# R7

Interviewer: Takes a moment. There we go. I’ve got it on now.

**Respondent7: N**ow I received a notification

Interviewer: Excellent. OK so first question is on the... oh I forgot to share the screen with you so that you can see a version of the survey, makes it a little easier to... it will make it a little easier to work out what's going on.

**Respondent7:** OK, I see it.

Interviewer: Excellent. So, did you have any issues answering the questions in the demographic section of the survey, as a quick reminder that age, gender, the educational attainment in the ethnicity?

**Respondent7:** No, no, no. It was pretty straightforward. Nothing, nothing to complain about.

Interviewer: Great. Checking in there and then moving up to the next section, the values in life. Did you have any issues answering the 16 part question in the values in life section of the survey? If you recall it? it is on the screen now it's, hopefully, is it?

**Respondent7:** I can see this just, could you just please make it an increase the zoom because it's 50% now? Can you put it to 100 please? Or until it covers the entire the entire width of your screen? That's better, that's better. Thank you. OK no no, no. This part was. Very straightforward, there's a section where I had to think a little bit more to understand the question, but it's later. This section is very straightforward,

Interviewer: Excellent. OK, well we’ll move through that into this section, the values in life, sorry the values in IT products and apps. Before we get into that section. Can you tell me what you understand by the term IT products and apps?

**Respondent7:** An ID product everything related to telecommunications. I think that the best thing that comes to mind is a computer right laptop. Uh, the software used in in IT product, it may be zoom, it can be... products like office or You know things that help productivity, basically. I want to include the video game in there, right? So in my mind, that's first thing that pops up.

Interviewer: Excellent. And so did you have any issues answering any of the questions in this section. I look at. I will kind of scroll through them so you can remind yourself, But the first one. I had nothing.

**Respondent7:** At the first glance, yes, because I I I didn't understand very well. What was being asked? Uh, so I had to give it another another look to confirm my first impression. But what I understood from it is that is asking for example, how an IT product? I don't know. Let's say Microsoft Teams right to put an example, contribute to wealth, then accomplishment to self-respect. And the list that goes on, right? But yeah, after a second look I I got what was asked of me.

Interviewer: OK, and were there any difficulties in responding to any of the values listed in this context?

**Respondent7:** I don't hear you very well and right here you with. Hello, where is your microphone or your connection?

Interviewer: The connection even upgrading my phone before I got on the list.

**Respondent7:** Yeah, sounds like a robot. Do you hear me very well right?

Interviewer: No, you’ve got a little bit of disruption in your in your side as well.

**Respondent7:** OK, maybe. It's from my end I don't know.

Interviewer: Would you want to try turning your video off?

**Respondent7:** Yes, let me do that. Now is much better. It is a little bit better than any improved at my end. Yes, I hear you better now, excellent.

Interviewer: So, I was asking did you find any difficulties in responding to any of the values listed with this context?

**Respondent7:** Not really. Not really, I understood or all of them.

Interviewer: Did you find there were any values missing from the list?

**Respondent7:** Can we go through that again? Please two to see if yeah.

Interviewer: Of course,

**Respondent7:** at first thought I would say no but let me check well. No, no, no. I think it's quite complete. I didn't really think there was anything missing.

Interviewer: That’s great. And did you have any specific IT products and apps in mind when answering these questions, or any particular in any particular value as well?

**Respondent7:** Mostly, I concentrated on the NHS. But for some, for some values I, I thought of others, right? For example, wealth. I didn't think the NHS for for wealth, of course. So. Yeah.

Interviewer: OK. OK, so I'll keep. I'll continue rolling down the screen if you have an issue with any of the questions, just highlight it for me please. So, this question 8. 9. Yeah, got it 10. 11. 12. 13. 14. 15. and 16. Were those OK.

**Respondent7:** Yeah yeah, I have no... I had no trouble with any of those questions.

Interviewer: Excellent, I'll move through to the next section now. In terms of the values in the NHS COVID-19 app section, so did you have any issues answering any of the questions in this section?

