# R5

Interviewer: It takes a while unfortunately, there's yeah. There are four of us here on doing teams things, so it's like my partners in a meeting, research meeting downstairs with my kids are on class. So, we're fighting for bandwidth.

**Respondent5:** Yeah, yeah.

Interviewer: Right, so you should see that recording up and I will now share the screen with you as well. And. You should now see. This with the questions from the demographic section.

**Respondent5:** Yep, can see those.

Interviewer: Very good. OK, let's crack on and get started with the questions. I'm going to follow pretty much this shape of the survey. Just quickly roll we’ll roll through each question and make sure that you what you thought of it and stuff. And then we'll just we'll crack onto a broader discussion.

**Respondent5:** OK,

Interviewer: so, did you have any issues answering the questions in the demographics section of the survey? So that's covering here you can see the age. Gender, the educational attainment and the ethnic grouping.

**Respondent5:** No, that's fine, that's fine.

Interviewer: Yup, great with this. We straight past that back into the next section and it's kind of the same question throughout here. So, did you have any issues answering this 16-part question in the values in life section?

**Respondent5:** It was... from a technology point it's a bit tricky to look at it properly on my phone, but maybe that's maybe I should have used something else. But that's something to consider maybe. It might sound a bit pedantic, but I was looking at them thinking what is that value like, is wealth a value and, uh, did you see what I mean?

Interviewer: Yeah,

**Respondent5:** yeah.

Interviewer: So, it was making you question what a value was.

**Respondent5:** Yeah yeah.

Interviewer: Or whether they were valued.

**Respondent5:** Yeah, yeah. I'm

Interviewer: so the the yeah the the values have been taken from a well broadly from Cheng and Fleischmann, with a couple of alterations. So there there's work been done previously on on on this kind of set of descriptors.

**Respondent5:** Yeah.

Interviewer: But it's about, I think it does. It always brings it always makes you think. Well, what exactly is a value?

**Respondent5:** Yeah, yeah, it definitely did make me question that, so maybe that's a good thing as well. So yeah, anyway, um yeah. So no, there was no problems with that. I think other than and then I was trying to. Think about how important the words mean life. So that was quite interesting. Quite enjoyed thinking about that, but yeah, that was all fine.

Interviewer: Great. So if I move past that to the next section. Here we are in values in IT products and apps,

**Respondent5:** yeah,

so first before we kick into the into the values bit is what did you understand by other terms, ID products and apps.

**Respondent5:** Oh, it made me think about kind of software and apps that I use, you know, daily on my sort of tablets and phones and things. OK, that's what I was considering. Yeah

yeah, did you have any issues answering any questions in this section? Go through each individual one if you want,

**Respondent5:** yeah. Um, so I think the main problem I had sort of overall was linking the value to my use of apps and things, and sometimes I couldn't think of how they linked necessarily.

Yeah, yeah. And so, how did you approach it? If you went when you didn't, when you couldn't think of the linkage?

**Respondent5:** I just thought of a superficial kind of link, or the closest I could think of and answered it from that point of view.

Fair enough

**Respondent5:** Yeah.

And did you find any difficulties in responding to any of the values listed within this context of the products and apps?

**Respondent5:** Yeah, a few of them 'cause I couldn't think of sort of any apps or anything that I used to do with wealth, particularly apart from like banking apps and stuff. And I wasn't sure whether that was really particularly. It wasn't not really to do with the. Um, the value of such

yeah. Are there any values you think might be missing from the list?

**Respondent5:** No, I didn't think there was any missing, no.

OK. Move through so. Move Through those set. So question. Any issues or questions if I kind of... you can't see them, so I better I better read them out for you,

**Respondent5:** OK?

So, Question Eight when deciding to download or purchase.

**Respondent5: Unclear**

Pardon,

**Respondent5:** I can see them on the screen.

Oh, good.

**Respondent5:** So when deciding to download or purchase an app. yeah, that was fine number. It's mine speaking to similar OT products. Yep #9 is fine. Number 10 yeah and 11 both fine. Yeah, 12 is fine. Section entrances and 13 Yep. And Yep, 14 is fine. 15 is fine. Yeah that was OK. Yep, 16th right.

Interviewer: Great. So we covered all that section that's good and through so the next section of the unit with the NHS COVID-19 app. Were there any difficulties that stand out from that section?

**Respondent5:** Not that I can remember, no.

Interviewer: It's all good. Again, we'll just. We'll just if I just scroll through the questions. And if you want to stop me and I'll do it slowly. But if you want to stop me if there's anything that's an issue you had a difficulty with or you want to comment on.

**Respondent5:** I think. Then again, with 18, sometimes it was just difficult to link the values and the the app. 'cause obviously talking about specific app now. So it's even narrower isn't it? So

Interviewer: yeah,

**Respondent5:** yeah there were some things that I wasn't sure how to kind of link them, but yeah,

Interviewer: can you give me an example of that?

