Methodology – https://instagreens-bonn.de

Data acquisition

Mining of Instagram posts (incl. all media)

Data pre-processing

Extraction of hashtags and cleansing of errors



Reflection & exchange

between experts



Data analysis

Hashtag categorization

Bond to Location

#ILoveBonn#Bonn4ever

Event

- #RheinInFlammen
- #JeckImSunnesching

Sport

- #MorningYoga
- #FootballSession

On the basis of Cultural Ecosystem Services

Revision of hashtag categorization

Addition/deletion of (un-) necessary

categories to/from CES

Manual (re-)

categorization of

hashtags by experts

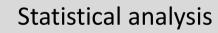
Sentiment-analysis

Categorization of hashtags into

- + positive
- negative
- + neutral

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Final categorization





Data visualization

