

Podcast Critique and Research on Podcasting

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Part I: Podcast Critique

What is a Podcast?

A podcast is an audio-recording conversation to discuss any specific subjects based on their interests. Podcasts are found in music streaming services such as Apple Music, and Spotify. It could lead to a dynamic medium in a fantastic way to receive a speaker's dedication to admire their listeners.

You were to create a podcast for this course, what approach would you take?

I found two clips from the *Joe Rogan Experience* that is based on my podcast topic. Peter Attia made a review of the level on the Body Mass Index (BMI) to compare people who are in the obese range and people who are in the healthy range. Bill Maher made a statement about people needs to take charge for themselves to prioritize their health on his show, *Real Time with Bill Maher*, where he explained on people make poor choices that address the obesity epidemic.

I developed a *Beautiful Palace* podcast. The approach that would take is to consider that news reporting. *Feeling Fat and Lazy?* considered as the first episode that I published. It focused on Deborah Cappaccio, a wellness coach who promoted a Billboard Advertisement at Times Square, New York City, New York to help and encourage women to live a healthy lifestyle that does not sit well for the Body Positivity movement. She wanted to create a message to make a huge difference in their lives.

Part II: Research on Podcast

What did you learn about podcast users and creators?

I learned about the impact of podcast users on social media. "By surveying people who are members of a podcast program-related Facebook or MySpace fan group(s), this study

indicates those who use podcasts are primarily well-educated and tend to earn a substantial annual household income, with about 20% more than doubling the median U.S. household income. (McClung, Johnson, 2010)”

I reviewed the history of the development of podcasts. “The process of downloading podcast files as well as the development of podcast programs is known as podcasting. The term podcasting is based on a combination of the words broadcasting and iPod, and the technology was developed in 2004 in part by former MTV VJ, Mark Curry. iTunes also began to carry podcasts, and now with over 100,000 available titles, iTunes is the recognized as the leading podcast director. (McClung and Johnson, 2010)”

How has podcasting influenced radio broadcasting?

National Public Radio (NPR) found the idea of the creation of a podcast very convenient to the audiences. For example, “In November of 2004, Podcast Alley, a podcast directory website, listed fewer than 1,000 podcasts for download. In addition to homegrown podcasts that cover topics ranging from music and fashion to religion and politics, mainstream media institutions such as NPR, the BBC and Comedy Central now regularly provide podcasted material as an alternative way to distribute their content. (McClung and Johnson, 2010)”

Do you agree with these research findings ten years later? Why or why not?

I agree with these ten-year research findings because it showed the influence of podcasts on social media. Many users took an online survey for researchers to examine the evaluation on developing a fanbase on a podcast. “Based on the 46 fan group administrators asked to distribute the questionnaire, a total of 354 podcast users answered the online survey. An overwhelming majority (92.2%) of the respondents belong to a fan group on Facebook while only 6.5% belong

to a fan group from MySpace. The number of podcasts these users download ranges from one to 50 podcasts per week. (McClung, Johnson, 2010)”

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