

Reflection: To what extent does commercial co-living match user preferences of young adults in The Netherlands?

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Describe the relationship between your graduation topic and the theme of the graduation lab, Master track MBE, and Master programme MSc Architecture, Urbanism, and Building Sciences.

The theme of my graduation lab is the *user perspective*, and my master thesis aims to answer the question of “*To what extent does commercial co-living match user preferences of young adults in The Netherlands?*”. It is directly related to the graduation lab by emphasising the importance of understanding the needs, preferences, demands, and opinions of users to assess current housing stock in the built environment. By investigating young adults' preferences in commercial co-living spaces and evaluating how well the current supply meets their demands, my research aims to contribute to the understanding of user perspectives and provide insights for improving commercial co-living. As mentioned in the report - it is more crucial than ever to take advantage of this crisis and, by understanding the needs and desires of the current generation, maximise housing satisfaction while operating within financial constraints. Built environment can play a significant role in how people's lives change.

Reflect on the scientific relevance of your research, including the strengths and weaknesses of the chosen methodology.

From the societal relevance perspective, this research can assist policy makers and urban planners in building more livable and equitable communities. Understanding user preferences allows us to evaluate existing and future building supply through the eyes of end users. On the other hand, from a scientific standpoint, this study helps to dig deeper into understanding user preferences, since most of the previously conducted reports focus on developing understanding of user perspective by assessing choices of the target group and this report instead is focusing on understanding their real preferences. As a result, this report significantly addresses the issue by taking a step back and identifying user preferences, aiming to assist policymakers and developers in identifying areas for improvement. It provides valuable insights into the current commercial co-living housing stock, highlighting facilities and attributes that can be enhanced, expanded, or omitted in future projects. However, it is crucial to acknowledge that the chosen methodology limited the data collection to a small group, and only a few commercial co-living projects were analysed. As a result, the findings are only applicable in specific situations and should be approached with caution when evaluating commercial co-living stock in different contexts.

Discuss any problems experienced during data collection and the strategies employed to overcome or compensate for these issues.

As mentioned above, one of the challenges encountered was related to data collection. Discrete choice experiments involve lengthy questionnaires and cognitively demanding questions, leading to a significant number of unfinished surveys that cannot be analysed at later stages. To address this issue, the solution involved increasing the number of distributed questionnaires. With the immense support of

my friends and family, who helped distribute questionnaire links among various groups, this goal was successfully achieved.

Elaborate on the relationship between your graduation project and the broader social, professional, and scientific framework. Address the transferability of the project results and their potential practical application.

I am extremely happy with my master thesis topic and question because it directly addresses the current issues in commercial co-living. The rapid development of commercial co-living spaces requires expertise and research to create a housing stock that meets the demands of present and future generations. By understanding the alignment or mismatch between supply and demand in the built environment through this thesis, it not only going to help governmental and public organisations in implementing laws that truly cater to the user perspective but also assists developers in creating housing options that are genuinely preferred by the users, rather than being solely chosen out of necessity for shelter.

Explore the ethical issues and dilemmas encountered during the research process and the potential ethical considerations associated with the practical application of the research results.

Conducting this research purely for academic reasons, rather than as part of an internship or placement, has allowed me to stay away from the moral hazards of writing a thesis that aims to benefit only the company, but allowed me to explore this topic in a purely academic, honest and integral way. However, it is important to acknowledge the ethical issues that arise in this research. Asking individuals to invest their valuable time in filling out the questionnaire without providing any form of compensation raises ethical considerations to some extent. Nevertheless, this approach ensures that the respondents' answers are given willingly and not influenced by external factors. Additionally, it is essential to recognize that the results are derived from a sample (of not known individuals), which may include individuals who provide dishonest responses, introducing the potential for misrepresentation. From a utilitarian perspective, I find immense satisfaction in the outcomes of this report. The process of writing and obtaining results has brought me great joy, as I genuinely believe that the findings can have a positive impact on our world. Looking at the research through a utilitarian lens aligns with my values, as utilitarians prioritise maximise overall utility or happiness. My research examines people's preferences based on the theory that individuals tend to select options that provide maximum utility. By exploring these preferences and aligning them with utilitarian principles, I aim to contribute to the greater well-being and satisfaction of individuals within commercial coliving.

Overall, I am really satisfied with this research as it has demonstrated my ability to independently conduct an academic study and effectively address the challenges that arise in an ethical and scientific

manner. These past months have presented significant challenges, with various external factors, such as getting COVID-19, negatively impacting the writing process. However, despite these obstacles, I successfully completed the thesis within the given timeframe, showcasing my determination and perseverance. I am also grateful for the guidance and feedback provided by my professors, which has elevated the quality of this research. Their valuable insights and comments have taken my academic thinking to new heights, and I can clearly see the positive transformation that has taken place throughout the writing of this thesis. Thank you