



CITRUS SATURDAY

“My Life in 2020”

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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 the goals and aspirations of two teenagers, “Voldemort”, 15, and “Lola Faith”, 13.

At the Citrus Saturday workshops, tweens and teenagers engaged in a series of semi-structured individual interviews as well as creative writing and drawing activities using physical artefacts i.e. post-its, coloured postcards and coloured pens. One of these creative exercises, “My Life in 2020”, is introduced here. The purpose of this activity was to achieve a better understanding of their short-term and long-term goals and aspirations, what they think their media, brand and social media use and preferences will be in 2020, and how Citrus Saturday can support them in achieving their goals and making their dreams come true.

Throughout this entire qualitative study for Citrus Saturday we have treated participants as active researchers inviting them to decide on the interview questions and select the types of activities (writing, drawing, mapping or discussing) they would like to engage in. We also asked participants to select a code name of their preference for the study, either their own name or a code name to identify them when analysing the data collected. This case study includes information from multiple sources with multiple techniques. Individual interviews and creative activities with different young people – embedded within it. More specifically, the stories of two young people, “Voldemort”, 15 and “Lola Faith”, 13, selected both for typical and unique views and preferences in relation to other tween and teenage participants with regards to a young person’s goals and aspirations for the future, their media and social media use styles and preferences and their Citrus Saturday experience.





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“Lola Faith”, 13

Lola, 13, would like to set up her own cake shop business by 2020. She came to the Citrus Saturday workshops as she has been watching “The Apprentice” on TV and wanted to learn more about entrepreneurs but also to have fun with her friends while making lemonade. Her idea for a cake shop business started from her love for arts and crafts and baking.

By 2020, she would like to also be running her own version of “The Apprentice” on TV, as a successful businesswoman in the baking industry, making money and giving young people like herself an opportunity to have their own successful business. Through the Citrus Saturday workshops Lola is confident that she will get skills and experience to achieve her dreams and goals and also learn how to put her people skills to good use.

“I will use YouTube and Pinterest to spread news of my business.”

Lola’s favourite social media are YouTube and Pinterest. She plans on starting her own YouTube channel with one of her friends to share with others experiences from a trip that she is planning. YouTube will be also playing a significant part in promoting her cake shop business with advertisements and instructional videos for baking cakes and cupcake recipes. She will also be using Pinterest to post pictures of her beautiful cakes but also to make photo collages for personal use with her family and friends.

“Me and my friend, we are going to start our own little YouTube show.”

In the future, she would like to see media and brands finding “a way of getting people together more” because as she explains “people just sit in the house on a sunny day and just talk to people when they could be out in the park or somewhere with them.”

“Voldemort”, 15

When thinking of life in 2020, Voldemort, now 15, would like to own a corporation for designing software while also studying for a degree in either maths or computing. Unlike most participants in our study who selected either working or having their own business or being at university, Voldemort aspires to do both. Currently at GCSE level, the participant believes that the Citrus Saturday workshops can really help by providing the skills, knowledge and understanding of setting up a business.

“It helps because I did it last year as well and then when I went into Year 10 for my business GCSE I had the experience. I knew the risks that people have to take and how it can impact and then there is also the fun side, you know you can make the money and everything, it’s cool.”

In the future, there will probably be something like this chip in your hand and you can probably, I don’t know it would just get me mental, like the Google Goggles or something.”

By 2020, the software business will have proved quite successful and Voldemort will be able to buy a really nice car and first house fully equipped with the latest audio-visual technology and a cinema room. In the future, Voldemort expects to own an iPad, a laptop, and an iPhone for business but also for chatting and texting friends and family. Expectations on media and Internet in the future are high and Voldemort, wishes for very fast broadband speeds, vital both on a professional and personal level as well as sci-fi style gadgets of favourite media and technologies.

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