Spirituality Podcast viewing habits among young adults

Dr. Jolly Jose, Vanshika Arora
Associate Professor, Student
Amity University, Noida

Abstract

The objective of the paper is to study the Spirituality Podcast viewing habits among young adults. Quantitative research methodology was adopted for the study in which survey method was used. A total sample size of 180 participants of age group 15-29 years including both male and female were recruited for the study. The participants were further classified based on their educational background, including those who are not working, early working professionals, college students, and school students. The sampling technique used was stratified sampling method. A questionnaire was developed and circulated to inquire about spirituality podcast viewing habits and its effects. Findings reveal a significant engagement with spirituality podcasts, with over 71% of respondents listening at least once a week, predominantly through platforms like YouTube and Spotify. The majority of listeners prefer shorter durations of podcasts, with personal growth and self-discovery cited as the primary motivation. While over half of the respondents have integrated teachings from these podcasts into their daily lives, impacts on academic/work performance are perceived as minimal by most. However, a notable proportion credits spirituality podcasts with fostering deeper connections and empathy in relationships, albeit with mixed effects observed.

Keywords: Spirituality, Podcast, stratified sampling, quantitative research, survey, viewing habits ,

Introduction

Spirituality, focuses on the non-physical aspects of existence. It refers to "of, relating to, or affecting the spirit or soul as distinguished from the physical or material" (Merriam-Webster, 15th century). Spirituality is a personal experience and can look different for everyone. It involves a feeling of being connected to something bigger than oneself and a search for meaning in life (Pew Research Center, 2023). Spirituality entails a perception of something bigger than ourselves, that life is more than simply our physical existence (Maya Spencer,2012). The essence of spirituality is in discovering purpose and meaning within the greater scheme of the cosmos. A spiritual guide highlights the significance of being aware of the current moment as a means of waking spiritually. In order to engage with a more profound sense of being, the author helps readers transcend ideas and fears (Eckhart Tolle, 1997)). Spirituality is the quest of human growth and potential at the top which examines how peak experiences—that is, profoundly fulfilling moments—can play a major role in a person's spiritual life (Abraham Maslow, 1943). A Buddhist monk in his book "Peace Is Every Step" provides helpful advice on incorporating mindfulness exercises into everyday life to promote serenity and spiritual connection. (Thich Nhat Hanh, 1992).

Young people are increasingly turning to spirituality for direction and support in a world full of social media demands, academic challenges, and a quickly changing environment (Twenge, 2017). Despite its diversity, the term "spirituality" usually connotes a quest for purpose, a sense of the sublime, and a connection to something more than oneself (Miller & Thoresen, 2003). Youth navigating teenage years, a period of major identity discovery, can relate to this emphasis on the inner life and the search for meaning (Damon, 2008). For young people dealing with issues like social media anxiety, spiritual activities like meditation can also provide skills for stress management and mental health promotion (Hendriks et al., 2017). Furthermore, religious and spiritual groups may help people feel supported and like they belong, which promotes interpersonal relationships and common ideals (Wink & Dillon, 2002). Young individuals who experience these advantages may see improvements in their mental health, a stronger moral compass, and a deeper sense of meaning and purpose in life (Cotton et al., 2005). It's critical to keep in mind that there is no one "right" approach to practice spirituality; rather, it is a personal journey (King & Boyatzis, 2015). It doesn't have to be religious, and some young people might not find solace in formal traditions. But for a lot of people, spirituality is a strong tool for development and well-being in a confusing environment.

Several factors coalesce to render spirituality podcasts captivating for college students. First, they provide a readily accessible platform for exploring spiritual themes (Stavrositu & Sundar, 2012). Unlike traditional institutions, with their inherent structures and doctrines, podcasts offer flexibility and anonymity (Van Orden et al., 2019). Students can access diverse content on-demand, seamlessly integrating it into their hectic schedules and tailoring their spiritual exploration to individual needs and preferences (Ytre-Arne & Ommundsen, 2017). This autonomy empowers them to forge their own spiritual paths, unburdened by external pressures or rigid frameworks (Murray et al., 2020).

Moreover, podcasts on spirituality appeal to the natural curiosity and openness that define early adulthood (Arnett, 2000). College students actively examine and reshape their ideas, values, and purpose as they traverse an existential crossroads (Schwartz & Petrova, 2019). Podcasts about spirituality provide a platform for examining many viewpoints on life's big issues, encouraging reflection and critical thought (Amaro, 2019). They provide a secure environment for addressing existential fears, overcoming obstacles in one's life, and looking for direction in the face of life's uncertainty (Hodgson & Weir, 2017). Young listeners are drawn to podcasts because of their conversational style, which creates a feeling of closeness and immediateness (McKenna & Bargh, 1998). A sense of community and connection is fostered by the hosts' and guests' genuine voices, personal tales, and lively conversations (Bauer et al., 2012). Students who might feel alone or unsupported in their spiritual quest inside their personal social groups or established religious frameworks may find this especially enticing (Rojas et al., 2020). Podcasts fill this need by providing a feeling of community and a common experience among like-minded individuals starting similar self-discovery journeys.

The emergence of spirituality podcasts is especially noteworthy in the context of India, a country rich in traditional spiritual practices (Mishra & Panda, 2017). Even though India has a wide variety of long-standing religious institutions and customs, young people looking for spiritual fulfillment have particular difficulties in this quickly modernizing country (Sharma, 2019). The emphasis on academic and professional achievement, rapid urbanization, and exposure to Western ideology can lead to a disconnection from ancient spiritual traditions (Thapar, 2018). In this sense, spirituality podcasts provide a link between traditional knowledge and modern reality (Das, 2020). They give students easily accessible opportunities to connect with their cultural history, investigate spirituality in non-denominational contexts, and make sense of their spiritual views in light of contemporary living (Kapoor, 2016).

Despite the burgeoning popularity of spirituality podcasts among college students in India, research in this area remains nascent. While studies have explored general podcast listening habits, few have delved specifically into the consumption of spirituality podcasts, particularly among young adults in India. This

paucity of research creates a critical knowledge gap, hindering our understanding of how this medium shapes the spiritual perspectives and practices of a generation poised to shape India's future.

Sadhguru[i] is an Indian author, yogi and spiritual guide who is also referred to as Jagadish Vasudev. A wide range of subjects are covered in his podcast, such as societal concerns, yoga, meditation, inner engineering, spirituality, and self-realization. Sadhguru frequently delivers deep, perceptive lectures that are laced with comedy and advice. Sadhguru's YouTube channel has millions of followers and billions of views throughout its videos, drawing viewers from all over the world who are interested in spirituality, yoga, and self-improvement. His lessons have inspired his audience to live more meaningful, happy, and mindful lives, and they have had a significant influence on them. Numerous participants have shared stories of life-changing encounters, enhanced mental and physical health, and a stronger sense of self and the wider world.

The podcasts of Gaur Gopal Das[ii], a former engineer at Hewlett-Packard who is now a monk, spiritual leader, and motivational speaker, is centred on relationships, leadership, mindfulness, and practical spirituality. Gaur Gopal Das uses relatability, simplicity, and clarity in his message delivery to make old knowledge understandable to a contemporary audience. His YouTube channel has millions of followers and views, and his podcasts are well-liked by a wide range of people, including couples, professionals, students, and anybody looking for advice on how to face life's obstacles with compassion and knowledge.

