

Presentation and explanation of a system model of human behavior in urban areas (Case Study: Sajjad Boulevard and Imamieh Boulevard in Mashhad) *

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Abstract

All human beings in their daily lives connected with their surroundings and are influenced or affected in some way by the environment. The relationship between man and environment in its original shape (stimulus - response) follows a system, in which the sensory receptors are influenced by environmental stimuli and after transmission of information to the brain, environmental data are classified and interpreted in brain and eventually will appear as human behavior. All human behavior is done in certain areas that are considered the behavior bed. In these spaces, expected and actual behavior as much as possible, have the opportunities to arise and a favorable atmosphere is assumed when in accordance with the characteristics, behavioral characteristics and needs of individuals, are designed. One of the aims of this paper is to present and explain the system model of human behavior in urban areas and man-made environment, under the form of urban roads and comparative estimate and its effects on creating patterns of behavior of the users. This is an applied research and its method is descriptive - analytical. As well as non-parametric statistical methods to measure and to analyze 275 questionnaires by SPSS software has been used. The results of this study show that the behavior patterns of citizens in Sajjad Boulevard with mean difference of -0.41071 within the parameters of the speed of movement, social interaction, the use of space, the mass and the amount of garbage thrown around, compared to Imamieh Boulevard has significant difference and it is obvious that this indicates the need for special attention to the design of public spaces such as streets of the city.

Key words: urban spaces, behavior patterns, urban management, vitality, Mashhad Metropolis.

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Introduction

One of the main issues connected with urban spaces is the concept of anthropological and subsequent behavior in urban areas. Today, isolation and decreased social interaction is one of the most important problems that threaten the social life of city dwellers. Given that public spaces in cities, has more behavioral disorders and are less able to provide the appropriate fields to organize normative patterns and behavioral needs of audience, designing is an efficient strategy for behavior management, including the planning and management needs for such urban spaces (Latifi et al., 2014: 6). Management today represents Insight Manager in the running of the city and especially the citizens in the use of urban space. So the space and urban landscape adapt to the needs and behavior patterns must be assessed and the designed, so without examining how the behavior of citizens, we cannot expect creating flexible, inclusive urban spaces and responsive to citizens (Rostamzadeh et al., 2008: 175). Urban spaces must be inclusive and vibrant and city, according to experts, cities and urban spaces should be human-centered. Inclusive spaces with flexibility for different age groups, gender and different social, creates all sorts of things that individuals, easily find groups relevant to themselves and feel a sense of belonging to them. Have a strong sense of belonging that is memorable, increases dependency and raise motivation to re-participation in people (nasrabadi, 2011: 106). A lively urban space is an urban space where the presence of a significant number of people with activities and diversity (in terms of age and gender) is seen in the range of the day when their activities are mainly in the form of social or choice (Khastou et al., 2010: 66) so it can be acknowledged, a space that has strong sense of belonging could increase vitality, dignity and self-confidence and grow people-oriented and prevent negative the behavior (nasrabadi, 2011: 106). "Jane Jacobs" emphasized need for vitality in the streets as part of the public spaces in cities and believes that vitality can be effective in improving citizenship behaviors (Haman. 102). As mentioned above, urban areas are the place of the behaviors and thoughts intraction and at the same time meet the everyday needs of citizens (Mani Sadeghi, 2013: 1) also improve the quality of the environment areas and urban public spaces (open spaces, urban spaces, green spaces) in order to raise the visibility of Absorbers population these areas, is on the agenda of urban designers. Increase Absorbers population is done through the enrichment of citizen's experience in the field of public (Pourjafar, Sadeghi, 2008: 96). So urban spaces are studied in relation to the behavior of the users of that space (Bahrain, 1996: 1) that This behavior of people in urban areas determines the city's or countries culture (Amini, 2011: 37) However, behavior patterns, need their own environment to update or control (Latifi et al., 2014: 10) Because the human relationship without environment would be senseless and incomprehensible human behavior is largely dependent on the environment in which he lives (Arbabi, 2000: 11). Also creative nature of man makes him that always dominate his environment and due to his sensitivity to the environment consequently gives it various forms (Amini, 2011: 38). Finally, it can be said for the analysis of how urban space structure is, there are two views: one is focus and another is his attention to other people, which with attention to everyday life, we can analyze behavior patterns in the city in relation to the symbolic processes, the meaning of the environment and people's relationships with others in public places and with their environment (Madanipur, 2013: 93). Architecture and Urbanization are dealing with spaces that variuos kinds of activities in different framework happen and in fact gives meaning to the spaces (Bahrain, 1996: 1), while the urban areas, often in our cities have been neglected and between the

executive branch we may not be able to find a correct definition. So to deal with these behaviors in urban areas is rooting problems that we are facing today in the city.

