

**PRIVATE AND PUBLIC USE OF THE LIVING ROOM:**

**AN UPPER INCOME CASE IN ANKARA**

A THESIS

SUBMITTED TO THE DEPARTMENT OF  
INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN  
AND THE INSTITUTE OF ECONOMICS AND SOCIAL SCIENCES  
OF BİLKENT UNIVERSITY

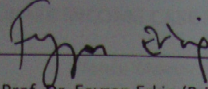
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF  
MASTER OF FINE ARTS

By

Yonca Yıldırım

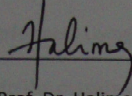
May, 20

I certify that I have read this thesis and that in my opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Fine Arts.



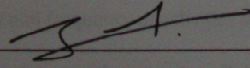
Assoc. Prof. Dr. Feyzan Erkip (Principal Advisor)

I certify that I have read this thesis and that in my opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Fine Arts.



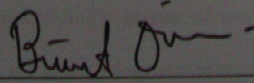
Prof. Dr. Halime Demirkan

I certify that I have read this thesis and that in my opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Fine Arts.



Assist. Prof. Dr. Güler Ufuk Demirbaş

Approved by the Institute of Fine Arts



Prof. Dr. Bülent Özgüç, Director of the Institute of Fine Arts

## **ABSTRACT**

### **PRIVATE AND PUBLIC USE OF THE LIVING ROOM: AN UPPER INCOME CASE IN ANKARA**

Yonca Yıldırım

MFA in Interior Architecture and Environmental Design

Supervisor: Assoc. Prof. Dr. Feyzan Erkip

May, 2010

The main focus of this study is examining the activities that are performed in the living room and interior design of the living room. In the living room both private and public activities can be performed. Living room serves as a stage where dwellers reflect their identity to the outside world. In this study, the factors that affect the use and interior design of the living room are defined. According to these factors, the group differences in the use and interior design of the living room has been examined. A field survey was conducted in "Angora Evleri" which is an upper income suburb in Ankara. Results indicated that the existence of the family room affected the type, number and frequency of activities that were performed in the living room. The existence of the family room also affected the intentions for the interior design and the selected interior design elements in the living room. Moreover, the selected interior design elements in the living room varied according to different groups of users. The results of the study indicated that the interior design of the living room was related to gender, occupational status and time spent in the house, whereas the use of the living room seemed independent of these factors.

Key Words: Living Room, Family Room, Private Use, Public Use

## ÖZET

### **EVLERDE SALONUN ÖZEL VE GENEL KULLANIMI: ANKARA'DA BİR ÜST GELİR GRUBU ÖRNEĞİ**

Yonca Yıldırım

İç Mimarlık ve Çevre Tasarımı Yüksek Lisans Programı

Danışman: Doç. Dr. Feyzan Erkip

Mayıs, 2010

Bu çalışma evlerin salonlarında yapılan etkinliklere ve salonların iç mekan tasarımlarına odaklanmaktadır. Evlerde salon kullanımı özel ve genel amaçlı olabilir. Salonlar, hane halkının kimliğini dış dünyaya yansıtan bir sahne görevi görürler. Bu çalışmada, salon kullanımına ve iç mekan tasarımına etkin faktörler belirlenmiştir. Belirlenen faktörler kapsamında, farklı kullanıcı gruplarının salon kullanımı ve iç mekan tasarımının farklılıkları incelenmiştir. Çalışmanın alan araştırması, Ankara'da bir üst gelir grubu yerleşkesi olan Angora Evleri'nde yürütülmüştür. Elde edilen sonuçlara göre, evde ayrı bir oturma odasının varlığı, salonlarda yapılan etkinliklerin türünü, sayısını ve sıklığını etkilemektedir. Oturma odasının olması, ayrıca kullanıcıların salonların iç mekan tasarımındaki amaçlarını ve iç mekan tasarım elemanları seçimini de etkilemektedir. Bir diğer sonuca göre kullanıcının cinsiyeti, bir işte çalışması ve evde geçirdiği süre salon iç mekan tasarım seçimleri ile ilişkili bulunmuştur. Ancak, bu grupların salon kullanımında farklılık saptanmamıştır.

Anahtar Kelimeler: Salon, Oturma Odası, Özel Kullanım, Genel Kullanım

## **ACKNOWLEDGEMENTS**

Firstly, I would like to thank my advisor Assoc. Prof. Dr. Feyzan Erkip for her invaluable supervision, guidance and encouragement throughout the preparation of this study. She has encouraged me to start my graduate education. It has been a pleasure and privilege to be her student and to work with her.

I would like to thank Prof. Dr. Halime Demirkan for the instruction and guidance she provided not only for this study, but throughout my graduate education. I am grateful to my jury member Assist. Prof. Dr. Güler Ufuk Demirbaş for her invaluable contribution and feedback.

I owe special thanks to Dr. Güliz Muğan who has encouraged and inspired me to come this far. I am also grateful for her invaluable suggestions, friendly presence and support. I would like to thank Segah Sak and Elif Helvacioğlu for their suggestions, friendship and support. I am indebted to Elif Öztürk and Deniz Atlı for their friendship in the last two years. I owe special thanks to my roommate Yasemin Burcu Çakırlar for her invaluable support, patience, help, and friendship. It has been a pleasure to share an office with her.

I would like to thank Pelin Taşanlar and Dilber Kuran for their support and help in the field survey. I owe many thanks to the participants of this study who were willing to let me in their homes. I am grateful to my friend Özge Tospat for her moral support. I would like to thank to Tolga Kuran for his invaluable patience, support, friendship and trust.

I am eternally grateful to my parents Öznur Yıldırım and Ertuğrul Yıldırım, and my brother Yiğit Yıldırım for their support and trust.

## **TABLE OF CONTENTS**

## TABLE OF CONTENTS

SIGNATURE PAGE .....	ii
ABSTRACT .....	iii
ÖZET .....	iv
ACKNOWLEDGEMENTS .....	v
TABLE OF CONTENTS .....	vi
LIST OF FIGURES .....	viii
LIST OF TABLES .....	xiii
<b>1. INTRODUCTION .....</b>	<b>1</b>
<b>1.1. The Aim of the Study .....</b>	<b>8</b>
<b>1.2. The Structure of the Thesis .....</b>	<b>9</b>
<b>2. THE USE OF THE LIVING ROOM .....</b>	<b>11</b>
<b>2.1. House and Its Specific Rooms .....</b>	<b>11</b>
<b>2.2. Private and Public Use of the Living Room .....</b>	<b>18</b>
<b>2.3. Living Room as a Reflection of Identity .....</b>	<b>20</b>
<b>2.4. Living Room and Objects .....</b>	<b>21</b>
<b>2.5. Factors Affecting the Use and the Interior Design of the Living Room ....</b>	<b>23</b>
<b>2.5.1. Personal Factors .....</b>	<b>24</b>
<b>2.5.2. Physical Factors .....</b>	<b>29</b>
<b>2.5.3. Cultural Factors .....</b>	<b>30</b>
<b>3. THE FIELD SURVEY .....</b>	<b>33</b>
<b>3.1. Research Objectives .....</b>	<b>33</b>
<b>3.1.1. Research Questions .....</b>	<b>34</b>
<b>3.1.2. Hypotheses .....</b>	<b>35</b>

<b>3.2. The Method of the Field Survey .....</b>	<b>35</b>
<b>3.2.1. Sampling Procedure and Data Collection .....</b>	<b>35</b>
<b>3.2.2. Analysis of the Site .....</b>	<b>39</b>
<b>3.3. Results and Discussion .....</b>	<b>45</b>
<b>3.3.1. The Relationship between the Use and the Interior Design of the     Living Room .....</b>	<b>45</b>
<b>3.3.2. The Effect of Existence of a Family Room on the Use and the     Interior Design of the Living Room .....</b>	<b>53</b>
<b>3.3.3. Group Differences in the Use and the Interior Design of the     Living Room .....</b>	<b>62</b>
<b>3.3.4. The Sources of the Interior Design of the Living Room .....</b>	<b>71</b>
<b>4. CONCLUSION .....</b>	<b>79</b>
<b>5. REFERENCES .....</b>	<b>83</b>
<b>APPENDICES .....</b>	<b>87</b>
<b>APPENDIX A .....</b>	<b>87</b>
APPENDIX A1.....	87
APPENDIX A2.....	89
<b>APPENDIX B .....</b>	<b>91</b>
APPENDIX B1 .....	92
APPENDIX B2 .....	95
APPENDIX B3 .....	97
<b>APPENDIX C .....</b>	<b>101</b>

## LIST OF FIGURES

<b>Figure 2.1.</b> Soggiorno .....	14
<b>Figure 2.2.</b> Salotto .....	14
<b>Figure 2.3.</b> Spatial relationships among different activities in Japanese houses .....	15
<b>Figure 2.4.</b> The living area in traditional Turkish houses .....	17
<b>Figure 2.5.</b> The living area in traditional Turkish houses .....	18
<b>Figure 3.1.</b> Possible locations of the family room on each floor.....	37
<b>Figure 3.2.</b> Location of angora evleri .....	40
<b>Figure 3.3.</b> Satellite image of angora evleri .....	41
<b>Figure 3.4.</b> Typical exterior view of semi-detached villas .....	43
<b>Figure 3.5.</b> Modern exterior view of semi-detached villas .....	43
<b>Figure 3.6.</b> Basement and ground floor plan of semi-detached villas .....	44
<b>Figure 3.7.</b> First and roof floor plan of semi-detached villas .....	44
<b>Figure 3.8.</b> Frequency of private living room activities .....	46
<b>Figure 3.9.</b> Frequency of public living room activities .....	47
<b>Figure 3.10.</b> The relationship between intentions related to aesthetics and number of private living room activities .....	50
<b>Figure 3.11.</b> The relationship between intentions related to functions and private living room activities .....	51
<b>Figure 3.12.</b> The relationship between intentions related to functions and frequency of living room use .....	52



<b>Figure 3.13.</b> The relationship between existence of family room and private living room activities .....	54
<b>Figure 3.14.</b> The relationship between existence of family room and number of private living room activities .....	55
<b>Figure 3.15.</b> The relationship between existence of family room and frequency of living room use .....	56
<b>Figure 3.16.</b> The relationship between existence of family room and intentions related to functions of interior design of the living room.....	57
<b>Figure 3.17.</b> The relationship between existence of family room and intentions related to aesthetics of interior design of the living room .....	58
<b>Figure 3.18.</b> The relationship between existence of family room and existence of TV set in the living room .....	59
<b>Figure 3.19.</b> The relationship between gender and occupational status .....	63
<b>Figure 3.20.</b> The relationship between age and time spent in the house .....	63
<b>Figure 3.21.</b> The relationship between gender and the person who made decisions about the interior design of the living room.....	66
<b>Figure 3.22.</b> The relationship between gender and the person whose identity is reflected to the interior design of the living room .....	67

<b>Figure 3.23.</b> The relationship between the person who made decisions about the interior design of the living room and the person whose identity is reflected to the interior design of the living room .....	68
<b>Figure 3.24.</b> The relationship between occupational status and importance of aesthetical objects .....	69
<b>Figure 3.25.</b> The relationship between the time spent in the house and importance of aesthetical objects .....	70
<b>Figure 3.26.</b> The frequency of sources of interior design of the living room .....	72
<b>Figure 3.27.</b> Photograph of a living room .....	74
<b>Figure 3.28.</b> Photograph of a living room .....	74
<b>Figure 3.29.</b> Photograph of a living room .....	74
<b>Figure 3.30.</b> Photograph of a living room .....	76
<b>Figure 3.31.</b> Photograph of a living room .....	76
<b>Figure 3.32.</b> Photograph of a living room .....	77
<b>Figure 3.33.</b> Photograph of a living room .....	78
<b>Figure 3.34.</b> Photograph of a living room .....	78
<b>Figure C.1.</b> Photograph of a living room .....	101
<b>Figure C.2.</b> Photograph of a living room .....	101
<b>Figure C.3.</b> Photograph of a living room .....	101
<b>Figure C.4.</b> Photograph of a living room .....	102
<b>Figure C.5.</b> Photograph of a living room .....	102

<b>Figure C.6.</b> Photograph of a living room .....	102
<b>Figure C.7.</b> Photograph of a living room .....	103
<b>Figure C.8.</b> Photograph of a living room .....	103
<b>Figure C.9.</b> Photograph of a living room .....	103
<b>Figure C.10.</b> Photograph of a living room .....	104
<b>Figure C.11.</b> Photograph of a living room .....	104
<b>Figure C.12.</b> Photograph of a living room .....	104
<b>Figure C.13.</b> Photograph of a living room .....	105
<b>Figure C.14.</b> Photograph of a living room .....	105
<b>Figure C.15.</b> Photograph of a living room .....	105
<b>Figure C.16.</b> Photograph of a living room .....	106
<b>Figure C.17.</b> Photograph of a living room .....	106
<b>Figure C.18.</b> Photograph of a living room .....	106
<b>Figure C.19.</b> Photograph of a living room .....	107
<b>Figure C.20.</b> Photograph of a living room .....	107
<b>Figure C.21.</b> Photograph of a living room .....	107
<b>Figure C.22.</b> Photograph of a living room .....	108
<b>Figure C.23.</b> Photograph of a living room .....	108
<b>Figure C.24.</b> Photograph of a living room .....	108
<b>Figure C.25.</b> Photograph of a living room .....	109
<b>Figure C.26.</b> Photograph of a living room .....	109
<b>Figure C.27.</b> Photograph of a living room .....	109
<b>Figure C.28.</b> Photograph of a living room .....	110

<b>Figure C.29.</b> Photograph of a living room .....	110
<b>Figure C.30.</b> Photograph of a living room .....	110
<b>Figure C.31.</b> Photograph of a living room .....	111
<b>Figure C.32.</b> Photograph of a living room .....	111

## LIST OF TABLES

<b>Table 2.1.</b> Factors affecting the use and the interior design of the living room	24
<b>Table 3.1.</b> Distribution of age .....	38
<b>Table 3.2.</b> Distribution of gender .....	38
<b>Table 3.3.</b> The differences between living room and family room .....	61
<b>Table B.1.</b> Intentions related to aesthetics vs. Public living room activities .....	91
<b>Table B.2.</b> Intentions related to aesthetics vs. Number of private living room activities.....	91
<b>Table B.3.</b> Intentions related to aesthetics vs. Total number of activities .....	91
<b>Table B.4.</b> Intentions related to functions vs. Private living room activities.....	92
<b>Table B.5.</b> Intentions related to functions vs. Number of private living room activities .....	92
<b>Table B.6.</b> Intentions related to functions vs. Frequency of living room use ...	92
<b>Table B.7.</b> Intentions related to functions vs. Total number of activities .....	93
<b>Table B.8.</b> Gender vs. Occupation .....	93
<b>Table B.9.</b> Gender vs. Time spent in the house .....	93
<b>Table B.10.</b> Time spent in the house vs. Occupation .....	93
<b>Table B.11.</b> Time spent in the house vs. Age .....	94
<b>Table B.12.</b> The person who made decisions vs. The person whose identity is reflected .....	94
<b>Table B.13.</b> Number of private living room activities vs. Frequency of living room use .....	94
<b>Table B.14.</b> Group statistics for t-tests .....	95

<b>Table B.15.</b> Independent samples t- tests .....	96
<b>Table B.16.</b> Gender vs. The person who made decisions .....	97
<b>Table B.17.</b> Gender vs. The person who made desicions .....	97
<b>Table B.18.</b> Gender vs. The person whose identity is reflected .....	98
<b>Table B.19.</b> Gender vs. The person whose identity is reflected .....	98
<b>Table B.20.</b> Aesthetical objects vs. Occupation .....	99
<b>Table B.21.</b> Aesthetical objects vs. Occupation .....	99
<b>Table B.22.</b> Aesthetical objects vs. Time spent in the house .....	100
<b>Table B.23.</b> Aesthetical objects vs. Time spent in the house .....	100

## 1. INTRODUCTION

*As we put up tombs, markers and mausoleums to memorialize lost loved ones, so do we construct and decorate buildings [homes] to help us recall the important but fugitive parts of ourselves. ... Our domestic fittings ... are memorials to identity (p. 124). ...on our own, looking out of the hall window onto the garden and the gathering darkness, we can slowly resume contact with a more authentic self, who was there waiting in the wings for us to end our performance. Our submerged playful sides will derive encouragement from the painted flowers on either side of the door. The value of gentleness will be confirmed by the delicate folds of the curtains. Our interest in a modest, tender- hearted kind of happiness will be fostered by the unpretentious raw wooden floor boards. The materials around us will speak to us of the highest hopes we have for ourselves. In this setting, we can come close to a state of mind marked by integrity and vitality. We can feel inwardly liberated. We can, in a profound sense, return to home (De Botton, 2006, p. 119).*

According to Moore (2000), the literature about the concept of home mainly focuses on the examination of home “...with particular theoretical, social and cultural contexts [rather than developing] psychological and experiential sets of meanings” (p. 207) in the recent years. Although it is recognized that the personal and cultural aspects of home should be examined together, researchers tend to focus on emotional and experiential aspects of home and not place them in their context. Besides, the physical and cultural aspects of home are ignored. Moore (2000) also claims that there is a need to develop the “...contextual understanding of the concept of home [which goes beyond] the material characteristics of domestic space” (p. 207). This leads Moore (2000) to view key influences on home research that are “a) cultural, linguistic and historical context; b) philosophical and phenomenological context; and c) psychological context” (p. 207) and examine the cultural, linguistic and historical context of the home. Before defining the concept of

home, the understanding of the term “house” or “residence” is given in order to clarify the differences between a home and a house.

The house or residence is a physical structure, an object which is the part of the environment (Dovey, 1985). Dovey (1985), claims that “...home is best conceived of as a kind of relationship between people and their environment. It is an emotionally based and meaningful relationship between dwellers and their dwelling places” (p. 34). Lawrence (1987) states that, “...one purpose of the design of each house is to distinguish between public and private domain” (p. 155). On the other hand, he (1987) defines home as a complex physical entity to which cultural, demographic, and psychological meanings are attached. Porteous (1976) defines home as “a territorial core” and “...the space-group-time entity in which individuals spend the greater part of their lives. It is a preferred space, and it provides a fixed point of reference around which the individual may personally structure his or her spatial reality” (p. 390).

Benjamin (1995) defines home as;

...spatially localized, temporarily defined, significant, and autonomous physical frame and conceptual system for the ordering, transformation, and interpretation of the physical and abstract aspects of domestic daily life at several simultaneous spatio-temporal scales, normally activated by the connection to a person or community, such as a nuclear family (p. 299).



Benjamin (1995) states that the concept of home gathers the physical and mental environment with the conceptual space of domestic family life. Rybczynski (1987) claims that the dwelling stays as a machine, not as a home unless the idea of comfort which is the fundamental notion of the domestic well being is not recognized. Based on “the Onion Theory of Comfort”, Rybczynski (1987) claims that the notion of comfort developed historically without missing the past meanings and “...each new meaning added a layer to the previous meanings, which were preserved beneath. At any particular time, comfort consists of all layers, not only the most recent” (p. 231). When describing the whole idea, separating those layers makes the whole concept disappear. It is claimed that although the concept of home can be described by its parts and its whole, it is possible to miss the whole sight (Moore, 2000).

The philosophical and phenomenological context of the home is examined by the studies that question the relationship between place and dwelling. For example, Bachelard (1969) claims that “... it is not enough to consider the house as an “object” on which we can make our judgments and daydreams react” (p. 3), “...our house is our corner of the world” (p. 4). As a result, more “spiritual and existential” aspects of the concept of home are examined in a “conceptual and symbolic approach” (p. 209). Those studies inspired psychologists to consider the idea of place and home. Since those studies are conducted by environmental psychologists, they are unable to cite and use the symbolic and conceptual approaches in a critical way (Moore, 2000).

