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# Abstract

# Introduction

One of the key aspects of the modern urban landscape is the escalating challenge posed by rapid urbanization which calls for innovative solutions to improve the overall quality of life for city inhabitants; living conditions are subjected to many factors, in this context city sensors play a pivotal role in measuring and predicting multiple aspects of living conditions.

The same is particularly true with smart cities: smart cities are characterized by the integration of technologies to optimize urban functions; therefore, sensors are at the hearth of smart cities development: air quality and environmental noise sensors play a crucial role in the monitoring of urban environments as they provide real-time data which is essential for informed decision-making and policy formulation.

One of the main applications for sensors data relies on public health, with real time capabilities is possible to predict, assess and tackling pollution and develop efficient interventions for mitigating risk factors, air quality data are mainly used for this purpose as excellent indicators.

Collecting noise data is also a useful tool for safeguarding noise pollution level, by deepening the understanding or urban noise, policy makers can implement different traffic management strategies improving the overall well-being of their citizens.

Sustainability is another important key aspect of the use of sensors; continuous monitoring is one of the most important aspects for measuring air quality and noise level indices and maps contributing to an holistic understanding of the urban environment, overall sensors data can contribute to evidence-based decision making guiding policy makers.

When it comes to urban planning, sensor data can facilitate the design of infrastructures and new developments, as an example data from these sources are essential for define layouts, highlights possible challenges and optimizations of commercial and urban zones: identifying pollution sources and making sure urban populations will not be exposed to pollutants.

When it comes to the impact of sensor data in economics understanding of urban areas, sensor data is capable of capturing the influence of key factors in many aspects of the city living: sensors are particularly useful in the realm of real estate, the tracking of environmental factors is hugely important for measuring and predicting property prices as it’s easier to imagine how noise and air quality levels discrepancies in the same urban areas can determine differences in prices, in many cases properties in quiet areas can correlate to higher prices as noise can indicate more attractive areas for families to buy a house in.

Prediction of rents prices can also avail the help of sensor data, correlated to property prices sensor data is a useable information to predict rent prices, they can also be use for identifying popular areas by using noise, accurate and up-to-date sensor data can provide a nuanced understanding of the desirability of different neighbourhoods based on environmental quality; for example, some areas with consistently low pollution and minimal noise disturbances may be perceived as more attractive but also high levels of noise during weekends can detect the most vibrant parts of city night life which might be attractive for the opposite reason.

All this reason can be summarised in property evaluation models which can be used from investors and property agents along side traditional factors for prices such as location and amenities.

In summary the utilization of noise and air quality sensors in smart cities extends beyond mere data collection: the integration of noise and air quality sensors into smart cities has implications for the economic dynamics of urban living. By incorporating environmental data into property valuation and rent-setting processes, cities can create more responsive and fair real estate markets, ultimately contributing to a more sustainable, liveable, and economically vibrant urban environment.

# Questions for interviews (change to research motivation)

Interview 1:  
  
[paul.rutherford@dublincity.ie](mailto:paul.rutherford@dublincity.ie)  
  
Expert for Dublin noise and air pollution:

the existing literature has underscored the impact of environmental noise on property values. By leveraging sensor data to identify bustling and tranquil areas, one could explore whether environmental noise serves as a viable indicator for property prices in Dublin. In your perspective, do you believe that the level of environmental noise can reliably reflect or influence property values?

Given the acknowledged impact of environmental noise on property values, an intriguing exploration would be whether noise levels can act as a predictor for the demand of tourism rentals. Utilizing sensor data to identify areas with varying noise levels, do you believe that the noise factor can serve as a reliable predictor for gauging the demand for short-term rentals in Dublin?

In a similar vein, prior studies have illuminated the correlation between air pollution and property prices. With sensor data capable of delineating areas with varying pollution levels, the question arises: can air pollution be considered a reliable indicator for property prices in Dublin, in your opinion?

building on the understanding of air pollution's influence on property prices, one might explore whether air quality levels can act as a predictor for the demand of tourism rentals. With sensor data capable of delineating areas with different pollution levels, do you see air pollution as a potential indicator for anticipating the demand for short-term rentals in Dublin?

