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The Effect of Vitality Aspect on the Intimacy Feeling of Shiraz Urban Neighborhoods Inhabitants

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ABSTRACT: The present study aimed to discover the memorabilia aspects and evaluate the effectiveness level on promoting the feeling of intimacy of inhabitants in localities to their biological scopes. The feeling of intimacy is a multidimensional issue for which various aspects are compelling. Based on the recent studies, memory as one of the criteria examines the feeling of intimacy toward their habitats. To assess the theoretical patterns, three locations were chosen as a case study among old localities, including Ishaq Beyg, Blackstone, and chicken market and three areas of irrigation, Havabord, and Eslahnezhad among new localities of Shiraz. A consistent questionnaire was distributed among them. This study includes a practical method is and developed based on correlation and descriptive-analytical technique. The questionnaires data were assessed by SPSS software and Spearman Correlation Coefficient tests, ANOVA, Tukey, Samples, and Paired Test Samples T and Pearson Correlation Coefficient. Our results indicated the homogeneity of particular localities in old and new contexture based on the individual feature's similarities and importance of memory aspect on the promotion of intimacy in all localities. Thus, social memories are more effective than skeletal ones in promoting the inhabitant's intimacy in localities.

Keywords: *Intimacy, Vitality, Area, Shiraz city, Inhabitable environment.*

INTRODUCTION

A feeling of intimacy to an area or area adhesion represents an insight of the environment and conscious emotions of the backgrounds creating an internal association for the person with the surrounding. Hence, the individual's emotions and perception are guaranteed and combined with the environment's semantic context. Such an intimate feeling converts a scope into a location with definite behavioral and emotional properties for specific individuals (Peiser, 2018, 66). Area adhesion comforts people in an area while directing the individuals towards an identity. Furthermore, the feeling of intimacy to the scope is a multifaceted notion of human emotion and environment adhesion. It is established by adapting to the scope and using the scope by humans. The area adhesion feeling indicates the spiritual, emotional, and symbolic dimensions present between the environment and humans with complex internal relations (Stevens, 2019, 41). Due to such complexity, there is no agreement on the studies' assessment approaches and general concept of area adhesion. The associated studies highlight the roles of various aspects in creating this feeling, and the physical features of the environment and the inhabitants' social features can be mentioned. The relations between the environment and individuals, duration of residence, and generally, the memorability aspect are also indicated. The memorability aspects affecting the inhabitants' residence adhesion in districts to their setting are classified into the two groups of social and physical memories (Long, 2019, 39). The residence duration parameter is one of the most vital aspects based on the formation of area adhesion and memories, particularly in inhabitation areas. The findings regarding the inhabitants of the new neighborhood indicated that despite long-term residence, the area adhesions of the inhabitants is considerably lower compared to the inhabitants in older urban textures. Thus irreversible damages (including nonexistence of involvement in the neighborhood affairs, inappropriate land use and demolition, poor neighborhood relations, safety problems, and inhabitants' depression) are imposed on the neighborhoods'

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cultural and social structure (Galilee, 2021, 96). Therefore, considering this critical issue, the current work aimed to respond to the following questions: Why is the residence adhesion to the environment low in some inhabitant areas regardless of the extended dwelling period. What memorability aspect has the higher effect on developing the area adhesion in inhabitants? Thus, to analyze and evaluate the memorable aspects to enhance the area adhesion in neighborhoods inhabitants, and considering the residence duration by the people as a variable, in the present paper, three neighborhoods in the new texture and three districts in the old texture of Shiraz were chosen as the case study.

Literature Review

In this work, the cognitive effects of memory were investigated on improving the area adhesion of the district's inhabitants in

