Automatic Sampling and Analysis of YouTube Data

Recap - Outlook - Practice

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Course Recap (1)

Session	Example content
Introduction	Why is YouTube data interesting for research?
The YouTube API	API access, API requests, quota limits
Tools for the automatic sampling of YouTube data	YouTube Data Tools (+Demo), Webometric Analyst, tuber
Collecting data with the tuber package for R	Collecting channel/video stats & viewer comments
Processing and cleaning user comments	Character encoding, string operations, emoji dictionaries

Course Recap (2)

Session	Example content
Basic text analysis of user comments	Counting and visualizing the frequencies of words and emojis in comments
Sentiment analysis of user comments	Assigning sentiment scores to words and emojis
Excursus: Retrieving video subtitles	Retrieving and parsing YouTube video subtitles (+Demo)

Where to go From Here?

Some topics that we did not cover or only briefly touched upon that you might want to explore next/further:

- Analyses for more than one video: use for-loops, functions from the `apply` family or `map` functions from the `purrr` package

- Advanced text mining and NLP: check out the introductions/tutorials mentioned in the session on basic text analysis and/or the *GESIS* workshop "Research Factory for Text Mining in the Social Sciences", March 23-25, Cologne

- Topic models: have a look at the introductions/tutorials by Julia Silge and the *Pew Research Center*

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Any final questions or comments?

Practice time

You now have some time to start or continue working on your own *YouTube* data analysis project. We'll be around, so feel free to ask questions.