Package ‘gtrendsR’

August 4, 2018

Type Package
Title Perform and Display Google Trends Queries
Version 1.4.2
Date 2018-08-03
Description An interface for retrieving and displaying the information returned online by Google Trends is provided. Trends (number of hits) over the time as well as geographic representation of the results can be displayed.
License GPL (>= 2)
BugReports https://github.com/PMassicotte/gtrendsR/issues
URL https://github.com/PMassicotte/gtrendsR
Depends R (>= 3.2.0)
LazyData yes
Imports ggplot2, jsonlite, anytime, curl
RoxygenNote 6.1.0
Suggests knitr, rmarkdown
Encoding UTF-8
NeedsCompilation no
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<table>
<thead>
<tr>
<th>categories</th>
<th>Google Trends categories.</th>
</tr>
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</table>

Description

- name Names of the categories
- id IDs of the categories

Usage

data("categories")

Format

A data frame with 1426 rows and 2 variables

countries

<table>
<thead>
<tr>
<th>countries</th>
<th>Word countries ISO code.</th>
</tr>
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</table>

Description

- country_code Two-digits country codes
- description Description of the location
- sub_code ISO3166-2 country codes

Usage

data("countries")

Format

A data frame with 122845 rows and 3 variables

References

http://www.unece.org/cefact/codesfortrade/codes_index.html
The `gtrends` default method performs a Google Trends query for the `query` argument and session `session`. Optional arguments for geolocation and category can also be supplied.

```r
gtrends(keyword = NA, geo = NA, time = "today+5-y", gprop = c("web", "news", "images", "froogle", "youtube"), category = 0, hl = "en-US", low_search_volume = FALSE, cookie_url = "http://trends.google.com/Cookies/NID")
```

### Arguments

- **keyword**: A character vector with the actual Google Trends query keywords. Multiple keywords are possible using `gtrends(c("NHL", "NBA", "MLB", "MLS"))`.
- **geo**: A character vector denoting geographic regions for the query, default to "all" for global queries. Multiple regions are possible using `gtrends(c("NHL", c("CA", "US")))`.
- **time**: A string specifying the time span of the query. Possible values are:
  - "now 1-H" Last hour
  - "now 4-H" Last four hours
  - "now 1-d" Last day
  - "now 7-d" Last seven days
  - "today 1-m" Past 30 days
  - "today 3-m" Past 90 days
  - "today 12-m" Past 12 months
  - "today+5-y" Last five years (default)
  - "all" Since the beginning of Google Trends (2004)
  - "Y-m-d Y-m-d" Time span between two dates (ex.: "2010-01-01 2010-04-03")
- **gprop**: A character string defining the Google product for which the trend query is performed. Valid options are:
  - "web" (default)
  - "news"
  - "images"
  - "froogle"
  - "youtube"
- **category**: A character denoting the category, defaults to "0".
- **hl**: A string specifying the ISO language code (ex.: "en-US" or "fr"). Default is "en-US". Note that this is only influencing the data returned by related topics.
low_search_volume
Logical. Should include low search volume regions?

cookie_url
A string specifying the URL from which to obtain cookies. Default should work in general; should only be changed by advanced users.

Value
An object of class ‘gtrends’ (basically a list of data frames).

Categories
The package includes a complete list of categories that can be used to narrow requests. These can be accessed using `data("categories")`.

Related topics
Note that *related topics* are not retrieved when more than one keyword is provided due to Google restriction.

Examples

```r
## Not run:
head(gtrends("NHL")$interest_over_time)
head(gtrends("NHL")$related_topics)
head(gtrends("NHL")$related_queries)

head(gtrends(c("NHL", "NFL")$interest_over_time)
head(gtrends(c("NHL", "NFL"), geo = c("CA", "US"))$interest_over_time)

## Interest by city
getrends(keyword="obama", geo="US-AL-630")

## Sport category (20)
data(categories)
categories[grepl("^Sport", categories$name), ]
getrends(c("NHL", "NFL"), geo = c("CA", "US"), category = 20)
getrends(geo = c("CA"), category = 20)

## Playing with time format
getrends(c("NHL", "NFL"), time = "now 1-H") # last hour
getrends(c("NHL", "NFL"), time = "now 4-H") # last four hours
getrends(c("NHL", "NFL"), time = "now 1-d") # last day
getrends(c("NHL", "NFL"), time = "today 1-m") # last 30 days
getrends(c("NHL", "NFL"), time = "today 3-m") # last 90 days
getrends(c("NHL", "NFL"), time = "today 12-m") # last 12 months
getrends(c("NHL", "NFL"), time = "today+5-y") # last five years (default)
getrends(c("NHL", "NFL"), time = "all") # since 2004
```
## Description

Plot Google Trends interest over time

## Usage

```r
## S3 method for class 'gtrends'
plot(x, ...)
```

## Arguments

- `x` A `gtrends` object.
- `...` Additional parameters passed on in method dispatch. Currently not used.

## Value

A `ggplot2` object is returned silently.

## Examples

```r
## Not run:
res <- gtrends("nhl", geo = c("CA", "US"))
plot(res)
## End(Not run)
```
setHandleParameters  

If gtrends should be used behind a proxy, especially with NTLM authentication mode, you need to set the proxy parameters and credentials using "setHandleParameters" function

Description

If gtrends should be used behind a proxy, especially with NTLM authentication mode, you need to set the proxy parameters and credentials using "setHandleParameters" function

Usage

setHandleParameters(user = NULL, password = NULL, domain = NULL, proxyhost = NULL, proxyport = 8080, proxyauth = 15)

Arguments

user  A string specifying your username
password  A string specifying your password
domain  A string specifying the authentication domain
proxyhost  A string specifying the Proxy host DNS or IP address
proxyport  A numeric specifying the Proxy Port: 8080 (default)
proxyauth  A numeric specifying the Proxy Authentication Method: 0 for NONE 1 for BASIC 2 for DIGEST 4 for NEGOTIATE 8 for NTLM 15 for ANY (default)

Examples

## Not run:
library(gtrendsR)

setHandleParameters(user="xxxx",password="******",domain="mydomain",proxyhost = "10.111.124.113")
res <- gtrends(c("nhl", "nba"), geo = c("CA", "US"))

## End(Not run)
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