Promoting Holistic Health Through a

Podcast for Czech Women

By

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Promoting Holistic Health Through a Podcast for Czech Women

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Abstract

Current medical practice in the Czech Republic focuses exclusively on physical aspects and dismisses other dimensions of health, such as mental, spiritual, and social. Overlooking the importance of these other aspects of health leads to a hesitation to reach out for help with nonphysical ailments, and thus to the stigmatization of such topics of discussion. The team's project goal was to provide recommendations for the marketing and development of a podcast that raises awareness about holistic health among Czech women. The team achieved this goal by surveying Czech women about podcast consumption habits, analyzing English- and Czech-language podcasts, and researching Instagram marketing strategies. The team's findings lead to the development of podcast production and marketing guidebooks.

Acknowledgments

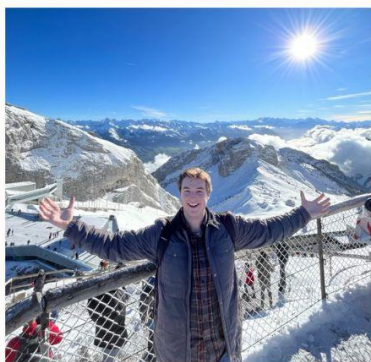# Meet the Team

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Executive Summary

Introduction:

Holistic health is an alternative approach to medicine that encapsulates four key pillars of health: mental, spiritual, physical, and social (Canadian Holistic Medical Association, 2002). Complementary and alternative medicine (CAM) is a term for physical, non-conventional modalities, treatments, and therapies, such as acupuncture, yoga, and herbalism, that incorporate the pillars of holistic health and tend to improve the holistic well-being of the user (Caspi et al, 2003; Ernst et al, 2000). Although CAM has been on the rise in Europe (Frass M et al., 2012), there remains hesitation as to its effectiveness due to a constrained understanding and limited education surrounding the therapeutic benefits of holistic health (Frass M et al., 2012; Fischer, F H et al., 2014).

Background:

Although CAM usage has been increasing over recent years in the Czech Republic (Pokladnikova & Selke-Krulichova, 2016; Pokladnikova & Selke-Krulichova, 2018), education among both physicians and citizens is lacking (Pokladnikova et al., 2021; Ozcakir A et al., 2007). Since education surrounding CAM is essential to ensure it is used safely and efficiently (Pokladnikova & Selke-Krulichova, 2016; Richardson, M.A et al., 2004), establishing accessible and credible sources of information regarding the therapeutic benefits of a holistic approach to medicine will work towards improving the state of holistic health in the Czech Republic. However, one main obstacle in the way of improving holistic health is the stigmatization of some pillars of holistic health, specifically mental health.

Societal stigmas play a significant role in Czech citizens' willingness to reach out for help regarding their mental health. Belief in the importance of mental health is relatively low among Czech physicians (Winkler, 2016), which often creates shame and embarrassment among Czech women, and prevents them from getting the help they need (Sebela, 2020). Without mental health being highlighted as a concern in the Czech Republic, unhealthy coping mechanisms such as substance abuse (Sebela, 2020) can fester, further bolstering the importance of

holistic health awareness, acceptance, and education for the purpose of destigmatizing mental health in the Czech Republic.

Health information is increasingly consumed via the Internet (Dolezel & Smutny, 2021; Pleskot & Rusová, 2018), with social media rising in popularity as an outlet of information (Sokolova & Perez, 2021; Pilgrim & Bohnet-Joschko, 2019; Dolezel & Smutny, 2021). Instagram, one of the most popular social media platforms, provides a quick, free, easily accessible way for Czech citizens to gain access to health information (Wong et. al., 2019; Zhou & Bercovitch, 2018; Steele, 2018; Glasgow et. al., 2018; Kamel et. al, 2016). Using Instagram to disseminate health awareness content is ideal, as social media platforms can provide a sense of community and support (Naslund, 2016; Betton, 2015).

Podcasts have been rising in popularity in the Czech Republic (Šanda 2019; Tranová & Veneti, 2021), and health-related podcasts have become a legitimate and key source of content within the medical community (Wolpaw, 2020) due to medical students using podcasts to aid in their studies (Berk, 2020). One demographic of health-related podcasts could be Czech women, as they are the primary consumers of healthcare (Gandolf, 2022). Due to the

popularity and acceptance of health-related podcasts, as well as the fact women consume the most healthcare information, the team researched effective strategies for attracting women to a holistic health podcast. Appealing to women's emotions through visuals and personal connections and allowing them to feel heard by giving them the opportunity to share their thoughts, opinions, and concerns (Brennan, 2015; Landi, 2022; HealthWare Systems 2020; Brennan, 2017; Anderson 2019) could help attract them to such a podcast.

The goal of this project was to provide recommendations for the marketing and development of a podcast that educates women about holistic health practices in the Czech Republic. To do so, the team completed the following objectives: (1) exploring how to market a podcast to women in the Czech Republic, (2) investigating best practices in podcast design, production, and development, and (3) providing recommendations for a successful podcast (Figure 0.1).

Figure 0.1 Flowchart of Project Objectives

Methods and Results:

Survey Distribution and Content Analysis

To accomplish the team's first objective, the team explored how to market a podcast to women in the Czech Republic. The team conducted research regarding effective marketing strategies and analyzed the content of various podcasters' Instagram pages to find common themes between pages. The team also produced a cross-sectional survey (Guyette, 1983) and distributed it to Czech women using Facebook groups, contact information from the team's sponsor, and the team's contacts at the Council on International Educational Exchange (CIEE). Out of the 17 women who answered the survey, 63% of them listened to health-based podcasts. Women typically heard about podcasts through family and friends (67%) and social media (53%), with 44% reporting that Spotify was the platform they used the most to listen to podcasts, while Apple Podcasts (25%) and Czech websites (19%) were also popular platforms.

Instagram Marketing Analysis

The team analyzed Instagram engagement reports to explore the best hours and days to post, and the main themes across the Instagram pages of Czech- and English-language podcasts to evaluate similarities and differences. The team created a "Main Themes" list and looked at featured content in the Biography (bio), Highlighted Stories, Posts, and Captions. The team found that 85% of the biographies on Instagram contained a link to the podcast, and 77% of the Instagram profiles contained highlighted stories. Consistent color schemes (70%) and Instagram reels (85%) were common themes among posts. Sixty-two percent of the Instagram captions referenced where to find the podcast. When looking at post schedules, the team found that weekdays were better than weekends, and the best time to post was between 10:00 AM and 2:00 PM.

Podcast Content Analysis and Inductive Coding

To accomplish the second objective, the team analyzed the content of three podcasts the sponsor recommended to them. Inductive coding allowed the team to investigate what themes were similar and different across the podcasts. The team organized themes into Podcast Topic Codes (i.e., Mental/Spiritual Health, Nutrition, Capitalism) and Podcast Design Codes (i.e., Advertising, Branding, Credibility). The team found that Audience Engagement was the most notable Podcast Design Code throughout all three podcasts, and should thus be the sponsor's primary focus as shown in Figure 0.2.
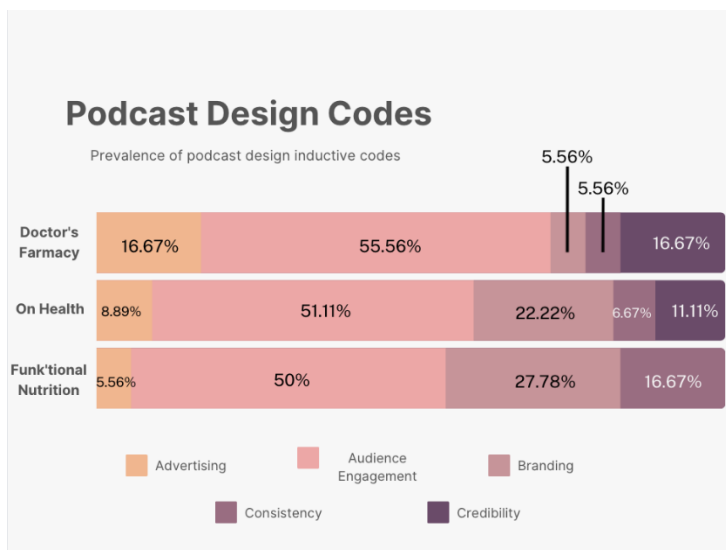
Figure 0.2 Prevalence of Podcast Design Codes by Podcast

There weren't strong Podcast Topic themes found across all three podcasts (at least not across the select episodes analyzed), but Mental/Spiritual Health was a notable topic, a positive sign suggesting topics related to holistic health are among popular episode topics.

The team also analyzed a list of nine Czech and ten English health-related podcasts examining the length of episodes, the longevity of the podcast, and the release schedule, as seen in Figure 0.3.

Figure 0.3 Content Analysis Spreadsheet Findings

On average, the English podcasts have been around for two years longer, and thus average 204 more episodes than the Czech podcasts. The English podcasts had regular release schedules (90%) compared to the Czech Podcasts (11%). The hosts of English podcasts were also more prominent using a scale the team developed, with the average English host having a prominence

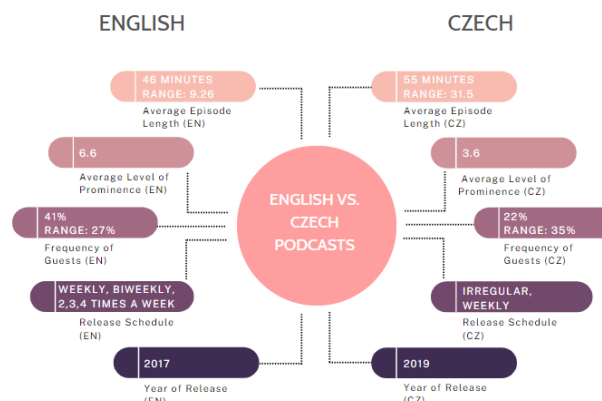score of 6.6 and the average Czech host having a score of 3.6. The team found both English and Czech podcasts contained guest speakers, but there was a high variance between the frequency of them. The team decided to base their recommendations to the sponsor from English podcasts due to them being more consistent and established.

Equipment Recommendations

The sponsor also requested the team provide equipment recommendations for podcast production. This included a microphone, audio interface, pop filter, and XLR cables. It was necessary to consider costs since the sponsor had a 15,000 CZK budget for the equipment. The team hoped to find the highest quality, yet most affordable, equipment to help the sponsor produce professional-sounding audio. The team provided an equipment list to the sponsor's team, and the sponsor selected the recommended microphone (XLR/USB Samson Q2U), XLR male-to-female cables, and nylon screen pop filters from the team's provided list.

Podcast and Marketing Recommendations

Results from the team's research allowed them to provide recommendations to the sponsor for a successful podcast. The team gathered their results and consolidated them into podcast recommendations relating to production, including but not limited to episode length, guest speakers, and podcast topics. Instagram marketing recommendations were also delivered, including but not limited to navigation, templates, and captions.

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Executive Summary	Jacob + Molly	All
1.0 Introduction	All	All
2.0 Introduction to Background	Josie	All
2.1 Conceptualizing Holistic Health and Complementary and Alternative Medicine	Josie	All
2.2 Complementary and Alternative Medicine's Prevalence throughout Europe	Josie/Molly	All
2.3 Presence and Effect of Stigma Around Holistic Health Usage in the Czech Republic	Jacob	All
2.4 The Internet's Role in Holistic Health Education	Molly/Jacob	All
2.5 Benefits of a Podcast	Jacob	All
2.6 Podcast Design and Development	Jacob	All
2.7 Marketing Podcasts in the Czech Republic	Avery/Molly/Josie	All
2.8 Conclusion	Josie/Jacob/Avery	All
3.1 To Explore how to Market a Podcast to Women in the Czech Republic.	Josie	All
3.2 To Investigate Best Practices in Podcast Design, Production, and Development	Jacob/Molly/Avery	All
3.3 To Provide Recommendations for a Successful Podcast	Jacob/Josie	All
4.1 Marketing a Podcast	Josie/Avery	All
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5.0 Limitations	Jacob/Josie	All
6.0 Conclusions	All	All
Appendix	All	All

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1.0 Introduction

People across the globe take care of their health in different ways and consider its importance in various aspects of their lives. Holistic health encompasses many aspects of a person's overall health, including four essential pillars of health: physical, mental, spiritual, and social. In the past three decades, the extent to which doctors have engaged holistic approaches to treatment has increased from 25% to 49%, positively impacting patient care (Horneber, Markus, et al., 2012). One form of holistic treatment is complementary and alternative medicine, or CAM, which is a term for "medical products and practices that are not part of standard medical care" (National Cancer Institute, 2022). CAM modalities involve the mind, nature, and other forms of healing, including treatments such as botanicals and traditional Chinese medicine (National Cancer Institute, 2022).

In a study from the Czech Republic, three out of four people acknowledged using at least one CAM modality over 30 days (Pokladnikova, J., & Selke-Krulichova, I., 2016), which is consistent with CAM prevalence rates in other European countries (Fischer, F. et al, 2014). Yet, despite the high prevalence of CAM usage by Czech citizens, there is little evidence of its integration into the Czech healthcare system (Pokladnikova & Selke-Krulichovi, 2018). Furthermore, a lack of education among both physicians and citizens diminishes Czech citizens' ability to access CAM not just for preventive purposes (Ozcakir A et al., 2007; Pokladnikova, J., & Selke-Krulichova, I., 2016).

Mental health, a holistic health component, has not been fully embraced in the Czech healthcare system. People struggling with mental illness are often hesitant to turn to therapy and alternative treatments because they don't want anyone to know they are struggling, or because they are afraid of being labeled as someone with mental illness (Liwanag, 2015). Many Czech

women reported they would feel ashamed if family members or colleagues knew they received professional help for mental issues (Sebela et al. 2020), suggesting there could be a link between the stigmatization of mental health and an aversion to holistic health treatments, such as professional therapy. Although many holistic practices have been shown in various studies to improve patients' physical and mental health when accompanied by traditional modern medicine, lack of education and stigmatization often lead to the underutilization of these holistic approaches to health (Berna, Mengin, et al., 2019).

Educating both medical professionals and the public about the benefits of holistic medicine is vital to the reduction of the stigma against holistic and mental health. One way awareness of holistic health can be spread is through podcasts. Podcasts have been rising in popularity in the Czech Republic in recent years (Šanda 2019; Tranová & Veneti, 2021) and are an easy way of learning about new topics (Tranová & Veneti, 2021).

Social media usage has also been rising in the Czech Republic, providing additional ways of spreading health information and awareness (Sokolova & Perez, 2021; Pilgrim & Bohnet-Joschko, 2019; Dolezel & Smutny, 2021). Furthermore, social media provides a sense of community to those who may feel alone or ashamed of their health issues (Naslund, 2016). The goal of this project was to provide recommendations for the marketing and development of a podcast that educates women about holistic health practices in the Czech Republic. We achieved this goal through three objectives:

1. Exploring how to Market a Podcast to Women in the Czech Republic
2. Investigating Best Practices in Podcast Design, Production, and Development
3. Providing Recommendations for a Successful Podcast

       The team accomplished these objectives by researching marketing strategies to attract women to the podcast and by conducting an analysis of Instagram reports of highest engagement times and a content analysis of Instagram profiles. The team also surveyed Czech women of childbearing age to explore marketing and promotional tactics to attract Czech women to the podcast. Afterward, the team performed a content analysis of popular Czech and English health podcasts. Lastly, the team researched recommendations for podcast equipment. This research allowed the team to provide marketing and podcast production guidebooks to our sponsor to aid in establishing their holistic health podcast for Czech women.

2.0 Background

This chapter begins by reviewing studies done in European countries on the integration of holistic health into their societies for comparative purposes. To highlight the lack of holistic health integration in the Czech Republic's healthcare system, the chapter explores the stigma surrounding certain aspects of holistic health. Next, the background chapter provides a section exploring how using podcasts may be effective in decreasing the stigma surrounding holistic health and exploring best practices in the production, marketing, and promotion of successful podcasts to attract the target audience.

2.1 Conceptualizing Holistic Health and Complementary and Alternative Medicine

The term "holistic health" refers to the consideration of the physical, psychological, social, and spiritual well-being of a person (Canadian Holistic Medical Association, 2002). Complementary and alternative methods, CAM, are a variable set of diagnostic and therapeutic modalities considered non-conventional (Caspi et al, 2003). Types of CAM modalities include herbalism, aromatherapy, acupuncture, and massage therapy (Ernst et al, 2000). While holistic health gives researchers and practitioners a more all-encompassing way of thinking about health, CAM engages practices and therapies that tend to improve the psychological, social, and spiritual health of a person. It is important to learn about CAM as it focuses on the healing areas of holistic health that tend to be overlooked by conventional medicine.

2.2 Complementary and Alternative Medicine's Prevalence throughout Europe

Despite a tendency for medical practitioners to focus on the physical body when treating patients, studies suggest that European citizens are beginning to gain positive attitudes toward

CAM. Two studies performed in 1970 and 2002 found that respondents' CAM usage in 3 months increased from 14% in 1970 to 34% in 2002 (Frass M et al., 2012). Increases in usage over time may be related to clinical studies showing the effectiveness of CAM for treating illness. For instance, researchers have found evidence to suggest that CAM modalities such as acupuncture for pain, are clinically as effective, or even more effective, than conventional treatments for certain illnesses. However, limited funding for research on CAM has constrained understanding and raised questions about its effectiveness (Frass M et al., 2012). This can lead to a strictly preventative approach to CAM rather than a therapeutic, healing one. European citizens need more reliable and accessible information about CAM to feel more comfortable using it therapeutically (Fischer, F H et al., 2014).

Despite a more preventive usage of CAM, the positive attitude toward its usage has led to an increase in the integration of CAM into healthcare systems in Europe (Fischer, F. H. et al., 2014). One study found that there are many variations of CAM integration into healthcare systems, with some countries, like the Czech Republic, providing it as a private, unregulated, alternative system, while other countries, like Germany, fully integrate it into their healthcare systems (Von Ammon K et al., 2012). While estimating the prevalence of CAM usage across the EU is problematic because studies are generally poor and heterogeneous (Eardley S et al., 2012), there is evidence to suggest an overall increase in its integration into healthcare systems and individual private practices throughout Europe (Ernst, E., & White, A, 2000).

2.2.1 CAM Prevalence in the Czech Republic

In the Czech Republic, physicians generally follow allopathic medicine, which focuses on treating physical symptoms and diseases using drugs, radiation, or surgery (MUA, 2022). This tends to dehumanize patients by considering them as mere bodies, and not people (Jaroslav

Klepal & Tereza Stöckelová, 2019). This clinical approach to medicine doesn't include CAM and doesn't allow for its incorporation, suggesting that for the Czech Republic healthcare system to adopt CAM, there needs to be further awareness of its benefits and effectiveness among both users and healthcare providers (Pokladnikova et al., 2021). This suggests the lack of education causes the lack of integration of CAM into the Czech healthcare system (Ozcakir A et al., 2007).

One study emphasized the importance of holistic health education, stating that physicians and the public should be educated about the effective and safe use of CAM to reduce potential harm to the patient (Pokladnikova & Selke-Krulichova, 2016). While 75% of Czech physicians want to learn about CAM, only 7% have received education related to it (Ozcakir A et al., 2007) so they are unable to meet patients' demands regarding the efficiency and safety of CAM (Richardson, M.A et al., 2004). Educating Czech citizens about CAM modalities and motivating them to talk to their doctors about novel health information is vital to ensuring health safety in the Czech Republic when using CAM.

