**Name:** Files\\Group 1 - University Life\\Participant 10 and 11 and 12 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Themes** |
| 1 | 0:01.0 - 2:12.0 | Right, well, I'm looking at digital maps as you know, There is a lot of research on the design and the actual interface of the technology. There is a lot of research on the how the hardware and software work, and on usability. There is almost no research on how people use them. Before I started my PhD I worked in housing, alongside surveyors using Street-Views to make lots of decisions on boundaries of properties, all sorts of, I've seen people using them in all sorts of weird and wonderful ways, and I rally just wanted to see how people use these maps in everyday life, and just see how that might affects things like trade, travel, commerce, transport. So that spurred me to go on to do a qualitative research project to see how they use them....[pauses for any questions, eye contact made]...Okay, so just onto the interview, what I'm doing today is just looking to interview people who provide a service to students. I have already interviewed students, after that I'll be looking at people from a business perspective, who might be seeking to persuade students. Um, so yeah, those are three different angles that run across three different contexts. One is University life, another is leisure-walking, because it could be very different in the countryside to an urban setting, and the third one I'm looking at is home-buying, for a long=term process. When I've compared people from all there contexts, I'll basically invite people from the contexts to a focus group across the groups, and then compare that to a survey that goes across a wider group. So, obviously if you are interesting in the research, or you just want to see how it is going, just send me a quick e-mail [points to the topic guide] and I'm quite social media friendly, you can look me up on my university page, so um, yeah., and I've got academic accounts on Twitter and Facebook. You know, just ask me. SO then, just jumping onto the interview, going around the table, which maps have you used? Which maps do you know of and have you used? | Me |  |
| 2 | 2:12.0 - 2:16.0 | Do you mean 'at work' or anywhere? | Participant 12 |  |
| 3 | 2:16.0 - 2:17.0 | Well, in general? | Me |  |
| 4 | 2:17.0 - 2:22.0 | And by map, do you mean, because Street-View is, I mean do you class that as a map? | Participant 12 |  |
| 5 | 2:22.0 - 2:26.0 | I can do, yes, I can include anything you want[laughs] | me |  |
| 6 | 2:26.0 - 3:15.0 | [Laughs] Um, I use Sat-Nav, I um use GIS maps, because I did an MA in Archaeology. So I've used digimaps to do historical map research for my dissertation, and I use Google Maps to find my way when I want to go somewhere - because, although I do have a Sat-Nav, I don't like using it, and because I do ride a motorbike, and I'm used to memorising, so I use GoogleMaps as just giving me the map I need to memorise, rather than having a big fold-out map that I then memorise, I just, then because it's quicker to find what I'm actually looking for - but I still memorise it, I don't use it when I'm on my way there, no. | Participant 12 |  |
| 7 | 3:15.0 - 3:19.0 | Okay, that's interesting. And is that the same for everybody [addressing Participants 10 and 11] | Me |  |
| 8 | 3:19.0 - 3:38.0 | Yeah. I've used OS maps in the past. Maps you get in the travel guide when you go on holiday. Google maps of course, and Sat-Nav. I can't think of any others really. Yeah | Participant 11 |  |
| 9 | 3:38.0 - 3:46.0 | Just Google Maps. I know there are others, I've seen them, but I've not liked them and gone straight back to Google. | Participant 10 |  |
| 10 | 3:46.0 - 3:47.0 | So Google is your preference | Me |  |
| 11 | 3:47.0 - 3:48.0 | Yeah | Participant 10 |  |
| 12 | 3:48.0 - 4:10.0 | [Interjecting]...Bing maps - I was a maintenance solicitor and all the rest of it, so I did use the Street-view to look at houses my clients were buying, and Bing maps has the birds view of the um, the oblique view, which was very useful for looking around people's back gardens, to see what was in there, whereas the Google view is just straight down, where the oblique view was sometimes very useful. | Participant 12 |  |
| 13 | 4:10.0 - 4:14.0 | I like the street-View on Google maps, that's very handy | Participant 11 |  |
| 14 | 4:14.0 - 4:28.0 | It is very handy. I could always tell when it was done outside my house because I had a new kitchen, and my kitchen was outside in a pile for 18 months, so it took the picture from the satellite during those 18 months because that was when they were there. | Participant 12 |  |
| 15 | 4:28.0 - 4:30.0 | Yeah | Me |  |
| 16 | 4:30.0 - 4:33.0 | When I discovered Street-View could go inside shops.... | Participant 10 |  |
| 17 | 4:33.0 - 4:34.0 | [Shocked]...Whoa, what | Participant 11 |  |
| 18 | 4:34.0 - 4:35.0 | ...That was exciting yeah. | Participant 10 |  |
| 19 | 4:35.0 - 4:37.0 | Yeah, you can go inside Geraldine's! | Me |  |
| 20 | 4:37.0 - 4:39.0 | Scott's hut in Antarctica you can go inside. | Participant 12 |  |
| 21 | 4:39.0 - 4:41.0 | ...and Mount Everest base camp too. | Me |  |
| 22 | 4:41.0 - 4:43.0 | There's all these things she doesn't know! | Participant 12 |  |
| 23 | 4:43.0 - 4:45.0 | There is a shop on Division Street you can go in | Participant 10 |  |
| 24 | 4:45.0 - 4:50.0 | It's just, how, it's just, Okay [laughs] | Participant 11 |  |
| 25 | 4:50.0 - 5:06.0 | Um, so those are the maps you prefer, and just moving on, one by one, have you got an example of when you have used a map...Um, preferably in a work-based service, or everyday life would be fine - If you have used them in a work service! | Me |  |
| 26 | 5:06.0 - 5:28.0 | Occasionally we do get a student ask "How do I get to so and so...", and I might have a quick look then. So, it's a quick, and quite often we just try and direct ourselves [gestures with hands as though describing directions], but if you can see that they are really just not getting it, sometimes it can be quicker just to pull up a quick map on a computer screen, and look it up and go "you just go up here, and then you turn left. | Participant 10 |  |
