RH Hello Harriet?

Harriet Hello!

RH Hello! How are you?

Harriet Can you see me? Oh yeah, there we go.

RH Ah, hi!

Harriet Hi!

RH Nice to see you again.

Harriet Yes, it’s nice to see you too. How are you doing?

RH I’m good thank you. Are you all ready for Christmas?

Harriet I am, yeah. I’m back home now um which is nice. Eh I, I mean I’ll stay at work on Friday and so um yes, back home with the family, which is lovely.

RH Oh great, and where’s that?

Harriet Coventry?

RH So not too far.

Harriet No, not far from [City 1], no.

RH Excellent.

Harriet How about you?

RH I’m at home in Leeds and this is my last working day.

Harriet Oh good, and ((0:00:45?))

RH Yeah, and hopefully go for a walk tomorrow out in the Dales. That will be nice.

Harriet Oh lovely.

RH And then dinner at mum and dad’s.

Harriet Leeds is a beautiful part of the world, I love Yorkshire.

RH Yeah, it’s great, isn’t it? I’m from Yorkshire so I’m biased! ((laughs)) I’ve been reading through your diary, so thank you very much for spending so much time thinking about all the visualisations you looked at.

Harriet I am so sorry for sending it late. Um I really did just ostrich with the task and was like, ‘I haven’t done it and oh God!’ ((laughingly)) Um yes, so I am really sorry about that.

RH That’s okay; we can talk a bit about what happened in the last week that you mentioned in your email and in the diary and we can talk a bit about that in a moment. The interview that we’ll do now will be between about half an hour and an hour and it will be covered by the confidentiality form that you signed at the focus groups, if that’s okay?

Harriet Sure, yes that’s fine.

RH Okay, great. So first of all, having read through your diary and looked at the visualisations that you looked at, at one point in the diary you questioned whether you’ve been ruined by BuzzFeed! ((both laugh)) And at another point you said, ‘This doesn’t have the gimmick that I was looking for to draw me in.’ And then when you were looking at the welfare visualisation you said that you felt a bit overwhelmed and that it wasn’t aimed at you, and there were a few that you said, ‘I don’t think this was aimed at me,’ and the Rosetta comet one as well you said that.

Harriet Yeah.

RH And I was wondering whether you felt like these data visualisations require quite a lot of attention ‘and I don’t know whether I want to give it that kind of attention.’ I wonder how you felt about that.

Harriet Yeah, I would, I would say that I think I came at data visualisations and a lot of the ones I saw were quite entertainment-driven, particularly like coming through like Facebook was a lot of the ways that I saw things and, you know, I think I was like, ‘These are distractions and they’re there to entertain me and there to make me, you know, see something new,’ but yeah I did feel, as I did more of them, that, you know, what I was looking for was a fine line between being stream fed something really awesome ((both laugh)) and um having to actually like work too hard at it, and I wasn’t, yeah, I wasn’t, wasn’t that interested in working too hard! ((laughs)) Um and so, you know, that’s always what I sort of came at when, you know, in the prompts in the box where it was like, ‘How did you feel? Um was it boring? Was it ...?’ you know. Um and that, and that always was my reaction really I think. In general I think I wrote this maybe a few times during it, that I find like written prose a lot more engaging, like I’d read, I’d happily read a full article, but to sort of like be looking back and forth from um a graph to like printed, um like the explanation that went with it, I was a bit more like ‘This feels a lot like hard work!’ ((laughs)) Um yeah.

RH So you looked at things which varied in tone quite a bit there, didn’t you, some of them that you just described as entertainment, and there was the welfare one and then there were two about gender parity in politics and in film as well. So it seemed to me, reading through your entries, that you saw more serious ones towards the end and to start with it was more sort of fun.

Harriet Yeah, yeah, and maybe that is what the ((fun 0:04:35?)) one shaped my idea of what kind of reaction I wanted to get from it, and then moving to those more serious ones later, um maybe that, that did like frame my experience of it, um because my absolute favourite one was that YouGov profiler one, like I just loved it and I spent like um, like maybe 45 minutes on it at one time, and then I sent it round to everyone at work um the next day and I would sort of turn round at work and see different people on it at different times. So this one guy sat behind me kept going on it throughout the week, um and I think that, that sort of set like a weird benchmark of what I wanted to feel through a data visualisation! ((laughs)) Um so but yes, no I did definitely. I mean I think it was towards the end that I was like, ‘I’m, I’m just not getting these coming through naturally into what I’m doing in my daily life,’ um like if they weren’t on Facebook or on like different blogs then I wasn’t really finding them, so that’s why, you know, I sort of took my newspaper of choice and is the one that is the one that I read, and sort of hinted it out a bit more and looked for articles that did have them. So yeah, it did take on a slightly different, um, yeah, a bit, a bit more intense, and yeah I suppose I did. I, I, you know, went in with that and looked at those articles, but looking for something that they weren’t ever going to give me. Yeah, that’s true actually, I hadn’t thought about it that way.

RH So you were looking for something more complex or more fun?

Harriet I think I was, I was looking for fun. Yeah, I wanted them to be really fun and to be like engaging and entertaining, but in a way that you’re like, ‘Wow!’ you have a moment of like, ‘I’ve just learnt something new!’ um and *The Guardian* ones were a bit too serious for me! ((laughs)) Um yes, yeah!

RH So was there one where you thought, ‘Wow, I’ve learnt something new!’? Was there one in particular where you thought that?

Harriet Eh ... ((hesitates)) I, yeah, like the You, the YouGov profiler one um I thought was so interesting, because you would, you know, just type in different um names and for each, like, sort of like everything you typed in I felt like you learnt something new, um and that was what was really great about it, it was, it was all about stereotypes and there were some things that would like fit into that stereotype, but then there were things that would confound it on the same page, so it was just like, you know, that was, that was really fun and I really enjoyed that and I guess it did tie like really nicely into, into being a lot of fun and to almost reading a bit like a magazine article, the vice article that came with it um like set that up really well. It was just like, ‘This is really fun, um, you know, you can play with your own, your own stereotypes and learn a lot.’ So yeah, that was really good. And I really liked the Rosetta Stone, um the photo one, the one that was showing how big it was on top of LA and that was just like a five minute wonder. And yeah, yeah, that was good, because I wasn’t, I wasn’t engaged with the comet, you know, um and so that was, that was a really engaging thing, yeah.

