**Name:** Files\\Group 1 - University Life\\G1 - Focus Group 1

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 3:03.0 | Oh, rightey-oh, so just to recap on the research. I'm carrying out some research into digitl map use, and I;m gojg to be looking at three case studies. I'm lookingf at University Life, Leisure-waliking, and I;m alos going to be looking at home-buying. And in each cxase I'm going to be looking at three different types of people in each case. One is a more, and end-user focus, customer base if you like. Another is more, somebody who may be seeking to influence or inform another through a map, and another, who, if you like may be affecetd by how a map is used. So in the walking case for example, peak district businesses could be affected by the way in which people use maps with what decsions they make on teh basis of digital map content. SOme businesses might lose out, others may do very well. Um, in terms fo this research, I'm looking at putting the three caes together, and in the end developing a theory of digital maps, and hw they might affect everday decison-making. So in terms fo this one case, I have been speaking to University student-fciussed staff, local student based businesses and students. Um, I have tried to keep a diverse range of people. Obvioulsy not going to get a miassiveley diverse inpout today (joke in reference to the low turn out) - because of the small group size. Um, a fcsuy groups i a quite a different format to, compared to an interview. Obviously an interview is, well, its an Inter-View, so it can be with a person or a couple of people, where the interview askes questions and you answer, whereas a focus group is lot more open. Basically, it's just a general discussion, or chat around atopic. It;s not a s formal as an interveow as such. ow, from the interviews we've already been to, I have developed a set of codes from teh inetrviews. I have developed or started to develope a theoretical framework, and I have what are called 'focussed codes' now. And I have 6 focusse codes. What I want to do, it just discuss those 6 points today, amnd some of the contradictions, just to teeth out what it is about those 6 differmet themes that I can build on from here. And that's really the purpose of today. So, what' I'll do first of all, is read through the topic guide here (already laid out on the table). So just moving onto the basci questions first, so, in teh context of your role within University Life, how do you use digital maps - and I'm going to move away from Sat-Nav's here, and just focus on actual digital maps, so that could be embedded on websites, dircet to a map, on apps...any format at alll. I mean, how tdo they fot in with your everday life? | Me |  | Basic Questions |
| 2 | 3:03.0 - 3:57.0 | Well, I use the iSheffield app, and that's got a map embedded on it. Which I use for locations. Although the longer I'm here, the less I'm surprised by where they are sending me on campus, but you know, there are still places that I haven't been to before, so I certainly use the iSheffield map app to find my arouns, and to find places that are not on digital maps generally, because the buildings are not called that. You know, it might have the address but it wouldn't be called that. You know, it might be called Regent's Court, but it might be really called Endale whatever building, or the Hicks building, or whatever, but it tends to be more outer lying..you know, there are still pplaces I have never been to, so I have to use the app to look them up. | Participant 01 |  | Basic Questions |
| 3 | 3:57.0 - 4:06.0 | Okay, so that;'s quite a local context map, and it's quite, for a specfic audience. So, is, and is that the main type of map you use when you are on campus? | Me |  | Basic Questions |
| 4 | 4:06.0 - 4:43.0 | The other type of map I would use, would be related to an app like TripAdvisor, so I use TripAvisor a lot now. Probably more than when we talked before (referring to the interview). So that would be the context of, you know, I'm alredy on capus, but I want to find somewehere to eat that's off campus, so I , generally it's an eating or restaurant type thing, so I would use that to find places that are local, that also have good ratings too to eat at. | Participant 01 |  | Basic Questions |
| 5 | 4:43.0 - 4:53.0 | So when you, just going back to the interview, was iot the South West you had used this in, when you were referring to your holiday? | Me |  | Basic Questions |
| 6 | 4:53.0 - 5:02.0 | Yea, I mean, Yeah, I use TripAdvisor a lot, and I probably use it more now. | Participant 01 |  | Basic Questions |
| 7 | 5:02.0 - 5:04.0 | So, how about you, do you use digital maps or any apps, I mean you travel around a lot? Refrring to Particpnat Z) | Me |  | Basic Questions |
| 8 | 5:04.0 - 6:41.0 | I do, yeah, I use Google maps a lot to work out where a school is that I'm going to, and I'll use that digitally, so I'll use that in the office before I go, but I'll also take a print out aswell. So if I get within a proximity of the school, I actually have a paper copy I can refer to, but I recemtly got an iPhone 5 and that's got a maps function on it, and I use that now mostly fro Sat-Nav, but also for that local street elemsnt of "Right, my hotel is here, and..." like when I was staying in Bournemeouth, and I wasin a hotel in Bournemouth and I needed to find the UCAS convention venue, so I used it in terms fo working out teh distnace to the venue, so is it within walking distance or do I need to get a texi. I mean, they thing I do find frustration is that I can't find buses. So I can't actually say, if I'm going from A to B, what;s teh bus route that covers that eaisly, because you can usually walk or drive, and that would be handy to have that. But in terms of University, and I was in a meeting this morning, and it's very much about encouranging visitors to feel familair with campus. So we've been developing the open day the visitors map, so people can go online and se an intercative maps of where they are, and people can see you know, where toilets are, or food and dribnk cabinbets, or where exibitiosn are taking place. Because, what I observed from the last open day was that people are walking around with their iPhone, or with their tablet or PC or whatever they've got to go for X. They are less bothered about a pre-printed programme as such, it's more about what time and ehat place seemed to be the main criteria. | Participant 08 |  | Basic Questions |
| 9 | 6:41.0 - 7:03.0 | Just thinking about that, how will teh map updated for real-time. I mean, say you have the George Monbiot lecture coming up, how woudl that information get updated onto the map?> | Me |  | Basic Questions |
| 10 | 7:03.0 - 7:49.0 | Yea, well the open day map is for a very specific event, so we only have them three tmes a year, but the app is purely for them. Becaus ethsi yer there are seres of events and talks, and normally they are at the same time, but this year, they are actually on differemnt timed dates, so they are at differet times on differnmet days, in different rooms, so we're actually going to have it so that when people log onto teh app, it will say "right, it's Thursday 19th June", and that will actually present them with the information that's relevant to them. So there are actually five versions of the app, but based on dates. And a map wil reflect each date, so they are quite flexibile if you see what I eman, they only show the maps that is relevant to the date you need. | Participant 08 |  | Basic Questions |
| 11 | 7:49.0 - 8:08.0 | Okay, see thay have differnet layers. Okay, yeah. I'm just thinking how I can cannot that netween teh group, and...so yeah, if either of you were going to another University of a school and they had an app, woudl you download their app and use it to get around, or...? | Me |  | Basic Questions |
| 12 | 8:08.0 - 8:29.0 | Personally I wouldn't, because I only need to know where is it. So once I get there, I'm fine as long as I get to reception. I'm not using other facilities on these site if you see what I mean, so they would say "Right, you go to reception", so even though the event might be in the Sports Hall, I still need to get to reception to sign in, before I can go to the Sports Hall, so for me there is no value in knowing what elese happends on that site, ad long as I can get to main reception | Participant 08 |  | Basic Questions |
| 13 | 8:29.0 - 8:56.0 | Converesely, I'm in the opposite situation. I have started doing conferences on other peoples campuses, so I'm in Manchester and I need to knbow where the Reynold building is, and when I went to ask, I needed to know where the main building is, and although that sounds very simple and straightforward, it isn't! I went to Newcastle, and they had a museum actually as part of the campus open to the public, and my conference was in the museum! | Participant 01 |  | Basic Questions |
| 14 | 8:56.0 - 8:59.0 | So, generally how do you find them? | Me |  | Basic Questions |
| 15 | 8:59.0 - 9:18.0 | I go to their website and pull down their, usually PDF form, map, which I the navigate using my, you know, Google maps or my Apple map app [gestures to holding a mobile phone] on my phone. | Participant 01 |  | Basic Questions |
| 16 | 9:18.0 - 9:21.0 | So is that using postcode, or... | Me |  | Basic Questions |
| 17 | 9:21.0 - 9:47.0 | Yeah, or I, usually I tend to do it more visually actually, because I like to see where I am going. I like to look at it abstractly on a sort foi A to Z type map, and I'll pull up the satelitte view, so that I actually ave the landmarks in my head when I'm walking. So nopt just looking at something that's just abtsract lines on a map, you#re looking at something with Street-View. | Participant 01 |  | Basic Questions |
| 18 | 9:47.0 - 10:08.0 | See, I hate Satelitte view. I always go to to the normal view! And loads of people say "the building looks like X", and I'm not intersted in that, I just need to know what road it is on, and I'll work form that. But it's just, the people I work with can't belive I work from an abstarct map, they much prefer the satelitte view like yourself [to Particpant 1] but it's finny inson't it, how you... | Participant 08 |  | Basic Questions |

