

YOUTUBE CHANNEL



1. INTRODUCTOIN

1.1 OVERVIEW:

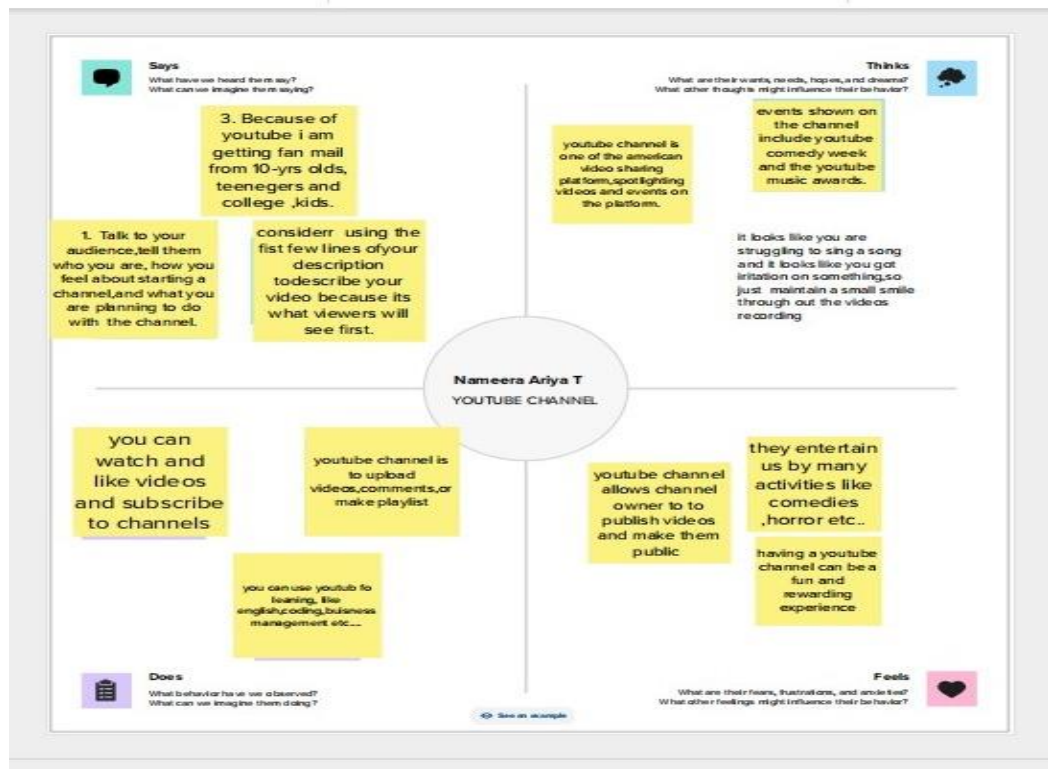
YouTube is an online video sharing and social media platform. it makes easy to watch online videos. its helps for learning something new. Its helps for student.

1.2 PURPOSE:

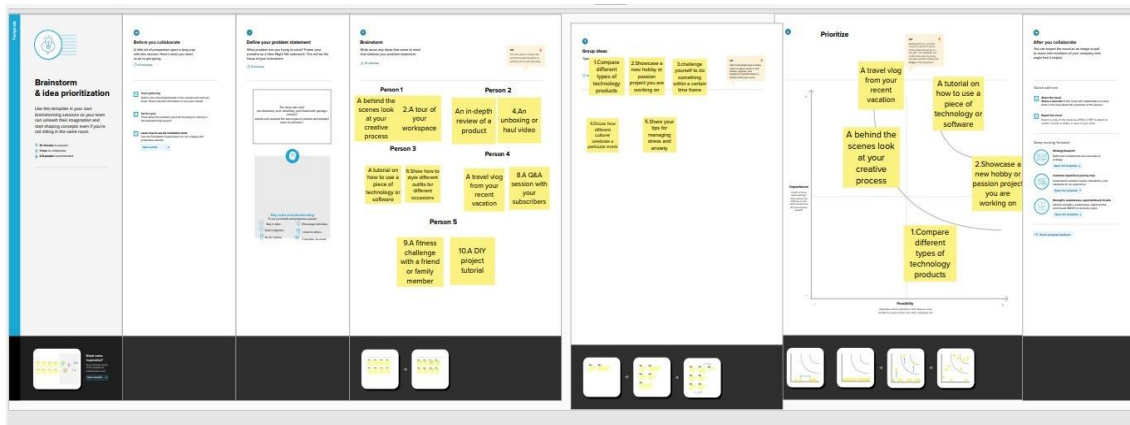
YouTube is a video sharing service where user can watch, like, share, comment and upload their own videos. Its improve their listening and punctuation abilities.

