

West Chester University

Digital Commons @ West Chester University

Sustainability Research & Practice Seminar
Presentations

Sustainability Research & Creative Activities @
WCU

11-2-2022

Our Need for Seed: How News Media Framed the Pandemic Gardening Boom

Roger Gatchet

Amanda Davis Gatchet

Follow this and additional works at: https://digitalcommons.wcupa.edu/srca_sp



Part of the Sustainability Commons

Our Need for Seed:

How News Media Framed the Pandemic Gardening Boom

Dr. Roger Davis Gatchet, WCU

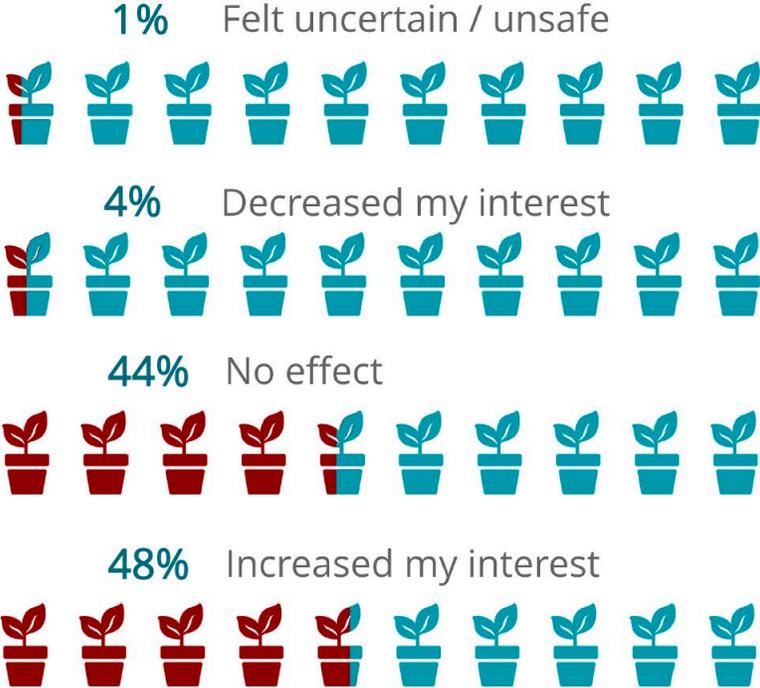
Dr. Amanda Davis Gatchet, MCCC



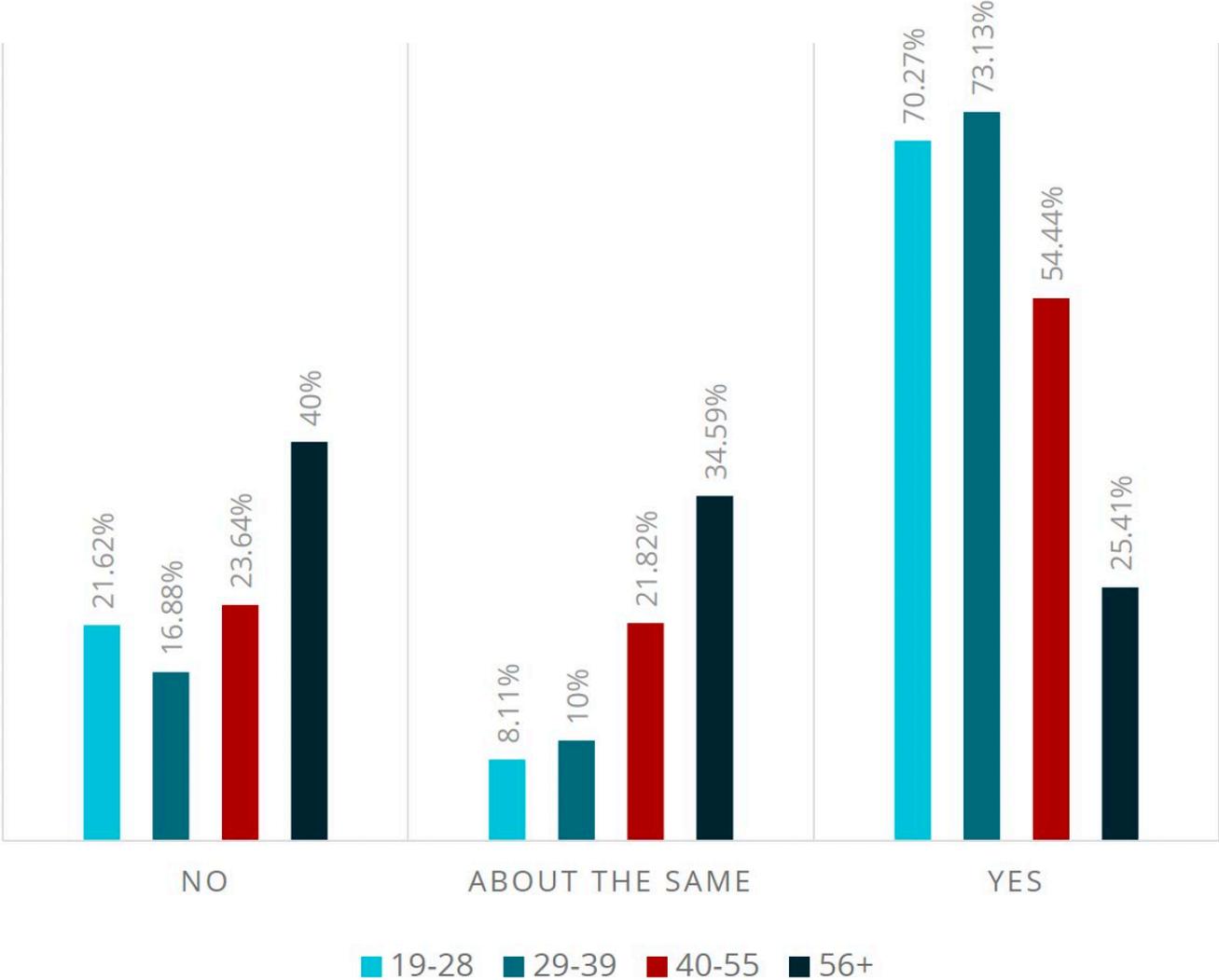




What effect did COVID-19 have on your gardening interest and involvement?



If you are working from home, did you spend more time gardening in 2020? (By Age Group)



Method: Rhetorical Framing Analysis



Google News



"Pandemic Gardening"

April 1, 2020 - July 1, 2021



229 Results / 113 Analyzed

Control

Economics

Food Sovereignty

Physical and Mental Health

Building Community & Connection



BETHANY BAKER / THE COLORADOAN / IMAGN

Economics



Food Sovereignty





Physical and Mental Health



Building Community and Connection

Critique

Individual Solutions for Systemic Problems

Gardening Process vs. Products

Food/Social/Ecological Justice

Ideology of Optimism
