Package ‘rvkstat’

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Type Package

Title R Interface to API ‘vk.com’

Version 3.2.0

Date 2021-10-15

Author Alexey Seleznev

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Description Load data from vk.com api about your community users and views, ads performance, post on user wall and etc. For more information see API Documentation <https://vk.com/dev/first_guide>.

License GPL-2

Depends R (>= 3.5.0)

Imports dplyr (>= 1.0.0), tidyr (>= 1.0.0), jsonlite, httr, stringr, lgr

Language ru

Encoding UTF-8

BugReports https://github.com/selesnow/rvkstat/issues

URL https://selesnow.github.io/rvkstat/

RoxygenNote 7.1.2

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Description

Load data from vk.com api about your community users and views, ads performance, post on user wall and etc. For more information see API Documentation <https://vk.com/dev/first_guide>.
Details

The DESCRIPTION file:

Package: rvkstat
Type: Package
Title: R Interface to API 'vk.com'
Version: 3.2.0
Date: 2021-10-15
Author: Alexey Seleznev
Maintainer: Alexey Seleznev <selesnow@gmail.com>
Description: Load data from vk.com api about your community users and views, ads performance, post on user wall and etc.
License: GPL-2
Depends: R (>= 3.5.0)
Imports: dplyr (>= 1.0.0), tidyr (>= 1.0.0), jsonlite, httr, stringr, lgr
Language: ru
Encoding: UTF-8
BugReports: https://github.com/selesnow/rvkstat/issues
URL: https://selesnow.github.io/rvkstat/
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Author(s)
Alexey Seleznev
Maintainer: Alexey Seleznev <selesnow@gmail.com>

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Description

Allows you to get a token to access the API using the scheme Authorization Code Flow - https://vk.com/dev/authcode_flow_user

Usage

```r
vkAuth(
  username = getOption("rvkstat.username"),
  app_id = getOption("rvkstat.app_id"),
  app_secret = getOption("rvkstat.app_secret"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  reauth = FALSE,
  skip_option = FALSE
)
```
vkGetAdAccounts

**Arguments**

- **username**: Your vkontakte login.
- **app_id**: Application ID, you can find it on the application settings page.
- **app_secret**: Secure application key, you can find it on the application settings page.
- **api_version**: API version.
- **token_path**: Path to dir with credentials
- **reauth**: boolean, do reauthorization if TRUE
- **skip_option**: boolean, skip access token from options and environ variables if TRUE.

**Value**

The list of credentials to work with the API Vkontakte

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
## Auth in VK
vkAuth(
    username =�quotesingle.Varyour_login�quotesingle.Var
)
## End(Not run)
```

vkGetAdAccounts  

**List of Advertising Account**

**Description**

Returns a list of available advertising spaces.

**Usage**

```
vkGetAdAccounts(
    username = getOption("rvkstat.username"),
    api_version = getOption("rvkstat.api_version"),
    token_path = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```
vkGetAdAgeStats

Statistics on Audience Coverage by Age.

Description

Returns statistics on the reach of advertising campaigns and ads by age.

Usage

```r
vkGetAdAgeStats(
  account_id = getOption("rvkstat.account_id"),
  ids_type = "campaign",
  ids,
  period = c("day", "month", "overall"),
  date_from = Sys.Date() - 30,
  date_to = Sys.Date(),
)```

Arguments

- **username**: Your vkontakte login.
- **api_version**: Vkontakte API version.
- **token_path**: Path to dir with credentials
- **access_token**: API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with a list of advertising offices and their parameters with the following values:

- **account_id**: ID of the advertising account.
- **account_type**: Type of advertising office.
- **account_status**: The status of the advertising office. (1 - active, 0 - inactive)
- **access_role**: User privileges in the advertising office.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getAccounts: https://vk.com/dev/ads.getAccounts

Examples

```r
## Not run:
my_vk_acc <- vkGetAdAccounts()
## End(Not run)
```
vkGetAdAgeStats

```python
username = getOption("rvkstat.username"),
api_version = getOption("rvkstat.api_version"),
token_path = vkTokenPath(),
access_token = getOption("rvkstat.access_token")
```

**Arguments**

- `account_id` - The ID of the advertising account, a list of all available advertising offices can be obtained using the function `vkGetAdAccounts`.
- `ids_type` - The type of objects requested that are listed in the `ids` parameter. Valid values "ad" - are ads, "campaigns" - are campaigns.
- `ids` - Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the `ids_type` parameter.
- `period` - The way data is grouped by date is day-by-day statistics, month is month-by-month statistics, overall is all-time statistics. Time limits are specified in the `date_from` and `date_to` arguments.
- `date_from` - The start date of the displayed statistics in the format YYYY-MM-DD.
- `date_to` - End date of the displayed statistics in the format YYYY-MM-DD.
- `username` - Your vkontakte login.
- `api_version` - Vkontakte API version.
- `token_path` - Path to dir with credentials
- `access_token` - API access tokens obtained using `vkAuth` or `vkGetToken` functions

**Value**

Date frame with community statistics with the following values:

- `id` - id of the object from the `ids` argument.
- `day` - (if the period is equal to day) day in the format YYYY-MM-DD.
- `month` - (if period is equal to month) - day in the format YYYY-MM.
- `day_from` - (if period is overall) the start date of the reporting period.
- `day_to` - (if period is overall) end date of the reporting period.
- `type` - object type from the `ids_type` parameter.
- `age` - age.
- `impressions_rate` - part of the audience that viewed the ad, from 0 to 1.
- `clicks_rate` - (the part of the audience that clicked on the ad, from 0 to 1.

**Author(s)**

Alexey Seleznev

**References**

Documentation for API method `ads.getDemographics`: https://vk.com/dev/ads.getDemographics
Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8h4FD8024mZaPHm")

# 1. Get a static message on audience coverage by sex,
# advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)

## 1.2. We get statistics on advertising campaigns
vk_ad_age_stat_day <- vkGetAdAgeStats(account_id = 1,
id_type = "campaign",
ids = camp$id,
period = "day",
date_from = "2010-01-01",
date_to = "2017-09-10")

# 2. Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id)

## 2.2. Get ad statistics
vk_ad_age_stat_month <- vkGetAdAgeStats(account_id = 1,
id_type = "ad",
ids = ads$id,
period = "month",
date_from = "2010-01-01",
date_to = "2017-09-10")

# 3. Get a static message on reaching the audience for advertising campaigns
# without a temporary breakdown
## 3.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)

## 3.2. We get statistics on advertising campaigns
vk_ad_age_stat_total <- vkGetAdAgeStats(account_id = 1,
id_type = "campaign",
ids = camp$id,
period = "overall",
date_from = "2010-01-01",
date_to = "2017-09-10")

## End(Not run)
```

vkGetAdBudget

Budget of Advertising Cabinet 'Vkontakte'.
Description

Returns the current balance of the advertising account Vkontakte.