Interview 2

Host Butlers, Dublinhost, guestready, nestify; management Airbnb company:  
  
It is widely acknowledged that property prices exhibit variations based on area codes (such as D6 or D2) In your experience, do you find that short-term rentals are similarly influenced by area codes in the Dublin area? Can area codes be considered reliable indicators for rental prices, much like they are for property prices?

Based on your expertise, have you observed any correlation between the proximity of tourist attractions such as museums, heritage sites, zoos, and others, and the impact on short-term rentals within the tourism sector for Dublin city?

If proximity to tourist attractions doesn't significantly affect short-term rental prices in Dublin, what, in your opinion, are the most reliable indicators for determining short-term rental rates in the city?

If affirmative, considering that the Dublin Tourism Office has provided a list of the city's ten most visited attractions, which among the following, do you believe has the most significant impact on short-term rental prices due to proximity?  
  
Phoenix Park Visitor Centre   
Dublin Zoo  
 Guinness Storehouse   
The Book of Kells  
 National Gallery of Ireland  
 Irish Museum of Modern Art  
 St. Patrick’s Cathedral  
 Chester Beatty Library  
 National Botanic Gardens   
Dublin Castle  
 all of the above

# Research motivation

## Motivation

The primary motivation behind this research stems from the fundamental question: Does the environment significantly influence Airbnb prices? While existing knowledge indicates that factors like proximity to attractions and ambient noise affect residential property prices, the impact on short-term touristic rentals remains uncertain.

## Problem definition

## Objectives

The question that leads to this research is as follows: Does the environment affect Airbnb prices? It is known that, for residential properties, distance from places of interest and noise level can affect the price; is the same true for touristic short-term rentals; and what other factors can affect the price of short-term rentals; this research is set to answer this question by accomplishing the objectives below:

* To evaluate the impact of various features on Airbnb prices (property related features, host related features, noise level and air pollution levels, distance from different points of interest).
* To evaluate if a neural network can outperform best performing models used in previous literature (random forest and XGBoost).
* To contribute to predict the price of Airbnb apartments for Dublin city.
* To predict noise level using time series analysis on sensor data to help modelling for future prices.

# Literature review

In recent years, the landscape of the sharing economy has undergone substantial growth, propelled by platforms like Airbnb that have revolutionized how people access accommodations. Within the sharing economy, individuals collaborate by sharing resources, goods, or services through online platforms or communities, optimizing the use of assets that might otherwise be underutilized. Airbnb, a key player reshaping the accommodation sector, introduces a noteworthy challenge due to the dynamic pricing nature. Unlike traditional lodging options, Airbnb prices can fluctuate based on factors such as location, demand, seasonal variations, and unique listing attributes. This inherent unpredictability poses a specific dilemma for hosts and guests as they seek to strike a balance between cost-effectiveness and value.

To grapple with this challenge, the integration of data science has assumed increasing importance. Researchers can leverage the wealth of historical data available on Airbnb to extract insightful information on pricing trends, customer preferences, and market dynamics. These insights serve as the groundwork for constructing accurate models capable of predicting Airbnb listing prices.

The accurate prediction of Airbnb listing prices carries significant implications for both hosts and guests immersed in the sharing economy. For hosts, precise price predictions empower them to fine-tune their listings by setting competitive prices that align with market dynamics and property attributes. This, in turn, maximizes their revenue potential and elevates overall business performance. Moreover, it furnishes hosts with insights into the factors influencing price fluctuations, aiding informed decisions regarding property upgrades, amenities, and other listing characteristics.

Conversely, accurate price predictions benefit guests navigating the sharing economy by fostering transparency and enabling them to make well-informed decisions based on their budget, preferences, and desired amenities. Within the sharing economy framework, where resources are shared among individuals, precise price predictions enable guests to select the most fitting accommodation options and plan their trips with efficiency. This transparency heightens their overall satisfaction and enriches their experience of engaging in the sharing economy through the Airbnb platform.