Deepak Chopra[iii], a well-known author, lecturer, and supporter of integrative medicine and spirituality, has a YouTube channel called The Chopra Well. The channel features talks, interviews, and lectures by authorities in the domains of health, wellness, awareness, meditation, and personal development in addition to Deepak Chopra. The Chopra Well's podcasts, which have millions of viewers and subscribers, provide a plethora of information and motivation for spiritual awakening, self-healing, and holistic living. Listeners are empowered to embrace mind-body-spirit integration, practice mindfulness, and access the limitless potential of their consciousness for individual and collective transformation by means of Deepak Chopra's teachings and other thought leaders' contributions.

Sri Sri Ravi Shankar[iv] established the Art of Living Foundation, a global nonprofit organization devoted to advancing wellbeing, pleasure, and peace. Talks, guided meditations, yoga sessions, and spiritual discourses by Sri Sri Ravi Shankar and other instructors associated with the organization may be found on its YouTube page. The Art of Living's podcasts, which have millions of views and subscribers, have helped many people manage stress, enhance mental health, find inner peace, and live more fulfilled lives. Numerous listeners have been motivated to donate to social issues and community development projects by the organization's humanitarian endeavors and service-oriented approach. (give more synthesis)

Therefore, this research project aims to illuminate this uncharted territory by investigating the spirituality podcast consumption habits of young adults in India. Through a comprehensive and nuanced study, it seek to address the following research questions:

1. What motivates Indian youth to listen to spirituality podcasts?

2. What types of spirituality podcasts resonate with youth?

3. Does listening to Spiritual podcast habits vary across demographic factors such as gender, location, and religious background?

4. What are the perceived benefits and challenges of listening to spirituality podcasts among young adults?

5. How do listening to spirituality podcasts influence the spiritual beliefs and practices of Indian college students?

Aim & objectives of the study

The Aim of the study is to explore the Spirituality podcast viewing habit of university students and its influence on them.

Objectives: -

1. To determine the frequency, duration, and preferred platforms of spirituality podcast consumption among college students.
2. To identify various spiritual contents preferred by the youth and their motivation to listen to spiritual podcasts.
3. To Assess the perceived impact of spirituality podcast consumption on various dimensions of college students' well-being such as mental health, personal development, spiritual wellbeing, and overall satisfaction with life
4. To explore the challenges faced by youth in navigating the digital religious landscape.

Review of Literature

Health and Spirituality

A study by Deb and Sun (2020) among Indian university students' mental health and spirituality, socioeconomic position, religious background, and social support found that in meaning-seeking, religiosity, mystical experience, and interpersonal connection female students surpassed male students in all areas of spirituality. Stronger social support from peers, instructors, and family was associated with higher levels of spirituality. Lower spirituality ratings were linked to Hinduism and lower family income. Stronger social support from peers, instructors, and family was associated with higher levels of spirituality. The two dimensions of spiritual belief and feeling of purpose/connection, as well as improved mental health, were found to have strong positive relationships with total spirituality.

A connection between spirituality and health in college students was found, revealing that students with stronger spiritual beliefs and practices reported better mental health, less substance use, higher academic achievement, and greater life satisfaction. Interestingly, each aspect demonstrated unique associations with health outcomes, suggesting that spiritual well-being could enhance health by providing coping skills, social support, purpose, and self-control. This remains a cornerstone in understanding how spiritual well-being can positively impact the health and academic success of young adults in college (Astin, Sherman, and Tredway, 1993).

Different spiritual practices such as meditation, prayer, mindfulness, religious attendance, and connecting with nature are all linked to positive outcomes like reduced stress, improved mood, and better sleep. These practices increase self-awareness, emotional control, and social connection. Spiritual practices can be a valuable tool for promoting well-being among college students and highlights the need for further exploration in this area (O'Neill et al., 2017).

Spiritual Podcasts as a Source of Support for Substance Abuse Recovery, examine the role of such podcasts in providing support and guidance for individuals recovering from substance abuse disorders. It explored the multifaceted ways in which spiritual podcasts contribute to emotional support, guidance, and a sense of community for those on the path to recovery. By examining specific content features that listeners found beneficial, the research highlighted the potential of spiritual podcasts as valuable resources within the broader context of substance abuse recovery (Gutierrez & Smith, 2022).

The significance of spirituality in the lives of college students and a comprehensive examination of the experiences of individuals recovering from substance abuse, aimed to understand the potential benefits of incorporating spiritual elements into recovery processes. This contributes to the understanding of the intersection between spirituality and mental health, offering valuable insights for both academic inquiry and

practical applications within the realm of addiction recovery (Ziapour, Khatony, Jafari, and Kianipour, 2017).

Spirituality: seeking meaning and purpose

A strong link is found between having a sense of meaning in life, regardless of its source (religious or not), and being more engaged and satisfied with learning. This identified different aspects of meaning-making, such as actively searching for meaning, having a purpose, or experiencing a crisis of meaning, and how each relates to student engagement in unique ways. It highlights the importance of meaning-making, both internal (purpose) and external (religion/spirituality), in fostering a positive learning experience for students (Lopez-Sanchez et al, 2022).

The development of college students' spiritual quests over four years revealed that approximately 40% of students engaged persistently in seeking meaning and purpose. The intensity of these quests varied individually, showcasing the diverse nature of spiritual journeys. Those actively pursuing meaning reported lower levels of anxiety and depression, coupled with higher life satisfaction. This underscores the significance of providing support to college students as they grapple with existential inquiries and pursue meaning during this pivotal phase of life (Worthington et al., 2007).

The psychology of podcast listening, aiming to uncover the motivations, preferences, and attention patterns revealed that informational and personal growth motives positively predict engagement, contrary to social motives. The need to belong showed a negative correlation with podcast listening, suggesting individualistic motivations at play. Relationships between various aspects of podcast listening, such as parasocial relationships and social engagement, and positive outcomes were found. Personality traits, notably neuroticism, were found to influence podcast consumption patterns. (Peters, O'Toole & Henderson, 2020).

Media and Spirituality

Millennials' podcast listening habits and preferences, aiming to explore this generation's relationship with digital media indicate a growing trend in podcast consumption among Millennials, with opportunities for further expansion, particularly among non-listeners. The exposure to podcasts during childhood correlated with increased consumption in adulthood, suggesting a potential influence of early exposure on future habits. A potential association between higher household incomes and children's podcast engagement was identified (Zhao & Tang, 2019).

O'Brien and Walton (2020) conducted a study on Spiritual Audio Storytelling: Emerging Forms of Narrative Religious Communication in Podcasts, revealed diverse storytelling forms, highlighting the unique potential of audio storytelling to foster intimacy, authenticity, and community building within the realm of spiritual exploration (O'Brien and Walton, 2020).

"Spiritual Podcast Recommendations: A Framework for Curating Content and Cultivating Meaningful Listening Experiences" offers a qualitative exploration into the experiences of 15 active spiritual podcast listeners, with the goal of developing a framework for curating and recommending spiritual podcasts. It unveiled a four-dimensional curation framework covering personal goals, content categories, podcast characteristics, and listening practices. Motivations for podcast listening ranged from seeking guidance to fostering community connection, with reported benefits including personal growth, enhanced mindfulness, and a strengthened sense of purpose (W.A. Kelly, 2020).

A study exploring how young people aged 18-29 search for and engage with spiritual content online reveals a diverse digital landscape comprising social media platforms, dedicated websites, and podcasts. Motivations for online spiritual engagement include exploration, community connection, and personal growth, while challenges encompass information overload and encountering online toxicity. Participants reported benefits such as greater accessibility, increased awareness, and a strengthened sense of community (A.L. Davidson & J.S. Briggs, 2021).

