

The background is a solid orange color. In the top left, there is a white rounded rectangle containing the text 'COMM 3130'. In the top center, there is a slice of an orange. In the top right, there is another slice of an orange. In the bottom left, there is a slice of an orange and a small green mint leaf. In the bottom right, there is a white line graphic consisting of a horizontal line, a vertical line, and two diagonal lines forming a V-shape.

COMM 3130

# Final Project

Fiona Herzog & Andrew Lu

# Research Question:

**How have 34th Street Magazine articles changed over time in the three years since COVID?**

- How have themes such as mental health and community been portrayed in 34th Street since COVID and how have these narratives changed over time?
- Our hypothesis is that with some variation, the sentiment of articles and topics featured were generally darker and more pessimistic closer to COVID, and have gotten gradually more optimistic over the years since.

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# Data Collection



**Data: 34th Street Magazine articles published in the three years after January 2021.**

Obtain through one of the following:

1. Direct download from content management software, CEO
2. HTML web scraping of the magazine website through the steps we learned in class.

# Planned Analyses



01

## **Frequency Lists & N-gram Analysis**

- Determine which terms most statistically significant in each period
- Gauge sentiment evolution – shifts in article focus

02

## **Keyness Analysis & Topic Modeling**

- Identify recurring themes through time, then analyzing context around recurring topics and key phrases

03

## **Register Analysis**

- Looking at specific word/phrase pattern to analyze trends in subgenre