

LEVEL 5 ASSESSMENT SPECIFICATION

Module:	Business Inquiry & Research		
Module code:	BMSP5007	Contribution to Overall Module Assessment (%):	30%
Lecturer:	Dr Roisin Mullins	Internal Verifier:	Dr Alex Bell
Assignment Title:	Qualitative Study	Word count (or equivalent):	1500
Submission deadline:	March 12th, 2021	Return date of provisional marks & written feedback:	30/04/2021
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	10	

2. Knowledge and Understanding Skills	20	
3. Cognitive and Intellectual Skills	20	
4. Practical Application Skills	40	
5. Transferable Skills for Life and Professional Practice	10	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

Qualitative Study

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Programme of Study: Outdoor Education

Module: BMSP5007 Business Inquiry and Research

Tutor: Dr Roisin Mullins

Date: 12th March 2021 by 3pm

What do you feel are the greatest barriers to people enjoying outdoor pursuits? How do you think these barriers could be reduced or removed?

Intro: This report is all about individual barriers to enjoying the outdoors. I discuss ways of overcoming these barriers and reducing them. I have decided to choose this topic mainly due to the fact that i am currently studying outdoor education. Each week we begin new practical sessions and we try out new sports which I don't have experience in. I am immediately filled with nerves and worries before the activities begin. I experience different barriers each week ranging from worrying about getting injured or struggling with the social aspect as I feel alone. I've always enjoyed new activities with friends who I can discuss my worries with, but sometimes I feel alone and filled with nerves. I believe everyone's barriers are different and everyone struggles with completely different things. I have interviewed 3 people who are all studying the outdoors or have studied the outdoors. I questioned them about their own personal barriers with the outdoors and techniques they've found to overcome them. All 3 of my interviews were structured ones as I needed certain questions answered and explained in detail. Therefore i found by using the structured interview techniques i would get more detailed answers. I also added my own personal views into the conversations as we both were asking each other questions back and forth. During all my research and 3 interviews, there were a couple of recurring points which were huge barriers for some people. These ranged from Unpredictable weather, safety concerns, self motivation and completing outdoor pursuits with friends. According to Donna Gadsby, JSNA Research officer "Regular physical activity is essential for a healthy life. Alongside the physical health benefits it improves an individual's general quality of life, functional ability and supports their psychosocial health."

Gadsby is a research officer from Lancashire county council. This quote was one which really resonated with me because I believe Physical health really does have such a huge hold over our mental health. The best way to look after our brain is by training it just like any other muscle. We train by working out then we take care to recover it , and get it back to its normal health. However some people tend to forget this and spend less time training their brain. Therefore different measures such as anxiety and stress begin to make us unwell. When working out it gives us the release of endorphins which gives us the feel good factor. This is why it is so important for people to try and stay as active as possible and maintain a healthy lifestyle.

Procedure:

I began the interviews with the intention of trying to find out what people feel are the main barriers to physical activity and ways of overcoming them. I understand that there are so many different reasons which i hadn't thought about before. I was fairly narrow minded in thinking people just had a lack of motivation and energy to complete the activity. This experiment definitely opened my mind to many other factors which I hadn't thought about. Some of these included emotional factors. Feelings of embarrassment and shame when first starting out as many people may not know the correct technique for exercises. E.G if i were in the gym and a new machine was there. I would also feel wary around this as I know how important it is to complete the exercise with good form. When researching different factors I came across some research by DR Hazel Wallace. "Research shows that in general, girls report greater body dissatisfaction than boys.. Many girls do not take part in exercise because of concerns about their appearance and lack of confidence."

This quote really caught me off guard because feeling like these should never be the reason we don't workout and look after our bodies. After completing this research I knew when conducting my interviews that I wanted to target the younger generation in my questions. I wanted to see if any of my participants felt uneasy about outdoor exercise when they were younger, and to see if this had changed the older they had gotten. I made sure to get more of the emotional questions when interviewing the girls. As I wanted to hear from their experience and see if they agree with the research I conducted. When I was reviewing my data from my interviews I had to notice recurring themes that were running throughout my analysis. I did this by

carefully looking into the way my participants were answering the questions and if they were talking from experience. By talking from experience I made my analysis a lot more meaningful and reliable. I knew I could trust what they were saying because some of the themes e.g lack of transports are things that everybody struggles with. My method of the interviews was using a structured interview process. I researched each process and I thought by using a structured one it would make sure to keep my participants on track and use the time more efficiently. I realized it would stop them wasting time and telling me irrelevant information. When analyzing the advantages of using a structured interview I came across a statistic stating "Effectiveness. One structured interview can provide the same amount of accurate information as four unstructured interviews – making your hiring process not only more accurate, but more efficient." This quote really swayed my decision on which interview method to make. I want to get as many structured answers from my participants as quickly as possible. I also knew going into the interviews that there was a negative perception of outdoor pursuits and I wanted to really involve this into my questions to find out if this was a problem many of my participants find today.