2.2.2 CAM Usage in the Czech Republic

A recent study of Czech citizens discovered an increase in the use of one or more CAM modalities alongside more traditional approaches to medicine, including but not limited to vitamins/minerals, herbal remedies, massage, relaxation techniques, and dietary supplements, from 76% in 2011 to 87% in 2018 (Pokladnikova & Selke-Krulichova, 2018). This was a follow-up to a previous study stating that "prevention…was the primary reason for CAM use with only 16% of CAM users employing it for therapeutic purposes" (Pokladnikova & Selke-Krulichova, 2016). This suggests the Czech population may be increasingly receptive to CAM in their daily health routines, but continues to view CAM through a more preventive lens and perceive it as a protective measure rather than a therapeutic one (Pokladnikova & Selke-Krulichova, 2018). It

also suggests the need for increased research and education regarding the mind-body benefits of holistic health as citizens would benefit from embracing CAM into the Czech healthcare system.

2.3 Presence and Effect of Stigma Around Holistic Health Usage in the Czech Republic

Although physicians have expressed interest in learning about CAM (Ozcakir A et al., 2007), one reason CAM education might be lacking in the Czech Republic could be due to a stigma against holistic and mental health among the general population. Erving Goffman, a Canadian Sociologist, defines stigma in his book as a "situation of the individual who is disqualified from full social acceptance" (Goffman, 1963). Although the physical aspects of holistic treatments may lead to a reluctance to participate in alternative medicine, the other aspects of holistic health (mental, spiritual, social) are not properly treated nor recognized by medical officials nor the general population due to stigma. Goffman's definition of stigma is true, especially among women in the Czech Republic, as stigma leads to a lack of belief in spiritual and mental health practices, as well as mental health care despite its availability in most primary care facilities (Koschorke et al., 2021). Stigma around spiritual health is also still strong, with the largest group of citizens from a study (32.0%) and the second-largest group of physicians (30.5%) rejecting spiritual health as an artificial construct that has no real basis (Jirásek & Hurych, 2018). Another layer of stigma, self-stigma, which refers to negative feelings about yourself (Burch, 2022), is also a major problem preventing women from getting help due personal shame surrounding mental health issues. It is important to look at how societal stigmas impact Czech citizens' willingness to incorporate holistic health remedies and methods into their healthcare practices.

2.3.1 Presence of Stigma in the Czech Republic

Both spiritual and mental health, components of holistic health, struggle greatly from the presence of stigma in the Czech Republic. In 2017, one study surveyed Czech citizens and physicians on the topic of spiritual health and found that more women (30.4%) acknowledged spiritual health was a real factor in their overall health compared to men (22.3%); however, the percentages among both these populations are relatively low with more men (34.7%) and women (29.4%) denying the existence of spiritual health altogether (Jirásek & Hurych, 2018). This study concluded that approaching health in a more holistic way could have a positive impact on healthcare in the Czech Republic (Jirásek & Hurych, 2018), even though it is not yet adopted into their current healthcare system. Due to stigma playing a large role in all aspects of holistic health, mental health disorders are prevalent. Research exploring the prevalence of mental disorders among women on maternity leave found that 18% of them had a mental disorder, yet of that percentage, 76% lacked proper treatment such as medication, counseling, or another mental health resource (Sebela, 2020).

2.3.2 Stigma's Effects on Participation in Holistic Health in the Czech Republic

Even among women who did not have a mental disorder, research found 40% of them indicated they would feel ashamed if their family members knew that they sought professional help for a mental problem, and 61% of them would feel ashamed if their colleagues knew. More than one-third of the women in this study said that they would not likely seek help from any medical professional if they experienced mental health problems (Sebela, 2020).

Another study surveyed perceptions of mental health in the Czech Republic among citizens and medical doctors and found that only 57% of doctors and 40% of the general population agreed with the survey question "virtually anyone can become mentally ill" while

only 16% of the population and 25% of doctors strongly agreed that the best therapy for people with a mental illness was to live in a normal community (Winkler, 2016). These studies concluded that stigmatization against people with mental health issues is high in the Czech Republic, thus playing a role in the lack of integration of holistic health into the Czech healthcare system.

Beyond a reluctance to disclose or seek treatment for mental health issues, there are also apparent mental health struggles plaguing women after overcoming illness. One study interviewed women who struggled with psychological issues related to the diagnosis of breast cancer. These women shared personal stories of having negative thoughts about their own bodies once undergoing surgery for the removal of cancer tissue. Out of the seventeen women interviewed, fourteen (82%) reported having psychological trouble after their breast cancer diagnosis, but only three (18%) of them relied on a support center for help. More than 70% of the women also reported that these procedures made them perceive their bodies in a negative way, whether through body image issues or how others would perceive them (Kozikowski, 2005). Because the Czech Republic often does not address this type of psychological damage as a health issue, women find it difficult to seek out medical professionals when struggling with mental issues.

Women also turned to substances during times of mental struggle: 8% of women had alcohol disorders during the time of their maternity leave, and 80% of them did not seek help for it. The rate of alcoholism among these young mothers was two times higher than the average prevalence in the European Union (Sebela, 2020). The study concluded that decreasing the stigma around seeking professional help for alcoholism may help decrease rates of alcoholism in

young mothers. Reducing stigma among the general population may also allow Czech citizens to become engaged with the therapeutic benefits of holistic health.

2.4 Social Media's Role in Holistic Health Education

Social media plays a significant role in reducing the stigmas surrounding certain aspects of holistic health, and in how the general population consumes health information. A benefit of social media is it can disseminate a vast amount of content to a large audience, as well as deliver content directly to individuals' personal devices so they can access information privately, slowly helping raise awareness about holistic health. One of the largest social media platforms, Instagram, has the potential to educate the public about holistic health as it allows users to share and disseminate information regarding different holistic practices quickly, easily, and without cost, while simultaneously working to destigmatize certain topics by providing a safe community in which to discuss them.

2.4.1 Instagram as a Source of Health Information

Over the past decade, the general population has been turning to the Internet for easy, quick access to health information. In recent years, researchers have found evidence to suggest that "individuals with a non-medical background increasingly rely on technology when they interact with existing health systems or independently consume health-related knowledge" (Dolezel & Smutny, 2021), with 68% of respondents in one online survey indicating they "preferred the Internet as their first choice for answering questions on health issues" (Pleskot & Rusová, 2018). Patients in search of information "...will consult online resources including social media platforms to obtain information about their symptoms, diagnosis or treatment" (Wong et. al., 2019; Dorfman, et. al., 2017). Health information is not restricted to websites but can also be

found on social media platforms such as YouTube and Instagram, two platforms that are growing

in popularity in the Czech Republic and abroad (Sokolova & Perez, 2021; Pilgrim & Bohnet-

Joschko, 2019; Dolezel & Smutny, 2021).

Instagram is an extremely popular, free, photo-sharing and video-sharing service boasting

one billion active users as of 2018, most of which are young adults and adolescents (Wong et.

al., 2019; Zhou & Bercovitch, 2018; Steele, 2018; Glasgow et. al., 2018; Kamel et. al, 2016).

With such a massive audience, Instagram allows for the quick and efficient dissemination of

information to its user base as "physicians and health organizations can disseminate health

campaigns to the millions of daily [Instagram] users, especially as it is now more common for

people to acquire news from social media outlets" (Wong et. al., 2019; Zhou & Bercovitch,

2018; Steele, 2018; Glasgow et. al., 2018; Kamel et. al, 2016).

2.4.2 Stigma Reduction Through the Use of Social Media

Instagram, among other forms of media, might be an ideal vehicle for sharing health

information with young people in the Czech Republic as it could provide a safe space for

individuals to learn more about typically stigmatized aspects of holistic health. Considering

Czech citizens are more likely to face stigmatization related to the use of different therapeutic

treatments and alternative medicines such as CAM, reducing stigma among citizens through the

use of social media may lead to better holistic health engagement among the population

(Winkler, 2016). One study found that online communities help people feel a sense of social

connectedness and provide them with personal stories and strategies to combat different

illnesses. This action, referred to as peer-to-peer support, helps encourage social engagement,

promote physical and mental well-being within a community, and can reach a wide

demographic, allowing more people to receive help (Naslund, 2016).

Another study done in the United Kingdom found that user-generated content around mental health issues allowed personal stories and unheard voices to come forward anonymously, creating a space to share more genuine experiences without facing public backlash (Betton, 2015). Spreading information over social media and using it to inform citizens about different forms of holistic treatment, such as CAM and professional therapy, may help reduce stigma against holistic health in the Czech Republic and help members of the community feel less alone.

2.5 Benefits of a Podcast

Podcasting, a rapidly growing form of social media, is a valuable tool to spread awareness and reduce stigma among a population. Podcasts have grown in popularity in the medical community and are highly valued since they allow individuals to take control of their own learning (Wolpaw, 2020). Medical podcasting is a valuable teaching tool, as using a model of learning that involves others talking in a discussion is more engaging for the mind rather than reading a textbook (Berk, 2020). "General medical podcasts are potentially a valuable resource… [as] they can be more digestible than academic papers… [as such] an attempt has been made to make the subject matter comprehensible and interesting" (Wilson, 2009). Podcasts are also seen as a legitimate source of medical education by both students and professors, as they provide an opportunity to learn outside of the classroom in a simple, easily digestible way. One study acknowledged the growth of medical podcasts, and how due to the extreme growth and popularity of podcasts, there remain untouched areas that can be expanded while still maintaining a large listening base (Berk, 2020). For example, one podcast produced at the University of Alberta in Edmonton, Canada called "Surgery 101" received hundreds of

thousands of listens by students, medical professionals, and others from 116 different countries. Surgery 101 ran from September of 2008 until August of 2022 (Walkinshaw, 2011).

Researchers have also reported the usefulness of medical podcasts as a learning tool among students in emergency medicine with 88% of them listening to podcasts relating to medicine at least once a month. The same study found that podcasts were the most popular form of extracurricular education compared to textbooks, journals, or the Internet (Berk, 2020). One podcast, called the "Curbsiders Internal Medicine Podcast," has 10,000 subscribers and averages 40,000 downloads per week (Berk, 2020). Another study looked at the one hundred highest-ranked medical podcasts on Apple Podcasts and found that 40% were intended for the public, not just for medical professionals (Zhang, 2022). This supports the idea that podcasts are not just useful for medical professionals, and that there are a large percentage of individuals with no medical background seeking education or awareness about topics related to health. This creates a large market of individuals with no medical background.

An important aspect of podcasting related to relaying information to the general population is bringing on guest speakers to give more insight into a specific topic. One study explored how an audience responded to a health podcast with guest speakers of differing levels of expertise: "expert" (someone with a medical degree and extremely knowledgeable), "experienced" (someone with personal experience or some knowledge), or "layperson" (someone with little to no experience). Participants rated certain criteria, such as source competence, trustworthiness, and message effectiveness based on the guest speaker's level of expertise; the study found that experts ranked highest in competency, trustworthiness, and effectiveness, while laypersons tended to rank lowest. Listeners were also more likely to download a podcast when experts on the given subjects appeared on the podcast as guest

speakers. The study acknowledged that both experts and experienced people could provide some benefit to regular podcast listeners even though expert sources are seen as the most influential and credible, due to experienced speakers having personal stories that could help resonate with the emotions of the audience (Kirkpatrick, & Lee, S., 2021). Understanding the importance of guest speakers and the primary audience for medical podcasts will lay a foundation to set up a successful podcast.

2.6 Podcast Design and Development

People who listen to podcasts typically listen to them for educational or entertainment purposes. For a podcast to become successful, it needs to be on a widely used platform such as Spotify or Apple Music. The podcasts also need certain aspects that appeal to listeners, such as episode duration and host credibility. Podcasts are not only a learning tool, but some podcasts offer options for audience feedback or engagement to mimic conversations between the listener and the host. Incorporating what listeners are looking for could help reach a larger following for the podcast.

2.6.1 Amassing a Podcast Following

Podcasts have grown in popularity in recent years making it easier to reach a large audience. One study looked at the growth of English-speaking scientific podcasts between 2004 and 2018 and found the number of podcasts grew from less than 20 in 2004 to around 200 in 2010, an increase of 180 over six years. (MacKenzie, 2019). From 2010 to 2018, the number of podcasts skyrocketed to around 950, an increase of 750 podcasts over eight years (MacKenzie, 2019). To reach this audience, podcasts require an easy-to-use delivery method that is accessible to a large population. One public opinion poll looked at the most popular platforms French

people use to listen to podcasts, with Apple Podcasts coming in at the highest at 45.1%, followed by Spotify at 22.6% (Statista, 2022). Part of the reason why these might be the most popular platforms is that both Apple Podcasts and Spotify offer a basic, free option for individuals who do not want to pay to listen to a podcast platform. These platforms allow podcast series to reach a wider audience in the exponentially growing field of podcast listeners.

2.6.2 Successful Podcast Designs

One important way of understanding how a successful podcast operates within the Czech Republic is by analyzing the content of popular Czech podcasts. One study examining the messaging of environmental podcasts looked at the creator of the podcast, the popularity of the podcast, the length of each episode, the number of episodes, and the frequency of production. This study found that the most popular podcasts were distributed by nonprofit organizations (46.3%), followed by corporations (28.4%) and universities (13.4%). The study also concluded that the average podcast episode duration was about 30 minutes in length and found that only 18% of podcasts had multiple hosts; however, 61.2% of podcasts brought in guests to create dialogue. About 25% of podcast hosts also asked for feedback from the current episode as well as recommendations for future podcasts. (Waters, 2012). These statistics will be important moving forward in creating an effective and popular podcast that retains listeners and keeps them entertained.

2.7 Marketing Podcasts in the Czech Republic

Marketing podcasts in the Czech Republic involves an understanding of who the target demographic is as well as their podcast consumption habits and preferences. Gaining an understanding of what the audience values in a podcast will provide guidance regarding the key

features of a holistic health podcast, as well as what will make the podcast attractive to the target

audience: Czech women. Furthermore, understanding how social media platforms such as

Instagram can be used as a marketing tool will draw more traffic to the podcast and bring more

attention to holistic health and the topics the podcast aims to address and destigmatize.

2.7.1 Who is Listening to Podcasts in the Czech Republic?

Podcasts have been growing in interest among certain demographics in the Czech

Republic, particularly among young people. Podcasts began rising in popularity over recent

decades as "[t]he first podcast in the Czech Republic was established in 2005," and interest in

podcasts in the Czech Republic has risen considerably with estimates suggesting that there are

currently around two thousand active Czech podcasts (Šanda 2019; Tranová & Veneti, 2021).

Even though listening habits vary (Chadha, Avila, & de Zúñiga, 2012; Samuel-Azran,

Laor, & Tal, 2019; Tranová & Veneti, 2021), research shows podcasts are particularly popular

among young and more educated audiences (Kalodová 2019; Chadha, Avila, & de Zúñiga, 2012;

McClung & Johnson, 2010; Tranová & Veneti, 2021). This suggests that Czech youth may be

more receptive to the podcast model and that the team's target demographic for a holistic health

podcast will most likely be young and educated. To keep young Czech individuals interested in

and listening, key features of podcast branding and marketing must rank in priority.

2.7.2 Key Features of a Potential Holistic Health Podcast

Key features to consider when marketing a podcast not only include the target

demographic themselves, but also the podcast consumption habits and preferences of the target

demographic. In one study, researchers found the majority of respondents considered themselves

to be "heavy users" of podcasts, defined as "[listening to podcasts] several times per week or

every day" (Tranová & Veneti, 2021). The same study found that "[p]articipants repeatedly

referred to their preference for podcasting's audio form" since, as additional research suggests, "[t]he sound completely envelops the listener…" (Heshmat & Neustaedter, 2018; Tranová & Veneti, 2021). Additional research affirms the importance of the listening experience, stating: "[i]n terms of the potential for creating an atmosphere of authenticity and intimacy, this feeling of being surrounded by sound can be decisive for this…listening experience" (Jarrett 2009; McHugh 2016). The potential to create an immersive listening experience for Czech youth is perhaps the most important feature of a podcast, and a key consideration in design and development.

2.7.3 Marketing to Women as Healthcare Consumers

In the healthcare industry, women make 94% of their own healthcare decisions and 59% of decisions for others (Gandolf, 2022). While they are the primary healthcare consumers, the medical industry is still not meeting their needs due to gender biases in the medical field, leading to differential treatment between women and their male counterparts (Hamberg, 2008). More than 50% of women believe gender biases negatively impact their medical care (Goyeneche, 2021). When marketing, connecting with the target audience's feelings and emotions will create an environment in which women will want to engage in what is being advertised. Gender biases, lack of confidence, and stigmatization have created difficult dialectical tension within the medical system. Because of these tensions, women need a place where they can feel connected and heard, leading to the importance of podcasts in which women can learn about health and be a part of an inclusive, accepting community. Marketing to women as healthcare consumers involves a focus on providing personalized and culturally tailored experiences, which they can utilize to share their thoughts and concerns to develop products in which they are interested (Landi, 2022). For example, a study from the CDC found that 60% of women are not confident

in their ability to make healthcare decisions, so an advertising company took this into consideration and connected it with the emotions of the targeted audience. They suggested an approach that empowers "women with knowledge and confidence to make informed decisions for themselves and their families." Making women feel heard and interacting with a diverse group to gain insight into diverse backgrounds helps increase target audience interaction (HealthWare Systems 2020).

Age and generational preferences heavily influence marketing platforms. The type of media that younger women use to receive and relay information varies from that of middle-aged or older women (Cruzan 2016). For example, Gen Z and Millennials gravitate towards platforms such as Instagram, Facebook, TikTok, and Snapchat, while Gen X still uses Facebook and Instagram -- but also Twitter -- and Baby Boomers remain the hardest to reach through social media, though they typically gravitate towards Facebook. Over 76% of women between the ages of 18-50 use social media sites regularly, and of those women, 58% consume their news through these sites (Gandolf, 2022).

Younger generations, such as Millennials, tend to already have a more holistic view of health, since they focus more on lifestyle and social and emotional wellness, whereas millennials are more health-conscious, with 76% prioritizing healthy food choices and an interest in alternative medicine. Millennials surpassed the Baby Boomers as the largest generation, at about seventy-three million and make up a significant portion of the driving demand for the healthcare industry and changing healthcare expectations (MHE, 2019). Therefore, it is essential to know the target audience's interests and needs to create successful marketing strategies.

When marketing through social media, women notably focus on knowledge, emotions, and visuals. Women want a product to educate them so they can share their knowledge of the

product with those closest to them (Brennan, 2017). It is also essential to connect with emotions since emotions drive engagement, whether that be through laughing, crying, or happiness. Visuals tie into knowledge, emotions, and storytelling as women tend to connect on a more personable level through strong visuals such as pictures and videos (Brennan, 2019). It is essential when marketing to women to embrace inclusivity, make it personal, and tell women's stories to make women feel heard and represented in the industry (Anderson 2019).

2.7.4 Instagram as a Marketing Tool for a Podcast

Promoting a podcast on Instagram is the best way to spread information on the latest episodes. It allows creators to highlight their brand and creative direction, create content to amplify their podcast, and connect with their listeners (Payne, 2020). Furthermore, users engage with this platform to actively search for brands and businesses. One Facebook survey found that respondents believe Instagram helps them discover new products or services (83%), like a podcast. The survey also found that "87% said that they took action after seeing product information on Instagram, such as following a brand, visiting their website, or making a purchase online" (Facebook IQ, 2019). This suggests a podcast brand can fall into these categories as well. Additionally, creators should use Instagram to promote their podcast compared to other social media platforms because posts on Instagram receive an average of 4 times more engagement per follower (LinkedIn, 2022). Lastly, Instagram boasts features such as Stories, Shopping, and IGTV, which businesses can use to reach their target audiences (LinkedIn, 2022).