The problem

The idea of the formation of cities is investigable in the two approaches. View that focuses on the future of cities and towns as an unattainable ideal model (Khatibi, 2011: 64). Urban space is a more Transcendental concept than a conventional and simple space. So that in addition to covering general features of a space include aesthetic standards and complex economic and social value (Rafieian, 2009: 228). People behave in space (city), including their interactions with each other in space (Khatibi, 2010: 66) and citizens according to their purpose, exhibit different behaviors. In environmental psychology, human behavior is influenced by factors such as physical environment, symbolic data, design data and spirit of the environment. The human with their behavior which is due to cultural, social, economic and personal aspects impact on the environment and have changed in order to satisfy their social and psychological needs, and organize space (Amin-Zadeh et al., 2002: 45). According to Chpyn and Braille, activity of each person in space is function of spatial pattern of system. In fact system activity is current activity during a specific time to achieve a particular goal (Latifi et al., 2014: 10). Today, isolation and decreased social interaction is one of the most important problems that threaten the social life of city dwellers. Hence, the need for people to places for social interaction and mental needs of urban life has become one of the requirements. So the design of an efficient strategy for behavior management, is including the needs of planning and urban management for such spaces (Haman., 6). Use of urban public spaces, is the experience that is not the same for everyone and variables such as age, sex, social groups and ethnic minorities, affects to understand how urban life (Rafieian, 2009: 228). Necessity for the proper use of urban space, is learning basic tips about the dos and don'ts when is used. Obviously, learning mentioned things are done step by step and you cannot expect a person without experience in the city and urban space, learn all these things that in general are considered "rules of civility" (Amini, 2011: 41). "Bolino" and "Thornley" believe that the behavior of citizens generally have two common characteristics that will emerge according to the context (environment). The first feature is that it's not strength able directly and is due to the extraordinary efforts that in the institutions and the areas of the environment is done to achieve success and secondly spontaneously grows connected with the field (nasrabadi, 2011: 106). Pkyvn is a cognitive and behavioral geography experts who stated that human beings in understanding their environment are more subjective to objective, so people about their environment act based on their beliefs compared to the information that is mainly objective (Arbabi, 2000: 11). So the space and urban landscape must be assessed and designed adapt to the needs and behavior patterns, so without examining the behavior of citizens, we cannot expect creating flexible, inclusive, vibrant and yet responsive urban spaces to the citizens (Rostamzadeh et al., 2008: 175). Inclusive spaces with their flexibility create variety of subjects for different age groups, gender and different social, which relevant people easily find and feel sense of belonging to that. As mentioned above urban spaces should be inclusive and open to all segments of the public areas, age groups and social and sexual minorities at all hours of the day, in complete security and at the same time facilitate access and provide traffic. In fact, the main function of public spaces is creating and strengthening the presence of the people so social and cultural dimensions are of the particular position (Rafieian, 2009: 228). In other words, culture, creates patterns of behavior and then behavior patterns determine and reflect how people use the spaces. The nature and the activities that are done in urban areas can be generally attributed to two major factors: one culture and another environment

factors (spatial-physical). But the manner and the extent to which the two on the way of activities that are behaviors, or more correctly the behavior patterns, are not the same. In this way, the use of space has cultural origin and environment (form and space domains) only has auxiliary role (support) or a deterrent role and do not determine the behavior in anyway (Bahrain, 1996: 4). But now with the increasing value of the land and the desire to make money, the importance of urban areas in the municipalities is reduced as far as design and construction of urban spaces have been completely forgotten (Mony Far 2013: 1). Today there is a more comprehensive view of urban space among urban engineers, and it is a vision based on the implementation of urban spaces with behavior of users of the space. Thus, behavior of the citizens, is influencing the design and shape of urban space. Therefore, urban planning must not intend to deal with behavior patterns and popular culture change, but must try to use existing tools, spaces and design elements that by facilitating good behavior, encourage them and by creating a barrier stop undesirable behavior. For example, lack of linear entities on the edge of roads, lack of street lighting for too wide and straight streets, constructing deadlock and nested alleys and construction of park with dense trees, each of which can be effective in encouraging or restriction of behavior (Many Far, 1392: 2). In addition, in the city of Mashhad attention to the design of urban spaces to the busy streets and explain the system behavioral pattern due to the dense population living in the city and its strategic location and locating court of Razavi holy shrine city has made this city as center of tourism for the Muslim world; that Require special attention to the design of urban spaces and the establishment of integrated management to create a pleasant and friendly spaces for Users of these spaces.

Research background

The following items as history and history research have been studied by others in the country and are given according to the year and results.