Religion and Spirituality

The discourse of religion and spirituality in podcasting across various cultures reveal that podcasts serve as a platform for diverse religious and spiritual voices globally, enabling creative exploration and interpretation of religious and spiritual texts. Additionally, podcasts facilitate interfaith dialogue and foster understanding among different religious traditions (O'Brien and Walton, 2020)

The Rise of Religious Podcasts and Their Role in the Contemporary Religious Landscape" The review unveils significant growth in religious podcasts catering to diverse faith traditions and interests. Motivations for podcast consumption include seeking guidance, exploring perspectives, and engaging with a sense of community. The impact on communities is noted for its potential to both strengthen and fragment religious groups, while individual faith practices benefit from personalized support and access to spiritual resources (Heiss & Mills, 2019).

The relationship between religious media consumption and participation among young adults aged 18-29 indicate a positive correlation between media use and traditional participation across various denominations and age groups, with stronger effects observed for females. It suggests that religious media use complements rather than substitutes traditional participation, potentially broadening access to spiritual resources for young adults. Limitations include reliance on survey data and a call for further research to delve into specific mechanisms of influence (M.H. Denton & P.L. Sherkat, 2019).

In 2016, Croucher and Sommier undertook a meticulous content analysis of communication journals, focusing on the discourses surrounding "religion" and "spirituality." Through a thorough examination of scholarly articles published between 2002 and 2012, the authors identified recurring themes and trends related to these concepts. The analysis delved into how scholars in the field framed discussions around religion and spirituality, shedding light on the evolving academic perspectives and language used within communication literature. This work serves as a valuable resource for scholars, educators, and researchers seeking to navigate the complex intersection of communication, religion, and spirituality (Croucher & Sommier, 2016).

The landscape of religious podcasts, as documented in the Journal of Media and Religion shed light on the diverse motivations driving individuals to engage with religious podcasts. The findings contributed significantly to understanding the ways in which this emerging form of religious communication influences religious communities and individual faith practices in the contemporary digital landscape (Heiss & Mills, 2019).

The emerging forms of narrative religious communication in podcasts, as published in the Journal of Communication and Religion offered insights into the unique features and characteristics of spiritual audio storytelling, illuminating the ways in which this form of communication engages with diverse audiences. By focusing on the content and structure of religious narratives within podcasts, it focuses on our understanding of the intersection between digital media and spiritual storytelling (O'Brien & Walton, 2020).

Challenges

Challenges like self-reporting bias investigate the long-term effects of spiritual practices like meditation, prayer, mindfulness, religious attendance, and connecting with nature on students from diverse backgrounds. Spiritual practices can be a valuable tool for promoting well-being among college students and highlights the need for further exploration in this area. (O'Neill et al., 2017).

The potential downsides of the podcast boom focuses on the commodification of attention and its implications for information overload, echo chambers, and the future of creative freedom in podcasting. It highlight concerns such as information overload, echo chambers, and commercialization. It argues that these trends could limit the potential of podcasts as a democratizing force for information and storytelling. However, weaknesses include the potential underestimation of positive aspects of podcasts and their ability

to foster community, learning, and engagement, as well as a reliance on specific examples that might not fully capture the diverse realities of the podcasting landscape (Keen, 2024).

The challenges such as the commercialization of spirituality and the necessity for critical perspectives have emerged in the past few years (O'Brien and Walton, 2020).

Method

Research design

The research design used for this study is quantitative, utilizing survey-based data collection methods. This approach allows for the systematic analysis of participants' responses and enables statistical analysis to identify patterns and trends.

Sampling

Through Stratified sampling method a total of 180 participants were chosen including 84 males and 96 females (15-18 years old = 49, 19-23 years old = 78, 23-29 years old = 54). Respondents are recruited through online platforms, social media channels, and academic institutions. Recruitment messages were disseminated inviting individuals to voluntarily participate in the study. Informed consent was obtained from all participants prior to their involvement in the research. Demographic information collected includes age, gender, educational status, and occupation to understand the sample composition.

Measures

A structured questionnaire was developed to collect data on participants' engagement with spirituality podcasts and their perceived influence on various aspects of their lives. The questionnaire's reliability and validity were ensured through pre-testing and pilot studies.

Key variables include frequency of podcast consumption, duration of listening sessions, preferred platforms, reasons for listening, and perceived impact on relationships, academics/work, and personal growth.

Participants were asked to complete the online questionnaire, providing responses to multiple-choice and open-ended questions. Data collection is conducted anonymously to encourage honest responses and ensure participant confidentiality.

 Qualitative data from open-ended questions are analyzed using thematic analysis to identify recurring themes and patterns. Ethical principles including informed consent, confidentiality, and voluntary participation are strictly adhered to throughout the research process. Measures are taken to ensure participant anonymity and data protection, with data being stored securely and accessed only by authorized researchers.

Theory of Application

The Uses and Gratifications Theory serves as a pertinent framework for understanding the dynamics of media consumption, particularly in the context of emerging media forms such as podcasts. This theory holds particular relevance to the research paper on spirituality podcast viewing habits among young adults due to its focus on the active role of audiences in selecting and engaging with media content to fulfill specific needs and desires. At its core, the Uses and Gratifications Theory posits that individuals are not passive recipients of media messages but rather active agents who purposefully seek out media to satisfy various psychological, social, and cultural needs. By examining why individuals choose to consume particular media content and the gratifications they derive from it, this theory provides valuable insights into the underlying motivations, preferences, and behaviors of media audiences. In the context of spirituality podcast consumption among young adults, the Uses and Gratifications Theory offers a lens through which to explore why this demographic engages with such content and what benefits they perceive from doing so. By analyzing the motivations driving young adults to listen to spirituality podcasts and the gratifications they

derive from this activity, researchers can gain a deeper understanding of the role of podcasts in fulfilling spiritual, emotional, and social needs among this demographic.

1. Motivations for Spirituality Podcast Consumption:

Understanding the motivations behind young adults' consumption of spirituality podcasts is essential for comprehensively analyzing their viewing habits. Possible motivations may include:

- Search for Meaning and Purpose: Young adults may turn to spirituality podcasts as a means of exploring existential questions, seeking guidance on life decisions, or finding deeper meaning and purpose in their lives.
- Social Connection and Belonging: Spirituality podcasts can serve as virtual communities where young adults with similar beliefs or interests can connect, share experiences, and find a sense of belonging.
- Emotional Support and Comfort: In times of stress, emotional distress, or uncertainty, young adults may seek solace, comfort, and emotional support through spirituality podcasts, which offer messages of hope, inspiration, and inner peace.
- Interest in Personal Growth and Development: Spirituality podcasts often provide insights, teachings, and practices for personal growth, self-improvement, and spiritual development, attracting young adults who are interested in enhancing their well-being and self-awareness.

2. Gratifications Derived from Spirituality Podcast Consumption:

- Examining the gratifications that young adults derive from consuming spirituality podcasts offers valuable insights into the psychological, emotional, and social rewards of this media consumption. These gratifications may include:
- Emotional Gratification: Spirituality podcasts can evoke a wide range of emotions, including joy, gratitude, awe, and peace, providing emotional fulfillment and catharsis for young adult listeners.
- Intellectual Stimulation: Young adults may engage with spirituality podcasts to stimulate their intellect, expand their understanding of spiritual concepts, and deepen their philosophical insights, satisfying their intellectual curiosity and thirst for knowledge.
- Social Interaction and Connection: Spirituality podcasts facilitate social interaction and connection among young adults by creating virtual communities where listeners can engage in discussions, share insights, and build relationships with like-minded individuals.
- Self-Expression and Identity Reinforcement: Consuming spirituality podcasts allows young adults to express their spiritual beliefs, values, and identities, reinforcing their sense of self and belonging within a broader spiritual community.