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| 19 | 10:08.0 - 11:02.0 | Well yeah, I mean I can do both, and that's easy, but I'm also going to more events at the Energy institute and the Instite of [undecipherable], and there was one in Rotherham, and they put the address as "It's right opposite Rotherham Hospital", and I looked and went "Well that's a big place!", and what I did was I got the Street-View and looked all the way around, not on satellite, but actually in the street-view, and I actually found the entrance in the Street-View of where I had to go on. It was very obscure the process I went through, and even when I drove in the car, I knew exactly where I had to turn, because I had seen it. | Participant 01 |  | Basic Questions |
| 20 | 11:02.0 - 11:06.0 | And that's, well yeah, that's quite interesting to see you both use maps quite differetly. | Me |  | Basic Questions |
| 21 | 11:06.0 - 11:43.0 | I think aswell, although if yoy go and vist another University, University are like villages and towns in themselves. The University of Manchester is massive, you know what I mean, whereas if I'm going to a secondary school it's invariably a single site, or a single building, or like a very small cluster of buildings, so it's almost on a different scale. I agree that if you go to a University, it's different to a school which will have a main drive, which will have a main section, wheras when you come onto a main campus is no one main campus hall. | Participant 08 |  | Basic Questions |
| 22 | 11:43.0 - 11:47.0 | And when you approach the school, I imagine there is other sorts of key markers, like School crossings and... | Me |  | Basic Questions |
| 23 | 11:47.0 - 12:05.0 | Well yeah, and there's often visitors parking and signs that say Main Reception, you know, and where you want to go is very clear. Wheras when you go to a University, you know you've got to find a building which is in this large area. | Participant 08 |  | Basic Questions |
| 24 | 12:05.0 - 12:34.0 | So, just moving outside that question, when you're travelling to go top anpother school, or to another University, you've not just got the map, there are other factors that come into play. Like, when you mentioned going to a Sports Hall. IS it the case that youw oudl go to reception and ask the person on reception "How do I get to the Sports Hall"?, with thjem amybe dirceting you visually "Just go right here, then left" - What;s your regotiation arond that? | Me |  | Basic Questions |
| 25 | 12:34.0 - 13:22.0 | I think you, when I go you do rely on receptionists, or they will have event stewerds who will guide you around the parking, or help you load the car or something like thet. I think for a close affair, there will often be a plan, like a very simplistic plan, like you know, main entracnce, and it's ofte on a shet of A4 with Main entrace here, and you've jus got main reception theatres, so you know when I go to reception, Right I need to be bearing left because that's the dircetion I need to be in. Um, and that type of thing is invaluable, because the bottom line with the digital stuff is, if you lose connection, you've got nothing. You know, so, amnd my iPhone is terrible for connection, and then you're lost, because I can't find where I need to be, and I always find the paper back-up reassuring. | Participant 08 |  | Basic Questions |
| 26 | 13:22.0 - 13:27.0 | And is that a probelm for you, although you probably use EduRoamd if you're going to conferences | Me |  | Basic Questions |
| 27 | 13:27.0 - 13:58.0 | Yeah, but I'm going somwhere I also tend to make sure I've got a, that's why I get a PDF, and I stick it ina lever. Then it's there as 'hard' copy, and I put it together, when Ihave a hard/soft copy alond with my iPad. I went on holiday to California, so I downloaded the Los Angeles map app, and it's got all teh maps on it, so I didn't have to connect. The maps are alreayd in there, so... | Participant 01 |  | Basic Questions |
| 28 | 13:58.0 - 14:00.0 | Is that like giant PDF bascially? | Me |  | Basic Questions |
| 29 | 14:00.0 - 14:01.0 | It's just like a giant PDF | Participant 01 |  | Basic Questions |
| 30 | 14:01.0 - 14:02.0 | Okay | Me |  | Basic Questions |
| 31 | 14:02.0 - 14:09.0 | And a bit more, like a navigation tool, but basically the map is in the app. | Participant 01 |  | Basic Questions |
| 32 | 14:09.0 - 14:10.0 | I might have a look at that,and that;s an actual thing to download | Me |  | Basic Questions |
| 33 | 14:10.0 - 14:18.0 | Yea | Participant 01 |  | Basic Questions |
| 34 | 14:18.0 - 15:53.0 | Moving on. Um, so just moving to the main themes, I just want to go onto some of the things that we unclear. So, using digital maps, some particpnats are using maps are linked to Search engines, or they are using maps embedded in websites, or digoital maps apps, or apps that link to digital maps, sometmes people are using paper-based maps, so first of all I want to discuss how they are entangled with each other - the differnet media, differnet formats - um, really it's a bit fo weird question. Do you think they connect in any way? - And here I ean, how they connect to other sources of information- for example, do maps that connect with websites depcist a betreway of negotiating urbans space compared to rural, or is just an app better - is there any kind of order to that hierarchy, or is it just | Me |  | Digital maps are everywhere |
| 35 | 15:53.0 - 16:02.0 | I think road maps are different. Like if I'm going somewhere and it's not densely populated, then you're alright once you have the right road. Once you're on a road, you can't miss what you're lookig for because there is nothing to distract you, whereas on in an urban environment it is much more key that you know what is exactly there, because if you miss that turning, there is alls sorts of probelms. | Participant 08 |  | Digital maps are everywhere |
| 36 | 16:02.0 - 16:22.0 | Okay, so if you were driving and you lost your way, how would get back on track? Would you use that map to find the way back or would you ask someone or... | Me |  | Digital maps are everywhere |
| 37 | 16:22.0 - 16:48.0 | It is counter intuitive, because there is a few times where it's been telling me a route, and I think thsi doesn't sound right, and yiu've kind of got to trust it haven't you, or.. .or, I've alsways got a road atlas in the car, and I woudl use that to get a sense of teh main arterial roads, or the main towns and villages, and that kind of ensorses waht the maps function is. | Participant 08 |  | Digital maps are everywhere |
| 38 | 16:48.0 - 17:23.0 | Yeah, it's great having that under the back seat. | Me |  | Digital maps are everywhere |
| 39 | 17:23.0 - 17:28.0 | Well, I don't have an A-Z unfortunately, and I if I had an A-z I probably wouldn't bother with an A-Z unfortunetley, but becausde I travel so many places I would have to hav an encycolopaedia. I think what annoyed me with travelling with digital maps, is that they re nt intelligent enought that they pick up road issues. So if there is traffic on the way, it never alerts you to say "there is a massive hold up on the M1, you need to get off the M1" and I kind of which they would do that. | Participant 08 |  | Digital maps are everywhere |
| 40 | 17:28.0 - 17:34.0 | But that's a Sat-Nav, and you wanted to stay away from Sat-Nav? | Participant 01 |  | Digital maps are everywhere |
| 41 | 17:34.0 - 17:53.0 | Yep, veering away from Sat-Nav a bit yeah, but yeah, more I'm interested in the way that Search Engines and digital maps interact with each other, and that was one example. But do you ever find they react in that way, do you use search engines and then they go and take you into a map? | Me |  | Digital maps are everywhere |
| 42 | 17:53.0 - 18:42.0 | Yeah, loads. These days, you go onto Google Search and you look for whatver you want and it pulls the map up right in front of you on where they are. And with Google you can go straight to the map if you want to, and it's just, now I know you're not talking about Sat-Nav, but I had the TomTom, when I was in the states, and it had Google Search on it, because I spent some time over there, and once you found the thing you were looking for you then clicked it and it loaded it automatically to your SatNav. | Participant 01 |  | Digital maps are everywhere |
| 43 | 18:42.0 - 18:43.0 | Okay, might be an odd question, did you get a choice as to the search engine? | Me |  | Digital maps are everywhere |
| 44 | 18:43.0 - 19:05.0 | No, no. That was it, pre-loaded for Google. That's what it was, but that also got traffic information aswell [to Participonat X]. So it updated it automatically, on the best route and would then say "you've got a traffic issue on this route, I've got a faster route, do you want to take it?". You always had the option. | Participant 01 |  | Digital maps are everywhere |
| 45 | 19:05.0 - 19:19.0 | Okay, no I'm just thinking, beyond just that, are there any other exampels you can think of where you have seacrhed and then used a map, or where... | Me |  | Digital maps are everywhere |
| 46 | 19:19.0 - 19:27.0 | TripAdvisor. Definately, like you tell it you're walking and it tells you it's 2 minutes away. | Participant 01 |  | Digital maps are everywhere |
| 47 | 19:27.0 - 19:43.0 | And converesly, so just looking at it the other way, have you ever used a map and it has taken you to search results? - and obvioulsy, I know this is quite difficult, but woudl it affect your choice of what or where you go, or the route you take... | Me |  | Digital maps are everywhere |
| 48 | 19:43.0 - 20:20.0 | I think it, I don't like it when there is too much clutter on things, so when you search in a search engine, there will like A, B, C, D, and it has lots of pointers on. I find those immensely irritating, because it's like there is alwys too many, and it's kind of like they haven't just given me an answer to my question, they've kind of bombarded me with information, and then I find a different way of finding teh answer I am looking for. So the map has actually worked against me getting the answer, whereas if they hadn't done that I woudl have been a lot happier | Participant 08 |  | Digital maps are everywhere |
| 49 | 20:20.0 - 20:34.0 | Um, is there a way you would limit that, or order that information differently ? Is there a certain criteria by which you could cut that down, to only show me this, or... | Me |  | Digital maps are everywhere |
| 50 | 20:34.0 - 21:09.0 | I think when that happens, what it is is my search terms are too broad anyway. So it makes me rethink how I'm searching what I'm looking for. Like ocassionally when you get a digital maps and it's got extra information on it, as long as it's not too much information that can be handy, but I do think that if every business on that road put something in, it would really irritate me. Because then, how can you decide betweeen everything. | Participant 08 |  | Digital maps are everywhere |