2. PROBLEM DEFINITION AND DESIGN THINKING

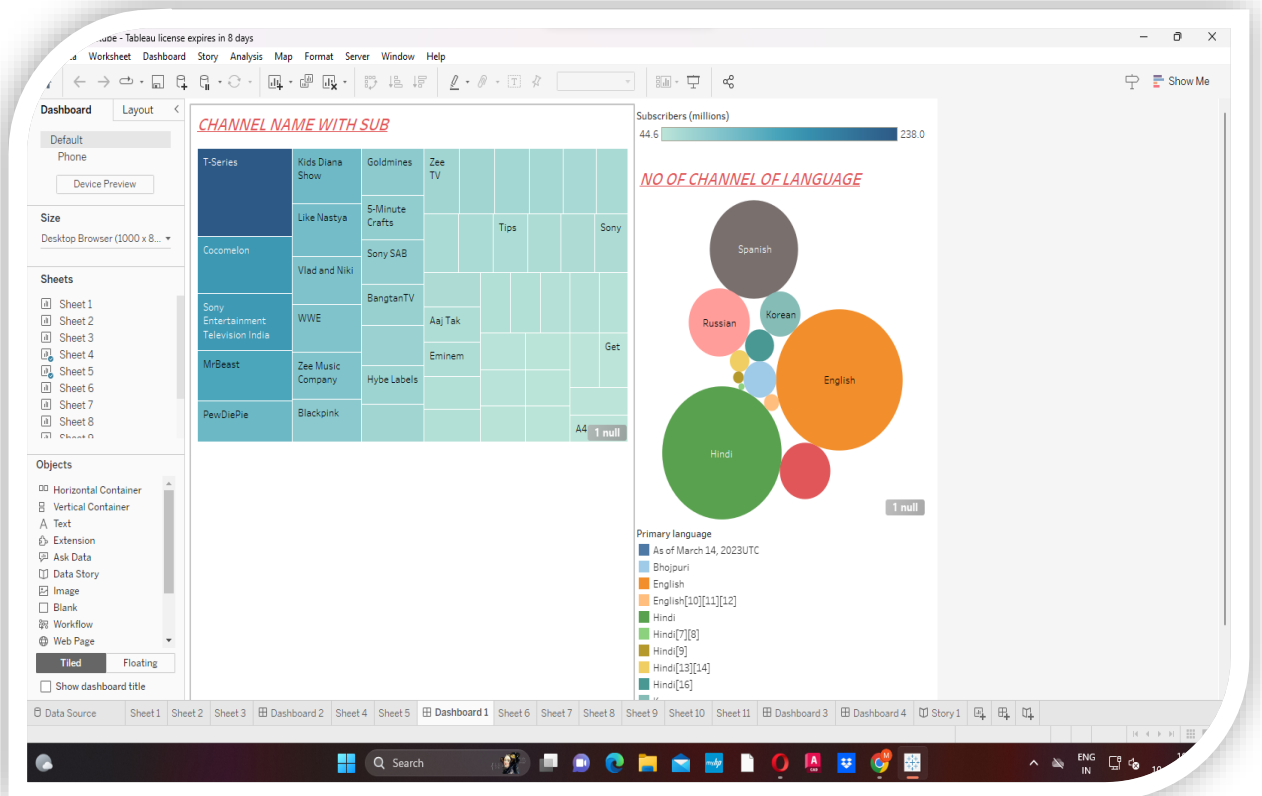
2.1 EMPATHY MAP:

