

## **The Growing Cultural Phenomenon of Podcasting Among American Youth**

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### **Abstract:**

As terrestrial radio listenership is rapidly declining among American young people, the percentage of youth listening to podcasts is increasing. According to recent studies, over two-thirds of American young people will have listened to a podcast over a calendar year. According to research done by Laor , young people find podcasts meet unique idiosyncratic cultural needs and strengthen peer identification as predicted by uses and gratification theory.(T. Laor, 2022) Reasons young people listen to podcasts may be generally described as seeking entertainment while they perform other tasks and include such genres as news, comedy and crime. More recent research indicates that the rise of podcast listenership may lead to possibilities relating to education. In this paper we will examine the growth of podcasting among young people as a cultural phenomenon, current trends and research investigating the use of podcasting as an educational tool.