

The Role of Physical-Behavioral Patterns Based on Conventional Wisdom in the Identity of Residential Complexes (Case Study: Urmia Elahieh Complex)*

Samira Nabavi ^a, Ali Javan Forouzande ^{a,*}, Ghasem Motalebi ^b, Masoome Yaghoobi ^a

^a Department of Architecture, Ardabil branch, Islamic Azad University, Ardabil, Iran.

^b Department of Architecture, University of Tehran, School of Architecture, College of Fine Arts, Iran

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Abstract

Conventional wisdom, as an interdisciplinary concept, plays a significant role in shaping daily behavior and the long-term use of spaces, particularly in residential complexes. Despite its importance, there has been limited research in architecture that has addressed and explored the relationship between conventional wisdom and architecture, as well as its impact on the use and formation of spaces. The main problem addressed in this paper is the need to understand the relation between conventional wisdom and architecture, and how conventional wisdom affects the use and formation of spaces within residential complexes. The research method employed in this paper is both quantitative and qualitative, with data being analyzed using interpretative-analytical techniques. Data collection was carried out through observations and interviews. Through a review of the literature, the research model was proposed by parameters of rationality, collective cognition, and reality with four minor dimensions including social, cultural, functional, and physical. The study results indicate a significant relationship between architecture and conventional wisdom in residential complexes, particularly in the social and physical dimensions. The findings highlight the importance of public spaces as micro-components of the social dimension, and emphasizing the need for compliance with proportions, legibility of form, and visual diversity as part of the physical dimensions. Conclusions emphasize the importance of considering conventional wisdom in architectural design in residential complexes. Also, among the others, social and physical dimension by legible public places and visual diversity has main role of relation between conventional wisdom and architecture. These conclusions can be utilized by designers and researchers working in residential complexes to understand better the impact of conventional wisdom on architectural design and the use of public spaces within these complexes.

Keywords: Residential complex; Conventional Wisdom; Physical-behavioral Pattern; public places; visual diversity.

1. Introduction

The identity of a country represents the conventional and cultural characteristics of that land. This issue should be manifested in all aspects of life, especially in the field of architecture, urban planning, which is one of the main concerns of many researchers. Focusing on the issue of identity in architecture and its lack in designing and creating a space with biological quality is one of the issues that many researchers have addressed (Partovi, 2013; Habibi, 2014; Habib et al., 2017; Taban et al., 2011; Kashi et al. Fanadi, 2012; Fakuhi, 2012; Shaterian et al., 2016; Proshansky, 1978; Proshansky et al., 1983; Relph, 1976; Twigger-Ross & Uzzell, 1996; Lewicka, 2008; Ujang, 2012; Soini et al., 2012; Casakin et al., 2015; Bernardo & Palma-Oliveira, 2016; Sattarzadeh, 2018; Clarke, & Lorenzoni, 2018; Belanche, et al., 2021.) Throughout history, people's customs and values have emerged by taking roots in a specific place. When culture and custom remain in one place for a long time, it creates a strong connection with its natural environment and its urban design is influenced by this environment. Over time, people have shaped their environment to suit their needs. However, society and space change at different speeds. During many periods of human history, the rate of change has been very slow, which gives citizens enough

time to adapt their artificial environments to their changing conditions. However, in the modern era, the pace of technical innovations has continuously changed the shape of society and space and emphasize faster changes in the artificial environment (Madanipour, 2010: 174). This issue causes a gap between the values and conventional patterns of society and their living environment.

Moreover, various researches have been conducted on the effects of physical-behavioral patterns in architectural spaces inside and outside the country, and the main goal of the researchers is to create a high-quality space in order to restore identity (Smelser, 2012; Altman, 2013; Bahriti, 2015). Alexander, 2007; Gol, 2014; Lang, 2009; Motalebi, 2001; Hall, 1997; Rappaport, 2005; Pakzad, 2006; Pakzad and Bozorg, 2011; Khatibi, 2012; Rasulpour et al., 2017; Paknejad and Latifi, 2017; Hosseinzadeh et al., 2022; Stappers et al, 2022). The significant point and the basic gap in such researches is neglecting the physical-behavioral patterns arising from the custom of the societies in architectural spaces, especially residential spaces, which causes separation from people's needs and desires, leading to identity crisis. Among the various uses that make up the city as a physical manifestation of the social system, accommodation is vital from two dimensions: firstly from

