

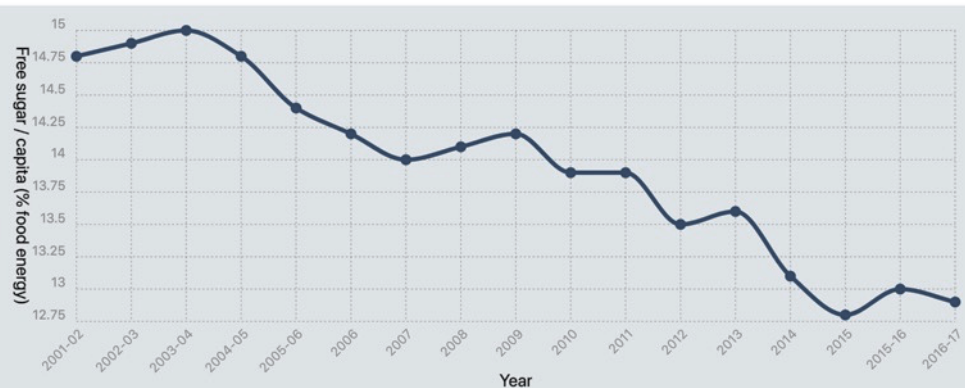
Even More or Less

A data-rich
interactive
podcast player

4



Sugar consumption



Source: "Family food survey" from DEFRA (2018)



Far be it from me to disagree with the Head of Nutrition Science at Public Health England, but I couldn't help but dig out the data during our interview, and it really does look like it's going down, doesn't it?



If you draw a line it would look like a slight downward trend, but if you look at the percentage change, it's very small compared to the absolute amount of sugar.

Dr Chris Baume

BBC Research and Development

00:09:08

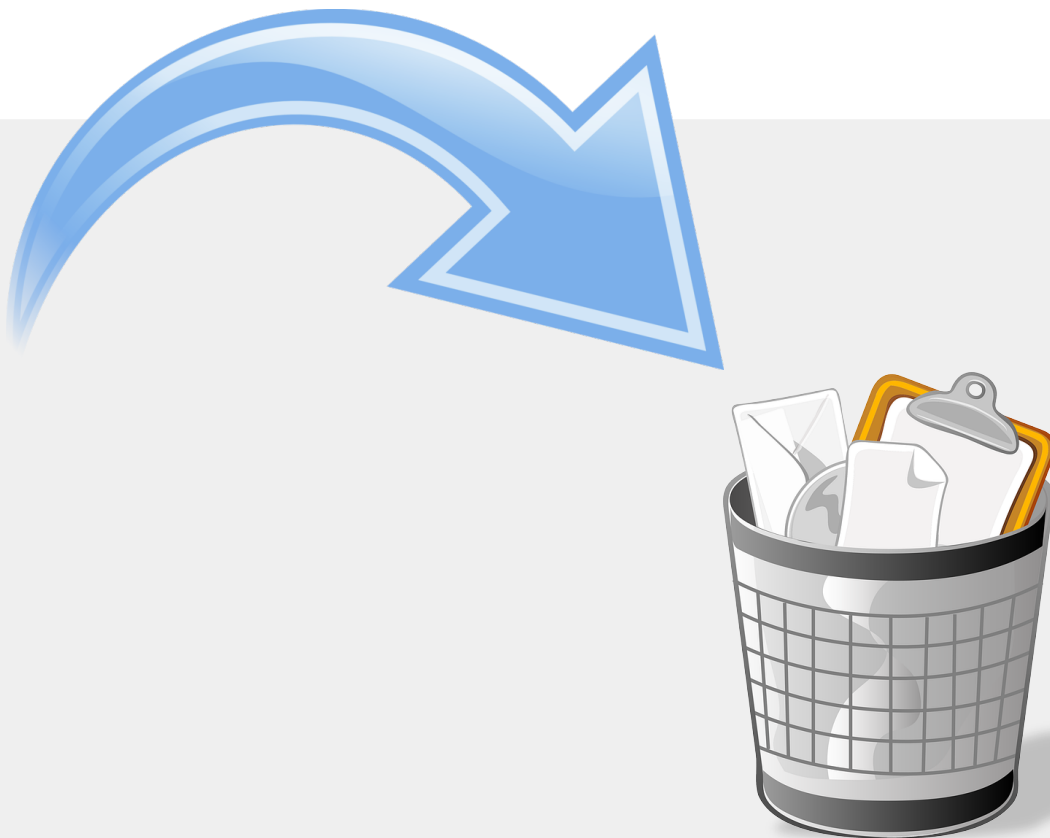


MOTIVATION

METADATA

Production metadata

- Script
- Contributors
- Chapters
- Synopses
- References
- Visual assets



MOTIVATION

LISTENING DEVICES

- Listening devices have a screen with a rich interface
- Podcasts do not make good use of this capability



