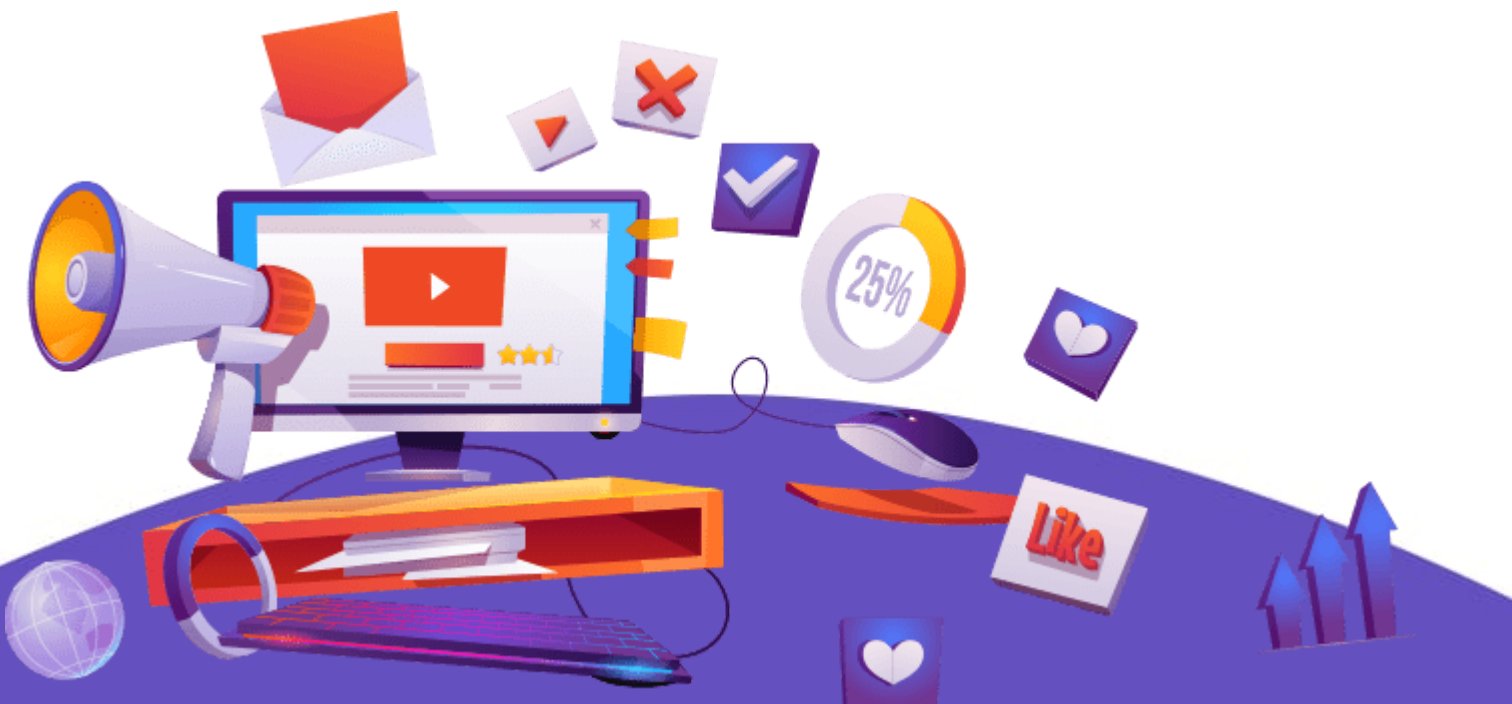




How to Start A YouTube Channel in 30 Days



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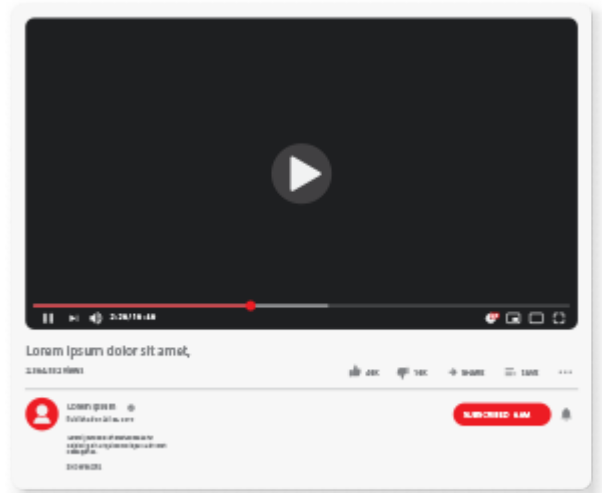
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Introduction

The world has truly become digital and it has made content easily available. But with the wide availability of content, it also made people's attention spans shorter. And the breadth of content means multiple forms of it are all competing for your limited attention. Why not provide the best possible content? And videos are now emerging as the content of choice. And this is what we will be exploring through YouTube and YouTube Channels.



In a study to determine which fares better in terms of engagement in social media, researchers found video to do better than images. This should not be a surprise because of the fact that video stimulates the brain better than any other media. Below is a comparison of the brain stimulation that video offers vs. that of images and text:

Video	Image	Text
Simulates the Following	Simulates the Following	Simulates the Following
Visual Senses - yes	Visual Senses - yes	Visual Senses - not that match
Authority Senses - yes	Authority Senses - no	Authority Senses - no
Kinesthetic Senses - yes	Kinesthetic Senses - no	Kinesthetic Senses - no

With the comparison you can already see a clear winner. The video format trumps all the others because it appeals to the needs of the brain. First and foremost, the brain just hates to be bored. And while images can be powerful, it's not as powerful as a truly engaging piece of video. If you find this hard to believe then check out the data below on the top 2 social media platforms that has the most number of users: