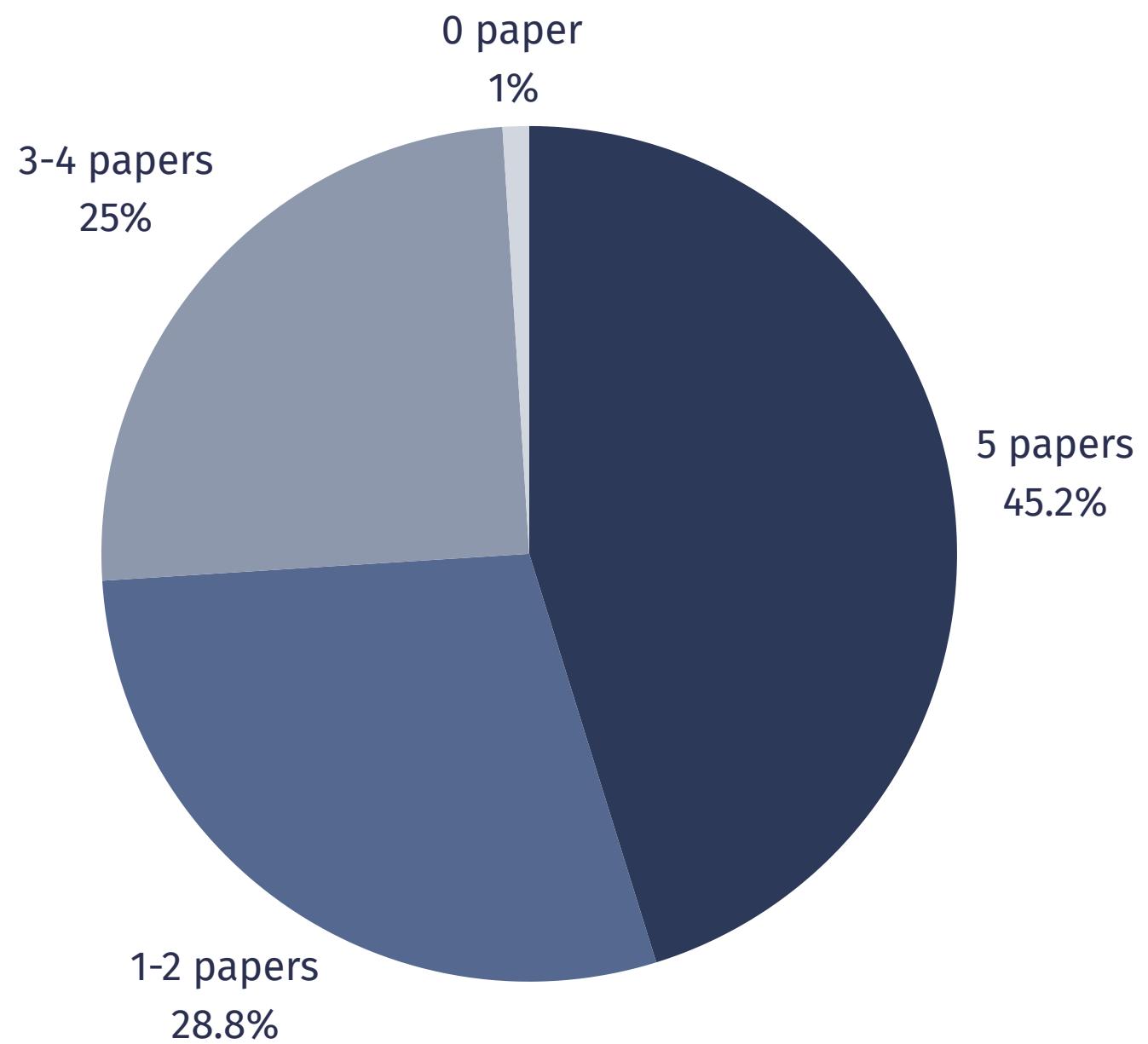


SCIENTIFIC BACKGROUND

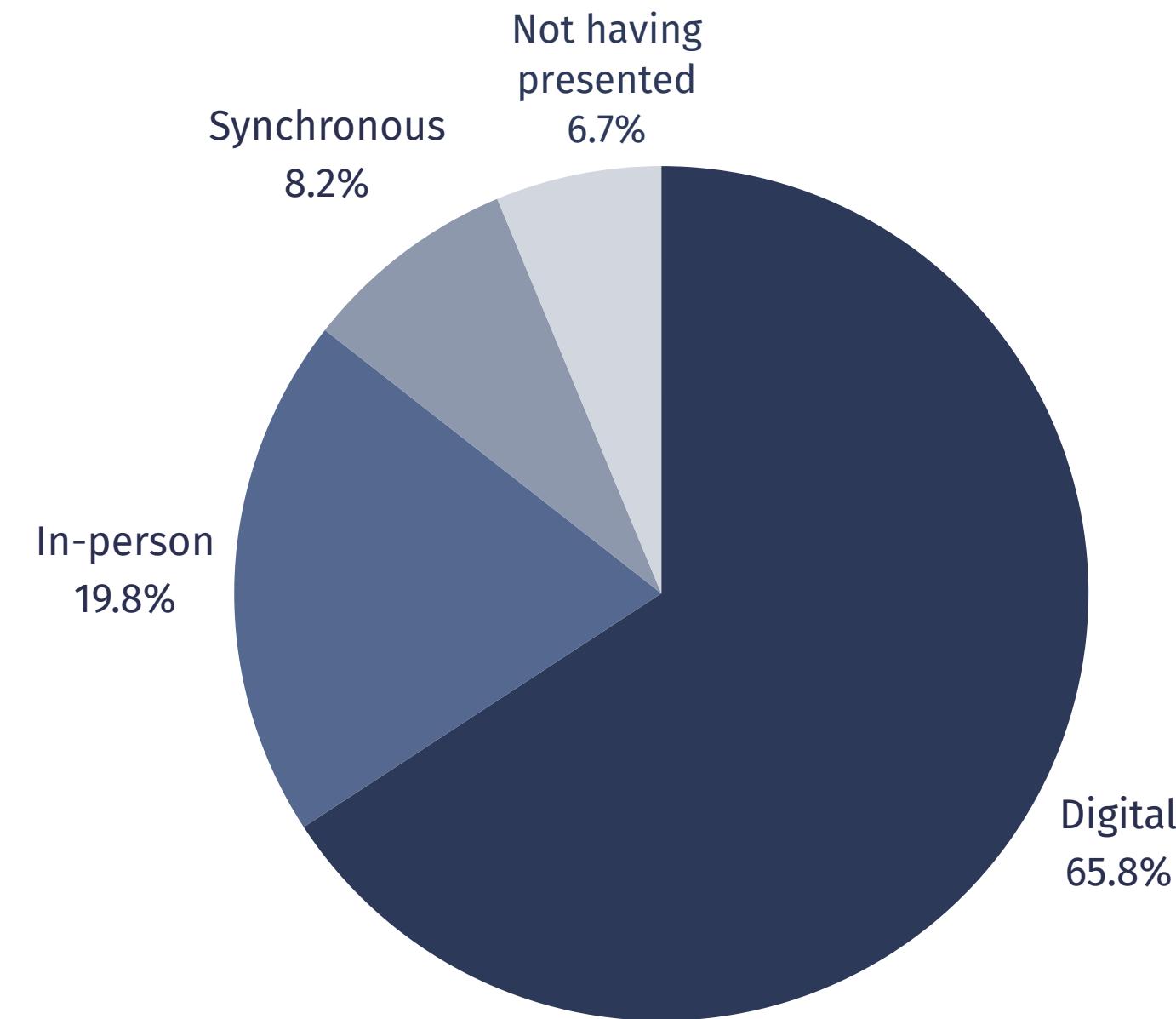


RESULTS - Participant Demographic

SCHOLARLY PRODUCTIVITY
(NUMBER OF PUBLISHED PAPERS IN 2022)