The psychological context of the home has been examined by the studies that provide lists of meanings about the concept of home (Cooper, 1974; Hawyard, 1975; Sixsmith, 1986). Although above mentioned studies contributed to the literature with empirical aspects, they are not able to use the previously defined meanings in their original contexts. Besides, they usually use those meanings as if they were universal or generalized. The studies that provide lists of meanings are useful for providing “conceptual basis” and “...a language for talking about the concept of home” (Moore, 2000, p. 210). Another issue in the psychological context of home is that previous studies differentiate between the ideas of home and house. On the one hand, there are studies dealing with home as a “concept and physical entity” which are based mostly on “subjective perceptions of places”, on the other hand, there are studies which are “...concrete empirical studies on house use, housing satisfaction, place attachment and evaluation” dealing with house as being “rooted in the concrete world” (Moore, 2000, p. 211).

In addition to placing home in the psychological context, the meaning of home in terms of its relationship with the identity of its dweller should be examined. Cooper (1974) indicates that home can be seen as the symbol of self. Cooper’s study is based on the Jung’s collective unconsciousness theory and claims that;

The house therefore nicely reflects how man sees himself, with both an intimate interior, or self as viewed from within and revealed only to those intimates who are invited inside, and public exterior (the *persona* or *mask*, in Jungian terms) or the self that we choose to display to others (p. 131).

As previously mentioned, Cooper's (1974) study can not place the meaning of home in its particular context and uses those meanings as if they were universal (Moore, 2000). Another attempt based on contemporary American culture, explore "...the role of dwelling place in the construction of personal, group, temporal, and home identities" (Hummon, 1989, p. 208). Although the factors that affect the relationship between dwelling place and identity were defined, they are not based on an empirical study. Also, they are about the contemporary American culture and cannot be generalized. On the other hand, Lawrence (1987) defines the meaning and use of homes in terms of cultural, socio demographic and psychological dimensions which are linked to a dual historical perspective. Lawrence (1987) categorizes "self- esteem, personal identity, personal space and privacy, aspirations and goals, personal values, personal preferences, personal role(s), residential biography, subjective life stages and domestic symbols" under the psychological dimensions of the meaning and use of home (p. 164).

Sixsmith (1996) divides "...home into three modes of experience: the personal home; the social home; the physical home" (p. 281) and defines the characteristics of the personal home as, "...the structure, layout, style, decoration, furnishing, etc., of the home make it a place above any other, where self- expression is possible" (p. 290). The social home is defined as "...not only a place often shared with other people but [is] also a place allowing entertainment and enjoyment of other people's company such as friends and relatives" (p. 291). The meaning of the physical home is revealed as "...the design and layout, the architectural style, it's very structure

that is imbued with these instances of self- impression and expression, with memories and experiences” (p. 292).

Hayward (1975) has developed types of meanings of home as “physical structure”, “territory”, “locus in space”, “self and self- identity”, and “social and cultural unit”. Hayward (1975) claims that when conceptualizing home as a physical structure, the characteristics are based on physical ones such as, “...dwelling unit type, architectural style, quality of housing stock and minimum space standards”, not based on the dwellers (p. 5). Conceptualizing home as territory, he (1975) means, besides seeing territory just as the “...physical area involving personalization and defense”, the idea of seeing home as territory also includes “...familiarity, belongingness, predictability, and a spatial framework of behavior” (p. 5). The idea of home as the locus in space means, home is “...a central point of reference in the world ... home is where one starts out from and returns to” (p. 6). Conceptualizing home as self and self- identity, Hayward (1975) states that “...self- identity and sense of self are important parts of home and choices about home. ...there are strong indications that a dwelling offers a person a rare chance to create expressions of himself” (pp. 6- 7). Lastly, the home can be conceptualized as social or cultural unit with an emphasis on the family or community.

Home can be seen as the symbol of self. It is stated that “the house ... nicely reflects how man sees himself, with both an intimate interior... and public exterior or the self that we choose to display to others” (Cooper, 1974, p. 131). Living rooms are the places where private and public activities are performed. It was stated that living room is the “...transactional space for the household as well as a stage for selective contacts with the outside world” (Riggins, 1994, p. 101), and living room is “...a cultural setting for public display to guests” (Hummon, 1989, p. 223) and acts like a stage while more intimate places like bedrooms are acting like back stages.

As the places where guests are hosted, living rooms are being used to reflect the dweller’s identity (Wilson & Mackenzie, 2000). Dwellers design living rooms for their own pleasure and they also try to please and impress guests (Rechavi, 2009). In the living rooms dwellers have ostentation strategies (Amaturo, Costagliola & Ragone, 1987). Laumann and House (1970) states that, "the living room is the area where ‘performances’ for guests are most often given, and hence the ‘setting’ of it must be appropriate to the performance” (p.190). The décor of the living room is an indicator of taste more than that of the other rooms in the house, not only as a result of economic status of dwellers, but because the living room is the place where dwellers aim to give the best impression about themselves and their dwellings (Laumann & House, 1970). Dwellers express their image, and give messages about themselves to people whom they invite to their house.

Besides their meaning as a reflection of identity, living rooms can also be used for private activities. Using the living room only for public activities is a tendency mostly seen in traditional Turkish houses. Living rooms may carry public and private meanings together but the division of public and private spaces can still be observed in some contemporary Turkish houses. In those houses, there is a separate family room for daily activities and the living room is only used for entertaining guests. On the other hand, there are also houses in which no separate family room exists anymore and the living room is used for both daily activities of family members and for entertaining guests. It is expected that these two different functions of the living room are reflected in the physical elements that are used in it. A field survey is conducted in an upper income case in order to reveal these two different functions.

### **1.1. The Aim of the Study**

The main focus of the study is to examine the relationship between activities that are performed in the living room and interior design of the living room. Living room is a stage where dwellers reflect their identity and show it to the outside world. Regarding Laumann and House's (1970) statement that different performances occur in the living room and the setting of the living room should be in relation with those performances; the relationship between different activities that are performed in the living room and the intentions for the interior design of the living room was examined.

Moreover, in relation with the previous literature, the factors that affect the use and the interior design of the living room are defined. According to these factors, the group differences in the use and the interior design of the living room were examined. Among personal factors that affect the activities and interior design gender, occupational status and the time spent in the house were analyzed statistically. The only physical factor that was analyzed statistically is the existence of the family room. Other factors such as social status, age and life cycle were examined qualitatively.

## **1.2. Structure of the Thesis**

The focus of this study is on examining the activities that are performed in the living room in relation to interior design of the living room. The first chapter is the introduction which includes the review of the studies that are related to the concept of home. In this chapter, the idea of placing the home in the psychological context is discussed. The meaning of the home in terms of its relationship with the identity of its dweller is also examined.

In the second chapter, previous studies about house and its specific rooms are discussed in relation with the binary oppositions and the functions of rooms in the house for different cultures. Mainly, the different functions of the living room and the family room are examined. This chapter includes previous literature about the use of the living room. In the second section, the studies that reveal the public and

private uses of the living rooms are examined. In the third section, the idea of living room as a reflection of identity is discussed, and then the objects in the living room are examined. In the last section, the factors affecting the use and the interior design of the living room are discussed as personal, functional and physical factors.

The third chapter consists of the field survey. In this chapter, the research objectives, questions and hypothesis are given. Secondly, information that is related to the method of the study is given as the sampling procedure, data collection, and the analysis of the site. Lastly, the results of the field survey are given under four headings which are the relationship between the use and the interior design of the living room, the effect of existence of a family room on the use and the interior design of the living room, group differences on the use and the interior design of the living room and the sources of interior design of the living room.

The last chapter is the conclusion in which the overall results of the study are discussed regarding the hypotheses that are constructed. The limitations of the study are given and suggestions for further studies are proposed.



## 2. THE USE OF THE LIVING ROOM

In this chapter, the previous studies about use of the living room are discussed. In the first section of this chapter, the previous studies about house and its specific rooms are discussed in the context of binary oppositions and their functions with respect to different cultures. Specifically, different functions of the living room and the family room are examined. In the second section, the studies that reveal the public and private uses of the living rooms are examined. Then, the idea of living room as a reflection of identity is discussed and the objects in the living room are examined. In the last section, the factors affecting the use and the interior design of the living room are discussed.

### 2.1. House and Its Specific Rooms

Previous studies that examined home with a special emphasis put on its specific rooms were constructed on the idea of *binary oppositions* (Bachelard, 1969; Bourdieu, 1977; Altman and Gauvain, 1981; Korosec- Serfaty, 1984). Based on the idea that home is constructed on vertical hierarchies, Bachelard (1969) claims that;

... We should consider two principal connecting themes: 1) A house is imagined as a vertical being. It rises upward. It differentiates itself in terms of its verticality. It is one of the appeals to our consciousness of verticality. 2) A house is imagined as a concentrated being. It appeals to our consciousness of centrality (p. 17).

Verticality of the house occurs by the polarity of cellar and attic. Roof is the rational element of shelter and the cellar is irrational element of the dark entity of the

house (Bachelard, 1969). On the other hand, Bourdieu (1977) claims that binary oppositions in the house vary with culture. He has examined the Kabylia culture and revealed that the ground level of the house where people get together is the part of malehood and the other rooms where dwellers sleep are the parts of femalehood. He also states that the Kabyle "...house is organized according to a set of homologous oppositions- fire, water; cooked, raw; high, low; light, shade; day, night; male, female..." (p. 90).

Altman and Gauvain (1981) have examined "the idea of dialectics" through the conceptions of physical and psychological aspects in relation with history of different cultures (p. 284). They have defined three features of dialectics as;

...1. The world, universe, and human affairs involve various oppositional tensions. ... 2. ... oppositional processes function as a unified system. Oppositional poles help define one another, and without such contrasts neither would have meaning. ... 3. ... the relationships between opposites are dynamic; changes occur over time and with circumstances (pp. 285-286).

Influenced by dialectics, Altman and Gauvain (1981) have defined the oppositional poles of houses as; "identity/ communality" and "accessibility/ inaccessibility" dialectics (pp. 288 – 289). Based on "the idea of dialectics", Korosec- Serfaty (1984) states that house is a unified entity in which rooms complement each other by oppositions "...on a spatial level (upstairs/ downstairs; front/ back; right/ left); a psychological level (clean/ dirty); a level of uses (tidy/ untidy); and on a social level (private/ public)..." (p. 304).

Previous studies indicate that examining rooms in the house with binary oppositions is not enough to explain such a complex relationship (Rechavi, 2004). Thus, the current study employs the opposition of public and private not for the house as a whole but, for a single room (the living room) in order to examine the activities that are performed in that particular room.

After mentioning the previous studies about home and its specific rooms in relation with binary oppositions, the functions of rooms of the house in different cultures are examined. According to a study that examines the home model of Italian society, three basic house types are; “(1) bourgeois traditional, (2) popular traditional, and (3) modern” (Giuliani, 1987, p. 182). The bourgeois traditional house is constructed on the opposition of “...*private* part of the home, not in view to strangers, and a *reception* part, designed to receive guests” (p. 183). Besides, this type of a house contains mono- functionality of rooms which means assigning a single function to one room when possible. In bourgeois traditional Italian house there is a separate family room- “tinello (den) or soggiorno” (p. 183)- in which family members eat and spend their day (see Figure 2.1 for a soggiorno). In addition to the family room, there is a separate living room which is the reception area for the guests. In the popular traditional house, the main rooms are kitchen and bedroom. The social interaction with the outsiders takes place not in the parlor- “salotto” (p. 184)- but in the dining room- “stanza da pranzo” (p. 184) (see Figure 2.2 for a salotto). The dining room is used for special occasions “... such as baptisms, weddings and holiday dinners” and the family spend their daily life in the kitchen.

Lastly, the modern type of a house is not divided into public and private zones but constructed in a rational way. Multi- functionality in rooms comes forward. The large room- “salone” (p. 185)- and the living room- “soggiorno” (p. 185)- is used both for public and private activities. In this type of living room, the interior design elements are selected according to the needs of inhabitants rather than as a means of social representation of self to outsiders.



Figure 2.1. Soggiorno (Giuliani, 1987, p. 199)



Figure 2.2. Salotto (Giuliani, 1987, p. 198)

The Japanese house has similarities with the Italian house in terms of functions of rooms. The spatial segmentation in traditional Italian and Japanese houses are based on the division of private and public spaces. Takuma (1980) and Mochida (1986) have claimed that in the traditional Japanese houses, the reception area- “zashiki” (as cited in Omata, 1992, p. 265)- for guests is spatially divided from the family area. The study which examines functions of rooms in contemporary Japanese houses reveals that “... Japanese houses consist of three functional spaces, that is, family space (intra family public space), entertaining space and private space” (Omata, 1992, p. 266). Different from the traditional Japanese houses, the contemporary ones weaken the division of public and private spaces; the family space and entertaining space sometimes overlap (Omata, 1992) (see Figure 2.3 for the schematic representation of spatial relationships among different activities).

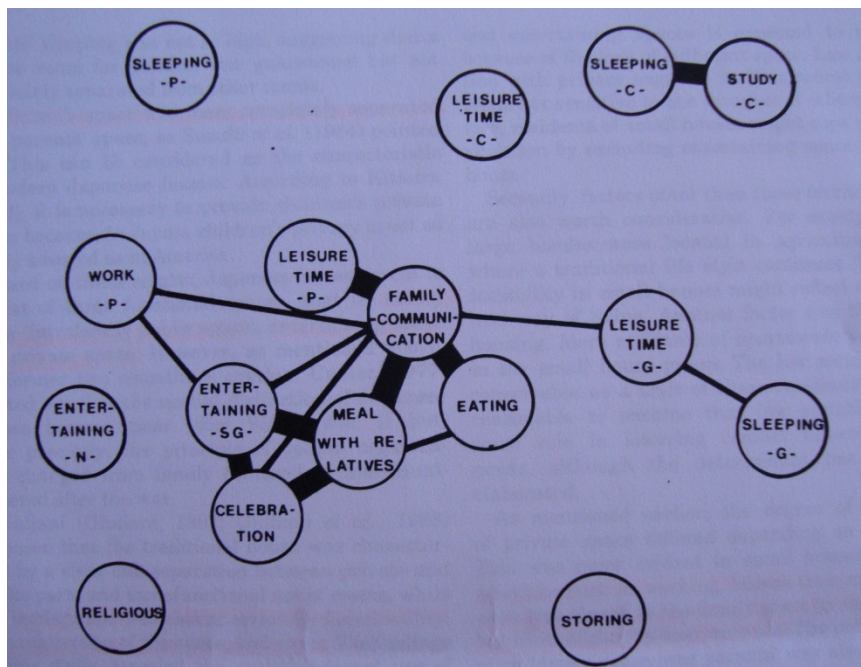


Figure 2.3. Spatial relationships among different activities in Japanese houses (Omata, 1992, p. 265)

Altman and Gauvain (1981) explain the division of space in American houses by the dialectic of communality. They claim that the American home consists of private spaces for family members and separate public spaces for receiving guests. Family members use the communal areas such as kitchen, dining room or family room. On the other hand, they receive guests in formal dining rooms and in living rooms (Altman & Gauvain, 1981).

The traditional Turkish house carries both private and public meanings. The living area in the traditional Turkish house serves for several private activities such as sitting, eating, working and sleeping (Küçükerman, 1988). The “Sofa” is a common area for individuals to get together and it links the rooms in the house. In the traditional Turkish house, rooms act like separate houses where the “Sofa” is like a street or a public square. The “Sofa” is the place for nuclear families to meet their relatives. It is also the place for ceremonies such as weddings, engagements and funerals (Sözen, 2001) (see Figure 2.4 and 2.5 for the living area in traditional Turkish houses). More recently, Ayata and Ayata (1996) have revealed that in contemporary Turkish houses there are two rooms for hosting guests. One is the *family room*, in which family members have daily activities such as studying, playing games, watching television and hosting intimate guests such as close friends and relatives. The other is the living room which is a more public place in which formal guests are hosted. In that sense “...the living room stays in between the intimate world and the public domain” (Ayata & Ayata, 1996, p. 42). Another study shows that in the family room activities like sitting, watching television, dining, studying

and hosting guests take place. On the other hand, in the living room the main activity is the hosting of the guests. The frequency of the activities that take place in the living room change according to the districts that houses are located (Dülgeroğlu- Yüksel, Aydınlı & Pulat, 1996). Hence, it might be assumed that these activities vary according to the income and social status of the family.

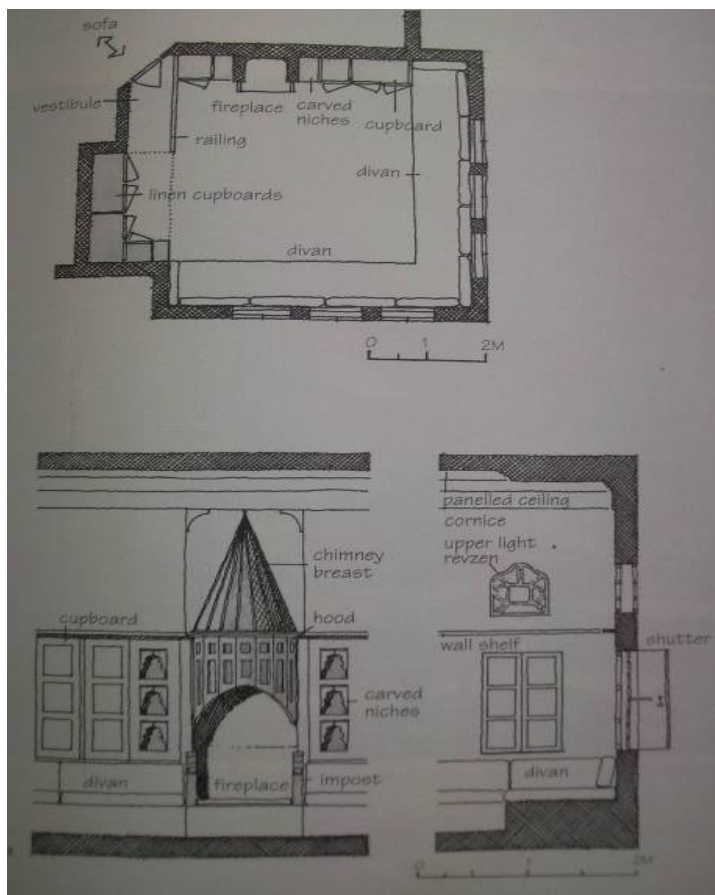


Figure 2.4. The living area in traditional Turkish houses (Sözen, 2001, p. 77)



Figure 2.5. The living area in traditional Turkish houses (Küçükerman, 1988, p. 72)

The public and private division of living space can still be observed in contemporary Turkish houses. In some houses, family members use the family room for daily activities and the living room is used only for entertaining guests. On the other hand, there are houses without a separate family room and the living room is used for both daily activities of family members and for entertaining guests. The current study examines the impacts of the existence of a separate family room (in addition to the living room) on the nature of activities that take place in the living room.

## **2.2. Private and Public Use of the Living Room**

Rechavi (2009) reveals "...that the living room can be a space for both public and private uses" (p. 141). Her study, which examines "...people's uses and experiences of their living rooms", showed that the participants used their living rooms for



watching television, reading, writing or intimate activities with their partners (p. 133). Also, they used the same room for hosting guests in various manners such as having big parties or being with close friends and family. The “private (solitary)” and “public (hosting)” uses of the same room is a positive situation for the dwellers. Dwellers use the living room for solitary purposes, while the same room has meanings which are constructed by the shared moments in the past with family or friends (Rechavi, 2009). Ayata and Ayata (1996) reveal that in the living room formal guests are hosted and daily activities take place such as sitting and watching TV. Tognoli (1980) categorizes the living room activities as “entertain/receive visitors, play games, knit/sew, read, play records/tapes, study/work, watching television, write, eat and talk/converse” (p. 837).

As the place for private and public activities living rooms can be defined in several ways. Riggins (1994) claims that living room is the “...transactional space for the household as well as a stage for selective contacts with the outside world” (p. 101). According to Hummon (1989) living room is “...a cultural setting for public display to guests” (p. 223) and acts like a stage, while more intimate places like bedrooms act like backstages. In the current study, the activities that are performed by the family members are considered to be private living room activities and the activities in which outsiders are involved are regarded as public living room activities.

