RH Okay, that’s going. Yeah, yes, I’m at home, I’m working from home today so.

Horace Ah okay.

RH Yes, I don’t keep guitars in my office unfortunately. Perhaps that’s something I should do.

Horace That’s probably something to consider, yeah.

RH So first of all thank you so much for spending the time to do the diary and looking at so many different visualisations and thinking about them. You looked at quite a lot over the four weeks didn’t you?

Horace Yeah, yeah. No, I tried to get around and not put too much of the same thing on, but sometimes there’s only so many places you can go-, I’d say.

RH So were you particularly looking for things, or were you just finding things on sites that you quite regularly visit?

Horace Um, sometimes it’s a little of both really, then sometimes it’s a case of I just find you know I read The Guardian by default every day, or I you know I quite like-, what was I looking at, um Information is Beautiful and things like that. So I’d actually find something by default anyway, but um thus far I’ve been consciously aware that I’ve not found anything. Um and those two days in the diary that I’ve noted that I actually did not find anything, because I physically just didn’t have the time to. But apart from that, you know there was probably a week’s worth of stuff there that’s just stuff I found by just actually actively looking for it instead of it coming to me.

RH Right. So were you looking for the purpose of doing the diary keeping? Is that what you mean when you say you were specifically looking? Or was it for other things like I noticed at one point you said you were writing an article, so was it about work or your writing?

Horace Yeah I mean sometimes it was, there was a few bits and pieces like the stuff you’re saying about writing an article and occasionally I’d be doing a presentation or something. I’d want a graphic for a presentation on PowerPoint or something like that. So it kind of-, it helped that I was doing this and at the same time found an infographic that I could pass on to you. But there were also odd times that I sit there at the end of the day and go, I haven’t actually found anything to put in the diary. So I went on maybe or-, but there’s a lot of cases where I’d be on say The Guardian website and be looking at an article or just for work, or even just for personal reasons. Like the one about because I was thinking about the Ched Evans like issue and I found that article about late convictions which happened to have a link to an infographic on it. So, it was that-, it was that sort of thing that was a lot of time I stumbled across it by chance I didn’t put in Ched Evans infographic, it just happened to be three or four page links down.

RH So were you specifically using the term ‘infographic’ when you were searching on line for things?

Horace Um, occasionally, yeah, I mean that was, that was a main terminology I used when I looked, yeah.

## How do you feel about visualisations?

RH Okay. So thinking about the sort of the whole experience of your participation in the project. So you did the week-long diary, and then we met you at the focus group and then you’ve done another four weeks of looking at visualisations. How do you feel about visualisations?

Horace Um I think, er I think actually doing the month long ones actually kind of opening up to what you can and can’t do with a visualisation, in that you know there’s so many ways of demonstrating that you can be a static graphic you can have, almost cartoon-like thing, or you can actually have a fully interactive immersive 3D effect of whatever you want. But sometimes em-, yeah sometimes I think I just learnt that there’s-, that simplicity is the key, that some of them I think the one I referred to on sleeve rolling I think was actually one of my favourite ones.

RH Which one? Sorry.

Horace Rolling sleeves. It was…

RH Oh yes.

Horace … yeah I looked and it was literally just four images together em but there was literally-, it was just that simple, it was okay I have a new shirt, I need to roll my sleeves how do I do that? This is how you do it, great. Now that’s exactly what I was looking for whereas other ones it’s ike okay, so I have to dig all the way through it to find something that might be relevant to what I want. So, yeah it really gave me a good explanation on and deepened my understanding of how to best put together an infographic if I ever needed to do one myself.

RH So were you always looking with a purpose in mind? So that one you particularly wanted to roll up your sleeves, there was another-, the Ched Evans case that you were particularly interested in, because you were writing an article. Did you-, were you always looking with a purpose in mind?

Horace Yeah, most of the time I mean I said to you when I-, when we began that some of it just happened to fall into my lap. Like there was one I think I said to you that I sent an e-, because I got sent it on a circular email. It happened to be, it happened to be the one I saw that day but you know, most of the time it happened be a case of yeah you’re right, I’m writing an article and or I was reading The Guardian article on Ched Evans and there was-, or some other Guardian article and there tended to be an infographic link to quite a lot of The Guardian stuff. They tend to be quite heavy on that, so yes, I’ve been able to find and actually if I put in say Guardian search. I can’t remember what I was looking for at the beginning of the month but I was just looking to put into the search bar for say Ebola or the Ukraine one actually. Ukraine, I was looking at Ukraine and just finding that and then that was about the third result down, so I didn’t have to look particularly hard for anything.

RH So you were, you were finding some things by chance but then you were interested to look because of what you’d read about in the articles? Is that right?

Horace Yeah, pretty much, pretty much yeah.

