**Name:** Files\\Group 1 - University Life\\Participant 02 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:14.0 | First of all, can you just tell me a little bit about yourself - I know you’re student, but are you a postgraduate or... | Me | Introductions |  |
| 2 | 0:14.0 - 0:16.0 | Undergraduate student in my third year doing, um, business management | Participant 2 | Introductions |  |
| 3 | 0:16.0 - 0:17.0 | Okay | Me | Introductions |  |
| 4 | 0:17.0 - 0:24.0 | And a lot of the work I do with mapping relates to the work I do as a volunteer in the air cadet organisation | Participant 2 | Introductions |  |
| 5 | 0:24.0 - 0:25.0 | Right | Me | Introductions |  |
| 6 | 0:25.0 - 0:31.0 | ...and that involves a lot of travelling around, a lot of camps and that sort of thing, which is one of the bigger uses of digital map | Participant 2 | Introductions |  |
| 7 | 0:31.0 - 0:34.0 | Right, okay. Do you use digital maps a lot while doing that? o | Me | Introductions |  |
| 8 | 0:34.0 - 0:38.0 | Yeah, I like maps aswell, full disclosure. | Participant 2 | Introductions |  |
| 9 | 0:38.0 - 0:41.0 | So, do you use GIS at all, or... | Me | Introductions |  |
| 10 | 0:41.0 - 0:47.0 | Um, I can’t say I have specifically used that, I sort of understand a little bit about it, but that um, yeah. | Participant 2 | Introductions |  |
| 11 | 0:47.0 - 0:53.0 | Okay, I was just curious to see how that, um, fitted in with your interests | Me | Introductions |  |
| 12 | 0:53.0 - 1:13.0 | To be honest, I don’t exactly what it is. For the last year, I worked for Metro, who does the public transport for Leeds, well, the whole of West Yorkshire. On their system I did the allocating the roués for buses and doing the kids with their passes and stuff, and they had a thing on their system which was called GIS. It was basically maps, but I’ve realised I don’t really understanding anything more about the term. | Participant 2 | Introductions |  |
| 13 | 1:13.0 - 1:27.0 | Oh right, okay. Okay, well it’s quite a complex field. I mean there are people that does whole studies on that. So it’s, I mean there is lots of software available, and if you are interested in that, if you just e-mail me I can try and get you more information on that. | Me | Introductions |  |
| 14 | 1:27.0 - 1:29.0 | What is it?I’m not sure what it stands for GIS. | Participant 2 | Introductions |  |
| 15 | 1:29.0 - 1:55.0 | Geographical Information Systems. Basically using satellites data, basically you can plot anything on the earth, create maps, plan routes. But yeah, you could always get more info from people here in the Geography Dept.  So, just moving onto the interview itself. First of all, I’ll just ask you what types or sorts of map have you used? | Me | Introductions |  |
| 16 | 1:55.0 - 2:34.0 | Lots of paper maps, but with digital maps: Google Maps, The Ordnance survey does a thing called ‘get a map’ which is quite handy, Google earth - we have the pro edition through cadets, there is not much difference really, but you can do big, high quality satellite exports, which is quite nice for making posters and things, um, I also used the system last year for school buses, and um, I think that’s basically it. I have had a dabble with some historical maps service, where it shows overlays of old maps, and you can go back through time. That’s quite interesting. | Participant 2 | Types of digital map used |  |
| 17 | 2:34.0 - 2:38.0 | Oh, okay. | Me | Types of digital map used |  |
| 18 | 2:38.0 - 2:45.0 | I looked up Broomhill, and that was just a hill with a farm on, and now it’s almost part of Sheffield. It connects. | Participant 2 | Types of digital map used |  |
| 19 | 2:45.0 - 2:47.0 | So it’s quite good to look at that historical layers. | Me | Types of digital map used |  |
| 20 | 2:47.0 - 2:49.0 | Yeah | Participant 2 | Types of digital map used |  |
| 21 | 2:49.0 - 2:54.0 | So, do you, in terms of your interest in maps, do you put them up as pictures or... | Me | Types of digital map used |  |
| 22 | 2:54.0 - 3:02.0 | Um, I have a map on the wall. A big aviation map, which is about as big as that wall [points to wall] | Participant 2 | Types of digital map used |  |
| 23 | 3:02.0 - 3:03.0 | Oh wow. | Me | Types of digital map used |  |
| 24 | 3:03.0 - 3:28.0 | They’re not very practical you see. When you’re in an aircraft, you can actually use them. You plot your route before hand, and remember and sort of transcribe it a little bit. But it’s quite interesting seeing. It’s a talking point really. I have it up because it’s talking point. Because people don’t realise there are these sort of roundabouts in the sky, which are shown in this map in purple - certain ways of going around hills so you don’t collide and things like that. It’s just interesting, I think. | Participant 2 | Types of digital map used |  |
| 25 | 3:28.0 - 3:32.0 | Okay, that’s interesting, I wasn’t aware of that type of map. I’ll have to go and have a look for those. | Me | Types of digital map used |  |
