



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?



THE TOP FIRST
YOUTUBE
SUBSCRIBERS:
T-series
(247-millions of
subscribers) Hindi-
language, Indian-
country.

so many peoples
using social
media, YouTube
is one of the
platform in social
media.

FIRST YOUTUBE USER IN
INDIA:
The oldest Indian YouTube
channel or video is believed
to be the YouTube co-
founder Jawed Karim
posted the 18-second video,
titled "Me at the zoo" and it
has since garnered more
than 20 million views and
has 11 million likes.

YOUTUBE INVENTED:
YouTube is an
American 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.

PEOPLE WAY OF
THINKING IN YOUTUBE:
A view or judgment
formed about something,
not necessarily based on
fact or knowledge. A
person's temperament,
frame of mind, or way of
thinking.

CARE WHAT PEOPLE
THINK:
humans are, by nature,
social animals. we
want to belong to be
accepted, and to bond
with other members of
our social pack.

YOUTUBE GIVE MONEY:
You can earn money on
YouTube by applying for
and being accepted to the
YouTube Partner Program.
Only channels that follow
our YouTube channel
monetization policies may
be able to monetize.

YouTube Student
Membership Eligibility:
Go to the Student Plan
landing page for YouTube
Premium or YouTube Music
Premium.Select Get
Premium.Type in your school
on the SheerID form. If your
school is on the list, then
student plans are available.

The combination
of visuals and
audio-along with
youtube's
content culture
of simple.

In fact, 91% of
educational
institutions say
video increases
student
satisfaction.

YOUTUBE BENIFITS FOR
STUDENT:
Students like watching
videos on YouTube, which
not only assists them in
understanding challenging
ideas but also improves
their listening and
punctuation abilities

The world most popular
videos sharing platform,
has recently rolled out a
new UI or layout on it's
desktop site aiming to
improve the viewing
experience and offer
more features of it's
users.



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?