IJAPAS
International Journal of Applied Arts Studies

Investigating the Relationship between the Cultural System of Society and Presence of Citizens in Urban Space (Case study: Pedestrian Path on Farrokhi Street of Yazd, Iran)

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Abstract

Culture and cultural values are a community, the identity and spirit of a city. Culture as a decisive factor in behavior is always in the realm of society, because it is shown in a set of beliefs, traditions, and behavioral patterns. Planning for the development of hiking culture is not an issue that will soon come to an end, but any decision taken in this matter will be tangible in the next 10 years. In this paper, the cultural criteria of the community have been studied. A questionnaire was used to collect the research data. The questionnaire items were based on the criteria of the cultural system. The research community in this research was 239,000 people. The sample size was selected randomly and using Cochran model 383 people were selected to complete the questionnaire. The SPSS software was used to study the relationship between society culture and the presence of citizens in pedestrian path. The results showed that there is a significant relationship between these two variables of culture and the presence of citizens.

1. Introduction

In the opinion of many anthropologists and sociologists, culture is used in the sense of the cultural system. Culture in its particular sense is the basis for the formation and continuity of the identity of the society, and the characteristics for which it is the same are the characteristics of

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culture in a particular sense (Shateripur Esfahani & Najafi Ebrahbandadi, 2012). Given current trends around the world, it shows that culture is increasingly playing an important role in the future of cities. (Azad Safiyee, 2005).

Attention to culture in the city is not a new topic. Sociologists, anthropologists, historians, philosophers, geographers, artists and literates from the very beginning of the emergence and expansion of industrial cities in the 19th century paid attention to the importance of the cultural dimensions of the city. But, a clear understanding of the place of culture in the urban design system is a new issue. Yazd city is one of the cities that needs more attention in cultural areas on the urban path development for the citizens. In this regard, this article is prepared.

1.1. Culture

Culture derives from the Latin root cholera, which basically means to tend, or to cultivate. Thus, culture was originally a noun of process geared to describing the fostering of the growth of something. During the 16th century in England, this notion of culture as the tending of growth of something was applied to the development of human beings, especially the mind or intellect.

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. The Center for Advance Research on Language Acquisition goes a step further, defining culture as shared patterns of behaviors and interactions, cognitive constructs and understanding that are learned by socialization. Thus, it can be seen as the growth of a group identity fostered by social patterns unique to the group (Zimmermann, 2017).

1.2. Pedestrian Path

A paved path for pedestrians located on outside of the public way, separated and protected from motor vehicle travel lanes.

2. Literature Review

Riza in his research entitled, "Walkability as a Culture Practice", has concluded that there is a positive relationship between culture and motivation and physical activity in walking (Riza, 2017).

Amos Rapoport an architect, urbanist and one of the founders of Environment-Behavior studies, he believes that the environment and culture are mutually interacting. The impact of the environment on the formation of human behavior has been of interest to this urbanist (Issa Zadeh, 2015). Franz Boas, Edward Sapir and Alfred Krober are many scholars who have done a lot of research in the field of culture, and believe that culture is effective in shaping human personality and behavior.

David Maxfield, a passionate social scientist, believes that these the norms, practices, habits, and unwritten rules that form our culture, can totally change our behavior in life. In fact, culture has a significant impact on our behavior (Maxfield, 2015).

Sattarian and colleagues in their article entitled "The impact of culture and social behavior on sustainable urban development", concluded that culture is one of the important and influential factors in urban development, and one of which is the development of pedestrian culture in urban society (Sattarian et al., 2015).

3. Methodology

This is an applied research implemented with a descriptive-analytic method to identify the cultural criteria for citizens' presence. The criteria were defined based on the views of different thinkers, which were the criterion for questionnaires. In this paper, two variables of culture and people's willingness to walk in the urban space were studied in the questionnaire to investigate the relationship between the two variables. The Pearson correlation analysis was used in SPSS software.

