**Name:** Files\\Group 1 - University Life\\Participant 06 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:03.0 | So, I'll try and make this quick, so it doesn't take the whole hour. | Me | Introductions |  |
| 2 | 0:03.0 - 0:18.0 | No, that's fine, just before we start, have you, I know you were trying to, like, reach out to start to find out who might be useful, and provide support I kind of guess, have you talked to anybody else who might be involved in the mapping aspect of, um it. | Participant 06 | Introductions |  |
| 3 | 0:18.0 - 0:27.0 | Um I've not dealt with the kind of mapping aspect yet, I know they do have the University maps online, so I will be following those up, but I don't know if they're... | Me | Introductions |  |
| 4 | 0:27.0 - 0:44.0 | Because there's a guy called Leon Mallett, who works, he's a social media guy, and er, it's just that I know he was around campus filming for something that was like Google maps... | Participant 06 | Introductions |  |
| 5 | 0:44.0 - 0:46.0 | Right, I'll have a look at him then. | Me | Introductions |  |
| 6 | 0:46.0 - 0:51.0 | ..there's something afoot with the kind of thing you're looking at, so I don't know... | Participant 06 | Introductions |  |
| 7 | 0:51.0 - 0:53.0 | That would be excellent to look at. | Me | Introductions |  |
| 8 | 0:53.0 - 0:58.0 | So it's Leon Mallett, and he's in the external relations team | Participant 06 | Introductions |  |
| 9 | 0:58.0 - 1:00.0 | Okay, I'll give him a contact. | Me | Introductions |  |
| 10 | 1:00.0 - 1:04.0 | So it might be worth, kind of chatting with him, I don't know. | Participant 06 | Introductions |  |
| 11 | 1:04.0 - 1:12.0 | Yeah, no, that would be fantastic. A lot of it is fitting it in because I've just taken on a full-time job and have a new baby aswell, | Me | Introductions |  |
| 12 | 1:12.0 - 1:14.0 | Oh wow, I wonder how you're going to do all that. | Participant 06 | Introductions |  |
| 13 | 1:14.0 - 1:21.0 | [laughs] um, I'll just have to get the data collection done on annual leave, negotiate it and do some at night and weekends | Me | Introductions |  |
| 14 | 1:21.0 - 1:23.0 | It's a big ask | Participant 06 | Introductions |  |
| 15 | 1:23.0 - 1:26.0 | Well, it'll be alright until she starts teething. | Me | Introductions |  |
| 16 | 1:26.0 - 1:28.0 | Oh, so you've got a little daughter? | Participant 06 | Introductions |  |
| 17 | 1:28.0 - 1:30.0 | Yeah, 3 and half months now. | Me | Introductions |  |
| 18 | 1:30.0 - 1:34.0 | Brilliant aren't they? Yeah, I've got a 15, 16, 15 month old. | Participant 06 | Introductions |  |
| 19 | 1:34.0 - 1:36.0 | Okay, so you've been through all the teething now. | Me | Introductions |  |
| 20 | 1:36.0 - 1:49.0 | Well [smiles], the teething lasts longer than you think, but yeah, yeah, he's gone through a stage of, the teething are through at the front, this is all on film isn't it? [laughs] doesn't matter - this is all on the front, the front teeth, oh, I don't know when they get them, is that about 4 months? 5? | Participant 06 | Introductions |  |
| 21 | 1:49.0 - 1:51.0 | About then, yeah. | Me | Introductions |  |
| 22 | 1:51.0 - 2:02.0 | But then he's done the mole, the molars start coming through now, and they're the ones that really start. He was alright with his front teeth, but yeah, the molars coming through now, yeah, we've had a few sleepless nights. | Participant 06 | Introductions |  |
| 23 | 2:02.0 - 2:05.0 | Yeah, I'm just starting that now. | Me | Introductions |  |
| 24 | 2:05.0 - 2:09.0 | No, well the thing about parenting is there's always something isn't there, there's always the next thing. | Participant 06 | Introductions |  |
| 25 | 2:09.0 - 2:19.0 | Well, I mean, it's lovely, but we just couldn't afford to stay in London, It's just um, it's £170 a day for childcare, you can get it for £44 here. | Me | Introductions |  |
| 26 | 2:19.0 - 2:22.0 | Expensive aren't they kids. | Participant 06 | Introductions |  |
| 27 | 2:22.0 - 2:26.0 | Yeah, they are, but it's getting there, it's getting there. Right, onto the interview. | Me | Introductions |  |
| 28 | 2:26.0 - 2:27.0 | Yes. | Participant 06 | Introductions |  |
| 29 | 2:27.0 - 2:33.0 | Um, the first question really is, which digital maps have you used? | Me | Types of digital map used |  |
| 30 | 2:33.0 - 2:41.0 | Er, just Google Earth really, that's the normal. In terms of for my own private or for personal? | Participant 06 | Types of digital map used |  |
| 31 | 2:41.0 - 2:43.0 | Either, or, both really. | Me | Types of digital map used |  |
| 32 | 2:43.0 - 3:09.0 | Er, yeah, just Google Earth, we do have a facility where, there's an app, that the University run, it's...in the loosest sense, it's a digital map, in as much as it's a static map that's available through an app, and they have different, kind of places around campus marked on that | Participant 06 | Examples of digital map use |  |
| 33 | 3:09.0 - 3:10.0 | Yeah | Me | Examples of digital map use |  |
| 34 | 3:10.0 - 3:27.0 | So I guess it is a digital map, so we kind of use that to first transition into University to highlight key services, like Student Services Information desk (SSiD), Health Services, you know those key services that people might need to kind of use. | Participant 06 | Examples of digital map use |  |
| 35 | 3:27.0 - 3:31.0 | Right, and is it, do you know what any of the decision-making was behind any of the elements of the map? | Me | Examples of digital map use |  |
| 36 | 3:31.0 - 3:33.0 | Of how it was kind of together? | Participant 06 | Examples of digital map use |  |
| 37 | 3:33.0 - 3:34.0 | Yeah | Me | Examples of digital map use |  |
| 38 | 3:34.0 - 4:16.0 | Er, just those, I guess it's come from our information points, so through the mists of time, we've always had information points. I know we've always had information which shows people where things are, you know the kind of key services, either key services that students want to use, or interestingly, the dynamic sometimes is, those services that want to promote themselves. There's a kind of two-way thing going on, isn't there? Because if you think about it, the things that students think they need to know, are different to the things the University thinks the students should know about. | Participant 06 | Examples of digital map use |  |
| 39 | 4:16.0 - 4:17.0 | Okay | Me | Examples of digital map use |  |
| 40 | 4:17.0 - 4:35.0 | So, for example, stereotyping massively here, but students may be more interested in the social aspects of stuff, like where bar one is, rather than where the University health services is. As an institution, we think it's more import that they know where the health service is. SO there's a kind of conversation going on, about what should be included in that. | Participant 06 | Examples of digital map use |  |
| 41 | 4:35.0 - 4:37.0 | So it's quite a good... | Me | Examples of digital map use |  |
| 42 | 4:37.0 - 4:56.0 | Can you show you this...[hands me a document to view, with a map of the University showing key services]..I'll show you this, we've got a paper version of the map, which we've used this year, and which kind of lists the different services, all the kinds of services the University thinks is important to know about, and then we've put it into a map format, just so that it's... | Participant 06 | Examples of digital map use |  |
| 43 | 4:56.0 - 4:58.0 | Kind of easier to get at? | Me | Examples of digital map use |  |
