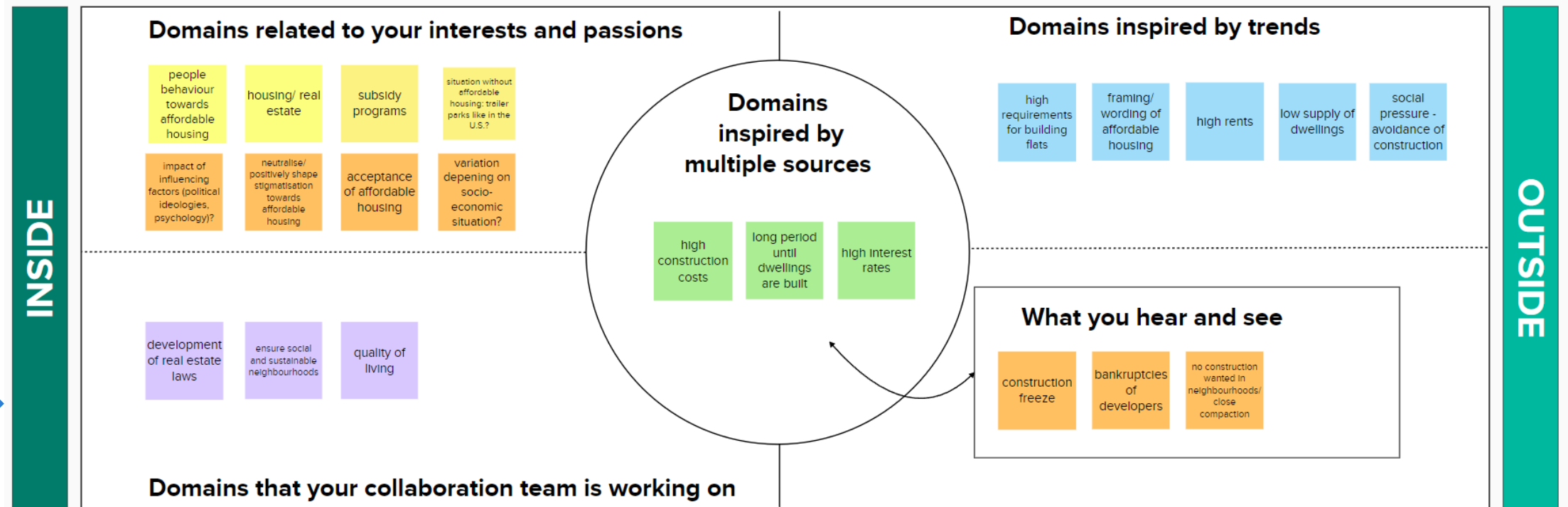


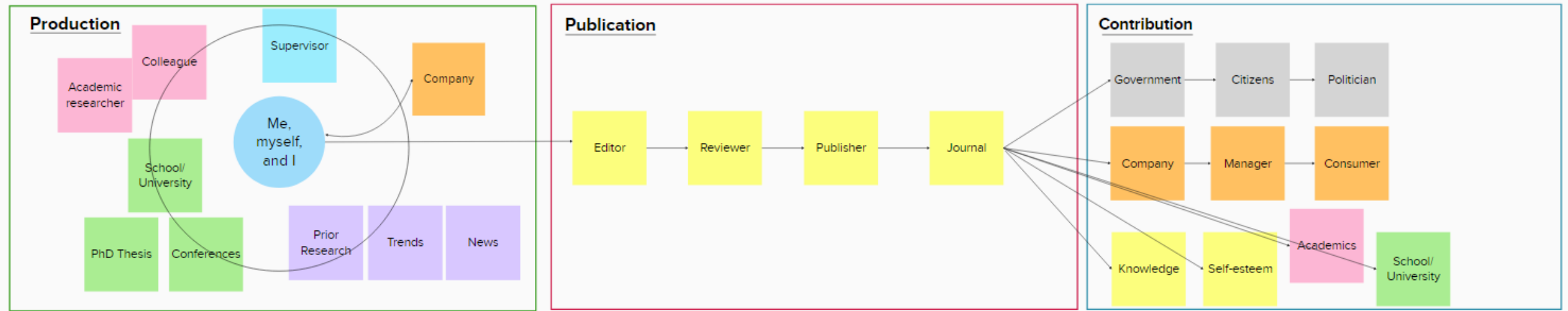
# INSPIRATION FOR RESEARCH DOMAINS:

*affordable housing* □ *housing shortage* □ *behaviour and attitudes towards publicly assisted affordable rental housing* □ *NIMBY* □ *stigmatisation*



Generating research domains

# Value chain



## Insights

The behaviour of residents of affordable housing, the neighbourhood, the population in general, and the policies of federal and state governments regarding affordable housing provide information about the willingness to build housing and urban planning developments.

social status, level of education, and occupation have an impact; social pressure affects a form of construction avoidance

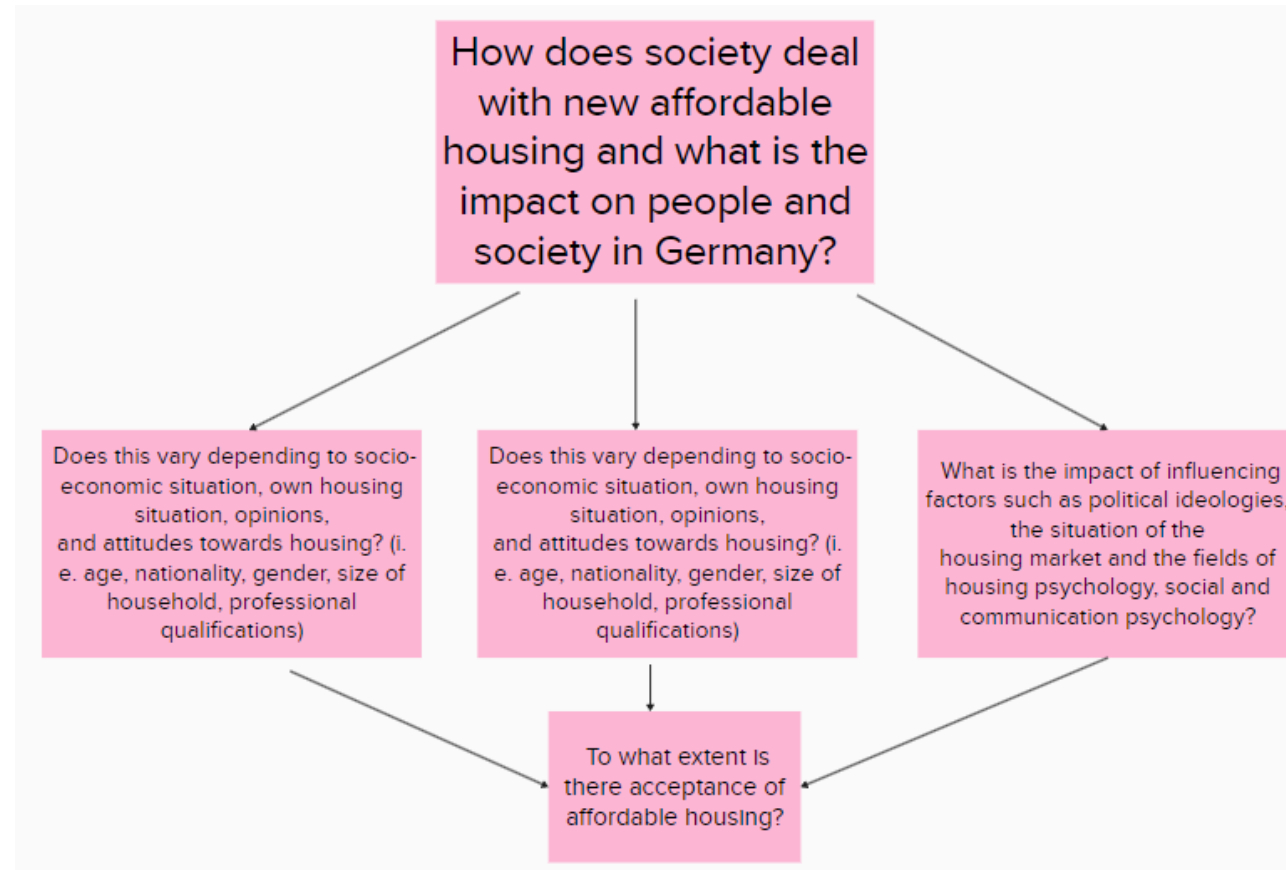
reputation of a resident of affordable housing differs from that of a resident of privately financed housing

socio-economic mix in housing can be valuable for all social groups and for society as a whole

