

An In-Depth Analysis of Socialization Factors and Their Impact.

Sami ur Rehman. S,

Associate Professor, Department of Architecture, KLEF, Vaddeswaram, Guntur Dist, A.P,
India.

Abstract.

The purpose of the study is to determine the significance of public relations in a residential community or society and to provide design criteria with regard to a residential neighborhood's social influence. In order to accomplish this, a poll of public opinion was undertaken, and new ways to design are identified based on the results. which would encourage individuals to engage in more social interactions. Based on data collecting and surveys, the primary goal of the entire study is to concentrate on apartments (residential buildings) while taking into account the rising demand for them. Data research suggests that social context and socialisation are extremely important and must be taken into account at the fundamental and basic stages.

Keywords: Social Impact factor , Residential Apartment ,Socialization, Residential neighborhood.

1. Introduction

“A house is a machine for living in.” - Le Corbusier

Architecture is the art or practice of designing and constructing buildings. These buildings are meant for living, to create a home. A cluster of these houses becomes a neighborhood and a cluster of neighborhoods become a village.

As said by Le Corbusier “a house is a machine for living in” one expects it to give us all amenities that he/she intends to have and also treat it as a family member. As human nature goes, people look out for more opportunities in every possible way to make our living comfortable and to lead a happy life. In this process, one essential element is neighbors or an “extend family” as they are called it the research. [1].

Let us imagine that a family has moved into a new locality or bought a new house, the first thing that they are concerned, is about their “extend family”, who are they going to be. But why on earth is it so important to know who they are and what is that they have to do with this family shifting next to them. Did you ever ask this question to yourself? No don't just answer it, there are a lot more coming.

Before going further, let's know about the where abuts of the topic “CONCEPTUALISING A RESIDENTIAL BUILDING BY THE CONCEPT OF SOCIALISATION”. By this time, one might get a wage idea that the report is about neighbours near our homes and their importance. Now let's channelize the attention towards, the neighbors in an apartment. Here we won't be discussing what kind of neighbors one has; instead, we will be more focused on how to improve the relationship between them. Something is missing here, is indeed where is architecture involved in the entire story it's just about neighbors in an apartment. Is it so! In this Pre-Thesis topic, we are concentrating on, how a simple design can bring up a change and help improve the relations and grow on to live as an extended family.

Socializing doesn't happen by going to some specific place, for that purpose it has to be done in every point of our daily life. And having said this it is more important to socialize with our neighbors for the same reasons we have already discussed. In order to know about the facts of what is actually happening in today's world and to reach out to the users of the residential buildings and to understand their point of view before actually giving a solution is very important. [2]

Here are two research documents that add up to the study giving the moral support by, one saying about the type of people interested in apartments along with their details and the other speaking about social spaces and gatherings in these spaces with respect to people participating. The two reports are:

- A Study on Customers Inclination Towards Apartment Culture Instead of Single Unit Houses
- Architectural and personal influences on neighboring behaviors.

1.1 A study on customer's inclination towards apartment culture instead of single unit house.

Objectives of the study are the following:

- To analyze the factors that lead to customer's inclination.

- To find out the current issues faced by the apartment buyers.
- To evaluate the buyer's satisfaction in buying apartments.
- To study the apartment buyer's characteristic.

1.2 Architectural and personal influences on neighbouring behaviours

The article speaks about:

- Social networks
- Neighboring behaviors
- Architectural features that influence behavior
- Activates in social spaces
- An example of a neighborhood

2. Viewpoints of Stakeholders.

These are few of opinions of the stakeholders from the survey conducted as a part of the preliminary study.

Micro-families are the root cause for the growth of apartment culture.

The increasing number of nuclear families is the core reason for the rising need of housing in our country, there was a time when people preferred joint families, living with 20 or more people under the same roof, Which bought a bonding between the occupants but due to the smaller size of today's family's the bonding is missing. The Younger generation calls this as privacy and I feel this new trend is not letting them mingle with their neighbors also. So, they don't make use of the facilities provided in their respective places of living provided for socializing.

