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EFFECTS OF SELF SELECTION IN ARCHITECTURAL DESIGN PROCESS (ADP); CONSIDERING END USER'S PERSONALIZATION (EUP)

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Abstract
Diversity of human requirements in his living environment is obvious. Architecture ideal is to respond to such diverse requirements. The Architectural Design Process (ADP) which has been defined for this basic purpose aims at fulfilling not only physical and functional but also psychological human needs. Recent trends in architectural design show that in most of the cases, the focus of ADP has been shifted to the business goals, fancy features and technological capabilities. Even if none of these approaches can be blamed, what has been lost here is a mere respect to human values. In this regard, paying attention to end users' ideas, believes, attitudes and desires, which are known as self-selection in thisresearch, can be considered as an appropriate method for deriving final users' values. The literature review demonstrates that End User's Personalization (EUP) is the closest concept to self-selection, in which both emphasis are on the importance of end-users' values and ideas. In other words, it can be said that personalization is a format of self-selection on end-users' side. Designing according to EUP principles would lead us to present more efficient, satisfying and desirable product which consequently results in increasing of our output's appeal for final users.

Keywords: Self-selection, Architectural Design Process (ADP), End-User's Personalization (EUP), Human values

1. Introduction

Although all designers know "ways of achieving the qualities which support the reactions of the environment itself, as distinct from the political and economic processes by which it is produced. This is not because architects do not value the public participation approach in Architectural Design Process (ADP): from our point of view, it is highly desirable. But even with the highest level of public participation, most people will still have to live or work in places designed by others. It is therefore especially important to make it possible for end-users to personalize these existing environments: this is the only way most people can achieve an environment which stands the stamp of their own tastes and values". Based on Rokeach's (1997) concept of value, "values" are a structural theory about the organization of belief systems and are the most important components of belief system. The value concept is also able to unify the apparently diverse interests of all the sciences concerned with human behavior. Rokeach's work shows the importance of priorities in the values process and the importance of the free personal options. He has also shown that there is a need for a well-defined set of objective values and that these values are universal in their nature. According to Schwartz's (2005a) work, "values that purport to be universal must meet three fundamental criteria. First, they must have scientific value, i.e. their exploration must yield leverage on important questions of our time. Second, they should correspond at least roughly with a recognized definition of values. Finally, they should include or overlap with values commonly identified by lay persons as of central importance in their life". Schwartz has presented his twelve values as universal to humankind but this research argues that because of these criteria the potentially large number of values cannot be perfectly accounted in twelve items. They are Power, Achievement, Hedonism, Stimulation, Self-direction, Universalism, Benevolence, Tradition, Conformity, Security, Financial Success and Respect. Unfortunately, this calls for considerable effort from the places' original designers who want to ignore self-selection of end-users and follow the strategies of design to earn a specific aim. They believe self-selection causes problems in ADP. In particular, self-selection makes it difficult to evaluate architectural plans, to determine whether the plan has

some effects, and makes it difficult to do market research which is a very important component of business strategy.

2. The Nature of Human Values

When we think of our values, we think of what is important to us in life. Each of us holds numerous values (e.g., achievement, security, benevolence) with varying degrees of importance. A particular value may be very important to one person but unimportant to another. The value theory (Schwartz, 1992, 2005a) adopts a conception of human values that specifies six main features that are implicit in the writings of many theorists:

➢ *Human Values are beliefs linked inextricably to affect*. When human values are activated, they become infused with feeling. People for whom independence is an important value become aroused if their independence is threatened, despair when they are helpless to protect it, and are happy when they can enjoy it.

➢ *Human Values refer to desirable goals that motivate action.* People for whom social order, justice, and helpfulness are important values are motivated to pursue these goals.

➢ *Human Values transcend specific actions and situations.* Obedience and honesty, for example, are values that may be relevant at work or in school, in sports, business, and politics, with family, friends, or strangers. This feature distinguishes values from narrower concepts like norms and attitudes that usually refer to specific actions, objects, or situations.

