An Examination of Likeability Criteria in Evaluative Image of Women in Cities (Case Study: Tehran City)

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Abstract

The image evaluation of environment is not just the result of impressions made by its external attributes on the mind of the observer. It is, however, created by the imagination of the observer. On one hand, the city is lodged by a wide variety of people whose evaluation of its images they form in their mind is critical. The desirability of the urban environments for various social strata, especially for women, depends on the relationship between human beings and the environment as well as their priorities and preferences. The aim of this study is to achieve women's image of urban environment and how to evaluate and identify priorities to select the desired location due to differences in values, emotions, experiences and inferential meanings of public space in Tehran.

The research method is based on techniques developed by Jack L. Nasar in his research on the Evaluative image of the city (1990) at the first step. Then, a phenomenological hermeneutic approach oriented to describe the connotations and emotions image representation of women in the experience of urban spaces desirable / undesirable and nature of development of the city of Tehran. For this purpose, 15 women in-depth interviews were targeted for sampling. Recent interviews description of what the five locations stated desirable and undesirable fifth place. Interviews were recorded and the data obtained from it written in the form of tables were analyzed. The results indicate that the optimal site selection of the women's evaluative image, with a focus on likability, the common meanings associated with the concepts of freedom, justice, respect of (dignity) Location, beauty, with socio-cultural prestige and class, stylish and full of detail being quiet and cozy, with privacy and space while having the breadth of the definition, being more likely to have a happy mood and health.

Keywords: Evaluative Image; Likability; Women; Cognitive Appraisals; Emotional Reaction; Tehran

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1. Introduction

Since the relationship between an individual and his or her surrounding environment is formed in various levels like the individual level (e.g. feeling, perception, values, mental experiences, etc.) and the social level (e.g. various social groups or the ones which are similar in terms of age and gender), it is better to examine the features of various groups and social strata on the same level. As the interpretations and mental images and meanings formed for both women and men are unique depending on the values, priorities and experiences, their behavior in dealing with the same problems will be different (Pakzad & Bozorg, 2012).

Gender roles an important factor because it influences styles of behavior, attitudes, beliefs, opinions, values, etc. Some research showed that females' behavior and beliefs focus more on social context, and traditionally females take more responsibility for social needs and are more oriented towards the everyday social and physical environment. They are likely to provide social support to others when unpleasant life events, occur (e.g. Moller & Serbin, 1996; Maccoby & Jacklin, 1974; Archer, 1996; Bussey & Bandura, 1999; Eisler et al., 1999).

Environmental assessments that differ by gender, age, economic status, race, or ethnicity may provide clues about designing activity-friendly environments for each group. Identifying environmental attributes that are both related to physical activity and evaluated favorably can provide a strong case for policy change (Nasar, 2008). Females are expected to be more conscious than males of environmental problems due to a more pronounced future time perspective (Eisler et. al., 2003).

The perception of pleasantness also depends on the context. Various groups such as women may differ in the aspects of the environment they consider pleasant. Ideally, communities should create places that for their context have positive effects on physical activity and on their evaluations and connotative meanings (Nasar, 2008).

Environmental psychology has established attributes associated with preference, or likeability. To plan for those substantial areas of agreement, urban designs should incorporate the public meanings, their evaluative image of places (Nasar et. al., 2011).

In *The Evaluative Image of the City*, Nasar extends Lynch's work (Lynch, 1960). He argues, however, that knowledge about imageability is not enough. His work focuses on meaning, which refers to inferences about the quality and character of the place and its users. Human feelings and meanings define what Nasar calls "the evaluative image of the city." This phrase refers to how the public evaluates the cityscape and how they react to various environments (Nasar, 2013).

We recall places about which we have strong feelings, and we will more likely have feelings about the recalled imageable parts of the city (Rapoport, 1970). Research has found that the most imageable buildings in a city elicit the strongest evaluations both positive and negative (Appleyard, 1976). If most people like the imageable elements, the city will probably convey a positive evaluative image. If they dislike them, the city will convey a negative evaluative image, suggesting a need for changes in the city's appearance. This aspect of city image is what Nasar calls the likability of the cityscape (Nasar, 1990).

In this study, try to find the factors affecting the recognition of pleasantness attributes in urban space in women's view inducing what attracts the women's attention in the environments, how they are memorized, their image and their evaluation of the perceived space and what are the environmental preferences in selecting a desirable location. It is affected by various parameters including gender. The aim of this paper is to improve the choice of a desirable location in women's views and deals with the percepted desirable environment and evaluative image while considering

the differences in values, feelings, experiences, Inferential meanings and their perception of their environment.

2. Literature Review

2.1. Gender Relations in Environmental Psychology

Scholars in urban planning, geography, architecture, anthropology, environmental psychology, and other fields have explored women's relationships with built environments (Day, 2011: 150). The consideration of gender complicates and enriches urban design scholarship. Rakodi (1991) beliefs historically, urban design has emphasized the human experiences of place and the needs of users who will occupy the places created by designers and others. If, however, this focus on "residents" or "users" ignores gender and other identities, then it may mask differences in needs, perceptions, and experiences of the built environment (Day, 2011).

Women's use of urban environments is potentially constraining when these experiences reinforce or reproduce oppressive gender relations. The use of urban environments can constitute resistance when women claim their own space and challenge restrictive gender norms about where they belong (Day, 1999: 159).

Another important aspect to be examined is the question whether the differences between men and women are innate or acquired. In order to examine the differences between men and women, both in terms of their perception and their behavior, that need to study them more deeply. It is a must to understand the male and female attitudes to create an environment which is desirable for both genders. In fact, study of their difference in feeling, perception and environment evaluation and their other behavioral features to express their mechanism in carrying out those processes, should be necessary. Three aspects (biological, psychological and sociological ones) provide a comprehensive mix to express the difference between two human genders. In biological aspect, the focus is mostly on the psychological difference. In psychological view, the environmental and genetic interactions are studied. And finally, in sociological terms, the effect of the society on the differences is considered as a priority.

Sociologists believe that the male and female differences are the effect of a cause called "behavioral difference" exercised by the society. Neither of the genders have no differences, but the society forces them to have different inclinations and go toward different field of activities or behaviors. The individual, therefore, learns his or her gender roles from social norms, which are influenced by some factors like culture, common values, religion and traditions inherited from previous generations (Pakzad & Bozorg, 2012: 333).