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

RH Do you think in these four weeks, apart from the fact that you’ve had more time to look, do you think you’ve come across more visualisations or you’ve noticed more than in that one week that you did before the focus group? Perhaps because you are more alert to them?

Horace Yeah, I think there’s a certain amount of being consciously aware of something. It’s the same thing as you know. I don’t know if it’s confirmation bias or what it is, but it’s just that when I got my-, say when I got my new tyres I suddenly realised oh crikey so many people own the same colour, and type of car. It’s not the case of that most people didn’t own the car before I owned the car, it’s a case of, I just started noticing. I think it’s the same sort of case now I’m just-, if I-, I mean I went down to London the day after I finished the diary and got a Metro. And in the Metro there’s-, as you did in the group when we met, in there, there’s always an infographic in the Metro. Now normally, I would just flick through it and now I actually found myself-, I can’t even remember what it was on, it was that, it was obviously that bad an infographic, but it was just flicking through and I’d actually stopped on it and thought hold on a second, I’ll have a look at this and see how they’ve put it together. And actually not so much looking at what the actual topic was, but actually the way, the way it’s structured and how all the information was disseminated.

RH So it’s changed not just your alertness to them, but actually the way you look at them as well?

Horace Yeah I would definitely agree, yeah.

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

RH When you were doing the diary keeping, where was the most common places that you saw the visualisations? Who were the most-, who was making them, or sharing them or displaying them, do you think? The ones that you encountered.

Horace Em, I would say, I would say most of them would be off em say in things like The Guardian because they would-, because I would be reading an article and they would have er have a link on there so on Acts of Aggression but also I found quite a lot when I was on, I go on Pinterest as well and there was quite a lot shared on there of the same type or to graphics on there. So if you go on there and type in I don’t know-, I can’t remember which was one I got off Pinterest, but you just type it in, and inevitably an infographic will pop up on that. Say more so if you went on Twitter or something where there would just be er 140 characters like in an actual graphic itself.

RH Are you a regular user of Pinterest?

Horace Well, reasonably regular, I kind of… I don’t use it myself to actually post anything up but I do quite like looking and finding ideas off there as well.

RH What kind of ideas?

Horace Well in general, general things for em for a hobby or something or other, so it’s quite good for arts and crafts or cooking ideas, and things like that, so I just look on there and see. And I also quite find-, find it quite useful because if I want to make something quite simple it’s there’s always-, there’s usually er a visual display of how to do it rather than just a more cookery based one. So you actually have an idea of what it’s-, the stages of-, so I don’t know. I had a cold the other week, so I was looking how to make a hot toddy and so it was kind of like to have one stage, two stage, three stage thing in there rather than just having a ‘add a quarter of water’ and things like that and it was a lot more useful.

RH Right, so is cooking one of your main hobbies would you say?

Horace I think-, I wouldn’t say it’s a main hobby, it’s more out of necessity than anything. But it’s also the fact that I live alone and um well-, and a lot of the time I have to cook, usually cook for myself if I’m not going round a friend’s or out to dinner. Then if I don’t look for something to cook, I’ll just put in a microwave meal, so, it’s kind of a way of keeping myself a bit saner and healthy as well. Yeah.

RH Right. So you mentioned The Guardian there, is that your normal paper that you normally read?

Horace Yeah. That and um well and The Times. But that’s only the Times because em because my parents get it, so whenever I’m staying with them which is usually most weekends, I’ll read that as well. But em that’s only because it’s there. If I, if I had a choice of paper, I’d go for The Guardian yeah.

RH Why is that? Why The Guardian?

Horace Um, I think probably the quality of their reporting, em that they tend to have a kind of er-, every paper tends has a political bias and their political bias tends to be quite towards ((10:52?)) er, so pro anti-climate change, pro-immigration policies and things like that. So, it tends to be quite in-line with my thinking which possibly isn’t a good thing, that I read something that reinforces my thinking, but ignore that. Em, and also the generally the websites that I have an issue with I don’t buy papers these days, like most people don’t, so I go on line for most of my stuff and em going on line to er, going on line to The Guardian is probably the best website out there in terms of content available because they make videos and I was going to say infographics available. So the site’s much more diverse, just things that you can get on-line and also, it’s free, unlike The Times which is ((11:43?)) payable.

RH Right. So it’s a mixture of the quality of the reporting, the kind of political perspective and how that aligns with your own and then it’s about the kinds of multi-media things they have on there as well and also the freeness?

Horace Yeah, yeah. I mean if it was um-, if it was just on, um-, if it was any-, no I don’t I think I would actually probably pay for it. But I think that’s a large part of it, that it’s free as well. 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 You mentioned in your diary the odd occasion where you had found things because you were looking for things for writing articles. And I wonder how much does visualisation play a part in your work life and does your diary reflect that-, those work visualisations if you see them or would it have been a different kind of diary if you had included work related visualisations?