Table 3: review of literature in the country

no	Name of researcher	Research year	Research topic	Research area	result
1	Bayaz, Hatami Nejad, Nikbakht	2015	The role of urban spaces in creating individual identities	District one of Mashhad	Design of urban spaces, has a direct impact on citizens' identification and shows that the urban environment widely influences on subject and object identity on citizens in regard to the of theory of symbolic interaction.
2	Amin Latifi	2014	Evaluation of environmental quality components on behavior patterns in urban parks	Hamadan public park	Humanitarian needs is resulting from impact of behavior on Space and Environment and environment ability is committing behaviors and on the other hand, improve environmental quality and impact of its components on the territories

					and patterns of behavior is in the relationship in parks with quality concepts.
3	Khatibi	2013	The interplay of behavioral patterns in restoring the city's identity	Entrance range of Sanandaj	Is a Good urban environment and spatial identity that fit with the person, his behavior and culture and is a tool for linking the individual and society, the environment and the surrounding nature. Therefore characteristics and quality of places and urban areas should be formed on this basis and above mentioned elements in order to provide urban identity can influence strategic studies, the choice of city form.
4	Razzaghi	2013	Qualitative analysis of space and urban landscape and behavioral pattern of space users	Edges of Karaj river	River margin in terms of vitality measures, have significant utility. In terms of attractiveness criteria, in many places of river margin and in some areas because of the failure to maintain and design it has undesirable.
5	Behbehani, Faryadi, Mohebbali	2010	Protection and revitalization of the river Dare Darband based on behavior patterns	-	Tourism Axis of Darband was designed in such a way that the ecological relationship between green patches is established by using of vegetation in the range and restaurants on the river Dareh, were organized with priority given to location and the least environmental damage inflicted on the environment and the location and pollution, satisfaction views with River Dareh and mountain perspective.
6	Ameneh Bakhtiari nasrabadi et al.	2010	Analysis of the people-oriented urban space and its relationship with citizenship behavior	Esfahan city	The highest correlation in people-oriented spaces is for participation and respect for others and the lowest is for justice and accountability. Accordingly, instead of changing every single in component of the urban space as much as 16 percent can predict citizenship the behavior.
7	Vahid Amini	2010	Citizen and citizenship	-	"Human and environment are saying interactions " So it is better that everyone,

			behaviors		see the urban environment to realize our good urban culture and everyone checks our behavior, and acknowledge that these citizens qualities of environment with good indicators
8	Yawar Rostamzadeh Et al	2010	Assessment methods citizenship behaviors in urban areas in the meta-analysis approach	-	Quantitative and qualitative methods in assessing the behavior of citizens are gathered in the meta-analysis methodology to assess the results which are used in urban spaces placed.
9	Aminzadeh Dokhi Afshar	2002	Design and behavior patterns, suggestions for improvement of urban parks	-	Park studied showed that the space use of drug addicts and drug dealers are selected according to the activity.
10	Azadeh Arbabi	2000	studying behavior in behavioral geography	-	People's behavior can be useful in the planning area, considerations relating to the perception and behavior of people in urban environments are of particular interest.

The method

The methodology of this research has comparative nature and is an applied that is done as descriptive and analytical. In terms of data collection is combination of methods documentary -field. In this study, according to the formula to determine the sample size of 275 questionnaires were analyzed using SPSS software. Also in three different time courier in each day both behavioral observations of pedestrian in both crossing is recorded and analyzed several time.

1. The theoretical framework of research

2.1 Urban Space

Urban space, is a place for the flow of social civil actions arising of relations of economic, social and cultural rights in the context of urban population (Ahmadi, 2011: 6). In new view, urban space, is a space full of overcrowding and involves a new conception of space perception in the field of philosophical thought, psychology and sociology. Rob Carrier knows urban space as outer space and "all kinds of spaces between buildings in cities and other places," and calls basic elements of urban space as street and square "(Sattar Zadeh et al., 2010: 187). The main condition of urban spaces is that the interaction and social interaction happens and is a place to meet and citizenship ceremonies, manage and coordinate the activities of citizens (right between et al., 2012: 48). But what socially enables these spaces is the physical factors that can underlie the entry and then stop individuals and social groups of specific age and sex within space, which in this case we can note factors like the availability, visual appeal, natural factors (Daneshpur and Charkhchi, 2007: 20).

2-2- kinds of urban spaces

Spaces in the city includes a wide range of public and private spaces. You can divide spaces in the city in terms of using into three general categories (Ahmadi, 2011: 6). Public, semi-public (semi-private) and private space. These spaces can be open and closed. Figure 1 shows a variety of urban spaces.

