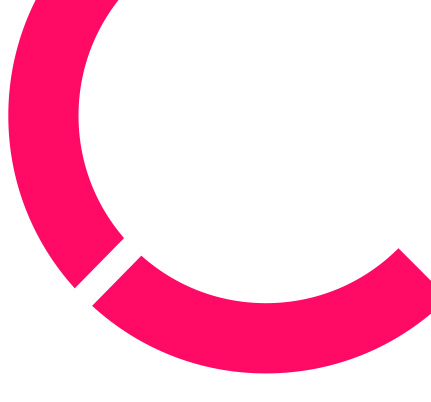
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**Written assignment**

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**SISÄLLYS**

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# Topic and Development need

In this research project, we are trying to improve the effectiveness of employees at the target company; WinPos. While the effectiveness of employees is not in any crisis, it is important to maintain effectiveness and make improvements when possible.

Work at a software company can sometimes feel like an endless grind. Some employees keep implementing features and fixing bugs, others offer help to different customers for the same issues repeatedly. The hypothesis of this research project is that fun team-building activities can be utilized to improve employee effectiveness and morale. Another expectation is that the monotonous rhythm of the working day causes slumps in perceived effectiveness.

The work takes on the perspective of the employee. The goal is to gather data about the employee’s perceived performance level; how do they feel they are performing. The work does not try to gather information about actual performance and productiveness at the workplace.

The project will conduct experiments over several weeks during the coffee breaks of the employees. The experiments include group activities such as light exercise/stretching breaks, bingo and Kahoot! competitions.

Employees are interviewed at the beginning of the project to establish an understanding of the current situation. In addition, a survey is conducted before the experiments in this research. A final survey is conducted after the experiments to see if the experiments influenced the employees.

Recommendation can be the output of this research. However, it is worth emphasizing that that this research does not take a stand on if the employees work more efficiently because of these activities.

If defined in one sentence, the definition of this topic is “How do team-building activities affect work performance at WinPos?”.

# Approach and Materials

In constructive research such as this one, multitudes of approaches and materials are needed. This research benefits from qualitative- and quantitative approaches. In addition, experiments are performed to gain insight into effectiveness of work efficiency regarding team-building activities.

Practical needs and materials also need to be considered before executing the research. Questions such as how participants are summoned to the activities, how are the activities funded and how the employer supports the experiments, all need to be answered.

During the experiments, observations need to be made. The overall mood and events during the activities needs to be documented as they can provide insight into other results gained during the research process.

## Qualitative approach

## Quantitative approach

Quantitative approach will be used to give data that can be used to measure the effect of conducted team-building activities. Data can be collected using surveys.

For the questionnaires, webropol can be utilized. Web questionnaires are great for preserving anonymity and offers a low stress environment for the respondent. There should be a time limit on the questionnaire, however. People might view their emotions more positively on a Friday than on a Monday. To avoid this, a 1-day time limit can be set and the questionnaires must be answered on a Wednesday, for example.

To increase validity and reliability of the data from experiments, a control group can be used. In this research, only certain departments will be invited to the team-building activities. This allows us to compare results between two different groups. Population clusters need to be carefully assigned to maintain internal validity. Since the target population is not too large, sample size must be the whole population to achieve 95% confidence level.

Cluster sampling needs to be used to get a valid group of participants. Support from the organization needs to be high, to avoid voluntary response bias.

The variables in the questionnaire need to be carefully selected to preserve respondent anonymity and gain the maximum benefit from each respondent. While it would be nice to have information about a respondent’s gender and age, the target population is too small to safely add these variables. As a result, the questionnaires will consist of variables defining the whole population.

Some questions could include for example, rating questions about the team-building activities, frequency categories about how often you find yourself feeling tired at work, and matrix questions.

These questions will be coded to provide an easier way of analyzing the collected data. SPSS or Excel can be used to analyze results. The questions and variables need to be set in such a way that they can be used to create graphs. Graphs allow the researcher to represent their data in a viewer friendly manner.

# Evaluation

The experiments made during this contain several problems. According to datacaptains.com blog “7 Experimentation Pitfalls”, running too few/many experiments can cause issues. On one hand, keeping the experiments going for a longer time will cost more resources, but doing too few experiments will reduce the confidence and validity of the research. (datacaptains n.d.)

According to Jonathan Beretta’s blog post “Top Ten Problems When Designing Survey Questions” on satrixsolutions.com the most important goal of questions is that they are actionable and unbiased. Some problems he mentions are that there are too few response options and rating level inconsistencies. Several other points revolve around the questions not being clear or are leading the respondents. (Beretta) These are some basic level issues, which highlights the importance of carefully planning the questions. As in all things, communication is key. It is important to write the questions in such a way that they can only be interpreted in one way.

# LÄHTEET

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