| 44 | 4:58.0 - 5:07.0 | ...because we've kind of coming to a similar conclusion, that not only do students not know what services there are, they don't know where they are either. | Participant 06 | Examples of digital map use |  |
| 45 | 5:07.0 - 5:08.0 | Which is kind of... | Me | Examples of digital map use |  |
| 46 | 5:08.0 - 5:22.0 | Which is really important to use, that they are kind of clustering a way that they can kind of...now this is a joint initiative with the Union [handles the leaflet map] which is kind of got a lot of their services in this building [points to the same building as the interview location]. | Participant 06 | Examples of digital map use |  |
| 47 | 5:22.0 - 5:29.0 | And obviously a map is a fantastic format to get information across, and I'm guessing they can just kind of walk along the road and [gestures to holding the leaflet map], yeah. | Me | Examples of digital map use |  |
| 48 | 5:29.0 - 5:35.0 | Yeah, I think that was the idea, to kind of... | Participant 06 | Examples of digital map use |  |
| 49 | 5:35.0 - 5:39.0 | Yeah, I can see that. I might have to photocopy that [gestures to the leaflet map] | Me | Examples of digital map use |  |
| 50 | 5:39.0 - 6:03.0 | No no, you can take that. That's fine, the, but I think yeah, what happens in this University, because we've got a really well established welfare, support and wellbeing kind of sector, so, for us there's lots of different kinds of drivers of lots of different people wanting to promote different things. And because they’re doing it all the time, it depends which stakeholders are engaged with the process and who's doing it. | Participant 06 | Examples of digital map use |  |
| 51 | 6:03.0 - 6:05.0 | And obviously, having had University of the year, there's some pressure there to... | Me | Examples of digital map use |  |
| 52 | 6:05.0 - 6:40.0 | Yeah, er, and to be perfectly frank, it's not always coordinated. Although a lot of the support services come under one section, students wellbeing, that's not necessarily the case, you know, there are other different bits of the University, and the Union and the University are two separate organisations, so there's different conversations going on all the time about, I mean in broad terms, about what information students should get, but it does feed down into, you know, more specifically, to this type of... | Participant 06 | Examples of digital map use |  |
| 53 | 6:40.0 - 6:42.0 | Getting the information across? | Me | Examples of digital map use |  |
| 54 | 6:42.0 - 6:44.0 | Getting the information across, Yeah | Participant 06 | Examples of digital map use |  |
| 55 | 6:44.0 - 7:01.0 | That's a really interesting use of it, that, But, um, obviously onto the next question. You say you yourself have used Google Earth, and Institutionally you use the static one, but are there are any other maps you are aware of, digital maps? | Me | Examples of digital map use |  |
| 56 | 7:01.0 - 7:14.0 | Er, I don't think there are actually. I think I just call it Google Earth, even if I probably have used different versions of it, but I'd probably just think it was Google Earth. Just how I refer to it, where it just probably that terminology where it's just like [pulls a nonchalant face] | Participant 06 | Examples of digital map use |  |
| 57 | 7:14.0 - 7:17.0 | So it's just like when you search on the internet for something you 'Google' it? | Me | Examples of digital map use |  |
| 58 | 7:17.0 - 7:51.0 | Yeah, exactly. That's the kind of thing, so I can't think of the names of any other digital maps that I've used. The one that I'm using right now in my private life, which isn't Google Earth, well I know it isn't Google Earth, it's on Right Move, which is a property site that has a map linked to it, so you can, oh actually it is, there's a map and then a Google Earth type thing, so then you can go between the camera image and there’s a map attached to it as well, but you can look at either format. | Participant 06 | Examples of digital map use |  |

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| 59 | 7:51.0 - 7:55.0 | A bit like there's some way you can map out the distance to the nearest school, and... | Me | Examples of digital map use |  |
| 60 | 7:55.0 - 8:08.0 | That's it yeah. But on the map, on the map there's a, you can pinpoint where schools are, things like that. But I don't know what the name of that actual app is, no. | Participant 06 | Examples of digital map use |  |
| 61 | 8:08.0 - 8:11.0 | So you mention that, so are you searching for a house at the minute, or... | Me | Examples of digital map use |  |
| 62 | 8:11.0 - 8:15.0 | Yeah, so, because I’m looking for property at the minute, so that's something I use the Right Move and things like that for. | Participant 06 | Examples of digital map use |  |
| 63 | 8:15.0 - 8:16.0 | Okay | Me | Examples of digital map use |  |
| 64 | 8:16.0 - 8:18.0 | To do that, so... | Participant 06 | Examples of digital map use |  |
| 65 | 8:18.0 - 8:21.0 | So, so, when you're using it, how does that fit in, I mean... | Me | Examples of digital map use |  |
| 66 | 8:21.0 - 8:55.0 | It's really important, because, the school thing is really important, because one of the reasons I'm moving is to find a place where, there's decent school nearby, but also to kind of understand where it is as well, you know, it maybe sounds a bit daft because I know that's what a map is for, but you place it where it is as well, you know what I mean? It's like, for example I look at how close it is to work, because I want a place where I can walk, you know, commute, by walking. So it kind of puts it into context with the distances and things doesn't it. | Participant 06 | Examples of digital map use |  |
| 67 | 8:55.0 - 8:58.0 | So is it just, sort of proximity, or... | Me | Examples of digital map use |  |
| 68 | 8:58.0 - 9:16.0 | No, I think the other thing is that like understanding that, because obviously I'm from Sheffield, so I know Sheffield quite well, but the understanding of where a street is, you kind of relate it to a street that you might...so, you might not know the street where that house is, but I know that little area, so I might know a street nearby it, so it puts it into a context I suppose. | Participant 06 | Examples of digital map use |  |
| 69 | 9:16.0 - 9:20.0 | So is that, sort of, like creating familiarity with the... | Me | Examples of digital map use |  |
| 70 | 9:20.0 - 9:32.0 | Yeah, I think so. I don't think...I think because if you don't know the street itself, but you know the next street along, you kind of know what it's like around there, so it's | Participant 06 | Examples of digital map use |  |
| 71 | 9:32.0 - 9:36.0 | Okay, so it's a later question [pointing at topic guide], but, so is it a sense of place it gives you, or is it... | Me | Effect of digital map use on sense of place |  |
| 72 | 9:36.0 - 9:54.0 | No, I think it's more to do with the location really. Not necessarily sense of place, but I suppose it is kind of joined up to that isn't it. For example, if you know one street is going to be a really nice street, withy house on it, then you assume the next street is going o be like that, a similar type. | Participant 06 | Effect of digital map use on sense of place |  |
| 73 | 9:54.0 - 9:55.0 | Yeah. | Me | Effect of digital map use on sense of place |  |