While predicting prices of accommodation has certainly been a well-researched area there still is room for improvement, as mentioned sharing economy prices are subject to fluctuations from different factors highlighting the need for well rounded approaches that cannot simply rely on accommodation-based modelling.

This research will focus on the concept of using different features mostly related to geolocation of the accommodations to create a reliable and accurate price prediction strategy.

## An overview of models for predicting Airbnb accommodation prices

Many papers have explored the prediction of room prices for both long- and short-term accommodation; many models were chosen for this objective.

### Linear regression

In this context linear regression can be used for modelling the relationship between a dependent variable and one independent variable by fitting a linear equation to the observed data. The goal of linear regression is to find the best-fitting line (or hyperplane in the case of multiple independent variables) that minimizes the differences between the observed and predicted values.

Linear regression offers many advantages: it can perform better than other models when the relationship between the variable follows a linear pattern, it is easy to compute and easier to explain than more complex algorithms.

However, it needs to be handled with caution as linear regression is susceptible to overfitting; also, noise and outliers can dramatically reduce model’s performance, when handling linear regression, it is important to keep in consideration how to deal with multicollinearity (a state when independent features are correlated within themselves).

When it comes to utilizing linear regression for predicting accommodation prices in tourism or real estate several authors already approached the subject.

Yu et al. (2018) in a paper called "Real Estate Price Prediction with Regression and Classification" [1] developed a set of models and used linear regression as benchmark for forecasting the ideal sale price of a home by using a dataset of residential houses sold in Ames, Iowa from 2006 to 2010; the datasets consisted of 79 features and more than 1000 houses, the authors used Root mean squared error (RMSE) as a commonly used performance measure for evaluation of price predictions, overall the paper reached a score of 0.55 by using simple linear regression with no regularization.

To reduce loss the paper also applied two regularization methods: Lasso and Ridge: both regularizations help prevent overfitting enhancing the generalization of the model, Lasso works by adding a penalty term to the function discovered by the regressor therefore avoiding overfitting.

Lasso regression often shrinks down the coefficient of a particular variable down to zero therefore implying a feature selection technique were only the relevant features have a coefficient that is different from zero, Ridge regression also similarly to Lasso adds a penalty term and shrinks down the coefficient but it never reaches exactly zero.

Yu et al. Reached a similar RMSE score with ridge and lasso regression of 0.54 compared to 0.55 on simple linear regression, in another paper Chapman et al. “PREDICTING LISTING PRICES IN DYNAMIC SHORT TERM RENTAL MARKETS USING MACHINE LEARNING MODELS” [2] found similar scores using Lasso and ridge regression: the performances of the two models were extremely close regardless of regularization techniques; they found a R-squared of around 0.52 for Ridge and 0.51 for Lasso attributing the small difference to the ridge regularization factor handling better the multicollinearity of the features.

The paper also explored, among others, Elastic Net algorithm: Elastic Net can combine both L1 and L2 regularization techniques; the methodology of the paper revolved around comparing the results for each algorithm on two datasets, one with and another without feature selection. Elastic Net performed quiet similarly to Lasso regression for a standard dataset; however, it performed worse on the dataset when feature selection was applied, the authors identified Elastic Net as unnecessary complex leading to slightly worse performance than Lasso and Ridge.

Another paper by Ziyue Huang “Logistic Regression in Rental Price and Room Type Prediction Based on Airbnb Open Dataset” [3] confirmed previous results with very similar success using Lasso regression and hyper parameter turning showing a positive correlation between the accuracy or the model and the regularization parameter.

Overall, the literature seems to do frequent use of linear regression techniques, however, the algorithm is mostly used as a benchmark to test other algorithms which proven more effective than linear regression.

