## Automatic Sampling and Analysis of YouTube Data

Setting Up Access to the YouTube API

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#### Setting up API access to the *YouTube* API

To effectively work with *YouTube* data, we need access to its Application Programming Interface (API). As this process, unfortunately, can be a bit tedious, we prepared this preliminary tutorial so you don't have to spend time setting up your API access during the workshop. Please follow this tutorial and check if the setup works before the workshop. If your setup does not work, feel free to contact us before the workshop (the sooner the better) and we'll try to assist you in setting up access to the *YouTube* API. If, for some reason, setting up access to the API does not work for you and we don't find a solution or if you cannot access the API during the workshop, we will have some data prepared that you can then work with in the workshop.

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HINT: Pink texts in the slides are hyperlinks that you can simply click on

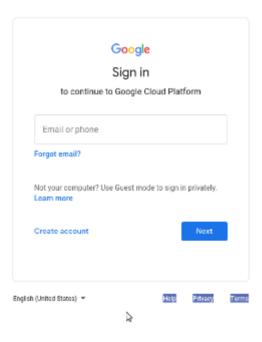
#### Setting up API Access

- For starters, you need a *Gmail* account
- We suggest that you create a new account specifically for this workshop
- You can create a new account here
- Next, you need to:
  - Sign up for the *Google Developer Console*
  - Create a new project
  - Activate the Youtube Data API v3
  - Create authentication credentials
  - Test the credentials from R

We will explain these steps in detail on the following slides.

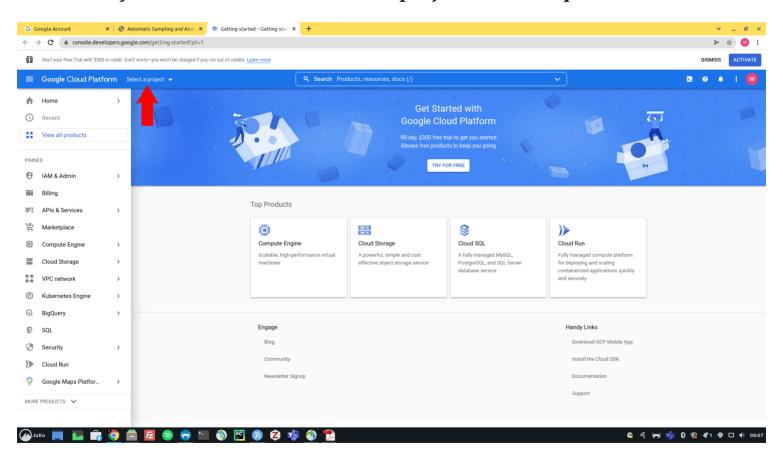
#### Google Developer Console

Go to the <u>Developer Console</u> and log in with your (new) *Google* account. You need to accept the *Google* Developer Terms of Service (ToS). You can deselect the email updates, and click "Agree and continue".



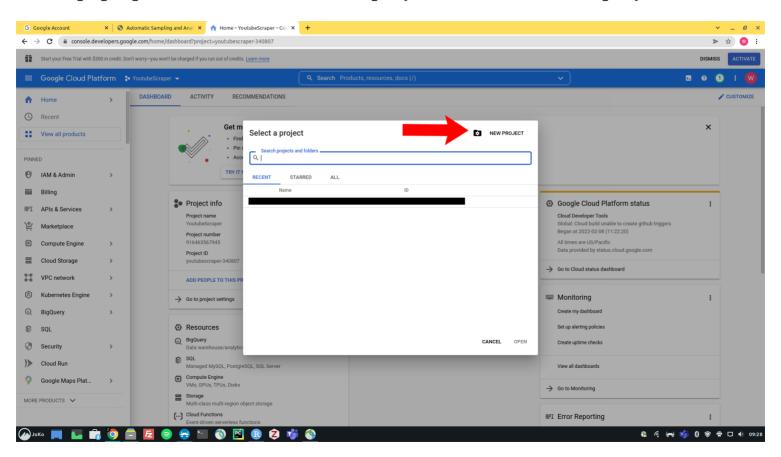
#### Creating a Project

After that, you need to click on "Select a project" on the top left of the screen.



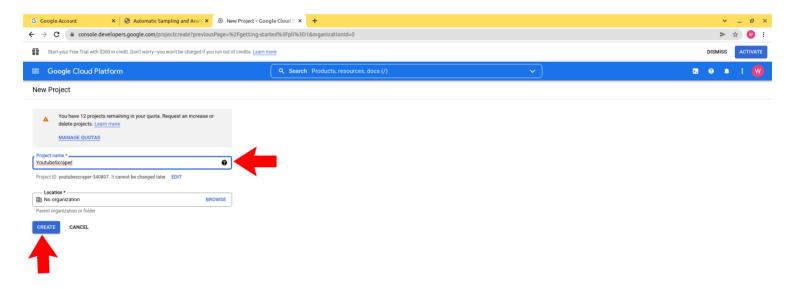
### Creating a Project

In the pop-up window, click on "New project" to create a new project



#### Creating a Project

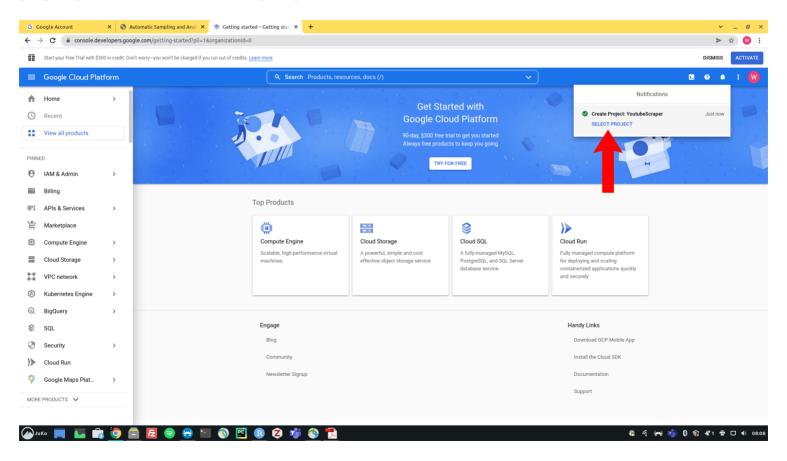
Enter a project name and click on "create". You don't need to specify an organization.



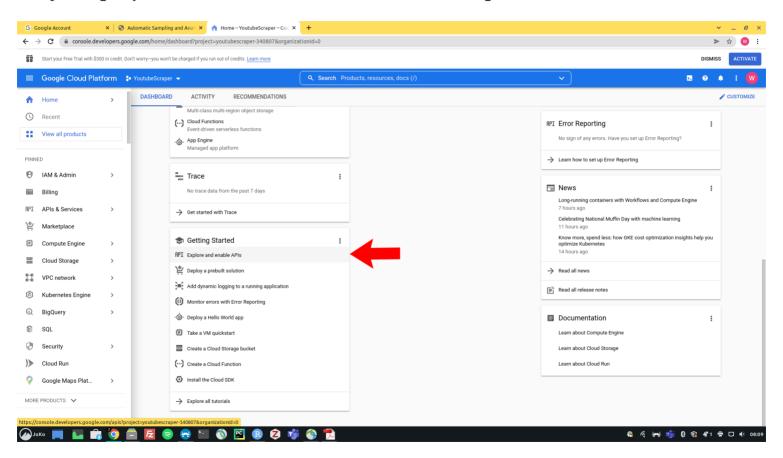




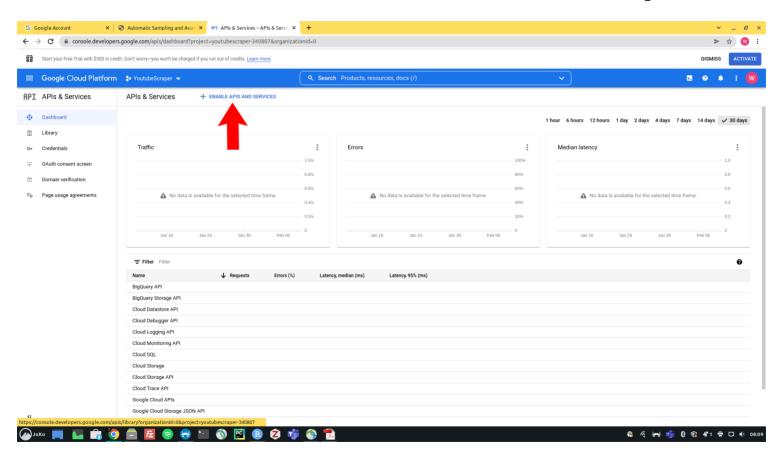
On the next screen, go to your project by clicking on "Select Project" in the pop-up window on the top right.



