WA First of all thanks for responding and coming to the email that was sent around at [Charity 1]. Rosie and I are part of the overseeing the data project obviously. This is a project up at L as well as Ox. And what we’re interested in is how people look at visualisations; what helps them understand them; what confuses them perhaps; and just how much they get out of visualisations and the challenges associated with that. Rosie was explaining a little bit earlier we’re doing focus groups all around the country to look at exactly this.

As part of this focus group it will basically occur over three parts: The first part we’ll talk about your diary keeping exercise, experience of that. Then we’ll move into a portion where we’ll look at some visualisations, and then you’ll give some of your thoughts on them and reactions to them. And then we’ll come back and actually talk about that experience and what you got out of the visualisations.

As part of this study everything as part of the focus group is confidential, as you can see from the consent form, which I’ll have you read in a bit. There are various statements about what it says here that you won’t share with other people or with co-workers or things like that. The result of that is everything in here we can be completely honest about what we’re looking at and our thoughts about them. We didn’t design any of these visualisations ourselves so if you say it’s rubbish then that’s fine; we love to hear about that.

RH We also want to hear if you really like them.

WA Exactly, we also want to hear if you really like it, for whatever reason. It can be about the actual understanding or the information; or it can be about some of the design or any features that you think are particularly important or things that you think are important when you’re looking at them. So, this is a not at all a test in what you find in there or don’t find in there. This is purely getting your reactions to them and what you think.

Very quickly to the consent form: you can tick the things you want to agree to. You’re free to leave at any time if you want to withdraw from the study; as well as if you agree to have your picture taken while we’re doing this.

RH Then sign it on the back – that’s the important bit.

WA Sign and date. Today is the 20th.

((Form signing and housekeeping notes))

WA We’ve done the confidentiality forms. Just to reiterate what we are looking for are your genuine responses to these visualisations that we look at in the second portion. So, that’s really what we’re asking for; not a test or anything like that. Just to recap, three portions: we’ll take a look at your diary keeping; then we’ll look at the visualisation; and then we’ll come back and have a chat afterwards.

RH As we begin would you mind saying your names?

WA Maybe just a little bit about what you do at [Charity 1] as well.

SALLY My name is Sally. I work at the [Charity 1] International Secretariat. My main role is confederation developments, including fundraising. I’ve worked in the [Charity 1] family for 25 years.

HORACE I’m Horace. I work at [Charity 1] GB. I’ve been there for about two years now. I currently in the UK programme as programme assistant, which is mainly dealing with communications as well as with partners and fundraising. Previous to that I’ve worked in trading and humanitarian departments.

RH I’m Rosemary Hill and I’m from the University of Leeds, researcher on the project.

WA I’m Will Allen; I’m a researcher on this project as well, based here at the University of Ox.

## How aware of data visualisations were you prior to participating in the study?

RH How aware of those visualisations were you before Will contacted you about taking part in the study?

HORACE I think I was saying to you before we started is that as part of my role is we do a lot of communications based work, and a lot of the work I do is not necessarily making them but at least distributing them. So, for example as part of the Ebola response we’ve got on at the minute we use a lot of visualisation for that. So, instead of saying x amount of people in x country is affected, it’s more the one in five and an image of, say, five stick figures and one of them is coloured or something. And it’s putting that data onto Facebook or Twitter or something.

RH So, quite aware then. What about you, Sally?

SALLY I haven’t really thought about it that much. I use it at work in quite a similar way, but I try to look at non work stuff, the diary, and every day I check the BBC News website. So, I’ve got a couple of examples really of stuff I would just glance at, and started thinking about that a bit more carefully. And also in newspapers, you know when they’re trying to represent something, not that I read things like The Sun and the Daily Mirror, but they have very basic images that a five year old could have drawn; and then if you look at the Times they’ll have a more complicated one.

WA What do you mean by basic, sorry?

SALLY Something like they’d joke about it on programmes like Have I Got News For You, if there’s a complicated political situation the Sun would have a stick person and an arrow or something, ((laughter)) and the Times would have a really complicated chart – so that kind of thing.

RH You mentioned that you didn’t look at work ones; does that mean you work with visualisation?

SALLY Yes. I do similar stuff I think in terms of fundraising and humanitarian work. I did actually pick up one that was looking at how mobile phone data can be used to track the spread of Ebola. At the moment that’s very much at the top of our minds at work: it’s just been declared a category one emergency the other day. So, everybody is supposed to drop everything and focus on that. But I did try to look at sort of more normal work things.

## Did you encounter many visualisations?

RH Did you find many non-work visualisations to look at?

HORACE I found quite a few, mostly in things like the Guardian, and the BBC website as well.

SALLY Yes, there’s quite a lot there.

HORACE They were doing quite a lot of stuff where they have news stories and it’s more pictorial. You scroll down and the story develops as you scroll down, it brings more information in. Also similarly on the New York Times’ website there have been similar presentations.

RH And did you find many?

SALLY I tried to look at things that I wouldn’t normally look at. For example, one of the things in my diary is to do with football – which I’m not remotely interested in – but it was a chart of how much the season tickets cost for each of the premier league football clubs: the cost of the season ticket, a normal one-off ticket, a cup of tea and a shirt or something at the different clubs. So, I looked at that because it’s not something I would normally have looked at because it’s to do with football. So, yes I was just trying to look at stuff that I wouldn’t normally see at work, so just a bit different.

## Which were particularly noteworthy?

RH So, were there any that stood out as being particularly noteworthy?

HORACE I’m going to piggyback on what you said. I saw that thing about the cost of football.

SALLY Very basic.

HORACE It’s quite basic, that’s what I was thinking. Like yourself I wouldn’t normally look at it as I’m a massive rugby supporter and not fantastically keen on football. But it’s just kind of simplified, almost to the point to what you said earlier, childlike. Granted it’s not very difficult; it’s not like dealing with Ebola. There are not a lot of data points. It’s Arsenal costs x amount per ticket and then you compare the data across Leeds or across the whole confederation. It was, I wouldn’t say insulting, it was fit for purpose, but it just seemed quite Spartan really.

SALLY They could have done more. You could have been able to sort the data according to what was the cheapest to the most expensive for a cup of tea. You couldn’t do anything with it; it was purely an alphabetical list of the top I don’t know however many, ten clubs or whatever.

HORACE There was no manipulating at all.

RH So, it stood out because it was…

SALLY Not very good. Absolute minimal: someone could knock that up in ten minutes.

