**Name:** Files\\Group 1 - University Life\\Participant 15 - Interview Notes

¶1: The interview took place at El Toro, a Tapas bar/restaurant on Newbould Lane, Broomhill, Sheffield. The owner seem hesitate to talk with me, but eventually agreed. He consented (verbally) to take part in the research, but not to be filmed. I had purposefully arrived early on a Saturday morning the day after Valentine’s Day, following difficulties in recruiting participants; I made unsolicited stops at every shop open. Starting from the train station, I walked up through the centre, up West Street, up Western Bank. This interview took place whilst there were no customers present. The interaction here was not rushed, but the participant was adamant he did not wish to sign the consent form even after explaining how important it was. He mentioned that his Mother had signed an insurance document, and that a result had only just finished paying off a sizable debt. As a compromise, I asked if it was okay to contact him by e-mail to gain confirmation that he had verbally consented to the interview, and he agreed and gave me his business e-mail address. Any direct quotations are capitalised below in

¶2:

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

¶4:

**¶5: Participant 15:** The participant stated that they had used Google (didn’t state which) and the one that came free with the iPhone.

¶6:

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

¶8:

**¶9: Participant 15:** He stated that he started using the one that came free with the phone to start with, then “GOOGEL DOMINATED” in part because he preferred using Google Maps as a Sat-Nav (he referred to this as Google Earth).

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

¶12:

**¶13: Participant 15:** He stated that he usually used maps for driving, to get directions whilst on route and to plan beforehand “...BUNG A POSTCODE IN TO GET FROM SOMEWHERE TO SOMEWHERE ELSE”i

¶14:

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

¶16:

¶17: **Participant 15:** When asked about format and mode of use, the participant responded that His frequency of use is “USE IT EVERYDAY”, and that in terms of it fitting on with other activities he used it to ”SEARCH THE SEARCH ENGINE AND THE MAP”, which we clarified were Google (both as the search engine and the map) – I found it odd that he used the term ‘search engine’ rather than just Google or ‘searched’. I felt that reflected me using digital maps rather than Google maps, setting a precedent. That kind of over-cautiousness plagued to interaction.

¶18:

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

¶20:

**¶21: Participant 15:**  He stated he “COULD LIVE WITHOUT THEM, IF THEY DISAPPEARED TOMORROW, I WOULDN’T BE CRYING WITHOT THEM”.

¶22:

¶23:

**¶24: Me:** How do you use digital maps? – I felt the answer was underexplored for ‘How did use fit with other activities’

¶25:

**¶26: Participant 15:** Participant stated that they used digital maps “PRETTY MUCH ALWAYS ON THE PHONE, BUT WITH PC AND PHONE”. When asked about the timing of use, to gain more depth to the answer, he responded that he used digital maps both before (to plan) and during (in real-time) an activity. I wanted to follow-up as his main activity was driving, and his main use was on mobile phone - to ask if he used digital maps whilst driving. His pensive and over-cautious demeanour made me feel the interview would have ended early.ii

¶27:

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

¶29:

**¶30: Participant 15:** “NO, NOT THE REAL PLACE. I SUPPOSE THEY DO HAVE A BEARING ON WHERE YOU SEARCH ON THE INTERNET, EVENTUALLY IT WILL HAVE AN IMPACT ON WHERE YOU END UP.” – Discussing this point, he noted that he did not feel that digital maps ‘directly’ informed his choice of site (place). However, he did note that the maps integrated with a search engine (the conversation at this point was implied to slant toward Google by the participant). So that when he searched for a place, the surrounding locale was populated with a specific dataset informing potential choices and knowledge of available options. He believed that he would have made choices on where to go, based on that information e.g., a link to a restaurant website connected to a place-marker on the map.iv,viii

¶31:

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

¶33:

**¶34: Participant 15:**  “YES, IT DOES. IT TELLS YOU...YOU GET TWO OR THREE OPTIONS” – here his discussion turned to focus on Google’s route planner (Navigation) which he used by mobile phone via the Google Earth app on his iPhone. When asked how the map fed into his choice of route, given that it provided 2/3 options, to which he replied that he would “GENEREALLY GO WITH THE QUICKEST”.vi

¶35:

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

¶37:

**¶38: Participant 15:** “I SUPPOSE STREET-VIEW..IT’S GOING TO GIVE YOU A FEEL FOR IT. IT’S LEAST IMPORTANT IF I WAS LOOKING AT A SHOP...I SUPPOSE THE STREET, LIKE IF YOU’RE LOOKING AT A SUBURB OR CITY. IF YOU’RE AWARE OF THE AREA IT’S IN, WHETHER IT’S CONCIOUS OR SUBCONCIOUS, YOU MAKE DECISONS ON THAT”- the discussion here was extended into me trying to get a concrete example, but he would not relent. He just gave vague understandings.vii,viii

¶39:

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

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

¶42:

**¶43: Participant 15:** “YEAH, FOR HERE, ON LOCATOR”. Here we discussed his choice of putting his business on Google maps (a process I was going through at the same-time for my day-job). He choose Google because it was easy. He did not know which maps would be easiest, or look for online reviews, he just assumed Google would be the easiest and went for that. He almost seemed embarrassed that he had not considered any other map-maker.ix

**See Also Links**

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

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

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

iv Memos\\Group 1 - University life\\Memos\\Initial Memos\\If they're not a dot on the map, they get missed out

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

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

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

viii Memos\\Group 1 - University life\\Memos\\Initial Memos\\Street-View used for business practices

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

**Linked Memo**

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