

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:	Assessment 2: Quantitative Study	Word count (or equivalent):	1500
Submission deadline:	April 23rd, 2021	Return date of provisional marks & written feedback:	21/05/2021
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%)		

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What is the relationship between Mental Health and Outdoor Adventure?

This report presents my finding all about the relationship between the Outdoors and our mental wellbeing. I wanted to look at the relationships people have with the outdoors, and how this has positive and negative effects on their mental health. I also wanted to look into the barriers people have when being in their outdoor environment. Many people struggle with many different things so therefore, I wanted to really evaluate all the different types of problems people face in their day to day lives. Personally, I have always been a very active individual however I have found during this global pandemic that my self - motivation levels are at an all time low. Therefore in my survey I included questions pre and post lockdown. To mainly see if others were feeling the effects just as much as I am. When it comes to mental health there are so many influencing factors which can dictate the way you feel. It is also completely different in each age bracket. Therefore I found it was important to understand my target audience, in order to empathise with their answers. When constructing this survey I wanted to reach out to people, who are all different in some ways. By this I mean I sent my survey to students in university. This global pandemic has

had the biggest impact across the world to university students. Therefore I knew that they would be able to relate to this survey the most. I also aimed it towards parents who may have also found the pandemic tough, as they have been homeschooling their children. This is something they were forced into in a very short space of time, so I knew their mental wellbeing would have struggled.

Procedure:

To carry out this survey, there were a couple of points I knew I needed to get right. I needed to figure out my target audience. Some of these questions don't relate to everybody, therefore I needed to understand who was receiving my survey in order to fully engage with them. When deciding on a topic I found it pretty easy. We are globally going through a very long pandemic together. This Covid 19 outbreak has already surpassed a whole year, and there are no signs of it disappearing anytime soon. Therefore this is something everyone is worried about and has opinions on. Therefore I knew I needed to discuss a topic that was at the front of everyone's minds in order to fully engage with them. It has also come to my attention that mental Health cases have rocketed up during this pandemic. According to recent figures printed by The Health Foundation "More than two-thirds of adults in the UK (69%) report feeling somewhat or very worried about the effect COVID-19 is having on their life. The most common issues affecting wellbeing are worry about the future (63%), feeling stressed or anxious (56%) and feeling bored (49%)."

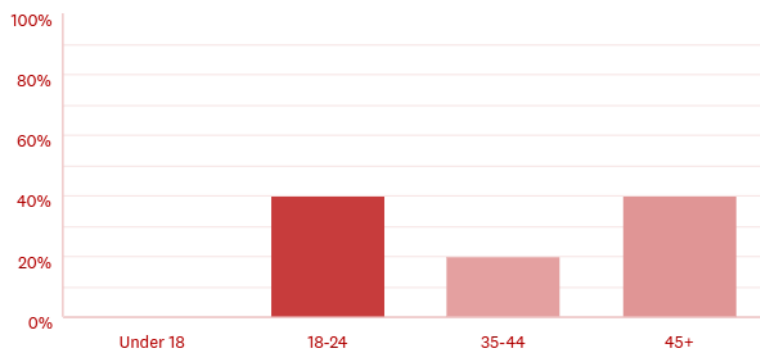
This statistic alone shows the struggle we are going through together. 56% of people are struggling with their mental health due to feeling anxious. After reading many articles like this discussing the huge increase in mental health cases, I knew I needed to incorporate this into my survey somehow. Therefore after reading about the new variants that are arising through coronavirus, it was clear to see that more and more people were beginning to feel anxious in some way or another. When there is an outbreak some mutations weaken the virus while others may make it stronger, enabling it to proliferate faster or cause more infections. There is now a new variant out which initially began in India. It has already started to make its way into the UK. This is therefore once again worrying to the public and is increasing people's anxiety when outside their homes. This pandemic seems to begin getting better and cases begin to drop, then all of a sudden the variants mutate and there are new dangerous outbreaks taking over the country. The constant headlines making the news day to day are keeping people in their homes and stopping them from interacting with others. Every human needs social interaction. It is one of the biggest needs a human has. Staying connected with others makes us feel more connected to the world and increases our sense of belonging. These are the little details I needed to gain when finding my results from my survey. I asked 10 questions to people from different walks of life in order to fully understand what everybody is currently experiencing. Therefore my procedure was pretty straightforward and I asked closed questions to be able to keep people on the current topic and not waste time going off on a tangent.