HORACE Exactly. It imparted the information I needed to know in that I could quite easily see, I don’t know, QPR has the cheapest season ticket or whatever it was. But the fact that I can’t say to you who has the cheapest season ticket probably it’s fair to say how much data I actually took from it. And also, you’re completely right, there’s no data sorting at all.

SALLY No, you couldn’t do anything with it. You couldn’t click on it. It was just top level, static.

HORACE I come from a town where there’s a league two club, and I had to scroll through to find everything for league two if I wanted to find out what my hometown team is like; instead of the whole top line thing which would have been a lot easier to say okay, what’s the cheapest – so sort by cheapest and then Leeds or whatever it was. It would have been a lot easier that way.

WA Were there any that you really liked in your dairies that you came across, or you thought were interesting?

SALLY There was one that was interesting which was about cats. You might not like animals.

RH I love cats.

SALLY There was that series where they put the cat camera on.

WA The Secret Life of Cats or something; I saw that.

SALLY And they were comparing cats who live in the countryside where there might be a lot of cats and they’ve got a lot of space and they get on. And then I think there was a street in Brighton where within one street there are 58 cats sharing one street so obviously, because they’re very territorial, they don’t get on. And there’s one house that’s got four cats living in it, so there was a kind of – it’s in my diary – a 3D thing of the house and then where each of the cats like to sleep: there’s the bed, the chair and wherever. And then where they fight when there are too many of them.

But I was thinking they might have nice images of the different cats; but they were just different colour blobs, which was a bit disappointing. I thought they could have made a bit more effort. The way they did the 3D image of the house was good. But then the actual things that were meant to be the cats were just like red blobs, so that was a bit disappointing. I thought they might have made an effort to put a little cat symbol or something.

RH Cheating.

SALLY Yes, they did miss that opportunity.

WA What was impressive to you about that visualisation specifically?

SALLY The way that they did the house: they separated the three floors of the house so you could see where the cats went and where they had a fight, because there were too many of them going in one room or whatever. But it was just the way that they represented the actual animals I thought wasn’t very good. It was medium; it would have been good if they had put different looking cats and things.

HORACE I’m a big rugby fan. I lived in Northampton and had a season ticket for 16 something years now. On the rugby website there was a link to – I can’t remember the name; I’ll have to check the diary – but the official governing body’s website, who had data visualisations of how much social media each club has; which was only interesting because A, because it was quite easily portable – so you could look at it by year, by league, by club, whatever you wanted to do. And it was clearly presented, so for example if I wanted to take all the teams in London, say the five teams in London and compare them, I could just track through and the data would then emerge within an animation. So, it’s actually physically impressive to look at. And that kept my attention, more so I’d say than if it was just a static image and then it would load up a page with a pane of glass and with data on it.

Also the level of detail was very interesting. You could have just had London Wasps have 15,000 followers on Twitter and Northampton Snakes have 13,000; but it was things like which hash tags are used during match days and amounts of likes on certain posts compared to others. And it was a minute level of detail on things which I actually found really interesting, rather than just top line basic information.

WA So, you could get into quite detailed examples of tweets or events, things like this.

HORACE Exactly. So, they knew on a certain day 13 people put a hash tag about a certain player or about a certain score or something. Or it could go top line x club has so many followers compared to another club. Or you could do it geographically for the Snakes for example.

## What kinds of reactions did they provoke?

RH So, were there any strong reactions you had to any of them?

WA Or feelings that you had when you looked at them?

HORACE I would say probably the two I referenced earlier, the BBC and New York Times do a lot of animated stories as you scroll through. The BBC one was a story on Sealand, which is basically someone has bought an ofSallyhore hill and they’ve declared it as a country. ((Laughter)) I’m not quite sure it’s recognised but good luck to him. The point is it could have just been a casual story on that. Then you scroll through and you have visualisations appear as you scroll through. They swarm up from the bottom of the screen on say new countries since x date, or whatever the information was. Probably it doesn’t bear well that I can’t recall what the information was. But it was just the fact that I’d looked at it and gone I’ve actually never seen anything like this before. Rather you go on say Facebook or Twitter and it’s just static images, and it’s just a row after row of static images.

But when I looked at that it was probably also the source as well. On BBC I expect video or audio clips; but I don’t quite expect that level of presentation.

RH So, it was quite a surprising one for you. It was a lot that was unusual.

HORACE Yes. It wasn’t like I was looking on a specialist website. I’m so used to just seeing the static kind of page, just the odd infographic, but nothing like that.

RH What about you; were there any prevalent reactions or feelings?

SALLY There was one in my diary that was from the BBC news website. It was a visualisation of how mobile phone usage is being used to map population spread and Ebola spread as well. I don’t know if you’ve seen that one as well.

HORACE I didn’t, no.

SALLY It’s not very good. Because it was linked to my work I thought it was going to be really good. It was just a map of the world and then sort of a visualisation of how mobile phone usage spreads. But it did make me think that the countries on the map weren’t labelled in a lot of instances; so unless you had a fairly good geographical knowledge of Africa – which obviously we do have working for [Charity 1] – but for someone else reading that it would have been absolutely meaningless to them. I think there were just red dots meant to be major cities or something, without labels. Unless you knew that part of the world, West Africa, it was pretty pointless.

HORACE On that you’ve obviously you’ve got the three countries, Nigeria, Guinea and Sierra Leone. How detailed was the map? Obviously you and I would look at it and go: that’s Sierra Leone and that’s Nigeria. But how much…?

SALLY The general public probably wouldn’t. It was on the BBC News website so I suppose you would assume a fairly good geographical knowledge; it’s not like it’s the Sun website or something. I think most people would have looked at that and thought oh god.

RH So, what was your reaction when you looked at it? Because you described it but you didn’t say what your reaction was.

SALLY My reaction was that looks really interesting and I read it and thought well, I can make use of that because I work for [Charity 1]. But I was just thinking how useful is that for other people. Initially I thought it was really good; but then I thought maybe for other people it’s not actually that useful.

RH So, it actually got you to reflect a bit about it?

SALLY Yes, a bit.

RH That’s really helpful and I really look forward to reading through your diaries. I notice you’ve included ((0:20:56?)) so that’s brilliant to compare when you’ve got the same ones as well.

We’ll move on to the next part of the focus group.