Table 1: A literature review of area adhesion influence on memory

Researcher	Research Summary	Result
Diener & Hagen (2020)	This article explores the complexity and richness of place attachment as researched across multiple disciplines while also outlining how geographers can make a more pronounced contribution	This article surveys place attachment research and in the process demonstrates the recent dearth of explicit research on the topic in geography compared to other disciplines, especially psychology.
Escalera-Reyes (2020)	This article is based on a case study implemented through long-standing ethnographic research conducted in Pegalajar (Andalusia-Spain)	This case proposed a perspective on feelings and collective identifications as analytical interfaces between social and natural dimensions of SES in order to enhance understanding of their structuring and dynamics, particularly their resilience, and in order to manage them in a more sustainable way.
Manzo & Devine-Wright (2020)	Investigating the basics of the sense of belonging to a place in architecture and urban planning	Provides a state-of-the-art overview of place attachment theory, methods, and applications. It is must read for anyone wanting to gain a transdisciplinary understanding of people's emotional bonds with particular places, and how those are shifting in response to contemporary patterns of climate change, disease pandemics, rapid urbanization, and enforced migration.
Smith (2019)	Explorations in Place Attachment	This book explores the unique contribution that geographers make to the concept of place attachment, and related ideas of place identity and sense of place. It presents six types of places to which people become attached and provides a global range of empirical case studies to illustrate the theoretical foundations.
Chen; Hall & Prayag (2021)	Sense of Place and Place Attachment in Tourism (Contemporary Geographies of Leisure, Tourism and Mobility)	Examines sense of place and place attachment in terms of a typology of sense of place/place attachment that includes genealogical/historical, narrative/cultural, economic, ideological, cosmological, and dynamic elements. Dimensions of place attachment such as place identity, place dependence, and affective attachment, are discussed as well as place marketing, place making, and destination management
.Marques et al (2020)	Sense of Place and Belonging in Developing Culturally Appropriate Therapeutic Environments: A Review	A set of principles is developed that allows for the landscape design of such therapeutic environments while accommodating the socio-cultural and environmental values that promote health and wellbeing of both Maori and non-Maori peopl
Aygenc; Ozburak & Uzunoglu (2020)	Investigation of Place Attachment and Sense of Belonging from the Perspective of the Residents - Samanbahçe Social Residences as Case Study	The results of the interviews and surveys conducted with the users revealed that the degree of belonging and satisfaction of the people living in this area regarding their home and environment is quite high
Ahn & Davis (2020)	Sense of belonging as an indicator of social capital	This is supported by substantial statistical evidence of their relatedness, despite their independent origins in social research. For these reasons, this paper argues that sense of belonging can be used as a simplified alternative way to measure social capital
Akyıldız, & Nur Olgun (2020).	Investigation of the Relationship between the Concept of Belonging and Sustainable Urban Conservation Process: The Case of Izmir- Sıgacık Inter Castle Settlement	The urban protection, sustainability and belonging phenomena are examined, and İzmir-Sığacık castle area, which is selected as an example area and where these phenomena stand out, is discussed.
Spence (2020)	Senses of place: architectural design for the multisensory mind	Such a multisensory approach will hopefully lead to the development of buildings and urban spaces that do a better job of promoting our social, cognitive, and emotional development, rather than hindering it, as has too often been the case previously.
Dameria et al (2020)	A Conceptual Framework for Understanding Sense of Place Dimensions in the Heritage Context	The relationships between heritage place, sense of place dimensions, and the principles that explain each dimension are arranged in a conceptual framework.
Adom; Hussain, and Agyem (2018).	Theoritical and Conceptul Framework: Mandatory Ingredients Theoritical. International	This article explains with clear understanding, the two frameworks and how they could be utilized efficiently in the research expedition.

Shiraz. Here, the studies are reviewed, for which the findings are provided in Table 1.

Reviewing the related studies indicated no significant works in the cognitive effects of social and physical memories on promoting the feeling of adhesion for the neighborhood's inhabitants to compare the new and old urban textures.

Theoretical Foundations

Adhesion to the neighborhood provides the positive mental image of an individual regarding the residence area. By continuing the neighborhood bond, inhabitants create a feeling of commitment, making them eager to preserve such a relationship in time and the different phases of life. Area adhesion, along with the results of its absence, is a crucial matter in the decades of social studies (Qiu et al., 2020). In the present work, the effects of the memory aspect on the promotion of the adhesion feeling are assessed, considering the adhesion feeling as the reliant variable and memory as the independent variable (Aksel & Cagri, 2020).