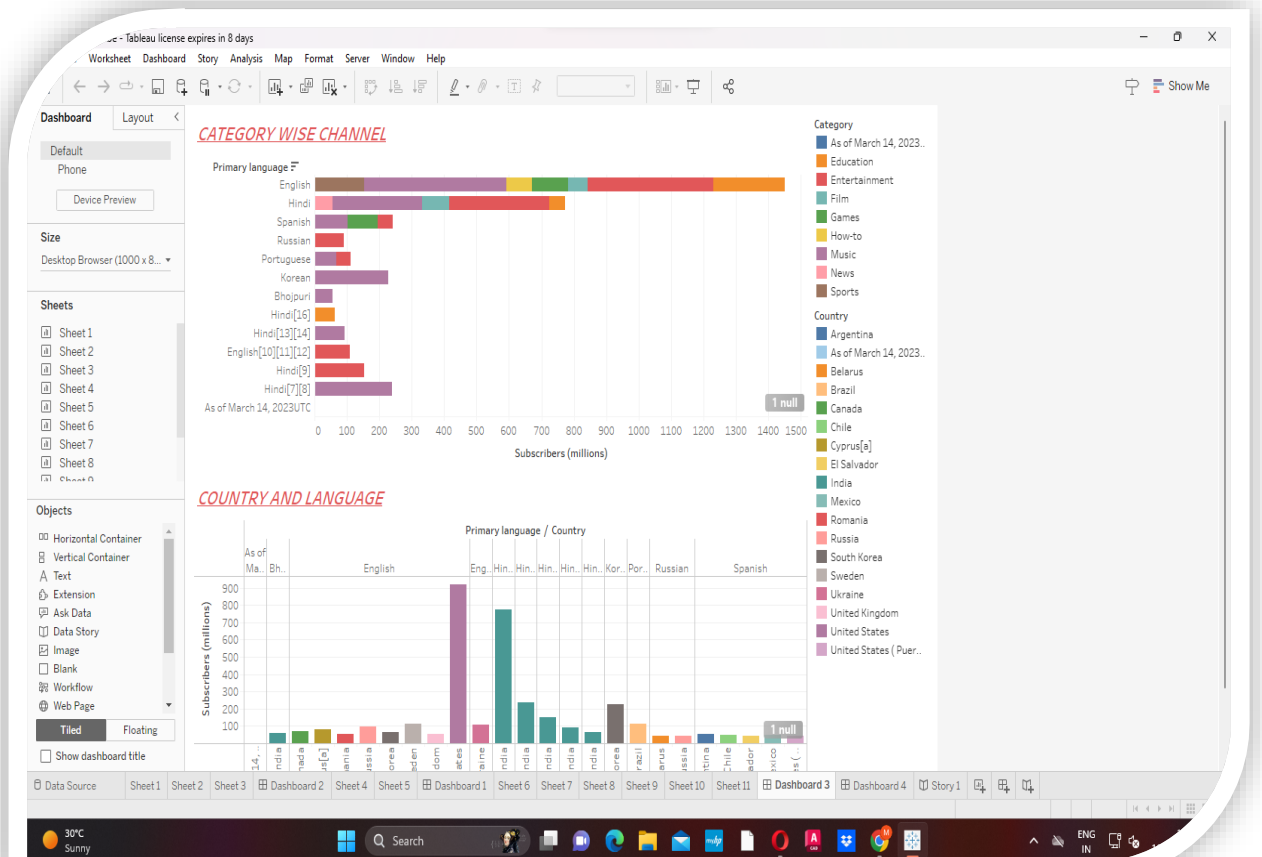
