

Making, reliability and validity of questionnaire are Identity elements in order to achieving of effective factors in place identifying (Case study of Mazandaran architecture experts)

Maede Sazgar^{1*} and Seyed Ali Seyedian²

1- Student of Azad Islamic university Of Iran(branch of Nour)

2- Assistant professor of Mazandran university

Corresponding author: Maede Sazgar

ABSTRACT: One of the major concerns in today's world is identity achieving and particularly is accessing to the spatial identity in architecture and urban design. Accordingly various comments and various solutions have been proposed about the identity and lack of identity crisis to achieve and solve this issue. In this study, it is tried that according to study and investigate of scientists comments who worked on the identity issue, we gathered them then based on the specified literature we prepared a questionnaire and finally we prepared the dimensions and factors of identify. Then questionnaire was distributed among 140 students of architecture undergraduate, actually it was used by SPSS software and statistical analysis methods including item analysis (discrimination coefficient and loop method), the reliability and validity (factor analysis) and validation (Cronbach's alpha coefficient for the whole questionnaire and factors). 12 elements in factor analysis were identified: Vernacular architecture - Islamic principles, coordination of speech and thought, creativity (subject and object), links of courses, Religion orbital, principles and concepts, traditions and history, principle of culture, interests, shared values, needs of social and physical concepts. The validity of this questionnaire was obtained through Cronbach's alpha. In view of the results we can say that elements from this analysis can lead to identify and categorize of effective referrals to physical identification.

Keywords: Validity, Validation, Questionnaire of Identity, Identity, Identity of location.

INTRODUCTION

Identity has always been one of the major concerns of human life from long time ago. Only human being is the creature who have this concerns associated with different historical and social conditions to achieve and introduce this goal. Identity crisis has damaged our architecture and urbanism in which passing of that has been the primary concern of scholars, experts and planners. In a world where cultural exchange is done with speed and also with different tools, architecture and urban planning of our society consequently is facing with challenges of that structure. among each of the scientists and experts there have been different opinions about identity and its various organs. The present research intends to provide scrutiny theories of identity and as well seeking advice from experts in architecture and urbanism issues, in order to by extracting it and receiving expert opinions in this field of architecture (elements of identity) we can achieve a subset of effective factors in identity of location. It should be noted that the considered concept in this study is considering of its elements and also its prioritize.

This research is from thesis titled Exercise Homes, the conversation centered approach to identity in social sustainability Which was defense of 24/8/2015

Definition of identity by scholars view

Identity in the mystical sense means "God", and most mystics believe that existence of God or the divine nature is the only existing identity, it should be noted that Identity in the philosophical approach means "existence". In another meaning of identity based on general understanding it means "nature or diagnosis" as well. In other words what led to the identification of the object constitutes its identity (Noghrekar, 2008).

Since the emergence this term has indicated five meanings so far :

- 1 - The quality or state of "stability" and, what is unique or absolute.
- 2 - Individuality, personality and existence of someone.
- 3 - Equation or expression which are fixed for all variables
- 4 - Recognition through emotions and interests.
- 5 - What which introduces its owner, such as ID cards (khodai, 2010)

Ericsson (sociologist) knows the concept of identity of in two categories : First unify with self and the other is partnership with the others in some essential components. He knows the identity as a process control system that create the sum of the norms and anomalies in person.. (Bemanian, 2010) Stuart Hall (cultural theorist from England) also knows the identity as a process of becoming that is a ID card and is known to cause. (Bemanian, 2010) He believes that identity is notion that is formed during adolescence. He also believes that every person passes eight consecutive phase in his/her life, which he or she must get along with crises separately or maladaptive. It should be noted that Ericsson believes to the impact of culture, society and history of the formation in entire character of individual. (Behzadfar, 2013) Mr. Charles Jencks opinion (historian and critic of architecture) identity itself is not available but it has to be proven. Identity is a kind of classification of objects and people and connecting to something or someone else (eg, a friend, a hero, a party, etc.) (Bemanian, 2010).

