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## **The Significance and representation of aesthetic among users in residential facades design: The case of the facades of self-build houses in the city of Biskra**

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**Abstract.** Facades are perceived as such a body shape in their urban surrounding, their beauty and significance are felt through the impact we feel towards their representativity and shape's features. The aesthetic of the buildings' facades has been a subject study for a set of researchers that tried to adjust the significance of expressions that deal with an aesthetic concept that is characterized by subjectivity. This is by identifying the physical properties of the interface that are most affecting the behavior of the recipient by acceptance, in order to rely on them objectively during the design process. How can we define then the aesthetic meanings and perceptions of buildings' facades and their components among their users, especially in self-construction housing neighborhoods? Considering them as users, creators and they helped the architects in their design. Its own aesthetics is the reflection of a certain socio-cultural level, besides a certain knowledge and experience that are responsible for the construction of a popular building which is the result of the awareness (EGO). for that reason, this essay tends to shed the light on the social representation of certain buildings' facades users, built as a self-construction model in Beni Morah (I) in Biskra (the case study), on the meaning of a beautiful facade, and its components' significance. To make this proposition come true, we focused on analyzing social imagination methodology as an objective approach by making a list of ten expressions that are meaningful on three sides: physical indication (clear model, all its components are complete, more sophisticated), moral indication (social class, ego, more diversified and coherent, more balanced and an innovating element), pragmatic (protection and convenience). To monitor the content of the studied social perception structure a questionnaire was distributed to a sample consisting of 30 users where the degrees of approval of these statements were structured on the basis of a structural model that allows them to be classified and to determine the relationships between them and the degrees of their correlation at the same time. By using data (Dendrograms) that provided an automatic statistical computing system which allows the explanation of the general considerations that rely on the sample's perception of the buildings concerned with the study. The results showed that the classification of the meaning relies mainly on instinctive perception (diversity – harmony, totality), and secondarily on socio-cultural considerations (Ego, social class, more sophisticated and innovated). And less importantly the scientific knowledge of the architecture (a clear model, well-balanced, convenient- protection) shows that this aesthetic side is proper to a popular building but nothing more.

**Keywords.** Symbolic aesthetics, visual perceptions, facade design, self-build houses, social representation

## 1. Introduction

The building is an art as to what it reflects, expresses, and indicates or embodies a certain meaning. The building that gives that meaning is the one that indicates the aesthetic features which it has. It's possible to perceive the meaning by explaining the relationship between the building and its aesthetic features we perceive through our imagination, those features have physical, socio-cultural, and pragmatic perceptions, usually shapes perceived as images. Take over as its efficiency is in its creative capacity, as it makes a series of complex experiences of a certain culture, after it spreads in an unperceived way, to become after a while a symbol and an element of the urban vocabulary for this culture [1]- [2].

If the building is considered an architectural work, then perceived as the result of the expression of an extent that contains a group of housing activities or something else, so the facade, especially in the urban environment, is responsible for showing it to the perceiver considering it as its external side. This latter is the determiner of its inside and outside, considering it as a complete border that separates the quota and the general free field [3]. All that is designed in one entire unit (the urban facade), which is the result of putting the urban facades as Flat and adjacent panels to form a homogeneous unit, reflecting an urban environment and the character of the city's image. as the beauty of the facade is crucial to creating a rich and wonderful environment, characterized by unity and diversity.

In light of this, we find that the symbolic dimension of the architectural facade is characterized by subjectivity because it is related to the intervention of the recipient, through its perception and its sensory configuration in evaluating shapes and spaces process. This is based on its cohesion to him/her and its ability to read its urban language, to his/her behavior through acceptance or aversion so; the place takes its meaning. Considering this behaviour is the result of the mental image that is born in the recipient's imagination, after his/her interaction with the shapes and spaces that it contains. This would result in the knowledge and enrichment of the recipient, allowing him/her to take a position, a point of view, or to argue or monitor regarding that place. As it allows one to have another view that is similar or different to his/hers, where he/she could review it when he/she is in a self-housing process, for example, portraying it in reality if it's possible[4]. Users also can express their imagination through words linked to the images created in their physical environment, through deductive essay data we can understand the meaning linked to this environment and know its concerned physical components. [5]-[6].