RH Yeah, it was a massive, massive chunk of rock, wasn’t it? And the city’s absolutely dwarfed. That was quite impressive! I thought that too! ((laughingly))

## How do you feel about visualisations?

RH So how now do you feel about visualisations?

Harriet I ... ((hesitatingly)) I, I notice them like much more now, you know, whereas before they were just sort of like, you know, be something that I wasn’t really aware of and now I’m like, ‘Hm, I do think about more what they’re doing.’ But, as a whole, I just don’t see them that often um and that was overall what I came away from, and I think that was part of why I started looking for them in *The Guardian* in particular, because I was like, ‘Oh my gosh, I’m so like, no one’s tried to inform me of anything! No one’s tried to communicate any data to me! Um I think this is, this is on me rather than on them and I need to try and educate myself more on a regular basis!’ ((laughingly)) So I think as I went through it I, you know, realised that actually I do just, I prefer fully written articles, um but ... oh what do I feel? Um yeah, I think that, that’s what I came away from on the whole, that I like them to be either like that element of fun and entertaining or um, or not at all, ((laughs)) um than just to go like fully written. I think that’s, yeah, those are my thoughts really.

RH So just out of interest, what’s your educational background, what kinds of subjects have you studied?

Harriet So I, I did History and Politics at university um and, eh just, you know, at undergraduate level, and since then have been eh working for [Charity 1] as a buyer in their trading team, so like the Christmas cards and um like diaries and calendars and stuff like that. Um and at school for A-levels I did English, um History, Media Studies and Psychology, so, you know, I’m just, and I think I have sort of like embedded into myself that I’m just not a maths person, um that, you know, that there’s definitely something in me that shuts off if it gets a bit too mathsy, um although at work I do more and more sort of like formulas, and actually I’ve realised that you can get a bit of like a maths high from figuring something out ((laughingly)) and being like, ‘I can see how that adds up, yes!’ and actually understanding. So yeah, that’s my background. My background is very um eh humanities, humanities-based, yeah definitely.

RH Yeah, I noticed in the diary there were a couple of times that you mentioned the target audience, ‘I’m not sure who the target audience for this is for’ or, ‘I’m not the target audience for this,’ and that kind of language in particular.

Harriet Yeah.

RH And I wondered if that was something that you were thinking about because of work?

Harriet Yeah, that’s true actually, we think about, that’s something we think about pretty much every day! ((laughs)) So like, ‘Who’s going to buy this? Who wants this? Who’s this for?’ So yeah, that’s true, that’s like a preoccupation of mine, yeah.

## How does your experience of diary keeping compare with the previous diary keeping?

## Did you see/notice more visualisations this time round (not just because time was longer, but because more alert to them)?

RH So how does your experience of keeping this diary over four weeks compare with that one week session that you did before the focus groups? And not just thinking about the amount of time but in intensity, did you see more of them, or were you more alert to them, or was it the same?

Harriet Um I was alert to them, but I saw less, and I, yeah, I don’t know if that was because I was like, ‘There’s a lot of time’ and um I maybe didn’t feel like too much pressure about it, um so I was like, ‘I think it’s fine, sort of I’ll go about my normal day and when I see one I see one and that’s fine.’ But then I was like, ‘I’m not seeing any!’ ((laughingly)) so I tried to be a bit more deliberate about it, and that’s, you know, when I went into like *The Guardian* um scheme of things. Um but then yeah, in the final week it was just a really busy week and I was, like I didn’t have any time, I didn’t spend much time on the internet, I didn’t, um it, you know, just fell off the cliff really. Um so yeah, I, I was a bit like, ‘This isn’t, this isn’t great and I don’t feel like this is um, I’m being the best contributor to this study,’ but it was sort of my, my genuine experience, so yeah.

RH Yeah, it’s still really interesting to us that you didn’t find any in that last week and that you were too busy, that’s an interesting finding for us, so thank you for recording that and talking about that.

Harriet Yeah, maybe it will just show at least um that I was seeing it in an entertainment side of things, and when I wasn’t like, you know, looking, actively looking for some entertainment and something interesting, but I didn’t, I didn’t see any. Because I was thinking there must be other people on this study with completely different, like um, yeah just completely different people that will, I’m sure, have very different experiences, thinking at least at least I could just be true to my own experience and that will, yeah.

RH Yeah, that’s really valuable to us, and, as you say, people have looked at different things. Some of the same visualisations have come up.

Harriet Oh really? That’s interesting.

RH Yeah, some of the things that have been going around. I think I sent the link out on an email to the participants for the YouGov one anyway, so other people have commented on that. And then there were a couple in *The Guardian* that the same people have commented on and various other things about the comet as well, but different visualisations but on the same topic, so that’s interesting.

Harriet Yeah, that must be a useful cross section, yeah.

RH Yes, seeing what kinds of things are circulating and where and amongst whom.

## Where were the most common places you saw visualisations? Who was displaying/making/sharing them?

RH And on that head, where were the most common places that you were seeing visualisations? Who was displaying them and making them and who was sharing them?

Harriet Um it was, I think it was Facebook mainly. Um and it was, um ((hesitates)) ...I, I don’t know, there wasn’t, there wasn’t like a certain, I don’t know if I could narrow it down, but it was people who had found things that they found interesting, so I think you do get a real cross section through that and lots of difference um because, yeah. Like one of the ones that I wrote about was one that a girl had posted about as sort of like, as pride in her colleagues, that her colleagues had made it, um and, but then other ones were just ones that people were like, ‘Wo, this is awesome!’ Yeah, but it was, it was definitely Facebook and that was definitely how I went into it, that, you know, it’s entertainment and it’s here to amuse me and to um like engage me, yeah.

RH So there weren’t particular friends on Facebook sharing them, it was pretty much anyone, everyone?

Harriet Yeah, yeah, it was never the same person, so it was quite a few different people that put links to different things, yeah, and like people that I wouldn’t say are like the same sort of people either, um so yeah, yeah.

