

Table of Contents

1. Introduction	4
1.1 Scope of the Research	6
1.2 Problem Statement	8
1.3 Research Aims	9
1.4 Research Questions	10
1.5 Hypothesis	11
2. Literature Review	12
2.1 Experiments	13
2.2 Case Studies	30
3. Methodology	47
3.1 Sampling Method	49
3.2 Data Analysis	54
4. Results	58
4.1 Survey Data	60
4.2 Interview Data	65
5. Discussion	70
6. Results	82
7. Conclusion	95
8. Reference List	107
9. Appendix A:	109