### **2.3. Living Room as a Reflection of Identity**

As the place where guests are hosted, living rooms are being used to reflect the dweller's identity. Rechavi (2004) claims that analyzing people's experiences in the living rooms shows that each unique living room with a different style reflects the taste of its dwellers. People use objects and furnishing in the living room to reflect their identity and attach different meanings to them. Rechavi (2009) also reveals that although dwellers design their living rooms for their own pleasure, they also try to please and impress the guests. Amaturio et al. (1987) pay attention particularly to the living room furnishings in a study where they examine the relationship between social status and interior decoration, because they claim that "...in this part of the home the family concentrates the main 'ostentation' strategies" (p. 230). Laumann and House (1970) state that;

The living room is the area where 'performances' for guests are most often given, and hence the 'setting' of it must be appropriate to the performance. Thus we expect that more than any other part of the home, the living room reflects the individual's conscious and unconscious attempts to express a social identity (p. 190).

The décor of the living room is an indicator of taste more than that of the other rooms in the house, not only as a result of economic status of dwellers, but because the living room is the place where dwellers aim to give the best impression about themselves and their dwellings (Laumann & House, 1970). As Cooper (1974) states;

Interestingly, the normal family house may display an opposite arrangement, with bedrooms functionally but uninterestingly decorated, and the living room, where guests and relatives are entertained, containing the best furniture, family mementos, art purchases, photos, and so on, and representing the collective family self (p. 135).

Dwellers express their image, and give messages about themselves to the guests who they invite to their house. Cooper (1974) claims that "...we project something of ourselves onto its physical fabric" (p. 131) through our houses. Erdemir- Türkkan (1998) have conducted a study about "...the components of taste which are affected in furniture selection" (p. 101) and found that when the meaning of the living room is asked to the upper income group respondents, they "...claim that it is the space which represents the personality of the user" (p. 89).

#### **2.4. Living Room and Objects**

The objects in the living room are used to support private and public uses of the room. According to Woodward (2001), domestic objects also carry private and public meanings.

Objects sometimes have a public role in the home as a signifier of status, style or taste, and other times do very private psychological work for the viewer which revolves around the object serving as a focus for managing self identity, family relations or self-esteem (Woodward, 2001, p. 121).

Riggins (1994) states that the living room is the appropriate place for the research into domestic objects because it is the place where artifacts are used most obviously and deliberately for impression. He (1994) categorizes the domestic objects as "...normal use and alien use, status objects, esteem objects, collective objects, stigma objects, disidentifying objects, social facilitators, occupational objects, indigenous and exotic objects, time indicators, size and proportions, way of production". Another categorization is "...co- location, highlighting and

understanding, clustering and dispersing, status consistency and status inconsistency, degree of conformity and flavor” (pp. 112- 115). Although Riggins (1994) provides a detailed categorization of domestic objects, because the research was auto-bibliographic and based on his family house and living room, it is restrictive according to Woodward (2001).

According to a more recent study based on a research where in-depth interviews are held with fifty respondents in their living rooms, objects displayed in the living rooms are used for three purposes: “as familial obligation, as markers of memory and as commemorative objects” (Money, 2007, p. 373). Similarly, Vogel (2002) has found that objects which are representative of something are displayed in the living rooms and other objects are placed in a less public place of the house. Vogel (2002) put the representative objects into five categories as, “personal characteristic representation of self and others, status representation, relationship representation including reminders of relationships, interest representation and memory representation” (p. 103). Another study that examines the transaction between objects and people reveals that women keep the objects which are special to them mostly in their living rooms (Csikszentmihalyi & Rochberg- Halton, 1981). Although that research is about the domestic objects and not directly related to living rooms, previous research indicates the significance of domestic objects for the analysis of the living room.

Bilgin (1991) states that it is possible to define the identity of the user by looking at the objects that he or she uses. The reverse is also true; from psycho-social characteristics of the user, it is possible to predict what objects he or she might use. He (1991) also states the importance of the living room for the relationship between the person and object. The living room is the place in which family and guests get together, so it consists of objects that are related to the activities that are performed in the living room. The style of the living room depends on the aesthetic and decorative concerns of the user and the symbolic value that is assigned to objects. Living rooms are designed through the objects that are found aesthetic, decorative and recreative. The main fittings and furniture that are used in the living rooms by various income groups are listed as sitting units, cabinets, coffee tables, dining units and accessories (Yıldırım & Başkaya, 2006).

## **2.5. Factors Affecting the Use and the Interior Design of the Living Room**

Factors affecting the use and the interior design of the living room could be grouped as personal, physical, and cultural. Personal factors are the socio-demographic characteristics of dwellers. Physical factors are the physical characteristics of the house, and cultural factors are the cultural background of the dweller or the period and the culture in which the house is constructed (see Table 2.1. for factors affecting the use and the interior design of the living room).

Table 2.1. Factors affecting the use and the interior design of the living room

<b>Personal Factors</b>	Social Status** (Occupational Status*) Gender* Age** Life Cycle** Childhood Experiences Time Spent Working Outside of the House Time Spent in the House* Age of Children
<b>Physical Factors</b>	Location Size Layout Number of Rooms Existence of the Family Room*
<b>Cultural Factors</b>	Culture Periods

\*Statistical analysis

\*\*Qualitative analysis

### 2.5.1. Personal Factors

An important personal factor that affects the use and the interior design of the living room is the social status. Amaturio et al. (1987) states that “the choice of a style of décor seems not to be mainly dependent upon income, but to be more related to the degree of status consistency and social mobility of the individuals” (p. 228). This research reveals that highly educated people with high income and high occupational status have living rooms with objects that have a high value, unusual arrangements and least conventional designs. In the same research, another group that has high education and occupational prestige, but lacking a very high income level has the living rooms with lower-value objects and more functional designs. The third group with highest income level and occupational status but medium-high education levels has living rooms with objects that are costly and arranged in a

ritual manner. The fourth group of craftsmen with medium or low level education and medium income has living rooms with imitations of the objects that are used by the previous groups. The last group is the oldest people with lowest status, income, education and occupational prestige and had living rooms with no valuable objects and designed in a ritual manner. Another study that has been conducted by Laumann and House (1970) reveals that;

The choice of a style décor is rather strongly related to the achieved and ascribed status of individuals, and to their attitudes and behavior in other areas of life. That is, people with traditional décor are also more traditional in their behavior and attitudes regarding religion and marital role definition (p. 199- 200).

They (1970) also claim that the style of the living room design in an urban area is related partly to the income level and partly to the tendency towards modern or traditional ways of thinking. Yıldırım and Başkaya (2006) states that the high socio-economic status dwellers uses their living rooms more for hosting guests than middle socio- economic status dwellers, because dwellings are larger in the high socio- economic status group that provides sufficient space for a separate living room which is used only for guests.

Another factor is the time spent working outside the house or time spent in the house. Rechavi (2004) states that “the amount of time a participant worked did not determine the amount of time spent in the living room” (p. 163). However, the amount of time spent working outside the house seems to be affecting the daily usage of the living room in terms of morning, evening or day-long usage (Rechavi,

2004). She (2004) also defines another factor which is childhood experiences; "... someone who grows up in a dwelling that has both a living room and family room [does not mean that he or she] will choose a similar arrangement in his or her maturity" (p. 162) but the type of activities that are performed in the living room are affected by childhood experiences.

Another personal factor that might be influential on the use of the living room is life cycle. According to their life cycle, dwellers live alone, with roommates, with their partners or with their children. It could be assumed that the living arrangements also depend on the age of the dwellers. Weisner and Weibel (1981) have examined the relationship between quality of family home environments and life styles. They reveal that the life style of the family (either conventional or non conventional type of families) affects four characteristics of the home environment as "disorder/ functional; complexity/ decorative complexity; warm/ child oriented; number and variety of books" (p. 454). Horwitz and Tognoli (1982) pay attention to men and women living alone rather than men and women living with their partners or families, and reveals that women tend to continue their past experiences in their present houses. Saegert (1985) states that the housing needs to differ for families with or without children and for married or single women. Rechavi (2004) examines the dwellers living alone and with their partners, and observes that the dwellers living with their partners have partnership objects in their living rooms. The dwellers living alone have more personal objects in the living room than the participants living with their partners.



Another important factor that affects the use and the interior design of the living room is gender. Horwitz and Tognoli (1982) reveal that the experiences of housing of man and woman living alone are missing in the previous studies. Their study focuses on men and women living alone rather than men and women living with their families. Their results show that;

Women experienced less disruption in the transition between parental home and the establishing of their own living space. Greater continuity for women might have been affected by their early socialization to homemaking, enabling them more easily to construct a comfortable living environment for themselves (Horwitz & Tognoli, 1982, p. 340).

This study shows the importance of considering individuals rather than families in the experience of housing. In another study Tognoli (1979) claims that there is an outside/ inside dichotomy in the American culture when considering the relationship of men and women with their home. Men are not concerned about interior of the house as long as wife was alive and men felt comfortable while socializing outside in public spaces rather than socializing in home. Tognoli (1980) also shows the gender differences in feelings and activities in different rooms of the house. Generally, women perform more activities than men, and “for the living room, women are more concerned with room size and feeling cramped” (Tognoli, 1980, p. 833). He also states that living rooms could be named as women because women are involved more in the decoration, arrangement and cleaning. Another study which stated that “interior spaces are for women and exterior spaces, for men” (Loyd, 1975, p.10) also reveals that while the job of women is to controlling the home, “a man who stays at home is labeled less than a man” (p. 12).

The housewife who continually rearranges her furniture has become a well-worn stereotype. Even among liberated, young, working couples decorating remains primarily a female activity. In our culture a nice home reflects a good home-maker, a good wife, a good mother and so, a good woman (Loyd, 1975, p. 12).

Another study that reveals the male and female differences in housing experiences shows that the personalization of the house and the symbolization of self in the house are female actions and men avoid them (Cooper, 1974). Men especially avoid personalization of spaces used commonly in the house like the living room. Hall (1987) also states the division of space in the house as “ladies and gentlemen” (p. 91) and defines public life as men, and private life, the home as women. Hunt (1989) claims that the home worker (house wife) creates an artistic expression through the arrangement of domestic furnishing and style of the home.

Cross (1997) states that in the suburbs, men oscillate between the office, the city and the feminine, domestic world of the house. According to Cross (1997), the dominance of women in the personalization of the house becomes stronger in the suburbs where; “... it was primarily the woman who orchestrated domestic consumption. She worked with purchased goods and transformed them into displays of status and into individual expressions of familial privacy and comfort throughout the house” (p. 118). Increased hours of shopping even compete with recreation activities (Cross, 1997). This situation is quite the same in Turkey as Ayata (2002) reveals that the suburban life is gendered; women display the status of family through consumption and homemaking. Men are pleased to display their

house both from the exterior and the interior to show their success to the outsiders. Even working women see the world of business as male and the activities that are related to the house as female. The only attractions for men are maintenance or do-it-yourself tools. "In addition to being wives or mothers, women are seen as homemakers and managers of the house, in charge of provisioning, decoration and management of family *appearances*. This gives women a central role in management of family consumption" (Ayata, 2002, p. 34). Women easily reach the shopping malls, decoration magazines and develop a "female gaze" (p. 35). In the suburbs, the furniture reflects the life style, personal background and identity of women. Living room activities differentiate for men and women. In the living room, there is a special male corner in which the man sits, watches television, and reads newspapers. Watching sports games, especially football is an activity that men mostly perform in the suburbs (Ayata, 2002).

### **2.5.2. Physical Factors**

The location of the house is the first physical factor that affects the use and the interior design of the living room. The frequency of the activities that take place in the living room change according to the districts that houses are located on (Dülgeroğlu- Yüksel et al., 1996). Hence, it might be assumed that these activities vary according to the income and social status of the family. Besides, it might be assumed that the location of the house affects the type of the house and the number of rooms in the house. Other physical factors that might affect the use and the interior design of the living room are size and layout of the house. The size of

the house defines the number of rooms in the house, which is another factor.

Cromley (1990) stated that in New York City, a separate family room could not be located because of space limitations in the house, and this makes the living room the center for daily living activities in the house. A third physical factor that affects the use and the interior design of the living room is the existence of a separate family room in the house. According to Rechavi (2004) if there is a separate family room located in the house, dwellers tend to put personal objects into the family room and decorative objects into the living room. Also, the use of living room for daily activities decrease when there is a separate family room.

### **2.5.3. Cultural Factors**

The use and the interior design of the living room are affected by culture and periods. The periods include the historical and/ or architectural periods that a culture experienced. According to a study which examines the Italian society home model, three basic house types are determined as; "(1) bourgeois traditional, (2) popular traditional, and (3) modern" (Giuliani, 1987, p. 182). The house types influence the use and the interior design of the living room. The Japanese house has similarities with the Italian house in terms of the functions of living rooms. There is a separate reception area in the Japanese house (Omata, 1992). The living room is used for public activities in both cultures. Altman and Gauvain (1981) explain the division of space in American houses by the dialectic of communality. They claim that the American home consists of private spaces for family members and separate public spaces for receiving guests. Family members use the communal areas such as

kitchen, dining room, or family room. On the other hand, they receive guests in the formal dining room and in the living room (Altman & Gauvain, 1981). Ayata and Ayata (1996) reveal that in contemporary Turkish houses, there are two rooms for hosting guests. One is the *family room* in which family members have daily activities such as studying, playing games, watching television and hosting intimate guests such as close friends and relatives. The other is the living room that is a more public place in which formal guests are hosted. In that sense "...the living room stays in between the intimate world and the public domain" (Ayata & Ayata, 1996, p. 42). Bones, Giuliani, Amoni and Bernard (1987) have analyzed the "public" room of the houses in Rome and Paris "... that is, the sitting- room, the living room, or the dining room- depending on which room was indicated by the subjects as the most used for receiving people from outside the family circle" (p. 207). In this study cultural differences are revealed. "In France, the emerging patterns appear organized mainly along the three principal dimensions... They are decoration, which defines the first axis; functional organization for the second axis; and structuring of space for the third axis" (p. 213). On the other hand, the public room emerges by functional organization and structuring of space for the first axis, and decoration for the second axis in Italy. The cultural norms of the dwellers affect the use and the interior design of the living room but also the historical and/ or architectural periods in the same culture such as divisions of traditional or contemporary periods also affect the use and the interior design of the living room (Rechavi, 2004). Rybczynski (1987) points at the periodical changes in the living rooms. He states that the division of space into public and private zones emerged in medieval times. In the 17<sup>th</sup> century France, the daily activities of family members and entertainment

of guests occurred in one room. In the 18<sup>th</sup> century, the idea of privacy spread and the division of a separate space for guests emerged.

Considering these issues related to the private and the public use of the living room, a field survey has been carried out to analyze the Turkish case. This study can be found in the following chapter.

### **3. THE FIELD SURVEY**

In this chapter, the research objectives, questions and hypothesis are stated. Then, information that is related to the method of the study is given including the sampling procedure and data collection, and the analysis of the site. Lastly, the findings of the field survey are revealed in four sections which are the relationship between the use and the interior design of the living room, the effect of existence of a family room on the use and the interior design of the living room, group differences on the use and the interior design of the living room and the sources of interior design of the living room.

#### **3.1. Research Objectives**

The factors that affect the use and the interior design of a living room could be grouped as personal factors, which are the personal characteristics of the dweller, physical factors related to the physical features of the house and cultural factors, which are the cultural background of the dweller or the period and the culture in which the house is constructed. Personal factors could be listed as follows; (1) social status; (2) gender; (3) life cycle; (4) childhood experiences and (5) the time spent working outside of the house. Physical factors are (1) location; (2) size; (3) layout; (4) number of rooms and (5) the existence of the family room (see Section 2.5. for the detailed explanations of these factors).

The main focus of the study is to examine the relationship between different activities that are performed in the living room and different types of intentions for the interior design of the living room. Moreover, the group differences in the use and the interior design of the living room are examined. Among the personal factors that affect the activities and interior design, gender, occupational status and the time spent in the house are considered. Only the existence of the family room has been examined as the physical factor. Other factors such as social status, age and life cycle are examined qualitatively.

### **3.1.1. Research Questions**

Considering the aim of the study in relation with the above mentioned factors, the research questions of the study can be given as follows;

1. Does the existence of the family room affect type, number and frequency of activities that are performed in the living room?
2. Does the existence of the family room affect intentions for the interior design of the living room?
3. Does the existence of the family room affect the selected interior design elements in the living room?
4. How do the activities that are performed and selected interior design elements in the living room change according to different groups of users?



### **3.1.2. Hypotheses**

Considering the above mentioned research questions the related hypotheses are stated as follows;

1. The existence of the family room affects the type, number and frequency of activities that are performed in the living room.
2. The existence of the family room affects intentions for the interior design of the living room.
3. The existence of the family room affects the selected interior design elements in the living room.
4. The activities that are performed and selected interior design elements in the living room change according to different groups of users.

### **3.2. The Method of the Field Survey**

In this part, information that is related to the method of the study is given. Firstly the sampling procedure and data collection are explained. This section is concluded with the analysis of the site.

#### **3.2.1. Sampling Procedure and Data Collection**

The research is composed of a field survey which mainly aims to reveal different intentions for the interior design and the type, number and frequency of activities that are performed in the living rooms, as well as types of selected interior design

elements in the living rooms. Activities that are performed in the living rooms, intentions for the interior design and selected interior design elements of the living room are assumed to be affected by the existence of the family room in the house. In this research, semi-detached villas that are located in “Angora Evleri” were chosen as the site since it prevents restrictions of economic status in interior design, as an upper class suburb (Erişen, 2003). Besides, the flexible plan and size of the semi-detached villas allow dwellers to use a separate family room.

Information that is related to the socio-demographic characteristics of household members, the use and the interior design of the living room and family room, past experiences and future plans of the dwellers about their living rooms were obtained by in- depth interviews. Eighteen questions mostly consisting of open- ended question types in order not to miss any information related to the use and the interior design of the living rooms were asked (see Appendix A for Turkish and English versions of the semi structured interview questions). A pilot study was conducted in 6 houses to test the clarity of the questions. After the pilot study, some questions were added and the order of the questions was reorganized. The duration of an interview was approximately 15 minutes. During the pilot study, the possible locations of the family rooms on each floor in the semi-detached houses were observed (see Figure 3.1. for alternatives).

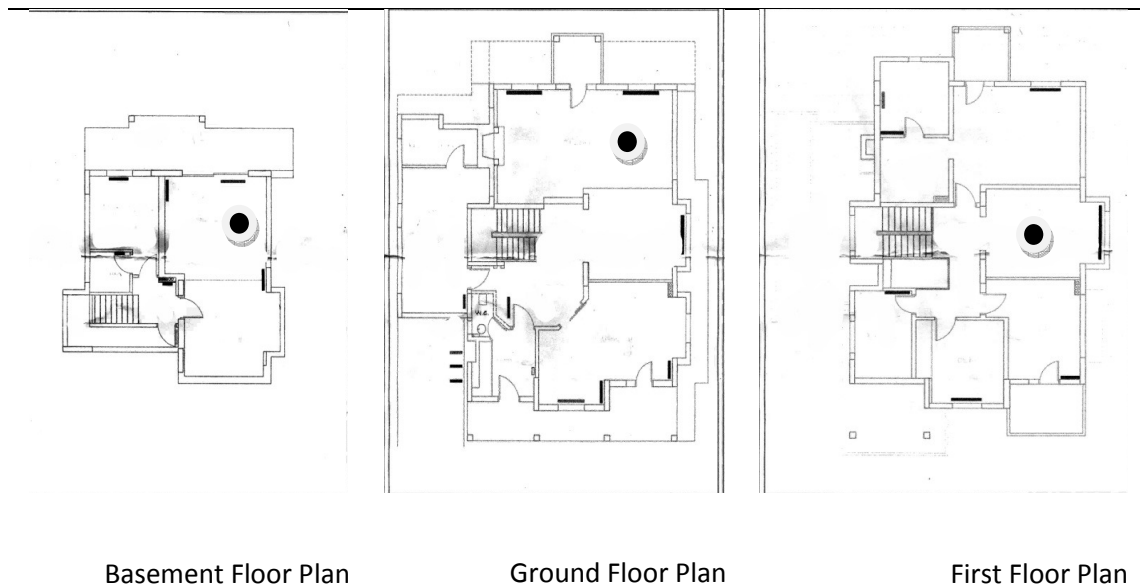


Figure 3.1. Possible locations of the family room on each floor

According to the aim of the study, stratified quota sampling method was used based on existence of the family room in the houses. The questionnaire form was applied by the researcher in 32 houses; half of which had a family room that was located and used by dwellers. Sixty dwellers were interviewed in total. The aim was to do the interview with the owner and another adult in the house. In some of the houses the respondent lives alone in that case, the child who is older than 20 was also involved in the sample group. The age range of the respondents was between 20 and 74 years (see Table 3.1 for demographic distribution of the sample group). The initial aim was to distribute gender equally to the groups of houses with or without family rooms. However, the male respondents refused to participate in the study in 4 houses, and generally women were more welcoming. As a result, 17 females and 13 males from houses without family rooms and 13 females, 17 males from houses with family rooms were interviewed (see Table 3.2 for distribution of gender).