2.8 Background Conclusion

While holistic health is an essential aspect of medicine since it considers the overall well-being of a person, there is limited evidence of its normalization into Czech society, where

holistic health remains widely stigmatized. With many Czech citizens feeling uncomfortable or

embarrassed to seek alternate forms of medicine, a way for citizens to gain information about

holistic health in the privacy of their own homes is through listening to podcasts. Podcasts have

become extremely popular in the last decade, even among the medical community. Of those in

the medical community, podcasts are more popular and credible when a host invites experts or

experienced people as guest speakers. Promoting the podcast over social media gives people the

opportunity to learn more about the podcast and engage in discussions about holistic health

within a safe community. Women are a good target audience for podcasts since they are the

largest consumers in the healthcare industry and tend to be the health managers of their families

and partners. The accumulated research evidence presented here helped direct the team's

methodological approach and guided the team's recommendation for establishing a podcast that

educates Czech women about holistic health.

3.0 Methods

The goal of this project was to provide recommendations for marketing and laying the foundations for a podcast that educates women about holistic health practices in the Czech Republic. The team achieved this goal through three objectives:

1. Exploring how to Market a Podcast to Women in the Czech Republic

2. Investigating Best Practices in Podcast Design, Production, and Development

3. Providing Recommendations for a Successful Podcast

To achieve these objectives, the team established a set of tasks to accomplish within seven weeks in Prague, Czech Republic from October 24th, 2022, to December 16th, 2022. To achieve the project goal, the team considered ways to improve awareness of holistic health among Czech women, help destigmatize holistic health, and promote the integration of holistic forms of medicine (such as complementary and alternative medicine) into the Czech healthcare system. The team conducted research on marketing and promotional strategies, created and distributed a survey, and performed content analysis on health-related podcasts. After evaluating the findings, the team produced two guidebooks detailing the team's recommendations for marketing the podcast to Czech women as well as producing the podcast from a technical standpoint. Figure 3.1 illustrates the relationship between the goal, objectives, tasks, and deliverables of this project.

Figure 3.1 Flowchart of Project Objectives

3.1 To Explore How to Market a Podcast to Women in the Czech Republic

The team's first objective was to explore how to market a podcast most effectively to women in the Czech Republic. The team performed research regarding effective marketing strategies, advertisements, and promotional efforts targeting Czech women. Afterward, the team produced a survey and collected data regarding the podcast consumption habits of Czech women to provide recommendations for a podcast that is appealing to the target audience.

3.1.1 Research and Analysis Effective Marketing Efforts to Engage Women

As explained in Chapter 2, Instagram is the best social media platform to reach high engagement and promote a new product or service (LinkedIn, 2022). The team conducted background research using Google and found 10 articles reviewing Instagram engagement,

shown in Appendix A. We researched key questions specific to this platform, for instance: when and how to post to gain more engagement from women. We tracked the number of times each article stated best times to post on Instagram and found 36 instances. This allowed the team to quantify the best time/day to post on Instagram and to provide recommendations to our sponsor.

3.1.2 Content Analysis of Instagram Profiles

The team also reviewed the Instagram pages of popular Czech/international health podcasts listed in table 3.1. The team chose which Instagram profiles to analyze by researching the most popular Czech health podcasts and finding their Instagram profiles by searching the podcasts' names in the explore section of Instagram. After the team followed these accounts, a "discover people" section popped up where the team found other health podcast-related accounts that the team also used for our analysis. The team also searched for accounts that were health podcasts related to either English or Czech podcasts. Once, the team found the 13 accounts for the analysis (see table 3.1 whether it's a Czech or English podcast), the team scrolled through each Instagram page and took notes on different aspects of their Instagram page focusing on the headings and content of each page.

Table 3.1 Czech/Popular Health Podcast Instagram for Content Analysis

Name of Instagram	Czech or English Podcast
@Vyhonit.Dabla	Czech
@Margit.cz	Czech
@Doctors_kitchen	English
@Funkcni_lekar	Czech
@Meditacedousi	Czech
@Hiddenbrain	English
@Thenaturalhealthpodcast	English
@Healthunfilteredpod	English
@Modernmedicinemovement	English
@Dr.avivaromm	English
@Janetlansbury	English
@Nicolemjardim	English
@Healthyself.drg	English

The team performed a deductive content analysis to collect data on predetermined sections of the Instagram profile, including username, podcast name, follower count, bio-observations, highlighted stories observations, post observation, caption observation, and hashtags. The team took notes on these sections of each profile and highlighted recurring observations to determine the main themes of each section. Analyzing the data allowed the team to highlight features of each section that are common across successful podcasts on Instagram giving us ideas to recommend to our sponsor. These main themes were used to create a marketing guidebook for Instagram that should assist our sponsor in reaching the target audience effectively.

3.1.3 Survey Women About Podcast Consumption and Marketing Strategies

The team also created a survey to collect data regarding the podcast consumption habits of Czech women, as well as to determine the most effective method of marketing. A survey consistently allows the collection of data and is typically the most common form of research used to reach specific communities (Guyette, 1983). Based on time restrictions, the team decided to create a cross-sectional survey, a type of survey where researchers collect data at a single point in time (Guyette, 1983). The team used a web-based software called Qualtrics that allowed the team to create surveys, distribute via a link, and generate reports without having any previous programming knowledge. The topics covered in the survey focused on marketing strategies and podcast consumption. The survey required the participant's consent to take the survey; if the participant did not give consent, they would be redirected from the site. Since the target demographic was Czech women, the team translated their survey using the Qualtrics survey translation option and had the sponsor review the translation to ensure that it was accurate. To reach the target demographic, the team posted the survey (Appendix B) on 24 Facebook groups

(Appendix C) that contained the preferred demographic. These Facebook groups were found by the team by researching keywords, such as Czech women, "maminka" (Czech word for mother), and Czech health in the search bar under the category group. After the team joined a few groups, the algorithm in Facebook started to suggest other Facebook groups that contain Czech women, such as Czech mothers' groups, Czech knitting groups, and Czech baking groups. The team only received 7 responses from posting to Facebook groups, so the team also relied on the sponsor as well as employees of the Council on International Educational Exchange (CIEE) to distribute the survey to their peers. After the survey was distributed to their peers, 10 more responses were collected by the team from the survey for 17 responses in total. The data from the responses were analyzed by the team by creating graphs and charts with the percentages of different response answers from the data collected. These provided statistics on the best marketing strategies and podcast aspects the team should highlight in the marketing and technical guidebooks for the podcast.

3.2 To Investigate Best Practices in Podcast Design, Production and Development

After determining the most efficient marketing and promotional strategies for attracting women to the podcast, the team next investigated best practices in podcast design, production, and development to establish recommendations that would allow the sponsor to create a well-received and high-quality podcast. The team conducted content analysis on a list of Czech and English-language podcasts the sponsor provided. The team took notes on three of the English-language podcasts and utilized inductive coding to highlight key themes and provide recommendations for the sponsor's podcast. The team also researched podcasting equipment, such as microphones and podcasting/editing software, and delivered recommendations to the

sponsor's team for review.

3.2.1 Qualitative Content Analysis of English-Language Health Podcasts

The sponsor first provided the team with a list of three English-language podcasts (Table 3.2) she found inspirational and felt best aligned with her philosophy of increasing holistic health awareness among Czech women for free. The team used content analysis as a means of identifying similarities and differences between the podcasts. In doing so, the team formed a basis for their recommendations for the sponsor's podcast.

Table 3.2 Sponsor Recommended Top Rated Health Podcasts

Title	Host	Release Date	Number of Episodes
The Funk'tional Nutrition Podcast	Erin Holt	Oct 3, 2017	229
The Doctor's Farmacy	Mark Hyman, M.D.	May 16, 2018	696
On Health	Aviva Romm, M.D.	January 4, 2016	189

The team listened to and analyzed four episodes from each podcast – as well as the introductory episode/trailer from one of the podcasts – for a total of thirteen episodes. The four episodes the team chose to listen to were: the first episode, one of the most recent episodes at the time of listening to the podcast, and two other episodes, preferably two popular episodes as indicated by online research into the number of listeners per episode and episode recommendations. Certain websites, such as blogs or forums, quantified or ranked the most popular episodes, or featured reviews from listeners who recommended certain episodes over others. The streaming platform Spotify is also capable of highlighting popular episodes, a helpful tool the team used to determine which episodes to select for analysis.

Spotify did not have transcripts of the podcasts available, so the team took notes on each episode. If the podcast had a short introductory episode/trailer, the team listened to the trailer as well, but notes were only taken on the introductory episode/trailer for On Health. While taking notes on the episodes, the team focused on key features such as the Introduction, Host, Guest Speaker (if there was one featured in the given episode), Topic, and Structure, which the team determined were the most important factors of creating an impactful podcast. Figure 3.2 visually shows how each of the terms was operationalized for usage in the team's content analysis efforts. Full descriptions of each term's operational usage can be found in Appendix E: Operational Usage of Podcast Features Table. It is important to note that because the team's notes did not record words spoken on the podcast verbatim, but rather used their own subjective, personal opinions, and preferences, personal biases could have had an impact on what was recorded and considered important when taking notes on each podcast/episode.
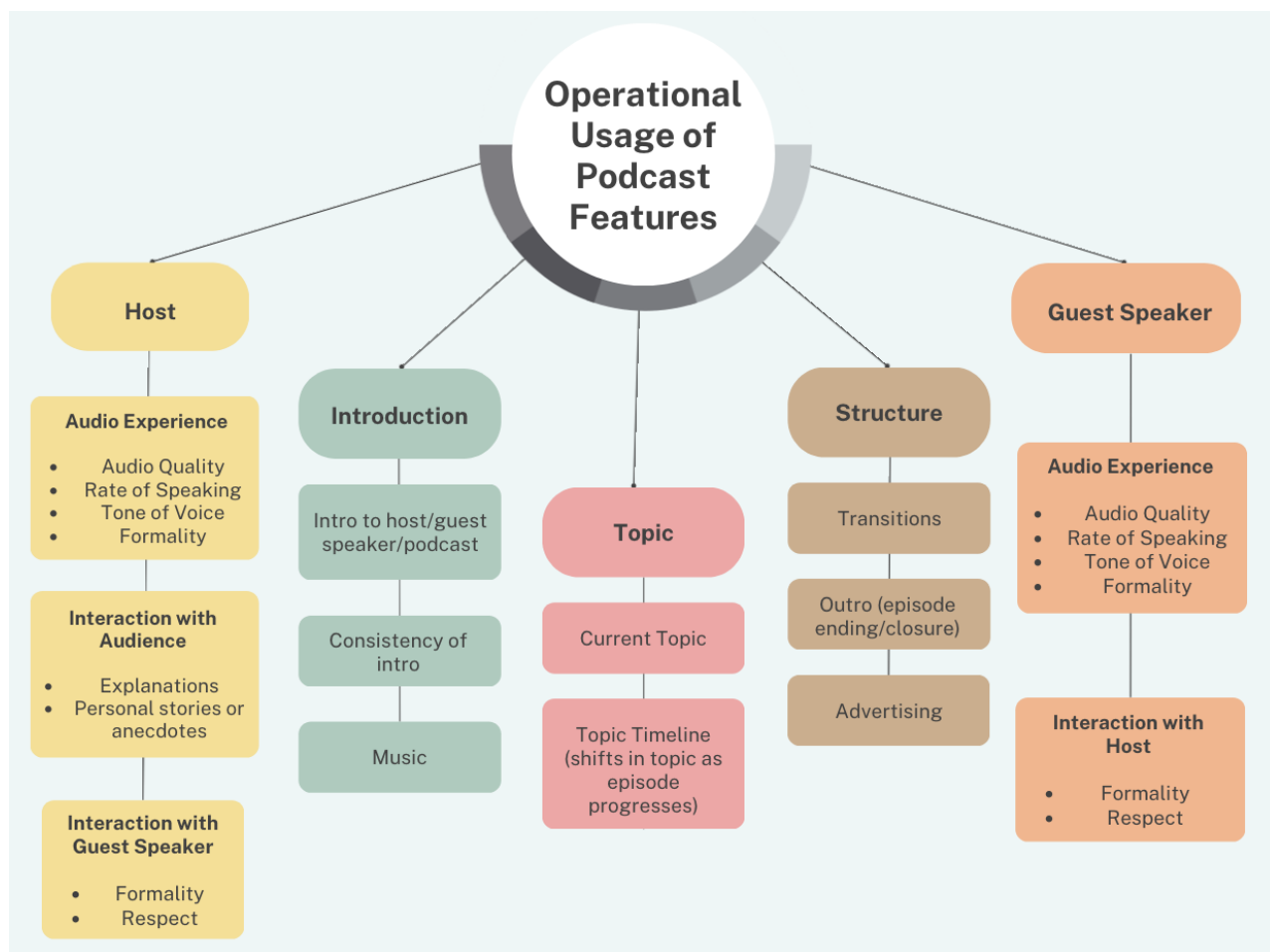
Figure 3.2 Operational Usage of Podcast Features Map

After listening and taking notes on all thirteen episodes, the team employed inductive coding to determine which themes were present in each episode. Further analysis of the episode notes allowed the team to determine which themes were consistent across all three of the podcasts, as well as which themes differed between the podcasts.

The team's approach to inductive coding was assigning a descriptive code, or codes, to each line of notes. After all the notes for a single episode had been coded, the team organized the codes and assigned sub-codes (codes that appeared to fall under other codes) to parent codes. The team considered five of the codes "Podcast Design Codes" as they related to the design rather than the content of the episodes. The definition of each of these codes as well as example words that would correlate to each one is shown in Table 3.3.

Table 3.3 Podcast Design Coding Guide

Podcast Design Code	Definition and Examples
"Audience Engagement"	*Methods that may contribute to the audience's engagement with the host, guest speaker, and podcast* Examples: • **Connecting with the Audience**: "personal experiences, stories, anecdotes" • **Listening Experience**: "conversational/colloquial/informal language," "tone of voice," "audio quality"
"Branding"	*Features unique or specific to the podcast/host* Examples: • **Podcast Features**: "music", "logo", "cover art," "title" • **Host's Resources Outside of Podcast**: "website," "books"
"Advertising"	*Methods hosts use to gain income from podcasts* Examples: • "commercials," "sponsorships"
"Credibility"	*Establishment of the credibility of the host and/or guest speakers* Examples: • **Host's/Guest Speaker's Qualifications**: "doctor," "patient," "achievements" • **Citing Evidence/Research**: "study"
"Consistency"	*Signature features of the host/podcast repeated across episodes* Examples: • "Signature introduction, outro, phrases"

The team considered nine of the codes "Podcast Topic Codes" as they referred to the content of the episodes. The definition of each of these codes is shown in Table 3.4.

Table 3.4 Podcast Topic Coding Guide

Podcast Topic Code	Definition
"Addiction"	*Addiction to food, drugs, etc.*
"Capitalism"	*How the actions of consumers earn big corporations money*
"Environment"	*The ecological, physical environment as well as the conceptual environment (upbringing, relationships)*
"Finance"	*Finances, financial burdens and financial responsibility*
"Lifestyle"	*How somebody lives their life: practices, routines, and habits that a person applies to themselves*
"Mental/Spiritual Health"	*The overall mental and spiritual well-being of somebody, mental illness, psychology, neuroscience*
"Perceptions"	*Different ways of thinking, misconceptions, contrasting concepts, mindsets, and the concept of changing one's mind*
"Nutrition"	*What food we eat, dieting, snacking, and how our food is made*
"Society"	*Societal fulfillment, gender dynamics, aging society, and social media*

Because the team was coding notes rather than transcripts, the team's approach to coding was based on subjective opinion as to which lines of notes and which words correlated to each code.

Once the team organized the codes for all three podcasts, parent codes that were considered significant (appeared multiple times in one episode/across episodes/across podcasts or were important to note) were each highlighted in a unique color. Highlighting each parent code allowed the team to easily visualize common themes and key differences across podcasts. Inductive coding informed the team's recommendations and was especially helpful as it gave the team the opportunity to provide justification to the qualitative notes. The list of codes the team derived from the episode notes, as well as how often each one appeared in each podcast, can be found in Appendix J: Qualitative/Inductive Codes.

3.2.2 Podcast Content Analysis

The team also created a spreadsheet consisting of ten English podcasts and nine Czech podcasts to perform content analysis to figure out information such as the average length of a podcast episode, as well as the frequency of guest speakers as seen in Table 3.5:

Table 3.5 Content Analysis Spreadsheet Table Heading

Podcast Name	Total Number of Episodes	Frequency of Production	Average Length of Podcast (20 newest episode sample)	Host Name	Is the host a licensed medical professional? If so, what kind?	Multiple Hosts?	Guest Speakers?	Frequency of Guest Speakers? (20 newest episode sample)	Frequency of guest speakers in 20 oldest episodes?	Level of Prominence 1-10	Year Started	Average Number of Listeners per Episode

By consolidating this data, the team was able to calculate common lengths for episodes, the frequency of production for each podcast, and some basic information about the host, as well as how commonly guest speakers are featured in the given podcasts. The team also determined the level of prominence of each host, based on their educational and social standing before the creation of their podcasts. Considering how influential the host of the podcast was before the

creation of their respective content was important, as it has helped the team examine strategies used by currently popular hosts to help keep a large fanbase. This was calculated on a ten-point scale and determined by criteria seen in Figure 3.3.
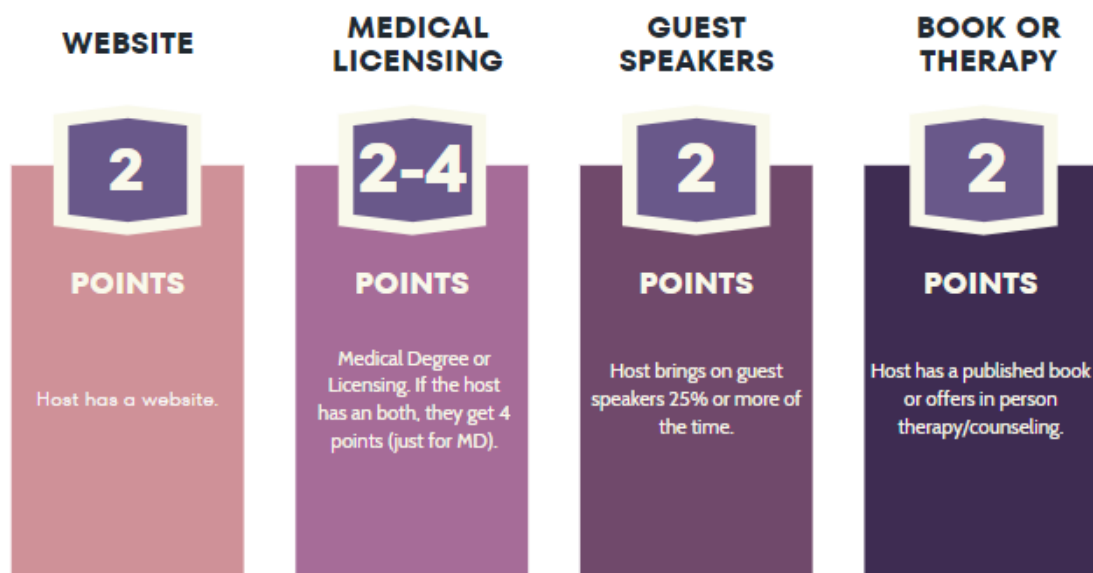
Figure 3.3 Host Level of Prominence Scale

For the medical licensing section, an MD is worth four points and other licensing is worth two. If an MD also has other licensing, they would not receive two additional points, so four is the maximum number of points for that category.