Feeling of Adhesion

The feeling of adhesion denotes an influential aspect and a robust bond between the individuals and an area and its elements. Such a bond leads to developing one's interaction systematically with the surrounding. Experience is the main section of the perception of an area as well as its physical aspects. Therefore, there is a direct relation between the meaning in an area and the type of human perception and its related social issues (Bryant & Chan, 2017). Former studies indicate that by extending a person's relationship with an area (neighborhood residence duration), humans' perceptions and knowledge and development of the area's memory are incremented to the same range. Thus, the probability of the social and physical feeling of adhesion increases (Arriaga et al., 2018). The feeling of adhesion to an inhabitant area creates the behavioral, cognitive, and emotional bonds while creating a commitment to the inhabitable area by the inhabitants and the excitement for maintaining the association through stages of life and time. The relationship between humans and the environment involves a social, cognitive, and emotional method. Perception, cognition, and emotion are three essential aspects of such a science. Perception is a part of the human intellect, including information collected from the environment within five feelings. Information perceived from the environment is acquired, stored, organized, and retrieved (Mikulincer & Shaver, 2016). Ultimately, emotion is a part of the human instinctive reaction to the social and physical environment. The way for inhabitants is paved in social viewpoint, by a feeling of adhesion to an area, to obtain more supervision on district affairs and provoke environmental threats. Reviewing the points mentioned above, the feeling of area adhesion includes environmental and physical dimensions (Santascoy et al., 2016). Mainly, social adhesion is oriented by the social interactions and actions in the situation. It is created in terms of the social environment theory, in which the environment includes the integration of social elements where a person seeks adhesion. Physical adhesion includes identity and human cognition obtained from environmental components and elements. Social and physical aspects establish memory, thus promoting the inhabitants' feeling of adhesion to the living scope (Urban, 2020).

Memory

The Longman Dictionary defines 'memory' as a person's ability to remember areas, experiences, and objects. However, in Webster's Dictionary, it is explained as the process or capability of reproducing or recalling what is memorized or learned, mainly via a recollection of meanings. For developing the memory, an event should occur, or some experience should be obtained. The longer residence duration of an individual in an area leads to a greater quantity of memory and feeling of area adhesion (Feldman, 2021, 103). A direct relationship was reported between the residence duration and the person's eagerness for developing and extending physical and social relations. Among the individuals, the perception of the scope by memory is conveyed in 2 different ways, including memories initiated by social, physical, and aspects.

Regarding the concepts of memories, it is indicated that the concept of memory in cognitive and biological sciences is typically recognized as a personal-environmental capacity. However, social sciences usually represent memory as a collective spectacle. Among various kinds of nationalism in human sciences and history, including various forms of memorial ceremonies and traditions in sociology and anthropology, there is a common point indicating that collective memory is a transpersonal memory created in a scope. Understanding a location is a social phenomenon (Sorrentino et al., 2019). Others' ideas recognize areas, and each individual refines the received information based on social properties like age, social class, ethnicity, and specialty. Thus, an image of the area is developed. Developing memories originated from social adhesion includes collective and personal stories and narratives coinciding with an area affecting the social adhesions. This feeling results in a bond between an area and a human. The person considers him/herself intimate to the area while imagining a personal role in their experience of functions, signs, and meanings. Such a role is unique to the individuals and the areas. Therefore, it is respectable and essential. A feeling of adhesion and intimacy is developed by an area due to the possibility of a social relationship and taking area the shared experience. The events happening during the person's life or even before their birth as part of the culture of local ethnicities comprise the social memory (Li, 2018, 237). For the latter, the memories are not the person's personal experience. However, they are related to the narratives, orally transferred traditions, and personal motivation to discover past events. The concept of physical memory indicates that an environment and the physical elements include codes perceived by the people

in terms of expectations and roles. Area adhesion is crucial for the harmony of the environment and the individuals, the users' satisfaction, and, finally, sustainable existence in the area. The procedure of developing psychological adhesion to the environment includes emotions, familiarity, memory, and excitement. The notion of the area is beyond only origin or success. More emotion and meaning intertwine areas indicating the difference between scope and area. The inseparable and fundamental concept of feeling of area represents the human aspects and the reason for transforming a scope into an area based on deep concepts and meanings forming the memory over time (Wildish et al., 2016). The collective memory measures forming the theoretical framework of the current study and playing a considerable role in creating collective adhesion to an area are classified into the two groups of physical and social infrastructures. The measures affecting the probability of developing collective memory in cities are inhabitants' acquaintance with the area and neighborhood relationships. The measures associated with establishing spatial and physical memory are neighborhood center signs, features, and introversion (Widya et al., 2019).

