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AN EVALUATION OF THE IMPORTANCE OF VARIOUS ELEMENTS OF RESIDENTIAL COMPLEXES IN THE IMPROVEMENT OF SOCIAL INTERACTIONS (CASE STUDY: THE APARTMENTS OF GHODOUSI, SATTAR KHAN AND KHOLDBARIN NEIGHBORHOODS OF SHIRAZ)

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ABSTRACT

An environmental plan is desirable if it is in line with human needs. The needs of the human to love and social life require the designing of spaces that preserve social interaction and at the same time provide individual independence. In this paper, with regard to the importance of improving social interactions, we attempted to identify which architectural spaces could reduce the lack of such plan. The case study is an applied research, and is based on descriptive survey method. In the beginning, according to the library data, the indices of social interaction improvement were identified. Then, using the survey research, cluster sampling and

questionnaires, 136 residents of different areas of Shiraz were selected among residential complexe of Shiraz University in the East Ghodousi Street, residential complex of engineers in West Ghodousi Street, residential complex of Sattar Khan in Sattar Khan. The importance of each factor was evaluated in various aspects of apartment space. Data analysis was based on descriptive statistics and using the spss 21 software. Based on the results of audience surveys, the entrance door security of units was the most important component in the improvement of social interaction; the rest of the components were almost identical in their degree of importance.

Keywords: Social interaction, sense of belonging to a space, socialization and participation of space, privacy, territory, congestion.

INTRODUCTION

Throughout history, humans have always formed social connections based on their needs, personal expectations and specified rules. With the growth and development of urbanization and the expansion of the metropolises and more complexities of social relations of citizens, residential places began to play an important role in identity and social interactions of citizens. Social interaction among neighbors has been a prior demand, and creates social sustainability. Although the conflict between tradition and modernity in contemporary era has caused an ignorance of traditional values, the main form of socio-cultural and residential sites is still visible. Growing demand in our country caused by the migration, have resulted in profiteering and creation of low quality apartments that don't have a single criteria for a desirable Iranian house in terms of social relations. Thus, this study investigates the importance of the improvement of spatial desirability components in the improvement of social interactions from the perspectives of residential neighborhood's inhabitants of Shiraz. Based on theoretical studies, components, such as a sense of security (physical and mental), sense of belonging, territory, privacy, socialization and participation of space were investigated in the main parts of apartments' space. In the contemporary era, growing demand for apartment living and ignoring the rules of social interaction, have resulted in more people than ever live in their own isolation. However, the growth and development of human social life is so important and have caused many researchers to investigate the influencing factors. Residential location as a place of individual comfort is an appropriate place for dynamic social interactions. Unfavorable residential areas, with

technological advances have caused the visual communications be reduced to media individual communications.

An environment depends on different social, cultural, physical, architectural, geographical, historical and biological aspects. Jane Jacobs, focused on the dynamics of a space in creating a safe environment. This means that human behavior influences the environment and the environment leads to certain behavior in a person (Rezai, 2013). That is why applied research and creative architectural designs are needed for the creation of attractive and flexible spaces that motivates active participation in society.

A review of the literatureAlong with the population growth, studies are conducted to improve the social and environmental interactions. Some of them are discussed in the following.

Some basic researches in the field of residential environments and their influence on the quality of social behavior are conducted by Festinger in 1950. His famous project in the dorms of MIT, forced the social psychologists, architects and scientists from other disciplines to do extensive researches on the effects of the residential environment in their social behavior.

Jerry Finrow studies are valuable because he considered the efficient places to establish a clear social interaction and also indicated the impact of factors such as proximity and need to interaction in modern buildings (Finrow, 1970).

Humphrey Osmond and Paul Lovton studies show that the face to face relationships in public places are an important factor in the pattern of social interaction. Identifying potentials to establish interactions and proving the necessity of a visual connection are so important in his researches (Gifford, 1997).

Rafieian et al. (2009) focused on the perspective of space, as a factor in creating a safe and relaxing environment. Torabi (2012) examined the impact of physical features of public outdoor on the increase of interactions and social behavior. He indicated that three factors of charm-beauty, safety-security, and access-hierarchy are important.

