**Name:** Files\\Group 1 - University Life\\Participant 13 - Interview Notes

¶1: The interview took place at Nosh, a small coffee shop (part of a chain) on West Street (Sheffield). I had purposefully arrived early on a Saturday morning the day after Valentine’s Day, following difficulties in recruiting participants; I made unsolicited stops at every shop open. This interview took place whilst there were some customers present, which made the interaction quite rushed and fast-paced. I noted that the shop manager had chalk-drawn a Twitter handle for the shop (@noshweststreet), and the Facebook address, which made me feel that the manager was familiar with social media. The participant did not consent to being recorded, so I took notes. Any direct quotations are capitalised below in

¶2:

¶3: **Me:** Which digital maps have you used?

¶4:

**¶5: Participant 13:** Participant stated they had used Google Earth, but did not name any other map. They discussed using Google Maps and Google Street-View (both of which the referred to under the encompassing term Google Earth( whilst moving house last year. The participant began discussing Google, noting that “IT HAS BECOME A PHRASE NOW...MY LITTLE BOY, 5 YEARS OLD, SAYS TO ME ‘JUST GOOGLE IT MUM’, HE KNOWS THAT’S A THING”i,ii,iii

¶6:

**¶7: Me:** Why did you choose those maps in particular maps?

¶8:

**¶9: Participant 13:** “IT’S THE ONLY ONE I KNOW, IT’S GOT TO BE BLARINGLY OBVIOUS FOR ME TO BE ABLE TO USE IT”iv

¶10:   
¶11: **Me**: What did you use them for?

¶12:

**¶13: Participant 13:** The participant discussed the specific use of digital maps, although the questions i aimed to elicit more direct examples: “...QUICK LOOK AT AREA, LOOK AROUND, LOOK AT THE ROAD MORE THAN ANYTHING, SEE WHAT KIND OF ROAD IT WAS....MAIN ROAD, IF THEY PUT THE BINS AWAY. SAFETY MORE THAN ANYTHING BECAUSE OF MY KIDS WHO ARE 4 & 2”. Later clarification questioned notes that the children where 4 and 2 at the time of searching for a house, last year, not at the time of the interview.v,vi,vii

¶14:

**¶15: Me:** How did you use the map – how did using the digital map fit in with other activities.

¶16:

¶17: **Participant 13:** Participant noted that whilst searching fro houses, they mainly used maps via a mobile phone, “SAT AT HOME...BOYS ARE IN BED, TV OFF, DOING IT THEN”. She then mentioned using Right-Move, which I questioned further asking if it was the app or website, at which point she changed to state her use was “MOSTLY ON THE LAPTOP THEN”, which I followed up later, to confirm that she had since (5 months ago) got a better contract (more data) with a new iPhone, hence the operator ‘then.viii,ix,x

¶18:

**¶19: Me:** Are digital maps important?

¶20:

**¶21: Participant 13:** “NOT VERY IMPORTANT TO ME, I CAN SEE THEY ARE VERY USEFUL. I HAVE A SET ROUTINE AND I KNOW WHERE I AM.. BUT MY HUBBY TRAVELS WITH WORK, SO HE USES SAT NAV AND MAPS”. Questioning the participant on this, I found that she did not know (or differentiate) between her husband using digital maps or Sat-Nav, and they he was mostly a mobile user. She did note that he used Stat-Nav for the main length of a journey, but preferred Google (Maps) to navigate lots of industrial estates. Discussing her husband’s driving, I jokingly pried RE: mobile phone whilst driving, following an earlier Memo, to which she noted that he was ex-military, and would not do that.xi,xii

¶22:

**¶23: Me:** Do digital maps have an effect on the way you feel, or the sense you have of a place or location?

¶24:

**¶25: Participant 13:** returning to her discussion of searching for a house, the participant stated that “GOOGLE EARTH GVES YOU A FIRST IMPRESSIONS WITHOUT HAVING TO GO THERE. IF IT WAS A ROUGH AREA, I WOUDLDN’T GO FOR IT”. When asked what (on the map) could make her get an impression that a place was rough, she made a binary between whether the area was “WELL-KEPT OR RUN-DOWN". At this point a queue of 2/3 people had started to form and the cashier was looking a bit busy, as the manager she looked a bit, and I didn’t want to lose her, so I changed the question and moved off this one. I

¶26:

**¶27: Me:** Do students gain the same sense of place from digital maps?

¶28:

**¶29: Participant 13:** The participant noted that students care a lot less what an area looks like, and that they probably wouldn’t look on a map before visiting site.

¶30:

**¶31: Me:** Do digital maps have any effect on the choice of how you get from place to place, or the route you take?

¶32:

**¶33: Participant 13:** “ME, NO, I USE THEM INFREQUENTLY. I WILL FOLLOW WHAT IT SAYS...MY HUSBAND WILL HAVE LOTS OF ROUTES AND DECIDE BASED ON WHAT HE KNOWS”.xiii

¶34:

**¶35: Me:** Do digital maps have any effect on the places or sites you decide to go to?

¶36: **Participant 13:** “IF I KNOW I’M GOING SOMEWHERE, I’VE ALREDY DECIDED” – we discussed the use of maps to choose a site, where the participant only uses the map after decided where to go (which contradicts her earlier stance of map use when choosing which house to view when looking to buy)

¶37: **Me:** Do digital maps have any effect on the places or sites that students decide to go to?

¶38: **Participant 13:** ”STUDENTS DON’T GO ON LOCATION, THEY GO ON PRICE – THEY WOULD WALK AN EXTRA TWO MILES TO GET A BETTER PRICE.”

¶39: **Me:** Have you ever added or amended anything on a digital map?> (user generated content)?

¶40: **Participant 13:** “GOD, NO!”xiv

¶41: **Me:** Would you know how to make any edits or add anything to a digital map?

¶42: **Participant 13:** “GOD, NO!”xv

¶43: **Me:** Other than searching for a house, are there any other times where you have used a digital map?

¶44: **Participant 13:** Participant noted that she had been to Soho, London to visit some friends at a ‘secret tea rooms’ above the ‘Coach & Horses Pub’ where she used her mobile phone as a ‘Pedestrian Sat-Nav’ (my term): “ON MY PHONE, GOOGLE MAP, FOLLOWED IT AROUND”.xvi

**See Also Links**

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

ii Memos\\Group 1 - University life\\Memos\\Initial Memos\\Map and Search integration

iii Memos\\Group 1 - University life\\Memos\\Initial Memos\\Maps affect relationship dynamics

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

v Memos\\Group 1 - University life\\Memos\\Initial Memos\\Maps affect decions and practices

vi Memos\\Group 1 - University life\\Memos\\Initial Memos\\Sense of place is complex with maps

vii Memos\\Research Interactions\\Participants Cross groups

viii Memos\\Group 1 - University life\\Memos\\Initial Memos\\Maps affect decions and practices

ix Memos\\Group 1 - University life\\Memos\\Initial Memos\\Nuanced Inequality

x Memos\\Research Interactions\\Participants Cross groups

xi Memos\\Group 1 - University life\\Memos\\Initial Memos\\Using phones whilst driving - the unspoken truth

xii Memos\\Group 1 - University life\\Memos\\Initial Memos\\Using phones whilst driving - the unspoken truth

xiii Memos\\Group 1 - University life\\Memos\\Initial Memos\\Blindly-following but aware of errors

xiv Memos\\Group 1 - University life\\Memos\\Initial Memos\\User-Generated content

xv Memos\\Group 1 - University life\\Memos\\Initial Memos\\User-Generated content

xvi Memos\\Group 1 - University life\\Memos\\Initial Memos\\Blindly-following but aware of errors

**Linked Memo**

Memos\\Group 1 - University life\\Memos\\Initial Memos\\User-Generated content