**Research Proposal What Makes a Good Podcast a Good Podcast:**

**An Analysis of Successful Podcasting Techniques**

The increase in popularity of podcasting for sharing information and entertainment has led to a growing curiosity about the key elements that lead to successful podcasts. This study seeks to participate in the ongoing discussion on the quality and impact of podcasts by investigating what specific aspects and strategies contribute to making a podcast interesting and prosperous for its audience. Through exploring this inquiry, I aim to acquire valuable insights for individuals interested in starting podcasts, making content, and researching digital media trends.   
 I plan to use a mixed-methods approach combining textual analysis of popular podcasts and interviews with podcast listeners to investigate this research question. This approach will enable me to analyze the substance and format of popular podcasts and collect audience viewpoints on why they find them attractive.   
  
 For the text analysis section, I will choose five highest-ranked podcasts across various genres (such as news, true crime, comedy, educational) according to the rankings on Apple Podcasts and Spotify. I plan to examine three episodes from each podcast, concentrating on factors like episode layout and speed, hosting style and presentation, incorporation of audio elements such as music and sound effects, content arrangement and storytelling methods, and general production standards.   
  
 To enhance this study, I will interview 10 frequent podcast listeners in a semi-structured format to understand their views on the factors that make podcasts interesting. The interview will touch on various subjects like listening patterns and favorites, what makes a podcast great, episodes that stand out, how a host's personality and delivery matter, the impact of production elements, reasons for unsubscribing to podcasts, ways to find new podcasts, and what sets outstanding podcasts apart from the rest.

I will choose podcasts for text analysis that have been consistently ranked in the top 20 on Apple Podcasts or Spotify for a minimum of six months in 2023. This standard guarantees that the chosen podcasts have shown continual popularity and engagement from listeners. I plan to select podcasts from various genres to investigate if effective methods differ across different types of content.   
  
 Interview candidates will be chosen according to particular requirements in order to guarantee they possess adequate familiarity with podcasts to offer knowledgeable viewpoints. The criteria involve individuals who listen to podcasts weekly, have been consistent podcast listeners for a minimum of one year, and cover a wide age range (18-65) and various preferred podcast genres.   
  
 The schedule for the research is as follows: Week 5 (Current week): Finalize podcasts for analysis and start recruiting interviewees Week 6: Analyze selected podcast episodes Week 7: Complete analysis and start interviews Week 8: Conclude interviews and start data analysis   
  
 This research seeks to offer a thorough insight into the factors that lead to the success of podcasts by merging textual analysis with listener interviews. The results could provide useful information for podcast producers aiming to enhance their podcasts and for scholars examining the changing patterns of digital media consumption.

# Works Cited

* Brumley, Krista M., et al. Communicating Your Research with Social Media: A Practical Guide to Using Blogs, Podcasts, Data Visualisations and Video. SAGE Publications Ltd, 2017.
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* "Methodology." Pew Research Center, 15 June 2023, [www.pewresearch.org/journalism/2023/06/15/podcasts-audit-methodology/](http://www.pewresearch.org/journalism/2023/06/15/podcasts-audit-methodology/). Accessed 13 Sept. 2024.
* "Podcasting Part 1: Podcasting as Research Method." SAGE Research Methods: Doing Research Online, SAGE Publications, Ltd., 2022, methods.sagepub.com/video/podcasting-part-1-podcasting-as-research-method. Accessed 13 Sept. 2024.