the INSTAGRAMIZATION of the city

understanding the spatial reflections of digital trends

EMMA HUGHES

4cities | erasmus mundus master course in urban studies

academic year: 2017-2019

readers: Ass-Prof. Marta Domínguez Pérez, UCM

Ass.-Prof. Henrik Reeh, KU

september 1, 2019

#abstract

The term 'Instagramization' describes a set of global cultural phenomena related to how people's behaviours are changed by the use, reach and influence of the globally popular mobile social media application Instagram. Applied in the urban context, Instagramization refers to an evolution in the spatial and temporal perceptions of our cities by users and non-users alike through a physical and digital restructuring of the city. These changes result from the pervasive impact of mobile technologies which have fundamentally altered how people communicate, engage and consume within the urban space around them. This research investigates the role Instagram plays in both the reconfiguration of how urban spaces around us are perceived and the definition of related consumption patterns in urban space. The work seeks to uncover how the actions and choices of Instagram users in the physical world are influenced by digital trends of the mobile social media platform and how these resultant socio-spatial engagements influence urban consumption patterns in local neighbourhoods. The research establishes the plausibility of the power of the Instagramization phenomenon as applied to cities, by analyzing the spatial flows, socio-spatial engagement and urban consumption patterns of two distinctly 'cool' urban neighbourhoods, at the micro "street" level in Madrid, Spain and London, United Kingdom. The research seeks to substantiate the view that this 'Instagramization' of the city has seen contemporary digital consumption practices become a significant driver behind the changes in perception of urban space, resulting in new patterns of spatial engagement and consumption practices by both users and non-users alike.

#acknowledgement

I would like to thank...

My family both in Canada and abroad | Thank you for your continued support during this unforgettable adventure. You have provided refuge from the storms, light in times of darkness and laughter when it that was the last thing on my mind.

My friends from home and from all of my adventures along the way | Thank you for believing in me, listening to me, visiting me and supporting me. You all continuously reminded me of how amazing this opportunity has been and because of that, never allowed me to take a moment for granted.

My thesis advisor, Marta | Thank you for your unconditional support and encouraging to me to push the boundaries of my own learning. You gave me the freedom to explore something new and I couldn't thank you enough for that.

All of the 4Cities teachers | Thank you for guiding both myself and my classmates on our journey over the last two years. Thank you for continuously encouraging us to expand our views of the world and reminding us the importance in continuing to learn about these crazy things called *cities*.

My classmates | Wow, what an unforgettable two years! Every single one of you has changed my perspective on the world and shown me the power we have to shape the future. Thank you for the making this experience perfect in every single way and remember... **#wearecohort10**

table of contents

abstract i

acknowledgement ii

introduction 1

theoretical background 2

cultural economics 2

globalizing economies 2

cultural consumption 4

selling the city 6

representation & symbolism 7

self-representation 7

changing symbolism of spatial & temporal realities 8

virtual reflections in the physical city 11

socio-representation & spatial reflections 11

power of instagram 12

methodology 14

problem statement. 14

research question 14

research design 15

comparative approach 16

madrid, spain 16

london, uk 16

methods 17

method I : spatial flows & consumption patterns 17

method II : socio-spatial engagement 19

method III : urban consumption patterns 19

spatial & digital framework 21

madrid, spain 21

london, uk 24

analysis 27

spatial flows 27

data inventory 27

visualizing spatial flows 27
popularity 29
limitations 32
socio-spatial engagement 32
users 33
owners 35
bloggers 38
limitations 39
urban consumption patterns 40
madrid 40
london 43
limitations 48
discussion 49
spatial flow trends 49
socio-spatial engagement trends 51
urban consumption trends 53
conclusion 55
list of figures 56
work cited 57
appendices 63
appendix a : instagram inventory 64
madrid instagram inventory 64
london instagram inventory 71
appendix b : survey questions and responses 76
appendix c : consumption cost comparison maps. 80
madrid consumption cost comparison map 80
london consumption cost comparison map 80
appendix d : consumption cost inventory 81
madrid consumption cost inventory 81
london consumption cost inventory 82

#introduction

"...it's not Instagram that imitates the world, it's the world that imitates Instagram."

– Paul Vacca (2018)

In a very short time frame, it has become clear that social media has become instrumental in the digital signification of our social connections, consumption patterns and self-representation. Since its launch in 2010, Instagram – a social network aimed at sharing visual content between users – has grown to be one of the most influential digital tools and mobile social media platforms on the planet. Whilst numerous studies have sought to understand how Instagram influences social engagement, consumption in the city, or the digital representation of self (Abidin, 2014; Boy & Uitermark, 2016, 2017; Feltman & Szymanski, 2018; Giannoulakis & Tsapatsoulis, 2016; Hoogendoorn & Gregory, 2016; Pittman & Reich, 2016; Sheldon & Bryant, 2016; Toscano, 2017; Zappavigna, 2016), there are no studies thus far which seek to understand how these three aspects are woven together through the Instagram digital platform.

As Instagramization continues to grow as a global cultural phenomenon, the need also grows for research on the digital trends of Instagram and its spatial reflections in the contemporary city. As such, the following work starts on an exploratory journey with a relatively blank slate to pursue one goal — to explore how Instagram (and its recent derivative of Instagramization) is influencing the urban world around us. While the phenomenon of Instagramization itself is a relatively new concept, the term has recently been used to describe the purposeful design of public and/or private spaces for the appeal and engagement of users on the visually-based social media platform of Instagram (Mackie, 2018; Matchar, 2017; Schwarz, 2017). While this understanding links content preferences on Instagram to the design of the physical world around us, it is this author's view that this definition only pertains to Instagram's aesthetic impact on the city, missing the more substantial impact of Instagram on the life and vigour of the city, which this work seeks to understand.

In aiming to interpret the spatial reflections of Instagram's digital trends in the city, this research has defined 'Instagramization' as a new form of contemporary consumption which is influenced by Instagram and deeply rooted in new digital trends of self-representation through contemporary forms of urban consumption. Thus, Instagram's greatest power not only lies in its capacity to influence our lives within the virtual application but is rooted in its ability to influence where we go, the people we interact with, and what we consume in the world around us. Consequently, this research seeks to demonstrate how top 'Instagrammed' spaces in local neighbourhoods are not just a result of an aestheticised design, but rather are spatial reflections of changes in larger trends of socio-spatial engagement and urban consumption that are actively promoted through Instagram.

theoretical background

Based on the definition of Instagramization in the previous section as a new form of contemporary consumption influenced by Instagram and deeply rooted in new digital trends of self-representation and urban consumption, there are numerous theoretical umbrellas which cover this description. In the following section, the theoretical background has been laid out to provide contextual insight into the theory which constitutes this definition and builds the structural basis for the following research.

cultural economics

In trying to understand the influence of Instagramization on the city, it becomes clear that the concept is intrinsically tied to the cultural economic structures of the contemporary city and its urban consumption patterns. Cultural economics is an off-shoot of traditional economic studies which is recently "steering and shaping cultural distribution — what is consumed, how it's consumed, how it's enjoyed, and how it spreads — by a wide order of magnitude" (Cowen, 2008, p. 262) through the use of social media applications. As with typical economic markets, cultural economics requires "a hypothetical equilibrium between the supply and demand of cultural goods" however in this case, the "effects of current fads and trends (bandwagon effect) and the effects of selection (snob effect) [...] completely distort the traditional demand curves based on price" (Greffe, 2016, p. 72). Thus, we see the power of virtual trends, social relationships and self-representation increasingly influencing new forms of urban consumption and cultural economics in the contemporary city. Amongst the following sub-section, the concept of Instagramization has been set against a contextual backdrop of neoliberal economic structures, cultural consumption and contemporary marketing practices to provide a broad foundational understanding for the following research.

globalizing economies

neoliberalization

Foundational to today's current economic and social climates, the creation of neoliberal narratives and ideologies in the 1970s under the Thatcher-Reagan regimes in the US and UK brought forth a seismic restructuring of the global economic system. As cities were faced with national economic pressures to reform and adapt to the realities of deindustrialization in the 1980s, neoliberal political-economic practices were seen as a solution to instill economic growth and capital into struggling national economies — however the long-term urban realities of these policies were not yet clear.

Neoliberal practices ultimately allowed for the state to embed capitalistic values at the core of our cities by favouring economic practices which promoted the belief that "human well-being can best be advanced by the maximization of entrepreneurial freedom," (Harvey, 2006, p. 145). As a result, capitalism – and thus capitalistic values – became intrinsically built into our urban economies, ensuring that urban spaces were "intensively commodified insofar as their constitutive sociospatial forms [...] were sculpted and continually reorganized in order to enhance the profit-making capacities of capital" (Brenner, Marcuse, & Mayer, 2009, p. 178). Within a matter of decades, capitalism came to play a "powerful role in producing and transforming urban sociospatial configurations" (Brenner et al., 2009, p. 178) of the contemporary city in support of a global neoliberal agenda — a trend we still very much see today. While driving capital into urban centres, the resultant capital dependence has not been without

consequences as the resulting globalization of economic networks ultimately represented a "migratory technology of governing" (Ong, 2007, p. 5) which helped to facilitate the restructuring of global urban economies.

networked cities and societies

In addition to global economic restructuring as a result of neoliberal practices, the recent proliferation of digital network technologies has further triggered a fundamental shift in the growth of cities and societies in the last 20 decades. Recent shifts in the preference for digital network technologies occurred as a result of a "cultural mindset that emerged in the mid-2000s as a part of the technical and business phenomenon referred to as 'web 2.0'" (boyd, 2014, p. 6). 'Web 2.0' is a term used to describe the "second generation of the world wide web" that is based around a more interactive web experience and is particularly "focused on the ability for people to collaborate and share information online via social media, blogging and Web-based communities" ("What is Web 2.0?," n.d., p. 2).

The global phenomenon of 'web 2.0' not only fundamentally changed the power of the Internet, but also meant that cities no longer relied on "physical proximity, but on the exchange of flows" of information, people and capital in "a totally new conception of space" (Siapera, 2010a, p. 185). New digital urban networks have allowed cities to remain competitive in new global markets as a "new shift within modernity precipitated by the new information technologies" (Siapera, 2010b, p. 6) facilitated a global revolution. The realities of these new networked cities saw "very few instances [where] the phenomenal world any longer corresponded to the habitual settings through which an individual physically moves" (Giddens, 2016, p. 512). As such, networked cities could be understood as "a product of practices, trajectories, interrelations" (Massey, 2004, p. 5) which have the ability to spread beyond their spatial physicality. Consequently, trajectories of the urban economies and growth of these networked cities were reformed to rely and "function on the basis of information and communication that is produced and disseminated by new, digital, technologies" (Siapera, 2010b, p. 6).

Strengthened by this ease of "movement and communication across space [and] the geographical stretching-out of social relations," (Massey, 1991, p. 2), for the first-time networked cities experienced a spatial and temporal restructuring by means of a technology-induced "time-space compression" (Massey, 1991, p. 1). Consequently, networked cities and urban spaces were no longer localized, but "thoroughly penetrated by distanciated influences" (Giddens, 2016, p. 512) which reached beyond what is considered to be a city's traditional physical and temporal surroundings. Further encouraged by "new technology and apps [to] change the landscape [...] through similar practices and activities into geographically unbounded settings" (boyd, 2014, p. 8), the networked city demanded urban actors to construct a new understanding of the urban landscape in an increasingly digital world.

Alongside a new digital urban landscape, there was a simultaneous "growing trend and shift in [the] preference for the use of digital media" (Kaul et al., 2015, p. 456) across social, economic and cultural aspects of urban society. The globalizing impact which changed the spatial and temporal landscape of our cities, allowed users to connect beyond their immediate social surroundings — restructuring not only communication practices, but introducing social networks which were "built around the media communication system and Internet networks" (Castells, 2008, p. 90) as well. As a result, global networks ¬– strengthened by web 2.0 technologies – have not only restructured the spatial and temporal of our cities, but new digital technologies have ultimately allowed users to connect in a new conception of digital societies and urban space.

cultural consumption

In further understanding how the economic realities of the contemporary city are tied to the phenomenon of Instagramization, it is imperative to understand cultural consumption theory (CCT) in the context of the digital contemporary city. In the scope of this research, understanding CCT is vital to trying to decipher the influence of Instagram on contemporary consumption patterns and how they are reflected in the urban form.

cultural consumption theory

Introduced in 1950s by Milovan Djilas and strengthened by Pierre Bourdieu in 1984 (McGuigan, 2009), the study of class formation and cultural consumption practices became a significant stream of urban studies. Whilst historical cultural consumption practices have been linked to the social, educational and monetary achievements of the dominant social class, the advent of the networked city has altered the performance of these practices. Recent changes in the economic and social climates of the digital contemporary city have helped to "remove the magical barrier which makes legitimate culture into a separate universe" (Bourdieu, 2000, p. 100). As this barrier has dissolved, the cultural consumption practices which once clearly divided the social classes have blurred in a move that seemingly counters the goals of neoliberal classist principles. In response to this fallen obstruction, the "capitalist cultural production systems [now] invite consumers to covet certain identity and lifestyle ideals" (Arnould & Thompson, 2005, p. 875) which align with the larger capital-centred narratives of contemporary consumerism.

Thus, the "consumption of more elaborate goods and services and the institutions and rituals that make this consumption possible" (Zukin & Maguire, 2004, p. 173) have ensured capital and displays of economic consumption have become deeply embedded in our society. The significance of cultural consumption practices have been reworked as "consumers actively rework and transform symbolic meanings encoded in advertisements, brands, retail settings, or material goods to manifest their particular personal and social circumstances and further their identity and lifestyle goals" (Arnould & Thompson, 2005, p. 871). Consequently, we see contemporary consumption practices selectively consuming goods and services which align their preferred lifestyle and representation of self-image with a certain social class of consumption.

consumption classes

The reconfiguration of the urban consumption patterns to adapt to the digital contemporary city has subsequently ensued in a new consumption class. In recent streams of academia, new groups of urban consumers or consumption classes have been studied and referred to as the 'new petite bourgeoisie', the 'creative class', or 'hipsters' (Bourdieu, 2000; Florida, 2002; Scott, 2017). While defined differently between academics, the new consumer classes are generally seen as a wider group which is "employed in occupations involved in presenting and representing symbolic goods and services" (Bourdieu, 2000, p. 359) or are distinguished as "'the professional-managerial class', which also includes artistic occupations" (McGuigan, 2009, p. 293). External to their defining professional fields, members of this consumption class are frequently seen as individuals whom identify with "being 'on trend' and 'in the know' of the latest lifestyles" (Scott, 2017, p. 63).

What unifies this primary group of consumers ultimately has been their ability to "blur the boundaries between and diminish the hierarchical structure" (McGuigan, 2009, p. 293) of traditional social classes and their consumption of arts and high culture. As a result, this contemporary consumption class has been "inventing an art of living which provides them with the gratifications and prestige of the intellectual at the least cost" (Bourdieu, 2000, p. 370) by "shifting occupational structures and the habitus of different socio-economic groups" (McGuigan, 2009, p. 292) within the contemporary city. This shift in socio-economic groups has resulted in a growing "middle-class population to consume cultural products in ever-increasing amounts" (Peng, 2017, p. 4), changing the traditional consumption patterns for a growing proportion of the global population. Amidst their search for individuality, this new consumption class often "directs these desires to consumer products, and creates new spaces where these products can be sampled, purchased, and enjoyed" (Zukin & Maguire, 2004, p. 189) — particularly in their urban surroundings.

consumption spaces

As the presence of this new contemporary consumption class has grown, a noticeable change in urban consumption patterns has been exhibited. Amongst a new "nexus of consumerism and individualism" (Peng, 2017, p. 4), this new class has established aesthetic appearance, self-representation and on-trend lifestyles as key indicators of new contemporary consumption practices. Further supported by an increase in the preference and presence of mass digital media, their consumption practices are encouraged and "produced by manipulating consumers' desires to be well dressed, good looking, and beloved; to surround themselves with visions of beauty; and to surrender common sense and sobriety to individual dreams of self-enhancement" (Zukin & Maguire, 2004, p. 176). As the capitalistic values of the contemporary city have supported these changes in aesthetic values, urban consumption has mirrored these changes by exhibiting a "visible factor in both the creative destruction of the landscape and the conscious reshaping of the self" (Zukin & Maguire, 2004, p. 176).

Thus, our contemporary consumption spaces in the urban form are demonstrating that "attention to design has become a normal part of the production process, and design aesthetics have converged such that the same 'look'," (Zukin & Maguire, 2004, p. 182) engulfs our urban environments — consequentially blurring the lines between aesthetic form and symbolic function. The weight of these new societal values of aesthetics and lifestyles have "given rise to new, highly visible consumption spaces", whereby urban developers and city governments alike have taken note and further "encouraged strategies that 'aestheticise' or focus on the visual consumption of public space" (Zukin, 1998, p. 825) in promotion of economic urban consumption. As these new consumption spaces continue to allow for the capitalist-centred "reshaping of the conditions of day-to-day life" (Giddens, 2016, p. 519), it becomes clear that "common denominator of all the new consumption spaces is a sociability dependent on visual coherence" (Zukin, 1998, p. 834). These new highly visible spaces of consumption allow for "new patterns of production [to] characterize the city and its neighborhoods" (Lloyd, 2004, p. 344) by reflecting new consumption patterns which are rooted in the consumers' need to reflect and "build their worlds and identities" (Manovich, 2009, p. 322) in the urban spaces around them.

selling the city

cool capitalism

Just as urban consumption spaces are reflective of new consumption patterns, industries and marketing trends have been echoing this shift in consumer preference since "the "creative revolution" of the early 1960s" (Zukin & Maguire, 2004, p. 180). It was during this time that there was an intentional "integration of a subculture model of "cool" into the heart of capitalism" (Zukin & Maguire, 2004, p. 180) which allowed industries and corporations to build off of consumer's desire to have 'cool' and 'hip' lifestyles. However, the idea of 'cool capitalism' is not isolated to the sixties, in fact a massive and permanent resurgence in the 1990s saw "the consolidation of a new species of hip consumerism, a cultural perpetual motion machine in which disgust with the falseness, shoddiness, and everyday oppressions of consumer society could be enlisted to drive the ever-accelerating wheel of consumption" (McGuigan, 2006, p. 154).

As further demonstrated by McGuigan (2006), it becomes clear that 'hip' consumerism is not only a new species of consumption practices, but it is now an integral component of the contemporary city. The contemporary consumption class – and their preference for self-representation of consumption practices – have further driven the "social construction of the ideal type of the "hip" consumer" (Zukin & Maguire, 2004, p. 180). It appears that today, "nothing is cooler than converting hip into commerce" (Scott, 2017, p. 63) as the consumer industry actively engages in the "production and selling of new sights, sounds, fashions, cultural sensations, and the elevated arts of living well" (Bourdieu, 2000, p. 141), which are reflective of the contemporary consumption class's self-constructed vision of a 'cool' lifestyle.

digital marketing

Just as 'hip' and 'cool' commerce have rooted themselves at the core of urban consumption patterns and industry markets, another major element has impacted contemporary consumption patterns — digital technologies. The introduction and advancement of digital technologies in the late 1990s and 2000s – alongside the resurgence of the 'cool' capitalism – entirely restructured how consumers engage in and produce their consumption patterns. Since the mid-2000s, new digital technologies have actively helped to "reconfigure industries, including mass media and the selling of consumer goods" (Scott, 2017, p. 65) in both digital and social environments ¬— free from the spatial and temporal restrictions of traditional consumerism.

Further strengthened by the "growing trend and shift in consumer preference for the use of digital media" (Kaul et al., 2015, p. 456), the rise of web 2.0 and new forms of digital technologies ¬– specifically visual and social platforms such as Instagram – have helped to "provide users with the opportunity for controlled and imaginative self-presentation" (Peng, 2017, p. 6) in a new virtual setting. Alongside this consumer shift in preference for consumption via digital technologies, this phenomenon "spread upward into industry with the force of a grassroots cultural shift" (Zukin & Maguire, 2004, p. 180). As industries fought for their foothold in the digital consumption space, it became clear that the virtual attention of consumers has become "the currency of a new economy" (Webster, 2010, p. 594) as online contemporary consumers use digital technologies as a "dynamic everyday practice to perform their tastes and lifestyle" (boyd, 2014, p. 49).

Thus, this new contemporary consumption class – and their digital consumption practices – have encouraged new digital technologies to be built into the core of consumer industries as the preference

for 'cool' trends and self-representation is increasingly displayed online. Further enhanced by the "emergence, adoption, and proliferation" of smartphones and location-based digital technologies, the contemporary consumption class has seamlessly "blended physical and digital spaces into hybrid spaces of interaction and experience" (Kalin & Frith, 2016, p. 224). This constant need for reflecting their consumption patterns in the hybrid digital and physical world around them "emerges from a tangled web of consumerism, lifestyle, and mobile social media usage" (Peng, 2017, p. 16) which has stimulated the spread of self-representation and Instagramization across contemporary urban space.

representation & symbolism

self-representation

As demonstrated by both traditional and contemporary consumption patterns, the demonstration of self-worth and fashionable lifestyles have been intrinsic to explaining how and why social classes consume the way they do (Arnould & Thompson, 2005; Bourdieu, 2000; McGuigan, 2009; Zukin & Maguire, 2004). Strengthened by 'cool capitalism' trends in the 1990s and the introduction of digital technologies later in the decade, the central thread to contemporary consumption becomes clear — the spatial self. While the 'spatial self' is not a new phenomenon, it is important to recognize how it has become strongly intertwined with contemporary urban consumption patterns. Thus, the new consumption class has introduced the concept of 'spatial self' into their everyday lives through the "intentional socio-cultural practices of self-presentation that result in dynamic, curated, sometimes idealized performances of who a user is, based on where they go" ¬(Schwartz & Halegoua, 2015, p. 1647).

spatial self

Just as neoliberal agendas allowed for capitalistic values to be embedded at the core of institutional frameworks and urban spaces, in a similar way "modernity opens up the project of the self, but under conditions strongly influenced by standardising effects of commodity capitalism" (Giddens, 2016, p. 518). As contemporary consumers seek to find ways to represent themselves and their consumption patterns in an increasingly digital world, "the project of the self becomes translated into one of the possession of desired goods and the pursuit of artificially framed styles of life" (Giddens, 2016, p. 518) to be shared online.

Unlike the traditional consumption of goods and services demonstrated by early examples of cultural consumption theory, the concept of spatial self demonstrates that a change in cultural consumption is upon us. Spaces of consumption have established themselves as an intrinsic element in the act of self-representation whereby consumers aim to "document, archive, and display their experience and/or mobility within space and place in order to represent or perform aspects of their identity to others" (Schwartz & Halegoua, 2015, p. 1647). While employing the spatial self in their physical surroundings, consumers are ultimately being "shaped by the character of a physical place" and are further "relating themselves with the values and social groups that are represented by that specific physical place" (Schwartz & Halegoua, 2015, p. 1649).

While this relationship between spatial self and physical space may seem unidirectional, upon closer investigation the spatial self also exhibits the ability to influence the character and meaning of its physical surroundings. As such, the simple acts of documenting and deploying the spatial self in selected spatial realities allows for users to alter the meaning and reinforce the value of these spaces

by the user. Thus, it becomes apparent that the spatial self and the physical spaces in which we employ this phenomenon are "not rooted or static, but mutable ongoing productions" (Massey, 2004, p. 5) whereby self-representation and physical space reciprocally influence once another.

digital self

In a similar fashion to how digital technologies were adopted by contemporary society in the late 1990s and ultimately changed the course of consumption and marketing trends, digital technologies have also altered the understanding of spatial self. The radical and exponential increase in the integration of digital technologies in all aspects of life over the past 20 years has allowed for the "transformations of place, and [...] the centrality of mediated experience [to] radically change what 'the world' actually is" (Giddens, 2016, p. 512). What results is a scenario where the physical world is no longer isolated from the digital one, as digital technologies are "becoming increasingly embedded in our spatial practices and the social production of space" (Schwartz & Halegoua, 2015, p. 1647)¬.

Digital technologies, and more explicitly mobile social media applications such as Instagram, have shed light on the undeniable "intimate relationship between materiality, space, and digital media" (Farman, 2015, p. 104) that now exist in our urban environments and self-representation within these spaces. While the "subsequent networked presentation of the self involves performative elements, using a variety of tools and strategies" (Mendelson & Papacharissi, 2010, p. 2) such as social networks and digital media, it is clear that Instagram is a tool for the "contemporary means of introducing the self and performing one's identity" (Mendelson & Papacharissi, 2010, p. 3). Accordingly, hundreds of millions of individuals flock to the platform to validate this statement, particularly as "Instagram users have adopted the application not only to express themselves to others but also to find their place in the world" (Kalin & Frith, 2016, p. 230) and best reflect their curated digital self-image.

Thus, it becomes clear that the digital representation of spatial self – demonstrated through images shared to Instagram – is representative of contemporary urban consumption patterns and is making a clear impact on the physical realities of our cities. As such, our cities become phenomena where "the character of a place is a social construct that is continuously created and adjusted by the plethora of visitors to that location and the connotation of that place" (Schwartz & Halegoua, 2015, p. 1649) through the Instagramization of the city.

changing symbolism of spatial & temporal realities

While Instagram's core functionality is to share visual content across its vast network of social relations, there are numerous additional features which are subtly built into the platform's posting function. Since its release in 2010, Instagram's photo sharing capabilities have allowed for images to be shared from any temporal period of the recent or distant past and to be associated with any space whether the user is at the location or not. As such, no longer is the simple act of sharing a photograph in and of itself demonstrative of the platform's power but now its smaller built-in features are just as influential.

sharing photographs

As defined by Michele Zappavinga (2016), the concept of 'spreadable media' applies to any form of media which is ultimately "shared by audiences for their own purposes within participatory cultures" (273). While in the context of this research the visual content in question is isolated to the Instagram platform, the images are characteristic of 'spreadable media' as users share them amongst the

Instagram audience — whether that be intimately with private connections or publicly with a larger collection of spectators. As such, this form of spreadable media on Instagram is representative of the contemporary consumption class's need to display their digital self through online platforms. This display of digital self on Instagram also further affirms the powerful "social relation between the producer, the viewer and the object represented" (Kress & van Leeuwen, 2005, p. 42) embedded within images shared online.

Additionally, the ease of producing shareable media on Instagram has facilitated its use as a tool to employ the digital self, such that the "everyday lives of individuals are being remediated into new contexts of social visibility and connection" (Vivienne & Burgess, 2013, pp. 281–282). While many images are still designed to share one's memories, it becomes increasingly clear that much of the content "exploits and feeds into the in-group class distinction" (Peng, 2017, p. 16) and the desire to emulate a stylized version of the digital self. Thus, we more frequently see a "mediated self-presentation on social media" which further strengthens the photograph's role in defining contemporary consumption patterns through the "important aspect of the socio-cultural characters with which they are identified" (Peng, 2017, p. 16).

spatial realities

While the primary function of Instagram is to share photographs, another key aspect of this social media platform is its spatial component — geolocation. The rise of geolocation services has intrinsically countered our traditional experience and understanding of our physical presence in urban space. Similar to how De Certeau saw Manhattan transform when viewed from the 110th floor of the World Trade Centre, it could be said that "one's body is no longer clasped by the streets" (1984, p. 92) as our presence in urban space can seemingly be transported by geolocation features on our smartphones. By deploying geolocation technologies as a main component of its functionality, Instagram allows users to 'tag' their content at certain locations through the use of hashtags (#) or by 'geotagging' images with geolocation features (known as 'Places').

While traditional consumers identify with spaces around them by being physically present in those spaces, the rise of social media and 'tagging' locations allows contemporary consumers to engage with spatial realities by virtually identifying with those spaces through hashtags or geotagging. Thus, we see users of social networks become "practitioners [whom] make use of spaces that cannot be seen" (De Certeau, 1984, p. 93) as users actively choose to engage with digital forms of urban space through geolocation. As a consequence of the widespread use of geolocation services via mobile technologies, it is clear that "today's social media applications have further added a new dimension to this self-presentation practice" (Peng, 2017, p. 2) as geolocations services are used in "conceptualising the active marking of location as a modality of self presentation" (Saker, 2017, p. 937).

As recent technological advances are supportive of a proliferation of geolocation services in social media applications, it becomes clear that location is more frequently being used as "the mediator of our social and networked interactions" (Drakopoulou, 2017, p. 3). Geolocation services not only weave together the social and spatial aspects of the digital self, but they are an active agent in building a spatial relation which "bridges the tangible and technological world" (Fitzpatrick, Birnholtz, & Gergle, 2016, p. 2). While traditionally the spatial self is employed as a practice which is based on the physical presence in space, geolocation services have allowed the digital self to be associated with locations which are "far from being a precise indication of location of social interactions" (Schwartz & Hochman,

2014, p. 15). In fact, research has found that the location attached to a photograph "may also signal mood, lifestyle, or life events and maintain or support intimate social relationships" (Schwartz & Hochman, 2014, p. 15) rather than the physical presence in a space.

With this understanding of the spatial signification of urban space, we can begin to understand that geolocation has bred a "new generation of 'human knowledge' regarding urban spaces at a fine-grained resolution" (Shen & Karimi, 2016, p. 9) as more people associate themselves with micro-spaces across the contemporary city such as neighbourhoods, stores/restaurants, public squares or streets. The symbolism of the digital association with these micro-locations further demonstrates how the digital realm is intrinsically tied to the physical one, particularly as digital images are associated with "locations or activities [that] are named, captioned, or annotated [that] can be understood as performative" (Schwartz & Hochman, 2014, p. 15). As a result, we can see that the practice of selectively assigning locations to photographs – despite the spatial realities of where the photograph was captured or uploaded – has the ability to fundamentally restructure the socio-spatial interactions between consumers and micro-spaces in the city.

temporal aspect

A final and increasingly important symbolic aspect of sharing spreadable media to Instagram is the temporal aspect. Similar to the ability of users to associate various geolocation data to their photographs regardless of where the image was taken or uploaded, Instagram provides users with the ability to share images from both the distant and recent past. As users have the ability to upload images from any past temporal period, we see "Instagram images "lose" their specific time and place stamps" (Drakopoulou, 2017, pp. 6–7) which are traditionally a key marker of traditional employments of spatial self. As the spatial self is contextually situated in a fixed spatial and temporal framework, it becomes increasingly apparent that the 'digital self' is not a spatially or temporally situated representation. Rather, the digital self is a virtual and "highly selective version of [oneself]" (Mendelson & Papacharissi, 2010, p. 4) that often does not reflect the user's current spatial and temporal realities.

As such, it then can be understood that "Instagram's entire concept is based on viewing images of the recent past" (Drakopoulou, 2017, pp. 6–7) as images shared to the platform have no temporal requirements based on when they were captured and uploaded. The influence of Instagram's restructured temporal frame on the digital self has given the contemporary consumption class the ability to contribute to engage in a form of 'time thickness' which acts "[as] a way of prolonging the "nowness" of the image" (Drakopoulou, 2017, pp. 6–7). Thus, this 'time thickness' has restructured our conception of our temporal scale in the world around us and fundamentally altered our conception of what is taking place 'now' versus in the past.

In addition to sharing images from an unrestricted temporal period of the distant and recent past, Instagram has built in algorithms which alter the content we see on the platform. The 'recent' images we see are not only influenced by a temporal restructuring of the digital self, but further altered by Instagram which has allowed the social media platform to "overcome the traditional dichotomy between real and virtual" (Toscano, 2017, p. 278) experiences, further than through the symbolism of images and location alone. As Instagram aids consumers in both the spatial and temporal restructuring of the digital self, we are also seeing the spatial and temporal restructuring of the physical city around us through the lens of Instagram. The spatial and temporal restructuring – led by Instagram through the use of algorithms – has helped to continually strengthen the "hybrid, open, shifting and less rigid

paradigms to describe and define contemporary reality" (Toscano, 2017, p. 278) and reshape how we conceive the city around us.

virtual reflections in the physical city

As Instagram's presence and influence has grown substantially in the last decade, it has become more obvious that the social media platform has the power to impact our physical world. As digital trends in cultural economics have strengthened the contemporary consumption patterns of a new consumer class and spreadable media has given rise to preference of digital self-representation, it is undeniable that Instagram has had a societal impact. Whilst the theories thus far might be enough to assume that Instagram's influence ends at the user, one must remember that most Instagram users are situated within the urban environment and often unknowingly encouraging the spatial and temporal restructuring of the city.

socio-representation & spatial reflections

Not only is Instagram restructuring the spatial and temporal realities of user experiences, but it is also profoundly reshaping how users represent themselves within the city around them. As individuals engage in processes of spatial and temporal restructuring through sharing images on Instagram, they are also producing new relationships with the world around them which not only "represent a city or self that is prior and external to the process of representation, but rather are engaged in an ongoing production" (Boy & Uitermark, 2017, p. 613). While self-representation and interaction with urban space is not unique to Instagram, the overwhelming integration of mobile technologies in self-representation through contemporary consumption practices has meant "the power to represent the city is no longer concentrated in the elites controlling the state and mass media but is distributed as people use their smartphones" (Boy & Uitermark, 2017, p. 612).

With this shift in who controls the power of representation, there is an increase in the number of individuals able to "represent the city and their place within it in a curated manner" (Boy & Uitermark, 2016, p. 2) and contribute to new socio-spatial interactions and understandings of the city. As billions of Instagram users are actively sharing images and thus representing their cities and places within it, there are now a "multiplicity of agents giving and giving off impressions – impressions that collectively become impressions of a place" (Sutko & de Souza e Silva, 2011, p. 811) – which have been reflected and alter the image of the city we see today. No longer is the representation of the city controlled by the dominant class or the elites, but instead the power has shifted to allow new social classes to choose how they represent the city and where their socio-spatial interactions take place within the urban environment.

By understanding the power of these socio-spatial interactions, it becomes clear that "the social network informs and influences the place, the place informs and influences the social network" (Sutko & de Souza e Silva, 2011, p. 812), creating a cyclical socio-spatial relationship between consumption classes and spatial reflections in the city. As the contemporary consumption class continues to "share images as part of strategies of distinction" in their construction of the digital self, they are also simultaneously choosing to "use Instagram to mark their place in the social structure and within the city" (Boy & Uitermark, 2016, p. 2). Thus, individuals whom "selectively represent their life-worlds by showcasing images they feel are suited for circulation" (Boy & Uitermark, 2016, p. 2), are effectively reflecting their self-representation by means of shaping and changing the city around them.

power of instagram

Being one of the most popular social networks in the world today, Instagram's influence on how we interact and consume the world around us is undeniable. While the traditional representation of the city was determined by the consumption patterns of the dominant class, we now see a new representation of the city — a city represented by Instagram and reflective of the preferences of its users.

instagram as a medium for urban change

Instagram's ability to allow individuals to "selectively and creatively reassemble the city as they mobilise specific places in the city as stages or props in their posts" (Boy & Uitermark, 2017, p. 613) means that Instagram increasingly shapes the spatial flows of its users in the urban environment. In doing so, one must be aware of the platform's power to encourage and "re-inscribe socio-spatial inequalities" (Boy & Uitermark, 2017, p. 617) of urban space surrounding any such popular 'Instagrammed' locations. Further, as the spatial and temporal re-assemblage of the city is stimulated by the consumption patterns of Instagram users, therein lies the potential of their preference for self-representation to "reflect and reinforce processes of gentrification as [...] users partake in the aestheticisation of everyday life and promote places of high-end consumption" (Boy & Uitermark, 2017, p. 612). In addition, as consumption patterns are reflected in the spatial flows of users, there is the potential for Instagram users to favour the engagement with selective urban spaces which match the constructed image of their digital self

As the most important form of validation becomes the lens of Instagram, the resultant consumption practices are encouraged by the continued use of the platform are primary agents in restructuring the city. Further strengthened by the embedded bandwagon effect of cultural economic theory, we are seeing that the rise of 'designed for Instagram' experiences, exhibitions or spaces have made Instagram an essential tool for the consumption of urban culture and space. As a result of these 'made for Instagram' practices, users are relentlessly told "where to point [their] mobile cameras, what to crop out, where to stand, and how to maximize ['their'] visual impact" (Schwarz, 2017) in urban space. Accordingly, we see the representation of consumer lifestyles on Instagram "become operative in changing the city" (Boy & Uitermark, 2017, p. 613) as Instagram users seek to consume a certain style or urban space to match the "ideals that are cultivated and visualised on Instagram and the uneven relationships that are constructed also implicate the city" (Boy & Uitermark, 2017, p. 622).

the disparities of an 'instagram aesthetic'

As it has been strengthened by the new contemporary consumption class and reinforced by digital self-representation through Instagram, the value of having an 'Instagram aesthetic' has become deeply embedded in the everyday lives of contemporary consumers. Instagram has given users the authority to "act out aesthetic and lifestyle ideals as they craft images and strategically display aspects of their life-worlds" (Boy & Uitermark, 2017, p. 622) through their engagement with and consumption of space around them. As Instagram users seek to share images of the city which align with their digital self-representation — whether that be rough, urban images of street art to the airy, minimalist interior of coffee shops — Instagram users search to find unique urban spaces that have an 'aesthetic' which speaks to their curated version of their digital self.

While this consumption of aestheticized urban space may appear to be isolated to the Instagram user, even those who do not use Instagram directly are impacted by the infiltration of the 'Instagram aesthetic' in the urban form. As everyone from national chains to local store owners seeking to "beautify

their places as an attempt to create a photogenic atmosphere" (Rahardjo, 2018, p. 389) for their target customer base, we are seeing the power of the 'Instagram aesthetic' seep into the physical world around us. As more micro-locations in our urban environment are adapting their spaces to be designed for Instagram, the influence of Instagram no longer influences how we represent ourselves. Rather, Instagram not only impacts our decision about the "places we choose to visit, eat and stay at" (Mackie, 2018), but also the overall design of the built environment. As a result, the Instagram not only promotes users to align their digital self with the aesthetic of the spatial world around them by "reassembling their lifeworld in this manner," but Instagram also promotes the city to become "relentlessly aestheticized" (Boy & Uitermark, 2017, p. 616). It reflects these consumption preferences, despite the spatial, social and economic disparities that may unfold.

The images that flood the Instagram feed are "colourful and variegated" (Boy & Uitermark, 2017, p. 616) and tinged with the dreamy feeling that is only seen through the aesthetic filter of Instagram. However amongst this, it is important to think about how this phenomenon of Instagramization may be influencing sociospatial interactions, economic development and the overall image of the city. As the 'Instagram aesthetic' acts as a driver for change, it is clear that the spatial popularity on the platform is making certain urban spaces more visible as other people and places may disappear from the 'photo feed' of our cities. Thus, we must be conscious of the possibility of new disparities which may be enhanced by Instagram's impact on socio-spatial engagement and urban consumption patterns in our cities. By in promoting "the status and visibility of these places" Instagram may be "further boosting their competitive position and their role as engines of gentrification" (Boy & Uitermark, 2017, p. 617) within our neighbourhoods and cities. As such, the phenomenon of Instagramization has the power to alter the very socio-economic fabric of our local neighbourhoods by driving spatial flows, socio-spatial engagement and urban consumption to micro-locations within the city.