| 27 | 5:28.0 - 5:30.0 | And is that quite rare, or... | Me |  |
| 28 | 5:30.0 - 5:37.0 | It is quite rare, I mean normally it's the local area, so you know it well enough..you don't have to... | Participant 10 |  |
| 29 | 5:37.0 - 5:41.0 | Okay, so you have quite a good knowledge of the local area anyway so you don't have to... | Me |  |
| 30 | 5:41.0 - 5:47.0 | Yeah, and we also have the hand out maps from the University at reception, so for University things we just hand them one of them and the walk off with it then. | Participant 10 |  |
| 31 | 5:47.0 - 5:54.0 | Okay. So in the case of everyday life, would you use it more or... | Me |  |
| 32 | 5:54.0 - 6:09.0 | Occasionally, If I've got to go somewhere I'm not familiar with, I'll check the route, um I'll usually use Street-View to see if I can recognise a pub on the way, to make sure I'm on the right track sort of thing. Um, that would be the only times really. | Participant 10 |  |
| 33 | 6:09.0 - 6:12.0 | Okay. And is that [addressing Participant 11] how does that work for you? | Me |  |
| 34 | 6:12.0 - 6:37.0 | Yeah. I think I'm the same ready [referring top Participant 10's answer]. The maps that the University has created themselves are just the specific area, the accommodation and...I use those maps particularly when I'm trying to direct students, yeah. I think the larger maps, like Google for a conference say, or much further away from the University, directing them to restaurants or a conference of whatever it is. | Participant 11 |  |
| 35 | 6:37.0 - 6:39.0 | Especially for high-level delegates | Me |  |
| 36 | 6:39.0 - 6:51.0 | Um-hum. Yeah. And then personal use, quite frequently I suppose. I have placements all over the place on South Yorkshire, so I'm on Sat-Nav quite frequently trying to figure out where I am going. | Participant 11 |  |
| 37 | 6:51.0 - 6:53.0 | Okay, so you have a lot of travel, and is that always driving or do you go by train or... | Me |  |
| 38 | 6:53.0 - 6:54.0 | Driving | Participant 11 |  |
| 39 | 6:54.0 - 6:57.0 | Righty-Oh, and is that [Turning to face Participant 12]... | Me |  |
| 40 | 6:57.0 - 8:11.0 | Um, I don't use maps at work terribly often for the simple reason that now that I've learned where Ranmoor is, I don't need to look again. I can just drive there. I think the only time I've used it this year is...we're planning a family trip to Hull, and we know Hull very well, but I will be looking at the maps to see where it all fits together, and where the coach driver can park and that sort of thing. So it's useful again for outside the local area. Um, but again, a kind of niche use for a motorbike rider [laughs] is, if I knew I was taking my bike somewhere I'd never been before, then I would look at Street-View specifically to look at the road markings, to see where the motorbike parking was, and I would follow it around until I had found somewhere I could put the motorbike before I would drive there. Um, because I need to know that there isn't a big camber on the road, and it isn't cobbled, and that there is going to be something I can tie it to. This is particularly in a trip to Manchester, where I didn't want to leave it in full-view in the centre of Manchester [laughs]. So I did a lot of research with Street-View to try and find somewhere safe. | Participant 12 |  |
| 41 | 8:11.0 - 8:37.0 | Okay. I mean that is, that's an interesting one. Um, I mean we've sort of jumped ahead through three of the questions already. But um, when you are using digital maps, and related to work, how does that fit in with your other activities? And, thinking for example, you [addressing Participant 12] use your map before you go somewhere with Street-View, but is that the night before? the week before? | Me |  |
| 42 | 8:37.0 - 8:59.0 | It's not normally the night before, because I wouldn't be making a decision that late as to whether to go by car or motorbike . I would have done it before to make sure my plan was going to work. I would, I might print the map off and say "Yes, it is going to work" and then I wouldn't look at the map again. So it's more forward planning for that particular one. | Participant 12 |  |
| 43 | 8:59.0 - 9:01.0 | Okay, and would you take the paper-map with you, when you are going... | Me |  |
| 44 | 9:01.0 - 9:02.0 | ...Yeah... | Participant 12 |  |
| 45 | 9:02.0 - 9:04.0 | ...just to refer to... | Me |  |
| 46 | 9:04.0 - 9:09.0 | ...just in case I couldn't remember it properly, I would print it off and take it with me | Participant 12 |  |
| 47 | 9:09.0 - 9:14.0 | And when you say you're looking at a digital map, is that via mobile on a laptop, How are you... | Me |  |
| 48 | 9:14.0 - 9:37.0 | Um, laptop. Now that we've been provided with iPad for work, I do use the map on there because it's quicker than switching the laptop on, because the iPad is on all the time. Um, but it doesn't mean that I use it any later on, unless I'm very late with my planning. So planning rather than last minute. | Participant 12 |  |
| 49 | 9:37.0 - 9:39.0 | Okay. And is that [addressing Participant 11] Apple Mac, or...? | Me |  |
| 50 | 9:39.0 - 9:46.0 | It is, yeah, well, on the iPad it's Apple, but on my laptop it would be Google. | Participant 12 |  |
| 51 | 9:46.0 - 9:48.0 | Okay, and [addressing Participant 11] obviously you travel around Yorkshire a lot. Is that...? | Me |  |

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| 52 | 9:48.0 - 10:26.0 | It depends what I'm travelling for, because if it's something quite important then I'll want to prepare for, then I would say about a week really, before, just to have a better idea as to where it is I'm going to. But if it's something that's not quite as important, like a regular journey, then probably the night before or even half an hour. Just so I know the route, or it's more, you know so I'll know the time it takes me to get somewhere. Um, and the various shops and petrol stations, or, just the local facilities nearby or on the route that I'm able to find my way by, if they're on there, dependent on what map I use. | Participant 11 |  |
| 53 | 10:26.0 - 10:31.0 | And do you have any, sort of, preferences when you are using those or not? [addressing Participant 11] | Me |  |