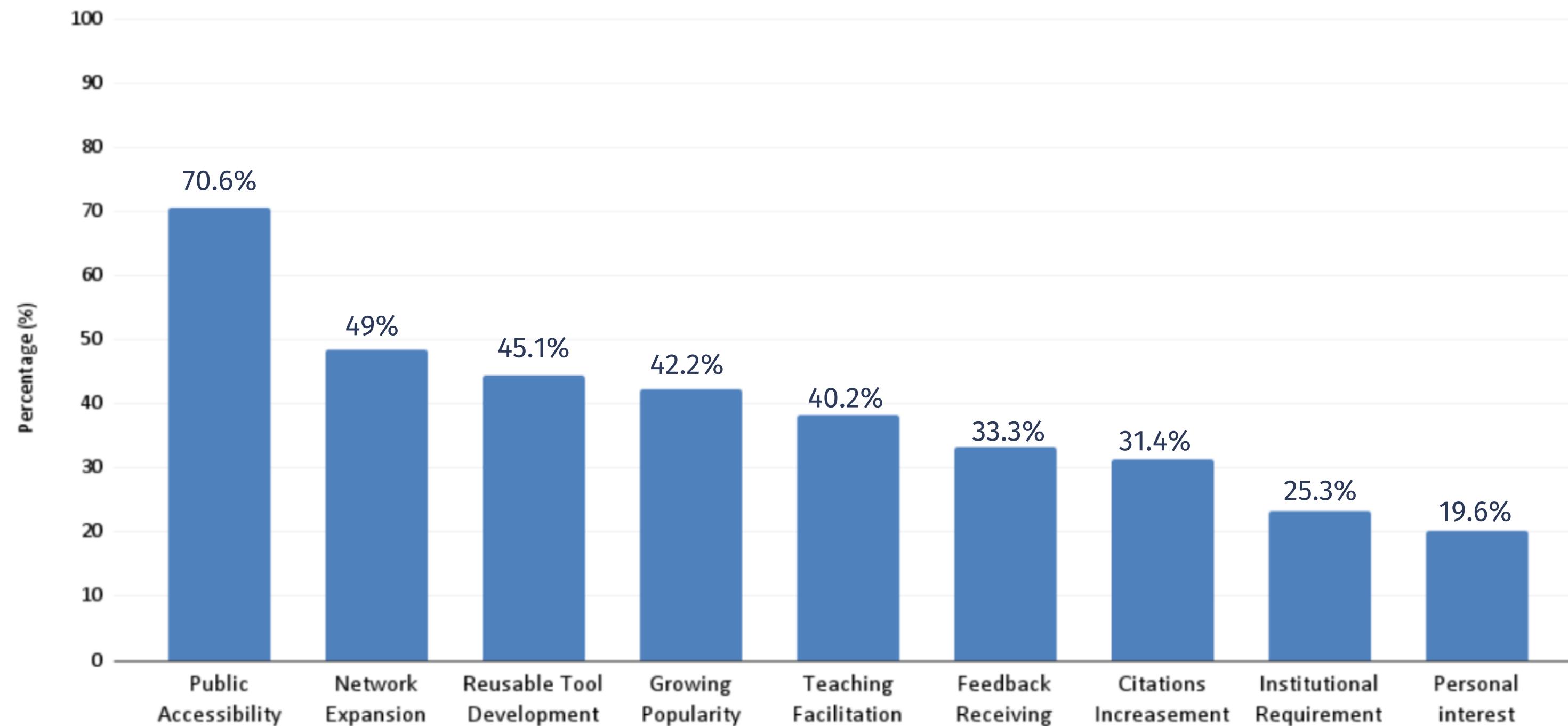
EXPERIENCE WITH DIGITAL
PRESENTATION DELIVERY SINCE 2020



RESULTS

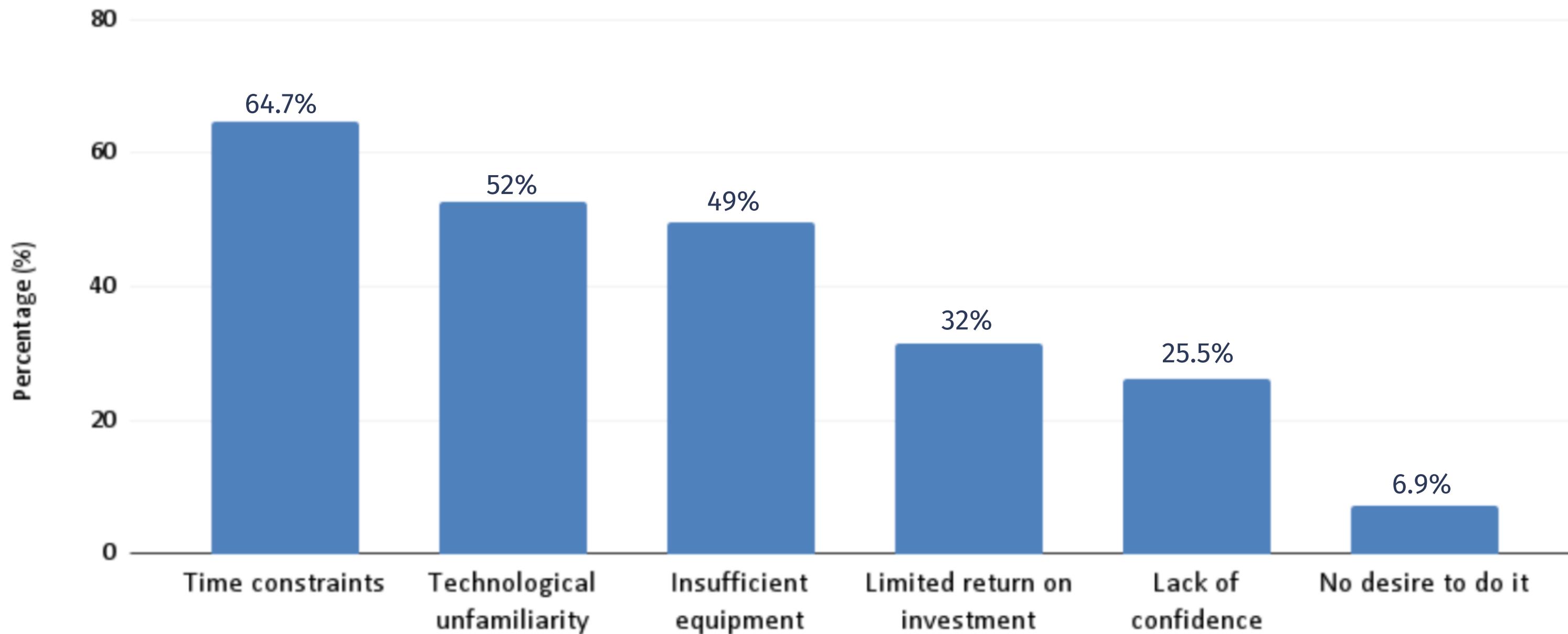
- Motivations for Video Podcast Creation

