**Name:** Files\\Group 1 - University Life\\Participant 03 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:10.0 | Okay, it's on now. Just onto the interview itself then, can you tell me a little bit about yourself; just like, where you are from, what you do, | Me | Introductions |  |
| 2 | 0:10.0 - 0:21.0 | Um, obviously a student. My name's Hugh, er, I'm 18. I had to think about that one [laughs]. I come from High Wycombe.. | Participant 3 | Introductions |  |
| 3 | 0:21.0 - 0:23.0 | Right okay | Me | Introductions |  |
| 4 | 0:23.0 - 0:27.0 | ...ao, down south, and, um, I'm 18, but I already told you that. | Participant 3 | Introductions |  |
| 5 | 0:27.0 - 0:29.0 | Yeah...and you're a member of the Uni here? | Me | Introductions |  |
| 6 | 0:29.0 - 0:31.0 | Yeah, I'm a member studying Politics | Participant 3 | Introductions |  |
| 7 | 0:31.0 - 0:34.0 | Okay, so is that in SPERI | Me | Introductions |  |
| 8 | 0:34.0 - 0:35.0 | Sorry? [Nods, to indicate he does recongnise the term] | Participant 3 | Introductions |  |
| 9 | 0:35.0 - 0:38.0 | Err, it's a good research centre | Me | Introductions |  |
| 10 | 0:38.0 - 0:39.0 | [Nods to say no, but does not speak] | Participant 3 | Introductions |  |
| 11 | 0:39.0 - 0:41.0 | Okay. It's attached to Politics, but it might not be soemthing you've come across. | Me | Introductions |  |
| 12 | 0:41.0 - 0:43.0 | It's probably something you move onto as a postgrad, isn't it? | Participant 3 | Introductions |  |
| 13 | 0:43.0 - 0:48.0 | It might be yeah. I know they arrange some big name lectures. I think a few years ago they got Tony Blair in. | Me | Introductions |  |
| 14 | 0:48.0 - 0:49.0 | Oh Right | Participant 3 | Introductions |  |
| 15 | 0:49.0 - 0:57.0 | Yeah, they get some big names. But yeah. So, just moving onto maps then. What sort of maps have you actually used? | Me | Types of digital map used |  |
| 16 | 0:57.0 - 1:09.0 | Um, I regularly use Google maps. I occassionally use Bing Maps, and I used to use Multimaps for big maps. | Participant 3 | Types of digital map used |  |
| 17 | 1:09.0 - 1:10.0 | Oh? | Me | Types of digital map used |  |
| 18 | 1:10.0 - 1:13.0 | Yeah, if I wanted a big map there | Participant 3 | Types of digital map preferred |  |
| 19 | 1:13.0 - 1:17.0 | Is there any reason why you prefer different types of maps? | Me | Types of digital map preferred |  |
| 20 | 1:17.0 - 1:24.0 | Um, I guess I use Google maps out of brand loyalty. I found that multimap was quite good for France... | Participant 3 | Types of digital map preferred |  |
| 21 | 1:24.0 - 1:25.0 | Right... | Me | Types of digital map preferred |  |
| 22 | 1:25.0 - 1:47.0 | I just don't think it as very good for England. Um, and I guess I just went back on to Google maps, I guess for brand Loyalty. I was doing some work over the summer, and I actually discovered that for local roads, Bing maps is quite clear. So, there's that | Participant 3 | Examples of digital map use |  |
| 23 | 1:47.0 - 1:50.0 | Is that like at Ground level detail? Or for everything? I mean, how are you using... | Me | Examples of digital map use |  |
| 24 | 1:50.0 - 2:09.0 | I was actually just putting everything together for a surgery, that was sort of on some local roads. That was on a leaflet, and I discovered it was a lot easier to read. Whereas Google maps I find better for long journeys, because you've got the different colours of teh roads and things. | Participant 3 | Examples of digital map use |  |
| 25 | 2:09.0 - 2:15.0 | Yeah. So when you say you prefer it for local roads, is that the aesthetic of the map, or... | Me | Examples of digital map use |  |
| 26 | 2:15.0 - 2:24.0 | Um, I think it was just easier to read...it was easier to work out where you wanted to go, yeah. Less cluttered. | Participant 3 | Examples of digital map use |  |
| 27 | 2:24.0 - 2:28.0 | More...as you say, easier to read. | Me | Examples of digital map use |  |
| 28 | 2:28.0 - 2:30.0 | I don't really know how to describe that really [embrarassed laugh] | Participant 3 | Examples of digital map use |  |
| 29 | 2:30.0 - 2:39.0 | No. No [reassuring tone]...and when you use maps, how do you use them? I mean, do you use them on a laptop, or on a mobile phone, or... | Me | Examples of digital map use |  |
