

APPENDIX VII - Content Analysis Findings of in Project Catalogue

Visuals

The visuals used in the catalogues were analysed quantitatively in order to investigate the visual content of the project catalogues. This inductive quantitative content analysis investigates that how the projects and the life in the projects are represented in the catalogues visually. This is a complementary analysis for the quantitative and qualitative inductive analyses of the textual content. It is also a complementary analysis for the qualitative analysis of print advertisements. These three analyses compose the inductive analysis of promotional material of branded housing projects. Initially, the catalogues were reviewed and visual codes were identified inductively, and the visual content was analysed according to these codes. Six groups of visuals were identified as spatial features, facilities, people, activities, transportation modes, and plans and diagrams.

The **first group** of frequent image content is the **spatial features** of the projects. 1497 image contents related to spatial features were identified. The identified features were grouped under four categories: closed space, open space, the project represented with surrounding environment, and representation of the surrounding environment. Firstly, the closed spaces were represented with images of internal shared spaces and domestic spaces. The closed spaces recurred 237 times in total, which correspond to 16% of the total visuals of spatial features. While 14% of these recurrences are internal shared spaces (32 times), 86% of them are internal domestic images. Regarding their distribution, 85% of the catalogues consist of images of the internal domestic spaces, while one third of the catalogues consist of images of the internal shared spaces.

Secondly, the open spaces were represented in the image content with images of building façades, external shared spaces and views from the buildings. Within the catalogues, open spaces are concurred 886 times in total, which correspond to 59% of the total spatial features visuals. While 46% of these were building façades (403 times), 48% of them were external shared spaces (426 times) and 6% of them were view from the buildings (57 times). Regarding the distribution of the open spatial images, while all of the catalogues consist of images of the external shared spaces, only one catalogue did not include images of building façades, and nearly three quarter of the catalogues (70%) consist of views from the buildings, especially from the houses.

Thirdly, the project areas were represented in relation with their surroundings by using general view of the projects from outside (a view taken from the surrounding environment), general view of the projects together with surrounding environments, and using landmark images from Istanbul. Within the sample catalogues, 'the projects with surroundings' are recurrent 177 times in total, which correspond to 12% of the total visuals of spatial features. While 57% of these recurrences were general view of the project from surrounding environments (101 times), 37% of them were general view of the projects together with surrounding environments (66 times) and only 6% of them are landmark images from Istanbul (10 times). Regarding the distribution of the representation of the projects in relation with the surrounding environments, while 90% of the catalogues include images of general view of the projects from surrounding environments, nearly three quarters (71%) of the catalogues include general views of the projects with surroundings, and only 4 catalogues consist of landmark images from Istanbul. Fourthly, the surrounding environments of the projects were pictured in the catalogues either by represented with use of models or photos, or covered with solid colours or greenery (in other words, not represented). Within the catalogues, *surrounding environments in relation with the project areas* were recurred (either covered or represented) 197 times in total, which correspond to 13% of the total images of spatial features. While in 53% of these recurrences the surrounding environments are represented (105 times), in 47% of them the surroundings were covered either with solid colours or with greenery (92 times). Regarding the distribution of representation of surrounding environments; while 23 catalogues consist of the representations of surrounding environments either using models or photos; in 24 catalogues the surroundings were represented by covering them with solid colours or greenery, which means that the two representations are used interchangeably.

The **second group** of frequent image content is the images of the facilities provided within the confines of the projects. 1272 image contents related to facilities were identified. The images regarding the facilities were grouped under four categories: facilities which are provided in both indoor and open spaces, indoor facilities, open space facilities, and facilities for entertainment and shopping. Firstly, the facilities provided in both indoor and open spaces were represented with visuals of car parks, water bodies (swimming pools, ponds, canals, etc) and sport facilities and centres. Within the catalogues, facilities provided in both indoor and open spaces are recurred 486 times in total, which corresponds to 38% of the total visuals of facilities. While 21% of these recurrences are identified as car parks (101 times), 60% of

them were water bodies, and 19% of them were images of the sport facilities. Regarding the distribution of the images of the facilities provided in both indoor and open spaces, while all the catalogues except for 1 consist of images of water bodies, 24 of the 28 catalogues consist of images of carparks and nearly one third of the catalogues consist of images regarding sport facilities.