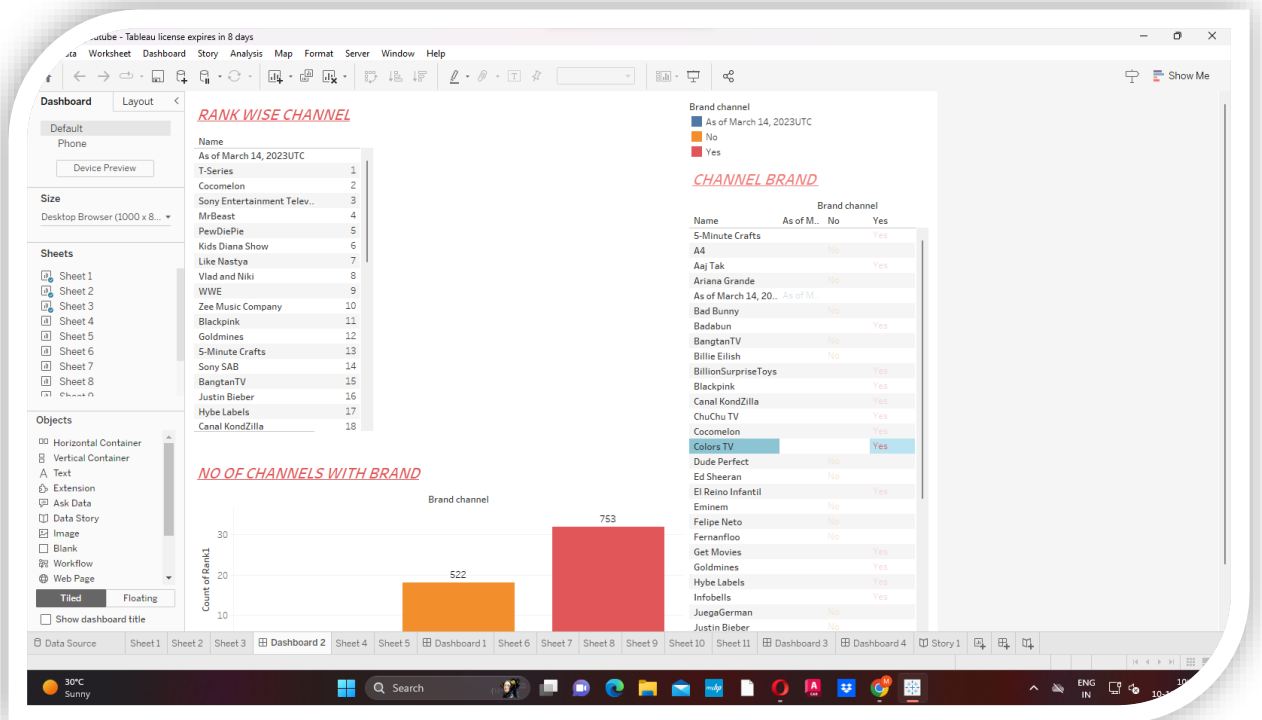