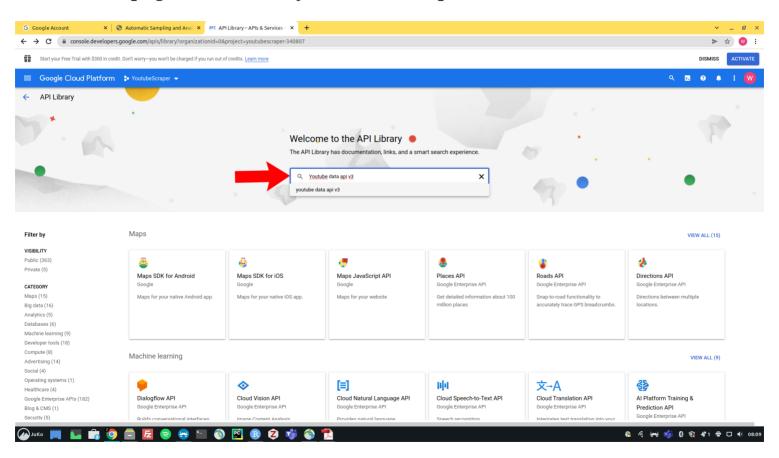
On your project site, scroll down and click on "Explore and enable APIs".



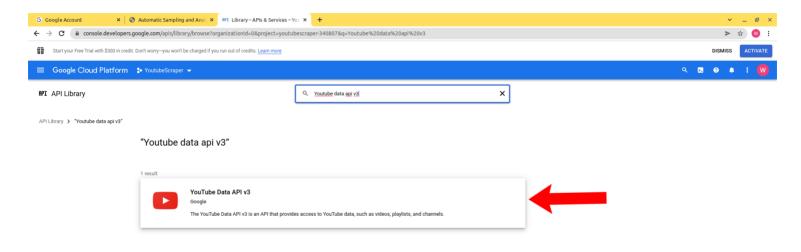
Next, click on the blue "Enable APIs and services" button on the top left side.



On the next page, search for "youtube data api v3".