Usage

vkGetAdBudget(
    account_id = getOption("rvkstat.account_id"),
    username = getOption("rvkstat.username"),
    api_version = getOption("rvkstat.api_version"),
    token_path = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)

Arguments

account_id Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
username Your vkontakte login.
api_version Vkontakte API version.
token_path Path to dir with credentials
access_token API access tokens obtained using vkAuth or vkGetToken functions

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getBudget: https://vk.com/dev/ads.getBudget

Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,
    app_secret = "H2Pk8htyFD8024mZaPHm")

# Receive the rest of means from an advertising office
vk_budget <- vkGetAdBudget(account_id = 1,
    access_token = my_tok$access_token)

## End(Not run)
```
vkGetAdCampaigns

Campaign list

Description
Returns a list of available advertising campaigns from the advertising office Vkontakte.

Usage
vkGetAdCampaigns(
    account_id = vkCurrentAdAccount(),
    client_id = vkCurrentClientAccount(),
    include_deleted = TRUE,
    campaign_ids = "null",
    username = getOption("rvkstat.username"),
    api_version = getOption("rvkstat.api_version"),
    token_path = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)

Arguments
- account_id: The ID of the advertising account, a list of all available advertising offices can be obtained using the function `vkGetAdAccounts`.
- client_id: Client identifier from which advertisements are requested. Available and required for advertising agencies.
- include_deleted: Boolean TRUE or FALSE, flag, specifying the need to display archived ads.
- campaign_ids: Campaign ids.
- username: Your vkontakte login.
- api_version: Vkontakte API version.
- token_path: Path to dir with credentials
- access_token: API access tokens obtained using `vkAuth` or `vkGetToken` functions

Value
Date frame with a list of advertising offices and their parameters with the following values:
- id: campaign ID.
- type: campaign type.
- name: campaign name.
- status: campaign status.
- day_limit: daily campaign limit in rubles.
- all_limit: total campaign limit in rubles.


**vkGetAdCategories**

- start_time: campaign start time.
- stop_time: campaign stop time.
- create_time: campaign creation time.
- update_time: the last time the campaign was modified.

**Author(s)**

Alexey Seleznev

**References**

Documentation for API method ads.getCampaigns: https://vk.com/dev/ads.getCampaigns

**Examples**

```r
## Not run:
## get campaigning list
my_vk_camp <- vkGetAdCampaigns(account_id = 1)

## End(Not run)
```

---

**vkGetAdCategories**

*List of Possible Subjects of Advertisements*

**Description**

Returns a table with all possible topics and their subsections of the topics of advertisements from 'Vkontakte'

**Usage**

```r
vkGetAdCategories(
  version = c("v1", "v2"),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

**Arguments**

- **version**: Dictionary version, v1 include deprecated themes, v2 exclude deprecated themes.
- **username**: Your vkontakte login.
- **api_version**: Vkontakte API version.
- **token_path**: Path to dir with credentials
- **access_token**: API access tokens obtained using vkAuth or vkGetToken functions
vkGetAdCityStats


Description

Returns statistics on audience reach by advertising campaign and ads by city.

Usage

vkGetAdCityStats(
  account_id = vkCurrentAdAccount(),
  ids_type = c("campaign", "ad"),
  ids = NULL,
  period = c("day", "month", "overall"),
  date_from = Sys.Date() - 30,
  date_to = Sys.Date(),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
vkGetAdCityStats

Arguments

account_id  Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.

ids_type  The type of objects requested, which are listed in the ids parameter. Valid ad values are ads, campaigns are campaigns.

ids  Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.

period  The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.

date_from  The starting date of the displayed statistics in the format YYYY-MM-DD.

date_to  The end date of the displayed statistics in the format YYYY-MM-DD.

username  Your vkontakte login.

api_version  Vkontakte API version.

token_path  Path to dir with credentials

access_token  API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with the following values:

id  id of the object from the ids argument.

day  (if the period is equal to day) day in the format YYYY-MM-DD.

month  (if period is equal to month) - day in the format YYYY-MM.

day_from  (if period is overall) the start date of the reporting period.

day_to  (if period is overall) the finish date of the reporting period.

type  the type of the object from the ids_type parameter.

city_id  city id or other for other cities.

city_name  city name.

impressions_rate  part of the audience that viewed the ad, from 0 to 1.

clicks_rate  (the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getDemographics: https://vk.com/dev/ads.getDemographics
vkGetAdClients

Examples

## Not run:

# 1. Get a static report on audience coverage in the context of cities by advertising campaigns by day
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
## 1.2. We get statistics on advertising campaigns
vk_ad_city_stat_day <- vkGetAdCityStats(account_id = 1,
    ids_type = "campaign",
    ids = camp$id ,
    period = "day",
    date_from = "2010-01-01",
    date_to = "2017-09-10"
)

# 2. Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id, access_token = my_tok$access_token)
## 2.2. Get ad statistics
vk_ad_city_stat_month <- vkGetAdCityStats(account_id = 1,
    ids_type = "ad",
    ids = ads$id ,
    period = "month",
    date_from = "2010-01-01",
    date_to = "2017-09-10"
)

# 3. Receive a static report on audience coverage in the context of cities by advertising campaigns without a temporary breakdown
## 3.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
## 3.2. Get statistics on advertising campaigns
vk_ad_city_stat_total <- vkGetAdCityStats(account_id = 1,
    ids_type = "campaign",
    ids = camp$id ,
    period = "overall",
    date_from = "2010-01-01",
    date_to = "2017-09-10"
)

## End(Not run)

vkGetAdClients

Client list.

Description

Returns a list of advertising agency clients.
vkGetAdClients

Usage

```r
vkGetAdClients(
    account_id = getOption("rvkstat.agency_id"),
    username = getOption("rvkstat.username"),
    api_version = getOption("rvkstat.api_version"),
    token_path = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

Arguments

- **account_id**: Advertising account ID, a list of all available advertising accounts can be obtained using the function `vkGetAdAccounts`.
- **username**: Your vkontakte login.
- **api_version**: Vkontakte API version.
- **token_path**: Path to dir with credentials.
- **access_token**: API access tokens obtained using `vkAuth` or `vkGetToken` functions.

Value

Date frame with community statistics with the following values:

- **id**: client id.
- **name**: customer name.
- **day_limit**: client’s daily limit in rubles.
- **all_limit**: total customer limit in rubles.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getClients: https://vk.com/dev/ads.getClients

Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,
                 app_secret = "H2Pk8htyFD8024mZaPHn")

## We get a list of clients from the agent account
vk_clients <- vkGetAdClients(account_id = 1,
                              access_token = my_tok$access_token)

## End(Not run)
```
vkGetAdGenderAgeStats  

Statistics on Audience Coverage by Age and Gender.

Description

Returns statistics on the reach of advertising campaigns and ads by age and sex.

