Title: Facebook impressions dataset appendix for "Chinese state media Facebook ads are linked to changes in news

coverage of China worldwide"

Authors: Arjun Tambe (1), Toni Friedman (2)

Date: January 14th, 2022

Note: The material contained herein is supplementary to the article named in the title and published in the Harvard

Kennedy School (HKS) Misinformation Review.

Appendix A: Facebook impressions dataset

Impressions

The API gives the lower and upper bound of impressions; we used the mean of the two bounds. When there was no upper bound (over 1 million impressions) we used 1.25 million mpressions instead. This is the mean between the actual lower bound of 1 million and a derived upper bound of 1.5 million, extrapolated from the increments between preceding upper bounds. If an ad was shown over multiple days, we assumed the ad received a uniform number of Impressions on each day over its lifetime.

Pages

The table in this section lists the Chinese state media Facebook pages from which we collected advertisements. We identified the Facebook pages labeled as China state-controlled media and then identified several related pages without such labels using the Ads Library API. Most of the related pages represent localizations of another page's content in a different language. We considered all of the pages in the table to be Chinese state media pages for the purposes of our experiments, even if they were not officially labeled as such by the Facebook Ads Library.

In Table 1, the first column lists the name of the Facebook page. The second column shows whether or not the Facebook Ads Library lists the page as being state-controlled, as of December 2020. Because Facebook updates these labels on a rolling basis, some pages are currently labeled as state-controlled in the Facebook Ads Library but were not labeled during the study period. Advertisements from these pages would have appeared without labels during the study period, even though *new* advertisements purchased today from these pages would appear with labels. The table below lists each page as it appeared during the study period to make clear whether the page belongs to the treated (label added on June 4) or untreated (no label from 2018 to 2020) group in our study of labels.

We only list pages that have posted advertisements that are available in the Facebook Ads Library during our study period from 2018 to 2020. Pages owned by China's local governments (e.g., Shanghai United Media Group) were excluded.

Table 1. List of Facebook pages used in this study.

Facebook Page Name	Labeled as State- Controlled in Facebook Ads Library?	Page ID Number
China Xinhua News	Yes	338109312883186
China Xinhua Sci-Tech	Yes	1175630379148974
China Xinhua News (French)	Yes	1453950118203438
China Xinhua News (Spanish)	Yes	484016595013939
China Xinhua News (Myanmar)	Yes	422671591235160
China Xinhua News (Portuguese)	Yes	1629228347341832
China Xinhua News (Swahili)	Yes	844193555664475