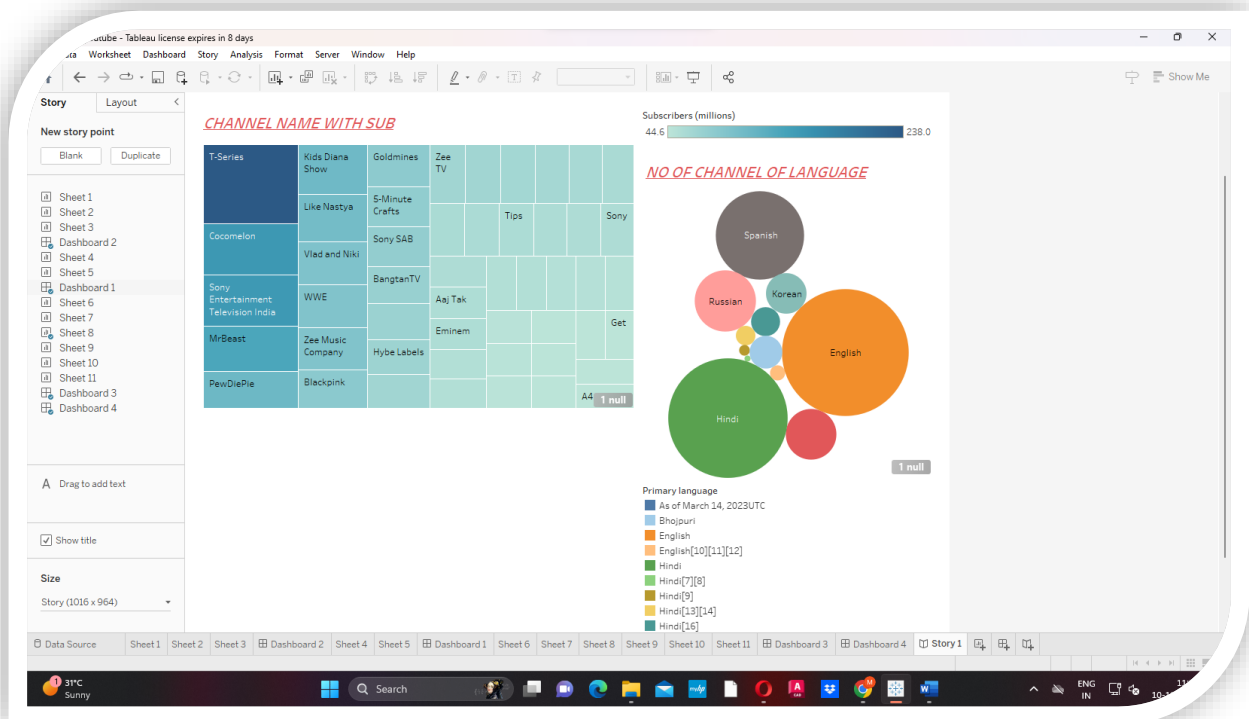
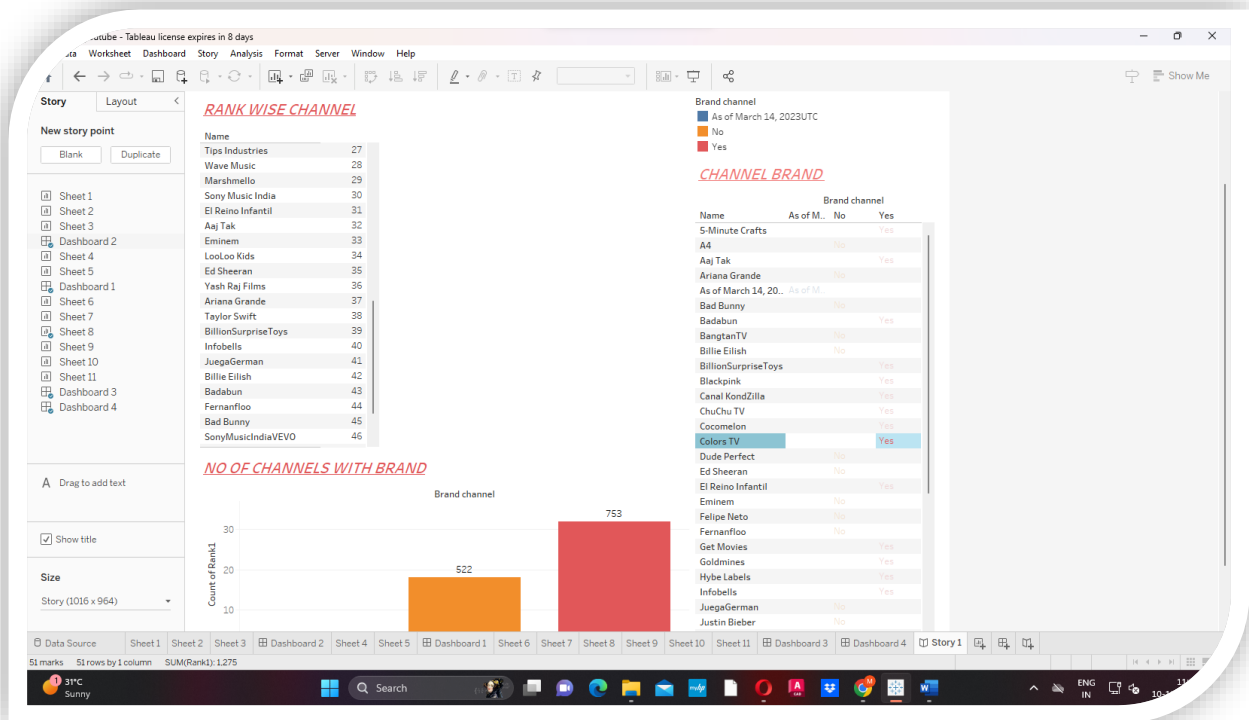
2.2 IDEATION & BRAINSTORMING MAP :