Secondly, the facilities provided only indoors were represented with visuals of cinemas, education facilities, health facilities, indoor gardens, lobby and social facilities (including common rooms, social rooms, libraries and mosques). Within the catalogues, facilities provided in indoors were recurred 92 times in total, which corresponds to 7% of the total visuals of facilities. The most frequent facility type in this group was the indoor gardens with 46 images, which corresponds to 50% of the total images of the indoor facilities. Regarding the distribution of the images of the indoor facilities, half of the catalogues consist of images of indoor gardens.

Thirdly, the open space facilities were represented in the catalogues as green-open spaces and recreation areas, private outdoor gardens, and playgrounds. Within the catalogues, open space facilities are recurred 523 times in total, which correspond to 41% of the total visuals of facilities in the image content. While 76% of these recurrences were images of green open spaces and recreation areas (395 times), 12% of them were images of private outdoor gardens (63 times), and 12% of them were images of the playgrounds (65 times). Regarding the distribution of the images of the open space facilities, while all the catalogues except for 1 consist of images of green open spaces and recreation areas, one third of the catalogues consist of images of private outdoor gardens and half of the catalogues consist of images regarding playgrounds.

Fourthly, the facilities for entertainment and shopping were represented in the catalogues as restaurants and cafes, shopping streets or centres, and shops. Within the catalogues, facilities for entertainment and shopping were recurred 171 times in total, which correspond to 13% of the total visuals of facilities in the image content. While 44% of these recurrences were identified as restaurants and cafes (75 times), 37% of them were images of shopping streets or cafes (64 times), and 19% of them were the images of the shops (32 times). Regarding the distribution of the images of the shopping and entertainment, while half of the catalogues consist of images of restaurant and cafes, and shopping streets and centres; one third of the catalogues consist of images of shops themselves.

The **third group** of frequent image content is the images of the people living or working in the projects. In the catalogues, 656 image contents showing people were identified. The images were analysed according to the represented roles of the people (users and workers) and character of groups of people (couples, families, group of adults or young, individuals and kids). The images of the users in the catalogues were presented as the residents of the projects and office workers (white collar) of the offices or home-offices located in the projects. Within 28 project catalogues, users of the projects were recurred 606 times, which corresponds to 92% of the total images of people. While 98% of these recurrences are identified as residents (594 times), 2% of them belong to images of white collar office workers (12 times). Regarding the distribution of the images of the users; while all of the catalogues consist of images of the residents, one quarter of them consist of images of the white collar office workers.

The images of workers in the projects were presented as construction workers and architects, maintenance staff (plumbers, joiners, etc), security staff, social staff and sport staff (trainers). Within the catalogues, workers of the projects were recurred 50 times, which correspond to 8% of the total visuals of people. The half of images of workers in the projects was maintenance staff of the projects (27 times). Regarding their distribution, half of the catalogues (11 in 28) consist of the images of the maintenance staff.

The groups of people in the project catalogues were represented as the couple(s), the family, the group of adults or young, the individuals and the kids³³. Within the catalogues, while the most frequent images among the groups of people were the 'individuals' (301 recurrences), the group(s) of 'adults or youngs' is the closest one (241 recurrences). The other three groups -couple(s), families and the kids- present similar recurrences with the numbers of 145, 196, and 121 respectively. Regarding the distribution of the images of groups of people among the catalogues; nearly all catalogues include each type. While all 28

³³ If the image contents contain at least one couple, it is coded under the group of 'couple(s)'. If the image contents contain parent(s) with children, it is coded under the group of 'family'. If the image contents contains at least one group of adults or young interacting each other (e.g. pictured as talking with each other, socialising, etc), it is coded under the group of 'adults-young'. If the image contents contain at least one individual pictured individually, it is coded under the group of 'individual(s)'. If the image contents contain at least one group of kids interacting within the group (e.g. playing in a playground), it is coded under the group of 'kids'.

catalogues include images of individuals, images of families and groups of adults or young are included in 27 catalogues. The number of catalogues including couple(s) and kids are 25 and 24 respectively.

