

SUBSCRIBERS GALORE: EXPLORING WORLD TOP YOUTUBE CHANNEL

INTRTODUCTION :

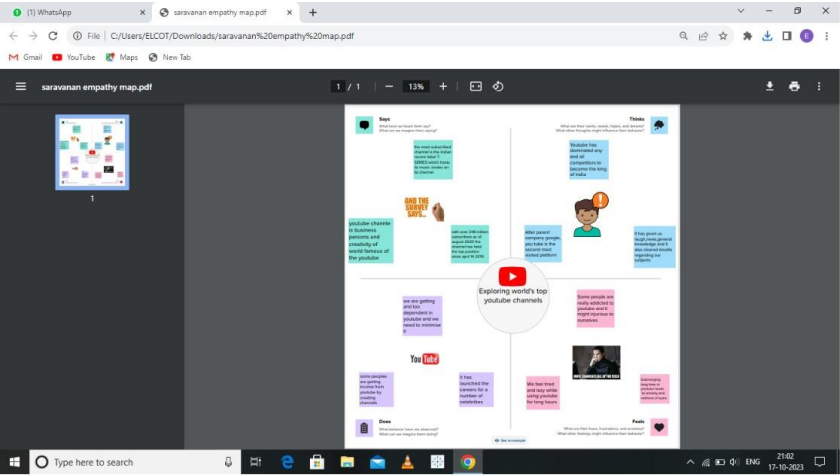
YouTube is an online video sharing and social media platform headquartered in San Bruno, California, United States.

Accessible worldwide,[7] it was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google and is the second most visited website in the world, after Google Search. YouTube has more than 2.5 billion monthly users,[8] who collectively watch more than one billion hours of videos every day.[9] As of May 2019, videos were being uploaded to the platform at a rate of more than 500 hours of content per minute.

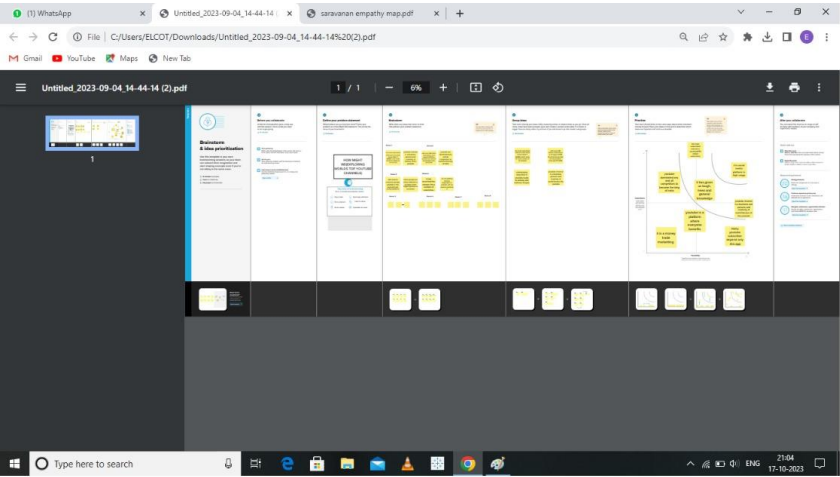
PURPOSE:

YouTube is special because it is a platform that allows people to share their ideas, stories, and lives with the world. It is also a platform that enables people to learn, be entertained, and be inspired, all without having to leave their homes. Furthermore, YouTube is a great place to discover new content and connect with other people who share similar interests.

