

Reviewing the Role of Spatial Factors in Promoting Social Interactions with the Purpose of Designing a Cinematic-Cultural Complex

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Abstract

The first goal of architecture is to build a proper space for human activities. Having sufficient knowledge about human beings and their relationships with others can be effective in creating an environment that is appropriate for certain types of activities. On the other hand, as social creatures, humans have various qualitative and quantitative levels of social interactions; while many of the existing buildings have created a deeper gap in human relations by solely responding to the functional needs and failing to give focused attention to human factors. In fact, the subject of the current research indicates that, due to the shortage of cultural facilities and healthy urban hangouts, as well as the unacceptable quality of the existing cultural spaces especially the cinemas, the recommended design can be a multifunctional complex and have spaces with official and unofficial sociable spaces. Also, it can make creation and promotion of social interactions possible. The current research is a descriptive-analytical research in terms of nature and it is a survey, in terms of method. In addition, it is an applied research in terms of its objective, a quantitative research based on the research data and a field study based on its procedure. In this respect, some human and environmental variables that affect social interactions have been extracted from documents and library studies. Among them, five of the most important factors were selected as the basis of this research based on the prioritization done by specialized environmental psychologists among faculty members of some of the most well-known and valid universities in Iran. The statistical community of this research is the city of Anzali harbor and places related to active cinemas of the city. Therefore, by specifying the community, sample and tools of the research, the roles played by the selected variables in association with the confirmation and rejection of the research hypotheses were tested. After analyzing the data using SPSS software, the selected variables were prioritized as follows: capabilities of the environment, attraction, visual beauty and aesthetic dimensions, natural landscape, view and adjacency, accessibility, continuity and legibility. Then, the most effective solutions for fulfilling the research objectives were developed.

Keywords: Cinema, Sociability; Social Interactions; Environmental Psychology; Public Space; Anzali Harbor.

1. Introduction

The first goal of architecture is to build a proper space for human activities [1]. Space and society are clearly related. It is rather difficult to imagine a space without a social content or to understand or perceive a society without spatial components [2]. The relationship between human and space is established when they try to organize a space. As a result of this regulation, the space was organized based on numerous biological, social and cultural variables [3].

Rapoport also introduces place as one of the four elements that define a space [4]. Urban spaces are places that belong to the public and they become meaningful when there are humans and human activities within them [2]. On the other

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hand, Rastbin et al. (2012) [5] noted that sociability is one of the most important measures of desirability of the urban spaces. In order to be a typical family, families need such a place as house: also, the society has a place for collective communications [6]. Such spaces include a spectrum of activities for various users, a sense of safety, cleanness and attraction and chairs to sit on and a place suitable for social interactions [7]. Having sufficient knowledge about human beings and their relationships with others can be effective in creating an environment that is appropriate for certain types of activities. Thus, through this process, regarding the human beings, as social creatures, have various qualitative and quantitative levels of social interactions, the importance of recognizing behavioral bases and social events and activities that are highly potential for significant relationships and social actions become quite clear [8]. In other words, social interaction depends on sociable space for satisfying this need [9]. On the other hand, the lack of sociable community, such as the cinematic-cultural complex, as well as the inability of most of the existing environments to rectify the social needs of their audiences gradually cause crises in such places by the public and allocating these undesirable public spaces solely to a certain group of society or another. Also, the context for the formation of moral abnormalities is due to lack of suitable cultural places for healthy interactions, forgetting of collective memories and lack of attachment to the place, weakness in social identity and such damage.

In fact, cinema has many problems. On the one hand, it has some problems like lack of space and non-compliance with the standards, while on the other hand, it has qualitative problems, one of which is the social interactions. Considering the nature of such a space that returns to the presence of humans and their gathering, this quality problem becomes more colorful and more important. Such a behavioral organization requires specific features, needs and qualities of its own environment for which some behaviors are prioritized according to the type of space. Therefore, considering this issue and focusing more on research on community and social interactions on the external dimension of public spaces, investigating and planning the internal spaces of these applications, considering the priority and role of the human and environmental variables of interactions to provide architectural solutions, are necessary based on community needs and should be considered.

1.1. Problem Statement

Paying attention to urban spaces and designing suitable spaces for increasing social interactions are among the basic concepts in crime prevention and environmental psychology and are highly important [10]. Based on the theory of Maslow, social interaction is one of the intermediate needs and social life of human beings is not possible without social interactions. On the other hand, social interactions are believed to be the basis for creating urban spaces [11]. Because of shortage of sufficient space, lack of an accurate and basic architectural design, lack of integration resulted from being indifferent to the site forces and physical substrate of the design, most people do not perceive the togetherness and unity in the designed space [6]. In fact, over the past few decades, since the sociable structure of the built spaces have not been strong in creating useful social interactions, social qualities have received a great deal of attention in the public spaces which include cultural centers as well.

Sociability of architectural spaces is the outcome of properly combining physical-spatial and mental-social factors related to users [7]. Responding to the social needs of human beings and providing the necessary opportunities for them to gain new social experiences require a physical space. Moreover, public spaces are considered to be the proper location for fulfilling these kinds of needs of humans in urban societies [12]. In fact, by taking into consideration human's needs in terms of interacting and connecting with other humans and spaces, it becomes clear that there is always the need for a place for fulfilling these needs. Urban spaces, including cinemas, are among the most wanted spaces as far as interactions are concerned [13]. Such complexes must have desirable environmental qualities, one of the most important of which is sociability. What is meant by sociability is the ability of a public place to be accepted and desired by the majority of people and to provide a proper substrate for social interactions. In fact, such spaces are currently lacking proper planning, whether in terms of their design or with respect to the studies which have been done with the purpose of fulfilling such goals. Hence, accurate application of physical-functional variables in cinematic-cultural complexes seem to be able to promote the social interactions variable.

In fact, the current research is focused on collective spaces which would encourage individuals to interact with others and to create opportunities for them to connect with one another and enjoy being together, to create planned or unplanned active and interactive places, to promote the concept of sociability of the built environments and also to take some steps towards the promotion of social interactions. Social interactions include numerous human and environmental variables as well. By prioritizing these variables and measuring the role of the most important one of them in proportion with their application, we can make them purposeful. In the current research, the place under study is a cinematic-cultural complex. That is how a suitable substrate can be built for promoting social interactions in order to find the most effective solutions. Accordingly, some sub-hypotheses have been developed for determining the role of the most important factors in the theoretical framework of the study.

2. Research Background

Generally, there have been many opinions about how design can affect people's social interactions and it has attracted the attention of urban designers since many years ago. Empirical studies done by Jerry Finrow and Moleski, opinions of Powell Lowton and Herbert J. Gans, studies of Leon Festinger et al. on the Wastgate complex, Edward T. Hall's four-

step classification of social distances and anthropological behavior studies, studies of Oscar Newman and Willis are some examples of the efforts made in this field.

Paul Zucker has put emphasis on the importance of field, human view of Jane Jacobs towards the urban walks and streets, efforts of William Whyte and Clare Cooper Marcus to attract people and to be present in the public realm, arrangements recommended by Jan Gehl for voluntary and elective activities in public spaces and innovative concept of third place by Oldenburg, meaning the spaces outside of the residential and work realm are some of the followed orientations for creating sociable spaces proper for human interactions [7].

There are some Iranian articles that have reviewed this subject. Seyed Abdolhadi Daneshpour and Maryam Charkhchian (2007) wrote an article entitled "public spaces and factors affecting collective life" [12], which is one of the basic and considerable articles on the social dimension of space and activity-physical dimensions of a public space and it has introduced the steps of promoting collective life. Also, Mostafa Behzadfar and Arsalan Tahmasbi (2013) wrote an article entitled "identifying and evaluating factors affecting social interactions" [8] and put emphasis on the effect of individual factors on social interactions of the physical environment and quality of functions in this environment. Also, Zeynab Mashhoor and Mohammad Bagheri (2015) [7] assessed the theoretical concept of relation as an important principle in explaining how human beings interact with their surrounding environment and spatial-urban structure and concentrated on reinforcing *genius loci* and the effects of finding a good location. Seyed Abas Yazdanfar et al. (2013) [14], Omid Tabrizi et al. (2014) [15] and Mehdi Khakzand and Alaleh Baghalian (2016) [16] reviewed the social interactions in residential spaces and put emphasis on creating collective and public spaces in terms of establishing social relations. Mohammad Mohammadi and Mohammad Hossein Ayatollahi (2015) [17] put emphasis on the importance of the effect of activity-related factors on the sociability of man-made environments and showed that studying activities and behaviors in a space is a necessity. Their suggestion for the future scholars has been to conduct further studies based on the effect of type of land use on the level of sociability and the correlation between its components as well as generalizability of the results. Sajed Rastbin et al. (2012) [5] believed that the quality of the environment is a strategy for promoting social interactions and life of urban spaces given the indexes of social capital. In addition, Saeed Alitajer and Fatemeh Zarei Hajiabadi (2016) [18] stated that the quality of the environment is quite important when it comes to the spatial preference and the design of interactive spaces in educational environments for university students. They studied three dimensions: activity, semantic and physical dimensions. Nahid Rezayi et al. (2016) [19] reviewed social qualities and identified weaknesses of the open and semi-open communicative paths in a university and focused on the flexibility of collective spaces. Seyed Taj-eddin Mansoori and Heydar Jahanbakhsh (2016) [20] suggested that variables influencing on promotion of social interactions and sociability in urban spaces, including walking, nonverbal communication and the interaction between space and place use different indexes for reviving cultural-historical values of urban spaces. These indexes include: vitality, the possibility of human relations, private and public spaces and enriching the experiences of citizens. In a large number of such articles, the importance of such subjects on a large scale has been taken into account.

As it was previously mentioned, most of the investigations were focused on the effect of a subject of the study on the external dimension of the public space and its effect on the internal dimension and proposal of solutions about designing have not been reviewed as much. The majority of investigations were concentrated on such uses as urban open spaces and parks, squares, neighborhoods and residential spaces. There are not many studies that have reviewed the effect of the type of uses, plans which are developed for the internal spaces for identifying the effective architectural factors that lead to the creation of social interactions and applying them, especially in cinematic-cultural complexes, as an important points of collective life.

3. Definition of Concepts

3.1. Public Spaces

Public spaces are spaces in which many individuals and various social groups play a part [19]. Gehl believes that, by designing the physical environment, the number of events and number of people who use the public space, how much time an activity takes, and the type of activity, can be affected. He believes that creating activities in public spaces is under the influence of some factors, one of which is the artificial environment. Scholars also consider sociability to be one of the most important components of such spaces [9]. Sociability in public spaces is based on people's need for a sense of social belonging and interactions with others. In fact, creating essential opportunities for social interactions is one of the most important dimensions and features of public spaces [12].

3.1.1. Cinematic-Cultural Complex

Carmona categorizes different types of public spaces- as places that are available to everybody- as follows: external public spaces, which are in-between spaces are located between private buildings such as streets, squares, parks, highways and parking lots and also spaces alongside rivers, lakes and shores; internal public spaces which are public institutes such as libraries, museums, urban halls and also buildings associated with public transportation such as buses,

trains, and airports; spaces similar to internal and external spaces, some spaces that are legally private such as university campus, sports fields, restaurants, cinemas and shopping malls which can be considered as a part of a public place [21]. According to the classification developed by Carmona about different types of public spaces, cinema and its affiliate, cinematic-cultural complexes are in the third groups, i.e. spaces similar to internal and external spaces.

As an example of places with a cultural use, the cinemas play an important role in the development of human culture and human behaviors. Cinema is a multidimensional phenomenon which is affected by and affects human culture and has multiple aspects to it. It is common among people as a space for human interactions and coexistence and also as a place for entertainment [13]. Cinema is considered as a public place in the city which has the potential to attract people due to the attraction of the art of cinema for people. Nowadays, cinematic complexes receive a great deal of attention because they can direct more audiences to the cinemas [6]. These complexes are man-made environments that welcome various social classes and need to have qualities which are in proportion with the social demands and functions to be successful in attracting audiences. Therefore, for an artificial space to be able to fulfill the human needs, it needs to possess qualities so that it would be able to meet human needs which are dependent on knowing human beings and their social demands. With various functions of this complex and the presence of a number of spaces with official and unofficial natures, it can pave the way for the formation of a sociable environment and subsequently, they might facilitate useful social interactions.

