

The Nature of the Correlation between Podcast Content and Public Opinion

Hani. A. Albadri*

TV and Radio Department, Faculty of Media, Middle East University, Amman, Hashemite Kingdom of Jordan

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Abstract: In this paper, we aimed to identify the nature of the correlation between podcast content and public opinion trends. The study population included Jordanian society as a model for Arab societies. The random sample consisted of (385) respondents. The descriptive analytical method was used, using the questionnaire as a data collection tool. The results showed a difference in the community's attitudes according to the content and nature of the material presented in the podcast and that the podcast provides information and data in a transparent manner to the public. It also shows that the topics and issues addressed by the podcast's content have an impact on public opinion in society. It was also found that there is a correlation between the determinants of the formation of attitudes in society and their actual attitudes toward following the podcast. The author recommended that the podcast should continue to improve the media content in the podcast and emphasize the continuation of providing distinguished content in terms of form, output, and content in a manner consistent with the events it covers.

Keywords: Jordan, podcasts, public opinion, society, trends.

1. Introduction

The media is the most important aspect of contemporary life, and it is developing steadily, and its impact was reflected in the mechanisms and methods of the media in addressing the public. The media in its various forms, contents and types have become the most affected fields of media by the scientific and technological revolution, which gave the recipient a great opportunity to choose between them according to his preferences. Certainly, the podcast, since its inception, has played a role in influencing and directing public opinion. In conjunction with its increased spread in recent years, the podcast has turned into a general social phenomenon, which has motivated many researchers and scholars in the field of social psychology, media, and educational sociology to study this phenomenon and explore its social, psychological, and cultural effects, as well as studying these effects on the thinking patterns and behavior of its followers, knowing the nature of the role he plays in shaping their attitudes, and the values and behaviors that may be instilled in their personality that affect their lifestyle.

The podcast, as one of the media in the era of globalization and the information technology revolution, is considered one of the most important means that contribute to shaping public opinion among the public to know what is going on around it in terms of issues and events. The great technological development and communications revolution in the field of podcasts have led to the emergence of specialized channels in the fields of news, education, politics, economics, religion, sports, tourism, entertainment, and others. The podcast also plays an essential role in achieving communication with all groups of society and its various divisions, informing the local and international world about what is happening in this country and knowing the latest developments and public events.

When we talk about the role of podcasts, we mean its contemporary concept as a participatory service through which Web 2.0 technology can be fed with video and audio files that this technology makes available to recipients through the status it represents and what it can offer and implement in terms of media and communication initiatives that can attract The attention of the people of society, as the podcast is a means to communicate the interests, problems and needs of the community to the decision makers and planners, in order for the members of the community to feel that they are responsible and participating in the development process and to enhance the capabilities of its children and feel about the issues of the society in which they live.

1.1 Problem statements

Through his work in the field of media, the author noticed the dependence of community members on the media to a greater degree than their dependence on podcast content, and it is known that community members everywhere are

*Corresponding author e-mail: hanibadri@gmail.com

subject to a set of transformations, variables, and events at all levels. These transformations necessarily affect the formation of individuals' attitudes, values, and behavior, and the programs presented in this technology play a role in that transformation and change and have repercussions on public opinion. Podcasting is not only a new media, but it's also a new way to communicate. Podcasts hold a unique position in the media landscape and have the power to connect radio and music streaming. On the other hand, podcasts create an intimate, focused atmosphere for listeners to engage and build rapport with the content and hosts, affirming personal and social identities [1].

The formation of public opinion is based on the interaction among groups of individuals on a controversial issue. Public opinion is the judgment reached by the group on an issue, and it is of importance to it after adequate discussions. This judgment is characterized by a social character, as it is the outcome of ideas, beliefs and positions of individuals and groups. It is directly related to civilizational, cultural, and religious factors, regarding an issue that affects the social system, as individuals, organizations, and systems. Through observation and experiment, the problem of the study emerges about the attitudes of Jordanian society towards the content of podcasts and its repercussions on public opinion, with the possibility of providing a scientific vision of the respondents' opinions towards this technology, and its role in the possibility of inculcating knowledge, values and perceptions about various issues in Jordan.

