Episode 139: Katie Linder

# KL: Katie Linder

# KL: You’re listening to “Research in Action”: episode one hundred and thirty-nine.

# [intro music]

# Segment 1:

# KL: Welcome to “Research in Action,” a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. I’m your host, Dr. Katie Linder, research director at Oregon State University Ecampus, a national leader in online education. Along with every episode, we post show notes with links to resources mentioned in the episode, a full transcript, and an instructor guide for incorporating the episode into your courses. Visit our website at ecampus.oregonstate.edu/podcast to find all of these resources.

In this episode, I’m really excited to share a new resource that we’ve created through the “Research in Action” team that is all about podcasting. And I wanted to talk a little bit about podcasting in this episode, because we get a lot of questions about the podcast, about how we produce it, about the team that we have here at Oregon State that produces Research in Action. And so one of the things that we did was create a frequently asked questions page, and I’m going to link to it in the show notes and you can check it out, and it goes through a lot of details about the equipment that we use, the time that it takes to do the show. But on this episode to kind of launch that resource, I wanted to talk about a few different things. In the first segment, I want to talk about some podcasting basics. What are some things that you need to know if you’re just getting started and thinking about maybe doing a podcast? In the second segment I want to talk about how do you work with guest if you’re doing an interview-based show? What are some things that I’ve learned over the course of time that I’ve been interviewing guest on “Research in Action”? And then on the third segment, I want to talk about some skills that you can develop via podcasting – what are some things that I have picked up along the way?

Now one of the things that I haven’t really mentioned I think on this show before, but that is pertinent to the topic that I’m going to be talking about today, is that I podcast outside of “Research in Action”. So I have some other podcasts that I do, one of which is co-hosted and I also do some solo shows, and I have a lot of people who reach out to me just about information about podcasting, because they happen to know that I do that as well. So for some of the questions that I typically get, I’m going to also give you some information about how to do it from a solo perspective, in addition to how to do it from a team-based perspective like we do here at research in Action. And I will link to some information about those other shows in the show notes in case you want to check them out.

So let’s dive in with some podcasting basics.

So the main thing that I hear from a lot people is just, what do I need to know if I’m new to podcasting and I just want to get stated, what are some questions that I need to ask myself? So the first question I think is what do you want to podcast about? What is your topic or your theme? And you’re planning on having a show that you think is going to be relatively long-term, something you want to consider is do you have enough to record lots of episodes about? So, for example, with “Research in Action,” we pre-recorded quite a few episodes before we launched the show to see what were the different kinds of angles that we wanted to explore, how long would it take us to get ahead in terms of kind of banking some episodes, and we had pre-recorded about four month worth of episodes before we launched the show to make sure that we could keep up our weekly schedule. And that was a great way for me to kind of experiment and think about what are all of the different kinds of angles that we could potentially cover on the show, and now we’re in our third year, we have definitely not ran out of topics to cover, but the concept of research issues in higher education definitely has a really broad array of things that we can talk about and that listeners might be interested in. So thinking about a topic and a theme, and choosing one that’s broad enough is going to be really important.

The second thing you’ll want to think about is what is your podcast schedule? Do you want to post weekly, multiple times a week? Do you want to post multiple times a month, or monthly? Do you plan to release the podcast in seasons where maybe you have eight episodes, and then you take a break, and maybe you release that quarterly or a couple of times a year? So thinking about the podcast schedule that you think is going to most fit your show is also really important. You’ll also want to think about what is your hosting format for the show? So for “Research in Action,” we have an interview-based format, for the most part—other than these solo episodes that come out every once in a while—um but you might have a show that is like co-hosted or maybe you want to do a solo show where it’s just you talking. And depending on what your audience is, and the kind of things that you want to be talking about, that can impact the hosting format that you choose.

You’ll also want to think about things like cover art and a little bit of branding for your show, because if you’re releasing it in a broader capacity though things like iTunes, or Google Play or places like that, you’ll need some kind of graphic icon or logo that goes with the show, and if you develop any kind of website or social media presence, you might use that kind of thing along that as well. So recently we just went through a rebrand with “Research in Action,” and you may have seen our logo change slightly, or our kind of brand identity for that change slightly, um but that’s something you’ll want to kick off your show with is some kind of visual identity.

