

## Domain-Specific Aspects of Data Science - Interdisciplinary Project

### Challenges of Motherhood - Young MUM's urgent questions



## CrowdTangle - Explanation

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### General

CrowdTangle is a public insights tool from Facebook's parent company *Meta Platforms Inc* that makes it easy to follow, analyze, and report on what's happening with public content on social media.

It is used by organizations and individuals and enables to easily follow public content across Facebook, Instagram and Reddit, to analyze benchmark and compare performance of public accounts over time and to track referrals and find larger trends to understand how public content spreads on social media.

All the public features can be accessed immediately by anyone. Full CrowdTangle access is only available for Facebook partners who are in the business of publishing original content. All of CrowdTangle is completely free.<sup>1</sup>

The project "Challenges of Motherhood - Young MUM's urgent questions" required Facebook data, extracting text data by searching for keywords related to motherhood, that were prepared in collaboration with domain experts.

### Tracked Facebook data

CrowdTangle only tracks publicly available posts. It can tell you when something was posted, from which Page/account/etc it was posted, and how many interactions (likes, comments, etc) it earned at any given point in time. Likewise, it can tell you how many views a video got when it was posted directly on a Page or account and how many views it got after it was shared out by other Pages/accounts.

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<sup>1</sup> <https://help.crowdtangle.com/en/articles/4201940-about-us>

Its database currently includes from Facebook 7M+ Facebook pages, groups, and verified profiles. This includes all public Facebook pages with more than 50K likes, all public Facebook groups with 95k+ members, all US-based public groups with 2k+ members, and all verified profiles.<sup>2</sup>

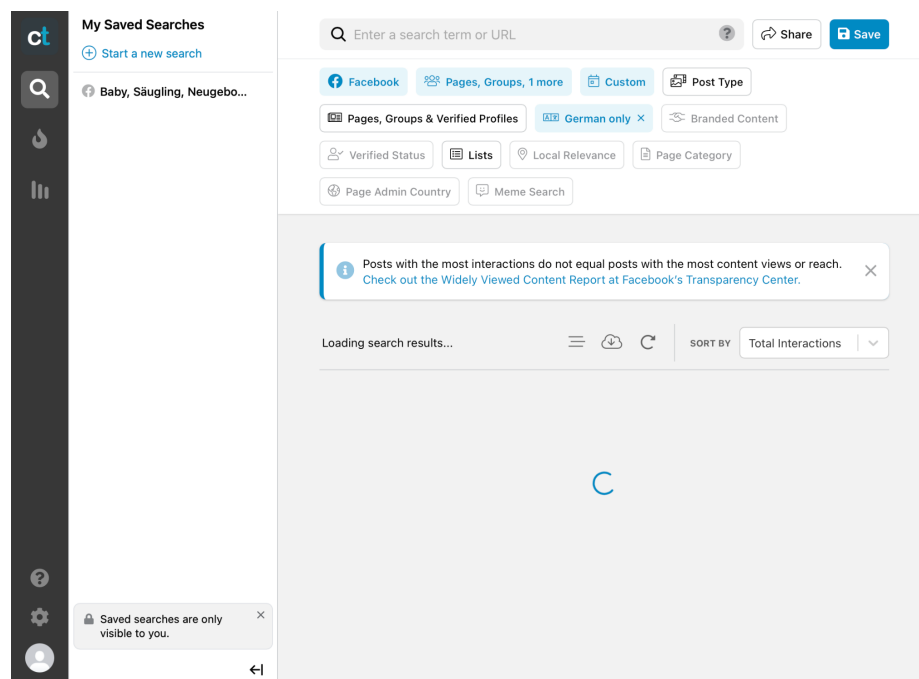
## Drawbacks for the project

CrowdTangle does not support the following types of accounts: Private Facebook Groups and Facebook Personal Profiles. A Facebook group must be public to be tracked in CrowdTangle, which means that user posts in public groups are available. "private groups" were formerly referred to as Closed or Secret.<sup>3</sup>

This is a huge drawback for the project "Challenges of Motherhood - Young MUM's urgent questions" since many Facebook groups with only questions from young parents are private. The ability to extract the content of these private groups would have been beneficial to the outcome of the project. The approach to extract data by searching for keywords had to be used instead.

## Extracting Facebook data

Searching for keywords can be done with the CrowdTangle core product *CrowdTangle Search*. Search helps users to find and discover content across social media. Users can search for a keyword, hashtag, or URL and filter by social platform, country, language, post type, timeframe, and more. Search will also look across all text on images, making it possible to search for memes. It also provides visualizations for how keywords have trended over time across Facebook and Instagram.<sup>4</sup>



<sup>2</sup> <https://help.crowdtangle.com/en/articles/1140930-what-data-is-crowdtangle-tracking>

<sup>3</sup> <https://help.crowdtangle.com/en/articles/1140930-what-data-is-crowdtangle-tracking>

<sup>4</sup> <https://help.crowdtangle.com/en/articles/4201940-about-us>

For this project only Facebook data was used and the language was set to German. All possible account types were considered and 2019-2021 was chosen as the time frame.

Since one can only search for a certain number of keywords at once, the keywords had to be split into two parts. Furthermore, only 300.000 posts could be extracted at once, so we had to download the data for each year separately.

Moreover, the keywords to search for can be combined in different ways and a detailed description how to search is given by CrowdTangle:

### How to search

[Learn more about our data](#)

All of these words	taco pizza bread
Any of these words	taco, pizza, bread
Exact word or phrase	"i love pizza"
Exclude words or phrases	-"i love pizza", -anchovies
Group multiple keywords	(taco, pizza) AND (love)
Mentions only	@pizzasauce
Hashtag only	#pizzaparty
Use boolean search	AND, OR, NOT

[More details and examples](#)

For an explanation of the other CrowdTangle core products see

<https://help.crowdtangle.com/en/articles/4201940-about-us>.