



STRONG WOMEN

Portrayed through the lens of
The New York Times.

Investigation by Sasha Prokhorova



DATA JOURNALISM

Research on gender
equality and media
representation in
modern print.

01

THE NEW YORK TIMES JOURNALISM

Researching most
prevalent topics of
recent years.

02

DATA ANALYTICS

Analyzing most
frequent terms

03

SENTIMENT ANALYSIS

Prevalent sentiment
based on the
timeframe.

04

FINAL THOUGHTS

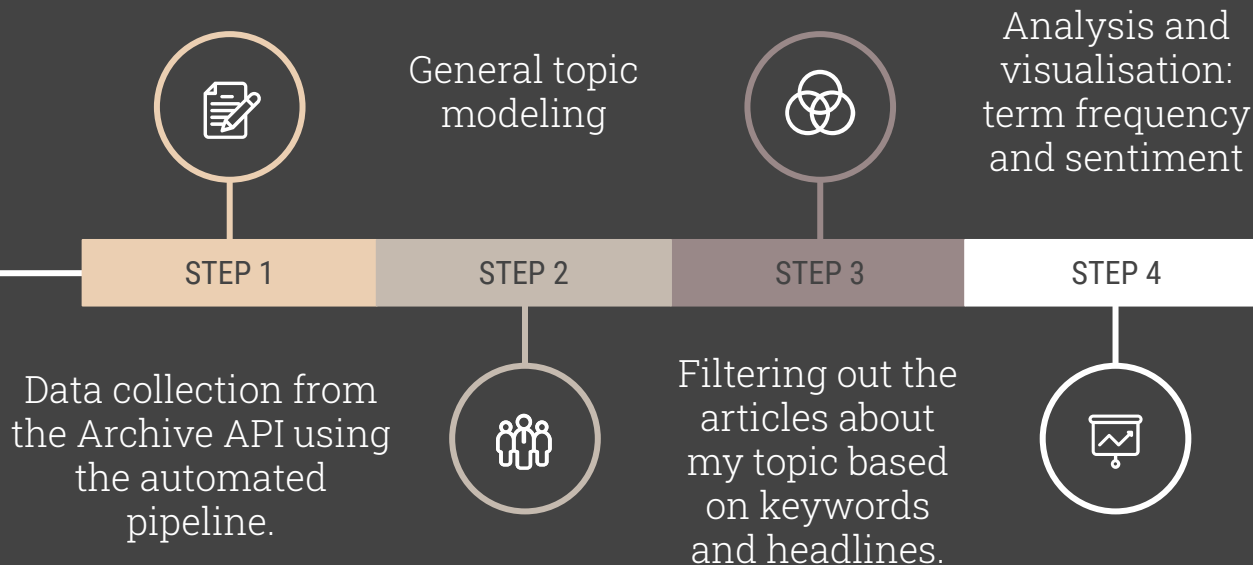
Takeaways and
future work

AGENDA

“The **most dangerous** phrase
in the language is ‘we have
always done it this way’.”

—GRACE HOPPER

RESEARCH ROADMAP





01

THE NEW YORK TIMES JOURNALISM

What topics have been
prevailing lately?

PREVALENT TOPICS DISCOVERED IN 2019 - 2020



COVID-19

Pandemic, quarantine
and the new way of life



POLICE BRUTALITY

Police shootings and social
unrest



RACE AND GENDER

Civil rights and
representation



ELECTION

Candidates and
parties



POLITICS

Immigration, protests
and social policies



CLIMATE CRISIS

Global warming, wildfires,
hurricanes and other
natural disasters



00393
T83632 -242.564

00583
T429-98 -8472.7

099.529 -0986.98
T052334.46

02

DATA ANALYTICS

Analyzing most frequent terms based on
the timeframe and area of interest.