Horace Um, I would say, no I wouldn’t, in terms of visualisation in terms of research, yeah, I mean as quite a lot of my work is based around research but say for example I’ve just sent a couple of articles and a couple ((12:58?)) for [Charity 1] but-, er and having the visualised data as well is actually the-, is like an academic you know 40 page report sort of thing em. Both of which are useful in their own way in that um say a 40 page report get under her skin and in-depth on something but er visualisations can make er an issue you probably maybe don’t understand a lot simpler to understand as well. But um, in terms of actual visualisations for work purposes, I don’t really do that many presentations, if I do, I use PowerPoint because they’re largely internal anyway, so people I’ll be talking to don’t need a visualisation because its, it makes it as simple as possible and their knowledge and understanding of it wouldn’t call for that sort of thing. But whereas I went in my previous role when I worked in trading and I occasionally gave presentations to shop staff or to shop volunteers, um I’d use visualisations a lot more than on a Word based one because of their background knowledge and therefore expertise and it was quite a bit different.

RH So currently people have more expertise so-, and you feel like the visualisations would simplify things too much? Is that right?

Horace I would say that the visualisations are only useful if um if presenting complex data, so if I can-, I try to put a visualisation up about how Ebola has spread, it doesn’t really add anything to it because most people in [Charity 1] in my department at least understand the mechanics of how it’s spread. But if I put up-, er influx-, say something like infection rates across three countries that have become infected, and wanted to put a comparison, it’s a lot easier for me to put a line graph up and go and do that. Rather than say okay, so 59% here and 20% there and so-, and not actually have-, which they could understand but that’s kind of being abstract. To put it together and actually have a point of reference you can actually put-, you can actually plot by month by month say infection rates in the three countries would be a lot more useful.

RH Right. So it really depends then on the audience and the subject matter, whether you would use it in your presentation?

Horace Absolutely yeah, yeah, yeah, the audience is key really. They-, and subject matter as well, I mean if it’s data heavy that’s a lot more content to put my visualisations in, just for the simple fact that I can just point to something and just go at “X” on the graph this shows this, rather than saying “if you take data A and data B and then supposition it with data C and by the time anybody’s figured out what that actually means they’ll probably have forgotten what data A is. So it’s just being able to-, and it’s also something for brevity as well. In that um if I do a presentation and I’m taking a long time to do it because I’m having to explain stuff, people will be switching off. But if I put an infographic up, I can just go okay ‘at point “X” here this explains my point and that allows me to get through a presentation a lot quicker as well, without actually lessening the impact of what I’m trying to say.

RH It’s quite interesting though that you’re talking about how you would then-, what you would use from the visualisation to explain your point this here shows this and this is why it’s relevant. So that you would feel that there was-, that the visualisation would require a little bit more narrative than just to let it stand alone. Is that right?

Horace Yeah I think, um generally in the context of presentations for work and things, yeah there has to be some sort of narrative behind it in that um there’s a reason we’ve called a meeting, there’s a reason we’re giving this presentation. That ‘x’ audience wants to understand ‘y’ or we want to be able to track ‘x’ trend over ‘y’ period or whatever. And be able to say that rather than it’s just a case of okay, so how do we best explain this in a simple way and in which case you might as well have just sent in an email.

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

RH Right. Do you-, so we talked a little bit at the beginning of our conversation today about the-, you’re now spending a bit more time looking at visualisations. Do you think you’re finding it easier to make sense of them compared to before starting on the project?

Horace I think, I think so, there’s a, there’s a certain amount of I don’t know if like something like muscle memory or something like that, in that your brain gets adapted to physically changes in the way it processes information. But in that er it’s saying at first glance an infographic a month ago, a first glance at an infographic today I think I can actually look at an infographic and take a lot more er top level information off with a cursory glance than I could before. And also, probably because I’ve learnt how to look within, within infographics as well, so possibly because I look quite a lot at The Guardian ones and they tend to be done by the same people, so they take on quite a similar shape anyway. But to be able to find information I need within them, is-, it’s definitely become easier.

RH Do you think that you have a particular way of looking at them, do you-, I mean do you tend to read the title first or look at a key or read a story around them? Is there anything that you go to first that-, do you think?

Horace Um, I probably yeah, I’d probably say looking at the um, at the title first is a big thing, it’s just say if um, if it’s actually pertinent to what I’m looking for, in whatever context that may be as well. But also, the first thing I would-, one of the other things I think I highlighted quite a lot in the diary is that the length of an infographic is a big issue to me. Because the whole point of an infographic is to simplify and make it as easy as possible to understand things, so unless its-, you are simplifying for-, as the saying of one thing at a stage and then stage two, looks like this simplified, you know there’s multiple-, or going back to Ebola there’s er an infographic supplied of Sierra Leone and then of Liberia below it, but simplified. But if I have something as regarding scroll down four or five pages I’ll probably just look at it and go, I’m not actually going to bother.