3.2. Quality of the Environment

The designed environments cannot be the cause of social interactions and behaviors, but they can be neutral, preventive or supportive towards them. There is an interaction and internal relationship between supportive environments and activities in terms of environmental attributes, meanings and instrumental features. These relationships are influenced by the individual differences of the residents, social interactions and how they experience the environment [6]. The changes in the physical environment can change the attitude and behaviors of users [22]. Hence, the quality of the environment is a part of the overall quality of life and includes all factors that human satisfaction is composed of [23]. Environmental qualities, such as safety, security, sociability and being pedestrian-oriented play crucial roles in the promotion of urban social life alongside one another [5]. Of course, sociability is considered to be the most important factors that measures the desirability of public spaces [19].

3.2.1. Sociability

Sociability, or the words sociable or society-friendly, unifying or dispersing, are all indicative of spatial qualities in architecture; meaning that a place either brings people together or keeps them apart [17]. Jon Lang calls sociable spaces as “welcoming places” and believes that such spaces are environments which can improve human experiences, have a human scale, are a substrate for various activities and behaviors and are capable to welcome desirable behaviors of the citizens [5]. A sociable space can be regarded as a lively place which is always filled with people who have gone there voluntarily and enjoy being there [9]. In fact, if people had the right to choose, they prefer to look at a social scene (landscapes) to nonsocial ones [24]. Therefore, creating a space that would welcome various groups and individuals generally requires many factors. Factors such as providing privacy, realm, legibility, peace and safety refer to physical dimensions and factors like acquiring environmental experiences and awareness, presence and the social interactions refer to the activity-related dimension [12]. Given that social interaction is one of the components of sociability of an environment and is dependent on it, and it is one of the most important features of a successful collective and public space; thus, it seems to be essential to study this variable as one of the important mental needs of human beings.

3.2.1.1. Social Interactions

As already mentioned, one of the most important features of a successful collective and public space is to provide proper opportunities for social interactions. In fact, sociable spaces are considered as places where interactions occur.

Social interactions depend on a sociable space so that they would be able to cover and meet this need [9]. Given the social interaction theory, motivational, interactive and structural factors are the keys to know the social structure [25]. Whenever a person does something, he or she gets a response from another person and this is called an interaction. In such cases, a social relationship is established between two individuals [26]. Social interactions have a close relationship with people's attachment to social and artificial environments and also with social correlations; since these interactions create a basis for a bond between individuals. Therefore, presence of such interactions in a space will give meaning to the space and promote it to a place that is suitable for a social life. Thus, a place has different activity, semantic and physical aspects, each of which can be affected by the formation of social interactions in any place [18]. Since each place needs to have different physical features given its use, thus many activities are done in it and consequently each place might have different meanings on the mind of different people. Each of these factors can have different impacts on various spaces. Observations showed that social interactions occur at different levels among different generations. Public spaces make it possible for different generations to be at the same place and interact with each other [8].

4. Research Method

The current research is a descriptive-analytical one in terms of nature while it is a survey, in terms of method. In addition, it is an applied research in terms of objective, a quantitative research based on the research data and a field study based on its procedure. The research has been divided into two main sections in order to identify the problem and the necessity to address it through observation, interviews and reviewing research background by determining the research hypotheses, questions and objectives. One of these sections include definitions of such terms as sociability and social interactions as the expected qualities of a man-made public space and as a human need. In this section, one of the main goals of the research was to develop an effective body and human criteria for social interactions. This section was formed using library studies and documents and inferential analysis of information. An applicable definition was presented for the concept of social interaction along with the capabilities of the environment in psychology, linguistics and architecture by reviewing theories and researches related to the subject of this research. In this section, the variables related to the promotion of social interactions were extracted based on the views of scholars and were developed in the form of a table presenting information about environmental and human factors. The second section aimed to review the criteria obtained in the previous section in order to suggest strategies for designing a proper place. The variables obtained in the previous section were presented to four experts in the field of environmental psychology who were faculty members of valid and well-known universities in Iran through an interview and an open-ended questionnaire. After the variables were classified and prioritized by these experts, a number of the most important variables were selected for the field evaluations using a researcher-made close-ended questionnaire based on the prioritization of the experts. The selected variables were tested using a statistical software and statistical analyses with respect to confirming and rejecting H0 and proposing an output model. A summary of this process has been presented in Figure 1. In this research, in order to determine the validity of the questionnaire, content validity has been used and in order to measure the reliability of the questionnaire, the Cronbach's alpha coefficient has been calculated. The obtained Cronbach's alpha coefficient was 0.81 which is indicative of the acceptable reliability of the questionnaire. The statistical population of this study was related to the city of Anzali harbor and particularly active cinemas of the city. Therefore, the case study of this article has been related to Golesorkh cinema and Helal Ahmar cinema in Anzali harbor and the statistical population of this research consists of those who visited these cinemas. After selecting the population under study and the size of this population, a number of samples were selected based on Morgan's Table using randomized sampling method. The collected data was analyzed using SPSS software and finally, the findings were extracted. The conclusions were made based on the extracted findings in relation with continuing the process of designing and proposing the most effective solutions for fulfilling the research objectives.