| 54 | 10:31.0 - 10:52.0 | Um, I would say Goggle Maps, because I have the Sat-Nav on my phone aswell as Google Maps. I use the Sat-Nav if I'm driving, Google maps if I'm walking. Um, Google maps if I'm just checking how long it will take, because it's quicker to load up than the Tom-Tom Sat-Nav | Participant 11 |  |
| 55 | 10:52.0 - 10:54.0 | Oaky, and do you find the timescales it gives are quite accurate or... | Me |  |
| 56 | 10:54.0 - 11:06.0 | No...not really [laughs]. I add on at least 15 minutes. At least, on to all of them. Um, nothing else to factor in but traffic, dependent on what time it is I go. | Participant 11 |  |
| 57 | 11:06.0 - 11:07.0 | Okay | Me |  |
| 58 | 11:07.0 - 11:09.0 | Yeah, you used me so...[laughs] | Participant 11 |  |
| 59 | 11:09.0 - 11:11.0 | Okay. And are you the same, or...[addressing Participant 10] | Me |  |
| 60 | 11:11.0 - 11:55.0 | Similar, I mean I just walk everywhere, so I'm, um, if I decide I want to go to a particular place or day out or something, I'll usually look in the week, to see what is available, what is accessible. And then, usually as I'm about to head out the door, I have a quick look, just to jog my memory. Sometimes I make a couple of quick notes just to carry with me. I've only just joined the smartphone era, so I've not got so far as using the map on that yet. But, um ,yeah. It's just as quick memory jog as I'm leaving. But because I'm walking, the walking times are usually half as long as it says on the.... | Participant 10 |  |
| 61 | 11:55.0 - 11:56.0 | ...Oh yeah... | Participant 11 |  |
| 62 | 11:56.0 - 11:59.0 | Because I'm a quick walker. | Participant 10 |  |
| 63 | 11:59.0 - 12:01.0 | Yeah, walking time is at least half. Driving time is the other way around. | Participant 11 |  |
| 64 | 12:01.0 - 12:07.0 | Okay, so a bit of difference between driving and walking. So do you both do that on a mobile, or on a laptop, or...[addressing Participants 10 and 11] | Me |  |
| 65 | 12:07.0 - 12:10.0 | Sometimes, yeah. | Participant 10 |  |
| 66 | 12:10.0 - 12:12.0 | Laptop, or mobile, or computer. Whichever | Participant 11 |  |
| 67 | 12:12.0 - 12:13.0 | So a little bit of both? | Me |  |
| 68 | 12:13.0 - 12:14.0 | Yeah | Participant 11 |  |
| 69 | 12:14.0 - 12:41.0 | Okay. So, and I'll come back to one of the points raised there, but in terms of digitals maps themselves, both in terms of your role at Sheffield and in everyday life, how important are they? Are they, just something that's nice to have as an add-in, for reference, or are they pretty integral to finding your way around? Where do they fit in? | Me |  |
| 70 | 12:41.0 - 12:43.0 | Digital maps specifically, or maps in general? | Participant 11 |  |
| 71 | 12:43.0 - 12:47.0 | Well digital maps, but maps in general yeah. | Me |  |
| 72 | 12:47.0 - 12:56.0 | Very useful I think. Important. I think if we didn't have the map we'd be stuck [laughs] | Participant 11 |  |
| 73 | 12:56.0 - 12:58.0 | [laughs] so if you didn't have access to digital maps, would you... | Me |  |
| 74 | 12:58.0 - 13:01.0 | Then, I feel very comfortable using paper-based maps. | Participant 11 |  |
| 75 | 13:01.0 - 13:03.0 | Okay... | Me |  |
| 76 | 13:03.0 - 13:08.0 | Um, it's harder. Again, you don't get that timeframe as you would on an Electronic one, and it would take longer aswell for me to work out. | Participant 11 |  |
| 77 | 13:08.0 - 13:10.0 | And is that, because you were talking about time management, is that the same outside of work aswell. | Me |  |
| 78 | 13:10.0 - 13:11.0 | Um-Humph. Yeah | Participant 11 |  |
| 79 | 13:11.0 - 13:25.0 | Okay [addressing P1] how about you? | Me |  |
| 80 | 13:25.0 - 13:49.0 | yeah, I mean at work it wouldn't bother me. I can use the maps, and that acquired knowledge of the area that's useful. Outside of work, it's just a time-save, that interactivity, so you can say "this is where I want to go to", rather than trying to search through on a paper one. It's just easier. Not essential. I mean you could do it with a land map. | Participant 10 |  |
| 81 | 13:49.0 - 13:51.0 | So are they just an add-in then [addressing participant 10]? | Me |  |
| 82 | 13:51.0 - 13:56.0 | Yeah, it's just a helpful thing... | Participant 10 |  |
| 83 | 13:56.0 - 16:02.0 | There is a cost element. If we didn't have digital maps, we would have to buy paper maps. Er, and I would have a better road map in my car. Because I don't use Sat-Nav that often, and I don't go to places I haven't been to before that often, but I still have a road map in my car, and I'm not planning to get rid of it, I'm just probably going to replace it less frequently because the chances are I have looked it up online first, and the map in the care is just for 'Oh my God, you need to turn left onto the motorway, not right...' [laughs] and...or you end up in completely different place and you do need a map in the car and you can't guarantee to have a signal. I mean I was using the Sat-Nav on my Nokia Lumia phone, which I hated with a passion because the Lumia was rubbish [laughs], but Nokia giving free Sat-Nav was really useful. And i did use it, but I actually hated the Lumia so much I've actually gone to a pre-smartphone phone. It looks like a smart-phone, but it's not. It's the version before, it was developed for the Indian market. SO it looks like a smartphone, and it does have maps on it, but the maps on this are rubbish [laughs]. They are not detailed enough. They would tell me where I was If I was lost, so they do still have a purpose. But, they are not anywhere near as useful as the Lumia maps. But that was, I thought about it, how often do I use maps on my phone when I have an iPad? And so I traded off the ease of fitting it into my pocket for maps, and if I ever go anywhere without the iPad, then I can just put the SIM card back in the Lumia. I'd have to wind it up [laughs and actions to winding a phone up like a clockwork watch]. SO you see, there was a map-related issue to the change of phone, but, um, I decided that no, it wasn't worth having that phone any longer just because it was a handy to be a bit lazy, and use digital maps, when I have, you know, and I have a good map [referring to paper-based map in her car]. It's just easier, and we get lazy. | Participant 12 |  |