| 26 | 3:32.0 - 3:38.0 | I’ve got loads. We use them as wrapping paper because I get the old ones through. | Participant 2 | Types of digital map used |  |
| 27 | 3:38.0 - 3:55.0 | Okay, so just in terms of using digital maps, you have used quite a few, and quite a few specialist ones aswell - and that’s interesting in itself, but do you have a preference for any type of map for everyday life? | Me | Types of digital map preferred |  |
| 28 | 3:55.0 - 3:58.0 | I quite like Google maps... | Participant 2 | Types of digital map preferred |  |
| 29 | 3:58.0 - 4:00.0 | Okay... | Me | Types of digital map preferred |  |
| 30 | 4:00.0 - 4:23.0 | It’s getting better. It’s a little bit frustrating with some things, especially, they have um, a my maps thing and you can create your own maps, or you, basically you can create markers on a map, but the name, description and icon become mismatched between the various different things, so it’s no good at all. | Participant 2 | Types of digital map preferred |  |
| 31 | 4:23.0 - 4:24.0 | Just slightly out? | Me | Types of digital map preferred |  |
| 32 | 4:24.0 - 4:37.0 | Yeah, just a bit naff, and it’s not just me that has that problem. And they’ve got some, Oh I forgot another type of digital map I used, when I was working at Metro. The systems they used were ancient, and what they used to kind of do, after they had filled up a bus, they would send off the postcode file to a company, who would kind of convert the postcode to points on a map, to check that it actually made sense. But there is a free service, in fact there’s loads of free service you could use, and they just ping the stuff straight onto Google maps, and write a little script. But I did it, knowing it wouldn’t be hard, and they were all amazed by that. Um, and you could do different things with the data. You could give it different parameters, so, an address, or in this case we just used a postcode, because that was accurate enough. | Participant 2 | Examples of digital map use |  |
| 33 | 4:37.0 - 4:38.0 | Right | Me | Examples of digital map use |  |
| 34 | 4:38.0 - 5:28.0 | If you add more data, you add sort of colour-coded icons and things like that, so you create nice colour visualisations and things. And um, with cadets aswell, we made a map, just reminded me again, we made a map, and there is about 1,000 different units in all of the country and they’re organised into these adminstative regions. | Participant 2 | Examples of digital map use |  |
| 35 | 5:28.0 - 5:29.0 | Okay. | Me | Examples of digital map use |  |
| 36 | 5:29.0 - 5:57.0 | And using the icon colours I had, I did a thing where it took the address from the national database, and converted that to coordinates and put it on a map, and gave it a colour and also used something called a Voronoi diagram, which is, it’s er [draws image], you have points, basically you have lots of points and it calculates the areas, basically you have lots of catchment areas. I can’t draw them very well, because they are very complicated. The computation can be quite intense. | Participant 2 | Examples of digital map use |  |
| 37 | 5:57.0 - 5:58.0 | Okay, sort of polygons almost? | Me | Examples of digital map use |  |
| 38 | 5:58.0 - 6:04.0 | Yeah, so I did that to catch the different theoretical catchment areas for all the units across the country and that was quite interesting aswell. | Participant 2 | Examples of digital map use |  |
| 39 | 6:04.0 - 6:13.0 | Okay, so that does sound, well that touches on GIS in itself. Right so... | Me | Examples of digital map use |  |
| 40 | 6:13.0 - 6:16.0 | Preferred maps! We were on preferred maps weren’t we? | Participant 2 | Examples of digital map use |  |
| 41 | 6:16.0 - 6:17.0 | Yeah. | Me | Examples of digital map use |  |
| 42 | 6:17.0 - 6:33.0 | So, Google maps I like because it’s nice and clear. I tried Bing maps when Bing sort of launched and tried to get itself going, um, it was okay, but I remember I wasn’t used to the colour-coding and, it’s just little things that just made me stick with what I was used to. | Participant 2 | Examples of digital map use |  |
| 43 | 6:33.0 - 6:34.0 | Which was Google? | Me | Examples of digital map use |  |
| 44 | 6:34.0 - 6:49.0 | Yeah. Google maps, yeah, Although I quite like the ordnance survey ‘get a map’ because it uses the standard ordnance survey maps, and I quite like those, especially for outdoor activities - where Google maps is terrible, because it just shows you a big white area with a few green patches and that’s it. | Participant 2 | Examples of digital map use |  |
| 45 | 6:49.0 - 6:54.0 | So is it just the low-level detail, or is it as you get higher up aswell? | Me | Examples of digital map use |  |
| 46 | 6:54.0 - 7:02.0 | Um, I meanly use the low level detail. I make quite a lot of use of the street maps, er, street-view... | Participant 2 | Examples of digital map use |  |
| 47 | 7:02.0 - 7:03.0 | Oh right | Me | Examples of digital map use |  |
| 48 | 7:03.0 - 7:05.0 | I don’t know if that’s something you’re looking at in particular... | Participant 2 | Examples of digital map use |  |