| 51 | 21:09.0 - 21:11.0 | Like on West Street, looking for somewhere to eat, they are a lot of student facing businesses for example. | Me |  | Digital maps are everywhere |
| 52 | 21:11.0 - 22:18.0 | Choose a restaurant on West Steet, and like on Google maps, there are no esy to get at ways to cut down restaurant by type of cuisine, rating, or price, you know, there are no easy buttons to click that just narrow it down. That woudl be useful, to know where to go for dinner, to narrow the search. And again, with Google maps they just mix stuff in the serch results. I remeber 0 agin, when I wa sin the states, and I was in Denver and I wanted to find the supermarket, so I just you know Googel engine, 'Supermarkets near me' - cliassic Googel Search, and it dircted me to a Supermarket name that I recognised, you know, Ralph's or soemthing like that - but it ended up being one for their dairy depots, so I sortof drove into thsi industrial estate thinking this isn't right, nd sure enough I say this 'Ralph's' and it was a dairy depot. You know. | Participant 01 |  | Digital maps are everywhere |

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| 53 | 22:18.0 - 22:20.0 | Quite interesting | Me |  | Digital maps are everywhere |
| 54 | 22:20.0 - 22:33.0 | But I mean, it did direct me to the supermarket, it tied it in, but it just wasn't the retail end, you know, and I followed the map blindly because I didn't know any better, adnd that's where I ended up. | Participant 01 |  | Digital maps are everywhere |
| 55 | 22:33.0 - 24:02.0 | Yeah, that makes me think about the process behind it, whether its a spreadsheet they uploaded or whether it's more done. But it's intersting to see how that could come across that way. Um, I'm just going to move onto the next one, because that was quite a vague one, I used more as a way of opening up. Um, So, digitalmaps on travel routes. Just concentrating on digital maps [and not so much on Sat-Nav), some participants note that digital maps can be used to provide a travel route (whether that’s for walking, driving, planning a train journey, going on a bus, going on a countryside bike ride or whatever). Participants do state that the route can be trusted. As in, it’s often ‘correct’ (they can get from A to B using the digital map route). At the same time, participants note that there can be errors in the low-level detail. That can be estimated travel times, exact building names, or specific footpaths that are missing and so. SO obviously there is almost a contradiction, so I just wanted to discuss with you - trsuting the travel dircetions whilst knowing there are erroprs on the map content. I was fascinated by the fact that people balance that kind of, following a route on a map blindly, but you don't necessarily trust the content on it, so I wanted to discuss thatcontradiction with you and see how that sat with you. For instance, how does that work? And what other resources you might use to check the quality of that informnation. How does that work? | Me |  | Digital maps that outline travel routes |
| 56 | 24:02.0 - 25:27.0 | I don't know. I know if you were to plan a route an a digital map before setting off, like if I was going to plan a walking route, part of the issue for me is safety. So, if I'm planning a route and it gives me the quickest route to the train station, but it takes me down a dark alleyway , I don't want to be there at seven o'clock in the morning type thing. So I'd actually expand the map beyond the route and see what's around it. Is it residential, are there parks or fields, that kind of thing. And so I'd make my own way around, and so although the map isn't wholly accurate, I'd actually compensate for taht before I set off, so I don't get to that when I get there. And I think, it doesn't matter which way you use, it;s alwasy fraught with difficulty isn't it. Even if I'm follwoing a map, I might take a wrong turning. And that's why, when you ollowing a map and there are small errors, you think that's okay, because it's never going to be perfect, but that;s okay. IF that kind of makes sense at all. | Participant 08 |  | Digital maps that outline travel routes |
| 57 | 25:27.0 - 25:45.0 | So, I mean yeah, it does make sense, but when you said you are compensating, are you in effect changing your route to look for bits that have more details, or is it just that you are avaoiding the darkened alley? | Me |  | Digital maps that outline travel routes |
| 58 | 25:45.0 - 26:07.0 | Normally it reflects my personal preference, which I wouldn't expect a map to pick up on, so equally smetimes if I want to get from A to B, and it gives me the quickest route, and it's along a main road, and there is likley to be a lot of traffic, I woudl actuially expand the maps and say, here might be a parallel road, which might be a bit longer, but it might be a more pleasant route. | Participant 08 |  | Digital maps that outline travel routes |
| 59 | 26:07.0 - 26:10.0 | And woudl you trust a map to give you the right dircetion fully, or... | Me |  | Digital maps that outline travel routes |
| 60 | 26:10.0 - 26:16.0 | I'd expect it to be there are or thereabouts | Participant 08 |  | Digital maps that outline travel routes |
| 61 | 26:16.0 - 26:42.0 | Okay, and knowing there might be some low-level detail that are incorrect, would you still trust it to give you the parallel route? Or would you trust the map so far, and then when you see a jitty way or wahtever, you would change it yourself? | Me |  | Digital maps that outline travel routes |
| 62 | 26:42.0 - 27:01.0 | Yah. Because you can't actually draw your route on a map. Like my experience, they might give you one or two options, but you ave to choose one of those options. You can't say, actually I want option 4, and this how I want to draw it. Um, so yeah, that;s kind of like a tricky thing. | Participant 08 |  | Digital maps that outline travel routes |
| 63 | 27:01.0 - 27:08.0 | Are you pretty much the same - do you trust maps implicitly, or... | Me |  | Digital maps that outline travel routes |
| 64 | 27:08.0 - 28:00.0 | No, I don't. Because, I got caught out, just afew week ago, again, when I was in Manchester. It told me to get back into the city by taking teh canal path, so I got out the....and I looked on the...[gesturing to using a tablet] and thought "Oh yeah, that's a good way. Take the canal path, that's a dircet way, brillaint. That's the best way to get to the city". SO I wnet to the receptionist and asked "How do I get onto thecanal path from here?" and she said "You go round the back, apst the casino place and then you're there". So I did. I thought great, cool. It was closed for works. So there is a situation where If I had looked at a paper map I would have made that same decision, right, because it wouldn't ahve given me any additional information about what potential issues there were. The digital maps I woudl have expected it to be better than that, I woudl have expected it to be able to tell me that that route wasn't available. Yet it still gave me that route. | Participant 01 |  | Digital maps that outline travel routes |
| 65 | 28:00.0 - 28:06.0 | That's a bit weird, that evenb wit both a digital map and papee-based map, you coudln't use any. | Me |  | Digital maps that outline travel routes |
| 66 | 28:06.0 - 28:09.0 | Right, and that's where the digital map lets me down a bit. I have a higher expectation. | Participant 01 |  | Digital maps that outline travel routes |
| 67 | 28:09.0 - 28:10.0 | Okay | Me |  | Digital maps that outline travel routes |
| 68 | 28:10.0 - 28:52.0 | And yet all I want, but I was expecting it to be updated, but I know from personal experience that they are not that great,m adn they can sometimes be hit and miss. Consequently, you sometimes revert to a paper-map, well, not quite becase I have ordnance survey maps on mine, but it's the same concept right. It's something that was done at a certain time. It was updated a while ago. So I use the digital map version of the ordnance survey. But that's more for walking, and the odd occassions I get on my bike. | Participant 01 |  | Digital maps that outline travel routes |
| 69 | 28:52.0 - 28:53.0 | Okay, and is that Mastermap or... | Me |  | Digital maps that outline travel routes |
| 70 | 28:53.0 - 28:56.0 | No, it's an OS app. | Participant 01 |  | Digital maps that outline travel routes |
| 71 | 28:56.0 - 28:58.0 | Only, yeah. I think OS just bought Mastermap. | Me |  | Digital maps that outline travel routes |
| 72 | 28:58.0 - 29:02.0 | Have they, oh! | Participant 01 |  | Digital maps that outline travel routes |
| 73 | 29:02.0 - 29:04.0 | Or they are in the process of it. | Me |  | Digital maps that outline travel routes |
| 74 | 29:04.0 - 29:06.0 | Oh, so they'll be telling me that next time I'm due for a subscription! | Participant 01 |  | Digital maps that outline travel routes |
| 75 | 29:06.0 - 29:08.0 | Yeah, probably {joking]. | Me |  | Digital maps that outline travel routes |
| 76 | 29:08.0 - 29:21.0 | But then, what I would tend to do is print the map from the OS, rather than actually carrying my iPad around. | Participant 01 |  | Digital maps that outline travel routes |
| 77 | 29:21.0 - 29:42.0 | Okay, but it;s not that, so just if you needed a map to get from A to B, you would trust the map until there is an error. It;s not that you would follow the map, but along the way you would check, and make sure. So in effcet you trust the map? | Me |  | Digital maps that outline travel routes |
| 78 | 29:42.0 - 29:43.0 | I guess I might do yes. | Participant 01 |  | Digital maps that outline travel routes |
| 79 | 29:43.0 - 29:44.0 | Okay. | Me |  | Digital maps that outline travel routes |
| 80 | 29:44.0 - 29:46.0 | [laughs] I don't expect it to be wrong, but I'm a realist so I'm not surprised when it is. | Participant 01 |  | Digital maps that outline travel routes |
| 81 | 29:46.0 - 30:05.0 | But the map then is no less reliable than the recptionist, because you aksed the receptionist "how do I get to the canal path" and she coudl have said "Actually that path is closed", and she didn't mention it. | Participant 08 |  | Digital maps that outline travel routes |
| 82 | 30:05.0 - 30:08.0 | No, she obvioulsy had no idea either. | Participant 01 |  | Digital maps that outline travel routes |
| 83 | 30:08.0 - 30:42.0 | I worked with a student once, and she made me smile because she was visiting a partner in Norfolk, and she stopped and bascially asked someone for directions, and they said "you just turn left where the Fire station used to be, and then you hook a right where the old Fire station used to be", and she didn't know the area, so she asked "is the fire station still there", and they said "Oh no, they knocked it down ages ago". So she goes "well how wll I know, where I'm tunrning left where the fire station used to be?" , so I think you talk about low-level errors, but digitalmaps are no worse than thse kindof, people are trying to be helpful, but inadvertently giving you information that is no longer current. | Participant 08 |  | Digital maps that outline travel routes |
| 84 | 30:42.0 - 30:45.0 | Yeah, I mean it's only as good a sthe information you put in isn't it. | Me |  | Digital maps that outline travel routes |
| 85 | 30:45.0 - 30:46.0 | Yeah | Participant 08 |  | Digital maps that outline travel routes |
| 86 | 30:46.0 - 32:45.0 | You only get out what you put in. Um, just onto the next one then. And it really fascinated me with seeing a map. Some participants note that they use digital maps before visiting a place (to see what it is like before going there), others use digital maps afterwards (as a way of remembering, or to show somebody else what a place was or is like). That has especially been the case where digital maps include, or connect to photographic imagery. At the same time, several participants note that there can be errors with map content, as we have discussed (images can be out of date etc.). Can we just discuss trusting a digital map to represent a place, when again, we know that digital maps may have some errors, just to get an understanding of how important digital maps are in gaining an understanding or a sense or feel of a place, the impression we get. | Me |  | Seeing a place on a map |

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| 87 | 32:45.0 - 33:19.0 | Um, Somewhat, but experience again has learnt me to not trust it. It's sort of, it is abstract. And even if you're down and looking at Street-View, you don't get obviously the fill sense of what it's like to be there. So you do get some idea what it's like, but it's lacking in the depth of content | Participant 01 |  | Seeing a place on a map |
| 88 | 33:19.0 - 33:21.0 | And are you the same? | Me |  | Seeing a place on a map |
| 89 | 33:21.0 - 34:38.0 | I wouldn't, I would never use a map to get an image of what a place is like, Like if I'm going to a school or hote or something like that, I'll always use the companies website and then use them, because I always think you need more than one image to get a sense of what a place is like. And when I was buying a house, I tried was it Google STreet-View, but I just got so annoyed with it I couldn't use it. The functionaility I found very hit and miss, about where you clicked to on a page, and I almost found it so restricted, such a blinkered view, that I..I.., that oly thing it really helped with was deciding if the house was near a petrol station, or a playing field or whatever. You wouldn't get a sense of what a street was like. And equally, on a map, when you clikc on a business nd you see a busienss, I don't think the pictures are particulalrly flattering, or...again it; sthe size of the image aswell, like a building - when you're seeing a tumbnail of it, your not really getting the sense of scale or detail or anything really, so I woudl never use a digital map to visually see what something was like. I would rather go to a separate website. | Participant 08 |  | Seeing a place on a map |
| 90 | 34:38.0 - 34:44.0 | Okay, it's quite intersting the very different perspectives there, and the way you have used it, like you mentioned when you went to Newcastle, to find the entrance | Me |  | Seeing a place on a map |
| 91 | 34:44.0 - 35:02.0 | Yeah, I think it's whether it's a functional use, like finding my way somewhere, because I think I'm a visual type learner anyway, so that's helpful for me, so when I get there, I've got an image the triggers an action if you like. In terms of like, going on holiday or whatever, you know, I'm going to look at the place, like, now and then I have looked back on Google Street-View and then gone "Oh yeah that's the place where...where was that?..where was that restaurat?..." you know, and following it round. That helps to kind of cement memory, and it's kind of nice to be nostlagic about things. In terms of helping me feel around where I want to go on holiday, not partuclalrly, no. | Participant 01 |  | Seeing a place on a map |
| 92 | 35:02.0 - 36:09.0 | Okay, so another thing I'm intersted in, if you look back on where you went on holiday, is that fairly realistic impression, or representation of that place. So if you had a friend who was going to the same place, and you were having a discussion with them after they had looked at it on the map, would you say it was a reasonable representation, or woudl you say that it is nothing like the place was like? | Me |  | Seeing a place on a map |
| 93 | 36:09.0 - 36:43.0 | I think I would err more on the side of nothing like that really. I thik the digital image is helpful, you know it's useful to spark memory, but it isn't the same as you know a promo advert would, because you know, Google, it's done by a car diving down the street and it takes whatever picture s there at the time. It's nothing flattering about it, it just is. You know, it's nothing composed or anything. | Me |  | Seeing a place on a map |
| 94 | 36:43.0 - 37:01.0 | And that's not, because they are capturing just sort of everyday, mundane sccene on the street, but in some ways me people find that less realistic than um, or less truthful. | Participant 08 |  | Seeing a place on a map |
| 95 | 37:01.0 - 37:24.0 | Well the depends on what you want right. I mean, if you're going on holiday to spend a lot of money. You don't want that to be your sense of how its going to be. You want to be 'yeah, I'm in this fanstastic glamerous place'. The flip-side is, there are things you do want to see the real view of, you know, there are...[knocked coffee overthemselves]... | Participant 01 |  | Seeing a place on a map |
| 96 | 37:24.0 - 37:27.0 | You okay? | Me |  | Seeing a place on a map |
| 97 | 37:27.0 - 37:28.0 | I'm fine | Participant 01 |  | Seeing a place on a map |
| 98 | 37:28.0 - 37:29.0 | Do you want some tissues? | Me |  | Seeing a place on a map |
| 99 | 37:29.0 - 37:31.0 | [goes to get some tissue from his bag] you do want it to be realistic and sort of...but that's just one view, others might say something else. | Participant 01 |  | Seeing a place on a map |
| 100 | 37:31.0 - 38:37.0 | It's just intersting, if you like that sort of - that 'dichotomy' you know, trusting the representation implcitly, when you know that the representation isn't what this place 'really' is. Because it's a representation of it - you know, because a photograph, it's real, through to 'actually, no, this doesn't represent the place as I know it, or 'no, that's not really how it is'. It's that kind of contradiction I'm interested in there. And I find it quite interesting, especially with photographic imagery, for instnace, the University maps do have photographic imagery involved, and there is a rationale behond using that. You know. It might be that students enjoy using those, to geta realistic representation of that particular place | Me |  | Seeing a place on a map |
| 101 | 38:37.0 - 39:56.0 | I think that, youy know when we do the guided tour maps, which often end up as PDF's we do put pictures on those and we acknowledge that they might not be the most flattering views, but if you were stood n the street you would be able to identify the building. For example, you woudl be able to idenfy Mappin building by the red brick, which is obvioulsy that building, wheras Jessop West is obviously much more modern. Bit it is actually, I don't think it actually heps sell teh experince, and I think the issue with images is that they are still flat representations aren't they, like if you said to me "Right, we've got a street full of businesses" like, let's say we go back to the restaurant example [referring to discussion earlier in the focus group], if you show me a picture of the outside of restaurant, I'm unlikely to be wooed to go in there, but if it had a sort of 30 second video saying "Oh hi, I'm John, this is my coffee shop", and I really enjoy fresh coffee which I get from Italy, you think " oh actually...", because the place is actually what goes on in it, rather than what it looks like, so particularly for students, some of the places they like are quite grungy, so you look at it as an image and you think "oh my God, that looks awful", but actually, it's the atmopshere, it;s the vibe, it;s the people they met there, so actually the building is secondary to what actually happened there. | Participant 08 |  | Seeing a place on a map |
| 102 | 39:56.0 - 40:12.0 | So, just going back to maps being connected with other sources of information, is it that maps...to give you a sense of place, would be better to have that local knowledge, little snippits of that quality information embedded with in, or linking to it, would that...I mean, is that something that would work better for you personally | Me |  | Seeing a place on a map |
| 103 | 40:12.0 - 40:53.0 | I think if you're trying to create something that is more a sense of place rather than something , more functional on the street, like this is the delicatessen, you know and this is the reason why you would go in there is this, like the Cheese hamlet in Didsbury is a great little cheese shop, but if you just saw it from the street you wouldn't go inside, you know, whereas if you had someone there, like I say, like a video, because you don't want to go too deep, not like reviews, beause this is very surface stuff you're looking for, that woudl make me think "oh that is the best cheese shop, in Didsbury" [laughs], you know, but you wouldn't get that from just a map, you would wonder why people are saying good things about it lookinga t just reviews. | Participant 08 |  | Seeing a place on a map |
| 104 | 40:53.0 - 41:04.0 | Oh, so that's a bit different to using TripAdvisor then, which presumably is just based on customer reviews. | Me |  | Seeing a place on a map |
| 105 | 41:04.0 - 41:33.0 | Yeah, there certainly are argumenst against it. But I think that sort of android web, or augemnted reality, you know, where you sort of hold up your phone and it sort of knows where you are...and from...it adds to the image and it tags, so it's the other way around, the image is there, it gives you the place but then the digital contnet is added on top to show what's there, you know, how many people are there, and who is there and how many people have checked in on Facebook, all that kind of stuff. Yeah. | Participant 01 |  | Seeing a place on a map |
| 106 | 41:33.0 - 41:38.0 | Oh okay, there must be a lot of data with it, walking around West Street for example. | Me |  | Seeing a place on a map |
| 107 | 41:38.0 - 41:50.0 | Well yeah, that's one of the ways that Google Glass for instance would work, and I don't know how well it does work, but it's augmented reality | Participant 01 |  | Seeing a place on a map |
| 108 | 41:50.0 - 42:07.0 | If you can afford them [laughs] - [small joke to bring discussion back on topic]. But yeah, it's going to be very interesting to see how maps interact with those aswell, especially with route-plannig and how people move through space. | Me |  | Seeing a place on a map |
| 109 | 42:07.0 - 42:57.0 | I think with that though, with too much information, it coudl drive you nuts. Like, if you're planning to get from A to B, you really just need to the streets. I don't care about what shops, or what I can visit or anything like that. I just want tio get from A to B, wheras if you are visiting a place, you kind of think, oh actually I want find somewhere to cathc a nice meal, and if it;s a lunch thing you might want a grab-and-go, and like I say it's knowing where I can get a cusines or a price rnage, and if you're taking a partner out for a very swanky meal, that's where yoiu think oh actually I do want to know what eating there is like, so I think it's that layering of what kind of detail is enough, it kind of depends on how much you want to start with really, and quite whether that does give you a enough or not. | Participant 08 |  | Seeing a place on a map |

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| 110 | 42:57.0 - 44:34.0 | I suppose it's quite, it's almost like you want to be able to zoom in, not just on the physical detail but on the information detail too. Um, just movinmg on to adding or amending content, and here you might be talking about reviews, you might be talking about map content itself - so far then, some particpnats have added and edited contnet on maps, they have added businesses, edited place names, adjusted stuff that has been wrong, while others have nhot added or amended contnet at all, not always because they didn't know they could, but also because sometimes they didn't feel that there were allowed to, in terms fo they didn't fell they had the authority to do so, And that was quite baffling in terms of a contradiction, so um, I'm quite intersted in if you have or haven't added or amended contnet ona digital map, and obvioulsy of you're making maps for the uNiversity I imagine youhave made some key decisions there, and just in terms fo TripAdvisor, with reviews you may have added or amended content; I mean, what sorty of barriers get in the way of doing that, I mean I notice that sometimes participants notice errors, they know they have the ability to edit or chnage the map, and they do have an appetite or desire to change it - because it's wrong - so they know how to do it, and they want to do, but what is the barrier that stops them from making that change basically? | Me |  | Adding or Amending Content |
| 111 | 44:34.0 - 45:24.0 | Well, my experience of Google maps is that it is pretty awful to be honest, I mean that it is like, not...I mean I used to work for Machester Met University before I came here, and I worked in the business school, and we changed site, so our Aytoun campus closed, and we moved to the main Oxford Road campus, and it must have taken us the best part of 9 months, with multiple phone calls and e-mails to Google to say "That business has now shut, can you please relocate the business school", because we had a lot of people that wrked in the Aytoun, and because, this was a building that was completeley mothballed, and there was nothing there, so they were people getting out a taxi, from the train station and going 'oh, there is nothing there, it doesn't look very good', and the texi went they get to the door and go 'oh it's closed', and Google were actually just appalling at it, and it just became very frsutrating, and so to be honest I would say it's actually very difficult to change stuff on Google maps, externally on digital maps. | Participant 08 |  | Adding or Amending Content |
| 112 | 45:24.0 - 45:28.0 | Okay, and just out of curiosity was that quite recent, or.. | Me |  | Adding or Amending Content |
| 113 | 45:28.0 - 45:30.0 | Er, it was yeahm, so certainly within the last 12 months | Participant 08 |  | Adding or Amending Content |
| 114 | 45:30.0 - 45:44.0 | Okay. So, I mean thatsl quite intersting in itself, but I mean, are there any maps or applications outsde of Google where access has been a barrier aswell? | Me |  | Adding or Amending Content |
| 115 | 45:44.0 - 45:49.0 | I haven't tried...yeah, really it's just Google maps, yeah | Participant 08 |  | Adding or Amending Content |
| 116 | 45:49.0 - 46:46.0 | The one I'm struggling with, and I'm not really sure whether this counts as maps, but checking-in on Facebook..and it's more linke dto location when checking in on my phone, so it;s obviously linked to functionality of the app, rather than eboing a map of mine...and I had problems with that, I had...the only real other experience I have had with that, and again it's Sat-Nav based, but it's something I had with a TomTom, and it's called IQ routes, so it 'learns' and you can go online and tell it things, so if there are errors on the map, or you know, like the street, you know the Newcastle Street , that one were the liversage building is, that's been closed for a while, and SatNav has been taking you down there for a while, because they have all the portacabins there, so you could actually go online and go "No, that street is actually closed at the moment" and that would eventually filter into the Sat-Nav system, so that woudlthen update the route. | Participant 01 |  | Adding or Amending Content |
| 117 | 46:46.0 - 46:48.0 | And is that a change you have made? | Me |  | Adding or Amending Content |
| 118 | 46:48.0 - 46:58.0 | Yea, it is, yeah. You can make changes, and I did make that particular change, but yeah, you can make those changes. | Participant 01 |  | Adding or Amending Content |
| 119 | 46:58.0 - 47:01.0 | Okay, and is it, have you ever added any images or... | Me |  | Adding or Amending Content |
| 120 | 47:01.0 - 47:08.0 | Only on, like I say, TripAdvisor, which I have used more than anything. | Participant 01 |  | Adding or Amending Content |
| 121 | 47:08.0 - 47:12.0 | And would you know the process of how to go about doing that? | Me |  | Adding or Amending Content |
| 122 | 47:12.0 - 47:13.0 | No | Participant 08 |  | Adding or Amending Content |
| 123 | 47:13.0 - 47:16.0 | Okay, but obviously you have been through the process of doing that with Google haven't you? | Me |  | Adding or Amending Content |
| 124 | 47:16.0 - 47:30.0 | Well, it wasn't, I mean when we went through that, obviously for the process we did use Google, and it's one of those thinsg where it looks very easy on paper, but in practice it's very different. | Participant 08 |  | Adding or Amending Content |
| 125 | 47:30.0 - 47:36.0 | Okay, it's quite interesting that one. I'll have a look at that one... | Me |  | Adding or Amending Content |
| 126 | 47:36.0 - 47:53.0 | Let me know if you do find the new business school! Mind you, if you do still find it on the old street I don't want to know [laughs] becaude if they haven't moved it I'll...Oh, I'll have to go and check that now! After 15 months I'll be like "Mark....it's still there!" [laughs]. | Participant 08 |  | Adding or Amending Content |
| 127 | 47:53.0 - 48:20.0 | Well, I'll have a look. Um, there is some quite intersting stuff there, so what I found so far is that some people, more businesses, they were more proactive at putting stiff on, but more more worrying was that some peopel felt they didn't have the authority to amend a map-makers context, and I was quite intrigued by that, because that;s quiet a big area with quite a split between two different 'camps'. | Me |  | Adding or Amending Content |
| 128 | 48:20.0 - 48:54.0 | I hadn't really thought about it to be honest, until now. Because I hadn't really needed to do it, so my main frustration is with it in Sat-Nav. Like I say with the intelligent route, my TomTom gives me a route, but it always takes you around a certain route, so if you know that's a silly route and you always go another way, it actually learns that you never go that way and that it kind ofnever ofers you the incorrect way again. I like that it kind of does that | Participant 01 |  | Adding or Amending Content |
| 129 | 48:54.0 - 48:55.0 | And is that.. | Me |  | Adding or Amending Content |
| 130 | 48:55.0 - 48:56.0 | It does learn from your behaviour. | Participant 01 |  | Adding or Amending Content |
| 131 | 48:56.0 - 48:57.0 | Okay, that's quite interesting. | Me |  | Adding or Amending Content |
| 132 | 48:57.0 - 49:04.0 | My current SatNav in my car doesn't [laughs]. | Participant 01 |  | Adding or Amending Content |
| 133 | 49:04.0 - 49:19.0 | I think digital maps are..I mean, I would not assume I could change a digital map. I guess to me, someone else has publishd that content, therefore they are the owner of it, unless it's Wikipedia of course. | Participant 08 |  | Adding or Amending Content |
| 134 | 49:19.0 - 49:38.0 | Okay, and that's a really poignant example there. I mean, people see errors on it, but they don't always change the errors they find, and I find that quite interesting in itself. I mean, again, they have a desire to chnage it, they have a bility to chnage it, but it's just a barrier to... | Me |  | Adding or Amending Content |
| 135 | 49:38.0 - 49:40.0 | I try to once, but it ended up quite convoluted. I had register and then I had to do this and do that, and then it wasnted me to do this that and the other, but actually I just wanted to be abel to go "it's a shop name that's wrong - it isn't a Netto anymore, its an Asda.". I don't know why I felt that was importnat, but at that moment, I guess because it was local, I thought it was. | Participant 01 |  | Adding or Amending Content |