➢ *Human Values serve as standards or criteria.* Human Values guide the selection or evaluation of actions, policies, people, and events. People decide what is good or bad, justified or illegitimate, worth doing or avoiding, based on possible consequences for their cherished values. But the impact of values in everyday decisions is rarely conscious. Human values enter awareness when the actions or judgments one is considering have conflicting implications for different values one cherishes.

➢ *Human Values are ordered by importance relative to one another.* People's values form an ordered system of value priorities that characterize them as individuals. Do they attribute more importance to achievement or justice, to novelty or tradition? This hierarchical feature also distinguishes values from norms and attitudes.

➢ *The relative importance of multiple values guides action.* Any attitude or behavior typically has implications for more than one value. For example, attending church might express and promote tradition, conformity, and security values at the expense of hedonism and stimulation values. The tradeoff among relevant, competing values is what guides attitudes and behaviors (Schwartz, 1992, 1996). Human values contribute to action to the extent that they are relevant in the context (hence likely to be activated) and important to the actor.

3. Self-Selection

3.1. General Meanings of Self-selection

There are lots of explanations of self-selection which used in specific areas. But in this research we have to choose some of them which are related to ADP. Referring to primarily studies, the general meanings of self-selection are explained. "Self-selection is a situation in which people decide for themselves to do something rather than being chosen to do" or "Self-selection is selection of or by oneself" and also "Self-selection is selecting of self. It means the choosing of you for something or the choosing of something for yourself". On the other hand, "Self-selection is selection of merchandise by oneself from a display counter or rack in a store", "Selection made by or for oneself: goods arranged on shelves for customer self-selection", "Self-selection is commerce. It means same as self-service" and "Self-selection is a contract that encourages the participation of only a single group such as one consisting of low-risk investors". It is commonly used to describe situations where the characteristics of the people which cause them to select themselves in the group create abnormal or undesirable conditions in the group".

3.2. Definitions of Self-selection

Since self-selection is based on behavioral decisions of people, behavioral definitions play a fundamental role in better understanding of self-selection in ADP. In this area, "self-selection is a term used to indicate any situation in which individuals select themselves into a group". Self-selection also happens in buying choices, if some people decide to buy a new product and others decide not to buy this product. Otherwise, based on the nature of active travel, there are two key results which are directly related to self-selection as design definitions: "Self-selection is linked to higher levels of walking in traditionally designed neighborhoods" and "Neighborhood design has an impact on walking regardless of self-selection". In the context of residential self-selection Mokhtarian and Cao (2008) and also Litman (2005), self-selection refers to "the tendency of people to choose locations based on their travel abilities, needs and preferences". It means this kind of definition of self-selection

is normally related to attitudes of end-users. Ultimately, we believe that self-selection is a method to further understanding the nature of people's choices that will help all architects to improve their design.

4.   Personalization

4.1.   Meaning and Principles of Personalization

"Personalization is about prevention, maintenance or intensive support – whatever is needed. It means enabling people and professionals to work together to manage risk and resources. It is not about withdrawing professional support or indeed ignoring risk or the limits on resources, but about actively engaging in a dialogue about how to manage risk and the use the money and support that are available in the best way". "Personalization should lead to services which are user centered (both on individuals and communities), which can change when required, are planned, commissioned and sometimes delivered in a joined up way between organizations. Even where there are mandatory or statutory requirements, there can still be a dialogue on how that is best managed and delivered to achieve the desired outcome for the individual".

For example, listening to what a child wants and working with this, or the views of other family Personalization: members and supports around the child, can ensure action is taken that meets the immediate need to protect the child but also pays due heed to the particular circumstances and wider and longer-term wellbeing of the child.

The principle of personalization is in line with the National Care Standards (NCS) for services. These require services to recognize and accept people as individuals, adhering to the principles of: dignity, privacy and choice, safety, realizing potential, equality and diversity. It also fits with the principles of good social care practice which "…promotes social change, problem solving in human relationships and the empowerment and liberation of people to enhance well-being...". Personalization has been adopted as a term which encapsulates some of the key aspirations of Changing Lives, Public Service Reform (PSR) and other policy developments across government, and delivering better outcomes for people. Central to any system of personalization is people's current experience of the stages and process to obtain support and/or care services – referred to below as the "Care Pathway".

