Enduring involvement of anime tourists on Instagram: A machine learning approach

> " Among anime tourist' activities, anime-related ones are more centered around their lifestyles"

Background

Instagram as a photo sharing platform has created the possibilities to record people's everyday lives and present their identities via visual content. Data on Instagram not only conveys information about tourists' interests and preferences, but also visualizes aspects such as their movements, behaviors and impressions. Essentially, *a picture is worth a thousand words*,

Project aim

This research project investigates enduring involvement of anime tourists through their Instagram images.

Our Approach

About 20,00 Instagram images were labelled and analyzed using machine learning approaches.

Findings

- Anime tourists would compare the photos of 'sacred sites' with the scenes in anime, destination management organizations are encouraged to consider designing the attractions in a way like they are portrayed in anime.

- Users of Instagram can offer deep insights into how users experience, perceive and interact with the objects they share

Project Picture

City views	3,823	building, sky, plant, tree, road surface, urban design, window, cloud, infrastructure, architecture, asphalt, property, electricity, daytime, neighborhood

Souvenirs and fan-made mementoes	2,467	font, art, pattern, event, visual arts, illustration, painting, publication, magenta, textile, paper, sleeve, drawing, retail, advertising

Anime and fictional characters	1,063	cartoon, hairstyle, facial expression, art, hair, black hair, mammal, vertebrate, fictional character, mouth, illustration, animated cartoon, gesture, eyebrow, happy

Transportation	1,039	vehicle, wheel, tire, motor vehicle, car, automotive lighting, automotive design, land vehicle, automotive tire, sky, tour bus service, bus, hood, automotive exterior, bicycle

Posters, signs,	821	font, advertising, signage, brand, display device, logo,

Project Team
Dr Mingming Cheng
Shang Liu

Further information, please contact
Dr Mingming Cheng
Associate Professor
Research Lead, Social Media Research Lab
smrl@curtin.edu.au

Social Media Research Lab
Curtin University