Christopher Alexander considers identity as visualize the physical quality of the anonymous structures, Qualities that are basis of life, the city, and the virgin nature but we can not put a name on them. (Alexander, 2011)

Identity from the perspective of contemporary architecture in Iran

To study the factors affecting the Identity that can be a different perspective on this issue, related literature and studying the works of contemporary architecture in Iran and the world was used. Following selection of the discussion will present in the form of a questionnaire in the survey instrument. From the perspective of scientists Identity and lack of identity has its own characteristics of various factors. The old traditions as algebra of time and emphasis on current and future traditions, what is based on new technology (Seyhoun, 1970). His new ideas signifies lack of clear concept of ' cultural identity '. The next way of architecture in globalization is audacious thus architecture of the twentieth century as its technology has no name and identity. " Creativity " is a way for solving identity crisis that must be dealt along with organizing space. Mr. Afshar believes the incidence of identity is inherent in the unconscious and future shouldn't be sacrificed for the past. (Afshar, 1998) Identity is in our inside Indeed, it is our talents which we can gather it together by globalization which of course it requires skill and convenient environment. (Shirdel, 1999) The architecture of global village and globalization is dangerous, but to give form to our culture and identity, we have no a formula and not a model, as well as not a specific method (Shirdel, 1999). Identity as eternal unit and connected to the world's kingdom. (Ardalan, 1999). Infrastructure of architecture as a mixture of culture and nature of the region (Shayan, 2011). The meaning of the identity is a person's identity which means a set of elements of person's personality that allows him to make clear his stance towards the world and also other human beings (Bastani, 1993). Mr. Beheshti mentioned that we have different layers of identity, identity is beyond in time and space (Beheshti, 2004). Mr. Rahim Zade believes that identity can be answered only by revelation (Rahim Zade, 1999). Identity is not necessarily related to the five thousand years old and modern architecture in Iran is not being devoid of past architectural and can continuity stay in formation (Shafee, 1999). Identity is the result of cultural principles (Naghi Zade, 1999). Mr. NoghreKaar believes In relation to man, all artificial processes including architecture and urban planning has credit and instrumental aspects, and they gain their identity from the efficient cause, means thoughts and ideas of architects and planners. (NoghreKaar, 2005). Authentication is completely an individual issue and in designing works as a result a special process takes shape that defines its style. In today's world architectural identity is specified identity which is formed based on the ideas and experiences of the architect. (Kermanian, 2004)

Rejection of old traditions and emphasis on the new traditions and technology	HoshangSeyhoon
Coordination with world architectural and lack of specific identity	Ali Akbar Saremi
Negation of self identity and globalization with world architecture	Kamran Afshari
Lack of coordination between actions and thoughts	Mohammad Reza Jodat
Identity is a developmental process and it wont be invented or made Identity is not lost but it will be transformed The relationship between architect and conceptual identity and sense belong to the past (creativity for people to express their own culture)	Rahman Eghbali
Identity is a personal issue and each person make clear his stance toward the world and other people. He believes having a unified stance towards the events of today's crisis caused of the modern world	Mohammad Bastani
The identity of the identification and true understanding of the space and an element is so that we can distinguish one place from another (the promotion of place and space using components manufacturer)	Mostafa Bezaifar
Identity has several layers of meaning, the definition of physical characteristics, purpose and personal characteristics and definition of the size of the modern era	Mohammad Beheshti
Identity is a deductive process between objectivity of data in mind, and it is based on a person's mental reserves, spatial relations, considering quality and utility of space	JahanshahPaakzad
Source of historical and cultural identity, the interaction between national identity and contemporary	Mohammad Reza Haaeri
Identity is a cultural issues, excellence and the manifestation of the spirit	Hamid Reza Khoee
Disclosing the identity of the architect and the audience to respond to the identity of architecture	Mohammad Reza Rahim Zade
The identity is a set of things that man is belonged to it, a tendency to interact with the culture and territory	BijanShafee
Solving problems by taking advantage of the architectural heritage and architecture executive itself	KambizNavaee
Identity crisis of attention and Western Cultural Inferiority and imitation of others, identity of manifestation of culture in the environment	Mohammad NaghiZade
The identity of belongs to efficient cause, means thoughts and ideas of architects and urban planners, according to the concepts instead of body	Hamid NoghreKar
Works with identity Retrieved from comprehensive and clear thought caused by worldview of myths and traditions Considering the architectural heritage that has spirit and architectural traits	Hadi Mir Miran
Layers of historical and modern architecture and architecture at the same time are the ways of access to the identity	Ahmad Goshayeshi
Architect personality reflected in the architecture, as well as creativity and honesty in the works of architecture is causing identity	Iraj Kalantari
Cultural aspects, social and economic context of the formation of materials design and manufacturing technology, design ideas and wishes of the employer Identity is an individual issue based on employer needs and the design architect Identity of the past belongs to the past and to achieve a new identity it should be abandoned	Ali Keranian
Living in the world of today and without imitation of past makes a good architecture identity	FarokhGhahraman Poor
Considering characteristics and principles of Iranian architecture Equality of words and actions in architectural design	Mehdi Alizade
Back to the principles of Iranian architecture Considering internal nature and context of Iranian architecture	Kamran SafaManesh