Figure 1: Care Pathway of Personalization

4.2.   Areas of Personalization

"Personalization needs to happen for everyone. It needs to be owned by users and careers as well as practitioners. To achieve those local partnerships need to develop a strategic approach to:
➢ **Personalization as prevention:** Building the capacity of individuals and communities to manage their own lives with appropriate and proportionate intervention at the right time. Focus on: Preventative services, Self management, Enablement and Rehabilitative services.
➢ **Personalization for complex cases:** Help people to find the right support solutions for them and to be active participants in the development and delivery of services. Encourage people to come up with their ideas and put effort into devising solutions which suit them in their particular circumstances drawing on their own strengths, family or community capacity. This does not mean that people are not supported and left without guidance or that risks are not addressed, but that solutions are developed in partnership with professionals.
➢ **Personalization as choice:** Sometimes people just want to have efficient, reliable, off-the-shelf services which respond to their needs when they have them. Give people access to a choice of services and enable them to speak up for what they want. Views of people who use these services are listened to and issues acted upon".
"In personalizing a place, end-users are both confirming their tests and values to themselves, and communicating them to others. The former occurs mostly inside an end-user's space and the latter across its

boundary, real or implied. This boundary separates the end-user's private domain from the public realm: it enables us to make the important distinction between private and public personalization".

5.   End-User's Personalization (EUP) and Architectural Design Process (ADP)

The relationship between End-User's Personalization (EUP) and Architectural Design Process (ADP) is very apparent. Considering EUP in ADP makes clearer a place's pattern of activities. "This is particularly valuable in tough environments, accommodating a wide variety of users, changing over time". By encouraging each end-user to dress their space differently, EUP can make each activity overt.
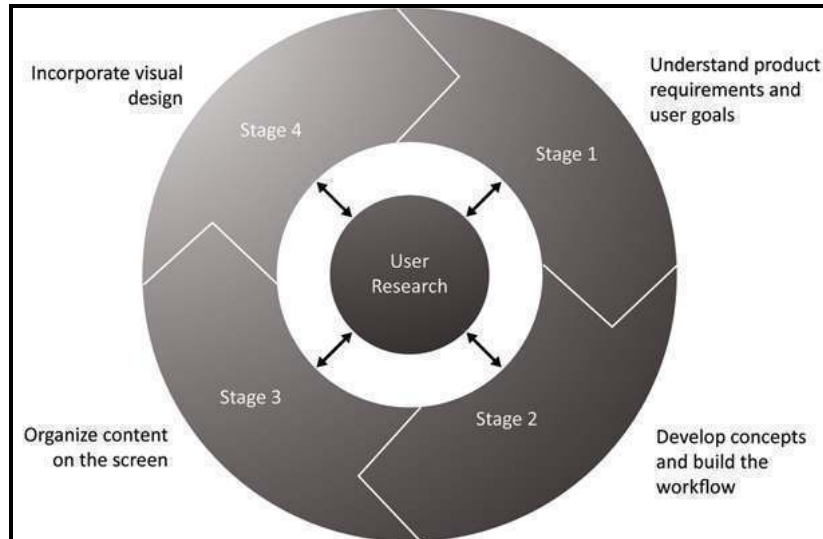

Figure 2: Design, build, evaluate, and refine your application in stages where possible. In each stage, maintain a primary focus.

EUP can be earned in two ways: "Improving practical facilities" based on designer decisions or "Changing the image of place" by considering end-users' self-selection. End-users want to change the image of a place because of two reasons: First, "As a confirmation of their own tastes and values" and second one is "Because they recognize its existing image as inappropriate. From our standpoint, first reason must clearly be supported. Sometimes, designers intentionally encourage end-user to motivate personalization by designing unsuitable images. In fact, this is a form of architectural coercion: "people only develop truly participatory relationships with places they like".

5.1.   Constraints on End User's Personalization (EUP)

Three main factors which have affected on EUP are "Tenure, Building type and Technology".