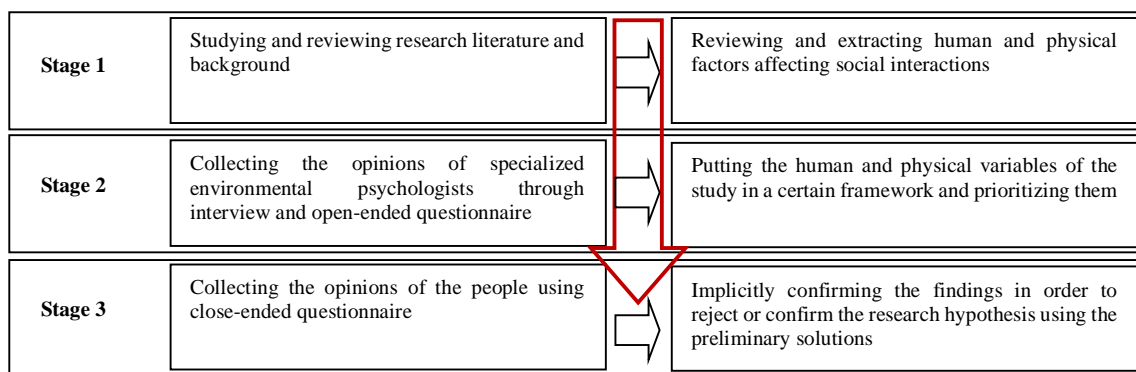


Figure 1. Steps of the research

5. Theoretical Framework of the Research

Given the presented theoretical principles and concepts and since it has been accepted that it is important to study the subject of this research in accordance with the research background, establishing a relationship between designing a sociable physical environment called as a cinematic-cultural complex, which is a physical space, and social interactions, as a mental factor is a necessity based on the human needs. In this respect, Table 1 shows the variables affecting the promotion of social interactions from the perspective of experts and researchers.

Table 1. Variables affecting social interactions based on the views of expert scholars

Variables affecting social interactions		Sources
Safety and an open space	Presence of open spaces	[7],
Occurrence of group, cooperative and collective activities in the space	Pedestrian and a functional system that supports pedestrians	[8],
Occurrence of non-cooperative activities	Designing and maintaining public facilities	[8],
Allocating some spaces to women	Users' comfort and peacefulness	

Civil equality	The space' being welcoming	[9],
Handyman activity	How to have access to the facility	[18],
Attending and stopping even during non-peak hours	How informative a space is	[19],
Individuals' having different choices	Presence of cultural activities	[27],
Proper definition of space, its geography, dimensions and proportions	Presence of elders (special groups) in this space	[28],
A combination of uses and activity	Finding and creating an identity	[29],
Presence of facilities and arrangements	Dynamic interactions	[30].
Use density	A sense of belonging and ownership	
Visibility	Elements of central points	
Adjacent functions	Natural landscapes, view and adjacency	
Light and sound	Physical location and privacy	
Aesthetic dimensions	vitality	
Legibility		

In the following section, the variables affecting social interactions have been separately classified in a list of environmental and human factors in accordance with Table 2. In the following stage, after the classification was evaluated and the variables were prioritized by four experts in the field of environmental psychology who were faculty members of well-known and valid universities in Iran, five of the most effective environmental and human factors on the promotion of social interactions were selected. Therefore, the role of independent variables and the dependent variables in the cinematic-cultural complex of Anzali harbor in the promotion of social interactions through research tools would be measured.

Table 2. Classification of the factors affecting social interactions

Human factors	Environmental factors	
Education and learning	Providing the territory, security and protection	Predicting the functional elements
Possibility of self-expression	Capabilities of the environment such as central spaces or proper physical opportunities for hanging out, sitting and stopping by	Proper communicative spaces, ways and accessibilities inside a space and walking (side walk and a functional system that supports walking)
Creating and finding an identity	Partial privacy and confinement (physical location and privacy)	Coordination and how functions are connected to the central points (distance, centrality and proximity)
Dynamic interaction	Cohesive structure, determination and integration	Natural landscape, view and adjacency
genius loci, sense of belonging, ownership and dependency in the space	The possibility of choosing between different options, variety (variety of activity) and contradiction	Space geography (properly defining the space, its geography, dimensions and proportions)
Occurrence of group, cooperative and collective activities (active participation)	Attraction, visual beauty and aesthetic dimensions	Proper facilities (presence of facilities and arrangements)
Occurrence of non-cooperative activities	Responsiveness	Connection with the urban transportation system
Presence of cultural activities	Continuity and legibility	Finding the proper location
Civil equality	Complexity and mystery	Light and sound
vitality, the need for comfort and peacefulness	Visibility and predictability of the space	A welcoming entrance (space's being welcoming)
	Compatibility and flexibility	Orientation
	A combination of use and activity	

After summarizing views and prioritizations regarding the physical and human factors affecting the research approach, i.e. social interactions, by four specialists, according to Figure 2 the first five variables were selected as the basis of the research for a better continuation of the research process and for limiting the research spectrum. Human variables were selected as independent variables, i.e. occurrence of group, cooperative and collective activities, learning and education, genius loci, a sense of belonging, ownership and dependency in the space, creating and finding an identity, and presence of cultural activities. The physical variables were selected as the independent variables, including capabilities of the environment, attraction, visual beauty, and aesthetic dimensions, continuity and legibility, accessibilities, natural landscape, view and adjacency. The research enters its next phase after measuring the role of physical and human factors which affect the promotion of social interactions based on the research hypotheses.

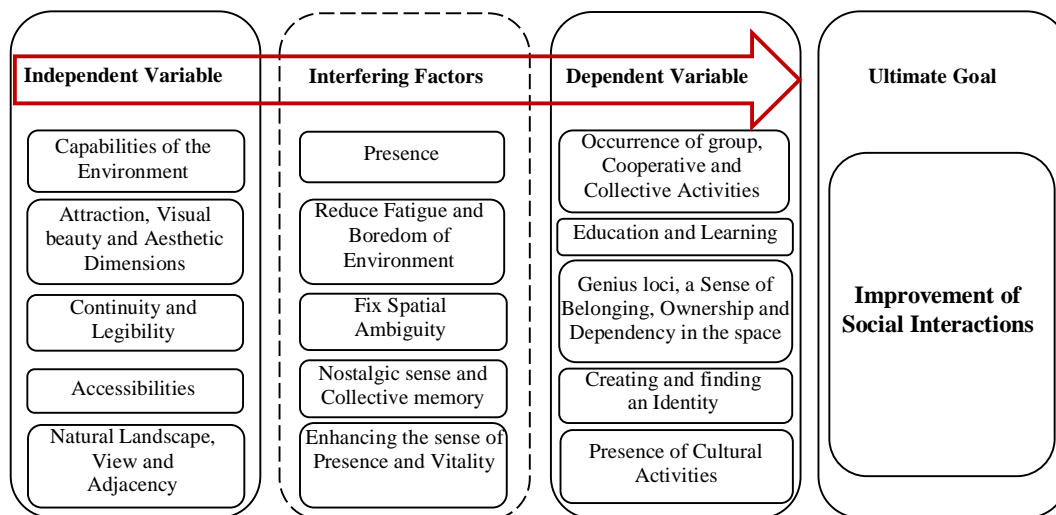


Figure 2. The selected environmental and human factors affecting the promotion of social interactions based on the prioritization of experts and the role they play in the formation of research hypotheses

In the following section, the most important environmental and human factors which impact social interactions, which have been presented in the diagram above, the most likely sub-hypotheses for measuring the role of the factors in the development of research tools have been presented.

