



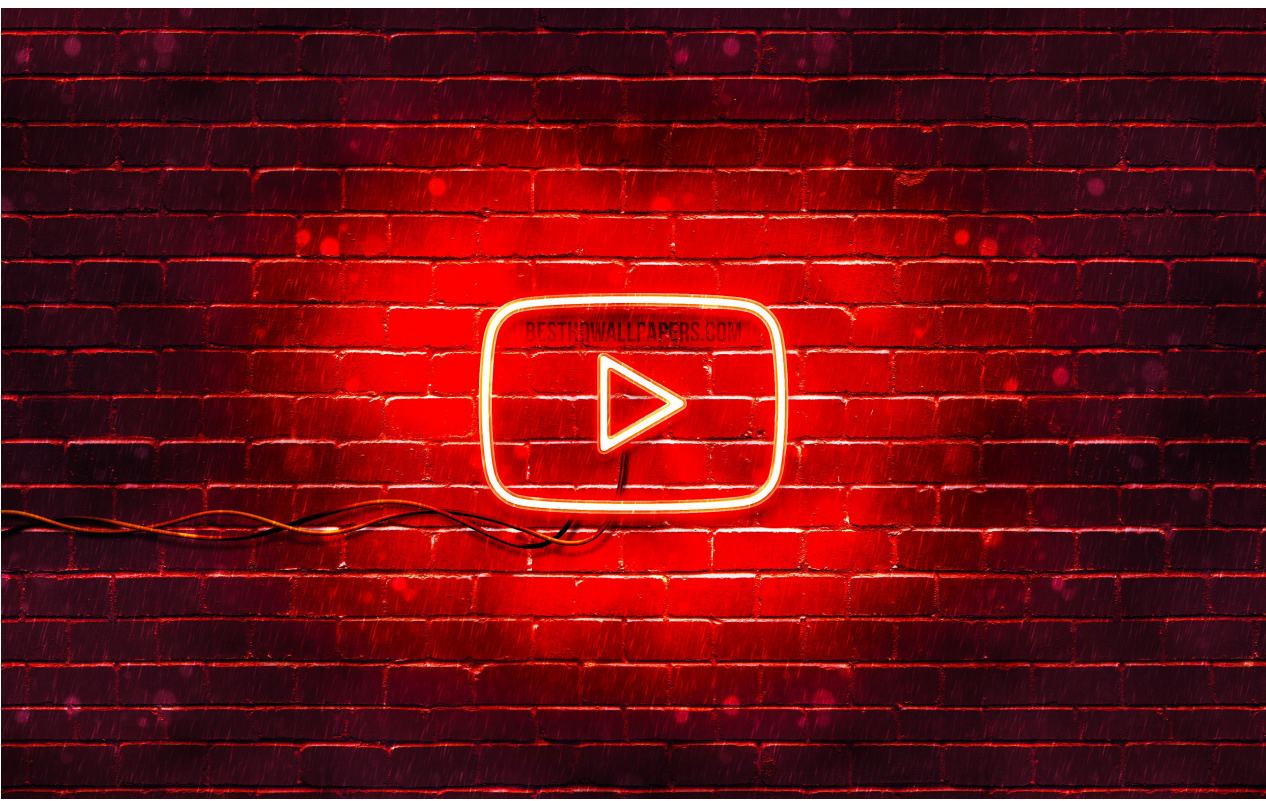
Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



more than  
2.70 billion  
active users  
in youtube

youtube  
allows users  
to share free  
contant with  
others

youtube  
began on  
valantine's  
day

youtube is a  
platform for  
learners, you  
can learn  
anything

a free video  
sharing website  
that makes it  
easy to watch  
online videos

youtube as an  
information  
dissemating  
platform



Subscribers Galore ; Exploring  
World's Top Youtube Channels



youtube has  
grown to  
became most  
highly visited  
online servies

many people  
use youtube as  
their primary  
source of  
entertainment

youtube  
channels  
gives  
happiness  
and good  
feeling

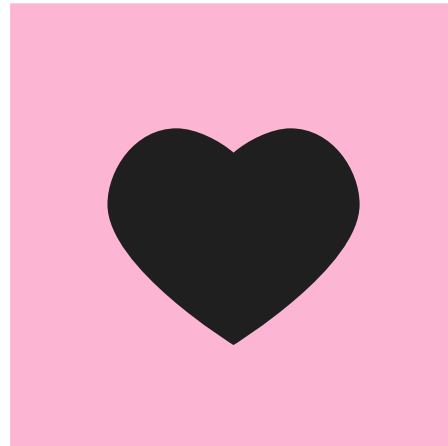
every  
youtubers  
face hatred  
and gets

people use  
youtube to  
express their  
feelings to the  
world



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?