Statistical population and sampling method

Since the purpose of this study is tabloid variables and obtain the factors which show identity of Iranian architecture are dependent on what factors, exploratory factor analysis is used to recognize dimensions that secretly are in an extensive collection of items and variables. In fact with this analysis, the identity of Iranian architecture and specifically identify of the location will be introduced. The questionnaire was collected among 140 undergraduate and graduate of architecture major, and finally In total, data from 120 questionnaires were used. First of all the entire designed questions and statements were entered into the analysis. First a test called KMO (Kaiser -Myr fit test) and Bartlett test were used in order to determine the questions to what extent they have the right conditions to provide the desired pattern.

MATERIALS AND METHODS

Research Tools

In this study of a questionnaire " checking of architectural elements of identity and in particular identity of location" has been used. The questionnaire has 46 items that will be answered In the form of Likert rating. To quantify responses are graded from five to one score and scores for each element are calculated separately. To determine the suitable model and identity factors of Iranian architecture all the questions were exploratory factor analysis. The overall result of this analysis after varimax rotation is shown in the table above. As noted above, this rotation has got better fitness. A total of 16 operating elements of Iranian architecture identity were loaded. Due to the number of questionnaires in the analysis, The loadings above 30/0 are accepted. But as in the table below, factor loadings on

12 factors have done a better load and factors 13 to 16 the distributions is seen again and it is not appropriate. Therefore, in this analysis only 12 factors are accepted. So we could say 12 factors is identified as elements of Iranian architecture identity, Items (43, 44, 45 and 46) of vernacular architecture -Islamic, items (14, 15, 16 and 17) of coordination of speech and thought, items (31, 32 and 33) of creativity (subjectivity and objectivity), items (22, 23, 24) of links courses, items (11, 12, 13) of Religiosity, Items (28, 29 and 17) of order and unity (the principles and concepts of architecture), items (39, 40, 41) of tradition and history, items (1, 2, 3 and 4) of culture spot, Items (25, 26 and 27) of attachments, items (35, 36, 37 and 38) of shared values, items (7, 8 and 9) of flow needs, items (51, 52, 53, 54, 55, 56 and 57) of social and physical implications ; In total, all items are generally measured architectural elements of identity.

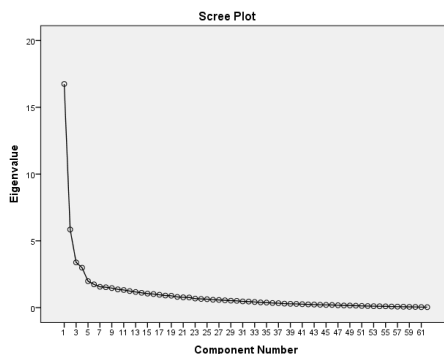
Findings

1 - Evaluate the appropriateness degree of the selection of appropriate items for each of the variables conducted using to evaluate the internal consistency of survey questions. Since it is based on a factor analysis of correlations between variables ; So with ensure that research items with other items have at least a reasonable correlation we can strongly claim that the proposed model is fitness. This method should form the correlation matrix and the correlation between the items should be evaluated.items that are not correlated with any of the items are removed from the analysis. Therefore, a close examination shows that variables in the cluster were assembled so that each cluster variables are correlated with each other. In this case, it is said that the pattern of results, is suitability fitness and choosing the items for the factor analysis is appropriate and suitable.