Table 3.1. Distribution of age

Age Group	No. of Cases	%
Under 30	7	11.7
30- 45	20	33.3
46- 60	28	46.7
61 and Older	5	8.3
Total	60	100.0

Table 3.2. Distribution of gender

		Existence of the Family Room		Total
		Not Exists	Exists	
Gender	Female	17	13	30
	Male	13	17	30
Total		30	30	60

*Gender \* Existence of the Family Room Crosstabulation*

Respondents were reached by snowball sampling technique. Nine houses refused to participate in the study and in some houses, either the male or female respondent refused to participate. The interviews were conducted in the dwelling of the respondents at the appointment time that was decided by the respondent. Thirty eight interviews were applied during weekends and 22 of them were on weekdays. During weekdays, the mostly preferred time by the respondents was between 17:00 and 21:00, and at weekends it was between 11:00 and 15:00. The duration of an interview was approximately 20 minutes and the total time spent in each house was approximately 40 minutes.

In addition to in-depth interviews, photographs of the living rooms were taken under the consent of the house owner. The aim of taking photographs was to use them for the analysis of the interior design. Besides, existence of some interior design elements and objects in the living room such as TV set, fire place, personal photographs, art pieces, etc. were noted by the researcher.

### **3.2.2. Analysis of the Site**

Angora Evleri is an upper class suburban residential environment. Cooperative housing organization of Angora Evleri was established in 1994 and the construction activities started in 1996. As it is planned Angora Evleri has 1977 dwelling units for approximately 8900 dwellers, which makes Angora Evleri the largest gated community in Ankara (Erişen, 2003). Angora Evleri is located adjacent to Hacettepe University Forest at Beytepe district within the boundaries of Municipality of Çankaya District Council. It can be reached through Eskişehir Highway and it is located 15 km away from the city center- Kızılay (see Figure 3.2 for the location map).



Figure 3.2. Location of Angora Evleri (Adapted from, Google Maps, Retrieved April 15, 2010, from <http://maps.google.com/>)

The total area of Angora Evleri is 140 hectares. A low density settlement pattern was preferred in order to provide a human sensitive scale (see Figure 3.3.).

There are three basic house types: Apartment blocks, boulevard apartments, and villas. The housing units include multi-storey apartment blocks ranging from four-storey building to fourteen-stories and villa type of houses. There exist 5 blocks with 34 dwelling units at 10 storey, 3 blocks with 42 dwelling units at 12 storey, and 4 blocks with 50 dwelling units at 14 storey point blocks. Two types of boulevard apartments are available in the site. There are 20 blocks with 3 storey having 6 dwelling units each, and 52 blocks with 4 storey having 8 dwelling units each. In the settlement area there are 945 either double or triple storey detached villas (Erişen, 2003, p. 148).



Figure 3.3. Satellite image of Angora Evleri (Adapted from, Google Maps, Retrieved April 15, 2010, from <http://maps.google.com/>)

The settlement dominantly consists of semi- detached villas and green areas. There are amenities such as a fine arts high school, a small scale shopping center with a pharmacy and a café, a sports area with basketball and football fields and tennis courts, and playgrounds for children. All houses have their own parking areas. Two main entrances of Angora Evleri are continuously guarded by security personnel. In addition, a private security firm works 24 hours on the site.

As the research area of the thesis, semi- detached villas are explained in more detail. According to Erişen (2003), houses were designed by the synthesis of the American style and the traditional Ankara houses. Currently, according to the preference of the dweller and probably by the flexibility of the cooperative housing development, modern facades also appear in Angora Evleri (see Figure 3.4 and 3.5 for comparison). All semi- detached villas have a ground floor, a first floor, also the roof floor with a total of 389 m<sup>2</sup> usable area. Some of the villas have additional basement floors as an additional 79 m<sup>2</sup> because of the topography of the land (see Figure 3.6 and 3.7 for the floor plans). The houses have front gardens as a transition space between the road and the house. The design of landscape reflects the identity of the dweller and is usually maintained by a gardener (Erişen, 2003).

According to Bilgin Türk real estate agency that is located in Angora Evleri, the price of semi- detached villas ranges between 550.000 TL and 2.500.000 TL. Price varies according to the location, number of stories and the level of interior finishing. The average rent of the semi-detached villas is 3.000 TL (personal communication, March 30, 2010). The high prices and rents of semi- detached houses in Angora Evleri indicate that the high income people inhabit the settlement.





Figure 3.4. Typical exterior view of semi-detached villas (Photograph taken by author)



Figure 3.5. Modern exterior view of semi-detached villas (Photograph taken by author)



Figure 3.6. Basement and ground floor plan of semi-detached villas (Angora Evleri Advertisement Booklet)

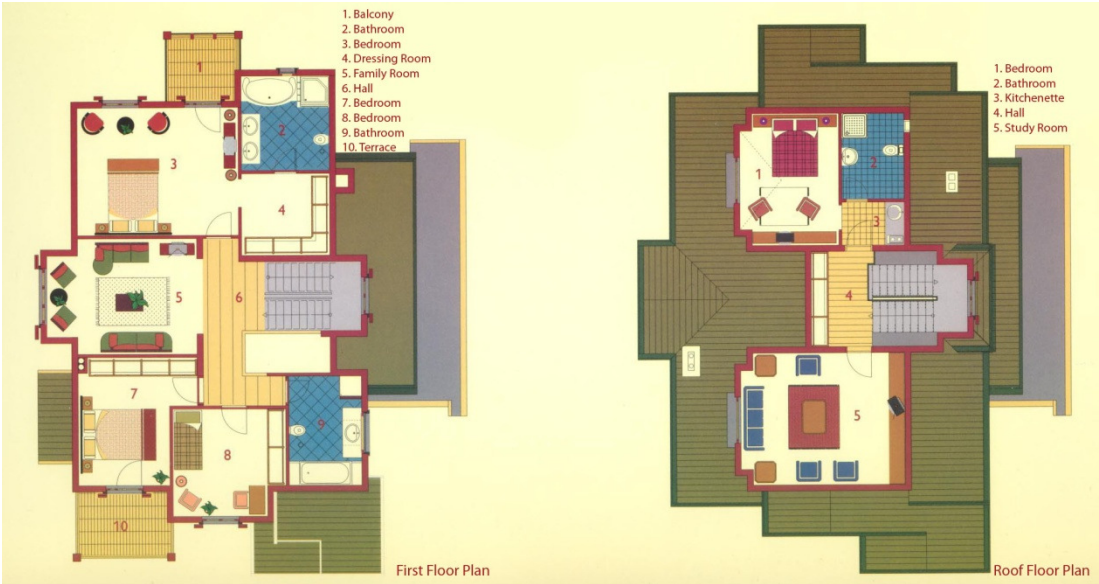


Figure 3.7. First and roof floor plan of semi-detached villas (Angora Evleri Advertisement Booklet)

### **3.3. Results and Discussion**

In this section, the results of the field survey are given in four sections which are the relationship between the use and the interior design of the living room, the effect of existence of a family room on the use and the interior design of the living room, group differences on the use and the interior design of the living room and the sources of interior design of the living room.

#### **3.3.1. The Relationship between the Use and the Interior Design of the Living Room**

This part includes the statistical analysis and discussion of the results that are related to the use and the interior design of the living room. Pearson's correlations were computed in order to assess this relationship. Before giving the results of correlations, the activities that are performed in the living rooms by respondents and their intentions for the interior design of the living rooms are defined.

The activities that are performed in the living rooms were grouped as private and public activities under the scope of the study. As mentioned earlier, the activities that are performed by the family members are accepted as private living room activities and the activities in which outsiders are involved are accepted as public living room activities. From the data collected from 60 respondents in 32 houses, the private activities that are performed in the living rooms can be listed as watching television, just sitting, sitting next to the fire place, resting, listening to

music, eating, reading newspapers, playing games, chatting, sleeping, reading books, working- studying, drinking coffee, doing karaoke, laying down, playing play station, using computer, playing with children, smoking, watching games, playing instruments, knitting, doing puzzle and doing sports. The activities that are mostly performed in the living room are watching television and just sitting. Out of 60 respondents, 26 dwellers watch television whereas 16 dwellers just sit in their living rooms (see Figure 3.8 for the frequency of private living room activities)

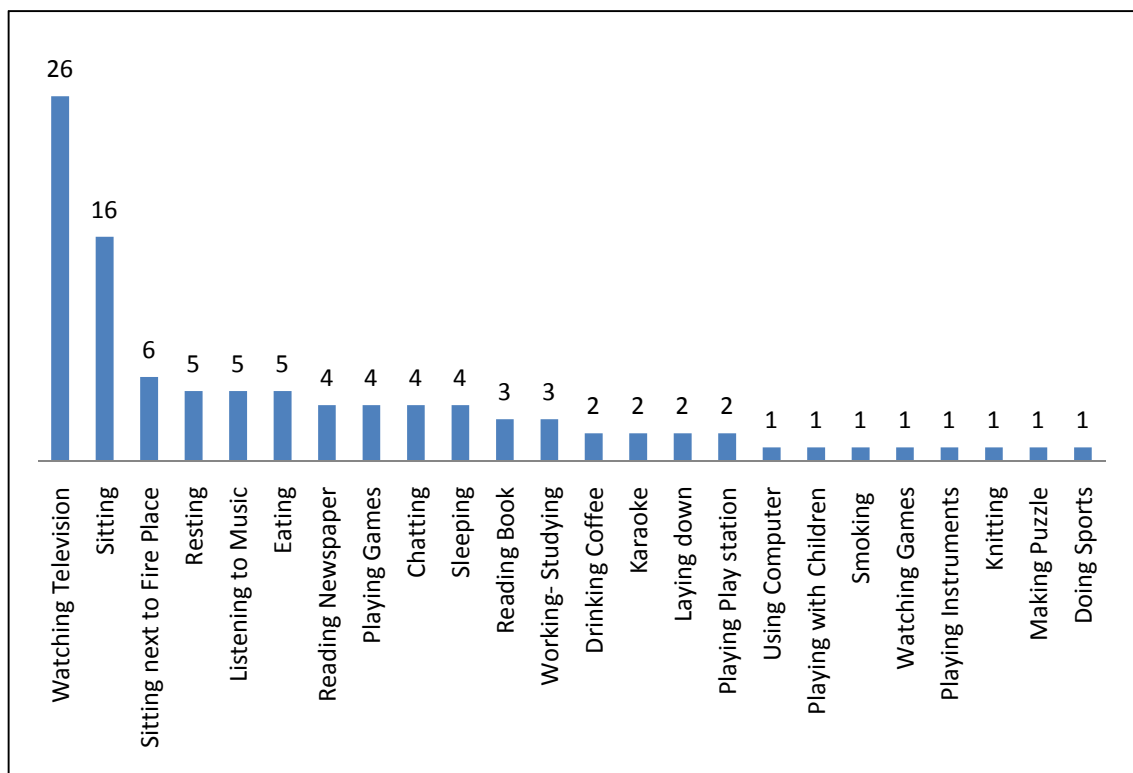


Figure 3.8. Frequency of private living room activities

The public living room activities that are performed in the living rooms are having guests, sitting and eating with relatives, celebrating birthdays, eating with friends, watching games with friends, playing play station with friends, sitting next to the fire place with friends and teaching. The public activity which is mostly performed

by respondents is having guests. Out of 60, 39 respondents entertain guests in their living rooms (see Figure 3.9 for frequencies of public living room activities).

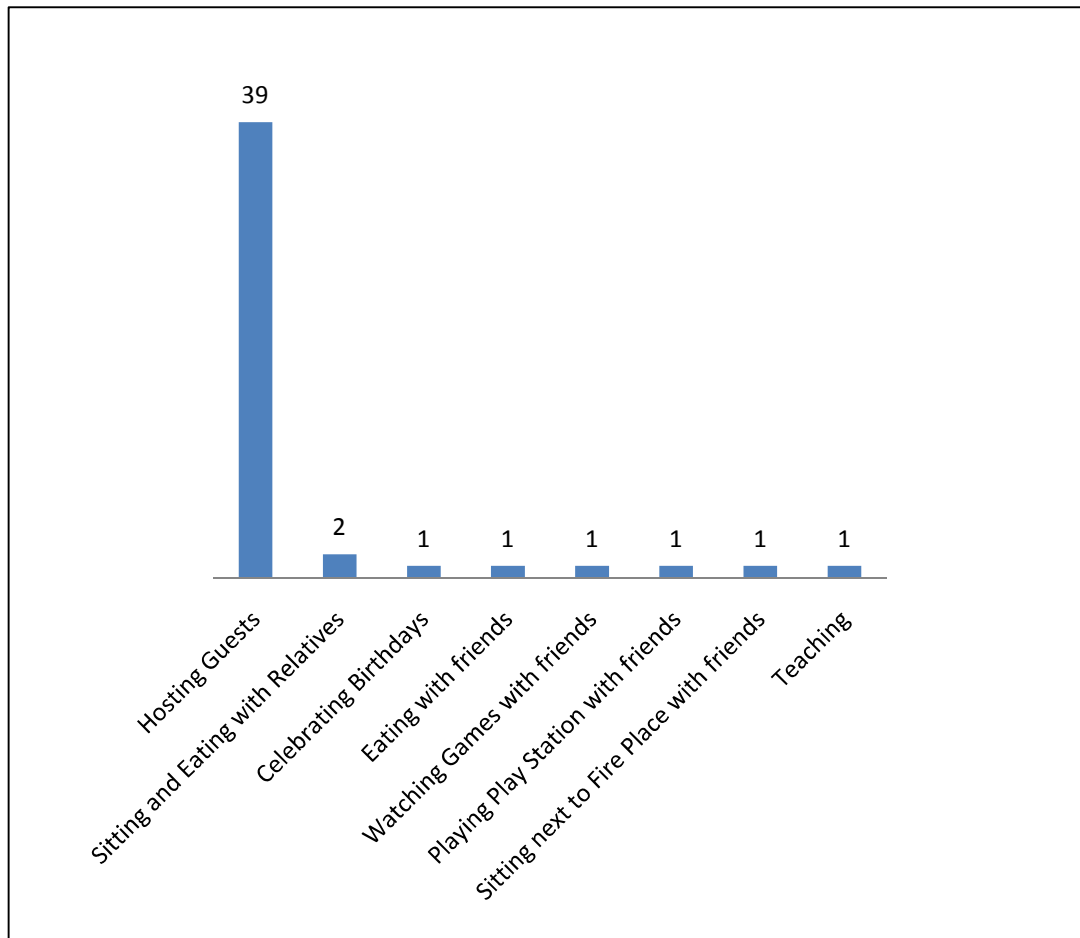


Figure 3.9. Frequency of public living room activities

Compared with the previous studies, the variety of the activities performed in the living rooms stands out. According to the previous studies, the living room activities are stated as watching television, reading, writing or intimate activities with their partners, playing games, knitting, playing records/tapes, studying/working, eating, talking and hosting guests (Rechavi, 2009; Ayata & Ayata, 1996; Tognoli, 1980). The reason of variety of both public and private living room activities can be assumed as the income level of the dwellers.

The intentions for the interior design of the living room are revealed by means of data related to the basic characteristics of the living rooms. Based on the expressions of the respondents about basic characteristics of their living rooms, the intentions for the interior design of the living room are grouped as functional, aesthetical and symbolic. Expressions related to functional aspects such as being a comfortable or functional living room, being the living area, having access to garden, or expressions about its location such as being the center of the house or being next to the kitchen are placed under the intentions related to function. On the other hand, intentions related to aesthetics include expressions such as being a luminous, spacious, warm, simple, complex, beautiful, attractive living room or expressions that are related to color or accessories of the living room. Lastly, expressions that carry symbolic meanings such as being the place for protocol, being a museum or a peaceful place are grouped under the intentions related to symbolic values. Among 32 houses 23 of them have intentions related to functions, 24 of them have intentions related to aesthetics and 8 of them have intentions related to symbolic values. Although in previous studies it was stated that as the place where guests are hosted living rooms are being used for the reflection of the dweller's identity and they use the living rooms for ostentation purposes (Rechavi, 2004; Amaturro, Costagliola & Ragone, 1987; Laumann & House, 1970; Cooper, 1974; Erdemir- Türkkan, 1998), in the current study just 8 respondents mentioned such an attempt to have intentions related to symbolic values in the interior design of the living room.

Pearson's correlations were computed in order to assess the relationship between use and the interior design of the living rooms. There is significant relationship between intentions related to aesthetics in interior design of the living room and existence of public living room activities ( $r= 0.447, df= 30, p< 0.005$ ) (see Appendix B for the results of the statistical analysis). The correlation is positive, which means that if public living room activities are performed in the living room, intentions related to aesthetics in interior design exist. Also, there is significant relationship between intentions related to aesthetics in the interior design of the living room and number of private living room activities ( $r= -0.509, df= 30, p< 0.001$ ). The correlation is negative, which means that the intentions related to aesthetics in the interior design of the living room exist more when private living room activities are performed less (see Figure 3.10 for the relationship between intentions related to aesthetics and number of private living room activities). Thus, there is a significant relationship between the total number of activities and intentions related to aesthetics ( $r= -0.446, df= 30, p< 0.005$ ). The correlation is negative, which indicates that the intentions related to aesthetics in interior design exist when the number of activities performed in the living room is fewer.

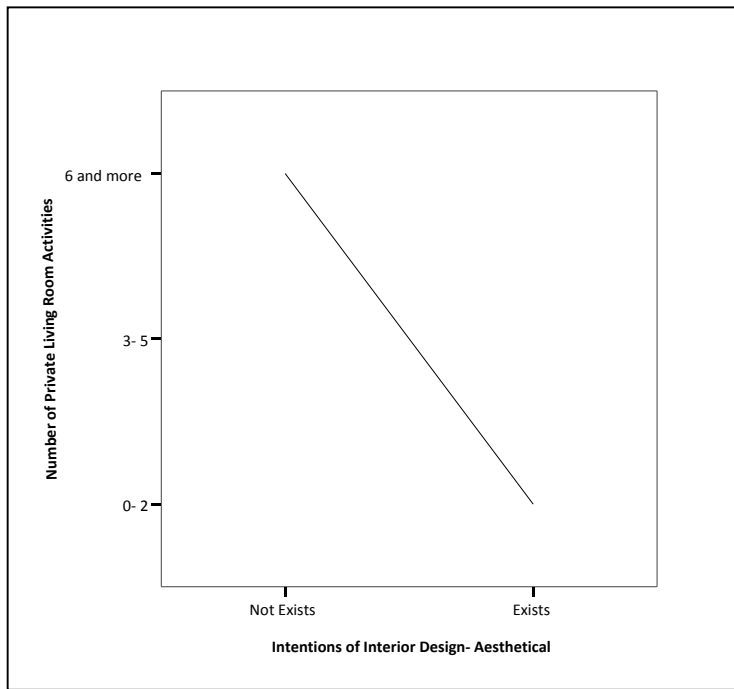


Figure 3.10. The relationship between intentions related to aesthetics and number of private living room activities

As expected there is a significant relationship between the intentions related to functions in the interior design of the living room and the existence of private living room activities ( $r= 0.536, df= 30, p< 0.001$ ). Also, there is a significant relationship between the intentions related to functions in interior design of the living room and the number of private living room activities ( $r= 0.406, df= 30, p< 0.005$ ). The correlations are positive, which indicates the intentions related to functions in interior design of the living room exist more when private living room activities are performed more (see Figure 3.11 for the relationship between intentions related to functions and private activities).