1. It seems that capabilities of the environment play an important role in the formation of central spaces or proper physical opportunities in the cinematic-cultural complex in terms of promoting social interactions with a positive impact on the tendency to be present and on the occurrence of group, cooperative and collective activities (active participation).
2. It seems that paying attention to attraction, visual beauty and aesthetic dimensions of the space in the cinematic-cultural complex affects the education and learning of individuals in terms of promoting social interactions by making the space less boring and more interesting.
3. It seems that continuity and legibility in the cinematic-cultural complex eliminates spatial ambiguity and gives the space a sense of belonging, ownership, dependency and genius loci in terms of promoting social interactions.
4. Having proper access to different paths and reinforcing them with different elements of the cinematic-cultural complex that give it identity increases a sense of nostalgia and creates a collective memory and affects the identity that is found and created in terms of promoting social interactions.
5. It seems that natural landscape, view and adjacency in the cinematic-cultural complex reinforce a sense of presence and Vitality and affect the occurrence of cultural activities in terms of promoting social interactions.

5.1. Conceptual Definition of the Selected Variables

Education and learning: learning is the centre of everyone's life. Learning environments are comprised of elements that make sense together. The feature and qualities of each of these elements can have great impacts on the development of various behaviours [31].

Occurrence of group, cooperative and collective activities (active participation): this need is based on the direct relationship between people and the environment and is indicative of directly experiencing the space, people and social activities. This in itself plays a direct role in creating a desirable mental image of the space, dynamicity and excitement in the minds of individuals [12].

Creating and Finding an identity: both humans and places give each other an identity [32]. A person will have a deep connection with the environment when the environment has features and specifications that will connect him/her with his/her past, culture or roots in general. This impact occurs when the environment itself has a rooted and positive identity [10]. In fact, the relationship to space has important sociological dimensions. Residents are mainly guided in their decisions, actions and behavior by an awareness of the identity of the immediate environment [33].

Genius loci, a sense of belonging, ownership and dependency in the space: a sense of belonging generally means a label that is put on a certain place by people. This feeling is the final outcome of perceptions that are resulted from environmental stimulations through different senses in connection with one another and as a unit which been previously led to the development of genius loci [27].

Presence of cultural activities: studying the physical space requires observation and consideration of activities that occur within. Barker focused on the collective-behavioural nature of spaces that are suitable for different activities. Also, he put emphasis on collective interactions in these spaces as a capability of the space [17]. In this regard, cultural activities have a high capacity.

Capabilities of the environment: people change artificial and natural environments to alter their capabilities. In fact, a physical environment is a series of levels and human beings build constructions by changing these levels and, in consequence, the meanings of the level and/or the built environment is altered. Detecting the capabilities of an object or an environment depends on the features, experiences, competencies and needs of the observer [4].

Accessibilities: having access to a collective space is one of the effective and preventive factors regarding the increase of desirability of a space and improving the social interactions in it; since high accessibility enhances the likelihood of social encounters in a space. In such places, existence of good and suitable furniture attracts more people in social gatherings and the arrangement of furniture in the space also affects the establishment of different relationships [18].

Attraction, visual beauty and aesthetic dimensions: the visual dimension of the space includes qualities that affect the audience and observers by simply being seen. Activity and spatial variety are among factors that make an environment more attractive and increase the likelihood of presence of a larger audience in it. Dimensions and size of the space, shape of the space, the relationship between the dimensions of the space and people's perception of it influence on the individual's perception of the space with a positive or a negative feeling [34]. The first thing that beauty of a space does is increasing peacefulness and comfort of its users and secondly, it motivates them to stay in it longer and more frequently and makes interactions more possible [18].

Continuity and legibility: Lynch researches: legibility is one of the qualities of an object which increases the likelihood of creation of a strong impression of that object on the mind of an observer. What is meant by legibility is making an environment legible with the shape, colour and organization of its elements, giving a strong structure to an environment and presenting its useable image. Legibility is also called as visibility [35].

Natural landscape, view and adjacency: human beings always have a sense of belonging to the nature and the interest in being close to nature has always been apparent in the Iranian culture. Natural elements are especially and strategically important as milestones and factors that play important roles in the making of the memories of citizens of each city [28].

5.2. Introducing The Scope of the Research

The city of Anzali harbor is one of the Caspian Sea coastal cities and is located 37 kilometers away from Rasht, the capital city of Guilan province. Anzali harbor is the largest and the first port, located on the margin of the Caspian Sea northern Iran. Anzali has been mentioned many times in history, and over the centuries it has been considered as an important economic link with the civilization of the east and west [36]. Anzali harbor is located at 37° 28' N and 049° 28' E and -26.2 above the sea level. The current image of the city, like most coastal towns, is formed of a linear tissue and a large portion of the city has a regular tissue [37]. Current population of this city (the year 2017) is 141421 people and it has been calculated to be increased to 217140 people at the horizon of the plan (the year 2042). After these calculations, a total of shortages of the cinematic-cultural centers in Anzali harbor was recognized. This city has been very active in the field of culture and art especially cinema and theater for a long time, with many enthusiasts. According to interviews done with authorities, interested citizens in this field and field observations, available cinema halls in the city lacked the quality and the ideal facilities in the form of a cultural complex. In other words, the city does not have the necessary quantitative and qualitative standards in terms of cultural applications, especially cinema, and does not satisfy the needs of citizens, especially the youth. In fact, the use of cinema across the city does not have the scope, per capita and quality and the compensation of this shortage should be considered as a priority with regard to calculations and findings. Thus, given these shortages, reviewing the subject of this research with respect to this statistical community is a necessity. Therefore, the case study has been focused on Golesorkh cinema and Helal Ahmar cinema and the statistical community of the research consists of those who had gone to these two cinemas. In fact, the number of these people specified the number of the people selected as the statistical population of this study with a mean of 800 people. By specifying the size of this study and based on Morgan's Table, the sample size was composed of 260 people.

