



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?



Persona's name
Short summary of the persona

YouTube has facilitated engagement between institutions and individuals, such as between universities and prospective students, and between businesses and employees. Also, some YouTube videos increase awareness of social issues

YouTube has been recognized as one of the topmost visited websites on the entire World Wide Web among other websites too. Google and Facebook. It's basically like broadcasting yourself and providing the world your ideas, thinking, knowledge and entertainment.

YouTube has become an important "visual journalism" platform, both for conventionally produced content from established news organizations and for citizen eyewitness contributions. Certain independent or alternative news organizations have established YouTube channels that reach a wider audience than traditional broadcast television

youtube influencers are highly influential through their ability to make the viewer feel like they know them

we like watching videos on youtube which not only assists them in understanding challenging ideas but also improves the listening and punctuation abilities

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

online video viewers are actually looking for a social experience and are wanting to interact with others.

with so many options out there people can feel overwhelmed increasingly they are turning to youtube to look for advice and help narrow down their choices

we can create effective videos of lectures, demonstrations, and more quickly and easily with minimal video equipment.

multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts. Social media may promote negative experiences such as: Inadequacy about your life or appearance.

people who spend vast amounts of time on youtube may experience higher levels of anxiety. Loneliness and depression according to study that recommends limiting exposure to the worlds most used streaming platform

This can be due to a variety of reasons: they are afraid there are stalkers that will come find them, they are afraid they will be catfished, or more commonly, they are afraid their peers will criticize them, screenshot posts, and laugh at them for even trying.



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?