Another really important element when you’re just getting started is defining your audience. And this definitely has to do with your topic and theme, and who are the people that you most want to listen to the show. So when you envision who will be the audience for your podcast, who are they, what are the things that they’re interested in, what questions do they have about your topic or theme? Now thinking about our audience for “Research in Action” definitely impacted how we developed materials for each of the episodes. So for example, one of the things that we always considered that the show might be useful for would be in-classroom use of the episodes in classes that did things like research methods. And so we started to create instructor guides for each of the episodes in case people wanted to implement them into their classrooms, and that’s been something that we release with every episode along with the show notes, so that in case people want to incorporate the episodes into their classroom, they have some guiding questions, they have some learning objectives that would be associated with the episodes. Um and that is really based on the fact that our audience is a lot of folks in higher education, and who may have interest in research, who may be teaching research methods, and so that was something that we wanted to release with the show. Knowing your audience also helps you to market the show. It also helps you reach out to people to get a sense of what they might want to hear on the show, if you want to get any type of audience feedback. So thinking about that ahead of time is really important in terms of things like promotion, but also making sure that you’re really covering topics that people will be interested in.

And then another important thing to think about just as you’re getting started is developing some kind of online presence. So often this means a kind of website where you would be able to post things like show notes, maybe a social media presence, but most podcasts have some kind of notes that go along with the episode. Some place where people can learn a little bit more about it, learn a little bit more about the host, and maybe submit future topic ideas, things like that. So having a web presence, of even a very small web presence and a small website, is going to be helpful as well.

So a few other really common questions that I get just about podcasting basics is what tips I have to stay consistent with episode releases. And this is definitely an important thing if you choose a regular podcast schedule. I think one of the key elements of podcasting success is consistency and making sure that if you say you’re going to release an episode on Wednesdays, it comes out on Wednesdays. Now “Research in Action” always releases on Monday mornings, usually between 8:00 and 8:30 in the morning Pacific time, because that is when I get into the office! And I prep the episode to release on Friday afternoon, and so I can come in on Monday and just click some buttons and have it be released. Now when I’m traveling, that timing changes a little bit depending on where I am in the country, but it always releases on Monday mornings. And one of the things that we have done to help us to stay consistent is record several episodes ahead of time, and I often do this through bulk recording when I have studio availability. So I will book our studio here at Oregon State Ecampus, and then I will maybe book four or five interviews on that day, and kind of slowly work my way through editing that audio with Nick, who helps us here in the podcast team to edit our audio. But I try to record several episodes ahead of time and part of what holds me accountable to that is we have a preview email that goes out every month, you can sign up for it on the Ecampus “Research in Action” website, and it tells people what is coming up for that month. So at the very least we need to have audio and – and awareness of who is going to be on the show for four or five episodes in advance, and then of course as you know, the first um episode release of the month, we also release our preview clips episode. So we have to have the audio for that preview clips episode pulled, which means I have to have it recorded. So we’re always ahead by at least four or five episodes, which allows us to do a lot of preparation at the beginning of the month to stay consistent with our episode releases.

Creating systems has also been a really important part of that, um and that is definitely something I’ll talk about um a little bit later in terms of how we work with the team, but the general idea is to try to get things in a consistent way of always just producing it in the same way. Um this is also something that I talk about in the frequently asked questions quite a bit, because we have different players on our podcasting team that do different roles, and that definitely helps in terms of making sure that everybody is playing their part.

Another common question I get is what analytics are available for podcast? And this is something that’s really influx right now as more data is becoming available, but generally you have a sense of download rates, which is not that same thing as listener rates so that’s something important to know. Um you may have a sense of the geography of your listeners - where they’re listening from, and also maybe like what devices your listeners are using. Some of the newer analytics is getting into like, when in an episode are listeners stopping and maybe not listening anymore or where are they pausing? There’s been some discussion of like where listeners are fast-forwarding through audio, like if they’re fast-forwarding over commercials and things like that that are being included in podcast. But I feel like we’re still pretty early days in terms of what analytics are available and that’s something that’s growing kind of in leaps and bounds right now.

