Tiny Houses

What potential implications for the future does the Tiny House Movement show as an emerging urban lifestyle in the Netherlands?

Author: Frederike Schneider

Bachelor thesis Geografie, Planologie en Milieu
Nijmegen School of Management
Radboud University Nijmegen
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Supervisor: Prof. P. M. Ache (Peter)
Student No.: 4291913
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Foreword

This bachelor thesis made me realise how complex life in our urban areas is and that a movement that deals with one specific form of living incorporates a number of processes that I am only beginning to understand. The past years of my bachelor curriculum have had me well prepared for this task. I have made use of books that were required for a variety of disciplines, and found comfort in the various publications that could be connected to the processes described in this thesis. Writing my bachelor thesis showed me that the many study fields within Human Geography, Urban Planning and Environment are intertwined, interdependent and fascinating.

This research has genuinely intrigued me because every time I wrote a new paragraph I could literally see the process I was describing going on online and within the movement. I wrote about the self-management of the Tiny House Movement and I see Facebook events popping up about ‘realising your own tiny house’. I wrote about the lifestyle of decluttering being part of a greater societal trend and a blog entry written two days before supports this notion.

I would like to thank my supervisor, Professor Ache, for supporting my chosen topic with enthusiasm and for offering helpful guidelines and clues.

I would like to give special thanks to the people who inspired me to choose this topic for my thesis, including my parents, who supplied me with newspaper articles on the topic, and my colleague who I hope will someday live in her own tiny house. Also, I would like to thank my fellow students who have tagged me in Facebook posts dealing with tiny houses ever since January.

Nijmegen, August 2017
Summary

This research aims to contribute to research concerning future urban lifestyle implications. An emerging lifestyle in the Netherlands is living in a tiny house that is yet connected to an urban area, which brings along a number of lifestyle changes such as living in a small space, minimising your possessions and living more sustainable. People in the Netherlands who are interested in such a lifestyle are steadily forming a community: the Tiny House Movement.

The main question this research strives to answer is: What potential implications for the future does the Tiny House Movement show as an emerging urban lifestyle in the Netherlands? With this question, the intention is to be able to make valid assumptions about the Tiny House Movement in the Netherlands and to evaluate its potential as a future urban lifestyle.

As can be seen in the Netherlands, this movement is active through its network, particularly its online network. At the heart of the movement stands the pioneering team that administer the central foundation (Tiny House Nederland). Here interested people find the information about recent developments concerning the movement, its initiatives and its presence in Dutch governmental and legislative structures. Furthermore, local activists share their stories about their personal experiences whilst for example building a tiny house. These active members of the movement also make use of Facebook pages, Instagram accounts for sharing pictures and by writing blogs. Thus, local initiatives keep the movement going whilst the online network grows.

The ambition of this research is to draw conclusions concerning the future of the Tiny House Movement in the Netherlands. This alternative way of living harbours a number of lifestyle trends and ambitions of how a group of people would like to live in future. Today, there is much information to be found on the matter, much research concerning living in the city, many ideas on how to live sustainably and a never-ending creativeness of architects, urban planners and governments to face the challenges of housing in the city.

However, detailed research concerning Smart Small Living, Micro- and Tiny Housing in the Netherlands has not (yet) been done. With this research, I focus on the niche market of tiny housing. The question concerning the future of the Tiny House Movement in the Netherlands is of great importance in order to give cities and governments a clearer vision of potential courses tiny housing might take on. In order to be able to make assumptions concerning the potential implications of the Tiny House Movement for the future of urban housing, the research question has to be broken down into components. Each component of the movement has to be analysed in order to evaluate its potential.
First of all, the question considering the nature of the THM must be analysed. With the question ‘Is the Tiny House Movement an urban social movement?’ the goal is to prove that one can speak of the Tiny House Movement as an urban social movement. This is of importance because a number of criteria found during the literature study on (urban) social movements can only account for a movement as such. Consequently, in order to make assumptions about the Tiny House Movement in the Netherlands the definition must apply to this particular movement.

Moving on to the second research question: ‘What are the underlying conditions of the Tiny House Movement in the Netherlands?’ the analysis goes into more detail concerning the situation the Tiny House Movement is in. This is of importance because the way the Tiny House Movement is positioned in society and the way it expresses itself accounts for a major part of its value and stability.

Finally, the third research question: ‘What are the goals of the Tiny House Movement in the Netherlands?’ goes into detail concerning the motivation of the Tiny House Movement to exist. Here, three basic goals; improving a collective consumption, forming a community based on a common lifestyle or cultural value and the self-management of the group form the basis of an urban social movement.

The outline of this research is formed by initial literature study on the topic, also taking into account recent research publications on the topic done by Dutch institutions. The analysis of each research question is done by making use of textual data and images found on social media platforms, Facebook and Instagram, as well as documents from websites that deal with the Tiny House Movement in the Netherlands. Facebook makes use of short, informative posts that usually lead to further websites and other sources of information. Instagram offers a visual database as this is a social media platform where users share images with short captions. The documents that will be used will be information derived from websites of tiny house initiatives in the Netherlands as well as blog entries. Thus, the methodology includes textual data analysis and visual data analysis.

The results show that the Tiny House Movement in the Netherlands is an urban social movement that has grown in significance in a very short amount of time. Societal trends, the response of the media, experts, citizens and governments and the overall professional structure of this movement show that this is more than just a hype of a small group of people. Tiny Housing will not become a major part of urban housing, as this type of living includes a number of lifestyle changes that only a fraction of society will consider seriously as a permanent residence. However, living small can be considered a strong trend that cities will, and already are, picking up.
One can say that the collective lifestyle is embedded in the movement itself. When being part of the Tiny House Movement one has already expressed interest in this form of living. When considering building and living in a tiny house one automatically has to deal with the questions concerning living small, the lifestyle implications it harbours and choices it entails. The Tiny House Movement in the Netherlands shows a determination to promote their way of housing, and for the realisation of this form of housing, the cooperation of the government is needed.

Thus, the Tiny House Movement as an urban social movement is not only about promoting an alternative way of living but also about confronting the government to create space in the urban area for tiny housing.

Considering potential implications for the future of tiny housing in the Netherlands, this movement lives through its local initiatives and the Tiny House Nederland foundation. Without the people on the ground building and living in their tiny houses, the national legislation will lack viable information on the future potential of tiny housing. As this is a phenomenon only existent in the Netherlands since a few years, the Tiny House Movement is still of vital importance for the future of tiny housing. Without an active Tiny House community, governments will lack the incentive to pursue the course of legalising tiny housing. All in all, if the Tiny House Movement continues to grow, with more initiatives and people building and living in tiny houses, tiny housing can be considered a genuine future urban lifestyle in the Netherlands.

The limitations of this research are that the Tiny House Movement in the Netherlands is still a too recent phenomenon to make valid assumptions about its future, as the measure of its potential is very much dependent on the people within the movement. The governmental response relies on the active people members of this movement to make a valid case for tiny housing in the Netherlands. Thus, further research ought to focus more on the people within this movement, their motivations and their commitment to this particular lifestyle.

This research recommends that further research should focus on two courses. On the one hand the people within the movement and their motivations for living in a tiny house are of interest because in the current situation, these people make tiny housing a legitimate issue in the Netherlands. On the other hand, the legislative issues as well as opposing views to tiny housing should be researched in order to have a better understanding of both sides of the movement.
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1. Introduction

1.1. Tiny Housing

Tiny housing is based on the idea of living small. Living in a tiny home does not mean that it is a poorly insulated caravan or some other recreational vehicle. It is a house like any other, just built small. It is not a new idea. Housing forms such as bungalows, cottages and other architectural styles have been realizing small housing for many years (Carlin, 2014). The Tiny House Movement has been increasing since the late 1980s and particularly found popularity during the early 21st century. The housing market crash of the United States in 2007 and 2008 led to the loss of many homes, inability to pay mortgages and overall financial insecurity. People had no choice but to reconsider their housing situation and find new lifestyles. Living minimally confronted the idea of modern American consumerism, it decreases the amount of energy needed when living in a large home and in general challenges people to rethink their living habits (Carlin, 2014; Anson, 2014). Here an important aspect of the Tiny House Movement and this research needs to be elaborated. The Tiny House Movement is a movement by people that can afford to make the decision to live small (Anson, 2014). Small homes are not at all a new idea in many countries all over the world. Mud houses, small brick houses, container houses, slum houses, tipi’s, caravans or tents are all normal living conditions for many people both in urban and rural areas and who simply can’t afford or have cultural reasons to live otherwise. Tiny houses show us how a privileged person makes the decision to live small. To build a functional, well-insulated and aesthetic small home a person must already have the financial means to do so. Or otherwise have a social security system that can help him or her to do so (Anson, 2014). Therefore, this research focusses on the group of people that are part of such a movement. Additionally, as this research concerns urban lifestyles, the focus lies on tiny housing as an urban lifestyle that may imply certain urban lifestyles that will gain popularity in the nearby future.

1.1.1. Living small as an urban lifestyle

In the Netherlands, recent research publications see tiny housing as a niche market within the market for small living. Living identity is important, often more important than financial triggers or pressure due to housing shortage (Hoorn & Kotte, 2016). As it is described by Dopper and Geuting (2017: 14), the decision to live in a tiny house is more intrinsic than when one decides to live in a smaller housing space because of increasing housing prices or shortages. These reasons are more extrinsic. The decision to live in a tiny house, when focusing on the Netherlands, is mostly based on the desire to gain financial independence, live more sustainably and more self-sufficient (Blog-1-7). For the tiny home owner, financial considerations are for example that one can buy or build a house that does not require mortgage payments (Carlin, 2014). The following figure (Figure 1) presents the research
results of a survey conducted in 2016 by the Tiny House Nederland foundation in an attempt to map out the motivations behind living small in a tiny house.

As one can see, the three major motivational aspects are the costs, downsizing and environmental concerns. Next in line are the lifestyle, freedom and self-sufficiency of living in a tiny house. Roughly estimated by an expert session from Platform 31, a Dutch consultancy that researches trends in cities and society, 70% of the decisionmaking for living small in a micro-apartment in the city is determined because of financial reasons and 30% is determined by lifestyle. On the other hand, about 70% of the decisionmaking for living in a tiny house is determined by lifestyle (for example independence, sustainability, creativity) and 30% because of financial reasons (Platform 31, 2016). This contradicts with the results presented in Figure 1, however, one must say that living in a tiny house is a very recent phenomenon in the Netherlands and research results are not extensive enough to have a clear vision on the driving forces and prospects of this alternative form of living.

Living small in general seems to be the result of a number of societal trends that focus more living identity than on other factors for choosing a house. In the following paragraphs I sum up these trends and add the specific aspects that concern tiny housing in particular.
Living identity, values and consumption

On the one hand, living identity is becoming of increased importance. “Tell me where you live and I'll tell you who you are” (Hoorn & Kotte, 2016: 20) is the new rhetoric. Where you live shows your identity, thus your values and lifestyle. The following figure (Figure 2) expresses the ‘weight’ of living identity (woonidentiteit) as opposed to housing surfaces in square metres (woonoppervlak). The two major driving forces behind living small are said to be lifestyle (Leefstijl) and a pressure on the housing market (Druk op de markt).

![Figure 2 - Driving forces of Micro-living (Dopper & Geuting, 2017: 12)](image)

Concerning small living, one also notices a number of changes in lifestyle. Possessions are becoming less important than experiences. People are reluctant to spend a large amount of their budget on their house or car, and rather save it for lifestyle and leisure. There is less need for ‘clutter’ and a stronger desire for going out of the house (Bijlo, 2016). A general sense of happiness and freedom can be experienced when one declutters their life (Carlin, 2014). Additionally, co-housing and small spaces are made possible by sharing facilities such as washing machines or a garden (Dopper & Geuting, 2017). Linked to this trend, an increase in digitalisation makes the space we needed in the past become unnecessary. Instead of a large computer, a television set, a phone table and storage space for CD’s, DVD’s and books we now have online media centre’s and a smartphone (Hoorn & Kotte, 2016).

Especially considering tiny housing, the consumer society makes room for a society where people seek more self-sufficiency and a sustainable lifestyle with a smaller eco-footprint. In addition, these various lifestyle alterings when living in a tiny house have a positive environmental impact due to less square meters that have to be heated or cooled and the inevitable fact that one has to downsize their belongings, waste and general consumption (Campbell, 1996; Carlin, 2014).

Social cohesion, mobility and flexibility

The increased mobility of tiny houses is an important factor, seeing as some tiny houses are built on trailers or can otherwise be easily transported. Linked to these aspects is the general
desire of tiny home owners for more autonomy and self-management as opposed to traditional structures, rules and standards in urban life (Harris, 2015; Firth, 2012).

Additionally, one of the motivations for living in a minimized lifestyle is the greater social connection among the inhabitants, and, when joining a community of tiny homes, the social connection between various tiny home owners (Carlin, 2014). This comes with the added advantage of sharing facilities and costs (Dopper & Geuting, 2017).

Linked to this is the broad societal trend of an increase in flexibility both at work and at home. Work contracts are often for only a short a amount of time, one frequently switches jobs and when these work conditions are taken into account, one is reluctant to buy a house with a large mortgage (Dopper & Geuting, 2017).

1.2. The Tiny House Movement in the Netherlands

The rhetoric of the Tiny House Movement is that it is a wake-up call for downsizing and living a simpler life where not everything is about buying and having. This can be found in the ‘mission’ as it is presented on the Tiny House Nederland website (Tiny House Nederland, 2016a). The movement is understood to promote an alternative lifestyle, as opposed to consumerism (Platform 31, 2016; Mill Home, 2017). The vicious cycle of needing more and more expensive stuff, having to work more to be able to afford such a life, and then not having time to experience the stuff we bought is not the answer anymore. A tiny home forces you to declutter, to think consciously about what you actually need and to live in a more sustainable way. The movement promotes a lifestyle that challenges the consumer society. It can be seen as a lifestyle for idealists, who want to live sustainably and healthier by living smaller (Platform 31, 2016; Blog-1-7). However, this idealistic idea of living is becoming larger in the Netherlands, including governmental interest and a growing community within the Tiny House Movement (Dopper & Geuting, 2017; Blog-1-7). The following figure (Figure 3) presents the relevance of living small in the Netherlands, as experienced by housing corporations (corporaties), municipalities (gemeentes) and provincial governmental institutions (provincies):

![Figure 3 - Relevance of living small (Dopper & Geuting, 2017: 7).](image-url)
The colour blue in the figure above represents the answer: “Yes, living small is a permanent solution (for the consistent demand of smaller residences)”. The colour green represents the answer “Yes, living small is a temporary solution (for refugees, students and similar)”. The colour purple represents the answer “No, living small offers neither a temporary nor a permanent solution”. As one can see, the major difference between housing corporations and municipalities as opposed to provincial governmental institutions is that the first two institutions consider living small a permanent solution whilst the provincial institutions consider it more a temporary solution. Linked to the findings in this research, where the Tiny House Movement is mostly concerned with appealing to local governments first, before taking the issue to the national government, this makes sense. The local governments have to deal with the initiatives in their municipalities first. Thus, the issue is experienced more often by the local governments, making it a more tangible problem in their legislations. As will be elaborated further in chapter 1.5, the relevance of research on the topic is of great importance for legislative institutions such as provincial governments and the national government. Tiny housing is a recent phenomenon on which experts throughout the country still lack information to be able to have a clear vision on its potential as a legitimate housing alternative in the Netherlands (Dopper & Geuting, 2017). The following paragraphs go into more detail concerning the existing structure of the Tiny House Movement.

1.2.1. Tiny House Nederland

The movement in the Netherlands already has a detailed documentation of existing initiatives and personal stories. When searching for information one quickly finds the central website (www.tinyhousenederland.nl) that incorporates general information, a database of all the initiatives in the Netherlands and a number of personal stories and blogs. This website is called ‘Tiny House Nederland’ and is part of the foundation ‘Tiny House Nederland’, which was founded in November 2016. The team that forms the organisation of this foundation includes Marjolein Jonker, the tiny house pioneer of the Netherlands (www.marjoleinhetklein.nl). Jonker has been living in a tiny house since May 2016 and is thereby the first person to live legally in a tiny house in the Netherlands. As will be discussed in chapter 1.2.1, the legislative issues are extensive. As an active member of the Tiny House Movement in the Netherlands, Jonker shares her story via various sources (for example on Facebook, via her blog, her website and the Tiny House Nederland website). Her definition of living in a tiny house is as follows:
“Of course people have been living small for centuries (...) However, I see this [tiny houses] as a new way of living. It is modern architecture with sustainable material and innovative technology with a particular philosophy and which is meant to be lived in fulltime. Living simple, reducing your ecological footprint, being more in contact with nature and/or the people around you, a little more self-sufficient living and experiencing more freedom.” (Jonker, 2016).

This definition incorporates the elements of tiny housing mentioned in the previous paragraphs, such as the alternative lifestyle embedded in this form of housing, the environmentally conscious decisions as well as the desire for more autonomy and freedom.

Organisational structure and communication

In order to create a network of people that are interested in this lifestyle, a central information source gives a very stable basis. The Tiny House Nederland Facebook page and website offer such a source (van Orden et al., 2016). The website includes a database of all the initiatives in the Netherlands, a map where to find them, a list of links to the various people and initiatives and a calendar with events concerning living small (Images 2 and 3).

Image 2 - Tiny Database (retrieved from tinyhousenederland.nl, 2017)
The goal as a foundation is to give the Tiny House Movement in the Netherlands a recognized status within the Dutch legislation. The aims of the foundation are therefore to share knowledge via their website, blog and database, via social media, events, presentations and conventions. Basically the questions people might have are to be answered in order to let the movement grow (van Orden et al., 2016). Also, the events and meetings create a shared platform and a network to exchange knowledge. Set rules and requirements are of need to come across as a serious movement. This is of importance for new initiatives so they know they can rely on public support. In general these aims have to be strived to be kept up to date, so that the movement stays active (van Orden et al., 2016).

1.2.2. Presence on social media

The network of the Tiny House Movement is of great importance, and social media plays a vital role here. In general, the Tiny House Movement is a movement in the Netherlands that many people are interested in, based on the number of likes that the pages get. For example the 19,697 people that have ‘liked’ the Facebook page ‘Tiny House Nederland’ and the high response rates to the various postings (Tiny House Nederland, 2015). It becomes clear that platforms such as Facebook are a communication channel for the movement to form a wide online community of interested people. Next to this, the platform makes it possible to promote events and share information about meetings where the interested people can come together. The possibility of sharing your information with other interested people is the core of the movement, and social media is of essential use here.
By simply ‘liking’ a Facebook page or group concerning tiny houses the information is shared and seen by more and more people. Jonker (2016) states that when one is interested in a tiny home, the first step is to become a member of the Facebook group: Tiny House Nederland. Next to other groups this one in particular harbours the pioneering team, including Marjolein Jonker. Other groups are more locally based, share individual stories or are used by builders that promote their offers online (Tiny House Rotterdam, 2016; Tiny Houses Nijmegen, n.d.).

