Pre-trained Model Inception V3 (trained by Google on ~1,000,000 images of ~1,000 classes) **TRAINING STAGE** Fine-tuned Model The pre-trained *Inception V3* model is fine-tuned using 6 sets of labeled images searched online with query terms: "man", "woman", "e-juice", "mod", "pod", "other" and obtained via a Google Chrome extension downloader. **EVALUATION Evaluation STAGE** Applying the fine-tuned model to a subset of images from our dataset of Instagram posts (N=4,956), which were labeled manually, by class. **PREDICTION Final Analysis STAGE** Applying the fine-tuned model to a complete set of unlabeled images from our dataset of Instagram posts (N=44,699).