| 74 | 9:55.0 - 10:03.0 | So I guess it's tran...it's about using the knowledge you have of an area, and using the map to kind of bring it together, to inform. | Participant 06 | Effect of digital map use on sense of place |  |
| 75 | 10:03.0 - 10:08.0 | Okay, so it's kind of like a central node. Um, the next one, which might be a tricky one for you... | Me | Effect of digital map use on sense of place |  |
| 76 | 10:08.0 - 10:10.0 | Go on | Participant 06 | Effect of digital map use on sense of place |  |
| 77 | 10:10.0 - 10:15.0 | Um, how reliable or trustworthy are digital maps? For yourself, in your everyday life | Me | Reliable |  |
| 78 | 10:15.0 - 10:42.0 | [pauses] yeah, it's an interesting question, because I think, well, I trust them implicitly I guess. IT's like, I just assume that they're like, that they are right, correct and everything about them is a true reflection of everything [laughs], but that's probably my naivety or reliance on them, I don't know. It's the same, my thought on digital maps, is that they've always shown, or used atlases or any other map... | Participant 06 | Reliable |  |
| 79 | 10:42.0 - 10:43.0 | Right... | Me | Reliable |  |
| 80 | 10:43.0 - 10:48.0 | ...it's an implicit understanding that if it's printed, or online, that it's correct. | Participant 06 | Reliable |  |
| 81 | 10:48.0 - 11:00.0 | And when you're, just thinking about students using maps, in terms of our maps [Sheffield University] and any other map, do you think they will find ill find them trustworthy in the same way? | Me | Reliable |  |
| 82 | 11:00.0 - 11:11.0 | Er, yeah, I think they so. Although I know for certain we've had some issues with our printed maps, because the other issue with University maps is there's a merry-go-round of services moving to different parts [laughs] | Participant 06 | Reliable |  |
| 83 | 11:11.0 - 11:12.0 | Oh...? | Me | Reliable |  |
| 84 | 11:12.0 - 11:46.0 | For example, this intro week [2013] some University maps had gone out to students before they had got places, so they were 2012 maps, and one department, a particularly big department, the management school, had moved from one side of the campus to the other, and on some of the maps that was using incorrect, out-of-date information. So, I think our students do trust the map, but as soon as they learn one thing is wrong with them, for them I guess they lose trust. | Participant 06 | Reliable |  |
| 85 | 11:46.0 - 11:51.0 | Okay, so it's just, a lot of it is joined up service isn't it? Just making sure that it's... | Me | Reliable |  |
| 86 | 11:51.0 - 12:12.0 | Yeah, I mean, I think in terms of like, orientation, as in settling in orientation, maps are hugely important, because it's a complex place the University, and were not a campus University either, so we're quite spread out | Participant 06 | Reliable |  |
| 87 | 12:12.0 - 12:15.0 | Yeah, I noticed that coming from Goldsmiths which is three buildings to Sheffield which is massive | Me | Reliable |  |
| 88 | 12:15.0 - 12:42.0 | It's very difficult to understand, and particularly during, while people have not quite found their feet, I think people get into a pattern of knowing where their department is, where the IC is, knowing where the library is, knowing where food places are - they're the places where they go to on a regular basis. Of course, as soon as you're outside that comfort zone, then most people have no idea...I mean, I've working for the University 14/15 years and there's still loads of different departments I couldn't really tell you where they are | Participant 06 | Reliable |  |
| 89 | 12:42.0 - 12:43.0 | Okay | Me | Reliable |  |
| 90 | 12:43.0 - 12:45.0 | I think it's really important | Participant 06 | Reliable |  |
| 91 | 12:45.0 - 12:49.0 | Okay, especially for getting an orientation just to begin with, or...? | Me | Reliable |  |
| 92 | 12:49.0 - 12:59.0 | I think that first, I mean there's the stereotype of seeing the student looking at a map [gestures as though holding a paper-based map] and wondering where they are, and they do that all the time during the first few weeks of university. | Participant 06 | Reliable |  |
| 93 | 12:59.0 - 13:05.0 | Does that, just thinking about say Spring, when they change semester, does that sort of happen then as well do you think? | Me | Reliable |  |
| 94 | 13:05.0 - 13:09.0 | No, not so much then I don't think | Participant 06 | Reliable |  |
| 95 | 13:09.0 - 13:12.0 | Okay, they already know their way around... | Me | Reliable |  |
| 96 | 13:12.0 - 13:30.0 | Like I said, once they've found their way around, after the first few weeks people have found, mainly found where they are, I suppose if they are having lectures in a new building, there might be that. I think there is a general sense of orientation after the first few weeks, so that's...[pauses] | Participant 06 | Reliable |  |
| 97 | 13:30.0 - 13:31.0 | So intro week 1 and 2? | Me | Reliable |  |
| 98 | 13:31.0 - 13:32.0 | Yeah, yeah | Participant 06 | Reliable |  |
| 99 | 13:32.0 - 13:33.0 | And maybe a little bit afterwards? | Me | Reliable |  |
| 100 | 13:33.0 - 13:36.0 | Yeah, maybe a bit for a few weeks after | Participant 06 | Reliable |  |
| 101 | 13:36.0 - 13:57.0 | That's interesting. Yeah. Okay, um, so we've been through how you feel students use them, we're going through them quite fast actually! Um, have you got an example of a time when you have used digital maps, or when this department has used digital maps to provide a service to students? | Me | Examples of digital map use |  |
| 102 | 13:57.0 - 14:30.0 | Earlier I gave the example of this type of map we have, that's available to students. That's the best kind of example of that. So during intro week, we have an interactive map. We call it an interactive map [smiles] which is kind of not quite right, it's a map where certain building are highlighted, and you can click on a bit that says 'this is the Geography building', or 'this is the students' union'. | Participant 06 | Examples of digital map use |  |
| 103 | 14:30.0 - 14:33.0 | Okay, does that connect in any way with the guided tours? | Me | Examples of digital map use |  |
| 104 | 14:33.0 - 15:32.0 | No, that's not connected, that's just linked to the, on the internet, it's just linked to new student pages, so it's kind of a facility. It's a good point actually, because it's not explicitly linked for example to student's registration process. So for example, we expect all our students to get in for, for example on the first Monday of fresher’s/intro week, we would expect them to get to the Octagon centre for a welcome tour, go to sports hall to get register, go to another building to get their visa scanned, and another building for an intro talk, so there is an expectation there that they going to four or five different places in the first couple of days. We do give people maps, we have an online digital map that shows them where all these are, but it's not explicitly linked to their activities, and what they do. | Participant 06 | Examples of digital map use |  |
| 105 | 15:32.0 - 15:36.0 | Do you mean ideally it would set out a plan for each individual, and that would tell them what they need to know? | Me | Examples of digital map use |  |
| 106 | 15:36.0 - 15:50.0 | Yes, because we're still asking them to do a bit more work, like joining up the dots, you know. Like it may say on their schedule, "go to the Octagon centre", and it might say on the map, "right, this is the Octagon centre". | Participant 06 | Examples of digital map use |  |
