

PODCAST CASE STUDY

BY: HAFSA KABEER



PODCAST CASE STUDY INFO:

Podcast chosen: **HUBERMAN LAB BY SCICOMM MEDIA**

I chose this podcast because I am very interested in science, particularly biology and neuroscience. This podcast is hosted by Dr Andrew Huberman, a professor of neurobiology and ophthalmology at Stanford, and I decided that his credentials meant that he understood the topics he was talking about and I could get some valuable information from listening.

PODCAST HOOK:

- The credentials of the host are very promising and help assure me that he is providing accurate information.
- Discusses how our brain and its connections with the organs of our body control our perceptions, our behaviors, and our health.
- Suggests ways we can incorporate this knowledge in our lives to help us get the most out of our brains.

TARGET AUDIENCE

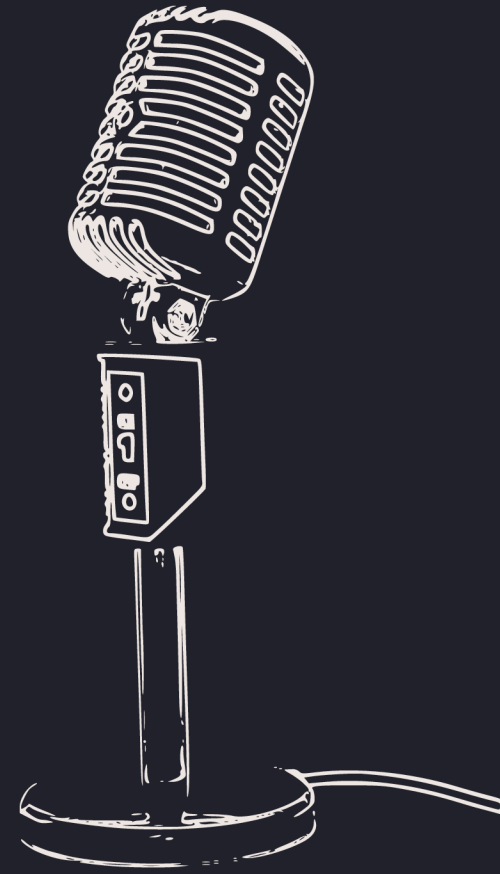
the target audience for this podcast includes anyone who is interested in neurology and neurobiology or people who are interested in optimising their lives using research from neuroscience.

COMPETING/RELEVANT PODCASTS

this podcast competes with many other science/neurology podcasts, some of the most popular ones being: Hidden Brain (by Shankar Vedantam), Deeply Human (by BBC & iheartpodcasts) and Mindset Neuroscience Podcast (by Stefanie Faye).

HOSTING & LISTENING INFORMATION

this podcast is hosted on 3 platforms: Youtube (videos are also linked on hubermanlab.com), Apple Podcasts and Spotify. **I used Spotify to listen to this podcast.**



Why this podcast?

What makes this podcast really stand out is the host. The host is definitely an expert in his field which really helps listeners trust the information he is providing. Especially considering the target audience consists of people who value reliable and accurate information. This podcast also leaves the listeners with tips and advice that they can implement into their own lives.

PODCAST EPISODE INFORMATION

EPISODE CHOSEN:

"Understanding and using dreams to learn and to forget" - **February 2021**, Duration: 1 hour 20 minutes.

EPISODE FORMAT

Solo/Monologue format.

EPISODE BREAKDOWN: SUMMARY

In this episode, Dr Huberman looks at the 2 main types of dreaming, the sleep cycle, paralysis and hallucinations, lucid dreams, the effects of drugs on our dreaming habits as well as trauma in relation to REM. The episode also includes advice on how to manage sleep and dreams for the listeners.



EPISODE BREAKDOWN **PLAY BY PLAY**

- INTRODUCTION TO HOST & PODCAST
- SPONSORSHIP MENTIONS
- EPISODE OVERVIEW + INTRO
- PERSONAL STORY RELATED TO TOPIC
- SCIENTIFIC BREAKDOWN OF TOPIC
- MAIN DISCUSSION
- TOOLS FOR LISTENERS (EMRD)
- CORRECTIONS
- CLOSING REMARKS

SELF ASSESSMENT QUESTIONS PT. 1

WHAT IS YOUR PERSONAL HISTORY WITH PODCASTS?

I have tried to listen to some podcasts before but it is never something that really stuck. I am a very visual person and usually prefer to have visual stimuli along with any audio I listen to. So rather than listening to podcasts, I prefer videos and if I have to listen to just audio, I prefer music since I don't have to pay close attention to enjoy it. I just find it harder to focus on the information if there are no visual aids because I get distracted easily.

EXPLAIN HOW YOU LOCATED A PODCAST TO LISTEN TO AND ANALYZE FOR THIS ASSIGNMENT.

I used Spotify to locate my podcast. I browsed through the Spotify podcasts and selected the science category. Then I looked through the different podcasts under that category until I found one that piqued my interest.



SELF ASSESSMENT QUESTIONS PT. 2

EXPLAIN YOUR PROCESS OF LISTENING TO AND ANALYZING THE CHOSEN PODCAST

When listening to the podcast, I had a notepad with me to document 2 things.

- The play-by-play breakdown of the format of the podcast
- Any main points that I found particularly interesting

WHAT DIFFICULTIES DID YOU RUN INTO WITH THIS ASSIGNMENT, AND HOW WOULD YOU DO IT DIFFERENTLY NEXT TIME?

Personally, I didn't really face many difficulties during this assignment. The instructions were very straight forward and the presentation template was extremely helpful. I enjoyed looking at all the different podcasts out there and even found it a little hard to select one since so many looked interesting. This particular episode was a little long, especially for my audio attention span so next time I would probably pick a shorter episode.

