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A DISTINCTIVE IMPLEMENTATION OF PODCASTS TECHNOLOGY AS AN E-LEARNING TOOL [ABSTRACT]

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ABSTRACT

Aim/Purpose	This study explores postgraduate business administration students' learning attitudes and perceived effectiveness when using podcasts as an e-Learning tool. It also investigates the flexibility afforded by this asynchronous learning approach.
Background	Two types of podcasts for two different pedagogical purposes were examined in the study, one as a team midterm assignment, and second as recorded lectures.
Methodology	A self-report questionnaire was distributed and completed by 37 MBA students.
Contribution	To our knowledge, this is the first research that combined two types of podcasts used for two complementary pedagogical purposes in an academic course: online podcasts as part of a midterm assignment, and recorded audio lessons as a complete replacement for course lectures.
Findings	Results indicate a strong correlation between prior podcast listening experience and learning effectiveness, student attitudes, and satisfaction with the technology. Also, students with a technical inclination and prior podcast experience demonstrated improved learning outcomes, positive perceptions of podcasts as a learning tool, greater learning effectiveness, and satisfaction with the flexibility of asynchronous learning.
Recommendations for Practitioners	Recommendation for practitioners is to use podcasts as learning resources, to familiarize themselves with this technology and resources available to introduce students to the basics of podcasting and to make them aware of the benefits of using it as tool for learning.

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Recommendation for Researchers	Recommendation for Researchers is to examine the combination of podcasts from different knowledge fields, and that the previous experience that students have in using this technology must be taken into account.
Impact on Society	The study expands the theoretical basis for future research and enriches the existing literature by adding another layer to the body of knowledge in the field of e-Learning and podcast technology.
Future Research	Future work should examine a larger sample of students, and different variables that may influence the learning effectiveness and students' attitudes.
Keywords	podcast technology, e-Learning, students' attitudes, learning effectiveness, prior experience

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