CONSUMPTION OF PODCASTS AMONG INTERNET USERS IN NAIROBI COUNTY

EVELYN WAMBUI

A PROJECT SUBMITTED TO THE SCHOOL OF JOURNALISM AND MASS COMMUNICATION IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF ARTS IN COMMUNICATION STUDIES, UNIVERSITY OF NAIROBI

NOVEMBER 2020

DECLARATION

This is to declare that this project is my original work and has not been presented for a degree in any other university.

Evelyn Wambui   **December 3, 2020**

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This project has been submitted for examination with my approval as the university supervisor.

Dr. George W. Gathigi.   **December 3, 2020**

ACKNOWLEDGEMENTS

DEDICATION

This one is for you dad! Thank you for teaching me to seek more, to never settle and to always know that you are always on the side-lines, cheering me on.

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ABSTRACT

The main objective of this study was to explore the consumption of podcasts among users of the internet within the County of Nairobi. The study is informed by two theories i.e. the uses and gratifications theory also referred to as the motivation and reward for media consumption and the Technology Acceptance Model (TAM) to explain the levels of gratifications as well as the perceived usefulness and ease of use of podcasts among smart phone users in Nairobi County. For purposes of this study, an explanatory design for research was utilised and the specific location of the study was Nairobi County. The target population for this study was 2,100,763 Nairobi residents who, according to the Kenya Population and Housing Census Report (November 2019), have access to the internet. For this research, a sample size of 384 respondents was chosen based on Krejcie & Morgan in their 1970 table. Snowball sampling as part of a convenience sample was used as a sampling technique. The researcher started by identifying a few people who were willing to take part in the study. After they had participated in the study, the researcher requested them to refer them to their friends who they thought/knew were using the internet to listen to podcasts. This went on until 384 respondents were reached. The study made the use of questionnaires to collect the data from the primary sources. The data collected which was quantitative in nature was then coded and entered into the specific data analysis tool; statistical packages for social scientists (SPSS Version 24) after which the entered data was analyzed through descriptive statistics. This study found that the majority (54%) of the respondents had subscribed to a podcast whereas 46% had not even though they listened to them. The findings concluded that a large number of the respondents were listening to podcasts as shown by the majority 71% whose response were to the affirmative. It was clear that the potential of podcasts with the current widespread internet access is very high based on the high mean scores generated for the specific statements measuring this objective. For instance, the popularity of podcasts increased when more consumers gained access to smart phones and Wi-Fi connected devices. The study concluded that the podcasts received by respondents are only listened to a level that is above average by most of the respondents. The study finally revealed that the respondents' preference for other forms of media over podcasts was not high. The study recommended that with improved internet access, acquirable production tools spurning creativity, innovative applications and exemplars and ease in usability, podcast compositions are a viable way to disseminate information to an audience. Therefore, content creators are encouraged to find innovative ways to incorporate issues using credible podcast compositions to expand and unleash creative potential. Also, marketers and businesses looking for new avenues and ways of reaching their potential clientele can use available insights to explore potential audiences, infrastructure, trends and commercial opportunities.

CHAPTER ONE: INTRODUCTION

This section provides an elaborate discussion of the research background, the problem to be addressed, objectives, questions to guide the study, reason for carrying out the study, its importance, scope, limitations as well as operational terms.

1.1. Introduction

Globally, since the invention of podcasting in the early years of the 21st century, its consumption has increased significantly. According to Allen (2016), the fact that it is extremely cheap to produce and easy to distribute a podcast internationally is the reason why it has gained significant acceptance. In addition, the ease of internet access and swift broadband growth which allows individuals to easily download podcasts online are also significant factors for its increased use. According to Edirisingha, Rizzi, Nie and Rothwell (2013), the popularity of podcasts consumption has also been facilitated by the fact that it is extensively used in entertainment, media and journalism sectors as alternative strategies for content distribution and that people today can easily access and own portable digital devices.

In addition, Edirisingha and Salmon (2013) posit that the most viable and interactive features of the Web 2.0 tools have subsequently played a very essential role in making podcasts more popular. Internet is the key way through which podcasts are distributed. As a result of this, many audiences across the globe are able to use podcasts more often for various purposes such as communicating, resource sharing as well as for entertainment purposes.

Ben Hammersley, through his February 2004 article which he wrote for the Guardian, is credited for the introduction of podcasts which he considered as a synopsis of broadcasting via iPod. In the article, the author expounded on the production and the reproduction of audio programmes that may be easily downloaded through the use of iPods as well as MP3 players. Since their introduction, podcasts' technology has been evolving and they can now include

visual content in terms of enhanced podcasts or even video podcasts commonly known as vodcasts. According to Mason and Rennie (2012), podcasts that contain visual data are very essential for referring to visual material and also for as containing Power Point slides. Despite the idea that the podcast technology may not have been in existence for the longest time, today it is able to combine a wide variety of modern technologies even those that have been in use for a very long time as compared to the others. Among these technologies are Really Simple Syndication (R.S.S) that feeds the multimedia files among others, which can easily be used as distinct packages irrespective of the fact that technology such as RSS was traditionally utilized for publication of text-based news headlines online (Feinglos, 2015). Further, Adam Curry provides that the content contained in a podcast can be in any text as well as format, a fact that culminated into the utilization of (RSS) feeds through the utilization of the audio files.

Podcasting has, for the longest time, been considered as the ground breaking medium with regards to the use of technology within the Continent of Africa. The application includes the utilization of several other applications including the use of video, digital radio, audio, PDF files and other necessary presentations. With the help of a computer device or through the use of the mobile phone, the services related to podcasts have since then been easily downloaded (Heilesen, 2010) Therefore podcasting is perceived as a modern development similar to webcasting since it allows one to download audio-video files automatically. However, a significant difference between webcasting and podcasting is that webcasting entails using the internet to broadcast both audio and video information in real-time while podcasting makes it possible to download using digital devices such as personal computers or smart phones (Dale, 2014). After their introduction, podcasts were primarily utilized for entertainment purposes and also for gathering information though their role has since expanded significantly.

In Kenya, the increased access to technology has made the idea of podcasts to be embraced. As a result of this, podcasting is consistently deepening into the Kenya Audience especially because of the increase in the uptake of smartphones coupled with increased access to the internet.

Podcasting in Kenya is part of a proliferation of online broadcasting channels set up in a bid to mainly attract curious millennials, and to offer alternative platforms to the wider content consumers (Mboya, 2020) This in a country that for the longest time had radio as the most popular medium (Odhiambo, 2002) with the advantage of programmes being done in several assorted languages by the radio stations. Radio broadcasting has and continues to play a central role in people's daily lives. Supplying them with a touch of the world they live in through news and information. Radio has been considered as a sure means of providing entertainment among majority of the listeners as well as an avenue for resolving different issues that affect the respective members of the community at large. Subsequently, radio provides an avenue where different voices can be heard and listened to (Scanell, 1996)

Podcasts are seemingly providing the same function for the younger demographic. This is because using podcasts tends to be user friendly especially when it comes to conversation compared to music listening. This fact allows one to utilize podcasts for entertainment purposes with regards to the specific areas of interest. Subsequently, through the access to the internet and the availability of the microphone, access to podcasts has been made cheap almost to everyone. The clear manner in which podcasts are formatted also tends to make its listeners more sensational and emotional, thus, helping to influence the manner in which such information is received by those listeners. There are numerous podcast styles out there, but it is the tone and the colour of the conversation that remains the most important aspect coupled with the atmosphere and sound that is considered as being most appealing (McGarr, 2012)

There are numerous functions of podcasts; they are capable of transporting one to a place never travelled before or even to give the imprint of a 'bar-talk' set-up organised between friends exchanging very interesting topics. Presently, the government does not have any significant control over podcasting, a fact which has allowed podcasters to broadcast their content without the need of buying licenses as is the case with radio. This permitting the podcaster to discuss any issue or matter at their preference (Pascot, 2013). Presently there has been creativity among the podcasts and therefore limited recycling of the information from the various radio stations. This has promoted originality and has generated a thinking-out-of-the-box culture culminating into as many podcasts as there are listeners (Bilbao, 2015)

1.2. Statement of the Problem

Studies done in developed European states and in particular Spain show that there is a yearly increase in podcast listenership and that the consumers of podcasts are predominantly the affluent, learners and ad-light subscribers who are anticipated to become the highest listeners (Quedison, 2017). In the United States, the overall consumption of podcasts is mostly among the adults who listen to podcasts on smartphones that are emerging as the primary devices of engagement (Marketing Charts Survey Report, 2016).

In Kenya, 20.7 million individuals aged 3 years and above own a mobile phone out of the total 47.6 million while 22.6% use the internet. (Kenya Population and Housing Census, 2019) and so though consumption of podcasts is still not very clear, the numbers point to a socioeconomic and political environment that supports a relatively robust environment for podcasts.