A study conducted by Moayedi (2013), investigated the role of the six components from an urban perspective, including the identity of the place, memorability, form and structure, spatial sense, readability, public and visual perception in the promotion of a sense of security in the public urban space.Ghanbarian (2014) investigated the factors affecting the promotion of social interaction, such as territory, sense of

security, sense of belonging, congestion, socialization and participation and so on.

The case study in this research is a survey of residents in the city of Shiraz, to evaluate the importance of these components in social interactions.

Theoretical Foundations of Research

Library studies on theories of environmental design resulted in comments about the impact of the environment on social interactions. Edward Hall (1974, 1966) in the field of anthropological studies, have focused on the behavior of designers in relation to the space. In his research, he considered the relationship between space layouts and social status of the people. The following definitions are used in this study:

Housing

According to the second session of the Human Settlements, housing regardless of the physical location, is defined as a space that should have the potential to meet all the needs of the human (Qeibi et al. 2014).

Social interactions

Interaction means proximity and having distance. Social system includes a set of individuals who directly or indirectly, communicate regularly with each other. The desired level of such integration is affected by the physical cultural components of space. In the following, we will explain the definition of the components listed in the previous section.

Residence location in social interactions

Neighborhood is the physical embodiment of community and its boundaries are identified by territories. We all have experienced visiting the old neighborhoods, where homes and neighborhoods, in the true sense, gave a relaxation and peace; the basis for the formation of such places was based on families (Qeibi 2014). The growing dimensions of urbanization, challenged towns and urban planning; some of these great challenges are an increasing social disorder, fading privacy and a sense of social belonging. These factors have resulted in the reduction of the quality of life (Abdullahi 2010). Residential environments, based on their characteristics, specify the social interactions. Osmond (1957) has divided these places to 'social' and 'unsocial'. In fact, public spaces, with their potential capacities, create an opportunity for the formation of social practices (albeit inconsistent). Then, after the primary "conclusion" of the interaction, differences in levels of economic, social and cultural crate behavioral patterns; they are the basis for future relations (Ghanbari 2014). Various social activities are carried out in different areas; in residences, private and outdoor

spaces, balconies and the like. But in this study only public spaces available for all

residents in housing complexes have been considered.

Figure 1: The components of the promotion of social interactions

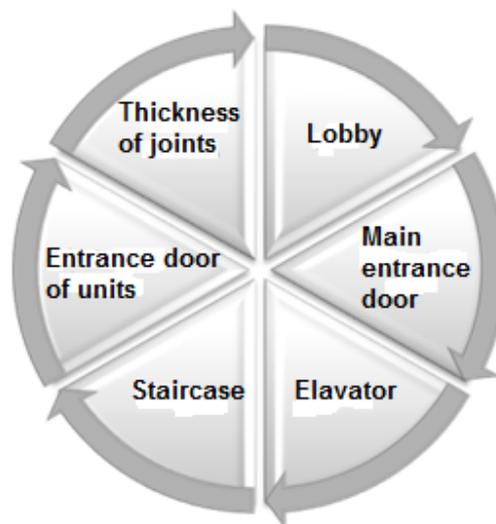| Security	Security is evaluated in the physical and mental aspects, Maslow proposed a pyramid indicating the hierarchy of needs and allocated the second class for security. Security is a human need and an indicator of mental health quality. It is the lack of apprehension and concern, it shows freedom and the satisfaction of needs and (Moayedi 2013).
Territory	Territory is only identified with physical symbols. Facilitating social interaction and social consolidation are known by territory. Territory includes locations such as homes and so onwhich are deeply personal.
Socialization and participation of space	These are two influential factors in the promotion of sustainable social interactions. Socialization of architectural space is achieved through the proper compliance of physical-spatial and psychological factors. This compliance is the result of homology and coexistence between public space and interpersonal behaviors and correlation of these two factors. This correlation is defined with the psychological and social factors of the space (Salehinia 2009). Participation refers to spaces that are meant to be shared in the apartment (Ghanbari 2014).
Belonging	It is one of the criteria for environment quality and has an important role in environmental design, architecture fields, physical characteristics such as form (color, size, shape, scale), the physical components' relations and social activities; these factors are so important in the formation of sense of Belonging(Frouzandeh,2011).
Resort	Congestion and social exclusion as its related concepts are important in acheiving the desired level of peace (Qeibi2014). In this study, congestion (Resort) is considered the opposite of social isolation and is regarded as an indication of the high percentage of social interactions.
Privacy	The overlooking of apartment spaces has affected the comfort of the families. And this factor is possible with the individualization of the space (Moztarzadeh2011).