3.2.3 Develop Recommendations on Podcast Production Equipment

The team also formulated recommendations regarding the equipment, shown in Figure 3.4, needed to create a podcast. With a budget of 15,000 CZK (650 USD), it was necessary to find the highest quality yet most affordable equipment to recommend to the sponsor to produce professional-sounding audio with equipment that would last.
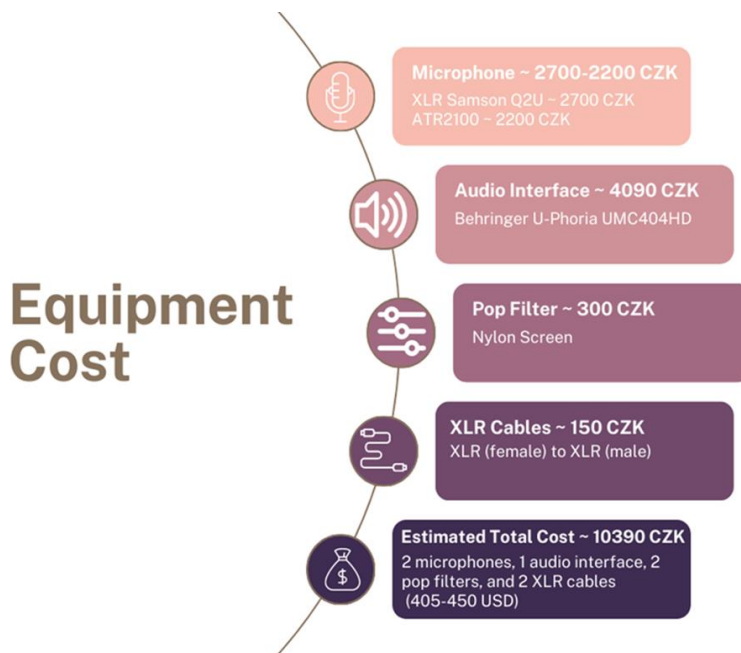
Figure 3.4 Equipment Recommendations and Cost

The team read different articles and reviews to determine which recommendations to provide. When reading articles for microphones, the team examined how often each article mentioned a specific brand of microphone. If the article mentioned certain microphones numerous times, the team would take note and analyze reviews to see the best options. In the reviews, the team looked for specific mentions of the equipment related to usage in podcasting. It was also important to consider the quality of the audio, for example, if a microphone reduces feedback and background noise. As shown in Figure 3.4, the team chose microphones that were between 2,000-4,500 CZK (85-195 USD) because this was the range where it was considered durable, affordable, and would produce a quality product.

When choosing the audio interface in Figure 3.4, the team focused on durability/quality, connection format, and the number of inputs. The team wanted to make sure there were at least three inputs for recording because two people plan to host the podcast, so they should each have their own microphones as well as another input for potential guests. The connection format was

also important to make sure that there was a USB connection to the computer, so it was easier for the sponsor to use.

The last two components were the pop filters and XLR cables. These were important aspects but had more flexibility in the choices since the quality and price vary diminutively. As seen in Figure 3.4, pop filters are not necessarily expensive so the team decided it would be beneficial to suggest a certain style instead of a specific brand since it was not as pertinent and allowed the sponsor to buy it wherever it was easily accessible. This was also the case with the XLR cables. The cables just needed to be XLR (female) to XLR (male), so they are compatible with the microphones and audio interface.

3.3: To Provide Recommendations for a Successful Podcast

The team's third objective was to provide recommendations for a successful podcast. As the team discussed in the background chapter, information about holistic health can spread through podcasts, but it needs to appeal to its target audience. With the information we gathered from the survey, the content analysis of English and Czech podcasts, and the inductive coding of the English podcasts, the team was able to identify aspects to incorporate into the podcast to encourage Czech women to learn more about holistic health. With the recommendations, the team created a technical guidebook for podcast production, so the sponsor can create a professional podcast in the future. Lastly, the team used the feedback from the survey and research on marketing to create an Instagram marketing guidebook for the sponsor to promote the podcast.

3.3.1: Create a Guidebook for Podcast Production

To create a guidebook to produce the podcast, the team reviewed the sponsor's Miro board topics to understand the sponsor's vision for their podcast as seen in Figure 3.5.
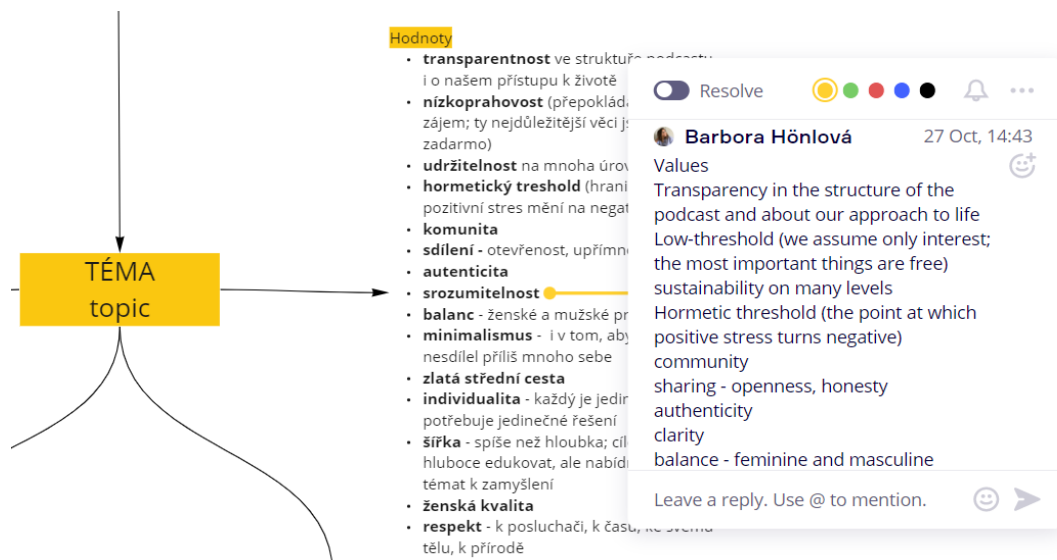
Figure 3.5 Miro Board Topics

This allowed the team to recommend articles that were relevant to and aligned with the sponsor's interests. Five research articles were provided using Google Scholar and WPI's databases and pulling articles from the background that related to the sponsor's topics and visions. These articles included topics involving spiritual and mental health, and the stigma that surrounds them in the Czech Republic. The guidebook covers recommendations that involve information and findings on the podcast content analysis spreadsheet, the survey, inductive coding (which includes podcast topics and structure), introductions, analyzed episodes with topics relevant to the vision, and links to potentially important documents.

3.3.2 Create a Guidebook for Marketing Strategies for the Podcast

After research was gathered by the team regarding marketing the podcast and analyzing the data from the survey (Section 3.1) the team had a proper understanding of where and how to market the podcast to Czech women. With this information, the team created a marketing

guidebook for the sponsor to use to build an Instagram page to promote the podcast. The

guidebook was organized into different sections, so the sponsor can use the platform to its most

efficient promotional potential. These sections included: how to navigate Instagram; Instagram

template; captions for posts, Instagram stories; when to post; marketing tools to use for

Instagram; and collaboration.

4.0 Results and Discussion

In this chapter, we discuss key findings from our analysis of the data collected through the team's research of effective Instagram marketing strategies, survey inquiring Czech women about their podcast consumption habits and preferences, and content analysis of popular English- and Czech-language health podcasts. The results derived from the team's methods informed their recommendations to their sponsor, as detailed in Chapter 6.0.

4.1 Marketing a Podcast

Through our research and analysis, the team discovered the best times to post on Instagram, identified main themes across the biographies, highlighted stories, posts, and captions of podcasters' Instagram pages, and discovered Czech women's podcast engagement, habits, preferences, and feedback. The following sections present research findings regarding the team's recommendations to the sponsor when the time comes to promote the podcast over Instagram.

4.1.1 Highest Engagement Times on Instagram

The team evaluated the data from 10 articles to arrive at their suggested best time to post on Instagram for the highest engagement (Appendix D). The highest peak for engagement was at 11:00 (48%) shown in Figure 4.1. There was a consistent high range of engagement from 10:00 (31%) to 14:00 (33%). Based on this information from the articles, the best time to post is at 11:00, with the next best times being between 10:00 and 14:00.

Best Times to Post
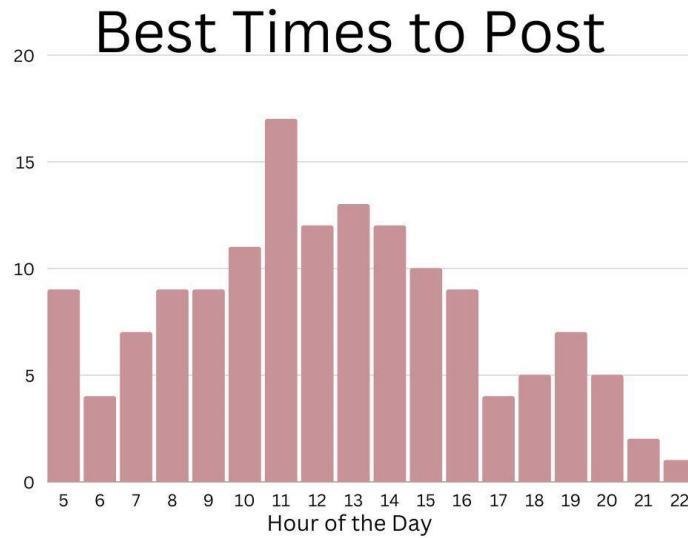
Figure 4.1 Peaks in Instagram Engagement Throughout the Day (n=36)

Nine of the 10 articles also included information about the best day of the week to post on Instagram for the highest engagement. Out of those 9 articles, 56% stated that Wednesday is one of the best days to post while 45% of articles stated that Tuesday and Friday are the best days to post. None of the articles the team reviewed felt that weekends are good days to post, and half of them specifically stated that weekends are the worst days to post.
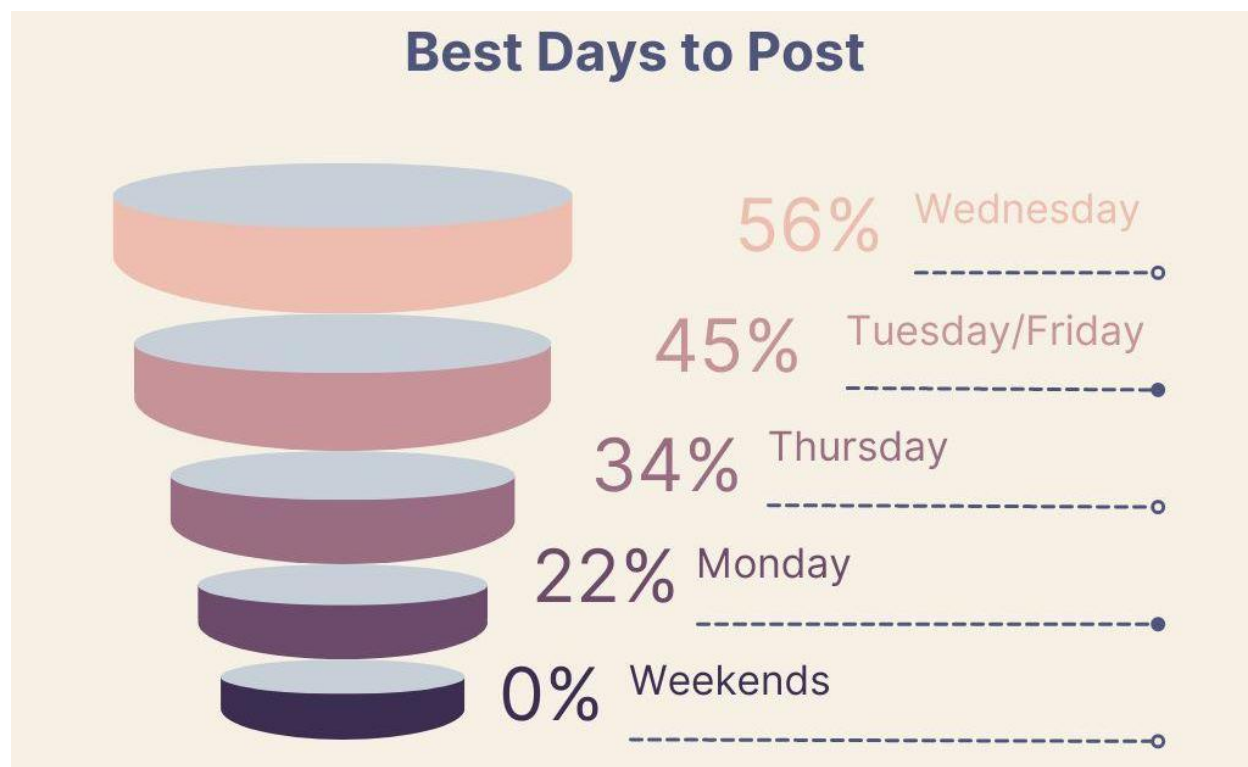
Figure 4.2 Best Days of the Week to Post on Instagram

4.1.2 Main Themes of Instagram Profiles

The team analyzed the Instagram pages of thirteen popular health podcasts in the Czech Republic, paying particular attention to the headings and content of each page to evaluate the key marketing components of each page. The full content analysis is in Appendix F. There were two components associated with each feature: the heading which consisted of the user biography, known as the bio, and highlighted stories, and the content which consisted of the posts and posts' captions as shown in Figure 4.3. The team took notes on each Instagram page based on these four components to examine the main themes of the Instagram profile.
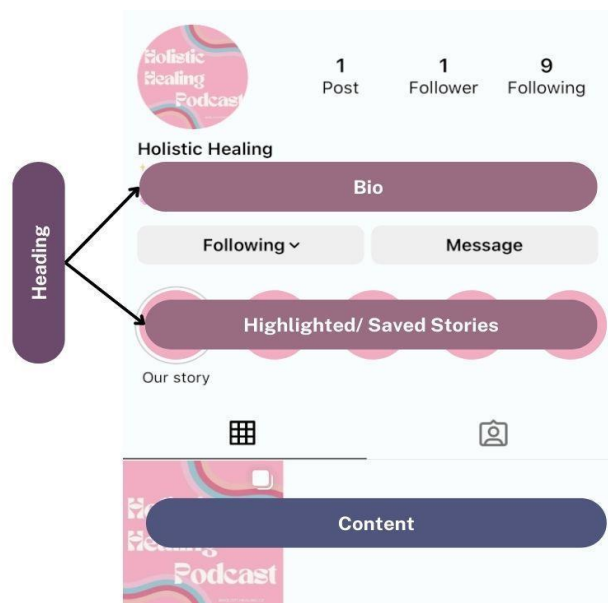
Figure 4.3 Diagram of the Layout of Instagram Profile

The team started with the bio and found that 54% of the Instagram pages reviewed had

bios mentioning the host, a description of the podcast, and established credibility while 85% had

a link to the podcast. An example of this type of bio is shown in Figure 4.4.
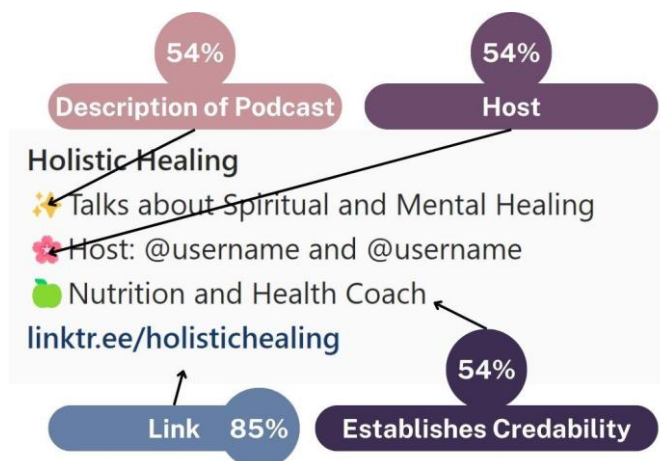
Figure 4.4 Example of Potential Bio

Highlighted stories are stories hosts can save to an Instagram profile for longer than 24

hours. The team found that 77% of profiles had highlighted stories. The most common

highlighted stories focused on the background of the podcast and information on episode topics.

The background content consists of the purpose of the podcast, the host's background, or the

reason behind creating the podcast (41%). There were also saved stories correlating to each episode topic covered and more information about that topic/episode (38%) as seen in Figure 4.5. For example, if there was a podcast episode that discussed herbal medication, there might be a saved story titled herbal medication. The content in this saved story could be different herbs and their benefits or tutorials demonstrating different ways to use herbal medicine. Saved stories give followers easy access to more information about the podcast and topics at the heading of the Instagram profile. Having highlighted stories with this information grabs the followers' attention so they want to learn more and listen to the podcast.
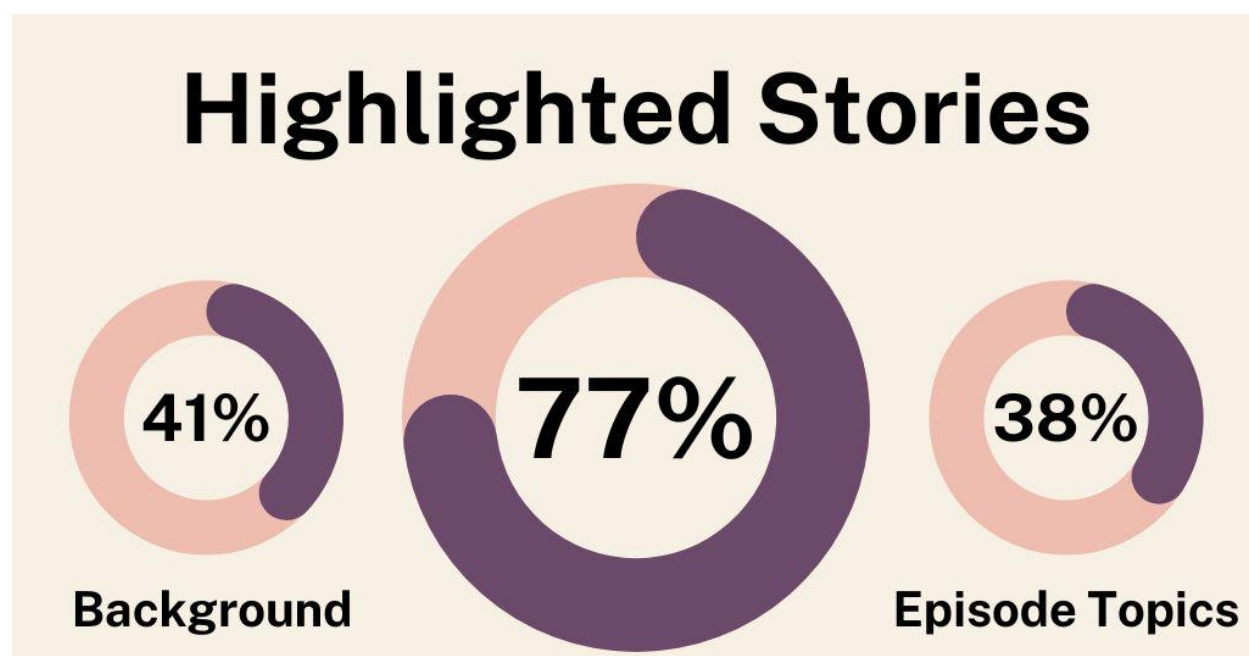
Figure 4.5 Highlighted Stories from Content Analysis Results

The team next analyzed the content of the Instagram pages. For the Instagram posts, the team noticed the main themes are a consistent color scheme (70%), bold texts (53%), and Instagram reels (85%) (Figure 4.6). However, there were other more specific findings regarding visuals and Instagram reels. The visuals had simple diagrams (40%) or pictures (54%), which were used as content with the backgrounds following the established color scheme. The

Instagram Reels, which are short videos, along with the regular posts, contain clips of the

podcast (62%) or tutorials (38%).
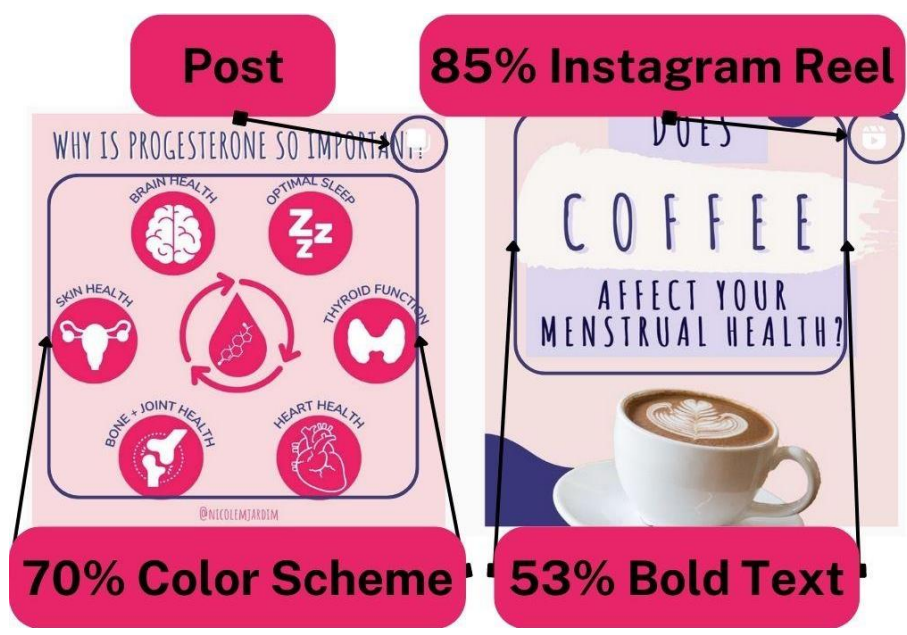
Figure 4.6 Examples of Instagram Post and Instagram Reel from @nicolemjardim

Lastly, in the captions of the posts, there were major trends, such as 62% of the Instagram

pages the team reviewed had long captions with multiple sections which 54% would start with a

hook and then would have the content. After 62% would state where to find the podcast, or 70%

would encouraged the viewer to share or comment, also known as the call to action, and lastly

85% used hashtags. An example of a caption that was observed by the team (Figure 4.7)

Catchy Hook

Content (Facts)

nicolemjardim STRESS & YOUR PERIOD 😬

Have you ever gone through a stressful time—whether it be a rough break-up, college mid-terms, starting a job, OR a worldwide pandemic 🙂 —and noticed some weird stuff happening to your period?