1.2.1. Legislation in the Netherlands

The legislation in Netherlands concerning tiny housing is an emerging topic for many governmental institutions. 60% of governmental institutions in the Netherlands agree that living small offers a solution for the structural changes in the housing market, as they have been expressed above (Dopper & Geuting, 2017: 7). However, there is not yet enough insight in the matter and thus a lack of regulatory institutions and policies (Dopper & Geuting, 2017; Hoorn & Kotte, 2016). Experts have a number of important questions concerning the viability of living small and tiny housing in particular. Thus, the reaction to the problem is difficult because institutions don’t have a clear enough picture of the matter or a confirmation that this will be a permanent preference of society. In short, can it be seen as a ‘trend or is it a hype?’ (Dopper & Geuting, 2017). Here, research on the topic is very important for the government.

Legislative problems

On the one hand, a tiny house has to be approved as it does not fulfil common regulations for building living spaces, for example the proper width of a staircase cannot be realised in a tiny house. The tiny house thus needs a permit as an official living space (Blog-1-4; Blog-1-5). On the other hand, finding a legal place to stand proves to be problematic. Development plans, building policies and technical details such as safety measures and parking norms have to consent with a tiny house. Additionally, a tiny house is seen as a moveable property, as it can be easily moved from one location to the other, making the legislation for housing increasingly difficult. Also, it is difficult to find a proper location due to the fact that these are often sold to parties who have more to offer than just a tiny house. The costs of these ground are often too high for tiny home owners. Finally, there is a social problem when looking at the institutional framework. How does one make a differentiation between caravans or house boats that have a permit to permanently stand on one spot and a tiny house? These discussions can be considered unfair (Platform 31, 2016).

All in all, there is a lack of knowledge and vision on the subject. The lack of vision concerning small living and tiny housing in particular means that governments are reluctant to put the institutional framework into place in case it is a hype rather than a consistent trend (Dopper & Geuting, 2017).
1.3. Research objective

This research wants to answer the question about the future of the Tiny House Movement, considering it is a movement that promotes an alternative urban lifestyle as opposed to lifestyles that are increasingly about consumption. As we can see when we look at the Netherlands, this movement is active through its network, particularly its online network. The structure of the Tiny House Movement in the Netherlands can be described as follows. At the heart of the movement stands the pioneering team that administer the central foundation (Tiny House Nederland). Here interested people find the information about recent developments concerning the movement, its initiatives and its presence in Dutch governmental and legislative structures. Furthermore, local activists share their stories about their personal experiences whilst for example building a tiny house. These active members of the movement also make use of Facebook pages, Instagram accounts for sharing pictures and by writing blogs. Thus, local initiatives keep the movement going whilst the online network grows. This shows a both horizontal network, which is mostly online, and a vertical network, the activism of local initiatives and communities (Jaffe & Koning, 2016).

The ambition of this research is to draw conclusions concerning the future of the Tiny House Movement in the Netherlands. This alternative way of living harbours a number of lifestyle trends and ambitions of how a group of people would like to live in future. Today, there is much information to be found on the matter, much research concerning living in the city, many ideas on how to live sustainably and a never-ending creativeness of architects, urban planners and governments to face the challenges of housing in the city. This research will try to connect the dots and try to find the potential of the Tiny House Movement when looking at these many developments.

1.4. Research aim and questions

In short, the aim of this research is to contribute to research concerning future urban lifestyle implications. An emerging lifestyle in the Netherlands is living in a tiny house that is yet connected to an urban area, which brings along a number of lifestyle changes such as living in a small space, minimising your possessions and living more sustainable. People in the Netherlands who are interested in such a lifestyle are steadily forming a community: the Tiny House Movement.

The main question this research strives to answer is:

What potential implications for the future does the Tiny House Movement show as an emerging urban lifestyle in the Netherlands?

With this question, the intention is to be able to make valid assumptions about the Tiny House Movement in the Netherlands and to evaluate its potential as a future urban lifestyle. In order
to be able to make such assumptions the main question has to be broken down into components. Each component of the movement has to be analysed in order to evaluate its value and potential. The structure for this analysis will be derived from the publication on urban social movements by Castells (1983). Castells (1983: 304/305) sees urban social movements as the drivers of social change. The Tiny House Movement, with its active members, their efforts to promote their lifestyle online, within their communities and by working with the government, shows their determination to create a place for tiny housing in the Dutch society. Additionally, the theoretical discussion forms the basis for a valid analysis. The details concerning these strategies will be explained in chapters 2 (Theoretical Discussion) and 4 (Methodology).

The following underlying research questions show the structure of this analysis, as they are based on the theoretical discussion as well as the methods used to conduct this research. Each question will now be elaborated in more detail.

*Research Question A: Is the Tiny House Movement in the Netherlands an urban social movement?*

The focus here lies on the initial definition of the Tiny House Movement in the Netherlands. Can we define this particular movement as an urban social movement? For this we make use of a number of defining characteristics derived from Castells (1983: 328). If yes, what kind of features can we find in this movement in order to make assumptions and draw conclusions about its future? This first step is essential in order to make this movement eligible for the analytical framework concerning the power of urban social movements.

*Research Question B: What are the underlying conditions of the Tiny House Movement in the Netherlands?*

In order to draw conclusions about the potential implications of the Tiny House Movement in the Netherlands, the underlying conditions of this movement have to be defined. A movement without a stable basis, a community and a connection to the public does not have the capabilities to survive (Castells, 1983; Diani, 2000). Thus this question deals with the connection between the Tiny House Movement and the public. How is it presented? What is its position in society?

*Research Question C: What are the goals of the Tiny House Movement in the Netherlands?*

At the very base of social urban change are the people that have the motivations to form a movement (Castells, 1983; Lefebvre, 2016). Thus the question that deals with the intrinsic goals of a movement and its members is essential to analyse its value. Can these goals be found when evaluating the Tiny House Movement in the Netherlands and if yes in what form?
1.5. Scientific and Societal relevance

Concerning the scientific relevance of this research, recent research publications emphasize the need for further research on the rising trend of living small due to the fact that governmental institutions lack information on the subject. Living small in urban areas is a scarcely researched topic, as this is a quite recent trend in society. The question if trends such as tiny housing will become stronger in future or if it is a temporary hype is a valid one (Dopper & Geuting, 2017; Hoorn & Kotte, 2016). Concerning the Tiny House Movement, research mostly concerns the environmental impact of living small (Carlin, 2014; Anson, 2014). Concerning tiny housing in the Netherlands, the research that has been done mostly deals with the broader topic of living small and discussing the rising trend of smaller living spaces in urban areas (Dopper & Geuting, 2017; Hoorn & Kotte, 2016). Detailed research concerning Smart Small Living, Micro- and Tiny Housing in the Netherlands has not (yet) been done (Hoorn & Kotte, 2016). With this research, I focus on the niche market of tiny housing. The question concerning the future of the Tiny House Movement in the Netherlands is of great importance in order to give cities and governments a clearer vision of potential courses tiny housing might take on.

Concerning societal relevance of researching the Tiny House Movement, I consider the motivations behind living small of great importance for our society today. We are confronted everyday by ads and temptations that tell us we have to buy more, improve, upgrade and redecorate. Urban lifestyles are closely linked to these trends of consumption. What a consumer does with their economic capital allows them to express themselves in a diverse and multicultural society (Bourdieu, 1986). Lifestyles influence the city, and the city influences the lifestyles of its residents (Tonkiss, 2005; Zukin, 1998; Featherstone, 1994). The Tiny House Movement challenges consumerism by downsizing, living with less and finding more practical and creative solutions for their living habits. In short: “less is more” (CustomMade, 2014). This research focusses on what societal changes can come from the citizens themselves. The power that lies in expressing a certain lifestyle, especially when there is a whole society that follows that lifestyle, is of interest here. The formation of lifestyles, the power of human capital to change the face of a city and the power of (urban) social movements can be linked to the underlying “creativeness” of people to imagine and plan their lives in the city (Lefebvre, 2016). Concerning the Tiny House Movement, this research is interested in its underlying societal trends that can be of significance for cities in the future.
1.6. Structure

The previous chapters offered an introduction into the issue of tiny housing in the Netherlands and the role of the Tiny House Movement. Also, the research questions were discussed, as well as the research aim and its relevance. Chapter 2 now deals with the theoretical framework for the analysis. This includes a detailed description of the core concepts and the conceptual model in order to visualize the structure of the research and the research questions. The Operationalisation (chapter 3) translates the concepts of the theoretical discussion into keywords that form the basis for processing the empirical data collected for this research. Also, the operationalisation of the research questions is discussed (chapter 3.1). The chapter on Methodology (chapter 4) goes into detail concerning the feasibility, reliability and validity of this research. The data collection process (chapter 4.1), the analytical methods (chapters 4.2 and 4.3) as well as the individual approach to each research question (chapters 4.4 to 4.6) will be discussed. Chapter 5 presents the results of the data coding and analysis process. Here chapters 5.1 to 5.3 deal with each research question individually. In chapter 5.4 a summary of the results is provided. Chapter 6 then contains the conclusion, thus answering the main research question. Finally, the Discussion of this research (chapter 7) goes into detail concerning the limitations of this research as well as new insights and remarks concerning further research. The list of references offers an overview of the literature used as well as the images and blog entries that are part of the data collection. Finally, Appendix A and B contain supplementary information to chapter 5.
2. Theoretical Discussion

This theoretical framework structures the components of the Tiny House Movement and its social science features that are of interest.

In order to specify how social change occurs, in this case through the Tiny House Movement, I make use of different social theories. First, I place the Tiny House Movement in the social context of Postmodernity (chapter 2.1). Based on this framework, I focus on the issue of urbanity, dealing with a controversial theoretical approaches towards “urbanism”. Looking closer at the development of urban lifestyles I discuss the ‘Right to the City’ as well as the potential of urban lifestyles to occur social change in urban areas, for example by forming a social movement. The following chapter (2.3) then deals with the formation of social movements, particularly urban social movements. Because of the importance of social media in the formation of these movements, I include a chapter on online communication and digital networks (chapter 2.4). The essential concepts of this theoretical discussion are visualized in the conceptual model in chapter 2.5, including a justification for the choice of these concepts.

2.1. Postmodernity

According to Anthony Giddens, there has been a shift in society when comparing ‘modernity’ to ‘postmodernity’ (Giddens, 1984). Modernity describes a societal timeframe where people make rational, controlled and future-oriented decisions. Legislation, city planning and overall developments are steered towards a clear and predictable surrounding where everyone knows their place and responsibilities. Examples are the times of industrialization, suburban sprawl, and a general expectation of how life should be lived. Now, however, postmodern times have taken over. We, and here the focus lies particularly on so-called developed countries, do not stay in fixed societal structures of the past. We break free, take chances, travel more and find creative solutions to problems. In general, rationality and order have made way for uncertainty, playfulness and present-oriented decisions. An important change has been that the world has become more and more connected. We get inspired by how other societies live, we are able to move around the world and decide to take on jobs people didn’t dream of 50 years ago. Instead of experts, we have gurus (Ernste, 2015).

During these late modern times, the processes of modernity continue, such as technological advances, urbanisation and rationalisation, but because of its own reflexivity, these processes have become more complicated. There is a need for creative solutions, staying present-oriented whilst remembering the past and at the same looking into the future. All in all, our self-examination leads to a de-traditionalized thinking (Giddens, 1984). This does not mean that we forget our ‘heritage’, but it means that we are rethinking the past and finding new ways to live more sustainably in the future.
With this in mind, a number of parallels can be found to the Tiny House Movement. Tiny home owners reflect on their living habits, the expected living habits that include consumption, living big, spending money on furniture and mortgages, and have come up with a solution that fits their taste (Anson, 2014). Here we see the self-examination expressed above, the present-oriented decision whilst looking into the future of urban areas.

Linking these societal processes to spatial processes, one can see that urban planning has experienced a shift in urban theory and defining the ‘city’ as an urban area. The following chapter goes into more detail concerning these shifts.

2.2. Urbanity

We are living in the “Urban Age”, as it is called in Brenner and Schmid (2015: 155). Today, more than half of the world’s population lives in the city (Soja, 2011). This is a statement often used to express the necessity of urban studies (Brenner & Schmid, 2015; Soja, 2011). However the field of urban studies is a complex and highly debated study area. The concept of the ‘urban age’ has become a frame for the wide variety of contemporary discussions concerning urban settlements globally (Brenner & Schmid, 2015). Many disciplines are involved with urban studies, as the city is not just a place to live, but incorporates the major political, economic and social developments of our times (Soja, 2000 in: Brenner & Schmid, 2015: 159; Zukin, 1998). The city is constantly in motion, because, as mentioned before, humans are constantly in motion. Simply stating that an ‘urban transition’ is occurring because of the fact that half of the world’s population now live in cities “does not even begin to capture the intellectual, representational and political complexities associated with grasping the contemporary global urban condition” (Brenner, Madden & Wachsmuth, 2011: 226). We should no longer be talking of cities as such, the term “urban society” or “planetary urbanisation” is more appropriate (Lefebvre, 1968 in: Merrifield, 2013: 910).

2.2.1. (Planetary) Urbanism

Past definitions focused on the city as a centre of power in relation to their hinterlands. The distinctive physical forms and demographic characteristics defined the city as a built environment with a high population density. Here the economic function of the city is central. In times of a planetary urbanisation, however, the roles and centres change.

As elaborated by Robinson (2016: 192), the “shift in the geographical centre of global urbanization”, the diverse forms of urban settlements and the way urbanisation processes are increasingly influencing processes worldwide, have made urbanists rethink urban theory. In the light of “‘planetary’ urbanisation processes”, traditional urban studies are lost when wanting to focus on a ‘city’ (Robinson, 2016: 192). The problem is that a city has no distinct boundaries
anymore. Even though there are many examples of socio-spatial and territorial inequalities, the settlements on our planet are becoming more and more urbanized (Brenner et al., 2011).

Wirth also distances himself from defining the “urban” based on total population numbers living in cities. Instead, “the influences which cities exert upon social life are greater than the ratio of the urban population would indicate”. The city as such is not just the “workshop of modern man”, it is the centre of economic, political and cultural life which affects its surroundings, smaller settlements as well as remote areas (1938: 2).

Lefebvre also states that the urban is “a new theoretical and virtual object that is in the process of becoming”. The concept of the “urban fabric” goes “beyond the built environment of cities” (2003: 57 in: Merrifield, 2013: 911). The city is “shedding its geographical and temporal fetters, by the development of new modes of transport, by the invention and reinvention of new technologies, products and infrastructure” (Merrifield, 2013: 912).

Urban areas reflect the modern times, as the people within the city evolve, evaluate their way of living and keep changing their way of living. Thus, Wirth describes urbanism as a “way of life” where the city is equated with modernity. In other words, urbanism can be seen as a “complex of traits which makes up the characteristic mode of life in cities” (Wirth, 1938: 7 in: Otto & Baur, 2008: 93). These traits are for example that people have the luxury in the city to choose the groups they want to belong to. The traditional, family-oriented lifestyles in the rural areas are of less importance in a city, because one can rely on institutions and economic markets to provide a livelihood. Citizens can have superficial, business-oriented relationships and at the same develop their own lifestyle and make a selection of certain relationships. The larger a city is, the more possibilities it offers for people to develop these interests and relations. Social relations in the city are described as “increasingly rational, instrumental, impersonal and voluntary forms of interaction” (Tonkiss, 2005: 11). Cities are more open to change, due to the rational and instrumental decisions made in the city, thus making them the primary site for the “social experience of modernity” (Tonkiss, 2005: 12). New markets, ideas and technological innovations are experienced at first in the globalized cities of this world, before they spread out throughout a region of country (Merrifield, 2016: 910). Urban lifestyles, or life in the city therefore, can be seen as the window to modern life. This will be elaborated further in the following paragraph on urban lifestyles.

2.2.2. Urban lifestyles

Society lies to the root of urban areas (Lefebvre, 2016). The people in the urban areas make it an active area where the interaction of people, their events and chance meetings are “the very definition of the urban itself”. People make the urban space their space, “they become urban people” (Lefebvre, 1968: 110 in: Merrifield, 2013: 916). A large diversity of actors, for
example urban planners, architects and artists, are constantly changing the face of the city, reflecting the societal changes of that time (Zukin, 1998). The key concepts here are the urban life, or *urbanism*, and thus the creation of urban lifestyles. The following paragraphs focus on the ‘city’ as an urban dwelling of high population density.

One can find that ‘urban lifestyles’ has been a much researched topic throughout the past decades. The rising trend of individuality and self-expression seen in cities over the past decades has led to a large diversity of urban lifestyles (Zukin, 1998; Featherstone, 1994). Zukin covers a broad array of social changes that influenced the expression of these different lifestyles. She mentions the rise of postmodernism as a post-industrial mode of production that shifted towards higher consumer demands a rising concern for identity and high quality goods. ‘Urban lifestyles’ in the past were strongly influenced by someone’s predefined social status, for example because of their birth rights (Weber, 1946 in Zukin, 1998: 825). Now, cultural capital plays a much larger role (Bourdieu, 1986). Thus, the consumption of goods, arts, leisure forms and so on becomes the platform for expressing one’s lifestyle and social status (Zukin, 1998: 825).

**Consumption**

Cities have become landscapes of consumption, where one can find these leisure, culture and new art forms (Zukin, 1998; Baudrillard, 1981 in: Featherstone: 1994; Featherstone, 1994). From an anthropological view, consumption is defined as a social practice where opposing matters intersect, such as private and public, individual and social, personal and political (Jaffe & Koning, 2016). When you make decisions on what to buy, what to consume or how to dress, you feel driven by your personal preferences and needs. However, these decisions are also strongly influenced by our environment and by what social and cultural group we belong too. In addition, economic and political structures determine the goods that are available to us, the social class we belong too and the lifestyles that are socially accepted. Dressing like a homeless person makes it far more difficult to engage in an economic and political environment than when one wears an outfit that is considered appropriate. Thus, our private, individual and personal decisions concerning our consumed goods are strongly related to the public, social and political spheres we want to engage with (Jaffe & Koning, 2016: 88). Nevertheless, people still make their personal decisions, thus creating lifestyles and consumer trends. Especially in urban areas, in the city, new lifestyles are quickly introduced, supported and nourished by the economic market (Tonkiss, 2005). New markets have opened up where people can stimulate their interests and hobbies, such as fashion, food, art, dance, music and travelling (Zukin, 1998; Featherstone, 1994). Culture and economy go hand in hand, preserving historical heritage but also creating museums and tourist zones. In the centre stands the consumer, the
person who is interested in these goods and who brings the money to flow between culture and the economy (Zukin, 1998: 837).