MATERIALS AND METHODS

As formerly stated, the present work aims to measure and analyze the memory indicator to enhance the feeling of adhesion of inhabitants to the living scope. In the current comparative work, the analytical-descriptive technique was used. It includes seven stages: the first stage is to extract the memorable aspects, including the influence on inhabitants' adhesion feeling. Thus, the documentary-analytical method is used to extract the memory indicators. According to the theoretical foundations' results, the social and physical indicators are the most influential aspects in promoting adhesion in inhabitants of districts in Shiraz. Thus, considering the mentioned theoretical foundations regarding the perceptions associated with area adhesion and memory's physical and social extents, the theoretical research framework was defined (Fig.1).

independent variable. Moreover, the inhabitants' feeling of adhesion is also regarded as the reliant variable. The questionnaire contains 20 questions with the data contents, including ten items associated with the physical memory effects and nine items regarding the social memory effects. Because the questions measure the impacts of the memory aspect on the feeling of adhesion, in only 1 item, the total assessment of inhabitants' neighborhood adhesion feeling is considered. The questionnaire's reliability was determined and approved at 0.858 utilizing Cronbach alpha. The study was performed on citizens from three neighborhoods in the new texture and three neighborhoods in the old texture of Shiraz. The Cochran formula was utilized to choose 342 individuals from the new texture and 300 people from the old texture for the case study. The selected interviewees of different ages have existed in the respective districts for over ten years. In stage 3, the ANOVA test was utilized to evaluate the homogeneity level of the population from the new and old textures. In stage 4, the Spearman Correlation Coefficient was run to evaluate the impacts of the memory aspect on the promotion of the feeling of adhesion in the new and old textures. Then, in step 5, Turkey's integrated test was used for comparing the impacts of social and physical memory on the levels of inhabitants' feeling of adhesion in various districts (comparison of various districts). In step 6, using the paired-samples T-test, the impacts of physical and social memory were analyzed to improve the inhabitants' feeling of adhesion to their areas and the significance of the difference. Thus, using the Pearson coefficient, the correlation of the various elements was assessed, including the social and physical memory component affecting the inhabitants' feeling of adhesion to their localities.

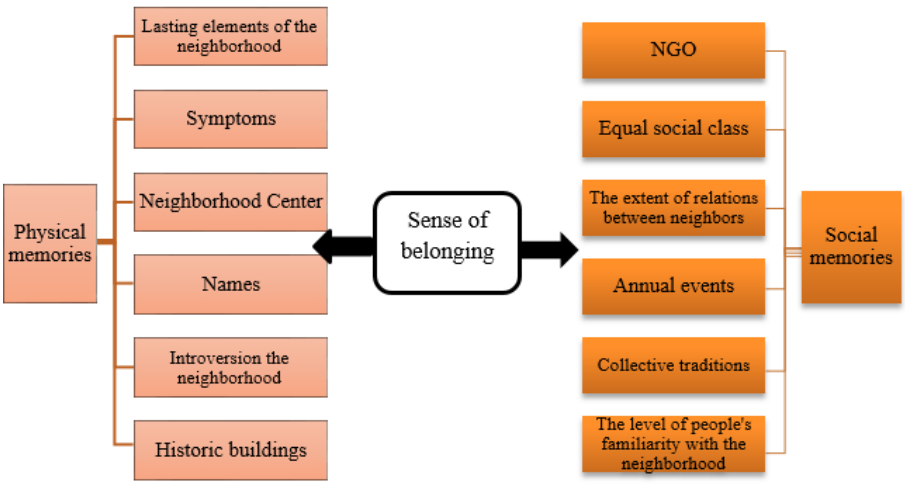


Fig. 1. Theoretical Framework

Case Study

As the center of Fars province, Shiraz is the biggest city in the southern mountain range of Iran. It is at 29° and 38' N and 52 °and 40 'E. In 2017 (the solar year of 1395), the population of Shiraz was 1565572 and to 1869001 by adding the population of suburban areas. Shiraz is the most populated southern city and the fifth most populated and largest city in Iran. It has a surface area of 12990 km2 with a length of 90 and a width of 20-30 km. Shiraz extending east-to-west includes inhabitant areas and mainly the old texture because of good routing, weather, and public development facilities (Manoukian, 2012, 21). The neighborhoods chosen for the case study included three areas in the old texture, such as Eshagh Beig, Sang Siyah, and Bazaar Morgh, and three neighborhoods within the new texture, including Eslahnejad, Abyari, and Havabord. These areas for the case study were chosen separately from the new and old textures based on the similarities of cultural components and ownership of the shared social and physical features obtained in this work (Figure 2).