| 30 | 2:39.0 - 3:17.0 | I tend to, If I'm doing a journey, then I'll have a quick look on my laptop and commit it to memory before I go. If I'm taking a passenger I might print off the hard bits, maybe the tricky bit at the ends, maybe the samell roads, er, um, generally I don't print off long journeys - it's just not worth it. Um [coughs]. And I do use it when I get a little bit lost, to find where I am.I | Participant 3 | Examples of digital map use |  |
| 31 | 3:17.0 - 3:18.0 | Right | Me | Examples of digital map use |  |
| 32 | 3:18.0 - 3:26.0 | And sometimes I'll pull over in my car, or if I'm walking around, I'll pull out my iPhone (I like my music with me). The GPS function is useful. | Participant 3 | Examples of digital map use |  |
| 33 | 3:26.0 - 3:30.0 | So is that when you're lost, you're looking for directions or... | Me | Examples of digital map use |  |
| 34 | 3:30.0 - 3:37.0 | Er, just like, when someone spontaneoulsy says "let's go somewhere new" I'll just pull it out and have a quick look. | Participant 3 | Examples of digital map use |  |
| 35 | 3:37.0 - 3:40.0 | So it's just when you're going to new places [gestures with hand as though using an iPhone] | Me | Examples of digital map use |  |
| 36 | 3:40.0 - 3:42.0 | Yeah | Participant 3 | Examples of digital map use |  |
| 37 | 3:42.0 - 3:44.0 | And what was it you were doing in France, were you working or... | Me | Examples of digital map use |  |
| 38 | 3:44.0 - 3:50.0 | It's just where I go on holiday. I try to find out where places are, and what's around. So it's very useful. | Participant 3 | Examples of digital map use |  |
| 39 | 3:50.0 - 3:57.0 | Okay, so that's, just outside of driving, are there any other activities where you do use a digital map? | Me | Examples of digital map use |  |
| 40 | 3:57.0 - 4:11.0 | Er, yeah, sometimes if I'm walking I'll use my phone. And sometimes if I don't know where something is, I'll think "Oooh, I don't know where that is, and I'll just run it through Google Maps." | Participant 3 | Examples of digital map use |  |
| 41 | 4:11.0 - 4:14.0 | and when you say walking, is that hiking walking, or... | Me | Examples of digital map use |  |
| 42 | 4:14.0 - 4:17.0 | No, just like to places in town | Participant 3 | Examples of digital map use |  |
| 43 | 4:17.0 - 4:18.0 | okay | Me | Examples of digital map use |  |
| 44 | 4:18.0 - 4:27.0 | When I've been here, certainly in the last week, I've used it a lot just find out where, when people say "Oh yeah, go meet us in West Street" [gstures to looking at a mobile phone]. | Participant 3 | Examples of digital map use |  |
| 45 | 4:27.0 - 4:32.0 | You're quite new to Sheffield then? | Me | Examples of digital map use |  |
| 46 | 4:32.0 - 4:35.0 | Oh yeah, yeah, I've only been here a few weeks. | Participant 3 | Examples of digital map use |  |
| 47 | 4:35.0 - 4:38.0 | So is it, have you got any favourite maps for getting around? | Me | Examples of digital map use |  |
| 48 | 4:38.0 - 4:45.0 | I just use Google maps, just because it came with my phone [laughs] | Participant 3 | Examples of digital map use |  |
| 49 | 4:45.0 - 4:49.0 | Okay and when you're using it, I mean, do you ever see other people using it, or... | Me | Examples of digital map use |  |
| 50 | 4:49.0 - 5:01.0 | Um, I have seen other people using it on ocassions. I mean I don't generally look around other people's phones, but er, I know one of my friends used it in the first week. | Participant 3 | Examples of digital map use |  |
| 51 | 5:01.0 - 5:05.0 | Was that straight on a website or on an app or.. | Me | Examples of digital map use |  |
| 52 | 5:05.0 - 5:07.0 | That was on the app, if you're out and about, yeah. | Participant 3 | Examples of digital map use |  |
| 53 | 5:07.0 - 5:09.0 | The one already uploaded on your phone? | Me | Examples of digital map use |  |
| 54 | 5:09.0 - 5:11.0 | Yeah | Participant 3 | Examples of digital map use |  |
| 55 | 5:11.0 - 5:19.0 | Okay, yeah. So just in terms of getting around, you mentioned going out, is that used to get to restaurants or bars or...? | Me | Examples of digital map use |  |
| 56 | 5:19.0 - 5:24.0 | Yeah, I think so. If it's still quite early in the night and I'm functioning yeah. | Participant 3 | Examples of digital map use |  |