The main question: what is the nature of the correlation between podcast content and public opinion? Accordingly, the following questions can be asked:

- (1) What are the community's views on the content presented in the podcast?
- (2) What is the level of podcast data transparency?
- (3) What is the impact of topics and issues addressed by the podcast content on public opinion in society?
- (4) How satisfied is the community with the coverage provided by the podcast?

The Importance

Podcasts are one of the greatest content marketing channels. It is the best way to market and create compelling content to attract the audience. So, podcasting is a way to develop a deep relationship with the audience. Therefore, the importance of articles lies in the fact that they explore society's attitudes towards the content of podcasts and its repercussions on public opinion. In addition, the article presents a guiding scientific view of research on the podcast function.

The aims

The article aims to identify society's attitudes towards the content presented in the podcast, as well as identify the information and data provided by the podcast and reveal the impact of topics and issues on public opinion in society. In addition to exploring the correlation between the factors that affect the trends of individuals and their actual attitudes towards podcasts.

1.2 Terminology of the research

* *Digital platforms*: A set of websites, networks, and applications that operate through the Internet and allow the dissemination of data, information, images, videos, audio, and various media. They can be also downloaded from mobile stores or websites to be used by people.

* *Podcast*: A podcast is an online form of mass communication that has gotten rapidly popularity and has the flexibility to be included in the pedagogical toolkit for online classes and remote public outreach programs [2]. A podcast is also defined as digital audio files or programs distributed via Really Simple Syndication (RSS), a downloadable radio available on the Internet [1].

* *Public opinion*: Public opinion is the formation of an idea or judgment about a subject or a person, or a set of debatable beliefs and thus whether it is true or false and pertains to members of a group or society who share it regardless of their class, cultural or social differences.

2. Literature Review

The media dependence theory assumes that the public uses the media to satisfy its cognitive needs and to shape its behavioral attitudes in certain circumstances. When instability increases in society, so does public exposure to the media. The theory also asserts that individuals are more dependent on the media for obtaining information in the event of social instability. Moreover, individuals' dependence on the media differ according to their individual and psychological needs and goals [3].

2.1 Podcasts

The great development in Web 2.0 technology led to the emergence of one of its most prominent digital tools, the podcast, in 2004, and Apple supported it and began issuing its applications and programs. Podcasts broadcast media and help impart training and education. The podcast allows recording audio files in the mp3 format, which is used for audio files, and it is an abbreviation for MPEG, which is considered one of the most popular programs that are used to transfer audio files because it saves audio information in smaller files that are playable than mp3 media players that comply with certain standards and formats [4].

A podcast is defined as a technique or method through which audio files are published through the Internet or through operational media such as a personal computer or mobile phone devices (Lazzari, 2009, p.30). It is also defined as a collection of audio files over the Internet consisting of multimedia that are published on the web and through multiple applications and players for various types of mobile devices, or through a personal computer [6]. Podcasting is one of the important tools used in teaching the blind, and it helps in the process of self-learning and distance learning and gives the learner the advantage of rapid learning, in addition to that it contributes to reducing the costs of the educational process, mobility and editing from taking notes that lead to distraction [7]

The definition of "podcast" has changed over time and has been used in different contexts: digital audio files distributed via Really Simple Syndication (RSS), downloadable radio available on the Internet, downloadable podcasts containing radio broadcasts, programme, episode...etc. It seems that downloadability and audio are not yet the ultimate characteristics, as podcasters and consumers are using YouTube as an important distribution platform and starting to talk about 'video files'. Researchers have addressed podcasting in various contexts, such as education, health, journalism, and media criticism [1].

Panday (2009) stated that the podcast may contain speech, dialogue, music, or video clips that are downloaded through personal computers, iPads, or mobile phones through a program that is installed on those devices. The podcast has the ability to convert digital materials into materials that are easy to follow in any place or at any time through electronic devices, in addition to informing subscribers of the existence of new materials [8].

