

1 ***Automated Progress Measurement Using Computer***  
2 ***Vision Technology - Implementation in Construction***

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# ***Automated Progress Measurement Using Computer Vision Technology - Implementation in Construction***

## ***Abstract***

A critical concern with the UK's construction project progress monitoring and control techniques is their dependency on data collection, which is time-consuming and unproductive and may lead to various circumstances in managing projects. However, collecting and accurately analysing information from construction sites requires the development of technologies. As key AI technology, computer vision is a powerful tool for big data analysis which can address the above challenges. This study explores the status of CV-CPM adoption and the main barriers to and incentives for its adoption within UK construction sites. In this respect, after an extensive review of literature covering the AI technology in construction management, the concept, function, and usage of CV and its integration with CPM, including its benefits and drivers, and technical challenges, a questionnaire was administered to UK construction professionals to collect their perceptions. The study's results indicated that construction practitioners are relatively aware of CV-CPM but lack competencies and skills. CV-CPM has been perceived to be relatively better than the traditional approach. Implications like the cost of implementation, lack of expertise, and resistance to change were the major challenges in CV-CPM adoption. Instead, technological development, decision-making, and competitiveness were classified as incentives for its adoption.

**Keywords:** Project Management, Construction Management, Artificial Intelligence, UN SDG 9.

## ***1. Introduction***

Construction is perceived to be the largest economy in the UK; it donates almost £90b to the economy, equal to 6.7% in value-added, includes over 280,000 firms obscuring 2.93 million employments; hiring 3.1 million people or around 9% of the labour force (DBIS, 2013). However, many challenges have hindered growth and led to extremely low productivity levels compared with other industries (MGI, 2017). Many of these challenges are due to the sector remaining siloed and fragmented (CSIC, 2021) and relying on a labour-intensive business model, which has become unsustainable (DBEIS, 2019). Many processes have remained paper-based, information is not frequently optimised (CSIC, 2021), and eventually, reliance on manual data compilation negatively impacts site productivity and the control system, especially in

45 controlling projects (Stilla, 2015). Some reports indicate that two-thirds of the sector  
46 fail to innovate (DBEIS, 2013). The deficiency in adopting digital technology has also  
47 been correlated to poor performance, decision-making, and cost inefficiencies and  
48 delays (Nikas *et al.*, 2007), making project management more complex and  
49 unnecessarily tedious (Delgado and Oyedele, 2021). As highlighted previously,  
50 achieving desired performance during construction is challenging (Golparvar-Fard *et*  
51 *al.*, 2009). The core problems are mainly sustaining the program, ensuring the supply  
52 chain, and monitoring and controlling the work status (Teizer, 2015). The current data  
53 collection method, irrespective of project scale, indoor or outdoor, is expensive,  
54 inaccurate, and inefficient (Golparvar-fard *et al.*, 2009). Deploying a proper method  
55 with timely feedback on project status assist PMs in determining the exact percentages  
56 of task completions and facilitating resource allocation (Teizer, 2015; Alizadehsalehi  
57 and Yitmen, 2019). The recent revolution in Artificial intelligence (AI), such as  
58 computer vision, has benefited this industry in many ways, enhancing productivity  
59 (MGI, 2017). CV allows a computer to see, describe, and understand the site's  
60 extracted data (IBM, 2022). Adopting such smart technology on-site is estimated to  
61 achieve 50% to 60% construction productivity (MGI, 2017).

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63 CV-CPM is a new concept in the construction industry. Researchers have made several  
64 efforts to review various aspects of automating CPM with different techniques.  
65 However, the literature review of related academic references demonstrated that CV-  
66 CPM adoption had received limited attention. This study investigates the key  
67 challenges in implementing CV-CPM associated with the UK construction sector and  
68 then provides recommendations to mitigate these challenges. This study explores the  
69 status of CV-CPM adoption and the main barriers to and incentives for CV-CPM  
70 adoption within UK construction sites. The objectives include i. investigation of CV-  
71 CPM usage and advantages over traditional CPM approaches within UK  
72 construction sites, ii. Investigation of challenges to CV-CPM implementation  
73 within UK construction sites, and iii. Investigation of the possible incentives  
74 and drivers influencing CV- CPM implementation within UK construction  
75 Sites. The research further aimed to answer the questions including *a.* to what  
76 extent the construction professionals are familiar with CV-CPM, *b.* how  
77 construction professionals perceive CV-CPM over traditional methods, *c.* to  
78 what extent are they employing it, *d.* why they decide to use it (incentives) or  
79 why don't they use it (barriers), and *e.* what are the solutions to overcome the  
80 barriers and promote CV-CPM?

81 **2. Literature Review**

82 **2.1 Diffusion of Innovation Theory (DIT)**

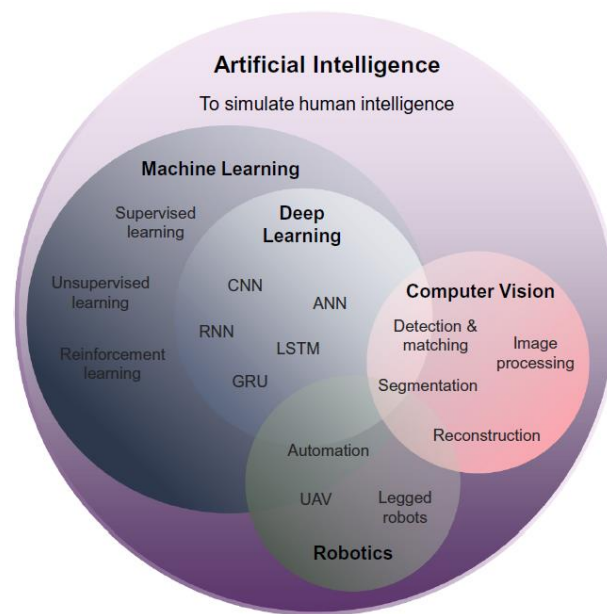
83 This study uses Rogers's (2003) diffusion of innovation theory to determine the  
84 parameters influencing incentives and barriers to CV-CPM adoption. He describes the  
85 diffusion process as gradually transmitting innovation amongst the members of a  
86 social system via special channels. The author has identified innovations'  
87 characteristics: relative advantage, compatibility, complexity, trialability, and  
88 observability. In his opinion, "*innovations that individuals perceive as having a*  
89 *greater relative advantage, compatibility, trialability, observability and minor*  
90 *complexity will be adopted more rapidly than other innovations.*" Therefore, the  
91 perceived aspects of the invention (CV-CPM) can help identify its adoption status.  
92 Complexity assumes the relative amount of effort required to use CV-CPM.  
93 Compatibility presumes the availability of experience and resources for potential  
94 adopters to adopt CV-CPM smoothly. Trialability refers to testing CV-CPM before  
95 utilising it and observability if the impacts of using CV-CPM are straightforward.

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97 **2.2 CPM and current status and the Role of AI technology**

98 According to Acaster *et al.* (2017), monitoring and control play a crucial role in project  
99 management as they involve decision-making and aim to ensure that work is carried  
100 out according to program, resource, and cost plans while maintaining alignment with  
101 the business case. Monitoring involves the collection, recording, and reporting of  
102 project performance information (PMBOK GUIDE, 2021), allowing for the  
103 identification of lagging areas that require attention and action. However, inadequate  
104 and imprecise monitoring and tracking contribute to time and cost inefficiencies in  
105 projects (Ekanayake *et al.*, 2021; Omar *et al.*, 2018). The current manual data  
106 collection method is time-consuming, prone to errors, and negatively impacts data  
107 quality (Kiziltas and Akinci, 2005). Moreover, it introduces biases and creates a time  
108 lag between reported and actual progress (Mantel and Meredith, 2009; Golparvar-  
109 Fard *et al.*, 2009; Golparvar-Fard *et al.*, 2011). Additionally, the visual complexity of  
110 the current methods fails to capture the spatial features of site progress and associated  
111 complexities (Koo and Fischer, 2000).

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113 To address these challenges, the use of artificial intelligence (AI) has emerged as a  
114 transformative approach to implement digital strategies in project management  
115 (Pan and Zhang, 2021). AI enables computers to perceive, learn, and intelligently  
116 process inputs, similar to human capabilities, facilitating perception, knowledge  
117 modeling, logic, problem-solving, and planning (Thomas and Zikopoulos, 2020). By

118 leveraging AI, project management processes can be made more technically  
 119 automatable and accurate (Pan and Zhang, 2021). Advanced analytics derived from  
 120 AI contribute to a deeper understanding of construction projects, standardizing  
 121 implicit knowledge from project experiences, and enabling data-driven identification  
 122 of project issues (Hu and Castro-Lacouture, 2019). Fig. 1. provides an illustration of  
 123 the various AI applications in the construction industry. However, it is important to  
 124 note that this study specifically focuses on computer vision applications due to the  
 125 limitations of the research.