| 57 | 5:24.0 - 5:30.0 | I was just wondering if there were any specific examples you could give of that | Me | Examples of digital map use |  |
| 58 | 5:30.0 - 5:50.0 | Um, I used it last night actually. I was going to the, um, cricket nets. Is that Birkdale school [Rhethorical question]? Um, and I took a, it's next to Endcliffe village, I took a turn one turn too early and as I saw it wasn't the right road, so I had a look [gestures to using an iPhone] and went "Oh look, it's the next one." | Participant 3 | Examples of digital map use |  |
| 59 | 5:50.0 - 5:56.0 | Is it, you hadn't used it for the whole journey, but you used to just help you get there in the end? | Me | Examples of digital map use |  |
| 60 | 5:56.0 - 6:00.0 | Yeah, when I realised I was going wrong I just got it out, yeah. | Participant 3 | Examples of digital map use |  |
| 61 | 6:00.0 - 6:02.0 | ...and you just used to get bakc on track, yeah? | Me | Examples of digital map use |  |
| 62 | 6:02.0 - 6:05.0 | Yeah. And last week I did use it for a whole jourbey to get there, because it was the first time I went, so yeah... | Participant 3 | Examples of digital map use |  |
| 63 | 6:05.0 - 6:07.0 | ...and was that while you were driving? | Me | Examples of digital map use |  |
| 64 | 6:07.0 - 6:22.0 | [pause] okay, so I looked on the computer before I went, and then I walked some of the way down from Wood Road and then just looked down at the app and checked where I needed to go, and... | Participant 3 | Examples of digital map use |  |
| 65 | 6:22.0 - 6:25.0 | Was the app okay, or... | Me | Examples of digital map use |  |
| 66 | 6:25.0 - 6:44.0 | Usually, um, sometimes...I always know where I am, so I'm never lost lost I just sometimes don't know where I am going. So sometimes I look at the digi version and sometimes maybe the arrows may be on the next road over or something and I think "that's not quite right" | Participant 3 | Examples of digital map use |  |
| 67 | 6:44.0 - 7:09.0 | okay, so sometimes they are slightly out. Okay, and obviously that's quite a student specific activity, okay, and one thing you said there was you are able to use the map when you're quite drunk, but how does it fit in with that? Do you use map then to find your way around? | Me | Examples of digital map use |  |
| 68 | 7:09.0 - 7:22.0 | I don't think I woudl think about using it, Um, usually when you're drunk the first thing you do is just jump in a taxi and tell them where to go [Looked confused at the question] | Participant 3 | Examples of digital map use |  |

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| 69 | 7:22.0 - 7:30.0 | I'm just trying to, to use a metaphor, map out in my head, how map use fits in with other activities for you. | Me | Examples of digital map use |  |
| 70 | 7:30.0 - 8:12.0 | Um, I use for refreeing aswell, I'm a referee, so I used it to um, I did a game yesterday. So, I used it on a computer before I went, it was a fairly simple route so I seem to have remembered it. But last week, I went from the game to, um, Rotheram, and it as the first time I had been to Rotherham, and it was like a Roller-Hockey arena out on an industrial estate, and I took a couple of wrong turning and I had to pullover in my car and get the map out [gestures to using a smartphone] and work out where I was | Participant 3 | Examples of digital map use |  |
| 71 | 8:12.0 - 8:14.0 | And was that a phone, or paper-based....? | Me | Examples of digital map use |  |
| 72 | 8:14.0 - 8:17.0 | Er, digital, that was on my phone | Participant 3 | Examples of digital map use |  |
| 73 | 8:17.0 - 8:20.0 | But you haven't got a Sat-Nav? | Me | Examples of digital map use |  |
| 74 | 8:20.0 - 8:21.0 | No, no I haven't [looked embarassed] | Participant 3 | Examples of digital map use |  |
| 75 | 8:21.0 - 8:23.0 | Some people have, some prefer to use mobile phones [shrugged to show indifference, to reassure] | Me | Examples of digital map use |  |
| 76 | 8:23.0 - 8:24.0 | Yeah | Participant 3 | Examples of digital map use |  |
| 77 | 8:24.0 - 8:35.0 | Okay, so, um, in terms of that, I mean, of the things. An awakward question really! How importnat do you think digital maps are? | Me | Examples of digital map use |  |
