

Edith Cowan University  
**Research Online**

---

Theses : Honours

Theses

---

1993

## The Motivational Bases of Attitudes to Living North and South of the Swan River

Darren L. Reynolds  
*Edith Cowan University*

Follow this and additional works at: [https://ro.ecu.edu.au/theses\\_hons](https://ro.ecu.edu.au/theses_hons)



Part of the [Social Psychology Commons](#)

---

### Recommended Citation

Reynolds, D. L. (1993). *The Motivational Bases of Attitudes to Living North and South of the Swan River*.  
[https://ro.ecu.edu.au/theses\\_hons/590](https://ro.ecu.edu.au/theses_hons/590)

This Thesis is posted at Research Online.  
[https://ro.ecu.edu.au/theses\\_hons/590](https://ro.ecu.edu.au/theses_hons/590)

# Edith Cowan University

## Copyright Warning

You may print or download ONE copy of this document for the purpose of your own research or study.

The University does not authorize you to copy, communicate or otherwise make available electronically to any other person any copyright material contained on this site.

You are reminded of the following:

- Copyright owners are entitled to take legal action against persons who infringe their copyright.
- A reproduction of material that is protected by copyright may be a copyright infringement.
- A court may impose penalties and award damages in relation to offences and infringements relating to copyright material. Higher penalties may apply, and higher damages may be awarded, for offences and infringements involving the conversion of material into digital or electronic form.

**EDITH COWAN UNIVERSITY**

**THE MOTIVATIONAL BASES OF ATTITUDES TO  
LIVING NORTH AND SOUTH OF THE SWAN RIVER.**

**BY**

**DARREN E. REYNOLDS.**

**A THESIS SUBMITTED TO**

**THE FACULTY OF THE HEALTH AND HUMAN SCIENCES**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS**

**FOR THE AWARD OF**

**BACHELOR OF ARTS ( PSYCHOLOGY ) HONOURS**

**DEPARTMENT OF PSYCHOLOGY**

**PERTH**

**WESTERN AUSTRALIA**

**JUNE, 1993**

## USE OF THESIS

The Use of Thesis statement is not included in this version of the thesis.

### Abstract

Previous approaches to the study of motivation within the domain of place were found to be disparate, and in need of a firm theoretical framework and appropriate methodology. With the exception of Korpela's (1989) model of place-identity, the issues of motivation and operationalization of other theoretical perspectives, (e.g., Proshansky, Fabian, and Kaminoff, 1983) have led to a sparse research base in the area of place. Recent developments in attitude theory (Herek, 1986; 1987; Zanna & Rempel, 1988) and attitude model development (Hills, 1991) were then applied to the place domain. A tripartite model of the motivational bases of attitudes (based on Herek's, 1986, neofunctional model) incorporating an identification base, (Hills, 1991) was then applied to Perth resident's attitudes to living north and south of the Swan River (the city's main arterial waterway). A qualitative pilot study using responses from 18 interviews of a convenience sample of Perth residents, and 79 undergraduate students, indicated that four main themes focusing on social, instrumental, affective, and aesthetic motives, were important within the domain of place. A quantitative instrument was then developed, and 112 members of the urban public were randomly surveyed, and their responses assessed using the tripartite model. Results supported the expectation of significantly different motivational profiles for strong, moderate, and slight preference groups; on instrumental, expressive, (social) identification, (affective) and aesthetic motivational bases. Moreover, results suggested that the instrumental, expressive, and identification motivational bases were uniquely related to preference, using stepdown analysis. The unique significance of aesthetic motives was not supported.

However a weak but significant correlation between strength of preference and length of residence was found,  $r(97) = .25$ ,  $p < .01$ . The relationship between strength of preference and length of residence within the present home,  $r(97) = .12$ ,  $p > .05$ , was not significant. Results were discussed in terms of the usefulness of the tripartite model for further research within the domain of place.

**Declaration**

**"I certify that this thesis does not incorporate without acknowledgment any material previously submitted for a degree or diploma in any institution of higher education; and that to the best of my knowledge and belief it does not contain any material previously published or written by another person except where due reference is made in the text."**

**Signature**

**Date**

10 JUN 93

### Acknowledgments

I would like to begin by thanking my supervisors, Dr. Moira O'Connor and Dr. Adelma Hills, without whom, I'm sure the end product would certainly have looked a little different - to say the least - without their professional advice and encouragement along the way. I am especially indebted to Adele for her wealth of knowledge on Functional Attitude Theory and statistics, and for allowing me to use many of her 'hard to find' references, and PhD notes - thank you! I'm sure that they are now both convinced that there is such a disorder known as transient manic student psychosis - although they would probably debate the 'transient' issue in my case.

Secondly, I would also like to acknowledge the assistance of Dr. Chris Griffin from the 'Department of Anthropology' at Edith Cowan University, who taught me all I know about qualitative methodology and the philosophical underpinnings of modern science, and urged me to at least begin this work using a 'grounded theory' approach, before bowing to the pressure of quantitative analysis expected in the field of psychology at this point in time. Psychology's Zeitgeist certainly does appear to be the 'ghost that walks'.

Thanks must also go to Dr. John Carroll for his early clinical diagnosis of my potential (or affliction ?) in the research area, and also for his personal guidance. We will all miss his unique brand of teaching now that he has chosen to continue a clinical career. I should also extend my thanks to all my lecturers in the psychology department at 'ECU' to whom I owe intellectual debts, especially Liz Pike, Judith Gillies, Peter Prigrove, and last but not least - a man I really enjoy arguing with - Neil Drew.



Special thanks must go to my family: especially my wife Debbie who watched a veritable mountain of paperwork evolve into so few words, and who's constant encouragement and love I cherish; my parents (Nola and Geoffrey) who never lost faith; my 'inlaws', especially my mother-in-law Lillian, who contributed in so many ways; and my two boys - Blaze and Seth - who helped by randomly sorting my notes, reprogramming my computer in weird and wonderful ways, and generally teaching me the finer points of fatherhood (e.g., how to remove jam from library books, and trying to explain to a toddler why the cat doesn't like being carried around by the throat).

Finally, I would like to thank each of the Perth residents and students who participated in the study, giving their valuable time, thoughts and feelings; for without willing and enthusiastic subjects ideas remain just that - ideas.

## Table of Contents

	<u>Page</u>
Title	i
Abstract	ii
Declaration	iv
Acknowledgments	v
Table of Contents	vii
List of Tables	x
List of Figures	xi
<b>1. Introduction</b>	<b>1</b>
Background	1
Aims of the Study	3
Research Questions	3
Plan of the Study	4
<b>2. Literature Review</b>	<b>5</b>
Existing Theoretical Conceptions of Human - Place Relationships	5
Socio-cultural Views of Place	5
Psychological Conceptions of Place	6
Place Meaning and Emotional Attachment to Place	6
Place Dependence	8
Attachment to Place	9
Community Attachment	10
Place - Identity	11
Summary of Motivational Influences in the Place Domain	14
Attitude Theory.	16
The Tripartite Model of Attitude Sources	18
Functional Attitude Theory	19
Havill's Model	20
Hills' Tripartite Model of Motivational Bases	21
The Application of Hill's Model to the Domain of Place	21
The Present Research	23

## THE PRESENT RESEARCH

<b>3.</b>	<b>Application of the Tripartite Model of Motivational Bases to Attitudes to Living North and South of the Swan River.</b>	<b>25</b>
	Qualitative Pilot Study	25
	Method	26
	Personal Interviews	26
	Qualitative Questionnaire	27
	Analysis Issues	27
	Results	28
	Preference & Demographics	28
	Salient Themes	28
	Hypothesised Motivational Structure	30
	Main Study Rationale	32
	Research Questions	32
<b>4.</b>	<b>Method</b>	<b>33</b>
	Subjects	33
	Sampling Procedures	33
	Questionnaire	34
	Pilot Testing	34
	Measures of the Motivational Bases	35
	Item Coding	36
	Preference	37
	Demographic Information	37
	Analysis Issues	37
<b>5.</b>	<b>Results</b>	<b>39</b>
	Outliers and Evaluations of Statistical Assumptions	39
	Research Question 1: Motivational Bases	40
	Results	40
	Research Question 2: Significance of Motivational Profiles	41
	Results	41
	Research Question 3: Unique Contribution of each Base	46
	Results	46
	Research Question 4: The Relationship between Preference and Length of Residence	48
	Results	48

<b>6. Discussion</b>	<b>49</b>
Discussion of Major Findings	49
Limitations of the Study	51
Directions for Future Research	52
<b>BIBLIOGRAPHY</b>	<b>56</b>
<b>APPENDICES</b>	<b>64</b>
<b>A. Interview Schedule</b>	<b>64</b>
<b>B. Pilot Study Questionnaire</b>	<b>67</b>
<b>C. Final Questionnaire</b>	<b>75</b>
<b>D. Ethics Consent Form</b>	<b>83</b>
<b>E 1. Means For Individual Attitude Items</b>	<b>85</b>
<b>E 2. Standard Deviations of Individual Attitude Items</b>	<b>86</b>
<b>E 3. Response Rates For Attitude Items</b>	<b>87</b>

## List of Tables

		<u>Page</u>
1.	<b>Motivational Themes from Content Analysis of Qualitative Study</b>	<b>29</b>
2.	<b>Pearson Product Moment Correlations among Hypothesised Motivational Bases: With Pooled Within-Cell Correlations above the Diagonal</b>	<b>42</b>
3.	<b>Mean Scores for Hypothesised Motivational Bases</b>	<b>44</b>
4.	<b>Univariate ANOVA and Step-Down Analysis Results for the Unique Contribution of each Motivational Base</b>	<b>47</b>

**List of Figures**

	<u>Page</u>
1. <b>Mean Scores for Hypothesised Motivational Base by Strength of Preference</b>	<b>45</b>

## CHAPTER 1

### Introduction

#### Background

Many Perth residents have a preference for living either north or south of the Swan river. The initial impetus for the present research was to ask the deceptively simple question - why? A review of the literature suggested that resident's reasons for the apparent preference had not previously been the focus of academic research. However, a short television interest story surveying peoples' attitudes on the street, ("Perth extra", 1992) had been conducted, confirming the existence of a north and south preference among a small convenience sample of Perth residents.

More importantly, a review of the literature in the areas of environmental and community psychology, and related disciplines, suggested that previous research in the domain of place was disparate, and lacked a theoretical perspective with a well organised research base. Moreover, with the exception of Korpela (1989), no previous literature in the place domain was found that focused on motivation using concepts systematically, and open to quantitative investigation.

A qualitative prestudy was then completed to assess the viability of further research. Personal interviews were conducted using a convenience sample of 16 Perth residents, in order to examine whether a significant proportion of residents expressed a place preference for either north or south of the Swan river. Moreover, resident's motives for their preference (or lack of) were explored, in order to test preliminary assumptions about the efficacy of different approaches to the study of the domain of place.

The prestudy suggested that a number of separate motives were actively used by Perth residents. Moreover, the study's focus on residential preference to north or south of the Swan river was found to be a sufficiently salient issue to warrant further research.

Predominant reasons offered for residential attitudes in the prestudy included, family and social ties, perceived higher status of one side, a number of instrumental motives, and a global affective dimension. Subjects tended to respond with references to early childhood, schooling and the referent points of the parental and / or present home, when drawing on memories. Subjects also responded with a number of instrumental reasons including, the cost of renting or land, proximity to work and other amenities ( e.g., shopping, schools, public transport, among others ) as also having a bearing on their present residential location. Residents who expressed the strongest preference for either side, tended to generate a larger pool of specific motives, and place the strongest emphasis on social and affective motives in relation to their preference. Residents with little or no preference (or who were not living in their preference area) appeared to be primarily motivated by instrumental reasons, for their present choice of residence.

In an attempt to conduct further worthwhile research in the area, a model ( Herek, 1986; Hills, 1991) was adopted from the social psychological area of functional attitude theory. The present study therefore, focused on the development of a research base on the motivational bases of attitudes to the domain of place, with a substantive focus on attitudes to living north and south of the Swan river, Perth, Western Australia.



### Aims of the Study

The present research applied the theoretical framework of attitude theory, using the tripartite model of the motivational bases of attitudes (Herek, 1986; Hills, 1991) to the domain of place, in order to examine the nature and relationship of different motivational bases of attitudes within the domain of place, with a specific focus on residential attitudes to living north and south of the Swan river in Perth, Western Australia. The specific aims of the present study were addressed by four research questions, which are listed below.

### Research Questions.

1. What motivational bases do Perth residents articulate in their attitudes to living north and south of the Swan river, and can they be framed in terms of functional attitude theory?
2. Will different preference groups (e.g., no preference, slight, moderate, and strong) have significantly different motivational profiles, for each hypothesised motivational base.
3. Furthermore, do unique effects exist for the instrumental, expressive, and affective motivational bases between different preference groups, using stepdown analysis.
4. Finally, is there a significantly strong relationship between strength of preference and length of residence.

### Plan of the Study

In order to examine the motivational bases of attitudes to place, focusing on attitudes to living north and south of the Swan river, the present thesis is organised as follows: Chapter 2 provides a critical overview of the present theoretical approaches to the study of place, incorporating recent literature from the area of attitude theory. A general model of attitudes to place is offered, based on the tripartite model of the motivational bases of attitudes, (based on Herek's, 1986, neofunctional model) incorporating an identification base (Hills, 1991). Chapter 3 presents the results of a qualitative pilot study conducted on Perth resident's attitudes to place, focusing on a content analysis of motivational themes. Chapters 4 and 5 are devoted to empirical research using the tripartite model as a basis for understanding attitudes to place, with a substantive focus on Perth resident's attitudes to living north and south of the Swan river. A summary of research findings and conclusions are presented in chapter 6.