#methodology

problem statement

While the physical and digital rapport between Instagram and the city has been studied at the macro city-scale (Boy & Uitermark, 2016, 2017), there exists little to no research on Instagram's impact on urban consumption at the micro- or neighbourhood-scale within the city and as such, the gap in academia gave reason for this research to be pursued. The consequential physical reflections of our digital consumption patterns, while apparent at an aesthetic level, are still relatively understudied in academia, thus the following research seeks to understand and visualize the impacts of the phenomenon of Instagramization as it influences socio-spatial engagement and urban consumption in our cities at the neighbourhood level.

research question

Thus, the proposed study seeks to understand **how has the recent phenomenon of 'Instagramization' impacted socio-spatial engagement and urban consumption in neighbourhoods in London, United Kingdom and Madrid, Spain**? More specifically, the research will strive to answer:

a) **How does Instagram impact the spatial flows in these neighbourhoods?;**

b) **How does this phenomenon influence the way in which we engage with urban spaces in both the physical and digital realms?; and**

c) **What impact does this phenomenon have on urban consumption costs within these communities?**

Figure 1 – Sample of images tagged '#city' on Instagram's 'Top' Search Page (Instagram, n.d.-a)

research design

As this research is exploratory in nature, the research design was crafted to support the aim of this research in seeking to understand the influence of the Instagramization phenomenon on the urban environment at the micro-level. As seen in the diagram shown in Figure 2, this paper begins by situating the concept of Instagramization within a larger theoretical background through a broad study of existing literature on relevant theories. The research studies the phenomenon of Instagramization within two urban contexts of London and Madrid, whereby the neighbourhoods selected have been globally recognized for their 'cool' identity and both exhibit similar trends of multicultural identity and gentrification. After using the theory to craft a methodology which investigates the influence of Instagram on the social and economic trends within these two neighbourhoods, the results were analyzed and new contributions to the theory and understanding of Instagram's power were developed.

Figure 2 – Research Design Graphic

comparative approach

While the process of Instagramization is not limited to two neighbourhoods, two cities, or even two countries, the following research seeks to compare two case studies that could show interesting insights into the phenomenon of Instagramization. As the research is based on understanding how the popularity of urban spaces via Instagram is influencing the physical world, the case studies were selected after consulting the 2018 'City Life Index' as posted by 'Time Out' magazine. Time Out started in 1968 in the UK as a self-published magazine which started as an "insider's guide to getting the best out of London" filled with the "best things to do in the city" (Time Out Magazine, n.d.-a). Now 50 years later, Time Out is a "global media and entertainment brand influencing how tens of millions of people go out around the world" with both digital and print content shared with 7.4 million readers (Time Out Magazine, n.d.-a).

In 2018, Time Out released the '2018 City Life Index' surveyed over 10,000 people to compile comprehensive lists designed to show what "city-dwellers around the world [are] feeling, thinking, eating, drinking and doing for fun" (Time Out Magazine, n.d.-b). Two lists in this 'City Life Index' are of particular interest to the selection of case studies for this comparative approach — 'The 50 Coolest Neighbourhoods in the World' and the '32 Best Cities in the World to Live in and Explore.' The results of these lists were used for the case study selection criteria and were cross-referenced in order to find the two 'coolest' neighbourhoods in the 'best cities' of Europe. It is important to note that while these lists may appear to be subjective and of a relatively small sample size, the entire concept of what users view as Instagramable, cool, popular and trendy on Instagram is also subjective and based on a small sample size within the parameters of the application.

madrid, spain

Topping the list of the 'Coolest Neighbourhoods in the World' is the neighbourhood of Embajadores (which overlaps with the social areas of Lavapiés) in Madrid, Spain. Being described as Madrid's "most colourful neighbourhood," Time Out notes that Embajadores boasts "nightlife and streetlife, street art and high culture, food and people from across the world," (Time Out Magazine, 2018a). Not only has Embajadores been crowned the 'coolest,' Madrid itself was named the 6th 'Best Cities to Live in and Explore' as their "strong food scene and great culture and nightlife propelled them into sixth place" (Time Out Magazine, 2018b). While Embajadores is the official neighbourhood jurisdiction, to ensure sufficient data for collection the research will also include the smaller overlapping social area of Lavapiés which is a locally known area of the larger neighbourhood.

london, uk

By continuing to reference the list of 'coolest neighbourhoods' and cross-referencing with the rankings of the 'Best Cities,' the second case study chosen is Peckham in London, UK. Despite being ranked the 11th coolest neighbourhood, London grabs the spot as the 5th best city in the world, solidifying its position as one of the cooler and trendier neighbourhoods in Europe. Located to the south of the centre of London, Time Out notes that Peckham has "cemented itself as London's preeminent cultural hotspot" while promoting the city's "burgeoning creative scene while staying true to its multicultural roots" (Time Out Magazine, 2018a). London as a city was noted as "one of the world's best cities for culture and eating", despite Time Out noting that a low liveability score was the only thing which pulled it down in the rankings (Time Out Magazine, 2018b).

methods

The following methods were designed and used to answer the research question and further uncover how the digital trends showcased on Instagram are being reflected in the physical environment in our cities. As this research is exploratory, each method builds off the results found in the previous method, helping to narrow the scope of study and target specific urban spaces within the larger case study neighbourhoods. As the three methods build on each other, research occurred over a research period which spans from January 2019 to June 2019 (see Figure 3 below).

Figure 3 – Method Timeline Graphic

method I : spatial flows & consumption patterns

In seeking to address sub-question (a) of the research question which asked: how does Instagram impact the spatial flows in these neighbourhoods? The first method 'Method I' was designed in three distinct steps to discover the patterns of spatial flow of Instagram users as determined by popular Instagram locations. These patterns are based on a comprehensive Instagram inventory and are mapped in the case study neighbourhoods of Embajadores-Lavapiés in Madrid, Spain and Peckham in London, UK to visualize the digital patterns across the physical space.

method I-A

In Part A of Method I, Instagram was used a methodological tool to source publicly shared images of the two case study neighbourhoods Embajadores-Lavapiés and Peckham. Using the 'Places' and 'Tags' features built into Instagram, the research recorded public images in a data inventory which were required to be associated with the neighbourhoods by using the geolocation feature or an accompanying hashtag. Images must have tagged either '#lavapies', '#embajadores', or '#peckham' in the caption or had either geotagged 'Embajadores', 'Lavapiés', or 'Peckham' as the photo's location. To narrow down the quantity and relevancy of photos selected to be on the inventory, photos had to appear on either the 'Popular' page or on the 'Recent' sections and tag the neighbourhoods (either in a hashtag or in location). Further, the content posted must have presented one of the three features for purposes of identification: (1) a place of consumption, (2) local identifiable landmark in urban space, or (3) goods/people tagged in a place of consumption or urban space. Restrictions for sourcing images for the inventory included any image with additional text which would act as an advertisement and users or micro-locations were not permitted to be searched for with Instagram's 'Search' feature.

Data for the inventory was collected within a 2-month period from beginning of February 2019 to the end of March 2019 whereby data was collected every 4 days and a minimum of 4 new images were required to be found and recorded by the researcher for each of the three search terms. Although the timeframe of research was limited to two months due to the scope of the study, Instagram's algorithm allowed this research to include photos outside of this temporal period and as a result, photos found through the data collection included images which were shared to the platform prior to Method I-A's time period. In addition to collecting information about the photos, the usernames of the Instagram users were recorded for future use in Method I-C and Method II.

method I-B

In Part B of Method I, the images underwent a visual and geolocational analysis to identify the micro-locations within each neighbourhood. In the context of this research, 'micro-locations' refers to unique stores, intersections or urban spaces within each neighbourhood that are able to be identified specifically with a latitudinal and longitudinal coordinate. By performing the visual analysis on each individual image, each Instagram image collected was assigned a micro-location in addition to on-site explorations to help further identify locations that may not be obvious through a simple visual analysis of the image.

These micro-locations were then recorded in the final data inventory and a geolocational analysis was applied via Google Maps to find the exact GPS coordinates and addresses of these micro-locations within the larger neighbourhoods to give a detailed insight into neighbourhood spatial flows. From the visual and locational analysis, the final micro-locations were mapped using the latitude and longitude coordinates using CARTO, an online Location Intelligence service which allows users to geocode and analyze data from a web-based platform (CARTO, n.d.). Using CARTO online mapping software and the findings from Part A and Part B, the final micro-locations of all collected Instagrammed images were mapped to show a comprehensive visual inventory of the Instagrammed locations and to visualize the detailed or micro-spatial flows as produced by Instagram within each case study neighbourhood.

method I-C

From the final Instagram inventory assembled in Method I-A and the visual/geolocational analysis performed in Method I-B, the unique micro-locations were organized by the number of times an image of each unique location was collected in the inventory. Using the 'OCCURRENCE' formula in Excel, the number of occurrences for each unique micro-location were organized from most to least number of times a unique location appeared in the inventory. From this organization, the top 6 Instagrammed locations were identified in each neighbourhood and all occurrences were visualized using the CARTO online mapping software to produce a visual map of the top Instagrammed locations in relation to the neighbourhood.

method II : socio-spatial engagement

Building off the final inventory of Instagramable spaces in the results from the previous method, 'Method II' addressed the research sub-question (b) which asked: **how does this phenomenon influence the way in which we engage with urban spaces in both the physical and digital realms?** From Method I-C, the top 6 Instagrammed locations were identified in each neighbourhood and were used to further narrow down the scope of the research for Method II. Using the top 6 Instagrammed locations, a set of digital surveys were created and sent out digitally to both the users or bloggers in the inventory who had shared images of the top locations and to business owners either at the location or in nearby establishments.

The digital surveys were designed to understand how Instagram users, business owners and bloggers perceive their interaction with urban spaces both in the physical world and through the digital platform of Instagram. The digital survey for the users was structured to understand: how people engage with these locations in the physical and/or digital realms; why they visited these spaces; if they noticed any neighbourhood changes; and to understand if Instagram has any influence on where they go/what they consume in the city. The digital survey for the business owners was structured slightly differently, seeking to additionally understand their awareness of the power of Instagram and if they had utilized the platform in their business operations. A final supplementary survey was created for any users who would qualify as a blogger or influencer and was designed to complement the findings of the user and owner responses. All of the surveys seek to find connections to the theory and ultimately aim to understand the influence of Instagramization on the motivation, consumption practices and spatial engagements of the platform participants.

method III : urban consumption patterns

Finally, Method III sought to address sub-question (c) of the research question which asked: **What impact does this phenomenon have on urban consumption costs within these communities?** Thus, Method III was designed to visualize the 'consumption cost' disparities between the Instagrammed and non-Instagrammed locations within the neighbourhoods. Building off the spatial consumption patterns and socio-spatial engagement findings, the final method seeks to deliver a clear understanding of how these top Instagrammed spaces are influencing the consumption practices in the neighbourhoods.

Within the scope of this study the term 'consumption cost' shall refer to the cost of series of goods and services that are identified as common purchases which could be made by consumers. In this research, the 'consumption costs' of items include but are not limited to: a cappuccino/latte at coffee shops (or

the equivalent), common alcoholic drinks (such as house wine or draught local beer), comparable items on the menu at restaurants (menu of the day, featured dishes), haircuts (basic cut, no treatments), and other consumable goods or services that are found. The 'consumption costs' were identified through both an on-site investigation as well as a web-search of their online presence. These 'consumption costs' both at and at a distance from these top Instagrammed spaces, were compared to identify the presence of any disparities in consumptions costs between these locations. By doing so, the research seeks to understand how larger urban consumption patterns influenced by the virtual trends of Instagram are informing the economic changes within the physical urban environment.

Similar to the Consumer Price Index (CPI), the costs of the goods and services were compared to measure the "average change in prices [...] that consumers pay for a basket of goods and services" (Chen, 2019). Rather than comparing the change in prices over time as the CPI calculates, this research studies the change in prices over area using the 50metre and 250metre radii as the spatial division between the two comparable costs. As such, the research investigates how the 'consumption costs' within 50metres of the top Instagram locations (identified in Method I & II) are comparable to spaces at a minimum of 250metres away that were not recorded as a top location in the Instagram inventory of Method I. It is important to note that the presence of a location on the data inventory of Method I is not indicative of that location having an Instagram presence or not, it only indicates that the location was recorded during the research period for Method I of this study.

In order to have comparable spaces of consumption, a geolocational analysis using Google Maps and on-site investigation were used to confirm the prices. Using the GPS coordinates of each top Instagram location, a 50metre and 250metre radii were placed extending from the top Instagram locations and exported to separate KMZ files. These files were imported into Google Maps as individual layers and used as boundaries to select the comparable spaces of consumption. The selection of comparable spaces of consumption was completed using both Google Maps and an on-site investigation of both study areas. The chosen spaces of consumption were recorded in a consumption cost inventory which was used to track the comparable consumption costs found at each of the top Instagram locations.

#spatial & digital framework

As the following research is set in the neighbourhoods of Embajadores-Lavapiés and Peckham, it is important that the physical context of the neighbourhoods are understood prior to analyzing the findings. In understanding the physical settings in which each neighbourhood exists the research can identify, situate and analyze socio-economic trends within the proper spatial contexts. In addition to the physical settings of each case study city and neighbourhood, it is beneficial to understand the existing digital context in which each city and neighbourhood are positioned on Instagram.

madrid, spain

Centrally located within Spain, the capital city of Madrid is the largest in the country and third largest in the EU with over 6.5 million inhabitants living within its metropolitan area (Instituto Nacional de Estadística, 2018). As a precursor to its current economic situation, the entire country of Spain was exposed to nearly 40 years of political challenges during 'Francoist Spain' from 1939 to 1975 which tested Spain's position as an economic power in Europe (Reuter, n.d.). Despite having a failing autarchic economy until the mid-20th century, the 1970s saw economic growth be restored in what came to be known as the 'Spanish Miracle' that continued through until Franco's death in 1975 (Fernández, 2008; Reuter, n.d.). As the democracy was restored, the GDP per capita of Spain began to grow over the following 40 years and in 2018, it was recorded that Spain had the 12th highest GDP of the current EU member states and the Madrid region had a GDP per capita 24% higher than the EU-28 countries (Eurostat, Statistics, 2019; "Statistics illustrated—Eurostat," n.d.). In 2018, the City of Madrid's Gross Domestic Product (GDP) reached €146 million in which it was 63.5% of the Comunidad Autónomas de Madrid's economy and 12.1% of Spain's entire economy (Tapeado, García, & Redondo, 2019).

When looking closer at Madrid, the city is not only the capital city but is also simultaneously one of the 17 autonomous communities (comunidad autónoma) of Spain, the capital city of its own comunidad autónoma and the city centre is also its own judicial district (partidos judiciales) and municipality. In Madrid's city centre, the Centro district (distrito) is home to six administrative wards (barrios) of Palacio, Embajadores, Cortes, Justicia, Universidad and Sol. In the context of this research, the study area concentrates on the barrio of Embajadores which is located

Figure 4 – Plaza de Cascorro at the top of Calle de Embajadores in Embajadores-Lavapiés (Madrid, Spain)

just to the south of the city centre ("Centro—Ayuntamiento de Madrid," n.d.) and includes the historic social area of Lavapiés which overlaps most of the barrio (Madrid Destino Cultura Turismo y Negocio, 2011).

As one of the largest cities in Europe, Madrid ranks as the 22nd most powerful cities in the world according to the 2018 Global Power City Index where Madrid ranked as the 5th top city in the 'Livability' function (Institute for Urban Strategies, The Mori Memorial Foundation, 2018). As a possible parallel with the findings of being a liveable city, in 2018 the region of Comunidad de Madrid had the highest life expectancy at birth in the European Union with a life expectancy of 85.2 years (Eurostat, 2018). In addition to having a high liveability score, the Global Power City Index (2018) ranked Madrid as the 15th top city in the 'Environment' function and 16th city in the 'Accessibility' function where it was one of the top 5 most accessible European cities. On the European stage, Madrid has been recently ranked as the 2nd largest city – behind London – in a study which compares "25 European cities regarded as largest metropolises, analyzing their performance and relative position using a set of 42 indicators, divided into four key dimensions" (Ayuntamiento de Madrid, 2019).

In seeking to understand social and economic trends within the study area, the following research data will be using only datasets of the Embajadores barrio as there is no data available for the historic area of Lavapiés. While the barrio is centrally located within Madrid and just to the south of the centre (see Figure 5), Embajadores is undergoing a contrast of socio-economic extremes as a vulnerable, yet gentrifying neighbourhood. Holding nearly 34% of the Centro population within its borders, the barrio is a densely populated area with 432 hab./ha which is nearly double the entire Centro district which has a density of 253 hab./ha (Ayuntamiento de Madrid, 2018b, 2018c). In a similar pattern to the demographics of Madrid and the Centro district, over 70% of the Embajadores population identifies as being of Spanish nationality while 25.3% are of a foreign nationality with most identifying as Asian,

Figure 5 – Location Map for Embajadores-Lavapiés in Madrid, Spain

Oceanic or African nationalities (Ayuntamiento de Madrid, 2018b). While Madrid is home to a significant ethnic population, in 2017 ethnic tensions within the neighbourhood hit an all-time high as riots broke out after the death of a Senegalese migrant sparked outrage amongst the migrant population of Embajadores and Lavapiés, signaling a shift in the study area is underway (The Local, 2018, 2019).

While many multicultural businesses are scattered across the city, these businesses are especially visible in Lavapiés as clusters of Bangladesh and Senegalese businesses have lined the main streets of the historic social area. Despite their frequency along the streets, a study released about the economic structure of Madrid looked at the sophistication index of businesses across the districts of Madrid based on business age, growth, sector and size (Ayuntamiento de Madrid, 2014). When looking closer at Embajadores, it becomes clear that the barrio has a sophistication index which is significantly lower than the average for both the city and the province which indicates a struggling local economy (Ayuntamiento de Madrid, 2014). This information aligns with more recent data which ranks the barrio of Embajadores as the 42nd most vulnerable barrio of 142 in 2018 (Ayuntamiento de Madrid, 2018a). However despite being a vulnerable neighbourhood with a large ethnic population and a low business sophistication index, the living costs of Embajadores have skyrocketed in recent years. The cost of housing (€/m2) increased by 24% between 2017 and 2018 and by 43% since 2012 (idealista.com, 2018), growing at a rate of 11% faster in the last year than the Centro district as a whole (Ayuntamiento de Madrid, 2018b).

In addition to the ethnic tensions, local residents are feeling pushed out as locals spread their message on popular tourist sites with sayings such as 'your street art raises my rent' (tu street art me sube el alquiler) and 'death to modernizers' (which roughly translates from 'moríos modernos') (see Figure 6 below). As the disparities between the resident population and living costs continue to diverge, we see a shift in the Embajadores community arise not just on the streets, but also online as well. Since rising to the top of the 2018 list of 'Coolest Neighbourhoods in the World' (Time Out Magazine, 2018a), Embajadores has been featured on numerous websites as a must-see neighbourhood "beyond the tourist hot-spots" which is promoted as one of "the places that should be on everyone's travel bucket list to experience lesser known parts of cities" (Time Out Magazine, 2018c).

As this research focuses on the power of Instagram within Embajadores-Lavapiés, it is also helpful to understand their presence on the platform. At the start of the research in January 2019, there was

Figure 6 – Vandalism on top of the Okuda Street Art Installation and on Mercado San Fernando along Calle de Embajadores in Embajadores-Lavapiés (Madrid, Spain)

over 471,600 posts associated with either '#lavapies' / '#embajadores' and by the end of the research period ending in June 2019, it was found there were over 513,400 posts associated with the '#lavapies' / '#embajadores'. Thus, during the entire research period, the number of photos publicly shared grew and it could be assumed that approximately 232 photos associating with Embajadores-Lavapiés hashtags, indicate a continued engagement and popularity of the neighbourhood on social media.

london, uk

Well established as the largest city in the United Kingdom at 9.2 million residents within the Greater London Area (GLA), London also takes the top spot as the largest city in the European Union and third largest city within the European continent (World Population Review, 2019). Not only is London one of the largest cities in the world, but according to the Global Power City Index (2018) it has held its place as the world's "most comprehensively powerful city" for the seventh consecutive year. Scoring highest in the 'Cultural Interaction' function, for nearly a decade London has been "cementing its status as a city with extremely high comprehensive power" (Institute for Urban Strategies, The Mori Memorial Foundation, 2018). However, despite its overall ranking, London often falls short in the 'Liveability' function as the 'Cost of Living' indicator group was low as it carried low-ranking scores for the Housing Rent and Price Levels indicators (Institute for Urban Strategies, The Mori Memorial Foundation, 2018).

Despite not being the most liveable city, London's economic positioning has catapulted London to become not only an economic powerhouse in the UK and the EU, but also on the global stage as well. However recent political turbulence associated with the upcoming Brexit-deal deadline on October 31, 2019 has economists and academics worried. As the "UK could be heading for its first recession in a decade," many are questioning London's future as a top-tier global city as the "performance of the economy in the second three months of 2019 was much worse than most experts had predicted"

Figure 7 – Location Map for Peckham in London, United Kingdom

(Elliott, 2019). However despite Brexit's current and future economic impacts, London still holds the highest GDP of all EU cities, with Inner London – West having a GDP per capital "6.1 times as high as the EU-28 average" (Eurostat, 2018).

Not unaffected by the economic situations of London and the rest of the UK is the study neighbourhood of Peckham which located to the south of London's city centre (see Figure 7). When the following research refers to Peckham as a study area, it is referencing the two wards of Peckham and Rye Lane (previously known as The Lane) within the Southwark electoral district (The London Borough of Southwark (Electoral Changes) Order 2016, n.d.). In seeking to understand social and economic trends within the neighbourhood, several data sources were used to create a neighbourhood profile. The Index of Multi Deprivation (IMD) 2015 data from the Department for Communities and Local Government was use as it is an "official measure of relative deprivation for small areas" neighbourhoods (Department for Communities and Local Government, 2019). The neighbourhoods are ranked on a scale of 1 to 10 where "decile 1 represents the most deprived 10% of LSOAs in England" and decile 10 represents least deprived (Department for Communities and Local Government, 2019). Looking closer at the study area of Peckham, over 62.5% of the population are in decile 1 and 2 for the IMD income decile indicating that many of the residents of Peckham are of lower income than most neighbourhoods of the entire country (Greater London Authority, n.d.-a, n.d.-b).

Despite the economic structure of the residents, the commercial high streets of Peckham Road and Rye Lane host numerous local businesses and the street's complexion proudly boasts Peckham's multicultural roots (see Figure 8). Using Southwark Public Health's ward profiles to craft a demographic profile for the study area of Peckham, we can see that 61% of the population of these two wards identify as Black, Asian, or Minority Ethnic (BAME) whereas that number lowers to 48.2% when looking at the city level (People & Health Intelligence Section, 2017; World Population Review, 2019). Of interest, the ward of Peckham has the highest BAME population in the study area with 71% of residents identifying with these ethnicities.

Figure 8 – Multicultural local business populate the streetscape of Rye Lane in Peckham (London, UK)

The perception of Peckham has changed greatly in the past 40 years as Peckham and Southwark were once seen as some of the roughest places in London. As stated by journalist Ed Peters (2018), in the 1970s Peckham "was one of the grittiest suburbs in the country, blighted by poverty and unemployment". However despite its past reputation, Peckham has been thriving as it has seen a "huge influx of young hipster tenants to once-unloved areas such as Peckham" (Prynn, 2019). Amidst the changing neighbourhood, the recent wave of new residents are "pushing up rents in south-east London faster than any other part of the capital" (Prynn, 2019). In the last 5 years, housing prices in Peckham have increased by 16% and over the past two decades prices have increased by staggering 277% (Zoopla.com, 2019). When compared with the city of London, Peckham outpaced the city in the cost of housing prices as the increase for the city was at 12% and 247% respectively (Zoopla.com, 2019).

As this research focuses on the impact of Instagram, it is also helpful to use the popularity on the platform as an indicator for a changing digital presence. At the start of the research in January 2019, there were over 269,400 posts associated with '#peckham' and by June 2019, it was found there were over 316,000 posts. Thus, the number of photos publicly shared grew by approximately 259 images each day. While no data was able to be collected about the number of images shared for each geolocation, this hashtag data indicates a trend of an increasing presence on social media.

Figure 9 – Street art welcoming visitors to Peckham at the newly renovated Prince of Peckham Pub in Peckham in London, UK

#analysis

As the phenomenon of Instagramization has been situated within the theory alongside both spatial and digital frameworks of the two study areas, the research is now well situated to begin the analysis. The following sub-sections will decipher the results from research in hopes to bring insightful inferences to the discussion in the following section.

spatial flows

data inventory

During the data collection of Method I-A, a total of 684 images were found either by hashtag or geolocation and recorded in a comprehensive data inventory across the data collection period of February 2019 and March 2019 (as seen in Appendix A). Of the 684 of images recorded in total, 394 images were associated with Embajadores-Lavapiés and 290 images were found in association with Peckham. It is important to note that in knowing the approximate number of images shared to Instagram each day (as stated in the previous section), it is clear this sample collected for this research is not a representative sample and is only used to provide insight about potential digital demonstrated by Instagram users.

Additionally, while many academics have sought to understand the symbolic meanings of the photographs shared on Instagram (Bourdieu, 2000; Boy & Uitermark, 2016, 2017; Feltman & Szymanski, 2018; Pittman & Reich, 2016; Rahardjo, 2018; Sheldon & Bryant, 2016; Tobin & Chulpaiboon, 2016), the symbolic meaning of the image content are of no consequence to this research. Instead, the image contents were used as a visual aid tool to understand the spatial engagement of users with micro-spaces within the city.

visualizing spatial flows

Using the data collected in Method I-A, the visual and locational analysis of Method I-B provided an insight into the Instagram micro-locations across both case study areas. Using visual and geolocational analyses of the images shared, the inventories provided insight into the number of unique Instagrammed locations that were shared and recorded during the timeframe. From the data collected, a total of 394 Instagram images recorded for the Embajadores-Lavapiés study area where 143 unique micro-locations were identified and a total of 290 images were recorded in the data inventory for Peckham where there were 115 unique micro-locations found.

madrid

As seen below in Figure 10, the final visualization of the Instagram data inventory of Method I-A of the Embajadores-Lavapiés study area shows a unique spatial flow pattern within the neighbourhood. Although there is a pattern of dispersal of data points across the neighbourhood, a distinctive area of high concentration of data points is seen along Calle de Embajadores. This initial data suggests the spatial flows of the Instagram users tend to concentrate along Calle de Embajadores, particularly along the northern portion of the street. Other patterns of spatial flow show a dispersal of activity across the interior of Lavapiés at Plaza de Lavapiés and a void of Instagram locations in the exterior areas of the case study, particularly to the east of Embajadores-Lavapiés. Of interest to note is the number of locations that appear outside of Embajadores-Lavapiés, indicating the Instagram users still choose to associate their images with the Embajadores-Lavapiés study area despite not being physically located within the boundaries.

Figure 10 – Result of Embajadores-Lavapies Data Inventory Visualization (Method I-B)

london

As seen below in Figure 11, the final visualization of Method I-A for the Peckham study area has a more clustered concentration in the centre of the neighbourhood with a dispersal pattern extending outwards. This spatial flow of Instagram users indicates the highest concentration of Instagrammed locations are located along the high street of Rye Lane, in particular where it intersects with Peckham Road and Blenheim Road. Other locations recorded tend to be scattered across the larger neighbourhood area, with clusters surrounding smaller commercial areas across the neighbourhood such as Bellenden Village and East Dulwich Village. Of interest is the number of images in the inventory which are not located within the immediate Peckham study area, whereby most images associated with

Peckham are in fact located in the wards of Champion Hill, Goose Green, Peckham Rye, and Nunhead & Queen's Road. While this is not conclusive of neighbourhood flows, it does indicate that the spatial association with the Peckham neighbourhood spans beyond the traditional ward boundaries and have seeped into the surrounding areas.

Figure 11 – Result of Peckham Data Inventory Visualization (Method I-B)

limitations

While other studies have utilized the Instagram API key to gather large quantities of data about the shared images of a location (Boy & Uitermark, 2016, 2017), it is imperative to note that Instagram changed its privacy policies mid-2018 to restrict its data from being shared and extracted via API keys. Thus, no longer can mass collections of photo and location data be easily collected by using the backend programming of the platform. As a result, the data inventory for this research was collected manually which may have led to certain images or locations being missed by the researcher in the data collection phase of Method I-A. As a further limitation to the study, Instagram does not share the total number of images shared about each geolocation, known as a 'Place', or photos shared by private users. As such, the total number of shared images is only indicative of the images associated with the hashtags and not representative of the total number of images shared in relation to each location.

popularity

Using the results developed in Method I-A and I-B, the data inventory was organized to determine the number of times each micro-location occurred within the data inventory. Using the unique address of each photo, as found in the visual and locational analysis of the previous method, addresses and GPS coordinates were assigned to each photo in the inventory.

By sorting through the occurrence of each unique location, the final unique Instagrammed locations in the Embajadores-Lavapiés study area were mapped (see Figure 12). Of the 394 Instagram images recorded in the data inventory in Method I-A, there were 143 unique micro-locations identified with locations ranging between 1 and 100 occurrences. Upon identifying the number of times each unique location appeared in the inventory and mapping said occurrences, the list of micro-locations was organized from most to least number of occurrences in the inventory (see below in Table 1).

Table 1 – Embajadores-Lavapiés' Top Instagram Locations and Occurrences (Method I-C)

Instagram Location	Location Number	Address	Occurrence
Okuda Street Art	1	Calle de Embajadores, 35	100
Tabacalera Street Art Wall	2	Calle Miguel Servet, 16	18
Teatro Valle-Inclán	3	Calle de Valencia, 1	16
Tabacalera Cultural Centre	4	Calle de Embajadores, 53	15
LAP Café	5	Calle de Embajadores, 19	10
TuuuLibrería	6	Calle de Embajadores, 11	6

As seen below in Figure 12, the legend in the top left corner of the map shows both the diameter and the colour of the dots change with the number of times each unique location occurs. Locations that only were recorded once appear to be small, pink dots and these unique, single locations are more scattered across the study area. Sites that appeared in the data inventory more often both increased in size while changing colour from light pink towards burgundy depending on number of occurrences. Of these locations which were Instagrammed more often, the larger dots tend to correlate with the densely populated areas identified above in Figure 10. The top Instagrammed locations appear to align along Calle de Embajadores in addition to another presence of frequently Instagrammed locations at Plaza de Lavapiés towards the center of the study area.

Figure 12 – Result of Peckham Data Inventory Visualization (Method I-B)

london

As seen below in Figure 13, the Instagram images mapped by the occurrence of their unique micro-locations. Of the 290 Instagram images stored in the data inventory, there were 115 unique micro-locations recorded by Method 1-A with locations ranging between 1 and 37 occurrences. After identifying the unique locations and the numbers of times they occur in the Instagram inventory, the list of micro-location was organized from most to least number of occurrences (see Table 2 below).

Table 2 – Peckham's Top Instagram Locations and Occurrences (Method I-C)

Instagram Location	Location Number	Address	Occurrence
Peckham Levels	1	95a Rye Lane	37
Copeland & Bussey Building	2	133 Copeland Road	24
Levan	3	12-16 Blenheim Grove	12
Holdrons Arcade	4	135a Rye Lane	8
M.Manze Pies	5	105 Peckham High Street	7
Prince of Peckham Pub	6	1 Clayton Road	6

The number of unique locations and occurrences indicates that although there are clear locations which gain more attention on Instagram, overall there are a large number of locations that were only shared once in the inventory. As noted in the legend in the top left corner of the map, both the diameter and the colour of the dots change with the number of times each unique location occurs. Locations which were recorded once or very few times are indicated by smaller, light pink dots which appear to be scattered across the larger study area. Micro-locations which occurred more frequently in the inventory were indicated with dots that were larger in diameter and darkened towards a burgundy colour. Unlike the concentration of Instagrammed locations along the entirety of Rye Lane as shown in Method I-A in Figure 12, it becomes clear that the concentration of activity is located behind Rye Lane,

Figure 13 – Result of Peckham Data Inventory Visualization (Method I-B)

as well as Rye Lane's intersections with Blenheim Grove and Peckham High Street. In addition to these main intersections, there are a few other popular micro-locations which are identified by larger, yellow dots across the study area such as the Peckham Library, however these locations were not identified as the top locations.

limitations

While other studies have utilized the Instagram API key to gather large quantities of data about the shared images of a location (Boy & Uitermark, 2016, 2017), it is imperative to note that Instagram changed its privacy policies mid-2018 to restrict its data from being shared and extracted via API keys. Thus, no longer can mass collections of photo and location data be easily collected by using the backend programming of the platform. As a result, the data inventory for this research was collected manually which may have led to certain images or locations being missed by the researcher in the data collection phase of Method I-A. As a further limitation to the study, Instagram does not share the total number of images shared about each geolocation, known as a 'Place', or photos shared by private users. As such, the total number of shared images is only indicative of the images associated with the hashtags and not representative of the total number of images shared in relation to each location.

socio-spatial engagement

Building on the spatial flow patterns identified in Method I, Method II was designed to understand how Instagram influences the way in which people engage with the urban spaces around them. As the research is exploratory in nature, the methodology was designed to be complementary to the data collected throughout the previous steps in the research. As the Instagram inventory was built over a two-month temporal period from afar, the images collected were from the near or distant past and as such, on-site interviews would not include the same audience as those identified in the inventory.

Using the Instagram inventory of Method I-A as the sample pool, 196 digital surveys were sent out via Instagram to three target groups – users, owners, and bloggers. As the respondents were chosen from a set sample pool, only 24 responses were received yielding an incredibly low response rate. Due to the methodological tool and non-representative sample size, the results of the following section are suggestive, but cannot be inferred to the general population as they are an example of the obtained sample. Further, the qualitative data's significance was of no consequence to the outcome of the entirety of the research, but rather supplementary. As a result, the quantitative findings of the survey responses were analyzed to understand the localized findings as a localized sample within larger trends. The full collection of questions and responses from all three target groups are attached at the back of this work in Appendix B, however the quantitative values will not influence the following analysis.

In Madrid for each of the top 6 Instagram locations identified in Method I-B, there was a unique survey sent out to both the users, business owners and bloggers in both English and Spanish. Despite the differences in the language of the survey, there were no differences in the questions asked to either target group. Similarly, in London for each of the top 6 Instagram locations identified in Method I-B, there was a unique survey sent out to users, business owners and bloggers. The classifications of these three target groups – users, owners and bloggers – are further explained in each sub-section below.

users

The user target group was classified as individuals whom shared an image on Instagram of one of the top 6 Instagram locations, with no clear tie to any corporation or paid promotion. Responses from this target group were both analyzed first as separate case studies and then again together to identify larger overarching trends of the users.

madrid

In the Embajadores-Lavapiés study area, almost all of the of the images of the top Instagram locations were shared by unique Instagram users (see Figure 14). Looking closer at the demographic data of the user group for the top Instagram locations, an analysis of the Instagram user profiles shows that more than half of the user group respondents are identified as Female and by looking at the approximate ages of the user group, it is clear that users aged 25-35 years were the largest demographic group (see Figures 15 and 16).

In seeking to understand how the Madrid user group moves throughout the city, the survey set out to provide complementary insight about the spatial flows and socio-spatial engagement around these Instagram locations in Madrid. The survey asked where the respondents are from, how they heard about the top Instagram locations and how they found these spaces in the physical world. Upon investigating the responses from the Madrid user surveys, the answers of the respondents show interesting patterns in how people discover these spaces. Nearly all of the respondents identified as being residents of Madrid and half of those respondents local residents. While this data is not representative, we can see the spatial flows of the respondents visiting these Instagrammed locations tended to originate internally from either within neighbourhood or Madrid (see Figure 17).

When asked about how the respondents heard about the space, respondents noted it was through 'Friends, Family, Coworkers', 'Other Informational Sources', or through 'Instagram'. This response indicates that respondent group tend to use social methods – either word of mouth or social networks – in collaboration with other information sources to discover spaces around them in the city. Finally, when asked how they found the space prior to visiting and photographing these spaces, respondents indicated that nearly all options were used to find unique spaces in the urban environment from social to digital methods. This indicates that while social methods were used to learn about these spaces, there was no clear trend in how the respondents found their way to the Instagram spaces in the Embajadores-Lavapiés.

Figure 14 – Madrid Instagram Inventory Group Classification

Figure 15 – Madrid User Group Demographics - Gender

Figure 16 – Madrid User Group Demographics - Approximate Age

Figure 17 – Madrid User Group Place of Residence

Figure 18 – Madrid Instagram Inventory Group Classification

Figure 19 – London User Group Demographics – Gender

Figure 20 – London User Group Demographics - Approximate Age

Figure 21 – London User Group - Place of Residence

london

In comparison to the large volume of user-shared images in the Embajadores-Lavapiés results, in Peckham just over a third of images shared of the top Instagram locations were identified as users (as seen in Figure 18). Upon further investigation of the London user group of the top Instagram locations, some similar trends appear with the Madrid results. From an analysis of the Instagram user profiles and over half of the users who shared images of the top Instagram locations were identified as Female and again, similar to the Madrid user group, the largest volume of users fall in the approximate age range of 25-35 years (see Figure 19 and 20).

To add to the understanding about the spatial flows and socio-spatial engagement patterns of the London user group, the surveys asked respondents where they were from, how they heard about the top Instagram locations and how they found the location in the city. The responses of the survey group had various answers collected with respondents identifying as residents of Peckham, elsewhere in London, in the UK and from outside the country (see Figure 21). While these Instagram locations are popular within the local neighbourhood, data collected from the inventory indicate there is potential that external to the response group, these spaces may also be a popular destination for visitors from outside of both London and the UK.

When asked how the respondents heard about the top Instagram spaces, the most popular method was 'Friends, Family, Coworkers', with others indicating 'Instagram' and 'Other Information Sources' were the source of learning about the spaces. These responses indicate that while many of the response group used digital sources to learn about the world around them, most still favour the traditional social 'word of mouth' method as a powerful technique in disseminating information about the urban environment and learning about new spaces around them. Prior to visiting and photographing these top Instagram spaces, many respondents noted they relied heavily on 'Word of Mouth' to find the locations, while found it digitally or through other spatial movements within the study area. These response, while not indicative of larger trends, indicate that the response sample are influenced by social relations and social interactions in learning about and finding new spaces in Peckham, indicating their spatial flows and spatial engagement is reliant on social factors.

trends

While the individual responses above shed insight on the spatial flows and socio-spatial engagement of the user groups within each case study, some responses were strengthened when shown together and as cumulative and comparative responses — particularly to questions investigating their relationship with Instagram in the city. In trying to further understand the influence of Instagramization on the socio-spatial engagement of the user group, the users were asked a variety of questions regarding their motivation for photographing and visiting the space.

When asked why they initially took the photograph of the spaces, most of the respondent sample indicated they 'Thought It Was Cool' while others took the photograph for 'Personal Reasons' or for 'Instagram.' These responses tie back to the literature and the theory of 'cool' capitalism and the digital self (McGuigan, 2006; Schwartz & Halegoua, 2015; Vivienne & Burgess, 2013), that consumers wish to engage with and consume in spaces in the city that represent their idea of a 'cool' or 'hip' lifestyle. While the respondents initially took the photograph as they thought it was 'cool,' at some point in the future the images ultimately ended up on Instagram which may be perceived as a digital representation of their life and digital self.

To understand the influence of popularity on the social media platform, the user groups of both case studies were asked if they were aware of the popularity of the spaces prior to visiting. Although most respondents were aware of the space's popularity on Instagram, all respondents still photographed and uploaded image of these spaces. While it can be inferred that while the awareness of popular digital spaces on Instagram may not determine where the respondent group goes in the city, it must be noted that nearly all respondents stated that seeing an image on Instagram either influences or sometimes influences where they go in the city. This trend would suggest that user respondents group are aware of the spatial influence the images on Instagram have on their own personal movements within the urban environment, despite if they believe the space is popular on the platform or not.

While seeing images on Instagram appears to have the ability to influence where the users go in the city, the ability to upload or share an image does not seem to have as much of an impact on the user groups' engagement with the urban environment. When asked if they would have still visited the top Instagram spaces if they could not share an image to Instagram, all respondents said they would, however not all the respondents indicated that sharing images on Instagram influences where they go in the city. These trends, while in no way representative of the global population, indicate there that some users are conscious that sharing images on Instagram has the ability to determine where they go in the city in the future – which is an important trend to be conscious of in the context of Instagramization.

owners

In contrast to the user group who were individuals identified from the Instagram inventory of Method I-B, the owner target group was identified using the results of Method I-B as well as Google Maps. The businesses which were contacted with the owner surveys were establishments that were located either at or immediately surrounding the top Instagram locations. Responses from the owner group were analyzed both individually as unique case studies to understand the owners' perspective on the spatial flows and socio-spatial engagement of Instagram users and as a cohesive group.