2 - Exploratory factor analysis was carried out through principal components analysis and varimaxrotation. Factor analysis is a type R. Because the purpose of the present study is the tabloid variables and achieve dimensions that are hidden in a wide range of variables, and factor analysis was chosen as principal component analysis, Because in this study we are supposed to forecast and to determine the minimum number of factors that could explain most of the variance in the original values. rotation was done in this study is Varimax. Because the goal is to get operating results and use them for further analysis in other research.As well as researchers did not find any evidence of the independence factors from each other, that is why orthogonal rotation was used. In a sense it is proved that the varimax method as an approach in performing orthogonal factor rotation has been more successful than other methods, and it offers more stable and stronger results from other methods of orthogonal operating rotation. First the size of the sample Kyzr- Meyer - Okin (KMO) was conducted.And also in order to determine the correlation between the test material is not zero, Bartlett sphericity test was used. The results are reported in Table. Amount of KMO test is equal to 787/0. Since this Amount is higher than 70/0, so the questions and the items of the research have the appropriate conditions for factor analysis. Also in the 95 percentage of confidence level Bartlett test is equal to 00/0 = sig. Then rejecting the hypothesis H0 and H1 hypothesis or assumption is confirmed by the researcher. So there is a correlation between research items. In general, it can be concluded that the requirements for exploratory factor analysis is provided.

KMO and Bartlett test

	Amounttest
KMO and Bartlett test	= 0/787KMO
	= 5084/399Bartlett, s Test
	= 1891df
	000 = 0sig



The total variance explained

Factor	Totalsquarestransitiontorotation			Totalsquaresaftertherotationtransmission		
	Cumulative percentage	Percent of the variance	Total	Cumulative percentage	Percent of the variance	Total
1	27/01	27/01	16/74	16/98	16/89	10/47
2	36/44	9/43	5/84	26/15	9/25	5/73
3	41/90	5/46	3/38	32/53	6/37	3/95
4	46/72	4/82	2/98	36/35	3/82	2/36
5	49/92	3/19	1/98	40/11	3/75	2/33
6	52/73	2/81	1/74	43/86	3/75	2/32
7	55/26	2/52	1/56	47/51	3/64	2/26
8	60/08	2/46	1/52	50/89	3/37	2/09
9	62/28	2/36	1/46	54/23	3/34	2/07
10	64/62	2/20	1/36	57/48	3/25	2/01
11	66/42	2/13	1/32	60/69	3/20	1/98
12	68/32	2/00	1/24	63/55	2/85	1/77
13	70/11	1/89	1/14	66/36	2/81	1/74
14	71/80	1/79	1/11	69/10	2/73	1/69
15	73/45	1/69	1/04	71/45	2/35	1/45
16	57/72	1/64	1/02	73/45	1/99	1/23

The introduction of Components

After analyzing the Components and passing the that procedures eventually, a suitable model for the twelve dimensions of Iranian architectural identity is formed like the following table with factor loadings which can be used to each of these Components, according to the concept and model.

