

How Popular is R?

Robert Muenchen^{1,*}

1. The University of Tennessee

*Contact author: muenchen.bob@gmail.com

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R is popular software, but how popular? Compared to what? Without metrics like *sales* at our disposal, measuring open source software popularity is an imperfect science. This talk will cover several ways of measuring R's popularity[1], including: counting prevalence of relevant job advertisements [2], scholarly articles, books, blogs, examining software usage surveys, discussion forum activity, and more. Each of these methods has inherent advantages and disadvantages, and each shows *R* in a slightly different competitive position. We will examine each of these approaches and consider the latest forecasts regarding when *R* will surpass the current analytics market leaders. Finally, a new *R* package for collecting popularity measures for any software will be presented.

[1] Muenchen, R.A. (2014). The Popularity of Data Analysis Software,
<http://r4stats.com/articles/popularity/>.

[2] Muenchen, R.A. (2014). How to Search for Analytics Jobs,
<http://r4stats.com/articles/how-to-search-for-analytics-jobs/>.