In Embajadores-Lavapiés, unique business owners were identified through the Instagram inventory of Method I-B and a geolocational analysis on Google Maps. As the business owners shared very few images in the Instagram inventory in Madrid (as seen in Figure 14), the geolocation analysis was an important aspect of the Madrid owner group. To understand the spatial flows of the owner target group, the owners were asked in the digital survey if they were local residents of the neighbourhood and most respondents identified with being a local resident of either Embajadores or Lavapiés. As this is a very small sample of the larger Embajadores-Lavapiés owner population, these responses could not indicate the spatial residence patterns of business owners in the Embajadores-Lavapiés study area.

To understand the owners' perspective on the changing spatial flows identified in the user group data, the owner group was asked if they had noticed any changes in the type of people who came to visit the top Instagram locations. All of the Madrid respondent group noticed a change in the type of people visiting these spaces, indicating a potential shift in the customer demographic, however this is not indicative of the larger owner population. When asked to describe the changes since the space became popular on Instagram, one respondent noted "more tourists come than before although I do not think it is exclusively because of this" (translated from Spanish). While this is not demonstrative of the larger population, it hints that while there may be a changing demographic in the spatial flow around these top Instagram locations, it may not be correlative to the popularity on Instagram.

Figure 22 – View of Tabacalera and its exterior wall along Calle Miguel Servet in Embajadores-Lavapiés in Madrid, Spain

In seeking to make connections to the socio-spatial engagement of these spaces, the Madrid owner group was asked if they were aware of the popularity of these spaces on Instagram. Although very few respondents were aware of people taking the photos of the space, the entire respondent group was somehow aware of images being shared to Instagram which shows owners of these particular spaces tend to be aware when their businesses are being engaged with on social media but not their popularity.

london

In Peckham, the business owners were identified through Method 1-B and a geolocational analysis using Google Maps to be located at or close to the top Instagram locations identified in Method 1-C. Unlike in Madrid, the owner group had a greater engagement in sharing images to Instagram and were more commonly recorded in the Instagram inventory (see Figure 18). To add complementary insight about the spatial flows and socio-spatial engagement of Peckham, the owner group was sent surveys designed to understand any potential patterns or trends around these Instagram locations. The owner group was asked if they were also local residents and the entire respondent group claimed they were a local resident of Peckham. Again, while this data is a very small sample size of the larger Peckham business owner population it does shed some interesting insight on the ownership of these micro-locations.

In order to understand how the owner group perceives any changing spatial flows of the study area, the group was asked if they had noticed any changes in the type of people who come to visit these Instagram locations. Most of the respondent group noted a change and when asked to expand on the changes the respondents specifically noted that the local spaces were "becoming more popular with tourists visiting London". These responses complement the findings of the user respondent group and may hint at a shift in the origin of the spatial flows in Peckham as many respondents individuals are moving within the study area. Whilst the owners noticed a shift in the spatial flows of customers and visitors to these spaces, they also noticed people engaging with these spaces as much of the respondent group acknowledged people taking photos of the spaces and were aware of these places being shared online to Instagram. While the owner respondents were aware of users engaging with the space via Instagram, not all were conscious of the popularity of the Instagram locations — specifically those owners of the establishments at Peckham Levels.

Figure 23 – External signal for Peckham Levels just behind Rye Lane in Peckham in London, UK

trends

In trying to further understand how the respondent group engages with the city around them, the owner groups in both cities were asked a variety of questions regarding the social and economic changes of the neighbourhoods and the role of Instagram in their own operations. These questions were designed to understand how business owners view the effect of Instagramization of the spatial environment around them and if they are aware of the impacts that Instagram has on their businesses.

In trying to understand how Instagram is influencing the socio-spatial engagement of Instagram users, the owner group was asked if the popularity of this space on Instagram had changed anything about the surrounding neighbourhood. It is important to note that the Madrid respondent group was more aware of changes in the neighbourhood whereas the London respondent group tended to not notice any changes in the popularity of the space. In seeking to understand if the owners were aware of any visible increased consumption costs, the owner group was asked if the space's popularity had increased the cost of anything in the surrounding study areas (Ex: Food, Rent, Accommodation, Other Items, etc.). The results from each of the case study groups were inconclusive and provided no complementary insight into the visibility of changing consumption costs. These responses suggest that while a space's popularity seemed to correspond with changes occurring in the surrounding study areas, there was no consensus if this space was influencing the costs of goods or services in the areas.

Finally, both owner groups were asked questions to understand what role Instagram plays in their business operations in influencing consumption by customers and if they are aware of its power to promote physical spaces to a digital audience. When asked if they used Instagram as part of their daily operations, over half of the respondent group said they did use Instagram . When asked to expand further on their decision to use or not use Instagram, one of the respondents noted that "different people use Instagram to Facebook for example," which suggests that some business owners understand their target audience may be absent from the platform. Despite not all respondents using the social media platform in their businesses, the entire respondent group thought Instagram was a powerful tool in promoting spaces to a wider audience. While this finding may appear to be contradictory in that certain business owners don't use Instagram, it is clear all are aware of its power in promoting space in a similar manner to how all the users were aware of Instagram's influence on their movements in the city.

bloggers

In each of the case studies, a survey was sent out to 'bloggers', 'influencers' or 'corporate promotion agencies' that had shared an image of the one of the top Instagram locations in either case study. This target group was identified as an individual or corporation whose Instagram account is used as a platform to promote the consumption of goods or spaces as paid for by an external corporation as an advertisement. This survey was designed to be complementary in understanding the influence of their photos on people's socio-spatial engagement with the city and to understand how Instagram influences their own movement in the urban environment. Across both case studies, there was a non-representative sample nor a comparative sample and as such the single response will only be used to provide supplementary insight into the influence of Instagram on the socio-spatial engagement within our cities.

When asked how they heard about new locations in the study area, the respondent noted that they use word of mouth (Friends, Family, Coworkers), Instagram and other forms of social media as an informational source. This suggests the continued importance of the social influence on the discovery of new locations in the urban environment, with social media being an arm of that larger social aspect. Unlike the user group, when asked why they photographed the location the respondent noted that in addition to the space being a 'cool location', it was for occupational reasons and a paid advertisement by the establishment. This indicates that certain business establishments are taking advantage of the users' social reliance on Instagram by paying Instagram 'bloggers' or 'influencers' to promote their space to a wider audience. This was additionally supported by the respondent indicating that they notice an influence of their posts on where others go in the city, suggesting that this respondent is aware of the power they have on impacting the spatial flows of Instagram users in the city.

Further, when asked if Instagram influences where they go and what they consume in the city, the respondent responded 'Yes' to both questions which would indicate that not only is the respondent influencing others but they themselves are being influenced by what they see on the social media platform. Finally, when the respondent acknowledged that Instagram is a powerful tool in promoting space to a wider audience, the respondent interestingly noted that "Instagram allows an unknowing audience to connect with places that people they know or who's opinion they trust or value". This response supports the previous findings that the social power of Instagram users heavily influences the social relations, spatial flows and socio-spatial engagement of others both in the physical or digital realm.

limitations

A significant limitation to the data of Method II was the methodological tool chosen in the digital surveys. As the methodology was structured around contacting the Instagram users found in the inventory, the target pool was limited to those whom had shared an image of one of the top Instagram locations. Due to the set research period for the inventory and the lack of limitation on the temporal period the images were from, it was impossible to interview the users in person and digital surveys were selected as an alternative. However, 196 surveys were sent out and only 24 responses were received yielding an incredibly low response rate by all three survey groups – users, owners and blogs – and a non-representative sample.

Another limitation in the surveys was the lack of representative sampling of Instagram users whom had shared an image of one of the top six Instagram locations. Due to the sheer number of posts shared in association with these locations on Instagram and a lack of API keys as mentioned in the previous method's limitations, it was impossible for a representative sample of respondents to be collected. Further, the low recipient pool, the scope of the research, and the temporal frame of work meant that receiving a representative sample for the Instagram population of users who had shared an image of one of the top Instagram locations was further compromised.

A final limitation revolves around the user demographic data used to understand the Instagram users whom had shared an image of one of the top Instagram profiles. The gender and age results assigned to the users were based on clues in the user profiles and may not be accurate. It must be emphasized that this data is imprecise and used only to provide an approximate overview for the demographic profiles of the user groups for both the London and Madrid samples.

urban consumption patterns

The final step of the research was to compare the 'consumption costs' of both neighbourhoods by using the average costs at spaces of consumption within each study area. Using the top Instagram locations identified in Method I as the central point for identifying consumption patterns, radii of 50metres and 250metres from the top Instagram locations were used to understand changing consumption patterns across the study neighbourhoods. By comparing and mapping the 'consumption costs' at urban spaces both immediately at and at a distance from the top Instagrammed spaces, the research seeks to understand the impact of Instagramization on the neighbourhood urban consumption patterns. The locational maps (to identify the location of comparable spaces of consumption) and consumption cost inventory can be found at the end of this work in Appendix C and Appendix D.

madrid

In Embajadores-Lavapiés, a total of 52 individual spaces of consumption were identified through the locational and on-site analysis with 26 locations identified within 50metres of the Instagram locations and 26 identified greater than 250metres away. At each of the Instagram locations, a difference in the number of consumption spaces were chosen to be used in the consumption cost comparison based on the availability of consumption spaces within the 50m proximity to the Instagram location or the availability of a comparable space of consumption further than 250m away.

	Grocery Store	Bar	Bar	Hair Salon	Bar	Restaurant	Restaurant	Book Store	Theatre	Ice Cream	Bar	Restaurant	Grocery Store	Culture Centre	Café	Bakery	Bar	Café	Bar	Restaurant	Hostel	Music Store	Bar	Restaurant	Theatre	Hair Salon
Average Cost within 50m (€)	€ 0.71	€ 4.33	€ 2.00	€ 7.00	€ 3.50	€ 11.95	€ 6.70	€ 21.80	€ 25.00	€ 3.50	€ 2.50	€ 4.33	€ 0.97	€ 0.00	€ 3.87	€ 0.85	€ 5.00	€ 3.47	€ 4.00	€ 10.83	€ 61.00	€ 18.00	€ 5.50	€ 3.78	€ 22.00	€ 47.50
Average Cost Outside 250m (€)	€ 0.83	€ 4.00	€ 2.20	€ 17.00	€ 1.50	€ 9.75	€ 6.30	€ 20.13	€ 26.33	€ 2.87	€ 5.00	€ 2.50	€ 0.83	€ 0.00	€ 4.17	€ 1.70	€ 5.47	€ 2.65	€ 2.67	€ 9.97	€ 52.20	€ 21.23	€ 5.00	€ 6.47	€ 19.67	€ 21.50
Difference in Average Costs (€)	-€ 0.12	€ 0.33	-€ 0.20	-€ 10.00	€ 2.00	€ 2.20	€ 0.40	€ 1.67	-€ 1.33	€ 0.63	-€ 2.50	€ 1.83	€ 0.14	€ 0.00	-€ 0.30	-€ 0.85	-€ 0.47	€ 0.82	€ 1.33	€ 0.87	€ 8.80	-€ 3.23	€ 0.50	-€ 2.68	€ 2.33	€ 26.00

Figure 24 – Embajadores-Lavapiés Consumption Cost Comparisons of Average Price (€) by Type of Comparable Good & Services at Individual Spaces of Consumption

As shown in Figure 24 above, upon first comparison of the individual spaces of consumption across Embajadores-Lavapiés, no strongly identifiable trends appear when seeking to understand the influence of the top Instagram locations on overall consumption costs. However upon looking closer at the data collected, the average cost of consumable goods and services at the individual spaces within 50m of each Instagram location was recorded to be €10.77 while the average cost of individual spaces outside of 250m was €9.69. While no visible trend is identifiable from the graph, the difference of the average costs of individual consumption spaces at the top Instagram locations was €1.08 higher than those 250m further away. This difference in average consumption costs of individual locations is indicative of Instagram having the ability to slightly increase the consumption costs of individual spaces of consumption at a close proximity to the top Instagram locations in Embajadores-Lavapiés.

Figure 25 – Embajadores-Lavapiés Comparison of Consumption Cost Visualization

Building on the quantitative data collected, the map in Figure 25 was created to visualize the data and further identify consumption trends. Using the data in Appendix C and D, each unique consumption spaces were assigned a +1/-1 based on the difference in cost with their comparable and distanced counterpart. This method allowed for the differences in consumption costs to be compared with a relative value across the study area, regardless of actual value in cost differences.

In looking at the map, we still do not see a visible impact of the influence of Instagramization on consumption costs nor any inherent trends, which is supportive of the findings found through the quantitative data. Interestingly, a similar spatial pattern as uncovered in Method 1 is visible, with a concentration of consumption spaces located along the main arteries of the study area. Similar to the trends found in Method I (Figure 9 and 11), the eastern portion of the study area is also seemingly lacking from commercial activity as it was also lacking a presence in the Instagram inventory. While the data collected is limited, in combination with the findings of the Instagram inventory, it suggests that

the consumption patterns of the neighbourhood are not only localized, but also appear to be reflective of popular Instagram locations identified in the inventory findings.

By looking at a collection of consumption spaces allows for larger trends in urban space to be identified, interesting insights are uncovered regarding the collective establishments. Thus, another trend uncovered was found by looking at the averaged costs of all consumption spaces within the 50metre area surrounding each top Instagram location as compared with those averaged costs further than 250metres away (see Figure 26). Upon calculating the costs for the areas of consumption for each Instagram location, the findings again fail to display any visible neighbourhood trend. As seen above in Figure 20, variances occur across all six spaces of consumption with no consistent trend in the difference of average costs being identified. Consumption cost differences range as the combined costs at Location 1 (Okuda) was €1.60 cheaper than the consumption spaces located 250m away when compared with consumption costs up the street at Location 6 (TuuuLibrería) being €4.58 more expensive than the comparable spaces 250m away.

The overall cost of the areas of consumption within 50m of the Instagram locations comes to an average of €9.39 compared to the area further than 250m away which had an average of €8.45 for a difference between the average costs of €0.94. Like the average cost difference found for the individual spaces of consumption, this data is supportive of findings that Instagram has a slight influence on the increase of consumption costs at the Instagram locations as compared to the non-Instagram locations in the neighbourhood. While this data is not representative of the entire study area, it is suggestive that there is a changing urban consumption pattern which correlates with the proximity of popular local Instagram locations. Further, the data collected demonstrates Instagram has an influence on surrounding spaces of consumption within the Embajadores-Lavapiés neighbourhood as Instagram has shown it can increase the consumption costs of surrounding establishments.

	Loc 1 - Okuda Street Art	Loc 2 - Tabacalera Wall	Loc 3 - Teatro Valle-Inclán	Loc 4 - Tabacalera	Loc 5 - LAP Café	Loc 6 – TuuuLibreria
Average Cost at 50m (£)	€ 3.51	€ 13.48	€ 7.26	€ 0.00	€ 12.72	€ 19.36
Average Cost at 250m (£)	€ 5.11	€ 12.06	€ 7.51	€ 0.00	€ 11.26	€ 14.77
Difference of Average Costs (£)	-€ 1.60	€ 1.42	-€ 0.25	€ 0.00	€ 1.46	€ 4.58

Figure 26 – Embajadores-Lavapiés Consumption Cost Comparison of Average Costs by Top Instagram Location

London

In Peckham, a total of 42 individual spaces of consumption were identified through the geolocational and on-site analysis of Method III with 21 spaces identified within 50metres of the top Instagram locations and 21 identified at a distance of 250metres further away. As similarly analyzed using the Embajadores-Lavapiés data, the findings were first analyzed as individual spaces of consumption and then again as cumulative areas of consumption where the individual spaces were averaged together to give an overall spatial consumption cost.

As seen below in Figure 27, the first method of consumption cost comparison looked at the individual spaces across the study area in seeking to understand their impact on consumption patterns. While the average cost of the individual consumption spaces across the study area varied greatly depending on their locational proximity from the top Instagram locations, nearly all of consumption costs were found to be higher the closer they were to the Instagram location. Looking at the data collected, we see the average consumption costs within 50m of the Instagram locations was recorded at £18.99 while the average consumption costs further than 250m away was recorded at £14.12, which would result in an average cost difference of £4.49. While there is still a variation in visible trends of consumption costs, this data suggests the costs of individual consumption spaces around the top Instagram locations are significantly higher than those located at a distance. This potentially indicates that Instagram has the ability to increase the consumption costs of individual spaces of consumption.

	Bar	Bar	Tacos	Food	Salon	Yoga Studio	Movie Theatre	Bar	Bar	Restaurant	Gym	Bar	Restaurant	Burgers	Bakery	Restaurant	Pizza	Restaurant	Restaurant	Pub	Restaurant
Average Cost within 50m (£)	£14.12	£5.30	£7.00	£5.75	£47.50	£70.67	£4.99	£4.27	£4.45	£10.17	£160.00	£8.00	£9.77	£5.33	£3.65	£5.25	£6.67	£9.00	£4.99	£8.00	£3.90
Average Cost outside of 250m (£)	£5.25	£4.47	£7.75	£2.99	£40.00	£71.33	£14.50	£4.33	£4.70	£9.75	£75.00	£7.17	£6.60	£5.00	£3.55	£7.00	£4.17	£6.75	£4.65	£7.95	£3.70
Difference in Average Costs (£)	£8.87	£0.83	-£0.75	£2.76	£7.50	-£0.67	-£9.51	-£0.07	-£0.25	£0.42	£85.00	£0.83	£3.17	£0.33	£0.10	-£1.75	£2.50	£2.25	£0.34	£0.05	£0.20

Figure 27 – Peckham Consumption Cost Comparisons of Average Price (£) by Type of Comparable Good & Services at Individual Spaces of Consumption

Using the same methodology as previously used for Figure 25, the visualized data for Peckham supports the findings of a greater influence of the presence of a top Instagram location on consumption costs (see Figure 28). Similar to the findings of Madrid, the patterns in consumption cost differences is similar to the spatial pattern uncovered in Method I and previously demonstrated in Figure 10 and 12. In Peckham, we see the spaces of consumption with higher average costs still concentrated along the commercial high street of Rye Lane as well as along some of the smaller villages such as Bellenden Road. Again, while the data collected is limited, in combination with the findings of the quantitative data, it suggests that the proximity to popular Instagram locations tends to have an impact on the increase in consumption cost as seen both quantitatively and visually.

Figure 28 – Peckham Comparison of Consumption Cost Visualization

In expanding the understanding of Peckham's urban consumption patterns, this secondary analysis looks beyond individual spaces of consumption to the areas of consumption surrounding each of the top six Instagram locations. The second trend uncovered in this analysis was found by comparing the cumulative sum of the 21 spaces of consumption within 50m of the Instagram locations to the other 21 spaces located 250m away (see Figure 29 on the next page). Looking at the data, the visible trends show that the areas of consumption at the top Instagram locations are all more expensive than the comparable areas further than 250m away. As illustrated in the chart of Figure 29, the smallest difference between the costs of areas of consumption was at Location 6 (Prince of Peckham) which was £0.13 higher than the comparable area 250m away. The greatest difference between the costs of the consumption areas was at Location 2 (Copeland Park & Bussey Building) where the difference was £17.05 higher than the comparable area at a 250m distance.

	Loc 1 - Peckham Levels	Loc 2 - Copeland Park & Bussey Building	Loc 3 - Levan	Loc 4 - Holdron's Arcade	Loc 5 - M.Manze	Loc 6 - Prince of Peckham
Average Cost at 50m (£)	£22.19	£37.24	£6.13	£9.00	£4.99	£5.95
Average Cost at 250m (£)	£20.90	£20.19	£5.26	£6.75	£4.65	£5.83
Difference of Average Costs (£)	£1.29	£17.05	£0.87	£2.25	£0.34	£0.13

Figure 29 – Peckham Consumption Cost Comparison of Average Costs by Top Instagram Location

While inspecting the data, the average cost of the collection of area of consumption within 50m of all Instagram locations was found to be £14.25 while the average cost of the collection of consumption spaces outside of 250m was £10.60, leading to an average cost difference of £3.65. This data suggests that there is a significant increase in the difference of average costs of the areas of consumption at the Instagram locations in comparison with the non-Instagram locations over 250m away. Both of these findings are supportive of the notion that in Peckham, Instagram has an influence on the increase of consumption costs at the popular locations as compared with the non-Instagram locations in the neighbourhood. In contrast to the findings of Embajadores-Lavapiés, it is demonstrated in Peckham that the Instagram popularity will likely demonstrate a positive correlation with the overall average consumption costs of the area and individual spaces of consumption.

trends

When seeking to identify larger trends, we used the average costs of the areas of consumption (found in Figure 26 and Figure 29) to calculate a 'consumption cost index' (CCI) of the top Instagram locations in both Embajadores-Lavapiés and Peckham. The research used the formula for calculating the Consumer Price Index (CPI) of a single item as a base for understanding the trends of changes in the consumption costs of the areas of consumption. The CPI methodology is used to measure the "average of prices of a basket of consumer goods and service" and the formula is as follows:

$$Consumer\ Price\ Index\ (CPI) = \frac{Cost\ of\ Item\ or\ Basket_{Given\ Year}}{Cost\ of\ Item\ or\ Basket_{Base\ Year}} \times 100$$

Source: (Chen, 2019)

As the scope of the research does not allow for an extended temporal time frame for data collection of the cost of items in the base year to be determined, the formula was altered to understand the change in average consumption costs between areas of consumption at the top Instagram and non-Instagram locations. The average consumption costs of the area of consumption 250m away was used as the 'base year' as the values of these areas have no significant presence of Instagram as found in the inventory of Method I-A. The average consumption costs of the area of consumption within 50m of the Instagram locations were used as the 'given year' value as they have displayed an influence of Instagram. The altered CPI formula is used to calculate the 'consumption cost index' (CCI) of the top Instagram locations by using the following formula:

$$Consumption\ Cost\ Index\ (CCI) = \frac{Average\ Area\ Cost_{50m}}{Average\ Area\ Cost_{250m}} \times 100$$

In using the updated equation to calculate the consumption costs index, the CCI was calculated for each of the top Instagram locations in the study areas of Embajadores-Lavapiés and Peckham. The CCI formula also allows the values of the consumption cost index to be compared in relative terms regardless of the two study areas and local currencies.

As seen below in Figure 26, the CCI for each of the top Instagram locations in Embajadores-Lavapiés were calculated and graphed to display the influence of Instagram on the areas of consumption around each Instagram location. In a similar pattern to the trends shown for the cost comparison for the areas of consumption in Figure 30, we see that the CCI of Location 1 (Okuda Street Art) and Location 3 (Teatro Valle-Inclán) are lower than the 'base' values at -31% and -3% respectively. Similarly, the CCI for Location 2 (Tabacalera Wall), Location5 (LAP Café) and Location 6 (TuuuLibrería) are higher than the 'base' value at 12%, 13% and 31% respectively.

Figure 30 – Peckham Consumption Cost Comparison of Average Costs (£) by Top Instagram Location

As seen below in Figure 31, the CCI for each of the top Instagram locations in Peckham were calculated and graphed to show the impact of Instagram on consumptions costs. The CCI data shows a similar trend between the CCI for each top location in Peckham when compared with the average costs for areas of consumption (as seen previously in Figure 24) as both collections of data show the consumption costs at the Instagram locations are higher than those at non-Instagram locations. While all CCI values indicate a higher cost at the Instagram locations, the data ranges from having a CCI value of 2% at Location 6 (Prince of Peckham) to having a CCI value of 84% at Location 2 (Copeland Park & Bussey Building).

Figure 31 – Peckham Consumption Cost Index by Top Instagram Location

By further calculating the CCI for the six Embajadores-Lavapiés and six Peckham locations as groups, we see the index reveals an increase of the Instagram locations in comparison with the non-Instagram locations or 'base' values. The overall CCI value of the Embajadores-Lavapiés Instagram locations is 11% (as shown in the calculation below):

$$CCI_{Embajadores-Lavapiés} = \frac{€9.39}{€8.45} \times 100 = 11\%$$

Upon calculating the CCI for Peckham, we see the index values reveals a substantial increase of the consumption costs of the Instagram locations at 34% (as shown in the calculation below):

$$CCI_{Peckham} = \frac{£14.25}{£10.60} \times 100 = 34\%$$

While these findings are restricted to collected data and are not representative of the entire study areas, these values are both suggestive of an increased consumption cost at areas surrounding Instagram locations which aligns with findings of cultural economics. As claimed by Xavier Greffe (2016), an academic in cultural economics, new cultural consumption patterns have shifted as consumption "groups, or what could even be called tribes," such as social networks on Instagram, are more often responsible for a change in the demand of certain goods and services. As cultural economic theory suggests, "consumers' decisions will not be determined entirely by the price of a [...] product but they will also try to understand its possible advantages" (Greffe, 2016), and more frequently these advantages align with the concept of 'cool capitalism' (McGuigan, 2006). As such, the findings of this research align with the notion that "social media communities [...] play a major role in the success or failure of a cultural good by exerting a multiplier effect on the shaping of preferences and demand" (Greffe, 2016) as demonstrated by the increased consumption costs surrounding top Instagram locations in both study areas.

limitations

Whilst this section was used to demonstrate the influence of Instagram on the consumption costs in the urban environment, it is important to note there are some significant limitations to the findings that must be noted. Firstly, it should be noted that there was not an even amount of consumption spaces found across all Instagram locations both within and between the case study neighbourhoods. Despite an even number of comparable consumption spaces were used between each Instagram location's comparison radii of 50m and 250m, this number varied greatly between the 6 locations for both study areas. Not only was the total number of consumption spaces found based on the number of accessible, open and appropriate spaces of consumption within 50m of each Instagram location, but there also needed to be a comparable consumption space over 250m away and within the neighbourhood. These requirements, in addition to a limited time frame, restricted the total number of consumptions spaces found and used in the comparison in addition to limitations of language, temporal research period and physical access.

Figure 32 – Railroad underpass leading to new businesses behind Blenheim Grove in Peckham (London, UK)

#discussion

spatial flow trends

Our spatial movements through the city are anything but predictable and are rarely visible to us in our everyday lives. As written in his book 'The Practice of Everyday Life', Michel De Certeau marvels at our inability to be cognisant of our physical movements in urban space as our "bodies follow the thick and thins of an urban "text" they write without being able to read it" (1984, p. 91). He continues in stating "the networks of these moving, intersecting writings compose a manifold story that has neither author nor spectator, shaped out of fragments of trajectories and alterations of spaces" (De Certeau, 1984, p. 91). Whilst these words resonate with many readers, the digital technological advances and applications which have arisen in the last decade have altered the understanding of our movements in urban space — particularly with the introduction of the smartphone and Instagram.

The results from this study on the Instagramization of the city not only support this statement but demonstrate the extent to which Instagram impacts the spatial flow of users across the urban spaces of Embajadores-Lavapiés and Peckham in response to research question (a). As a smartphone platform which has become so embedded in the daily lives of users, academics Jason Kalin and Jordan Frith boldly acknowledge that we have reached a time in history where "our movement through the city, in many cases, cannot be separated from our engagement with our smartphone screen" (2016, p. 232). Thus, the spatial patterns of Instagram uncovered and visualized in this research (as seen in Figure 7 and Figure 8) are demonstrative of how Instagram impacts the spatial engagement of its users within local neighbourhoods and expose the distinctive spatial flow patterns in both case study neighbourhoods.

As demonstrated in the spatial patterns of Embajadores-Lavapiés, a dispersal of consumption spaces is visible across of neighbourhood with a high concentration along Calle de Embajadores and near Plaza de Lavapiés. This pattern suggests that the spaces of consumption are much more evenly dispersed in the neighbourhood, indicating a greater frequency of consumption spaces is built into the urban form. Further, as the top Instagram spaces were mapped at these two distinct concentrations in the neighbourhood demonstrates the two main consumption hubs within the neighbourhood have a popularity with Instagram users. By investigating the types of consumption spaces documented in the inventory, we saw over half of all images shared boasted prominent street art locations in the neighbourhood as seen in the top spots of the Okuda Street Art, the Tabacalera Wall, Teatro Valle-Inclán and TuuuLibrería locations. These findings are demonstrative of a preference of Madrid's Instagram users to represent oneself online through the physical space around them, as the user's choice to identify with street art is supportive of their online profile being "shaped by the character of a physical place" (Schwartz & Halegoua, 2015, p. 1647).

Of interest to note, the Okuda Street Art location became increasingly popular after it was repainted by Okuda on February 24, 2019 (see Figure 33). While the increase of the posts may have been made by an increase in people passing by as it was a stop in their movement throughout the neighbourhood, it may also have been a destination for others as this increase in activity may indicate the desire by users to visually represent their knowledge of local street art culture by sharing an image of this high-profile

Figure 33 – Okuda repainting his Street Art Installation on Calle de Embajadores on February 24, 2019

street art. When we look the survey data for this location, most of the respondent group noted they took a photo because they thought it was 'cool', which is a clear indication that Instagram users in Madrid seek to identify their digital selves through local art and culture rather than through traditional spaces of consumption of goods and services.

In Peckham, a different spatial pattern appeared across the study area as demonstrated by a greater dispersion of spaces of consumption across a larger physical area. While consumption appears to be mainly concentrated along the local high street of Rye Lane, many smaller pockets of consumption spaces appear outside of the wards of Peckham and Rye Lane. These spaces are indicative of smaller 'village'-like urban forms where spaces of consumption are concentrated within the neighbourhood unlike the even spread seen in Madrid. This scattering of concentrations of consumption spaces within the urban form requires users to actively visit these spaces as a destination in their movement through the neighbourhood.

When looking at the top Instagram locations, we see a clear concentration on Rye Lane around the Peckham Rye Overground station and Peckham Road, both of which are traditionally consumption-heavy areas within Peckham. Of the images associated with spaces of consumption recorded in the inventory, over one third of all images were associated with food and with the interior design of these consumption spaces. These findings reflect the preference by the contemporary consumption to display themselves consuming at certain spaces of consumption as "dining at particular restaurants represents aspects of their tastes and lifestyle" (Peng, 2017, p. 16). While most of respondents to the Peckham user surveys said that sharing images on Instagram does not influence what they consume in the city, all responded that seeing images on Instagram influences where they go in the city. As the Instagram users in Peckham continue to share images of the food and interior of spaces that provide food and food services, those images are seen by other users and ultimately creates a cyclical pattern based on new consumption patterns which "emerges from a tangled web of consumerism, lifestyle, and mobile social media usage" (Peng, 2017, p. 16).

Not to be overlooked in this research is the substantial presence of local cultural centers in the Instagram inventories of both Embajadores-Lavapiés and Peckham. The Tabacalera Cultural Centre (and it's wall of street art), Peckham Levels and Copeland Park & Bussey Building were all found to be some of the top Instagram locations within both study areas. While these spaces each have a unique function, their general goal is the same: to provide community members with access to spaces where they can congregate and grow as a community through arts, culture, business, food and entertainment. These spaces, while each have their own 'aesthetic', have become symbolic icons of consumption in their corresponding neighbourhoods as similar images of street art, architecture and unique interior designs have filtered across Instagram. As these cultural centers as top Instagram locations spaces attract spatial flows of users and consumers alike, there is potential for future research to investigate the link between Instagram and cultural centres in urban centres. Further future research has the potential to study the mirrored effect of Instagrammed spaces which appear as 'Instagram voids' in the city and associated spatial disparities.

socio-spatial engagement trends

Building on the patterns of spatial flows within each study area, the findings of this study can be used to demonstrate how Instagram is influencing socio-spatial relationships within the urban form which responds to research question (b). As seen in the spatial flow patterns, Instagram users tend to spatially concentrate around commercial or cultural areas and seem to be more likely to be sharing images of consumption in association with these areas in the case study neighbourhoods. With the little data collected from the users whom have shared images of the top Instagram locations and the survey responses, the results of this research are symbolic as the survey sample cannot be symptomatic of the general population.

While the data collected shows that many of the Instagram users identified are from the case study cities, the spatial patterns of the group of Instagram users in this research are not informative of a larger population. Thus, future research would benefit in using locational data from Instagram as "geocoded digital expressions in creating 'life maps', 'body inscriptions', 'spatial stories', or 'biographical accounts' of everyday life from specific demographic and cultural perspectives" (Schwartz & Halegoua, 2015, pp. 1645–1646), as the data is demonstrative of spatial flows unique to study areas and populations studied. While the recorded locational information of this research is useful to understand the spatial flows of the respondent group at the micro-scale, it is important to note that these findings may not align with larger trends for the city or more central tourist locations where Instagram users are likely to have different cultural consumption practices, demographics and therefore, spatial flows in the city.

While not an indicative conclusion for the general population, findings from the obtained survey sample indicated social relationships are increasingly influencing where people go in the city. While previous academic studies have found that many social media users use these platforms to "keep up with or gain knowledge about what others (i.e. friends, family, and strangers) are doing," (Sheldon & Bryant, 2016, p. 94), very few studies have looked at what the social media users are doing with this acquired knowledge. Supported by recent studies into the social ties of contemporary cities (Granovetter, 1973; Sheldon & Bryant, 2016; Watts & Strogatz, 1998), it can be inferred that "the widespread dissemination of information is aided by the existence of "weak ties," which bridge otherwise disparate individuals and groups" (Webster, 2010, p. 603). The findings from this research show that many survey respondents identified the significance of gaining knowledge from social relations when seeking to go to new

places in the city, however the strength of these social ties is not known from this research. Thus, as Instagram users engage within their social networks through socio-spatial engagement to "spatialize the embodied knowledge of the city while also pushing beyond the pre-given spatial representations" (Kalin & Frith, 2016, p. 223), they engage in a spatial reconstruction of their social relations in the city.

As Instagram further establishes itself as a platform for users to build social connections, this statement begs to ask: are these social relationships extending the differences of social capital between local residents? As contemporary consumers tend to learn from and connect with others with whom they trust or identify with online, their social relationships are becoming increasingly built around and signified through digital social networking platforms such as Instagram. These new forms of digital social capital are established and sustained through engagement on social media platforms, thus we see the possibility that "individuals can use membership in groups and networks to secure benefits" (Dasgupta & Serageldin, 2000, p. 139) which are otherwise unattainable outside of these digital social networks. As this research suggests individuals refer to social methods to learn about the urban environment, more than ever it could be understood that Instagram users are reliant on digital social relations to determine where they go in the city, gain information on new places and discover how to find these spaces in the city either through digital word-of-mouth.

By understanding that images shared to Instagram and social relations embedded in the platform are driving individuals to new places in the city, the demographic of these users must be considered to understand the phenomenon of Instagramization. By looking closers at the findings of the data from both the Madrid and London inventories and survey responses, it is immediately clear that the top Instagrammed spaces in both cities tend to be most popular with females between the ages of 25-35 years old. While only a small amount of data was collected in this research to support this theory, the findings align with both previous academic studies as well as the official statistics relating to the data released by Instagram (Clement, 2019; Sheldon & Bryant, 2016).

As supported by both the results from this research and official Instagram statistical data, women between the ages of 25 and 35 years of age make up a significant portion of the Instagram user population which may suggest this group are significant actors in promoting the Instagramization

Figure 34 – The 'pink stairwell' at Peckham Levels has become a well known signifier of Peckham across London

of our cities. By way of users relying on their social networks to gain knowledge about the urban environment around them and how these "social interactions depend on network structure" (Dasgupta & Serageldin, 2000, p. 150), it is could be assumed that this demographic uses Instagram as a tool to design and reflect their digital self-representations through the Instagramization of the city. Whilst this notion is not proven in this research, it opens the door to future studies in the gender perspective of Instagramization. Further, as it is seen that contemporary digital social networks are highly tied to social relations within the city, there is potential to investigate how the socio-spatial inequalities of different demographic, cultural, economic or social groups are influenced by Instagram.

urban consumption trends

The inherent understanding that the structure of social networks influences an individual's social interaction is not only demonstrative of the social power of Instagram, but also the power of user networks. As many users employ Instagram to present their highly self-curated and aestheticised life to their expansive social media networks, their networks tend to be comprised of individuals whom ultimately are reflective of the digital self with which the user is seeking to project ¬— whether that be with accounts whom a user personally knows, whose opinion they trust, or are of similar demographics. Therefore, it becomes clear that there is an evident nexus between a user's network and the digital representation of their urban consumption practices, especially as "patterns of cultural consumption have a strong social gradient" (Reeves & de Vries, 2016, p. 550) built into them.

As Instagram has rooted itself as a tool for displaying contemporary consumption practices, both the platform and the user networks within begin to yield the power to "promote or discourage patterns of cultural consumption with potentially important social consequences" (Webster, 2010, p. 612). Looking at the patterns of consumptions which resulted from this research provides a response to research questions (c), where the data clearly demonstrates that the cultural phenomenon of Instagramization has an influence on the consumption costs around top Instagram locations within the case study

Figure 35 – Photographers line up to take photos of the Okuda street art Installation along Calle de Emabajadores in Embajadores-Lavapiées in Madrid, Spain

neighbourhoods. Whilst this influence varies between neighbourhoods — with Embajadores-Lavapiés on displaying a slightly increased difference of the consumption costs and Peckham having a much more significant increase in the consumption costs — the impact is undeniable as both neighbourhoods demonstrated an increase of consumption costs at top Instagram locations.

In investigating the trends of the neighbourhoods further, it must be noted that while the average costs of Embajadores-Lavapiés as a whole were more expensive at the Instagram locations, there was no consistent trend in whether Instagram locations impacted the increase of surrounding consumption costs or not. Whilst the data collected shows that the average costs of the spaces of consumption varied between being both cheaper and more expensive around the top recorded Instagram spots, it must be noted that many of images shared in this neighbourhood were associated with street art which are fundamentally consumption cost-free. In contrast, we see that the average costs of Peckham, both as a whole and as individual consumption spaces, have much more of a definitive trend as average consumption costs at Instagram locations were found to be significantly more expensive than those elsewhere. This was particularly true at newer spaces of culture/consumption (i.e. Peckham Levels, Copeland Park & Bussey Building, Holdrons Arcade) which are spaces specifically oriented to promote local businesses and encourage consumption.

While this research is supportive of the conclusions that Instagramization has an influence on spatial flows within these local neighbourhoods and socio-spatial engagement practices, one must be cautious when making conclusions about Instagramization's influence on consumption costs as per research question (c). Whilst the data informs of an increase in consumption costs near popular Instagram locations, due to the relatively short length of study and the limitations of data collection what unfolds is a 'chicken and the egg' scenario. Although this research cannot determine if the increased consumption costs of these neighbourhoods are due to the changing consumption practices encouraged by Instagramization or due to the larger economic changes related to the popularity of these spaces, what can be determined is these changing consumption costs have the power to fragment and polarize the urban population.

As individuals seek to represent their digital self through Instagram, their shared images are indicative of a desire to engage in contemporary consumption practices which define users into siloed, and often polarizing, consumption patterns. As demonstrated in the academic study 'User Information Regimes: How Social Media Shape Patterns of Consumption", academic James G. Webster is extremely cautious of the polarizing effects of social media on consumption practices as there is a "tendency of users to concentrate their patterns of consumption around a relatively homogeneous assortment of media products or outlets at the expense of exposure to more diverse offerings" (2010, p. 610). This polarizing effect is not exempt from this research, as the demographic data collected in the Instagram inventory demonstrates how the users on the platform and their consumption practices are performative of only a certain demographic of city residents and are not representative of the urban population as a whole. Thus, while the phenomenon of Instagramization is altering consumption practices of its users, we increasingly must be aware of how these reflected urban consumption patterns in the real world are impacting the city.