| 107 | 15:50.0 - 16:10.0 | I mean, just, um, another one, just moving on. As you say, they are important for the first couple of weeks, but in terms of not just in terms of providing an institutional service, do you think maps are important to students in their everyday life processes in general? | Me | Importance of digital maps to University life |  |
| 108 | 16:10.0 - 16:31.0 | mmm, I think there's a reluctance, I think when you're looking at a map as a refresher thing really, so there's a reluctance for some people to do that. Or, there is an expectation that they know their way around. | Participant 06 | Importance of digital maps to University life |  |
| 109 | 16:31.0 - 16:32.0 | okay | Me | Importance of digital maps to University life |  |

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| 110 | 16:32.0 - 16:37.0 | I mean I don't have any evidence about that, it's only what I feel. | Participant 06 | Importance of digital maps to University life |  |
| 111 | 16:37.0 - 16:39.0 | Well, hopefully this will pull up some... | Me | Importance of digital maps to University life |  |
| 112 | 16:39.0 - 16:43.0 | Yeah, well, it would be interesting to see that. But it's my gut feeling really is that maps are largely used by fresher’s. | Participant 06 | Importance of digital maps to University life |  |
| 113 | 16:43.0 - 16:57.0 | And that's mainly in the first few intro weeks? | Me | Importance of digital maps to University life |  |
| 114 | 16:57.0 - 17:25.0 | Oh yeah, yeah, and obviously there are research students who are joining not just in fresher’s week, so we are getting new students (motions with hands as a cycle/circular pattern). In the second semester, we get a lot of intake of ERASMUS students for those students, and there's intakes of students throughout the year, and they always use them in the transition to starting. Not always in the second semester. | Participant 06 | Importance of digital maps to University life |  |
| 115 | 17:25.0 - 17:26.0 | Okay, and is that something you see a lot? | Me | Importance of digital maps to University life |  |
| 116 | 17:26.0 - 17:46.0 | Hmm, well, I'm probably making that assumption based on my own experience as well, like if you're new, like for example if you go on a city break to somewhere, you use our maps to start off with, and once you start to find landmarks and things, just to orientate yourself, you use it less and less. And I kind of think that that is students' experiences. | Participant 06 | Importance of digital maps to University life |  |
| 117 | 17:46.0 - 17:47.0 | Right... | Me | Importance of digital maps to University life |  |
| 118 | 17:47.0 - 18:18.0 | If you don't know anything, you don't know where the centre of campus is, or you don't know where the union is, or you don't know that's the big thing there that's the Arts tower, then it's not much use to say "Oh, the Geography building is next to the Arts tower", because no one knows where the Arts tower is for example. So, I think it's, once you've got a certain amount of knowledge, where the key landmarks are, or saying "oh, it's towards town", or up towards the student village - once you know where those things are, then kind of more verbal communication can get you there. | Participant 06 | Importance of digital maps to University life |  |
| 119 | 18:18.0 - 18:23.0 | So is it, basically a tool for orientation? | Me | Importance of digital maps to University life |  |
| 120 | 18:23.0 - 19:10.0 | I mean, one thing that I do use it for I guess, is if I'm asking students to come and see me I'll be very explicit, if there. With some students, if there are any barriers at all in coming to see me, they might be reluctant or hesitant to come and see me if it's a welfare issue, or if it's a personal issue. So what I try and do is make sure there is as few barriers as possible, to be able to get them here. So I'm really explicit n my instructions of where I am, how to..., where reception is, what to do when you get to reception. And I'll often include in my e-mail, saying where I am, a link to a picture of the building for example, and I'll often point them to a map to say this is where it is. So there's no like "Oh, I couldn't find you, so I didn't bother coming". | Participant 06 | Importance of digital maps to University life |  |
| 121 | 19:10.0 - 19:14.0 | Yeah, so it makes it a lot easier to access the service | Me | Importance of digital maps to University life |  |
| 122 | 19:14.0 - 19:24.0 | Yeah. And i think I do that, again, because I think people are reluctant to ask for directions really. | Participant 06 | Importance of digital maps to University life |  |
| 123 | 19:24.0 - 19:28.0 | Well, yeah, okay, so once people have the address they assume it should be them? | Me | Importance of digital maps to University life |  |
| 124 | 19:28.0 - 19:43.0 | Yeah, yeah, I think so, that's it yeah. So I like to give them that extra bit of information, like this is what the building looks like, or saying it's "number 54 on the map" or whatever, what they need is a bit more information so they can definitely know where it. | Participant 06 | Importance of digital maps to University life |  |
| 125 | 19:43.0 - 19:57.0 | I mean that's, yeah, sensible. But, um, just moving on to the next one. In your experience, in everyday life and not just to do with your work, do you think a digital map has ever changed or affected the sense or feel you have of a place? | Me | Importance of digital maps to University life |  |
| 126 | 19:57.0 - 20:32.0 | Well, I mean the photographic kind of Google Earth kind of thing do change your...I mean, the benefit they bring to me is that you can see that places, you know, it's not just kind of a bird's eye view, you can kind of see the place and get a sense of how wide the street is, you know, um, has it got trees on it, is it residential or..., which you can't really get with two-dimensional maps. | Participant 06 | Importance of digital maps to University life |  |
| 127 | 20:32.0 - 20:34.0 | So like a road atlas... | Me | Importance of digital maps to University life |  |
| 128 | 20:34.0 - 20:36.0 | Yeah, you can't pick up much on that one. | Participant 06 | Importance of digital maps to University life |  |
| 129 | 20:36.0 - 20:40.0 | And have you got any examples on where you have used it for... | Me | Examples of digital map use |  |
| 130 | 20:40.0 - 21:14.0 | I've used it, a bit, atlas is a bit of an old one, I might get revealed here [laughs]. But I get quite um, I get quite concerned, I get quite uptight when I'm going somewhere new for the first time - for example, if I'm travelling somewhere. So, instead of just knowing where it is on a map, or having some instructions, sometimes I will look on Google Earth to see what particular turn-off, so you know, what the junction looks like or what the entrance to this particular building looks like, or you've actually seen it in effect haven't you? | Participant 06 | Examples of digital map use |  |
| 131 | 21:14.0 - 21:15.0 | Yeah.... | Me | Examples of digital map use |  |
| 132 | 21:15.0 - 21:35.0 | ...rather than just looking on a paper map and going "right, the turn off is somewhere on this street", you can actually see the sign for the building you want to go to before you get there, so it gives you that more...what's the word...you know, more what it looks like. You know what you're looking for don't you. | Participant 06 | Examples of digital map use |  |
