



# **SRI MUTHUKUMARAN ARTS AND SCIENCE COLLEGE**

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**CHIKKARAYAPURAM, CHENNAI - 600 069.**



## **DEPARTMENT OF PHYSICS**

Under scheme of

**NAANMUDHALVAN**

**Project Title: SUBSCRIBERS GALORE: EXPLORING WORLD'S  
TOP YOUTUBE CHANNELS**

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# **1. INTRODUCTION**

Social media have not only changed how people communicate and interact with each other but also how media contents are presented and how recipients use these contents. A platform that has substantially changed the presentation and use of audio-visual content is the video-sharing website YouTube. A special feature that distinguishes videos on YouTube from traditional offline videos is that they typically are presented together with user-generated information about those videos. This information is presented in the form of views, (dis)likes, and comments. It forms an essential part of YouTube's content because it informs viewers about the evaluations that videos receive by their audience. For example, video (dis)likes inform viewers about how positive or negative the overall audience of the video evaluated it. Therefore, we define this information as social information. Despite the prevalence of online social information on YouTube.

## **1.1 Overview**

The idea of self-disclosure was first put forward by Jourard and Lasakow [5], who explained that self-disclosure means that oneself voluntarily discloses one's own information or privacy to others and earnestly discusses with others one's deepest thoughts, experiences, and process of experiencing. Derlega, Metts, Petronio, and Margulis [6] define self-disclosure as an exchange between two persons, one of whom discloses some personal information to the other with a purpose. Self-disclosure usually includes verbal information including statements such as "I feel" or "I think", and the information also includes whether there is more private information, such as personal fears, religious beliefs held, etc. In addition to the critical impact of self-disclosure of everyday information in forming and maintaining a relationship with others, the use of information that an individual. YouTube is a video sharing service where users can watch, like, share, and comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

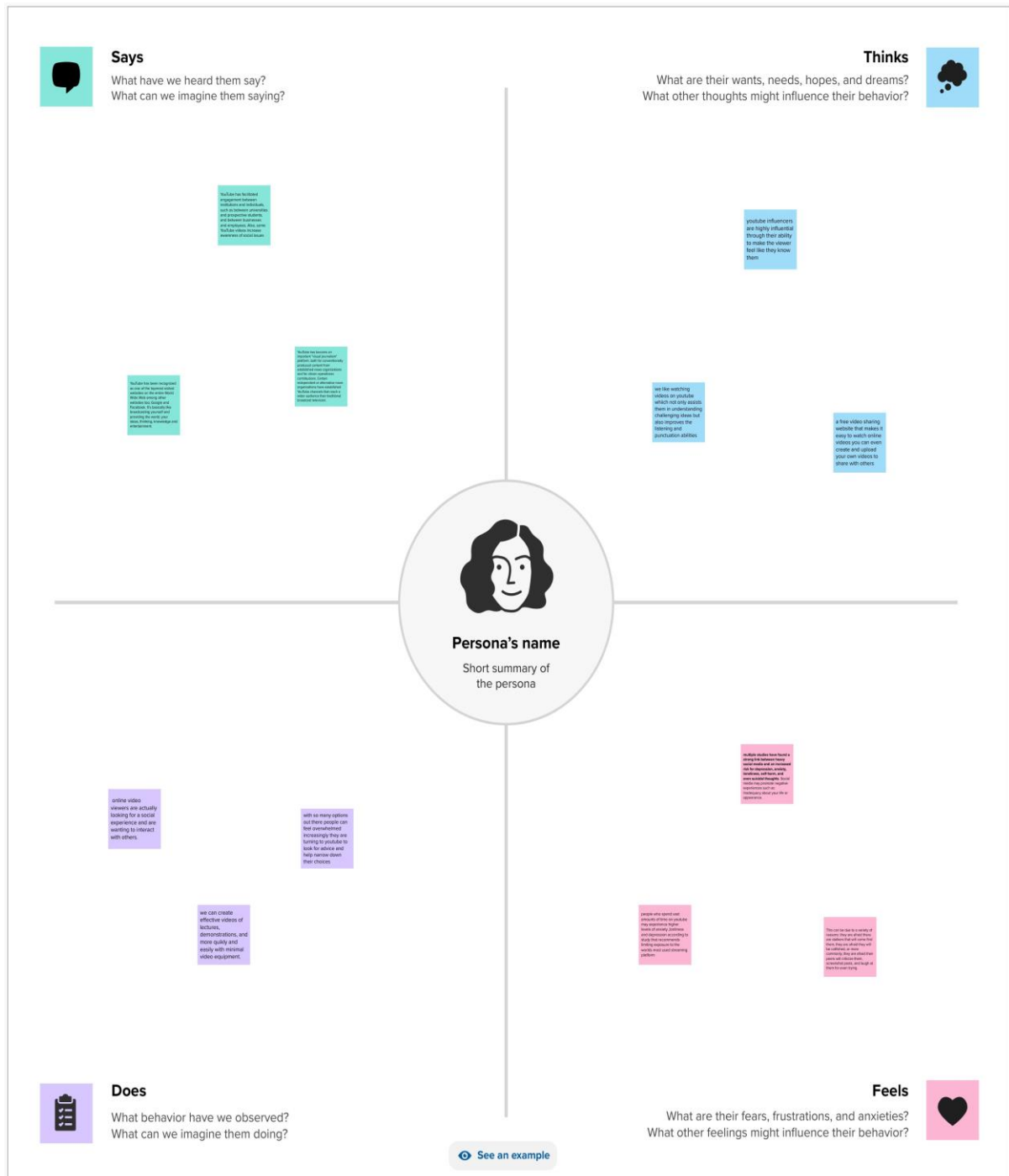
## **1.2 Purpose**

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.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 Empathy Map

#### Full Page Screen Shot



## 2.2 Ideation and Brainstorming Map Screenshots

The screenshot shows a web browser window with the address bar displaying 'C:/Users/lab%201/Downloads/youtube/youtube%204.pdf'. The page content is a brainstorming map titled '2 Brainstorm'. It includes a sub-header 'Write down any ideas that come to mind that address your problem statement.' and a timer '10 minutes'. A 'TIP' box states: 'You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!'. Below this, there are four columns labeled 'Person 1', 'Person 2', 'Person 3', and 'Person 4', each containing several yellow sticky notes with ideas. The Windows taskbar at the bottom shows the search bar, task view, and various application icons, with the system clock indicating 12:35 PM on 10/10/2023.

**2 Brainstorm**

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

**Person 1**

- Update your web browser. Make sure you're using the latest version available.
- Update video files. Check if you're using the latest version of the video files. If not, update them.
- Check all videos and audio files. Make sure all videos and audio files are working properly. If not, replace them.