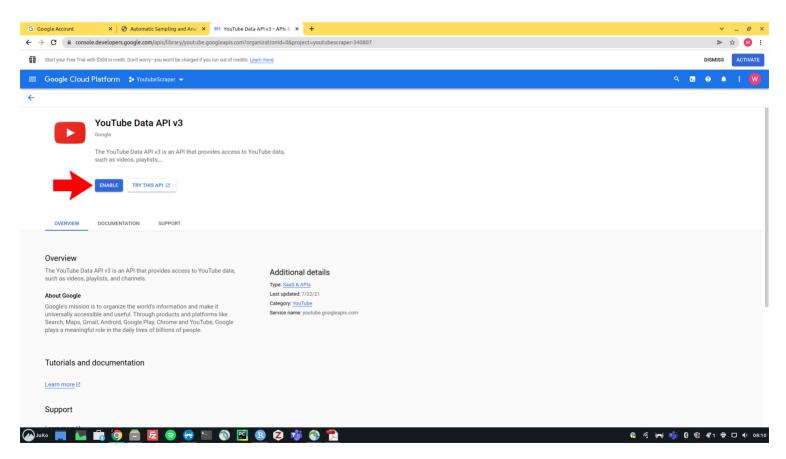


#### Select "YouTube Data API v3"

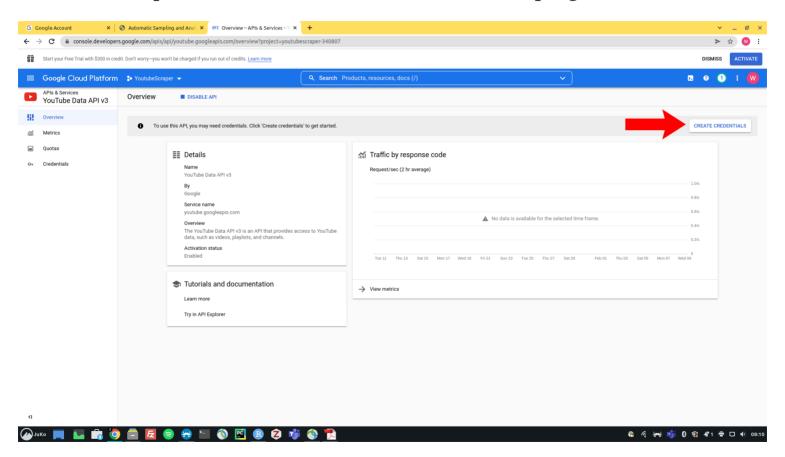




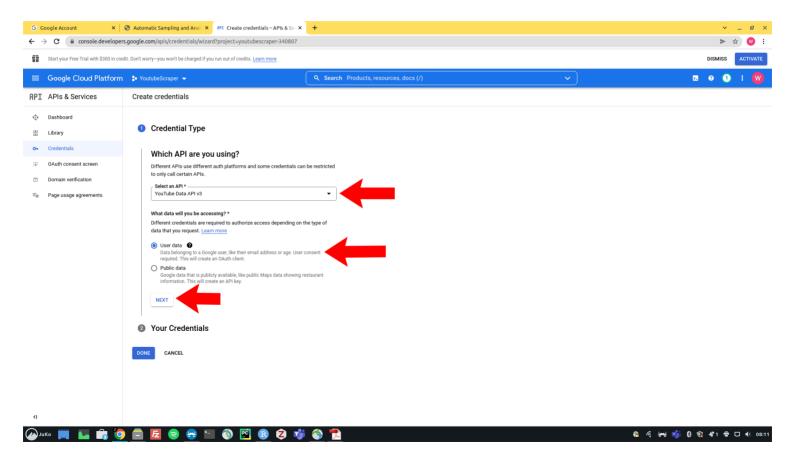
On the next screen, click "enable" to activate the YouTube data API v3.



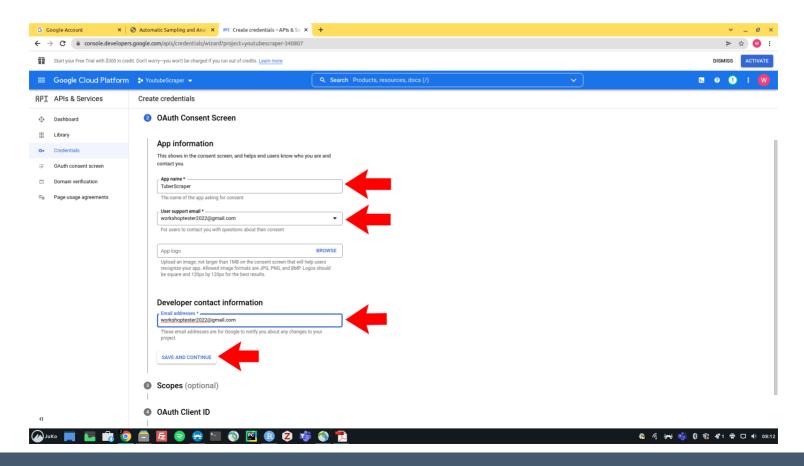
In the next step, click on "Create Credentials" on the top right.



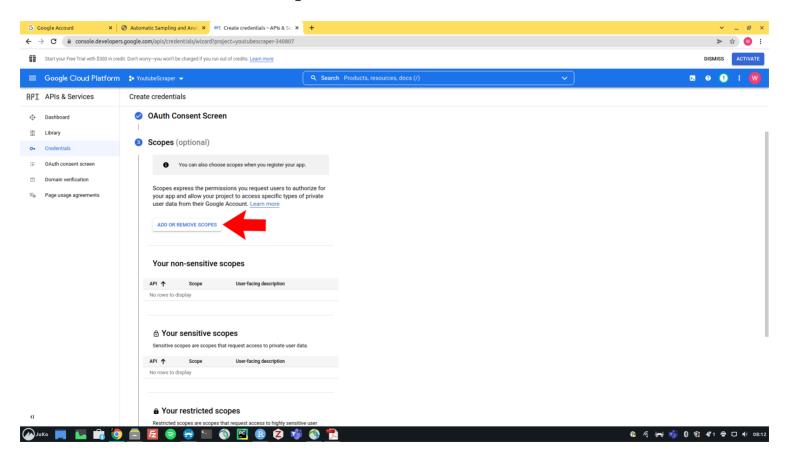
On the next screen, select "YouTube Data API v3" and click on the "User Data" radio button, then click "next".



Next, specify an arbitrary app name and enter your (new) *Gmail* address as the user support email and developer contact email. Click "Save and continue" afterwards.