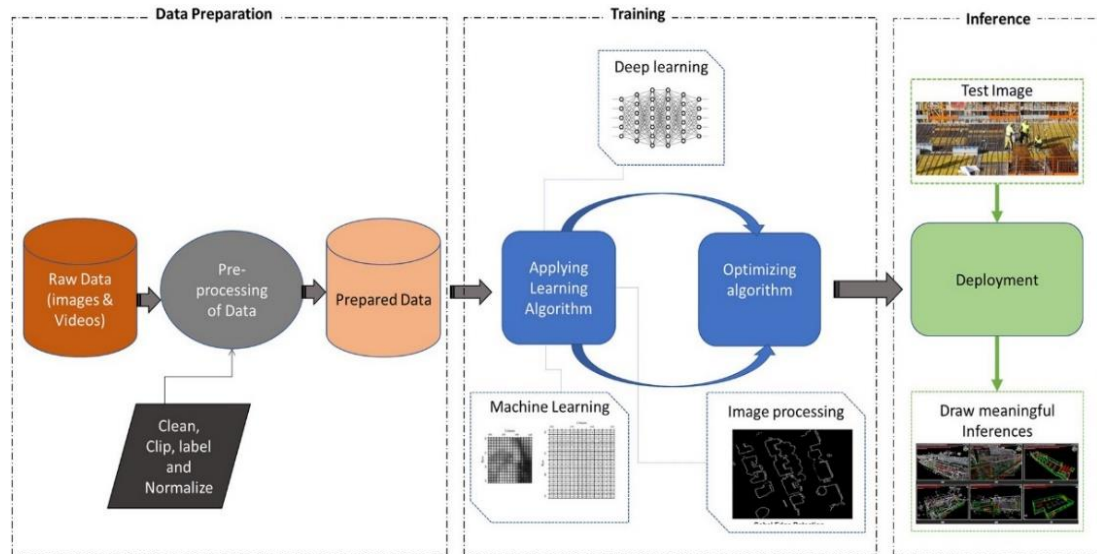


126  
 127 **Fig. 1.** AI types to simulate human intelligence include machine learning, deep learning, computer  
 128 vision, and robotics and frequently used terminologies (source: Huang *et al.*, 2021)

129 **2.3 The concept, function, and Integration of CV with CPM**

130 This technology enables computers to analyse and extract meaningful information  
 131 from images, videos, and other observable inputs, allowing them to make informed  
 132 decisions. Artificial intelligence empowers machines to perceive and understand  
 133 through computer vision (IBM, 2022). In the construction industry, with its  
 134 abundance of visual data, the automatic extraction and analysis of this valuable  
 135 information can bring significant benefits (Paneru and Jeelani, 2021). Figure 2  
 136 provides a visual representation of a typical computer vision pipeline in the context of  
 137 construction.

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**Fig. 2.** A typical concept of a computer vision-based system (source: Paneru *et al.* 2021)

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Computer vision (CV) has revolutionized progress monitoring by automating various tasks involved in the process (Paneru and Jeelani, 2021). It overcomes current challenges by tracing multiple entities within a camera view and extracting comprehensive information from images (Park *et al.*, 2011). This technology enables computers to derive numeric information from videos, depth images, and 3D point clouds, and process the data accordingly (Reja *et al.*, 2022). Various technologies, such as fixed, handheld, or robotic systems mounted on unmanned ground vehicles (UGV) or unmanned aerial vehicles (UAV), generate inputs through image frames or point clouds (Kopsida and Brilakis, 2020). The selection of these technologies depends on the desired level of automation for data capture (Reja *et al.*, 2022).

A recent study by Reja *et al.* (2022) proposed an integrated CV-CPM framework that combines various concepts and technologies to automate construction project management processes. Golparvar-Fard *et al.* (2009) conducted a trial project at the College of Business Instructional Facility, UIUC, where they examined and assessed schedule deviation using the as-planned as-built approach in a building project.

#### **2.4 Benefits/Drivers, and Challenges to adoption**

CV-CPM technology offers numerous benefits and drivers for its adoption in the construction industry. According to Reja *et al.* (2022), CV-CPM has the potential to provide real-time, accurate, and reliable information to construction managers, enabling them to make informed decisions. It offers a cost-effective solution for automated monitoring processes (Panahi *et al.*, 2022). Studies by Brilakis *et al.* (2011)

165 and Ekanayake *et al.* (2021) have shown that CV optimization improves the efficiency  
166 of construction work monitoring and tracking. It can also track the activities of plants  
167 and machinery to determine their efficiencies and impact on construction progress  
168 (Morgane *et al.*, 2022).

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170 The use of CV-CPM allows for quick assessment through on-demand snapshots,  
171 aiding in the optimization of schedule and resource planning (Ibrahim *et al.*, 2009;  
172 Paneru and Jeelani, 2021). It offers accuracy, reliability, and transparency in project  
173 assessment (Ibrahim *et al.*, 2009). CV-CPM facilitates the early identification of  
174 project hindrances, enabling timely countermeasures (Braun and Borrmann, 2019).  
175 It allows planners to analyze project history for delays and react efficiently  
176 (Alizadehsalehi and Yitmen, 2019). With its high effectiveness in analyzing and  
177 quantifying site progress, CV-CPM reduces the need for manual monitoring and  
178 investigation, allowing project managers to focus on budget and time control (Teizer,  
179 2015). It also aids in progress forecasting, simulation, and evaluation of control  
180 measures to bring the project back on track (Reja *et al.*, 2022).

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182 The implementation of CV-CPM, particularly when integrated with Building  
183 Information Modeling (BIM), promotes automation and reduces the extent of human  
184 intervention (Morgane *et al.*, 2022). It provides a direct and fast input for capturing  
185 geometrical attributes (Reja *et al.*, 2022). By comparing digital images to geometric  
186 and material properties using machine learning algorithms, CV-CPM can  
187 automatically detect and determine significant changes on-site, assisting project  
188 managers and planners in better change control (Ibrahim *et al.*, 2009). Additionally,  
189 CV-CPM can provide visual and quantity details that can be utilized as evidence for  
190 contractual claims and early alerts on possible delays, supporting schedule and cost  
191 control (Zhang *et al.*, 2009; Reja *et al.*, 2022).

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193 The advantages of CV-CPM can drive firms to be innovative and technologically  
194 advanced (Suprun and Stewart, 2015). Technological advancement is crucial for  
195 improving competitive advantage (Nam and Tatum, 1988). The desire for competitive  
196 advantage and competitiveness are significant drivers of innovation diffusion in  
197 construction companies (Johansson and Opseth, 2021; Sayfullina, 2010). Table 1  
198 summarises other benefits of CV-CPM technology.

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200 **Table 1:** Presents a summary of the other advantages of CV-CPM innovation:

<i>Advantages</i>	<i>Reference</i>
<ul style="list-style-type: none"> <li>▪ Improved leadership and decision support systems</li> </ul>	(Olatunji and Akanmu, 2014; Golparvar-Fard <i>et al.</i> , 2011; Zhang <i>et al.</i> , 2021)
<ul style="list-style-type: none"> <li>▪ Save time and improve productivity</li> </ul>	(Zhang <i>et al.</i> , 2021; Teizer, 2015)
<ul style="list-style-type: none"> <li>▪ Better document quality</li> </ul>	(Aghimien <i>et al.</i> , 2018; Zhang <i>et al.</i> , 2021)
<ul style="list-style-type: none"> <li>▪ Process and performance improvement</li> </ul>	(Ozorhon and Oral, 2017; Ibrahim <i>et al.</i> , 2009)
<ul style="list-style-type: none"> <li>▪ Track equipment and material which affects the schedule</li> </ul>	(Dimitrov and Golparvar-Fard, 2014; Teizer, 2015)
<ul style="list-style-type: none"> <li>▪ Change detection</li> </ul>	(Teizer, 2015; Fard and Peña-Mora, 2007)
<ul style="list-style-type: none"> <li>▪ Lawsuit/dispute avoidance (Time wise)</li> </ul>	(Teizer, 2015; Rebolj <i>et al.</i> , 2008)
<ul style="list-style-type: none"> <li>▪ Transparency and accuracy</li> </ul>	(Seo <i>et al.</i> , 2015)

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203 CV-CPM has the potential to create a significant impact by providing real-time,  
204 accurate, and reliable information to construction managers (Reja *et al.*, 2022). It  
205 offers an inexpensive solution, depending on the technology, for automating  
206 monitoring processes (Panahi *et al.*, 2022). Researchers such as Brilakis *et al.* (2011)  
207 and Ekanayake *et al.* (2021) have found that using CV optimizes and increases the  
208 efficiency of construction work monitoring and tracking. It enables the tracking of  
209 activities of plants and machinery to determine their efficiencies and impact on  
210 construction progress (Morgane *et al.*, 2022). The consistent on-demand snapshots  
211 enable quick assessments (Ibrahim *et al.*, 2009) and facilitate optimized schedule and  
212 resource planning (Paneru and Jeelani, 2021). CV-CPM provides prompt and accurate  
213 assessment, enhancing accuracy, reliability, and transparency (Ibrahim *et al.*, 2009).  
214 It enables the early identification of project hindrances for timely countermeasures  
215 (Braun and Borrmann, 2019). Moreover, CV-CPM allows project planners to analyze  
216 project history for delays, conduct root cause analysis, and react efficiently  
217 (Alizadehsalehi and Yitmen, 2019).

