

## Subscribers Galore : Exploring World's Top YouTube Channel

### 1. INTRODUCTION

#### 1.1 Overview

Your choice of keywords is important for both YouTube channel and video descriptions.

The keywords in your descriptions will help YouTube's algorithm understand, categorize, and surface your content. The more specific the keywords are, the better. (*Top tip: this applies to your channel's name, too. If you're looking for ideas YouTube usernames, try out our free, ai-powered YouTube name generator.*)

For example, for a video about writing descriptions for YouTube videos, internet video text will be a less useful keyword than YouTube video descriptions.

#### 1.2 Purpose

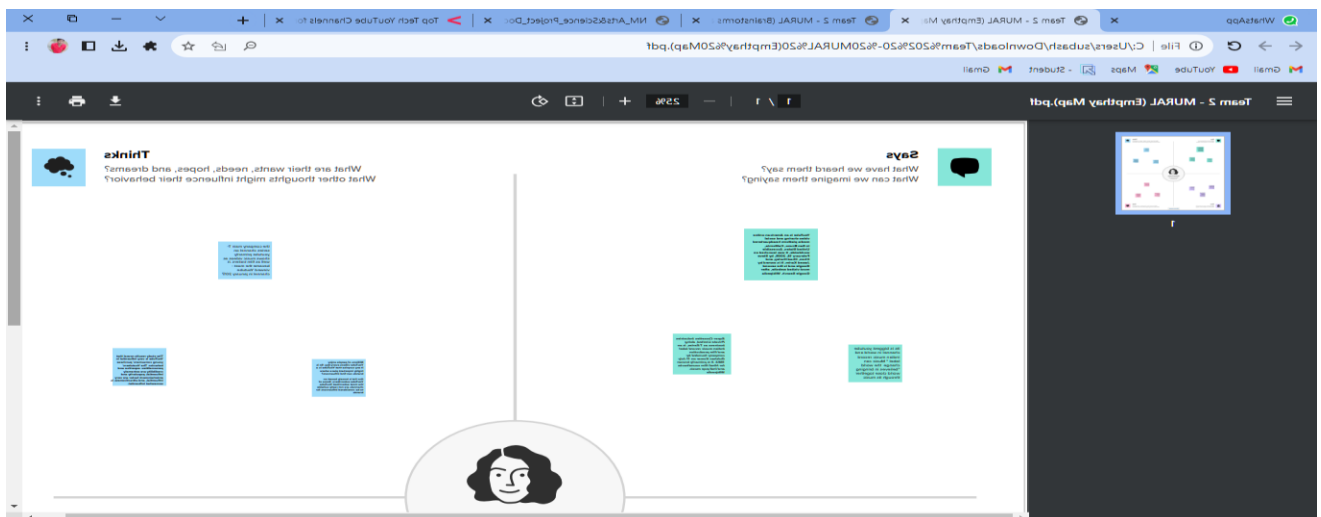
For the first few years of our channel's life, we had less than 100,000 subscribers. When we published new videos, we would get excited if more than a thousand people turned out to watch them. But over the past 18 months, we've grown to more than a million subscribers. freeCodeCamp.org is now the biggest active software channel on YouTube.