Based on the above case studies, it has been established that if countries like Spain, the United States and any other with such advanced technology and infrastructure have high uptake

and consumption of podcasts with popularity in these countries being high, then it is clear that since Kenya is on a similar trajectory, there is need to explore the consumption levels of podcasts in the country. It is upon this gap that the current study sought to examine the consumption of podcasts among internet users in Nairobi County.

1.3. Objectives and research questions

The main objective of the study was to explore the consumption of podcasts among internet users in Nairobi County. The specific objectives are:

i. Examine podcast consumption among internet users in Nairobi County

ii. Explore the potential of podcasts with widespread Internet access.

iii. Explore the potential pool of listenership in terms of demographics and resulting potential of podcast advertising for business.

1.3.1 Research Questions

i. How is podcast consumption among internet users in Nairobi County?

ii. What is the potential of podcasts with widespread Internet access?

iii. What is the potential pool of listenership in terms of demographics and how can businesses use this to advertise with podcasts?

1.4 Justification of the Study

In Kenya, the cost of acquiring cell phones has dramatically decreased, a fact that has allowed many common Kenyans to be able to acquire them as it is considered a necessity nowadays. The Kenya Population and Housing Census 2019 report shows 20.7 million Kenyans now own a mobile phone out of a total 47.6 million while internet connectivity is said to be at 22.6%

Despite this higher mobile and internet penetration however, the overall consumption level of podcasts is not exactly known. Its thus with regards to this gap that the present research study sought to examine the consumption of podcast among internet users within Nairobi County.

1.5. Significance of the Study

This research will benefit content creators as they explore podcasting as an option, providing them with insights on potential audiences, infrastructure, trends and commercial opportunities.

The study will also benefit marketers and businesses looking for new avenues and ways of reaching new potential audiences/ clientele.

It will also be of benefit to learners since it adds to the ongoing debate about consumption of podcasts.

1.6. Scope and Limitation

This research focused on the consumption of podcasts among internet users in Nairobi County. The study was undertaken among internet users residing in Nairobi County in Kenya.

Among the key problems that the researcher encountered while conducting this study was that some respondents failed to fully complete their questionnaires while others were unable to understand what the study needed, thus causing respondents not to fully fill the questionnaires given to them.

1.7. Operational Definition of Terms

Audio blogging describes the utilization of the pivotal part of the blog posts similar to the examples of the podcasts.

Bloggers refers to the dedicated and voluntary writers whom through their own volition either for material gain or not put down their opinion, experience and observations on a website. Sometimes also using images and proving links to the other sites.

Information on demand being available and accessible when demanded by the consumers of the same information.

Podcast styles	Refers to the various approaches that people adopt with regards to how they individually choose to reproduce their own podcasts; either as monologues, one-man shows, hosting amongst others.
Podcasting -	It refers to use of internet for making digital recording of various broadcast which are to be downloaded later using either a cell-phone, a PC or any other digital device.
Radio on demand	This refers to the radio services that allows the users free will to listen to the radio programs at their own pleasure.
Talk radio -	Refers to a kind of the radio broadcasts that involves the presenter talking with regards to specific selected topics while at the same time encouraging audience to air their opinion regarding the topic being discussed.

CHAPTER TWO: LITERATURE REVIEW

This chapter examines the available literature and research that have previously been carried out with regard to podcasts and audio story telling. It's important to note that not a lot has been written about podcasts in the local context this far so the study incorporated information and research that had been done internationally. Also, there is little data on podcast consumption in Africa and even down to Kenya because most people do not have a clear idea about what a podcast is, affecting the level of understanding and consumption in different countries. Among the documents reviewed were online articles, reports and publications. Research done by Edison Research, the leading research company in digital audio, was also used as a guide to the study.

2.1. Feasibility of Podcasts' Success

Research has shown that as opposed to printed materials, direct human speech can certainly deliver more meaningful information and inflection. This is the reason why people from across the globe used to sit around and listen to everything they were interested in such as comedy, news, agricultural reports, adventure and also drama during the radio golden age (Beard, 2014). Today as Edison research - the leading research company in digital audio - indicates, in America podcasting has gained significant hit as the mainstream medium. Millions of Americans are everyday consuming online radio with almost all Americans who were subjected to the study by Edison research indicating that they are aware of podcasting. The expansion of podcasts consumption is a clear indication that the whole concept has been a significant channel for people to consume digital content. Despite the fact that a large number of individuals are aware of podcasting however, there are still fewer people who actually listen (Bilbao, 2015).

In Africa, podcasting is on an upward trajectory as more people slowly begin to consume digital audio content. According to the Reuters Digital News Report 2020, out of the 20 countries they surveyed, a third use podcasts regularly. In South Africa and Kenya specifically, Reuters found around 40 percent of the more educated, urban samples are monthly podcast users. The growth of podcasts is especially reflected among people under the age of 35 with most citing the convenience of podcasts to fill 'dead' time, the ability to self-schedule and not rely on a broadcast scheduler to tell them what to listen to and when and the diverse nature of podcasts that allows for different tones, opinions and voices as some of the reasons why they are consuming podcasts more. These statistics though aren't fully reflective of the current trends in Africa. It's difficult to obtain accurate data about podcast consumption; subscribing to a podcast doesn't necessarily equate to consumption. Mostly, people don't have a clear idea about what a podcast is, which affects the level of understanding in different countries (Newman, 2020). While internet access is now widespread and digital media is developing fast in the region, "The State of Podcasting in Kenya 2019" study also shows that podcasting is still largely unknown and not well understood. Also, most Kenyans are not familiar with the word *podcast* nor what it means, despite having easy access to the medium through their mobile phones (Mbugua, 2020)

For marketers, podcasting provides a new, unique opportunity to reach a completely new clientele base. Podcasting as a digital channel provides a concise and clear channel through which those responsible for marketing are in a position to easily communicate about their products to their targeted customers (Gribbins, 2013). This is normally achieved through the utilization of the "on-the-go" culture as well as the "on-demand feature" which are two key features of podcasting that normally enables a business or a brand to communicate their story at any given time, therefore, enabling them to gain competitive edge in their sector of

operations through creation of brand advocates. This therefore means that a wide range of information can easily be communicated using podcasting to a targeted group of individuals. According to a research done by IAB in conjunction with Edison Research, it has been established that an estimated two-thirds of people who tend to listen to podcasts are more likely to purchase goods or services that are been communicated to them through the podcasts. In addition, the survey established that 60 percent of podcast listeners normally choose buying products or services advertised via their favourite shows.

For this reason, it is clear from the research results that podcast listeners essentially prefer sponsorship messages as well as those advertising goods and services through the use of advertisements that have already been pre-recorded via podcasts, especially those providing a critical emphasis on the advertising opportunity as well as individual relationships that have been established between those podcasting and the targeted audience (Udell, 2015). Those listening to podcasts are normally known to easily take actions directly upon them hearing an advertisement or podcast message especially when listening to their favourite programs. Allowing people to be able to subscribe is among the most outstanding podcast feature. In addition, podcast lovers are able to get notified whenever a new podcast is available through RSS feed syndication, a fact which eliminates the need for marketers to avoid making available new advertising campaigns (Campbell, 2015).

Further, it is very easy for podcasts to be combined with other social media platforms maintained by a firm. This can ensure that company blogs are improved using podcasts particularly for target audiences who prefer audio after which both audio and blog can be utilized in cross-promoting them via social media platforms. It's a forgone conclusion that podcasts are leading the new frontiers with regards to the idea of marketing and especially with

regards to the specific business and ventures that the producers and other listeners need to seriously focus on (Chan, & Lee, 2015).

This study seeks to explore and determine whether the majority of the Kenyans are listening and making use of podcasts since little research has locally been done, thus the study sought to bridge the knowledge gap. Therefore, given the background, the study sought to establish whether Kenyans are really enthusiastic with regards to podcasts and whether Kenyans are really aware of them. The study therefore seeks to bridge the knowledge gap by proposing what can be done to resolve the stalemate (Bourgault, 1995). The concept of radio broadcasting has a very long history with Kenya which dates back to the times of the colonial government. The use of the radio broadcast was known to be emancipating since it was recognised as being a very simple medium that could easily be mastered as compared to the others (Hendy, 2000; Hochheimer, 1993).

By utilizing modern technologies, podcasts are able to integrate a number of recent technologies as well as those which have been there previously. Among these technologies are Really Simple Syndication (RSS) feeds and multimedia files, which can easily be used as distinct packages irrespective of the fact that technology experts such as Matthews (2016) provide that RSS was traditionally utilized for publication of text-based news headlines online (Feinglos, 2015). Further, Adam Curry (2015) provides that the content contained in a podcast can be in any texts as well as format a fact that resulted in the utilization of RSS feeds using audio files.

In addition, Matthews (2016) states that having RSS readily accessible to other software developers allowed them to create new complete software packages that made it essentially easier for automatic update of digital files. Most recently, a new version of RSS 2.0 was created

which now makes it possible for those subscribing to be able to get upcoming episodes of podcasts automatically without the need of browse as long as one is connected to active internet. For this, Matthews (2016) asserts that Curry made significant contribution by observing that since it was possible to download music using internet, then the same could be utilized for downloading other audio files and later play them using MP3 devices. Also, Rosell-Aquilar (2014) provides that there are two key potential uses of podcasting technology which are utilization and creation of podcast resources.

