PodCred: A Framework for Analyzing Podcast Preference

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Overview

- Podcasts and the Podosphere
- Motivation for PodCred
- Overview of the PodCred Framework
- Deriving the PodCred Framework
  - Credibility Literature
  - Prescriptive rules for podcasting
  - Human Analysis
- Future work
- Conclusions
Podcasts and the Podosphere

- Podcast is a series of audio files published on-line using a feed
- Similar to radio, but with important differences
  - Long term availability
  - Can be created/disseminated without specialized equipment
  - Narrowcasting vs Broadcasting
What is a Podcast?

The Lost Podcast with Jay and Jack (Super Deluxe: AAC)

A Podcast Dedicated to the show "LOST" on ABC

Lost Podcast (AAC): Ep. 3.36 “Seen the Season 5 Promo?”
Mon, Oct 27, 2008 10:11 AM

On this Monday edition of The Lost Podcast: We have a big news update in the world of LOST. We discuss the new season 5 promo, some possible episode sames, and a lot more. Make sure to vote once a day for The Lost Podcast in Entertainment, and MetroBuzz in Comedy, for the 4th annual Podcast [...]
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Challenges

- Podosphere is large (iTunes Directory reports 100,000 podcasts)
- Podosphere is of variable quality; not all podcasts are equally appealing
- User-contributed ratings helpful, but not for recently appeared or obscure podcasts
Research goals motivating PodCred

- Indicators will be later used as the basis for features that can be automatically extracted
- The features will be used to train models of user preference
- Different applications
  - Models can be used for filtering, download suggestion
  - Models will yield scores that can be used priors for query-based retrieval in the language modeling framework
- Statistical models can help for podcast search and recommendation, but what characteristics should we be modeling?
Podcast preference

- Preference as expressed during a relatively quick subscribe/not subscribe decision
- Information should be [J. Besser, 2008]
  - reliable and
  - fun

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Overview of the PodCred Framework

- Podcast Content
  - Spoken Content
  - Content Consistency

- Podcaster
  - Podcaster Speech
  - Podcaster Style
  - Podcaster Profile

- Podcast Context
  - Podcaster/listener interaction
  - Real world context

- Technical Execution
  - Production
  - Packaging
  - Distribution
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Credibility in the Literature

- Credibility as decided by heuristics
  - [B. Hilligoss, 2007], [M.J.Metzger et al., 2003]

- Message Credibility vs. Source Credibility
  - [M. J. Metzger et al., 2003], [S. Y. Rieh, 1998]


S.Y.Rieh and N.J.Belkin “Undestanding judgment of information quality and cognitive authority in the WWW”, 1998
Credibility and User Generated Content

- Podosphere has many characteristics of blogosphere
  - Personal disclosure important
  - Expertise of blogger
  - Interaction with audience

- Work on blogs includes
  - [V.L. Rubin, 2006], [N. van House, 2002]

- Authority features
  - [W. Weerkamp, 2008]

V.L. Rubin and E.D. Liddy “Assessing credibility on weblogs”, 2006
N. van House “Weblogs: Credibility and collaboration in an online world”, 2002
W. Weerkamp and M. de Rijke “Credibility improves topical blog post retrieval”, 2008
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Prescriptive rules

- Podcast conferences, interviews
  - http://podcastacademy.com/
- Experiences from the podcasters
  - http://podcastingunderground.com/
- Step-by-step guides for podcast production
  - http://www.how-to-podcast-tutorial.com/
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Human Analysis

- The People’s Choice Podcast Awards 2007
  - 1.3 million people voted
  - 22 topical categories + 2 extra: “People’s choice”, “Best Produced”

- Analysis was carried out by:
  - Looking at the feed
  - Looking at the podcast portal
  - Listening to at least one episode

- Similar to our search scenario where a user examines a podcast to make a subscribe/non-subscribe decision
Best Produced & TV/Films Award

**FireFly Talk**

**Firefly Talk #64, August 27th 2008**

The final results of our third article-writing contest, featuring excerpts from all of the finalists, and the entire winning article. Congratulations to everyone who made it to the final round! And big thanks to the Prop Store of London, which donated props from Serenity for the contest.

Direct download: fireflytalk_64_20080826.mp3
Category: Firefly -- posted at: 11:38 AM

**Firefly Talk #63, August 17th 2008**

A fun Q&A session with Tim Minear from a recent CSTS event, Part 2 of our interview with Joy Davidson (author of 'The Psychology of Joss Whedon'), and the article titles of all entries that have made it into the final round of our latest article-writing contest (final contest results next week). Good luck, browncoats!

Direct download: fireflytalk_63_20080817.mp3
Category: Firefly -- posted at: 11:40 PM

**Firefly Talk #62, May 31st 2008**

Part 1 of an interview with Dr. Joy Davidson (editor of "The Psychology of Joss Whedon", advice columnist, sex therapist, and frequent guest on prime time TV), more from last year's Browncoat Cruise, more on our new article-writing contest.

Go to: Forum, Show Notes
Jay and Jack vs. WPBC Student Ministry

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October 27th, 2006
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Vote Now
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Future work

- Confirm/refine the indicators by looking at low-appeal podcasts
- Automatically extract features from indicators
- Applications in information retrieval
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Conclusions

- What characteristics of a podcast contribute to a user's subscribe/no-subscribe decision?
- Derived a framework based on
  - Credibility literature
  - Prescriptive rules from podcasters
  - Human analysis of award-winning podcasts
- Launching point on statistical modeling of podcast preference

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