| 133 | 21:35.0 - 21:43.0 | Well yeah. And when you're doing that, when do you do it. I mean is that the night before, just before you go or... | Me | Examples of digital map use |  |
| 134 | 21:43.0 - 22:17.0 | Um, I probably go do that, like for example, If I was going somewhere on a trip for example, I would at the planning stage of the trip. Even on the decision-making process of where you're going, you know, so it might influence me in where...like if I'm planning on shopping for example, it might influence me on if I go to that shop, I can find it so I know where it is, obviously it's there. I know it's not a problem, but if it's somewhere I can't find, it might, well it probably wouldn’t put me off, but it night make me think twice about going. | Participant 06 | Examples of digital map use |  |
| 135 | 22:17.0 - 22:28.0 | Okay, I'm just thinking. Earlier you mentioned wider streets, I mean, does it, what other factors come into play - is there reasonable parking outside...? | Me | Examples of digital map use |  |
| 136 | 22:28.0 - 22:54.0 | Yeah, yeah. I think it's that sort of thing isn't it, I mean it's more...I don't know... I guess it's about parking as well, if it looks like a place where there is busy traffic, or...what kind of factors put me off really. That would be: how busy a place is or how it looks really. Does it look like a friendly place, or a crime free-place or | Participant 06 | Examples of digital map use |  |
| 137 | 22:54.0 - 23:05.0 | And do you, just thinking again about a sense of place, do you think students would use it in the same way, in terms of the first two weeks of orientation? | Me | Effect of digital map use on sense of place |  |
| 138 | 23:05.0 - 23:57.0 | Yeah, I think they would. I know as an institution we think that we've got quite a lot, there is a lot of benefits to students seeing what our buildings look like and what our campus looks like, I know that a lot international students who can't come over for open days before they arrive, there's a thought that you know seeing Sheffield in the flesh, sorry - digitally [laughs]! You know, seeing how green it is, or how modern it is, or whatever is really good thing, because Sheffield hasn't necessarily got that reputation or being modern or green, but it actually is. So from our perspective it's really useful to see what the campus looks like. | Participant 06 | Effect of digital map use on sense of place |  |
| 139 | 23:57.0 - 24:02.0 | And do you direct students to any specific areas to look at, or is it... | Me | Effect of digital map use on sense of place |  |
| 140 | 24:02.0 - 24:26.0 | No, we don't do at lot of that at the moment, but that's why Google Earth is being, you know, that's why we do more of that type of stuff. Things like doing virtual tours and things like that have been talked about, but whether they have been actually done, that's another kind of, that's the route people are talking about going down, because there is quite a big disconnect between international students who just can't get to a place.... | Participant 06 | Effect of digital map use on sense of place |  |
| 141 | 24:26.0 - 24:28.0 | ...can't afford it? | Me | Effect of digital map use on sense of place |  |
| 142 | 24:28.0 - 24:48.0 | ...can't afford it, or it's not practical or...so having that as a support is, you know, because that comes from people being able to come and see the city in real-time, and you know, most feedback is "wow, I didn't know Sheffield was this nice". | Participant 06 | Effect of digital map use on sense of place |  |
| 143 | 24:48.0 - 24:49.0 | It's quite green isn't it. | Me | Effect of digital map use on sense of place |  |
| 144 | 24:49.0 - 24:53.0 | So, I don't think people quite have that perception of... | Participant 06 | Effect of digital map use on sense of place |  |
| 145 | 24:53.0 - 24:56.0 | what, and the map itself gives them that perception... | Me | Effect of digital map use on sense of place |  |
| 146 | 24:56.0 - 25:01.0 | I think it does, it tells you a lot more than what it is, it tells you what it looks like. | Participant 06 | Effect of digital map use on sense of place |  |
| 147 | 25:01.0 - 25:03.0 | So it gives you actual photographic 'evidence'? | Me | Effect of digital map use on sense of place |  |
| 148 | 25:03.0 - 25:25.0 | It gives you photographic [nods to agree] and I think it's really important, but also there are things like closeness to the city centre. And one disadvantage we have in terms of showing the campus on a map is the fact that our accommodation is quite a distance away from the teaching. | Participant 06 | Effect of digital map use on sense of place |  |

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| 149 | 25:25.0 - 25:29.0 | Is that one, near Chesterfield the furthest one? I'm not sure what that is, but it's quite a distance isn't it? | Me | Effect of digital map use on sense of place |  |
| 150 | 25:29.0 - 25:32.0 | Near Chesterfield? | Participant 06 | Effect of digital map use on sense of place |  |
| 151 | 25:32.0 - 25:39.0 | Um, towards Chesterfield. Past Endcliffe village, called Star or an area called Star something. I want to say Starbeck, but that's not it. | Me | Effect of digital map use on sense of place |  |
| 152 | 25:39.0 - 26:02.0 | I don't know, but I know Ranmorr, or the village, it's not all that long away really, it's about 20 minutes half an hour walk at most. Yeah, it's not far, but of a lot of students that's a disincentive. The think they should be living a lot closer. | Participant 06 | Effect of digital map use on sense of place |  |
| 153 | 26:02.0 - 26:05.0 | I'm going back to remember I friend here in 2001, and I remember he drove up and it just felt like a long distance. | Me | Effect of digital map use on sense of place |  |
| 154 | 26:05.0 - 26:45.0 | Yeah, so, there is elements of that. There is also elements of like um, you know, the names of building and things. So, we've picked up even in called our Endcliffe Village 'the village' for example. For a lot of, that's done in a kind of modern context, in a kind of western modern context. It's done to be positive, it's everything small, enclosed, nice. But a lot of our international students don't like that, because to them a Village means a backward, isolated place, as in... | Participant 06 | Effect of digital map use on sense of place |  |
| 155 | 26:45.0 - 26:46.0 | ...it's poor... | Me | Effect of digital map use on sense of place |  |
| 156 | 26:46.0 - 27:04.0 | ...yeah, it's poor, backward and isolated. So when you say "Come live in the village", they go like "No, I don't want to live in a village, I want to go live in a city". So that kind of thing features on, you know, but those kind of things are used on maps you know. | Participant 06 | Effect of digital map use on sense of place |  |
| 157 | 27:04.0 - 27:07.0 | Yeah, I had not actually thought about the naming of Sheffield in that way, so that's... | Me | Effect of digital map use on sense of place |  |
| 158 | 27:07.0 - 27:08.0 | Yeah. | Participant 06 | Effect of digital map use on sense of place |  |
| 159 | 27:08.0 - 27:09.0 | Yeah, it's quite interesting | Me | Effect of digital map use on sense of place |  |
| 160 | 27:09.0 - 27:21.0 | Yeah, yeah, it's interesting. It's quite a well known phenomena in recruitment, in terms of recruitment in that they have an issue with the villages being called villages. It's about perception. | Participant 06 | Effect of digital map use on sense of place |  |
