**Audio File Name: workshop 4**

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**Comments:**

**Duration: 02:06:00**

**KEY:**

Cannot decipher = (unclear + time code)

Sounds like = [s.l + time code]

**I: = Interviewer (Interviewer in bold)**

P1: = Participant 1

P2: = Participant 2

P3: = Participant 3

P4: = Participant 4

P5: = Participant 5

P6: = Participant 6

P7: = Participant 7

**(Started at 00:03:50)**

**I: Um, if we want to start, it would just be really nice if everyone could go round and just introduce themselves and say what they do and why they're interested in this topic.**

P1: Um, my name's [Name Omitted] Um, I work at the Titanic Museum in Belfast and that's why I was late 'cause I got kept at work. Um, and I'm just interested in seeing what more we can do and seeing what different ways you have of bringing ourselves (unclear 00:04:15).

P2: Um, I'm [Name Omitted]. I'm a third year medical student at Queens and I'm in medical students for choice as well in Queens. And yes, I just wanted to come along to basically like yeah, learn more about stuff and yeah.

P3: Er, I'm [Name Omitted] Um, I organised the rally for choice last year. I'm one of the organisers this year. And I don't know, I do a lot of this kind of stuff so I thought it would be interesting to see what other people are doing.

P4: I'm [Name Omitted]. Um, I work for the fire service by day and, er, at night [laughter]. No, er, I also help with organising the rally for choice this year and it's my first year of really being involved in the organising end of things, apart from just normally show up. So yeah, this, we are doing a lot of like, um, online sort of campaignee side of things and we're about to launch our video tomorrow. So yeah, we thought this would be helpful, that kind of thing, to learn a bit more.

P5: Um, I'm [Name Omitted]. Um, I work for the student movement in Northern Ireland in campaigns. Um, I'm also in the Green Party which has a policy of (unclear 00:05:26) and I'm interested in this, er, oddly because I did a tiny bit, I did a small, a module at uni on, er, digital culture in Latin America and looked at, er, social media in activist movements across Latin America so this is really interesting.

P6: Um, I'm [Name Omitted], I'm a teacher and, um, my sister spoke to you in Newcastle [laughter]. Yeah, isn't that right, [Name Omitted]? Was it yourself or was it somebody else involved? She's sort of, she's an architect there. She was in some sort of womens, women in business or women in something group.

**I: Oh yeah, of course, yeah.**

P6: Is that right?

**I: Yeah, yeah.**

P6: There you go.

**I: Sorry, the (unclear 00:06:05) meeting.**

P6: Yeah, there you are. That's it, yeah.

**I: Ah, thank you for coming.**

P6: That's alright, no problem.

P7: Er, I'm [Name Omitted]. I work in digital marketing for a university in Spain. I'm actually only home for a week but it's kind of matched up well. So I'm kind of like interested in digital technology and all that kind of thing so.

**I: We know each other. It was coincidence that we're here at the same time but, er, I dragged him along so if I seem a bit too friendly with him, if I'm mean to him it's 'cause I know him. Um, so in the email I kind of asked people if they could have a think about any memorable campaigns or adverts or anything, um, that stands out to them as either being effective or not effective but that's memorable. Did anyone come with any in mind?**

P7: Er, well I think one that sticks out in Northern Ireland, but I don't know if you'll have seen it is the drink and drive adverts which start off very like happy, typical moment but they end up being very shocking and leave you sort of, you know, typical friends out in a car, blah, blah, blah and then the accident happens and it sticks with you I think, the shocking ends.

**I: So it's the imagery in that?**

P7: Mmm-hmm.

**I: Did anybody else think of any or does anyone else remember that campaign?**

P2: Yeah.

P7: It goes on and, but they're very shocking, like they don't hold back.

P4: They're really graphic.

P7: They're really graphic.

P4: Yeah.

P1: I've had friends from across the water like visiting me and seeing on the TV and be like, "Oh God," like 'cause they're not used to how like in your face our ones are.

**I: So when you say it's been ongoing, how long is it?**

P3: Years, my lifetime. They've always been like that.

**I: So is there like something about it that's familiar now? Do you know, even if it's a new advert, do you know straightaway? It's recognisable?**

P3: It's not gonna end well.

P1: Anything that's like happy, like da-da-da, a child dancing in a field, you're like, "Oh God."

P4: Where's the lorry?

**I: And in terms of that, do you think then that it's useful that it's recognisable or has it lost a bit of its effect?**

P3: Lost a bit 'cause you lose like the surprise 'cause you know it's coming now.

P6: But still they're pretty like oh.

**I: I think it's like a horror movie when you know something's coming and you can't look away.**

P5: They started doing a thing a couple of years ago where they were interviewing families who had been affected directly and I think that was like a slight change to the campaign, they rejuvenated it a little bit more, um, 'cause you then had a face being confronted with, not just fake child in the field. It was like actual like this is a mum who's lost their child so that changed it a little bit I think.

**I: Do you think that children is a useful thing to use in that sort of campaign?**

P2: Yeah. That's what I was gonna say, like the fact that they've brought kids into it was a big shock for people as well.

P6: Yeah, definitely.

P2: So they kind of mixed it up with like different scenarios. So I don't, I don't think it gets old 'cause they do different things with it.

**I: So what else is there, other than the ones with children?**

P3: Um, there's ones with teenagers, um.

P7: Or just normal young people having, having a pint in the bar and then think oh they've just had one and then they drive and then they check their phone and then it's... they use, they tend to use a range of people. I think the ones with children stick with you more. They tug on the heart strings a wee bit.

P6: Well they're all thematic, (unclear 00:09:26) distracting the driver, there's the drink driving, there's just road... there's the junction one. There's a really nasty T junction one. Um, so they have a, they, they have a core drive awareness theme to each one and then they just come up with something nicely emotive and –

**I: Does anyone know if they've had an effect, if there's any actual evidence?**

P6: I think the evidence is that they don't.

P3: There is a study, I can't remember it but I think there was a study showing it did work, that it was working.

P5: We still have such high rates of bad accidents here but it probably is helping.

**I: I'll look into it when I get back. Any other ones that people remember?**

P4: Well there is one in the drink driving sort of campaigns recently that really pissed me off because, um, it used a woman to kind of sell it. So they had a female talking as if she was talking to a group of lads and it was just really, um, it was the way they'd done it. They'd like tried to sexualise it almost I think to try and pull... it's targeting, marketing thing was like sort of young males and she's talking and she's like, "Alright, lads," that kind of thing, you know. And then she's talking about, "You think you can sink one? Can you sink this low and all?" Do you remember that? And I was like, "What the hell is this? Seriously, why is this a thing?" And the actual imagery at the end was really effective but I don't think they needed her to... it didn't add anything to it. Um, I don't know, obviously from a male perspective it may be different but I just thought it was totally ridiculous like no. I don't think it brought anything more to the advert.

 I think it was trying to sort of... 'cause here, the youngest demographic of people involved in drink driving incidents where there's deaths is young males between the age of like 18 and 25 I think it is. So that's obviously, they're thinking, "Oh what can we use?" But it was like the most basic advertising level of like thinking about it, you know, we'll use a hot young girl and it just really frustrated me but I don't think it was particularly effective but then that's just my opinion.

**I: So I've brought a few examples of ones that are older and haven't kind of used digital elements in the same that it might have kind of TV and adverts and things but not, er, using kind of the social media platforms and digital platforms that we've got now. And I brought some that have a mixture of both and some that are solely digital. Um, in terms of what we were just talking about, I think probably the most relevant or, or similar in terms of how it uses these shocking images was the, the aids campaigns of the 1980s. I don't know if people are familiar with them. Yeah, so I've brought some images there. What, what do you remember about them?**

P6: Black and white, death, yeah, tombstones.

P1: The pink triangle as well.

P6: Yeah, yeah, they were just, they were hard hitting at the time, yeah.

**I: Do you think that they used fear effectively?**

P6: Um, probably effectively, possibly not honestly. Um, but yeah, no I think they did, they were effective and then, then, then the focus went off and then, then the statistics changed I think as a result. But they, they def-, what they, um... there's this whole thing with HIV and aids and the, the, obviously the, one's a virus and one's a disease, you know, the virus and the disease and they, they mix up in people's heads between the two and all sorts of things. So I think it was very effective at the time, pretty brutal and pretty sort of sledge hammer-ish, um, but it, I suppose at the time they felt it did its job.

**I: Yeah. They were actually one of the most successful public health campaigns of all time. They did combine it, I think you said about the tombstone, that was the TV advert and I think that is what most people always say they remember. But they also sent out leaflets to homes at the same time and it was, um, they had a lot of different elements to the campaign. And I actually read a quote that someone had said that they think that people did stop having sex for quite a while after those adverts completely but what it did was raise awareness of, of it and took it away from it being about people just saying, "Oh well, it's just these minority communities that have an issue."**

 **Um, so it was really effective and I wondered, in terms of using, and what you were saying about maybe not necessarily honest but it used fear effectively or these quite scary images in the, the crossover or comparison with some of the anti choice campaigns and their methods. People, so I've never actually had to witness an anti choice campaign with imagery but if people here [laughter]** –

P6: I think there's a lot of photo shopping goes on.

**I: Mmm. So what sort of images do they use?**

P6: They really, like you know, sort of six week old, um, embryo or foetal or whatever and you're like, "Really? That developed? Wow." Um, so I'm like there's, there's a lot of shenanigans goes on in the imagery, definitely, that's very bias.

P3: The latest one they have there's this doctor in Derry who's anti choice and she's ran for election but at the Bloody Sunday march this year she had a banner that was cherish all the children (unclear 00:14:39). But there was two hands and in the hands there was like a bubble, a clear bubble and like a foetus in there and it's just like it's medically impossible.

P6: Jeez, that's large.

**I: Do you think that they actually work?**

P5: Oh absolutely.

P3: They work on like kids and stuff, like wee kids walking by their stall, 'cause they have a stall every Saturday and like they have like these figurines and all the rest of it and that, that's to grab the attention of kids like so that they're being brainwashed from an early age.

P5: They go into schools as well. A lot of them are able to go into schools.

P7: But do schools welcome them or – ?

P3: It depends.

P7: Oh really?

P5: If it's a religious school, they are usually invited in and they'll, you know, distribute leaflets or –

**I: So on, if you were to think about how a pro choice campaign might use the same tactic of having these shocking images, what then might be a pro choice, the equivalent image that you could use?**

P3: Probably subvert it.

**I: With what sorry?**

P3: Like subvert it, like take their image and make a mockery out of it.

**I: So using, using their tactics against them rather than using the same tactic?**

P3: Yeah.

**I: 'Cause in some, in other workshops we've been trying to have like discussions about whether it would be appropriate to try and use the same sort of, kind of scary or disturbing images and if so, what images you could use. And people were saying, a lot of the conversations were about well maybe things like, um, women bleeding on an aeroplane 'cause they've had to go and have an abortion elsewhere. Um, it would be nice to know what people think, whether that would be, whether it would backfire, whether it would be effective.**

P7: I don't know. From my point of view, it would be better to be more transparent and be more factual and maybe try and dispel some of say the untruths that maybe (unclear 00:16:38) rather than, I don't wanna say revert to their level but be more factual based rather than leading to be more controversial.

P1: I wonder if that's because, I agree with you but I wonder if that's because, to me, it's like very basic that obviously I'm pro choice and I wonder if you're thinking of it from the point of view of someone who's much more unsure about it, is an image like that gonna grab them because to me it's like it is factual and it is obvious when you look at those pictures of like a massive foetus, that that's not true but I do wonder if, like you're saying, subverting and proving them wrong would actually have more of an effect on people who are more on the fence. I don't know but that's possible.

P6: Yeah, I think, I think that that's the battle. I think those images do stick in people's heads and I think people are a lot less, um, knowledgeable than, than you might assume. Um, and they are definitely influenced by... I mean even watching my own kids on their social media, and they're ten and twelve, the stuff they pick up on and the stuff that they just believe, you're like, "No, no, no." [Laughter] You know, they're very, very vulnerable and, and that, that's true, you know, all the way up the scale. Being a secondary school teacher, you know, you see the, the, just the assumptions they make, they're just taking it all on board, not questioning it, not having, having really poor sexual health knowledge. And I think that is an issue here.