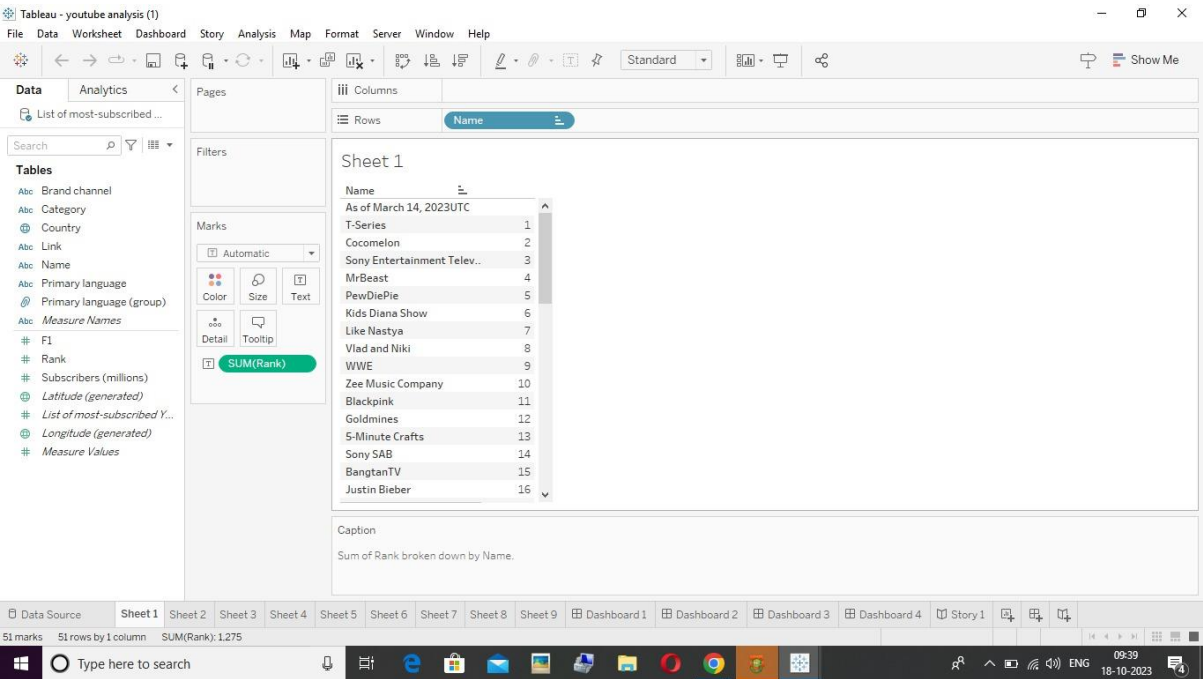
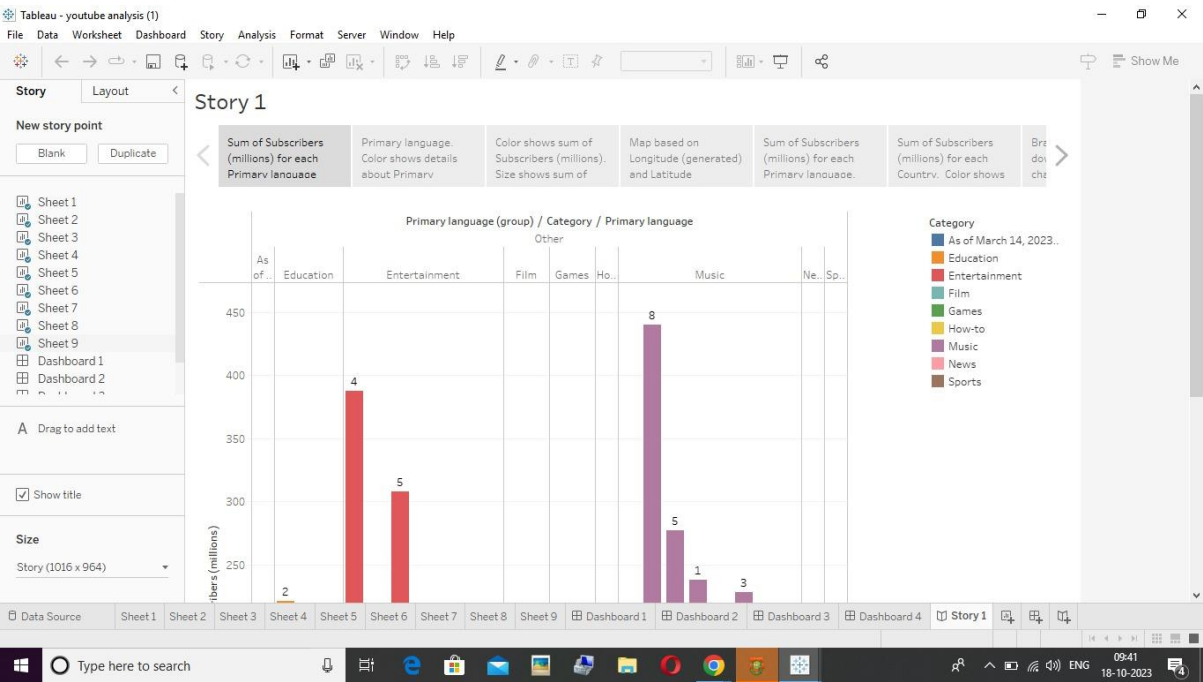
EMPATHYMAP:

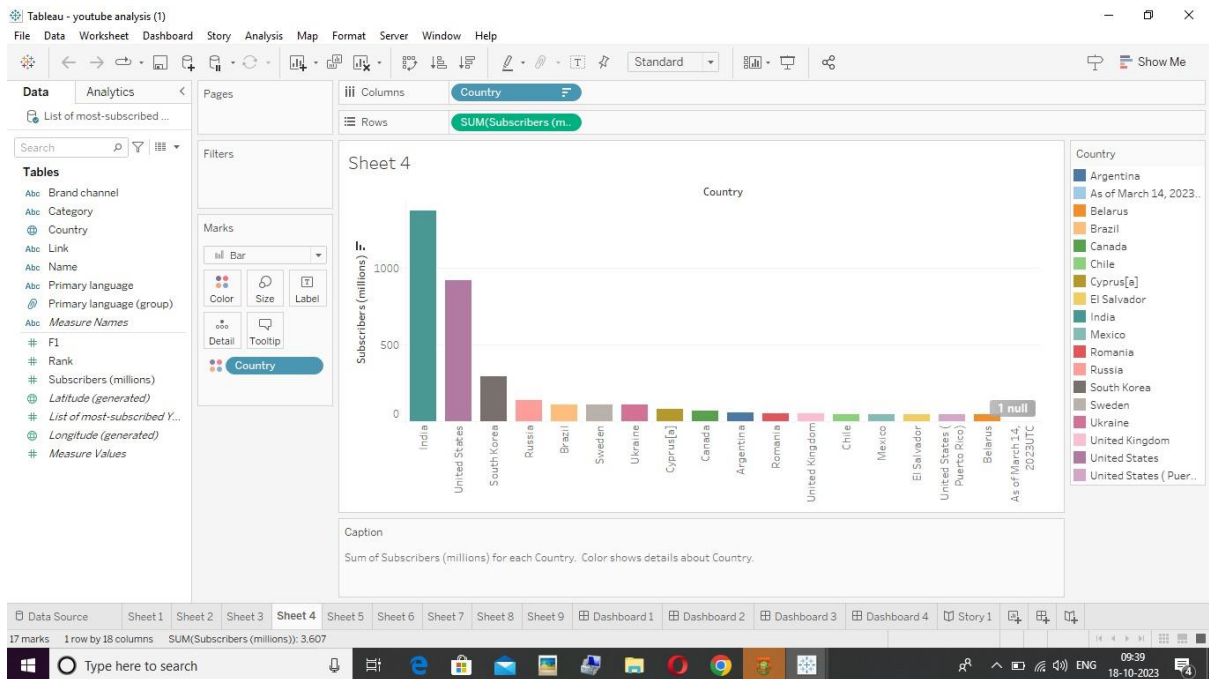
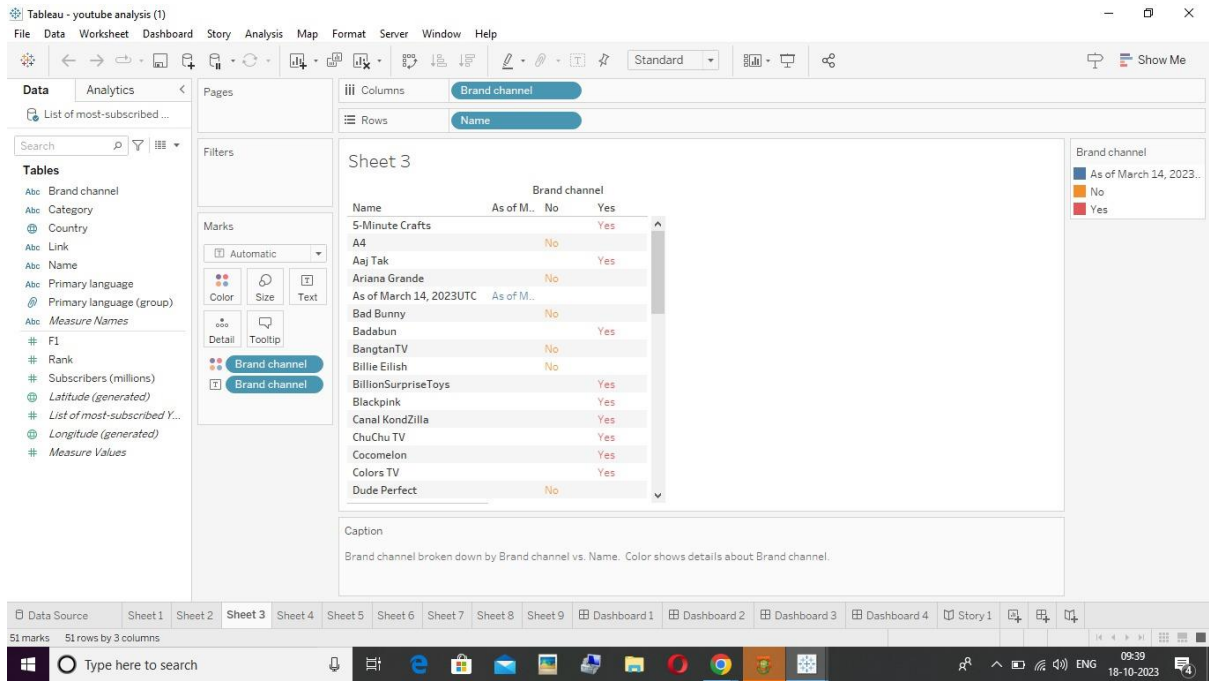


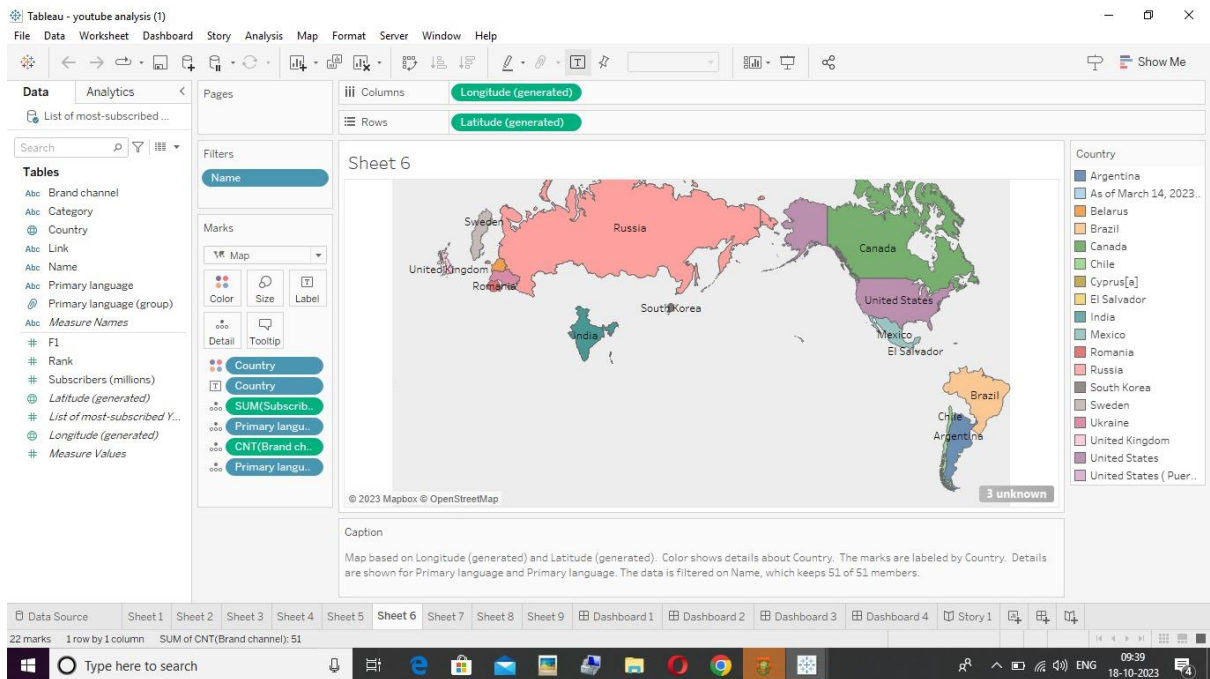
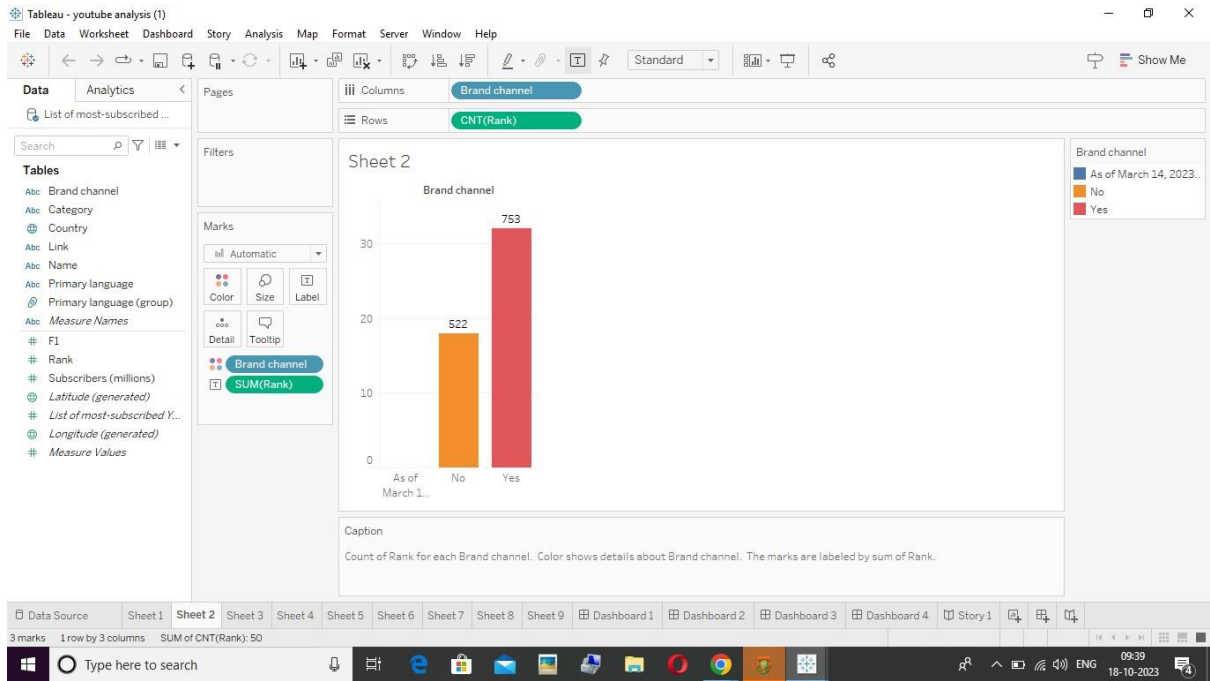
BRAINSTORMING MAP :

