

Podcast Ethnography for Capacity Development in Africa's Land Sector: A Study of "eCHIGBU"

Uchendu Eugene Chigbu, Elvena Hayford, Aune Shikongo and Jennilee Kohima (Namibia)

Key words: Capacity building; Education; e-Governance; Capacity development; eCHIGBU; Land sector; Podcast; Podcast ethnography; Qualitative research

SUMMARY

Podcasts are increasingly recognised as flexible digital media for education, public engagement, and skills development; however, their application within Africa's land sector remains limited and under-explored. This paper examines podcast ethnography as a methodological and practical tool for capacity development in land governance, with particular emphasis on land rights literacy. Using the "eCHIGBU" (a YouTube podcast on land, society & academic talks on Africa) available at www.youtube.com/@eCHIGBU, as a case scenario. Based on the experience of the host of the podcast, the study combines action (the podcasting experience) and research (impact evaluation) to identify the challenges and opportunities for embracing podcasts as a tool for capacity development in Africa's land sector over one year on land-related themes. The study adopts a mixed podcast ethnographic approach that combines action-based practice (podcast production and hosting), reflexive ethnographic observation, thematic content analysis, and platform analytics to evaluate opportunities, challenges, and learning outcomes. Empirical material includes podcast vignettes, multimodal content (audio and video), audience engagement metrics, and thematic coverage across interviews, monologues, documentaries, and conversations. Findings demonstrate that podcasting enables accessible, mobile, and transnational capacity development by amplifying expert and marginalised voices, facilitating informal and lifelong learning, and bridging gaps between research, policy, and public discourse in Africa's land sector. At the same time, the study identifies constraints related to production resources, platform dependence, digital inequalities, and the limits of conventional engagement metrics for assessing learning impact. The paper concludes by proposing a conceptual framework proposes the embrace of podcasting as a complementary capacity development and knowledge dissemination strategy in Africa's land sector, contributing methodologically to the practicality of land governance education.

Podcast Ethnography for Capacity Development in Africa's Land Sector: A Study of "eCHIGBU" (13734)
Uchendu Eugene Chigbu, Elvena Hayford, Aune Shikongo and Jennilee Kohima (Namibia)

FIG Congress 2026
The Future We Want - The SDGs and Beyond
Cape Town, South Africa, 24–29 May 2026