**Name:** Files\\Group 1 - University Life\\Participant 08 and 09 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Themes** |
| 1 | 0:01.0 - 0:27.0 | Okay, so we've been over what I do, and where I am in the research process. So, just to jump into the questions then, um, so you deal with maps in an institutional setting, but just in terms of your daya to day life, which maps have you used so far? | Me |  |
| 2 | 0:27.0 - 0:41.0 | Google Maps, because we do travel quite a lot for our work, but that's equally suplimented by Sat-Nav, so I use that as a reference, rather than following it inb teh old traditional map way. | Participant 09 |  |
| 3 | 0:41.0 - 0:43.0 | Okay, and is that the same for you [to Participant 08] | Me |  |
| 4 | 0:43.0 - 1:06.0 | Yea, very smiliar, I think I use Google Maps quite a lot to actually identify where something is, ususlly I prefer teh actual street-view rrather than the photographic one, usually becaise I'm dribing and I need to know, as I go along that 'it's the third right, and if I get to the roundabout I've gone to far', rather than looking at it more visually | Participant 08 |  |
| 5 | 1:06.0 - 1:15.0 | Okay, so then, um, in terms of they way use maps in your everyday life, how does that play into teh way you design maps? | Me |  |
| 6 | 1:15.0 - 1:59.0 | That was born out of...the fact, it sounds daft, but it came out of the campis self-guided tours, because we often regulate campus tours to visitors. They can't always attend when we do the tours, so providing them witha degree of flexibility, but also rather than just arriving at the University and getting one of the big location maps, that is helpful to find locations, but maybe doesn't suit their needs in terms of finding out a bit more about the University context. That was based on, the map itself was actualy based on the location map from last year, and wheat we do is add all the information from the tours we conduct for people. | Participant 09 |  |
| 7 | 1:59.0 - 2:06.0 | Just thinking about the tour, is there are rationale for finding a route, or is it literally by shortest distance? | Me |  |
| 8 | 2:06.0 - 3:02.0 | It's to give pople an overview of campus, so we don't sort of visit everywhere on campus, yoiu know the student union is quite a big feature of Sheffield, and I think that's quite an important feature to use for students, but it's generally just to give people a flavour, see it in context of the University - and that's why why provided a city self-guided tour, because we've got people visiting Sheffield, that didn't know Sheffield, so this was to give them an idea, so they could have a wonder around Sheffield basically, and we put a suggested route on there that hopefully encompasses the nice places, the more aesthetic places, let's say, but alos that serves as a route to and from the train station, becaiuse we get a lot of people coming from the train station. So the idea is, that after their time with us, they can have a nice downhill walk through Sheffield. I think that's probably bit we're keen the emphasise | Participant 09 |  |
| 9 | 3:02.0 - 3:05.0 | So that's a nice thought on topography aswell. | Me |  |
| 10 | 3:05.0 - 3:06.0 | yeah | Participant 09 |  |
| 11 | 3:06.0 - 3:11.0 | So when you say aesthetic, is that based on local knowledge, or do you go to lonley planet or...how...? | Me |  |
| 12 | 3:11.0 - 3:37.0 | It's purely done based on anecdotal, so students mainly use areas like West Street, or the centre, rather than directing students down side streets, or where to be fair, the building aren't that exciting or intersting to look at, and would probably serve very little purpose. Yoiu know, it's great to know wher to go as a blood donor, but it may not be a priority when choosing Sheffield as a place to study. | Participant 09 |  |
| 13 | 3:37.0 - 3:59.0 | Okay, so a lot of it is about the experience, and obvioulsy, well I guess that's quite student centred. I'm juts thinking, say in terms of international research collaborations, would you think of the route a delegate might take, if they wanted to take a look around, or os that not your core demographic? | Me |  |
| 14 | 3:59.0 - 4:13.0 | It's not our core demographic, there is the International Office, who deal with all visits from overseas, and they do similar to use, although with a slightly different focus. I don't know if they use maps, or if it's more the interaction with people. | Participant 09 |  |
| 15 | 4:13.0 - 4:22.0 | So, in some sense ways are you 'selling the city' to say 'this is a lovley place to stay, come to Sheffield'? | Me |  |
| 16 | 4:22.0 - 4:23.0 | Yeah | Participant 09 |  |
| 17 | 4:23.0 - 5:33.0 | I think aswell, like, um, in the prospectus, a lot of people like the images , because they look through a prospectus and they already have a feel for 'what would it be like if I stood there?, but in a prosectus because of the layour of the publication, you end up with individual buildings appearing at different points, so to try and get a coherent sense of what the campus is all about, that's where things like the campus tour map are really invaluable, because it places the building and says "this is where the library is, and relative to the library this is where Chemistry is", so they can actually start to get an idea of, "oh, it's literally across the road. It's only going to take me five minutes", but I think in the prospectus we do have almost like a flat campus map, so the buildings are coloured into different zones. So we've got pink zone and what-have-you, but the issue what that is...It's helpful, bceasue it shows people the whole xpanse of campus, but it's still quite abstract, so they still kind of struggle a little bit to get their heads round 'well, what does it really look like?', and I think peoples' expectations now, particularly with digital maps, is they shoudlk be able to see what it looks like, aswell as the layout of it. | Participant 08 |  |
| 18 | 5:33.0 - 5:34.0 | Okay, so that's... | Me |  |
| 19 | 5:34.0 - 6:16.0 | That's...Okay, so I was just thinking about the place, when we were doing...looking at the images we used when for the self-guided maps, we actually did it based on what soembody would see if they were stood there, so rather than having areally nice photo of a building that, well, if they were stood there they would never see that angle, it was trying to get them a fix, so if they were stood there and felt slightly lost, they could go 'oh, well that looks like that building there', rather than a really nice arty one. The Arts Tower shot, isn't meant to be...hopefully that's what I would see if I was stood there, or if I'm not stood there, I can tell where I need to get to, to see it. Rather than just having it for a photographs sake. | Participant 09 |  |
| 20 | 6:16.0 - 6:27.0 | And I think that is really important aswell, welll. The fact that, well, when somebody understands that this is what the arts tower looks like - it's a slightly ugly, high-rise building... | Participant 08 |  |
| 21 | 6:27.0 - 6:28.0 | [Jokingly gasps] | Participant 09 |  |
| 22 | 6:28.0 - 6:44.0 | ..no, well, it is to be fair! Um, but at least that no matter where they are, they can see it, and think 'that's where the arts tower is'. Whereas if we showed a beautiful stunning shot of it on a sunny day, it's not going to look like that on a rainy Saturday. so, yeah... | Participant 08 |  |
| 23 | 6:44.0 - 6:48.0 | Okay, so that's less aesthetic, that's just practical really? | Me |  |
| 24 | 6:48.0 - 7:06.0 | Yeah. I mean aswell, where Firth Court is, it's actually not that easy to see the building, and from many parts of campus it's actually quite hidden. Or it's red brick, and then you see another red-brick which is actually much more modern. Because you don't know it, how they know you don't mean that red brick building, you mean this red brick building. So... | Participant 08 |  |
| 25 | 7:06.0 - 7:22.0 | Yeah, because you've got the hospital there, and...yeah. Um, just on a separate one then. Just going back to your, the way you use maps everday. I mean, you have both used Google and you both use Sat-Nav, but is there any reason why you prefer Google to any other map, or....? | Me |  |
| 26 | 7:22.0 - 7:50.0 | I think in all fairness, that's probably one of the first ones that pops up. Um, I started using Google maps when I first started using maps, in fact, um, maps like that. It gave me clear directions, it gave me length of time and it allows you to alter the route, so thinking ona very work focussed basis, if I need to get to a school, and even if I've allowed myself plenty of time, and extra time for traffic, I want to know that there is another route if I need to get there. | Participant 09 |  |
| 27 | 7:50.0 - 7:52.0 | Okay, so it's the... | Me |  |
| 28 | 7:52.0 - 7:57.0 | ...but I'm sure other maps are equally good [laughs]. | Participant 09 |  |
