



## CITRUS SATURDAY

### Sophie's story

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Citrus Saturday participants were asked to think of their life in 2020, their short-term and long-term goals on work, university and personal life, the type of media and brands they would like to own and use in the future and the role of Citrus Saturday in helping them achieve their goals. This case study looks at Sophie's short and long-term goals and aspirations.

Sophie, 15, would like to start her own business in real estate, buying and selling properties. She decided to attend the Citrus Saturday workshops to see if it would actually give her ideas and methods for her own business, to learn management skills, budgeting and communicating with people from different walks of life. Talking about her Citrus Saturday experience, Sophie explains what she has already learned, "budgeting, because they have taught you here how to buy it in bulk so that it is cheaper and I think that this is helpful. Also, I think definitely management skills because when we were talking about the names, we are meant to pick who the manager will be, it really brought up a discussion of 'what is your best bit?' and I think that's quite good, for people to learn how to see people's best part". She goes on to explain how she would also like to "know how the brain works in certain circumstances" in order to maximise labour productivity and economic efficiency of her future business as a boss.

**"I see it helping me in giving me the management skills. Managing people and understanding where people might feel upset and negotiating with your fellow peers. I also like how it's split up, so next week we will be making it and then we will be selling it, like the steps to think about it, get your ideas together, make it better."**

Talking about her future business with great passion she explains how she would use different social media

and brands to help promote and communicate her business to others. Instagram and Twitter are two of her favourite social media for communicating with prospective clients, as she describes, "due to the type of business that I want to go into I would think of Instagram because when people see something that is beautiful they get attracted to it and I think that is the best way to have a picture for people to actually see it" and justifies, "also Twitter, I think is a good way because everyone now is on Twitter and you get notifications because Twitter is on your phone constantly with you."





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“I will go on my phone and my laptop at the same time. I used to be on all three, my TV as well, but I stopped using my TV.”

When Sophie is not studying for her GCSEs, she spends most of her time either playing basketball and training hard as she is a big basketball fan or on her favourite media and social networking sites. Social media are an important integral part of her daily regime and as she explains, “the majority of the time when I do not have exams it is on social networking sites”. Combining several different media and social media in parallel, Sophie, goes on to explain how young people her age seem to be moving away from buying or downloading music from iTunes to sharing via social media and other online channels or even buying physical copies of CDs. She describes how they share music tracks with her friends, “with friends, we do share a lot of music and we do send music to each other, through Facebook, that’s the main social network for that” and goes on to explain, “everyone is getting tired of the whole iTunes thing, so people want to go back to CDs. I haven’t bought a CD for a long time but when you think about it you have bought something that you have never touched before, whereas when you have a CD you can hold it, touch it, you know it’s there.”



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