Def not a coincidence!

WHAT WE KNOW: Ongoing #stress can lead to HPA axis dysfunction, disrupted cortisol secretion, and irregular or absent periods, or other weird period events.

BUT HOW?

Emojis

It all starts with the hypothalamic-pituitary-adrenal (HPA) axis, aka our body's stress response coordinator.

When we experience stress, the 🧠 signals our adrenals to secrete hormones like epinephrine & cortisol that help us respond to those stressors.

This is a good thing, IF it occurs infrequently.

When we're in a state of #chronicstress, however (e.g., workaholic status, poor sleep habits, trauma, or an inflammatory diet), adrenal-hormone dysfunction can ensue. 😵

This dysfunction messes with our #hormones BIG time. ⏬

High #cortisol dampens the hypothalamus's secretion of gonadotropin releasing hormone (GnRH), which is responsible... ...lease follicle stimula... ...rmone (LH).

Content (Facts)

This is bad... ...re critical for reproduction:

👉 FSH stimulates the ovarian follicle, causing an egg to grow, and triggers the production of estrogen in the follicle.

👉 LH then causes the 🥚 to be released from the ovary (ovulation). But that's not all...

Cortisol also directly inhibits the production of FSH and LH in a further attempt to thwart the chance of ovulation and a potential #pregnancy 🤰

As a result, over time, the production of #estrogen, #progesterone, and #testosterone goes a little haywire, thus disrupting the entire menstrual cycle. 🙅

Whew!

Hashtags

Encourages to Listen/ Where to Listen

...ow to CALM your stress response...especially now during trying times. 🏖

The next best thing? Read my book Fix Your Period, which has all this + more! Link in bio @nicolemjardim!

❓ What has your pandemic period been like ❓

Encourages Comments

Figure 4.7 Examples of Instagram Caption from @nicolemjardim

Along with the main finding, there are specific findings regarding the hook, content, and call to action shown in Figure 4.8. The opening sentence could hook the reader by either making the reader intrinsically think (46%), such as asking them about their habits related to the post or stating shocking facts (56%) that make the reader want to learn more. In the following content sections, there would be a more in-depth discussion of interesting content related to the post consisting of definitions (38%), facts (62%), or tutorials (31%). To further promote interactions with followers, captions would call to action by asking followers to comment (62%) by prompting a question or suggesting sharing the post with a friend (31%) who might benefit from the content.

Figure 4.8 Caption of Instagram from Content Analysis Results

4.1.3 Women's Podcast Consumption and Marketing Preferences

To market a successful podcast on Instagram, the team wanted to investigate Czech

women's podcast consumption habits. To collect data the team distributed a survey and received

a total of 17 valid responses. Results revealed that 88% of the women surveyed listen to podcasts

and 63% listen specifically to health-related podcasts. Thirty-eight percent of women listen to

podcasts daily or a few times a week while 19% listen to podcasts bi-weekly. Women who listen

to health-related podcasts typically listen bi-weekly (40%) or once a month (30%) (Figure 4.9).

How often do you listen to podcasts?

- Podcasts (n = 16)
- Health-Related Podcasts (n = 10)
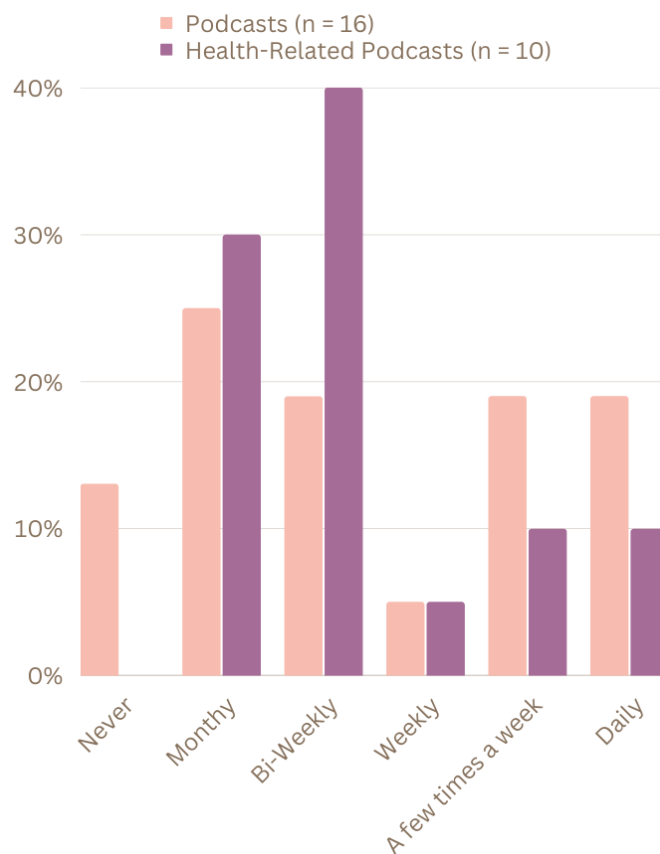
Figure 4.9 Podcast Frequency for Health-Related Topics or General Topics

About 30% of women listen to health-based podcasts monthly and 40% listen on a bi-weekly basis. The majority of women surveyed are not listening on a regular basis, which would be weekly or more frequent. This suggests that a health-based podcast does not need to be multiple times a week or even weekly, but bi-weekly since women typically listen bi-weekly or less.

What podcasts do you typically
listen to? Check all that apply
Check all that apply (n = 16)
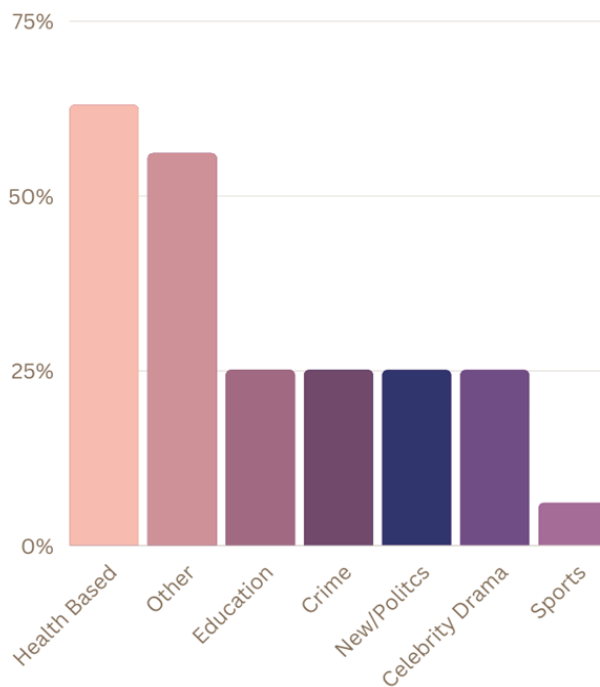
Figure 4.10 Popular Podcast Topics

The survey also asked women what topics they typically listen to in a podcast and found

that 63% of surveyed women listen to health-based podcasts (Figure 4.10). There was a multiple-

selection option ("Other") that included miscellaneous topics that respondents could write in

themselves. In this category, about one-third (33%) of the respondents wrote that they listen to

psychology podcasts. One of the main pillars of holistic health is psychological, which could

indicate the respondents that mentioned psychology podcasts could be interested in holistic

health practices. This higher interest in psychology podcasts could potentially be because the

team asked the sponsor to share the survey with her friends and most are connected to the

healthcare industry in some capacity.

To gain insight into what potential listeners want to hear, the team asked what kinds of health-related podcast topics were of interest to them. Responses included mental health, gynecology and hormones, and low-impact exercises with one woman also indicating that she wants more health-related topics in Czech. While the topics listed provide some indication of women's interests, unfortunately, the low response rate (n=4) on this question prevented the team from formulating more concrete recommendations for the sponsor on topical ideas. Highlighting topics, the target audience wants to hear boosts the relevancy of the podcast and attracts a larger audience.

4.1.3.1 Finding a New Podcast

To determine if there are specific aspects that attract women to new podcasts the survey asked women to rank the most important aspects of a podcast. Sixty-nine percent of women said personal interest in the topic was the most important. The survey also found that 69% of women ranked the structure of the podcast as least important. This could be because the podcasts they listen to have a good structure, so it is not noticed.

The team asked the women to rate on a scale, from 1 to 100 with 100 being the most appealing, how much certain aspects appeal to them when looking for a new podcast. The aspects included a description/summary of the podcast, picture/thumbnail, title, length of the podcast, episode description, and episode title. About 65% ranked podcast description and episode summary as 70 or above, stating that those are the two aspects they are most likely to analyze when choosing a new podcast. With podcast description and episode summary being the most important, summaries should hook the potential listeners to gain the largest following.

How do you typically hear about
podcasts? Check all that apply
Check all that apply (n = 15)
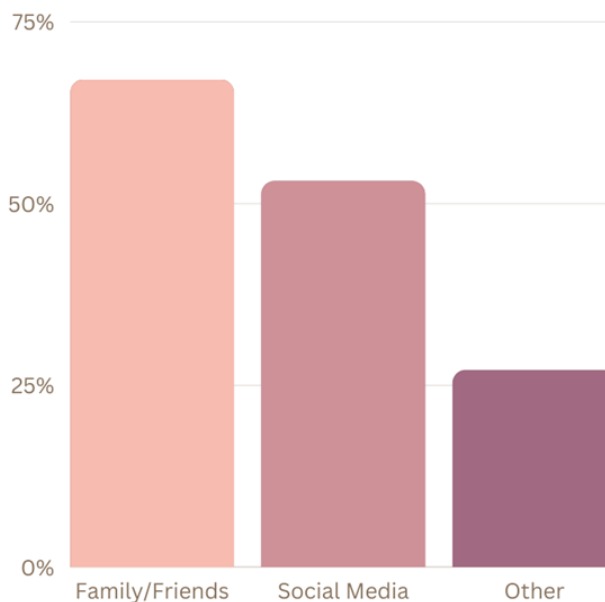
Figure 4.11 Hearing About Podcasts

Women also like it when someone they know recommends a podcast, with 67% of

women reporting that they typically hear about podcasts through family or friends (Figure 4.11)

while 53% percent of women hear about a new podcast through social media, showing it also has

a strong influence on podcast consumption. This highlights the importance of marketing the

podcast successfully on social media so more women can discover the podcast and disseminate

information.

Women are also more likely to listen to a podcast episode if it falls within the 20-40

minutes time range. About 36% said they prefer the episode to be 31-40 minutes in length, and

another 29% prefer episodes that last around 20-30 minutes. This shows there is a considerable

degree of variation in episode length within which the team's sponsor can work when creating

the podcast. The podcast needs to be long enough to educate and entertain people but not too long that they become disinterested or do not have enough time to listen.
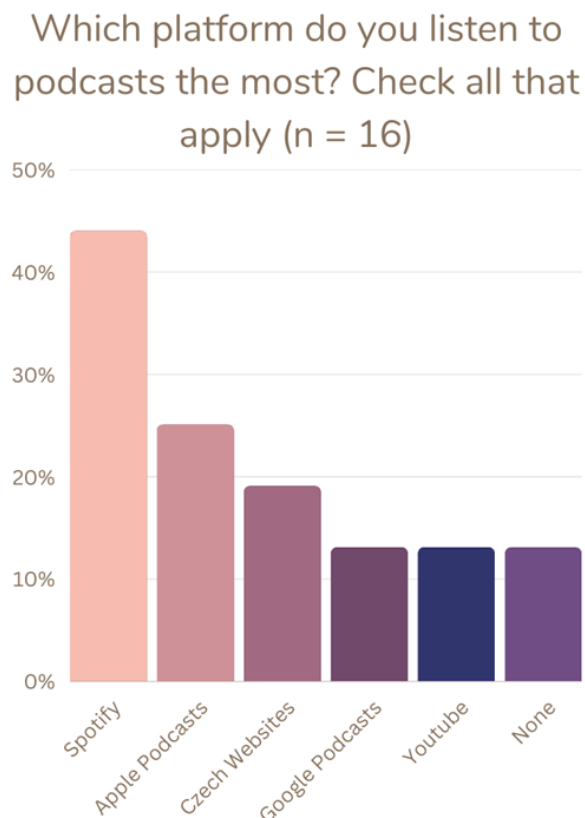
Figure 4.12 Popular Podcast Streaming Platforms

For the podcast to reach its largest audience, the team wanted to investigate the most popular streaming platform on which the sponsor can release the podcast and if they were willing to pay for a subscription. The survey revealed that 44% prefer Spotify while 25% prefer Apple Podcasts (shown in Figure 4.12). Many women (69%) are unwilling to pay to stream a podcast, so Spotify and Apple Podcasts are viable choices given these platforms are free.

4.2 Best Practices in Podcast Design, Production, and Development

The team produced a spreadsheet consisting of ten English and nine Czech health-related podcasts, quantifying certain topics the team wanted to evaluate before providing recommendations. The team found that the English podcasts provided much more concise results than Czech-speaking podcasts, due to lower variance in release schedule and podcast timing. The English-speaking podcasts had more prevalent hosts than Czech ones, which also helps contribute to their success.
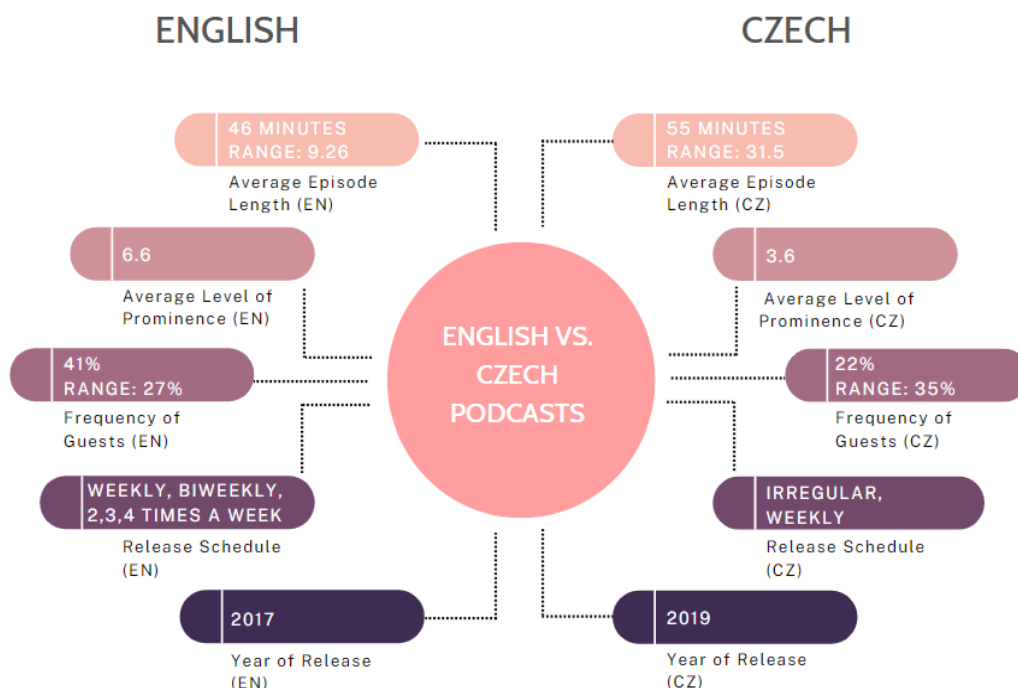
Figure 4.13 Content Analysis Spreadsheet Findings

Results revealed that the English health podcast series contained an average of 266 episodes whereas the average number of total Czech health episodes was 62, showing English podcasts have on average produced 204 more episodes than Czech ones. Ninety percent of the English language podcasts contained regular release schedules with 60% releasing podcasts weekly and another 30% of podcasts evenly distributed across every other week (10%), three to

four times a week (10%), or twice a week (10%). Eight out of the nine (88%) Czech podcasts

had irregular and inconsistent release dates, with most podcasts having no structure and releasing

episodes with no associated pattern. All the English language podcasts with regular release

schedules used Monday through Thursday as release days. Only one of the nine (11%) Czech

podcasts had a regular release date, posting episodes every Tuesday.

The average length of an English podcast episode was approximately 46 minutes- slightly

longer than the 20-40 minutes range that women preferred- with a range from around 35 to 55

minutes. On the other hand, the team found that the average length of a Czech episode was 55

minutes, with a range between 23 minutes and 87 minutes. In the background chapter, research

found the average Czech podcast was approximately 30 minutes (Waters, 2012). From this data,

it is hard to determine if the results are similar due to a very large variation in the length of

Czech podcasts.

Out of all ten English podcast hosts, five of them (50%) had no license or medical degree,

one (10%) was a personal trainer, two (20%) were nutritionists, and two (20%) were licensed

medical doctors (MDs). None of the Czech podcast hosts had any professional health related

background, or any sort of health related certification.

Findings from results revealed that Czech and English podcasts contained multiple hosts

approximately one-third of the time, which in the case of the Czech Republic was more than

expected given previous studies the team researched showed multiple hosts were less common in

the Czech Republic (Waters, 2012). This is a relevant finding, as the sponsor plans to create a

podcast with a co-host.

The vast majority (90%) of English podcasts contained guest speakers more than 40% of

the time in episodes, but a range between 13-67% indicated to the team there is a great degree of

variation to this quantity. Unlike the English podcasts, only 44% of Czech podcasts contained guest speakers, and guest speakers frequented Czech podcasts only 22% of the time with a nonsensible range potentially due to the small sample size (n=9). This frequency was less than what was previously found in background research, with studies citing that guest speakers were brought onto Czech podcasts 61% of the time (Waters, 2012). This finding could be attributed to the large variation in the data, or the small sample size used.

