

# HIERARCHY OF VALUE PERCEIVED BY GROUPS OF USERS ABOUT THEIR NEIGHBOURHOOD

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## 1 BACKGROUND AND IDENTIFICATION OF KNOWLEDGE GAP

In a wider context, built environment researchers have identified the value perceived by their clients as a relevant concept, backed up by extensive research related to definition, understanding and the attempt at measuring the perception of value by the clients and users. There is still a lack of research focusing on the built environment on the neighbourhood scale. Most of the existing studies on the built environment has focused on the scale of buildings. The neighbourhood scale has a greater complexity because of the number of different typologies of buildings, infrastructure and large number of users (residents, traders and frequenters). Besides this, the personal values dimension has not been properly explored in the investigations related to the built environment.

## 2 RESEARCH QUESTION AND AIM

This paper reports part of a master's degree research in which one of the research questions was: what are the relationships between personal values and the perception of value of user groups (residents and traders) of a neighbourhood? Because of the absence of identified knowledge, taking the Means-end Chain Model as a theoretical base, this paper aims at identifying and comparing the perception value of two user groups of a neighbourhood.

## 3 METHODOLOGY

The case study was made in the Cidade Baixa neighbourhood, southern Brazil. The Town Hall formed a Work Group (WG) with the aim of equating the conflicts of interest (e.g. nightlife noise) between two neighbourhood user groups: residents and traders.

Table 1: User Groups, Population and Sample Collected.

User Groups	Number and Type	Population (N)	Collected Sample (n)
Residents	90 residential units	90	7
Traders	67 trade facilities	67	6

The perception of value of both groups was presented through the application of the laddering technique (data collection and analysis and interpretation results) and Hierarchical Value Map (HVM). A semi-structured in-depth interviewing script was organized in which the following constructs were addressed: Coexistence, Accessibility, Image, Environmental Comfort and Safety (previously identified in the exploratory phase of the research).

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## 4 RESEARCH FINDINGS

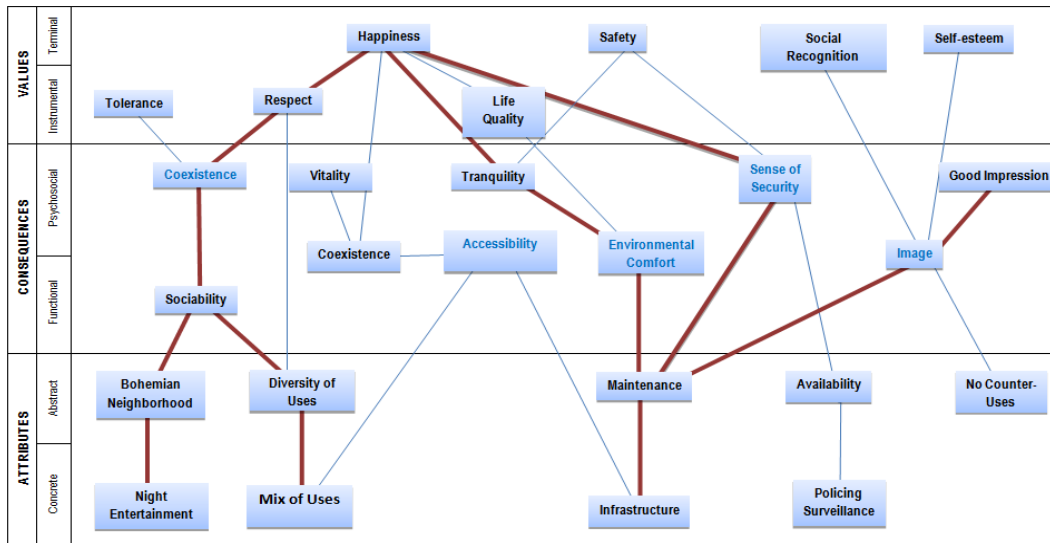


Figure 1: Residents HVM.

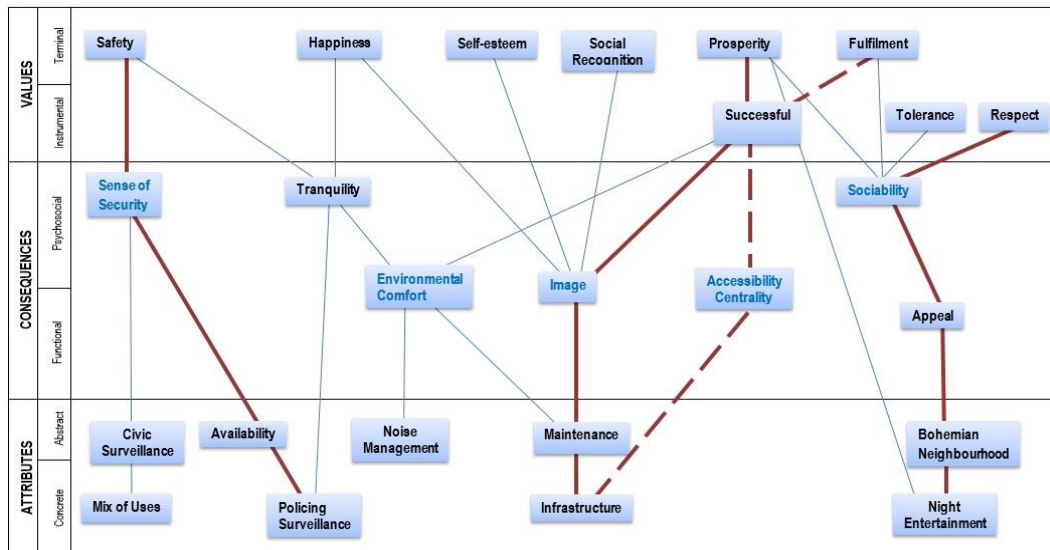


Figure 2: Traders HVM.

- The HVMs as a visual display shows more clearly the relationships between personal values and the perception of value regarding the neighbourhood for each user group.
- The influence of personal values on users' perception of value can lead to an important contribution to the perceived value concept because it has allowed for a wider understanding of the value generation to be used in the built environment.
- As shown in the case study, different personal values result in similarities and differences in users' perceived value.
- Considering the multi-disciplinary aspect related to the research regarding the built environment and the user's interaction with this environment, the use of techniques from different knowledge areas is important.
- The methods and constructs identified here could be applied for research and practices of the IGLC community as a whole. Besides this, given the complexity of neighbourhood use management, such methods present a potential for contributing to the development management of complex projects.