RH What do you mean? In their interests or in their politics or their demographics?

Harriet Eh ((hesitates)) their interests I guess really, although to be fair, there’s probably like a heavy left leaning um politics on my Facebook just because of the type of friends that I have and, and, you know, I sort of got to the point a little while ago that if anyone said anything too right-wing that angered me I would just cut them, unfriend them! ((laughingly)) Um so I think there is like a left-leaning politics to my Facebook thread, definitely, and I think that showed through in the one about the welfare eh that was a girl that I used to know through um when we were volunteers for [Charity 1] like years and years ago, so there’s, yeah, I would say actually that probably groups everyone on my Facebook, that um there’s, there’s a bit of a socialist slant towards it, yeah! ((laughingly))

RH So you say you blocked people who said things that angered you. Is that because you think of Facebook as somewhere to go that is fun and that you don’t want to be angry on Facebook? I’m just wondering if it ties into the kinds of visualisations that you were seeing as well.

Harriet Um ... ((hesitates)) yes, yeah that is why, because I am like, I don’t, you know, life is too short to sort of like put yourself in the lion’s den, if you know what I mean? Um which maybe is not very challenging, but um yeah, eh like whenever I sort of would delete these people ((laughingly)) um I would think, you know, ‘Should I say why? Should I like comment on their status and be like ‘I’m befriending you because of this’? Um but I always wussed out and didn’t um, but yeah, no that’s a good point and I do treat Facebook and sort of social media and think that, you know, I do feel like it impinges on your life quite a lot and it finds its way in in different ways and I don’t have time for anything on it that upsets me or um lingers too long, if you know what I mean? Um I don’t want to give social media that headspace almost, I want to be a bit protective around it and shape it um to me a bit more, yeah.

## Does visualisation play a part of your work life? Would it have been different if we’d asked you to include work (e.g. would you have included many more in the diary)?

RH That’s interesting. Does visualisation play a part of your work life? It sounded like you do some stuff with Excel.

Harriet Graphs.

RH And do you do any visualisations at work or look at any at work? And if you do, how different would your diary keeping have been if you’d included those visualisations?

Harriet I think it would have been like, yeah quite different. Um we do a lot of, there’s a lot of graphs, a lot of um different like ratios, scales, um so we had a meeting recently where we were looking at all our different ranges and things and um we had to all bring um like the data, the sales data of the last eight months shown in lots of different ways and cut and sliced in different, so it showed you different angles. Yeah, so that, if, if I’d been like diarying that, yeah that would have been different, um but it’s not, I’m not the person who like, it’s not my responsibility to do that, I still do quite a lot of it but I’m more of like the recipient. So I’ll sit in meetings and the merchandisers, who do more of the maths side of things ((laughingly)), um they bring it and I try and make sense of it as best I can, and normally don’t do that good a job and they tell me what, what the graph is showing! ((laughingly)) So yeah, yeah, and also at work we do have a lot of um social media that eh like comes out through it, and I think I did talk about one of the [Charity 1] social medias in the first week um that we did um but, and only often are they sort of like big data kind of ones, um but I come, I come across them more at work than I do, say, through my Facebook, so yeah, that would have come through too I think.

RH You said there that when the, what did you call them, the marketisers, merchandisers?

Harriet Merchandisers, yeah! ((laughingly))

RH When they bring in graphs you said, ‘I try to understand them and then I don’t do a very good job of it and then they tell me what they’re showing.’

Harriet Yeah.

RH Are you being modest there or is that really how it feels?

Harriet Um I would say that really is how it feels! ((laughs)) Um particularly when there’s a lot on one page, um, you know, they’ll have these huge A3 printouts with like a list of 30 products and different sales data in a graph, like in a table, and then it’s shown in different graphs to represent different things that they’ve spotted and they wanted to explore more, so they’re doing a different kind of graph or eh like a visualisation that illustrates different points, to sort of hand me that and .... And it, you know, I, I find at work that whenever I do it myself I really get it um and relate to it.

RH Do you mean when you make the graphs yourself?

Harriet Exactly, yeah, yeah, like when I’ve had that, that initial data and I’ve been like, ‘Ah, this is interesting,’ and so whenever it’s been on me to sort of come to those meetings and bring my own um sort of analysis, then like I can absolutely do it, I can, I can do it and bring it and understand it, but when it’s sort of like handed to me on a big sheet of paper with lots of different things I, I just get overwhelmed and um I’m like trying to look at too much and look at in too much detail and I almost don’t step back and look at the bigger picture, and that’s what they do for me, that’s what they’ll explain, and they’ll be like, ‘So all of this means this.’ Um yeah.

RH So in that case is it about having the time to be able to spend to look at it and make sense of it?

Harriet Yeah, and I think like the impetus to do it myself, you know, like it’s almost ((thank 0:21:48?)) that motivation, where you’re like, ‘Oh and this is a, like this is a problem or there’s something I want to figure out,’ or, ‘I’m going to sit and like have some time with these figures and see what I can take from it,’ and that sort of like energy that you bring to it is very different to when you’re sort of sitting back and someone can just explain it to you. And I think um, yeah that’s, that’s what I always find, that when I’m sort of like beavering away at my desk and feel like I’m learning something new and doing something, it’s all on my own back and I’m doing it and I’m finding it out, but um when someone sort of like chucks a readymade like um presentation at me, I’m just like, ‘Oh boy, this is too much!’ ((laughingly)) Um yeah, so it’s, it’s very different headspace.

RH Yeah, you used the word overwhelmed there and you used that in the diary as well. That was when you were talking about the welfare one.

Harriet Yeah.

RH So it sounds like it’s something that requires quite a bit of concentration and time to be bothered almost?

Harriet Yeah, yeah, I think it’s true, and I think again, and this probably, you know, ties in quite well to me not sending my diary on time, that when I’m a bit like, ‘Oh no, I’m not understanding,’ I will sort of just take like a bit of an active sit back and yeah, like I don’t have great follow through um and I, I quit quite easily. Um and so I think like, yeah, I’m not quite sure that that says about my engagement with, with visualisations ((laughingly)) but yeah!

