

THE FACE OF *TIME*:
INTERPRETING A GLANCE AT
THE WORLD'S
NEWSMAGAZINE

Intro

- I wanted to find out who/what appeared on *Time* the most frequently
- As a weekly magazine, *Time* is one of the slowest news publications there is. Essentially, the cover wraps up the week's biggest news, therefore keeping a “pulse” on history.

Background

- Time has a worldwide audience of 27 million
- *Time Inc. is the largest magazine publisher in the U.S. Each month, one out of every two Americans reads a Time Inc. Magazine and nearly one out of six, who are online, visits a company Web Site.**
A subsidiary of AOL-Time Warner

Method

- Examined covers by year from Nov 16, 1998 to Nov 18, 2008 using Time's online Archive
- Coded covers in an Excel spreadsheet
- Resulted in the examination of 517 covers



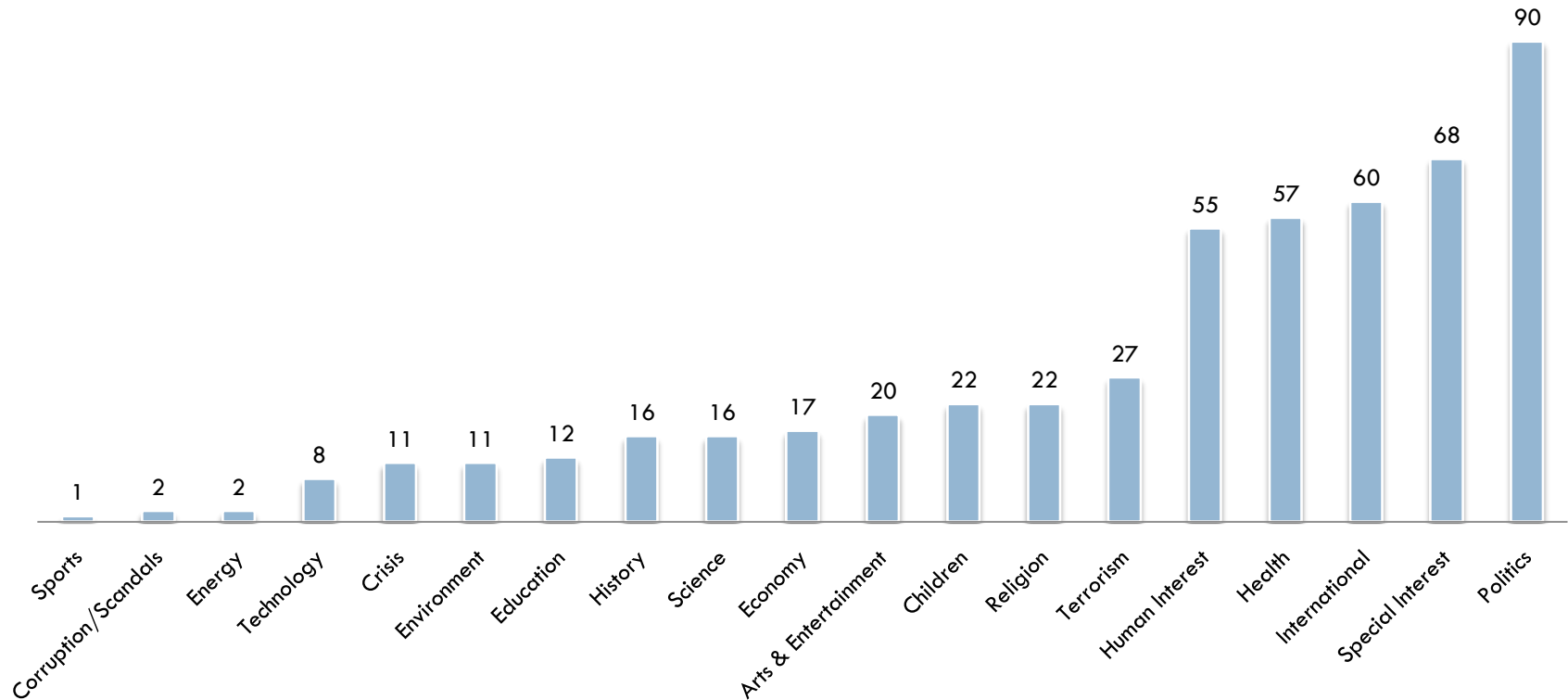
Coding Info

- Coded the following:
 - Date
 - Cover Headline
 - Category
 - Sub category
 - Domestic/Int'l
 - Sex
 - Race
- Not coded:
 - People in staged photographs representing a larger concept
 - Non-Contemporary people (dead 50+ years)
 - People in groups larger than 5
 - Infants/babies