2.2. Podcast consumption among internet users in Nairobi County

New modern digital mediums are constantly developing thanks to podcasting technologies that allow digital production for information creation and its subsequent distribution easier for anyone who is basically connected to the internet via digital electronic devices (Chan, & Lee, 2015). In essence, podcasting entails audio or video program recording and storing the same using digital media files which are then accessed via electronic devices connected to active internet. Podcast subscribers are able to have the subscribed content sent to their electronic gadgets once the content is available.

As opposed to those listening or watching TV programs, subscribers of podcasts are able to decide whenever they are interested in listening or viewing the program stored in their gadgets. The fact that in podcasting a listener is able to have control of what to listen to has been credited as being a key factor that ensured podcasting success since its introduction. Nevertheless, there still exists significant podcast deals that are yet to be realized to-date. Maag (2016) Currently, there are various mainstream media such as NPR and ABC News that are nowadays involved in distribution of podcasts though most of the distributed content via podcasts currently contains making a podcast a kind of audio blog, commentary by independent

creators as well as downloadable talk radio show, a fact that is making many people involved in podcasts to try and expand their medium.

Irrespective of this, those tasked with media production are always aware of the problems that come with them allowing music to be included in podcasts freely as they were still cautious of other prior technologies especially those dealing with VCR, internet as well as peer-to-peer file sharing. The key issue that normally makes music producers to be wary of podcasts is that podcasts can be separated very easily from the file containing it, hence, damaging the music market (Shim et al. 2016). Based on this, it is clear that the future podcast music hangs in the striking balance that exist between the desire of podcasters to utilize copyrighted music as well as their rights and be compensated for using them. Therefore, it is worth determining whether there exists a suitable balance that is achievable under the existing licensing content frameworks given that podcasting is possibly of a different character compared to other forms of media distribution which are normally very highly regulated.

2.3. Potential of Podcasts with Widespread Internet Access

Podcasts entail audio recording distribution using the internet and which ultimately allows those interested to subscribe and store the same via new files in electronic devices (Walton et al. 2015). Creating content via audio recording and editing tools such as PC, recording software's microphone, audio editing as well as the compression devices is the first step in podcasting creation process. However, the most challenging part in making podcasts is its production process. This is because, the created file such as MP3 file is required to be uploaded into any web-server on the internet that can easily be found publicly as a podcast episode. Really Simple Syndication (RSS) technologies are the basics that are used by podcasts subscribers and this has greatly transformed the manner in which subscribers are able to have access of dynamic information through the website (Chan & Lee 2015).

Referencing files using a RSS-enabled website is the usual way that content providers make as a way of acknowledging the existence of the files created. This enables all podcast episodes to be listed including their publication dates, accompanying text descriptions as well as their titles (Chan & Lee 2015). The published podcasts are usually posted by the content provider to a location that is permanent on a web-server after which the provider makes it known to its intended audience. Upon this, potential users normally subscribe to receive these podcasts by logging into a location feed that is permanent through an aggregator program that is capable of reading RSS especially Apple iTunes. After subscribing, one is able to automatically receive these podcasts through electronic devices. Upon receiving them, subscribers tend to download these podcasts episodes or even opt to store them using other readable computer files. Even though its name sounds like iPod or any other portable player, playing and listening to podcasts doesn't normally depend on having them as many modern technologies tend to allow podcasts content to be easily synchronized by use of other easily and portable electronic devices. A subscriber is at liberty to add or cancel any podcast subscription at any given time (Chan & Lee 201), while at the same time the subscriber is able to remain with the downloaded podcasts episodes in the storage devices for future use (Campbell 2015).

Johnes (2016) provides that podcasting can be categorized as a push technology due to its ability to automatically deliver contents to its subscribers. In addition, the content owner is able to choose specifically the files he/she is to offer and at the same time enabling the subscriber to receive the same automatically. With this automatic delivery feature, podcasting becomes a completely different information sharing platform. Podcasting can thus be considered to be essentially an open medium since even in the event where Apple comes up with a plan to erase podcasts from their directory, or just not list it to begin with, that doesn't

mean the podcast is unavailable **(**Maag 2016). It is normally easier for podcasts softwares to allow subscribers to enter a URL manually while subscribing for certain content. It is therefore very clear that podcasting is extremely different from other related platforms especially You Tube or Spotify as they normally host the content by themselves. A lot of third-party podcasts apps normally exist especially for major platforms due to the open nature of podcasting.

Conventionally, content owners are able to know how many times their podcasts have been downloaded or streamed as well as the specific IP address that was used in downloading it given the fact that they host the podcasts files themselves. However, content owners are not in a position to know or even identify whether a podcaster has subscribed to any other podcasts. This is because, the information regarding the number of podcasts as well as the device used for listening are property of the listening app developer (Maag, 2016). For instance, Apple tends to share metric information with podcasters though other podcasts apps make sure that they don't share this information and even in some instances they usually block some data collection techniques. With such a closed-off system, it normally makes it difficult for opting out a fact which makes podcasters depend on the app even for simple things like establishing the number of downloads. In addition, podcasters using the closed-off system are able to add their personal ads into the episodes which they have already downloaded basing the same on granular data that the listeners might be interested in but not available under the status quo (Green, *et al.,* 2005).

2.4. Potential Pool of Listenership in Terms of Demographics

Over the last few years, the overall number of podcast listeners aged between 25-54 years of age on a monthly basis has significantly increased by 29% though the percentage of young and older podcast listeners still remains flat. The extensive use of listening electronic devices can be credited with causing this high number of podcast listeners as well as the

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expansion of podcast alternatives. Podcasts have been in the scene since the year 1980s during which they were known as the audio blogs. Podcast listeners have, on the other hand, been known for being affluent groups. In recent developments, the apple had also introduced the very Modern version of the Podcast in the year 2005 (Shim et al. 2016). Podcasts have since then, with the introduction of the internet and accessibility to the smartphone, gained significant popularity among the customers. With this development majority are able to listen while travelling and not only through the computer. Following the introduction of the podcast only App by Apple, Podcasts have gained more mainstream popularity (Heilesen, 2010)

Since then, the popularity and acceptance of podcasts has been increasing significantly among the listeners, since podcasts have offered several options that can be exploited by the users. There are two main common platforms which are known among the listeners; the iTunes and the Sound Cloud. Apple had over 325,000 podcasts within their platform as it had stated in the year 2016. However, there are other podcast services that are being mainstreamed outside there that are far much beyond the library of the Apple (Mitchell, 2016). Podcasts communication particularly through Twitter is not very common especially during weekends which can then be assumed that majority of people tend to listen to podcasts during working hours and when travelling to work. The majority of the demographics that are making use of the podcast conversations on social media has been established to be men who are over the age of 35 years, demographics that are more aligned to the demographics of the majority of the radio consumers (Mitchell, 2016).

2.5. Viability of Podcast Advertising for Businesses

According to Kiley, (2015) over the last decades, advertisements have significantly overburdened the traditional radios. Because of this, it has been established that the average

listening time for traditional radios since early 1990's has significantly decreased from 23 hours per individual to around 20 hours per individual on weekly basis. For this reason, a station like Clear Channel for instance has been doing all they can to ensure that they remain more attractive to listeners by making sure that they have decreased the frequency of playing commercials as well as limiting advertisements time to a maximum of only sixty seconds (Kovach, 2004). In addition, satellite competition, especially for radios, MP3 players, PC games as well as emergency of podcasts has also significantly decreased the average listening time for traditional radios with around 9% since late 1990's (Strauss, 2015). The increased emergence of all these competing media platforms is a clear indication that many traditional radio listeners are increasingly becoming dissatisfied with advertisements that are normally very many in radio.

To counter this, many consumers have switched to listening to satellite radios since there are no advertisements especially those who are only interested in listening to music only though those who might be interested in advertisements can opt to subscribe for the same. On the other hand, MP3 players provide a suitable platform where listeners can act as their own DJ's as well as allowing them to create and share any music playlists, thus, making it possible to listen to it at their own will. Further, downloading podcasts using MP3 players allows a listener to avoid any form of advertisements. According to Kiley (2015) majority of those using podcasts to advertise normally, do not pay anything a fact which many consumers like so much. Furthermore, the homogenous nature of programming to which those listening to traditional radio are normally exposed to is also another factor that normally makes them to be more dissatisfied apart from advertisements. However, for podcasts, it is credited with offering varied and more interesting listening options for podcasters.

With constantly advancing technology, individuals nowadays are able to have a significant control over which programmes they want to watch or listen. For this reason, consumption of media services is increasingly becoming uneven. Consumption of podcasts and other electronic devices especially MP3 players is making it possible for media consumers to create their individual media environment that is completely distinct from others (Nason, 2015). According to many listeners, fragmentation of media tends to establish more and unique options, significant control over what to listen as well as a significant sense of society and engagement with those providing media services among others.