| 29 | 7:57.0 - 7:59.0 | Oh, I'm just curious, seeing as you both seem to use them. How about you [to Participant 08], is there any reasn why you prefer... | Me |  |
| 30 | 7:59.0 - 8:37.0 | Yeah, I use um, like [Participant 09], I use Google Maps becaise it was one of the firts ta the time I started using maps, and I've never, and I like the clarity of teh map in Google aswell. I've always found it easy to interpret. But if I'm going to a school, I'll actually use AA routeplanner, so to get directions about how to drive there. But I will usually print out Google maps, and usually I will print out the near vicinity, but also a view where it s more the approaches to, so that I know...I've basically got two guidance points, about where...this is where it sits within a town, so I know where I am heading to, but then within that custer of streets, that's exactly where the school is. | Participant 08 |  |
| 31 | 8:37.0 - 8:38.0 | Right... | Me |  |
| 32 | 8:38.0 - 8:48.0 | ...and I use print outs more than anyone else I think, because my iPhone never works [laughs]. So I can't rely on digital connection, so I tend to print the maps out and use them. | Participant 08 |  |
| 33 | 8:48.0 - 8:50.0 | Okay, well we can talk about that more a bit later [pointing at later point on topic guide] | Me |  |
| 34 | 8:50.0 - 8:52.0 | I just like the size aswell! | Participant 09 |  |
| 35 | 8:52.0 - 9:19.0 | Ooh - I need to just check this is still recording. I can't see the red light [refrrein to the camcorder. Got up and checked camcorder]. Yes it is, phew. Thank goodess for that! Um, in terms of using digital maps, do you think students use Google as their main source of maps aswell, from your perspective, or do you think they use other digital maps before they come to the University? | Me |  |
| 36 | 9:19.0 - 9:59.0 | I've never actually asked students which maps or service they use, um, I would assume that Google is quite kind of popular, I mean, I find it quite interesting, watching...because often on an open day, you can see them using their iPhone or whatever to actually use maps to guide them round campus. So they have physically have the map on their phone, and they are literally walking with it, with Mum stood next to them, and they're checking that they are coming to the Arts Tower, or making their way to the student's Union, and I think it's interesting how it's that sense of - they do want everything, right there. IT's the immediacy and convenience of having it to hand. | Participant 08 |  |

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| 37 | 9:59.0 - 10:26.0 | But you do, I was going to say, it's quite interesting because you do...everybody arrives in a different way, so if people are travelling by car, they'll say "I put this into the Sat-Nav" instead of using postcode, you get people that are then travelling by train, and they're clutching the bits of paper they have printed off, but like you said [addressing Participant 08], a lot of the time now, and i've noticed in the last couple of years, on teh opne days, there's a lot less paper, everybody os pretty much on the phone. | Participant 09 |  |
| 38 | 10:26.0 - 10:27.0 | Okay | Me |  |
| 39 | 10:27.0 - 11:12.0 | That's a good point actually, because we, I'm one of the members of staff who helps on the campus tours desk, so that's where pople come to book a place on a campus tour, but we also often end up giving them guidance about "You're here, to get the the accomodation tours, you need to get here", and we use not these maps, but the printed campus maps - the orange one, and we actually say to people, well, we draw a circle around them [gestures as though drawing onb a map] "you're here at student union, you go out here, you turn left, and that's your road there" rather than standing there with an iPad, where we would...an we physically print a map, we give a map to a person [gestures at handing a map to someone}, and they woudl, you know, walk of with it, so [turns to Participant 09 for agreement/reassurnace] I donb't think with maps...I think people still like to have the origami experience [laughs], of trying to unfold a map and refold it, | Participant 08 |  |
| 40 | 11:12.0 - 11:14.0 | Yea [laughs], and we had one specifically that was an open day map... | Participant 09 |  |
| 41 | 11:14.0 - 11:16.0 | Was that the blue one, with the kind of lolipops? | Me |  |
| 42 | 11:16.0 - 11:29.0 | Yeah, the blue one, so we tied it thematically with all the different images we were using, but also it highlighted key pointers for that particular day that people were likley to be trying to get to. | Participant 09 |  |
| 43 | 11:29.0 - 11:42.0 | Okay, so more specfic to the day aswell. Um, just out of curiosity, it's a separate one, but would it be useful for you to see what types of map students were using before? | Me |  |
| 44 | 11:42.0 - 11:43.0 | Um [affirmative sound, combined] | Participant 08 and 09 |  |
| 45 | 11:43.0 - 11:45.0 | It's just I did a survey with 281, which I can shift that and get the data over to you if you want? If that woudl be useful? | Me |  |
| 46 | 11:45.0 - 11:46.0 | Um [nods yes] | Participant 09 |  |
| 47 | 11:46.0 - 12:42.0 | Yeah, that would be good....I think aswell though, when we have an open day, now, I've worked at several universities, so this may not be the case at Sheffield, but when I worked at Newcastle, one of the things we did was station 'Student Ambassadors' at strategic points around the campus, so wherever a student was, they could always see a student ambassador, and they could always ask directions. So there was always that person. Physical reasurrance of "Yes, you do keep walking up here for the Medical School", rather than just relying on maps - whether they are print or digital, because visitors are quite confused [laughs]. They are quite confused and everything feels quite alien, and they are always quite aware of time pressures aswell. Sometimes with a map, it can be a guide, because you can work out where you are going, but they can equally be a source of frustration, if you can't pinpoint where you need to be, and actually you just need to talk to somebody, and say "Am I Heading on the right direction, or...?", | Participant 08 |  |
| 48 | 12:42.0 - 12:52.0 | Okay, that's...so you put those physical resources in place, just to reassure and guide them. Okay, | Me |  |
| 49 | 12:52.0 - 13:35.0 | And in fact, just thinking about students, and in fact the example I gave was when we were talking about the accomodation, we put coaches on, so it makes it easier to get up there, it's easier for visitors to be managed aswell, in the nicest possible way. Because there is a lot to fit in, and you want them to maximise their time, but we have had students do the same, wearing T-shirts, lollipops, pointy fingers - although I think MIley Cyrus has reduced their love of the foam pointy fingers [laughs], since her single 'going to point down' or whatever it was, anyway that's where I digress, but that does help people. What we can't account for is when they go off little side-streets, or take completely the wrong turn, or they are coming from dircetions we don't neccessarily know about. | Me |  |
| 50 | 13:35.0 - 13:52.0 | ...which is quite likely...? You've got lots of sidestreets in Sheffield isn't there? So it's...um, the next one, it's a bit of a strange one to ask if you produce maps, but how reliable or trustworthy do you think digital maps are generally? | Me |  |
| 51 | 13:52.0 - 14:09.0 | Generally, I think they are pretty good. I've never come across a map that wasn't up-to-date. I think Sat-Nav is a different issue, but it's your responsibility to update a Sat-Nav isn't it, so...the number of times I've gine onto a road that has changed significantly since the Sat-Nav received its latest instructions is quite entertaining. | Participant 08 |  |
| 52 | 14:09.0 - 15:05.0 | [joking] I don't mind that, it's to the excitement, like there's a bit when I'm on the road A1, and I don't know what it is, but they must have done something, but you're driving along, it's just a straight road, there's no exits or entrances, and it says "do a U-turn" [laughs]. And I Go "Why", because I'm heading further North, and I know I don't need to do a U-turn, and then I drive for about another 100 metres, and then it resets itself. So there is something on the A1 somewhere that affects it. I don't know if that's just my Sat-Nav or what. But I think as a general rule, they're quite reliable. I think I used to use routeplanner before I had a Sat-Nav, and I found that incredibly frustrating driving around Manchester, because none of the roads seemed to match what it said on my bit of paper. Um, but I think if you're more familiar with an area, or you've been a few times, I'm less bothered how reliable soemthing is, because you feel...I mean I'm perfectly capable of stopping and asking someone if I'm not really sure and all else fails. | Participant 09 |  |