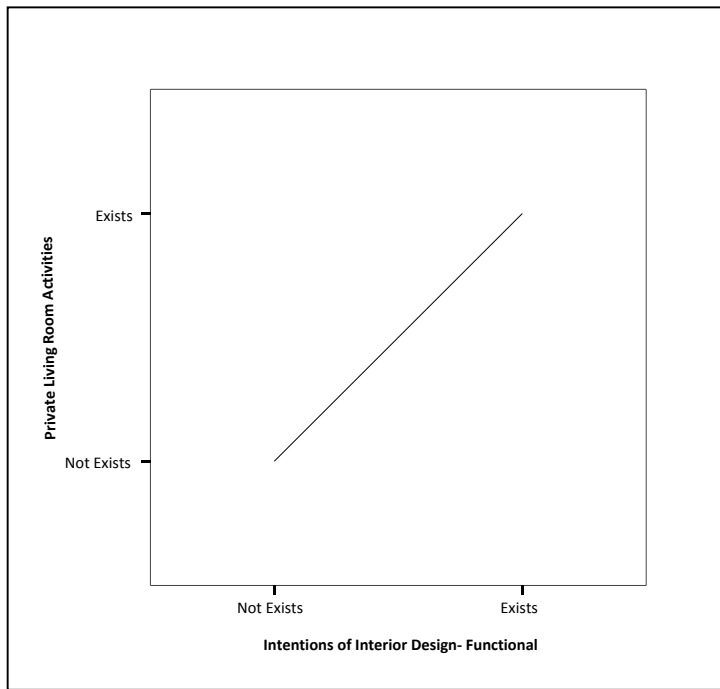


Figure 3.11. The relationship between intentions related to functions and private living room activities

Moreover, there is a significant relationship between intentions related to functions in the interior design of the living room and the frequency of living room use ( $r=0.393$ ,  $df=30$ ,  $p<0.005$ ). The correlation is positive, which indicates that the intentions related to functions in interior design exist when the living room is used more frequently (see Figure 3.12 for the relationship between intentions related to functions and frequency of living room use). Thus, there is a significant relationship between the total number of activities and the intentions related to functions ( $r=0.525$ ,  $df=30$ ,  $p<0.001$ ). The correlation is positive, which indicates that the intentions related to functions in interior design exist when number of activities performed in the living room is more.

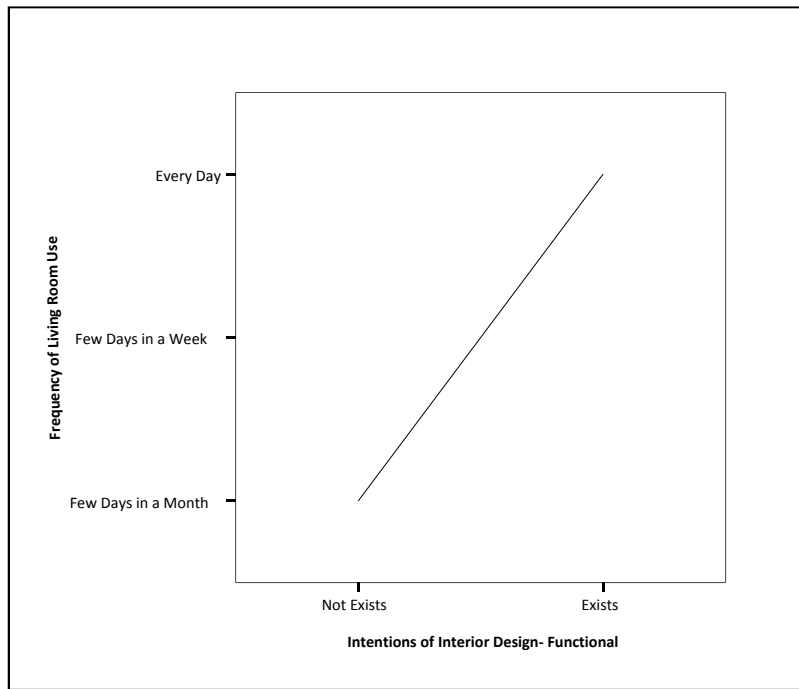


Figure 3.12. The relationship between intentions related to functions and frequency of living room use

There is no significant relationship between intentions related to symbolic values and living room use. It can be assumed that this is because the number of respondents that mentioned intentions related to symbolic values is quite low. Previous studies indicated that different performances, such as performances to guests, may take place in the living room, so the setting of the living room should be appropriate for those performances (Laumann & House, 1979). In the current study, the activities that are performed in the living rooms affect only the intentions related to aesthetics and functions in the interior design of the living rooms.

### **3.3.2. The Effect of Existence of a Family Room on the Use and the Interior Design of the Living Room**

This section is related to the statistical analysis and discussion of the results that are related to the effects of existence of a family room on the use and the interior design of the living room. Also, the qualitative analyses of the results that are related to the interior design differences in family rooms, and living rooms and the use of kitchen as a living area are discussed.

Independent samples t- tests were conducted to compare the use and the interior design of the living room in houses with and without family rooms. The existence of private activities that are performed in the living rooms were significantly different for houses with and without family rooms ( $t= 4.392$ ,  $df= 30$ , two tailed  $p= .000$ ). This result indicates that in the houses without family rooms private activities performed in the living room are more than those in the houses with family rooms (see Figure 3.13. for the relationship between existence of family room and private living room activities).

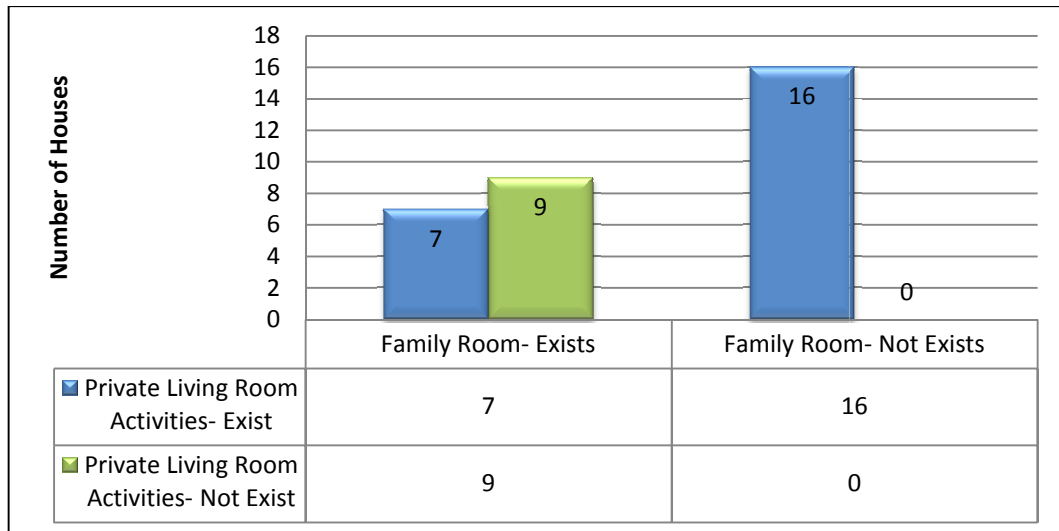


Figure 3.13. The relationship between existence of family room and private living room activities

Moreover, the number of private activities that are performed in the living rooms were significantly different for houses with and without family rooms ( $t= 4.443$ ,  $df= 30$ , two tailed  $p= .000$ ). This result indicates that in the houses without family rooms, more private activities were performed in the living rooms than in houses with family rooms (see Figure 3.14 for the relationship between existence of family room and private living room activities).

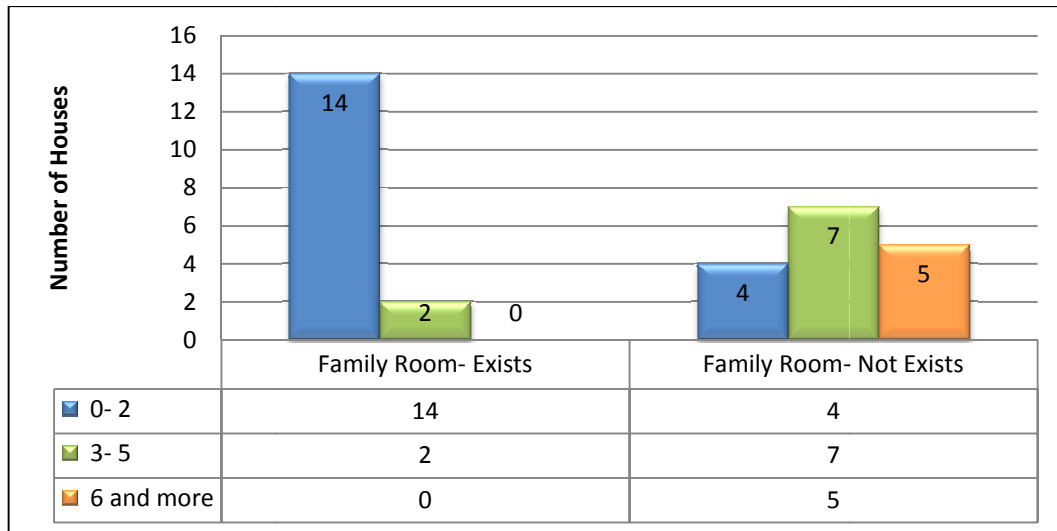


Figure 3.14. The relationship between existence of family room and number of private living room activities

Besides, the frequency of living room use was significantly different for houses with and without family rooms ( $t= 3.790$ ,  $df= 30$ , two tailed  $p= .001$ ). This result indicates that the houses without family rooms used their living rooms almost every day and definitely more than the houses with family rooms (see Figure 3.15 for the relationship between existence of family room and frequency of living room use). Regarding the significant difference between houses with and without family rooms in the number of private activities that are performed in the living rooms and the frequency of living room use, a significant relationship is found between the number of private activities that are performed in the living rooms and the frequency of living room use ( $r= 0.575$ ,  $df= 30$ ,  $p< 0.001$ ). The relationship is positive, which indicates that if more than 3 private activities are performed in the living room, it is used every day.

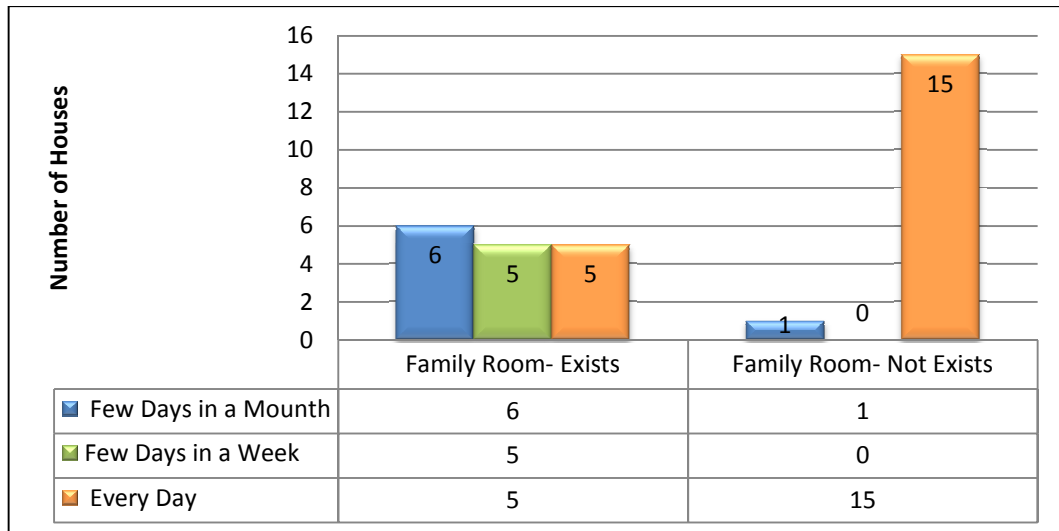


Figure 3.15. The relationship between existence of family room and frequency of living room use

Rechavi (2004) states that if there is a separate family room the dwellers spend more time in their family room for daily activities than in their living room, and used their living room for hosting guests. The results of the current study also revealed that respondents use their living rooms more for both public and private activities if there is no separate family room. Regarding these results, it can be said that the private activities that are performed in the living rooms shifts to the family rooms in the houses with family rooms. The existence and the number of public activities that are performed in the living rooms were not different for houses with and without family rooms because in each house, guests are hosted in the living room. Only in 3 houses, dwellers host intimate guests such as close friends or informal guests in their family rooms.

Independent samples t- tests were conducted to compare the intentions for the interior design of the living room in houses with and without family rooms. The existence of intentions related to functions of the interior design of the living room was significantly different for houses with and without family rooms ( $t= 2.030$ ,  $df= 30$ , two tailed  $p= .051$ ). This result indicates that in the houses without family rooms intentions related to the functions of the interior design of the living room exist more than in the houses with family rooms (see Figure 3.16 for the relationship between existence of family room and intentions related to functions of interior design of the living room).

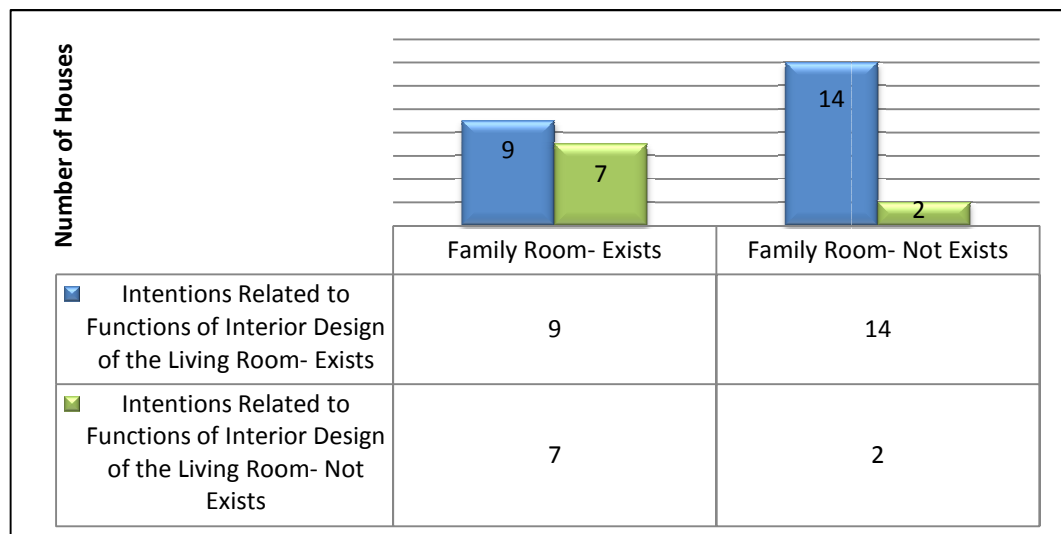


Figure 3.16. The relationship between existence of family room and intentions related to functions of interior design of the living room

Also, the existence of intentions related to aesthetics of the interior design of the living room was significantly different for houses with and without family rooms ( $t= -2.631$ ,  $df= 30$ , two tailed  $p= .013$ ). This result indicates that in the houses with

family rooms, intentions related to aesthetics of interior design of the living room exist more than in the houses without family rooms (see Figure 3.17 for the relationship between existence of family room and intentions related to aesthetics of interior design of the living room). As mentioned in the previous section, there is a relationship between the activities that are performed in the living rooms and the intentions for the interior design. Dwellers used their living rooms more for private activities if there is no separate family room, so in these living rooms the intentions related to functions appear more. On the other hand, if there is a separate family room dwellers use their living rooms less, and in that case the main aim of the living room becomes hosting guests, so the intentions related to aesthetics of the interior design of the living rooms appear more.

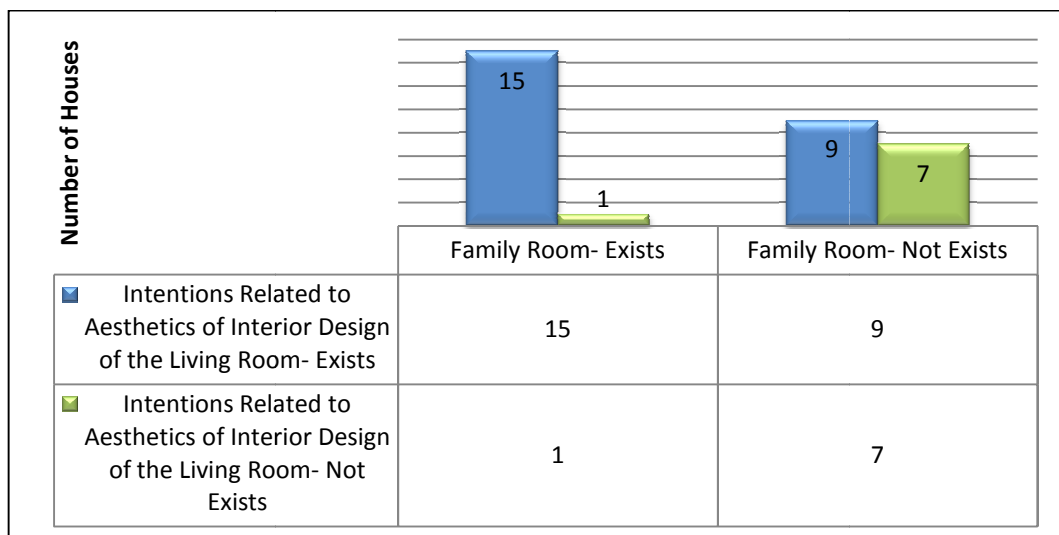


Figure 3.17. The relationship between existence of family room and intentions related to aesthetics of interior design of the living room



As mentioned earlier the most frequently performed private activity is watching television. Regarding this result, an independent samples t- test was conducted to compare the existence of a TV set in the living room in houses with and without family rooms. The existence of a TV set in the living room was significantly different for houses with and without family rooms ( $t= 2.301$ ,  $df= 30$ , two tailed  $p= .029$ ). This result indicates that in the houses without family rooms, the TV set is located in the living room more than in the houses with family rooms (see Figure 3.18 for the relationship between existence of family room and existence of TV set in the living room). Interestingly, in 7 houses with family rooms, an additional TV set is located in the living room although it is never watched. It can be because of that dwellers use objects in their living rooms for showing their status (Woodward 2001) and they apply ostentation strategies in their living rooms (Amaturo et al., 1987).

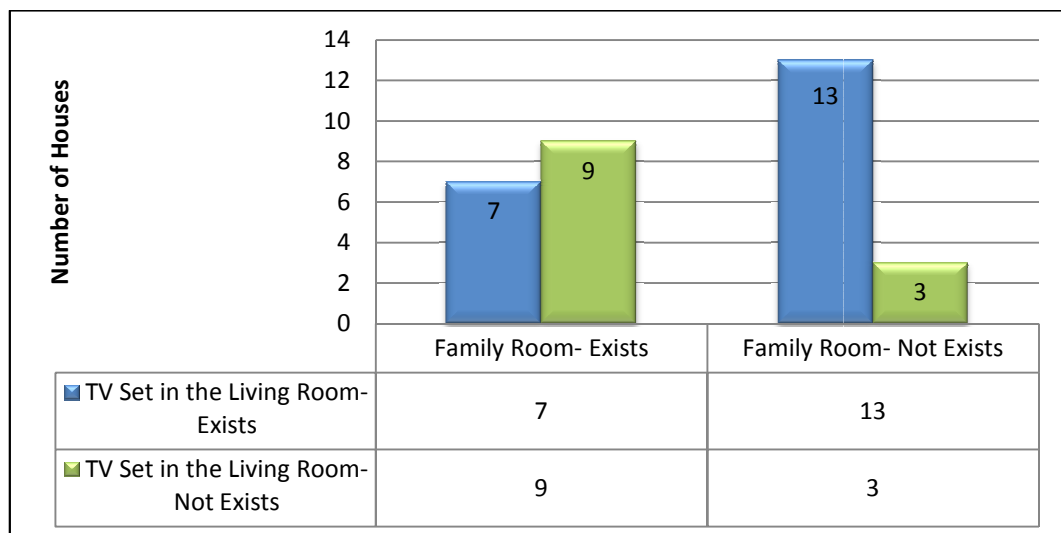


Figure 3.18. The relationship between existence of family room and existence of tv set in the living room

Therefore, it can be said that the existence of a family room in addition to a living room in the houses affects the use and the interior design of the living rooms. The existence and the number of private activities are significantly different for houses with and without family rooms, as well as the frequency of activities. The intentions for the interior design are also different for two groups; and lastly, the existence of a TV set in the living room is different for houses with family rooms and without family rooms. The results support the hypotheses; the existence of a family room affects the type, number and frequency of activities that are performed in the living room, the intentions for the interior design of the living room, and the type of selected interior design elements in the living room.

