



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?

*What do users do on YouTube? YouTube is a video sharing service where users can WATCH , LIKE , SHARE , COMMENT and Uplode their own videos.*

*Do not uplade fake news and unnessesary videos. do not contempt other people.*

*World's top 1st YouTube channel is T-Series in current situation*

*Posting videos frequency has a big impact on your subscribers because the more you post videos, the more people watch them. Hence you get more engagements LIKES and SHARES.*

*The way a video is edited can also impact its virality*

*The top four content categories watched by YouTube users are commedy , music , entertainment / pop culture and "how to"*



WORLD'S TOP YOUTUBE CHANNELS

*The YouTube algorithem tries to match factors LIKE,TITLE,TAGS CONTENT and DESCREPTION to your search query*

*Link up with other content creators , use cards and end screens.*

*YouTube is the 2nd largest search engine next to google. it's very useful to study based videos and content.*

*Make good content and more attractive videos.*

*Write blog post to accompany each videos*

*Music videos and content for kinds still top the chats of most-watched videos ever.*

*Research suggets that watching YouTube videos influence your mood.*



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?