RH Ah that was something I wanted to ask you about actually, because as you say it was apparent in the diary that length was something that changed how much you engaged with the visualisations, so there were some where you were saying it was too much here and I didn’t want to look for that long and there was some where you said I looked for this long and then I got bored. And I wondered what it is that really determines whether you stay for longer to look at a visualisation. So for instance if we compare the one you put about Amazon that you looked at and you looked at it for a little while and then you’ve gone, you got bored with this. Compare that to the rape conviction rates where you read-, you said you’d read through the end, but it was of a sort of-, probably of around a similar length maybe a bit longer. What was it that held your attention and what was it that turned you off in the Amazon one?

Horace Um I think there was a few points on that. It is that the Amazon one compared to the rape conviction one is probably because there was more of an interest as the Amazon one was kind of stumbled upon looking for an infographic and if I’d actually had any interest apart from looking for an infographic, I might have stayed longer.

RH So part of that was subject matter then?

Horace The subject matter was definitely one. I mean the rape conviction one I was reading about Ched Evans and potentially doing an article as now I’ve spiked on it but er just exactly that kind of-, that whole story about him and also being um you know Equalities Officer within [Charity 1]’s Union as well there’s kind of an interesting thing about that gender in general and that’s something I did for my Master’s doing gender as well. So, um it was actually more of a personal interest of mine, it’s actually-, rather than Amazon which was kind of like great, I need a CD, I’ll go on Amazon, get it and that’s it, I don’t give it er more than a cursory nod. So, it’s yeah, a lot of it’s to do with subject matter, but also a lot of it’s to do with the way it’s presented. There was um I think there was one on there about volcanic activity um and the cancel of flights over Iceland which I really just didn’t like because it was just really, really stark. Er, semi-aggressive graphics and really strong-, it came on really strongly and I just looked at it and went yeah, and it’s-, I just couldn’t engage with it at a base level.

RH You said the word it was aggressive there. Do you know why it felt aggressive to you?

Horace I think possibly I’m referring to that in the fact that the shapes within that graphic were quite um, the ones I tended to look at more were the ones that were almost not-, almost cartoon like, kind of had er almost like a narrative going through them and things like that. Whereas that was just two bright red triangles on-, underneath a black one and it’s quite um-, I don’t know if it’s possibly because I quite liken that to warning signs or give way or warning triangles on the road or something like that. Um, but it just kind of came across like it-, as soon as I opened it up it kind of just went like that on the page and it was-, it kind of felt like you were being slapped, er, slapped around a bit by the sheer contrast on the page. Whereas there’s been, whereas with others I’ve said it’s been so dull, like the one on volunteering was just-, it was such a beige picture and it was just unattractive to look at for any length of time. I tend to be drawn quite close to ones with neutral to white colour schemes and er reasonably soft shapes on them as well. I actually did find myself looking back on some of them after I’d said that comment about the volcanic one and going actually I do look at ones with more illustrations on and more um possibly images of more curvature on them. I don’t know if that’s actually a conscious thing, I do, but it’s just that I don’t-, that one just -, I looked at it and went, ‘no’. It just straight off it was just the initial pin sizing of it, the first 35 seconds on it, I spent on it, I just went no, I’m not willing to spend ten seconds on this.

RH So you’ve mentioned that the ones that you tended to like tended to have illustrations on and the colours were more muted and tend to be more curved as well? Is that right, more rounded shapes or images?

Horace Yes, less sharp, sharp edged images I think. I don’t know if that’s-, I’m just reading into it too much but there was a definite amount of things where it’s not child-like but resembled something you possibly would how a child and that. Also a certain amount of it was just for the sake of my eyesight as well. In that if it’s bold luminous colours which is fine for the first minute or two, but when you start looking through your eyes actually start to get-, you start to feel the impact of it on your eyes and you feel a bit tired after a while.

## 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 That leads onto the next question which perhaps we’ve covered but perhaps that you have more things to add but now that you’ve had this long time to reflect on visualisations, are there certain things that you’ve decided that you like? Or that you dislike or that you do want to see in a visualisation or you definitely don’t want to see. That might be things like interactivity or particular chart types or styles of design which we’ve talked about a bit, or perhaps different types of links or subject matters. Or maybe its things on the chart itself like titles, data sources, legends or maybe its stories or something like that. Is there anything like that you could identify?