11,472,902

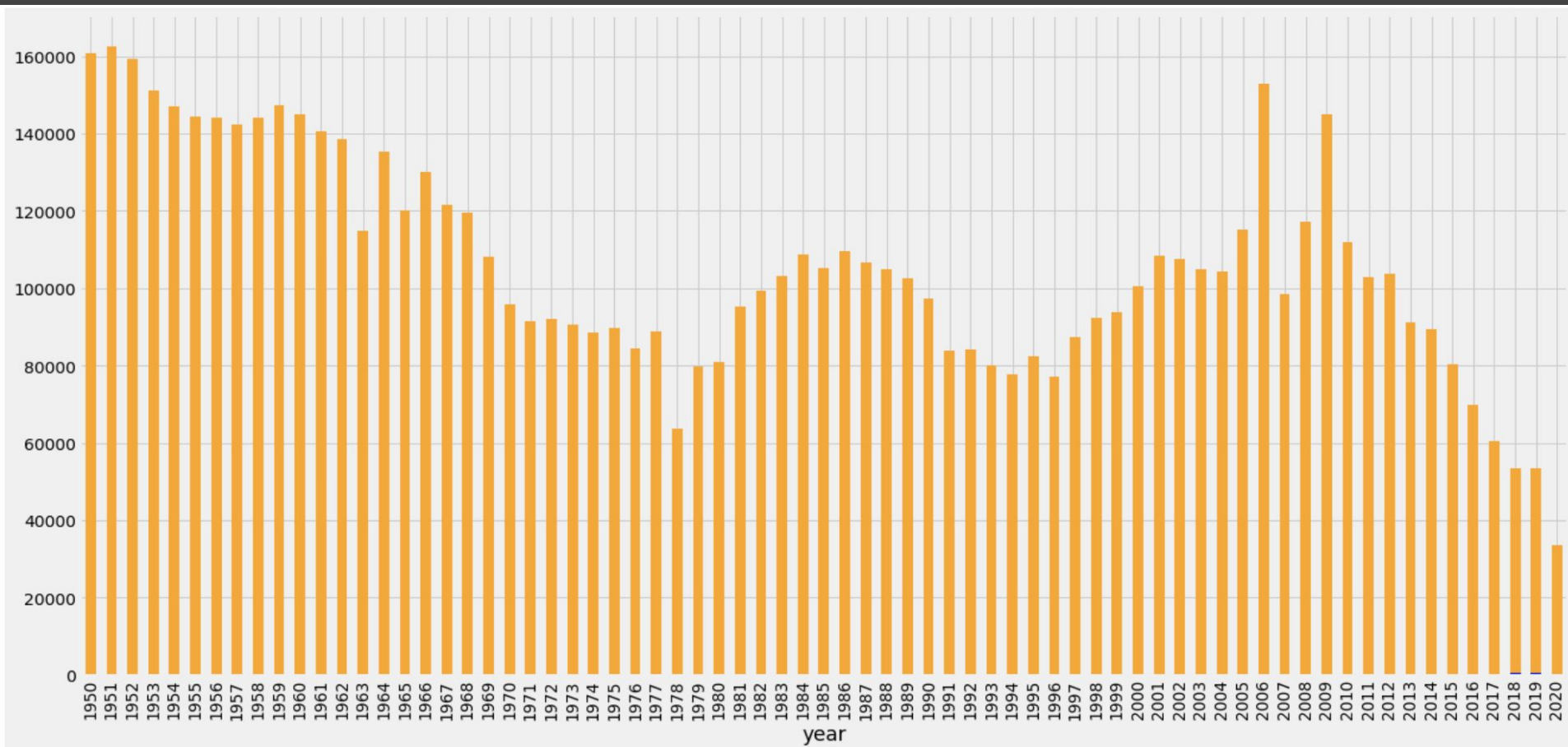
Total articles published by The New York Times between January 1950
and September 2020*

