

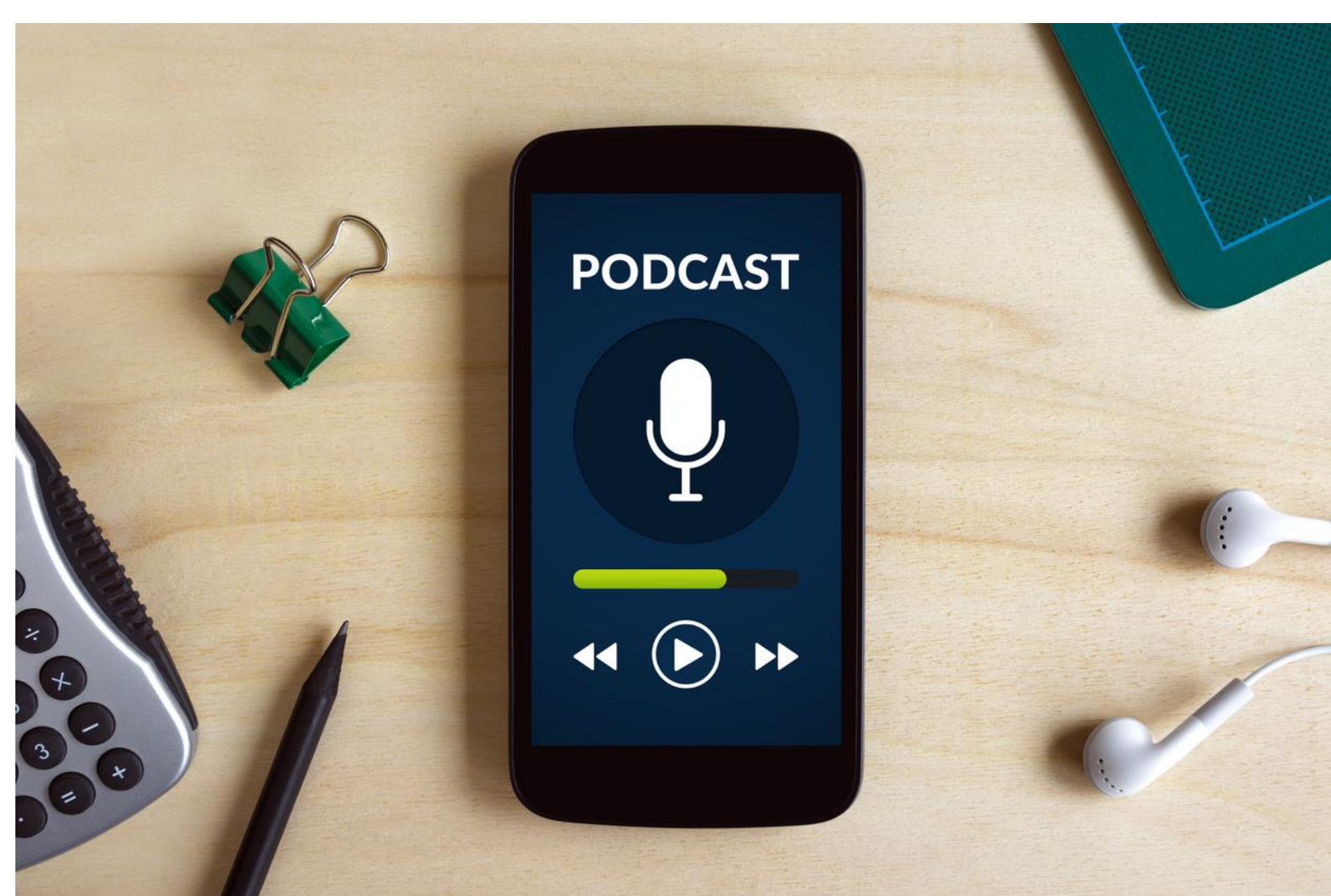
Cochrane podcasts are considered a reliable source of evidence and help readers better understand the full texts of Cochrane reviews.

The Problem

Since 2015, Cochrane Croatia has been involved in the translation and recording of Cochrane podcasts. So far, over 150 translated podcasts have been published. We do not know who is listening to Cochrane Croatian podcasts, nor what they think about podcast content and format.