2.2 Types of Podcast Genres

There are many different types and genres of podcasts. Some podcasts may fall into multiple genres at once, creating a hybrid of style and content that works with a broader demographic. Here's a brief overview of the types of podcasts:

Here's a brief overview of the types of podcasts [9]:

1. **Comedy:** The main objective of this genre is to make the listeners laugh. This content can range from a stand-up routine to a humorous group conversation.
2. **Drama:** This type of drama tells a dramatic story, either fictional or based on a real event.
3. **Game Show:** This podcast hosts a competition, usually with a regular host and different contestants as episodes.
4. **Health and Fitness:** In this informative podcast, hosts discuss exercise, diet, mental health and lifestyle practices, sometimes with special guests.
5. **Investigative Journalism:** For this genre, the journalist uncovers a true story, often over several episodes.
6. **News:** Podcasts of this type keep listeners informed about local, national or international news, often focusing on a specific topic.
7. **Politics:** This informational podcast discusses politics, and the hosts usually focus on a specific political site, event, or party.
8. **Pop Culture:** Among the best podcasts, pop culture podcasts focus on a specific area of society and culture, such as movies, TV shows, music, comic books, or video games.
9. **Religion:** Podcasts in this genre discuss religion, faith, and spirituality.
10. **Self-help:** This genre aims to help improve listeners' lifestyle choices.
11. **Sports:** This informative podcast discusses a specific sport and may focus on a specific team or class.
12. **True Crime:** True crime is a type of mainstream podcast where the hosts reveal stories about true crime events.

2.3 Types of podcast formats

The most types of podcast formats are [9]:

1. *Interview format*: This conversational podcast format is among the most popular because it relies on the guests—rather than the host—to provide the content. The host invites different guests (either an individual guest or a group) to the episodes and asks them leading questions to keep the discussion interesting and topical.
2. *Co-host conversation format*: Two (or more) hosts conduct a conversation per episode, with each podcast host often playing a specific role. For example, one host might read a news snippet while the other leads a news segment. This format relies on good harmony between hosts.
3. *Monologue format*: One host introduces a different theme in each new episode. A monologue is one of the easiest formats to start with since you only need a microphone and subject matter expertise.
4. *Storytelling format*: This format tells a story over several episodes. A story can either be non-fiction — like a true crime podcast detailing a complex case — or fictional, with characters venturing through a long plot. It may use a narrative format similar to an audiobook or a dialogue-heavy format such as a role-playing game or group discussion.
5. *Repurposed format*: A repurposed podcast occurs when a podcast takes pre-existing content—such as a standby routine, orchestra performance, or radio show—and forwards it to a podcast.
6. *Bite-sized format*: While traditional podcasts aim for each episode to be around forty minutes in length, bite-sized podcasts create small bits of content that may only last ten minutes.

2.4 Topics of podcast

The attitudes of individuals towards various topics that are related to individuals, groups, or people are formed related to religious matters, work issues, or principles and beliefs [10]:

- (1) *The mental and cognitive component*: This component represents the knowledge possessed by individuals about right and wrong things, good and bad, or desirable and undesirable through realizations, beliefs, information, experiences, and all that is within the cognitive structure. This knowledge comes from the objective information and facts available to the individual about the trend, and in terms of the fact that the trend is the process of preferring one subject over another and it requires discriminatory and inferential abilities of the individual that must be available through the availability of sources of information on the subject. The media has an essential role in providing the public with information that helps in forming their attitudes about local political issues in society, and it represents an aspect of the cognitive effects of the media on the public [11].
- (2) *The emotional or sentimental component*: This component is determined by the individual's evaluation, whether positive or negative, of things or the feelings of love and hate that the individual directs towards the subject of the trend. Through this component, a distinction is made between opinion and trend in terms of the degree of intensity and depth of this or that trend or its strength and weakness towards the subject. This emotional assessment of the subject in the individual is based on the nature of the information provided by the means of communication and the emotional impacts caused to the audience, which is represented by a group of affective effects as defined by Devler and Rokch from emotional apathy or indifference, fear and anxiety, moral support and alienation [12].
- (3) *The behavioral component*: It is a component related to each of the previous two components, and it is their product that appears in the roles and actions that the individual performs in society. What is between the behavior and the attitude of the individual, it represents a state of congruence between what a person holds in terms of an attitude and actual behavior, so that the behavior is evidence of this attitude of the individual towards the issues raised in the means of communication, whether positively or negatively or neutrally, such as the individual's abstention from participating in elections and other behaviors Political or social, about which a clear trend was formed [13].