Next, the researcher-made close-ended questionnaire was developed based on the research hypotheses and after measuring the reliability and validity, the questionnaires were randomly distributed among the research subjects. The results obtained from this measurement will be evaluated in the following section.

6. Final Findings of the Research

After collecting the questionnaires, extracting the data and putting them in SPSS, the first step to take was to estimate the descriptive indexes of the obtained data. The results suggested that out of the 260 respondents, 176 respondents were

women and 84 respondents were men. The majority of the respondents were single at the age range of 21 and 40 years old and the minority of respondents were 61 years old and above. In terms of jobs, many of the respondents were self-employed, university students, had governmental jobs or were unemployment and the number of high school students and retired respondents were the lowest ones. In terms of level of education, most of the respondents had a bachelor degree and the smallest number of them had degrees lower than a high school diploma.

In the section of inferential findings, inferential statistical tests were used. Through the current research, given the features of the hypotheses and the type of data scale, the single-group t-test has been used as a parametric statistics. In order to test the hypotheses, firstly the SPSS software calculated an assumed mean based on the input data. In this measurement, the calculated mean was equal to 15. By determining other required statistical indexes, confirmation or rejection of the hypotheses depended on the evaluation of the following three factors. A hypothesis will be confirmed if these three conditions are present:

1. The calculated mean related to the responses to the questions of any hypothesis must be higher than the assumed mean.
2. The significance level must be lower than 0.05 and the more considerable this difference is, the more valid the hypothesis will be. If the significance level is higher than 0.05, the hypothesis will be rejected.
3. The upper and lower limits must be a positive number and the larger this number is, the larger the calculated t will be. If upper and lower limits are a negative number, the hypothesis will be rejected.

Accordingly, given the results of the analysis in accordance with the three above-mentioned conditions, the research hypotheses are supported. The data presented in Table 3 is related to the importance and priority of each of the executive measures mentioned in each of the research hypotheses. The capabilities of the environment variable, with a mean of 23.56 and standard deviation of 4.49 is the first priority, the attraction, visual beauty and aesthetic dimensions variable with the standard deviation of 23.51 and standard deviation of 4.43 is the second priority, the natural landscape, view and adjacency with the mean of 23.44 and standard deviation of 4.58 is the third priority, the accessibilities variable with the mean of 23.42 and standard deviation of 4.81 is the fourth priority, and the continuity and legibility with the mean of 23.36 and standard deviation of 4.84 is the fifth priority.

Table 3. The results of one-group t-test on hypotheses were analyzed by SPSS software

Priority	Upper limit	Bottom limit	confidence level	t	Degree of freedom	Average difference	Standard deviation	numbers	Average	Statistical indicators Score	Hypothesis
1	9.11	8.01	0.000	30.72	256	0.27	4.49	260	23.56	Calculated	1
									15	Assumed	
2	9.06	7.97	0.000	30.99	259	0.27	4.43	260	23.51	Calculated	2
									15	Assumed	
5	8.95	7.77	0.000	27.86	259	0.30	4.84	260	23.36	Calculated	3
									15	Assumed	
4	9.01	7.83	0.000	28.23	259	0.29	4.81	260	23.42	Calculated	4
									15	Assumed	
3	9.00	7.88	0.000	29.68	259	0.28	4.58	260	23.44	Calculated	5
									15	Assumed	

By specifying the degree of importance of the variables based on the above-mentioned results, the recommended model of the research has been displayed in Figure 3.

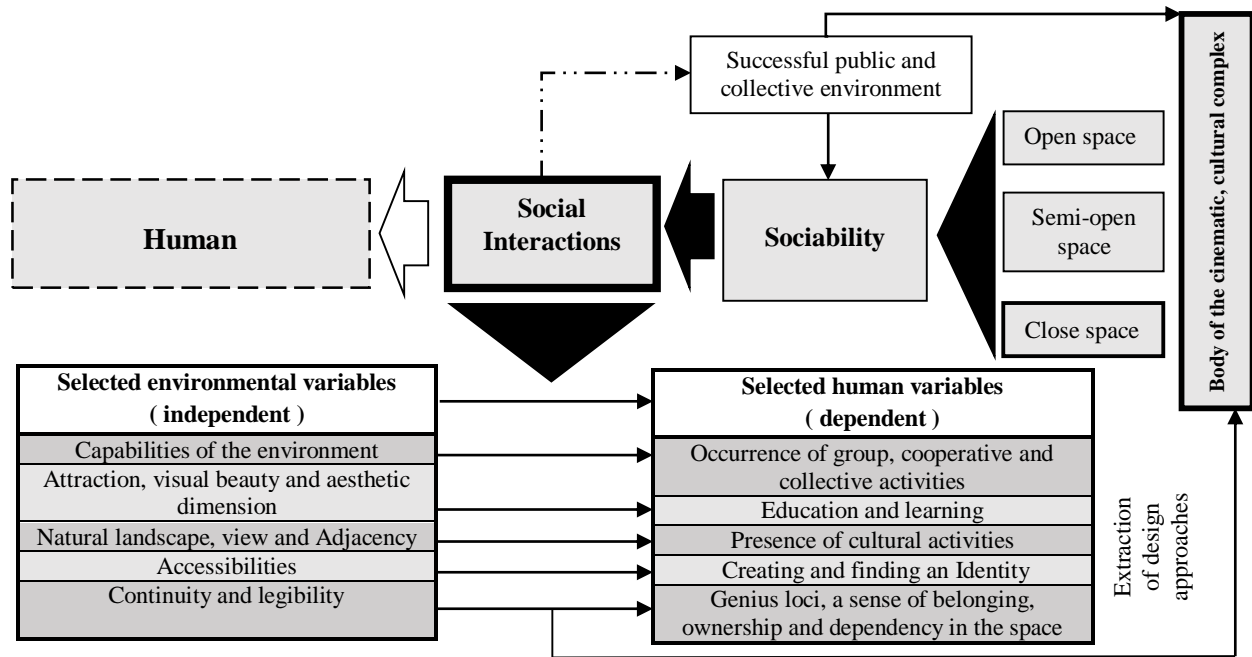


Figure 3. Recommended research model

Given the recommended research model and the final ranking of the variables following the confirmation of the relevant hypotheses in proportion with the results obtained from the questionnaire, Table 4 shows the most effective solutions and strategies for designing a cinematic-cultural complex in Anzali harbor with an emphasis on the concept of sociability of a man-made environment in terms of promoting social interactions. The ranking of these strategies is in proportion with the highest percentage of items in the questionnaire.