 Um, it's, it's not particularly strongly taught, I don't think, um, and it is, it is definitely surprisingly veered away from by many a teacher. Um, so there isn't a, er, there isn't a good foundation of knowledge in your, in your, um, reproductive biology so you're very vulnerable therefore to any tactics that work on that, on that plane.

**I: And as a teacher, do you feel... what age do you teach?**

P6: Secondary, eleven up.

**I: So how restricted do you feel in your ability to** – **?**

P6: Well I, I don't, I don't, I'm a science teacher but I don't teach that end of things. That, they do it in biology, it's true, um, and it just, it's luck of the draw, it just depends on their flipping biology teacher. Um, but I know that there's... you know, just listening to people talking like and you do like LLW or, you know, your social, social care kind of lessons, that kind of stuff, um, you know there is a, a fear of it. It, it can end up being a cover lesson. This is what they left me with to do, cover teaching. Now again, you know, if the cover teacher doesn't want to do it, they won't teach it. So you'll just find that that class never did it. [Laughter]

P5: I remember the only time abortion was mentioned in our school, and I didn't go to a religious school at all, it was supposedly non-denominational, um, but in an area which is predominantly of one community. And, um the only time it was mentioned was in R.E. class which was when we had to discuss it, was in religious education and then obviously it had a slant and that was that. Um, and yeah, sexual education was –

P6: Is poor.

P7: It's very poor.

P2: It's education for love. That's what they call it at my school.

P5: Don't touch anything that you don't also have, or something like that was something we were told, which was hilarious for anybody who's not heterosexual, it was like, "Okay, alright then." Um, but yeah, that's what we were told.

**I: So, so circling back to what you were saying about children or young people being vulnerable to then having this access to things that they read on social media more so than what they're getting in classes, um, I brought two examples of kind of campaigns that had used solely social media quite effectively. Do people remember the ice bucket challenge?**

P7: Yeah.

**I: Did anyone do the ice bucket challenge?**

P6: I didn't have the pleasure.

P7: No. Did you? [Laughter]

**I: I turned my thing on Facebook so that people couldn't post on my wall without my permission straight away, I was like, "I'm not doing that." Um, I did get joy in throwing water over other people sometimes but they hadn't been nominated, I just wanted to. Um, but as a campaign, it was actually probably, it was really successful. I think, I've got the figure somewhere, they raised $94m in four weeks and they have a million Facebook videos and I think I, I mean I'm not sure I would be able to tell you what ALS is to a certain degree but I certainly have heard of it now and I'd never heard of it before. And it would just be nice to talk about what people thought was effective about the way that they did that campaign, what were the elements that made it 1) go viral and, and work?**

P7: Well anything that go, that goes viral is the sharing aspect of it. It's so easy to share, include other people, you do it and then you tag however many people you want. So it does spread like wildfire. That was how easy it was to share.

P5: It's quite easy to do, use a bucket of water and ice and a phone to video it on which pretty much everyone has.

**I: And we had someone in one of the workshops say, "Oh I did, did that and I didn't know it was for charity," they'd just done it.**

P7: Yeah. A lot of people just wanted to join in, they didn't even know what it was for.

P6: And did they donate or not?

**I: So the person who threw the water over them did donate but the person, she just didn't know and it was just this element of, "Oh, I just thought it was a fun kind of game that people were playing." And it's interesting to think whether that is a good thing or a bad thing, that there's that element of fun to it that people will just kind of join in and do it and... I don't know, what's your opinion?**

P4: I suppose for every person that didn't donate, there was still like loads of people who did donate so as much as there are, there were people who were just like, "Hey, let's throw water over people," like it still was effective in what it did.

P7: Yeah. Maybe someone who partook but didn't donate and then nominated someone else and then they donated as a knock on effect. I think it still had a good effect eventually down the line maybe but –

**I: And in terms of it raised that much in four weeks, and it did raise awareness and I think it has, I mean $94m will help a lot, for a long time but do you think that it's better to have something that is quick and fast and raises money quickly but might die out or to have more longevity to a campaign?**

P3: It depends on what your aim is. So if you're trying to raise money for a particular thing then a quick fast one is probably gonna work but if you're trying to raise awareness or something that's gonna be long lasting then that risks it becoming outdated.

P5: I think in terms of pro choice, I don't know if we're gonna get it that soon so I feel like it has to be sustained because otherwise it's not, it needs to continue to have an effect 'cause –

P3: But then it depends on what you're doing in it. So say you have like a campaign to raise money for a rally for choice, like it can be like a quick, fast, particular aspect of a longer term (unclear 00:23:41) campaign. Like that charity probably has long term campaign goals which are nothing to do, well they are to do with it but they're, they're not expecting to achieve long term goals with that one challenge because (unclear 00:23:53).

P2: Yeah, but like the amount of money they've raised as well like it's quick and fast and it's like with that money you can do so much more in the future with it. So if that, 'cause I know pro choice things are very underfunded so even something quick and fast that can bring in money and to get people aware, it means you can do more long term things with it as well.

**I: Do you think that pro choice would ever be able to have the same amount of support? Not... okay, maybe that's not the best way to put it, would ever succeed using the same sort of public viral tactic?**

P7: I think it's too divisive. Something like a disease, almost 99% of the population are gonna sympathise and say, "Oh, I don't really know what it is but I wanna help," whereas something –

P2: Yeah, 'cause that's like a terminal one and it's like you'll have people from a religious background, 'cause that's the issue with like being anti choice as well usually, like everyone will sympathise where it's like, especially here, like it will be a divide and –

P5: That's one of the difficulties as well because like it's portrayed as really divisive when it doesn't have to be as divisive as it is because that's one of my reluctances of using really hard hitting, dramatic images because it's really an ordinary, everyday procedure that women are entitled to have access to in many parts of the world. It's divisive here. It's been made divisive, it doesn't have to be divisive. It's not divisive according to the World Health Organisation, do you know. So I think people would be reluctant to do it but it might be like a longer term... 'cause part of I think the aim is making it more normality and there is actually way more people who are supportive of legislative change than the anti choice groups would make out.

P7: I think it's more about engaging people rather than... I think the most vocal people against it are the minority and a lot of people just don't have an opinion on it or it's engaging those. I don't think it's necessarily converting the masses to change their mind, it's just engaging them to care enough to say something or have an opinion about it.

P6: I think, I think there's a lot of, um, there's a, there's an open public voice by some but it's, it is a minority. I think there's a lot of not necessarily on the fence 'cause they don't wanna decide, I think they're on the fence 'cause they don't want to go public. And then there's –

P7: I think it's normal that people don't like change or they're afraid to embrace it so they tend to just stick to the status quo, even though they don't necessarily agree with how it currently is but changing something just requires a bit more effort and bravery I think.

P3: I think if you were to have something like a graphic you put round like, um, with the Irish language activism we had a red and white symbol that went round and everyone turned their profile picture to it for about a month. And whenever it first went out no one knew what it was about but you just saw all your friends who speak Irish had it and then it came out what the symbol meant. And like even if you were to have the appeal thing it would do that. And before the strike a lot of people had changed it to the black and white lightning bolt so it could work on that kind of level.

**I: Do you think that there is a downside to having something that's as easy as changing your profile picture?**

P5: Clicktivism, the idea that someone's done something but then I don't think it's like, I don't think there's necessarily, I don't think it should just be completely dismissed. There's a downside where people can think they're helping and they're not actually going out and doing anything but then there's people who can't come out and do anything. And even if they're adding support in some way, then that's helpful to the overall so it's more if that's part of your strategy rather than your core let's get a thousand people to change their profile picture of what happened. Whereas if let's get a thousand people to change their profile picture as part of a build up to an awareness day of something, something like that.

**I: Do you think that it means... so in the field that I'm in they called it slacktovism, as like this critique of it and clicktivism, the same stuff. What has been quite interesting from some of the conversations we've had so far has been this idea that for some people that is very easy, meaningless activism but for other people, changing, wearing a repeal jumper in some rural parts of Ireland or changing your profile picture can be a really brave thing to do. It can be something very meaningful. So there is value there still. It's quite interesting.**

P7: I think it's valuable if people can immediately, if people immediately know what this symbol is or what it is the person is trying to portray. I think, I don't, you know, I mean if somebody puts a gay flag filter on their thing, it's obvious that, you know, what they're, you know, promoting or whatever but I don't feel like there's any one symbol or something striking for pro choice that I would see and say, "Oh that's..." if someone were to change their profile picture, I probably would overlook it 'cause I don't know what it is.

P5: Or the repeal symbol is becoming more –

**I: Does that translate so much in Northern Ireland in terms of it's** – **?**

P4: Well it's a different campaign 'cause we're –

**I: It's a different campaign? But are people still using the same...?**

P4: Just Women's, the slogan here and there's kind of like... yeah, that one. And there's also like a kind of fist symbol will quite often be shown with it. Um, I don't think it's as recognisable as repeal.

**I: Yeah. So there's an, and what the repeal campaign has done really well is kind of this having the online presence but also having branding and marketing and having all of these events that have made just a black and white word a recognisable thing. So do you think that there's, that... has, I, I'm actually not that familiar with the Trust Women one. My gosh.**

P1: If that goes in on all the electronics.

P2: There's like that one as well. I don't know if you want that one closed.

**I: It's been every element today. I can't keep up.**

P2: Welcome to Ireland, the only place where it can rain when it's still sunny.

P5: We had thunder and lightning yesterday so at least you don't have that today.

**I: We had a week of glorious sun in, in the south and then today I've had every, literally everything in about two hours that I've been here. Um, so we're talking about like recognisability and branding, um, the other one that I brought along, and I don't know how familiar people are with it, was Louise Delage, the Addict Aide Instagram account. Anybody know about it? So it was a French company, well a French organisation that was about alcohol awareness and they created a fake profile for this girl, called Louise Delage and she basically just became this like Instagram celebrity. She racked up loads, like 16,000 followers really quickly, got loads of likes on all of her pictures and then I can't remember how long the campaign ran for but at the end they had this big reveal video which was basically this is a fake person, fake account.**

 **Um, what people haven't noticed is that in every single picture she's got alcohol in her hand and it was this very... and people were quite shocked that they hadn't noticed it and that they'd been endorsing this girl's lifestyle as just being very, er, fashionable and she was this cool person. And it was quite an interesting way of subverting what people's idea of an alcoholic would be or sort of talking about how alcohol can be much more engrained in our kind of life without us even realising it. So I just brought that as an example of one that has solely used, um, social media but it did do, it went viral after they did the reveal and it did get a lot of global media attention for it. Um, and then at the same time I've brought the Black Lives Matter movement, just as one that had used a mixture of both.**

 **So it's obviously this, um, it started as an on and on on Twitter and online spaces but it's mobilised to people actually in the streets and, um, around the world, around a shared issue and it's been, I would say very successful. Um, so the next activity, I'm gonna... there's usually three rounds to it but we don't have enough people so what I'll do is I'll split you into two groups of three and I will give you... are you alright just to do it... oh no, I can't count.**

P7: One group of four.

**I: Yeah. There needs to still be two groups, I can't do** –

P7: One group of four and one group of three?

**I: Yeah. This is mad.**

P5: At least we're inside.

(Stopped at 00:33:00 and started again at 00:48:00)

P2: I was like, "Oh my God." I was like, "Even I wasn't that bad when I read that." I was like, "No."

P1: So my mum's, what, 55 ish and she told me that my gran wouldn't let her have tampons when she was younger. They were just coming out and she was like... oh my God, and she like told me that story very sincerely and I was like, "Mum, that's awful." Bless her. She was... but yeah.

P5: There was like group of Irish women, I don't know what group it was but they did a thing ages ago where they basically sent a load of coat hangers with a –

P4: A plane ticket.

P5: Hmm? Was that what it was? With like a plane ticket to England to parliament saying these are the two ways women can have abortions in Ireland, which was like a visual symbol but without having to see a woman bleeding.

**I: So arts and creativity is important as well?**

P4: There was a whole campaign as well recently, well it wasn't, it was kind of like on Twitter and stuff but there was a lady that was killed as a result of domestic violence and her three, er, two children, Clodagh, um, down... where was that?

P3: Um, Cavan.

P4: In Cavan and all of the media following that, um, was around why her husband was such a great guy, he killed her and the kids.

P6: Was it at the house?

