

Polish activities in CEDMO – films and podcasts in detail

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General public – who is this?



Formats - series

YouTube films

- 15 minutes
- interviews

Podcasts

- 40 minutes
- longer version of the film

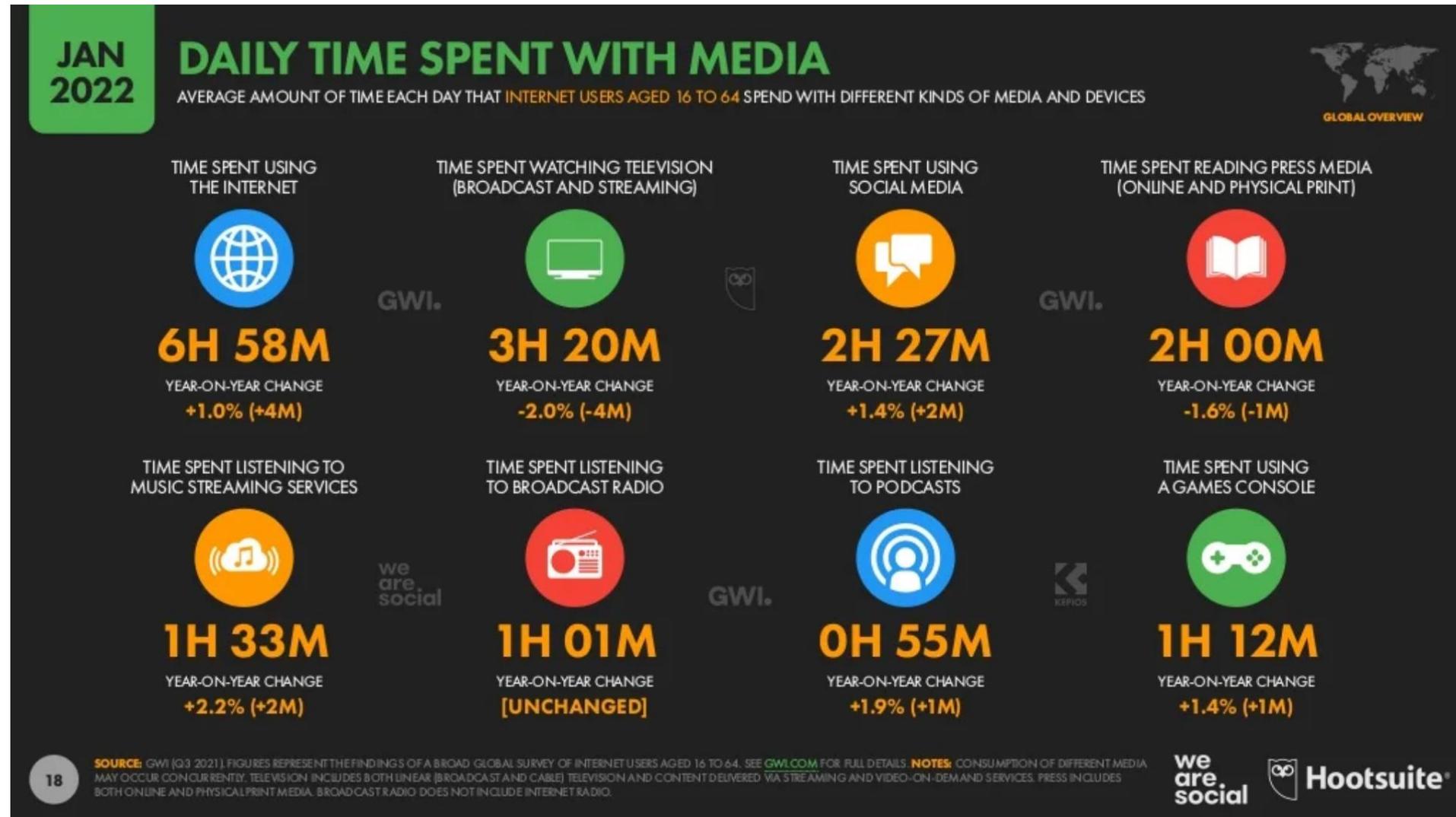
General assumption – visual culture



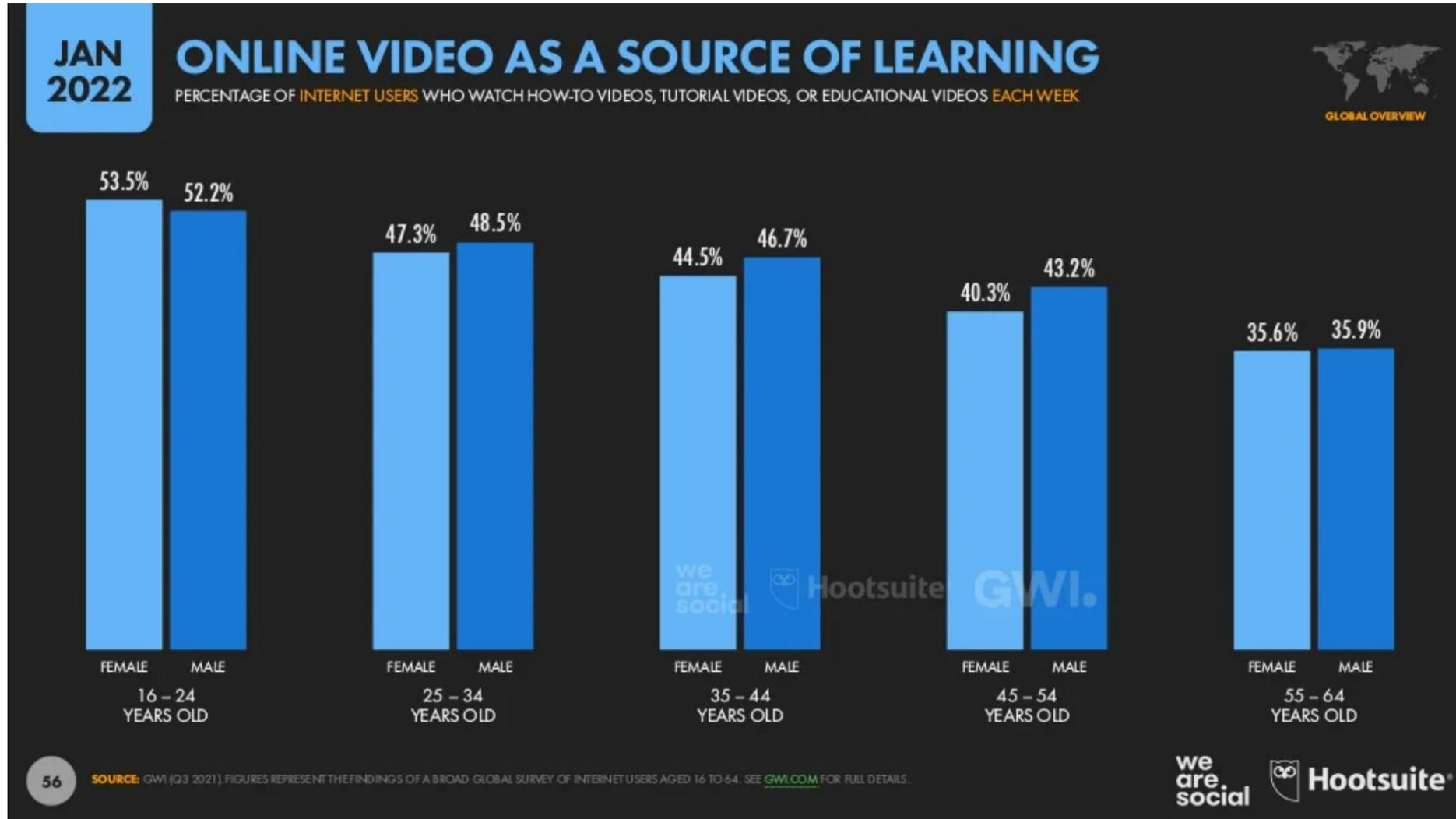
<https://jmo20.wordpress.com/what-is-visual-culture/>