Practices by individuals creating their own personal content and sharing such content with other individuals is a key factor that is creating media fragmentation. Individuals also tend to have a significant control over their own podcasts since they can be able to create their own contents. As Affleck (2015) notes, anyone who would like to establish their own individual shows can easily do that using podcasts. This is because podcasts are normally very cheap to make. According to the director of Pew Internet and American Life Project Observers Lee Rainie; there is increasing number of individuals who are very interested to hear their own voices and also thinks that other people might also be interested to hear it too. This is the reason why podcasting use has greatly increased (Kerner, 2015).

In this regard, it is clear that the fragmentation of traditional media platforms is causing significant real issues. For example, over the last few years traditional radios have been faced with severe competition despite their effort to enhance their overall services to reach more consumers especially from medial platforms that tend to make it possible for consumers to personalize their individual listening options. Therefore, it is clear that the new media platforms are key factors that is causing traditional radio to fragment (Green, *et al.,* 2015). For instance, a proposal by David Ranii (2009) is that those using satellite radios and other similar platforms

are most likely to outdo traditional media the same way digital Tv's did to network TV by fragmenting its listeners and also reducing its market share. In addition, expansion of the highly listening environment fueled by extreme needs by listeners to establish their own options tends to create suitable opportunities for content marketers to precisely target a particular demographic. For this reason, it can easily be observed that clients particularly those who are interested in on-demand media environment might offer very profitable consumers for marketers.

2.6. Theoretical Framework

This study has been majorly informed by two theories i.e., the uses and gratifications theory also described as the reward and motivation for the media consumption and the Technology Acceptance Model (TAM), to explain the levels of gratification coupled with the assumed significance and comfortability of use of podcasts among smart phone users in Nairobi County.

The Uses and gratifications theory was chosen, as it is an audience-centered model that concentrates on how individuals deal with various media platforms in contrast to what media platforms tend to do to/for the individuals. Blumler and Katz (1974) are credited with the development of this theory with their article "the utilizations of the concepts of Mass Communications: the apparent positions with regards to the Gratifications Research in which case it concentrates on the role of those using media. The theory provides that individual consumers tend to do so for their own personal needs. For this reason, this theory can be considered to be precisely centered on users as well as listeners of media.

Ever since, the media has been considered as an independent and a neutral transmitter of the information. Media has therefore remained objective with regards to ensuring that they

represent both sides of the story before the news goes out or is disseminated (Beard, 2014). The underlying philosophy would be that the audience would convey the news objectively and that this would then be debated upon with regards to the minimal effects theory. However, the conclusion is that the general population cannot be considered as an individual but rather as a group of people who are part of the society that has been exposed to several sources of information and that individuals would only access the information that is of their interest.

Therefore, there has been the perception that the concept of sensationalism has not been incorporated in traditional media. The media has been presenting information with a focus on people's perception and senses rather than just overstating the realities and representing information in a very erroneous manner with an aim of informing the knowledge. A reason believed to be why majority are running into the free cyberspace to search for the specific news and other related information that responds to their quest for information (Harper, 2010).

The theory emphasizes that the media has been used mainly as a means of getting the necessary information for the purposes of knowledge among other factors. Therefore, with the use of podcasts, majority of the people have developed interest with regards to their ability to acquire several topical interests such as farming, music as other interests. The theory therefore emphasized that the media is a free site where people are at liberty to only look for the information that favours them with regards to their own specific needs. However, one key shortcoming of this theory is that it is assumed that the aspect of absolute truth cannot exist (Giliberti, 2016). This is because, those listening to the media are considered to have effective control over its overall influence on themselves given that the listeners have the ability to select the influence they want regarding the media. As such, suffice to say that this theory is largely related with the human psychology of needs, motives and influence.

The concept of the Technology Acceptance Model (TAM) on the other hand makes use of the constructs premised on the perceived significance and usefulness and subsequently the assumed suitability of use. These are individual beliefs and in most cases are affected by the external variables that are intervening. Subsequently most of these constructs turn to influence the attitude with regards to the utilization of the behavioral intentional use (Davis, 1989)

Perceived importance has been defined as being the level at which an individual understands that the system would in the end improve their overall performance levels. The perceived ease of the utilization describes the degrees at which the specific individual believes that the utilization of the system can be considered as being effortless. Numerous analysis which are factorial in nature have therefore demonstrated that the perceived significance and the usefulness coupled with the perceived ease of use can be deemed as being two different and separate dimensions (Hauser et Shugan, 1980 ; Larcker et Lessig, 1980 ; Swanson, 1987). An internet user who perceives podcasts as irrelevant or a waste of time, for example, may unlikely want to listen and/or subscribe to a podcast, while one who perceives podcasts as an interesting option to news and information sharing will more likely want to adopt to them. This model is thus used to predict how a particular technology will be accepted as well as identify adjustments that can be incorporated to make it easier and/or more useful to users.
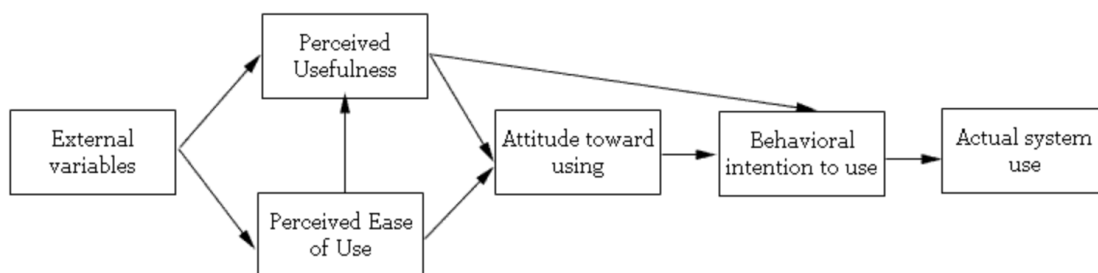
Technology Acceptance Model from Davis, Bagozzi et Warshaw (1989)

The Technology Acceptance Model proposes that the utilization of the specific technological innovation is premised on the behavioral intentions, consequently the behavioral intentions have been considered by the individual's considered attitude with regards to the utilization of the innovations and through the perception of the utility.

The use of the innovation though, does not necessarily depend on the attitude of the individual as proposed by Davis, but this decision is premised on the impact which can be realized through the performance. Though some of the internet users may not welcome the idea of podcasts as a considered option for sharing information, the probability that they will utilize them depends on the internalization of the fact that its use will improve their knowledge and the level of performance levels at a glance.

On a separate account, the use of the Technology Acceptance Model theory has been deemed to have a direct link between the perceived importance and the perceived simplicity in its use. Therefore, with the two systems giving the similar features, the end consumer will definitely go for the one that they consider easy to use (Dillon and Morris, on 1996). Given that the TAM has been considered and also criticized on a number of grounds, it still plays a very significant role with regards to the general framework and also the consistency with a number of investigations into the variables that are influencing individual decisions on the use and consumption of the technology (Braun, 2013).

CHAPTER THREE: RESEARCH METHODOLOGY

This chapter describes the methodology that has been adopted in this study. The chapter covers the following specific subsections: research site, target population, research design, sample size and sampling procedures, data collection methods data reliability and validity, analysis of data and how it was interpreted.

3.1. Research site

The location selected for the study is Nairobi County. Nairobi County was selected because it has the highest number of internet users - 2,199,763 or 52.4% (Kenya Population and Housing Census, 2019). The county has a population of 4,397,073.

3.2 Target population

For this research, the target population referred is the 2,100,763 Nairobi residents who, according to the Kenya Population and Housing Census report (November 2019), have access to the internet.

3.3 Research design

Explanatory research design was used in order to analyse podcast consumption in Kenya, with the aim of finding out who listens to podcasts, when and why. While trying to draw comparisons with listeners in other parts of the world, it was important to find out if the Kenyan podcast audience shared similar listening habits and/or views and if consumption had the potential to increase with time.

3.4 Sample size and sampling procedures

3.4.1 Sample size

For this research, a considered sample size of 384 respondents was chosen based on Krejcie & Morgan in their 1970 table (Appendix iii).

3.4.2 Sampling procedures

Sampling is the procedure of selecting a representative from the whole population. It is also the systematic process of selecting a number of individuals for a study to represent the larger group from which they were selected ((Marshall & Rossman,1999). There are certain factors to be considered while selecting a sample in research including the ease in accessing the potential respondents, the researcher's judgment of the knowledge that the intended respondents have about the research area or topic, how topical the case is among a category of individuals or simply that the research is different from others. This research focused on a non-probability sampling technique in collecting its quantitative data.

For this research, data was collected online and due to the fact that theoretically, all internet users within Nairobi were potential respondents and that it was consequently difficult to identify the appropriate participants, snowball or referral sampling as part of a convenience sample was used as a sampling technique. The snowball-sampling involved a few people who thereafter became multipliers and asked more people to join the sample. Therefore, the snowball sampling offered not only the advantage of quickness, but also facilitated the spread of the research because the multipliers acted as references for the researcher's credibility (Dencombe, 2017). In order to minimize the tendency of a high homogeneous respondents' group due to the snowball-sampling, respondents from different areas of interest were nominated as multipliers.

