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PG DEPARTMENT OF MATHEMATICS

PROJECT TITLE:

EXPLORING WORLD'S TOP
YOUTUBE CHANNELS

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1.INTRODUCTIONI:

1.1 OVERVIEW:

YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

1.2 PURPOSE:

The purpose of YouTube is to provide a platform where users can upload, share, and watch videos. The platform was founded in 2005 with the goal of making it easy for people to share videos with one another, and it has since become one of the most popular websites in the world.

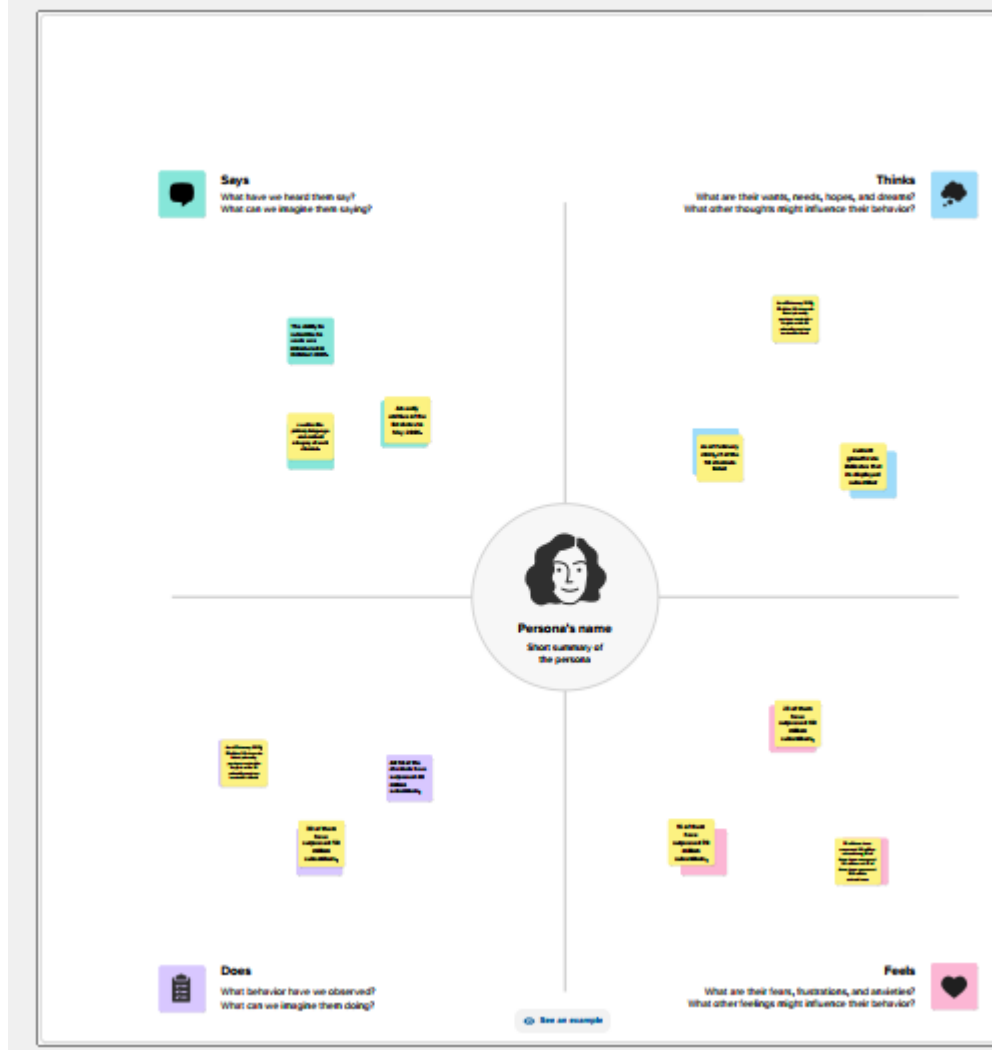
YouTube allows users to upload a wide range of video content, including music videos, movie trailers, educational videos, comedy skits, and more. Users can watch these videos for free, and they can also upload their own videos and share them with others.

In addition to providing a space for users to watch and share videos, YouTube also serves as a platform for businesses, organizations, and individuals to promote their products, services, and ideas. Many content creators and influencers have built their careers on the platform, and some of them have become incredibly successful and well-known.