| 78 | 8:35.0 - 8:56.0 | Um, they make life a lot easier. They are always up to date. That said, they have a satellitte image of my house which is quite old [smiles], at least three years old, it's still got my Mum's old car there, but generally yeah, and actually ther is a road missing from my home town if you've looked at that. | Participant 3 | Examples of digital map use |  |
| 79 | 8:56.0 - 8:58.0 | Do you know which road that is? | Me | Examples of digital map use |  |
| 80 | 8:58.0 - 9:04.0 | It's a road called Kings Hill Grange. It was missing until recently anyway. | Participant 3 | Examples of digital map use |  |
| 81 | 9:04.0 - 9:09.0 | No worries, I might have a look just to see if I can find it. And was that a newly built estate? | Me | Examples of digital map use |  |
| 82 | 9:09.0 - 9:44.0 | Yeah yeah, it came in the last year I think. Um, so yeah, but generally with paper-maps they're the sort of thing in my house from the late '80's and they're falling apart [gestures to opening a book delicately/with care]. Yeah, and you get the choice with the big road atlases between the hardbacked, where you sort of can't quite see the middle of the page, and then you've got the ringbinder which just gets bent and eaten up and yeah. | Participant 3 | Examples of digital map use |  |
| 83 | 9:44.0 - 10:00.0 | Yeah, I mean they're a lovely object, but just thinking about maps when you use them to locate and get around, how much do you trust them? I mean, are they reliable | Me | Examples of digital map use |  |
| 84 | 10:00.0 - 10:06.0 | Um, I trust the maps themselves, obviously to get the layout of roads and... | Participant 3 | Examples of digital map use |  |
| 85 | 10:06.0 - 10:07.0 | ...yeah... | Me | Examples of digital map use |  |
| 86 | 10:07.0 - 10:32.0 | ...um, most of the time I trust the GPS, but I will sort of cross reference that with my surroundings rather than blindly trust it. Um, and the other thing, well, the thing I wouldn't - the directions I trust! - the recommended time it would take you is completely unreliable. | Participant 3 | Examples of digital map use |  |
| 87 | 10:32.0 - 10:33.0 | Okay, so it's the timing... | Me | Examples of digital map use |  |
| 88 | 10:33.0 - 10:50.0 | Yeah, walking, I'm a very quick walker, so I would say take off five/ten minutes off the journey, and driving, I found the only time I would do it in Google's recommended time was on a Sunday | Participant 3 | Examples of digital map use |  |
| 89 | 10:50.0 - 10:52.0 | When there's no cars about | Me | Examples of digital map use |  |
| 90 | 10:52.0 - 10:57.0 | Yeah, yeah, and any other traffic and you can add on, normally, about 15 minutes. | Participant 3 | Examples of digital map use |  |
| 91 | 10:57.0 - 11:03.0 | That's quite interesting, the differne between walkinga nd driving, especially because they are quite differnet timings. | Me | Examples of digital map use |  |
| 92 | 11:03.0 - 11:05.0 | Yeah, yeah. | Participant 3 | Examples of digital map use |  |
| 93 | 11:05.0 - 11:19.0 | I'm quite intersted in where you're saying you don't fully trust that, or digital maps, so you're also taking in your main surroundings around you. It seems to be something as an accompaniment rather than simply something to rely on. | Me | Examples of digital map use |  |
| 94 | 11:19.0 - 11:37.0 | Oh yeah, yeah. I don't neccessarily follow directions, I don't think I would follow a Sat-Nav. And I think that's why I don't have one. Well, that and obvioulsy cost [laughs]. But I just never really fancied it, the idea of blindly following instructions | Participant 3 | Examples of digital map use |  |
| 95 | 11:37.0 - 11:39.0 | There is too much focussing on that [gestures to using a phone]? | Me | Examples of digital map use |  |
| 96 | 11:39.0 - 11:48.0 | Yeah, well I have quite a good sense of surrounding, I'm quite able to work out where I am. Um, and a reasonably good sense of direction. | Participant 3 | Examples of digital map use |  |
| 97 | 11:48.0 - 12:11.0 | Well, that's good. Um, well, really, the next thing I want to ask really centres on the effect of maps. One of the things I'm quite interested in is if using a digital maps has ever affected the route you've chosen to take? | Me | Effect of map on choice of route |  |