The components of attitudes are affected by people's experiences in life, their mental state, or their mental readiness towards preparedness and willingness to respond to all topics or things that are related to members of society towards the content of the podcast. It is a simultaneous response consistency towards certain social issues such as values, customs, and traditions.

2.5 The Podcast fields

Bouloudani and Boukhlefa [14] studied the humorous podcast and the formation of opinion in Algeria. The study showed that podcast technology, with its audio and video applications, has increased and spread greatly as a result of

relying on YouTube in the digital content industry and the processing of a comic template by amateurs.

Bennett & Mulvaney [15] defined a podcast as audio and/or video content that can be played on computers and mobile devices through the use of (RSS) technology. The Communications Research Group has distributed Qualtrics surveys to Alabama Cooperative Extension System (ACES) employees across the state. The data collected made it possible to examine the views of ACES employees regarding personal computers and the current situation regarding using a personal computer for their work. The survey results indicated that 62.5% listen to podcasts and only 13.6% have been involved in creating or producing a computer before.

Despite the radical shifts in media methods, television and radio broadcasts on the web are still within the classic pattern. The majority of Americans favourite to watch or listen to shows at a time they prefer. Podcasting emerged in the mid-2000s, as a technology which enables users to record digital audio files and then load them over the Internet. Podcast popularity is due to the entertainment and technology habits of American viewers [16].

According to Edison Research and Triton Digital [17], 212 million Americans (75%) are familiar with podcast technology, and 155 millions of them stated that they have listened to podcasts (an increase of 31 million listeners from 2018). It is estimated that monthly podcast consumption in the US will reach 132 million listeners by 2022 [18].

Podcasts are growing in popularity as they offer listeners a portable and convenient way to read a book or watch a screen. Staring at a laptop or tablet for hours on end takes a financial toll; Podcasts provide a way to re-enter and navigate the natural world without logging out. Podcasts offer listeners the ability to access an ever-growing library of engaging educational content anywhere, anytime. As society navigates a time that has seen an erosion of civic discourse, podcasting offers a rare opportunity to encourage respectful conversation and raise awareness of critical issues. Additionally, along with the Core Terms of Counseling, Professional Identity Advisors affirm the importance and need to foster conversations that are grounded in authenticity, convey empathy, and express a genuine commitment to civil exchange about values and cultural differences [16].

2.6 Effectiveness of Podcast

Werner [19] wrote about the positive and impactful nature of the podcast, emphasizing the medium's ability to raise awareness, empower the one with a positive message, amplify others, provide a supportive community, and stimulate action at a local or national level.

Podcasters have rich ways of engaging and motivating through digital technologies to meet the needs of underserved audiences. In addition, podcasts have removed traditional barriers to producing and distributing high-quality, widely accessible content [16]. Because podcasts are not tied to the traditional format and structure of broadcasting, they provide a platform for developing new formats and distributing diverse content. [Podcasts] can provide an informal way to spread [professional] knowledge and build stronger connections between theory, research, and practice in the field of formal learning and leisure. Access to professional development for practitioners become increasingly difficult in modern organizations and podcasts can help bridge this gap due to their low cost and accessibility [20] (p. 113)..