The final table of the manufacturer's analysis of Components of Iranian architecture identity

Factor	Inindex	Loadfactor
principles of vernacular architecture - Islamic oriented	Localconstructionmethods	0/65
	Applying principles of Iranian architecture	0/54
	Heirpeople	0/66
	Manufacturing	0/74
coordination of speech and thought	coordination of speech and thought	0/70
	common language	0/57
	Conversationandsocial interaction	0/63
	Symbolsandhistorical landmarks	0/34
	Theoretical Foundationscoordinationwithhumanitarianprinciples	0/52
	Coordination,speechandactioninarchitecture	0/72
subjectivity and objectivity	Commonspace	0/62
	,Common subjectivity andobjectivity	0/62
	CommonMemories	0/73
links of courses	According toIslamic Architecture	0/51
	Architecturallink betweenpast and present	0/59
	Detail-oriented attitudesoarchitecture	0/51
religiosity	environment	0/49
	According to theDivine	0/76
	According toIslamic Architecture	0/74
Principles and concepts	ArchitecturalConcepts	0/67
	Makingthe built environmentaccordingtoculture	0/51
	According to theprinciples ofIslamic-Iranian architecture	0/62
tradition and history	native elements	0/70
	Religioselements	0/64
	Historicalelements	0/72

culture spot	Religion	0/31
	Historicity	0/77
	Education	0/45
	Culture	0/64
interests	Sense of place	0/80
	Workbased on thezeitgeist	0/45
	orderedpeople	0/39
shared values	sharedreligion	0/30
	sharedculture	0/39
	shared history	0/80
	sharedPosition	0/62
Internalneeds andvalues	Human needs	0/78
	Human valuesandinner	0/48
	Useoftechnology	0/47
Social and physical concepts	Individual and collectivevalues	0/73
	Engagement	0/62
	Eventsandincidents	0/84
	Materials, colors, texturesandshapes	0/65
	Environment and Panorama	0/74
	Scale, closeness, distance	0/76
	Applications	0/55

According to the findings of the study 12 elements of Iranian architecture was diagnosed and identified. These elements included : Social and physical concepts, coordination of speech and thought, culture spot, shared values, principles of vernacular architecture - Islamic oriented, religiosity, interests, Internal needs and values, Principles and concepts, subjectivity and objectivity, tradition and history, links of courses, it should be noted these factors consist 46 items.

Reliability of measurement tools

Reliability is one of the technical characteristics of measuring instruments. This concept deals with the fact that measuring devices in what extent achieve the identical conditions as the same results. In this study, Cronbach's alpha was used to determine the reliability of the test. The result of this test was obtained using SPSS software shows satisfactory results for each variable of study. Amount of Cronbach's alpha coefficient is much closer to the number one show that research questions have a very good reliability. In general, we can say that measurement tool have the reliability when the amount of alpha coefficient of each component is over 70/0. The results are in the table below.

Factor	Question No	Inindex	TheAlpha
principles of vernacular architecture - Islamic oriented	1	Localconstructionmethods	0/81
	2	Applying principles of Iranian architecture	
	3	Heirpeople	
	4	Manufacturing	
coordination of speech and thought	5	coordination of speech and thought	0/84
	6	common language	
	7	Conversationandsocial interaction	
	8	Symbolsandhistorical landmarks	
	9	Theoretical Foundationscoordinationwithhumanitarianprinciples	
	10	Coordination,speechandactioninarchitecture	
subjectivity and objectivity	11	Commonspace	0/74
	12	,Common subjectivity andobjectivity	
	13	CommonMemories	
links of courses	14	According toIslamic Architecture	0/74
	15	Architecturallink betweenpast and present	
	16	Detail-oriented attitudestoarchitecture	
religiosity	17	environment	
	18	According to theDivine	

	19	According to Islamic Architecture	0/70
Principles and concepts	20	Architectural Concepts	0/71
	21	Making the built environment according to culture	
	22	According to the principles of Islamic-Iranian architecture	
tradition and history	23	native elements	0/74
	24	Religious elements	
	25	Historical elements	
culture spot	26	Religion	0/71
	27	Historicity	
	28	Education	
	29	Culture	
interests	30	Sense of place	0/70
	31	Work based on the zeitgeist	
	32	ordered people	
shared values	33	shared religion	0/73
	34	shared culture	
	35	shared history	
	36	shared position	
Internal needs and values	37	Human needs	0/74
	38	Human values and inner	
	39	Use of technology	
Social and physical concepts	40	Individual and collective values	0/87
	41	Engagement	
	42	Events and incidents	
	43	Materials, colors, textures and shapes	
	44	Environment and Panorama	
	45	Scale, closeness, distance	
	46	Applications	
Total Inventory	-	-	0/94

