

**First-Order Codes**

**Theoretical Categories**

**Aggregate Theoretical Dimensions**

- Media coverage on affordable housing lacks depth, is subjective, and selective
  - Politicians and experts play a key role in shaping constructive perceptions
  - Media discussion is indirect, fragmented, and poorly framed
  - Purpose of affordable housing remains unclear to the public
  - Strong community engagement exists around housing issues
  - Public perception of affordable housing is inaccurate and misleading
  - Citizens and politicians show weak understanding of affordable housing
  - Communication of housing objectives has been ineffective
  - New campaigns aim to improve public understanding
  - Media highlights extreme poverty, ignoring everyday housing realities
- Housing is essential and politically contentious
  - Urban housing deficit requires large-scale development
  - Urgent need to expand affordable housing stock
  - Housing is a fundamental human necessity
  - Increasing housing supply is critical
  - Affordable housing must be central, not peripheral
  - Housing demand is acute and urgent
  - Shortage of compact units for singles/ couples
  - Lack of larger flats impacts immigrant families
  - High demand and low supply raise rents, hitting low-income households hardest
  - Public sector must guide investment to secure affordable housing
- Community-building strengthens cohesion but needs wider support
  - Social workers provide vital support in housing communities
  - Facilitated connections reduce tensions and foster peace
  - Stronger interdepartmental collaboration is needed in housing and urban development
  - Community-focused programs boost neighbourhood resilience
  - Direct financial aid can improve affordability and meet basic needs
- Housing promotion must align with wider urban development strategies
  - Targeted, place-based approaches with varied funding are emerging
  - Cross-agency and social service cooperation addresses housing needs
  - Stable and reliable funding is key to effective housing promotion
  - Affordable housing ensures social stability and accessibility
  - Long-term rental subsidies are vital social policy tools
  - Public debate focuses mostly on housing problems
  - Priority needed for those in unstable or homeless conditions
- Round tables and dialogue combat stigmatisation around affordable housing
  - Early neighbourhood involvement and transparency reduce fears
  - Affordable housing supports social balance by accommodating diverse groups
  - Affordable housing delivered via contractors, cooperatives, and private actors.
  - Tenant participation strengthens co-determination
  - Affordable housing benefits not only disadvantaged but also working and middle-income families
  - Large projects face disruption from competing urban/state priorities
  - Free market fails households with low credit, proving need for affordable housing
  - Nationwide demand is vast and growing
- Affordable housing remains accepted mainly out of necessity
  - Public opinion is ambivalent, with both support and criticism
  - Overcoming stigmatisation is slow and difficult
  - Even attractive areas can be stigmatised due to low rents
  - Affordable housing wrongly equated with poverty fuels stigmatisation
  - Building in diverse, quality locations promotes social mix and integration
  - Mixed-location strategies are well received
  - Stigmatisation has lessened but perceptions remain distorted; reframing is ongoing
  - Stigmatisation attaches more to neighbourhoods than single units.
  - Low rents often trigger stigmatisation
- Debate centers on shortages, funding, rents, and publicly subsidised housing as remedial
  - Affordable housing is a core welfare state instrument enabling market access
  - Support frameworks stress its role in meeting demand and aiding low-income families
  - Urban viability depends on affordable housing as a basic function
  - Calls for stronger political and social commitment
  - Acceptance requires understanding issues and remedies
  - Federal aid is helpful but limited
  - Tensions between state/municipal rules and self-governance can derail projects
  - Middle-class housing challenges boost public support for affordable housing
  - Long-term planning must assess beneficiaries and policy elements
  - Housing projects need sustainable, socially-focused long-term vision
  - Housing is a collective duty of all government tiers; municipalities hold key responsibility for local equity
- Affordable housing sustains social equilibrium, especially in major cities
  - Urban centres show strong civic engagement on housing
  - Policy aims to support property ownership via low-interest loans
  - Small housing improvements plus social work aid integration and reduce barriers
  - Transparency and openness are vital in addressing housing issues
  - Solutions depend on stakeholder collaboration and engagement
  - Fair housing distribution is key to social justice
  - Resource limits hinder full housing support
  - Long-term planning must prioritise beneficiaries and support systems
  - Housing requires integration into cultural, social, educational, and security frameworks
  - Communities are the cornerstone of housing projects
  - Evidence-based communication and advocacy fight stigmatisation and strengthen affordability
  - Collaboration can ease tensions and stabilise problem areas

media framing

housing shortage and accessibility

emotional comfort and safety

policy justification

ideology of solidarity and community thinking

community acceptance of affordable housing

governmental issue/ view

interpersonal engagement

promote the right on housing

public debate and image

societal responsibility

fostering the principle of solidarity

governmental issues