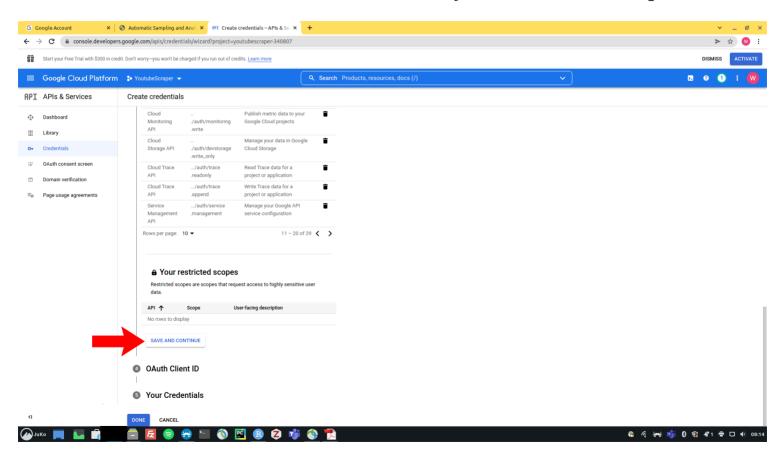


Click on "Add or removes scopes" next

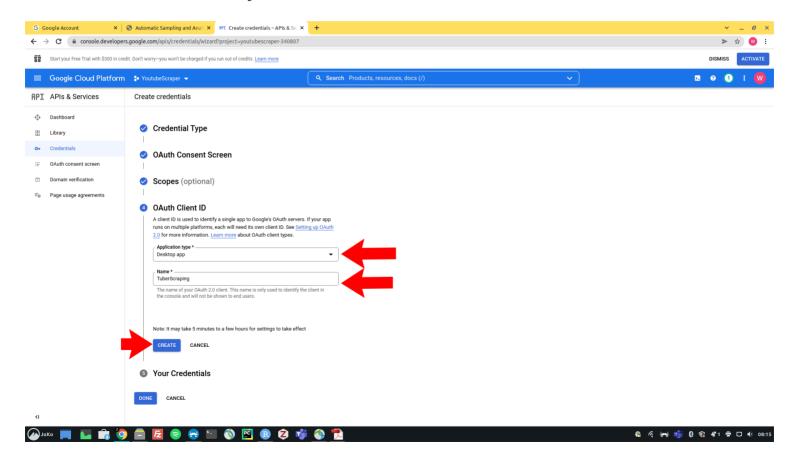


Use the uppermost checkbox to select all scopes on all pages of the table. *Note*: For this workshop it's sufficient to only select the scopes for the YouTube Data API v3 (which you could do via the filter box), but it is quicker and easier, if you simply select everything. Afterwards, click on "update".

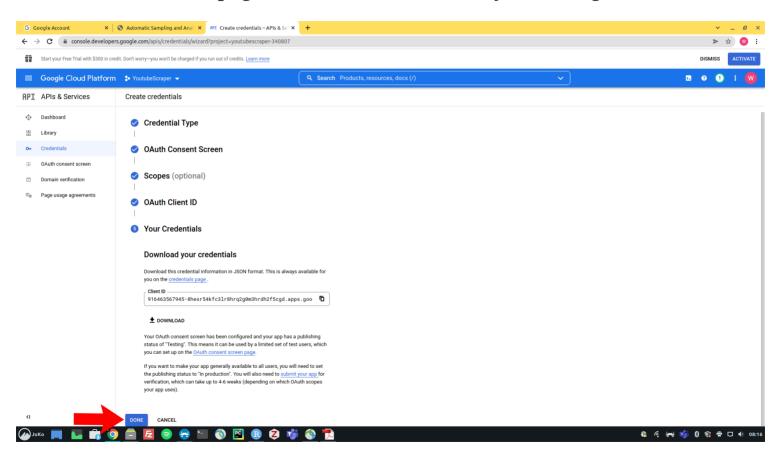
Next, click on "Save and continue" to confirm your selection of scopes.