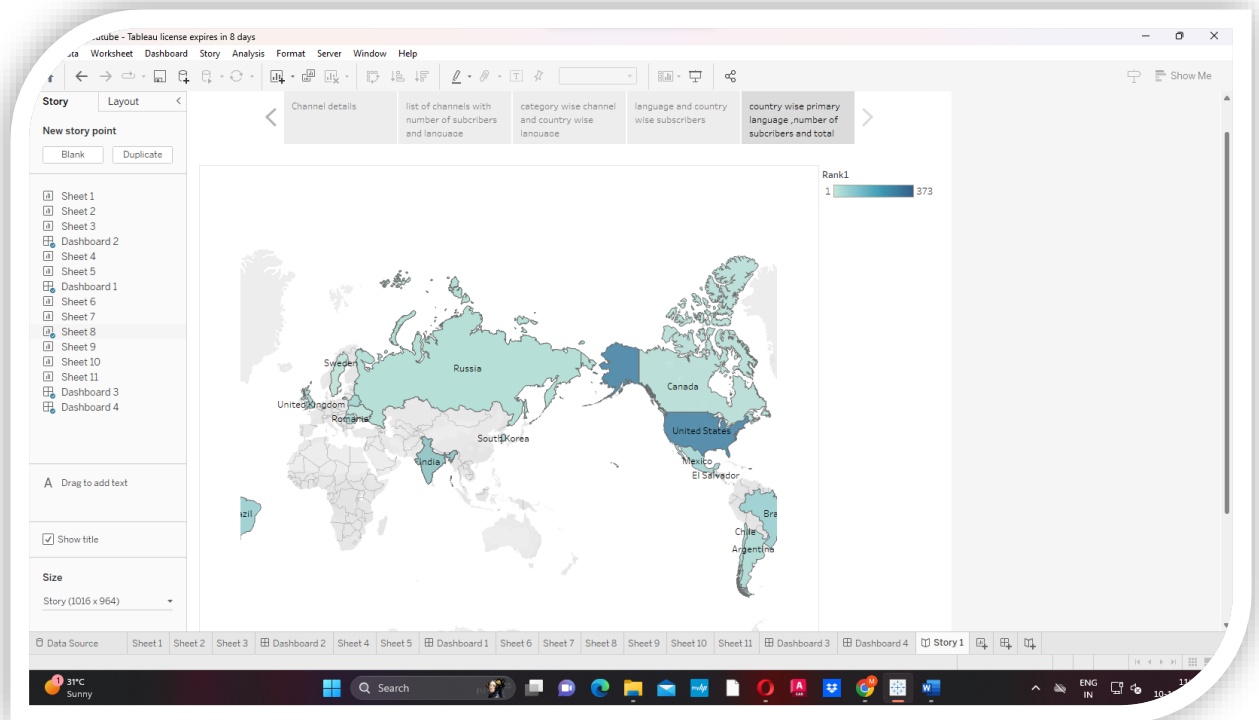


3. RESULTS









4. ADVANTAGE AND DISADVANTAGES

4.1 ADVANTAGE:

- Exposure to a worldwide audience.
- Marketing on YouTube will help you get found on G
- Gain Qualified Traffic.
- YouTube ads can help you reach even more people.
- Others ways to repurpose your videos.
- YouTube as an information disseminating platform for student.
- It's a perfect place to learn and gain expertise.

4.2 DISADVANTAGE:

- A lot of distraction. ADVERTISEMENT.
- Defamation and Bullying.
- Making money isn't that easy.
- It can cause meltdowns.
- It can be addictive.
- It may promote unsafe behaviour.
- YouTube comments can be problematic.

5. APPLICATIONS

- Pick the right channel name.
- Set a consistent posting schedule.
- Make small improvements in every video.
- Use relevant keywords in video titles.
- Set your channel tags.
- Use relevant keywords in video descriptions.

6. CONCLUSION

We can firmly conclude that social media has a very strong impact on YouTube, since it facilitates the incorporation

of new subscribers to a channel and it makes it seem more local or familiar. The ability of writing a tweet to your YouTube star and maybe have a response is a great way of interaction between communicator and receiver. Social media is also useful for the producer since it acts as a way to receive feedback. YouTube is a very strong growing platform creating lots of opportunities for entrepreneurs and motivated people.

7. FUTURE SCOPE

Continued push towards AI and machine learning:
YouTube has been using AI and machine learning to improve the user experience, such as recommending videos and improving search results. This trend is expected to continue, with YouTube investing in more advanced AI technologies to enhance the platform further. Over the next decade, expect it to expand into an all-encompassing entertainment service, where you'll not just watch and listen: you'll play. Games, and interactive experiences

YouTube