




Analysing the Transformation of Space Design through Globalization and Its Effects on the User: A Case Study of 'Yer Ev' in Aydın

Zeynep Acırlı* Gül Ağaoğlu Çobanlar** 

Abstract

With globalization, the speed at which people can access information has increased, the boundaries in the world have blurred, and societies, cultures, and economies have moved away from each other to the extent that they have come closer. Changes in social communication styles have, on the one hand, made it possible for a locality in any part of the world to become visible, and on the other hand, made it necessary to filter the information obtained against an identity problem that may arise. Within the scope of the study, the inevitable effects of globalization have been analyzed in the general concept of design and specifically in interior design. In this context, the research aims to examine the changing built environment with the effects of globalization and to emphasize the transformations that occur in the cultural and social lives of individuals. In line with this purpose, "Yer Ev" and newly built apartments located in the Incirliova district of Aydın Province were examined within the scope of the research. The study was carried out by selecting the phenomenology design from qualitative research methods. Images were collected through on-site observations in the region, and the collected images were presented by categorizing them in terms of spatial evaluations. Semi-structured interviews conducted with eight participants were analyzed and tabulated using the Nvivo program. Within the scope of the research, it was observed that design data specific to the culture of the geography in which the interior design is lived was not included as a value and that standardizations were brought to the design action, which should be shaped by user-specific data by nature, and that uniformity was experienced. The importance of presenting studies based on research that are far from generalizations in determining the needs and demands of individuals' lives was emphasized.

Keywords:

Interior design, Globalization, Yer Ev.

* Department of Interior Design, Faculty of Architecture and Design, Eskişehir Technical University, Eskişehir, Türkiye. (Corresponding author)

Email: zynp.acirli@gmail.com

**Department of Interior Design, Faculty of Architecture and Design, Eskişehir Technical University, Eskişehir, Türkiye.

Email: gulagaogluçobanlar@eskisehir.edu.tr

INTRODUCTION

Design, an umbrella concept, has been influenced by many factors throughout the historical process. Developments in the field of technology and changes in communication tools have transformed the way information is processed, adding new perspectives to the conceptual interpretations of design. The relationship between technology and design is significant in understanding the relationship between technology and society. The power of technology has seduced individuals; its products and processes have influenced the ways in which individuals think and behave, even affecting their quality of life (Botha, 2003). Technological developments in the globalizing world have become so complex that they eliminate the basis for predictions, making it impossible to know the outcomes of human behavior (Furedi, 2001). Technology has fallen short of helping individuals make sense of their everyday experiences, making being in daily life uncertain (Sharr, 2013).

Changes in the speed of information transfer due to technology have allowed information produced in one part of the world to be accessed from another part within seconds. The speed of information dissemination has replaced specialized solutions to problems with general solutions based on adaptation, blurring physical and cultural boundaries. Cultural transformations have altered the accepted behaviors and actions within societies. In this context, Castells (2008) examines social action through the changing patterns of relationships between nature and culture and categorizes the transformation experienced in the process into three models: The first relationship model is defined by the dominance of nature over culture for thousands of years, the second relationship model established at the beginning of the modern era sees culture dominating nature, and the third model, a new stage where nature is resurrected as an artificial cultural form and culture refers to itself, reconstructs nature as an ideal cultural form. Thus, information constitutes the key component of social organization; the flow of messages and images between networks forms the fundamental characteristic of social structure. Historically, functions and processes are increasingly organized around networks, forming the new social morphology of societies. With the new technological paradigm, events and situations occurring in different times and places can spread throughout the entire social structure (Castells, 2008).

Technological developments have enabled collaboration among designers working anywhere in the world, and designers, influenced by regional, national, and international factors, have operated in local physical contexts (Lees-Maffei and Fallan, 2016). Consequently, new technologies have fundamentally changed the world, forcing new ideas and practices in design to confront new conditions (Heskett, 2017). The technological revolution has reshaped the foundation of society at an accelerating pace, making societies globally interdependent. These

developments have caused changes not only in the process of creating designs but also in the speed of their dissemination.

In the relationship between technology and design, as Heidegger states, the increasing influence of technology has weakened the possibilities of making designs that evoke meanings (Sharr, 2013). Heidegger, stating that a design situates human existence, explains this through building design as follows:

A building is constructed according to the characteristics of the land and its occupants, and it is shaped by the physical and human topography it inhabits. Furthermore, it is made from the fruits of the earth: stone, wood, and metals. A building is more concerned with the people who inhabit it rather than abstract objects. Indeed, the form of a building reflects the values and belief systems of those people (Sharr, 2013).

