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I-RoLE 2023

INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

EMBRACING CHANGE: EMANCIPATING THE LANDSCAPE OF RESEARCH IN LINGUISTIC, LANGUAGE AND LITERATURE

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THE LOVE LEVANTER PODCAST

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ABSTRACT:

As the awareness of mental health increases, people all across the internet are talking more about attachment styles and how it influences and manifests in adult relationships. Attachment is the strong emotional connection a kid develops with their caregiver. The nature of this bond is crucial for children's emotional and social growth (Cristobal, Santelices, & Fuenzalida, 2017). It also has a long-lasting impact on the character of upcoming relationships and wellbeing. The lack of these qualities with parents, may cause a deep-rooted childhood trauma that later manifests as insecure attachment style. There are three different types of insecure attachment styles which are avoidant, anxious, and fearful-avoidant. The main purpose of creating this podcast is to bring self-awareness to people about their attachment style and childhood trauma and how to work through it. A survey was carried out using a Google Form and it was discovered that The Love Levanter Podcast provides a mechanism for people to effectively and amusingly study the consequences of childhood trauma on adult attachment styles. The Love Levanter Podcast is the ideal way to inspire listeners to learn about their behaviours while also generating an exciting moment, which would help the audience realise if they could discover all the information, they require in one convenient location.

Keywords: Podcast, Mental Health, Attachment Style, Well-being

1. INTRODUCTION

As the awareness of mental health increases, people all across the internet are talking more about attachment styles and how it influences and manifests in adult relationships. Attachment is the strong emotional connection a kid develops with their caregiver. The nature of this bond is crucial for children's emotional and social growth (Cristobal, Santelices, & Fuenzalida, 2017). It also has a long-lasting impact on the character of upcoming relationships and wellbeing. The lack of these qualities with parents, may cause a deep-rooted childhood trauma that later manifests as insecure attachment style. There are three different types of insecure attachment styles which are avoidant, anxious, and fearful-avoidant.

If one's caregiver was unable to consistently comfort them or meet their needs throughout their infancy and they encountered confused, frightening, or inconsistent emotional communication, that person is more likely to have had a failed or insecure attachment. Infants with insecure attachment frequently develop into adults who struggle to comprehend their own emotions and those of others, which restricts their capacity to establish or keep enduring connections. They may struggle to form relationships, avoid intimacy, or exhibit excessive clinginess, dread, or anxiety in a partnership. Of course, the experiences we have between the ages of infancy and adulthood can also affect and mould the way we relate to others. However, because the attachment bond has such a significant impact on the development of the newborn



brain, knowing our attachment type can provide important insights into why we might be struggling in our adult relationships.

According to Merriam-Webster (2023), *levanter* means 'a strong easterly Mediterranean wind'. Therefore, "The Love Levanter" comes altogether as a shaky and unstable love towards others. This resembles a lot of the insecure attachment styles which can make relationships become rocky and unsteady. The Love Levanter Podcast is a podcast on Spotify which talks about the effect of childhood trauma on adult attachment styles. I myself will be hosting this podcast that will have 5 episodes in total. In the podcast episodes, I will be talking about the types of childhood trauma, the types of attachment styles and how the two correlate and become an issue in adult relationships, as well as some tips on how to work through it. Of course, when we are talking about psychology, accurate facts are needed since they are science-based. Hence, I will be compiling facts from a lot of resources from all across the Internet such as research papers, and also talks from psychiatrists and psychologists on YouTube.

1.1. Project Objective / Purpose

The main purpose of creating this podcast is to bring self-awareness to people about their attachment style and childhood trauma and how to work through it. Apart from that, this podcast has the following purposes:

1. To share stories as someone who is struggling so the audience can relate them with their own lives.
2. To help the audience understand their own behaviour and heal their wounded inner self.

1.2. Entrepreneurial Opportunities

On the subject of entrepreneurial opportunity, The Love Levanter Podcast can be profitable with the correct marketing. Podcasts on Spotify on its own are non-profitable as Spotify does not pay one for using their platform. However, as the topic of the effect of childhood trauma on adult attachment styles are also rising in awareness within the Tiktok community lately, people are doing their research more on this subject. To feed into that, there must be enough resources for people to look for. Unfortunately, these types of contents are mostly available on Tiktok which are limited and probably not enough for people to understand the condition properly. Therefore, The Love Levanter is coming to help increase resources on this topic. I believe there are entrepreneurial opportunities waiting for this podcast. If The Love Levanter gets good response from audiences, there might be advertisers that are interested in sponsoring the podcast.