* Corresponding Author Email Address: alijavanforouzande@gmail.com

its quantitative dimension - the higher level of occupation among urban land use systems and the longest period of human contact with an environment - and secondly from its qualitative dimension - proposition of the relationship between the unconscious part of the human being and the deep emotional and psychological concepts (Javan Foruzandeh and Metalebi, 2018). Various theorists have pointed out the importance of the spatial identity of the house (as a significant part of the unconscious of housing) compared to other places (Purdihimi, 2010; Heidegger, 2011; Velayat, 2012; Duncan, 1981; Marcus, 1995; Lane, 2006). Among these researchers, Gaston Bachelard defines the house as a huge force intertwined with human life and believes that man finds his identity in the place of residence (Bachelard, 2007: 74). Thus, residential environments include a part of the emotional cognitive relationship of a person to the place and finally to himself, which includes the individual and social levels (from the family micro-community to the middle and macro social levels such as the neighborhood) that the person being built through the environment interacts with it and others and represents an identity of self and society in the place. (Purdihimi et al., 2013: 6) This symbolic connection finds meaning and consistency through the mechanisms arising from the custom that governs societies through recognizing behaviors and providing places based on physical patterns according to the individual's motivations and needs, the possibility of activities occurring in architectural spaces has increased, therefore, the proportional relationship formed between the identity of the spaces and the characteristics of the surrounding environment is of great significance. This discussion aims to shape the identity of residential complexes by examining the micro-components of physical and behavioral patterns in order to achieve the revival of the identity in residential complexes by design interventions. Thus, the human activities and behaviors taken from the society's customs, which have been neglected in previous

researches, were identified in order to explain a kind of desirable identity in residential complexes through the establishment of specific physical-behavioral patterns.

2.Theoretical Framework

2.1. Physical-Behavioral Patterns

The collective behavior of human beings in the environment is necessary, along with the two factors of the presence of people and the context of that behavior. Behavioral patterns are created by culture, beliefs, habits, living environment, society's laws and individual characteristics (Khatibi, 2012: 67). The environment and the customs governing the society are two factors that form the basis of human behavior, which have been examined from different angles (Hall, 2016; Lang, 2018; Rapaport, 2014). On the other hand, Rapaport considers culture to be an important factor in shaping people's systems of activity and, subsequently, their settlements (Rappaport, 2004). In other words, culture creates behavioral patterns and then behavioral patterns determine and express how people employ spaces (Bahreini, 2017). Custom as a term is defined as anything that flows in a stable form among the majority of people in such a way that the individual's behavior is directed towards the behavior of others. The correct custom, which takes root and becomes common among people from its rational origin through experiment and experience, is mixed with the fabric of their existence and establishes a strong and unbreakable link with their lives. Conventional wisdom is a mental category as a platform for the durability of social behavior in the environment with three main characteristics (rationality-collective perception-actuality) that is repeated through trial and error (experience) in the environment, which is not the same in different places. These experiences that occur in the people's living spaces are understood by people, and the perception of these different experiences plays an effective role in creating identity (authors, 2022). (Figure 1).

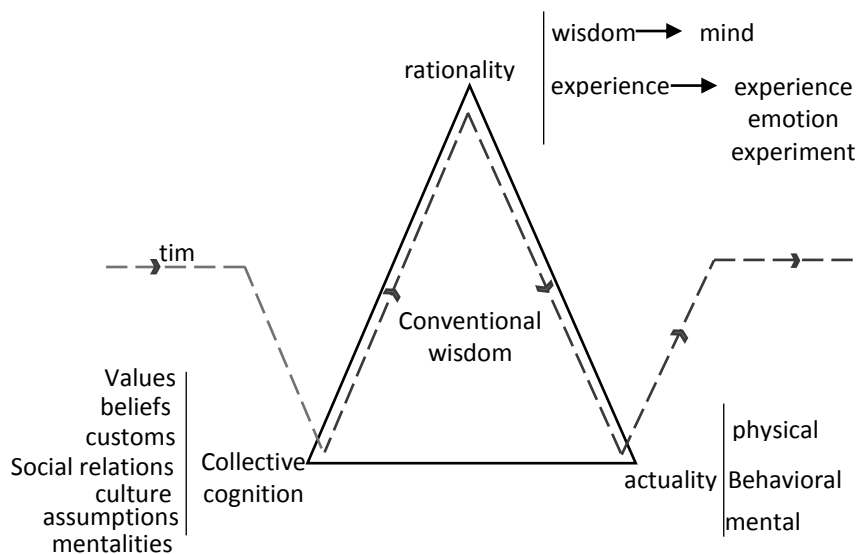


Fig. 1 Conceptual model of conventional wisdom

Thus, the issue is raised that we can design a city based on physical-behavioral patterns derived from the common

wisdom of a society? The conventional wisdom of any region is dynamic wisdom, within the limits of time and

space and is influential in the formability and role-finding of the architecture of each place. Each of us has a special perception of our environment using the information we have obtained from the framework of past experiences, norms and values of society. In short, it can be said that primarily, the collective values and perceptions of society have a direct impact on the way of life and human activities, and as a result, on the process of creating space, all of which eventually lead to the formation of behavioral and physical patterns in places, especially public places. (Authors, 2022). Humans live in diverse lands that are characterized by spatial differences. These spatial differences are the result of natural and conventional differences in the people's values of the regions, which are place of life with various ecosystems on the surface of the earth. Ecosystems have human life and certain conventional patterns in which various residential patterns have been formed. Knowing such spatial patterns, how they are formed and the differences and similarities of human spaces are one of the priorities of architectural design.