| 49 | 7:05.0 - 7:06.0 | Yeah, well,... | Me | Examples of digital map use |  |
| 50 | 7:06.0 - 7:07.0 | Is that classed as a digital map? | Participant 2 | Examples of digital map use |  |
| 51 | 7:07.0 - 7:11.0 | Yeah, of course it is, but in terms of that, is that something you use a lot, or is it something... | Me | Examples of digital map use |  |
| 52 | 7:11.0 - 7:33.0 | It is, yeah. It use it a lot when I get sent off to these various RAF stations and camps and things, um, they’re usually in the middle of a big field somewhere. Quite hard to find. So I tend to use street view to find the junctions approaching it, so if I actually make the drive, I can look to see where I’m going to be turning. That maybe sounds a bit over the top, but it’s really, really helpful. | Participant 2 | Examples of digital map use |  |
| 53 | 7:33.0 - 7:35.0 | So are you using it in advance basically? | Me | Examples of digital map use |  |
| 54 | 7:35.0 - 7:51.0 | Yeah, or if I’m visiting or driving, like I had my bus driving test, and I didn’t know exactly where the test centre was, so I looked on street-view, that way, I know when I’m in the area, Ooh, I recognise that shop, I know it’s round the corner. | Participant 2 | Examples of digital map use |  |
| 55 | 7:51.0 - 7:55.0 | Okay, and do you use that just before you get there, or is the night before...? | Me | Examples of digital map use |  |
| 56 | 7:55.0 - 7:56.0 | No, normally the night before. | Participant 2 | Examples of digital map use |  |
| 57 | 7:56.0 - 7:57.0 | Okay. | Me | Examples of digital map use |  |

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| 58 | 7:57.0 - 8:06.0 | I had a better phone for a while, I’ve got it in for repair at the moment, but when I had that phone I did make quite a lot of use of maps on the go. | Participant 2 | Examples of digital map use |  |
| 59 | 8:06.0 - 8:08.0 | And is that just driving you use that for, or...? | Me | Examples of digital map use |  |
| 60 | 8:08.0 - 8:18.0 | Yeah, I use it as a sat-nav, um, when I’m driving. The problem with that is, if you don’t have any data signal when you’re driving, then the maps don’t come through [laughs]. | Participant 2 | Examples of digital map use |  |
| 61 | 8:18.0 - 8:19.0 | Yeah. | Me | Examples of digital map use |  |
| 62 | 8:19.0 - 8:37.0 | But yeah, I use it as a sat-nav. Quite often, if I am out and about and maybe I can’t find a shop in the town centre, I’ll try and search for it through my phone, but you have, well it sounds just like the kind of thing you’re looking into, and I’ve had varying degrees of success with that particlaur task. | Participant 2 | Examples of digital map use |  |
| 63 | 8:37.0 - 8:41.0 | Yeah. Yeah. Okay, so when you’re searching for shops, how do you search for them generally? | Me | Examples of digital map use |  |
| 64 | 8:41.0 - 8:46.0 | I tend to just put something like ‘staples near Sheffield’ if it's Google Maps, because I know it uses the ‘near’ operator for that. | Participant 2 | Examples of digital map use |  |
| 65 | 8:46.0 - 8:48.0 | So you use a search engine? | Me | Examples of digital map use |  |
| 66 | 8:48.0 - 9:15.0 | Yeah, or I might type it directly into maps. But even if you just type it directly into Google it will usually just send you straight through to the maps. Um, I know it’s theoretically location, you can do location based searches but I don’t trust those because on my phone, under the clock it shows where it thinks your current location is, and it’s normally completely off, like I think it thinks I’m in North York at the moment, because that’s where I was last weekend, so... | Participant 2 | Examples of digital map use |  |
| 67 | 9:15.0 - 9:18.0 | Ahh, okay, so it’s just not updating your actual location itself? | Me | Examples of digital map use |  |
| 68 | 9:18.0 - 9:22.0 | Yeah, but that’s to do with the phone itself. If it worked, I would probably use it. | Participant 2 | Examples of digital map use |  |
| 69 | 9:22.0 - 9:46.0 | Okay, well that’s probably a good, er, thing for them to improve on that. So when, you’re, I mean you said that when you are driving, you said that you, um, use digital maps, and in activities outside of that. But as a student, how would you say map use fits in, with digital maps? | Me | Examples of digital map use |  |
| 70 | 9:46.0 - 9:53.0 | Um, I gather, I think they brought out an app, a University app where you choose your building and it will show it on the map. | Participant 2 | Examples of digital map use |  |
| 71 | 9:53.0 - 9:54.0 | Yeah, okay... | Me | Examples of digital map use |  |
| 72 | 9:54.0 - 10:29.0 | ...now I used that before I came to the University, before they made it an app, when it was just on the website. They show you a list of all the buildings, and you used to click on one and a little marker pops up on the building, to find it. Um, and I think that’s where street-view comes in really handy aswell, because if you’re still not sure, you can have a look. I noticed the new University handouts, the new maps that they do, and I’m not sure if it’s just for open day (I work open days), they had little maps and handouts, and they had little photos of the buildings, which they never used to have, so I think, maybe they cottoned on that this sort of street-view idea is quite helpful. | Participant 2 | Examples of digital map use |  |