In this context, a group of specialized researchers in environmental psychology tried to combine the physical characteristics of buildings, their sensory impact on the recipient, and their favourite things in general. According to Gifford, it's not allowed to treat aesthetics only from the perspective of architects and designers, but even from the perspective of others as well. [7]-[8] which allows us to take it into consideration while the designing process and point out the features of the architectural image, and make the urban scenery more aesthetic.

In light of the aforementioned, we find that the reference image has aesthetic characteristics that are generally lacking in Algerian cities, especially in the new expansion area (divisions); which didn't have a positive impact in terms of aesthetic features to be accepted by the viewers. Even if it is lean and atrophic but it wasn't studied to be discovered and setting its features and significations, this latter would reflect the Ego feature of the experience, to know

a certain socio-cultural level, which permits specialists (architects and responsables) to understand the output of the current image assigned to it. That is usually characterized by having many garages at the expense of verandas and terraces, and the obvious pointless appearance of a balcony sometimes.

What is the position and the opinion of a group and an individual, as non-architect recipients, to the constructed environment in the city of Biskra towards the aesthetic of those urban facades? And what does each feature represent (balcony, veranda, garage) for them? That is what we are going to discuss in this research, where we make an investigation on the prevailing mentality and the imagination agreed on the beauty and aesthetic of self-housing facades, through their shape characteristics and the internal relationships interlinked within them that give them meaning and significance. This would allow control in orienting and framing the individual in designing a popular building that concerns everyone responsible for building it.

## **2. Methodology**

### *2.1. The Definition of analyzing social representation methodology:*

Social representation is known as organizing those common mental processes between the individuals of a certain group, with the aim of having an opinion or a position concerning a certain subject, where cohesive and social considerations are taken into account in these organizations. As a result of the interaction between those individuals, this would lead to an agreement between them in having opinions and positions towards this subject [9]. Analyzing social representation is a study of the relationships between different opinions and common positions between the individuals of the elite. In other words, it's analyzing those mental organizations resulting beyond the social cohesion (social metasystem) which uses the cognitive system as a raw material [9] that's why this study is concerned with analyzing an opinion and a position that is characterized by subjectivity to express reality with objectivity.

This methodology relies on using a group of technical supports for collecting data. Among these techniques, we find a classical questionnaire that has been used for a long time by the psychology methodology [10]. On the other hand, this study needs analytical descriptive means for computing programs for exploiting that data and disseminating its results. This questionnaire is made on a basis of a model relying on classifying the results of behaviors, where, we start making lists of expressions that reflect the content of the representation (the facade aesthetic), then we suggest to every individual of the elite to take a different position towards these expressions. Besides each individual classifies a certain category of answers for all the given expressions. This classification contains at least four ordinal domains, every individual is asked, after that, to express how far can he/she agrees/ disagrees with this expression and mention its degree of importance (strongly agree, agree, slightly agree, do not agree) for describing the concerned subject by the study and defining it an objective definition.

This quantitative data applies to a group of a descriptive-analytical methodology group that the computing program offers and is made for that. These programs allow the organization of those answers, highlighting the differentiating features inside a group or groups, marking and classifying the taken positions by the studied groups towards that explanation, and expression axis 10. And for summarizing and organizing the collected data this methodology uses analytical descriptive techniques. This latter allows putting a structural model for collecting words that express this subject. After summarizing it in lists starting from words that urging words that the researcher puts and the characteristics of the studied representation. All of them tend to shed

the light on the way how to structure all these words, whereas inferential analysis is used to the generalization of the obtained results [10].

## 2.2. Description of the case study

The study site has not been chosen randomly, but it was the fruit of a precedent field documented investigation results. Taking into consideration the necessary conditions that the significance concept requires, where the shapes don't obtain their significance and meaning until they settle for a long time, after that the urban tradition could draw and paint lines and contours of a particular style. Regarding this we decided to take into account the feature of time; that is to say choosing the oldest self-housing neighborhood among the neighborhoods that have existed after independence, in the city of Biskra, Beni Morah (1). The neighborhood is considered to be one of the oldest hashes in the municipality of Biskra, one of those that has the largest number of shares (417 shares according to a realization rate of (98%); that's why we can consider it completed, and well finished to the outcome of the urban picture adopted by the citizen. It is considered the most important construction project as well, planned in the municipality's agenda following the issuance of decree 74/26, it was founded on 10/05/1976 with a surface of 4.27 Hectares.

