

NAAN MUDHALVAN PROJECT

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INTRODUCTION

A. Overview

You tube is an American online video sharing and social media platform headquartered in San Bruno, California, United States. Accessible worldwide, it was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed . It is owned by Google and is the second most visited website in the world, after Google Search. You tube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos every day. As of May 2019, videos were being uploaded to the platform at a rate of more than 500 hours of content per minute.

B. Purpose

You tube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, You tube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

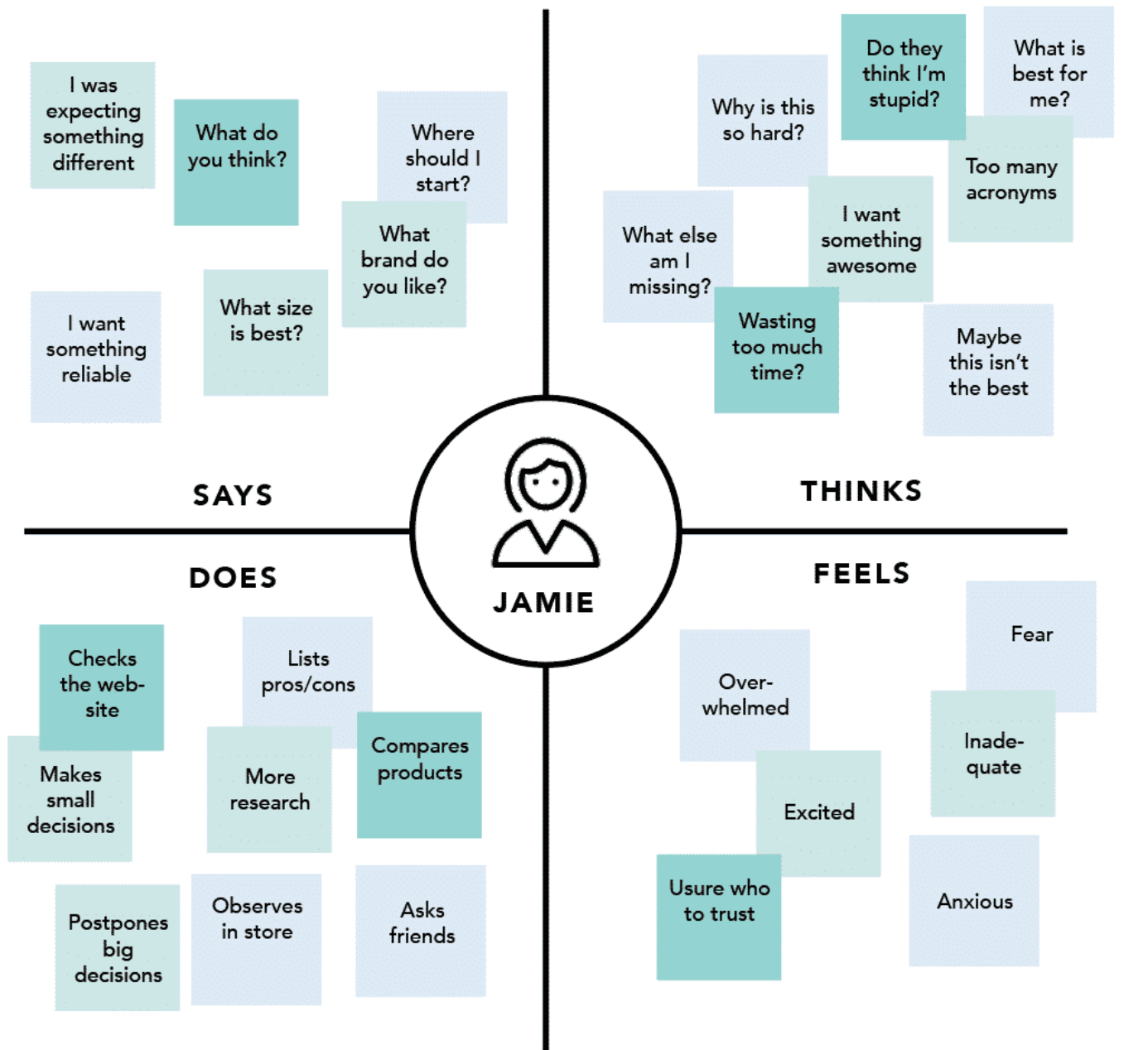
PROBLEM DEFINITION & DESIGN

2.1 Empathy map

Empathy map to guide your decisions an empathy map is really

a tool to understand what the user is thinking feeling seeing hearing and saying it's used to visualize and articulate what is currently known about your users.