**Person 2**

- Check your internet connection. To do this, right-click the globe icon in the address bar and select 'Settings > Network > Troubleshoot'.
- Check your internet speed. If you're using a slow internet connection, try using a different network or a faster one.
- Check your video quality. To do this, right-click the video player and select 'Settings > Video > Quality'.

**Person 3**

- Disable hardware acceleration. To do this, right-click the video player and select 'Settings > Video > Hardware Acceleration'.
- Update your browser. To do this, right-click the address bar and select 'Settings > About'.
- Check your internet speed. If you're using a slow internet connection, try using a different network or a faster one.

**Person 4**

- Check your video quality. To do this, right-click the video player and select 'Settings > Video > Quality'.
- Check your internet connection. To do this, right-click the globe icon in the address bar and select 'Settings > Network > Troubleshoot'.
- Check your video files. Make sure all videos and audio files are working properly. If not, replace them.

This screenshot is identical to the one above, showing the same brainstorming map in the web browser. The Windows taskbar at the bottom shows the search bar, task view, and various application icons, with the system clock indicating 12:40 PM on 10/10/2023.

**2 Brainstorm**

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

**Person 1**

- Update your web browser. Make sure you're using the latest version available.
- Update video files. Check if you're using the latest version of the video files. If not, update them.
- Check all videos and audio files. Make sure all videos and audio files are working properly. If not, replace them.

**Person 2**

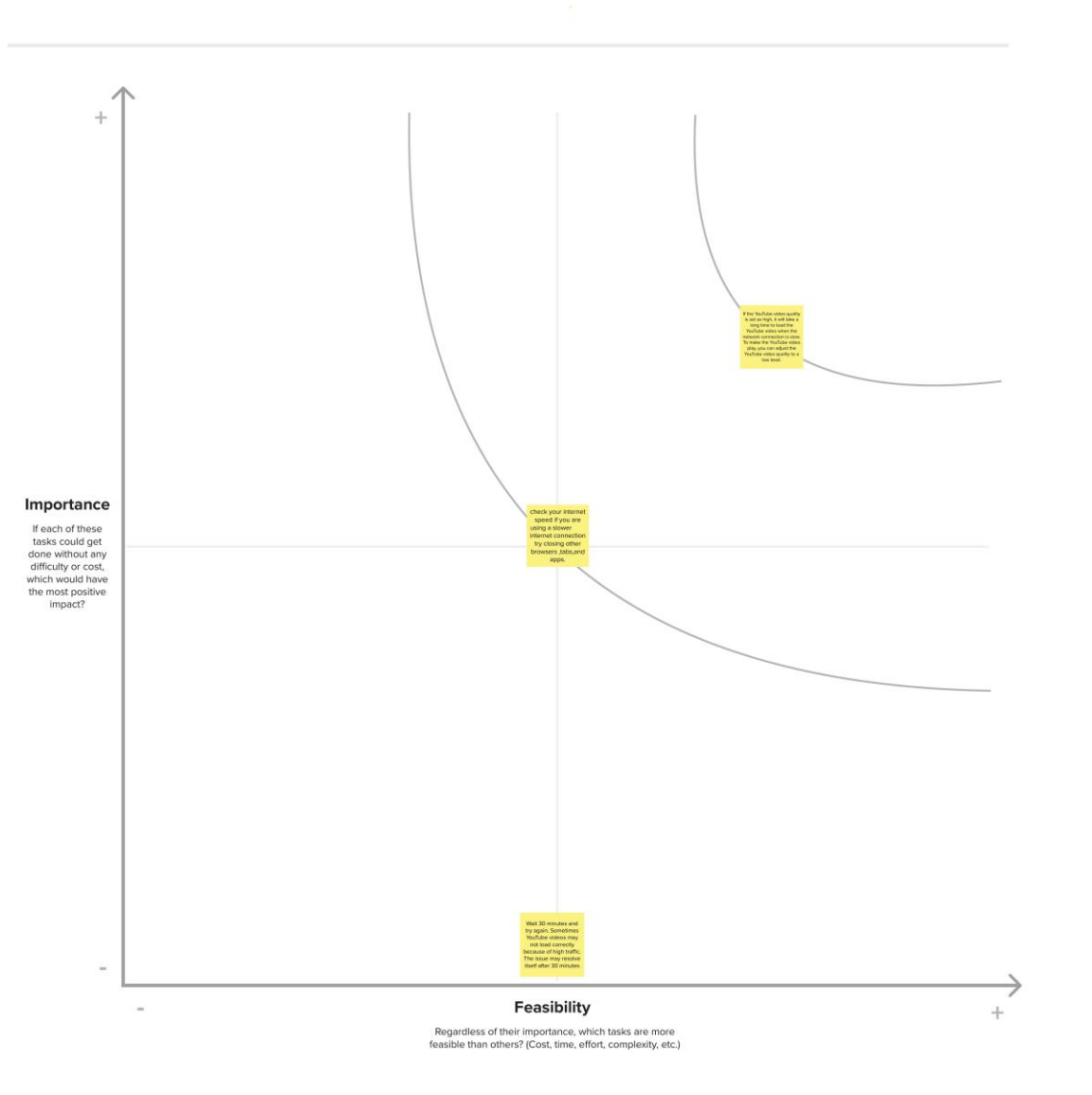
- Check your internet connection. To do this, right-click the globe icon in the address bar and select 'Settings > Network > Troubleshoot'.
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- Check your video files. Make sure all videos and audio files are working properly. If not, replace them.



### 3. Result

#### Rank Wise Channel

Rank wise channel	
Name	
T-Series	1 ^
Cocomelon	2
Sony Entertainment Telev..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32 v

Rank Wise Channel	No of channels with Brand	Channel Brand	Dashboard 1	Channel Name With Subscribers	No of channels of Language	Dashboard 2	Category wise Language	Country and langu.						
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## No of channels with Brand



## Channel Brand

Channel Brand

Brand channel

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
Hybe Labels			Yes
Infobells			Yes
JuegaGerman		No	
Justin Bieber		No	
Kids Diana Show			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	

As of March 14, 2023..