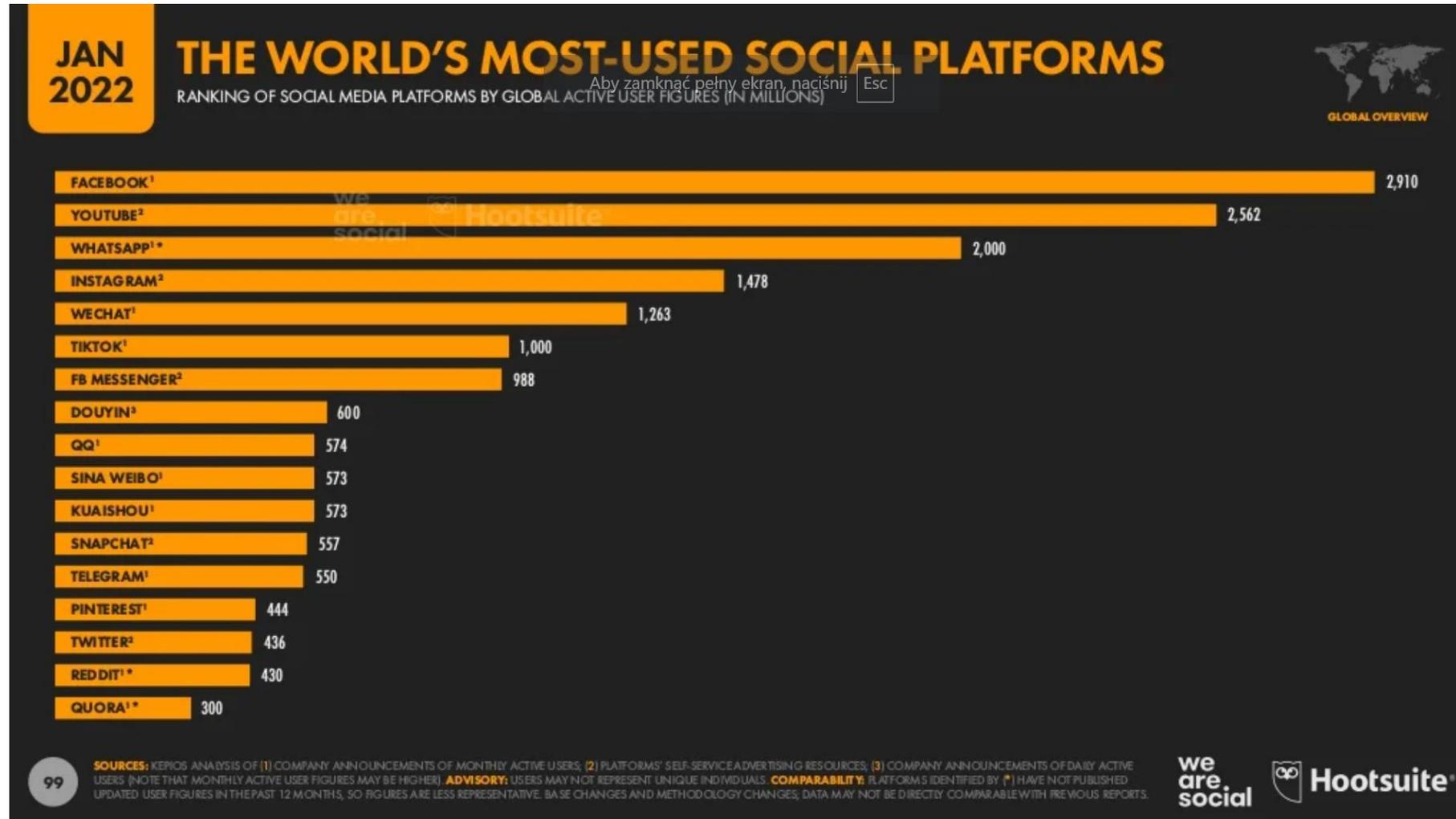
Why the internet?



Why online video?



Why YouTube?



Why podcasts?

How often do internet users listen to podcasts?

64% listen to podcasts

33% listen to podcast at least one a week

*Polish Ariadna Research Panel for Wprost,
April 29 - May 3, 2022*

Why do internet users listen to podcasts?

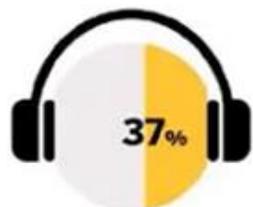
- 47% - to **learn** something new
- 36% - for entertainment
- 36% - to **be up to date** with what is happening around and in the world
- 33% - for **educational or development** purposes
- 24% - to kill time
- 22% - to make better use of time on simple activities
- 14% - to have interesting topics for social conversations

YouTube and podcasts – synergy

NA JAKICH PLATFORMACH NAJCZĘŚCIEJ
SŁUCHASZ PODCASTÓW?



YouTube



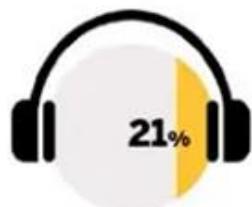
W W W



empik go



storytel



Spotify



Google Podcasts



I N N E



Apple
Podcasts

źródło: Ogólnopolski Panel Badawczy Ariadna dla Wprost
29.04 - 3.05 2022, N=1070



Content – who we invited?

- Natalia Hatalaska
- Andrzej Leder
- Agnieszka Legucka
- Adam Leszczyński
- Maciej Okraszewski,
Dział Zagraniczny
- Martyna Bildziukiewicz,
- Ola Stanisławska, Crazy
Nauka



Thank you for you attention!