Motivations for Creating Video Research Podcasts



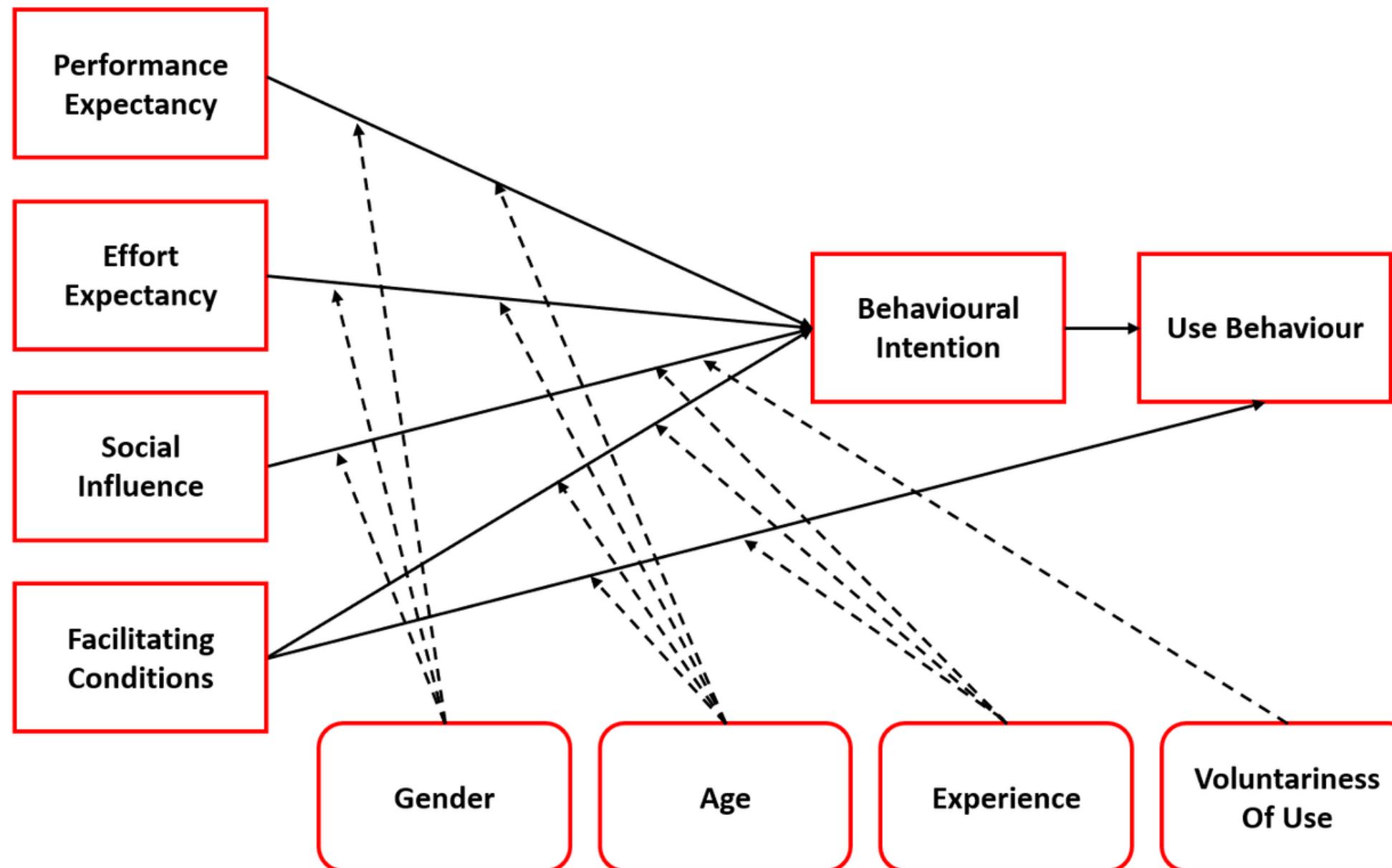
RESULTS - Hindering Factors for Video Podcast Creation