The existence of a separate family room affects the interior design of the living room. There are different intentions for the interior design of the living room and the family room. In the interviews, respondents that lived in houses with family rooms were asked to define the differences between their family room and the living room. 8 respondents stated that there is no difference between interior design of the living room and family room. The most frequently mentioned differences are that family rooms are more comfortable, modern, simple and appropriate for daily use. Also, the most frequently mentioned differences for the living room are that it is more classic and new (see Table 3.3. for the frequencies of differences between living room and family room). Ayata and Ayata (1996) states that living rooms include furniture that is more expensive and hard to maintain, as they need to be more formal. On the other hand, furniture of the family rooms is

cheap, practical, easy to maintain, and comfortable. Besides, the family rooms are more appropriate for daily use. The findings are supported by the results of the current study. The respondents of the current study were aware of the fact that their intentions for the interior design of the living room and family room are different.

Table 3.3. The differences between living room and family room

<b>Living Room</b>	<b>No. of Cases</b>	<b>Family Room</b>	<b>No. of Cases</b>
Classical	4	Comfortable	10
New	2	Modern	7
Different in style	1	Simple	6
Classy	1	Appropriate for daily use	5
Modern	1	Plain	2
Less comfortable	1	Old	2
More furniture	1	Different in color	1
Less used	1	Less decorative concerns	1
High in quality	1	Ergonomic	1
Luxurious	1	Informal	1
Different in color	1	Poor in quality	1
Formal	1	Warm	1
		Different in style	1

Other than the family room, some respondents mentioned that they used their kitchen for daily activities as well as hosting close friends. According to Ayata (2002), the kitchen is also a public display area for guests especially in villas. It is stated that dwellers of expensive villas paid attention to the interior design of their kitchen and invested for furniture in the kitchen. Dülgeroğlu et al. (1996) also reveal that the kitchen was used for cooking, eating, watching television, and sitting. In the current study, 8 males and 8 females stated that they use their kitchen for daily

activities and hosting guests. In the semi-detached villas, the kitchen is located on the ground floor and on the street façade of the villa (see Section 3.2.2 for floor plans of semi-detached villas). Some kitchens have an additional winter garden attached to the kitchen. Having such a visible location, the interior design of the kitchens becomes important. Moreover, kitchen is not a female space in the dwellings anymore, as 8 males stated that they use the kitchen for daily purposes. Kitchen is not just a space for female guests because it is used for hosting both female and male guests. So, in the current study, the kitchen has its place in the household as a living space.

### **3.3.3. Group Differences in the Use and the Interior Design of the Living Room**

This part is related to the statistical analysis and discussion of results that are related to the group differences in the use and the interior design of the living rooms. Differences in the use and the interior design of the living room for gender, occupational status, and gender are tested in this study. Before the analyses of group differences, Pearson's correlations were computed in order to assess the relationship between gender, occupational status and time spent in the house. Whether a respondent is working or not working defines the occupational status. The data related to time spent in the house by each dweller was collected during the interviews. There is a significant relationship between gender and occupational status ( $r= 0.439$ ,  $df= 58$ ,  $p< 0.001$ ). The correlation is positive, which indicates that the number of working males is higher than the number of working females (see Figure 3.19 for the relationship between gender and occupational status). Each

respondent had a university degree, the 6 males who were not working were either continuing their educations or retired. On the other hand, the 19 females preferred not to work. This could be due to the income level of the dwellers.

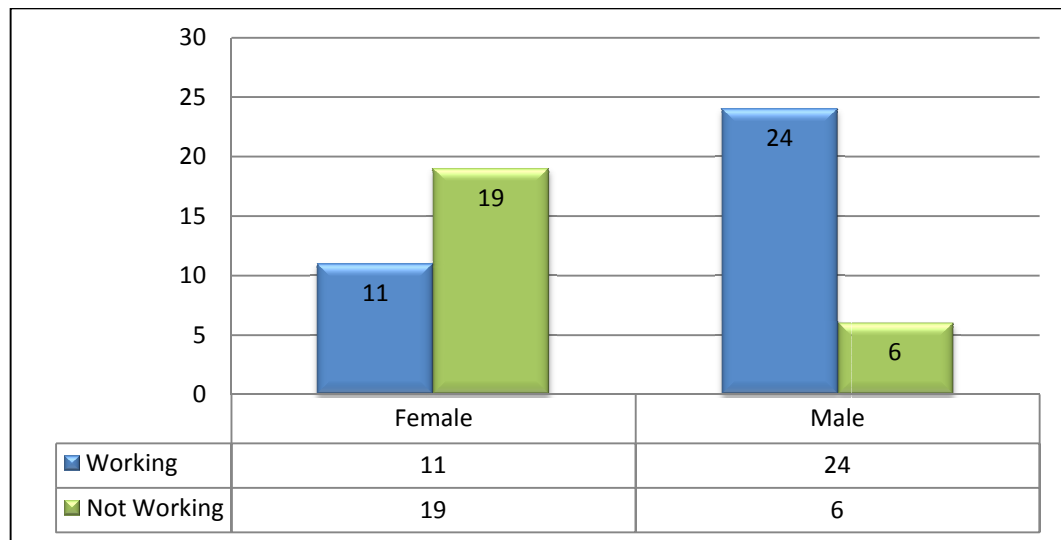


Figure 3.19. The relationship between gender and occupational status

There is a significant relationship between occupational status and time spent in the house ( $r = -0.389$ ,  $df = 58$ ,  $p < 0.001$ ) as expected. The relationship is negative, which indicates that non-working respondents spent more time in their houses. Also, there is a significant relationship between gender and time spent in the house ( $r = -0.291$ ,  $df = 58$ ,  $p < 0.005$ ). The relationship is negative, which means that female respondents spend more time in their houses. This result is an expected one because most of the female respondents are not working, so they spend more time in their houses. There is also a significant relationship between age and time spent in the house ( $r = 0.452$ ,  $df = 58$ ,  $p < 0.001$ ). The relationship is positive, which

indicates that older respondents spent more time in their houses (see Figure 3.20 for relationship between age and time spent in the house).

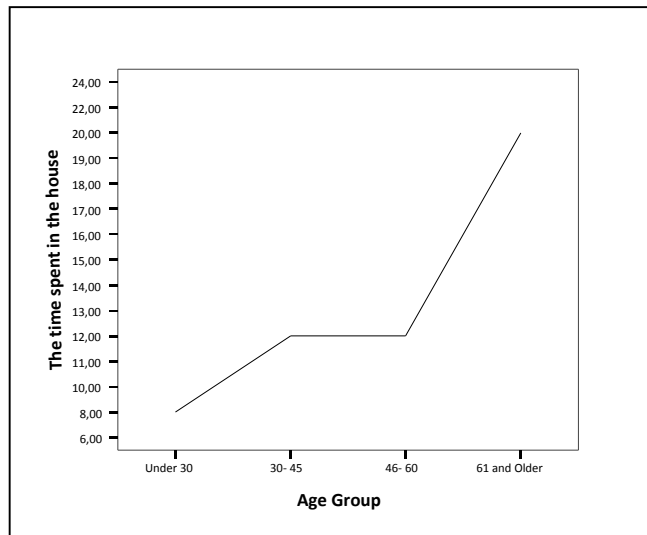


Figure 3.20. The relationship between age and time spent in the house

Chi- square analysis was applied in order to reveal the differences in the use and the interior design of the living rooms for gender and occupational status. There is no significant relationship between gender and use of the living room and between occupational status and the use of the living room. As couples were interviewed in most cases, they might have the same habits. In the current study, the patterns of usage of the living rooms are quiet similar for the couples. For example, 8 female and 11 male respondents used their living rooms mostly in the evenings. On the other hand, the interior design of the living room differs for females and males.

According to the results that are obtained from chi- square tests, there is a significant relationship between gender and the person who made decisions about the interior design of the living room ( $\chi^2 = 23.294, df= 2, p = .000$ ). This result indicates that for female respondents, the person who made decisions about the interior design of the living room is themselves, but for males it is their partner (see Figure 3.21 for the relationship between gender and the person who made decisions about the interior design of the living room). Previous studies indicated that there is dominance of women in the personalization of house and the management of consumption (Cross, 1997; Ayata, 2002). Men especially avoid personalization of spaces used commonly in the house like the living room (Cooper, 1974). The results of the current study support the previous literature in that respect. Female respondents are dominant in both decision making for the interior design of the living room and in shopping for furniture and accessories. Some male respondents are pleased by that situation; for example, one respondent stated that;

Although my wife chose all the furniture and made the decisions by herself, the living room reflects the identity of both of us.

(51 years old, male)

On the other hand, some male respondents are not pleased from that situation, as indicated below;

My wife took all of the decisions, I have no authority. The living room has the female identity. It is too complicated like a woman. My wife goes shopping whenever she feels upset or happy. If she is upset, the thing she buys is ugly. If a man makes the decisions then the living room will be simpler. It will be just modern or just classic. Now, our living room is too complex, it has no soul. Nothing reflects me here.

(42 years old, male)

Interestingly, the wife of that respondent claimed that the living room reflects the identity of both of them. According to the results that are obtained from chi-square tests, there is a significant relationship between gender and the person whose identity is reflected in the interior design of the living room ( $\chi^2 = 19.858$ ,  $df = 3$ ,  $p = .000$ ). This result indicates that the person whose identity is reflected in the living rooms is the partner for the male respondents and themselves or both of them for female respondents (see Figure 3.22 for the relationship between gender and the person whose identity reflected to the interior design of the living room).

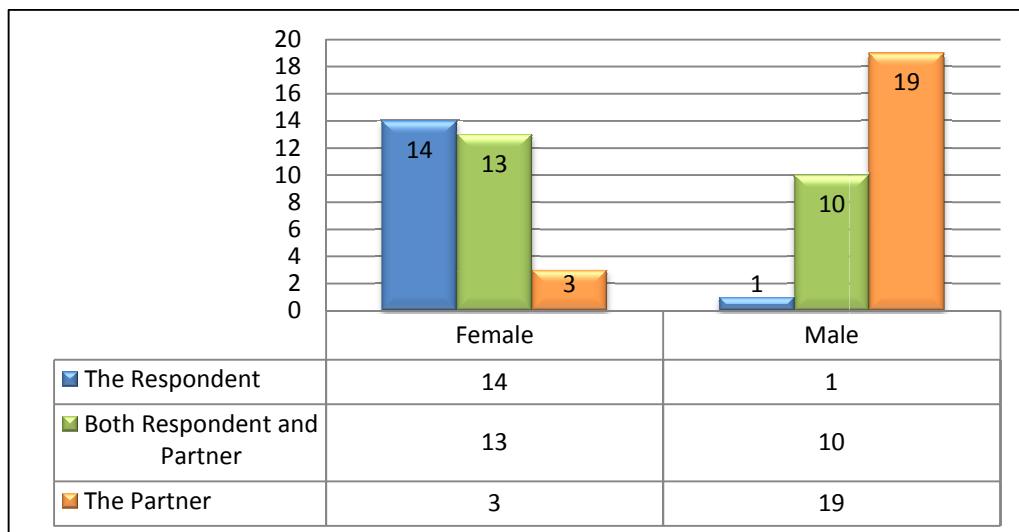


Figure 3.21. The relationship between gender and the person who made decisions about the interior design of the living room



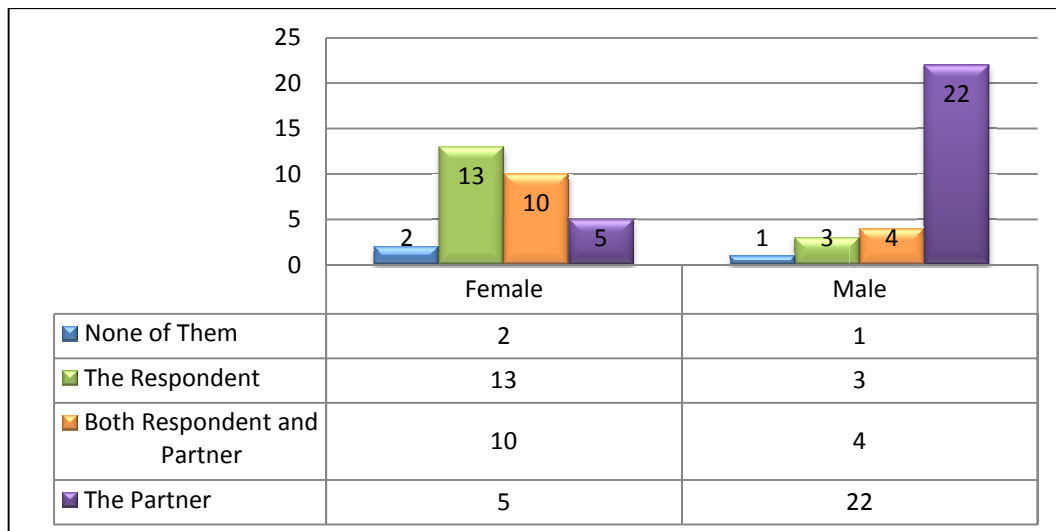


Figure 3.22. The relationship between gender and the person whose identity is reflected to the interior design of the living room

Pearson's correlation was computed in order to assess the relationship between the person who made decisions about the interior design of the living room and whose identity is reflected in the interior design of the living room. The result indicated that there is a significant relationship between the person who made decisions and whose identity is reflected in the interior design of the living room ( $r= 0.707$ ,  $df= 58$ ,  $p< 0.001$ ). The relationship is positive, which means that the person who makes the decisions about the living room is the same as the person whose identity is reflected (see Figure 3.23. for the relationship between the person who made decisions about interior design of the living room and whose identity reflected to the interior design of the living room).

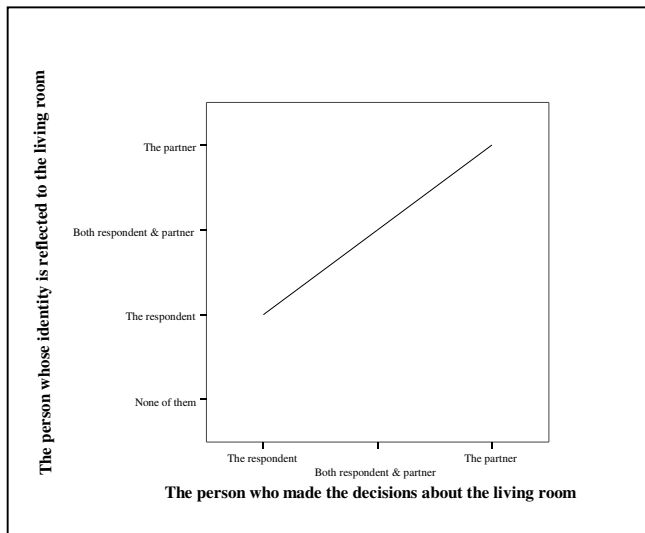


Figure 3.23. The relationship between the person who made decisions about the interior design of the living room and the person whose identity is reflected to the interior design of the living room

To sum up, the interior design decisions of dwellers and the reflection of identity in the interior design are perceived differently by males and females. On the other hand, the use of the living room seems to be the same for females and males. The second and third groups that are analyzed are the occupational status and time spent in the house. The results of these groups are similar since the occupational status and time spent in the house are correlated, so they will be discussed together.

Before the analysis of the results that are related to the objects in the living room, it is important to define the objects in the living room. During the interviews, the objects in the living room that were special to the respondents were asked and according to the responses, the objects in the living room were grouped as aesthetical, functional and symbolical objects. Aesthetical objects include the art

pieces such as paintings or accessories. Functional objects are furniture that is mentioned with its function such as a foot rest or equipments such as a television set, sports machines etc. Lastly, the symbolic objects were the objects that carry certain meanings such as family photographs, gifts or souvenirs that were collected from travels. The important division in this part is that obviously in most of the houses all of these kinds of objects exist in the living rooms, but the current study is interested only in the objects that are mentioned by the respondents. According to the results that are obtained from chi-square tests there is significant relationship between occupational status and importance of aesthetical objects in the living room ( $\chi^2 = 8.795, df= 1, p = .003$ ). Also there is a significant relationship between time spent in the house and importance of aesthetical objects in the living room ( $\chi^2 = 5.173, df= 1, p = .023$ ). The non-working respondents who spent more time in the house mentioned aesthetical objects that are special to them more than working respondents (see Figure 3.24 and 3.25 for the relationship between occupation, time spent in the house and importance of aesthetical objects).

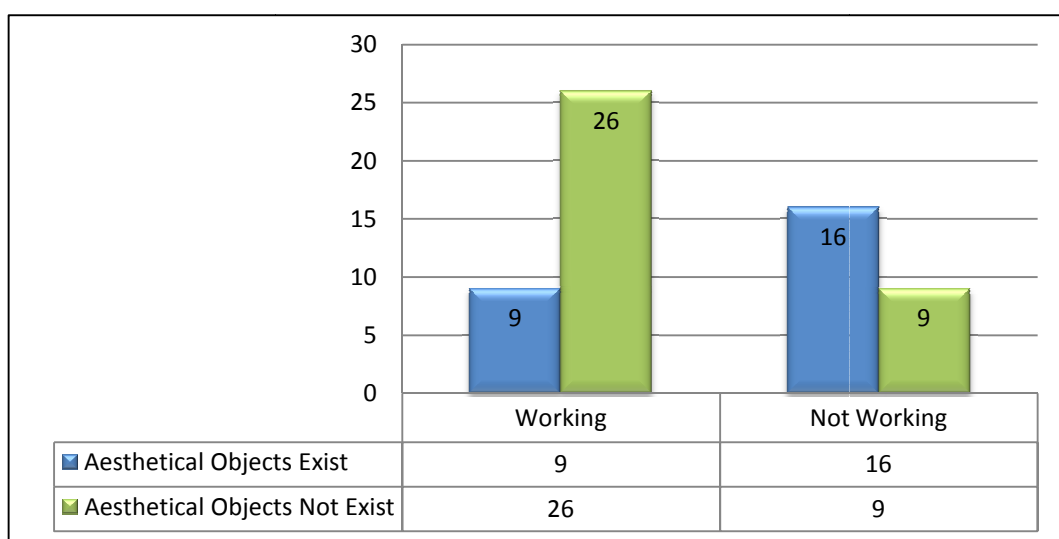


Figure 3.24. The relationship between occupational status and importance of aesthetical objects

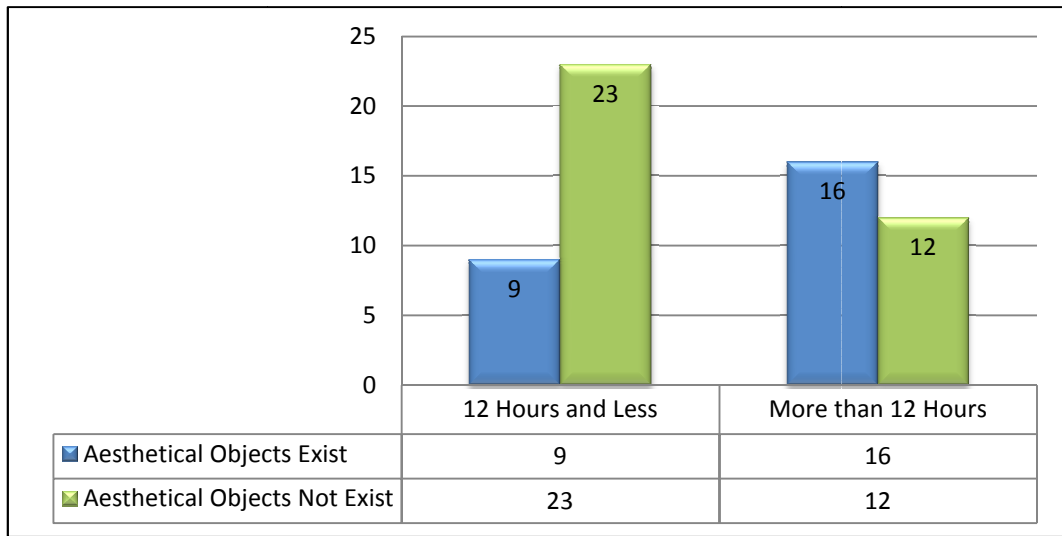


Figure 3.25. The relationship between the time spent in the house and importance of aesthetical objects

On the other hand, there is no significant relationship between the use of the living room and occupational status. Also, there is no significant relationship between the use of the living room and time spent in the house. Rechavi (2004) stated that the time spent in the house or the time spent working outside of the house did not affect the use of the living room. Also, in the current study whether a respondent is working or not working and spent time in the house accordingly, the usage of living room is in the same pattern. The fourth hypothesis is; the activities that are performed in the living room and selected interior design elements in the living room change according to different groups of users. It can be said that the interior design of the living room is related to gender, occupational status and time spent in the house but the use of the living room is seem to be not related.