| 73 | 10:29.0 - 10:31.0 | I will have to have a look at that. | Me | Examples of digital map use |  |
| 74 | 10:31.0 - 10:43.0 | Yeah, they do a city guide, well it’s a self-guided tour of the city and a self-guided tour for the campus, and then I think it’s the campus ones that have them on too. I’m not sure. | Participant 2 | Examples of digital map use |  |
| 75 | 10:43.0 - 10:50.0 | As I say, I’ll have to have a look at those. It is quite in interesting link, to see how it might evolve over time... | Me | Examples of digital map use |  |
| 76 | 10:50.0 - 11:03.0 | Any other maps I’ve used as a student, um. None really directly linked to being a student, other than finding my way around campus. | Participant 2 | Examples of digital map use |  |
| 77 | 11:03.0 - 11:08.0 | And is that the main use for it, just to find and locate and find directions? | Me | Examples of digital map use |  |
| 78 | 11:08.0 - 11:10.0 | Yeah. For me, yeah. | Participant 2 | Examples of digital map use |  |
| 79 | 11:10.0 - 11:40.0 | Okay, just to move on, so we’ve done how you use maps, and how it fits in with things like driving and other activities, but I just want to see how you, um, how, er, how important maps are for navigation, or for you, or how important they are for however you choose to use them? Are they quite important or could you do without them? | Me | Importance of digital maps |  |
| 80 | 11:40.0 - 11:56.0 | I couldn’t do without maps. I love them too much [laughs]. No seriously, my life would be really difficult if I couldn’t look at a map, even just down to, I know you’re looking at digital maps, but I have a big old A-Z in my car, and that gets brought out at least once a week. | Participant 2 | Importance of digital maps |  |
| 81 | 11:56.0 - 11:57.0 | Okay. | Me | Importance of digital maps |  |
| 82 | 11:57.0 - 12:05.0 | And that’s usually when I’ve not got any phone signal, so I can’t bring it up on my phone, so I look at the paper map. | Participant 2 | Importance of digital maps |  |
| 83 | 12:05.0 - 12:11.0 | Okay. Not everyone uses maps that regularly, so what is it that makes you... | Me | Importance of digital maps |  |
| 84 | 12:11.0 - 12:52.0 | I think, just because I travel around so much, I’m quite interested in sort of, local history aswell, um, local features. The valley that I lived in as a kid, there has been so much done to it, and my granddad once showed me back through all these old maps and you can see how the landscape completely changed. And they built a road across the middle of it, but it’s not on a bridge, it’s on a huge, earth, I don’t know what the proper word is, burn or something. They just put the road across that has completely changed the valley, and I like when you look on maps, you can see the things that you might not spot in real life, and that’s quite odd in a map that’s shown in such a small scale, actually has all these details you woudln’t know if you just walked past, like old mineshafts and wells. | Participant 2 | Importance of digital maps |  |
| 85 | 12:52.0 - 12:53.0 | So it’s about the hidden layers? | Me | Importance of digital maps |  |
| 86 | 12:53.0 - 12:54.0 | Yeah. | Participant 2 | Importance of digital maps |  |
| 87 | 12:54.0 - 12:55.0 | Okay. | Me | Importance of digital maps |  |
| 88 | 12:55.0 - 13:07.0 | You discover things from them, which is something, that’s why I use the OS ‘get a map’ sometimes, ands it's quite nice when you're outdoors walking, because Google maps has nothing on it like that, um... | Participant 2 | Importance of digital maps |  |
| 89 | 13:07.0 - 13:08.0 | Okay | Me | Importance of digital maps |  |
| 90 | 13:08.0 - 13:30.0 | ..for example, on Google maps if a canal goes underground, Google maps has no concept of that being a canal that actually goes somewhere, that is a route, it’s just a body of water, just a polygon, and so it just ends where the water touches the thing, but you don’t actually know where it goes underneath that [uses hands to gesture that the canal route might be wavy], whereas on the OS map it shows... | Participant 2 | Importance of digital maps |  |
| 91 | 13:30.0 - 13:31.0 | ...shows exactly where...? | Me | Importance of digital maps |  |
| 92 | 13:31.0 - 13:33.0 | Exactly where it goes. | Participant 2 | Importance of digital maps |  |
| 93 | 13:33.0 - 13:34.0 | And with OS maps, do you have to pay for that? | Me | Importance of digital maps |  |
| 94 | 13:34.0 - 13:53.0 | No, it’s called ‘get a map’. There’s a free trial, but you’re not supposed to be able to print from it, but you just take a screen shot, copy it into wherever and print it out, but you can pay to get access to high resolution maps to be able to print them and save them. You can do route plotting on it, I think, aswell | Participant 2 | Importance of digital maps |  |