2. METHODOLOGY

Fortunately, The Love Levanter podcast project does not cost me a penny. All that I need to do is record myself talking about the topic per episode, upload it to an RSS Feed website, get the URL and upload it to Spotify. This whole process including the RSS Feed service and Spotify Podcast are free of charge.

In order to generate the greatest and most marketable product possible, numerous measures and actions have been taken throughout the production of The Love Levanter Podcast. Among the things done are idea generation, extensive research, podcast recording, promotion, and poster symposium preparation. Specifically, a survey was carried out to get some valid data regarding the objectives stated previously.

3. RESULTS AND DISCUSSION

Prior to beginning and finishing the podcast, a survey of 20 participants was carried out using a Google Form. The survey consisted of six questions, including the email collection section. In response to the first question, 65% of the respondents indicated that they were aware of how their attachment style affected their adult relationships (see Figure 1 below).

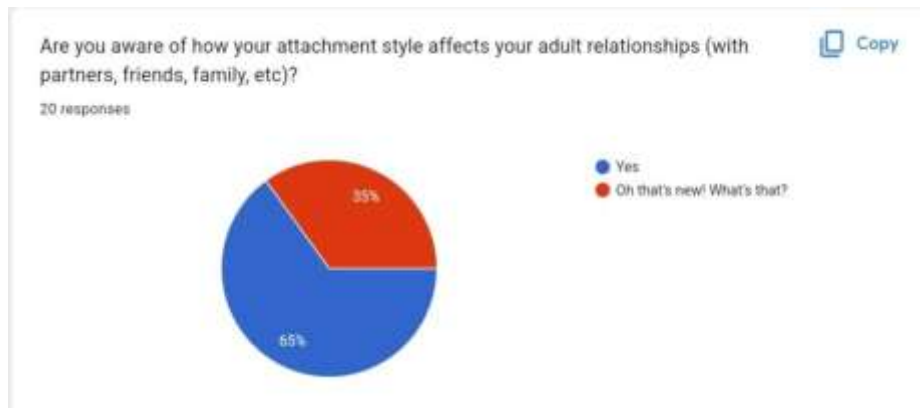


Figure 1

In addition, a question about respondents' awareness of their own attachment style was included in the survey. As can be seen in Figure 2 below, 75% of respondents are unable to categorise their behaviours according to the attachment style they possess, while the remaining 25% exhibit secure, avoidant, and fearful avoidant attachment styles. We can infer from the data that the majority of our target audiences are still unaware of attachment styles.

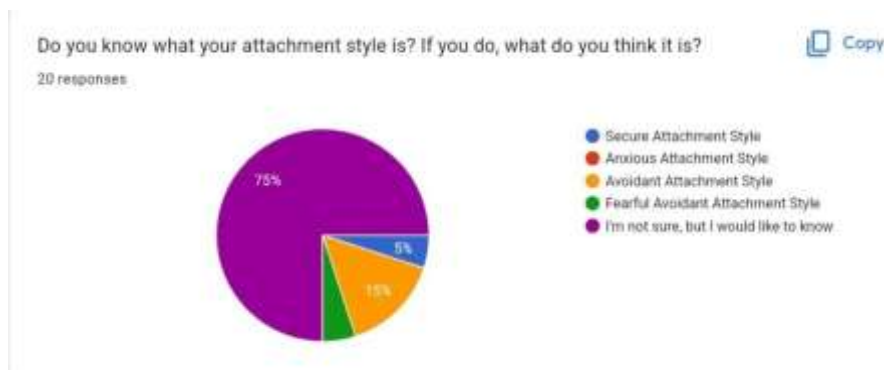


Figure 2

Audiences were also questioned regarding their awareness of the fact that their childhood attachment patterns have influenced their current attachment style (see Figure 3 below). Unexpectedly, a sizable number of respondents are knowledgeable on this subject. In light of the fact that 30% of them are still unaware of this, it is The Love Levanter Podcast's duty to educate them on it.