Analyze

The first component " The social and physical concepts " Which includes the following sets of individual and collective values, activities and interactions, events, materials, colors, texture and shape, perspective and views, scale, and distance. Theoretical foundations and researches of Ralph shows that a set of values, individual and collective, events, shapes, colors and textures causes the formation of the identity of the place, which by the passage of time and changes in the human character and his relationship with place, the related set will be altered. Understanding the relationship between humans with place that is known to be a sense of place are actually the requirements needed to clarify the identity and location of elements involved in it. Concerning the other set of social and physical concepts, Shultz believes a series of incidents and events, shapes, colors and textures form the character of a place or identity (Norberg-Schul, 1997). The next issue in following set is the social and physical concepts, scale, and the distance which according to Firitz the most important physical factors affecting the perception and the sense of place are size, location, contrast, scale, proportion, human scale, space, texture, color, smell, sound and visual diversity (steele, 1981)

Second component "Coordination of speech and thought " which its literature shows that one of the major failures in achieving identity in our current society is the conflict between speech and action. According to Mr. Hadi Nadimi roots of crisis is based on cultural rupture. According to respondents the coordination of these two principles together is an important factor to achieve identity.

Third component " culture spot " which many great architects have also been mentioned in various sources noted that operating tradition and culture is the way to achieve identity. Culture as the achievements of collective identity, knowledge, foundation of civilization, art, morality and social norms ; all compilations includes knowledge, belief, art, morals, law, custom and human School capabilities, existence of human society, reflects the norms of a society and reflect the individual against it ; Way of doing things, building tools and how to use them, the global system independent of time and place Values, customs group is in conflict with other groups. Architecture Today must show that this comes from our country and cultural traits. Identity is an cultural issue. What is genuine, is the cultural foundations of thought, thinking and thus art and architecture that has affinity with the culture of its past.

Fourth component is actually " shared values " which will be confirmed and emphasized according to sociologists. In their opinion identity is social affair before it is an individual phenomenon. Collective identity is an effort by a group of people in order to sustain and the distinction life of their material and spiritual, and it is based on a variety of criteria such as family, relationships and common abstract categories such as religion, ethnicity and political views. According to Brawon and Vernor common location which is a subset of shared values means that bilateral

relationship of place and identity can also be understood in the social context. Everyone who has shared environment with others and always dealt with "identity-location", actually that is created by people and other groups. Therefore social meanings may be specific to one location and defined by its users (Mr. Poor Deyhami 1392).

The fifth component were considered according to proposed questionnaire among architecture experts is considering " principles of vernacular architecture - Islamic ", which means attention to architectural principles specific to each region, features and principles of national architecture. According to Shaikh Zainuddin the solutions to achieve identity in Iranian architecture is summed up in this : Unlike others, I don't consider globalization and also indigenous an impossible issue, I think we can express specific concepts and indigenous as universal language. Common concepts will be understandable and accepted in everywhere, but if specific concepts will be expressed in understandable global language, definitely it raises plenty of empathy and respect from the others and it makes the world to a better place to live.

The sixth component which is based on input from many scientists is introduced as one of the identifying factors. Component of "religion" or "religiosity" is defined. Religion is related with all aspects of an identity and it is a model of a " superior entity " or " super identity ". Religion is the most important factor in shaping human identity in terms of the divine authentication ontology, development and legislation through revelation and cover the needs of the natural, historical and trans-historical, personal and social, intellectual and human behavior. Identity is an important expression to the mystics. They know identity as " depending on the nature of divine " and its magnificent and beauty. In fact, having identity means to connect with him and the divine identity is manifest in every object.

