

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 well-being 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

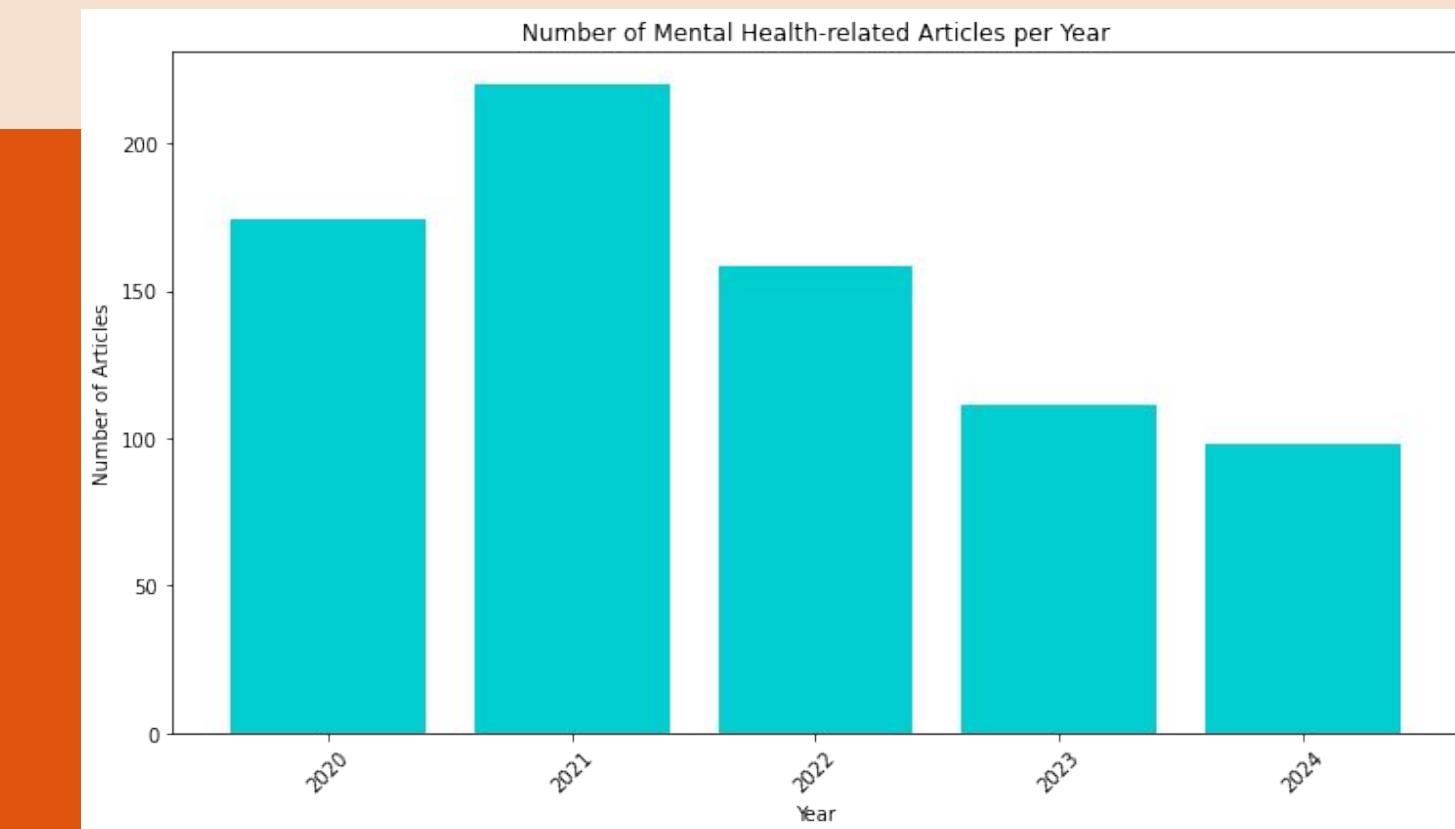


**Data: 34th Street Magazine articles published in the three years after January 2021.**

## **Building the Corpus:**

1. Bulk of data given as CSV through Daily Pennsylvania Data Analytics team
2. CSV was read and cleaned using Pandas into JSON dictionary.
3. Missing key information on article section – through HTML web scraping of the magazine website and BeautifulSoup package.