### Ensemble learning

When it comes to price predictions in accommodation random forest and other ensemble learning models are one of the most used; ensemble learning can be explained as a technique which takes in consideration various model and their prediction and combines them into a more robust prediction by compensating the weakness of a single prediction improving the overall performance.

Ensemble learning utilizes different methods to achieve an accurate prediction, the two main approaches are bagging and boosting: bagging is the process of train the same type of models on different batches of the same dataset, each model is trained independently and then the output of the models are combines into a single prediction; boosting instead works by developing models in a sequential fashion and compensating the mistakes made by the previous model by putting emphasis on the errors made by the previous model, again the prediction are then combined at the end for a final prediction.

Overall ensemble learning models results more generalizable than traditional models for the aforementioned reasons, over the years multiple papers have explored the use of ensemble learning models of the price prediction of accommodation.

Hu et al. in “Prediction and Analysis of Rental Price using Random Forest Machine Learning Technique” [4] explored the impact of different features when predicting the prices of rents for two major cities in China Wuhan and Shanghai, the dataset used was comprehensive of multiple features regarding location, amenities and quality of the accommodation.

The result of the paper indicates a good R-squared score, the model worked especially well for Wuhan compared to Shanghai, the researchers stressed the importance of selecting the correct features such as city district which was found as particularly important.

Adetunjia et al. in “House Price Prediction using Random Forest Machine Learning Technique” [5] also implemented a random forest model with good results, the data was collected from a dataset of 500 homes in Boston collected in 1978 with 14 features such as location, closeness to the main river, number of rooms.

The methodology applied consisted of using bootstrap as sampling method and 500 trees in total, as for previous literature the R-squared score was set at 0.9 showcasing a high degree of accuracy.

XGBoost, or extreme Gradient Boosting, stands out as a potent ensemble machine learning algorithm, widely recognized for its outstanding predictive capabilities. Functioning as a boosting algorithm, XGBoost amalgamates the outcomes of numerous weak learners, typically decision trees, resulting in a robust and precise model. It systematically constructs trees with a focus on rectifying errors from previous trees. XGBoost uses regularization techniques to prevent overfitting and Its efficiency is further elevated through parallel processing and hardware optimization.

In the already mentioned paper from Chapman et al. “PREDICTING LISTING PRICES IN DYNAMIC SHORT TERM RENTAL MARKETS USING MACHINE LEARNING MODELS” XGBoost even if comparing better than other models it falls short performing slightly worst than a random forest regressor used on the same dataset; the authors outlined how the iterative nature of the model made the predictions susceptible to noise and outliers reducing the generalization of the trained model to the testing data, however the ensemble learning regressors used in the paper outperformed linear regression.

### Neural NetworkTop of Form

In recent years neural networks have emerged as powerful tools in predicting financial market prices, revolutionizing the landscape of quantitative analysis and forecasting. These computational models draw inspiration from the human brain, consisting of interconnected nodes that process information and learn patterns from historical data. In the realm of predicting prices, neural networks excel at capturing complex relationships and non-linear dependencies within vast datasets.

The ability of neural networks to adapt and optimize their parameters training makes them particularly well-suited for predicting price movements. By ingesting historical price data and relevant features, neural networks can learn intricate patterns, identify trends, and adapt to changing market conditions. This adaptability is crucial in the dynamic and ever-evolving world of financial markets.

Neural networks are employed in various financial applications, ranging from stock and commodity markets to cryptocurrency and foreign exchange. Their capacity to analyse large datasets and discern subtle patterns enables them to uncover hidden correlations and exploit predictive signals that may elude traditional forecasting methods.

When it comes to price prediction for accommodations neural networks have been deployed with relative success in Airbnb or other rent datasets: Peng, et al. in “Leveraging Multi-Modality Data to Airbnb Price Prediction” [6] used a deep neural network with two hidden layers having nine and ten neurons each with ReLU activation function; the methodology of the paper had them using Principal component analysis and selecting six components as inputs for the algorithm, overall the model compared similarly to XGboost performing better than linear counterparts.