9,584

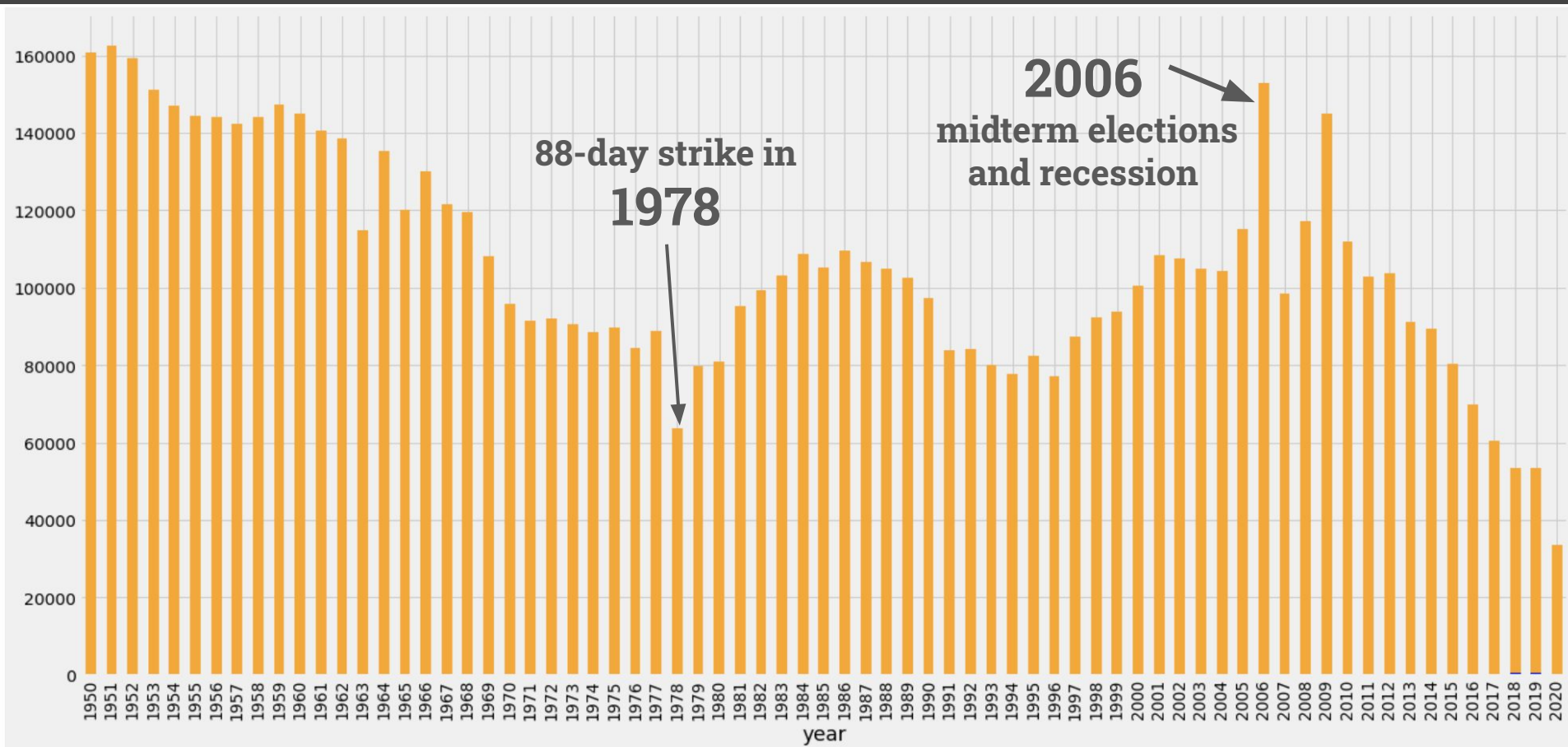
Found through the relevant keyword and name search

Data as of until September 12th 2020*

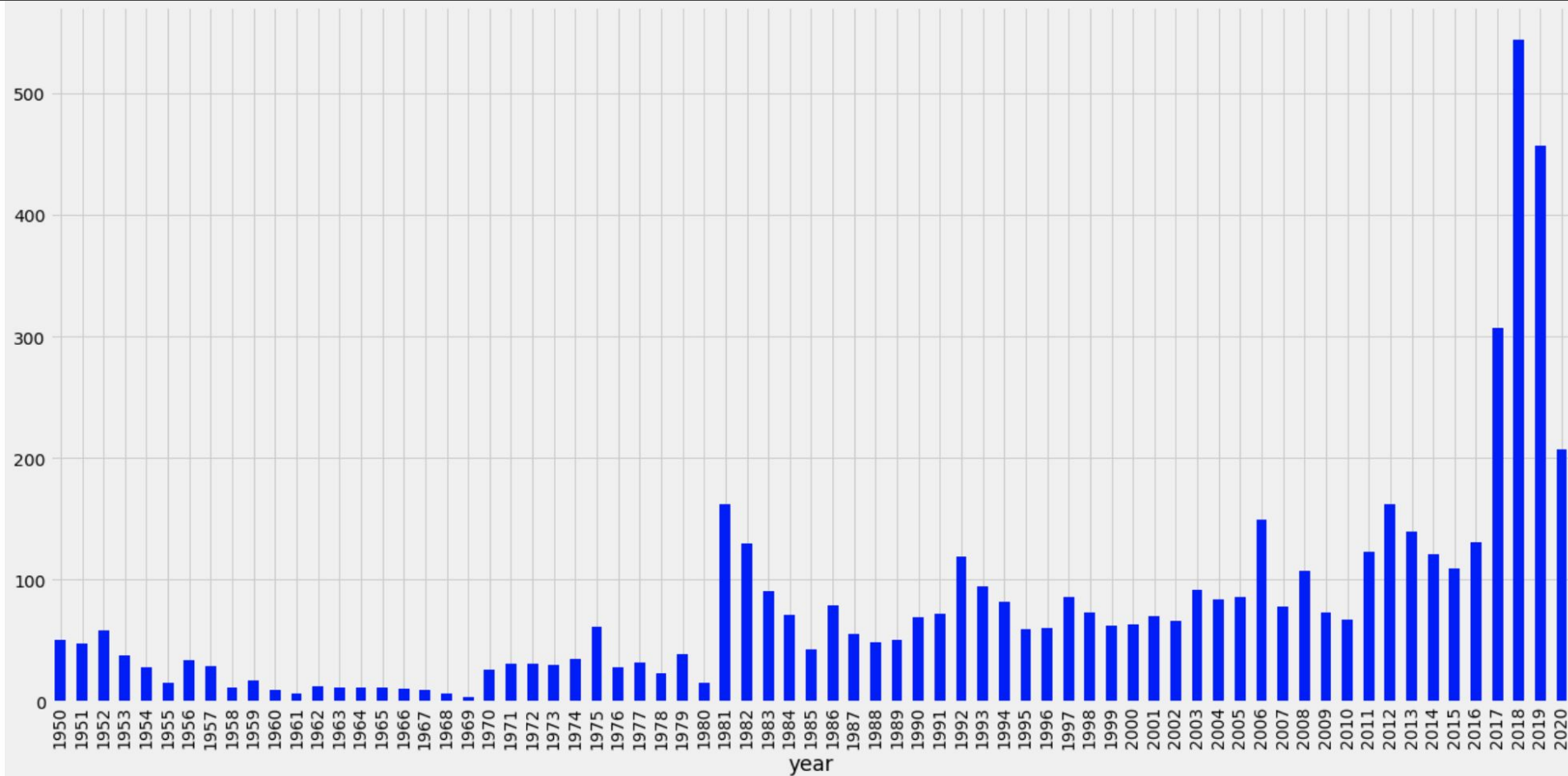
ALL PUBLICATIONS BETWEEN 1950 AND TODAY: MEASURED IN HUNDREDS OF THOUSANDS EACH YEAR