Findings:

Overall I got 20 people to answer my survey. My first question was figuring out what age bracket people who were answering my survey were.

How old are you?

Answered: 20 Skipped: 0



This graph clearly shows that there was a divide in the people answering my question. I had 8, 18-24 year olds. 4 people answering my survey were between the ages of 35-44 and I also had 8 people who were older than 45 years old.

My second question asked about people's activity levels before covid 19. I wanted to understand if these findings were going to change later on in my survey when I asked about post- lockdown. It was clear to see an early trend in these questions as the majority of people clicked 4 - 8 hours a week of moderate exercise. I had 3 people who clicked the answer "couch potato". This indicates a sedentary lifestyle. Sedentary lifestyles are not healthy and can also be the reason for bad mental well-being. Therefore by including this answer, I was able to understand that lack of being outdoors and in a natural environment could have been the reasons leading to bad mental health. However it is too early for me to come to that conclusion just yet.

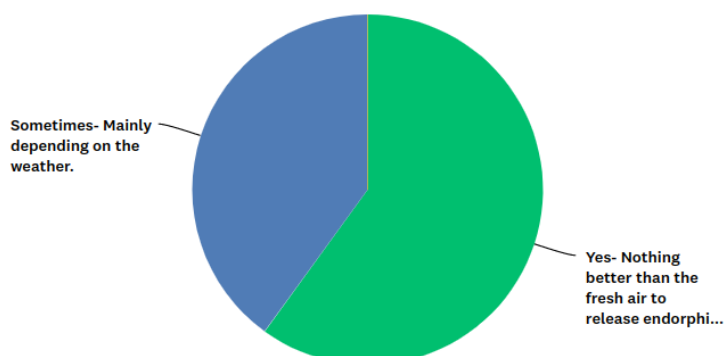
Leading onto my 3rd question which is where mental health is brought in. I asked about how many people struggle with mental health. It was a bit of a shock to me to see that 5 people who answered my survey do not struggle at all with it. They clicked on the answer which said "Nope Never struggle". The majority of people clicked on the "occasionally" answer and only 3 clicked on very bad mental health.

After evaluating those responses I noticed similarity between the 5 who said they don't struggle with mental health, similarly to the 5 people who also said they were very active in their outdoors. Already we can see the connection there to having a better mindset when being outside.

Now question 4 is where we see the real relationship and feelings people have to being outside.

Would you say the outdoors is a coping mechanism for your mental wellbeing?

Answered: 20 Skipped: 0



ANSWER CHOICES

▼ Yes- Nothing better than the fresh air to release endorphins.

RESPONSES

60.00%

12

▼ Sometimes- Mainly depending on the weather.

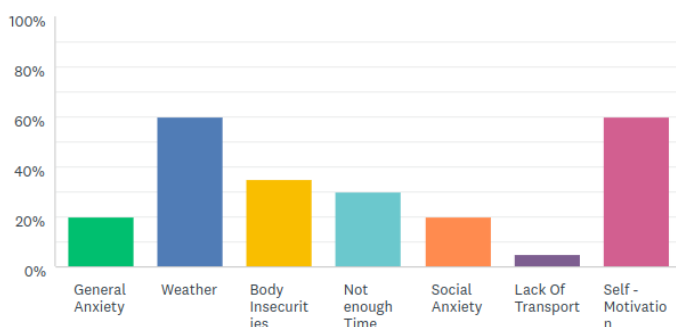
40.00%

8

60% Of people who answered my survey all were completely truthful in saying that their coping mechanism for dealing with “bad days” are going outside. The answer they clicked was “ there is nothing better than a nice long walk to release the endorphins”. Therefore it is already clear to see that people link fresh air with a healthy mind. Everybody always looks at training their bodies, their muscles. However what they are forgetting is that our brain is a muscle too. Therefore that needs to be trained like the body, but it also needs rest days and time off. When people overwork themselves they begin to get tired, moody and just not happy. This is because they are not taking time to look after their brain. They are either constantly on technology or they hav a million and one things to do. Just by taking a short 20 min walk can boost your mood by 70%.