RESULTS AND DISCUSSION

The present work examined the impacts of memory on improving the feeling of adhesion in neighborhoods. By investigating the idea of the feeling of adhesion from various viewpoints, memory can be considered as one of the aspects affecting the feeling of adhesion promotion. Notable aspects can be classified into two groups of physical and social memories, as seen in Fig.1. As previously mentioned, using the ANOVA test, the homogeneity of the population from the old and new texture was examined, for which the results are presented in Table 2. As seen in the table, the mean difference of memory effects on the feeling of adhesion promotion is insignificant statistically owing to the P-value of the memory indicator (0.001) in the neighborhoods of the new and old texture obtained separately. Therefore, no significant relationship was found between various groups of the same category. Thus, social and physical memory effects on promoting inhabitants' feeling of adhesion are insignificant in the selected neighborhoods of the same texture. Hence, the case study was selected appropriately

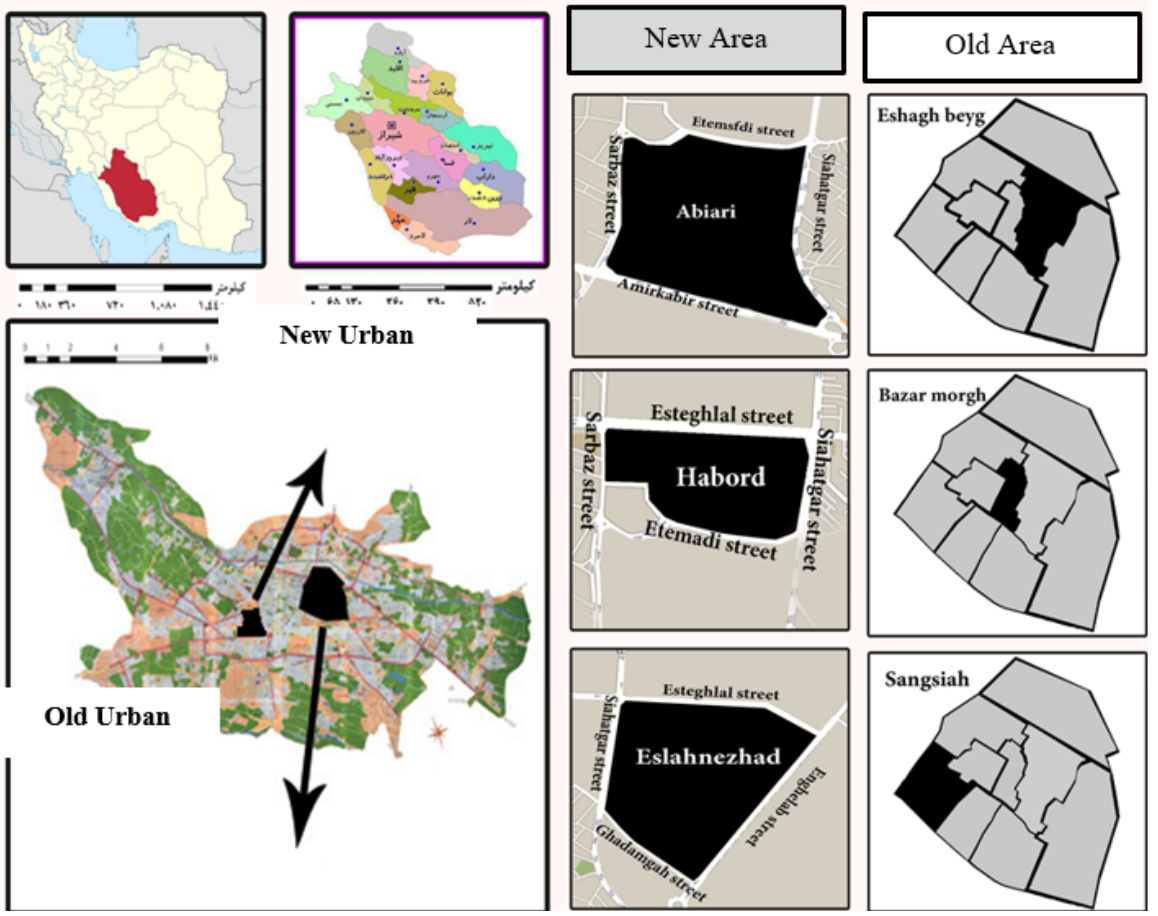


Fig 2. The analysis of Old and New area

Table 2: Evaluating for significant association between the effects of feeling of adhesion caused by the effects of memory in neighborhoods of the new and old texture separately utilizing the ANOVA test

Memory effect on the feeling of intimacy	Intimacy Feeling	Average	rate	Total rate	F	DF	P.VALUE
Physical memories in the old urban	Between groups	10.36	2.020	273.5	1.124	2	0.326
	Within the group	9.22	271			298	
Social memories in the old urban	Between groups	7.38	1.516	137.46	1.657	2	0.193
	Within the group	4.37	135.9			298	
Physical memories in New urban	Between groups	10.33	2.14	294.24	1.312	2	0.198
	Within the group	9.37	292.1			340	
Social memories in the new urban	Between groups	8.83	1.617	144.77	1.814	2	0.278
	Within the group	7.01	143.1			340	

based on the homogeneity and similarity of properties when ending the evaluation.