WA The next bit we’re going to have you look through a set of visualisations. You each have a packet of materials, and I’ll briefly walk you through what’s in the packet. You have a number of these note sheets, which should look familiar because they’re exactly the same as your diary keeping ones with the same kinds of prompts on the side to get you thinking. As you look through a visualisation that we provide you I’ll just ask you to jot down some thoughts in some of these broad categories. These aren’t questions you have to answer for each one, but things to think about and keep in mind. If you think something is important then write it down, whether it’s a prompt or not.

Also along with that are a set of these small little miniature thumbnails of different visualisations. And what we’d like you to do with these is on your large sheet, which is also on the back of your packet, it looks like this, it’s a 2x2 grid where the two dimensions are if you didn’t like it on the left, and then if you liked it on the right; and then if you learned something from the visualisation on the top, and if you didn’t learn something at the bottom. What we’d like you to do is as you go through a visualisation at a gut level take the corresponding thumbnail to whichever one you’re looking at, put a bit blue tack on it and stick it wherever you think you want to place it, and as a gut level at a broad level where you think you want it to go. And Rosie has an example in larger print of what they may look like. So, Dane, the BBC one which he’ll go through, he didn’t like it but he did learn something from it. So, that’s why he’s stuck it in that corner.

Again, there’s no right or wrong way. This is purely a gut level where you think the visualisation will go.

SALLY Are you supposed to grade it so within each quarter – and if you’re not sure you put it in the middle?

RH Yeah.

WA If you really didn’t like it, further over; if you liked it a lot put it further up at the top. Equally if you feel hm, I learned a little bit, then clearly appropriately. But it’s not an exact scale.

RH So, the visualisations are on the screen, and if you click on the orange link of text that will take you to the visualisation. The home button on the top right-hand corner will take you back to this list at any point. Number four, the clicks you don’t like is the paper one, and that’s just over there somewhere and we’ll bring that over.

So, to reiterate: write down what you think about them; stick the thing on here and don’t forget to put your name on it. Can you please go through the list in order? Just spend as long as you want on them. Don’t worry about getting through the whole list. We’ve got about 40 minutes for that so that will take us to ten past.

WA Any questions? ((Disagreement)) If something does happen with the technology, a router crashes or whatever, let us know and we can start it up for you.

((Background talking as group begins exercise))

## Let’s start by looking at where you placed each visualisation on the grid.

RH So, shall we start by you holding up your grids so we can see things? That’s interesting, you both put the census data one in the top right and learned something.

WA Then you had a small disagreement on the BBC one. It looks like a difference in terms of whether we liked it or not; then a slight one on the media one, the text one, on whether you learned something or not as well; and you got to the fourth one, the Rihanna one. Clearly didn’t like that one.

HORACE I really didn’t like it.

WA Didn’t learn anything from it. That’s interesting. What was it about the census one that made you both put it in the upper right-hand corner, where you learned something as well as liked it?

HORACE I just think it was very well laid out. It was just very easy to find what I wanted. I wanted a particular level data I did get it. And also, not like this one, it’s not overbearing.

RH This one being the Clicks Don’t Lie?

HORACE Yes, the Clicks Don’t Lie one, which is just a lot of colour and visuals and things that doesn’t need to be there. Whereas this is just simply: okay, I want x information; I want it presented y; here it is. I’m not going to struggle to read it; my eyes aren’t going to be sore from reading it. So, it’s very easy. It’s also the y things I can compare things across. So, I’m from Northamptonshire, so I compared east and south Northamptonshire. It’s was something I could just click on it, do it, put them side by side; instead of having to scroll back and scroll forwards. Also the migration, probably like yourself, as it’s something from our profession is something that’s in touch for us anyway.

RH So, the subject matter was interesting for you.

HORACE Yes.

RH What were your reasons for putting it in that top right corner?

SALLY I also found the subject matter very interesting. I like the visuals like the plain colours because it’s a fairly serious subject matter; it felt right just to have a navy blue background and quite plain visuals. As you said, it was easy to get the data you wanted. There were no extra pictures or cartoon like graphics or whatever; it was very direct. It was also very interesting. I learned – I didn’t think the figures were that high so it was very interesting. I learned something from it.

HORACE Likewise, as I was saying, we’re both in that sector where we come across data quite regularly. But even looking at something, as I say I looked at my hometown, and I went oh, okay. I could understand the sense of things. But the actual data itself I was a little bit surprised at: it was either higher than I thought or it was lower than I thought. It kind of changed my perceptions of how I looked at it. For example, there were more South American migrants to East Northamptonshire than I thought there were.

RH There were more?

HORACE Yes, there were more. Because I didn’t think it was a particularly high population, because it tends to be Poles, Lithuanian and Eastern European. But apparently there’s quite a high proportion of South Americans in East Northamptonshire; which on reflection is probably true, but that’s never occurred to me that I could be possibly biased subconsciously of how many people – possibly because it’s more noticeable. I don’t want to sound… but if you walk through town and you hear a North American he’d be speaking English so you probably wouldn’t think about it. Whereas somebody speaking Lithuanian, so it’s a bit more, even if you’re not consciously thinking about it, if you hear a different tongue your brain would consciously catch onto that. So, it’s possibly my perceptions and what is actually reality has been altered slightly.

RH So, there’s perhaps a change in your mind?

HORACE Perhaps. I actually will go back and look at this later.

SALLY So, they’re real sites; they’re not fixed ones for this?

RH Yes, they’re all real.

WA Part of the point is that these are real things that are out there. Another one that you both got to was the second one on media. So, there were two visualisations about immigration. What did you think of the media one? I notice that there was a bit of difference in that one.

RH Sally, you said that you liked it but you didn’t learn anything from it.

SALLY Yeah. I’m involved in media a bit in my job and it just sort of confirmed what I thought that most of the press, especially the tabloid press and things like the Daily Mail – the middle things, or whatever it was called in here – are very negative about immigration and refugees and things like that. So, to me it confirmed what I thought I knew already. But I do quite like it.

WA What specifically did you like about that visualisation?

SALLY Again, it was quite plain. Obviously because it’s Ox University migration observatory it was the same sort of format and everything. I liked the way it was quite snappy; things came up. I don’t know whether you were supposed to be able to, like when one of the headlines came up I couldn’t click on it and go behind it; it just came up for less than a second. I didn’t know whether that was just part of the thing: just a very quick image that you just, you know.

HORACE Yeah, I got the same thing.

SALLY I was trying to click through but it had gone.

WA But you couldn’t go through the ((0:32:52?))?

SALLY No. But maybe that’s the thing, there are hundreds of different images, and that’s obviously the point of it. But I think at work in particular I’d be used to seeing that sort of data and then you’d go through and follow it up, which you couldn’t do.

