What other thoughts might influence their behavior?



It should be user-friendly.

The viewers mostly search on YouTube for entertainment, study purposes, or job-oriented topics.

It should be short and interesting.

The video quality must be clear.

top YouTube channel in the world is T-Series.

Why did that channel become the top channel in the world?

What are the contents that they upload?

The channel
T-series
uploads
mostly music
and shorts.

EXPLORING WORLD'S
TOP
YOUTUBE CHANNEL

People enjoy watching videos on YouTube every day.

Many people use YouTube to stay informed and learn new skills.

Videos about video games are especially popular and lengthy.

I want the results of what I have searched on that YouTube channel.

There are over 2 billion monthly active users on YouTube.

Every
minute, over 500
hours of content
are uploaded to
YouTube.

The YouTubers mostly upload the videos to attract children.

They explain the content of what I have searched for in an easy and understandable way.

**Feels** 

## Does What be

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