In this context, the design of spaces oriented towards the regions where societies live and the cultures they belong to becomes crucial. Because each region and each culture offers different spatial possibilities to designers. When this aspect is ignored for any reason, it can lead to undesirable consequences such as the misuse of spaces beyond their functions, alteration of spaces, or even their non-utilization. However, economic and cultural conditions may compel users to utilize these spaces. In such cases, users may strive to incorporate features of their own cultures and regions into the spaces, making them suitable for their values. Bauman (2010) emphasizes that individuals' lifestyles are shaped by the physical and cultural characteristics of the place they live in, examining the relationship between technological developments and daily life through the issues of locality and spatial identity. According to Bauman, in an artificially created environment, individuals face an almost insoluble identity problem, deprived of the opportunity to negotiate meaning and thus acquire the knowledge necessary to understand and solve that problem in the featureless monotony and sterile hospital-like environment of the space. Bauman describes the relationship between technology and changing spatial culture as follows:

Women gathered at natural meeting places such as the fountain, the wellhead, or the riverbank... They would fetch water, wash laundry, and exchange information and ideas. The fountain is no longer there. Until recently, in modernized countries, there were small shops with coin-operated washing machines where brief conversations took place while washing clothes. These machines are also gone... Today, large shopping malls could provide people with opportunities to meet; but they are too big to run into familiar faces and too busy and crowded to sustain the conversations needed to establish behavior standards...

The concept of the 'yer ev', which is the subject of the study, is a regional term used for houses with gardens, generally single-story, in the Aydın region. The term "yer ev" is used by the local population to refer to a specific type of building, typically a single-story detached house. These houses have certain distinctive features influenced by the climate and cultural characteristics of the region. Generally, the houses

have two entrances. One of these serves as the main entrance, while the other is used to access the rear courtyard without entering the house itself. The rear courtyard typically includes a central garden area, a toilet, a wood storage area, and, depending on the needs, small livestock housing facilities such as a barn. However, it is observed that with the changes occurring, the local people are gradually abandoning the 'yer ev' and transitioning to apartment living. As a result of the conducted research, the aim of the study is to examine the changes in the cultural and social lives of indoor users in the context of users and spaces, with the transformation of the built environment's locality concept due to the effects of globalization. In this regard, the sub-goals of the study are provided below:

1. What are the cultural changes experienced by users as they move from regional discourse "yer ev" to new settlements?
2. What are the social changes experienced by users as they move from regional discourse "yer ev" to new settlements?
3. What are the parameters in the relationship between users' experienced cultural and social changes and space design?

In this context, in order to make accurate assessments regarding the meaning of design, it has become necessary to consider the processes referenced by the network society, globalization, and glocalization concepts, which are shaped by technological developments, as values and to reveal the relationships between these concepts. In this context, the first part of the study examines the concepts of network society, globalization, and glocalization, and the relationships between the concepts are elucidated. The second part of the study provides information about the design of the research and the analysis methods. In the third part of the study, the data obtained from the participant-led semi-structured interviews and spatial evaluations are analyzed. In the final section of the study, the findings obtained in line with the aim of the study are evaluated together, providing information to designers and planners about the extent to which spatial changes at the urban scale affect the lives and cultures of users. It is aimed that these findings contribute to subsequent studies and design processes.

THE CONCEPTS OF NETWORK SOCIETY AND GLOBALIZATION

New forms of communication emerging from technological advancements are taking shape through networks, with individuals' relationships with these networks defining the social structure. Consequently, the impact of networks on individuals' life experiences is debated, and various readings are made through the network-based social structure.

In its broadest definition, the network society refers to a society whose social structure (the organizational arrangements of people in their relationships of production, consumption, reproduction, and experience, expressed through a communication system coded by culture) consists of networks supported by information and

communication technologies (Castells, 2004). Van Dijk (2006) states that networks lead to a comprehensive restructuring of society, supporting globalization and socialization on the one hand, and localization and individualization on the other. Castells (2008) describes networks as highly suitable tools for a social organization that aims to displace space and nullify time, instantly embedding new values into the public mood for policy. Castells (2005) asserts that the network society carries a global character and cannot operate solely or primarily within a national context. Therefore, globalization, although less analytical and more descriptive than the concept of network society, is another way of referring to the network society.

The definitions highlight a direct relationship between the concepts of the network society and globalization, necessitating the elaboration of globalization. According to Popkewitz and Rizvi (2009), globalization is a term for considering the effects, consequences, and causes of changes occurring today. It is described as an event that, as the ontological condition of the present, makes visible the rules and standards of thought, hope, and action (Popkewitz, 2009). Therefore, as a term related to the present, globalization is a concept that highlights the practices of simultaneous construction for thinking about what is happening in the world (Popkewitz, 2009). In other words, globalization involves the networking of connections between different social contexts or regions across the globe. Thus, globalization can be defined as the intensification of worldwide social relations that link distant localities, where local occurrences are shaped by events occurring miles away and vice versa (Giddens, 1994). The defining technologies of globalization (computerization, digitization, the internet, etc.) help establish its defining perspective, with the concept's defining perspective being integration and its symbol being a global communication network that unites everyone (Friedman, 2002).

Held and McGrew (2003) note that the concept of globalization is defined in various ways by different people: remote action (local actions having significant consequences for others far away); time-space compression (instant electronic communication eroding distance and time constraints on social organization and interaction); accelerated interdependence (events in one country directly affecting others and intensifying interconnections between societies); a shrinking world (eroding boundaries and geographic barriers to socio-economic activities), etc.