| 95 | 13:53.0 - 13:54.0 | Okay | Me | Importance of digital maps |  |
| 96 | 13:54.0 - 13:57.0 | It’s a flash-based, web-based service | Participant 2 | Importance of digital maps |  |
| 97 | 13:57.0 - 13:59.0 | So you can... | Me | Importance of digital maps |  |
| 98 | 13:59.0 - 14:18.0 | Yeah, it works quite well, and they don’t just have the, you have the 1 in 25, the 1 in 50 (thousand), but then they have the different scales. Like when you get really close down, the ones they use for town planning, the ones where you see all the gas and utility pipes. | Participant 2 | Importance of digital maps |  |
| 99 | 14:18.0 - 14:29.0 | Okay. And just going back to, you said you used maps when walking. Is that walking in the city, or in a town, or is that walking, sort of going hiking? | Me | Importance of digital maps |  |
| 100 | 14:29.0 - 14:44.0 | Everything really, all of those I’ve used a map for at some point, but not usually digital maps. If it’s a sort of planned walk in the countryside, obviously I use paper maps, it’s just in the town I tend to use digital maps. | Participant 2 | Importance of digital maps |  |
| 101 | 14:44.0 - 14:47.0 | Okay, Is there any sort of reason for that? | Me | Importance of digital maps |  |
| 102 | 14:47.0 - 15:02.0 | I don’t know. I’m thinking that I’m looking for reasons rather than a reason kind of sticking out straight way, but maybe because you don’t have a reliable phone signal when you’re out and about, weather considerations - you can laminate a map, you can’t laminate a phone, although you can get a waterproof case for a phone. | Participant 2 | Importance of digital maps |  |
| 103 | 15:02.0 - 15:04.0 | So is it the durability? | Me | Importance of digital maps |  |
| 104 | 15:04.0 - 15:12.0 | Yep. I know I’m saying phone, but I know you can get dedicated walking GPS devices and I don’t know much about those. | Participant 2 | Importance of digital maps |  |
| 105 | 15:12.0 - 15:16.0 | Or... | Me | Importance of digital maps |  |
| 106 | 15:16.0 - 15:18.0 | They don’t tend to have a full sort of colour screen. | Participant 2 | Importance of digital maps |  |

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| 107 | 15:18.0 - 15:26.0 | Yeah, you only get a few colours, but what sorts of map are you using when you go walking? Is it just OS, or...? | Me | Importance of digital maps |  |
| 108 | 15:26.0 - 15:31.0 | Yeah, just OS. | Participant 2 | Importance of digital maps |  |
| 109 | 15:31.0 - 15:52.0 | Okay, so in terms of that, one of things I’m quite interested in is what kind of effect a map might have had on or for you. So, do you think a map has ever changed they way you felt about a place, or the sense of a place you might have had? | Me | Importance of digital maps |  |
| 110 | 15:52.0 - 16:27.0 | Hmm, that’s an interesting on, um. No. I don’t think they, I don’t think so. Um. This is where, again, I’m quite fond of having a glance at the street-view, and even if I’m not doing anything in particular I’ll have a look just to get a feel for the area. You know, I see a single road going across the map might be a single road, or there might actually be individual houses around it, but they wouldn’t show up on Google maps. Um, I don’t know if this is relevant or not, but I like it anyway... | Participant 2 | Importance of digital maps |  |
| 111 | 16:27.0 - 16:28.0 | Yeah... | Me | Importance of digital maps |  |
| 112 | 16:28.0 - 16:54.0 | ...The valley I live in, there’s one, it’s a very steep valley, called the Calder valley, and um, I quite like the idea that there is a canal and a railway and river and a road, that all go down this valley, and it looks really nice on an Ordnance Survey map, because they all kind of come together, and they all cross over and intertwine [gestures with hands] through this narrow space, and they come apart again, and I think that gives it quite a nice feel. | Participant 2 | Importance of digital maps |  |
| 113 | 16:54.0 - 16:58.0 | I’ll have to have a look at that, was that Calder valley? | Me | Importance of digital maps |  |
| 114 | 16:58.0 - 16:59.0 | Yeah | Participant 2 | Importance of digital maps |  |
| 115 | 16:59.0 - 17:00.0 | Okay | Me | Importance of digital maps |  |
| 116 | 17:00.0 - 17:29.0 | I tried doing a poster a foot long, I was going to do a poster.... The valley itself is curved, so I was going to, I thought about maybe doing it in a London underground style, and then I went off that idea to show them where crossed over and intersected, because they really do wind over and under each other, but I couldn’t figure out...I got them as vectors on a computer, but I couldn’t figure out how to warp them into a straight line from that curve without losing information. I’m sure there is a way, I’m sure a mathematician could do it. | Participant 2 | Importance of digital maps |  |