P4: Yeah, yeah. And, um, there was a whole thing about, um, the media was just basically like we can't believe that this guy, he was such a nice person, he was a teacher, all this shite, and they basically –

**I: All that shite, teachers.**

P4: There was a whole backlash about, um, the media's approach to that and they started a campaign up called Her Name is Clodagh because she wasn't mentioned in like very little of the media. And that was really effective and that didn't come with any shocking imagery but it made people think. It certainly like wrecked me and I know that there was a lot of people that that kind of then started to change the narrative about it a bit and that was really simple. So I don't think it has to be like shock, shock, shock factor. It was humanising it and bringing it back to there was a person that got murdered here, you know, and we're forgetting about that.

**I: So a human element to it?**

P4: Yeah.

P7: So I think when people who aren't necessarily, um, really knowledgeable about the topic they just think if they were to legalise abortion it's just for, I don't know, promiscuous people, they'll just be able to get rid of whatever but they don't really think about, you know, the, um, health problem, maybe people have health problems and it would be a danger to their lives, things like that get overlooked. So maybe including that side of it rather than just oh you can, I was too young to have a child, I'm gonna get rid of it but more like the health –

P5: And there is, always from pro choice campaigns, there becomes a risk of the two tiered, you know, the good abortion, the, the woman who suffered enough to deserve her abortion. So there is about changing the narrative there as well of understanding that the wide range of why women might... like a woman chooses to have an abortion because she does not want to go through with a pregnancy and acknowledging that that is okay, that, you know, that if a woman doesn't feel she's able to financially, physically, emotionally support a baby, she may make a serious decision about her body. And, you know, sometimes, one of the things that, um, Alliance for Choice will do whenever they do workshops with people would be they've kind of got a list of questions of do you think a woman should be allowed an abortion in this scenario?

 And it's all different kind of scenarios, like if they already have three children and their partner's just lost their job, you know, de-de-de-de-de, all the, all those different scenarios and getting people to think about like actually, you know, putting themselves in the feet, the place of somebody in that position where you don't have to just be somebody who's been... you can be going through emotional distress about finding yourself in an unplanned pregnancy, even if you're not a rape victim, do you know.

**I: Yeah. So do you think there's this difficulty for advocacy in this area to balance out these important and useful, shocking stories that do catch people's attention and catch people's emotions, with this idea of this is normal and... is that something that can, you think can be portrayed at the same time or is it two separate campaigns would have to use, use them differently?**

P5: I think it just depends on what, what the... you see the legal sometimes position of it where there was, one of the last changes to the law that was proposed was to bring in clauses which would allow rape in the cases of foetal, fatal foetal abnormality and in sexual crime. So whenever you're just trying to change the law for that as like a stepping stone to the longer process then you can use those kind of scenarios because you're fulfilling the short term objective but the longer term objective is decriminalisation. So it needs to move on and you kind of need to do both at the same time almost but it's easier... I think, right so I do, I'm doing a kind of theatre project at the moment as part of like the pro choice group and somebody there was talking about how they do the, the Alliance for Choice has a stall, um, which they do on a Saturday which you'd be part of as well.

 And she was saying do you know, sometimes if people are completely against it, almost like, it's almost like the hook in is the really shocking story and then the next conversation is, "But what about this scenario?" and then the next one is that one where it's kind of a process of getting them to realise, "Oh yeah, if I thought differently. I've changed my mind a little bit, now I'm gonna change it more and more and more."

P6: It's about changing the whole backyard, it's not in my backyard to yeah, you know, are you sure it's not in your backyard.

**I: So subtlety is important as well as... so that's two completely different tactics I guess is, is one in you've put memorable and kind of having a hook and I suppose grabbing attention but also having that subtlety and that sensitivity to open up a conversation that people might shut down to. The next, the next part of the task, so usually there's four boards and then I would get the two groups to then reach a consensus between them and then we'd come together as a group and have to reach a consensus on the top nine but we'll just have to probably have an open discussion about your guys board and your guys and then decide on a top nine together and I'll write them down here. Um, the best way that we've been doing it so far has been for one group to kind of speak through their board, explain their choice, um, what their thinking was around it and for the other group to be making a mental note of any crossovers and then we can stick the crossovers together and then think about where there's differences and battle it out if people have a difference of opinion.**

P7: Sounds good.

**I: So which group would like to go first explaining their board? I'm gonna make you** [Name Omitted]**.**

P7: It doesn't really matter in what order they're in, does it?

**I: No, no.**

P7: Um, so we'll start with we think it should have like a hook to make it memorable, um, so whether that be a catchphrase, a song or, I don't know, like a jingle or something or something that just instantly when you see or hear it, it just... I mean we were using that –

P6: You associate with it.

P7: You associate exclusively with that movement or that ad or whatever.

**I: It might be, if you guys, if there's any that they say that's the same, maybe you can just say, "We've got the same on there."**

P7: Um, so we think probably something related to it should be innovative, I can't say that word, it should be something new that's never been seen before or that's clever or something that differentiates it from other, um, campaigns.

**I: So an element of novelty?**

P7: Novelty.

**I: Novelty and innovation. Is there any crossover in that one with you guys?**

P5: Er, I guess kind of that, like, we said like, um, message so like having like a clear like something that grabs you that is like a clear message of their idea I guess.

P6: I need to go, is that okay? I'm so sorry. Thanks so much. Nice to meet you all. Have a nice evening. Sorry I can't stay.

**I: Take sandwiches with you if you want and biscuits. There's enough for a lot more people. Oh yeah, enjoy. Are you going to see anything?**

P6: The youth production (unclear 00:56:58).

**I: I was about to sing Annie at you, that would have been really embarrassing. Oh enjoy, I love a musical.**

P6: Oh thank you. Right. Cheers, all the best.

**I: See you later. Thank you.**

P7: Yeah, well I think we had the message as well but we distinguished, we sort of separated them by, like you can have something that makes it, makes the ad memorable but necessarily there's no message. You know, to use that silly example again, the go walking, you remember the song. The hook is the song but the message behind that is to get out and be active and keep fit so there's slightly, they overlap but –

**I: So memorable, the having a core message and you guys had... so** –

P4: Yeah, the message one exactly the same, yeah.

**I: The core message is the crossover so if we stick... if you give us your message I'll stick it on, your core message. Do you have anything about like having a hook or being memorable or standing out?**

P3: We just have like effective branding, like a fountain, a colour scheme and stuff.

P7: Yeah, we have that as well.

**I: I guess there's crossover there.**

P7: I guess there's like, yeah, so branding, we have the colours as well.

**I: Mmm-hmm. Um, so there's no good way of doing this, it changes every single time I do it but, um, so innovation, did you have anything about it being novel, innovative, different?**

P5: Not particularly but it doesn't mean that... I agree with that idea, I think it's a good one.

**I: We'll keep, we'll keep them up there then. What were, what were you meaning by strategy then?**

P7: Strategy? Well we meant like, I know you're wanting to focus on digital but we were thinking –

**I: No, not necessarily for this.**

P7: Not necessarily? Like to have like a multi channel sort of campaign of like you can have the TV advert but can you also have like ads, er, printed ads, you know, in the city centre. You could have a radio advert. You could have You Tube, whatever. So like, especially if you're doing awareness, that's what we meant by that.

**I: Yeah. So multifaceted approach.**

P7: Yeah.

**I: Any crossover there?**

P2: We just had like social media presence.

**I: So I suppose that would... yeah, an aspect of the bits that you were saying.**

P7: I don't think we've arrived at the point yet, we're in 2017, where we can rely exclusively on online. Obviously it's probably –

**I: So would you guys be happy to incorporate the social media into a mixed strategy and I'll put especially social media.**

P7: A mint Oreo. I'll have to try one of them.

**I: Only the best for you guys.**

P5: I don't like mint chocolate but that was surprising.

P1: Would you like me to eat it for you?

P5: Would you like it?

P1: Yes, I would.

P5: We actually went to school together. It's not strange that we're sharing biscuits. That would be very overly familiar for people who've just met.

P7: Oh my God, it's incredible.

P5: Mmm. I'm allergic to dairy so it's kind of like –

**I: Oh, there's a dairy free sandwich up there for you as well.**

P5: Oh, thank you. No, you're grand, don't worry.

**I: There's also I think vegan and something else.**

P5: You're grand.

**I: There is every single dietary requirement under the sun. I had one workshop that had dairy free, Celiac, vegetarian, vegan and gluten free and that's Celiac. Someone had just written don't eat bread and I was like is that Celiac or is that a preference that you just don't like bread 'cause that's really hard for me to cater for. Um, okay, so effective branding. What else have you got,** [Name Omitted] **on there?**

P7: Um, relatable, so the person say can in some way relate to it or feel like they have a link to it, you know, if you think about what was that six degrees of separation or was that to do with blood transfusions or something how you're never six degrees away from someone who's donated blood to whoever in some way, in some way of trying to, you know, someone who maybe not has been affected or by, you know, abortion or even thought about it but trying to, in a clever way of making them feel like they can relate to it.

**I: Mmm-hmm, so relatable. Did you have anything that crosses that?**

P2: Yeah, we have relatable, like one you can like identify with so.

**I: Yeah, okay so I'll put relatable. And do you think for something to be relatable it has to be quite, I guess localised to say the area that you're in or to a very specific** –**?**

P7: Mmm, I think Northern Ireland is a very special case so probably... no, it's true.

P1: I do think you're right.

P7: No, I just think you have to be a) careful in how you do it but also clever. You can't sort of just take a given sort of way of doing a campaign and assume it's gonna catch on here. I don't know. I think it's, people think very differently here. No, I don't know, at least from my opinion anyway.

P4: No, I agree.

**I: So it's targeted and** – **?**

P1: It's also even just stupid little things like whose accent is on an advert and, you know, what name is used. Are they all called Sean and like, you know.

P7: Yeah, there's things you wouldn't even think about as an outsider.

**I: So sensitive to context and sensitive to... I'll write that on. Okay.**

P7: So we have about the ad should have a clear go so it's not just to have a message but at the end of it like... I suppose that's related to call to action, something that you want the person to do after having seen it or what you want to happen as a result of the campaign.

**I: And what sort of things do you consider to be clear goals? Could, is raising awareness a goal in itself or would it be to move beyond that?**

P5: It's better if it can move beyond that to actually do something like send money or come to this rally or, um, email your politician.

P7: Or like this, share this, for every share we'll donate blah, blah, blah.

**I: So an ability to interact with it and not just to read it and learn from it but to** – **?**

P7: Yeah. I think from a digital point of view it would have to be measurable.

**I: Measurable, that's a good word. Measurable and achieve... so would you say a clear achievable, measurable goal would be one?**

P7: Mmm-hmm. No, 'cause just thinking in my job, 'cause I do digital and we're always like you have to be able to have data to back up the campaign otherwise it's useless.

**I: Yeah. So I'll put that as, I'll put clear achievable goal that can be measured as a separate thing to, um, what was the other thing, the call to action. So in terms of... and do you think maybe if I, if I mix call to action with that having an interactive element to it, that you can do something more than just** – **?**

P7: Yeah, something rather than you're just receiving the, the thing and then that's it.

**I: I'll put doable. I don't know if it's a word.**

P7: I don't think you can rely on word of mouth anymore.

**I: Interactive call to action. Okay, so I'm writing these here. Do you have any crossover with any of those? So we've got the clear achievable goal that can be measured, anything about goals?**

P2: Not really [laughter].

**I: Do you think that that needs to be on there? Is there anything on yours that you think that that comes above?**

P1: Um –

**I: Maybe if we finish, if we finish the board and then you'll go through yours and then debate. It's really hard to do it this way but yeah [laughter].**

P7: Um, we also have you have to be aware of the target audience and so for example, you know, if you have an example like Oxfam where they always ask you to donate money, there's not much sense asking to donate if you're targeting under 18s for example. So just be aware of how the message and the call to action relate to your target audience.

**I: Yeah. So you've just handed me one that says target audience, marketing that appeals to all sides and I'm thinking what we were talking just then about being sensitive to context, we could combine kind of the awareness of your target audience that is, that has to then be sensitive.**

P4: I think cultural sensitivity.

**I: Yeah, cultural sensitivity. Okay, I'm gonna put it on the board. It's going on there.**

P7: Shall I stick this?

**I: You can do.**

P7: And I think that's about it.

**I: So what's left over on your board then?**

P2: Um, we had like the shocking imagery and then sort of, of the effective branding we had font as like one. Um, we have logo as well and then a face that you can connect with so like when you put a face on to something you can relate to it.

**I: Okay. So instantly I'm already thinking you guys were talking about having like a human element in your discussion and something relatable.**

P7: Yeah, we meant sort of relatable, that you could, more of that human element.