The researcher started by identifying a few people who they knew listened to podcasts and were willing to take part in the research. After they had participated, the researcher requested them to refer them to people who they thought/knew listened to podcasts. This went on until 384 respondents were reached.

Important to note that though Snowball sampling is often used when the desired sample characteristic is so rare that it is extremely difficult or prohibitively expensive to locate a sufficiently large number of respondents by other means, it has been used in this research as a virtual technique due to its provision to rely on referrals from initial respondents to generate additional respondents. Since the researcher only knew a few respondents who listened to podcasts, the technique helped the researcher reach more respondents via referrals.

3.5 Data Collection Methods

There are many techniques that can normally be utilized when it comes to gathering data (Ngechu, 2014). However, the specific technique chosen greatly depends on the features that are exhibited by the population that has been chosen for study as well as the objectives that a study aims to fulfil since various tools and instruments normally gather different kind of data. According to Donald (2016), there exists only two key types of data that can be used in research, which can be derived from both primary and secondary data sources. For the purpose of this study, primary data was used by the researcher. To gather this data, the researcher used the survey method.

3.5.1 Data collection instrument

The research instrument used was a questionnaire. While developing the questionnaire, the researcher divided it into two main parts with part one addressing the general information

of the respondents while part two was developed in such a way that it was able to collect the relevant study data as per the study objectives.

3.5.2 Validity of Research Instrument

Before the researcher embarked on collection of data to be used for this study, a pilot test was done in order to ensure that the questions were relevant as well as to find out how reliable the data obtained was. During this process, the precision of the instruments as well as how easy it was to use them was established. Gillham (2015) provides that the skills and knowledge that a researcher is able to accumulate during this process are very essential as they represent the large sample being targeted, hence, these two counted very much later. An initial analysis was done using the data gathered during the piloting phase, which enabled the researcher to determine how well the questions to be answered were during the main survey.

Internal consistency tactic was employed by the researcher to establish how reliable the questionnaire was, a fact that made it possible to avoid any error in later actual study. Individuals who participated in this piloting phase were not considered when the main survey was undertaken. This was the case because those who participated in the piloting phase were not meant to be part of those to later participate in the actual research despite the fact that they tend to exhibit similar features (Babbie, 2011). After conducting the necessary tests on the questionnaire, the appropriate amendments were effected accordingly.

3.6 Data Analysis and interpretation

To realise the objectives of this research, the research used quantitative approach. The quantitative analysis of this study provided an overview of podcast consumption among internet users in Nairobi County: respondents subscription to a podcast, frequency of listening and reasons for listening. The researcher used SPSS Version 24.0 to enter the quantitative data after which it was analysed by the use of descriptive statistics. This information has been presented in tables.

CHAPTER FOUR: ANALYSIS AND PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

This chapter discusses the findings of the study and makes interpretations. The study analysed the consumption of podcasts among internet users within Nairobi County. This was guided by three objectives; The first was to examine podcast consumption among internet consumers within the County of Nairobi. Second, to explore the potential of podcasts with widespread Internet access and finally to explore the potential pool of listenership in terms of demographics and the resulting potential of podcast advertising for business. Snowball sampling as part of a convenience sample was used to identify respondents for the study who later referred the researcher to other podcast users who also agreed to participate in the study. The target population was 384 respondents, out of whom 384 respondents filled and returned their questionnaire giving a response rate of 100%.

Table 1:

Response Rate

Number of Questionnaires Administered	Number of Questionnaires Filled and Returned	Response Rate
384	384	100%

4.2 Background Information

Prior to analysis of data on specific objective areas, the study preliminarily analysed essential background information to form the basis of subsequent inferences. The particular data included respondents; gender, age, level of education, marital status, and occupation.

4.2.1 Distribution of Respondents by Gender

The findings in table 4.2 show that 51% of the respondents were female while 49% were male. This implies that in the current study, the majority of the respondents reached were female podcast users indicating that majority of those who consume podcasts amongst the internet users across Nairobi county are female. This disputes findings by Michelle (2016) that the demographic for the general podcast conversation on social media is mostly men over the age of 35, which aligns with the demographic of radio consumers.

Table 2:

Respondents Gender

Gender	Frequency	Percentage
Female	196	51
Male	188	49
Total	384	100

4.3 Podcast consumption among Internet users within Nairobi County

The respondents were asked questions related to this objective in two parts where the first part was based on subscriptions, period of time spent on listening, mode of discovery of the podcast and reasons for subscription/listening. The second part required the respondents to rate a series of statements relating to the place of podcast consumption among internet users in Nairobi County.

4.3.1 Respondents Subscription to a Podcast

The study requested the respondents to indicate whether they have subscribed to a Podcast. Accordingly, the findings in Table 3 indicate that majority (54%) of the respondents

had subscribed to a podcast whereas 46% had not, even though they still listened to them. Based on this, it can be deduced that, the level of consumption of podcasts among internet users in Nairobi County in relation to subscription by the respondents was high. This corresponds to findings by the Reuters Digital News Report that found out that out of the 20 countries they surveyed, a third use podcasts regularly. In South Africa and Kenya specifically, Reuters found around 40 percent of the more educated, urban samples are monthly podcast users.

Subscribing to a podcast, though, in most instances doesn't necessarily equate to consumption according to Newman (2020) who argues that such statistics aren't fully reflective of the current trends and so it's difficult to obtain accurate data about podcast consumption.

Table 3

Respondents Subscription to a Podcast

Category	Frequency	Percentage
Yes	207	54%
No	177	46%
Total	384	100%

4.3.2 Frequency of Listening to Podcasts

The study inquired from the respondents on approximately how many hours they spend listening to podcasts in a typical week. The findings in Table 4 indicate that, majority (84%) of the respondents listen to podcasts for more than 10 hours per week, 9% listen to podcasts for more than 7 and up to 10 hours a week and the remaining 7% listen to podcasts for more than 5 hrs and up to 7 hours a week. According to the findings, it is clear that the respondents

listen to podcasts for more than 10 hours a week, which translates to approximately a minimum of one and a half hours a day.

Table 4

Frequency of Listening to Podcasts

Category	Frequency	Percentage
More than 5 up to 7 hours	27	7%
More than 7 up to 10 hours	35	9%
More than 10 hours per week	322	84%
Total	384	100%

The study results indicate that the overall consumption of podcasts among internet users in Kenya is gaining momentum as it is close to what the weekly consumption of podcasts in the United States where statistics show the average time spent listening to podcasts by weekly podcast users in the United States as of February 2018 was 10 hours or more of podcasts in an average week in the measured period. This is therefore indicative of high podcast consumption given that internet charges in the country are higher than in neighboring countries.

4.3.3 Respondents Listening to a Podcast

The respondents were asked whether they listen to Podcasts, to which majority (71%) responded in the affirmative, whereas the remaining 29% responded in the negative with most saying they started then stopped for one reason or another. Again, the findings reveal a high level of consumption of podcasts by the respondents.

Table 4

Respondents Listening to a Podcast

Category	Frequency	Percentage
Yes	273	71%
No	111	29%
Total	384	100%

The study results above dispute Bilbao (2015) who stated that despite the fact that a large number of individuals are aware of podcasting, there are still fewer people who actually listen. More people are becoming aware of podcasting and are listening to the podcast options available.

4.3.4 Distribution of Respondents by Discovery of Podcasts

The study asked the respondents to state how they first heard about or discovered the podcasts to which they subscribe/listen to. The findings in Table 6 show that, majority (72%) of the respondents first heard about or discovered the podcasts to which they subscribe/listen to via Google, Yahoo, or other web search engine, 57% heard/ Saw it on Social Media, 53% were directed to it by the program's website, 43% heard about it from a friend and 18% found it while browsing on iTunes. The findings imply that, podcasts were first heard about or discovered by the respondents through online platforms. This could be attributed to the fact that it is by its intrinsic nature an online form of communication.

Table 5

Distribution of Respondents by Discovery of Podcasts

Category	Frequency	Percentage
Heard/ Saw it on Social Media	219	57%
Found it while browsing on iTunes	69	18%
Was directed to it by the program's website	204	53%
Heard about it from a friend	165	43%
Google, Yahoo, or other web search engine	276	72%

Based on the study results above, podcast discovery habits remain varied amongst internet users in Nairobi county. This can therefore be deemed as a podcast discovery problem.

4.3.5 Respondents Reasons for Subscribing/Listening to Podcasts

The respondents were asked to indicate the word they would use to describe the main reason that they subscribe/listen to podcasts. Based on the findings tabulated below, interest was the most common reason (87%) highlighted by the respondents, followed by quality (80%), information (78%), convenience (74%) and lastly uniqueness (51%). The findings show that podcasts are listened/subscribed to due to personal reasons (interests and information) as well as their ability to meet some desired expectations such as quality, convenience and uniqueness.