Lashley and McCleery revealed that podcasts can be used to schedule course content, provide an opportunity to interview experts on a given topic, and engage students in content development and production. They suggested that short 5- to 15-minute podcast episodes can be effective for capturing students' attention and providing an opportunity to review content. Being digital permits for easy sharing of content, especially between trainers dealing with identical subjects and thus increases the content diversity and availability [21].

Chan-Olmsted & Wang demonstrated that podcast consumption at home was negatively associated with escapism/amusement motivation but positively associated with information-seeking, while use outside the home (i.e. at work and commuting) was positively associated with escapism/amusement but positively associated with information-seeking information, negatively. Consuming podcasts at home seems to be more active, while using podcasts outside the home is more imitative [1]. Sullivan [22] Explored the role of digital platforms and their impacts on the structure and content of the podcast industry. It turns out that podcasts are profoundly shaped by the platform. Although podcasts emerged as a technology at the beginning of the 21st century before the advent of social media and the cloud, their decentralized architecture is organized around RSS, also known as Really Simple Syndication, but became more dominant when Apple added RSS to the iTunes store in 2005. The market imperatives of audience consumption data, as well as the structural features of the platforms, have increased the effectiveness of podcasts.

Khatab [23] stated that the communication behavior of users of modern technological technologies through a study conducted on Egyptian youth to find out the extent of their use of podcast technology and the gratifications they achieved and its expected behavioral impact they have the desired satisfaction.

2.7 *The trends*

Trends are defined as the tendency within an individual to respond to an event or idea in a predetermined manner. Individuals acquired this response (positive, negative, or neutral) as a result of practices they had in the past [24]. Attitudes can also be defined as the willingness and tendency to evaluate a specific issue, event, or symbol in a certain way, as it represents the positive or negative reaction towards something tangible or a controversial topic [25].

Hijab [26] indicates that trends are difficult to separate from the knowledge, principles and beliefs that the individual possesses in society, and may be related to external and internal issues of various kinds and forms. Therefore, in the three-dimensional relationship between persuasion, attitudes, and behavior, the first (persuasion) may be a reason for changing the attitudes of individuals towards a specific issue, and in turn, the attitudes affect behavior and response. Accordingly, attitudes can be defined as the positive, negative, or neutral emotional reaction that appears among members of Jordanian society towards the content of the podcast and the extent of its reflections on public opinion, which is the tendency, behavioral readiness, and attraction towards a particular issue.

2.8 *Public opinion*

Public opinion is the formation of an idea or judgment on a subject or a person, or a set of debatable beliefs (may be true or false) that belong to members of a group or nation that share an opinion despite their class, cultural or social difference, and this conflicts with the private opinion that Refers to personal matters and matters relating to one individual. Public opinion expresses most opinions that are formed by the public, and it is affected by a number of interrelated factors that contribute to its formation and crystallization, as they interact with each other dynamically. Friends, peers, means of communication, and groups such as trade unions, political parties, and organizations. Then, through these many and ramified channels, different influences pass every day for public opinion trends to be formed.

It is difficult to understand public opinion in a nation unless one considers those physical and social forces that shape the nation's personality and contribute to the formation of the individual's beliefs and the formation of his attitudes. Murad [27] indicates that mass communication forms public opinion through several stages:

- 1- The emergence, the first appearance of the issue.
- 2- Definition: defining and diagnosing conflict.
- 3- General Definition: General definition of the conflict for people.
- 4- Decision-making: the issue reaches the decision-making circle.

Public opinion is the formation and formation of a judgment or idea on a specific topic or an individual, or a set of beliefs that are subject to discussion, and may be true or false, and they belong to members of Jordanian society and share a common opinion about the content of the podcast despite the difference in social class culture from which it is formed.

3. The Methodology

3.1 *Method*

The study is a descriptive on basing on studying, analyzing, and evaluating the characteristics of a phenomenon to find out the variables that cause the occurrence of the phenomenon.

3.2 *Population and sample*

The population is represented by all Jordanian individuals. The sample consisted of (385) Jordanian individuals chosen by random method.