The Spearman correlation coefficient was utilized to assess the association between memory and improving the feeling of adhesion in neighborhoods, for which the results are provided in Table 3.

The Spearman correlation coefficient results show a significant association between memories and area adhesion feeling in all neighborhoods from the new and old texture (significance level< 0.005). Using the integrated Tukey test, the effects of physical and social memory on a feeling of adhesion of the inhabitants to the living scope in various neighborhoods were measured and compared. Here, the P-value < 0.001 represents a significant difference in a neighborhood-based on the effects of memory on inhabitants' feeling of adhesion with another neighborhood as well as the asterisked mean difference. Moreover, the positive mean difference of the intended neighborhood indicates its higher impact based on the effects of memory on adhesion feeling compared to the other neighborhood. The negative value reveals the lower effect of the comparison. The effects of memory on the feeling of adhesion are compared in Table 4, and the researcher has embarked on assessing various neighborhoods. The results represent no exceptionally significant difference (effects of memory on the feeling of adhesion in various neighborhoods of each group in the new and old textures).

Nevertheless, the Eshagh Beig and Bazaar Morgh neighborhoods have the highest and lowest effects, respectively, considering physical memory improves the feeling of adhesion in the old texture. The Abyari neighborhood and the Havabord neighborhoods have the highest and lowest effects in the new texture. Moreover, in terms of the social memory effects on promoting adhesion feeling, the Sang Siyah and Bazaar Morgh neighborhoods have the highest and lowest effects in the old texture. However, the Abyari and Havabord districts have the highest and lowest effects in the new texture.

The paired-samples t-test measured the inhabitants' adhesion to the living scope resulting from social and physical memory. The existence of the memory indicator was regarded as the independent variable, and feeling of adhesion was regarded as the dependent variable, for which the results are provided in Table 5.

According to the table, the mean of adhesion from social and physical memory was regarded as a single outcome in all neighborhoods. In this intended case study, the mean of individuals' feeling of adhesion and population from the old

Table 3: Spearman correlation coefficient between the feeling of adhesion and memory aspect

urban	Memory variables in neighborhoods	The variable feeling of intimacy			Relationship type	Existence of a relation-ship
		P.value	N	Spearman correlation coefficient		
Old Urban	Sangsiah	0.671	30	0.000	**Direct**	**Ok**
	Bazarmorgh	0.443	30	0.001	**Direct**	**Ok**
	Eshagh Beyg	0.509	30	0.000	**Direct**	**Ok**
New Urban	Abiari	0.331	30	0.003	**Direct**	**Ok**
	Eslahnejad	0.271	30	0.000	**Direct**	**Ok**
	Havabord	0.168	30	0.001	**Direct**	**Ok**

Table 4. Comparing neighborhoods of the new and old texture based on the impacts of social and physical memory on adhesion feeling with the Tukey integrated test

Urban	The effect of memory on the feeling of intimacy	Location	Dependent neighborhood	difference in averages	Standard deviation	P.VALUE
Old Urban	Physical memories	Sangsiah	Eshagh Beyg	-0.3	0.427	0.762
			Bazarmorgh	0.340	0.427	0.706
	Physical memories	Eshagh Beyg	Bazarmorgh	0.64	0.427	0.293
	Social memories	Sangsiah	Eshagh Beyg	0.05	0.302	0.985
			Bazarmorgh	0.5	0.302	0.225
	Social memories	Eshagh Beyg	Bazarmorgh	0.45	0.302	0.298
New Urban	Physical memories	Abiari	Eslahnejad	0.32	0.212	0.985
			Havabord	0.37	0.212	0.312
	Physical memories	Eslahnejad	Havabord	0.05	0.212	0.415
	Social memories	Abiari	Eslahnejad	0.11	0.317	0.972
			Havabord	0.22	0.317	0.652
	Social memories	Eslahnejad	Havabord	0.11	0.317	0.334