Table 1: Classification of urban spaces

†closed			*open			City spaces
private	Semi-public	public	private	Semi-public	public	

- A) Private spaces: are part of the spaces in privately owned or occupied by individuals. Private space, including private gardens, courtyards and houses (Pakzad, 2006: 45).
- B) Semi-private spaces / semi-public: that part of the spaces in the city that due to limitations in the purpose and its use by a particular group of people is used. Semi-public / semi-private Spaces, including sports centers, gyms and exhibitions (the same).
- C) Public space: that part of the spaces in which all citizens without control have the right to enter and stay in them (Ahmadi, 2011: 9) and access to it is possible for all members of society. Also Space needs to transmit cultural values through his signs and symptoms,. Because people need relatively stable system in which they can grow culture, social and character (Habibi, 2009: 31)



Figure 1: Types of urban public spaces

The global experience about "urban public spaces" such as Goodman (1986), Dratly (2004), and many experts have common on this account that "urban public spaces" should be a place for "social interaction" and "social life" which can be the basis for development and the formation of "individuality" and "social". In addition, urban space is the most important of shared human perception, and perhaps for this reason has an important role in the development of human societies (Rafieian, 2009: 229).

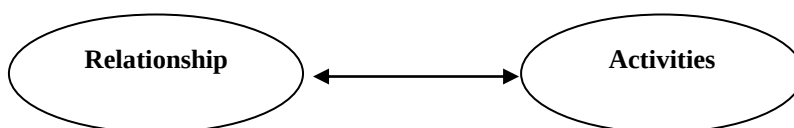


Figure 2: urban space and the relationship between and relations and activities

Source: Rafieian, 2009: 229

This space is in a wide range of private and public activities. From a variety of public outdoor spaces in the city of the point of view of the collective life of citizens is very important. The success of the space to a large extent dependent on the relationship between full and empty space.

Close area is called a range of indoor area that can accommodate a broad range of private to public activities in itself.

As mentioned above, urban spaces are divided into public spaces, private, semi-public. Input, nodes, routes, the water's edge and stairs are considered as urban spaces . Mainly there is two types of urban space in terms of the physical point of view and aesthetics in the cities. A) Squares, b) streets

1 Square in terms of spatial and temporal needs has different roles and functions. Sometimes is as a place to supply of goods, and once had the government and the bureaucracy, or religious atmosphere there. What today is considered about city squares is the form, type of Use and their link with the urban context, While most urban renewal squares in Iran have no right to these properties can be studied only in terms of architecture And further, is an area that is called Square and in fact is occupied by vehicles and is completely deformed. It turned to gate.

The most important element of recognition of image of the city, is urban space. Features include forming the backbone of urban spaces, help to navigate in urban space, creating visibility, creating urban spaces form and how people behave and Use of space that should be considered in designing of space form, In addition, streets are path for pedestrian and vehicles and arising the field of economic, social, and physical. Street is expected for moving (before prowling the streets), the behavior (social, economic, cultural) and physical. Streets are framework and the main structure form of each city. In fact, streets are part public spaces, that by linking the various sectors and activities of a city, like the arteries in the body, keeping it alive and dynamic. In other words, the streets are the connecting spaces and urban activities. This activity is always with anything else that represents the values of the residents of a city (the servant et al., 2010: 38).

Table 2: Types of urban spaces and their hierarchy

Urban spaces	input	node	path		Water edge	stair
	Neighborhood Entrance	City squares	City streets	Street and deadlock	Beach and lake	Urban stair
	City entrance	Local square	Crossing streets	Walking path	Permanent Edges of a river	Local stair
		Ceremonial Square	boulevard	Highway	Seasonal Edges of a river	
Gate		Local street				

Source: Pakzad 2012: 81

1.3 Nature of Environmental Psychology

Environmental Psychology is the branch of the behavioral sciences to examine human behavior in man-made environments. Francis Crick knows environmental psychology as psychological exploration in human behavior that is focused on living in the urban physical environment (Reza Zadeh, 2006: 23). Accordingly environmental psychology should study man's relationship with the physical environment in terms of shaping the values and needs, that in the meantime he has three basic organisms in the field of knowledge:

2-4-activity and the behavior

Any operation that living creatures do involves the physical things visible and invisible acts of physiological, emotional and intellectual activity (Shaary Nejad, 1985: 54). In fact human behavior is outcome of motivations and needs of individual, environmental features, image of a person from the

outside world due to his perception and meaning that the picture gives to him. Therefore, under the influence of the above any conditions can have various forms, and cause different behaviors. For example, sit on the bench, lounge are activity-related behaviors to seating (Khatibi, 2013: 66).

2-5-people and behavioral approach to space

Moore (1983), believe that our attention should be paid to the differences between people and people's environmental attitudes. In fact emerge the image of environment that people form it, is considered as behavior of people (Razzaghi, 2013: 97). Attitude and behavior patterns of people in the Use of landscapes and urban spaces is important and without behavioral analysis, possibility to perceive and eventually exploring feedback cannot be provided (Lynch, 1981,2).