All in all, increased consumption, self-expression and cultural diversity has led to an array of different lifestyles where people can act out their interests (Featherstone, 1994; Jaffe & Koning, 2016; Zukin, 1998; Tonkiss, 2005). Thus, urban lifestyles are closely linked to consumption. What a consumer does with their economic capital allows them to express themselves in a diverse and multicultural society. Lifestyles influence the city, and the city influences the lifestyles of its residents (Tonkiss, 2005; Zukin, 1998; Featherstone, 1994).

**Changing the face of the city**

The city is always coproduced and transformed through its users (Brenner & Schmid, Towards a new epistemology of the urban?, 2015). The city has unrealised potential their citizens strive to explore in order to improve the collective lives of the people in the city (Castells, 1983: 319; Brenner and Schmid, 2015: 177). As Lefebvre calls this; humans have a creativeness, a desire for imaginative and playful practices (2016: 149). As will be elaborated below, this creativeness forms and changes our cities, keeping the urban areas in constant motion. One of the ways to mobilise this capacity is through a social movement. Before I go into detail concerning the formation and potential of (urban) social movements, I take a closer look at the developments in cities as generated from societal processes, for example through the process of claiming a “right to the city” as elaborated by Lefebvre (2016).

### 2.2.3. Right to the City

Concerning social change, Lefebvre offers a theory on developments in the city and the (re)production of urban space. The social production of space has a number of underlying processes. First of all, space is a social construction as it shows us values and meanings. It shows us social relations such as capitalism, socialism and other political structures. Cities show us processes of spatial production. For example conflicts and struggles but also what is of importance to its citizens. How citizens influence these social constructions of space is described by Lefebvre as the ‘Right to the City’ (Lefebvre, 2016). Citizens “should modify, concretize and make more practical the rights of the citizen as an urban dweller (citadin) and user of multiple services. It would affirm, on the one hand, the right of users to make known their ideas on the space and time of their activities in the urban area; it would also cover the right to the use of the centre, a privileged place, instead of being dispersed and stuck into ghettos (for workers, immigrants, the ‘marginal’ and even for the ‘privileged’).” (Lefebvre, 1991 in: Tsavdaroglou & Makrygianni, 2013).

Linking this theory to the process of planetary urbanisation, the problem arises when defining the city. The ‘Right to the City’ becomes unclear when the city is not properly defined. “If
urbanization is planetary […] does this mean the right to the metropolitan region, the whole urban agglomeration?” (Merrifield, 2013: 916). Even though the city has become hard to define, the urban area keeps on growing, making the traditional theory of claiming the “right to the city”, whatever that ‘city’ entails, more important than before. It calls for “another sort of urban praxis”, where the rights of the citizens are also growing (Merrifield, 2013: 916).

The Tiny House Movement can be seen as an example of such a process of spatial production. Citizens take action in finding a solution to their problems concerning housing, increasing prices and mortgages in cities. The movement looks beyond the city borders, wanting to stay connected to the facilities in a city and at the same time showing that their surroundings offer attractive places to live. Additionally, they change the face of the urban area. By coming together and getting in touch with people with the same interest they form a community, and maybe even a social movement (Castells, 1983).

2.3. Social Movements

Social movements can form under various circumstances and with many different reasons. For this research the focus lies on a social movement that expresses a certain lifestyle. When coming together with people who are interested in a similar lifestyle, such a movement can be formed. The strength and its persistence depends on the people on the ground that are actively living the lifestyle in question (Jaffe & Koning, 2016). Social movements have increasingly become a popular topic in urban studies. As defined by Diani (2000: 387), social movements can be seen as “networks of informal relationships between a multiplicity of individuals and organizations, who share a distinctive collective identity, and mobilize resources on conflictual issues. To add another dimension to the definition by Diani, Jaffe and de Koning see social movements as “different types of collective action that seek to effect social change through means other than institutionalized” (2016: 144). Tonkiss formulates a similar definition, describing social movements as “new ways of conceiving the agents, the objectives and the techniques of politics outside both established political institutions and conventional forms of opposition” (2005: 61). The focus here lies on the shift from conventional opposition methods to new methods of collective action. A shift from politics of class to politics of identity, addressing non-material interests and styles of life (Tonkiss, 2005). Various scholars have researched these movements concerning political activism, appealing to acceptance and freedoms or control of urban space (Harvey, 1994; Lefebvre, 2016; Zukin, 1998; Castells, 1983).
2.3.1. Urban social movements

Castells describes urban social movements as a “collective conscious action aimed at the transformation of the institutionalized urban meaning” (1983: 305). In other words, urban social movements move against the mainstream, responding to urban conditions they would like to see transformed. The movement develops “its own meaning over a given space in contradiction to the structurally dominant meaning” (Castells, 1983: 305). People seek an urban system with more autonomy and self-management rather than a society dominated by private capital (Castells, 1983). Concerning autonomy and self-management, a number of concepts discussed in the literature are based on the desire of people to participate in the development of the city (Lefebvre, 2016; Tonkiss, 2015; Zukin, 1998; Carlin, 2014). An urban social movement is a driver of social change (Castells, 1983: 304/305), meaning that the movement should show signs of activism that can make changes occur, such as speaking to the media or cooperating with government officials (Castells, 1983: 322). As will be elaborated in the paragraphs below, the potential of an urban social movement lies within its characteristics, public expression and how it promotes the goals it stands for.

Characteristics

When defining urban social movements Castells (1983) formulates three characteristics that a movement needs to have in order to exist. First, they consider themselves as urban. Second, they should be locally-based and territorially defined in order to be significant and present. In a later publication of Castells, in 2009, he updates this characteristic when he says that social media platforms are at the core of alternative social movement actions (Castells, 2009). Here a new dimension of social movements is introduced, namely that they can operate at both a vertical (locally-based) and a horizontal level, for example on social media platforms worldwide (Jaffe & Koning, 2016). Third, the three goals explained below have to be present. Thus the circle of the characteristics is closed as the goals, elements and characteristics are all connected by the three basic goals an urban social movement should have.

Underlying conditions

Moving on to underlying conditions of an urban social movement, Castells (1983:322) formulates four basic elements. First, the three goals mentioned below have to be present, in some kind of form. Meaning that the movement has to have a focus and a set of goals they strive to realise.

Second, the movement must be conscious of the fact that they are a movement. They have to be aware of their expression to the public. After all, they form a counter-culture, and alternative space in the city (Castells, 1983: 326). Thus, they have to have their vision in order to be taken serious. Here it is important to express the vision of the movement but to also find a link to the
public, for example through the media or with the support of political institutions. Without a link to these important players in society, the movement operates in its own bubble and does not contribute to societal change. In society today, for example, an online group such as on Facebook, could be active, sharing ideas and forming such a counter-culture. However, these formations, without a connection to stronger players in society, remain movements that can hardly be seen as drivers of social change. This relates to the next element.

Third, there has to be some kind of connection to the public, particularly the media, professionals and political parties. Being connected to the media, for example through press releases, radio or television, is a major part of the network of the movement. Awareness creates response and interest, a wider network, a bigger group of people that join the movement. Today, the media also involves social media, a strong player when it comes to spreading news and sharing experiences very quickly. Short video’s, postings and shares immediately increase the number of people reached with one newspaper article (Kaplan & Haenlein, 2010). Being connected to experts is possible for example through researchers and research done by the activists (Sawney, De Klerk, & Malhotra, 2015). Political parties play a significant role once the urban social movement is looking for legislations and rights. In order to get the movement of the ground and into the government political parties and government officials have to be part of the movement (MacLeod & Jones, 2011; Brenner & Schmid, 2015).

Fourth, even though the connection to politics has to be present, the movement has to be autonomous from a political party. Castells (1983) reason for this is that social transformation and political management operate at different levels of social structure. Social movements are aimed at transforming the meaning of the city without being able to transform society (Castells, 1983:327).

Goals

The key concept Castells (1983: 319) uses to describe urban social movements are based on three basic goals of social movement. The first goal is to improve collective consumption, for example to strive towards decent housing. The city is seen as a use value, thus the movement strives towards improving living conditions in their urban area. The phrase “utopian urbanism” comes to mind here (Firth, 2012: 94). New ideas for urbanism can be called utopian because they express ‘the desire for a better way of being and living’ (Pinder, 2002: 238). Utopian urbanism is process-oriented with the society’s best interests at heart (Firth, 2012: 94). Thus, social movements can be seen as forms of utopian urbanism. They show a passion for their idea and want to be part of creating a better future (Castells, 319).

The second goal is to form a community. As has been mentioned before, people with similar lifestyles come together to exchange ideas, interact and ultimately form a movement. The city
offers a wide platform for the expression of a lifestyle. Also, through meeting with groups and getting to know the people with a similar lifestyle, a movement can be formed. This has been expressed in details in the previous chapter (chapter 2.3.2). The essence is that people seek out the groups that they feel they belong too, which is why communication is key when forming a movement (Sawney, De Klerk, & Malhotra, 2015). When people stay in the dark about the possibilities of expanding their lifestyle, a community cannot be formed.

The third goal is the self-management of the movement. Castells (1983: 320) calls this the “struggle for a free city”. This connects nicely to Lefebvre’s notion of the “Right to the City” (2016), which has been elaborated above. The autonomy and taking matters into your own hands is a given requirement for the urban social movement because that is the reason they exist in the first place (Castells, 1983). The political background is included here because the struggle of the people “for a free city” is a political and institutional one (Castells, 1983: 320, Lefebvre, 2016). An important aspect here is that of Castells (1983) when he states that an urban social movement is that it loses its identity as a social movement when it is institutionalized. Until then, the movement promotes a goal, a lifestyle that is not yet rooted in society. Thus, they have to start as a Do-It-Yourself initiative (Sawney et al. 2015; Castells, 1983). The “Right to the City” shows that people have the possibility of making their own decisions on how to shape the city (Lefebvre, 2016). In order to be taken seriously they need a form of self-management. A structure, a focus, a way of making their ideas reality are all of importance when expressing their alternative lifestyle as an actual realistic way of living in the future (Firth, 2012).

Summing up, Castells (1983: 321) expresses a number of criteria that characterise urban social movements, based on five case studies. The essence of an urban social movement lies in the formation of a new urban lifestyle that goes against the mainstream. The movement is self-expressive and promotes social change. The key concept is a conflict in society that calls for the creation of an alternative social organization (Castells, 1983: 326). The people that are behind this mobilisation promote ideas for alternative spaces. Thus they become and urban social movement (Castells, 1983:327).

This research makes use of these criteria in order to structure the analytical framework. The reasons for choosing these criteria are as follows. Castells (1983) includes various concepts and aspects in his criteria for urban social movements that can be found in publications by various authors and which have been expressed in the paragraphs above. The keywords extracted from this literature study shall be used for the operationalisation of the research. This will be elaborated further in the following chapter (chapter 3).
The specific characteristics found by Castells (1983) offer an analytical framework that structures and evaluate the capacity of an urban social movement as a driver of social change. This will be elaborated in detail when the methodology is discussed (chapter 4).

2.4. Digital networks and social media

As has been briefly mentioned in the previous paragraphs, the power of these movements lies within the connection of its participants and the formation of a community (Jaffe & Koning, 2016, emphasis added; Diani, 2000: Zukin, 1998; Castells, 1983). Their networks and cross-border connections deserve a closer look. As Appadurai calls it, urban social movements from a local to a global scale can be seen as “globalization from below” or “deep democracy”. He describes it as a “form of politics that is characterized by both its rootedness in locality and its transnational networks” (2001 in Jaffe & Koning, 2005: 145). The solidarity of the activists makes the movements strong, both horizontally, on a global scale, and vertically, for example in local communities (Jaffe & Koning, 2016). This particular aspect can be linked to the goals of an urban social movement elaborated by Castells (1983: 319), where a community and the communication of its members is of vital importance for the movement. Without the active connection between the members of the group, the movement lacks stability. The interplay between horizontal and vertical connection can be seen on social media platforms. Here, active people can share their experiences and lifestyles with people on a global scale, whilst living their life in their own local community. It is therefore of importance to dig deeper into these networks when studying urban lifestyle implications today.

The phrase that is often associated with the literature concerning digital networks is “collective identity” (Castells, 2009; Diani, 2000). The possibility of sharing new values and projects on various social media platforms can be seen as mass self-communication. These platforms are at the core of alternative social movement actions (Castells, 2009). The advantages of communication via internet, or “computer mediated communication”, as it is called by Diani (2000), are the higher speed and reduced costs of communicating with people all over the world. Next to this, the accuracy of received messages and the reliability of the transmission is much higher than with traditional ways of communication, such as letters that can potentially get lost. A problem of mobilization is often how to interact even though the group is geographically dispersed. Computer mediation communication (CMC) overcomes these distances in a fraction of a second; an example for time-space convergence, which in this case would describe the capacity of social systems to project their presence across space and time (Janelle, 2014; Giddens, 1984). Social movements that operate on a transnational level through CMC have various objectives. Concerning the Tiny House Movement, one could say this is a network with the objective of mobilizing participatory resources, rather than for example professional resources. According to Diani (2000), the provision of these participatory
networks relies on ideological and solidarity incentives that lead to direct action. The involvement of locally based actors that share their experiences via the globally dispersed networks, in other words, the people that are active, is what keeps the movement going.

2.5. Conceptual Model

The conceptual model visualizes the core concepts derived from the theoretical discussion.

The concept ‘Definition’ describes the feasibility of the Tiny House Movement as an urban social movement. Thus, the urban dimension, territorial definition and the essence of the movement’s goals are discussed. The definition of the Tiny House Movement is of importance to know what the urban social movement stands for.

The concept ‘Place in Society’ goes into more detail concerning the movement’s connection to the Dutch society and in what form this connection can be found. Here the goals are once again of importance, as well as how the group communicates with the public. If no one outside of the group knows of the movement there is hardly a stable platform for social change. For this, the connection to media, professionals and political institutions is of importance. In short, the characteristics of the urban social movement describe what position the movement has in society and what they strive to achieve concerning the urban lifestyle they promote.

The concept ‘Goals’ is mentioned before during the previous concepts, however it also stands alone as a concept as it inhabits the various aims of the movement. This includes their proposed alterations of society, in order to improve a collective good. Also, their shared lifestyles and goals make them form a community. The community is of vital importance for the existence of the movement, as they form the active individuals that keep the movement alive. Finally, the self-management of the group includes various aspects mentioned in the theoretical discussion concerning social change through individuals.

The capacities that lie within each concept expressed above make out the entity of the ‘urban social movement’ that is researched. Thus, by analysing each component, assumptions can be made concerning the future of the movement.

The arrows used in the conceptual model show that a movement with a specific definition, specific societal characteristics and particular goals can be seen as an urban social movement. The Tiny House Movement as an urban social movement, when it qualifies as such, can be seen as a driver of the future of tiny housing in the Netherland. This arrow can be seen as a symbol for the ‘social change’ occurring through the actions of the urban social movement. Thus, by analysing its qualities, assumptions can be made about the causal relationship between its qualities and the effects they can have for society.
Figure 4 - Conceptual model
3. Operationalisation

This chapter goes into detail concerning the realisation of the empirical research. How can the theoretical concepts expressed in the previous chapter be measured when discussing the Tiny House Movement in the Netherlands? In order to create an analytical framework the various concepts have to be translated into indicators of the social change that may occur through the Tiny House Movement. Table 1 describes the dimensions, indicators and items used for the operationalisation of the concepts expressed in the literature study and conceptual model. As the analysis will make use of the analytical framework by Castells (1983), the table shows the indicators that can be translated back to the various dimensions of an urban social movement.

As one can see, the various concepts expressed summarise the theoretical discussion and lead to the various keywords. These keywords will be red thread throughout the analysis. The following chapter deals with the specific operationalisation for each research question individually (chapter 3.1). The underlying strategy is to translate the concepts concerning the processes studied during the theoretical discussion into keywords. These keywords are less abstract and can be used to analyse the data. Thus, at the end of the analysis, the presence, frequency and the use of these keywords during the analysis can give answers to the questions concerning the indicators, the dimensions and ultimately the societal process that is to be analysed.
<table>
<thead>
<tr>
<th>Concept</th>
<th>Dimension</th>
<th>Indicator</th>
<th>Keyword/Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban social movement</td>
<td>Definition</td>
<td>Urban issues</td>
<td>Urbanity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Territorial definition</td>
<td>Local community</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>Global community</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>Social media community</td>
</tr>
<tr>
<td></td>
<td>Goals</td>
<td>Housing</td>
<td></td>
</tr>
<tr>
<td>Place in society</td>
<td>Goals</td>
<td>Community</td>
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<tr>
<td></td>
<td></td>
<td>Self-management</td>
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<tr>
<td></td>
<td>Consciousness</td>
<td>Awareness</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Public expression</td>
<td></td>
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<tr>
<td></td>
<td>Connection</td>
<td>Media</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Research</td>
<td></td>
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<tr>
<td></td>
<td>Experts</td>
<td>Experts</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Political parties</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Government</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Legislation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Political independence</td>
<td>Diversity of political parties</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Goals</td>
<td>Collective consumption</td>
<td>Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Housing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Interests</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community</td>
<td>Shared lifestyle</td>
<td></td>
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<td></td>
<td></td>
<td>Interaction</td>
<td></td>
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<td></td>
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<td>Sharing</td>
<td></td>
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<td>Support</td>
<td></td>
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<tr>
<td></td>
<td>Self-management</td>
<td>Activism</td>
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<td></td>
<td></td>
<td>Autonomy</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Organisation</td>
<td></td>
</tr>
</tbody>
</table>

Table 1 - Operationalisation of conceptual framework
3.1. Operationalisation of research questions

First of all, the question considering the nature of the THM must be analysed. With the question ‘Is the Tiny House Movement an urban social movement?’ the goal is to prove that one can speak of the Tiny House Movement as an urban social movement. This is of importance because a number of criteria found during the literature study on (urban) social movements can only account for a movement as such. Consequently, in order to make assumptions about the Tiny House Movement in the Netherlands the definition must apply to this particular movement. The detailed operationalisation of this question can be found in chapter 3.1.1.