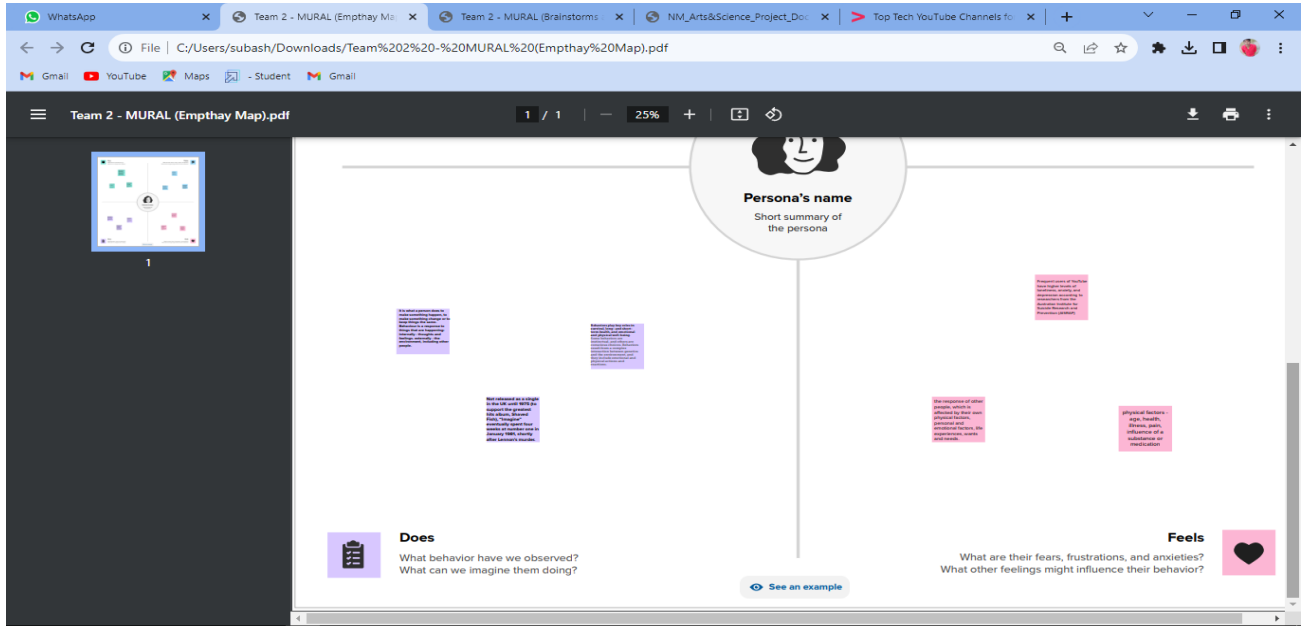
So what caused the explosive growth of our channel? In this tutorial, I'll share our insights into YouTube's algorithm and viewer preferences on YouTube. I'll also share tips for creating your own software YouTube channel, and advice from a variety of successful YouTube creators. Even if you are new to software, you can benefit a lot from starting a YouTube channel.

The freeCodeCamp.org channel focuses on long, in-depth technical courses. We create some of these ourselves, and also work with other YouTube creators to create and post courses. I'll also share tips for making money with your YouTube channel.

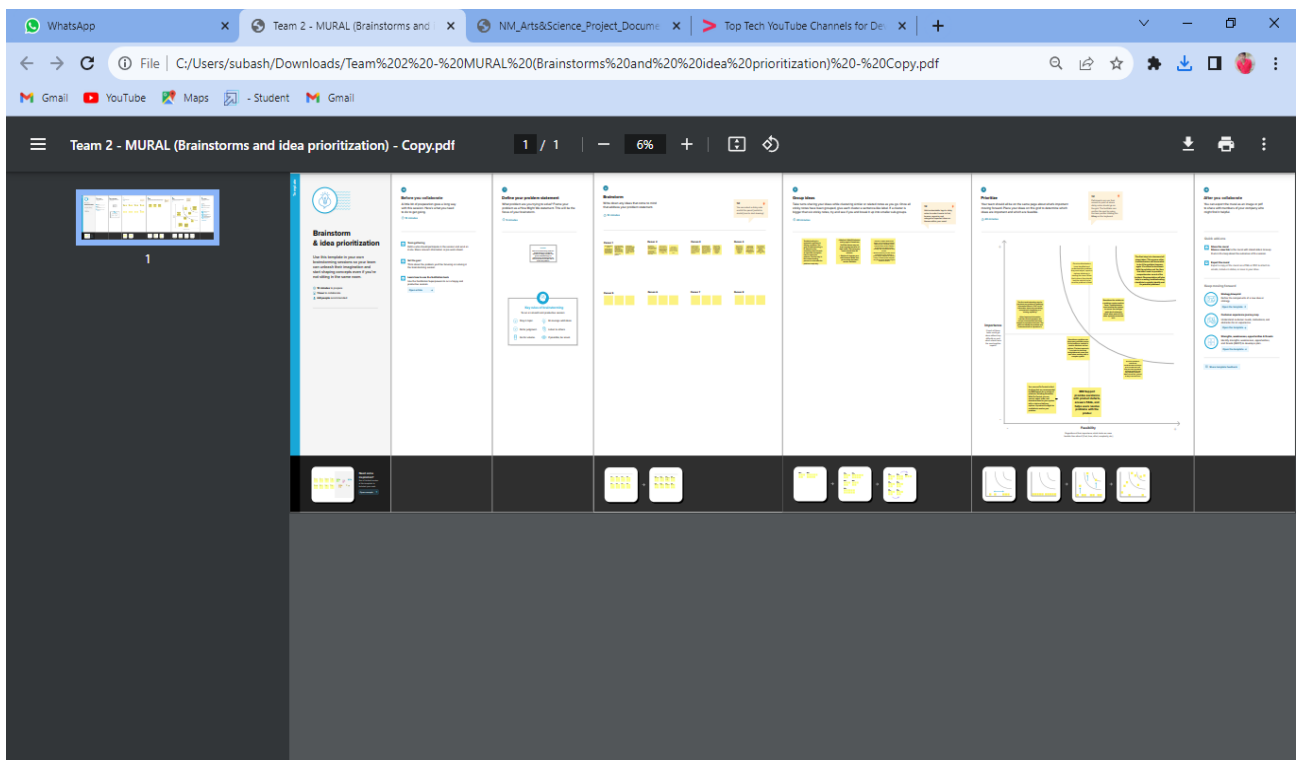
### 2 Problem Definition & Design Thinking

