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

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

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

- 1% Felt uncertain / unsafe
- 4% Decreased my interest
- 44% No effect
- 48% Increased my interest
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"
229 Results / 113 Analyzed
April 1, 2020 - July 1, 2021
Control

- Economics
- Food Sovereignty
- Physical and Mental Health
- Building Community & Connection
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