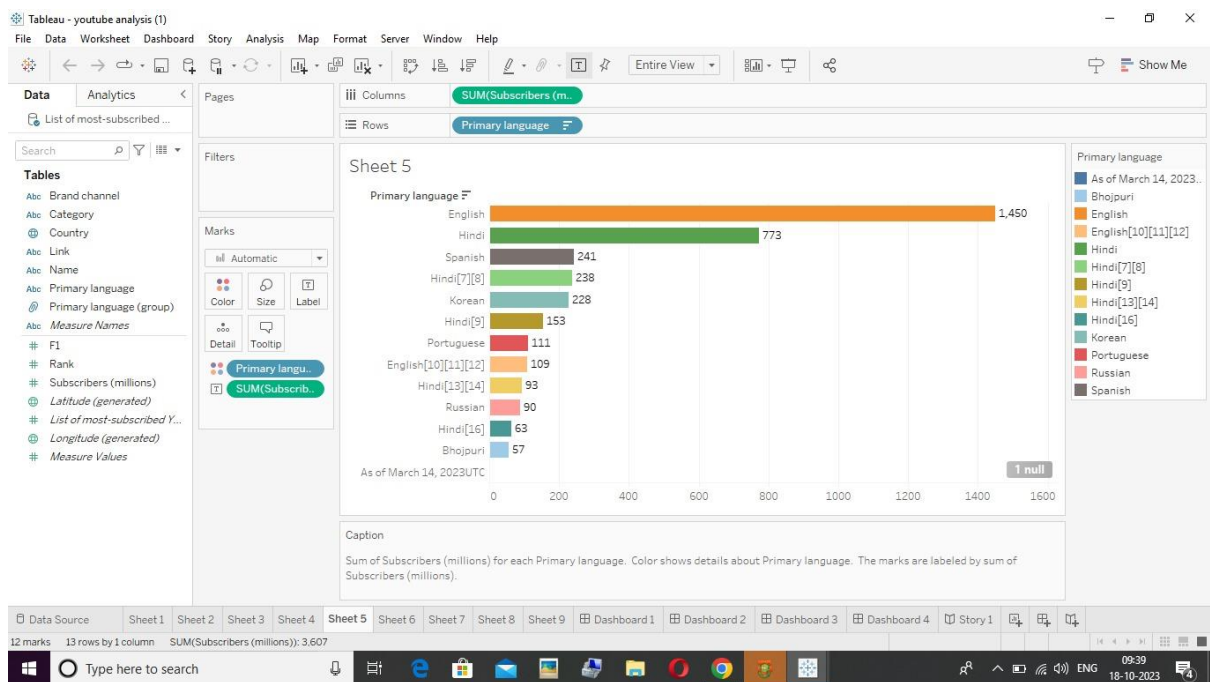
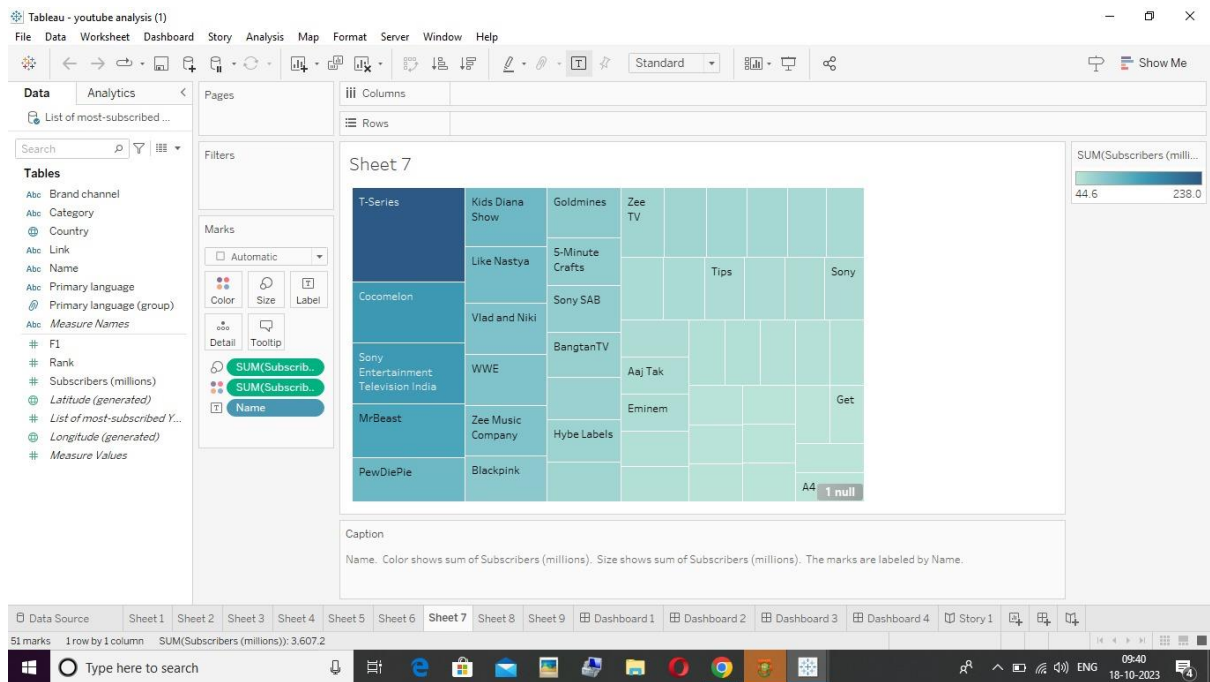