Two important qualifications needs to be made: no specific statistical contrasts were made between north and south preference groups. The present research focused on the motivational bases of attitudes to north and south of the Swan river, not the differences between attitudes for the north and south preference groups as such. The north and south groups were combined, and analysed together, in terms of groups based on strength of preference. Secondly, the motivational bases identified within the literature review, were not further broken down into specific functions and measured individually. The measurement of individual functions within motivational bases is beyond the scope of the present research.

## CHAPTER 2

### Literature Review

#### Existing Theoretical Conceptions of Human - Place Relationships

##### Socio-cultural Views of Place

Perth is not unique in respect to residents using salient environmental features as socio-cultural markers. Rivers and other environmental features, in and near other urban locations also take on symbolic importance to residents, in addition to the predominantly instrumental value they originally served (Ittelson, 1978). The phenomena has been explored elsewhere by cultural ecologists, anthropologists, and most notably geographers, particularly Tuan (1974) who focused on the symbolic value of environmental attitudes and perceptions, across a range of cultures. Howard, (1986) noted that cultural ecologists emphasise the primacy of cultural adaptation, as a dynamic means of using functional features of the environment in order to survive. However, beyond a particular settings' ability to meet basic human needs, most cultures attribute some form of symbolic value to salient environmental features, as a result of cultural influence. Moreover, Low (1988) asserted, the symbolic values that are attributed to certain places are likely to change over time as a function of cultural change.

Certain environmental features may become symbolically important, above and beyond any instrumental values they once had, or still have. In Perth for example, while the Swan river still serves as a major arterial waterway, providing a transport route for a number of local industries, and as a medium for water sports, and fishing;

the motives behind resident's attitudes to living near the river, or preference for one particular side, appear to be more complex.

### Psychological Conceptions of Place

A number of concepts have been developed in order to explain different aspects of the relationship between humans and place, however Sixsmith (1986) asserted that this has not been reflected in the number of empirical studies in the area. Moreover, the majority of research has also, until recently, primarily originated from the phenomenological tradition, (Stokols & Altman, 1987) and from disciplines outside of psychology.

### Place Meaning and Emotional Attachment to Place

The unique feeling of emotional attachment to place was initially described by Eliade (cited in Stokols & Altman, 1987) as an attitude toward the "sacred" as opposed to the "profane", using concepts from early functional sociological theory. Research on place meaning and emotional attachment to place has focused almost exclusively on the referent point of the home, as home has been seen as a centre of emotional significance, and of familiarity and belonging (Tuan, 1977; Seamon, 1982). However, Norberg-Schulz (cited in Sixsmith, 1986) asserted that home need not involve a physical structure as such, but may exist on any level of existential space, such as a neighbourhood, town, city, or other area.

Sixsmith (1986) suggested that the main problem facing the development of an overall theoretical framework to instruct research and base empirical findings on, concerns the fact that the different concepts tend to emphasise different aspects of

the human-environment relationship. However Proshansky, Fabian, and Kaminoff (1983) noted that different perspectives do share a number of common assumptions.

The first assumption is that through attachment to place, a person acquires a sense of belonging and purpose which gives life meaning (Buttimer & Seamon, 1980; Relph, 1976; and Tuan, 1977). Moreover, the home is seen as the most important place as it is the area which the individual spends the most time in, and retains the most personal control over (Brower, 1980; Relph, 1976). The second assumption is that place meaning and attachment tend to develop over a period of time, and that "the process requires both a degree of stability in people's lives and in the setting itself" (Rivlen, 1986, p. 13.). The third assumption is that a sense of 'rootedness' or 'centeredness' which individuals may develop in relation to specific places, is largely an unselfconscious state. Place meanings are thought to be relatively removed from direct consciousness, and subsumed as part of the individual's personality (Proshansky, 1978; Proshansky et al., 1983).

The phenomenological perspective of place meaning then, initially appears problematic due to its characterisation as an unconscious, therefore largely incommunicable state. Moreover, Relph's (1976) idea of 'placelessness', and Fried's (1963) concept of 'grieving' for a lost home, all appear to reflect that the affective component of place-meanings appear to be most consciously felt when the individual perceives or finds that a valued place is about to be, or has been, sold, lost, damaged, or destroyed. Alternatively, though perhaps less salient, are the positive feelings that arise, for example, when returning home from a holiday, or visiting a significant place that holds happy childhood memories (Sebba, 1991).

Many phenomenological approaches have also tended to overemphasise the affective dimension, and to a certain degree, neglect other motivational sources. Fried and Gleicher's (1961) early work on urban slums emphasised the value of social networks as a significant source of attachment, including kinship, and neighbourhood social networks. Tuan (1974;1977) unlike many other phenomenological theorists also recognised the role of other motivational factors in place attachment, though he did not articulate them into a theoretical model. Tuan's (1974) definition of topophilia, [synonymous with attachment to place] also emphasised that :

These [affective ties] differ in intensity, subtlety, and mode of expression. The response to the environment may be primarily aesthetic... the response may be tactile.... More permanent and less easy to express are feelings that one has toward a place because it is home, the locus of memories, and the means of gaining a livelihood. (p. 93)

Thus, Tuan acknowledged that cognitive factors such as those involved with aesthetic appraisal, and instrumental or basic needs, are also significant components of attachment to place.

### Place Dependence

More empirical researchers have recently been attracted to the conceptions of bonds between people and place, and rather than using concepts such as dwelling [adjective] or appropriation of significant places (e.g., Korosec-Serfaty, 1985; Heidegger, 1971) that appear to evolve experientially, have focused on the needs that particular settings serve. Stokols and Shumaker (1981) have described the state of

place dependence, defined as a perceived association between individuals and particular settings, which evolve when the occupants perceive that an available space meets their needs better than existing alternatives. Dependence is perceived to be greater when a larger variety of needs are met by a specific place, with a priority echoing Maslow's (1954) hierarchy of needs. Basic instrumental needs are thought to be primary, with the social, and competence needs that particular settings provide being secondary. Moreover, Stokols and Shumaker (1981) distinguished between geographical and generic place-dependence; geographical place dependence involves specific places with which people are associated, while in the generic form, people are "dependent on a category of functionally similar places" (p. 481). Thus Stokols et al. recognised that the relationship between place and people is also shaped by the forces of socialisation, and culturally ascribed values that are placed on different types of places.

#### Attachment to Place

Attachment to place, defined by Gold and Burgess (1982) as the process by which many people come to assign personal value to their homes and surroundings, has more recently been studied by a number of researchers using quantitative methods. Empirical studies using quantitative approaches to the study of place have also been limited, mainly focusing on brief surveys and indirect measures of place attachment (see Taylor, Gottfredson & Brower, 1984, 1985).

Although the definition of attachment to place appears very similar to the phenomenological concept of emotional attachment to place, the former definition

appears to be mainly used by more recent researchers, with more emphasis on the perceived 'value' that places have, than affective ties as such.

Quantitative research on attachment to place has been attempted mainly by community psychologists, at the level of the home and neighbourhood (see Unger & Wandersman, 1985; Taylor, Gottfredson, & Brower, 1985, 1984; and Kaplan, 1984 ). In contrast to the phenomenological theorists, community psychologists have attempted to measure place attachment using surveys and objective measures, rather than attempting to assess attachment using qualitative methods. The 'indices' used in the surveys have included home ownership, length and type of residence, knowledge of neighbours, knowledge of neighbourhood name, local community involvement, and evidence of home improvements; [eg. a well kept garden] thus partially solving the problem of assessment by using objective measures.

However, many residents who score highly on these measures of place-attachment may reside in the area and not feel significantly attached at all. Actual residence may reflect largely instrumental reasons for residence, including the lower cost of land and / or proximity to work. Residents may focus primarily on the setting's ability to meet basic needs, and make the most of a specific home or place, for the lack of a viable alternative. Without measurement of other motivational sources, it is asserted that relatively indirect measures or 'indices' may not be as useful as they initially seem.

#### Community Attachment

The concept of place attachment has also been applied within the wider context of the urban neighbourhood (Riger & Lavrakas, 1981; Unger & Wandersman, 1985).



A number of studies have emphasised the importance of informal social networks within the community (Fried & Gleicher, 1961; Riger & Lavrakas, 1981). Kaplan (1984) has also suggested that economic factors alone, are not good predictors of attachment at the level of the neighbourhood, and that there is evidence to suggest that there are grounds for looking to the physical setting itself, especially the natural environment available to residents. Moreover, Kaplan suggests that knowing one's way around or 'wayfinding' appears to be important, and finally the compatibility or congruence of the setting with the individuals personal needs. Research on attachment at the community level, also appears to be reflected in multiple rather than unitary motives.

#### Place-Identity

A major criticism of previous attempts at understanding the relationship between people and place concerns the lack of an established theoretical framework. As previously noted, Sixsmith (1986) suggested that the main problem facing the development of an overall theoretical framework to instruct research and base empirical findings on, concerns the fact that different theories of place tend to emphasise different aspects of the human-environment relationship. One response to the lack of an established theoretical framework is the theory of place identity.

Proshansky et al. (1983) asserted that while it may be true that there is little self-conscious reflection on the meaning of place in everyday life, there is theoretical value in articulating the functional properties of what he calls 'place-identity', as a part of the socialisation process, and of place-belongingness as an important aspect of

place-identity. Proshansky et al. provide a more coherent view of the relationship between people and the environment with the conceptual framework for place-identity: a theoretical concept in which meaningful elements of the physical environment are internalised, and form part of one's self-identity, in addition to other stimuli from the socio-cultural environment. As Proshansky et al. (1983) assert, place identity:

is a sub-structure of the self-identity of the person consisting of, broadly conceived cognitions about the physical world in which the individual lives... These cognitions represent memories, ideas, feelings, attitudes, values, preferences, meanings, and conceptions of behavior and experience which relate to the variety and complexity of physical settings that define the day-to-day existence of every human being... At the core of such physical environment related cognitions is the 'environmental past' of the person; a past consisting of places, spaces and their properties which have served instrumentally in the satisfaction of the person's biological, psychological, social, and cultural needs. (p. 59)

The theoretical framework for place identity is primarily from the symbolic interactionist tradition of Mead (1929), where self-identity, or one's sense of self, forms from interaction with the social environment. Proshansky et al.'s significant contribution is the recognition of the effect that the physical environment exerts on the development of the self.

The theory emphasises five predominantly cognitive motivational functions that place-identity serves in the well-being of the person, with an emphasis on recognition, meaning, problem solving, and defensive functions. The recognition function refers to the ability to assess new settings in terms of previous environmental

knowledge. The meaning function refers to the ability to understand a given setting's purpose, and knowing what to do, and how to behave. The recognition and meaning functions provide the basis for diagnosis, value and relevancy of a particular setting (Proshansky et al., 1983). The expressive-requirement function refers to the ability to problem solve the purpose, and likely dangers associated with unfamiliar settings. The mediating change function also refers to the ability to solve discrepancies between the setting and the individual, and focuses mainly on environmental competence. Finally the anxiety-defence function refers to cognitions that operate to signal threat or danger in physical settings, or they may represent response tendencies that defend or protect the individual.

Proshansky et al. argue that a necessary precondition for place-identity, is a significant level of place attachment, which develops from the perception that the setting adequately serves a significant number of functions. Moreover, if place-attachment is allowed to grow, then a sense of place-belongingness may develop. Thus Proshansky et al. also provide a narrower conception of place identity focusing on the affective dimension. The model also accounts for place aversion, the opposite pole to place belongingness. Physical settings of home, school, and the neighbourhood that threaten, detract or interfere with the self-identity conceptions of the individual may produce place aversion (Proshansky, et al., 1983).

Yet the theory remains clouded by the reference to 'valences' in respect to an affective dimension, and lacks a guiding principle to account for the functions that place-identity is supposed to serve. It is unclear whether Proshansky et al. are positing that affect is just an aspect of place identity or necessary to its development. Cognitive factors appear to be overemphasised, yet not coherently organised, and

additionally, Korpela (1989) and Sarbin (1983) have criticised what appears to be most needed - a motivational principle or set of principles guiding place-identity.

Korpela (1989) provides a revision of Proshansky et al's. concept of place-identity, which includes a motivational base predicated on an environmental self-regulation model derived from Epstein (1983) and Sarbin (1983). Korpela argues that place-identity is a product of active environmental self-regulation, and that:

A personal theory of reality has three basic functions. In other words, three needs or principles governing human motivation can be set forth.... The principles are the need to maximise the pleasure pain balance, the need to maintain a coherent conceptual system, that is, the unity principle, and the need to maintain a favourable level of self-esteem. (p. 242)

Moreover, Korpela also asserts that the primary basis [ not an aspect] of place-identity is the affective continuum of place-attachment leading to place-belongingness.

While Korpela's (1989) behavioural model provides a basis for understanding the motivational bases of place-identity, the motivational factors are not easy to operationalize, due to the emphasis on a dramaturgical or transactional approach. Moreover, the motivational basis for the theory appears only open to a rigorous qualitative methodology, and at present, no similar studies were found, with an active research base to support the model.

#### Summary of Motivational Influences in the Place Domain

From the preceding review of the existing literature on place, a number of initial conclusions can now be proposed concerning likely motivational influences

within the place domain. The previous concepts have emphasised an important issue in the present domain, and that is: the relationship between people and place appears to be reflected in multiple rather than unitary needs, and no single motivational source appears to adequately account for it. However, within the preceding review, a number of motives were highlighted, and a number of initial statements are now in order.

Affect or feelings associated with specific places are likely to play an important role as a motivational force, either having a positive effect, (Proshansky et al., 1983) in the case of place attachment, or a negative effect, as in the case of place aversion, on the overall evaluation of specific places. Moreover, it is likely that while basic instrumental needs (e.g Stokols & Shumaker, 1981; Tuan, 1977; Kaplan, 1984) may be the initial driving motivation for attitudes to place, they may not retain their importance as motivators, in terms of an overall evaluation of a specific place, particularly if place attachment or conversely place aversion increases over time.