EMPATHY MAP *Example (Buying a TV)*



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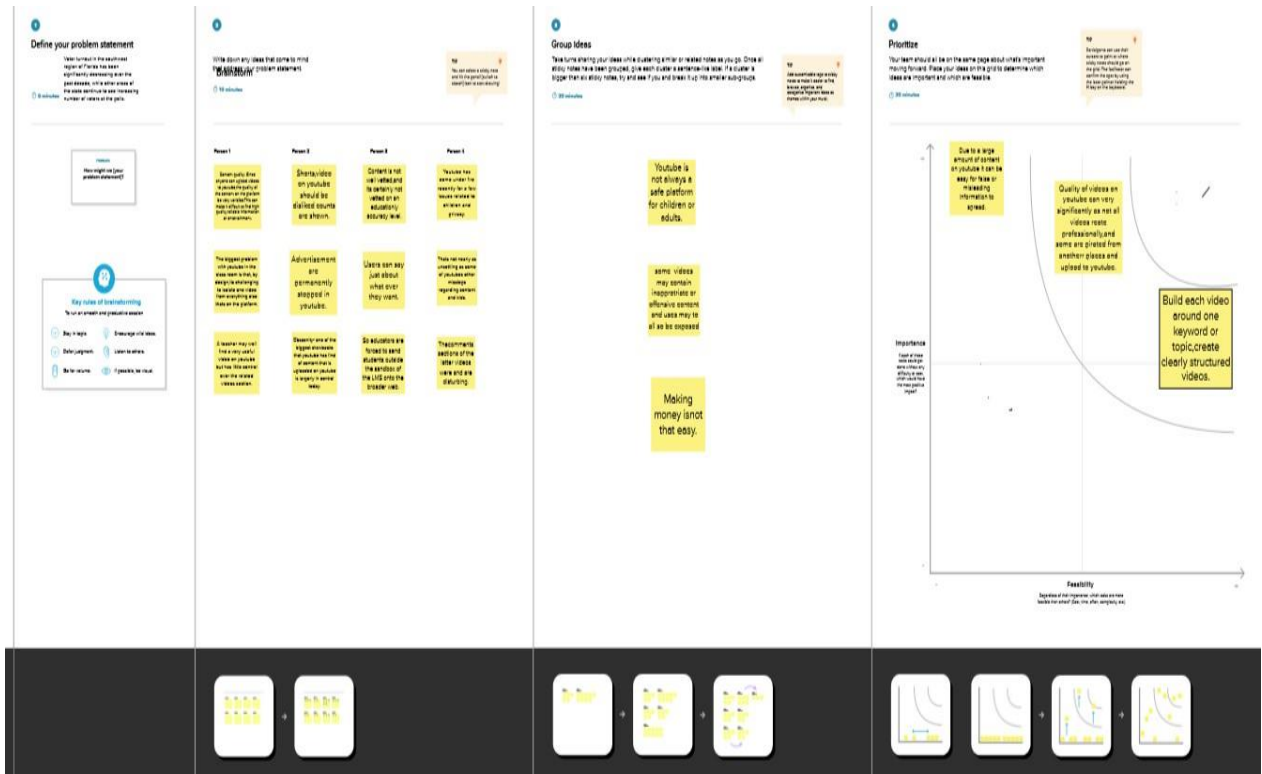
2.2 Ideation & Brainstorming

Ideation is the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic

element of thought that can be either visual, concrete, or abstract. Ideation comprises all stages of a thought cycle, from innovation, to development, to actualization. Ideation can be conducted by individuals, organizations, or crowds. As such, it is an essential part of the design process, both in education and practice.

