

Irish History Podcast Project (Part Two): Conclusions

Record your story outline by converting your Key Questions into Conclusions. List a minimum of three facts from the evidence found in your analysis that converts the key question to a statement of fact. Enter your statement of fact (i.e., your Conclusion) in the Key Supporting Statement box. Copy and paste the boxes if you explored more than three Key Questions.

Shweta Sampath Kumar

Key Question 1

What are podcast listening trends in the US?



First relevant finding you discovered in the data during analysis:

According to Google Trends for the period 2017-2022, the search terms “news podcast” was the most trending term followed by true crime and history. However, according to the Edison “Infinite Dial 2021” Report, the top trending genres were Comedy, News, Society & Culture, True Crime and Sports. This is probably as the Edison report captures the consumption of data as compared to Google Trends that captures search history.

Second relevant finding you discovered in the data during analysis:

The highest consumers of podcasts are millennials and the least are Baby boomers and the preferred format is generally video over audio.

Third relevant finding you discovered in the data during analysis:

In the US population, most podcast consumers prefer a daily or weekly schedule over a monthly schedule or they would watch at their own time but it is generally less than a monthly schedule.



Conclusion (restatement of the Key Question)

Podcast listeners in the US love Comedy, News and True Crime but will actively search for podcasts about true crime and history as these may not be likely suggested to consumers as much as other genres on a platform. Video format of podcasts are garnering popularity especially amongst millennials and most podcast customers prefer to follow a daily/weekly/less frequent than a monthly schedule.

Key Question 2

Where do these trends exhibit the greatest intensity or fastest growth in the US?



First relevant finding you discovered in the data during analysis:

While true crime and news podcasts are widely spread out across the United States, history podcasts are majorly famous in Vermont and Montana.

Second relevant finding you discovered in the data during analysis:

Apple and Spotify are the most used streaming apps for podcasts in the US.

Third relevant finding you discovered in the data during analysis:

White Americans seem to be the highest consumers of podcasts in 2019-20, in 2021, the ratio of other ethnic groups drastically increases and is similar to the white Americans.



Conclusion (restatement of the Key Question)

Apple and Spotify are the most used platforms for consuming podcasts. History podcasts are popular in 2 states and white Americans are the biggest consumers of podcasts till 2020 while in 2021 is equally spread out between the ethnic groups.

Key Question 3

How does Irish History Podcast (IHP) differ from content in US podcasts?



First relevant finding you discovered in the data during analysis:

Irish History Podcast releases an episode weekly or bi-weekly. Its consumption increased drastically in 2021 on Spotify and has seen major popularity during the Spring and Summer months.

Second relevant finding you discovered in the data during analysis:

Apple and Spotify are the top platforms with maximum reach for Irish History Podcast which is in line with findings in Question 2.

Third relevant finding you discovered in the data during analysis:

Irish Americans contribute to the most number of Irish descendants in America followed by Irish Canadian.



Conclusion (restatement of the Key Question)

Irish History Podcast is majorly known for historical content that covers the sad and harsh realities of the Irish in the past. An episode is released weekly or bi-weekly with major popularity during Summer. Irish Americans form a huge chunk of the Irish descendant population in US.