**I: So, so if we put human and emotional resonance or something?**

P7: Ah-ha.

**I: Does that make sense? Is that a toffee word?**

P7: Humanising.

**I: Yeah, humanising, um, emotional.**

P7: Well I guess, I mean it is already, if you think about abortion, it's already something very human but I mean like, mmm, for the average Joe on the street, how this can affect them, do you know what I mean?

**I: So I'll put that on there. I'll give you that.**

P7: Shall we stick that with here?

**I: And then so you had logo brand and effective branding and font. Do you think that I can put, excuse me, put those under, what was, effective branding and marketing? I'll put logo, font, etc.**

P7: Yeah, we kind of had all them ones at one –

**I: And then, so strong message we already had, clear and strong. So we have two more spaces and I've written some things as we were... we had three things that we'd written down so that's good. So I had the doable interactive call to action, do people... so I'll read them out. Then I had, we had the clear achievable goal that can be measured and novelty and innovation. So we've got two spaces. We can take something else off if people want. It might have been easier if I'd written this up on the** –

P2: I think the top two –

**I: The doable interactive call to action? Do people agree, just one against the other now? And okay, so between novelty and innovation and having a clear achievable goal.**

P1: Goal is really crucial.

**I: Oh, we've got clear and strong message so what if we put and goal?**

P7: I wouldn't want to leave either one of them out to be honest so I'd try and –

P5: Combine them and another one.

P2: 'Cause the goal can be the message.

**I: So I'll do it, so basically we've just put everything on the board anyway.**

P5: Yeah, that's the way to go.

**I: So that is democracy and goals. Okay, great. So I'm gonna keep those aside for a second, um, and then I just wanted to have a little bit of a conversation which is probably really self-explanatory for you guys and I just think it's really important in terms of if I'm wanting to... so the line of work that I'm in will probably involve at some point getting developers who are, er, young English males to make a technology for something that they don't understand. So I think it's quite important that I'm able to have a very clear set of what the barriers are to undertaking this sort of work in this space but also just the cultural context. So this is probably really, maybe it does seem really simple to you guys but there's probably things that people just don't even understand. I've just told a friend back home** –

P3: It's the most complicated thing in the world.

**I: ...that there's a difference between Northern Ireland and Ireland and I just said, he just was like something about British and I was like, "No." He's Lebanese but still and I was like just yeah. So there's a lot that people don't know that are working, that are designing technologies for this sort of stuff so it would be nice for me to be able to be like, "Well here's a very clear set of... this is the issue and this is the complexity of it and you need to understand it before you build anything for it." So I have some questions, er, which are very broad and we can talk for as long as you want on it and then we can have a little break but the first question is what are the factors that have meant that Northern Ireland has resisted change around abortion? Yeah, I said it was broad, I warned you.**

P4: Religion and the religious, er, religious divide here which has caused a war for 40 years, it's still ongoing I suppose. Um, it's the same extreme attachment to religious identity here that then has pulled people into this idea that they can't think outside of what they have been brought up to believe. That's a big thing here. Like people generally, unless they go out and educate themselves, will just replicate what their parents have fed them. A lot of the time that's tied into religion in this country, um, and it means that, for me, there's, there's not the diversity as well of religion here too, you know. It is very much all around the Christian religion which is so anti abortion. Um, there's a lot of kind of... I think because this country is, there's such a religious divide and that is so deeply rooted, then that kind of also feeds into the abortion, um, problems in this country in terms of how people view the, the, it's associated with religion and that, very much like precious life and stuff.

 It is very... I mean they've got Mary, they've got rosary beads chasing you down the street. That is what, it is very like, even the imagery around it is very religious so I think that because that's such a deeply rooted and seated issue in Northern Ireland then that means that has kind of held us in this deadlock with it.

P7: Yeah, religion still rules today when it comes to politics and because we still vote very tribal, like tribal politics where at the end of the day it's a case of, "Well I'm gonna vote for that party," the Catholic party or the Protestant party, "because I don't want the other side to have more power." But that then validates the parties that get into power on those issues, that they see it... for example, the DUP will use their, their sort of, you know, votes to say, "Well that's a vote for us to continue to block things like abortion, gay marriage," um, so it's still very much religion dominates politics, less so than it would maybe across the water.

P3: It's also though important to remember like the power to actually change abortion law here was with Westminster for a very long time, up until about 2010. Um, and the, there were moves to try and change it but that was blocked by Gordon Brown at the time because they were trying to appease the DUP to gain their votes. So it's partly... you know, the reason the DUP stay in power is for all the reasons you've just said, about religion running the day, you know, um, people voting to keep the others out I think. A lot of people who vote DUP do not believe in other policies. I have spoken to people on polling stations that I'm standing beside who have said, "I don't agree with any of their social issues. I'm just, you know, my family is DUP," or, "I believe in some of their economic issues," you know.

 People don't necessarily agree with all those things but there's a real lack of understanding about the DUP across the water, um, and over a long number of times, like years there's been almost like a need to appease the unionist parties 'cause they're seen as more friendly and easier to get along with, um –

P7: 'Cause obviously they want the union to remain.

P3: Yeah. I mean it's a bit easier to get votes off them than Sinn Fein don't take their seats so, you know, just from a practical sense but, um, so there's been a real lack of awareness. I mean I think a lot of people across... I mean the law needed to be changed in Westminster up until recently but there was no real awareness that we didn't even have this law.

**I: I'm amazed at how many people don't know it.**

P7: No, I, this isn't me –

**I: And it's like the DUP is a new party in, like nobody had heard of them before.**

P1: It was so funny when everyone was like, "Oh God, the DUP?" I'm like, "Yeah."

P5: Yeah, we know.

P7: Having lived in England, and it's almost like Northern Ireland, it's just like a forgotten land, it's just like an inconvenience almost and suddenly things like this thrust Northern Ireland into the spotlight and –

**I: But in a negative** –

P7: In a negative way, yeah. Um, it's a bit unfortunate that, that way. It's also, it can also be a good thing.

**I: But it's interesting what you're saying about Gordon Brown using it to his advantage in, you know, it seems a little bit like Northern Ireland or the DUP or even just the abortion debates are used as a bit of a pawn for our politics and we're not, you know, there's a bit of a high and mighty element of, "Oh, we have free abortion in the UK and how backwards it is there," but we are a huge player in why, in why that's happening.**

P7: There's this reluctance 'cause then we had devolved power, which was brought in 2008 I think it was whereby Westminster gave, er, power to Northern Ireland to decide their own laws, this, that and the other but it collapsed at Christmas. And it keeps sending, they keep putting these deadlines, "Oh, they have until 20th May. Oh, we're gonna extend it another month." And you can see the reluctance there that London don't want anymore, they don't want to have those powers back but at the same time, they're still using Northern Ireland political parties as bargaining chips when, if and when they need them. So it's like a sort of mismatch of... I don't know, Northern Ireland's sort of, it's forgotten about until they're needed and like –

P5: I do think as well like our politics is kind of, because like we did have a war, like that has affected massively our, like our social issues are like different because like whenever, like if you look at feminism in the province, like whenever there was like a wave of feminism happening in mainland UK, like it was harder for women to get it off the ground here because it was like they're being shot at.

P3: It wasn't a priority.

P5: A lot of different things were going on and like, it's not that it wasn't a priority 'cause I know there is many women who were trying for it but it's like different things have taken priority, certainly in the eyes of those who are higher up. And that's why they've used us as a –

**I: I was reading today that the polls around people's opinions on if they should change abortion in Northern Ireland are about 80% support. If, if kind of the majority of people are backing, on a personal level backing change, what is it then that's actually stopping change from happening?**

P3: DUP.

P7: Well, yeah, it's basically the DUP 'cause as long as they continue to be the largest party, there's this thing called the, I don't know if you've heard of it, the Petition of Concern, which was, um, set up originally to help protect either one of the two communities if something as brought, you know, new legislation that it didn't discriminate, discriminate against the other side. But now they're using it as a blockage to things like human rights. Like they've continually used this Petition of Concern to block gay marriage, er, being passed and things like that. So as long as they continue to have that power –

P4: It's a bit like the American vetoing system, you know, where they've put these completely, as you say, out of context now and it's being –

P7: It's being abused from it –

P4: ...it's essentially just being... oh absolutely it's being abused.

P7: ...from its original purpose, it's not, it's completely just being abused now.

**I: So if, if then the problem isn't in having the support of the public for change, so what's strikingly different is in terms of the conversations that I've been having in the Republic have been about how the, there's obviously these very anti choice groups and whether it's a futile endeavour trying to engage with them and whether it's the people in the middle who are on the fence or undecided or indifferent that we should be targeting. But if 80% of people here are already saying that they would change this, where should advocacy be targeting? What should it** – **?**

P3: Civil disobedience. If you've got 80% of people already backing it, then you just need to push them that wee bit further. 'Cause like we don't have the... it's kind of like the double edged sword in a sense where they, they have constitution so they can have a referendum on it and 80% of people can come out and say yes. But we don't have that up here so all we can really do is give them as much trouble until they've no other option left.

P7: Yeah. It's just when we do have votes and we do have elections and that, those issues are pushed to one side. And at the end of the day, it's the same issues that come back to the forefront of, "I'm voting for this party 'cause I want a united Ireland," "I'm going to vote for this party 'cause I want the union in Northern Ireland," and those, the social issues are pushed away. They suddenly become, they don't become important anymore.

P4: People don't vote here on social issues. People vote on green and orange issues and they don't, you know, it astonishes me. If you were to read the electoral, er, literature here, it'll say their positions and social issues, economic issues in the tiny print but the most bit will be about the Union Jack in the background and it will be about being British and remaining in the union. The social issues are not seen as important whenever it comes to a mandate or when it comes to election time so therefore people get whipped up into this mass hysteria when we come to elections. You should see like The Nolan Show, it's a show over here and they have it and it's literally like playground time and people are shouting at each other and it just gets completely ridiculous.

 And we lose sight of what we all need to focus on. And this comes down to even things like losses of funding for crucial services in this country, that's all forgotten about. And people just, and the parties know this, this is the thing. People get on, like the DUP are extremely intelligent because they use this every time it comes round to elections here and we forget about this and we all become like... it comes down to these arguments over silly things, like flags in this country and we forget about these things. So I agree with [Name Omitted] in that I don't think that we... I mean there's the kind of idea that we can like make change electorally, I don't think we can in this country and when it comes to abortion because I think that ultimately, every time we go to an election, people will forget about abortion. People forget about those issues.

P5: Even, 'cause well you see, yeah, in 2016 it was almost like things were starting to slightly change. The election that was like planned and ordinary actually the, like the narratives around it were kind of different and there was a lot of –

P4: And 'cause of RHI as well, yeah, people were unhappy.

P5: No, but even before it, the one before it was actually people were kind of, like social issues kind of came to the fore and then RHI hit and then that was a big thing. But by the time it actually went to an election, like where the government had fallen, it had become, you know, it had become green and orange again. And it was one that was divisive and it all, it was like one step forward, two steps back.

P7: Well one thing I would want to say, um, we've seen with Sinn Fein, this isn't saying, you know, giving my voting intentions but one of the key messages of Sinn Fein, they're the second largest party, was their stance on gay marriage. And that was one of, if not their number one or number two red line, they're not entering into another coalition government with the DUP unless this is passed in Northern Ireland. And it's still a sticking point.

**I: And they've recently changed on, they've recently said that abortion for foetal abnormality they support.**

P7: Yeah, so I mean from, I don't know, that's, as long as I can remember, a social issue which was so prominent and a sticking point to blocking a deal at the end of the day.

P5: That's one of the things though that comes up as well where I do think there's a misunderstanding, like even the bases of the Northern Ireland Assembly that was created, it was though, "Oh, these are two socio group, ethnic groups, you know, Protestant, Catholic, that we need to just get them working together." And they kind of forget that there's actually a really left/right split as well. It's the, Sinn Fein have always put themselves forward as more left wing, whether or not they, do you know, like they've always put themselves forward as that, they've always been more left on social issues and used, like even all their posters this year was all about equality, equality. The DUP have always been conservative values, conservative economics. It's really like, it's getting, it's putting a left and right wing party to get parties together.