The seventh component is " affiliation ". According to theoretical studies considered from the perspective of contemporary architects identity interprets set things that human beings belong to, different perceptions of the world teaches us that human being always think what he has been such as, past, memories, old friends, old masonry, old painting, monumental mountain, local lake, plants, familiar space and territory. Identity has certain characteristics that are capable of self-reference. Regarding the Identity means attention to what there is at the heart of our architecture. Mr. Safamanesh calls Iranian Identity to the sum of national and international identity also he emphasis the role of the Order providers, sponsors and employers.

The eighth component is " inner needs and values ". This means that the concept of Identity in architecture related to individuals needs. From the perspective of inner values and individual needs what has harmony and unison with human nature and pay attention to inner dimension of human existence and its inherent is valuable, Indeed Identity is coordinating of needs and human values in body, as a matter of fact we had better say identity is truth of object or person including his substantial attributes.

The ninth component is "The principles and concepts", Mr. Zainuddin considers the concepts and principles of the architecture (inherited civilization) as a source of inspiration and a solution to achieve to identity. We can consider the best state In order to achieve identity when built environment is formed based on principles and fundamentals and also that has an identity that originated from the principles of society, at the same time, the community is pleased with awareness of this communication and proud to have such an identity.

In current studies tenth component (subjectivity and objectivity) is based on scientific study and understanding on the basis of Dr. Pakzad's perspective and it is according to his opinion. Identity is a deductive process between available objectivity and data in mind, Identification of identity with "the same space " is actually a set value or quality that has communication with the individual's savings from direct experience up culture and traditions. According to him, the space is neither meant to duplicate and traditional meaning of identity and nor its only Innovation. He also believes it is possible to achieve identity of space with such characteristics such as comfort, readability, dependency and believes: " This space identity process is related to individual's social and cultural contexts.

Eleventh component based on questionnaires is "tradition and history". According to Mr. Rob carrier, he emphasized on the role of architecture in the designing and he announced it as the important reference for understanding space and architecture. At the same time in terms of some contemporary scholars focusing on history and historicism is completely wrong issue, In fact, utilizing of the history means using intellectual foundation and implicit principles in history. What is genuine is the cultural foundations of thinking, thought and thus the art and architecture that is affinity with the past culture of this country. This propinquity and affinity are the essential components which highlight historic architecture and can be so useful for Architects of today.

Eventually the twelfth component is " links of course", which means History and continuity of time to reach identity. Considering the architectural identity causes the attention to the architectural heritage that its soul is constant in our history and we should not be indifferent to this legacy. Architectural heritage, including the qualities of architecture that was full of the spirit of Iranian architecture. Identity as a background for today's architecture can determine our place in the context of today's architecture. Syndication with our past architecture doesn't mean using technology and materials and historical forms and shapes, but also it means the excellence of soul and a sense of ancient architecture.

RESULTS AND DISCUSSION

Discussion and conclusion

This study was conducted aimed to verify the identity components of architecture and in particular place identity for utilize in Iran. Questionnaire including 42 items that is applicable to individual and groups. Different methods were used in order to reliability and validity. First, all the items and factors were analyzed and then discrimination coefficient and loop method was calculated for each item. Content validity and construct validity methods were used to validate. With regard to operating results, 12 components were identified and each of these factors was named due to their functions. Then questions related to mentioned factors identified, and according to common content questions relating to each component was interpreted. In other words, the statistical component was determined by identity variables. These components in order to priority including : social and physical concepts, coordination, speech and thought, principle of culture, Shared values, Vernacular - Islamic architecture, religiosity, interests, needs, principles and concepts, subjectivity and objectivity, tradition and history, links of courses. It should be noted that each of these components were posed with careful consideration of expert, architects and scientists views. In general according to the above-mentioned it can be concluded that identity as different elements or components. Based on a survey which was emerged among 140 experts and graduates in architecture, it turned out that social and physical concepts that use more materials and techniques for human nature and the unconscious mind will be more effective for identity process and achieving to place identity.