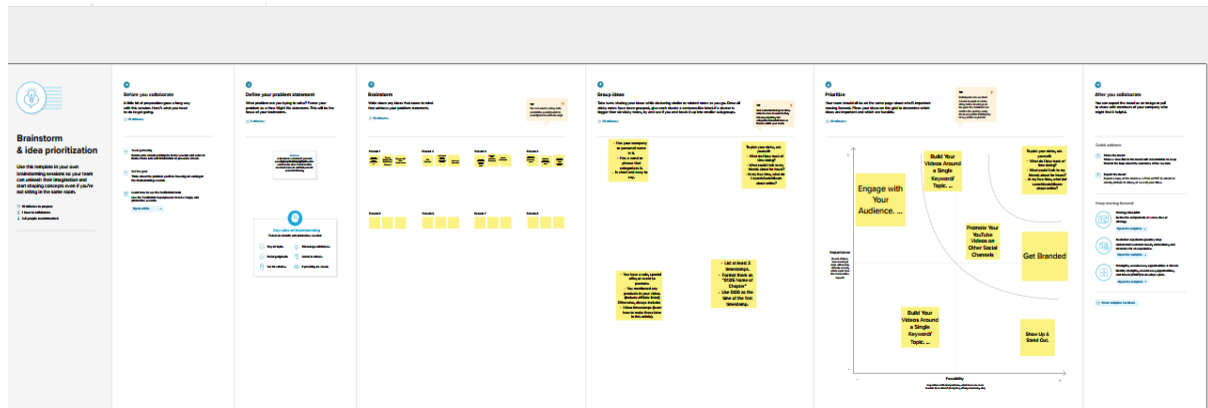
Overall, the purpose of YouTube is to provide a space where people can easily watch and share videos with one another. It has become an incredibly popular and influential part of the internet, and it continues to evolve and grow to this day.

2.PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP:



2.2 IDEATION AND BRAINSTORMING MAP:

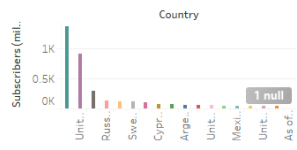




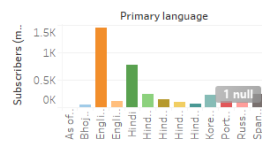
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PREVIOUS

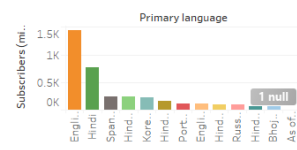
Country wise sub



country and language



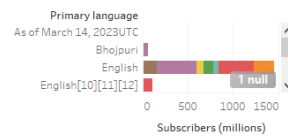
Language wise sub



Country wise channel



category wise language



STORY

Story 1

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channel details

list of channels with number of subscribers and language

language and country wise subscribers

category wise language and country wise language

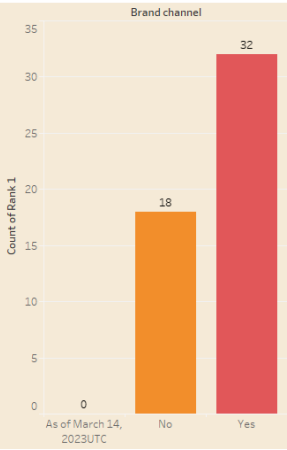
country wise primary language number of subscribers and total

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Rank wise channel

Name	
5-Minute Crafts	13
A4	50
Aaj Tak	32
Ariana Grande	37
As of March 14, 2023UTC	
Bad Bunny	45
Badabun	43
BangtanTV	15
Billie Eilish	42
BillionSurpriseToys	39
Blackpink	11
Canal KondZilla	18
ChuChu TV	22
Cocomelon	2
Colors TV	23
Dude Perfect	24
Ed Sheeran	35
El Reino Infantil	31
Eminem	33
Felipe Neto	49
Fernanfloo	44
Get Movies	48
Goldmines	12
Hybe Labels	17
Infobells	40
LuanaGerman	41