P7: Yeah, I think with Sinn Fein, their strategy has always been to align with what is going on in the south. So if gay marriage is passed in the south then they're gonna mirror that in the North because their ultimate strategy is, you know, an all Ireland one. Whereas, but it's different with the DUP 'cause they actually don't match with even, you know, the Conservative Party in England who are seen as very conservative and the DUP are even more conservative. Do you know what I mean?

**I: So in terms of, if you've got this split of some, you've got the kind of unionist split but also you've got the left and right wing split, do you think that people would ever change to align themselves with a left wing politics if** –

P4: People won't check. A DUP voter is not going to wake up one morning and vote Sinn Fein, ever really.

P7: No, but what they have seen with other parties, particularly Alliance, they don't have a massive, um, share of the vote but you'll get sort of moderates on either side. Alliance is more of a cross community party. It doesn't have like a political allegiances per se but their vote is still very minimal. It's just gonna be, it's like a generational thing. It's just gonna take a lot more time I think.

P1: What you saw with the RHI, sorry, was that, um, it's almost like a lot of DUP voters, 'cause they lost a lot of their seats. They lost, um, they lost their massive majority so the one thing is if the Assembly was set up again, they wouldn't have an automatic right to Petition of Concern that they did before 'cause of their numbers, um, which would have been good but, um, they, I think they lost a lot of seats not from necessarily their voters coming out and voting for someone else but simply not voting. So almost people's way of showing their –

P7: Disdain is not voting.

P2: It was 'cause of the SDLP and the UP having their like agreement thing and the votes kind of, I don't know how it worked but like they were more voting for the UP which is like this sort of other Protestant party that's like more liberal than the DUP. And it's how they kind of were working together 'cause the SDLP are probably more like nationalist and... I, I don't really understand how it worked but like it's because they kind of paired up together and then the votes were kind of like, people were voting the UP but like SDLP after it.

P7: Basically we didn't really have an opposition so you just had Northern Ireland, um, Sinn Fein and DUP creating the executive. I think there was one other seat that was made up of an independent but there was no real opposition to that. And then the other two sort of, the SDLP which is a nationalist party but they're slightly more centre and then you have the UP who are unionists but they're also slightly more centre and they said, "Well we're gonna come down and create a formal opposition," and they had done some electropacks where they were encouraging cross community voting, which horrified the DUP and Sinn Fein. They were like, "Oh my God, you can't do this." But it actually worked to a certain extent.

P3: Although as an opposition they weren't particularly effective.

P7: No, they weren't particularly effective and actually the UP were practically wiped out in the recent election because of it.

**I: And so in terms of like the conversations around abortion, it's obviously, with the DUP in England at the minute has become quite a hot topic. It's been good for me 'cause... well it's not good for me, it's terrible but it's also I was like, "Well silver linings." Um, it's helped a little bit but, with recruitment, anyway, um, it's only, as you say, people didn't even know that Irish, Northern Irish women couldn't come to the, had to come to the UK to have an abortion. And these conversations are everywhere in the media at the minute. Is that the same here or have those conversations been happening openly to the same degree already and we, it's just England that it** – **?**

P5: Yeah, like it was one of the main issues in the election last year, around the 2016 elections. Um, the difference I think now is that, I think this is a great time to capitalise on what's happened as much as I'd like to have a government. Like there's so much scope now –

P3: Don't dream too big.

P5: There's so much scope now for change, to be honest, because suddenly a whole massive raft of people are aware that they weren't before. So I think we were aware but we're also very aware a lot of the time that other places don't really care about us. Like it's very, it's like well trying to get help is not really going to happen a lot of the time, you just have to formalise very small pockets of groups. Whereas now suddenly because it's in their interest, in the interest of people in the rest of the UK to, um, to attack the Tories through their new pals, er, in some way, um, I think like really I think there's so much scope for pressure to be put on the Conservatives for, if you're gonna be –

P7: For getting into bed with the DUP and that's what I, when I said it was a good thing, suddenly the DUP are thrust on to the spotlight on a completely national front and people are horrified that this is –

**I: I mean it's sad that that's what it takes but... mmm.**

P7: That's what it takes.

**I: And in terms of, not on a political level but on a more personal kind of small scale level, is abortion still a majorly taboo topic maybe between family members, friends, in your opinion, here? Do you think it's still something that people don't** – **?**

P4: Family members like it would be, yeah, but most people our age it wouldn't really be.

P5: It depends where I am like 'cause in Belfast it's fine but like I'm from a small town up north and it's a little bit different there, so.

**I: Mmm-hmm. And what's kind of like always shocked me is that with things like this, it's quite easy to fall into the thought that it's generational and it will change with time but kind of looking at a lot of the anti choice movements and the people backing it, it's, it's youth, it's young people, so maybe just a discussion about whether it will change with generations or whether it is so engrained in people, in people's culture, the arguments around abortion.**

P4: Well I think like, um, and particularly I'm originally from a rural area and I think rural communities, this is not discussed, it is still very taboo and that's because rural areas tend to be more, um, immersed in religion I suppose, you know, smaller communities, that's a bigger thing there. And the kind of, like, um, my personal circumstances are that, um, my family are very religious, right wing background and I am the complete opposite of it so I can't talk about it in my house. It's been something that there's been a huge fall out, personal fall outs over and, um, like I find that I don't think I'm alone in that. I think there's a lot of people that are experiencing the same kickback in their own communities to, for having these opinions and thoughts and I think obviously in places like Belfast, we generally have more kind of open minded people so it is a lot easier to talk about here.

 But I couldn't talk about it with my family, you know, so it is, I think it is like perhaps to do with the geography of that as well, you know. I don't think it just comes down to generation. I think it depends where you're from.

P5: It is geography 'cause I remember even though like I would have been a feminist when I was younger but I didn't really think much about abortion just because I wasn't confronted with it all the time. Like if you're younger you're not necessarily thinking about it on a day to day basis and so, whereas, and if you're in Belfast nowadays, you walk past the Alliance for Choice stall or you might walk past the anti choicers or you might walk past Marie Stopes or you're gonna walk past a rally now and again and maybe not all the time but it's physically... I know even the stickers now, like there's a lot of women who wear stickers and things like that. It's physically present, whereas if I go back up home to a small town, there's nothing at all anywhere.

**I: So do you think there's a potential avenue there for, for good advocacy?**

P5: But then it's more difficult to get someone to do something like having a stall or being a physical face in a small town. If you do it in Belfast, you're not really gonna run into people you know.

P1: You have to be that bit more ballsy to do it.

P5: Yeah.

P7: I think it just relates back to the recent troubles in Northern Ireland. Like we'd probably be the first generation to grow up in sort of relative peace and, um, I think it's just another knock on effect of you grow up in quite a hostile, um, society where you're taught, not taught but almost judgemental or be suspicious or told not to trust the other side and it almost breeds like, um, I don't want to say closed mindedness but, um, I think to be more protective of yourself and your opinions and not airing them so much, whether that be with friends or other people or even, even within your family as well.

**I: There's more of a culture of silence more generally? Yeah, because I suppose then the backlash is, is much more severe or in your mind, the fear of what the backlash will be.**

P5: You're openly political, it can, it could like, you know, lead to actual violence, do you know. Like it's not necessarily, I'm not saying if you like put up a stall in a small town that you're gonna be attacked but it's, there is much more history of anybody sticking their head above parapets, target.

P7: It's people, you're expected to conform and be quiet and if you're not like that then you're suddenly you're thrust in, you know what I mean, everyone, you're not conforming –

**I: So actually what we're saying about needing to be culturally sensitive is, is particularly relevant here in terms of advocacy work and if you're asking anybody to engage in it that the risks are so much higher than they might be in other settings.**

P3: Like if you're asking somebody what political party they vote for, like I would canvas for the green party and stuff and I know that in like England for instance, it's much more normal to just go up to somebody and say, "What party do you vote for?" whereas I'd be much more sensitive about how I do it. Now I do sometimes but I generally tend to frame it with a, "Do you have a party you normally vote for or do you just decide closer to the time?" so that people have a get out and then some people very confidently tell you and a lot of people won't 'cause they're immediately revealing their side or their lack of side or anything like that. Whereas it's much more normal in England for example on polling stations or door knocking to just say, "What party did you vote for in the last election?" People are much more open about it.

P4: Yeah. I think in regards to just coming back to the rural point as well, I think that in order to effect change on a massive scale you have to include the rural working class. Like that, the working class is the backbone of any revolution but particularly in this country, a lot of rural areas are left behind. We had a discussion in like, um, there's a, a feminist Facebook group called Banshees and it's an all Ireland group and there was a discussion this week about, um, you know kind of like moving things forward and the Northern Irish experience. And there was, er, a couple of people mentioned obviously about the rural aspects of that, you know, that the people say in the west get left behind and I agree.

 I think that in order to make effective change here we have to mobilise the people within the rural communities and start educating people because I think that there's just like a culture of fear in rural communities of being different and there is a real fear of change because they've, a lot of those people are still living in very divided communities and like I'm from Kilkee originally and people walk on different sides of the street in Kilkee. There's one end of the town's Catholic and one... even places like Lurgan. There's still one end of the town Catholic and Protestant. You know, that's just the way it is so we have to work with that. Like we can't ignore that. That is an issue that we can't afford to ignore anymore.

P5: And those, like that is why the DUP is so big and most people here can't understand that because the DUP are big in areas like that in particular, you know, because –

P4: They're rural, the rural vote is the one that props them up.

P7: And if you ever look at the turnout, the turnout for rural votes are always higher than the turn outs in cities.

P4: Absolutely. There's less apathy in rural areas I think when it comes to that.

P3: And what [Name Omitted] was saying, like 'cause I come from a really DUP area and like people at home whenever RHI happened, as you said, they didn't vote. Rather than casting their vote for the other side which may actually have more in common with what they want, they were like, "No, I just won't vote," because to vote for anyone other than DUP was like the worst thing that you could do so you'd just not vote.

P7: Do you know about the RHI? No.

**I: What's it stand for? I might.**

P7: It's the renewable... basically it was signed off by the DUP two or three years ago for a heating scheme for the next 20 to 30 years and, um, they've basically all stood up and it's gonna cost the tax payer £600m over the next 20 years.

P5: There's accusations of fraud, a lot of accusations of fraud. It's the reason we don't have a government right now because there was accusations of fraud, calls for Arlene Foster to stand aside, calls for investigations –

P3: For every pound of fuel that was burned they were gonna pay £1.60 to the person who burned it.

P7: So suddenly they found oh there are all these links to people with plantations and stuff related to the DUP, oh they're gonna benefit from this scheme in the long run while us suckers pay, you know, that type of thing.

P5: So actually the Northern Ireland Assembly like was destroyed over a financial scandal which happens in a lot of governments but being here it immediately got into a orange/green divide, despite the fact that there was plenty of rumours around Sinn Fein being something to do with it as well and, you know, not only being completely, you know, not, not proving anything but just, you know, it was, it was a good old fashioned financial scandal and it immediately became Irish Language Act fighting against... it was like –

P3: To be fair, that was 'cause they cut the scheme (unclear 01:36:22) just beforehand.

P5: Yes, that's true, they cut that, yeah. But it was, that was the thing, I honestly feel like that could have been a tactic of theirs to make it about something else, do you know what I mean? It's like it became –

P3: Well it was but it didn't work for them.

P5: Yeah, but it's just like you almost have normal politics and then those big parties sometimes feel more comfortable working on a green/orange divide like so for the DUP, what better dog whistle to their voters to come out but to say, "Oh we're, you know, we're making sure we're not wasting money on Irish language," do you know. It's like it's taking it back to that so they can –

P7: Yeah, it goes back 'cause suddenly you have Sinn Fein –

P4: It's communities against each other, isn't it? Yeah.

P5: Yes, 'cause everyone was like, "Oh my God, this is a terrible financial scandal," and then it was like, "Oh God, we can't have everybody," you know.

P7: Or suddenly it's not enough just for us to –

P3: But people had seen beyond it, they didn't fall for it. Most people came out in favour of an Irish Language Act like.

**I: And in terms of like the, you know, the Catholic/Protestant divide, with the abortion debates, do you think that that's actually something that divides, er, that people are united on?**

P3: People seem to think Sinn Fein are more pro choice than what they actually are but it's just 'cause they're in contrast to the DUP. Like there'll be a lot of people in Sinn Fein who are still extremely anti choice and like they're own policy, it's only the limited cases that will get abortions, um, but like Catholics are probably more anti choice than what Protestants would be.