Figure 2: The components of apartment space

Methodology and analysis of research

In this survey research, we attempted to to examine the views of sample units according to desired properties. According to the research objectives and also because of the special features, we have used of the method of survey in order to gather information and data. Statistics principal in this study included descriptive statistics and descriptive indicators such as frequency, mean, etc. In this field research, the importance of environmental quality were analyzed based on the frequency of each element in the

promotion of social interactions; the spss21 software was used. The importance of each component of residential space quality in the promotion of social interactions as well as the importance of each component of residential space quality in the promotion of social interactions are used in the content of the questionnaire with the differentiation of "gender ", "level of education and age class". The study was conducted on apartments of Ghodousi, Sattar Khan and Kholdbarin neighborhoods of Shiraz and through cluster sampling with a population of 136 people.

Figure 3: Residence complexes of Shiraz university's professors in Eastern Ghodousi (Source: authors)

Figure 4: residential complexes of Engineers in Western Ghodousi (source: authors)

Figure 5: The residential complexes of Sattar Khan (source: authors)

FINDINGS

The importance of each component was evaluated based on the Likert scale. The percentage frequency of each element on the scale is shown in the chart 1.

With regard to the quality distribution of opinions on the Likert scale, the superiority of each component in relation to the others were not clear. As a result, the average frequency of the scale was calculated. Accordingly, the door of the unit by assigning 35% of the frequency, is the most important criterion. This is illustrated in Chart 2.

Chart 2 shows the distribution of the importance of the components in promotion of social interactions with a gender differentiation based on the Likert scale. According to the chart, the highest frequency relates to door security component. There isn't any significant difference in other options. We may state that the degree of importance of each factor on the basis of "gender" was the same.

For a better analysis, we investigated the the quality of the audience's opinions with a differentiation of "education" and "age" in Charts 3 and 4.

Chart 3 shows that when the age of audiences increase the importance of "door security of units" increases as well. The data displayed in Chart 4 also shows the increasing importance security of the doors with an increase in the education of the participants.
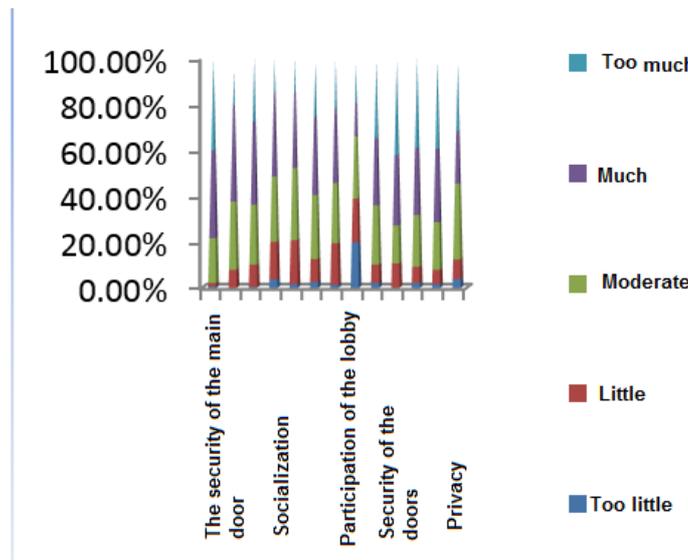
Chart1: percentage frequency of each component of the promotion of interactions on the Likert scale.
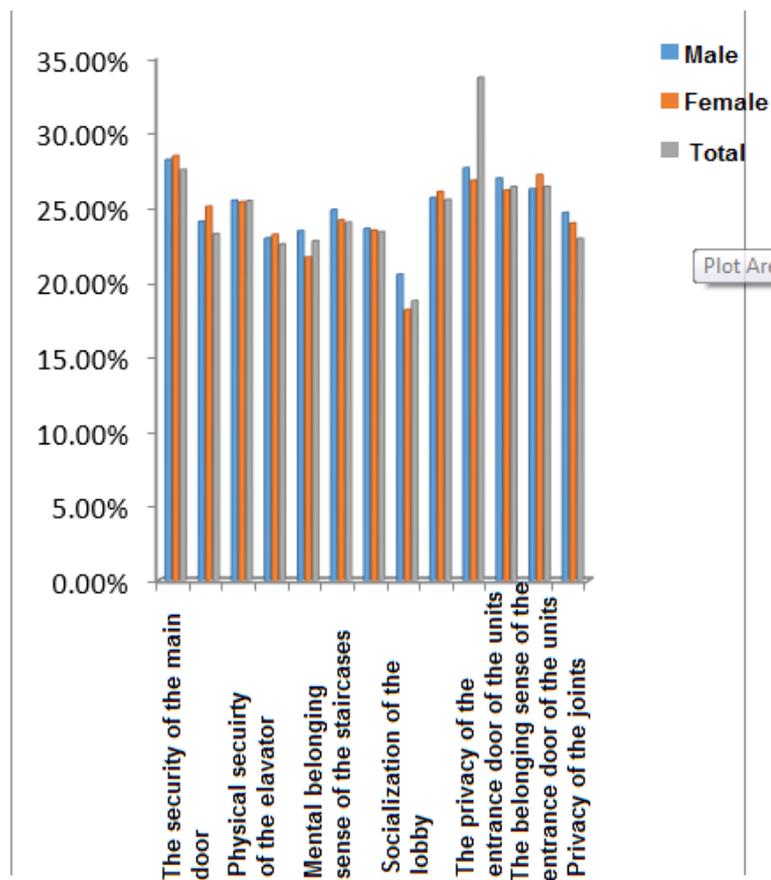

