



Análisis informétrico del metaverso en canales y vídeos hispanoparlantes de YouTube

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text (article)

Analítica

The objective is to characterize the impact in terms of views, likes and comments received for videos about the Metaverse and related terms, published and broadcast through YouTube in Spanish; and finally, to categorize the channels through which these videos related to this phenomenon have been published. For the study, a quantitative and cross-sectional descriptive informatic analysis was used on 5,479 videos published until April 10, 2022, and 822 YouTube channels. The results showed that there is a direct correlation between the views, likes, and comments of the published videos. In addition, videos under certain YouTube categories have a high impact on views despite having low volumes of publications regarding this phenomenon. It is also concluded that YouTube can be used as a data source for computer analysis along with other tools and skills

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