Repole's Daily Pes 191347651290 People's Daily Hong Kong Yes 161095810581910 People's Daily Hong Kong Yes 161095810581910 People's Daily Hong Kong Yes 161095810581910 People's Daily App No 2002267650037647 China.org.cn Yes 371171589575669 China.org.cn (Russian) No 1448903671990351 China.org.cn (Russian) No 152362801582819 China.org.cn (German) No 295446797213542 China.org.cn (German) No 295446797213542 China.org.cn (Japanese) No 526327500799853 CGTN Yes 565225540184937 CGTN America Yes 30065332696613 CGTN Français Yes 169799706487474 CGTN en Español Yes 227622537655549 CGTN Europe No 1798882800328461 CGTN App No 23453542358415 CCTV Yes 188872144758 CCTV Yes 578470445572869 CCTV (Spanish) Yes 611178888961399 CCTV 中文 Yes 761870613900500 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 22349584457800 Piscover China Yes (CRI # Radio Internacional de China en Espanol No 1414515485454171 CRI # Radio Internacional de China No 1518216038506999 Radio Internacional de China en Espanol No 1414515485454171 CRI # Radio Internacional de China No 1518216038506999 Radio Internacional de China en Espanol No 153955617984812 CRI # Radio Internacional de China No 1518216038506999 Fis (Crit Machael Wes Network No 40519952009766673 Radio Internacional e No 153955617984812 CRI # Radio Internacional No 153955017984812 CRI # Radio Internacional No 153955017984812 CRI # Radio Internacional No 153955017984812 Yes (currently) S39149599464605 Xinhua Clutture & Travel* Yes (currently) S3914959964605 Xinhua Clutture & Travel* Yes (currently) S3914959964605 Xinhua Clutture & Travel* Yes (currently) S3914959964605 Almua Clutture & Travel* Yes (currently) S39149599606673 Radio Internacionale No 405199520099766 CGTN Global Business* Yes (currently) S391495995006673 Radio Internacionale No 4384436129161112 China Mosaic We China ong con No 4384436129161112 China Mosaic We China ong con			
Reople's Daily App No 2002267650037647 China.org.cn Yes 371171589575669 China.org.cn (French) No 1448903671990351 China.org.cn (Russian) No 152362801582819 China.org.cn (German) No 295446797213542 China.org.cn (Japanese) No 256327500799853 CGTN Yes 300653326696613 CGTN America Yes 3006533266966613 CGTN Français Yes 169799706487474 CGTN America Yes 169799706487474 CGTN Español Yes 227622537655549 CGTN Europe No 1798882800328461 CGTN App No 234535423558415 CCTV (Arabic) Yes 188872144758 CCTV (Arabic) Yes 578470445572869 CCTV (Arabic) Yes 578470445572869 CCTV (French) Yes 611178888961399 CCTV (French) Yes 761870613900500 CCTV (French) Yes 77807728263799 Global Times Yes 115591005188475 CTV (Korean) Yes 778077228263799 Global Times Yes 115591005188475 CTN App No 1518216038506999 Radio Internacional da China No 1518216038506999 Radio Internacional da China No 153955617984812 CRI Arabic* Yes (CHIATabic* Yes (CHIATabi	China Daily	Yes	191347651290
People's Daily App No 2002267650037647	People's Daily	Yes	188625661189259
China.org.cn (French) No 1448903671990351	China Daily Hong Kong	Yes	161095810581910
China.org.cn (French) No 1448903671990351 China.org.cn (Russian) No 152362801582819 China.org.cn (German) No 295446797213542 China.org.cn (Japanese) No 526327500799853	People's Daily App	No	2002267650037647
China.org.cn (Russian) No 152362801582819 China.org.cn (German) No 295446797213542 China.org.cn (Japanese) No 526327500799853	China.org.cn	Yes	371171589575669
China.org.cn (German) No 295446797213542 China.org.cn (Japanese) No 526327500799853 CGTN CGTN Yes 565225540184937 GGTN America Yes 300653326696613 CGTN Français Yes 169799706487474 CGTN en Español Yes 227622537655549 CGTN Europe No 1798882800328461 CGTN App No 234535423558415 CCTV Yes 188872144758 CCTV Yes 188872144758 CCTV (Arabic) Yes 578470445572869 CCTV (Arabic) Yes 578470445572869 CCTV (French) Yes 61117888961399 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Radio International No 1518216038506999 Radio Cina Internazionale No 153955617984812 CRI 中本語 Yes (currently) America* Yes (currently) CTM Global Business* Yes (currently) S39149559464605 Xinhua Culture & Travel* Yes (currently) S35503280269676 CGTN Global Business* Yes (currently) S37157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	China.org.cn (French)	No	1448903671990351
China.org.cn (Japanese)	China.org.cn (Russian)	No	152362801582819
CGTN Yes 565225540184937 CGTN America Yes 300653326696613 CGTN Français Yes 169799706487474 CGTN en Español Yes 227622537655549 CGTN Europe No 1798882800328461 CGTN App No 234535423558415 CCTV Yes 188872144758 CCTV Yes 188872144758 CCTV (Arabic) Yes 578470445572869 CCTV (Spanish) Yes 611178888961399 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 761870613900500 CCTV (Rorean) Yes 778077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 15395561722220 Radio Internacional de China en Espanol No 153955617984812 CRI 日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 48965394532508 China Plus America* Yes (currently) 48965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 53503280269676 CGTN Global Business* Yes (currently) 53503280269676 CGTN Global Business* Yes (currently) 837157793122072 Fly Over China No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	China.org.cn (German)	No	295446797213542
CGTN America Yes 169799706487474 CGTN Français Yes 169799706487474 CGTN en Español Yes 227622537655549 CGTN Europe No 1798882800328461 CGTN App No 234535423558415 CCTV Yes 188872144758 CCTV Yes 188872144758 CCTV (Arabic) Yes 578470445572869 CCTV (Spanish) Yes 61117888961399 CCTV 中文 Yes 313374855482172 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 278778885525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 1518216038506999 Radio Cina Internazionale No 153955617984812 CRI = Radio Internacional da China No 153955617984812 CRI = Radio Internacional de China en Espanol No 153955617984812 CRI = Radio Hus America* Yes (currently) 488965394532508 China Plus America* Yes (currently) 488965394532508 China Plus America* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	China.org.cn (Japanese)	No	526327500799853
	CGTN	Yes	565225540184937
CGTN en Español Yes 227622537655549 CGTN Europe No 1798882800328461 CGTN App No 234535423558415 CCTV Yes 188872144758 CCTV+ No 756877521031964 CCTV (Arabic) Yes 57847045572869 CCTV (Spanish) Yes 611178888961399 CCTV (Spanish) Yes 761870613900500 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internazionale No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRI日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 53914955946605 Xinhua Culture & Travel* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CGTN America	Yes	300653326696613