HORACE That’s what I put on my notes is that I would like to actually see the data behind it.

RH When you say the data what do you mean? The newspaper article or?

HORACE Well, it’s not just that. The first one, the census one, for example had it by migration, by country, by gender, by age, by employment or whatever it was, and you could see the actual percentile; you could see the bar charts; you could actually see how many by number. Whereas say for example the amount of references to a particular term in a newspaper you could do it by highbrow to lowbrow publications; but I would like to know how many people for refugee said failed, compared to a more positive term. Or if it’s a case of there were 192 references to this and 191 references to that, or there were two references and 180. It was kind of comparing, but okay, they’re all commonly mentioned, but how commonly is commonly mentioned? I got a very top level overview, which was definitely useful information, but it was just I would like a bit more to be able to make an informed decision about anything I saw on that.

WA So, you would have liked maybe to be able to see the actual numbers behind the amount of coverage, for example?

HORACE Not necessarily the actual numbers, but at least to be able to compare graphically. For example, even if it’s just the top five or bottom five, most referenced, least referenced, or whatever it is, and just have a point of comparison. Because if you just open it up it’s just got a list of words which obviously they’re different hues depending on – I wasn’t absolutely sure what the different hues were; they were really referenced or they weren’t referenced. There wasn’t a kind of FAQ on the side saying: this is how much; this is what corresponds to what. For example, if it’s colour led that there’s 50 to 100 references; or if it’s just an abstract we’ve coloured it because it’s got to 100 and we’ve just put that colour in.

WA So, there wasn’t clarity on what the different colours meant?

HORACE There wasn’t so much clarity on how they’d got that information. It was definitely useful; it’s just the clarity about how that figure was reached.

RH Did any of these arouse particular feelings in you?

SALLY I felt really bad that there’s so much negative stuff in the press about refugees and migrants. Maybe that’s just working for [Charity 1] we’re a bit biased, but it just makes you feel a bit for refugees or people who are refugees or migrants who are coming to live in this country and then go out and buy a newspaper and all the articles are negative and they’re portrayed as scroungers and all the rest of it. You just feel that is such an unfair biased view. Not that I’m writing the articles but it just made me a feel a bit sorry for refugees and migrants that that’s the view that some British people have.

HORACE I have to agree because coming from our perspective we actually see the actual countries that these people are coming from, why and what they’re actually escaping. We see the context behind it. Whereas if you pick up something like the Metro, you pick it up and read it for five minutes on the tube and then put it down, if you’ve got that much, not bile, but disproportionate amount of negative image behind it and you’re only exposed to that information for five minutes, you’re sitting there Kings Cross to Euston or whatever it is and you read that, and you do that day in and day out and it’s the reinforcement of that imagery. You’re completely right: it just seems an unbalanced view about how much negative imagery there is. I was saying about that visualisation where the amount of words per broadsheet or per tabloid appear, and even if they were in broadsheets they’re still negative. There seem to be less negative or less occurrences of it, but no matter where you went it was a negative bias towards immigration.

I didn’t learn that much because I obviously know that that is the kind of case in the media. That’s why I liked it but I didn’t learn so much: it just kind of reinforced what I already knew. That’s what you were saying.

## How did you feel?

RH But you had strong feelings. Would you put negative feelings?

HORACE Hard to put into words.

RH Sally you were saying you felt bad.

SALLY Felt guilty for being British, or not being British, but that kind of portrayal of people coming to live here, because it’s not representative of everybody’s view.

HORACE I would even go a bit stronger than that: I would say ashamed – not necessarily of being British but of the media as a whole and about people’s desire for good quality information in that, this is not in ((0:39:02?)) itself but in the quality of reporting and not people asking for good quality reporting and actually fair representation of it. But also in the fact that, you were exactly right in what you said, if somebody came here, various shades of south Sudanese or they were a legal migrant from Poland, and they pick up the paper and they read it and the first thing they go is EU is awful, or refugees have taken our jobs or murdering our children or whatever it is. It’s that kind of constant battling over the head with these images of negative; even though Poland people contribute an incredible part to our economy and to our culture. But it’s that sort of thing; I’m kind of ashamed to live in a country that, even though these people have given up their lives and come over here and given so much to us by and large, we constantly belittle them and shout them down. I’m a little bit ashamed to be in a country that has a media that is like that.

RH Very strong feelings.

SALLY I can empathise with that.

WA Thinking about the one we haven’t talked about yet, the BBC Sport, the Olympic one. There was a bit of a difference in that one: you’ve disliked it but you’ve learned a bit. So, what is it that you didn’t like about that one? You’ve put it quite far over actually on the dislike.

HORACE It’s the same way case as the Clicks Don’t Lie one: I just think it’s ugly.

WA Ugly?

HORACE This way it’s plotted – I have to really look into and look into how that is compared to x and y on the graph, compared to the census and the other migration ones where it’s just okay I want data x and data y and compare it to z, I just go click, click, click and there it is. Whereas that one is unwieldy to use and it doesn’t actually tell me that much; I put in my weight and my height and it just comes up with this seemingly abstract plot graph that is interesting, but only to an extent of okay, so that’s how I compare to athletes. Great. I’d look at it for 30 seconds and move on.

Whereas the migration one is there is so much level of data in there I could spent quite a lot of time going okay, I wonder what it’s like from the north versus the south, or East and West Northamptonshire or whatever it is. Whereas that, as far as I could see, there was a single you went to the two pieces of data and got the result. And that was as far as you could go; it was the only thing it gave you.

I just feel it could have been a lot better represented.

RH You liked that one a bit more Sally.

SALLY I liked it but I actually remember seeing it when it was first on the BBC website and I didn’t bother going through. I remember thinking well, there’s not much point; I’m not that interested in sport. Maybe someone who is, who’s training and is very sporty might find it more interesting. But I remember at the time just going past it and not doing it. I did it this time. It just came up randomly as a diver. ((Laughter)) Which was quite fun, but again what’s the point of it? I’m not a diver; I’m not going to be in the Olympics.

HORACE Words.

SALLY I didn’t really see the point. As you said, it just does one thing and then it stops.

HORACE And even more to that is you remember that you were a diver. I can’t tell you what I was.

WA You don’t even remember?

HORACE I don’t remember, no. Whereas I can tell you, I can remember information from there and even though the Clicks Don’t Lie, I don’t particularly like it, I can still actually remember the general idea of what the information was, not specific figures, but I can tell you Shakira has 100 million likes or whatever it is on Facebook but Rihanna is best on Twitter. Useful to know but ((laughter)) it’s that kind of thing.