Urban spaces and architecture should be designed and planned in accordance with the behavioral and psychological needs of citizens, among which paying attention to the conventional wisdom of the society and studying it can improve the possibility of realizing this issue. Conventional wisdom is divided into three main components on three levels: ideal (worldview, values, beliefs, attitudes, imaginations), intermediate (social relations, social institutions, behavioral and common patterns) and objective (lifestyle, family structure, people's daily habits). As a result, the impact of man-made environments can be measured based on these levels (Figure 2). Every activity carried out by humans basically relies on common sense. Architecture and urban planning work with spaces in which all kinds of activities take place in different frameworks, and in fact, they give meaning to these spaces. These activities are subject to the conventional characteristics of the society and customs form behavioral patterns. Therefore, these behavioral patterns determine how people use spaces. All in all, the way people use spaces depends on the patterns emerging from society.

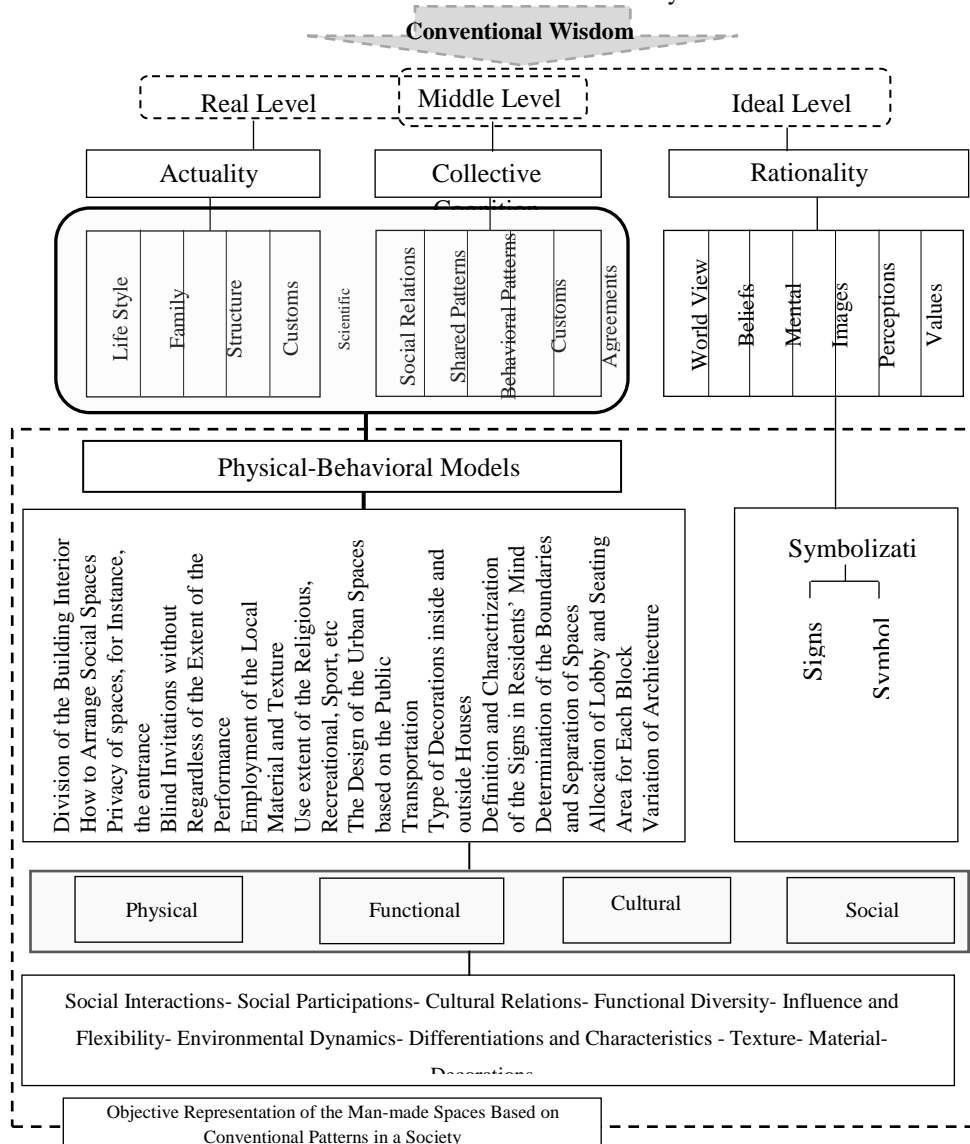


Fig. 2. Objective Representation of Conventional Wisdom in Architectural Spaces

2.2. Identity

The word "identity" literally means "being, existence, and nature" and is derived from the word "ho" in Persian language which refers to the end, end and absolute perfection and causes identification and differentiation of a person from another (Mirmohammadi, 2004). Basically, the identity of a phenomenon is not abstract and separate from other issues related to that phenomenon, and the identity of a neighborhood is deeply connected to many issues, including the residents of the neighborhood, beliefs, lifestyle, ideals, culture, worldview, etc. In today's chaotic world, identity is an elusive mystery. The way people behave in a place includes their interactions with each other and with that specific space. It is obvious that the behavioral pattern affects the identity-forming components of the human-made environment (physical and behavioral identity). Knowledge of people's preferences and their conventional patterns can help a lot in designing collections with identity. The presented theories on the components of the identity of the residential complex based on the physical-behavioral patterns derived from the customs of the communities can be compiled as follows:

- The social dimension of the residential environment which includes social interactions, repetition of events, social participation (Smelser, 2011; Altman, 2012; Arabab et al., 2013; Madanipour, 2019; Kazemini et al., 2019; Vaske & Korbin, 2001; Rowles, 2017; Moulay, et al. 2018; Robert & Di Masso, 2020; Askarizad & Safari, 2020)
 - The cultural dimension of the residential environment which includes people's perceptions, activity, security (Rappaport, 2014; Hossini Ghiyasvand & Soheili, 2019; Duncan, 1981; Sanul & Van Heur, 2018; Peng et al., 2021; Relph, 1976;)
 - The functional dimension of the residential environment includes functional diversity, flexibility, the way of arranging the space that affects the order of activities and behaviors (Moor & Graefe, 1994; Relph, 1976; Christiaanse & Haartsen, 2020; Javan Forouzandeh, & Motallebi, 2012; Williams & Vaske, 2003)
- The physical dimension of the residential environment including environmental features, texture, gender, materials, decorations (Alexander, 2016; Falahat, 2015; Steele, 1981; Francis et al., 2012).

The physical-behavioral patterns formed from the conventional wisdom of the society in a building are very important, and this issue is not tackled in Iran by architectural experts, researchers of urban studies, and has led to the lack of identity in man-made spaces. Finally, the physical-behavioral manifestations of this issue which are caused by the two ideal and intermediate levels, are manifested in the real level in four social, cultural, functional and physical dimensions in connection with each region. Questions like how a person creates his living space, what symbols he uses in different parts of it,

