



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?