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219 The application of CV-CPM in construction automates diverse construction-related  
220 activities, aiding in the quantification of site progress and reducing the need for  
221 manual monitoring and investigation of progress status and performance by project  
222 managers (Teizer, 2015). It facilitates progress forecasting, simulation, and evaluation



223 of control measures to bring projects back on track (Reja *et al.*, 2022). By reducing  
224 errors and rework, CV-CPM helps prevent time and cost deviations (Kopsida *et al.*,  
225 2015). Integrating CV with Building Information Modeling (BIM) further automates  
226 processes and reduces the extent of human intervention, particularly in capturing  
227 geometrical attributes accurately and efficiently (Morgane *et al.*, 2022). The visual  
228 assessment provided by CV-CPM enables automatic detection and determination of  
229 significant changes on-site through the comparison of digital images with the  
230 geometric and material properties of components and activities using machine  
231 learning algorithms (Ibrahim *et al.*, 2009). This significantly assists project managers  
232 and planners in better change control. Furthermore, CV-CPM can provide visual and  
233 quantity details that can be utilized as evidence for potential contractual claims  
234 (Zhang *et al.*, 2009), as well as provide early alerts on possible delays, aiding in  
235 schedule and cost control (Zhang *et al.*, 2009).

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237 The advantages of CV-CPM, such as updating schedules, generating  
238 reports/notifications, and progress quantification, can positively influence firms to  
239 adopt innovative approaches (Reja *et al.*, 2022). Technological advancement is crucial  
240 for companies seeking to improve their competitive advantage (Nam and Tatum,  
241 1988). Competitiveness plays a significant role in the maturity of construction  
242 companies for CV-CPM innovation (Johansson and Opseth, 2021). The demand for  
243 competitive advantage among institutions drives innovation diffusion (Sayfullina,  
244 2010). Table 1 summarizes the additional benefits of CV-CPM technology.

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246 However, the adoption of CV-CPM in the construction industry is not without its  
247 challenges. These challenges can be categorized into technology, methodology, and  
248 individual factors, as identified by Odubiyi *et al.* (2019), or cost-related, process-  
249 related, and technology-related matters, as categorized by Sardroud (2015). The  
250 construction industry's dynamic nature and site complexities present specific  
251 challenges to implementing CV-CPM (Qureshi *et al.*, 2020). Stakeholders'  
252 perceptions, such as concerns about operating costs, lack of well-trained staff, and  
253 technology immaturity, can act as barriers to adoption (Arabshahi *et al.*, 2021). The  
254 initial cost of implementation is frequently cited as a major obstacle, along with  
255 hidden costs of training, maintenance, and operation (Alizadehsalehi and Yitmen,  
256 2019; Goodrum *et al.*, 2011). Storing the large amount of data obtained from CV-CPM  
257 poses its own cost challenges (Martinez *et al.*, 2019). The dynamic and complex nature  
258 of the construction industry adds further risk to the cost of implementing new  
259 technology (Demirkesen and Tezel, 2021).

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261 In addition to cost-related barriers, challenges related to individuals and their skills  
262 are also present. There may be a lack of interest and well-trained staff in embracing  
263 and utilizing innovative technologies (Singh *et al.*, 2011; Didehvar *et al.*, 2018). The  
264 fragmented nature of the construction sector contributes to low awareness and  
265 adoption of innovative approaches and technologies (Shen *et al.*, 2010; Evans and  
266 Heimann, 2022). The industry suffers from a lack of competency among construction  
267 workers and professionals (Oesterreich and Teuteberg, 2019). Lack of expertise and  
268 skills in using modern technologies can create doubts among managers and hinder  
269 the adoption of recent technologies (Hewage *et al.*, 2008; Doloi *et al.*, 2012). The  
270 unavailability of human resources with proficiency in computational areas in  
271 construction can also be a barrier to implementing CV-CPM (Morgane *et al.*, 2022).  
272 The construction sector's resistance to change and conservative nature pose  
273 significant challenges to the adoption of innovative technologies (Oesterreich and  
274 Teuteberg, 2016; Trstenjak and Cosic, 2017; Woodhead *et al.*, 2018). The  
275 implementation of CV-CPM requires process changes at all levels of the organization,  
276 which may encounter resistance due to the industry's historical reluctance to change  
277 (Young *et al.*, 2021).

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279 Unclear benefits and returns on investment can contribute to the unwillingness to  
280 embrace change and invest in innovative technologies (Demirkesen and Tezel, 2021).  
281 Companies may be hesitant to adopt industry 4.0 and AI in construction due to  
282 uncertainties regarding the benefits in terms of cost savings and investment  
283 requirements (Zhou *et al.*, 2015; Oesterreich and Teuteberg, 2016; Dallasega *et al.*,  
284 2018). Lack of client demand is another barrier, as reported by the SmartMarket  
285 report (2012), with a significant percentage of companies lacking requirements from  
286 clients for the adoption of automation technologies on project sites (Kassem *et al.*,  
287 2012; Mitropoulos and Tatum, 2000). Lack of in-house expertise and clients' demand  
288 for technology adoption are cited as barriers to implementing innovative technologies  
289 (NBS, 2019; Eadie *et al.*, 2013; Vass and Gustavsson, 2017).

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291 **Table 2.** Various Barriers identified to the adoption of CV-CPM.

<b>Barriers</b>	<b>References</b>	<b>Barriers</b>	<b>References</b>
operating cost	(Goodrum <i>et al.</i> , 2011)	lack of well-trained staff	(Akinbile and Oni, 2016)
cost of training and employing professionals	(Ahmed <i>et al.</i> , 2018)	legal or ethical concerns, privacy	(Häikiö <i>et al.</i> , 2020; Ball, 2010)
maintenance	(Dithebe <i>et al.</i> , 2019)	resistance to change	(Didehvar <i>et al.</i> , 2018)
cost of implementation	(Olaniyan, 2019)	company culture	(Adriaanse <i>et al.</i> , 2010)
uncertain cost-benefit relation	(Amusan Lekan <i>et al.</i> , 2018)	lack of government support (Lack of internal and external demand)	(Rogers <i>et al.</i> , 2015)
operational difficulties	(Jiang and Li, 2022)	change in the process	(Didehvar <i>et al.</i> , 2018)
data management issues	(Ahmed <i>et al.</i> , 2018)	site-related issues	(Golizadeh <i>et al.</i> , 2019)
technology immaturity	(Golizadeh <i>et al.</i> , 2019)	temporary nature of construction	(Adriaanse <i>et al.</i> , 2010)

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295 Institutional constraints may hinder the adoption of CV-CPM. According to  
 296 institutional theory, institutions undergo isomorphism through three forces: coercive,  
 297 normative, and mimetic (Loosemore *et al.*, 2021; Cao *et al.*, 2014). Coercive  
 298 isomorphism is driven by pressures from other organizations and the need to conform  
 299 to societal expectations (DiMaggio & Powell, 1983). Contractors may feel compelled  
 300 to change their methods when faced with new requirements from the public sector  
 301 (Loosemore *et al.*, 2021). Normative isomorphism involves the development of shared  
 302 norms within specific professional bodies. Mimetic isomorphism occurs when  
 303 organizations imitate successful peers in the absence of clear courses of action  
 304 (Mizruchi & Fein, 1999).

305 While CV-CPM holds theoretical feasibility, several computational issues still need  
 306 resolution (Morgane *et al.*, 2022). Additionally, technical challenges such as integrity,  
 307 durability, and reliability can impede the adoption of innovative technologies (Schall  
 308 Jr *et al.*, 2018; Golizadeh *et al.*, 2019). Computer vision follows the principle of "what  
 309 you see is what you can analyze," with data collection and analysis being the key steps  
 310 in the process (Fang *et al.*, 2018a; Fang *et al.*, 2018b). Table 3, adapted from Sami *et al.*  
 311 *al.* (2022), provides a summary of the technical limitations associated with each CV-  
 312 CPM technique.

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314 **Table 3.** Summary of technical limitations.

<b>Techniques</b>	<b>challenges</b>	<b>References</b>
UAVs (Unmanned Aerial Vehicles)	<ul style="list-style-type: none"> <li>▪ It needs proper operation,</li> <li>▪ Requires accurate path planning</li> <li>▪ Requires obstruction avoidance planning</li> <li>▪ Rotational and sudden angular movements cause blur.</li> </ul>	(Hamledari <i>et al.</i> , 2021; Braun <i>et al.</i> , 2020)
Handheld devices	<ul style="list-style-type: none"> <li>▪ Views, angles, and coverage depends on human</li> <li>▪ accessibility at the worksite</li> <li>▪ Required many photographs taken manually</li> <li>▪ Visual data must go through every nook and cranny of the construction feature under observation</li> </ul>	(Hui <i>et al.</i> , 2015; Stilla <i>et al.</i> , 2015; Shang and Shen, 2017)
Fixed devices	<ul style="list-style-type: none"> <li>▪ Restricted to a specific view</li> <li>▪ Minimal maintenance requires significant effort, i.e., crane-mounted cameras</li> <li>▪ Partial coverage of construction site</li> <li>▪ Demands many cameras for efficient data collection</li> </ul>	(Kim <i>et al.</i> , 2013; Masood <i>et al.</i> , 2020)
Surveillance cameras	<ul style="list-style-type: none"> <li>▪ Entails considerable memory requirements</li> <li>▪ Changing weather conditions can affect the quality of data</li> <li>▪ Not appropriate for minor features that require a closer view.</li> </ul>	(Wang <i>et al.</i> , 2020; Fini <i>et al.</i> , 2022)
Structure from Motion (SfM)	<ul style="list-style-type: none"> <li>▪ It takes more time to process larger vision datasets</li> <li>▪ Less precise compared to other techniques.</li> </ul>	(Han and Golparvar-Fard, 2017; Braun <i>et al.</i> , 2020)
Convolutional Neural Network (CNN)	<ul style="list-style-type: none"> <li>▪ The training process requires a considerable time</li> <li>▪ Higher computing power is needed than ordinary PCs</li> <li>▪ It will not encode the position and orientation of construction features</li> </ul>	(Álvares and Costa, 2018; Braun <i>et al.</i> , 2020; Braun and Borrmann, 2019)
Support Vector Machines (SVM)	<ul style="list-style-type: none"> <li>▪ Not good for larger vision datasets</li> <li>▪ Do not perform fairly when the dataset gets more noise</li> </ul>	(Dimitrov and Golparvar-Fard, 2014; Kropp <i>et al.</i> , 2014)
Simultaneous Localisation and Mapping (SLAM)	<ul style="list-style-type: none"> <li>▪ Produces greater computational complexity in case larger dataset</li> <li>▪ Image processing requires considerable time and memory</li> </ul>	(Shang and Shen, 2017; Kim <i>et al.</i> , 2018)

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### 322 **3. Research Methodology**

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324 This section provides the details of the research strategy adopted to meet this  
325 objective, together with more information on how data was collected and analysed. In  
326 addition, the limitations of this work, and potential hurdles identified and addressed.