Table 6

Respondents Reasons for Subscribing/Listening to Podcasts

Category	Frequency	Percentage
Convenience	284	74%
Quality	307	80%
Interest	334	87%
Information	300	78%
Uniqueness	196	51%

Findings from the study indicate that internet users from across Nairobi County subscribe/listen to podcasts to satisfy their own interests. This is informed by the fact that many people get inspired when they listen to other people's podcasts especially for those who are intrigued and interested in new ideas and expanding their horizons mostly on things that they are passionate about as it is easy to find a podcast that will truly inspire them.

Findings from the study supporting the two theories anchoring this study – the uses and gratifications theory that concentrates on how individuals deal with various media platforms in contrast to what media platforms tend to do to/for the individuals and The Technology Acceptance Model (TAM) that utilizes the constructs "perceived usefulness" and "perceived ease of use". Both theories provide that individual consumers interact with different media for their own personal needs, using it as a means to acquire information as well as knowledge they find useful.

4.3.6 Proportion of Podcast "Episodes" Respondents Receive and Listen to

As a podcast subscriber/listener, respondents automatically receive downloads of new episodes of a particular podcast. Some people delete episodes without listening. The study sought to determine, what percent of podcast "episodes" that respondents receive and take the time to listen to. Table 8 indicates that 32% will mostly listen to 41-60% of the podcasts received, followed by 23% listening to 61-80%, 12% listening to 81-100%, 9% listening to 21-40% and the least (3%) listening to 0-20%.

Table 7

Proportion of Podcast "Episodes" Respondents Receive and Listen to

Category	Frequency	Percentage
0-20%	12	3%
21-40%	35	9%
41-60%	123	32%
61-80%	88	23%
81-100%	46	12%
Total	303	79%

The results demonstrate that most of the podcasts that were received by the respondents were listened to a certain level that was considered as being above average by majority of the respondents. Subsequently the study failed to establish clearly why the subscribers were not listening to all the podcasts they received as downloads.

Table 8

Podcast consumption among Internet Users

Podcast consumption among Internet Users	Mean	Std Dev.
I prefer to listen to music (either online, on CDs, flashdisks…etc) than listening to podcasts	3.035	.880
I prefer watching Television to podcasts	3.127	.892
I prefer Online streaming audio to podcasts	3.200	.477
I prefer to listen to traditional radio than podcasts	3.309	.827

The findings reveal that the respondents' preference for other forms of media over podcasts was not high. This was depicted by the low mean values relating to statements exhibiting preference for other forms of media compared to podcasts. The findings validated Edirisingha, Rizzi, Nie and Rothwell (2013) view that the popularity of podcasts consumption is increasing facilitated by the fact that it is extensively used in entertainment, media and journalism sectors as alternative strategies for content distribution and that people today can easily access and own portable digital devices.

4.4 The Potential of Podcasts with widespread Internet Access

The second objective sought to explore the potential of podcasts with widespread internet access. Respondents were therefore asked to indicate whether they agree or disagree with the number of statements, guided by the following scale: (1= strongly disagree, 2=disagree, 3=moderate 4=agree and 5=strongly agree).

Table 9

The Potential of Podcasts with widespread Internet Access

	Mean	Std Dev.
There is the capability of taking the direct action with regards to the direct response which listening to the sponsorship messages from the advertisement from a favourite podcast.	3.709	.788
Readers who prefers the use of audio can help enhance the block posts by cross promotion carried out through different media channels	3.727	.903
The subscription to the internet is supported by the podcasts	3.787	.752
A podcast is made available through the alert that is enhanced with the RSS feed syndication, this therefore eliminates the need for new marketing campaign implementations	3.795	.671
Company social media umbrella can enhance the implementation and integration of the podcasting	3.843	.597
The listening of the podcast on the go has been enhanced through internet thus no need to only listen through the computer	3.852	.616
The gaining of the mainstream popularity of the podcast has been enhanced through the introduction of the podcast only App	3.922	.570
The gaining of access to the Wi-Fi connection and the access to the smartphone has enhanced the popularity of the podcasts	3.927	.903

According to the findings presented in table 10 above, the potential of podcasts with widespread internet access is very high based on the high mean scores generated for the specific statements measuring this objective. For instance, the popularity of podcasts increased when more consumers gained access to smart phones and Wi-Fi connected devices (M= 3.927, SD= .903). The introduction of the podcast only apps led to podcasts gaining more mainstream popularity (M= 3.922, SD= .570). The internet has enabled people to listen to podcasts on the go, not just on a computer (M= 3.852, SD= .616). Podcasting can easily be integrated under a company's social media umbrella (M= 3.843, SD= .597). With RSS feed syndication, a podcast

audience is alerted when a new podcast is available, eliminating the need to implement a new marketing campaign (M= 3.795, SD .671). Internet supports subscription to Podcasts (M= 3.787, SD= .752).

The study findings conform with the findings of a study undertaken by Chan & Lee, (2015) who indicate that published podcasts are usually posted by the content provider into a location that is permanent on a web-server after which the provider makes it known to its intended audience. Upon this, potential users normally subscribe to receive these podcasts by logging into a location feed that is permanent through an aggregator program that is capable of reading RSS especially Apple iTunes.

Findings that blog posts can be enhanced with podcasts for readers who prefer audio then both can be cross promoted through various social media channels (M= 3.727, SD=.903) and The internet enables Podcast listeners to take action in direct response to hearing a sponsorship message or advertisement during a favourite podcast (M= 3.709, SD=.788) support Johnes (2016) view that podcasting can be categorized as a push technology due to its ability to automatically deliver contents to its subscribers. In addition, the content owner is able to choose specifically the files he/she is to offer and at the same time enabling the subscriber to receive the same automatically. With this automatic delivery feature, podcasting becomes a completely different information sharing platform.

4.5 The Potential Pool of Listenership in Terms of Demographics and Resulting Potential of Podcast Advertising for Business.

The third and last objective focused on assessing the potential pool of listenership in terms of demographics and resulting potential of podcast advertising for business. To this end, the respondents were required to indicate whether they agree or disagree with a number of statements provided as, guided by the following scale: (1= strongly disagree, 2=disagree, 3=moderate 4=agree and 5=strongly agree).

Table 10

The Potential Pool of Listenership in Terms of Demographics and Resulting Potential of Podcast Advertising for Business

	Mean	Std Dev.
Implementations of the devices such as the MP3 players allows and enhances the consumers to gain ownership of the media environments which is unique to the listeners and anyone else	4.071	.474
More interesting and listening choices are offered which are varied and promotes podcasting making it more interesting	4.008	.570
The number of times a file is downloaded or streamed can be determined	3.976	.367
Major platforms are reaping big from the lots of the third-party podcasts apps which are available	3.966	.487
The ability to skip and eliminate the varied advertisements is enhanced when there is the download of the MP3 players	3.961	.622
Users are still allowed to manually enter the URL link to subscribe thus making it flexible for most of the podcasting software such as the Apple	3.953	.452
The popularity of the podcasting has been enhanced through the portable MP3 devices hence increasing the ownership and portability	3.953	.452
The provision of the metrics to the podcasts has been done by some clients such as the Apple with respect to the podcasts that one is subscribed to especially whether its listened to as an episode or whether there is part that was to be skipped.	3.929	.457

fundamentally podcasting has been considered as an open medium	3.898	.433
The creation and distribution of the podcasts has been enabled with a lot of ease since its cheaper and cost-effective technology	3.898	.744
Entertainment and journalism industries has considered podcasting as an alternative means to delivering good content,	3.898	.433
The viewing of the IP address where the file is downloaded is enhanced by the podcasters	3.780	.890
The opportunity to organize the show for those who wishes has been enhanced through the use of the podcasting	3.756	.651
Individuals are offered the control since they are allowed and given the ability to create their own podcasts through podcasting	3.748	.642
The information to offer in the feed is enhanced through the information providers	3.693	.624

From the findings, majority of the respondents agreed that the potential pool of listenership in terms of demographics and resulting potential of podcast advertising for business was high. Specifically, they indicated that; Podcasting and the use of devices such as MP3 players allow consumers to create their own media environments unique to each listener and unavailable to anyone else (M= 4.071, SD = .474).

These findings support Nason (2015) view that, with constantly advancing technology, individuals nowadays are able to have a significant control over which programmes they want to watch or listen. For this reason, consumption of media services is increasingly becoming uneven. Consumption of podcasts and other electronic devices especially MP3 players is making it possible for media consumers to create their individual media environment that is completely distinct from others.

