



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?



YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site.

YouTube influencers are highly influential through their ability to make the viewers feel like they know them; as their friends.

Students like watching videos on YouTube, which not only assists them in understanding challenging ideas but also improves their listening abilities.

YouTube offers monetization opportunities for content creators, allowing brands to earn money from their content potentially offset their cost to producing it.

YouTuber wants a Computer with webcam and microphone, they also need skills such as scripting, story telling and video editing.

YouTube continues on the current path, the future include more streaming, more e-commerce initiatives, and more immersive experiences.

YouTubers play a role in recommending or disliking products or services which may influence their viewers buying behavior or attitudes towards specific brands or products.

Being in the public eye and getting hate comments everyday can be stressful. So can be the lack of job securities, fluctuating revenue, lonely nature not having co-workers.

YouTubers are their own boss. They have creative control over their content. They decide their own hours and whether to work from home or get an office space.

They are turning to YouTube to look for advice and help narrow down their choices and searching for their inspiration.

I would say that getting ranked high in YouTube and staying there is the hardest. You have to interact with people and post everyday or every other day.

It's exactly as starting any other business. You will find people that will realize you are not making money yet and that will say - "But why don't you just find a job and get a regular paycheck?"



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?