



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?

Clicking "SUBSCRIBE" button to user receive the channel's content

It was introduced in October2005.In April2006,the 50 topmost subscribed channels are ordered by its subscribers

Bullying & defamation videos should be avoided.

The recommended video are watched or ignored by the people.so,determined the channel's authority

Most of the channels produce its content in English & Hindi.

Only one channel has surpassed more than 200 million subscribers.

To improve the video quality in live stream.

Youtube allows to download videos for offline viewing.This feature isn't available for all content.



YOUTUBE Subscribers

Increasing live telecasts to improve the viewers and subscribers.

Add youtube shorts in proper content strategy.

You can know the unknown information also.

Inappropriate content is sometimes uploaded by mistake.

Create the parasocial relationship among the topmost subscribed channels.

Analyse the channel authority through engagement get from followers.

The right authority leads to more views.It helps business and promotes brand.

Downloading videos on youtube has restriction,when it comes to overcoming this drawback,YOUTUBE is a good platform.



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?