INTRODUCTION

RESEARCH QUESTION

Can we use programme metadata
to enhance the audience experience?

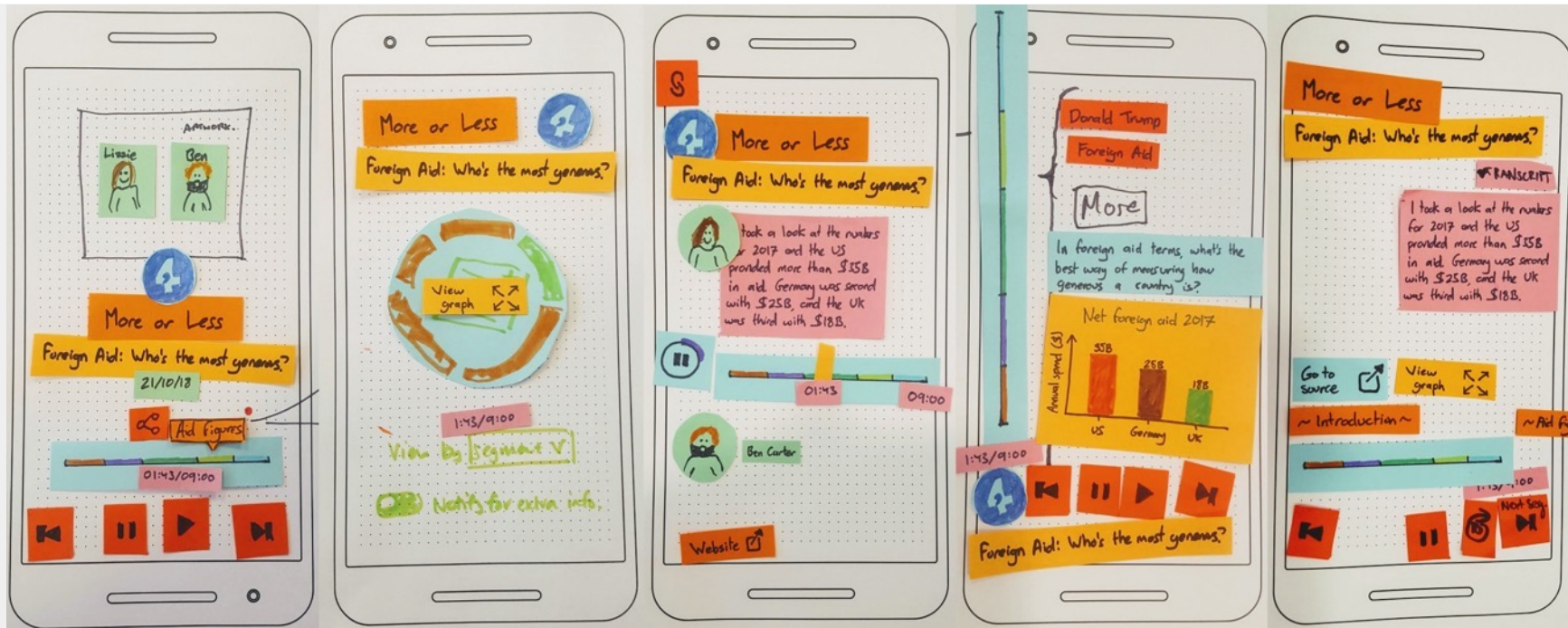
INTRODUCTION

APPROACH

Enhance a BBC podcast with rich metadata
and evaluate with the audience


DESIGN

PAPER PROTOTYPING




EVALUATION


BBC TASTER


 Chris Baume


NewsSportWeatherShopReelTravelMore


Search



 Try
2 months left

 Rate
101 ratings

 Share
0 shares



Even More or Less

