

FLORIDA STATE UNIVERSITY  
COLLEGE OF COMMUNICATION AND INFORMATION

THE IMPACT OF YOUTUBE'S THUMBNAIL IMAGES AND VIEW COUNTS ON USERS'  
SELECTION OF VIDEO CLIP, MEMORY RECALL, AND SHARING  
INTENTIONS OF THUMBNAIL IMAGES

By  
JUNHO PARK

A Thesis submitted to the  
School of Communication  
in partial fulfillment of the  
requirements for the degree of  
Master of Arts

2022

Junho Park defended this thesis on March 28, 2022.

The members of the supervisory committee were:

Russell B. Clayton  
Professor Directing Thesis

Arthur A. Raney  
Committee Member

Juliann Cortese  
Committee Member

The Graduate School has verified and approved the above-named committee members, and certifies that the thesis has been approved in accordance with university requirements.