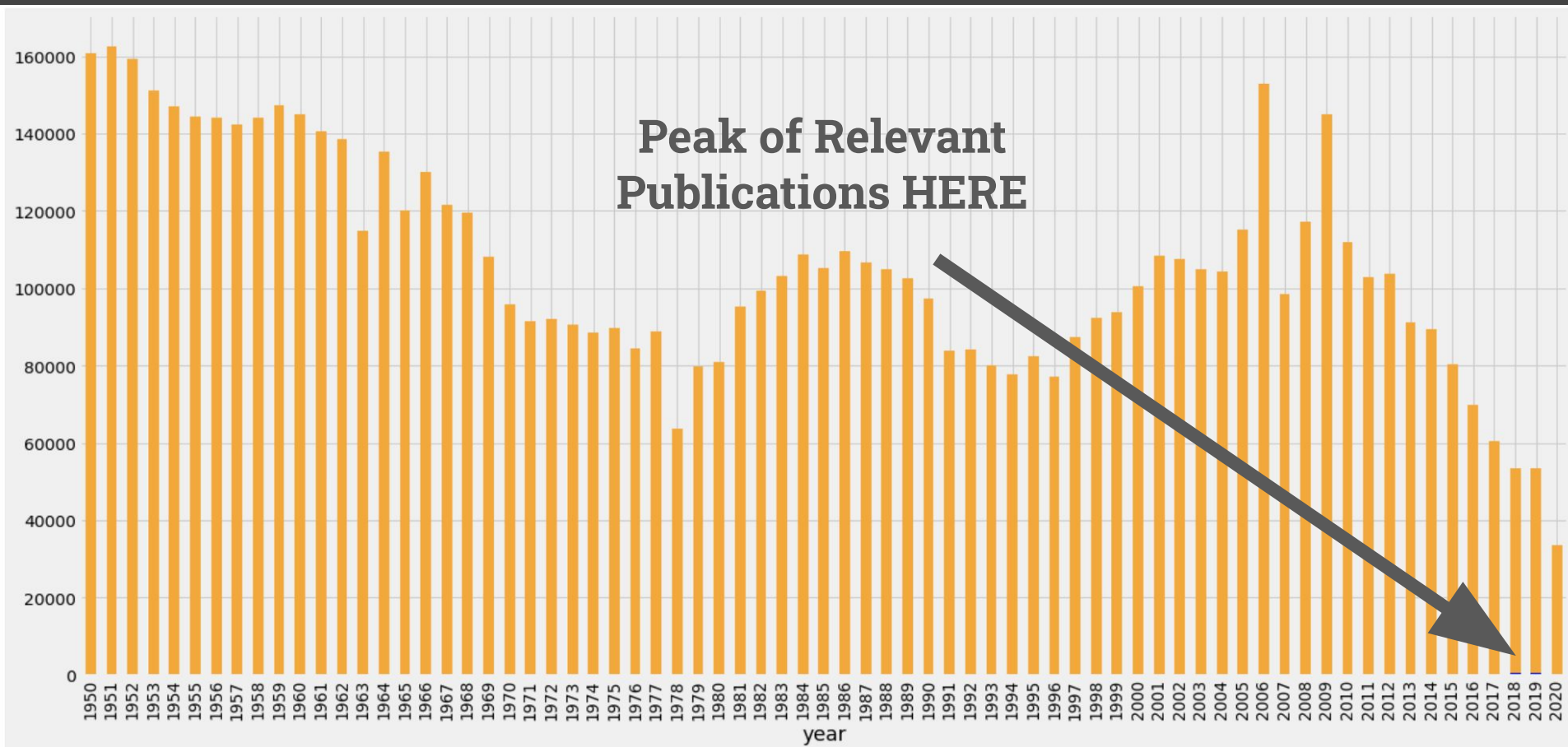
ALL PUBLICATIONS BETWEEN 1950 AND TODAY: MEASURED IN HUNDREDS OF THOUSANDS EACH YEAR