| 84 | 16:02.0 - 16:24.0 | Okay, so I'm going to jump on to the next one [referring to the topic guide], and we've jumped quite far ahead now. So, on to the effect of maps. So, when you, maps themselves, do you found them quite reliable and trustworthy, or...[addressing participant 11], now I know you've mentioned the timescales, but is there anything else? | me |  |
| 85 | 16:24.0 - 16:29.0 | Yeah, the content of the accommodation, electronically isn't right either | Participant 11 |  |
| 86 | 16:29.0 - 16:30.0 | So is that the University map, or... | Me |  |
| 87 | 16:30.0 - 16:47.0 | ...no, so Google Maps, for the, er, the Endcliffe Village and the Ranmoor Village are not accurate, or I think it was taken some time ago, and whenever you type in the postcodes, because they're all new builds, whenever you type in the new postcodes it never really accurately comes up. | Participant 11 |  |
| 88 | 16:47.0 - 16:50.0 | You say new build, but they have been up for four years. | Participant 12 |  |
| 89 | 16:50.0 - 16:52.0 | New build in comparison to the '60's [laughs]. | Participant 11 |  |
| 90 | 16:52.0 - 17:02.0 | Just recently Sat-Navs seem to have gone wrong. Everyone who wants to go to the Octagon centre, at the University is coming up to us. | Participant 10 |  |
| 91 | 17:02.0 - 17:03.0 | Really | Participant 11 |  |
| 92 | 17:03.0 - 17:04.0 | That's weird. | Participant 12 |  |
| 93 | 17:04.0 - 17:08.0 | Only in the last few weeks, so I don't know what's happening somewhere along the line. | Participant 10 |  |
| 94 | 17:08.0 - 17:10.0 | I think maybe somebody has hacked it [laughs] | Participant 12 |  |
| 95 | 17:10.0 - 17:15.0 | I think that's it, but I don't really understand how they work, so... | Participant 11 |  |
| 96 | 17:15.0 - 17:17.0 | Okay, but um...[looks at Participant 12] | Me |  |
| 97 | 17:17.0 - 17:36.0 | I've not noticed anything particularly bad, and I don't know if it’s true about the whole driving from New York to Paris, whichever it was, where if you put it into Google Maps directions, it gave you directions, and it basically directed you to the end of the pier on New York and then said swim 2000 miles or something.... | Participant 12 |  |
| 98 | 17:36.0 - 17:38.0 | But a lot of maps are like that aren't they? [jokingly] | Participant 10 |  |
| 99 | 17:38.0 - 17:48.0 | ...but they did, it is the sort of thing that sounds good, but is it true? But it's accurate [laughs] | Participant 12 |  |
| 100 | 17:48.0 - 17:52.0 | But people always like to have fun with these things don't they? | Participant 10 |  |
| 101 | 17:52.0 - 18:32.0 | Yeah, but I mean, I don't notice any problems with driving Sat-Navs taking you to the wrong place, but it's normally user error, in that if someone tells you "don't rely on your Sat-Nav, it will take you to the other end of my road" and, well, you can't drive all the way down the road, and um, and they just choose to ignore what I said and rely on their Sat-Nav, which takes them to the other side of the road. And then they go "we're outside your house". No you're not. You are on the other bit of the road, and now you'll have to drive all the way back around again, but I did tell you. Over, over-reliance on the map! It can't be wrong. Once you're in the car, it can't be wrong. | Participant 12 |  |
| 102 | 18:32.0 - 18:34.0 | With walking it's not all that accurate. | Participant 10 |  |
| 103 | 18:34.0 - 18:35.0 | Okay.... | Me |  |

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| --- | --- | --- | --- | --- |
| 104 | 18:35.0 - 18:54.0 | Um, because it follows the road, and walking routes are always different anyway, and it doesn't, especially around Sheffield, it doesn't account for the hills. So it will tell you that this is the easiest route, and you're climbing up something like that [gestures to make a high slope with his hand], and actually, you just go round and you'll half your time because you can keep at a steady speed. | Participant 10 |  |
| 105 | 18:54.0 - 18:55.0 | Which is... | me |  |
| 106 | 18:55.0 - 19:02.0 | So, um, when it offers official routes you have to take that with a pinch of salt and change the route. | Participant 10 |  |
| 107 | 19:02.0 - 19:26.0 | Okay, so you still need to use a bit of local knowledge...okay. So, and it's a slightly separate one...now, some maps allow you to add, edit or change content. That could be changing a place name, to adding a review, or pointing out that a postcode is wrong. Have you ever or amended a digital map before? | Me |  |
| 108 | 19:26.0 - 19:31.0 | No. So that's what's gone wrong again [laughs] | Participant 11 |  |
| 109 | 19:31.0 - 19:32.0 | Would you know how to? [addressing Participant 11] | Me |  |
| 110 | 19:32.0 - 19:34.0 | No | Participant 11 |  |
| 111 | 19:34.0 - 19:37.0 | Okay...[looked at Participants 10 and 12 to elicit a response] | Me |  |
| 112 | 19:37.0 - 19:39.0 | I might do if I saw it, like a button that said 'edit', but I'd give that try yeah. | Participant 10 |  |
| 113 | 19:39.0 - 19:42.0 | If I knew it existing, yeah, I think I would aswell. | Participant 11 |  |
| 114 | 19:42.0 - 19:54.0 | I've never seen any facility to change a map, no. But then, as I haven't noticed there was anything wrong, I possibly wasn't looking for an 'edit' button. | Participant 12 |  |
| 115 | 19:54.0 - 19:56.0 | [Addressing Participant 12] - I'm not sure you would possibly want to? | Participant 10 |  |
| 116 | 19:56.0 - 19:59.0 | Edit Google maps? | Participant 12 |  |
| 117 | 19:59.0 - 20:13.0 | Well, yeah, edit something like that [laughs], it might affect everyone else [laughs]. You know, I'm not one of those people that contributes to Wikipedia for example, because, you know, everyone sees it, and you don't want to be the person that trolled everything do you [laughs] | Participant 10 |  |
| 118 | 20:13.0 - 20:15.0 | Okay, but um...[looks at Participant 12, who looked as though she was about to speak]...yeah, go on, sorry... | Me |  |
| 119 | 20:15.0 - 20:19.0 | Oh, no, I was just breathing [laughs] | Participant 11 |  |
