

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examencommissie-BK@tudelft.nl), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

Personal information		
Name	Marcin Urban	
Student number	5635772	

Studio		
Name / Theme	User Perspective	
Main mentor	Dr Darinka Czischke	Housing policies, management and governance Collaborative housing and urban planning Socially sustainable urban development and regeneration
Second mentor	Herman Vande Putte	corporate housing strategies patterns of corporate housing requirements and solutions and their relationship with the development of the city
Argumentation of choice of the studio	<p>Throughout my studies I got particularly interested in understanding the needs and demands of the end-users. Therefore, my goal was to write my master thesis on a topic that involves user perspective.</p> <p>My ultimate goal is to gain a comprehensive understanding of co-living housing preferences of young people and provide insights that can improve housing satisfaction and subsequently increase quality of people's life.</p>	

Graduation project		
Title of the graduation project	Understanding user preferences on co-living housing	
	What are the key values that young adults are looking for in co-living buildings in The Netherlands?	
Goal		
Location:	The Netherlands	
The posed problem,	With rapid growth of student population and steady number of young-professionals in The Netherlands, co-living gained popularity across this target group due to its characteristics.	

	<p>However, with modern co-living spaces rising quickly throughout the past years in the EU, there is an explicit knowledge gap in understating user preference on that housing segment. The overall number of research on housing options among young adults in the Netherlands is small, and many of them focus on tenure status rather than housing preferences. Responding to the absence of research and attention to user preferences in co-living research, this study aims to discover housing preferences among young adults in the Netherlands that represent their individual, unique preferences.</p>
research questions and	<p>What are the key values that young adults are looking for in co-living buildings in The Netherlands?</p>
design assignment in which these result.	<p>This research is aiming to help establish knowledge on the co-living preferences of users. Consequently, key findings may also play a crucial role for local and national governments establishing new housing rules as such research will represent user perspective. Accordingly, it can also bring interesting insights for the developers to gain deeper understanding about the demand side of the market. All in all, the importance of this project is to have a significant impact on increasing the knowledge on a relatively new modern type of co-living, to help public and private entities, policy makers, construction companies and developers to properly address the needs of the young generation and understand their perspective on common living.</p>
<p>Overall, graduation project seeks to understand the preferences on co-living between young adults living in The Netherlands. By increasing knowledge about co-living, this research aims to assist public and private entities, policy makers, construction companies, and developers in properly understanding current and future co-living housing demands to properly address the needs of the young generation and understand their perspective on common living, which may be included in the maintenance, planning, and construction of real estate and the built environment.</p>	

Process

Method description

Writing a master thesis involves balancing the importance of the topic with the practicality of completing it within a given timeframe. To ensure progress and effectiveness in achieving this goal, the research is broken down into several phases.

Measuring housing preferences is a very complicated matter. Therefore, only a framework that includes both quantitative and qualitative studies is a powerful approach for understanding complex phenomena. By triangulating data, confirming findings, and cross-checking the outcomes from both approaches, researchers may better comprehend the study topic by merging the two methodologies.

Subsequently, to answer this question a mixed methodology research consisting of both quantitative and qualitative study will be conducted. At the very beginning, it is critical to establish the state-of-art knowledge based on existing studies and understand current market conditions. Hence, literature review and market research will be conducted. Next, it is crucial to zoom-in to the context of The Netherlands and analyse existing co-living stock in the country. By exploring several existing co-living buildings it will be possible to understand the current supply side. Consequently, exploratory study will be later translated into questions for a survey that will be held amongst young adults living in The Netherlands. Afterwards, survey results will be used to conduct discrete choice analysis which will be used to quantify the knowledge and draw strong conclusions on the co-living preferences.

Literature and general practical preference

Overall, I am basic my literature review mainly on the scientific journals and future analysis on knowledge obtained during data analytics classes throughout my bachelor degree (e.g. learning how to conduct quantitative analysis in SPSS) and knowledge from Research Methods course at Delft.

Naturally there are many literature and general practical preferences, some of the most commonly used sources by me are:

Jansen, S. J., Coolen, H. C., & Goetgeluk, R. W. (Eds.). (2011). Analysis of Housing Preference. The Measurement and Analysis of Housing Preference and Choice. <https://doi.org/10.1007/978-90-481-8894-9>

Hamari, J., Sjöklint, M., & Ukkonen, A. (2015). The sharing economy: Why people participate in collaborative consumption. Journal of the Association for Information Science and Technology. Volume 67, Issue 9, p 2047-2059.

Richard Lang, Claire Carriou & Darinka Czischke (2020) Collaborative Housing Research (1990–2017): A Systematic Review and Thematic Analysis of the Field, Housing, Theory and Society, 37:1, 10-39, DOI: 10.1080/14036096.2018.1536077

Rutkowska-Gurak, A., & Adamska, A. (2019). Sharing economy and the city. International Journal of Management and Economics, 55(4), 346–368. <https://doi.org/10.2478/ijme-2019-0026>

Fromm, D. (2012). Seeding Community: Collaborative housing as a strategy for social and neighbourhood repair. Built Environment, 38(3), 364–394. <https://doi.org/10.2148/benv.38.3.364>

Darinka Czischke, Claire Carriou & Richard Lang (2020) Collaborative Housing in Europe: Conceptualising the Field, Housing, Theory and Society, 37:1, 1-9, DOI: 10.1080/14036096.2020.1703611

Reflection

1. As previously mentioned, I have always been interested in user perspective and understanding the needs of a demand side. Therefore, throughout my studies at Delft I have chosen e.g. *Social Sustainability in Human Habitats (AR0835)* subject where I have deepened my knowledge on collaborative housing and shared living. Consequently, I believe that combining my interests with the knowledge obtained during the studies about e.g. *Redesigning of Complex Projects (AR2MBE015)* or *Real Estate Management (AR1MBE030)* I can learn how to analyse user needs better and implement them in project scope, ultimately managing processes in the built environment that will align themselves on both demand and supply sides.
2. On a larger social scale I believe that being truly interested in understanding user preference, my master thesis can produce an advice and properly explain

demands to public and private entities, ultimately making housing more need-suited and therefore increasing housing satisfaction that leads to an overall increase in a quality of life. On a professional level, governments and developers can use it to create policies and respectively construct buildings of a future. This is very important since policy makers truly care about the society, but sometimes lack enough information, and developers should be encouraged by the fact that they can create tailor-made solutions for current and future generations. Additionally, from scientific standpoint, I believe that conducting a discrete choice analysis based on the preference list created using the analysis of existing reference projects can possibly yield extremely interesting academically speaking results.