RELEVANT PUBLICATIONS: PEAK AT 550 PER YEAR



TO PUT THINGS IN PERSPECTIVE...



1950

Did the war translate into
better opportunities for
women?



Image Source: A British World War II recruitment poster created by the graphic designer Abram Games to encourage women to join the Auxiliary Territorial Service during World War II. Credit: Steven Senne/Associated Press

1950-1960s

ARTICLES ILLUSTRATE THE
WAR'S IMPACT ON WOMEN'S
EDUCATIONAL AND
PROFESSIONAL
OPPORTUNITIES

Image Source: WWII RED CROSS, 1942. Red Cross nurses creating packages of food, candy and tobacco to send to American prisoners of war abroad. Photograph, 1942.



SATURDAY, JUNE 3, 1950.

SOCIO-POLITICAL CLIMATE HAS SHIFTED

WOMEN DOCTORS JOIN NAVY

Seventeen End Their Training and Are Ordered to Duty

WASHINGTON, June 2 (AP)—The Navy said today it had ordered seventeen women doctors to duty at installations in this country.

The new doctors, first women to complete training under the Navy civilian intern training program, hold reserve commissions as lieutenants, junior grade. They will join two regular Navy and three Reserve women doctors already on active duty.

Gandhi's Son Departs

N.Y.U. TO GRADUATE 21 WOMEN DOCTORS

War Gave Them, as Others, an Opportunity to Enter a Medical School

no prejudice against women, established no quotas and took "women as students on their merits."

Deplores Public's Attitude

Dr. Bakwin deplored what she termed an unfavorable public attitude toward women doctors, "which is more prevalent outside the cities." She predicted that a gradual improvement would take place when women were admitted

tors had the best chance for success in psychiatry. Pediatrics, obstetrics, medicine and the surgical specialties, in that order, are the next best, she added.

High praise for the women was voiced by Dean Currier McEwen, who said:

"I want to emphasize that these women have met from the first the rigid requirements of excellence that are maintained in medical education. They are as fine a