327

#### 328 **3.1 Research Design**

329 Research is an activity aiming to contribute more knowledge to the existing body of  
330 knowledge (Fellows and Liu, 2008). Collins *et al.* (2014) stated that building new  
331 knowledge and exploring the existence of realities require a specific method of inquiry.

332 A research design provides guidelines on which philosophy, approach, and  
333 methodology must be taken to fulfil the scientific requirement of good research  
334 (Mardiana, 2020). The followings are the key steps in the Saunders research onion  
335 approach, including research philosophy, methods, strategies, choices, time horizons,  
336 and techniques and procedures.

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##### 338 **3.1.1 Research Philosophy**

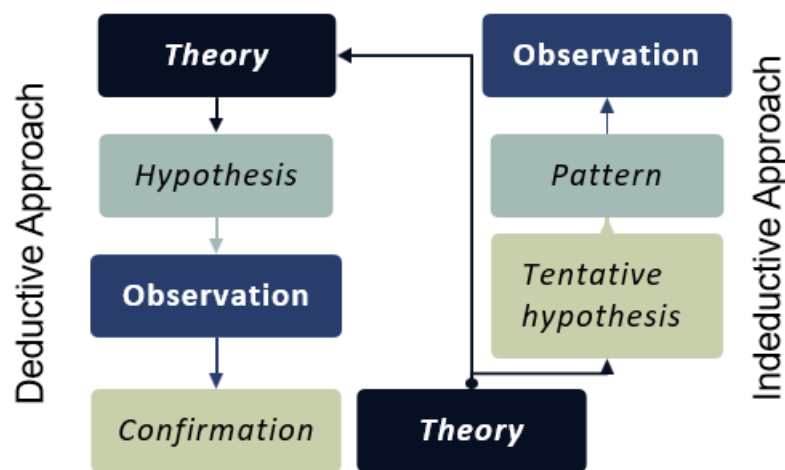
339 This refers to philosophical assumptions and assists in guiding the study to develop  
340 knowledge in a particular field (Saunders *et al.*, 2019). Failure to adhere to  
341 philosophical concerns can negatively affect the research quality (Easterby-Smith *et al.*,  
342 2021). There are three philosophies or hypotheses: axiology, ontology, and  
343 epistemology. Ontology describes the nature of reality (Saunders *et al.*, 2019). It  
344 embodies understanding “what is” (Gray, 2014). Three perspectives guide it:  
345 constructivism, objectivism, and pragmatism (Saunders *et al.*, 2009). Epistemology,  
346 on the other hand, describes what constitutes adequate knowledge and how it can be  
347 acquired (Bhattacharjee, 2012). Two approaches come under epistemology:  
348 positivism and interpretivism (Saunders *et al.*, 2019). The researcher requires to  
349 reflect on the research assumptions of the five research philosophies. Saunders *et al.*  
350 (2015) categorised research philosophies as positivism, critical realism,  
351 interpretivism, postmodernism, and pragmatism. The positivist paradigm is adopted  
352 in this study as it allows the researcher to use existing theories to formulate  
353 hypotheses (Saunders *et al.*, 2015). This philosophy promises unambiguous and  
354 accurate knowledge; Positivists promise a scientific method, statistical analysis of the  
355 collected quantifiable data, unbiased approach, and generalisable findings (Crotty  
356 1998; Gill *et al.*, 2010). This approach is suitable for a survey type of research strategy.

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### 359 **3.1.2 Research Approach**

360 There are three techniques deduction, induction, and abduction; Inductive and  
361 deductive are the two main ones (Saunders *et al.*, 2015; Umar and Egbu, 2018). The  
362 deductive approach starts from general to specific; the researcher first examines the  
363 existing theories, which leads to a hypothesis then tested using the data collected; In  
364 the inductive method, the studies move from specific to general; It is usually  
365 applicable in an area characterised by inadequate research, which necessitates theory  
366 development (Biggam, 2021). However, according to Ketokivi and Mantere (2010),  
367 abductive reasoning urges collecting data to examine a phenomenon, present  
368 patterns, and identify themes to develop a new or altered theory. Therefore, this  
369 research will take the deductive reasoning approach. Fig.3. The diagram illustrates the  
370 difference between deductive and inductive processes.



371

372 **Fig. 13.** Deductive vs Inductive Approaches (Source: Balderacchi *et al.*, 2013)

### 373 **3.1.3 Methodological Choice**

374 As Saunders *et al.* (2019) stated, six methodological choices are defined by the nature  
375 of the data collected and the analysis methods. The quantitative method applies  
376 numbers and mathematical operations, whilst the qualitative suggests the collection  
377 of extensive descriptive data (Umar, 2020; Pandey and Pandey, 2021). The mono  
378 method is utilised when a researcher focuses on quantitative/qualitative data  
379 gathering; mixed methods (quantitative and qualitative) are employed within the  
380 same research to achieve different aims and offset the constraints of using a single  
381 method (Saunders *et al.*, 2019). This study falls under the mono-method quantitative  
382 choice. Also, AlizadehSalehi and Yitmen (2019) used quantitative methods for

383 automated construction progress monitoring. Table4 illustrates key differences in  
 384 Quantitative and Qualitative research methods.

385  
 386

**Table 4.** Methods comparison adopted from Umar (2020) and Pandey and Pandey (2021).

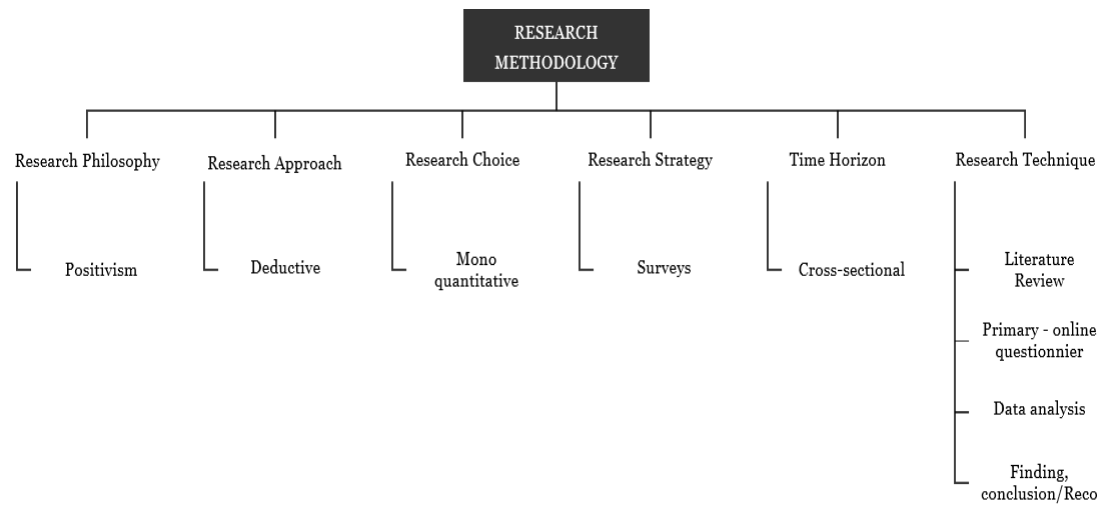
	Quantitative	Qualitative
<b>Underpinning philosophy</b>	Rationalism	Empiricism
<b>Approach to enquiry</b>	Structured/rigid/predetermined/methodology	Unstructured/flexible/open methodology
<b>Main purpose of investigation</b>	To quantify extent of variation in a phenomenon, situations, issue, etc	To describe variation in a phenomenon, situation, issue, etc.
<b>Measurement of variables</b>	Emphasis on some form of either measurement or classification of variables	Emphasis on description variables
<b>Focus of enquiry</b>	Narrows focus in terms of the extent of enquiry, but assembles required info from a greater number of respondents	Covers multiple issues but assembles required information from a greater number of fewer respondents
<b>Dominant research value</b>	Reliability and objectivity (value-free)	Authenticity but does not claim to be value-free
<b>Dominant research topic</b>	Explains prevalence, incidence, extent, nature of issues, opinions and attitude; discovers regularities and formulates theories.	Explores experiences, meanings, perceptions and feelings
<b>Analysis of data</b>	Subjects variables to frequency distributions, cross-tabulations or other statistical procedures	Subjects responses, narratives or observational data to identification of themes and describes these
<b>Communication of findings</b>	Organisations are more analytical, drawing inferences and conclusions and testing the magnitude and strength of a relationship.	Organisation is more descriptive and narrative

387

### 388 **3.1.4 Research Strategy**

389 This research focuses on “Survey”, which is associated with the deductive approach.  
 390 According to Saunders *et al.* (2019), the method responds to how much, how many,  
 391 what, who, and where questions for descriptive and exploratory research; survey  
 392 strategies using questionnaires are common as they allow the collection of  
 393 standardised data from lots of respondents economically, enabling easy comparison;  
 394 the survey lets researchers scrutinise data quantitatively employing descriptive and  
 395 inferential statistics. Therefore, a questionnaire will be employed here to investigate  
 396 the phenomena (CV-CPM adoption) further and identify the gaps in the practice. The  
 397 sample for the first data collection stage will be individuals /industry practitioners in  
 398 the UK. Consequently, the research strategy is descriptive surveys. Cross-sectional  
 399 and longitudinal are the major timeframes (Wimalaratne and Kulatunga, 2022). This  
 400 research involves a particular phenomenon at a specific time. Therefore, the research  
 401 time horizon is identified as the cross-sectional method. Key decisions at this stage  
 402 include target population, sample size, sampling method, data collection method  
 403 (questionnaires in this case), data analysis techniques, ethical issues, and research

404 methodology limitations (Saunders *et al.*, 2019). Fig. 4. illustrates a conceptual  
 405 research methodology framework derived for this study.