P1: And the SDLP, another nationalist party, are very, are completely anti choice and have been almost criticised, like suffered a little bit from that but in a way that the DUP wouldn't suffer from that.

P7: I just feel like Northern Ireland, it was held back by the troubles, not only economically but on social issues and that's not to say that campaigns, advocacy campaigns couldn't work but I feel like it's, it is a generational thing and it will happen with time. You can maybe do things to help speed it up but it's more a game of patience more than anything.

P5: This is why though with abortion, I think there needs to be a massive drive from Westminster because this is a health issue that's affecting women day to day so, and they have an obligation, they have an international obligation to abide by Human Rights Laws which okay yeah, they've tried to say that that thing didn't matter but you know.

**I: Well I actually see it as we, in a way we profit from, from this in massive levels, the amount, it's, it's an industry, women coming over to the UK, to England, that, yeah, we should be held accountable as well as playing a part in that, um.**

P4: I think it's things like all the like legacy things and a lot of the shared future stuff is stuff that really desperately needs time and people to like slowly work through it and stuff but the thing of like abortion has a slight difference in that it's not... like it may be the result of a divided society but it's not really to do with the divided society, it's –

P3: I feel like we're playing catch up really with abortion activism because whenever the '67 Act went through we were campaigning for civil rights and we were campaigning for a vote, do you know what I mean. Women were left out of society's demands from the, from that group, um, so like we're, we're still playing with that catch up there.

**I: So do you think that actually advocacy, there is a potential, as frustrating as it is to target Westminster as maybe a route around some of the, the complexities of, of the politics?**

P3: Yeah, completely. Like say the, the solidarity stuff in England, um, my mate was at it for, um, last September whenever the march for choice was on in Dublin and it was all just Southern Irish people there and there was no English people and it was like she, she said, she was like, "Do you not talk to any of your friends, like none of your English friends? Do they not know that we don't have abortion like?"

P1: Even like talking to friends that I would have said were quite left leaning in Scotland, which would have a few more links with like Ireland and like would maybe know, like they would know that Northern Ireland is a thing at least, most people came out of Scotland but sometimes people don't so like you sometimes have to have a conversation. A number of people like, whenever we were talking about like things at home, we were talking about the elections and stuff and I think when I first moved there I was like, "Oh yeah, the last election I voted for I had to either do DUP or like, you know, whatever."

 Like I got a birthday card on my 18th birthday from the DUP and like telling people that, just because like they were obviously throwing it through people's doors, um, and stuff like that and yeah, they just don't know about abortion, even in Scotland as well, um, which was just horrifying.

P5: I think there's been so much movement in the last few months just since the DUP.

P1: That's true, it's changed a lot.

P5: Like that's what makes me hopeful about the momentum because there's been, like I mean we now have it free on the NHS despite there being a court case recently which said they couldn't be, you know. All it needed was the DUP, people to become aware they exist to, "Oh wait, we do actually need to change that," done. Um, I mean what else has happened? Like there's been so much movement already on it that it kind of shows that –

 **I: I mean it's frustrating, it is very frustrating to think that within a space of a few months, how much, how much power there is in Westminster when it... and they do have the power to make the changes that they're saying that they didn't have the power to make 'cause they've just done a u-turn.**

P7: It's just the reluctance to get involved too much in Northern Ireland from London I think.

**I: Well it's Theresa.**

P4: Well they won't do it. I think ultimately at the minute they're not gonna do it, um, with the Conservative government unless there is massive pressure from other parties within Westminster. I think that's what it comes down to because they're, they've got the DUP on their side, they're not gonna want to piss them off because if they do they're gonna lose that power that they require in order to get things passed so they're not gonna do it unless there is some sort of mass mobilisation of other people within the Houses of Parliament that will then start really pushing for this. So I think that we have a platform now to grab the attention of the UK at the minute but at the some point, you know, um, what they're, it is ultimately up to other people to start really putting pressure to get those things changed.

 And we, I think you're right, I think we do, we do have, this is the time to sort of do that and it's like how, how we can do that with like no money [laughter] you know. Really that's why I think we're all here like, you know, it is this struggle of like how do we catch the attention of those people, um, because we are normally forgotten and there is, we are in the eye of the media more now so it is a good time to do it.

**I: On that cheery note because it's been quite a serious conversation, I'm just gonna have a little break if people want to get sandwiches for a minute and then we'll come back with something slightly less political** –

P7: Heavy.

**I: Well maybe not, maybe not but you all signed up.**

P7: You just need to wind us up on these things and away we go, just wind us up, away you go.

**I: What's so fascinating is the knowledge that and I don't know how much it's just because the people, the sort of people that would come to an event like this are well informed but your knowledge of your own political system, just from this conversation, is so much higher than the majority of people I would talk to in the UK. We have opinions on things but I think the level of detail that... but that might just be that I'm talking to thick people.**

P7: You have to because the things that we, as young people, want to see change and never do and can rely totally on those that are elected so there's a frustration. And you always want to be informed to say, "Why is this a sticking point? Why is this not passing?" so you need to know about it.

P4: You need to know the system to find out like, you know, that's the thing. You need to know your enemy well [laughter], learn how you can pull the rug out from underneath them [laughter].

P5: I do find it really nice though, like I moved away for like six years, like I moved away at 18 from that small town that was DUP, um, like everyone very, very like oppressive of that. And then coming back to Belfast this year it's been so nice like seeing so many people, just like meeting so many like minded people our age and being like, "Oh, yeah there is a nice community here."

P4: There is a movement that people want to change and be willing to go beyond their comfort zone to do it now and that's what we're trying to monopolise on it I suppose.

P5: The thing is that frustrates is that I didn't see it in Scotland but, um, yeah, it still is really good to come home.

P7: Well it's happening a lot in England as well, especially young people in Labour doing well recently, you've seen the social media just completely mobilising young people. But I don't know, I just feel up in Northern Ireland it's hard to not to have that pessimism that it's eventually always gonna end up the same way. It's nice to see these movements but –

**I: Maybe you have more pessimism because you're more informed.**

(Stopped at 01:45:51 and started at 02:26:33)

**I: So the first one was having a hook and being memorable, so what did... everybody's put a circle on that one. Feedback there.**

P7: So we said it was memorable because... well I guess it links to being innovative. It's like a different take on it. It's like, mmm, not being so serious but actually putting numbers in it and making it seem more personable and how it's directly affecting a) not somebody emotionally but their bank balance.

P5: Quantifying it can help for some people who are used to it just being heard in very, um, you know, if people are used to hearing like emotive language or sort of like hypothetical situations, whereas it actually puts a, like quantifiable amount on it.

**I: Do you think there's a negative side to that in, in using numbers over emotion?**

P4: Yes. That was one of my points on why I, my take of it was that the language all sort of rotated around finance, um, and the cost and export and I think that, um, it's very much a multifaceted problem. It's real financial cost of it is a massive part of it and I think you're right in using it because it does grab attention of people that maybe otherwise would just be like... but I think, um, and I think this telling the story is very important but I think that it comes down to, you know, this is a fight for bodily anatomy and women being able to make the decisions about their bodies and it's nobody else's business. So that sort of stuff filters into a lot of other segments, it's not just the financial implications, you know.

 So I think that there is, um... whilst I can see though like to be fair, you're going with one idea here, you can't be all things to all people so I do think it definitely has a benefit but I think it needs to maybe be a wee bit more inclusive of other things.

P5: I think the thing like on your point is that like the reason the cost matters is 'cause it affects poor women the most. It doesn't completely highlight that, that it's, the reason the cost is more significant, the reason like abortion is a class issue in Ireland because poor women can't travel, wealthier women can. And although it, although the impact of finance is still significant to all women, it's, it's become more of a human rights issue because of how it affects poor women.

**I: So the combined totals have less affect than the individual totals of, er, costs to women, so the, so saying this is how much in total it's costing people so far** –

P5: It's more I think highlighting that the, I don't know, but like the cost implication is important. It, it's not, the emotional impact is the main thing of why this is terrible but like the cost is what makes it like, makes it so distressing for poor women.

P7: But if you were to separate the issue from a pure marketing perspective, do you not think it achieves, on a marketing perspective, like this is different, it's more memorable 'cause it's not just looking at the stories but also the financial side of what... it's different. Like if you go on –

**I: So my, my next question was gonna be about how, how would you quantify and, and graphically kind of show these other costs, these emotional costs and, and the other elements of it?**

P7: I think it can only be done sort of, um, qualitatively by the stories and I feel like it has a balance of that 'cause it, the immediate first button is read stories. You've got the numbers and then it's directly there, you read the stories. It's not avoiding it or pretending it's not there. I just think it's a novel approach of doing it 'cause the first thing probably, um, similar websites with probably the same goals is much more orientated to the stories whereas the first thing that grabs you are the numbers.

P5: Yeah. I think the numbers are effective, I think it's just the numbers, I think there is a, there's a class element which is significant to this campaign, which is why the numbers matter.

P4: Maybe putting that somewhere, I don't know, maybe it is and I've glossed over it but maybe, er, like saying why this is so important then, you know, and having an explanation for why that is imperative to needing the change because it is affecting a particular, you know, class of women and then that is, and the accessibility issue so yeah, that could be a resolution to it.

P7: Or maybe the stories for them themselves tell that, maybe you don't, if the stories themselves will say, I don't know, whoever was struggling on the, whatever one, do you know what I mean? The stories would be sort of self-explanatory.

**I: I think either way, like one of the biggest things coming out is that it would need to more clearly signpost as to what the numbers were, what they represented and why they were important and that just having them as a number means very little until you put that context around it.**

P4: And just as an aside to your point you're saying about the story to represent, I actually disagree. I think that the stories are not gonna represent women who couldn't afford to travel. So this is stories of women that did travel so I think that we do, that's very important in saying that like this is so expensive, that's, and these stories are going to represent women who've been able to afford that and that there is, you know, the point in that money, the amount of money is how expensive it is and how other people can't afford it. So I think putting that somewhere is, like it is important to illustrate that.

**I: I know that you'd been, I heard you talking about is it just women who've travelled? Is there anywhere for women to share if they've taken the abortion pill? Do you think that this is a space that requires that or do you think – ?**

P5: There's some more implications of if you have that because it is illegal so if they can be traced to an IP address. I wouldn't have said that a few years ago until they started actually arresting people but I don't know if it, it depends on what the goal of the website is. Like is the goal to show **–**

P7: Like you said, it can't be, there can't be everything for everyone.

P4: Yeah, that's the thing, yeah.

P5: Is the goal to show the displacement or is the goal to have a wider analysis of abortion?

P4: Yeah.

**I: And I heard quite a few conversations about this going on, when you were reading through it, who did you feel that the target audience was?**

P7: Well for people that have had to do it would be the main... they're going to be the main contributors. The only contributors are the people that have had to make these journeys.

P1: I couldn't tell who the audience was because it's most significant to those who can share their stories but then the people who need to read those stories might not be attracted to the website. It doesn't mean the website doesn't have value but it's how the website is used. So is it used to collect case studies to support a campaign, maybe like a social media campaign? But I couldn't 100% tell what the audience was, other than the contributors. It was very clear who the contributors were when they **–**

**I: Yeah. And does that also translate then into not being clear about what the goals were? I know that was one of the things on the board, having a clear goal to the website or a purpose.**

P7: Yeah, we just thought maybe, I mean it did specify it and there is a tab for goals but I think maybe the initial when you land, um, I don't know, it could be a bit more, like especially targeting Ireland, there's nothing really there that says you've immediately landed.

P2: It's kind of like what are you doing with the stories. Do you know what I mean? It's like they're there but the sort of average Joe who's looking at it are just gonna see stories and they're going to click off it and it's like, "Okay, I've read it and what do I do with it?"

**I: Do you, did you feel that it needed to have, be more specifically... so you're saying it doesn't, it's not clear, clear enough that it's about the Irish context.**

P3: On the home page like.

**I: In terms... but I also heard it's got Euros there.**

P7: Yeah, it's just and then you scroll down and then there's something in pounds.

**I: Mmm-hmm. So in terms of having more impact and in combining this, having just an umbrella Irish and also it being about both contexts, do you think that that is a flaw in it or that it needs to be that way?**

P7: I just feel like this Republic and the North need to be treated a bit more separately and not put under the same umbrella.

