Tidytuesday 2021-03-02

Get the Data

```
library(tidytuesdayR)
library(tidyverse)

tuesdata <- tidytuesdayR::tt_load('2021-03-02')
```

```
##
##  Downloading file 1 of 1: `youtube.csv`
```

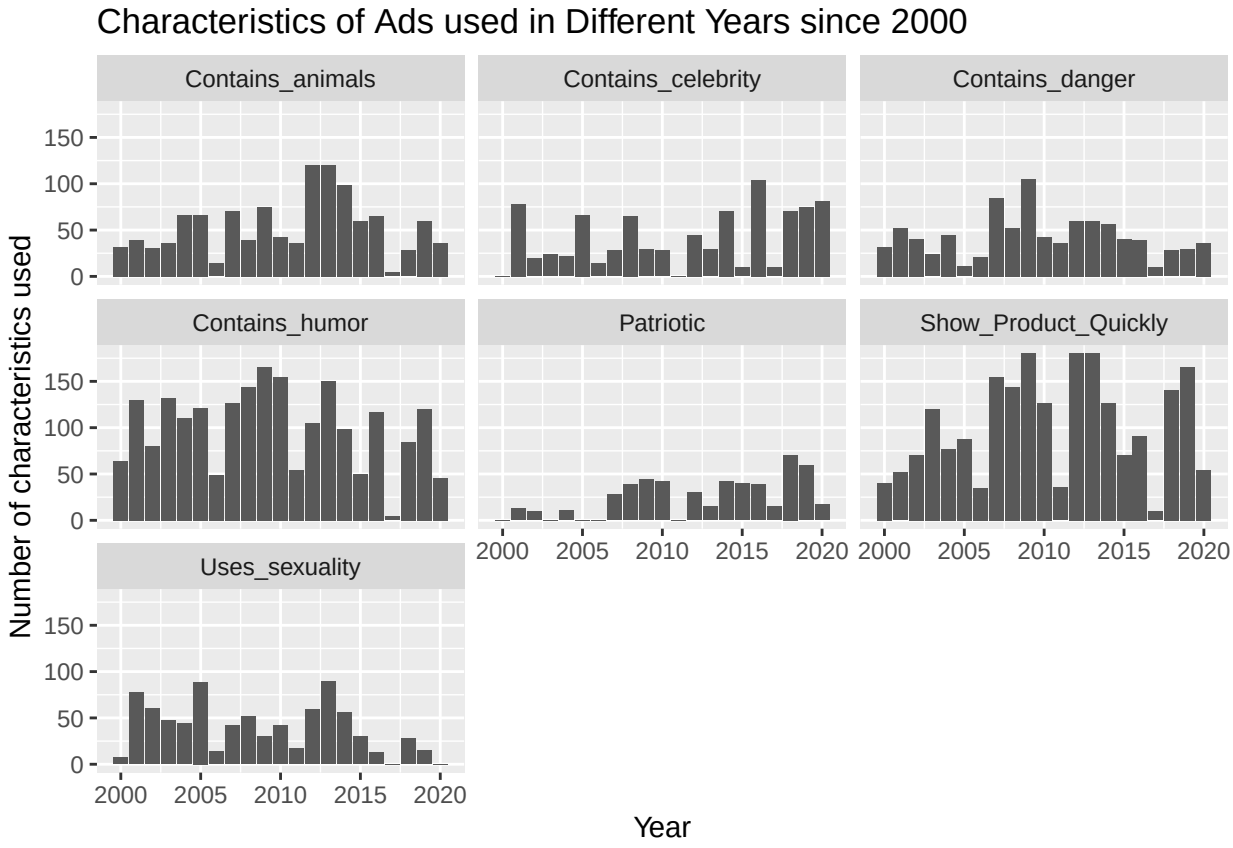
```
youtube <- tuesdata$youtube
```

Data Wrangling and Visualization

```
youtube1 <- youtube %>%
  group_by(year) %>%
  mutate(Contains_humor = sum(funny)) %>%
  mutate(Show_Product_Quickly = sum(show_product_quickly)) %>%
  mutate(Patriotic = sum(patriotic)) %>%
  mutate(Contains_celebrity = sum(celebrity)) %>%
  mutate(Contains_danger = sum(danger)) %>%
  mutate(Contains_animals = sum(animals)) %>%
  mutate(Uses_sexuality = sum(use_sex))

youtube1 <- youtube1 %>%
  select(year, Contains_humor, Show_Product_Quickly, Patriotic, Contains_celebrity, Contains_danger, Co
  pivot_longer(-c(year), names_to = "characteristic", values_to = "count"
  )

youtube1 %>%
  ggplot(aes(x = year, y = count)) + geom_bar(stat = "identity") +
  labs(title = "Characteristics of Ads used in Different Years since 2000",
       x = "Year",
       y = "Number of characteristics used") +
  facet_wrap(~characteristic)
```


Characteristics of Ads used in Different Years since 2000
Contains_animals
Contains_celebrity
Contains_danger
Contains_humor
Patriotic
Show_Product_Quickly
Uses_sexuality
Number of characteristics used
Year
0
50
100
150
2000
2005
2010
2015
2020