Legend: No (Orange), Yes (Red)

Rank Wise Channel | No of channels with Brand | **Channel Brand** | Dashboard 1 | Channel Name With Subscribers | No of channels of Language | Dashboard 2 | Category wise Language | Country and language

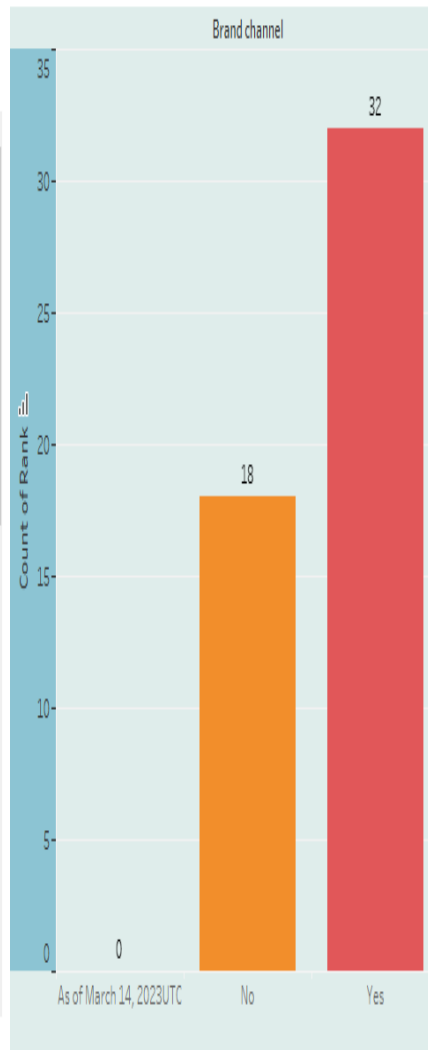
## Dashboard 1

### Rank wise channel

Name		Name	As of M..	No	Yes
T-Series	1	A4	No		
Cocomelon	2	Aaj Tak	Yes		
Sony Entertainment Telev..	3	Ariana Gran..	No		
MrBeast	4	As of March.. As of M..			
PewDiePie	5	Bad Bunny	No		
Kids Diana Show	6	Badabun	Yes		
Like Nastya	7	BangtanTV	No		
Vlad and Niki	8	Billie Eilish	No		
WWE	9	BillionSurp..	Yes		
Zee Music Company	10	Blackpink	Yes		
Blackpink	11	Canal Kond..	Yes		
Goldmines	12	ChuChu TV	Yes		
5-Minute Crafts	13	Cocomelon	Yes		
Sony SAB	14	Colors TV	Yes		
BangtanTV	15	Dude Perfect	No		
Justin Bieber	16	Ed Sheeran	No		
Hybe Labels	17	El Reino Inf..	Yes		
Canal KondZilla	18	Eminem	No		
Zee TV	19	Felipe Neto	No		
		Fernanfloo	No		
		Get Movies	Yes		

