



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?

To explore the top YouTube channels, consider using the YouTube Trends page, social Blade, or analytics tools like vid and TubeBuddy.

Explore comments sections and social media to understand what viewers are saying about the content.

These platforms provide insights into channel statistics, growth trends, and popular content.

Additionally, analyzing comments and community engagement on these channels can help build an empathy map by understanding audience preferences, emotions, and behaviors.

Analyze the content of videos to infer what viewers might be thinking while watching.

Observe the actions of viewers, such as liking, sharing, or subscribing.



Exploring World's Top Youtube Channels

Analyze comments, discussions, and social media interactions related to the channel.

Understand the audience's thoughts by examining the type of content, messages, or narratives presented in videos.

Examine the content that elicits strong emotional responses.



Look at user actions, such as likes, shares, subscriptions, and the frequency of engagement.

Assess the general sentiment associated with the channel.

Understand how the content affects the emotional state of viewers.



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?

[See an example](#)