**Respondent5:** So I guess wealth is again I wasn’t really sure how that will be linked to the COVID-19 app at all,

Interviewer: so did you just mark this as not at all important

**Respondent5:** I think. So yeah, I can't remember now, yeah. I mean obviously some of them it does really. You know you can see that the values link with some of them, but it's it's harder to make a link I found. Yep. Yeah. Question 19 that was fine, Yep. Yeah, 20 was fine. Yeah 21 22 yeah. Yeah, 23 is quite biggy, isn't it? Yep. Yeah they were all fine.

Interviewer: OK,

**Respondent5:** yeah.

Interviewer: All the way through yeah, OK, so we've covered the basic kind of answering of the questions. Nothing seems to have tripped you up, though there were some difficulties presented by just by looking at values in the different settings.

**Respondent5:** Yeah, yeah,

Interviewer: in the different in different context.

Interviewer: I've got some questions now that just kind of explore a little bit further out so. What kinds of factors in your own personal situation helped to shape your decision as to whether or not to download the NHS COVID-19 app?

**Respondent5:** Um? So I think the media was quite a big factor. Things that I've read in the media about the app about the development of the app, about people involved in the development of the app. Um, I was concerned about the amount of time that it took. My I am married to a computer scientist. He's running a cyber security degree. He was quite a big influence.

Interviewer: That might skew something. Who knows?

**Respondent5:** A little bit. Yeah. Um, yeah. I'm talking to friends and family about it as well. I think they were the main influences. Probably yeah friends, family media.

Interviewer: OK. Did you actually download the app?

**Respondent5:** I didn't know I made the decision that I didn't want to download it.

Interviewer: Which functions and features of the app convinced you not to use it?

**Respondent5:** Um? I think we're going to track and trace option and I was concerned that it may decide, I wasn't sure how accurate it was and I was worried that it may decide that I've been in contact with someone that I actually hadn't. And then I may be forced to kind of isolate, or when I didn't need to be, um. And at the moment I only I'm only employed on a kind of casual basis, so if I don't go to work, I don't get paid. So for me, actually there was quite a big financial aspect of that. Does that make sense?

Interviewer: Yeah, sure,

**Respondent5:** yeah me being told. So you know I have to. I select two weeks is actually quite a big deal and quite a big sort of financial loss so. Um, I was just concerned that I didn't have faith in the app. Basically, to be accurate and was worried it would have repercussions for me.

Interviewer: Okay I’m just gonna. I'm just realised I can stop sharing that page now. returned to see you. Um so. Are there any specific functions that you would have liked to have that might have convinced you to use it.

**Respondent5:** That's a good question. I don't know. Um? No, because I don't think my issue was with the functions. I think my issues were surrounding efficacy.

Interviewer: OK

**Respondent5:** so yeah,

Interviewer: well it kind of does. Yeah 'cause it's like you didn't trust the technology to actually be a standard that would would provide the data...

**Respondent5:** Yeah,

Interviewer: ...accurately did you?

**Respondent5:** Yeah yeah,

Interviewer: so if yeah, so a more fantastical... if we if we reach out to the realms of science fiction rather than staying in our mundane world of fact uh? What would it have taken to have the degree of accuracy?

**Respondent5:** Yeah, yeah, I guess that's what would have tipped me over the edge . Yeah is if I felt it was accurate and that it was tracking people and um. Yeah,

Interviewer: that might have tipped you over, but it only but yeah, but it's still. I can feel the resistance anyway.

**Respondent5:** If Dido Harding would have had nothing to do with its development might've also and them not have spent like 18 months developing it as well, yeah? Sorry, I'm really cynical about it I am

Interviewer: no, but that's OK. That's OK, that's it. I don't think it's a bad thing to be cynical about it. I think it's I think it's just the fact that it did take a long time. It did make people cynical.

**Respondent5:** Yeah, yeah,

Interviewer: that's it. Yeah, your response isn't wrong anyway. Yeah, I think you know this. There's a lot. There's an awful lot going on there as to as to why people have chosen to think about it as they as they have.

**Respondent5:** Yeah, yeah

Interviewer: Here is a tricky one for you. If you had to convince someone else to use the NHS COVID-19 app, what would you say to them?

**Respondent5:** A lot of people said to me that it was kind of civic duty. It was, you know, everyone should download it. Everyone should be using it. We're all in it together. And you know, we're keeping each other safe. And that is, you know, I am a community minded person that would be quite a big. Um factor of me. I definitely looked into it and researched it thoroughly before making my decision. Yeah, and I think also. You know a lot of us have got elderly relatives and things, and you know had I felt it was effective I would have definitely used it because you want to feel that you're keeping yourself and everyone else safe, so I think that's quite a big factor in convincing someone to use it.

Interviewer: So, it's a factor that it is used I suppose that you want to focus on, but you can’t really focus on because it's not accurate enough?

**Respondent5:** Yeah, yeah.

Interviewer: So that's OK. I've asked that question and someone said I just have to lie to them.

