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.

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