Research

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# IntroductionResearch methods

Since this is an early stage of the project and research we mainly going to do literature and field research. We will do this by looking up researches on Google that have already been done, and look at our own situations and neighborhoods.

# Research questions

## What is the best way for people with different cultural backgrounds to get involved and meet with the locals and vice versa?

**Method:** literature research

**Hypothesis:**

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We need to know how people from abroad can get involved in their community with the locals. By including people of all different kinds of cultural backgrounds in a community, you can get a lot of different opinions and visions of people with experience all over the world. With these visions locals can expand their view on the world and be more open towards different cultures.

**Best ways for people to meet the locals**

**Learn the language**

Communication is always easier when you speak the same language as other people. That is why it is always good to learn the language of your neighborhood. If you speak the language of the people in the neighborhood it is easier to start a conversation with the local for example on the street.

**Don't be a stranger**

Try to meet and speak to people every once in a while. Even if it is just a small conversation on the street. Show interest to the people and don’t be shy (can be hard in the beginning). It is also very good to get to know your neighbours. That is because they probably know the neighbourhoods very well and if you get to know them they can introduce you to the other people in the neighborhood which makes it easier to make contact with others and get more involved.

**Go to local neighborhood events**

Another good way to meet your locals is to go to local neighborhood events such as sport events, local meetings or BBQ’s. A lot of neighborhoods have annual events like these, so it shouldn’t be too hard to meet people this way.

**Find people with the same hobbies**

If you meet people with the same hobbies and interest it is easier to build up a friendship. That way you can get to know each other quicker and better. You could for example meet locals at a football club.

**Organize cultural events**

Another good way to get to know the locals, is by introducing them to your culture. Host events on dates that might be important to your religion/culture. For example, if you’re German and want to localize more with the locals, you can host a beer party on Oktoberfest for the locals to get to know you better.

**Meet others online**

A lot of people would first like to know you a little bit before wanting to meet you in person. The internet is a good way to do this. Just look at dating apps like Tinder, which has 50 million users and made a yearly profit of $1.2 billion USD in 2019. Clearly a lot of people like to use this app to meet new people. The same could be applied to meeting locals, but instead of it being a dating app, it could be a platform for locals and people from abroad to get to know each other, before they meet in person.

**Best places to meet**

According to Nabin Paudyal from Siplikan Media Group, the ten best places to meet people are as follows:

1. Parks
2. Fitness clubs
3. Sports events
4. Sports clubs
5. Parties
6. Festivals
7. Volunteer activities
8. Classrooms
9. Libraries
10. Public transport

**Conclusion**

We can conclude that it is very important to be active in the neighborhood and try to get to know people with the same interests as you have. You need to be initiative and show interest. You can attend local events or even organize your own event. A good way to start is by meeting other people through the internet.

**App functionalities based on research**

* See all the current events going on in your neighborhoods
* Filter events by your preferences/hobbies

**Sources**

<https://www.happierhuman.com/meet-new-people/>

<https://www.nytimes.com/2018/09/19/learning/where-and-why-do-people-come-together-in-your-community.html>

<https://www.globalexperiences.com/blog/top-7-ways-to-meet-locals-while-living-abroad>

<https://theabroadguide.com/make-friends-with-locals/>

<https://www.lifehack.org/articles/communication/single-and-ready-mingle-best-places-meet-people-thats-not-bar-2.html>

<http://www.grassrootsgrantmakers.org/wp-content/uploads/Get_More_People_Involved.pdf>

<https://blogs.psychcentral.com/your-mind/2014/09/7-simple-ways-you-can-get-involved-in-your-community/>

<https://www.nomadicmatt.com/travel-blogs/the-truth-about-meeting-locals-abroad/>

## What is done in Eindhoven to improve the quality of neighborhoods?

**Method:** literature & field research

**Hypothesis:**

We expect that certain neighbourhoods have neighbourhood associations. We think that these neighbourhood associations discuss and execute improvements for the neighbourhoods.