Moving on to the second research question: ‘What are the underlying conditions of the Tiny House Movement in the Netherlands?’ the analysis goes into more detail concerning the situation the Tiny House Movement is in. This is of importance because the way the Tiny House Movement is positioned in society and the way it expresses itself accounts for a major part of its value and stability. The detailed operationalisation of this question can be found in chapter 3.1.2.

Finally, as mentioned before during the elaboration of the three characteristics and the four basic elements, the most important element is the presence of the three basic goals of an urban social movement. Because this is of great importance the third and final research question goes into more detail concerning the goals of the THM in the Netherlands. The three basic goals of an urban social movement and the indicators used to operationalise these concepts can be found in chapter 3.1.3.

3.1.1. Research Question A

Is the Tiny House Movement in the Netherlands an urban social movement?

The theoretical basis for this research question consists of a number of definitions of social movements, urban social movements in particular, derived from various studies and theories. These theories have been elaborated in chapter 2.2. In order to analyse this question the definition of Castells (1983) is the most useful, as it includes a number of characteristics that are also present in the various definitions by the other authors. Thus, the basis for this research is the definition and the characteristics provided by Castells (1983: 328). The keywords that will be used are linked to the various concepts that were operationalised (Table 2).

First, the movement has to consider itself as related to urban areas, as it deals with urban issues. The keyword that will be used here is urbanity.

Second, the movement should be locally-based and territorially defined. This characteristic can be slightly modified because the movement is both locally based and present on social media. Since the publication of Castells in 1983, urban social movements are also connected
via computer mediation communication (Janelle, 2014; Giddens, 1984). Thus, this characteristic has to be updated to the recent developments. The analysis of this aspect relies on the information found on the Facebook pages as well as the presence on Instagram. Both platforms are used for exchanging ideas and showing recent developments in the individual local communities. Thus the locally based activities can be shared online and create a horizontal network as well as strengthening the local communities. The locality as well as the online connection of the movements are analysed here. For this, the codes are on the one hand local community and global community to mark both the local initiatives and national or global initiatives. On the other hand, the code social media community refers to the connection between the various initiatives which happens online. With this code the horizontal connection between the local initiatives is to be assessed.

Third, the movement is mobilised around three basic goals: collective consumption, cultural identity and political self-management (Castells, 1983: 319). These goals have been explained in detail during the theoretical discussion (chapter 2.3). For this question it is of importance to evaluate the presence of these goals. The details of these goals will be evaluated in order to answer Research Question C. Thus, the keywords are broadly used: collective consumption, focussing on housing and lifestyle expression, community, which describes the community that forms around the common identity, and self-management to mark signs of organisation within the group. These keywords can be translated back to the concept of an urban social movement and its goals (see Table 2).

3.1.2. Research Question B

What are the underlying conditions of the Tiny House Movement in the Netherlands?

The theoretical basis for this question can be found in Castells (1983: 322). Here there are four basic elements of the underlying conditions of an urban social movement. Additionally, the first element is an essential condition. Castells (1983) describes this as in fact a fifth basic element, the condition that this element is fulfilled accounts for the power of the movement.

The first basic element is in fact the same characteristic that has been analysed in the previous question, namely the presence of the three basic goals. Thus this analysis can be answered by making use of the previous question.

The second element is that the movement has to be conscious of its role as an urban social movement. For this the focus lies again on the presentation of the movement in the various sources of data (chapter 4.1: Research material). The rhetoric used here can be analysed in order to find an answer to this question. The keywords here are awareness and public expression (see Table 2).
The third element goes into more detail about the connection of the movement to the media, professionals and political parties. For this the information shared on Facebook is of particular importance. The Facebook page ‘Tiny House Movement Nederland’ actively posts and shares newspaper articles and other media releases concerning recent developments in the legislation and political support for the Tiny House Movement. The keywords here are simply media, research and political parties (see Table 2). To go into more detail concerning these connections, the codes experts, government and legislation will be used. These are not necessary for the analysis of this research question, however the issue of legislation is of great importance when looking at the Tiny House Movement in the Netherlands.

The fourth element addresses the fact that the movement has to politically independent. The reason for this is expressed in chapter 2.3. In order to analyse this aspect once again the newspaper articles and the rhetoric used by the Facebook pages will be of use. Here the presence of political incentives and connections to specific political parties can be found. In order to mark the various political parties that are mentioned in the data sources, the code political parties is used to mark quotes referring to a specific political party

3.1.3. Research Question C

What are the goals of the Tiny House Movement in the Netherlands?

First, the movement strives towards an improvement of a basic collective consumption. In the case of the Tiny House Movement this would be housing and the expression of certain lifestyles. In order to analyse this question the information should be used from individuals themselves. For this the Facebook pages and Instagram pages by individual people that are actively expressing their lifestyle are of importance. The pictures and stories shared contain information about what these people care about when they think of lifestyles and housing. The keywords here translate back to concepts concerning the collective action and the lifestyles the movement wants to express. Therefore the keywords are development, housing and interests (see Table 2).

Second, the formation of a community is of importance. This is based on a common identity and shared cultural values. For this I look closer at the shared values and interests of the movement. Naturally the code lifestyles is of use here because it labels the various expressions of lifestyles found in the data. Also the strength of the community is analysed with the use of the codes interaction, sharing and support. The formation of a community is one step but the activism within the group is of great importance to keep it alive. Thus the interaction and the general support within the group is to be analysed.

Third, the movement itself has to be a goal. The self-management characteristic is a major part of a social movement because if this were not the case it would not be a social movement
(Castells, 1983: 329). The keywords here are *activism, autonomy* and *organisation* in order to mark signs of the self-management of the group. As the movement is characterised by people taking matters into their own hands because their wished are not yet embedded in state legislature and building decrees, the inner organisation and activism of the group members is of importance.
4. Methodology

This research deals with the existing phenomenon of tiny housing in the Netherlands. The ontology of tiny housing and its position in society are of importance for government institutions in order to address its potential as an urban lifestyle. The focus lies on the Tiny House Movement in particular as the movement harbours the driving forces, the various initiatives and the development of the phenomenon. Thus, the Tiny House Movement is the case study that will be analysed.

The outline of this research is formed by initial literature study on the topic, also taking into account recent research publications on the topic done by Dutch institutions. The analysis is done by making use of documents and images found on social media platforms and information from websites that deal with the Tiny House Movement in the Netherlands. Finally, the conclusion is formed based on the analysis.

With this research, my aim is to lay a foundation for future research concerning tiny housing. I focus on a broad scale of factors rather than on particular details. The epistemological approach to this topic is to explore the phenomenon of tiny housing and its position in the Dutch society and contribute to research. Thus, this research can be seen as explorative research due to the fact that its focus lies on finding the connections the movement has to society and if it can be seen as a potential future urban lifestyle in the Netherlands. For this, I make use of qualitative analysis, namely document analysis and virtual data analysis, in this case, the analysis of images. The documents and images used will be described in more detail in the following chapter (4.1).

The questions stated and elaborated in chapter 1.4 must be answered in order to answer the main question. The operationalisation of these question was elaborated in the previous chapter. The methodology follows the analytical framework of Castells (1983) when he expresses the characteristics, underlying conditions and basic goals of an urban social movement. The reason for choosing this analytical framework can be found in the theoretical discussion of Castells (1983) in chapter 2.2. Chapter 4.2 deals with the analytical tools concerning Virtual Data Analysis. Chapter 4.3 goes into detail about the program used for coding the data, ATLAS.ti. The methods and materials that concern each research question are expressed individually in further detail below (chapter 4.4 to 4.6).

4.1. Research material

The initial research that was done to create an overview of the current status of tiny housing and the Tiny House Movement in the Netherlands, required the information from a number of sources, such as websites, newspaper articles, information from social media platforms as well as research done on the topic. In order to provide an analytical framework, the main source of
information was scientific literature dealing with the theoretical discussions of the phenomenon. For the analysis, both textual and visual data extracted from the social media platforms Facebook and Instagram as well as documents found on websites maintained by Tiny House initiatives will be taken into account. Thus, the Tiny House Movement as a case study will be explored using information that was published mostly by the active members of the movement themselves, in order to get the first-hand information of the movement. The details concerning these authors and publications can be found in the following chapters dealing with the social media database (chapter 4.1.1) and the online publications (chapter 4.1.2).

The various social media platforms (pages), websites and blogs were selected considering the following aspects: The content had to be recent, meaning there should be regular activity confirmed within the last six months. The pages or website had to deal with tiny housing within the Netherlands. The pages or websites should offer a variety of insights, meaning there should a representation of personal and local initiatives as well as an organisational platform intended for informing the public about developments in general. These aspects had to be fulfilled in order to create a diversified and extensive database, ensuring the feasibility of this research.

The information sources offer a triangular framework to assure a valid and reliable analysis of the features of the Tiny House Movement. On the one hand, research publications offer data concerning societal trends that are strongly assumed to encourage smaller housing preferences. On the other hand, documents found on websites contain information concerning initiatives and their developments. To get an insight in the personal stories of these initiatives, I make use of stories in the form of postings shared on Facebook as well as visual confirmation in the form of images shared on Instagram.

The reason for choosing social media as a source was expressed in the introduction (chapter 1.2.2) as it is an essential aspect of the THM in the Netherlands. The details concerning this database can be found in the following paragraph.

4.1.1. Social media database

The primary source of information will be derived from two social media platforms, namely Facebook and Instagram. To be specific, I make use of the posts shared on four Facebook pages and various images from eight different Instagram pages. Another reason for using these particular platform is that the pages maintained on Facebook include a link to their Instagram page and vice versa.
Facebook

For this research I have chosen to analyse information found on four Facebook pages. Two of these pages are maintained by private initiatives. One by a woman that is already living in her Tiny House since May 2016. The other follows the building process of a couple building a Tiny House in Rotterdam and that finished building in May 2017. The additional two pages offer a more general picture of the movement. One is the page maintained by the central organisation of the Tiny House Movement in the Netherlands (Tiny House Nederland). The other page is a regional page concerning Tiny Houses in Nijmegen and the surrounding area. I have included this page because it offers a more local, namely a regional platform as opposed to the national focus.

<table>
<thead>
<tr>
<th>Name</th>
<th>Category on Facebook</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tiny House Movement Nederland</td>
<td>Community</td>
<td>National/Informative</td>
</tr>
<tr>
<td>Marjolein in het klein</td>
<td>Personal Blog</td>
<td>Personal</td>
</tr>
<tr>
<td>Tiny House Rotterdam</td>
<td>Community Organisation</td>
<td>Regional/Personal</td>
</tr>
<tr>
<td>Tiny Houses Nijmegen en omgeving</td>
<td>Community</td>
<td>Regional/Informative</td>
</tr>
</tbody>
</table>

Table 2 – Social media database: Facebook pages

Instagram

Concerning the Instagram pages, the source of information are the images that are shared on this social media platform. These pictures are of use when analysing the various characteristics of the movement, particularly concerning the personal experiences of people joining in the movement. What is shared and what the focus of the pictures are can show significant details about the movement and also offer visual confirmation of the information found in textual data. The database of all the visual data that was analysed can be found in Appendix A. The following table offers an overview of the Instagram pages that were used for data collection (Table 2).

<table>
<thead>
<tr>
<th>Author</th>
<th>Name</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tiny House Shirly &amp; Roy</td>
<td>tinyhouse_shirly_roy</td>
<td>Personal</td>
</tr>
<tr>
<td>Marjolein Jonker</td>
<td>marjolein_in_het_klein</td>
<td>Personal</td>
</tr>
<tr>
<td>millhome</td>
<td></td>
<td>Company</td>
</tr>
<tr>
<td>Tiny House Breda</td>
<td>tinyhousebreda</td>
<td>Personal</td>
</tr>
<tr>
<td>Tiny House Nederland</td>
<td>tinyhousenederland</td>
<td>Informative</td>
</tr>
<tr>
<td>Tiny House Academy</td>
<td>tinyhouseacademy</td>
<td>Company</td>
</tr>
<tr>
<td>Tiny House Tilburg</td>
<td>tinyhousetilburg</td>
<td>Regional</td>
</tr>
</tbody>
</table>

Table 3 – Social media database: Instagram pages
4.1.2. Online publications

The third form of data collection comprises of various online publications, namely online blogs maintained by Tiny House initiatives. The following websites and blog entries were used in the process:

<table>
<thead>
<tr>
<th>Website</th>
<th>Documents used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tiny House Nederland</td>
<td>Blog entries, information from website</td>
</tr>
<tr>
<td>Marjolein in het klein</td>
<td>Blog entries, information from website</td>
</tr>
<tr>
<td>Tiny House Rotterdam</td>
<td>Blog entries</td>
</tr>
<tr>
<td>Tiny House Academy</td>
<td>Information from website</td>
</tr>
<tr>
<td>Mill Home</td>
<td>Information from website</td>
</tr>
</tbody>
</table>

*Table 4 – Websites used for data collection*

The reason for making use of this form of communication is that it offers another point of view from the various Tiny House Movement initiatives. The information found on these websites are for example the mission of these initiatives, their personal definitions of the Tiny House Movement and their background stories.

The Tiny House Nederland foundation, The Tiny House Academy as well as personal initiatives such as Marjolein in het klein and Tiny House Rotterdam keep up an online blog in order to share their experiences and articles with the online community. The blog entries differ from Facebook posts because they go into more detail concerning lifestyle choices, legislative issues and experiences when designing, building and living in a tiny house. The reason for choosing these particular websites is that they all offer a different focus. The Tiny House Nederland is mostly concerned with assembling the information found on tiny houses, reporting about legislative developments and presenting new initiatives in the Netherlands. The blog that is published by Marjolein Jonker (Marjolein in het klein) deals with a great variety of topics, from lifestyle implications and sustainability issues to the daily life in her tiny house. The Tiny House Rotterdam website focusses on the importance of building a tiny house yourself, as the building process is an intrinsic part of the Tiny House Movement. Mill Home is a Dutch company that is currently designing and building tiny houses for people to rent. Here the process of building your own, custom-made tiny house is skipped, responding to the demand of tiny houses that one can immediately move into without having to build it.
4.2. Visual data

As expressed in the paragraphs above, an additional part of this research is the analysis of visual data, namely photographs and images shared on Instagram pages. In order to analyse these images I make use of a number of concepts by Sturken and Cartwright (2001, 2009). The underlying analytical method is visual data analysis, using the program ATLAS.ti as well as an individual description of each image.

4.2.1. Visual culture

In this postmodern world, culture has become visual beyond just seeing the products of a culture. Images of cultures and lifestyles can be shared globally. They show our experiences and what we have taken part in (Sturken & Cartwright, 2001). Here we can see a link between ‘cultures’ and the ‘visual’ expression of it, leading us to a core concept of this analysis. Visual culture combines ‘culture’ and ‘visual’, which means that aspects of culture are manifested in visual form, as opposed to culture in written text or speech (Sturken & Cartwright, 2001: 4). According to Sturken and Cartwright (2001: 4) visual culture is something that deserves more analysing considering how images have become an aspect of daily life. Now, visual culture includes many aspects, for example paintings, photographs, film, television, advertisements, news images and so on that I will not get into during this research. I will focus on photographs shared on Instagram. My data sample is limited to images that are placed on a social media platform. These can be personal images, expressing a situation in daily life, but they can also be advertisements or drawings. Thus, when I speak of an ‘image’ or ‘photograph’ I am referring to an image derived from an Instagram page. The individual contexts will be explained for each image separately during the analysis. The criteria for the image to be part of my research is that it was shared on one of the Instagram pages concerning the Tiny House Movement in the Netherlands. The following paragraph goes into more detail about the characteristics of an image shared on a social media platform.

When one is a member of a social media platform, develops a website or wants to present ideas to the public, images are of great importance. Simply by uploading a catchy profile picture or starting off a website with a slide show of photographs, the interest of the public increases, as opposed to only showing a text. The goal is to understand how meaning is produced by and through images in their various contexts. Photographic images are highly subjective because they are influenced by culture, social background, human belief and bias. Additionally, they evoke different emotions depending on the viewer (Sturken & Cartwright, 2001).

The global flow of these images make it possible to share cultures and to cross cultural boundaries (Sturken & Cartwright, 2001). In order to link geographical places, imagery and digital networks, Sturken and Cartwright (2009) state that new technologies have created new
experiences. Photographs of around the world can show you images of consumption, beauty and alternative ways of life (Sturken & Cartwright, 2001). Many scholars feel that geographical distance matters less, making it possible to be locally based and taking care of your network online (Knox & Marston, 2014). The computer and internet has quickly developed from merely sharing texts to sharing image, sound and text. All in all, the power of sharing images is that with a click one can upload images online and share it with thousands of people. The images that are uploaded show the public what is going on with a particular group or person and what they find important to share. Thus, the analysis of shared images by active members of the Tiny House Movement offers information on the developments of the movement.

### 4.2.2. Visual data analysis

The particular analysis of these images will be conducted with the program ATLAS.ti. This program offers a number of tools in order to code and analysis visual data, in this case photographs. One can give codes to images, focus on details and visualize the analytical findings. This is called visual data analysis and will form the basis of the various analytical steps that are to be taken in order to answer the research questions elaborated above. In total, 31 images were used for the coding process. Here the focus lies on the public expression of the movement, lifestyle choices and details concerning the actual living in a tiny house. In other words, in order to include visual confirmation to the information found in written documents, I make use of images posted on Instagram by various Tiny House Movement initiatives. An overview of the Instagram pages used can be found in Table 2 (Chapter 4.1.1). The images can be found in Appendix A.

### 4.3. ATLAS.ti

For this research, the data analysis program ATLAS.ti will be used. The various documents will all be analysed using the same list of codes in order to bring the information together as structured as possible. Thus, the various keywords elaborated in chapter 3 form the codes in order to find quotations and information sections that can be labelled with the keywords. The analysis is based on these codes because they can be translated back to the various concepts described during the theoretical discussion and that were operationalised. For each research question different codes will be of use. The various codes are explained according to their analytical use to each research question below.

The various steps that have to be taken will be as follows:
Coding (textual data analysis)

1. Open coding

Here I make use of the lists of codes elaborated in the operationalisation (chapter 3). Next to this, the open coding process involves labelling the recognised objects and messages in the images, without taking predetermined codes into account.

2. Families of codes

Here a structure has to be made by making use of the dimensions elaborated in the operationalisation (chapter 3). The open codes are also included in this step.

3. Analysis of codes

Here the numeral dimension is of importance. How often does a code come across? Where does the focus lie? In order to make sense of this data I make use of the methodology elaborated for each sub question individually (chapter 4.4 to 4.6).