Hindering Factors For Creating Video Research Podcasts



RESULTS - Hindering Factors for Video Podcast Creation

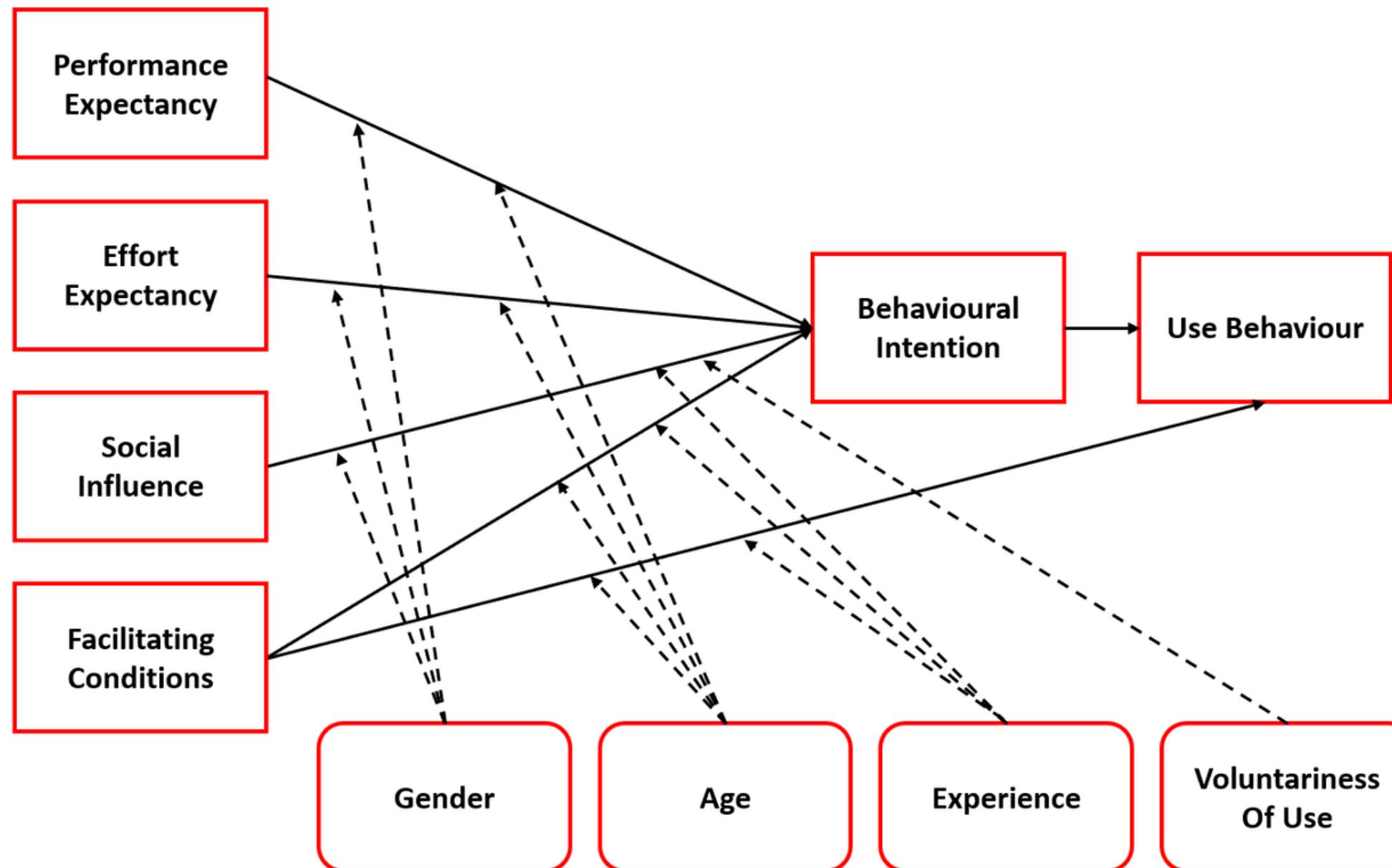
WEIGHT AND SENTIMENT LEADING TO BEHAVIORAL INTENTION



Analyzed the significance
of each dimension

RESULTS - Hindering Factors for Video Podcast Creation

WEIGHT AND SENTIMENT LEADING TO BEHAVIORAL INTENTION