CGTN Europe No 1798882800328461 CGTN App No 234535423558415 CCTV Yes 188872144758 CCTV+ No 756877521031964 CCTV (Arabic) Yes 578470445572869 CCTV (Spanish) Yes 611178888961399 CCTV 中文 Yes 761870613900500 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 CChina Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRI 日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 539149559466405 Xinhua Culture & Travel* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CGTN Français	Yes	169799706487474
CGTN App No 234535423558415 CCTV Yes 188872144758 CCTV+ No 756877521031964 CCTV (Arabic) Yes 578470445572869 CCTV (Spanish) Yes 611178888961399 CCTV 中文 Yes 761870613900500 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRI日本語* Yes (currently) 232678173543084 CRI日本語* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CGTN en Español	Yes	227622537655549
CCTV Yes 188872144758 CCTV+ No 756877521031964 CCTV (Arabic) Yes 578470445572869 CCTV (Spanish) Yes 611178888961399 CCTV 中文 Yes 761870613900500 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 153955617984812 CRIarabic* Yes (currently) 232678173543084 CRI 日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464005 Xinhua Culture & Travel* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CGTN Europe	No	1798882800328461
CCTV+ No 756877521031964 CCTV (Arabic) Yes 578470445572869 CCTV (Spanish) Yes 611178888961399 CCTV 中文 Yes 761870613900500 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRIarabic* Yes (currently) 232678173543084 CRI 日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 537157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CGTN App	No	234535423558415
CCTV (Arabic) Yes 578470445572869 CCTV (Spanish) Yes 611178888961399 CCTV 中文 Yes 761870613900500 CCTV 中文 Yes 761870613900500 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRI 日本語* Yes (currently) 232678173543084 CRI 日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CCTV	Yes	188872144758
CCTV (Spanish) Yes 611178888961399	CCTV+	No	756877521031964
CCTV 中文 Yes 761870613900500 CCTV (French) Yes 313374855482172 CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRI 年 茶香 Yes (currently) 232678173543084 CRI 日本 茶香 Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CCTV (Arabic)	Yes	578470445572869
CCTV (French)Yes313374855482172CCTV (Russian)Yes278778585525815CCTV (Korean)Yes718077228263799Global TimesYes115591005188475China Plus NewsYes223495844457800Discover ChinaYes678954262167350Indonesian Service, China Radio InternationalNo1414515485454171CRI – Radio Internacional da ChinaNo1518216038506999Radio Cina InternazionaleNo299227550122220Radio Internacional de China en EspanolNo153955617984812CRI 日本語*Yes (currently)232678173543084CRI 日本語*Yes (currently)488965394532508China Plus America*Yes (currently)539149559464605Xinhua Culture & Travel*Yes (currently)53503280269676CGTN Global Business*Yes (currently)837157493122072Fly Over ChinaNo1006829009506673Belt and Road News NetworkNo405199520209766XinhuaHKYes1798435720478073CRI GermanNo340577086006224Radio Chine InternationaleNo438443612916112	CCTV (Spanish)	Yes	611178888961399
CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRIarabic* Yes (currently) 232678173543084 CRI日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 539149559464605 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CCTV中文	Yes	761870613900500
CCTV (Russian) Yes 278778585525815 CCTV (Korean) Yes 718077228263799 Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRIarabic* Yes (currently) 232678173543084 CRI日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 539149559464605 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CCTV (French)	Yes	313374855482172
Global Times Yes 115591005188475 China Plus News Yes 223495844457800 Discover China Piscover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRI 日本語* Yes (currently) 232678173543084 CRI 日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	· · · · · · · · · · · · · · · · · · ·	Yes	278778585525815
China Plus News Yes 223495844457800 Discover China Yes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI - Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRI arabic* Yes (currently) 232678173543084 CRI 日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	•		
China Plus News Discover China Plus News Discover China Plus News Pes 678954262167350 Indonesian Service, China Radio International No 1414515485454171 CRI – Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRIarabic* Yes (currently) 232678173543084 CRI日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale	·	Yes	115591005188475
Indonesian Service, China Radio International	China Plus News		
Indonesian Service, China Radio International	Discover China	Yes	678954262167350
Radio Internacional da China No 1518216038506999 Radio Cina Internazionale No 299227550122220 Radio Internacional de China en Espanol No 153955617984812 CRIarabic* Yes (currently) 232678173543084 CRI日本語* Yes (currently) 488965394532508 China Plus America* Yes (currently) 539149559464605 Xinhua Culture & Travel* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	Indonesian Service, China Radio International		1414515485454171
Radio Internacional de China en Espanol No 153955617984812		No	1518216038506999
Radio Internacional de China en Espanol No 153955617984812	Radio Cina Internazionale	No	299227550122220
CRIarabic*Yes (currently)232678173543084CRI日本語*Yes (currently)488965394532508China Plus America*Yes (currently)539149559464605Xinhua Culture & Travel*Yes (currently)535503280269676CGTN Global Business*Yes (currently)837157493122072Fly Over ChinaNo1006829009506673Belt and Road News NetworkNo405199520209766XinhuaHKYes1798435720478073CRI GermanNo340577086006224Radio Chine InternationaleNo438443612916112	Radio Internacional de China en Espanol	No	
CRI日本語*Yes (currently)488965394532508China Plus America*Yes (currently)539149559464605Xinhua Culture & Travel*Yes (currently)535503280269676CGTN Global Business*Yes (currently)837157493122072Fly Over ChinaNo1006829009506673Belt and Road News NetworkNo405199520209766XinhuaHKYes1798435720478073CRI GermanNo340577086006224Radio Chine InternationaleNo438443612916112	•	Yes (currently)	232678173543084
Xinhua Culture & Travel* Yes (currently) 535503280269676 CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	CRI日本語*		
CGTN Global Business* Yes (currently) 837157493122072 Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	China Plus America*	Yes (currently)	539149559464605
Fly Over China No 1006829009506673 Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112			
Belt and Road News Network No 405199520209766 XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112			
XinhuaHK Yes 1798435720478073 CRI German No 340577086006224 Radio Chine Internationale No 438443612916112	•		
CRI German No 340577086006224 Radio Chine Internationale No 438443612916112			
Radio Chine Internationale No 438443612916112			
China Mosaic hy China org cn No 1977261012/02252			
Cilita Wiosaic by Cilita.org.cii	China Mosaic by China.org.cn	No	1877361012493253