#### 2.1 Empathy Map

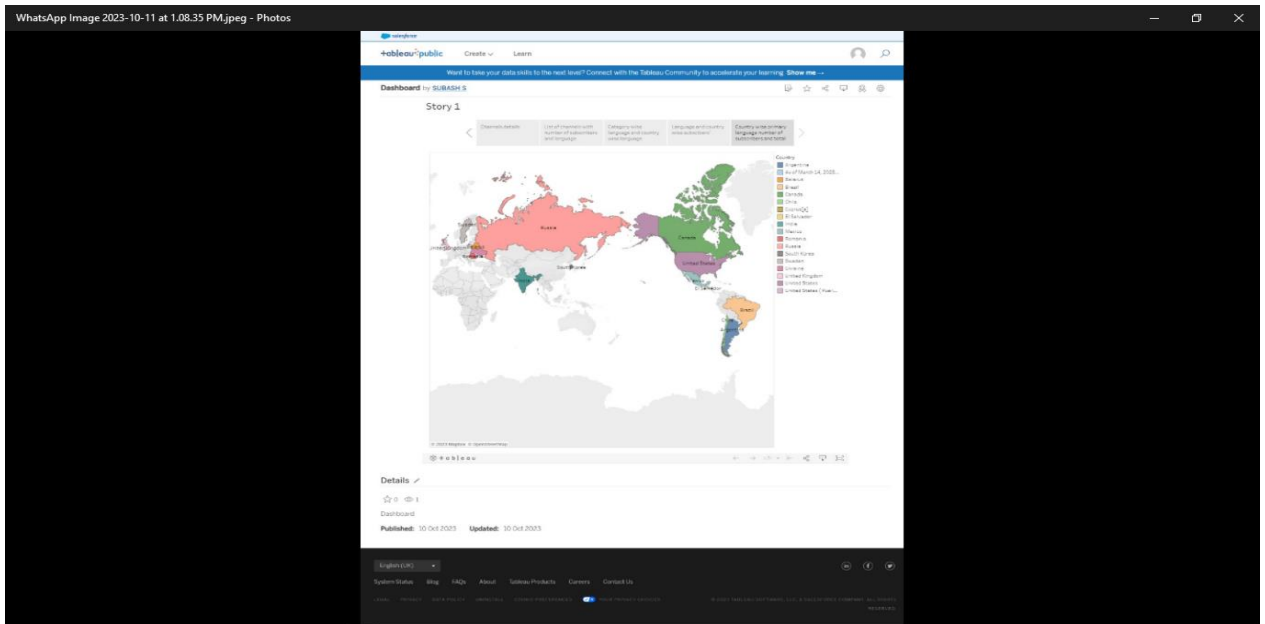




## 2.2 Ideation & Brainstorming Map



## 3. RESULT



## 4. ADVANTAGES & DISADVANTAGES

List of advantages and disadvantages of the proposed solution.

### Advantages of YouTube

The pros and cons of YouTube for businesses and students, the audience, and the general public vary because the platform is used to serve a range of different causes. Let's take a look at the advantages of YouTube from various points of view.

