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?

SUBSCRIBERS GALORE:EXPLORING WORLD'S TOP YOUTUBE CHANNELS

The goal is to achive millions of subscribers

what are the purpose of creating a channels

why youtubers are creating a channels

Master a difficult skill

A youtubers a person who creates content for video sharing platform

Become an inspiration to others

Some are as a hobby or as side hustle -

Some are for make it a full time carrier

Some youtubers points just for fun

The more you practice and perfect your videos

The less fear they will become a good youtuber

Youtubers are more likely to experiance increased level of lonelinessanxiety and depression

Does

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

Feels

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

See an example