Usage

vkGetAdGenderAgeStats(
  account_id = vkCurrentAdAccount(),
  ids_type = c("campaign", "ad"),
  ids = NULL,
  period = c("day", "month", "overall"),
  date_from = Sys.Date() - 30,
  date_to = Sys.Date(),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)

Arguments

account_id  The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
ids_type  The type of objects requested that are listed in the ids parameter. Valid ad values are ads, campaign campaigns, client clients, office office.
ids  Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period  The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from  The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to  The end date of the displayed statistics in the format YYYY-MM-DD.
username  Your vkontakte login.
api_version  Vkontakte API version.
token_path  Path to dir with credentials
access_token  API access tokens obtained using vkAuth or vkGetToken functions
Value

Date frame with community statistics with the following values:

1. id  id of the object from the ids argument.
2. day (if the period is equal to day) day in the format YYYY-MM-DD.
3. month (if period is equal to month) - day in the format YYYY-MM.
4. day_from (if period is overall) the start date of the reporting period.
5. day_to (if period is overall) end date of the reporting period.
6. type object type from the ids_type parameter.
7. gender gender.
8. age age.
9. impressions_rate part of the audience that viewed the ad, from 0 to 1.
10. clicks_rate (the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

References


Examples

## Not run:
# 1.Get a static message on audience coverage by sex, # advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
## 1.2. We get statistics on advertising campaigns
vk_ad_gender_age_stat_day <- vkGetAdGenderAgeStats(account_id = 1, 
  ids_type = "campaign",
  ids = camp$id, 
  period = "day",
  date_from = "2010-01-01",
  date_to = "2017-09-10")

# 2.Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id)
## 2.2. Get ad statistics
vk_ad_gender_age_stat_month <- vkGetAdGenderAgeStats(account_id = 1, 
  ids_type = "ad",
  ids = ads$id, 
  period = "month",
vkGetAdGenderStats

Statistics on Audience Coverage by Gender.

Description

Returns audience coverage statistics for advertising campaigns and ads by gender.

Usage

vkGetAdGenderStats(
  account_id = vkCurrentAdAccount(),
  ids_type = c("campaign", "ad"),
  ids = NULL,
  period = c("day", "month", "overall"),
  date_from = Sys.Date() - 30,
  date_to = Sys.Date(),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)

Arguments

account_id | The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
ids_type | The type of objects requested that are listed in the ids parameter. Valid ad values are ads, campaign campaigns, client clients, office office.
vkGetAdGenderStats

ids Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.

period The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.

date_from The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to The end date of the displayed statistics in the format YYYY-MM-DD.

username Your vkontakte login.

api_version Vkontakte API version.
token_path Path to dir with credentials

access_token API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

1. id id of the object from the ids argument.
2. day (if the period is equal to day) day in the format YYYY-MM-DD.
3. month (if period is equal to month) - day in the format YYYY-MM.
4. day_from (if period is overall) the start date of the reporting period.
5. day_to (if period is overall) end date of the reporting period.
6. type object type from the ids_type parameter.
7. gender gender, f - female, m - male.
8. impressions_rate part of the audience that viewed the ad, from 0 to 1.
9. clicks_rate (the part of the audience that clicked on the ad, from 0 to 1.

Author(s)

Alexey Seleznev

References


Examples

## Not run:

# 1. Get a stat message on audience coverage by sex,
# advertising campaigns in the context of days
## 1.1. We get a list of advertising campaigns
camp <- vkGetAdCampaigns(account_id = 1)
## 1.2. We get statistics on advertising campaigns
vk_ad_gender_stat_day <- vkGetAdGenderStats(account_id = 1,
   ids_type = "campaign",
   ids = camp$id ,
vkGetAdPostsReach

Statistics on The Coverage of Advertising Entries 'Vkontakte'.

Description

Returns detailed statistics on the reach of advertisements from ads and campaigns to promote community entries.

Usage

vkGetAdPostsReach(
    account_id = vkCurrentAdAccount(),
    ids_type = "campaign",
    ids = NULL,
    username =getOption("rvkstat.username"),
    api_version = getOption("rvkstat.api_version"),
    token_path = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
Arguments

- **account_id**
  Advertising account ID, a list of all available advertising accounts can be obtained using the function `vkGetAdAccounts`.

- **ids_type**
  The type of objects requested, which are listed in the `ids` parameter. Valid ad values are ads, campaigns are campaigns.

- **ids**
  Vector of id of the requested ads, campaigns, clients or account, depending on what is specified in the `ids_type` parameter.

- **username**
  Your vkontakte login.

- **api_version**
  Vkontakte API version.

- **token_path**
  Path to dir with credentials

- **access_token**
  API access tokens obtained using `vkAuth` or `vkGetToken` functions

Details

Campaign statistics are only available for campaigns created since December 20, 2016. The `video_views_start`, `video_views_3s`, `video_views_25p`, `video_views_50p`, `video_views_75p`, `video_views_100p` fields with video statistics data are returned only for ads or campaigns from videos created after January 26, 2017.

Value

Date frame with community statistics with the following values:

1. **id**
   object ID from the `ids` parameter.

2. **reach_subscribers**
   reach subscribers.

3. **reach_total**
   total coverage.

4. **links**
   follow the link.

5. **to_group**
   transitions to the community.

6. **join_group**
   entry into the community.

7. **report**
   number of complaints about the record.

8. **hide**
   number of entries hidden.

9. **unsubscribe**
   number of unsubscribe members.

10. **video_views_start**
    number of starts to watch a video.

11. **video_views_3s**
    number of video inspections up to 3 seconds.

12. **video_views_25p**
    number of video inspections up to 25 percent.

13. **video_views_50p**
    number of video inspections up to 50 percent.

14. **video_views_75p**
    number of video inspections up to 75 percent.

15. **video_views_100p**
    The number of video inspections is up to 100 percent.
vkGetAds

List of Ads From 'Vkontakte'.

Description

Provide to get a list of advertisements from the advertising office 'Vkontakte'.

Usage

```r
vkGetAds(
  account_id = vkCurrentAdAccount(),
  client_id = vkCurrentClientAccount(),
  include_deleted = TRUE,
  only_deleted = FALSE,
  campaign_ids = "null",
  ad_ids = "null",
  status_names = TRUE,
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```
vkGetAds

Arguments

account_id The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.

client_id Client identifier from which advertisements are requested. Available and required for advertising agencies.

include_deleted Boolean TRUE or FALSE, flag, specifying the need to display archived ads.

only_deleted Boolean TRUE or FALSE, flag, get only deleted ads.

campaign_ids Numeric vector, filter by advertising campaigns.

ad_ids Numeric vector, ad filter.

status_names If TRUE you get status names, in FALSE status Ids.

username Your vkontakte login.

api_version Vkontakte API version.

token_path Path to dir with credentials

access_token API access tokens obtained using vkAuth or vkGetToken functions

Details

If campaign_ids and ad_ids filters are enabled at the same time, the following ads will be displayed:
1. If the ad id is specified in ad_ids, then it is displayed. 2. If the ad belongs to an advertising campaign whose id is specified in campaign_ids, then it is displayed. 3. If there is an ad with the id specified in ad_ids and it belongs to a campaign whose id is specified in campaign_ids, then this ad campaign is ignored, i.e. for her, rule 2 does not work.

No more than 2000 ads are output from no more than 2000 campaigns.

Value

Date frame with the following values:

id ad id.

campaign_id campaign id.

name name of the announcement.

status ad status.

ad_format ad format.

approved ad moderation status.

all_limit total ad limit in rubles. 0 - no limit is set.

create_time date and time of ad creation.

update_time the date and time of the last ad change.

age_restriction label about ad age limit.

category1_id ID of the subject or subsection of the subject of the announcement, a list of topics can be obtained using the function vkGetAdCategories.
12. category2_id
   Subject ID or sub topic of the ad. Additional topics, a list of topics can be obtained using the function vkGetAdCategories.

13. cost_type
type of payment.

14. cpc
price per switch in kopecks.

15. cpm
price per 1000 impressions in kopecks.

16. impressions_limit
limit the number of times this ad is shown per user.

17. impressions_limited
a sign that the number of ad impressions per user is limited.

18. ad_platform
advertising platforms where the ad will be displayed. (if ad_format is 1, 0 - VKontakte and partner sites, 1 - only VKontakte, (if ad_format is 9) all - all sites, desktop - full version of the site, mobile - mobile site and applications.)

19. video
1 - the ad is a video ad.

Author(s)
Alexey Seleznev

References
Documentation for API method ads.getAds: https://vk.com/dev/ads.getAds

Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")
# ads list
my_vk_ads <- vkGetAds(account_id = 11111111,
    access_token = my_tok$access_token)

## End(Not run)
```

