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*Designing for Human Behavior: Architecture and the Behavioral Sciences (Community Development Series) [Jon Lang] on [www.nxgvision.com](http://www.nxgvision.com) \*FREE\* shipping on qualifying offers.*

Introduction In many regions of the world, people spend the majority of their time indoors. Hence, the feeling and interactions of the occupants are highly correlated with the design elements and architectural features of the built environment. Places are created and shaped by those in control of resources and with certain interests, which affects our degree of access to, and the way we use, those spaces Butterworth, The way a person can express his feelings about a space is by recognizing that it is an exciting space. The following are a brief explanation of these concepts and their relation to the physical environment. In other words, privacy is a dialectic process, in which forces to be with others and forces to be away from others are both present, with one force dominating at one time and other being stronger at another time. As a corollary, being alone too often or for long period of time isolation and being with others too much for too long crowding are both undesirable states. To translate this viewpoint into practical environmental designs is not an easy task. A general principle is that we should attempt to design responsive environments, which allows easy alternation between a state of separateness and a state of togetherness. If privacy has a changing dialectic quality, then ideally architects should offer people environments that can be responsive to their changing desires for contact or absence of contact with others. Environments that emphasize only either very little interaction or a great deal of interaction are too static and will not be responsive to changing privacy needs so environmental designers should try to create environments that permit different degrees of control over contact with others. This approach is already used to some extent. For example, the door is a simple example of an environmental design feature that is responsive and that allows regulation of social interaction. On the other hand, in most cases it does not have the flexible capability to meet changing privacy needs. It is hard to imagine someone using a family room as a place to be alone. In the American home, the den, the bedroom and the bathroom are typically places to be alone and away from others. In fact, some people use the bathroom to read or think, since it is one of the few places in the home where people can be sure of maximum privacy Gifford, Why not think about having the same place serve different functions and have it change with our needs, rather than our changing needs requiring us to change our location? This approach is used in certain other cultures. For instance, by the Japanese, the interiors of their homes are flexible environments in which the same space is changed to reflect different social functions. In many Japanese homes, walls can be moved in or out place; the same area may be used for eating, sleeping, and socializing at different times. Isolation and Separateness 3. Personal Space in Architectural Context The second concept is personal space which is a mechanism used to assist in the regulation of privacy. Personal space involves a combination of distance and angle of orientation from others. Research has indicated that personal space behavior includes withdrawal and protective reactions to intrusion or very close contact by strangers, and a desire to be close to others. Research has indicated that personal space is a dynamic, active process of moving toward and away from others, to make the self more or less accessible. Environmental designers have been intuitively sensitive to personal space mechanisms in furniture design, layout of office and living-room areas, and so on. For example, office desks and chairs usually place people about four feet from one another. Edward Hall refers to social distance zone, which he describes as an appropriate distance for strangers in public settings Gordon, Research data also indicates that there are different social groups. To what extent are designed environments responsive to such different users? The information in this area could be examined to see how different groups utilize personal space and how different settings evoke different personal space relationships. There are probably ways in which we can design environments so that personal space can shift with changing circumstances. A possible alternative would be to have an office arrangement with several optional configurationsâ€”chairs across the desk, at the corner of the desk and behind the desk or chairs on the same side of the desk. With such options, personal space relationships between the occupant and different visitors could be adjusted in accord with desired levels of interactions. So the concept of privacy and its associated mechanisms can be translated into design