K. Baburao (Retired teacher)

The Busy Life

I live along with our parents in an apartment, in Hyderabad. We are 4 in our family; I am an architect working in a firm. My father working in a company which keeps him busy all the time and he even Goes out on a company tour once a month. My mother is a housewife but is always busy in her small homemade garden, while my sister goes out to college. By stating all of this I would like to highlight that we do not have a so-called free time to socialize within our own family then how is it possible with our neighbors. To overcome this drawback, we go to our village or take a day out whenever it is possible and spend some quality time with each

other. The same thing also happens within our apartment we celebrate festivals like Ganesh Chaturthi holy, Sankranti as a community to develop a bonding within us.

Ar. Naveena (ARCHITECT)

Space an Issue

To provide spaces to socialize we need to increase the price. In today's world everything is linked with money, the economy plays a very important task in selling and buying flats. The customer always what's his needs to be fulfilled in the lowest possible rate. This is a common phenomenon with everyone when buying any product not only with a flat. Keeping this in mind when we have to provide the facilities in the construction of the apartments, and this cost depends on many aspects (like land rate, location). Another important factor is the target group, on which sector of people are we aiming to sell the product and their affordability ratio. Depending on the above-mentioned aspects the cost and facilities are decided. Now to provide facilities that encourage the social interactions we need to consider the above-mentioned points and only if it is viable only then it can be implemented.

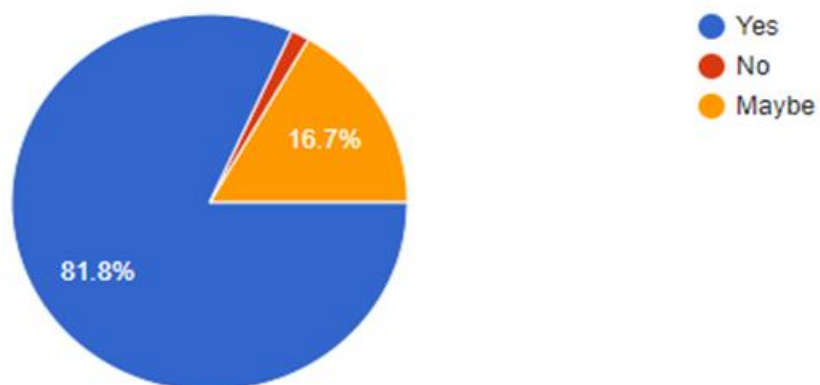
B. Venugopal (M.D. R V NIRMAN)

Conducting a survey

A survey was conducted in order to reach out to more number of people. The survey has 17 questions which start from their name and occupation to their views on how socializing and things they want to have at their disposal. The data obtained from this study brought up a new point of view into the study.

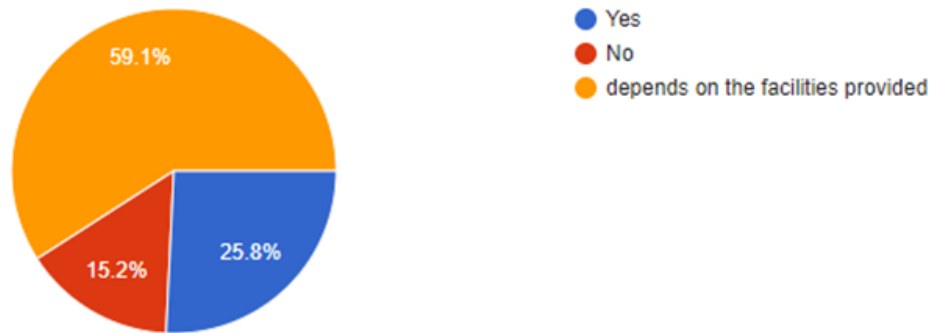
Does maintaining good social relations with your neighbors' benefit?