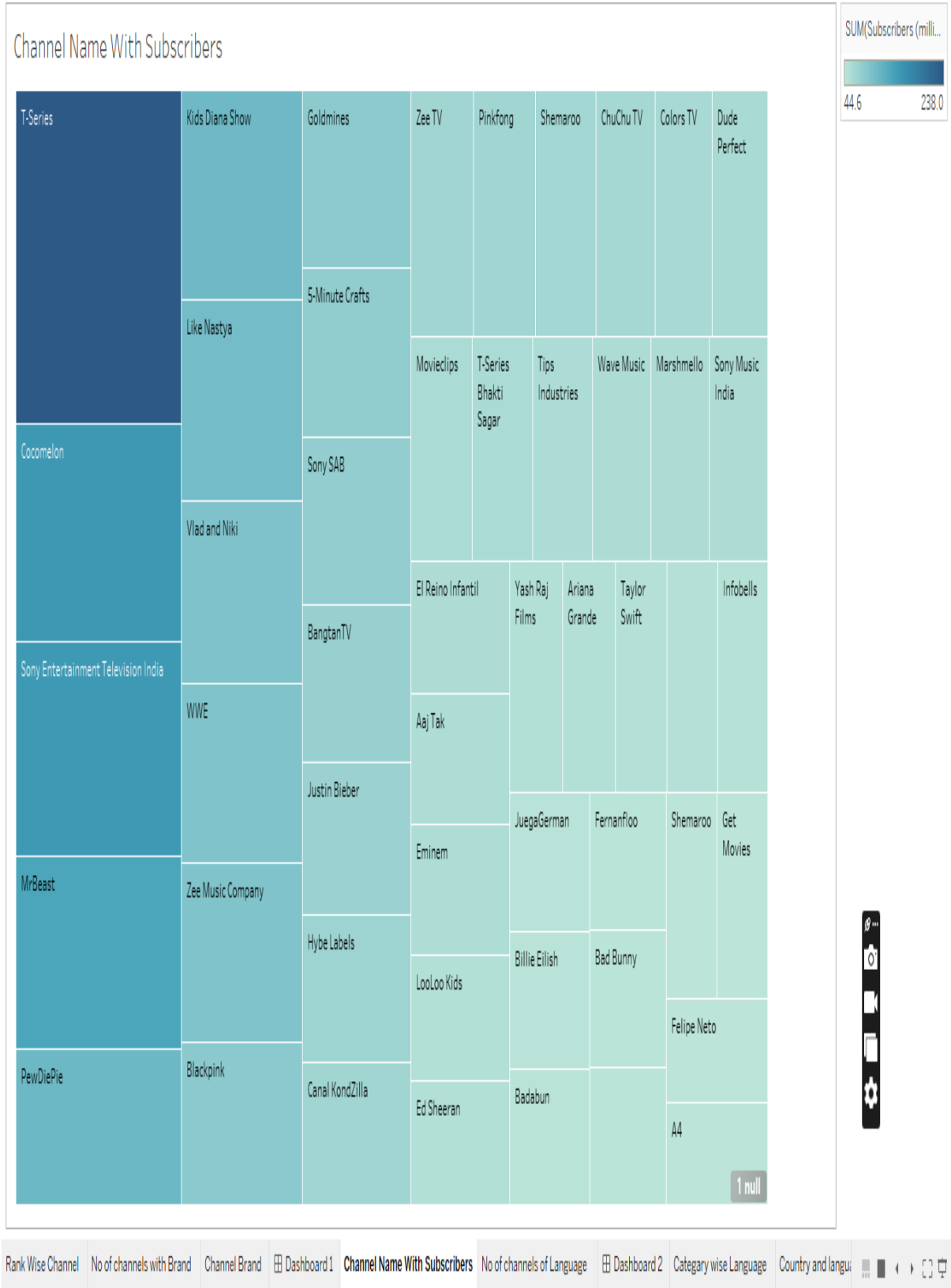
### Channel Brand

### No of channels with Brand

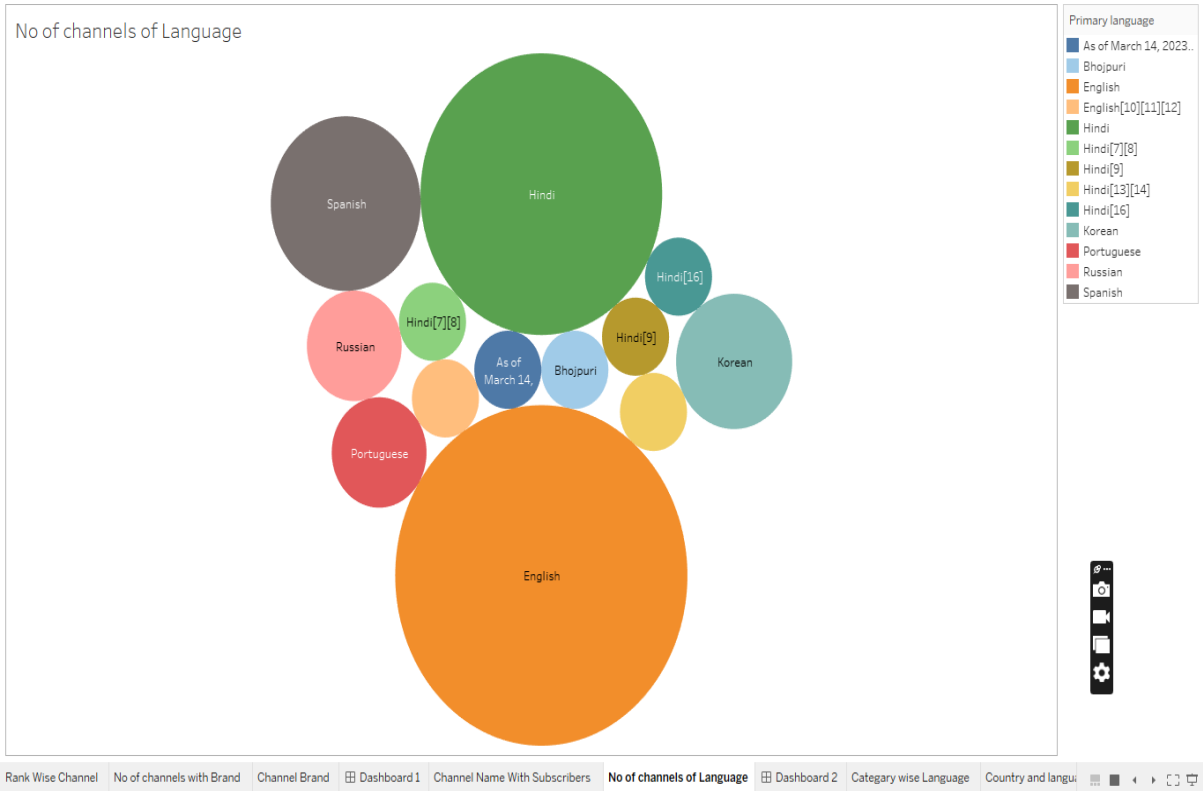




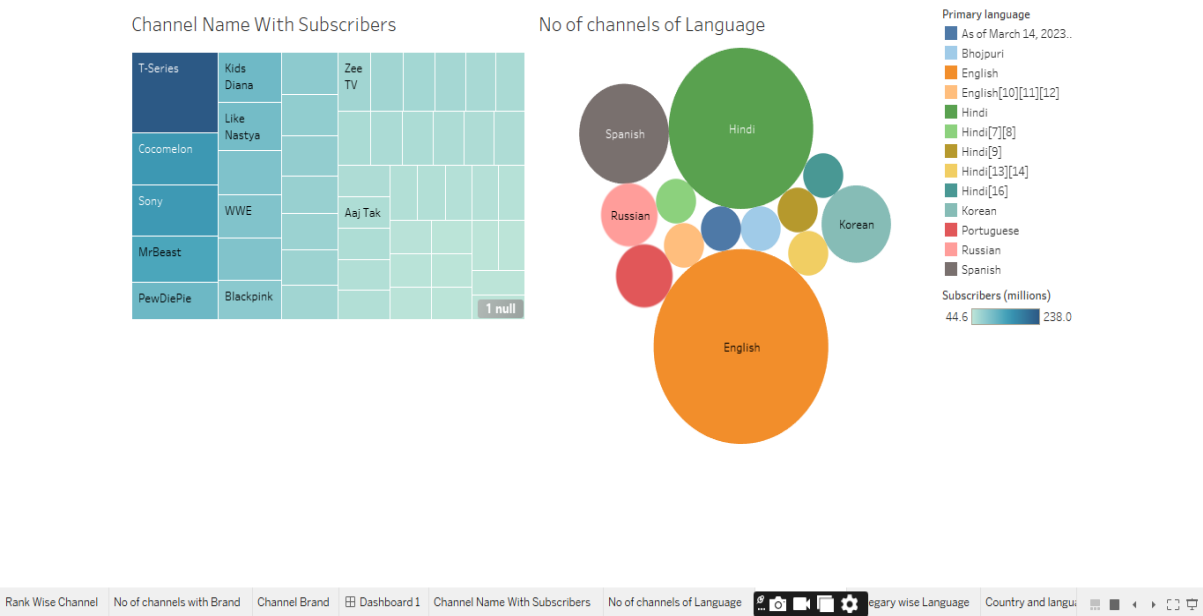
Channel Name with Subscribers



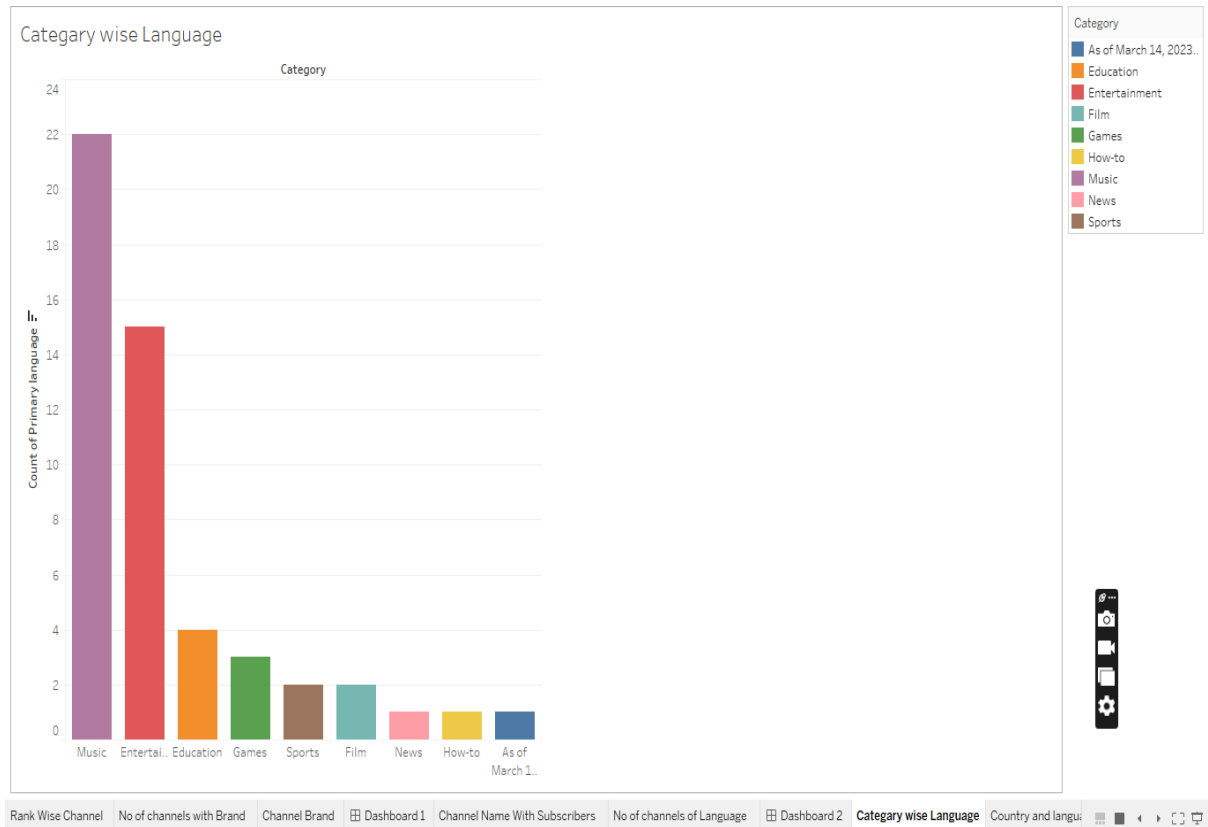
No of channels of Language



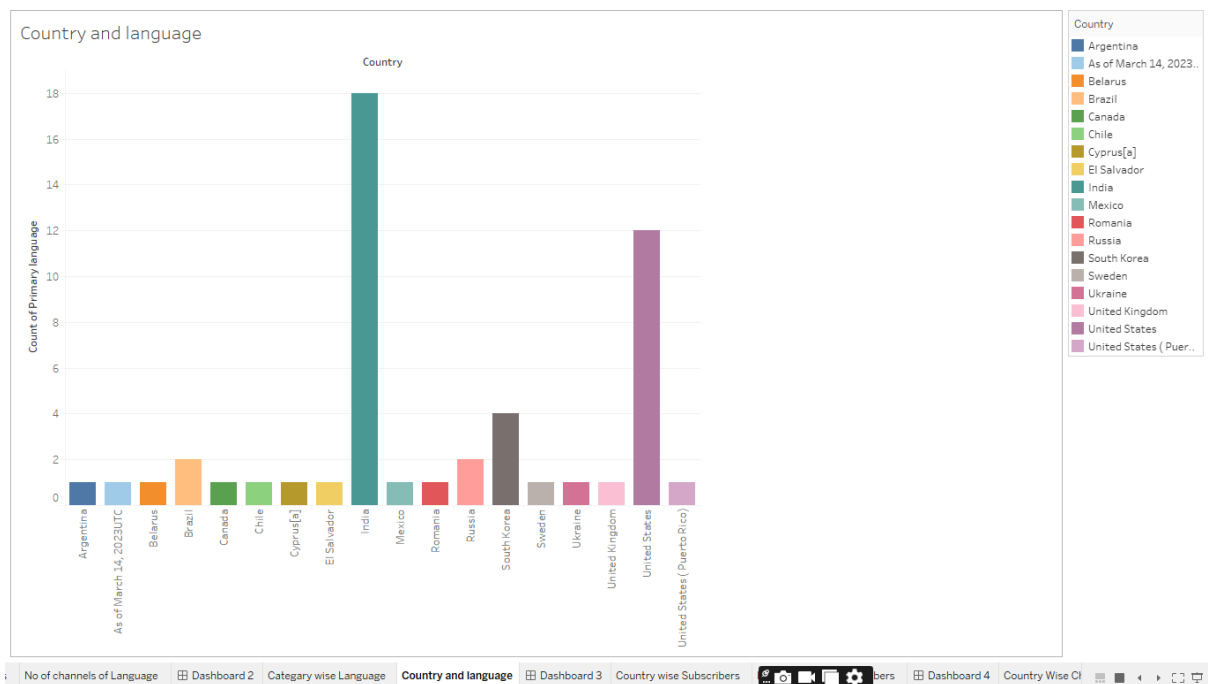
Dashboard 2



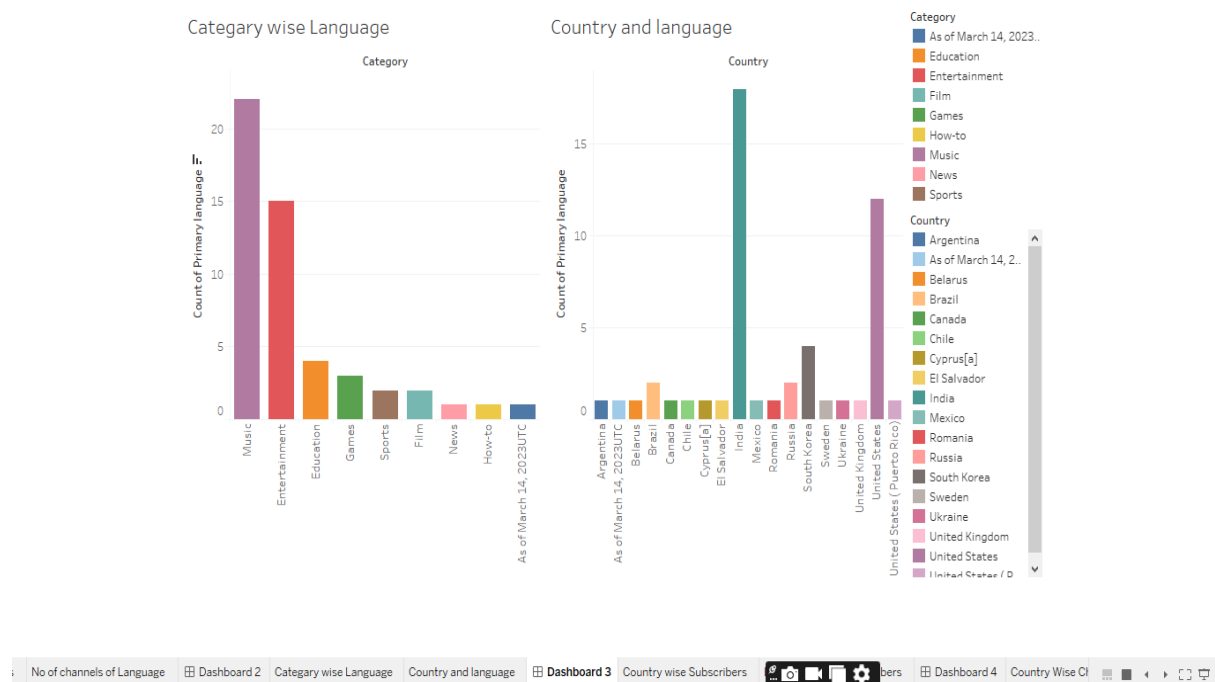
## Category wise Language



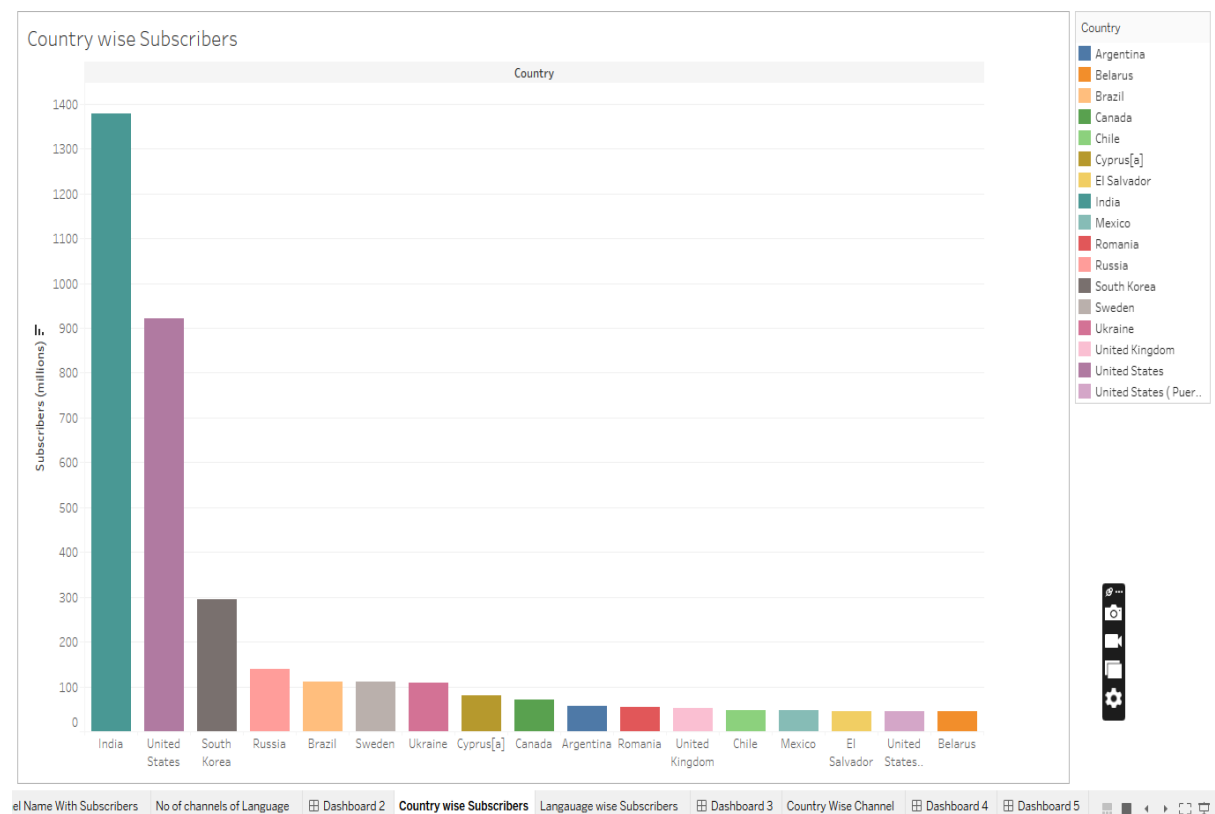
## Country and Language



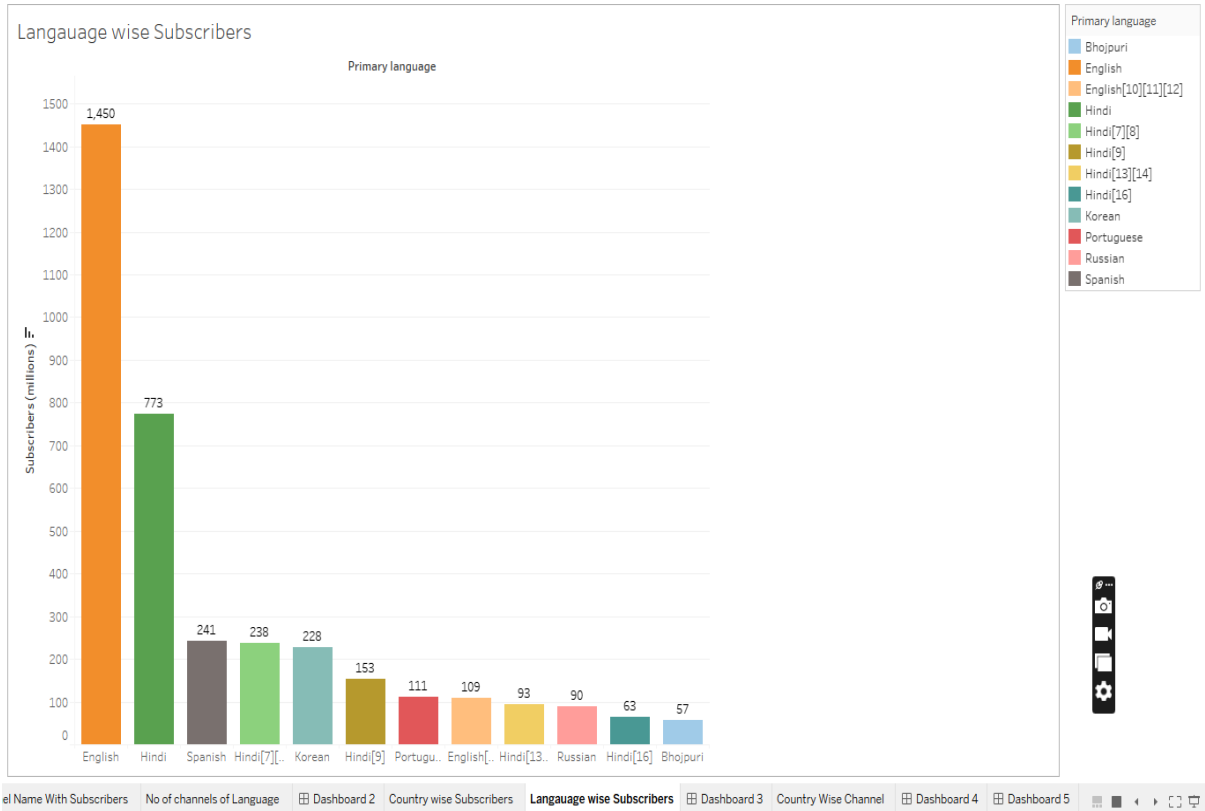
## Dashboard 3



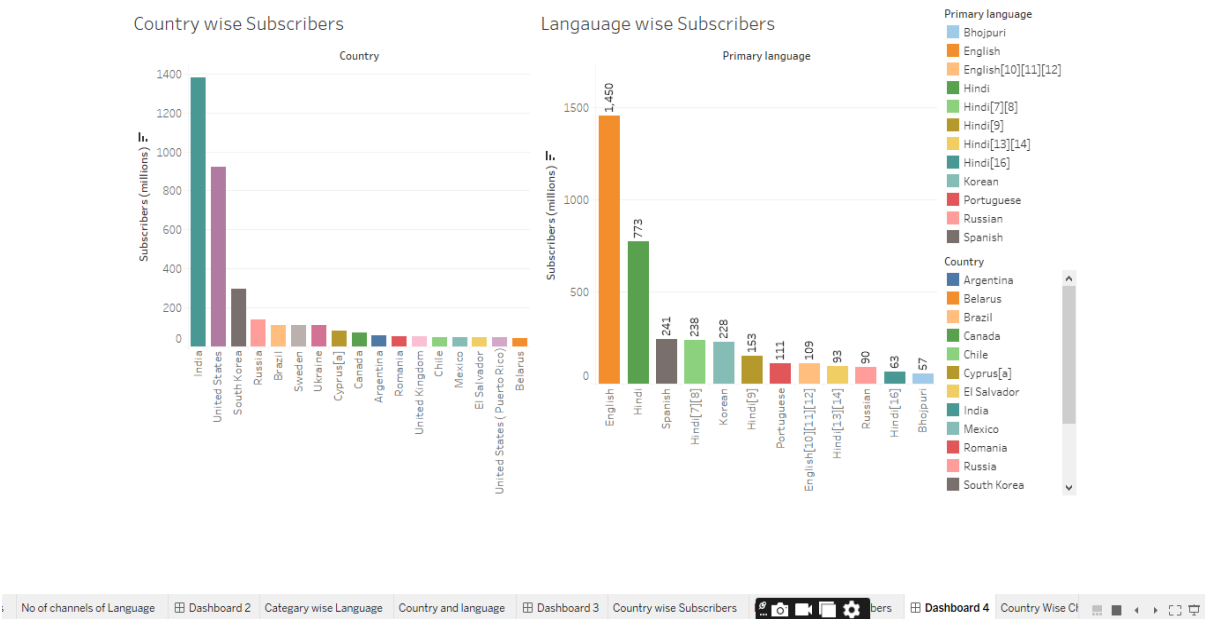
## Country wise Subscribers



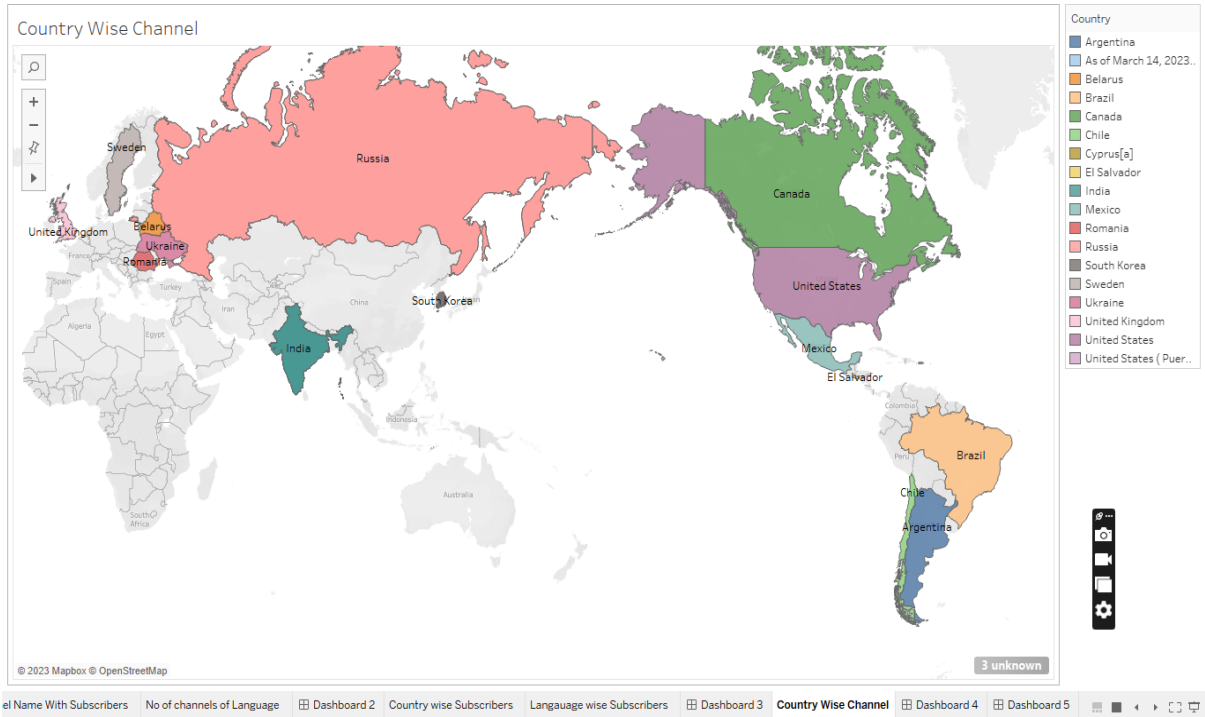
# Language wise Subscribers



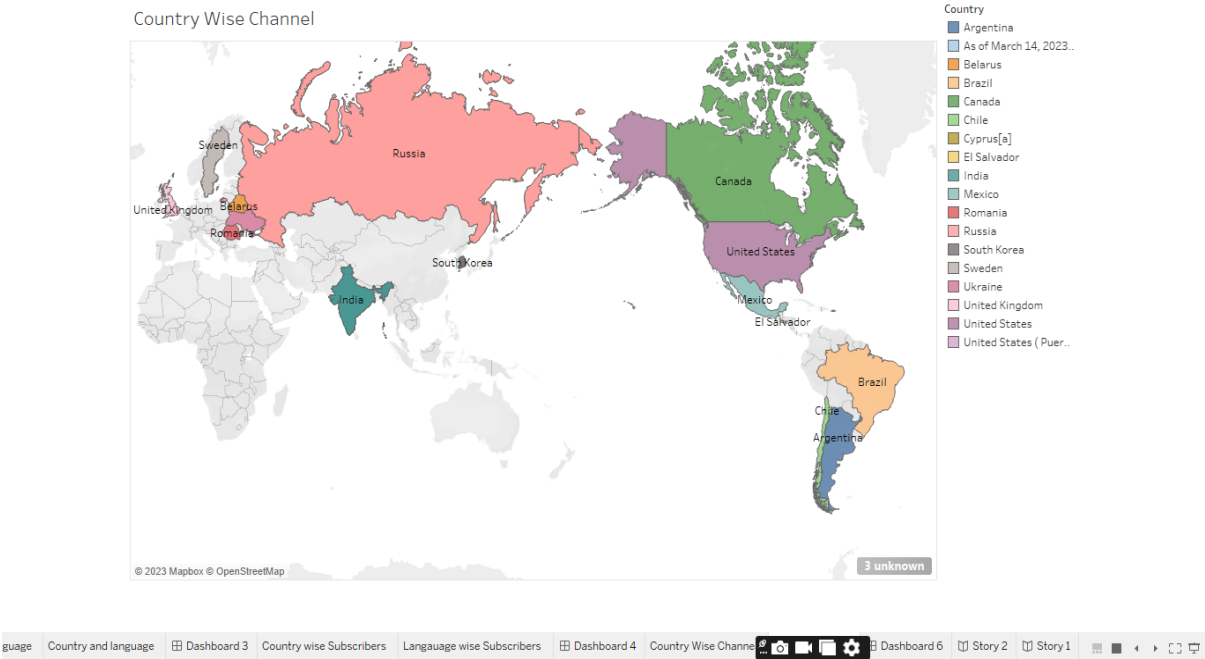
## Dashboard 4



# Country Wise Channel



# Dashboard 5



**Channel**

Name	Primary language	Category
T-Series	Hindi	Music
Cocomelon	English	Education

**Language wise Subscribers**

Primary language	Subscribers (millions)
Hindi	1,450
English	238
Spanish	109
Russian	90
Bh...	157

**Category wise Language**

Category	Primary language
Entertainment	Hindi
Games	English
Film	Hindi
How-to	English

**Country wise Subscribers**

Country	Subscribers (millions)
United States	1,450
India	238
Canada	109
Romania	90
Sweden	157

## Story 1

Channel details
List of channels with number of Subscribers and Language