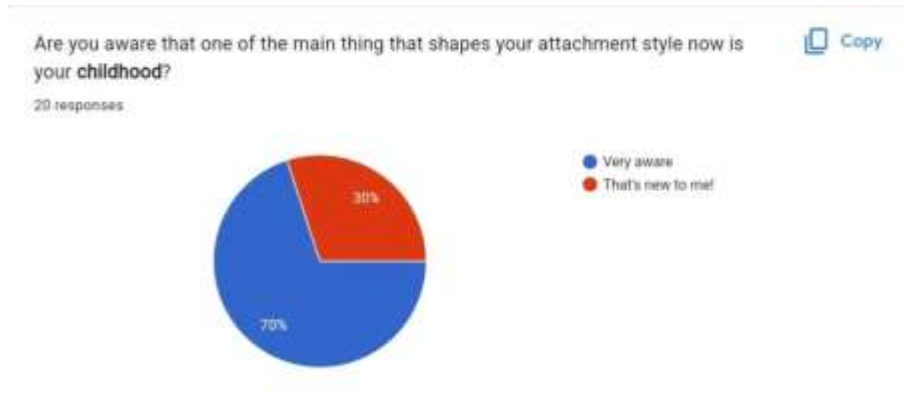


Figure 3

Apart from that, audiences are asked whether or not they think listening to this kind of talk on Spotify is a great choice and only 20% of them disagree (see Figure 4 below). This leads me to think of another option of a platform to share the talks on, which Youtube comes second as the best option. However, since the majority of the respondents does like the idea of putting the talks as a podcast on Spotify, The Love Levanter is going by its original plan.

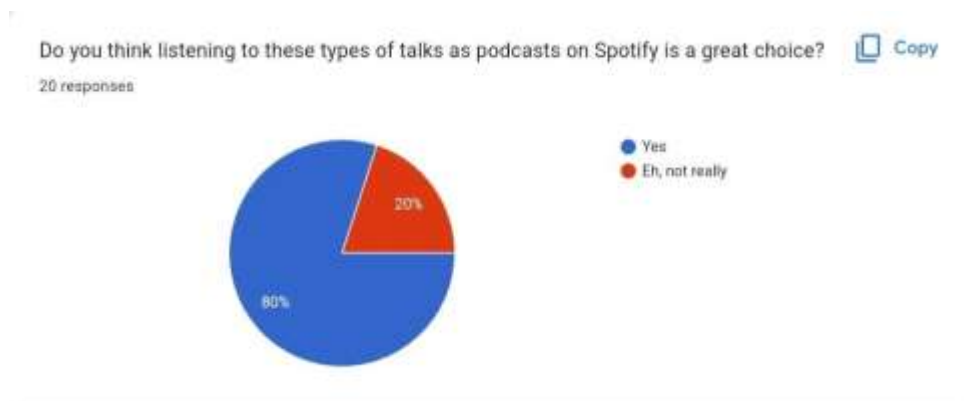



Figure 4

The survey's final question asks participants if they would like an email invitation to the podcast. Since I think the respondents to the survey are those who are really curious about the subject, I wanted to make sure they would receive the benefits of their participation. I will send them an invitation email once the podcast is up on Spotify using the Google Form addresses that are automatically stored when responders take the survey. Figure 5 shows that, overall, 95% of respondents accepted it, while only 5% objected to it.

If this project is a success, would you like to receive an invitation email to the podcast using the Google Form collected emails?  Copy

20 responses

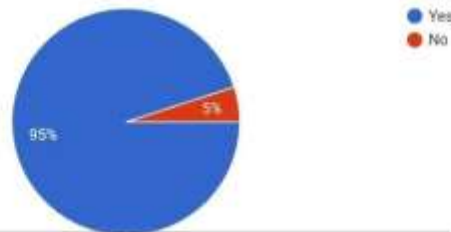


Figure 5

4. CONCLUSION

Given the issues with society's knowledge of attachment styles, The Love Levanter Podcast can be useful, beneficial, and effective for them since it will provide a mechanism for people to effectively and amusingly study the consequences of childhood trauma on adult attachment styles. The Love Levanter Podcast is the ideal way to inspire listeners to learn about their behaviours while also generating an exciting moment, which would help the audience realise if they could discover all the information, they require in one convenient location. All five episodes of this podcast touches on the root of each attachment style, which can help the audience identify their behaviour and understand the reason behind it while also learning on how to manage their feelings and act accordingly. Overall, I believe that creating this podcast is a great idea as it benefits and helps so many people in their adulthood to heal their wounded inner self.

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Second, I want to thank my parents and other members of my family for helping me finish The Love Levanter Podcast and for believing in me. Without their help, I would not have been able to finish this episode by the deadline. They have also provided me with ideas and suggestions for how I may enhance the show, which is something for which I am incredibly grateful and which, in my opinion, is what makes the podcast successful.

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