66 responses



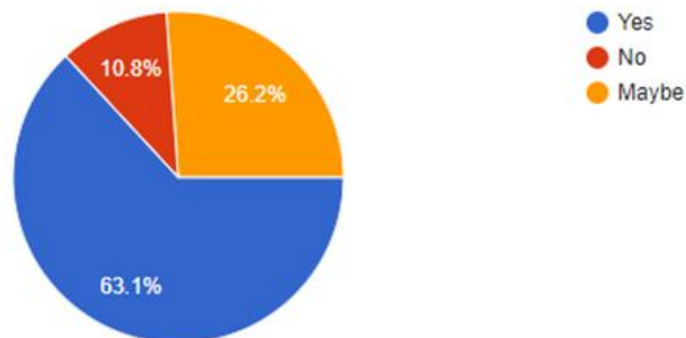
Will you accept, if you and your neighbor are given facilities (like space for drying clothes) in common in the name of developing your relationship with them!!

66 responses



Are you willing to have a dedicated space in your apartment for you and your neighbor to interact (like a balcony or a sit-out):

65 responses



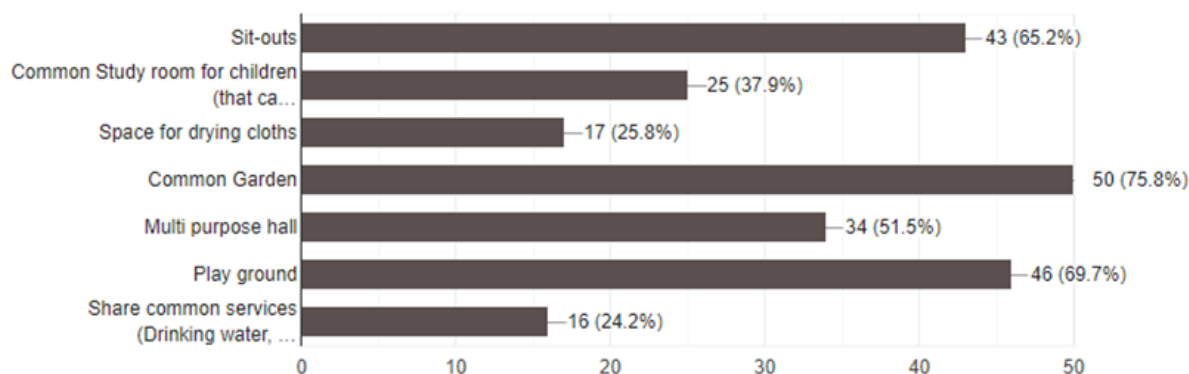
Will you be willing to pay if an extra amount is charged for the above-mentioned space to be provided:

66 responses



From the below-shown list select the facilities which you like to have at your disposal

66 responses



These pie charts tell us about most of the people are willing to have spaces where they could interact with their neighbors on a day to day basis rather than on a planned event. Though it is very clear that the spaces which are given have to be carefully designed and these spaces should be accepted by the occupants, giving spaces for common use which are not acceptable by the users should not be done. They facilities or spaces would change with the target group of occupants.

The information that is shown through these to graphs is quite essential as, one of the graphs has the information about the spaces that people are interested to have as a common facility, and the other speaks about the number of people that are willing to pay for the facilities that are being provided to them as an extra.

By analyzing the data available here, a large number of people are willing to have facilities that help them improve their relations with their neighbors. At the same time it is very important to understand that any facility that is provided will be charged; by saying this one has to understand that any facility that they get will be charged. (And from the data obtained, 47% of the people say that their choice of tacking a house with extra socializing facilities would be depending on the extra cost that they have to pay, 18.2% of them directly say no to the increase in amount and 34.8% of people are willing to pay the price.) [3]

By this one should know that the facilities that are being given should be very specific and should be in such a way that the consumer is willing to pay the increase in the price at the same time it has to be kept in mind that the increase should not be too high.

3. METHODOLOGY:

From the study, we understood that there are several different aspects that have to be addressed in order to give out a possible solution for the cause, There is a major aspect which is “economy”, money plays a very important role in the construction industry and in the current situation where every inch off land is important no developer would be freely giving built-up space for socializing.