All these mental patterns will have their own impression on the mind of men and women in the future, even making them directional in their choices, priorities, affects and emotions both in their private and public arena. It is possible to say that the same factors form the image of the individuals in their relations with the environment and among themselves, encouraging them to behave in a special way or to select a given place. It seems important to study the standards of gender differences which directly affect the way of sexual identity formation.

Table 1 Aspects of differences between men and women

	Sexual hormones	**Women**	**Men**
		Sensitivity to pain	**Sensitivity to harsh noise**
Biological differences	Body structure, activities, brain	• more strength • more powerful in speech • cleverness • easier relationship building • focus on people's face • performing simultaneous tasks • more successful emotional relations	• higher physical power • ability to throw something • better spatial imagination • better map reading • concentration on the objects • easier logical relation finding
Psychological differences	Personal recognition by considering either parents as a role mode	• difference in female behavior • Difference in cloth wearing hair style, cosmetics, etc. • usual feminine norms and behaviors • feminine games and entertainments • feminine environment	• difference in masculine behavior • Different in playing games, capabilities, etc. • ordinary masculine behavior • masculine environment
Sociological differences	The difference in dealing the society with either men or women		
	Learning from the peers		
	Learning from space and developments		

Source: Author, 2016 (based on Pakzad & Bozorg, 2012)

2.2. Likability and Evaluative Image of the City

The word *likability* derives from the psychologist Gibson's (1979) concept of "affordances." Gibson sees the visual environment as central to human perception. In the visual environment, "affordances" are the animal-relevant qualities that account for its use or effects on humans. Thus, for example, some surfaces afford (support) sitting. Others afford walking. To show their human connections, these would be called *suitable* or *walkable* surfaces. Hence, *likability* shows a human connection. It refers to the probability that an environment will evoke a strong evaluative response from the public (Nasar, 1990).

Likability refers to the probability that an environment will evoke a positive evaluative response among the groups of people such as women experiencing it. Inhabitants of a city with a good evaluative image find pleasure in the appearance of its memorable and visible parts (Nasar, 2013). Likeability represents a psychological construct that involves subjective assessments of feelings about the environment (Nasar, 1998). This suggests that likeability contains two kinds of variables: visual aspects of scenes and human evaluative responses.

Nasar(1998) suggests that it is possible to learn the public's preferences by empirically measuring them. Just as weigh, objects to find how light or heavy they are, Nasar says, for that could measure preferences to determine the degree to which people like or dislike various areas of a city. Nasar employed the evaluative method in two U.S. cities, Knoxville and Chattanooga, Tennessee. His team interviewed 160 residents and 120 visitors. The resident interviews were

conducted by phone and the visitor interviews were conducted in person with a city map as an aid. The participants were asked to identify up to five areas that they liked visually and five areas they disliked visually. Interviewers probed to discover the boundaries of the areas mentioned. Then they asked the respondents to state the reasons for their responses (Nasar, 2103:44).

Jack Nasar believes that the form and meaning are not only the same as function, but also they play a critical role in it. The unacceptable external form of US cities is, apart from the emotional dissidence of the citizens, due to the lack of a beautiful form in those cities. The cities, in combination with human activities, can exacerbate the form, meaning, lethargy, horror and anxiety. The anti-civilized disorders like semi-destroyed houses, graffities, visual disturbance and deserted buildings create a sense of anxiety and dismay, jeopardizing the urban life of the people living in them (Nasar, 1985; Perkins, Meeks & Taylor, 1992; Taylor, 1987; Taylor, Shuma ker & Gottfredson, 1985; warr, 1990). Disorder can have a direct impact on the crime rate(Perkins, Wandersman, rich & Taylor, 1993 Taylor, 1987).

Paying a close attention to the improvement of evaluative image, it is possible to solve the problems and reinforce the positive strengths. According to Lynch(1960), the environmental image is comprised of identity, structure and meaning. People recognize the subject. The meaning has three levels, the lowest of which is connotative meaning which corresponds to the subject comprehension. The medium level of meaning is inferential, which refers to the sensory values of the subject. When one infers – like guessing the approximate quality of the goods or the closeness of business – or when he has an evaluative judgments (e.g. how much does he like the appearance of the location), he or she is, in fact, experience the inferential meaning (or as said before, he or she has understood the likeability). The inferential meaning has impact on individuals' behavior where there is a chance for their activity. It also impacts their decision making process for selecting a behavioral mode in the environment (Nasar, 2013: 8).

Another complementary view is Jack Nassr's evaluative image. It evaluates the people's mental image based on the criteria like structure, identity and likability/un-likability. It considers the images as a mental-emotional, psychological concept. Based on the inferential meaning in the minds of people, which experience their surroundings, it clarifies that how the environment with likeability criteria was formed. It seems, therefore, we can achieve the spatial preferences of women and how they select such an environment by examining the evaluative image of women in urban environments. Based on this, should be test Jack Nasar's theory for some special gender groups in Tehran to find the inferential meanings which are formed in a location influenced by emotions, affects, memories, priorities and judgments. By doing so, it will be clear that whether his theory can be generalized in order to examine the gender differences as individual parameters. In the next part, the studies carried out in the field of evaluating image and desirability of places will be thoroughly examined to find a reliable research structure.

2.3. Jack Nasar's Evaluative Image Theory

Stanely Milgram, the psychologist, found some psychological maps about Paris by carrying out a variety of complementary research (Milgram & Jodelet, 1976). His investigation team employed various techniques to understand the image of the city. The researchers identified the basic elements of the city. Milgram presented his findings in the form of some maps, which were comprised of maps of rich and poor evaluated areas, dangerous neighborhoods and the safe ones for afternoon walks. He emphasized on the psychological aspects of the maps. The mapping process is different from its generation process. The mental, inner structure of most maps is called cognitive or mental map (Downs, 1976). The mental maps contain incomplete, simplified or unreliable data. Jack

Nasar's evaluative maps are combined with the city structure and its experience. The maps show the identity, location and likeability of the visual elements, introducing criteria for evaluation (Nasar, 2013: 17).

With this hypothesis that legibility is critical but it is not sufficient for a likeable environment, Nasar starts evaluating the people's view (both negative and positive) toward the visual quality of the city. He believes that in order to form a likeable picture, the elements should be both memorable and likeable. Based on his study, the environmental features for likeable environments are naturalness, upkeep, openness, historical significance and order (Nasar, 2013: 17).

Image is a reflection of environment realities in human mind, which consists of mental awareness of the person about his or her environment. It is considered as the first step in analyzing the relationship between human being and the surrounding environment. In the study, the focus is on the sexual differences, especially in relation to the way of mental image formation in women and the factors impacting on it. It tries to identify the evaluative image (likeability) in choosing a desirable (likeable) place by examining the gender differences in the process of emotion-conception-identification of the environment and examining the emotional reaction caused by the environment. Hence, Jack Nasar's evaluative image in examining the environmental likeability in women's views has been employed to find the gender factors which have a direct impact on the evaluative image about the surrounding environment. The evaluative image presents a psychological structure consisting of mental evaluation of the feelings toward the environment. The evaluative image consists of two parameters: the visual aspects of the city form and the human evaluative reactions. In this regard, the visual features act like independent parameters. On the contrary, the human evaluative reaction is among the depended variables. In urban design, a place has pleasant evaluative image if the ordinary people (those who have experienced the place in an orderly fashion, not the experts) verify it. So, the urban designers ask why the dominant features of the visual environment are related to interests or inferential meaning of an evaluative image.

In Nasar's opinion, the evaluative image refers to the pleasant meanings and feelings experienced in the environment. Although the evaluations are just one aspect of the evaluative meaning (likeability), image has some other aspects, too. James Russell and Larry Ward, the psychologists, employed the strategies variation in their study to achieve four aspects of satisfaction, stimulation, excitement and relaxation (Russell & Snodgrass, 1989; Ward & Russell, 1981).

Although other studies have searched for the aspects of the meaning, Rassell's and Ward's study have the deepest association with context assessment. Beyond these effective reactions, the human beings experience the connotative meaning, too. Studies show that people have the same conclusion about location (Rapoport, 1977: 65-80). They can use their inferences about the context to express their preferences about the validity, social status, or level (Cherulnik & Wilderman, 1986; Duncan 1973; Nasar, 1989) character or identity (Rapoport, 1993), neighborhood intimacy, proportion to an area and lifeable (Nasar & Kang, 1989), its security (Nasar & Jones, 1997), privacy, territory and potential for robbery and crimeability (Brown & Altman 1983; Newman, 1972). Those meanings may affect the reactions and sensational behaviors in relation to a location. Perhaps they can play an important role in evaluative image formation (Harrison & Sarre, 1975).

3. Methodology

In this paper we examine the evaluative images (or likeability) of women from Tehran's urban spaces, in which the visual features are the independent variables, and women evaluative responses are the dependent variables. Therefore, it is imperative to determine the main attributes of the visual

cues of each public space. In addition to the likeability assessment of the urban environment, the most-liked and the most-disliked urban spaces are given in tables. We aim to find the noticeable features of the women's preferences that are associated with favorable meanings or likeability in the evaluative image of urban spaces in the city. The following is a discussion of the results and the implications of the findings of this study. 3.1 Affective appraisal of the likeable places According to Nasar (1998b) the likeability of a place refers to favorable emotions and meanings experienced in relation to the environment. We also notice identity, social status, and friendliness (Nasar, 1989b). Likability may encompass these other dimensions to yield an adequate summary, but that remains to be tested. It is possible that dates generated through a focus on likability (pleasantness) overlook other salient aspects of the evaluative image.

The study starts with hermeneutic examination of the literature and other investigations carried out like Jack Nasar's experimental view on evaluative image. Then some deep interviews with women are carried out to gather some information about their views on the desirable and undesirable experienced locations. Finally, the author's experiences as an observer woman are described. As a whole, the affects created by the location and women's feelings toward the chosen location is examined as a phenomenon by a descriptive – inferential method both quantitative and qualitative. The common concept is presented as a table based on individual experiences and interpretation of the phenomenon.

4. Results and Discussion (Data Analysis Methodology)

The data gathered in existential phenomenological methodology should be organized based on the subjects and overarching which have direct relation to this phenomenon (Partovi, 2008:179). The data related to the affects and Implications based on female images (positive or negative, likeable or dislikeable) about the presented locations are classified.

Based on the urban spaces, which were chosen by women, they pointed at 5 desirable (likeable) places and 5 undesirable (dislikeable) Tehran urban places that they experienced before in widespread interviews. They talked about feelings they had in those places or, at least, could remember to have. They also talked about their own reasons and preferences. The study focused on finding the gender criteria forming the women's image in choosing their desirable places. The interviewees were selected out of those who were interested in the subject of the study, showing willingness to cooperate. The questions focused on meanings and descriptions about the places they talked about. In other word, the quality of feelings and emotions created during their experience of the location and why they like one place while they don't another one are included in their image.

4.1. Women's Evaluative Mental Image (Likeability) about Urban Spaces in Tehran

The data gathered in the interviews are organized in some tables about desirable/undesirable places, the feelings created in the context and their grounds and reasons. The findings in the interviews are presented in the following sections.

Table 2 Results and findings of the interviews

Evaluative mental image	Urban spaces	Evaluative feelings about the place	Reasons and grounds
Desirable location	• **Nature Bridge**	Freshness/ beauty	Beautiful landscape/attractive architecture
	• **Wonderland**	Happiness	I go there to entertain my child / because he likes

	(Tirazheh)	created by my child's ecstasy/entertainment	it here, I like it too.
	• **Prince Park**	Luxury/ favorable	A cozy environment/first class customers/ luxury restaurants
	• **Divan Restaurant (SamCenter)**	Very luxury	Homely atmosphere and luxury setting
	• **Palladium**	Variety/ luxury and high class	foodstuff variety in food court and café/first class customers/luxury shops/attractive architecture
Un Desirable location	• **Subway**	crowded	jam-packed/dirty
	• **Bazaar**	Unsafe	Presence of hoodlums
	• **Downtown**	Low-level/ugly	Dirty people, the face of poverty and miserability
	• **Tehranpars**	Confusion/ lost/ unfamiliarity	Monotonous streets/low class people/ getting lost
	• **Sadeghieh and Azadi**	Crowded/disrespect/	Not finding a parking place/impolite people