| 98 | 12:11.0 - 12:33.0 | [long pause while thinking] I don't know. I find normally, I try, because you can now drag the route, so if you think, I don't fancy going along that road, or I think it woudl be a good idea to go this way, even if Google maps says it will take you a minute longer, you think well "that looks like quicker route to me"... | Participant 3 | Effect of map on choice of route |  |
| 99 | 12:33.0 - 12:34.0 | okay | Me | Effect of map on choice of route |  |
| 100 | 12:34.0 - 12:44.0 | ...so you drag and move it about, so yeah, generally I go with my idea of how to use the map to make sure I don''t go off that idea, | Participant 3 | Effect of map on choice of route |  |
| 101 | 12:44.0 - 12:45.0 | So it's quite... | Me | Effect of map on choice of route |  |
| 102 | 12:45.0 - 12:46.0 | yeah, it's generally more of an accompaniment than a directing tool. | Participant 3 | Effect of map on choice of route |  |
| 103 | 12:46.0 - 12:51.0 | Yeah, I mean for you, is it all about finding the faster, more efficient routes? | Me | Effect of map on choice of route |  |
| 104 | 12:51.0 - 12:59.0 | Er, yeah. Just to avoid getting lost [looks unsure] | Participant 3 | Effect of map on choice of route |  |
| 105 | 12:59.0 - 13:14.0 | That's oaky, I mean lots of people use maps in lots of different ways. My next question is, do you think maps have ever affected the way you felt or sense you have of a place? | Me | Effect of digital map use on sense of place |  |
| 106 | 13:14.0 - 13:53.0 | Um, I've often looked at maps and it looks like a normal, flat, straight road and you're driving up it and it's like that [gestures to indicate a steep hill] going up and down over hills sort of thing, and you often think I never pictured it like this from the map. Yeah, I mean in my hometown, they are not very hilly, and when you look on a map you don't really think, when you're there you think of it as going up, aswell as left, right, straight on and behind you, you think of altitude aswell. Whether it's at the top of the hill or the bottom. And you don't get that sense with maps. | Participant 3 | Effect of digital map use on sense of place |  |
| 107 | 13:53.0 - 13:56.0 | So it sort of flttens it all there. | Me | Effect of digital map use on sense of place |  |
| 108 | 13:56.0 - 13:58.0 | Yeah | Participant 3 | Effect of digital map use on sense of place |  |
| 109 | 13:58.0 - 14:19.0 | Okay, well, the next one - it's quite an odd question - have digital maps ever, I mean you've given me an example there for a map and sense of place, but has a digital map ever had an effect on the choice of place or site that you have chosen to go to? | Me | Effect of digital map use on choice of site |  |
| 110 | 14:19.0 - 14:26.0 | I would'nt have thought so. When I've decided to go somewhere, I decide beforehand... | Participant 3 | Effect of digital map use on choice of site |  |
| 111 | 14:26.0 - 14:27.0 | Okay, so you decide beforehand... | Me | Effect of digital map use on choice of site |  |
| 112 | 14:27.0 - 14:33.0 | ...yeah, yeah, and I use that just to get where it is and the route | Participant 3 | Effect of digital map use on choice of site |  |
| 113 | 14:33.0 - 14:49.0 | Right okay, just to go back to one of the example you gave, you said you printed off a map before you travelled and you sometimes pass that to a passenger to go by, if you have both at the same time, do you have a preferece for either or... | Me | Effect of digital map use on choice of site |  |
| 114 | 14:49.0 - 14:50.0 | Sorry? [loud music in the coffee shop background] | Participant 3 | Effect of digital map use on choice of site |  |
| 115 | 14:50.0 - 15:01.0 | Do you have a preference for either, the mobile or the passenger with a print-out? | Me | Effect of digital map use on choice of site |  |
| 116 | 15:01.0 - 15:19.0 | I generally just give the print-out to the passenger, because it's easier if I get locked out of my phone, and I've got to put a code in as I'm driving, and um, yeah. | Participant 3 | Effect of digital map use on choice of site |  |
| 117 | 15:19.0 - 15:24.0 | Okay, well that covers most of the topic areas... | Me | Effect of digital map use on choice of site |  |