| 161 | 27:21.0 - 27:23.0 | So in some ways that flows into the marketing of the University. | Me | Effect of digital map use on sense of place |  |
| 162 | 27:23.0 - 27:36.0 | It is a bit of a marketing aspect. You know, but yeah, part of the University is we've got a job to do to get students to come. Especially international students, that's where the money is! [laughs]. | Participant 06 | Effect of digital map use on sense of place |  |
| 163 | 27:36.0 - 27:38.0 | Yep, triple fees. | Me | Effect of digital map use on sense of place |  |
| 164 | 27:38.0 - 27:39.0 | Exactly. | Participant 06 | Effect of digital map use on sense of place |  |
| 165 | 27:39.0 - 27:43.0 | Okay, so um, just moving onto the next one. Well, before I move onto the next question, just to clarify: when you were saying that the photographic elements were important, is that static photographic on a map, or is that like Google Street-View, or... | Me | Effect of digital map use on sense of place |  |
| 166 | 27:43.0 - 28:32.0 | Oh, okay, yeah so, sorry, because Google Map and Google Street view are very different aren't they, yeah. So, yeah, sorry I'm using the terms interchangeably, because I've not got a good handle on them, but yeah, for me it's more that kind of Google Street-View that is the most useful aspect, sorry yeah. No you're absolutely right, because Google Earth is kind of more flat down, so all that stuff I was talking about is more that Street-View that I find most useful. Because that way, you get more of a feel for a street surface, if it's green, well populated, residential, show it's safe and all that kind of stuff. | Participant 06 | Effect of digital map use on sense of place |  |
| 167 | 28:32.0 - 28:44.0 | Okay, so um, no that's just so I know when I'm coming to coding it, I know where to put it. SO the next one really is - has a digital map ever affected your choice of route, that you know of? | Me | Effect of map on choice of route |  |
| 168 | 28:44.0 - 29:10.0 | Um, I mean that is that Street-View thing, no it's probably not that. It's just that I have an urge to know what the route would look like before I go. To be honest I don't think it would really stop me. | Participant 06 | Effect of map on choice of route |  |
| 169 | 29:10.0 - 29:12.0 | Okay, just thinking about maps here, are you a laptop user or mobile phone? | Me | Effect of map on choice of route |  |
| 170 | 29:12.0 - 29:16.0 | Err, my iPhone is thing at the moment [lifts mobile off desk] | Participant 06 | Effect of map on choice of route |  |
| 171 | 29:16.0 - 29:18.0 | Okay, so an Apple iPhone. | Me | Effect of map on choice of route |  |
| 172 | 29:18.0 - 29:47.0 | So yeah [lifts iPhone again]. So the map on the iPhone, the route finder thing [shows me the screen] is, this is one I use all the time for, um, if I'm going somewhere I just put the postcode in and...what do you call it, err, route finder isn't it? | Participant 06 | Effect of map on choice of route |  |
| 173 | 29:47.0 - 29:48.0 | Navigation? | Me | Effect of map on choice of route |  |
| 174 | 29:48.0 - 29:55.0 | Sat-Nav! Sat-nav. That’s the word I was looking for, so the sat-nav feature in the iPhone is the one I use all the time if I'm going to somewhere I don't know about. | Participant 06 | Effect of map on choice of route |  |
| 175 | 29:55.0 - 29:57.0 | And is that just straight onto the app and... | Me | Effect of map on choice of route |  |
| 176 | 29:57.0 - 30:14.0 | That's just straight into the app and I just use it in that way, so...but that's more, that's more about how to get there, than finding out what it looks like. If it's a destination type place, then I would probably look on Google Earth Street-View to have a look. | Participant 06 | Effect of map on choice of route |  |
| 177 | 30:14.0 - 30:20.0 | So when you're, do you still use that when you're travelling between a place, do you use it before you go or whilst you're on the move? | Me | Effect of map on choice of route |  |
| 178 | 30:20.0 - 30:29.0 | Whilst I'm on the move, that, that, whilst I'm on the move really, as a sat-nav. To get from A to B | Participant 06 | Effect of map on choice of route |  |
| 179 | 30:29.0 - 30:34.0 | Okay, and whilst, again, do you think students use it in a similar way, or...? | Me | Effect of map on choice of route |  |
| 180 | 30:34.0 - 30:56.0 | Er, do I think they do. Phew, I don't, I thought students being younger people being more technologically minded, they are more likely to be using mobile devices with map. | Participant 06 | Effect of map on choice of route |  |
| 181 | 30:56.0 - 31:02.0 | Okay, and I'm just thinking, when you use it to plan a route, do you use it for the whole way, so the phone is in your hand and you occasionally check, or... | Me | Effect of map on choice of route |  |
| 182 | 31:02.0 - 31:21.0 | Um, if I've used it in the car, I use it propped up on the dash in the car [rubs right ear lobe with right hand]. But if I'm using it to just walk around, which I have done from time to time, I think it's pretty much in my hand the whole time and I look at it on a regular basis, relating that [points to mobile screen] to the real world. | Participant 06 | Effect of map on choice of route |  |
| 183 | 31:21.0 - 31:26.0 | So I assume you just use that briefly at-hand to help with travelling. | Me | Effect of map on choice of route |  |
| 184 | 31:26.0 - 31:39.0 | Yeah, yeah, I've only done that walking a few times like trying to find where things are. I've not really used that a lot, because when you're going...it's not often I walk somewhere new, you know what I mean? | Participant 06 | Effect of map on choice of route |  |
| 185 | 31:39.0 - 31:40.0 | Yeah | Me | Effect of map on choice of route |  |
| 186 | 31:40.0 - 31:43.0 | I'm usually driving somewhere, and I know where I am going. | Participant 06 | Effect of map on choice of route |  |
| 187 | 31:43.0 - 31:45.0 | You know Sheffield quite well? | Me | Effect of map on choice of route |  |
| 188 | 31:45.0 - 32:06.0 | Yeah, I know Sheffield quite well, but I do remember I was walking around and I can't remember why, but I do remember I was using my phone, my er Sat-nav [gestures to holding a mobile]. I was walking somewhere in Sheffield, I think it was in an area called Norton. I can't remember for the life of me why I was using it, it might have been more of a like, I was just discovering the app and I was just, you know... | Participant 06 | Effect of map on choice of route |  |
| 189 | 32:06.0 - 32:07.0 | Like the novelty of it? | Me | Effect of map on choice of route |  |
| 190 | 32:07.0 - 32:24.0 | Yeah, the novelty. Was I trying to get somewhere [rhetorical]? I think I was trying to get to a park or something, I think it was an entrance to a park, but I think it was more to see if I could...I've got this, I might as well use it. | Participant 06 | Effect of map on choice of route |  |
| 191 | 32:24.0 - 32:26.0 | And the maps are novel as well. | Me | Effect of map on choice of route |  |
| 192 | 32:26.0 - 32:38.0 | Yeah, you just try them out don't you. But I don't, I think that was a few months ago. That might be the only time I've actually used it as a walking map. But I've used it a lot in the car. | Participant 06 | Effect of map on choice of route |  |
| 193 | 32:38.0 - 32:42.0 | Okay, so driving is the main thing. | Me | Effect of map on choice of route |  |
| 194 | 32:42.0 - 32:45.0 | Yeah. | Participant 06 | Effect of map on choice of route |  |