3. Effects of Spirituality Podcast Consumption:

- Investigating the effects of spirituality podcast consumption on young adults sheds light on the potential outcomes and impacts of engaging with this form of media. These effects may include:
- Increased Spiritual Awareness and Growth: Regular consumption of spirituality podcasts may lead to heightened spiritual awareness, insight, and growth among young adults, deepening their understanding of spiritual principles, values, and experiences.
- Behavioral Changes and Adaptations: Spirituality podcasts can inspire young adults to adopt new behaviors, habits, or practices that align with their spiritual beliefs and values, such as mindfulness meditation, compassionate action, or ethical decision-making.

- Enhanced Psychological Well-being: Listening to spirituality podcasts may contribute to young adults' psychological well-being by promoting mental health, emotional resilience, and stress reduction, fostering a sense of inner peace, contentment, and fulfillment.
- Social Influence and Community Engagement: Young adults may be influenced by the content and messages conveyed in spirituality podcasts, leading to shifts in attitudes, beliefs, and behaviors, as well as increased engagement with their social networks and communities.

Data Presentation

1. Demographic data

Table 1.1

Gender	Responses
Male	84 = 46.7%
Female	96 = 53.3%

A total of 180 participants were utilized for this research. A survey was conducted using a questionnaire. Among the 180 participants, 84 men and 96 women provided replies, respectively

Table 1.2

Age	Responses
15- 18 years	49 = 27.2 %
19-23 years	78 = 43.3%
23-29 years	54 30%

For young adults the following age range was used: 15-18 years – 49 responses, 19-23 – 78 responses, 23-29 – 53 responses

2. Education

Table 2

Education	Responses
School Students	38 = 21.1%
College students	75 = 41.7%
Early Working Professionals	65 = 36.1%
Not working	7 = 3.9%

The participants were further classified based on their educational background, including those who were not working, early working professionals, college students, and school students.

3. Frequency of podcast listening / viewing.
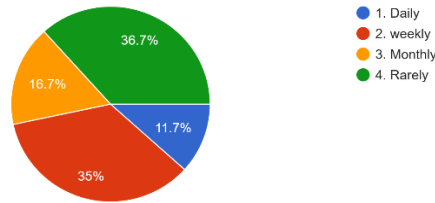
A significant finding suggested high engagement with podcasts, with over 71.7% (36.7% daily + 35% weekly) reporting listening at least once a week. This indicates that podcasts are a well-integrated form of audio entertainment for a substantial portion of this group.

• Daily Listeners (36.7%): This is the largest group, suggesting podcasts are a cornerstone of their routine. Daily listening points to a high level of interest and a preference for podcasts as a primary audio/ video source.

• Weekly Listeners (35%): This sizable group enjoys podcasts regularly, but not necessarily every day.

• Monthly Listeners (16.7%): This group engages with podcasts, but at a less frequent pace. They might be selective listeners, subscribing to a smaller number of shows and catching up on new episodes monthly. Alternatively, their listening habits could be more sporadic, depending on time availability or content discovery.

• Rare Listeners (11.7%): This is the smallest group, indicating podcasts are not a regular part of their media consumption. They might listen occasionally when recommendations pique their interest, but overall engagement is low.

### 4. Average podcast listening / viewing time in one sitting
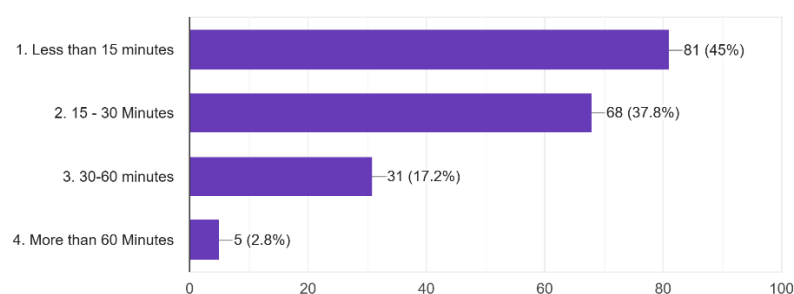
The survey results show that the most popular listening duration is less than 15 minutes, with 45% of respondents (81 out of 180) selecting that option.

The second most popular listening duration is 15-30 minutes, with 37.8% of respondents (68 out of 180) selecting that option.

Significantly fewer respondents listened to podcasts for 30-60 minutes (17.2% or 31 out of 180)

and more than 60 minutes (2.8% or 5 out of 180).

In conclusion, the survey results suggest that most people who listen to spirituality podcasts tend to listen for short durations, with less than half listening for more than 15 minutes at a time.

5. Preferred streaming platforms
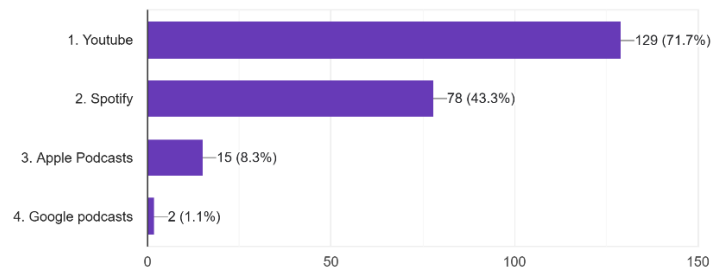
The survey results show that the most popular platform for listening to/watching podcasts is YouTube, with 71.7% of respondents (129 out of 180) selecting it. The second most popular platform is Spotify, with 43.3% of respondents (78 out of 180) selecting it. Apple Podcasts is the third most popular choice, with 8.3% of respondents (15 out of 180) selecting it, followed by Google Podcasts, which was the least popular platform selected by only 1.1% of respondents (2 out of 180).

In conclusion, the survey results suggest that YouTube is the most popular streaming platform for listening to/watching podcasts, with almost three-quarters of respondents selecting it. Spotify is the second most popular choice, but with a significantly lower.

6. Spiritual podcast listening
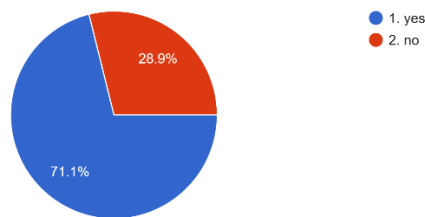
The survey results show that 71.1% of respondents (129 out of 180) said yes, they listen to podcasts related to spirituality. The remaining 28.9% of respondents (51 out of 180) said no, they don't listen to spirituality podcasts.

In conclusion, the survey results suggest that a minority of respondents listen to podcasts related to spirituality, with less than a third reporting that they do.

7. Familiarity with spiritual podcasts

The survey results show that the most popular way to discover spirituality podcasts is through social media, with 36.3% of respondents (65 out of 179) selecting that option. Nearly as many respondents discovered podcasts through random browsing on podcast platforms (43% or 77 out of 179). Friends are the third most popular discovery method, with 25.7% of respondents (46 out of 179) selecting that option. Family is the least popular discovery method, with only 15.1% of respondents (27 out of 179) selecting that option.

In conclusion, the survey results suggest that social media and random browsing on podcast platforms are the two most popular ways for people to discover spirituality podcasts. Friends are a somewhat popular discovery method, while family is the least popular.