4. Case Study

Farrokhi Street is located in the city center of Yazd, Iran. This street is in the region 2 of Yazd between Shahid Beheshti Square and Azadi Square and it approximately 812 meters long. Beheshti and Azadi Squares are one of the most important and responsive fields in Yazd. This site is in old and historical context of Yazd city. Farrokhi Street is the main streets of Yazd, therefore, most national marches are held on this street. The long form and linear axis of Farrokhi Street and the existence of a number of functional uses such as medical, office and commercial building causes to be a busy roadway. The pedestrian path of this street is located on the north and south with the potential for citizens to be present (Fig 1).
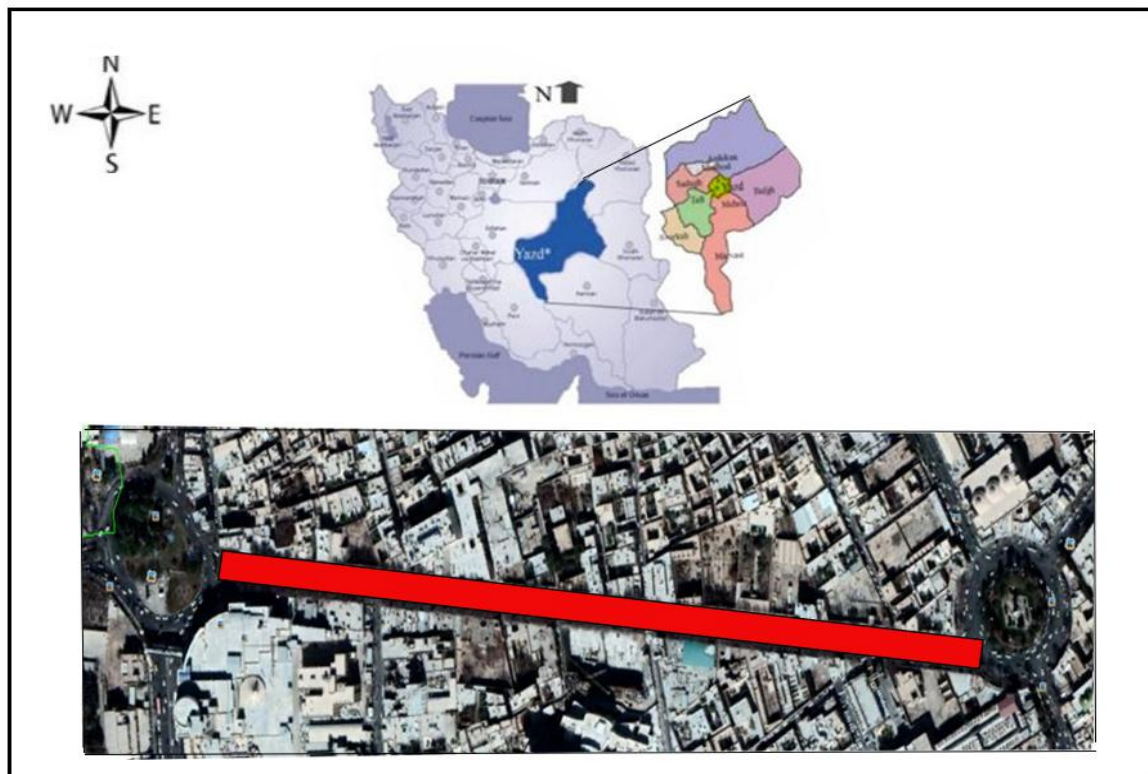

Fig 1 Location site

Fig 2 Northern Pedestrian path in the Farrokhi Street of Yazd **city**

Fig 3 Southern Pedestrian path in Farrokhi Street of Yazd city

Fig 4 Shahid Beheshti Square (Eastern entrance to Farrokhi street)

Fig 5 Azadi Square of the Yazd city (Western entrance to Farrokhi street)

5. Discussion

After studying the criteria of the cultural system which are as follows:

Table 1 Criteria and indicators of the cultural system

Criteria	Indicators
Holding exhibitions, presenting artwork	1. Holding cultural and religious ceremonies celebration 2. Existence of cultural value along the way 3. Cultural Events (wall paintings) 4. The use of Iranian Islamic architecture along the path for the presence of pedestrians
Importance of the role of hiking culture	1. Lack of the habit of walking 2. Preparing appropriate pedestrian conditions
Manner of society	1. Establishment appropriate people's customs 2. Sense of belonging to the space

(Source: Fazeyeli, 2013; Mortazavi, 2012)

