



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?



Feels

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



Does

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

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EXPLORING WORLD'S TOP
YOUTUBE CHANNELS

The ability to
subscribe to
user was
introduced in
october 2005

Subscriber
data is the
most important
peace of the
puzzle.

Youtube began
publishing a list
of its most
subscribed
channels in april
2006.

An early
archive of the
list dates to
may 2006.

To know
subscriber
and their
intrest.

Automation
can boost
subscriber
engagement.

Combating
fear of
missing out
on social
media.

Putting ourselves
out there on social
media is like
putting a bullseye
on our back at an
archery range.

There may be
frustrations of
improper vlogs
or videos which
may be vulgra
and offensive.

Youtube's also
looking to bring
filtering by
content type-
shorts,videos and
live.

By showing you a
listing of the video
that they watched in
addition to your
content over the
privious seven-day
period.

It is important to
subscribe to
increase the
engagement on
the new uploads.