

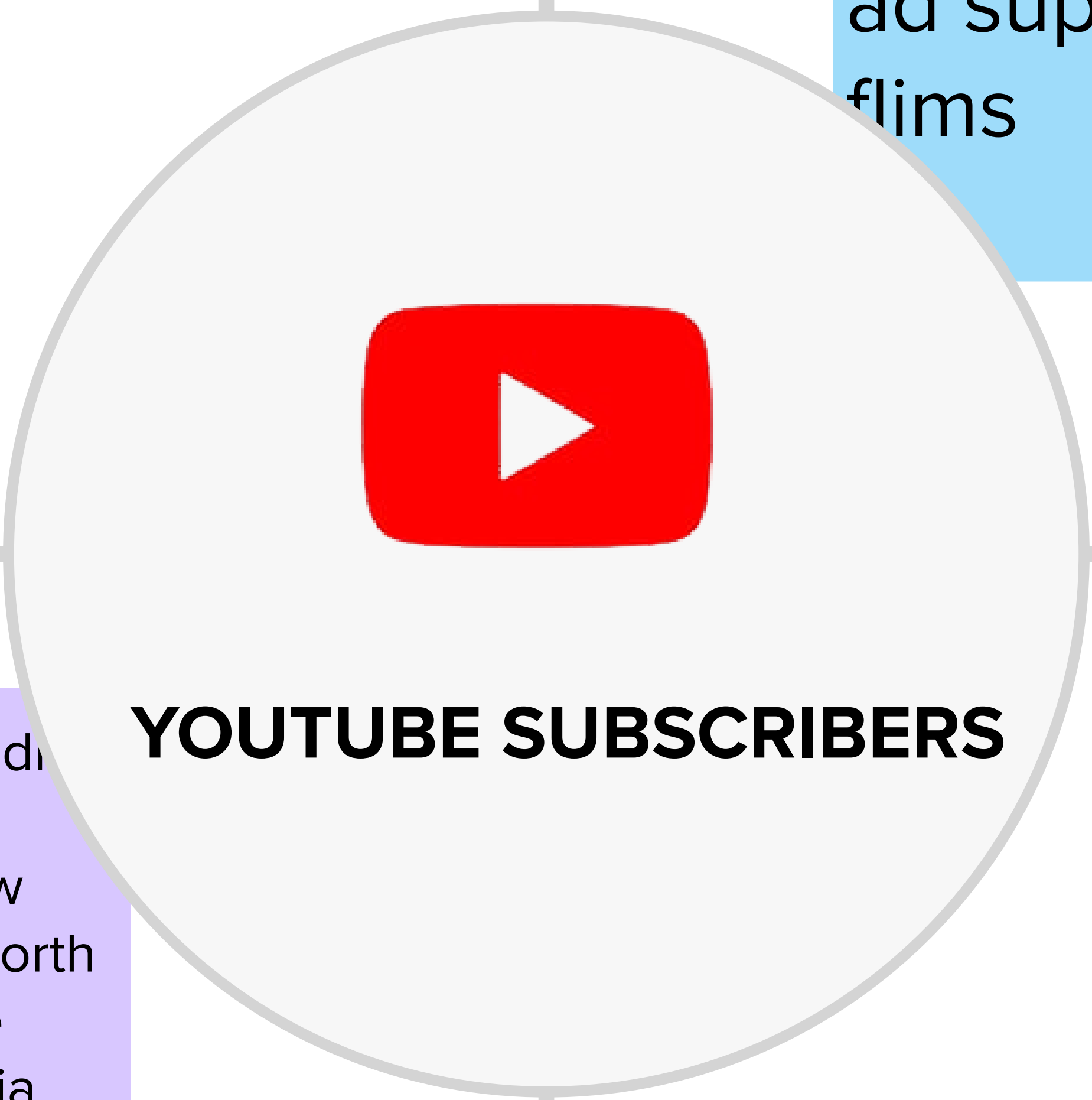
Says

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

social media play an increasingly more important role in the life of society because users spend a lot of time online and they view social media as an important source of information about issues which users are concerned with

YouTube, being one of the mainstream social media, allows users to share their videos online, create their channels and, thus, create their virtual communities united by common interests.

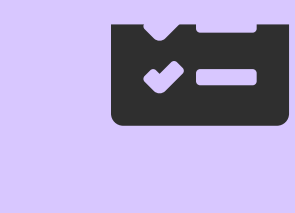
In such a way, the performativity of YouTube has a dubious effect, since, on the one hand, YouTube performativity makes it attractive and powerful social media



At the same time, social media became generators of the mainstream culture and new trends. In this regard, it is worth mentioning the fact that the development of social media, like YouTube, opens new opportunities for the development of virtual social communities united by their common interests.

Furthermore, users can leave comments after the video that also contributes to the formation of specific ideas because users may conduct disputes as they leave their comments.

the development of virtual social communities united by their common interests. Users spend more and more time online developing their virtual social relations online.



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

[See an example](#)

Thinks

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



The popularity of YouTube is, to a significant extent, determined by the interest of the audience in visual information. In fact, it is not the interest proper

subscribe you may release a you have spent more money then you'll ever have to time watch in the first place

if you dont maind sitting that a punch of commericals,youtube has a full channal of ad supported modern flims

The emotions you feel each day can compel you to take action and influence the decisions you make about your life, both large and small. Emotions can be short-lived, such as a flash of annoyance at a co-worker, or long-lasting, such as enduring sadness over the loss of a relationship.

Fear is an intense biological response to immediate danger, while anxiety is an emotion regarding things we think may happen. Anxious and frightening emotions can feel the same and be easily confused, but when comparing fear vs anxiety, there are several important differences between the two.

In such a way, YouTube offers business opportunities for users that stimulates the development of diverse channels to meet current demands of the public or create new ones.

Feels

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