No of channels with Brand



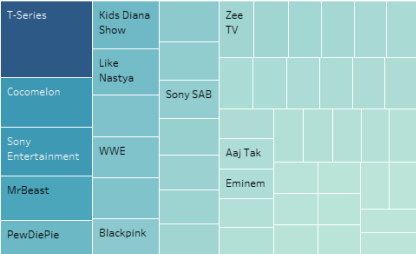
Channel Brand

Name	As of M..	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 2023UTC	As of M..		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
BillionSurpriseToys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Infantil			Yes
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	
Get Movies			Yes
Goldmines			Yes

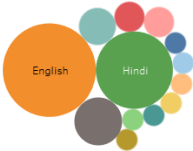
Story 1

<	channel details	list of channels with number of subscribers and language	language and country wise subscribers	category wise language and country wise language	country wise primary language number of subscribers and total	>
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Channel name with sub



No of chennels of language



Story 1

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channel details

list of channels with number of subscribers and language

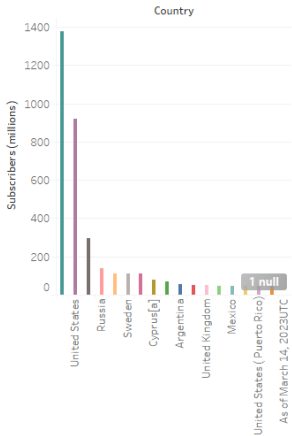
language and country wise subscribers

category wise language and country wise language

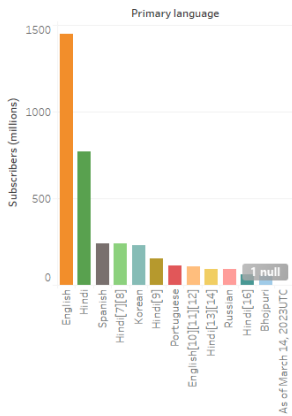
country wise primary language number of subscribers and total

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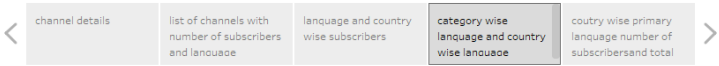
Country wise sub



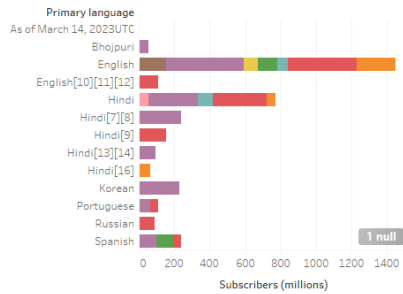
Language wise sub



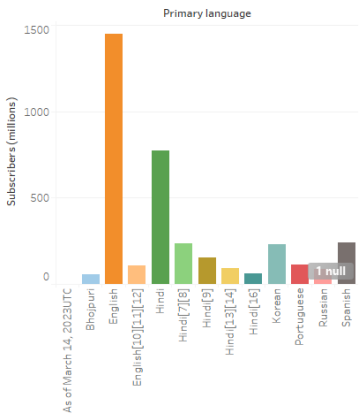
Story 1



category wise language



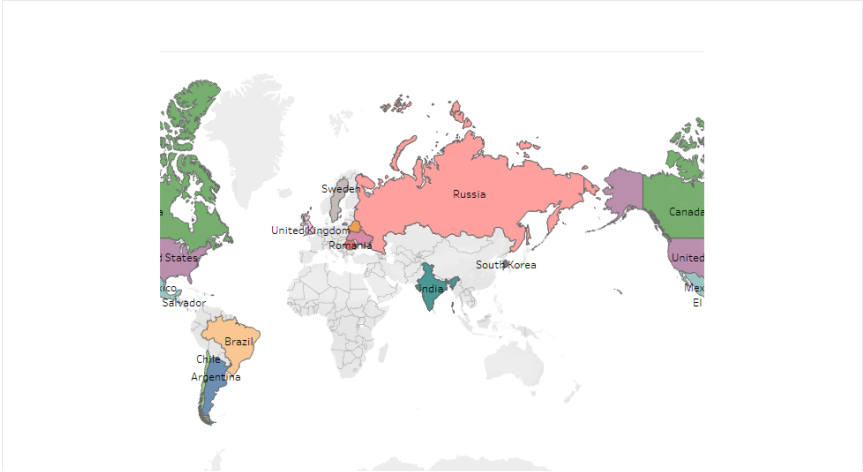
country and language



Story 1

<	channel details	list of channels with number of subscribers and language	language and country wise subscribers	category wise language and country wise language	country wise primary language number of subscribers and total	>
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Country wise channel