Using the criteria developed in the methods to determine the prominence of the host, where 0 is no prominence and 10 is the most prominence, the team quantified the average levels of Czech and English podcasts. The average level of prominence of the hosts in the English podcasts was 6.6, compared to 3.6 in Czech podcasts, meaning English podcast hosts tend to be more established than Czech podcast hosts. This may also have to do with the fact that the average English podcast was released in 2017, compared to the average Czech podcast being released in 2019, giving the English podcast hosts more time to build a consistent following. The sponsor is a nutritionist and a psychologist, offers nutritional therapy and psychological therapy courses, has licenses in psychological therapy and nutrition, and is building a website for the podcast. This puts them at a prominence score of 6/10 on the team's scale, 2.4 points higher than the average Czech podcast host. If the sponsor can bring on guest speakers 25% or more of the time, it will put them at an 8/10 on the prominence scale- the highest achievable mark for hosts without a medical degree (MD).

4.2.1 Inductive Coding o*f English-Language Podcasts*

The team listened to three English-language podcasts, taking notes on four episodes from each podcast as well as the introductory/trailer episode for On Health:

- The Funk'tional Nutrition Podcast (by Erin Holt)
- The Doctor's Farmacy (by Mark Hyman, M.D.)
- On Health (by Aviva Romm, M.D.)

Qualitative analysis of the notes allowed the team to determine which themes were consistent across all three podcasts as well as which themes differed. The main theme consistent across all three podcasts and across all episodes was "Audience Engagement". This theme related to the design of the podcast itself, along with other design-related codes including "Advertising," "Branding," "Consistency," and "Credibility". Notable themes that emerged in relation to the topics and content of the episodes included "Mental/Spiritual Health," "Finance," and "Lifestyle".

4.2.2 Codes Related to Podcast Design

The team focused on five codes related to podcast design:

- "Audience Engagement"
- "Advertising"
- "Branding"
- "Consistency"
- "Credibility"

These codes related to podcast design as they did not describe the topics of the episodes, but rather indicated episode structure, presentation of the podcast, host, and topic to the audience, and the establishment and promotion of the podcast and/or host's brand to the audience.

After counting the total number of instances each podcast design code was mentioned throughout the episode notes, the team found that "Audience Engagement" appeared the most, followed by "Branding," "Advertising" and "Credibility" at a tie, and finally "Consistency," as shown in Figure 4.14.
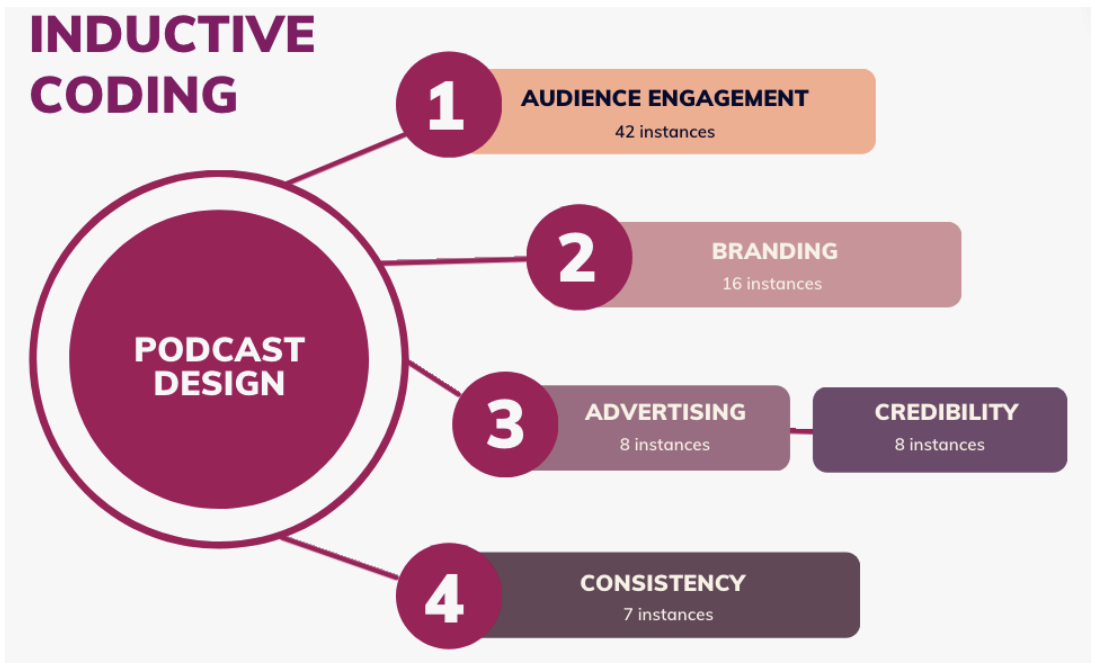
Figure 4.14 Ranked Podcast Design Inductive Codes

Further breakdown of the podcast design codes allowed the team to visualize which

codes appeared most often in each podcast, as shown in Figure 4.15.
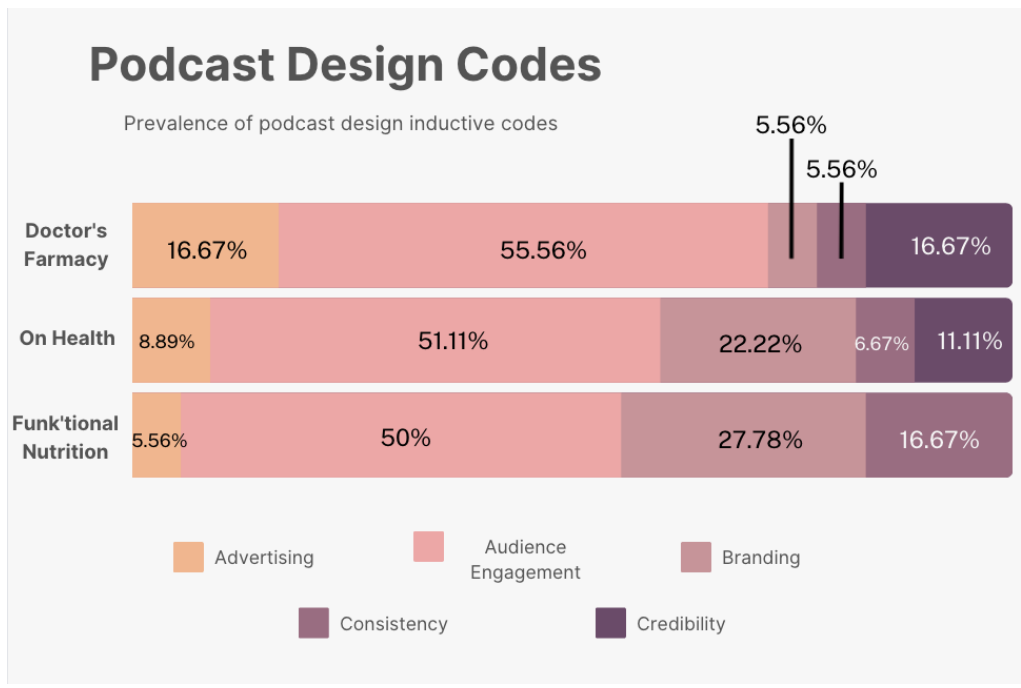

Figure 4.15 Podcast Design Inductive Code Prevalence by Podcast

As shown in Figure 4.15, "Audience Engagement" was the most prevalent podcast design code throughout all three podcasts. "Audience Engagement" is a broad code assigned to any podcast notes describing factors or methods that may contribute to the audience's engagement with the podcast, such as music, cover art, and title. The code also covered how the host and/or guest speaker may have stimulated the audience's interest in the given topic, such as by bridging the connection between the speakers and the audience using conversational, colloquial language and/or storytelling in the form of relatable personal stories and anecdotes. In addition, the team noted if the hosts used informal language or a tone of voice that soothes and welcomes the listener, since these factors may work towards immersing the audience in a calming environment, providing them with a safe and non-judgmental space to learn about holistic health.

Since "Audience Engagement" codes made up about 50% of the design codes derived from each of the three podcasts, the team determined the code would be of particular note to the sponsor, and its importance was highlighted in the team's podcast production guidebook.

A notable subcode of "Audience Engagement" was "Role of the Listener", which highlighted the audience's role in the podcast, whether it be the inclusion of the listener into the topic at hand, or by encouraging the listener to positively interact with the podcast. For instance, On Health involved the listener in one episode by inviting the audience to participate in a breathing exercise with the guest speaker. Overall, however, the "Role of the Listener" subcode appeared more often in the notes for the Funk'tional Nutrition podcast since listeners are encouraged to submit questions for the host to answer on the podcast.

Directly involving the listener in the content of future episodes is a unique method that creates a level of interactivity that may contribute greatly to engaging the audience with the podcast as it allows the audience to feel heard and keep them coming back in the hopes their

question will be answered in a future episode. However, it also increases dependence on the audience for content, which can be problematic if the audience is not very active, or the number of listeners begins to wane over time. The smaller or less active the audience, the less questions the host can expect to receive, limiting the amount of content that directly applies to the audience – thereby reducing audience engagement -- and leaving less room for the host to use their qualifications and professional experience to establish credibility.

Even through a small action, such as a breathing exercise, having the audience actively interact with the content includes listeners in the conversation, but since some listeners may simultaneously be amid another task while listening, they may not be able to benefit to the fullest extent. Therefore, striking the right balance between active and passive roles gives the audience the opportunity to be included or allows them to wind down and simply listen. The "Role of the Listener" subcode extends to the use of the audience as a promotional tool as well. Funk'tional Nutrition listeners are encouraged to leave positive feedback on the podcast/episode by subscribing, sharing with others, or leaving a positive review.

The team also coded the methods the hosts used to gain income from their content, such as commercials or sponsorships, as "Advertising." "Advertising" ranked third in prevalence as shown in Figure 4.14, appearing most significantly in the notes for Doctor's Farmacy and On Health, and least significantly in the notes for Funk'tional Nutrition, as shown in Figure 4.15. However, it is important to note, that the "Advertising" codes for On Health referred to the absence of advertisements in On Health episodes, rather than the presence of them. On the contrary, Doctor's Farmacy and Funk'tional Nutrition both used some form of advertising, with Doctor's Farmacy utilizing traditional commercials, and Funk'tional Nutrition featuring both commercials as well as various sponsorships during one episode. Advertisements are useful for

hosts to derive income from their shows, and since wider audiences bring in more income, using the audience to spread the word about the podcast helps the host keep their content free and accessible. This relates back to the role of the listener since the listener, in this case, is playing a larger part in the continued production of the podcast. Although On Health lacked in the use of advertising, it made up for it in the promotion of the host's brand and resources.

"Branding" was mentioned second-most often during coding, as seen in Figure 4.14 and appeared most significantly in the notes for Funk'tional Nutrition and On Health, and least significantly in the notes for Doctor's Farmacy, as shown in Figure 4.15. The code covered notes describing signature podcast-specific features (such as introductions, outros [episode closures/endings], signature phrases), and notes describing promotional efforts. Funk'tional Nutrition branding included referring listeners to the host's website (where the audience can submit questions to the host) as well as the host's signature phrase "Take care of you." On Health branding consisted of the host frequently referring to her books and online programs available for purchase through their website. Consistent attention directed to the host's resources, content, and outside work allows the host to establish their brand and purpose, and may enable the host to earn additional income outside of advertising in order to keep their podcast free and accessible.

Since the three podcasts revolved around health, "Credibility" was another code that was important for the team to analyze. "Credibility" was mentioned most significantly in the notes for Doctor's Farmacy and On Health, but was not mentioned at all in the notes for Funk'tional Nutrition, as shown in Figure 4.15. The code often referred to the credibility of the host (through licensure/qualifications, stories related to patients, references to evidence/studies, etc.) as well as the expertise of guest speakers. The hosts of Doctor's Farmacy and On Health are both medical

doctors (MDs) so they already have credible qualifications, but even without a medical degree, it is entirely possible to establish credibility through other qualifications, professional experience, and the use of scientific evidence and studies to back up claims. One thing to note is that the "Credibility" inductive code differs from the "Level of Prominence" criteria discussed in the quantitative content analysis spreadsheets: "Level of Prominence" focused more on the hosts as a brand (qualifications, connections with guest speakers, books, websites), while "Credibility" highlights the qualifications and trustworthiness of the hosts.

Building a reliable following does not just rely on credibility, however; it is also driven by the consistency of the episodes as well as holding the attention of new listeners. For this purpose, the "Consistency" code was used for notes describing reappearing elements, typically related to the introduction of each podcast episode. "Consistency" was a notable code found in Funk'tional Nutrition notes compared to Doctor's Farmacy or On Health, as seen in Figure 4.15. Funk'tional Nutrition's host would begin each episode with a signature introduction including her name, the title of the podcast, and the purpose of the podcast. On Health actually underwent a recent rebrand from 2021 to 2022, but episode introductions and outros remained similar. After the rebrand, however, On Health started inserting a clip from later on in the episode to "hook" the audience, similar to Doctor's Farmacy.

Homogeneous introductions not only allow new listeners to start listening to recent episodes immediately (without having to listen to old ones for context), but also allow new listeners to connect with the host and the podcast, feeding into the theme of "Audience Engagement". Therefore, a strong, signature introduction will allow the team's sponsor to hold new listeners' attention and start building a following.

4.2.3 Codes Related to Podcast Topics

Many of the podcast episodes covered different topics; however, a few main themes emerged while inductively coding the podcast notes. Themes that came out of the thirteen episodes included but were not limited to the following:

- "Addiction"
- "Capitalism"
- "Environment"
- "Finance"
- "Lifestyle"
- "Mental/Spiritual Health"
- "Nutrition"
- "Perceptions"
- "Society"

Funk'tional Nutrition discussed topics related to "Finance" and "Nutrition", each mentioned twice in the Funk'tional Nutrition notes, and "Lifestyle" and "Mental/Spiritual Health", each mentioned once in the notes. "Mental/Spiritual Health" referred to the idea of a "healthy mind, healthy body" when someone chooses to eat healthier, while "Lifestyle" referred to the way someone lives, specifically the "hustle lifestyle" preventing many people from having the time to cook their own food and forcing them to eat whatever is most convenient for them. "Finance" referred to monetary subjects, such as keeping the podcast free, as well as the financial burden associated with shopping for healthy foods (as they are typically more expensive products). This code directly related to "Nutrition", which referred to healthy eating/snacking as well as dairy/lactose intolerance.

Funk'tional Nutrition
Podcast Topic Breakdown
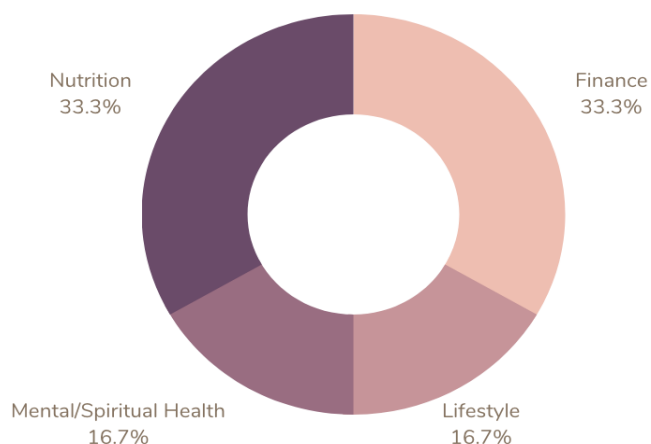
Figure 4.16 Funk'tional Nutrition Podcast Topic Breakdown

Although most of the topics were not featured in Funk'tional Nutrition, concepts surrounding the benefits and pitfalls of healthy eating emerged. This makes logical sense given the title of the podcast: a potential listener would expect the podcast to feature focus/expertise as well as consistent content surrounding nutrition.

Most of the notes taken on On Health related to "Perceptions" (7 instances), "Mental/Spiritual Health" (5 instances), "Environment" (3 instances), and "Lifestyle" (3 instances). "Environment" referred to the physical, ecological environment, "Lifestyle" again referred to the way someone lives, as well as one's habits, "Mental/Spiritual Health" referred to the mental and spiritual well-being of a person as well as mental illness, and "Perceptions" referred to different ways of thinking, misconceptions, contrasting concepts, mindsets, and changing one's mind.

On Health
Podcast Topic Breakdown
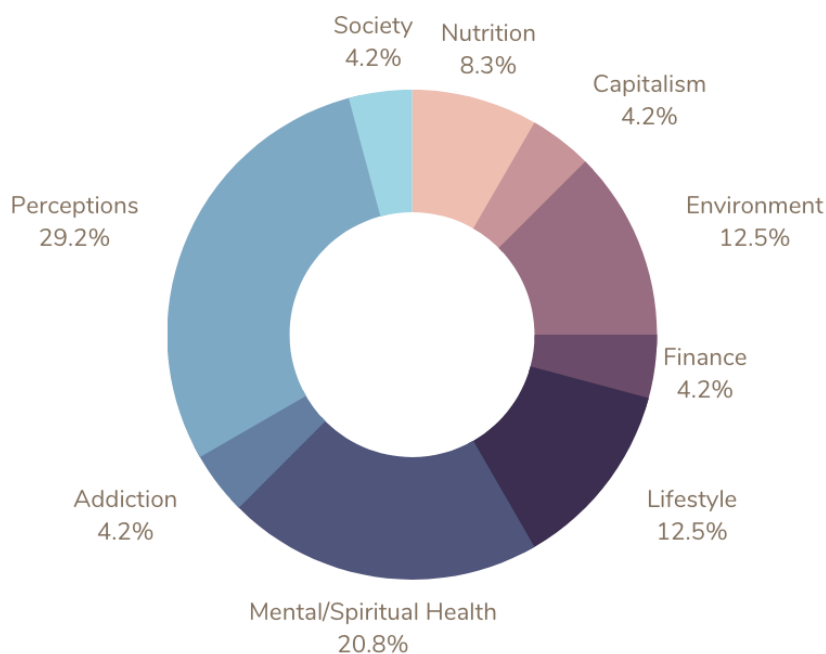
Figure 4.17 On Health Podcast Topic Breakdown

Altogether, the episodes selected from On Health appeared to focus on helping the audience become healthier. From living a more ecologically conscious lifestyle to making resolutions and improving one's habits, On Health works toward addressing the audience's spiritual and mental well-being and addresses mental issues partly by "debunking" misconceptions, introducing the listener to different ways of thinking, and helping listeners reflect about their own mindsets.