| 136 | 49:40.0 - 52:06.0 | I amended contnet on wikipdia once too. I addedEGg as a major employer to Derby, I mean at one point it had employed almost one eigth of the city;s population over the years, so...and it was quite an odd process that, just to add to words. But yeah, it just intrigues me that people don't neccessarily do that, when they have the desire and ability, it just interests me. Um, so on to the next one then. Just looking at digital maps in everday life. Obvioulsy people use them in everday life from buying a holiday, to buying a house, through to planning travel route - I actually even spoke with someone who used digital maps to pick a cycling route before going in France, they were getting older and wanted to know the hills would be manageable. You know, all sorts of weird and wonderful uses, but I'm quite intersted in how it fits in with other activities - your work life, faimily life...more than anything, if there are any kind of mundane changes, or tiny chnages to the way you go about doing a specific task - whether it changes the task completely, or whether it has no effect whatsoever, um, to give you an example, some people, when they are booking a holiday, they book the holidy the same way they always have - but instead of using a brochure, they looked on a map, and it completeley changed the process of them choosing where to go. Um, and that;s just one example, but there is various ways you might use maps, but I'm interstested really, if you have any examples in your University life, of where digital maps do or don't inform or affect practice | Me |  | Digital maps in everyday life |

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| 137 | 52:06.0 - 53:05.0 | You get to be more confident using buses in areas I'm not familiar with, becaseu on my iPhone I can just go online and it will show me where I am on the route, and then I can...because when I was in Bournemouth, because bus drivers can not always be that friendly at times, and it was clear I didn't know where I was going, and I knew the bus stopped near the bus station, but I didn't know where that stop was if you see what I mean, so I just got my little iPhone out and got a discreet view of how close I was getting to the railway station [laughs], and as it was, the bus driver gave me shout anyway, but that, so for me, it ws quite good for the University because it means I am less leilley to use taxis - which are more expensive, and it is better for green impact, so...plus, for me it's more about reassurance, because a train will always stop at desgnated destinations, but a bus won't. So, having a digital maps hives me the reassurnace of knowing I know where I am, or I know how far I am from where I need to be, or if I miss the stop I know how to get to where I want to be - it's not such a big deal. You know, I'm getting into this vehicle and it;s careering off into the distance, and you know, it's whether I'll ever get off in time, you know...[laughs] | Participant 08 |  | Digital maps in everyday life |
| 138 | 53:05.0 - 53:19.0 | Okay, so in that case it's not just commercial, but also about a sense of security, relief from anxiety, you know you're not being kind of taken off to the middle of nowhere? | Me |  | Digital maps in everyday life |
| 139 | 53:19.0 - 53:20.0 | Yea | Participant 08 |  | Digital maps in everyday life |
| 140 | 53:20.0 - 53:39.0 | but would you be more likely to get a taxi, or...if digital maps disappeared tomorrow, and you just had SatNav, would you be more likely to drive, rather than getting a train or a bus? If that facility wasn't there | Me |  | Digital maps in everyday life |
| 141 | 53:39.0 - 54:11.0 | Um, no, because when I get a train...when I get a train it's normally long distances, and I didn't want to drive Sheffield to Bournemouth. So wehther or not I had a digital map, it woudl make no impact. And again, when I go to Exeter, I go on the train to Exeter for that same reason. If it was a closer distance, like a location that was within an hour, then I would rather drive than take publci transport, because that again because easier, rather than hard work. | Participant 08 |  | Digital maps in everyday life |
| 142 | 54:11.0 - 54:13.0 | How about you? | Me |  | Digital maps in everyday life |
| 143 | 54:13.0 - 54:20.0 | I'm trying to remember a time when I didn't use digital maps [laughs]. Um. I'm going back to Map Quest now. | Participant 01 |  | Digital maps in everyday life |
| 144 | 54:20.0 - 54:22.0 | So that's quite a while back | Me |  | Digital maps in everyday life |
| 145 | 54:22.0 - 54:28.0 | I'm trying to think, I've used digital maps a long, long time. Like, when you used a modem type time, and um, yeah. So, yeah, that would be strange, to think of trying to do things the old way again. I mean I just used to have loads of old maps. | Participant 01 |  | Digital maps in everyday life |
| 146 | 54:28.0 - 54:29.0 | Paper-maps? | Me |  | Digital maps in everyday life |
| 147 | 54:29.0 - 55:11.0 | Paper-maps yeah, city maps, that kind of thing, and i ended up travelling to a lot of different places, you know, digital maps, certainly when handheld digital maps were available, I would go on MapQuest for instance, to know where I was going and print off directions before I went. So IT was actually a paper copy, but it was digital, the source was digital, so | Participant 01 |  | Digital maps in everyday life |
| 148 | 55:11.0 - 55:27.0 | Okay, so that sounds quite interesting. Just going back, you say you use TripAdvisor. Before you had TripAdvisir, how would you pick which restuarant or hotel to go to? | Me |  | Digital maps in everyday life |
| 149 | 55:27.0 - 56:08.0 | Well, I guess you would ask for recommendations. SO you didn't, you know, maybe ask hotel staff - see how reliable they are! [laughs]. Um, or of you don't mind sort of wondering around, just have a look around and see what sort of takes your fancy. But certainly, digital maps have changed the way that I do that now, in terms of choosing hotels, choosing restuarants, um, absolutely. aswell as the idea of localising where I want to be, or where I am, and then what's available in that area, and it has a huge impact on my decision-making. | Participant 01 |  | Digital maps in everyday life |
| 150 | 56:08.0 - 57:11.0 | We've actually had quite a few large family celebrations lateley, like weddings and what-not, and I was actually saying recently, itl;s so much easier now everyone has got Sat-Nav and digital maps, because in the past if you had to go from a church to a venue, a hotel venure, you'd be like...I mean we were in Dorset, and there is no way on earth we woudl have found the hotel, not in reasonable time to have ate the meal. Wheras, you know, you just get your iPhone out, or your SatNav, and it just takes you straight there. Yoiu know, it's that like...and when you say even invites to weddings, it's not these convoluted instructions of, you know, this hotel is like 35 minutes and I just don't follow these, and I think in that sense it has, and revolutionised is probably too string, but I think we take it for granted now that it is easier, and it gives people a wider choice of venue aswell, because in the past if you chose certain churches to get married at, you had to choose certain venues because at least your visitors could find them, wheras now itls less of an issue, because everwheere is a lot more accessible in that sense. | Participant 08 |  | Digital maps in everyday life |
| 151 | 57:11.0 - 57:13.0 | Okay, and when you hink commercially that opens choice | Me |  | Digital maps in everyday life |
| 152 | 57:13.0 - 57:14.0 | Absolutley, yeah. | Participant 01 |  | Digital maps in everyday life |
| 153 | 57:14.0 - 57:16.0 | Yeah, I'll have to expand on that, and theoretically that is quite interesting... | Me |  | Digital maps in everyday life |
| 154 | 57:16.0 - 57:56.0 | But we are getting to the stage where we can no longer remember what that used to be like. Like if I said to my sister's friends, because there is quite a significant age gap between me and my sister, if I said to her "do you remember having to from a wedding, and having to work from..." and they would look at me like I was from the stone age, you know they don't even remember wedding lists that were supposed to be on paper and passed around, they are like "you mean it asn't always onlie" and I was like "no!", you know, so I think getting at that question what was it like is geting hard to remember, or they don't you know they maybe never had that experience | Participant 08 |  | Digital maps in everyday life |
| 155 | 57:56.0 - 58:07.0 | So it's just, coming to this as a PhD, I find it odd that there is no research on this. | Me |  | Digital maps in everyday life |
| 156 | 58:07.0 - 58:08.0 | Really | Participant 01 |  | Digital maps in everyday life |
| 157 | 58:08.0 - 58:09.0 | None. | Me |  | Digital maps in everyday life |
| 158 | 58:09.0 - 58:10.0 | Of the impact it;s had over the last.. | Participant 01 |  | Digital maps in everyday life |
| 159 | 58:10.0 - 59:34.0 | ..well, ten years. I mean, it seems that there is quite a profound change for some people, but for other people I don't know whether it's neccessarily changed or of it has slipped into their everyday routine and everday life practices, and they haven't noticed, or whether there is genuinely a split, where some people use digital maps a lot, and others really don't at all. Like with some of the leisure-walkers, I've noticed that some of the elderley walkers don't use maps at all, home-buyers are always using digital maps. But really, there are changes it has brought around. Even just in the context of University Life, apps like iSheffield, didn't exist before and seeing where, like has that changed the way the choice of how lecture routines are set up, the choice of lecture hall being in rooms that are quite easy for students to find, or you know all the Sociology lectures will somewhere where all the Sociology students know where it is, or does a tool like iSheffield then open that up and then give you a wider choice of lecture rooms to pick whichever one is available. I'm quiote intersted in things like that really. | Me |  | Digital maps in everyday life |
| 160 | 59:34.0 - 59:59.0 | Hmm. It;s quite interesting you mentioned that, because it's just this weekend that I have used RightMove, and its map function to find my Mum a flat, you know, and she wantedto be in a certain Geographic area and there are only about 200 properties, so. BUt that made it a lot easier to find, so yeah the idea do the relationship between where things are to where you want to be is key. It makes life so much easier. | Participant 01 |  | Digital maps in everyday life |
| 161 | 59:59.0 - 1:00:01.0 | Is that...? | Me |  | Digital maps in everyday life |
