

GOVERNMENT ARTS COLLEGE (A) SALEM-7



Department Of Statistics

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1 INTRODUCTION

1.1 Overview

The user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most-subscribed channels in April 2006. An early archive of the list dates to May 2006. The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transfer of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1

1.2 PURPOSE:

The purpose of YouTube is to provide a platform where users can upload, share, and watch videos. The platform was founded in 2005 with the goal of making it easy for people to share videos with one another, and it has since become one of the most popular websites in the world.

YouTube allows users to upload a wide range of video content, including music videos, movie trailers, educational videos, comedy skits, and more. Users can watch these videos for free, and they can also upload their own videos and share them with others.

In addition to providing a space for users to watch and share videos, YouTube also serves as a platform for businesses, organizations, and individuals to promote their products, services, and ideas. Many content creators and influencers have built their careers on the platform, and some of them have become incredibly successful and well-known.

Overall, the purpose of YouTube is to provide a space where people can easily watch and share videos with one another. It has become an incredibly popular and influential part of the internet, and it continues to evolve and grow to this day.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

3.RESULT

Since its launch in 2005 and its acquisition by Google a year later, YouTube has grown from a repository of amateur videos into the biggest online video platform worldwide. With the addition of YouTube Shorts – the platform’s own short-form vertical video feature – YouTube kept adapting to users’ demands. Launched globally in June 2021, YouTube Shorts surpassed 50 billion daily views in February 2023.

Featuring a wide variety of corporate and user-generated content that ranges from music and gaming videos to DIYs and educational clips, the video giant is now a leading online destination for millions of users from around the world. As of November 2022, YouTube saw approximately 75 billion visits to its website worldwide, while the app generated almost 40 million U.S. dollars in revenues in June 2022 in the United States alone .

Web traffic overview

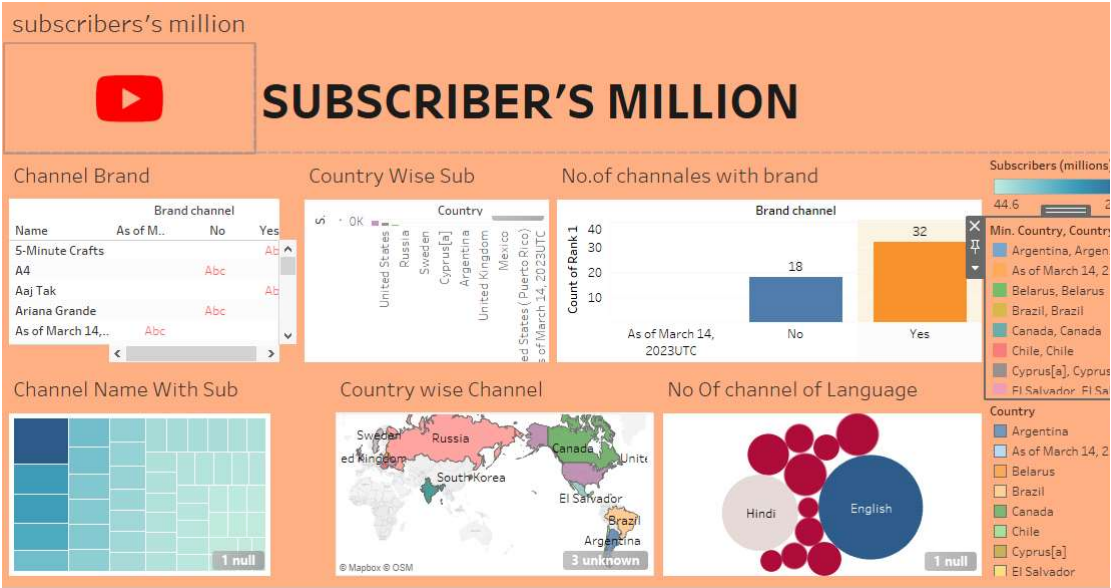
In November 2022, the YouTube website received approximately 72 billion visits from global users on mobile, while only eight billion users accessed the website from desktop devices. Overall, mobile traffic to Youtube.com accounted for 90 percent of the total. At the end of 2022, the United States and South Korea generated the largest amount of visits to YouTube’s website, with 12 billion visits and 8.25 billion visits, respectively.

YouTube usage

In 2022, YouTube counted over 2.56 billion users accessing its video content worldwide. The platform’s user base was composed of more men than women, with around 12 percent of YouTube total users being men aged between 25 and 34 years, and approximately nine percent being women aged 35 and 44 years. In January 2023, India counted the largest YouTube audience by far - almost 470 million users, followed by the United States with 246 million users on the popular video platform.