8. Reason for listening spiritual podcasts
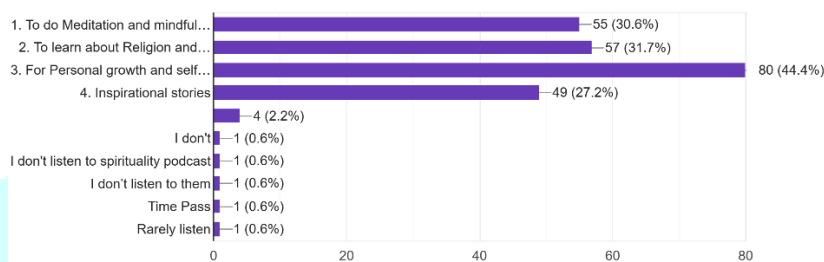
The survey results show that the most popular reason for listening to spirituality podcasts is for personal growth and self-discovery, with 44.4% of respondents (80 out of 180) selecting that option. The second most popular reason is to learn about religion and spirituality in general, with 31.7% of respondents (57 out of 180) selecting that option. Meditation and mindfulness practices are the reason for listening for 30.6% of respondents (55 out of 180). Inspirational stories are a reason for listening for 27.2% of respondents (49 out of 180). The remaining categories include "Rarely listen" (2.2% or 4 out of 180), "I don't listen to spirituality podcasts" (0.6% or 1 out of 180), and "Time Pass" (0.6% or 1 out of 180).

In conclusion, the survey results suggest that people listen to spirituality podcasts for a variety of reasons, with personal growth and self-discovery being the most popular reason. Learning about religion and spirituality, meditation and mindfulness practices, and listening to inspirational stories are also common reasons for listening.

## 9. Type of podcasts found most engaging
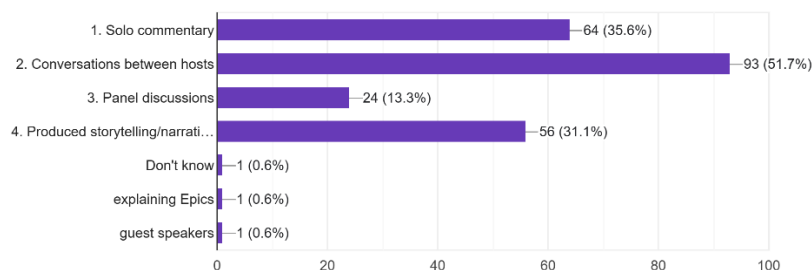
The survey results show that conversations between hosts is the most popular type of podcast program, with 51.7% of respondents (93 out of 180) selecting that option. The second most popular type of program is produced storytelling/narrative podcasts, with 31.1% of respondents (56 out of 180) selecting that option. Solo commentary is the third most popular selection, with 35.6% of respondents (64 out of 180) selecting that option. Panel discussions are the fourth most popular selection, with 13.3% of respondents (24 out of

180) selecting that option. Guest speakers are a less popular selection, with only 0.6% of respondents (1 out of 180) selecting that option. Even fewer respondents selected "Don't know" (0.6% or 1 out of 180) and "Explaining epics" (0.6% or 1 out of 180).

In conclusion, the survey results suggest that conversations between hosts and produced storytelling/narrative podcasts are the two most engaging types of podcast programs. Solo commentary and panel discussions are also relatively popular, while guest speakers, "I don't know" and "Explaining epics" are less popular selections.

10. Applications in daily life

10.1 Implementation of podcasts in daily life
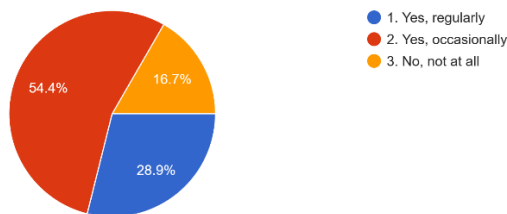
The survey results show that 54.4% of respondents (98 out of 180) said yes, they have implemented teachings from spirituality podcasts into their daily lives, with 18.9% (34 out of 180) reporting they do so regularly and 35.6% (64 out of 180) reporting they do so occasionally. The remaining 45.6% of respondents (82 out of 180) said no, they have not implemented teachings from spirituality podcasts into their daily lives.

In conclusion, the survey results suggest that over half of the respondents have implemented teachings from spirituality podcasts into their daily lives, with a nearly even split between those who do so regularly and those who do so occasionally.

10.2 influence of spiritual podcasts on communication patterns
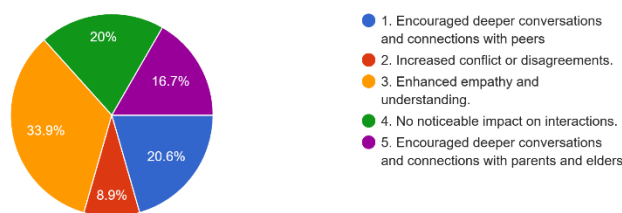
The largest slice in the pie chart of the survey, labeled "Encouraged deeper conversations and connections with peers" accounts for 20% of respondents (36 out of 180). The slice labeled "No noticeable impact on interactions" is the second largest slice, accounting for 33.9% of respondents (61 out of 180). The third largest slice, labeled "Enhanced empathy and understanding" accounts for 16.7% of respondents (30 out of 180). The two smallest slices are labeled "Increased conflict or disagreements" (8.9% or 16 out of 180) and "Encouraged deeper conversations and connections with parents and elders" (20.6% or 37 out of 180).

In conclusion, the survey results suggest that spirituality podcasts have a mixed influence on interactions and communication with others. The most common influence is that there is no noticeable impact. However, some respondents reported either more positive or negative effects. Positive effects include deeper conversations and connections with both peers and parents/elders, and enhanced empathy and understanding. Negative effects include increased conflict or disagreements.

10.3 Changes in relationships as a result of engaging with spiritual podcasts
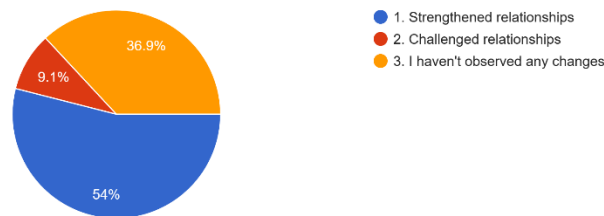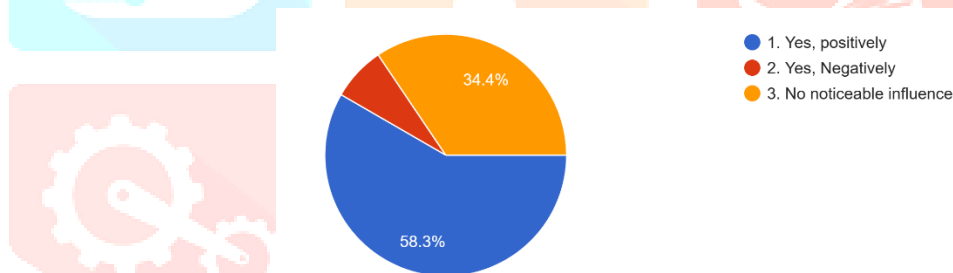

The pie chart is divided into three slices labeled: "Strengthened relationships", "Challenged relationships", and "I haven't observed any changes."

•   The largest slice, labeled "I haven't observed any changes", accounts for 54% of respondents (95 out of 176).

•   The slice labeled "Strengthened relationships" is the second largest slice, accounting for 36.9% of respondents (65 out of 176).

•   The smallest slice, labeled "Challenged relationships", accounts for 9.1% of respondents (16 out of 176).

In conclusion, the survey results suggest that for most people, listening to spirituality podcasts does not lead to any changes in their relationships with friends, family or peers. However, a significant minority reported either strengthened relationships or challenged relationships.

*10.4 Change in Family dynamics due to spiritual podcast listening*

The pie chart is divided into three slices labeled: "Yes, positively", "Yes, negatively", and "No noticeable influence".

•   The largest slice, labeled "No noticeable influence", accounts for 58.3% of respondents (105 out of 180).

•   The slice labeled "Yes, positively" is the second largest slice, accounting for 34.4% of respondents (62 out of 180).