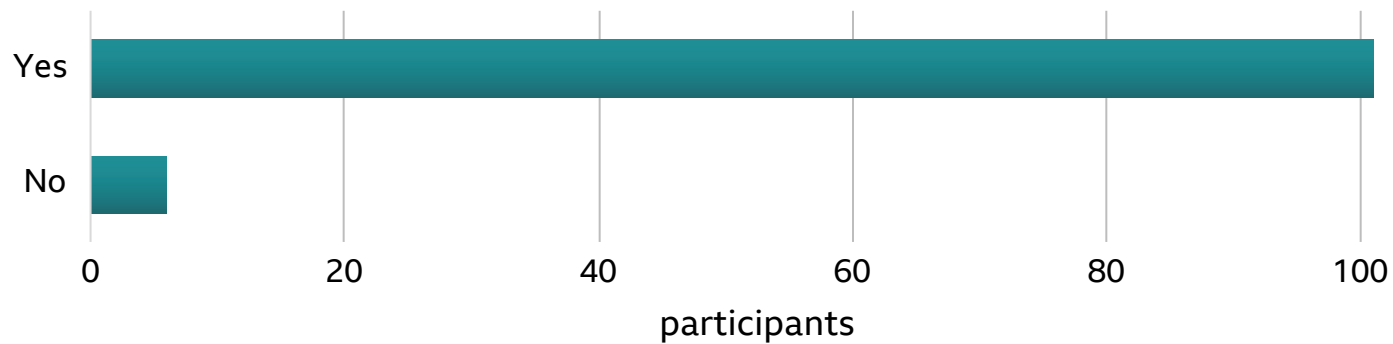
Try it | about 2 months left

In a world of fake news, this experimental podcast player helps you draw out the facts. You get to see the source of the information, graphs that show how the numbers stack up and share the key clips from the interactive transcript. Click try and dive deep into data.

★ 101 ratings | ↗ 0 shares

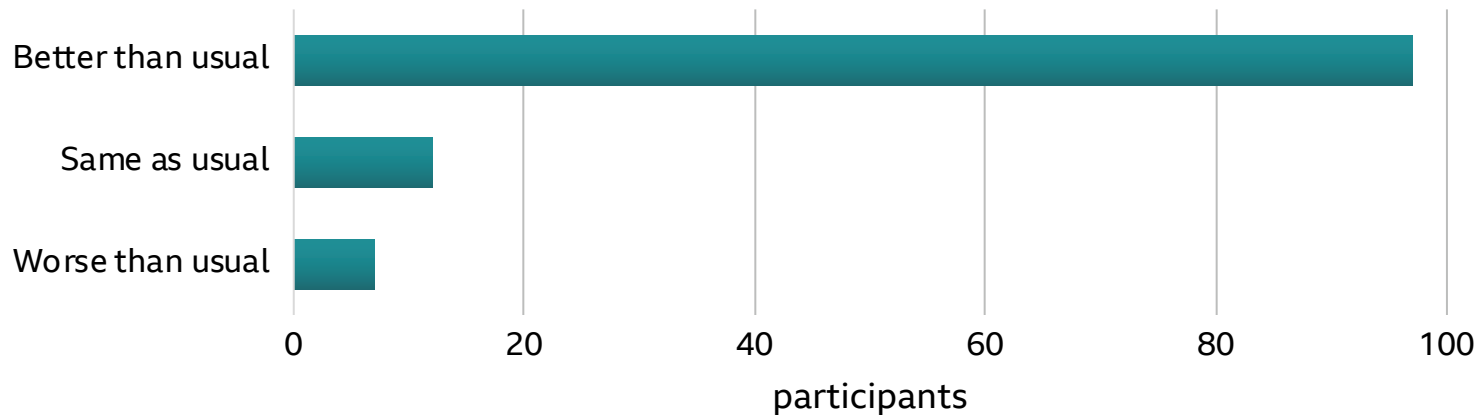
RESULTS

SHOULD THE BBC MAKE MORE SHOWS THIS WAY?