Layering (visual data analysis)

What can be seen (and what not)?

Here a mere description of the scene will be given.

What does the image say?

Here the meaning and the context of the image is of importance. For this the analytical framework elaborated in chapter 4 will be used.

What is its (hidden) message?

Here the focus lies on the symbolic meanings that can be derived from the image. For this the coding process and the analytical framework elaborated in chapter 4 will be used.

Reflection

Consistency of coding

Here the reflection focusses on the consistency and the structure of the coding.

Symbolic meaning

Here the reflection focusses on the link that was made between the (symbolic) meaning found in the images and the concepts elaborated in the operationalisation and the methodology. Can the research questions be answered? Is the analysis consistent and comprehensible?
4.4. Research Question A

Is the Tiny House Movement in the Netherlands an urban social movement?

First of all, the question considering the nature of the THM must be analysed. With the question ‘Is the THM an urban social movement?’ the goal is to prove that one can speak of the THM as an urban social movement. This is of importance because a number of criteria found during the literature study on (urban) social movements can only account for a movement as such. Consequently, in order to make valid assumptions about the Tiny House Movement in the Netherlands the definition must apply to this movement. The detailed elaboration for choosing this research question can be found in chapter 2.2.

Urbanity

The question whether tiny housing is dealt with in the urban area, requires confirmation of ‘urbanity’ from all data sources. This means that the Facebook pages, Instagram images as well as blog entries and research publications should show significant signs that the issue of tiny housing is an urban one. During the coding process, the code ‘urbanity’ will be used in order to mark information confirming that the Tiny House Movement deals with housing as an urban issue. In order to retrieve this information queries within the ATLAS.ti database are of use. Here the focus lies on cities mentioned in the data where tiny housing is discussed, the location of various initiatives, whether these lie in the rural areas or seek connection to the city centres and whether or not the various blog entries discuss tiny housing within an urban context. Instagram offers a visual confirmation of whether the tiny houses are located in urban areas. These criteria determine if tiny housing can indeed be considered an urban issue.

Local activism and online community

The question whether one can speak of local activism and the existence of an online community initially requires data from the various local initiatives, because the initiatives is where the active members of the tiny house community show their efforts for the movement. The interplay between local initiatives and how they present themselves within the online community is also of importance because the communication between these platforms is essential for the growth of the movement. All in all, the focus here lies on the distinction between local initiatives and how the horizontal platform of social media and online publications is used. What is presented in online documents allows the viewer an insight in the local initiatives. However, in order to make this insight possible, the local initiatives have to show some sort of activism in order to keep this information exchange going. The regularity of posts, the responses of the online community and if the posts are recent are criteria for evaluating the activism of the various initiatives.
Basic goals

The question whether the movement shows the presence of the three basic goals mentioned before, the query tool in ATLAS.ti is of use. For this research question, the mere presence of these goals is important, the details concerning these goals will be elaborated in the analysis of research question C (chapter 4.6). During the coding process, there will be made use of the codes used to mark the basic goals. In order to retrieve this information the codes can be retraced and bundled to give an overview of the quotes found that match the basic goals. If the data shows that all three goals are significantly present in all forms of data sources, one can say that the movement is organised around these goals.

4.5. Research Question B

What are the underlying conditions of the Tiny House Movement in the Netherlands?

Moving on to the second research question: ‘What are the underlying conditions of the Tiny House Movement in the Netherlands?’ the analysis goes into more detail concerning the situation the Tiny House Movement is in. This is of importance because the way the Tiny House Movement is positioned in society and the way it expresses itself accounts for a major part of its validity. The detailed elaboration for choosing this research question can be found in chapter 1.4.

Basic goals

In order to answer this question the presence of the three basic goals has to be confirmed. For this the same steps are required as during the previous question.

Consciousness

Secondly, in order to confirm if the movement is conscious of its role as an urban social movement the family of codes marked ‘consciousness’ can be traced back to the public expression of the various posts and blog entries. Here the focus lies on information found in the textual data as the rhetoric is important rather than the visualisation. For this reason the rhetoric used in these quotes is taken into account.

Connection to media, research, politics

Concerning the connection of the movement to media, professionals and political parties, a number of codes are used (chapter 3.1.2). This coding process requires that one takes both the presence of these institutions as well as the content of its postings into account. For example, a connection to one newspaper is not a stable basis for a movement, however when the movement is picked up by various media sources such as television, magazines, radio and (online) newspapers, it shows that the media sector is interested in sharing information about
tiny housing. All data sources, Facebook, Instagram as well as online publications can be used as evidence for the presence of media interventions.

The connection to research includes whether scientific research is done or currently pending, whether researchers are interested and whether this research is taken into account. These research projects can either be within the movement, in the form of project groups and surveys, or outside the movement, for example conducted by national institutions. The number and variety of research projects and initiatives that can be found can be used to evaluate the stability of the movement within the scientific domain.

Finally, the connection to political parties are closely linked to the interest that is shown by governmental institutions and municipalities. For this, the Tiny House Nederland platform is of interest because, based on the initial data collection done for this research, the Tiny House Nederland foundation concerns itself primarily with contacting local and national governmental institutions and informing them about tiny housing. Additionally, information concerning political involvement found on Facebook or in blog entries can be confirmed when taking visual material derived from Instagram into account.

Here the variety of political parties is of importance to confirm that the movement is politically independent. For this I take a closer look at the political parties mentioned in the various data sources.

4.6. Research Question C

What are the goals of the Tiny House Movement in the Netherlands?

As mentioned before during the elaboration of the three characteristics and the four basic elements, the most important element is the presence of the three basic goals of an urban social movement. During the definition of the Tiny House Movement as an urban social movement the presence of these goals were discussed, in this chapter the content of these goals are of importance. The three basic goals of an urban movement are expressed in detail in chapter 2.2, for this analytical framework however they are summed up again below.

*Improved Collective Consumption*

For this research, the improved collective consumption is named “housing” because the Tiny House Movement concerns itself with bringing tiny housing into the Dutch society and urban planning as an alternative lifestyle. ‘Housing’ in itself covers many aspects. Therefore I focus in the collection of my results on housing as a societal issue, an institutional issue and as a lifestyle. The various distinctions focus on the data collection in different ways.

In order to discuss housing as a societal issue, the focus lies on information concerning housing as an issue in some way. This information is mostly found on Facebook, for example
posts that share newspaper articles that discuss housing issues and in online publications written by the Tiny House Nederland, considering this foundation focusses on the necessity of creating a space for tiny housing in the Dutch society.

In order to discuss housing as an institutional issue the focus lies again on publications by the Tiny House Nederland foundation. The majority of blog entries found that deal with legislative issues were published by the Tiny House Nederland foundation as this is essential for making tiny housing possible. Additionally, information derived from research publications offer a framework of the current situation concerning living small and thus tiny housing in the Netherlands.

In order to discuss housing as a lifestyle I focus primarily on the social media platforms where personal experiences, inspirations and ideas are shared. Blog entries go into more detail concerning various lifestyle changes. However, for a broad overview of the various lifestyle implications that come with living small in a tiny house, the short postings found on Facebook and the images posted on Instagram offer an insight into the different lives of the people concerned with tiny housing.

**Community**

Concerning the ‘community’ aspect of the Tiny House Movement I discuss each data source individually. On Facebook, the focus lies on sharing inspirational experiences, articles and ideas in the form of short postings, often including a link to a different website. Thus, Facebook is used as a platform to gather as many interested people as possible and to guide them from there to the various other websites and initiatives that concern themselves with tiny housing. Often, these links lead the viewer to the various blog entries written by local initiatives and tiny home owners. These blog entries offer detailed descriptions of tiny housing issues for example building processes or experiences living in a tiny house. Thus, the online community is guided via Facebook to other online platforms and information sources, keeping the tiny house community and interested people informed about current developments, lifestyle implications and experiences when living small. On Instagram, the various initiatives share images from their daily life with the online community. This can be seen as visual confirmation of the lifestyle implications and experiences posted on Facebook and described in blog entries.

All in all, in order to answer the question if one can speak of a community within the Tiny House Movement, which is based on a similar lifestyle, the various data sources offer different insights into the network of people interested in tiny housing and the content that is shared within this network.
**Self-management**

In order to discuss the level of self-management of the movement, I make a distinction between the personal autonomy of the tiny home owners or people interested in living in a tiny house and the overall organisation of the movement. During the coding process, the codes “autonomy” and “organisation”, combined under the family code “self-management”.

When discussing the results concerning the autonomy of the Tiny House Movement, the code can be traced back to information found in the data that express various ways with which the people within the Tiny House Movement. Here I focus on personal motivations, desires and ways with which autonomy is created. Here I include for example, financial autonomy, living off-grid, building your own house and making your house mobile as aspects of the personal autonomy when building and living in a tiny house.

When discussing the results concerning the organisation of the Tiny House Movement, I intend to highlight organisational structure of the Tiny House Movement that create a stable basis for the movement within the tiny house community in the Netherlands. Based on primary research concerning the movement in the Netherlands I focus on the Tiny House Nederland foundation as the core of the movement and the Tiny House Academy as a company that intends to make the building process of a tiny house an area of expertise. Both these initiatives have a Facebook page and a website. Information derived from these sources offer different insights into the underlying organisational structures. Facebook is used to present a new event, an idea or a development in short words, often linked to an article on the corresponding website. The mission and vision found on these websites give a detailed insight in the goal of these initiatives. Thus, in order to discuss the organisational structure I focus on information from these sources.
5. Results

In general the results found during the analysis confirmed the questions that dealt with the presence of a certain feature. Going into more detail, one finds that not only are the features present, but are also highly active in their role in the Tiny House Movement. The community is strong, shares information and is continuing to grow, the government is more and more aware of the movement and has started to include the legislation of smaller buildings in their national building decrees. I will now go into detail of these features, dealing with each research question separately. As a reminder, all the Facebook posts as well as the images that will be referred to in the following chapter can be found in Appendix A.

5.1. Results Research Question A: Is the Tiny House Movement an urban social movement?

The following chapters deal with the various elements of this research question individually.

5.1.1. Urbanity

My first research question deals with the question if one can call the Tiny House Movement an Urban Social Movement. First, the movement has to be related to the city. To structure this chapter, I deal with each source individually.

Facebook

Concerning the Facebook pages one could find that a number of initiatives started in various urban areas in the Netherlands. Especially the Facebook page Tiny House Nederland posted information concerning these local initiatives:

<table>
<thead>
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<td>urbanity</td>
</tr>
<tr>
<td>2:1</td>
<td>Etten-Leur</td>
<td>F8-1 Tiny House Nederland</td>
<td>urbanity</td>
</tr>
<tr>
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<td>Culemborg</td>
<td>F8-1 Tiny House Nederland</td>
<td>urbanity</td>
</tr>
<tr>
<td>2:1</td>
<td>naast Hardegarijp wil ook Harl.</td>
<td>F8-1 Tiny House Nederland</td>
<td>urbanity</td>
</tr>
<tr>
<td>2:1</td>
<td>Spijkenisse</td>
<td>F8-1 Tiny House Nederland</td>
<td>urbanity</td>
</tr>
<tr>
<td>2:1</td>
<td>Bergen op Zoom</td>
<td>F8-1 Tiny House Nederland</td>
<td>urbanity</td>
</tr>
<tr>
<td>2:1</td>
<td>Amersfoort</td>
<td>F8-1 Tiny House Nederland</td>
<td>urbanity</td>
</tr>
<tr>
<td>2:1</td>
<td>Tiny House Zwolle</td>
<td>F8-1 Tiny House Nederland</td>
<td>urbanity</td>
</tr>
</tbody>
</table>

Image 4 - Various initiatives in Dutch towns posted by Tiny House Nederland Facebook page (Output_urbanity, Appendix B)

Next to this, various Facebook pages mention local initiatives, especially when they are in line with their personal interests. For example the Facebook page ‘Tiny Houses Nijmegen en Omgeving’ posts information about initiatives in their urban area (region of Arnhem and Nijmegen). Examples are “Elst”, “Arnhem” and an initiative that wants to start an urban camping spot (“stadscamping”) with Tiny Houses.
Online publications

A number of blog entries go into more detail concerning tiny housing in urban areas. For example, the blog administered by Tiny House Nederland concerns itself with a number of governmental institutions in various cities that are considering tiny housing. Here, future policies and legislation are of importance. For example the quote: “Therefore more and more municipalities are open to smart micro-apartments and are willing to create a place for Tiny Houses and their inhabitants” (Blog-1-3, translated) states that an increasing number of local governments are expressing their interest in tiny housing. Additionally, the quote: “knowledge that is gained in various cities, based on experiments and experiences with smart and small living, are being collected and dispersed.” (Blog-1-1, translated), states that the experience with smart small living from various Dutch cities are of great importance for the realisation of tiny housing.

Thus, considering most initiatives start in an urban area and get picked up by the local government one can say that this is a movement that considers itself as urban. Additionally, the problematic aspects of housing that increase the attractiveness of tiny houses are considered urban. For example a decrease in wealth since the economic crisis of 2008, increased urbanty and lack of space in cities as well as lifestyle changes and changes in household compositions are features of the city of today. Families are becoming smaller, the number of single households are increasing. Also, an increased digital lifestyle has made it possible to live in an urban environment without many possessions (Dopper & Geuting, 2017).

On a personal level, the quote found in an interview with tiny house builders from Rotterdam states that they would like to continue to live in Rotterdam in their tiny house, because they “enjoy the city and its many happenings” (hetkanwel, 2017, translated).

Instagram

Visual confirmation of the urban aspect can also be found in a number of images retrieved from Instagram. For example, the following images show an existing tiny house in the industrial area of Rotterdam (IP-7-1), innovation projects where various futuristic forms of tiny houses are shown in Amsterdam and Almere (IP-2-4; IP-6-3) and an inspirational photo showing a tiny house in Tilburg (IP-8-1).
5.1.2. Local activism and online communication

Second, the movement should be locally-based and territorially defined. Additionally, considering recent technological developments, the movement can make use of computer mediated communication in order to widen and strengthen their community.

Facebook

For example, the post: "During the Open House of the Keilewerf we also leave our house open to visit [...] A good reason to come by and check out our little house that we are building there." (FB-3-4, translated), shows that tiny house builders are inviting people to take a look at the building process of their tiny house. This shows both a local initiative and the possibilities of sharing events online and finding interested people that would want to participate.

The post “Our little house is DONE and we would like to show you how we built it. Have fun with this time-lapse video!” (FB-3-5), informs the public that a local initiative has finished building their tiny house and wants to share the building process in a video that was placed the online video platform Youtube. Thus, this post includes both keeping the public informed about the status of their initiative as well as a link to visual material. Both posts were shared by the Facebook page “Tiny House Rotterdam”, an initiative of a couple that have recently finished building a tiny house with the plan to live in Rotterdam. Seeing as the movement is quite young, the initiatives that are mentioned in the various sources are mostly concerned with building and finding spots to live in their Tiny Houses. Existing local communities are often visited in order to share ideas and support each other. Here is where local and national communities meet, strengthen their bonds and showing the online community that the initiatives are growing. I will go into more detail about this form of support during chapter 5.3.2 when the community within the Tiny House Movement is discussed.

Online publications

Blog entries are characterised by their detailed description of a personal story or by a description of a new initiative. When a local initiative gains experience while for example building their off-grid tiny house, this story is shared via a blog (Blog-2-2). The Tiny House Movement community has a variety of websites that keep up a blog with their experiences (for example ‘Tiny House Rotterdam’, ‘Tiny House Nederland’, ‘Marjolein in het klein’).

The Tiny House initiative in Rotterdam has only recently finished building their tiny house. For this reason their blog entries mostly deal with the building process and with their experiences designing and building their tiny house (Tiny House Rotterdam, 2017).

Marjolein Jonker, who has been living in her tiny house since May 2016, concerns herself more with the lifestyle in a tiny house. Her blog entries deal with a variety of subjects, for example
global sustainability issues, the challenges of living off-grid as well as daily life in a tiny house (Jonker, Blog, 2017).

Next to this, being a board member of the Tiny House Nederland foundation, Jonker also writes about other initiatives in the Netherlands. For example, the blog entry by Marjolein Jonker, dealing with the realisation of a tiny house street in Friesland, mentions that a particular resident of these houses found out about tiny houses via the website concerning Marjolein Jonker’s story (Blog-2-1). This shows how her initiative that was published online captures the attention of other interested people that are interested in the same lifestyle.

Also, local initiatives are interested in keeping their readers informed about the developments in their regions. For example the Tiny House Academy invites their readers to subscribe to their newsletter in order to be up to date about their academy in Rotterdam (Blog-3-2).

*Instagram*

Instagram is mostly used for keeping the online community informed about building processes of local tiny house builders. The following images show the building process of various local initiatives. The developments are shared within the movement and can be viewed by anyone on the social media platform. Building experiences, choices of materials and architectural ideas can therefore be used as an inspiration (*Images 6, 7 and 8*). Additionally, some images are connected to the Tiny House Movement in the Netherlands through the hashtags (#) that link the image to “tinyhousenederland”, the central platform of the movement in the Netherlands. Thus, the viewer is directed towards the central platform that harbours more information (*Images 6 and 8*).

*Image 6 - Building process; framing the interior furniture (IP-5-1)*
Image 7 - Building process; applying insulation and wood panels (IP-7-4)

tinyhouseacademy More wood to the side farid_fraud is that black material a hydro insulation?
tinyhouseacademy It's kind of like a vapor barrier, but instead it let's vapor out and prevents water from going in.

Image 8 - Building process; walls and frame for the loft (IP-2-1)
5.1.3. Basic goals

Third, the three basic goals: collective consumption, cultural identity and political self-management should lie at the core of the movement. For this chapter, the previous structure based on the various sources is abandoned and the chapter is structured dealing with each goal separately.

Improved collective consumption

Concerning “housing” as the collective consumption, this code has been found numerous times within the data. In total this code was found 53 times within the 52 analysed documents (Output_housing, Appendix B). This was expected seeing as the topic itself is about tiny housing. However, it is interesting to see that the word is used for various interpretations. Some authors focus on improving housing for a certain group: “Tiny Houses as a solution to the housing shortage for single households and senior citizens” (FB-1-1, translated).

Others focus on the meaning of the word ‘housing’ and what has happened to how we ‘live’ and make use of our houses. As can be seen in an article written by the Tiny House Academy: “Wonen moet weer een werkwoord worden”, freely translated as: “Housing should be a verb again” (Blog-3-1), the author wants to create awareness for the fact that your house is in fact your own. Knowing what it means to have a house where electricity, water, gas and other facilities are all available has to become of importance again. When something breaks or stops working one should be aware of how to fix the problem. For some this sounds like work, for the author it means being more autonomous because one does not always have to call an expert and pay money to fix your problems. In general, the author expresses the need for knowing what housing means, that it isn’t a given circumstance but requires knowledge and respect (Blog-3-1).