However, in another paper from Ahuja et al. “Predicting Airbnb Rental Prices Using Multiple Feature Modalities” [7] by using a similar approach on multi-modality data found how even with no hyper parameter tuning LightGBM and XGboost outperformed both Ridge regression and DNN.

## Multi-modality data to predict rent prices

Previous research has been optimistic on the use of external and multi-modality data to enhance and better predict the prices of an accommodation: Peng, et al. in “Leveraging Multi-Modality Data to Airbnb Price Prediction” [6] employed a wide range of data inputs for their predictions demonstrably reaching higher accuracy than single-type data; The findings of this study indicate that customer reviews, house features, and geographical data serve as effective predictive factors for Airbnb rentals.

Ahuja et al. followed a similar methodology in “Predicting Airbnb Rental Prices Using Multiple Feature Modalities” [7] this work comprehensive preprocessing steps for a rental price dataset, focusing on geospatial, visual, categorical, numerical, and temporal features. The exploration of geospatial features involves reverse-geocoding and hierarchical clustering, emphasizing the significance of neighbourhoods. Visual features, incorporating listing images, were explored using a neural network but were ultimately deemed non-informative for modelling. Categorical features were managed through one-hot and label encoding to prevent sparseness. Numerical features underwent scaling, outlier handling, and a log transformation for normalization. Temporal features were introduced to capture host experience and listing newness. This preprocessing framework serves as a valuable contribution to understanding and modelling rental prices, especially considering its emphasis on diverse feature types.

## Environmental noise and air quality on accommodation price

Many papers highlighted the effect (mostly negative) that environmental noise and air quality has on rent prices, however not much literature has been explored for investigating the impact of noise on tourism accommodation specifically, Kemiki et al. in “THE IMPACT OF NOISE AND DUST LEVEL ON RENTAL PRICE OF RESIDENTIAL TENEMENTS AROUND LAFARGE CEMENT FACTORY IN EWEKORO TOWN, NIGERIA” [8] utilizes a hedonic model to assess the influence of noise and dust levels on the rental prices of residential properties in Ewekoro, Nigeria, with a focus on the impact of a nearby cement factory. The findings indicate that both noise and dust levels significantly affect housing rents, The study suggests that tenement rents decline with increasing distance from the cement factory due to the severity of dust and noise; These findings underscore the importance of addressing environmental factors in housing markets and their broader implications for community well-being and development.

The impact on noise in rent and property prices have been validated all across the globe with different research for many cities: as expressed in “The Influence of Traffic Noise on Apartment Prices on the Example of a European Urban Agglomeration“ by Szczepanska et al [9] “Acoustic discomfort cannot be fully eliminated in urban areas, but noise levels vary in different locations and, consequently, influence property prices.”

When it comes to the relation between property prices and noise in cities most of the research shows that one of the highest contributors for devaluation is in fact traffic noise: different papers evaluated the impact of traffic noise on prices in percentage points which may different from city to city.

Other than traffic noise, previous literature highlighted how other source of noise can have a negative impact on property prices and rents: according to Jun et al. “Noise Pollution Loss Value Evaluation of Railway Transportation Based on Hedonic Price Method- The Case of Taiyuan City” [10] There is a notable adverse correlation between residential unit prices in proximity to railways and the noise generated by railway traffic. The economic impact of traffic noise pollution is quantified at 50.8 yuan/(m2 ·dB), and its influence extends to approximately 500 meters.

### Room prices and points of interest

In the dynamic realm of the tourism industry, the determination of accommodation prices is intricately tied to the surrounding points of interest. These points of interest, ranging from cultural landmarks and natural attractions to vibrant urban centers, serve as key influencers that shape the perceived value of accommodations. The proximity and accessibility of these points of interest often become pivotal factors for travelers when choosing where to stay. Whether it's the allure of iconic landmarks, the tranquility of scenic landscapes, or the vibrancy of local communities, these attractions contribute significantly to the overall experience for tourists. As a result, accommodations strategically positioned in close proximity to points of interest not only enhance the desirability of the stay but also command a premium in pricing. Understanding how points of interest intersect with the pricing dynamics of tourism accommodations is essential for both industry stakeholders and travelers seeking an enriched and tailored experience.