Also I went to two events at the Olympics, I ran the London Marathon the year after, and I’m a massive rugby fan and cricket fan and various sports, unlike yourself who has a limited interest in sport, somebody who would be more interested in that. I think I took less away from it than you did.

## Which subject matters interested you? Which did not? Did your level of interest in the subject matter affect your response to the visualisations? In what ways?

WA That raises another question of our interest areas. So, when you think about the ones that you looked at, were there ones that you found more interesting and ones that you found less interesting because of the subject matter?

SALLY For me the most interesting was the migration figures.

RH The census or the news?

SALLY The census one, yes, because it was a subject matter I was interested in. also I didn’t know those figures; they quite surprised me.

WA Did you search for specific places?

SALLY I didn’t like that bit of it; I actually wrote that down on the feedback. The way they just had all those circles, I would have just preferred a straightforward map of the UK.

HORACE Actually I got exactly the same note.

SALLY You could go straight to your hometown or whatever.

HORACE Whereas I had to look going okay, I think I know where Northamptonshire is.

SALLY Yes, I kept getting Bedford and places and I was trying to find Ox. My geography is quite good of Africa but it’s rubbish of the UK ((laughter)); it took me quite a while to find Ox.

WA So, actually that map you both found confusing?

SALLY Yeah.

HORACE Yeah.

SALLY Why didn’t they just have a normal map of England and Wales, those were the two countries covered, and you could just click on your…? I didn’t see the point of all these bubbles.

HORACE Aesthetically it was very nice, but practically no.

SALLY Yeah, but it wasn’t useful.

HORACE But that was actually the only part of the website I thought that’s not practical; everything else was incredibly well designed and it was very intuitive. Unlike, as I was saying earlier, having a guide how to do it; it was just okay I want to know by gender, it was just that and it was there. It was nearly the case of just point and click and just go; compared to even the other one, the media one, was a bit more convoluted I think. Whereas the census one it was you can just pick everything up and it would be all one screen and you can go back and forth quite easily. Whereas the one on media had the four questions and you had to click through, all the way through from one to four. And if you wanted an answer on the first one and you were on the fourth one you click all the way back. I would have preferred a top down that went okay, you want this question here, go. So, it’s a lot less user friendly I thought.

RH In terms of the subject matter did you agree with Sally then?

HORACE Exactly, and also on the two websites as well. I found the media one interesting, but I really found it more interesting on the census one.

RH So, they drew you in?

SALLY Yes.

HORACE Yes.

RH Did you spend a lot of time looking at those then? I notice of the nine visualisations they wanted you to look at you didn’t get through very many of them. That’s not a criticism; that’s just an observation. Is that because you spent a lot of time looking at those?

SALLY I did with the two migration ones. I didn’t spend so much time on the athlete one. It was something doing myself and then there was nothing else you could do on it anyway.

HORACE Exactly.

SALLY It was just in about three minutes you’d done everything you could do.

HORACE I seemed to have spent a disproportionate amount of time on the athletes’ one, because I spent most of my time on the census one and quite a bit of time on the media one; whereas the Clicks Don’t Lie one I looked at for five minutes and just put some notes on there and dismissed it. But it’s because of the ordering I think of having the Olympic one. Once I’d got into it I couldn’t actually think about what I was going to write. But when I looked at the Olympic one I’d have looked at it probably more so if it had come third or fourth.

WA Interesting.

HORACE But as Sally was saying, because there’s very little you could do with it. It’s just a case of you put your data in and then you spend the next five minutes thinking, trying to find the next bit that you click on and trying to find what else there is. Then you realise it’s actually just a single infographic and that’s it. But the migration ones, on the census one in particular I spent ten, 15 minutes just clicking through comparing Ox to x, y, z just out of interest, just seeing what it is. I said before I’ll probably go back to it tomorrow or later tonight to have more of a look.

SALLY Yes, I would go back to it.

## Trust is an important thing in visualisations. Did you ‘distrust’ any of them? Which ones? Why?

RH Do you feel like you trusted the visualisations or not?

SALLY One comment that I put is that – that’s why I asked you just to make sure they’re real sites; they’re not ones you’ve fixed up for this – but Ox University does give a certain authority. So, you would think if that data is on the Ox University migration centre, or whatever it’s called, then it is probably going to right. Even though I was quite surprised by some of the census figures I did accept that they were true, mainly because it’s from Ox University.

HORACE I actually have the same bent on it in that saying it’s from Ox University I automatically assume it’s true.

SALLY Why would they put something that’s not true?

HORACE Yeah. Even though it’s quite possible it isn’t, but it’s just that initial 30-second perception and you go okay, it’s got the Ox University stamp on it; it’s got to be okay.

SALLY A brainy one. ((Laughter))

HORACE It’s the same case for the BBC.

SALLY Yes, BBC website as well; although they do make quite a lot of mistakes sometimes.

HORACE They do. But it’s also the data behind it because it’s not contentious. The BBC one, okay they’ve obviously gone to the AOC website and just got the weigh ins and heights of athletes off a database, compiled it into a database and just spat out this infographic. There’s no contention in it at all. The same case with the Shakira one: you can quite easily go onto Facebook and go okay, Shakira had at this time of printing x amount of likes – that’s as true as it’s going to be. It’s very easy to get a sample. Whereas this one…

WA Which one are you pointing to?

HORACE Both the migration ones. It’s how the data was collected and is that a case of how many people is that representing? It’s like they’re saying 15% of people in x place are female immigrants. Okay, but is that a case that you’ve asked 2,000 people or you’ve asked 17? Probably I could look to the data and seen it, or if I’d had more time to look at it, but I didn’t see an immediate place I could go to see what are the facts, what’s the research behind this.

SALLY The census data you can go and look that up.

HORACE I probably could in that respect.

SALLY A government website somewhere.

HORACE Exactly. But going back to what you said, being the Ox University, even without thinking about it, you go it’s trustworthy.

SALLY Although that data could be something that is spun by the media. Something like the athletes’ weight, that’s not contentious data; there would be no reason to lie about an athlete’s weight. Nobody cares to be honest – well maybe you do if you’re a weightlifter or something. But the migration data that is something that the media do pick up and try and twist it.

HORACE Also even if they were reporting less, as in we were reading a Mail article referencing this survey, I think I would have been a bit more biased.

SALLY Yes, because it’s straight from the university you just assume it’s right.