| 195 | 32:45.0 - 32:57.0 | Okay, and the last two really. Do you think a digital map has ever changed your choice of site or place you have chosen to go to? Basically, have you ever made that decision on the basis of a map. | Me | Effect of digital map use on choice of site |  |

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| 196 | 32:57.0 - 33:51.0 | I think it's a, no I don't think it's ever made that decision on a map, but I think when we've on holidays and things like that, like last year we went to Devon in a caravan, and I remember looking at Google Earth and the Street-View to see what it looked like, where it looked like in relation to the sea and the resort and things like that, so that, I guess that did influence the decision somewhat. It reassured us for example that it was next to the coast [laughs], we could basically see that, or how far it was, you know because you could see the path. So it's more, I think it's more of a clarification or a reassurance that if you're going to go somewhere, that that's where it is. And you can get that extra reassurance that that's what you think it is. | Participant 06 | Effect of digital map use on choice of site |  |
| 197 | 33:51.0 - 33:53.0 | So it plays into it, but it's not a major aspect? | Me | Effect of digital map use on choice of site |  |
| 198 | 33:53.0 - 34:01.0 | Yeah, I don't think it's the decision-making factor. I think it just kind of informs your decision, don't you think? | Participant 06 | Effect of digital map use on choice of site |  |
| 199 | 34:01.0 - 34:15.0 | Yeah, same as me. But um, just thinking about students and Sheffield, do you think they, maybe they go to the peak district or choose a place to visit, do you think a map would play into the choice of place they visit, or...? | Me | Effect of digital map use on choice of site |  |
| 200 | 34:15.0 - 34:42.0 | Hard to say really isn't it, um, students are different aren't they. So, UI don't know, it's hard to say. I would imagine it's useful isn't it for everybody, whether you're a student or not. They're useful to clarify whatever you want, or what a place looks like... | Participant 06 | Effect of digital map use on choice of site |  |
| 201 | 34:42.0 - 34:43.0 | ...okay... | Me | Effect of digital map use on choice of site |  |
| 202 | 34:43.0 - 34:47.0 | ...but I wouldn't go any stronger than that to be honest, | Participant 06 | Effect of digital map use on choice of site |  |
| 203 | 34:47.0 - 34:48.0 | That's fair enough. | Me | Effect of digital map use on choice of site |  |
| 204 | 34:48.0 - 34:49.0 | I think it just informs them. | Participant 06 | Effect of digital map use on choice of site |  |
| 205 | 34:49.0 - 34:55.0 | So again, it's there, it's not the major decision factor, but it's in... | Me | Effect of digital map use on choice of site |  |
| 206 | 34:55.0 - 35:03.0 | It is in the decision-making process isn't it? I think it's particularly handy. | Participant 06 | Effect of digital map use on choice of site |  |
| 207 | 35:03.0 - 35:05.0 | okay | Me | Effect of digital map use on choice of site |  |
| 208 | 35:05.0 - 35:35.0 | But again, thinking about students, and the way younger people are more and more using the technology, then it probably is a more of a factor than it would be for someone like me. I would have thought. I suppose the more converse...er, the more used you are to using a technology, the more it becomes an important factor. You know, if you're used to looking at the way a place looks on Street-View, that's going to be increasingly the way you judge things. | Participant 06 | Effect of digital map use on choice of site |  |
| 209 | 35:35.0 - 35:37.0 | So is it sort of habit-based in a way? | Me | Effect of digital map use on choice of site |  |
| 210 | 35:37.0 - 35:48.0 | Yeah, but I am just basing that on an assumption that most students are younger pope, and younger people are mostly more technology based. | Participant 06 | Effect of digital map use on choice of site |  |
| 211 | 35:48.0 - 35:54.0 | Okay. One point I want to come back to is, do you use, or have you ever added or amended content to a digital map? | Me | Adding or amending content |  |
| 212 | 35:54.0 - 36:07.0 | Er, not that I know of. We have a colleague in the University that does all that kind of stuff for us. So I wouldn't physically do anything to add, just maybe ask them instead. | Participant 06 | Adding or amending content |  |
| 213 | 36:07.0 - 36:11.0 | So, do you make a decision on what should be, or shouldn't be on... | Me | Adding or amending content |  |
| 214 | 36:11.0 - 36:46.0 | Yeah, only very basic things, like if a building or road has been named incorrectly, or the service in that building has been amended, so it's factually correct, or updating the image of a building to put on a map, so it's up to date. That sort of thing really, rather than the design features like all the building should be yellow, or...anything like that would be more to do with our colleagues who work with technology | Participant 06 | Adding or amending content |  |
| 215 | 36:46.0 - 36:54.0 | And is that, when you're having input, is that when they make amendments onto Google maps or... | Me | Adding or amending content |  |
| 216 | 36:54.0 - 36:58.0 | Onto our, onto the University's own map. | Participant 06 | Adding or amending content |  |
| 217 | 36:58.0 - 37:02.0 | And would you, just in terms of external maps like Google or other large scale maps, would you know how to make amendments? | Me | Adding or amending content |  |
| 218 | 37:02.0 - 37:03.0 | No, I wouldn’t, no. | Participant 06 | Adding or amending content |  |
| 219 | 37:03.0 - 37:04.0 | Okay. | Me | Adding or amending content |  |
| 220 | 37:04.0 - 37:06.0 | No, I would have absolutely no idea how to do that. | Participant 06 | Adding or amending content |  |
| 221 | 37:06.0 - 37:09.0 | Okay, that's one of the factors where some people do, some people don't. | Me | Adding or amending content |  |
| 222 | 37:09.0 - 37:45.0 | Yeah, no, I would really have no idea, I would struggle to...things like switching from an image view to a satellite view, that's pretty much the basis of my knowledge, you know, it would go that far. Just from my view, I'm really the type of person that would go "Oh, that's what it is". Rather than try and discover a new piece of technology, and figure out how I could make it work for me, it either works now, or I lose interest in it within 5 seconds. | Participant 06 | Adding or amending content |  |
| 223 | 37:45.0 - 37:47.0 | So is it really about the convenience? | Me | Adding or amending content |  |
| 224 | 37:47.0 - 37:51.0 | Yeah, yeah, it's about convenience, it's a bigger factor than anything else. | Participant 06 | Adding or amending content |  |
| 225 | 37:51.0 - 38:06.0 | Okay, just to follow on from that, the last question really, do you ever use any other applications that link in with maps, I mean you mentioned Right Move, but can you think of any others that link in with maps? | Me | Types of digital map used |  |
| 226 | 38:06.0 - 38:31.0 | Er, [pauses to think], I mean I guess the Facebook thing has maps. I know when you're logging into places when you're at a bar or restaurant. I'm not a massive user of Facebook. | Participant 06 | Types of digital map used |  |
| 227 | 38:31.0 - 38:33.0 | Check-in? | Me | Types of digital map used |  |