#conclusion

Throughout the course of this research, the influence of Instagram has been analyzed under the lens of the new phenomenon of Instagramization. Within in the context of this work, Instagramization was defined as a new form of contemporary consumption which is influenced by Instagram and deeply rooted in new digital trends of self-representation. As the research sought to understand how the phenomenon of 'Instagramization' impacted socio-spatial engagement and urban consumption in urban neighbourhoods, new and significant findings within the field of urban studies were uncovered.

As this research was exploratory in nature, it confirms the plausibility that Instagramization has significant impact on the socio-spatial engagement and urban consumption patterns in our cities. As demonstrated both by this work and numerous mentions in popular culture, the Instagramization of our cities is becoming an inevitable cultural sensation and this research was the first to study this phenomenon further. As the world around us has become a spatial reflection of our digital consumption practices, Instagramization has resulted as a response to new patterns of spatial engagement and consumption practices by both Instagram users and non-users alike. A shift in the fundamental way in which we engage with the city around us with the advent of mobile technologies, such as the smartphone, and social networks, such as Instagram, have paved the way for a new, contemporary practice in the engagement and consumption of urban space.

While this research has continuously suggested the phenomenon of Instagramization has a significant impact on socio-spatial engagement and urban consumption in the contemporary city, we must be increasingly conscious that the consequences of Instagramization are not yet fully known. As fractures in the urban fabric are deepened by the spatial reflections of our digital trends, we much acknowledge how the cultural phenomena of Instagramization is not only changing our urban spaces but is also yielding possible disparities in the spatial flows, digital social ties and spaces of consumption in our cities. While the significant intersection between digital and physical realms is increasingly fusing together, it would be naïve to think that these potential consequences are going to diminish or disappear on their own.

Although this research only looked at local urban neighbourhoods in two cities, there is potential for future studies to expand this methodology across other neighbourhoods or larger areas. Future research also has the potential to expand beyond Instagram users to investigate how different genders, ages, cultures, or socio-economic groups perform their 'spatial self' in the city through Instagramization. While limitations in the research due to a short time frame, a low response rate and small sample size, and uneven data collection may hinder the accuracy of this research's results, the uncovered trends are highly indicative of further areas of research. These findings and those of future research in similar areas are not limited to contributions to academia but have the power to help build new patterns of urban development, understand shifting urban economies, and of significance, addressing the deepening social inequalities within our cities.

list of figures

Figure 1 – Sample of images tagged '#city' on Instagram's 'Top' Search Page (Instagram, n.d.-a)

Figure 2 – Research Design Graphic

Figure 3 – Method Timeline Graphic

Figure 4 – Plaza de Cascorro at the top of Calle de Embajadores in Embajadores-Lavapiés (Madrid, Spain)

Figure 5 – Location Map for Embajadores-Lavapiés in Madrid, Spain

Figure 6 – Vandalism on top of the Okuda Street Art Installation and on Mercado San Fernando along Calle de Embajadores in Embajadores-Lavapiés (Madrid, Spain)

Figure 7 – Location Map for Peckham in London, United Kingdom

Figure 8 – Multicultural local business populate the streetscape of Rye Lane in Peckham (London, UK)

Figure 9 – Street art welcoming visitors to Peckham at the newly renovated Prince of Peckham Pub in Peckham in London, UK

Figure 10 – Result of Embajadores-Lavapies Data Inventory Visualization (Method I-B)

Figure 11 – Result of Peckham Data Inventory Visualization (Method I-B)

Figure 12 – Result of Peckham Data Inventory Visualization (Method I-B)

Figure 13 – Result of Peckham Data Inventory Visualization (Method I-B)

Figure 14 – Madrid Instagram Inventory Group Classification

Figure 15 – Madrid User Group Demographics - Gender

Figure 16 – Madrid User Group Demographics - Approximate Age

Figure 17 – Madrid User Group Place of Residence

Figure 18 – Madrid Instagram Inventory Group Classification

Figure 19 – London User Group Demographics – Gender

Figure 20 – London User Group Demographics - Approximate Age

Figure 21 – London User Group - Place of Residence

Figure 22 – View of Tabacalera and its exterior wall along Calle Miguel Servet in Embajadores-Lavapiés in Madrid, Spain

Figure 23 – External signal for Peckham Levels just behind Rye Lane in Peckham in London, UK

Figure 24 – Embajadores-Lavapiés Consumption Cost Comparisons of Average Price (€) by Type of Comparable Good & Services at Individual Spaces of Consumption

Figure 25 – Embajadores-Lavapiés Comparison of Consumption Cost Visualization

Figure 26 – Embajadores-Lavapiés Consumption Cost Comparison of Average Costs by Top Instagram Location

Figure 27 – Peckham Consumption Cost Comparisons of Average Price (£) by Type of Comparable Good & Services at Individual Spaces of Consumption

Figure 28 – Peckham Comparison of Consumption Cost Visualization

Figure 29 – Peckham Consumption Cost Comparison of Average Costs by Top Instagram Location

Figure 30 – Peckham Consumption Cost Comparison of Average Costs (£) by Top Instagram Location

Figure 31 – Peckham Consumption Cost Index by Top Instagram Location

Figure 32 – Railroad underpass leading to new business behind Blenheim Grove in Peckham (London, UK)

Figure 33 – Okuda repainting his Street Art Installation on Calle de Embajadores on February 24, 2019

Figure 34 – The 'pink stairwell' at Peckham Levels has become a well known signifier of Peckham across London

Figure 35 – Photographers line up to take photos of the Okuda street art Installation along Calle de Emabajadores in Embajadores-Lavapiées in Madrid, Spain

#work cited

Abidin, C. (2014). #In$tagLam: Instagram as a Repository of Taste, a Burgeoning Marketplace, a War of Eyeballs. In *Mobile Media Marketing in an Age of Smartphones*.

Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*, 31(4), 868–882. https://doi.org/10.1086/426626

Ayuntamiento de Madrid. (2014). *Estructura Económica de la Ciudad de Madrid—Análisis Socioeconómico*. Retrieved from https://www.madrid.es/UnidadesDescentralizadas/UDCObservEconomico/EstructuraEconomica/ESTRUCTURAECONOMICADELACIUDADDEMADRID.pdf

Ayuntamiento de Madrid. (2018a). *Metodología para la Elaboración del índice de Vulnerabilidad Territorial de Barrios y Distritos de Madrid y Ranking de Vulnerabilidad*. 101.

Ayuntamiento de Madrid. (2018, October 24). *Distritos en cifras (Información de Barrios)*. Retrieved August 14, 2019, from Portal web del Ayuntamiento de Madrid website: https://www.madrid.es/portales/munimadrid/es/Inicio/El-Ayuntamiento/Estadistica/Distritos-en-cifras/Distritos-en-cifras-Informacion-de-Barrios-/?vgnextfmt=detNavegacion&vgnextoid=0e9bcc2419cdd410VgnVCM2000000c205a0aRCRD&vgnextchannel=27002d05cb71b310VgnVCM1000000b205a0aRCRD

Ayuntamiento de Madrid. (2018b, October 25). *Características generales*. Retrieved from https://www.madrid.es/portales/munimadrid/es/Inicio/El-Ayuntamiento/Estadistica/Distritos-en-cifras/Distritos-en-cifras-Informacion-de-Barrios-/?vgnextfmt=detNavegacion&vgnextoid=0e9bcc2419cdd410VgnVCM2000000c205a0aRCRD&vgnextchannel=27002d05cb71b310VgnVCM1000000b205a0aRCRD

Ayuntamiento de Madrid. (2018c, October 25). *Indicadores de la estructura y la dinámica demográfica*. Retrieved from https://www.madrid.es/portales/munimadrid/es/Inicio/El-Ayuntamiento/Estadistica/Distritos-en-cifras/Distritos-en-cifras-Informacion-de-Barrios-/?vgnextfmt=detNavegacion&vgnextoid=0e9bcc2419cdd410VgnVCM2000000c205a0aRCRD&vgnextchannel=27002d05cb71b310VgnVCM1000000b205a0aRCRD

Ayuntamiento de Madrid. (2019). *Barómetro de Economía de la Cuidad de Madrid*. Retrieved from https://www.madrid.es/UnidadesDescentralizadas/UDCObservEconomico/BarometroEconomia/2019/Segundo%20trimestre/Ficheros/RankingCiudadesEuropeas2018.pdf

Bourdieu, P. (2000). *Distinction: A social critique of the judgement of taste* (Reprint 1984). Cambridge, Mass: Harvard University Press.

Boy, J. D., & Uitermark, J. (2016). How to Study the City on Instagram. *PLOS ONE*, 11(6), e0158161. https://doi.org/10.1371/journal.pone.0158161

Boy, J. D., & Uitermark, J. (2017). Reassembling the city through Instagram. *Transactions of the Institute of British Geographers*, 42(4), 612–624. https://doi.org/10.1111/tran.12185

boyd, dannah. (2014). *It's complicated: The social lives of networked teens*. New Haven: Yale University Press.

Brenner, N., Marcuse, P., & Mayer, M. (2009). Cities for people, not for profit. *City*, 13(2–3), 176–184. https://doi.org/10.1080/13604810903020548

CARTO. (n.d.). Spatial Data Science for Business Management—CARTO. Retrieved March 13, 2019, from https://carto.com/platform/spatial-data-science/

Castells, M. (2008). The New Public Sphere: Global Civil Society, Communication Networks, and Global Governance. *The ANNALS of the American Academy of Political and Social Science*, 616(1), 78–93. https://doi.org/10.1177/0002716207311877

Chen, J. (2019, July 27). Consumer Price Index – CPI Definition. Retrieved August 12, 2019, from Investopedia website: https://www.investopedia.com/terms/c/consumerpriceindex.asp

Clement, J. (2019, August 9). Distribution of Instagram users worldwide as of July 2019, by age and gender. Retrieved August 15, 2019, from Statista website: https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/

Cowen, T. (2008). Why everything has changed: The recent revolution in cultural economics. *Journal of Cultural Economics*, 32(4), 261–273. https://doi.org/10.1007/s10824-008-9074-y

Dasgupta, P., & Serageldin, I. (Eds.). (2000). *Social capital: A multifaceted perspective*. Washington, D.C: World Bank.

De Certeau, M. (1984). *The Practice of Everyday Life*. Berkeley and Los Angeles, California: University of California Press.

Department for Communities and Local Government. (2019). *Annual Report and Accounts 2015-16* (No. ISBN 978-1-4741-3482-8, HC 324 2016-17; p. 124). Retrieved from https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/536593/56046_DCLG_ARA_Web_only.pdf

Drakopoulou, S. (2017). "We Can Remember It for You": Location, Memory, and Commodification in Social Networking Sites. *SAGE Open*, 7(3), 1–13. https://doi.org/10.1177/2158244017712026

Elliott, L. (2019, August 9). Recession fears grow as UK economy shrinks on back of Brexit chaos. *The Guardian*. Retrieved from https://www.theguardian.com/business/2019/aug/09/uk-economy-contracts-on-back-of-brexit-uncertainty

Eurostat. (2018). *Eurostat Regional Yearbook* (2018 Edition).

Eurostat, Statistics. (2019, February 8). Gross domestic product at market prices. Retrieved August 13, 2019, from Eurostat website: https://ec.europa.eu/eurostat/databrowser/view/tec00001/default/bar?lang=en

Farman, J. (2015). Stories, spaces, and bodies: The production of embodied space through mobile media storytelling. *Communication Research and Practice*, 1(2), 101–116. https://doi.org/10.1080/22041451.2015.1047941

Feltman, C. E., & Szymanski, D. M. (2018). Instagram Use and Self-Objectification: The Roles of Internalization, Comparison, Appearance Commentary, and Feminism. *Sex Roles*, 78(5–6), 311–324. https://doi.org/10.1007/s11199-017-0796-1

Fernández, A. (Ed.). (2008). *Madrid, de la prehistoria a la comunidad autónoma*. Madrid: Comunidad Autónoma de Madrid.

Fitzpatrick, C., Birnholtz, J., & Gergle, D. (2016). People, places, and perceptions: Effects of location check-in awareness on impressions of strangers. *Proceedings of the 18th International Conference on Human-Computer Interaction with Mobile Devices and Services - MobileHCI '16*, 295–305. https://doi.org/10.1145/2935334.2935369

Florida, R. (2002). *The Rise of the Creative Class: And How it's Transforming Work, Leisure, Community and Everyday Life*. New York: Basic Books.

Giannoulakis, S., & Tsapatsoulis, N. (2016). Evaluating the descriptive power of Instagram hashtags. *Journal of Innovation in Digital Ecosystems, 3*(2), 114–129. https://doi.org/10.1016/j.jides.2016.10.001

Giddens, A. (2016). Modernity and Self-Identity. In *Sociology Re-Wired Ser. Social Theory Re-Wired: New Connections to Classical and Contemporary Perspectives* (2nd ed., p. 567). Routledge.

Granovetter, M. S. (1973). The Strength of Weak Ties. *American Journal of Sociology, 78(*6), 1360–1380.

Greater London Authority. (n.d.-a). London Wards Overview – Peckham. Retrieved August 14, 2019, from https://iao.blob.core.windows.net/publications/reports/366b777272d140c6bedcc490150edbc6/E05000546.html

Greater London Authority. (n.d.-b). London Wards Overview – The Lane. Retrieved August 14, 2019, from https://iao.blob.core.windows.net/publications/reports/366b777272d140c6bedcc490150edbc6/E05000553.html

Greffe, X. (2016). From culture to creativity and the creative economy: A new agenda for cultural economics. *City, Culture and Society, 7*(2), 71–74. https://doi.org/10.1016/j.ccs.2015.12.008

Harvey, D. (2006). Neo-liberalism as creative destruction. *Geografiska Annaler: Series B, Human Geography, 88*(2), 145–158. https://doi.org/10.1111/j.0435-3684.2006.00211.x

Hoogendoorn, G., & Gregory, J. (2016). Instagrammers, Urban Renewal and the Johannesburg Inner City. *Urban Forum, 27*(4), 399–414. https://doi.org/10.1007/s12132-016-9287-7

idealista.com. (2018, October 2). How much does it cost to buy and rent a house in the coolest neighbourhood on the planet (which is in Madrid)? Retrieved August 25, 2019, from Idealista website: https://www.idealista.com/en/news/property-sale-spain/2018/10/03/6269-how-much-does-it-cost-buy-and-rent-house-coolest

Instagram. (n.d.-a). #city [Instagram Search]. Retrieved August 26, 2019, from https://www.instagram.com/explore/tags/city/

Instagram. (n.d.-b). #lavapies [Instagram Search]. Retrieved March 21, 2019, from https://www.instagram.com/explore/tags/lavapies/

Instagram. (n.d.-c). #peckham [Instagram Search]. Retrieved March 21, 2019, from https://www.instagram.com/explore/tags/peckham/

Institute for Urban Strategies, The Mori Memorial Foundation. (2018). *Global Power City Index 2018* (p. 32). Retrieved from Institute for Urban Strategies, The Mori Memorial Foundation website: http://www.mori-m-foundation.or.jp/pdf/GPCI2018_summary.pdf

Instituto Nacional de Estadística. (2018). Madrid: Population by municipality and sex. Retrieved August 13, 2019, from http://www.ine.es/jaxiT3/Datos.htm?t=2881

Kalin, J., & Frith, J. (2016). Wearing the City: Memory P(a)laces, Smartphones, and the Rhetorical Invention of Embodied Space. *Rhetoric Society Quarterly, 46*(3), 222–235. https://doi.org/10.1080/02773945.2016.1171692

Kaul, A., Chaudhri, V., Cherian, D., Freberg, K., Mishra, S., Kumar, R., … Carroll, C. E. (2015). Social Media: The New Mantra for Managing Reputation. *Vikalpa, 40*(4), 455–491. https://doi.org/10.1177/0256090915618029

Kress, G., & van Leeuwen, T. (2005). The Semiotic Landscape: Langauage and Visual Communication. In *Reading Images: The Grammar of Visual Design* (2nd ed., p. 321). Routledge.

Lloyd, R. (2004). The Neighborhood in Cultural Production: Material and Symbolic Resources in the New Bohemia. *City and Community, 3*(4), 343–372. https://doi.org/10.1111/j.1535-6841.2004.00092.x

Mackie, B. (2018, July 12). Is Instagram changing the way we design the world? *The Guardian*. Retrieved from https://www.theguardian.com/lifeandstyle/2018/jul/12/ready-for-your-selfie-why-public-spaces-are-being-insta-designed

Madrid Destino Cultura Turismo y Negocio. (2011). *Mapa Zona Sturisticas Madrid*. Retrieved from www.esmadrid.com

Manovich, L. (2009). The Practice of Everyday (Media) Life: From Mass Consumption to Mass Cultural Production? *Critical Inquiry, 35*(2), 319–331. https://doi.org/10.1086/596645

Massey, D. (1991). A Global Sense of Place. *Marxism Today*. Retrieved from http://www.amielandmelburn.org.uk/collections/mt/index_frame.htm

Massey, D. (2004). Geographies of responsibility. *Geografiska Annaler: Series B, Human Geography, 86*(1), 5–18. https://doi.org/10.1111/j.0435-3684.2004.00150.x

Matchar, E. (2017). How Instagram Is Changing the Way We Design Cultural Spaces. Retrieved October 6, 2018, from Smithsonian website: https://www.smithsonianmag.com/innovation/how-instagram-changing-way-we-design-cultural-spaces-180967071/

McGuigan, J. (2006). The Politics of Cultural Studies and Cool Capitalism. *Cultural Politics, 2*(2), 137–158. https://doi.org/10.2752/174321906778054574

McGuigan, J. (2009). Doing a Florida thing: The creative class thesis and cultural policy. *International Journal of Cultural Policy, 15*(3), 291–300. https://doi.org/10.1080/10286630902763281

Mendelson, A., & Papacharissi, Z. (2010). Look at us: Collective Narcissism in College Student Facebook Photo Galleries. In *The Networked Self: Identity, Community and Culture on Social Network Sites*. Routledge.

Ong, A. (2007). Neoliberalism as a Mobile Technology. *Transactions of the Institute of British Geographers, 32*(1), 3–8. Retrieved from JSTOR.

Peng, Y. (altman). (2017). Sharing food photographs on social media: Performative Xiaozi lifestyle in Young, middle-class Chinese urbanites' WeChat 'Moments.' *Social Identities*, 1–19. https://doi.org/10.1080/13504630.2017.1414596

People & Health Intelligence Section. (2017). *Southwark Ward Profiles – Peckham Rye Ward* (p. 8) [Profile]. Southwark Public Health.

Peters, E. (2018, November 22). How multiculturalism was the making of Peckham, hip London 'hood. Retrieved August 14, 2019, from South China Morning Post website: https://www.scmp.com/magazines/post-magazine/travel/article/2174294/how-peckham-london-became-one-coolest-places-world

Pittman, M., & Reich, B. (2016). Social media and loneliness: Why an Instagram picture may be worth more than a thousand Twitter words. *Computers in Human Behavior, 62*, 155–167. https://doi.org/10.1016/j.chb.2016.03.084

Prynn, J. (2019, June 12). The "Peckham effect": How huge influx of hipsters is pushing up south-east London rents. *Homes and Property*. Retrieved from https://www.homesandproperty.co.uk/property-news/renting/the-peckham-effect-how-huge-influx-of-hipsters-is-pushing-up-southeast-london-rents-a131191.html

Rahardjo, S. (2018). Preferable Interior Elements On Instagram Photos At Contemporary Coffee Shops. *MUDRA Journal of Art and Culture, 33*(3), 388–394.

Reeves, A., & de Vries, R. (2016). The Social Gradient in Cultural Consumption and the Information-Processing Hypothesis. *The Sociological Review, 64*(3), 550–574. https://doi.org/10.1111/1467-954X.12406

Reuter, T. (n.d.). Before China's Transformation, There Was The "Spanish Miracle." Retrieved August 13, 2019, from Forbes website: https://www.forbes.com/sites/timreuter/2014/05/19/before-chinas-transformation-there-was-the-spanish-miracle/

Saker, M. (2017). Foursquare and identity: Checking-in and presenting the self through location. *New Media & Society, 19*(6), 934–949. https://doi.org/10.1177/1461444815625936

Schwartz, R., & Halegoua, G. R. (2015). The spatial self: Location-based identity performance on social media. *New Media & Society, 17*(10), 1643–1660. https://doi.org/10.1177/1461444814531364

Schwartz, R., & Hochman, N. (2014). The Social Media Life of Public Spaces: Reading Places through the Lens of Geo-Tagged Data. In R. Wilken & G. Goggin (Eds.), *Locative Media*. New York: Routledge.

Schwarz, D. (2017, December 18). Experience Interrupted: Social Media's Takeover of Sacred Spaces. Retrieved October 16, 2018, from Huffington Post website: https://www.huffingtonpost.com/entry/experience-interrupted-social-medias-takeover-of_us_5a3820f1e4b0578d1beb71b2

Scott, M. (2017). 'Hipster Capitalism' in the Age of Austerity? Polanyi Meets Bourdieu's New Petite Bourgeoisie. *Cultural Sociology, 11*(1), 60–76. https://doi.org/10.1177/1749975516681226

Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior, 58*, 89–97. https://doi.org/10.1016/j.chb.2015.12.059

Shen, Y., & Karimi, K. (2016). Urban function connectivity: Characterisation of functional urban streets with social media check-in data. *Cities, 55*, 9–21. https://doi.org/10.1016/j.cities.2016.03.013

Siapera, E. (2010a). Cultural Diversity Online. In Cultural Diversity and Global Media: *The Mediation of Difference* (pp. 183–197). John Wiley & Sons, Incorporated.

Siapera, E. (2010b). (Re)thinking Cultural Diversity and the Media. In Cultural Diversity and Global Media: *The Mediation of Difference* (pp. 1–13). John Wiley & Sons, Incorporated.

Statistics illustrated—Eurostat. (n.d.). Retrieved August 14, 2019, from https://ec.europa.eu/eurostat/web/regions/statistics-illustrated

Sutko, D. M., & de Souza e Silva, A. (2011). Location-aware mobile media and urban sociability. *New Media & Society, 13*(5), 807–823. https://doi.org/10.1177/1461444810385202

Tapeado, D. B., García, C. V., & Redondo, P. F. (2019). *Madrid Eonomía 2019* | *Análisis Socio-Económico*. 38.

The Local. (2018, March 16). Protesters riot in Madrid's Lavapiés after immigrant street vendor death. Retrieved August 14, 2019, from https://www.thelocal.es/20180316/violent-protest-in-madrids-lavapis-after

The Local. (2019, March 15). The Lavapiés riots: One year on, has anything really changed? Retrieved August 14, 2019, from https://www.thelocal.es/20190315/the-lavapies-riots-one-year-on

The London Borough of Southwark (Electoral Changes) Order 2016. (n.d.). 4.

Time Out Magazine. (2018a). The 50 coolest neighbourhoods in the world. Retrieved November 1, 2018, from Time Out Worldwide website: https://www.timeout.com/coolest-neighbourhoods-in-the-world

Time Out Magazine. (2018b). The best cities in the world to live in and explore. Retrieved November 20, 2018, from Time Out Worldwide website: https://www.timeout.com/things-to-do/best-cities-in-the-world

Time Out Magazine. (2018c, September 20). Embajadores and Euljiro are on the list of Time Out's coolest neighbourhoods right now – Hackney and Williamsburg are not. Retrieved August 14, 2019, from Time Out About website: https://www.timeout.com/about/latest-news/embajadores-and-euljiro-are-on-the-list-of-time-outs-coolest-neighbourhoods-right-now-hackney-and-williamsburg-are-not-092018

Time Out Magazine. (n.d.-a). History of Time Out. Retrieved November 20, 2018, from Time Out website: https://www.timeout.com/about/history

Time Out Magazine. (n.d.-b). The Time Out City Life Index 2018. Retrieved November 20, 2018, from Time Out Worldwide website: https://www.timeout.com/things-to-do/city-life-index

Tobin, S. J., & Chulpaiboon, P. (2016). The role of social connection in satisfaction with Instagram photographs. *Translational Issues in Psychological Science, 2*(3), 303–312. https://doi.org/10.1037/tps0000084

Toscano, P. (2017). Instagram-City: New Media, and the Social Perception of Public Spaces. *Visual Anthropology, 30*(3), 275–286. https://doi.org/10.1080/08949468.2017.1296313

Vacca, P. (2018, November 7). The Instagramization of the World. Retrieved June 10, 2019, from Medium website: https://medium.com/@paulvacca_58958/the-instagramization-of-the-world-34048a258611

Vivienne, S., & Burgess, J. (2013). The remediation of the personal photograph and the politics of self-representation in digital storytelling. *Journal of Material Culture, 18*(3), 279–298. https://doi.org/10.1177/1359183513492080

Watts, D., & Strogatz, S. (1998). *Collective Dynamics of Small-World Networks*. 393, 3.

Webster, J. G. (2010). User Information Regimes: How Social Media Shape Patterns of Consumption. *Northwestern University Law Review*, 21.

What is Web 2.0? - Definition from Techopedia. (n.d.). Retrieved May 6, 2019, from Techopedia.com website: https://www.techopedia.com/definition/4922/web-20

World Population Review. (2019, July 11). London Population 2019 (Demographics, Maps, Graphs). Retrieved August 13, 2019, from http://worldpopulationreview.com/world-cities/london-population/

Zappavigna, M. (2016). Social media photography: Construing subjectivity in Instagram images. *Visual Communication, 15*(3), 271–292. https://doi.org/10.1177/1470357216643220

Zoopla.com. (2019, August). House prices in Peckham stand at £480,243 on average—Zoopla. Retrieved August 25, 2019, from https://www.zoopla.co.uk/house-prices/peckham/

Zukin, S. (1998). Urban lifestyles: Diversity and standardisation in spaces of consumption. *Urban Studies (Routledge), 35*(5/6), 825.

Zukin, S., & Maguire, J. S. (2004). Consumers and Consumption. *Annual Review of Sociology, 30*, 173–197. https://doi.org/10.1146/annurev.soc.30.012703.110553

#appendices

list of appenices

appendix a : instagram inventory

appendix b : survey questions and responses

appendix c : consumption cost comparison maps

appendix d : consumption cost inventory

appendix a : instagram inventory

madrid instagram inventory

Association	Top Post/Recent	Found	Posted	Content	Content Occurren	Place	Address	Location Occurence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
#hashtag	Top Post	2019-02-01	2018-11-20	Bar	2	Café El Despa	Calle de la Te	2	28012	Madrid	Spain	40.410816	-3.699495	Bar	Café El Despa	Influencer	madridnofrill	198	4	https://www.	#streetviews
#hashtag	Recent	2019-02-01	2019-02-01	Interior	7	Mamua Café	Plaza de Cas	4	28005	Madrid	Spain	40.410319	-3.707219	Bar	Mamua Café	Individual	ivanmigliore	52	1	https://www.	#café #coffe
#hashtag	Recent	2019-02-01	2019-02-01	Interior	7	Mamua Café	Plaza de Cas	4	28005	Madrid	Spain	40.410319	-3.707219	Bar	Mamua Café	Corporation	mamua_mad	54	2	https://www.	#café #coffe
#hashtag	Recent	2019-02-01	2019-02-01	Store	11	La Guatona	Calle de Emb	3	28012	Madrid	Spain	40.407637	-3.703815	Bar	Madrid, Spai	Corporation	la_guatona_	8	0	https://www.	#laguatonam
#hashtag	Top Post	2019-02-01	2019-02-01	Street	37	Calle de la Ca	Calle de la Ca	1	28012	Madrid	Spain	40.411897	-3.702103	Street	Calle de la Ca	Individual	jrtruiz	11	45	https://www.	#lavapies #m
Geolocation	Top Post	2019-02-01	2019-01-11	Street	37	Calle Del Cal	Calle Del Cal	1	28012	Madrid	Spain	40.411215	-3.703635	Street	Embajadore	Individual	modanoincor	331	6	https://www.	N/A
Both	Recent	2019-02-01	2019-02-01	Street	37	Embajadores	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Embajadore	Individual	lunera86	39	1	https://www.	#rain #dema
Both	Top Post	2019-02-01	2018-09-18	Street	37	Embajadores	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Embajadore	Corporation	timeoutever	569	22	https://www.	#Embajadore
#hashtag	Top Post	2019-02-01	2018-11-30	Street	37	Lavapies	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Corporation	madrid_secr	3063	47		#madrid #ma
#hashtag	Recent	2019-02-01	2019-01-31	Street	37	Matadero Ma	Paseo de la (	1	28045	Madrid	Spain	40.392927	-3.69922	Street	Matadero Ma	Individual	luperrubio	26	1	https://www.	#madrid #ma
#hashtag	Top Post	2019-02-01	2019-02-01	Food	41	Craft Against	Calle de Emb	5	28014	Madrid	Spain	40.408662	-3.704942	Restaurant	Craft Against	Corporation	craftagainstb	108	6	https://www.	#lavapiés #m
#hashtag	Recent	2019-02-01	2019-02-01	Food	41	El Atrakón	Calle de Seba	2	28012	Madrid	Spain	40.404332	-3.700741	Restaurant	Embajadores	Corporation	elatrakon	29	2	https://www.	#vegano #ve
#hashtag	Recent	2019-02-01	2019-02-01	Food	41	Sucre Salón (	Calle Casado	1	28014	Madrid	Spain	40.413896	-3.689524	Café	Sucre Salon (	Corporation	sucresalonde	98	4	https://www.	#restaurante
Geolocation	Top Post	2019-02-01	2019-01-10	Storefront	43	Bar Revuelta	Calle Argum	1	28012	Madrid	Spain	40.408139	-3.698169	Bar	Lavapies	Corporation	alnshow	527	5	https://www.	#madrd #aln
#hashtag	Top Post	2019-02-01	2018-10-12	Storefront	43	Craft Against	Calle de Emb	5	28014	Madrid	Spain	40.408662	-3.704942	Salon	Madrid, Spai	Individual	alrededordel	516	14	https://www.	#lavapies #m
#hashtag	Top Post	2019-02-01	2018-12-12	Storefront	43	El Paticano	Travesía Prin	1	28012	Madrid	Spain	40.409273	-3.70061	Store	Iglesia Pátoli	Individual	bwanderer_s	448	81	https://www.	#madrid #lav
Geolocation	Top Post	2019-02-01	2018-11-15	Storefront	43	Goiko Grill	Calle de Emb	3	28012	Madrid	Spain	40.402268	-3.700689	Restaurant	Embajadore	Individual	daniela_nos_	119	18	https://www.	N/A
Geolocation	Top Post	2019-02-01	2018-12-03	Storefront	43	Libreria Café	N/A	17	N/A	Madrid	Spain	N/A	N/A	Café	Lavapies	Individual	amaandaruiz	442	23	https://www.	N/A
#hashtag	Top Post	2019-02-01	2019-01-20	Storefront	43	Taberna de la	Calle de Sta.	1	28014	Madrid	Spain	40.412692	-3.696322	Bar	Taberna de la	Individual	elisa_alvarez	252	8	https://www.	#bdaygirl #bo
#hashtag	Top Post	2019-02-01	2018-12-17	Storefront	43	Tasca Barea	Calle Rodas,	2	28005	Madrid	Spain	40.409068	-3.699679	Bar	Tasca Barea	Influencer	lavapies__	188	13	https://www.	#madrid #ige
Geolocation	Top Post	2019-02-01	2018-05-14	Street Art	214	AlliOli Valen	Calle de Carl	1	28005	Madrid	Spain	40.408091	-3.708496	Storefront	Embajadore	Individual	marryspoint	137	3	https://www.	N/A
Geolocation	Top Post	2019-02-01	2019-01-31	Street Art	214	La Libre	N/A	17	N/A	Madrid	Spain	N/A	N/A	Café	Lavapies	Individual	**irarimurua**	33	0		N/A
Both	Top Post	2019-02-01	2019-01-28	Street Art	214	N/A	N/A - Coral E	2	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	labiciazul	501	58	https://www.	#aniversario
#hashtag	Top Post	2019-02-01	2018-10-09	Street Art	214	N/A - person	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	N/A	Individual	cero_roman	673	17	https://www.	#noconcluyer
#hashtag	Recent	2019-02-01	2019-02-01	Street Art	214	N/A - pink w	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Madrid, Spai	Individual	daisy.oudom	9	0	https://www.	#urbanexplor
Both	Top Post	2019-02-01	2018-12-17	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	guidemadrid	171	14	https://www.	#madrid #gu
Geolocation	Top Post	2019-02-01	2018-11-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajadore	Individual	laura_schell_	241	5	https://www.	N/A
#hashtag	Top Post	2019-02-01	2018-12-02	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Madrid, Spai	Individual	leana.tajkov	152	13	https://www.	#streetartma
#hashtag	Top Post	2019-02-01	2019-01-24	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Corporation	madrid_disti	174	2	https://www.	#embajadore
Geolocation	Top Post	2019-02-01	2018-01-01	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajadore	Individual	nicole_km	112	7	https://www.	#NYE #newy
#hashtag	Top Post	2019-02-01	2018-12-09	Street Art	214	Tabacalera P	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Street	Tabacalera P	Individual	kassisien.pla	466	4	https://www.	#compositep
Geolocation	Top Post	2019-02-01	2019-01-31	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajadore	Individual	chynassesser	136	0	https://www.	N/A
Both	Top Post	2019-02-01	2018-11-04	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Embajadore	Individual	cheenagirl	234	9	https://www.	#canon #can
Both	Top Post	2019-02-01	2018-11-30	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Influencer	claucienfueg	1678	13	https://www.	#ootd #ootdf
#hashtag	Top Post	2019-02-05	2019-02-04	Hairsalon	2	Las Niñas de	Calle Abades	2	28012	Madrid	Spain	40.409937	-3.705692	Hair Salon	Las Niñas de	Corporation	lasninasdelga	115	19	https://www.	#mitiabuena
#hashtag	Top Post	2019-02-05	2018-09-10	Streetscape	4	Calle de La F	Calle de la Fe	1	28012	Madrid	Spain	40.408944	-3.69982	Street	Lavapies: Oci	Influencer	madridescoo	676	41	https://www.	#madrid #m
#hashtag	Top Post	2019-02-05	2019-01-02	Streetscape	4	Embajadores	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Embajadore	Individual	platonov8	530	4	https://www.	#madrid #em
#hashtag	Recent	2019-02-05	2019-02-05	Interior	7	2060 Hostel (	Calle de la Ca	2	28012	Madrid	Spain	40.41189	-3.703482	Hostel; Mark	2060 Hostel (	Corporation	2060hostelar	30	2	https://www.	#welcometo
Geolocation	Top Post	2019-02-05	2019-02-03	Store	11	Asador des P	Calle de Vale	1	28012	Madrid	Spain	40.407254	-3.700282	Store	Lavapies	Individual	le_posmoder	180	2	https://www.	N/A
#hashtag	Top Post	2019-02-05	2018-12-08	Store	11	Folklores	Calle del Am	2	28012	Madrid	Spain	40.409143	-3.702962	Store	Folklores	Corporation	folklores.es	605	13	https://www.	#telaafricana
#hashtag	Top Post	2019-02-05	2019-01-06	Store	11	Las Casquerí	Calle de Emb	3	28012	Madrid	Spain	40.407637	-3.703815	Market	Mercado de S	Individual	jmshunt24	141	8	https://www.	#lavapies #e
#hashtag	Recent	2019-02-05	2019-02-03	Street	37	Plaza del Car	Plaza del Car	1	28005	Madrid	Spain	40.406512	-3.708778	Street	Cueva del Ca	Individual	haun.dynasty	27	0	https://www.	#embajadore
#hashtag	Recent	2019-02-05	2019-02-04	Food	41	Craft Against	Calle de Emb	5	28012	Madrid	Spain	40.408662	-3.704942	Restaurant	N/A	Individual	allopitukis	25	0	https://www.	#madrid #em
#hashtag	Top Post	2019-02-05	2018-11-25	Food	41	Creamies	Corredera Al	1	28004	Madrid	Spain	N/A	N/A	Restaurant	Creamies	Corporation	creamiesma	617	24	https://www.	#madrid #ma
#hashtag	Recent	2019-02-05	2019-02-04	Food	41	Eccolo	Calle de Emb	4	28012	Madrid	Spain	40.409068	-3.705622	Restaurant	Éccolo	Corporation	eccolomadri	48	0	https://www.	#pizza #lava
#hashtag	Recent	2019-02-05	2019-02-05	Food	41	El Rincon Gu	Calle de Emb	2	28005	Madrid	Spain	40.407489	-3.704168	Restaurant	El Rincon Gu	Corporation	elrinconguay	11	0	https://www.	#elrincongua
#hashtag	Recent	2019-02-05	2019-02-05	Storefront	43	Casquería	Calle Encomi	1	28012	Madrid	Spain	40.410917	-3.704873	Store	N/A	Individual	mermarga	16	0	https://www.	#madrid #lav
Geolocation	Recent	2019-02-05	2019-02-03	Storefront	43	España Cañí	Plaza del Áng	1	28012	Madrid	Spain	40.414362	-3.702488	Store	Lavapies	Individual	cristianspino	11	0	https://www.	#fachadasde
Both	Recent	2019-02-05	2019-02-05	Storefront	43	Johnny & Vel	Calle de Emb	2	28012	Madrid	Spain	40.408564	-3.705042	Store	Lavapies	Individual	luera86	29	4	https://www.	#galgos #cie
Geolocation	Recent	2019-02-05	2019-02-05	Street Art	214	B&W with R	Calle de Emb	1	28012	Madrid	Spain	40.408411	-3.704847	Street	Lavapies	Individual	jimkazama65	21	0	https://www.	#museum #s
Geolocation	Top Post	2019-02-05	2019-02-04	Street Art	214	Bearbero Hu	Calle de Eche	1	28014	Madrid	Spain	40.413932	-3.699578	Store	Lavapies	Individual	cristianspino	44	5	https://www.	#madriddive
Geolocation	Top Post	2019-02-05	2019-01-23	Street Art	214	Camarada Pe	Calle Olivar,	1	28012	Madrid	Spain	40.408818	-3.70531	Store	Lavapies	Individual	rpsendra	104	5	https://www.	N/A
Both	Top Post	2019-02-05	2019-01-29	Street Art	214	Lavapies	N/A – Eyes	1		Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	robiastur	233	14	https://www.	#madrid #lav
Geolocation	Top Post	2019-02-05	2019-02-03	Street Art	214	N/A	N/A	17		Madrid	Spain	N/A	N/A	Building	Lavapies	Individual	borodkina_va	123	2	https://www.	#streetart #i
Both	Top Post	2019-02-05	2019-02-04	Street Art	214	N/A	N/A - Coral E	2		Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	labiciazul	590	45	https://www.	#colors #arte
Geolocation	Recent	2019-02-05	2019-02-05	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	barasuayo	63	1	https://www.	N/A
Both	Top Post	2019-02-05	2019-01-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	desastre_ani	435	13	https://www.	#madrid #ma
#hashtag	Top Post	2019-02-05	2018-12-09	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	El Rastro de	Individual	diogoslm	626	6	https://www.	#madrid #lav
Both	Top Post	2019-02-05	2018-11-18	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	fbosch	764	31	https://www.	#graffiti #col
Both	Top Post	2019-02-05	2019-02-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	lidicanis	123	3	https://www.	#spain #mad
Both	Top Post	2019-02-05	2019-02-03	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	serx_bcn	132	1	https://www.	#madrid #ma

