

## The Preferences of Interior Design of the Middle-Class Families in Jordan

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**Abstract:** The research aims to study preferences in middle-class homes in Jordan and the impact of these preferences on the psychological state of the resident inside the home. Find out the reasons why Jordanians choose their homes, including furniture, materials, colors, accessories, and more. The research also aims to analyze the residents' choices to reach results that enhance the residents' comfort in their homes and their sense of belonging to this space. The research also aims to know the foundations on which the interior spaces of homes are designed, such as living rooms, bathrooms, kitchens, bedrooms, storage rooms, and balconies, with a focus on other aspects of design factors: residents' reactions, feelings, memories, attachment to place, and interests. In addition, the research focuses on the exploratory and descriptive aspects of interior design in a real-life context, and provides comprehensive information that is extracted and released in an integrated manner for home design in Jordan, and in a reliable manner. for residents.

The methodology of this study will depend on the systematic review of the literature, the analysis of the narrative style of secondary data, the qualitative subjective approach, and also in the philosophy of positivity or positivism, which is an approach to the study of society by observing people, social life, experiences and statistics that reveal the reality of society. Where the purpose of this study will be to influence social changes and improve human conditions in general by studying the influence of psychology and human study on the design of the middle class house in Jordan.

The results of the study showed that several main factors affect the choices of homes by Jordanians in terms of interior design options, the most important of which is the economic factor, as this research is concerned with the middle class in Jordanian society, financial ability and height. Prices affect the design of homes in Jordan, as most of the homes that were studied did not hire an interior designer because of their cost, which prompted them to choose the elements of the house on their own, without any interdependence or continuity in furnishing the spaces. And the choice of colors and materials, which made homes have many design problems and created uncomfortable spaces for people to spend a long time in.

**Keywords:** Inhabitant behavior, interior design, middle class houses, Residents' preferences.

### المفضلات بالتصميم الداخلي لعينة من الطبقة المتوسطة في الأردن

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**المستخلص:** يهدف البحث إلى دراسة التفضيلات في منازل الطبقة الوسطى في الأردن وتأثير هذه التفضيلات على الحالة النفسية للمقيمين داخل المنزل. ومعرفة أسباب اختيار الأردنيين لبيوتهم من أثاث وخامات وألوان وإكسسوارات وغيرها. كما يهدف البحث إلى تحليل خيارات السكان للوصول إلى نتائج تعزز راحة السكان في منازلهم وشعورهم بالانتماء إلى هذه المساحة. يهدف البحث أيضاً في معرفة الأسس التي بناء عليها تم تصميم المساحات الداخلية للمنازل، مثل غرف المعيشة والحمامات والمطابخ وغرف النوم وغرف التخزين والشرفات، مع التركيز على جوانب أخرى من عوامل التصميم: ردود فعل السكان، ومشاعرهم، وذكرياتهم، والتعلق بالمكان، والاهتمامات. بالإضافة إلى ذلك، يركز البحث على الجوانب الاستكشافية والوصفية للتصميم الداخلي في سياق الحياة الواقعية، ويوفر معلومات شاملة يتم استخلاصها وإصدارها بطريقة متكاملة لتصميم المنازل في الأردن. وبطريقة يمكن الاعتماد عليها. للمقيمين.

ستعتمد منهجية هذه الدراسة على المراجعة المنهجية للأدب، وتحليل الأسلوب السردى للبيانات الثانوية، والنهج الذاتي النوعي، وأيضاً في فلسفة الإيجابية أو الوضعية، وهي منهج لدراسة المجتمع من خلال ملاحظة الأشخاص والحياة الاجتماعية والتجارب والإحصاءات التي تكشف حقيقة المجتمع. حيث سيكون الغرض من هذه الدراسة هو التأثير على التغيرات الاجتماعية وتحسين ظروف الإنسان بشكل عام من خلال دراسة تأثير علم النفس والدراسة البشرية على تصميم منزل الطبقة الوسطى في الأردن.

أظهرت نتائج الدراسة أن عدة عوامل رئيسية تؤثر على اختيارات الأردنيين للمنازل من حيث خيارات التصميم الداخلي، وأهمها العامل الاقتصادي، حيث أن هذا البحث يهتم بالطبقة الوسطى في المجتمع الأردني والقدرة المالية والارتفاع. تؤثر الأسعار على تصميم المنازل في الأردن، فمعظم المنازل التي تم دراستها لم تستعين بتصميم داخلي بسبب تكلفتها، مما دفعهم إلى اختيار عناصر المنزل بمفردهم. دون أي ترابط أو استمرارية في تأثيث المساحات. واختيار الألوان والمواد، مما جعل المنازل تحتوي على العديد من مشاكل التصميم وخلق مساحات غير مريحة للناس لقضاء وقت طويل فيها.

**الكلمات المفتاحية:** سلوك السكان، التصميم الداخلي، منازل الطبقة الوسطى، تفضيلات السكان.

## 1. INTRODUCTION

The aim of this research revolves around the choices of Jordanians of their homes and how the interior design in Jordanian homes affects the psychological and emotional status of residents, by studying the preferences of their choices in homes and their relationship with the Jordanian social culture to make the home a better living space for them, where their homes become a part of them and serve as a reflection to their personality. The study aims to analyze the answers after completing the study of all cases and focuses on the impact of memories, feelings, first experiences and the five senses on their relation with the homes they are currently living in, their previous homes or their future homes. In addition, the interior spaces of existed houses will be analyzed and their choices in a specific geographical area of Jordan will be highlighted. The researcher will present design suggestions for medium-sized houses according to collected and analyzed data.

The research has a social, physical and psychological perspective, as people live in many different spaces and often when interior designers want to design a space, they take into account the aesthetic qualities of a space. This research focuses on examining residents' feelings and interactions within their homes, which requires an understanding of the way everyday experiences affect their lives. Therefore, the researcher must research the influence of social design on the design of homes and find the link between interior design and social design to make homes suitable for the daily life of the residents, 'The space may be a projection of the extension of the psychological apparatus, and nothing else. Derivation is probable' (Freud, 1941: 300). The human experience is always affected by the inner self and its relationship to things in the external world or outer space, as this research confirms the investigation of the essence or nature of Jordanian choices according to their personal experiences, as their view of things around them as individuals differ. Based on the above, this research is an attempt to understand architecture by examining the preferences in middle-class Jordanian homes and the link between architecture, interior design, creativity and architectural experience.

Many factors affect the residents of interior spaces in general and homes in particular, where the concepts of emotions, the five Senses, attachment to place, and memories are all connected to interior design and with it we can create spaces that enhance our lives, which is consistent with writing by Sally Augustin, Neil Frankel and Cindy Coleman in their book *The Place Advantage, Applied Psychology of Interior Architecture* when they said 'Designing a physical place affects people's mental state' in that space, which shape their attitudes and behaviors' (Augustin, Frankel, Coleman, 2009: 18). Finally, the research aims to provide design suggestions for homes in Jordan, and these solutions or suggestions will include all elements of the house such as divided rooms, furniture, lighting, ceiling heights, colors, walls, floors, and accessories. Based on the case studies in the research, and after combining theoretical analysis and analysis of the answers of the residents. These design solutions will emphasize the importance of the psychological state of the residents and design a suitable space for them according to their personality, nature and culture. The goal will be to help them adapt to modern life, live comfortably, and contain the psychological and physical requirements of the population.

### 1.1 Research Problems

The main research problem lies in the financial situation of the middle class of Jordanian society, as the use of an interior designer may be somewhat expensive for the residents of this class, which makes their choices for their homes in terms of interior design and its elements weak choices in relation to design principles.

In addition, the population density in Jordan, which has risen sharply over the past years, has greatly affected the residential construction in Jordan, as homes have become smaller and more commercial than human.

Therefore, the researcher tries to reach design solutions at the end of the research that are suitable for the financial situation of the homeowners and the sizes of the new homes.

### 1.2 Research Questions

This research aims to study the relationship between the dependent variable represented in interior design and the independent variable represented in the preferences of middle-class homes in Jordan, and therefore the research will discuss and explore the relation between the two variables, trends and interactions. Focusing on the following question:

What are the preferences of Jordanians' choices inside their homes, and what are their design solutions to make the home a better place?

### 1.3 Hypotheses

The above questions allow the researcher to hypothesize the following points that will be addressed during the study.

H1: The economic situation influences the choices of homeowners and its design.

H2: Sensory design has a significant impact on moving the interior spaces to a high level of psychological comfort

H3: Natural lighting and artificial lighting play a large part of the interior design process for homes.

H4: The choice of materials should not be haphazard and not based on trends.

H5: The culture of the community is reflected in the interior design of the houses.

### 1.4 Research objectives

The research aims to study the choices of Jordanians on the interior design of their homes, and will attempt to achieve the following objectives:

- Analysis of the main factors that affect the psychological state of the population in Jordanian homes.
- Discover the relationship between home design and the five senses, memories, emotions and personality, as well as the relationship between those elements and other interior design elements such as furniture, scale and colors.
- Employs the correct design concepts and foundations for designing homes in Jordan.
- Providing suitable design suggestions to be used as a basis for residential design for Jordanian homes.
- Emphasizing the importance of studying the requirements and specifications of residents before starting to design their homes.

### 1.5 Importance of studying

- Clarify the factors related to the interior design of Jordanian homes.
- Learn about the behavior of residents within residential spaces.
- Clarify the psychological, physical and social effects based on the study of the residents of the house.

#### 1.2.2 Research Philosophy & Approach:

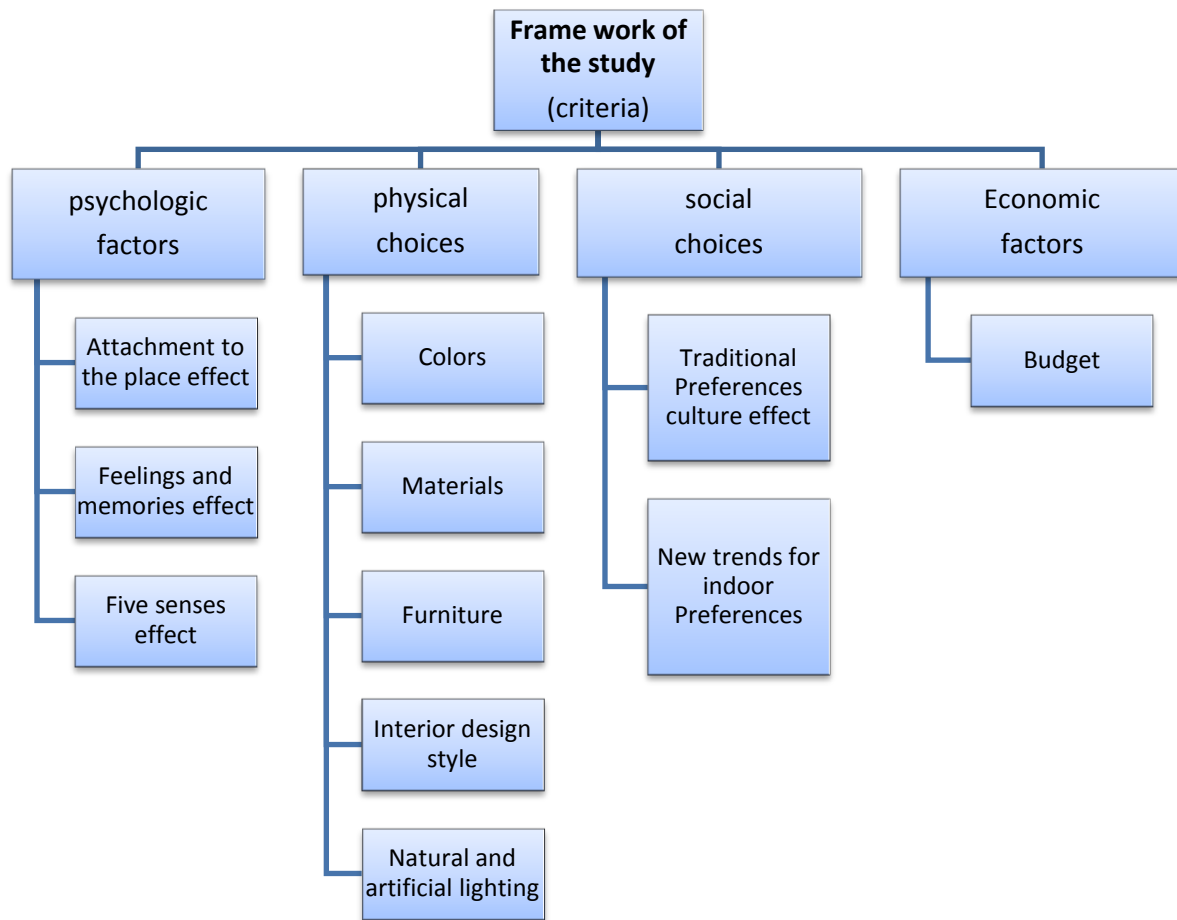
The most appropriate design for approved methodology will be:

- First: the systematic review method, as it based on the previous studies that have addressed and investigated the same topic or a topic close to it.
- Second: the qualitative method, as it contains textual or visual notes and analysis, and individual or grouped interviews.
- Third: the narrative review method.

When residents' preferences (dependent) are studied before starting to design homes, it will affect the interior design (independent) which in turn affect the design, space, and distribution of furniture, lighting, and fabrics. The last point of research methodology will be to perform deductive thinking, which is a type of logical reasoning that begins with a general idea and then reaches a specific conclusion, and sometimes it referred to as descending thinking or moving from the general to the specific. The method of studying this research will start from the general choices and then to the specific choices to study and talk about in detail. It will start with several general ideas and ends up with a specific result, which is the results that will be presented at the end of research.

## 2. Frame work of the study:

This chapter aims to define and clarify the criteria for the study. These four criteria will be the body of the question that will be given to the residents of the houses. The research framework is defined in four main sections, the social impact of the community and its impact on Jordanians' choices inside the houses, and the material impact. Psychological factors, and economic factors that may determine many of the choices of the inhabitant.



**Table 1: frame work of the study (Illustration)**

The study criteria were divided as the following: The social impact, which is divided into two parts, the first one is traditional preferences culture effect, the second one is new trends for indoor Preferences. Which one influence and affects the Jordanian preferences more! Culture, geography, religion, or trends and social attitudes.

As for the second criterion, the physical effect, which means the materials and elements within the interior space, such as the colors chosen in each room, the materials used in the design of the house, the artificial and natural lighting. Is there interest in natural lighting and its use in space according to its importance and impact on human psychology? Specific or proportional to the size of the space, or were Jordanians' choices for their homes somehow random, or according to the budget, which is very important to mention, because Jordan is one of the most expensive Arab cities as it is considered the seventh most expensive Arab cities, according to Numbeo survey 2021. The budget for the middle class will be a key factor in their choices.<sup>(1)</sup> This make the lase part of the criteria the economics reasons.

The third criterion is the psychological impact, which is divided into three sections. The first is the attachment to places and its impact on the choices of the resident. The researcher suggested among the questions in the study cases questions related to this part, for example: Did the resident move from an old house to the current house and were his first experiences in the old house influenced

(1) *Cost of living in Beirut remains high despite crippling economic crisis ...* (no date). Available at:

<https://www.arabianbusiness.com/politics-economics/457591-how-beirut-remains-expensive-despite-crippling-economic-crisis> (Accessed: October 28, 2022).

his choices in the new house? To obtain results that can be analyzed to see if first experiences and memories affected the design of the house for the Jordanian resident.<sup>(2)</sup>

The second part of the psychological criterion is the effect of feelings and memories on the choices of the residents of the houses. In this part, the researcher found that many houses were affected by the emotional part, but the residents did not realize that their choices were based on feelings they lived before or memories they want to live again or want to avoid.<sup>(3)</sup>

The third part of the psychological criterion was the effect of the five senses on the Jordanians' choices for their homes. This was the most difficult part of all the sections, because activating all the senses in the design of Jordanian homes is not an easy process because most of the homes that were studied did not adopt well-studied criteria during the design of the house for many reasons, including as mentioned earlier, budgeting for home design, and hiring an interior designer is not easy. Architectural and interior spaces have three important dimensions:

The first is the spatial dimension, which means the area and volume of the space, on which the furniture, colors and materials that will be placed in this space will be selected.

The second is the architectural design dimension, which means the design and style of space

The third is the social dimension, which is the space's suitability for the basic activity that will be held in it, and the needs of the population in this space, their ages, culture, standard of living and personal experiences.<sup>(4)</sup>

### 3.2 Psychological factors

The interior design of any building directly affects the psychology of the people who use the building, either positively or negatively. Either feeling comfortable and happy when entering a building or feeling uncomfortable, one of the basics of interior design is choosing a good and appropriate design for its users, that it meets the functional needs for which it was established, and takes into account the psychological relationship between inhabitant and house design. Define standards and the conditions that must be met in houses to achieve psychological comfort. The researcher focuses on the psychological aspect due to its importance in giving the inhabitant a sense of belonging to the place and his desire to be in it, as the house is the most important internal space the inhabitant must feel belonging, comfort and desire to live in it. Therefore, psychological factors and how they affect human behavior within the house spaces are very important. Michael Argyle mentioned in his book, *The Psychology of Happiness* that mental health declines as the feeling of satisfaction decreases, which affects the physical health of the human, as some diseases begin to appear, such as Irritable Bowel Syndrome, heart and stomach diseases, and the factors of depression and anxiety increase<sup>(5)</sup>. Therefore, in the questioner part, researcher focuses on the psychological aspects that affect the resident's feeling of satisfaction with their home, creating a feeling of happiness and achieving it. The aim of hiring interior designer is to achieve a different and unique aesthetic for the house in parallel with the main functions of spaces and space planning and fulfill all the requirements of the family, but the main reason is to reach the ideal beauty that will distinguish the house from other houses, which in turn will bring happiness and satisfaction for the inhabitant within the house, where the human interacts by nature with the interior spaces of the house. Here, the researcher referred to the study of the researcher Anas Al-Shamaliah in his research, the beauty associated with the interior design of the space, where he divided the design beauty into three main sections:

Sensory beauty: It is the type associated with the five bodily senses of human, and each individual is affected by the physical aspects of interior design elements such as colors, lighting and shapes.

Emotional beauty: It is the type associated with emotional perception, associated symbols and semantics.

(2) Green, A.E. and White, R.J. (2007) *Attachment to place, social networks, mobility and prospects of young people*. York: Joseph Rowntree Foundation.

(3) Seamon, D. and Mugerauer, R. (2000) *Dwelling, place and environment: Towards a phenomenology of person and world*. Malabar: Krieger Publishing Company.

(4) النحاس الحسيني (2021) "فلسفة الشكل والقيمة في العمارة الكونية وعلاقتها بالتصميم الداخلي"، *مجلة العمارة والفنون والعلوم الإنسانية* [Preprint]. Available at: <https://doi.org/10.21608/mjaf.2019.12335.1186>.

(5) Argyle, M. (2002) *The Psychology of Happiness*. Hove: Routledge.

Intellectual beauty: It is the type resulting from the thinking of the occupant of the void in the image of the void without taking into account its function, and his understanding and realization of the utilitarian purpose of that void.<sup>(6)</sup>

Well-designed spaces are where the right things happen all the correct feeling and experiences will happen. These spaces can help achieve the motives required in this space, for example, the bedroom if it is designed in a correct way which all the psychological factors applied, all bedroom elements like furniture, colors, personality preferences this room will help to sleep better and faster.



Figure 2 Good and bad bedrooms examples

In the previous pictures, examples of interior designs for bedrooms, the first example, the blue room is considered the correct choice for bedrooms, the size of the furniture compared to the size of the room and the height of the ceiling is very appropriate. As muscle tension decreases under the influence of blue light, it is able to reduce blood pressure, calm the heartbeat and rapid breathing. This helps to sleep better, and this is mainly required in bedrooms.

As for the second example, the red bedroom the choices are not suitable for bedrooms, the red color gives energy and abundance in places that cause nervousness and tension for people using this space, so it does not help the main function of bedrooms, which is relaxation and sleep. Otherwise the furniture choices not good, the size, shape and color of the furniture is also not suitable for the size of the room, it is considered too large, which will cause uncomfortable feeling for the user in this room. This feeling will push him to get out of this room and not want to sleep or sit in it, and even possible to leave the house and not want to return to it every day.<sup>(7)</sup>

A well-designed space does not focus on achieving all human goals equally but digs in to make sure some goals are met very well. A 'well-designed space' can be defined in psychological terms. A well-designed place enhances life experiences as it energizes people, supports their need, and provides them with inspiration and comfort. In it, people achieve their tangible and psychological goals. Being in a well-designed place leads to a desirable emotional state.

Home design should be a catalyst for the success of family relationships and not a reason for the failure of relationships. One of the most important factors that help to success family relationships is communication. Daily communication between husband and wife or between parents and the sons helps build a strong family house. There are factors that help stimulate communication in the house by the interior design. How can interior design help speed up the process of communication between family members?

### 3.2.1 Ceilings:

The height of ceilings in space should be suitable for the activity that takes place inside it, the distances and heights determine the relationship between people, for example when a person speaks to you remotely, which means that the relationship is official, such as people who give pre-prepared lectures, the distance between them and the public is far and formal. These places are

= founding the architectural terminology of the المعماري لعناصر البيت العربي الإسلامي (2016) "تأصيل المصطلح المعماري لعناصر البيت العربي الإسلامي" *Jordan Journal of Applied Science Humanities Sciences Series*, 18(1), pp. 21–36.

Available at: <https://doi.org/10.12816/0046333>.

= founding the architectural terminology of the المعماري لعناصر البيت العربي الإسلامي (2016) "تأصيل المصطلح المعماري لعناصر البيت العربي الإسلامي" *Jordan Journal of Applied Science Humanities Sciences Series*, 18(1), pp. 21–36.

Available at: <https://doi.org/10.12816/0046333>.

usually high-ceilinged. On low-level ceilings, it gives a sense of intimacy and stimulates informal conversations. The high ceilings bounce the sound waves in them, giving the impression that people in this space are farther away than they actually are, and completely reversing them in the low ceilings with the recoil of the sound waves in them give a sense of personal and close relationship more to people in space. The quality of the conversation in space changes accordingly, depending on the height of the ceiling, as the conversation you will have with someone in a large open hall with a high ceiling lags far behind the quality of the conversation you will have with someone in a small hut with a rather low ceiling height. Therefore, the researcher suggests that the living rooms and bedrooms of couples are not very large and have no high ceiling so that they stay away from each other and make the nature of the speech between them more formal, and that the height of the ceiling is high in the entrance of the house and possible in the reception hall of guests as a kind of formal and give the visitor limits to the relationship.<sup>(8)</sup>



Figure 3: difference height ceilings between guest saloon and living room

### 3.2.2 Seating areas and seats:

Human always chooses seats front of solid wall, prefer to choose this chairs not the chairs left front of open space, and always chairs left behind by the element of the first element that is placed in the spaces; when it is filled people start to sit on the seats with open space. It is a logical interpretation of human psychology as if the person feels safer, and this took us back as we mentioned earlier about the caves and how human took it as a dwelling, the rocky walls surround him and give him a sense of security so he only must control the entrance of the cave, as well as in the psychology of choosing the seat where the user feels after safety and comfort for what happens behind him. This psychological analysis can be used in the house design by the layout of furniture, by choosing ways that helps the family members to feel more secure and safe.<sup>(9)</sup>



Figure 4: psychology of furniture layout

(8) Augustin, S. (2009) *Place advantage: Applied psychology for interior architecture*. Chichester: Wiley.

(9) Augustin, S. (2009) *Place advantage: Applied psychology for interior architecture*. Chichester: Wiley.

In the first picture on the left, we will see chairs front of wall, if we compare it to the chairs in the second image. The chairs in the first picture will be chosen by inhabitant directly. As for the chairs in the second picture, will not be used until all the chairs are filled in space.

According to the previous study, In this example also, about the place of chairs in the living room, the chair in front of the window will be chosen before the other chair behind an open space.

### 3.2.3 Furniture arranged

Arranging and distributing furniture in places helps people talk together, or may reduce visual communication and as a result less talk between people, people talk easily together when there is visual contact with the eyes. Therefore, the researcher suggests that the tables be round or square in the dining rooms and kitchens, so that visual communication is higher than urging family members to eat the parties to talk together, and the attempt to avoid tables whose chairs are forward, such as bar tables, with chairs on a row, preventing and reducing visual communication.<sup>(10)</sup>



Figure 1 : communication and furniture kind in dining area

Rectangular and long dining tables that are not favoured at home because of the distance between family members will reduce discussions among family members and are not good for decision-making. Studies have found that when people sit next to each other without any visual contact, they do not solve any problems between them, unlike their presence at close range.

“Think about the relationship between task difficulty and the number of onlooker when planning a space “(Augustin)<sup>(11)</sup>  
The rectangular rooms look to us larger than the square rooms, even if they are the same space in meters, and when a person gets used to his room, he begins to see it smaller than normal, because he will see it smaller than the visitor sees it. Therefore, the researcher suggests that there should be not too much furniture in space until we feel more and more space. Sometimes family members need isolation alone, which is quite the opposite of the desire to talk, so we don't want to feel that space forces him to talk to the rest of the family because of the arrangement of furniture that facilitates and stimulates visual communication in these places will create tension that is better not placed in him, so the writer suggests that there are restorative places in the house to break the communication with others when we need to be alone.

(10) Augustin, S. (2009) *Place advantage: Applied psychology for interior architecture*. Chichester: Wiley.

(11) Augustin, S. (2009) *Place advantage: Applied psychology for interior architecture*. Chichester: Wiley.





Figure 6 Bedroom furniture choices

### 3.2.5 Attachment to the place

Using the Emotional Design Methodology in the interior design process will be positively reflected to understanding the needs of the user in houses correctly, and contribute to the creation of more successful interior spaces for more positively affecting on the inhabitant behavior.

Sense of place is a comprehensive concept which in it human feels places, percept them and attached meaning to them. Which is various aspects of interaction between human and place and the impact that places have on people. Understanding the fundamental aspects of sense of place, can be effective in assess the level of public attachment to place sand tendency of people to places. Place attachment refers to emotional and functional bonds between place and people which Interpreted in different scale from a district to a country in Environmental psychology. Thus in encounter of people and place if assume people sense of place a general feeling to that place, place attachment is a positive emotion which people have about the place.<sup>(12)</sup>

### 3.3 Physical factors:

It means the tangible things in space of raw materials, furniture, materials and others. Where these elements link the person with a feeling of satisfaction with the place and this feeling creates attachment and love for the place. But if these elements are not desired by the person and do not make him feel satisfied, the result will be a lack of love for the place and a lack of desire to be in it. Attachment mode and indicated its direct role in satisfaction

### 3.4 Social factors:

a positive relationship between physical space and personal satisfaction with regard to social contacts, in the social experiences and interactions that occurred facilitate the meaning of that place allocated to individuals. Therefore, two important features are: the status of attachment related to the house and the general notes and time, social media importance should never be overlooked. May be associated with the love of the place based on people's participation in that space, Cultural factors: groups, families and community members similar cultures are common in the place of attachment. Place associated with those activities that persons in Prepare cultural requirements.

#### 3.4.1 Personal factors:

The place of attachment varies between people. People choose a place and associate with it because of their conscious inclinations that result from characteristics and personal factors. Individuality is the most important factor in social orientation And how to develop intimacy from social communication Mental identities are defined by primary tendencies. place Reflect identities,

(12) Rieh, S.-Y. (2020) "Sense of place," *Creating a Sense of Place in School Environments*, pp. 7–19. Available at: <https://doi.org/10.4324/9780429441332-2>.

differences and competitions in different Groups based on gender, class, race, ethnicity, culture and Refers to individual political leanings, power, freedom, and interest the social order and common interests in the motives of consumption.<sup>(13)</sup>

- Memories and experiences: just, it took the place of attachment the place where people lived a strong and long period of time in that place and in the process, place serves a broad meaning.
- Place of contentment: the emotional relationship of a person and place Depends on his satisfaction with his place and how it is evaluated and rate Depends on a person's perceptions
- of being satisfied with the place and place and quality and security (physical, social and emotional) it Such awareness is conscious, unconscious, and objective personal, personal or social and results in security and Save and develop the place.<sup>(14)</sup>

### 3.4.2 Feelings and memories effect

Emotional design evokes feelings as shown in the aesthetics of design. The emotional role is very important in our experience of things, as it directly affects cognitive processes such as memory, problem solving, perception and thinking.

Moreover the emotional design is used by professionals and interior designers to help inhabitant to reveal the inner feelings they may not have thought of, then provide optimal advice on how to evoke positive emotions with different designs. The psychology of interior design aims to maximize inhabitant comfort in the house. Small changes like colors, textures can improve the mood and evoke positive emotions.

In emotional design there in no certain rules dictated to do in houses interior, regarding the inhabitant desire to keep a feeling in the house. The designer must help the inhabitant to know what they want, love, hate, to do it or avoid it in the design of the house, and achieve what they want according to their feeling, memories. This is how emotional design takes into account the nature of the inhabitant environment, energy, tastes, preferences, social habits and personality. all these elements play an important role in the interior design of the house, and this what will make every house different than each other's, even if the houses in the same building and the same size and the same number of kids, the house will not be the same in any details.

Emotional design is concerned with filling the inhabitants house with things that remind them of positive experiences, a piece they bought on a happy trip, an expensive gift they have, a picture with a lot of meaning, and even phrases that mean messages of strength that motivate them. In the end, the house is a mirror of the inhabitant experiences, memories, which means that every corner of the house is associated with a deep sensory experience; to make the inhabitant calm, active or happy.

### 3.4.3 Five senses effect

Activating the five senses inside the interior spaces is the highest stage of interior design, the space that activates all the senses of the user is another level of interior design, where the user experience in this space will become an unforgettable experience.

Usually the sense used in interior design is vision; it is the fastest thing that can affect the user, as his vision of space with its colors, materials and all its details is what the user expects when entering space, which is the vision of space design and its aesthetics.

The second one is the sense of touch, as the interior space is full of different materials that, by touching them, activate the sense of touch.

As for the sense of smell, it is applied in space by placing perfumes and candles in the spaces. This is a simple and well-known way to activate this sense, but the designer who is aware of the importance of the sense of smell can transfer it to another level, such as employing scents that help to accomplish requirements faster and better. The researcher will mention some of them later. The sense of hearing is also well-known and the easy way to apply it is through music and its use in space, but the sounds of nature can be employed in space, such as the sound of water and others, as it has a great impact on human psychology. As for the sense of taste, which is the most difficult of the senses, as it is applied only by tasting a certain thing, which makes designers exclude it from the design. The researcher will present detailed ideas in the next paragraphs regarding this sense. But here it should be noted that the sense organs

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(13) Hashemnezhad, H., Heidari, A. and Hoseini, P. (2013) "'Sense of Place' and 'Place Attachment' ," *International Journal of Architecture and Urban Development* [Preprint].

(14) Hashemnezhad, H., Heidari, A. and Hoseini, P. (2013) "'Sense of Place' and 'Place Attachment' ," *International Journal of Architecture and Urban Development* [Preprint].

do not work in the same way for all people, some people are color blind and others. They have distorted senses of smell, touch, or hearing. Because everyone's sensory network is a little different, everyone's input from somewhere is a little different. Therefore, each person will live in the same space, a different experience from the other.

**3. Findings and discussions:**

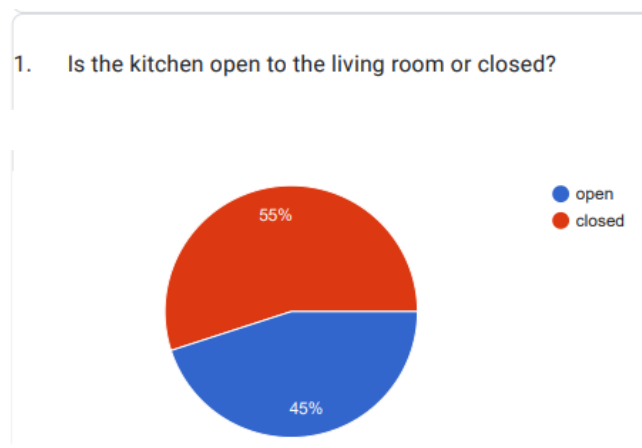
According to the questioners that were answered by the inhabitants, these are the SPSS program and google form questioner results that showing the statistics and the results.

Section one: psychologig factors – communicate – open/closed kitchen

1- Is the kitchen open to the living room or closed?

| Closed | Open |
|--------|------|
| 55%    | 45%  |

From Table ( 1 ) We Found that (55%) of the total simple answered that the kitchen closed to the living room.



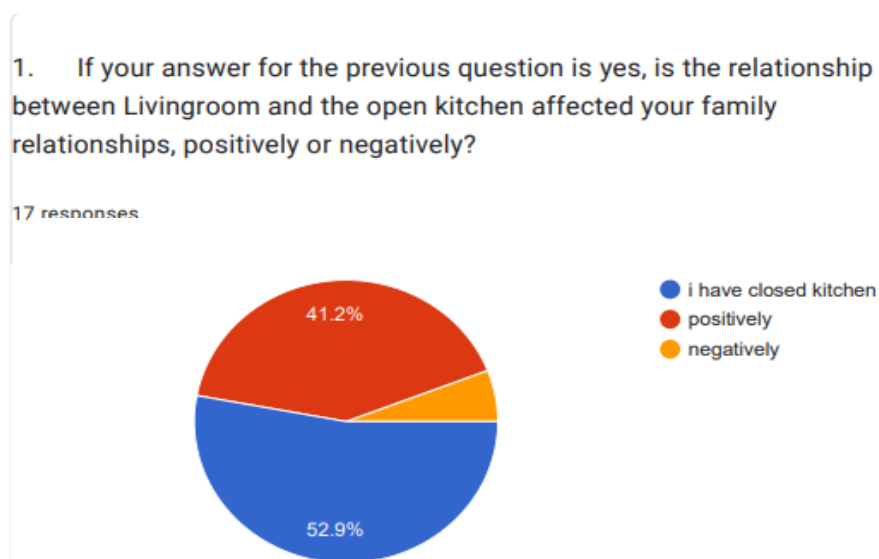
**Equation 1 open or closed kitchen chart**

in the psychology part of questioners specially the communicate part we asked about the kitchen is it closed or open, we find the result almost the same 55% has close kitchen and 45% has open kitchen.

2- If your answer for the previous question is yes, is the relationship between Livingroom and the open kitchen affected your family relationships, positively or negatively?

| Negative | Positive | I don't know | I have a closed kitchen |
|----------|----------|--------------|-------------------------|
| 5.9%     | 41.2%    | 0            | 52.9%                   |

.From Table ( 2 ) We Found that (41.2%) of the total simple answered that affected positively.



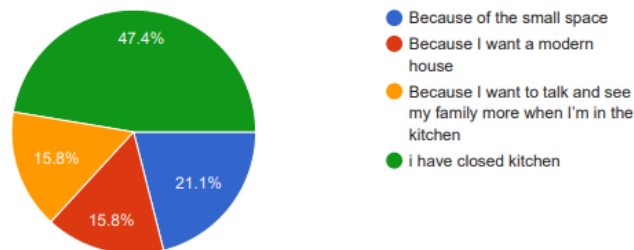
Studies related to human behavior inside his house, which we mentioned in the previous chapter, found that kitchens open to living rooms help family members to communicate better and share more moments of daily experiences, as there is no wall separating the kitchen from the living room, which will make the conversation continuous between the person present In the kitchen and people in the living room. The previous statistics confirmed this idea, as 41% of the owners of open kitchens confirmed that the open kitchen had a positive impact on their family relationships, and only 5.9% answered that the kitchen had a negative impact on family relationships, meaning that the majority agreed with this study. This is the first result confirmed by the researcher to make Jordanian homes better as dwellings for Jordanians, that the kitchens are open to the living room to have more of the Connected Living idea, the need for increased human interaction with family, information access and a connection with each other's.

3- Why did you choose to have open kitchen?

| Because of the small space | Because I want a modern house | Because I want to talk and see my family more when I'm in the kitchen | I have a closed kitchen |
|----------------------------|-------------------------------|---|-------------------------|
| 21.1%                      | 15.8%                         | 15.8%   | 47.4%                   |

From Table ( 3 ) We Found that (21.1%) of the total simple answered that Because of the small space.

Why did you choose to have open kitchen?



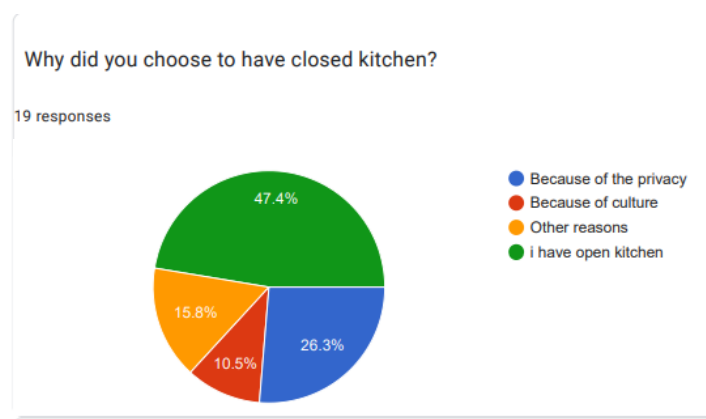
Equation 2 choosing open kitchen

in this chart the most reason was behind choosing the Jordanian an open kitchen is the small houses, they wanted to open spaces for more open plan, so they open the kitchen with the living room, but after that most of them felt it positively not only for bigger space but for better communicate.

4- Why did you choose to have closed kitchen?

| Because of the privacy | Because of culture | Other reasons | I have a open kitchen |
|------------------------|--------------------|---------------|-----------------------|
| 26.3%                  | 10.5%              | 15.8%         | 47.4%                 |

From Table (4) We Found that (26.3%) of the total simple answered that Because of the privacy.



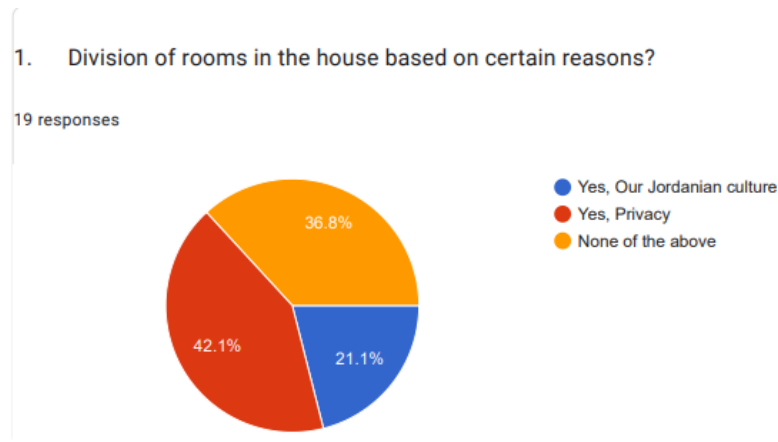
Equation 3 closed kitchen chart

Many Jordanians choose closed kitchens because of the social culture, as they prefer not to expose the kitchen for many reasons, including privacy and other reasons such as the smell of food cooking.

5- Division of rooms in the house based on certain reasons?

| Yes, Our Jordanian culture | Yes, Privacy | None of the above |
|----------------------------|--------------|-------------------|
| 21.1%                      | 42.1%        | 36.8%             |

From Table (d5) We Found that (42.1%) of the total simple answered that Yes, Privacy.



Equation 4 division of house rooms

Many Jordanians choose to distribute rooms because of the social culture, as they prefer not to expose rooms to guests and to separate the guest lounge area from the rest of the house.

#### 4. Recommendations and conclusion

The results of the study show that several main factors affect the choices of Jordanians for houses in terms of interior design options, the most important elements is the economic factor, as this research is concerned the middle class of Jordanian society, the financial ability and high prices effect the houses design in Jordan, most of The houses that were studied did not seek the help of an interior designer due to its cost, which prompted them to choose the elements of the house alone, without any interdependence or continuity in furnishing the spaces and choosing colors and materials, which made the houses contain many design problems and created uncomfortable spaces for people to spend a long time in. If we also discuss the other factors, the deep psychological side, which leads to designs of comfortable, warm, and experiences-filled spaces, was never present in the answers of the respondents. Not only that, but they also had no idea of its connection to interior design, such as the relationship between the five senses and the design of homes or Color psychology and how it affects the performance of functions in space. In addition, the researcher found that there are many choices of Jordanians in their houses design due to the trends in the market, for example, a new material for wall cladding is presented in the market now and the price is moderate compared to their income, so many of them choose it and use it in their houses, which makes the design of the house incoherent in terms of Raw materials, colors, shapes and sizes, which lead to make a disturbing spaces visually and psychologically. After analyzing the residents' answers, it became clear that there is a big problem, considering that lighting is a very important element of the interior design elements, as the residents chose random choices for the types of lighting, the strength of its distribution of light in the spaces, the color of the lighting. Some spaces in the houses needs yellow lights, some needs white lights, and some needs both white and yellow together. This was one of the biggest problems behind the Jordanians' choices inside their houses. They also don't know about interior design styles. For example, the homeowner believes that his house is modern in style, but it is in fact a mix between traditional and classic. Here lies a problem in applying the design elements, as knowing the styles details this will make correct design spaces, comfortable, and integrated.

The interior architectural space is responsible for human behavior and productivity inside buildings, so creating a suitable environment for him that meets all his needs and imitates him in terms of personality, interests, and social class. The job of the interior designer is to create this environment for him in his house in particular and other spaces in general.

In the following example, a study on houses in Jordan between the archaeological and the contemporary

A Comparative Study for the Traditional and Modern Houses in Terms of Thermal Comfort and Energy Consumption in Umm Qais city, Jordan (2019) <sup>(15)</sup>

This research presents a comparative study between the vernacular architecture represented in the traditional houses (the farmer's houses) and the typical contemporary houses in the city of Umm Qais in northern Jordan in terms of thermal performance. It analyzes the criteria for heritage homes to explore the impact on human thermal comfort and energy consumption compared to typical modern homes. The study examines the performance of the vernacular houses and how they respond to the physical and climatic conditions. The study compares these vernacular houses with the contemporary traditional house in Umm Qais. Selected samples were taken from each type of home to assess the impact of vernacular principles of design, building construction and materials on thermal performance and indoor thermal comfort. The results showed that the passive design strategy in vernacular homes is large and more effective than the techniques used in modern homes.

Through this study, the researcher found that houses in Jordan were built in architectural ways that preserve heat and sound and thermal insulation, and this is one of the biggest problems facing modern houses, as the method of construction has changed and affected the interior design of the house as well.

#### 4.1 Hypotheses

| Hypotheses  | Status          |
|---|-----------------|
| <b>H1: The economic situation influences the choices of homeowners and its design.</b>                                    | <b>Approved</b> |
| <b>H2: Sensory design has a significant impact on taking the interior spaces to a high level of psychological comfort</b> | <b>Approved</b> |
| <b>H3: Natural lighting and artificial lighting plays a huge part of the interior design process for houses.</b>          | <b>Approved</b> |
| <b>H4: The choice of materials should not be haphazard and not based on trends.</b>                                       | <b>Approved</b> |

##### 4.1.1 Hypotheses one:

The economic situation influences the choices of homeowners and its design.

From the analysis discussions, the hypothesis indicates that the economic situation of homeowners strongly affects their preferences choices for the interior design of the house, as the majority of them cannot hire an interior designer due to the additional cost that will be placed as an additional budget over than buying furniture, which makes them choose randomly materials, furniture, and colors, which effect the spaces to become incoherent, random and uncomfortable for the residents.

##### 4.1.2 Hypotheses two:

Sensory design has a significant impact on taking the interior spaces to a high level of psychological comfort

Sensory architecture, or sensory interior design, employs all senses in design. From the moment the user enters the space; all his senses will awaken, making his experience in this space different and unforgettable. Unfortunately, all the houses studied in this research lack this type of awareness. Therefore, the researcher urges attention to sensory design, especially in homes, due to its importance in making the interior spaces of the house beautiful, comfortable, functional, and with a beautiful experience.

##### 4.1.3 Hypotheses three:

Natural lighting and artificial lighting plays a huge part of the interior design process for houses.

One of the biggest problems that prompted the design of houses in Jordan to change for the worse and no longer resemble the old, ordinary houses: is the problem of population density, as the number of Jordan's population has increased greatly in recent years, given that it is a safe country and many refugees have sought refuge in it. This forced the construction in Jordan to change to become longitudinal buildings that are closely superimposed on each other. In many cases, you find the windows of the neighbors very close to each other and opposite each other, which prompted people to always close their windows to obtain more privacy. This

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(15) Hussain H. Alzoubi1\*, Amal Th. Almalkawi1 A Comparative Study for the Traditional and Modern Houses in Terms of Thermal Comfort and Energy Consumption in Umm Qais city, Jordan

reduced the natural lighting and its access to the interior of the spaces and their use of artificial lighting, which does not replace natural lighting and its impact on human psychology, comfort and happiness.

#### 4.1.3 Hypotheses four:

The choice of materials should not be haphazard and not based on trends

The choice of materials within the interior spaces must be thoughtful and integrated with the design and style, and not be random. Most of the study cases that were studied in this research, and because of their economic situation, being from the middle class, the researcher found that their choices were random according to the budget that was available to them during the design. The house, and some of the choices were according to the prevailing fashion at the time, and regardless that it is not suitable for the house, but because it has a good price and a practical material that they chose, such as wood substitute, marble substitute, and other low-priced common materials.

## 5. Recommendations

- 1- The researcher recommended the need to conduct studies dealing with the reasons behind the choice of homeowners to work with an interior designer and choose to design their houses on their own.
- 2- In the recommendations, the researcher urged the need to study the relationship between furnishing in homes and the size of the house.
- 3- The researcher noted through the proposals the need for homeowners to be keen on modern choices with both aesthetic and functional solutions.
- 4- The researcher stated that it is necessary for the interior designer to fully understand the client's requirements and needs before starting to design the house for him.
- 5- The researcher recommended the need to conduct studies that clarify the nature of the relationship between creative design and functional design.

## 6. Conclusion

This part of the study focuses on the entire research summary. This chapter will give readers an idea of how the study was conducted and the objectives, hypotheses, and results obtained from the entire study process. The current study aimed to find out the reasons behind the preferences of Jordanians for their middle-class homes. The study mainly focuses on four aspects: the physical aspect, the psychological aspect, the economic aspect and the social aspect. As the analysis of these aspects revealed the main reasons that cause a defect in the design of houses in Jordan, by analyzing and studying the responses of the residents, we were able to reach the reasons behind their choices. And what creates a lot of problems in the spaces of homes. All of these aspects are sufficient to say that the quality of the preferences of Jordanians in Amman, Jordan, lies behind a lack of sufficient knowledge of the previously mentioned aspects. They were not taken into serious consideration by the residents due to their insufficient knowledge of their importance to their psychological health and comfort in the spaces of the house.

The current study sheds light on these four aspects that can help design healthy spaces for the population. Therefore, the results of the study indicated the importance of hiring an interior designer who has the ability to study the needs of the family and the ability to apply suitable spaces for living in.

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