Moreover, Korpela's (1989) emphasis on self-esteem, and Fried and Gleicher's (1961) research on social networks, suggests that social motives are also important to attitudes to place. In addition, Tuan (1974, 1977) has suggested the minor importance of aesthetical appraisal as a likely motivator. To sum, it appears that a model of the motivational bases of attitudes to place needs to address the relative importance of: basic instrumental needs, social needs, aesthetic appraisal, and the domain of affect. One such response to the need for an established theoretical perspective which may be applied to the domain of place is functional attitude theory.

### Attitude Theory

The present section reviews fundamental theory and research on recent developments in attitude theory that are relevant to conceptualising attitudes to place, and more importantly, the motivational bases that attitudes to place are likely to serve, in the light of the motivational themes highlighted in the preceding literature review.

Attitudes are an important and pervasive part of human life, shaping our reactions, decisions; in fact, the very focus of much we have to talk about. It is no wonder that attitudes have been a major concern of social psychologists since the early days of the field (Baron & Byrne, 1987). However, during the 60's and early 70's attitude theory lost favour within mainstream theory, which shifted emphasis from trait approaches to focusing on predominantly situationist and interactionist perspectives such as cognitive dissonance theory (see Festinger, 1957).

However, recent advances in contemporary attitude theory (see Herek, 1987; 1986; Zanna & Rempel, 1988; Hills, 1991) have greatly enhanced the theoretical foundations of the concept, to the point that attitude theory may fruitfully be applied to the conceptually disparate domain of place.

When conceptualising just what an attitude is, the most commonly held definition is Allport's (cited in Hills, 1991) "mental and neural state of readiness, organised through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related" (p. 274).

However, more recently, the most widely accepted definition of an attitude has somewhat changed. Petty and Cacioppo (1985) asserted that attitudes can be defined as lasting, general evaluations of people, objects or issues. Hills (1991) noted that "the essence of an attitude is an evaluation, a pro or con disposition toward an attitude

object" (p. 118). The attitude object refers to anything one is capable of holding an attitude toward. A further qualification that needs to be made, refers to attitude domains. As Hills' (1991) asserted " Attitude objects vary along a generality-specificity continuum, and the term attitude domain is used to refer to general [classes] of objects". ( p. 111)

As a hypothetical construct, the most recent definitions of attitudes focus on attitudes as cognitions, or summary evaluations (Zanna & Rempel, 1988) that may be accessed independently from the affective, behavioural, or cognitive information from which they were formed (Hills, 1991). The emphasis on attitudes as summary evaluations, or items of social knowledge (Zanna & Rempel, 1988) highlights a major issue concerning the accessibility of attitude sources. Fazio (1982) cited in Hills (1991) asserted that attitudes are an association between a given object and a given evaluative category, and that accessing the original source of the original evaluation depends on the strength of association between the two. This suggests that the specific beliefs, feelings or behaviours that may have caused the attitude may no longer remain accessible. However, Zanna & Rempel (1988) argued that in addition to cognitive and behavioural sources, in:

Regarding feelings or emotions, for example, we would argue that the general evaluative response to an attitude object may be stored and persist even though the more specific emotional reactions which led to the overall evaluative judgement are no longer accessible. Nevertheless, when such an attitude is subsequently activated, it would still generate an emotionally based evaluation and a response with emotional content. (p. 321)

Therefore, Zanna & Rempel suggested that it may still be useful to focus on attitude sources at the general level of feelings, beliefs, and past behaviour.

### The Tripartite Model of Attitude Sources

Although conceptualising attitudes as cognitive entities has been popular in the past, Zanna and Rempel (1988) suggested that the tripartite model has "a strong historical precedent, not only in attitude theory, but in Western philosophy as a whole", and allows for the "easy integration of previous" research in the area (p.322).

Hills (1991) asserted that "factual and procedural knowledge and beliefs are subsumed under the cognitive component, while the behavioural component consists of information about past behaviours and habits" (p. 122). The affective component however, appears to be more problematic. Zanna and Rempel (1988) suggested that affect should be confined to feelings and emotions that are present in an "experiential sense", and that they can be "distinguished from the cognitive categorisation of an object or event along an evaluative dimension". (p. 122) Thus, when considering the measurement of affect, behaviour and cognition, a different overall evaluation may be produced, depending on what source of information is being primed by the stimulus or question. Therefore Zanna and Rempel recommend that measurement scales for affect, cognition and behavioural sources also need to include separate measurement of evaluation (e.g., such as favourable - unfavourable).



### Functional Attitude Theory.

Herek (1986) asserted that attitudes should be viewed as strategies for meeting personal needs; they serve psychological functions. Previous functional perspectives outlined a number of attitude functions, all focusing on the perceived needs met by the expression of different attitudes. Katz (1960) and Smith (1947) initiated the functional perspective, independently arriving at a similar set of basic motivational functions. The functions included, a knowledge function, a utilitarian or instrumental function, an object appraisal function, an ego defence or externalisation function, a social adjustment or mediation of self-other relationships function, and a value-expressive function focusing on the expression of values important to one's self concept.

Research utilising the functional perspective declined during the seventies and early eighties. However recently, following Herek's (1986;1987) work on the development of a functional model which integrates the two most prominent new attitude perspectives: that of Ajzen and Fishbein's (1980) theory of reasoned action, and the symbolic politics perspective of Abelson (1982) and Sears (1979); interest in the functional perspective has again increased. (see Hills, 1991)

The theory of reasoned action asserts that attitudes serve instrumental needs, while the symbolic perspective proposes that attitudes serve to satisfy personal values and emotional responses. Though the two approaches have tended to conflict in the past, Herek's contribution focuses on the conditions under which, either perspective is useful in explaining the motivational source, or sources, of attitudes within different domains.

### Herek's Neo-Functional Model

Herek's (1986) neofunctional theory proposes that attitudes from different sources, are likely to serve either, or a combination of the two main perspectives. The emphasis of the model is on integrating previous approaches. Two principal sources are distinguished for the benefit related to attitudes: the attitude's object, and the attitude's expression (Herek, 1986). Instrumental ( or evaluative) functions focus on the attitude object as a source of reward or punishment; the attitude object is treated as an end in itself (Herek, 1986).

Herek (1986) emphasised three evaluative functions: experiential and specific, experiential and schematic, and anticipatory-evaluative. The experiential specific function describes attitudes that are based on the attitude object's utility value, and are specific to that individual object. The experiential schematic function describes attitudes that are generalised to a whole class [or domain] of similar objects. Anticipatory-evaluative attitudes are based on the expectation of the objects future instrumental value.

Conversely, symbolic or expressive functions focus on the symbolic or associative benefit derived from the attitude object. Herek (1986) also outlined three functions within the expressive category: social-expressive, value- expressive, and a defensive function. The social-expressive function refers to attitudes that are based on the perceived social 'value' which the attitude has in being expressed, similarly the value-expressive function refer the benefit associated with the expression of primary values. The defensive function, so apparent in Herek's empirical work on attitudes to homosexuals refers to the self-protective value in expressing ego-defensive attitudes that reduce emotional conflict.

### Hills' Tripartite Model of Motivational Bases

However, Herek's (1986) neofunctional model lacks what (Hills, 1991) termed an identification dimension, or an almost purely affective category.

Hills (1991) asserted that structure of the functions within Herek's evaluative category may be also applied to a separate identification motivational base. Thus the model is expanded to a tripartite model, including evaluative, expressive, and a third motivational 'base' predicated on affect. Hills also asserted that Herek's social-expressive function may be more easily articulated by dividing it into social-adjustive and social-identification functions. Both models acknowledge the tripartite classification of information sources relating to reference domains. However Hills' model clearly reflects the importance of affective sources, by acknowledging them as a separate motivational base.

### The Application of Hills' Model to the Domain of Place

Using the tripartite model of the motivational bases of attitudes developed by Hills, one can begin to speculate about the dynamics of specific attitudes to place, and the probable motivational base(s) they may serve.

From the previous literature review of the current state of the domain of place, it is apparent that Hills' emphasis on the identification or affective motivational base appears fundamental to the domain of place. Moreover, the role of affect within Hills' substantive domain of interest, namely attitudes toward animals, appears quite distinct from attitudes within the present domain of interest. However, the role of empathy as a motivational force does not appear to be as particularly important as the related concept of identification as a motivational base in the present domain. Hills' asserted that identification, as distinct from empathy, involves a feeling of 'oneness'

with the attitude object, derived from perceived similarity or interdependence. From the preceding literature review, it appears that attachment to place, and place belongingness, suggest that attitudes to place within the affective dimension appear to be primarily involved with this sense of perceived interdependence.

Moreover, Hills briefly outlines the related concept of alienation as a probable opposite pole to identification in the context of empathic motivation, asserting that alienation may involve the deactivation of affective responses. Alienation also appears particularly important as a likely motivator in the place domain. Alienation also has its roots in the literature on place, particularly Proshansky et al's. (1983) emphasis on the continuum of affect between aversion and belongingness, which appears to acknowledge the importance of alienation as a motivational aspect of the affective motivational base.

In addition to the importance of affective motivation within the domain of place, the preceding literature review also highlighted social motives, which also appear to fit within Hills' social-expressive function of the expressive motivational base.

The instrumental dimension also appears important within the present domain. Particularly resident's focus on the instrumental needs served by a number of related self-interested aspects of the environmental features of either side of the river. These instrumental needs appear to fit within Hills' evaluative motivational base.

Finally, a separate aesthetic motivational function appears to a lesser degree, significant in the present domain. While Hill's model does not specifically account for a separate motivational bases predicated on aesthetic motives, the present study intends to test the statistical significance of the hypothesised motivational base, before offering revisions to the model.

As previously noted, Proshansky et al. (1983) have asserted that it may be true that there is little self-conscious reflection on the meaning of place in everyday life. The problem of accessing the affective component of place-attitudes thus appears open to research only by the use of scenarios (Hills, 1991). Scenarios involve hypothetical questions aimed at eliciting emotional or affective responses. Zanna and Rempel (1988) in the preceding review have also cautioned against the measurement of affect which may not involve priming the original emotional response. Regarding the above issues concerning the measurement of affect, the present study attempts to address the issue using scenarios, and a rating procedure designed to focus on both the evaluation component and the emotive response.

### The Present Research

In the light of the preceding literature review, the subsequent research is an attempt to apply recent innovation in the field of attitude theory to the domain of place, and substantively, with a focus on attitudes to living north and south of the Swan river. Using the tripartite model of the motivational bases of attitudes, the study attempts to explore the following five research questions using both qualitative and quantitative methods, in order to make an initial assessment of the efficacy of using attitude theory to the place domain. What motivational bases do Perth residents articulate in their attitudes to living north and south of the Swan river, and can they be framed in terms of functional attitude theory? Will different preference groups (e.g., no preference, slight, moderate, and strong) have significantly different motivational profiles, for each hypothesised motivational base. Furthermore, do unique effects exist for the instrumental (evaluative), expressive (social-expressive), and identification motivational bases between different preference groups, using stepdown analysis. Finally, regarding the use of indices of attachment highlighted in

**the literature review, is there a significantly strong relationship between strength of preference and length of residence to suggest or establish reliability in these types of measures?**

## CHAPTER 3

### Application of the Tripartite Model of Motivational Bases to Attitudes to Living North and South of the Swan River

#### Qualitative Pilot Study

The purpose of the qualitative phase of the present research was to develop an empirically grounded research base for attitudes to place, focusing on Perth resident's attitudes to living North and South of the Swan river, using data collected from two related studies.

The first study consisted of interviews with Perth residents focusing on preference for either north or south, and salient motivational themes. Interviews were semi-structured to allow subjects opportunity to freely express their own ideas, and to limit researcher bias. The second study consisted of a qualitative self-administered survey methodology, which was administered to a sample of undergraduate students. Responses from both studies were subjected to a content analysis, in order to identify motivational themes, and to obtain initial demographic information on preference for north or south.

The chapter concludes with the rationale and objectives for the main study, in which the motivational themes identified from the pilot study are operationalized in terms of the tripartite model of motivational bases.

## Method

### Personal interviews

A convenience sample of 18 Perth residents was personally interviewed using a semi-structured interview schedule (see Appendix A) focusing on attitudes to living in Perth. An attempt was made to control the gender of interviewees, (by requesting either a male or a female at the door) and as a result, 10 females and 8 males consented to be interviewed. Age ranged from 17 to 70 years.

The interview focus was generally described as "being about why people like living where they live". All prospective respondents were offered an ethics consent form prior to the interview which also gave a brief outline of the study's focus. As the saliency for preference for north and south was an important issue, the interview schedule was structured so that the level of questions moved from general attitudes to a more specific focus on attitudes to north and south, giving respondents every opportunity to express a preference without being prompted.

Five brief affective scenarios were also tested in order to try to elicit emotive responses (see Appendix A, question 13). Each scenario consisted of a hypothetical question focusing on either side of the river which attempted to evoke various emotional responses from the subjects. The five scenarios included: being forced to move to 'the other side' of the river, how one would respond to an argument developing concerning which side was better, the kinds of feelings associated with vivid memories of either side, imagining one's home were destroyed, and the kinds of feelings associated with travelling around either side.

Interview transcripts were directly entered on to the interview schedule, and later compiled for content analysis. Each interview lasted between 20 and 60 minutes.



### Qualitative questionnaire

The second stage of the pilot study consisted of a purposive sample of 79 undergraduate psychology students' responses to a self-administered survey, (see Appendix B) in order to gather additional motivational themes and initial demographic information on preference for north or south. Gender was unevenly distributed (64 females, and 14 males).