2-6-behaviors in urban areas

Some environments have capabilities that without restructuring and changes in their physical location meet many other activities and some easily change. A consistent environmental design, is a design to be able to accommodate fixed patterns and different behavior at different times or simultaneously without the need to have physical changes (Amin Zadeh, 2002: 47). Some behaviors depends to activities that are not conducted in the urban space, but what takes place in this category are behaviors that come from activity in the urban space. The activities of people in public spaces can be classified into three groups, that each need different characteristics in the physical environment (Khatibi, 2013: 66): Mandatory activities: one in any condition is inevitable of these activities. Because these activities are mandatory, they will take the minimum impact from physical environment and public space because occurs in all days of the year and under any circumstances. Optional activities: these activities are crucial and are done in conditions that favorable context is provided for them, such as recreational activities.

Social activities: doing these activities depends on the presence of other people in space and in principle is not possible out of collective, such as children's games, a short visit with neighbors and local shopkeepers.

2-7-factors that influence human behavior in urban space

The most important factors influencing human behavior in urban areas including changing the way of life for citizens than in the past, population growth in urban cities and promote uncivil behavior, the changing nature of urban spaces (Square gridlock and not as a gathering place and balance), lack of culture of proper use of urban space, set all the pillars of the city based on the presence of car, Encouraging factors and preventive the presence in the urban environment, the effectiveness of behaviors in removing security in urban areas, the phenomenon of destruction or vandalism in urban areas (Amini, 2011: 38).

2-8-a variety of methods to assess behavior in urban space

Depending on the type, manner and the results of scope of intervention in the field of citizenship behaviors, different ways are used to navigate, search and evaluation culture and how urban spatial applications by citizens.

A) ways of intervening in study

Procedures involved in the study including interviews and surveys, observation and evaluation, survey and poll, fast design method for non-verbal responses, time registration, time registration method on aerial photographs, experimental method, using paper and pen, simulation method, method of reconstruction / replacement, linear design method, using abstract shapes (Rostamzadeh et al., 2008: 183).

A) non-interventionist approach in study

Non-interventionist approach in study such as natural experiments, observation and participation, observation of physical traces, field study / naturalistic, simple observation, camera / vision pedestrian roadway, fixed citizen / variable space, citizen of variable / fixed space, laboratory methods / simulation, social life in small urban spaces, behavior patterns of citizens (Rostamzadeh et al., 2008: 185).

2-9-relationship between the components of urban spaces and citizenship behavior

According to the views and research in the field of urban spaces and citizenship behavior we can provide the default for a communication model that explain the association between the urban spaces and citizenship behaviors (nasrabadi, 2011: 108).

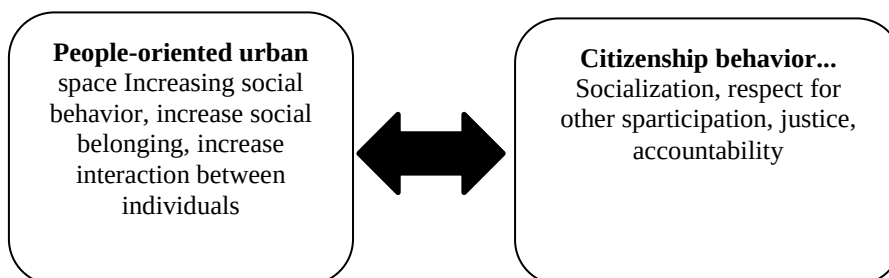


Figure 3: The theoretical model of relationship between the components of urban spaces and citizenship behavior (nasrabadi, 2011: 108)

2-10-role of "time" in collective behavior

Factor time will be evaluated in two terms:

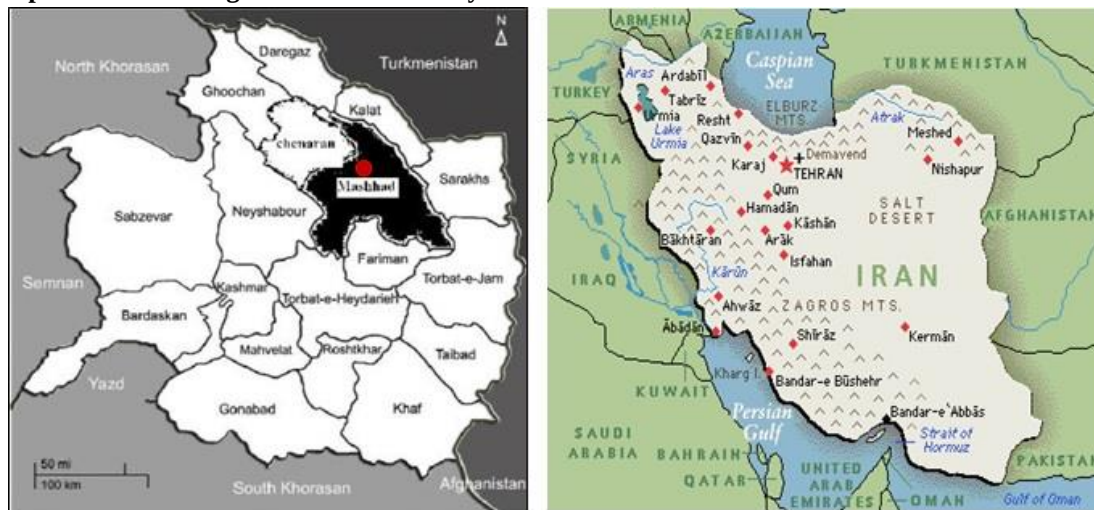
A) time means "time of presence " in urban areas, b) time means "conditions presence" in urban space When we evaluate time as the concept of " time of presence " in space, we can see that the citizens in terms their presence in office during office hours or be present in the urban environment in the city have different behaviors: During office hours due to arriving at the office, they have features like a hasty behavior, stress and protest that This is due to the nature of the "compulsory" of work and stressful encounters takes place between individuals in the same hours (6-17). Generally in non-office hours for shopping, recreation, rest, etc. people attending urban space that have features like a relaxed, happy mood and vitality that this is all because of the nature of the "voluntary" work. (Amini, 2011: 44). Conditions of the presence means that special circumstances make the easiest places in his city considered to be the most memorable spaces and enjoys his presence in environment In front person who is in unfavorable Conditions cannot even bear areas that in the past has referred to them with interest (Haman., 45).

2. The scope of research

The city of Mashhad is located in Kashf Rood valley. From North it is limited to Hezar Masged and from South and West is limited to the mountains of mountains Binalood. This town is located in 59 minutes and 3 degrees to 60 degrees and 35 minutes east longitude and 35 degrees 42 minutes to 36 degrees and 59 minutes north latitude, which is 943 meters above sea level. Also general slope is from North West to

the South East (Farnahad Consulting Engineers, 2010: 10). The area of the city of Mashhad in the year 2011, was 300 square kilometers, and is the second-largest metropolitan area in Iran after Tehran and the population of the city in 2011 was 2,766,258 persons, of which 1,384,599 have been reported to be men and 1,381,659 were women (Mrkzamarayan, 2011).

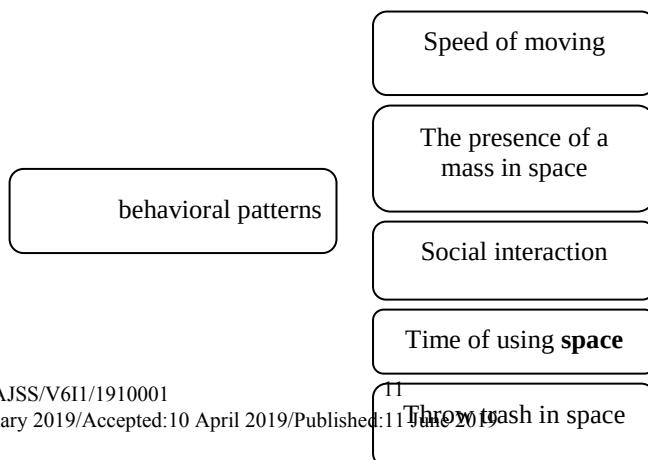
Map 1: Location range and the studied city



3. Research Findings

Individuals and citizens with different purposes (shopping, leisure, etc.) daily deal with urban spaces such as streets and Sub Street of city and spend more time in these spaces. So with this vision necessity of studying behavior patterns of citizens in the streets is as one of the most important public spaces and urban convenience and concepts associated with the key points and the efficient management of urban spaces. In this study, based on field observations and completed questionnaires we dealt with behavior patterns of citizens that by communicating and interacting with each other arises. That is why the two different approaches, including Sajad of Mashhad, Imamieh Blvd of Mashhad these two in terms of spatial quality (the urban furniture, green spaces, good lighting, etc.) were different and each have different functions and each were selected and analyzed. The following is a cross sectional comparison between the 5 person behavior of citizens and users of these spaces, were examined.

Figure 4: behavior patterns studied in comparative between two passages



In Table 4, the behavior of the five citizens of Mashhad in two contrasting areas of interest (two approaches discussed in this paper) have been reviewed and analyzed. The behavior of users in these spaces was performed during peak hours (12-10 and 20-18). To determine the precise behavior patterns, perceptions was done in 3-peak time in different parts of the urban areas (selected passages) and is done for every 40 citizens. The speed of movement as one of the behavior patterns was divided into two categories, slow and fast, as well as social interactions were recorded, observed and measured in these spaces at intervals of 30 minutes.