3.3 *Data Collection*

For collecting the data, a questionnaire was designed to achieve the article's aims. Professors of journalism reviewed it, and statistics to assure its suitability as a tool for data collection. The reliability was (89.6%) according to the Cronbach alpha coefficient. The author used the fifth Likert measure to extract the mean and standard deviation by spss to evaluate the level and trends of responses.

4. The Results

4.1 The community's views on the content of podcast

Table 1: The sample responses about the community's views on the content of podcast.

#	Item	Mean	S. Deviation	agree level
1	Podcast content is diverse	4.822	.6805	high
2	The content of the podcast corresponds to the events it covers	3.400	.6927	middle
3	The content of the podcast considers the reality experienced by the community	3.267	.7501	middle
4	Podcast content is interactive	3.262	.6869	middle
5	The content of the podcast is good	3.197	.8247	middle
6	Podcast content is highly credible	2.095	.7634	low
7	Podcast content is desirable	2.070	.7640	low
	Total	3.160	0.7374	middle

Source: by author depending on Spss results.

The table above shows that the most characteristic of podcast content is diversity, with a mean (of 4.822) and s. deviation (of 0.6805) within the high level, followed by (The content of the podcast corresponding to the events it covers) with a mean (of 3.400) and s. deviation (0.6927) within the average level. The least positive characteristic of the podcast content is "Podcast content is highly credible" with a mean (2.095) and s. deviation (of 0.7634). In the last place, the item "Podcast content is desirable" came with a mean (2.070) and s. deviation (0.7640) within the low level.

4.2 The level of podcast information transparency

Table 2: The sample responses about the level of podcast information transparency

#	Item	Mean	S. Deviation	agree level
1	The content of the podcast is clear	3.262	.7196	middle
2	The informative message of the podcast content is easy to understand	3.127	.7554	middle
3	Media coverage in the podcast is commensurate with the topics covered	3.115	.7455	middle
4	Podcast content is neutral	2.050	.7933	low
5	The topics covered in the podcast are transparent	1.007	.7701	low
		2.512	0.765	middle

Source: by author depending on Spss results.

The table above shows that the most characteristic of transparency of podcast content is "clear", with a mean (of 3.262) and s. deviation (of 0.7196) within the middle level, followed by "The informative message of the podcast content is easy to understand" with a mean (of 3.127) and s. deviation (0.7554) within the middle level as well. One of last characteristics of transparency is "Podcast content is neutral" with a mean (2.050) and s. deviation (of 0.7933). In the last place, the item "The topics covered in the podcast are transparent" came with a mean (1.007) and s. deviation (0.7701) within the low level.

4.3 The impact of topics and issues of the podcast content on public opinion in society

Table 1: The sample responses about the impact of topics and issues presented by the podcast content on public opinion in society

#	Item	mean	s. deviation	agree level
1	Podcasts pay close attention to important issues of public opinion	3.425	.6757	middle
2	The issues raised in the podcast influence the promotion of individuals' interests	3.345	.7529	middle
3	Podcast topics contribute to raising the level of awareness and awareness among members of society	3.332	.7472	middle
4	providing a supportive community	3.322	1.5472	middle
5	empowering others with a positive message	3.312	.7941	middle
6	amplifying others	3.310	.6757	middle
7	Podcast content influences my behavioral pattern	3.290	1.047	middle
8	Podcast content influences my values and habits	3.288	0.948	middle
9	The media content provided by the podcast contributes to shaping the attitudes of individuals	2.267	.7738	low

#	Item	mean	s. deviation	agree level
10	Positive content in the podcast contributes to changing perceptions towards the various topics raised	2.182	.7941	low
11	spurring action locally or nationally	1.165	.7380	low
	total	2.619	0.746	middle

Source: by author depending on Spss results.

The table above shows that the most impact of topics and issues presented by the podcast is “paying attention to important issues of public opinion”, with a mean (of 3.425) and s. deviation (of 0.6757) within the middle level, followed by “The issues raised in the podcast influence the promotion of individuals' interests” with a mean (of 3.345) and s. deviation (0.7529) within the middle level as well. One of the last impacts is "contributing to changing perceptions towards the various topics raised" with a mean (2.182) and s. deviation (of 0.7941). In the last place, the item " spurring action locally or nationally" came with a mean (1.165) and s. deviation (0.7380) within the low level.