#### 1. YouTube as an information disseminating platform for students



It's the perfect place to learn and gain expertise. With online videos and "how to do" tricks, gaining knowledge is simple. *In the process, YouTube is now the second*

*largest source of information after Google. According to the most recent data, YouTube has around 2.3 billion active users as of 2021.*

Millions of viewers watch YouTube videos daily, and more than 70 percent of YouTube watching is on mobile devices. There are many YouTube benefits for students in the automotive, IT engineering, financial and Medical fields. There is an expert YouTube channel for every area.

## *2. YouTube's user-friendliness*

If you're interested in food, religion, culture, or parenting tips, there's a channel on YouTube that will offer online help. It's not just for professionals or pupils; YouTube is made for anyone to find what they enjoy. From pet lovers to homemakers, anyone can find content suitable to their interests. YouTube will keep the content informative and stimulating.

## *3. YouTube for Brand Promotion*

YouTube videos have been an effective branding method for many businesses, especially during the lockdown. There are a lot of promotional videos from major business companies such as Redbull, shopping mode, Apple, BMW, Motorola, and many more.

With thousands of people using the platform, they are potential buyers too. Building a brand is the simplest method on the top platform. Millions of companies use this method, whether directly or through collaboration with influencers.

## *4. YouTube benefits talented people*

If you think that you're specializing in something, then you are worthy of attention. The time is right to launch your own channel and be awestruck by viewers from all over the world. DIY and craft projects are searched for constantly. YouTubers with millions of subscribers show off their expertise by creating stunning projects, whether it's woodworking or Scotty Kilmer's automotive techniques. All you need to do is be focused on your passions and then roll out your ideas in videos that demonstrate how your work is beneficial in everyday life.

## *5. Easy Earning is at the very top of the list of YouTube benefits for Vloggers*

Everyone is interested in the opportunity to turn their passion into a profit. This is exactly the kind of thing Youtube can offer any creator who has viewers. If your channel is populated with viewers and interesting content, you'll benefit the most from a YouTube Channel.

You can make money through your YouTube channel after it has reached the point of eligibility. It's easy to upload your content on the platform, and you can handle it all on your own. It is not necessary to invest in expensive equipment or accessories.

## **Disadvantages of YouTube**

Apart from the advantages and benefits, there are also some negative aspects of YouTube for both YouTubers and viewers. There have been numerous instances have been reported concerning content censorship because it is detrimental to students as well as society. The following elements can be attributed to the negatives of Youtube from various points of View-

## *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 lasting 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-free content.

## *2. A lot of distraction*

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

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

## *3. 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 people uploading videos has grown in the past five years, and it's becoming challenging for parents, as well as YouTube, to review the content. Since YouTube is a no-cost and accessible platform for anyone, children 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 only 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.

## *4. 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 socially interaction. While they communicate, any 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.

## *5. Making money isn't that easy*



You can sign up for a YouTube affiliate or partner program to earn. However, to be eligible for these programs, you'll need to have at minimum 1000 subscribers as well as 4,000 watching hours over the last twelve months. If you're unable to achieve this, it will come with more drawbacks to YouTube than benefits.

While it's an easy and efficient method of earning money, it won't be as if it's growing on trees. YouTube has an algorithm that will scrutinize and validate every channel's legitimacy before allowing it to be played. Therefore, if you decide to play in a way that is not legitimate, YouTube has the algorithm to catch such activities too.

## **5. APPLICATIONS**

**The areas where this solution can be applied**

**YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos.**

## **6. CONCLUSION**

**Conclusion summarizing the entire work and findings.**

**People are increasingly turning to the Internet for their educational needs, and YouTube is vital. You can find a video on everything imaginable, which has allowed people worldwide to learn about topics that may otherwise have been out of their reach. Thanks to these educational channels online, you can finally learn the things you've wanted to know but never had the time or money to pursue. So, if you're wondering how to improve your knowledge, don't forget to search YouTube.**

## **7. FUTURE SCOPE**

**Enhancements that can be made in the future.**

**In India, a YouTuber with a decent number of subscribers on their YouTube channel can earn 25,000 INR per month. Additionally, a YouTuber with a few million subscribers and a few million views on their content can earn lakhs.**

## **8. APPENDIX**

### **A. Source Code**

**Attach the code for the solution built.**

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