DASHBOARD AND

1.



STORY

1.

Story 1



This visulation explain list of most subscribers 1 to 50 list

This visulation explain branded channel 32 branded channel 18 no brand channel

This visulation explain brand channel yes or no type

This visulation explain channel name with subscriber and other detial



This visulation explain list of most subscribers 1 to 50 list

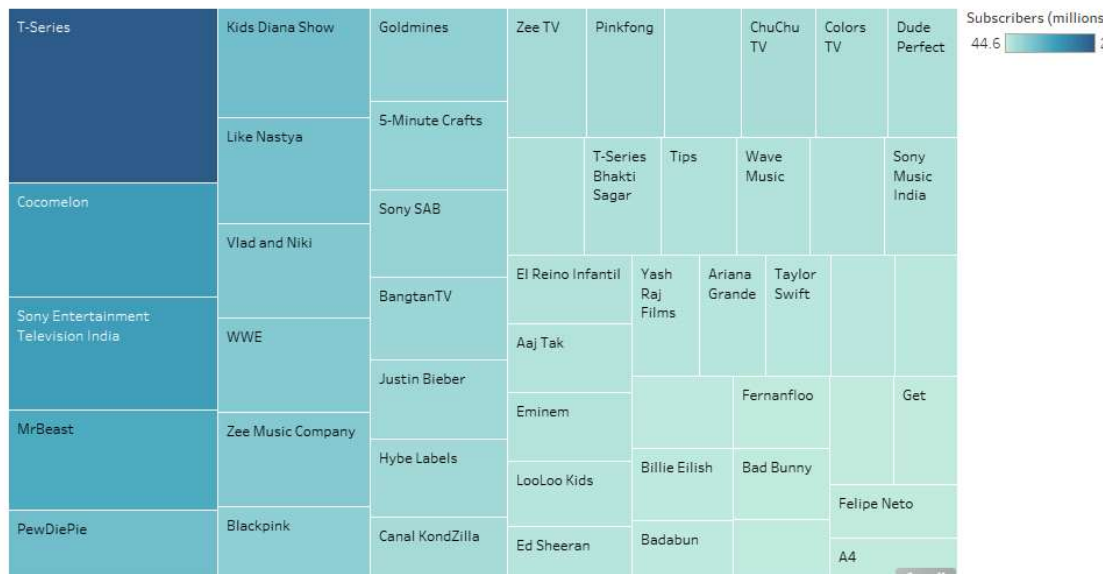
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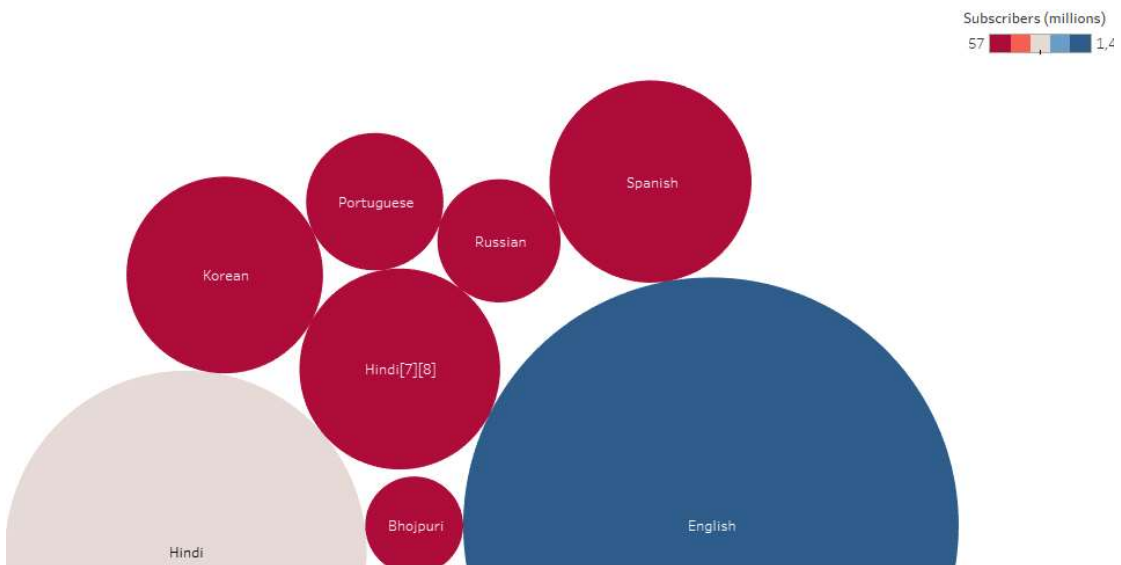
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Name	As of M..	Brand channel	
		No	Yes
5-Minute Crafts			Abc
A4		Abc	
Aaj Tak			Abc
Ariana Grande		Abc	
As of March 14, 2023UTC	Abc		
Bad Bunny		Abc	
Badabun			Abc
BangtanTV		Abc	
Billie Eilish		Abc	
BillionSurpriseToys			Abc
Blackpink			Abc
Canal KondZilla			Abc
ChuChu TV			Abc
Cocomelon			Abc
Colors TV			Abc
Dude Perfect		Abc	
Ed Sheeran		Abc	
El Reino Infantil			Abc
Eminem		Abc	
Felipe Neto		Abc	
Fernanfloo		Abc	
Get Movies			Abc
Goldmines			Abc