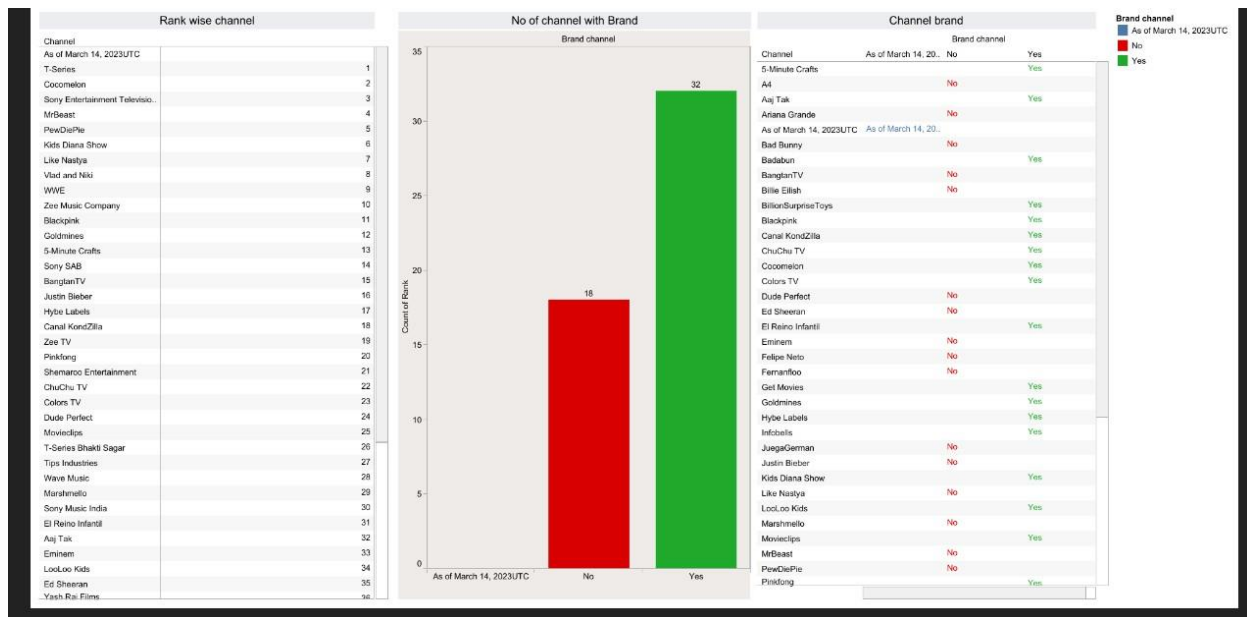
Brainstorming is a group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

In other words, brainstorming is a situation where a group of people meet to generate new ideas and solutions around a specific domain of interest by removing inhibitions. People are able to think more freely and they suggest as many spontaneous new ideas as possible. All the ideas are noted down without criticism and after the brainstorming session the ideas are evaluated.



RESULT

There are several ways to influence your youtube recommendations and search results. You can remove specific videos from your watch history and searches from your search history. You can also turn off your watch and search history, or start fresh by deleting your watch and search history. If you don't want video recommendations on the homepage, you can delete and turn off your watch history.



ADVANTAGES & DISADVANTAGES

- It's free to use:** You can watch and upload videos on YouTube. However, to get the free services, now, you have to manage several advertisements, most of which can skip, but some of which need to play partially or wholly. YouTube Premium is a paid service that allows users to go ad-free.
- Wide selection of content:** There is a wide variety of content available on YouTube, including music videos, educational videos, movie trailers, and more, as we have mentioned above. The range is such that people have

made entire careers by being YouTube content creators in several niches.

- **Accessibility:** You can access YouTube from any device with an internet connection, including your computer, smart phone, and tablet. It brings knowledge of the world, such as Ted Talks, to your room. You can even rent movies on YouTube.