Table 4: behavior patterns registered for users in Boulevard Sajjad and Imamieh Iran Mashhad (number of people)

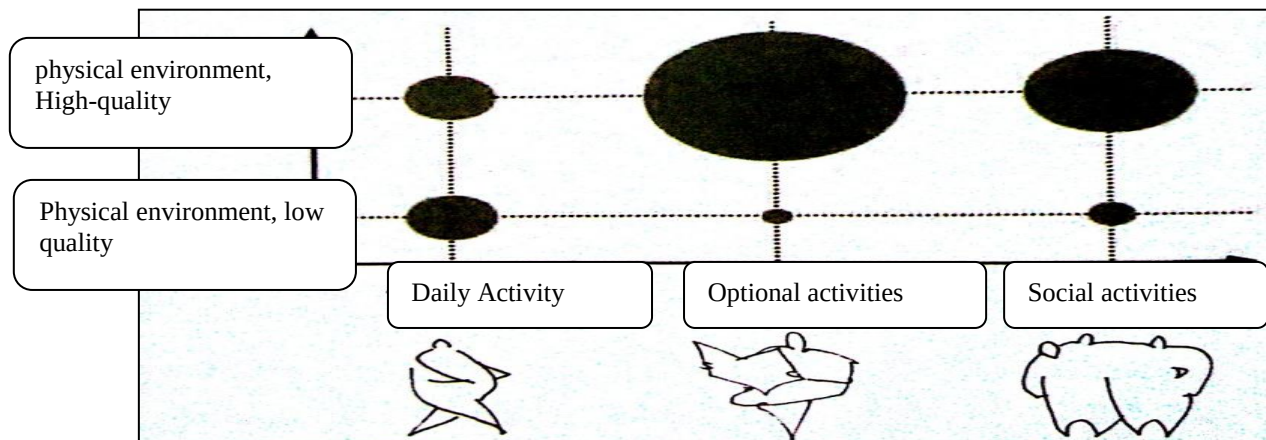
Imamieh Boulevard						Boulevard Sajjad						Behavioral patterns	
evening 18 -22			evening 10-12			evening 18 -22			morning 10-12			Time of using space	
3peak	2peak	1peak	3peak	2peak	1peak	3peak	2peak	1peak	3peak	2peak	1peak	Number of Pedestrians	
12	13	16	12	6	13	29	31	38	14	19	23	fast	
7	10	13	7	4	8	3	4	2	6	7	5	slow	Speed of movement
5	3	3	5	2	3	26	27	34	8	12	18		
3 people	2 people	people2	people2	2 people	people	people6	people3	people6	4 people	5 people	3 people	The presence of a mass in space	
1 group of 2 people			1 group of 2 people 2 groups of 2 people			3 groups of 4 people 4 groups of 3 people			2 groups of 5people 2 groups of 4 people 2 groups of 4 people			Social interaction	
1	-	-	1	-	-	-	3	-	2	4	-	Throw trash in space	

Source: Authors, 2015

The following comparative indices according to Table 4, will be discussed. Therefore, according to the table it is observed that time of using urban streets in both space in the evening (22 of 18) is more than the other hours of the day. Perhaps this is because of the temperate climate late in the day. It can also be concluded that the presence of a mass in the evening is more and the social interaction in these two spaces is more. Sajjad Boulevard due to a variety of user and administrative and commercial complex existence of some user of performance-scale in city and ultra-city, the suitable urban furniture and the people and their use of the space is not mandatory This means that this Boulevard due to the varied and engrossing

user got out of local situation and In addition, local people, has attracted people from other communities living in different parts of the city of Mashhad that's why this axis, is known as a commercial center in the city of Mashhad. While Imamieh as an undesirable space does not have this feature and the majority of users in the boulevard has a regional and local scale performance, and user is located only to meet the needs of the residents. This means about 90% of users are the local people and area residents. The table data indicate that in Sajjad Boulevard the presence of mass (groups of 5 or 6 people and even groups of 3 people) is more than Imamieh. As well as social interactions in Sajjad Boulevard in groups of 2-3 people is more than Imamieh. One reason may be that there are administrative and business applications and suitable furniture (benches and chairs). Against Imamieh only has one advantage than Sajjad Boulevard and its familiar local presence and absence of serious cultural differences Based on field observations we can conclude that the throw trash and drop it on the streets and sidewalks in the Imamieh Boulevard is less than Sajjad Boulevard and in the boulevard of Sajjad all ages and ethnic with different cultures are involved and the boulevard is removed from the local scale.

Figure 5: The relationship between human activities with the function of the surrounding environment in urban areas



(Source: Gol, 2013: 22-21).