And I would say the most common question I get is how long it takes to produce a weekly podcast? So I definitely want to address that. So I mentioned we have a team that works on “Research in Action,” and I’m obviously the one who host the show – I book our guests and interview our guests, and then I collaboratively work with a multimedia audio expert, Nick, who helps me to edit the episodes. And I kind of do the content editing, and he goes in and does the technical editing. And then I also have admin help that assist me in creating show notes and the instructor guides for each episode, and we have student workers who produce a transcript for every episode. So if you were to add up all of that work, and all of those different people who are contributing to every episode of the show, I would say probably minimum it takes ten to twelve hours for every episode that is produced of the show, but I am not the one who is doing all of that labor. I also want to speak to this question though, from the perspective of someone who also does solo podcasting, because I produce solo episodes of a different show where they’re may be about ten minutes long, so they’re significantly shorter than what we do here for “Research in Action,” but I also edit them myself and I do all of the post production work, including the show notes and things like that on my own. And I go that down after a couple of years of—it didn’t take me that long—but I’ve been doing that podcast for a couple of years, to about 45 minutes for each of those episodes, and including planning it, recording it, editing it and prepping it for release. So I can take 45 minutes to several hours depending on the length and complexity of the show design, um and I think the more systems you have the better.

Alright. So those are some podcasting basics, there is even more information included in our frequently asked questions guide, which again I will link to in the show notes, um but I’m going to take a brief break. When I come back, I’ll talk a little bit more about working with guest. Back in a moment!

The “Research in Action” Podcast discusses work in higher education that has a direct and immediate impact on faculty, staff and students across the world, including at my own institution. At Oregon State University Ecampus, we have used the latest research to lead in the field of online student success. OSU Ecampus Student Success Counselors work in partnership with students to improve academic skills, identify support resources, and address obstacles to academic success. With success counselors just a phone call away, OSU’s online students know there’s always someone in their corner. Learn more at ecampus.oregonstate.edu/success.

# Segment 2:

**KL:** In the first segment, I talked about some of the podcasting basics and I really went over the questions that I get most frequently via email and when I have conversations with people who want to get started with podcasting. In the second segment I want to talk specifically about working with guest, because I think this is something that people are a little bit nervous about. How do you get people on the show, how do you reach out to them? And so I want to go through some of the more common questions that I get about working with interview-based shows. So the first question I often get is how you choose guest and topics? And there’s a variety of ways that we do this. In the beginning I mostly reached out to people in my network, because I was just getting started with the show, and it was my first experience with podcasting, and I wanted to work with people that I felt a little bit more comfortable with, and that I knew, but very quickly we expanded beyond my network based on audience suggestions. We also get guest who come on the show, they fill out a form for us and we ask for their recommendations of who they recommend to come on the show. Sometimes I choose guest based on things like books that I read or articles that I read, and I think they’re particularly good or interesting, and so I’ll just cold email the person and invite them on the show. Um so it really depends, but now more and more we’re getting guest recommendations by email, through social media, by former guest, and we keep a running list. We have a spreadsheet of possible guest that are internal to our institution, external to our institution. And then we also try to alternate men and women each week on the show, and so I’m always kind of looking at that element as well and seeing how well we can diversify our guests.

I often get asked how we contact potential guests, and I just email them! I shoot them an email, I have kind of a form email that I use that explains what the show is and where they can learn a little bit more about it, and that I would like about 60 minutes of their time. And we always schedule folks for about 60 minutes to get 30 minutes of usable audio. It’s pretty rare that we go the entire 60 minutes, but I don’t want anyone to feel rushed so we schedule that time. And very rarely I’ll have a guest who wants like a prerecording phone call, where we talk through some of the things that we might discuss, or they just have some questions about the podcast, and so sometimes I’ll do a quick phone call with someone. But in terms of how I prepare guest to come on the show, there is a form that they fill out that gives us a little bit of information where they provide a bio and a headshot which allows us to prepare our show notes, and I also send questions in advance. And this is something that I think some people feel is a little bit controversial of whether or not you should send interview questions in advance, and I always do. I think it’s a courtesy to let people know kind of what I’m thinking about, but the other kind of practical reason that I do this is because I’m often basing my questions on what I can learn about the person online, and not everybody’s online presence is up to date. So I like to send a few questions for each segment in advance, and then offer the guest an opportunity to revise those questions or to suggest other topics that would be better for us to talk about based on their recent research that may not be covered online. So I always want to give them the opportunity to do that, and so far I’ve been really lucky! People don’t typically script their answers and they come on just with a better sense of confidence about what they want to talk about, because they know what I’m going to be asking in advance.