### Description

vkGetAdsLayout  

**Appearance of Advertisements.**

Allows you to get a list of advertisements and a description of their appearance from the advertising office 'VKontakte'.

Usage

vkGetAdsLayout(
    account_id = vkCurrentAdAccount(),
    client_id = vkCurrentClientAccount(),
    include_deleted = TRUE,
    only_deleted = FALSE,
    campaign_ids = "null",
    ad_ids = "null",
    status_names = TRUE,
    username = getOption("rvkstat.username"),
    api_version = getOption("rvkstat.api_version"),
    token_path = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)

Arguments

account_id Advertising account ID, a list of all available advertising accounts can be obtained using the function vkGetAdAccounts.
client_id Client identifier from which advertisements are requested. Available and required for advertising agencies.
include_deleted Boolean TRUE or FALSE, flag, specifying whether to display archived ads.
only_deleted Boolean TRUE or FALSE, flag, get only deleted ads.
campaign_ids Numeric vector, filter by advertising campaigns.
ad_ids Numeric vector, ad filter.
status_names Numeric vector, filter by advertising campaigns.
username Your vkontakte login.
api_version Vkontakte API version.
token_path Path to dir with credentials
access_token API access tokens obtained using vkAuth or vkGetToken functions

Details

If campaign_ids and ad_ids filters are enabled at the same time, the following ads will be displayed:
1. If the ad id is specified in ad_ids, then it is displayed. 2. If the ad belongs to an advertising campaign whose id is specified in campaign_ids, then it is displayed. 3. If there is an ad with the id specified in ad_ids and it belongs to a campaign whose id is specified in campaign_ids, then this ad campaign is ignored, i.e. for her, rule 2 does not work.

No more than 2000 ads are output from no more than 2000 campaigns.

The function is based on the API method ads.getAdsLayout, you can find out all the details of its work at https://vk.com/dev/ads.getAdsLayout.
vkGetAdStatistics

Statistics of advertising in 'VKontakte'.

Value

Data frame with next values:

1. id           ad id.
2. campaign_id  campaign id.
3. ad_format    ad format.
4. cost_type    type of payment.
5. video        1 - the ad is a video ad.
6. title        ad title.
7. description  description of the advertisement.
8. link_url     link to the advertised object.
9. link_domain  domain of the advertised site.
10. preview_link link by clicking on which you can view the advertisement as it looks on the site. The link is available for 30 minutes after the vkGetAdsLayout function.
11. image_src   ad image url.

Author(s)

Alexey Seleznev

References

Documentation for API method ads.getAdsLayout: https://vk.com/dev/ads.getAdsLayout

Examples

## Not run:
# get Ads Layouts
my_vk_ads <- vkGetAdsLayout(account_id = 11111111)

## End(Not run)

Description

returns performance statistics for advertisements, campaigns, customers, or the entire account.
vkGetAdStatistics

Usage

vkGetAdStatistics(
  account_id = vkCurrentAdAccount(),
  ids_type = c("office", "client", "campaign", "ad"),
  ids,
  period = c("day", "week", "month", "year", "overall"),
  date_from = Sys.Date() - 30,
  date_to = Sys.Date(),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)

Arguments

account_id  The ID of the advertising account, a list of all available advertising offices can be obtained using the function vkGetAdAccounts.
ids_type The type of objects requested that are listed in the ids parameter. Valid ad values are ads, campaign campaigns, client clients, office office.
ids Vector id of the requested ads, campaigns, clients or account, depending on what is specified in the ids_type parameter.
period The method of grouping data by date. day - statistics by days, month - statistics by months, overall - statistics for all time. Temporary restrictions are given by the arguments date_from and date_to.
date_from The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to The end date of the displayed statistics in the format YYYY-MM-DD.
username Your vkontakte login.
api_version Vkontakte API version.
token_path Path to dir with credentials
access_token API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with advertising statistics with the following values:

1. id id of the object from the ids argument.
2. day (if the period is equal to day) day in the format YYYY-MM-DD.
3. month (if period is equal to month) - day in the format YYYY-MM.
4. day_from (if period is overall) the start date of the reporting period.
5. day_to (if period is overall) end date of the reporting period.
6. type object type from the ids_type parameter.
7. spent money spent.
8. impressions number of views.
9. **clicks**  
   number of unique visitors.

10. **reach**  
    (if ids_type is ad or campaign and period is equal to day or month) - coverage.

11. **video_views**  
    (if ids_type is ad) - video views (for video ads).

12. **video_views_half**  
    (if ids_type is ad) - half the video views (for video ads)

13. **video_views_full**  
    (if ids_type is ad) - views of the whole video (for video ads).

14. **video_clicks_site**  
    (if ids_type is equal to ad) - transitions to the advertiser's website from video ads (for video ads).

15. **join_rate**  
    (if ids_type is ad or campaign) - group membership, event, subscriptions to a public page or application settings (only if the ad contains a direct link to the corresponding VK page).

16. **lead_form_sends**  
    count of sended lead forms from your ads.

**Author(s)**

Alexey Seleznev

**References**


**Examples**

```r
## Not run:
# 1. Get a static message on advertising campaigns in the context of days
بدأت استخدام النماذج الإحصائية
camp <- vkGetAdCampaigns(account_id = 1, access_token = my_tok$access_token)

## 1.1. We get a list of advertising campaigns
vk_get_ad_campaigns <- vkGetAdStatistics(account_id = 1,  
                                         ids_type = "campaign",  
                                         ids = camp$id,  
                                         period = "day",  
                                         date_from = "2010-01-01",  
                                         date_to = "2017-09-10")

# 2. Receive a static message on the ads in the context of months
## 2.1. We get a list of advertising campaigns
ads <- vkGetAds(account_id = account_id)

## 2.2. Get ad statistics
vk_get_ad_statistics <- vkGetAdStatistics(account_id = 1,  
                                          ids_type = "ad",  
                                          ids = ads$id,  
                                          period = "month",  
                                          ids_type = "campaign")
```
vkGetDbCities

City Dictionary.

Description

Returns a list of cities and countries.

