Smith College Communicating COVID-19 (SCC19)

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Abstract

In this project, we investigate Smith College's response to COVID-19 by analyzing community letters sent by President Kathleen McCartney to the entire Smith College community during the 2017-18, 2018-19, and 2019-20 academic years. The community letters are analyzed using three separate sentiment lexicons (NRC, Afinn, and Bing) to compare the letters' contents before and after COVID-19. As the college carefully writes each letter to minimize negative sentiment in the public, it is more difficult to track changes in negative sentiments; however, our analysis shows the usage of positive words decreases over time. The results of our analysis are communicated through graphs, word clouds, as well as tables.
A summary of our findings can also be found on the following webpage: https://sds410-spring2020.github. io/SCC19/.

Introduction

Data Description

Methods

Results

Discussion

Ethical Statement

Additional Text Analysis