The interviewee characteristics

No. 1	Gender: female	Age: 36	Marital status: married	No. of children: 1	Education: BS		
Desirable location	• **Water and Fire Park**	Beauty		Beautiful landscape/easily reached/ affordable facilities			
	• **Eram Park**	Vitality		Good facilities for all ages			
	• **Mellat park**	Having a good time		Visual effects like musical fountain/fresh air			
	• **Imam-Zadeh Saleh**	Pleasant		Easily reached/recreational facilities near it			
	• **Shah AbdolAzim Shrine**	Relaxation		A spiritual place			
Undesirable location	• **Bazaar**	Confusion		Highly crowded/noisy			
	• **Qazvin Sq.**	Unsafty		Bicycle shops occupying the pavements			
	• **Hasan Abad**	Unpleasant		Lack of even pavement			
	• **Navab express way**	Lack of rest/lack of mental safety/ugliness		Imposition of the buildings			
	• **Javadieh**	Uncultured people/repulsiveness		Low-level people gathering in a spot/worn-out buildings/undesirable urbanplaces			

The interviewee characteristics

No. 2	Gender: female	Age: 20	Marital status: Single	No. of children: -	Education: university student		
Desirable location	• **Nature Bridge**	Beauty		Beautiful landscape			
	• **Milad Tower**	Pleasant		A variety of recreational facilities/bird view over the city			
	• **Darakeh**	Freshness		Natural context/ presence of shops selling fruit roll-ups			
	• **Tirazheh**	Recreation		Amusement park/shopping			

	Shopping Mall		
	• **Hyperstar**	Enjoying a happy time	Shopping as well as enjoying time with family
Undesirable location	• **Imam Ali highway**	Boring	Length of the road
	• **Saveh Autobahn**	Unpleasant	Traffic jam
	• **Navab express way**	Lack of beauty	Ugly cityscape
	• **Inqelab Square**	Crowded – lack of respect	Unbearable crowd, molestation
	• **Shoush**	unsafety	

Interviewee characteristics					
No. 3	**Gender: female**	**Age: 21**	**Marital status: married**	**No. of children: -**	**Education: university student**
Desirable location	• **Tajrish traditional bazaar**	Traditionality		Architectural structures	
	• **City Theater**	Fixation		Interesting architecture	
	• **Coffee shop**	Unity/ relaxation		Decoration/serenity	
	• **ImamZadeh Saleh**	Spirituality/rela xation		Spiritual atmosphere	
	• **Tehran Roof**	recreation		Reclusion/attractive view	
Undesirable location	• **BRT and subway**	Crowd/lack of respect		Over-crowded/scarce space	
	• **Molawy Bazaar**	Haste/disrespect /to be under surveillance		Anti-social behavior/uneven pavement/crowd	
	• **Azadi Sqaure and Inqelab Square**	Fatigue		Crowd/heavy traffic/long time stop at the red light	
	• **Azadegan Expressway**	Crowd		Over-crowded	
	• **Shoush**	dreadfulness		Multitude of car accidents	

Characteristics of the interviewee					
No.4	**Gender: female**	**Age: 20**	**Marital status: single**	**No. of children: -**	**Education: university student**
Desirable location	• **NahjolBalagheh Park**	Serenity		Remembering happy recollections	
	• **Water & Fire Park**	Vitality		Recreation accompanied by friends	
	• **Chitgar lake**	Vitality		A beautiful seascape	
	• **Imamzadeh Saleh**	Relaxation		Relaxation	
	• **ShahAbdolazim Shrine**	Relaxation/mem ory review		Remembering happy recollections	
Undesirable location	• **Inqelab Sq.**	Crowd		Over-crowded	
	• **Naser Khosrow St.**	Insecurity		Presence of medicine traffickers	
	• **Shoush**	insecurity		Presence of addicts	
	• **Fallah St.**	Insecurity/horro		Presence of hooligans/molestation	

			r/disrespect		
	• **Gomrock**		Lack of relaxation/ugly cityscape	Moto-cycle traders	

Interviewee characteristics					
No. 5	**Gender: female**	**Age: 21**	**Marital status: Single**	**No. of children: -**	**Education: university student**
Desirable location	• **Almahdi Park**	Activity		Remembering childhood memories	
	• **Eram Park**	Excitement		Amusement park	
	• **Taleghani neighborhood**	Nostalgia		Childhood memories	
	• **ImamZadeh Saleh**	Spirituality		Relaxation	
	• **Tochal**	activity		Hiking	
Undesirable location	• **Velayat Park**	Lack a sense of belonging		Presence of foreign nationals	
	• **Hemmat Highway**	Insecurity		Nocturnal presence of addicts	
	• **Vanak Sq.**	Sorrow		Presence of marital court	
	• **SattarKhan junction**	Insecurity		Lack of a square	
	• **Azadi Sq.**	Life hazards		Lack of passenger over-bridges	

Interviewee characteristics					
No. 6	**Gender: female**	**Age: 21**	**Marital status: single**	**No. of children: -**	**Education: university student**
Desirable location	• **Tajrish traditional bazaar**	Tradionality		Traditional architecture	
	• **Vali-e Asr st.**	Relaxation		Visual leisure	
	• **City Theater**	Beauty		Attractive architecture	
	• **Persian carpet Museum**	Pride		Unique Persian carpets	
	• **Farahzad**	A sense of belonging		Remembering the old times/side-river restaurants	
Undesirable location	• **Imam Khomeini subway station**	Ugliness		Dark material and dark interior design	
	• **Imam Hussein Sq.**	A sense of suffocation		Over-crowded	
	• **Navab expressway**	Rage		Collapsing buildings	
	• **Inqelab Sq.**	Crowd		Crowd/presence of all types of people	
	• **Shahrak-e Ekbatan**	Ugly/ unrelaxed		Dirty buildings with dark window panes and cement façade	