Association	Top Post/Recent	Found	Posted	Content	Content Occurren	Place	Address	Location Occurence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
Both	Recent	2019-02-05	2019-02-04	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	montse_herr	181	9	https://www	#madrileños
Geolocation	Top Post	2019-02-05	2019-02-04	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	christopher_	132	0	https://www	N/A
Both	Recent	2019-02-05	2019-02-04	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	gabrielarose	75	0	https://www	#madrid #be
Geolocation	Recent	2019-02-05	2019-02-03	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	kiaconti	62	2	https://www	N/A
Both	Top Post	2019-02-05	2019-01-16	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	paulasuarez9	116	7	https://www	#madrid; #ar
Both	Top Post	2019-02-05	2019-02-01	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	rachel98j	188	15	https://www	N/A
#hashtag	Recent	2019-02-09	2019-02-07	Market	2	Mercado de	Calle de Emb	3	28012	Madrid	Spain	40.407637	-3.703815	Market	Mercado de	Individual	jan.drix	55	3	https://www	#JanDrix #ma
Geolocation	Top Post	2019-02-09	2019-02-07	Metro	4	Metro Lavapi	Calle Argum	6	28012	Madrid	Spain	40.408454	-3.700756	Metro	Lavapies	Individual	amorenox_vi	308	39	https://www	#madrid #cit
#hashtag	Recent	2019-02-09	2019-02-07	Interior Desi	10	Un Lío 33	Ronda de At	1	28012	Madrid	Spain	40.406067	-3.698274	Restaurant	Un Lío 33	Corporation	unlio33	15	0	https://www	#unlio33; #E
#hashtag	Recent	2019-02-09	2019-02-09	Store	11	La Positiva	Calle del Ave	3	28012	Madrid	Spain	40.410447	-3.700808	Store	La Positiva	Corporation	lapositivashc	35	0	https://www	#lapositivash
#hashtag	Recent	2019-02-09	2019-02-08	Store	11	Los Artistas	Calle de Emb	2	28012	Madrid	Spain	40.410259	-3.706349	Store	N/A	Corporation	lahuertaence	14	0	https://www	#somosbarri
#hashtag	Recent	2019-02-09	2019-02-09	Street	37	Metro Lavapi	Calle Argum	6	28012	Madrid	Spain	40.408454	-3.700756	Street	Metro Lavapi	Individual	alvaro_456	21	0	https://www	#me #travel
#hashtag	Top Post	2019-02-09	2018-11-21	Street	37	Plaza de Jaci	Plaza de Jaci	1	28012	Madrid	Spain	40.414274	-3.703089	Street	Madrid, Spai	Individual	annimarttine	126	5	https://www	#grlpower #g
#hashtag	Top Post	2019-02-09	2018-11-11	Food	41	Adorado Bar	Calle del Me	3	28012	Madrid	Spain	40.410623	-3.70469	Restaurant	Adorado Bar	Influencer	madridelicio	116	8	https://www	#madridelici
#hashtag	Recent	2019-02-09	2019-02-09	Food	41	Adorado Bar	Calle del Me	3	28012	Madrid	Spain	40.410623	-3.70469	Restaurant	Adorado Bar	Individual	sheefora	15	0	https://www	#desayunosd
#hashtag	Recent	2019-02-09	2019-02-07	Food	41	Hermanos V	Calle de Fray	2	28012	Madrid	Spain	40.404996	-3.698715	Restaurant	Hermanos V	Corporation	hnos.valdivie	108	2	https://www	#fueradecart
#hashtag	Top Post	2019-02-09	2018-09-11	Food	41	Hola Coffee	Calle del Dr.	2	28012	Madrid	Spain	40.407022	-3.699093	Café	Madrid, Spai	Influencer	madridescoo	357	44	https://www	#madrid #ma
#hashtag	Recent	2019-02-09	2019-02-09	Food	41	La Barra Dul	Calle del Me	3	28012	Madrid	Spain	40.410623	-3.70469	Café	La Barra Dul	Individual	anitalasala	14	0	https://www	#desayunos #
#hashtag	Recent	2019-02-09	2019-02-09	Food	41	O Pazo de Lu	Calle Argum	2	28012	Madrid	Spain	40.407414	-3.696544	Restaurant	O Pazo de Lu	Corporation	opazodelugo	43	1	https://www	#queso #que
Geolocation	Top Post	2019-02-09	2019-02-07	Storefront	43	Cafelito	Calle del Son	2	28012	Madrid	Spain	40.408376	-3.702771	Café	Lavapies	Individual	un_sereno	110	3	https://www	#todosereno
Geolocation	Recent	2019-02-09	2019-02-08	Storefront	43	Grant Librerí	Calle Miguel	2	28012	Madrid	Spain	40.409768	-3.701691	Store	Lavapies	Individual	juliancallejo2	7	0	https://www	#Repost
Geolocation	Recent	2019-02-09	2019-02-04	Storefront	43	LAP Café	Calle de Emb	10	28012	Madrid	Spain	40.409241	-3.705455	Café	Embajardore	Individual	magic_wok	28	1	https://www	N/A
#hashtag	Top Post	2019-02-09	2018-11-13	Storefront	43	Sacromonte	Calle Mercec	1	28026	Madrid	Spain	40.386001	-3.707705	Bodega	Sacromonte	Influencer	madridnofrill	221	11	https://www	#streetviews
Geolocation	Top Post	2019-02-09	2018-12-04	Street Art	214	Cafetería Arr	Calle de Emb	1	28012	Madrid	Spain	40.40246	-3.70018	Street	Embajardore	Individual	begoshn	115	4	https://www	#versosalpas
Geolocation	Recent	2019-02-09	2019-02-06	Street Art	214	Calle de San	Calle de San	1	28014	Madrid	Spain	40.410677	-3.694712	Store	Lavapies	Individual	arqui.ryu	28	1	https://www	#architecture
Geolocation	Recent	2019-02-09	2019-02-08	Street Art	214	N/A - Sleepi	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	emonologue_	78	2	https://www	#babeswhow
#hashtag	Top Post	2019-02-09	2018-12-15	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Madrid, Spai	Individual	porpocoviajo	156	10	https://www	#madrid #ma
Geolocation	Recent	2019-02-09	2019-01-26	Street Art	214	Plaza de Art	Calle del Son	5	28012	Madrid	Spain	40.408327	-3.703539	Plaza	Embajardore	Individual	sinvegur	64	1	https://www	#madrid
Geolocation	Recent	2019-02-09	2019-01-26	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Street	Embajardore	Individual	aguitaparadc	45	2	https://www	#arte #mural
#hashtag	Top Post	2019-02-09	2018-11-23	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Street	Csa La Tabac	Corporation	mikitxen	803	9	https://www	#madridcent
Geolocation	Top Post	2019-02-14	2017-11-22	Basketball C	1	Lavapies	N/A – Nike	1	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Influencer	rudy5fernanc	6908	10	https://www	#nike #airfo
Geolocation	Top Post	2019-02-14	2017-10-20	Metro	4	Metro Lavapi	Calle Argum	6	28012	Madrid	Spain	40.408454	-3.700756	Metro	Lavapies	Influencer	pitergram	814	23	https://www	N/A
#hashtag	Top Post	2019-02-14	2018-12-16	Interior	7	Ghetto Shop	Calle de Emb	1	28014	Madrid	Spain	40.40971	-3.705931	Store	Ghetto Shop	Corporation	ghetto_shop	181	2	https://www	#carhartt #ac
#hashtag	Recent	2019-02-14	2019-02-14	Interior	7	Mamua Café	Plaza de Cas	4	28005	Madrid	Spain	40.410319	-3.707219	Bar	Mamua Café	Corporation	mamua_mac	54	4	https://www	#café #coffe
Geolocation	Top Post	2019-02-14	2019-02-13	Interior Desi	10	Black Poplar	Calle de Emb	2	28045	Madrid	Spain	40.39597	-3.696195	Café	Embajardore	Individual	l_dnl	37	0	https://www	N/A
#hashtag	Recent	2019-02-14	2019-02-14	Interior Desi	10	La Rebonita	Calle del Olm	1	28012	Madrid	Spain	40.411575	-3.700543	Restaurant	La Rebonita	Corporation	larebonitalav	13	0	https://www	#sanvalentin
#hashtag	Recent	2019-02-14	2019-02-14	Interior Desi	10	LAP Café	Calle de Emb	10	28012	Madrid	Spain	40.409241	-3.705455	Café	LAP Café	Corporation	lapcafemadr	56	0	https://www	#cafeteria #b
#hashtag	Top Post	2019-02-14	2018-10-28	Street	37	Plaza de Cas	Plaza de Cas	1	28005	Madrid	Spain	40.41088	-3.706952	Festival	Plaza de Cas	Influencer	madridescoo	477	19	https://www	#madrid #ma
Geolocation	Recent	2019-02-14	2019-02-14	Food	41	Black Poplar	Calle de Emb	2	28045	Madrid	Spain	40.39597	-3.696195	Café	Embajardore	Individual	deanmoncho	0	0	https://www	N/A
#hashtag	Top Post	2019-02-14	2018-11-19	Food	41	Distrito Vega	Calle del Dr.	6	28012	Madrid	Spain	40.407053	-3.69964	Restaurant	Distrito Vega	Corporation	distritovegar	528	14	https://www	#vegan #veg
#hashtag	Recent	2019-02-14	2019-02-14	Food	41	Distrito Vega	Calle del Dr.	6	28012	Madrid	Spain	40.407053	-3.69964	Restaurant	Distrito Vega	Corporation	distritovegar	51	1	https://www	#vegan #veg
#hashtag	Top Post	2019-02-14	2018-11-10	Food	41	Finest Food	Calle de Emb	1	28012	Madrid	Spain	40.409983	-3.706476	Restaurant	Finest Food -	Individual	cristina_mer	153	12	https://www	#healthyfooc
#hashtag	Top Post	2019-02-14	2018-09-11	Food	41	Hola Coffee	Calle del Dr.	2	28012	Madrid	Spain	40.407022	-3.699093	Café	Hola Coffee	Influencer	madridescoo	358	44	https://www	#madrid #m
#hashtag	Top Post	2019-02-14	2019-01-31	Food	41	La Tia Carlot	Calle de la S	2	28012	Madrid	Spain	40.407483	-3.699804	Restaurant	La Tia Carlot	Corporation	carlotalatia	220	12	https://www	#vegan #veg
#hashtag	Recent	2019-02-14	2019-02-14	Food	41	La Tia Carlot	Calle de la S	2	28012	Madrid	Spain	40.407483	-3.699804	Restaurant	La Tia Carlot	Corporation	carlotalatia	59	3	https://www	#vegan #veg
#hashtag	Recent	2019-02-14	2019-02-12	Food	41	LAP Café	Calle de Emb	10	28012	Madrid	Spain	40.409241	-3.705455	Restaurant	N/A	Corporation	lapcafemadr	95	2	https://www	#aperitivos #
#hashtag	Top Post	2019-02-14	2018-12-19	Food	41	Pizza Posta	Calle del Am	1	28012	Madrid	Spain	40.407621	-3.701243	Restaurant	Pizza Posta	Influencer	walkeatdie	562	15	https://www	#pizzaposta
Geolocation	Recent	2019-02-14	2019-02-12	Storefront	43	Bangla Towe	Calle de Cara	1	28012	Madrid	Spain	40.408981	-3.702622	Store	Lavapies	Individual	albertoperdi	119	5	https://www	#lavapies #m
Geolocation	Recent	2019-02-14	2019-02-14	Storefront	43	Comies El Co	Calle del Trib	1	28012	Madrid	Spain	40.407946	-3.702102	Store	Lavapies	Individual	fermorera23	19	2	https://www	#valenciabas
#hashtag	Recent	2019-02-14	2019-02-13	Storefront	43	Craft Agains	Calle de Emb	5	28012	Madrid	Spain	40.408662	-3.704942	Storefront	Lavapies	Individual	mamarosari	124	8	https://www	#lavapies #m
#hashtag	Top Post	2019-02-14	2018-09-13	Storefront	43	La Positiva	Calle del Ave	3	28012	Madrid	Spain	40.410447	-3.700808	Store	La Positiva	Corporation	lapositivashc	374	10	https://www	#lapositivash
#hashtag	Recent	2019-02-14	2018-11-04	Storefront	43	R.Martinez	Calle Carnerc	1	28005	Madrid	Spain	40.408443	-3.707971	Storefront	N/A	Individual	comercios_d	12	0	https://www	#comerciosd
#hashtag	Top Post	2019-02-14	2018-09-14	Street Art	214	Calle Calvari	Calle Calvari	3	28012	Madrid	Spain	40.411606	-3.702527	Street	Lavapies: Oci	Individual	marguskairo	858	12	https://www	#lavapies #m
Geolocation	Recent	2019-02-14	2019-02-06	Street Art	214	Calle de Mig	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	m.carmen.bk	12	0	https://www	#arturbano
Geolocation	Top Post	2019-02-14	2018-12-17	Street Art	214	Dondelpulop	Calle Jesús y	4	28012	Madrid	Spain	40.410758	-3.70322	Street	Lavapies	Individual	celtoid	169	8	https://www	N/A
Geolocation	Top Post	2019-02-14	2018-11-09	Street Art	214	Dondelpulop	Calle Jesús y	4	28012	Madrid	Spain	40.410758	-3.70322	Street	Lavapies	Individual	pirortv	113	2	https://www	N/A
Geolocation	Top Post	2019-02-14	2019-02-07	Street Art	214	Embajadores	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	aroa.pazos	165	10	https://www	N/A
Geolocation	Top Post	2019-02-14	2018-12-19	Street Art	214	Embajadores	N/A – Wall/I	1	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	nuurvmm	323	24	https://www	NA
Geolocation	Recent	2019-02-14	2019-01-31	Street Art	214	Embajadores	N/A – Flowe	1	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	rejacristina	27	2	https://www	#arteurbano
#hashtag	Top Post	2019-02-14	2019-01-20	Street Art	214	Embajadores	N/A - Shape	1	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	todorastro	261	13	https://www	#chicamaja;
Geolocation	Top Post	2019-02-14	2018-11-16	Street Art	214	Goiko Grill	Calle de Emb	3	28012	Madrid	Spain	40.402268	-3.700689	Restaurant	Embajardore	Individual	imyolius._	211	16	https://www	N/A

Association	Top Post/Recent	Found	Posted	Content	Content Occurren	Place	Address	Location Occurence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
Geolocation	Recent	2019-02-14	2019-02-13	Street Art	214	Lavapies	N/A – Style \	2	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	sappyj	233	4	https://www	N/A
Geolocation	Top Post	2019-02-14	2018-10-23	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	miguelpunx	186	8	https://www	#Adventure #
#hashtag	Recent	2019-02-14	2018-10-15	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Interior	N/A	Individual	lauriita66	61	1	https://www	#tabacalera
#hashtag	Top Post	2019-02-14	2018-11-01	Street Art	214	Tabacalera P	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Street	N/A	Influencer	madriddifere	1487	8	https://www	#sabek #Koct
#hashtag	Recent	2019-02-19	2019-02-19	Interior Desig	10	Café Pavón	Calle de Emb	5	28012	Madrid	Spain	40.410095	-3.706259	Café	Café Pavón	Individual	swahili_man	13	0	https://www	#cafepavon #
Geolocation	Top Post	2019-02-19	2017-06-04	Building	10	LAP Café	Calle de Emb	10	28012	Madrid	Spain	40.409241	-3.705455	Café	Embajardore	Individual	carolinatalin	282	17	https://www	N/A
#hashtag	Recent	2019-02-19	2019-02-18	Street	37	El Pavón Tea	Calle de Emb	5	28012	Madrid	Spain	40.410095	-3.706259	Theatre	Madrid, Spai	Individual	celiarubio	26	0	https://www	#embajadore
Geolocation	Top Post	2019-02-19	2019-02-10	Street	37	La Idiomería	Calle de la R	1	28005	Madrid	Spain	40.410459	-3.7078	Street	Embajardore	Individual	baileegirouai	447	18	https://www	N/A
#hashtag	Top Post	2019-02-19	2019-01-18	Street	37	Metro Lavapi	Calle Argum	6	28012	Madrid	Spain	40.408454	-3.700756	Street	N/A	Individual	magasan73	329	6	https://www	#madrid #m
Both	Top Post	2019-02-19	2018-12-29	Street	37	Patas Arriba	Calle Jesús y	4	28012	Madrid	Spain	40.410574	-3.70295	Street	Lavapies	Individual	anarglz	662	37	https://www	#pereza; #oo
#hashtag	Recent	2019-02-19	2019-02-19	Street	37	Plaza de Art	Calle del Son	5	28012	Madrid	Spain	40.408327	-3.703539	Street	Plaza de Art	Influencer	madridnofrill	322	3	https://www	#lavapiés #la
#hashtag	Recent	2019-02-19	2019-02-19	Food	41	Despacho de	Plaza de Cas	1	28005	Madrid	Spain	40.410563	-3.707173	Restaurant	Despacho de	Corporation	despachobac	16	1	https://www	#pasteisdena
#hashtag	Top Post	2019-02-19	2018-11-24	Food	41	Distrito Vega	Calle del Dr.	6	28012	Madrid	Spain	40.407053	-3.69964	Restaurant	Distrito Vega	Corporation	distritovegar	1369	43	https://www	#vegan #veg
#hashtag	Top Post	2019-02-19	2018-06-26	Food	41	Eccolo	Calle de Emb	4	28012	Madrid	Spain	40.409068	-3.705622	Restaurant	Éccolo	Influencer	momosfoodr	501	11	https://www	#eccolo #ecc
#hashtag	Top Post	2019-02-19	2018-11-26	Food	41	Lopez y Lope	Calle de Cab	1	28012	Madrid	Spain	40.409553	-3.704081	Restaurant	N/A	Corporation	lopezylopezp	154	1	https://www	#pizzalover #
#hashtag	Top Post	2019-02-19	2018-11-08	Storefront	43	Culpa Mia Ta	Calle de Nicc	1	28026	Madrid	Spain	40.386304	-3.70576	Storefront	Culpa Mia Ta	Individual	tonirodrigota	625	47	https://www	#culpamiata
Geolocation	Recent	2019-02-19	2019-02-18	Storefront	43	Fábrica de Cl	N/A	17	N/A	Madrid	Spain	N/A	N/A	Storefront	Embajardore	Individual	bonaletra	48	0	https://www	#lettering #n
Both	Recent	2019-02-19	2019-02-16	Storefront	43	N/A	N/A	17	28012	Madrid	Spain	N/A	N/A	Storefront	Embajardore	Individual	mamarosari	87	3	https://www	#mamarosar
#hashtag	Top Post	2019-02-19	2018-11-06	Storefront	43	Pizzería El Tr	Calle de la C	1	28012	Madrid	Spain	40.41624	-3.700744	Restaurant	El Trébol	Influencer	madridnofrill	147	1	https://www	#streetviews
Geolocation	Recent	2019-02-19	2019-02-17	Storefront	43	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Storefront	Embajardore	Individual	rleydiluna	95	5	https://www	N/A
Both	Top Post	2019-02-19	2018-11-22	Street Art	214	Dondelpulop	Calle Jesús y	4	N/A	Madrid	Spain	40.410758	-3.70322	Street	Lavapies	Individual	danielp.phot	137	3	https://www	#barriosquer
Geolocation	Recent	2019-02-19	2019-02-19	Street Art	214	Yellow and B	Calle de Emb	6	28012	Madrid	Spain	40.409885	-3.706151	Store	Embajardore	Individual	anto_amend	17	0	https://www	#madrid #tra
Geolocation	Top Post	2019-02-20	2016-04-09	Interior Desig	10	Los Chuchis	Calle del Am	1	28012	Madrid	Spain	40.407358	-3.701147	Restaurant	Lavapies	Individual	belenalvv	183	3	https://www	N/A
#hashtag	Recent	2019-02-20	2019-02-20	Street	37	Plaza de Art	Calle del Son	5	28012	Madrid	Spain	40.408327	-3.703539	Street	Lavapies: Oci	Individual	carminadeca	14	0	https://www	#lavapies #m
#hashtag	Recent	2019-02-20	2019-02-19	Street	37	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Building	Teatro Valle-	Individual	juditsnchz	4	0	https://www	#lavapies #m
Geolocation	Recent	2019-02-20	2019-02-19	Food	41	Egeo Suvlake	Calle de San	1	28012	Madrid	Spain	40.410509	-3.701105	Restaurant	Lavapies	Corporation	egeosuvlaker	36	2	https://www	#egeosuvlak
#hashtag	Recent	2019-02-20	2019-02-19	Food	41	Mercadillo Li	Calle Embaja	1	28012	Madrid	Spain	40.407643	-3.703823	Restaurant	N/A	Corporation	mercadillolis	43	1	https://www	#mercadillol
#hashtag	Recent	2019-02-20	2019-02-20	Storefront	43	Bar Parrondc	Calle de Sant	1	28012	Madrid	Spain	40.411948	-3.699583	Bar	Mercado de ,	Individual	raquelvdf	40	1	https://www	#putAparron
Geolocation	Top Post	2019-02-20	2018-04-14	Storefront	43	Indigo 50	Calle de Mor	1	28014	Madrid	Spain	40.412497	-3.696369	Street	Lavapies	Individual	rosanastas	211	1	https://www	N/A
Geolocation	Top Post	2019-02-20	2019-02-17	Storefront	43	La Aduana d	Calle de Lava	1	28012	Madrid	Spain	40.409224	-3.701933	Store	Lavapies	Individual	sergiomagar	74	0	https://www	N/A
Geolocation	Recent	2019-02-20	2019-02-20	Storefront	43	LAP Café	Calle de Emb	10	28014	Madrid	Spain	40.409241	-3.705455	Bar	Lavapies	Individual	kukurusita	4	0	https://www	#madrid #lav
Geolocation	Top Post	2019-02-20	2019-02-19	Storefront	43	Restaurante	Calle del Am	2	28012	Madrid	Spain	40.408727	-3.702204	Restaurant	Lavapies	Influencer	tanyaweekes	239	32	https://www	#sengalesef
Geolocation	Recent	2019-02-20	2019-02-17	Street Art	214	Craft Against	Calle de Emb	5	28014	Madrid	Spain	40.408662	-3.704942	Salon	Lavapies	Individual	ainhoita2333	58	0	https://www	N/A
Geolocation	Recent	2019-02-20	2019-02-19	Street Art	214	N/A – Style \	N/A – Style \	2	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	almuguisado	61	2	https://www	#lavapies #g
Geolocation	Recent	2019-02-20	2019-02-19	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	alexcisv	107	3	https://www	#love #colors
#hashtag	Top Post	2019-02-22	2018-11-18	Streetscape	4	Habana Mon	Calle Oso, 25	1	28012	Madrid	Spain	40.409326	-3.705537	Street	N/A	Corporation	habana_mor	177	4	https://www	#tatuajes #t
#hashtag	Recent	2019-02-22	2019-02-22	Drinks	4	Emoi	Calle de Mira	1	28005	Madrid	Spain	40.407807	-3.70476	Bar	Emoi Cocktai	Corporation	emoicocktail	22	1	https://www	#Emoi #Emo
Geolocation	Top Post	2019-02-22	2018-11-05	Metro	4	Metro Lavapi	Calle Argum	6	28012	Madrid	Spain	40.408454	-3.700756	Metro	Lavapies	Individual	laura_remii	404	30	https://www	N/A
Geolocation	Top Post	2019-02-22	2019-02-21	Building	10	Café Barbieri	Calle del Ave	1	28012	Madrid	Spain	40.409273	-3.700899	Café	Lavapies	Individual	un_sereno	118	0	https://www	N/A
#hashtag	Recent	2019-02-22	2019-02-22	Building	10	El Pavón Tea	Calle de Emb	5	28012	Madrid	Spain	40.410095	-3.706259	Building	N/A	Individual	karolina178	9	0	https://www	#madrid #el
#hashtag	Recent	2019-02-22	2019-02-22	Building	10	Mercado de ,	Calle de Sant	2	28012	Madrid	Spain	40.41157	-3.698734	Market	Mercado de ,	Corporation	inmobiliariaz	6	0	https://www	#mercadosa
Geolocation	Top Post	2019-02-22	2019-02-20	Building	10	Studio Sequi	Calle de la H	1	28005	Madrid	Spain	40.407599	-3.705997	Store	Lavapies	Influencer	callelavapies	280	1	https://www	#digodieho; #
#hashtag	Top Post	2019-02-22	2018-11-30	Store	11	TuuuLiberia	Calle de Emb	6	28012	Madrid	Spain	40.409885	-3.706151	Store	TuuuLiberia	Individual	elenasavethe	213	9	https://www	#leeysalvael
#hashtag	Top Post	2019-02-22	2018-11-26	Street	37	Calle del Olm	Calle del Olm	1	28012	Madrid	Spain	40.411484	-3.701558	Street	N/A	Individual	helena.arts_	237	7	https://www	#madrid❤️
#hashtag	Top Post	2019-02-22	2018-10-08	Street	37	El Rastro de	Calle de la Ri	4	28005	Madrid	Spain	40.408679	-3.707326	Street	El Rastro de	Individual	jpereza_	150	2	https://www	#morning #b
Geolocation	Recent	2019-02-22	2019-02-21	Street	37	Restaurante	Calle del Am	2	28012	Madrid	Spain	40.408727	-3.702204	Street	Lavapies	Individual	ohvely.22	62	7	https://www	#photooftheo
Geolocation	Top Post	2019-02-22	2019-02-10	Street	37	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	domingo.onc	332	13	https://www	N/A
Geolocation	Recent	2019-02-22	2019-02-21	Street	37	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Metro	Lavapies	Individual	silviamilo	19	1	https://www	#zahara #ins
#hashtag	Top Post	2019-02-22	2019-01-18	Food	41	Distrito Vega	Calle del Dr.	6	28012	Madrid	Spain	40.407053	-3.69964	Restaurant	Distrito Vega	Corporation	distritovegar	743	23	https://www	#vegan #veg
#hashtag	Recent	2019-02-22	2019-02-21	Food	41	Eccolo	Calle de Emb	4	28012	Madrid	Spain	40.409068	-3.705622	Restaurant	Éccolo	Corporation	eccolomadri	83	3	https://www	#pizza #lava
#hashtag	Recent	2019-02-22	2019-02-22	Food	41	El Atrakón	Calle de Seb	2	28012	Madrid	Spain	40.404332	-3.700741	Restaurant	N/A	Corporation	elatrakon	8	0	https://www	#vegan #veg
#hashtag	Top Post	2019-02-22	2018-11-16	Storefront	43	Café Pavon	Calle de Emb	5	28012	Madrid	Spain	40.410095	-3.706259	Café	N/A	Individual	leamonos	103	2	https://www	#millenial #r
#hashtag	Recent	2019-02-22	2018-10-22	Storefront	43	Casa Vega Al	Calle de Tole	1	28005	Madrid	Spain	40.411502	-3.708144	Storefront	Casa Vega Al	Individual	comercios_d	15	0	https://www	#comercios_
#hashtag	Recent	2019-02-22	2019-02-21	Street Art	214	El Rastro de	Calle de la Ri	4	28005	Madrid	Spain	40.408679	-3.707326	Street	El Rastro de	Individual	egballes	30	3	https://www	#Madrid #er
Geolocation	Top Post	2019-02-22	2019-02-21	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	_antoalbane	34	0	https://www	N/A
Geolocation	Top Post	2019-02-22	2018-09-09	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	jorgge0	210	5	https://www	#yell
Geolocation	Top Post	2019-02-22	2018-08-24	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	magico_adr	261	4	https://www	N/A
Geolocation	Recent	2019-02-26	2019-02-26	Interior Desig	10	Café Carmen	Calle del Son	5	28012	Madrid	Spain	40.408327	-3.703539	Café	Lavapies	Individual	estudiogencr	9	0	https://www	#lavapies #ir
#hashtag	Top Post	2019-02-26	2019-02-26	Building	10	Iglesia San L	Calle Dr. Piga	1	28012	Madrid	Spain	40.408761	-3.698953	Building	Iglesia San L	Corporation	madridnofrill	223	2	https://www	#lavapiés #la
Geolocation	Top Post	2019-02-26	2019-02-26	Street	37	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	addie__cat	46	1	https://www	N/A
Geolocation	Top Post	2019-02-26	2018-12-05	Food	41	Bocono Spec	Calle de Emb	1	28012	Madrid	Spain	40.410525	-3.706703	Café	Embajardore	Corporation	bocono.coffe	105	1	https://www	N/A

Association	Top Post/Recent	Found	Posted	Content	Content Occurren	Place	Address	Location Occurence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
#hashtag	Recent	2019-02-26	2019-02-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Madrid, Spai	Individual	a.alvarez.s	14	0	https://www	#sinfintros #
#hashtag	Top Post	2019-02-26	2019-02-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajadores	Individual	abrillmarian	385	43	https://www	#mariposase
#hashtag	Recent	2019-02-26	2019-02-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	aquitaniana	16	1	https://www	#nofilter #ca
Geolocation	Top Post	2019-02-26	2019-02-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	crolnu	46	1	https://www	N/A
Both	Top Post	2019-02-26	2018-09-12	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	elenachuli	121	16	https://www	#ghettoshop
#hashtag	Recent	2019-02-26	2019-02-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	elenachuli	76	1	https://www	#okuda #bor
#hashtag	Top Post	2019-02-26	2019-02-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Madrid, Spai	Influencer	fino_linares_	109	2	https://www	#art #madric
Geolocation	Top Post	2019-02-26	2018-01-29	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	froonthego	273	18	https://www	N/A
#hashtag	Top Post	2019-02-26	2019-02-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	gema_vidani	257	15	https://www	#streetart #u
#hashtag	Top Post	2019-02-26	2019-02-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	jjloza	145	17	https://www	#arteenlacal
Both	Top Post	2019-02-26	2019-02-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Corporation	nakedmadric	253	4	https://www	#madrid #na
Geolocation	Recent	2019-02-26	2019-02-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	ritxolas	4	1	https://www	N/A
#hashtag	Recent	2019-02-26	2019-02-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	ruffinoart	5	0	https://www	#streetartist
#hashtag	Recent	2019-02-26	2019-02-26	Street Art	214	Tabacalera P	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Street	Tabacalera P	Individual	laura_hidalg	16	0	https://www	#graffiti #urb
Geolocation	Top Post	2019-02-26	2019-02-24	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Lavapies	Individual	gatusso84	945	40	https://www	#34 #madrid
#hashtag	Recent	2019-02-26	2019-02-26	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Madrid, Spai	Individual	olyo.ka	23	1	https://www	#madrid #20
Geolocation	Top Post	2019-02-26	2019-02-25	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	miguelrubio1	56	3	https://www	N/A
Geolocation	Top Post	2019-02-26	2019-02-24	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	s.lioness_	79	1	https://www	N/A
#hashtag	Recent	2019-03-02	2019-03-19	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	megrisolano	110	13	https://www	#Embajadore
#hashtag	Recent	2019-03-03	2019-03-03	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	wanderer.in.	38	0	https://www	#bordalloii#b
Geolocation	Recent	2019-03-04	2019-03-04	Bar	2	Directo en La	Calle de San	1	28012	Madrid	Spain	40.410434	-3.702066	Bar	Lavapies	Individual	pablourizal	32	1	https://www	#Mibanderae
#hashtag	Top Post	2019-03-04	2019-03-02	Market	2	El Rastro de	Calle de la Ri	4	28005	Madrid	Spain	40.408679	-3.707326	Market	El Rastro	Individual	ememontiel	137	21	https://www	#emequotes
#hashtag	Recent	2019-03-04	2019-03-04	Interior Desig	10	La Manual	Calle Zurita,	1	28012	Madrid	Spain	40.426448	-3.701649	Co-Working S	N/A	Corporation	la_manual	34	2	https://www	#creativewor
#hashtag	Top Post	2019-03-04	2019-03-03	Store	11	TuuuLiberia	Calle de Emb	6	28012	Madrid	Spain	40.409885	-3.706151	Store	N/A	Corporation	tuuulibreria	325	1	https://www	#tuuulibreria
#hashtag	Recent	2019-03-04	2019-03-04	Street	37	Fuente de Ca	Calle del Me	1	28012	Madrid	Spain	40.409411	-3.70395	Street	N/A	Individual	ladyhighstyle	25	0	https://www	#lavapies #la
Geolocation	Top Post	2019-03-04	2019-03-04	Street	37	Granier	Calle de Emb	2	28012	Madrid	Spain	40.404613	-3.701872	Street	Lavapies	Individual	albaricoqueta	99	2	https://www	#madrid #co
Geolocation	Top Post	2019-03-04	2019-03-04	Street	37	Granier	Calle de Emb	2	28012	Madrid	Spain	40.404613	-3.701872	Street	Lavapies	Individual	dariog36	435	3	https://www	#madrid #ds
#hashtag	Recent	2019-03-04	2019-03-04	Street	37	Santa Ana St	Calle de Sant	1	28005	Madrid	Spain	40.409619	-3.708612	Street	Madrid, Spai	Individual	cobre_gastby	8	0	https://www	#photograph
Geolocation	Top Post	2019-03-04	2019-03-04	Street	37	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Lavapies	Individual	passports_ar	271	1	https://www	#madrid_ig #
#hashtag	Recent	2019-03-04	2019-03-04	Food	41	Majo's Food	Calle de Sant	2	28012	Madrid	Spain	40.411608	-3.698652	Restaurant	Majo's Food	Corporation	majosfood	17	4	https://www	#masasmaja
#hashtag	Recent	2019-03-04	2019-03-03	Storefront	43	Freiduría de	Calle de Emb	1	28012	Madrid	Spain	40.403506	-3.701612	Restaurant	Embajardore	Individual	javi_villabona	44	0	https://www	#Madrid #en
#hashtag	Recent	2019-03-04	2019-03-04	Storefront	43	Mamua Café	Plaza de Cas	4	28005	Madrid	Spain	40.410319	-3.707219	Bar	Mamua Café	Individual	ivanmigliore	42	1	https://www	#café #coffe
Geolocation	Recent	2019-03-04	2019-03-04	Street Art	214	Calle Calvario	Calle Calvario	3	28012	Madrid	Spain	40.411606	-3.702527	Street	Embajardore	Individual	lulabyme	22	0	https://www	#madrid
Geolocation	Recent	2019-03-04	2019-03-04	Street Art	214	Calle del Me	N/A – Girl Le	1	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	tongastone	31	2	https://www	#spain #espa
Geolocation	Recent	2019-03-04	2019-03-04	Street Art	214	Dragones de	Calle del Trib	1	28012	Madrid	Spain	40.407863	-3.70244	Street	Embajardore	Individual	angelo_neri	13	0	https://www	#madrid #en
#hashtag	Top Post	2019-03-04	2018-03-18	Street Art	214	LAP Café	Calle de Emb	10	28012	Madrid	Spain	40.409241	-3.705455	Street	Lavapies: Oci	Individual	todorastro	389	8	https://www	#lavapies
#hashtag	Top Post	2019-03-04	2018-08-09	Street Art	214	LAP Café	Calle de Emb	10	28012	Madrid	Spain	40.409241	-3.705455	Restaurant	Embajardore	Individual	valedurand	206	2	https://www	#Fishfriend #
Geolocation	Recent	2019-03-04	2019-03-03	Street Art	214	N/A – Cartoc	N/A – Cartoc	1	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	lisa_hasta	17	0	https://www	N/A
Geolocation	Recent	2019-03-04	2019-03-03	Street Art	214	N/A – Eggpla	N/A – Eggpla	1	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	_alexpolo98	131	0	https://www	N/A
Geolocation	Recent	2019-03-04	2019-03-04	Street Art	214	N/A – SENT	N/A – SENT	1	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	georgicerque	11	1	https://www	#madrid #ge
#hashtag	Recent	2019-03-04	2019-03-04	Street Art	214	Neo Labels	Calle del Dr.	1	28012	Madrid	Spain	40.407476	-3.697869	Studio	Neo Labels	Individual	whokilledanc	5	1	https://www	#lavapies #la
#hashtag	Recent	2019-03-04	2019-03-03	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	aollerubio	8	1	https://www	#graffiti #ma
#hashtag	Top Post	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	arzu.ochenta	272	15	https://www	#madrid #lav
Geolocation	Recent	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	capote_art	43	2	https://www	#instaartist #
#hashtag	Top Post	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Bar	Craft Against	Corporation	craftagainstb	234	9	https://www	#madrid #lav
Geolocation	Recent	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	fotografitear	3	0	https://www	N/A
Geolocation	Top Post	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	implosivo	101	11	https://www	#graffiti #por
Geolocation	Top Post	2019-03-04	2019-03-02	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Corporation	madrid_secr	3161	58	https://www	N/A
#hashtag	Top Post	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Influencer	madriddifere	4387	62	https://www	#okuda #bor
Geolocation	Top Post	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Corporation	madriddown	1131	16	https://www	#okudart #ba
#hashtag	Top Post	2019-03-04	2019-03-03	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajadores	Individual	maria_loves_	158	4	https://www	#streetart #a
Geolocation	Top Post	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	moleking64	28	1	https://www	#lavapies #st
#hashtag	Recent	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	soynandodim	14	0	https://www	#pic #foto #m
Geolocation	Top Post	2019-03-04	2019-03-04	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Corporation	timeoutmadi	2930	35	https://www	#madrid
Geolocation	Top Post	2019-03-04	2019-03-02	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	todorastro	276	2	https://www	#okudoart #b
Geolocation	Recent	2019-03-04	2019-03-03	Street Art	214	Street Art – I	N/A	17	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	angelo_neri	13	0	https://www	#madrid #ma
#hashtag	Recent	2019-03-09	2019-03-09	Hairsalon	2	Las Niñas de	Calle Abades	2	28012	Madrid	Spain	40.409937	-3.705692	Hair Salon	Las Niñas de	Individual	acapurni	13	1	https://www	#vividhaircol
#hashtag	Recent	2019-03-09	2019-03-09	Drinks	4	La Huelga de	Calle Zurita,	2	28012	Madrid	Spain	40.408756	-3.699884	Bar	La Huelga En	Corporation	heuelga_lava	21	0	https://www	#lavapies #zu
#hashtag	Top Post	2019-03-09	2019-03-09	Building	10	LAP Café	Calle de Emb	10	28014	Madrid	Spain	40.409241	-3.705455	Building	Madrid, Spai	Influencer	vidamadrid	789	12	https://www	#Saturday #S
#hashtag	Top Post	2019-03-09	2019-02-10	Street	37	El Rastro de	Calle de la Ri	4	28005	Madrid	Spain	40.408682	-3.707466	Market	El Rastro	Influencer	vidamadrid	2252	38	https://www	#lavapies #la
#hashtag	Top Post	2019-03-09	2019-03-08	Food	41	Distrito Vega	Calle del Dr.	6	28012	Madrid	Spain	40.407053	-3.69964	Restaurant	Distrito Vega	Corporation	distritovegar	332	7	https://www	#vegan #veg