| 53 | 15:05.0 - 15:08.0 | IS that AA routeplanner aswell, the same as [Participant 08] | Me |  |
| 54 | 15:08.0 - 15:10.0 | Yeah, I don't really use that | Participant 09 |  |
| 55 | 15:10.0 - 15:21.0 | And is it, do you think, from a student perspective where they might be quite new to Sheffield, do you think they would find maps quite reliable, and sort fo place a lot of trust in them? | Me |  |
| 56 | 15:21.0 - 15:59.0 | I think one of they key things, I mean of the issues when you talk about with digital maps is when they try to give you an estimate of how long it takes you to get from A to B, because that can be highly unreliable depending on traffic. So it that sense , I think it's tricky. Um, I'm not aware of anybody sayiong "Oh, we were using this map and we couldn't find it", and I mean they don't seem to get too confused between Sheffield and Sheffield Hallam, because ibvioulsy you've got two universities in this city, so I think the digital map must do a fairly good job of distinguishing between the two Universities, because we don't get many people wandering up here going "where is the midwifery department", so...[laughs]. | Participant 08 |  |
| 57 | 15:59.0 - 16:24.0 | And I know in the city, we've had feedback from people over at the union and welcome desk, and from accommodation services - they ordered quite afew of the city self-guided tours so students could go and wonder at their leisure, but they're still, it gave them that security of saying "you might be going there, but this is how to get back", or at least you know, this is "where the tram stop is" | Participant 09 |  |
| 58 | 16:24.0 - 16:27.0 | So it gave them the general amenities? | Me |  |
| 59 | 16:27.0 - 16:28.0 | Yea | Participant 09 |  |
| 60 | 16:28.0 - 16:29.0 | Okay. | Me |  |
| 61 | 16:29.0 - 17:05.0 | I think generally, if a map was wrong, we would hear about it. You know, like in feedback. So if, um, we've done a small talks programme and there is a small typo. In terms of the buildings were put on the wrong form for the map grid reference, and the number of people hwo came back to us and said that's not quite the right map reference" [laughs] you know, so, i think generally speaking with maps, I think itls a key thing - can people find where they need to go quickly is a key requirement, and if that gets blocked for any reason, people are ver quickly to tell you about it because it's like this has to be right, rather than it just being "it doesn't really matter if it's right or not". | Participant 08 |  |
| 62 | 17:05.0 - 17:08.0 | Okay, so it sounds like you have a good set of feedback if there ever is an error. | Me |  |
| 63 | 17:08.0 - 17:15.0 | But I think that's the case with most things, it's...people will tell you if something is wrong, but if it's right, they're probably not going to come forward with that | Participant 09 |  |
| 64 | 17:15.0 - 17:27.0 | Yeah, I get that a lot! Just to...I mean, the next question [gesturing at the topic guide], you have covered already really, but how do you think students use digital maps, we've already covered that really, implicity and um... | Me |  |
| 65 | 17:27.0 - 18:08.0 | Um, I think on that, you know I think a lot are done on perhaps on open days aswell, and I think they're using digital maps, because I think with maps, you've got like, if people do a campus tour or an open day, the student will come with one of the, or two parents. Sometimes, like, Mum will come, but Dad can't make it because he's working, and I wonder how much they use maps as kind of virtual open days, to say, this is what we saw, so when they are talking to Dad about, oh it's Sheffield and oh, I really like this, and this is part of the.... or the nightlife looks amazing, and they are able to actually back that up these days by using digital resources, to say "this is what itis, this is what it looks like". | Participant 08 |  |
| 66 | 18:08.0 - 18:10.0 | So it's sort of proof or evidence really then, isn't it? | Me |  |
| 67 | 18:10.0 - 18:11.0 | Yeah. | Participant 08 |  |

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| 68 | 18:11.0 - 18:34.0 | Um, do you think...how do you think that plays into international students, and the way they use digital maps? Because obvioulsy, they might not be able to visist and they may do an interview by Skype, or Viber or whichever method they choose, but would you imagine they use digital amps to have a look? Or how would that fit in with their... | Me |  |
| 69 | 18:34.0 - 18:46.0 | I would say that, because I don't work with international students, wheras with UK, I mean I imagine they woudl use it, but that is a complete guess rather than...[looks to Participant 9 for agreement/reassurance]...informed opinion. | Participant 08 |  |
| 70 | 18:46.0 - 19:57.0 | As far as I am aware, if we, think because we sometimes get EU visitors, as far as I am aware we send them links to maps they can use. But they do seem to be perfectly capable of arriving here, so I don't know what they use in the meantime to get here, or what we provide is just so wonderful [jokingly smiles]. I should add, but this is a bit of an anecdotal one. I took two students with me to a HE fair, at a college relatively close to here, but about half an hours drive. So I said "Well, I'll be driving, but I have printed you off a map and directions and said you can direct me". Two students, the one in the front had the dircetions, but I generally knew where I was going anayway, but I was just telling him to keep checking I was taking the round turn at the roundabout, but we did get to a place that I wasn't sure about and the student kind of lost their sense of where we were with teh dircetiosn, and they were like "Oh, just give me a minute". The student at the back, just goit the iPhone out and went straight to the map. So I don't know if that might be a...[pause] | Participant 09 |  |
| 71 | 19:57.0 - 19:59.0 | Okay, like digital native? | Me |  |
| 72 | 19:59.0 - 20:13.0 | Mmm. So I was given one student a bit of paper, and they didn't really have an option, they had a paper version of the map, whereas the student in the back has seen us being not quite sure of whether we are going in the right direction, and got a phone out. | Participant 09 |  |
| 73 | 20:13.0 - 20:14.0 | No hesitation, just...[gestures to tapping on a mobile phone] | Me |  |
| 74 | 20:14.0 - 20:16.0 | Yep. I don't knowif that heps or not | Participant 09 |  |
| 75 | 20:16.0 - 20:32.0 | Yeah, well it's interesting to see if there is a big difference in terms of generations, between people have a an A-Z under the back seat of the car and some people just don't now, they have a mobile phone and that's it. Just that if they don't have signal, they get a bit lost! | Me |  |
| 76 | 20:32.0 - 20:58.0 | I think aswell though with maps, it's interesting how much it's preparation, and then in-use, and then re-enforcement. So in preparation before they come to an event, can I get a sense of the layout, where do you need to be, using when they're actually here, and actually after they have been as reenforcement that we did go on a campus tour, but just refresh my memory again where things are in relation to one anther, and I think people do use those three areas really. | Participant 08 |  |
| 77 | 20:58.0 - 21:22.0 | And the...obviously they use that with, I mean how do you think that would fit in with other resources? - Like, learning about soemthing through TRipAdvisor, through to knowing a friend who has already been to the city, maybe 2 years ago? How do you think their use oif a digitla map throughout that process, sort of before, during, and after, would you say that fits in roughly? | Me |  |
| 78 | 21:22.0 - 21:46.0 | I don't know really. I don't think many students, I mean it's a guess really, but I don't think many students would use something like LonelyPlanet to find out about...because LonleyPlanet doesn't give you the information you need to be a student at Sheffield, because it's aimed at tourists if you know what I mean. So I'm not sure they would use those sorts of resources, but again I'm guessing while I haven't done any research into it. | Participant 08 |  |
| 79 | 21:46.0 - 22:04.0 | Yes, and it's one of those sidelines. Like I know when I went to Berlin, I got those city guides, which is a tourist version which is very useful if you're...I mean, I guess it woudl be very useful for going over there, but I don't think for everyday use, but I don't know, maybe we need to ask that question. | Participant 09 |  |
| 80 | 22:04.0 - 22:27.0 | It's interesting, because I'm not just interesting the map itself, but how use of a map fits in with other activities. You know, whether they are looking on a laptop the night before, are they using it on a mobile phone whilst they are on the move. BUt the actual mode of using it isn't only it, but how that speaks to other resources. | Me |  |