Globalization is often viewed in various ways, but one common understanding is that it is an irreversible process that impacts everyone equally and in the same manner, representing an inescapable fate for the world. Öncü and Weyland (2010) argue that a common theme emphasized by various authors addressing global dynamics is the increasing speed, volume, and diversity of the flow and circulation of capital, trade, population, consumer goods, and cultural products across the globe, and that the main advantage of globalization narratives is that

they force simultaneous thinking, emphasizing fluidity and circulation over space. One of the disadvantages of globalization is that the growth it triggers results in urbanization, gradually eroding traditional rural societies and values. Therefore, one of the negative aspects of globalization is the threat it poses to cultural identity and values (Stiglitz, 2002). In the age of globalization, the challenge for countries and individuals is to strike a healthy balance between preserving a sense of identity, homeland, and community and doing what is necessary to survive in the globalization system (Friedman, 2002).

Berner (2010) emphasizes that globalization does not lead to worldwide homogenization; instead, it creates a world that is more diverse, heterogeneous, and complex than ever. Berner states that a fundamental misunderstanding often influences the globalization debate: the assumption that the global society, economy, and culture are becoming increasingly 'placeless' and present everywhere or at least beginning to manifest themselves. With the effects of globalization, it can be said that social values and spatial qualities specific to geography are becoming similar, but they are homogenizing by moving away from their own values. For example, cities are becoming increasingly globalized, affecting all areas of life. People everywhere are being exposed to new ideas and cultural practices that were once considered strange, the concept of globalization supports the amalgamation of products for different countries without considering cultural differences among users (Momade, 2022). One of the problems caused by globalization is cultural degradation (Öztürk and Öncüer Çivici, 2018). From this perspective, the issues related to this homogenization and cultural degradation contribute to the emergence of the concept of glocalization.

Glocalization

It can be observed in the definitions made that there is a tendency towards standardization and homogenization on Earth with globalization. However, the uncertain nature of globalization deepens interpretations of the meanings the concept implies. In this regard, Bauman (2010) expresses the dichotomous structure of the concept as follows: The more globalization unifies, the more it divides; it unites while it divides; the reasons for encouraging the uniformity of the globe are identical to the reasons for division. In addition to the fact that the flow of knowledge in every field reaches global dimensions, there is also a process of "localization" and fixing of space; therefore, what is perceived as globalization for some means localization for others (Bauman, 2010). Similarly, Friedman (2002) states that everything coexists with its opposite in globalization. According to Friedman (2002), while globalization homogenizes cultures on one hand, it also enables individuals to share their unique individualities with an increasing portion of the world. This situation contributes to the recognition of cultural values and spatial qualities in the world, as well

as to the inclusion of individual uniqueness. In this case, the concept of "glocalization" emphasizes both the localization of the global and the globalization of the local. The ongoing interaction between the global and the local makes differentiation and homogenization possible (Robertson, 1995). In other words, the emergence of the concept of glocalization acknowledges that globalization may conflict with local interests and needs, hence the need for local compromises. The interaction between global and local creates a third space to compensate for the weaknesses of these two concepts (Francois, 2015). According to Friedman, healthy glocalization is the ability of a culture to assimilate effects that can naturally adapt to it when confronted with other powerful cultures, resist things that are truly foreign, and distinguish things that may be different from it. The sole purpose of glocalization is to assimilate various aspects of globalization in a way that contributes to geography, culture, progress, and diversity (Friedman, 2000).

In summary, glocalization draws attention to the preservation of values belonging to geography and society, as well as to the relationship between the global and the local concepts. Although this relationship is subject to various studies at the cultural level, it is also an important parameter for designers. When the national literature data is examined, in a study conducted at the product scale, it was found that user groups who did not experience the effects of globalization preferred traditional elements such as divans, floor tables, and floor cushions in their furniture choices, while user groups influenced by globalization tended to prefer furniture that appealed to a modern lifestyle, differing from local traditions (Aras and Özdemir, 2018). In another study, Aras and his colleagues evaluated the socio-cultural changes through the spatial design of traditional Urfa Houses, revealing that there was a lack of compatibility between these traditional spatial configurations and the changing conditions of contemporary life (Aras et al., 2003). Ertürk and Gökdemir (2017), in their study at the urban scale, examined the effects of socio-cultural differences on the spaces in two adjacent neighborhoods, identifying significant changes in the types, numbers, and usage patterns of the spaces between the neighborhoods. It is seen that the concept of globalization and its effects have been examined in many studies examining the life practices of individuals.

For design disciplines focused on humans, it is important to preserve local values while being aware of the effects of globalization. Because this affects the design process of spaces where cultures are formed and sustained. Recognizing that the effects of globalization will continue, it necessitates the analysis of spaces and environments. This reveals the relationship between glocalization and design. Global and local are so intertwined that perhaps the best word to describe the world designed by designers today is glocalization (Ching et al., 2017). In this context, globalization cannot be avoided; however, local values should not be allowed to disappear.

Despite its advantages, globalization affects the localities of nations; this can be observed in internal changes occurring in the use of unique spaces, their distinctive features, certain cultures, ways of life, ways of thinking, and even in the perception of "new and modern" solely for the sake of appearance. Societies cannot escape globalization but can face it by preserving their localities in every way. The main responsible parties for this issue are authorities and architects (Fellahi, 2021).

While globalization and glocalization are influenced by many factors, they also influence these factors, making the concepts multi-dimensional. In readings regarding the layered structure of concepts, the spatial scale emerges as one of the areas where this interaction is most intense, thus increasing the importance of determining changing indoor usage habits.

