

## 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:

The screenshot shows the Google Cloud Platform console interface. The top navigation bar includes the Google Cloud Platform logo, 'My Project' dropdown, a search bar, and notification icons. The left sidebar shows the 'APIs & Services' menu with options like Dashboard, Library, Credentials, OAuth consent screen, Domain verification, and Page usage agreements. The main content area is titled 'Restrict and rename API key' and includes buttons for 'REGENERATE KEY' and 'DELETE'. It displays the API key name 'statscol' and the API key itself, which is partially masked. Below this, there are sections for 'Key restrictions' (indicating the key is unrestricted) and 'Application restrictions'. On the right, a table provides details about the API key: Creation date (May 20, 2019 at 7:56:18 PM GMT-5), Created by (jhonparra939@gmail.com (you)), and Total usage (last 30 days) (191).

Creation date	May 20, 2019 at 7:56:18 PM GMT-5
Created by	jhonparra939@gmail.com (you)
Total usage (last 30 days)	191