| 81 | 22:27.0 - 22:49.0 | Yeah, because you mentioned how the immediacy of teh map didn't you [to Participant 08, who nods yes in response], where to be faor, I might od a bit of preparation the night before, like looking at the route and I might print it off. But other times, niot for work where I'm just going somewhere, I'll go "Oh, I'll just look on my mobile phone". I won't think about looking at it the day before, because I just assume that I'll be able to get that information. | Participant 09 |  |
| 82 | 22:49.0 - 22:53.0 | Yeah, I do that myself, like wher os my nearest cosst [point to my coffee, the gesture as though using amobile] and go. | Me |  |
| 83 | 22:53.0 - 23:15.0 | I think parking maybe might be an issue with digital maps. I mean we get a lot of people who come to campus and they are not sure where to park, and then they can get a bit flustered, becase they parked on a street and only have two hours on the meter and they couldn't find a car park. And I think these days, you can't find a car park unless you have a postcode, but if you don't live in the city, how would you know a postcode from the nearest car park that is not an NCP, you know that sort of, so that... | Participant 08 |  |
| 84 | 23:15.0 - 23:24.0 | Well they can look at the signs [frowns in disagreement with Participant 08]. In the nicest possible way, you know, there would be the traditional blue and white . But then, not having not driven to a city I don't know for a very long time, that... | Participant 09 |  |
| 85 | 23:24.0 - 23:33.0 | Yeah [laughs] | Participant 08 |  |
| 86 | 23:33.0 - 23:34.0 | Yeah? | Me |  |
| 87 | 23:34.0 - 24:52.0 | I actually drve the Cheltenham, and a Sat-Nav wasn't available, so I was in Cheltenham and it was dark, and I was trying to find the A46 to Stroud, and I kid you not, it was almost impossible - and I know Cheltenham. I went up and down so many streets in Cheltenam trying to find the A46, which is meant to be a major A road, but there was practically no road signage, and I did think "Have we got to such a point with digital that if the council is cutting back funds, then we should say 'we're not perpared to pay road tax because everyone has got Sat-Nav'.". And it's liek, what do we do, and I've only got AA routefinder [reference to earlier statement - laughs] and I definately need to find the A46 to Stroud [laughs]. And I was like, this is embarassing, so I give up and go to the Motorway. Um, but I do sometimes wonder if maybe with digital maps, whether that parking thing is maybe an issue. Oh, and the other thing I was going to say with maps is, if you've got any disability issues, I don't know how useful maps are, because it seems to assume that you can manage stairs, for example. So you might want to go somewhere, and plan a route, but if you've got a child in a pushchair or you're a wheelchair user, actually you've no idea of that route is accessible or not - or what the gradient is, again, somebody using a wheelchair, and they are in Sheffield. You know, the hills are an issue [laughs], because if you are pushing yourself, or somebody is pushing you, you would want to renegotiate some paths to get a flatter route if you could, and I don't know if that's possible with digital maps | Participant 08 |  |
| 88 | 24:52.0 - 25:26.0 | Okay, so it's, I mean, that's something I need to have a look at, accessibility issues. But on to a slightly separate one, for students themselves, in terms of they have come to Sheffield, it's quite a new place, how important do you think maps are, well, I mean obviously [laughs] you might have a slightly biased view, but how important do you think digital maps are for them in general? In terms of gettinga round, in terms of getting a sense of orientation, I mean how integral to that do you think map use is? | Me |  |
| 89 | 25:26.0 - 25:34.0 | It's difficult to say, you know, I am just trying to think, because you see people walking around with phones all the time. I don't know what they are looking at. | Participant 09 |  |
| 90 | 25:34.0 - 25:36.0 | Yeah, you can't see the screen | Me |  |
| 91 | 25:36.0 - 26:04.0 | You don't generally know, but being out and about you don't tend to get asked "can you tell me where this is", unless it's an open day, and you know people are specfically looking for places, or where to go, or they just kind of checking to make sure. So I would say on that assumption, people do use digital maps quite a lot, because I can't think of the last time I was out and about somewhere and somebody said "could you tell me where X is?" | Participant 09 |  |
| 92 | 26:04.0 - 26:56.0 | I think sometimes aswell, some students, like say we go to, we're on campus when we go to a school or a college and they've got a careers fair, and often they will say to us "what is accomodation like", and just saying to them "it's like a 15 to 20 minute walk from campus" [hypothetical student response] "Oh that's fine". They don't physically need to see where it is, they just want that reassurnace that it's close-by and that it's within walking distance, um, now parents on the other hand can sometimes, they can be more specific, not all the time, but they will also say "is it a safe route" you know, so their other issue is obviously making sure that their son or daughter is not walking through an area that might be slightly dodgy, so it's, but in that sense you wouldn't refer to a map, you would just give them that verbal reassurance of "it's approximately 20 minutes walk, uphill on the way there, downhill on the way back." | Participant 08 |  |
| 93 | 26:56.0 - 26:58.0 | Okay, right, well that's an intersting point to pick up on. | Me |  |
| 94 | 26:58.0 - 27:09.0 | Because, can you layer them at the moment? Like accessibility, so you you say "I only want things that are kind of wheelchair-friendly" or not. | Participant 09 |  |
| 95 | 27:09.0 - 27:11.0 | There are some maps you can do that with. | Me |  |

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| --- | --- | --- | --- | --- |
| 96 | 27:11.0 - 27:13.0 | Like you can go where is my nearest bank, my nearest petrol station | Participant 09 |  |
| 97 | 27:13.0 - 28:14.0 | Well, there is, I mean there is, well yeah, there is several ways you can do it. But just onto the next one, how, I mena obvioulsy when you are providing a service to students, you are setting a map so they can negotiate a quite new city. How important, for you, are digital maps that preexist, in terms of feeding into that? Do they help with that process, or...I mean, I know when you're looking at maps, you tend to take last years information and update it, maybe if a student hall has moved or a lecture hall has moved you continually update it, so it's relevant for each year, and for events like open days, but going back, and I'm not sure how long you've been here, becasue I know you were at Newcastle and you were at Manchester, were you here when the firts sort of interactive maps became avialable or... | Me |  |
| 98 | 28:14.0 - 28:52.0 | I am just trying to think, because the self-guided tours were developed for prospective students, so they were never really put together with current students, or people who will be in Sheffield for a long period in mind. It was very much to give a flavour. In terms of, as far as I am aware, we send information out, they get a link to the different maps, so the one they can print off and the digital maps, and it's up to the user then to decide which one they prefer, or suits there needs about getting to Sheffield or about being in Sheffield. | Participant 09 |  |
| 99 | 28:52.0 - 28:58.0 | And when you're linking to an external map, is there a prefrred vendor you use? | Me |  |
| 100 | 28:58.0 - 29:53.0 | I woudl generally use Google, because it's apparent to people, unless, I don't do it so much here, but while I was at Manchester Metropolitan University, we had a section on how to get here, and I would direct people to that and that would link to Google maps and if you were coming by car, train etc. We also had something like a flat PDF of campus, so I woudl say "this is the campus, we're building three." And in that sense I woudln't use digital maps at all, because I am directing somebody very specfically to this point, and I know that that's standrad information that you give out, and you would use all the time as it were. And as soon as you come to campus, like if you were to look at MMU in Manchester, it's a bit like a big grey blob [laughs], and I actually need them to find the business school, so using teh campus map wa sthe best way forward. Inseatd fo a digitla map like Google. | Participant 08 |  |