METHODOLOGY

This study employs a qualitative research methodology to investigate the transformations in the cultural and social lives of interior space users, focusing on the user-space relationship within the context of the changing notion of locality in the built environment under the influence of globalization. Qualitative research is characterized by its exploratory and interpretive nature, aiming to comprehend a problem within its natural context (Klenke, 2016). By utilizing qualitative data collection methods such as observation, interviews, and document analysis, this approach seeks to uncover both previously identified and latent issues. It emphasizes a realistic examination of natural phenomena associated with the problem, framed within a subjective and interpretive paradigm (Seale, 1999). The study is structured using the phenomenological design, a subset of qualitative research methodologies. "Phenomenological research design focuses on phenomena that we are aware of but do not have an in-depth and detailed understanding of" (Yıldırım & Şimşek, 2016). It is stated that these phenomena encompass perceptions, experiences, concepts, and situations. The purpose of phenomenology is to understand human experience (van Manen, 2007). Phenomenology is a qualitative research method used to allow individuals to express their understanding, emotions, perspectives, and perceptions regarding a specific phenomenon or concept and to describe how they experience that phenomenon (Rose, Beeby & Parker, 1995).

Study Group

"In phenomenological research, individuals or groups who can experience the phenomenon under focus and can express or reflect on this phenomenon are the data sources" (Yıldırım & Şimşek, 2016). Similar to other qualitative research methods, phenomenological research focuses on the depth and details of knowledge to comprehensively express the phenomenon being studied, rather than aiming for generalizability or universality (Baltacı, 2019). In the

research conducted within the phenomenological design, the study group consists of users selected through purposive sampling method, aiming to identify the cultural, social, and spatial experiences of individuals who have moved from "local homes" to apartment units. The study group was selected through criterion sampling, one of the purposive sampling methods. The criterion for the study was individuals who have experienced cultural and social changes due to leaving their homes with local characteristics for various reasons and undergoing a different spatial arrangement for at least five years. Accordingly, individuals who had moved from "yer ev" to apartment dwellings within the past five years and voluntarily agreed to participate in the study formed the study group. Ethical approval for the study was obtained from the Social Sciences Ethics Committee of Eskişehir Technical University (Approval Date: April 24, 2023; Protocol Number: 35/16).

In qualitative research approaches, different opinions are presented by researchers regarding the determination of the sample size. However, qualitative research prioritizes achieving a saturation level over focusing on the size of the study group. Conceptually, saturation is reached when further data collection does not yield deeper understanding or additional insights into the phenomenon being studied, allowing for the data collection process to be concluded (Akçay & Koca, 2024). In this study, conducted with eight participants from the İncirliova district who had moved from ground-level houses to apartment dwellings, data saturation was achieved, and the analysis phase was initiated.

Data collection tools and analysis

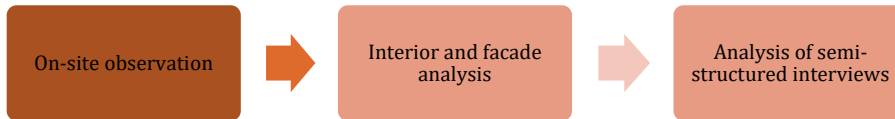
Since interviews are commonly used as data collection tools in phenomenological studies (Yıldırım & Şimşek, 2008), the interview technique was used as the data collection tool since the research was conducted based on the phenomenology design. The interview technique provides researchers with interaction, flexibility, and the opportunity to examine through probes while revealing experiences and meanings related to phenomena (Yıldırım & Şimşek, 2008). While creating the semi-structured interview form, relevant literature was extensively reviewed, and various items were determined to identify users' attitudes, experiences, and perceptions regarding spatial designs related to their changing and evolving lifestyles. These questions were organized after pilot applications and semi-structured interviews were conducted with participants. The process of establishing the research framework is presented in Table 1.

Table 1. Establishment of the Research Framework

On-site observations were made in new and old settlements to analyze the changes in the region.	As part of the research, observations were conducted starting from the streets of the 'yer ev' where the local population previously resided to the streets surrounding the apartments they recently moved to, aiming to understand differences in usage patterns. In this context, the functions and usage practices of streets in both residential areas were observed.
Facade and interior space analyses of "yer ev" in the Incirliova district of Aydın province were conducted during the fieldwork.	The facades and interior space usage areas of the 'ground-level houses' were analyzed and evaluated in conjunction with the new living spaces in the apartments. This evaluation was conducted to analyze the extent to which the spatial needs of the users in the 'yer ev' align with apartment living.
Analyses of semi-structured interviews with users were conducted using the Nvivo software.	The interviews conducted with the users were analyzed through descriptive analysis, and themes were developed. These themes highlighted the key concepts that emerged during the process of change.

The data obtained from interviews with 8 participants were analyzed using the descriptive analysis method. In descriptive analysis, "the obtained data are first described systematically and explicitly. Then, these descriptions are explained and interpreted, cause-and-effect relationships are examined, and conclusions are reached" (Yıldırım & Şimşek, 2016).

