

# **Predicting the Adoption of Video Podcast in Online Health Education**

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## **Abstract**

Online Health Education curriculum includes teaching courses to adult learners that pertain to chronic illnesses. In an effort to expose students to practical information, online universities are embedding video podcasts into courses. Research on the effects of video podcasts in online Health Education learning is fairly new. Because of this, there is limited research on its use in Health Education online courses. Furthermore, research that has been conducted is limited to the discussion on the technology itself without regard to theory. With further investigation on the topic in this preliminary study, the researcher wants to learn the diffusion and usage rate of video podcasts in an online Health Education course. In addition, the researcher wants to know if video podcast have a positive impact on students when used in online courses. For this pilot retrospective case study, secondary data was analyzed. Notes were collected on the selection of assignments and the rate of selections. To compile basic demographic data, the quantitative method was used. Qualitative information was obtained from predetermined questions placed in the course for asynchronous responses. Perceived ease of use and compatibility had a positive effect on the use of podcast in online Health Education courses. The findings from this study have the potential to contribute to the understanding of the impact of the use of technology in Health Education courses.

**Keywords:** video podcasts, online Health Education learning

## **Introduction**

Online Health Education curriculum includes teaching courses to adult learners that pertain to chronic illnesses. In an effort to expose students to “real world” information, online universities are embedding video podcasts into courses.

## **Problem Statement**

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Research on the effects of video podcasts in online health education learning is fairly new. Because of this, there is limited research on its use in health education online courses (Burke, Snyder, & Rager, 2009). Furthermore, research that has been conducted is limited to the discussion on the technology itself without regard to theory (Duncan-Howell & Lee, 2007; Forbes & Hickey, 2008; Lightbody, McCullagh, Weeks &

Hutchison, 2006; McGarr, 2009; Van Amelsvoort, 2009).

With further investigation on the topic in this preliminary study, the researcher wants to learn the diffusion and usage rate of video podcasts in an online Health Education course. In addition, the researcher wants to know if video podcast have a positive impact on students when used in online courses.

## Approach

For this pilot retrospective case study, secondary data was analyzed. Notes were collected on the selection of assignments and the rate of selections. To compile basic demographic data, the quantitative method was used. The qualitative research method was applied to the open-ended research questions. Qualitative data was obtained from predetermined questions placed in the course.

## Results

Perceived ease of use and compatibility was a positive predictor of the use of podcasts in online Health Education courses.

## Conclusion

The findings from this study have the potential to contribute to the understanding of the impact of the use of technology in Health Education courses.

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## Biography



**Dr. Grover**, PhD, CHES, joined Kaplan in 2009 as part-time online faculty in the school of Health Sciences. Dr. Grover holds a Master's Degree in Business and Health Care Administration from the University of Phoenix and a PhD in Community Health from Texas Woman's University. She has spent the last 23 years working in various business/professional positions in the health care major hospital. In addition, she has been teaching in the online environment for the past 7 years teaching various bachelors and masters courses in public health, healthcare and health education.

Her volunteer efforts include former CoChair for the American Diabetes Association (ADA) and current member of the ADA Leadership Board. More efforts include member of the Society for Public Health Education's (SOPHE) 2014 Annual Meeting Planning Committee and 2015 Professional Development Committee member. Writing efforts include a current blog for the US Department of Health and Human Services "Fitness Your Way" blog that began in October, 2010 and a publication on health strategies in the Health Education and Behavior Journal which was published in December, 2010. A book on the effects of diabetes has been published through Amazon.com.