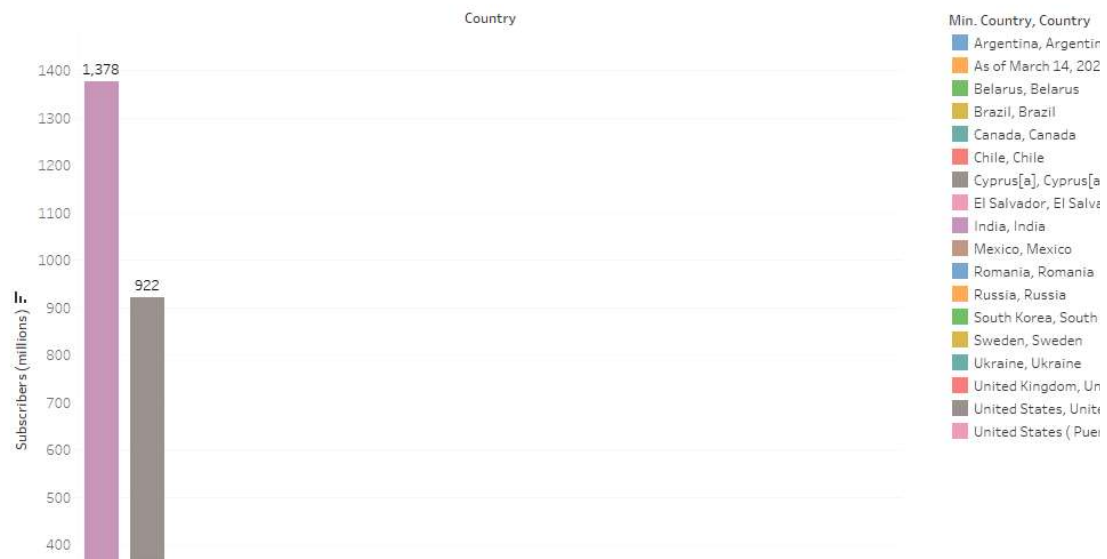
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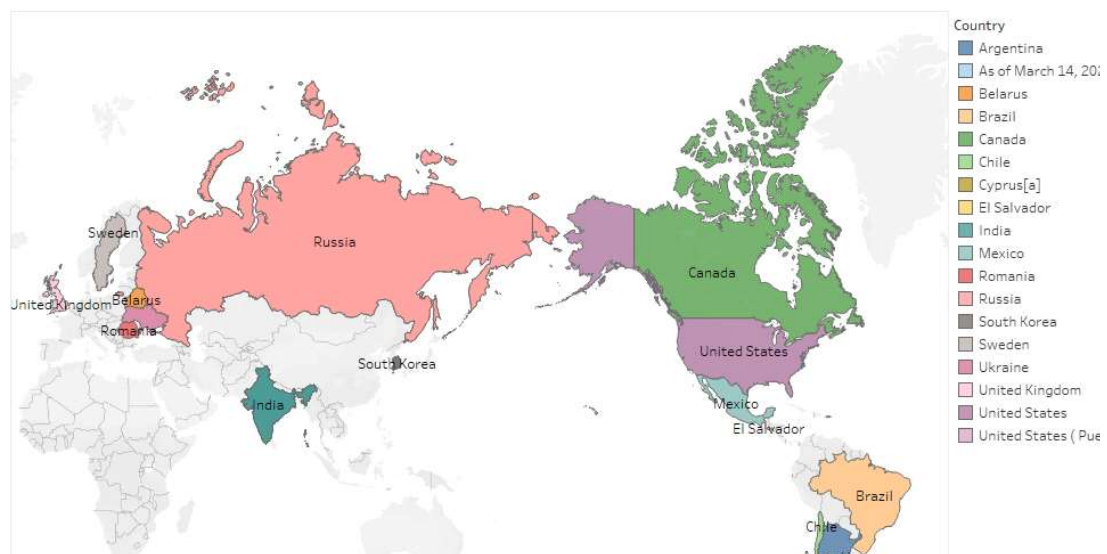
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4. ADVANTAGES & DISADVANTAGES

He 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

Advantages and Disadvantages of YouTube

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.

