



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?

more than
2.70 billion
active users
in youtube

youtube
allows users
to share free
contant with
others



youtube
began on
valantine's
day



youtube is a
platform for
learners, you
can learn
anything



THE YOUTUBE BUBBLE

a free video
sharing website
that makes it
easy to watch
online videos

youtube as an
information
dissemating
platform

youtube has
grown to
became most
highly visited
online servies



Subscribers Galore ; Exploring
World's Top Youtube Channels

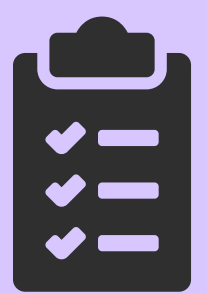
every youtubers face
hatred and gets bad
comments it's makes
feel bad

many people
use youtube as
their primary
source of
entertainment

youtube
channels
gives
happiness
and good
feeling

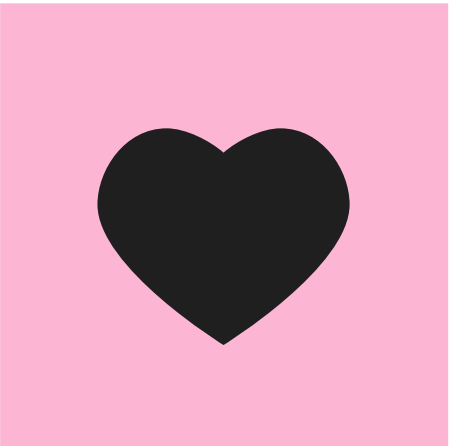


people use
youtube to
express their
feelings to the
world



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?