RH Yeah, so there is something about actually being motivated to carry on to the end. There were a couple where you said, ‘It was a bit of an effort to get through this and I was glad it was quite short’ on one of them is roughly what you said! ((both laugh))

Harriet Yeah, yeah, no it was! ((laughs)) Um oh dear, I was very honest on these! ((both laugh))

RH Thank you! Thank you for that!

Harriet I probably sound really stupid! ((laughs))

RH Not at all.

Harriet I think not stupid, I just am, I am, I think I am quite lazy, I’m genuinely quite lazy, um which isn’t, it’s not a great character trait, but, you know, I don’t think it’s uncommon, um and particularly I guess this ties back into the whole like ‘BuzzFeed has ruined me’ and that I’m like I want that instant gratification and I want like, you know, an easy read and an easy amusement. Yeah, and, you know, when you are reading an article you are in a very different headspace. Um I’m not quite sure what I’m trying to say?

## Are you finding it easier to make sense of visualisations?

RH Do you think you’re finding it easier now to make sense of visualisations?

Harriet I would say so, yeah, yeah. Um I think I didn’t see them as a distraction, particularly like *The Guardian* ones where, you know, they’d have like these graphs embedded.

RH Oh, you disappeared for a minute. Hi, can you see me, can you hear me?

Harriet Yes, can you see me?

RH Yes. Yeah, you disappeared for a moment and you were saying something about *The Guardian* ones having the graphs embedded in them?

Harriet Yes, um and I think now I do see that as um something that I don’t just sort of breeze past, because that’s definitely what I used to do, so now I think I do look at them and engage with them and try and figure out what they’re telling me, yeah.

RH Is that breeze past the whole article or just the visualisations within the article?

Harriet Yeah, yeah, more towards the written paragraphs.

RH You dropped out there for a minute. You said just the visualisations and then something?

Harriet Yeah, just that I always gravitate towards the written paragraphs.

## Now that you’ve had a longer time to reflect, are there certain things you’ve decided you like or want to see in a visualisation or dislike/don’t want to see? E.g. Interactivity, Chart types, Design styles (colours, fonts, layouts), Links, Subject matters, Data sources, Titles, Stories

RH Now that you’ve had this long time to reflect, do you think there are certain things that you would like to see in a visualisation, or particular things you don’t want to see, and that might be around interactivity or particular kinds of charts or particular styles of design, or maybe particular subject matters?

Harriet Mm, um I do think that it’s really important and I think that I was always so much more engaged when it was me that had to do it, even if it was just something really simple like you hover over a part of it and it makes it brighter and it shows you a little bit extra information. I think that is what brings, like we were saying about when I’m at work, that extra, like, ‘Oh this needs my input, this needs me to think rather than just me trying to decipher,’ if you know what I mean?

RH Ah.

Harriet Yes, so I always really liked an element of interactivity, apart from maybe the Rosetta Stone one where you had to type in different like scientific measurements, and I was like just, you know, ‘I’ve got no concept of what I’m typing in!’ Um so, you know, not that one, but I think that one definitely wasn’t really for laymen really, people with an active interest in comets! ((laughingly)) Um and I did, I did always really appreciate a bit of like slickness in the design and just something were you like, ‘Oh this is nice!’ Oh, can you see me?

RH There you are, yeah. Is there an example that you can think of of that?

Harriet Um ... ((hesitates)) I’m trying to think back through them. Um ... ((hesitates)) I think the one that I, I did always think of was um, you know the, it was the one that we looked at in the study on the focus group, eh the, the data migration one and how that all sort of like moved together and all those dots, and I was like, ‘This is just really useful.’ But also the YouGov one was a really great one too, um that, you know, it had all those like hand, like those illustrations. Um yeah, I think I always appreciated like quite a classy design, because there was a lot of design work that went into the Christmas one, the Christmas Tweet one, and I was just like, ‘Oh, like, you know, it’s a bit gaudy and a bit um, a bit much.’ Um so I think, and I think again this ties into like trust, because that was one of the problems and I think like do you trust it? And I would always trust something that was quite understated and quite classy, um and I don’t know why that all ties in together but it’s almost that kind of like, like Marks and Spencer’s, John Lewis, like brand trust, that when it’s um, when it’s classy you have faith in it.

RH How would you describe the differences between something that’s classy and something that’s gaudy, what are the differences?

Harriet Um like a lot going on in the gaudy stuff, or something that doesn’t, feels maybe a bit clunky or looks um not sort of like bang up to date and modern, um because I think there was definitely one that um, like the website just looked a little outdated and it didn’t look sort of like top of its game, whereas the ones where it was like this whole site um is sort of dedicated to you exploring it, so the migration and the YouGov ones were my two favourites um because they were all sort of like all-encompassing and they were almost like um, like, ‘This is our gift to the people and you can explore this,’ um and it was really, yeah, you know, it was like an all-encompassing site that they’re created to like almost let us have, have fun with and enjoy and take what we wanted from it, um but they’d just done it in such a sophisticated way um and they, both of those felt really bang up to date, um yeah.

RH So in those two examples, when you say the whole site was devoted to it, I’m just thinking that means that what they don’t have then is headers along the top and then menus along the top to click on, they don’t have adverts down the side or any other kinds of things like that.

Harriet Yes, that’s true, and they’re also all very, like the whole design of the site is really specific to what the point of the site is, so I think that was very intuitive to use with both of them. Um it was, the whole, the whole website was kind of creating a path for you to follow, to work through the different stages that they wanted to show you. Um does that make sense? Yeah, it, yea it was, like you say, operating outside of the standard things that you expect to see on an internet page, on a web page. It was unique to them and it was distinct to them, and so it looked like it just had so much time and care and thought and energy gone into it, yeah.

RH Whereas the Christmas Twitter one, you also knew that a lot of time and care and effort had gone into it.