### **3.3.4. The Sources of Interior Design of the Living Room**

This section relates to the qualitative analysis of the results that are related to the sources of interior design of the living room and the style of the living room.

Rechavi (2004) states that the sources of the interior design of the living room develop both with the style and dweller's concept of what a living room might look like. Grier (1988) claims that middle class dwellers have the opportunity to see what a living room should look like from the pictures of living rooms of upper class in exhibitions in 19<sup>th</sup> century, trains, or women magazines. Cooper- Marcus (1995) state that dwellers reflect their childhood memories into their houses not as direct replicas, but these reflections aimed to create a certain atmosphere. Rechavi (2004) also states that the concept of living room in one's mind is developed both by the objects in the living room and the activities that are performed in the living room. In her (2004) study, participants developed the concept of living room by childhood memories, stores, TV programs, magazines, books or other people's houses. The childhood house of dwellers was the most frequently mentioned source.

In the current study, the sources of the interior design of the living room were asked to the respondents. Respondents could mention more than one source.

According to the responses, the main sources are stores, magazines, other people's houses, interior architects, childhood memories, books, TV and internet (see Figure 3.26 for frequencies of sources of interior design of the living room). The sources of the interior design of the living room are mostly developed by stores or magazines.

As mentioned before, the design decisions of the living rooms were mostly taken by

female respondents. Previous studies indicated that women magazines have sections for interior design hints (Loyd, 1975). Cross (1997) states that women in suburbs pay attention to activities like shopping and reading magazines and they can reach to shopping malls and decoration magazines easily. According to Ayata (2002), TV and magazines have an important role in women's life. They see new household goods in magazines and dream about them. The magazines have a certain role in developing new tastes, preferences and life styles in terms of design of the home. The results of the current study support the previous studies. As the decision makers, the female respondents spend more time in shopping malls and read magazines to develop their concept of living room.

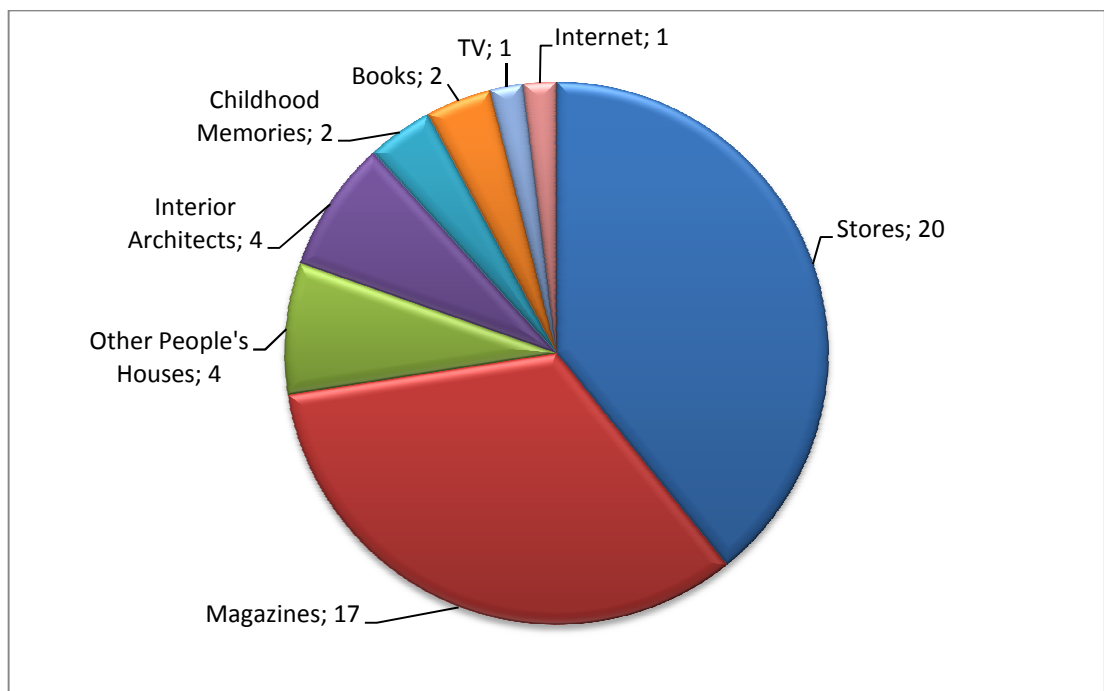


Figure 3.26. The frequency of sources of interior design of the living room

The style of the living room, and overall house was asked to the respondents. Respondents stated that the style of the living room is the same with the overall style of the house. The styles of the living rooms that were mentioned by respondents are modern, minimal, classical, demy-classical, neo-classical, rustic, country, traditional and eclectic. In 4 houses, at least one of the dweller is either an architect or an interior architect. Living rooms in all those houses are claimed to be modern (see Figure 3.27, 3.28 and 3.29 for modern living rooms). According to the previous studies, architects seem to assess built environment differently from non-architects, and their architectural preferences are different (Vischer and Marcus, 1986; Devlin and Nasar, 1989; Nasar, 1989; Devlin, 1990; Stamps, 1991; İmamoğlu, 2000; Brown and Gifford, 2001; Akalın, Yıldırım, Wilson and Kılıçoğlu, 2009). Nasar (1989) states that in houses, the contemporary style is preferred more by architects and young professionals. Regarding their professional background, those respondents preferred to have a modern or minimal living room. In this study, 13 living rooms are claimed to be modern in total. It can be said that the age range of the dwellers that preferred modern style is lower compared to other respondents. Their age range is between 39 and 48.



Figure 3.27. Photograph of a Living Room



Figure 3.28. Photograph of a living room



Figure 3.29. Photograph of a living room



Other than modern and minimal styles, classical, demy- classical, neo- classical, rustic, country, traditional, and eclectic styles were mentioned for 19 houses. Dwellers living in these houses have no architectural background and only 4 of them are assisted by an interior architect. Although various names are given to living room styles, they seem to be composed of different styles (see Appendix C for photographs of all living rooms). The given style of the living room is not necessarily a well defined style; the interior design of the living rooms was either shaped by intentions related to functions of interior design or they were full of objects of memories and objects that reflected the status of the dweller. For example, in the living room which can be seen in Figure 3.30, the objects that carry meanings for the dwellers are displayed in the living room. On the other hand, in Figure 3.31 the objects of status shaped the living room interior design. The owner of that living room stated that

I put all of the valuable objects in my living room for showing them to the guests. All of my accessories are exclusive and high priced.

(55 years old, female)

The intention of the dweller is to display her status; the concept of the living room is not shaped by intentions related to functions or considering a specific style in that case. The TV in that living room was never used and stays there as an object. This type of intention is supported by the point of view of Riggins (1994) who states that, the living room is the place where most obvious and deliberate artifacts are used for creating an impression.



Figure 3.30. Photograph of a living room



Figure 3.31. Photograph of a living room

In another case, the dwellers again define the concept of their living room not by considering the style but by considering the entertainment of formal guests (see Figure 3.32 for the photograph of that living room). As stated below;

This living room is done for protocol. We have formal guests at least once a month. My husband is a doctor. I planned this room considering having his colleagues in our house. Now it is too dark and it looks like museum.  
(46 years old, female)

Those types of living rooms are never used for daily activities, but used only for public ones.



Figure 3.32. Photograph of a living room

On the other hand, there are living rooms which seem to be traditional and they are defined as either traditional or demy- classical by their dwellers (see Figure 3.33 and 3.34 for photographs of those living rooms). It can be said that the age range of the dwellers that have those types of living rooms is higher compared to other respondents. Their age range is between 48 and 74. Those types of living rooms are used for daily activities as well as entertaining guests.



Figure 3.33. Photograph of a living room



Figure 3.34. Photograph of a Living Room

To conclude, it can be said that the style of the living rooms are not well defined in general, except for the modern ones. The overall concept of the living rooms depends on the dweller's intentions. As stated by Rechavi (2004), the concept of the living room is defined by the type of objects that are displayed and the activities that are performed in the living rooms.

## 4. CONCLUSION

The focus of this study was to examine the activities that are performed in the living room and interior design of the living room. Living room is a stage where different activities take place and dwellers show their identity to the outsiders. The relationship between different activities that are performed in the living room and the intentions for the interior design of the living room was also investigated in this study. Moreover, the group differences in the use and the interior design of the living room were examined.

In the first chapter, firstly previous studies that are related to the concept of home were reviewed. Regarding Moore (2000), key influences on home research were examined as “a) cultural, linguistic and historical context; b) philosophical and phenomenological context; and c) psychological context” (p. 207). Home is placed in psychological context and the meaning of the home in terms of its relationship with the identity of its dweller was examined.

In the second chapter, previous studies about house and its specific rooms were discussed in relation with the binary oppositions and the functions of rooms in the house for different cultures. Mainly the different functions of the living room and the family room were examined within the scope of the study. Studies into the use of the living room that revealed the public and private uses were also discussed in this chapter. The idea of living room as a reflection of identity was discussed, and

then the objects in the living room were examined. In the last section, the factors affecting the use and the interior design of the living room were discussed in terms of personal, functional and physical factors.

The third chapter consisted of the field survey which was conducted regarding the previous literature. The field survey was conducted in Angora Evleri, which is an upper class suburb. In-depth interviews were conducted in 32 houses, with a total of 60 respondents. Collected data were analyzed both statistically and qualitatively. In relation with the hypotheses that were constructed, the results indicated that (1) the existence of the family room affects the type, number and frequency of activities that are performed in the living room. If there is no separate family room in the house, the number of private activities and frequency of activities that are performed in the living room increases. Also, (2) the existence of the family room affects the intentions for the interior design of the living room. If there is a separate family room in the house, the intentions related to aesthetics in the interior design of the living room exist more. Also, (3) the existence of the family room affects the selected interior design elements in the living room. For example, if there is a separate family room in the house, the TV set is not placed in the living room. (4) It was hypothesized that; the activities that are performed in the living room and the selected interior design elements in the living room change according to different groups of users. However, the results of the study indicated that the interior design of the living room is related to gender, occupational status and time spent in the house, whereas the use of the living room does not seem to vary among these

groups. In all houses, both the wife and the husband were interviewed. They probably have similar habits as couples, and they use their living rooms in the same pattern. Another reason of this result might be the social status of the respondents. The income and education levels of the female respondents cause a female dominance in the house. Unlike traditional families, the female respondents in this study do not spend much time in the kitchen and use their living room equally with their partners. For further studies, in order to examine the relationship between gender and the use of the living room it can be beneficial to choose male and female respondents who live alone. Also, further studies are needed to compare how residents living alone and families use their living room and to examine how the age of respondents affects the use and the interior design of the living room. This study focused on a few factors that were selected from a more complex set and might not reflect the topic in its whole complexity. Thus, future research can be designed to cover the composite effect of some of these factors together. Pointing out the complexity of the issue, the effect of different house types in relation with the social status of the dweller, on the use of the living room could also be examined.

Qualitative analysis is helpful to cover the complexity of the issue. Also, it helps to derive conclusions from a limited number of responses. Thus, this chapter was concluded with the qualitative analysis of the sources of interior design of the living room. According to the results, ideas for the interior design of the living room are mostly developed by stores or magazines. With the help of those sources,

respondents designed their living rooms in various styles. Further studies are needed to examine how the names of those styles are constructed by the effect of stores and magazines. Lastly, it can be claimed that the traditional use of the living room can still be observed in contemporary Turkish houses even in families with high social status. Further analysis is needed to understand how the traditional use of the living room can be traced to the contemporary Turkish houses.



## 5. REFERENCES

- Akalın, A., Yıldırım, K., Wilson, C. & Kılıçoğlu, O. (2009). Architecture and engineering students' evaluations of house façades: Preference, complexity and impressiveness. *Journal of Environmental Psychology*, 29, 124- 132.
- Altman, I. & Gauvain, H. (1981). A cross- cultural and dialectic analysis of homes. In L. Liben, A. Patterson & N. Newcombe, (Eds.), *Spatial representations an behavior across the life span* (pp. 283- 320). New York: Academic Press.
- Amaturo, E., Costagliola, S. & Ragone, G. (1987). Furnishing and status attributes: A sociological study of the living room, *Environment and Behavior*, 19, 228- 249.
- Ayata, S. (2002). The new middle class and the joys of suburbia. In D. Kandiyoti & A. Saktanber, (Eds.), *Fragment of culture: The everyday of modern Turkey* (pp. 25- 42). London: I. B. Tauris.
- Ayata, S. & Ayata, A. G. (1996). *Konut, komşuluk ve kent kültürü*. Konut Araştırmaları Dizisi: 10. Ankara: T. C. Başbakanlık Toplu Konut İdaresi Başkanlığı.
- Bachelard, G. (1969). *Poetics of space*. Boston: Beacon.
- Benjamin, D. (1995). Afterword. In D. Benjamin & D. Stea, (Eds.), *The home: Words, interpretations, meanings, and environments. Ethnoscapes: Current challenges in the environmental social sciences* (pp. 293- 307). Aldershot: Avebury.
- Bilgin, N. (1991). *Eşya ve insan*. Ankara: Gündoğan Yayınları.
- Bonnes, M., Giuliani, M. V., Amoni, F. & Bernard, Y. (1987). Cross cultural rules for the optimization of the living room. *Environment and Behavior*, 19, 204- 227.
- Bourdieu, P. (1977). *Outline of a theory of practice*. Cambridge: Cambridge University Press.
- Brown, G. & Gifford, R. (2001). Architects predict lay evaluations of large contemporary buildings: Whose conceptual properties?. *Journal of Environmental Psychology*, 21, 93-99.
- Cooper, C. (1974). The house as symbol of the self. In J. Lang, C. Burnette, W. Moleski & D. Vachon (Eds.), *Designing for human behavior: Architecture and the behavioral sciences* (pp. 130- 145). Stroudsburg: Dowden, Hutchinson and Ross.
- Cooper- Marcus, C. (1995). *The house as a mirror of self: Exploring the deeper meaning of home*. Berkley, CA: Conari Press.

- Cromley, E. C. (1990). *Alone together: A history of New York early apartments*. Ithaca, NY: Cornell University Press.
- Cross, G. (1997). The suburban weekend: Perspectives on a vanishing twentieth-century dream. In R. Silverstone (Ed.), *Visions of Suburbia* (pp. 108- 131). London: Routledge.
- Csikszentmihalyi, M. & Rochberg- Halton, E. (1981). *The meaning of things: domestic symbols and the self*. New York: Cambridge University Press.
- De Botton, A. (2006). *The architecture of happiness*. London: Hamish Hamilton, Penguin Books.
- Devlin, K. (1990). An examination of architectural interpretation: Architects versus nonarchitects. *Journal of Architectural Planning and Research*, 7, 235-244.
- Devlin, K., & Nasar, J. L. (1989). The beauty and the beast: Some preliminary comparisons of “high” versus “popular” residential architecture and public versus architect judgments of same. *Journal of Environmental Psychology*, 9, 333-344.
- Dovey, K. (1985). Home and homelessness. In I. Altman & C. M. Werner (Eds.), *Home Environments* (pp. 33- 64). New York: Plenum.
- Dülgeroğlu- Yüksel, Y., Aydınlı, S. & Pulat, G. (1996). *Toplu konutlarda nitelik sorunu*. Konut Araştırmaları Dizisi: 4. (Vol. 1). Ankara: T. C. Başbakanlık Toplu Konut İdaresi Başkanlığı.
- Erdemir- Türkkan, E. (1998). *Components of taste in furniture selection: The case of upper income group in İstanbul*. Unpublished Doctoral Thesis, Bilkent University.
- Erişen, O. (2003). *Suburbanization in Türkiye within the process of integration to global development and a new life- style settlement*. Unpublished Doctoral Thesis, Middle East Technical University.
- Giuliani, M. V. (1987). Naming the rooms implications of a change in the home model. *Environment and Behaviour*, 19, 180- 203.
- Grier, K. C. (1988). *Culture and comfort: Parlor making and middle class identity, 1850- 1930*. Washington, DC: Smithsonian Institution Press.
- Hall, C. (1987). The sweet delights of home. In M. Perrot (Ed.), *A history of private life: VI from the fires of revolution to the greater war* (pp. 46- 93). Cambridge: The Belknap Press of Harvard University Press.
- Hayward, G. (1975). Home as an environmental and psychological concept. *Landscape*, 20, 2- 9.
- Horwitz, J. & Tognoli, J. (1982). Role of home in adult development: Women and men living alone describe their residential histories. *Family Relation*, 31, 335- 341.

- Hummon, D. M. (1989). House, home and identity in contemporary American culture. In S. M. Low & E. Chambers (Eds.), *Housing, culture and design* (pp. 207- 228). Philadelphia: University of Pennsylvania Press.
- Hunt, P. (1989). Gender and the construction of home life. In. G. Allan & G. Crow, (Eds.), *Home and family: Creating the domestic sphere* (pp. 66- 81). London: Macmillan.
- İmamoğlu, Ç. (2000). Complexity, liking and familiarity: Architecture and non-architecture Turkish student's assessments of traditional and modern house façades, *Journal of Environmental Psychology*, 20, 5- 10.
- Korosec- Serfaty, P. (1984). The home from attic to cellar. *Journal of Environmental Psychology*, 4, 303- 321.
- Küçükerman, Ö. (1988). *Kendi mekanının arayışı içinde Türk evi*. İstanbul: Apa Ofset Basımevi.
- Laumann, E. O. & House, J. S. (1970). Living room styles and social attributes: The patterning on material artifacts in a modern urban community. In E. O. Laumann, P. M. Siegel & R. W. Hodge (Eds.), *The logic of social hierarchies* (pp. 321- 342). Chicago: Markham.
- Lawrence, R. J. (1987). What makes a house a home?. *Environment and Behavior*, 19, 154- 168.
- Loyd, B. (1975). Woman's place, man's place. *Landscape*, 20, 10- 13.
- Moore, J. (2000). Placing home in context. *Journal of Environmental Psychology*, 20, 207- 217.
- Money, A. (2007). Material culture and the living room: The appropriation and use of goods in everyday life. *Journal of Consumer Culture*, 7, 355- 377.
- Nasar, J. L. (1989). Symbolic meanings of house styles. *Environment and Behavior*, 21, 235-257.
- Omata, K. (1992). Spatial organization of activities of Japanese families. *Journal of Environmental Psychology*, 12, 259- 267.
- Porteous, J. D. (1976). Home: The territorial core. *American Geographical Society*, 66, 383- 390.
- Rechavi, T. B. (2004). *Couched in their own terms: What makes a living room?*. Unpublished Doctoral Dissertation, City University of New York.
- Rechavi, T. B. (2009). A room for living: Private and public aspects of the living room. *Journal of Environmental Psychology*, 29, 133- 143.
- Riggins, S. H. (1994). Fieldwork in the living room: An autoethnographic essay. In S. H. Riggins (Ed.), *The socialness of things. Essays on the socio-semiotics of objects* (pp. 101- 147). Berlin: Mouton de Gruyter.