| 117 | 17:29.0 - 17:41.0 | Okay, well, one of the interesting things you said there was ‘they way you felt about it’. I mean, you looked in street-view maps. What is it on street-view, or can you give me an example of that? | Me | Effect of map on sense of place |  |
| 118 | 17:41.0 - 18:25.0 | Oh, yeah. You can tell if somewhere is run down, a bit rough, the kind of place maybe you wouldn’t want to be walking through. Like Castelford, when I, before I got a car, in Castelford, West Yorkshire, Leeds, I walked from the train station to the pther side of town, and I’m glad I looked on Street-view, because it’s not a brilliant place. It’s not awful, not horrendous, but, um, it is a bit run own in the centre at night, and that affected my decision not to walk through, and I when I arrived the said “Oh, have you walked?”, and I said “Yeah” “Which way did you come?”, and I said “I’ve come along the main road rather than coming through the centre.”, and they said “Ooh, it’s a good job!”. So that was quite helpful. | Participant 2 | Effect of map on sense of place |  |
| 119 | 18:25.0 - 18:37.0 | Okay, so that goes on to the next one [laughs]. My next question would have been, do you think a digital map has ever affected your choice of route? | Me | Effect of map on choice of route |  |
| 120 | 18:37.0 - 18:38.0 | [Laughs] yeah. | Participant 2 | Effect of map on choice of route |  |
| 121 | 18:38.0 - 18:43.0 | Okay, and obviously there, you have given me a prime example, but is there any other example you can think of? | Me | Effect of map on choice of route |  |
| 122 | 18:43.0 - 20:02.0 | When you use it as a Sat-Nav, um, it has live traffic updates. I don’t know how well that works, so I’ve got no kind of gauge on how that works. The Sat-navs, the Google maps navigation, that winds me up a bit because it always tells you the directions too late, so I don’t really like it anyway, but it does take you some funny routes, like when I know an area, I’ll have the sat-nav anyway, and maybe the sat-nav is taking me through an are I already know, I’ll keep thinking, Oh this sat-nav is taking me a bit of a funny route. I think it is because it gives really low priority, or it can’t really heavily weight certain things, and picks routes that avoids corners, which maybe in American system where a lot of it is grid-based, a corner would be a big penalty. An example is, you’re going along Crookes to join the M1 i motorway, going northbound, it recommends coming down through Broomhill, all the way to the University roundabout, and then along Pennsiton road to the junction 36. Whereas, when you’re on, once you’re in Crookes you might as well go down Walkerley, but the road changes name so many times, I think it’s given a really poor weighting, when actually it’s a much quicker route, especially in rush hour. I guess if you go from University roundabout, you get stuck in every single bit of traffic along the way. It can take you an hour to get to the same state, same place that you could have got to half an hour ago if you had gone straight down! | Participant 2 | Effect of map on choice of route |  |
| 123 | 20:02.0 - 20:08.0 | And is that, you have two different systems, is that with both Google maps and the Sat-Nav? | Me | Effect of map on choice of route |  |
| 124 | 20:08.0 - 20:28.0 | I’ve only ever used, it is Google maps navigation, it is actually google maps. I’m pretty sure it uses the same routing information, but it takes the live traffic updates into account. Like I say, I’m a bit sceptical about how good they are. | Participant 2 | Effect of map on choice of route |  |
| 125 | 20:28.0 - 20:29.0 | Okay, that’s fair enough... | Me | Effect of map on choice of route |  |
| 126 | 20:29.0 - 20:47.0 | ...I follow it when..I like to know where I’m going, I do like to have a look at a map in advance, but I’ll only put the sat-nav on if I don’t know the way, and I’ll just think “I’ll just follow this. I know it’s probably not going to be the best way, but it will take me there, so I give myself a bit longer and just sort of blindly follow it. | Participant 2 | Effect of map on choice of route |  |
| 127 | 20:47.0 - 20:54.0 | Do you find yourself using a sat-nav or a map if you already know the place you’re going to? | Me | Effect of map on choice of route |  |
| 128 | 20:54.0 - 20:56.0 | I try not to, because if I follow a sat-nav, I don’t learn the route. | Participant 2 | Effect of map on choice of route |  |
| 129 | 20:56.0 - 21:00.0 | Okay. | Me | Effect of map on choice of route |  |
| 130 | 21:00.0 - 21:05.0 | So I try to force myself to really look where I I’m going, so I can go and do it the next time. | Participant 2 | Effect of map on choice of route |  |
| 131 | 21:05.0 - 21:06.0 | That makes sense... | Me | Effect of map on choice of route |  |
| 132 | 21:06.0 - 21:32.0 | c | Participant 2 | Effect of map on choice of route |  |
| 133 | 21:32.0 - 21:35.0 | Yeah, that’s quite different to a sat-nav | Me | Effect of map on choice of route |  |