how he should apply his beliefs and values in his body and its inner and outer space, and what kind of arts he should use to decorate private and public spaces are some examples of the effect of cultural and social dimensions manifested in the body and function of buildings. All the people on the planet have distinctive schemas and mental thoughts that lead to forming places with identity, a place with a physical structure (at intermediate and objective levels), where the activity takes place and finds a material definition. And behavioral patterns lead to the crystallization of the ideal level with the formation of social interactions, and as a result, its attachment and memory in the human mind acquires meaning and spirit over time. Recognizing such physical patterns stemming from society's behavior and characteristics, the method of their formation are among the priorities of architectural design with identity.

3. Research Methodology

The main concern of this research is to know the impact of physical-behavioral patterns in the architectural design of residential environments with identity on the one hand and on the other hand to explain the mechanism of work and this relationship for architects and designers. This research is of an applied type, using the method of collecting information through library studies, texts, sites and documents related to the field of behavioral sciences and place-designing, as well as using techniques such as non-intrusive field observation, photography, filming, interviews and conversations, we have sought to record quantitative and qualitative information using the field method, and in this sense, it is considered a combined type (quantitative-qualitative). Moreover, this research is analytical-descriptive due to the investigation of trends and recognition of movements and description of what occurs as physical-behavioral patterns in residential environments and since we need to examine the relationship between these patterns and identity in residential spaces using analytical methods. In the field of monitoring, the case sample was selected in Elahieh residential complex in Urmia city due to having behavioral patterns arising from social customs in the environment due to having infrastructures such as open spaces, and a children's playground, sports center, multi-purpose hall, and various collective spaces; and also because of the older age and residency time of over 10 years and other suitable potentials. In order to generalize the results of the research in this case study, three control variables based on research evidence were considered as the basis: A- Residence period of residents over 10 years B- Operation of the complex for more than 10 years C- Age of residents over 17 years (Bonaiuto et al., 1999). Elahieh residential complex, 192 units, is located in the 5th district of Urmia with high density. The immediate neighbors of the complex are mostly residential complexes. The main entrance of the complex is from Daneshkadeh Street in the north of the site and its secondary entrance is from Fadak Street. There is organized open space as well as green space and public sports space, children's playground on a complex scale.

(Figures 4 and 5) Recreational facilities are provided for the complex residents in order to spend their leisure time and fill their free time. There is a properly equipped children's playing area. There is no traffic and commuting problem due to the fact that the complex is built inside the

city. The complex has 192 residential units in 4 blocks of 12 floors, the unit plan is type and each floor has 4 units with 3 bedrooms with an area of 137 square meters. The blocks have a parking lot and there is also an open parking area in the open space of the complex.