| 120 | 20:19.0 - 20:31.0 | Okay. On to the next one then. Do you think a digital map, and if you've got any examples, of how they have, er, informed the feel or sense you have of a place. | Me |  |
| 121 | 20:31.0 - 20:43.0 | Yes, sometimes with Street-View, like when I'm abroad, and if it's available I'll probably look at the area or town on Street-View, and have a quick scan around and go, like, yeah, it looks alright. I'll go into that hotel. | Participant 11 |  |
| 122 | 20:43.0 - 20:47.0 | And is that, I mean are you making a decision on your holiday based on that sort of thing? | Me |  |
| 123 | 20:47.0 - 21:08.0 | Just the hotel itself. Um, a few years ago I was booking a hotel in Paris, very very last minute and I wasn't really sure where I was going. The area had been described as unsafe, but I just wanted to see what I could recognise. I hadn't been to Paris before, and so I had a quick look around and I booked it. It was fine [laughs]. That was pretty much it. | Participant 11 |  |
| 124 | 21:08.0 - 21:10.0 | {addressing Participant 10] and you...? | Me |  |
| 125 | 21:10.0 - 21:46.0 | Not really, like I say, you look on Street-View occasionally if you're going somewhere, just to see what it's like. And my partner and I have looked, well, we've considered whether to get a mortgage, and I know that's another aspect to your [points to the topic guide referring to the research in general, which covers another context in homebuying] and you do look around there to see what local road areas are like, and local roads and what have you. Er, if you're looking to plan a day out, look to see if there are any parks nearby, er, so those additional aspects to your days out. | Participant 10 |  |
| 126 | 21:46.0 - 21:51.0 | And when you're looking at those local sorts of things, is it just parks or green space or....? | Me |  |
| 127 | 21:51.0 - 22:07.0 | [Nods to say yes] Green space, other um, sorts of places to go' say we were going for a day out at Chatsworth or something, you would look to see if there were any local pubs or eateries, yeah, just other things to fill in the extra couple of hours while you are waiting for your bus back. | Participant 10 |  |
| 128 | 22:07.0 - 23:20.0 | I, um, used maps in August when I went on a caravanning holiday, because it was the first time I had planned one with a tourer, um, down to Dorset. I had been to the particular location I wanted to go to in may, so I was flippi...it was on the iPad [gestures as though swiping a tablet], so I was flipping between the road version, because I wanted to see what kind of road it was, so I could tell if it was going to be okay for the caravan, with the satellite photo so I could see where it was. Um, I didn't use the oblique view, and I didn't use Street-View, because all I needed to see was the [top]down view. How close it was to the coast, and how,...because it was the first time I had ever pulled a caravan, whether I was going to find it easy or not to get the caravan to that particular location. And then the size of the site, was it going to be big enough. And the eventually we chose, and it was fine [laughs]. It was Dorset, by the coast., it was going to be good really. And that was a very specific use, and it did inform, what we chose was based on our use of maps. | Participant 12 |  |
| 129 | 23:20.0 - 23:26.0 | Okay, that's good. Um, okay, the next one is pretty obvious, because you have already answered it! But, do you think a digital map has ever affected your choice of route? | Me |  |
| 130 | 23:26.0 - 23:28.0 | [all three nod yes] Um, yeah [long pause] | Participant 11 |  |
| 131 | 23:28.0 - 23:36.0 | Any examples? [long pause] | Me |  |
| 132 | 23:36.0 - 23:57.0 | I can give you a brief example of what a student might use. We have some pedestrian shortcuts on campuses that wouldn't be detailed on a map, so that student would probably use Google maps to find 'the route' [made quotation marks with her fingers], and will go along that route, and, er it will be longer. So in that way maps have informed them slightly incorrectly. | Participant 11 |  |
| 133 | 23:57.0 - 23:59.0 | Okay, and is that just in intro weeks, or... | me |  |
| 134 | 23:59.0 - 24:20.0 | That, it depends where it is they live. It can take a few weeks for them to learn, and it is generally through word of mouth, or staff kind of telling them that "actually, there is a shortcut straight through there". But they never would have known it, it's kind of hidden aswell, so it's just kind of a word of mouth thing. | Participant 11 |  |
| 135 | 24:20.0 - 24:29.0 | Yeah. I didn't know there was a way through Weston Park to Elmfield until a few weeks ago. I just discovered it one day. [looking at Participant 12] - and how about you? | Me |  |
| 136 | 24:29.0 - 25:46.0 | Probably, but maybe less so, because I like doing it my own way. I might memorise a map, and you know, I may use it from a digital map, but I'm still using it to memorise it and using it as a map [gestures as though holding a sheet of paper]. Ten years ago I did a trip around Ireland on a motorbike, and that was done entirely on maps. A very small maps aswell, it was only that big [gestures to a square approx. 6 inches by 6 inches] because it was designed to go on my tank bag. So it did it, and that was entirely all the way around, and that was entirely by normal maps. And it depends where I am going, the shorter the distance, ironically, the more likely it is I will use a digi map to tell me which route to take, but if it's long distance, like I'm going to Penzance, then I really don't want the map to tell me that I'm going to keep going on the motorway. It's the 'turn left by the Butcher's'. It's that level of details where a digital map can tell you where to go, but for big long journeys, actually there is only one way to go, until they start using toll roads more often [laughs], at which point we probably will start using digital maps more often to go around! | Participant 12 |  |
| 137 | 25:46.0 - 25:50.0 | Yeah, that's interesting actually, with travel and the toll roads. I hadn't actually thought of that. | Me |  |