Finally, various publications also express tiny housing as a solution for living healthier and more sustainable in the future: “searching for more sustainable housing options” (FB-1-7, translated), “the new way of housing” (FB-2-3, translated) and “A Tiny House fulfils all basic needs that one needs to live comfortable and sustainably” (Mill Home, 2017, translated). These posts show a rhetoric that tiny housing is “new”, “sustainable” and provides a simplified, but nevertheless “comfortable” way of living. The details of improved housing will be analysed in research question C below (chapter 5.3).

Cultural identity and forming a community

Concerning “community”, the code stands for signs of interaction and sharing between the people and the initiatives. The Facebook post “Marjolein and Monique are coming to Rotterdam on March 11! In cooperation with the Tiny House Academy! Make sure you join!”
was published on the Facebook page of Tiny House Rotterdam (FB-3-2, translated), inviting their group members to come to Rotterdam and meet the Tiny House Academy as well as Marjolein Jonker and Monique van Orden from the Tiny House Nederland foundation. In other words, the tiny housing community in the Netherlands is working together and also inviting their online community to join.

The quote: “It is our intention to make the Academy a community of self-builders that can bring the Tiny House Movement to a higher level.” was published in an article by ‘hetkanwel’, an online forum for sustainable lifestyles (hetkanwel, 2017, translated). The quote was made by Jan-Willem van der Male, a tiny house builder in Rotterdam, who is also the founder of the Tiny House Academy. The academy offers expertise and architectural knowledge for people interested in building their tiny house. Jan-Willem shares knowledge within the tiny house community through his academy for building tiny houses. This shows that knowledge is shared and that there apparently is a community of people that is interested in building a tiny house.

The details concerning the community, its shared lifestyle and the support between the initiatives will be analysed in research question C.

Self-management

Concerning “self-management” the movement expresses their own organisation and also makes efforts to inform and get in touch with legislative boards and political programs. However, for this a strong organisation is necessary, their ideas have to have the same basis in order to be taken seriously. Thus the self-management of the Tiny House Movement is of importance.

This can be seen when we look more closely at the following Facebook posts: “Tiny House Nederland meeting with 8 people” (FB-2-1, translated) and “Out of the Tiny House Nederland and the Tiny House Utrecht community a project group for legislative issues has been initiated” (FB-1-10, translated). These posts give an insight in the internal management of the Tiny House Nederland foundation as well as the cooperation of two tiny house communities.

Additionally, these meetings are also shared on Instagram, as one can see in the following images (Images 9 and 10).
This information links to various publications found in the Tiny House Nederland blog, where the results of the meetings, the work of the project group and the research results are published (Blog-1-4; Blog-1-5; Blog-1-7).

The Tiny House Nederland foundation also strives to collect information and give an overview on the recent activities of initiatives throughout the Netherlands (FB-1-8). Thus, their organisation also includes structuring the movement.

In order to make use of the movement and to gain a place in local and national legislature, the movement has to show what they have to offer. The post by Marjolein Jonker on her Facebook
page ‘Marjolein in het klein’ shows that she and the secretary/vice-president of the Tiny House Nederland foundation were busy “putting together a presentation for governmental institutions” to “share [their] knowledge about tiny houses in a short and comprehensible way” (FB-2-9, translated). Her concluding phrase “we can do it!” (FB-2-9) shows a positive and motivating rhetoric, mobilising the movement and showing that steps are being taken to connect with the government.

Finally, the existence of a ‘Tiny House Academy’, as has been mentioned during previous paragraphs, also shows the self-management of the group. Apparently such a forum for learning how to build a tiny house is necessary but did not yet exist. The formation of such an academy shows the self-management of the people in the movement to share their expertise (hetkanwel, 2017).

The details concerning self-management, autonomy and activism are elaborated in the analysis of research question C.

5.2. Results research question B: What are the underlying conditions of the Tiny House Movement?

With this question the goal is to find and analyse the underlying conditions of the Tiny House Movement and if they have a place in our society. For this we take a closer look at their expression and their connection to external actors and institutions. First, the presence of the three basic goals has to be present in order for the movement to have substance and content. This has been answered in the previous chapter (5.1).

5.2.1. Consciousness

Second, the movement has to be conscious of its role as an urban social movement. The fact that the Tiny House Movement in the Netherlands has a foundation and a large number of initiatives that are documented in their database (Tiny House Nederland, 2016b) shows that the movement strives to be found and noticed.

On Facebook, a number of phrases found in posts explicitly mention their activism to be a ‘movement’: “interesting material for the movement in the Netherlands” (FB-1-4, translated). This post refers to the American documentary ‘Living Tiny, legally’ that is available on the online video platform Youtube. This documentary can be seen as inspiration and experience that can be used “for the movement in the Netherlands”. Also, the post: “A few years ago the Tiny House movement in the Netherlands was nonexistent and now people all over the country are inspired to simplify life and live tiny.” (FB-3-1) refers to the rapid development of the Tiny House Movement and the lifestyle of living small in the Netherlands.
Additionally, similar phrases can be found in the blog entries by the various initiatives:

“This project is very welcome and important for the Tiny house movement, many have shown their wish to alter their lifestyle and live smaller for various reasons.” (Blog-1-1, translated). This quote refers to a planned expert session involving the Tiny House Nederland foundation and the Dutch consultancy firm Platform 31. This is of importance for the movement because via such firms the movement gains credibility and increases the awareness of the movement.

The website of Mill Home, a company that designs and builds tiny houses links the movement to “a new lifestyle where people care less about possessions and rather strive towards happiness” (Mill Home, 2017, translated). The phrase ‘Tiny House Movement’ can also be found in one of their photographs posted on Instagram (IP-4-1).

Additionally, the tiny house designer ‘Mill home’ describes the Tiny House Movement and its appeal as follows:

“An alternative way of living where people design and build small size, smart and mobile houses. This brings with it enormous creativity and freedom, because you have more time off that can be used for other things such as travelling, hobbies, family etc. We are convinced of the strength of this movement and we want to offer the possibility of living in a Tiny House to many people. We believe in Tiny Houses but only with the technology and comfort of today.” (Mill Home, 2017., translated)

The link that is made here between the movement and the lifestyle behind it is also an important part of the public expression. When looking closely at various Instagram images, the links that are posted together with these images often include hashtags such as ‘goinggreen’, ‘simpleliving’ or ‘simplelife’ (Images 11 and 12).

Image 11 – Hashtags linking tiny housing to a sustainable and simpler lifestyle (IP-8-1)
5.2.2. Connection to media, professionals and politics

Third, the movement has to have a connection to the public via the media, professionals and political parties. The following quotes deal with the various connections separately.

Media

Concerning the connection to media, one can find many signs that the media is quite active when it comes to reporting about and informing people about the Tiny House Movement (Image 13). Online newspapers (for example ‘AD’, ‘Volkskrant’, ‘Harlinger Courant’, ‘de Trouw’), magazines (‘Flow Magazine NL’, ‘Libelle’) and online forums (for example ‘Hetkanwel’, ‘Stedebouw & Architectuur’) have picked up the trend and inform the public about the activities of the tiny home builders and the course of the movement. These articles were shared to the online community via the Facebook page Tiny House Nederland, in order to reach the readers interested in tiny housing via their platform.

Image 13 - Various media sources; posted by Tiny House Nederland Facebook page (Source: Output_media, Appendix B)

Additionally, media connections are also visible in Instagram images, such as a photographs of Marjolein Jonker speaking on a Dutch television show (IP-6-10) as well as the Dutch television program ‘Groenlicht’ filming the building process of a tiny house (IP-6-9).
Concerning the connection to professionals, recent publications of researchers and research companies show that the Tiny House Movement has caught the interest of various actors in the field. For example the Dutch research company that deals with trends in urban areas, Platform 31, has recently shared their research publication ‘Smart Small Living’. This research focusses on the increasing pressure on cities that have to deal with an increasing number of citizens and smaller households. The trends of living smaller asks for innovative interiors and smart solutions to the housing problem (Hoorn & Kotte, 2016). Thus living in a Tiny House is considered as one of the trends within these developments. Another research publication by Stec Groep, a consultancy concerned with spatial development and planning, sees Tiny Houses as a new niche market within the societal trend of living small. Tiny Houses, as opposed to the broader trend of Micro-housing, has a stronger connection to a certain lifestyle, rather than the necessity of searching for a small living area in a city (Dopper & Geuting, 2017). The details concerning these research publications are discussed in the introduction (chapter 1.1 and 1.2). All in all, research companies show interest in the topic, particularly concerning the issue of living small in the light of the pressure on the housing market and also concerning lifestyle changes witnessed in the Dutch society.

Also, the Tiny House Nederland foundation itself has done research. This research is mainly focussed on the Tiny House community in the Netherlands, namely their underlying motivations and their reasons for joining the community and considering living in a tiny house. This research was done via a survey that was shared online on the Tiny House Nederland website and their Facebook page. The survey was responded to by 750 people. The following image shows the results of this survey (Image 14). Part of the results were likewise discussed in chapter 1.2.

Image 14 - Results research Tiny House Nederland: survey on motivations for living small (Blog-1-7)
Political parties

Concerning the connection to political institutions, this seems to be inevitable when building a Tiny House because the legislation is key when you want to live in a Tiny House for an unrestricted amount of time (Platform 31, 2016).

The posts found on Facebook that mention political involvement are often parties that are concerned with a particular municipality that shows interest in tiny housing. For example, “D66 fractie in Hardegarijp” (FB-1-3), “Groenlinks in Wormerland” (FB-1-5) or “FNP in Menameradiel” (FB-1-6).

Information about political developments found in online publications go into more detail concerning legislation. For example, blog entries published by Tiny House Nederland deal with policy issues in the Netherlands (Blog-1-1; Blog-1-4; Blog-1-5; Blog-1-6). The information is derived from publications by the ministry for Infrastructure and Environment as well as the ministry for Internal Affairs. These governmental institutions, in cooperation with local municipalities, are currently discussing potential legislations for living legally in a tiny house.

Including visual confirmation of the connection to political parties, an image found on Instagram shows an informative event about tiny housing which was organised by the political party GroenLinks (Image 15).

*Image 15 - Tiny House Nederland giving a presentation at tiny housing event organised by GroenLinks (IP-6-2)*
5.2.3. Political independence

Fourth, as a follow-up to the previous paragraph, the movement has to be politically independent. First of all, there were no signs found that indicate that the movement is initiated by or linked to one particular party. However, it becomes clear that the majority of the political parties that seem to be involved with the movement are parties who are interested in sustainability and the improvement of living conditions in the city. Image 16 shows the variety of political parties as it was found in the entire collection of data.

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*Image 16 - Variety of political parties found in data (source: Output_political_parties, Appendix B)*

With the exception of FNP (national party of Friesland, a province in the Netherlands), these parties are considered left-wing parties with a strong concern for a sustainable future and more respect for the environment. Especially Groen Links (Green Left) and Partij voor de Dieren (Party for the Animals), of which Marianne Thieme is one of the representatives in the Dutch House of Representatives, are parties where sustainability is a core topic.

5.3. Results research question C: What are the goals of the Tiny House Movement?

This analysis goes into more detail concerning the goals of the Tiny House Movement. These goals have been included in the analysis of both research question A and B. For this question however, the analysis looks closer at the goals and how they are presented in the data.

5.3.1. Improved collective consumption

Concerning the improvement of a collective consumption, in this case housing, the movement offers various perspectives on the matter.

*Housing as a societal issue*

Quotes that deal with improving housing problems focus on groups in society that are in need of better solutions. On Facebook, for example, quotes from newspaper or magazine articles that deal with the issue of housing are posted on the Facebook pages. For example one post by the Tiny House Nederland foundation points out that tiny housing can be considered as a
solution to the lack of housing for single households and senior citizens (FB-1-1). Additionally, a post by the page ‘Tiny houses Nijmegen en omgeving’ mentions enabling refugees to build their own tiny houses and build up a livelihood in the Netherlands (FB-4-3).

These examples are also reflected in online publications: “A large group of people in their twenties and thirties want a comfortable place to live that is also affordable” (Mill Home, 2017, translated). Here, Mill Home, a company that is currently building tiny houses that can be rented, points out the need for tiny housing. For these groups, a tiny house could be an appealing alternative to traditional housing in apartments or co-housing units (Dopper & Geuting, 2017).

**Governmental response**

On the other hand, the focus also lies on current developments and the course that is taken up when dealing with housing issues. Governmental developments are posted regularly, for example when a government is considering tiny housing in their municipalities.

Etten-leur is “considering Tiny Houses as a solution to housing problems for single households and senior citizens, as is promised by the political party D66” (FB-1-1, translated).

The municipality Culemborg sees Tiny Houses as a “climate neutral alternative” and is willing to “make a budget for the development of Tiny Houses” (FB-1-2, translated).

Platform 31 is working together with experts from various companies and governmental institutions as well as the municipality Almere on a project for assessing the possible decisions municipalities can make to tackle the smart and small living trends (Blog-1-1). Additionally, as has been expressed before, various blog entries published on the Tiny House Nederland website go into detail concerning legislative issues for tiny housing in the Netherlands and elaborating the discussions the Dutch government is having concerning tiny housing (Blog-1-4; Blog-1-5).

**Housing as a lifestyle**

Finally, posts and stories shared online include living habits and lifestyle implications that come with living in a tiny house.

Overconsumption, living big and having too much stuff is considered unhealthy and also bad for the environment (Bijlo, 2016; hetkanwel, 2017; Mill Home, 2017). Living with less means minimizing and decluttering. The various authors share their experiences with this to the public when making comments such as “I can confirm it, decluttering feels good!” (FB-2-4, translated), by Marjolein Jonker on her Facebook page ‘Marjolein in het Klein’ or “Furthermore, what appeals to us is to be satisfied when enough is enough. In a tiny house you simply don’t have
the room to have a lot of stuff. You will have to choose high-quality products, ideally objects that have multiple functions.” (hetkanwel, 2017, translated). Here the speaker (Jan-Willem van der Male from Tiny House Rotterdam) emphasises the appeal of a lifestyle that goes against overconsumption of throw-away goods that clutter up someone’s house.

On Facebook, the profits of living small in a tiny house are expressed through posts such as mentioned above. Another post by the Facebook page ‘Tiny Houses Nijmegen en Omgeving’ draws attention to a local initiative, Stichting Fabrikaat, which concerns itself with “ideal living and working areas” (FB-4-2, translated). This initiative experiments with sustainable, simple living forms for the urban area and thus calling it the “ideal” living options.

Another example is the post about a current experiment of living small that is showing positive results: “Housing-experiment Minitopia enjoys a lot of attention, also from the national media. The inhabitants show us that living small, sustainable and affordable is a pleasurable experience.” (FB-1-9, translated). This experiment involves an area in the Dutch city of Den Bosch that is owned by a housing corporation and that allows various alternative living forms such as tiny houses. The people living in these tiny houses share their experiences so that the housing market can anticipate is sought after when living in a tiny house. The post by Tiny House Nederland expresses the positive feedback given by the occupants. The project is part of the “Droomstad Den Bosch” which translates to “Dream city Den Bosch”, and thus calls this project as a “dream for living differently” (droomstad Den Bosch, 2017).

In various online publications, the focus lies on improving housing in a sustainable way, thus appealing to people with an environmentally conscious lifestyle. The sustainability of a tiny house starts with the building process. For example the company ‘Mill Home’, which designs and builds tiny houses in the Netherlands describes their steps towards building a sustainable home as follows:

“We build our Tiny House by thinking smart about the innovative ways of building. We make use of high-quality sandwich panels that are made here in the factory as opposed to traditional wooden frameworks [...] Furthermore we make use of new sustainable materials such as Tricoya® [...] This way, we can reuse many materials and reduce our waste. We only make use of wood from plantation forests” (Mill Home, 2017, translated).

On Instagram, environmental conscious decisions when building and living in a tiny house are expressed for example by showing lifestyle implications of living small or of informing the public of materials used in the building process. For example, a tiny house owner shared a picture of her small hand washing machine, showing that it is possible to do laundry in a small space and at the same time reducing water consumption (IP-3-1). Another image shows the instalment of solar panels in order to generate energy from a renewable energy source and
reducing emissions (IP-1-2). A third image shows a tiny house builder choosing a bamboo floor for their tiny house, considering it a more sustainable flooring option (IP-2-2).

The various examples above that deal with the improved living conditions when considering tiny housing and living small already deal with lifestyle implications that are connected to this form of living. The following chapter deals with these lifestyles in more detail and the community that is formed around them.

5.3.2. Community

Second, the movement should have a cultural identity through which they form a community. For this, I focus on the lifestyles and interests expressed in the data and that thus are shared with the online community. When making a rough differentiation, one could say the lifestyle implications focus mainly on a simpler lifestyle with more freedom and sustainable and innovative living ideas. Lifestyle choices and its benefits for housing have been elaborated in the previous chapter. This chapter focusses on lifestyle as an identity through which one can find a community that is interested in similar lifestyles. To structure the information found on the various platforms the following paragraphs deal with the sources of information separately as they differ in how they inform the online community.

Facebook

Looking closer at Facebook posts, lifestyle implications such as using sustainable materials, growing your own food and being conscious of energy and water consumption is often shared with the online community. For example the following post: “Spinach and radishes from my own garden, nomnom” (FB-2-5) expresses the delight of harvesting food from the own garden. Also, the post “There are tiny houses at the spiegelwaal in our very own Nijmegen […] Where they are experimenting with wind energy and rain water.” (FB-4-1, translated) recommends visiting the tiny houses being built in Nijmegen that make use of wind energy and rain water.

Posts that inspire certain lifestyles are linked to other authors, video’s and articles. For example the following post informs the online community about a channel on the online video platform Youtube dealing with “videos about simple living, self-sufficiency, small (and tiny) homes, backyard gardens (and livestock), alternative transport, DIY, craftsmanship and philosophies of life”(FB-4-5). Another post shares a link that leads the viewer to a website concerning sustainable companies and a circular economy emphasizing their ways of creating a “self-sufficient” space with “sustainable, local materials” as something that is “the way we like it” (FB-4-6). The use of the inclusive ‘we’ shows the intentional inclusion of people interested in building and living sustainably.
Tiny home builders and owners post about their innovative and smart solutions to make their houses as practical, sustainable and comfortable as possible, thus informing the tiny house community of dealing with the challenges of building a small living space:

“Simple but effective. The mechanism of the folding kitchen.” (FB-3-3, translated) describes an innovative mechanism where parts of the kitchen can be folded away to create more space.

