

Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

How can I

content's

Will this video

time? What will

be worth my

I gain from

watching it?

quality and

uniqueness?

maintain my



Thinks

Describe their actions and behaviors on YouTube channels

How active are they in the community and how do they interact with content?

subscribe, or share?

Do they leave comments, like/ dislike videos,



Exploring world top youtube channels

Finding a channel that consistently delivers valuable and entertaining content gives me a sense of satisfaction

Word-of-mouth recommendations from friends and online communities.

Feedback from viewers, both positive and negative, impacting their content choices continue to innovate my content

How can I

maintain my

popularity and

Excitement when their content resonates with viewers; pressure to consistently produce engaging videos.

Engaging with the content and commenting allows me to connect with likeminded people.

Anticipation before watching a new video; connection with creators who share their interests.

Does

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

Feels



