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| Location | Shanghai: 21  other: 6 |
| Amount of artworks in the picture | 1: 14  0: 15 |
| Amount of artists (except Marina) in the picture | 0: 29 |
| Amount of the term ‘the artist is present’ in the picture | 1: 4  0: 25 |
| Presentation of the term | Poster: 4  slogan: 1 |
| Presentation of the original work | Video: 1 |
| Occasion | Brand event: 3  Relevant working: 1  Visit in Shanghai: 16  Visit in other places: 3  On the street in Shanghai: 1  On the street in other places: 2 |
| Amount of people in the picture | 4: 1  2: 1  1: 13  0: 14 |
| Type of the main focus | Person: 15  Artwork: 9  Exhibition: 2  Poster: 3 |
| Amount of celebrities in the picture | 1: 3  0: 26 |
| Main action shown in the picture | Posing: 10  Selfie: 2  Other: 2 |
| Gucci elements in the picture | Outfit and accessory: 2 |
| Sophistication of the picture | Professional: 4  Normal: 25 |
| Identity of the account stated | Fan account of celebrities: 3  Gucci related: 1  Public (art related): 7  Personal: 18 |
| Post text content summary | Celebrity related: 3  Artwork related: 8  Exhibition related: 3 |
| Amount of ‘likes’ | [unable to be listed separately] |
| Content of other hashtags | Exhibition related: 12  Celebrity related: 2  Fashion and brand related: 7  Artwork and artist related: 9  Marina related: 2  Concept of ‘fake and imitation’ related: 2 |
| Amount of comments | [unable to be listed separately] |
| Preferred focus shown in the comments | Towards the account itself: 8  Art focused: 3  Irrelevant: 4 |
| Similar contents in recent posts | Celebrity related: 3  Fashion and brand related: 6  Art related: 11  Irrelevant: 10 |