Association	Top Post/Recent	Found	Posted	Content	Content Occurren	Place	Address	Location Occurence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
#hashtag	Top Post	2019-03-09	2019-03-06	Food	41	Pum Pum Ca	Calle del Trib	1	28012	Madrid	Spain	40.408085	-3.701965	Café	Pum Pum Ca	Individual	petek_onur_	1107	17	https://www	#pumpum; #
#hashtag	Recent	2019-03-09	2019-03-09	Storefront	43	Johnny and V	Calle de Emb	2	28012	Madrid	Spain	40.408585	-3.705114	Store	Johnny and V	Corporation	johnnyandvel	21	2	https://www	#vintage #vir
Geolocation	Recent	2019-03-09	2019-03-09	Storefront	43	Swinton & G	Calle Miguel	2	28012	Madrid	Spain	40.405963	-3.701803	Store	Lavapies	Individual	poesiagarcia	17	0	https://www	#poemario #
Geolocation	Recent	2019-03-09	2019-03-09	Street Art	214	Calle Calvario	Calle Calvario	3	28012	Madrid	Spain	40.411606	-3.702527	Street	Lavapies	Individual	ego8284	125	3	https://www	#madrid_jov
Geolocation	Top Post	2019-03-09	2019-03-08	Street Art	214	N/A - Colour	N/A - Colour	2	N/A	Madrid	Spain	N/A	N/A	Plaza	Lavapies	Individual	sdesandram	185	8	https://www	N/A
Geolocation	Top Post	2019-03-09	2019-03-09	Street Art	214	N/A - Eyes	N/A - Eyes	1	N/A	Madrid	Spain	40.410758	-3.70322	Street	Lavapies	Individual	alexrb43	76	5	https://www	N/A
Geolocation	Recent	2019-03-09	2019-03-09	Street Art	214	N/A - Red De	N/A - Red De	1	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	katiefromkar	21	0	https://www	N/A
Geolocation	Recent	2019-03-09	2019-03-08	Street Art	214	N/A - Wome	N/A - Wome	1	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	verojugo	19	0	https://www	#8m #8DeMa
Geolocation	Top Post	2019-03-09	2019-03-07	Street Art	214	N/A – Cartoc	N/A – Cartoc	1	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	_meninafrdz	280	10	https://www	N/A
#hashtag	Recent	2019-03-09	2019-03-09	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	alarcon4960	19	0	https://www	#lavapies #la
Geolocation	Top Post	2019-03-09	2018-07-02	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	alba.mallen	125	14	https://www	N/A
#hashtag	Recent	2019-03-09	2019-03-09	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajadores	Individual	bellaiaia	3	0	https://www	#graffiti #3d
Geolocation	Top Post	2019-03-09	2019-03-05	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	carlos_gv94	180	0	https://www	N/A
Both	Recent	2019-03-09	2019-03-09	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	henand1978	25	5	https://www	#streetstyle
#hashtag	Top Post	2019-03-09	2019-02-28	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Corporation	lapcafemadr	163	1	https://www	#cracks #lava
Both	Top Post	2019-03-09	2019-03-07	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	lauri.hrmn	239	8	https://www	#madrid #inl
Geolocation	Recent	2019-03-09	2019-03-08	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	mariog_91	61	6	https://www	#mono #mor
Both	Recent	2019-03-09	2019-03-09	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	martolain	30	7	https://www	#lavapies #m
Geolocation	Top Post	2019-03-09	2019-03-09	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Influencer	omyogisoul	152	22	https://www	#yogi #yogin
Geolocation	Top Post	2019-03-09	2019-02-27	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	photoartmac	132	4	https://www	N/A
Both	Recent	2019-03-09	2019-03-09	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	susiyjosu	24	0	https://www	#streetart #s
#hashtag	Top Post	2019-03-09	2019-03-05	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Influencer	vidamadrid	1727	19	https://www	#lavapies #st
Geolocation	Recent	2019-03-09	2019-03-08	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Building	Embajardore	Individual	f925	37	2	https://www	#streetart #m
#hashtag	Top Post	2019-03-09	2019-03-06	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Building	Csa La Tabac	Individual	moreau_mar	167	4	https://www	#madrid #tat
Geolocation	Top Post	2019-03-09	2019-03-03	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	anisimovmos	141	1	https://www	N/A
Geolocation	Top Post	2019-03-09	2019-03-07	Street Art	214	TuuuLiberia	Calle de Emb	6	28012	Madrid	Spain	40.409885	-3.706151	Street	Lavapies	Individual	petek_onur_	1091	13	https://www	#españa #lav
Geolocation	Recent	2019-03-09	2019-03-06	Street Art	214	TuuuLibrería	Calle de Emb	6	28012	Madrid	Spain	40.409885	-3.706151	Street	Embajardore	Corporation	teatrotourma	102	2	https://www	#TeatroTourl
#hashtag	Recent	2019-03-12	2019-03-12	Garden	2	Esta es Una	Calle del Dr.	3	28012	Madrid	Spain	40.407403	-3.698508	Plaza	Lavapies	Individual	lamproductic	19	3	https://www	#gracias a #r
#hashtag	Recent	2019-03-12	2019-03-12	Garden	2	Esta es Una	Calle del Dr.	3	28012	Madrid	Spain	40.407403	-3.698508	Plaza	Lavapies	Individual	lamproductic	23	0	https://www	#gracias a #r
#hashtag	Recent	2019-03-12	2019-03-12	Drinks	4	El Boquerón	Calle de Vale	1	28012	Madrid	Spain	40.407448	-3.700429	Bar	El Boquerón	Individual	romerowski	33	1	https://www	#olympusxa
#hashtag	Recent	2019-03-12	2019-03-12	Interior Desig	10	Bends Parrill	Glorieta Emb	1	28012	Madrid	Spain	40.404757	-3.7019	Bar	Bends	Corporation	bendsparrilla	19	0	https://www	#embajadore
Geolocation	Top Post	2019-03-12	2019-03-12	Building	10	Blue Resider	N/A	17		Madrid	Spain			Building	Embajardore	Individual	argia26	81	1	https://www	#facciata #fa
Geolocation	Recent	2019-03-12	2019-03-11	Building	10	La Redicha	Calle de Lava	1	28012	Madrid	Spain	40.410402	-3.702508	Street	Embajardore	Individual	lisajourno	29	0	https://www	#embajadore
Geolocation	Recent	2019-03-12	2019-03-12	Street	37	Papeles Pint	Calle Zurita,	2	28012	Madrid	Spain	40.408992	-3.699738	Street	Embajardore	Individual	entropymedi	9	0	https://www	N/A
#hashtag	Top Post	2019-03-12	2019-02-10	Food	41	Cafelito	Calle del Son	2	28012	Madrid	Spain	40.408376	-3.702771	Café	Cafelito	Corporation	cafelitomadr	122	12	https://www	#magdalena
#hashtag	Top Post	2019-03-12	2019-02-06	Food	41	Hermanos V	Calle de Fray	2	28012	Madrid	Spain	40.404996	-3.698715	Restaurant	Hermanos V	Corporation	hnos.valdivie	123	1	https://www	#fueradecart
#hashtag	Recent	2019-03-12	2019-03-12	Food	41	Peyma	Calle de Emb	2	28012	Madrid	Spain	40.407953	-3.704144	Restaurant	Peyma	Individual	egballes	7	0	https://www	#comida #m
Geolocation	Recent	2019-03-12	2019-03-12	Storefront	43	Bar Los Gam	Calle del Ave	1	28012	Madrid	Spain	40.410185	-3.700864	Street	Lavapies	Individual	andreamorpu	4	0	https://www	N/A
Geolocation	Recent	2019-03-12	2019-03-12	Storefront	43	Cine Doré	Calle de Sant	1	28012	Madrid	Spain	40.411687	-3.699066	Street	Lavapies	Individual	hergensuare	10	3	https://www	#aventura #e
#hashtag	Top Post	2019-03-12	2019-03-11	Storefront	43	Los Artistas	Calle de Emb	2	28012	Madrid	Spain	40.410259	-3.706349	Store	Madrid, Spai	Individual	valeriascalor	659	5	https://www	#illustrator #
Geolocation	Top Post	2019-03-12	2019-03-11	Street Art	214	2060 Hostel	Calle de la Ca	2	28012	Madrid	Spain	40.41189	-3.703482	Street	Lavapies	Individual	smin_mins	116	4	https://www	N/A
#hashtag	Recent	2019-03-12	2019-03-12	Street Art	214	N/A - Cartoo	N/A - Cartoo	3		Madrid	Spain			Street	Madrid, Spai	Individual	educ84	13	0	https://www	#graffiti #ma
Geolocation	Recent	2019-03-12	2019-03-11	Street Art	214	N/A - Cartoo	N/A - Cartoo	2		Madrid	Spain			Street	Embajardore	Individual	arthurwolfie	87	0	https://www	#streetart #m
Geolocation	Top Post	2019-03-12	2019-03-10	Street Art	214	N/A - Colour	N/A - Colour	2		Madrid	Spain			Street	Lavapies	Individual	artea_hysena	141	9	https://www	N/A
#hashtag	Top Post	2019-03-12	2019-02-11	Street Art	214	N/A - Red Dr	N/A - Red Dr	4		Madrid	Spain			Street	Lavapies	Individual	verofratta	172	10	https://www	#winemome
#hashtag	Top Post	2019-03-12	2019-03-03	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	alita7123	106	3	https://www	#muralpainti
Geolocation	Top Post	2019-03-12	2019-03-11	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Influencer	arthur_vlog_	2234	25	https://www	N/A
Geolocation	Top Post	2019-03-12	2019-03-10	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	beatrixlop	361	10	https://www	#ok_madrid
#hashtag	Recent	2019-03-12	2019-03-12	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	dani.hudecov	22	0	https://www	#mono #stre
#hashtag	Recent	2019-03-12	2019-03-12	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Corporation	fotoexperien	47	0	https://www	#lavapies #m
Geolocation	Recent	2019-03-12	2019-03-11	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	marblesfinds	29	1	https://www	MixedChimp
#hashtag	Recent	2019-03-12	2019-03-12	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	La Latina, Ce	Individual	mikelontoxo	29	2	https://www	#arte #arteu
Geolocation	Top Post	2019-03-12	2019-03-11	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	mkaa20014	2892	3	https://www	#tagsforlikes
Geolocation	Top Post	2019-03-12	2019-03-11	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	s.slvc	112	3	https://www	#streetart #m
Geolocation	Top Post	2019-03-12	2019-03-11	Street Art	214	Plaza de Art	Calle del Son	5	28012	Madrid	Spain	40.408327	-3.703539	Street	Embajardore	Individual	thug_flores_	34	3	https://www	N/A
Geolocation	Top Post	2019-03-12	2019-03-10	Street Art	214	Plaza de Nel	Calle del Mes	1	28012	Madrid	Spain	40.409653	-3.70359	Street	Lavapies	Individual	ametsdelrio	151	4	https://www	N/A
Geolocation	Recent	2019-03-12	2019-03-12	Street Art	214	Street art Ma	Calle de Emb	1	28014	Madrid	Spain	40.409821	-3.706374	Street	Lavapies	Individual	margonautes	15	1	https://www	#streetart #la
#hashtag	Top Post	2019-03-12	2018-07-21	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Building	Csa La Tabac	Individual	moreau_mar	204	7	https://www	#madrid #lat
#hashtag	Top Post	2019-03-12	2018-12-26	Street Art	214	Tabacalera P	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Street	Lavapies	Individual	magdamedzi	268	8	https://www	#espania
#hashtag	Top Post	2019-03-12	2018-02-24	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Muros Tabac	Individual	noe_rd	171	7	https://www	#madrid #str
Geolocation	Recent	2019-03-12	2019-03-12	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Individual	saritate_che	109	1	https://www	N/A

Association	Top Post/Recent	Found	Posted	Content	Content Occurren	Place	Address	Location Occurence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
#hashtag	Recent	2019-03-20	2019-03-20	Drinks	4	La Caníbal	Calle Argum	2	28012	Madrid	Spain	40.407397	-3.696543	Bar	La Caníbal	Corporation	lacanibal_	8	0	https://www	#vino #vinos
#hashtag	Recent	2019-03-20	2019-03-20	Metro	4	Metro Lavapi	Calle Argum	6	28012	Madrid	Spain	40.408454	-3.700756	Metro	Madrid, Spai	Individual	marin.albert	60	2	https://www	#madrid #lav
Geolocation	Recent	2019-03-20	2019-03-20	Interior	7	Sala Equis	Calle del Duc	1	28012	Madrid	Spain	40.412003	-3.705727	Bar	Lavapies	Individual	martssss	35	0	https://www	N/A
#hashtag	Top Post	2019-03-20	2019-03-10	Interior Desig	10	Café Pavón	Calle de Emb	5	28012	Madrid	Spain	40.410095	-3.706259	Café	Café Pavón	Individual	dani_srrn	850	29	https://www	#sunday #do
#hashtag	Top Post	2019-03-20	2019-03-20	Store	11	La Positiva	Calle del Ave	3	28012	Madrid	Spain	40.410447	-3.700808	Store	La Positiva	Corporation	lapositivashc	246	11	https://www	#lapositivash
#hashtag	Recent	2019-03-20	2019-03-20	Street	37	Calle del Oliv	Calle Olivar,	1	28012	Madrid	Spain	40.410916	-3.7017	Street	N/A	Individual	cascabelotra	37	3	https://www	#madrid #ca
#hashtag	Top Post	2019-03-20	2019-03-20	Food	41	Distrito Vega	Calle del Dr.	6	28012	Madrid	Spain	40.407053	-3.69964	Restaurant	Distrito Vega	Corporation	distritovegar	362	7	https://www	#vegan #veg
Geolocation	Top Post	2019-03-20	2019-03-19	Storefront	43	Café en Vivo	Calle de los T	1	28012	Madrid	Spain	40.410774	-3.699514	Street	Embajardore	Individual	gutt1din	334	6	https://www	N/A
#hashtag	Top Post	2019-03-20	2019-03-18	Storefront	43	Pescaderia L	N/A	17		Madrid	Spain	N/A	N/A	Store	Lavapies: Oci	Influencer	madridnofrill	481	6	https://www	#lavapiés #la
Geolocation	Top Post	2019-03-20	2019-03-18	Storefront	43	Tasca Barea	Calle Rodas,	2	28005	Madrid	Spain	40.409068	-3.699679	Bar	Tasca Barea	Corporation	tascacarea	261	8	https://www	#abrimoslosl
Geolocation	Recent	2019-03-20	2019-03-20	Street Art	214	N/A - Red Dr	N/A - Red Dr	4	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	mafilloystyle	36	3	https://www	#godday #fas
Geolocation	Recent	2019-03-20	2019-03-19	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	aidasan82	18	1	https://www	N/A
Geolocation	Top Post	2019-03-20	2019-03-19	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	anna_piloni	80	0	https://www	N/A
#hashtag	Top Post	2019-03-20	2019-01-22	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Madrid, Spai	Individual	belenapar	514	30	https://www	#madrid #str
#hashtag	Recent	2019-03-20	2019-03-20	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	birrasypintar	19	0	https://www	#elbarrio #m
Geolocation	Top Post	2019-03-20	2019-03-18	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	cancan.dmr	695	19	https://www	#streetartph
#hashtag	Top Post	2019-03-20	2019-03-27	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	X-presion Cre	Individual	cat_von_race	290	21	https://www	#art #streeta
#hashtag	Top Post	2019-03-20	2019-03-19	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	clauu_naran	179	11	https://www	#landscape #
Geolocation	Top Post	2019-03-20	2019-03-19	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	emiliojuan	379	10	https://www	N/A
Both	Recent	2019-03-20	2019-03-20	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	fed_zky	65	5	https://www	#madrid#gra
Geolocation	Recent	2019-03-20	2019-03-20	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	golcar1	1	0	https://www	N/A
Geolocation	Top Post	2019-03-20	2019-03-19	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	josan_ok	171	5	https://www	#okuda #bord
#hashtag	Recent	2019-03-20	2019-03-20	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	jstendhal	108	1	https://www	#okuda #oku
Geolocation	Recent	2019-03-20	2019-03-19	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	jugongora	43	1	https://www	#españa #sp
#hashtag	Recent	2019-03-20	2019-03-20	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	lauraherrero_	129	4	https://www	#Madrid #ok
#hashtag	Top Post	2019-03-20	2019-03-03	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Madrid, Spai	Influencer	light.lex	1945	59	https://www	#emo #emob
#hashtag	Recent	2019-03-20	2019-03-20	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	mami_de_tu	19	2	https://www	#ArteCallejer
Geolocation	Recent	2019-03-20	2019-03-20	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	maszroom_c	25	0	https://www	#artlover #ar
Geolocation	Top Post	2019-03-20	2019-03-19	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	noe_rd	150	2	https://www	#okuda #bord
Geolocation	Recent	2019-03-20	2019-03-20	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	robertaghidi	41	0	https://www	N/A
#hashtag	Top Post	2019-03-20	2019-02-17	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	vero_blabla	540	7	https://www	#lavapies #la
#hashtag	Top Post	2019-03-20	2019-02-07	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Interior	N/A	Individual	cero_roman	549	4	https://www	#ltbc #lataba
Geolocation	Recent	2019-03-20	2019-03-18	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	_._marcool_.	39	0	https://www	#madrid #gra
#hashtag	Top Post	2019-03-20	2019-03-19	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Madrid, Spai	Individual	josepimolina	159	9	https://www	#me #men #
Geolocation	Top Post	2019-03-20	2019-03-19	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Corporation	vidademadri	826	5	https://www	#madrid #lav
#hashtag	Recent	2019-03-25	2019-03-25	Streetscape	4	Almoneda V	Calle Mira el	1	28005	Madrid	Spain	40.407032	-3.708692	Street	N/A	Individual	rl_outside	13	0	https://www	#Europe #Sp
#hashtag	Top Post	2019-03-25	2019-03-25	Interior	7	Toscanaccio	Calle de la F	1	28012	Madrid	Spain	40.408862	-3.699578	Restaurant	N/A	Influencer	quedamosen	117	8	https://www	#empanadill
#hashtag	Recent	2019-03-25	2019-03-25	Building	10	Café El Depe	Calle de la T	2	28012	Madrid	Spain	40.410812	-3.699494	Café	N/A	Corporation	lamaderalun	13	0	https://www	#wooden #w
#hashtag	Top Post	2019-03-25	2019-03-24	Store	11	TuuuLiberia	Calle de Emb	6	28012	Madrid	Spain	40.409885	-3.706151	Store	N/A	Corporation	tuuulibreria	408	27	https://www	#tuuulibreria
Geolocation	Top Post	2019-03-25	2019-03-24	Street	37	El Horreo	Calle de lost	1	28012	Madrid	Spain	40.410981	-3.698505	Street	Lavapies	Individual	dana_hanser	116	6	https://www	N/A
Geolocation	Recent	2019-03-25	2019-03-25	Street	37	La Fugitiva Li	Calle de Sant	1	28012	Madrid	Spain	40.411286	-3.698581	Street	Embajardore	Individual	guus_91	8	1	https://www	#madrid #es
Geolocation	Recent	2019-03-25	2019-03-25	Street	37	Shapla Indiar	Calle de Lava	1	28012	Madrid	Spain	40.409835	-3.702359	Street	Lavapies	Individual	alfonsooretg	66	1	https://www	#lavapies #m
Geolocation	Top Post	2019-03-25	2019-03-24	Street	37	Wampu Coci	Calle del Dr (	1	28012	Madrid	Spain	40.412895	-3.703751	Street	Lavapies	Individual	juantorresi	148	8	https://www	#Madrid #lav
#hashtag	Recent	2019-03-25	2019-03-25	Food	41	Eccolo	Calle de Emb	4	28012	Madrid	Spain	40.409068	-3.705622	Restaurant	Éccolo	Corporation	eccolomadri	59	1	https://www	#pizza #lavap
#hashtag	Recent	2019-03-25	2019-03-25	Food	41	La Taperia d	Calle del Trib	1	28012	Madrid	Spain	40.407513	-3.70302	Restaurant	La Taperia de	Corporation	lataperiadel2	11	0	https://www	#vino #vinob
Geolocation	Top Post	2019-03-25	2019-03-25	Storefront	43	Folklores	Calle del Am	2	28012	Madrid	Spain	40.409143	-3.702962	Store	Lavapies	Corporation	folklores.es	113	8	https://www	#primavera #
#hashtag	Recent	2019-03-25	2019-03-25	Street Art	214	N/A - Birds	N/A - Birds	1	N/A	Madrid	Spain	N/A	N/A	Street	N/A	Individual	abelotal	26	1	https://www	#Madrid #Ma
Geolocation	Top Post	2019-03-25	2019-03-24	Street Art	214	N/A - Cartoo	N/A - Cartoo	2	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	fornazarifrar	27	0	https://www	#madrid #lav
#hashtag	Top Post	2019-03-25	2019-03-22	Street Art	214	N/A - Heart I	N/A - Heart I	1	N/A	Madrid	Spain	N/A	N/A	Street	Madrid, Spai	Individual	amorenocast	1121	83	https://www	#IoMUSTmo
Geolocation	Top Post	2019-03-25	2019-03-23	Street Art	214	N/A - Red Dr	N/A - Red Dr	4	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	_moclaire	49	1	https://www	N/A
Geolocation	Recent	2019-03-25	2019-03-25	Street Art	214	N/A - Red Dr	N/A - Red Dr	4	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	francisco__a	41	0	https://www	#cuquidragor
#hashtag	Recent	2019-03-25	2019-03-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	amorxladeco	55	2	https://www	#graffiti #col
#hashtag	Top Post	2019-03-25	2019-03-17	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	beatrizvp201	224	9	https://www	#madrid #ilo
Geolocation	Recent	2019-03-25	2019-03-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	juanma.lm	15	1	https://www	N/A
Geolocation	Recent	2019-03-25	2019-03-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	nyw.foto	21	2	https://www	#DistortionS
#hashtag	Recent	2019-03-25	2019-03-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	sanji8485	19	0	https://www	#madrid #sp
Geolocation	Top Post	2019-03-25	2019-03-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	victor191012	68	1	https://www	N/A
#hashtag	Top Post	2019-03-25	2019-03-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	zinolugo	120	2	https://www	#madrid #en
Geolocation	Recent	2019-03-25	2019-03-25	Street Art	214	Paredes de L	N/A - Cartoo	1	eet, Chinese	Madrid	Spain	N/A	N/A	Street	Lavapies	Individual	carmen_aba	26	0	https://www	#barriosdem
Geolocation	Top Post	2019-03-25	2019-03-23	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Building	Embajardore	Individual	erinelizabeth	77	7	https://www	N/A
#hashtag	Top Post	2019-03-25	2019-03-18	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Building	Tabacalera P	Individual	waldgeist20	109	10	https://www	#vermissen#

Association	Top Post/Recent	Found	Posted	Content	Content Occurren	Place	Address	Location Occurence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
#hashtag	Top Post	2019-03-25	2019-03-25	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Community c	Individual	abbierot	255	19	https://www	#grl#gyal#ph
Geolocation	Top Post	2019-03-28	2019-03-25	Store	11	Goiko Grill	Calle de Emb	3	28012	Madrid	Spain	40.402268	-3.700689	Street	Lavapies	Individual	addacantare	300	5	https://www	#goikogrill
Geolocation	Top Post	2019-03-28	2019-03-26	Street	37	Hotel Ibis Bu	Calle de Vale	1	28012	Madrid	Spain	40.407829	-3.700661	Street	Lavapies	Individual	rubiera__	264	12	https://www	N/A
#hashtag	Top Post	2019-03-28	2019-03-22	Street	37	Monumento	Clazuela de A	1	28012	Madrid	Spain	40.41241	-3.699344	Plaza	Metro Anton	Corporation	vidamadrid	2178	22	https://www	#madrid #vic
Geolocation	Recent	2019-03-28	2019-03-28	Storefront	43	Bar El Jamor	Calle de Lava	1	28012	Madrid	Spain	40.409401	-3.70191	Street	Lavapies	Individual	chiarinads	15	0	https://www	#madrid #lav
#hashtag	Top Post	2019-03-28	2018-12-06	Street Art	214	El Rincon Gu	Calle de Emb	2	28012	Madrid	Spain	40.407488	-3.704159	Street	El Rincon Gu	Individual	ant_pe_	137	3	https://www	#madrid#elri
#hashtag	Top Post	2019-03-28	2019-03-27	Street Art	214	Esta es Una	Calle del Dr.	3	28012	Madrid	Spain	40.407403	-3.698508	Plaza	Esto Es Una	Individual	rafaarjonilla	220	2	https://www	#estoesunap
Geolocation	Recent	2019-03-28	2019-02-27	Street Art	214	LAP Café	Calle de Emb	10	28012	Madrid	Spain	40.409241	-3.705455	Café	Embajardore	Individual	cancan.dmr	56	2	https://www	#lavapies #a
#hashtag	Recent	2019-03-28	2019-03-28	Street Art	214	LAP Café	Calle de Emb	10	28012	Madrid	Spain	40.409241	-3.705455	Café	Embajardore	Individual	egballes	24	0	https://www	#murales #m
#hashtag	Recent	2019-03-28	2019-03-28	Street Art	214	N/A - Cartoo	N/A - Cartoo	3	N/A	Madrid	Spain	N/A	N/A	Street	Lavapies	Corporation	vegmadrid	23	1	https://www	#graffiti #str
#hashtag	Recent	2019-03-28	2019-03-28	Street Art	214	N/A - Cartoo	N/A - Cartoo	3	N/A	Madrid	Spain	N/A	N/A	Street	Madrid, Spai	Individual	verucasalt70	8	2	https://www	#streetart #s
Geolocation	Top Post	2019-03-28	2019-03-26	Street Art	214	N/A - Wome	N/A - Wome	1	N/A	Madrid	Spain	N/A	N/A	Street	Embajardore	Individual	yaizahp	129	4	https://www	N/A
#hashtag	Top Post	2019-03-28	2019-03-24	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	amorxladeco	121	6	https://www	#muralart #g
#hashtag	Recent	2019-03-28	2019-03-28	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	N/A	Individual	arzuselvi78	32	1	https://www	#madrid #lav
Geolocation	Recent	2019-03-28	2019-03-26	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	beicabrera	98	0	https://www	#cuandosale
Geolocation	Recent	2019-03-28	2019-03-28	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	luciawalks	23	1	https://www	#streetart #g
Geolocation	Top Post	2019-03-28	2019-03-28	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	momodiama	58	0	https://www	N/A
Geolocation	Recent	2019-03-28	2019-03-25	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	pcoimbrabjj	136	5	https://www	#Madrid #Jes
#hashtag	Recent	2019-03-28	2019-02-27	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Individual	quinoneside	27	0	https://www	#streetart #M
#hashtag	Recent	2019-03-28	2019-03-28	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Embajardore	Individual	tylerdurden8	26	1	https://www	#Madrid #es
#hashtag	Top Post	2019-03-28	2019-02-21	Street Art	214	Okuda Street	Calle de Emb	100	28012	Madrid	Spain	40.408352	-3.704581	Street	Lavapies	Corporation	xpresioncrea	1274	54	https://www	#xpresionstu
#hashtag	Top Post	2019-03-28	2018-02-17	Street Art	214	Siebenlist Ar	Calle de Emb	2	28012	Madrid	Spain	40.40794	-3.704467	Street	Lavapies: Oci	Individual	abrillmarian	369	28	https://www	#madrid #ma
Geolocation	Top Post	2019-03-28	2018-02-17	Street Art	214	Tabacalera	Calle de Emb	15	28012	Madrid	Spain	40.406209	-3.702979	Building	Embajardore	Individual	rebecalarcon	450	4	https://www	N/A
Geolocation	Top Post	2019-03-28	2017-04-16	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Embajardore	Individual	dani21gome	243	4	https://www	N/A
#hashtag	Top Post	2019-03-28	2018-12-12	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Csa La Tabac	Individual	may7_m3	113	3	https://www	#streetart #p
Geolocation	Recent	2019-03-28	2019-03-28	Street Art	214	Tabacalera V	Calle Miguel	18	28012	Madrid	Spain	40.405752	-3.702145	Street	Lavapies	Individual	sweetmaky	52	1	https://www	#graffitimad
#hashtag	Recent	2019-03-28	2019-03-28	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Madrid, Spai	Individual	daviderre	7	0	https://www	#madrid #bo
#hashtag	Top Post	2019-03-28	2019-02-14	Street Art	214	Teatro Valle-	Calle de Vale	16	28012	Madrid	Spain	40.40825	-3.700463	Street	Lavapies	Influencer	rocio_ohmyb	787	25	https://www	#rinconescity

london instagram inventory

Association	Top Post/Recent	Found	Posted	Content	Content Occurrenc	Place	Address	Location Occurrence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
#hashtag	Recent	2019-02-01	2019-02-01	Interior Desig	43	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Co-Working S	Copeland Par	Corporation	copelandparl	26	0	https://www	#peckham #p
#hashtag	Top Post	2019-02-01	2019-01-03	Storefront	31	Fee's Food	Pavilion Buil	1	PL27 6JT	Wadebridg	UK	N/A	N/A	Store	Rock, Cornw	Corporation	peckhamsau	208	13	https://www	#hotsauce #f
Both	Top Post	2019-02-01	2018-12-12	Interior Desig	43	Forza Win	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Restaurant	Peckham	Individual	richardleema	2772	101	https://www	#londonfood
Both	Top Post	2019-02-01	2018-12-30	Building	18	Ganapati	38 Holly Grov	3	SE15 5DF	London	UK	51.469626	-0.07301	Restaurant	Peckham	Influencer	peckishinpec	111	25	https://www	#peckham #p
Both	Top Post	2019-02-01	2018-12-15	Building	18	General Stor	174 Bellende	1	SE15 4BW	London	UK	51.464654	-0.074191	Storefront	Peckham	Individual	katewillswrit	182	21	https://www	#peckham
#hashtag	Top Post	2019-02-01	2019-01-28	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Individual	robsonbarist	694	31	https://www	#londoneats
Geolocation	Top Post	2019-02-01	2019-01-28	Storefront	31	Made of Dou	182 Bellende	5	SE15 4BW	London	UK	51.467057	-0.072793	Restaurant	Peckham	Corporation	madeofdoug	122	1	https://www	N/A
#hashtag	Recent	2019-02-01	2019-02-01	Food	98	Mae J's Cafe	Bournemouth	1	SE15 4PB	London	UK	51.468353	-0.066791	Restaurant	N/A	Corporation	peckhampalr	61	1	https://www	#liming #gre
Geolocation	Recent	2019-02-01	2019-02-01	Building	18	Manze's Pie	105 Peckham	7	SE15 5RS	London	UK	51.474007	-0.0688	Storefront	Peckham	Individual	mheronart	52	10	https://www	#art #fineart
#hashtag	Top Post	2019-02-01	2019-01-10	Street Art	30	N/A	77-79 Choum	2	SE15 4AR	London	UK	51.467329	-0.072329	Street	The Victoria	Individual	nagendralon	840	11	https://www	#roa #roaart
#hashtag	Recent	2019-02-01	2019-01-02	Interior Desig	43	Near & Far	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Bar	Near & Far	Corporation	nearandfarb	45	3	https://www	#peckhamlev
#hashtag	Top Post	2019-02-01	2019-01-30	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Cranbourn St	Store	othersidefrie	3,953	30	https://www	#friedchicker
#hashtag	Recent	2019-02-01	2019-02-01	Street Art	30	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Street	N/A	Individual	norma_desm	29	2	https://www	#LondonLife
#hashtag	Recent	2019-02-01	2019-02-01	Scenery	9	Peckham Rye	Peckham Rye	6	SE15 3UW	London	UK	51.461499	-0.06506	Park	N/A	Individual	fritz_and_rit	64	1	https://www	#frosty #mor
#hashtag	Top Post	2019-02-01	2019-01-31	Scenery	9	Peckham Rye	Peckham Rye	6	SE15 3UW	London	UK	51.461499	-0.06506	Park	Peckham Rye	Individual	paulyedward	529	7	https://www	#winter #lon
Both	Top Post	2019-02-01	2018-12-03	Person	2	Prince of Pec	1 Clayton Rd	6	SE15 5JA	London	UK	51.473659	-0.065421	Pub	Peckham	Individual	rioferdy5	40631	364	https://www	#peckham
Both	Top Post	2019-02-01	2019-01-10	Street Art	30	Rye Lane	Rye Lane	1	SE15 5EW	London	UK	N/A	N/A	Street	Peckham	Individual	freddiepayne	183	6	https://www	#35mmfilm
#hashtag	Recent	2019-02-01	2019-02-01	Food	98	Rye Wax Rec	133 Rye Ln	3	SE15 4ST	London	UK	51.469815	-0.068241	Store	Rye Wax	Corporation	easternblocf	6	0	https://www	#potatoes #s
#hashtag	Top Post	2019-02-01	2018-12-06	Building	18	South Londo	65-67 Peckha	5	SE5 8UH	London	UK	51.474162	-0.079715	Gallery	N/A	Corporation	southlondong	765	9	https://www	#christmasla
#hashtag	Recent	2019-02-01	2019-02-01	Bar	4	The Joiners A	35 Denmark	1	SE5 8RS	London	UK	51.462124	-0.069517	Pub	The Joiners A	Individual	jc_cocacola	5	0	https://www	#london #car
#hashtag	Top Post	2019-02-01	2018-11-21	Store	9	The Nunhead	1a Oakdale R	3	SE15 3BW	London	UK	51.466588	-0.051316	Store Inside	The Nunhead	Individual	mufseen	119	1	https://www	#boyswithpla
#hashtag	Top Post	2019-02-01	2019-01-10	Store	9	The Nunhead	1a Oakdale R	3	SE15 3BW	London	UK	51.466588	-0.051316	Store Inside	The Nunhead	Corporation	thenunheadg	427	7	https://www	#urbangarde
#hashtag	Top Post	2019-02-01	2018-12-13	Street Art	30	The Victoria	77-79 Choum	2	SE15 4AR	London	UK	51.467329	-0.072329	Street	Bellenden Ro	News	londonist_co	1576	13	https://www	#StreetArt #l
Geolocation	Top Post	2019-02-05	2019-01-29	Store	9	808 London	N/A	9	N/A	London	UK	N/A	N/A	Pop-Up	Peckham	Individual	that.obsidiar	245	28	https://www	N/A
Geolocation	Top Post	2019-02-05	2019-01-21	Party/Event	6	Abandonded	N/A	9	N/A	London	UK	N/A	N/A	Pop-Up	Peckham	Corporation	sizeofficial	1393	5	https://www	#sizeHQ
Geolocation	Top Post	2019-02-05	2019-01-17	Party/Event	6	Abandonded	N/A	9	N/A	London	UK	N/A	N/A	Pop-Up	Peckham	Corporation	titoloshop	1048	5	https://www	#titoloontour
Geolocation	Top Post	2019-02-05	2019-01-12	Party/Event	6	Abandonded	N/A	9	N/A	London	UK	N/A	N/A	Pop-Up	Peckham	Individual	tommy_peel	139	6	https://www	#adidas #nig
#hashtag	Recent	2019-02-05	2019-02-05	Interior Desig	43	Aside	56 Goldsmith	1	SE15 5TF	London	UK	51.473874	-0.089304	Restaurant	Aside	Individual	_instagates_	32	2	https://www	#peckham #l
#hashtag	Recent	2019-02-05	2019-02-05	Building	18	Asylum Chap	Caroline Gar	1	SE15 2SQ	London	UK	51.478996	-0.061169	Building	N/A	Individual	ashbyweddir	9	0	https://www	#theasylumc
#hashtag	Top Post	2019-02-05	2019-02-04	Market	6	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Market	Copeland Par	Individual	hollidaystcla	141	5	https://www	#artmarket #
Geolocation	Top Post	2019-02-05	2019-02-04	Market	6	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Market	Peckham	Individual	marblebykee	55	1	https://www	N/A
Both	Top Post	2019-02-05	2018-12-14	Street Art	30	Crofton Road	2 Crofton Rd	1	SE5 8NB	London	UK	51.466588	-0.051316	Street	Peckham	Influencer	peckhamresi	485	10	https://www	#streetart #p
#hashtag	Recent	2019-02-05	2019-02-05	Street Art	30	Gala Festival	Straker's Rd	1	SE15 3UA	London	UK	51.46009	-0.063236	Art	Peckham Rye	Corporation	thisisgala	23	0	https://www	#gala2019 #g
#hashtag	Top Post	2019-02-05	2019-02-05	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Influencer	eatnlondon	455	16	https://www	#londoncoffe
#hashtag	Recent	2019-02-05	2019-02-05	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Corporation	levanlondon	127	1	https://www	#breakfast #l
#hashtag	Top Post	2019-02-05	2018-12-11	Building	18	Manze's Pie	105 Peckham	7	SE15 5RS	London	UK	51.474007	-0.0688	Storefront	Manze's Pie	Influencer	peckhamdrift	133	3	https://www	#peckham #s
#hashtag	Top Post	2019-02-05	2018-12-17	Storefront	31	Manze's Pie	105 Peckham	7	SE15 5RS	London	UK	51.474007	-0.0688	Storefront	Manze's Pie	Influencer	peckhamresi	554	20	https://www	#Peckham #p
#hashtag	Top Post	2019-02-05	2018-12-11	Building	18	Market Peckl	133 Rye Ln	3	SE15 4ST	London	UK	51.469997	-0.066938	Co-Working S	Peckham Rye	Corporation	marketpeckh	126	1	https://www	#minimarket
Geolocation	Top Post	2019-02-05	2019-02-04	Store	9	Morley's Frie	10 Peckham	4	SE15 5DT	London	UK	51.473416	-0.055924	Restaurant	Peckham	Individual	twongg	151	5	https://www	#adidas #adi
Both	Top Post	2019-02-05	2019-01-22	Building	18	Morley's Frie	10 Peckham	4	SE15 5DT	London	UK	51.473416	-0.055924	Restaurant	Rye Lane, Pe	Individual	freddiepayne	279	2	https://www	#35mmfilm
#hashtag	Recent	2019-02-05	2019-02-05	Building	18	Mountainvie	120 Peckham	6	SE15 5JT	London	UK	51.474529	-0.068828	Building	N/A	Individual	nascostomar	10	0	https://www	#SE15 #peckl
Geolocation	Top Post	2019-02-05	2019-02-03	Scenery	9	N/A	N/A	9	N/A	London	UK	N/A	N/A	Train Station	Peckham	Influencer	secret.londo	8284	70	https://www	#london #lon
Geolocation	Top Post	2019-02-05	2019-02-03	Party/Event	6	N/A	N/A	9	N/A	London	UK	N/A	N/A	Club	Peckham	Individual	brriimmaa	72	5	https://www	#35mm #col
#hashtag	Top Post	2019-02-05	2019-02-05	Street Art	30	N/A	N/A	9	N/A	London	UK	N/A	N/A	Street	London, Unit	Individual	nagendralon	315	7	https://www	#roa #roaart
#hashtag	Top Post	2019-02-05	2019-01-23	Interior Desig	43	N/A	N/A	9	N/A	London	UK	N/A	N/A	Interior	N/A	Individual	lewiscater	128	1	https://www	#setlife #con
#hashtag	Top Post	2019-02-05	2019-02-04	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Cranbourn St	Influencer	heavyscrans	349	15	https://www	#friedchicker
#hashtag	Recent	2019-02-05	2019-02-05	Food	98	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	N/A	Corporation	peckhamleve	25	0	https://www	#peckhamlev
#hashtag	Recent	2019-02-05	2019-02-05	Street Art	30	Peckham Rye	Peckham Rye	6	SE15 3UW	London	UK	51.461499	-0.06506	Street	N/A	Individual	kathi.huidob	35	0	https://www	#detail #stre
#hashtag	Recent	2019-02-05	2019-02-05	Food	98	Petitou	63 Choumert	2	SE15 4AR	London	UK	51.467518	-0.071598	Restaurant	N/A	Corporation	petitou_chou	9	0	https://www	#peckham #p
Geolocation	Top Post	2019-02-05	2019-01-25	Art	3	South Londo	65-67 Peckha	5	SE5 8UH	London	UK	51.474162	-0.079715	Gallery	Peckham	Individual	cristinalinali	144	8	https://www	N/A
Both	Top Post	2019-02-05	2018-11-27	Interior Desig	43	The Kiln Roo	133 Rye Ln, L	1	SE15 3SN	London	UK	51.469917	-0.067501	Store Inside	Peckham	Corporation	thekilnroom	335	5	https://www	#tkrshow; #tl
#hashtag	Top Post	2019-02-05	2018-12-30	Food	98	The Montpel	43 Choumert	4	SE15 4AR	London	UK	51.467688	-0.0703	Restaurant	The Montpel	Influencer	fowlmouthsf	730	18	https://www	#fowlmouths
#hashtag	Top Post	2019-02-05	2018-12-10	Food	98	Well Street F	120 Peckham	6	SE15 5JT	London	UK	51.474854	-0.069611	Restaurant	Well Street F	Influencer	fowlmouthsf	849	41	https://www	#invite #pizz
#hashtag	Recent	2019-02-05	2019-02-05	Food	98	Wildflower	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Wildflower	Corporation	wildflowerpe	52	3	https://www	#WILDFLOW
Geolocation	Top Post	2019-02-09	2019-02-07	Market	6	Ako Hand Ca	141 Copelanc	1	SE15 3SN	London	UK	51.482641	-0.061266	Pop-Up	Peckham	Individual	akiko_matsu	71	4	https://www	#pottery #ce
Geolocation	Recent	2019-02-09	2019-02-08	Drink	12	Bambuni	26 Nunhead	1	SE15 3QF	London	UK	51.46595	-0.066584	Bar	Peckham	Corporation	motherrootlc	61	3	https://www	#zeroproof #
Geolocation	Recent	2019-02-09	2019-02-08	Bar	4	Brew By Nun	Arches 1 & 2	6	SE15 4RF	London	UK	51.469005	-0.072845	Bar	Peckham	Corporation	seriouspigofl	44	3	https://www	#seriously #c
#hashtag	Top Post	2019-02-09	2018-12-05	Interior Desig	43	Bussey Roof	133 Rye Ln	3	SE15 4ST	London	UK	51.46975	-0.06685	Bar	Bussey Roof	Corporation	busseyroofto	183	26	https://www	#RooftopBar
#hashtag	Top Post	2019-02-09	2019-01-02	Party/Event	6	Canavan's Pe	188 Rye Ln	3	SE15 4NF	London	UK	51.467265	-0.066522	Bar	Canavan's Pe	Individual	franks_dj	195	10	https://www	#dj #femalec
#hashtag	Recent	2019-02-09	2019-02-09	Garden	1	Centre for W	28 Marsden	1	SE15 4EE	London	UK	51.459732	-0.074974	Garden Centr	Centre for W	Individual	thebluemart	34	0	https://www	#reuse #bath
#hashtag	Top Post	2019-02-09	2018-11-23	Interior Desig	43	Charlotte Mc	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Interior	Copeland Par	Corporation	charlottemcl	163	8	https://www	#thekilnroom
#hashtag	Recent	2019-02-09	2019-02-08	Food	98	Coal Rooms	11a Station V	6	SE15 4RX	London	UK	51.470097	-0.069222	Restaurant	Coal Rooms	Individual	clairel135	9	2	https://www	#friday #thar
#hashtag	Recent	2019-02-09	2019-02-09	Market	6	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Market	Copeland Par	Corporation	copelandparl	47	0	https://www	#copelandpa
#hashtag	Recent	2019-02-09	2019-02-09	Street Art	30	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Building	Copeland Par	Individual	abigailannas	7	0	https://www	#igersdaily #
#hashtag	Recent	2019-02-09	2019-02-09	Food	98	Deserted Cac	135A Rye Ln	8	SE15 4ST	London	UK	51.469586	-0.067984	Café	N/A	Corporation	coughlansbal	20	0	https://www	#Repost; #ve