•   The smallest slice, labeled "Yes, negatively", accounts for 7.2% of respondents (13 out of 180).

In conclusion, the survey results suggest that for most people, listening to spirituality podcasts does not have a noticeable influence on family dynamics or discussions within families. However, a significant minority reported either positive or negative influences. Positive influences are more than four times more common than negative influences.

10.5 Strengthened social connections or friendships as a result of spiritual podcast listening
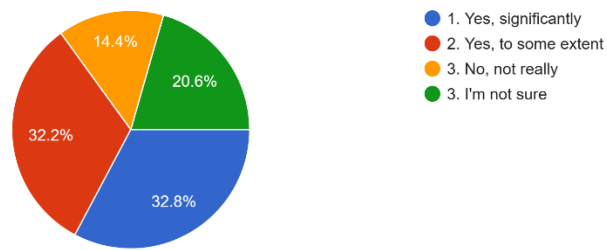
Out of the four answer choices, the highest percentage (32.8%) fell under "3. I'm not sure". The second highest response (32.2%) belonged to "2. Yes, to some extent". Fewer respondents indicated that spirituality podcasts had a significant impact on their social connections, with 14.4% choosing "1. Yes, significantly". The least popular answer choice was "No, not really", which only 20.6% of respondents selected.

Overall, the survey results suggest that listening to spirituality podcasts may have a moderate influence on friendships and social connections, but a significant portion of the respondents were unsure about the podcasts' impact.

10.6 Influence of academic performance
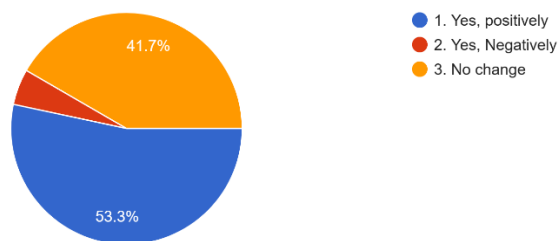
The bar graph is divided into three sections: "Yes, positively", "Yes, negatively", and "No change".

• The largest slice, labeled "No change", accounts for 53.3% of respondents (96 out of 180). This suggests that over half of the respondents believe that listening to spirituality podcasts has not impacted their academic performance.

• The slice labeled "Yes, positively" is the second largest slice, accounting for 41.7% of respondents (75 out of 180). This indicates that a significant minority of respondents believe that listening to spirituality podcasts has had a positive influence on their academic performance.

• The smallest slice, labeled "Yes, negatively", accounts for 5% of respondents (9 out of 180). This suggests that a small minority of respondents believe that listening to spirituality podcasts has had a negative influence on their academic performance.

In conclusion, the survey results suggest that most people believe that listening to spirituality podcasts does not influence their academic performance. However, a significant minority reported either positive or negative influences. Positive influences are more than eight times more common than negative influences.

*10.7 Integration of spiritual concepts in academic work*
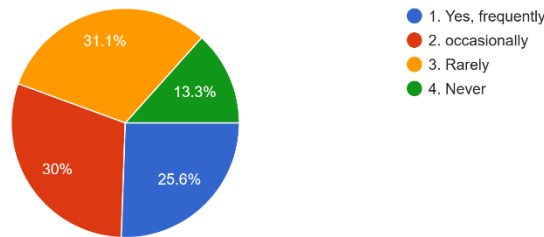
The bar graph displays four answer choices: "Yes, frequently", "Occasionally", "Rarely", and "Never".

•   The most frequent response is "Never" with 30% of respondents (54 out of 180) selecting this option.

•   Following that is "Rarely" at 13.3% (24 out of 180).

•   Occasional integration is reported by 31.1% of respondents (56 out of 180).

•   The least frequent response is "Yes, frequently" with 25.6% of respondents (46 out of 180) selecting this option.

In conclusion, the survey results suggest that a minority of respondents integrate concepts or lessons from spirituality podcasts into their academic work. The most common practice is to never integrate them, while a somewhat frequent practice is to do so occasionally. A smaller but significant minority reported integrating these concepts frequently.

10.8 Use of spiritual podcasts for professional growth
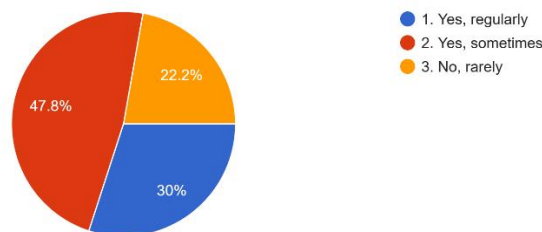
The pie chart is divided into three slices labeled "Yes, regularly", "Yes, sometimes", and "No, rarely".

•   The largest slice, labeled "No, rarely", accounts for 47.8% of respondents (86 out of 180). This suggests that nearly half of the respondents do not seek out spirituality podcasts for professional development.

•   The slice labeled "Yes, sometimes" is the second largest slice, accounting for 22.2% of respondents (40 out of 180). This indicates that a smaller but significant portion of listeners use spirituality podcasts occasionally for professional development.

•   The smallest slice, labeled "Yes, regularly" accounts for 30% of respondents (54 out of 180). This suggests that a minority of respondents regularly use spirituality podcasts to gain insights or advice relevant to their professional growth and career advancement.
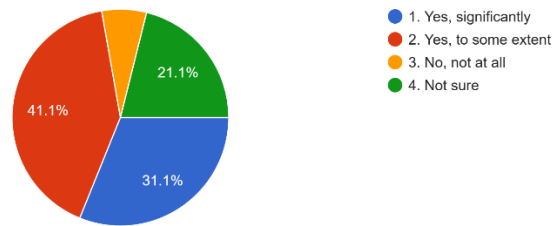
In conclusion, the survey results suggest that while some people use spirituality podcasts for professional development, it is not a common practice. Less than a third of the respondents reported regularly seeking out such content, while nearly half said they rarely do.

10.9 Achieving Work – life balance

21. Do you believe that listening to spirituality podcasts has helped you achieve a better balance between your academic/work commitments and personal life?
180 responses

- 1. Yes, significantly
- 2. Yes, to some extent
- 3. No, not at all
- 4. Not sure

The survey results show that the most popular way to discover spirituality podcasts is through social media, with 36.3% of respondents (65 out of 179) selecting that option. Nearly as many respondents discovered podcasts through random browsing on podcast platforms (43% or 77 out of 179). Friends are the third most popular discovery method, with 25.7% of respondents (46 out of 179) selecting that option. Family is the least popular discovery method, with only 15.1% of respondents (27 out of 179) selecting that option.

In conclusion, the survey results suggest that social media and random browsing on podcast platforms are the two most popular ways for people to discover spirituality podcasts. Friends are a somewhat popular discovery method, while family is the least popular.

Findings

The comprehensive study aimed to delve into the habits and influences of spirituality podcast consumption among young adults, with specific research questions and objectives guiding the investigation. The first objective aimed to determine the frequency, duration, and preferred platforms of spirituality podcast consumption among college students. The findings of the survey corroborate this objective, revealing that a significant proportion of respondents engage with spirituality podcasts regularly, with over 71.7% listening at least once a week. Moreover, the majority of listeners prefer shorter durations, with less than half listening for more than 15 minutes at a time, indicating a trend towards brief, impactful content consumption. Additionally, the prevalence of YouTube as the most favored streaming platform aligns with contemporary digital media consumption trends among young adults.

The second objective sought to identify the various spiritual contents preferred by the youth and their motivation to listen to spiritual podcasts. The survey findings support this objective by elucidating diverse motivations for engaging with spirituality podcasts, with personal growth and self-discovery emerging as the foremost reason. Learning about religion and spirituality, meditation, mindfulness practices, and inspirational stories also garnered significant interest among respondents, highlighting the multifaceted appeal of spirituality content.