6. Questionnaire

The research community in this research is 239,000 people (Given that the site is in Zone 2). The sample size was selected randomly and using Cochran model, 383 people were selected for the questionnaire. This questionnaire includes 5 questions about culture and 5 questions about the presence of people.
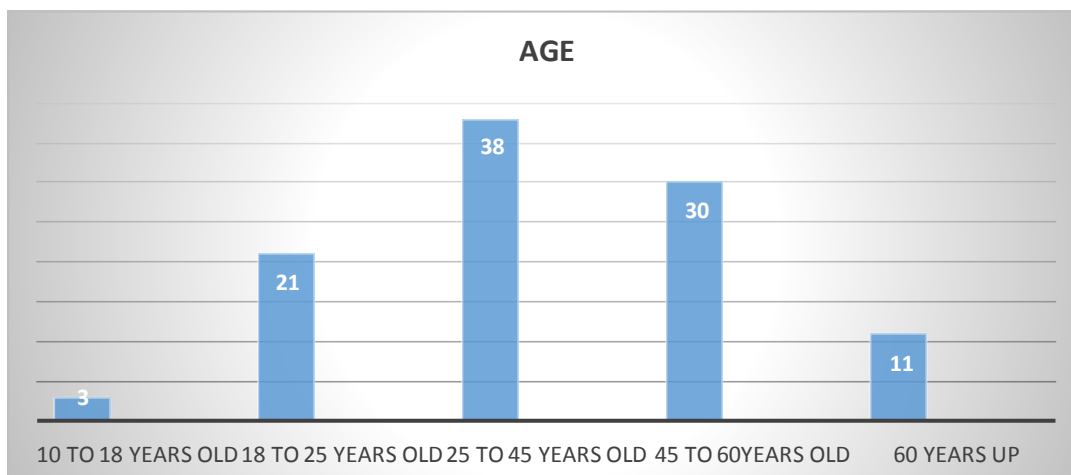

Fig 2 Age chart of the participants in the questionnaire

As it is seen in the Fig 2, the majority of people in question are in the age group of 25 to 45 years, and the smallest of them are from 10 to 18 years old. In fact, it can be said that the presence of the younger generation of society was the largest audience of the questionnaire. Overall, 45 percent were male and 55% of women participated in this questionnaire.

7. Pearson Correlation Analysis

The bivariate Pearson Correlation produces a sample correlation coefficient, r, which measures the strength and direction of linear relationships between pairs of continuous variables. The Pearson Correlation is a parametric measure.

Correlation can take on any value in the range [-1, 1]. The sign of the correlation coefficient indicates the direction of the relationship, while the magnitude of the correlation (how close it is to -1 or +1) indicates the strength of the relationship.

- -1 : perfectly negative linear relationship
- 0 : no relationship
- +1 : perfectly positive linear relationship

The sample correlation coefficient between two variables x and y is denoted r or rxy, and can be computed as equation 1.

$$r_{x\ y} = \frac{\text{cov}(x,y)}{\sqrt{\text{var}(x)} . \sqrt{\text{var}(y)}} \tag{1}$$

In this research, the variables x and y are the variables of presence and society culture, and these calculations are performed by the SPSS software.

The bivariate Pearson Correlation is commonly used to measure the following:

- Correlations among pairs of variables

- Correlations within and between sets of variables

This study includes the first ones.

In this research, we used the numerical questionnaire to convert the research variables into the distance variable.

For example:

1: In your opinion, to what extent the culture of society can be effective in the presence of people in the Pedestrian path?

        Very low (1)   Low (2)   Average (3)   Much (4)   Very much (5)

8. Research Hypothesis

Hypothesis 1: There is no a significant relationship between two variables presence and society culture.

H1: $\Upsilon = 0$

Hypothesis 2: There is a significant relationship between two variables presence and society culture.

H2: $\Upsilon \neq 0$

9. Pearson Correlation Analysis in SPSS

As previously explained by the example, each questionnaire response has its own rating. In each of the questionnaire, the indexes related to the two variables of society culture and presence are examined. (Indicators are listed in Table 1)

The answers to questions about culture variable in columns are shown with q1, q2,..., and responses to presence variable questions with s1, s2... .In the following. The indicators for each variable are added together and placed in the column for the variable. The tables shows that a total of 383 respondents. (Table 2).

