

Tumblr

Table of Contents

[1 About the Platform](#)

[2 Available Data](#)

[3 Restrictions and Limitations](#)

[4 Available Metadata](#)

[5 Relevant Application Programming Interface \(API\)](#)

[6 Searching by Geolocation](#)

[7 Filtered Content](#)

[8 References](#)

About the Platform:



Tumblr is a microblogging and social networking website. Users can post multimedia and other content to a short-form blog as well as follow other users' blogs. It was created as a website where people could share their interests and personal work on the Internet. Tumblr was created in 2007 by David Karp (Siegel, 2019) and has 452 million blogs and 371 million monthly visits (Stout, 2021). Tumblr has all different kinds of content but the platform is popular for its ability for artists to showcase their portfolios, photo blogging, travel blogging, and hobby blogging. However, the social media site had trouble with large amounts of pornographic material being displayed (An analysis

conducted by news and technology site, TechCrunch on May 20, 2013, showed that over 22% of all traffic in and out of Tumblr was classified as pornography). This led to a 2018 nudity ban. Tumblr also got in trouble for having blogs that promoted suicide, self-harm, and eating disorders. Tumblr's community guidelines state that users cannot post content related to terrorism, hate speech, harm to minors or promotion or glorification of self-harm. In addition, adult content, violent content and threats, gore and mutilation, non-genuine social gestures schemes, deceptive or fraudulent links, misattribution or non-attribution, username/URL abuse or squatting, account dormancy, spam, mass registration or automation, unauthorized contests, sweepstakes or giveaways, themes distributed by third parties, and copyright or trademark infringement are not allowed. Descriptions can be found at <https://www.tumblr.com/policy/en/community>. Tumblr is different from other social media platforms because it is set up as an interactive blog and there are no character limits on posts.

1) What data is available from this platform?

Blog Methods

- `/info` — retrieve blog info
- `/avatar` — retrieve a blog avatar
- `/likes` — retrieve blog's likes
- `/following` — retrieve blog's following
- `/followers` — retrieve a blog's followers
- `/followed_by` — check if followed by blog
- `/posts` — retrieve published posts
- `/posts/queue` — retrieve queued posts
- `/posts/draft` — retrieve draft posts
- `/posts/submission` — retrieve submission posts
- `/post` — create a new blog post (legacy)
- `/post/edit` — edit a blog post (legacy)
- `/post/reblog` — reblog a post (legacy)
- `/posts` — create/reblog a post (neue post format)
- `/posts/{post-id}` — fetching a post (neue post format)
- `/posts/{post-id}` — editing a post (neue post format)
- `/post/delete` — delete a post
- `/notes` — get notes for a specific post

User Methods

- `/user/info` — get a user's information
- `/user/dashboard` — retrieve a user's dashboard
- `/user/likes` — retrieve a user's likes
- `/user/following` — retrieve the blogs a user is following
- `/user/follow` — follow a blog
- `/user/unfollow` — unfollow a blog
- `/user/like` — like a post
- `/user/unlike` — unlike a post

Tagged Methods

- `/tagged` — get posts with tag

2) What are the restrictions/limitations of the data?

The Tumblr API will respond with a HTTP 429 (Limit Exceeded) response when a user hits any of the following limits:

- 300 API calls per minute, per IP address
- 18,000 API calls per hour, per IP address
- 432,000 API calls per day, per IP address
- 1,000 API calls per hour, per consumer key
- 5,000 API calls per day, per consumer key
- 250 new posts (including reblogs) per day, per user
- 150 images uploaded per day, per user
- 200 follows per day, per user
- 1,000 likes per day, per user
- 10 new blogs per day, per user
- 10 videos uploaded per day, per user
- 5 minutes of total video uploaded per day, per user

Newly registered consumers are rate limited to 1,000 requests per hour, and 5,000 requests per day. The request limit can be removed upon a request to Tumblr.

3) What variables are available? What meta-data (i.e., the data of the data) is included? For example, what information is available about user profiles (e.g., username, demographic data, number of followers/friends)? What information is linked to the content/post/blog/tweet (e.g., timestamps, re-tweets, location, device/platform that content was shared from, number of likes)?

The API returns objects in JavaScript Object Notation (JSON) format. Every response includes the common parts in Figure 1 below:

Field	Notes
meta	The meta object matches the HTTP response message
response	Endpoint-specific results
The <code>meta</code> object should always contain:	
Field	Notes
status	The 3-digit HTTP Status-Code (e.g., 200)
msg	The HTTP Reason-Phrase (e.g., OK)

Figure 1. A reference to Tumblr's API documentation on the resources returned per API response.

4) Is there an Application Programming Interface (API) available for this platform? If yes, please provide the link for the platform.

Yes, Tumblr's API is located here: <https://www.tumblr.com/oauth/apps>.

5) Does the API provide a way to limit the search based on geolocation?

No, Tumblr does not provide a way to limit the search based on geolocation.

6) Does the platform use any kind of filters to remove the content on their sites?

Tumblr does have a safe filter, which removes adult content. It does not have any filter system regarding COVID-19.

Other important reminders for Tumblr's API are:

- To get an OAuth key, you must register an application.
- Tumblr supports OAuth 1.0a, accepting parameters via the Authorization header, with the HMAC-SHA1 signature method only.
- This OAuth implementation is very similar to Twitter.

References

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