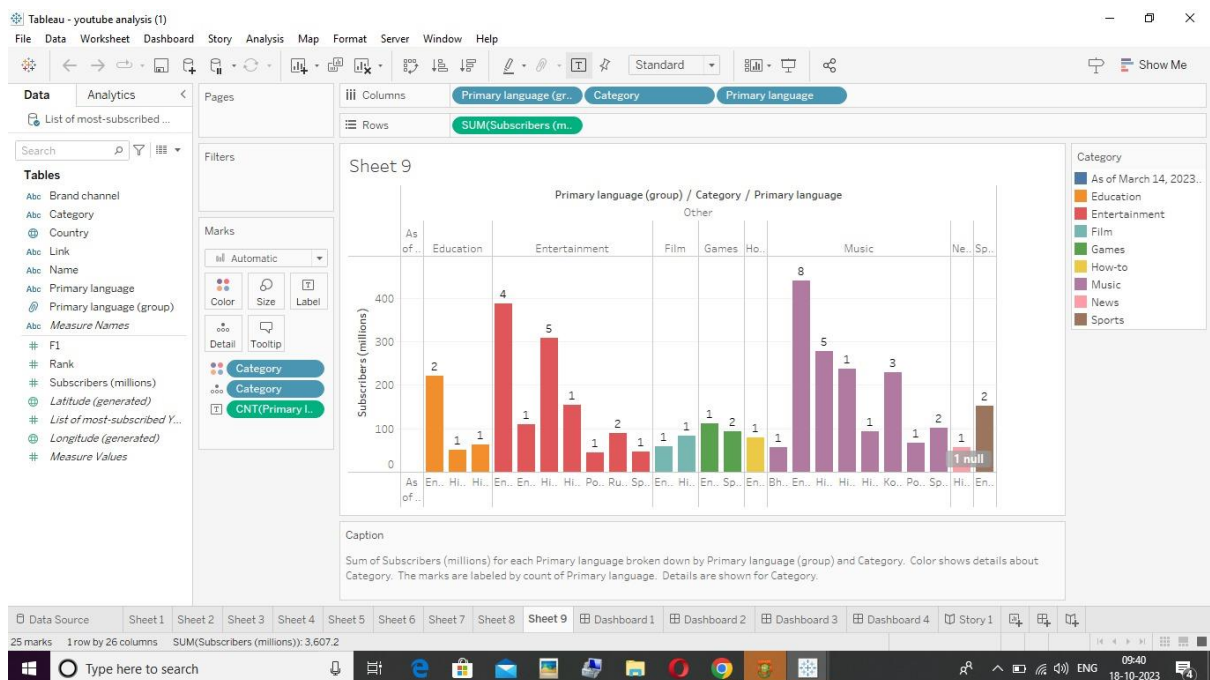
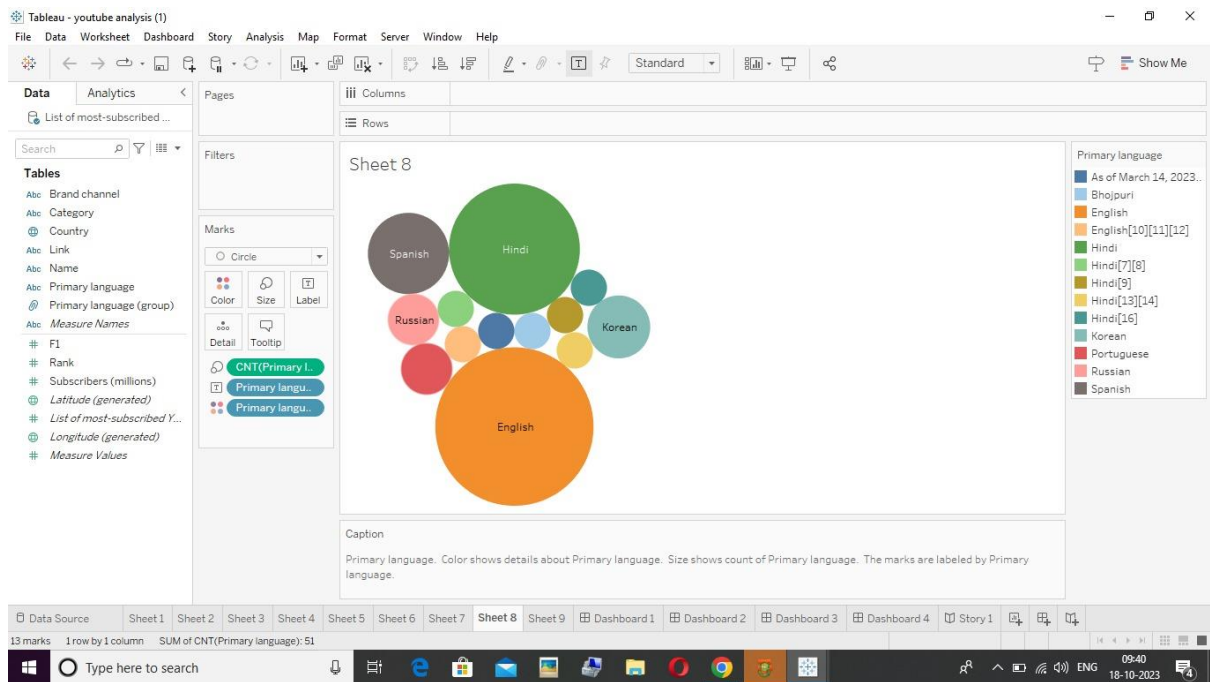
RESULT :