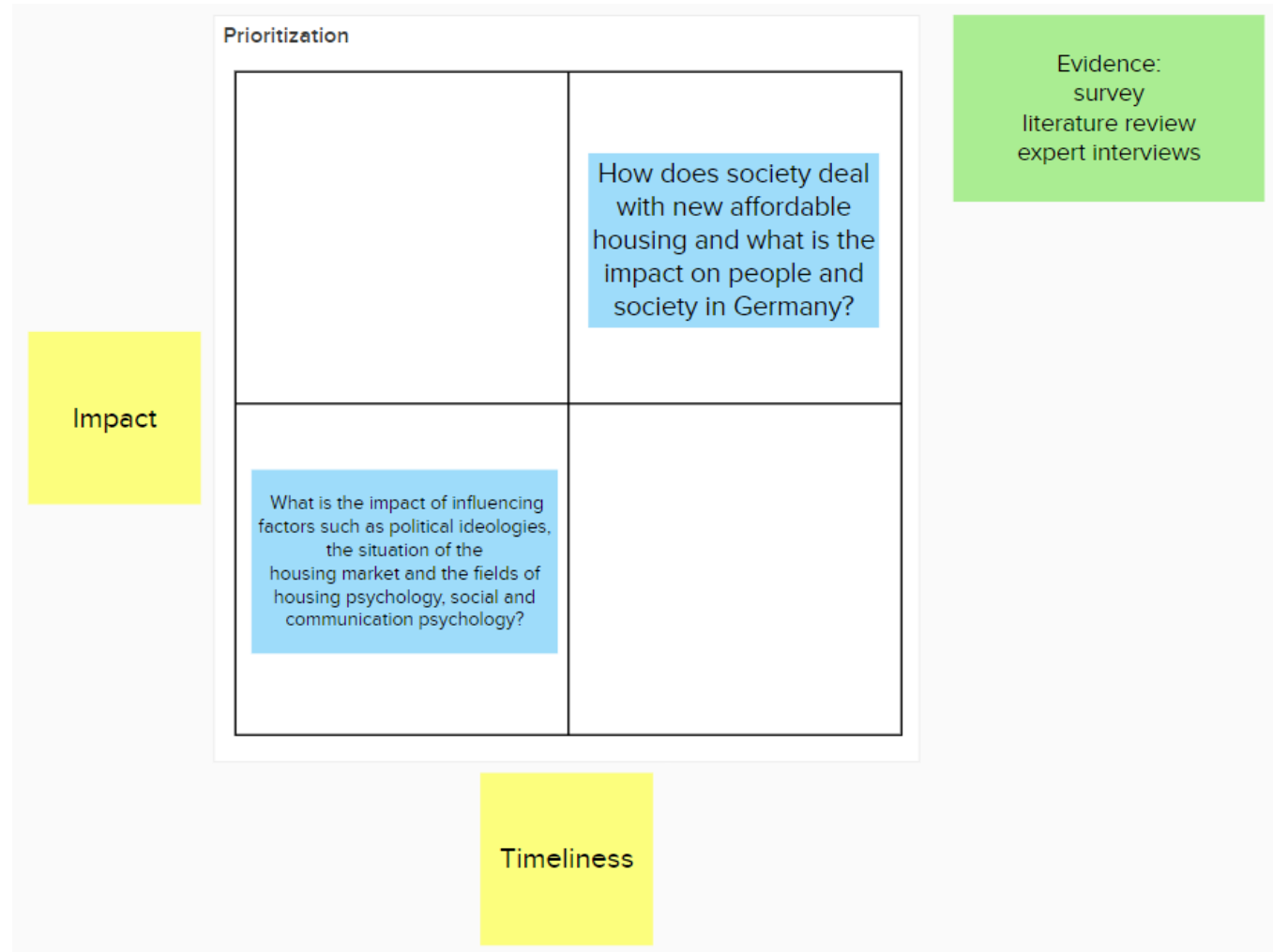
political ideology and housing market-related factors influence affordable housing

How might we improve the wording/ framing of affordable housing to positively shape stigmatisation?