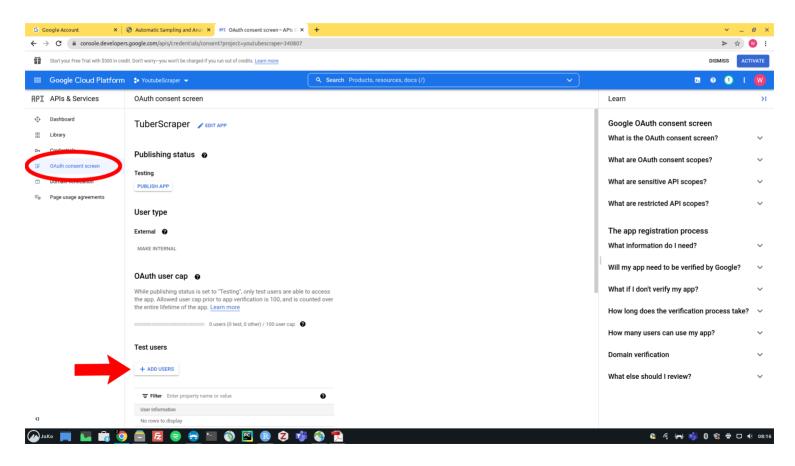
Select "Desktop App" as the application type and specify the name of you set of crendentials (can be any name). Click on "Create" to confirm



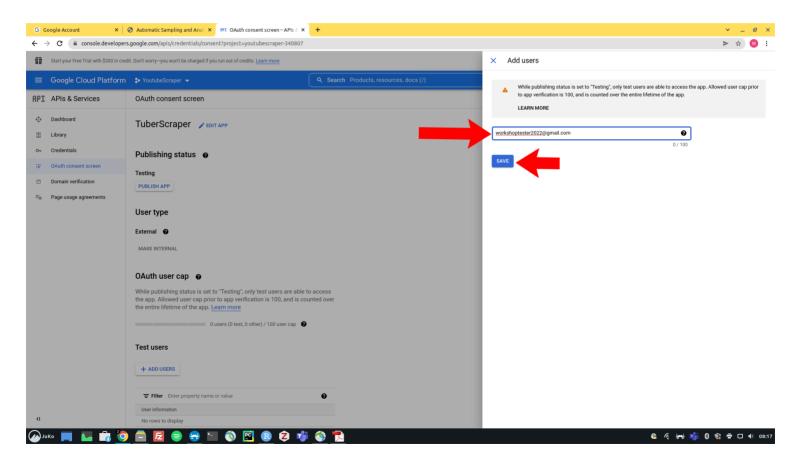
On the bottom of the page, click "Done" to finalize your changes.



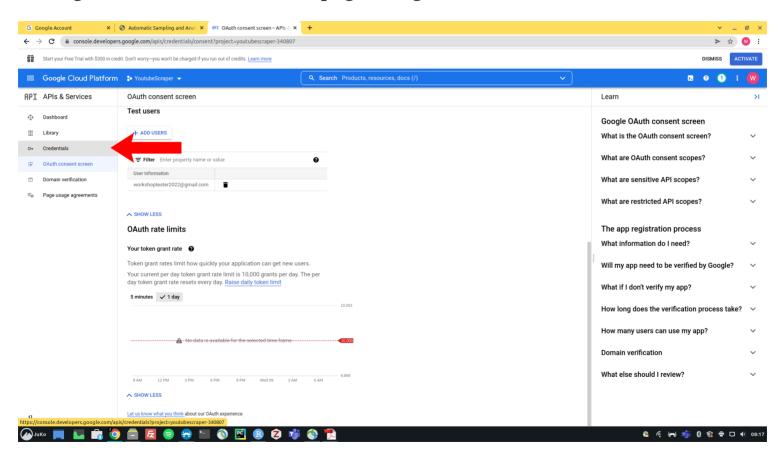
Navigate to the "OAuth Consent Screen" tab in the menu on the left and click on "Add Test Users".



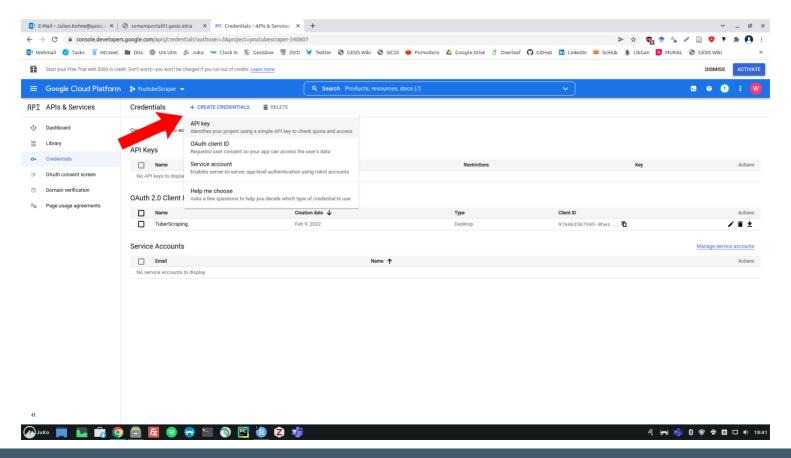
In the sidebar panel that should open on the right, enter your *Gmail* address as a test user and click "Save".