406

407 **Fig. 4.** Conceptual research of this study.

408 A comprehensive review of related studies and approximately all included items were  
 409 used from previously reviewed empirical studies to establish a theoretical basis and  
 410 obtain more in-depth knowledge about CV-CPM and the incentives and barriers to its  
 411 adoption. Then data collection and analysis were carried out through an online  
 412 questionnaire with experienced experts practising in the construction industry in the  
 413 UK. The survey was designed based on Likert scale questions, Multiple choice & some  
 414 open-ended questions in six sections. The questionnaire was distributed to 81  
 415 construction professionals from small, medium-sized, and large-sized. Fifty-three  
 416 responded with a total response rate of 53%. The results are presented and structured  
 417 based on the 3 study objectives. Descriptive statistics findings are presented using  
 418 Qualtrics XM and SPSS statistical analysis software.

419 **3.2. Ethical Considerations**

420 Creswell (2014) states that ethical considerations are essential and must be addressed  
 421 when conducting a survey. Any phases of this study were carried out carefully not to  
 422 harm, embrace or force anybody who is participating in this study. To this end, a  
 423 standard consent form was considered during the online questionnaire to obtain  
 424 participants' consent. The researcher assured that any data obtained from  
 425 participants would not disclose or expose the participants' identities. The survey  
 426 forbade inquiry for sensitive information or persuasive participation with unidentified  
 427 data gathering and representation. Above all, the data collection, analysis, and



428 disposal processes comply with the University of the West of England (UWE), Bristol  
429 ethical policies. This research was considered a low-risk study.

430

### 431 **3.3. Validity and Reliability**

432 This study utilises Pearson correlations, which implies the hypothesis of the  
433 continuous measurement nature of both latent and observed variables, apart from  
434 multivariate normality (DiStefano, 2002). Also, reliability will be established using  
435 the "Cronbach alpha" method, the most used measure of internal consistency  
436 reliability (Litwin, 2012; Pallant, 2020). Therefore, in this study Statistical Package  
437 for Social Sciences (SPSS) will be used alongside Qualtrics XM to test the reliability  
438 and validity of the data and questionnaire. As discussed above, this research entails a  
439 particular phenomenon in a specific time; therefore, the validity of this study is strictly  
440 related to a limitation in time. The significance of this study can be influenced by the  
441 validity and reliability of the acquired data.

442

## 443 **4. Results and Analysis:**

444

### 445 **4.1 Response rate, validity and reliability:**

446 The questionnaire was distributed to 100 construction professionals across the UK,  
447 and 81 people responded to the survey. However, this study uses only 53 of them for  
448 analysis, with a total response rate of 53%, as 28 of the responses are unused due to  
449 missing information/uncompleted surveys.

450

451

452 The Cronbach's alpha value was calculated as 0.855 utilising SPSS, leading to the  
453 conclusion that the questionnaire is reliable. As Bolarinwa (2015) stated, values of  
454 Cronbach's alpha greater than 0.7 represent acceptable reliability.

455

456

457 To assess the validity of the survey, the Pearson correlation (Bivariate correlation) was  
458 analysed, and the result demonstrated an acceptable degree of correlation consistency  
459 between the study and the obtained value, highlighting the validity of the  
460 questionnaire. As shown in Table 5 a good relationship between variables with precise  
461 measurements close to +1 and -1 was also observed. Note that the relation between  
462 the correlation coefficient and the t-ratio (Weathington *et al.*, 2012):

$$r_c = \frac{t_c}{\sqrt{(n-2) + t_c^2}}$$

463  
464  
465  
466

**Table 5.** Pearson correlation assessment of the survey using SPSS IBM.

**SUMMARY OF PEARSON CORRELATIONS COMPARISON  
(Obtained correlation coefficient against the critical values)**

Questions	Sig. (2-tailed)	N	P-correlation (obtained)	D.F.	P-Critical Values (0.05)
QU 4	0.605	51	-0.074	49	0.273
QU 5	0.035	53	.290*	51	0.250
QU 6	0.246	53	0.162	51	0.250
QU 7	0.740	53	-0.047	51	0.250
QU 8	0.887	53	-0.020	51	0.250
QU 9	0.587	53	0.076	51	0.250
QU 10	0.600	53	0.074	51	0.250
QU 11	0.908	22	0.026	20	0.423
QU 12	0.165	49	-0.201	47	0.231
QU 13	0.134	53	0.209	51	0.250
QU 14	0.001	53	0.446**	51	0.250
QU 15	0.004	53	0.388**	51	0.250
QU 16	0.000	53	0.534**	51	0.250
QU 17	0.000	53	0.541**	51	0.250
QU 18	0.000	53	0.544**	51	0.250
QU 19	0.021	52	0.321*	50	0.273

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Close to -1: perfectly negative linear relationship | +1: perfectly positive linear relationship (Weathington *et al.*, 2012)

d.f.= the number of pairs of scores minus 2.

(Weathington *et al.*, 2012)

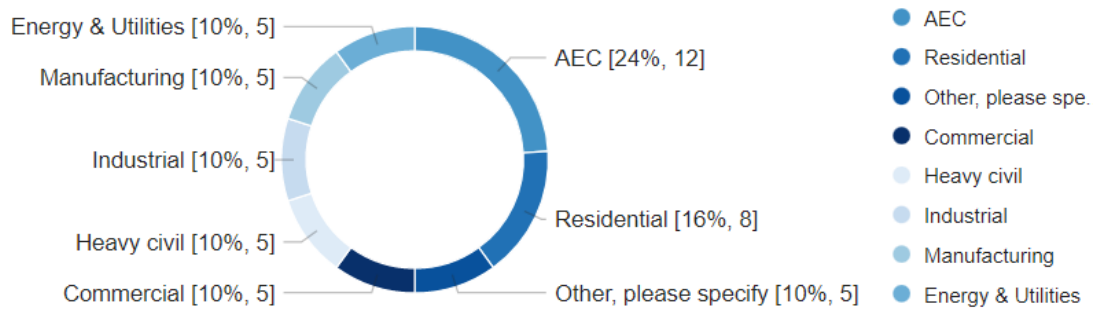
Table of critical values for Pearson's r (source: Weathington *et al.*, 2012)

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**4.2 Survey result**

**4.2.1 Respondents' Demographics**

According to the survey, the respondents work in companies of different sizes in the UK. This includes 21 from small (1-49), 11 from medium-sized (50-500), and 19 from large (500+). In addition, participants were asked which areas of construction their company has been involved in. Fig. 5. presents the companies' main business activity and the percentage.



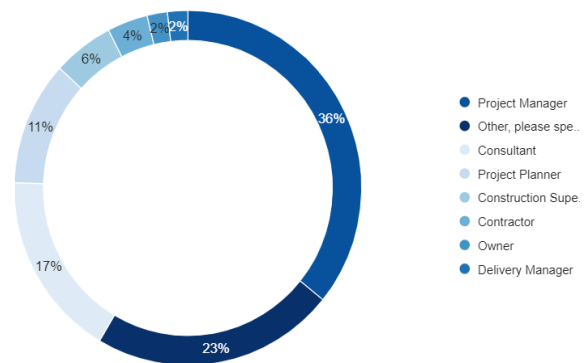
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**Fig. 5.** Companies' main business activity

479

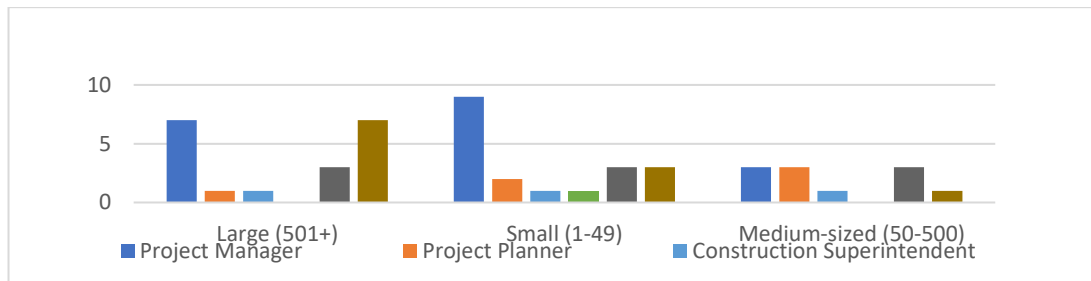
480 The respondent qualities were also analysed to interpret the results better. Fig.14.

