Towards the easy analysis of celebrity representations through instagram: A case study

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This paper focuses on the analysis of celebrity representations through Instagram. We refer to representation of a person as the set of concepts, images, ideas and emotions that this person transmit to the world. Representations transmit useful information for fans, but also for the entities related with the involved person. However, the representation exposed by posted images is hard to automatically process as depend on several variables which are complex to interpret. We propose then to employ discourse analysis in order to facilitate the analysis of such people representations. Discourse analysis is a qualitative and interpretive methodology for analyzing social phenomena through any communication mechanism. We illustrate interesting results where the use of discourse analysis allows us to easily process representations through images. © Springer International Publishing Switzerland 2016.

Discourse analysis

Instagram

Mass media

Social networks

Abstracting

Complex networks

Semantics

Social networking (online)

Communication mechanisms

Discourse analysis

Instagram

Interpretive methodologies

Mass media

Process representation

Several variables

Image processing