Sometimes I get asked if I have like a software system that I use to schedule guest, and I don’t do anything like that at this time. so I’m just basically emailing people offering them a calendar of when I have studio availabilities, so just some date and time windows, and then um I usually try to bulk schedule people, so I’ll email like eight to ten people on the same day, and give them different windows, and then I’ll try to get everybody scheduled over the course of a couple of longer studio days, so that I can be recording those episodes kind of all at one time. And I did mention earlier how many episodes we record in advance, but this is again another question that I get, and typically we have four to eight recorded kind of in our queue at any given time. I do make this number more, I increase that pre-recording when I am going into a heavy travel period, so that we have plenty of things that we can draw from for future uh months.

Something else that I think is really important to think about when you are doing an interview based show and you have people who are coming on to a podcast that maybe aren’t as familiar with podcasting or they haven’t been interviewed very much, is how do you help them to have a good experience? How do you help them to feel comfortable when they come onto the show? And one of the things that I hope we do on the show is to kind of keep things very conversational, and also to keep things in a realm of expertise where the person really feels like they are talking about things that they feel very confident about, very comfortable about. The other thing that we do when we record is we only record in those ten minute segments. So um when I do the transition between segments, and I say, “We’re going to take a brief break” we really do take a brief break. I stop the recording, and I talk with the guest about how that segment went, is there anything we weren’t able to cover that we were planning to cover that we need to move into the next segment, did they have any questions about the next segment before we jump into it? So we’re not doing like a marathon recording, we’re actually kind of taking breaks and they can get a sip of water, they can adjust anything for the upcoming segments that they want to. I also try to help the guest to be prepared by sending them questions in advance, but I also really want them to feel like they have some control over the interview as well, and so typically I will leave the final segment as a guest choice, like they get to decide what they want to talk about, so I’ll give them some questions for the first couple of segments, but for the third segment, we’ll typically focus on something that they’re really passionate about, or that they think is something that’s really interesting. And that means that the episode will typically end with a little bit of higher energy, but also I think that it just gives them a chance to tell me something that they’re really interested in and it always ends in a really interesting conversation.

For people who are thinking of being guests on a podcast, um the advice that I would give is to trust the host to lead you with the right questions, and especially if the questions have been provided in advanced. Um one of the things that I really appreciate about the guest that we’ve had on this show, is that they trust me to kind of lead the conversation, and they aren’t trying to kind of answer questions before I’ve gotten to them, and after interviewing, at this point almost 150 people for this show, I have a pretty good sense of like how long things will take, and how I want to ask follow up questions, and things like that. So having guest that really trust me to go through that process has been really useful.

Uh okay. So a final question that I get is how do I follow up with guest after the episode I realized, and to what degree are they kind of helping us with marketing and things like that? So we do email the guest the day the episode is live. Um typically we do not share the audio with the guest before the episode is released unless there’s been a special request to do that. And that is very rare where that happens, where I’ll have a guest that says they want to listen to the audio before it’s released. Um but if it is requested, we typically do allow that. So I’ll email them the day that the episode is live and we let them know that it’s out there, we give them the direct link, we offer some ideas of how they might promote the episode through they’re social networks and things like that. We also do social media posts about episodes around the time that it’s released, but then we also sort of repeat those social media posts throughout the year. And if the person that we’re posting about has a handle, like a Twitter handle for example, they’re going to get notified every time that we do that, because we’re going to link to their handle in those Twitter releases about the episode. And we definitely want to be talking with people about archived episodes, because they’re evergreen content that people might find useful later on down the road. So that’s another way that we kind of follow up and keep up with guest, is they’re going to see us posting about their episode on social.

And then the other thing that we do every year around the end of the calendar year, is we email or send like a handwritten note to our guest with their annual download rates, so they have a sense of how their episode has done, how many people have downloaded it. And then the other thing that I do usually within a month or two after an episode is released, I send a handwritten thank you and a small gift to each guest that comes on the show. So that’ something else that I think it’s – I’m so thankful to our guest for coming on the show! We would not have “Research in Action” if we didn’t have these guests, so it’s really important to make sure they know how grateful we are, and that’s such a small token of what we do, but it’s one of my favorite things to write a quick note of thanks and to send them a little something to show how much we appreciate them coming on the show.

So that’s a little bit about how I work with our guest. I’m going to take another brief break, and then talk a little bit about some of the skills that I think are associated with podcasting if it’s something you’re thinking of launching into yourself. Back in a moment.