481 presents the percentages of  
482 respondents by their positions. In  
483 addition, according to Fig. 6. & 7., most  
484 respondents are project managers  
485 working at small and large-sized  
486 companies.



487  
488

**Fig. 6.** Participants' designations



489  
490

**Fig. 7.** The proportion of participants' roles.

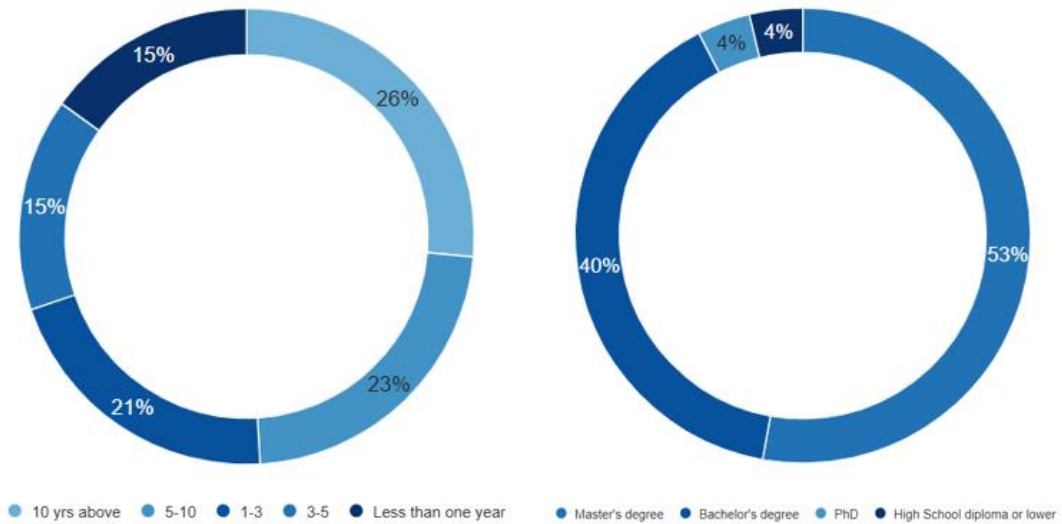
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492 The remaining ratio represents other (quantity surveyors & civil engineers),  
493 consultants, planners, construction superintendents, contractors, owners, and  
494 delivery managers with the approximate proportion of 23%, 17%, 11%, 6%, 4%, and  
495 the remaining two roles with 2% evenly which verifies a wide range of participants  
496 contributed in this survey to empower validity of the responses.

497

498 As for education, 93% of the participants hold a master's and bachelor's degree, 53%  
499 and 40%, respectively. The remaining hold PhD and high school diplomas or lower  
500 with an identical proportion of 4%. Regarding work experience, 26% of participants  
501 had 10+ years of experience, 23% (5-10), 21 % (1-3), and 15% from 3-5 years of

502 experience. Likewise, those who had only one year of experience were 15%.  
 503 Consequently, nearly 48% of respondents had 5+ years of experience, which is a  
 504 notable amount of work experience in the industry. Fig.8. presents the data  
 505 concerning the education and work experience of respondents.  
 506

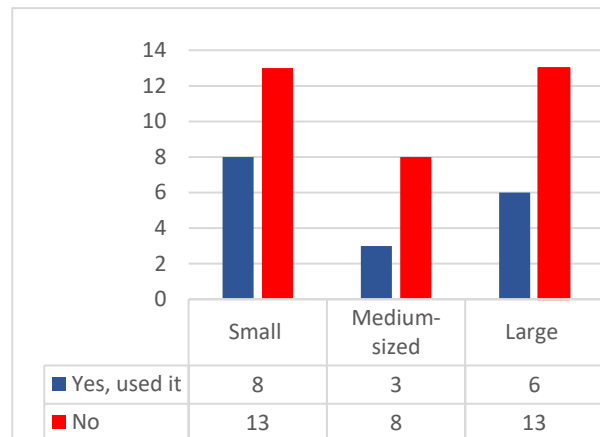


507  
508

**Fig. 8.** Education level and work experience of the participants

509

510 In addition to demographic information, participants were surveyed about their  
 511 awareness of CV technology and its  
 512 usage. Respondents were asked if  
 513 they or their company currently use  
 514 Computer Vision (CV) or other  
 515 technologies in their construction  
 516 progress monitoring (CPM)  
 517 practices; of those who responded,  
 518 66% stated they or the company,  
 519 irrespective the size, does not use it,  
 520 and 34% is using it.



521

**Fig. 9.** CV-CPM uses among UK companies.

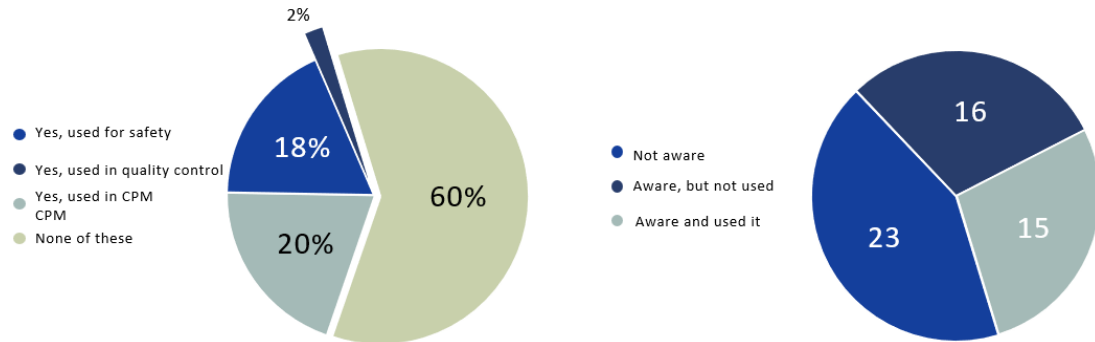
522

523 Fig. 9. reflects detailed use values among UK construction, including small, medium,  
 524 and large-sized companies. As the pie charts below show, about 23 (43%) of the  
 525 respondents were unaware of CV, and only 15(28%) responded that they are aware of  
 526 it. The remaining 16 (29.6%) appear to be familiar with the CV-CPM but have not used  
 527 it. Of those who responded to if they had ever used CV or been involved in smart  
 528 monitoring, 20% used it in CPM, 18% in safety, and 2% in quality monitoring. The

529 responses demonstrate that nearly 60 % of the participants have never employed  
 530 visual assessment technology. (See fig.10.)

531

532



533

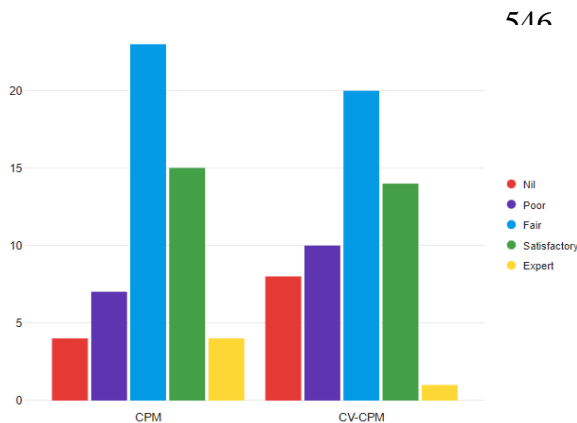
534

**Fig. 2.** Level of awareness and CV usage.

535

536 The responses show that 32.7% of large companies currently use CV-CPM technology.  
 537 At the same time, this is 39.3% and 28.3%, respectively, for small and medium-sized.  
 538 However, the figure represents that almost 2/3 of all-sized companies have not  
 539 deployed it (small 60.7%, medium 71.7%, and large 67.3%), which is a significant gap,  
 540 as shown in fig.18. The participants were further asked when they plan to use it If they  
 541 do not use CV on your construction site. In reply, 43% indicated within 1-5 years, and  
 542 27% pointed within 5-10 years. Moreover, 18% of those who responded were unsure,  
 543 while the remaining 10% believed it would be over ten years. Only 2% indicated they  
 544 “Never” would use a CV on their construction site.

545



555 **Fig. 3.** Competence level in CPM/CV-CPM

556

557

558

559

#### 4.2.2 Relative advantages over traditional CPM

560

561

The results display that most respondents agree with the relative benefits of CV-CPM over the conventional approach. The CPM function refers to the required output of

546

Eventually, participants were asked to rate their CPM and CV-CPM competence levels. As shown in fig.11., the responses exhibit that most participants have a fair to satisfactory knowledge of CPM. As for CV-CPM, while the majority have nil to fair proficiency level, the level of expertise of CV-CPM is still quite low among construction professionals.

559

562 the site performance, and the process relates to controlling those activities carried out  
 563 during planning and scheduling. Table 6 presents the ranking based on respondents'  
 564 standpoints: Schedule optimisation and real-time data collection are mostly favoured.  
 565 Controlling project performance, task completion, and transparency/accuracy with  
 566 the same value stands top second picks. Identifying time discrepancies, active  
 567 decision-making, and change detection was picked as the third top-ranked by the  
 568 respondents. Conversely, functions such as quantifying project progress and dispute  
 569 avoidance are both ranked the lowest, though still more preferred than the traditional  
 570 method.