Harriet Yeah, yeah, and um and so I was like, ‘Oh yeah!’ you know, but I think just because it just felt so silly, um like the topic of it! ((laughingly)) Um I’m completely contradicting myself again and again. I’m like, ‘It wasn’t fun enough, this was too silly!’ um but, you know, all of, all of those questions about, you know, ‘Are you excited about Christmas? Twitter says yes!’ and I’m like, ‘Oh wow, you know, shocking!’ ((laughs)) It was, I think that’s almost what made me be like, ‘Oh my gosh,’ like, ‘You’ve spent so much time on this, and for what? Like for what, for what point and purpose?’ Like the other two felt important and that they were about humanity and about like society, um and yet they were, you know, showing like bite size absorber or bits of info, whereas this, a lot of work had gone into it, but, and I mean they said at the end, they were like, ‘This is just for fun,’ and I guess it’s to showcase what they can do um and what their abilities are, but I was still just a bit like, ‘Right!’ ((laughs)) I think because, you know, it had been framed to me by my friend being like, ‘Oh well done to my colleagues for like, like doing this amazing thing and working really hard on it,’ and I was like, ‘Oh gosh, if my job at work had been for a couple of weeks to make that I’d be like uh-huh, um great!’ ((laughs)) So yeah.

RH So where do you think the time was spent on that visualisation?

Harriet In like the design or the ((0:32:47?)) but it was, it was a really nice design. Um I think it was, yeah, like I said, it was, it was on the gaudy side and it was just meant to be a bit of fun, um so yeah, it, it wouldn’t have been right all for it to, you know, have been like a classy, sophisticated whatever you wanted it to have, like Christmas is gaudy, Christmas is tacky, um and so to have just makes it, does make it really fun, but then so much work went into it, um ...

RH So you weren’t thinking about the sourcing of the data itself and bringing that data together?

Harriet No, no, no. No, that’s true actually, yeah, it was all about the website creation, that I was like, ‘It’s supposed to take ages!’ um whereas it probably maybe even didn’t, um and it shows what I know about creating them! ((laughingly)) But no, I hadn’t and I didn’t think about what they would have done to, to get that data from Twitter. Um I think in my mind I was like, ‘There’s probably a really easy way of canvassing that on Twitter and just doing like some kind of computer programme and pressing Enter and getting an answer,’ but I had not, yeah, I hadn’t thought about, you know, if they’d had to do something a lot more intensive, and I guess they would have had to write that formula and figured out that formula in that in itself, but yeah, I was definitely thinking more about the design of the website than the actual collection, data collecting itself.

RH Yeah, and it doesn’t say on the website, does it, whether they collect the data? I’m just going to have a look. It doesn’t say whether they collected the data or whether somebody else collected it, does it?

Harriet No.

RH ‘Our festive facts. We’ve pulled data from thousands of tweets.’ So it is something that they’ve done, isn’t it?

Harriet Yeah.

RH Yeah, that’s interesting.

Harriet I’m not very au fait with Twitter and um, I just, I think maybe I was like, ‘There’s probably just a hash tag that they can search for and that will give them the answers they need.’ So yeah, I hadn’t thought about the time collecting it.

## What do you think makes you trust a visualisation?

RH Is there anything that you think makes you trust a visualisation? You mentioned a bit about trust and the design, and is there anything particularly that you think helps you to trust a visualisation?

Harriet I think it really does vary based on like the seriousness of the topic. Like the Twitter one, I was very like, ‘Oh sure,’ you know, like um you don’t, you don’t need sort of specialist, like a Twitter is open to everyone, whereas other things, it’s like private information. Um particularly like the welfare one where they were like, ‘This is what the government is,’ like detailing it and eh like um the welfare budget, you know, that’s not something you can easily get your hands on. Um so I think it is very dependent on when it does feel serious and when it does feel like you really want to be like, ‘What’s your source?’ Um I think just being very clear about stating that on the website helps.

RH Is that something you were looking for when you were looking at the visualisations? Were you looking for source data at all?

Harriet Not really, not really. I think I was genuinely very trusting of all of them, um maybe too trusting. I’m like, ‘Well, if they’ve taken the time to make a website it’s got to be true!’ ((laughingly)) But ...((hesitates)) I’m not sure really. Eh, so sorry, we’re talking about what, what I think would make me trust a website or trust a visualisation?

RH Yeah.

Harriet I guess all of them were websites, weren’t they? That probably in itself is maybe different to what other people had.

RH You don’t read a paper paper?

Harriet No, I only ever read it online, yeah, yeah, yeah. I haven’t bought one in years. Um like sometimes every couple of months I’ll buy myself like a glossy magazine, um but that’s the only thing I really read in print um and everything else is online. Eh so yeah, trust. Um ... ((hesitates)) I think I was, yeah just generally very, very trusting of the data, but I think it was, it was definitely who was putting that out there, so on the, you know, there was like a movie one about comparing different movies, and this guy was clearly so into it, um and so I trusted him straightaway because I was like, you know, ‘You seem really that you just really care about it,’ and like all of his little caveats that he was putting in his phrase, you know, that, I think that makes me trust it, that they’re, you know, people that weren’t be overgeneralising and he definitely didn’t do that, he would be quite like, um yeah, just his language. Um I was like, ‘You’re, you’re not trying to swindle anyone, you’re trying to be as honest as possible.’ Um so yeah, not that, you know, you want to swindle people about film words, but you know, it’s like it’s that that kind of, that kind of thing that, but then, like alternatively, that also can also be the turnoff, um like in the welfare article where they were like, ‘And this caveat and this caveat and this caveat,’ and I was just like, ‘Oh, I don’t understand what you’re talking about really!’ Um so it was all, it all got a bit too, a bit too worthy and a bit too footnotes um and that and it lost me! ((laughs)) Um so it’s finding, finding that balance.

RH Yeah, a balance between being honest enough and oversharing! ((laughs))

Harriet Yeah. Yeah, yeah, yeah, I would say so, yeah, without sort of like being too vitriolic about, you know, ‘This is what we found!’ um but not sort of boring people to tears about the, you know, the huge detail that they would have gone through, um yeah.

RH Right, so it is partly about the data source and the way that it’s expressed?

Harriet Mm, yeah, and the personality that they’re expressing with it sometimes, you know, to show, because like that movie one was a one-man band and, you know, he put quite a lot of his personality into um the blog that went with it, although not the actual thing itself, um but then like the other ones were completely depersonalised, like the more professional ones, like the government body ones um weren’t personalised at all and that, and that again makes you trust. I think if like the one-man band had just been like, you know, ‘Here’s this thing,’ then you, you wouldn’t trust it as much, um so yeah, so I guess it really depends on the size of the organisation.