Category wise language and country wise Language
Language and country wise subscribers
Country wise primary language, number of subscribers and total

### Channel Name With Subscribers

Channel Name	Subscribers (approx.)
T-Series	100000000
Kids Diana	10000000
Like Nastya	10000000
Cocomelon	10000000
Sony	10000000
WWE	10000000
MrBeast	10000000
PewDiePie	10000000
Blackpink	10000000
Zee TV	10000000
Aaj Tak	10000000
1 null	10000000

### No of channels of Language

Language	Number of Channels (approx.)
Hindi	10000000
English	10000000
Spanish	10000000
Russian	10000000
Korean	10000000
As of M	10000000
Bhojpuri	10000000
English	10000000
English	10000000
Hindi	10000000
Hindi[7]	10000000
Hindi[9]	10000000
Hindi[1]	10000000
Hindi[1]	10000000
Korean	10000000
Portuguese	10000000
Russian	10000000
Spanish	10000000

### Primary lan

- As of M
- Bhojpuri
- English
- English
- Hindi
- Hindi[7]
- Hindi[9]
- Hindi[1]
- Hindi[1]
- Korean
- Portuguese
- Russian
- Spanish

### Subscribers

44.6

gary wise Language
Country and language
Dashboard 3
Country wise Subscribers
Language wise Subscribers
Dashboard 4
Country Wise Channel
Dashboard 5
Dashboard 6
Story 1

#### **4. Advantages and Disadvantages**

- ❖ It's free to use: You can watch and upload videos on YouTube. ...
