



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?

I see the thumbnails, titles, descriptions, tags, and categories of each video.

I see different types of YouTube channels on my homepage, recommendations, subscriptions, or trending page

I see other platforms that feature YouTube videos such as blogs, podcasts, or social media.

I see how many views, likes, comments, and subscribers each channel has.

enjoy watching YouTube videos because they are entertaining, informative, or inspiring.

I aspire to be like some of the successful YouTubers or learn from them

I like to discover new channels that match my interests or challenge my views.

I feel frustrated when I encounter clickbait titles, misleading thumbnails, or annoying ads

sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed

I like, comment, share, or save videos that I enjoy or find useful.

I watch videos that catch my attention or interest me based on various factors such as topic, genre, length, style, or mood.

I hear the opinions, reviews, recommendations, or critiques of other viewers or influencers

I hear the voice, tone, music, sound effects, or background noise of each video

I follow or interact with the YouTubers or other viewers on other platforms such as Instagram, Twitter, or Discord

I subscribe to channels that I like or want to support

I hear the news, trends, controversies, or scandals related to YouTube or YouTubers

I hear the notifications, alerts, reminders, or promotions from YouTube or other platforms.



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?