Interviewee characteristics					
No. 7	**Gender: female**	**Age: 20**	**Marital status: single**	**No. of children: -**	**Education: university student**
Desirable location	• **Vali-e Asr St.**	Freedom/ a sense of belonging/nostal		Old trees/jogging/my parents	

		gia			
	• **Kheradmand Neighborhood - Ghaem Magham**	A sense of belonging	Childhood living place/childhood memories		
	• **Cinema Museum**	Relaxation/refreshing	Cafes in a cultural setting/handcrafts/beautiful atmosphere/historical site		
	• **Saman Restaurant**	Privacy/ownership/familiarity	The waiters and waitresses are familiar		
	• **Inqelab to Vail-e Asr junction**	Old-age/nostalgic	The presence of bookshops/academic atmosphere		
Undesirable location	• **Movie Theater**	Tortured/prohibition/waste of time	Uncultivated people/No Smocking		
	• **Parks**	Waste of time	People watching each other/ being under surveillance		
	• **Fereshteh Neighborhood**	Unfamiliarity/confusion	To be lost/labyrinth construction/noveu rich people		
	• **Sam Center shopping mall**	Disrespect/ lack of sense of belonging/injustice	Presence of noveu rich people/constructed for special people/prohibition		
	• **Vanak Square**	Insecurity/ being under control/distress	Presence of police station		

Interviewee characteristics

No. 8	Gender: female	Age: 36	Marital status: married	No. of children: -	Education: PhD
Desirable location	• **Cinema Museum**	A sense of uniqueness	Modern activities in a traditional site		
	• **Tehran Café (Negarestan Garden)**	A sense of uniqueness/casualness	A classic location/warm atmosphere		
	• **Masoudieh Mansion**	*Dejavu*/security/ relaxation	Resembling Qajar Dynasty		
	• **Ingelab Club**	Dynamism/freshness/motion	A different site in terms of greenery/selected people allowed to enter		
	• **Bukan Neighborhood**	Pleasant/leisure	Variety in buildings facades/height		
Undesirable location	• **Shariati St. (Roomi Bridge)**	Distress/sorrow/ crow	Remembering sweet memories		
	• **Downtown**	Insecurity/ugliness	Air pollution/noise/gathering a variety of people with different culture		
	• **Sadeghieh (AryaShahr)**	Crowd/confusion/disrespect/low-class	Confusing/traffic jam/presence of peddlers		
	• **Ashrafi-e Isfahani**	Lack of comfort/distress	Bad driving habits/traffic jam/many red lights		
	• **Poonak Park shopping mall**	Confusion/perplexity	Overcrowded/search for a given shop		

Interviewee characteristics

No. 9	Gender:	Age: 31	Marital	No. of	Education: PhD student

			status: single	children: -	
Desirable location		• **Velenjak Park**	Leisure/security	Vastness/cleanness/ to take my dog	
		• **Restaurant in Fire & Water park**	Happiness/refreshing/to have fun	Food diversity/cozy atmosphere	
		• **Tirazheh shopping Mall**	Window-shopping	All type of products can be bought/ presence of café	
		• **Za'faranieh Neighborhood**	A sense of belonging/luxurious	Beautiful building/wide alleys/beautiful landscape	
		• **Imamzadeh Saleh**	Spiritual/ grandiose	Although crowded, it is relaxing	
Undesirable location		• **Tehran Bazaar**	Insecurity/bewilderment	Crowded/remote	
		• **Tochal**	Boring/lack of comfort	I hate climbing	
		• **Hiking and Camping**	Crowd/injustice/ horror	Lack of public toilets/uncomfortable	
		• **Tehran Subway**	strangeness	Overcrowded/just one car for women	
		• **Eastern Tehran**		I always get lost/unrecognizable	
Interviewee characteristics					
No.10	**Gender: Female**	**Age: 35**	**Marital status: single**	**No. of children: -**	**Education: undergraduate**
Desirable location		• **Moddaress Highway (North)**	Relaxation/ beauty	Night lighting/interesting colors	
		• **Nature Bridge**	Relaxation	Beautiful landscape	
		• **Inqelab club**	Green nature	Jogging way/beautiful design	
		• **Darakeh/ Darband**	Greenery	Attractive setting	
		• **ImamZadeh Saleh/Tajrish bazaar**	Spiritual /vitality/ dynamism	Spirituality/shopping/ crowded people	
Undesirable location		• **City Park**	Low level/sorrow	Coldness/grayness/poverty	
		• **Azadi Sq. to Inqelab**	Unpleasant/low class	Bad memories/ cold atmosphere	
		• **Aryashahr**	Crowd/ headache	Crowd/chaos/bad memories	
		• **Tehran Subway**	Discomfort/ uncultured	Uncultured people/ jostling/ peddlers	
		• **Behesht Zahra Cemetery**	Death/lack of life	Bad memories/they used to force us to go there in school (Imam Shrine)	
Interviewee characteristics					
No.: 11	**Gender: Female**	**Marital status: single**	**Age: 32**	**No. of children: -**	**Education: Ms**
Desirable location		• **Water & Fire Park**	Relaxation	Greenery/city view	
		• **Shar coffee shop &**	Respect / leisure time	Mild music/respect	

	restaurant			
	• **Cinema Museum**	Originality	Warm atmosphere/artistic/friendly	
	• **Abdou Bowling**	Physical fitness	Good for sports/ I love bowling	
	• **Elahieh**	Leisure	River and trees	
Undesirable location	• **BeheshZahra Cemetery**	Death/sorrow		
	• **Tehran Subway**	Torture	Uncultivated people/jostling	
	• **Kahrizak elderly House**	Disloyalty	To be deserted	
	• **Government Security areas**	Injustice/prohibition	Heavy atmosphere	
	• **Evin Prison**	imprisonment	It was used to be a chamber of torture so I don't cross it	

Interviewee characteristics				
No.12	**Gender: female**	**Marital status: married**	**Age: 33**	**No. of children: -**	**Education: BS**

Desirable location	• **FarahZad**	Recreation/greenery	Nature/river/flower/smoking hookah
	• **Tirazheh shopping mall**	Pleasant for my child/recreation	A good play ground for children/ shopping for children
	• **Hair style saloon**	Happiness/enjoying time	It is a place where people take care of their appearance
	•	Milad-e Noor shopping mall	Closeness/ high quality goods/ I love shopping
	•	Uptown (Vali-e Asr)	Everything is ok/tall tress/cultivated people
Undesirable location	• **Bazaar**	Crowd/ headache	I cannot find what I need to buy/too much search/crow
	• **Waiting for taxi**	Insecurity/ torture	Disturbance/molestation
	• **Court of justice/police station**	Clash	Problems
	• **Auto workshops**	Unpleasant	Angry customers
	• **AryaShahr**	Lack of liberty/distress	Remembering bad memories