Results – Most Frequent Category

Content Distribution

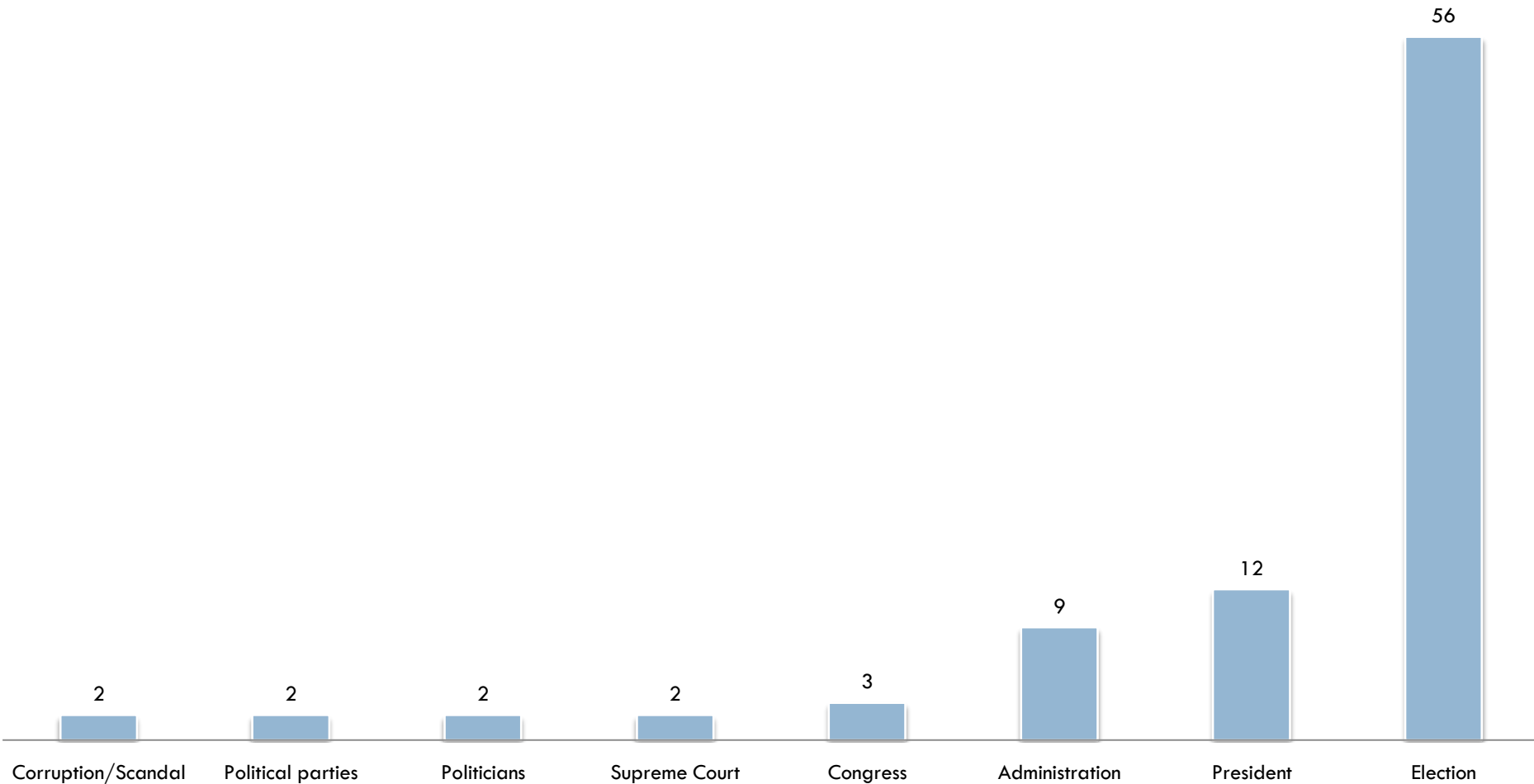
Time covers, 1998-2008