571

572 **Table 6.** Relative advantages of CV-CPM over traditional CPM

Field	Min	Max	Mean	Median	Standard Deviation	Variance
Time schedule optimisation	2.00	4.00	3.74	4.00	0.48	0.23
Real-time data collection	2.00	4.00	3.72	4.00	0.49	0.24
Controlling project performance	2.00	4.00	3.70	4.00	0.50	0.25
Task Completion	2.00	4.00	3.70	4.00	0.50	0.25
Transparency and accuracy	2.00	4.00	3.70	4.00	0.50	0.25
Identifying time discrepancies	2.00	4.00	3.68	4.00	0.58	0.33
Active decision making	2.00	4.00	3.68	4.00	0.58	0.33
Change detection	2.00	4.00	3.66	4.00	0.55	0.30
Track equipment and material which affects time schedule	2.00	4.00	3.62	4.00	0.59	0.35
Lawsuit/dispute avoidance (Time wise)	2.00	4.00	3.51	4.00	0.60	0.36
Quantifying project progress	2.00	4.00	3.51	4.00	0.63	0.40

573

574

### 575 **4.2.3 The perceived characteristics**

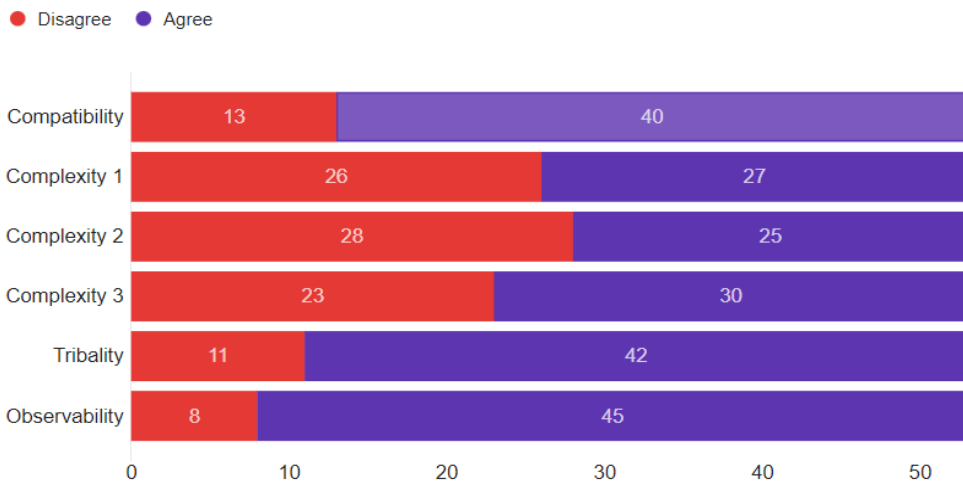
576 The first inquiry relates to compatibility, followed by three questions to calculate the  
 577 complexity and the last two to review the trialability and observability characteristics.  
 578 Among those who responded, the outcomes reveal that the CV-CPM is somewhat  
 579 compatible, and it is easy to see the positive impacts in some ways. For complexity,  
 580 CV-CPM is seen to be somehow complicated for all-sized companies, yet participants  
 581 highlighted that it would be more complex for project planners to learn. The  
 582 trialability characteristic of the CV-CPM innovation findings points out positive  
 583 feedback from most participants. That means there is a chance to try a pilot project  
 584 before full implementation. Notwithstanding, as shown in Table 7 and fig. 12,  
 585 participants have given more frequency of agreement to each of these statements.

586

587 **Table 7.** CV-CPM Perceived characteristics.

Field	Min	Max	Mean	Median	Standard Deviation	Variance
The use of CV-CPM is compatible with our current practice of project progress monitoring and controlling	1.00	3.00	2.51	3.00	0.86	0.74
CV-CPM methods would be difficult to learn	1.00	3.00	2.02	3.00	1.00	1.00
CV-CPM methods would be difficult for planners and PM to understand	1.00	3.00	1.94	1.00	1.00	1.00
The training required to learn CV-CPM methods would be complicated	1.00	3.00	2.13	3.00	0.99	0.98
CV-CPM methods would have to be experimented with before using to plan real construction work	1.00	3.00	2.58	3.00	0.81	0.66
It is easy to see the impact of CV-CPM on construction progress monitoring effectiveness.	1.00	3.00	2.70	3.00	0.72	0.51

588



589

590

**Fig. 12.** The identified characteristics of CV-CPM technology innovation.

591

592

#### 593 **4.2.4 CV-CPM use**

594 The responses revealed functions such as “reporting project progress, validating and  
595 schedule analysis, and equipment tracking as the least used functions. Table 8 shows  
596 the frequency of usage in detail.

597

598 **Table 8.** The extent of CV-CPM functions used. (Never – Sometimes – Always)

Field	Min	Max	Mean	Median	Standard Deviation	Variance
Change Management (Time)	1.00	5.00	2.96	2.00	1.79	3.19
Data collection	1.00	5.00	2.92	2.00	1.79	3.20
On-site material tracking (Inventory)	1.00	5.00	2.74	2.00	1.74	3.02
Progress comparison (actual Vs planned)	1.00	5.00	2.73	2.00	1.70	2.89
Monitoring and controlling	1.00	5.00	2.66	2.00	1.66	2.75
Machinery and equipment tracking	1.00	5.00	2.64	2.00	1.67	2.80
Validating and analysis of the schedule	1.00	5.00	2.62	2.00	1.68	2.84
Reporting project progress	1.00	5.00	2.36	2.00	1.49	2.23

599  
600

#### 601 **4.2.5 Incentives for CV-CPM**

602 Table 9 show that participants believe technological development will improve the  
603 decision-making process and strengthen competitive advantages (ranks 1,2,3).  
604 Therefore, CV-CPM would be strategically important to implement in UK  
605 construction sites, and the variable ranked 4 with a mean of 5.06. The responses,  
606 however, reveal that the main constraints are not easy adoption of CV-CPM and  
607 insufficient internal expertise, with the least mean values, ranked 8 and 7,  
608 respectively.

609  
610

**Table 9.** Incentives to adopt CV-CPM in UK construction sites.

611

Field	Min	Max	Mean	Standard Deviation
By adopting CV-CPM, the company can follow the technological development	1.00	6.00	5.43	1.58
CV-CPM improves the decision-making process	1.00	6.00	5.34	1.69
CV-CPM will give us competitive advantages	1.00	6.00	5.23	1.80
It is believed that CV-CPM innovation would be of strategic importance for the company	1.00	6.00	5.06	1.96
Getting good support from external actors/consultants to use CV-CPM in our projects.	1.00	6.00	4.77	2.15
Perceiving a strong internal demand for CV-CPM	1.00	6.00	4.49	2.30
The company enough internal expertise capacity to implement CV-CPM	1.00	6.00	4.46	2.31
CV-CPM is straightforward/easy to adopt	1.00	6.00	4.02	2.45

612  
613



614 **4.2.6 Barriers to CV-CPM adoption**

615 As shown in table 10, the top three barriers are the high cost of technology  
 616 (Soft/hardware), lack of expertise, and resistance to changing the CPM method. In  
 617 contrast, lack of digitisation ranked as the least barrier to adopting CV-CPM with a  
 618 means of 2.25. Next, the lack of knowledge, client demand, and technical challenges  
 619 are ranked as 4th, fifth, and sixth (the second top) barriers to implementing CV-CPM  
 620 in UK construction sites. Nonetheless, the third top barrier group observed is  
 621 connected to the internal organisation: lack of internal knowledge and lack of tangible  
 622 benefits.

623 **Table 10.** Impediments to adopting CV-CPM in UK construction sites.  
 624

Field	Min	Max	Mean	Standard Deviation	Variance
High costs to invest in hardware/software	1.00	3.00	2.66	0.75	0.56
Lack of CV-CPM expertise in the UK market	1.00	3.00	2.65	0.76	0.57
Stakeholders resist to change from traditional construction CPM practices to CV-CPM	1.00	3.00	2.62	0.78	0.61
Lack of client knowledge about CV-CPM	1.00	3.00	2.58	0.81	0.66
Lack of demand from the client side to use CV-CPM	1.00	3.00	2.55	0.84	0.70
Technical challenges in setting up CV-CPM	1.00	3.00	2.55	0.84	0.70
Lack of CV-CPM knowledge within the internal workforce	1.00	3.00	2.55	0.84	0.70
Lack of tangible benefits of CV-CPM/business value	1.00	3.00	2.42	0.91	0.82
Difficult to find people with the required skills	1.00	3.00	2.32	0.95	0.90
Lack of industry digitization	1.00	3.00	2.25	0.97	0.94

625  
 626

627 *Objective 3: To investigate solutions and drivers influencing CV- CPM*  
 628 *implementation within UK construction Sites.*

630 **4.2.7 Solution/ Driving forces**

631 With a very close mean value, "our partner started using it" and "when the company  
 632 realised the clear benefits of CV-CPM" were selected respectively as the leading  
 633 solution. Additionally, "receiving adequate support from software vendor (training,  
 634 trial period, low price)"was ranked number 3. It should be noted that "accepting  
 635 changes in the sector ranked the least important driver to the adoption of CV-CPM  
 636 according to responses. (See table 11)

637 **Table 11.** Solutions and driving forces to seize barriers and adopt CV-CPM.  
 638