Most of the notes taken on Doctor's Farmacy related to "Mental/Spiritual Health" (8 instances), "Society" (5 instances), Environment" (3 instances), and "Finance" (3 instances). "Environment" referred to the ecological environment as well as one's conceptual environment (upbringing, relationships, etc.), while "Finance" again referred to monetary subjects such as financial burdens related to mental health, the audience, and financial responsibility as a result of

societal expectations. "Society" referred to societal fulfillment, gender dynamics, the aging society, and social media, and "Mental/Spiritual Health" referred to mental health, "fixing" mental illness, psychology, and neuroscience.
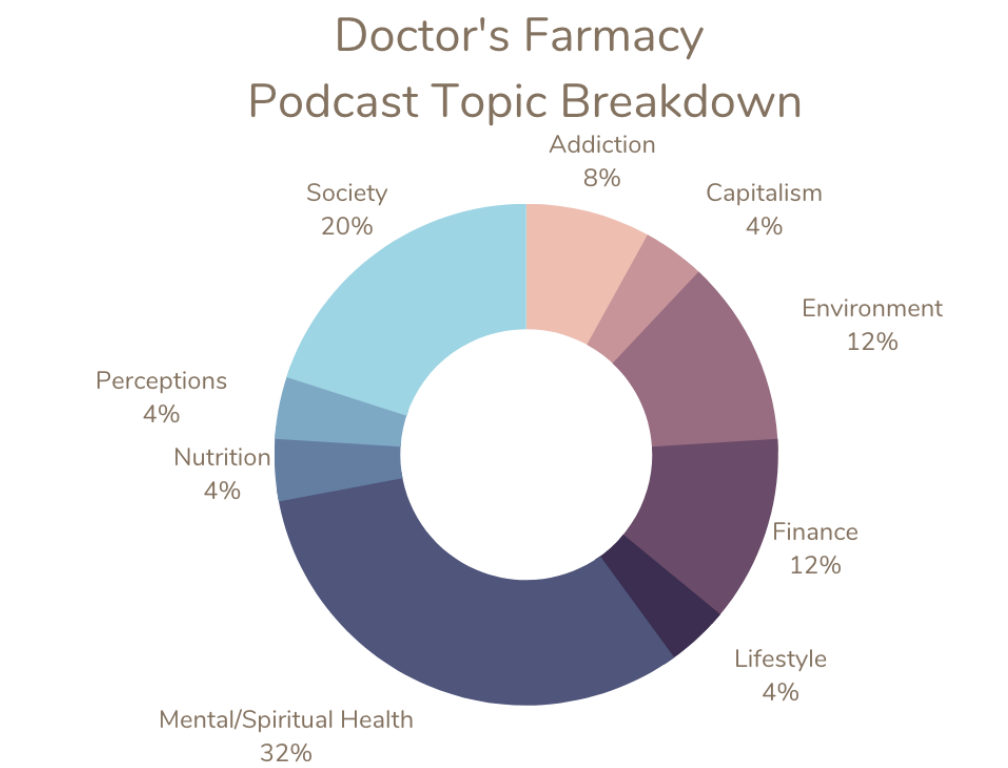
Figure 4.18 Doctor's Farmacy Podcast Topic Breakdown

Altogether, the episodes selected from Doctor's Farmacy appeared to focus on helping the audience become their best selves. By addressing societal expectations and pressures, including those surrounding aging such as youthfulness/beauty standards and regrets one has as they get older, Doctor's Farmacy aims to help the audience identify their obstacles and overcome them. Doctor's Farmacy considers mental health and mental illness a "fixable" obstacle by changing one's mindset and addressing the root of the problem.

The team did not find a strong theme that connected all three podcasts, at least not across the thirteen episodes analyzed, but each of the podcasts appeared to have a single goal in mind:

helping the audience become their healthiest and best selves. Funk'tional Nutrition, as expected,

featured subjects related to healthy eating, On Health focused on healthy lifestyles and habits and

reflecting on one's perceptions to better their mental health, and Doctor's Farmacy revolved

around topics related to society and overcoming personal mental obstacles.

5.0 Limitations

There were a few limitations to the project that caused the team to be unable to collect a large amount of data. Despite the team distributing the survey by posting on Facebook, there were very limited survey responses. Having a low response rate on a survey may skew the data and not allow for a full analysis of accurate data on Czech women's interests in podcasts. The sponsor sent the survey to her friends and colleagues, most of whom were psychologists. This was a limitation as it created a selection bias- most of the sponsor's friends are psychologists and having responses from only psychologists on a health podcast will not reflect the interests and opinions of the general population. Although the team attempted multiple distribution methods, we were only able to acquire 17 valid survey responses, which is a smaller sample size than the team would have preferred to make conclusions using survey data.

The team planned to conduct content analysis on both the English-language and Czech-language podcasts through transcripts and translations for the Czech podcasts, but no podcast streaming service the team recommended (Spotify, Apple Podcasts) offered a transcription option. Due to this, when the team conducted content analysis on the Funk'tional Nutrition, On Health, and Doctor's Farmacy podcasts, the team decided to take notes on each of the podcast episodes and use the notes for inductive coding. However, as a result of the team's notetaking strategy, both notetaking as well as the process of inductively coding the notes were subjective, leading to the potential for bias. In addition, the team likely missed information and certain topics and made errors since the coding could not be done verbatim using a transcript.

Although performing inductive coding on a transcript would have been ideal, there was not enough time to go back and attempt this procedure, and there was no easy way to acquire a transcript. The team also struggled due to the language barrier which prevented a full content

analysis of the Czech podcasts and potentially left some errors in the content analysis spreadsheet. While the team was able to conduct a version of inductive coding utilizing the notes taken on the three English-language podcasts, the team was unable to perform inductive coding on the Czech podcasts due to the language barrier.

6.0 Recommendations and Conclusion

By learning about how women in the Czech Republic feel about holistic health through surveys and research, as well as working with the sponsor on matching her vision for the creation of the podcast, the team was able to create several recommendations to help the sponsor move forward with podcast production and set her up for success.

Timing Posts on Instagram

The team recommends our sponsor to post on Instagram 1-3 times a week on either Wednesday, Tuesday, or Friday because it keeps the followers engaged in their profile, and these days are suggested to have the highest engagement rates. Additionally, the team recommends posting at 11:00 for the highest engagement. However, between 10:00 and 14:00 are also good times to post for high engagement.

Setting Up the Instagram Profile

The team recommendation for the Instagram profile is to have a bio with the name and description of the podcast, tag the host's personal accounts and establish their credibility, then lastly provide a link to the podcast. This provides transparency to your followers and the first thing they will read when looking at your profile. For the heading also provide highlighted stories with your background of the host and the podcast, then have a story for each new episode topic. For the content, the team recommends keeping the color scheme consistent, adding bold text and simple diagrams or pictures. Also, post Instagram reels with tutorials or clips from the podcast. The captions of each post have multiple sections with space in between sections to highlight sections. Provide a catchy hook to make the reader interested then provide content on the episode using emojis to highlight important information. Ask the reader questions to encourage comments. Boast engagement by adding hashtags or encouraging the reader to share the post.

How to Structure the Podcast

The podcast recommendations were based on the English episodes as they tend to be more consistent, which will give the sponsor a higher chance of creating a successful podcast. Each podcast episode be between 30-50 minutes based on the survey and content

analysis data, as the team found the average length in content analysis to be 35-55 minutes and the survey result found the majority of respondents preferred a 31-40 minute podcast. Podcast episodes be released anytime between Monday and Thursday. Although most of the English podcasts were scheduled weekly (60%), that may be not possible for the sponsor to provide due to a lack of resources and time. Any regular release schedule that is monthly or more frequent. Having multiple hosts on a podcast is acceptable, as it occurred in both Czech and English podcasts one-third of the time. The team is aware of the sponsor's inability to bring on podcast hosts due to a lack of resources, but it is recommended that podcast guest speakers are featured at any frequency if available as most English podcasts (90%) contain them but have a high range of frequency (13-67%).

Podcast Design Recommendations

<u>Audience Engagement</u>

Because Audience Engagement was the most prevalent code throughout the team's inductive coding efforts, the sponsor should aim to appeal to the audience through the podcast's title, music, and logo/cover art. Furthermore, the sponsor should ensure the listening experience envelops the listener: the audio quality should be clear, and the sponsor should speak in a manner that is conversational and informal, in a tone of voice that is soothing and inviting. This is because holistic health aims to engage the mind as well as the body: promoting a relaxing, intimate audio experience may help promote a therapeutic "environment." Furthermore, transporting the listener to a relaxed state of mind punctuates the healing, rather than just preventive, benefits of holistic health. The sponsor should avoid unnecessary jargon but should instead explain concepts and ideas listeners might not be familiar with. However, she should at the same time respect the audience and avoid infantilizing them. The sponsor should use personal experiences, stories, and anecdotes to connect with the audience and dissolve the divide between speaker and listener. The team recommends she directly involve listeners with the podcast through question-and-answer segments or holistic exercises such as meditative or breathing exercises. This will further envelop listeners in the healing experience and allow the sponsor to use her qualifications and professional experiences to answer listeners' questions and establish credibility. At the same time, the sponsor should be careful not to rely on listeners too much, either for content or as a promotional tool (by sharing the podcast or providing positive feedback), since she is starting the podcast from scratch and does not currently have a large following.

<u>Brand Establishment, Credibility, and Consistency</u>

The sponsor should promote her website and social media, as well as any outside resources she may have, such as her book, to establish her brand. She should establish credibility primarily by citing evidence, studies, and scientific research since she is at a

slight disadvantage compared to other health podcast hosts who boast a medical degree. The sponsor should remain consistent in her introduction and outro to further solidify her brand and set the atmosphere/mood of the podcast.

Advertising

Finally, the sponsor can consider including advertisements if she would like to derive income from her podcast. The money can be put back into her podcast, allowing her to sustain her vision of raising holistic health awareness and education among Czech women through a free and accessible podcast.

Podcast Equipment Findings

Taking all factors into account, including budget, quality, and durability, the team recommended the equipment listed in Figure 6.1.

Figure 6.1: Equipment Recommendations

1. Microphone: XLR/USB Samson Q2U

This dual input microphone was chosen by the team because of the quality and price. Dual inputs allow the microphone to record through an audio interface or straight through the computer. This microphone was also highly mentioned, especially by people that produce podcasts.

2. **XLR Cables: XLR (male) to XLR (female)**

   XLR cables are easily available with numerous choices with little variation, so a specific brand is not necessary. The recommendation is that it needs to be XLR (female) to XLR (male).

3. **Pop Filter: Nylon Screen**

   The pop filter recommendation was one with a nylon screen since those are inexpensive and work well. It is good at cutting out unwanted noise during recording. The team gave the sponsor a list of recommendations listed in Appendix I. The only recommendations listed in this section are the ones the sponsor purchased. In some areas, the sponsor went in a different direction based on their own research.

Conclusion

The goal of this project was to provide recommendations for the marketing and development of a podcast that educates women about holistic health practices in the Czech Republic. When the team first interacted with the sponsor, we learned how one-dimensional healthcare is in the Czech Republic, and how physical health is mostly the only thing considered when talking about medicine. From this, the team set out to find a way to hopefully broadcast a podcast to as many Czech women as possible. The passion of our sponsor and her team was enlightening for all of us, and although the podcast isn't created yet, the team is confident the recommendations will provide the groundwork for a successful, long-term podcast.

Team Reflection

Our team underwent a lot of growth over the past 14 weeks preparing for and executing our project. We maintained a consistent and productive team dynamic throughout ID 2050 and our time in Prague and were able to uphold our strong dynamic by working on our project together as well as spending time together socially. Working on-site was an honor and a pleasure, and we are extremely grateful to our sponsor for her constant guidance, understanding, and encouragement. We are grateful to her for allowing us to conduct meetings in her home, and we'd like to extend our thanks to her and her team for working with us, providing feedback, and adjusting to our language barriers.

Our team's challenges mostly arose in ID 2050 with two significant changes to our project. These changes mostly had an impact on our proposal and on preparing to execute our project. Once arriving in Prague, our project encountered some minor changes that limited the scope of our project, i.e., due to time constraints. It was no longer feasible to conduct a focus group as we had originally planned, and we did not receive as many responses from our survey as we had hoped. However, we were able to adjust the plans for our project accordingly and deliver our sponsor two guidebooks and a substantial set of recommendations.

One change to our project alleviated one of our concerns. None of the members of our team had significant prior podcasting experience, but upon arriving in Prague, we found our sponsor already had a member of the team who was well-versed in audio and video technology and equipment. However, he was still willing to review our equipment recommendations and selected a few pieces of our recommended equipment!

It is our hope that through our Marketing guidebook and Podcast guidebook, we have provided our sponsor with adequate recommendations that are effective and easy to follow. We

hope our recommendations draw attention to the podcast and get Czech women talking about the benefits of holistic health and the importance of mental, social, spiritual, and physical well-being. As American college students, we are used to our physicians asking us about our overall well-being, health surveys asking about our mental health, and the availability of resources at our educational institutions. The same is not necessarily true in the Czech Republic, so we are excited for our sponsor and are confident her vast array of ideas for her podcast will allow her to achieve her vision of delivering accessible holistic health awareness, acceptance, and education to Czech women. We wish our sponsor luck in creating her podcast.

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Appendices

**Appendix A: Instagram Marketing Articles**

- Social Pilot
  - Singh, C. (2022, November 28). What is the Best Time to Post on Instagram in 2022? SocialPilot. https://www.socialpilot.co/blog/best-time-to-post-on-instagram
- Planoly
  - Alam, T. (2022, February 22). When's the Best Time to Post on Instagram? https://blog.planoly.com/best-time-to-post-on-instagram
- Popsters
  - Social Media Audience Activity Global Research 2022. (n.d.). Social Media Marketing Blog. https://popsters.com/blog/post/social-media-audience-activity-global-research-2021
- ExpertVoice
  - ExpertVoice. (2022, June 13). Best Time to Post on Instagram in 2020 | More Likes & Follows. https://www.expertvoice.com/the-best-times-to-post-on-instagram/
- Later
  - Demeku, A. (2022, November 25). The Best Time to Post on Instagram in 2023 | Later. https://later.com/blog/best-time-to-post-on-instagram/
- Hubspot
  - Rumberger, J. (2022, November 23). When Is the Best Time to Post on Instagram in 2022? [Cheat Sheet]. https://blog.hubspot.com/marketing/instagram-best-time-post
- Neal Schaffer
  - Schaffer, N. (2022, November 3). When is the Best Time to Post on Instagram for the Maximum Engagement? Social Media & Influencer Marketing Speaker, Consultant & Author. https://nealschaffer.com/instagram-engagement-best-time/
- Influencer Marketing Hub
  - Geyser, W. (2022, June 27). When is the Best Time to Post on Instagram in 2022 [+ Cheat Sheet]. Influencer Marketing Hub. https://influencermarketinghub.com/best-time-to-post-on-instagram/
- Life Wire
  - The Best Time to Post on Instagram in 2022. (2022, January 3). Lifewire. https://www.lifewire.com/best-time-of-day-to-instagram-3485858
- Social Sprout

- ○ Keutelian, M. (2022, November 22). The best times to post on social media in 2022. Sprout Social. https://sproutsocial.com/insights/best-times-to-post-on-social-media/
- ● Meta
  - ○ Facebook IQ. (2019). How Instagram Boosts Brands and Drives Sales. Meta. https://www.facebook.com/business/news/insights/how-instagram-boosts-brands-and-drives-sales
- ● LinkedIn
  - ○ LinkedIn. (2022, November 28). How to use the Best Marketing Tools for Instagram in 2022. https://www.linkedin.com/pulse/how-use-best-marketing-tools-instagram-2022-affiliate-marketing/

Appendix B: Women's Marketing and Podcast Consumption Survey Questions.

1. How often do you listen to podcasts?
   a. Never
   b. Once a month
   c. Bi-weekly
   d. Weekly
   e. A few times a week
   f. Daily
2. Read the statements and select what applies to you.
   a. Podcasts impact the way I live my day to day life.
   b. Podcasts are engaging
   c. Podcasts are a trustworthy source of information.
   d. Podcasts are a good way to spread Information.
   e. I use podcasts for educational purposes
   f. Podcasts are a good way to decrease stigma around controversial topics
   g. Podcasts increase awareness about topics.
3. What podcast topics do you typically listen to the most? (Check all that apply)
   a. Health Based
   b. Crime
   c. Sports
   d. Educational (Math, Science, History)
   e. News/Politics
   f. Celebrity Drama
   g. Other:
4. Out of the following platforms, which do you listen to podcasts on the most? (Check all that apply)
   a. Spotify
   b. Apple Podcasts
   c. Google Podcasts
   d. Audible
   e. Castbox
   f. Other:
5. How much are you willing to pay monthly for a platform that offers podcasts?
   a. 0 CZK
   b. 125-250 CZK
   c. 251-375 CZK
   d. 375+ CZK
6. Do you have an Instagram account?
   a. Yes

     b. No

7. What time of day do you use Instagram?
     a. 7:00 - 9:00
     b. 9:00 - 11:00
     c. 11:00 - 13:00
     d. 13:00 - 15:00
     e. 15:00 - 17:00
     f. 17:00 - 19:00
     g. 19:00 - 21:00

8. Select your favorite color combinations. (Check all that apply)

     a.

     b.

     c.

     d.

     e.

     f.

     g.
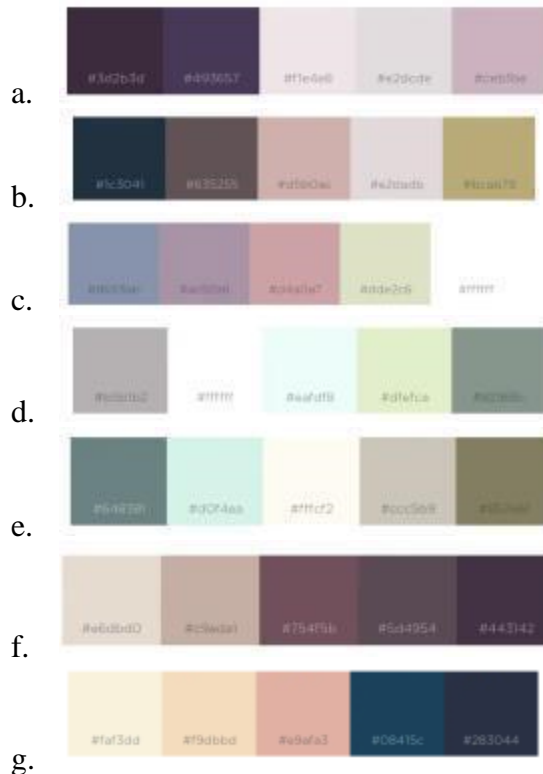
9. On a scale from 0 to 100 how much do the following aspects appeal to you when looking for a new podcast?100
     a. Host
     b. Description/Summary of the Podcast
     c. Title
     d. Picture/Thumbnail
     e. Episode Description
     f. Episode title
     g. Length of Podcast

10. Are there any other aspects that grab your attention when considering a new podcast?

11. How do you typically hear about podcasts? (Check all that apply)
     a. Friends/Family

      b. Flyer

      c. Social Media (specify platform):

      d. Other:

12. What do you think an ideal length for a podcast is?
    a. <20 minutes
    b. 20-30 minutes
    c. 31-40 minutes
    d. 41-60 minutes
    e. >60 minutes

13. Please rank the most important aspect of a podcast (with number 1 being the most important)?
    a. Credibility of information
    b. Personal Interest in Topic
    c. Structure (Timing, Music, Transitions)
    d. Guest Speakers
    e. Host

14. Do you listen to health related podcasts?

15. How often do you listen to health-related podcasts?
    a. Never
    b. Once a month
    c. Bi-weekly
    d. Weekly
    e. A few times a week
    f. Daily

16. Please provide a list of the health-related podcasts that interest you.

17. Are there other health related podcasts or topics that you would like to see available?

Appendix C: Facebook Groups

- Bazar - maminky maminkám Praha a okolí
- English speaking mums in Prague
- Prague women's Exchange
- Expat Women in Prague
- Holesovice Mothers (Prague 7)
- MAMINKA - Czech and Slovak Mothers Group
- POTŘEBY PRO MIMINKA A MAMINKY
- Hořovické maminky
- Bazárek - Maminky Praha 9
- Těhotenství ❤️ porod ❤️ miminka ❤️ mateřství
- Bazárek pro maminky a miminka
- Bazárek pro maminky a miminka <3
- Háčkovanie - návody
- Prodej/darování/výměna kočárků
- Háčkování - návody pro všechny
- Bazárek pro maminky a miminka(pouze inzerce)
- bazarek pro miminka
- 🤍Mladé maminky a jejich miminka 2022, 2023🤍
- mimi & mami - bazar pro miminka a maminky :-)
- Bazárek pro maminky a miminka :-)
- Maminky z Prahy 10
- Rodíme 2022 & 2023 - aneb vše o maminkách,miminkách, porodu
- Recepty a inspirace na vánoční a velikonoční cukroví
- Marketplace - prodej a nákup