Chart 2: The percent frequency of each component of the promotion of interactions in various aspects of the space according to the gender differentiation
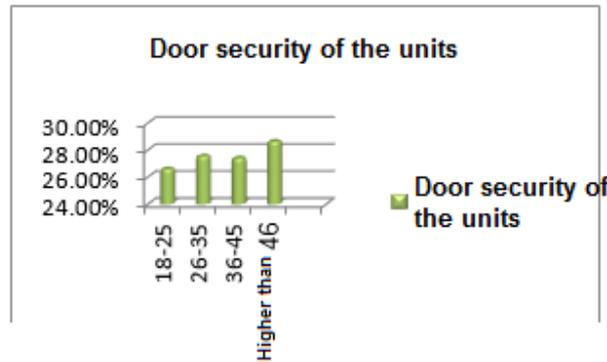
Chart 3: Frequency percentage of the component "door security of units" with a differentiation of age
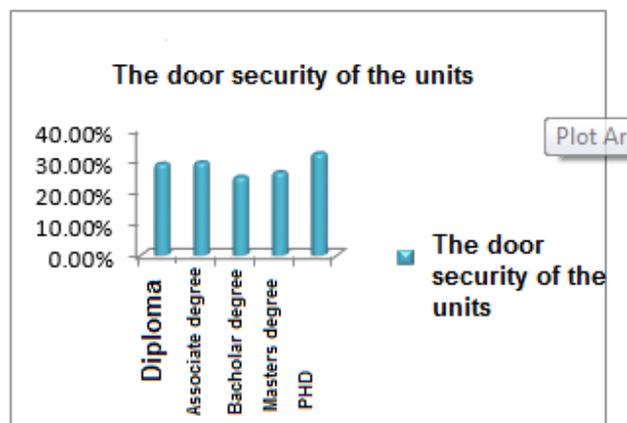

Chart 4: Frequency percentage of "door security of the units" with a differentiation of education

CONCLUSION

Lack of attention to the values and patterns of social life in the design of residential apartments is only justifiable with profiteering and mass production. On the other hand efforts to provide an affordable house, has caused the ignorance of basic needs to some extent; this factor may result in an in unconscious isolation. Based on the results of this research, along with an increased educational level of Iranian society, and the efforts of governments to satisfy the needs of citizens, providing the security of doors seems far more necessary.

This factor partly reflects the personal independence at the heart of social life and the safety of residents. Also, due to the sensitivity of the age range and the needs to more relaxed environment, the more secure door designs will lead to the more satisfied and more safety of people.

Vitality and dynamism of urban areas depend on the presence of people in the environment and their social interactions. Beautifully, artistically and thoughtfully crafted cities result in such a powerful presence. In this regard, more extensive study of the components of space quality are needed for

the improvement of interactions in traditional contexts and modern ones. Thus, modern architecture could be successfully assessed. Another point is that according to the results of this study, the psychological investigations of residents are needed to provide services in a dynamic architectural design.

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