➤ **Tenure:** "Personalization is unlikely to happen unless end-user of a place has a claim to its occupation, whether by custom or legal fiat. The way this claim is controlled – particularly by the building's owner- has radical effects on whether and how personalization takes place. The balance of power between end-user and owner is set by the tenure system:
Tenure affects on two key aspects of personalization: First, the money spend on it and also its permanence. Though designers will know the initial tenure of their projects, remember that the robust buildings we advocate will probably change their tenure system over time. Since it cost little more to encourage personalization, architects should allow for the full range of tenure, except for specialized building types where tenure is unlikely to change".
➤ **Building Type:** "People mainly personalize places they regularly use for long periods: in practice, homes and workplaces. Nearly all buildings, at least in part, contain either homes or workplaces, or may do so in future. Most buildings, therefore, should be designed to encourage personalization. Through most buildings should encourage personalization, all but the smallest have public areas which will probably not be personalized because nobody stays there long enough? These places are often the areas of most public significance, and their lack of personalization will call for extra richness".
➤ **Technology:** "Supporting personalization includes making it physically easy. This means that the technology of the design should be well-matched to the expertise of the likely end-users. Since expertise is hard to predict, it

is best to use materials and techniques which unskilled people can easily master, at least where personalization is most likely".
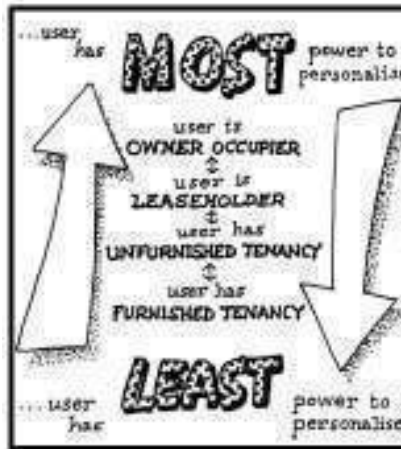

Figure 3: Power's levels of End-User's Personalization (EUP).

5.2.   Patterns of End User's Personalization (EUP)

Personalization is not random. End-users personalize only the space they control, so pattern of personalization reflect patterns of tenure. "These are predictable: even with highly robust buildings it is not difficult to establish the most likely possibilities. Once this is done, the probable effect of personalization can roughly be estimated, to see whether they are likely to disrupt the qualities already designed into the scheme".

6.   Conclusion

Recent trends in Architectural Design Process (ADP) show that in most of the cases, the focus of ADP has been shifted to the business goals, fancy features and technological capabilities. Even if none of these approaches can be blamed, but what has been lost here is a mere respect to human values. On the other hand, Values are the most important components of belief system. The value concept is also able to unify the apparently diverse interests of all the sciences concerned with human behavior. In this regard, although all designers know "ways of achieving the qualities", even with the highest level of public participation, most people will still have to live or work in places which are designed by others. Paying attention to end users' ideas, believes, attitudes and desires, which has been named self-selection in this research, can be considered as an appropriate method for deriving final users' values. It is therefore especially important to make it possible for end-users to personalize these existing environments: this is the only way most people can achieve an environment which stands the stamp of their own tastes and values".

Furthermore, as general meanings and definitions of self-selection which are related to ADP, this research has found out; Self-selection is "a situation in which people decide for themselves to do something rather than being chosen to do" or "Self-selection is selection of or by oneself" and also "Self-selection is selecting of self. It means the choosing of you for something or the choosing of something for yourself". Obviously, self-selection which relates to attitudes is a style to more understanding the nature of people's choices. On the other side, allowing for End-User Personalization (EUP) in ADP makes clearer a place's pattern of activities. Reviewing the literature review, shows two ways for earning of EUP: "Improving practical facilities" based on designer decisions or "Changing the image of place" by considering end-users' self-selection. Thus, EUP has highest potential meaning and semantic similarities with self-selection in ADP. As final result in this research, we can say that EUP is a closest concept to self-selection in ADP, in which both emphasis on the importance of end users' values and ideas. In other words, EUP is a format of self-selection on end users' side. Designing according to EUP principles would lead us to present more efficient, satisfying and desirable product which consequently outcomes in increasing of our output's appeal for end-users.

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