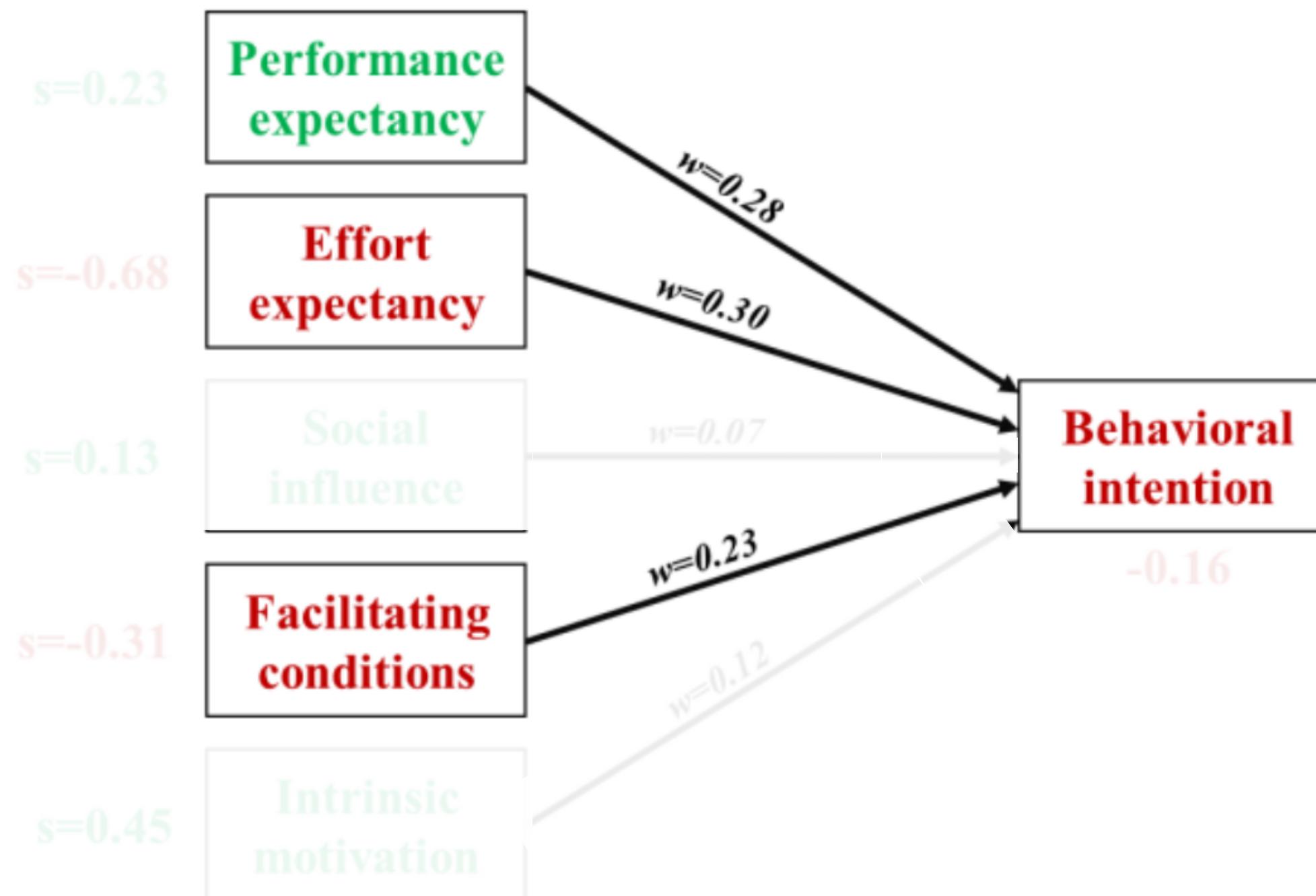


Analyzed the significance
of each dimension

Normalized the weights of
these dimensions on a
percentage scale

RESULTS - Hindering Factors for Video Podcast Creation

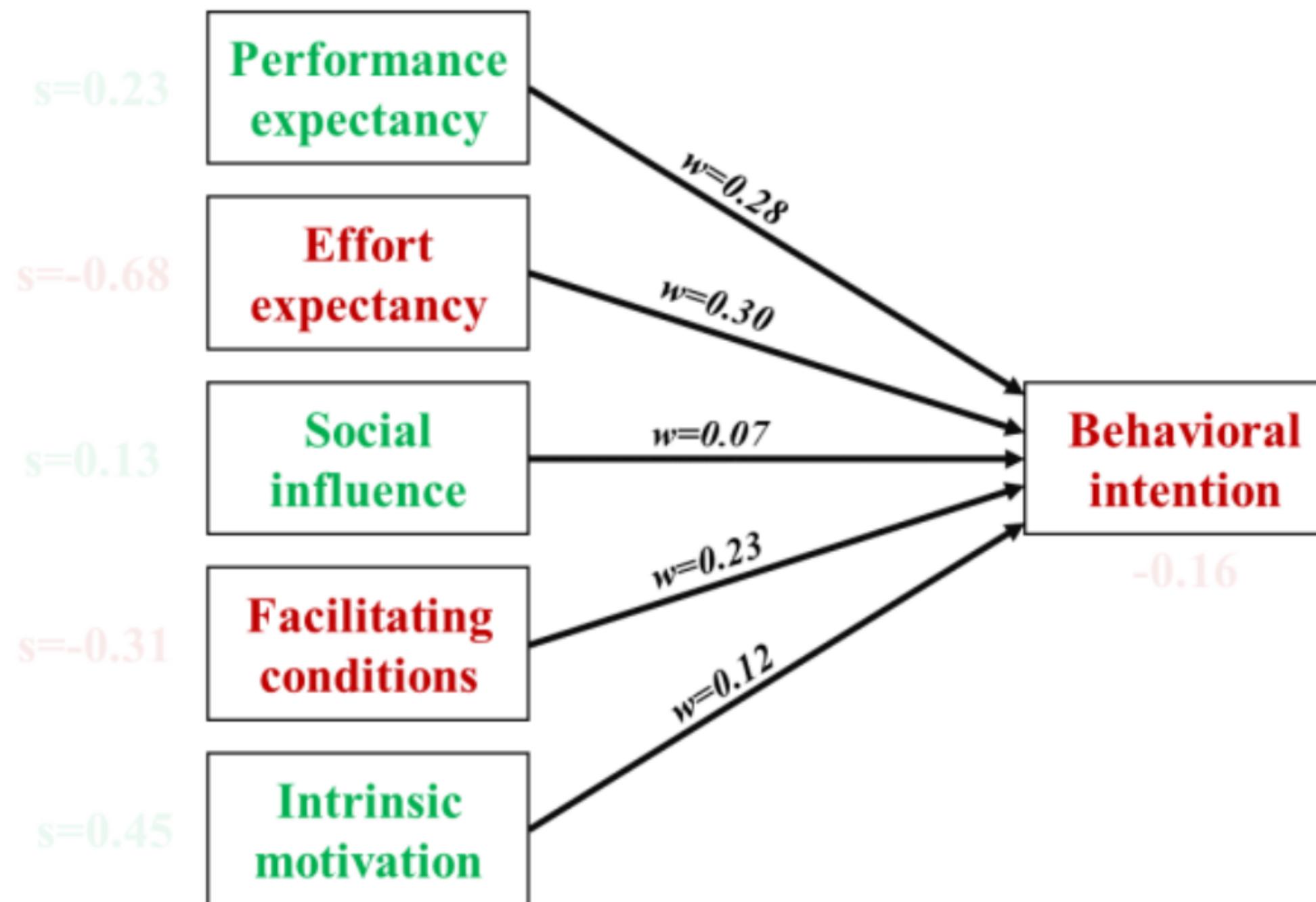
WEIGHT AND SENTIMENT LEADING TO BEHAVIORAL INTENTION



① **Performance expectancy** and **Effort expectancy** emerged as the most influential factors