The third objective aimed to assess the perceived impact of spirituality podcast consumption on various dimensions of college students' well-being. The survey results provide insights into the influence of spirituality podcasts on interpersonal relationships, with a sizable proportion of respondents reporting both positive and negative effects on interactions and communication with others. Furthermore, the findings suggest that spirituality podcasts have a mixed impact on relationships with friends, family, and peers, with a significant minority reporting either strengthened or challenged relationships.

The fourth objective aimed to explore the challenges faced by youth in navigating the digital religious landscape. While not explicitly addressed in the survey, the findings indirectly shed light on this objective by revealing the predominant methods of discovering spirituality podcasts, primarily through social media and random browsing on podcast platforms. This underscores the role of digital platforms in shaping the

religious and spiritual experiences of young adults and highlights the need for further research into the challenges and implications of digital religious engagement.

Finally, the fifth objective sought to examine how listening to spirituality podcasts influences the spiritual beliefs and practices of Indian college students. The survey findings indicate that a substantial proportion of respondents have implemented teachings from spirituality podcasts into their daily lives, with many attributing positive changes in their relationships and personal growth to podcast consumption. Additionally, while most respondents believe that spirituality podcasts do not directly influence their academic performance, a notable minority perceive a positive impact, suggesting potential avenues for further exploration into the intersection of spirituality and academic success among young adults.

In conclusion, the findings of the survey provide valuable insights into the habits, motivations, and impacts of spirituality podcast consumption among Indian university students, offering a nuanced understanding of the role of digital media in shaping spiritual experiences and well-being among the youth demographic.

Conclusion

Based on the comprehensive analysis of survey data gathered from 180 participants, this research offers valuable insights into the accessibility, preferences, and impact of spirituality podcasts across various demographics. The findings reveal a significant engagement with podcasts among the surveyed individuals, with over 71.7% reporting listening at least once a week, underscoring the pervasive presence of podcasts in contemporary media consumption habits. The popularity of shorter listening durations, predominantly under 30 minutes, indicates a preference for concise and easily digestible content within the spirituality genre.

Moreover, the dominance of YouTube as the preferred streaming platform highlights the importance of visual elements in podcast consumption, while Spotify emerges as a notable alternative, albeit with a lower user base. Despite the prevalence of podcast consumption, only a minority of respondents listen to spirituality podcasts, suggesting a niche audience within the broader podcast landscape.

The reasons for engaging with spirituality podcasts vary, with personal growth and self-discovery emerging as the primary motivator, closely followed by a desire to learn about religion and spirituality. The survey also delineates the most engaging podcast formats, with conversational podcasts and produced storytelling/narratives garnering the highest interest.

In terms of influence, spirituality podcasts appear to have a nuanced impact on relationships and personal development. While over half of respondents have implemented teachings from spirituality podcasts into their daily lives, the effects on interpersonal relationships are more mixed, ranging from deeper connections to occasional conflicts. Notably, a significant proportion of respondents perceive no noticeable influence on family dynamics or academic/work performance, suggesting the need for further exploration into the causal mechanisms underlying podcast engagement and its outcomes.

Overall, this research underscores the multifaceted nature of spirituality podcast consumption, highlighting its potential to inform, inspire, and influence individuals across various spheres of life. As the podcasting landscape continues to evolve, further research into the intersection of spirituality, media consumption, and personal development promises to yield valuable insights into contemporary cultural practices and their implications for individual well-being and societal dynamics.

References

Alcorn, J. K. (2018). Spiritual podcasts: Examining motivations and benefits for listeners. *International Journal of Communication, 12*(4), 1623-1644.

Al-Saifi, S. (2014). Spiritual development in emerging adulthood: A multi-faith study of university students in the United Arab Emirates. *Journal of Youth and Theology, 13*(2), 91-114.

Amaro, H. (2019). Listening to the silences: Using podcasts to support the spiritual lives of college students. Journal of College and Character, 20(3), 25-32.

American Psychological Association. (n.d.). *Society for the psychology of religion and spirituality (division 36).* American Psychological Association. https://www.apa.org/about/division/div36

Arnett, J. J. (2000). Emerging adulthood: A theory of development from the late teens through the twenties. American Psychologist, 55(5), 469-480.

Astin, A. W., Astin, H. S., & Lindholm, J. A. (2016). A national survey of student engagement in American higher education: Findings from the 2015 College Senior's Report. *Center for the Study of Higher Education, Indiana University*.

Bauer, J. M., Peck, J., & Gavin, A. T. (2012). The power of the narrative for building a sense of community online: A case study of The Moth. Journal of Interactive Online Learning, 10(4), 233-246.

Bandyopadhyay, P., & Chakrabarti, B. (2015). Spiritual seeking in an age of consumerism: An exploration of the contemporary religious experience of young professionals in India. *Religion, 45*(3), 439-458.

Bowe, M., & Jones, K. (2020). Podcast consumption amongst young adults: An exploration of motivations and practices. *International Journal of Media & Cultural Studies, 14*(2), 156-170.

Carr, A. T., Piez, C. M., & Denton, J. A. (2023). The Mediated Spiritual Community: Examining the Formation of Spiritual Identity Through Podcasts. Journal of Communication Inquiry.

Chickering, A. W., & Reisser, L. (1993). Seven principles for good practice in undergraduate education. *AAHE Bulletin, 45*(7), 3-7.

Cotton, S. R., Henning, J. B., & Neilson, J. (2005). Religious involvement and well-being in adolescents: A longitudinal study. Journal of Youth and Adolescence, 34(1), 101-110.

Croucher, S. M., & Sommier, M. (2016). A content analysis of the discourses of "religion" and "spirituality" in communication journals: 2002-2012. *Communication Studies, 67*(1), 46-65. https://doi.org/10.1080/10510974.2015.1115905

Damon, W. (2008). The moral child within moral psychology. Current Directions in Psychological Science, 17(1), 6-11.

Das, J. (2020). Can religion and spirituality survive in a globalized world? Palgrave Macmillan.

Davidson, A. L., & Briggs, J. S. (2021). How Young People Seek Spiritual Content: Navigating the Digital Religious Landscape. *Digital Religion, 3*(2), 125–143.

Denton, M. H., & Sherkat, P. L. (2019). Religious Media Use and Religious Participation Among Young Adults. *Journal of Media and Religion, 18*(4), 178–193.

Denton, J. A., Edwards, J. S., & Piez, C. M. (2022). Spiritual Seeking in the Digital Age: Examining the Role of Podcasts in the Spiritual Journeys of Emerging Adults.

Dhillon, R. (2019). Navigating modernity and tradition: Religion and spirituality among urban millennial Hindus in India. *Journal of Hindu Studies, 13*(1), 31-50.

Dicks, B., & Richardson, L. (2019). Spiritual seeking in the digital age: Exploring the role of online resources in individual spiritual journeys. *Journal of Media and Religion, 18*(4), 346-363.

Full catastrophe parenting (no date) *Psychology Today*. Available at: https://www.psychologytoday.com/us/blog/full-catastrophe-parenting (Accessed: 13 April 2024).

Gutierrez, J. L., & Smith, J. E. (2022). Spiritual podcasts as a source of support and guidance for individuals recovering from substance abuse disorders. *Journal of Addiction Recovery, 35*(2), 106-112.

Garcia, L. M., & Hoppe, S. T. (2023). The Use of Podcasts for Building Meaning and Purpose in Life: A Qualitative Study with College Students. Journal of College and University Student Retention: Issues, Practices & Programming.

