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Chiang Mai University - Thailand
Faculty of Architecture

Inquirer: Pham Manh Hung and Dr. Karuna Raksawin

PERCEPTIONS OF BUILT ENVIRONMENTAL AESTHETICS

This research session is interested in your overall impression of a photograph in the context of built environmental aesthetics of the environment in front of the Hue Citadel.

Please look at each photograph one at a time and complete an evaluation for it before looking and evaluating the next photograph.

There are no right or wrong answers, so please just answer each question as honestly as possible by placing a tick in the box that best corresponds with your response.

Before starting, please complete these blanks about yourself.

1) Your gender?	Male	Female	
2) Your education level?			

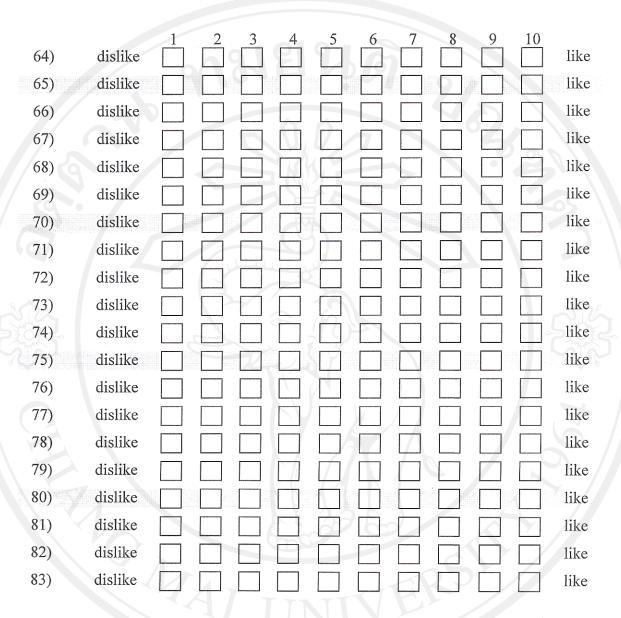
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QUESTIONNAIRE

How preferences of each photograph in terms of environmental aesthetics do you evaluate? The preferable scale is rated from 1 to 10 (rate 1 for the least preference and 10 for the most preference). The following order is correlative with the photos order in the slideshow.

		1	2	3	4	5	6	7	8	9	10	
1)	dislike											like
2)	dislike											like
3)	dislike											like
4)	dislike											like
5)	dislike				(B)							like
6)	dislike											like
7)	dislike											like
8)	dislike											like
9)	dislike											like
10)	dislike						1					like
11)	dislike											like
12)	dislike											like
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14)	dislike											like
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18)	dislike											like
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25)	dislike									21		like
26)	dislike											like
27)	dislike											like
28)	dislike											like

		1 2	3 4	5	6	7 8	9	10		
29)	dislike								like	
30)	dislike						USO COLOTO Market Regions Control States Control States Co		like	
31)	dislike								like	
32)	dislike								like	
33)	dislike								like	
34)	dislike								like	
35)	dislike	10 10 10 10 10 10 10 10 10 10 10 10 10 1					The second secon		like	
36)	dislike								like	
37)	dislike								like	
38)	dislike								like	
39)	dislike								like	
40)	dislike								like	
41)	dislike								like	
42)	dislike [like	
43)	dislike [like	
44)	dislike [like	
45)	dislike [12 (1.1.1) (1.	\$5.61 61.63 61.63						like	
46)	dislike [Ι Ψ,					like	
47)	dislike								like	
48)	dislike								like	
49)	dislike							1	like	
50)	dislike [A Land						like	
51)	dislike								like	
52)	dislike			7					like	
53)	dislike								like	
54)	dislike	No de Sado							like	
55)	dislike								like	
56)	dislike								like	$\{\bigcup_{j}$
57)	dislike				Ш				like	
58)	dislike								like	-
59)	dislike				45		41		like	- 7
60)	dislike		MAZINE COM PROPERTY OF THE PROPERTY OF THE PR						like	
61)	dislike							E	like	u
62)	dislike								like	
63)	dislike								like	