This share is situated on the northwestern side of the city of Biskra. It extends from the southeastern side next to the railway (Biskra – Touggourt) and the national road number 3 leading to Batna. On the northern side next to the former travelers' station and the Said Benchaib Technical School; it is bordered. On the western side Beni Morah 2; Hai Almoujahidine and from the south the western neighborhood, 150 buildings (figure 1).



**Figure 1.** (a) Aerial view, (b) Plan of division allocations Beni Morah Neighbourhood

The number of individual buildings in the study site is 297 houses, it was divided into two main groups; the first one contains all the buildings that do not have yards in their facades, their total number is 131 house, in an estimated rate of 44%. The second one is a group of houses that contain yards, their total number is 166, at an estimated rate of 56%; they were distributed according to the number of floors into 5 groups. The first group the prevailing one that has R+1 a total number is 149, whereas the second group consists of 3 floors (R+2) with a total number of 82 facades, and the third group consists of facades that have only one floor (R+0) in a number of 53 facades. The fourth group consists of houses that have 4 floors (R+3) in a number of 12 facades, finally, the fifth group which represents the minority is consisted of houses that have 5 floors; that is to say (R+4).

On a demographical side, the number of inhabitants in the studied neighborhood is 1655 inhabitants in the year 2018, according to the following estimations, in a developing rate of 2.704 % whereas the house occupation rate is estimated at 6.29, i.e the equivalent of 7 people in one house. As it is noted for selecting the original beneficiaries, this division, according to the residence and income most of them are (children of the country) belonging to the middle class (small merchants, employees).

### 2.3.A stylistic application of the social perception analysis methodology

Our analytical study aims to understand and explain the individuals' representation of the aesthetic' features that can be pointed in the urban facades in the individual houses in general and in the facades belonging to the studied sample (Beni Morah neighborhood 1) specifically. This analytical study required measuring the indices that indicate the symbolic aesthetic concept of the facades through three aspects of the significance concept.

1- The physical indication: it concerns the facade's quality, the background, the shape features, and its relationships.

2- The moral indication: Socio-cultural, religious

3- The pragmatic indication (protection, convenient- realistic).

According to former study results, we tried to make a list of urging expressions that have meaning more influential on the aesthetic. It concerns the three indications mentioned above (Figure 2), for making a theoretical framework that is adopted in the questionnaire, with a table including (09) houses' facades in the studied neighborhood, selected & classified into prevailing models, according to the availability or none-availability of space, it was determined according to a primary morphological analytical study (Figure 3). This latter was displayed as a perceived final result on 30 individuals, which is the lowest number required by every statistical quantitative analyze, where we made sure that the group of individuals must be residents in the same neighborhood, for making social interaction possible with each other and the interaction with the perceived shapes.

For the facades sample (the nine) exposed for evaluation ( A, B, C, D, E, F, G, H, I) that has been selected, as was forementioned according to the prevailing models in the neighborhood extracted from the morphological analysis, and it classified into three models:

1- 03 facades of a simple model without space










2- 03 facades of a complex model with a front space and a side space

3- 03 facades of a complex model with a front space only.

The Concept	Dimensions	Indications
Symbolic features of the architectural facades	Physical significance: shape components and their relationships.	*its components, representation, dimensions, used materials, its organization: <sup>15-11-14</sup> . The urging expressions: (all its components are complete not uncomplete <sup>1</sup> (stratification <sup>15</sup> ), the need for the existence of components (garage, veranda, balcony).
	Moral significance: socio-cultural And religious.	*The social representation of the facade and its organizational relationships: The urging expressions: (style <sup>7-11</sup> , clarity <sup>8</sup> , ego <sup>6-4</sup> , originality <sup>8</sup> , more sophisticated <sup>12</sup> diversity <sup>13-14</sup>

		harmony <sup>1</sup> , balanced <sup>14</sup> , more complex and richer <sup>8-13-17-18</sup> , modernity <sup>11</sup> )
	Pragmatic significance:	*The representation of the house role The urging expressions: (protection, adequacy <sup>3-13-16</sup>

**Figure 2.** Analysis of the concept of the significance of the architectural facade through previous studies

			Facades of the simple model without space code
<b>A</b>	<b>B</b>	<b>C</b>	
			Facades of a complex model with a code
<b>D</b>	<b>E</b>	<b>F</b>	
			Facades of a complex model with code
<b>G</b>	<b>H</b>	<b>I</b>	

**Figure 3.** Selected facades attached to the text of the questionnaire.

To know its social value and the opinion of the group of individuals as recipients, we followed the social representation study, to know the group of relationships that exist between different positions and common opinions between the recipients. It determines, on one hand, the existence of a connected network when counting the data, between the different individual interpretations and the agreement degrees; (strongly agree, agree, neutral, quite agree, don't agree). On the other hand, we have discovered the common agreement opinion among the individuals of a group through the exploration of the nature of relationships that exist between the answers.

For this reason, the used questionnaire included an investigation mean in the social mentality. A group of questions divided as follows:

- The first section: It's a set of questions that concern the recipient (8 questions); (Sex, age, activity, education, the duration of living in the neighborhood, the kind of the original house, inside the city or outside of it and the contribution in building the inhabited house)
- The second Section: it's a set of questions about the facade divided into 3 parts:

1- A part concerning the significance of the facade: (3 questions); (style of a certain historical period, an appearance that shows the social class of the house owner, protection from the outside world, aeration, vision, lightening).

2- A Part concerning the aesthetic of the facade: (7 questions); (complete- clear, original, more adapted and realistic, more sophisticated, more balanced, more diversified and harmonious, the ego, it reflects more the social status (social rank) of the owner).

3- A part concerning the facade's components and the necessity of its existence:  
- The Veranda: 03 questions (the existence of the veranda means, relaxing, refreshing, modernity).

- The garage: 03 questions (the existence of a garage is a practical necessity, it is considered an economic necessity, but its availability means dismissing the space).

- The balcony: 04 questions (the existence of a balcony is a practical necessity, modern, a social rank of the owner, a more complex facade).

### **3. Results and Discussion**

#### *3.1. The characteristics of the studied sample of people:*

To highlight this, the sample of recipients did not include only parents but members of different ages living in the same neighborhood who contributed or not to the construction, they were chosen spontaneously, they were 30 people, the collected data (Age, activity, education level, their original habitation model) from the recipients of the exposed architectural facades.

Concerning the age category we noticed the existence of four categories from the informants, we take the age category (d) 55-46 years old, the highest rate (47% of the total number), it is followed by category (a) and (c) 15-25, 36- 45 years old (27 % and 20 %) finally the last rate belongs to category (b) 26 -35 (7%).

Concerning their professional activity we found that 18 individuals working as employees representing 60% and 6 university students representing 20%, and the rest 4 housewives, 1 retired person, and 1 free businessman, representing the following rates 13% for the housewives, 3% for the second, and the third respectively. Concerning their educational level, the group is evaluated as follows 53% of them are university graduates, after that comes the second group of secondary school level 30% and the third group which is 17% represents people who have middle school level. Concerning the features of the original habitation and the modern habitation, we find that 29 people of the sample were living in the city of Biskra before they moved to Beni Morah except for one person who was living in Ouargla. The people of this sample are divided according to the habitation category (individual traditional built with bricks) then it is followed by the category of people who were living in the individual modern habitation 37%, while the category who were living in the collective habitation represents 16%.

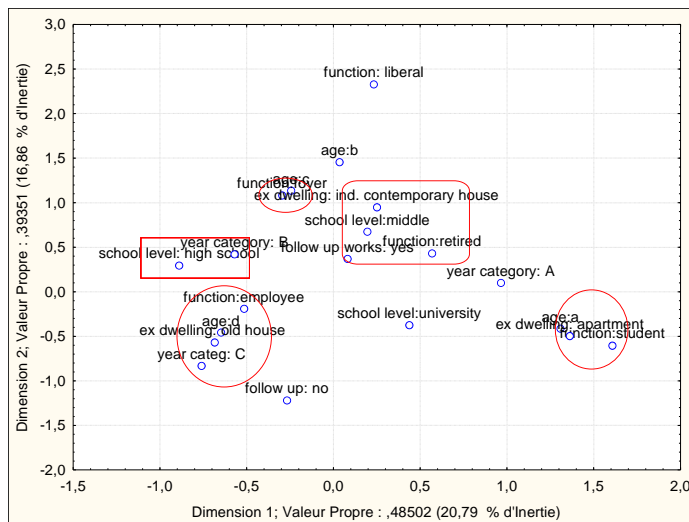
Using the analysis method (ACM); (Multiple correspondences analysis), which analyses the common relationships between the variants, by using a cloudy collection of groups of variants that have common internal features, (representation 1) clarifies cloudy groups in which variants features are gathered that has a link so that;

- The first cloud: on the left down represents a sample of people who have in common: Age (d) + activity: employee+ the education level: secondary + original habitation category: traditionally built with bricks+ the period of living there in years: 20 and 30 years (C) categ. As we notice that this category to following up of the completion of works: Yes, the one that is close to the principle of zero more than not following up: No.

- The second cloud: on the right down represents a category of people from the studied sample that have the same: Age 25-15 years (a) + activity: student+ education level: University

level + the original habitation category: an apartment in a building+ the current period of living: 1-9 years categ. (A) works completion is close: No.

- The third cloud: On the right up represents the category of an education level: Middle school+ original habitation category: modern individual+ works following up: Yes. Activity: retired.



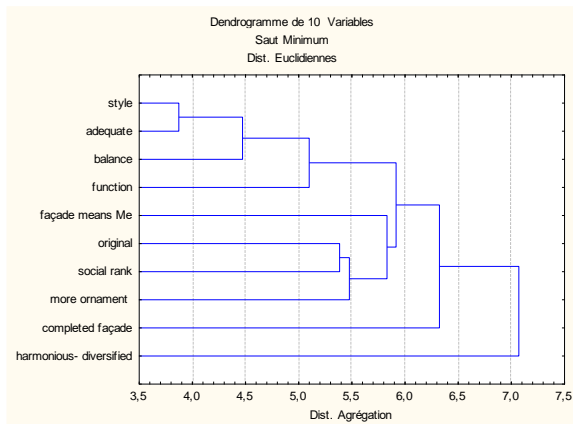
- Age: a, b, c, d (15-25, 26-35, 36-45, 46-55).
- School level: middle, high school, university.
- Year category: A, B, C.(15-30-45).
- Function: employee, liberal, student, retired, housewife.
- Ex dwelling: old, individual, contemporary house, apartment.
- Follow up works: yes, no.

**Figure 4.** Cloud groups of people that have the same features

### 3.2. The facade, components, and significance:

The progressive order for ten urging expressions for a significance of a beautiful facade (Figure 5): (style, convenience, balanced, protective role, ego, original, social status, more sophisticated, complete, diversified and harmonious) it shows three main categories. a first main category that describes the beauty of the facade through the diversity and harmony, while it is opposed by a second main category describing this beauty through the feature of completion, whereas, a third main category is divided into three secondary categories according to the following considerations:

- A knowledge that is linked to the experience and the ego of the designer (Ego)
- A knowledge concerning a certain socio-cultural level (innovative, social status, more sophisticated)
- A knowledge of the origins of the architecture (style, convenience, compatible with the protective role).

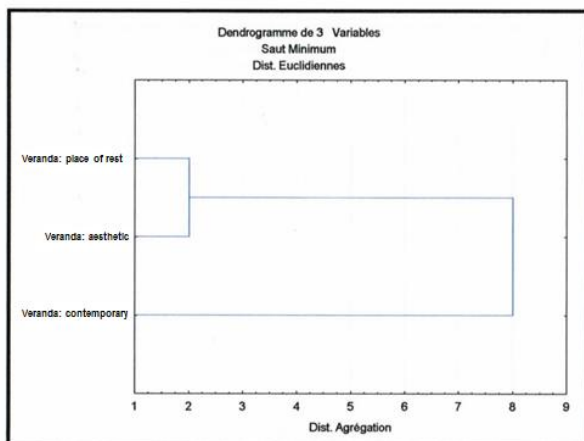


**Figure 5.** Adendritic arrangement of ten features that helps in describing the beauty of The architectural facade among the individuals of the recipient’s category.

A code of urging expressions that mean a beautiful facade.

- Complete: means a complete facade
- More ornament: means more sophisticated
- Balance: means the facade is well balanced
- Ego: means the Ego facade.
- Original: means the facade is original.
- Social rank: means the facade refers to the social status
- Harmonious-diversified: means the facade is diversified and cohesive
- Adequate: means the facade is adequate or compatible.
- Style: means composition of components in the facade is clear.

The progressive order of the three expressions that urge the meaning of space (Veranda) (a place of relaxing and revivification, beauty of the facade, a modern facade) (Figure 6) , Shows That the expression that is strongly prevailing is “modern facade” but the two other expressions are less influential.

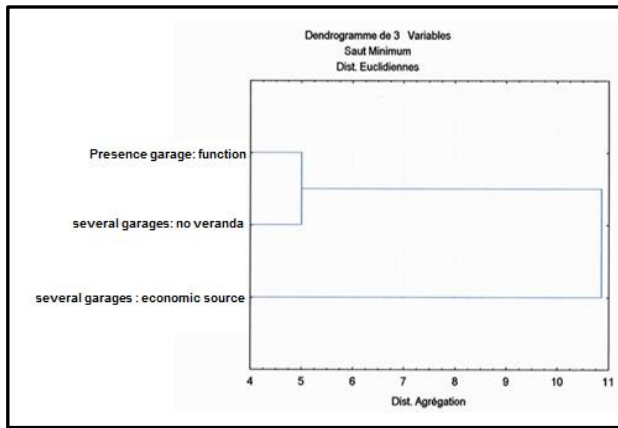


**Figure 6.** A dendritic arrangement shows three features that signify the existence of a veranda among the members of the recipient group.

A code of expressions that help in the significance of the existence of a Veranda/space:

- Veranda means a place of rest.
- Veranda means aesthetic component in the facade.
- Veranda means the facade is modern/ contemporary

As the expressions that meant the existence of a garage (Figure 7). For the facade in the social mentality among the recipient group; the existence of many garages is an additional economic resource, which is the strong expression of the meaning of the garage. Besides, the two remaining features that take the same Euclidian measurement are the weak expression that means that (the existence of a garage is a functional necessity for the house, which means, the existence of many garages: dispensing the space/veranda)

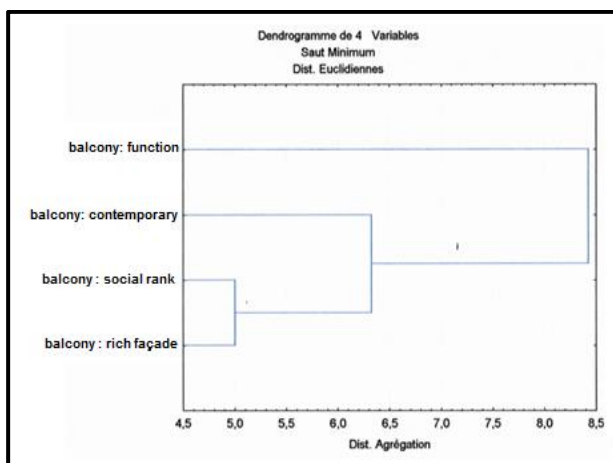


A code of urging expressions that mean the existence of the garage:

- fonction: the existence of a garage is a functional necessity for the house.
- Several garages no veranda: the existence of many garages means dispensing the space / veranda.
- Several garages economic source : the existence of many garages means an additional economic resource.

**Figure 7.** A progressive dendritic arrangement of three features helps the meaning of the existence of a garage in the facade among the members of the recipients' group.

The most expressive feature indicated the meaning of the existence of a balcony in the facade (Figure 8), as a 'necessity for the role of a habitation' while it is opposed by a group of features less expressive on this architecture consisting of two groups. The first one is reflected in the feature of (modernity: the balcony is a contemporary element). This latter is closer to the second group that is consisted of two features which has the same Euclidian distance in a weaker degree, i.e. ( it is considered as social status, the balcony a rich facade) and the expression of the facade is classier.



A code of urging expressions that mean the existence of a balcony in the façade:

- Balcony fonction: means the existence of a balcony is functional for the house
- Balcony contemp: means modernity.
- Balcony rich façade: the existence of a balcony means a more sophisticated facade.

**Figure 8.** A progressive dendritic arrangement has four features that help the meaning of the existence of a balcony in the facade among the members of the recipients' group.

### 3. Results and discussion

In this research, the social representation was monitored for the aesthetic facade and its components, and the inference of its content, as a knowledge of the aesthetic subject. It's a form of knowledge that forms the simple, the natural, and the spontaneous which has a collective basis with its social and psychological dimensions. This latter is molded through experiments of people, information, and mentalities that the recipients receive through education and social

communication, the values, references, and the culture that aims basically to understand the logic that explains the reason of motivation of positions and decisions as all that leads to control the environment.

Before explaining the findings of the questionnaire on the facade, its components, and its significance, we shed the light on the informant specificity. According to the aforementioned (A.C.M) analysis (figure 4) we find that the common features of the informants, give us three groups:

1) The elite of the first generation: The colonial period generation that consisted of the owners of houses that followed up the construction of their habitations, then they reached the age of retirement with a middle school level in education; we're living in individual modern houses.

2) The elite of the second generation: It consists of the owners of houses who followed the construction of their habitations during 1977 – 1987 most of them are aged 46 years old. That generation lived before independence with a secondary school level in education. They were employees in public functions. They moved from their traditional habitations into Beni Morah as beneficiaries of the partition. We notice that this group fulfills the priority conditions set by the municipality's authority for obtaining the possession of the land by partition.

3) The elite of the third generation: It consists of a group of university students; they are the sons of the second generation who moved from collective apartments into Beni Mora.

From all the above, we deduce that the recipient group, most of them were living in individual traditional or modern habitations, except a minority who were living in apartments in buildings, all these habitations are situated in semi-arid areas, even those that are in Biskra city or in Ouragla city. As these people have, different age categories, most of them at university or secondary level, with a minority who have middle school level. We notice that more than half work in public functions as employees, the rest are divided into students and housewives, free businessmen, and retired people.

Concerning the facade, we learn through the obtained results different degrees to consent the urging expressions and for stating the content of the facade aesthetic representation among the group of recipients. Where we can find three groups (figure 5); the first group strongly describes the facade aesthetic through diversity and harmony, which gives consistency and unity that, approves the preference research findings in the architectural facades [11]- [12]- [13]. That is opposed by a second main group that describes this aesthetic through the feature of completeness that is to say wholeness that is been indicated by Thomas Alaquini in the past; that everything that is not complete is ugly and not accepted generally. Because the facade, as it is not complete, contributes in the visual pollution of the city, considering the feature of the facade with its three components (base, body, and podium) that make the facade beautiful [15]. Whereas we find a third main group divided into three secondary groups according to the following considerations:

✓ A first group (style, convenience, balanced with the protective function), is concerned in a weaker degree with the two expressions; (style and convenience) it doesn't fit with the results of Keshtkaran and Montan ana [11]- [5]. That's due to the ignorance of the origins of the building by the majority of the members of the group. It is followed by a higher degree the expression (balanced) a feature that is perceived by the informant instinctively and a main principle leading to the aesthetic. As was stated in many types of research, such as Charehjoo's research [14], Then comes the expression (functional), the best feature that is

perceived by the informant, but it remains weak compared to what has been stated by Sullivan, as its meaning is referring to habitation, stability, and protection.

✓ A second group : (more sophisticated, social status, original); higher degree than the first one, concerned three expressions that are equal in the Euclidian value; because it is the result of the knowledge linked to the ego and experience of the designer of the architectural facade, as it was stated in the studies [8]- (5)- [12]. So that the architectural facade could reflect the creative features of the aesthetic product. It could reflect his/her social status through, more sophistication to make more details, which results in the desired distinction of this aesthetic, and that's the popular building that doesn't need to know the origins of the building.

✓ A third group; the majority, is concerned with the expression of Ego (I: Ego): the socio-cultural side of the representation concerns every individual as it reflects implicitly the self-housing facade for its builder. As was proved by the research of Sriti and Belakhal [4]- [6].

