“Research in Action” Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

Oregon State University

Podcast and Episode Information

"Research in Action" is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, there are two guests:

Dr. Liz Gross is a data-driven researcher and scholar who specializes in creating entrepreneurial social media strategies in higher education. Her professional super power is to embolden colleges and universities and help them launch modern market research strategies using social listening. Teaching is Liz's passion and she brings that to colleges and universities as the founder and CEO of Campus Sonar, a specialized social listening agency that matches high-value social media intelligence and engagement opportunities to organizational strategic initiatives.

Amber Sandall is Campus Sonar's Research Manager. She brings expertise in marketing, communications, research, and data analysis and reporting to her role of managing Campus Sonar's social listening research program and operations. With both agency and higher education experience, she enjoys unearthing actionable insights to help colleges and universities drive growth. When she's not writing Boolean queries, Amber enjoys a good taco and a new book.

Segment One [00:00-11:24] - In this segment, Liz and Amber define social listening.

Segment Two [11:25-22:38] - In this segment, Amber and Liz discuss the research skills that are needed for social listening.

Segment Three [22:39-35:29] - In this segment, Liz and Amber share some examples of their work in social listening.

Show notes and a transcript for this episode can be found at: http://ecampus.oregonstate.edu/research/podcast/e157/

Learning Outcomes

By listening to this episode, students will be able to:

- Define social listening
- Discuss the research skills involved in social listening research
- Describe a social listening research project

Guiding Questions for Listening

- What is social listening?
- What is the purpose of social listening?
- What are some of the research skills involved in social listening?
- What is an example of a social listening research project?
- According to Amber Sandall, what are two ways one can go about conducting social listening research?
- According to Dr. Gross, why is it important for a research analyst in their organization to understand the business need of the client with which they are working?
- What appear to be some of the challenges with social listening research?

Possible Activities

- Ask students to visit the show notes for this episode (http://ecampus.oregonstate.edu/research/podcast/e157/) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers.

- Ask students to visit the show notes for this episode (http://ecampus.oregonstate.edu/research/podcast/e157/) and post an additional resource connected to the content of the episode in the comments section.

- Have students share questions that are raised for them based on the content of this episode. What would they ask Dr. Liz Gross or Amber Sandall if they could?

Suggested Citation (APA, 6th edition)

Linder, K. (Producer/host). (2019, May 6). *Dr. Liz Gross and Amber Sandall on social listening.* [Audio podcast]. Retrieved from http://ecampus.oregonstate.edu/research/podcast/e157/

Notes

About the Research in Action Podcast

"Research in Action" (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

"Research in Action" is hosted by Dr. Katie Linder, research director for Oregon State University Ecampus.

Visit the podcast website to view show notes and transcripts for each episode, explore our episode guide, learn more about how to contact us, or suggest a future guest or topic.

You may subscribe to the "Research in Action" RSS feed or access the podcast via iTunes, Soundcloud or Stitcher. "Research in Action" is also listed on MERLOT.

The "Research in Action" podcast is a resource funded by Oregon State University Ecampus, the university's top-ranked online education provider.

Contact

Katie Linder, Ph.D.
Director of Research
Oregon State Ecampus
541-737-4629
kathryn.linder@oregonstate.edu

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