RH Why do you think you wouldn’t trust it if it was just him saying, ‘Here’s this thing’?

Harriet Um because he’s just one person and he’s back-checking for him, so, you know, the fact that if he, he was like, ‘And this is the reason I’ve done this and this is the reason I’ve done this,’ and he, you know, he explained his process, um that in itself is quite engaging and it does make you think, ‘You’ve done some due diligence,’ almost, that you’ve, ‘You’ve taken the time and you’re not just sort of like um running away with an idea.’ So yeah, um but, you know, those bigger organisations, like they have so many people to do all the checking and they have a responsibility to and an accountability to each other, so you would presume that, um unless they have an agenda, but yeah.

RH That’s interesting. When you say they might have an agenda, did you feel that about any of the ones that you looked at, that they had an agenda?

Harriet Um I would definitely say like the more like socialist ones, like the welfare one, you know, their agenda is, you know, that they, their root motivation is anger, they think that, you know, something wrong is happening and they’re trying to highlight it, that’s the information they’re spreading. So some of the more government body ones were very much like, ‘Here are the facts,’ you know, ‘You make up your own mind,’ um but they were definitely ones that um they, you know, they had a message and they were trying to get it out there, but most of the ones that I did look at from there were those sort of left-leaning ones where I was like, ‘Yeah, sure, you know, thanks for telling me,’ kind of thing. ((laughs)) Um so I, I was fine with their agenda! But I was, you know, I was aware that it was there, definitely, yeah, yeah!

## This might be quite hard to answer, but do you view different kinds of visualisation differently? What does it depend on? (your viewing context, chart type, data source, location of the visualisation, aesthetic appeal/qualities of the vis)

RH This question might be quite a hard one to answer, so don’t worry if you don’t want to answer it. Do you think that you view different kinds of visualisation differently? And if you do, what does that depend on? Is it about the viewing context that you’re in, or is it about a kind of chart type or a data source or where the visualisation is, or the visual qualities, or anything like that? So do you think you view different kinds of visualisation differently?

Harriet Um ... ((hesitates)) I guess like there’s always, like we’re quite, we’re quite well shepherded around the internet, aren’t we really, and around our entertainment, that you feel like you know what you’re getting when you engage with different things, um and I think you do put on a slightly different hat. Um so like with BuzzFeed there’s a formula, you know what you’re getting when you’re going to click on one of those BuzzFeed articles and, and you sort of have a level of tone and import that you ... no, not import, that’s not the word, um but again like when it was different friends posting things on Facebook, I knew the level of seriousness that I would be going into. So it was their recommendation that would frame me clicking on it. Um I’m not sure if that is actually answering your question but eh .... ((hesitates)) Um I don’t know, I guess I do just think in general that we’re, we, we look at things so differently without realising that we’re doing it, um so, you know, when I’m browsing *The Guardian* I’m sort of, I, I am different to when I’m browsing Facebook and without consciously doing anything. Um does that, is that ...?

RH Yeah, that’s really interesting, the idea that actually you’re not even aware of the change in your attitude towards what you’re looking at, depending on the context.

Harriet Yeah, I think, I think we, we swallow quite a lot um without noticing what we’re doing, um and everything has such form and when it’s things that you’re familiar with, like you know the format of *The Guardian* page or um, then, yeah, I don’t know, um yeah. Does that make sense?

## Did anything stick with you from the focus groups?

RH Yeah, that’s really interesting, thank you. Did anything stay with you after the focus group, any of the visualisations or anything that we talked about?

Harriet Definitely the migration one, I just loved it, I just thought it was so awesome.

RH Is that the migration in the census one with the bubbles?

Harriet Yes, yeah, yeah, yeah. Like I was telling people about it um after, straight afterwards, I was just like, ‘It was really cool.’ Um and again that’s probably because of like a left-leaning, um that’s, that’s my left-leaning agenda, that I was like, ‘There’s a site where you can go and find out some hard facts about migration,’ and, you know, it wasn’t filtered through the *Daily Mail*. Um so yeah, I could just really see just the usefulness of it um and I was, I think I was just like, ‘That’s so awesome that they’ve put that out there for us to have.’ Um it felt really like a, like a public service, um and I was just like, you know, people must have put so much work into this and I’m so appreciative of them taking the time to communicate it in such an interactive way.’ Um yeah, yeah, I thought that was, it was really great.

RH Were there any facts that stayed with you, any facts you can remember from that one?

Harriet Um definitely about like, well maybe not like specific percentages, but um I was telling my sister about it, because I looked up um things like [City 1] versus Chichester and Liverpool, where I went to University, versus Chichester where my sister went, um and was just, ‘Look at the differences!’ So I can’t, I can’t remember um exact facts from them now, but I, like I am terrible remembering facts and whenever I read things I’m like, ‘I need to remember this,’ and I can never remember them, um so that’s no reflection the study, to be honest! ((laughingly)) Um eh, yeah, no, um and also the YouGov one where, um I think my favourite one, my favourite fact that I’ve told lots of different people about this is that I was like, ‘Did you know that the most popular person, like the biggest fan of Taylor Swift is a boy, it’s male, he is male?’ Um that’s, that was my favourite thing that I found out, because, you know, she’s seen as such like a teenybopper and I’m like, ‘Boys love her! This is a real thing, this is a feminist issue! Why do people think that teenage girls can just be, you know, ignored, um when it’s actually boys love that music just as much?’ So yeah, that was the main thing that I’ve been telling different people, but only because I’m having a bit of a moment with Taylor Swift! ((laughs))

RH So that’s one particular fact that you’ve then shared around with other people and you feel quite passionate about, actually.

Harriet Yes! ((laughs)) Yes, I do think that a lot of um, a lot of the things that I will sort of retain are sort of, will have like a feminist feeling in some kind of way, there will be some kind of like gender. I think because like at the moment I’m just like, um it just makes me quite angry, um and so like it sort of gets a little bit embedded in emotion and so you remember it more, um because you’re like, ‘Oh I can dish that out in an argument later,’ or, you know, not an argument but, you know, when there’s like a group of people sat round a table putting the world to right and all arguing the same points, I can be like, ‘I can add that!’ So yeah, that’s like the main reason I remember things, because it just proves something that annoys me, um yeah.