The **fourth group** of frequent image content is the images of the activities of people living or working in the projects. People’s activities were represented 799 times with activities of daily routine (inc. relaxing, having a rest, walking, enjoying the environment), doing sports, receiving healthcare or education, playing (kids, young or adults), posing³⁴, shopping, socialising, swimming and working (both office users and workers of the project). Within the catalogues, while the most frequent activity is the daily routine (310 recurrences), posing was the second most frequent activity (147 im recurrences ages) which corresponds to half of the number of the images of daily routine. Other represented activities were socialising (70 recurrences), playing games (65 recurrences) and doing sports (63 recurrences). Regarding their distribution, all catalogues except for one presents mages of daily routine. While 24 catalogues among 28 consist of images of posing people, nearly three quarter of the catalogues include images of the activities of doing sports and swimming. The **fifth** group of frequent image content is the images of the transportation modes. 173 image contents related to transportation modes were identified (cars, trains and helicopters). While 86% of the total images related to transportation modes were images of the cars, 7% of the total transportation mode images were images of trains (including subways and high-speed trains) and another 7% were the images of helicopters. Regarding the distribution of the images of transportation modes; all catalogues except for one include images of cars, while one quarter of the catalogues contains images of trains (7 catalogues). The **fifth** group of frequent image content is **the plans and diagrams**. The house plans were recurred 281 times, while site maps recurred 57 times. In addition, while transportation diagrams were recurred in 30 visuals, the maps showing the location of the project recurred in 19 visuals. While more than three quarters of the catalogues include transportation diagrams, the three quarters of them include house plans. In addition, while more than half of the catalogues include maps showing the location of the project, one third of them include site maps of the projects.

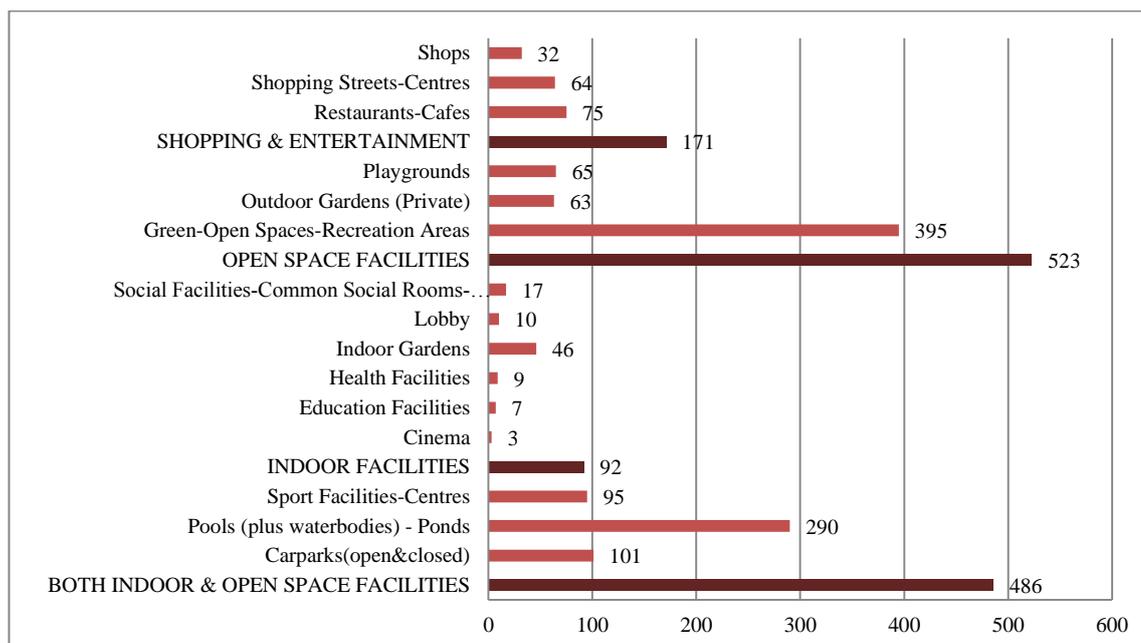


Figure VII.8 Distribution of the Subcategories and Categories of Visuals of Facilities
(Light color shows number of visuals under subcategories, while dark red color shows total number of visual under that category)