texture is lower based on physical memory (34.23 + 3.02) compared to the mean of the person's adhesion feeling based on the social memory (P. value < 0.001, 41.87 + 2.14). In the considered case study and population from the new texture, the mean on individuals' feeling of adhesion is higher based on the physical memory (22.97 + 1.01) compared to the old texture based on social memory (15.27 + 1.45, P. value < 0.001). Consequently, the mean of physical memory effects compared to the social memory on promoting adhesion feeling is lower in the old texture. Nevertheless, the mean effects of physical memory than social memory on promoting adhesion feeling are significantly higher in the new texture. Thus, the inhabitants' adhesion to neighborhoods is lower significantly than the old texture in the new texture. The Pearson coefficient was utilized to assess the various elements, including the social and physical memory component affecting the inhabitants' attachment to their neighborhoods. In the Pearson test, the -1<R<1 relation is in area. In this test, the closer correlation coefficient or R leads to the more potent resultant equation. The value> 1 represents the weaker equation. According to

Table 6. The cognitive effect level of memory aspect on promoting the inhabitants' feeling of adhesion in terms of Pearson correlation coefficient

Memorable indicators Physical and social	New Urban	New Urban	New Urban	Old Urban	Old Urban	Old Urban
	N	Significance aspect	Pearson coefficient	N	Significance aspect	Pearson coefficient
Memorable elements of the neighborhood	342	0.012	0.522	300	0.000	0.851
Familiarity of people with the neighborhood	342	0.041	0.271	300	0.012	0.731
Collective rituals	342	0.000	0.251	300	0.023	0.701
Neighborhood relations	342	0.021	0.372	300	0.000	0.671
Annual events	342	0.047	0.147	300	0.031	0.641
Symptoms	342	0.083	0.307	300	0.041	0.501
Neighborhood Center	342	0.000	0.417	300	0.000	0.421
Names	342	0.012	0.399	300	0.000	0.402
Social class on the same level	342	0.000	0.112	300	0.015	0.351
NGO	342	0.041	0.132	300	0.003	0.312
Neighborhood Introversion	342	0.041	0.180	300	0.001	0.305
Historic buildings	342	0.000	0.012	300	0.031	0.237

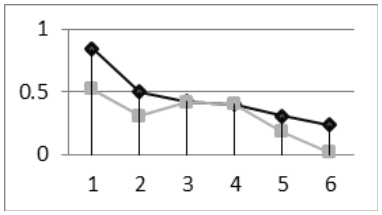
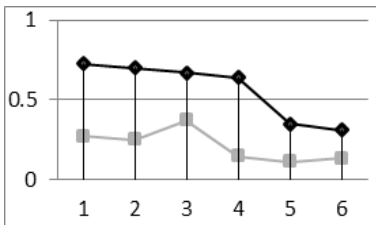
the Pearson test, the weakness or strength of the equation is represented. In this equation, the significance level or Sig > 0.05 is significant. Thus, the elements that create the memory indicators compelling adhesion feeling (diagram in Figure 2) have been assessed (Table 6). According to Table 6, neighborhood memory elements from the physical memory indicator and familiarity of the individuals from social memory possess the highest effects for the old texture. However, NGOs from social memory and the historical monuments aspect from physical memory possess the most negligible effects on adhesion feeling of the inhabitants to the living scope. In the new texture, the neighbors' relations from social memory and the elements aspect making neighborhood memory from physical memory possess the highest impacts and social class from social memory and historical monuments from physical memory have the most negligible impacts on enhancing the feeling of adhesion of the inhabitants to the living scope.

CONCLUSION

By promoting the feeling of adhesion of the inhabitants to their homes, their emigration from districts is reduced, and destruction of textures is prevented while improving their contribution to the affluence of urban neighborhoods. Therefore, it is a necessity. Memory is established by an individual or event or collective experience in an area. Every town, city, or neighborhood is a collective biographer of its peoples, and every each scope is the reminder of memories occurring at various times. Undoubtedly, memory and residence duration in an area affect the inhabitants' feeling of adhesion to the residence. Though, according to the studies performed on neighborhoods' inhabitants in new urban textures, inhabitants' feeling of adhesion to their living scope is lower than the old texture despite the increased duration of residence in these areas. Thus, it can be concluded that memory is the reason for this difference of adhesion feeling between new and old textures. The memory indicator is classified into two groups of social and physical memory. The present work analyzes the relationship between memory and feeling of adhesion among inhabitants of new and old texture neighborhoods in Shiraz. To examine the theoretical pattern, three new and old neighborhoods in Shiraz were chosen. The questionnaires were distributed to determine the adhesion feeling of the inhabitants to their neighborhoods. Analyzing the field data was performed utilizing the SPSS software. The homogeneity of the neighborhoods was signified by the results from the ANOVA test based on the measured features in both new and old textures. Our results confirm the contribution of memory on promoting inhabitants' feeling of adhesion in all the chosen neighborhoods. Generally, it is indicated that regarding the impacts of physical memory on promoting a feeling of adhesion in the old texture, the Eshagh Beig and Bazaar Morgh neighborhoods have the highest and lowest effects. However, the Abyari and Havabord neighborhoods have the highest and lowest effects in the new texture, respectively.