Please tick what barriers you find stop you from going outdoors?

Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
General Anxiety	20.00%
Weather	60.00%
Body Insecurities	35.00%
Not enough Time	30.00%

In the survey my next questions was all about the barriers to outdoor exercise and why people are not taking that step outside to look after themselves. It was interesting for me to see the most common excuse being the most relatable

for people. This was the weather. Rainy days have always been linked to sad, depressing slow moods. Many people suffer from seasonal depression. I was able to see a clear theme here when analyzing my questions. The relationship between people struggling with self motivation and bad weather, also has the same statistics as people on the latest graph choosing “depending on the weather”. Around certain seasons people can become depressed for many reasons one being the lack of sunlight during the winter, or colder months. Many people would just think they are feeling gloomy on a rainy day, but seasonal depression is an actual psychological disorder that effects many. It is important to take note of this because it not only affects your motivation but also everyday aspects of your life. Therefore i realized that this was not just a stigma but also an actual disorder. Which personally i do not think gets spoken about enough. During question 5 the answer “self motivation “ was also one of the highest barriers people are struggling with during this covid 19 outbreak. This links back to the introduction of this report where I spoke personally about my journey and how my motivation was at an all time low. It was good to see that I was not the only one finding it more difficult.

Reflection:

When reflecting upon my survey and the widespread variety of answers I received. There were a few themes that were running through my analysis. One of the most prominent themes I noticed was the link people were making between the weather and feeling low. Many people said they do not go outdoors and exercise mainly due to the fact that if the weather is not good, then they do not feel motivated enough. When conducting some research I came across a psychological

disorder which suggested that when the weather is bad, people are more likely to feel depressed. This did not come as a shock to me because for years this has always been a way I have felt. I'm sure many others have to. Nobody wants to go outside for a walk when it's raining. However if you do, the release of endorphins you get when you're finished is the best feeling ever. Your serotonin levels rise and you just get that feel good factor. It's like no other. Therefore resulting in being less stressed and a lot less anxious about things in your head. You immediately become more confident and happier. This point already shows the link between fresh air and a better mental health. It is proven that people with a sedentary lifestyle are usually more stressed and anxious.

When researching I came across a journal by Marc-André Bélair all about the link between a sedentary lifestyle and mental health problems. He said "Intervening early to reduce sedentary activities and increase physical activity, may reduce the odds of developing mental illnesses as well as physical illnesses".

Therefore this just proves my findings are correct and that I do not have any anomalous results in there. You can clearly see the link between being active and having a better mental wellbeing. My last question was directed towards university students and how they are struggling during this pandemic. The most popular answer was students were finding it difficult to balance work and social life. This is a big factor in people's anxiety as well as they feel like they have to split themselves in half. Working from home is stressful and when we have a lack of resources it makes it even worse. Students are finding this lockdown extremely tough, thus the increase in mental health cases in younger people. This report has given me all the answers I needed as it shows me the clear findings and connection between mental health and being active. This pandemic has got a long way to go and is not over yet. So I suggest if you are finding it difficult and struggling to be happy, then think about heading outdoors and just doing what makes you happy. Feel that release of endorphins go away with your worries and stress and look forward to a better day. I can say this as my answers are all backed up by the research I have done on my survey. The graphs clearly show that everybody of different ages is struggling but they all understand the importance of getting fresh air. My report has come to the conclusion of being healthier and happier is all down to getting out of your homes, spending less time on your phones, therefore ending in getting more fresh air and enjoying the wildlife around you.

Word Count :2100

References:

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