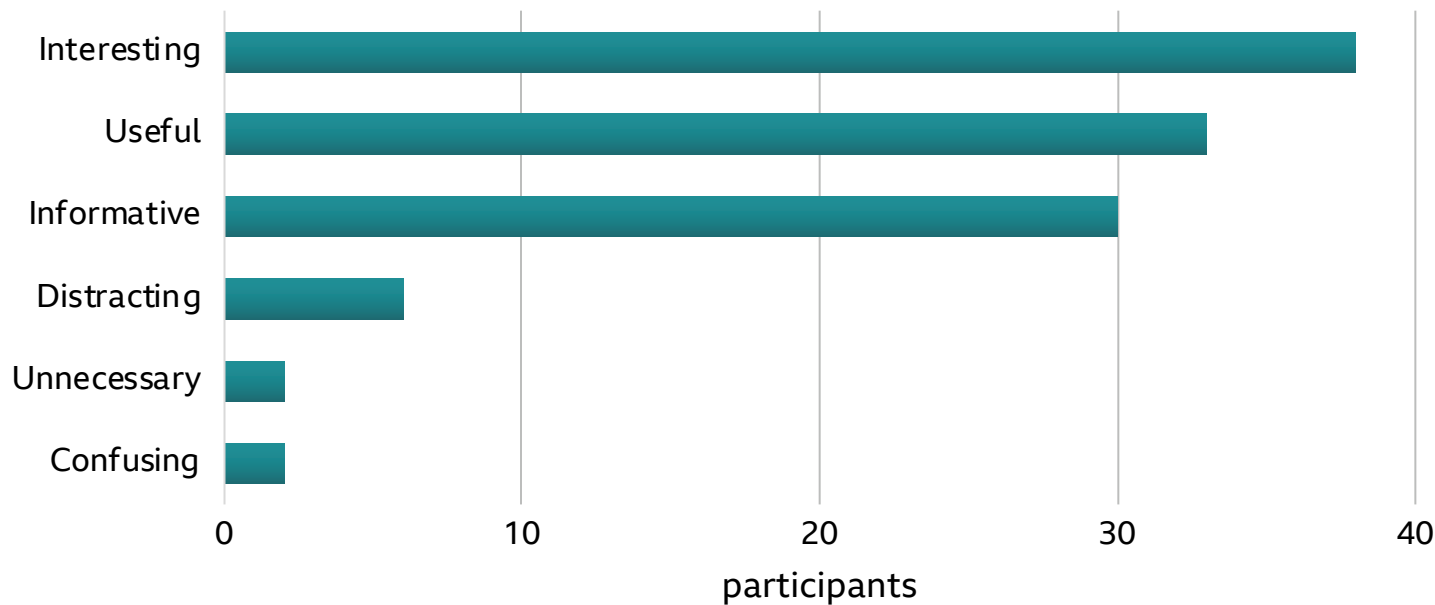


RESULTS

HOW WAS YOUR EXPERIENCE OF THE SHOW?

