RPubs by RStudio

Sign In Register

Youtube Text Analysis

Set up

Colombian Banks: applied case

Getting Youtube channel id's

Defining methods to extract a channel videos and stats.

Statistics per Channel

Information on Individual Videos per Channel

Possible Usages and Further Analysis

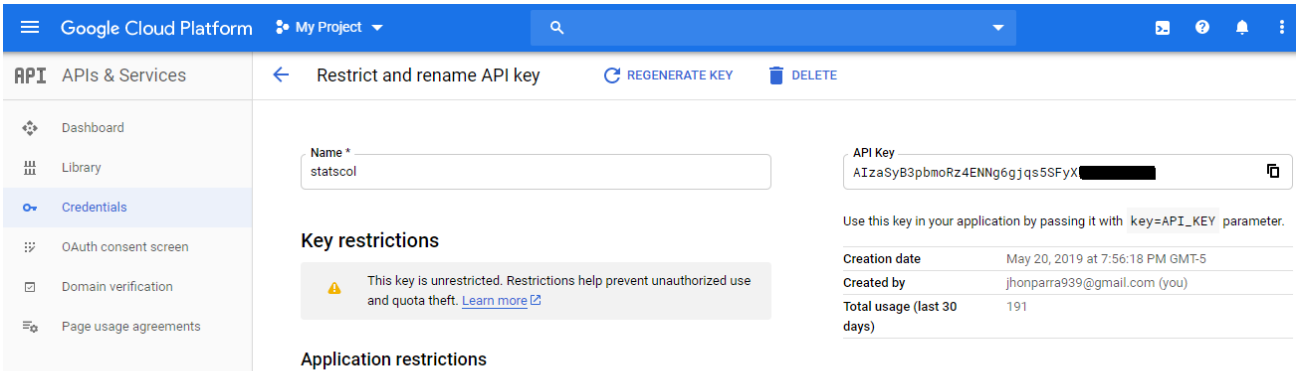
tubeR or Raw Query?

Getting a Youtube Channel Data in R

statscol

Youtube Text Analysis

Youtube is the one of the most frequent sites right now. We watch, upload and share videos in this platform, daily. However, how about using it to get key information on a firm's competitor? Companies are prone to promote its videos, so from a marketing approach, knowing what a competitor is doing, would lead to obtain insights and take better decisions.

Set up

We'll need `jsonlite` and `curl` libraries as well as a youtube APIV3 key from google. So go directly to this link (https://console.developers.google.com/apis/api/youtube/overview) and obtain a key: