**Name:** Files\\Group 1 - University Life\\Participant 07 - Interview notes

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| **Speaker**¶2: | **Section**¶3: | **Text**¶4: |
| **Notes on interview**¶5: | **NOTES**¶6: | **Participant 7, Karen Tsui is a member of the International Relations Office. She opted not to be recorded on film ,or through audio. These notes cover the interview interaction in summarised form, with direct question held in brackets. Interview Questions followed those set out on the topic guide. At the start of the interview she noted that she had a meeting in 30 minutes, and could only be with me for a very short tiime.** ¶7: |
| Me¶8: | Introductions¶9: | What does you role at Sheffield cover?¶10: |
| Participant 07¶11: | Introductions¶12: | I support colleagues for collaboration and manage a small pot of money. I do not deal directly with students, but I do deal with research students. "I build international networks/collaborations for early career researchers". "Internationalisation os one of the key things Sheffield do." ¶13: |
| Me¶14: | Types of digital map used¶15: | Which digital maps have you used?¶16: |
| Participant 07¶17: | Types of digital map used¶18: | The iPhone, I don't know what it is called.¶19: |
| Me¶20: | Types of digital map used¶21: | Is that the one pre-installed on the phone?¶22: |
| Participant 07¶23: | Types of digital map used¶24: | Yes [shows me the iPhone with Google maps on the screen, possibly via an app]¶25: |
| Me¶26: | Types of digital map used¶27: | Are there any other maps you have used?¶28: |
| Participant 07¶29: | Types of digital map used¶30: | No. Maybe Sat-Nav in my car.¶31: |
| Me¶32: | Types of digital map preferred¶33: | Why did you use that maps in particular?¶34: |
| Participant 07¶35: | Types of digital map preferred¶36: | It's just already on the phone.i¶37: |
| Me¶38: | Types of digital map preferred¶39: | So is it just the convenience, or...¶40: |
| Participant 07¶41: | Types of digital map preferred¶42: | Yes. I also have an app on my phone for Nav-Free, but it's not very often used. It's just back-up, for in my car, when I have got signal. ¶43: |
| Me¶44: | Types of digital map preferred¶45: | Are you aware of any other digital maps?¶46: |
| Participant 07¶47: | Types of digital map preferred¶48: | No, not really.¶49: |
| Me¶50: | **Examples of digital map use**¶51: | How do you use maps in you day to day life?¶52: |
| Participant 07¶53: | **Examples of digital map use**¶54: | When I need to get to place, like when I need to walk from a train station to a University campus, so sometimes I get the postcode and put it in to use a map. ¶55: |

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| Me¶56: | **Examples of digital map use**¶57: | So, do you just use it when you're walking?¶58: |
| Participant 07¶59: | **Examples of digital map use**¶60: | When I'm walking I use the Phone app, driving I use the in car sat-nav.¶61: |
| Me¶62: | **Examples of digital map use**¶63: | Can you give me an example of a time when you have used a digital map?¶64: |
| Participant 07¶65: | **Examples of digital map use**¶66: | Hmm. The University is always trying to minimise costs, and I had to go to Leeds once, so I was told not to get a taxi because it was not too far from the station, but it was too far to walk, so I got a bus and used a map for the short trip from the bus stop to the meeting place. ¶67: |
| Me¶68: | **Examples of digital map use**¶69: | Okay, and can you give me a bit of detail on how you used the map; how it fit with other aspects of the journey.¶70: |
| Participant 07¶71: | **Examples of digital map use**¶72: | Well, I needed to combine it with asking people. When I got there I needed to ask people where the actual entrance was, because the map is not always that good. Like here, Elmfield is on a hill, so some of the building is only two floors, but the other hald has a lower floor, so a map is not always that good when you have to get to a meeting place.¶73: |
| Me¶74: | **Examples of digital map use**¶75: | Okay, now onto the next question, how reliable or trustworthy are digital maps? ¶76: |
| Participant 07¶77: | **Examples of digital map use**¶78: | I don't know. I guess somewhere like here [Sheffield] it would be okay, there are not too many mountains or tall skyscrapers. In Hong Kong and Malaysia there are tall skyscrapers, and they have lots of rooms, so if you have a meeting and you need to find the place, I'm not sure how well maps will work.ii,iii ¶79: |
| Me¶80: | **Examples of digital map use**¶81: | And in terms of your job here, how do digital maps figure in what you do? How do you use them in your role? ¶82: |
| Participant 07¶83: | **Examples of digital map use**¶84: | When I'm meeting people, I need to get around the University, so it can be hard to find a meeting place because they sometimes do not show the inside of buildings. ¶85: |
| Me¶86: | **Examples of digital map use**¶87: | Okay, can you give me an example of how you might use maps in your job?¶88: |