639

Field	Min	Max	Mean	Standard Deviation	Variance
Our partners start using CV-CPM	2.00	4.00	3.40	0.65	0.43
When we realised the clear benefits of CV-CPM	2.00	4.00	3.38	0.62	0.39
Receiving good support from software vendors (i.e. training, extended trial period, low price)	2.00	4.00	3.38	0.65	0.43
CV-CPM become a standard method in all projects.	2.00	4.00	3.31	0.64	0.41
Public sector mandate CV-CPM as a requirement in all construction projects	2.00	4.00	3.27	0.68	0.47
Accept changes in sector	2.00	4.00	3.25	0.65	0.42

640

## 641 **5 Discussion and Conclusion**

642

### 643 **5.1 Discussion**

644 The findings show that almost half of the participants in the UK are aware of CV  
645 technology; however, around two-thirds of them have never used CV in their CPM  
646 practice (Fig. 11). This illustrates inadequate knowledge and competency levels in CV-  
647 CPM. The low proficiency level can be attributed to a lack of competencies and skills  
648 (Sami *et al.*, 2022). Literature also reveals the industry's struggle with low competency  
649 among construction workers and professionals (Oesterreich and Teuteberg, 2016).  
650 Despite this, most participants agree that CV-CPM offers advantages over traditional  
651 CPM, particularly in optimizing schedules and real-time data collection capabilities.  
652 Active on-demand data collection provides fast and responsive assessments, aiding in  
653 schedule optimization and resource planning. CV-CPM's ability to automatically  
654 detect and determine significant changes on-site is seen as an advantage in change  
655 management. Automatic data collection is also valued for its ability to remove manual  
656 data collection, reducing human errors and improving data quality. Overall, except for  
657 a few functions, the level of use remains relatively inadequate, indicating that  
658 companies in the UK have not fully realized the potential of CV-CPM (Vilde, 2021).  
659 The respondents report that high cost, lack of CV-CPM expertise, and resistance to  
660 change are the most significant concerns for adopting CV-CPM, with mean scores of  
661 2.66, 2.65, and 2.62, respectively. Modern technology transformation is perceived as  
662 a risk, and the high cost of implementation is seen as a burden due to unclear benefits  
663 in terms of cost savings and investment requirements. This perception leads to the  
664 belief that innovative technologies are costly to implement (Zhou *et al.*, 2015;  
665 Oesterreich and Teuteberg, 2016; Dallasega *et al.*, 2018; Demirkesen and Tezel, 2021).  
666 The lack of expertise is also identified as a significant challenge for CV-CPM adoption.  
667 Given the conservative nature of the construction sector, resistance to change is  
668 expected and is considered an important barrier.

669

670 In addition to the main concerns, respondents also rank "lack of client knowledge,"  
671 "client demand," and "CV-CPM knowledge within the internal workforce" as other  
672 barriers to CV-CPM adoption. These issues of lacking skills and knowledge are  
673 prevalent within both clients and the internal workforce in the construction industry,  
674 making it challenging to implement CV for CPM (Morgane *et al.*, 2022). Client  
675 demand plays a significant role as construction companies are more motivated by  
676 client demands (Kassem *et al.*, 2012). Studies have reported that unclear benefits  
677 directly affect technology adoption in the industry. The findings indicate that  
678 technological development, improvement in decision-making, and gaining

679 competitive advantages are significant incentives for companies. Technological  
680 development is crucial for enhancing competitive advantages (Nam and Tatum,  
681 1988). It is theoretically justified and empirically confirmed that competition is a vital  
682 motivator for innovation (Mitropoulos and Tatum, 2000; Sayfullina, 2010).  
683 Companies are driven to maintain resilience and pursue further improvements to  
684 achieve greater financial benefits.

685  
686 Lastly, the survey results reveal that "partners/peers" play the most active role in  
687 driving the adoption of CV-CPM, followed by realizing clear benefits and receiving  
688 support from the vendor. This indicates that the UK construction industry is willing  
689 to accept CV-CPM only when they see tangible results and benefits. It is believed that  
690 the influence of mimetic pressures on CV-CPM adoption can be partially mediated by  
691 client/owner/government sponsorship. As mentioned earlier, companies embrace  
692 technology when they have clarity on the technological and financial benefits.  
693 This study demonstrates that respondents perceive CV-CPM as having a greater  
694 relative advantage, good compatibility with current practices, good trialability, and  
695 observability. However, the complex nature of the process and the difficulty in  
696 learning and understanding have hindered the diffusion of CV-CPM innovation. The  
697 findings highlight "high cost and unclear benefits" as the top barriers. Additionally,  
698 considering the institutional concept, the solution of "our partners start using it"  
699 indicates that companies are influenced primarily by mimetic pressure. In a broader  
700 sense, if "our partners/firms are not using CV-CPM," it can be considered a barrier,  
701 while their adoption can be seen as a solution. This reveals that UK construction  
702 companies are uncertain about embracing CV-CPM due to hesitation about the  
703 benefits and gains.

704  
705

## 706 **5.2 Conclusion**

707 Construction is recognized as a major influencer in the UK economy, but it faces  
708 numerous challenges, particularly in managing and controlling projects due to reliance  
709 on manual data collection. CV application has the potential to bring many benefits and  
710 standardize the CPM process. CV-CPM can eliminate redundancies and errors, making  
711 the process more reliable. Therefore, this research aimed to investigate the usage and  
712 advantages of CV-CPM over traditional approaches, the challenges of CV-CPM  
713 implementation, and the incentives and drivers influencing CV-CPM implementation  
714 in UK construction sites. Through a comprehensive literature review, followed by a  
715 quantitative survey, the study sought to achieve these objectives.

716

717 The analysis reveals that while awareness of CV-CPM among UK construction  
718 professionals is fair, there is a lack of knowledge and skills. The results indicate that  
719 CV-CPM is considered superior to the traditional approach, but its usage level remains  
720 low regardless of company size. This may be due to the relatively new concept of CV-  
721 CPM and its limited use for progress measurement in UK construction, with a greater  
722 focus on change management and material tracking. The survey also identified the  
723 most significant barriers to CV-CPM adoption, including the cost of implementation,  
724 lack of expertise, and resistance to change. Incentives for CV-CPM use were also  
725 analysed, with technological development, improved decision-making, and  
726 competitive advantages identified as significant factors, as technological advancement  
727 is crucial for gaining competitive benefits. Solutions to address these barriers were  
728 found in the form of mimicking peers (partners starting to use CV-CPM) and clear  
729 benefits that companies can observe. In conclusion, the implementation of CV-CPM  
730 technology can enhance progress detection operations and data accessibility on UK

731 construction sites. However, successful implementation requires careful consideration  
732 of financial impacts and the development of strategies to address unknown benefits  
733 and gains. To overcome resistance to change, companies must foster a culture of  
734 change and provide training to enhance workforce awareness, preparing the industry  
735 for a smooth transition.

736

737 The main contribution of this study is providing construction professionals with a  
738 comprehensive list of barriers and incentives for CV-CPM adoption. Industry  
739 practitioners can benefit from these findings and detailed evaluations to develop  
740 successful adoption and transformation strategies, as CV-CPM has the potential to  
741 accelerate progress detection and data accessibility. Despite the valuable contributions  
742 of this study, there are limitations. The survey sample size was small, representing only  
743 a portion of UK construction professionals, and therefore reflecting the thoughts and  
744 opinions of a limited population. Future research could expand on this by examining  
745 the knowledge level of respondents regarding CV-CPM adoption in UK construction  
746 sites. Additionally, other key factors that were not investigated due to time limitations  
747 could be explored further. Future case studies focusing on practical implementation  
748 could provide a better understanding of the challenges, possibilities, and drivers for  
749 CV-CPM in UK construction sites.

750

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1120 ***Figure Caption List***

- 1121 Fig. 1. AI types to simulate human intelligence include machine learning, deep  
1122 learning, computer vision, and robotics and frequently used terminologies (source:  
1123 Huang et al., 2021)  
1124 Fig. 2. A typical concept of a computer vision-based system (source: Paneru et al.  
1125 2021)  
1126 Fig. 3. Deductive vs Inductive Approaches (Source: Balderacchi et al., 2013)  
1127 Fig. 4. Conceptual research of this study  
1128 Fig. 5. Companies' main business activity  
1129 Fig. 6. Participants' designations  
1130 Fig. 7. The proportion of participants' roles  
1131 Fig. 8. Education level and work experience of the participants  
1132 Fig. 9. CV-CPM uses among UK companies  
1133 Fig. 10. Level of awareness and CV usage  
1134 Fig. 11. Competence level in CPM/CV-CPM  
1135 Fig. 12. The identified characteristics of CV-CPM technology innovation

1136 ***Table Caption List***

- 1137 Table 1: Presents a summary of the other advantages of CV-CPM innovation  
1138 Table 2. Various Barriers identified to the adoption of CV-CPM  
1139 Table 3. Summary of technical limitations  
1140 Table 4. Methods comparison adopted from Umar (2020) and Pandey and Pandey  
1141 (2021)  
1142 Table 5. Pearson correlation assessment of the survey using SPSS IBM  
1143 Table 6. Relative advantages of CV-CPM over traditional CPM  
1144 Table 7. CV-CPM Perceived characteristics  
1145 Table 8. The extent of CV-CPM functions used. (Never – Sometimes – Always)  
1146 Table 9. Incentives to adopt CV-CPM in UK construction sites  
1147 Table 10. Impediments to adopting CV-CPM in UK construction sites  
1148 Table 11. Solutions and driving forces to seize barriers and adopt CV-CPM