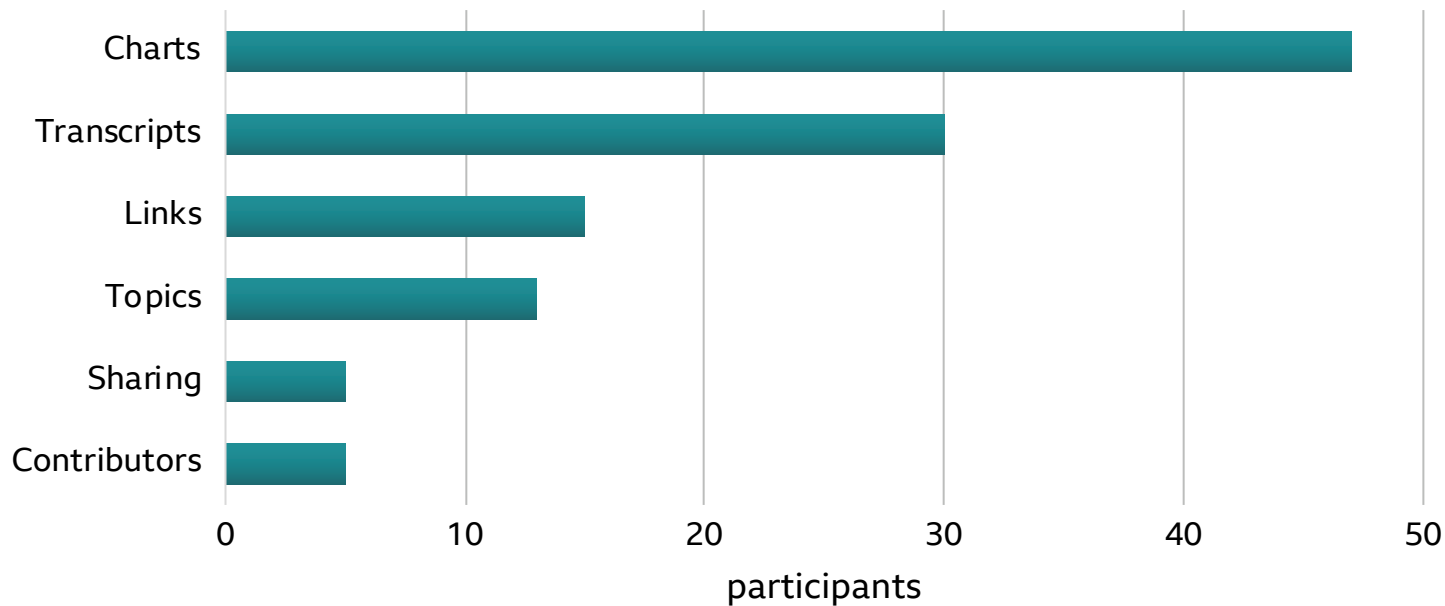


RESULTS

HOW DID YOU FIND THE NEW FEATURES?

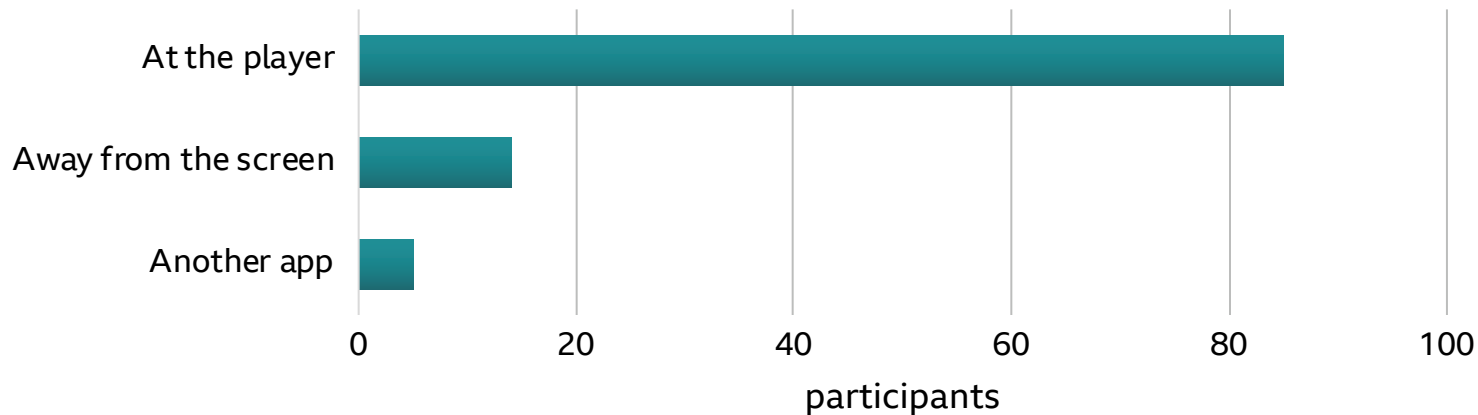
RESULTS

WHAT WAS YOUR FAVOURITE FEATURE?



RESULTS

WHERE DID YOU LOOK WHILE LISTENING?



RESULTS

CONCLUSION

- Very positive response overall
- Relative value of features is still unclear
- Screen usage may interfere with the listening experience
- Expensive to produce - could be improved using tools and automation

NEXT STEPS

FURTHER USER TESTING

- In collaboration with Queen Mary University
- Qualitative study
- Aimed at 18-24s
- Effect of environment
- Remote participation
- Feature ranking
- In-depth interviews
- Analysis of analytic data



NEXT STEPS

BBC NOTES

- System for broadcasting programme notes for live events in real-time
- Designed to be scalable, re-useable and low maintenance
- Developed in collaboration with BBC Philharmonic
- Will be trialled during BBC Proms this summer



THAT'S IT

THANKS FOR LISTENING

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