SPATIAL FEATURES	Sources	References
CLOSED SPACE		237
Buildings (Internal Shared Spaces)	8	32
Houses (Internal Domestic)	24	205
OPEN SPACE		886
Building Façade	27	403
External Shared Spaces	28	426
View from the House	19	57

³⁴ The images in which the groups or individuals directly look at the camera in order to pose were coded under posing category.

PROJECT WITH SURROUNDINGS		177
General View of the Project FROM Outside	25	101
General View of the Project WITH Surrounding Environment	20	66
Images from Istanbul	4	10
REPRESENTATION OF SURROUNDING ENVIRONMENT		197
Not-represented-Covered (with Solid Colors or Greenery)	24	92
Represented with a Model or Photos	23	105

Table VII.2 Spatial Feature in the Project Catalogue Visuals

FACILITIES	Sources	References
BOTH INDOOR & OPEN SPACE FACILITIES		486
Carparks(open&closed)	24	101
Pools (plus waterbodies) - Ponds	27	290
Sport Facilities-Centres	20	95
INDOOR FACILITIES		92
Cinema	3	3
Education Facilities	6	7
Health Facilities	5	9
Indoor Gardens	14	46
Lobby	7	10
Social Facilities-Common Social Rooms-Libraries-Mosques	7	17
OPEN SPACE FACILITIES		523
Green-Open Spaces-Recreation Areas	27	395
Outdoor Gardens (Private)	10	63
Playgrounds	15	65
SHOPPING & ENTERTAINMENT		171
Restaurants-Cafes	15	75
Shopping Streets-Centres	14	64
Shops	10	32

Table VII.3 Facilities in the Project Catalogue Visuals

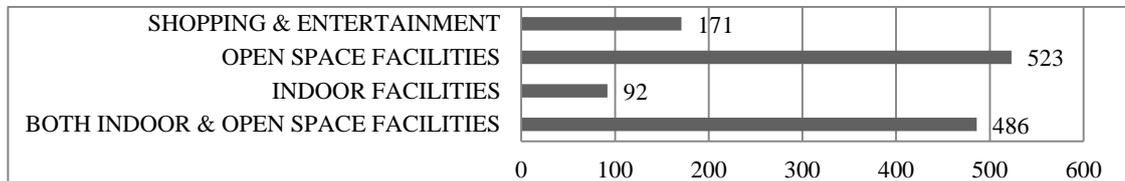


Figure VII.3 Distribution of Number of Images Related to Facilities

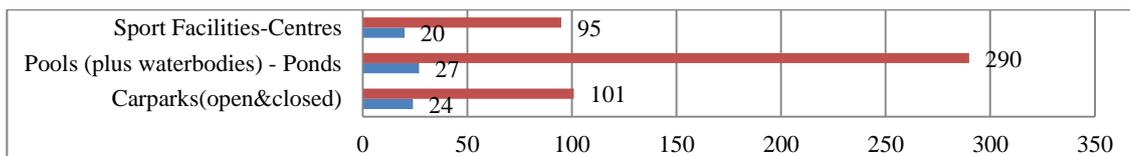


Figure F.VII Distribution of Images of the Both Indoor and Open Space Facilities (Red color shows number of visuals, while blue color shows number of catalogues)