- **Ease of use:** YouTube has a user-friendly interface that makes it easy to find and watch videos. It even remembers your past viewing history and recommends similar videos.
- **Sharing:** You can easily share videos from YouTube on social media and other websites.

Additionally, while downloading videos from YouTube to your device is difficult, you can view downloaded videos offline on the YouTube platform and share their links with your friends and family.

Environmental Sustainability: YouTube has made efforts to reduce its carbon footprint by using renewable energy sources and increasing energy efficiency. However, it is still a large consumer of energy.

1. Ads- a drawback of YouTube for the audience

There are some distinct disadvantages of watching YouTube videos, which include a lot of commercials. It is possible to skip your mainstream.

However, you're often required to watch commercials last between 15 and 20 seconds. This isn't just a time-waster, but it can be irritating at times. Another issue that is associated with YouTube is that it requires you to pay a charge if you would like to view ads-content.

2. lot of distraction

The platform is updated with new content each minute, making it difficult to avoid engaging a interesting videos. When you begin viewing Youtube videos, you'll be able to continue watching mo videos in the "Related Videos" section.

According to research done by the collective, the issue of distraction while driving can be a worldwi problem that kills and injures thousands of people each year. There are fatal outcomes of driving wh being distracted by videos that depict a negative image of YouTube. Distraction is one of the mo common disadvantages of YouTube for drivers, students, or even workers.

2. Obscenity- one of the biggest drawbacks that YouTube has

The kind of content that is uploaded on YouTube is largely in control today. The amount of peopuploading videos has grown in the past five years, and it's becoming challenging for parents, as well YouTube, to review the content. Since YouTube is a no-cost and accessible platform for anyone, childr are attracted to watching videos with explicit language and obscenity.

The use of explicit images and words is common nowadays. This kind of content can be removed on

when someone is notified about it. In general, YouTube acts faster against copyright issues that are reported. There are many negatives when the viewers are children as they are merely aware of how to report the issue.

3. Defamation and Bullying

It's a tool that helps the public notice you; untrustworthy people may use YouTube to harm other people's image in public. The public has begun to consider YouTube as a potential social media particularly over the past five years.

However, YouTube also enables people to do social interaction. While they communicate, a conversation which occurs may be considered cyber-bullying. The easiest method to reach someone on YouTube is via the comment area.

However, many users misuse the platform to spread hate and chaos via content, causing tension between users. This is even when Google requests that users be respectful in their comments.

APPLICATION

To watch YouTube on your smart phone or tablet, download with the YouTube app. The YouTube app is available on many different devices, including mobile phones, smart TVs, and media streaming devices.

CONCLUSION

In my previous posts I've discussed what YouTube is and the importance it has nowadays in this globally connected world. People are starting to record their daily lives or themselves playing video games and they are ending up being very famous among the YouTube platform as well as in real life, plus making lots of money. Their "dream job" for a lot of them.

FUTURE SCOPE

What you need to know about the future of the YouTube platform so that you can stay ahead of the curve. YouTube is constantly changing, and with those changes come new opportunities for content creators. Here's.

It's no secret that YouTube is a powerful force in the online world. With over 1 billion users and counting, the video-sharing platform is a significant player in online advertising and content distribution. Recent reports show that YouTube accounts for 44% of online video traffic.

As a creator on YouTube, it's important to stay up-to-date on the latest changes and updates to the platform so you can continue to produce high-quality content that engages your audience. Here are some of the most significant changes and updates you need to know about for the future of YouTube.

APPENDIX

A. Source Code

How to download any YouTube thumbnail. One way to do that is through HTML source code with let's say Google Chrome browser.

Have you ever wanted to download a YouTube thumbnail? sometimes it happens that we want to download some cool images from YouTube videos, but there is no option on the website for downloading them.

You can simply download any YouTube thumbnail through source code with this simple trick!

Let's say you navigate through YouTube and find a very interesting YouTube thumbnail. And you want it, you want it badly for some reason. Unfortunately, you can just right-click on the thumbnail and download it right away. YouTube doesn't work like that. So what can I do to download the thumbnail I want so badly!

You can use the **HTML Source Code** on Google Chrome for that matter