Note: Some pages have identical names but post content in different languages. In these cases, we list the language in parentheses to distinguish the two pages.

Pages marked with an asterisk were excluded from the analysis of Facebook's labels because we were unable to determine whether they initially appeared with or without labels. The second column indicates whether they are currently labeled as state-controlled.

Cross-platform content

For each advertisement, human coders manually searched for the advertisement text on other platforms, either using Google or following hyperlinks contained in the advertisement text (which typically led to state media articles). Text was considered identical if an exact or near-exact match was found for two or more sentences (or the full text of the advertisement or cross-platform content, if one was shorter). If the identical text appeared on a state-media platform other than Facebook, the advertisement was marked as having nearly identical content on another platform, and the publication date of that content was recorded. For each ad, we only aimed to identify whether nearly identical content existed, not to provide an exhaustive list of all such content on all platforms. Therefore, only one piece of cross-platform content was included for each advertisement; if there were multiple matches, only the state media article was listed.

Some cross-platform content that was initially available when the Facebook advertisement was originally posted may have been unavailable during data collection. For instance, state media accounts can delete tweets or news articles after posting them. There were four instances in the dataset where the advertisement contained a broken hyperlink. As such, the figures in Finding 1 on the proportion of advertisements linked to off-platform content should be taken as a lower bound rather than an exact estimate. The advertisements with annotations can be found in the Harvard Dataverse.