The questionnaire was administered by a lecturer during regular practicum classes on questionnaire construction. A cover page outlining the study's substantive focus and general aims was included along with ethics consent forms identical to those used during the interview phase. Motivational themes arising from responses to questions 12, 15, and 18 were then combined with those from the interview phase. Questionnaires were completed in approximately 15 to 25 minutes.

### Analysis Issues

Motivational themes identified from a content analysis of responses from the interview and questionnaire phases were compiled and categorised by the researcher. A theme was broadly defined as any idea or complete thought somehow related to the respondent's attitude within the present domain. Ten percent of the questionnaires were remarked using an independent marker, who was unfamiliar with the study's aims. A test of interrater reliability was deemed acceptable,  $\phi = .78$ , using the Phi coefficient statistic.

## Results

### Preference and demographics

Results of preference for the interview sample revealed that 94% of the sample expressed a preference for either north or south of the Swan River. Only a single female subject expressed no preference. In contrast, results for the questionnaire sample indicated a substantial reduction ( 66% ) in the number of subjects expressing a preference for either north or south of the River.

Present residential location, residential history (in terms of length of residence north and south), and preference all appeared to be related. Only two subjects were presently not resident in their preferred area. Subjects also tended to prefer the side they had lived on the longest.

### Salient themes

A content analysis of the interview notes and short answer responses to the questionnaire identified a number of motivational themes listed in Table 1. Twenty three separate themes emerged from the content analysis, including, the subjects' family preference and location, the location of significant friends, neighbours and others' preference, perceived higher status of one side, the cost of living on either side, shopping facilities, public transport, knowing one's way around, schools, perceived personal safety, crowding, road networks, beaches, recreational areas, noise, perceived climate differences between sides, perceived attractiveness of either side, the degree of urban establishment, the availability of native bushland, a sense of attachment and familiarity with the preferred side, and a sense of alienation from the non-preferred side.

Moreover, residents appeared to have a perceptual focus on up to three main aspects of each theme, consisting of: quantity, (e.g., the number of friends living on the preferred side of the river) quality, ( how good the shopping facilities are) and availability (how close public transport appears).

Table 1

Motivational Themes From Content Analysis of Exploratory Study

Motivational Themes	Main Perceptual Focus of Themes		
	Availability	Quality	Quantity
Family preference		X	X
Family live on this side	X		X
Friends live on this side		X	X
Neighbours preference			X
Status of this side		X	
Cost of Living			X
Shopping facilities	X	X	X
Public Transport	X	X	X
Way finding		X	
Schools	X	X	X
Personal Safety			X
Crowding on this side			X
Road Networks		X	X
Beaches on this side	X	X	X
Recreational Areas	X		X
Noise on this side			X
Climate on this side		X	
Attractiveness		X	
Native bush areas	X	X	X
This side is older / newer		X	X
Familiarity		X	X
Comfortableness		X	X
Alienation from one side		X	X

Note. X denotes the presence of the thematic focus in each of the categories specified.

### Hypothesised Motivational Structure

Results from the pilot study suggested that a number of separate motivational themes in the place domain were actively used by Perth residents. Moreover, the study's focus on residential preference to North or South of the Swan River was found to be a sufficiently salient issue to permit further research. The individual themes identified from the content analysis were also consistent with four motivational bases identified in the preceding literature review as important to the domain of place.

The first motivational function, focused on a social dimension, comprising: family preference and actual location (north or south of the river), the location of significant friends, neighbours or acquaintances preference, and a perceived difference in social status between the two sides. Social motives were then operationalized in terms of the social-expressive function of the expressive motivational base, identified by Herek (1986).

The second motivational function focused on instrumental needs, comprising: the perceived cost of living on the preferred side, shopping facilities, public transport, knowing one's way around (wayfinding), schools, perceived personal safety, perceived crowding, the road networks on either side, recreational areas, and noise levels. Themes identified as instrumental, were placed within an instrumental motivational base, consistent with Herek's (1986) evaluative motivational base.

The third motivational function comprised an affective or emotional dimension. Subjects in the interview phase supplied the majority of input into the themes identified as affective motives, as the affective dimension was not particularly manifest in responses from the questionnaire, other than references to familiarity and contentment with a particular side. Affective motives included: a sense of familiarity, feeling comfortable and / or somehow attached to the preferred side, and a sense of

alienation and / or having unpleasant feelings for the non-preferred side. Affective themes were then operationalized in terms of a combined identification / alienation motivational base, consistent with Hill's (1991) identification motivational base.

A fourth motivational function focused on an aesthetic dimension, comprising : the perceived attractiveness of the preferred side, perceived differences in climate (wetter or more arid), degree of urban establishment, and native bush available on either side. Aesthetic responses, were the lowest in terms of response rates in either phase of the pilot study. Therefore, for the purpose of the present research, the aesthetic themes identified, were placed within a separate aesthetic motivational base, and subjected to further exploratory analysis.

Results from the pilot study were then reanalysed in terms of the hypothesised motivational bases that individual themes were associated with. Residents who expressed the strongest preference for either side, tended to generate a larger pool of specific motives from all four of the motivational bases, and appeared to place greater emphasis on a number of social and affective motives in relation to their preference. Motivational complexity therefore, appeared to increase with strength of preference. Moreover, residents with little or no preference, appeared to be primarily motivated by instrumental needs, in relation to their preference ( or lack of ) for north or south, suggesting the possibility of an underlying primacy of instrumental motives in the present domain.

### Main Study Rationale

The following chapters (4 through to 6) are devoted to the main study, where the motivational bases identified in the pilot study are further explored, using the tripartite model of motivational bases, and a quantitative research methodology, in order to explore the research questions outlined in chapter 1 and restated below.

### Research Questions

1. What motivational bases do Perth residents articulate in their attitudes to living north and south of the Swan river, and can they be framed in terms of functional attitude theory?
2. Will different preference groups (e.g., no preference, slight, moderate, and strong) have significantly different motivational profiles, for each hypothesised motivational base.
3. Furthermore, do unique effects exist for the instrumental, social-expressive, and affective motivational bases between different preference groups, using stepdown analysis.
4. Finally, is there a significantly strong relationship between strength of preference and length of residence.

## CHAPTER 4

### Method

#### Subjects

One hundred and twelve subjects ( 59 males, 53 females) participated in the study. They were obtained from a cluster random sample of metropolitan residents living either north (40) or south (59) of Swan river, selected according to the sampling procedure described in the following section. The mean ages of subjects were as follows: northern residents' mean age was 35 , and southern residents mean age was 39. Overall age ranged from 17 to 77 years.

#### Sampling Procedures

The main study used a personally administered survey methodology, which is described in greater detail in the following section.

The sampling procedure comprised a cluster random sample of Perth metropolitan residents, using the 32 Western Australian State Electoral zones, defined as within the Perth metropolitan region. The rationale for using the present method is that all of the zones close to the Swan river, actually used the river as a zone boundary. Each zone therefore, comprised residents from only one side of the river.

A grid was then overlayed on to a map of each electoral zone, and two streets were selected from each zone, using random number tables. Six subjects were allocated to each of the electoral zones, and due to the existence of 15 zones to the northern suburbs and 17 zones to the southern suburbs, more residents were surveyed

from the southern suburbs. Houses were selected in a similar random method. Where the street selected consisted of a predominance of industrial activity, another street was redrawn from the sample. Attempts were made to balance for gender, by allocating more time to the survey phase during weekends, where more males were likely to be home.

One hundred and fifty three people were thus approached, and given a brief outline of the study, (see Appendix D.) consisting of an ethics consent form identical to that used for the pilot study, before being asked to participate. Forty one people declined to participate in the study, yielding an overall response rate of 71%.

#### Questionnaire

The questionnaire used in the main study (see Appendix C) consisted of six separate categories of questions, comprising a total of 36 questions.

#### Pilot Testing

Two successive versions of the questionnaire were pilot tested in order to identify ambiguous or unsuitable items, and to make initial reliability estimates. Test-retest reliability was assessed using a small convenience sample over a 12 day period. A Pearson product moment correlation of test-retest reliability was satisfactory for the combined scales of the instrument, considering the small sample size,  $r(13) = .78$ ,  $p < .05$ . Internal consistency reliability, using the final sample ( $N = 99$ ), after removing outliers, was also acceptably high,  $\alpha = .83$ , for standardised variables. Outliers are discussed in further detail in the section on analysis issues, in the following chapter.



### Measures of the Motivational Bases

The first category of questions provided a measure of the instrumental motivational base, (questions 2 to 13 inclusive) and included items on wayfinding, pollution, safety, noise, crowding, cost of living, road networks, beaches, parks and other recreational areas, schools, shopping facilities, and public transport. A measure of the overall instrumental motivational base was made by summing scores derived from each of the 12 items, and taking the mean. Therefore the same range was retained. Measures of the following motivational bases were made in the same way, giving subsequent scales the same range.

The second category of questions consisted of measures of the social-expressive function (questions 14 through to 17) of the expressive motivational base, and included 4 items on: social status, knowing more people who preferred the same side, the number of friends who live on the preferred side, and family preference.

The third category of questions consisted of measures of the identification motivational base, (questions 26 and 27). The questions consisted of hypothetical scenarios focusing on residents feelings associated with their strongest memories of north and south; and feelings associated with travelling around either side of the river (see Appendix C). Scenarios were used in order to attempt to evoke emotional responses (see Zanna & Rempel, 1988), perceived to be associated with each side of the river. Each of the 2 scenarios included 4 individual items focusing on: identification, alienation, pleasant and unpleasant feelings associated with a particular side (north or south). An optional free response was included to allow subjects to select their own response to each scenario.

The fourth category of questions comprised a measure of the aesthetic motivational base (questions 20 to 25 inclusive) and included 6 items on: the perceived attractiveness of the preferred side, perceived differences in climate (wetter or more arid), degree of urban establishment, and native bush available on either side.

### Item Coding

Measures of individual items within each of the motivational bases consisted of a composite score obtained from responses to three parts within each item. Each item began with a question, to which respondents were asked to focus on any perceived difference in terms of north or south. A no difference option included.

Respondents who selected the no difference option were then asked to complete part B, and continue with the next question. Respondents who selected either north or south, were then directed to answer both part A and B of the item, before continuing to the next question.

Part A asked respondents who initially indicated a difference (indicating a choice of either north or south) to rate the magnitude of the difference, using a three point ordinal scale ranging from: slightly, to moderately, to very much. Part B asked respondents to rate the importance of the item in terms of their overall preference for either north or south, using a four point ordinal scale similar to part A, however including a no difference option.

Responses to each item were coded from -1 (south) to 0 (no difference) to +1 (north). Part A of each item was coded from +1 (slightly) to +2 (moderately) to +3 (a lot). Part B of each item was coded from 0 (not at all important) to +3 (very

important). Individual parts for each item were then multiplied together to give a composite score for each item, yielding an overall range of -9 to +9.

### Preference

The item on overall preference to either north or south of the river used a seven point bipolar Lickert scale, ranging from strong to moderate to weak preference for either north or south, with a no preference option (see Appendix C). Preference was coded from -3 (south) to 0 (no preference) to +3( north). North and south groups were then combined, by converting raw scores to absolute values, in order to make four general preference groups, comprising: no preference, slight preference, moderate preference, and strong preference.

### Demographic Information

Questions 28 to 35 comprised the section on demographic items, including items on gender, age, and length of residence.

### Analysis Issues

The SAS statistical program for IBM computers was used for all of the statistical calculations in the present study. MANOVA, ANCOVA, and ANOVA statistical tests used the SAS GLM procedure, and all statistics reported use results obtained from the Type III method for unbalanced designs, due to unequal cell sizes.

Checks for outliers, and assumptions regarding violations of the general linear model, were conducted prior to the analysis, and reported in the beginning of the

results section. Univariate outliers with standardised scores in excess of + 3.00 were either recoded to absolute raw scores of one unit higher than the next more extreme score, or eliminated, according to the requirements set by Tabachnick and Fidell, (1989). Multivariate outliers were identified, using the SAS REG function, to generate Cooks D statistic. Outliers were examined for unusual patterns, and eliminated.

Pillai's Trace criterion was chosen as the MANOVA test statistic due to its robustness to mild violations of assumptions (see Tabachnick & Fidell, 1989). The level for the successive ANOVA and ANCOVA's (stepdown analysis) was set to  $\alpha = .04$ , using the Bonferroni type adjustment for inflated Type I error, based on four successive contrasts (see Tabachnick & Fidell, 1989, p. 399). All other significance levels were set with an ( $\alpha = .05$ ).

## CHAPTER 5

### Results

The present chapter summarises the results obtained from the present research, in terms of each of the original research questions, posed in chapter 1, and restated in chapter 3.

#### Outliers and Evaluations of Statistical Assumptions

The original dataset comprising 112 subjects was reduced to 99 after the removal of 7 subjects due to excessive missing data, 2 multivariate outliers, 2 extreme univariate outliers, and 2 subjects who were minors. Nineteen subjects were found to have acceptable amounts of missing data, mainly consisting of missing responses to either part A or part B ( see Appendix D ) of individual items. Missing data were substituted using the relevant grand mean for individual items.

After the removal of outliers, evaluations of assumptions for multivariate normality, linearity, homogeneity of variance-covariance, and homogeneity of regression were met for the MANOVA, and each successive step of the stepdown analysis, with the exception of an inadequate cell size ( $n = 6$ ) for the no preference group. Subsequent results for the no preference group, cannot therefore be interpreted with any reliability.

### Research Question 1

What motivational bases do Perth residents articulate in their attitudes to living north and south of the Swan river, and can they be framed in terms of functional attitude theory?

### Results

Each individual item within the hypothesised motivational bases was initially examined in terms of response rates (see Appendix E1 to E3). Items with response rates below 20% were deemed not important, for the purpose of the present study, and discarded from further analyses. Furthermore, motivational items with mean scores below ( $\bar{M} = \pm 1$ ) for either north or south preference groups, were also deemed not important and discarded from further analyses, considering that the absolute range for each item was from -9 to +9.

Subsequent analysis of response rates and mean scores for each of the individual items within each hypothesised motivational base, suggested initial support for the instrumental, social-expressive, and identification motivational bases. Only a single item pertaining to schooling from the instrumental base with low mean scores ( $\bar{M} = .8, -.86$ ) for both north and south preference groups, and an overall response rate of 22.2%; was discarded from further statistical analyses.

Response rates for the items within the aesthetic motivational base were all below 20%, with the exception of two items pertaining to attractiveness of either side (66.6%), and the availability of native bush areas on either side (20.3%).

Subsequently, the items for perceived differences in climate, (wetter or more arid) with response rates of 19.7% and 18.4%, and the degree of urban establishment, (older or more modern) with response rates of 11.2% and 18.4%, were discarded from

further analyses. Moreover, the item pertaining to the availability of native bush areas on either side, was also discarded from further analyses due to a low mean score ( $\bar{m} = .95$ ) for the southern preference group. Results suggested that the aesthetic motivational base may be less important within the present domain. However, the aesthetic base was retained for subsequent analyses using the single item pertaining to attractiveness.

### Research Question 2

Will different preference groups (e.g., no preference, slight, moderate, and strong) have significantly different motivational profiles, for each hypothesised motivational base.

### Results

Prior to the assessment of individual motivational profiles, Pearson product moment correlations were performed on each of the motivational bases, in order to assess the extent of intercorrelation. The intercorrelations among the four motivational bases, including pooled within-cell correlations, are listed in Table 2. All four motivational bases were found to be moderately correlated, with significance levels of  $p < .001$ . Moreover, Bartlett's test of sphericity ( $\alpha = .05$ ) indicated that the pooled within-cell correlations were significantly different from zero, suggesting that the interpretation of univariate ANOVA results may be somewhat ambiguous. Moreover, results of all subsequent analyses for the no preference group should be interpreted with caution due to inadequate cell size ( $n = 6$ ).

Using the SAS GLM procedure a 4 x 2 ( Strength of Preference x Gender ) between subjects MANOVA was performed on the four motivational bases (instrumental, social-expressive, identification, and aesthetic). The means, standard deviations and cell sizes for each of the motivational bases are reported in Table 3, and graphically in Figure 1.

Table 2

Pearson Product-Moment Correlations among Hypothesised Motivational Bases:  
With Pooled Within-Cell Correlations Above the Diagonal

	Instrumental	Expressive	Identification	Aesthetic
Instrumental	1.00	.22	.26	.24
Expressive	.52**	1.00	.36	.17
Identification	.60**	.64**	1.00	.26
Aesthetic	.51**	.52**	.52**	1.00

\* $p < .05$ . \*\* $p < .001$ .



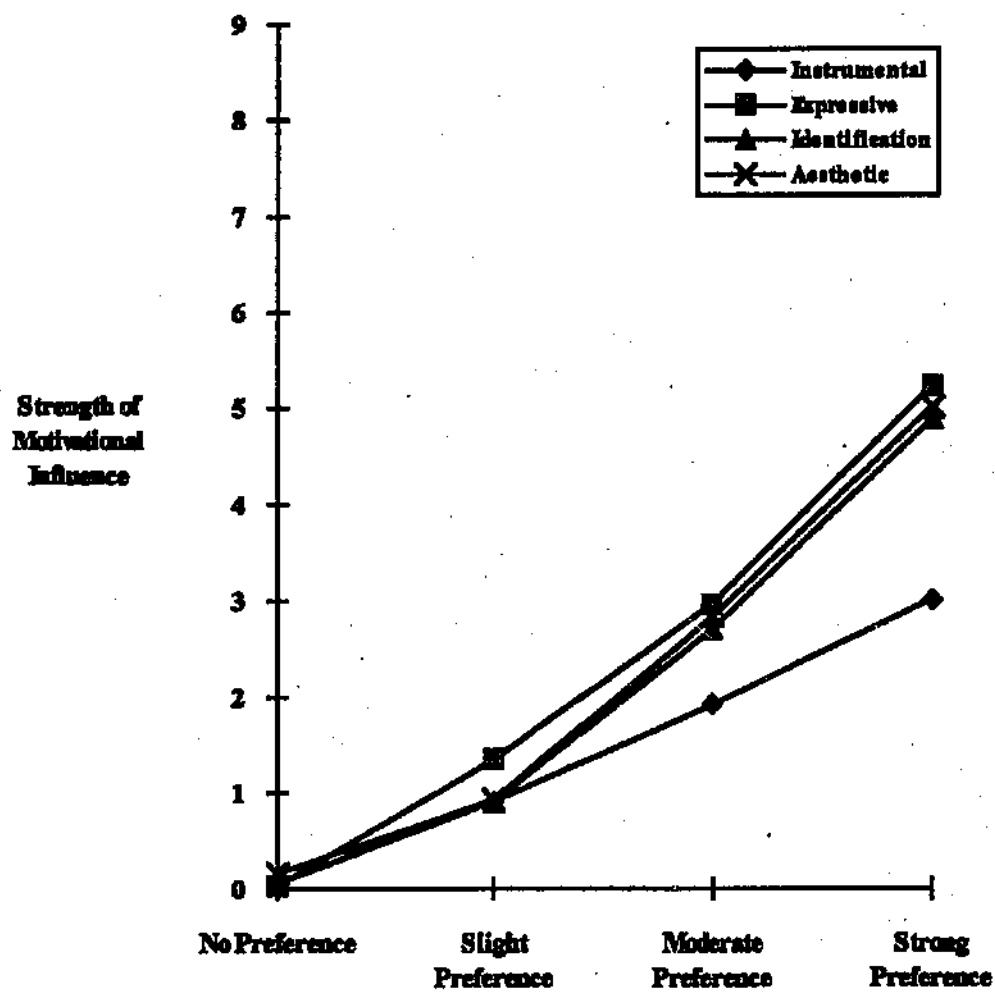
Using Pillai's Trace criterion, main effects were found to be significant for strength of preference,  $F(12, 270) = 5.52, p < .0001$ , but neither the gender effect nor the interaction were significant: Gender  $F(4, 88) = .99, p > .05$ ; Group by Gender interaction,  $F(12, 270) = 1.50, p > .05$ .

Pairwise contrasts of the difference between means for each of the four preference groups (for each motivational base) using Tukey's HSD were significant at the ( $\alpha = .05$ ) level, for: slight, moderate, and strong preference groups, for each of the four motivational bases. Result therefore supported the assertion that each motivational base, exhibited significantly different motivational profiles for slight, moderate and strong preference groups. Results for each of the four motivational bases suggested that a significant positive relationship exists between the four motivational bases and preference (see Figure 1.).

Table 3

Mean Scores for Hypothesised Motivational Bases

Motives	Total Sample (N = 99)		
	<u>M</u>	<u>SD</u>	<u>n</u>
<u>Instrumental</u>			
No Preference	0.06	0.11	6
Slight	0.91	0.64	15
Moderate	1.92	1.17	31
Strong	3.01	1.76	47
<u>Expressive</u>			
No Preference	0.04	0.10	6
Slight	1.35	0.97	15
Moderate	2.97	1.97	31
Strong	5.24	2.22	47
<u>Identification</u>			
No Preference	0.06	0.15	6
Slight	0.91	1.05	15
Moderate	2.71	2.07	31
Strong	4.89	1.95	47
<u>Aesthetic</u>			
No Preference	0.16	0.40	6
Slight	0.93	1.27	15
Moderate	2.83	3.16	31
Strong	5.02	3.36	47



**Figure 1.** Mean Scores for Motivational Base by Strength of Preference

### Research Question 3

Do unique effects exist for the instrumental, social-expressive, and affective motivational bases between different preference groups, using stepdown analysis.

### Results

Given significant pooled within-cell correlations (Bartlett's test of sphericity,  $\alpha = .05$ ) for each motivational base, and satisfactory homogeneity of regression, a step down analysis (using the SAS GLM procedure) was deemed appropriate. In stepdown analysis each motivational base was analysed, in turn, with higher-priority bases treated as covariates and with the highest-priority motivational base tested in a univariate ANOVA. In consideration of the likelihood of the primacy of the instrumental motivational base in the present domain, and the importance of the instrumental, social-expressive and identification motivational bases found within the preceding literature and present qualitative research, the order of entry into the stepdown analysis was as follows: instrumental, social-expressive, identification, and lastly the aesthetic motivational base.

Due to the likelihood of inflated type I error, a Bonferroni type adjustment (see Tabachnick & Fidell, 1989, pp 399) was made, setting the alpha level for each successive comparison at ( $\alpha = .04$ ). A summary of univariate ANOVA, and Bonferroni adjusted step-down results are summarised in Table 4.

A unique contribution to strength of preference was made by the instrumental, stepdown  $F(1, 85) = 43.41, p < .0001$ ; Social-expressive, stepdown  $F(1, 131) = 37.07, p < .0001$ ; and identification, stepdown  $F(1, 34) = 12.69, p < .001$ , motivational bases. However, the Aesthetic motivational base was not significant,

Stepdown  $F(1, 5) = .74, p > .04$ . Results supported the assertion that the instrumental, social expressive and identification motivational bases were each uniquely related to strength of preference, within the present domain.

Table 4

Univariate ANOVA and Step-down Analysis Results for the Unique Contribution of each Motivational Base

Motivational Base	Univariate		Stepdown	
	df	F	df	F
Instrumental	3	12.61***	1	43.41***
Social Expressive	3	25.15***	1	37.07***
Identification	3	28.65***	1	12.69**
Aesthetic	3	12.18***	1	0.74

\* $p < .05$ . \*\* $p < .001$ . \*\*\* $p < .0001$ .

Note. Stepdown results are Bonferroni adjusted ( $\alpha = .04$ ).

#### Research Question 4

Is there a significantly strong relationship between strength of preference and length of residence.

#### Results

A Pearson product-moment correlation was performed on strength of preference and length of residence (within Perth, and the present home), indicating a weak but significant correlation between strength of preference and length of residence within Perth,  $r(97) = .25$ ,  $p < .05$  (One-Tailed). The relationship between strength of preference and length of residence within the present home,  $r(97) = .12$ ,  $p > .05$  (One-Tailed), was not significant. Results supported the assertion that the relationship between strength of preference as a measure of overall attachment to place, and length of residence may not be as useful as previously asserted in the literature.

## CHAPTER 6

### Discussion

The present study has highlighted the efficacy of using attitude theory, and in particular, the tripartite model of the motivational bases of attitudes within the domain of place, with a substantive focus on attitudes to living north and south of the Swan river in Perth Western Australia. The thesis concludes with a discussion of major findings and limitations of the present study, and concludes with two major directions for further research.

#### Summary and Discussion of Findings

The results of the present research suggested initial support for the efficacy of the tripartite model of the motivational bases of attitudes within the present domain. The analysis of response rates and composite means within the instrumental, expressive, and identification motivational bases were consistent with the view that each was salient within the present domain.

Results supported the expectation of significantly different motivational profiles for strong, moderate, and slight preference groups; for instrumental, social-expressive, identification, and aesthetic motivational bases. However the individual significance of each motivational base using univariate ANOVA's could not be interpreted without ambiguity, due to the significance of the intercorrelations found.

However, a theoretical ordering of the four motivational bases into a step down analysis supported the expectation that the instrumental, social-expressive, and identification major motivational bases each made a unique contribution to preference for north of south of the Swan river. Instrumental motives were found to be uniquely related to preference for either side. Wayfinding, perceived levels of pollution, safety, crowding, the cost of living, accessibility of roads, the quality of beaches, parks and recreational areas, shopping facilities, and public transport were all found to be important. Moreover, support for the unique contribution of social-expressive function within the expressive base, suggested that the influence of socialisation also appears to be an meaningful source of motivation in the present domain. Family, friends, significant other's attitudes, and status all appear to be significant motivational sources.

Finally, the unique contribution of the identification motivational base appears to suggest that identification, alienation and pleasant- unpleasant feelings may also be a unique motivational source. Response rates for the identification base suggest that residents tended to place a higher emphasis on attachment and pleasant feelings associated with the preferred side, than alienation and unpleasant feelings associated with the non-preferred side. It appears likely that identification with a particular side may stem from emotions (both positive and negative) generated from significant past experiences in specific places, which later become generalised to the whole side.

However, with the exception of a single item on perceived attractiveness, the aesthetic motivational base appeared to be less important to resident's attitudes within the present domain. Results for the aesthetic motivational base as a unique contributor to preference, were not significant. The non significant step down result is not surprising considering the low response rates for the other aesthetic items which



were rejected. However, the result may also be plausibly explained by the portion of variance given to the aesthetic variable when entered into the stepdown analysis. The graphical results (see Figure 1.) also suggest that the means for the aesthetic motivational base for preference were very similar to those obtained for the identification base, which was significant. Due to the size and scope of the present research, it is suggested that the significance of aesthetic motives within the present attitude domain, may be worthy of further research.

Finally, the relationship between preference, as an overall measure of attitude to place, and overall length of residence was found to be significant, yet relatively weak. However, the correlation between strength of preference and length of residence within the present home was not significant. These results tended to give tentative support to the view that indirect measures of place attachment (e.g., Taylor, et al., 1985) may not be as useful as previously thought. It appears likely that without consideration of all of the motivational sources that are operating within the confines of a specific 'place', indirect measures of place attachment or preference, such as length of residence, may be misleading when interpreted alone.