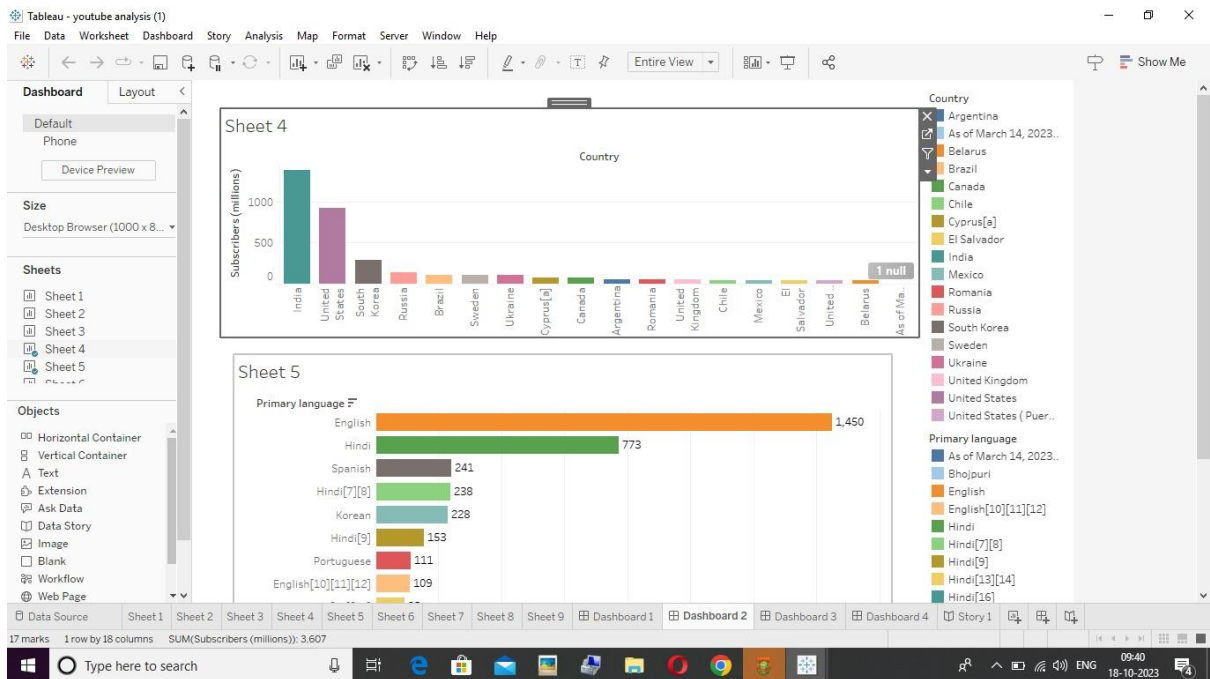
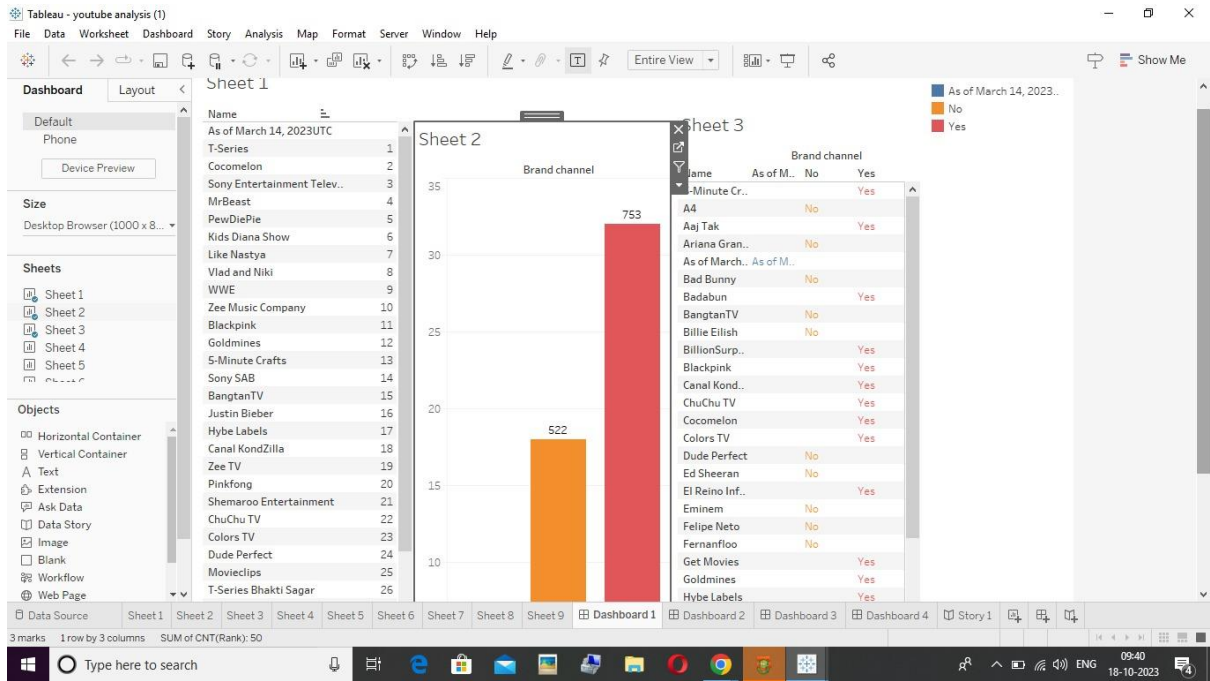