Table 4. Strategies for designing a cinematic-cultural complex in Anzali harbor in terms of promoting social interactions

Hypothesis	Row	Designing strategies
First confirmed hypothesis	1	Considering the open space for taking a walk with friends and family, talking, standing and watching such as spaces for mutual display of some works with the possibility of criticizing them.
	2	Accurately and basically placing and designing behavioral locations based on the needs and behavioral pattern of the audience such as building a café with a special and artistic purpose.
	3	Proper physical opportunities or central spaces for different individuals to hang out and to sit in, or to stop by at, like a collective space for interacting and meeting with important people
	4	Finding a proper place for sitting and presence of flexible and comfortable furniture in those spaces, which can be moved as the customers please.
	5	Creating multipurpose collective spaces, like central spaces for group games or playing live music (even for earning income).
Second confirmed hypothesis	1	Using human proportions, dimensions and geometry along with color and materials which are suitable for the use of the space.
	2	Attracting the attention of the observer using light, color, shades and show in proportion with the use of the space.
	3	Visual beauty and attraction of the environment by observing the human scale in proportion with children (space and type of furniture), using gray and warm colors and changing materials and tissues (such as a playground for children and temporary stay of children).
	4	Creating architectural variety such as a trapezoidal shape of class or arrangement of the furniture inside the space in the shape of a U or a circle.
	5	The possibility of observing the adjacent spaces from the inside and vice versa (such as long windows inside a classroom and a studio that opens to the inside or outside of the complex).
Fifth confirmed hypothesis	1	Existence of semi-open spaces adjacent to the building focused on charity such as a temporary Guilan handicraft market or local food markets.
	2	Presence of multipurpose functions in interaction with nature (adjacency or view) such as a book café (a combined use of a library and a café)
	3	A suitable view of a green space and vegetation and the symbolic calming sound of water in the parts of the space along with a combination of defined open and semi-open spaces.
	4	Creating a transparent wall in cultural uses and enhancing the landscape in order to connect the interior side of the complex with its exterior side.
	5	Accurate proximity to the movie theatre as the main space with other uses (such as a classroom, shops and galleries) following lack of activity intervention among them.

Fourth confirmed hypothesis	1	Reinforcing the paths with a suitable view for having access to a green space or collective activities with Iranian elements such as framing landscapes with a vault or creating a porch combined with open and semi-open spaces.
	2	Using appropriate materials considering the climate of Anzali harbor such as colored wood and glass across the body of the paths and proper floor covering and alarming floors and levels for people with disabilities.
	3	Using water ponds and symbolic calming water sounds in the paths with access to a combination of collective spaces.
	4	Creating defined spaces for stopping in the access paths and using symbolic elements and sculptures related to the Guilani identity (such as mat weaving).
	5	Creating a difference in the heights of the floor, ceiling and narrow and open paths in the complex by creating privacy and access hierarchy.
Third confirmed hypothesis	1	Legibility and predictability of spaces in the complex in a way that the audience would easily find their way (such as visibility of the space from a distance).
	2	Installing sculptures, elements, signs and furniture and other markers which are somehow related to the Guilani identity (such as playing with light using windows with colorful glasses); in proper places especially walking access paths.
	3	Creating familiar environments with their own previous names (such as teahouses), with the purpose of presenting an applicable image to the audience.
	4	Proper access to the internal and external spaces of the complex, functional coordination and presence of private place properly connected to the street by creating a sense of embracement and welcoming in the building.
	5	Filling in and emptying the body of the building and preventing absolute rigidity to connect with the surrounding environment.

7. Conclusion

According to Maslow, social interaction is an intermediate need that needs to be present and promoted given the weakness of the sociable structure of the society. Therefore, increasing the number of opportunities for the development of social interactions in the architectural space and body of the public places was identified as a desirable strategy for meeting human needs. Given the importance of this subject and assessment of the cinematic spaces of Anzali harbor as the place under study, the necessity of reviewing the factors affecting the promotion of social interactions and presenting the design strategies for fulfilling human needs were targeted. In fact, the current research intended to design a cinematic-cultural complex in Anzali harbor with an emphasis on the concept of sociability of the man-made environment with the purpose of identifying the most important environmental and human variables regarding social interactions and reviewing their role in terms of presenting an applicable model and effective design strategies in terms of promoting it. In other words, such complexes are appropriate places for fulfilling the social needs and objectives of the society due to their nature and their functions as a man-made environment which can be quite sociable because of the many people who visit it. In this respect, in accordance with the theoretical framework of the research and based on the analysis of data, the role of the most important environmental and human variables regarding the promotion of social interactions were tested. It was confirmed that environmental variables play important roles in promoting social interactions along with human variables. In fact, by prioritizing them with the purpose of confirming the research hypotheses, the most effective spatial strategies for designing a space in this regard was suggested. Some of these strategies were considered as the priorities along with other strategies presented in Table 4: considering the open space for taking a walk with friends and family, talking, standing and watching; using human proportions, dimensions and geometry along with color and materials that are suitable for the use of the space; existence of semi-open spaces adjacent to the building; reinforcing the paths with a suitable view for having access to a green space or collective activities with Iranian elements; legibility and predictability of spaces in the complex in a way that the audiences would easily find their ways.