| 101 | 29:53.0 - 30:15.0 | Yeah, which just has a grey outline of the building. But in terms of feeding into the design of them, um, do you take any elemnst from Google or any other map, when you're, doi you sort of say "Ah, they have updated with this, and maybe that might be a nice element to bring through"? Does that, do they play into each other or...? | Me |  |
| 102 | 30:15.0 - 30:43.0 | I think I, because I know I don't deal with overseas, but they are a paper copy, they are available on the we aswell, but they weer always done in midn of 'what woudl you see if you were walking on the ground'? So the images were important. I wouldn't say that was influenced by any other map, because we were thinking "what do visitors need?" you know, to be able to interpret what they need, rather than just looking at a visual map, which is why we included pictures of the buildings. | Participant 09 |  |
| 103 | 30:43.0 - 30:53.0 | So it is very end-user needs driven, and built from the ground up, putting yourself in the mindset? [pause] Okay. | Me |  |
| 104 | 30:53.0 - 31:38.0 | Although I must admit, I do think Google has influenced how people approach maps, because they are so much easier now to interpret. I mean, when I first started working in Universities about 13 years ago, all the campus maps were awful [laughs]. I mean you look back on it now and you can't quite believe it. They were just so difficult to understand what people were trying to be told, about where they needed to go. So I think almost subconciously, I think Google, because it does offer more and more ways of getting a map, and it has got that clarity of street layout, I think that does inform subconciously, how people look at it and say actually, even if they're not following this standard, the fact that they have now got tools and they use and find easy, they then want to replicate those tools anywhere else. | Participant 08 |  |
| 105 | 31:38.0 - 31:41.0 | Okay, I mean that's quite interesting | Me |  |
| 106 | 31:41.0 - 32:02.0 | Yeah, it does give quite clear and concise information, I mean, I can't remember where I've seen it, but I''ve seen [turns to Participant 08], a bit like 'Where's Wally maps', you know, you're here and there's a nice tree, and it's like...they're representations of something rather than being clear about what they are actually showing, so it's more of a cartoon style let's say. | Participant 09 |  |
| 107 | 32:02.0 - 32:04.0 | So it's more, I don't know, more....friendly, or...? | Me |  |
| 108 | 32:04.0 - 32:05.0 | Oh, absoluteley... | Participant 09 |  |
| 109 | 32:05.0 - 32:59.0 | ...I think it's the orientation aswell. You know like,well, this building comes up rally, but you know when you go to a bus stop and you've got a 'you are here', and it's like "well I'm here, but you're pointing me to the opposite direction to where I am actually stood". So I, not knowing this place, I could quite happily walk the doown this road, going wrong way going down the right road. Whereas I think with Google, it has that sense of, it does orientate you in terms fo of saying that, "well, if you're stoood here, there should be a pub to your left", and you think actually there is a pub to the left and I can work from there, so I think it has changed that view. So now, when you look at public transport things, they orientate the map to where you are actually stood, rather than a bog-standard map, and I'm sure that's because poeple now, they just this so...they get , they don't just find it irritating, they get really frustrated because they know it doesn't have to be like that. It's like, I know there is a better way, so acheive it [laughs] | Participant 08 |  |
| 110 | 32:59.0 - 33:27.0 | Yeah, because we had this discussion about sort of putting North, East, South, West on it, on the map, and I was saying it, nobody really uses compass points, but with the iPhones and other smartphones that are also on the market [laughs], you can get a compass, but I woudl still never use it to figure out of I was facing North, South, East or West. I do it verey visually, by "what can I see when I'm stood here?" | Participant 09 |  |
| 111 | 33:27.0 - 33:38.0 | Okay | Me |  |
| 112 | 33:38.0 - 33:44.0 | But I do map reading like that [gestures to moving a paper-based map at 90 degree angles], which is frustrating on the phone because then it tips round [screen rotation]. So even then, when you try to do what I would do with a paper-map, as soon as I flip it on my phone, the map then flips aswell, so I'm sure there is something that turns it off, but I don't know what it is. | Participant 09 |  |
| 113 | 33:44.0 - 34:31.0 | So, I think that might be one of things I'll see getting flagged up with lesiure-walkers, because obviously they will need to know the sun is on this side, at this time of day. They need to be able to [gestures to rotating a paper-based map], so I'm intrigued to see how they paper and digital. But um, but that's actually a really good point, how that's actually subverted the way people, their expectations. So not only have maps changed, but what they expect of a map. That's, I hadn't thought of that. Um, just onto the next one then - I'm just going to move onto the sense or experience of maps. I mean, obvioulsy you've got..so..for you personally first, and then for students. Do you think a map has ever changed the sense or feel you have for a place? | Me |  |
| 114 | 34:31.0 - 35:35.0 | Um, I think, um, I surprise myself sometimes. If I go away on holiday, and I think, we were going to Berlin and we were looking through all the maps [gestures to flicking through a book], but then we also got phones out, but I never thought about where I was in terms of North, South, East, or West until we saw the weather report, and then I would'nt think about it, unless we were near the wall with the East and West, and then I woudl know that's where we were in relation to the rest of the city. But I don't if that's, maybe that's something that's very specific to everyone. You think about where you are and your immediate surroundings, but you may not consider things in between. So when I'm on holiday, or for leisure let's say, I am interested in my surroundings. If it's for a work purpose, I know I need to get from here to there, and really the only things that bother...bits that matter to me are the things I'm going to encounter, not something on the other side of the city, that I might not even know that it's there. | Participant 09 |  |
| 115 | 35:35.0 - 35:37.0 | Okay, and is it...I mean [to Participant 08] are you the same? | Me |  |
| 116 | 35:37.0 - 36:48.0 | Well, I would describe myself as directionally challenged [laughs]. So I can easily get lost, and I think, I would say, so now, when I look at digital maps, say I look at a town centre, you know, I am trying to get a sense of is it a grid pattern, or is it more amorphous, are there key characteristics like a river, or a railway track that I need to be aware of? Like Cheltenham has a very significant one-way system, and I took one look on Google maps and the minute I saw it, I thought it has this very tricky one-way system. I literally thought, I'm just going to park and walk to the school, because I'll just get horrendously lost, because in that sense being able to have a map that did indicate there is a one-way system enabled me to make that judgement call, rather than me getting there and thinking "Oh my God, it's a one-way system [laughs], I'm stuck in the middle and i can't get out of it, and now I'm going be hideously late for my meeting". I was able to actually just do just what felt comfortable for me. Um, but I think getting that sense of a layout, because I mean, in the UK, there aren't many towns that are laid out on a grid, but there are kind of key arterial roads, and you can kind of think "well if I hit that, I know I'm heading roughly in the right direction". Otherwise I know it's not quite where I am meant to be type of thing, so I think it does help familiarise you to some point. | Participant 08 |  |

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| 117 | 36:48.0 - 36:49.0 | I like the surprise...[laughs]. | Participant 09 |  |
| 118 | 36:49.0 - 36:53.0 | ...it's just because I'm directionally challenged, I get enough surprises [laughs]... | Participant 08 |  |
| 119 | 36:53.0 - 37:39.0 | ...but I like, you know, so you're on holiday for example, so you're off to get see a new city - I like going to see new cities - but I like to wander around and explore, and it doesn't bother me so much If I get lost. I woudl be more concerned if "does this look like an area that I really want to walk into?", but saying that, rather than looking ata digital map, I woudl probably go "right, my gut feeling says don't go down that road, go down that road" but it's that old, you know, changing money with the Euro. Nobody's really got to change money anymore, and you don't get those intersting conversations in the bureau de change, and i think with digital maps and the immediacy of those, maybe I think, you know sometimes you lose the surprise, and insider kind of discovery, or maybe that's just me, and I... | Participant 09 |  |
| 120 | 37:39.0 - 38:09.0 | No, and I would agree with you there, but if I go somewhere I absolutely hate having an itinerary. Like, if I'm not working I don't want an itinerary, and I don't particularly want to know where I need to be, because, for exactly that same rason, I do want to explore. I've got a friend who loves itineraries and routes, and when we go on holiday, she's a nightmare, she's like "right, we're going to pack all this in, and this is the most efficient route" and I'm like "why can't we just explore the place?". Do you know what I mean? But that's because times, and getting places need to be such a big part of work that I think it's just...[pause] | Participant 08 |  |
| 121 | 38:09.0 - 38:20.0 | Yeah. I remember when me and my partner went travelling around South East Asia for about 6 months, and we planned everything before we went, and left it at home! | Me |  |
| 122 | 38:20.0 - 38:23.0 | Oh, did you not commit it to memory? | Participant 09 |  |
| 123 | 38:23.0 - 38:53.0 | [laughs] no. I mean we had every hostel, every route planned, how long to spend in each town. Which all went out the window. But it was good fun, we saw a lot. But, um, just thinking about studenst themselves again then, do you think they, or, I mean, do you think their sort of sense of place, the sort of feel they have for Sheffield, or their local area, or where they live or maybe going to, do you think that sort of shifts or changes with digital maps, or not, or...? | Me |  |
| 124 | 38:53.0 - 39:03.0 | Not really, I mean student are generally, well, my sense is that as long as they know where everyone else is, they're kind of okay with that. | Participant 08 |  |
| 125 | 39:03.0 - 39:04.0 | Okay, the social aspect? | Me |  |
| 126 | 39:04.0 - 39:06.0 | Yeah, a bit yeah. | Participant 08 |  |
| 127 | 39:06.0 - 40:07.0 | We did, um, we were interviewing students for ambassador roles with us, and one of the sections was 'what would your top tip be for getting things outside of University?', and wuite a few students said "Just go and have a walk around Sheffield, just see what the city is like, go and explore." and ther was no kind of suggestion of "you need to go and have a look on a map" or to orientate yourself, it was just "Go and explore, get to know places.". And I thought was quite a nice, a nice tip to give them. You know, the University is great with a lot of oppurtunities, but just go and have a look, see what's about. The students in the Geography Dept., as far as I am aware, when their first years start, they do an activity that takes place, it's about getting around Sheffield and they all find out about Sheffield and understand it. In relation to Geography aswell, and in relation to their course. | Participant 09 |  |
| 128 | 40:07.0 - 40:18.0 | Okay, that's fine, yeah, and because Sheffield is quite a strange city, you've got a lot of shops in meadowhall, and then the main sity itselkf hasn't. It's got quite a strange layout hasn't it? | Me |  |
| 129 | 40:18.0 - 40:24.0 | Yeah, it's very different from the Sheffield 'city of steel' that I think some parents remember fronm teh 70's, | Participant 09 |  |
| 130 | 40:24.0 - 40:27.0 | Yeah, I mean it is more of a variety than Derby! | Me |  |
| 131 | 40:27.0 - 40:53.0 | I think aswell, students are creatures of habit, and I think, becaseu during the week I live very near Walsall Road, and that's got like Tesco's and that's got various restauranst and cafe's near it, and that's a Tesco Metro. And again, it's more of a sense than research, but whne students find a hub that covers all theor basic needs, it's liek "I'm happy with that". They won't neccessarily explore further, because they have found what they are looking for and kind of add that to theor routine I think. | Participant 08 |  |
| 132 | 40:53.0 - 41:30.0 | But I think, you know, it's the impact of what mode of transport you have got aswell. Because if you're a student who's got a bike, and is quite happy to go and explore, you might not be going to look for the next supermarket, but you might just go on your bike to have a look around. But if you've got a car, you might be more adventurous, you might go further afield because you've got time to go further afield. Whereas if you're on foot and foot alone, yeah, good public transport system, but like you said, once you found he things you need, why would you neccessarily want to start looking for...becasue that suits your needs. | Participant 09 |  |
| 133 | 41:30.0 - 41:31.0 | Okay | Me |  |
| 134 | 41:31.0 - 41:46.0 | I think if they play sport, they might use maps more, because they have got further to go to. Like if you play football, you have got to travel to away foxtures and things like that. So you may find students who are active in that may use digital maps more often for those purposes, | Participant 08 |  |
| 135 | 41:46.0 - 41:47.0 | Okay, so sort of interst centred. | Me |  |
| 136 | 41:47.0 - 41:48.0 | Yeah | Participant 08 |  |
| 137 | 41:48.0 - 41:50.0 | And do you think that's used to locate the sites, or... | Me |  |
| 138 | 41:50.0 - 41:54.0 | I think so yeah | Participant 08 |  |
| 139 | 41:54.0 - 42:15.0 | ...or is it more the routes? [short pause] Which goes onto my next one, um, do you think digital maps have ever affected, changed, or informed - and obvioulsy you have given me lots of examples already - you're choice of route, like travelling from A to B? Or the route you have chosen to take? | Me |  |
| 140 | 42:15.0 - 42:47.0 | Yeah, defibately, I mean for me, because there is...Is it Google maps that tells, it goves you different options, and they'll talk about if there is, it does it autmatically if there is heavy traffic, or light and it's got like immediate traffic updates that tells you what the traffic is like. SO that can be quite useful if I'm going somewhere that's reasonably familar, and I know it will say there is three differnet optins when I get there, so I know if there is a lot of traffic I can make a slight detour, or go a different way. So I think that's definately helped. | Participant 09 |  |
| 141 | 42:47.0 - 42:55.0 | And that's, I mean, how reliable is that, when you're, sort of sat in traffic, does that ever let you down, or is that... | Me |  |
| 142 | 42:55.0 - 44:01.0 | It always seems to be reading write, and I tend to do it before I set off, so if I know it's sort of around rush hour, or I know there is going to be some roadworks on, that I know are already planned, I'll have a look on the map before I set off and think "Right, I was going to go that way, I'm still planning on going that way" or "No, there's really heavy traffic". Um, I use BBC aswell, sometimes I got, I go on their traffic news, um, like, here;s a good one for you. When it was snowing, I cabn't remember when it was it was snowing, and I live outside Sheffield, so I was thinking "What does it actually look like on the route. Is there a lot of snow, is there a lot of traffic? Is it worth me making that Journey?" Or having been able to look at the cameras when they have been working, and then being able to look at the news and read any other traffic updates, james, that would certainly give me more information than just kind of setting off with a wool coat and shovel! | Participant 09 |  |
| 143 | 44:01.0 - 44:06.0 | Yeah, you woudl wnat something that has been gritted and salted so you don't get stick on a hill like that [gestures as though a steep incline]. Um... | Me |  |
| 144 | 44:06.0 - 44:22.0 | I think Tom uses Waze, people say that's like social media, and that has a map part of it, and that will tell you about traffic. But I think with Google maps one of the drawbacks is they do tend to route you via motorways, and I do tend to actively rebel against that because I also hate motorway driving. | Participant 08 |  |
| 145 | 44:22.0 - 44:23.0 | Okay | Me |  |
| 146 | 44:23.0 - 45:49.0 | So it must get extremely frustrated with me, because it's "like you're not going by motorway", and I'm like "Yes, that's because that is where I like toi be" [laughs]. Because obvioulsy the motorway is so congested that the A road is not any slower anyway, so, and I also think it that sense they're not that environmentally friendly, because it's like "I will route you via a motorway because that's the easiest route for me to follow, and for me to tell you about", but actually you're phsyically travelling afurther distance, but you're travelling faster, so the timeframe, and you might save some time, but you're olso consequently using more fuel, and probably less fuel efficient, and aswell, it's also that sense of discovery. Motorway driving is something I find incredibly tedious, like mile after mile of three lanes, cars, you don't see anything. Whereas yesterday, I was coming up through the A29 through the Cotswald's and you know, you've got trees, you've got signs telling you to slow down when you go through towns, you've got some variety going on, rather than just mindlessly ploughing your way up the M5, which I don't think is particularly safe either, because I think people can get very 'motorway mentality'. Wheras I think if you'retravelling down an A road, you're kind of more alert because you're constantly adjusting toi stuff, but I do think digital maps, it's that sense of, like I was talking to my Mum about it, and she doesn't use digital maps, but she's now saying "I don't care about distance, it's more about time and is the route easy to follow", and I do think that has been informed by digital maps, because in the past you know, she normally would have used, and she's a very good navigator of A roads and what-have-you. | Participant 08 |  |
| 147 | 45:49.0 - 46:03.0 | That's, well that's quite an interesting on one or two points. I mean I had never thought about the impact on environmentalism, I mean the route doesn't take into account quite a large portion of people in some ways, and yeah... | me |  |

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| 148 | 46:03.0 - 46:53.0 | There is an on, again, back to Gooogle, I think it does tell you how much petrol you have usd, so again, it's not about the environmental impact, it's about the cost impact because it's showing you the miles and then it shows you the estimated cost. Biut it does worry me that driving, people are using, you know, more sat-navs and other devices, use them at the expense of what they can see. Because I think people driving along and they have a sat-nav just there [gestures to a sat-nav ob a car dashboard directly in-front of her]. And I think, how can you actually have a view of what's in-front of you, or when you turn a corner? Because you're so focussed on...one, it's obstructive (where it is), and twe, you making a focus on that, that you're not actually payng attention to your surroundings. Now I sound like a driving instructor [laughs] | Participant 09 |  |
| 149 | 46:53.0 - 47:39.0 | But I do think that sat-navs, if I'm driving using a sat-nav, it doesn't help my sense of direction at all. I have no idea what relation everything is, because I'm just mindlessly following, it's like I'm going here..., whereas if I've got to plan aq route, I know that if I've gone this way, right, I've gone too far, I need to come back, or that actually I'm heading East of Warwick, and not to be worried if I start seeing signs that don't mention Warwick at all becaise I'm on the east side of it, and therefore I'm past it. Whereas when you've got a sat-nav, you don't do any of that spatial or directional awarenes stuff, because you have to trust it, don't you. Even if you don't think it's telling you the right thing, it's taking you on a route that it's predetermined for you, even if the route is different to the one you thought it would take you on. But you have to trust it, or that's when you do get really lost. | Participant 08 |  |
| 150 | 47:39.0 - 47:42.0 | It is really satisfying to shout at a sat-nav [laughs] | Participant 09 |  |
| 151 | 47:42.0 - 47:46.0 | Well. That's yeah [laughs] | Participant 08 |  |
| 152 | 47:46.0 - 47:50.0 | Even if it has got Brian Blessed's voice on it! | Me |  |
| 153 | 47:50.0 - 47:52.0 | Yeah [laughs] | Participant 08 |  |
| 154 | 47:52.0 - 47:54.0 | Ah, is that part of the research aswell is it [joking]? | Participant 09 |  |
| 155 | 47:54.0 - 48:05.0 | No [laughs] not in this one, but I woudl be intrigued to see if anyone has [completed research on that topic]. Um, do you think students use it in the same way? DO you think chnages theitr choice of route between A and B? | Me |  |
| 156 | 48:05.0 - 48:10.0 | I don't know really. I never really asked them about that, so I wouldn't be able to comment. | Participant 08 |  |
| 157 | 48:10.0 - 48:26.0 | Again, all I would say is it probably relies on teh length of...are they going to a specific point? Do they need to stop anywhere between? And what mode of transport are they using? If it's a short distance, they are probably more likely to... | Participant 09 |  |
| 158 | 48:26.0 - 48:35.0 | Alos, you mentioned cost with ther, er, petrol. Do you think cost maybe comes into their choice in their mode of transport aswell? | Me |  |
| 159 | 48:35.0 - 49:08.0 | Um, I really don't know, I am an avid car user for many different reasons, so I don't neccessarily think about would I take the train rather than use the car, unless I'm going on a greater journey, and it was more convenent and easier for me, so a lot of cities are terrible to find parking, wheras it's easy to get on a train that takes you right into the centre of a city, becasue then I know that all I want to do is move within that immediate area. | Participant 09 |  |
| 160 | 49:08.0 - 49:10.0 | Okay, so if you... | Me |  |
| 161 | 49:10.0 - 49:22.0 | I am a bit older, so I've got money to spend on taxis. I'm not saying young people don't travel in taxi's, but...it's neccessarily like I could get a bus anywhere, but or I could jump in a taxi!, It's...[tone makes is sounds as though Participant 09 views taxi travel as normative, whilst viewing younger people's perspective on taxi's as an exception to normal routine] | Participant 09 |  |
| 162 | 49:22.0 - 49:56.0 | I think aswell, like, and you would need to ask students this implicitly, I woudln't be surprised if a student is driving quite a distance, but actually parental influence will come into it, because Dad might have pre-programmed the Sat-Nav, or it's a case of "Dad I need to get to so, and so...how do I get there?" and then, I know that's very cliched, but I think they do look to their parents for guidance, so the Dad woudl say "actually you've done a lot of driving, actually you want to go this way, but route yourself via this way", so you might that what their choice they make are actually informed by Mum and Dad. | Participant 08 |  |
| 163 | 49:56.0 - 50:01.0 | So it's just a process of different variance on how the parents answer. | Me |  |
| 164 | 50:01.0 - 50:26.0 | Yeah, because students don't normally have to find where they need to go on their own. Normally they are taken there by their school, by their parents or theot going there with a group of mates. Whereas it's down to them to say "Right, we're playing hockey, you know, we're going to meet at this venue, we're going to need to find it". That's actually quite a novel experience, and it's the first time they have had to do it, and they don't neccessarily have a lot of confidence with that, and that's whne they sort of defer to people who have got more experience. | Participant 08 |  |
| 165 | 50:26.0 - 51:06.0 | It might be interesting to talk to students thoughout the intro week, because although we're trainied, people who are new to UK, because throughout their programme, they offer to dom or response for the programme, they've got orientation and map reading skills as far as I am aware. So it may be interesting to see if students are doing that as part of an activity they are doing, and if they feel more comfortable with digital or paper map format, because I know they develop their skills of map-reading more than their skills of using technology, you , rather than whatever they've got to hand...you okay? [addressed to me coughing], do you need a moment to... | Participant 09 |  |
| 166 | 51:06.0 - 51:36.0 | Sorry! I've just had a wall replasterd, and the damp-coursing done, so we've got all plaster dust everywhere. But Um, I coul0d look at that, and also cadets like the RAF cadets are things I could look into. They are all areas I could look into...there is a big difference if they have had some form of autnomy, or of they have literally just sat at home and played on the playstation. | Me |  |
| 167 | 51:36.0 - 52:07.0 | Or, or if they are keen sportspeople and sportsmen, if they have played for their team or county or...they'll be used to, while at the minute they won't be able to drive, wheras if they lived in a rural area, as soon as they can poass their test, Mum and Dad are like "Great, now drive yourself". Um, but even if they have good map readings skills, their confidence in an area they don't know might, or could be quite low. So they might be quite happy bombing around a part of Norfolk or wherever they are from, but bringing them to Sheffield and negotiating a city centre, that might be something quite different. But, I that might be something to look at if you could. | Participant 08 |  |
| 168 | 52:07.0 - 52:09.0 | Yeah. I man, I have spoken to some students, but it would be interesting to combine all of these different opinions together. | Me |  |