principles that reflect changing social interaction. Territory and its Impact on Privacy Another factor of the privacy regulators is territory, which is classified as primary, secondary, and public territories in terms of degree of permanency of ownership and degree of control that occupants have over use of a place Hall, One issue concerns the design of territories to insure that primary, secondary, and public territories are recognized as such and that users have appropriate degrees of control over spaces. Basically territories serve the purpose of smoothing out social interaction and stabilizing social system. Primary territories, such as homes, usually serve this function well, since people tend to respect them and since they are easily visible. But secondary and public territories are sometimes more difficult to recognize. Environmental design needs to focus on ways to create and define secondary and public territories in clear terms Because people need to be sure that different levels of territory are viewed correctly by users and visitors and that they are clearly designed as to their degree and permanence of ownership. If this is not done, conflict is likely to occur, intrusions are more probable, and occupants must go to special, often expensive, length to define, manage, and even defend territories. Jon Lang, from the University of Pennsylvania, views the urban housing developments, in which problems of design of secondary and public territories, such as entranceways, play areas, and hallways. When these places were not designed in a way that rendered them distinctive and under the control and surveillance of occupants of a building, crime was high and residents felt unsafe. It was a situation in which a secondary territory, presumably under the partial control of occupants, was actually a public territory and therefore inappropriately accessible to many people. So the design principle is that people must carefully attend the nature of territories and people must ensure that primary, public and secondary territories, if they are to be included, actually allows appropriate levels of control over intended functions. A primary territory, such as a bedroom, that does not permit strong control by occupants because of a design feature will also increase the probability of stress, conflict and discomfort Hall, Environmental designers must consider the territorial functions of places and build into the appropriate mechanisms for making them usable as different types of territories. If privacy and its associated mechanisms are ignored or rigidly incorporated into design, or if the meaning of different levels of personal space and territory is not recognized, then people will have to struggle against the environment to achieve what they consider to be appropriate levels of interaction. Conflict, stress and other costs are likely to occur to the extent that people have to struggle with inappropriately designed environments. Thus, the main factor is that the designers should take into account the dynamics of privacy as a changing process in which people open and close themselves to others, to different levels as different times, using personal space, territorial behavior and other mechanisms to achieve a desired degree of privacy. Maslow refers to human hierarchical needs and their importance in our daily life. So before any process of design or programming of a building, there must be the need for that building and the need for more buildings. The accumulation of these buildings comprise what is called communities, town and cities, which in psychology are mostly referred to as physical or built environments. The physical environment is created by man, used by man, evaluated by man, and finally destroyed or preserved by man. Now, what factors influence a man in viewing his environment and influence his interaction with others within that environment? The extrovert lives according to external necessities and the introvert stresses his own subjective values. In defining whether a person is primarily an extrovert or an introvert, one has to consider two dimensions: Most people embrace both depending on the situation. Thus, in defining architectural goals, one faces a dilemma because people select environments in terms of the image of themselves that they wish to portray rather than for what they are. It is this phenomenon that binds individuals into groups and creates those interactions which take place among the members of groups. An individual is a member of many groups, the nature of which depends on his interests and stage in the life cycle. The groups influence not only his actions but also the way he perceives the world and what he thinks about it. His status and perception of his own role and that of others are particularly important factors. Schematic Drawing of Crowding The cultural component of behavior deals with those aspects of behavior that are controlled by relational perceptions symbols, beliefs, definitions, rules, values, and emotions of a group of individuals Tracy, Cross cultural studies indicate that there are effects of culture on perception, cognitive representations and behavioral patterns of people. Human behavior and human reaction to the physical environment is a very complicated matter and the impact of the environment

on human behavior is also complicated. The need for a space means a space which would serve a particular function and that function would satisfy all aspects of the need. But, the word function has become a catchword among designers since the turn of the century. Cars, for certain people are as much a means by which men establish themselves in society as they are a form of transportation. In some cultures, kitchens have the same social impact. They are places for women to prove that they do their job in society well. The street has many more social functions than just being a place to drive on. Research and investigation in these areas are increasing but in reality the implementation of these concepts are somewhat decreasing. Some time ago when the builder was himself the user of an environment, behavioral concepts were based on tradition. Traditional house forms evolved in response to social and cultural needs and changed as the culture developed. People in such societies who took the building of houses upon themselves embodied these traditions in their skills. Since the industrial revolution, most housing and many environments have been designed and built for a client other than a user: The architect paid by one client, designs for another, the user. The understanding of the distinction between a paying and a user client, have committed the designers to maximize the users freedom within the designed environment Today designers are primarily using adaptability and participation concepts to increase user control over their planned environments. Architects and planners are trained to design for many alternative space and arrangement of space. Today there is a trend to plan for adaptability whenever possible. Movable walls in housing, in schools and in office buildings are commonplace, with the idea that supposedly users can regulate their privacy and territory. But, movable walls are sometimes never moved by the users once they are initially set up by the designers. In open-plan schools, teachers usually need special training to be able to teach children in the new setting of adaptable schools. Despite the problems created by new forms of adaptability, architects who believe that the user should be able to control what he does within a given physical setting continue to develop new forms of adaptability and to make old forms more efficient. If a designer has enough knowledge about concepts like privacy, personal space and crowding, he would utilize his knowledge at any time that he is designing a space. Also, they refer to privacy, crowding and their importance in different places and cultures, how people can regulate their privacy by using regulators such as personal space, territory, verbal and paraverbal mechanisms. I think the awareness and understanding of these subjects are vitally important to environmental designers. The research and investigation in areas like human behavior and the development of environment psychology in the recent years has enabled the architects to design more functional buildings. Unfortunately, some designers have misinterpreted and misused these concepts in the past. For some designers the environment is considered a container for human activity and that is what they call its function. But, it is recognized by some architects and social scientists that one of the objectives of architectural design is to create special layouts which would provide for the activity patterns required by a set of building users to achieve their goals. This involves an understanding of human movement patterns, physical dimensions and above all usability of spaces for territory and settings for interaction among people Altman, One should not ignore the fact that the concepts such as personal space, territory and crowding are useful in the understanding of interior spaces, but, they are not the basic units for architectural design. The designer has to be able to satisfy the psychological requirements of those spaces also. These psychological requirements are not usually recognized by most clients and are not always furnished by architects either. The reason that psychological needs are not identified by clients is because they are abstract, they are feeling.

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