

Research Methodology

Additional research will be conducted alongside a literature review and reading. A questionnaire can provide information and further insight into the topic and possibly highlight secondary opinions to the subject matter. A short but efficient survey or questionnaire can lead to a higher response rate and provide a clearer result for analysis. Providing the participants with specific information regarding the topic will also allow for more honest and accurate replies. It has been suggested by (McLoed, 2018) that regardless of responses being anonymous, some participants can provide false answers at the possibility of them not wanting to differ or stand out if they do not understand the question or statement. Therefore, basic information on the topic will be provided and the questions will be multiple choice answers, additional information will be optional on certain questions if a participant wishes to further their response. The aim is to achieve 100 responses to create and analyse the replies sufficiently. The survey will be posted to residents, some with construction backgrounds and others without. As the topic is specific to coastal towns it is important to ensure all participants can relate to this topic in some form to ensure there no skipped questions. According to (Qualtrics, 2022), the key factors to a successful survey are to include the purpose of your survey at the beginning, speak the least-informed responders' language, use simple questions and lastly to 'funnel' the survey. As the chosen topic is specific to construction and a subject not fully acknowledged by the masses it is vital to ensure that the survey is not difficult or deterring to any responders. A possible format of a survey follows.

- Survey title, with possible sub-title
- Survey description
- Questions 1 – addressing the topic directly, collating audience knowledge on the topic
- Question2 – confirm the audiences' understanding of the topic
- Statement – provide a description of the topic
- Question 4 – confirm the audience's opinion on the topic
- Questions 5 – confirm audience's personal relationship to the topic
- Question 6 – further acknowledge audience's understanding of the topic
- Question 7 – tunnel the survey for responders' direct opinion on the topic in their area
- Question 8 – assess audience's stance on the topic
- Statement – provide build/cost/outcome information

- Question 9 – address the information and confirm if this changes any responder’s stance

The purpose of the survey is to analyse residents’ opinions, thoughts and understanding of the research topic. To avoid skipped questions and a lack of responses the survey will mostly include yes or no questions or multiple choice. This should reduce the overall time taken to carry out the survey and ensure more responses. Once the survey is completed by the targeted 100 responder’s, the results will be analysed into understandable data for the proposed research topic. The results will stand as the public’s views and opinions on the chosen topic throughout the proposal.

In the case of lesser results, or lack of responses the research will also look to include interviews. With time restrictions for the project, interviews can take considerably longer to arrange, conduct, and analyse therefore a survey will be first protocol. As the final report looks to discuss opinions from local industry professionals and residents on the subject, it is important to gather information from external sources other than literature.