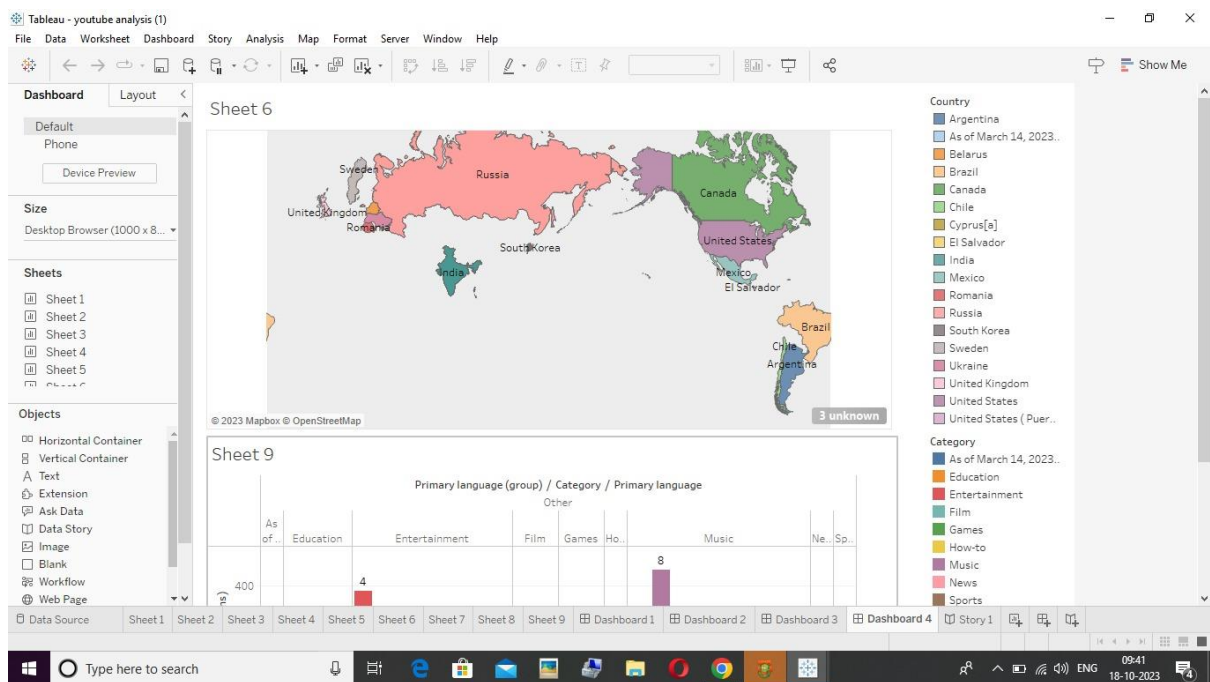
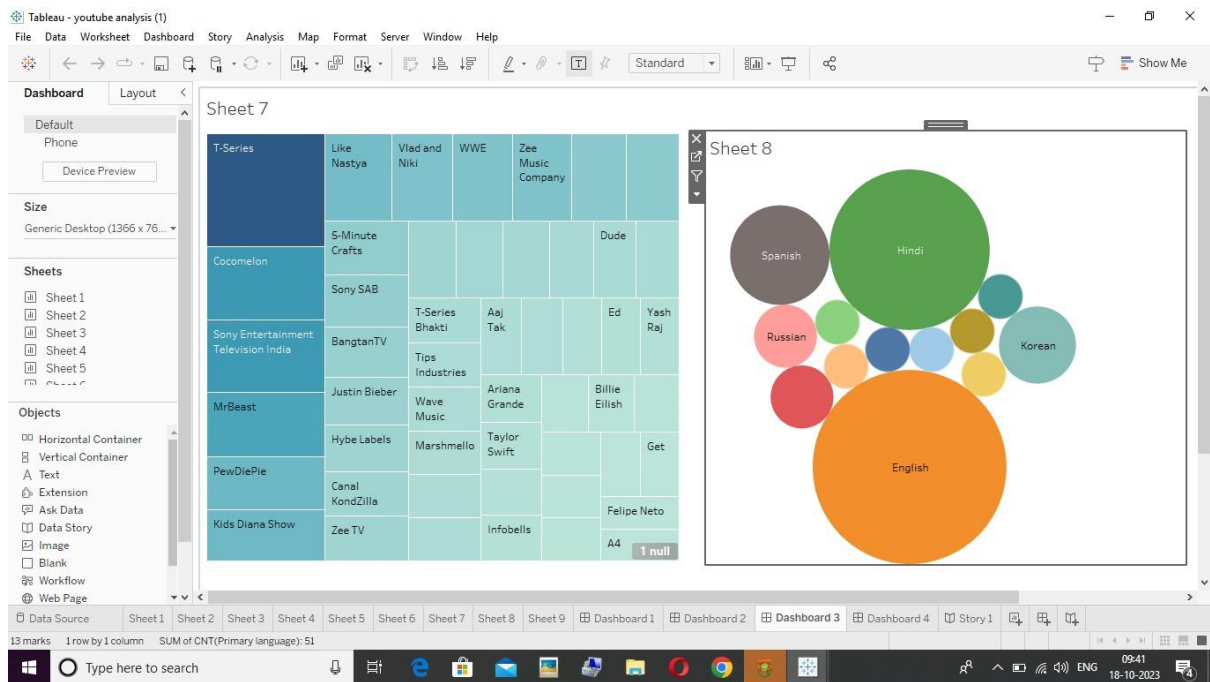