RH That’s interesting that emotion is like a hook to hang a fact on.

Harriet Mm, yes, definitely, I would definitely say that I never remember anything that I don’t really care about, ((laughingly)) which sounds really like obvious, but um yeah.

RH So if you were going to go on Pointless then you need to somehow get really passionate about lots of really esoteric information! ((laughs))

Harriet ((0:49:15?)) When I tell people what I did for my degree I’ll always try and um, try and suss them out a little bit before I say whether I did History and Politics or just History. Quite a lot of the time I’ll be like, ‘I did History, I did History,’ because I think people kind of like write that off as being quite a nice, just a nice humanities subject, along the same lines of English, whereas if you do Politics, you know, people expect a lot more of you and a lot more like, you know, daily engagement with daily affairs, and that wasn’t my impetus to study it, you know. Um like I’m not someone that reads the newspaper from cover to cover every day, so I, um I think I, just in my general life, I do quite a lot of um, like lowering people’s expectations almost, if you know what I mean, um of, of what they can expect from me. Um so I often don’t mention that I did politics, because then people will expect like arguments and insight and um I don’t know what else but, and it’s just not something that they’re probably going to get from me, so I don’t try and sell that expectation! ((laughingly))

RH I don’t know what kind of bearing that’s going to have on the next question I’m going to ask! ((laughs)) So perhaps if you could put to one side those kinds of thoughts about trying to lower people’s expectations!

Harriet Sorry, ((0:50:49?)) ((both laugh))

RH What I mean is don’t be modest!

## Are there any skills that you feel you might need to help you understand visualisations?

RH Do you feel that there are any skills that you need to help you to understand visualisations?

Harriet ((laughs)) Um I think you need concentration for certain ones and you um need computer skills. I mean for all the ones that I, the ones that I most enjoyed you need to kind of have a sense of understanding how a website is guiding you through things. You know, I know that maybe like my mum would just be like, ‘Well what do I, what do I press?’ like if it’s something new. Like the ones that really engaged me would be the one that she would be just like, ‘Oh God,’ and like would click off as soon as she could because she just, you know, the new format would excite me but she would have nowhere to go with it, um so I think computer skills are really important. Um and, yeah I mean interest in a subject isn’t, isn’t a skill, but yeah, so I think that would come back down to concentration um and like sticking with it, and that’s the concentration as well, isn’t it really, but, you know, like perseverance, yeah.

RH Are there any skills that you feel you already have that help you to engage?

Harriet Um yeah, I think like I definitely have all the computer skills and I would say that I have um energy. Like I think when something engages me, I’m like, ‘Oh man, that’s ((0:52:31?))!’ like it’s one extreme or the other, um but it’s not a skill that you can rely on, and it’s perhaps not even a skill really, is it? Um but, you know, that you can bring a certain level of enthusiasm when you want to, but also like the peak and trough, it’s also like a lot of apathy that you can trigger things when you, when feel like it. Um so I think, and again, I just think that comes back down to concentration and um, and, and deciding that you’re going to persevere with something and, and sort of seeing it through to the end, whereas I am very much like I’ll leave a book halfway through if I’m bored um type thing, yeah.

RH What about any other skills that you learnt at school or at university?

Harriet Um with History there was a lot of sort of source analysis and I did, I always really hated it, I really hated source analysis in History ((laughingly)) where, you know, there would be different, like a table about the number of people that entered the workhouse and then like a description of a woman who lived in the workhouse, or like all these different kind of things and um, and it would be like, ‘What are you taking from this and what are you bringing from this?’ And I would always just be like, ‘Well, I don’t know, I don’t know, I don’t know what I’m bringing from this,’ but people would always start so small um and it was only when I sort of realised that you don’t have to like bring some huge eh, um you don’t have to like bring like a massive load of insight, you just have to be like, ‘Well, this added up to this, and so this is what I can tell: I can tell that workhouses got, you know, more people went into them.’ And I’m like, ‘Well of course I can do that,’ but do you know what I mean? Eh so people start simple and start small and build it up, and I think that’s something that I’m not very good at, um and that’s, it was like in source analysis that really shone through, that I was like, ‘I need the big argument and I need the big picture um to be able to engage,’ whereas people would be like, ‘Well, I can tell from this um table that blah, blah, blah,’ and I’d be like, ‘Well, yeah of course I can tell that,’ but I would just think it would be too small to be noticeable and too small to mention. And so I think like yeah that’s definitely something that people, other people got before I did, that you start, like you build an argument and yeah, that it takes little pieces of information to build a bigger picture, um yeah.

RH And that’s something that really came through on your degree course then?

Harriet Mm, yeah, yeah.

## Has engagement changed how you relate to visualisations?

RH Has your engagement with the project and with the visualisations that you’ve looked at changed how you relate to visualisations?

Harriet Yeah, I would say so. I think um now I look at it with thinking about the people behind it, but that’s always, that’s always kind of my favourite way to look at things anyway. Um it’s, you know, like when watching like a, like a comedy, I’m always like, ‘Oh man, the writers must be so pleased with themselves with that joke; that was a great joke!’ Like I really liked looking at the people behind things and I think that was my, that’s what I really enjoyed with data visualisation, was something that I’d never really like given any attention to. I was like, ‘Oh, I wonder like why have they made this choice?’ um and so yeah, and that’s definitely something that will stick, stick with me I think, yeah, um to see it as there are people behind this, rather than just um bits here on a page for me, um which, you know, you obviously see so clearly in writing when there’s a name on the tagline, but you don’t see it in graphs, um so yeah.

RH That’s really interesting. It’s something we were talking about, the relationship between the people looking at visualisations and the people making them and how the people who are looking at them view the people that are making them, if they view them at all. What kind of people do you think they are?

Harriet Interesting! Um I think it probably varies a lot, but maybe it, maybe it doesn’t. Um ...

RH What do you think they’d look like on a YouGov profile?