Table 2 Pearson correlation analysis in SPSS

N	q1	q2	q3	q4	q5	Culture	s1	s2	s3	s4	s5	presence
1	5	3	5	5	4	22	4	4	4	5	4	21
2	5	3	5	4	5	22	4	5	5	4	4	22
3	4	3	5	4	4	20	5	5	4	4	4	22
4	4	2	1	3	4	14	5	5	2	3	3	18
5	4	2	1	1	5	13	3	5	5	2	5	20
6	5	3	3	5	5	21	5	4	4	3	5	21
7	4	5	5	5	4	23	4	3	4	5	5	21
8	5	4	5	5	4	23	3	4	4	5	4	20
9	5	4	5	5	4	23	5	3	5	5	4	22
10	4	3	3	5	5	20	5	5	5	3	4	22
11	5	5	5	5	5	25	5	4	4	4	4	21
12	5	5	5	5	5	25	5	4	4	4	4	21
13	5	4	4	4	4	21	4	5	5	5	5	24
14	4	4	4	4	4	20	4	5	5	5	5	24
15	4	4	4	4	4	20	4	3	3	3	3	18
16	4	5	5	5	5	24	5	5	5	5	5	25
17	5	4	4	4	4	21	4	4	4	4	4	20
18	5	5	4	5	5	24	3	3	5	3	3	17
19	5	5	5	5	5	25	5	5	5	5	5	25
20	4	4	4	4	4	25	3	3	3	3	5	17

21	4	5	5	5	5	24	5	5	5	5	5	25
22	5	5	5	5	5	25	5	5	5	5	5	25
23	4	5	5	5	5	24	5	4	4	4	4	21
24	4	4	4	4	4	20	4	4	4	4	4	20
25	5	4	4	4	4	25	4	4	4	4	4	20
26	4	4	4	4	4	20	5	4	4	4	4	17
27	3	3	4	5	5	20	5	5	5	3	4	22
28	5	3	3	5	5	21	5	4	3	3	5	20
29	4	3	5	4	4	20	3	3	4	3	3	16
30	5	5	2	3	3	18	4	3	4	3	3	19
N=…,383	4	5	5	3	5	22	5	4	4	2	2	17

The results will display the correlations in a table, labeled Correlations

Table 3 Results of Pearson correlation coefficient between two variables of society culture and presence

	Culture	Presence
Culture Pearson correlation Sig.(2-tailed) N	1 (A) 383	.443** (B) .000 383
Presence Pearson correlation Sig.(2-tailed) N	.443** (C) .000 383	1 (D) 383

**. Correlation is significant at the 0.01 level (2-tailed).

    A. Correlation of Culture with itself (r=1), and the number of non-missing observations for Culture (n=383).

    B. Correlation of Culture and Presence (r=0.443), based on n=383 observations with pairwise non-missing values.

    C. Correlation of Culture and Presence (r=0.443), based on n=383 observations with pairwise non-missing values.

    D. Correlation of Presence with itself (r=1), and the number of non-missing observations for weight (n=383).

The important cells we want to look at are either B or C. (Cells B and C are identical, because they include information about the same pair of variables.) Cells B and C contain the correlation coefficient for the correlation between Culture and Presence, its p-value, and the number of complete pairwise observations that the calculation was based on.

The correlations in the main diagonal (cells A and D) are all equal to 1. This is because a variable is always perfectly correlated with itself.

In cell B (repeated in cell C), we can see that the Pearson correlation coefficient for Culture and Presence is .443, which is significant ($p < .001$ for a two-tailed test), based on 383 complete observations (i.e., cases with non-missing values for both Culture and Presence).

Based on the results, we can state the following:

- Culture and presence have a statistically significant linear relationship
- The direction of the relationship is positive (i.e., height and we Culture and Presence are positively correlated), meaning that these variables tend to increase together (i.e., greater Culture is associated with greater Presence).
- The magnitude, or strength, of the association is approximately moderate

Therefore, the second hypothesis is correct.

Hypothesis 1: There is no a significant relationship between two variables presence and society culture.

H1: $\Upsilon=0$

Hypothesis 2: There is a significant relationship between two variables presence and society culture.

H2: $\Upsilon\neq0$ ✓ $\Upsilon=.443$ ✓

10. Conclusion

The results of this study showed that there is a direct relationship between the culture of society and the presence of Citizens. It is possible to culturalize in the society can be increased presence people.

The category of culture is considered as the greatest need of human society and is a major factor in the dynamism, vitality and sustainability of societies. The topic of culture as the main factor in the economic, social, political, human and moral development of the country is the focus of attention of scholars, thinkers and elites. Culture can guide society's social behavior. There is a direct relationship between culture and social behavior. Every change in culture has a behavioral change

In this regard, suggestions were told:
- Culturalize in the society about walking during festival and exhibitions
- Provide appropriate patterns for reducing travel time in the city
- Creating more co-ordination among institutions and executive agencies and legislators and custodians of cultural and educational affairs with the mass media.

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