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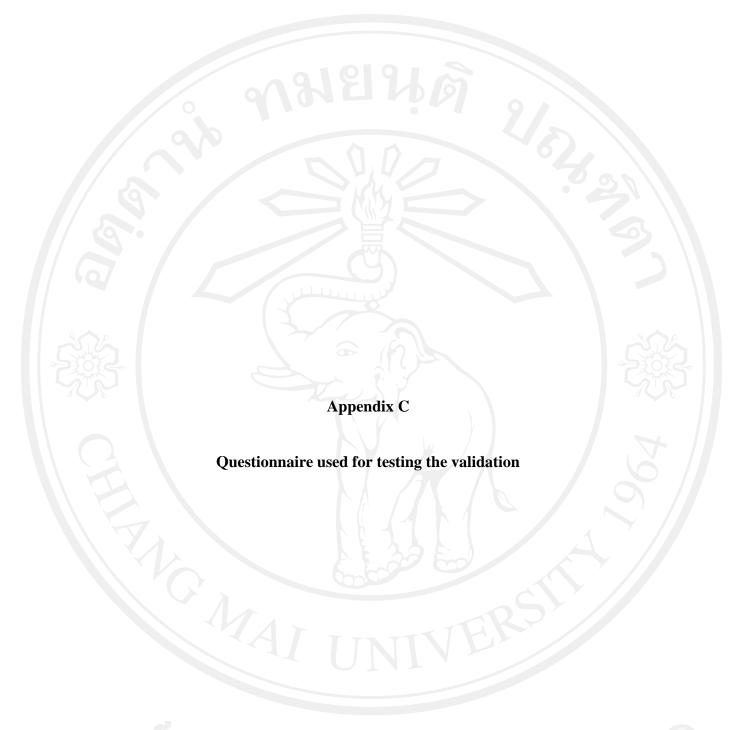
Appendix B

Ten factors of aesthetic responses were used in O'Conner's research

(O'Conner, 2008)

Ext	tremely	Very	Fairly	Neither	Fairly	Very	Extremely	
large							small	
boring							stimulating	
beautiful							ugly	
inharmonious							harmonious	
dominating							insignificant	
fits with surroundings					Пу		contrasts with surroundings	
unpleasant							pleasant	
exciting							dull	
unsympathetic							sympathetic	
like							dislike	

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RESPONSE TO THE BUILT ENVIRONMENTAL AESTHETICS

Thank you for taking part in this survey.
This research session is interested in your overall impression of a photograph in the context of built environmental aesthetics of the environment in front of the Hue Citadel in Hue City, Vietnam.
You have been given five photographs and five questionnaires. Please look at each photograph one at a time and complete a questionnaire before looking at the next
photograph and completing the next questionnaire.
There are no right or wrong answers, so please just answer each question as honestly as possible by placing a tick in the box that best corresponds with your response. Before starting, please answer these questions about yourself. The answers on this page and the questionnaires will be kept strictly confidential.
1) What is your gender? Male Female
18-20 21-30 31-40 41-50 51-60 61-70 71+ 2) What is your age?
3) What is your country of birth?
4) Are you: short-sighted long-sighted colour-blind other

2

QUESTIONNAIRE

					at?	<u> </u>		001
2) Is this pictu	re famili	iar to yo	u?	No 🗌]	Don't kn	now [
3) How would	you eval	uate this	photogr	aph in te	rms of er	ivironm	ental a	nesthetics?
E	ktremely	Very	Fairly	Neither	Fairly	Very	Extreme	ly
boring								stimulating
ugly								beautiful
inharmonious								harmonious
unpleasant	The same							pleasant
dull							g	exciting
unsympathetic								sympathetic
dislike								like
	Photograph (pi 2) Is this pictu 3) How would go boring ugly inharmonious unpleasant dull unsympathetic	Photograph (please wri 2) Is this picture family Yes 3) How would you evaluate Extremely boring ugly inharmonious unpleasant dull unsympathetic unsympathetic	Photograph (please write down to your Yes	Photograph (please write down the code 2) Is this picture familiar to you? Yes Stremely Very Fairly boring ugly inharmonious unpleasant dull unsympathetic unsympathetic universal down the code	Photograph (please write down the code number): 2) Is this picture familiar to you? Yes No Some No So	2) Is this picture familiar to you? Yes No No S Bestremely Very Fairly Neither Fairly boring S ugly S unpleasant S unpleasant S unsympathetic S unsympathetic S universal services of the services of	Photograph (please write down the code number): 2) Is this picture familiar to you? Yes No Don't kn 3) How would you evaluate this photograph in terms of environm Extremely Very Fairly Neither Fairly Very boring Don't kn inharmonious Don't kn a compared to you? Yes No Don't kn Output Inharmonious Don't kn Inhar	Photograph (please write down the code number): 2) Is this picture familiar to you? Yes