Usage

vkGetDbCities(
  country_id,
  region_id = NULL,
  q = NULL,
  need_all = TRUE,
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)

Arguments

country_id  country identifier obtained using the vkGetDbCountries function.
region_id  identifier of the region whose city you want to receive. (this parameter is optional.
q  search query string. For example, "Saint". The maximum string length is 15 characters.
need_all  Boolean TRUE or FALSE, flag — return a list of all countries.
username  Your vkontakte login.
api_version  Vkontakte API version.
token_path  Path to dir with credentials
access_token  API access tokens obtained using vkAuth or vkGetToken functions

# 3. Receive the general static of the advertising cabinet, in this example
# it is assumed that the id of the advertising cabinet is 1
vk_stat_by_account <- vkGetAdStatistics(account_id = 1,
  ids_type = "office",
  ids = 1,
  period = "overall",
  date_from = "2010-01-01",
  date_to = "2017-09-10")

## End(Not run)
vkGetDbCountries

Description

Get list of countries.

Details

the q parameter is not specified, then a list of the largest cities in the given country will be returned. If the q parameter is specified, a list of cities that are relevant to the search query will be returned.

Value

Date frame with community statistics with the following values:

<table>
<thead>
<tr>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>cid</td>
<td>country id.</td>
</tr>
<tr>
<td>title</td>
<td>country name.</td>
</tr>
<tr>
<td>important</td>
<td>mark key cities for the current user.</td>
</tr>
<tr>
<td>area</td>
<td>area.</td>
</tr>
<tr>
<td>region</td>
<td>region.</td>
</tr>
</tbody>
</table>

Author(s)

Alexey Seleznev

References

Documentation for API method database.getCities: https://vk.com/dev/database.getCities

Examples

## Not run:
## Get a list of cities for Ukraine, because Ukraine id = 2
vk_cities <- vkGetDbCities(country_id = 2)

## Get the list of cities for the search query "St."
vk_cities_search <- vkGetDbCities(country_id = 1,
                                  q = "St.")
vkGetDbCountries

Usage

vkGetDbCountries(
  need_all = TRUE,
  code = NULL,
  username =getOption("rvkstat.username"),
  api_version =getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token =getOption("rvkstat.access_token")
)

Arguments

need_all Boolean TRUE or FALSE, flag — return a list of all countries.
code Text vector, two-letter codes of countries in ISO 3166-1 alpha-2, for which you
need to give information. Example c ("RU", "UA", "BY"), a list of all codes can be viewed at the link - https://vk.com/dev/country_codes.
username Your vkontakte login.
api_version Vkontakte API version.
token_path Path to dir with credentials
access_token API access tokens obtained using vkAuth or vkGetToken functions

Details

If the need_all and code parameters are not specified, then a short list of countries located closest to the current user’s country is returned. If the need_all parameter is specified, a list of all countries will be returned. If the code parameter is specified, only countries with the listed ISO 3166-1 alpha-2 codes will be returned. A list of all country codes can be obtained at the link - https://vk.com/dev/country_codes

Value

Date frame with community statistics with the following values:

1. cid country id.
2. title country name.

Author(s)

Alexey Seleznev

References

Documentation for API method database.getCountries: https://vk.com/dev/database.getCountries
Examples

```r
## Not run:
## get dictionary
vk_countries <- vkGetDbCountries(need_all = T,
       code = c("RU","UA","BY"))

## End(Not run)
```

---

**vkGetDbMetroStations**  
*Returns a List of Metro Stations*

**Description**

Returns a List of Metro Stations

**Usage**

```r
vkGetDbMetroStations(
    city_id,
    username = getOption("rvkstat.username"),
    api_version = getOption("rvkstat.api_version"),
    token_path = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)
```

**Arguments**

- **city_id**: City ID, *vkGetDbCities*
- **username**: Your vkontakte login.
- **api_version**: Vkontakte API version.
- **token_path**: Path to dir with credentials
- **access_token**: API access tokens obtained using vkAuth or vkGetToken functions

**Value**

`tibble` with Metro Stations list
vkGetDbRegions

Description

Get regions dictionary.

Usage

vkGetDbRegions(
    country_id,
    q = NULL,
    username = getOption("rvkstat.username"),
    api_version = getOption("rvkstat.api_version"),
    token_path = vkTokenPath(),
    access_token = getOption("rvkstat.access_token")
)

Arguments

country_id: country identifier obtained using the vkGetDbCountries function.
q: search query string. For example, Len. The maximum string length is 15 characters.
username: Your vkontakte login.
api_version: Vkontakte API version.
token_path: Path to dir with credentials
access_token: API access tokens obtained using vkAuth or vkGetToken functions

Details

If the q parameter is not specified, then a list of all regions in the given country will be returned. If the q parameter is specified, a list of regions that are relevant to the search query will be returned.

Value

Data frame contains community statistics with the following values:

1. region_id: region identifier.
2. title: name of the region.

Author(s)

Alexey Seleznev

References

Documentation for API method database.getRegions: https://vk.com/dev/database.getRegions
vkGetDbSchools

Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,
                 app_secret = "H2PkhFyFD8024mZdPhm")

## Get a list of regions for Ukraine, because Ukraine id = 2
vk_regions <- vkGetDbRegions(country_id = 2,
                              access_token = my_tok$access_token)

##get a list of cities of Ukraine on request "Ode"
vk_regions_search <- vkGetDbRegions(country_id = 2,
                                     q = "Ode",
                                     access_token = my_tok$access_token)
```

## End(Not run)

---

vkGetDbSchools  
*Returns a List of Schools*

### Description

Returns a List of Schools

### Usage

```r
vkGetDbSchools(
  q = NULL,
  city_id = NULL,
  username =getOption("rvkstat.username"),
  api_version =getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token =getOption("rvkstat.access_token")
)
```

### Arguments

- `q`  
  Search query string.

- `city_id`  
  City ID, [vkGetDbCities](#)

- `username`  
  Your vkontakte login.

- `api_version`  
  Vkontakte API version.

- `token_path`  
  Path to dir with credentials

- `access_token`  
  API access tokens obtained using vkAuth or vkGetToken functions
vkGetDbUniversities  

**Value**

tibble with Schools list

---

vkGetDbUniversities  *Returns a List of Universities*

---

**Description**

Returns a List of Universities

**Usage**

```r
vkGetDbUniversities(
  q = NULL,
  country_id = NULL,
  city_id = NULL,
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

**Arguments**

- **q**  
  Search query string.

- **country_id**  
  Country ID, `vkGetDbCountries`

- **city_id**  
  City ID, `vkGetDbCities`

- **username**  
  Your vkontakte login.

- **api_version**  
  Vkontakte API version.

- **token_path**  
  Path to dir with credentials

- **access_token**  
  API access tokens obtained using vkAuth or vkGetToken functions

**Value**

tibble with Universities list
vkGetGroupMembers

Returns a list of community members.

Description

Returns a list of community members.