Interviewee characteristics				
No.: 13	**Gender: female**	**Marital status: married**	**Age: 29**	**No. of children: 1**	**Education: diploma**

Desirable location	• **Milad Tower (dolphinarium)**	Happiness	Seeing animals/open space/music
	• **Arikeh Cinema**	Enjoying your time	Recreative atmosphere/happy ending films
	• **Coffee shop**	Self-reliance/respect/leisure	A place to chat with friends

	• **Mellat park**	Refreshing	Vast area/a sense of being in Nature	
	• **Tehran Bazaar**	Trandionality	Traditional/varied shopping	
Undesirable location	• **Saee Park**	Somber	Low level/sober space/animal cages	
	• **Subway**	Crowd	Molestation/crowd	
	• **Eram Zoo**	Suffocating	Deserted sites/animal cages/dirt	
	• **Downtown**	Uncultivated	The neighbourhoods seem to never advance	
	• **Hiking**	Boring/ uselessness	My energy is used up by the mountain	

Interviewee characteristics					
NO.14	**Gender: female**	**Age: 35**	**Marital status: single**	**No. of children: -**	**Education: diploma**

Desirable location	• **Tehran Bazaar**	Thinking of the past	Presence of carriages/tramway	
	• **Narenjestan Restaurant**	Luxury	Luxury/candles on the table/welcome by the janitor	
	• **Tehran Roof (Velenjack)**	Pleasant/respect	Sweet memories/fresh air	
	• **Kan**	Cordial	Gathering round on the wooden sofas	
	• **YousefAbad**	originality	A neighbourhood where I grew up	
Undesirable location	• **BeheshZahra Cemetery**	Death/mourning	I remember my father's death	
	• **Hospital**	Unhappiness	Get sick	
	• **School**	Distress/a sense of being under control	Harsh rules of the school	
	• **Hiking**	Dangerous/uselessness	Waste of time/risk of mountain crush	
	• **NezamAbad**	Horror/insecurity/bitter memories	Car accident/children being killed	

Interviewee characteristics					
No.: 15	**Gender: female**	**Age: 37**	**Marital status: married**	**No. of children: -**	**Education: MS**

Source: Author, 2016

4.2. Selection of Desirable Urban Places from Women's Point of View

The author tired not to meddle with location selection by women who took part in interviews (even didn't give them a clue at the start of the interview process). The findings are organized in a way that the locations pointed out by women are presented in a table containing the number of the people who selected those locations and the number of repetition of the words, the percentage of women who selected a desired location. In the following table these data can be seen. The importance level of the location by women is based on their frequency and special attributes.

Table 3 Desirable locations in women's view

Item	Desirable place	No. of selecting women (person)	Women's selection (F %)	Item	Desirable place	No. of selecting women (person)	Women's selection (F %)
1	**Nature Bridge (Fire & Water Park)**	**7**	**46.7**	24	Taleghani Neighborhood (District 18)	1	6.7
2	**Wonderland (Tirazheh)**	**4**	**26.7**	25	Tochal	1	6.7
3	Prince Park	1	6.7	26	**Vali-e Asr St. (North)**	**3**	**20**
4	Sam Center	1	6.7	27	Persian Carpet museum	1	6.7
5	Palladium	1	6.7	28	Farahzad	2	13.4
6	Eram Park	2	13.4	29	Kheradmand neighborhood/ Ghaem Magham	1	6.7
7	Mellat Park	2	13.4	30	**Cinema Museum**	**3**	**20**
8	**Imamzadeh Saleh**	**6**	**40**	31	Saman Restaurant	1	6.7
9	ShahAdolAzim shrine	2	13.4	32	Inqelab Sq. to Vali-e Asr Junction	1	6.7
10	Milad Tower	2	13.4	33	Tehran Café	1	6.7
11	Darakeh	2	13.4	34	Masoodieh Mansion	1	6.7
12	Hyperstar	1	6.7	35	**Inqelab Club**	**3**	**20**
13	**Tajrish Bazaar**	**3**	**20**	36	Bukan Neighborhood	1	6.7
14	City Theatre	1	6.7	37	Velenjak Park	1	6.7
15	**Coffee shop**	**6**	**40**	38	Wooden Pavement Restaurant	1	6.7
16	Tehran Roof	2	13.4	39	Zaferanieh neighborhood	1	6.7
17	NahjolBalagheh Park	1	6.7	40	Moddarres highway (North)	1	6.7
18	Chitgar lake	2	13.4	41	Shar restaurant & café	1	6.7
19	AlMahdi Park (Azadi)	1	6.7	42	Abdu Bowling	1	6.7
20	Narenjestan Restaurant	1	6.7	43	Elahieh	1	6.7
21	Kan	1	6.7	44	Hair Dressing	1	6.7
22	YousefAbad	1	6.7	45	Milad-e Noor shopping mall	1	6.7
23	Darband	1	6.7	46	Arikeh Movie Theater	1	6.7

The findings are organized in a way that the places mentioned by Tehrani women are presented in a table, which includes the number of people choosing those locations, the frequency of the cited words, and the percentage of the women selecting the site or places. The significance level of the place in view of women is based on their frequency and their special attributes cited during interviews.

As can be seen in the table, the women in total pointed at 46 locations that were considered desirable by their own personal view. One of the most frequently cited places as desirable are shopping centers. Perhaps the number of women referring to them is not considerable in comparison with the number of malls. It is, however, possible to say that the shopping malls are very attractive for women. The malls like Tirazheh, Palladium, Sam Center, Milad-e Noor and even Hyperstar bear witness to this fact. Other places like Nature Bridge, Fire & Water Park, ImamZadeh Saleh, Tajrish traditional market, Inqelab Club, and Museum of Cinema were among the top rated locations chosen by female interviewees. Some of them considered Inqelab Club as a high-class, different location to where no ordinary people can enter. It is considered as a place where women can go for night jogging securely and without any concern of molestation. The interviewees pointed at a sense of health and recreation, too.

On the other hand, hair dressing saloons are regarded as a desirable place by women. The reason for this, they say, is to have a good sense of getting more beautiful. They consider hair saloons as a happy place. Although the number of people referring to it is not high, it shows that women consider their beauty as a desirable element in the life.

