**What is our project about?**

* Analyzed messages in women’s and men’s magazines to see how they reinforce gender stereotypes.
* Used text mining software to analyze text data and used facial recognition software to get information about cover faces
* Found that most common words emphasize sex, beauty, and domesticity; emphasized patriotism and wealth for men
* 85% of cover models are white
* Many aspects of magazine covers reinforce gender stereotypes

**What methods did you use?**

* Text Analysis: our data was all the text on magazine covers
  + Tf-idf to get frequencies of words
  + Created sentiment dictionary to determine whether words were positive, negative, empowering, money-related etc…
* Image Analysis: analyzed race, gender, and emotion of cover models
  + Microsoft Azure Face Detect with Python
  + Hand-coded race and hair length

* Sentiment Analysis
  + Looked at top 400 words that contributed most to NRC sentiment weight. Some of those words had different definitions then they were being used and re-coded those

**Interesting Facts**

* Women display less emotional variance
  + Women are more likely to display positive emotions, whereas men display a range of positive, neutral, and negative emotions
* Words related to beauty are often correlated with words related to buying products and “sell” words
* Representation is still skewed towards white people, even asian men weren’t included
* Sentiment definitions of “black”
* How difficult to codify subjective understandings of race and identity

**Potential Questions**

* Why the five magazines?
  + We chose popular magazines that spanned a breadth of audiences, ages 12+ represented, black and white, men and women,
* So what? What does this research inform/what does it do for us?
  + Data that supports that the genders are not equal in society and stereotypes are rampant.
  + We are at a turning point where print media is turning to online, so they have a chance to do away with some of these things that we noticed.
  + Pave the way for magazines/media with more positive/empowering messages in the future
  + Example of how feminist angle can play into research:
* How did you develop your dictionary? Why these words?
  + Looked at top 400 words that contributed most to NRC sentiment weight. Some of those words had different definitions then they were being used and re-coded those
* Contextualize this study in the current literature?
  + People have done micro-data analysis of phrases and images on a few magazine covers. One showed that “sex” is often centered on male pleasure. Our research expands on this by looking at multiple covers and more data