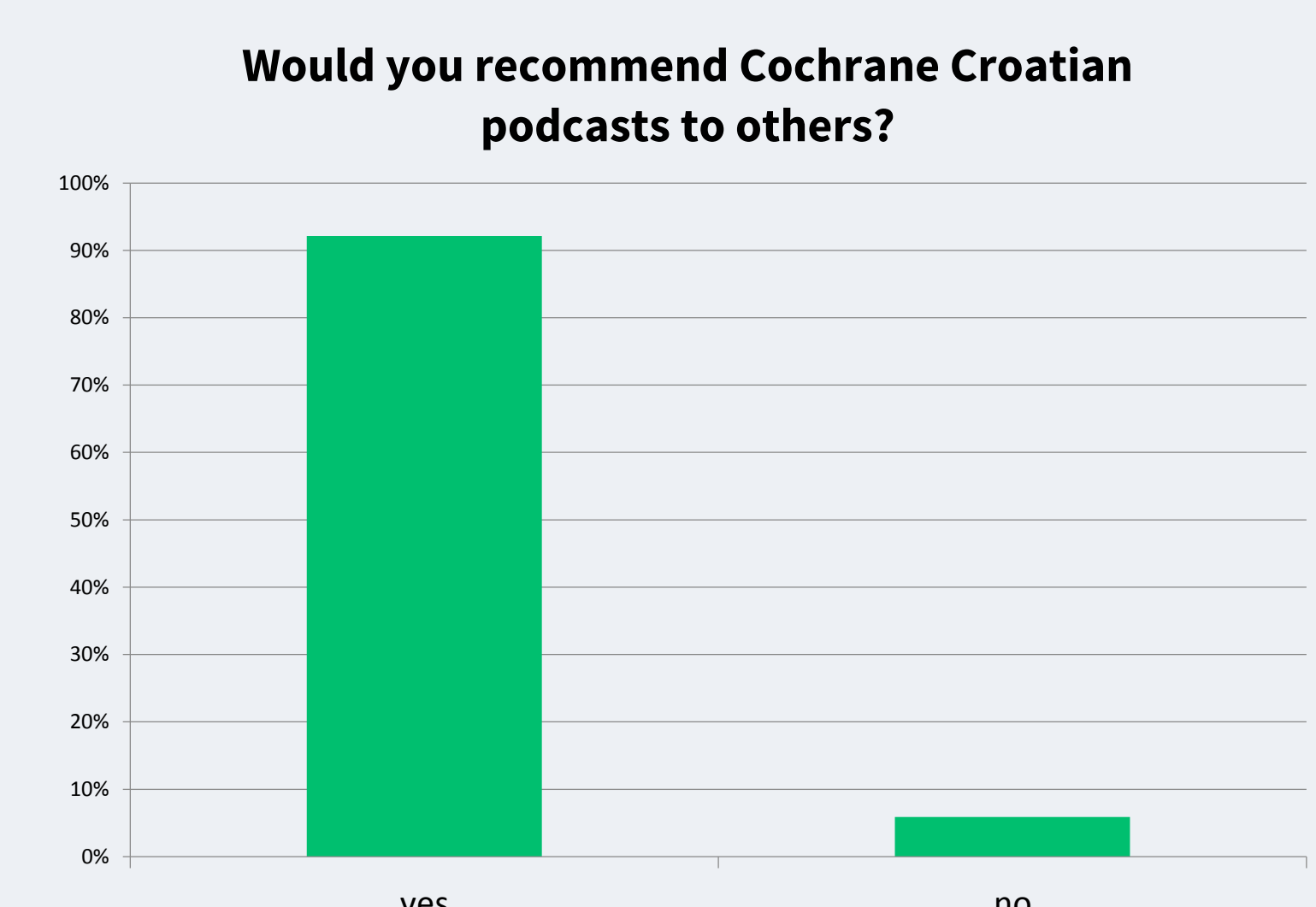
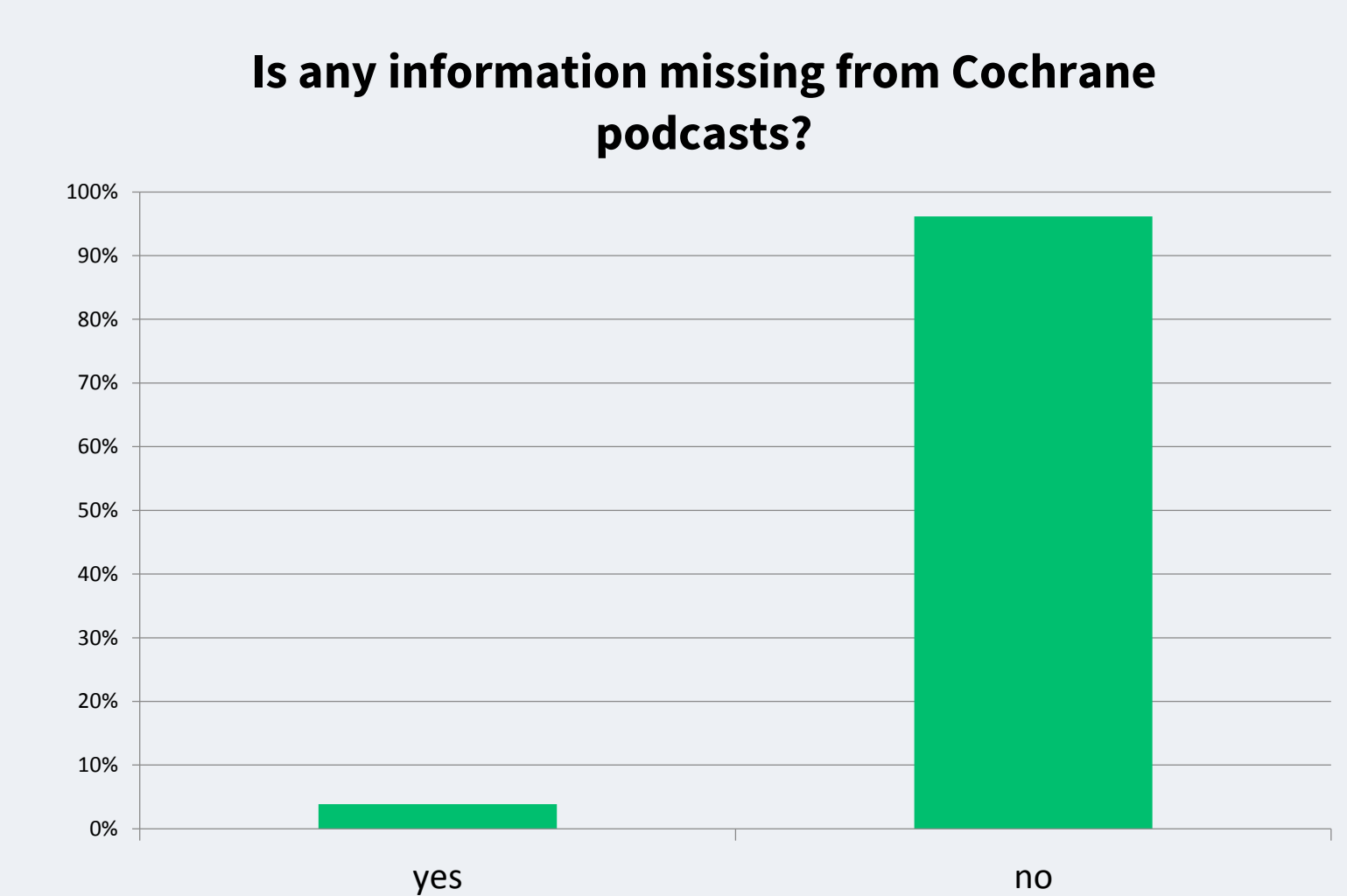
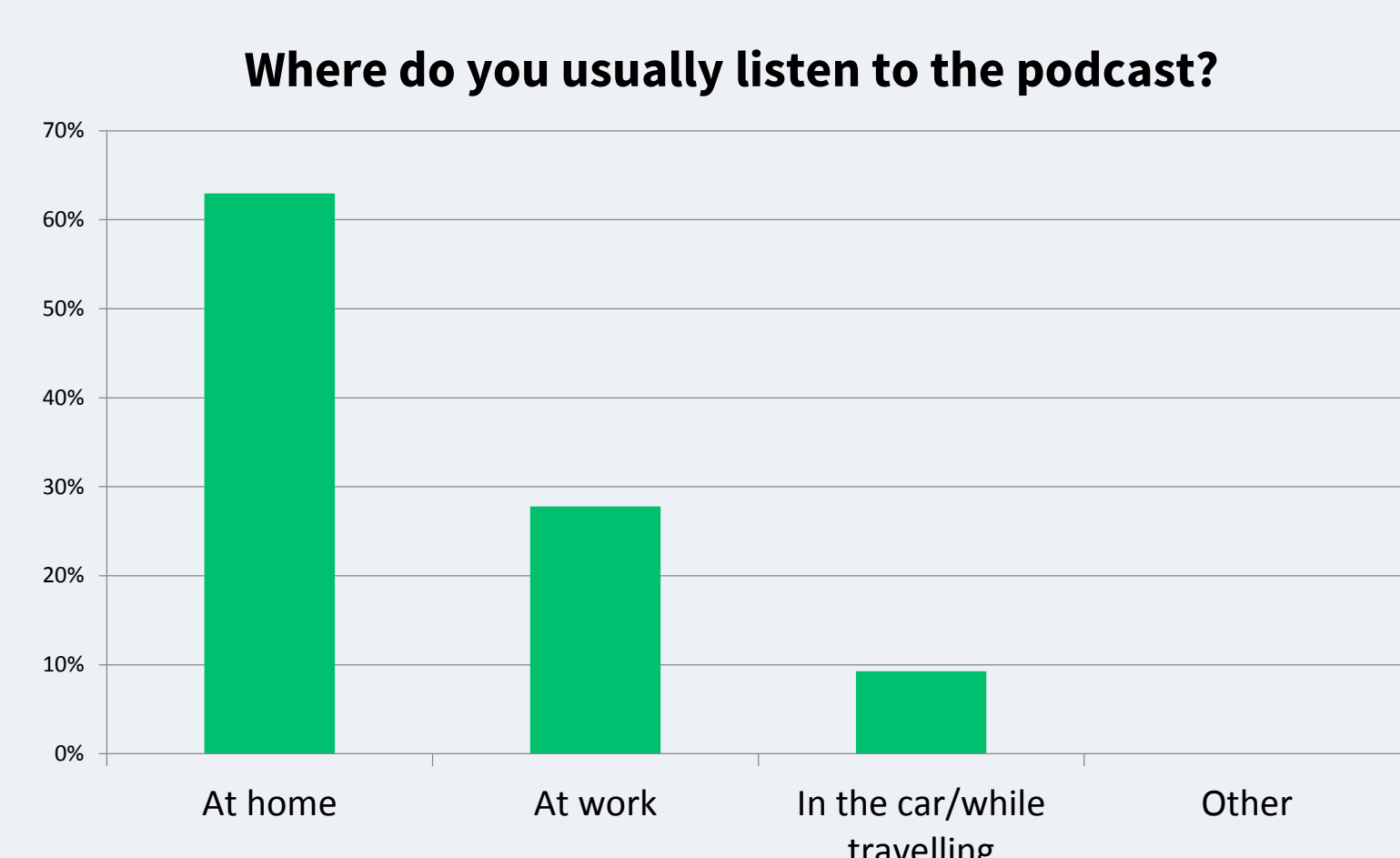
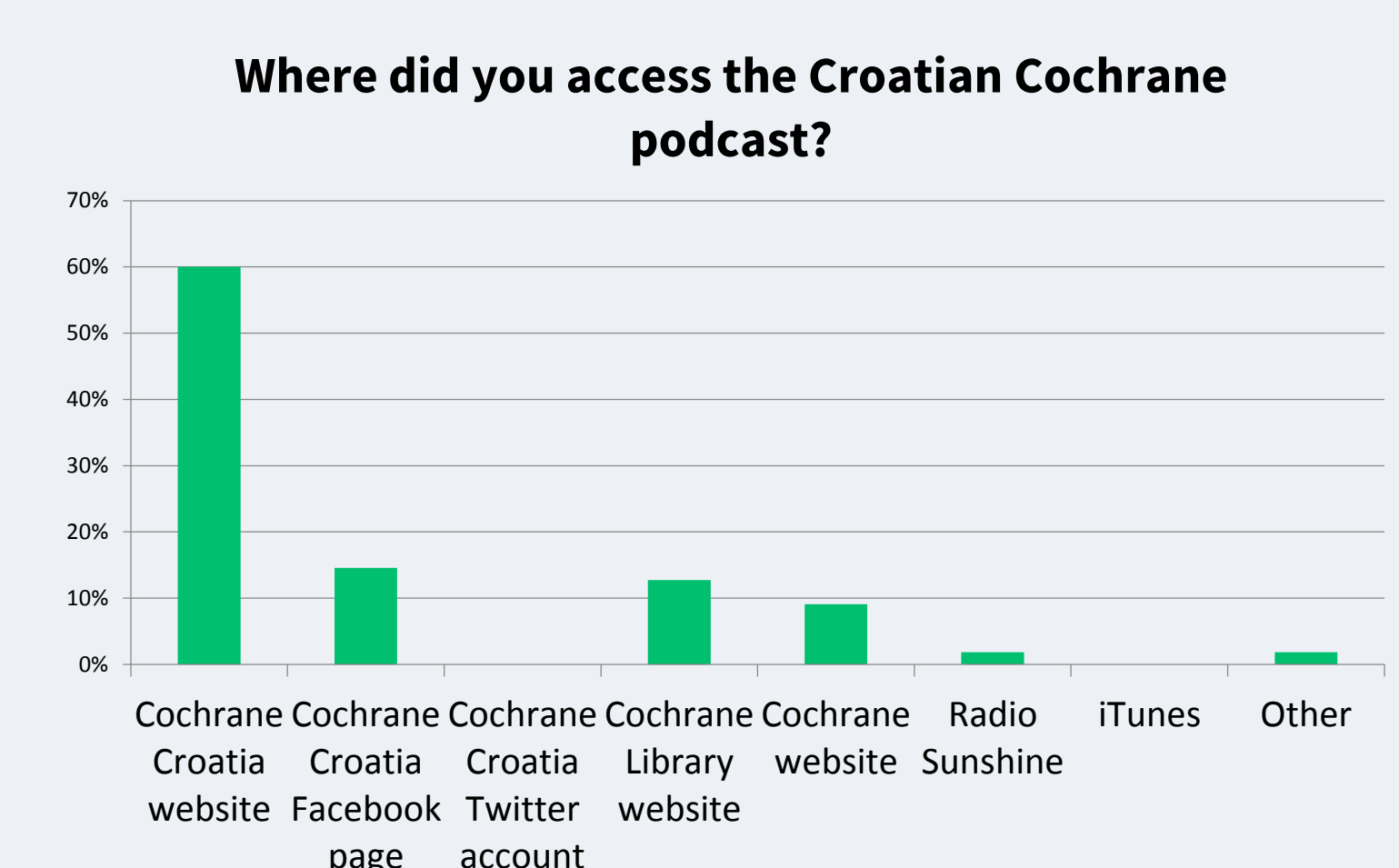
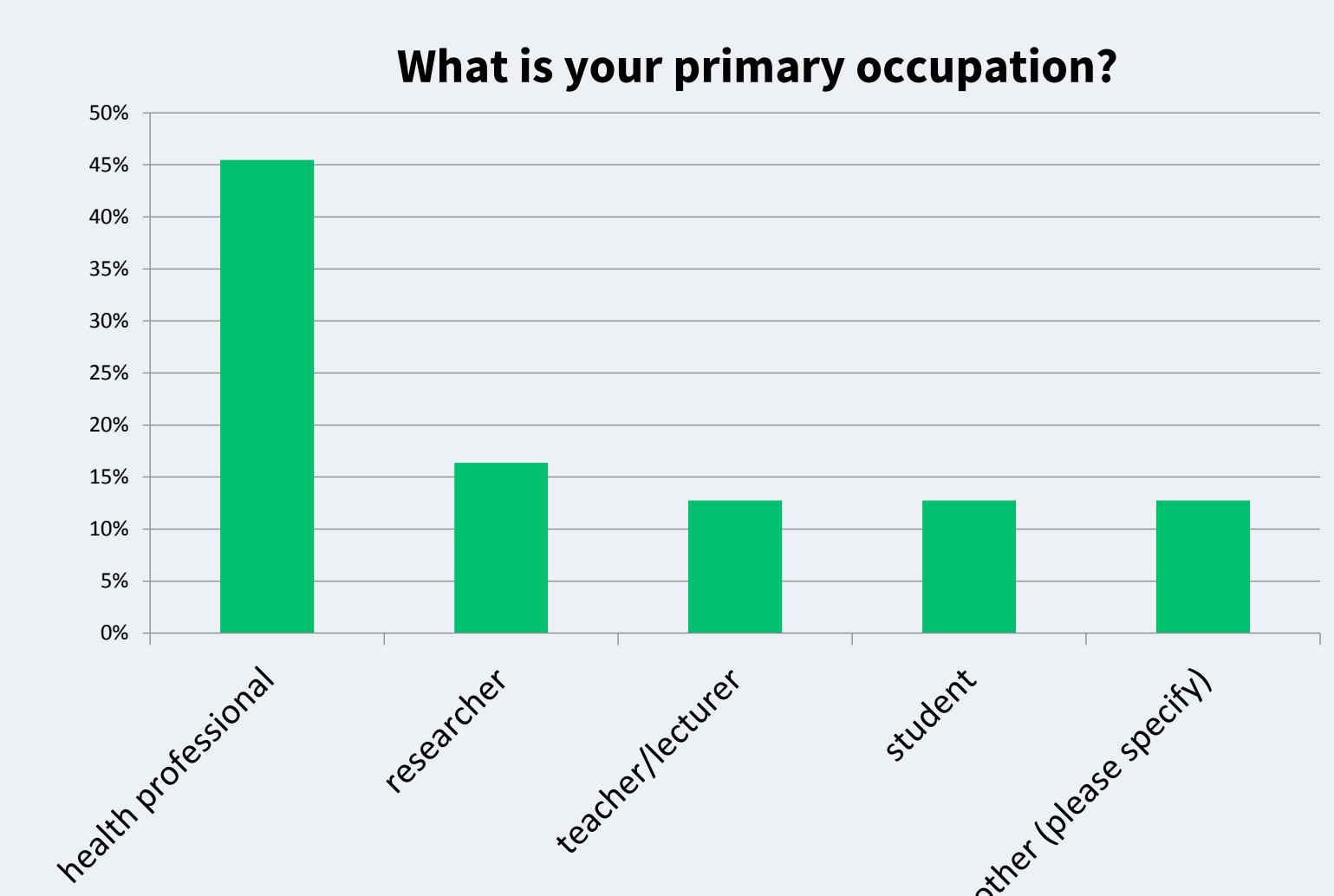
Methods

1. A four-page, 27-item questionnaire was compiled and uploaded onto Survey Monkey in June 2019, and widely disseminated.
2. Reminder emails were sent monthly over the course of three months.
3. Data were entered into Excel spreadsheets and analysed using descriptive statistics and qualitative methods.
4. Ethics approval was obtained from the University of Split School of Medicine.



Key Results

- Fifty-five listeners completed the survey.
- The majority of listeners are health professionals aged between 30 and 50.
- Most access podcasts at home via the Cochrane Croatia website. No one uses Twitter.
- More than three quarters are partially or completely satisfied with podcast format and content.
- Eighty-seven percent do not think podcasts are too long.
- Just over half stated podcasts helped inform their health decisions.
- All respondents think Cochrane podcasts contain reliable information.
- Just over half downloaded the podcast text.
- Seventy percent read the related review, of which more than two thirds stated that the podcast helped better understand the review.
- Listeners equally felt podcasts were best suited for the general public and clinicians.
- More than two thirds felt nothing needed to be changed, with the remainder requesting simpler language.



Improving the experience of Cochrane podcast listeners: a Croatian case study

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