P4: I think it's different battles, you know. They're calling for like, you know, for it to be changed perhaps via a referendum. We're different here, you know, and it's a totally different approach and, and our campaigns are personal campaigns. They are having to take a different approach because of that but I do think obviously it's the idea that the whole of Ireland, um, is, you know, struggling with the fact that they don't have this but I think that making that distinction is important because it changes how we deal with the campaigns, you know.

P1: It also changes the fact that actually Westminster has an influence over Northern Ireland, um, and how that law has changed. Like if this is directed at, being used as a lobbying tool then it's an, it's a lobbying term from outside, from a Republic of Ireland context but it's a, an internal tool for Northern Ireland.

P5: Yeah, there's a bit where it like addresses the governments of Ireland and Northern Ireland and that kind of needs to be brought into like we are also connected to another one.

P1: Yeah, I thought it should address Westminster as well.

P5: It needs to address Westminster too.

P4: And I think, like even just from a Northern Irish perspective, I think that say the DUP will completely dismiss this because they will say this is nothing to do with the Republic of Ireland and we need to be aware of that because that is what they do. They look for holes in this and they'll say, "I don't want to read that, that's not about me. This is not about Northern Ireland," 'cause they're that petty. So **–**

**I: So then do you think, moving on to having a call to action, it would obviously then be used in a different way, so as you're saying it might be internal lobbying or, um, external lobbying that there then needs to be this clear distinction in how people can act on it. Or may be the better question would be do you think it has a call to action first and – ?**

P7: The call to action was share your story and the website can't function without stories so.

P5: That comes back to like what the audience is as well 'cause if it's just contributors then yeah, that's their call to action but if it's someone else, if it's to bring awareness then someone who doesn't have anything to contribute **–**

P7: That's what we were saying, we didn't see any social media buttons, we didn't see maybe like a hashtag, um, what, or maybe not directly affected question mark, what can you do. Maybe there was a section, you know, write a letter to your MP or you can get involved in this kind of way. We didn't see that.

P5: Yeah, and there isn't the links to other web, organisations or links to support organisations where if you are needing help as opposed to how to get involved in other campaigns like (unclear 02:37:47), the Alliance for Choice.

P7: Or maybe women who are contemplating making a similar trip and they don't know where to turn to.

**I: So that's quite an interesting one and when we've been like coming up with the concept that we've been working with some support organisations for women who travel but also with some advocacy organisations and kind of what's come out of it and their critique of the site, and this has varied between but from the perspective of people that work for support organisations, they were kind of saying, "Well you ask, you're doing two separate, you're asking to do two separate things and they don't work together so your advocacy and, and this practical advice to other women is two separate things and you shouldn't be trying to do that on one platform."**

 **But then at the same time, certain conversations with advocates has been well actually it's quite a powerful tool in having that emotional resonance that you've got this element of offering advice to other women. So I wondered what your perspectives are on that in terms of if the practical advice on there is an addition or if it's essential to –**

P7: I think it's essential 'cause on a marketing point of view, if the website is marketed properly, it's got a lot of the traffic that's gonna come from search engines and what not will be willing, putting in, you know, abortion trips, travel to England for abortion and that website is gonna be highly relevant. You don't want them to arrive at the website and there's not, no advice for them.

P5: Well I think there's two, so I saw the advice as just a continued emotional connection as opposed to actual practical advice, 'cause this is a medical scenario and a medical procedure and the advice should be given by medical practitioners rather than just... and it can be really helpful I suppose, like people who have gone through medical things go on to forums all the time and give advice to people so it can be really useful from that point of view. But actually that's the first time I've thought of it from an actual practical, they're really giving support. I thought it was just another tool to show their story.

P2: Yeah, it's kind of like, I don't know, the people who are affected can contribute but it's meant to be seen by other people so that leads on to sort of like it's not practical for someone who's taking an abortion trip and this comes up. It's more so people who have done it and then they're like, you know, they want to share their story and show people what it's actually like and then the actual readers are people who aren't affected or **–**

P5: I think the people who need to read the site are people who, who aren't directly affected and that's how do you get them to read the site.

P4: I think like yeah, the purpose of this website is unclear and I think that that's where my biggest issue with it was. Ultimately, you know, having that further information say my kind of thing of it as well is like if this is being used as a campaigning website which is used as evidence for this is why, you know, and as a tool of campaigning, then we need a where are we going now? Where do I go now? What do I do? How can I get involved? But if it's literally being used to collect stories and be kind of that space for people to cathartically be able to talk about this then that's different but if it's purpose is as a tool of campaign then I think we, it's absolutely essential that it's what can you do to get involved.

**I: Do you think that there's a problem in using these very personal experiences of women as a campaign tool?**

P1: It depends if they're aware of it.

P3: Yeah, if they're conscious of how it's doing, yeah.

P4: Yeah, if they consent it, not at all. It's going to be the back one.

P1: I think like in terms of whenever we logged in and looked at all that they're filling out, I think probably maybe looking at that again and talking to women who have experienced it and getting their stories and getting their points of view of how they think of that telling the story part and being really clear about what you're doing with the information. It did have like anonymous options and stuff like that but that's probably, especially the IP address thing that you were saying, like there isn't a safety element to it potentially, I guess.

P7: Yeah. I think it has to be like a continuously moving campaign. You just can't wait for the stories to come and then expect people to come and read them. It has to be something, you know, taking quotes from the people, taking the numbers and making it something that's constantly moving and changing and growing, rather than just this is a **–**

**I: Static, yeah. And you brought up the fact, which is one of the biggest problems they had is how do you, where do you, at what point do you send this live and at what point do you try and get people on board when, as you said, it will say zero at some point. Those numbers will actually be counterproductive for what you're trying to do with the site. So we were thinking about things like you'd have to try and source women who have travelled to populate the site at first and things like that but there's also these questions about using the numbers at all, um, and some people have bringing up that to show, I mean we talked earlier about showing how normal these trips are, as well as showing how shocking they are, that actually this is showing well we don't need to worry about it 'cause this many people are going and doing it, it's supported, um, that showing the numbers could be counterproductive in a way.**

P5: I think the numbers of the costs is actually probably more significant to some people because up until the DUP got involved in Westminster, people didn't know that it was, you had to pay on the NHS, um, they probably never thought about the cost of a flight, accommodation, er, childcare, day off work. I think that those figures can be really significant. Um, the only thing, the thing about the numbers and people who've gone is that they're massive and there's a risk of downplaying them, which can be really counterproductive.

P2: But then you're trying to like normalise it too 'cause that's like one of the big things is like, you know, your mum could have done it or like your friends. So I think the numbers of people going is important because I mean we're a sort of small island as it is so when you see like large numbers you're like, "Oh, that could be someone round the corner from me." So I feel like it is important to have it.

P5: I think it is important, the numbers, it's just almost like the actual numbers that are recorded demonstrate that more than the numbers generated by the website, like the actual numbers that they track of people.

**I: Do you think that using those, so using the statistics that we already have, so the 3,000 and so women per year are estimated to go, do you think that they are actually effective or that people have now, that those numbers are known and they've been used in campaigns for a long time.**

P1: It depends who your audience is because we know it, England doesn't have a clue.

P5: But we're the people who would know it, yeah.

P1: England doesn't know, so.

**I: When you were talking about [s.l. pizzazz 02:44:25] and it was a question that I wanted to bring up at the very beginning and forgot, do you think there's a space for having elements of fun or satire or not being too serious about it with this or do you think that it's a space that has to be very sensitive and very careful?**

P3: Sensitive and careful.

P4: Absolutely, yeah. This isn't like, it's not a, I don't think there's, I don't think we can afford to be like humorous about it. I don't think it's that kind of a thing where... I think people's lives have been dramatically changed by this and I don't think it's that kind of a thing. Like I think there is a time and a place for that kind of, um, you know, using that kind of strategy. I just don't, I think with this not at all, no. I think this has to be human focus, it has to be grabbing on people's heart strings. It has to be relatable. I think those are the things you wanna try and focus on more so than trying to make it kind of viral I suppose in that way.

P5: Especially as you said **–**

P1: Especially that site, like particularly 'cause it's about women telling their stories. And if they are going to be coming and reading it, you don't want to be like, "Hey guys," you know, that's not **–**

P5: Yeah, and especially as the people that might click on it as well might be in a crisis pregnancy like, like be looking for advice.

P1: Stressed out.

P5: And they now feel like they've been involved almost.

**I: Um, so going back to the boards, was there any... maybe it will be nice to talk about the ones that you've got noughts and crosses on 'cause that's quite interesting. So we've kind of spoken about that on. What was that one?**

P7: I don't know why we had an x.

**I: Why do you have three on this one can I ask? What's that? Clear and strong message and goals.**

P7: Um, 'cause it does have like a goals tab, it does lay out what it's goals are but we just felt like initially, when you land, it's not, it doesn't mention anything about Ireland, it being the isles. So I just thought **–**

**I: And what's this one? Oh, we've talked about that.**

P5: I'm also curious, like is the goal to raise awareness, like the implication, is it the goal is to raise awareness then a campaign generally is to generate change so what's the change. Is it a certain number of people becoming aware so then it comes back to who's the audience, how are they becoming aware?

**I: And also, what you were talking about,** [Name Omitted]**, about having measurable outcomes and measurable success, how would you measure the effect of something like this? I mean again, that comes down to not having clear goals and not knowing what it's trying to achieve beyond the space and – ?**

P3: It's really funny actually 'cause we just had student union training, I was like taking part in front of like all these union officers from across Ireland and one of our trainers came in and said, "I want to ask them all what campaign they want to do." All of them want to raise awareness, I had to take them away from that.

**I: What is moving away from that? So what is the first step beyond raising awareness?**

P3: Legislative change.

P7: I think in Northern Ireland people are aware of it. It's not like it's something that people don't know about. It's getting them to engage in it, not necessarily bring awareness.

**I: So do you think almost that this site is redundant in the Northern Irish context?**

P2: No, 'cause people believe like the crap that the anti choicers give out, do you know what I mean. Like people believe in the shocking imagery and like there's a very like... they don't really have like a basic understanding as well so I don't know if like you need to bring awareness of like what it actually is.

P5: This is really relevant to Northern Ireland in terms of it's been talked about in such hypothetical terms for everything and like it's been talked about in legal terms but it hasn't been talked about, you know, in terms in reality that a lot of the women who travel are older, um, have children already, are in relationships. The, the human stories aren't told very much so I think they're really relevant. I think the next step for that would be actually the organisations who are campaigning on the legislative change, would be seeing how that, how the stories, the case studies can be used to support their work.

**I: So another question in terms of when we were talking about moving it beyond it just being this one site. I know you'd mentioned kind of having links to social media but maybe in thinking about how it could, and you put on one of the goals that it has this kind of multifaceted approach, how might the website link to non-digital advocacy techniques? What might it be able to do? So for example, I had an idea that you might be able to, um, turn the bills that's changing into a physical thing that you could fax through and spam your MPs with, as an example. Is there anything on there or anything beyond that that you think could be used in a non-digital advocacy way?**

P4: Yes. You could do adverts of like, um, on the back of buses that say [Name Omitted], 26, and, and a little line about what has, so you know, her abortion story. You could absolutely use that in an everyday context. I think that's what we need to do. I think we need to normalise this and I think we need to make it no so like, "Oh my God, can you believe that that..." frigging Precious Life do it all the time. They literally advertise, like they love that stuff so why shouldn't we, you know. Well it comes down to financial but I think it is absolutely transferable off the digital network because it's a story and you can use the story anywhere.

P1: It could be used as a play in town centres.

P4: Yeah.

P7: Or print off the receipts like under the thing of this is like a supermarket receipt.

P4: That would be a really cool idea, yeah.

P7: And then at the end this is not a supermarket receipt and then a bit about this (unclear 02:50:17).

P4: You could do stickers like that and put them everywhere.

P1: Yes, as like a leaflet. Or posting it, post it as an invoice to your MP.

P4: Yeah.

**I: So, 'cause in the field that I'm in is called HCI, which is like human computer interaction and like part of that is talking about something called critical design and provocative design which is kind of sometimes silly things. So someone made a menstruation machine which is basically a chastity belt for people and it makes you bleed and it shocks you and gives you cramps and things and the idea being you wear it to experience what it's like to have a period. So we've been throwing around ideas about like how we might move beyond the website and do something that might be a critical design in this area. But from what we've been saying, it seems like maybe it's not appropriate to do something like that but... so in one of the workshops, and actually maybe it would be nice to get your ideas on this, someone had said the idea of, er, creating an online game that would be you basically get a persona who has to travel for an abortion.**

 **And it's like you're on a timer where in one corner your trimesters are going up and your money's going down and then you get all these barriers kind of popping up, like the childminder's cancelled or the flights have gone up and things like this. Do you think that that is a terrible... is that, is that making fun out of something that is not – ?**

P5: No, and they did a similar with that for refugees on like the BBC or something about like you're a refugee and make your decisions and the timer was going down and you had to make different things. And I think it like did work quite well.