RESULTS - Hindering Factors for Video Podcast Creation

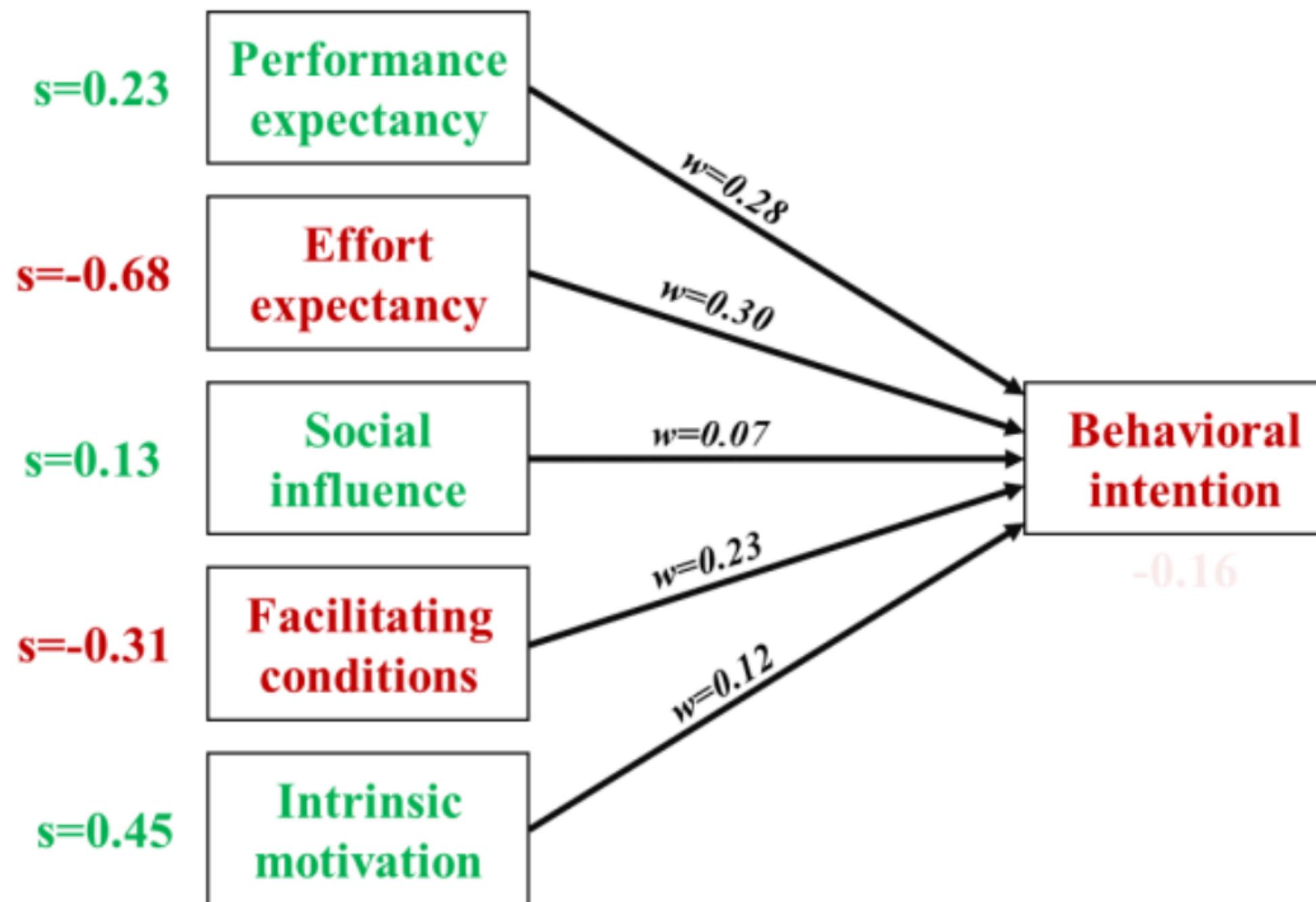
WEIGHT AND SENTIMENT LEADING TO BEHAVIORAL INTENTION



- ① **Performance expectancy** and **Effort expectancy** emerged as the most influential factors
- ② **External factors** have a greater impact on decision-making

RESULTS - Hindering Factors for Video Podcast Creation

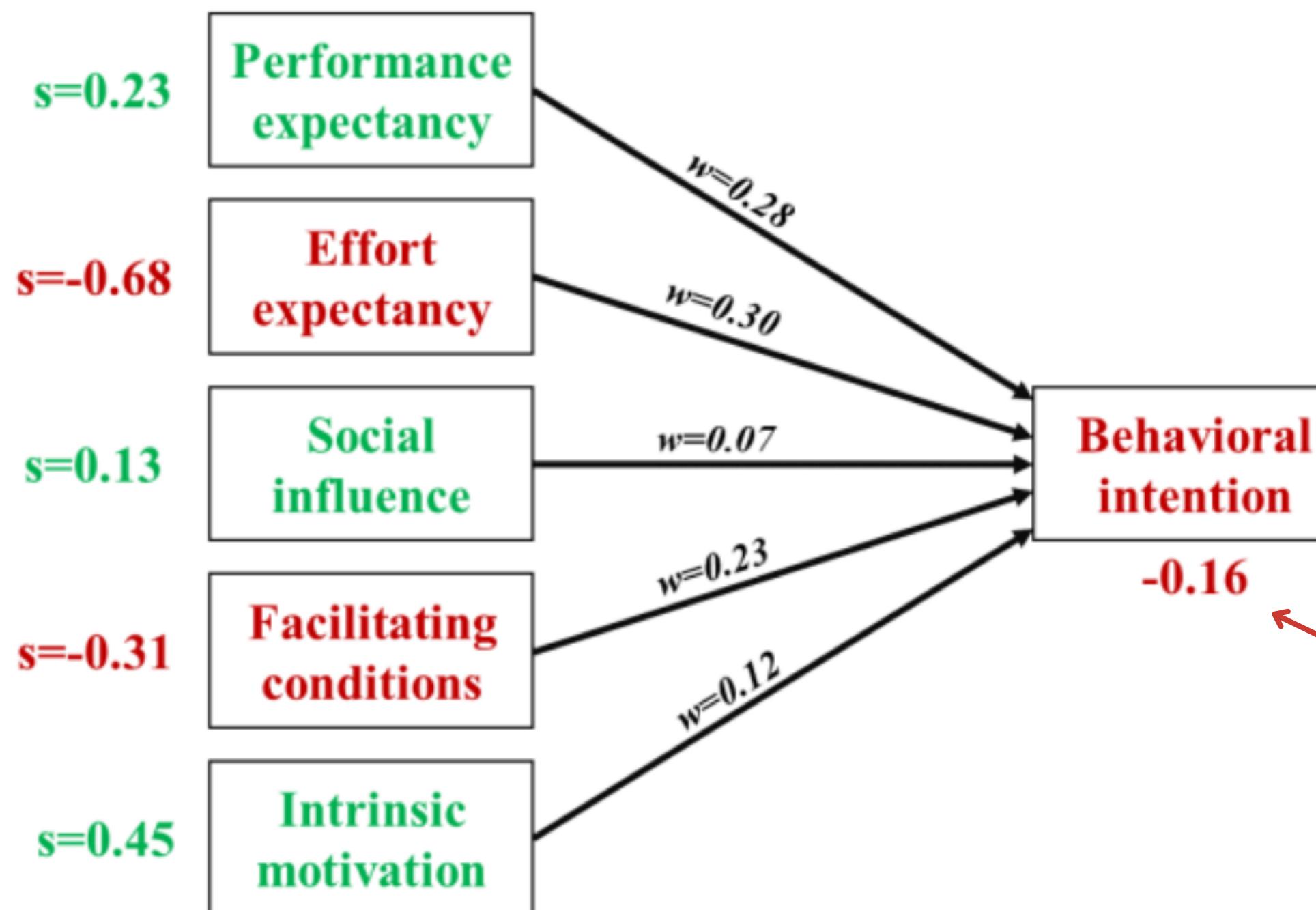
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WEIGHT AND SENTIMENT LEADING TO BEHAVIORAL INTENTION



- ① **Performance expectancy** and **Effort expectancy** emerged as the most influential factors
- ② **External factors** have a greater impact on decision-making
- ③ Slightly negative intention to create videos or podcasts

DISCUSSION



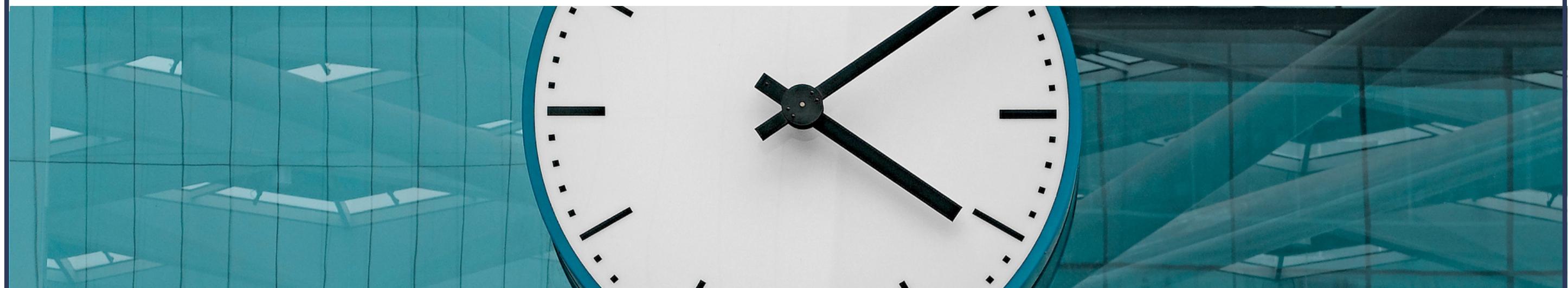
- Researchers see benefits in video podcasts for disseminating research but doubt their impact on traditional academic metrics due to **concerns about their informal nature**.
- While they see potential benefits for students and some researchers, **opinions are divided** on whether academics would significantly benefit from research videos and podcasts