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| Participant 07¶89: | **Examples of digital map use**¶90: | Like when we have guests, we sometimes receive high delegation guests, and they sometimes receive a guided tour, or they sometimes like to walk around freely, so we give them, those are printed maps and the University interactive map. ¶91: |
| Me¶92: | **Examples of digital map use**¶93: | So is that the University leaflet type map, the printed one,¶94: |
| Participant 07¶95: | **Examples of digital map use**¶96: | Yes.¶97: |
| Me¶98: | **Examples of digital map use**¶99: | Do you usually use maps on the move, or to plan ahead?¶100: |
| Participant 07¶101: | **Examples of digital map use**¶102: | I usually use them to see, if there is a turn in-front, so I know which way to turn when I am walking.¶103: |
| Me¶104: | **Examples of digital map use**¶105: | So is that whilst you're on the move, or immediately just before?¶106: |
| Participant 07¶107: | **Examples of digital map use**¶108: | Yes¶109: |
| Me¶110: | **Examples of digital map use**¶111: | Okay, so do you use them to plan in advance¶112: |
| Participant 07¶113: | **Examples of digital map use**¶114: | Not really, no.¶115: |
| Me¶116: | **Importance of digital maps**¶117: | Just thinking about using digital maps, both yourself and the people you deal with, how important do you think digital maps are?¶118: |
| Participant 07¶119: | **Importance of digital maps**¶120: | It depends on the purpose, some people can just walk around, like the delegation guests, they only need a map for reference really. But some people need to be at specific places for meetings, like the underground in London, or airports and hospitals, and they need to be in certain places and need to know where they are and find what they need. Like a nearer Tesco or Sainsbury's, it doesn't matter which one once they find it. It's about priorities. ¶121: |
| Me¶122: | **Importance of digital maps**¶123: | Right. Okay, and just thinking again about your interaction, and the people you deal with, how do you think people like students use digital maps? ¶124: |
| Participant 07¶125: | **Importance of digital maps**¶126: | Hmm, they use a smartphone quite often, and I think they already know they need to be prepared before they go to those places.¶127: |
| Me¶128: | **Effect of map on sense of place**¶129: | So, just moving onto a section now on the effect of maps - do you think using a digital map has ever had an effect on the feel, or sense of a place, either fro yourself or any of the people you deal with?¶130: |

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| Participant 07¶131: | **Effect of map on sense of place**¶132: | In Sheffield, you can easily find your way around the city, and I like the big maps to help you find your way around [referring to the large circular pillar maps dotted around teh city pavements]. There are places where I might go, like museums and art galleries when I go shopping, and they make you feel like you have the support there, which is nice.¶133: |
| Me¶134: | **Effect of map on choice of route**¶135: | Okay, and just moving on, has using a digital map ever had an effect on your choice of route?¶136: |
| Participant 07¶137: | **Effect of map on choice of route**¶138: | Yes, I looked at a map before going to France, to plan a route. They have faster motorways, toll-highways that you have to pay for, but they are faster and straight. We avoid the toll roads because we like to go the long way and see the scenery. Also, I have children, so I like to take routes where I know there are toilets nearby, so I use them when I am around Meadowhall, like if I am walking a route, I make sure we go past the foodcourt because I know there are toilets there. ¶139:  ¶140:  I am just looking and I have to go to another meeting in a minute, so I need to leave soon.¶141: |
| Me¶142: | **Effect of map on choice of site**¶143: | Okay, well, last question - Has using a digital map ever had an effect on your choice of site or place you've gone to?¶144: |
| Participant 07¶145: | **Effect of map on choice of site**¶146: | Yes. When visiting places, for example, driving in France, we'll be driving, so if we pass a Pizza Hut or McDonald's for food or toilets, they are on the map, so we know where they are - they sometimes have apps too.¶147: |
| Me¶148: | **Effect of map on choice of site**¶149: | Okay. Well, I better let you get off to your meeting. Thank you for meeting me today though.... |

**See Also Links**

i Memos\\Group 1 - University life\\Memos\\Initial Memos\\Google as normative

ii Memos\\Group 1 - University life\\Memos\\Initial Memos\\Digital maps lack topography

iii Memos\\Group 1 - University life\\Memos\\Initial Memos\\Maps are culturally relative