

Says & Does

Talks to friends across multiple platforms (phones, websites, chat)

Texts with friends multiple times a day

Plays video games

"almost constantly on the internet"
shares links

Mainly watch videos on YouTube
- TikTok is second choice

Watch videos on their Smartphones, but also desktop computers, and TV

Likes to read internet articles & books

"Science is about experiments and experiments can cover anything, whether it's DIY or science itself."

Video should be 5-10 minutes
"needs to get to the point fast"

Thinks & Feels

Easily bored
Wants experiences that challenge and captivate them

Feels manipulated by clickbait

Not interested in content that is boring, unpleasant or irrelevant to the topic

Wants acceptance, approval and the freedom to make mistakes without judgement

By nature fragile and curious

Prefers field trips and experiments to in-class instruction

Define themselves not by who they are but who they are not

Wants to learn on their own terms
Loves to experiment with limitations

Need to oppose things and have fleeting attachments

High School Space Enthusiasts

Sees/Engages With

Anime
SpaceX YouTube channel
Videos on: art, school life, fitness
Evening Shows
Motivational Videos
Smartphones, Desktop Computers, TV
Internet
Text Books
Animation

YouTube
TikTok
FaceTime
School
Friends
Teachers
Family
Likes colors: Black, Red, Purple, Gold

Hears

Discussions with friends (in person and online) about school, smartphones, social issues, and shopping

Music – Hip-Hop/Rap, Rock, R&B, Pop (BTS, K-POP)

Bad sound quality

Prefers a supportive tone of voice rather than controlling tones