For the other facade's components (Veranda, garage, balcony) they are stated as follows:

Firstly: the significance is linked to the front space (Veranda) (Figure 6), the expression (modern/contemporary) is the prevailing one, considering that most of the inhabitants were living in traditional houses where this element didn't exist as an ornament for the habitation facade. While the use of the expressions, to signify the existence of a veranda in the front space of a house, (aesthetic, rest) they don't really matter even though in the academic discourse they are important for the mind, visual, and body comfort.

Secondly, the expressions related to the existence of a garage (Figure 7); were very meaningful such as the expression (the existence of multi-garages for an economic probable resource) this is due to the necessity to adapt to the ambiguous economic situation. That the country is enduring, this latter (the garage) remains an economic resource to replace the garden in traditional houses. The expression (functional) is less meaningful, as well as the expression multi-garages which means dispensing the veranda. (no veranda), in other words, the remaining group didn't support the idea of having many garages to the detriment of a veranda.

Finally: Unlike the two precedent elements (Veranda, garage) we consider the expression 'Function' as very powerful among the informants concerning the Balcony (Figure 8). Through the expression (Function), that is due to the use of this element. With big dimensions, it provides natural light and aeration inside the house without uncovering the inside part to the outside (street), which is difficult to realize through large openings. While the significance of the balcony expression (modern) is less meaningful than functional, then comes another expression with a lower degree of significance; (social status; richer facade). That means that the balcony as a protruding element in the facade; doesn't mean sophistication, so, it means complexity as it was stated in Stamps' research [17]; it doesn't mean social status as well because that's a prevailing element that exists in every individual self-housing with all social classes.

#### **4. Conclusion**

This study tried on one hand, to shed a light on the subject of the architectural facade aesthetic in individual urban houses which are rarely discussed by studies and research, because of its difficulty and being too subjective. On the other hand, uncovering the content of social representations for a sample of people who have architectural facades, that are self-constructed in the division of Beni Morah 1 neighborhood in the city of Biskra (Case of study).

To realize this proposition, social representation analysis methodology has been adopted as an objective approach. By organizing a list of urging expressions of the meaning into three sides: the physical significance; (complete, more ornament), moral; (clear model, social status, ego, more diversified and harmonious, more balanced, richer and original). Pragmatic (protection and convenience). To recognize the content of the studied social representation, a questionnaire was distributed with 9 facades' models in the same neighborhood, on the sample that consisted of 30 people who live in the studied neighborhood. The acceptance degrees were organized on those expressions, on the basis of a structural model that classified them and determined the nature of relationships between them and the link degree. At the same time, using (Dendrogrammes) provided by a computing program for statistical analysis (Statistica) allowed explaining the general expressions that are related to the representation of the informants about the facades models concerned with this study.

Concerning the beautiful facade, the results showed that the categorization of the meaning, in a progressive order relies on

- On a feeble degree, on the dispassion of the recipients about the expressions linked to scientific knowledge about the origins of the building, and knowing about its vocabulary (clear model, balanced, convenient, protection).
- On a medium degree, on socio-cultural considerations (ego, more sophisticated, social status, original).
- To a strong degree, intuition and perception (diversity and harmony, completion of its parts) both of them refer to balance and order that the human being perceives instinctively since childhood.

The significance of the facade's elements (Veranda, garage, and balcony) is strongly linked to the significance of the veranda in the expression (modern facade) on the detriment of its function and aesthetic that it could add to the facade. As the garage was strongly linked to the expression, (the existence of many garages is the equivalent of an additional economic resource); that does not mean dispensing the space. While the balcony, unlinks the two other aforementioned elements, is strongly linked to the expressions (richer) and (social status)

From the above mentioned, we can say that some features don't have importance from the point of view of people who are not architects while others consider them very important. Besides, the content of the aesthetic representation of the architectural facade concerns a popular building nothing more. That could help to understand those who are in the domain (architects, responsible) and allow them to monitor and guide people's liberty in producing such aesthetics, as actors. That could also help in leading the research on the facade's aesthetic problem to the architects for reconciling the views to promote the scene of the urban landscape of the city.

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