**Project Summary**

Women’s magazines are made for women, by women. The first revolutionary break from male-dominated media culminated in 1828 with Sarah Josepha Hale's *Ladies’ Magazine*, bridging entertainment and prescriptive advice with a push for women’s education. Today, women’s magazines continue to feature women and write candidly about predominantly “women’s” issues like motherhood, women’s health, sex, and education. The advancement of women’s rights in the United States bolstered the popularity of these magazines but also subjected them to closer criticism. Do women’s magazines reinforce or undermine stereotypes and generalizations of women? Do they represent the needs of all women? Women’s magazines may be geared towards women, but the question of their empowerment remains.

Our project examined over 500 covers of four popular U.S. women’s magazines from 2010 to 2018: Seventeen, Cosmopolitan, Essence, and Good Housekeeping. We analyzed the cover text using word frequency, topic modelling, tf-IDF, and sentiment analysis. An image analysis was performed using Microsoft Azure’s Face Detect that recorded emotional, age, and racial patterns of the cover models. We compared these results with a magazine directed at men, Esquire, for additional insight on gender stereotypes and the magazine industry.

A tf-Idf text analysis, bigram frequency, and topic modelling demonstrate the most common themes across all women’s magazines are appearance, beauty, and sex. While this may point towards the stereotyping of women as primarily sex, beauty, and domestic beings, each magazine addressed these trends in different ways. Seventeen addressed the needs of its young and unemployed audience by advertising beauty products with coupons and free giveaways. Essence’s most used word was “black” and spoke frequently about “natural” hair. An image analysis shows cover models are overwhelmingly white, appear to be under 30, and that women models tend to display more positive emotions than male models.

**Textual Analysis**

**Background**

**Methods**

**Assumptions**

**Conclusions**

**Limitations**

**Image Analysis**

**Background**

**Methods**

**Assumptions**

**Conclusions**

**Limitations**