Some other places, like Vali-e Asr St. (North, between Parkway and Tajrish), are considered as desirable by women. The presence of old-aged, tall trees as well as personal memories experienced by the individual or her parents, the activities of people and night traffic of cars at the weekends, an old shop selling Iranian Porridge owned by an old man called Seyyed Mahdi who serves his customers by midnight, autumn leaves falling on the pavements, the colorful space during four seasons of the year, are among the reasons of women to regard there as a desirable places.

4.3. An Examination of Undesirable Urban Places from Women's Point of View

As it was pointed out earlier, during the interviews the women were ask to name some undesirable (unlikeable) places they remember about and express their negative image about them (in terms of inferential meaning in their minds). They were asked, too, to mention their reason and how did they feel about them, and to articulate their feeling and/or emotions while describing the place. After being recorded, the interviews were transcribed and based on the words and related concepts they were classified in the following table.

The findings about undesirable places cited by women are presented in a table, which includes the number of people choosing those locations, the frequency of the words used by them, the percentage of women choosing those places and percentage of women relative to the whole sum of interviewees (both men and women). The significance of the place in view of women is based on the frequency of the choosing and special attributes mentioned during the interviews.

Table 4 Undesirable locations from women's point of view

Item	Undesirable places	Number of women choosing it	Women's selection (F %)	Item	Undesirable places	Number of women choosing it	Women's selection (F %)
1	**Tehran**	**7**	**46.7**	25	Parks	1	6.7

	subway						
2	**Bazaar**	**5**	**33.3**	26	Fereshteh neighborhood	1	6.7
3	**Downtown**	**4**	**26.7**	27	Sam Center shopping mall	1	6.7
4	TehranPars (east of Tehran)	2	13.4	28	Shariati St.	1	6.7
5	**Sadeghieh**	**4**	**26.7**	29	Ashrafi Esfahani St.		
6	Qazvin Sq. (Gomrok)	2	13.4	30	Pounak Complex	1	6.7
7	HassanAbad	1	6.7	31	**Hiking**	**3**	**20**
9	Imam Ali highway	1	6.7	32	City park	1	6.7
10	Saveh Expressway	1	6.7	33	**Behesht-e Zahra Cemetery**	**3**	**20**
11	**Navab highway**	**3**	**20**	34	Kahrizak Elderly House	1	6.7
12	**Inqelab Sq.**	**4**	**26.7**	35	Government Secured Areas	1	6.7
13	**Shoush**	**3**	**20**	36	Evin Prison	1	6.7
14	**Azadi to Inqelab Sq.**	**3**	**20**	37	Court of justice, police stations	1	6.7
15	Azadegan Highway	1	6.7	38	Auto workshops	1	6.7
16	Naser Khosrow	1	6.7	39	Saee park	1	6.7
17	Velayat park	1	6.7	40	Eram Zoo	1	6.7
18	Hemmat Highway	1	6.7	41	Hospitals	1	6.7
19	Vanak Sq.	2	13.4	42	Schools	1	6.7
20	SattarKhan junction	1	6.7	43	NezamAbad	1	6.7
21	**Azadi Sq.**	**3**	**20**	44	Jomhouri St.	2	13.4
22	Imam Hussein Sq.	1	6.7	45	ZarabKhaneh	1	7.7
23	Ekbatan	1	6.7				
24	Movie Theaters	2	13.4				

Source: author, 2016

As can be seen in the table, the women referred to 45 unpleasant places in their own view. Considering the findings, it is possible to say that those locations like Tehran Bazaar, subway, Sadhehieh Sq., Qazvin Sq., downtown neighborhoods like Javadieh, Afsarieh, NezamAbad, etc are regarded as unpleasant depending on their own experience or their mental images. On the other hand, it is interesting to say that some women consider Vanak Sq. as unpleasant, but it doesn't mean that their stressing on the shopping malls or the people there made it for some interviewees to regard this place as disagreeable. In their descriptions, the presence of Hijab police with their special vans and boots for Basij force made them feel that they were under control, leading to feel being tortured. Also, Inqelab Sq, the neighborhood between Azadi St. and Inqelab, Shoush and Navab Highway are regarded as unpleasant locations. In view of the women attending the

interviews about the ugly face of those sites, overcrowd and existences of people who molest them and create an insecure setting are among the reasons for experiencing such a feeling. Some believed that Jomhoori St. is unpleasant because there prevails a masculine atmosphere and there are many distasteful activities going on in there.

One of the most interesting findings is the view of women about lack of interest in entertainment or activities related directly to the place. Most of the interviewees believe hiking and camping is a waste of time accompanied by physical hazards while being tiresome. It justifies their not mentioning attractive places like Tochal, Darakeh, Sohanak, etc as desirable sites.

Neighborhoods like Azadi Sq. and Sadeghieh are considered disagreeable because the women feel insecure there and point at the ugliness of cityscape, air pollution and overcrowd. Behesht-e Zahra cemetery was, also, judged as disagreeable because it reminds them of bitter memories, bereavement, mourning and death.

4.4. Examination of Feelings and Emotions Affecting the Formation of Women's Image of Desirable Urban Places

After some locations were examined in terms of women's idea about pleasantness and unpleasantness, the emotions, feelings and inferential meanings understood by experiencing the places and the images formed in their minds are presented in two sections of positive feeling toward the location (likeable) and the negative one (unlikeable). First, the number of the words, which had the same meaning code, was extracted by organizing the common concepts in relation to the expressed emotions in the interviews. Then Microsoft Word-Excel calculated the frequency of the codes in women's view manually. Finally, the gathered data as well as the number and frequency of concepts and their interpretations are explained. The attention level, the emotion experienced in desirable and undesirable place and the images formed are presented.

