

Innovating in Environmental Psychology with the aim of Reviving Individual Values based on Schwartz's Value Model (a Case Study of the Elements of Movement and Stillness in the Landscape of the Entrance of Iranian Architecture)

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Abstract

Purpose: In Iranian architecture, the visual components of the entrance landscape of any place, which cause users to move towards the space or stillness and continue the presence of people in that place, are the most important parts of communication with the space, they are well felt by people and affect their judgment of the place. The purpose of this research is to create creativity in the psychology of the environment with a new look at the impact of the components of pause movement in the entrance view of Iranian architecture based on Schwartz's value model.

Method: The current research is of a developmental type and descriptive-analytical and survey method. Architectural components, independent variables and Schwartz's individual values are presented as dependent variables. The table created by the researcher was compiled and by adapting it, the research questionnaire was prepared and the statistical population was also selected in District 2 of Rasht city and in the Farhang House complex. Analysis of variables and analysis of findings was done using SPSS 22 software and with the help of four validity and reliability tests, Kolmogorov-Smirnov, multivariate regression and Friedman test.

Findings: The findings show that the components of movement and pause in the entrance view of Iranian architecture are effective in reviving individual values adapted from Schwartz's value model, and according to the average ratings, they include the components of yard (surroundings), plants, light, water, space, respectively. It is the interface (Hashti and Dalan) and column and portico.

Conclusion: Based on the results of this research, it is possible to pay attention to the design of the components of movement and pause in the architectural entrance view according to the influence of each component on the revival of individual values based on Schwartz's value model, and, it can be used as a

basis for creating creativity in psychology environment in subsequent researches.

Keywords: Movement and Stillness Components, Creativity in Environmental psychology, individual values, Schwartz's value model.

Introduction

Today, value principles are considered important and fundamental components of man-made environments, especially in urban spaces. (Satari-Rauf, Azimi, 2010; Naibi et al., 2007: 71). Creativity and innovation in architecture can be created by the visual perception of aesthetics of the physical elements used in facade design and in order to distinguish between two different designs (Idi, Khedzir, 2015). Iranian architectural spaces are human-centered and the basis of their formation is human needs, one of the most important needs is to achieve peace. Ignoring this issue has caused the creation of stressful environments and the basis for the emergence of social disorders and alienation from oneself (Alipour, Shabani, 2019: 90). Architects who are the creators of the physical environment can feel and analyze the positive and negative effects of their structures on users and consider the practical aspects of psychology better and more in their structures (Namazian, Qarouni, 2013: 127). The purpose of this research is to create creativity in environmental psychology by measuring the role of the elements of movement and pause in Iranian architecture, in order to revive individual values based on Schwartz's value model. Given the number of value types in Schwartz's model, in this research, after examining the views of professors and experts in the fields of architecture and psychology on the different mental states of the audience when entering and being in the building, five individualistic values of creativity, excitement, feeling of satisfaction and contentment, awareness (awareness), and authority (ability) have been selected from Schwartz's model. The main question is how the effect of the elements of movement and pause in the entrance perspective of Iranian architecture can be used to create creativity in environmental psychology. The sub-questions raised are whether the components of movement and pause in the entrance landscape of Iranian architecture are effective in reviving individual values, and to what extent are these components effective? In this research, architectural components including water, light, plants, columns and porches, connecting spaces (corridor and hashti) and courtyards (gardens) are considered as independent variables and five individualistic values selected from the Schwartz model are considered as dependent variables.

Materials and Methods

The present research was of a developmental type and was conducted using a descriptive-analytical and survey method. First, a researcher-made table was

compiled and a research questionnaire was prepared by adapting it. The questionnaire contained 30 questions to examine the impact of each of the six components of movement and pause on five individualistic values selected from Schwartz's value model and was evaluated at five levels of very high, high, medium, low and very low from the user's perspective. For example: Does the presence of water in different forms in space create creativity in an individual? Does the presence of artificial or natural light in a building create consciousness (awareness) in an individual? Does the presence of trees and plants in different forms in space create a feeling of satisfaction and contentment in an individual? Does the presence of columns and porches in a building create a sense of authority (ability) in an individual?

The statistical population is also 170 people from all citizens over 15 years of age who were selected by simple random selection on two consecutive days and surveyed. The age range of the statistical population was also divided into five groups: 15 to 25, 26 to 35, 36 to 45, 46 to 55, and 56 and above. In addition, the gender and level of education of the users were also taken into account.

Results and Discussion

This research sought to answer the main question of how to use the impact of the components of movement and pause in the Iranian architectural entry perspective to create creativity in environmental psychology. For this purpose, Schwartz's value model was examined, five individual values adapted from this value model were selected, and the impact of the components of movement and pause in the Iranian architectural entry perspective on the five selected values was examined. In this regard, after preparing a researcher-made questionnaire with the guidance and approval of architecture professors and experts, the validity of the questionnaire was confirmed. To examine the reliability of the questionnaire, 32 questionnaires were distributed among the sample members, and the reliability of the questionnaire was also confirmed by calculating Cronbach's alpha. Based on the Kolmogorov-Smirnov test, the normality of the data distribution was also confirmed. To determine the type and degree of relationship between six independent variables (architectural components) and five dependent variables (individual values selected from Schwartz's value model), the Pearson correlation coefficient test was used. Given that the significance level of all correlation coefficients was less than 5%, it can be said that at a confidence level of 95%, there is a positive and significant relationship between the independent variables and the dependent variables of the study. To study the contribution of the independent variables (architectural components) in predicting each of the dependent variables (individual values selected from the Schwartz value model), we used a multivariate regression test. The findings from this test show that 19% of the changes in the creativity variable are affected by the water and light variables;

21.2% of the changes in the emotion variable are affected by the water, light, and interface variables; 19.1% of the changes in the satisfaction and contentment variable are affected by the water and yard variables; 22.4% of the changes in the consciousness variable are affected by the water and light variables; and 18.4% of the changes in the authority variable are also affected by the water, light, and column variables. Based on the results of the Friedman test, it can be said that there is a difference in importance among the independent variables of the study in terms of the level of restoration of individual values. Among them, the yard is the most important component, followed by plants and trees, light, water, connecting space (corridor and hashti), and finally columns and porches.

Conclusions

The aim of this research was to create creativity in environmental psychology in order to revive individual values based on Schwartz's value model and by measuring the role of the constituent elements of movement and pause in Iranian architecture. In this research, five individual values adapted from Schwartz's value model were examined, including creativity, excitement, satisfaction and contentment, alertness and authority. Architectural components including water, light, plants, columns and porches, connecting spaces (corridor and hashti) and courtyards (gardens) were considered as independent variables and five individualistic values selected from Schwartz's model were considered as dependent variables. This research sought to answer the main question of how to use the effect of movement and pause components in the entrance landscape of Iranian architecture to create creativity in environmental psychology. For this purpose, Schwartz's value model was examined, five individual values adapted from this value model were selected, and the effect of movement and pause components in the entrance landscape of Iranian architecture on the five selected values was examined. Based on the research results, solutions can be proposed to enhance the quality of spaces, including: using elements of Iranian architecture to revive values; emphasizing the components of pause and movement and their capabilities in the entrance path to pay attention to entry etiquette; preserving and strengthening natural and artificial elements in the entrance path to visually attract the entrance landscape; simultaneously paying attention to Iranian architecture and human values, as well as creating a suitable entrance as a space connecting the outside and inside.

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