

## Methodology For Classifying Instagram Posts

If a post contained any version of the listed keywords (in either the post's caption or in the posts' hashtags), it was marked as belonging to the relevant topic. Posts could be listed under multiple categories (i.e., both Food and Fitness) if they contained multiple keywords.

This list of keywords is not exhaustive and may omit common words that fall into each category.

Words were chosen based on their popularity in our sample or on Instagram, more generally.

Topic	Keywords
Automotive	Accord, Aston, Audi, Automotive, Bentley, BMW, Bugatti, Camry, Car, Chevy, Corolla, Dodge, Engine, Ferrari, Ford, Honda, Hyundai, Jaguar, Lambo, Mercedes, Motor, Mustang, Porsche, Range Rover, Rolls Royce, Toyota, Vehicle, Wheels
Business	Biz, Brand, Business, CEO, Client, CRM, Customer, Director, Entrepreneur, Finance, Lead, Market, Network, Sales, Startup, Stocks
Entertainment	Bar, Beer, Cocktail, Culture, Event, Happy Hour, Leisure, Music, Party, Radio, Restaurant, Television, TV, Wine
Fashion	Anklet, Beauty, Bikini, Blonde, Blush, Bra, Bracelet, Brow, Brunette, Bun, Chanel, Clothing, Couture, Curls, Eye, Fashion, Flipflop, Foundation, Gap, Givenchy, Gloves, Hair, Hat, Heel, Jewelry, Lace, Legging, Lip, Lipstick, Makeover, Makeup, Mascara, Models, Pant, Piercing, Ponytail, Ring, Sandal, Scarf, Shirt, Shoe, Shorts, Skirt, Sneaker, Style, Suit, Tank, Wear
Fitness	Abs, Arms, Bench, Biceps, Body, Calves, Cardio, Curls, Deadlift, Exercise, Fit, Fitness, Goals, Grind, Gym, Health, Legs, Lift, Mineral, Nutrition, Pilates, Quads, Rep, Ripped, Set, Shred, Squat, Stomach, Strong,

	Supplement, Sweat, Trainer, Transformation, Traps, Vitamin, Weight, WOD, Workout, Yoga
Food	Bake, Bento, Bread, Breakfast, Buffet, Burger, Butter, Cake, Carb, Cheese, Chef, Choc, Cook, Cream, Dairy, Deli, Dinner, Dish, Food, Fresh, Fruit, Gluten, Greens, Hungry, Lean, Lunch, Meat, Milk, Natural, Nuts, Organic, Pasta, Peanut, Protein, Salad, Salt, Sandwich, Smoothie, Sour, Steak, Sweet, Taste, Tomato, Tortilla, Veg, Waffle, Yum
Home and Garden	Apartment, Balcony, Bathroom, Chair, Condo, Couch, Design, Desk, Estate, Garden, Home, House, Interior, Patio, Room, Sofa, Table, Terrace, Vanity, Walls, Window
Pets	Bird, Cat, Collar, Dog, Fluffy, Gerbil, Hamster, Kitt, Leash, Meow, Parrot, Paw, Pet, Pig, Poodle, Pup, Retriever, Terrier, Woof, Yorkie
Sports	Athlete, Basketball, Climb, Cricket, Football, Golf, Gymnastics, Kick, Pool, Racket, Skate, Ski, Snowboard, Soccer, Sports, Surf, Swim, Tennis, Volley, Wrestling
Technology	Android, App, Case, Charger, Computer, Gadget, Galaxy, HTC, IOS, IPad, iPhone, IPod, Laptop, Mobile, Phone, Samsung, Sprint, Tablet, Tech
Travel	Adventure, Africa, America, Asia, Australia, Bahamas, Barcelona, Beach, Berlin, Britain, California, Caribbean, China, Cruise, Czech, Destination, Earth, Egypt, Europe, Flying, France, Germany, Greece, India, India, Island, Italy, Jamaica, Japan, Macau, Mexico, Mountain, New York, Nomad, Paris, Passport, Plane, Portugal, Prague, Resort,

	Safari, Spain, Tourism, Travel, Vacation, Wanderer, Wanderlust
--	--

Note: Because Instagram users occasionally use irrelevant but popular tags to boost the visibility of their content, post counts for certain topics (such as Fitness and Fashion) may be slightly inflated.

In addition, although Instagram users are not exclusively English-speaking, we omitted any non-English-language tags.