Table 5 Classification of positive feelings expressed about the location and their iteration

	Expressed feelings	**The frequency**	**Interpretation**
Positive feeling about experienced context (likeable)	Freshness	1	
	Happiness by her child's ecstasy	2	A feeling expressed by mothers
	Luxury	**10**	**A feeling very important for women**
	Reunion	1	
	Spirituality	**5**	**It is evident in most of women**
	Comfort	1	
	Pride	1	
	Freedom/justice	1	
	Respect/status	3	A feeling important for women
	Self-reliance/importance	2	
	Friendly atmosphere	3	A feeling important for women
	Distinctiveness	1	
	Relaxation	**21**	**To be relaxed is important for them**
	Security	2	Lack of a sense of security in the location
	Vitality	2	
	Specialty/to be different	**5**	**A feeling important for women**
	sense of Traditional environments	**9**	**Importance of the historic site**
	Vitality/happiness	**8**	**The women express the need for happiness**
	A sense of belonging	**5**	**It is evident in most of women**

Nostalgia	**10**	**It is evident in most of women**
Recreating/ enjoying the time	**12**	**The women like to experience a good leisure time**
To be natural and green	**13**	**The women point at greenery**
Health	1	It is what the like to experience
A sense of being a foreign tourist	1	It denotes specialty
Magnificent	1	
Coziness	1	It corroborates the relaxation
Ownership (domain)	1	
Originality	1	It expresses history and identity
Vastness	1	It is expressed for higher security
Dynamism	2	

Source: Author, 2016

Considering the description by women about the places in the above table, it is possible to say that the most frequent feelings and meanings created in their mind by experiencing their desirable places are freshness, to be happy by happiness of the child, luxury, to be with the family, comfort, pride, freedom, respect and status, self-reliance, friendly atmosphere, refreshing air and enjoying one's leisure time. The gathered data show one's emotional and/or sensational priorities because they are the first words expressed. Some feelings like solace, a sense of specialty, nostalgia, greenery, grandiose, and coziness are expressed in women's views. It shows that women's experiences about the expressed meaning are related to their assessment of their desirable sites and places.

Some meanings derived from desirable places and evaluative image of women, like a sense of belonging, happiness and spirituality are often directly experienced in the context. It is, perhaps, because they search for experiencing such feeling in their daily lives.

To have a distinct identity, to be historic or traditional, to feel dynamism and to feel dejavu are among the female experiences in those locations. On the other hand, in evaluative images of women, there are some major issues like security, justice, freedom, respect and consolation which are considered important with direct effects on forming their image about the experienced desirable location.

5. Result

5.1. Descriptive and Qualitative Criteria for Evaluating Desirable Places by Women

The findings show that some positive (likeable) feelings about the desirable places described by women include the following: freshness, splendor (both in the atmosphere and in the beholder), and happiness by children happiness, luxury of the environment, a sense of unity, spiritual context, and friendly atmosphere. And feelings like pride, freedom, respect, self-reliance and grandiose are created by presence in a specific location and behavior of others in there toward the women. Some of these attributes are directly related to the situation and personal experience or memories, while the others are related to their female aspects like a mother who is happy by her children's happiness, or a sense of healthy and freshness in sports clubs. Some feelings are inductive with different reasons like the view of a specific community toward the women, social norms, customs and traditions related to the gender, etc., making her search for feelings like respect, self-reliance, freedom or pride by active presence in public places. Considering the common concepts asked during interviews, one can say that in a given desirable location, the felt emotions were associated with what was selected in both ends of a spectrum from positive to natural to negative.

Finally it could be concluded that the selection of a location in terms of women mental image has inclination toward some common meanings related to freedom, justice, and security, respectfulness of the location, having a good social/cultural level, historical identity, beauty, coziness and privacy while the location is vast, green, healthy and refreshing.

Table 6 Criteria effective in evaluating the desirable places formed in l image of women

Item	Descriptive criteria	Item	Qualitative criteria
1	Justice	9	Health
2	Respectfulness (people behavior in the location)	10	Cozy
3	Freedom	11	Luxury and in detail
4	Having a social/cultural class (rich/poor)	12	Vastness and openness
5	Consolidation	13	Security
6	Historicity	14	Beauty
7	Likeability	15	Greenery (natural)
8	Friendly atmosphere		

Source: Author, 2016

6. Conclusion

In the present study, the evaluative image of women in Tehran was investigated. The evaluative image in an urban scale was examined while focusing on mapping the affects and emotions of the individuals toward the desirability of a place. In this study, the connotative meanings describing the place in the women's mind were examined to evaluate both the desirable and undesirable places. In studies, on a large scale, refer to the presence of common meanings in women's assessment of the desirability of a place. The common images include overlapping the images of women. In sum, one can say that the meanings create by the environment are interpreted by the evaluative image.

The results showed some differences which are related to the desirability (likeability) of the places in view of this specific gender based on various social, cultural and physical attributes of them. When the studies focus on describing and interpreting the emotional concepts related to the place, they show the desirability in emotional assessment of urban places by women. The represent different meanings which relate to various location and individual priorities as well as feminine and masculine aspects of the place.

Their image of the location was scrutinized by the most frequent imageability (chosen by a great number of the interviewees) as well as specific features related to the gender (prohibited for women, sexual authority in a given location by the activities or jobs carried out there, etc. the criteria include a sense of ownership of the atmosphere or lack of ownership in there, luxury and high class or low class location, a sense of freedom or being under control a sense of security/horror and dreadfulness, coziness/crowd, justice/prohibition, respect (social status)/insult, originality and historicity, rich, relaxation/sorrow and grief, vastness and enormity/suffocation and heart-rendering.

The results lead the researcher to this hypothesis that the image of each and every location is not just the product of its external features affecting the observer, but the mental image of the people will effect on the creation of the feelings. Those meanings can influence the selection process for a desirable location for living, a location for shopping and enjoying time with family members or close friends, and choosing traffic routs from living place to work place and vice versa. Therefore, the mental images of women about the values and accidents are in proportion to their various behaviors. The location desirability of location and atmosphere preferences in one's inclination to choose a location leads her to that site. Considering the individuals assessments in different gender

groups, the meaningful values among women can create distinctive goals and destinations. The urban designers should do their best to create desirable locations based on their evaluative mental images. This will help each gender select his or heart desirable location. By doing so, their urban character will flourish and finally, the city will change into an ideal location for both genders.

The present study was limited to the mental images of women. Depending on the experienced urban atmosphere and where they live, the women described the desirable location and evaluated the city in their own views. In every city or town, it is better to examine the mental images of people and their inferential meanings by evaluative criteria of women. It will help find the desirable locations based on gender differences, and the legal and spiritual aspects of masculine and feminine location.

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