Usage

vkGetGroupMembers(
  group_id = NULL,
  sort = c('time_desc', 'time_asc', 'id_desc', 'id_asc'),
  fields = c('sex', 'bdate', 'city', 'country', 'photo_50', 'photo_100',
             'photo_200', 'photo_400', 'photo_max',
             'photo_max_orig', 'online', 'online_mobile', 'lists', 'domain',
             'has_mobile', 'contacts', 'connections', 'site', 'education',
             'universities', 'schools', 'can_post', 'can_letter_all_posts',
             'can_letter_audio', 'can_write_private_message', 'status',
             'last_seen', 'common_count', 'relation', 'relatives'),
  filter = c('all', 'friends', 'unsure', 'managers', 'donut'),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)

Arguments

- **group_id**: Community ID or short name.
- **sort**: sort with which to return the list of participants. Possible values: time_desc, time_asc, id_desc, id_asc.
- **fields**: List of additional fields to return. Possible values: sex, bdate, city, country, photo_50, photo_100, photo_200, photo_400, photo_max, photo_max_orig, online, online_mobile, lists, domain, has_mobile, contacts, connections, site, education, universities, schools, can_post, can_letter_all_posts, can_letter_audio, can_write_private_message, status, last_seen, common_count, relation, relatives
- **filter**: Group member filter. Possible values: all, friends, unsure, managers, donut
- **username**: Your vkontakte login.
- **api_version**: Vkontakte API version.
- **token_path**: Path to dir with credentials
- **access_token**: API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values
vkGetGroupStat

Author(s)
Alexey Seleznev

References
Documentation for API method stats.get: https://vk.com/dev/groups.getMembers

Examples
## Not run:
## Getting community members
communityMembers <- vkGetGroupStat(
  group_id = "data_club"
)

## End(Not run)

vkGetGroupStat  Statistics on visiting the community in 'Vkontakte'.

Description
Load data from the 'Vkontakte' communities by the number of views, subscriptions, replies and community visitors by date.

Usage
vkGetGroupStat(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  group_id = NULL,
  interval = "day",
  intervals_count = NULL,
  filters = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username =getOption("rvkstat.username"),
  api_version =getOption("rvkstat.api_version"),
  token_path =vkTokenPath(),
  access_token =getOption("rvkstat.access_token")
)

Arguments
date_from  The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to  The end end date of the displayed statistics in the format YYYY-MM-DD.
group_id  Community ID.
interval  Time intervals. Possible values: day, week, month, year, all.
intervals_count

Number of time intervals.

filters

A list of words separated by commas

stats_groups

Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.

username

Your vkontakte login.

api_version

Vkontakte API version.

token_path

Path to dir with credentials

access_token

API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

1. day
date for which statistics is given.

2. views
number of views.

3. visitors
number of unique visitors.

4. total_reach
full coverage.

5. subscribers_reach
subscribers reach.

6. subscribed
number of new subscribers.

7. unsubscribed
number of unsubscribed.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```r
## Not run:
## Getting community statistics
communityData <- vkGetGroupStat(date_from = "2021-01-01",
                               date_to = "2021-01-12",
                               group_id = 1)

## End(Not run)
```
vkGetGroupStatAge

Community Statistics by User Age Bucket

Description

Load data about community visitors by age group (12-18, 18-21, 21-24, 24-27, 27-30, 30-35, 35-45, 45-100) on dates.

Usage

vkGetGroupStatAge(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  group_id = NULL,
  interval = "day",
  intervals_count = NULL,
  filters = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)

Arguments

date_from The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to The end date of the displayed statistics in the format YYYY-MM-DD.
group_id Community ID.
interval Time intervals. Possible values: day, week, month, year, all.
intervals_count Number of time intervals.
filters A list of words separated by commas
stats_groups Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username Your vkontakte login.
api_version Vkontakte API version.
token_path Path to dir with credentials
access_token API access tokens obtained using vkAuth or vkGetToken functions
vkGetGroupStatCity

Statistics of the Vkontakte community visitors by cities.

Description

The function vkGetGroupStatCity allows you to get data about the city of community visitors by date.

Usage

vkGetGroupStatCity(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  group_id = NULL,
  interval = "day",
  intervals_count = NULL,
  filters = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username = getOption("rvkstat.username"),
)

Value

Date frame with statistics on community visitors with the following values:

1. Date the date for which statistics are given.
2. Visitors number of unique visitors.
3. AgeGroup age interval.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

## Not run:
## auth
my_tok <- vkAuth(app_id = 1,app_secret = "H2PkJhFyFD024NaPHm")

## Get statistics on age groups of visitors
communityDataAge <- vkGetGroupStatAge(date_from = "2016-01-01",
    date_to = "2016-04-01",
    group_id = 1,
    access_token = my_tok$access_token)

## End(Not run)
vkGetGroupStatCity

api_version = getOption("rvkstat.api_version"),
token_path = vkTokenPath(),
access_token = getOption("rvkstat.access_token")
)

Arguments

date_from The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to The end date of the displayed statistics in the format YYYY-MM-DD.
group_id Community ID.
interval Time intervals. Possible values: day, week, month, year, all.
intervals_count Number of time intervals.
filters A list of words separated by commas
stats_groups Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username Your vkontakte login.
api_version Vkontakte API version.
token_path Path to dir with credentials
access_token API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with statistics on community visitors with the following values:

Date date for which statistics is given.
Visitors number of unique visitors.
CityID city identifier or “other” for the “other cities” section.
CityName city name.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

## Not run:
## load statistic
communityDataCity <- vkGetGroupStatCity(
  date_from = "2016-01-01",
  date_to = "2016-04-01",
  group_id = 1)

## End(Not run)
vkGetGroupStatCountries

Statistics of The Vkontakte Community Visitors By Country.

Description

Allows you to get data about the city of community visitors by date.

Usage

vkGetGroupStatCountries(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  group_id = NULL,
  interval = "day",
  intervals_count = NULL,
  filters = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)

Arguments

date_from The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to The end date of the displayed statistics in the format YYYY-MM-DD.
group_id Community ID.
interval Time intervals. Possible values: day, week, month, year, all.
intervals_count Number of time intervals.
filters A list of words separated by commas
stats_groups Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username Your vkontakte login.
api_version Vkontakte API version.
token_path Path to dir with credentials
access_token API access tokens obtained using vkAuth or vkGetToken functions
Value

Date frame with statistics on community visitors with the following values:

- **Date**: date for which statistics is given.
- **Visitors**: number of unique visitors.
- **CountryID**: country identifier
- **CountryCode**: two-letter country code (for example, "RU").
- **CountryName**: country name.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```r
## Not run:
## auth
## load data
communityDataCountry <- vkGetGroupStatCountries(
  date_from = "2016-01-01",
  date_to = "2016-04-01",
  group_id = 1)

## End(Not run)
```

Description

Allows you to download data on the gender of community visitors by date.