Regarding the effects of the social memory indicator on promoting the feeling of adhesion in the old texture, the Sang Siyah and Bazaar Morgh neighborhoods have the highest and the lowest effects, respectively. However, in the new texture, the Abyari and Havabord neighborhoods possess the highest and lowest effects. Consequently, in the old texture, there

Table 7. Assessing and prioritizing the effects of memory elements on promoting the inhabitants' feeling of adhesion to neighborhoods

Elements of memory	Memorable indicators	Index code	Priority in the old context	Priority in the new context	Compare memory effect on promoting a feeling of intimacy
Physical memories	Memorable elements of the neighborhood	1	1	1	
	Symptoms	2	6	5	
	Neighborhood Center	3	7	2	
	Names	4	8	3	
	Neighborhood Introversion	5	11	8	
	Historic buildings	6	12	12	
Social memories	Familiarity of people with the neighborhood	1	2	6	
	Collective rituals	2	3	7	
	Neighborhood relations	3	4	4	
	Annual events	4	5	9	
	Social class on the same level	5	9	11	
	NGO	6	10	10	

is a higher feeling of adhesion of the inhabitants to their neighborhood compared to the new texture. Moreover, the old texture contains the social and physical memorability aspects affecting the promotion of a feeling of adhesion, separately considered. The social memory aspect in the districts chosen from the old texture has a higher effect than the physical memory on promoting the inhabitants' feeling of adhesion to the living scope.

Nevertheless, the effect of physical memory in the new texture on the feeling of adhesion is more significant than the social memory since, in these districts, the memory-making social aspects are rarely formed. Our results analyze and evaluate the effects of the indicators forming memory on the feeling of adhesion of inhabitants. Table 7 prioritizes these effects in memory-making aspects on the inhabitants' adhesion feeling separate from the new and old textures.

The neighborhood memorability aspect from physical memory and familiarity of the individuals with neighborhood from the social memory has the most significant effect in the old texture. Though, the NGOs from social memory and the historical monuments aspect from physical memory have the lowest effects on promoting the feeling of adhesion of the inhabitants to their living scope. However, in the new texture, the neighborhood relations from social memory and the memory elements aspect of the neighborhood from physical memory have the most remarkable effects. In contrast, social class from social memory and historical monuments from physical memory include the most negligible effect on promoting the feeling of adhesion of the inhabitants to their living scope. Our results can be regarded as the origin point for evaluating the cognitive impacts of physical and social memory on promoting the inhabitants' feeling of adhesion to the living scopes in neighborhoods. Owing to the shortage of adhesion among the inhabitants in the new city neighborhoods and considering the results of field studies and documentation provided in the current study, some approaches are presented below to improve this aspect in new urban neighborhoods.

Short-term recommendations: to enhance adhesion and create long-term physical memories in the inhabitants' minds, it is better to select the names for alleys and streets regarding the memories and culture of the people residing in Shiraz neighborhoods. It is also suitable for the neighborhoods' physical structure to be marked with colors and texture. It is advised to place the values and history of the neighborhoods in neighborhood centers in the form of inscriptions to make people familiar. To enhance neighborhood relations, it is proposed to form cultural institutions in neighborhoods. Thus, religious and national ceremonies can be held while making social interactions and reinforcing the relations. Long-term suggestions: It is essential to consider the importance of paying attention to the memorability elements in neighborhoods calls to conduct studies on the physical structure of the old texture in Shiraz. Therefore, the memories are also necessary resultant from people's traditions and culture while extracting the clear indicators and concepts. This results in efforts for preserving unique elements of the old texture in the form of architectural elements and tokens (like arcs, squinches, inscriptions, porticos, openings, and doorways). Scopes should be dedicated to designing the urban neighborhood to the green scopes and neighborhood center to enhance the social interactions. Thus, a scope is dedicated to neighborhood gatherings while reinforcing introversion since this can result in better neighborhood relations and inhabitants' satisfaction.

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