| 134 | 21:35.0 - 21:43.0 | It is, yeah, it is [laughs]. IT does the same job, as long as you don’t go wrong, and when you go wrong it’s awful, because you have no idea where you are going [laughs] | Participant 2 | Effect of map on choice of route |  |
| 135 | 21:43.0 - 21:44.0 | Ah, so you have to stick to the plan? | Me | Effect of map on choice of route |  |
| 136 | 21:44.0 - 21:45.0 | Yeah [laughs] | Participant 2 | Effect of map on choice of route |  |
| 137 | 21:45.0 - 22:07.0 | Right, er, that’s in interesting point there, I’ll have to pick up on that, but um, one of the other ones is, have digital maps ever adjusted your choice of site - where you have actually gone to, and whether you will have made the decision informed by a map? | Me | Effect of map on choice of route |  |
| 138 | 22:07.0 - 22:31.0 | Hmm. Yeah. I can’t think of any off the top of my head. Oh, um, when I worked for Metro last year doing the school buses, the systems we used, they had the low bridges marked on. I suppose that’s more choice of route than choice of place or site [points to topic guide], but you can’t send a double-decker under a low bridge, so you have to kind of navigate around that. | Participant 2 | Effect of map on choice of route |  |
| 139 | 22:31.0 - 22:32.0 | Right... | Me | Effect of map on choice of route |  |
| 140 | 22:32.0 - 22:56.0 | Um. When we sometimes wanted to put in new bus stops, because the distribution of well, where students live, changes each year, so sometimes you might want to have a new bus stop put in, and they just used street-view. I think they’re probably supposed to pay for a commercial license if they are using it for things like that, but um, they did make heavy use of it for things like that, but I don’t think they would um... | Participant 2 | Effect of map on choice of route |  |
| 141 | 22:56.0 - 22:59.0 | What, so they actually choose the site of where they are going to put it based on the street-view... | Me | Effect of map on choice of route |  |
| 142 | 22:59.0 - 23:09.0 | Yeah, based on the street-view, and by looking at the map, and looking at street around. Does it have good access? Can you take a bus down it? Is it an A road? is it a residential area? | Participant 2 | Effect of map on choice of route |  |
| 143 | 23:09.0 - 23:25.0 | Okay, and that’s quite an interesting one itself, but in terms of you and your everyday life, as a student and outside of that specific work context, do you think maps have ever changes your choice of site? | Me | Effect of map on choice of site |  |
| 144 | 23:25.0 - 23:41.0 | Yeah, um, sometime if I’m looking for a shop, I’ll type in like 'Maplin near Sheffield', and one comes up in Meadowhall and one comes up in the city centre, and then there’s no parking in the city centre, then it’s kind of highlighted to me the alternative shops I could go to... | Participant 2 | Effect of map on choice of site |  |
| 145 | 23:41.0 - 23:42.0 | Okay... | Me | Effect of map on choice of site |  |
| 146 | 23:42.0 - 23:51.0 | --and then I’ve got a choice now, rather than the one Maplin I knew about, I know there is one a Meadowhall and that has parking, so I’ll go there instead. | Participant 2 | Effect of map on choice of site |  |
| 147 | 23:51.0 - 23:52.0 | So is that about locating the information? | Me | Effect of map on choice of site |  |
| 148 | 23:52.0 - 23:53.0 | Yeah, it gives me a bit of choice. | Participant 2 | Effect of map on choice of site |  |
| 149 | 23:53.0 - 23:54.0 | Well that’s quite an interesting one, although I think we’ve covered most the questions quite quickly actually, which is quite good. Although, one thing I just wanted to go back to was the, earlier on you mentioned you used an application to, Google navigation I think it was actually, just to pick up on the point that when you moved off track, that it doesn’t keep hold of that information. Just to go back to that example, how did you then get back on track? Was that just, um, were you looking at a map? | Me | Effect of map on choice of site |  |
| 150 | 23:54.0 - 23:55.0 | You still...It zooms out, and you still see a map, and you see yourself as a little blue arrow, and it shows the route as a little blue trace over the map, so you can see your car, and you can see where it’s kind of pointing and you can kind of work your way back towards the map. It’s a bit like the top down computer game in a way, like the original, I don’t know if you’ll ever have played Grand Theft Auto 1 and 2, when they were still top down. | Participant 2 | Effect of map on choice of site |  |
| 151 | 23:55.0 - 23:56.0 | Yep, on the Playstation | Me | Effect of map on choice of site |  |
| 152 | 23:56.0 - 24:01.0 | ...it feels a little bit like that [laughs] | Participant 2 | Effect of map on choice of site |  |
| 153 | 24:01.0 - 24:16.0 | Okay. Well, that, it’s just quite interesting how it differs from sat-nav completely. But in terms of where you’re granddad grew up in the valley, do you, I mean have you ever looked at that on a modern map? | Me | Effect of map on choice of site |  |