**Respondent7:** No, no no no, not at all. I remember correctly, most of them are similar to the ones of the previous section, but focused on the Covid 19 app.

Interviewer: Yeah, did you find any difficulties in responding to any of the values listed with this context?

**Respondent7:** Not really, no. Not at all,

Interviewer: OK

**Respondent7:** I thought some of them were not related at all to that specific app, right? For example, creativity I like I I mark. I think. Let's see I don't remember the name of the column, but yeah, I think I thought for example, OK, creativity doesn't make any sense with this app, right? But I had no trouble interpreting what was asked of me.

Interviewer: OK, that's one of the two issues, isn't it? So so yeah, so that's kind of. I'm gonna kinda can't keep scrolling down if there are any issues with any of the questions as we roll down. Uh, just highlight them this did previously. 19. 20. 21. 22. 23. 24. and its various parts. OK, and where at the end and then we've ended that. So I'm going to stop sharing that screen now. And move on to some other questions.

**Respondent7:** Okay

Interviewer: 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?

**Respondent7:** The first instance when I had to download the app was back in 19. It was October or end of September when they introduced the rule of six thing. So many venues ask us to scan the QR code from there from there. From there. Restaurants or bars or whatever in order to get in. So, to be honest, that was one of the main reasons why I downloaded the app. Because otherwise they they. The place wouldn't let us in.

Interviewer: OK, yeah. And. Other fact, so was that the key reason to for you? What is a can I ask about? You know situation more generally with you. I'm not asking for too much detail but just are you. Do you live alone? You got other people around you having to think about.

**Respondent7:** Yeah, I live in a student residence with two other people, so we are three in the house.

Interviewer: Um?

**Respondent7:** I. In the question of what I think there was a question like which of the following influence your, your decision to download the app. I don't know if it is the right word, but let's say social pressure more than anything because it was required to enter some venues.

Interviewer: Yeah. Yeah, so it wasn't it wasn't. It wasn't any pressure from the people you live with. It was pressure from wanting to go into different situations, social settings and they, and they, and them demanding that of you.

**Respondent7:** Exactly exactly, that's that's it.

Interviewer: The price of entrance includes downloading the COVID-19 app. Yeah,

**Respondent7:** yeah, yeah, the tickets to get in.

Interviewer: Yeah? So which functions and features of the app do you use?

**Respondent7:** Um? The app's previous straightforward. It just requires you to set your Bluetooth on all the time, and then it runs in the background, so I don't really check it all the time, just. When I received any notification saying. You were in close contact with someone with covid, right? But I didn't really interact much with the app. Whenever I was using my phone, just when I saw a notification from it.

Interviewer: OK. And are there any specific functions or features that it doesn't have that you would have liked it to have?

**Respondent7:** Um? Yes, I I actually wanted to know where was I in close contact with someone because it just said you were in close contact with someone but it didn't give you any detail about the location or or the day or anything. So, I I was missing that that feature.

Interviewer: OK, what how would that have changed? How you felt about you? Know? I suppose, using it or indeed just going out in general.

**Respondent7:** It will make me realize some places to avoid. For example, all I I I got in close contact in this place, so maybe I should avoid going to that kind of place that that would have been the feeling I would have gotten if the feature was available

Interviewer: OK? Do you have any suggestions as to how the app might be improved? To align more with your values.

**Respondent7:** Besides that feature that I just talked about, not really I I found it very simple enough to be understood by by anyone. And there are no settings, right? You just run it and that's it. And then I think that's OK because it's supposed to be for all for all for population of all ages, right? So the simpler the better I guess.

Interviewer: OK. If you had to convince someone else to use the app, what would you say to them?

**Respondent7:** I actually I. I. I was not convinced myself to download it. I just did it because it was necessary so I wouldn't really recommend it to anyone. I don't know if that's a possible answer to the question.

Interviewer: Well, it's your answer.

