



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?

- Whether you're in the mood for funny moments, news updates, or educational content, YouTube has it all. Regarding capturing viewers' interest,
- YouTube channels have stood out and secured a spot in the world's top 10 most suibed YouTube channels. In this article, we find out all about these most subscribed channels on YouTube.

A subscriber to a channel on the American video-sharing platform 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.

YouTube is the second largest search engine next to google. People upload more than 100 hours of video per minute to YouTube. It's one of the ways to communicate to a wide audience.

The top YouTube channels in the world are:

- MrBeast
- PewDiePie
- Like Nastya
- Justin Bieber
- Marshmello



- Also some YouTube videos increase awareness of social issues.
- Such as bullying, suicide and LGBT issues

- YouTube as an information disseminating platform for students.
- It is the perfect place to learn and gain expertise.
- YouTube for brand promotion.
- YouTube benefits talented people.
- Easy earning is at the very top of the list of YouTube benefits for vloggers.

- Anxiety of YouTubers:
- Being a youtube creator lends itself to a certain personality type.
 - The introvert who wishes to be creative , without their comfort zone mostly solitary.
 - However, as they grow audience channel growth or failure can become a wider concern and bucks against the introvert personality.

- Physical Factors- age,, health ,illness, pain, influence of a substance or medication
- Personal and emotional Factors -Personality, Beliefs, Expectations emotions, mental health



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?