Horace Yeah, I think that one of the things I’m drawn to as well is what you said initially is interactivity. In it depends actually on what the topic is, but if I say-, I think it was the one about diamonds that I quite liked I wasn’t actually-, I was just looking for again it was kind of a jokey thing, looking at Christmas gifts I was buying for somebody. But I looked at the infographic and when I first looked at it I thought oh it’s quite good, it’s just a simple SA ((26:59?)) and the average man’s this big, doing a comparison of how large a diamond is in comparison to the average man. But and then you can actually go into it below and click through and learn about how much it weighed, wingspan, armaments, that sort of thing and be able to dig down onto a level 2. But I wanted to know more information about that particular one I could but not actually get all the information at the first look as well.

RH So that was something that you particularly liked, that interactivity but you got like a top level and then you’ve got the option to look for more information, below that.

Horace Yeah. And also to an extent as well, having something, not that one in particular, but with some ones that have huge amounts of data on them or have em like the one we looked at when we did the focus group that had the interactive Oxford immigration one which allowed you to compare say one constituency with another next door or something or one from north and south or whatever you wanted to do with it. Being able to manipulate the data as well, is a big thing. Particularly if it’s something I was doing for work. You have to say okay from this data source I extrapolated point A and point B and this shows rather than um okay here’s a static image it shows us the top level, I can’t tell you any more than that. Um, but what I’m actually telling you might be wrong because it’s based on if it’s actually pertinent to us.

RH So having the option to look further means that you can find stuff that’s more relevant to you and you can then use that information for, for example presentations or something like that?

Horace Yeah, yeah.

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

RH Yeah. What do you think makes you trust a visualisation?

Horace I think possibly the source really. So I think by default I’d kind of trust The Guardian even though, even if I don’t-, and also the Oxford one as I was saying the Oxford one we saw in the focus group. Possibly because I could see that there’s a level of detail behind the one in Oxford as well as the factor it is an Oxford University site, but also that I could see there was a level of detail behind it. And, The Guardian I think is just an implicit trust I think that um I trust The Guardian and support ergo I trust The Guardian’s infographics. But um yeah there’s a certain amount of it that I just look at it and go okay, who’s funded this? Something like the not necessarily the ones about-, um there was one about volunteering which as I had no reason to distrust, but I didn’t-, I just instantly took a distrust to it, because I saw at the bottom of it, it said ‘compiled by…’ I can’t remember the group, but it as a particular group, a corporate entity that actually compiled it on behalf of somebody and I thought that there was a possibility they may have something to gain by rounding up dishonest figures, or by highlighting certain facts so not necessarily reflects a lot but that they were massaged in a way that they made-, would then benefit a third party.

RH Right. Right, so do you always look for the data source then when you are looking at visualisations?

Horace I tend to, I mean there are some things that I just like, obviously just fun so I can’t look for a data source for the one with sleeves rolling, but it er it depends, obviously if I’m presenting this in any sort of context that I don’t want to go-, the first thing somebody goes “So where did you get that from?” And I want to say this point here or this source or this census data or whatever. I want to be able to point and go okay, so in 2004 ‘x’ carried out this research which is where I got it from and that sort of thing rather than-, so it tends entirely on what the infographics can be used for I think.

RH You mean what you’re using it for?

Horace Well like that, yeah. What the end-, how I’m taking it and making-, using it to my advantage. As I say, if it was just a simple thing that I want to solve a household problem like making a hot toddy or rolling up a sleeve, I’m not going to be that bothered about where it came from. Whereas if the um-, well I mean if it came-, if that sort of thing came where the hot toddy came with a Lemsip logo on it, I would probably think fine, there’s a reason it’s-, there’s a clear reason why they would be interested in that sort of infographic. Whereas if I saw the Oxford migration thing and then I saw compiled by the Daily Mail or compiled by The Guardian, for two different reasons they would be having an interest in having the stats reflect a particular political narrative.

## 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 So, it sounds to me like you view different kinds of visualisations differently and that depends on things like what you’re going to use it for. But also, on the context, so the place that they appear in. Is there any other factors you can think of that affect your looking at a visualisation? What you think about it, and how you interpret it?

Horace I think possibly not necessarily things that I actually found on the Internet but things that I’ve been sent. Um so for example, I got sent one of the infographics I used on the diary in an email and because it’s from a mailing list that I look at usually when I come to it, I open it because I trust the source and I find the content within it interesting.

RH What was the source for that?

Horace Oh, that was the one about er how long it takes to read a book.

RH Right and who had sent that to you?

Horace I-, it’s because I-, it’s a, I can’t remember the actual name of the organisation itself but it’s something like Freelancers.net or something. It’s a freelancers’ community for people here.

RH I see.

