



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?



Persona’s name

Short summary of the persona

The combination of visuals and audio — along with YouTube's content culture of simple, digestible messaging — makes YouTube videos a great tool for engaging students in learning. In fact, 91% of educational institutions say video increases student satisfaction.

The Most Replayed feature on YouTube is a graph that highlights the parts of a video that has been replayed the most. This feature is available on all YouTube assets including the web player, Android app, and Apple app.

Advanced features are a set of YouTube features that includes, for example, the ability to pin comments & higher daily upload limits. Creators may unlock access to advanced features by consistently following YouTube's Community Guidelines and building sufficient channel history.

"Indian record label T-Series is the most-subscribed channel, with over 247 million subscribers as of August 2023. American YouTube personality MrBeast is the most-subscribed individual and second most-subscribed channel overall, with over 177 million subscribers as of August 2023

MrBeast

MrBeast, also known as James Donaldson, holds the crown as YouTube's most subscribed creator. He can boast a subscriber base of over 163 million. While a handful of channels may have more massive audiences, they're all run by studios rather than individual creators.

Currently, the number one YouTuber in India and Asia is “Ajey Nagar”, whose YouTube channel is called ” CarryMinati “, which has 40 million subscribers. Ajay Nagar or as we know as CarryMinati on YouTube from Faridabad, Delhi, India. He is famous for creating roast videos on YouTube.

Neal Mohan (born 1973) is an American business executive who is the current CEO of YouTube.

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

YouTube is an American online video-sharing platform headquartered in San Bruno, California, founded by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim— in February 2005. Google bought the site in November 2006 for US\$1.65 billion, since which it operates as one of Google's subsidiaries.

Becoming too dependent on it – A Disadvantage of YouTube

Since the videos on YouTube are often uploaded based on their advertising potential and how many likes they get, some content may look like it is targeted at young children but actually may contain parts that children should not watch.

In this study we have found that using YouTube videos encouraged students to look for similar videos, and get a habit of using YouTube as an educational resource. The only challenge is the evaluation of the reliability of the content, for that reason content selection has to be done by the instructor.