Table 2. Analysis Process of Research Data



In the scope of the research, various data collection processes were conducted including on-site observations, comparative analyses of spaces, and semi-structured interviews with users. This approach is considered crucial for ensuring the validity and reliability of the collected data. Providing detailed and objective descriptions of the study processes, ensuring their applicability and repeatability, and employing data triangulation are among the most recommended measures (Marshall & Rossman, 2006). Triangulation, which involves gathering data from multiple sources or methods to corroborate findings, is widely used and significantly influences the quality of studies (Fraenkel, Wallen & Hyun, 2011).

FINDINGS

The findings obtained from the research are structured consistently with the interviews and space evaluations, and they are composed of headings identified through analysis.

Spatial Evaluations

The Incirliova district of Aydın province is geographically divided into two by the line formed by the highway and the railway. This

separation has significantly affected the district's construction pattern and development style. The structures in the blue area in Figure 1 consist of traditional structures called 'yer ev'. The dark blue area within the blue area indicates where 'yer ev' are densely located, which is the focus of the study. However, the area marked in orange on the other side of the highway and railway indicates an area where apartment-type construction has become widespread, moving away from traditional settlements. The distinct sub-region in the orange region indicates the area included in the scope of the study and where apartment buildings are the densest. This region is a residential area where urban transformation has rapidly increased in recent years. In this area, where traditional 'yer ev' have almost completely disappeared, the density of multi-story apartment buildings is striking.

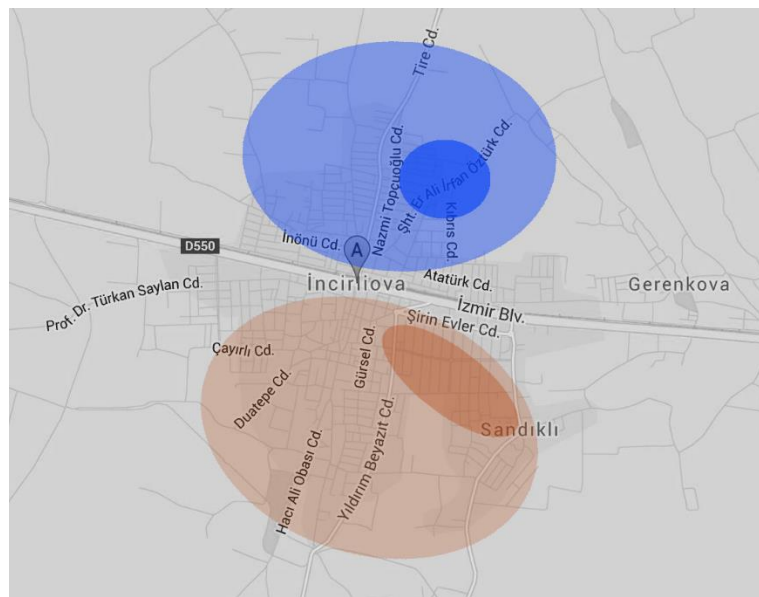


Figure 1. Incirliova District Map 'Yer Ev' and Apartment Buildings Settlement Relationship

As part of the study, photographs were obtained from within the interior spaces to the extent permitted by the participants. Streets with 'yer ev' are important public spaces where the physical structures of homes and the social areas they provide encourage interaction among users. In residential areas with typically single or two-story houses, the direct connection between homes and the street, as well as semi-private areas like courtyards, fosters the strengthening of social bonds. In such neighborhood structures, the street serves not only as a pathway but also as a shared living space where individuals engage in daily activities and socialize. The connection between the street and the home extends beyond physical boundaries, offering a social platform that enables users to come together.



Figure 2. Streets with 'Yer Ev'
(Personal archive)

The process of urbanization has brought significant changes to both the physical and social functions of streets. The social interaction environment observed in traditional neighborhood streets weakens in areas with high apartment density. The absence of private gardens or parking spaces in apartment complexes leads to a shift in the function of streets, transforming them into areas plagued by parking and traffic problems, rather than spaces for socialization. This situation limits the streets' role as public meeting and interaction spaces, weakening users' social connections. Furthermore, these streets, which are not designed to meet the needs of users, fail to support the spatial infrastructure necessary for socialization.



Figure 3. Streets with Apartment Buildings

The narrow street structures and the positioning of apartment buildings relative to each other negatively affect not only social interactions but also environmental and climatic factors. In the summer months, the interruption of cooling breezes diminishes the quality of life for apartment residents and also obstructs the natural ventilation function of the streets. These physical arrangements reduce the street-

user relationship to merely a transit or passage area, eliminating the prioritization of social interaction. As a result, in streets with high apartment density, users lose both the environmental comfort expected from the physical space and the public spaces that could foster the development of social ties.



Figure 4. Facade of 'Yer Ev'

The houses built in line with the needs of the local community generally have two entrance doors. This is because they serve both to carry firewood or coal, used for heating in winter, to the areas at the rear of the houses, and as an entrance for livestock for those engaged in animal husbandry. Even today, the front doors are still actively used when needed.





Figure 5. Courtyard Area and Garden Entrance

Access to the courtyard is provided without entering the house through the secondary entrance. The courtyard area shapes the rear facade of the house. In the rear facade, there is a secondary toilet and handwashing area associated with the interior spaces. A portion of the courtyard is designated as a woodshed/coal storage area for storing items to be burned in the winter. Fruit trees and various plants are placed in the courtyard.