Data presentation and findings:

When conducting my interviews there were many recurring themes running throughout my research. There are similarities in people's opinions when it comes to the outdoors, as well as new ideas that others hadn't thought of. One of the main similarities which I noticed throughout was that confidence is key. No matter what age you are, everyone found confidence in themselves was a big barrier when it came to trying out new outdoor activities. Now, confidence can occur in many different situations and everyone has different levels of it. As for myself I have quite a high confidence level, therefore I find that I struggle less in new situations because of this. One of my participants in the interview mentioned "I definitely have struggled with confidence in the past so when a new situation arises and I know that it is going to take a lot of persuasion for me to try it out".

This really did show me the more severe low confidence levels, really do affect an individuals performance and trust with the outdoors. However it's all about building up confidence and trying out new things, because we wouldn't get anywhere if we didn't try out new sports and activities. Everything is new and unusual until we try it for the first time. When I was researching confidence barriers one quote really stood out to me, "Belief in one's ability to succeed and having a strong sense of self-efficacy is vital for success." This quote was by Justin Kompf who talks about Health and behaviour change. This quote really stood out to me because of the value of it. It's so true, you really won't get anywhere in life if you do not believe in yourself and your own ability to be successful.

Another common factor which ran throughout all 3 interviews was the discussion of body confidence and self love. Now I know this is a very big topic and theme in modern society, it is something many people struggle with but I hadn't realised that this was keeping people from heading out into nature. Low levels of body confidence can have so many negative impacts on one's health and mind. It is so important to love yourself and treat yourself with love and respect in order to perform at our best. One comment during the interview stated, "I always assumed i would be awful at sports because I was quite a large child who didn't really understand the importance of health and fitness".

This comment during the interview just shows that from a young age people are growing up thinking that, because they don't look a certain way already, sport isn't for them. When this really is not the case. When you watch the olympics everyone is different shapes, sizes, colours and religions. Does this mean they aren't good at what they do? Of course not, because they are competing at an extremely high level. So what I mean is, how is someone supposed to grow up with confidence in a world where society is constantly putting them down because of the way they look. Now I think body confidence comes from within, no matter how many times someone can say that "you have nothing to worry about", or "you're just being silly". It won't help you overcome that barrier for yourself. To be able to begin a new sport or try an outdoor pursuit for the first time, you need to have confidence and you need to tell yourself that you can do it. Positive input results in a positive output. Furthermore, this is what the participants' response was. "I dealt with it by speaking out to others".

Now this includes the social aspect of outdoor pursuits. When discussing the social aspect of outdoor pursuits it really became clear on how much we need friends or even just interaction in order to survive. One participant stated “ Social interaction promotes a sense of safety, belonging and security”. This statement has never been more true in an outdoor setting. The idea of climbing a mountain automatically sounds so much more fun when it is suggested by a friend to go with. Or even just a long hike, having that time with friends or family is so valuable and just gives you the sense of safety and comfort. So during this assessment I definitely understood the importance of being around others to build up our own confidence as well as there's. These were all the common themes running through my interviews. These were the main themes that it seems like everybody struggles with currently.

Conclusion: When reflecting upon my interviews and questions I think I have completed a good assignment. I used a structured method during the interviews so ensure each participant stayed on track and didn't waste any time. I found common themes such as the importance of self confidence, body confidence and social interaction. I also looked into the impact of society and the main issues today. Many of these included negativity from people judging each other and themselves. The internet and society seems like a negative place now and it always makes people question themselves and compare ourselves to others. Which is something we really shouldn't do as this just sets our confidence back. Furthermore, this leads to lack of confidence in our ability to try out new activities and sports. I believe this is the main reason why there are less and less people taking advantage of our outdoor environment. This is a real shame because there are so many sports out there to learn and new skills to develop, I'm sure so many people would really enjoy them if they just stepped out of their comfort zones. I also think modern technology is a major problem when it comes to the younger generation getting involved in the outdoors. This was brought up in an interview they stated “I think the reason I used to dislike the outdoors was because my playstation meant alot to me”.

The statement that was brought up i think can be said by a lot of people, especially in our society currently. However to overcome this it's all about growing up and understanding that even just one walk a day can increase your own health by a big margin. As our younger generation grows up they will hopefully learn all about their health and the importance of looking after their mind as well as their body. This will then in turn give them the confidence to try out new sports and new skills. Overall I conducted 3 very successful interviews.

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