Horace So having it from there and having it from somebody I have a good working relationship with and have been for 6-12 months now, is that I would trust I would implicitly trust something I’d got through an email from them, more than if I was ((34:02)) because I’ve had-, I’ve shared infographics on Twitter before and then had somebody share an infographic with me in return because they’ve seen it and thought I might be interested. If that person is somebody I don’t know my first thought is to cast doubt over the validity of that information because I…

RH Your first thought is what sorry?

Horace To cast doubt over how valid that information is.

RH Right.

Horace Because I don’t know who this person is, I don’t know where they got the information from, obviously I’d look into it and look back and then probably I may or I may not trust the data. But I think if I got the information from I don’t know, er from a good friend of mine or I got it from a company, I’d worked for or work for, or somebody that I know or somehow know in a long-standing capacity, I wouldn’t necessarily instantly doubt the information. I might after looking through it doubt it, but I initially would have a level of trust behind that data.

RH Right, so a big factor then is where it’s coming from and where it’s coming to you from.

Horace Yeah and also why it’s coming to me as well. Because that infographic about books is obviously it’s not contentious but it was just on a circular email compared to if somebody who ((35:21?)) me on Twitter who saw that I shared something and was of interest to them, but I don’t know why it’s of interest to them and what their motivations are behind sharing. Maybe it’s just a case of they think I would genuinely just be interested or they have a political or some sort of agenda behind it for sending it to me and maybe and so yeah the first time I looked at something they sent me on Twitter, I didn’t share it, because I just looked at it and thought ‘hold on it could be absolutely true but I just don’t know if it is or not.’

RH Right. So there’s a massive question mark for you there.

Horace Yeah, but if I got it sent to me by somebody-, say somebody I worked with for a year or so, I’d probably just go ‘yeah that’s probably alright to share it’ without sort of giving it too much thought.

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

RH You’ve talked a little bit about some of the infographics-, some of the visualisations that we looked at in the focus group, was there anything that stuck with you from the focus groups?

Horace Yeah I think because I keep referring back to it, is the Oxford-, the two Oxford um immigration visualisations and the other one that we shared. Because of the if you like possibly because I’ve gone back and looked at them since that group.

RH Did you? Can you say a bit about that, what made you go back and look and how long did you look for and why?

Horace Yeah, yeah. Well possibly I did it because of the sheer amount of data on them in that you know you’ve got every single constituency within the UK on there, so you didn’t have to drill down into it in the half an hour or so we spent looking through the focus group. And also in the environment as well if you’re looking for a dinner, to answer the questions that you posed to us rather than er rather than it’s just okay, I want to have a look at it for the sake of looking for it. Um I did spend a good period of time, I can’t put an actual amount of time on to it but it’s been-, I have been onto it more than once. I’ve also shared it around with other people as well, so. And it probably stems from the fact that um things like that like migration and political affiliations and things like that are of use to me in certain contexts say for work for example, or um when I’m writing a report for example or something of interest. I’ve got an interest in, and that would be able to er be useful information to be able to pass on.

RH Who have you shared it with? Why those people? You don’t have to name names.

Horace Um mostly internally within work. Because people who have-, um who work possibly with a few people at work with their minority groups and that sort of thing. Also people who work within the political sphere as well so a lot of-, [Charity 1] works within advocacy as well and lobbying so being able to have a source like that is very useful for them as well.

RH So it was for the use value in particular?

Horace Yeah, I mean there was a lot of I mean I could get a lot of use out of it for saying okay my local constituency looks like this and then somebody else could get from it-, saying okay so our area our partners work with er a large immigration population from Spain, Poland, Honduras, wherever it is and be able to get er get comparative data about the region as well.

RH Right. So that’s really stayed with you in-, actually become much more than just something that you looked at in the focus group?

Horace Yeah.

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

RH That’s really interesting. In the focus group we asked you whether there were any skills that you felt people needed to help them understand visualisations. I’d just like to re-visit that question and now that you’ve had this time to look, are there any skills that you feel people need to help them understand visualisations?

Horace Um I would say personally it depends a lot on the background knowledge of a subject, so somebody looking at Ebola from this office um who you know deal with it day in and day out compared to ((39:53?)) who’s looking at the same data from Tesco’s um would have a completely different understanding of it. Simply because it is because of what they know about the source and what information they’ve been able to get access to beforehand. So for example, the people from Tesco probably only read about it in the paper, seen it on the news, maybe they’ve seen something on Facebook. Whereas people in [Charity 1] obviously have research first-hand experience, they’ve gone to Sierra Leone or whatever, so the actual way they would be ((40:25? )) to look at the data, what they’d use if for, would be one. Also what we were just saying about just having a sense of detachment to the data as well. In that you er you look at data and just go ‘okay fine’ but what-, how valid is it, is there a reason why it’s portrayed this way? Because you could quite easily take for example the immigration data and take exactly the same information and put a narrative to it that shows there’s a lot of like for example a lot of Polish coming to East Anglia um and somebody on the right of that debate would say ‘there’s a lot of Poles coming to take our jobs.’ And somebody on the left would say ‘there’s a lot of Poles coming here and doing jobs we don’t want to do.’ But it’s having why somebody is contextualising that information in a particular way and having an understanding of what there can be er, a subliminal message behind that as well.