# Initial Findings

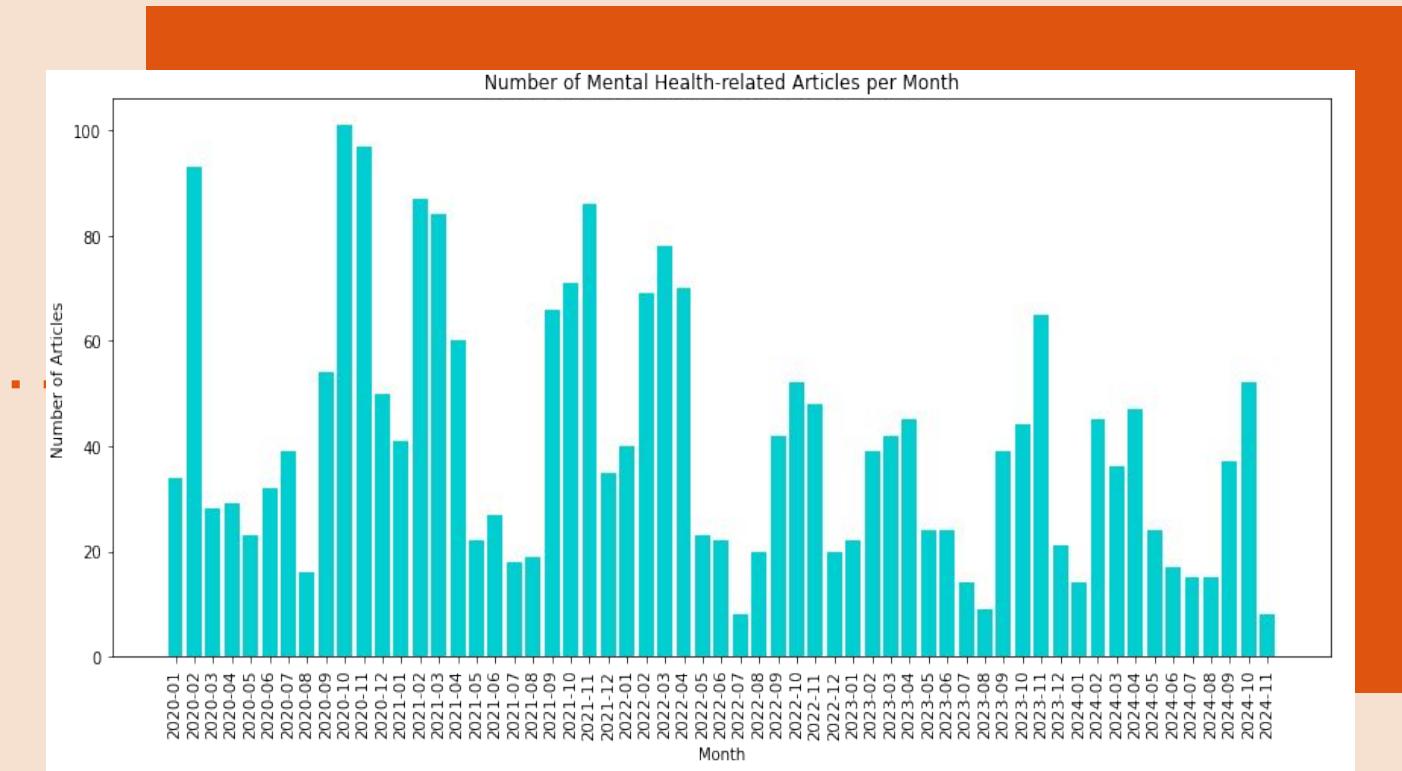


## Mental health articles skyrocketed in 2021

Similar to our hypothesis, mental health articles were greatest near COVID (2021) and have steadily decreased in years since

Monthly

.....Yearly



## Mental health articles increase in the Fall

We were interested in analyzing the sentiment of articles based on publishing month. Initially it appears that colder months (October, November) see upticks in mental health articles.

```
{"2024": [("social", "media"), 45],  
  ("new", "york"), 38),  
  ("feel", "like"), 38),  
  ("high", "school"), 33),  
  ("bike", "lanes"), 30),  
  ("penn", "students"), 25),  
  ("mental", "health"), 23),  
  ("united", "states"), 22),  
  ("first", "time"), 19),  
  ("every", "day")],  
 "2023": [("mental", "health"), 77),  
  ("high", "school"), 54),  
  ("feel", "like"), 47),  
  ("social", "media"), 45),  
  ("penn", "students"), 44),  
  ("new", "york"), 42),  
  ("asteroid", "city"), 30),  
  ("united", "states"), 28),  
  ("water", "bottle"), 27),  
  ("locust", "walk"), 26)],  
 "2022": [("mental", "health"), 103),  
  ("social", "media"), 86),  
  ("high", "school"), 73),  
  ("feel", "like"), 66),  
  ("palliative", "care"), 48),  
  ("penn", "students"), 42),  
  ("united", "states"), 40),  
  ("first", "time"), 39),  
  ("even", "though"), 36),  
  ("food", "insecurity"), 35)],  
 "2021": [("high", "school"), 115),  
  ("mental", "health"), 114),  
  ("feel", "like"), 97),  
  ("social", "media"), 77),  
  ("even", "though"), 64),  
  ("instagram", "post"), 62),  
  ("view", "post"), 61),  
  ("post", "instagram"), 61),  
  ("post", "shared"), 61),  
  ("first", "time"), 55)],  
 "2020": [("mental", "health"), 74),  
  ("feel", "like"), 60),  
  ("high", "school"), 54),  
  ("even", "though"), 49),  
  ("social", "media"), 46),  
  ("penn", "students"), 44),  
  ("post", "shared"), 38),  
  ("view", "post"), 37),  
  ("post", "instagram"), 37),  
  ("first", "time")}]}
```



## Mental Health

The phrase “mental health” appears consistently across all years, with its frequency peaking in 2022 (103 occurrences), followed by 2021 (114 occurrences). However, its presence slightly decreases in 2023 (77) and 2024 (23). This suggests that while mental health has been a significant topic, its emphasis in magazine content has waned in recent years, particularly in 2024.



## Social Media

“Social media” appears frequently across all years, especially in 2022 (86 occurrences) and 2023 (45 occurrences), indicating that discussions about the impact of social media on mental health have been consistently relevant. This may reflect increasing concern about the mental health effects of social media platforms on youth and young adults, particularly in the wake of the pandemic and heightened digital engagement. Social media is intertwined with mental health, and its impacts are significant.



## Digital Platforms

From 2020 to 2021, there was a notable increase in articles with bigrams related to “Instagram post”, “view post”, and “post shared”. This shift likely reflects the growing influence of social media platforms during the pandemic, as students and individuals increasingly used digital platforms to discuss mental health.

# Planned Analyses



01

## Frequency Lists & N-gram Analysis

- Gauge sentiment evolution – shifts in article focus

02

## Keyness Analysis & Topic Modeling

- Using collocation, identify common trends around recurring topics and key phrases related to mental health

03

## Register Analysis

- Looking at specific word/phrase pattern to analyze trends in subgenre, looking specifically at patterns within each section.



# Thank you

Write a closing statement  
or call-to-action here.