Results – Most Frequent Issue

Politics Frequency Distribution

Time Covers, 1998-2008

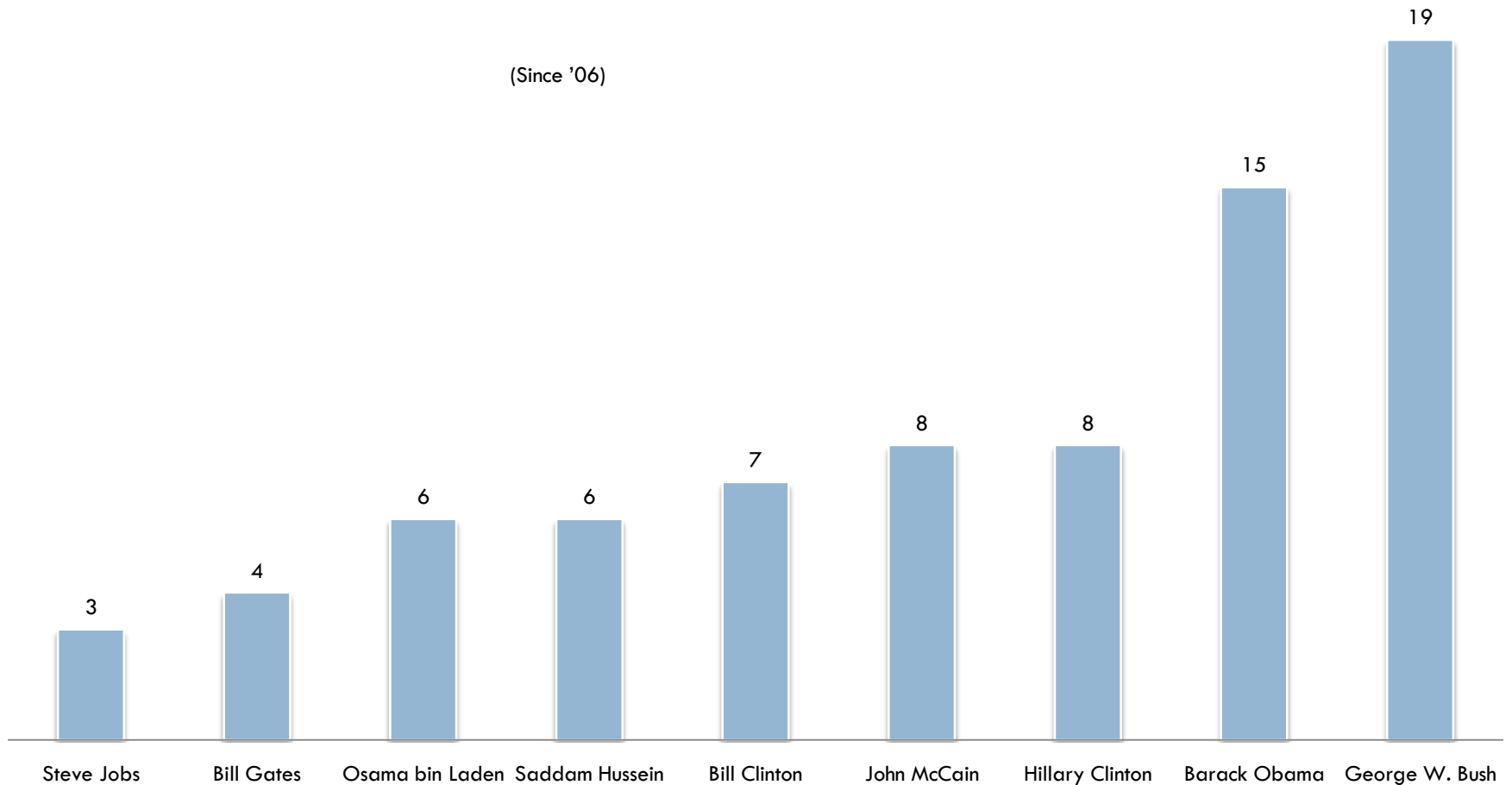