As the figure above shows, whatever the quality of the physical environment in urban areas go up , a variety of social and optionally activities also occurs more in these spaces and if this amount reduce, social activities and optional will be reduced. Then designing and urban planning, a key consideration in the design of the physical environment and work spaces in line with the needs of the human spirit must be concerned.

Table 5: Analysis of variance of analysis indicators in research

Indicator test	Freedom degree	F statistic test	Significance level
Speed of movement	2	4.22	0.034
Mass presence	2	3.75	0.042
Social interaction	2	0.043	0.028

Source: The results of the questionnaire: 2015

Table 6: paired Comparison with dual pathways with examined indicators

region		Speed of movement		Mass presence		Social interaction	
		Mean difference	DF	Mean difference	DF	Mean difference	DF
Mashhad	Sajjad Boulevard	+3.6(*)	0.029	+18.5(*)	0.012	(*)+10.5	0.002
	Imamieh Boulevard	+2.7(*)	0.040	+17.6(*)	0.021	(*)+9.4	0.001

Source: The results of the questionnaire: 2015

* A significant degree

these results suggest that in relation to these indices there was no significant difference between the two investigated passages. Significant difference in relation to the indices of mass presence and social interactions is negative. This means that the mass presence and social interactions in Sajjad Blvd is higher than Imamieh Boulevard. As well as the speed index, is positive.

Table 7 the average single-sample comparison test

one sample Duncan test (T-Test) to measure indicators				
	number	mean	Standard deviation	The standard error of the mean
The difference in behavior patterns in pathways	275	2.5893	.29866	.01524
The test results for Comparison of one sample mean (T-Test) to measure indicators				
t Statistic amount	Freedom degree	Significance level	Difference of mean	95/0 percent confidence interval for the difference of means
-26.948	274	.000	-.41071	-.4407 -.3807

The results show that the experimental average in relation to the different behavior patterns of citizens in pathways in examined index is equal to 2.58 Which is lower than the theoretical mean it means number 3 and given that the average difference is 0.41071- and is in the negative direction Therefore, we can say that the behavior of respondents has no significant differences in pathways studied. The result, according to t-test significance level is less than 0.05 (sig = 0.000) that is applicable to the target population That can be said with the 95% and 5% error that the apparent difference in behavior patterns of citizens and users of urban pathways, is design quality differences and the space surrounding these pathways and the performance of each of these passages.

4. Conclusion

As it became clear behavioral patterns of citizens in pathways of this research has significant difference as time of using boulevard Sajjad passages because of certain and useful functional characteristics in the morning and evening peak time has higher intensity and density than the Imamieh boulevard And the speed of the pedestrian in Sajjad boulevard is also much quieter and more relaxing with the enjoy a

variety of peripheral spaces And this is despite the fact that pedestrians in the Imamieh boulevard move more quickly that these represents no special attention to marginal spaces and compatibility of alimented applications around these axis. However, the incidence of social interaction and conversation while walking in the pedestrian of boulevard Sajjad is seen more due to a variety of benches and space than Imamieh Boulevard. So it can be concluded that the design must be done according to demands of each place. In fact, the place can be interpreted as a living space, because place is a space where life is going. So places where are the daily lives of citizens according to the parameters affecting this process and its guide are the necessities of design and urban management. The results showed that the design of urban public spaces, including the main thoroughfares of the cities has a direct impact on citizens' behavior patterns. This shows that urban areas widespread influence on the identity of the subject and object of its citizens, in line with the theory of symbolic interaction the intensity of the impact between the factors were discussed in the findings of the study. So influence and intensity of influence of built urban spaces on creation of behavior patterns must be considered and this is an important issue in the design and architecture of the cities that unfortunately economically self-interested view of planners prevent the realization. So in designing public spaces in the city, according to the space quality and functional design elements to guide the behavior patterns of citizens and efficient use of public spaces is essential and in this regard to the fulfillment of this the following suggestions are offered:

- Create a joint expert committee associated with the management of municipal in the Municipality of Mashhad or city council Housing and Urban Development in Khorasan Razavi province.
- Use the results and operational strategies of psychology and sociology at the geographical sciences and urban design to solve the issues and problems of the citizens in a variety of urban design.
- Mandatory use of the specialized psychological, social sciences, design and urban planning in companies of Consulting Engineers to prepare research plans and urban studies.
- The annual survey by Mashhad Municipality from two Target Group of citizens and pilgrims entered into city of Mashhad about their satisfaction from designing and implementing the program in the main thoroughfares and busy city of Mashhad.
- Pay special attention to the design of public spaces in the city and assess the compliance of the proposals with the needs of citizens as users from these spaces.
- Attention to the influence factors of increasing social interactions in any design of public spaces in the crowded pathways of Mashhad.

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