| 138 | 25:50.0 - 26:21.0 | Yeah, I've only ever once been on the toll roads. I think, along the M6, and it was because I was about to pick the caravan up, and it was the first time I had ever towed a caravan at all, and then we got to Telford or wherever it was and I had to come back, and I just said "I don't care if the toll road is in the way, we're not going a different way!" [laughs]. It was nice and flat, and it was easy, so "we're going this way", so er, yeah, it didn't affect me on that occasion, but there are a number of reasons why I was desperate not to avoid. | Participant 12 |  |
| 139 | 26:21.0 - 26:25.0 | Well, that's okay, as long as you had the right change! [jokes]. Um, so, do you think a digital map has ever affected your choice of site? - As in where you have actually gone? | Me |  |
| 140 | 26:25.0 - 26:51.0 | Um, for the caravan holiday, yes. I did need to see the location, so I knew I could safely get it in and out. And equally that I wouldn't have to do a three-point turn, on an industrial estate, as I did the first time I used it, which was not fun. | Participant 12 |  |
| 141 | 26:51.0 - 26:53.0 | And you said earlier [addressing Participant 12], you made a decision on whether to use a motorbike or a car | Me |  |
| 142 | 26:53.0 - 27:21.0 | Yeah, although but it doesn't change where I go, just how i get there. It has informed it, but it wouldn't have been the only way I could get there. Had I not had a digital map before I went to Manchester that time, I probably would have chosen to go in my car and to take the risk that I wasn't going to be able to leave my bike anywhere safe [referring to earlier in the interview]. | Participant 12 |  |
| 143 | 27:21.0 - 27:23.0 | And that was based on the map, or could it b along with other things? | Me |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 144 | 27:23.0 - 27:28.0 | Yeah, it could be along with other things. If it had been raining for example, I would have gone in the car. | Participant 12 |  |
| 145 | 27:28.0 - 27:30.0 | [addressing Participant 11] and how about you, do you....? | Me |  |
| 146 | 27:30.0 - 27:51.0 | Yeah, similar really [referring to Participant 12], I can't think of any specific examples, but, er, it definitely will have affected...I think the same really, more how I got there. I could check and see if there were enough parking spaces. If not I could get a train or a bus or something. Um, it probably would have affected whether I've gone to particular places aswell, but I can't think of any specific examples, | Participant 11 |  |
| 147 | 27:51.0 - 27:53.0 | That's fine [addressing participant 11]. And how about yourself [addressing participant 10] | Me |  |
| 148 | 27:53.0 - 28:23.0 | Yeah, I think I'm the same really. I've usually decided where I want to go, or what I want to do, and then check it on the map. I mean later on, when we do start looking for houses [referring to earlier in the interview], we probably will use the Street-View for that. Um, but quite often, then quite often decisions start with using Google images instead. Sort of before looking at the maps. | Participant 10 |  |
| 149 | 28:23.0 - 28:25.0 | So are you using a map more as a furnishing really? | Me |  |
| 150 | 28:25.0 - 28:47.0 | Yeah. One thing I haven't mentioned, and listening to [Participant 11] just reminded me, I will quite often use it to work out bus routes aswell. Because it lets you hover, and then zoom on and then see what bus goes to what destination, rather than try and work your way through South Yorkshire transport site, which is a nightmare. | Participant 10 |  |
| 151 | 28:47.0 - 28:49.0 | Okay, and are they normally quite accurate, or...? | me |  |
| 152 | 28:49.0 - 29:01.0 | Yeah, I have found them to be. They are very useful, and then again you can look on Google Street-View to know when you need to ring the bell to get off the bus. So that's a big benefit. | Participant 10 |  |
| 153 | 29:01.0 - 29:04.0 | Okay. And are you using that the same way [referring to earlier in the interview], on a laptop? | Me |  |
| 154 | 29:04.0 - 29:05.0 | Yeah | Participant 10 |  |
| 155 | 29:05.0 - 29:07.0 | Yeah. Okay. | me |  |
| 156 | 29:07.0 - 29:24.0 | I find it to be inaccurate on bus stations though. The interchange, it's just a kind of like a blur of... I looked at that to try and work out where my actual bus was going, and which part of the interchange and it's just a mess. Unless there is a sign saying bus stops, but not all the bus stops are on there. | Participant 11 |  |
| 157 | 29:24.0 - 29:29.0 | Right, So it's not great at the granular detail? | Me |  |
| 158 | 29:29.0 - 29:31.0 | No [agreed with me], especially where it's a lot more compact. | Participant 11 |  |
| 159 | 29:31.0 - 29:39.0 | Which might be tricky in big cities where it's all a lot more compact. Okay, so is there anything else you want to...[addressing the group] | Me |  |
| 160 | 29:39.0 - 30:41.0 | Well, the last time I actually had the Lumia in my pocket, I can't remember what I was actually looking for. Whether it was a food shop or a cash-point or something, and the Nokia has little street maps where you can click on 'my location' or something, and it will tell you what is in the vicinity or something, but it was entirely inaccurate in that you just got the people that had paid to be on that, or that had somehow registered the location, but it wasn't absolutely everything, and it wasn't the nearest things either. It just happened to be whatever was in their database for food shops in your particular location, but it wasn't, you know the one you’re right next to, that wasn't on there, so it was quite inaccurate for things in the localities. So the actual shape of things was right, but what everything was...because it seems to change quite a bit, and they weren't quite as up-to-date as perhaps they should have been, and there might have been a commercial element in that you only appear on those things if you have paid. | Participant 12 |  |
| 161 | 30:41.0 - 30:46.0 | Okay. And is that just Nokia maps you have found that with, or is there a problem there with other maps aswell? | Me |  |