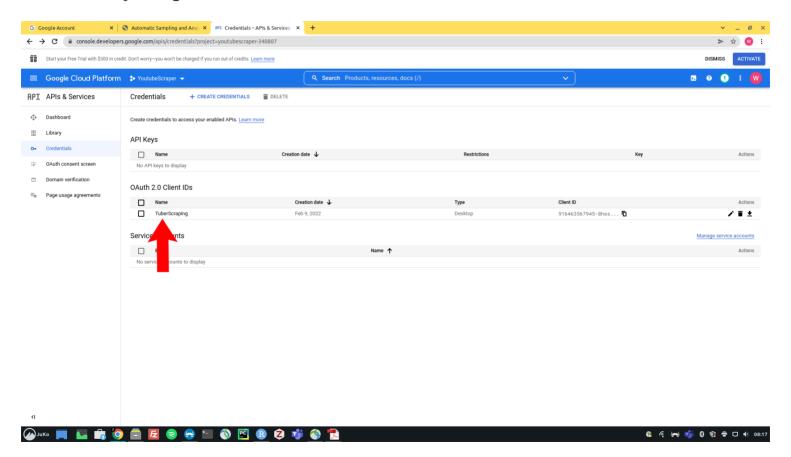
Next, go back to the credentials page using the menu on the left.



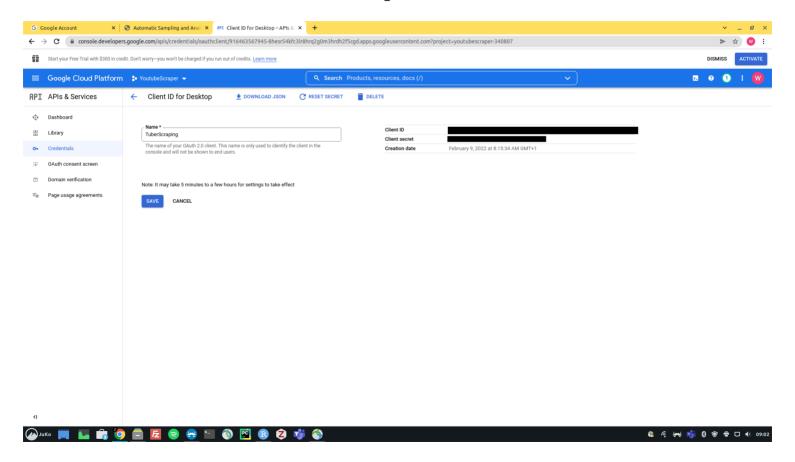
While we are here, we can also generate an API key that can be used for access to publicly available YouTube data using the API. Click on the blue "Create Credentials" button on the top and select "API key".



We also need an OAuth client ID + secret. Click on the "Oauth 2.0 Client ID" name that you specified before.



Congratulations! You now have your credentials! You can see your client ID and secret on the screen that should open now.