HORACE Exactly, you’ve got the data. It’s not secondary research; it’s straight there.

SALLY There’s no media behind it or anything.

HORACE No, there’s no spin on it.

SALLY It’s just data.

HORACE Also I think if it was media it’s a case of what media I would trust as well. I would be more inclined if it was in The Times or in The Guardian; I’d go okay, that’s probably correct.

SALLY But not if it’s in The Sun.

HORACE But it’s in the Mail, Sun, the Mirror, possibly even the Metro, just say hold on a second, where do they get this data from. But I think it’s a case of thinking about it in that how much do I trust it at a gut level and how much do I trust it at a statistician level. As you were saying, you immediately look at it going it’s Ox and think fine without questioning it. But if you said it’s the Mail the first thing you’d do is question it. It’s just the source of it. it could be exactly the same information; but if you put the same data into a different website, put the same data, exactly the same thing, but you change the logo on the website to an obscure Scandinavian university I probably would have gone oh, it’s probably okay but I’ve never heard of the university so I’m going to look a bit more into this. Whereas the Ox one I kind of just assume it’s okay.

RH Interesting you wouldn’t think of a Scandinavian website of not trustworthy. ((Laughter))

HORACE I don’t know if that’s subconscious. I like the Swedes! ((Laughter))

## Which visualisations were easiest to understand? Which were hardest? Why do you think that is? (chart type; colours; interaction design; annotation (is more or less info needed?); layout)

RH Which one of these visualisations was the easiest to understand and which were the hardest?

SALLY The easiest to understand I think was the sport one in that it was so easy to do. But it was a bit pointless; there was nothing much to understand. There was nothing to it really. You didn’t have to think; as long as your weight and height or can guess it that’s all you have to do.

HORACE I think I would go for the same or the census one, just because the layout of it is simple compared to this. I probably would have preferred to have two or three ways of displaying it, the BBC one.

SALLY Yeah, I didn’t get those orange things.

HORACE Having a scatter graph is understandable but you can’t… say for example for the census one if I wanted a percentage, say, to know it by gender, there are two options, it just comes up in a pie chart I can just go okay, 52% in x location aren’t male or whatever it is.

RH With that BBC one are you saying that it’s easy to understand or are you saying that it’s hard to understand?

HORACE I think it’s easy to understand but I actually have to be more conscious of it. I have to be more alert to it because there is so much data presented compared to the census one which is more limited – you can get the data down to such a point where you can understand it a lot easier. For example if you had the gender one there are only going to be two points of data on there: male and female; or you have the age groups and you could bracket it by the age groups. You can just look at it first glance and get the information you wanted. Whereas that you look at it and go okay, fine, but in reference to what and what does it actually mean. But in terms of having a mathematical level of understanding no, I can just look at it for 30 seconds and get the answer I wanted, but I’d have to put more effort into understanding it.

RH So, it’s simple but only on a level. Which ones were harder to understand then?

SALLY I didn’t fully find any of them hard to understand.

HORACE No.

SALLY We only looked at a few.

WA Were there any elements within those visualisations that you found hard to read or understand or get information from, because some of these had more than one type of visualisation? For example, the census one had pie charts but also the map; the media one had graphs as well as lists of words. So, were there specific elements within the visualisations that you found difficult, if any?

HORACE I would say the Clicks Don’t Lie one in there they’ve got a physical representation of the amount of Facebook likes and then you’ve got the number. I can’t see the reason of having this much and then having the number so small in comparison to it. So, it’s a simple case that you could have made that font four or five times larger and had one of these and I still would have got the exact same amount of information. Whereas I’m looking at that going okay, so what does all this mean; it doesn’t actually mean anything. That’s the information that I want. It’s cluttered, simply, it’s just cluttered with pointless… because that doesn’t tell me anything.

SALLY There aren’t 10 million of them anyway.

HORACE Exactly. It’s like putting candles on a birthday cake: if you put one it could mean somebody is one or 30. The actual information I need to take out of this; they’re just adding a lot more information, not even information, just chaff into it than I need. Whereas the census one is just there. It’s just okay, I need x data, here it comes.

## Tell us some things that you learnt from looking at the visualisations.

RH Can you tell us some specific things that you’ve learned from looking at these three in your case and four in your case, anything specific that you’ve learned?

SALLY I’ve learned that I’m the same height and weight as an Australian diver. ((Laughter)) There are only three athletes that weight less than us in the Olympics.

I didn’t realise that the census gave so much information on migration. I can’t remember what; I think it was 20 levels at the last one. I filled it in but I can’t remember all the detailed questions. So, that’s quite interesting to know that level of detail that you get from the census. And the overall figures I learned were quite interesting, the different areas, so I learned some information about migration into the UK.

RH Are you thinking of an overview view or particular statistics?

SALLY I can’t remember all the different figures off the top of my head, but as I was looking at it the different numbers from different, not countries, but areas, like Europe or whatever, the kind of people that have migrated.

RH So, it was more of a general?

SALLY General, yes.

WA Did you look at certain regions when you searched?

SALLY I just looked at Ox and a few parts of London that I knew.

WA Which bits of London?

SALLY South London more. I did wonder what percentage – which they don’t actually tell you – of the population actually completes the census. It’s obviously not 100%; there’s obviously a margin of error. Also whether people would lie about something like migration if they were worried if they weren’t 100% legal or for whatever reason, whether people had actually lied about their status.

HORACE To add to that point is migration, the amount of people who would be responding to it, depending on country of origin. So, you’re somebody say Poles, Lithuanian, Spanish, Portuguese, Dutch who has quite easily legally moved here, compared to somebody who maybe Afghan, Sudanese or whatever are unlikely to actually identify themselves as home owners perhaps as well, or residents in the first place to actually target them. And then the data you get off them might be representative. They say they have two children when they actually brought four with them or something.

SALLY I was just thinking they might be worried about where this data is going, if it’s going to the Home Office or something, so they might have lied. So, there’s obviously a margin of error in there.

HORACE Also, in your work as mine, is the country it’s coming from has a trusted government. Somebody coming from Yemen nearly wouldn’t trust our state, our government. So, actually being willing to give data in that reason is I would second guess the data. Personally I think it’s probably largely representative of what the actual picture is; but actually being able to quote 80% I would have to err on the side of caution and say the majority of, rather than being able to say it’s a particular figure.

WA If you were to use this visualisation or this data how would you go about using it then? Because you’ve mentioned some of the problems with the data itself.

