

Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

Users mostly use

even though it has

many educational

this app for

channels.

entertainment,

various forms of

entertainment

such as music,

TV shows,

movies

dramas, and

Achieving top placement in the channel list requires successful access.

Individuals
have the option
to choose the
content they
wish to watch.

Most top-ranked
YouTube
channels are
created for
entertainment
purposes.

Many YouTube

channels show

their daily

routines or

hobbies in

videos.

subscribers galore

Exploring world's top You Tube channels YouTube creators can greatly influence people.

fun and crazy

adventuring

challenges

and reality

shows

Specialized
YouTube channels
create and update
videos on a
specific topic to
stand out

creators plan their content by preparing scripts, and dialogue, and setting up their studios to meet their audience's interests.

YouTubers
should name
their channels
to reflect their
video content.

Video introductions in a channel are similar but differ from other channels.

YouTubers get anxious whenever they get negative responses and may avoid responding to negative comments to reduce conflict and anxiety.

When discussing realtime events, science, and technology, YouTubers should be careful and exercise caution when sharing content.

The majority

of content

viewed

worldwide is...

educational and

content for kids.

entertaining

preschool

YouTubers may face threats from fraudsters, identity theft, and mental health issues that can limit their freedom.

Does

What behavior have we observed? What can we imagine them doing?

See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