As architect one can come up with designs that can focus on improving social relations for example, we can have gathering spaces on every floor of the apartment. But to do this space is needed and another important aspect is, the extra cost that would be on the buyer. Is that extra cost affordable by them (or) are they will to pay the extra price. For instance, let’s say that a two-bedroom flat having an area of 900 sq. Ft is ₹49,00,000/- in an apartment (located in Thadigadapa village, Vijayawada, Andhra Pradesh) without any specific facility for socialization but has everything that should be present as per ‘APRERA’ or ‘AP BUILDING BYELAWS’ and then we come up with another building which has the same specifications as this one along with a small gathering space in every floor in same locality and if it costs ₹49,50,000/- would the buyer buy the product?

The question can be answered quite simply,’ It depends on the target group’ if the project is meant for a low-income group or a middle-income group, the chances of pulling of the end product is very low or equal to non. But in the same place if the project is targeting higher income group or a luxury sector then all of these elements can be put into place.

From this one should understand that, it is very important to understand the dynamics and the background of the project in order to come up with designs which will be resulting in the development of socialization among the residents, and to understand these aspects one needs to keep these aspects in mind.

1. *Target group of the project*
2. *What are the reasons to choose the apartment in that particular region?*
 - The location close to their working place.
 - The location is close to their children’s school or college.
 - The apartment is located in an area with good transportation facilities.
 - Situated in a good neighbourhood.
 - As a form of investment.

4. DATA ANALYSIS:

If architects have to come with designs that are intended towards developing the relations between the neighbors, it is very important to convince the developer or the owner of the project to provide such spaces by compromising in cost or convince the buyer for the extra amount. The success rate of this outcome is very low as one should understand it.

In the projects intended for luxury sectors we see spaces like lounges in front of lift lobbies, garden spaces in each floor, as the buyer who chooses these apartments can afford and pay the extra cost. But this cannot be done in all the projects because the target groups differ and the economy of the buyer pays a key aspect the process of paying the extra price.

If seen carefully there is another way to achieve the desired goal. All over the world there are norms in place, which regulate the construction of any structure that is to be built. These rules also mention about the provision of community spaces, as per National Building Code of India (NBC)-2005. [4] (In case of Group Housing Buildings where there are 100 units and above, a minimum 3% of built up space or 50,000 sq. ft. whichever is lesser shall be planned and developed for common amenities and facilities like convenient shopping, committee hall / club house, crèche, gymnasium etc. Amenities block shall not be part of the residential blocks. However in case of single apartment block, amenities can be provided in the same block.)

This norm clearly states, area of 3% of the built up space or 50,000 sq. ft. (whichever is less) has to allotted in the apartment if there are more than 100 flats, and dose not say anything about the provision community spaces for apartments having less than 100 flats. One should also understand that, according to this rule the space should not be part of the building; it can be part of the structure only if there is a single block present. [5] By modifying and adding few elements into this rule one can have better design solutions which lead to the development of socialization in the apartment. [6]

5.RESULT:

Now it is pretty clear that architects can take a step towards designing spaces which intend to develop relation between neighbours. To achieve this, there are few aspects which have to clearly addressed. Now let us take a look at the conclusions:

- The space which is allocated for the common amenities in apartments having more than 100 flats must be located in an area where residents encounter it frequently.
- The apartments dedicated for luxury sector/ deluxe flats must have a common space in each floor. The space must be given such that it should accommodate a minimum of 2 people from each flat present in the floor.(if there are n number of flats in the floor and each person needs a space of 10 sq. m (let's say), then a space of 2 X 10 X n sq. m is needed).
- This has to be provided even if a dedicated 3% space is provided also. These spaces must be there in apartments which have less than 100 flats also

6.CONCLUSION:

The idea of the entire study is to come up with a way which can help in improving the relation between neighbours, through design. By considering this as the first step towards this initiation. It is very clear that this won't be sufficient to bring out the change, and a lot of progress has to be done on this front. It is very evident that a lot more work has to be done and this research will be acting as a reference point.

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