

Bridging Anthropology and Practice

The Igdra Space Podcast Series 2 on Applied Anthropology

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Digital media platforms, especially podcasts, have become increasingly influential in disseminating academic knowledge and fostering interdisciplinary dialogue. This article examines the aims, conceptual framework, and audience reception of the *Igdra Space Podcast Series 2*, which focuses on applied anthropology, and situates the project within the broader context of anthropological communication in the digital age. The podcast, hosted by two anthropologists, employs interviews, case studies, and narrative storytelling to translate anthropological concepts into accessible content for a diverse audience. The series demonstrates the relevance of anthropological methods in addressing practical challenges across sectors such as healthcare, business, and technology. Audience engagement and feedback indicate growing interest in applied anthropology, particularly in organizational and policy contexts. The *Igdra Space Podcast Series 2* contributes to the visibility of applied anthropology and exemplifies the use of digital media for public engagement and knowledge transfer.

Why Podcasting?

The proliferation of digital media has transformed how academic disciplines communicate with broader publics. Podcasts, in particular, have emerged as accessible platforms for sharing knowledge and fostering intellectual exchange across disciplinary boundaries. The *Igdra Space Podcast Series 2*, dedicated to applied anthropology, exemplifies this trend by translating complex anthropological theories and methods into practical insights for a non-specialist audience.

The podcast is co-hosted by us – NORA ENGELBERT, a German anthropologist and MARGRET JAEGER, an Austrian medical anthropologist –



Fig. 1 Igdra Space Podcast Series 2 Cover.

and features interviews with practitioners from diverse sectors. Each episode focuses on a specific theme within applied anthropology, such as healthcare innovation, business transformation, or digital ethnography. The format combines narrative storytelling, expert interviews, and case studies to illustrate the practical application of anthropological knowledge. The series is supported by the *Applied Anthropology Network of the European Association of Social Anthropologists*, which aids in outreach and dissemination.

Applied anthropology, as presented in the podcast, is characterized by its focus on addressing real-world problems through anthropological methods and analysis. For example, one episode examines how incident reporting systems in hospitals can be improved by understanding cultural barriers to reporting workplace violence (episode 1). Another episode features a business anthropologist who uses participant observation and interviews to enhance consumer experiences in sectors such as aviation and automotive

sales (episode 10). The podcast also explores change management, highlighting how ethnographic research and cultural audits can inform organizational transformation and innovation (episode 12).

Thematic diversity is a hallmark of the series. Topics include:

- Diversity management in healthcare and strategies for overcoming communication barriers.
- The intersection of anthropological thinking with business and IT practices, including the cultural implications of artificial intelligence.
- The role of anthropologists in climate policy, particularly in translating scientific knowledge into actionable government strategies.
- The application of anthropology in health technology, especially in the design and evaluation of telehealth services.

Audience feedback indicates that the podcast serves as a valuable resource for professionals in leadership, human resources, technology, non-governmental organizations, and healthcare. Listeners report gaining actionable insights for improving collaboration, customer satisfaction, and the implementation of human-centered technologies.

The *Igdra Space Podcast Series 2* addresses the limited visibility of applied anthropology in Europe and responds to increasing interest in practical, interdisciplinary research. By leveraging digital media, the podcast expands the reach of anthropological knowledge beyond academia and demonstrates its relevance to contemporary social, economic, and technological challenges. The inclusion of global perspectives and diverse voices further enriches the content and fosters cross-cultural understanding.

Challenges remain in sustaining regular content production and expanding the audience base. Future directions include collaborations with academic institutions and the exploration of emerging methodologies such as digital ethnography and multimodal approaches.

Conclusions

The *Igdra Space Podcast Series 2* represents an important contribution to the field of applied anthropology in the digital era. Through its focus on practical application and public engagement, the series not only disseminates anthropological knowledge but also inspires new ways of thinking about the discipline's role in society.

References

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- PASQUINI, M., & JAEGER, M. 2024. Applied anthropology's invisibility in Europe. *Human Organization* 83, 2: 100–105.

List of podcasts related to Applied Anthropology

Matt Artz's Podcasts. <https://www.mattartz.me/podcasts/> [01.10.2025].

Desbravadoras from [Oxigênio] – Laboratório de Pesquisa <https://www.oxigeniolab.com.br/> [01.10.2025].

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Igdra Space Podcast. <https://www.igdra-space.org/podcast> [01.10.2025].

This Anthro Life. <https://www.thisanthrolife.org/episodes/> [01.10.2025].

SAPIENS: A Podcast for Everything Human speaks with anthropologists from around the globe to uncover what makes us human. <https://www.sapiens.org/podcast-seasons/> [01.10.2025].