Harriet Hah! I would say definitely male um and sort of is a fan of ... oh gosh, this is so stereotypical. Like, you know, maybe a little bit on the, on the like nerdy side, um so, you know, they, they really enjoy statistics and statistics really like speak to them, um and that they’re very analytical as well, so it’s things, you know, I can imagine they’d be the sort of people, like a group of guys down the pub that, you know, are arguing about the inner details of why Doctor Who can’t regenerate one more time and that kind of thing, but that’s so stereotypical! ((laughs))

RH We’re going to have to look it up, aren’t we? ((laughs)) Type in data visualisations that you could profile, that’s the thing to do next!

Harriet ((laughs)) Yeah, I mean I wonder if they’d have one that they’ve just drawn themselves! ((laughingly)) Yeah, it’s a really interesting point. Um yeah, I guess I feel like, like the people that did the, did the Tweet Christmas thing would be very different to who I would imagine is behind like the migration um like starry sky one. Um like, you know, I imagine the Tweet Santa one is like a bit like a, like a hipster, like kind of like young, almost like a graphic designer, that it’s the graphic design that is the interest, um whereas the migration one, ((laughingly)) again, I think that would maybe be more female, maybe just because it’s more, it’s more beautiful, it’s more of a beautiful site, um and it just seems to have like a lot of um, a lot of ... grace is an extreme word to use for it, but a lot of ... eh like, what’s the right word? Like unbiasedness, eh level-handed, it’s level-handed, and that to me is quite a female trait and I think I can imagine more sort of like really smart women being behind that one! ((laughs)) But this again, it’s just all feeding into all of my personal stereotypes!

RH ((laughs)) Well I’m definitely going to look up data visualisation on YouGov after we finish speaking! That’s the end of my questions and I wonder if you have any more comments that you want to add or any questions for me?

Harriet Um no, not, not necessarily. I mean I just, I hope, I just really hope that my participation has been useful, um eh ....

RH It certainly has, thank you very much.

Harriet Okay, that’s good! ((laughs)) So what, what sort of, um what do you think you’ll be doing with all of the data that you’re collecting from different people, like what’s, what are you, is there like is there an agenda that you have that you’re hoping to um like prove some things that you think might be true, or um is it more sort of open-ended than that?

RH It’s a bit more open-ended really. We’ll be writing two or three journal articles and also we’re having some public engagement events and Will from the focus group will be leading on one in the [City 1] area, so we can keep you informed about that if you want to come.

Harriet Oh yeah, no I’d love to like know where this goes to, definitely.

RH Well, we’ll definitely keep you informed then. And we’re also going to use our website to create small modules that will give people some guidance on how to read visualisations, and that’s really coming out of the focus groups and the diary keeping and these interviews that we’ve been doing about what kinds of things people need help with and what kinds of questions people could ask to get more out of visualisations. One of the things that we’re thinking really hard about, because some of the things are quite easy, like the technical aspects of certain kinds of visualisations, it’s quite straightforward to be able to explain them, but things like that role of emotion when you look at something, like you’re talking about, ‘I remember this because it challenges what is generally thought about Taylor Swift,’ those kinds of things are more difficult for people to think about and we’re finding it more difficult to work out how to get people to reflect on that. Because that plays a part in your reading of a visualisation as well, so it’s important that that’s acknowledged. So that’s pretty much where we are at the moment, and that’s something that’s particularly interesting to me. And it is interesting to all of us, but for me, because I come from a feminist tradition as well, through the women’s studies at York, that’s where I did my PhD, and thinking about the emotion as something which is important and useful and not to be dismissed and not to be in a sort of lower binary position with irrational thinking. So that’s why I’m particularly excited to hear how important that is for people and it’s something which is particularly interesting to me at the moment.

Harriet That’s great, that’s really cool. It’s really interesting to hear that you’re doing it to like help people engage with data, but I sort of assumed that you, it would be um for people making them.

RH Ah interesting.

Harriet I didn’t realise it would be, it was sort of kind of exactly the opposite, the other way round.

RH Well, it’s both actually. Andy, who’s on the research team, he is a data visualizer and a really globally well-known one as well and runs courses and writes books.

Harriet I did see like down the side of *The Guardian* they like want to do a day course on data visualisation, and I was like wow! Um and again, I think that’s why, that’s what made me think, because it’s a big deal, it’s a big ...

RH It really is, and we’ve also interviewed other people who make them, and it seems like there’s a real skills gap, so there’s much more demand for data visualisations than there are people making them. So if you wanted to change your career! ((laughs))

Harriet Yeah, sure! ((laughs)) No, I can imagine, because I felt that was the same for like graphic designers a while ago, wasn’t it, that, you know, there were more jobs than they could do, and now it’s that rush to plug a gap. That’s really interesting.

RH So we are going to be providing some guidance for visualizers as well about what they can do better to help people understand the points they’re making, so we’ve got a sort of two-pronged approach there.

Harriet Great.

RH Well, what I need from you now is an address to send your gift cards to. So there’s one for £20 and the other one is for £80.

Harriet Okay, oh I mean I was, I was so late presenting them and this is your last day before Christmas, and I can honestly ...

RH You’ve done the work, don’t worry about it. I’ve got the gift card sitting in my bag waiting to go to the Post Office, and we won’t be able to do anything with them apart from send them to you! ((laughs)) And you’ve done the work and you should feel proud of that.

Harriet Okay, um so my ...

RH So if I put them in the post today they’ll come to you. I’ll put them in Special so it needs to be an address where somebody will be in on Saturday, so if you’re going back to [City 1].

Harriet Okay, sure. I’ll give you this address here then, because I’ll be here on Saturday. [address]

RH Great, I’ll put that in the post this afternoon for you.

Harriet Ah, thank you so much. Brilliant. Well, I have really enjoyed being part of this.

RH Oh good.

Harriet Yeah, thank you for asking me to do it for longer and I do hope that, I do hope that what I’ve contributed will be, will be useful for you.

RH Definitely. Thank you again for all your work and for making the time to talk to me today, and have a lovely Christmas!

Harriet You too, yes, enjoy, and I’m glad that this is your last day.

RH I know; so am I! ((laughs)) Bye.

Harriet Thank you, goodbye.

RH Bye.