What is APIFY?

APIFY is a browser-based tool that automates web scraping. **Web scraping** is the process of extracting data from websites. Often, web scraping is done using an **API**, which is like a code that allows a user to talk to a database.

For example, Yelp has an API, which means a researcher can send Yelp's servers a request and receive some data in return. However, *some* companies put a limit on how much and what kinds of data can be pulled from their company servers. Unfortunately, Yelp is one of those companies. For example, researchers are limited to pulling 3 reviews per business using the Yelp API, and the reviews are only snippets, not full reviews.

Luckily, APIFY can bypass these restrictions, pulling unlimited, full-length reviews, in the case of this Yelp example. APIFY can also pull data from sources like Google Maps, YouTube, Instagram, and many more.

How can APIFY be useful to this project?

For this DSC project, we can use a combination of the Yelp API and APIFY to get Yelp reviews of every Urgent Care Center and Emergency Rooms in Ohio. We can use this data to investigate what people think makes for a good or bad experience at Urgent Care Centers and Emergency Rooms.

How much does APIFY cost?

APIFY provides a free version of their service, but the free version is limited in how much data can be pulled. To pull data at a sufficiently large scale for this project, we can use APIFY's "Personal Use" price tier, which is $49/month.

What does the data look like?

On the next page is an example of the kind of data we can retrieve using a combination of the Yelp API and APIFY.

sampleDataYelp

businessTitle	directURL	businessID	city	businessRating	reviewDate	revie	dataSource	reviewText
Hometown Urgent Care	https://www.yelp	58C2i88pJKh6rhl	Columbus	2.0	2020-09-12	5	Yelp	I called Hometown Urgent care as advised by my physic
Worthington Urgent Care	https://www.yelp	iWWvhTRIl3pMP	Worthington	4.0	2020-12-07	5	Yelp	I have been here three times (once for me, once for niec
Nationwide Children's - Columbus	https://www.yelp	hXmzC1PZkzAlve	Columbus	3.0	2014-10-03	5	Yelp	We go here regularly for my girlfriend's appointments an
OhioHealth Urgent Care	https://www.yelp	ukQhDrlGudZJG(	Columbus	2.5	2020-12-20	5	Yelp	I had a wonderful experience when I unfortunately had to
Arlington Urgent Care	https://www.yelp	851TrH0cmsOWu	Upper Arlingt	4.0	2020-12-08	5	Yelp	Really easy to get a rapid Covid test - just had to make a Everyone was very polite and friendly, whether on the ph
Scioto Urgent Care	https://www.yelp	ZKvu4j_JFGb1yV	Columbus	4.0	2018-11-07	5	Yelp	This is my second visit to Scioto urgent care in a year. I a Dr Rothe was very nice and took the time to talk with me
The Bartlett Medical Clinic & We	https://www.yelp	iGm1Hh0PYFYhc	Columbus	5.0	2018-01-31	5	Yelp	Dr. Bartlett was so attentive. Such an attention to detail a This is how a primary care practice should be! It actually