| 118 | 15:24.0 - 16:04.0 | Okay. Just going back to your question about, um, effecting choice of route, certaily on my way here, I persoanlly didn't use a map, but I said to my Dad before I came, "Dad, get a route map and direct me." and we took what I thought was the right route until we got into Sheffield, and he was going to turn left, and there was a sign for the University to the right, and I said "are you certain, because the sign says the University is that way?" and he said "No, no, no, that's Hallam, that's Hallam". Anyway, it was teh UNiversity of Sheffield and we ended up taking quite a convoluted route | Participant 3 | Effect of digital map use on choice of site |  |
| 119 | 16:04.0 - 16:09.0 | Oh right! That's quite interesting, even just coming to Sheffield | Me | Effect of digital map use on choice of site |  |
| 120 | 16:09.0 - 16:18.0 | Yeah. | Participant 3 | Effect of digital map use on choice of site |  |
| 121 | 16:18.0 - 16:19.0 | I must say, I've not actually used the map you mentioned using in France | Me | Types of digital map used |  |
| 122 | 16:19.0 - 16:20.0 | Multimap | Participant 3 | Types of digital map used |  |
| 123 | 16:20.0 - 16:22.0 | Multimap, yeah. | Me | Types of digital map used |  |
| 124 | 16:22.0 - 16:28.0 | It doesn't exist anymore, actually, I think you mighe be able to get on Multimap classic. It's Bing, it's what is now Bing Maps. | Participant 3 | Types of digital map used |  |
| 125 | 16:28.0 - 16:30.0 | Okay. | Me | Types of digital map used |  |
| 126 | 16:30.0 - 16:49.0 | I think it's changed quite a bit from then. Yeah, because Google used to be only good for America and Britain. This, we're talking about 5/6 years ago. Probably longer actually since then. | Participant 3 | Types of digital map used |  |
| 127 | 16:49.0 - 16:52.0 | Okay, well Google maps were 2005 so it could be roughy about then. | Me | Types of digital map used |  |
| 128 | 16:52.0 - 16:57.0 | Yeah, It was probably arund then. | Participant 3 | Types of digital map used |  |
| 129 | 16:57.0 - 17:11.0 | And just to go back to what you said, when you said that, um, you use trust maps when you use them to a certain degree, but then you use them with your own knowledge aswell. Have you ever added, or amended any contnet on a map? | Me | Adding or amending content |  |
| 130 | 17:11.0 - 17:15.0 | I didn't know you could. | Participant 3 | Adding or amending content |  |
| 131 | 17:15.0 - 17:17.0 | Okay, that's fine, I was just curious | Me | Adding or amending content |  |
| 132 | 17:17.0 - 17:25.0 | I have noticed the things, when you're searching for different places, that some of the descriptions are quite strange. Is that why they are... | Participant 3 | Adding or amending content |  |
| 133 | 17:25.0 - 17:38.0 | You can adjust the map with some. Not everybody does. You can amend some of the content, and especially things like restuarant reviews etc. | Me | Adding or amending content |  |
| 134 | 17:38.0 - 17:54.0 | No, I guess, sometimes I use that search nearby feature, when I'm out and about, I just tap mt location and search whether I'm near a McDoald's or whatever. | Participant 3 | Examples of digital map use |  |
| 135 | 17:54.0 - 17:55.0 | And just see what comes up...? | Me | Examples of digital map use |  |
| 136 | 17:55.0 - 18:04.0 | Yeah. Especially in London, when I was there, I was thinking "Oh I'm quite hungry now, don't want to spend too much!" | Participant 3 | Examples of digital map use |  |
| 137 | 18:04.0 - 18:06.0 | And is it generally just restuarants you do that for? | Me | Examples of digital map use |  |
| 138 | 18:06.0 - 18:24.0 | Um, generally. Um, sometimes cinemas, er, yeah., Those are the only times, Because soemtimes if you just search, you get loads of weirdy, you get lots of weird 'bespoke' shops and you're not really sure where you want to go. | Participant 3 | Examples of digital map use |  |
| 139 | 18:24.0 - 18:25.0 | and it just gets confusing? | Me | Examples of digital map use |  |
| 140 | 18:25.0 - 18:31.0 | Yeah, and you just search for a brand name or something simple like pizza or cinema, yeah | Participant 3 | Examples of digital map use |  |
| 141 | 18:31.0 - 18:41.3 | Okay, well that's good. What I'll do then is I'll switch this off, and I'll call that the end of the interview. And that's really good, thank you. | Me | Examples of digital map use |  |