DISCUSSION



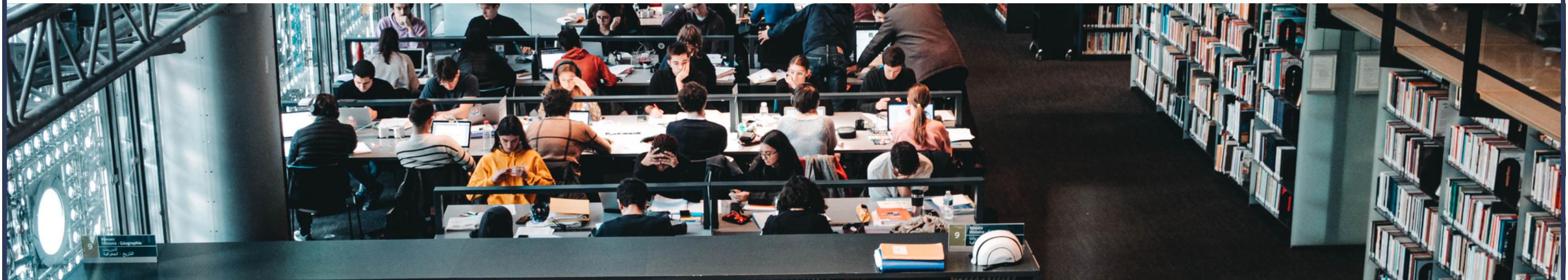
- Researchers cite **lack of time and resources** as the primary barrier to creating video content, with nearly two-thirds expressing concerns about the time-intensive nature and investment required.
- Skepticism about the **return on investment** is prevalent among respondents.



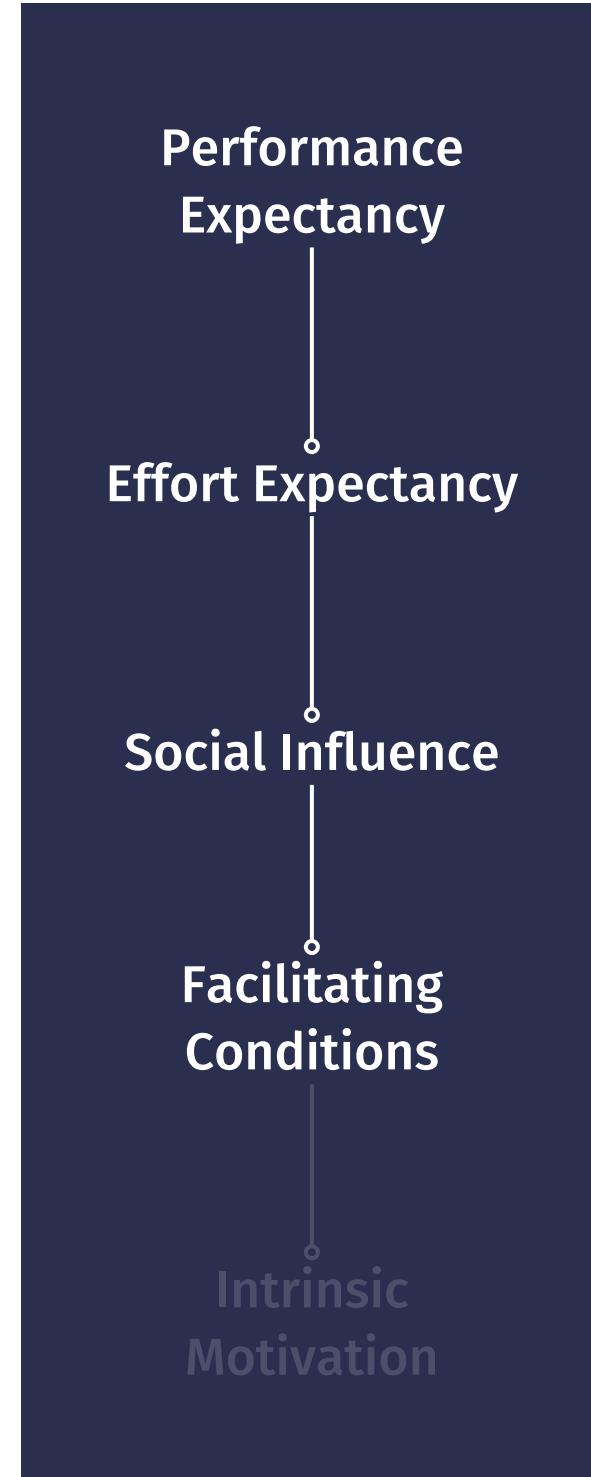
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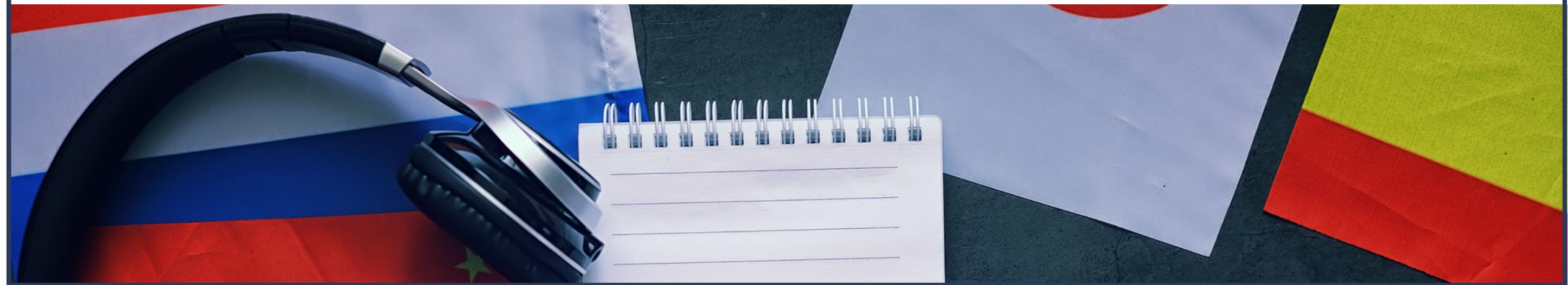
- Social influence was found to have **minimal impact** on adoption.
- Instead, researchers prioritize **other systems** for evaluating their influence, including traditional academic metrics and qualitative factors such as awards and involvement in academic communities.