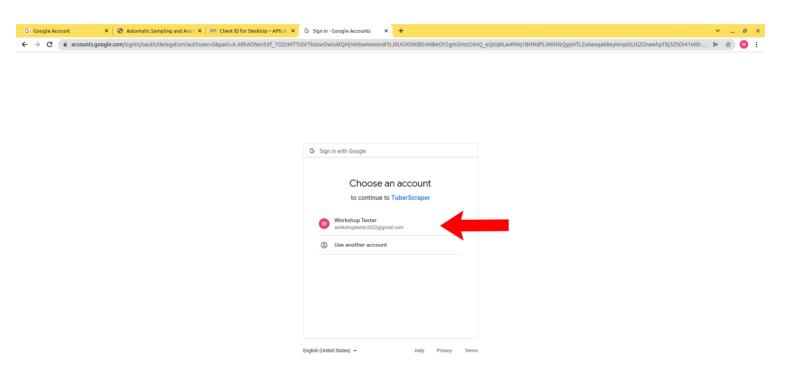


#### Testing Your API Access

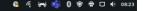
You can now safely try whether your *YouTube* API access works as intended by running the following commands in R. We suggest that you *NOT* save an access token when prompted by R (see instructions in code comments)

```
# installing the tuber package if not installed already
if("tuber" %in% installed.packages() != TRUE) {
  install.packages("tuber")
# loading tuber package
library(tuber)
# Your Credentials (NEVER SHARE THIS INFORMATION)
ID <- "ENTER-YOUR-CLIENT-ID-HERE"</pre>
secret <- "ENTER-YOUR-CLIENT-SECRET-HERE"
# authentication
yt_oauth(ID,secret)
# You will be asked in the R-console to
# save an access token: Select "NO" by entering 2
# You will be sent to your browser to log in
```

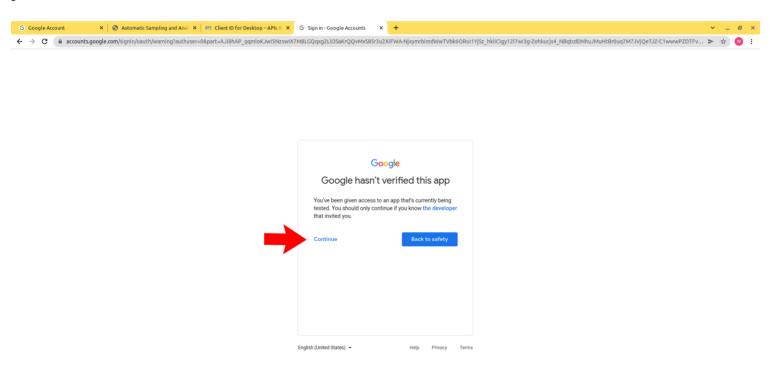
In the browser window that opens from your R session, select your (new) *Gmail* account.







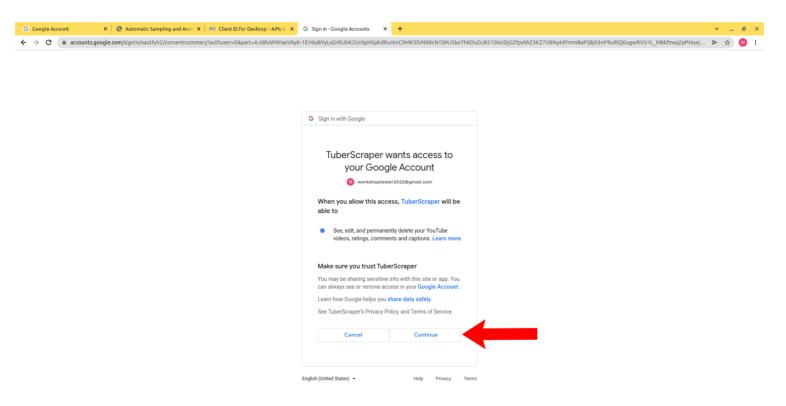
Google warns you that the app has not been verified, but you can trust yourself and click on "Continue".







Allow the app (and, hence, yourself) to make changes to the account (you have created).







Confirm your choices once more by clicking "Allow". Your browser should now display the following message: Authentication complete. Please close this page and return to R.

Authentication complete. Please close this page and return to R.

#### **API Test Call**

To easily check if everything worked, let's try to collect some simple data for a video.

```
# get statistics of https://www.youtube.com/watch?v=HluANRwPyNo
get_stats(video_id="HluANRwPyNo")
```

#### API Test Call Output

If everything worked correctly, the output should look like this. *Note*: The actual numbers will vary because they might have changed in the meantime.

```
$id
[1] "HluANRwPyNo"

$viewCount
[1] "21275354"

$likeCount
[1] "1043372"

$favoriteCount
[1] "0"

$commentCount
[1] "37859"
```

### A Few Words of Advice on Handling Your *YouTube API* Access

- Have one account and project ready for the workshop for which you know that it works
- Do not use your API access too excessively before the workshop to avoid any risk of it being suspended
- Never share your OAuth login credentials or API key! This can easily happen by accident when:
  - saving code in a GitHub Repo
  - sending scripts to colleagues
  - o troubleshooting someone else's code
  - for added security you can, e.g., use the keyring package (we'll say a bit more about this in the workshop)

# We hope that you are now all set up and look forward to seeing you online!