ARMY ISSUES BIDS TO WOMEN DOCTORS

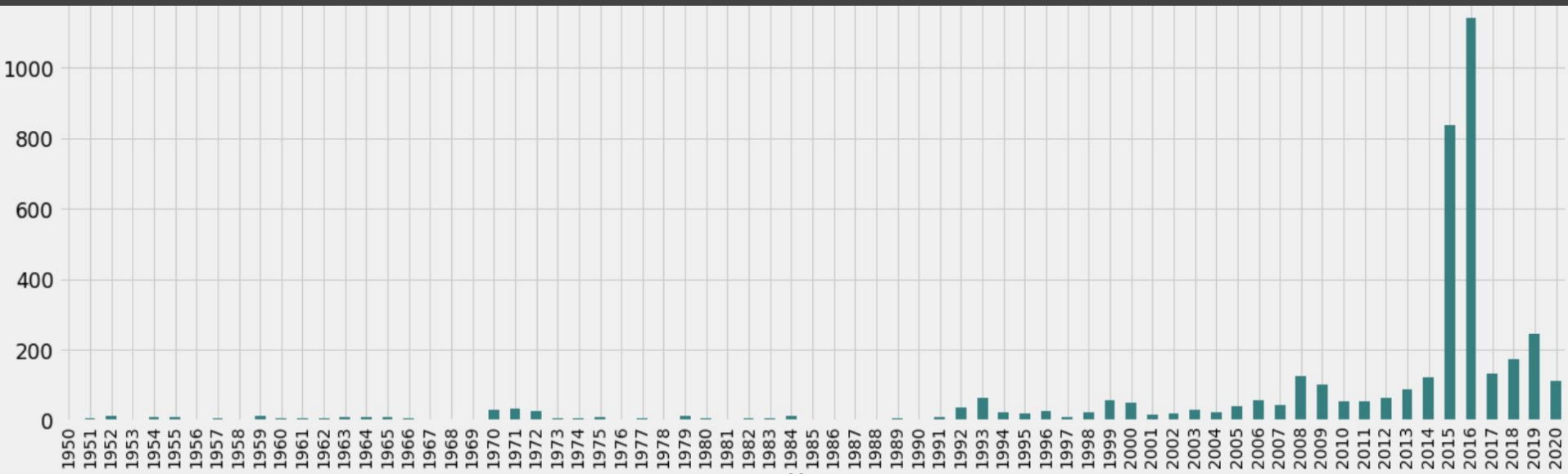
Commissions in the Medical, Dental, Veterinary and Service Corps Offered

Army authorities here announced yesterday that they had been authorized to confer commissions on qualified women medical personnel.

The order makes possible direct appointments of women as commissioned officers in the Medical, Dental, Veterinary and Medical Service Corps in the Army Reserve. The announcement also said that appointments of men and