RH What would you call that skill?

Horace Er, um I quite liked the word detachment initially, but um yes, something like er investigative, investigative skills perhaps, just-, or um sort of being able to er think how they synthesise information. I can’t think of a single nice, catchy fit-all title for it, I’m afraid.

RH Okay, so some of these kinds of skills about a sort of maybe curious scepticism or sort of critical thinking.

Horace Yeah, curious scepticism, yeah, critical thinking is a good way of describing it. Not necessarily ((42:17?)) got an agenda behind it, but just being aware that some things could have an agenda behind it. Or could be-, or the information behind it could be totalled up to be-, to represent something it doesn’t say for example there’s some data points you could round up everything, and that would actually portray an argument completely definitely if you added down everything on certain points, so being able to have a certain understanding of statistics as well, is definitely a useful thing.

RH Right so some statistical skills as well?

Horace Yeah, yeah.

RH Yeah, do you think you have these skills? These like investigative and statistical skills that you mentioned? Do you feel like you have them?

Horace Er probably coming off the base of working for just over six months in the marketing inside team in [Charity 1], so a lot of time was spent looking at research and things like that. How data was presented to us, we would then take out and present to management and the questionnaires that went, we took it out and went okay, so what does it actually represent? And can we authentically say this to management who will then base decisions on this information they’ve got in the good knowledge area of actually proving as being as much as anything can be actually proved. But in that we yeah-, yeah so having the experience and spending a long time actually doing it day in, day out was a big thing too.

RH Right, so you sort of learnt on the job these skills?

Horace There’s a certain amount of learning on the job and there’s also a certain amount of having a Master’s degree and having an undergrad degree. But more so a Master’s degree, is actually learning to look at an argument and take everything with a pinch of salt. And go ‘okay fine, um it’s probably true,’ but where’s, okay so they’ve made a conclusion and you’re going to draw that conclusion in your thesis but where did I draw that conclusion from? Was it from a valid source or was it just at and if it wasn’t a valid source then that high thing would undermine my argument in my thesis. Therefore ergo I had a vested interest in making sure everything I put as a source in my thesis was as correct as I could possibly make sure it to be.

RH So you mentioned that you’re MA was in gender. Was that like a sociological perspective or was it a gender studies? What kind…?

Horace Yeah, it was International Relations so…

RH Sorry?

Horace It was actually international relations, with a focus on gender and development. So yeah it was quite sociological, it was quite er quite constructivism angle on there as well. Yeah.

RH Right. That’s interesting that you-, that those skills you find transfer to looking at something which is perhaps some people would think of as being a mathematical or scientific kind of thing. So that’s really interesting.

Horace Yeah, a certain amount of it came from my Master’s, my actual thesis was on HIV and Aids in Africa and gender stereotypes and that. So a lot of that actually came from spending a lot of afternoons looking at er trends in data and infection rates and all that. So it was actually there was my actual thesis itself was quite data heavy. And also my undergrad degree was completely different, it was on supply chains for the British supermarket industry. So very, very different, but it’s also at that point I had to actually really make a good point of data saying ok, that Tesco’s gets 30 deliveries a day and Sainsbury’s down the road gets 12 and what conclusions can we draw from there? So if they’re having-, we have to draw conclusion if we have to state empirical data and so that’s actually come from my education.

## Has engagement changed how you relate to visualisations?

RH Right, right. So has your engagement with this project now, would you say that it’s changed your-, how you relate to visualisations?

Horace Yeah, I think it definitely has, it definitely makes me, I think I was saying to you in the beginning I looked at the Metro after I’d done this and I don’t think ((46:43?)) rather than just going ‘okay so there’s a visualisation’ onto the next page and thinking I’ll take the information I need like visualisation. Whereas if I looked at it and also as we were saying earlier, how I looked at it. If I you know if I stumbled upon it am I looking it at a base level, am I taking a detached view and looking at it with critical thinking? Um I think possibly now that I’ve done this there’s a lot more times where I actually just don’t think I’m actually looking at it, I just go okay so I consciously get a political-, I consciously get a bit of thinking now whilst looking at them. Rather than before I actually had to more consciously engage the critical thinking in that going okay, so where does this come from? Who’s saying it? Where’s the data? And things like that.

RH Is that something that you feel has occurred sort of naturally? I think you mentioned muscle memory earlier, or is it something that you had to work at originally do you think?