Podcasting is also seen to offer more interesting, and varied listening choices(M= 4.008, SD = .570). It allows podcasters to know how many times a file is downloaded or streamed (M = 3.976, SD = .367). There are many third-party podcast apps out there for the

major platforms (M = 3.966, SD = .487). When podcasts are downloaded to MP3 players this provides the ability to eliminate or skip over advertisements (M = 3.961, SD = .622). It is flexible since most podcasting software, including Apple's, still allows users to manually enter a URL to subscribe to podcasts (M = 3.953, SD = .452). The increased ownership of portable MP3 devices has further spurred the popularity of podcasting (SD = 3.953, SD = .452). Some clients such as Apple, provide some metrics to podcasters (what other podcasts you are subscribed to, whether you actually listened to an episode, or what parts you skip) (M = 3.929, SD = .457). Podcasting is a fundamentally open medium (M = 3.898, SD = .433). It is a cheap and cost-effective technology, which enables podcasts to be created and distributed easily (M = 3.898, SD = .744). Use of podcasting by the media, entertainment and journalism industries as an alternative means of delivering content, (M= 3.898, SD = .433). Podcasters can see the IP address a file is downloaded to (M = 3.780, SD = .890). Podcasting offers the means for anyone who wishes to have their own "show" the opportunity to do so (M = 3.756, SD = .651). Podcasting also offers individuals control because they have the ability to create their own podcasts (M = 3.748, SD = .642). It allows the information provider to choose which files to offer in a feed (M = 3.693, SD = .624).

Affleck (2015) noted that anyone who would like to establish their own individual shows can easily do that using podcasts. This is due to the fact that podcasts are normally very cheap to make. The director of Pew Internet and American Life Project Observers Lee Rainie also observed that there is an increasing number of individuals who are very interested to hear their own voices and also thinks that other people might also be interested to hear it too. This is the reason why podcasting use has greatly increased (Kerner, 2015).

4.6 Summary of Study Findings

On the first objective on podcasting among internet users in Nairobi county, it was established that majority of the respondents indicated that they had subscribed to a podcast. In addition, it was found out that there are high levels of consumption of podcasts by the respondents as majority responded in the affirmative. It was also established that majority of the respondents listen to podcasts for more than 10 hours per week.

The findings further showed that, majority of the respondents first heard about or discovered the podcasts to which they subscribe/listen to via Google, Yahoo among other web search engines. The study deduced that the word the respondents would use to describe as the main reason that they subscribe/listen to podcasts was interest (was the most common reason). The study findings finally revealed that the respondents' preference for other forms of media over podcasts was not high. This was depicted by the low mean values relating to statements exhibiting preference for other forms of media compared to podcasts.

On the second objective on the potential of podcasts with widespread internet access across Nairobi county, it was found that the potential of podcasts with widespread internet access is very high based on the high mean scores generated for the specific statements measuring this objective. For instance, the popularity of podcasts increased when more consumers gained access to smart phones and Wi-Fi connected devices. Also, it was found that the introduction of the podcast only apps led to podcasts gaining more mainstream popularity, the internet has enabled people to listen to podcasts on the go, not just on a computer and also that podcasting can easily be integrated under a company's social media umbrella.

On the third objective on the potential pool of listenership in terms of demographics and resulting potential of podcast advertising for business, it was found that majority of the

respondents agreed that the potential pool of listenership in terms of demographics and resulting potential of podcast advertising for business was high. Specifically, they indicated that podcasting and the use of devices such as MP3 players allows consumers to create their own media environments unique to each listener and unavailable to anyone else. In addition, it was found that podcasting is seen to offer more interesting and varied listening choices, it allows podcasters to know how many times a file is downloaded or streamed and also that there are many third-party podcast apps out there for the major platforms.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes and concludes on the research findings as carried out. It presents the summary of the findings and the conclusions drawn from them, and lastly the recommendations. Suggestions are also made on areas of further study. Some useful recommendations are proposed by this study at the end of the chapter to enlighten and enable them to construct viable solutions with regard to the problem statement based on the research findings.

5.2 Discussion of the Study Findings

5.2.1 Podcast consumption among Internet Users in Nairobi County

Chapter four has shown that podcast consumption among internet users in Nairobi County is high. Not only are Kenyans subscribing and/or listening to podcasts, majority are also listening to them for more than 10 hours a week (84%) close to the weekly consumption of podcasts in the United States where statistics show the average time spent listening to podcasts by weekly podcast users in the United States as of February 2018 was 10 hours or more of podcasts in an average week in the measured period.

Mbugua (2020) stated that most Kenyans are not familiar with the word *podcast* nor what it means, despite having easy access to the medium through their mobile phones. Findings from this study though show the contrary, indicating that majority (72%) of the respondents first heard about or discovered podcasts to which they subscribe/listen to via Google, Yahoo, or other web search engines, 57% heard/ Saw it on Social Media, 53% were directed to it by

the program's website 43% heard about it from a friend and 18% found it while browsing on iTunes.

The study deduced that the word the respondents would use to describe the main reason that they subscribe/listen to podcasts was interest (most common reason at 87%), followed by quality (80%), information (78%), convenience (74%) and lastly uniqueness (51%) supporting the two theories explored herein that dictate individuals utilize the constructs "perceived usefulness" and "perceived ease of use" as they interact with different media for their own personal needs.

The overall objective of this study was to analyse the consumption of podcasts among internet users in Nairobi county. This has been established.

5.2.2 The Potential of Podcasts with widespread Internet Access

The second objective sought to explore the potential of podcasts with widespread internet access. According to the findings, it was clear that the potential of podcasts with widespread internet access is very high based on the high mean scores generated for the specific statements measuring this objective.

According to Allen (2016) the fact that it is extremely cheap to produce and easy to distribute a podcast internationally is the reason why it has gained significant acceptance. In addition, the ease of internet access and swift broadband growth which allows individuals to easily download podcasts online are also significant factors for its increased use. This statement supports findings of this study that show the popularity of podcasts increased when more consumers gained access to smart phones and Wi-Fi connected devices (M= 3.927, SD= .903). The introduction of the podcast only apps also led to podcasts gaining more mainstream

popularity (M= 3.922, SD= .570 with the internet enabling people to listen to podcasts on the go, not just on a computer (M= 3.852, SD= .616).

Edirisingha and Salmon (2013) posit that it is the interactive features of Web 2.0 tools that have also played a very essential role in making podcasts more popular. Internet is the keyway through which podcasts are distributed. As a result of this, many audiences across the globe are able to use podcasts more often for various purposes such as communicating, resource sharing as well as for entertainment purposes.

Further findings also show that podcasting can easily be integrated under a company's social media umbrella (M= 3.843, SD= .597) supporting Chan & Lee (2015) view that it is very easy for podcasts to be combined with other social media platforms maintained by a firm. This can ensure that company blogs are improved using podcasts particularly for target audience who prefer audio after which both audio and blog can be utilized in cross-promoting them via social media platforms. There is a general consensus that podcasts are a new frontier in marketing and those business podcast producers and listeners ought to take notice.

With RSS feed syndication, a podcast audience is alerted when a new podcast is available, eliminating the need to implement a new marketing campaign (M= 3.795, SD .671). Internet supports subscription to Podcasts (M= 3.787, SD= .752). Blog posts can be enhanced with podcasts for readers who prefer audio then both can be cross promoted through various social media channels (M= 3.727, SD=.903). The internet enables Podcast listeners to take action in direct response to hearing a sponsorship message or advertisement during a favourite podcast (M= 3.709, SD=.788).

The study findings agree with Johnes (2016) who provides that podcasting can be categorized as a push technology due to its ability to automatic delivery of contents to its

subscribers. In addition, the content owner is able to choose specifically the files he/she is to offer and at the same time enabling the subscriber to receive the same automatically. With this automatic delivery feature, podcasting becomes completely different information sharing platform.

5.2.3 The Potential Pool of Listenership in Terms of Demographics and Resulting Potential of Podcast Advertising for Business

The third and last objective focused on assessing the potential pool of listenership in terms of demographics and resulting potential of podcast advertising for business. From the findings, majority of the respondents agreed that the potential pool of listenership in terms of demographics and resulting potential of podcast advertising for business was high. Specifically, they indicated that; Podcasting and the use of devices such as MP3 players allows consumers to create their own media environments unique to each listener and unavailable to anyone else (M= 4.071, SD = .474). Podcasting is also seen to offer more interesting, and varied, listening choices (M= 4.008, SD = .570). Two findings that support Bilbao (2015) view that most podcasts now have completely original content and thus don't recycle the radio format allowing for creativity and out-of-the-box thinking that in the end produces as many types of podcasts as there are listeners. It therefore is almost a guarantee that no matter what one is into, they will find a podcast that suits them.

Other findings such as the ability to allow podcasters to know how many times a file is downloaded or streamed, the fact that some clients, such as Apple, provide some metrics to podcasters (what other podcasts you are subscribed to, whether you actually listened to an episode, or what parts you skip) and the fact that podcasting is a fundamentally open medium

and that it is cheap and cost-effective enabling podcasts to be created and distributed easily agree with Gribbins (2013) view that podcasting provides a new, unique opportunity for marketers to reach a whole new clientele base. Podcasting as a digital channel provides a concise and clear channel through which those responsible for marketing are in a position to easily communicate about their products to their targeted customers. This is normally achieved through the utilization of the "on-the-go" culture as well as the "on-demand feature" which are two key features of podcasting that normally enables a business or a brand to communicate their story at any given time, therefore, enabling them to gain competitive edge in their sector of operations through creation of brand advocates. This therefore means that a wide range of information can easily be communicated using podcasting to a targeted group of individuals.