Results – Most Frequent People

Most Frequent Individuals

Time covers, 1998-2008

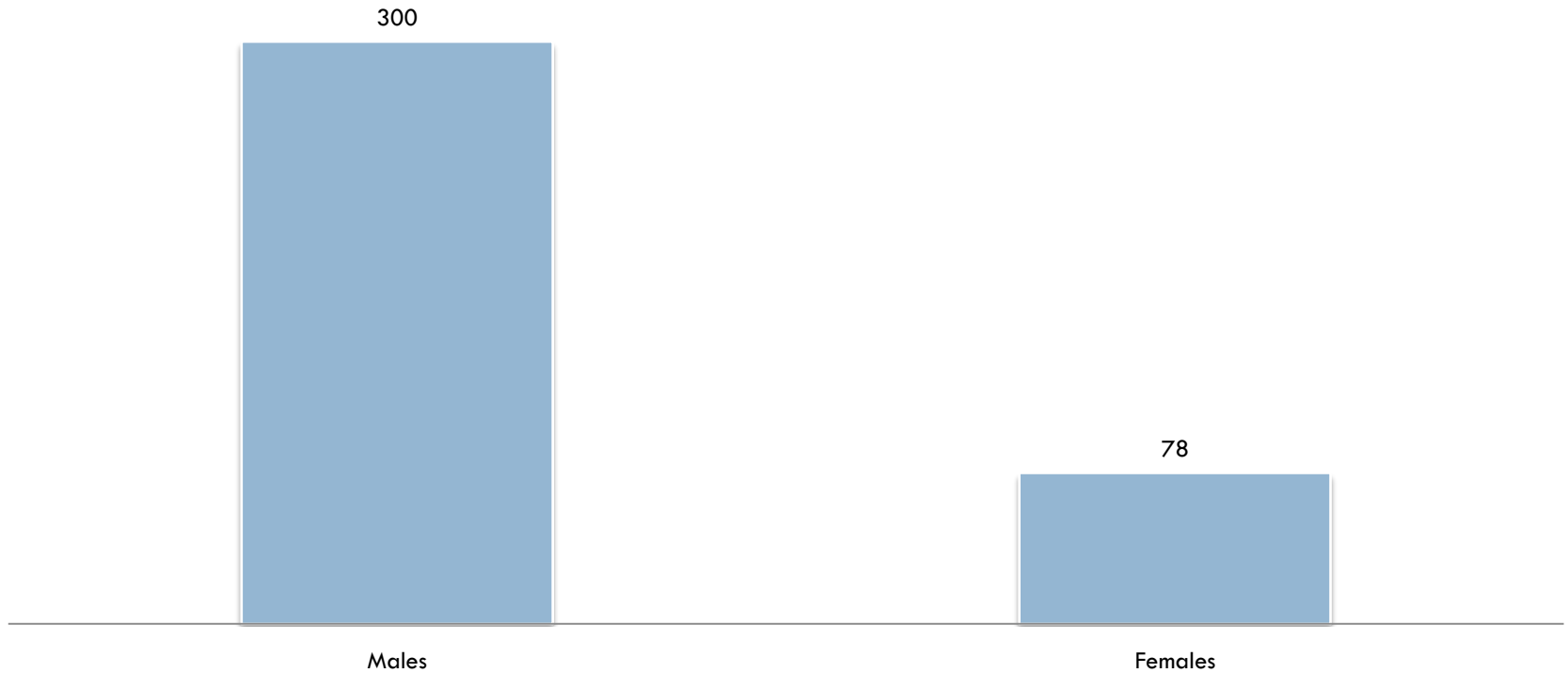
(Since '06)



