



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?



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?



Persona’s name  
Short summary of the persona

American Youtube personality MrBeast is the most subscribed individual and second most subscribed channel overall,with over 180 million subscribers as of August 2023.

Varun Vagish is the most prominent Indian solo travel vlogger, with over 1.57 million subscribers on youtube and 200k followers on instagram. Mountain trekker is a channel he started in 2007.

Carryminati becomes Asia's No.1 youtuber, Beats Atta Halliintar - Youtube

Total gaming is the most No.1 gaming youtuber in India and Indian top 2nd youtuber total gaming right now has 351 subscribers reasons he comes to the top 1st position of the entire Indian gaming youtuber.

Youtube is a growing source of anxiety and inappropriate sexual behaviours among kids under age of 13.The parents and educators need to get involved.

Youtubers often deal with getting canceled. Sometimes its for serious things,like a harmful or insensitive comments or actions.

There is more potential harmful content on there than on television or children approximte video games.

Videos on the social networks like FB Instagram,whatsapp are also giving tough competition to youtube as they are tied to an social network with other capabilities

To make enough money to ensure myself a beautiful life and to be able to all the people that helped me get there .

Hope can be a desire for something happen, a wish for things to change for the better or a particular dream or aspiration.

Dream of achieving big things and being a successful person in life. Become an inspiration to others, become at thought leader in your industries.

Dream is one of the most subscribed minecraft youtubers with over 31 million subscribers .

Frequent users of youtube have higher levels of loneliness, anxiety and depression according to researches from the Australian institute for suicide research and prevention.

Youtube increasingly used for mental health purposes mainly for information seeking or sharing and many digital mental health approaches or being tried with varying levels of merit but with over 10,000 mental apps currently available.

It's a tool that helps the public notice: untrustworthy people may use youtube to harm other peoples imagine public. The public begun to consider youtube as a potential social media, particularly over the past five years.

There are many positive aspects to keep in mind about youtube in comparison to the negatives. By analyzing the positive and negative of youtube, it is possible to get an idea of the number of users who receive the information and what percentage of them misleading.