3

4) Which photograph are you currently looking at?											
Photograph (please write down the code number):											
5) Is this picture familiar to you?											
Yes			No [Don't k	now _					
6) How would you evaluate this photograph in terms of environmental aesthetics?											
Extremely	Very	Fairly	Neither	Fairly	Very	Extremely					
boring						stimulating					
ugly 🔲						beautiful beautiful					
inharmonious						harmonious					
unpleasant						pleasant					
dull						exciting					
unsympathetic						sympathetic					
dislike						like					

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4

	7) Which photograph are you currently looking at? Photograph (please write down the code number):							
8) Is this picture fami Yes [9) How would you eva			No _	erms of	Don't k			
Extremely boring	Very	Fairly	Neither	Fairly	Very	Extremely stimulating		
ugly						beautiful beautiful		
inharmonious unpleasant						harmonious		
dull						pleasant exciting		
unsympathetic					ļП	sympathetic		
dislike						like		

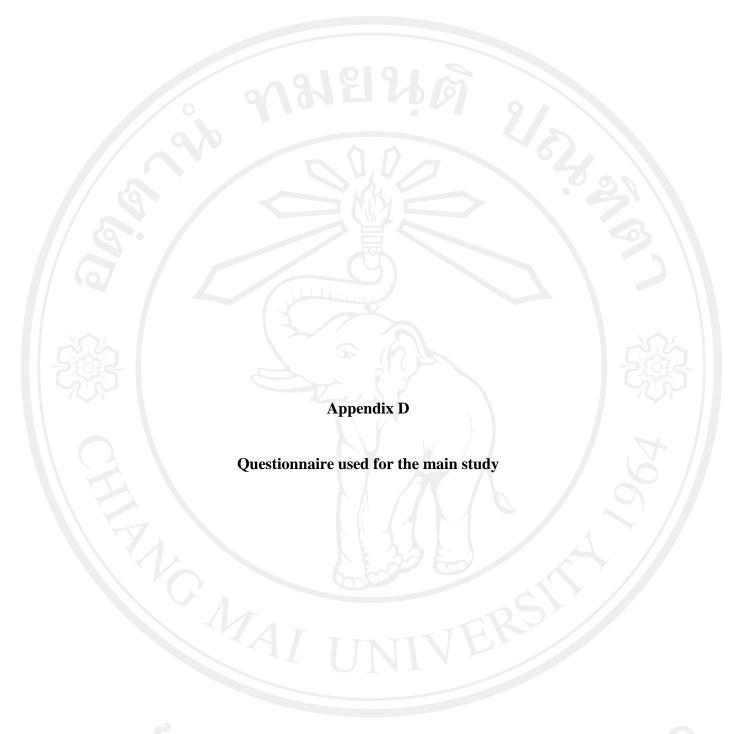
Now turn to the next photograph and complete the questionnaire on the next page.