- Rybczynski, W. (1987). *Home: A short history of an idea*. New York: Viking.
- Saegert, S. (1985). The androgenous city: From critique to practice. *Sociological Focus*, 18, 161- 176.
- Sixsmith, J. A. (1986). The meaning of a home: An exploratory study of environmental experience. *Journal of Environmental Psychology*, 6, 281- 298.
- Sözen, M. (2001). *Tradition of houses in Turkish culture*. İstanbul: Doğan Kitap.
- Stamps, A. (1991). Comparing preferences of neighbors and a neighborhood design review board. *Environment and Behavior*, 23, 616- 629.
- Tognoli, J. (1979). The flight from domestic space: Men's roles in the household. *The Family Coordinator*, 28, 599- 607.
- Tognoli, J. (1980). Differences in women's and men's responses to domestic space. *Sex Roles*, 6, 833- 842.
- Vischer, J. C. & Marcus, C. C. (1986). Evaluating evaluation: Analysis of a housing design awards program. *Places*, 3, 66-86.
- Vogel, L. M. (2002). Symbols of self: Representative objects in the home. *Interior Design Educators Council Conference Abstracts*, Santa Fe, 102- 103.
- Weisner, T. S. & Weibel, J. C. (1981). Home environments and family lifestyles in California. *Environment and Behavior*, 13, 417- 460.
- Wilson, M. A. & Mackenzie, N. E. (2000). Social attributions based on domestic interiors. *Journal of Environmental Psychology*, 20, 343- 354.
- Woodward, I. (2001). Domestic objects and the taste epiphany: A resource for consumption methodology. *Journal of Material Culture*, 6, 115- 136.
- Yıldırım, K. & Başkaya, A. (2006). Evaluation of main living room in housing blocks by users of different income groups. *Gazi Üniversitesi Mühendislik ve Mimarlık Fakültesi Dergisi*, 21, 285- 291.

## APPENDICES

### APPENDIX A: Semi Structured Interview Questions

#### APPENDIX A1. Turkish Version

Anket No:

Tarih:

Başlangıç Saati:

1- Meslek:

2- Yaş:

3- Cinsiyet: K E

4- Günün ortalama kaç saatini evde geçiriyorsunuz?

5- Bu evde kimlerle oturuyorsunuz? Yaşları nedir? Meslekleri nedir? Nerde

Çalışıyorlar? (Ev, Ofis) Günün ortalama kaç saatini evde geçiriyorlar ?

6- Kaç yıldır bu evde oturuyorsunuz?

7- Salonunuzu hangi aktiviteler için kullanıyorsunuz? (Her aktivite için; x aktivitesini

ne sıklıkla yapıyorsunuz, günün hangi saatlerinde yapıyorsunuz(sabah, öğlen,

akşam), kimlerle yapıyorsunuz?) Bu aktiviteleri neden salonunuzda yapıyorsunuz?

8- Sizce eviniz tarzı nedir? Salonunuzun tarzı nedir? Salonunuzun en temel özelliği nedir?

9- Salonunuzla ilgili kararları kim alıyor?

10- Salonunuzun kişiliğinizi yansıttığını düşünüyor musunuz? Evde en çok kimin kişiliğini yansıtıyor?

11- Salondaki hangi nesnelere kişiliğinizi yansıtmada daha etkili oluyor? Nasıl?

12- Salonunuzu oluřtururken nelerden etkilendiniz?

Çocukluk anıları\_\_ Mağazalar\_\_ TV\_\_ Magazinler\_\_ Kitaplar \_\_

Diğer insanların evleri\_\_ Diğer\_\_\_\_\_

13- Zaman içerisinde salonuzda deęişiklikler yaptınız mı? Neleri deęiřtirdiniz?

Neden?

14- Gelecekte salonunuzla ilgili yapmak istedięiniz deęişiklikler var mı? Varsa neleri deęiřtirmeyi planlıyorsunuz? Neden?

15- Oturma odanız var mı? Evet Hayır

16- Evet ise; Oturma odanızı hangi aktiviteler için kullanıyorsunuz? Bu aktiviteleri neden oturma odanızda yapıyorsunuz? (Her aktivite için; x aktivitesini ne sıklıkla yapıyorsunuz, günün hangi saatlerinde yapıyorsunuz(sabah, öğlen, akşam), kimlerle yapıyorsunuz?)

16- Hayır ise; Oturma odanız yerine hangi odayı kullanıyorsunuz? Bu odadayı hangi aktiviteler için kullanıyorsunuz? (Her aktivite için; x aktivitesini ne sıklıkla yapıyorsunuz, günün hangi saatlerinde yapıyorsunuz(sabah, öğlen, akşam), kimlerle yapıyorsunuz?)Neden bu odayı kullanıyorsunuz ?

17- Oturma odanız ve salonunuzun mobilyalarının temel farklılıklarından söz edebilir misiniz?

18- Oturma odanızı ve salonunuzu bundan önceki evinizin oturma odası ve salonuyla kıyaslayabilir misiniz? Ne şekilde farklılıklar var? Neden?

Bitiş Saati:

## APPENDIX A2. English Version

Interview Number:

Date:

Time:

1- Occupation:

2- Age:

3- Gender: F M

4- How much time do you spent in the house in a normal day?

5- Who are you living with: Their Ages, Occupation, Working at (outside/house), how much time they spent in the house in a normal day?

6-Length of residence:

7- What are the activities that you perform in your living room? (For each activity; frequency of the activity, daily usage (morning, evening, daylong), with whom) Why do you perform those activities in your living room?

8- What is the style of your house? What is the style of your living room? What are the basic characteristics of your living room?

9- Who made the interior design decisions about your living room?

10- Do you think that your living room reflects your identity? Whose identity is reflected more?

11- Which objects in the living room reflects your identity more? How?

12- What affects you when you are designing your living room?

Childhood memories\_\_ Stores\_\_ TV\_\_ Magazines\_\_ Books\_\_

Other people's houses\_\_ Other\_\_\_\_\_

13- How your living room was rearranged over time? Why?

14- What changes do you plan to make in future? Why?

15- Do you have a separate family room? Yes/No

16- If yes; what are the activities that you perform in your family room? (For each activity; frequency of the activity, daily usage (morning, evening, daylong), with whom)

16- If no; which room is used as a family room? What are the activities that you perform in that room? (For each activity; frequency of the activity, daily usage (morning, evening, daylong), with whom) Why do you perform those activities in your living room?

17- What are the differences between furniture of your living room and family room?

18- Can you compare your previous living room and family room with the current ones? Are there any differences? Why?

Time:



## APPENDIX B: The Results of the Statistical Analysis

### APPENDIX B1. Pearson's Correlations

Table B.1. Intentions related to aesthetics vs. Public living room activities

		Intentions of Interior Design-Aesthetical	Public Living Room Activities
Intentions of Interior Design- Aesthetical	Pearson Correlation	1	,447*
	Sig. (2-tailed)		,010
	N	32	32
Public Living Room Activities	Pearson Correlation	,447*	1
	Sig. (2-tailed)	,010	
	N	32	32

\*. Correlation is significant at the 0.05 level (2-tailed).

Table B.2. Intentions related to aesthetics vs. Number of private living room activities

		Intentions of Interior Design-Aesthetical	Number of Private Living Room Activities
Intentions of Interior Design- Aesthetical	Pearson Correlation	1	-,509**
	Sig. (2-tailed)		,003
	N	32	32
Number of Private Living Room Activities	Pearson Correlation	-,509**	1
	Sig. (2-tailed)	,003	
	N	32	32

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

Table B.3. Intentions related to aesthetics vs. Total number of activities

		Intentions of Interior Design-Aesthetical	Total Number of Activities
Intentions of Interior Design- Aesthetical	Pearson Correlation	1	-,446*
	Sig. (2-tailed)		,010
	N	32	32
Total Number of Activities	Pearson Correlation	-,446*	1
	Sig. (2-tailed)	,010	
	N	32	32

\*. Correlation is significant at the 0.05 level (2-tailed).

Table B.4. Intentions related to functions vs. Private living room activities

		Intentions of Interior Design-Functional	Private Living Room Activities
Intentions of Interior Design- Functional	Pearson Correlation	1	,536**
	Sig. (2-tailed)		,002
	N	32	32
Private Living Room Activities	Pearson Correlation	,536**	1
	Sig. (2-tailed)	,002	
	N	32	32

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

Table B.5. Intentions related to functions vs. Number of private living room activities

		Intentions of Interior Design-Functional	Number of Private Living Room Activities
Intentions of Interior Design- Functional	Pearson Correlation	1	,406*
	Sig. (2-tailed)		,021
	N	32	32
Number of Private Living Room Activities	Pearson Correlation	,406*	1
	Sig. (2-tailed)	,021	
	N	32	32

\* . Correlation is significant at the 0.05 level (2-tailed).

Table B.6. Intentions related to functions vs. Frequency of living room use

		Intentions of Interior Design-Functional	Frequency of Living Room Use
Intentions of Interior Design- Functional	Pearson Correlation	1	,393*
	Sig. (2-tailed)		,026
	N	32	32
Frequency of Living Room Use	Pearson Correlation	,393*	1
	Sig. (2-tailed)	,026	
	N	32	32

\* . Correlation is significant at the 0.05 level (2-tailed).

Table B.7. Intentions related to functions vs. Total number of activities

		Intentions of Interior Design-Functional	Total Number of Activities
Intentions of Interior Design- Functional	Pearson Correlation	1	,525**
	Sig. (2-tailed)		,002
	N	32	32
Total Number of Activities	Pearson Correlation	,525**	1
	Sig. (2-tailed)	,002	
	N	32	32

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

Table B.8. Gender vs. Occupation

		Gender	Occupation
Gender	Pearson Correlation	1	,439**
	Sig. (2-tailed)		,000
	N	60	60
Occupation	Pearson Correlation	,439**	1
	Sig. (2-tailed)	,000	
	N	60	60

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

Table B.9. Gender vs. Time spent in the house

		Gender	The time spent in the house
Gender	Pearson Correlation	1	-,291*
	Sig. (2-tailed)		,024
	N	60	60
The time spent in the house	Pearson Correlation	-,291*	1
	Sig. (2-tailed)	,024	
	N	60	60

\*. Correlation is significant at the 0.05 level (2-tailed).

Table B.10. Time spent in the house vs. Occupation

		The time spent in the house	Occupation
The time spent in the house	Pearson Correlation	1	-,389**
	Sig. (2-tailed)		,002
	N	60	60
Occupation	Pearson Correlation	-,389**	1
	Sig. (2-tailed)	,002	
	N	60	60

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

Table B.11. Time spent in the house vs. Age

		The time spent in the house	Age Group
The time spent in the house	Pearson Correlation	1	,452**
	Sig. (2-tailed)		,000
	N	60	60
Age Group	Pearson Correlation	,452**	1
	Sig. (2-tailed)	,000	
	N	60	60

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

Table B.12. The person who made decisions vs. The person whose identity is reflected

		The person who made the decisions about the living room	The person whose identity is reflected to the living room
The person who made the decisions about the living room	Pearson Correlation	1	,707**
	Sig. (2-tailed)		,000
	N	60	60
The person whose identity is reflected to the living room	Pearson Correlation	,707**	1
	Sig. (2-tailed)	,000	
	N	60	60

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

Table B.13. Number of private living room activities vs. Frequency of living room use

		Number of Private Living Room Activities	Frequency of Living Room Use
Number of Private Living Room Activities	Pearson Correlation	1	,575**
	Sig. (2-tailed)		,001
	N	32	32
Frequency of Living Room Use	Pearson Correlation	,575**	1
	Sig. (2-tailed)	,001	
	N	32	32

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

## APPENDIX B2. Independent Samples T-Tests

Table B.14. Group statistics for t-tests

Group Statistics					
	Existence of Family Room	N	Mean	Std. Deviation	Std. Error Mean
Public Living Room Activities	Not Exists	16	1,8750	,34157	,08539
	Exists	16	2,0000	,00000	,00000
Number of Public Living Room Activities	Not Exists	16	1,3125	,47871	,11968
	Exists	16	1,3125	,47871	,11968
Private Living Room Activities	Not Exists	16	2,0000	,00000	,00000
	Exists	16	1,4375	,51235	,12809
Number of Private Living Room Activities	Not Exists	16	2,0625	,77190	,19298
	Exists	16	1,1250	,34157	,08539
Existence of TV Set in the Living Room	Not Exists	16	1,8125	,40311	,10078
	Exists	16	1,4375	,51235	,12809
Frequency of Living Room Use	Not Exists	16	3,8750	,50000	,12500
	Exists	16	2,9375	,85391	,21348
Daily Living Room Use	Not Exists	16	2,7500	,44721	,11180
	Exists	16	2,4375	,51235	,12809
Total Number of Activities	Not Exists	16	5,2500	1,77012	,44253
	Exists	16	2,5000	1,50555	,37639
Intentions of Interior Design- Functional	Not Exists	16	1,8750	,34157	,08539
	Exists	16	1,5625	,51235	,12809
Intentions of Interior Design- Aesthetical	Not Exists	16	1,5625	,51235	,12809
	Exists	16	1,9375	,25000	,06250
Intentions of Interior Design- Symbolical	Not Exists	16	1,1875	,40311	,10078
	Exists	16	1,3125	,47871	,11968
Type of Living Room Objects- Functional	Not Exists	16	1,1875	,40311	,10078
	Exists	16	1,2500	,44721	,11180
Type of Living Room Objects- Aesthetical	Not Exists	16	1,4375	,51235	,12809
	Exists	16	1,6875	,47871	,11968
Type of Living Room Objects- Symbolical	Not Exists	16	1,6250	,50000	,12500
	Exists	16	1,5000	,51640	,12910

Table B.15. Independent samples t- tests

	Levene's Test for Equality of Variances		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
	F	Sig.						Lower	Upper
Public Living Room Activities	11,667	,002	-1,464	30	,154	-.12500	,08539	-.29339	,04939
Number of Public Living Room Activities	,000	1,000	-1,464	15,000	,164	-.12500	,08539	-.30701	,05701
Private Living Room Activities	945,000	,000	4,392	30	,000	,56250	,12809	,30091	,82409
Number of Private Living Room Activities	7,307	,011	4,392	15,000	,001	,56250	,12809	,28949	,83551
Existence of TV Set in the Living Room	8,324	,007	4,443	30	,000	,93750	,21102	,50653	1,36847
Frequency of Living Room Use	8,940	,006	2,301	28,426	,029	,37500	,16298	,04138	,70862
Daily Living Room Use	4,061	,053	1,838	30	,076	,31250	,17002	-.03472	,66972
Total Number of Activities	1,027	,319	4,734	30	,000	2,75000	,58095	1,56355	3,93645
Intentions of Interior Design- Functional	17,157	,000	2,030	29,247	,000	2,75000	,58095	1,56226	3,93774
Intentions of Interior Design- Aesthetical	43,308	,000	2,030	26,134	,063	,31250	,15394	-.00189	,62689
Intentions of Interior Design- Symbolical	2,612	,117	-2,631	30	,013	-.37500	,14252	-.66807	-.08393
Type of Living Room Objects- Functional	,697	,410	-2,631	21,760	,015	-.37500	,14252	-.67078	-.07924
Type of Living Room Objects- Aesthetical	1,720	,200	-1,426	30	,431	-.12500	,15646	-.44453	,19463
Type of Living Room Objects- Symbolical	1,000	,325	-1,426	29,969	,164	-.25000	,15646	-.44492	,19492

## APPENDIX B3. Chi- Square Tests

Table B.16. Gender vs. The person who made decisions

### Crosstab

			The person who made the decisions about the living room			Total
			The respondent	Both respondent & partner	The partner	
Gender	Female	Count	14	13	3	30
		Expected Count	7,5	11,5	11,0	30,0
	Male	Count	1	10	19	30
		Expected Count	7,5	11,5	11,0	30,0
Total		Count	15	23	22	60
		Expected Count	15,0	23,0	22,0	60,0

Table B.17. Gender vs. The person who made decisions

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23,294 <sup>a</sup>	2	,000
Likelihood Ratio	26,812	2	,000
Linear-by-Linear Association	22,855	1	,000
N of Valid Cases	60		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 7,50.

Table B.18. Gender vs. The person whose identity is reflected

**Crosstab**

		The person whose identity is reflected to the living room				Total	
		None of them	The respondent	Both respondent & partner	The partner		
Gender	Female	Count	2	13	10	5	30
		Expected Count	1,5	8,0	7,0	13,5	30,0
	Male	Count	1	3	4	22	30
		Expected Count	1,5	8,0	7,0	13,5	30,0
Total		Count	3	16	14	27	60
		Expected Count	3,0	16,0	14,0	27,0	60,0

Table B.19. Gender vs. The person whose identity is reflected

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19,858 <sup>a</sup>	3	,000
Likelihood Ratio	21,290	3	,000
Linear-by-Linear Association	15,151	1	,000
N of Valid Cases	60		

a. 2 cells (25,0%) have expected count less than 5. The minimum expected count is 1,50.



Table B.20. Aesthetical objects vs. Occupation

**Crosstab**

			Occupation		Total
			Not working	Working	
Type of Living Room Objects- Aesthetical	Not Exists	Count	9	26	35
		Expected Count	14,6	20,4	35,0
	Exists	Count	16	9	25
		Expected Count	10,4	14,6	25,0
Total	Count		25	35	60
	Expected Count		25,0	35,0	60,0

Table B.21. Aesthetical objects vs. Occupation

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8,795 <sup>b</sup>	1	,003		
Continuity Correction <sup>a</sup>	7,290	1	,007		
Likelihood Ratio	8,929	1	,003		
Fisher's Exact Test				,004	,003
Linear-by-Linear Association	8,648	1	,003		
N of Valid Cases	60				

a. Computed only for a 2x2 table

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 10,42.

Table B.22. Aesthetical objects vs. Time spent in the house

**Crosstab**

			Time spent in the House		Total
			Less than 12 hours	More than 12 hours	
Type of Living Room Objects- Aesthetical	Not Exists	Count	23	12	35
		Expected Count	18,7	16,3	35,0
	Exists	Count	9	16	25
		Expected Count	13,3	11,7	25,0
Total	Count	32	28	60	
	Expected Count	32,0	28,0	60,0	

Table B.23. Aesthetical objects vs. Time spent in the house

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5,173 <sup>b</sup>	1	,023		
Continuity Correction <sup>a</sup>	4,048	1	,044		
Likelihood Ratio	5,236	1	,022		
Fisher's Exact Test				,036	,022
Linear-by-Linear Association	5,087	1	,024		
N of Valid Cases	60				

a. Computed only for a 2x2 table

b. 0 cells (,0%) have expected count less than 5. The minimum expected count is 11,67.

## APPENDIX C: Photographs of Respondents Living Rooms



Figure C.1. Photograph of a living room



Figure C.2. Photograph of a living room



Figure C.3. Photograph of a living room



Figure C.4. Photograph of a living room



Figure C.5. Photograph of a living room



Figure C.6. Photograph of a living room



Figure C.7. Photograph of a living room



Figure C.8. Photograph of a living room



Figure C.9. Photograph of a living room



Figure C.10. Photograph of a living room



Figure C.11. Photograph of a living room



Figure C.12. Photograph of a living room



Figure c.13. Photograph of a living room



Figure c.14. Photograph of a living room



Figure C.15. Photograph of a living room



Figure C.16. Photograph of a living room



Figure C.17. Photograph of a living room



Figure C.18. Photograph of a living room





Figure C.19. Photograph of a living room



Figure C.20. Photograph of a living room



Figure C.21. Photograph of a living room



Figure C.22. Photograph of a living room



Figure C.23. Photograph of a living room



Figure C.24. Photograph of a living room



Figure C.25. Photograph of a living room



Figure C.26. Photograph of a living room



Figure C.27. Photograph of a living room



Figure C.28. Photograph of a living room



Figure C.29. Photograph of a living room



Figure C.30. Photograph of a living room



Figure C.31. Photograph of a living room



Figure C.32. Photograph of a living room