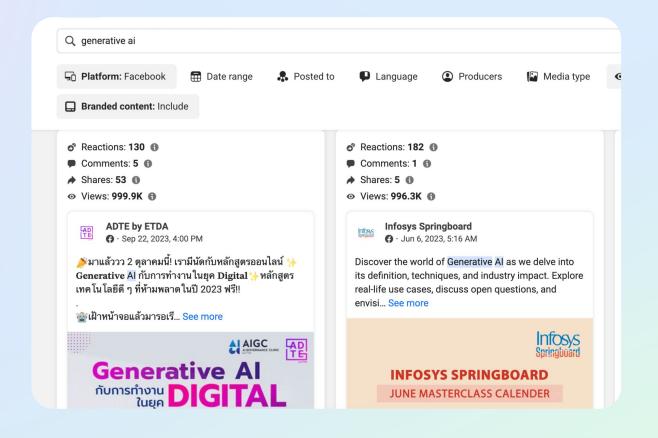
# Meta Content Library

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Meta



## One library, two interfaces

**Meta Content Library** is a comprehensive database of publicly available content across Facebook and Instagram that is accessible through two interfaces.

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				PAGE , 176398728874949 , National Association of Independent Writers and Editors	1698290420663960	Join us for this round-up of current issues surrounding artificial intelligence (AI) and the world of created content. We'll review pending cases, as well as what the Copyright Office, publishers, creators, and so of the major associations representing creators and publishers have to say about generative AI. We'll are explore some language you might see in contracts oging forward and review some tips, tricks, and the that may serve you as we move into a future where AI-generated content becomes more ubiquite https://jnaive.com/triain	ne so 2023-11- ols 02T19:48:26+0000 us.
	GRAPHICAL USE	R INTERFACE		4 PAGE , 716892936495597, EIT Digital	906556610904882	New course alert! * What is Generative AI, how it will evolve, what breakthroughs can we expect? Join Generative AI ESSENTIALS course and get hands-on experience across key aspects, such #projectmanagement, #marketing, #customerjourney, and ethically responsible use. Sign up to https://okt.to/Wd65	as 2023-11- ay 02T19:46:06+0000

**APPLICATION PROGRAMMING INTERFACE (API)** 

## Scope of available data

Meta Content Library surfaces billions of near real-time and historical data points. Researchers can query eight platform endpoints.

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#### Posts

Public posts on public Facebook Pages, groups or events



Pages Public pages

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#### **Events**

Public events: not required to be hosted by a Page or public group



**Groups** Public groups

## °—

#### Posts

Public posts from public creator and business accounts; Public figures with large followers or verified profiles

#### Pages

Public creator and business accounts; Public figures with large followers or verified profiles

#### INSTAGRAM

#### THREADS

Public posts from public

profiles with 1,000 or more

Public profiles with 1,000 or

Posts

followers

Pages

more followers

NEW

#### FACEBOOK

## New metrics, data types and expansive geographic coverage



**Public Data Download** - Posts by widely known individuals and entities available via CSV download from User Interface

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**Comments** - View user comments from public Facebook and Instagram posts on UI and API; hashed user IDs

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**Dashboards** - Create custom dashboards to display post feeds and trend charts based on selected keywords or producers



**Post views** (number of times the post or reel was onscreen)



**Post engagement metrics** (number of likes, comments, reactions and reshares)



Multimedia (photos, videos, albums and reels)



180+ languages supported in search



**Geographic locations of Page admins** 

## Principles in action:

Meta has partnered with the Inter-university Consortium for Political and Social Research (ICPSR) at the University of Michigan to share data with researchers in a responsible, privacy-preserving way.

#### 01. API integration

Researchers will use ICPSR's Virtual Data Enclave to access and analyze data from Meta Content Library.

#### 02. Independent application review

ICPSR will process and review applications for access to Meta Content Library.

#### 03. Research services

A global leader in data stewardship, ICPSR provides training in data access, curation and methods of analysis for the social science research community.

## 🔿 Meta

ICPSR

o	CRPSR DCPSR Search	1
Narrow by collection: Datasets (34) X (forme Reddit (2) Faceboo YouTube (1) Instagrar	erly Twitter) (7) ok (21)	

# Who is eligible for access?

To be eligible for access, researchers must either be affiliated with an academic institution or another non-university organization, institute or society which operates as a not-for-profit entity and holds scientific or public interest research as a primary purpose or core activity.



#### **Academic researchers**





Public policy and civil society researchers



Meta Content Library provides comprehensive access to the full public content archive from Facebook and Instagram.



## Helpful Links

- 1. Product and Application information: <u>transparency.meta.com</u>
- 2. Support Meta: <a href="mailto:support@meta-researchtools.atlassian.net">support@meta-researchtools.atlassian.net</a>
- 3. Support ICPSR: <u>somar-help@umich.edu</u>

PRODUCT DEMONSTRATION

# **Product demonstration**

**Meta**