- ❖ Wide selection of content: There is a wide variety of content available on YouTube, including music videos, educational videos, movie trailers, and more, as we have mentioned above.
- ❖ Ads- a drawback of YouTube for the audience.
- ❖ A lot of distraction ADVERTISEMENT.
- ❖ Obscenity- one of the biggest drawbacks that YouTube has. The kind of content that is uploaded on YouTube is largely in control today.
- ❖ Defamation and Bullying.
- ❖ Making money isn't that easy.

#### **5. Applications:**

- ❖ YouTube is a video sharing service where users can watch, like, share, and comment and upload their own videos.
- ❖ The YouTube app is available on many different devices, including mobile phones, smart TVs, and media streaming devices. Learn more about where to watch YouTube. You can download the YouTube app on Google Play. Visit the Google Play Help Centre to learn about managing Android app downloads from Google Play.

#### **6. Conclusion:**

We concluded that there are many attributes that cause a YouTube channel to become popular, which come with certain rules and patterns. For example, video topics, such as stories, animations, and interviews, proved to be quite unpopular, as none of the top channels had those topics as their most viewed videos. Using observations such as these, we made a decision tree to determine whether a YouTuber's channel will become popular. We faced many limitation. First of all, there was a limited reliability of several websites in researching the topic, due to its influence largely remaining solely on the Internet. Also, we used a fairly small sample size, in comparison to the hundreds of other popular channels with several million subscribers that we could have also observed, which also somewhat reduces the reliability of our patterns and conclusions. In addition, another limitation faced was the fact that the data is unstable, as it is constantly changing. For instance, the number of subscribers and views a video gets is not a



static variable. As time goes on, the number of subscribers will fluctuate, and the number of video views will increase. As there is still much left to explore with regard to the current topic, future research could contribute to our knowledge by developing theories that deepen our understanding of the factors that determine the characteristics of online social information. This could be done by expanding the present study through the investigation of social information on other online platforms. Although social information constitutes a major part of YouTube's content, it also plays an important role on other social media, such as Facebook. A notable difference between YouTube and Facebook is that while on the first platform users are exposed to social information that is mainly created by strangers, on Facebook this social information is created mostly by acquaintances. Research indicates that this factor may alter how users respond to social information created by others. Hence, investigating social information on other platforms such as Facebook can broaden our insights into the factors on which online social information's characteristics depend.

## **7. Future scope:**

YouTube as a career is definitely rising as a current sensation. It does have a lot of scope, exposure and of course, leads you to popularity and fame in your field of choice. The present study contributed to our knowledge by exploring to what social information YouTube users are exposed and how this depends on the type of video that they watch. This way, it contributed to a broader understanding of how social information is created and what consequences this may have for the video views, (dis)likes, and comments seen by online video viewers. For researchers studying social media, it is important to know that much can be gained by looking beyond the content that is provided by social media platforms—knowledge about the total content to which social media users are exposed can be gained by examining platforms' social information.