| 162 | 1:00:01.0 - 1:00:32.0 | I think so, and generation wise, it's interesting that you're finding the flat for your Mum, at least you're not saying to her...because my Mum doesn't engage with digital maps at all. So now, she's completely cut off, so when we do go to family occassions, she relies on me to bring the dgital maps, so I think it's quite dangerous, because if I wasn't there, how woudl she get to these places? She woudln't. And you know, she just flatly refuses to engage with the digital stuff. ' | Participant 08 |  | Digital maps in everyday life |
| 163 | 1:00:32.0 - 1:01:20.0 | Yeah, becase, my Mum is like that. She tried, she tried e-mail, and it didn't, you know, that, it didn't work. But again, the problem there was she was too soon into it. Because she was on dial-up, right, so there was a whole process of plugging in dial-up and connecting and that kind of dtuff, but now with broadband it's dead esy, right? And so my Mother-in-law, who is actually older than my Mother - five years older, she's 85, has a laptop, uses Skype, does e-mail, the whole bit. Doesn't have a problem with it all. But she came into it during broadband. Where the accessibility fo it, you know, now you just give them a tablet and you know, it's no problem really. | Participant 01 |  | Digital maps in everyday life |
| 164 | 1:01:20.0 - 1:02:22.0 | Well, that's a whole project in itself. Especially to see of they predfered the layout of websites based on the newer versions of SharePoint compared to the older versions. But I mean, those sort of social roles if you like, of having to take over the role and become mediator of information, or having to become the only source of information for that person, that's quite interesting in itself, they er, I think I'm just fascinated with maps and they do adjust the practices for some people, but really don't for others. Like the wedding venue for example, you might be able to have a longer break for that wedding breakfast, so in soem ways it does adjust that and, but is there is any other examples you, where it has or hasn't adjusted your practice at all? | Me |  | Digital maps in everyday life |

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| --- | --- | --- | --- | --- | --- |
| 165 | 1:02:22.0 - 1:02:54.0 | Um, I think the other thing is with finding friends houses, I mean you often go to University with friends, and they often locate to different areas don't they. Whereas in the past they would say "just get to the train Staton, I'll meet you there", now it's like "I'll just meet you at your house". It's not sio much an issue now, in the same way that actually I'm not havingto fight my way through the streets to find wher you are, it's dead easy, it's that instantaneous...oh and it's worth hassling that person to come out their house to come meet you at the train station. So I think it does kind feel like, I think it does make you more confident | Participant 08 |  | Digital maps in everyday life |
| 166 | 1:02:54.0 - 1:02:55.0 | Okay | Me |  | Digital maps in everyday life |
| 167 | 1:02:55.0 - 1:03:45.0 | I think it woudl be interesting to see, and I don't have any evidence for this, but the things that are kind of off-grid, the things that are not obvious are going to start to emerge as, because you know you get to know about them, rather than anyone can know about them, will actually start to emerge aswell. As the places that people want to go to, because no everyone knows about them. And i think that is going to start emerging right. My evidence for that is really, you know, in terms of the way things like Facebook, and the way the demographics have changed a lot in Social Media, where originally it was for younger people, wheras the demographic now for Facebook is, oh, I don't know is 40 plus i think is the average age. | Participant 01 |  | Digital maps in everyday life |
| 168 | 1:03:45.0 - 1:03:47.0 | They could have a massive effect there then | Me |  | Digital maps in everyday life |
| 169 | 1:03:47.0 - 1:04:06.0 | Yeah, so it's all shifting, and I think those shifts that are taking place in social media will impact, and I think it's taking, you know maps apps, I think itls going to be all about, you know, knowing the secrets | Participant 01 |  | Digital maps in everyday life |
| 170 | 1:04:06.0 - 1:04:11.0 | Is that just the secrets within, if you like 'online' places, or is that 'real-life' places aswell? | Me |  | Digital maps in everyday life |
| 171 | 1:04:11.0 - 1:04:54.0 | Well, I think, no, its real life places, but I think trying to get in some places these days is an absolute nightmare, like trying to book somewhere. If you go on a flight on Friday, and you go "right, I want to go out tonight", trying to find a place to eat on Friday night, and book it is just a nightmare, because people just go, well maybe they go out nmore, I don't know. But I think it;s that sense of sensibility of place, because you can look on an app, and you can look on a map online, you can know where it is, you don't have to know where it is. You know, all that information is available to you. | Participant 01 |  | Digital maps in everyday life |
| 172 | 1:04:54.0 - 1:04:57.0 | So it's no longer that people go out ona Friday night, to their usual restaurant? | Me |  | Digital maps in everyday life |
| 173 | 1:04:57.0 - 1:05:11.0 | No, well, we certainly don't! If we're going out, we try and find different places to go, and then I'm sure that we're then encroaching on somebody elses regular haunt, taking their space! | Participant 01 |  | Digital maps in everyday life |
| 174 | 1:05:11.0 - 1:05:33.0 | Yeah, well, I mean that's quite, I mean, just going back to, I mean you were on about restaurants there, but in terms of places that people don't know about, can you give me an exmple of that? Because as you say, they might just disappear, but if they are not there, how do they...? | Me |  | Digital maps in everyday life |
| 175 | 1:05:33.0 - 1:05:42.0 | I'm trying to think, no I can't off the top of my head, probably the presssure! But it'll come to me. Go on. | Participant 01 |  | Digital maps in everyday life |
| 176 | 1:05:42.0 - 1:06:01.0 | Just, the way I've interpreted that is, near Entwhistle there is a train stop, and the train doesn't actually stop, you have to ask the driver, and they will stop for you, now that might not neccessarily be on a map, is it that... | Me |  | Digital maps in everyday life |
| 177 | 1:06:01.0 - 1:06:03.0 | Um-hum, so yeah, it's the idea of local knowledge | Participant 01 |  | Digital maps in everyday life |
| 178 | 1:06:03.0 - 1:06:04.0 | Rightey-oh | Me |  | Digital maps in everyday life |
| 179 | 1:06:04.0 - 1:07:11.0 | So like the cafe at Carbrae, if you're a cyclist you'll always stop for a pot of tea or toasted tea cake at Cafe Carbrae, but that is cycling folklore. I have no dea of they are on a railway line, do you know what I mean, but you don't need to know that, but if the clubs are out on a Sunday morning, and the clubs are doing their runs, there are just stacks of bickes outside this cafe at Carbrae, and i know what you mean about them going online, it's almost an affront, do you know what I mean: a) they don't need to do it; and b) it's not them. Or like Claire's coffeee shop in HOwarth. It's only opne when Claire feels like opening it, and it's basically the front room of her house, and it's behind a bright yellow door, and not everyone knows about it but she does fantastic coffee and cake, so if I'm ever in Howarth, I always think "Oh let's just see if Claire's is open". But it's all really andom, but again itls that folklore of - you found out because someone lese recommended it. IT;s a bit like you don't want everything on CCTV, do you know what I mean. You don't want every movement you ever do to be observed, tracked, and measured. Whatver, you do kind of want things like "Oh I just found that out, or I just found that out". | Participant 08 |  | Digital maps in everyday life |
| 180 | 1:07:11.0 - 1:07:15.0 | So I won't tell anyone else, because I want to keep it for myself. | Participant 01 |  | Digital maps in everyday life |
| 181 | 1:07:15.0 - 1:07:21.0 | Or you only tell people you like [laughs] | Participant 08 |  | Digital maps in everyday life |
| 182 | 1:07:21.0 - 1:07:44.0 | Yeah, well, actaully there is a pub in Derbyshire, I think it's Kirk Ireton, called The Bygone. They don't serve food, they just serve beer, and itls a Camra pub, and basically that's it. And again, that;ls in somebody's front room, and that's been since the time imorial, and it's those kind of places that - don't record that, don't put that on - [joking, laughs], but it's those kind of places that...[pauses] | Participant 01 |  | Digital maps in everyday life |
| 183 | 1:07:44.0 - 1:07:48.0 | When you say that, do you think that they will, or how will digital maps work? | Me |  | Digital maps in everyday life |
| 184 | 1:07:48.0 - 1:08:04.0 | Well, I think, I don't know, I think the point I'm trying to make is that there is a sense that by not being on a digital map, that gives it more cache, so it's not available to everybody. | Participant 01 |  | Digital maps in everyday life |
| 185 | 1:08:04.0 - 1:08:05.0 | So it's not neccessarily that you would like averything on digital maps, and some kind of refinement panel so you coudl filter. There is some things that you would prefre not to be on the maps itself. | Me |  | Digital maps in everyday life |
| 186 | 1:08:05.0 - 1:08:08.0 | Yea | Participant 08 |  | Digital maps in everyday life |
| 187 | 1:08:08.0 - 1:08:20.0 | Yeah, maybe it's... | Participant 01 |  | Digital maps in everyday life |
| 188 | 1:08:20.0 - 1:08:36.0 | You don't want it to really show everything on the street I don't think, where is the joy of discovery then? | Participant 08 |  | Digital maps in everyday life |
| 189 | 1:08:36.0 - 1:08:45.0 | Or the joy of a text more than a map sort of thing, that was the joy of the Wainwright books, you know, there were gems in there taht were just sort of 'there', | Participant 01 |  | Digital maps in everyday life |
| 190 | 1:08:45.0 - 1:08:54.0 | Yeah, No, I understand that, although that can be quite funny. We'll move on to the next one then [chcked watch to emapahses timescale]. Just wasn't sure waht the time was then | Me |  | Digital maps in everyday life |
| 191 | 1:08:54.0 - 1:08:56.0 | I will have to rush off for a half four meeting | Participant 08 |  | Digital maps in everyday life |