| 169 | 52:09.0 - 52:23.0 | And you'll have to tell us if some of oiur assumptions are hideously wrong [laughs] | Participant 08 |  |
| 170 | 52:23.0 - 52:24.0 | Yeah [laughs], well, I can share all the findings with you aswell, | Me |  |
| 171 | 52:24.0 - 52:39.0 | And if people have been travelling aswell, that might be interesting. Because I know when I went travelling, I relied heavily on, in various ways, but this was before digital maps ever existed, mobile phones still lookedlike brickes, that kind of thing [laughs]. So... | Participant 09 |  |
| 172 | 52:39.0 - 52:41.0 | I might well have a look at that. | Me |  |
| 173 | 52:41.0 - 52:46.0 | It reminds me of old people arguing "Oh, no, you carry it...". [laughs] | Participant 08 |  |
| 174 | 52:46.0 - 53:14.0 | But um, really, in terms of, and I'm just thinking in terms of your everyday life, with all the travelling - and not just work based, but anytime you've been to a family wedding or whatever, have you ever, do you think a digital map has ever played into the choice of place or site you ahve visited? I mean it could be the actual village or town, it could be the restuarant you've chosen, ir anywher you might have used maps at all. Do you think it informs that at all? | Me |  |
| 175 | 53:14.0 - 53:36.0 | Hmm. I prefer, I choose wher to go, or I'm told where to go in the case of wedding venues, so that's more in terms of waht I use to get myself there, I wouldn't say I've madeany decsion purely based on, see, you can tell that;s they way I use maps [gestures to using a mobile phone]. On my phonbe, or on my computer [laughs]. | Participant 09 |  |
| 176 | 53:36.0 - 54:15.0 | Well, one of my brothers is getting married in Oxford, and digital maps massively impacted on me choosing the hotel, because he's getting marries in Oxford college, and when I needed to find a hotel nearby, and I was also looking at city centre hotels, but then we chose one much further out, becaus then on the map I cousl see it was about 2 miles outside Oxford, so we can either walk in or we can get a taxi, but er, I woudl never of pciked that hotel if...I had to be able to be able to place where that hotel was, in relation to the wedding venue, and it was location that kind of sealed it, and also the facilities it had on-site, so it had parking and stuff. | Participant 08 |  |
| 177 | 54:15.0 - 54:50.0 | Ah, yes, because I had...for work, if I have to find a hotel, if we're workinglate, I'll find a hotels using maps. I'll take the postcode and search for hotels, and then I'll look it up, because I've Googled itonec befpre and I'll be like "Oh, that's really nice!". What I didn't realise was that you had to go around a one-way system, you know you pottentially got...so, for work it's potentially got...my decision on where to stay, to find accomadation near where I needed to be. I would be very much, I woudl use that facility. But I don't know if that's just me, yeah. But it's out there! | Participant 09 |  |
| 178 | 54:50.0 - 54:52.0 | So you, are you the same [to Participant 08]? | Me |  |
| 179 | 54:52.0 - 55:25.0 | Yeah, and some, just a point that [Participant 09] made - with work perspective, it's not always a case of "Can I find a hotel nearest to the vene?". If it requires negotiating a one-way system, it's about is that venue relatively easy to find? So it...SO a hotel, that's off a junction ff the motorway, in some ways it sounds terribel doesn't it, but actually, when you've been driving for 3 hours and it's dark, it's dead easy to find, and I know I just come off that junction, do a right, do another right and the hotel is just there. Job done. Whereas if you didn't have that sense of where it is in relation to stuff, it would be very different. | Participant 08 |  |
| 180 | 55:25.0 - 55:44.0 | Okay, well that's quite intersting aswell, but not, I mean obviously just as speculative opinuon really, do you think students would use that to pick where they go, say they are in Sheffield, would they use digital maps to choose where to go when they are here, or do you think thwy woudl use other means? | Me |  |
| 181 | 55:44.0 - 56:44.0 | Again it depends on what they were wanting to do, so if it's to go and explore then it might even be word of mouth - go to that shop or bar we went to, and it's round the corner, it depends on whether it's..but I suppose it's their knowledge already, if they've got any existng knowledge, and is an indepedent thing, you know, is an individual thing or is there a group of people going someweher, and you know, it's like TripAdvisor you mentioned. TripAdvisor is quite general, it's not like "go to this if you are a student" or "Go to this is you want somewhere quieter" it's within the descriptions, but it's not, you can't search based on your particular demographic area, be it, in relation to your professions, age group...it's just all thr groups, you know. It's like filter! Filter this. | Participant 09 |  |
| 182 | 56:44.0 - 57:03.0 | I think aswell, you do like, if a student was coming for an open day, and they did needto stay overnight in Sheffield, I wonder how much the parents would sort out the accomodation to be honest. So again, Mum and Dad might have an influence in that, so wheras with a current stuent, and they needed to figure out where to go, I think they wodul be more in control of that. | Participant 08 |  |
| 183 | 57:03.0 - 57:07.0 | Okay. So parental influence again... | Me |  |
| 184 | 57:07.0 - 57:13.0 | Mmm, and then it's how are the parents using a map to decide, which is another issue | Participant 08 |  |
| 185 | 57:13.0 - 57:16.0 | Well, yeah, although I don't know how I could recruit them [laughs] | Me |  |
| 186 | 57:16.0 - 57:58.0 | I think word of mouth for students, if you're looking for somewhere specific. So I've been asked by parents, or my stdents who have parenst there, where to go for lunch. So even though I know, I've seen them with the phone in their hand that they are usig for various purposes, they have not relied on anything digital, they have asked somebody, and because our open day is aound sort of West Street, they want to experience something a bit more studenty, like where do students like to eat, so they are sort of asking other people, and then they might use these digital maps to get there, but they are actually asking people for recommendations. | Participant 09 |  |
| 187 | 57:58.0 - 58:06.0 | So definately about that local knowledge, which is vitla to get a sense of what it is to be like a student at Sheffield? | Me |  |
| 188 | 58:06.0 - 58:39.0 | Because I think the danger is with digital maps, the only thing I don't like, there is sometimes too much information, and you're forever trying to zoom, and it...I'm trying to think what it was I was looking for. I think it might have been where I was just looking for places to eat, and it was just so dotted that I thought I don't actually want took, because there's just too much to look at, and I can't filter it unless I go bakc to what I was looking for, and bakc to my original aearch of what I was looking for, which wasn't a map in the first place, it was a search engine. SO much information. | Participant 09 |  |
| 189 | 58:39.0 - 59:05.0 | That did actually happen to me, there was a Dad with a student and he came up to me, and obviously he was on campus, and there was lots of places to go, where you can get a sandwhich, or a deli or whatever, and he came up to me and said "please love, can you just tell me where I can get some pub grub?". [laughs], and I was like "Yeah, University Arms..." [pointing at a set direction] "it's just down the hill and you can get chips and a beer." and he was liek "great" [laughs] and I love dthat, it was almost like the desperation that, you know, panini's are not his style. | Participant 08 |  |
| 190 | 59:05.0 - 59:08.0 | We had somebody that wanted a Gregg's. | Participant 09 |  |
| 191 | 59:08.0 - 59:10.0 | Well yeah, I can sympathise with that | Participant 08 |  |
| 192 | 59:10.0 - 59:19.0 | ...and then, they had been in the Union, they had seen the proper pasty company and they still wanted a Gregg's, because that's familiarity, that ws...[pause] | Participant 09 |  |
| 193 | 59:19.0 - 59:24.0 | Yeah, well they seem to have split. You have Gregg's the bakery and Gregg's the bakers now. | Me |  |
| 194 | 59:24.0 - 59:25.0 | Oh? | Participant 09 |  |
| 195 | 59:25.0 - 59:38.0 | Yeah, they've just re-done the one in, I'm going to sound like aright Gregg's freak now, but they've just redone theone ine Sale and it dosn't look like a regular Gregg's anymore, no. IT's got seats in and everything, and I'm like [pulls disparroving face]. Yeah, and upmarket Gregg's, it's a paradox isn't it [laughs] | Participant 08 |  |
| 196 | 59:38.0 - 1:06:25.0 | But um, I think that's about all our questins covered really, but in terms of what I can give to you out of this, do you.... | Me |  |