DISCUSSION



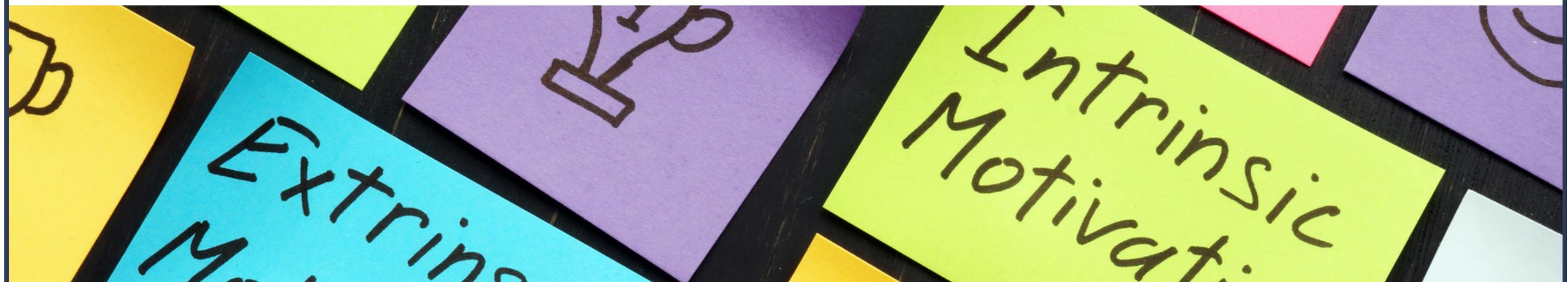
- Non-native English speakers struggle with **language proficiency**, affecting their ability to create quality video content and reducing their comfort level in reaching a global audience.
- **Lack of institutional incentives and acknowledgment** discourages researchers from investing time and resources in video content creation.



DISCUSSION



- Participants express **low intrinsic motivation** despite a positive attitude towards disseminating research through various media.
- Intrinsic motivation alone **may not significantly influence** the actual intention to produce videos or podcasts related to scholarly articles



LIMITATIONS



Limited in sample size



Limited generalizability



First attempt

KEY TAKEAWAYS

1

Videos and podcasts have the potential to increase dissemination within scientific communities, enhancing accessibility, comprehension, and engagement with research.



2

Video and audio content can be easily shared across multiple platforms, reaching a wider audience.

3

RETURN ON INVESTMENT

KEY TAKEAWAYS

1

Videos and podcasts have the potential to increase dissemination within scientific communities, enhancing accessibility, comprehension, and engagement with research.



2

The lack of consistent use of videos alongside published research post-pandemic highlights the need to understand adoption factors for this media format.



3

Investment

RETURN ON INVESTMENT

KEY TAKEAWAYS

1

Videos and podcasts have the potential to increase dissemination within scientific communities, enhancing accessibility, comprehension, and engagement with research.



3

Low behavioral intention and a slight negative sentiment stem from perceived low returns on investment, particularly concerning academic performance metrics, and a lack of institutional recognition for dissemination efforts.



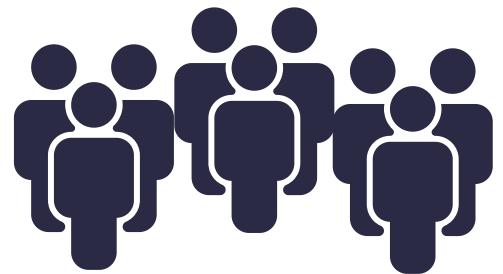
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RETURN ON INVESTMENT



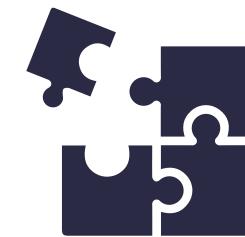
FUTURE WORK



Conducting a
larger-scale study



Isolate intrinsic motivation
for further investigation



Implement
interventions

PODSCHOLARS

A platform enabling researchers
to seamlessly upload and share
their scholarly findings through
engaging video podcasts.

A screenshot of the PodScholars website. The header includes the logo, navigation links (Home, About, FAQ, Contact, Sign in, Register), and a 'Upload a Podcast' button. Below the header is a search bar with placeholder text 'Type a search keyword...' and a 'Search' button. A 'Recent podcasts' section displays a card for a podcast by Lesa Stern titled 'Listening to Gossip: How to Get Out of Gossip Conversations (and Why We Often Don't)'. The card includes a thumbnail, the host's name, the title, a brief description, hashtags (#communication, #gossip, #community, #listening), and engagement metrics (73 views, 0 likes).

PodScholars

Home About FAQ Contact Sign in Register Upload a Podcast

Type a search keyword... Search

Recent podcasts

Lesa Stern

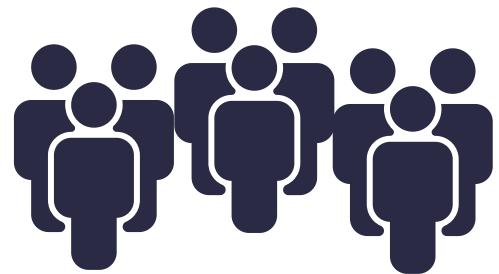
Listening to Gossip: How to Get Out of Gossip Conversations (and Why We Often Don't)

How do you get out of conversations you don't want to be in? We've all had those moments where the conversation devolves into gossip that you know you probably shouldn't be hearing. In this short podcast, we'll share strategies for gracefully extricating yourself from those... Read more

#communication #gossip #community #listening

73 watch 0 like Read more

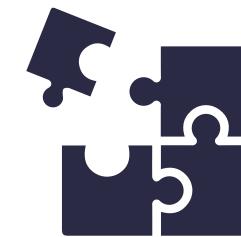
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**IF YOU HAVE ANY QUESTIONS, FEEL FREE TO CONTACT US.
THANK YOU!**



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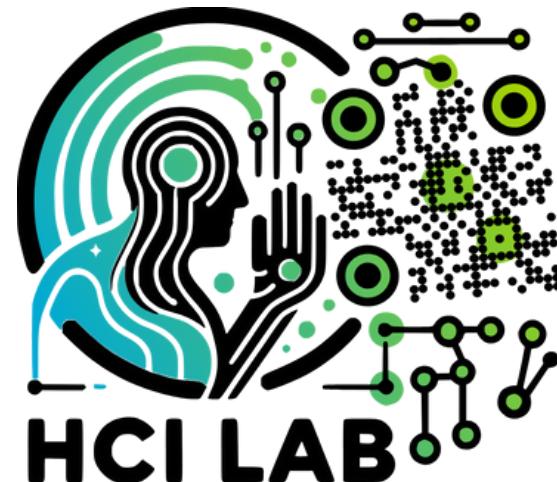
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