#### Limitations of the Study

A major criticism of the present study regards the issue of construct validity. Herek (1986) made concurrent measures of concepts similar to the bases he found operating within the domain of attitudes toward homosexuals, thereby making significant assessments of the convergent validity of the hypothesised motivational bases. The present study, however, used two separate qualitative studies using interviews and short answer responses to a survey methodology, in order to identify motivational themes. The qualitative study was then followed by successive piloting

of a quantitative survey methodology in order to eliminate ambiguous or irrelevant items or themes. Although it can be argued that discriminant validity has not been sufficiently addressed, the present method, it is argued, has functioned effectively. However future research may benefit by piloting the final instrument using a much larger sample in order to identify unsuitable motivational items, using response rates as an initial assessment device, and employing factor analysis as a further interpretive tool.

The present methodological approach has also highlighted the problem inherent in studies using single research methodologies, and the problem of accessing the affective motivational domain as such. While emotive responses were readily identified in the interview phase of the exploratory study, using scenarios; the short answer responses from the second pilot phase identified few affective responses. Multi-method studies are likely to identify more of the motivational bases (or functions) than single research designs. Moreover, intensive qualitative research may also identify the most salient affective scenarios that are likely to elicit (Zanna & Rempel, 1988) emotional responses within the identification motivational base.

#### Directions for Future Research

The present study has attempted to increase our understanding of the motivational bases of attitudes to place, within the urban environment, focusing on attitudes to living north or south of the Swan river. Other approaches to the study of place perception and meaning have largely ignored the potential value of attitude theory to the domain of place. The present research has, therefore, attempted to begin

to synthesise attitude theory structure and dynamics, and the domain of place, using Hills (1991) tripartite model of the motivational bases of attitudes, in an attempt to order further research within the confines of an established theoretical perspective. Therefore, the predominant focus of the present research has been to apply the theoretical foundation of functional attitude theory to the domain of place.

There are a number of reasons for which future research and theory is likely to benefit, from the application of attitude theory within the domain of place. Functional attitude theory presently has a strong nomothetic net, and with recent theoretical advances, and the ability to draw on different theoretical perspectives to interpret findings, ( see Herek, 1987) it offers a broad research base to continue further research. There are many areas for future research. However, two major directions appear to be particularly salient: theoretical development and further testing of the model within the domain of place; and the applied significance of the present methodology within the area of urban renovation.

While Hill's tripartite model appears the most useful starting point for further research, it does not appear to adequately account for aesthetic motives. While the present research did offer a separate aesthetic motivational base for exploratory analysis, it did not appear to be as important as the instrumental, social expressive, and identification motivational bases in the present area of the place domain. Therefore, no attempt was made to offer substantial modifications to the model, other than the inclusion of measures of alienation within the identification motivational base . However, future research may need to address the theoretical incorporation of aesthetic motives into the tripartite model, as attitudes within other areas of the domain of place may vary in terms of motivational structure and dynamics, with aesthetic motives likely to increase in importance.

Finally, the present research methodology may have applied significance for urban policy and planning. The methodology may be useful in the area of predicting the likely social impact of urban renewal programs, or other large scale residential impacts, upon specific communities. Fried, (1961, 1982) asserted that urban renewal projects, have, in the past, assumed that social benefits would accrue to the former residents of areas that have been renewed; however, the meanings that these areas have for their residents, and the consequent effects that relocation have, are still not clearly understood. The present research methodology (using a different substantive focus ) may be a useful method of gaining further insight in the area, as an alternative to phenomenological approaches (e.g., Buttimer and Seamon, 1980; Relph, 1976).

For example, a suburb targeted for extensive urban renovation could be surveyed using the instrument to obtain valuable base-line data on the overall residential motivational profile. If the suburban profile suggested that predominantly instrumental motives were functioning, then the likely social impact of development or redevelopment may also be low. If the hypothetical profile were also to reveal strong identification and expressive motives, then the likely social impact of significant residential change may be high. Moreover, a more complex instrument could be developed to include specific locations within the target suburb, and measures extended to include individual structures, buildings, parks, or streets. To sum, the instrument with minor substantive modifications, may be useful in predicting the likely social impact of urban renewal projects, or other projects which are likely to involve significant residential relocation.

In conclusion, the present study has highlighted the need for further convergent research in the domain of place. The present thesis has offered the tripartite model of the motivational bases of attitudes as an initial theoretical framework, in which the conceptually disparate domain of place may be more productively explored.

## BIBLIOGRAPHY

- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behaviour. Englewood Cliffs, New Jersey: Prentice-Hall.
- Allen, M. J., & Yen, W. M. (1979). Introduction to measurement theory. Monterey, California: Brooks/Cole.
- Allport, G. W. (1935). Attitudes. In C. Murchinson (Ed.), A handbook of social psychology (Vol. 2, pp. 798-844). Washington, DC: Author.
- Alwin, D. F. (1976). Attitude scales as congeneric tests: a re-examination of an attitude-behaviour model. Sociometry, 39(4), 377-383.
- American Psychological Association. (1983). Publication manual of the American Psychological Association (3rd ed.). Washington, DC: Author.
- Angyal, A. (1941). Foundations for a science of personality. Cambridge, Massachusetts: Harvard University Press.
- Barbey, M. (1982). The appropriation of home space. In P. Korosec-Serfaty (Ed.), Appropriation of space. (pp. 215-217). Stransburg: Louis Pasteur University.
- Baron, R. A., & Byrne, D. (1987). Social psychology: understanding human interaction. Boston: Allen & Bacon.

- Bem, D. (1972). Self Perception Theory. In Berkowitz, L. (ed.). Advances in experimental social psychology research, 6. New York: Academic Press.
- Blumer, H. (1969). Collective behaviour. In Alfred McClung Lee (Ed.), Principles of sociology. (pp 65-122). New York: Barnes & Noble.
- Breckler, S. J. (1984). Empirical validation of affect, behaviour, and cognition as distinct components of attitude. Journal of Personality and Social Psychology, 47, 1191-1205.
- Breckler, S. J., & Wiggins, E. C. (1989a). Affect versus evaluation in the structure of attitudes. Journal of Experimental Social Psychology, 25, 253-271.
- Breckler, S. J., & Wiggins, E. C. (1989b). On defining attitude and attitude theory: once more with feeling. In A. R. Pratkanis, S. J. Breckler, & A. G. Greenwald (Eds.), Attitude structure and function (pp. 407-427). Hillsdale, New Jersey: Lawrence Erlbaum.
- Brower, S. (1980). Territory in urban settings. In I. Altman, A. Rapoport, & J. Wohlwill (Eds.), Human behaviour and environment. New York: Plenum.
- Buttimer, A., & Seamon, D. (eds.). (1980). The human experience of space and place. London: Croom Helm.

- Cacioppo, J. T., Petty, R. E., & Green, T. R. (1989). Attitude structure and function: From the tripartite to the homeostasis model of attitudes. In A. R. Pratkanis, S. J. Breckler, & A. G. Greenwald (Eds.), Attitude structure and function (pp. 275-309.) Hillsdale, New Jersey: Lawrence Erlbaum.
- Chaiken, S., & Stangor, C. (1987). Attitudes and attitude change. Annual Review of Psychology, 38, 575-630.
- De Rivera, J. (1984). Emotional experience and qualitative methodology. American Behavioral Scientist, 27, 677-688.
- Eliade, M. (1963). Patterns in Comparative Religion. Cleveland: World Publishing.
- Epstein, S. (1983). The unconscious, the preconscious, and the self-concept. In J. Suls & A. G. Greenwald, (Eds.), Psychological perspectives on the self. Vol 2. Hillsdale: Lawrence Erlbaum. (pp. 219-247).
- Festinger, L. (1957). A theory of cognitive dissonance. Stanford: Stanford University Press.
- Fried, M. (1963). Grieving for a lost home. In L. J. Duhl, (Ed.), The urban condition. New York: Basic Books, (pp 151-171).
- Glaser, B. G., & Strauss, A. L. (1967). Discovery of grounded theory: strategies for qualitative research. Chicago: AGV.



- Heidegger, M. (1971) Poetry language and thought. New York; Harper & Row.
- Herek, G. M. (1986). The instrumentality of attitudes: toward a neofunctional theory. Journal of Social Issues, 42(2), 99-114.
- Herek, G. M. (1987). Can functions be measured? a new perspective on the functional approach to attitudes. Social Psychology Quarterly, 50(4), 285-303.
- Hills, A. (1991) The motivational bases of attitudes toward animals, and their relationship to attitude structure and dynamics. Unpublished doctoral dissertation, Curtin University of Technology, Perth.
- Ittelson, W. H. (1978). Environmental perception and urban experience. Environment and Behavior, 10, (2), 193-213.
- Howard, M. (1986). Contemporary cultural Anthropology. Boston : Little, Brown and Co.
- Kaplan, R. M., & Saccuzzo, D. P. (1982). Psychological testing: principles, applications, and issues. San Diego : Brooks/Cole.
- Kaplan, S. (1984). Affect and cognition in the context of home: the quest for intangibles. Population and Environment, 126-133.

Katz, D. (1960). The functional approach to the study of attitudes. Public Opinion Quarterly, 24, 163-204.

Korosec-Serfaty, P. (1985). Experiences and use of the dwelling. In I. Altman & C. M. Werner (Eds), Home environments. New York: Plenum.

Korpela, K. M. (1989). Place-identity as a product of environmental self-regulation. Journal of Environmental Psychology, 9, 241-256.

Levi- Strauss, C. (1959). Structural Anthropology. Harmondsworth: Penguin.

Levi-Strauss, C. (1974). Tristes Tropiques. (J. & D. Weightman, Trans) London: Pan (Original work published 1955).

Maslow, A. H. (1970). Motivation and Personality. New York: Harper & Row.

Mead, G. H. (1929). Mind, self and society. Chicago: University of Chicago Press.

Patton, M. Q. (1980). Qualitative evaluation methods. London: Sage.

"Perth extra". (1992). Living North or South of the River, Channel 7, Perth. (Television Current Affair / News Program).

- Petty, R. E., & Cacioppo, J. T. (1985). The elaboration likelihood model of persuasion. In L. Berkowitz (Ed.), Advances in experimental social psychology, Vol. 19. New York: Academic Press.
- Proshansky, H. M., Fabian, A. K., & Kaminoff, R. (1983). Place- identity: physical world socialisation of the self. Journal of Environmental Psychology, 3, 57-83.
- Relf, E. (1976). Place and placelessness. London: Pion.
- Robinson, J. P., Shaver, P. R., & Wrightsman, L. S. (Eds.) (1991). Measures of personality and social psychological attitudes. New York: Harcourt Brace Jovanovich.
- Rowles, G. (1983). Place and personal identity in old age: observations from Appalachia. Journal of Environmental Psychology, 3, 299-313.
- Sarbin, T. (1983). Place identity as a component of self: an addendum. Journal of Environmental Psychology, 3, 337-342.
- Scott, N. A. (1955). Reliability of content analysis: the case of nominal scale coding. Public Opinion Quarterly, 19, 321-325.
- Seamon, D. (1982). The phenomenological contribution to environmental psychology. Journal of Environmental Psychology 2, 119-140.

- Sixsmith, J. (1986). The meaning of home: an exploratory study of environmental experience. Journal of Environmental Psychology 6, 281-298.
- Smith, M. B. (1947). The personal setting of public opinions: A study of attitudes toward Russia. Public Opinion Quarterly, 11, 507-523.
- Smith, M. B., Bruner, J. S., & White, R. W. (1956). Opinions and personality. New York: John Wiley.
- Stokols, D., & Shumaker, S. A. (1981). People in places: a transactional view of settings. In J. Harvey (Ed.), Cognition, social behavior and the environment. Hillsdale: Erlbaum. (pp. 441-448).
- Stokols, D., Shumaker, S. A., & Martinez, J. (1983). Residential mobility and personal well-being. Journal of Environmental Psychology, 3, 5-19.
- Strauss, A. L. (1987). Qualitative analysis for social scientists. Cambridge: Cambridge University Press.
- Tabachnick, B. G., & Fidell, L. S. (1983). Using multivariate statistics. New York: Harper & Row.
- Taylor, R., Gottfredson, S. & Brower, S. (1984). Neighbourhood naming as an index of attachment to place. Population and Environment, 103-125.

- Taylor, R., Gottfredson, S. & Brower, S. (1985). Attachment to place: discriminant validity, and impacts of disorder and diversity. American Journal of Community Psychology, 13(5), 525-542.
- Tesser, A., & Shaffer, D. R. (1990). Attitudes and attitude change. Annual Review of Psychology, 41, 479-523.
- Tuan, Y. F. (1977). Space and place: The perspective of experience. Minneapolis: University of Minnesota Press.
- Tuan, Y. F. (1974). Topophilia: a study of environmental perception, attitudes and values. Englewood Cliffs: Prentice Hall.
- Unger, D., & Wandersman, A. (1985). The importance of neighbours: the social, cognitive, and affective components of neighboring. American Journal of Community Psychology, 13(2), 139-169.
- Zajonc, R. B. (1984). On the primacy of affect. American Psychologist, 39, 117-123.
- Zanna, M. P., & Rempel, J. K. (1988). Attitudes: a new look at an old concept. In D. Bar-Tal & A. W. Kruglanski (Eds.), The social psychology of Knowledge (pp. 315-334). Cambridge: Cambridge University Press.

## APPENDIX A

### Interview Schedule

A copy of the interview schedule used in the pilot study is reproduced on the following pages.

The interview schedule is reproduced in the same format as used for the pilot phase of the present research. A small font size was used to enable field notes to be entered on to the schedule to facilitate data coding.