Association	Top Post/Recent	Found	Posted	Content	Content Occurrenc	Place	Address	Location Occurrence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
Both	Top Post	2019-02-09	2018-11-26	Storefront	31	Forest	43 Lordship L	1	SE22 8EW	London	UK	51.467688	-0.0703	Storefront	Peckham	Individual	grhaight	119	4	https://www	#livecolorfull
#hashtag	Top Post	2019-02-09	2019-01-06	Food	98	Forza Win	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Restaurant	N/A	Influencer	southeast_1!	113	19	https://www	#peckham #p
#hashtag	Recent	2019-02-09	2019-02-09	Food	98	GOODCUP	44 Nunhead	2	SE15 3QG	London	UK	51.457209	-0.06761	Restaurant	N/A	Individual	pechkhamea	9	1	https://www	#se15 #nunh
#hashtag	Top Post	2019-02-09	2018-11-30	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Influencer	felicityspecto	844	27	https://www	#breakfast #e
#hashtag	Recent	2019-02-09	2019-02-08	Store	9	Lumberjack	70 Camberw	1	SE5 8QZ	London	UK	51.474162	-0.079715	Café	Lumberjack (	Corporation	wearelumbe	46	1	https://www	#lumberlate
#hashtag	Top Post	2019-02-09	2019-01-27	Food	98	Mr Bao	293 Rye Ln	1	SE15 4UA	London	UK	51.461366	-0.079427	Restaurant	Mr Bao	Influencer	greedypescat	123	7	https://www	#baodown; #
#hashtag	Recent	2019-02-09	2019-02-09	Drink	12	Near & Far	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Bar	Near & Far P	Individual	chauhanvik	21	0	https://www	#brexit #negr
#hashtag	Top Post	2019-02-09	2018-11-16	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Feast Londor	Corporation	othersidefrie	3608	28	https://www	#othersidefri
#hashtag	Top Post	2019-02-09	2018-11-09	Person	2	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Stairwell	Peckham Lev	Individual	greaterarsen	659	13	https://www	#london #aga
#hashtag	Recent	2019-02-09	2019-02-09	Building	18	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Building	N/A	Individual	norma_desm	6	0	https://www	#ComeOnUp
#hashtag	Recent	2019-02-09	2019-02-09	Interior Desig	43	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Stairwell	N/A	Individual	staceybow	6	1	https://www	#family #pec
#hashtag	Top Post	2019-02-09	2018-12-20	Building	18	Peckham Lib	122 Peckham	2	SE15 5JR	London	UK	51.474467	-0.069082	Building	Peckham Libr	Influencer	peckhamdrif	114	4	https://www	#awardwinni
#hashtag	Top Post	2019-02-09	2019-01-15	Market	6	Peckham Spr	Units 4-5 Do	1	SE15 4QN	London	UK	51.469752	-0.070093	Market	Peckham Spr	Corporation	greenrooms_	205	13	https://www	#londonmark
#hashtag	Top Post	2019-02-09	2019-01-13	Food	98	Prince of Pec	1 Clayton Rd	6	SE15 5JA	London	UK	51.473659	-0.065421	Restaurant	Prince of Pec	Corporation	whitemenca	270	10	https://www	#whitemenca
#hashtag	Recent	2019-02-09	2019-02-09	Interior Desig	43	Punk Me Up	34 E Dulwich	2	SE22 9AX	London	UK	51.462124	-0.069517	Café	Punk Me Up	Influencer	bablands.lon	105	0	https://www	#bablands #c
#hashtag	Recent	2019-02-09	2019-02-09	Store	9	Rise & Bloon	44 Barry Rd	3	SE22 0HU	London	UK	51.457209	-0.06761	Bakery	Rise & Bloon	Corporation	riseandbloon	25	2	https://www	#sallyclarkeb
#hashtag	Top Post	2019-02-09	2018-11-20	Food	98	Salon	18 Market R	1	SW9 8LD	London	UK	51.467212	-0.072667		Salon	Influencer	peckishinpec	121	14	https://www	#cheese #che
#hashtag	Top Post	2019-02-09	2018-12-10	Food	98	South Feast	59 Cheltenha	1	SE15 3AF	London	UK	51.465076	-0.066731	Restaurant	N/A	Influencer	southeast_1!	124	9	https://www	#nunhead #s
#hashtag	Top Post	2019-02-09	2018-12-19	Party/Event	6	The Chateau	29-33 Cambe	1	SE5 8TR	London	UK	51.465999	-0.06588	Bar	The Chateau	Corporation	_the_chateau	154	15	https://www	#queer #que
#hashtag	Recent	2019-02-09	2019-02-09	Drink	12	Two Hundred	200 Rye Ln	2	SE15 4NF	London	UK	51.46556	-0.066637	Bar	Two Hundred	Influencer	peckhamdrif	53	4	https://www	#hipflask #ry
#hashtag	Top Post	2019-02-09	2019-01-25	Food	98	Zephyr Burge	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	KERB at the (	Influencer	tombigeats	18152	224	https://www	#zephyr #pec
#hashtag	Recent	2019-02-14	2019-02-14	Interior Desig	43	AMP Studios	899 Old Kent	1	SE15 1NL	London	UK	51.472769	-0.070048	Interior	Old Kent Roa	Corporation	gruffltd	18	0	https://www	#wedding #lo
#hashtag	Recent	2019-02-14	2019-02-14	Interior Desig	43	Artusi	161 Bellende	2	SE15 4DH	London	UK	51.468779	-0.067558	Restaurant	Artusi	Influencer	spoonfed_ldn	8	0	https://www	#artusi #spoo
#hashtag	Recent	2019-02-14	2019-02-14	Interior Desig	43	Brew By Nur	Arches 1 & 2	6	SE15 4RF	London	UK	51.469005	-0.072845	Bar	Bellenden Rc	Corporation	zubabrewing	8	1	https://www	#brewbynum
Geolocation	Top Post	2019-02-14	2019-02-13	Food	98	Coal Rooms	11a Station \	6	SE15 4RX	London	UK	51.470097	-0.069222	Restaurant	Peckham	Individual	sophiapatrici	137	4	https://www	#lifestyleblog
#hashtag	Top Post	2019-02-14	2018-12-14	Interior Desig	43	Copeland Ga	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Event Space	Copeland Par	Corporation	copelandparl	349	10	https://www	#wedding #w
#hashtag	Recent	2019-02-14	2019-02-14	Street Art	30	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Building	Copeland Par	Individual	steph.edwar	14	0	https://www	#buseybuildi
#hashtag	Top Post	2019-02-14	2019-01-01	Storefront	31	Form SE15	186 Bellende	2	SE15 4BW	London	UK	51.467057	-0.072793	Storefront	Form SE15	Corporation	formse15	108	7	https://www	#SE15 #peckl
#hashtag	Top Post	2019-02-14	2019-01-11	Storefront	31	Funkidory	42 Peckham	1	SE15 4JR	London	UK	51.461551	-0.078617	Bar	FUNKIDORY	Corporation	funkidory	145	4	https://www	#Funkidory #
#hashtag	Top Post	2019-02-14	2018-11-20	Street	13	Ghost Notes	95A Rye Lane	2	SE15 4ST	London	UK	51.473824	-0.069259	Bar	N/A	Corporation	korguk	109	5	https://www	#KORG #Han
#hashtag	Top Post	2019-02-14	2018-11-19	Storefront	31	GOODCUP	44 Nunhead	2	SE15 3QG	London	UK	51.465722	-0.057645	Café	N/A	Influencer	southeast_1!	151	11	https://www	#nunhead #n
Geolocation	Top Post	2019-02-14	2019-02-11	Market	6	Jenny's Resta	12 Station W	2	SE15 4RX	London	UK	51.470034	-0.068937	Station	Peckham	Influencer	princepeckha	199	1	https://www	N/A
#hashtag	Top Post	2019-02-14	2018-11-27	Storefront	31	John the Uni	157-159 Rye	1	SE15 4TL	London	UK	51.465835	-0.035906	Bar	John the Uni	Influencer	booze_house	122	9	https://www	#boozehouse
#hashtag	Top Post	2019-02-14	2018-11-07	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Influencer	millykr	2,977	87	https://www	#levan #peck
#hashtag	Top Post	2019-02-14	2018-11-27	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Corporation	levanlondon	414	15	https://www	#platdujour #
Both	Top Post	2019-02-14	2018-12-05	Street	13	Morley's Frie	10 Peckham	4	SE15 5DT	London	UK	51.473416	-0.055924	Street	Peckham	Corporation	confuciusmc	160	4	https://www	#oldparadice
#hashtag	Top Post	2019-02-14	2018-10-24	Food	98	One & All Ca	28 Peckham	1	SE15 4JR	London	UK	51.465333	-0.058266	Café	One & All Ca	Influencer	londoncoffee	1761	10	https://www	#peckham #g
#hashtag	Top Post	2019-02-14	2018-11-28	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Pop Brixton	Corporation	othersidefrie	4,330	38	https://www	#othersidefri
#hashtag	Recent	2019-02-14	2019-02-14	Street Art	30	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Building	N/A	Individual	agioviolins	32	1	https://www	#peckhamlev
Both	Recent	2019-02-14	2019-02-14	Interior Desig	43	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Interior	Peckham	Individual	ash_chalk	36	1	https://www	#observation
#hashtag	Recent	2019-02-14	2019-02-14	Scenery	9	Peckham Rye	Peckham Rye	6	SE15 3UW	London	UK	51.461499	-0.06506	Park	N/A	Individual	ashsykes93	10	0	https://www	#Crispy #Mor
#hashtag	Top Post	2019-02-14	2019-01-19	Food	98	Prince of Pec	1 Clayton Rd	6	SE15 5JA	London	UK	51.473659	-0.065421	Pub	N/A	Corporation	whitemenca	236	12	https://www	#whitemenca
#hashtag	Top Post	2019-02-14	2018-11-21	Interior Desig	43	Rise & Bloon	44 Barry Rd	3	SE22 0HU	London	UK	51.457209	-0.06761	Bakery	N/A	Influencer	southeast_1!	184	22	https://www	#peckham #e
Geolocation	Recent	2019-02-14	2019-02-13	Food	98	Taco Queen	191 Rye Ln	1	SE15 4TP	London	UK	51.467265	-0.066522	Restaurant	Taco Queen	Influencer	londonsecret	27	1	https://www	#londonfoodi
#hashtag	Recent	2019-02-14	2019-02-14	Food	98	The Clock Ho	196A Peckha	2	SE22 9QA	London	UK	51.467999	-0.066886	Pub	The Clock Ho	Corporation	the_clockhou	2	0	https://www	#delicious; #t
#hashtag	Top Post	2019-02-14	2018-11-28	Storefront	31	The Montpel	43 Choumert	4	SE15 4AR	London	UK	51.467688	-0.0703	Restaurant	The Montpel	Influencer	booze_house	141	15	https://www	#boozehouse
#hashtag	Recent	2019-02-14	2019-02-14	Food	98	The Montpel	43 Choumert	4	SE15 4AR	London	UK	51.467688	-0.0703	Restaurant	N/A	Corporation	themontpelie	4	0	https://www	#peckham #r
#hashtag	Top Post	2019-02-14	2018-12-08	Food	98	The South Ea	20 Upland R	5	SE22 9EF	London	UK	51.473324	-0.08019	Restaurant	The South Ea	Corporation	secakery	257	12	https://www	#avacadotoa
#hashtag	Top Post	2019-02-14	2018-11-20	Food	98	Wildflower	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	N/A	Influencer	southeast_1!	120	6	https://www	#peckham #b
#hashtag	Recent	2019-02-19	2019-02-19	Food	98	2 Girls Café	24A Peckham	3	SE15 4JR	London	UK	51.466364	-0.066143	Café	2 Girls' Café	Corporation	2girls_cafe	28	2	https://www	#vegan; #pla
#hashtag	Recent	2019-02-19	2019-02-19	Storefront	31	Canavan's Pe	188 Rye Ln	3	SE15 4NF	London	UK	51.467265	-0.066522	Bar	N/A	Individual	scottyrocksta	13	1	https://www	#openmic #ja
Both	Recent	2019-02-19	2019-02-18	Interior Desig	43	Coal Rooms	11a Station \	6	SE15 4RX	London	UK	51.470097	-0.069222	Restaurant	Peckham	Individual	bencphoto	45	1	https://www	#restaurantp
#hashtag	Top Post	2019-02-19	2018-01-09	Food	98	Daddy Bao	113 Mitcham	1	SW17 9PE	London	UK	51.425573	-0.16434	Restaurant	Daddy Bao	Influencer	im.nowhere	1207	89	https://www	#london; #vis
#hashtag	Top Post	2019-02-19	2018-11-17	Food	98	Deserted Cac	135A Rye Ln	8	SE15 4ST	London	UK	51.469586	-0.067984	Restaurant	Deserted Cac	Individual	london_afro_	707	11	https://www	#vegan #wha
Geolocation	Top Post	2019-02-19	2019-02-15	Food	98	Ganapati	38 Holly Grov	3	SE15 5DF	London	UK	51.469626	-0.07301	Restaurant	Peckham	Individual	freya_etc	116	18	https://www	N/A
Geolocation	Top Post	2019-02-19	2019-01-13	Storefront	31	Harte's Irish	59 Rye Ln	1	SE15 5EX	London	UK	51.457155	-0.05193	Storefront	Peckham	Individual	betty_wriigh	143	1	https://www	N/A
#hashtag	Top Post	2019-02-19	2018-11-02	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Individual	dearsafia	257	8	https://www	#londoneats
#hashtag	Top Post	2019-02-19	2018-12-10	Food	98	Mansi	Unit 10 Trad	1	SE22 9NA	London	UK	51.458876	-0.067161	Restaurant	Mansi	Corporation	pastamansi	156	2	https://www	#tableconver
#hashtag	Recent	2019-02-19	2019-02-19	Food	98	Peckham Bai	119 Consort	2	SE15 3RU	London	UK	51.467799	-0.061874	Restaurant	Peckham Bai	Influencer	peckishinpec	29	5	https://www	#datenight #
#hashtag	Top Post	2019-02-19	2018-11-03	Street Art	30	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Street	Peckham Lev	Individual	erica_bracke	216	6	https://www	#london #tra
#hashtag	Recent	2019-02-19	2019-02-19	Storefront	31	Six Yard Box	34 Choumert	1	SE15 4SE	London	UK	51.471914	-0.069811	Bar	Six Yard Box	Corporation	6yardbox	37	5	https://www	#peckhamlife
Geolocation	Top Post	2019-02-19	2019-02-18	Street Art	30	Super Unisor	133 Copelanc	2	SE15 3SN	London	UK	51.473719	-0.069419	Building	Peckham	Influencer	hardcastleto	559	268	https://www	#thisisme #s
#hashtag	Top Post	2019-02-19	2018-10-24	Interior Desig	43	The Nunhead	1a Oakdale F	3	SE15 3BW	London	UK	51.466588	-0.051316	Interior	N/A	Influencer	southeast_1!	174	11	https://www	#nunhead #b
#hashtag	Top Post	2019-02-19	2018-12-15	Food	98	The South Ea	20 Upland R	5	SE22 9EF	London	UK	51.473324	-0.08019		The South Ea	Corporation	secakery	143	11	https://www	#beansontoa
Both	Recent	2019-02-19	2019-02-18	Street Art	30	Theatre Peck	221 Havil St,	4	SE5 7SD	London	UK	51.469551	-0.06995	Street	Peckham	Individual	redrolledand	43	5	https://www	#redrolledan

Association	Top Post/Recent	Found	Posted	Content	Content Occurrenc	Place	Address	Location Occurrence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
#hashtag	Recent	2019-02-19	2019-02-19	Street Art	30	Theatre Peck	221 Havil St,	4	SE5 7SD	London	UK	51.469551	-0.06995	Building	Theatre Peck	Corporation	straightuppr	13	0	https://www	#comedy #st
#hashtag	Top Post	2019-02-19	2019-01-13	Food	98	Voodoo Ray'	285 Rye Ln	1	SE15 4UA	London	UK	51.46309	-0.075193	Restaurant	Voodoo Ray's	Individual	plant.based.l	111	4	https://www	#vegan #veg
Both	Top Post	2019-02-19	2018-12-22	Food	98	Well Street F	120 Peckham	6	SE15 5JT	London	UK	51.474854	-0.069611	Restaurant	Peckham	Individual	absolutelyan	114	11	https://www	#pizza #pizz
#hashtag	Top Post	2019-02-19	2019-01-25	Food	98	Zephyr Burge	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Peckham Lev	Corporation	zephyrburge	614	16	https://www	#zephyrburg
#hashtag	Top Post	2019-02-22	2018-11-10	Interior Desig	43	Blue Shop Co	123 Grove Lr	1	SE5 8BH	London	UK	51.468391	-0.086487	Store	Blue Shop Co	Corporation	blueshopcott	142	5	https://www	#blueshopco
Geolocation	Top Post	2019-02-22	2019-02-20	Storefront	31	Chekans	1 Kitto Rd	1	SE14 5TW	London	UK	51.467505	-0.049476	Pub	Peckham	Individual	linneamurm	130	7	https://www	N/A
#hashtag	Recent	2019-02-22	2019-02-22	Food	98	FC Wellbeing	28a Grove V	1	SE22 8EF	London	UK	51.465806	-0.066497	Café	FC Wellbeing	Corporation	fcwellbeing	13	0	https://www	#vegan #kore
Geolocation	Recent	2019-02-22	2019-02-22	Interior Desig	43	Frank's Café	95A Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Stairwell	Peckham Ba	Influencer	almostlondo	23	1	https://www	#london #ldn
Geolocation	Top Post	2019-02-22	2019-02-20	Storefront	31	Kim Lien Mir	47 Peckham	2	SE15 5EB	London	UK	51.465722	-0.057645	Street	Peckham	Individual	excusemywe	77	0	https://www	N/A
#hashtag	Recent	2019-02-22	2019-02-22	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Individual	london_pigle	31	0	https://www	#londonpigle
Geolocation	Top Post	2019-02-22	2019-02-21	Food	98	Made of Dou	182 Bellende	5	SE15 4BW	London	UK	51.467057	-0.072793	Restaurant	Peckham	Corporation	madeofdoug	285	13	https://www	N/A
Both	Top Post	2019-02-22	2019-02-21	Storefront	31	Manze's Pie	105 Peckham	7	SE15 5RS	London	UK	51.474007	-0.0688	Storefront	Peckham	Influencer	londonist_co	1684	27	https://www	#PieAndMas
#hashtag	Top Post	2019-02-22	2019-02-21	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Peckham Lev	Influencer	tombigeats	5791	141	https://www	#tomsbigeat
#hashtag	Recent	2019-02-22	2018-06-19	Interior Desig	43	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Interior	Peckham Lev	Individual	raeraevolpe	23	0	https://www	#neon #cock
Both	Top Post	2019-02-22	2018-12-26	Street Art	30	Peckham Pe	133 Copelan	24	SE15 3SN	London	UK	51.46986	-0.066316	Street	Peckham	Individual	luciadot_	223	7	https://www	#movilgrafia
Geolocation	Recent	2019-02-22	2019-02-21	Scenery	9	Peckham Rye	Peckham Rye	6	SE15 3UW	London	UK	51.461499	-0.06506	Park	Peckham	Individual	iamsamm	21	1	https://www	N/A
#hashtag	Top Post	2019-02-22	2019-01-20	Storefront	31	Petitou	63 Choumert	2	SE15 4AR	London	UK	51.467518	-0.071598	Storefront	Petitou	Influencer	mistercarrin	339	35	https://www	#mensfashio
#hashtag	Recent	2019-02-22	2019-02-22	Food	98	Rise & Bloon	44 Barry Rd	3	SE22 0HU	London	UK	51.457209	-0.06761	Bakery	London, Unit	Individual	cakeshbakes	20	1	https://www	#brownies #c
#hashtag	Top Post	2019-02-22	2019-02-21	Food	98	Slow Richies	Blenheim Gr	1	SE15 4Q	London	UK	51.469005	-0.072845	Restaurant	N/A	Corporation	slowrichies	102	3	https://www	#peckham #l
Both	Top Post	2019-02-22	2019-01-04	Building	18	The Oglande	17 Oglander	1	SE15 4EQ	London	UK	51.466698	-0.072769	Building	Peckham	Individual	lostpubs	123	8	https://www	#peckham #l
#hashtag	Top Post	2019-02-22	2018-11-15	Interior Desig	43	Two Hundre	200 Rye Ln	2	SE15 4NF	London	UK	51.46556	-0.066637	Café	200 Rye Lane	Influencer	mistercarrin	222	35	https://www	#coffee #caf
Geolocation	Recent	2019-02-22	2019-02-21	Storefront	31	Well Street F	120 Peckham	6	SE15 5JT	London	UK	51.474854	-0.069611	Restaurant	Peckham	Individual	cro551	19	0	https://www	N/A
#hashtag	Recent	2019-02-22	2019-02-22	Food	98	Wildflower	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Wildflower	Corporation	wildflowerpe	16	0	https://www	#vegansoflo
#hashtag	Recent	2019-02-22	2019-02-22	Food	98	Zephyr Burge	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Peckham Lev	Corporation	peckhamleve	9	1	https://www	#foodporn; #
#hashtag	Top Post	2019-02-26	2019-02-07	Storefront	31	bo.lee galler	222 Rye Ln	2	SE15 4NL	London	UK	51.474489	-0.082858	Gallery	N/A	Corporation	boleegallery	254	6	https://www	#bolee #bole
Geolocation	Top Post	2019-02-26	2019-02-26	Interior Desig	43	Brew By Nur	Arches 1 & 2	6	SE15 4RF	London	UK	51.469005	-0.072845	Bar	Peckham	Individual	joon.han	29	2	https://www	#vsco #bbno
Geolocation	Recent	2019-02-26	2019-02-26	Interior Desig	43	Brew By Nur	Arches 1 & 2	6	SE15 4RF	London	UK	51.469005	-0.072845	Bar	Peckham	Individual	iamstefania	36	1	https://www	#brewery #b
Geolocation	Top Post	2019-02-26	2019-02-24	Street Art	30	CRANK	133 Copelan	24	SE15 3SN	London	UK	51.46986	-0.066316	Gym	Peckham	Individual	duttyweave	134	12	https://www	N/A
#hashtag	Top Post	2019-02-26	2019-02-26	Food	98	Deserted Cac	135A Rye Ln	8	SE15 4ST	London	UK	51.469586	-0.067984	Restaurant	Deserted Cac	Corporation	deserted_ca	211	1	https://www	#vegan #wha
Geolocation	Recent	2019-02-26	2019-02-26	Storefront	31	DRUK	135a Rye Ln	8	SE15 4ST	London	UK	51.469586	-0.067984	Storefront	Peckham	Individual	jamesfrancis	12	2	https://www	#wearelorea
#hashtag	Recent	2019-02-26	2019-02-26	Storefront	31	Home.	41 Grove Val	2	SE22 8EQ	London	UK	51.470276	-0.069628	Café	East Dulwich	Corporation	home.londor	30	3	https://www	#se22 #se15
#hashtag	Top Post	2019-02-26	2019-02-06	Storefront	31	Hop Burns &	38 E Dulwich	1	SE22 9AX	London	UK	51.475923	-0.026147	Store	Hop Burns &	Corporation	peckhamsau	130	4	https://www	#hotsauce #f
#hashtag	Top Post	2019-02-26	2019-02-26	Street Art	30	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Interior	Peckham Lev	Individual	yogamandin	103	10	https://www	#thoughtfult
#hashtag	Recent	2019-02-26	2019-02-26	Food	98	Pedler	58 Peckham	2	SE15 4JR	London	UK	51.465124	-0.066652	Restaurant	Pedler	Corporation	pedlerpeckh	5	0	https://www	#peckham #p
#hashtag	Top Post	2019-02-26	2018-12-12	Interior Desig	43	Pempeople F	91 Peckham	1	SE15 5RS	London	UK	51.478615	-0.054128	Pop-Up	Pempeople F	Corporation	elishafrancis	184	14	https://www	#savethedat
Geolocation	Recent	2019-02-26	2019-02-26	Street	13	Rye Lane	8 Rye Ln	1	SE15 5EW	London	UK	51.467329	-0.072329	Street	Peckham	Individual	thomasjame	32	0	https://www	#Streetphot
#hashtag	Top Post	2019-02-26	2019-02-12	Storefront	31	The Arches S	48 Blenheim	1	SE15 4QL	London	UK	51.473479	-0.071169	Store	The Arches S	Corporation	jdpceramics	244	44	https://www	#actioncastir
#hashtag	Recent	2019-02-26	2019-02-26	Interior Desig	43	The Four Qua	187 Rye Ln	1	SE15 4TP	London	UK	51.466979	-0.072946	Bar	The Four Qua	Individual	__katiehardy	11	0	https://www	#acolorstory
#hashtag	Recent	2019-03-04	2019-03-04	Interior Desig	43	Artistic Spac	3-5 Latona R	3	SE15 6RX,	London	UK	51.474067	-0.090138	Co-Working S	City of Londo	Corporation	artisticspace	25	0	https://www	#photograph
Both	Recent	2019-03-04	2019-03-04	Drink	12	Bar Story	213 Blenheir	3	SE15 4QL	London	UK	51.469551	-0.06995	Bar	Peckham	Corporation	barstoryse15	15	0	https://www	#cocktails #h
Geolocation	Top Post	2019-03-04	2019-03-03	Interior Desig	43	Books Peckh	125 Rye Ln	1	SE15 4ST	London	UK	51.470163	-0.06853	Interior	Peckham	Corporation	bookspeckha	80	0	https://www	N/A
Geolocation	Top Post	2019-03-04	2019-03-03	Drink	12	Brew By Nur	Arches 1 & 2	6	SE15 4RF	London	UK	51.469005	-0.072845	Bar	Peckham	Influencer	the_beer_ex	163	7	https://www	#beerenthusi
#hashtag	Top Post	2019-03-04	2019-03-03	Food	98	Coal Rooms	11a Station \	6	SE15 4RX	London	UK	51.470097	-0.069222	Restaurant	Peckham	Corporation	coalrooms	290	14	https://www	#CoalRooms
Geolocation	Recent	2019-03-04	2019-03-03	Interior Desig	43	Copeland Ga	133 Copelan	24	SE15 3SN	London	UK	51.46986	-0.066316	Gallery	Peckham	Individual	mrspbtt	25	2	https://www	#hill #exhibit
#hashtag	Recent	2019-03-04	2019-03-04	Gym	1	F45 Peckham	239-241 Rye	1	SE15 4TP	London	UK	51.466364	-0.066143	Gym	F45 Peckham	Corporation	f45_training_	34	0	https://www	#f45fitness #
Geolocation	Top Post	2019-03-04	2019-03-02	Interior Desig	43	Ghost Notes	95A Rye Lan	2	SE15 4ST	London	UK	51.473824	-0.069259	Bar	Peckham	Individual	chloedees	223	7	https://www	N/A
#hashtag	Recent	2019-03-04	2019-03-04	Interior Desig	43	Isla Ray Café	37 Deptford	1	SE8 4AD	London	UK	51.472394	-0.092891	Café	N/A	Corporation	isla_ray_cafe	15	0	https://www	#islalyfe #isl
#hashtag	Top Post	2019-03-04	2019-03-03	Food	98	Kudu	119 Queen's	1	SE15 2EZ	London	UK	51.473891	-0.059319	Restaurant	Kudu Peckha	Individual	paulafitzhert	271	4	https://www	#onglet #pot
Geolocation	Top Post	2019-03-04	2019-03-04	Food	98	Made of Dou	182 Bellende	5	SE15 4BW	London	UK	51.467057	-0.072793	Restaurant	Peckham	Corporation	madeofdoug	84	2	https://www	N/A
Both	Recent	2019-03-04	2019-03-04	Interior Desig	43	Mystique	14 Ruby St	1	SE15 1LL	London	UK	51.4697	-0.057324	Club	Peckham	Individual	theycallherm	51	5	https://www	#london #pe
#hashtag	Top Post	2019-03-04	2019-03-03	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Peckham Lev	Corporation	othersidefrie	3090	43	https://www	#othersidefri
Geolocation	Top Post	2019-03-04	2019-03-03	Street Art	30	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Interior	Peckham	Individual	ogarturorom	80	9	https://www	N/A
Geolocation	Recent	2019-03-04	2019-03-04	Interior Desig	43	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Interior	Peckham	Individual	stretchyyoga	27	1	https://www	#childrensyo
Geolocation	Recent	2019-03-04	2019-03-04	Food	98	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Peckham	Corporation	levelsixpeckh	39	1	https://www	#supperclub
Geolocation	Recent	2019-03-04	2019-03-03	Street	13	Peckham Me	30 Rye Ln	1	SE15 5BS	London	UK	51.481957	-0.071062	Store	Peckham	Individual	n.swork	4	0	https://www	N/A
Geolocation	Recent	2019-03-04	2019-03-03	Street Art	30	Prince of Pec	1 Clayton Rd	6	SE15 5JA	London	UK	51.473659	-0.065421	Pub	Peckham	Individual	energizrgram	28	0	https://www	#streetart; #p
#hashtag	Top Post	2019-03-04	2019-02-20	Interior Desig	43	Punk Me Up	34 E Dulwich	2	SE22 9AX	London	UK	51.462124	-0.069517	Store Inside	N/A	Individual	nikki_pontin	140	22	https://www	muralart #ki
#hashtag	Top Post	2019-03-04	2019-02-26	Building	18	South Londo	65-67 Peckha	5	SE5 8UH	London	UK	51.474162	-0.079715	Gallery	London, Unit	Individual	look_uplond	354	5	https://www	#lookuplond
#hashtag	Top Post	2019-03-04	2019-01-21	Food	98	TUPI Peckha	206 Rye Ln	1	SE15 4NL	London	UK	51.466928	-0.066109	Restaurant	Tupi Restaur	Corporation	tupilondon	115	8	https://www	#tupilondon
Geolocation	Recent	2019-03-09	2019-03-08	Drink	12	2 Girls Café	24A Peckham	3	SE15 4JR	London	UK	51.466364	-0.066143	Café	Peckham	Individual	vegan_in_a_	39	0	https://www	#lavender #l
Geolocation	Top Post	2019-03-09	2019-01-03	Storefront	31	2 Girls Café	24A Peckham	3	SE15 4JR	London	UK	51.466364	-0.066143	Café	Peckham	Individual	laurapulesto	109	2	https://www	N/A
#hashtag	Recent	2019-03-09	2019-03-09	Storefront	31	Batch Cockta	56 Peckham	1	SE15 4JR	London	UK	51.47556	-0.065184	Bar	Batch Cockta	Corporation	batchbar	17	9	https://www	#ryelife #ryel
Geolocation	Top Post	2019-03-09	2019-03-08	Interior Desig	43	bo.lee galler	222 Rye Ln	2	SE15 4NL	London	UK	51.474489	-0.082858	Gallery	Peckham	Corporation	boleegallery	101	2	https://www	#andrewmci
#hashtag	Top Post	2019-03-09	2019-03-08	Bar	4	Brew By Nur	Arches 1 & 2	6	SE15 4RF	London	UK	51.469005	-0.072845	Bar	Brew By Nun	Corporation	brewbynumb	239	3	https://www	#craftbeer #c
#hashtag	Recent	2019-03-09	2019-03-09	Drink	12	Brick Brewer	Arch 209, Ble	1	SE15 4QL	London	UK	51.482434	-0.055594	Brewery	Brick Brewer	Individual	redev88	7	0	https://www	#beer #peckh