4.4 Level of community satisfaction for the coverage provided by the podcast

Table 2: The sample responses about the level of community satisfaction for the coverage provided by the podcast

#	Item	Mean	S. Deviation	agree level
1	Podcast coverage presents content in an attractive style	4.197	.7890	high
2	Podcast content is fresh and up-to-date	3.285	.7466	middle
3	Podcast coverage takes into account the level of events	3.120	.7710	middle
4	Podcast coverage is realistic	3.387	.7351	middle
5	Podcast coverage is suitable for different groups of society	3.107	.7870	middle
6	Podcast coverage is better than other media coverage	2.282	.7692	low
7	The coverage of the podcast content fits the prevailing cultural values in Jordanian society	2.147	.7515	low
		3.203	0.764	middle

Source: by author depending on Spss results.

The table above shows that the most aspects of podcasts satisfaction is “presenting content in an attractive style”, with a mean (of 4.197) and s. deviation (of 0.7890) within the high level, followed by “Podcast content is fresh and up-to-date” with a mean (of 3.285) and s. deviation (0.7466) within the middle level. One of the last aspects of podcasts satisfaction is “Podcast coverage is better than other media coverage" with a mean (2.147) and s. deviation (of 0.7692). In the last place, the item “The coverage of the podcast content fits the prevailing cultural values in Jordanian society " came with a mean (2.147) and s. deviation (0.7515) within the low level.

5. The discussion

The results showed that the most characteristic of the podcast content is diversity, and keeping up with the podcast content of the events it covers. This result has been indicated by Panday who stated that the podcast may contain speech, dialogue, music, or video clips, moreover to diversity of types and subjects of podcasts[9] such as; comedy, drama, game show, health and fitness, journalism, politics, religion and sports.

The most properties of podcast content transparency are clarity and understandable, but the last ones are neutral and transparent.

The most properties of podcast content transparency are clarity and understandable, but the last ones are neutral and transparent. Regarding the result, some positive and influential nature of podcasts that emphasized by Werner such as raising awareness, empowering others with a positive message. The results showed that most aspects are clarity and understandable, while "empowering others with a positive message" amplifying other "providing a supportive community" were middle level. On the other side, the lowest aspect was "spurring action locally or nationally".

The reason for this may be that the public is looking for entertainment more than other topics, due to the difficult circumstances of people, and it may be looking for information at times. Chan-Olmsted & Wang demonstrated that podcast consumption at home was negatively associated with escapism/amusement motivation but positively associated with information-seeking.

The most satisfying aspect of podcasting is the content presented in an attractive style, followed by the fresh and cutting-edge content. Certainly, the content now in most podcasts is attractive, and it is one of the necessities of attracting and persuading the audience, and getting followers, which is what most institutions and media do. Despite the impact of the podcast, its coverage is not better than that of other media, especially since the respondents indicated that the coverage of the podcast is not always highly appropriate to the prevailing values.

6. Conclusion

The current research sought to identify the society's attitudes towards the content of the podcast and its reflections on public opinion. It has been shown that the content is varied and numerous, and it is often attractive content, but it is not very objective. It is content that competes with media content, but the coverage is not better than that of other media. Although the content of the podcast does not fit most of the prevailing cultural values, it has a large audience, as they are always looking for entertainment more than information.

7. Recommendations

The author recommends that podcasts continue to improve the way media content is presented with high credibility and good content. In addition to reading and understanding the real needs of the recipient from the members of the community and trying to meet them in a manner consistent with his cognitive needs, and providing content that is consistent with the values and behaviors of the members of the community, and with a content that is characterized by the element of persuasion and acceptance and is able to satisfy their psychological needs and desires.

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Conflict of interest:

The author declares that there is no conflict regarding the publication of this paper.

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