Fig. 3 . Aerial map of Elahieh residential complex



Fig. 4 . Blocks of Elahieh residential complex

In this research, after explaining the indicators of physical-behavioral patterns emanating from conventional wisdom, the relationships of these components were measured and the conceptual model of the research was compiled and the physical-behavioral components in four social, cultural, functional and physical dimensions as independent variable. Identity in residential complexes has been evaluated as a dependent variable. (Figure 5) In the next step, a questionnaire for 10 indicators extracted

from Figure 5, 40 questions according to the Likert scale was compiled and handed out to the residents of Elahieh residential complex (Miller& Salkind, 2002). Questionnaires were answered by each of the residents (over 17 years old) in the lobby of the blocks or in the area in an average of 20 minutes, and the results were analyzed by correlation method.

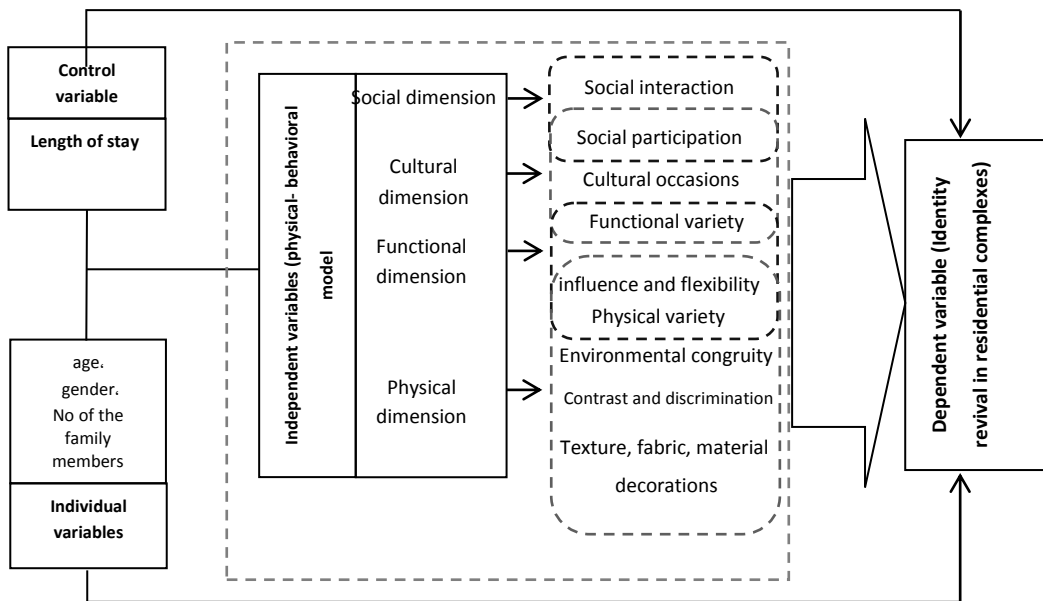



Fig. 5. Analysis of .Research Variables

4. Results

Elahieh residential complex was the basis for evaluating this research with the sample size obtained based on Cochran's formula (132 people). The results of the questionnaires were analyzed and evaluated using SPSS software. The validity of the measurement tool of this research (questionnaire) has been obtained through content validity and face validity by referring to the professors and getting their consensus about the indicators. The reliability of the questionnaire was evaluated using Cronbach's alpha method. In this

research, the alpha obtained for all questions in the questionnaire was 0.931. which shows the high validity of the research in both the subject literature and questionnaire stages. Moreover, the analysis shows a significant relationship between the variable of the length of stay in the complex and the identity of the residents. This shows that the longer a person stays in his residential environment in the Elahieh complex, the more the needs and wants of the people are met based on physical-behavioral patterns, as a result, the identity is formed more in this complex.

Table 1
Coefficient Correlation Among Physical-behavioral patterns and identity Coefficient
(Sperman=P significance ,s = s)

	Physical-behavioral patterns
Identity of residential complexes	p= 0.917**
	s = 0.000
Physical-behavioral model	
	identity

According to Table 1, it was determined that the significance level of the test, i.e. $p=0.00$, is smaller than the alpha value of the test, i.e. 0.05 , so the main question of the research is confirmed. As a result, there is a significant relationship between physical-behavioral patterns and the identity of residents in residential complexes. The significant relationship between these two variables shows that, according to the residents, fulfilling the physical and behavioral patterns emanating from conventional wisdom in shaping the identity of the residents is one of the main factors in creating a living environment with a desirable and ideal quality. Based on this, the activities based on behavioral patterns in collective spaces play an essential role in the formation of the place's identity and make it a humane and desirable place.