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9. Appendix: A closed questionnaire sample of a response made by researcher

Row	Questionnaire items	Strongly agree	Agree	Natural	Disagree	Strongly disagree
Capabilities of the Environment/ Occurrence of group, Cooperative and Collective Activities						
1	Capabilities of the Environment such as focal spaces or physical opportunities (environmental) are suitable for gathering, sitting and stopping people in space for staying there, such as the existence of a collective space for engaging with famous people in cinematic and cultural fields, increases the occurrence of group, cooperative and collective activities (active employment).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Locating (determining the position of one function) suitable places for sitting and the presence of flexible furniture in those spaces, with the ability to move them to places desired by individuals, increases the occurrence of group, cooperative and collective activities (active employment).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Placing and designing the principles of behavioral camps (spaces for the occurrence of a particular type of activity) based on the needs and behavior of the audience in a cinematic-cultural setting, such as the creation of a specialty artistic cafe, increases the occurrence of collective, participatory and group activities (active employment).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Considering open spaces for walking with friends and family, speaking, standing and watching, such as spaces for displaying some of the works with the possibility of criticizing them, of group, cooperative and collective activities (active employment) at different times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Creating multifunctional community spaces, such as the formation of focal spaces for group games or live music (even for earning money), will increase group, cooperative and collective activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	The cinematic and cultural complexes of Anzali harbor have provided the audience with items to make collective, participatory and group activities happen (active employment).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attraction, Visual beauty and Aesthetic Dimensions / Education and Learning						
7	Using geometry, human dimensions and proportions (the proportion of the size of a part or a space based on the dimensions and proportions of the human body), along with the proper colors and materials with the function of space, reduce the fatigue and boredom of Environment, and increase education and learning in it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	The ability to view adjacent spaces from the inside parts of regarded space and vice versa (such as the presence of high windows inside the classroom and the studio inside or outside the complex), and seeking to eliminate the ambiguity of the space and create attraction for the visitors of the cinematic-cultural complex, will increase the education and learning.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Creating architectural diversity along with the increase in the amount of visual appeal and beauty, such as the trapezoidal form of the class, or the arrangement of furniture in space or in a circle increases education and learning in it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Attracting observer attention with color, light, and shadow adapted to the function of space increases concentration and communication with the environment, and also increases education and learning in it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Attraction and visual beauty of the environment, following the human scale appropriate to the children (whether in space or in the furniture type), along with the use of happy and warm colors and the change of materials and texture (such as the playground and temporary keeping of children in the cinematic-cultural complex) in addition to enhancing the desire of children to engage in communication, it also increases education and learning.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Cinematic and cultural collections of Anzali harbor have provided educational and learning environment for the audience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Row	Questionnaire items	Strongly agree	Agree	Natural	Disagree	Strongly disagree
Continuity and Legibility / Genius loci, a Sense of Belonging, Ownership and Dependency in the space						
13	Emptying and filling the body of the building and preventing rigidity (hard and seamless volume), in pursuit of avoiding spatial ambiguity, in addition to communicating with the environment, to increase Genius loci, sense of belonging, ownership and dependency in the space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Installing statues, elements, signs and furniture, and other signs that are in some way related to the identity of Guilan (for example, playing with light by colored glass in the window); at suitable points, especially accessible pedestrian paths, promotes the Genius loci (people's mental perception of the environment), sense of belonging, ownership and dependency in the space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Appropriate accesses to the spaces inside and outside the complex, functional coordination, and the existence of privacy, along with proper street communication by creating permeability and inviting into the building, will enhance the Genius loci (people's perception of the environment), sense of belonging, ownership, and dependency in the space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Creating familiar environments with their own old names (such as Cafes), while creating a usable image, enhances Genius loci (people's perception of the environment), sense of belonging, ownership, and dependency in the space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Readability (comprehensibility and an environment that is not confusing) and spaces predictability in the set so that the audience can easily find his/her path (such as the Visibility of space from a distance); to strengthening the Genius loci (people's perception of the environment), sense of belonging, ownership, and dependency in the space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	The cinematic and cultural complexes of Anzali harbor have created Genius loci (people's perception of the environment), a sense of belonging, ownership, and dependency in the space for audiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibilities / Creating and finding an Identity						
19	Using the dock and water relaxing sound symbolically in the access paths combined with cumulative spaces increases the creating and finding an Identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Creating a height difference on the floor and the ceiling and narrowing and opening the paths in the complex, by creating privacy and access hierarchy, while creating diversity in the environment (lack of uniformity), enhances creating and finding an Identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	Strengthening accessible paths with an appropriate perspective on green space or collective activities with Iranian elements such as framing landscapes with a vault or creating a porch (indoor pillar) in combination with open and semi-open spaces, increases creating and finding an Identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	Creating defined spaces for staying in the accessible paths and the use of symbolic elements and statues associated with Guilan identity (such as mat weaving), enhances creating and finding an Identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	Using materials that fit the climate and atmosphere of the Anzali harbor, such as wood and colored glass in the body of the paths and the proper coverage of the floor and warning levels for the disabled, creating and finding an Identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	The cinematic and cultural complexes of Anzali harbor have created causes to increase creating and finding an Identity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural Landscape, View and Adjacency / Presence of Cultural Activities						
25	Proper landscape of green space and the presence of vegetation and relaxing sound of water symbolically in parts of space, along with a combination of open and semi-open spaces, increases the presence of cultural activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	The existence of multifunctional functions in interaction with nature (its proximity or visibility to it), such as the cafe of books (the function of a library with cafe space together), leads to the strengthening of the sense of presence due to the desired vision, and strengthening presence of cultural activities (for example, reading).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	Having semi-open spaces adjacent to building space and a charity center such as a temporary Guilan handicraft market or local foods, with the establishment of a vibrant environment that leads to a strengthening presence of cultural activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	Creating open spaces in cultural applications and enhancing the outlook for interconnections between the inside and outside of the complex, encourages cultural activities in order to create attractiveness for the audience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	The proper proximity of the movie theaters as the main spaces with other uses in the cinematic-cultural complex (Such as class, storefront and gallery) following the lack of interaction between them, increases the Presence of cultural activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	The cinematic and cultural complexes of Anzali harbor have created cultural activities for audiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>