Horace Um, I think it’s a bit more organic than anything. You know you are definitely muscle memory and you know I write readily the theories on brain development and you, it’s I don’t know if it’s a 10,000 hour or whatever it is, they say that if you keep doing something continuously after a while, it’ll become engrained behaviour. And I think that even if you don’t realise you’re doing it, through having to consciously look at something, or be aware I’m looking at something, to be put into the diary, having to pay attention to what I’m looking at, definitely reinforced some sort of conscious subconscious level to look indepth into an infographic as well. So it’s definitely a big part of it yeah.

RH Okay. Well the final question is about something you put in the diary. So you-, it was the one about beer in the world and the world map. Do you remember?

Horace Oh yes.

RH And you said “lack of data for Africa worrying.” I wondered if you could enlarge on that, what worried you about it.

Horace Um well somebody who’s been to South Africa and I remember doing a paper when I was an undergrad once on ((49:09?)) Africa and just going and thinking one of the varieties growing-, if not is probably the largest consumer of beer-, largest growing consumer of beer in the world outside Russia who do it and the same with Asia and spirits. Er and things like that just going ok well fine, you’re-, it’s great to look at the old guard the Americas, the Germany’s and all that of which you could probably establish how much beer they drink by going there or making stereotypes about October Fest, Germany or pubs or something. But it would be interesting to look at the data on Africa, on the New World individuals and looking at how changing and lifestyles are changing there because if Britain, our lifestyles don’t change that quickly because of we kind of keep a steady most people have a steady income and they ((50:14?)) differently but in Africa with places like Ethiopia and Angola and in to a limited extent, South Africa having a lot more middle class who have a disposable income who would want to be seem to be European and enjoying German beer or Czech beer and just to see or maybe domestic production is because a lot more money’s being put into the production and to be able to just look at future trends as well as trends from the past as well.

RH So why did it worry you? I mean it would be really interesting I agree, but you used the word ‘worrying’ and I wondered particularly what was worrying you.

Horace Well I think possibly that I used the word worrying for lack of anything else possibly just to jot it-, get it in there whilst I refreshed my memory. I probably I suspect wouldn’t use the word worry I probably have used lack of data from Africa interesting. Would have, would have preferred to see it from developing nations probably, not so much ‘oh my goodness why isn’t there?’ it would be worrying if it wasn’t for Germany or Prague or somewhere like that which are obviously heavy beer drinking countries. And, but it’s wrong, so yeah I think worrying is the misinterpretation of what I was trying to say.

RH Great. Okay we’ll tie what you just said up with the-, with your diary then when we come to the analysis, so we’ll make sure we get that. Yeah. Okay, well do you have any questions for me or is there anything else that you particularly want to say?

Horace No, I would just like to say I’ve actually kind of enjoyed it in its own little way.

RH Good.

Horace Taking where as I thought it would be, saying that I’ve taken time out of my day to look up an infographic of a report on it, do that, taking 5-10 minutes of my day, it isn’t much but it is, I’ve a bit of time and it’s quite a long time, but actually weirdly if you’re learning not just about how infographics put together but learning about myself and how I perceive, well media in general, but the world as well and things like that, so it’s definitely-, it’s made me reconsider certain inherited behaviours I think I had, yeah.

RH Is there anything particular there that you’re thinking of? Any particular behaviours?

Horace I think it’s kind of what I was saying to you earlier, a conscious thing engaging people thinking also in that I possibly read media and look at media and just have er just go, yeah fine, that’s true, that’s fine, that makes no-, that’s not true, but kind of remind me of that nice grey area and then going okay perhaps that’s true but what’s the underlying why is it true? You know? Having er… What’s the data, what’s the angle behind it and actually being there, more consciously aware that not everything is as presented.

RH Oh that’s, that’s really interesting and I’m really glad to hear that you’ve enjoyed taking part and that you’ve found it useful as well, on a sort of-, both in a personal way and in your professional life. That’s really great to hear. So, I’m going to put in the post to you, gift cards and there’ll be one £80 one and one £20. Is that alright?

Horace That’s fine. Yeah.

RH So I just need your address, either your home or your work address whichever is fine.

Horace Yeah, so I guess the easiest one to get me would be actually at my parents’ address.

RH Okay.

Horace Which is [address]

RH [address]?

Horace Yeah. [Address].

RH Great. I’ll put those in the post tomorrow then, so and I’ll send them recorded, so they should arrive before Christmas.

Horace That will be perfect. Yeah.

RH Yeah. Okay, well just want to say thanks once again. You signed a consent form for the focus group and that had something to say about confidentiality and obviously the same things apply here.

Horace Of course. Yeah, yeah.

RH So, have a good Christmas.

Horace Likewise. Same to you.

RH Thank you. Okay. Bye.

Horace Bye.