Usage

```r
vkGetGroupStatGender(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  group_id = NULL,
  interval = "day",
  intervals_count = NULL,
  filters = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username = getOption("rvkstat.username"),
)```
Arguments

- date_from: The starting date of the displayed statistics in the format YYYY-MM-DD.
- date_to: The end date of the displayed statistics in the format YYYY-MM-DD.
- group_id: Community ID.
- interval: Time intervals. Possible values: day, week, month, year, all.
- intervals_count: Number of time intervals.
- filters: A list of words separated by commas.
- stats_groups: Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
- username: Your vkontakte login.
- api_version: Vkontakte API version.
- token_path: Path to dir with credentials.
- access_token: API access tokens obtained using vkAuth or vkGetToken functions.

Value

Date frame with statistics on community visitors with the following values:

1. Date: the date for which statistics are given.
2. Visitors: number of unique visitors.
3. Gender: gender ("m" is male, "f" is female).

Author(s)

Alexey Seleznev

References

Documentation for API method stats.get: https://vk.com/dev/stats.get

Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2PkJ1NtqFYD8024mZaPHm")

## load data about users by gender
communityDataGender <- vkGetGroupStatGender(
    date_from = "2016-01-01",
    date_to = "2016-04-01",
```
vkGetGroupStatGenderAge

Statistics on Age Groups And Gender of The 'VKontakte' Community.

Description

Provide to load to download statistics on the sex and age group of community visitors by date.

Usage

vkGetGroupStatGenderAge(
  date_from = Sys.Date() - 7,
  date_to = Sys.Date(),
  group_id = NULL,
  interval = "day",
  intervals_count = NULL,
  filters = NULL,
  stats_groups = c("visitors", "reach", "activity"),
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)

Arguments

date_from The starting date of the displayed statistics in the format YYYY-MM-DD.
date_to The end date of the displayed statistics in the format YYYY-MM-DD.
group_id Community ID.
interval Time intervals. Possible values: day, week, month, year, all.
intervals_count Number of time intervals.
filters A list of words separated by commas
stats_groups Filter for getting data on a specific block of community statistics. Possible values: visitors, reach, activity.
username Your vkontakte login.
api_version Vkontakte API version.
token_path Path to dir with credentials
access_token API access tokens obtained using vkAuth or vkGetToken functions
vkGetGroupStatPostReach

Statistics of Posts on The Community Wall.

Description

Returns statistics for writing to the wall.

Usage

```r
vkGetGroupStatPostReach(
  owner_id,
  post_ids,
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```
Arguments

owner_id | community ID - the owner of the entry. Indicated with a minus sign.
post_ids | vector containing record identifiers, please note - statistics data are available only for the 300 latest (most recent) posts on the community wall.
username | Your vkontakte login.
api_version | Vkontakte API version.
token_path | Path to dir with credentials
access_token | API access tokens obtained using vkAuth or vkGetToken functions

Details

Statistics records are currently available only to communities with the number of participants from 5000 and above, as well as official communities.

Please note - statistics data are available only for the latest 300 (most recent) posts on the community wall. Common errors may occur during execution. Their description is on a separate page - https://vk.com/dev/errors.

Value

Date frame with the following values:

1. reach_viral | viral coverage (if recording was promoted with targeted advertising)
2. reach_ads | advertising reach (if the record was promoted using targeted advertising).
3. reach_subscribers | reach subscribers.
4. reach_total | total coverage.
5. links | follow the link.
6. to_group | transitions to the community.
7. join_group | entry into the community.
8. report | number of complaints about the record.
9. hide | number of entries hiding.
10. unsubscribe | number of unsubscribe members.
11. post_id | post id.

Author(s)

Alexey Seleznev

References

Documentation for API method stats.getPostReach: https://vk.com/dev/stats.getPostReach
Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1,
                 app_secret = "H2Pk8htyFD8024mZaPHm")

## Get the list of community messages
my_vk_wall <- vkGetUserWall(user_id = -111111,
                             access_token = my_tok$access_token)

## Get sub-stats for the latest 300 community entries
post_reach <- vkGetGroupStatPostReach(owner_id = -2222222,
                                       post_ids = my_vk_wall$id,
                                       access_token = my_tok$access_token)

## End(Not run)
```

vkGetGroupToken

Get the Access Key of Community ‘Vkontakte’.

Description

This key allows you to work with the API on behalf of a group, meeting or public page. For example, with its help you can respond to community subscribers to messages received in its address. With the community access key, you can call those methods that have a special mark in the general list (https://vk.com/dev/methods). The vkGetGroupToken function gets the community access key using the Implicit flow scheme (https://vk.com/dev/implicit_flow_group).

Usage

```r
vkGetGroupToken(
  app_id = getOption("rvkstat.app_id"),
  group_ids = NULL
)
```

Arguments

- **app_id** The ID of your Vkontakte application, which is located in the "Application ID" field in the application settings.
- **group_ids** A vector containing the ID of the groups to which you want to get an access code.

Value

Object containing a group access token

Author(s)

Alexey Seleznev
vkGetToken

Examples

## Not run:
## Get vk api token, where 1 is the application ID, 
## and 11,22,33 is the group ID.
myToken <- vkGetGroupToken(appId = 1,
                              group_ids = c(11,22,33))

## End(Not run)

descriptions

Description

vkGetToken open web link in browser and generate developer token, which you need for work with
vk.com api

Usage

vkGetToken(app_id = getOption("rvkstat.app_id"))

Arguments

app_id

Your app id from filed in app page vkontakte.

Value

R object with vk.com token

Author(s)

Alexey Seleznev

Examples

## Not run:
## Get vk api token
myToken <- vkGetToken(app_id = "1")

## End(Not run)
Frend List in 'Vkontakte'

Description

Returns a list of user friends identifiers and extended information about the user's friends.

Usage

```r
vkGetUserFriends(
  user_id = NULL,
  name_case = "nom",
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

- **user_id**: user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.
- **name_case**: case for declining the user's first and last name. Possible values: nominative - nom, genitive - gen, dative - dat, accusative - acc, ablative - ins, prepositional - abl. Default nom.
- **username**: Your vkontakte login.
- **api_version**: Vkontakte API version.
- **token_path**: Path to dir with credentials
- **access_token**: API access tokens obtained using vkAuth or vkGetToken functions

Value

Date frame with community statistics with the following values:

1. **user_id**: user id.
2. **first_name**: name.
3. **last_name**: last name
4. **gender**: sex.
5. **nickname**: nickname of the user.
6. **domain**: short page address. Returns a string containing the short address of the page (for example, andrew). If not assigned, it returns "id" + user_id, for example, id35828305.
7. **birthdate**: date of birth. Returns in the format D.M.YYYY or D.M (if the year of birth is hidden). If the date of birth is hidden entirely, the field is absent in the answer.
8. city
city id, city name can be obtained using the function vkGetDbCities.
9. country
country id, country name can be obtained using the function vkGetDbCountries.
10. photo_50
url of a square photo of a user having a width of 50 pixels. If the user does not have a photo, he returns http://vk.com/images/camera_c.gif.
11. photo_100
url of a square photo of a user having a width of 100 pixels. If the user doesn’t have a photo, he returns http://vk.com/images/camera_b.gif.
12. photo_200_orig
url of a user photo that has a width of 200 pixels. If the user doesn’t have a photo, he returns http://vk.com/images/camera_a.gif.
13. has_mobile
information about whether the user’s mobile phone number is known. Return values: 1 - known, 0 - unknown.
14. online
information about whether the user is currently online.
15. can_post
information about whether the current user can post on the wall. Possible values: 1 - can, 0 - can not.
16. can_see_all_posts
information about whether the current user can see someone else’s posts on the wall. Possible values: 1 - can, 0 - can not.
17. can_write_private_message
information about whether the current user can send a private message. Possible values: 1 - can, 0 - can not.
18. status
user status. Returns a string containing the text of the status located in the profile under the user name.
19. last_seen_time
date and time of last visit.
20. last_seen_platform
the type of platform through which the last entry was made. Possible values: 1 - mobile version, 2 - application for iPhone, 3 - application for iPad, 4 - application for Android, 5 - application for Windows Phone, 6 - application for Windows 10, 7 - full version of the site.
21. university
university id.
22. university_name
university name.
23. faculty
faculty id.
24. faculty_name
faculty name.
25. graduation
graduation year.
26. education_form
learning form
27. education_status
status (for example, “Graduate (Specialist)”)”
28. relation
marital status of the user. Possible values: 1 - not married / not married, 2 - have a friend / have a girlfriend, 3 - engaged / engaged, 4 - married / married, 5 - everything is difficult, 6 - in active search, 7 - in love / in love, 8 - in a civil marriage, 0 - not specified.
vkGetUserGroups

**Author(s)**
Alexey Seleznev

**References**
Documentation for API method friends.get: https://vk.com/dev/friends.get

**Examples**