ADVANTAGES OF YOUTUBE CHANNEL

1. YouTube as an information disseminating platform for students

It's the perfect place to learn and gain expertise. With online videos and "how to do" tricks, gaining knowledge is simple. *In the process, YouTube is now the second largest source of information after Google. According to the most recent data, YouTube has around 2.3 billion active users as of 2021.*

Millions of viewers watch YouTube videos daily, and more than 70 percent of YouTube watching is on mobile devices. There are many YouTube benefits for students in the automotive, IT engineering, financial and Medical fields. There is an expert YouTube channel for every area.

2. YouTube's user-friendliness

If you're interested in food, religion, culture, or parenting tips, there's a channel on YouTube that will offer online help. It's not just for professionals or pupils; YouTube is made for anyone to find what they enjoy. From pet lovers to homemakers, anyone can find content suitable to their interests. YouTube will keep the content informative and stimulating.

3. YouTube for Brand Promotion

YouTube videos have been an effective branding method for many businesses, especially during the lockdown. There are a lot of promotional videos from major business companies such as Redbull, shopping mode, Apple, BMW, Motorola, and many more.

With thousands of people using the platform, they are potential buyers too. Building a brand is the simplest method on the top platform. Millions of companies use this method, whether directly or through collaboration with influencers.

4. YouTube benefits talented people

If you think that you're specializing in something, then you are worthy of attention. The time is right to launch your own channel and be awestruck by viewers from all over the world. DIY and craft projects are searched for constantly. YouTubers with millions of subscribers show off their expertise by creating stunning projects, whether it's woodworking or Scotty Kilmer's automotive techniques. All you need to do is be focused on your passions and then roll out your ideas in videos that demonstrate how your work is beneficial in everyday life.

DISADVANTAGE OF YOUTUBE CHANNEL

1. Ads- a drawback of YouTube for the audience

There are some distinct disadvantages of watching YouTube videos, which include a lot of commercials. It is possible to skip your mainstream. However, you're often required to watch commercials lasting between 15 and 20 seconds. This isn't just a time-waster, but it can be irritating at times. Another issue that is associated with YouTube is that it requires you to pay a charge if you would like to view ads-free content.

2. A lot of distraction

The platform is updated with new content each minute, making it difficult to avoid engaging and interesting videos. When you begin viewing Youtube videos, you'll be able to continue watching more videos in the "Related Videos" section.

According to research done by the collective, the issue of distraction while driving can be a worldwide problem that kills and injures thousands of people each year. There are fatal outcomes of driving while being distracted by videos that depict a negative image of YouTube. Distraction is one of the most common disadvantages of YouTube for drivers, students, or even workers.

3. Obscenity- one of the biggest drawbacks that YouTube has

The kind of content that is uploaded on YouTube is largely in control today. The amount of people uploading videos has grown in the past five years, and it's becoming challenging for parents, as well as YouTube, to review the content. Since YouTube is a no-cost and accessible platform for anyone, children are attracted to watching videos with explicit language and obscenity.

The use of explicit images and words is common nowadays. This kind of content can be removed only when someone is notified about it. In general, YouTube acts faster against copyright issues that are reported. There are many negatives when the viewers are children as they are merely aware of how to report the issue.

4. Defamation and Bullying

It's a tool that helps the public notice you; untrustworthy people may use YouTube to harm other people's image in public. The public has begun to consider YouTube as a potential social media, particularly over the past five years.

However, YouTube also enables people to do socially interaction. While they communicate, any conversation which occurs may be considered cyber-bullying. The easiest method to reach someone on YouTube is via the comment area.

However, many users misuse the platform to spread hate and chaos via content, causing tension between users. This is even when Google requests that users be respectful in their comments.

IMPACT OF YOUTUBE CHANNEL

YouTube makes us smarter.

Like I said, there is a video for everything. Need to fix your toilet? You can learn how to do so in a matter of minutes. Digital marketing? Yeah! How to floss? Yes. How to floss your teeth? Gross, but probably.

I could literally go on and on.

For kids, this can mean help with homework, learning how to play an instrument, and how-to's on everything from DIY projects to making Roblox parkour obby tutorials.