# Segment 3:

**KL:** In this final segment, I thought that I would talk about some of the skills that I associate with podcasting now that I’ve been doing it for a few years now, and there are a lot things that I think I just wouldn’t have known until I got into it. There were definitely a lot of skills and abilities that I picked up along the way, but this is partially to also answer people’s question about like why podcasting? Like why would you do this, why is it a good investment of time, why is it useful? So I definitely want to talk about some of the things that could come out of it, and some of the things that the maybe the benefits that you get from producing a podcast. Now some of this is definitely from my experience of working with “Research in Action,” but also just a reminder, some of this is going to be coming from my experience of also solo-producing podcasts as well.

So the first skill set that I want to talk about is definitely interviewing. Um this is something where I have not done this a lot in the past, it is definitely something that I feel I’ve learned a lot from um, especially after interviewing, at this point, almost 150 people for this show. It’s really helped me in kind of thinking about how do I want to choose guests, what are the things that I think are going to be interesting for our listeners? It helps me to think about content creation in a different way, because I’m having to kind of illicit content from other people, and even the idea of drafting questions and trying to think about what would be the things that our audience would be interested in, what are the things that I’m interested in, what are the things that I think our guest are going to be comfortable talking about has been a skill set that I’ve developed. There’s also definitely a kind of skill set around making guests feel comfortable when they come on the show, and I typically have a kind of spiel that I give to every guest about how we edit things, and they can feel free to make mistakes and things like that. But really that kind of um more kind of social relationship that I develop with our guest of trying to make them feel comfortable, and then also following up with them after the episode comes out, and keeping that relationship warm, has taught me a little bit about networking and what does it mean to build out a network in this way through something like podcasting?

The second kind of bucket of skills that have come out of this for me is project management, and particularly with “Research in Action,” we’ve had to communicate with a range of different team members on a multi-step process that is now running like clockwork. I mean, I feel like we’ve really kind of figured it out, and we have a good sense of timing and what everybody’s supposed to be doing, but in the beginning it was definitely a negotiation process, because we have people who work on the show who represent a few different teams here at Ecampus. Um folks who come from the research unit, folks who come from our multimedia team, and also our marketing team. And so being able to kind of figure out who are all the people that are being engaged with this process, and who needs to be able to weigh in on certain decisions and things like that has definitely been a project management skillset.

I also think that scheduling out episode topics and really thinking about a content calendar, um and this is true for “Research in Action,” but also for the other podcasts that I produce, has also been a real lesson in project management, and to think about how different topics fit together, and how you want to diversify your guest and your topics and think about even just the time of the year of when certain topics and ideas will come out, um on the show, and what would be kind of more useful for your listeners to hear at any given time. All of that is kind of project management, calendaring, and really trying to strategically plan what it is you’re going to be releasing at any given time.

Now of course along with podcasting comes some technical skills, and this is something that I think is maybe a hurdle for a lot of people, and this is definitely why I wanted to mention that I do this by myself and not just in a team-based environment, because for people who are thinking, “Well sure, it’s easy to produce a podcast when you have an audio engineer, and you have all this support, and this team, and this marketing team, and all of that to help you—you’re absolutely right. Like that absolutely makes the production of “Research in Action” so much more easy for me to do and it is a dream to work with the team that I have here. Um and I also do this on the side, and I do this by myself, and I market my other shows by myself. I do all of the technical editing. I thought myself how to use GarageBand and I taught myself how to edit u, the audio for the shows that I do, and I created my own systems and processes for those solo shows to try to make them as efficient as possible. I created the website for those shows, I created the social media presence for those shows. So it is something that I think is absolutely possible to do on your own, and there are now more resources than ever available online about how to get started with podcasting. But I can link to a couple episodes that I recorded early on for another show that I did where I talked about kind of the production and podcasting basics of some of the shows that I’ve produced as a um solo-podcaster, an how I’ve kind of managed that process as well, so I will link to that. The other episode I will definitely link to is a previous episode one that we produced for “Research in Action” that was a conference panel talking about podcasting in higher education, and um that I think is another great resource for if you’re interested about getting started, so I will link to all of that in the show notes as well. But in terms of technical skills, um audio editing is definitely something that I’ve learned – um a little bit about, and it’s easier than you might think! You can learn quite a bit from things like YouTube tutorials. Um also, I really had no background whatsoever in podcast hosting, um and what I mean by that is actually like the technical hosting of the audio on another platform that then gets released through an RSS feed, and that’s how it goes out to things like iTunes or wherever you may be listening to the show, and I didn’t know anything about that! so I worked with our web team initially with “Research in Action,” and they didn’t know anything about it either, and our multimedia team didn’t know anything about it either, so we all just kind of learned along the way about how do you upload the audio and make sure that it gets released in the way that you want, and we chose a player to embed on the show notes page, and all of that was kind of a new learning experience for me. So thinking about that has been um something that I think could definitely be intimidating, but it shouldn’t stop you. Um there are definitely enough resources out in the world to kind of help you figure out the technical side of podcasting.