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According to spatial examinations, 'yer ev' have been shaped in line with the geographical, social, and cultural needs of the local users. This contributes to the harmonious coexistence of the local community with the environment. Various solutions have been found for heating and cooling the houses according to the environment and climate. It has been observed that the use of stoves for heating is common. Since stoves are usually located in one room, residents use this room during the winter months. However, due to the intense heat in the summer, the local community has developed different cooling options. These include using air conditioning, taking advantage of the openings in houses with different facades, and sitting in garden areas.

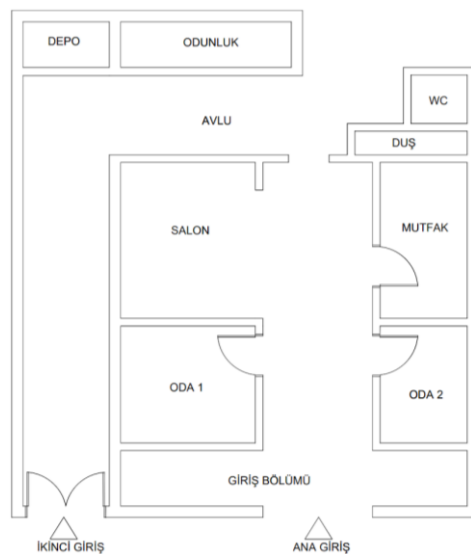


Figure 6. 'Yer Ev' plan

As seen in the plan, the houses allow for transition between the street entrance and the courtyard. While the courtyard area is used for cooling off in the summer, it serves as a storage space for firewood and coal in the winter. Access is provided from the kitchen area to the toilet and bathroom, while access to the secondary toilet area located outdoors is provided from the courtyard area. There are two separate rooms inside the house. While one room contains a stove for heating purposes, the other rooms are not heated during the winter months.



Figure 7. Interior of the 'Yer Ev'

When entering the house from the street, a visual connection can be established with the courtyard area located at the back. The circulation space inside the house is also provided along this transition axis. The living area is in relationship with both the courtyard and the kitchen section, serving as a space for seating. This settlement layout not only ensures an airflow suitable for the region's climate but also strengthens internal and external relationships, thereby reinforcing the connection with the street.

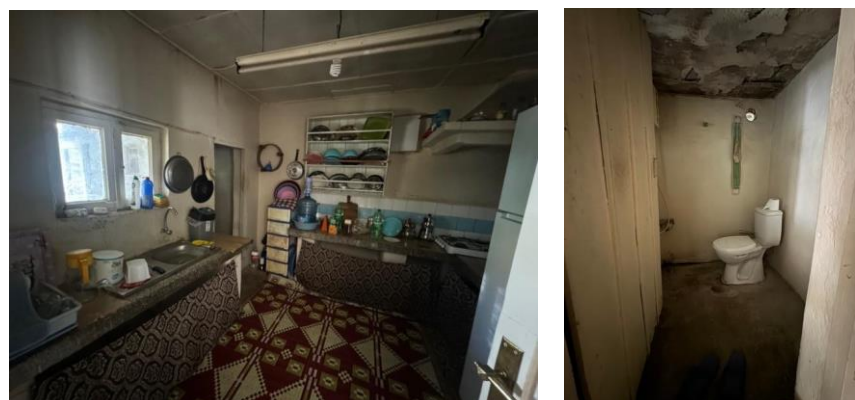


Figure 8. Kitchen Section

The window in the kitchen opens to the courtyard area. This window is used both for ventilating the kitchen and as a service window. Transition from the kitchen to the toilet and shower area is possible.

Like in the kitchen area, only general lighting is used in other areas of the house as well.

Following spatial examinations, the data obtained from semi-structured interviews with participants were analyzed.

Findings from semi-structured interviews

Based on the findings obtained from semi-structured interviews with 8 participants who transitioned from 'yer ev' to apartments, it was found that the participants lived in 'yer ev' for more than 15 years, but later moved to apartment buildings in other developing areas of the region for various reasons. When looking at the reasons for transitioning from 'yer ev' to apartment buildings, it was observed that both young and elderly individuals had different motivations and faced different challenges. Direct quotations from participants regarding the cultural changes they experienced after moving from 'yer ev' to new residential units are provided below:

"The main reason for moving to this house is the change in the sociocultural structure of the neighborhood where our 'yer ev' is located. We started to have difficulties because the neighborhood received too many immigrants. Because cultural differences are more easily noticed in small places. During this process, fights and problems increased. We wanted to move away" (P3).

"We moved because our neighborhood received a lot of immigration. Because the familiar environment changed, new customs came. I couldn't stand it, so I moved" (P1).

"In our neighborhood, it became dangerous to walk on the streets at night. We were worried about the safety of our children, so I wanted to move. My daughter came of marriageable age. I didn't want her to marry someone from that neighborhood. We received too much immigration, we don't know the people who come. So, we moved" (P4).

"I wanted to live among more educated and cultured people. Everyone in my workplace lived in an apartment. I also wanted to live in an apartment. So, we moved" (P5).