```r
## Not run:
## user list
my_vk_friends <- vkGetUserFriends(user_id = 7437995)

## End(Not run)
```

---

**vkGetUserGroups**  
_List of 'Vkontakte' communities._

**Description**
Returns the list of communities for the specified user.

**Usage**

```r
vkGetUserGroups(
  user_id = NULL,
  filter = NULL,
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

**Arguments**

- **user_id**  
  user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.

- **filter**  
  A list of community filters to be returned, separated by commas. The values are admin, editor, moder, groups, publics, events. By default, all user communities are returned. If the admin filter is specified, the communities in which the user is an administrator, editor - administrator or editor, moder - administrator, editor or moderator will be returned.

- **username**  
  Your vkontakte login.

- **api_version**  
  Vkontakte API version.

- **token_path**  
  Path to dir with credentials

- **access_token**  
  API access tokens obtained using vkAuth or vkGetToken functions
Value

Date frame with community statistics with the following values:

- **gid**: community id.
- **name**: community name.
- **screen_name**: short address, for example, apiclub.
- **is_closed**: is the community closed. Possible values: 0 - open, 1 - closed, 2 - private
- **type**: community type: group - group, page - public page, event - event.
- **description**: community description text.
- **wiki_page**: name of the main wiki page.
- **members_count**: number of members.
- **start_date**: date of foundation.
- **can_post**: information about whether the current user can post on the community wall. Possible values: 1 - can, 0 - can not.
- **can_see_all_posts**: information about whether it is allowed to see other people’s posts on the group wall. Possible values: 1 - can, 0 - can not.
- **activity**: public page status bar. For groups, a string value is returned, whether the group is open or not, and for events the start date.
- **status**: community status.
- **fixed_post**: pinned post ID.
- **verified**: information about whether the community is verified. Possible values: 1 - can, 0 - can not.
- **site**: the address of the site from the "web site" field in the community description.
- **can_create_topic**: information on whether the current user can create a new discussion in the group. Possible values: 1 - can, 0 - can not.
- **photo**: URL of the main photo with a size of 50x50px.
- **photo_medium**: URL of the main photo with a size of 100x100px.
- **photo_big**: The URL of the main photo in the maximum size.

Author(s)

Alexey Seleznev

References

Documentation for API method groups.get: https://vk.com/dev/groups.get
Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2Pk8htyFD8024mZaPHm")

## get groups
my_vk_community <- vkGetUserGroups(user_id = 7437995,
                                    access_token = my_tok$access_token)

## End(Not run)
```

vkGetUserWall

Get Posts From Userwall.

Description

Return posts list from userwall 'Vkontakte'.

Usage

```r
vkGetUserWall(
  user_id = NULL,
  domain = NULL,
  filter = NULL,
  username = getOption("rvkstat.username"),
  api_version = getOption("rvkstat.api_version"),
  token_path = vkTokenPath(),
  access_token = getOption("rvkstat.access_token")
)
```

Arguments

- **user_id**: user ID for which you want to get a list of friends. If the parameter is not specified, it is considered that it is equal to the identifier of the current user.
- **domain**: short address of user or community.
- **filter**: determines what types of posts on the wall should be received. Possible values: suggests — suggested entries on the community wall, postponed — deferred entries, owner — owner wall entries, others — not wall owner entries, all — all entries on the wall (owner + others), Default: all.
- **username**: Your vkontakte login.
- **api_version**: Vkontakte API version.
- **token_path**: Path to dir with credentials
- **access_token**: API access tokens obtained using vkAuth or vkGetToken functions
Value

Date frame with the following values:

1. id  
   - record ID.
2. from_id  
   - identifier of the post author.
3. to_id  
   - identifier of the owner of the wall on which the entry is placed.
4. date  
   - post publication time
5. post_type  
   - record type, can be one of the following values: post, copy, reply, postpone, suggest.
6. text  
   - text entry.
7. can_delete  
   - information about whether the current user can delete a post (1 — maybe, 0 — cannot).
8. comments_count  
   - number of comments.
9. likes_count  
   - the number of users who liked the post.
10. reposts_count  
    - number of users who copied the record.
11. attachment_type  
    - type of media attachment of the record (photos, links, etc.)

Author(s)

Alexey Seleznev

References

Documentation for API method wall.get: https://vk.com/dev/wall.get

Examples

```r
## Not run:
## auth
my_tok <- vkAuth(app_id = 1, app_secret = "H2PkJhryFD8024mZaPHm")

## get posts
my_vk_wall <- vkGetUserWall(user_id = 7437995,
                            access_token = my_tok$access_token)
```
## End(Not run)
**vkLoadToken**  
Load vkontakte developer token

### Description

vkLoadToken load your developer token, which you need for work with vk.com api

### Usage

vdLoadToken()

### Value

R object with vk.com token

### Author(s)

Alexey Seleznev

### Examples

```r
## Not run:
##---- Get token from work directory
myToken <- vkLoadToken()

## End(Not run)
```

---

**vkSetters**  
Set rvkstat options

### Description

Helper function for settings options: username, account_id, agency_id, access_token, token_path and console log level

### Usage

vkSetUsername(username)  
vkSetAccountId(account_id)  
vkSetAgencyId(agency_id)  
vkSetAccessToken(access_token)  
vkSetTokenPath(token_path)  
vkSetThreshold(
  level = c("info", "fatal",  
            "error", "warn",  
            "debug", "trace")
)
```
Arguments

<table>
<thead>
<tr>
<th>Argument</th>
<th>Description</th>
</tr>
</thead>
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<tr>
<td>username</td>
<td>Your vkontakte login.</td>
</tr>
<tr>
<td>account_id</td>
<td>Ads account Id.</td>
</tr>
<tr>
<td>agency_id</td>
<td>Agency account Id.</td>
</tr>
<tr>
<td>token_path</td>
<td>Path to dir with credentials</td>
</tr>
<tr>
<td>access_token</td>
<td>API access tokens obtained using vkAuth or vkGetToken functions</td>
</tr>
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</tr>
</tbody>
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Author(s)

Alexey Seleznev
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