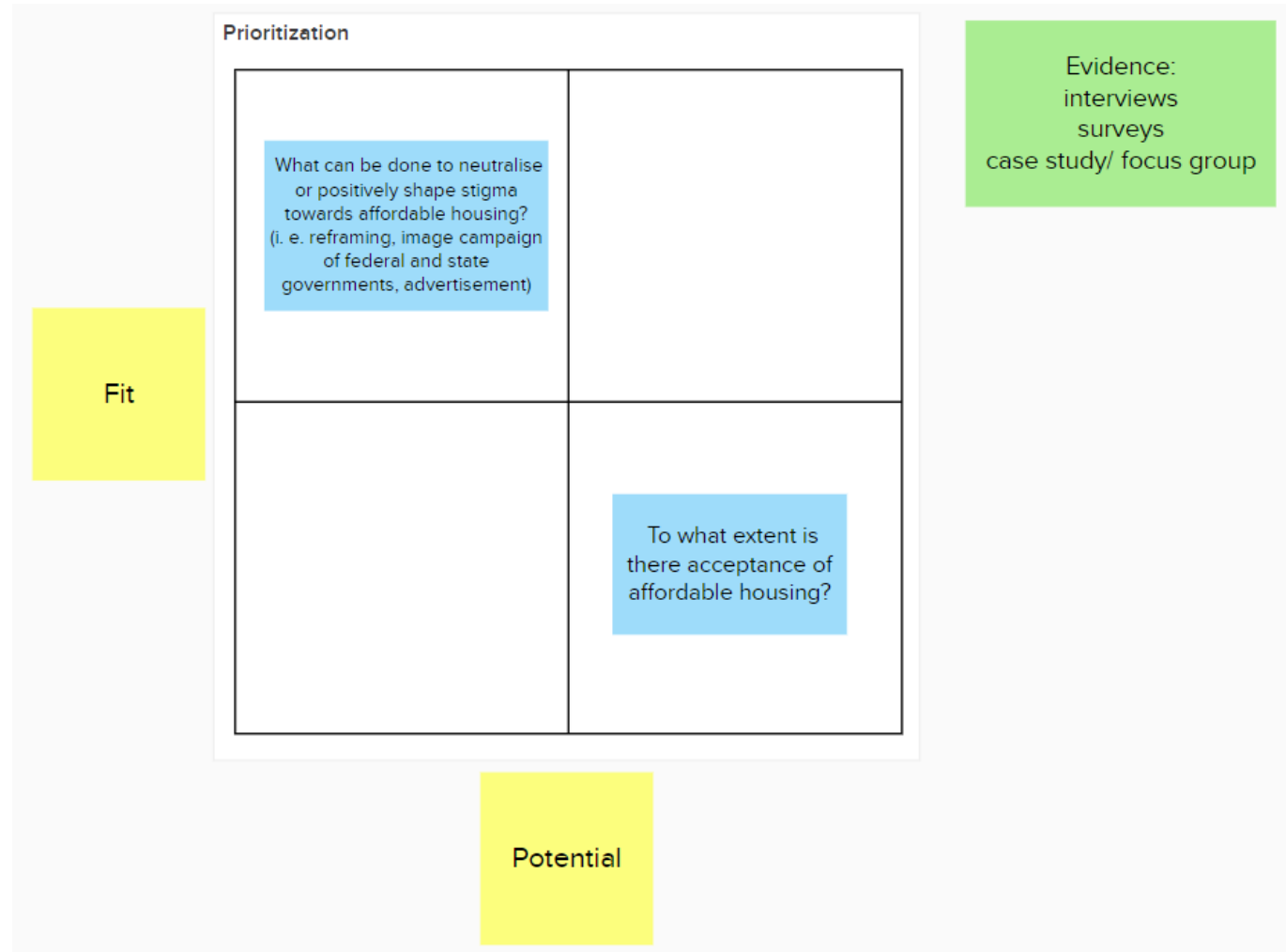
## Research problem



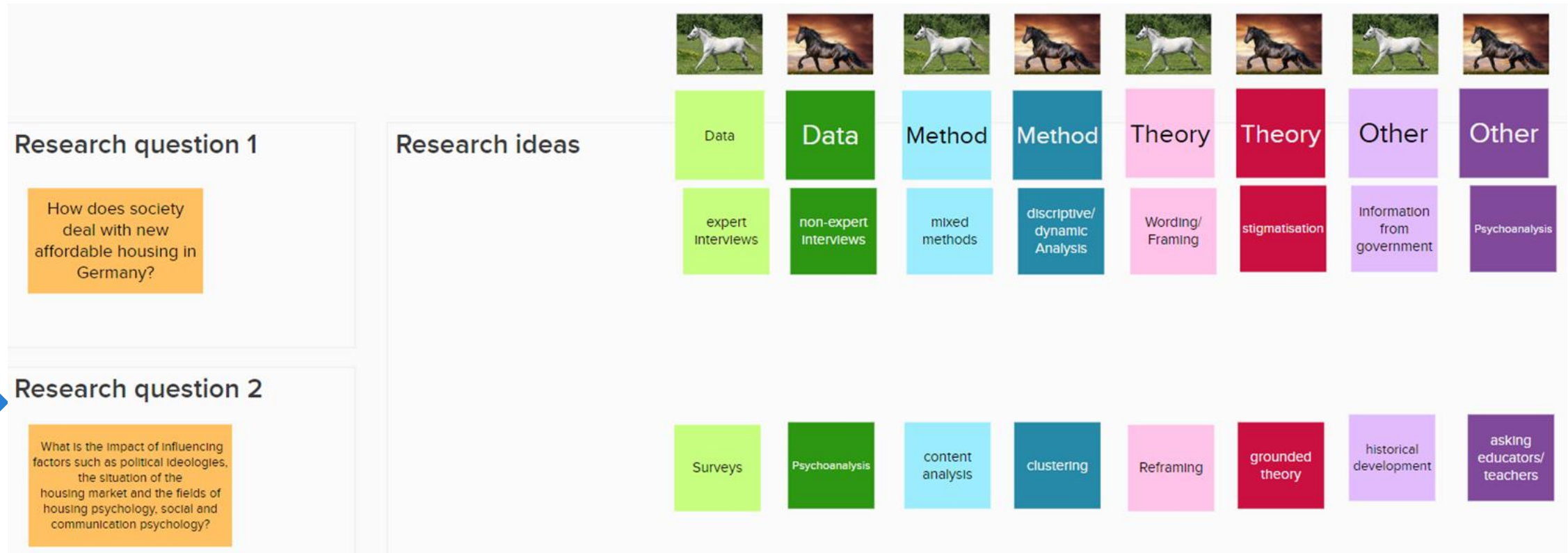
## Prioritization criteria & evidence



## Prioritization criteria & evidence



# Idea generations



## Idea napkin

### Name your research idea:

Acceptance of affordable rental housing in German society

### What is your research question or hypothesis?

How does society deal with new affordable housing and what is the impact on people and society in Germany?

### Who is your research relevant for?

- federal and state government (federal and state ministry of housing, urban development and building)
- housing (construction) companies

### Where will you obtain an answer or proof?

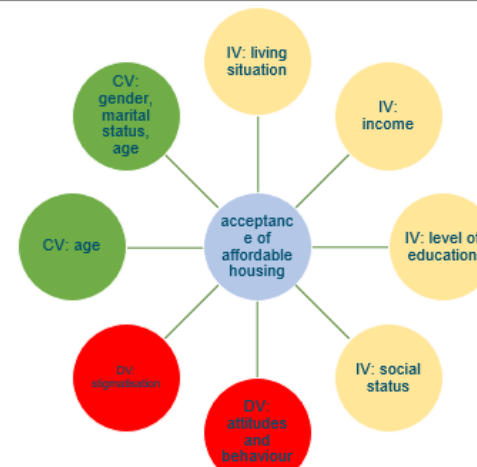
(e.g. empirical, analytical, conceptual)