The analysis of the micro-components of physical-behavioral patterns in the formation of identity in a residential complex shows a significant relationship and a high correlation coefficient of these variables with the identity of the residents. According to Table 2, it was

determined that the level of significance of the test, i.e., $p=0.00$, is smaller than the alpha value of the test, i.e., 0.05 , so the research question is confirmed. As a result, there is a significant relationship between physical-behavioral patterns and identity in residential complexes. The significant relationships between the physical-behavioral patterns and identity in the residential complex indicate that, according to the residents, the fulfillment of all four social, cultural, functional and physical dimensions in shaping the identity of the place is one of the main factors in creating a living environment with a desirable and ideal quality. Moreover, the results show that the most influential component on the identity of the residential complex was the social and physical dimension. Based on this fact, the activities carried out in quality collective spaces play an essential role in the formation of identity and make it a humane and desirable place. The results show that people's customary activities and behaviors are the main factor in the formation of identity.

Table 2
Correlation coefficient between four components of physical-behavioral patterns and identity
(Sperman coefficient P=, significance s=)

Components of physical-behavioral patterns	Social dimension	Cultural dimension	Functional dimension	Physical dimension
identity	p= 0.897**	p= 0.451**	p= 0.352**	p= 0.799**
	s = 0.000	s = 0.000	s = 0.000	s = 0.000

Moreover, according to Table 3, the results depict that the highest level of significance for restoring identity among the micro-components of our physical-behavioral patterns is between the social and physical dimensions. In other words, creating spaces for the emergence of a series of collective behaviors and social interactions, taking into

account physical components, including proportions in the environment, geometry, and quality factors such as the texture of materials, etc., can have the greatest impact on the formation of identity in the residents of the residential complex.

Table 3
The Correlation coefficient between micro-components of physical-behavioral patterns and identity
(Sperman coefficient P=, significance s=)

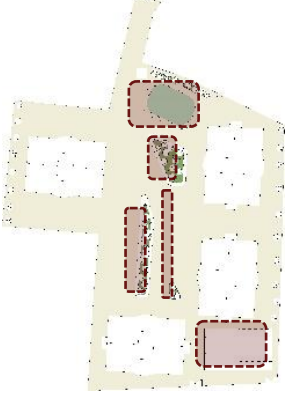

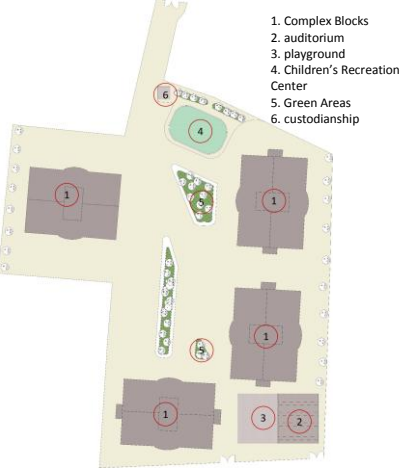
Micro-components of physical-behavioral patterns	Social interactions	social participation	Cultural occasions	Functional diversity	Penetration and flexibility	Environmental protection	Physical diversity	Differentiation and identification	Texture, materials, materials Decorations
Identity	p= 0.856**	p= 0.651**	p= 0.451**	p= 0.752**	p= 0.499**	p= 0.829**	p= 0.329**	p= 0.723**	p= 0.712**
	s = 0.000	s = 0.000	s = 0.000	s = 0.000	s = 0.000	s = 0.000	s = 0.000	s = 0.000	s = 0.000

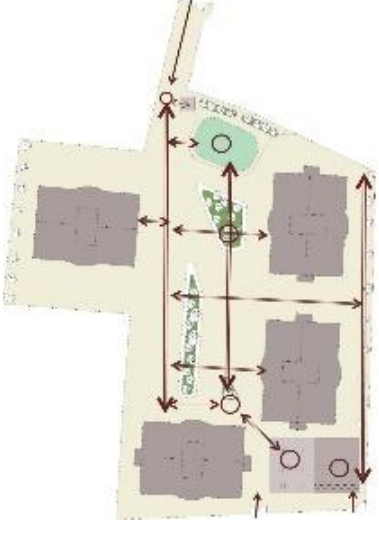

The physical environment provides facilities and space organization that reinforces special systems and patterns of activity in a place. This includes dimensions, space geometry, spatial relations and connections in places of activity. Surveys show that the physical characteristics of the environment are effective in creating places for proper

behavior and as a result the identity of the residents by creating meanings and providing specific activities. The results of the research show that the spatial architecture based on the behavioral and conventional patterns of the society plays an essential role in creating identity in its residents (Table 4)

Table 4

Analysis of the components of physical-behavioral patterns in Elahieh residential complex

