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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: 3Relevant working: 1Visit in Shanghai: 16Visit in other places: 3On the street in Shanghai: 1On the street in other places: 2 |
| Amount of people in the picture | 4: 12: 11: 130: 14 |
| Type of the main focus | Person: 15Artwork: 9Exhibition: 2Poster: 3 |
| Amount of celebrities in the picture | 1: 30: 26 |
| Main action shown in the picture | Posing: 10Selfie: 2Other: 2 |
| Gucci elements in the picture | Outfit and accessory: 2 |
| Sophistication of the picture | Professional: 4Normal: 25 |
| Identity of the account stated | Fan account of celebrities: 3Gucci related: 1Public (art related): 7Personal: 18 |
| Post text content summary | Celebrity related: 3Artwork related: 8Exhibition related: 3 |
| Amount of ‘likes’ | [unable to be listed separately] |
| Content of other hashtags | Exhibition related: 12Celebrity related: 2Fashion and brand related: 7Artwork and artist related: 9Marina related: 2Concept of ‘fake and imitation’ related: 2 |
| Amount of comments | [unable to be listed separately] |
| Preferred focus shown in the comments | Towards the account itself: 8Art focused: 3Irrelevant: 4 |
| Similar contents in recent posts | Celebrity related: 3Fashion and brand related: 6Art related: 11Irrelevant: 10 |