- primary research (empirical)
- mixed methods design (web-based survey (n = 1,500) and semi-standardized expert interviews (n = 20) and non-expert interviews (n = 20))

### How does it fit with you as a person?

- personal motivation stems from my professional activity in the field of real estate sales, renting, and management
- put the icing on the cake of my knowledge with my own research

### Draw below your model and the main variables:



## Beta research project canvas

<p><b>TEAM</b></p> <ul style="list-style-type: none"> <li>• Supervisor</li> <li>• Supervisor of my master's degree (expert in the housing sector)</li> </ul>	<p><b>METHOD</b></p> <ul style="list-style-type: none"> <li>• Primary research (empirical)</li> <li>• Mixed methods</li> <li>• method of Kuckartz converts qualitative data content into quantitative results (coding)</li> </ul>	<p><b>CONTRIBUTION</b></p> <ul style="list-style-type: none"> <li>• Evidence about attitudes and behaviour towards affordable housing in society</li> <li>• Propose a construct for federal and state government to reframe affordable housing and neutralise or positively shape stigmatisation towards affordable housing</li> <li>• Gain an understanding of the political and personal attitudes towards new housing for low- and middle-incomes</li> <li>• Highlight the importance of affordable housing</li> <li>• Development of more targeted and tailored approaches and campaigns for affordable housing</li> </ul>	<p><b>RESEARCH QUESTION(S) AND EXPECTATIONS</b></p> <ul style="list-style-type: none"> <li>• How does society deal with new affordable housing and what is the impact on people and society in Germany?</li> <li>• Concerns about potential negative impacts on communities (NIMBY)</li> </ul>	<p><b>CUSTOMERS</b></p> <ul style="list-style-type: none"> <li>• Federal and state government (federal and state ministry of housing, urban development and building)</li> <li>• Housing (construction) companies</li> </ul>
<p><b>RESOURCES</b></p> <ul style="list-style-type: none"> <li>• Physical (office, server)</li> <li>• Human (time, knowledge, focus, network)</li> </ul>	<p><b>DATA</b></p> <ul style="list-style-type: none"> <li>• Literature review</li> <li>• Qualitative interviews with experts and non-experts</li> <li>• Web-based survey</li> </ul>		<p><b>OUTLETS</b></p> <ul style="list-style-type: none"> <li>• Communities and ministries</li> <li>• Networking at manager conferences</li> <li>• Web surveys, newsletters to existing tenants and owners of residential buildings</li> <li>• Communication channels: face-to-face interaction, email/ newsletter, phone calls, virtual meetings</li> </ul>	
			<p><b>TIMING</b></p> <ul style="list-style-type: none"> <li>• Talk to supervisor June 2024</li> <li>• Literature review June/ July 2024</li> <li>• Research design planning July 2024</li> <li>• Data collection August 2024 – February 2025</li> <li>• Data analysis and finish first version for submission by August 2025</li> </ul>	

## My resolutions



1. I propose to make contacts with housing companies, with the help of my supervisor of my master's degree, in the next two months, with the aim of finding contact partners in the housing industry which are willing to take part in an interview and who are interested in affordable housing.
2. I propose to focus on the opinion of public authorities regarding affordable housing, with the help of public service administrators, in the next six months, with the aim of retrieve their knowledge status about affordable housing.
3. I propose to trust in my time management, with the help of my family and employees, in the next twelve months, with the aim of planning and conducting my research design.

# Assumption testing

## Hypothesis Action Card

Collecting data

February 2025

*STEP 1: HYPOTHESIS*

We believe that

We can get data through interviews with experts working in the public sector for this study

*STEP 2: TEST*

To verify that, we will

Get in touch with public authorities (majors) of 5 cities

*STEP 3: METRIC*

And measure

Their interest in providing their knowledge status about affordable housing

*STEP 4: CRITERIA*

We are right if

They agree to name dates for interviews and to participate in them within the next three months

**affordable housing** ▫ **housing shortage** ▫ **behaviour and attitudes towards publicly assisted affordable rental housing** ▫ **NIMBY** ▫ **stigmatisation**

