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A specific tool (Google Cloud Vision) is used to scan the content of images posted by tourists on Instagram, while they are on holiday in selected islands.

Instagram geotagged posts from these islands are scanned according to tourists' publications (identified by a travel-related hashtag, such as #visit #holiday #travel, etc) during summer 2019 (from June to September), returning a total number of 745,235 pictures considered in the analysis. The breakdown by island highlights that 175,481 pictures are related to Sicily, as shown in the table below. The map of Sicily shows the word cloud stemming from the analysis of the pictures' content.

Source: Report D5.3

| NUM. OF POSTS (TOTAL) | AVG. NUM. OF PICTURES PER POST | SHARE OF GEOTAGGED POSTS | NUMBER OF SCANNED PICTURES |
|---|---|---|---|
| 119,896 | 1.68 | 73% | 175,481 |