SALLY Probably go back to the source; I’d try and find the government website where all this census data is. I’m sure on there they have to give some disclaimer of the margin of error, people lying, or some people don’t want to tell the government things about themselves.

RH Or write.

SALLY Yeah, or can’t speak English or whatever. So, I would try and find out, go back to the original data, and try and find out how true it is or what the margin of error is or whatever.

HORACE You’re definitely right on that respect. But I would also think and how I would and why I would want to be using that data. If I’m coming from a UK programme I’m wanting to talk about how many people are earning under a certain amount or working a certain amount of hours or have x amount of children or whatever, and being able to say with authority if it’s like an internal piece of information that is not only presented to government I would probably be more willing to use the information more liberally than if I was putting a report together that was going to go externally. So, I would by and large trust the information, but it’s just the level I would disclose – as I was saying five minutes ago – if I was to say to somebody internally I would probably say it says 8,000; but if I was to put it externally I would probably say 80% - just for the context of it.

## Did any of the visualisations change your mind about anything? How?

RH So, did any of the visualisations change your mind about things? You mentioned earlier thinking about Northamptonshire and the amount of South Americans there; you said you changed your mind about that. Was there anything else that either of you thought I haven’t heard about that before?

HORACE Oddly interests as well, saying about how different interests are in sport. I have no interest in popular at all, but my first thought wouldn’t be: oh, Shakira is the most popular person on Facebook. It’s being able to – I know it’s a banal thing – but I didn’t actually know that before I came here. I’m probably going to forget it by the time I leave here. But I took that learning definitely from that; and also knowing how many followers Katy Perry has on Twitter. It’s of no interest and no use to me and, even though I didn’t particularly like the graphic, I certainly took that from it.

RH You learned it in spite of yourself.

HORACE Exactly. ((laughter))

RH Is there anything you would say it changed your mind about?

SALLY I wouldn’t say it changed. I would say it reinforced, the one about the media, how I feel. It’s not great the way that refugees and migrants are portrayed. But I wouldn’t say it changed because I had that view before; it just reinforced it I think.

But the BBC, the athletes’ one, didn’t have any effect on me to be honest.

HORACE I just thought that seems interesting. But what use is it?

## Did you feel there were things you wanted to know that the visualisations didn’t tell you? Can you give examples?

WA Was there anything that you wanted the visualisations to tell you that they weren’t telling you or didn’t present?

SALLY The BBC Sport Olympic one I was expecting there to be another thing to it. It came up with this picture of a diver and plots me on that orange scatter graph. Then I thought it might do something like compare you and you say how many press ups you can do or whatever. I don’t know. Then it says you could be a whatever, and it just didn’t do anything. You couldn’t even do it according to gender; you’re just comparing yourself to all the athletes. I thought the least you could have done would be just compare yourself to the women, which would have been more realistic.

HORACE I would have liked that too.

SALLY Just do something with it. Just that was it.

HORACE I would have liked to be able to compare myself with other people that had filled that in before me. I had filled in that I’m 27, and that other people who are 27 asked see about what they got and that sort of thing. It’s not about the amount of information I want to put it; it’s just I go in there and look and put my height and my weight in – that’s quite easy to do; I can do that. But if I get presented with a format: how old are you? Where are you from? How tall are you? What’s your weight? What’s your gender? And I look at it and think that’s all I’m going to get out of then I would be less inclined to even look at it in the first place. Even as someone who has an interest in sport I just think no, I’ll go and click on the next report about England’s cricket match or something. I just click straight over.

SALLY It’s not relevant because you’re not being compared to anybody relevant to you.

HORACE Exactly.

SALLY It’s just all athletes. I thought maybe it was going to turn into something about some health thing like you’re borderline obese or something. ((Laughter)) But it didn’t.

HORACE Or even something in your case you got a diver and you would have clicked on the diver and go, like Michael Feltz has won x amount of medals, or the most successful female diver of all time.

SALLY It just didn’t tell you anything.

RH Having thought about these specific visualisations we’ve got some really thoughtful responses there, really fruitful for our analysis. Thank you so much for that.

## What do you think helps you to be able to understand a visualisation?

RH If you think more generally about visualisations, including the ones that you wrote your diary entries about and perhaps other ones that you’ve seen and encountered, what do you think helps you to understand visualisation? What about the visualisations are useful for helping you to understand them?

SALLY Well, for me I have to be interested in the subject matter.

HORACE Yes.

SALLY Sometimes at work I have to look at these really boring visualisations and fundraising data across 20 different INGOs and things like that. Unless there’s something you’re really interested in and you’re going to use I just find it quite difficult to engage. That’s why I wasn’t interested in the sport one because I’m not interested in that. So, for me I have to have a basic interest in the subject matter first. Also I prefer if it’s a really good visualisation and easy to understand and you can click through and get all the data you need.

RH So, you prefer interactive to static, is that what you mean?

SALLY Yes. But if it’s something I’m not interested in in the first place I won’t even bother; I just wouldn’t spend the time looking at it.

HORACE Exactly the same case. I think I put it in my notes, if I looked at the Clicks Don’t Lie one and I was sat on the tube or on the train going down to London and I picked that one up I would be flicking through the paper.

SALLY I wouldn’t bother looking at that.

HORACE I would look at it but I would look at it as in I’ve gone to page 29 to page 30, and I would go straight onto page 31 because it’s A, the subject itself doesn’t interest me; and B, the way that’s presented is, I’ve said before, it kind of puts me off actually looking at it. Whereas say the census one it’s just the simplicity of it.

RH So, what is it that you think about the census one particularly that you say makes it easy to understand? You say simplicity, what are you referring to?

HORACE I think I referred to it earlier when I was saying how intuitive it was to get the information I wanted. Where the BBC one you obviously had to input data, and then you had to look closely at it about how that data has been interpreted, points of reference height that I’m the same weight as a Romanian weightlifter or whatever it is. Compared to the census one which is okay these icons clearly mean gender or age or occupation or whatever. It’s not the case of you have to write it down; but I can just look at it and know, without too much thought, about how many clicks I would have to get to to get the information that I would use for my work or use for my personal interest or whatever.

## Do you think visualisations are an effective way to understand data?

RH So, do you think visualisations are an effective way to understand data?

HORACE It depends on the data.

SALLY Some data doesn’t lend itself well.

WA What kind of data doesn’t work?

SALLY Well, that sport one.

HORACE Yeah.

SALLY Who really wants to know which athlete they’re like? And it’s not the sort of thing that you can… it would be better to have a fun quiz to find that sort of thing out if that’s the sort of thing people are interested in.