| 192 | 1:08:56.0 - 1:09:50.0 | Yeah, I will go through, that's why I'm running off a bit. Um, the last one is quiote a simple one, but it's something I was hoping to get feedback on really. Google is my ‘go to’. I left it to last because I didn't want to lead any of the other questions, so there are all sorts of maps people use, Apps, websites with embedded maps, and I know some peopel use OS maps, but why do people use Google, even when there is something local like the University of Sheffield maps - which has got everything on campus? EVen whn they use the UNievrsity of Sheffield map,m they still prefer to go back onto Google. I'm curious as to why that is such a dominant choice. | Me |  | Digital maps in everyday life |
| 193 | 1:09:50.0 - 1:09:56.0 | [long pause] - Oh, I lookedlike I was going to say something then [laughs] | Participant 01 |  | Digital maps in everyday life |
| 194 | 1:09:56.0 - 1:10:23.0 | See my default is Google maps. I know that is terrible to say, but I just need one source that is reliable, and I can use it, and it does what I need it to do, and it kind of gives me a full point of view, and it meets my needs really, so its job done. I hate Bing. Bing drives me nuts, you look on stuff on Bing maps and I ignore it and go straight to Google, because it's not the interface I'm used to, and I don't find it easy to read. | Participant 08 |  | Digital maps in everyday life |
| 195 | 1:10:23.0 - 1:10:24.0 | Is that familairity, or... | Me |  | Digital maps in everyday life |
| 196 | 1:10:24.0 - 1:10:25.0 | [nods] | Participant 08 |  | Digital maps in everyday life |
| 197 | 1:10:25.0 - 1:10:37.0 | when you say there about trust, is that because of the map itself, or is that because it's Google? | me |  | Digital maps in everyday life |
| 198 | 1:10:37.0 - 1:11:52.0 | Um, I don't particularly like Google, I think they're quite, I don't know, itls quite pervasive isn't it, as much as I use it, I still recongise that it's got too big of a monopoly really. Um, but I guess that it does come down to reliability, and I guess that I like that I can zoom in, so I can drag it up and down and move backward and forwards, and it's just got the, the normal abstract street - view, so just the grid, rather than the drawings of streets, whch I find incredibly easy to read and understand, buy then I guess I must have trained myself over time to read and understand it, rather than - err, through use i got used to it, and um, so yeah. And i think, the thing about Google, even if you search the University website, it defaults to a Google search. I mean Google is not just about maps, they are everywhere. You know, I mean, I was shocked when I first came to the University, at how much the University relies on Google for Google Mail, Googe Drive, Google everything, and I was like - can't we use Outlook? And I still miss Outlook for the record. | Participant 08 |  | Digital maps in everyday life |
| 199 | 1:11:52.0 - 1:11:57.0 | I mean, is that the same fro you? Are you, do you you Googel a lot? | Me |  | Digital maps in everyday life |
| 200 | 1:11:57.0 - 1:14:05.0 | Yeah, I guess, I mean when did I transistion to Google? Because I remember Alta Vista, and I remeber Copernick, which was a search engine I used to use before Google, and then Google as a search engine just became really great, and it worked really well, it was very simple, and the results you got out of it seemed to be better than anywhere else. That's how, that's why I guess I migrated to Google. Then it became, then it was cemented because, um, it was when the started to incorporate the search engine into the address bars in browsers that I had a choice, and I chose Google, right - because of that experience. And then I got an iPad and an iPhone, and they have Google apps, and at that time Google Maps was the de facto mapping app right, it came with it - found it on Google maps. I think I got more interested in what Google was doing mapping-wise through Google Earth. Right. Because I found earth a fascinating thing to just tootle around with, you know, just trying to figure out how far places were, and it was...I always wanted a globe, but they are very expensive. Here's Google Earth and it's free, and then you've got this world in your hands, and you can manipulate it, and you get a real sense of the relationship of places, the whole concept of followingthe great circle route, when you're flying and that kind of stuff. You get a real sense of why places are...and not in a straight line, on you know, whatever projection you were looking at on Google Earth, and why on a sphere they are different, and it's the perception of place, and you know, when you're in Austrlaia you are actually stood [gestures at two poles on a globe], you know, and it's a weird concept, but it was just those sort of thinsg I guess that drew me to Google. through Google Earth that I found that I liked Google. | Me |  | Digital maps in everyday life |
| 201 | 1:14:05.0 - 1:14:15.0 | Okay, I mean Google Earth is quite a strong community aswell, I mean although it is an application, a tool, but you've got a strong community you can get involved with too...? | me |  | Digital maps in everyday life |
| 202 | 1:14:15.0 - 1:14:17.0 | mmm [agrees], I didn't get involved with that | Participant 01 |  | Digital maps in everyday life |
| 203 | 1:14:17.0 - 1:14:18.0 | okay | Me |  | Digital maps in everyday life |
| 204 | 1:14:18.0 - 1:14:29.0 | SO it was just , purely the visual aspect for me, and I want to say tactile, but it's not, because it is visual, but it felt tactile, | Participant 01 |  | Digital maps in everyday life |
| 205 | 1:14:29.0 - 1:14:34.0 | Okay, so it's not neccessarily the content for you, itls teh fact that you've got control of the content? | Me |  | Digital maps in everyday life |
| 206 | 1:14:34.0 - 1:14:35.0 | [nods in agreement] right. | Participant 01 |  | Digital maps in everyday life |
| 207 | 1:14:35.0 - 1:14:36.0 | SO is that...? | Me |  | Digital maps in everyday life |
| 208 | 1:14:36.0 - 1:14:37.0 | Yeah | Participant 01 |  | Digital maps in everyday life |
| 209 | 1:14:37.0 - 1:14:38.0 | Okay | Me |  | Digital maps in everyday life |
| 210 | 1:14:38.0 - 1:14:48.0 | And the fact that you coudl actually zoom all the way down to Street-View, because i think that's where Street-View first arrived, in Google Earth. It wasn't in Maps, it was in Earth. | Participant 01 |  | Digital maps in everyday life |
| 211 | 1:14:48.0 - 1:14:51.0 | I'll have toi look that up! | Me |  | Digital maps in everyday life |
| 212 | 1:14:51.0 - 1:14:53.0 | Yeah, it was that way around | Participant 01 |  | Digital maps in everyday life |
| 213 | 1:14:53.0 - 1:14:57.0 | So, in some ways, if you like, was it that Brand loyalty, and is that built on layer upon layer, or...? | Me |  | Digital maps in everyday life |
| 214 | 1:14:57.0 - 1:15:05.0 | I guess so yeah. There are those spaces where Googel aren't neccessarily...you know - I still use Outlook. | Participant 01 |  | Digital maps in everyday life |
| 215 | 1:15:05.0 - 1:15:06.0 | I wish I could | Participant 08 |  | Digital maps in everyday life |
| 216 | 1:15:06.0 - 1:15:25.0 | And feed my Google mail into my Outlook. So again, that's just an old old habit, that's dying hard. You know, I find it very irritating to use Googe mail, so I don't use it. | Participant 01 |  | Digital maps in everyday life |
| 217 | 1:15:25.0 - 1:15:42.0 | Yeah, so I'm a Data Adminsitrator by day, so I have to use Outlook, and it's what I'm used to, but it's intriguing to see a lot of Universities starting to use Google, which is the opposite of what a lot businesses go for. So I have to use one for work and one for University, and I have noticed that a lot of Universities have moved | Me |  | Digital maps in everyday life |
| 218 | 1:15:42.0 - 1:15:43.0 | Well it is cheaper | Participant 01 |  | Digital maps in everyday life |
| 219 | 1:15:43.0 - 1:16:02.0 | Well, yeah. Especially with Drive. But yea, I know that even from my Survey of 281 people, only 2 had come back with Google not as their top choice for Maps. Quite interesting really. | Me |  | Digital maps in everyday life |
| 220 | 1:16:02.0 - 1:16:34.0 | When I first started using digital maps, was it streetmaps.co.uk and Multimap I think, and recetly I actually went back to those, and the interface just seems so clunky now, it just seems so heavy and complicated, whereas the Google stuff is very light and I just find it very easy to manipulate, and I think it's because you can do that zoom in, zoom out, you can choose different views, you can move the map around if you want to. I think it is very flexible, and in that sense it is quite accomodating. | Participant 08 |  | Digital maps in everyday life |
| 221 | 1:16:34.0 - 1:17:00.0 | Yeah, when Apple ditched Goohgle maps on their iOS and the brought out Apple maps, you know, I kind of wanted that to be better, and it wasn't. I went on, it was a disapointment and I just went straight back to Google maps. Still, have both sat there, but I did breath a slight breath of relief when Google launched an iPad app, rather than having to go through the web browser. | Participant 01 |  | Digital maps in everyday life |
| 222 | 1:17:00.0 - 1:17:02.0 | Yeah, the updated content that rasterises slightly quicker aswell. | Me |  | Digital maps in everyday life |
| 223 | 1:17:02.0 - 1:17:03.0 | yea | Participant 01 |  | Digital maps in everyday life |
| 224 | 1:17:03.0 - 1:17:09.0 | Bit it's just interesting the fact that so many people go for Google Maps. | Me |  | Digital maps in everyday life |
| 225 | 1:17:09.0 - 1:17:37.0 | And I was an avid MapQuest user, when I had to, um, when I was using digital maps and printing off directions, I didn't use anything other than MapQuest. Ever. And it happened like that [clicks his fingers]. It was just a different application, and it was right there on a digital interface I could use on my iPad, that was it. | Participant 01 |  | Digital maps in everyday life |
| 226 | 1:17:37.0 - 1:17:39.0 | Do you know roughly when that was, timescale wise | me |  | Digital maps in everyday life |
| 227 | 1:17:39.0 - 1:17:53.0 | Um [long pause] yeah, when they launched an iPhone timeframe, so it's about... | Participant 01 |  | Digital maps in everyday life |
| 228 | 1:17:53.0 - 1:19:24.0 | Okay. Just looking at the progression of Google Maps it is quite interesting, I mean they bought Housing Maps in 2005, and just managed to reach to market stuartion within that time, and that's it. But yeah, if you need to be going the obvioulsy [one particpnat needed to lave for a meeting] I'll wrap it up now, and justs ay thank you very much for coming.... | Me |  | Digital maps in everyday life |