“Pay attention to special features such as burnt wood and moisture absorption in the shower.” (FB-4-4, translated) guiding the attention to innovative measures concerning the use of materials such as “burnt wood” and materials that control the humidity in the shower.

**Online publications**

Online publications deal with a various lifestyle implications of the Tiny House Movement. When living small, the initial step is minimisation and decluttering. Mill Home, a Dutch company that designs and builds tiny houses, links this particular lifestyle to the movement by saying that “This movement stands for a new lifestyle where people care less about possessions and strive towards happiness” (Mill Home, 2017, translated). As has been expressed before (chapter 5.3.1), downsizing and decluttering is linked to a healthier lifestyle. The community that is forming around this lifestyle is expressed by various blog authors, for example on the Tiny House Nederland foundation website. One author expresses the benefits of applying the “tiny house lifestyle”, as she calls it, to her own home, even though she does not live in a tiny house. When decluttering and minimising your possessions to your needs a certain “peace” and “oversight” is achieved (Blog-1-8). The people that plan to live in a tiny home all face the challenge of downsizing, thus sharing the experience of having to choose what you think is meant to be kept (Blog-1-9; hetkanwel, 2017).

Being part of the Tiny House Movement automatically makes you more conscious of what a house is and what needs to be fixed when something is broken (Blog-3-1). This consciousness comes from building the house yourself, which is seen as a major part of the Tiny House Movement (Blog-3-2). The majority of people in the Netherlands that are currently living or plan to live in a tiny house have built the house themselves, forming a community of tiny house builders that profit from each other’s experiences (Blog-3-2). This is also reflected in the mission on the Tiny House Academy, expressing its intention of forming a community of builders that can bring the Tiny House Movement forward and gain more experience building tiny houses (hetkanwel, 2017).
Additionally, a number of online publications identify the Tiny House Movement as a community or a group:

The quote: “She particularly finds it special that she meets so many new people that are interested in Tiny Houses” (Blog-2-1, translated) expresses how a future tiny home owner finds it “special” to be part of a larger community that share her interests.

Finally, the Tiny House Nederland foundation expresses in its blog that, by changing their name from “Tinyhuis.nl” to “Tinyhousenederland.nl” their intention of expressing themselves as “a community and a place where everything concerning tiny houses in the Netherlands is found” (Blog-1-10).

Instagram

On Instagram, one can find images such as presented in the previous chapter, showing the online community environmentally conscious building and lifestyle choices (for example IP-1-2; IP-2-3). An image posted by Marjolein Jonker expresses her delight because of the heavy rains shown in the photograph (IP-3-2). Due to the fact that her lifestyle involves cooking and washing with filtered rainwater, rain is of great importance. Shared experiences such as this make it easier for the people within the movement to help each other and receive feedback on the way they are building or are living in their tiny house (Tiny House Nederland, 2016a).

Some images actually show various responses from the viewers. For example, a photograph taken from inside a tiny house designed by Mill Home shows the multifunctional interior of their houses (IP-4-1). The reactions to the image shared by Mill Home show a number of questions as well as an enthusiastic remark about how to “get one” (IP-4-1). Also, an image showing the building process of a tiny house being built in Breda received reactions from viewers such as “can’t wait to see finished photos!” and “I am so curious about the end result” (IP-5-1).

Finally, images also show the various initiatives together. For example when there is a “Tiny House Nederland meetup” (IP-6-7) or when tiny home owners visit each other (IP-6-1).

5.3.3. Self-management

Concerning self-management, one notices that the internal organisation includes meetings, a foundation where the information is gathered and from where the information is sent to the government. Examples for this have been mentioned previously, such as the Tiny House Academy, the various project groups and the organisation of the Tiny House Nederland foundation. It can be said there is a desire of the movement to itself to the government as a serious housing alternative. On the one hand, tiny house owners strive towards more autonomy from contractors, engineers or mortgagers and are keen to express this way of living. On the other hand, in order to express this lifestyle and housing alternative in a formal manner,
the inner organisation of the group is of importance. Several organisational aspects have been mentioned previously, however aspects concerning their self-management are highlighted below.

**Autonomy**

A major part of the lifestyle is autonomy and gaining knowledge about your tiny house and its architectural challenges (Blog-3-1; Blog-3-3). The group focusses on the importance of building a tiny house yourself and being in charge of the process. Part of this movement and it’s ‘struggle for a free city’, as it is termed by Castells (1983: 320), is that one shows that they are up for the job of taking care of their own house. Living in a tiny house means that one is in charge of the facilities one makes use of (Blog-3-2).

On Instagram, one can find a number of photographs taken in order to visualise the building process done by the homeowners themselves, for example a photograph sharing the finalisation of installing the lighting systems (IP-1-4) or building and installing the necessary off-grid hardware (IP-7-3). Living in a house that is off-grid entails that one is not connected to municipal energy sources or sewage systems, meaning one is responsible for energy supply, clean water and plumbing. Also, photographs of solar panels (IP-1-2), water tanks (IP-7-3; IP-3-5) and storage batteries (IP-7-3) are posted, highlighting the lifestyle implications when living off-grid. This can be challenging, however, the Tiny House Movement emphasises the personal benefits derived from living autonomously from energy suppliers and experts. It can be seen as an “investment in [your] freedom” (Blog-3-1), being able to supply these facilities yourself. The following post on Facebook exemplifies the issue of water supply as one’s responsibility when living off-grid. The post: “From today on I can myself the proud owner of a Berkey Waterfilter […] Now I can really provide for myself with rainwater, also as drinking water” (FB-2-2, translated) expresses the significance of a water filter because it means that the tiny house owner is no longer dependent on other sources of water.

**Organisation**

The organisational aspects and developments of the group was to a great extent found in publications by the Tiny House Nederland foundation and the Tiny House Academy. On the one hand, the Tiny House Nederland foundation keep the public informed of the formalisation of tiny housing in the Netherlands. On the other hand, the Tiny House Academy concerns itself with the expertise of building a self-sufficient house, which is a major part of the Tiny House Movement.
Tiny House Nederland foundation

As has been elaborated before, the Tiny House Nederland foundation concerns itself with the issue of tiny housing in the Netherlands by keeping the public informed and by staying in contact with governmental institutions about the matter at hand. In early 2017, the Tiny House Nederland foundation posted a questionnaire on their Facebook page in order to gather information on Tiny Houses that were currently being built, that were going to be built in due course or that already existed. They specifically asked for this information on Tiny Houses that were intended for permanent residence, not for recreation (Blog-1-44). With this information they keep their database of Tiny Houses and their map of Tiny House initiatives in the Netherlands up to date (Image 1; Image 2).

Blog entries on the Tiny House Nederland website are for example about building ideas (Blog-1-2), about new possibilities for tiny houses (Blog-1-1), about legislative issues (Blog-1-4; Blog-1-5; Blog-1-6) and research conducted by the foundation (Blog-1-7). Additionally, the various authors within the Tiny House Nederland foundation contribute to the blog entries with personal experiences and anecdotes. These entries deal for example with the lifestyle of decluttering (Blog-1-8) or downsizing (Blog-1-9).

All in all, the Tiny House Nederland foundation offers a central platform for the various tiny house initiatives throughout the country to share and bundle their information. From there the foundation has a stable database to share with governmental institutions and municipalities. One of their blog entries directly appeals to this course of action, by presenting a written statement intended for Dutch municipalities concerning the necessity of making tiny housing a valid housing alternative in the Netherlands (Blog-1-3).

Tiny House Academy

The Tiny House Academy focusses on the offering the expertise to build a tiny house. The community of tiny house builders within the Tiny House Movement is keen to learn the various architectural, engineering and constructing skills that are needed for planning and building a tiny house. As is stated on their website: "It is our mission to make small living an acceptable living form. We want to achieve this by promoting self-building." (Tiny House Academy, 2017, translated). The process of planning and building the house one wants to live in is of great importance to develop a connection to the tiny house that is needed in order to take care of it and to understand the way it is built. The Tiny House Academy concerns itself with this process as it offers courses and classes on designing and building a tiny house. Their business plan includes every person interested in the Tiny House Movement by offering these classes to people who want to build a house, and by cooperating with companies and suppliers of building material. Finally, they state that with their Academy they hope to create an active movement.
that will bring small living to a higher level so that it will be taken seriously as an alternative living form (Tiny House Academy, 2017).

5.4. Summary of Results

The previous chapters (5.1 to 5.3) have dealt with the sub questions to the research question. By analysing the elements, the underlying conditions and the goals of the Tiny House Movement in the Netherlands, the potential of this movement is to be evaluated. The potential that lies within the movement depends on the strength of these features. The following paragraphs summarise the results discussed in the previous chapters, before moving on to the conclusion (chapter 6).

The Tiny House Movement already has a stable basis in the Netherlands, considering their organisational structures, their interactive and lively community and the interest of governmental institutions and consultancies in the topic. Additionally, governments are considering or already participating in the developments of tiny houses, looking into the legislation and possible building decrees for these houses. Societal trends of living more sustainable, downsizing, needing less and choosing experiences over buying more goods (Hoorn & Kotte, 2016), go hand in hand with living small in a tiny house.

The Tiny House Movement shows both the struggle for legitimizing living in a tiny house in the Netherlands as well as a movement towards less dependence on third parties. Or as stated by Jan-Willem van der Male of the Tiny House Academy: “But all together this [building a house] makes piling up a few bricks an unprecedented system of real estate developers, architects, installers, amenities committees, builders, mortgagers and other white collar workers.” (Blog-3-2, translated), with which he states that all in all, when it comes to housing, our society depends on people who have studied for various areas of expertise, rather than relying on oneself to tackle and complete the job. Self-managing communities such as the Tiny House Movement show a community that is standing up for their way of living and that is less reliant on such experts.

Nevertheless, in order to live legally in a tiny house, the government plays an important role as there are many legislative issues that have to be dealt with. For this, the movement and its organisation recognise their mission to inform the national government as well as local municipalities about the Tiny House Movement. Current developments show that the Tiny House Movement in the Netherlands forms the baseline and the community for anyone who is interested in tiny housing. From there the information can be organised in order to give the government an overview of the current developments. The movement as such harbours the information, the driving forces and the motivation to create a space for tiny housing in the Netherlands.
6. Conclusion

*What potential implications for the future does the Tiny House Movement show as an emerging urban lifestyle in the Netherlands?*

The Tiny House Movement in the Netherlands is an urban social movement that has grown in significance in a very short amount of time. Even though living in a tiny house is not an option for the majority of the Dutch society, the Tiny House Movement addresses national issues within the housing market such as housing shortages, increasing housing costs and an increasing amount of single households in urban areas that are looking for affordable and comfortable places to live.

Societal trends, the response of the media, experts, citizens and governments and the overall professional structure of this movement show that this is more than just a hype of a small group of people. Tiny Housing will not become a major part of urban housing, as this type of living includes a number of lifestyle changes that only a fraction of society will consider seriously as a permanent residence. However, living small can be considered a strong trend that cities will, and already are, picking up.

Tiny housing as an alternative urban lifestyle harbours a number of underlying societal trends that appeal to a more environmentally conscious society, people who prefer experiences over possessions and who value their (financial) freedom. One can say that the collective lifestyle is embedded in the movement itself. When being part of the Tiny House Movement one has already expressed interest in this form of living. When considering building and living in a tiny house one automatically has to deal with the questions concerning living small, the lifestyle implications it harbours and choices it entails. Sharing experiences and ideas, as has been expressed above, shows that the tiny house community learns from each other and wants to support others that consider the same lifestyle. This is also of importance because living legally in a tiny house in the Netherlands is extremely difficult to achieve. Thus, the various existing initiatives as well as the Tiny House Nederland foundation offer support and information in order to help the people that wish to live in a tiny house.

The Tiny House Movement in the Netherlands shows a determination to promote their way of housing, and for this the cooperation of the government is needed. When considering the Tiny House Movement as an urban social movement and thus a driver of social change, the importance of their determination to promote their alternative lifestyle becomes clear. Not only do the tiny home builders and owners seek their independence from financial burdens, mortgagers and housing experts, they also strive to bring their alternative lifestyle into the open. On the one hand, this is necessary because the legislation concerning tiny houses in the Netherlands is currently extremely difficult. On the other hand, the lifestyle that the Tiny
House Movement stands for is part of global societal trends, such as reducing your eco-footprint, appreciating your community more and all in all live a healthier, more sustainable life.

Thus, the Tiny House Movement as an urban social movement is not only about confronting the government to create space in the urban area for tiny housing, but also to promote an alternative way of living. The movement focusses on gaining attention and support for the subject, from their online community and ultimately from local municipalities and governmental institutions. The interest in the topic expressed by the media, political parties, local municipalities and governmental institutions is significant for the future of the Tiny House Movement. The steps that are currently being taken to include tiny housing in national legislations shows that the Dutch government is making space for tiny housing on their agenda and in their cities.

Considering potential implications for the future of tiny housing in the Netherlands, this movement lives through its local initiatives and the Tiny House Nederland foundation. Without the people on the ground building and living in their tiny houses, the national legislation will lack viable information on the future potential of tiny housing. As this is a phenomenon only existent in the Netherlands since a few years, the Tiny House Movement is still of vital importance for the future of tiny housing. Researchers, companies and local initiatives such as the Tiny House Academy are responding to these trends but nothing is written in stone yet. Governmental institutions are dealing with legislative issues but without local initiatives applying for their cooperation, it can be assumed that tiny housing will not be considered a serious housing alternative. For now, research has expressed the significance of needing more information on living small as an urban lifestyle. Without more insight in societal trends and housing preferences governments will not respond to tiny housing. In other words, without an active Tiny House community, governments will lack the incentive to pursue the course of legalising tiny housing. All in all, if the Tiny House Movement continues to grow, with more initiatives and people building and living in tiny houses, tiny housing can be considered a genuine future urban lifestyle in the Netherlands.
7. Discussion

In this discussion I will first go into detail concerning the expectations I had for this research and the actual results. I will offer a number of possible explanations for the differences between the expectations and the outcome of the research, including new insights I gained. Furthermore, I discuss the limitations of this research and give a number of possible questions for further research.

7.1. Expectations and the actual results

First of all, I did not expect the Tiny House Movement in the Netherlands to be as extensive as it turned out to be. The number and regularity of events organised by its members is impressive. Also, the topic of tiny housing had been picked up by the media more than I expected. Various media sources, from lifestyle magazines to radio reports show interest in the topic. I was surprised to learn that even though the movement seemed to be active since only one to two years ago, that it already had built up a social media network on various platforms. Considering the organisation of the movement, the Tiny House Nederland foundation lay, as I expected, at the core of the movement. However, their database, the collection of information concerning legislative issues and the research projects initiated by the foundation were more extensive than I expected.

Concerning the outcome of my research, I did not expect the movement to show much potential to become a significant part of living small in the Netherlands. My expectation was that it would show more signs of a hype, rather than a continuing trend. The movement is still too recent in the Netherlands to say it will prevail for sure, however the extent to which tiny housing is being incorporated in the media, in political programs and in research publications was higher than I expected. During the course of my research I became more convinced of its potential as a future urban lifestyle within the growing trend of living small in the Netherlands.

7.1.1. Possible explanations and new insights

Possible explanations for the gaps between my expectations and the outcome of my research could be that the movement is only just catching speed during the course of my research. The Tiny House Nederland foundation was founded in November 2016, meaning that in the months that followed it gained more significance and created a more stable basis. Meaning that during my data collection process in early 2017 the foundation was starting to get active as the central point of the movement. I also noticed that a number of tiny house building processes were finishing their houses around May 2017. On the one hand, a family of four finished building their house in May as well as the tiny house builders in Rotterdam. On the other hand, the company Mill Home completed their first street of tiny houses in Friesland this spring, meaning that the first tiny house street in the Netherlands was opened in June this year. The
combination of all these initiatives that actively share their building developments online make the movement appear active and showing rapid developments. Once again these developments took place during my research process, which I did not foresee as it was not quite clear when these houses would be completed.

Concerning my initial assumption that tiny housing would rather be a hype than a trend, the research dealing with precisely this question, published by Stec Groep, was only available to me in June 2017. This means that during my initial research of the current situation and developments concerning tiny housing as well as during my data collection process this research was not yet available. Only when I had access to this research could I include insights in societal trends in the Netherlands that dealt with living small. Small living is part of greater processes such as demographic change, the urbanisation of the Netherlands, the trend of flexibility and digital possibilities that make living space less of a need. These new insights gave my research additional information for evaluating the potential of the Tiny House Movement.

7.2. Limitations of this research

In general, this research was an explorative research dealing with the question if the Tiny House Movement has the potential of implicating an alternative urban lifestyle in the Netherlands. However, this research did not discuss the following aspects:

- Differentiation of groups within the Tiny House Movement (for example single households, young adults, couples, families, elderly and so on)

- Municipalities, political parties and other governmental institutions that are opposed to the idea of tiny housing.

- The commitment of the tiny house owners to their lifestyle. This was not possible to research as the movement is still too young to get an insight in the long-term commitment of its members. Nevertheless, it is a limitation of this research.

Even though the tiny housing initiatives are quite numerous within the Netherlands, the question whether this movement will continue as a hype or if it acquires a place in national legislation is still a valid question. The people within the movement are building their houses now, or otherwise have just started living in their tiny houses. Most of them are young and don’t have children. For what group is this lifestyle a comfortable alternative? Will living in a tiny house be considered a permanent option or will it be considered a temporary home for students or refugees? What happens to the Tiny House Movement if national legislations oppose to this form of living? The following paragraph goes into more detail concerning further research that could discuss the limitations and questions stated above.
7.3. Further research

Further research should concern itself with the people that are sincerely interested in tiny housing. What societal distinctions can be made? What groups are interested? The people behind the movement matter because most of the tiny houses existing in the Netherlands were built by these people themselves and would otherwise not exist.

Concerning tiny housing as an urban issue, the following questions arise: What do tiny home owners need in a tiny house and what do they need in a city? What jobs do they have or want? How far into the future do they think? Will they live in the Netherlands or do they just want to build it here and then move to other countries with a more suitable climate for tiny housing? Is the mobility of their homes of great importance?

The lifestyles that the Tiny House Movement harbours are part of a greater global trend, fighting against the mainstream of ‘wanting more’ and ‘having too much’. Also, the sustainability trends behind this movement are of importance. What do people want to change in their lifestyle to live more sustainable? The motivations behind living in a tiny housing can offer extensive possibilities for research.