| 162 | 30:46.0 - 31:27.0 | I've not...I wouldn't ever really look online to find ...if they are a particular sort of shop, and I know the name and I want to know where it is, I might look for that, but I wouldn't use it to see what was close to my hotel. I would wait till I got there and then use the phone to do it because it's quicker, or just go for a walk and see what's around. There's one annoying bit, where you think you would press my location and it would give you the nearest cash point and it doesn't! That's annoying | Participant 12 |  |
| 163 | 31:27.0 - 31:31.0 | Well, that's quite interesting. I mean I've not used Nokia maps myself... | Me |  |
| 164 | 31:31.0 - 32:21.0 | Ah! Free with every good Nokia smartphone [laughs]. Completely free, yeah. And i prefer it to the actual Sat-Nav, Tom Tom thing, because my Nokia phone uses less words. It gives you better instructions. It says "turn left in 20 yards...now turn left", rather than "turn left on to the A369..." you know, 'Dewberry way, or whatever it is, and by the time it's finished saying it, you're like 'I've missed the turn now'. Um, so the Lumia was actually quite a good SatNav, in terms of, I didn't need to look at it, because I didn't have a holder for it, and so I was actually just using it as audio. I wasn't looking at it whilst I was driving, I was using it as audio, so, digital maps you don't look at! | Participant 12 |  |
| 165 | 32:21.0 - 32:28.0 | A sound map [laughs]. | Participant 10 |  |
| 166 | 32:28.0 - 32:44.0 | ...and because they didn't use so many words, it was actually easier to follow. Um, whereas when it's talking to you and you can see it, it's like "No, shut up, no" [gestures to waving hand at a dashboard mounted SatNav device]. One thing or another, so if I use it I tend to switch the sound off, or I just listened to it. I don't use both. | Participant 12 |  |
| 167 | 32:44.0 - 32:48.0 | Okay, so you're sort of limiting distractions... | Me |  |
| 168 | 32:48.0 - 32:56.0 | ...yeah, but I just find it annoying aswell. Where you can't listen to the radio when you've got SatNav on [laughs]. Well you can, if you turn the sound off. | Participant 12 |  |
| 169 | 32:56.0 - 32:57.0 | I'm really sorry, but I....{gestures towards the door, as he leaves the room. Agreed prior to interview that he may need to leave early]. | Participant 10 |  |
| 170 | 32:57.0 - 33:06.0 | No, no, not at all, you go for it. Thanks very much | Me |  |
| 171 | 33:06.0 - 33:20.0 | Um, yeah, well, we seem to have zipped through the questions. But from your perspective, working for the University [addressing participant 11], how do you think students use them? | Me |  |
| 172 | 33:20.0 - 34:20.0 | I don't think they do at all. I mean at Ranmoor, the Village I visit every day, there's just one long road down to the centre, and yes they can go on a green route, but for Ranmoor it's further, and it's just so obvious which road it is, they don't use it. They also pass the shops. They only thing they might use it for is to find the Post Office sorting centre when they can't get a parcel, because that's not obvious where it is, because that's slightly further up the hill. I mean, I don't know where it is, but I think last time somebody asked where it was at reception, my team had to look it up on Google Maps and go " Yeah, it's up there!" . I think it's one of those, where one of the mentors who actual live up there might know much better that I would. I mean I don't live up there, so my sorting office is somewhere else entirely, and I know where that is because I have to pass it on the way to work, so again, I didn't use it to find it. Again, so , I didn't think they use it in their lives... | Participant 12 |  |
| 173 | 34:20.0 - 34:37.0 | They do, they use it to find shops and things. Really, and I thingka fair few probably use it around exam time, because we have some exams over at Sheffield Wednesday ground, at the Adelphi centre, which if you're local you'll have a good idea where they are, but first year students, definitely not. | Participant 11 |  |
| 174 | 34:37.0 - 34:39.0 | How on earth do they get to Hillsborough? | Participant 12 |  |
| 175 | 34:39.0 - 35:01.0 | A very expensive tram, or the 52 if they think that far ahead, but they don't, so by tram. But yeah, I imagine they'll probably be using maps for that, and again it's not on the actual University map either, so it's something they would have to look at separately on Google, and then trust the outcome. | Participant 11 |  |
| 176 | 35:01.0 - 35:56.0 | There is a University online map thing, where you can use people's online GPS mobile phone trackers to identify where they are on the university precinct, um, I couldn't get my Lumia to work with it, because I wasn't a student, so obviously it wasn't registering anything, or that I was anywhere, so it's a bit frustrating, but it would have been relatively handy if I was a student and I wanted to know where my friend was. If I could see they were in the IC, I could just text them and say "Oh, I'm coming on over, do you want a coffee in the cafe?", but I don't know if that works, you would have to find a student who has used it and knows what it is called, it's called something like precinct, my precinct, my location...[addressing Participant 11] have you got your iPad? | Participant 12 |  |
| 177 | 35:56.0 - 35:58.0 | Yeah I do [goes into bag to retrieve iPad] | Participant 11 |  |
| 178 | 35:58.0 - 36:05.0 | because that might be something you might want to...if you've not found it yet? | Participant 12 |  |
| 179 | 36:05.0 - 36:07.0 | No, I didn't know about it [Participant 11 passes Participant 12 an iPad] | Me |  |
| 180 | 36:07.0 - 36:23.0 | speaking whilst switching on the iPad],...but I just couldn't get it to work, and I put it down to the fact that I wasn't a student, and therefore it wasn’t really picking anything up...[referring to the iPad that had now loaded]..err, what have you done to it? [aimed at Participant 11]. It looks completely different to mine, oh,, err just find the University website...[jokingly, hands the iPad back to Participant 11] how have you updated it? | Participant 12 |  |
| 181 | 36:23.0 - 36:26.0 | Where it says "update your software", I did , and that’s it... | Participant 11 |  |
| 182 | 36:26.0 - 36:29.0 | No, I have not had this message... | Participant 12 |  |