"No one knew who anyone was anymore. I didn't feel safe. Because very different people came" (P2).

"I got divorced from my husband. I live alone with my daughter. That's why I wanted to move to a neighborhood where I would feel safer. At least we are safer in the apartment" (P7).

It is observed that one of the most important reasons for the local people's transition to new residential units was the disruption of the sociocultural structure of the neighborhood where 'yer ev' were located. Due to the migrations in the region, the neighborhood began to differentiate culturally, causing residents to worry about their safety. This situation resulted in people leaving their homes where they had lived for many years and moving to an apartment in a new neighborhood. Another influential reason is the interest of the

participants in apartment living. The fact that living in an apartment is seen as more prestigious in terms of culture has led the participants to leave their 'yer ev'. In this context, with globalization and population growth, people are moving away from their cultural realities by striving for communal living, apartment living, and luxury consumption. Direct quotes from the participants' views on the changes in the social context they experienced as they moved from their 'yer ev' to their new settlements are presented below:

"I still go to my old neighborhood to socialize." (P3)

"We sit on the street here. You can't sit here, of course, cars pass by. So, sometimes I get bored sitting at home, and I still go to my old neighborhood. I haven't met anyone here anyway." (P8)

"I didn't like the apartment I moved to at first. I was both climbing stairs and didn't know any of the neighbors. My old neighbors were going to sell the 'yer ev'. So, we moved to the same apartment with my old neighbors. Now I'm very happy" (P1)

"I go to my old neighborhood during the holidays. Other than that, I don't see anyone from there. I've built a new life for myself. I feel more comfortable here because people are more educated." (P5)

"I go to my old neighborhood to socialize. I know there are places I know here, but I still miss my neighbors" (P6)

It was observed that participants meet their socialization needs by going to their old neighborhoods after moving from 'yer ev'. In fact, there are individuals who choose to move as a group to a new place. However, one participant stated that she went to her old neighborhood out of necessity and wanted to be in her new environment otherwise. This situation is important in terms of the relationship people establish with the environment socially. Because the relationship 'yer ev' has with the street and the environment is quite strong. On the other hand, the physical structure of the apartment does not allow for such socialization. The direct quotations below provide insights into the cultural and social changes experienced by participants after moving from 'yer ev' to new residential units:

"I still dream of going back to the old house. We need to live with the earth, not among these concrete buildings. However, it was good to get new furniture for the new house, the old ones were very worn out." (P2)

"If we hadn't sold our old house, I would have gone back there. Because I don't have a place here to dry tarhana (a traditional Turkish soup mix) and make tomato paste. I have to go to the 'ground floor' houses of my neighbors in my old neighborhood to do it." (P6)

"I live on the lowest floor of the apartment I moved into. My balcony is also spacious. So I can still go out to the garden whenever I want, and I make my tarhana, pasta, and tomato paste on my balcony." (P1)

"We moved into an apartment, but we couldn't leave our animals behind. We have 17 cats, a budgerigar, and a rabbit. Just as animals belong to the

earth, so do humans. We are trying to fit in here, but I miss our old house. I want to go out to my garden.” (P4)

“The biggest advantage of our new house is that we don't have to deal with a stove to heat it. Heating was a huge problem. It made the house dirty, and we all had to sit in the same place.” (P3)

“In our new house, everyone has their own room. I can have my privacy. That's why living here is better. And we don't have to struggle to keep warm. Having central heating is a huge advantage.” (P8)

“We didn't sell our old house. My parents are making our winter preparations there. For me, being in the new house and not having the house get dirty from wood and coal for heating is very important. I don't know if it's because of the materials of our old house, but it used to be cooler. But now I can cool down by turning on the air conditioner.” (P5)

“I don't have a place to make winter preparations anymore, but that's okay, I buy ready-made ones. As long as my child and I are safe, I don't need anything else.” (P7)

According to the participants, there are spatial differences between 'yer ev' and apartment buildings. Among the disadvantages of apartment living are the lack of space for preparing winter meals and the restriction of the relationship with the environment such as garden/street. It was observed that the absence of areas in the roofs and gardens of 'yer ev' for drying tarhana, making paste, drying vegetables, and fruits is a problem for most participants. However, two participants stated that this situation was not a problem for them. The weakness of the relationship with the environment in the apartment was also seen as a disadvantage by the participants. However, it was observed that the biggest advantage of living in an apartment is heating and being able to establish privacy. It was stated that heating with a stove dirties the houses and reduces the private areas due to the heating of only one room. This situation has made it difficult to create private areas within the house. However, it was observed that participants need private areas within the house. In this context, themes were determined based on the descriptive analysis results of semi-structured interviews. The identified themes are presented in Figure 9.