A study conducted in Sanya city from Hu and Song “Analysis of Influencing Factors and Distribution Simulation of Budget Hotel Room Pricing Based on Big Data and Machine Learning from a Spatial Perspective“[8] explained how the spatial landscape is indeed fundamental for determing hotels and accommodations prices; the research used different machine learning models (XGBoost, Linear regression, random forest and Multilayer perceptron) and identified three main categories for points of interest and their impact on accommodation prices:

1. Traffic related features: density of parking lots, density of coach stations, density of bus stops
2. Business related features: density of restaurants, density of markets.
3. Public Service related features: density of schools, density of parks.

It is important to note that every city is unique, with distinct characteristics and points of interest. As such, any research in this field must consider the specific points of interest and contextual factors relevant to each city. The dynamic interplay between accommodations and points of interest requires a nuanced understanding of the local environment to accurately assess and predict pricing dynamics.

### Conclusions

Different methodologies and machine learning models have been tested with success for predicting the price of a property in Airbnb, however only few researchers have explored the impact of features such as environmental noise, air quality and closeness to points of interest; research from other fields demonstrated how these features can be effective for enhancing the accuracy of a price predictor.

# Methodology

This section aims to elucidate the methodologies employed in this study, with a specific focus on two key aspects: primary research conducted through expert interviews and the overall research methodology. These methodologies are carefully crafted to guarantee the relevance and currency of the data, ensuring compatibility and impartiality in the study.

## Primary research

Among the many possible sampling available, this study selected In-depth interviews with Nonprobability sampling as main research method for primary data; Non-probability sampling implies that the sample does is not taken by applying a random probability sampling, the sample do not intend to represent the whole population instead it aims to select specific unit selected because of their unique or specific characteristics.

A comprehensive grasp of the research objectives is pivotal in determining an effective sampling strategy. This study seeks to forecast rental prices for tourism accommodations in Dublin by employing various machine learning algorithms. The emphasis is placed on leveraging sensor data and its predictive capability in determining rental prices, incorporating a multitude of features therefore requiring inputs from different experts.

The groups selected for the research are selected for gathering different perspectives on the matter offering a holistic view of the problem area, both populations have been selected as subject matter experts for their respective fields, the two populations are as follow:

* Group one: Noise and Air quality monitoring experts.
* Group two: Tourism and property management experts.

Noise and Air quality monitoring experts, such as those at the Dublin city council, can easily provide useful insights regarding the regulatory and legal standards regarding noise and air quality. On the other hand, property manager professionals can avail of their hands-on experience in property and rental price for identifying trends and causes.

The selected sampling approach is purposive sampling, primarily chosen to gather insights from individuals who possess significant expertise and experience in monitoring sensor data and managing property.

Units can be found through different means: by reviewing academic literature, reading professional reports or by researching for specific skills it’s easy to find highly knowledgeable and influential interviewees or subject matter experts, all these methods can ensure that the information gathered is relevant, detailed, and comprehensive of the topic.

However, it’s important to check for selection Bias when utilizing purposive sampling; aim of this research is provide a representative sample of the population of interest to avoid bias and ensure accurate results.

If a sample does not reflect accurately the population, the research can lead to incorrect conclusions or creating results which cannot be easily extended to the larger population, therefore minimizing or deleting the impact of the research: for minimizing the risk of selection bias some conditions are applied to the work:

* Firstly, from a group of selected units in both groups random selection will be applied to diminish possible biases.
* The overall final audience of experts must come from different backgrounds both in and out the group for minimizing bias.
* To establish minimum criteria for interviewees to take part.