| 183 | 36:29.0 - 36:31.0 | ...I had it a while ago, I'll show you on your thing, it will come up in a second [adjusts something on the iPad screen] | Participant 11 |  |
| 184 | 36:31.0 - 36:34.0 | No, I don't want to know, I don't like the look of that | Participant 12 |  |
| 185 | 36:34.0 - 36:36.0 | No, I know, I didn't like it at first, then I got used to it | Participant 11 |  |
| 186 | 36:36.0 - 36:38.0 | I dislike change | Participant 12 |  |
| 187 | 36:38.0 - 36:40.0 | Um, my, have you synced my...? [looks at Participants 12 whilst gesturing at the iPad] | Participant 11 |  |
| 188 | 36:40.0 - 36:45.0 | Um, er, ah...[gestures to Participant 11 to pass the iPad back], let me have a quick look | Participant 12 |  |
| 189 | 36:45.0 - 36:50.0 | Yeah, get used to that, then you can update yours [passes the iPad to Participant 12] | Participant 11 |  |
| 190 | 36:50.0 - 36:52.0 | [speaking to herself whilst using the iPad]...so, on my tracker... | Participant 12 |  |
| 191 | 36:52.0 - 37:05.0 | I'm trying to then what else they would use maps for, health services, er, I imagine it's mostly things they would speak...things they would try and find themselves, um, out of hours, or where they can't ask somebody during the day...[pause] | Participant 11 |  |
| 192 | 37:05.0 - 37:09.0 | And with a health service, they might not want to...[pause] | Me |  |
| 193 | 37:09.0 - 37:26.0 | Yeah. [long pause]. But generally speaking, particularly as an undergrad student, they are not going to explore further than the University campus, and the town obviously, and maybe Meadowhall (laughs). | Participant 11 |  |
| 194 | 37:26.0 - 37:28.0 | Okay, so is it more local and insular in a way? | Me |  |
| 195 | 37:28.0 - 37:36.0 | Um-hum [agrees]. A majority of what you need is near to you, when you are a student here. I imagine [pause] | Participant 11 |  |
| 196 | 37:36.0 - 37:42.0 | [sighs in frustration after using the iPad]. I don't know what it is called. I downloaded it on my iPad. [long pause] | Participant 12 |  |
| 197 | 37:42.0 - 37:50.0 | [long pause] Is it in campus maps if you type in University campuses? [long pause] | Participant 11 |  |
| 198 | 37:50.0 - 38:06.0 | [long pause] speaks to herself, no that's not how you spell University, clearly not correct [long pause]...[Addresses me] now I am intrigued | Participant 12 |  |
| 199 | 38:06.0 - 38:13.0 | I know, I am aswell, I'm just waiting to see...{pauses], and if not I can chase it up later. | Me |  |
| 200 | 38:13.0 - 38:20.0 | Yeah, well I'm sure I can just look on my own iPad, or dig out the Lumia. Um, which is at home at the moment [pauses whilst continuing to search the iPad] | Participant 12 |  |
| 201 | 38:20.0 - 38:39.0 | I'm sure aswell there are students that are looking for houses that will look. Similar to what [Participant 10] was saying, they'll look at the area, to check out how far it is to get to University. And it's definitely a good tool to see how long it will take you to get to places, on estimate to, well all over the place. | Participant 11 |  |
| 202 | 38:39.0 - 38:41.0 | So he timing is quite important? | Me |  |
| 203 | 38:41.0 - 38:47.0 | Hmm [long pause]. Although a majority of them are walking around aswell. | Participant 11 |  |
| 204 | 38:47.0 - 38:50.0 | Yeah, I can't find it on there [hands the iPad back to Participant 11]. I can find it my iPad [laughs]. | Participant 12 |  |
| 205 | 38:50.0 - 38:52.0 | That would be good, yeah. | Me |  |
| 206 | 38:52.0 - 39:41.0 | See I don't think they use maps that often in the residences, because there is a very good residence map that tells you, and it's quite a small map the purple one, and then they arrive they get given paper maps, and it won't take long for them to know the way to everything they might possibly want to go to. Easy when it's actually located, so I'm fairly sure that they use paper maps to begin with. The people who might not are international students, who look things up as to how to get from the train station to Ranmoor for example, when they arrive, And they will look, and then they will get a taxi because it isn't obvious. Most of them do arrive by taxis, but I'm fairly sure they look it up first, to see if there is an easy tram they could get... | Participant 12 |  |
| 207 | 39:41.0 - 39:45.0 | [hands the iPad back to Participant 12] is it that? The friend locator? | Participant 11 |  |
| 208 | 39:45.0 - 39:47.0 | Friend locator! That's the badger! | Participant 12 |  |
| 209 | 39:47.0 - 40:10.0 | Also, as a separate...but as staff we use maps, like from the training perspective, we have loads of the students who employed either as volunteers or as casual workers. Um, and they have to know the residences, or they might do tours around the residences, which we'll take off the paper maps because the Google maps are not accurate. SO the paper maps we have, to kind of say "this is your role, and this is your role, now walk around a bit", and then just give them these maps. | Participant 11 |  |
| 210 | 40:10.0 - 40:16.0 | Yeah. That's why friend locator wouldn't work, because it's mutual. I had to find another friend who also consented for their information to be... | Participant 12 |  |
| 211 | 40:16.0 - 40:18.0 | [interjecting jokingly, runs Participant 12 on the arm]...oh it will be alright! [laughs] | Participant 11 |  |
| 212 | 40:18.0 - 40:33.0 | Yeah, but we share an office so I can tell where you are! [laughs]. But, yeah, it's that, if that works...but I don't know anybody, well, I don't know anybody who talks to students. It would be interesting though, to see if they do like it. | Participant 12 |  |
| 213 | 40:33.0 - 41:05.0 | Plus, if they have much on there as in data, someone could grab that off there! But yeah, that's actually, well that's pretty much everything covered, and it's given me enough data to go on, so I'll start looking at businesses [referring to the topic guide]. I am looking at a focus group, probably at around February. I'm going to see how I try and arrange it around everyone., but that will be interesting because.... | Me |  |
| 214 | 41:05.0 - 42:43.7 | [Closing of interview is not transcribed, lack of relevance for the research] | Me |  |