| 154 | 24:16.0 - 24:51.0 | Yeah. There’s not much there. It’s just beige, with green spots where the trees are. | Participant 2 | Effect of map on choice of site |  |
| 155 | 24:51.0 - 24:52.0 | Okay | Me | Effect of map on choice of site |  |
| 156 | 24:52.0 - 25:30.0 | I mean, I do like to look at the other map options. So, obviously on Google maps you can turn on satellite layer... | Participant 2 | Effect of map on choice of site |  |
| 157 | 25:30.0 - 25:31.0 | Yeah. | Me | Effect of map on choice of site |  |
| 158 | 25:31.0 - 25:39.0 | ..you can do a terrain layer aswell which is quite good. Before I got a car, I used to cycle everywhere. I used to try and look at maps to avoid hills | Participant 2 | Effect of map on choice of site |  |
| 159 | 25:39.0 - 25:40.0 | Oh so they... | Me | Effect of map on choice of site |  |
| 160 | 25:40.0 - 26:07.0 | ..yeah, but the information is a bit, the way the display is, beige means flat and dark grey means hilly. But that’s it, you just see, whereas, well it’s not hilly, it’s steep, the darker it is, the steeper it is, but that’s quite abstract. I would prefer it if maybe they just had red for low down and green for high up and worked through yellow. So you could actually see the actual heights of the hills. | Participant 2 | Effect of map on choice of site |  |
| 161 | 26:07.0 - 26:08.0 | So much more like on a contour map? | Me | Effect of map on choice of site |  |
| 162 | 26:08.0 - 26:09.0 | Yeah | Participant 2 | Effect of map on choice of site |  |
| 163 | 26:09.0 - 26:10.0 | Okay | Me | Effect of map on choice of site |  |
| 164 | 26:10.0 - 26:13.0 | Because you can’t tell if it’s a hill going up, or a hill going down. There’s no contour lines on it. | Participant 2 | Effect of map on choice of site |  |
| 165 | 26:13.0 - 26:14.0 | So that’s... | Me | Effect of map on choice of site |  |
| 166 | 26:14.0 - 26:27.0 | I think there are heights marked on, but in small white writing against a black background, and it’s quite hard to make sense of that way of displaying the information. | Participant 2 | Effect of map on choice of site |  |
| 167 | 26:27.0 - 26:38.0 | Okay, let’s just do...[cleaner enter the room to empty the bin]..also, you seem to use the map quite a lot on your mobile phone. When you said you do planning the night before, do you do that on a mobile phone or... | Me | Effect of map on choice of site |  |
| 168 | 26:38.0 - 26:55.0 | That would be on a computer or a desktop if I have them, if I don’t then I would use my phone. But the computer has priority. I quite like using maps on a tablet. I don’t have one, but I have given it a go [gestures to expanding/shrinking a map on a touch screen tablet], but I quite like that because it’s nice and big and quite tactile, and you can drag it around, it’s quite an organic... | Participant 2 | Effect of map on choice of site |  |
| 169 | 26:55.0 - 26:56.0 | On a touch screen? | Me | Effect of map on choice of site |  |
| 170 | 26:56.0 - 26:57.0 | Yeah | Participant 2 | Effect of map on choice of site |  |
| 171 | 26:57.0 - 26:58.0 | Yeah | Me | Effect of map on choice of site |  |
| 172 | 26:58.0 - 27:00.0 | It works well I think, with the zooming in and zooming out. | Participant 2 | Effect of map on choice of site |  |
| 173 | 27:00.0 - 27:05.0 | So are tablets your preference out of the three formats basically? | Me | Effect of map on choice of site |  |
| 174 | 27:05.0 - 27:11.0 | Yeah, I would say so yeah, tablet, then computer, then mobile. | Participant 2 | Effect of map on choice of site |  |
| 175 | 27:11.0 - 27:16.0 | Okay, and apart from the tactile [gestures to using a tablet], what advantage is the computer over the mobile? | Me | Effect of map on choice of site |  |
| 176 | 27:16.0 - 27:43.0 | Um, on a computer you have a full keyboard, you can use the mouse wheel to scroll in and out, which is quite nice. You can keep dragging it around. Um, I think the reason I prefer a tablet is because you have the touch that works quite well, but then you think “well why don’t I prefer the phone second, because that’s also got a touch screen” but it’s because the screen is too small to get any real kind of feel for the area, you only really see one or two junctions. It’s not really what I want. | Participant 2 | Effect of map on choice of site |  |
| 177 | 27:43.0 - 27:49.0 | Okay... | Me | Effect of map on choice of site |  |
| 178 | 27:49.0 - 28:00.0 | I just prefer a big screen, and some of the new tablets have a really good display, it’s sort of really high resolution, so you can zoom right out but really see the details crisply, and that’s nice. | Participant 2 | Effect of map on choice of site |  |
| 179 | 28:00.0 - 28:02.0 | Rather than it going all... | Me | Effect of map on choice of site |  |
| 180 | 28:02.0 - 28:06.0 | Yeah, rather than it just going all pixelated. | Participant 2 | Effect of map on choice of site |  |
| 181 | 28:06.0 - 28:37.9 | Good, well that’s covered quite a bit actually. So, I’ll call an end to the interview and I will switch that off. | Me | Effect of map on choice of site |  |