HORACE Exactly.

SALLY Like one of those multi choice: do you like running or do you like cardiovascular whatever; what build are you; and in the end it comes out you’re a diver – that would be more appropriate for that kind of data than a weird scatter graph that doesn’t really tell me anything.

HORACE And also how it’s presented as well, because you can even go onto Excel and do a scatter graph, line bar, pie chart or whatever you want to do. If you have four points of information and you want to track it over a period of time a line bar would be fine, but a pie chart won’t be. It’s just the case of certain things like for example this Clicks Don’t Lie one they’ve got a pie chart here which is actually very simple: it shows two points of information. But if you had that and you split that down by five, six, seven, eight times the way it’s represented it could be much better represented another way. So, I think that certain data doesn’t lend itself unless you particularly focus on what kind of graph you use or what kind of imagery you use. You could look at it and go, excellent, the first time you saw it in a line graph and you could click through and look at more information. But the first time I went what on earth does that pie chart say, I wouldn’t be interested enough to click through and find it. I think I might be interested enough to find out what on earth it actually meant. But a large part of the information, I see something like that, it’s how much at first glance I would be actually interested in looking more to.

Also the context as well because, like you, I get sent a lot of information in line graphs saying, what you were saying, about much ((1:15:10?)) NGOs. Whereas I wouldn’t be looking for that information in the Metro when I’m going out to see my mate on a Sunday for a cup of coffee in London and I’m just flicking through that. So, it’s the context in which I receive the information in the first place as well.

SALLY If it’s work you know you’ve got to pay attention and look at stuff.

HORACE You feel more obligated to look at it.

SALLY Yes, whereas if it’s just in a paper you think I don’t need to look at that; it doesn’t interest me.

HORACE Or even on the BBC website; also things like the BBC website one it’s more of a social thing as well. So, if I was at lunch and I was eating at my desk and the person next to me said, “Oh have you seen this?” I’d be more inclined to actually click through it because they’ve done it, just to compare it. Rather than if it’s a case of I’m flicking through the website, see it and go no, I’m all right, and click onto the next page.

WA Whereas if you have, say, a friend or co-worker said, “Have you seen this? Can you try it?” then there’s an incentive because I want to see if I’m like a diver; oh you’re a weightlifter, that’s hilarious, or something like that.

SALLY Yes.

HORACE There was a recent thing by, I think it was Labour – might have been Labour or Conservative, I can’t remember which party did it – who were trying to drum up support for funding for the NHS. You could put in your date of birth and location and it could tell you what number baby you were. That went round the office like wildfire. One person got emailed it, sent it on to somebody else and it was like oh, you’re 5,982, I’m 58,000. It was almost like a competitive thing who would get the highest or lowest number in a bizarre sort of way. It was quite good because you all learned how old everybody was ((laughter)) or young or how old I feel now. But it was because of that: I got sent it. It turned out later after somebody sent it I actually got sent it on my personal email that I didn’t check at work. And probably would have actually done it at home but then I would have just gone oh, that’s nice, and then just dismissed it. Whereas I was sitting at the person next to me and going, “You were born then and you were born then” and actually the shared learning of it was a lot more interesting to me than the actual thing itself.

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

WA Do you feel like when you look at visualisations that you need certain skills to understand the visualisation?

SALLY Depends where it is. If it’s in a newspaper or something like that you need to be able to read to understand that.

HORACE Yeah.

SALLY But if it’s on like the BBC News website or one of these you need to have a certain level of competence to be able to click through and interpret the data.

RH What kind of competence?

SALLY Well, you need to be able to go to the different links and things.

RH Computer competence?

SALLY Yeah, and have a basic knowledge of the data for it to be meaningful.

HORACE I think if I presented that click one to my 70 something year old father he could go and look at that and go okay, I know x person has x likes on Facebook. But if I presented him the migrant one he’s never used a computer in his life, he wouldn’t have a clue.

SALLY Yes, my mum would never be able to do that.

HORACE As I said before it depends on context, in that if we’re getting information at work compared to something on the BBC website even or in here the amount of level of depth would be different because the aims of the information being imparted would be different. So, that BBC thing is a bit of fun; that Shakira thing there are only so many things you can say about Shakira having that many likes. More to the fact it’s in the newspaper if you went into any more level of information people probably wouldn’t be interested unless it was on a Shakira fan site. Compared to if I’m at work and I get sent something like this click one here, that’s so top level it’s not really that useful; compared to the census one where I can get all the information that I want, and even some information I probably don’t want, and just be able to get such a level of information is a lot more useful to me say if I was writing a report or something like that.

RH Can I pick up on what you said? You said basic knowledge of the data – what exactly do you mean by that?

SALLY Well, for example in the census one you’d need to know what the census was and what the purpose of it was. Like a ten year old child that wouldn’t mean anything to them. You’d have to know what migration meant. It would be useful to know, for example, that migrants from the EU have the right to travel freely and come here and other people don’t, and if they’re here illegally it’s a problem and things like that.

You could look at the data but you’d get so much more out of it if you had some understanding of the subject.

HORACE Definitely.

WA We’ve run fast minutes over. Do you have any last minute thoughts or burning comments about visualisations or the things you’ve seen today that you really want to get out? Or any questions for us as well?

SALLY I don’t think so. It’s been interesting. I’ll go and look at the migration census one again.

HORACE Yeah, I actually think I might take that link around tomorrow at work.

SALLY Surprise a few people.

HORACE It’s definitely going to be useful to a few people I know.

RH Thank you so much for coming in and talking to us. We’ve got some travel expense forms for you to fill in if you have travel expenses. We need you to choose pseudonyms.

WA This is just for when we share the results.

SALLY Just a first name?

RH Yes.

HORACE For simplicity Horace, because it was my []’s name.

RH I like that name. I had a Horace back in my family in Lincolnshire.

SALLY I’ll be Sally. I was going to be Sally and the last minute my parents changed my name to Sally.

RH Thank you. Have you got travel expenses?

SALLY No, I cycled. [].

HORACE I came from []; it’s five, ten minutes away.

RH Then we need your grids and your notes.

WA Make sure you have your name and date on the top.

RH Will has got your survey and he’s going to email that to you.

SALLY I emailed it to you I think. If I didn’t I’ve got it at work; but I’m sure I did.

WA I think I just didn’t print it off.

RH And £20 gift cards for you. It tells you which shops you can spend them in inside. And you’re going to email me your diary.

HORACE In the next day or two, yes.