Results – Gender Frequency

Gender Frequency

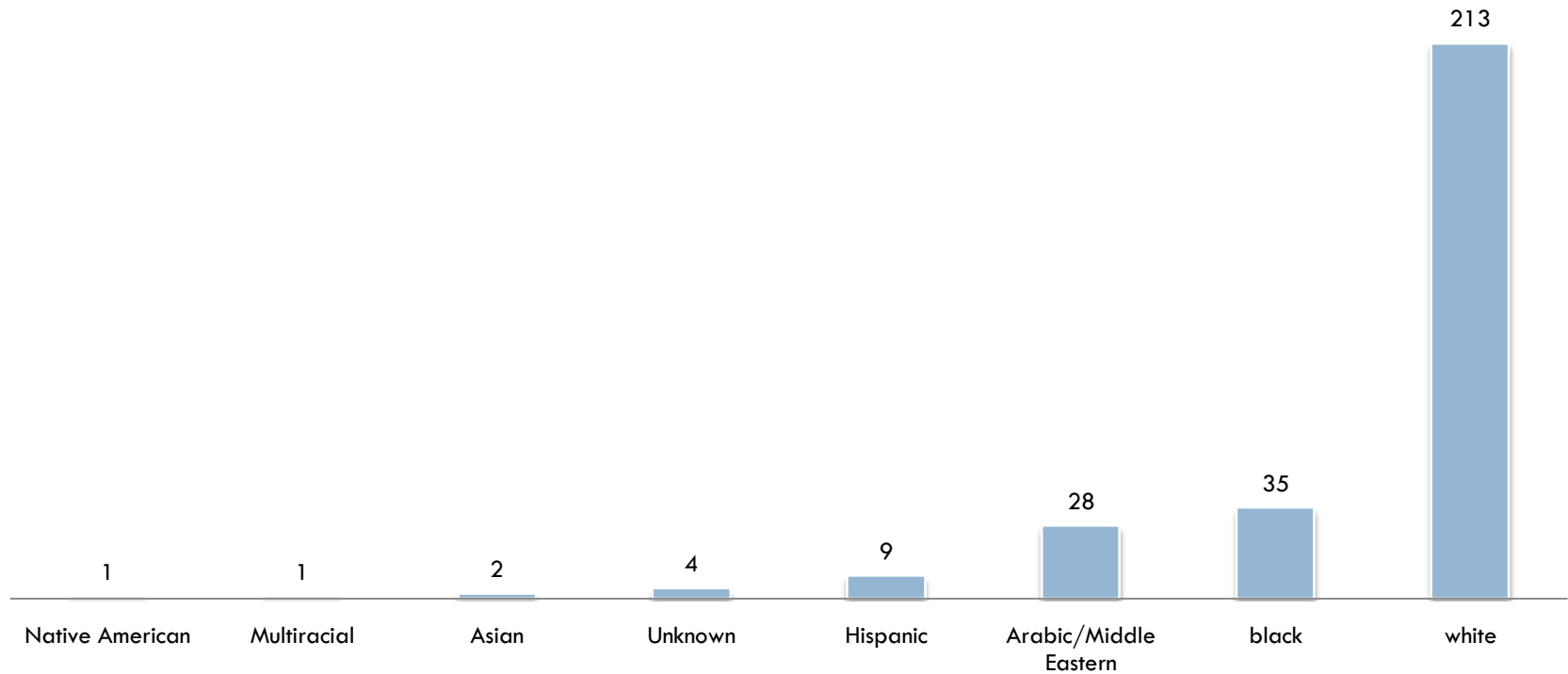
Time covers, 1998-2008



Results – Race Frequency

Ethnicity Frequency

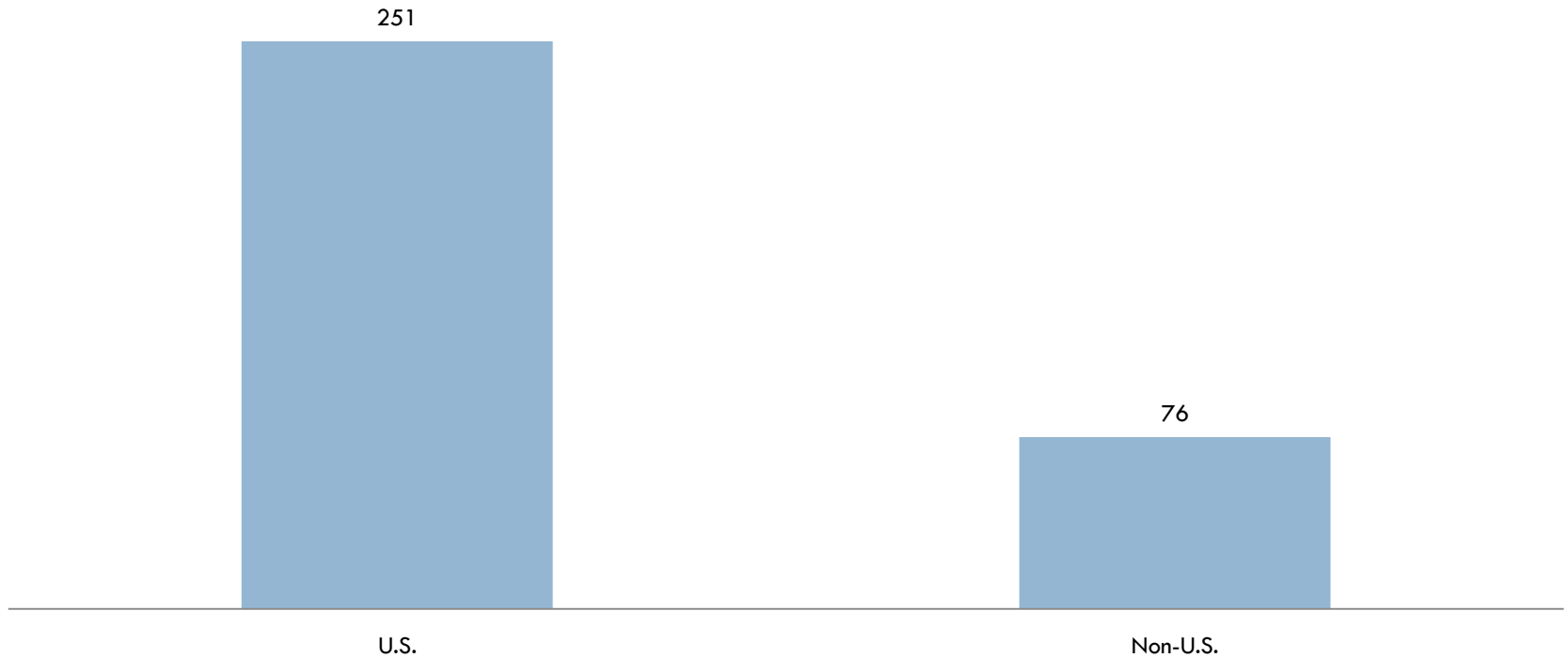
Time covers, 1998-2008



Results – U.S. Status Frequency

Individuals' Citizenship Frequency

Time covers, 1998-2008



Conclusions

- Not too surprised that election was the most frequent issue, but shocked that it was more popular than any other subject by far
- Time still seems to be explaining the news rather than entertaining its audience.
- Thought there would be more diversity
 - *Time* doesn't do a good job of representing a global journalism brand
- *Time* did keep the pulse on history:
 - Columbine
 - Elian Gonzales
 - Olympics
 - Monica Lewinsky
 - All kinds of special interest news
- *The political news events that graced the cover of Time so frequently illustrate the importance politics still maintains in our lives. Perhaps that is so because so much rests upon the men (and women) in office. The difference between war and peace, access to health care, varying perspectives on vast social issues such as abortion and civil rights, the health of the economy, and so much else have everything to do with elections and policy decisions. Political prominence on the cover of Time also disproves the notion that "politics constantly competes with entertainment."**