**Respondent7:** Yeah,

Interviewer: but I if I push you a little harder though. Yeah, if if you were if you felt it, you're setting your setting in your imagination that you had to convince someone. What are the arguments that you might use?

**Respondent7:** Well, um. If that question is harder than I thought, it's OK.

Interviewer: Take your time with it. It's it's, it's it's a. It's a tricky one.

**Respondent7:** I will tell them that. It helps them to know if they are at the best risk of of passing the virus to a loved one right? Because it tells you. If you were address or not. So, if someone is worried that they may take it to their families or to themselves. The app could help to to make them be aware of it. So, I will mostly say to avoid doing harm to others, right?

Interviewer: And if you had to argue the opposite way around to convince them not to use it. What would you say?

**Respondent7:** Um? Well, uh. Let me think a few seconds about those questions. I would say that the. Yeah. The efficacy of the app depends on how many people downloaded it. So, if it is just a few. I don't know. Let's say less than 80% of the population. Its purpose is really not fulfilled because most of the people do get in contact then. Have no way of of Um, notifying you that that they were sick. So, I will tell them. According to the statistics, only X number of people downloaded this app and that's not enough to have accurate information, so there's no point in doing it.

Interviewer: OK, so I'm I've covered the kind of questions that I was interested in asking you. Is there anything that the survey or the discussion that we've had has made you think about that you would like to share with me? It might be of use.

**Respondent7:** Haha. I would say that I, if I remember correctly, the main purpose of the survey was to know what drives people to buy and or use IT products, right what? I guess the word is emotional triggers, right? But but please correct me if I'm wrong.

Interviewer: Well, it was it was about connecting values to how you have values are connected to the IT products and their and your decision to download them. Yeah,

**Respondent7:** Oh yeah yeah yeah I got the wording wrong. So, when focusing on the COVID-19 app. Is not really something you do, well in my case, in particular right out of. By yourself, right? But rather you were forced to use it. So, no matter my values in this case with the community in particular, I was forced to use it to to enter venues, right, no? My values really didn't didn’t drive me to to download the app, or rather it was pressure from other people and I think a lot of people were in the same situation.

Interviewer: Can I ask if 'cause it kind of strikes me that you made a decision there that was about kind of your freedom to go, uh, to place to go to, go out and to go to restaurants and pubs or whatever. So, you made you you valued your freedom there. To such a degree that you thought it was worth downloading. So, I would have. It strikes me that that's that that value the freedom to go out when rather than to have to stay after stay in. Is is was a driving factor for you, you're you know you're you've. You valued freedom and your valued socializing. In order to do so, you so you chose to download the app. Was that fair? Is that fair characterization?

**Respondent7:** I wouldn't use the word freedom, socializing, socializing, maybe. But so that's an interesting one to. So, I connect that to free to your sense of valuing freedom, yeah or or or perhaps I could say hedonism.

Interviewer: Yeah, I think that's a better word. Yes, it was about getting pleasure, right? Yeah, it's important to do things that are enjoyable and seek every chance to have fun and say it here in. That's in our description of it. So, you're you valued at that enjoyment.

**Respondent7:** Yeah, that's really good insight. I didn't think about it that way.

Interviewer: OK, so it's. So, I suppose the question it's it's sometimes it's. It's hard to see how values connect with our decisions, isn't it? I suppose that's kind of what's coming out from that.

**Respondent7:** This is so true I can see the insight now now that you made it straight forward to me.

Interviewer: OK, well it's interesting. It's it's interesting to to hear your take on it and it's kind of it for us. We get kind of got so many different kind of. Kind of intersections of all the different values and how they relate to how people have made their decision to download or not. It's it's fast and it's fascinating to encounter this, so thank you ever so much for your time. for doing this survey and for the for the interview. If you got any other questions. Or not, I think we can wrap up.

**Respondent7:** It was my pleasure. Andrew. Yeah, I have no questions at all.

Interviewer: OK, well thank you again and take Care now. Just turn the recording off.

**Respondent7:** Perfect perfect OK.