Appendix D: Best Times to Post on Instagram

Company/article	Times
Social Pilot Singh, C. (2022, November 28). *What is the Best Time to Post on Instagram in 2022?* SocialPilot. https://www.socialpilot.co/blog/best-time-to-post-on-instagram	6 am-9 am 12 pm-2 pm 5 pm-7 pm. Best day to post: Tuesday Worst day to post: weekends
Planoly Alam, T. (2022, February 22). *When's the Best Time to Post on Instagram?* https://blog.planoly.com/best-time-to-post-on-instagram	5 A.M. to 8 A.M., 3 P.M. to 9 P.M.
Popsters *Social Media Audience Activity Global Research 2022*. (n.d.). Social Media Marketing Blog. https://popsters.com/blog/post/social-media-audience-activity-global-research-2021	12:00 P.M. to 3:00 P.M. during weekdays Best day: Monday, Friday, Wednesday Worst: Saturday and Sunday
ExpertVoice ExpertVoice. (2022, June 13). *Best Time to Post on Instagram in 2020	More Likes & Follows*. https://www.expertvoice.com/the-best-times-to-post-on-instagram/	Sunday: 10:00 a.m. to 2:00 p.m. Monday: 11:00 a.m. to 5:00 p.m. Tuesday: 5:00 a.m., 9:00 a.m. to 6:00 p.m. Wednesday: 5:00 a.m.,11:00 a.m. and 3:00 p.m. Thursday: 5:00 a.m., 11:00 a.m. and 3:00 to 4:00 p.m. Friday: 5:00 a.m., 9:00 a.m. to 4:00 p.m. Saturday: 11:00 a.m. 9:00 AM to 6:00 PM during weekdays Best days: Wednesday, Thursday Tuesday Worst days: Saturday and Sunday
Later	Monday: 6am, 10am, and 10pm EST Tuesday: 2am, 4am, and 9am EST

Company/article	Times
Demeku, A. (2022, November 25). *The Best Time to Post on Instagram in 2023 | Later.* https://later.com/blog/best-time-to-post-on-instagram/	Wednesday: 7am, 8am, and 11pm EST Thursday: 9am, 12pm, and 7pm EST Friday: 5am, 1pm, and 3pm EST Saturday: 11am, 7pm, and 8pm EST Sunday: 7am, 8am, and 4pm EST Monday is the best day to post
Hubspot Rumberger, J. (2022, November 23). *When Is the Best Time to Post on Instagram in 2022? [Cheat Sheet].* https://blog.hubspot.com/marketing/instagram-best-time-post	Sunday: 8 AM – 2 PM (Though engagement is generally low on this day) Monday: 11 AM – 2 PM Tuesday: 10 AM – 3 PM, *7 PM Wednesday: 7 AM – 4 PM (Engagement peaks at 11AM – 2PM) Thursday: 10 AM – 2 PM, 6 – 7 PM Friday: *9 AM – 2 PM Saturday: 9 – 11 AM Best days: Tuesday Thursdays and Friday
Neal Schaffer Schaffer, N. (2022, November 3). When is the Best Time to Post on Instagram for the Maximum Engagement? Social Media & Influencer Marketing Speaker, Consultant & Author. https://nealschaffer.com/instagram-engagement-best-time/	8:00 am 11:00 am 3:00 pm 8:30 pm 12:00 am Low engagement on the weekends
Influencer Marketing Hub Geyser, W. (2022, June 27). *When is the Best Time to Post on Instagram in 2022 [+ Cheat Sheet].* Influencer Marketing Hub. https://influencermarketinghub.com/best-time-to-post-on-instagram/	Monday: 6 AM, 10 AM, 10 PM Tuesday: 2 AM, 4 AM, 9 AM Wednesday: 7 AM, 8 AM, 9 AM, 11 AM Thursday: 7 AM, 8 AM, 11 PM, 2 PM, 3 PM Friday: 5 AM, 10 AM, 1 PM, 3 PM Saturday: 11 AM, 7 PM, 8 PM Sunday: 7 AM, 8 AM, 4 PM Best Days: 2 PM - 3 PM on Thursdays 11 AM on Wednesdays 10 AM on Fridays
Life Wire	5:00 am

Company/article	Times
The Best Time to Post on Instagram in 2022. (2022, January 3). Lifewire. https://www.lifewire.com/best-time-of-day-to-instagram-3485858	7:00 to 9:00 am 11:00 to 2:00 pm 3:00 p.m. - 4:00 p.m. 5:00 p.m. - 7:00 p.m. Best days: Wednesday at 11:00 a.m. Friday between 10:00 and 11:00 a.m
Social Sprout Keutelian, M. (2022, November 22). *The best times to post on social media in 2022.* Sprout Social. https://sproutsocial.com/insights/best-times-to-post-on-social-media/	Best times to post on Instagram: Mondays at 11 a.m., Tuesdays and Wednesdays from 10 a.m. to 1 p.m., and Thursdays and Fridays at 10 a.m. and 11 a.m. Best days to post on Instagram: Tuesdays and Wednesdays Worst days to post on Instagram: Sundays

Appendix E: Operational Usage of Podcast Features Table

Podcast Feature	Operational Usage
Introduction	*Introducing the host/podcast at the beginning of the episode* ● How the host introduced themselves, the guest speaker, and/or the podcast itself ● Consistency of the introduction over time ● What type of music was played

Host	*Quality of the host's equipment and interactions with audience and guest speaker*
	
	Audio Experience
	● Audio quality
	  ○ Clear, without any background noise or audio distortion
	  ○ Hard to distinguish due to background noise or distortion
	● Rate of speaking
	  ○ Quickly
	  ○ Slowly
	● Tone of voice
	  ○ Use of emotion
	  ○ Monotone/robotic
	● Formality
	  ○ Conversational, colloquial language
	  ○ Formal language
	  ○ Use of jargon
	
	Interaction with Audience
	● Explanation of topics and concepts
	  ○ Infantilizing the audience
	  ○ Assuming prior knowledge
	● Personal Stories/Anecdotes
	  ○ Willingness to share personal stories or relevant stories about patients/others
	
	Interaction with Guest Speaker
	● Formality
	  ○ Conversational, friendly
	  ○ Formal and like an interview
	● Respect for guest
	  ○ Limited interruptions while guest is speaking

Guest Speaker	*Quality of the guest speaker's equipment and interactions with host*
	
	Audio Experience
	● Audio quality
	  ○ Clear, without any background noise or audio distortion
	  ○ Hard to distinguish due to background noise or distortion
	● Rate of speaking
	  ○ Quickly
	  ○ Slowly
	● Tone of voice
	  ○ Use of emotion
	  ○ Monotone/robotic
	● Formality
	  ○ Conversational, colloquial language
	  ○ Formal language
	  ○ Use of jargon
	
	Interaction with Host
	● Formality
	  ○ Conversational, friendly
	  ○ Formal and like an interview
	● Respect for host
	  ○ Limited interruptions while the host is speaking

Topic	*Main topic of the given episode and associated sub-topics* Current Topic ● Topic of the current episode Topic Timeline ● Shifts in topic/focus as the episode progresses

Structure	*Closing/ending each episode and intermittent structural elements*
	
	Transitions
	● Breaks to denote a change or switching of topic
	  ○ Short pauses
	  ○ Musical transitions
	
	Outro (episode end/closure)
	● Does the host reiterate their name and title of the podcast?
	● What music was played (different from the introduction?)

	- Self-promotion - What resources the host directs the audience to - What social media platforms host directs the audience to - Does the host encourage the audience to give positive feedback on the podcast? (writing a review, sharing with others, etc.) Advertising - Commercials - Sponsorships

Appendix F: Instagram Content Analysis

Codes:

Bio

- Host 54%
- Description of podcast 54%
- Establish credibility 54%
- Link to podcasts 85%

Stories

- Episode topics 38%
- Background 41%
- None 23%

Posts

- Color scheme 70%
- Content 100%
- Bold text 53%
- Instagram reels 85%

Captions

- Sections 62%
- Details 100%
- Encourage to share/comment 70%
- Where to find podcast 62%
- Hashtags

Username/ Podcast	Bio Observations	Stories Names	Post Observation	Caption Observations	Hashtags Used
@Vyhonit.Dabla Vyhonit Dabla 36.7K	About podcast Hosts A quote Link to podcast	Story for each topic	Plain pink/purple/blue background simple outline picture Big text Instagram reels clips of podcast	New episode announcement, description about episode, tags speaker or guest speaker, asks questions, link in Bio	Podcast name and about the topic
@Margit.cz Margit.cz 63.9K	Establishes credibility Link to podcast	Background	White background green/blue logo with a lot of text Real picture with people	Description about post, fun fact, Question, statics and a lot of hashtags	A lot hashtags about post
@Funkcni_lekar The Funk'tional Nutrition Podcast 83.4K	Establishes credibility Link to podcasts	Personal account	Blue and gold theme Mix of pictures with text and and Instagram reels (video of him talking about topics/ clips of his podcasts)	Long informative captions, catchy start, time/day and links to podcasts, hashtags	Podcast Name
@Meditacedousi Meditacedousi 451	Podcast Name Description Hosts Link to podcasts	Reminders and elements	All video reels/ tutorials	encourage people to share with friends, word description of tutorial, haststags	Podcast name and about topic
@Hiddenbrain Hidden Brain 33.5K	Host Description of podcast	None	Blue and white aesthetic Bold text with limited pictures (quotes) Instagram reels (clips from podcast)	about post, quote, informative, engaging, hashtags integrated into caption	About topic
@Thenaturalhealthpodcast The Natural Health Podcast 1,878	Establishes credibility Link to podcast	About topics, podcast, purpose, research, background	Green and light blue aesthetic Limited pictures with a lot of informational text Clips from podcasts with just audio or from YouTube video	Captions spaced out, asked a engaging questions makes the viewer think, day and time of new episode, short description of episode, where to locate podcasts, tag collaborators	About topic

			Clickbait: her pointing to a text box with what they are discussing		
@Healthunfilteredpod Health Unfiltered Podcast 292	Description Hosts Link to podcast	None	Yellow and purple aesthetic Bold texts with limited pictures Pictures of guest speaker w/description Instagram reels with clips from podcasts with animation First 3 post introduces hosts, Post for every new episode	Long captions, spread out short sentences, tags guest speaker, description of episode with interesting fact, leaves the reader hanging, link in bio a lot of hashtags, uses a lot of emojis, encourages comments, says where to listen to podcast	About topic
@Modernmedicinemovement Health and Wellness Podcast 700	Host	None	Videos and picture of host Videos him talking to camera, (engaging clickbait captions)	engaging first sentences makes the reader think or want to learn more, adds facts or statics, encourages to share video, encourages to comment, motivational, shows where to find podcast, hashtags.	Health and about topic
@Dr.avivaromm On Health 177K	Description Establishes credibility Link to podcast	About topics (hormones, recipes, herbal medication, podcasts, courses, gynecology, pregnancy, Q+A)	Soft dark pink and brown gray aesthetic Mix of posts with a lot of words limited pictures and real pictures Video have word captions (tutorial/recipes, clips from podcast, quotes)	small paragraphs with separated sections, emojis, hashtags, encourages comments,/ questions, encourages to share. Writes out steps of tutorials, or if there is a list provided in the video, Encourages reader to think about themselves oto make them know how to relate, builds a support, emojis.	none
@Janetlansbury Unruffled 365K	Description Establishes credibility Link to podcast	Background and podcast	White and Pink Aesthetic A lot of text and real pictures Picture of guest speaker (tagged)	Small paragraphs , about episode or post, says where to find link with makes it seem like the reader needs to listen to podcast, tags guest speaker, quotes from guest speaker, emojis,	About topic
@Nicolemjardim Period Party Podcast 103K	Establishes credibility Hosts Link to podcast	Podcasts and about topics , Q&A	White and Pink aesthetic All cartoon pictures Bold text and simple diagrams Instagram reels; tutorials/recipes videos	multiple short sentences spread out captions, engaging catchy title, encourages to share it with friends, facts, say where to find podcasts, tags guest speaker, ask questions, encourages people to comment	Some hashtags built them into her captions
@Healthyself.drg Heal Thy Self 20.8K	Hosts Link to podcast	Merch and Links	Instagram reels with clips of video Bold text with eye catching title Has posts with pictures of guest speaker	long captions, spread out short sentences, asks a lot of questions about questions answered in episode, tags guest speaker, says where to find link	none
@Doctors_kitchen The Doctor's Kitchen 299K	Establishes credibility Description Link to podcasts	App / podcast	Instagram reels with clips from podcasts/ Tutorials Pictures of food	long captions with multiple paragraphs, catchy first paragraphs, tutorials about recipe, ask questions, encourages comments, keeps an eye out for upcoming episodes, hashtags	About post

Appendix G: English Speaking Podcast Spreadsheet

Podcast Name	Total Number of Episodes	Frequency of Production	Average Length of Podcast (20 newest episode sample, mins)	Host Name	the host a licensed medical professional? If so, what kind?	Multiple Hosts?	Guest Speakers?	What frequency of Guest Speakers?	Level of Prominence (1-10)	Year Started
The Funk'tional Nutrition Podcast	231	Weekly (Tues)	56.4	Erin Holt	Nutritionist	No	Yes	23.8% (55/231)	6	2017
The Doctor's Farmacy	667	3-4x a week	45.8	Mark Hyman, MD	MD	No	Yes	60% (12/20)	10	2018
On Health	184	Weekly (Wed)	55.1	Aviva Romm, MD	MD and midwife	No	Yes	24% (44/184)	10	2016
Holistic Women's Health	83	Every other week (Wed)	43.3	Alex Adele King	Nutritionist	No	Yes	41% (34/83)	8	2020
Fempower Health	119	Weekly (Tues)	42.3	Georgie Kovacs	No	No	Yes	86.8% (112/129)	4	2020
The Minimalist	365	Weekly (Mon)	35.7	Joshua Fields Millburn, Ryan Nicodemus	No	Yes	Yes	65% (13/20)	6	2015
Life of Greatness	251	2x a week (Mon, Thurs)	31.2	Sarah Grynberg	No	No	Yes	50% (10/20)	6	2019
Keeping it real (Jillian Michaels)	607	Weekly (Mon)	48.9	Jillian Michaels	Personal Trainer	Yes (Co-Host, Not always on podcast)	Yes	55% (11/20)	8	2011
The Living Experiment	125	No Regular Release	59.9	Dallas Hartwig and Pilar Gerasimo	No	Yes	Yes	6.4% (8/125)	4	016
Boundless Love	29	Weekly (Thursday)	40.2	Sofia Sundari	No	No	No	0.00%	4	2021

Appendix H: Czech Speaking Podcast Sheets

Podcast Name	Total Number of Episodes	Frequency of Production	Average Length of Podcast (20 newest episode sample, mins)	Host Name	Is the host a licensed medical professional? If so, what kind?	Multiple Hosts?	Guest Speakers?	Frequency of Guest Speakers?	Level of Prominence 1-10	Year Started
Šeptem	26	Inconsistent	28.46	Bára Šichanová	No	No	No	0	2	2020
Zhasni	9	Inconsistent, every Wednesday for 5 weeks	23.11	Bára Šichanová (not so much host, but one of the creators of the podcast)	No	Different people/different studios film and provide sound design for each of the episodes	No	0	0	2017
Nastav DUši	66	Inconsistent, but roughly every other week	79	Veronika Bernard	No	No	Yes	63.2% (50/79)	6	2019
Cukrfree Podcast	66	Monthly, Inconsistent	108.6	Janina D. Černá	No	No	Yes	98.48% (65/66)	6	2019
Bagniari Radio	132	Monthly, Inconsistent	47.85	Katarína Miroš Baniari	No	No	Yes	17.4% (23/132)	4	2019
Jiné stavy	8	Weekly (Stopped in March)	25.75	Michaela Sladka	No	Yes	No	0	4	2022
Brain We Are	178	Weekly (Tues)	93.55	BrainWeAreCZ	No	Yes	No	0	4	2018
Code of Life	59	Very Spiratic	53.7	CodeofLife	No	No	Yes	18.6% (11/59)	4	2020
My a pasti	10	Weekly (Friday) Not since July	35.9	StudioN	No	No	No	0	2	2022

Appendix I: Equipment Recommendations

       Equipment
1. Microphone
   a. XLR Samson Q2U ~ 2700 CZK for one
   b. A great option to start with. It is XLR and USB so it
   c. http://www.samsontech.com/samson/products/microphones/usb-microphones/q2u/
   d. Depending on where you buy the microphone from, it will come with a tripod stand so you don't necessarily need a larger one.
   e. It also usually has a microphone cover included so you don't need to buy a different pop filter. A pop filter increases sound quality as it reduces the popping sounds that can be caused by talking.
2. ATR2100 ~ 2200 CZK
   a. This microphone is similar to the previous one recommended.
   b. It also tends to include a tripod stand
   c. A pop filter is not included so I would suggest buying a flat double nylon mesh pop filter. I linked one below but there are plenty of other options. ~ 350 - 500 CZK
   d. https://www.muziker.cz/en/gator-frameworks-ri-popfilter?gclid=Cj0KCQjw--2aBhD5ARIsALiRlwDEJGbutkSKq3g83SrXz-rxSSDL5UBke1UvdLRlYh0-spkWAJ0RsQMaAiT7EALw_wcB
   e. https://www.audio-technica.com/en-us/atr2100-usb
3. Audio interface
   a. Behringer U-Phoria UMC404HD ~ 4090 CZK
4. Pop filter
   a. I would recommend buying a pop filter as it will increase the quality of your audio.
   b. https://www.muziker.cz/en/gator-frameworks-ri-popfilter?gclid=Cj0KCQjw--2aBhD5ARIsALiRlwDEJGbutkSKq3g83SrXz-rxSSDL5UBke1UvdLRlYh0-spkWAJ0RsQMaAiT7EALw_wcB
5. XLR Cables ~ 150 CZK
   a. This doesn't have to be a specific brand but it does need to be an XLR (female) to XLR (male) plug

Appendix J: Qualitative/Inductive Codes

COLOR CODES

Podcast Design
Advertising
Audience Engagement/Role of the Listener
Branding
Consistency
Credibility

Podcast Topic
Addiction
Capitalism
Environment
Finance
Lifestyle
Mental/Spiritual Health
Nutrition
Perceptions
Society

Doctor's Farmacy Coding Summary
● Advertising mentioned **3** times (¾ episodes)
● Audience Engagement mentioned **10** times (all 4 episodes)
● Branding mentioned **1** time (¼ episodes)
● Consistency mentioned **1** time (¼ episodes)
● Credibility mentioned **3** times (¾ episodes)
● Addiction **2**
● Capitalism **1**
● Environment **3**
● Finance **3**
● Lifestyle **1**
● Mental/Spiritual Health **8**
● Nutrition **1**
● Perceptions **1**
● Society **5**

On Health Coding Summary
● Advertising mentioned **4** times (⅘ episodes)
● Audience Engagement mentioned **23** times (all 5 episodes)
● Branding mentioned **10** times (all 5 episodes)
● Consistency mentioned **3** times (⅗ episodes)
● Credibility mentioned **5** times (⅖ episodes)
● Addiction **1**
● Capitalism **1**
● Environment **3**
● Finance **1**
● Lifestyle **3**

- Mental/Spiritual Health **5**
- Nutrition **2**
- Perceptions **7**
- Society **1**

Funk'tional Nutrition Coding Summary
- Advertising mentioned **1** time (¼ episodes)
- Audience Engagement mentioned **9** times (all 4 episodes)
- Branding mentioned **5** times (all 4 episodes)
- Consistency mentioned **3** times (¾ episodes)
- Credibility mentioned **0** times (no episodes)
- Addiction **0**
- Capitalism **0**
- Environment **0**
- Finance **2**
- Lifestyle **1**
- Mental/Spiritual Health **1**
- Nutrition **2**
- Perceptions **0**
- Society **0**