The impact of the most important components of physical-behavioral patterns	Elahieh residential complex	Conclusion
Social interactions - social participation		<p>The existence of collective spaces such as Sports ground , recreation, Multipurpose hall, children's playground There is a lobby and a seating area for each block Using centripetal arrangement and sociable furniture Using centripetal arrangement and sociable furniture Creating social spaces and arenas by respecting the balance of distribution in the environment and complex area</p>
- Environmental proportions differentiation and identification		<p>Variety of architecture coordinated with patterns Form coordination Compatibility and suitability of building density Separation of functions on adjacent boundaries in a suitable manner without distorting the sequential view of the observer Physical emphasis by moving the blocks back and creating an open space in front of them.</p>
Functional diversity		<p>The possibility of holding ceremonies in different seasons due to the presence of outdoor and indoor spaces in a multi-purpose way The presence of horse lanes with quick and easy access to building blocks The presence of proper access to the complex to important urban points Establishing a kind of order and arrangement among the accesses of the residential complex, which implies a design suitable to the adjacent functions</p>

<p>Penetration and flexibility</p>		<p>Non-separation of pedestrians and cyclists in the building area Absence of some facilities for residents</p>
<p>Texture, materials, materials Decorations</p>		<p>Matching the mental image of people with the existing situation of the place Attention to local materials</p>

The correlation coefficient based on the intensity of the relationship and the coefficient of determination, as mentioned before, is equivalent to the ratio or percentage of variability in the dependent variable and can be explained in the form of regression and through the independent variable. However, the adjusted coefficient of determination and the error of the estimation criterion are also presented separately from the analysis of the linear relationship in the form of data related to the studied sample as well as the total scale. The correlation coefficient between research variables shows 0.965. In other words, 96 percent of the residents' identity changes in the research depend on the physical and behavioral components based on the conventional patterns of the society, which are presented in the research model and

discussed in the literature. On the other hand, the mentioned high percentage indicates the decisive and important role of physical-behavioral patterns in the formation of the identity of residents in the complex. As a result, physical-behavioral patterns as an independent variable has been able to indicate a large amount of the dependent variable (identity).

Table 4 shows the details of regression variance analysis in order to judge the certainty of the linear relationship between two variables, i.e. physical and behavioral components, based on the conventional patterns of society and identity of the place. As it can be seen and based on this test, the linearity of the relationship between the two mentioned variables is confirmed based on the relevant data in the Elahieh residential complex (Table 5).

Table 5.

Regression variance analysis regarding the certainty of linear relationship between physical-behavioral patterns and identity formation in Elahieh residential complex.

Case Study	Model	sum of squaresSS	degree of freedom df	mean squareMS	Regression significance test statistic F	Significance level (Sig)
Elahieh residential complex	R. Gration	42399	7	6057.120	491.586	.000 ^b
	Remaining amount error)	1527.876	124	12.322		
	Total	43927.720	131	-		

In order to verify the findings of influence in the formation of identity, the influence test of the correlation between the dependent variable of identity and the influence coefficient of each of the independent variables of physical and behavioral components was conducted based on the conventional patterns of the society. Figure 6 shows the most influential among the micro-components of social dimensions, social interactions between residents and physical dimensions, environmental proportions; and

the obtained coefficients shows that the lack of some facilities for residents according to their own tastes and needs causes residents to lose their identity. In this way, the criteria of social and physical dimensions have a direct relationship with the identity of the Elahieh residential complex, the improvement and organization of these things will increase the vitality and satisfaction, which leads to the improvement in the level of identity of the place.

