



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?



Feels

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



Does

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



ZARA

The role of promoting social media in cultural diversity

I admit that it is also a great platform for students to gain extensive knowledge from the experts worldwide

Thinks to view an entertaining post

Thinks the post could provide solution to their problems

Thinks an easily understandable post could reach more viewers

Feels it would be opening doors to negative attention

Feels excited of building connectivity

Feels fear of getting addicted to social media

considering the mentality of the audience about the post

Designing visually appealing multimedia post

Writing/ preparing a post and reviewing it before being posted

I consider that it helps to raise awareness among people instantly.

I believe that it allows users to have converstion, share information and create web cotent.