Finally, looking closer at the Netherlands, the negative sides of the movement could be researched better. The municipalities that are not interested in tiny housing or that have expressed their doubts about this trend are also of interest. What makes tiny housing unattractive to municipalities? What makes the legislation so difficult? What reasons are there for opposing to this alternative form of housing?

All in all, further research should focus on two courses. On the one hand the people within the movement and their motivations for living in a tiny house are of interest because in the current situation, these people make tiny housing a legitimate issue in the Netherlands. On the other hand, the legislative issues as well as opposing views to tiny housing should be researched in order to have a better understanding of both sides of the movement.
References

Literature


Blog entries


Appendix A

Facebook Page 1 (FB-1) – ‘Tiny House Nederland’

1 Tiny House Nederland. April 6, 2017.

Tja of we nu blij moeten worden van de term ‘duurzame blokhutten’.. In ieder geval gaat de gemeente Etten-Leur serieus kijken naar Tiny Houses als oplossing voor het woningtekort voor alleenstaanden en ouderen, als het aan D66 ligt. Dat is wel iets om verheugd over te zijn! http://www.bndestem.nl/etten-leur/duurzame-blokhutten-in-etten-leur-a0eda4ef/


Gemeente Culemborg erkent klimaatneutrale Tiny Houses als duurzaam idee en maakt budget vrij voor de ontwikkeling. En zo doe je dat, fantastisch Gemeente Culemborg!

3 Tiny House Nederland. February 27, 2017.


4 Tiny House Nederland. March 27, 2017.

Deel twee van de Amerikaanse documentaire serie ‘Living Tiny, legally’ is nu online. Interessante materie voor de movement in Nederland! https://www.youtube.com/watch?v=ZILAKgJGc2g&t=42s&app=desktop


GroenLinks Wormerland heeft morgenavond een informatiebijeenkomst over Tiny Houses georganiseerd. Om 20:00 uur begint het programma in bar Groos te Wormer:

6 Tiny House Nederland. March 27, 2017.


Het nieuwe Nederlandse vlog-duo Hilde en Oscar van Finding A Better Way To Live zijn op zoek naar duurzame woonvormen. Ze gingen op bezoek bij Marjolein in het klein en haar Tiny House in Alkmaar:
Het is de standaard om een groter huis te kopen. Maar misschien wordt je wel veel gelukkiger van een kleiner huis: http://www.becomingminimalist.com/12-reasons-why-youll-be-happier-in-a-smaller-home/


Hallo allemaal, het is best moeilijk overzicht houden op alle Tiny Houses in Nederland, of ze nu in aanbouw zijn of al af zijn. Willen jullie ons een beetje helpen door een kort vragenlijstje in te vullen? Het gaat om Tiny Houses voor bewoning (niet recreatie) die momenteel gebouwd worden, waarvan de bouw binnen vier weken begint, of die al klaar zijn. Hartelijk dank!


Woonexperimenteertuin Minotopia krijgt veel aandacht, nu ook in landelijke media. De bewoners laten zien dat klein, duurzaam en betaalbaar wonen ze heel goed bevalt:

Projectgroep regelgeving Tiny House Nederland:

Vanuit de Tiny House Nederland en Tiny House Utrecht community is er een projectgroep wet- en regelgeving opgestart. Deze groep is er op gericht om zowel binnen de huidige als in de toekomstige wet- en regelgeving mogelijkheden te vinden om het wonen in tiny houses, in welke vorm dan ook, mogelijk te maken.

Nu is het moment aangebroken om de gemeenschap erbij te betrekken, omdat er nog veel werk te doen is en het dus vooral ook om jullie woonwensen gaat en de mogelijke knelpunten waar jullie tegenaan lopen.

Om het geheel overzichtelijk te houden is er een website: www.tinyhousewetgeving.nl Deze website dient als navigatiemiddel voor de wet- en regelgeving en geeft een overzicht van de lopende projecten. Op het forum:
http://www.tinyhousenederland.nl/.../conversations/regelgeving is er de mogelijkheid om te discussiëren over wetgeving en nu vooral over het Bouwbesluit 2012. In de verschillende onderwerpen zijn links te vinden naar Google formulieren waar per artikel kan worden gestemd (met commentaar). Op termijn komt alle inhoudelijk informatie in een Tiny House Wiki te staan.

Wil je mee doen? De projectgroep is nog op zoek naar leden die graag een bijdrage willen of kunnen leveren. Dit kan zijn inhoudelijk op wetgeving of op organisatieniveau om alle input en feedback te verwerken. Je kunt je aanmelden op het forum en aangeven dat je bij de projectgroep betrokken wilt worden.

Zowel de website als het gedeelte regelgeving op het forum zijn dus nog in ontwikkeling, je bijdrage wordt zeer gewaardeerd!

Daniel

Facebook Page 2 (FB-2) – ‘Marjolein in het klein’


Ik heb straks een Tiny House Nederland vergadering met 8 personen in mijn huisje. Nog twee tuinstoelen erbij. Dat gaat lukken! 😊


Woohoo! Ik mag mezelf vanaf vandaag de trotse eigenaar van dit Berkey Waterfilter noemen, met dank aan Berkey Water Filters Europe! Nu kan ik mezelf echt redden met regenwater, ook om te drinken. Wat tof! Als er genoeg regen valt natuurlijk


Vanavond start de voorstelling ‘Het zal eens tijd worden’ van de Karavaan bij mijn buurtjes, het Urban Earthship. Deze voorstelling van pioniers van het nieuwe wonen Noortje Braat en Egon Kracht is een week lang te bezoeken bij het Earthship. Ik ga vanavond maar eens een kijkje nemen! Meer info over de voorstelling op: http://www.karavaan.nl/programma/het-zal-eens-tijd-worden/


Ik kan het bevestigen, ontspullen is fijn! Dus als je nog een zetje nodig had, hier is het bewijs http://www.ad.nl/lifestyle/spullen-de-deur-uit-maakt-echt-gelukkig-ab19e392/


Spinazie en radijsjes uit eigen tuin, nomnom 😎
Een paar weken terug kwam Rob Greenfield langs om ons huisje te bewonderen tijdens de bouw. Deze rondleiding willen we graag met jullie delen ;) A few years ago the Tiny House movement in the Netherlands was nonexistent and now people all over the country are inspired to simplify life and live tiny. Here's one of the early pioneers of tiny living in the Netherlands! Tiny House Rotterdam

Wat een goed begin van het nieuwe jaar! Marjolein en Monique komen 11 maart naar Rotterdam! In samenwerking met de Tiny House Academy! Zorg dat je erbij bent!

3 Tiny House Rotterdam. April 19, 2017.
Eenvoudig maar effectief. Het mechanisme van de klappende keuken.

4 Tiny House Rotterdam. February 8, 2017.
Tijdens het Open Huis van de Keilewerf stellen wij ons huisje ook open ter bezichtiging. In deze creatieve broedplaats zal de Tiny House Academy zich ontwikkelen. Goede reden om gezellig langs te komen en ons huisje te bekijken, die wij daar aan het aflouben zijn.

Ons huisje is af en we willen graag laten zien hoe we het gebouwd hebben. Veel plezier met deze time-lapse video! https://www.youtube.com/watch?v=JIZRlWTKEs&feature=youtu.be

Facebook Page 4 (FB-4) – ‘Tiny houses Nijmegen en omgeving’


Presentatie ideale woon- en werkplekken. http://stichtingfabrikaat.nl/.../xw5iuzg3idoymzh251qbi1jche0t...


4 Tiny houses Nijmegen en omgeving. April 26, 2016.
NOS en Tiny houses. Let op bijzonderheden als gebrand hout en vochtopname in de douche. #tinyhouse #tinyhome #tinyhouses #nederland

5 Tiny houses Nijmegen en omgeving. October 27, 2016.
Kent iedereen Kirsten Dirksen al? Haar youtube-kanaal en fb-pagina staan bomvol "videos about simple living, self-sufficiency, small (and tiny) homes, backyard gardens (and livestock), alternative transport, DIY, craftsmanship and philosophies of life". Genieten maar!

That's the way we like it. Zelfvoorzienend en met duurzame, lokale materialen.
Instagram Images

IP-1-1  Onstinyhouseavontuur. June 15, 2017

onstinyhouseavontuur Een #schaduwdoek gekocht voor ons #tinyhouse. Geen overbodige luxe momenteel. Bono is er ook blij mee. Wijdilaan Leuk al die shares GKL

IP-1-2  Onstinyhouseavontuur. June 2, 2017

onstinyhouseavontuur Hopla, een dak vol #zonnepanelen #tinyhouse #tinyhousenederland Hoop reeds snel gedaan zag!
Onstinyhouseavontuur. June 12, 2017

Onstinyhouseavontuur. April 25, 2017

Onstinyhouseavontuur

Hard werken tot in de late uren maar dan kan wel het licht aanl. #tinyhousezest #tinyfamily #tinyhousebuilding

Tinyhouse_shirly_roy. May 10, 2016
**IP-2-3**  Tinyhouse_shirly_roy. May 12, 2016

![Image of reusable bags and a cup](image1.png)

**tinyhouse_shirly_roy**  Plastic vrij boodschappen doen met onze Re-Sacks van @imadesustainable. In ons huisje willen we zo min mogelijk afval produceren.

#duurzaam  #milieubewust  #tinyhouseNederland  #Tinyhouse  #made суstained  #noplastic  #veelegplastic  #plastic  #verpakkingsvrij  #resack  #boodschappen  #bewust

16 vind-ik-leuks

12 Mei 2016

Een reactie toevoegen...

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**IP-2-4**  Tinyhouse_shirly_roy. May 31, 2016

![Image of a man walking on a patio](image2.png)

**tinyhouse_shirly_roy**  Een kijkje bij Tiny Tim en Porta Palace op FabCity.

#inspiratie  #tinyfoot  #eco  #tinyhouse  #tinyhouseNederland  #portapalace  #tinytim  #fabcity

13 vind-ik-leuks

31 Mei 2016

Een reactie toevoegen...
IP-3-1  Marjolein_in_het_klein. May 17, 2017

marjolein_in_het_klein Eerst nog maar even een wasje doen, voordat de grote water tank schoonmaak rius begint!
#marjoleinhetklein #tinyhouse #laundrytime #justrimmco
Die lijkt me ook super ideaal voor kamperen!!!
marjolein_in_het_klein Daar is 'ie stellem ook voor bedoeld Justrimmco 😊😊

55 vind-ik-leuks

IP-3-2  Marjolein_in_het_klein. May 12, 2017

marjolein_in_het_klein Hee he, eindelijk regen!
Komen maar door hoor, de hele dag graag! 😊😊😊
#marjoleinhetklein #tinyhouse
#monlyhappywhenitrain
Deutje?? En dan weer klaar ook hii!
luxehuisjeshuren Wil je graag douchen? 😘
marjolein_in_het_klein Nou ik kan weer een douchebeurtje gebruiken jai 😊😊

83 vind-ik-leuks

91
Marjolein_in_het_klein. May 5, 2016

Marjolein_in_het_klein

Mijn huisje is uitgerust met een @vichron_energy installatie, zodat ik straks helemaal off-grid kan wonen. Super!
FOTO van Maranka Prangs
(http://www.mariankapranser.com/)
#marjoleininhetklein #tinyhouse

Marjolein_in_het_klein

IP-3-4

Marjolein_in_het_klein. February 19, 2016

Marjolein_in_het_klein

De eerste wand zit in elkaar!
#marjoleininhetklein #tinyhouse
maus.akkermans Wat gaat het snell

18 vind-ik-leuks
5 maart 2016

Een reactie toevoegen...
Marjolein_in_het_klein. November 27, 2016

Millhome. May 15, 2016
**IP-5-1** Tinyhousebreda. August 29, 2016

Building the lounge set slash storage space. Not only lots of storage underneath but also in the back for blu-rays or books. #tinyhousebreda

**IP-6-1** Tinyhousenederland. May 28, 2016

@tinyhouse_shirly_roy

Op bezoek bij Irene en Martijn en hun super grote huisje!

#groenbouwen #duurzaam

#tinyhousenederland #tinyhouse #eco #tinyfoot #inspiratie
IP-6-2 Tinyhousenederland. March 24, 2016

tinyhousenederland Gister was er een door GroenLinks georganiseerde Tiny House informatie avond in Egmond. Marjolein en Monique verzorgden een presentatie. Er waren meer dan 30 geïnteresseerden die kwamen luisteren! Tinyhousenederland #groenlinkz

IP-6-3 Tinyhousenederland. August 10, 2016

tinyhousenederland Tiny houses are becoming the next big thing - according to some people at least. In my hometown they are currently experimenting with this concept and as a part of that organised a contest. Tiny models of tiny houses were put on display at the city’s theatre. I recently visited this HouseEXPO of tiny houses in Almere and wrote about my findings on http://www.tinyhousenederland.nl/inspirati

43 vind-ik-leuks
10 AUGUSTUS 2016
"There are two ways to get enough:

One is to continue to accumulate more and more. The other is to desire less."

- G.K. Chesterton
“I make myself rich, by making my wants few.”
- Henry David Thoreau


Tinyhousenederland. April 23, 2017
Woo hoo op tv vanavond in de TV Show van Ivo Niehe! En wat een tof item, met de huizen van Martijn en Irene, Roy en Shirlly, en mijn Tiny House. Laat heel Nederland het zien. Tiny Houses are here to stay! #marjoleininhetklein #tinyhouse #netherlands
defirmaoedgenoeg :) #marjoleininhetklein #tinyhousenederland
eilannecharlottetvbijij: Jaakal! Geweldig! Als al onze (5) kinderen de deur uit zijn!
laauracorinamarla Super leuk! Wat een fantastische huisjet

37 vind-ik-leuks
25 AUGUSTUS 2016

43 vind-ik-leuks
16 OKTOBER 2016

Een reactie toevoegen...
Tinyhouseacademy. May 8, 2017

tinyhouseacademy Looking at our tiny place @greenhouse_living
jmsibam wow heerlijk
greenhouse_living And it is such a fantastic tiny house to look at. You brighten up the area!

Tinyhouseacademy. May 31, 2017

tinyhouseacademy Easy bench making for the shade. #pallet #diy #tinyhouse #summer
tinyscreation Heerlijk!
Tinyhouseacademy. March 28, 2017

tinyhouseacademy Working on the front
#tinyhouse #off-grid

Tinyhouseacademy. March 24, 2017

tinyhouseacademy More wood to the side
farid_fmzd is that black material a hydro
insulation?
tinyhouseacademy It's kind of like a vapor
barrier, but instead it lets vapor out and
prevents water from going in.

ben_shaun_shaun_temple nutrition on
lloydindustrials vinden dit leuk
24 MAART

Een reactie toevoegen...
Tinyhousetilburg. Another tiny house, literally, in the city of Tilburg. Little square footage for yer boots, but a generous amount of freedom near the canal. Share your local and regional tiny living spaces in and around Tilburg.

#tinyhouse #tinyhome #tinyhouseliving
#tinyhousevacation #tinyhousetilburg
#tinyhouses #tinyhousebuild #tinyhouseliving
#tinyhousetilburg #tinyhouseliving #goinggreen
#greenliving #tilburg #tilburgmamma
#tilburgcity #tinyhousetilburg #modernliving
#simpleliving #simplelife #backtobasics
#lifewithinthewoods #netherlands #nl #grabant #grabantthenetherlands #nl #forestliving
#beautifulplaces #wanderlust #bestlife
#afresflagstaff

22 vind-ik-leuks

Een reactie toevoegen...
Appendix B

ATLAS.ti output

Output_urbanity

Query tool: Code “urbanity”

Output_Nijmegen

Query tool: Code “urbanity”
Output_housing

Query report: code “housing”

Output_media

Query tool: code “media”
Query report: code "media"

**Query Report**

__HU:__ Data Collection BB  
__File:__ [C:\Users\F.Schneider\Documents\Scriptie\Documents thesis process\Final version\DataCollection BB.hpr7]  
__Edited by Super__  
__Date/Time:__ 2017-08-07 10:45:34

**Document filter:**  
No active filter - use 52 Primary Documents in query

42 Quotations found for query:  
"media"

2:2 Stedebouw & Architectuur (1:1)  
2:20 AD (6:6)  
2:31 Voor de wereld van morgen (12:12)  
2:34 .volkskrant.n (14:14)  
2:47 Harlinger Courant. (23:23)  
2:49 Tiny House LinKje in de spotli.. (24:24)  
2:50 het AD (25:25)  
2:54 HetkanWel (28:28)  
2:71 Flow Magazine NL special over .. (36:36)  
2:72 Ook Libelle besteed aandacht a.. (37:37)  
2:83 de Trouw: (47:47)  
2:85 de Trouw (48:48)  
2:88 prachtig artikel van de Metro (50:50)  
2:98 Voor de wereld van morgen: (59:59)  
2:106 Woonexperimenteertuin Minitopi.. (71:71)  
5:4 Wil je meer weten? Zie www.mar.. (3:3)  
5:16 BlikveldTV (11:11)  
5:21 BrightVibes video about my Tin.. (15:15)  
5:28 Vanavond ben ik in gast in de .. (21:21)  
5:29 Je kunt de uitzending live bek.. (21:21)  
5:39 Bijna live op NPO Radio 5! Te .. (31:31)  
5:40 Vanmiddag ben ik in gast bij P.. (33:33)  
5:48 Dinsdag 30 mei ben ik in gast .. (39:39)  
5:56 HYPERLINK "https://www.faceboo.. (57:57)  
5:62 Tegenlicht Meet Up Alkmaar (63:63)  
8:11 'Uitdagers & aanpakkers' van V.. (13:13)  
8:19 Het AD Rotterdams Dagblad (23:23)  
8:22 Open Rotterdam heeft een heel .. (33:33)  
8:60 "Het kan Wel" heeft een leuk s.. (82:82)  
9:3 architectuur.nl (3:3)  
9:37 De Barak van Bartel. Elke vrij.. (31:31)  
9:39 In het nieuwe programma Nederl.. (34:34)  
9:43 Omroep Gelderland (40:40)  
9:44 In Stadsblad De Nijmegenaar (42:42)  
9:46 een item bij omroep Max over T.. (46:46)  
9:71 NOS en Tiny houses. (64:64)  
9:95 Eerder bij npodoc geweest en z.. (89:89)  
9:103 Nudge (103:103)  
19:1 Wij zijn geïnterviewd door een.. (4:4)  
34:2 tinyhouseshirlyroy.jpg (63:111)
Output_political_parties

Query tool: code “political parties”