Our expectation is that neighbourhoods without these associations are also not as developed as those who have an association.

**What does township Eindhoven do to improve the neighbourhood?**

 Literature study

Township Eindhoven has an email address where you can share your ideas. [initiatief@eindhoven.nl](mailto:initiatief@eindhoven.nl).

If you have an idea which is expensive, you can also get a subsidy from the township.

Eindhoven also tries to motivate habitants to make their gardens greener. On the township website is also a link to a folder which helps habitants to choose plants that work good in their gardens. And if you don’t really like maintaining the garden, there are tips on how to have a green garden without too much maintenance. This folder is in Dutch. Eindhoven calls this Operation Steenbreek.

On the township website is also an .pdf called [Smilezine](https://www.eindhoven.nl/sites/default/files/2018-06/Smilezine2018.pdf). (also in Dutch). In Smilezine are examples of how you can brighten the neighbourhood.

There is a facebook group called “Adopteer een Straat” (Adopt a street). This group motivates people to keep the streets clean and green. (in the group the main language is Dutch)

You can get in contact with Township Eindhoven for setting up a neighborhood prevention. This will improve the security of a neighborhood. The township gives practical support for free.

People set up an neighborhood association to organize activities and plan meetups

In Eindhoven it is possible to hire a neighborhood meet-up place where u can get in contact with people from the neighborhood. [buurtruimte040.nl](https://www.buurtruimte040.nl/)

**** Google

**What are the results if you try to search for improvement in Eindhoven in English on Google?**

**Eindhoven improve neighbourhood:**

Forum topics, nomad list

**Eindhoven neighborhood ideas**

Pinterest, page about renting in Eindhoven

**Eindhoven neighborhood improvement idea**

Eindhoven PvdA pdf, Child friendly urban design research by TU/e.

**Eindhoven district improvement**

<http://www.district-e.nl/> (in Dutch)

 Interview

**What do habitants do to improve the neighbourhood?**

* What is your age, study, work & speaking languages?

**23, Pre Master organization studies, Logistics supervisor, Dutch, English**

* Is there a neighborhood association in your neighborhood?

**There used to be.**

* + If no: would you like to see one in your neighborhood?

**I don’t really care.**

* + If yes: Are you in the association?
    - If no: What is the reason to not join the neighborhood association?
    - If yes: What kind of people are in the association? Think about cultures, age and work/study.

**People age 30-50 (mostly dutch)**

* What do you think a neighborhood association should be focusing on? for example: make the neighborhood clean of trash,

**Organizing activities to socialize.**

* What are some activities you would like to join if they were planned in your neighborhood? For example: bbq, meet and greet, etc…

**Walking dinner. (people from the neighborhood can apply for a scheduled dinner, they each get a task (e.g. preparing the desert, preparing the main course etc.) these meals are being served at one’s home in the neighborhood and people get assigned to walk to different people’s houses. This way they can see how their neighbors live and cook and get to know each other better.**

* Would you mind helping people from your neighborhood if they asked you to do them a favor?

**Sure.**

* What is your age, study, work & speaking languages?

**49, teacher, cassiere, Dutch, French, English.**

* Is there a neighborhood association in your neighborhood?

**Yes I enjoyed being in it.**

* + If no: would you like to see one in your neighborhood?
  + If yes: Are you in the association?
    - If no: What is the reason to not join the neighborhood association?
    - If yes: What kind of people are in the association? Think about cultures, age and work/study.

**I was, but they stopped doing things.**

* What do you think a neighborhood association should be focusing on? for example: make the neighborhood clean of trash,

**They should focus on giving all people in the neighborhood a ‘safe’ and happy feeling. A good relationship with your neighbors will help everyone as they get to know each other better. of course it is all voluntary, we do not oblige people to take a part in what is being organized.**

* What are some activities you would like to join if they were planned in your neighborhood? For example: bbq, meet and greet, etc…

**Organize sport-like activities on the square and ‘create your own lantern’ workshops for kids during st. maarten.**

* Would you mind helping people from your neighborhood if they asked you to do them a favor?