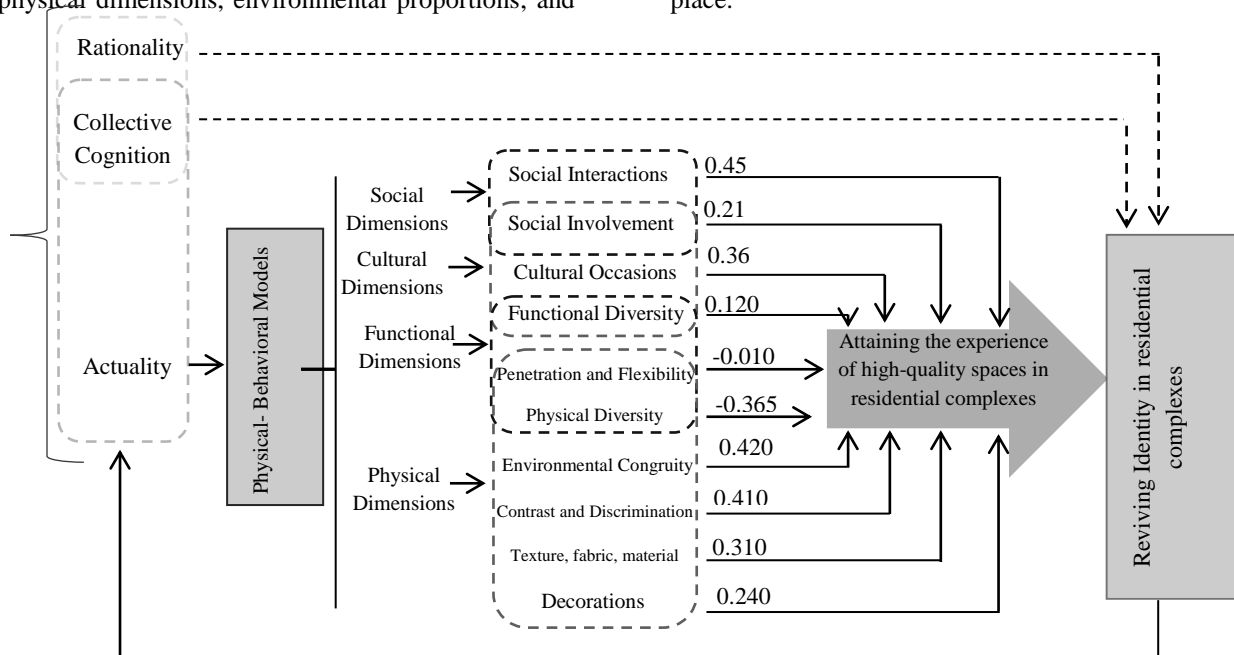


Fig. 6. Analysis of the path of physical-behavioral patterns in the identity formation process in Elahieh complex

5. Discussion

No direct research has been obtained regarding the relationship between physical-behavioral patterns derived from the common wisdom of the society and identity, but various studies have been conducted on the relationship of these indicators in a single-component manner. Based on Rapaport's point of view, the cultural criteria based on the similarities of meanings and transferred messages, will be reminiscent of the concept of reminding property of the environment in line with identity (Rapaport, 2014).

Identity is considered to be the product of the response of the environment to the needs and motivations of the residents and the formation of social and symbolic connections. The relationship between social index and identity is in line with the researches of Relph, Droseltis, Robert & Di Masso and Vignoles (Relph, 1976, Robert & Di Masso; 2020, Droseltis and Vignoles, 2010). The relationship between functional, physical and identity indexes with Alexander's researches; Falahat; Christiaanse & Haartsen; Moor & Graefe is the same (Alexander, 2016; Falahat, 2015; Moor & Graefe, 1994; Christiaanse

& Haartsen, 2020;). The relationship between the identity index in the context of time derived from the resident's interaction and the place of residence is in line with Habibi's research background (Habibi, 2005). In architectural researches, the intangible and substantive role of collective wisdom as a platform for the durability of social behavior with three characteristics of actuality, rationality and durability has been ignored, or sometimes the role of single components of physical-behavior patterns has been addressed by paying attention to a single component independent of the overall structure of collective wisdom. This article examines the role of each of its components and identity with the aim of comprehensive and integrated treatment of the concept of collective wisdom in order to identify the components of physical-behavioral patterns.

6. Conclusion

Physical-behavioral patterns arising from the customs of the society are related to identity since every place is a platform for the continuation of social behavior arising from the conventional patterns of people in creating identity. Based on this fact, physical-behavioral patterns have been identified as the main structure of the conceptual model of conventional wisdom in the place. The results of the research show a direct and meaningful relationship between this component and the identity variable, which confirms the conceptual model of the research. Moreover, time has been a key factor in this process, so that the duration of residence is a necessary condition with which, the establishment and recognition of the identity of the city is developed and promoted.

The architectural design of residential complex spaces based on conventional wisdom has a significant impact on reviving the identity of the residents of the complex on two intermediate and objective levels, which includes physical-behavioral components in four social, cultural, functional and physical dimensions. According to the performed analysis, all the micro-components of physical-behavioral patterns have been effective in restoring the identity of the residents, among the physical-behavioral patterns, the components of social interactions in the social dimension, the environmental proportions and the qualitative and quantitative dimensions of the architectural space in the physical dimension, which are affected by the ideal level of conventional wisdom (space belonging, compatibility with the system of beliefs and values, memory, excitement and passion) has the highest coefficient of importance.

The results show that conventional patterns appear in the architectural design of residential spaces in four social, cultural, functional and physical dimensions, and play an essential role in the formation of identity. In the social dimension, the method of placing and arranging the space has increased the attendance of the residents by creating collective spaces for the formation of interactions and social participation through the definition of spatial boundaries and enclosures, and also in the cultural and functional dimension, the existence of such collective spaces with flexibility and functional diversity for holding

cultural events derived from cultural values and symbols, memories and mental images of people in accordance with the conventional patterns of the society is effective. As a result, the dimensions of the body such as form, texture, proportions, legibility, scale, color, materials and decorations along with the type of organization and relationships between components become vital in the formation and revival of identity in residential complexes. The role and position of each of these factors is a significant issue that can be examined and analyzed in the form of special and detailed problems in this field and in related researches, and the results of the research can open the way for designers for designing of future residential complexes. These conclusions can be utilized by designers and researchers working in residential complexes to understand better the impact of conventional wisdom on architectural design and the use of public spaces within these complexes.

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