According to a research done by IAB in conjunction with Edison Research, it has been established that an estimated two-thirds of people who tend to listen to podcasts are more likely to purchase goods or services that have been communicated to them through the podcasts. In addition, the survey established that 60 percent of podcast listeners normally choose buying products or services advertised via their favourite shows.

For this reason, it is clear from the survey results that podcast listeners essentially prefer sponsorship messages as well as those advertising goods and services through the use of advertisements that have already been pre-recorded via podcasts, especially those providing a critical emphasis on the advertising opportunity as well as individual relationships that have been established between those podcasting and the targeted audience (Udell, 2015). Those

listening to podcasts are normally known to easily take actions directly upon them hearing an advertisement or podcast message especially when listening to their favourite programs.

5.3 Conclusions

It is clear that podcast consumption among internet users in Nairobi county is on an upward trajectory aided by the increase in internet access and uptake in smartphones in the country.

84% of respondents listen to podcasts for more than 10 hours a week according to findings, translating to approximately a minimum of one and a half hours a day. Respondents also intimated that they first heard about or discovered podcasts through online platforms and that they listened/subscribed to due to personal reasons (interests and information) as well as their ability to meet some desired expectations such as quality, convenience and uniqueness.

According to Edirisingha, Rizzi, Nie and Rothwell (2013) the popularity of podcasts consumption has also been facilitated by the fact that it is extensively used in entertainment, media and journalism sectors as alternative strategies for content distribution and that people today can easily access and own portable digital devices.

Majority of the respondents also agreed that the potential pool of listenership in terms of demographics and resulting potential of podcast advertising for business was high. This was particularly in relation to creation of unique content that is interesting and with diverse choices for listening, flexibility in downloading or streaming of content, elimination of irrelevant information such as advertisements and integration with other ICT products such as software.

5.4 Recommendations

i. Content creators should explore podcasting as an option now that more people are listening to podcasts for more than 10 hours a week. They should take advantage of not only the fact that podcasts are relatively cheap to produce and easy to distribute (one only needs a smartphone and internet connection) but also the fact that podcasts do not have any restrictions, Government or otherwise, allowing for creativity and out-of-the-box thinking that in the end produces as many types of podcasts as there are listeners. It therefore is, almost a guarantee that no matter what one is into, they will find an audience.

ii. Content creators should concentrate on quality, information and uniqueness if and when creating podcasts since majority of podcast listeners cited these as the main reasons why they listen to podcasts - quality (80%), information (78%), and uniqueness (51%)

iii. Business entities, firms and organisations should incorporate/include podcasts to their existing online media platforms such as social media pages and websites. This can ensure that company blogs are improved using podcasts particularly for target audiences who prefer audio to written text. Both audio and blogs can then be utilized by cross-promoting them via social media platforms. There is a general consensus that podcasts are a new frontier in marketing and those business podcast producers and listeners ought to take notice (Chan, & Lee, 2015).

iv. Companies can also take onboard podcast content creators as brand ambassadors as part of their marketing strategy. The "on-the-go" culture as well as the "on-demand feature" which are two key features of podcasting enables a business or a brand to communicate their story at any given time, therefore, enabling them to gain competitive edge in their

sector of operations through creation of brand advocates. This therefore means that a wide range of information can easily be communicated using podcasts to a targeted group of individuals.

v. The media can also incorporate podcasts for content distribution to capture this new audience that has preference to podcasts to maximise audience engagement and also so they can tap into the digital front while still maintaining its place as traditional media.

5.5 Area for Further Study

The aim of this study was to analyse the consumption of podcasts among internet users in Nairobi County. Therefore, a replica of this study should be undertaken but this time to establish the relationship between factors affecting utilization levels and penetration rate across various Counties of Kenya.

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APPENDICES

Appendix I: Questionnaire

Kindly answer all the questions to the best of your ability. The information provided will be treated with utmost confidence and strictly used for academic purposes only.

"Podcasting is a method of distributing audio recordings via the Internet, allowing users to subscribe to a feed of new files. It is an episodic series of digital audio or video files which a user can download in order to listen to".

Section A: Background Information

1. Age :

    18 to 25 years   [ ]   26 to 35 years [ ]   36 to 45   [ ]

    46 to 55 years   [ ]   56 and above [ ]

2. What is your highest level of education?

    Primary level   [ ]   Secondary level   [ ]

    Certificate level   [ ]   Diploma level   [ ]

    First degree level   [ ]   Post graduate level [ ]

3. Do you understand what a podcast is?

    Yes [   ]   No [   ] **(If no, discontinue the study)**

Section B: Podcast consumption among Internet Users in Nairobi County

4. Have you subscribed to a Podcast?

    Yes [   ]   No [   ]

5. Do you listen to Podcasts?

    Yes [   ]   No [   ]

6. In a typical week, approximately how many hours do you spend listening to podcasts?

       Less than one-hour.   [ ]   More than 1 up to 3 hours. [ ]

       More than 3 up to 5 hours. [ ]   More than 5 up to 7 hours. [ ]

       More than 7 up to 10 hours [ ]   More than 10 hours per week [.]

7. How did you first hear about or discover the podcasts to which you subscribe/listen to?

       Heard/ Saw it on Social Media   [ ]

       Found it while browsing on iTunes   [ ]

       Was directed to it by the program's website   [ ]

       Heard about it from a friend   [ ]

       Found it on an NPR website   [ ]

       Google, Yahoo, or other web search engine.   [ ]

       Other (please list): _____

8. What word would you use to describe as the main reason that you subscribe/ listen to podcasts?

       Convenience   [ ]   Quality   [ ]

       Interest   [ ]

       Information   [ ]   Uniqueness [ ]

       Other (please list) _____

9. As a podcast subscriber/listener, you automatically receive downloads of new episodes of a particular podcast. Some people delete episodes without listening. If you were to make a best guess, what percent of podcast "episodes" that you receive do you take the time to listen to?

       0-20%   [ ]   21-40%   [ ]   41-60%   [ ]

       61-80%   [ ]   81-100%.   [ ]

10. Please answer the questions below guided by the following scale: (1= strongly disagree, 2=disagree, 3=moderate 4=agree and 5=strongly agree)

	1	2	3	4	5
I prefer to listen to traditional radio than podcasts					
I prefer Online streaming audio to podcasts					
I prefer watching Television to podcasts					
I prefer to listen to music (either online, on CDs, flashdisks…etc) than listening to podcasts					

Section C: The Potential of Podcasts with widespread Internet access

11. Kindly indicate whether you agree or disagree with the following statements, guided by the following scale: (1= strongly disagree, 2=disagree, 3=moderate 4=agree and 5=strongly agree)

	1	2	3	4	5
The internet enables Podcast listeners to take action in direct response to hearing a sponsorship message or					

advertisement during a favourite podcast.				
Internet supports subscription to Podcasts				
With RSS feed syndication, a podcast audience is alerted when a new podcast is available, eliminating the need to implement a new marketing campaign				
Podcasting can easily be integrated under a company's social media umbrella.				
Blog posts can be enhanced with podcasts for readers who prefer audio then both can be cross-promoted through various social media channels				
The popularity of podcasts increased when more consumers gained access to smart phones and Wifi connected devices.				
The internet has enabled people to listen to podcasts on-the-go, not just on a computer.				
The introduction of the podcast only apps led to podcasts gaining more mainstream popularity				

Section D: The Potential Pool of Listenership in Terms of Demographics and Resulting Potential of Podcast Advertising for Business.

12. Kindly indicate whether you agree or disagree with the following statements, guided by the following scale: (1= strongly disagree, 2=disagree, 3=moderate 4=agree and 5=strongly agree)

	1	2	3	4	5
It allows the information provider to choose which files to offer in a feed					
Podcasting is a fundamentally open medium					
It is flexible since most podcasting software, including Apple's, still allows users to manually enter a URL to subscribe to					
There are lots of third-party podcast apps out there for the major platforms					
It allows podcasters to know how many times a file is downloaded or streamed					
Podcasters can see the IP address a file is downloaded to					
Some clients such as Apple, provides some metrics to podcasters (what other podcasts you're subscribed to, whether you actually listened to an episode, or what parts you skip)					
When podcasts are downloaded to MP3 players this provides the ability to eliminate or skip over advertisements					

Podcasting is seen to offer more interesting, and varied, listening choices					
Podcasting and the use of devices such as MP3 players allows consumers to create their own media environments unique to each listener and unavailable to anyone else					
Podcasting also offers individuals control because they have the ability to create their own podcasts.					
Podcasting offers the means for anyone who wishes to have their own show" the opportunity to do so					
It is a cheap and cost-effective technology, which enables podcasts to be created and distributed easily					
Use of podcasting by the media, entertainment and journalism industries as an alternative means of delivering content,					
The increased ownership of portable MP3 devices has further spurred the popularity of podcasting					

THANKYOU FOR YOUR INPUT AND COOPERATION!!!

Appendix II: Krejcie and Morgan Table

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.   *S* is sample size.

Source: Krejcie & Morgan, 1970