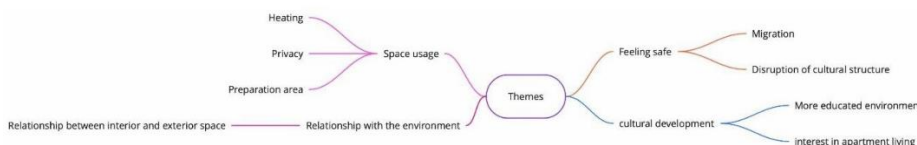


Figure 9. Resulting Themes

The study examined the experiences of individuals who moved from 'yer ev' to apartment flats. The majority of participants stated that they moved due to changes in the socio-cultural structure of their neighborhoods and increasing security concerns. The arrival of migrants from outside the region, with their different cultural habits, led to incompatibilities and conflicts with the existing residents, prompting them to relocate. Additionally, the perception of apartment living as a

more prestigious and modern lifestyle emerged as another significant factor supporting participants' transition to apartment flats.

After the move, it was found that participants made efforts to maintain social relations with their former neighborhoods. However, due to the physical and social limitations inherent in apartment structures, this need could not be fully met. While the strong social and cultural connections established through spaces such as gardens and streets in traditional houses were lost, the advantages of apartment flats, such as heating convenience and individual privacy, became more prominent. However, one of the spatial reasons for the transition from 'yer ev' to apartment living—heating—could be addressed without disrupting the region's cultural, social, and spatial structure. This could also contribute to the sustainability of regional values. These findings clearly highlight the impact of globalization and modernization processes on individuals' spatial preferences and social life.

CONCLUSIONS

The effects of globalization have transformed individuals' lifestyles, and these transformations have become the subject of numerous international and national studies, ranging from the scale of products to the scale of spaces and cities. In this study, which was handled with this awareness, the relationship between the social, cultural, and economic effects of globalization and the new design perception that emerged in the houses where individuals live was emphasized. In the socio-cultural context, globalization has brought geographical boundaries closer, increased interactions among people, and led to the coexistence of individuals from different cultures. This has reshaped social structures and norms. In the examined example of the district where 'yer ev' are located, it is observed that the migrations from outside have created a multicultural social fabric in the region. However, the mismatch of values in daily life routines within the community due to incoming migrations and unmet life expectations, has resulted in social stratifications and disconnections, prompting the local population to seek new living spaces. The transition of individuals from their familiar physical environments to apartment buildings has significantly changed their life experiences.

When we look at the social and cultural changes experienced by the participants who moved from their 'yer ev' to new settlement areas, it is seen that their efforts to preserve their daily lives and traditions have turned into a struggle in places unsuitable for geography and culture. This situation results in the local people changing their eating culture, animal husbandry processes, their ties with nature and their social environment. In this context, it reveals the necessity of designing the new living spaces offered to the local people in line with the regional culture. New apartment buildings do not provide designated spaces for individuals' daily activities. Suitable conditions for pet keeping are not available, and each apartment does not have its own outdoor space.

While individuals' daily activities remain the same, the way they carry them out has been redefined. In the design of apartment buildings, specific design elements unique to the culture of the region have not been considered. This situation leads to both cultural and spatial challenges for the users of these spaces. Because existing cultural values and environmental harmony have been disregarded in the construction of new settlements. In this regard, failing to respond to the lifestyles, cultures, and spatial needs of the local population will lead to various deteriorations over time.

Design decisions such as space configuration and spatial scale have been made without taking into account the constraints or opportunities brought by the geography. The uniqueness of spaces shaped by unique user data has been eliminated with the introduction of standardizations. Individuals have become part of a structure that maintains similar lifestyles within the same behavioral patterns. They have adapted their living spaces to their own usage through the solutions they have developed.

The study has shown that participants experience problems in their socio-cultural and spatial usage processes due to standardized lifestyles and spatial features resulting from globalization. In this regard, the importance of designing new housing for local communities in accordance with the geography, socio-cultural structure of the local population, and spatial needs have been emphasized. Within this framework, there is a need for comprehensive studies to prevent the loss of cultural and spatial values.

Within the scope of the article, the importance of presenting studies based on research that is free from assumptions and preconceptions in determining the needs and demands of societies living in different geographies by adopting different cultural values, especially in the Incirlioiva Region, is emphasized. Academic studies conducted in this field will serve as a valuable resource for design practitioners.

In summary, Horkheimer and Adorno (1995), emphasize that experiences related to the world have shaped human life, and the changing qualities of objects have altered their functions. Differentiations in the spatial design of dwellings have defined the boundaries of human-environment interaction. Finally, in the globalized world, reconsidering the questions raised by Adorno (2000) about the home and the individual, who he describes as an entity constantly exposed to the influence of the surrounding world of objects, is necessary:

What does it mean for the subject to have sliding windows that can only be pushed right and left instead of inward-opening windows? How has the presence of rotating door handles instead of soft door knobs, the disappearance of courtyards, the removal of a few steps in front of the street door, and the garden walls affected them (Adorno, 2000)?

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Resume

Zeynep ACIRLI graduated with a Bachelor's and Master's degree in Interior Design from Anadolu University and completed a PhD in Interior Architecture at Eskişehir Technical University. Her research interests include spatial-visual interaction, the concept of accessibility in spatial design, inclusive design approaches, interior architecture design education, and user research in design education.

Gül AĞAOĞLU ÇOBANLAR is working as a research assistant in the Department of Interior Design, Eskişehir Technical University. In 2020 she received her MA degree in interior design at Anadolu University. Currently, Çobanlar is a PhD student in the department of interior design. Her academic interest areas are children's spaces, interior design education and lighting design.