The other thing that we’ve included in the frequently asked questions resource, that again I’m going to link to in the show notes, is uh a lot of information about the hardware that we use and the software that we use here on the show. And that’s not something that I want to get into a ton of detail on in this episode, um I think it’s easier if you have links and things that you can refer to if that’s interesting to you, but we’ll link to like the microphones that we use, we’ll link to some of the specific audio software that we’re using to record episodes over the internet, things like that. So um check out the frequently asked questions if that’s something you want a little bit more detail on.

The last kind of bucket of skills that I think is really significant in terms of my own learning curve with podcasting has to do with marketing. And the podcast, as you may know from some of our previous anniversary episodes, which I can also link to in the show notes, um was really a combination of collaboration between the research unit, and our marketing team, and our multimedia team. And I have learned so much from our marketing team since we started the show in terms of how we produce things like show notes, um some of our social media engagements that we have for the show, the email newsletter that we produce on a monthly basis that goes out to people, when we rebranded the show that was a really interesting experience of working with kind of professional marketers and designers about what do you think about when you rebrand,? What is the messaging that you’re trying to create through things with the visuals that you associate with something like a podcast? So going through that experience, and particularly working with Ali, who we previously had on the show and I can link to her episode in the show notes, we talked about disseminating research. Ali has been a huge partner in helping me to think through what we’re trying to do with the show, and what are we kind of ultimately trying to create and how can we also do things like solicit audience feedback, and make sure that our audiences are enjoying the show, and that we’re creating episodes that feel really useful and purposeful for our audience. So that kind of set of marketing skills is something that I feel like I did not have. I didn’t really understand how to market something like this so that you were consistently producing and how to create a strategy around that um that involve things like social media and also the website, and how can we leverage the website to draw people in to things like the show notes and make sure what we’re really providing the links and resources that are going to be useful for folks like you who are listening to the show.

So that’s just a little bit about podcasting, the things that I’ve learned over the past couple of years, um I hope it’s interesting. I know it’s a little bit of a turn from the kinds of things I typically talk about on the solo episode. Um but I have to say, I’ve been getting inquiries now about a couple times a week of people who want to start a podcast, and it just seemed like a good time to produce some materials and resources for folks who want to look into this, so we’re going to put a ton of links in the show notes. It’s definitely something you’ll want to check out. You can always find our show notes at [ecampus.oregonstate.edu/podcast](http://www.ecampus.oregonstate.edu/podcast), um and I hope you’ll check them out. Please feel free to email me with any additional questions that you might have, and my contact information is going to be on those show note as well and on the research unit website.

So thanks so much for continuing to listen to this show. I’m so glad to hear that people are more and more interested in podcasting as academics in higher education professionals. I think that we need as many folks in the podcasting world as we can get. Happy to have you jump in and join me!

So thanks so much for listening! I’m Katie Linder, and I’ll be back next week for a new episode.

# Show notes with links to resources mentioned in the episode, a full transcript, and an instructor guide for incorporating the episode into your courses, can be found at the show’s website at [ecampus.oregonstate.edu/podcast](http://www.ecampus.oregonstate.edu/podcast).

# There are several ways to connect with the “Research in Action” podcast. Visit the website to post a comment about a specific episode, suggest a future guest, or ask a question that could be featured in a future episode. Email us at riapodcast@oregonstate.edu. You can also offer feedback about “Research in Action,” episodes or share research-related resources, by contacting the Research in Action podcast via Twitter @RIA\_podcast. Finally, you can call the Research in Action voicemail line at 541-737-1111 to ask a question or leave a comment. If you listen to the podcast via iTunes, please consider leaving us a review.

# The “Research in Action” podcast is a resource funded by Oregon State University Ecampus, ranked one of the nation’s best providers of online education with more than fifty degree programs and over one thousand classes online. Learn more about Ecampus by visiting ecampus.oregonstate.edu. This podcast is produced by the phenomenal Ecampus Multimedia team.

# “Research in Action” transcripts are sometimes created on a rush deadline and accuracy may vary. Please be aware that the authoritative record of the “Research in Action” podcast is the audio.