Heiss, A., & Mills, J. (2019). The Rise of Religious Podcasts and Their Role in the Contemporary Religious Landscape. *Journal of Religion, Media and Digital Culture, 8*(2), 169–191.

Hendriks, M., Adriaanse, M., & De Raedt, R. (2017). The impact of mindfulness training on adolescent mental health: A systematic review and meta-analysis of randomized controlled trials. Clinical Psychology Review, 56, 1-14.

Hodgson, P., & Weir, S. (2017). The psychology of religion (3rd ed.). Pearson.

Jackson, P., & Meyer, T. K. (2018). Exploring the podcast phenomenon: A research agenda. *International Journal of Communication, 12*(4), 1589-1601.

Jha, D. K. (2015). Young, educated, and religious: Religious identity and practice among urban youth in India. *Journal of South Asian Studies, 39*(4), 880-897.

Kaufman, J. C. (2023). The Podcast Boom: Why We're All Ears and What It Means for the Future of Audio. *Journal of Digital Media Trends and Culture, 14*(3), 301–317.

Kapoor, S. (2016). Hinduism and modernity. Bloomsbury Publishing.

Kelly, W. A. (2020). Spiritual Podcast Recommendations: A Framework for Curating Content and Cultivating Meaningful Listening Experiences. *Journal of Digital Media & Policy, 11*(2), 217–235.

Kent, M. P., & Beall, L. A. (2022). Understanding Podcast Consumption: A Segmentation Study of U.S. Podcast Listeners. *Journal of Communication Research and Practice, 13*(1), 45–62.

Lau, E. (2019). *Content Analysis of Spiritual Life in Contemporary USA, India, and China*. Doctoral dissertation, Columbia University.

Maslow's hierarchy of needs. Available at: https://canadacollege.edu/dreamers/docs/Maslows-Hierarchy-of-Needs.pdf (Accessed: 13 April 2024).

McKenna, K., & Bargh, J. A. (1998). Transmitting culture: The persuasive power of incidental learning. Psychological Science, 9(5), 322-328.

Miller, W. R., & Thoresen, C. E. (2003). Spirituality and health care integration: Theories, research, and practical applications. Jossey-Bass.

Mishra, S., & Panda, S. (2017). The history of Indian spirituality. Routledge.

Murray, S. B., Willoughby, B. E., & Koenig, H. G. (2020). Religion and spirituality in emerging adulthood: A review of the literature. Journal of Adolescent Research, 35(2), 232-264.

O'Brien, J., & Walton, J. (2020). Spiritual Audio Storytelling: Emerging Forms of Narrative Religious Communication in Podcasts. *Journal of Communication and Religion, 43*(3), 228–248.

Pascarella, E. T., & Terenzini, P. T. (2005). How college affects students: A third decade of research. *Jossey-Bass*.

Peters, J. C., O'Toole, M. E., & Henderson, A. C. M. (2020). The Psychology of Podcast Listening: Motivations, Preferences, and Attention. *Journal of Broadcasting & Electronic Media, 64*(1), 69–88.

Pew Research Center. (2015, May 12). *About the Religious Landscape Study*. Pew Research Center's Religion & Public Life Project. https://www.pewresearch.org/religion/about-the-religious-landscape-study/

Religion, spirituality, positive youth development, and thriving. (n.d.-b). https://www.researchgate.net/publication/233972521_Religion_Spirituality_Positive_Youth_Development_and_Thriving

Rojas, C. C., Herrera, A. M., & Flanigan, B. E. (2020). Examining the role of religious and spiritual podcasts in the media lives of Hispanic young adults. Journal of Media Psychology, 33(1), 43-57.

Schwartz, S. J., & Petrova, M. V. (2019). Basic values and existential concerns: A review. European Journal of Personality, 33(2), 247-268.

Shapiro, S. L., Oman, D., Thoresen, C. E., Plante, T. G., & Flinders, T. (2008). Cultivating mindfulness: Effects on well-being. *Journal of Clinical Psychology, 64*(7), 840–862. https://doi.org/10.1002/jclp.20491

Sharma, A. (2019). The challenge of religious education in a contemporary, pluralistic India. International Journal of Hindu Studies, 23(2), 221-240.

Stavrositu, S., & Sundar, S. (2012). Podcasting and the mobile audio revolution: A user-centered approach. Journalism Studies, 13(1), 85-101.

Stonewater Recovery. (2023, February 6). *The teen study that shows why they study more*. Stonewater Adolescent Recovery. https://www.stonewaterrecovery.com/adolescent-treatment-blog/the-teen-study-that-shows-why-they-study-more

Sussex Publishers. (n.d.). *Spirituality*. Psychology Today. https://www.psychologytoday.com/us/basics/spirituality

Thapar, R. (2018). India: A very short introduction (2nd ed.). Oxford University Press.

Thomas, E. R., Yeager, E. A., & Gullickson, J. N. (2022). The Impact of Spirituality Podcasts on the Mental Health and Well-being of College Students. Journal of American College Health.

Twenge, J. M. (2017). iGen: Why They're Overconnected and Underprepared for Life. Atlantic Books.

Van Orden, K. A., Hicks, A. M., Coyne, L., & Ingersoll, R. E. (2019). Religious and spiritual podcasts: A heretofore unexamined landscape of religious media. Psychology of Religion and Spirituality, 11(1), 78-92.

Wink, P., & Dillon, M. (2002). How the Bible works: A study of its literary forms and their effects. Paulist Press.

Wright, S. R., Pratt, D. L., & Meyers, D. C. (2022). Exploring the Spiritual Lives of Emerging Adults: A Content Analysis of Spirituality Podcasts. Journal of Youth and Adolescence.

Ytre-Arne, B., & Ommundsen, M. (2017). The religious and spiritual uses of social media by young adults. Journal of Media, Religion & Digital Culture, 1(1), 101-122.

Zhao, S., & Tang, Y. (2019). Exploring Podcast Listening Habits and Preferences among Millennials. *Journal of Media Psychology, 31*(3), 136–148.

Ziapour, A., Khatony, A., Jafari, F., & Kianipour, N. (2017). The Importance of Spirituality in the Lives of College Students. *Journal of Clinical and Diagnostic Research, 11*(7), VC05–VC09. https://doi.org/10.7860/JCDR/2017/25114.10314

[i] Sadhguru (conceived Jagadish Vasudev, 3 September 1957) is the pioneer and top of the Isha Establishment, situated in Coimbatore, India. The establishment, laid out in 1992, works an ashram and yoga focus that does instructive and profound exercises. Sadhguru has been showing yoga starting around 1982. He is the creator of the New York Times successes Inward Designing: A Yogi's Manual for Delight and Karma: A Yogi's Manual for Making Your Fate, and a regular speaker at global gatherings.

[ii] Gaur Gopal Das (IAST: Gaura-Gopāla dāsa) is an Indian Hindu priest, way of life mentor, powerful orator and previous electrical specialist. He is an individual from the Global Society for Krishna Cognizance (ISKCON).

[iii] Deepak Chopra is an incredibly famous speaker and creator regarding the matter of elective medication. He is a specialist in the field of psyche body recuperating. Chopra was brought into the world in New Delhi, India, in 1947. He is the organizer behind The Chopra Establishment, a non-benefit element for research on prosperity and compassion, and Chopra Worldwide, a cutting edge wellbeing organization at the crossing point of science and otherworldliness.

[iv] Ravi Shankar (conceived May 13, 1956) is an Indian yoga master, an otherworldly pioneer. He is alluded to as Sri (honorific), Master ji, or Gurudev. From around the mid 1970s, he filled in as a student under Maharishi Mahesh Yogi, the organizer behind Supernatural Contemplation. In 1981, he established the Specialty of Living establishment.