

## ABOUT THE PROJECT

This is a virtual gallery space, randomly displaying an image from the instagram account [pfs.gallery](https://www.instagram.com/pfs.gallery), offering it for sale. The price for the image is generated by an algorithm, based on the numbers of followers and the follows of the account as well as the likes and comments of the image.

Through the algorithm the price is solely depending on popularity and attention. This is meant to critically mirror common pricing policies in the art scene and should open your eyes towards our follow-the-herd society.

## THE ALGORITHM

The price is composed by a **Follow-Value** and an **Image-Value** multiplied by an **Image-Popularity**.

The **Follow-Value** is calculated by the difference between followers and follows in percentages and multiplied with the number of followers.

The **Image-Value** is calculated by adding the number of posts, the likes and the comments of the selected image. While each parameter is differently valued. The number of posts is multiplied by 0.25 because this number doesn't play a big role, it's just to use it as a time-effort-index. The number of comments is multiplied by two.

The **Image-Popularity** is build out of the likes of the selected image in proportion with the most liked image of this account.

[Click here to play with the algorithm yourself.](#)

## CREDITS

This is a self initialised project by [Ferdinand Sorg](#) in quarantine 2020.

Enter the Gallery → [pfs.gallery](https://www.instagram.com/pfs.gallery)