**Respondent5:** Yes, so would I. Yeah,

Interviewer: I suppose there's an interesting one here about how, you know, how your values are kind of and the way in which the apps values kind of are expressed. Yeah, here where they’re at odds. The app claims to have a degree of efficacy, yeah? You don't trust that degree of the degree of efficacy. That's quite interesting,

**Respondent5:** yeah.

Interviewer: I think you said that probably more clearly than anyone else I've met so far and I suppose what's interesting is that there is a kind of space there, where the only thing that can solve that is technological improvement.

**Respondent5:** Yeah,

Interviewer: there's no, there's no, there's no space in.

**Respondent5:** Yeah,

Interviewer: it is either more accurate or or or it and it's just never gonna work

**Respondent5:** Yeah

Interviewer: and it's like and the and the difficulty is how do you get? How can you get to a more more accuracy with technology. That is with the technology that it is based on.

**Respondent5:** Yeah.

Interviewer: So, there's troubles there.

**Respondent5:** Yeah, yeah

Interviewer: but that's interesting and that's an and and this space to think about a little bit for us,

**Respondent5:** okay good yeah, yeah.

Interviewer: I'm just trying to think about where you’ve gone previously. No, I think it comes far as I can with what. What we’ve discussed. Is there anything else you want to say that you haven't yet, you had thought about that as a result of engaging with the survey or anything.

**Respondent5:** Um? I suppose the only thing I'm considering now is well, and there's lots of things really. I suppose it's have I been influenced by the media and things, and have I made the right choice? Have I sort of thinking about my values as I say? Normally I'm quite community minded and I if I'm sort of told to do something by, you know the government or I would normally try to do it if I felt it. You know, bonded with what I believe. And yeah, I don't know just how I sort my. It has made me question whether I've made the right decision there in terms of my values. So, it's been interesting to think about it. And I think it's yeah, so it comes down to not having faith in the people that devise, the app as well, and the fact that we were told we'd have a world beating. Um, you know? The whole thing, I just think is a disaster and we were offered software at the beginning when we buy several large companies that we turned down and we didn't need a world beating track and trace. We just need one that worked. Basically, I don't feel we got that and I feel you know, Dido Harding here is. Her name is linked with some of the biggest data breaches. It is another concern for me, know my security, my my sort of personal data so. Yeah, I'm just going by, probably shouldn't talk about it anymore. 'cause I can go on and on.

Interviewer: I think I think you what you're bringing up is in is interesting things because there's a political trust. At the root of this and I

**Respondent5:** yeah,

Interviewer: and you've got to wonder if it had been a different government in charge. Would you have been differently inclined?

**Respondent5:** Yeah, absolutely yeah.

Interviewer: You know and. With the and it's like that. I think that maybe I mean our values influence our politics and the way in which we think about the greater good or individualism. And

**Respondent5:** yeah,

Interviewer: and and and so forth. And so it's it. Can't help but have an impact.

**Respondent5:** Yeah absolutely yeah if you think that your government is

Interviewer: On, on these decisions

**Respondent5:** self serving and farming out contracts to their mates, which I do.

Interviewer: Then there's going to be an issue

**Respondent5:** with the trust anything that comes from them, you know, so yeah, but yeah, and weird,

Interviewer: and there's a lot of data being given up. And we have an NHS which is come is continues to be hollowed as in and privatized from these into inside. So where does the data go? Where does the data live?

**Respondent5:** Yeah,

Interviewer: down the line I can I can feel and see those kind of issues. Are, you know, kind of really important?

**Respondent5:** Yeah.

Interviewer: It's it makes it hard to do things for the greater good when you flat lack that trust.

**Respondent5:** Yeah, and we can.

Interviewer: We're gonna we're always gonna struggle with that. But

**Respondent5:** also I'm just thinking I was once refused entry to restaurants. I didn't have the app. They were only letting people in that had the track and trace app. 'cause that's how they were doing their track and trace. So yeah,

Interviewer: how did that feel?

**Respondent5:** I felt quite annoyed because, um, it. I felt it was my decision to be involved in that track and trace. You know that method of doing it? I was more than happy to fill out a form, which is what I did in the other restaurant that I end up eating in. You know, I'm more than happy to give my details to the restaurant so they can, you know, track me, but I didn't want to be involved in that particular tracking scheme. So yeah, that was that was quite annoying.

Interviewer: Yeah, that's it. That's where it forces it forces it on you a little bit more. That point doesn't make it

**Respondent5:** a little bit 1984, yeah? To be honest I was like I'm not letting big Brother watch me. Anyway, yeah,

Interviewer: well, that's great. That's very interesting, but thank you so much for your time. It's I I. It is one of the this is where I keep talking more than I should on these. But I apologize. But I did get it leads to interesting little moments of conversation so I'm not gonna. I'm not gonna worry about it, Nelly can hit me later.

**Respondent5:** She probably will as well.

Interviewer: Yeah, it's my own fault. I'm gonna transcribe it. This this payment enough that I might cut before this bit? Alright, well thank you so much. I'll just turn the recording off now. You can see that stop.