Minimum Criteria for both groups:

1. To have at least 9 months of experience in the subject or related area.
2. To have worked in the relevant area (Dublin) for at least one year.
3. To have lived in the relevant area (Dublin) for at least one year.

The selection process involves thoroughly reviewing academic and professional background for both groups and documents for group one in order to identify the correct individuals who can provide detailed and highly relevant data to inform the research.

In total three in-depth interviews have been organised and their data gathered: 1 for group number one (Noise and sensor data) and 2 for group number two; the selected method for interviews was a Google form designed with open-ended questions for encouraging participants to share their opinions, experience, thoughts and perceptions on the matter in detail.

### Ethics

This research ethical framework is guided by complete obedience to a set of defined principals and ethics considerations that have the aim to ensure the research will be valid, reliable and have strong integrity.

The main principles are anonymity, informed consent and privacy, which will be employed since from the early stages of data gathering for then being constantly applied the handling and storage of all data collected.

One priority would be to ensure that the primary data is free from bias because it could have substantial consequences and undesired outcomes so primary data must be well presented and accurate, also, the storage and security of the data asks for ethical considerations; encryption is required, and access must be restricted for ensuring integrity and confidentiality.

Additionally, the publication of the resulting conclusion and exploitation of the findings represent also ethical considerations: anonymity of the participant must be preserved at all costs in the published research, although without forgetting to acknowledge all the contributors, also being transparent on potential conflicts of interest.

On the potential misuse of the study’s findings, this paper aligns with best practices in research, aiming to adopt credibility and trustworthiness in its results and implications: bias can derive from multiple factors, such as non-representative sampling (as explained previously in sampling strategy), wrong or subjective interpretation, or even biased questioning.

Bias can collect skewed data, and therefore resulting in conclusions which may not accurately represent the wider population or group ultimately affecting the overall validity and reliability of the research: For example, a specific group of experts might be under-represented or over-represented in the sample, therefore the prospective of the paper might not be reflected adequately in the research conclusions.

For eliminating this type of bias during the data collection process, the paper have to be transparent about the used methodology, for adequately represent the population, and ensure that results are trustworthy and can contribute to the study.

On the matter of primary Data being used for other purposes: even if remotely plausible, the results of this research could lead to unexpected consequences for uncontrolled secondary uses of the data, this is why Primary Data must surely be conserved and protected at all costs to prevent misuse or simple misinterpretation of the results; exploitation or any harm of the participants privacy must be negated, which is why obtaining informed consent from the participants is key by clearly stating the purposes of the research and any potential future use of the data.

For this reason, primary data must be securely stored using appropriate encryption and access being subjected to restrictive control measures as using data encryption and security access protection is the primary barrier alongside with anonymising the data by removing any identifiable information or link that could be used to trace the data back to the participants, the researcher will not share any data with other researchers for avoiding any breach in the ethical guidelines of consent conditions.

### GDPR

Whenever research is required to submit a primary dataset with personal data, the authors are subjected under GDPR, it comes that subsequently for storing, processing and publishing this data, if the results could lead to the reidentification of data subjects the appropriate measures have to be set in place:

* Control of access: All primary data is gathered in a private Google drive only accessible by using a combination of passwords and two-set authentication, also the data is not shared, published or present to anyone outside of the researcher providing limited access to it; after collection all data has been stored into a private folder only accessible by the researcher through password in a windows machine.
* Data destruction: At the conclusion of the research, the data will be stored for a specified duration in accordance with institutional guidelines or legal. Following this timeframe, all data will undergo secure and irreversible destruction, employing best practices to guarantee that no information can be accessed or reconstructed.
* Limiting exploitations: The conclusions and findings of this research are to be reported with Precision, by avoiding assumptions and defining technical terms clearly, therefore limiting and defining the context of the study to avoid misinterpretations or exploitation.
* Anonymity: All results from primary research will ensure the absolute anonymity and confidentiality of participants, this will be done by removing identifying details either manually or by using coding systems.

## Research methodology

# Implementation

# Conclusions