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TRAVEL AGENTS RECOGNIZED

ICONIC PERSONALITIES COVERAGE: WE CAN SEE A FEW SPIKES

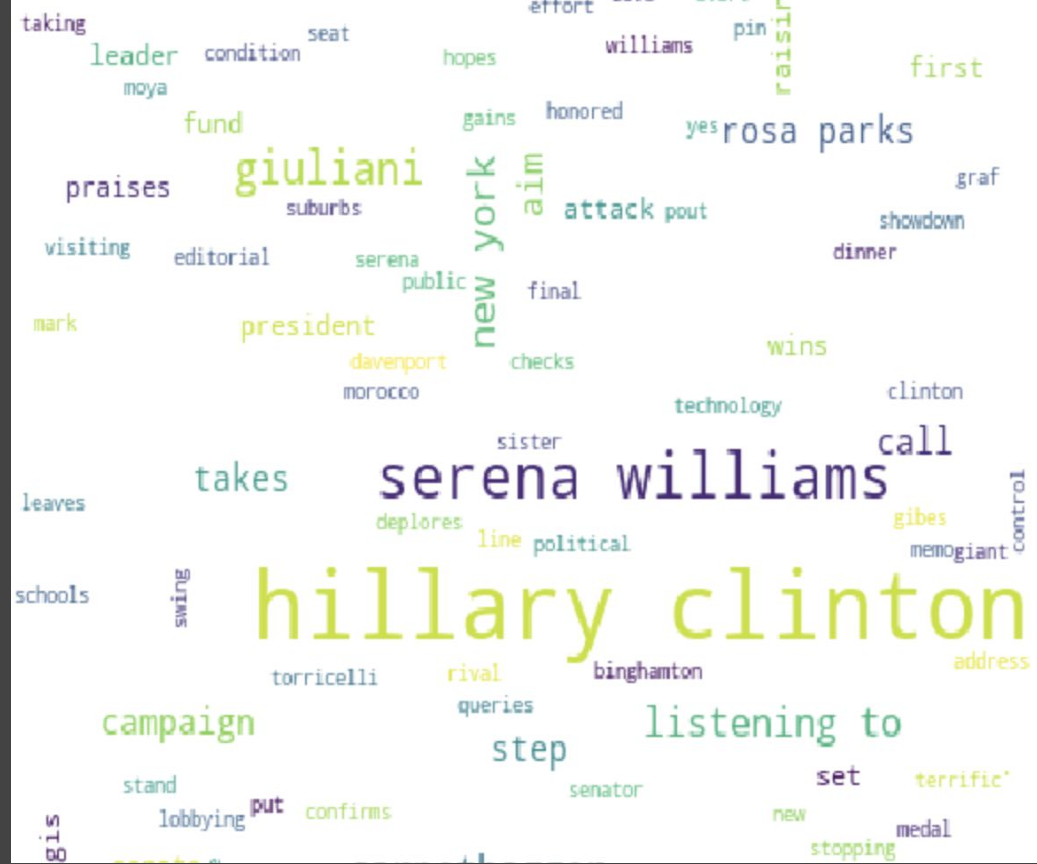


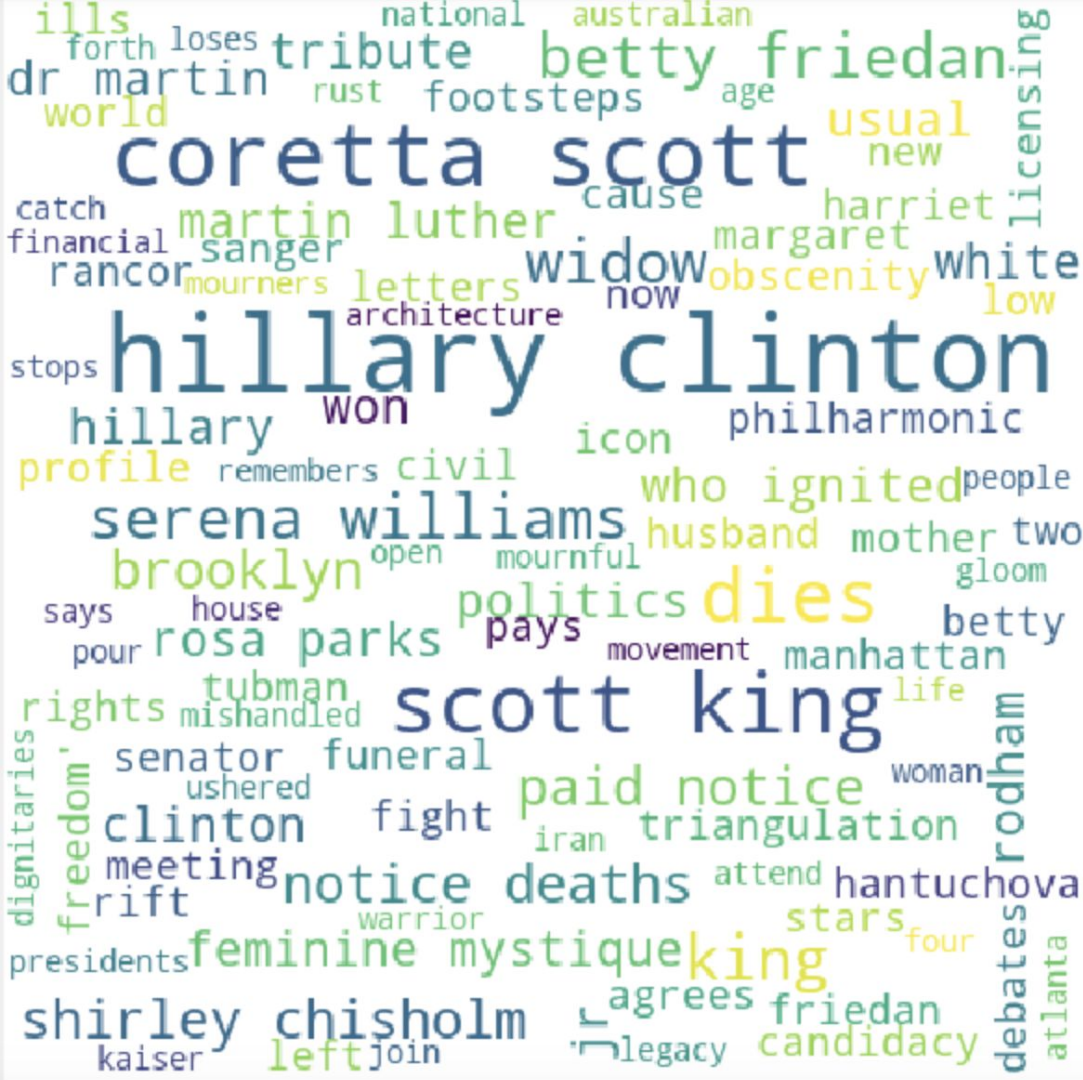
NEXT, WE ARE
GOING TO
INVESTIGATE
THE
COVERAGE
SPIKES



1990s:

HILLARY CLINTON
SERENA WILLIAMS
ROSA PARKS





2006:

HILLARY CLINTON
CORETTA SCOTT KING
SERENA WILLIAMS
HARRIET TUBMAN

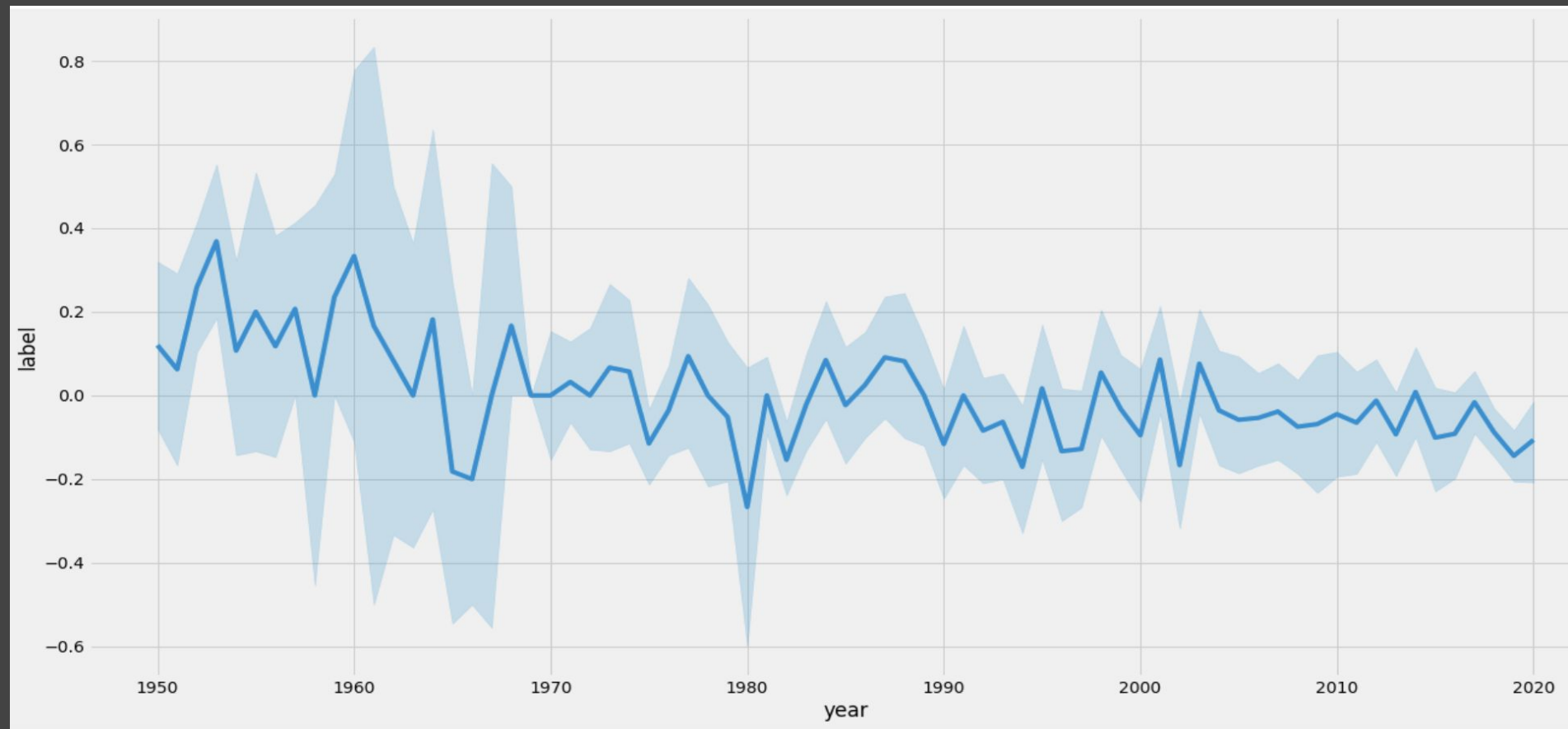


SENTIMENT ANALYSIS

03

Can we pick up on the
reporters' emotions?

ARTICLE GENERAL SENTIMENT OVER TIME



OVERALL SENTIMENT AS PERCENTAGE




19%

POSITIVE



58%

NEUTRAL



23%

NEGATIVE



FINAL THOUGHTS

What did we learn?

04

“In the future there will be no
female leaders. There will **just**
be **leaders.**”

—SHERYL SANDBERG

FUTURE WORK



COMMENT ANALYSIS

- Predicting “editor’s pick”
- General public opinion on topic
- Potentially toxic comment/trolling detection



NETWORK RECOMMENDER

Network analysis and connection recommendation system based on user’s interaction with content, such as likes and comments



MORE TOPICS

Research issues such as homelessness, hunger, global climate crisis and police brutality



Does anyone have
any **questions?**



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THANKS!

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