P4: I think it depends on the way you design it. I think if it's all very like child like graphics and like this fun game, it's not a fun game for people. But I think if you're doing something that is kind of maybe a bit more severe looking, you know, and it is, um, some, the design of it isn't like colourful and happy clappy, it is this is the reality for people then that's different. I think it would, I think you would have to be extremely sensitive if you're going to go in like that.

**I: And do you think something like that would have to be completely separate, so you couldn't kind of link it to a site like this when you were speaking about if people visiting the site were there to share their story?**

P4: It's not (unclear 02:52:37) I don't think, no.

P1: One as well, and I think this would, I don't actually think, know if that would work in this context but like in that way, but one of the significant things of getting people to think about whether they're pro choice or not is actually I don't think you should necessarily make a game like this but if the game was sort of like you have discovered you are pregnant and the decisions of what do you do. So almost like a well you live in a flat share, are you gonna move home? What's in your bank account? Can you do this? Do you know, almost like a decision making process of what do you do if you're a woman and you find out you're pregnant and you didn't plan to be.

P5: Is that not similar to what you were saying that Alliance for Choice do in like their workshops where they have like a question thing?

P1: They do do it but, they do it so even like more, even like going in depth of like getting people to think about every little aspect of right so are you gonna, do you have anybody, are you gonna have to leave your job? Do you have a job? I don't know if that, I don't think that would work as a game but I think that's like an important element of some people don't understand why people reach the conclusion of deciding to have an abortion because they're never, ever gonna have to think about it.

**I: Was there anything else that people have been jotting down on their own pieces of paper that they wanted to talk about?**

P4: Um, I really liked the thank you notes and the messages for strangers. I thought it was extremely humanising. It personally made me kind of, um, not smile but it just made me sort of think this is a supportive environment and I think also the messages to strangers is I said this to [Name Omitted] and she laughed at me, about bringing the future into now because you're talking about it as if it's already happening and if it's acceptable and we're normalising it. We're saying, um, you know, this is something I personally find helpful and it's making it seem like less of a big scary, awful thing by having those kind of like little groups of support and making it seem more like not as such an awful thing for people. So I really like that. I thought that was a brilliant idea.

**I: What was your opinions on those being at the bottom, below the maps and, and the numbers? Do you think that they're the things that would catch you first or that the numbers should still come first?**

P4: For personally, for me, absolutely 'cause I would be very much, um, drawn by the human aspect of things. For other people who are maybe kind of like more into shocking statistics and figures, maybe not so much for them but I think the, the, ultimately this is about human people that have experienced this so I think that drawing on that and really utilising those stories, maybe putting that higher up will be important then, you know, 'cause it, it's giving that kind of human element very quickly instead of just you're not a statistic like, you know.

P7: Yeah, maybe like its own like sort of button to click on 'cause it doesn't have its own thing 'cause then you'd see like maybe like notes to stranger or something and you'd click on it and just bring up like right there. So it's, 'cause I think it's important to have like campaign goals but then if you had like a separate thing, it's not like shoved at the bottom of something, it has its own little like space.

P4: Yeah, like an afterthought.

**I: So maybe just have a couple and then you can click on and review more.**

P1: Also notes to strangers is quite a nice like tie kind of, I think it sounds nice.

**I: Did people see the actual stories, the full written stories?**

P4: Did we read them? Sorry, what is it you're asking?

**I: Did you find, were they – ?**

P1: I thought it was odd that in some ways that stories was like right over to the right hand side of the top bar.

**I: Yeah, that was thrown on last 'cause [laughter] there's literally just a page of writing that one so sorry for that but, um...**

P1: Yeah, I would put, I, yeah, I would probably put stories like further along this bit, um, it's not, it doesn't (unclear 02:56:17).

**I: So the idea would be that, er, on the landing page where there's the quotes from stories, that they would correlate with all of the stories in the individual section. Do you think that it would be nice to have those at the top as quotes and you click and browse through as opposed to just then having a whole list of long stories?**

P7: Yeah, have one quote and then it would be like read full story and then you click on it and brings you the story.

P4: People prefer little lines they can look at that grab them than blocks of text. I think that they're more likely to look at them if there's something that appeals to them rather than, you know, just **–**

P7: I like the post-its as more of a way of thinking how you could use them off the site to drive people to the site so you could like, every day or whatever, you could have a post-it on an Instagram post and you could have the quote and then in that you could have the link to the website. So thinking of ways of driving traffic to the website.

P4: You could do it as well like post-its in real life, you know, you could start... post-its could be your thing, yeah, you could use that as a, you know, like your branding, post-its of stories that you could leave in places, you know, that kind of thing too. I'm a big fan of sticking things in places.

**I: Well we're at 8:30 so I don't want to keep anyone longer unless anyone had like burning criticisms for it.**

P2: That top one I think is important.

P1: Oh yeah, um, just like whenever, it's just purely like the cultural sensitivity thing, um, like the language of saying Irish a lot, maybe just say women just because I know we want to like talk about it being part of the Irish story but it like said Ireland and Northern Ireland and then starting talking about Irish. I just know some sides of the community won't like that.

P5: Even as well it affects immigrant women as well.

P1: You said that as well, yeah, that it's not just women **–**

**I: So do you think then, so this is one of the difficulties, yeah. So do you think that if I was to take out things like, 'cause obviously I wanted, when I was writing it I kept writing Northern Irish and women from the Republic and I was like, "Oh my God, I can't write this every time." And then I asked my supervisor who's, er, Irish, I was like, "Can I say... will people be pissed off if I say Irish?" and she was like, "I don't know, maybe not." I was like, "Right, okay I'll just try it." And, um, but I think if I was to take that out then how would you suggest like making it, making people aware that this, when you land on it, that this is about Northern Ireland?**

P2: 'Cause it says like Ireland and Northern Ireland like at the start and then just say women underneath, like don't specify nationality.

P7: Yeah, you could just say affecting women on the isle of Ireland, on the whole island.

**I: Do you think maybe having a map as a, as an earlier image that shows that this is where, this is the specific place we're talking about?**

P1: You could either do like legal, not legal or something like that of the UK so it shows like kind of how like how striking it is.

P4: That's a cool idea. Yeah, I like that, yeah.

P5: Like this is a really picky point, I actually feel really... but like there's one bit that just sort of says, um, they're both illegal in cases except where pregnancy would result in the death of the pregnant woman. And that's just slightly technically inaccurate because in Ireland, in Republic, it's, it, it more specifies that whereas in Northern Ireland it specifies severely impact the physical or mental health of the woman. And like that's such a picky point but they are two legislatively different scenarios and so **–**

**I: Is it in Northern Ireland where it's is, if it would be, what's the wording that they use, it's really old wording? If mental... I can't... there's a wording that they use which just doesn't sound legal at all. I'm not sure if it's in the Republic or the North of... where it says if the health of a woman –**

P1: Oh yeah, I know what you mean. That's the Republic, um, I think. Oh no, it's not.

**I: They use really odd wording. It would be, I can't even remember. Anyway, yeah, no but those, those little points are actually the things that interestingly nobody picked up in the Republic of Ireland, um, but yeah, and that's... it's a very complicated arena to be trying to navigate but it's, it's really, really interesting.**

P5: In creating some of that you need to get like a woman who has travelled to be on board with discussing how like this has gone and then you need someone like from the South and from the North to say like that bit, that bit, that bit.

**I: Yeah. I mean this is the next step. We're not necessarily gonna use the site, we're gonna think about the findings that we've had from this to maybe build something slightly different –**

P3: Can I ask, have you spoke to Alliance for Choice?

**I: I've been in touch with them. I'm not sure I've had a response. I've literally emailed so many people.**

P3: They would have the like in-depth legal because like knowledge, I didn't exactly phrase it all completely correctly.

P2: I could be like even more picky and **–**

**I: Yeah, go for it.**

P2: It doesn't bother me but I think it could potentially bother transcripts because it's specified women. Like I'm not bothered by it but I know other people would.

**I: You're not the first to bring it up.**

P2: Because I know like nowadays they're definitely trying to like, 'cause I mean they always have included trans people but like I know certain people who'd be very like, if it doesn't specify it **–**

P5: Just make it their story told.

**I: Our story told?**

P5: Yeah, our story.

**I: I mean, yeah, it's all, there's lots of crossover and things that people have been saying and it's really, really constructive. The next step would be to try and source women who have travelled and involve them in the decision process, much harder to do.**

P4: You see in terms of just one wee thing I noticed. You know the map that you have on the thing and it has all the little points, this is maybe just something to kind of consider is, um, maybe when you're getting people to enter, I don't know if people feel comfortable doing it but if they wanted to, to share the location that they came from and then on the map, like you could sort of put, link stories to kind of general areas and it makes it seem, for me, if I'm looking at the map and I can see someone in my area has been for this and it makes it kind of more relatable and it humanises it that wee bit more, it's like this is not just people from Belfast, you know, the rural thing again. Like there are people **–**

**I: Do you think there's a danger of doing that with somewhere that might be particularly rural if someone, if, if a girl's been away for –**

P4: That's what I was just thinking as I was saying it, I was like, mmm, maybe like a general, like the county, I don't know, I'm not sure how you would really do that but **–**

P1: You could just give the option of it and then it's up to them.

P4: That's what I'm thinking, yeah, you can have the option.

**I: Yeah. So these are some of like the big ethical questions with it?**

P1: And you can have it phrased as like only do this if you feel safe and, and happy doing this, yeah.

P4: To disclose this information, yeah.

P2: Maybe not like link the story to like the location or, I don't know.

P4: Yeah.

P1: That, it depends on the numbers as well, like **–**

**I: Safety in numbers.**

P1: Like the privacy and stuff would usually say if there's over five in a certain category it's considered safer than if it's under five so it just depends on how many... and that's where there's more risk at the beginning of the process when there's not as many stories.

**I: Yeah, and it's really interesting ethically, especially coming from a university perspective where I have to get research ethics passed, even some of the debates that I've had around whether, whether it should even be a wholly anonymous space and whether that in itself is furthering this idea of it being something to be ashamed of and to be silent around and whether and then everyone's like well, you know, it should be a choice, people can put their name on it if not but then in terms of as a researcher and someone who's made the site, you're responsible for making sure that the people who do share their identity really, really know what it might mean for them and you're kind of taking on... well.**

P5: Can I ask as well, why do you need to go through the process of logging in and registering? You know the way some places you can just have a page where you submit your story, you don't need to create anything.

**I: Yeah, so it's for monitoring, so it was, it's the ability to vet the content. So if people wanted to abuse the site, which we anticipated would probably be more people than would use it, so the logging in, that was the hardest thing is, is keeping it anonymous, being able to vet it and being able to remove accounts. So we've had to have, we're like well we can't use email addresses 'cause if someone hacked it and found out, like people have their names in their email addresses, all they'd need is a list of people who have used it and they can publish that. So we've had to then do it so that okay well you can log in with a unique ID but then if they lose that ID we have no way of going back and removing their data if they want to, which is really funny ethically with the university because withdrawing from a study is really... the ability to withdraw your consent is really important but at the same time we're like well what is, what takes precedent there.**

 **Is it, is their safety? Is it the ability to make sure that we can guarantee their anonymity or is it their ability to take their data away at a later date? It's been, it's been really, really interesting and as a non particularly techy person, I think I've been the bane of the developers lives because I've been sitting there like, "Well what if someone finds this out?" and they're like, "Oh God." And I'm like, "Well you have to think about these things," boys [laughter]. But yeah, um, I'm gonna let you all go 'cause I've kept you all ages. Please take sandwiches with you if you want. Take, don't take fruit, that's shit but take, no one wants fruit. Take biscuits, take crisps, take grapes, that's fruit but yeah, if anybody... oh, are people alright with me keeping your names so for if I do anything in the future? And if anyone hears anything that they think's related or, just like send it my way. But I will definitely be back over. Thank you very much for giving up a lot of your time, I really appreciate it.**

**[End of Recording]**