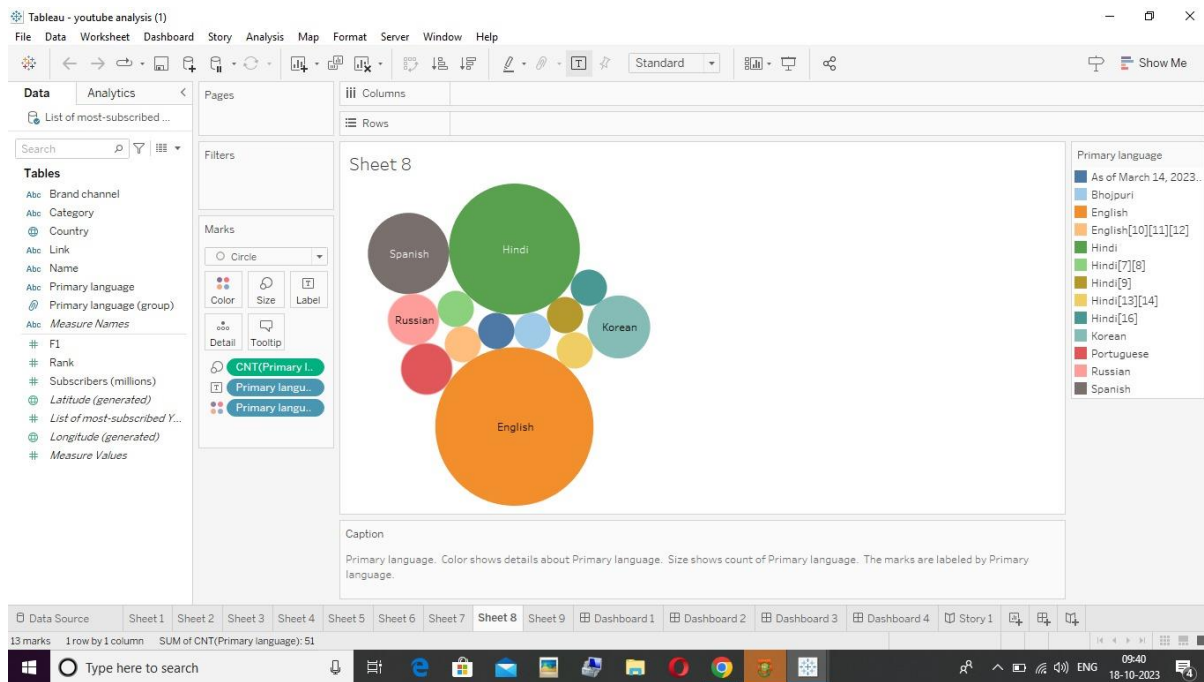












ADVANTAGES:

Exposure to a Worldwide Audience. ...Marketing on YouTube Will Help You Get Found on Google. Gain Qualified Traffic. ...YouTube Ads Can Help You Reach Even More People. ...Other Ways To Repurpose Your Videos.

DISADVANTAGES:

Ads- a drawback of YouTube for the audience. ADVERTISEMENT. ...A lot of distraction. ADVERTISEMENT. ...Obscenity- one of the biggest drawbacks that YouTube has. The kind of content that is uploaded on YouTube is largely in control today. Defamation and Bullying. ...Making money isn't that easy.

CONCLUSION:

After reviewing the results from the survey, I was not really surprised with the responses that I received. Majority of the people that I surveyed are on YouTube all the time and its to watch homemade or uploaded videos. I was shocked to learn that only one person has heard of YouTube EDU. I have heard of YouTube EDU, but I have never used it. This shows that many Universities don't use YouTube EDU in their classrooms. I learned that many people believe that YouTube should be used more in classrooms.

FUTURE SCOPE:

Audio/video file upload.

Live Captioning.

Reporting/Analytics.

Social Sharing.

Speech Recognition.

Subtitles/Closed Captions.

Text Overlay.

Time Stamps.

THANK U!!