The bottom line is: if you have a curiosity, you can satisfy it immediately with YouTube. I mean, you may have gone your whole life not knowing how to replace your toilet's fill valve, or learning to do so would have been a little more difficult had you not been able to easily pull up a video on your phone of someone showing you how to do it.

But we can also get misinformed with YouTube, and not even know it.

Now, just because a video exists doesn't make it truth, right? It also doesn't make the person in the video doing the teaching an expert. And it certainly doesn't ensure you'll fully grasp what is being conveyed.

This is a sticking point where many stop and ask themselves ... "is YouTube bad for kids?" It's a fair question and a valid concern. So much information is out there, and it's not all high-quality or appropriate. The key lies in parental guidance and education; learning to navigate the internet safely is a critical skill in this day and age.

I was semi-joking earlier with the toilet example, but misinformation is something to keep in mind with YouTube. Unlike a TV show or movie that goes through an entire professional approval and production process to make it to the screen, a YouTube video can basically be put up by anyone over the age of 13 without any sort of vetting.

That said, policing and gatekeeping every single video that was going to be uploaded (beyond ensuring it's not offensive or harmful in nature) would take away from a big part of what makes YouTube such a force. It's up to the user to practice good judgement when consuming content.

Watching YouTube saves you money.

If you're a believer that YouTube is a great teacher, and you've actually learned a thing or two from it, you've probably saved some money in doing so as well—or could have saved money had you consulted a video or two.

Real life example from the last couple of months:

My car windshield developed a pretty healthy crack that originated from a rock chip. Convinced that a footlong crack couldn't be repaired and would require the entire windshield to be replaced, I checked YouTube first, just in case.

Turns out it could in fact be repaired!

I ended up spending \$130 for the repair where the lowest windshield replacement quote I received was \$600.

Sure, I could have arrived at the same conclusion with a Google search, but I wouldn't have been convinced the crack I was researching was as bad as mine was, etc.

But watching YouTube costs you money.

For this one, I could easily go back down the toilet path, and that attempting to fix your toilet by watching a YouTube video could leave you underwater in more ways than one...but there is another angle here.

YouTube is an advertising platform dressed in a video sharing service's clothing, just as your favorite show is being produced as a means to deliver ads to you. So, even if you don't stick around to watch the ad clip you can skip in 3, 2, 1, the main video you're watching could contain methods like product placement, or an advertising link that pops up during the video.

Now, does the presence of advertising make YouTube "bad?" Of course not. It needs to survive just like any other business. Some people have more issues with advertisements than others, but I believe it's a little unfair to expect a business to operate without attempting to generate revenue.

CONCLUSION

After reviewing the results from the survey, I was not really surprised with the responses that I received. Majority of the people that I surveyed are on YouTube all the time and its to watch homemade or uploaded videos. I was shocked to learn that only one person has heard of YouTube EDU. I have heard of YouTube EDU, but I have never used it. This shows that many Universities don't use YouTube EDU in their classrooms. I learned that many people believe that YouTube should be used more in classrooms. This could be because YouTube has more to offer than just uploaded videos by users. YouTube has contracts with certain networks and many educational videos are being put on YouTube everyday. I was not expecting to learn that majority of the people are on YouTube less than an hour a week. I believe this is due to students being full time students and parents working full time jobs and taking care of their kids which gives no time for them to watch YouTube videos.

If I were to follow up on this research, I would definitely like to get survey responses from younger students, such as middle schoolers and high schoolers. This would give me more of a understanding on what younger students think about YouTube in the educational sense. Also, I would like to survey just teachers and find out their thoughts on YouTube and if their responses are similar or different than the college students responses.

YouTube has an important part in education, because it allows students to learn more about a particular topic or subject just by watching a short video. YouTube is full of different types of videos that can easily be incorporated and used in classrooms that will give students a better insight on a particular subject. Many online classes today are using YouTube as a source for students to learn. One course that uses YouTube a lot is History. History courses have documentary clips and videos that can be found on YouTube. Having YouTube be a part of education can help students get the one- on -one time with their teachers and ask questions that they may have. Students can watch and take notes from the lecture on YouTube and work on their homework at home, then come to class the next day and ask their teacher any particular questions that they may have regarding the assignment or the lecture.

In the future I predict that schools will no longer be banning YouTube from their computers and YouTube will be used for watching any educational videos at home.

