

# Harvard housing survey case study essay



**ASSIGN  
BUSTER**

Harvard Graduate Housing Survey There were some clear understanding and learning from the survey done. Some of the important factors are as listed:

- Among all factors, time taken to commute to the campus and amount of rent paid were considered the most important in choosing the residence.
- Most people prefer to walk to the college from the residence.
- Most people except business and law felt that the rent should be less than \$800. The preference for the studio/one-bedroom apartment as an upgrade over the single dorm room was adopted.
- The double-studio concept is a cross between a dorm and an apartment was accepted as well and adopted.
- They understood students' basic mind-sets and vocabularies.
- They were able to obtain a user's critique of design ideas and on the location.
- They also now have a chance to discuss on specific topics such as campus-access alternatives.

All these findings can be connected to certain reasons like though the survey was long; the flow of the design was very smooth and easy to understand. They kept the easy and straight questions that needed minimal thinking and no analysis in the beginning with the little difficult questions towards the middle and most of all, the demographic questions towards the end making the respondent comfortable.

The survey designers keenly developed some descriptive research about current housing and transportation, which were measured and analyzed. Mostly the same kind of scale was used; not confusing the students is an effectively right method to get more appropriate answers. Questionnaire a. In your opinion, regardless of your accommodation which do you think is a better choice if all options are available for you?

Estate apartment o Harvard graduate residence hall Harvard College

Undergraduate House or Freshman Dormitory o Private Housing b. Are you

happy for the rent you pay for the space offered? | Very happy | Happy |

Satisfactory | Unhappy | Not at all | | | | | c. Whether or not these facilities

are available, please rate how important are they for you? Amenities | Very

important | Important | Good to have | Not so much | Don't know | | GYM | | |

| | | | | YOGA | | | | | Bar | | | | | Restaurant | | | | | Coffee Shop | | | | |

Copier shop | | | | | Amenities | Very important | Important | Good to have |

Not so much | Don't know | | Party Hall | | | | | Swimming Pool | | | | |

Indoor game club | | | | | Outdoor games/kits | | | | | Playground | | | | |

ATM | | | | | Others (please write and rate if any) d. How

important are community events among the residents in the apartment?

Very important | Important | Good to have | Not so much | Don't know | | | | |

| | Suggestions (if any): \_\_\_\_\_

e. How happy are you with the existing community get-togethers and

events? | Very happy | Happy | Satisfactory | Unhappy | Not at all | | | | |

Suggestions (if any): \_\_\_\_\_

Basis: One of the main focuses in the Harvard Housing plan is to enhance intellectual exchange among scholars and future professionals.

But the survey does not concentrate on the interaction options and facilities for the students, which is likely to be a very important reason for students to choose the Harvard Residence. One of the scale employed is categorical multiple choice for a clear straight answer on their choice. The other scale employed was Synthetic Metric with clear headings with a scale of 5 facilitating them to rate the factors clearly. The questions asked were around

the opportunities Harvard can create for these students to network with each other leaving them an emotional attachment towards Harvard. I suggest a discontinuous panel of longitudinal descriptive research for Harvard.

The part that discusses about Current Housing, Housing During the First Year of Graduate School should be kept with minor alterations, as Harvard have to analyze the improvements being implemented are useful or not. As we know that most students would like to walk, we can ask questions on other modes of commuting if especially the Harvard residence was farther like a mile away. The Features Offered section can also be minimized as most of the results should be the same and we can concentrate about networking and we can study the student behavior on engaging with others. As we have the student registration number most information can be obtained internally. So we can minimize the Personal Details section with details that are not in the standard information portal of the Harvard database.

The new section I suggest to add is to find out about the living patterns of the students and the dependents more than the facilities. These student living patterns if can be found out, it can contribute competently to develop the long term plan as a real estate idea than just as a resident housing plan for students. This survey can be simultaneously initiated in the social networking websites and blogs for students to discuss about the same and can be followed to make it more qualitative. This is a place where they actually involve themselves almost everyday. And also through, there are chances of discussing things and some great idea may pop out.

We can also study the behavior by inviting a set of people of different demographics across the college having different ideas. This can be made as a potentially very well known discussion, wherein the actual problems can reflect. This can be done repeatedly with different set of people like Undergrads, Graduates, Diploma students, Certificate programs, PhDs etc. This gives us a better knowledge and insight about the students' ideas. Also we can possibly customize facilities according the demographic. We can possible as well do a telephonic interview with a selected number of students in different demographic category, we can possibly reach a wider range of people relatively faster than the personal interview steps.