**INTERVIEW SCHEDULE**

1. Age
2. Sex
3. Do you like living here ?  
N/S pref..
- Home
- Suburb
- Perth
4. Preferred place of residence in Perth?  
N/S pref.. Other(s)?
5. Total residential history?  
variance N/S
- Places?
- Times?
6. Most important things concerning where you live?  
N/S pref..
8. What do you think about living N/S of Perth?  
River...
9. Why do you prefer/not prefer living N/S?  
[note specific prompts used]
- Other reasons?
10. Strength of preference? vs s m w n
11. Do any of the people you know have a preference?  
Friends? Family? Any?

12. Is there more status living N/S?

Expand? Other reasons why?

13. Scenario. Forced to move to other side.

Scenario. Argument develops about N/S being better.

Scenario. Vivid memories associated with either side.

Scenario. Home destroyed.

Scenario. Travelling around either side.

Feelings?

Expand?

Has S indicated owning own home...

14. Ask?

**Thank, and debrief subject on study's aims.**

**CODE NOTES BELOW**



## APPENDIX B

### Pilot Study Questionnaire

A copy of the qualitative questionnaire used in the pilot study is reproduced on the following pages. The copy of the pilot questionnaire included in the appendix has been reduced in size by a factor of 0.85, to meet the constraints of the margin

Responses to Questions 12, 15, and 18 were used to generate motivational themes, in addition to responses from the interviews.

## A SURVEY OF RESIDENTIAL PREFERENCE IN PERTH

PILOT STUDY
-------------

This study focuses on residential preference within the Perth metropolitan area. The aim of this study is to gain a better understanding of the different reasons for people's residential preference in Perth.

"Why do people like living where they live?"

This questionnaire is in fact a pilot study, and as such, your comments are appreciated. Feel free to query any aspects of the questions, or the questionnaire layout that you may feel are in any way confusing or problematic. There is room provided at the end of the questionnaire.

Finally, I must stress that the information you give, will only be used for this research project, and as such, your name is not required.

Thank you for your assistance.

Sincerely,

Darren Reynolds

RESEARCHER

---

COMPLETE THE FOLLOWING QUESTIONS BY TICKING THE BOX OF YOUR CHOICE OR BY COMMENTING BRIEFLY

Example : 'I think that bike helmets are...'

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Essential	Very Important	Somewhat Important	Neither	Somewhat unimportant	Very unimportant	Totally irrelevant

## PAGE TWO

Don't write  
here please

1. What is your age? \_\_\_\_\_ (In Years)    2. Are you: Male [ ] or Female [ ]
3. Your place of birth? \_\_\_\_\_ (Country) \_\_\_\_\_ (City or Town)
4. Are you married? Yes [ ] → How long have you been married? \_\_\_\_\_ (Years)  
No [ ]
- ↓
5. How many children do you have? \_\_\_\_\_
6. How long have you lived in Perth? \_\_\_\_\_ (Years)
7. Your present occupation(s)? \_\_\_\_\_
8. Which suburb or town near Perth do you live in? \_\_\_\_\_
9. Which area of Perth do you most prefer to live in? (Please tick one only or comment)
- |                    |                       |
|--------------------|-----------------------|
| Near the river [ ] | In the city [ ]       |
| Near the beach [ ] | Near the city [ ]     |
| In the hills [ ]   | Far from the city [ ] |
- or another area? \_\_\_\_\_ (specify)

10. Do you prefer to live on one side of the Swan River?

Yes [ ]    No [ ] → GO TO QUESTION 19.



NORTH ← OR → SOUTH  
[ ]                      [ ]

11. Please indicate on the scale below, the strength of your preference for living either North or South of the Swan River.

Very Strong	Strong	Moderate	Weak	No preference
[ ]	[ ]	[ ]	[ ]	[ ]

PLEASE TURN TO PAGE THREE

PAGE THREE

Don't write here please

12. Can you briefly give the reasons why you prefer living either North or South of the Swan River?

...*o*

13. Would you consider living on the other side of the river at all?

Yes	Perhaps	No	
[ ]	[ ]	[ ]	→ GO TO QUESTION 15.
↓	↓		

14. For what specific reasons would you consider living on the other side of the river?

...*o*

15. Why wouldn't you consider living on the other side of the river?

...*o*

PAGE FOUR

Don't write  
here please

16. How important was your preference in choosing the location of your present home?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Essential	Very Important	Somewhat Important	Neither	Somewhat unimportant	Very unimportant	Totally Irrelevant

17. How important will your preference be in choosing a future home?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Essential	Very Important	Somewhat Important	Neither	Somewhat unimportant	Very unimportant	Totally Irrelevant

NOW GO TO QUESTION 19 AND CONTINUE

18. Can you briefly explain why you have no preference for either side of the river?

NOW GO TO QUESTION 19 AND CONTINUE

19. Considering the total time you have spent living in Perth, how long have you lived:

South of the river? \_\_\_\_\_ (Years) and North of the river? \_\_\_\_\_ (Years)

20. What is the status of your present living arrangements?

Home owner	Renting	Living with parents	Other (specify below)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

21. How long have you been living in your present home? \_\_\_\_\_ (Years)

NOW GO TO PAGE FIVE

PAGE FIVE

Don't write here please

	Never	Rarely	Occasionally	Often	Always
22. Do you rely on your neighbours to keep an eye on your home when you are away?	[ ]	[ ]	[ ]	[ ]	[ ]

When you are away, do you ask your neighbours to:

22a.	:	Water your garden / plants	[ ]	[ ]	[ ]	[ ]	[ ]
22b.	:	Collect your mail	[ ]	[ ]	[ ]	[ ]	[ ]
22c.	:	Feed your pets	[ ]	[ ]	[ ]	[ ]	[ ]

23. Are you involved in any of the following local organisations?	Yes	No
Social groups	[ ]	[ ]
Sporting	[ ]	[ ]
Religious	[ ]	[ ]
Community Action	[ ]	[ ]
Local Government	[ ]	[ ]

23a. Are you in a local organisation that does not fit into one of the above categories?



How important is it for you to be involved in local organisations?

[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Essential	Very Important	Somewhat important	Neither	Somewhat unimportant	Very unimportant	Totally Irrelevant

PLEASE TURN TO PAGE SIX

## PILOT QUESTIONNAIRE CRITIQUE

Please comment below, if there are any questions that you would change? (If you made comments next to a problem question, that's ok!)

.....

How might you re-word the question(s) you found problematic?

.....

- Do you find the topic interesting? Yes  No
- Is the letter type or 'font' used in this questionnaire easy to read? Yes  No
- Is the print size large enough? Yes  No
- Is the 'ticking' system easy to use? Yes  No
- Are the filter questions easy to understand? Yes  No

How could the filter questions be better organized?

.....

If I added a question concerning your income would you be more inclined to answer if:

A.  I Asked you specifically, e.g. What is your approximate annual income? \_\_\_\_\_

Or

B. <input type="checkbox"/>	If I Asked you to give an approximation on a scale	What is your approximate annual income?
		30,000   35,000   40,000   45,000
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

PLEASE TURN TO THE LAST PAGE

PILOT QUESTIONNAIRE CRITIQUE

What changes would you make to the layout of the questionnaire, in order to increase 'response rate'?

—/

What changes to the likert scales would you make?

—/

Are there any problems with the cover page?

—/

Do you have any final comments you would like to add?

—/

THANK YOU FOR YOUR TIME!!!



## APPENDIX C

### Final Questionnaire.

A copy of the final questionnaire used in the present study is reproduced on the following pages. The copy of the questionnaire included in the appendix has been reduced in size by a factor of 0.85, to meet the constraints of the margin.

EDITH COWAN UNIVERSITY

1992-F



## YOUR ATTITUDES TO LIVING NORTH AND SOUTH OF THE SWAN RIVER

*Thank you for consenting to be a part of this study. Your time and effort are greatly appreciated. The first question below deals with your general attitude to living both North and South of the Swan River, within the Perth metropolitan area. Please indicate your personal view, by ticking the box of your choice.*

**1. What is your attitude to living North or South of the River ?**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly Prefer North	Prefer North	Slightly Prefer North	No Preference Whatever	Slightly Prefer South	Prefer South	Strongly Prefer South

The next series of questions concern your perceptions of the two regions. There are no right or wrong answers, as the study only looks at your general impressions. Each question consists of three parts. Use the arrows provided as a general guide. If you think there is no difference between either side, then answer only part B, and continue on to the next question. If you consider there is a difference between North and South, then answer both part A and B, before moving to the next question.

	North	South	No Difference																											
<b>2. I can find my way around this side more easily.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B																											
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">A.</td> <td style="width: 55%;">How much more easily?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">A Lot</td> <td style="text-align: center;">Moderately</td> <td style="text-align: center;">Slightly</td> </tr> <tr> <td style="text-align: center;">↓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="width: 5%; text-align: center;">B.</td> <td style="width: 55%;">How important is this to your attitude to living North or South ?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">Very Important</td> <td style="text-align: center;">Moderately Important</td> <td style="text-align: center;">Slightly Important</td> <td style="text-align: center;">Not at all Important</td> </tr> </table>	A.	How much more easily?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			A Lot	Moderately	Slightly	↓					B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Very Important	Moderately Important	Slightly Important	Not at all Important			
A.	How much more easily?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																										
		A Lot	Moderately	Slightly																										
↓																														
B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																									
		Very Important	Moderately Important	Slightly Important	Not at all Important																									
<b>3. This side is more polluted.</b>	North	South	No Difference																											
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B																											
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">A.</td> <td style="width: 55%;">How much more polluted ?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">A Lot</td> <td style="text-align: center;">Moderately</td> <td style="text-align: center;">Slightly</td> </tr> <tr> <td style="text-align: center;">↓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="width: 5%; text-align: center;">B.</td> <td style="width: 55%;">How important is this to your attitude to living North or South ?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">Very Important</td> <td style="text-align: center;">Moderately Important</td> <td style="text-align: center;">Slightly Important</td> <td style="text-align: center;">Not at all Important</td> </tr> </table>	A.	How much more polluted ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			A Lot	Moderately	Slightly	↓					B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Very Important	Moderately Important	Slightly Important	Not at all Important			
A.	How much more polluted ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																										
		A Lot	Moderately	Slightly																										
↓																														
B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																									
		Very Important	Moderately Important	Slightly Important	Not at all Important																									
<b>4. This side is a safer place to live.</b>	North	South	No Difference																											
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B																											
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">A.</td> <td style="width: 55%;">How much safer ?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">A Lot</td> <td style="text-align: center;">Moderately</td> <td style="text-align: center;">Slightly</td> </tr> <tr> <td style="text-align: center;">↓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="width: 5%; text-align: center;">B.</td> <td style="width: 55%;">How important is this to your attitude to living North or South ?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">Very Important</td> <td style="text-align: center;">Moderately Important</td> <td style="text-align: center;">Slightly Important</td> <td style="text-align: center;">Not at all Important</td> </tr> </table>	A.	How much safer ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			A Lot	Moderately	Slightly	↓					B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Very Important	Moderately Important	Slightly Important	Not at all Important			
A.	How much safer ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																										
		A Lot	Moderately	Slightly																										
↓																														
B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																									
		Very Important	Moderately Important	Slightly Important	Not at all Important																									

5. This side is quieter.

		North	South	No Difference
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A.	How much quieter?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		A Lot	Moderately	Slightly
B.	How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important
				Not at all Important

6. This side is more crowded.

		North	South	No Difference
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A.	How much more crowded?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		A Lot	Moderately	Slightly
B.	How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important
				Not at all Important

7. The cost of living on this side is more suited to my present finances.

		North	South	No Difference
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A.	How much more suited?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		A Lot	Moderately	Slightly
B.	How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important
				Not at all Important

8. The roads on this side make it easier to access the places where I want to go to.

		North	South	No Difference
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A.	How much easier?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		A Lot	Moderately	Slightly
B.	How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important
				Not at all Important

9. The beaches on this side are better.

		North	South	No Difference
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A.	How much better?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		A Lot	Moderately	Slightly
B.	How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important
				Not at all Important

10. The parks and recreational areas on this side are better.

		North	South	No Difference
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A.	How much better?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		A Lot	Moderately	Slightly
B.	How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important
				Not at all Important

11. The schools on this side are better.

		North	South	No Difference
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A.	How much better?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		A Lot	Moderately	Slightly
B.	How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important
				Not at all Important