REFERENCES

- Alexander CH. 1970. The architecture and the secret of immortality, Shahid Beheshti University, Tehran, Iran.
- Sehon H. 1970. A panel of tradition and technology, tradition and technology Proceedings of the Round Table, The Ministry of Culture and Development, Isfahan.
- Steele F. 1981. The Sense of Place, Boston, CBI Publishing Company.
- Bastani MH. 1993. Crisis of identity, a culture Jhany. mjlhissue, Issue9, Pages 41-43.
- Khoei HR. 1995. "The problem of identity and our architecture" Proceedings of the First International Congress Architectural History of Iran, Bam, Volume III, Cultural Heritage Organization, Tehran.
- Pakzad J. 1996. Identity and the identity of the space, general journal, Shmarh 21-22p.100-106.
- Saremi AA and Radmard T. 1997. "Sustainable values in Iranian architecture," Cultural Heritage Organization, Tehran.
- Afshar Naderi K. 1998. "Architectural space, living space," architect magazine, No. 2, pp. 5 -7.
- Ardalan N. 1999. Interview with Darab Diba, Proceedings of architecture and urbanism, No. 54-55.
- Diba D. 1999. Making for architecture today's language, Journal of Architecture and Urban Planning No. 50-51.
- Khoei M. 1999. "The future architecture/ history and innovation," Architecture, no. 55 and 54, Tehran.
- Naghizadeh M. 1999. "Identity, an expression of culture in the village," No. 34 and 35, the Center for Architecture and Urban Studies, Tehran.
- Rahim Zadeh MR. 1999. The concept of identity (Congress Architectural History of Iran, vol. 2) Cultural Heritage, March, Kerman (Bam), p. 265.
- Shafei B. 1999. "The relationship between architecture and urbanism secret" number 51 and 50.
- Shirdel B. 1999. "An interview with the dialogue of civilizations "book Practical Strategies for the realization of the Dialogue among Civilizations, the publication of the Institute for Human Sciences (SID), Tehran.
- Sheikh Zainuddin H. 1999. "Report of the Panel on the architecture we have today - School of Fine Arts", Architecture, No. 50 and 51, Tehran,
- Schultz C. 2003. Choices for each of Architecture: Meaning and location Vida Norouz Borazjani translations, publications soul of the world, printing, Tehran.
- Goshishi A. 2004. "The search for national identity in architecture today, yes or no?" Architecture magazine, No. 26, Institute of publication architect.
- Kermanian A. 2004. Identity and criticism in architecture, Architect magazine, No. 27, Institute of Architecture Publication, Tehran,
- Kermanian A. 2004. Identity and criticism in architecture, Architect magazine, No. 27, Institute of Architecture Publication, Tehran,
- Mirmiran SH. 2004. "The search for national identity in architecture today, yes or no?" Architecture magazine, No. 26, Institute of publication architect.
- Noghrekar AH. 2008. An Introduction to Islamic identity in architecture, contributors (Daramadi bar hovyat eslami dar memari): Hamzahnejad , Mand Ranjbar Kermani, A.M , Edited by: Ranjbar Kermani ,A.M and Avrazany, M , the company designs and publication of Payam Sima. Department of Housing and Urban Development, Office of Architecture and Urban Design, Tehran.
- Bemaniyan M, Gholami Rrahmat Panah J. 2010. Elements of the Iranian identity in the traditional architecture of the houses (Case Study House Rasuliyani Yazd, the Journal of Islamic art studies/ Number Thirteen /winter 2010.
- Khodai Z. 2010. Identity No. 59, Department of Cultural Studies and Social /Cultural Research Group.
- Shayan HR. 2011. standards of identity contemporary architecture, creating a theoretical framework for the structure of Iranian contemporary think estimate on the identity of the village, number seventy, pp. 102-113.

- Behzadfar M. 2013. The concept of urban identity with a view to Tehran, architecture and urbanism, No. 71 and 70, Tehran.
- Kashi H, Bonyadin N. 2013. Explaining the identity of the place -a sense of place and different elements and dimensions, publication of Fine Arts-Urban Development, Volume 18, Number 3.
- Pourdeihimi SH, Nvrtfaty AM. 2013. Identity and housing, the mechanism of interaction resident identity and residential environment, housing and rural environment, No.141, Spring 2013 , pp. 3-18.