Association	Top Post/Recent	Found	Posted	Content	Content Occurrenc	Place	Address	Location Occurrence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
Geolocation	Recent	2019-03-09	2019-03-09	Food	98	Coal Rooms	11a Station \	6	SE15 4RX	London	UK	51.470097	-0.069222	Restaurant	Peckham	Corporation	coalrooms	103	10	https://www	#gosnellsups
#hashtag	Top Post	2019-03-09	2019-03-08	Food	98	Deserted Cac	135A Rye Ln	8	SE15 4ST	London	UK	51.469586	-0.067984	Restaurant	Deserted Cac	Corporation	deserted_cac	241	9	https://www	#vegan #wha
Geolocation	Top Post	2019-03-09	2019-03-03	Interior Desig	43	DIY Space fo	96-108 Orms	1	SE15 1TF	London	UK	51.470905	-0.067483	Event Space	Peckham	Individual	harpermaury	290	19	https://www	N/A
#hashtag	Top Post	2019-03-09	2019-03-01	Storefront	31	Home.	41 Grove Val	2	SE22 8EQ	London	UK	51.470276	-0.069628	Café	East Dulwich	Corporation	home.londor	132	13	https://www	#se22 #se15
Geolocation	Recent	2019-03-09	2019-03-08	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Peckham	Individual	joshnwarren	17	0	https://www	#lastoppa
Geolocation	Top Post	2019-03-09	2019-01-12	Food	98	Made of Dou	182 Bellende	5	SE15 4BW	London	UK	51.467057	-0.072793	Restaurant	Peckham	Corporation	madeofdoug	111	2	https://www	N/A
#hashtag	Recent	2019-03-09	2019-03-09	Food	98	Manze's Pie	105 Peckham	7	SE15 5RS	London	UK	51.474007	-0.0688	Storefront	N/A	Individual	pf_photograp	6	0	https://www	#pieandmasl
#hashtag	Top Post	2019-03-09	2019-03-05	Building	18	Peckham Rye	3-5 Station V	2	SE15 4RX	London	UK	51.465793	-0.065785	Station	Peckham Rye	Individual	rank_fly	1285	10	https://www	#peckham #l
Geolocation	Recent	2019-03-09	2019-03-09	Street Art	30	St John Chro	10 Meeting H	1	SE15 2UN	London	UK	51.477268	-0.059754	Church	Peckham	Individual	adamwighar	7	0	https://www	#uk #london
#hashtag	Top Post	2019-03-09	2019-02-26	Street	13	The Bishop P	25-27 Lordsh	1	SE22 8EW	London	UK	51.46595	-0.066584	Pub	The Bishop, I	Corporation	thebishoppul	118	1	https://www	#publife #viv
#hashtag	Recent	2019-03-09	2019-03-09	Food	98	The Montpel	43 Choumert	4	SE15 4AR	London	UK	51.467688	-0.0703	Restaurant	N/A	Corporation	themontpelie	10	0	https://www	#fresh #catcl
#hashtag	Recent	2019-03-09	2019-03-09	Food	98	The Round	Straker's Roa	1	SE15 3UA	London	UK	51.458935	-0.062138	Restaurant	Peckham Rye	Individual	colicci_uk	13	2	https://www	#colicciuk #p
#hashtag	Top Post	2019-03-09	2018-11-01	Food	98	The South Ea	20 Upland Ro	5	SE22 9EF	London	UK	51.473324	-0.08019	Restaurant	The South Ea	Corporation	secakery	115	9	https://www	#smores #co
#hashtag	Recent	2019-03-09	2019-03-09	Food	98	The White H	20-22 Peckha	1	SE15 4JR	London	UK	51.457131	-0.069186	Restaurant	The White H	Corporation	whitehorsep	15	0	https://www	#peckham #p
#hashtag	Top Post	2019-03-09	2019-03-09	Food	98	Zephyr Burge	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Zephyr Burge	Corporation	zephyrburger	449	9	https://www	#zephyrburge
Geolocation	Recent	2019-03-12	2019-03-12	Food	98	Bar Story	213 Blenheir	3	SE15 4QL	London	UK	51.469551	-0.06995	Bar	Peckham	Corporation	barstoryse15	23	4	https://www	#happyhourl
Geolocation	Top Post	2019-03-12	2019-03-10	Food	98	Brick House I	1 Zenoria St	3	SE22 8HP	London	UK	51.460241	-0.07571	Bakery	Peckham	Corporation	brickhousebr	232	5	https://www	#brownfood4
#hashtag	Recent	2019-03-12	2019-03-12	Food	98	Carcass	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Restaurant	Copeland Par	Corporation	hot_sauce_s	32	1	https://www	#bbq#streetf
Both	Recent	2019-03-12	2019-03-11	Street Art	30	Choumert &	79 Choumert	1	SE15 4AR	London	UK	51.467329	-0.072329	Street	Peckham	Individual	freddiepayne	237	1	https://www	#fpldn #35m
#hashtag	Top Post	2019-03-12	2019-03-02	Food	98	Chubby Dum	N/A	9	N/A	London	UK	N/A	N/A	Food Truck	N/A	Corporation	chubbydump	240	11	https://www	#chubbydum
#hashtag	Top Post	2019-03-12	2019-02-26	Art	3	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Building	Copeland Par	Individual	katrinaradam	549	10	https://www	#bold #shape
Geolocation	Recent	2019-03-12	2019-03-12	Street Art	30	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Market	Peckham	Individual	emueiaikeio	20	0	https://www	#sustainabili
#hashtag	Top Post	2019-03-12	2019-03-12	Food	98	Deserted Cac	135A Rye Ln	8	SE15 4ST	London	UK	51.469586	-0.067984	Restaurant	Deserted Cac	Corporation	deserted_cac	334	9	https://www	#vegan #wha
Geolocation	Top Post	2019-03-12	2019-03-06	Food	98	Forza Win	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Restaurant	Peckham	Corporation	forzawin	189	17	https://www	N/A
Geolocation	Top Post	2019-03-12	2019-03-10	Art	3	Hannah Barr	4 Holly Grove	1	SE15 4DF	London	UK	51.469626	-0.07301	Gallery	Peckham	Individual	georgiabyng	84	5	https://www	N/A
#hashtag	Recent	2019-03-12	2019-03-12	Street	13	Julian Superr	137 Brayards	1	SE15 2BX	London	UK	51.469608	-0.067593	Street	Peckham	Individual	jeromefavre	42	2	https://www	#corner #bra
#hashtag	Top Post	2019-03-12	2019-02-25	Drink	12	Kanpai Londc	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Brewery	Kanpai Londc	Corporation	kanpailondor	140	10	https://www	#foodandsak
#hashtag	Top Post	2019-03-12	2019-02-25	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Influencer	london	13173	61	https://www	#Peckham #l
Geolocation	Recent	2019-03-12	2019-03-11	Food	98	Made of Dou	182 Bellende	5	SE15 4BW	London	UK	51.467057	-0.072793	Restaurant	Peckham	Individual	mycrumbsho	18	0	https://www	#mycrumbsh
#hashtag	Top Post	2019-03-12	2019-02-21	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Peckham Lev	Corporation	othersidefrie	6618	64	https://www	#othersidefri
#hashtag	Top Post	2019-03-12	2019-01-18	Interior Desig	43	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Yoga Studio	Peckham Lev	Individual	allyyhead	117	11	https://www	#yogachallen
Both	Top Post	2019-03-12	2019-03-12	Street Art	30	Peckham Pea	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Street	Peckham	Individual	yogamandine	69	4	https://www	#allthefeels;
#hashtag	Recent	2019-03-12	2019-03-12	Park	2	Peckham Rye	Peckham Rye	6	SE15 3UW	London	UK	51.461499	-0.06506	Park	N/A	Individual	ameysdogse	4	0	https://www	#dogwalks #e
Geolocation	Top Post	2019-03-12	2019-03-11	Street Art	30	Prince of Pec	1 Clayton Rd	6	SE15 5JA	London	UK	51.473659	-0.065421	Street	Peckham	Individual	lewisquerell	169	0	https://www	#streetart #p
Both	Recent	2019-03-12	2019-03-11	Street Art	30	Prince of Pec	1 Clayton Rd	6	SE15 5JA	London	UK	51.473659	-0.065421	Street	Peckham	Individual	zahria	44	1	https://www	#streetart #p
#hashtag	Recent	2019-03-12	2019-03-12	Food	98	Silk Road	49 Camberw	1	SE5 8TR	London	UK	51.469203	-0.07159	Restaurant	Silk Road	Influencer	peckishinpec	46	4	https://www	#camberwell
Geolocation	Top Post	2019-03-12	2019-03-11	Building	18	Super Unisor	133 Copelanc	2	SE15 3SN	London	UK	51.473719	-0.069419	Studio	Peckham	Individual	uncleperezta	32	0	https://www	N/A
#hashtag	Recent	2019-03-12	2019-03-12	Drink	12	The Brockley	14A Brockley	1	SE4 1BE	London	UK	51.469993	-0.065059	Deli	N/A	Corporation	thebrockleyd	11	1	https://www	#coffee #hot
#hashtag	Recent	2019-03-12	2019-03-12	Drink	12	The Crow's N	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Bar	Peckham Lev	Corporation	ladygodivaba	11	1	https://www	#drinkindepe
#hashtag	Top Post	2019-03-12	2018-12-20	Building	18	Theatre Peck	221 Havil St,	4	SE5 7SD	London	UK	51.469551	-0.06995	Building	Peckham	Corporation	jesticowhiles	114	7	https://www	#peckham
#hashtag	Recent	2019-03-20	2019-03-20	Interior Desig	43	Artistic Spac	3-5 Latona R	3	SE15 6RX,	London	UK	51.474067	-0.090138	Co-Working S	Bermondsey	Corporation	artisticspace	21	0	https://www	#photograph
Geolocation	Top Post	2019-03-20	2019-02-09	Interior Desig	43	Bar Story	213 Blenheir	3	SE15 4QL	London	UK	51.469551	-0.06995	Bar	Peckham	Corporation	tylerandco_	165	5	https://www	N/A
Geolocation	Recent	2019-03-20	2019-03-20	Bar	4	Canavan's Pe	188 Rye Ln	3	SE15 4NF	London	UK	51.467265	-0.066522	Bar	Peckham	Individual	the.nicest	46	0	https://www	#thenicest #p
#hashtag	Recent	2019-03-20	2019-02-20	Food	98	Coal Rooms	11a Station \	6	SE15 4RX	London	UK	51.470097	-0.069222	Restaurant	N/A	Corporation	coalrooms	4	0	https://www	#coalrooms #l
Geolocation	Recent	2019-03-20	2019-03-18	Storefront	31	Form SE15	186 Bellende	2	SE15 4BW	London	UK	51.467057	-0.072793	Storefront	Peckham	Corporation	plasticfreepe	127	12	https://www	#plasticfreec
Geolocation	Top Post	2019-03-20	2019-03-19	Food	98	Forza Win	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Restaurant	Peckham	Individual	foodieboys	19	0	https://www	#London #lor
#hashtag	Top Post	2019-03-20	2019-03-15	Store	9	Kim Lien Mir	47 Peckham	2	SE15 5EB	London	UK	51.473485	-0.071181	Store	Peckham	Individual	freddiepayne	578	21	https://www	#fpldn #35m
#hashtag	Top Post	2019-03-20	2019-03-20	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Corporation	levanlondon	100	4	https://www	#midweekea
#hashtag	Top Post	2019-03-20	2019-03-17	Food	98	Levan	12-16 Blenhe	12	SE15 4QL	London	UK	51.469681	-0.069257	Restaurant	Levan	Corporation	levanlondon	440	5	https://www	#sunny #sunc
Geolocation	Recent	2019-03-20	2019-03-20	Food	98	Level Six Pec	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Peckham	Corporation	levelsixpeckh	42	0	https://www	#juices #pecl
#hashtag	Top Post	2019-03-20	2019-03-10	Store	9	Morley's Frie	10 Peckham	4	SE15 5DT	London	UK	51.473416	-0.055924	Restaurant	Morley's	Individual	sophieantrop	162	14	https://www	#drmartens #l
#hashtag	Recent	2019-03-20	2019-03-20	Storefront	31	Old Spike Ro	54 Peckham	1	SE15 4JR	London	UK	51.465158	-0.066607	Street	Old Spike Ro	Individual	shortbackanc	45	3	https://www	#rocketbarbe
Geolocation	Recent	2019-03-20	2019-03-19	Scenery	9	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	View	Peckham	Individual	olivier_picco	22	1	https://www	#se15 #peckl
Geolocation	Top Post	2019-03-20	2019-03-15	Interior Desig	43	Peckham Lev	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Interior	Peckham	Influencer	fito_siloe	123	1	https://www	N/A
#hashtag	Top Post	2019-03-20	2019-03-15	Park	2	Peckham-Eas	East Dulwich	1	SE15 3PQ	London	UK	51.462776	-0.064742	Street	N/A	Individual	peckhampec	646	14	https://www	#peckham #c
#hashtag	Recent	2019-03-20	2019-02-20	Store	9	SeaBass Cycl	62 Camberw	1	SE5 8QZ	London	UK	51.47349	-0.088774	Store	N/A	Corporation	seabasscycle	31	1	https://www	#gorillasinth
Geolocation	Top Post	2019-03-20	2019-03-19	Street	13	Station Barb	4 Station Wa	1	SE15 4RX	London	UK	51.470044	-0.068903	Street	Peckham	Individual	jeffslade	21	1	https://www	#streetphoto
#hashtag	Recent	2019-03-20	2019-03-20	Street Art	30	Street Sign	10 Station W	1	SE154RX	London	UK	51.469982	-0.069553	Street	N/A	Individual	ashchalkphot	10	0	https://www	#Peckham #s
Geolocation	Recent	2019-03-20	2019-03-19	Storefront	31	The Nags He	231 Rye Lane	1	SE15 4TP	London	UK	51.467154	-0.065883	Pub	Peckham	Individual	laurenjoyken	51	5	https://www	#documenta
#hashtag	Recent	2019-03-25	2019-03-25	Food	98	Artusi	161 Bellende	2	SE15 4DH	London	UK	51.468779	-0.067558	Restaurant	Artusi	Corporation	artusipeckha	17	1	https://www	#apple #cake
#hashtag	Recent	2019-03-25	2019-03-25	Scenery	9	Blenheim Gr	16 Blenheim	1	SE15 4QL	London	UK	51.469694	-0.069269	Co-Working S	Blenheim Gr	Corporation	508world	5	0	https://www	#officejob #p
Geolocation	Top Post	2019-03-25	2019-03-24	Food	98	Brick House I	1 Zenoria St	3	SE22 8HP	London	UK	51.460241	-0.07571	Bakery	Peckham	Corporation	brickhousebr	164	5	https://www	N/A
#hashtag	Recent	2019-03-25	2019-03-25	Interior Desig	43	Copeland Par	133 Copelanc	24	SE15 3SN	London	UK	51.46986	-0.066316	Building	N/A	Individual	themikelond	14	1	https://www	#stairwell #s
Geolocation	Top Post	2019-03-25	2019-03-24	Street	13	Holdron's Arc	135a Rye Ln	8	SE15 4ST	London	UK	51.469586	-0.067984	Street	Peckham	Individual	lu_tang_clan	106	0	https://www	#35mm
#hashtag	Recent	2019-03-25	2019-03-25	Street	13	Jenny's Resta	12 Station W	2	SE15 4RX	London	UK	51.470034	-0.068937	Street	Peckham	Individual	evapalazzett	14	1	https://www	#IShootFilm

Association	Top Post/Recent	Found	Posted	Content	Content Occurrenc	Place	Address	Location Occurrence	Postal Code	City	Country	Latitude	Longitude	Location Type	Geolocation	User	Handle	Likes	Comments	URL	#Hashtags
Geolocation	Recent	2019-03-25	2019-03-25	Building	18	Manze's Pie	105 Peckham	7	SE15 5RS	London	UK	51.474007	-0.0688	Storefront	Peckham	Individual	phlpt	1	0	https://www	N/A
#hashtag	Top Post	2019-03-25	2019-03-24	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Peckham Lev	Corporation	othersidefrie	2327	27	https://www	#othersidefri
#hashtag	Top Post	2019-03-25	2019-03-25	Food	98	Peckham Ba	119 Consort	2	SE15 3RU	London	UK	51.467799	-0.061874	Restaurant	Peckham Ba	Corporation	thecitylanelo	325	8	https://www	#londonfood
Geolocation	Top Post	2019-03-25	2019-03-25	Street	13	Rooster's Hu	177 Rye Ln	1	SE15 4TP	London	UK	51.46819	-0.06718	Street	Peckham	Individual	lawrencesav	122	17	https://www	N/A
Geolocation	Recent	2019-03-25	2019-03-25	Tattoo	2	Rye Lanez Ta	22A Blenheir	1	SE15 4QN	London	UK	51.46954	-0.069606	Tattoo Parlor	Peckham	Individual	crxdtattoos	10	0	https://www	#grime #lgnc
Geolocation	Recent	2019-03-25	2019-03-25	Street Art	30	Sage Flower	232 Rye Ln	1	SE15 4NL	London	UK	51.466244	-0.066487	Flower Shop	Peckham	Individual	stranger_the	23	0	https://www	#londontown
Geolocation	Top Post	2019-03-25	2019-03-25	Building	18	South Londo	65-67 Peckha	5	SE5 8UH	London	UK	51.474162	-0.079715	Gallery	Peckham	Individual	paigechaplin	14	0	https://www	#London #so
#hashtag	Top Post	2019-03-25	2019-03-22	Food	98	The South Ea	20 Upland R	5	SE22 9EF	London	UK	51.473324	-0.08019	Restaurant	The South Ea	Individual	helzzrich	328	43	https://www	#invite #buzz
#hashtag	Top Post	2019-03-25	2019-03-20	Food	98	The South Ea	20 Upland R	5	SE22 9EF	London	UK	51.473324	-0.08019	Restaurant	The South Ea	Influencer	wearethefoo	428	17	https://www	#thefoodwh
Geolocation	Top Post	2019-03-25	2019-03-23	Street Art	30	The Yard	133 Copelan	24	SE15 3SN	London	UK	51.46986	-0.066316	Gym	Peckham	Individual	lauraannmur	61	4	https://www	#london #pe
#hashtag	Recent	2019-03-25	2019-03-25	Food	98	Well Street F	120 Peckham	6	SE15 5JT	London	UK	51.474854	-0.069611	Restaurant	Well Street F	Corporation	wellstreetpiz	19	2	https://www	#mondaymo
#hashtag	Top Post	2019-03-25	2019-03-23	Storefront	31	Zia Lucia Piz	157 Hollowa	1	N7 8LX	London	UK	51.549594	-0.10862	Restaurant	Lewisham, L	Corporation	zialuciapizza	153	14	https://www	#weekend; #
#hashtag	Recent	2019-03-28	2019-03-28	Interior Desig	43	Artistic Spac	3-5 Latona R	3	SE15 6RX,	London	UK	51.474067	-0.090138	Co-Working S	London, Unit	Corporation	artisticspace	14	2	https://www	#photograph
Geolocation	Top Post	2019-03-28	2019-03-27	Food	98	Brick House I	1 Zenoria St	3	SE22 8HP	London	UK	51.460241	-0.07571	Bakery	Peckham	Corporation	brickhousebr	297	27	https://www	N/A
#hashtag	Top Post	2019-03-28	2019-03-10	Scenery	9	Copeland Par	133 Copelan	24	SE15 3SN	London	UK	51.46986	-0.066316	Building	Copeland Par	Corporation	freddiepayne	1034	23	https://www	#fpldn #35m
Geolocation	Recent	2019-03-28	2019-03-27	Street Art	30	Copeland Par	133 Copelan	24	SE15 3SN	London	UK	51.46986	-0.066316	Building	Peckham	Individual	moonshinea	23	4	https://www	#creative #g
Geolocation	Recent	2019-03-28	2019-03-28	Food	98	Ganapati	38 Holly Gro	3	SE15 5DF	London	UK	51.469626	-0.07301	Restaurant	Peckham	Individual	glutenfree_g	22	3	https://www	#glutenfree
#hashtag	Top Post	2019-03-28	2019-03-28	Street	13	Holdrons Arc	135a Rye Ln	8	SE15 4ST	London	UK	51.469586	-0.067984	Street	Holdrons Arc	Corporation	Holdrons Arc	153	6	https://www	#copelandpa
Geolocation	Top Post	2019-03-28	2019-03-26	Storefront	31	Issa Vibe	181 Rye Lane	1	SE15 4TP	London	UK	51.468132	-0.067057	Restaurant	Peckham	Corporation	maejscafe	90	4	https://www	#blackowned
Geolocation	Recent	2019-03-28	2019-03-26	Storefront	31	Manze's Pie	105 Peckham	7	SE15 5RS	London	UK	51.474007	-0.0688	Storefront	Peckham	Individual	nickwrightlo	11	1	https://www	N/A
Geolocation	Top Post	2019-03-28	2019-03-27	Scenery	9	Mountainvie	120 Peckham	6	SE15 5SS	London	UK	51.474698	-0.069344	School	Peckham	Individual	itsellieloves	50	0	https://www	N/A
#hashtag	Recent	2019-03-28	2019-03-28	Food	98	Other Side F	95a Rye Ln	37	SE15 4ST	London	UK	51.470776	-0.067375	Restaurant	Pop Brixton	Corporation	othersidefrie	136	6	https://www	#othersidefri
#hashtag	Top Post	2019-03-28	2019-03-28	Tattoo	2	Peckham Lib	122 Peckham	2	SE15 5JR	London	UK	51.474467	-0.069082	Tattoo	Peckham Libr	Individual	beg4cred	132	1	https://www	#art #beg4cr
Geolocation	Recent	2019-03-28	2019-03-28	Street	13	Peckham Rye	3-5 Station V	2	SE15 4RX	London	UK	51.465793	-0.065785	Station	Peckham	Individual	ikhan92	30	0	https://www	#peckhamrye
#hashtag	Recent	2019-03-28	2019-03-28	Drink	12	Pedler	58 Peckham	2	SE15 4JR	London	UK	51.465124	-0.066652	Restaurant	N/A	Corporation	pedlerpeckha	5	0	https://www	#peckham #c
Geolocation	Top Post	2019-03-28	2019-02-26	Street	13	Poundland	40F Hanover	1	SE15 5HS	London	UK	51.472887	-0.069725	Store	Peckham	Individual	lilstonerdiva	331	8	https://www	N/A
#hashtag	Top Post	2019-03-28	2019-03-22	Food	98	RudeNboom	1A Browning	1	SE17 1LP	London	UK	51.489621	-0.096026	Café	RudeNboomi	Corporation	rudenboomir	119	2	https://www	#rudenboom
#hashtag	Top Post	2019-03-28	2019-03-27	Food	98	South Londo	65-67 Peckha	5	SE5 8UH	London	UK	51.474162	-0.079715	Gallery	N/A	Corporation	southlondong	119	2	https://www	#cooking #fla
#hashtag	Recent	2019-03-28	2019-03-28	Drink	12	The Clock Ho	196A Peckha	2	SE22 9QA	London	UK	51.467999	-0.066886	Pub	The Clock Ho	Corporation	the_clockhou	12	0	https://www	#cocktail #co
#hashtag	Recent	2019-03-28	2019-03-28	Interior Desig	43	Theatre Peck	221 Havil St,	4	SE5 7SD	London	UK	51.469551	-0.06995	Building	Theatre Peck	Corporation	theatrepeckh	3	1	https://www	#theatrepeck

USERS

Q6 →

Q0. General		Q1. Are you a resident of Embajadores-Lavapiés in Madrid?				Q2. How did you hear about this space?					Q3. How did you find this space prior to visiting?					Q4. What were your reasons for photographing this space?				Q5. Are you aware of the popularity of this space on Instagram?	
INSTA SPOT	LANG	Yes	No, resident of another part of Madrid	No, visiting from another location in Spain	No, visiting tourist from another country	Friends, Family, Coworkers	Instagram	Digital Publications	Other forms of Social Media	Other Information Sources	Word of Mouth (friends, family, etc.)	Looked it up (maps, website, etc.)	Social Media (Instagram, etc.)	Been here previously	Found it Accidentally	Instagram	Personal Reasons	Thought it was Cool	Other	Yes	No
1-Okuda	ENG	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
1-Okuda	ENG	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0
1-Okuda	ENG	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	1	0	1	0
1-Okuda	ENG	0	1	0	0	1	0	0	0	1	1	0	0	0	0	0	0	1	0	1	0
1-Okuda	ESP	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	1
1-Okuda	ESP	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	1	0
1-Okuda	ESP	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	1	1	0
2-Tabacalera	ENG	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	1	0
3-Teatro Incl	ENG	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1
4-Tabacalera	ENG	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0
6-TuuuLibreria	ESP	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	1	0
1-Peckham L	ENG	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
1-Peckham L	ENG	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0
2-CPBB	ENG	0	0	1	0	1	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1
2-CPBB	ENG	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1
3-Levan	ENG	1	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	0	0	1
	TOTAL	7	6	2	1	8	4	0	0	5	6	4	2	2	3	1	3	8	2	10	6

OWNERS

Q8 →

Q0. General		Q1. Are you the owner of this establishment of a nearby establishment?			Q2. Are you a local resident of the neighbourhood?			Q3. Are you aware of people taking photos of this space?		Q4. Are you aware if these photos are being shared to Instagram?		Q5. Are you aware of the popularity of this space on Instagram?		Q6. Have you noticed any changes in the type of people who visit the space?			Q7. Have you noticed any other changes in the type of people who visit this space?
INST SPOT	LANG	This establishment	Nearby establishment	N/A	Yes	No, I live in another area	N/A	Yes	No	Yes	No	Yes	No	Yes	No	N/A	
1-Okuda	ESP	1	0	0	1	0	0	1	0	1	0	1	0	1	0	0	This is an X-pressure order for #xpresionstudio that is what it is called and if more tourists come than before, although I do not think it is exclusively because of this.
5-LAP	ENG	0	1	0	1	0	0	0	1	1	0	0	1	0	0	1	N/A
5-LAP	ESP	1	0	0	0	1	0	0	1	1	0	0	1	0	0	1	N/A
1-Peckham L	ENG	1	0	0	1	0	0	1	0	1	0	1	0	1	0		I think it's becoming more popular with tourists visiting London
1-Peckham L	ENG	1	0	0	1	0	0	1	0	1	0	1	0	1	0	0	Tourist
5-M.Manze	ENG	0	1	0	1	0	0	0	1	0	1	0	1	1	0	0	Yes
5-M.Manze	ENG	0	1	0	1	0	0	1	0	1	0	0	1	0	0	1	N/A
	TOTAL	4	3	0	6	1	0	4	3	6	1	3	4	4	0	3	

Q6. Would you have visited this space even if you could not shre the image to Instagram?			Q7. Does seeing images on Instagram influence where you go in the city?				Q8. Does sharing images on Instagram influence where you go in the city?				Q9. Have you noticed an increase in prices near this location in the neighbourhood?			Q10. Does what you see on Instagram influence what you consume in the city?			Q11. Would you like to expand any further?
Yes	No	Unsure	Yes	No	Sometimes	N/A	Yes	No	Sometimes	N/A	Yes	No	Have not Noticed	Yes	No	N/A	
1	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	N/A
1	0	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0	N/A
1	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0	N/A
1	0	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	N/A
1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	N/A
1	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	1	It depends, if I see a place that interests me I can visit it, but pq I was interested in it before, do not leave on
1	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	N/A
1	0	0	0	0	1	0	0	0	1	0	0	1	0	1	0	0	N/A
1	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	0	N/A
1	0	0	0	0	1	0	0	0	1	0	0	0	1	0	1	0	N/A
1	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	I usually go to coffee shops, restaurants and bookstores that I have seen other IG users and they have caught my attention for something. For me it is an added value.
1	0	0	1	0	0	0	0	0	1	0	0	0	1	1	0	0	N/A
1	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	0	N/A
1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	1	0	N/A
1	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	N/A
1	0	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	N/A
16	0	0	4	1	11	0	2	5	9	0	3	5	5	7	8	1	

Q8.Has the popularity of this space changed anything about the surrounding neighbourhood?			Q9. Has this space's popularity increased the prices of anything in the neighbourhood?			Q10. Do you use Instragram as part of your daily business operations?		Q11. Do you think that Instagram is a powerful tool in promoting a space to a wider audience?		Q12. Would you like to expand further?
Yes	No	Have not noticed	Yes	No	Have not noticed	Yes	No	Yes	No	
1	0	0	0	1	0	1	0	1	0	N/A
0	0	1	0	0	1	0	1	1	0	N/A
1	0	0	1	0	0	1	0	1	0	N/A
0	0	1	1	0	0	1	0	1	0	N/A
1	0	0	0	1	0	1	0	1	0	N/A
0	0	1	0	1	0	0	1	1	0	Different people use Instagram to Facebook for example
0	1	0	1	0	0	0	1	1	0	N/A
3	1	3	3	3	1	4	3	7	0	

BLOGGERS

Q6 →

Q0. General	Q1. you a resident of Peckham in London?				Q2. How do you hear about new locations or places in Peckham?					Q3. What are the reasons behind you photographing palces in Peckham and sharing the images on Instagram?					Q4. Have you noticed any influence by your posts on where people go in the city?			Q5. Has the popularity of certain locations on Instagram changed anything about the neighbourhood of Peckham?		
LANG	Yes	No, I am a resident of another part of London	No, I am visiting from another location in the UK	No, I am a visiting tourist from another country	Friends, Family, Coworkers	Instagram	Digital Publications	Other Forms of Social Media	Other Infromation Sources	Occupational Reasons	Personal Reasons	I Thought it was a Cool Location	Paid advertisement by establishment	N/A	Yes	No	N/A	Yes	No	Have not noticed
ENG	0	0	1	0	1	1	0	1	0	1	0	1	1	0	1	0	0	1	0	0

Q6. Has the popularity incresed the prices of anything in the neighbourhood?			Q7. To what extent do you use Instagram as part of your daily business operations?					Q8. Would you expand further on your reasons for using Instagram in your daily business operations?	Q9. Does seeing images on Instagram influence where you go in the city?				Q10. Does what you see in Instagram influence what you consume in the city?			Q11. Do you think that Instagram is a powerful tool in promoting certain spaces to a wider audience?		Q12. Would you like to expand further?
Yes	No	Have not noticed	1	2	3	4	5		Yes	No	Sometimes	N/A	Yes	No	N/A	Yes	No	
0	0	1	0	0	0	0	1	I advertise exclusively through Instagram	1	0	0	0	1	0	0	1	0	Instagram allows an unknowing audience to connect with places that people they know or who's opinion they trust or value

appendix c : consumption cost comparison maps

madrid consumption cost comparison map

london consumption cost comparison map

appendix d : consumption cost inventory

madrid consumption cost inventory

EMBAJADORES-LAVAPIES

Instagram Location	Individual Spaces of Consumption (50m)									Combined	Indivivdual Spaces of Consumption (250m)									Combined	Differences	
	Type of Consumption Space	Location (50m)	Item A	Cost A	Item B	Cost B	Item C	Cost C	Average Costs of Individual G&S (50m)	Combined Average Costs of Instagram Spot (50m)	Location (250m)	Item A	Cost A	Item B	Cost B	Item C	Cost C	Average Costs of Individual G&S (250m)	Combined Average Costs of Instagram Spot (250m)	Difference of Individual Average Costs	Difference of Combined Average Costs
Loc 1 - Okuda Street Art	Grocery Stor	Carrefour Expr	Mahou Classic	€ 0.41	Sandwich to go (IM)	€ 1.00			€ 0.71	€ 3.51	Carrefour 24l	Mahou Class	€ 0.55	Sandwich to	€ 1.10			€ 0.83	€ 5.11	-€ 0.12	-€ 1.60
	Bar	Craft Against t	Tostas	€ 5.50	Wine	€ 2.50	Beer (0.5)	####	€ 4.33		La Tienda de	Tostas	€ 5.00	Wine	€ 3.00	Beer	€ 4.00	€ 4.00		€ 0.33	
	Bar	La Fantástica	Con tomate	€ 2.50	Vermouth	€ 1.50			€ 2.00		Bar Santurce	Patatas Brav	€ 2.80	Vino Rioja	€ 1.90	Cerveza	€ 1.90	€ 2.20		-€ 0.20	
	Hair Salon	Peluqueria Lav	Cut	€ 7.00					€ 7.00		Bearbero	Cut	€ 17.00					€ 17.00		-€ 10.00	
	Bar	Casa Zoilo	Beer	€ 3.50					€ 3.50		Bar en Ca 'Ki	Wine	€ 1.50					€ 1.50		€ 2.00	
Loc 2 - Tabacalera Wall	Restaurant	Bombay Blue	Menu of Day	€ 11.95					€ 11.95	€ 13.48	Safran Indiar	Menu of the	€ 9.75					€ 9.75	€ 12.06	€ 2.20	€ 1.42
	Restaurant	Bar Restauran	Tortilla	€ 2.50	Menu of the Day	######			€ 6.70		El Ecuentro	Tortilla	€ 2.10	Menu of the	€ 10.50			€ 6.30		€ 0.40	
	Book Store	Grant Librería	J. Harrison - Dalva	€ 22.00	M. Levrero (Hunting	######	E. Menoza (The Ki	####	€ 21.80		La Central	Jim Harrison	€ 22.00	Mario Levrer	€ 17.90	E. Menoza (T	€ 20.50	€ 20.13		€ 1.67	
Loc 3 - Teatro Valle Inclán	Theatre	Teatro Valle-In	The Condor and the	€ 25.00					€ 25.00	€ 7.26	Teatro Nuev	El Medico	€ 24.00	Forever 9Jun	€ 30.00	Flashdance (	€ 25.00	€ 26.33	€ 7.51	-€ 1.33	-€ 0.25
	Ice Cream	Heladería Yoli	Single Scoop	€ 2.50	Double Scoop	€ 3.50	Triple Scoop	####	€ 3.50		Sani Sapori	Single Scoop	€ 2.20	Double Scoo	€ 2.70	Triple Scoop	€ 3.70	€ 2.87		€ 0.63	
	Bar	Maldito Quere	Wine	€ 2.50					€ 2.50		Kubo King	4 Bottles (Sa	€ 3.00	Bottle of Ver	€ 8.00	2 Minis Tintc	€ 4.00	€ 5.00		-€ 2.50	
	Restaurant	La Playa de La	Tostas	€ 4.50	Mains	€ 6.00	Wine	####	€ 4.33		Tribuetxe	Pintxo	€ 2.50					€ 2.50		€ 1.83	
	Grocery Stor	Carrefour 24h	Mahou classic	€ 0.84	Sandwich to go (IM)	€ 1.10			€ 0.97		Carrefour Exp	Mahou Class	€ 0.66	Sandwich to	€ 1.00			€ 0.83		€ 0.14	
Loc 4 - Tabacalera	Culture Centr	Tabacalera Ar	Exhibitions	€ 0.00					€ 0.00	€ 0.00	La Casa Ence	Entrance	€ 0.00					€ 0.00	€ 0.00	€ 0.00	€ 0.00
Loc 5 - LAP Café	Café	LAP Café Bistr	Latte	€ 1.60	Breakfast	€ 8.00	Tostas con tomat	####	€ 3.87	€ 12.72	Boconó Coffe	Latte	€ 2.00	Breakfast De	€ 8.00	Tostas con to	€ 2.50	€ 4.17	€ 11.26	-€ 0.30	€ 1.46
	Bakery	Ecuapan	Bread	€ 0.90	Pastetise	€ 0.80			€ 0.85		GRANIER	Bread	€ 1.80	Croissants	€ 0.80	Piece of Cake	€ 2.50	€ 1.70		-€ 0.85	
	Bar	ENCUENTROS	Beer	€ 3.00	Patacones	€ 4.00	Hamburger	####	€ 5.00		La Chispera	Beer	€ 2.50	Tostas	€ 4.40	Hamburger	€ 9.50	€ 5.47		-€ 0.47	
	Café	Kaldi Café	Tostas	€ 4.20	Brownie	€ 4.00	Latte	####	€ 3.47		Ruda Café	Latte	€ 2.20	Cookie	€ 1.75	Tostas	€ 4.00	€ 2.65		€ 0.82	
	Bar	Tasca Barea	Tortikla	€ 3.50	Raciones	€ 6.00	Wine	####	€ 4.00		Bar Cruz	Wine	€ 1.50	Tortilla	€ 2.50	Patatas Brav	€ 4.00	€ 2.67		€ 1.33	
	Restaurant	Éccolo	Margherita	€ 9.50	Cheapest Pizza	€ 9.50	Most Expensive Pi	####	€ 10.83		La Capriccios	Margherita	€ 8.50	Cheapest Piz	€ 8.50	Most Expens	€ 12.90	€ 9.97		€ 0.87	
	Hostel	THC Latina Ho	Double Room (for	€ 61.00					€ 61.00		Las Musas H	Double Room	€ 52.20					€ 52.20		€ 8.80	
Loc 6 – TuuuLibreria	Music Store	Liquidator Mu	A Funky Trip	€ 22.00	Man Who Sold the V	######	Back to Black	####	€ 18.00	€ 19.36	Bajoelvolcán	A Funky Trip	€ 24.60	Man Who Sc	€ 20.95	Back to Blacl	€ 18.15	€ 21.23	€ 14.77	-€ 3.23	€ 4.58
	Bar	Bar Pavón	Plate of day	€ 8.00	Tortilla	€ 3.00			€ 5.50		Fetén	Croquetas	7.5	Wine	2.5			€ 5.00		€ 0.50	
	Restaurant	La Alegría de l	Menu of the Day	€ 7.90	Vegan Empanadilla	€ 1.95	Mahou (Cerveza)	####	€ 3.78		Pura Vida Ve	Mains	€ 9.95	Croquettes	€ 6.95	Beer	€ 2.50	€ 6.47		-€ 2.68	
	Theatre	The Kamikaze	EL Viaje (Peter Sar	€ 25.00	Facil Lotar	######	Function por Hace	####	€ 22.00		Teatro La Lat	The Function	€ 24.00	We love Que	€ 19.00	The best of Y	€ 16.00	€ 19.67		€ 2.33	
	Hair Salon	Las Niñas del	Cut	€ 35.00	Highlights	######			€ 47.50		SPEJOS	Cut	€ 17.00	Highlights	€ 26.00			€ 21.50		€ 26.00	
								Average	€ 10.77									Average: € 9.69	Average:	£1.08	

Cost Comparison at Instagram Location

Instagram Location	Average Cost at 50m (£)	Average Cost at 250m (£)	Difference of Average Costs (£)	CPI Difference (%)	Increase of Cost (%)
Loc 1 - Okuda Street Art	€ 4.33	€ 4.00	€ 0.33	108%	8%
Loc 2 - Tabacalera Wall	€ 6.70	€ 6.30	€ 0.40	106%	6%
Loc 3 - Teatro Valle-Inclán	€ 3.50	€ 2.87	€ 0.63	122%	22%
Loc 4 - Tabacalera	€ 3.87	€ 0.00	€ 3.87	0%	0%
Loc 5 - LAP Café	€ 0.85	€ 1.70	-€ 0.85	50%	-50%
Loc 6 – TuuuLibreria	€ 5.50	€ 5.00	€ 0.50	110%	10%
Averages	€ 4.13	€ 3.31	**€ 0.81**	**125%**	**25%**

PECKHAM

Instagram Location	Individual Spaces of Consumption (50m)									Combined	Indivivdual Spaces of Consumption (250m)									Combined	Differences	
	Type of Consumption Space	Location (50m)	Item A	Cost A	Item B	Cost B	Item C	Cost C	Average Costs of Individual G&S (50m)	Combined Average Costs of Instagram Spot (50m)	Location (250m)	Item A	Cost A	Item B	Cost B	Item C	Cost C	Average Costs of Individual G&S (250m)	Combined Average Costs of Instagram Spot (250m)	Difference of Individual Average Costs	Difference of Combined Average Costs
Loc 1 - Peckham Levels	Bar	Frank's Cafe	Cocktail	£8.00	Beer	£5.20	Pita & Hummus	£5.50	£14.12	£22.19	200 Rye Lane	Cocktail	£7.75	Beer	£4.50	Pita & Humm	£3.50	£5.25	£20.90	£8.87	£1.29
	Bar	Lady Godiva	Beer	£5.50	Cider	£5.50	Wine (175)	£4.90	£5.30		The Four Quar	Beer	£4.50	Cider	£4.20	Wine (175)	£4.70	£4.47		£0.83	
	Tacos	Hermanos Taco	3 Tacos	£8.00	Burrito	£8.50	Mexican Beer	£4.50	£7.00		Taco Queen	3 Tacos	£11.25	Burrito	£8.00	Mexican Bee	£4.00	£7.75		-£0.75	
	Food	Other Side Friec	Chicken Burger	£8.50	Fries	£3.00			£5.75		Morley's Lond	Chicken Burg	£4.19	Fries	£1.79	Beer		£2.99		£2.76	
	Salon	Cahoona's Hair	Hair Cut - W	£60.00	Hair Cut - M	£35.00			£47.50		Cut-Throat Pe	Hair Cut - W	£45.00	Hair Cut - M	£35.00			£40.00		£7.50	
	Yoga Studio	LevelSix Yoga	1 Class	£14.00	10 Classes	£110.00	Unlimited	£88.00	£70.67		Hot Yoga Peck	Single Class	£14.00	10 Class Pass	£100.00	Unlimited	£100.00	£71.33		-£0.67	
	Movie Theatre	Peckhamplex	Ticket	£4.99					£4.99		East Dulwich I	Ticket	£14.50					£14.50		-£9.51	
Loc 2 - Copeland Park & Bussey Building	Bar	Bussey Rooftop	Cider	£5.80	Olives	£3.50	Fries	£3.50	£4.27	£37.24	White Horse	Cider	£5.00	Olives	£4.00	Fries	£4.00	£4.33	£20.19	-£0.07	£17.05
	Bar	Rye Wax	Beer	£4.90	Fries	£4.00			£4.45		The Rye	Beer	£5.40	Fries	£4.00			£4.70		-£0.25	
	Restaurant	Forza Win	Spaghetti	£9.00	Average Mains (3 O	£15.50	Prosecco (Glass)	£6.00	£10.17		Artusi	Spaghetti	£7.00	Average Mai	£16.25	Prosecco (Gl	£6.00	£9.75		£0.42	
	Gym	The Yard	Monthly Members	£160.00					£160.00		London Comn	Monthly Mer	£75.00					£75.00		£85.00	
	Bar	Social	Beer	£6.00	Negroni	£8.00	Martini, Margarit	£8.00	£7.33		Batch	Beer	£4.50	Negroni	£8.00	Sour	£9.00	£7.17		£0.17	
Loc 3 - Levan	Restaurant	Levan	Fries	£6.50	Average Main (of 11	£12.80	Cocktail	£10.00	£9.77	£6.13	Pedler	Fries	£3.00	Average Mai	£10.30	Cocktail	£6.50	£6.60	£5.26	£3.17	£0.87
	Burgers	Honest Burger	Beef Burger	£9.00	Fries	£3.50	Slaw	£3.50	£5.33		Burger Bear	Burger	£8.00	Fries	£3.50	Slaw	£3.50	£5.00		£0.33	
	Bakery	Brick House Bak	Latte	£2.95	Avocado Toast	£4.50	Toast with Butter	£3.50	£3.65		Blackbird Bak	Latte	£2.40	Avocado Toa	£5.25	Toast with B	£3.00	£3.55		£0.10	
	Restaurant	Slow Richie's	Burger in Brioche E	£7.50	Fries	£3.00			£5.25		Prince Albert	Burger in Bri	£10.50	Fries	£3.50			£7.00		-£1.75	
	Pizza	Bar Story	Margherita	£6.00	Veggie	£8.00	Negroni	£6.00	£6.67		Voodoo Ray's	Margherita	£3.50	Veggie	£4.00	Negroni	£5.00	£4.17		£2.50	
Loc 4 - Holdron's Arcade	Restaurant	Deserted Cactu	Meal of the week	£8.00	Meal week large	£10.00			£9.00	£9.00	2 Girls' Cafe	Lunch	£5.50	Lunch Large	£8.00			£6.75	£6.75	£2.25	£2.25
Loc 5 - M.Manze	Restaurant	M.Manze	Pie, Mash & Liquor	£4.99					£4.99	£4.99	Arments Pie &	Pie, Mash &	£4.65					£4.65	£4.65	£0.34	£0.34
Loc 6 - Prince of	Pub	Prince of Peckh	Burger	£12.00	Fries	£4.00			£8.00	£5.95	The Telegraph	Burger	£12.95	Fries	£2.95			£7.95	£5.83	£0.05	£0.13
	Restaurant	Daphanie's Tast	Jerk Chicken	£8.00	Mac & Cheese	£2.00	Jamacian Patties	£1.70	£3.90		Gabby's Caribl	Jerk Chicken	£6.70	Mac & Chees	£3.00	Jamaican Pa	£1.40	£3.70		£0.20	
								Average	£18.96								Average	£14.12		Average ALL	£3.65

Cost Comparison at Instagram Location

Instagram Location	Average Cost at 50m (£)	Average Cost at 250m (£)	Difference of Average Costs (£)	CPI Difference (%)	Increase of Cost (%)
Loc 1 - Peckham Levels	£22.19	£20.90	£1.29	106%	6%
Loc 2 - Copeland & Bussey Building	£37.24	£20.19	£17.05	184%	84%
Loc 3 - Levan	£6.13	£5.26	£0.87	117%	17%
Loc 4 - Holdron's Arcade	£9.00	£6.75	£2.25	133%	33%
Loc 5 - M.Manze	£4.99	£4.65	£0.34	107%	7%
Loc 6 - Prince of Peckham	£5.95	£5.83	£0.13	102%	2%
Averages	£14.25	£10.60	£3.65	**134%**	**34%**