

Education in **TIME** Represented on *TIME* Magazine Covers

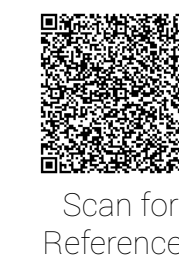
A Content Analysis of Education as
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Why use Content Analysis?

- # Content Analysis is useful for examining large image data sets in a consistent, replicable, and valid manner (Krippendorf, 1980; Rose, 2012).
- 📺 In determining what mass media is *saying*, considering only a small number of images would not be useful. Content Analysis can address the sheer scale of mass media (Rose, 2012).
- 📄 Content Analysis utilizes frequency counts to allow subtle patterns to become visible. These frequency counts avert potential bias by preventing the searching/finding of only those images that support researcher beliefs and assumptions (Lutz & Collins, 1993).



Frequency Count Variables

- 👤 Role
- ♀ Gender
- 👶 Race
- 📍 Location

- 💬 Discourse

Data Analysis

How is education represented on *TIME* Magazine covers?



- Children: 11 Covers
- 1 Preschool
 - 7 Elementary
 - 4 Secondary
- Adults: 4 Covers
- 2 Teachers
 - 2 Parents
 - 1 Administrator



- Gender:
- 16 Male
 - 15 Female
 - 6 No People
 - 2 Undetermined
- Race/Ethnicity:
- 24 Caucasian
 - 5 African-American
 - 3 Other



- Location:
- 13 Abstracted
 - 6 Schools
 - 2 Water
 - 1 Home
- Type of School:
- 4 Elementary
 - 1 High School
 - 1 College



- Materials/Objects:
- 5 Traditional Desks
 - 4 Books
 - 4 Tests
 - 3 Pencils
 - 3 Chalkboards
 - 2 Apples
 - 2 Graduation Clothes
 - 1 Lockers

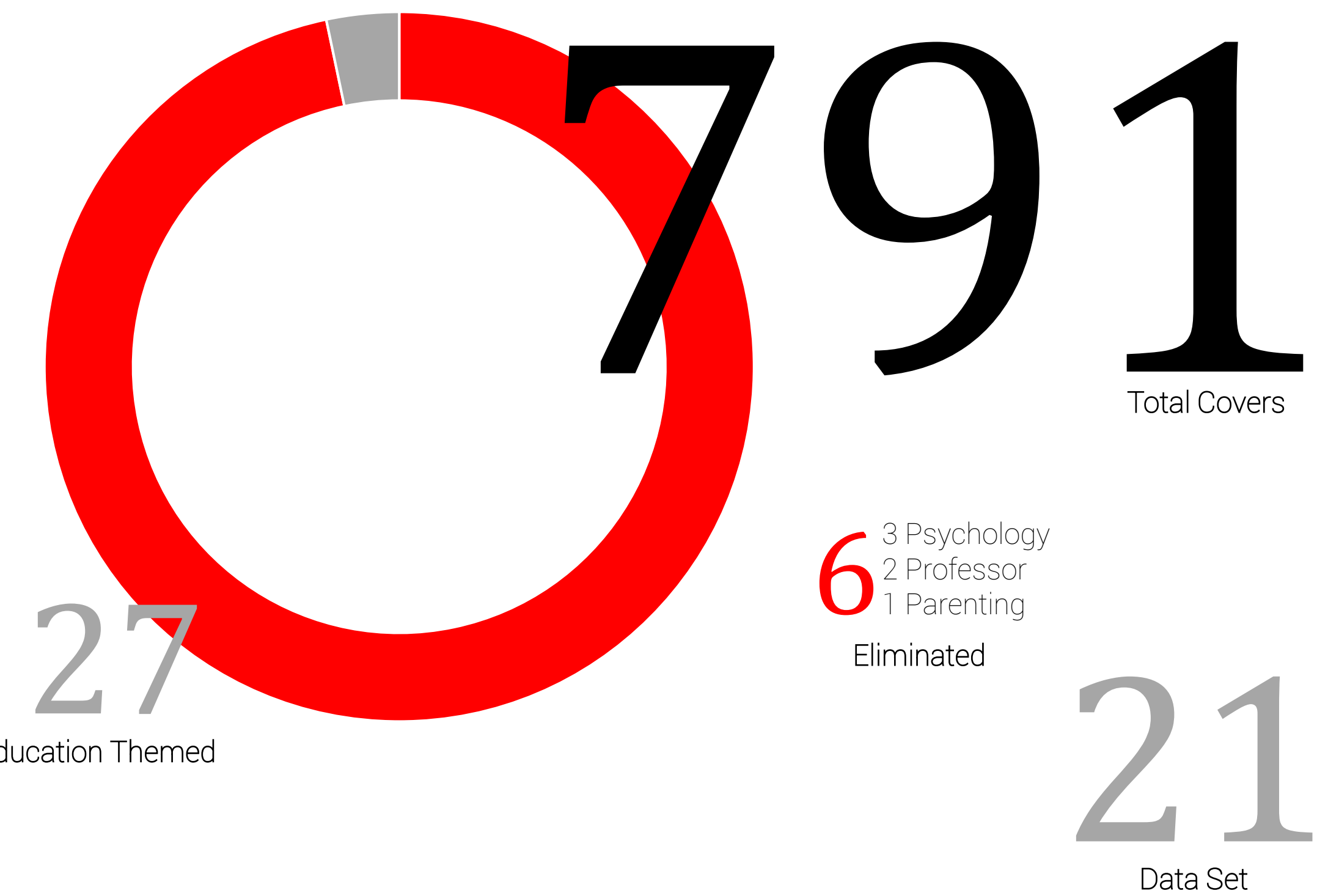


- School Subjects:
- 2 Writing
 - 2 Reading
 - 2 Religion
 - 1 Science
- Headline Topics:
- 8 Schools
 - 3 Students
 - 2 Teachers



- Perspective:
- 15 Negative
 - 5 Neutral
 - 1 Positive
- Language:
- 10 "Answers"
 - 6 Questions
 - 3 Headlines

Covers 2000-2015



Findings:

- Education is not a primary news concern for *TIME Magazine* with only 21 of the 791 covers meeting the selection criteria.
- Education is represented as failing in the U.S. Primarily, schools and teachers are represented as the areas in need of improvement.
- Elementary education is represented as being the greatest cause for concern.
- School is represented in a *traditional* manner. Students sit at individual desks and work with paper and pencils. Technology is conspicuously absent from the images used on *TIME Magazine* covers. No technology is included on any of the covers included in the data set.
- While gender is represented equally, the number of Caucasians represented suggests that the education of white Americans that is most important.

Moving Forward:

- Extend analysis further back in time to include more magazine covers.
- Approach *TIME Magazine* to research their perspectives and decision making processes about choosing cover images and stories. Is *TIME Magazine* even aware that this is how they are representing education?
- Extend analysis to other popular news magazine outlets. Potential magazines include *Newsweek*, *The Atlantic*, *The New Yorker*, and *mental_floss*.
- Include other analytical lenses in analysis process, including Discourse Analysis, Social Semiotics, and Historical Analysis.
- Compare image trends to educational policy trends. In what ways, does the news media represent educational policy? Does the representation of education change based on policies that are in place?