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10) Which photograph are you currently looking at? Photograph (please write down the code number):								
11) Is this picture fam Yes	iliar to y	you?	No 🗌		Don't k	now		
12) How would you ev	aluate th	nis photo	graph in	terms of	environ	mental aesthetics?		
Extremely	Very	Fairly	Neither	Fairly	Very	Extremely		
boring						stimulating		
ugly						beautiful beautiful		
inharmonious						harmonious		
unpleasant		1 2 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4				pleasant		
dull						exciting		
unsympathetic						sympathetic		
dislike						like		

13) Which photograph are you currently looking at? Photograph (please write down the code number):									
14) Is this picture fam	iliar to y	ou?	No _		Don't knov	w D			
15) How would you ev	aluate th	is photo	graph in	terms of	environme	ental aesthetics?			
Extremely	Very	Fairly	Neither	Fairly	Very Ex	tremely			
boring						stimulating			
ugly			Щ			beautiful 5			
inharmonious						harmonious			
unpleasant						pleasant			
dull						exciting			
unsympathetic						sympathetic			
dislike						like			

adans un Spaal Belle Bolkus Thank you for your collaboration! Copyright by Chiang Mai University All rights reserved



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CHIANG MAI UNIVERSITY - THAILAND

Faculty of Architecture

Inquirer: Pham Manh Hung

Advisor: Assistant Professor Dr. Karuna Raksawin

THE BUILT ENVIRONMENTAL AESTHETICS

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Before starting, please answer these questions about yourself. The answers on this page and the questionnaires will be kept **strictly confidential**.

1)	That is your golden.		Ivia		1 Cilia.			
		18-20	21-30	31-40	41-50	51-60	61-70	71+
2)	What is your age?							
3)	What is your country of birth?		IIdi	18	IVI	dI	UI	V
4)	Are you: short-sighted	t	long-sigh	ted	colou	r-blind [ot	her

Participant numb	ber:			Photo: P1
90		0.0		6)
1) Is this picture	e familiar with y	our hometown	environment?	
Yes	No [No idea	
			terms of environment for the least preference	
	1 2	3 4	5 stimulating	
			beautiful	
			harmonious	
			pleasant	
			exciting	
			sympathetic	

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				11	6		
		90	31	219	141		Photo: P2
1) Is this pictory	ure fam	iliar with No	your h	ometown	enviro No idea		
2) How would	you eva	luate thi	s photog	graph in	terms o	f environmental aesth	etics?
The preferable	scale is	rated fro	m 1 to	5 (rate 1	for the	least preference and 5	for the most
preference)							
	1	2	3	4	5	stimulating	
						beautiful	
						harmonious	
						pleasant	
						exciting	
						sympathetic	
				H			

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		Q(X)	0/1/1			7,656. [15]
1) Is this pic	cture fam			ometowr		
Yes		No			No idea	1
						f environmental aesthetics?
	le scale i	s rated from	om 1 to	5 (rate 1	for the	least preference and 5 for the most
preference)						
	1	2	3 6	4	5	
		P				stimulating
						beautiful
						harmonious
						pleasant
						exciting
						sympathetic
						like

			11	O		
		913	1219	46		Photo: P4
1) Is this	s picture fam	niliar with yo	ur hometow	n environ No idea		331
	erable scale i				environmental aes	
	1	2	3 4	5	stimulating	
					beautiful	
					harmonious	
					exciting	
					sympathetic	

Photo:	P5	

1) Is this pict	ture fam	iliar wit	h your ho	metown	enviro	nment?	
Yes		No			No idea	ı	
2) How would	l von ev	aluate th	is photos	raph in	terms o	f environmental aestho	etics?
						least preference and 5	
preference)							
	1	2	3	47	5		
						stimulating	
						beautiful	
						harmonious	
					ESCULUI TO THE		
						pleasant	
						exciting	
						sympathetic	
						like	

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Appendix E

Five samples of feature attributes used in the main study





(P1) (P2)





(P3) (P4)





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Curriculum Vitae

Name Mr. Pham Manh Hung

Date of Birth March 12th, 1983

Educational Background

• 2001 Bachelor in Architecture,

Faculty of Architecture,

University of Sciences, Hue University, Vietnam.

2011 Master in Architecture,

Faculty of Architecture,

Chiang Mai University, Thailand.

Scholarships

• 2011 - 2012 Scholarship of Faculty of Architecture,

Chiang Mai University for studying toward Master of

Architecture Degree.

Working Experiences

2006 - 2010 Design Architect for Thua Thien Hue

House Trading Joint Stock Company

in Hue City, Vietnam.

• 2010 - present Lecture at the Faculty of Architecture,

University of Sciences, Hue University, Vietnam.