5. APPLICATIONS:

If you've ever used any of the other free, self-paced tutorials on our website, you may notice that this tutorial is structured a bit differently. Rather than combining related tasks into longer lessons, we decided to break up important skills into short, task-based lessons. We hope this makes it easier for you to jump around from lesson to lesson and find the answer you need. If you prefer to go step by step, that's fine too! Just work through the lessons in order.

Throughout this tutorial, you'll see that we've recorded our own YouTube videos (like the one above) to give you a bit more context and information on certain topics. In addition to our own content, you'll find several videos from the official YouTube Help channel to show you the specifics of using the YouTube interface.

6.CONCLUSION:

OUTUBE AND SOCIAL MEDIA’S IMPACT: CONCLUSION

In my previous posts I’ve discussed what YouTube is and the importance it has nowadays in this globally connected world. People are starting to record their daily lives or themselves playing video games and they are ending up being very famous among the YouTube platform as well as in real life, plus making lots of money. Their “dream job” for a lot of them.

When analyzing YouTube and the YouTubers lives from a social, economic and physiological point of view, we can see some patterns and facts that contribute to success in this platform. Every successful YouTuber has social media, such as Facebook, Twitter or Instagram, and apart from putting the links to each of their social media websites in the YouTube channel main page, they will also mention it at the end of the video. A way of reminding every viewer of the existence of these links. By doing this, there are two implications involved. First of all, all of the subscribers that like the YouTuber will be able to know right away of his actions, when he has posted a video, when he is out in a trip, or even in some extreme cases, when he is in the bathroom or not. YouTubers can publish tons of tweets, pictures or posts in their social media, to keep in touch with their audience and show them how active they are. He is giving the audience more reasons for them to follow him and tries to accommodate his feed to any type of viewer.

Secondly, YouTubers who post funny things in social media or their video links in social media are creating a higher chance of these videos going viral. These videos are no longer only in the YouTube platform, but in multiple social media's feeds. It is also much easier for someone to like a video in Facebook or retweet a tweet in Twitter than doing it in YouTube, and thus more people get to see the YouTuber content. It is like a chain reaction, it expands and expands in a very quick way making this YouTuber have a lot of views in a matter of minutes. On the other hand, a YouTuber that produces very good content but refuses to use social media, will only be able to reach the loyal audience he has, the audience that puts his channel name on the YouTube search box and check to see if he uploaded a video, instead of having instantaneous notifications.

7.FUTURE SCOPE:

Technological Advancements: The adoption of modern agricultural technologies such as precision farming, drones, IoT devices, and AI-driven analytics is expected to significantly boost crop production. These technologies can help in optimizing resource use, monitoring crop health,

and predicting disease outbreaks.

Climate-Resilient Crops: Climate change poses a significant threat to agriculture. The development and adoption of climate-resilient crop varieties that can withstand extreme weather conditions, such as drought-resistant and flood-tolerant crops, will be crucial.

Organic and Sustainable Farming: There is a growing global demand for organic and sustainably produced crops. Indian farmers can tap into this market by adopting organic farming practices, reducing chemical inputs, and ensuring sustainable land management.

Crop Diversification: To reduce dependency on a few major crops like rice and wheat, diversifying into high-value crops such as fruits, vegetables, and spices can be profitable. These crops often have better market prices and can also improve soil health.

Market Access and Infrastructure: Improving market access and infrastructure, including cold storage facilities, transportation networks, and online marketplaces, can help farmers get better prices for their crops and reduce post-harvest losses.

Government Initiatives: The Indian government has launched various schemes and initiatives to support agriculture, such as the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) and the National Agriculture Market (eNAM). Continued support and policy reforms can further boost crop production.

Education and Training: Investing in education and training for farmers to enhance their knowledge and skills in modern agricultural practices can lead to increased productivity and income.

Export Opportunities: Expanding export markets for Indian agricultural products can provide a significant boost to the sector. Meeting international quality standards and certifications is essential for tapping into global markets.