

Methodology – <https://instagreens-bonn.de>

Data acquisition

Mining of Instagram posts
(incl. all media)

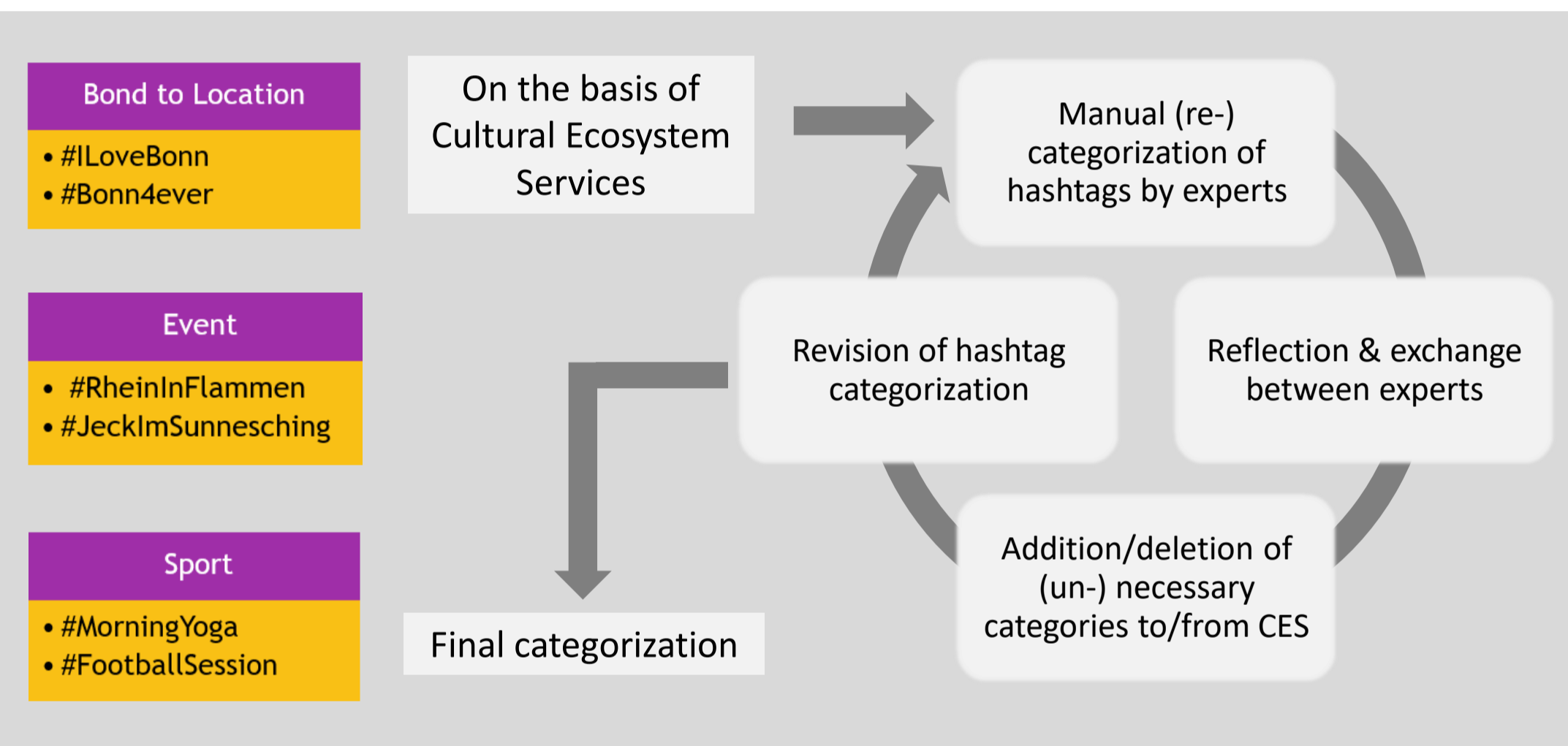
Data pre-processing

Extraction of hashtags and cleansing of errors

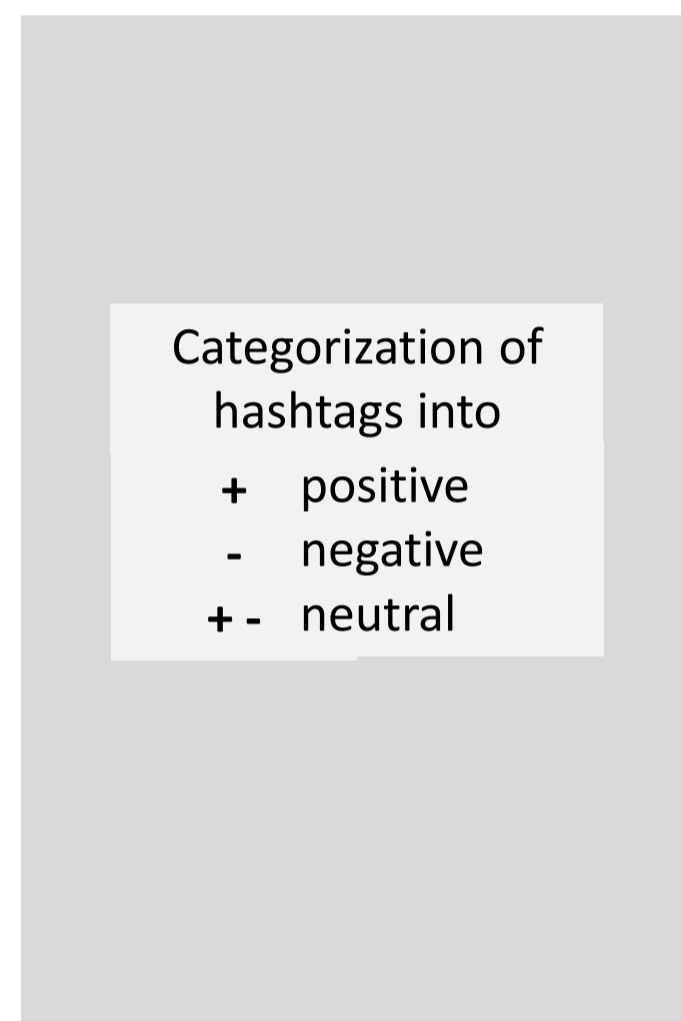


Data analysis

Hashtag categorization

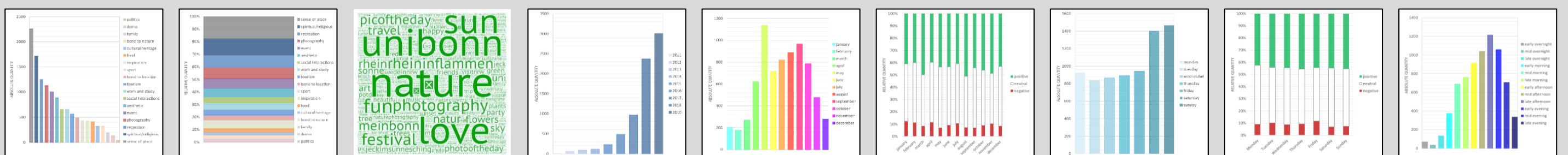


Sentiment-analysis



Statistical analysis

Data visualization



Perception and non-material usage patterns