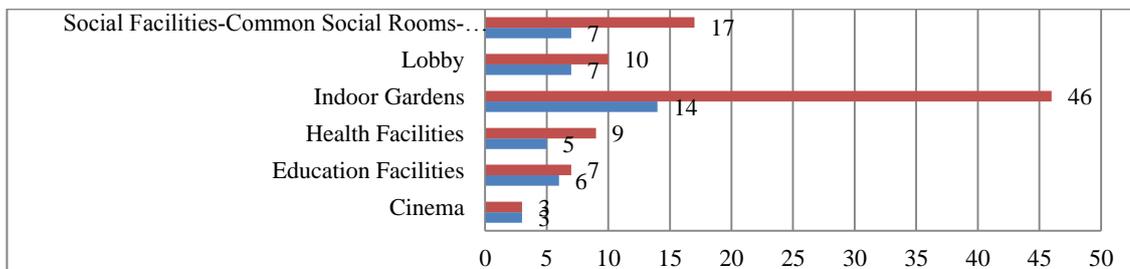


Figure VII.5 Distribution of Images of the Indoor Facilities (Red color shows number of visuals, while blue color shows number of catalogues)

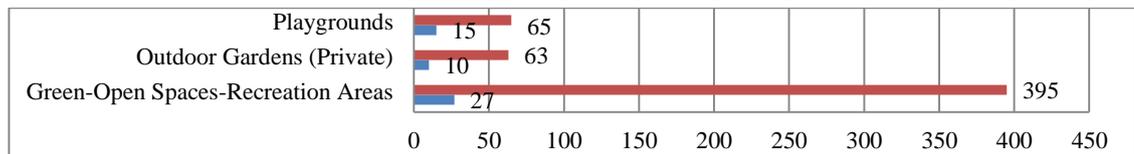


Figure VII. 6 Distribution of Images of the Open Space Facilities
(Red color shows number of visuals, while blue color shows number of catalogues)

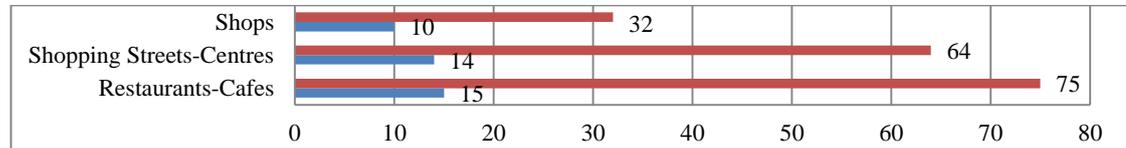


Figure F.VII Distribution of Images of the Shopping and Entertainment Facilities
(Red color shows number of visuals, while blue color shows number of catalogues)

PEOPLE	Sources	References
ROLE OF PEOPLE		
Users		606
Users-Office Worker-White Collar	7	12
Users-Residents	28	594
Workers of the Project		50
Workers-Construction Workers-Architects	4	9
Workers-Maintenance Staff	11	27
Workers-Security Staff	5	6
Workers-Social Staff	5	7
Workers-Sport Staff	1	1
TYPES OF GROUPS		
Couples	25	145
Family	27	196
Group of Adults-Youngs	27	241
Individuals	28	301
Kids	24	121

Table VII.4 Images of the People in the Project Catalogues

ACTIVITIES	Sources	References
Daily routine-Relaxing-Having a Rest-Having a Walk-Enjoying	27	310
Doing Sports (adults)	20	63
Healthcared-Educated (receiving)	9	11
Playing (kids-youngs-adults)	18	65
Posing (individuals-groups)	24	147
Shopping (adults-families)	15	52
Socialising (adults-youngs)	18	70
Swimming	20	39
Working		42
Working (office)	6	9
Working (workers of the projects)	14	33

Table VII.5 Images of the Activities in the Project Catalogues

TRANSPORTATION MODES	Sources	References
Cars (inc carparks)	27	149
Helicopters	4	12
Trains	7	12

Table VII.6 Images of the Transportation Modes in the Project Catalogues

PLANS & DIAGRAMS	Sources	References
House Plans	21	281
Maps showing the Location of the Project	17	19
Transportation Diagrams	23	30
Vaziyet Planı (Site Maps)	10	57

Table VII.7 Plans and Diagrams in the Project Catalogue