| 228 | 38:33.0 - 39:01.0 | Yeah, checking in. So that sort of thing I guess. [Picks up phone from the side to view apps]. So I guess there is a map aspect to the weather apps [pauses whilst flicking through apps} | Participant 06 | Types of digital map used |  |
| 229 | 39:01.0 - 39:04.0 | Okay. | Me | Types of digital map used |  |
| 230 | 39:04.0 - 39:13.0 | Yeah, so I guess the bank. I've got a couple of banking apps, and they've got a couple of maps on them, branch-finders and things like that which I've used before. | Participant 06 | Types of digital map used |  |
| 231 | 39:13.0 - 39:15.0 | Do you know which banks they are for? | Me | Types of digital map used |  |
| 232 | 39:15.0 - 39:37.0 | So that's, the ones I use are Lloyd's TSB, or just Lloyd's. It's hard to keep track! [Lloyd's TSB had been broken into separate High Street and Investment functions just before]. Oh God, what is it called, Ah! Santander, Lloyd’s and Santander. | Participant 06 | Types of digital map used |  |
| 233 | 39:37.0 - 39:44.0 | Okay, and you use it for Right Move, which is quite interesting, and I can see how it fits in with that. | Me | Types of digital map used |  |
| 234 | 39:44.0 - 40:08.0 | And that's a really good example, you know, I don't use Right Move because it's got a map for example, I use it because it's got the most properties on it. But then a fantastic added thing going on, is the map, locating it to something else, you know, and it's just there. | Participant 06 | Types of digital map used |  |
| 235 | 40:08.0 - 40:11.0 | Okay. Fantastic, well we've not done badly for time. That about wraps it up for the interview. | Me | Types of digital map used |  |
| 236 | 40:11.0 - 40:12.0 | That was quick! | Participant 06 | Types of digital map used |  |
| 237 | 40:12.0 - 40:13.0 | That was. | Me | Types of digital map used |  |
| 238 | 40:13.0 - 40:18.0 | So what's the process now, you're interviewing quite a lot of people then drawing all this data together? | Participant 06 | Clarification questions |  |
| 239 | 40:18.0 - 42:22.0 | Yeah, what I'll do is, I'll interview people for the three different contexts: Leisure-walkers, homebuyers and students. Now in terms of what I call 'University life', I will interview 9 people in total - 3 students, 3 people providing students services and 3 from local student centred businesses. Around about late February, I will set up a focus group, and invite people at the start of analysis to discuss key themes, and get some feedback so I know I'm not just making up the analysis. After that I will combine the three contexts, have a look at the findings and combine them with a survey I have already completed with 280 responses. Once they are together and combined I'll have an analysis across three different contexts. Homebuying is quite a broad range, leisure walking is a medium range, and University life is usually quite immediate. Once I have that broad set of ranges, I'll discuss that against a body of literature, develop a theory on that to see how maps are used in everyday life, and that can confirm how decisions are made on the basis of maps, which should make a nice Sociological analysis. Um, after that, I will have the findings ready, so anybody who wants them, such as yourself, I can send those back to you. And what I'm looking to do is inform Cartographic theory, which is quite an academic project. The simple reason being, Cartographic theory focuses on the technology, but it doesn't necessarily focus on how it is used. And that leaves a gap. | Me | Clarification questions |  |
| 240 | 42:22.0 - 42:26.0 | And that's that gap that you've intrigued? | Participant 06 | Clarification questions |  |
| 241 | 42:26.0 - 43:04.0 | Yeah. Not knowing how it's used just seems mind-boggling to me. 400 million unique activations in 2010, so 400 million people using just Google Earth, and nobody knows how they are using it. And when you see that combine with things like Trip Advisor - for example, if it's not on the map, they don't visit it. and there's a lack of research on whether that would affect rural communities, or if it's just an urban issue, and how it fits in with that. A lot of these aspects will be covered. | Me | Clarification questions |  |
| 242 | 43:04.0 - 43:06.0 | So what's your thoughts on that, what are you...is there any themes that are emerging? | Participant 06 | Clarification questions |  |
| 243 | 43:06.0 - 43:45.0 | Well so far, it's more about security, so people seem to sue it more for a sense of security. Particularly I imagine if people have anxiety issues, it could alleviate them I guess. Other themes are that there is no sense of topography on a digital map, so if you're disabled it can be really difficult to navigate around on the basis of a map. But Google seems to be a strong winner, every time. People trust it implicitly. | Me | Clarification questions |  |
| 244 | 43:45.0 - 43:51.0 | Weird isn't it. | Participant 06 | Clarification questions |  |
| 245 | 43:51.0 - 43:54.0 | Yeah, like I say, if they don't put it on a map, they don't know... | Me | Clarification questions |  |
| 246 | 43:54.0 - 44:02.0 | Doesn't exist. So interesting isn't it, God, Google. The problem with Google is they are so good at what they do, but it's so worrying that one organisation has such power. I mean what do they live on, it all seems nice on the surface, but... | Participant 06 | Clarification questions |  |
| 247 | 44:02.0 - 44:27.0 | Well, yeah. This is another project I'm working on with Hamish Cunningham in Computer Science, as people move onto the cloud, they have all sorts from medical record to the whole core of our data. | Me | Clarification questions |  |
| 248 | 44:27.0 - 44:32.0 | Absolutely terrifying isn't it. | Participant 06 | Clarification questions |  |
| 249 | 44:32.0 - 44:36.0 | Well, especially if the service is in the US, but you're based in the UK. Because what's right under US law, isn't... | Me | Clarification questions |  |
| 250 | 44:36.0 - 44:50.0 | Yeah, because there is some really interesting discussions on legal frameworks now. Just being so redundant, because those boundaries don't exist anymore with so much data. | Participant 06 | Clarification questions |  |
| 251 | 44:50.0 - 45:05.0 | It's, um, until smart cities and the um, digital cities comes into the European Union in 2010, there is not really going to be the coverage, and we've got 7 years of technology until that kicks in. | Me | Clarification questions |  |
| 252 | 45:05.0 - 45:09.0 | And it's what is going to happen in that time too, because things move along so quickly. | Participant 06 | Clarification questions |  |
| 253 | 45:09.0 - 45:11.0 | You're right, it is worrying. You get carried away with this Prism scandal, but what's worrying me more is this transferring of data onto Google. Externalising that risk. | Me | Clarification questions |  |
| 254 | 45:11.0 - 45:50.0 | Yes. | Participant 06 | Clarification questions |  |
| 255 | 45:50.0 - 45:56.0 | Where I start next Monday, I'll be working for Addaction, and they do substitute prescriptions, but that will be on a third party cloud host. They say they are offering security, but then you're trusting a contract. And there are people trusting their lives. Anyway, interesting topic area. | Me | Clarification questions |  |
| 256 | 45:56.0 - 45:58.0 | It is interesting. | Participant 06 | Clarification questions |  |
| 257 | 45:58.0 - 46:41.3 | Right, thank you. Obviously I'll keep you updated. | Me | Clarification questions |  |