<p><b>12. Shopping facilities are better on this side.</b></p> <p>↓</p> <p>A. How much better?</p> <p>↓</p> <p>B. How important is this to your attitude to living North or South ?</p>	<p>North <input type="checkbox"/></p> <p>South <input type="checkbox"/></p> <p>No Difference <input type="checkbox"/> -----&gt; GO TO PART B</p>	<p><input type="checkbox"/> A Lot</p> <p><input type="checkbox"/> Moderately</p> <p><input type="checkbox"/> Slightly</p> <p><input type="checkbox"/> Very Important</p> <p><input type="checkbox"/> Moderately Important</p> <p><input type="checkbox"/> Slightly Important</p> <p><input type="checkbox"/> Not at all Important</p>
<p><b>13. Public transport is better on this side.</b></p> <p>↓</p> <p>A. How much better?</p> <p>↓</p> <p>B. How important is this to your attitude to living North or South ?</p>	<p>North <input type="checkbox"/></p> <p>South <input type="checkbox"/></p> <p>No Difference <input type="checkbox"/> -----&gt; GO TO PART B</p>	<p><input type="checkbox"/> A Lot</p> <p><input type="checkbox"/> Moderately</p> <p><input type="checkbox"/> Slightly</p> <p><input type="checkbox"/> Very Important</p> <p><input type="checkbox"/> Moderately Important</p> <p><input type="checkbox"/> Slightly Important</p> <p><input type="checkbox"/> Not at all Important</p>
<p><b>14. This side has higher social status.</b></p> <p>↓</p> <p>A. How much higher?</p> <p>↓</p> <p>B. How important is this to your attitude to living North or South ?</p>	<p>North <input type="checkbox"/></p> <p>South <input type="checkbox"/></p> <p>No Difference <input type="checkbox"/> -----&gt; GO TO PART B</p>	<p><input type="checkbox"/> A Lot</p> <p><input type="checkbox"/> Moderately</p> <p><input type="checkbox"/> Slightly</p> <p><input type="checkbox"/> Very Important</p> <p><input type="checkbox"/> Moderately Important</p> <p><input type="checkbox"/> Slightly Important</p> <p><input type="checkbox"/> Not at all Important</p>
<p><b>15. I know more people, who prefer to live on this side.</b></p> <p>↓</p> <p>A. How many more?</p> <p>↓</p> <p>B. How important is this to your attitude to living North or South ?</p>	<p>North <input type="checkbox"/></p> <p>South <input type="checkbox"/></p> <p>No Difference <input type="checkbox"/> -----&gt; GO TO PART B</p>	<p><input type="checkbox"/> A Lot</p> <p><input type="checkbox"/> Moderately</p> <p><input type="checkbox"/> Slightly</p> <p><input type="checkbox"/> Very Important</p> <p><input type="checkbox"/> Moderately Important</p> <p><input type="checkbox"/> Slightly Important</p> <p><input type="checkbox"/> Not at all Important</p>
<p><b>16. More of my friends live on this side.</b></p> <p>↓</p> <p>A. How many more?</p> <p>↓</p> <p>B. How important is this to your attitude to living North or South ?</p>	<p>North <input type="checkbox"/></p> <p>South <input type="checkbox"/></p> <p>No Difference <input type="checkbox"/> -----&gt; GO TO PART B</p>	<p><input type="checkbox"/> A Lot</p> <p><input type="checkbox"/> Moderately</p> <p><input type="checkbox"/> Slightly</p> <p><input type="checkbox"/> Very Important</p> <p><input type="checkbox"/> Moderately Important</p> <p><input type="checkbox"/> Slightly Important</p> <p><input type="checkbox"/> Not at all Important</p>
<p><b>17. More members of my family prefer living on this side.</b></p> <p>↓</p> <p>A. How many more?</p> <p>↓</p> <p>B. How important is this to your attitude to living North or South ?</p>	<p>North <input type="checkbox"/></p> <p>South <input type="checkbox"/></p> <p>No Difference <input type="checkbox"/> -----&gt; GO TO PART B</p>	<p><input type="checkbox"/> A Lot</p> <p><input type="checkbox"/> Moderately</p> <p><input type="checkbox"/> Slightly</p> <p><input type="checkbox"/> Very Important</p> <p><input type="checkbox"/> Moderately Important</p> <p><input type="checkbox"/> Slightly Important</p> <p><input type="checkbox"/> Not at all Important</p>
<p><b>18. People, in general, who live on this side, are somehow 'different'.</b></p> <p>↓</p> <p>A. How different?</p> <p>↓</p> <p>B. How important is this to your attitude to living North or South ?</p>	<p>North <input type="checkbox"/></p> <p>South <input type="checkbox"/></p> <p>No Difference <input type="checkbox"/> -----&gt; GO TO PART B</p>	<p><input type="checkbox"/> A Lot</p> <p><input type="checkbox"/> Moderately</p> <p><input type="checkbox"/> Slightly</p> <p><input type="checkbox"/> Very Important</p> <p><input type="checkbox"/> Moderately Important</p> <p><input type="checkbox"/> Slightly Important</p> <p><input type="checkbox"/> Not at all Important</p>

19. I think that many people who live on this side (if they had a choice) would rather be living on the other side.

	North	South	No Difference
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A. How many more?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	A Lot	Moderately	Slightly
B. How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important
			<input type="checkbox"/>
			Not at all Important

---

20. This side is more attractive.

	North	South	No Difference
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A. How much more attractive?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	A Lot	Moderately	Slightly
B. How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important
			<input type="checkbox"/>
			Not at all Important

---

21. This side is newer, more modern.

	North	South	No Difference
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A. How much more modern?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	A Lot	Moderately	Slightly
B. How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important
			<input type="checkbox"/>
			Not at all Important

---

22. This side is older and more established.

	North	South	No Difference
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A. How much more established?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	A Lot	Moderately	Slightly
B. How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important
			<input type="checkbox"/>
			Not at all Important

---

23. This side is more desert like, and arid.

	North	South	No Difference
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A. How much more desert like?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	A Lot	Moderately	Slightly
B. How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important
			<input type="checkbox"/>
			Not at all Important

---

24. This side is wetter, more swampy.

	North	South	No Difference
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A. How much wetter?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	A Lot	Moderately	Slightly
B. How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important
			<input type="checkbox"/>
			Not at all Important

---

25. There are more native bush areas on this side.

	North	South	No Difference
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> -----> GO TO PART B
A. How many more?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	A Lot	Moderately	Slightly
B. How important is this to your attitude to living North or South?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important
			<input type="checkbox"/>
			Not at all Important

The next series of questions ask you to imagine certain scenes, and to consider how you feel about each of the four responses below each question ( a free option is included ). Please take a moment to picture each scene in your mind before answering.

26. Think about your strongest memories that you associate with both North and South of the river. These memories may be recent, or date back to when you were a child.

What feelings come to mind when you evoke these memories ?

I. Feelings of attachment and belonging, more for:

	North	South	No Difference	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
A. How much more ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	A Lot	Moderately	Slightly	
B. How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important	Not at all Important

II. Feelings of alienation, separation, and estrangement from this side.

	North	South	No Difference	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
A. How much more alienated ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	A Lot	Moderately	Slightly	
B. How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important	Not at all Important

III. Generally more pleasant feelings ( eg relaxed, comfortable, content, happy ) for this side.

	North	South	No Difference	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
A. How much more pleasant ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	A Lot	Moderately	Slightly	
B. How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important	Not at all Important

IV. Generally more unpleasant feelings ( eg anxious, uncomfortable, discontent, unhappy ) for this side.

	North	South	No Difference	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
A. How much more unpleasant ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	A Lot	Moderately	Slightly	
B. How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important	Not at all Important

This part is optional.

V. Another feeling ? ( please add below, and rate it ).

	North	South	No Difference	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
A. How much more ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	A Lot	Moderately	Slightly	
B. How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Very Important	Moderately Important	Slightly Important	Not at all Important

27. Imagine that you are travelling around, both North and South of the river. Consider how familiar you are with both sides, and the things you like and dislike about them.

What feelings come to mind ?

		North	South	No Difference	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
I. Feelings of attachment and belonging, more for:					
A.	How much more ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		A Lot	Moderately	Slightly	
B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important	Not at all Important

		North	South	No Difference	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
II. Feelings of alienation, separation, and estrangement from this side.					
A.	How much more alienated ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		A Lot	Moderately	Slightly	
B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important	Not at all Important

		North	South	No Difference	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
III. Generally more pleasant feelings ( eg relaxed, comfortable, content, happy ) for this side.					
A.	How much more pleasant ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		A Lot	Moderately	Slightly	
B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important	Not at all Important

		North	South	No Difference	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
IV. Generally more unpleasant feelings ( eg anxious, uncomfortable, discontent, unhappy ) for this side.					
A.	How much more unpleasant ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		A Lot	Moderately	Slightly	
B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important	Not at all Important

This part is optional.

		North	South	No Difference	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-----> GO TO PART B
V. Another feeling ? ( please add below, and rate it ).					
A.	How much more ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		A Lot	Moderately	Slightly	
B.	How important is this to your attitude to living North or South ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Very Important	Moderately Important	Slightly Important	Not at all Important

Finally, would you be so kind as to supply the following details about yourself. :-)

28. Are you: Male  Female

29. What is your age? ..... (In Years)

30. Your place of birth? ..... (Country) ..... (City or Town)

31. Which suburb of Perth, or town near Perth do you live in? .....

32. How long have you lived in Perth? ..... ( Total number of Years )

33. Considering the total time you have spent living in Perth, how long have you lived:

South of the river? ..... (Years) and North of the river? ..... (Years)

34. What is the status of your present living arrangements?

Home owner  Renting  Living with parents  Other

Please explain "other" ?.....

35. How long have you been living in your present home? ..... (Years)

36. Do you have any final comments ? ( Please add below )

.....  
.....  
.....

- YOU HAVE NOW COMPLETED THE QUESTIONNAIRE -

< PLEASE CHECK THAT YOU HAVE NOT MISSED ANY QUESTIONS >

THANK YOU FOR YOUR TIME AND EFFORT.



**APPENDIX D**

**Ethics Consent Form.**

**A copy of the ethics consent form used in the present study is reproduced on the following page.**

## **Residential Preference In Perth**

**A Research Project By Darren Reynolds**

**At**

**Edith Cowan University**

Please read the brief outline of the study's aims below, and feel free to ask questions if you do not understand anything, or if you have any doubt or concern about what you are being asked to do!

This study looks at residential preference in the Perth metropolitan area. Its aim is to gain a better understanding of why people like living where they live. The information you give will be useful in planning future developments to meet the needs of people who live in different parts of Perth.

Thirty-five (35) minutes of your time is all that is needed in order to complete the attached questionnaire, or personal interview. You do not have to identify yourself in any way, and you can be assured that all the information you give will be treated in the strictest confidence.

I understand the nature of the research project outlined above, and as explained to me by Darren Reynolds, and I agree to participate, knowing that I may withdraw from the study, or decline to answer any questions as I see fit, without incurring any ill-feeling, or prejudice.

I consent to the research data that I contribute to the study being published for academic purposes providing that my name is not used in any way whatsoever.

Participant: \_\_\_\_\_ Date / / 92

Researcher: \_\_\_\_\_ Date / / 92

## APPENDIX E

## Attitude Item Responses

Table E1

Means for Individual Attitude Items

Attitude Item	Subject Group (N = 99)	
	North (n = 41)	South (n = 58)
Know way around this side better	3.19	-3.70
Pollution on this side is worse	-1.90	0.32
Feel safer on this side	1.31	-1.80
This side is quieter	1.07	-3.06
This side is more crowded	-0.20	2.44
Cost of living on this side is better	1.39	-3.00
Better road networks on this side	3.30	-4.74
Beaches on this side are better	4.50	1.13
Recreational areas on this side are better	2.50	-1.3
Schools on this side are better	0.80	-0.86
Shopping facilities on this side are better	1.70	-2.60
Public transport on this side is better	1.43	-1.80
Social status of this side is higher	1.70	-0.50
Know more people on this side	4.30	-3.00
More friends prefer this side	4.50	-5.25
More family prefer this side	4.30	-4.60
This side is more attractive	3.30	-1.36
This side is more modern	2.70	1.44
This side is more established	-0.70	-0.51
This side is more arid	0.36	-1.80
This side is wetter	-0.17	-4.60
There is more native bush this side	0.95	1.80
Belongingness Memories	4.70	-4.60
Alienation Memories	-2.00	1.80
Pleasant Memories	4.00	-4.80
Unpleasant Memories	-1.70	1.55
Belongingness Travelling	4.80	-4.25
Alienation Travelling	-1.90	1.68
Pleasant Travelling	4.20	-4.41
Unpleasant Travelling	-1.70	2.24

Table E 2

Standard Deviations of Individual Attitude Items

Attitude Item	Subject Group (N=99)	
	North (n=41)	South (n=58)
Know way around this side better	3.62	3.76
Pollution on this side is worse	2.79	3.04
Feel safer on this side	2.44	2.89
This side is quieter	2.45	3.36
This side is more crowded	2.82	4.08
Cost of living on this side is better	2.95	3.74
Better road networks on this side	3.26	4.29
Beaches on this side are better	3.58	3.08
Recreational areas on this side are better	3.10	3.90
Schools on this side are better	2.85	2.29
Shopping facilities on this side are better	2.72	4.25
Public transport on this side is better	2.50	4.11
Social status of this side is higher	3.31	3.34
Know more people on this side	3.38	3.61
More friends prefer this side	3.61	3.98
More family prefer this side	4.19	4.21
This side is more attractive	3.48	3.92
This side is more modern	3.38	2.79
This side is more established	2.10	3.41
This side is more arid	1.89	3.30
This side is wetter	2.75	1.70
There is more native bush this side	2.65	3.13
Belongingness Memories	3.89	3.73
Alienation Memories	2.94	3.07
Pleasant Memories	3.77	4.00
Unpleasant Memories	2.68	3.02
Belongingness Travelling	3.84	3.90
Alienation Travelling	2.82	2.93
Pleasant Travelling	3.80	4.06
Unpleasant Travelling	2.40	3.40

Table E 3

Response Rates for Individual Attitude Items

Attitude Item (N = 99)	Response Rate
Know way around this side better	65.7
Pollution on this side is worse	34.3
Feel safer on this side	32.3
This side is quieter	43.4
This side is more crowded	44.4
Cost of living on this side is better	29.4
Better road networks on this side	69.7
Beaches on this side are better	49.5
Recreational areas on this side are better	43.4
Schools on this side are better	22.2
Shopping facilities on this side are better	49.5
Public transport on this side is better	40.4
Social status of this side is higher	41.4
Know more people on this side	67.7
More friends prefer this side	78.8
More family prefer this side	69.7
This side is more attractive	66.6
This side is more modern	19.7
This side is more established	18.4
This side is more arid	18.4
This side is wetter	11.2
There is more native bush this side	20.3
Belongingness Memories	76.8
Alienation Memories	42.4
Pleasant Memories	79.8
Unpleasant Memories	43.4
Belongingness Travelling	78.8
Alienation Travelling	39.4
Pleasant Travelling	75.8
Unpleasant Travelling	46.5

Note. Item response rates are expressed as percentages of subjects who completed at least one of the three parts of each item.