**Sure.**

**Conclusion**

We can conclude that the township of Eindhoven already is trying to motivate people a lot to improve the neighborhoods of Eindhoven, we have given several examples of what the township is doing.

This also means that if the people are not prepared to do much to improve there is probably not going to happen much.

Another thing to mention is that a lot of folders and files are in Dutch. So it might be a good idea to make these files also available in English so non dutch people can also read them. We have searched for several terms on Google and did not find the Eindhoven website.

**Sources**

[Actief zijn en meedenken](https://www.eindhoven.nl/stad-en-wonen/stad/meedenken)

[Doe mee met Operatie Steenbreek Eindhoven](https://www.eindhoven.nl/stad-en-wonen/wonen/groen/groen-in-eindhoven/doe-mee-met-operatie-steenbreek-eindhoven)

[Buurtpreventie](https://www.eindhoven.nl/stad-en-wonen/buurten/buurtpreventie)

## What are the main barriers for people with different cultures to communicate in a neighborhood?

**Method:** literature research

**Hypothesis**

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Culture diversity makes communication between people difficult due to their mindsets being different. Different cultures have different languages, opinions and behaviors. When people belonging to different cultures communicate, these factors become barriers.

The main barriers are language, behavior and religion.

Different cultures have developed their own language as part of their heritage. Rather than working hard to learn new languages, people are comfortable talking in their own language. However, when people communicate with each other in their own language, they end up having some misunderstandings.

People with different cultures have unlike personalities and behaviors which often leads to miscommunication.

For example, for certain cultures maintaining eye contact while talking is very important where in some it is considered rude and disrespectful.

Good communication only occurs when people with different cultures take time to learn and accept each other's differences.

Religion also causes miscommunication between people. Religious views influence how people think about each other. It causes a difference in opinions. People often find it difficult to talk to one another because of these different views.

**How to overcome these barriers?**

Cross-cultural communication is not only a barrier but also an opportunity to learn about different cultures, new perspectives and open to new ideas. However, it is possible to overcome these barriers.

Even though you two speak different languages, if you ensure clear and polite communication there is still a possibility to understand each other. You can always use simple words and visual methods in order to communicate. Also avoid using slang words and phrases.

You can always learn about the other person’s cultures. You can ask questions about each other’s culture and show that you are interested in learning about the different cultural backgrounds. Never disrespect anyone’s cultural background.

**Conclusion**

We can conclude that cultural barriers occur when people from different cultures speak different languages and have different behavior and religions. This is mainly due to lack of cultural awareness, knowledge and communication. To make communication effective between people, the barriers need to be eliminated as much as possible. Cross-cultural understanding must be increased as it decreases communication barriers caused by cultural differences.

**App functionalities based on research**

* would be nice for users to select a language of their choice
* useful notifications
* Based on events, people from different countries can say the main points of what to expect at the event, or the basic phrases in their language.
* people can register and see who is around their neighbourhood
* a feature where you can request help from your neighbours
* join events and see existing events
* rating system, where you can rate someone based on how helpful they have been

**Sources**

<https://www.businesstopia.net/communication/cultural-barriers-communication>

<https://declicinternational.com/6-barriers-to-cross-cultural-communications/>

<https://takeitpersonelly.com/2018/01/02/5-ways-to-overcome-cultural-barriers-in-the-workplace/>

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## What do new people do to get to know new people in and near Eindhoven?

I moved to Eindhoven when I was 10 years old. I can remember township Eindhoven invited our family for a welcome tour. We were picked up by a touring bus and they drove us through the town and told us something about the hotspots like Evoluon, Philips clock building etc. This happened 14 years ago, so I can’t clearly remember if this was in Dutch or English.

To get a better view on this we will ask our client Olha Bondarenko if Eindhoven still does these kinds of events and also if these events are for expats en foreign students.

Result:

 Interview

Luckily we have a foreign student in our project group: Edgaras Spiridonovas. So Edgaras has some experience with the situation.